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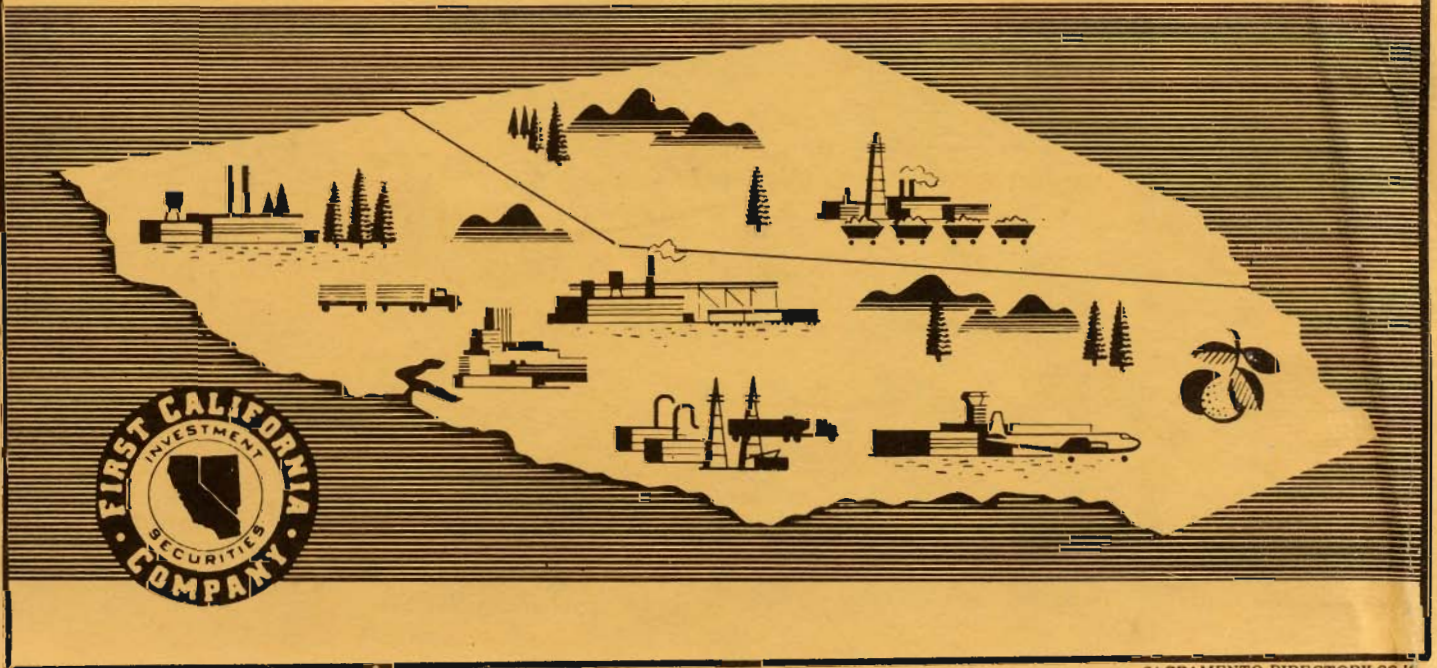
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JANUARY							FEBRUARY							MARCH							APRIL								
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DEL PASO HEIGHTS (Gas Only)
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3742 Rio Linda Blvd.

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Rural Electric Company

FAIR OAKS (Gas Only)
Fair Oaks and Variety Store
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FOLSOM* (Gas and Elec.)
Rumsey's
726 Sutter

GALT (Gas Only)
Lincoln Way Variety
227 Lincoln Way

NORTH HIGHLANDS (Gas Only)
Highland Hardware 5636 Watt Ave.

NORTH SACRAMENTO (Gas Only)
Swart Hardware* 1927 Del Paso Blvd.
Zephyr Gift Shop 3208 Marysville Road

RIO LINDA (Gas Only)
Gross Variety 7th & M

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Berry's Pharmacy 35th & Broadway
Boulevard Pharmacy 2030 H St.
Capra Pharmacy 3230 Folsom Blvd.
College Hardware 2760 21st St.
Colonial Pharmacy 3608 Stockton Blvd.
Fruitridge Hardware 5651 Stockton Blvd.
Gift Nook 964 39th St.
Petersons' 5 & 10 2996 65th St.
South Sacramento Pharmacy 4720 Franklin Blvd.
Stop-N-Shop 3200 Riverside Blvd.

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Arden Variety 3511 La Brea Way
Town & Country Insurance
Pay Station 2608 El Paseo Lane

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SACRAMENTO

(SACRAMENTO COUNTY, CALIF.)

CITY DIRECTORY

1957

**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 the

YELLOW PAGES

**With a Special ADVERTISING SECTION
and a Complete CLASSIFIED LIST**

FOR DETAILED CONTENTS SEE INTRODUCTION AND
GENERAL INDEX

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INTRODUCTION AND GENERAL INDEX

THE SACRAMENTO DIRECTORY CO., publishers of the Sacramento City Directory, present to subscribers and the general public, this, the 1957 edition, which also includes North Sacramento, West Sacramento and Broderick.

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 Sacramento Directory will fulfill its mission as a source of authentic information pertaining to the community.

Four Major Departments

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

I. THE YELLOW PAGES constitute the first major department of the Directory. This embraces a complete list of the names and addresses of the business and professional concerns of the city, arranged in alphabetical order under appropriate headings—a catalog of all the activities of the city. Preceding this catalog, likewise grouped under appropriate headings, are the advertisements and business cards of firms and individuals desiring to present a more complete list of their products or services than is possible in the catalog itself. The Yellow Pages represent reference advertising at its best, and merit the attention of all buyers and sellers seeking sources of supply or markets for goods. In a busy and diversified community like Sacramento, the necessity of having this kind of information up-to-date and always immediately available, is obvious. The Directory is the common intermediary between buyer and seller, and plays an important role in the daily activities of the commercial, industrial and professional world.

II. THE ALPHABETICAL LIST OF NAMES of residents and business and professional concerns is the second major department printed 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.

III. THE DIRECTORY OF HOUSEHOLDERS, INCLUDING STREET AND AVENUE GUIDE, is the third major department printed on green paper. 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. Special features of this section are the designation of tenant-owned homes and the listing of telephone numbers.

IV. THE NUMERICAL TELEPHONE DIRECTORY, is the fourth major department printed on blue paper.

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 Public Library, for free reference by the general public. This is one of more than 700 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.

Honor Roll

PAGE NUMBERS BELOW REFER TO THE
ADVERTISING SECTION THE YELLOW PAGES

Name	Est.	Business	Page
A A A Sewer Service & Septic Tank Cleaning	1953	Sewer Service right side lines and	73
A & R Washer Repair & Services		Washing Machine Repair	81
Alice Baker School of Music	1946	Music Teachers left side lines	
All American Van and Storage	1955	Moving and Storage left side lines	
Allstate Vinylizing Co		Waterproofing right side lines and	80
*Andrews & Greilich	1923	Funeral Directors bottom edge and	27
*Artz & Cook	1924	Real Estate right bottom lines	
Associated Metals Co of California	1939	Junk Dealers right side lines and	43
Associated T V Service	1950	Television Service right side lines and	76
Azevedo Art Plastering Co	1956	Plastering Contractors	53
Bar B Q Heaven	1952	Restaurants right bottom lines and	68
Bequette Real Estate Co	1945	Real Estate right side lines and	63
Bloomberg Realty Co	1946	Real Estate right top lines and	63
Bowman's	1933	Automobile Body Repair left top lines, right top lines and	8
*Boyd E A Co	1930	Automobiles right side lines and	4
Bronson John O Co	1940	Insurance	36
Brownie's Blue Print & Supply Co	1949	Blue Prints and Photostats left side lines and	12
Burich's	1954	Restaurant	68
*Burton Don Inc	1929	Shoes left top lines and	74
Caldwell's-Mildred Caldwell & Co	1945	Direct Mail Advertising	2
California Adjustment Service	1953	Collections	20
California Building Wrecking Co	1952	Building Wreckers right bottom lines and	15
California Upholstering Co	1950	Upholsterers	80
*California-Western States Life Insurance Co	1910	Insurance left side lines and	32
Cameron Pontiac Company		Automobiles	9
*Capital City Title Co	1925	Title Insurance backbone, left top lines, right top lines and	77
Capital Credit Adjustment Bureau	1953	Collections front cover and	20
Capital Federal Savings and Loan Association	1936	Savings and Loan	71
*Capital Lumber Co	1925	Lumber left side lines and	45
Capital Office Equipment Co	1934	Office Equipment left top lines and	49
*Capital Parcel Delivery Co	1927	Delivery Service right side lines	
*Capital Radiator & Fender Works	1930	Automobile Body Repairs left side lines	
Capitol Inn Motel	1948	Motels	46
*Carr J Myron MD	1910	Physicians & Surgeons back cover and	52
*Cippa & Nicoletti	1927	Funeral Directors	28
**Clauss & Kraus Inc	1888	Meats-Wholesale left side lines and	46
Coldwell Banker & Company	1945	Real Estate top edge and	57
Cook Ray O	1947	Plumbing	56
Cook Roscoe D Inc	1936	Automobile Parts & Supplies right side lines and	10
Coral Reef	1949	Restaurant left top lines and	66
Crystal Cream & Butter Co	1935	Dairies	24
Dale Carnegie Courses	1949	Schools back cover and	72
*Dalzell Rigging Co	1923	Rigging left bottom lines and	69
*Dean Witter & Co	1928	Investment Securities	38
Derr's Sheet Metal Works	1947	Sheet Metal Works	73
*Diamond Match Co	1922	Lumber left top lines and	44
Dick & Eddie's	1950	Restaurant right bottom lines and	67
Dunnigan Yeates & Stone	1954	Real Estate right side lines and	64
**East Lawn Inc	1904	Cemeteries left top lines, right top lines and	16
Eastern The	1939	Clothing	18
Emergency Bail Bond Service	1957	Bail Bonds right top lines and	11

Each * indicates 25 years in business.

Name	Est.	Business	Page
*Erickson Construction Co . . .	1917	Contractors-General.	21
*Ferguson D F Co	1920	Insurance right side lines and	36
First California Co.	1942	Investment Securities A and	39
Fouls Motor Co	1934	Automobiles back cover and	5
Friend and Terry Lumber Co.	1935	Lumber	45
*Fuller W P & Co	1927	Paint left bottom lines and	50
Gee Malcolm F Insurance Agency	1945	Insurance right side lines	
**Globe Transfer & Warehouse Co.	1890	Moving and Storage. right top lines and	75
****Golden State Co Ltd	1855	Dairies.	24
Goodwill Industries.		Social Service	3
Goodwin William P.	1947	Chiropractors right side lines and	17
*Greibitus & Son.	1922	Jewelers. front cover, 26 and	42
*Greyhound and H & C Taxi Co.	1927	Taxicabs.	76
Haggin Gravel Co.		Sand and Gravel.	70
Haines Motors	1956	Automobiles left top lines and	6
Hairdressers The.	1954	Beauty Salon right side lines and	12
Harmon Ken Realtor	1940	Real Estate	64
Harrison Richard A Inc.	1956	Investment Securities left top lines and	40
*Heringer Larry	1927	Real Estate.	64
Hodnett & Son Inc.	1944	Plumbers	56
Hoig's Marine & Sports Equipment.	1935	Marine Supplies 12 and	45
Hutchinson's Auto Service . . .		Automobile Repairing right side lines and	11
Island Equipment Co.	1954	Tractors.	80
Jack's House of Music.	1955	Music Dealers	47
**Jackson's Furnishers of Homes	1887	Home Furnishings	2
Johnson's Del Prado Restaurants.	1942	Restaurants. left side lines and	67
*Jones & Brand & Hullin Inc . .	1910	Insurance and Real Estate right bottom lines, 33 and	58
*Jones H Moving & Storage Co.	1910	Moving and Storage.	47
*Keating James P Co	1930	Liquors-Wholesale. right side lines and	43
Klumpp George L.	1935	Funeral Directors right top lines	
Kramer Carton Company.	1941	Box Manufacturers-Paper	13
LaCardo's Club Stadium	1945	Restaurants. right bottom lines and	68
Lampley Stillman V	1954	Real Estate.	64
*Lamus-Lundlee Co.	1909	Automobiles	8
*Lawrence-Mayflower Moving & Storage Co.	1917	Moving and Storage.	47
Leavitt Power Tool Co	1946	Chain Saws right bottom lines and	17
*Leonard M J Tree Service . . .	1925	Tree Service. right side lines	
Lundstrom Motors	1941	Automobile Dealers	9
*Luppen and Hawley Inc	1920	Air Conditioning. right side lines and	2
Maher Joe Tire Service.	1945	Tire Dealers-Wholesale	76
Major T V & Appliance		Television and Appliances left side lines	
Marcus Auto Supply Co	1935	Automobile parts & Supplies. left top lines and	10
Masonry Supply & Equipment Co.	1948	Masonry Supplies	46
*McClatchy Realty Co.	1927	Real Estate	65
***McLaughlin Draying Co.	1871	Trucking. left bottom lines and	80
McPherson L W "Mac".	1949	Real Estate right side lines and	65
*Merchants National Bank. . . .	1921	Banks. right side lines and	11
Merle Norman Studio of Charm	1933	Cosmetics. left side lines	
*Mott Clifford A	1928	Insurance	37
*National Mercantile Agency The.	1910 backbone and	19
Nauman Harry A & Son	1935	Funeral Directors	28
*Neideffer Lee M.	1917	Real Estate. right side lines and	60
Nordine & Reichel	1951	Automobile Body Work left top lines	
*North Sacramento Land Co.	1910	Real Estate. right top lines and	60
*Occidental Life Insurance Co.	1925	Insurance left top lines and	37
Ogden Surveying Equipment Co.	1943	Surveying Equipment. right side lines and	70

Each * indicates 25 years in business.

Name	Est.	Business	Page
**Pacific Gas & Electric Co . . .	1906	Gas and Electric Service Y and	30
***Pacific Mutual Life Insurance Co	1868	Insurance	37
*Panama Pottery Co	1913	Pottery right side lines and	56
Pefley H A	1945	Insurance left bottom lines and	37
Pope Studios	1946	Photographers right side lines and	51
Ragan Appliance Refinishers	1955	Appliance Refinishers right side lines	
*Reeves John R	1922	Contractors-General	21
*Reliable Elevator & Electric Works	1921	Electrical Contractors left side lines and	26
*Retailers Credit Association	1912	Credit Bureau right top lines, B and	22
Reynolds & Co	1952	Investments Securities	40
Roberts Plumbing Co	1948	Plumbing C and	54
Robinson Ralph C Co	1946	Wire Twisters right side lines and	81
Sacramento Abstract & Title Co		Abstracters right top and right side lines	
Sacramento Collection Service Inc	1954	Collections	20
Sacramento County Society for Crippled Children and Adults	1934	Organization	50
Sacramento Memorial Lawn	1935	Funeral Directors right top lines and	29
Sacramento Ready Mix Co	1935	Concrete-Ready-Mix right top lines, 15 and	21
****Sacramento Union The	1851	Newspapers right top lines, left top lines, left bottom lines and	48
Sacramento Valley Insurance Agency	1935	Insurance right side lines and	34
Sacramento Wholesale Hardware	1940	Hardware-Wholesale	31
Scott Thomas A	1946	Real Estate front cover and	59
*Sears Roebuck and Co	1928	Department Stores left side lines and	25
Security Title Insurance	1956	Title Insurance Street Guide tab insert and	78
*Shorrock's Hardware Stores	1919	Hardware Dealers-Retail left side lines	
Sidener Ty Co	1948	Janitors' Supplies right side lines	
*Smith Printing The	1925	Printers left side lines	
Stayner Joe E	1948	Roofer right side lines and	69
Stephens James M	1954	Real Estate left top lines and	65
Sun Vertikal Sales	1956	Blinds-Vertical Fabric left side lines	
Swanson's Cleaners	1944	Cleaners and Dyers	18
Teichert A & Son	1948	Building Materials front cover and	14
Telesco Town & Country Realty Co	1945	Real Estate	65
Thompson Display Service	1940	Display Materials right side lines and	26
Tri City Electronics	1953	High Fidelity Equipment left side lines	
Trickey M N Paint Co	1945	Paint	50
Tulga & Associates		Organs right side lines	
United Decorators & Upholstery		Furniture Upholsterers left side lines	
Valley Cedar Products Co	1945	Roofing Materials left side lines and	69
Valley Termite Co	1937	Pest Control right side lines and	51
Victory Building Maintenance	1941	Janitorial Service left side lines and	41
Village Paint	1950	Paint and Wallpaper Town & Country tab insert front side	
Vogel Chevrolet Co	1933	Automobiles front edge, left top lines and	7
Waldo Bowers	1948	Carpets right top lines and	15
Walker's Liquor Store	1944	Liquors-Retail	43
*Watrous-McClory-Speich Inc	1929	Insurance and Real Estate 35 and	61
Weaver Tractor Co	1934	Tractors	79
West Sacramento Land Co	1956	Real Estate right top lines and	62
West Sacramento Plumbing & Heating	1956	Plumbing back cover and	55
*Wholesalers Credit Association of Sacramento Inc	1913	Credit Associations Z and	23
Wilber's Marine Supply		Boats and Supplies	12
Williams Bowker & Ward Inc	1944	Real Estate	66
Williams Lew Chevrolet Center	1940	Automobiles	9

Each * indicates 25 years in business.

Name	Est.	Business	Page
Williams & Williams	1940	Real Estate left side lines and	62
Winter Motor Co	1937	Automobiles	10
**Wright & Kimbrough	1892	Insurance and Real Estate front cover, right bottom lines, 36 and	63
*Yerby Bros	1927	Brake Service right side lines and	10

Each * indicates 25 years in business.



SACRAMENTO

CAPITAL CITY AND "HEART" OF CALIFORNIA

(Courtesy Sacramento City-County Chamber of Commerce)

Statistical Review

Slogan—"Camellia Capital".

Form of Government—City—"Manager-council". County-Charter, with five Supervisional Districts.

Population—Metropolitan Area-411,400. City-163,100 (Estimate 1957).

Area—987 square miles (county), 23.14 square miles (city).

Altitude—30 feet above sea level.

Climate—Mean annual temperature, 60.4 degrees F.; average annual rainfall, 18.05 inches (50-year average).

Parks—37, with total of 1,551 acres.

Assessed Valuation—(city) \$298,614,950, with \$1.68 per \$100 tax rate (1956-57), (county) \$458,276,480, with \$2.33 per \$100 tax rate (1956-57).

Bonded Debt—(city) \$11,667,110-(6/30/56), (county) \$2,700,000 (6/30/56).

Financial Data—29 banks, including branches, with total debits of \$10,270,201,000-1956.

Postal Receipts—\$5,123,846 (calendar year 1956).

Churches—140, representing 58 denominations.

Building and Construction—Value, (city) \$35,536,370 (1956), (county) \$66,287,037 (1956).

Industry—Chief manufacturing industries and products of city and surrounding territory are food-processing, fabricated metals, lumber and wood products, printing and publishing, stone, clay and glass products, detergents, jet propellants, and freight car manufacturing. The industrial payroll of Sacramento County is \$75,000,000 annually.

Trade Area—Sacramento County has an estimated population of 411,400. Sacramento's 19-county northern California trading area has a population of 862,830.

Newspapers—2 general dailies.

Hotels—124, with total of 2,000 rooms.

Motels—133, with 2,400 rooms.

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

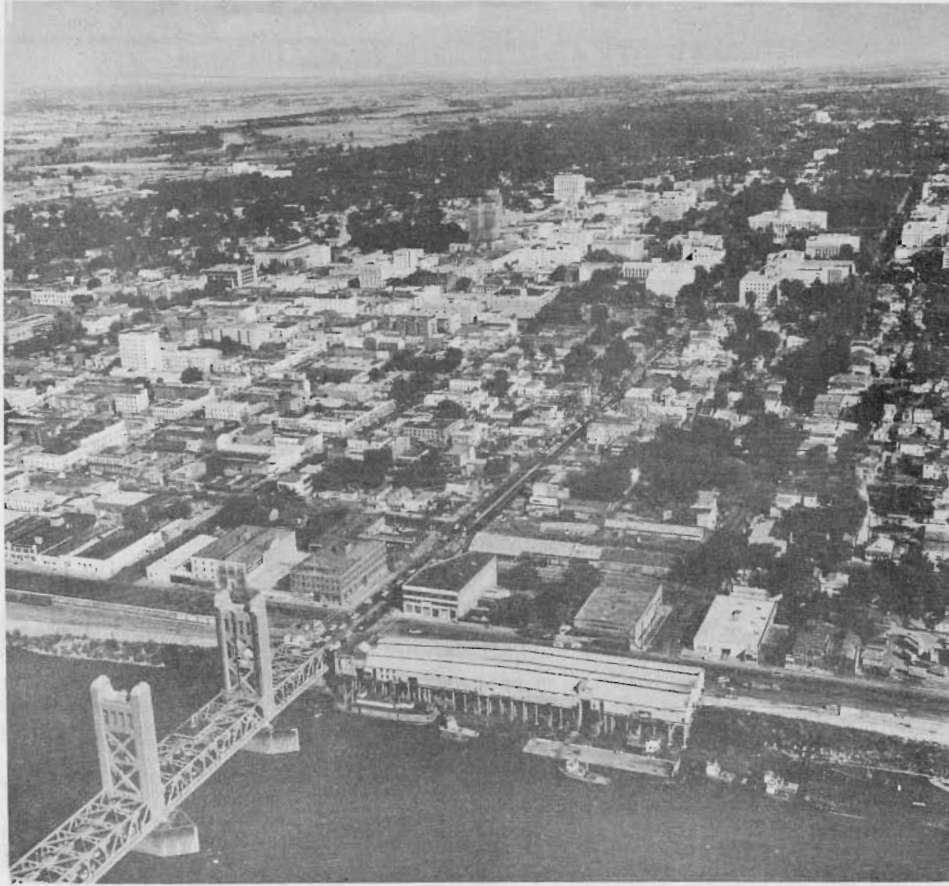
Highways—U. S. 40, 50 and 99. State 16, 24, 104.

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. 30 motion-picture theatres, with total seating capacity of 25,000. 6 drive-in theatres within a short distance. 3 municipal golf courses, 2 pitch-n-put courses and 2 country clubs.



California State Capitol Building



Aerial View of California State Capitol

Hospitals—8 (including 2 emergency), with total of 1,528 beds.

Education—145 public schools, including Sacramento Junior College and American River Jr. College. 9 senior high schools and 10 junior high schools. Total day enrollment, 95,588; number of teachers, 1,440. Sacramento also has a State college and 10 parochial schools.

Public Libraries—(city) 5, including branches, with total of 354,687 volumes, (county) 31, including branches, with total of 108,693 volumes.

City Statistics—Total street mileage, 395, all paved. Miles of gas mains, 481. Number of water services, 46,920; electric meters, 130,284 (1956), for area covered by S M U D, city figures not available; gas meters, 120,399. Capacity of water works (municipal), 75,000,000 gallons; daily average pumpage, 35,000,000 gallons; miles of mains, 400.09; value of plant, \$6,092,000 (depreciated value of filtration plant and distribution system). Fire department has 257 men, with 7 autos; 3 utility cars, 1 water wagon, 4 trucks, 15 engines, a 4,000-gallon tank wagon, a disaster unit, 11 station houses and a central fire-alarm station. Value of fire department real estate and equipment, \$771,153 (December, 1955). Police department has 233 members and 42 civilian employees, with 1 station and 75 pieces of motorized equipment.

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 163,100 in 1957.

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 23.14 square miles. The climate is semi-tropic, with an average mean annual temperature of 60.4 degrees, and an annual average rainfall of 18.05 inches.

Sacramento's most notable beauty is in its wide tree-lined streets and its 1,551 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, 823,887 in 1956.

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 \$25,000,000 group of Capitol buildings, surrounded by a 40-acre State park world-famed for its beauty and 400 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 two junior colleges, 3 senior high schools, and 7 junior high schools with two new ones presently underway. A splendid stadium, 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 one of the largest junior colleges 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.

Sacramento State College, housed in its campus along the banks of the American River, offers a 4-year course in liberal arts, education and engineering. Graduate work qualifying for a M. A. degree is offered here.

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 per cent of the total output of the canneries of the state. One of the largest freezing plants for the "Frozen-Food Industry" in California is located at Sacramento. Fresh fruits, vegetables, poultry, etc., are frozen here. The plants of the American Can Co and Continental Can Co, emphasize Sacramento's position as the canning center of the state.

Sacramento has the largest almond shelling plant in the world, and more than 50 per cent 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 lines, the Sacramento Northern railway and the Central California Traction, supplement these 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. Major work is now underway toward the completion of a deep water channel which will allow ships of all types to transport cargo in and out of Sacramento.

Paved County highways supplement the main trunk lines of the great State highway system to every important center in the county, and bus 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 29 strong banking institutions.

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 recently completed El Camino High School has an athletic field for day and night use.

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 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. The newly completed Elvas Freeway links highways 40 and 99 within the Sacramento city limits.

The population north of the American River in Sacramento County is estimated to be in excess of

180,000, and it is difficult to venture a guess as to the area's population in the future.

The Sacramento City-County Chamber of Commerce serves the entire county while one area and 10 community chambers operate in various parts of the county. All have facilities available in answering any inquiries regarding the county's communities.

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 first 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, Country Club Centre, pleasant and convenient. Now under construction at the "Arden Cloverleaf," a giant new shopping center will offer two major department stores, a luxury hotel and parking accommodations for 25,000 cars daily on its 100-acre site.

Sacramento County Agriculture

The U. S. Census of 1910 gave Sacramento County 1,601 individual farms. In 1950 the number had increased to 3,397. This was an increase of 116 per cent for the 40-year period, 1910-1950. Interest in small family-sized farms continues, and the number of farms in operation now will show substantial increase over 1950.

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 1956; Almonds, 1,151; apricots, 47; cherries, 94; figs, 30; wine grapes, 470; table grapes, 522; oranges, 194; pears, 4,367; plums, 130; peaches, 125; pistachio, 42; prunes, 472; strawberries, 250; walnuts, 1,400; miscellaneous fruits, 26.

Acreage of leading vegetables in 1956 was: Asparagus, 2,000; cucumbers, 500; peas, 600; miscellaneous vegetables, 1,200; tomatoes, 11,000.

Acreage of field crops in 1956 was: Alfalfa, 23,000; barley, 14,000; beans (dry), 4,000; sugar-beets, 12,200; field corn, 35,000; hay (grain), 7,000; hops, 3,000; milo, 7,500; oats, 7,000; pasture (irrigated), 36,000; rice, 10,531; safflower, 2,312; sunflower, 200; wheat, 17,000.

Acreage of seed crops in 1956 was: Vegetable seed, 600; alfalfa, 50; clover, 2,700; sudan grass, 800.

Total estimated gross returns from agriculture in Sacramento County for 1956 was \$57,377,809. Of this total, \$22,750,387 was realized from field crops; fruit, nuts and berries accounted for \$9,047,008; vegetables represented \$6,250,750; livestock and dairy realized \$13,770,300; and poultry, eggs, turkeys, etc., accounted for \$4,750,700.

The region of which Sacramento is the metropolis and trading center—the 19 counties of northern California—east of the Coast Range—produces 35 per cent of California's total agricultural yield, and 75 per cent 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.

According to the 1954 Census of Agriculture, Sacramento County ranked 36 in the nation for value of all farm products sold.

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 nearly 50 per cent of the state's agricultural products.

Sacramento County 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 City-County 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, Research 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. Bruce Craver 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.

