

**NEW & EXCITING ADDITION  
TO DEL PASO BLVD...**

After four successful years on Del Paso Blvd., "That Guy Eyewear" is excited to announce the opening of the North Sacramento Eye Clinic, within our retail location! Slated to open mid December !!

Stay tuned for more details

 **North Sacramento Eye Clinic**

**That Guy Eyewear**  
Look good. See well. **Pay wholesale.**

2203 del paso blvd • 916.226.0257 • thatguyeyewear.com



**THE  
CLEAN  
HOUSE**  
By Sara Ruhl  
November 15 - December 14

Big Idea is proud to announce Sarah Ruhl's The Clean House, running November 15th-December 14th! A romantic comedy about loss, love, change and redemption, The Clean House is both whimsical and touching.

 **big idea theatre**

www.bigideatheatre.org • (916) 960-3036  
1616 Del Paso Blvd. Sacramento, CA 95815

Paid Advertisement

**DEL PASO**



Associated Sound's Wally Clark, left, and Brad Clark have supplied many major events and facilities with the perfect sound systems.  
PHOTO BY ANNE STOKES

## Associated Sound makes events worth hearing

### Family legacy continues at Del Paso business

BY ALLEN PIERLEONI

*One of Sacramento's oldest thoroughfares is also one of its most dynamic. Each week, join us on a stroll along Del Paso Boulevard, where you'll discover new and vintage businesses and organizations, and meet the people who make Uptown Sacramento their home. This new feature is presented every Thursday by Sacramento News & Review in conjunction with the Del Paso Boulevard Partnership.*

"I've got printer's ink and sound systems in my blood. Quite a combination, huh?"

Wally Clark was recalling his career path, from working at his father's printing

company in the Sacramento Public Market Building, to opening Associated Sound on Del Paso Boulevard in 1989 and growing it into one of the most successful small businesses in Sacramento.

Now, Wally Clark is on the verge of retirement and ready to pass on the family business to his son, Brad Clark. It's been a journey for both men – an ending for one and a continuation for another.

Wally Clark was 18 in 1968 and working full time at W.G. Clark Printing when he got the chance to go on a national summer tour with a band as its sound man. When he returned, he and close friend Lou Wentworth brainstormed the notion of starting a company that specialized in renting and setting up sound systems. It helped that Wentworth's dad had been in the audio business.



**Come discover the Del Paso Boulevard**