

Opening Program
at Market To-morrow
Night, 7 to 10 o'clock.

THE SACRAMENTO BEE

Sacramento Public
Market Is \$500,000
Building.

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PUBLIC MARKET OPENS TO-MORROW

New Food Buying Center Revelation Of Completeness

Expense Has Not Been Spared In Making
Public Market Sanitary In Every
Department; Many New
Features

ALTHOUGH composed of individual stores and separate marketing departments, the Sacramento Public Market is a composite institution in which has been combined the latest and most efficient equipment, uniting to make the handling of foods sanitary, appetizing and highest in quality.

SANITATION ASSURED.
A trip through the market is a revelation of completeness, and an education in the progress of marketing. Expense has not been spared in insuring sanitation, often the one point upon which little attention is paid, as well as creating an atmosphere of cleanliness which inspires the confidence of the buying public to sample the multitude of foods and wares offered for sale, returning to become permanent and satisfied customers. The plan of sanitation begins at the very doors of the building. All entrance ways are equipped with double doors, between which will be electric fans, thus insuring an even temperature within the building. Mud keeps out flies and insects.

Handling of Vegetables.
Similarly, all means of entrance for foodstuffs are protected against contamination. Vegetables are unloaded directly from trucks into a cool room equipped with huge basins and running water, where all residues of dirt are removed. In like manner, the tons of meat that will be handled will be hoisted from trucks to the second floor, and run on an overhead trolley into a cooling room of low temperature without a moment's delay. The same process includes the handling of all foods.

A trip about the building indicates in detail how this policy of quality insurance will be carried out. The mezzanine, or balcony floor, provides a starting point.

Bakery Kitchens.
At the front of the building on the south side will be found the bakery kitchen, a model of cleanliness, in which the presence of dust or dirt would be apparent to the eye of any observer. Wide, clear windows let in an abundance of sunshine, while, in addition, powerful electric lights throughout add to the brilliancy under which to sanitize the sanitary conditions. Huge ovens are located here, together with mixing tables, the most approved fixtures for the manufacture of delectable pastries and palatable breads. This department, like all others, will be open for public inspection at all times.

Delicatessen Kitchens.
Continuing along the south side of the second floor is the delicatessen kitchen, where all manner of cooked foods to tempt any and all kinds of palates will be prepared. Here is a battery of big stoves, huge kettles, pans and the most approved cooking utensils. A feature of this room is the multiple chicken roaster, where a dozen or more stuffed chickens can be placed and roasted at a turn. This service will be extended to a point where the customer may buy a chicken at the poultry counter and send it to the delicatessen department to be roasted.

Salad Room.
Across the hall from the delicatessen kitchen is the salad room. Here all manner of tempting salads will be made by an expert in this line of culinary work. Everything needed to compose any desired salad will be at hand, together with a stock of selected foods which go into the dishes.

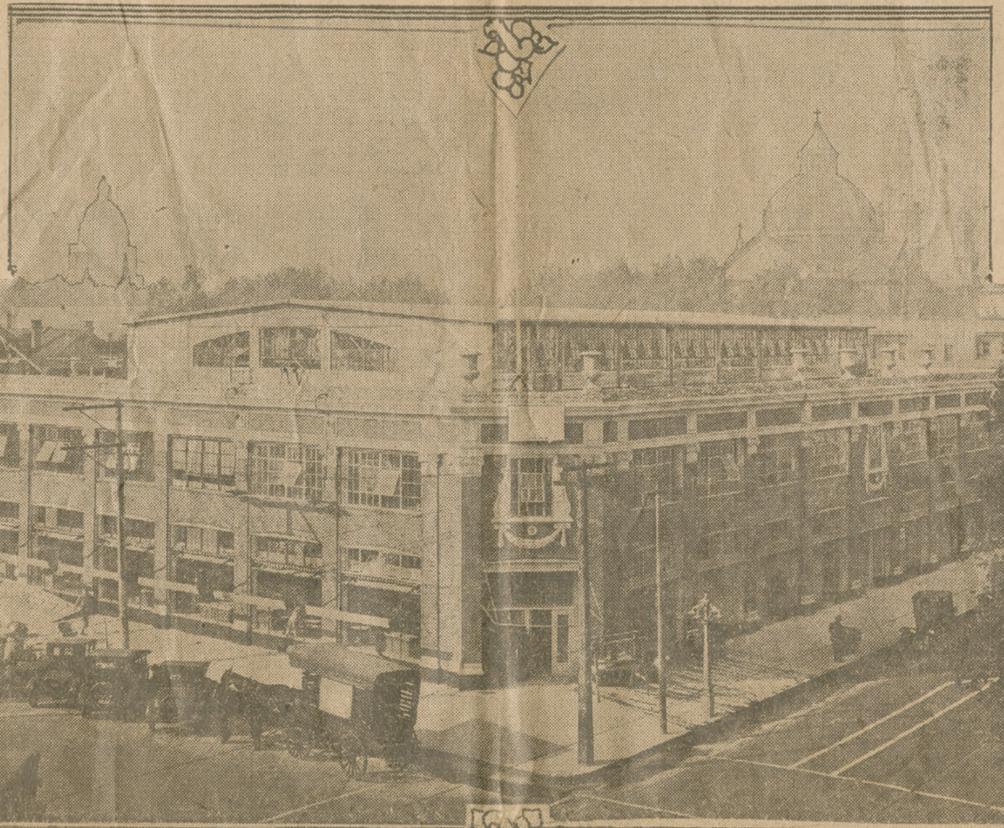
Ham smoked on the premises will have possibility through the incorporation of a smoke oven in a room on the second floor. This smoke oven will be charged with selected woods and all of the richness and tang of hams will be made possible in the same room will be sausage-making machines and all equipment necessary to turn out sausages which formerly could not be obtained outside of the sausage-making districts of Germany.

Handling Sea Food.
Handling sea foods and fish is a serious problem in Sacramento, due to the distance from the ocean. To overcome changes in temperature, a room has been set aside in the market for the reception of sea foods. Huge traps and wash racks have been installed where the fish will be prepared and cleaned. Immediately the fish will be placed in a huge refrigerator, of which there are many about the market, where the temperature can be kept at freezing or below. Within this refrigerator will be another refrigerator for the sole use of storing crabs, lobsters and shell fish. These precautions preclude tainted or inferior sea foods and a continuous supply of absolutely fresh fish, lobsters, crabs and oysters will be possible.

Meat Sanitation.
In handling fresh meats extra precautions have been taken to insure sanitation. As soon as the meats are received from a truck in the alley they are lifted by means of a hydraulic hoist to the second floor and there, on a tramway, weighed on an automatic scale, passing thence directly into a cooling room. In the cooling room all meat cutting is done. A refrigerator room receives the cut meat, where it hangs for ripening. No outside air again touches the meat until it is dropped in an elevator to the refrigerator counters for display, and then

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MARKING the advent of a new institution into the retail business life of Sacramento, the Sacramento Public Market at Thirteenth and J Streets will be opened to the public to-morrow night for inspection with an appropriate program to commemorate the occasion and every department prepared to cater to the desires of the community. How the completed building looks, standing against the impressive background of the business district, the lofty dome of the State Capitol and the towering spires of the Cathedral, is shown in the top picture. Below, a view of the same corner taken a year ago showing the type of old business building displaced to make way for the new structure.



Enterprise Brings Score Of New Families To Sacramento

Although the new Sacramento Market is an asset to the city in the enlargement of the retail shopping district and the fact that it is expected to increase the amount of trade in Sacramento with residents of the Sacramento Valley and the immediate rural sections, the market also brings to Sacramento an increase in population. Within the building will be twenty-four business establishments to begin with, constituting a big growth in the retail business life of the city. But besides adding this number of businesses, the opening of the market will result in the addition of at least a score of new families, coming here to make their homes. To a large extent the new businesses within the market have behind them men who have been in business in other California cities and see in Sacramento an opportunity. Each of these newcomers to Sacramento is coming with the intention of making his home here.

Twenty-four Separate Establishments To Be Run Under One Roof

TWENTY-FOUR distinct and separate establishments will be found beneath the roof of the new Sacramento Public Market. Each will have a department in which the proprietor has been chosen by the management from a long list of applicants for the places in the building. This is an age of specialization, and in the individual establishments within the market specialization is carried out to the full extent. This means a high class of products from each concern and the service of experienced market-ers.

The Tenants.
The tenants are listed below:
Beavis Meat Company; A. S. Beavis, proprietor; meat market.
Blus Ribbon Meat Company; J. G. Meier, manager; meat market.
Tofanelli Sea Food Company; Albert Tofanelli and George Tofanelli, proprietors; fresh fish.
Compagno & Battaglieri; V. Compagno, proprietor; compagno and James Battaglieri, proprietors; poultry department.
Eklxy Wigly Department; Andrew Williams, manager; self-help grocery store.
Durano & Schmidt; Otto Durano and Carl Schmidt, proprietors; delicatessen department.
Carr's Quality Products; Poultry, eggs and creamery products.
Mountain View Fruit & Produce Department; Peter Condos and Tomiancy cookies.

Good Things To Eat And Balloons For Kiddies At Market Opening

THE opening day program at the new public market, which will be ushered into Sacramento's business life to-morrow, while not extensive in character, is designed to place before Sacramento's shoppers the intrinsic value of the new institution and to extend greetings from a new enterprise to the shopping public.

CHAMBER PROGRAM.
The chamber of commerce will take a prominent part in the program of the evening. At 8 o'clock, S. W. Russell, chairman of the Sacramento Chamber of Commerce committee on entertainment, will introduce Chris R. Jones who will be chairman of the evening. Mayor Albert Elkus will deliver an address of welcome to the new merchants of Sacramento. The address of the evening will be given by Mitchell W. Nathan, president of the Sacramento Chamber of Commerce.

A. R. Galloway will introduce Mrs. Lizzie Glide, whose capital has been possible the new building, and her son, J. H. Glide, who will be in charge of the market. Glide and R. A. Marsky will give descriptions of the market and the aims. Galloway also will introduce the new tenants.

ORCHESTRA MUSIC.
A ten-piece orchestra will furnish music during the evening hours from 7 o'clock to 10 o'clock. Balloons will be given away to all children and each woman will receive a carnation.

All departments will be opened for inspection of the public and fruits, delicatessen dishes, pastries and other foodstuffs to be featured at the market will be given away.

LARGE CROWD EXPECTED.
Because of the large crowd expected and the fact that the building will be filled to capacity with foodstuffs, fruits and vegetables of all kinds, there will be no dancing.

The social atmosphere and get-together spirit will prevail throughout the evening in order that the public may have the opportunity of getting acquainted with the proprietors of the various departments of the new institution and learn from them just what kind of service is to be provided.

SENTIMENT WITH BUSINESS JOINS IN NEW INVESTMENT

Mrs. Lizzie Glide Says Love For Old Home A Motive For Putting Money Into New Market

Mrs. Lizzie Glide, whose capital is responsible for the new public market building at the southwest corner of Thirteenth and J Streets, has unbounded faith in the future industrial development of Sacramento and the valley that stretches to the north.

Mrs. Glide says she believes Sacramento is growing faster than any other city in the state, and primarily for this reason she made possible, construction of the new market.

"I stand to reason," Mrs. Glide said, "that I have much confidence in Sacramento, else I never would have invested this money in the new market."

Mrs. Glide, although a resident of Berkeley, lived for many years in this city, and is better known here than anywhere else in California. She came as a girl to Sacramento in June, 1889, from Louisiana, and resided here until 1911, when she moved her home to Berkeley. The old Glide home in Sacramento was located at Ninth and H Streets. The only reason Mrs. Glide left Sacramento was to be with her daughters when they attended the University of California, two now being in attendance at the state university.

Sutter Basin Developed.
In speaking of the future development of Sacramento, Mrs. Glide said: "I predicted many years ago that as soon as the Sutter Basin was reclaimed, Sacramento would be on the wave of an unparalleled growth, which not only would offset the market."

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Centralization Is Economic Feature Of New Market

Henry Glide, Manager, Tells Of Food Standardization And Co-operative Methods To Be Employed In Operation Of New Distributing Center

ALTHOUGH the new Sacramento Public Market may be counted one of the best evidences of the city's growth, marking the opening of a new retail district, the basis for distinction in the market is the scientific economic idea behind it. This is the expression of Henry Glide, market manager.

GLIDE'S STATEMENT.
He said: "In the Sacramento Public Market centralization of food distribution and standardization are the principal features. Co-operative methods of buying, or a centralization of buying, forms much of the basis for successful operation of an institution of the nature of the Sacramento Market. It marks a trend of the times toward bigger stores and elimination of the scattered type of district store.

Living Costs.
"It is a recognized fact without disparagement of the small store, that in the smaller establishments of large cities the consumer must pay not only for the goods he buys, but also for the high overhead of every store. This leads to higher living costs. The return from this system is not passed on to the producer; nor is the distributor himself making more, but the high margin goes into expensive overhead from which the purchaser gets no direct benefit.

Value of Co-operation.
"To centralize a number of shops all under one roof at a consistent, and uniform rate of rent, with light, refrigeration and all other items of overhead paid by one management, means a step forward in distribution and does away with the individual type of merchandising in favor of a co-operative type of sale which enables each merchant to practice economies that can be passed on to the consumer.

"In a sense the public market is a step closer to what is regarded as the ideal, bringing the producer and consumer together.

Quick Returns.
"Another advantage of the large market, such as the Sacramento Public Market, is the principle of large volume and quick turnover of goods. Goods thus kept in circulation bring smaller profits, but the quantity adds up to an aggregate amount sufficient to insure the success of the merchant. This advantage is seen in the bulk buying power of the market merchant. For instance, when a grocer buys 50,000 pounds of tea or coffee or 40,000 sacks of flour, he is always able to get a cheaper price. This again brings the consumer closer to the producer and enables a greater buying power per dollar.

Loss Wasted.
"Another considerable item with the merchant, which results in profit or loss to the consumer, is the wastage from spoiled goods. It is an established fact that at least 50 per cent of the fresh fruits and vegetables, and meats also, are lost because of fermentation and decay.

"This is caused by lack of proper refrigeration and sanitary handling. In the Sacramento Public Market this will be cut down to a minimum through proper refrigeration whereby each food handler regulates the amount of refrigeration needed for his foodstuffs, and the resulting sanitary handling of foods. This means a saving to the consumer.

"The combination of these advantages makes in the Sacramento Public Market an institution which has behind it an economic idea that will be reflected in the marketing of Sacramento as a marketing center for the entire Sacramento Valley, and the actual saving to consumers of the institution, with the surplus thus effected to be diverted into other stores and businesses in the city."

New Market Justified By Growth Of This City

It is a known fact in mercantile circles that a public market to be a success must be located in either a large city or a city with a rapidly increasing population. With this as a basis for a prediction, the new Sacramento Public Market will be a success because population figures within the past few years show that this city has jumped since the last census from 65,000 to 102,000. The latter are school department figures and are taken from a careful tabulation.

A test has been taken throughout eastern cities during the past twenty-five years to determine populations by the ratio of school enrollment figures. It was found last year that by multiplying the total elementary and high school enrollment by seven, a fairly accurate population could be obtained.

Taking this system as a basis for comparison and tabulation, the population of Sacramento is 102,000, or an increase of 34,000 since 1920.

IDEA FOR MARKET WAS ORIGINATED BY GALLOWAY YEAR AGO

Realty Man Was Instrumental In Decision Of Mrs. Glide To Build

How the public market idea was brought to the attention of the builder of the Sacramento Public Market, Mrs. Lizzie Glide of Berkeley, by a Sacramento man who presented the idea with the ultimate view of creating a new shopping center with consequent increases in the value of property on upper J and K Streets, was revealed today by A. R. Galloway, Jr., of the realty firm of Wright and Kimbrough.

A Year Ago.
He said: "About a year ago—to be exact, on November 1, 1922—I called the attention of Mrs. Lizzie Glide to the possibilities in Sacramento for a public market, namely, a building which houses competitive tenants, merchandising food products on an economic and successful basis.

"Mrs. Glide was quick to see the possibilities, but before taking the step, made a thorough investigation of the situation here and elsewhere. This investigation showed that such markets have proven a success in New England, Eastern and Middle Western states and also in Canada. It disclosed that Sacramento has a surplus of fruits and vegetables which now go to waste because of inadequate market facilities. All of this was of sufficient interest to determine Mrs. Glide to build in Sacramento."

Future Of Contract.
An interesting sidelight in the origin of the market is the fact that the contract entered into between Galloway and Mrs. Glide was not a

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GOOD MATERIALS MAKE UP SUCCESS OF NEW BUILDING

Entire Planning Provides For A Permanent Structure With Latest Improvements For Housing Of Business Firms

When construction of the new Sacramento Public Market was begun early this year the preparations elicited no little interest among Sacramentoans. Many were skeptical of the announcement which gave the cost of the structure at \$500,000. To-day, however, even the un-informed can see that this figure was behind it an exaggeration, while those who understood building construction and prices regard the figure as low.

Back of the building lies the history of the determination to achieve in this market an institution which will stand as a business success, able to meet the competition of the city for the coming quarter century.

Mrs. Glide Became Interested.
When Mrs. Lizzie Glide of Oakland first became interested in Sacramento as a possible location for a public market, an investigator was sent here to delve into the

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