

Sacramento Directory Co's
CLASSIFIED
BUYERS' GUIDE
OF
NORTH SACRAMENTO
1927



The Buyers' Guide contains the advertisements and business cards of the most progressive business men and firms in our city, classified according to lines of business.

AUTOMOBILE DEPARTMENT

SALES

SERVICE

Lincoln



Fordson

AUTHORIZED DEALER

NORTH SACRAMENTO MOTOR CO., INC.

RAY A. POWERS, Mgr.

Main 2859

1824-1826 Del Paso Blvd.

North Sacramento, Cal.

AUTOMOBILE ENAMELING AND VARNISHING

PAINT RIGHT AUTO SHOP

Painting and Lacquer Spraying—Top Dressing

1709 Del Paso Blvd.

North Sacramento

GARAGE MAIN 3240

RES. MAIN 5350-W

CARLSON'S GARAGE

FRED CARLSON

General Auto Repairing, Battery Service, Towing

SERVICE

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North Sacramento

PHONE MAIN 705

USED CARS BOUGHT AND SOLD

EUREKA AUTO WRECKING CO.

A Complete Line of Used Parts for All Makes of Cars

**New and Used Accessories and Tools
At Bargain Prices**

1301-03-05-07 Del Paso Blvd. North Sacramento, Calif.

CONCRETE PRODUCTS

Re-inforced Concrete Septic Tanks—Concrete Garden Furniture
Faced Bricks

C. E. CARLSON

Manufacturer of Concrete Products

Concrete Roof Tile For Permanency

927 Del Paso Blvd.

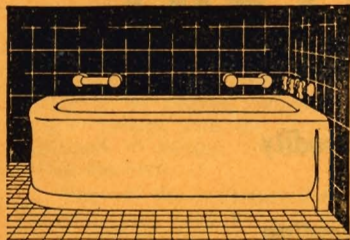
North Sacramento

PLUMBERS SUPPLIES

A. W. SWEET

PHONE MAIN 6591

B. CRUMRINE



North Sacramento Plumbing Supply and Hardware Co.

**Builders' and Household
Hardware**

Complete Line of Pacific Gas Stoves

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North Sacramento

REAL ESTATE

HOME PHONE, CAP. 320-W

OFFICE PHONE, MAIN 2694-W

BRYANT & BRYANT

Real Estate—Rentals—Loans—Insurance

1924 Del Paso Boulevard

North Sacramento, Calif.

Established in 1921

Phone Main 4417

JOY F. WANAMAKER

SERVICE STATION

1604 Del Paso Boulevard

North Sacramento, Calif.

When People "Want"!!

THEY LOOK IN THE

CITY DIRECTORY

(CLASSIFIED SECTION)

❑ *Is your name under the commodity they seek?*

❑ *If not, that opportunity of routing valuable business to you is lost. It's about the same as if you kept one of your entrance doors locked.*

❑ *Hadn't you better investigate your omnipresent city directory, and convince yourself of how it can help your business?*

SACRAMENTO DIRECTORY CO'S NORTH SACRAMENTO CITY DIRECTORY 1927

SACRAMENTO DIRECTORY CO., Publishers

A THUMB NAIL SKETCH OF NORTH SACRAMENTO

(By North Sacramento Chamber of Commerce)

Subdivided out of original Rancho Del Paso, or Haggin Grant, in 1910, and incorporated in 1924, North Sacramento has grown from a grain field to a town of 3300 in sixteen years.

The contiguous territory comprising the areas known as Hagginwood, Woodlake, Rio Linda, and Robla support a population in excess of 10,000.

Since incorporation approximately \$200,000 has been expended in street improvement alone and this includes Del Paso Boulevard, 100 feet wide, traversing the central portion of the town. A modern, sanitary sewer system has just been completed, connecting with every part of the town.

The North Sacramento School District comprises four modern, well-equipped schools, employing thirty teachers at present and being attended by more than one thousand children.

The spiritual needs of the community are cared for by four churches: Methodist, Nazarene, Roman Catholic and Bethel-Lutheran. The social life is represented by the Woman's Club, Rotary and Exchange Clubs. The Masons, Odd Fellows and Modern Woodmen are represented by their lodges. The North Sacramento Chamber of Commerce is, of course, representative of all, and has been the moving force behind all improvements and developments since before the incorporation of the town. It is equipped to supply complete and reliable information on all matters relating to the entire district.

One of the outstanding advantages of North Sacramento is its water supply. Pumped from deep wells it has shown a continuous record for purity surpassed only by the purest of high mountain springs.

Located between the converging lines of the Western Pacific and Southern Pacific and traversed by the Sacramento Northern Railroad, North Sacramento offers the manufacturer the best sites for industrial enterprise in Northern California. Among those located here are the Swanston Packing Co., operating one of the largest meat packing establishments on the Pacific Coast; Cannon & Co., a large manufacturer and distributor of common and faced brick, tile, etc.; Essex Lumber Company, the western branch of the American Lead Pencil Co., employing about 120 people; the Golden Gate Ink Co., manufacturing ink, mucilage and pastes; besides a brooder factory, furniture factory and several other smaller enterprises.

North Sacramento local traffic is served by the Sacramento Northern Railroad and the North Sacramento Stage Line which latter operates a schedule of forty round trips daily to and from Sacramento.

The volunteer fire department has twenty-five men under call.

North Sacramento is seven minutes from the center of Sacramento over a broad, concrete highway, and is three miles from Del Paso Park, the 800-acre public park of the City of Sacramento, containing one of the finest municipal golf courses in California.

It has a newspaper of general circulation and the homeseeker will find modern, well-stocked stores to satisfy every demand, and including a branch of one of the largest banking institution in the City of Sacramento.

MISCELLANEOUS INFORMATION

For information not found in this department see regular Alphabetical Section or under proper heading in Classified Business Directory.

CITY GOVERNMENT

(All offices City Hall unless otherwise noted)

City Hall—1501 Del Paso Blvd.

Trustees—A W Sweet, pres, S A Wroolie, J F Wanamaker, C L Knight, H N Doty

Attorney—C L Gilmore

Clerk—W O Irwin

Engineer—J N Bidwell

Fire Department—W H Lee chief, 1620 Del Paso Blvd

Marshal—G S Suggett

Recorder—F E Carlisle

Tax Collector—Edith M Davis

Treasurer—J A Thomas, 1931 Del Paso Blvd

CHURCHES

Bethel Lutheran—124 Darina, Rev N A Gangsei pastor, h128 Darina

Epworth Methodist Episcopal—215 W El Camino, Rev C H Stephens pastor, h213 W El Camino

St Joseph's Catholic—Linden cor El Monte, Rev C H Murphy pastor, h1717 El Monte

SOCIETIES—SECRET AND FRATERNAL

Masonic

Warren G Harding Lodge No 579 F & A M—Meets 1st Thursday, 108 Orange av, W O Irwin sec

Modern Woodmen of America

North Sacramento Camp No 12887—Meets 4th Friday, 108 Orange av, R L Hill sec



GEO. R. JENKINS CO., Inc. *Real Estate*

RENTALS - LOANS

WE WRITE EVERY KNOWN KIND OF INSURANCE

807 JAY ST.

TELEPHONE MAIN 1270

—787—

SACRAMENTO DIRECTORY CO'S NORTH SACRAMENTO CITY DIRECTORY 1927

SACRAMENTO DIRECTORY CO., Publishers

ALPHABETICAL LIST OF NAMES

Adams Willis H (Nellie) mldr h122 Em-
press
Addcox-Mockbee Hardware Co (W H Ad-
dcox C E Mockbee) 2125 Del Paso blvd
" Wm H (Edith; Addcox-Mockbee Hdw
Co) h2125 Del Paso blvd
Adee Chas L (Eunice) janitor h233 Delica
Ahern Cecil P lab h309 Empress
Aievoli Jos (Elsie; Rio Linda Egg &
Poultry Exchange) r1015a P Sac
Albright R J lab C Swanston & Son r
Sacramento
Aldrich Geo W (Dona V) lab h240 8th
" Harry E (Nellie) drugs 2001 Del Paso
blvd h1923 El Monte av
Alexander Robt H (Icherone) supt Essex
Lmbr Co h208 Orange av
Alger Drew (Anna) carp h209 Delica
" Frank clk r209 Delica
Allan Chas A jr clk North Sac Motor Co
r3034 39th Sac
Allen Jasper G (Fern L) carp h215 N
Grove
American Ice Co (W J Kerth J C Everett)
1434 Del Paso blvd
Anchor Press (F E Radcliffe W J Dow-
rick jr) printers 236 N Grove
Anderson Frank (Harriet) cabtmkr 201
N El Camino
" Frank G (Genevieve) auto repr h200
8th
" Geo (Mary) vulc h Lam Pasas av
Andrews Dudley D (Neva) clk h237 Em-
press
Anthony A Mrs sorter Essex Lmbr Co
Arata Bros Harold Hummel mgr gro 2101
Del Paso blvd
Areman G E Mrs sorter Essex Lmbr Co
Armitage Arth G (Nellie) h306 Fienza av
Ash Eva tchr Hagginwood Sch r Sacra-
mento

Atkinson Archibald A (Gladys) phys
1823½ Del Paso blvd h1812 El
Monte av
Avela Angie Mrs beauty parlor 2007 Del
Paso blvd h2005 do
" Manuel M (Angie) butcher C Swanston
& Son h2005 Del Paso blvd
Ayres Dorothy clk r1100 Del Paso blvd
AYRES WILBUR M (Ethel; Paint Right
Auto Shop) h1100 Del Paso Blvd
Bagwell Wm R (Eva L) welder h304 6th
Baird Lillian sorter Essex Lmbr Co
Balk Alf millhd Essex Lmbr Co
Bardone Albt D slsmn The Hill Co r 11th
nr Fienza av
Barnes Edw G lab r4133 Sonoma av
" Henry S (Annabella) carp h4028 So-
noma av
" Louise M sten r4028 Sonoma av
" Percy F (Delia) lab h4133 Sonoma av
Barraga R lab Sac Feed & Fertilizer Co
Barry Thos casing mn C Swanston & Son
r Sacramento
" Vina Mrs sorter Essex Lmbr Co
Bartlett Jetho O (Bertha) h464 W El
Camino
" Juanita Mrs waiter C L Sorrells h San
Diego av nr El Camino av
Bates Dewey carp r4025 Sonoma av
" Walter E (Anna W) ydmn h4025 So-
noma av
Baumgart Chas J (Anna A) slsmn h1604
El Monte
Bayless Carlton G r1507 El Monte
" Mary F Mrs h1507 El Monte
Beadle Maynard D lawyer 1924 Del Paso
blvd r9th nr Del Paso blvd
Beebe Amy S Mrs r225 6th
Beechinoor Mary A Mrs pkr Calif Almond
Packers r rt 6 bx 4983
Beer Saml mining machy 1101 Del Paso
blvd



S. J. McDONOGH, INC.
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S. J. McDONOGH, President
1301 K STREET
Phone Main 740
Sacramento, California

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212-214 CAPITAL BANK BLDG.

TEL. MAIN 5193

CAPITAL LUMBER CO.

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788

(1927) SACRAMENTO DIRECTORY CO'S

LUPPEN

AND

HAWLEY

INC.

**Plumbing
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and
Electrical
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**ELECTRIC
REFRIGERATORS**

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CAPITAL
1700**

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Attention to
Repair Work**

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Sacramento**

Bell Lillian M (wid E B) h204 Empress
" Mark W (Pearl) mach Eureka Auto
Wrecking Co r1305 Del Paso blvd

Bender Peter F (Sophie) contr h1012 Del
Paso blvd

Bergh Edw (Emma) lab h210 Birch

Berkla Jos M formn C Swanston & Son
r Sacramento

" Jos M jr formn C Swanston & Son r
Sacramento

" M lab C Swanston & Son r Sacramento

Berry Randolph (Emma) pntr h309 Can-
tilier

Bersin Aug (Meryl) plmbr h1503 El
Monte

Bertschi Leo wrapper C Swanston & Son
r Sacramento

Bethel Lutheran Church Rev N A Gang-
sei pastor 124 Darina

Bettencourt Elmer (Thelma) auto repr
100 Darina h3017½ Portola way Sac

Betts A Jackson (Helen) clk h223 Red-
wood av

" Ethel M clk r223 Redwood av

Bichias Peter J (Josephine) gro 520 W El
Camino

Biddle Ralph W (Velva) autowkr h2440
Del Paso blvd

Bidwell John N (Florence) City Engineer
City Hall r1127 39th Sac

Binko Albt H driver r229 6th

" Edna C r229 6th

Birch John clk Arata Bros r1626 M Sac

Black Benj (Maude) carp h515 Oak-
mont av

Blake Irva J (Ethel M) creamery 2000
Del Paso blvd r3165 E Sac

Blasch W Ferdinand (Maude) h1925 El
Monte

" Glenn O (Mae) vulc Bliss Tire Wks
h519 W El Camino av

Bliss Geo C (Henrietta; Bliss Tire Wks)
h2115 Del Paso blvd

" Tire Works (G C Bliss) 1816 Del Paso
blvd

Bluel C butcher C Swanston & Son

Boadley H lab C Swanston & Son

Boatner M lab C Swanston & Son

Bognuda Benj (Myra) driver h304 W Bas-
settlaw

Bolles Leland W (Myrtle) carp h1317
Lochbrae rd

" Thair E stdt r1317 Lochbrae rd

Bonetti John B driver No Sac Fuel Co
r Hagginwood

Borders Bruce L ins r200 W El Camino

Bos Fred C slsmn r1221 Del Paso blvd

" Isabel Mrs h1221 Del Paso blvd

Bosuini Berney (Blanche) lab h233 9th

Boulevard Mercantile Co (Geo D and
Leta P Dunn) gen mdse 1825 Del Paso
blvd

Bousliman Robt (Julia) pdlr h520 Can-
tilier

Bowers Andw wtchmn C Swanston & So

Bowles Donald C (Helen) pntr h rear 417
W El Camino

Bowman Ed (Ethel) h219 Delica

Brant Avis Mrs nurse h1116 El Monte

Brazil Anton clk Arata Bros r215 25th
Sac

" John B (Nora T; North Sacramento
Ice & Fuel Co) h1107 Del Paso blvd

Breeding Herman J (Shirley) auto mech
h24 Cantilier

Brent Albt C (Eliz R) h704 W El Camino

Brooke Clara r505 W El Camino

" Mary E Mrs h505 W El Camino

" Realty Co H W Hickman mgr 1914
Del Paso blvd

Brossard Viola Mrs bkpr North Sac Motor
Co r1005 15th

Brower Frank P (Gladys M) brkmn SNRY
h849 Stanford av

Brown Apartments (H R Brown) 2303
Rio Linda blvd

" Arth B h1500 El Monte

" Chas (Jennie) carp h320 9th

" Cyrus G (Alice) coml artist h244 8th

" Del A (Eliz) h128 9th

" Eldred G clk r401 Calvados av

" Elliott (Lila) slsmn h117 W El Camino

" Frank L carp r320 9th

" Henry R (Mabel; Brown Apts) h517
Cantilier

" Horace L (Alice) mach h401 Calva-
dos av

" Lila E clk r244 8th

" M Mrs sorter Essex Lmbr Co

" Marshal W (Alice) drftsmn h141 8th

" Wm (Maggie) carp h123 8th

Bryant Chas F (Charlotte; Bryant &
Bryant) r2658 5th av Sac

" John W (Georgia; Bryant & Bryant)
h319 Capitola av

**BRYANT & BRYANT (C F and J W
Bryant) Real Estate and Insurance**

1924 Del Paso Blvd Tel Main 2694-W
(See No Sac adv section)

Burch Geo (Jean) driver h228 Empress

" John S (Eliz) slsmn h208 Southgate rd

Burgess Bert R (Mildred) shtmtlwr 1929
Del Paso blvd r317 7th

Burke Chester I (Marguerite M) slsmn
B R Burgess h323 7th

Burns Harry W (Emma) lather h1106
Del Paso blvd

Burr Geo E (Martha) h237 6th

Bush Wm H (Pearl) bldg contr h204
Southgate rd

Butts Ernest (Irma) clk Fraser & Doyle
r525 Fairfield rd

Byrne Gertrude Mrs clk Boulevard Mer-
cantile Co h222 Grove

" Stonewall J (Gertrude) clk J F Wana-
maker h222 Grove

" Violet Mrs clk London Baking Co r521
Bassettlaw av

NEW
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The splendid features of past editions are retained and
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SACRAMENTO

PHONE MAIN 186

NORTH SACRAMENTO CITY DIRECTORY (1927)

789

CALIFORNIA TRUST AND SAVINGS

BANK No Sac Branch Jas A Thomas
Mgr 1931 Del Paso Blvd Tel Main 135
(See front cover left and right top
lines and page 37)

Callison Albt millhd Essex Lmbr Co

Calloway Bernice phone opr r212 8th

"Bertha Mrs h212 8th

"Chas P (Anna) mech h312 Douglas

Campbell Chas F (Edna M) h1517 El
Monte

"Kath Mrs h450 Redwood av

"R lab Sac Wool Co

"Sidney G clk r450 Redwood av

Cannon & Co A A Whitaker supt brick
and tile mfrs off Auburn blvd

Cantrell Therlo (Marie) carp h803 Red-
wood av

Carey Henry millhd Essex Lmbr Co r1820
Del Paso blvd

Carlisle Celia V Mrs h1016 Del Paso blvd

"Fred E (Jennie S) City Recorder City

Hall h1024 Del Paso blvd

"Olivette sten r1024 Del Paso blvd

Carl John R (Bernice) expmn h851 W

El Camino

Carlsen Edw r243 Franklin av

CARLSON CARL E (Mary) Concrete

Products 927 Del Paso Blvd h133 1/2

Bassettlaw (See No Sac Adv Section)

"Fred (Viola A; Carlson's Garage) h

rt 10 bx 908 Marysville rd

CARLSON'S GARAGE (Fred Carlson)

1620 Del Paso Blvd Tels Main 3240

and 5350-W (See No Sac adv section)

Carmellio Antone lab r310 9th

"Frank (Mary) lab h310 8th

Carmine O D lab A W Sweet

Caros Andw (Laura) barber 104 W Bas-

settlaw

Carranza P lab Sac Feed & Fertilizer Co

Carriello June sorter Essex Lmbr Co

Carroll Agnes L bkpr North Sacramento

Land Co r3068 33d Sac

Carter John F (Carolyn) driver h106 9th

Castillo Frank lab r319 Empress

"Manuel (Angeline) lab h319 Empress

Castro Marshall (Adala) lab h444 San-

tiago av

Cebel Guy C (Myrtle) slsmn h420 San-

tiago av

Cecil Jack (Mabel) h1326 El Monte

Chaix Roy H (Anne) clk h500 Cam-

bridge av

Chaplin Robt M (May B) pres Sacra-

mento Feed & Fertilizer Co r1330 39th

Sac

Chase Wm B (Nina B) slsmn North Sac

Land Co h615 Southgate rd

Childers Henry P (Kath F) h845 Stan-

ford av

Church of the Nazarene 120 E El Camino

Cirincione Domic (Edith) lab h229 9th

CITY GOVERNMENT (North Sacramen-

to (All offices City Hall unless other-

wise noted)

Attorney—C L Gilmore

Clerk—W O Irwin

Engineer—J N Bidwell

Marshall—G F Suggett

Recorder—F E Carlisle

Tax Collector—Edith M Davis

Treasurer—J A Thomas

Trustees—A W Sweet pres S A Wroo-

lie J F Wanamaker C L Knight H N

Doty

"Hall—1501 Del Paso blvd

Claevere Jos J (Marie H) supt Sacra-

mento Wool Co r902 33d Sac

Clifton Robt driver No Sac Ice & Fuel Co

r1107 Del Paso blvd

Cline's Service Station (Cline Irvin) 2400

Del Paso blvd

Clow Harry W (Ethel) sec Sacramento

Wool Co r2733 7th Sac

Cody Thos J (Virginia C) car repr h rt

10 bx 985 Del Paso blvd

Coffer Albt J fruits 2118 Del Paso blvd

r Lincoln

Coghill LeRoy F (Grace) slsmn h717 W

El Camino

Cogswell Vivian C clk r724 W El Camino

"Wm E (Helene) slsmn h724 W El Ca-

mino

Cole Harry E real est h208 8th

Coleman Conrad millhd Essex Lmbr Co

"Russell L (Ruth A) h115 Fernley

Conklin Martin M (Flora) carp h810 Red-

wood av

Conley Millard E (Velma) sta eng h Del

Paso blvd cor Cecelia

Conner Fred E (Adeline) h315 N Grove

Constantine Frank F (Charlotte) h729

Santiago av

Cook Alice C Mrs sten North Sac Land

Co r720 E Grove

"Chas E (Mina A) slsmn A A Laskey

r811 H Sac

"Harold A (Alice C) tchr Hagginwood

Sch h309 Bertram av

"Norval W (Pearl) sec North Sacra-

mento Land Co h505 Blackwood

"Robt A (Elsie) vet surg 924 Del Paso

blvd

Coomes Harry F (Frieda S) slsmn h1405

Lochbrae rd

Cooper Alf D (Mary E) carp h110 San-

tiago av

Corbett Lawrence E clk C Swanston &

Son r Sacramento

Cornelius Chas H (Helen) pntr h112 Haw-

thorne

"Ollie clk r112 Hawthorne

Corregan Jos S carp h125 W El Camino

Cosmo Jack J (Margt) lab h301 E Bas-

settlaw

T A X I

CALL
MAIN
7

Day or Night

Yellow Cab Co.

Responsible
and
Efficient
Service

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Price of 1

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and
Boats

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800 K
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and
Steamers

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917-923 H STREET

EDWARD P. DELL, Manager

790

(1927) SACRAMENTO DIRECTORY CO'S

Costello Jas M millhd Essex Lmbr Co r
1211 Del Paso blvd
" Julia r1211 Del Paso blvd
" Thos carp h1211 Del Paso blvd
County Library Mrs Faye Hoskin librn
102 N 6th

COWDEN CLAYTON G (American River
Auto Camp) h12th south end Ameri-
can River Bridge Tel Main 3979

Cowgill Chas S (Minerva) bldg contr
h452 W El Camino

Coy Alma (Grace) driver h255 N Grove
Coz Fredk C (Fawn) electn h a2303 Rio
Linda blvd

Cram Robt D (Elsie) tractor opr h304 8th
Crane Volney D (Anna) carp h421 Red-
wood av

Craven Eug M (Edna G) barber W L
Lockhoof h Florin rt 1 bx 47

Creegan Wm butcher C Swanston & Son
r Sacramento

Creighton Vernon O (Edith) bldg contr
h320 N Grove

Crockett Lester G (Delpha) auto mech
h310 Calvados av

Cropsey Bertram I (Wilma) h214 W El
Camino

Crowder Loren E (Pauline) formn Essex
Lmbr Co h119 N Grove

" Pauline Mrs tchr No Sac Sch r119 N
Grove

Crowell Wilfred (Henriette) h12 Canter-
bury rd

CRUMRINE BERT (Anna B; North Sac-
ramento Plumbing Supply and Hard-
ware Co) h708 Redwood Av

Crystal Lunch (Geo Vossos) 2209 Del
Paso blvd

Cullivan Jos V (Edna) h611 Cedar

Cunningham Amiee M (wid T H) h1915
El Monte

" Benj P (Flossie) millhd Essex Lmbr
Co h322 W Bassettlaw

" Kath tchr r1915 El Monte

Currier Wm C (Nettie L) h841 Red-
wood av

Cutter Win J (Globe Serv Sta) h927 Del
Paso blvd

Daniels Florence sorter Essex Lmbr Co

Dart Fred (Helen M) firemn Essex Lmbr
Co h235 8th

Davis Alvin L (LaVon) butcher C Swan-
ston & Son h309 Cantilier

" Ashton B mtlwkr r831 E Bassettlaw

" Edith M Mrs City Tax Collector City
Hall r714 W El Camino av

" John W (Mary E) gro h221 Cedar

" Steph K (Edith M) car bldr h714 W
El Camino

DeAngelo Gust driver Rio Linda Egg &
Poultry Exch r1153 39th Sac

DeFazio Jos P (Fern) barber N A Nabhan
h03 Cantilier

DeJarnett Albt lab r290 10th
" Marcellas H carp r240 10th

Del Paso Tire Exchange (Wm Schaub)
1618 Del Paso blvd

Diaz Antone millhd Essex Lmbr Co
Dicks Franz tchr No Sac Sch r Sacra-
mento

Diemer J lab Sac Wool Co
Dolan John T lab A W Sweet r rt 6 bx
3695

Dome Byron S (Blanche O) h300 6th
Dormody Wm (Annie L) slsmn The Hill
Co h rt 10 bx 4085 Fienza av

Doty Herbt N (Minnie) printer h310 N
Grove

Dowrick Wm J jr (Helene E; Anchor
Press) r2018 25th Sac

Doyle Melville F (Marion L; Fraser &
Doyle) r1012 P Sac

" Ray A (Mabel) slsmn North Sac Motor
Co r1426 S Sac

Draper Jos O (Lillian) auto mech h1604
El Monte

Duby Byron T clk Addcox-Mockbee Hdw
Co r593 Santa Ynez way Sac

Duffey Edw L (Margt) furn fnshr h414
W Bassettlaw

Duncan Frank C (Marie E) shtmtlwkr
F C Burgess h2303b Rio Linda blvd

" John (Iva) planer Essex Lmbr Co h
130 W Bassettlaw

Dunn Geo D (Leta P; Dunn's Pharmacy;
Boulevard Mercantile Co) h441 W El
Camino av

DUNN'S PHARMACY (G D Dunn) Drug-
gist 1823 Del Paso Blvd Tel Main
10146

Durago J lab Sac Feed & Fertilizer Co

Dynes Howard B slsmn r230 8th

" Howard G (Sadie) printer h230 8th

" Kenneth mech r230 8th

" Roland B printer r230 8th

Economou Jos (Rena) slsmn London Bak-
ing Co r4000 4th av

Eggers Alice Mrs sorter Essex Lmbr Co

Eicher Guy T eng r312 W Bassettlaw

" Roy E (Georgia M) sheepshearer h312
W Bassettlaw

Ekstrom A G millhd Essex Lmbr Co
" P A eng Sac Wool Co

El Camino Apartments (A M Fowler) 200
W El Camino

Eldred Helen Mrs clb h241 Delica

Epworth M E Church Rev Chas H Steph-
ens pastor 215 W El Camino

Erickson Axel E (Olga) bldg contr h1924
El Monte

" Martin A (Eliz H) plmbr h236 Canti-
lier

" Nellie clk r1924 El Monte

Ervin Lloyd (Jennie) h117 Empress

Erwin Cline W (Mabel) clk h1301 El
Monte

ESSEX LUMBER CO INC Howell R San-
ders Mgr Manufacturers of Pencil
Wood 10th nr Swanston Blvd Tel Main
2036-J

LARKIN PRINTING COMPANY

PRODUCERS OF THE OUTSTANDING CITY DIRECTORIES OF CENTRAL AND NORTHERN CALIFORNIA

COMMERCIAL, BRIEFS P. O. Box 252

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Phone Main 324

FRIEND & TERRY LUMBER CO.

Everything
for the
Builder

PHONE MAIN 7200

Est. 1853

J. H. Shepard, Mgr.

2D AND S STS.

NORTH SACRAMENTO CITY DIRECTORY (1927)

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" John B (Ethel) slsmn h508 Cantilier
" John O (Cornelia B) electn 1606 Del
Paso blvd h129 Bassettlaw
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Sac
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r2303 Rio Linda blvd
" Chas A (Grace E; Myers & Myers)
h E Grove and Forrest
" Grace E Mrs (Myers & Myers) h E
Grove and Forrest
" Jerry E (Esta) lab h304 Santiago av
" Louis (Ida M) lab h309 8th
" & Myers (C A and G E Myers) gro
2201 Del Paso blvd
Myrick Ralph W (Anna) pntr h2012 Del
Paso blvd
Nabhan Chas barber r110 Redwood av
" Geo (Mamie) lab h1104 El Monte
" Ned A (Anna) barber 2105 Del Paso
blvd h110 Redwood av
Nagle Dora (wid Edw; Eureka Auto
Wrecking Co) h1421 Del Paso blvd
" Glen W (Margt A) autowkr Eureka
Auto Wrecking Co h1425 El Monte av
Neeley Geo W (Maude) butcher C
Swanston & Son h207 Dixie Ann
" Herman butcher C Swanston & Son
r207 Dixie Ann
Nelson Geo D (Blanche E) asst mgr
Essex Lmbr Co h421 Santiago av
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" Louis O clk r2524 Rio Linda blvd
" T Hilmar clk r2524 Rio Linda blvd
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rt 6 bx 3855 Los Robles blvd
Nevius John W auto mech r215 Haw-
thorne
" Le Roy (Miranda) slsmn h215 Haw-
thorne)
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"Hollis B driver r2541 Rio Linda blvd

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Osterli Arne (Astrid) cabtmkr h707 W El Camino

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Patchen Rex L (Madaline V) batteries 1610 Del Paso blvd h840 Stanford av

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Pauli Wm (Gladys) auto repr 1101 Del Paso blvd h rt 10 bx 1120

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"Eva L sten r1313 Lochbrae rd

"Faye V stdt r1313 Lochbrae rd

"Miles (Bessie; Eureka Auto Wrecking Co) h1313 Lochbrae rd

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Pegram Edw (Ruth) hlpr Wilber Furn & Mfg Co h930 Del Paso blvd

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"Frank r308 6th

"J lab C Swanston & Son r Sacramento

"Wm J (Myrtle E) slsmn North Sac Land Co h530 E Grove

Pester Albt E (Minnie) slsmn h204 8th

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Peterson Gus A (Ida M) carp h4204 Sonoma av

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"Geo pntr r223 Plaza av

"Guy A (Ella) pntr h223 Plaza av

"Jas lab r223 Plaza av

Procter Clarence F (Lillian) clk h110 Del Paso blvd

Quiggle Louis B (Margt) wrecker Eureka Auto Wrecking Co h1423 Del Paso blvd

Quinton Frank (Sadie) lab h128 Plaza av

Radcliffe Franklin E (Jennie L; Anchor Press) h248 N Grove

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" Claude G carp r310 Delica

" Frank W carp r521 E Bassettlaw

" Josephine M Indywkr r521 E Bassett-
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" Nathaniel (Josephine) lab h521 E Bas-
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" Peter (Margt) rancher h310 Delica

Simmonds Wilson (Rose) millhd Essex
Lmbr Co h312 Empress

Simonsen Albt stdt r235 Calvados av

" Marshall clk r235 Calvados av

" Raymond clk r235 Calvados av

" Simon (Martina) baker h235 Cal-
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Smith Arth E (Stepheny) mach h244
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field rd

" Craig H (Helen) sten h500 Cantiller

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tiago av

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" Harvey M (Ruby) lab h4201 Sonoma av

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" Walter J (Mary) lab h4201 Sonoma av

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Motor Co r Elverta

" Wm M (Hazel) lab h133 Empress

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" Eureka L millhd Essex Lmbr Co

Smythe Curtis M (Ann) clk h727 W El
Camino

Snook J Ira lab A W Sweet

" John W (Mollie T) hestr 2105 Del
Paso blvd h135 8th

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" Ward R mgr Sterling Valetaria r149 E
Bassettlaw

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mento

Wallace M Harry (Florence) indywkr h
218 Dixie Ann

Walsh John J (Mary M) supt C Swans-
ton & Son r716 Santa Ynez way Sac

Walton Pauline Mrs h309 Calvados av

WANAMAKER JOY F (Janet M) Ser-
vice Station Established in 1921—1604
Del Paso Blvd Tel Main 4417 h1612
Del Paso Blvd (See No Sac adv sec-
tion)

Wangsgaard Anna clk r1816 El Monte

"Erma sten r1816 El Monte

"John (Emma) cabtmkr h1816 El Monte

"Lorena sten r1816 El Monte

"Marie clk r1816 El Monte

Warburton Jas A phys 2001a Del Paso
blvd

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801

Ward Warren A (Edna) auto mech h301
Cantillier
" Wm J eng C Swanston & Son h728
Redwood av
Warner Leonard H (Nellie) pntr h908
W El Camino
Warren Earl (Hazel) carp h737 San-
tiago av
Washburn Bonnie stdt r124 Nogales av
" Ellsworth B lab r124 Nogales av
" Esther M clk Essex Lmbr Co r124
Nogales av
" Geo E (Ida M) gen contr h124 No-
gales av
Watson Julius J 2d hd furn 1420 Del
Paso blvd
" Louis L (Ida) carp h4121 Sonoma av
Way Orr E (Agnes) bottler h516 Fair-
field rd
Weiss John (Amanda) lab h317 8th
Wells B emp C Swanston & Son r Ben
Ali Sta
Wessing Fredk W (Flora M; Wessing &
Mountain) r1950 36th Sac
" & Mountain (F W Wessing A T Moun-
tain) gro 1920 Del Paso blvd
Whitaker Alf A (Bernice) supt Cannon
& Co r1375 44th Sac
White Arth A (Mildred A) auto mech h
111 Fernley
" Arth H (Mary) clk C Swanston &
Son h314 8th
" Jennette cash Arata Bros r818 27th
Sac
" N Margt sec Golden State Ink Co r
Rio Linda
" Norman H (Helen) v-pres Golden
State Ink Co r Rio Linda
" Seymour S (Nellie L) pres Golden
State Ink Co r Rio Linda
Whitney Earl D shoe repr 121 W El
Camino
" Fredk W (Ada L) rgt of way agt h505
Oakmont av
Wible Alf D millhd Essex Lmbr Co
" Claude D millhd Essex Lmbr Co
" Herman (Hazel) lab h236 9th
" John W (Kath) millhd Essex Lmbr Co
h224 9th
Wickland Sarah sorter Essex Lmbr Co
Wilber Everett S (Mamie) cabtmkr P S
Wilber h930 Del Paso blvd
" Perry S (Anna M) furn mfr 930 Del
Paso blvd
" Smith G (Cath) formn P S Wilber r
930 Del Paso blvd
Wilcox Chas cementwkr C E Carlson r
2523 1/2 J Sac
Wilcox Jack stdt r2012 Del Paso blvd
" W Price (Ida M) flrlyr h511 Cedar
Wilder Earl C (May) baker h745 Rer-
wood av

Williams Agnes E Mrs h206 6th
" Alf (Claire) h218 N Grove
" Alvin (Beatrice) brklyr h1318 Del Paso
blvd
" Donald G (Mae) slsmn h209 8th
" Eldred F carp r4209 Sonoma av.
" Geo C (Olive C) h412 Santiago av
" Gerald D slsmn r206 6th
" Ivor W (Annie) carp h4209 Sonoma av
" Laurette A sten r206 6th
" Rex G (Mary) pntr h230 Empress
" Roy M (Mary E) autowkr h2521 Del
Paso blvd
Willingham Frank lab r114 Orange av
Wilson Albt G (Flora) br mgr The Hill
Co hDel Paso Heights
" Battreall A (Delma) h519 W Bassett-
law
" Everett R (Jessie) slsmn h102 Cal-
vados av
" Jessie M sten r102 Calvados av
" Robt clk Arata Bros r rt 1 bx 22 Rose-
ville
Winckler Chas C (Jennie) h225 Haw-
thorne
Wintergarden Skating Rink P E Nicholas
mgr 1031 Del Paso blvd
Winters Adolph G (Bertha) h226 San-
tiago av
Wise Albt M slsmn r290 10th
" Anna P Mrs r2001a Del Paso blvd
" Winnie (wid J L) h290 10th
Wittmeir J driver C Swanston & Son
Wood Clarence (Helen) driver h187
Wood av
" Robt A (Anna) h229 7th
" Rock I (Anna L) driver General Sup-
ply Co h107 Wood av
" Tamn A (Eva K) mgr No Sac Fuel
Co h101 Wood av
Woodington Geo L (Vera J) electn h718
Redwood av
Woodlake Apartments A H Goodwin
mgr 1221 Del Paso blvd
Woods John mach r301 Bertram av
Woodson Otis L (Lucile) carp h619 W
El Camino
" Walter W (Laura) carp h945 W El
Camino
Woodworth Charlotte S Mrs h El Camino
cor Olive No Sac
Wroolie Morris stdt r2119 Del Paso blvd
" Simon A (Anna) City Trustee h2119
Del Paso blvd
Yates Geo R (Mary) lab h4202 Sonoma av
" Lathram G slsmn r4024 Sonoma av
Yost John (Marcella) forest ranger h237
7th
" Marcella Mrs tchr Hagginwood Sch h
237 7th
Young Wm mach Essex Lmbr Co
Zamata Chas H (Rachel) h511 Cantillier
Zutz Evelyn sorter Essex Lmbr Co



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Directory and Reference Media

THE reference medium or directory, whether it is a city directory, state gazetteer or a business directory, ties up closely with other forms of advertising. It is distinguished from the creative style of advertising in that it is passive while the buyer is active. On the other hand, the creative advertising in newspapers, magazines, trade papers, etc., is active while the buyer is passive.

Both are necessary in a well-rounded campaign. The function of creative advertising is to make people want what they did not want before, and to educate them to the point where they are conscious of that want. Reference advertising is an aid at the critical time when the initiative has passed from the seller to the buyer; when the desire to buy is strong, and the question is whether the prospect will buy the advertised article, another brand, or cool off altogether while waiting for the "catalog and name of nearest dealer." If the advertisement which suggested the want can be supplemented by another directing the prospect to the place where he can see the goods, the efficiency of the entire advertising expenditure will be greatly increased.

The directory has a 100 per cent prospect circulation inasmuch as its very nature makes it sell only where it will be used. Its circulation is not so much gauged by the number of copies sold as by the number of people who consult it. There are directory libraries maintained throughout the country for reference purposes, and in them may be found all the most important directories published. Surprise is often expressed by librarians at the number of people who are constantly consulting these sources of information.

There are many kinds of directories and "catalogs," each covering some trade, or locality, or group interest, in which organized information may be found that is useful to the buyer. In every buying center the local directory presents a medium of universal accessibility. For over a hundred years people have been accustomed to refer to it as a logical place to find certain kinds of information. A system of exchange enables each publisher to offer free access to a file of the latest issues of directories from all over the country. This gives every local advertisement a nation-wide accessibility.

The long life of a directory advertisement is a strong point in its favor. It has an existence of 365 days and sometimes twice that, depending on the frequency of issue. It is always kept where it can be found by the buyer when he wants it.

It has a strong appeal for institutional advertising, as reputable publications give prestige to the advertisers who patronize them. It is a significant fact that from 80 to 90 per cent of the advertising in these publications is renewed year after year.