Guide to the Almar & Marfoto Photographers records

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Abstract: Materials in this collections focus on the Sacramento photography agency Almar & Marfoto Photographers (also called Almar Studio) from 1905-1995. Included are photographs, correspondence and ephemera that document the operations of Almar & Marfoto Photographers; also included are also the records of related photography businesses operated by John J. Marvich.

Historical Note

Scope and Contents
Photographs, correspondence and ephemera document the operations of Almar & Marfoto Photographers, Sacramento, Calif., in the late-1940s. Included are the records of related photography businesses about commercial photography assignments; correspondents include Wright & Kimbrough, Pacific Gas and Electric Company, Food Machinery Corporation, The Austin Company, and Campbell Soup Company. Photographs have diverse subjects and include views of people and businesses around Sacramento including factory interiors, a Studebaker showroom, the 1941 fire at the El Rey Theatre, women posed with motorcycles in front of the State Capitol, a man performing at a rodeo, and a U.S. Navy portrait of Marvich as “Official Photographer, U.S.N.D.D., Hunter's Point.” Ephemera consists of letterhead, ad proofs, and a gift certificate.

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