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DIRECTORY

1959

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and a Complete **CLASSIFIED LIST**

FOR CONTENTS SEE INTRODUCTION AND
GENERAL INDEX

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INTRODUCTION AND GENERAL INDEX

THE SACRAMENTO DIRECTORY CO., publishers of the Sacramento Directory, present to subscribers and the general public, this, the 1959 edition.

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 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 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 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 Directory as an advertising medium, with assurance that it will bring a commensurate return.

SACRAMENTO DIRECTORY CO.
Publishers.

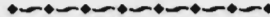
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SACRAMENTO

CAPITAL CITY AND "HEART" OF CALIFORNIA

(Courtesy Sacramento City-County Chamber of Commerce)

Statistical Review

Slogan—"Camellia Capital of the World".

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

Population—Metropolitan Area—480,000 (7/1/59). City; 184,000 (8/10/59).

Area—987 square miles (county), 42.5 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 1,468 acres.

Assessed Valuation—(city) \$334,319,900, with \$1.54 per \$100 tax rate (1958-59), (county) \$525,280,300, with \$2.44 per \$100 tax rate (1958-59).

Bonded Debt—(city) \$10,499,480 (6/30/59), (county) \$2,250,000 (6/30/59).

Financial Data—38 banks, including branches, with total debits of \$12,433,452,000-1958.

Postal Receipts—\$6,276,291 (calendar year 1958).

Churches—155, representing 58 denominations.

Building and Construction—Value, (city) \$38,153,469 (1958), (county) \$103,580,429 (1958).

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 \$105,000,000 annually.

Trade Area—Sacramento County has an estimated population of 480,000. Sacramento's 19-county northern California trading area has a population of 910,000.

Newspapers—2 general dailies.

Hotels—13, with total of 1,700 rooms.

Motels—94, with 2,370 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. 4 municipal golf courses, 2 pitch-n-put courses and 3 country clubs.

Hospitals—8 (including 2 emergency), with total of 1,626 beds.



California State Capitol Building

Education--179 public schools, including Sacramento Junior College and American River Jr. College. 14 senior high schools and 12 junior high schools. Total day enrollment, 108,427; number of teachers, 1,850. Sacramento also has a State college and 21 parochial schools.

Public Libraries--(city) 6, including branches, with total of 384,269 volumes, (county) 30, including branches, with total of 150,000 volumes.

City Statistics--Total street mileage, 540 all paved. Miles of gas mains, 578. Number of water services, 48,729; electric meters, 151,850, for area covered by S M U D, city figures not available; gas meters, 132,165. Capacity of water works (municipal), 64,000,000 gallons; daily average pumpage, 38,400,000 gallons; miles of mains, 466.32; value of plant, \$6,000,000 (depreciated value of filtration plant and distribution system). Fire department has 280 men, with 7 autos; 3 utility cars, 2 water wagons, 6 trucks, 18 engines, 3 tank wagons, a disaster unit, 13 station houses and a central fire-alarm station. Police department has 290 members and 50 civilian employees, with 1 station and 80 pieces of motorized equipment.

General Review

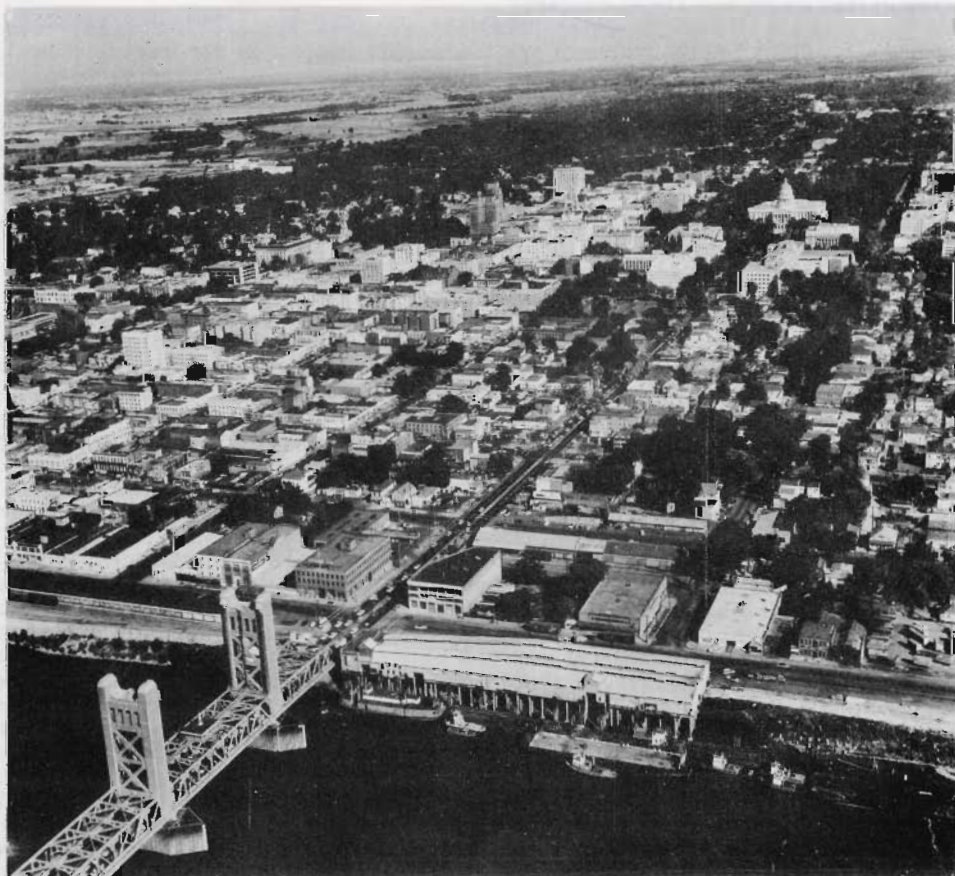
Sacramento, the "Heart of California" and the capital city of the state, is located at the confluence of the Sacramento and American rivers, in the center of the greatest agricultural, mineral and timber-producing area of California. With a background of history closely entwined with some of the epochal 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 184,000 in 1959.

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 42.5 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 1,468 acres of municipal parks. No city in the West equals this in number of street trees, cared for and protected by the City government.



Aerial View of California State Capitol

Sacramento is the home of the annual California State Fair, the largest and most successful exposition of its kind in the U. S. Attendance, 817,002 in 1958.

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 \$24,000,000 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 area school systems are recognized as one of the best in the state, noted for its educational progress, with two junior colleges, 14 senior high schools, and 12 junior high schools with two new ones presently underway. A splendid stadium, seating 24,000 persons, was erected on the Sacramento City 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. There are also 16 elementary parochial schools and five parochial high schools in the area.

Sacramento City 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, applied science, business, public administration 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 missile engines, 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.

Rapid development in the space age has resulted in a complete change of Sacramento's industrial picture. For many years the high agricultural productivity in the area established canning and food processing as the principal manufacturing activity. With the coming of development in the rocket and missile field the food processing industry has taken second place. More than 15,000 persons are employed in this new industry and the figure is expected to nearly double in the next two years. Feeder plants to this industry are also moving into the area and will provide even more diversification in the manufacturing field.

The second 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 38 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. 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 1,065-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. 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 235,000, 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 12 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 view point 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. 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 1958; Almonds, 1,157; apricots, 47; cherries, 95; figs, 30; wine grapes, 426; table grapes, 458; oranges, 194; pears, 4,345; plums, 130; peaches, 180; pistachio, 42; prunes, 149; strawberries, 185; walnuts, 1,300; olives, 1,129; miscellaneous fruits, 110.

Acreage of leading vegetables in 1958 was: Asparagus, 1,500; cucumbers, 500; peas, 350; miscellaneous vegetables, 500; tomatoes, 11,937.

Acreage of field crops in 1958 was: Alfalfa, 18,000; barley, 5,000; beans (dry), 2,000; sugarbeets, 11,785; field corn, 42,000; hay (grain), 7,000; hops, 3,380; milo, 10,000; oats, 1,200; pasture (irrigated), 33,000; rice, 6,000; safflower, 4,800; sunflower, 200; wheat, 12,727.

Acreage of seed crops in 1957 was: Vegetable seed, 200; alfalfa, 50; clover, 2,500; sudan grass, 1,000.

Total estimated gross returns from agriculture in Sacramento County for 1958 was \$54,407,106. Of this total, \$21,853,305 was realized from field crops; fruit, nuts and berries accounted for \$7,668,206; vegetables represented \$5,601,379; livestock and dairy realized \$15,072,085, and poultry, eggs, turkeys, etc., accounted for \$4,893,398.

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.

