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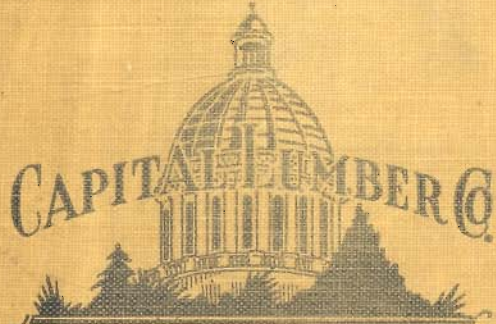
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CITY DIRECTORY

1952

Including North Sacramento, West Sacramento
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Containing an Alphabetical Directory of Business Concerns and Private
Citizens, a Directory of Householders, Occupants of Office Buildings
and Other Business Places, Including a Complete Street and Avenue
Guide, and a Numerical Telephone Directory; also a

BUYERS' GUIDE

and a Complete

Classified Business Directory

FOR DETAILED CONTENTS SEE GENERAL INDEX

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INTRODUCTION

THE SACRAMENTO DIRECTORY CO., publishers of the Sacramento City Directory, present to subscribers and the general public, this, the 1952 edition, which also includes North Sacramento, West Sacramento and Broderick. Two new features mark this edition. They are the Numerical Telephone Directory and the listing of telephone numbers.

Confidence in the continued growth of Sacramento's industry, population and wealth, and in the advancement of its civic and social activities, will be maintained as sections of this Directory are consulted, for the Directory is a mirror truly reflecting Sacramento to the world.

The enviable position occupied by the Sacramento City Directory in the estimation of the public, has been established by rendering the best in Directory service. With an unrivaled organization, and having had the courteous and hearty cooperation of the business and professional men and residents, the publishers feel that the result of their labors will meet with the approval of every user, and that the Sacramento Directory will fulfill its mission as a source of authentic information pertaining to the community.

Five Major Departments

The five major departments are arranged in the following order:—

THE ALPHABETICAL LIST OF NAMES of residents and business and professional concerns is included in pages 21 to 857, on white paper. This is the only record in existence that aims to show the name, marital status, occupation and address of each adult resident of Sacramento and vicinity, and the name, official personnel, nature and address of each firm and corporation.

THE DIRECTORY OF HOUSEHOLDERS, INCLUDING STREET AND AVENUE GUIDE, on pink paper, covers pages 861 to 1162. In this section the numbered streets are arranged in numerical order, followed by the named streets in alphabetical order; the numbers of the residences and business concerns are arranged in numerical order under the name of each street, and the names of the householders and concerns are placed opposite the numbers. The names of the intersecting streets appear at their respective crossing points on each street. A special feature of this section is the designation of tenant-owned homes. A new feature is the listing of telephone numbers.

THE NUMERICAL TELEPHONE DIRECTORY, a new feature, on blue paper, follows the Directory of Householders and is separately paged from 1 to 111.

THE BUYERS' GUIDE, preceding the Classified and separately paged from 1 to 153, on goldenrod paper, contains the advertisements of leading manufacturing, business and professional interests of Sacramento and vicinity. The advertisements are indexed under headings descriptive of the business represented. This is reference advertising at its best, and merits a survey by all buyers eager to familiarize themselves with sources of supply. In a large commercial and governmental center like Sacramento, the necessity of having this kind of information immediately available, is obvious. General appreciation of this fact is evidenced by the many reference users of this City Directory service.

THE CLASSIFIED BUSINESS DIRECTORY is included in pages 1433 to 1513, on yellow paper. This department lists the names of all business and professional concerns of the whole community in alphabetical order under appropriate headings. This feature constitutes an invaluable and indispensable catalog of the numerous interests of the community. The Directory is the common intermediary between buyer and seller. As such it plays an important part in the daily activities of the commercial and professional world. More buyers and sellers meet through the Classified Business Directory than through any other medium.

Community Publicity

The Directory reflects the achievements and ambitions of the community, depicting in unbiased terms what it has to offer as a place of residence, as a business location, as a manufacturing site and as an educational

center. To broadcast this information, the publishers have placed copies of this issue of the Directory in Directory Libraries, where they are readily available for free public reference, and serve as perpetual and reliable advertisements of Sacramento and vicinity.

The Sacramento Directory Library

Through the courtesy of the publishers of the Sacramento City Directory, a Directory Library is maintained at the Sacramento City Library, for free reference by the general public. This is one of more than 600 Directory Libraries installed in the chief cities of the U. S. and Canada by members of the Association of North American Directory Publishers, under whose supervision the system is operated.

The publishers appreciatively acknowledge the recognition by those progressive business and professional men who have demonstrated their confidence in the City Directory as an advertising medium, with assurance that it will bring a commensurate return.

SACRAMENTO DIRECTORY CO.,
Publishers.



SACRAMENTO

CAPITAL CITY AND "HEART" OF CALIFORNIA
(Courtesy Sacramento Chamber of Commerce)

Statistical Review

Slogan—"The Land the Lord Remembered."
Form of Government—City manager-council.
Population—137,572 (1950 U. S. Census).
Area—17.2 square miles.
Altitude—30 feet above sea level.
Climate—Mean annual temperature, 60.3 degrees F.; average annual rainfall, 18.02 inches (50-year average).
Parks—35, with total of 1,540 acres.
Assessed Valuation—\$193,608,818, with \$2.04 per \$100 tax rate.
Bonded Debt—\$6,089,370 (Dec. 31, 1950).



California State Capitol Building

Financial Data—9 banks, including branches, with total debits of \$6,227,890,000 in 1950.

Postal Receipts—\$3,635,912 (calendar year 1951).

Churches—130, representing 41 denominations.

Building and Construction—Value, \$27,225,912 (1950).

Industry—Chief manufacturing industries and products of city and surrounding territory are food-processing, fabricated metals, lumber and wood products, printing and publishing, and stone, clay and glass products. The industrial payroll of Sacramento County is \$33,000,000 annually.

Trade Area—Sacramento County had a population of 277,140 in 1950. Sacramento's 19-county northern California trading area had a population of 682,953 at that time.

Newspapers—2 general dailies.

Hotels—124, with total of 7,985 rooms.

Railroads—4: Southern Pacific, Western Pacific, Sacramento Northern, Central California Traction.

Highways—U. S. 40, 50 and 99.

Airports—8: Municipal, McClellan Air Force Base, Mather Air Force Base and 5 private airports.

Amusements—Largest auditorium in city (municipal) seats 5,000 persons. 22 motion-picture theatres, with total seating capacity of 20,000. 6 drive-in theatres within a short distance. 3 golf courses.

Hospitals—7 (including 2 emergency), with total of 1,055 beds.

Education—29 public schools, including Sacramento Junior College, 2 senior high schools and 5 junior high schools. Total day enrollment, 21,987; number of teachers, 875. Sacramento also has a State college and 9 parochial schools.

Public Libraries—6, including branches, with total of 318,813 volumes.

City Statistics—Total street mileage, 325, all paved. Miles of gas mains, 425. Number of water services, 39,794; electric meters, 90,792; gas meters, 41,671. Capacity of water works (municipal), 64,000,000 gallons; daily average pumpage, 34,540,000 gallons; miles of mains, 352.66; value of plant, \$5,378,855. Fire department has 211 men, with 6 autos, 2 utility cars, a squad wagon, 4 water wagons, 4 trucks, 9 engines, a 4,000-gallon tank wagon, a disaster unit, 10 station houses and a central fire-alarm station. Value of fire department real estate and equipment, \$614,882.46 (Dec. 31, 1950). Police department has 216 members and 32 civilian employees, with 1 station and 37 pieces of motor equipment, all radio-equipped.

General Review

Sacramento, the "Heart of California" and the capital city of the state, is located at the confluence of the Sacramento and American rivers, in the center of the greatest agricultural, mineral and timber-producing area of California. With a background of history closely entwined with some of the epochal events in the civilization and development of the Pacific Coast, Sacramento through its years of civic and commercial progress has maintained leadership among the cities of the West. It is now the largest interior city in California and one of the most rapidly growing cities in America.

Sacramento has graduated from the class of the ordinary capital city to a thrifty metropolis with an estimated population of 140,000 in 1952.

The westward movement of population has found Sacramento one of the beautiful cities of the Golden State, a comfortable and prosperous community in which to live.

The city is built on a level plain with an incorporated area of 17.2 square miles. The climate is semi-tropic, with an average mean annual temperature of 60.3 degrees, and an annual average rainfall of 18.02 inches.

Sacramento's most notable beauty is in its wide tree-lined streets and its 1,540 acres of municipal parks. No city in the West equals this in number of street trees, cared for and protected by the City government.

Sacramento is the home of the annual California State Fair, the largest and most successful exposition of its kind in the U. S. Attendance, 600,000 in 1948.

Notable among the historic points of interest are Sutter's Fort, now entirely restored to its original form, and maintained as a State museum, housing a priceless exhibit of relics of pioneer days; the Crocker Art Gallery, one of the most valuable art collections in the West; and the \$13,500,000 group of Capitol buildings, surrounded by a 40-acre State park world-famed for its beauty and the more than 1,000 varieties of trees, shrubs and flowers gathered from every country on the globe.

Sacramento's school system is recognized as one of the best in the state, noted for its educational progress, with a \$1,500,000 high school, another new \$765,000 high school, and the \$1,121,000 Junior College, typical of its outstanding excellence. A splendid stadium, costing \$175,000 and seating 23,000 persons, was erected on the Junior College campus in 1928. Both City and County school facilities have kept pace with this area's rapid growth during recent years by constant enlargement and new construction of elementary and high schools.

Sacramento's Junior College ranks in point of attendance as the third largest junior college in California. The college, which has grown from an infant in 1926 with an initial enrollment of 45, is housed in a group of beautiful buildings on a 61-acre campus, representing an investment of bond money totaling \$1,365,000.

Sacramento State College, now housed on the Junior College campus, offers a broad curriculum which covers the junior and senior years of college. Graduate work qualifying for a M. A. degree is offered here. Construction will begin soon on a complete campus of the State College along the banks of the American River.

The beauty of Sacramento's residential sections, modern public and business buildings, beautiful churches and splendid hospitals add to its attractiveness as a home city.

Sacramento's \$1,000,000 Memorial Auditorium, splendid hotel and restaurant accommodations and metropolitan theatres have made it an outstanding convention center, exceeded in numbers of state and national convention gatherings only by Los Angeles and San Francisco.

Governmental and private industries combine to provide exceptional employment opportunities in Sacramento. As the State Capital, Sacramento offers employment to thousands in a number of State offices. Two Air Force installations—Mather and McClellan Air Force Bases—as well as the U. S. Army Signal Depot, are large industries in themselves, with thousands of civilian personnel on their payrolls.

In recent years the addition of several new canneries, a national soap-manufacturing plant, a plant to produce jet propellant, a can-manufacturing plant, and many other new installations have enhanced Sacramento's reputation as an industrial center.

The Southern Pacific shops in Sacramento are the second largest in the world. Also, the Western Pacific has its main shops here.

The principal industry is that of canning fresh fruits and vegetables, Sacramento's four canneries being among the largest in California, and one of them the largest institution of its kind in the world. The four canneries in Sacramento produce annually 11.64% of the total output of the canneries of the state. The largest freezing plant for the "Frozen-Food Industry" in California is located at Sacramento. Fresh fruits, vegetables, poultry, etc., are frozen here. The plant of the American Can Co. is the largest and most modern of the can factories operated by that national concern, emphasizing Sacramento's position as the canning center of the state.

Sacramento has the largest almond shelling plant in the world, and more than 50% of the state's total almond output is handled here.

Flour and feed mills; slaughtering and meat-packing houses; rice mills; bean cleaners; clay, pipe and pottery works; lumber and box factories, and similar industries convert into manufactured products other raw materials provided by the vast agricultural, timber and mineral wealth of the region.

Sacramento County is most fortunately situated with regard to transportation. Two great transcontinental railroad systems, the Southern Pacific and the Western Pacific, offer quick transportation to Eastern markets. Two interurban electric lines, the Sacramento Northern Railway and the Central California Traction, supplement the steam roads.

The Sacramento River, ranking among the foremost rivers in the nation in amount of tonnage carried and second in per-ton value of cargo, offers rapid and cheap water transportation to San Francisco Bay and world markets.

Paved County highways supplement the main trunk lines of the great State highway system to every important center in the county, and stage lines radiate in every direction.

Transcontinental and coastwise air mail, express, passenger and freight lines center at Sacramento's Municipal Airport.

Sacramento is the banking center of interior California, served by seven strong banking institutions.

History

Sacramento is associated with three epochal events in California history. The settlement established Aug. 12, 1839, by Capt. John A. Sutter at Sutter's Fort, now Sacramento, was the first settlement of white men in interior California, and marked the beginning of agricultural development that has made California third among the states of the Union in total value of agricultural products.

The discovery of gold on Jan. 24, 1848, by James W. Marshall, one of Sutter's men, at Coloma, sixty miles east of the city, brought about the celebrated Gold Rush of 1849-50, which so quickly populated the region that it was admitted to statehood on Sept. 9, 1850.

The transcontinental railroad started from Sacramento in 1863 and completed in 1869 (the old Central Pacific, now Southern Pacific) was the first to link the East to the West with bands of steel, and from the viewpoint of lasting benefits, overshadows even Marshall's discovery.

Sacramento was incorporated in 1849 and chosen as the Capital of California in 1854.

North Sacramento and North Area

The North Area in the post-war years has expanded and developed beyond all predictions or expectations. New subdivisions which were not even dreamed of ten years ago are now completed, and many more are being laid out, all of which will tend to make this northern section of Sacramento County the center of Sacramento's metropolitan development. Many firms have located here due to the accessibility of roads which lead in all directions. The North Sacramento Freeway, opened in 1947, has been a boon to business on Del Paso Boulevard, tending to make this convenient shopping district the hub of the North Area. Plenty of parking space and no parking meters make North Sacramento and the surrounding shopping districts, such as Arden Park, Ben Ali, Carmichael, Citrus Heights, Del Paso Heights, Gardenland, Hagginwood, Rio Linda and Town & Country, pleasant and convenient.

This area abounds with parks. Adjoining beautiful Woodlake District, North Sacramento has Woodlake Park, where the Rotary Youth Building is located. It has a baseball diamond and softball facilities in Redwood Park. Hagginwood Park, Carmichael, Arcade and Arden are developing facilities. Del Paso Park, located in a beautiful setting of oaks, is becoming the Mecca for young and old alike, with picnic and athletic facilities for all groups. The Grant Union High School has completed four athletic fields to be used for baseball and softball.

The Public Works Board, in September, 1949, selected the Swanston site for the location of the new California State Fair. This was the result of concentrated efforts by the Greater North Area Chamber of Commerce and civic groups of the area. Plans are being made for the relocation of the California State Fair on this 1,000-acre site adjoining the North Sacramento Freeway on the north and Arden Way on the east. Fronting on the American River, this site will offer many advantages, and will place the California State Fair among the leaders in the nation, where it rightfully belongs.

New approaches are being planned to the east and west of this North Area to relieve the ever-growing traffic problem. Plans are being rushed for the Elvas Bridge crossing, which will tie in at approximately 30th St. in Sacramento. Also under consideration is the Elkhorn Bridge, and plans are under way to bring about a solution to highway problems throughout the county.

The population north of the American River in Sacramento County is estimated to be in excess of 90,000, and it is difficult to venture a guess as to the area's population in the future.

The Greater North Area Chamber of Commerce office is located conveniently in the North Sacramento Civic Center. The staff and facilities are available in answering any inquiries regarding this North Area.

Sacramento County Agriculture

The U. S. Census of 1910 gave Sacramento County 1,601 individual farms. In 1940 the number had increased to 3,456. This was an increase of 116% for the 30-year period, 1910-1940. Interest in small family-sized farms continues, and the number of farms in operation now will show substantial increase over 1940.

Sacramento County produces, successfully and in large quantities, more than twenty varieties of fruits and nuts, and every American vegetable. Some crop is in harvest every month of the year.

The following table shows the acreage planted to leading fruits, nuts and berries in 1950: Almonds, 2,000; apricots, 100; berries (bush), 125; cherries, 100; figs, 100; wine grapes, 1,400; table grapes, 3,660; olives, 1,800; oranges, 400; pears, 4,000; plums, 261; peaches, 300; pistachio, 42; prunes, 1,800; strawberries, 300; walnuts, 1,250; miscellaneous fruits, 200.

Acreage of leading vegetables in 1950 was: Asparagus, 1,380; cucumbers, 300; peas, 1,000; miscellaneous vegetables, 1,200; tomatoes, 11,900.

Acreage of field crops in 1950 was: Alfalfa, 18,000; barley, 70,000; beans (dry), 5,000; sugar beets, 15,000; field corn, 2,500; hay (grain), 9,000; hops, 3,267; milo, 10,000; oats, 7,500; pasture (irrigated), 25,000; rice, 8,000; wheat, 24,000.

Acreage of seed crops in 1950 was: Vegetable seed, 120; alfalfa, 400; clover, 1,300; barley, 20; beans, 100; milo, 100; oats, 50; rye grass, 10; sudan grass, 250; wheat, 150.

Total estimated gross returns from agriculture in Sacramento County for 1950 was \$48,157,159. Of this total, \$18,376,724 was realized from field

crops; fruit, nuts and berries accounted for \$7,090,425; vegetables represented \$5,527,510; live stock and dairy realized \$11,900,000; and poultry, eggs, turkeys, etc., accounted for \$5,262,500.

One of California's best opportunities for successful and profitable orange production is offered in the beautiful foothill "thermal belt" which forms the eastern part of Sacramento County, embracing the districts of Fair Oaks, Orangevale, Citrus Heights, Carmichael, Arcade and Folsom. Oranges have been grown in this section for almost forty years, to prove beyond question the adaptability of its soil and climate.

The region of which Sacramento is the metropolis and trading center—the 21 counties of northern California—east of the Coast Range—produces 35% of California's total agricultural yield, and 75% of its precious and structural mineral products; and has 9,000,000 of the 14,000,000 acres of virgin timber still standing.

Sacramento County, according to County Horticultural Commissioner A. E. Morrison, is the most diversified in its products of any county in California. This remarkable diversification is what makes for stable and year-around prosperity.

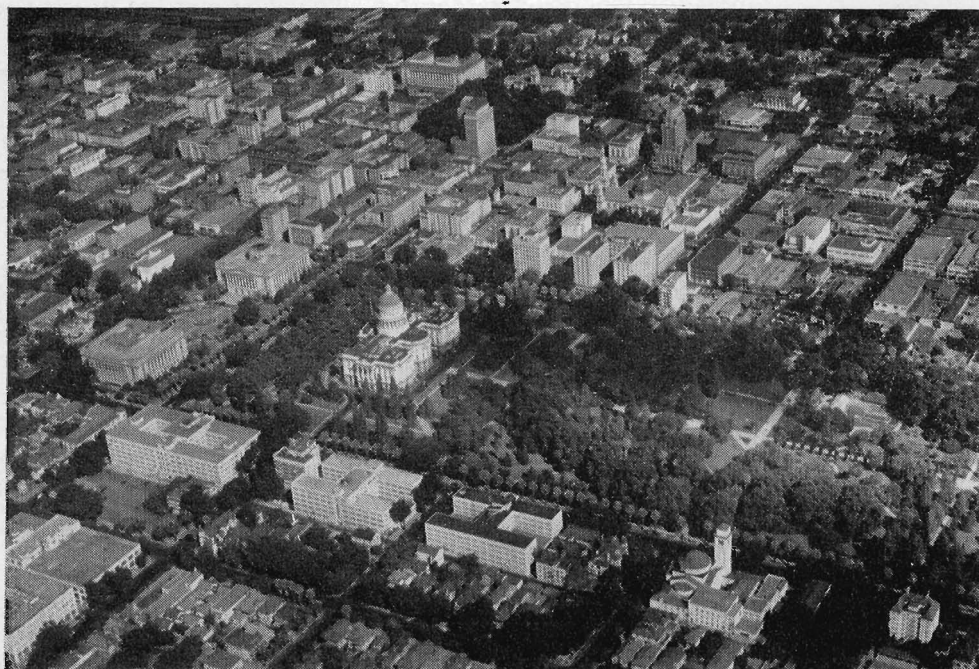
Coupled with the rich soil, ample water and intensive farming methods, this diversity places Sacramento County in a place of conspicuous leadership among the high producing counties of California. Within a 100-mile radius of Sacramento are grown 52% of the state's agricultural products.

Sacramento County is the third largest poultry-producing center in California. It offers ideal conditions for dairying and live stock production.

Land prices, available markets and ideal conditions assure success to the man who knows how and will farm right.

The Sacramento Chamber of Commerce

This organization is the active representative of the commercial, industrial, financial and civic interests of Sacramento in promoting its welfare and prosperity. The Chamber is completely departmentalized, with its Industrial, Transportation, Agricultural, Tourist and Resort, Housing, Exhibit and Publicity departments, under experienced managers, set up for the purpose of supplying complete and authentic information on matters relating to Sacramento and northern California. Lewis H. Day is General Manager. The Chamber occupies its own building at 917 7th St. For additional detailed information, call on the Chamber of Commerce for illustrated and statistical booklets.



Aerial View of California State Capitol