

QUADRUPLE SHEET.

ANNUAL REVIEW.

The Trade of Sacramento for the Year 1879.

It Exceeds that of 1878 Over One and a Half Million Dollars.

THE IMPORTANCE AND GROWTH OF THIS TRADE CENTER.

The Volume of Business for 1879 Aggregates \$29,273,900.

Exclusive of Banking, Insurance, Real Estate and Many Other Transactions.

LOOKING FORWARD TO 1880 WITH GLOWING ANTICIPATIONS.

THE RECORD-UNION again presents its review of the commerce and trade of Sacramento, on this occasion embracing the period covered by the year 1879. Not until January 1, 1878, was any accurate commercial review made, with statements of fact setting forth the amount of business done and the volume of the trade of the city with various sections of the State, and this first effort was due to this journal.

FOR THE YEAR 1879 All the business houses of the city were visited, and statements concerning the volume of business, its area, the condition of trade, the outlook for the future, the influence of the Sacramento market abroad, etc., were cordially given to the RECORD-UNION. The result of the aggregation of these statements was a showing to the effect that the trade of the city in the year 1877 amounted to nearly \$25,500,000, exclusive of purely money transactions through banks, insurance and real estate agencies and the merely local business. The showing for 1878, gathered in the same manner, made an exhibit in excess of \$27,600,000, to which, if there had been added financial investments of outside capital, the total of transactions for that year would have reached nearly \$32,000,000. Coming now to

THE REVIEW FOR 1879, it is shown that, notwithstanding a period of depression extending over fully one-half of the year, the trade of the city has exceeded any previous year, and it is fair to conclude that had it not been for the phenomenal political agitation and a want of confidence engendered thereby, and the distrust in regard to the value of property and its security, the year would have shown an increase of fully twenty-five per cent. in the volume of trade of the city. With the approach of 1880 and the change from a dull to an active period, there is a feeling among the business men of this community in regard to the outlook for 1880 not only hopeful, but sanguine, and a belief that the year will be

THE MOST SUCCESSFUL SEASON Sacramento has ever known. The bountiful early rains have mellowed and prepared the earth for extensive seeding, and a larger acreage of all kinds of grain is being put in throughout the State than has ever before been done, and there is scarcely room for doubt that the winter will afford sufficient additional rain to insure the maturity of crops, which in extent have never been known. The past season, despite its inauspicious character, afforded the husbandman

FAIR REMUNERATION For earth products, and they have been enabled to largely square themselves with the world and take a fresh start in business life. The mining interests have revived, legitimate industries have awakened, business has been stimulated anew, and prices of most raw materials have greatly advanced (a sure indication of returning prosperity), and with these the prospects of the Sacramento market for 1880 are the brightest it has ever known in the annals of its trade history.

It is to be noted, too, that there is a growing disposition among the importing wholesale houses to refuse credit to those who, during the period of depression, forced compromise with their creditors, or who have by frequent failures injured the entire business community. Indeed, the trade of Sacramento in all its broad area, while having extended largely and increased in volume in 1879, has been placed upon a

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Whatever importance, then, Sacramento has as a trade center to-day, is the result of natural advantages, based upon physical facts, and affords undeniable evidence that other cities, and other interests, in trade and responding to its demands; that it is the natural base of supplies for a vast region of country, and that it is the center of its supply, and a market for the sale of products. The situation of the city upon the great water highway of the State gives her an equal advantage in the handling of goods and water transportation, and enables her merchants to receive and ship their goods under advantages similar to those accruing to other points competing for terminal.

THE METHODS OF BUSINESS Have been found to be particularly advantageous for the interior, as the dealers of the valleys and the foothills, as well as those of other widely separated regions, are enabled to bring their goods to the city, and their stocks constantly refreshed by reason of facility of shipment, the absence of deckage and wharfage rates, the saving in time and the low cost of which, as well as the large orders are filled. And this applies also to all lines of manufacture. Sacramento can safely claim to be the most accessible market, and the most equal, the most active, the most economical. Selling there is as cheaply as any market, and upon as reasonable terms, and in nearly as full a measure as any other market. The volume of the trade are fully sustained. Our merchants understand and act upon the principle that the most successful economy is based upon the right of all to sell their productions and commodities at the best prices, and in return to buy at the lowest attainable rates. In production and in sale, the advantages are equal, and the result is a fair and equitable trade. The most of her merchants are

DIRECT IMPORTERS. They are business men of long standing, and they understand the wants of the interior, the methods of their business and the necessities of the communities in which they do business. They conduct their business upon an economic basis, and the resulting benefits are extended to their patrons. The climatic conditions of Sacramento are such as to favor the storage and preservation of all classes of goods. Especially is this true of all classes of wood material. This is one of the reasons why the city is so well adapted to the handling of furniture, carriages, wagons, tubs, pails, wooden ware, etc., the city enjoys, besides the climatic advantages, others, such as the low cost of the material, and the ease with which it is brought by rail or barge, and the absence of drayage charges to the purchaser, and the ability to store great quantities of the goods in a safe and secure manner, and at a merely nominal cost. In the storage of liquors, wines and groceries the climatic reasons cited also apply.

OTHER REASONS Might be stated, equally forcible, but we review those that the trade facilities of the city are now well recognized abroad, and the unanimous statement of our merchants, manifestly correct and artful, is that trade flows here now as to a natural center, and more easily than it has ever done before; that the necessity for the importation of goods is largely created by a few years ago the advantages of this market were not fully realized throughout the interior, they have now come to be understood and have a far lower failure injured the entire business community. Indeed, the trade of Sacramento in all its broad area, while having extended largely and increased in volume in 1879, has been placed upon a

FIRMER BASIS Than ever before, and has less of the precarious element in it than the more sanguine exponents of the cash system could have expected. The dishonest and unscrupulous have been put down with a strong hand, while the honest and deserving have been aided and encouraged, thereby making for the trade of the city a more substantial and secure basis of patronage than is to be desired. It is also to be observed that there is everywhere apparent a better understanding between the several leading interests of the State, and a far better feeling and more cordial relationship among the business men of Sacramento. The several business centers of the State have been brought into sharp contact, and this has resulted only in showing the advantages of this city in a clearer light than ever before.

THESE ADVANTAGES Have been so frequently illustrated, and elaborated at such length through the columns of this paper, that nothing more than mere reference to them is now deemed necessary. The Sacramento valley possesses the chief element of prosperity so essential to community advancement in California—the reasonable assurance of sufficient rainfall to guarantee regular crops each season. In our vicinity there is a broad agricultural area, vast in extent, and rich in fertility, which, with almost sufficient rainfall, has the necessary annual rains. This is a physical fact which promises to the section in the time a dense population, and gives reason for the belief that this city and the adjacent foothill region will constitute the populous center of the State. But there are

LOCAL REASONS Also why Sacramento as a trade center is particularly advantageous to all purchasers. The city is centrally located. From it radiate railway lines, east, north, west and south. It is twenty-seven miles nearer to the city of Los Angeles than the metropolitan of the State. It is one hundred miles nearer to nearly all northern and central California by rail than San Francisco, and it is the only chief market at the foot of the Sierra Nevada range, and the most accessible and economical for the transmontane trade. This centrality of location insures rapidity of movement in the handling of goods. Our merchants not only receive these goods which come across this continent

earlier than the coast markets, but, in nearly all cases, fill orders for the trade

THE SAME DAY On which received, and save to the purchaser from two to three days' time in transportation and material time of expense in the way of freight. More than this, the Sacramento merchant conducts his business at less expense and has less fixed capital. He is not required to occupy vast amounts of money in the ownership of real estate or for the purchase of the business, and the income of the business, and consequently result in increased charges to the consumer. The Sacramento merchant, and his competitors, are in a great many instances, a lower rate. The local situation gives to the wholesale-dealer of Sacramento all the advantages which his rivals of the metropolis claim by reason of the large amount of capital there invested, and the great volume of business there transacted.

THE COMMERCIAL base of supplies for any region is always

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