

BUSINESS REVIEW

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BUSINESS STATEMENT—CONTINUED.

The interior dealer may by this system of the Mechanics' Store keep his stock constantly fresh and up to demand without heavy investment.

The house buys wherever it deems it can do so to advantage. It is bound to none—confined to no circumscribed market.

It lists upon its buying books hundreds of houses, in great numbers of places—the best houses in every part of the United States.

The Mechanics' Store embraces twelve distinct departments, which are arranged as follows: 1, Dry Goods; 2, Fancy Goods; 3, Men's Furnishing Goods; 4, Men's Clothing; 5, Boy's Clothing; 6, Yankee Notions; 7, Hats and Caps; 8, Millinery; 9, Boots and Shoes; 10, Hardware Department; 11, Country Order Department; 12, Manufacturing Department.

The wholesale department is distinct from all others of the store, embraces all lines kept in any of the departments and is conducted upon the principles heretofore set out. The package rates are the same to all wholesale buyers and respond only to cash.

The capacity of the department is equal to any demand the trade of the coast can make. Orders are filled with greatest dispatch and as faithfully when sent in as if the buyer were present in person.

The country order department is a phenomenon in its kind. It represents the best business in the country. Between one and two hundred orders are filled daily and the goods dispatched mainly by mail.

The selectors act for the customer, using the same judgment as if buying for themselves. They are responsible to the proprietors for the slightest deviation from the exercise of the fairest and best judgment in behalf of the intending buyer.

(See dry goods; Yankee notions; men's clothing; boy's clothing; hats and caps; millinery; boots and shoes; millinery)

by reason of its connections and direct impositions, are peculiarly great. Just now the firm invites attention to Foster's kid gloves, of French stock and they are a new patent, lacing on delicate hooks and securing a most perfect fit.

A REMARKABLE BUSINESS.

A REVIEW WHICH SHOULD BE READ—GOODS BY MAIL AND HOW TO GET THEM.

THE METHODS AND CAPACITY OF THE RED HOUSE ESTABLISHMENT, SACRAMENTO.

The Red House, C. H. Gilman, proprietor (706, 714 and 716 J street), is a dry goods, boot and shoe, clothing, hat and cap, fancy and variety store. Admittedly one of the institutions of Sacramento, a natural outgrowth of her trade advantages.

The wholesale and retail department occupies three floors, each 20 by 100 feet. In the basement goods are stored and bulk broken; on the main floor is the retail dry goods and fancy goods department; and on the upper floor is the wholesale department for cotton, cloths, cassimeres, hosiery, woollen goods, turkish goods, etc.

The clothing department is 20 by 60 feet in area. The hat, cap, boot and shoe and holiday stock department, has 20 by 80 feet of floor space.

DEPARTMENTS.

In the dry goods retail department are six salesmen, and in the fancy goods department are seven. In the wholesale department there is one manager, with relays of assistants. In the clothing department two employes are engaged attending only to retail customers.

In the hat, cap, boot and shoe department seven to eight salesmen are engaged, and these also superintend the annual sale of holiday goods. The Red House has a branch in Marysville, where an even and general line of goods like that at the parent house is kept.

AGENCIES ABROAD AND WHAT THEY DO.

The Red House has several buying agents, two constantly in the San Francisco market, attending trade and forced sales and auctions; an agent in New York to secure advantages in the dry goods and fancy stock lines, in hats, caps and other specialties; an agent in Boston, who attends to the Red House boot and shoe stock. This "Red House boot" is a specialty, and is in great favor. The boot is made to the order of the house. It is whole stock kip, made half double and whole top sole, and for both men, boys and youths is the most serviceable heavy boot known.

The same agent keeps up the supply of miners' hob-nail boots, plow shoes, and four kinds of brogans. The stock of ladies' and children's shoes is from leading houses, and equal "to all tastes and demands." About half the prints and muslins are bought direct from the factories, and about half the hats and caps are had from the original depots at the East.

THE RESULT—A STRONG ARGUMENT.

The Eastern goods from first hands are credited with a share of the bargains secured by auction and trade sale purchase, and thus uniform low prices prevail throughout the stock. The cloths sold at the Red House come from Eastern and from local mills, and in part from trade sales, as also blankets, flannels and other woollen and part wool goods. In flannel underwear, cottonade shirts, overalls, cottonade pants and common pantaloons, the house buys the raw material, brings it to Sacramento and it has made up here, employing from twenty to thirty seamstresses. This is a SPECIALTY.

And the goods are presented with strong claims because of the personal supervision of the manager, and because Barbour's best line thread is used. The help outside the store-rooms always outnumber the employees inside. In hats and caps the Red House has a constant full line of the best stock. The hat and cap stock comes about one-half from manufacturers and one-half from auction, trade and forced sales. Of the clothing department the same is to be said; the stock is as full and varied in quality as to be found in any clothing establishment in the city, while the prices are as varied as the market, watched as it is by Red House agents, possibly affords.

IN HOLIDAY GOODS.

There is annually laid in a large assortment of stock at astonishingly low rates, which the Red House offers more as an accommodation than with a view to large profits. It embraces toilet and fancy goods, toys, dolls, work-boxes, smoking sets, cases, etc. In show cases the fancy goods establishment has always a very fine and full line of goods, such as ribbons, laces, lace goods, trimmings, gloves, ties, dress buttons, braids, collars, and all the line of a fancy goods millinery, also millinery.

FOR THE READER ABROAD.

The Country Order Department is almost the most important of the whole business. Thousands of dollars worth of goods are sent weekly by mail (chiefly) and by freight and express to every part of the State, to the coast and in some parts of the Territories constantly in acting for buyers not present in person, and have orders to act in every case as if buying for themselves or families. The result is universal satisfaction. Thousands of people, from Washington Territory all the way to New Mexico, send orders for goods by mail and many by express, trusting to the judgment of the Red House. The reputation of the establishment is located in what is now the very heart of the business portion of the city, and occupies two entire buildings for the transaction of its business. It imports dry goods and manufactures, and secures to customers all the advantages to be derived from extensive wholesale purchases at lowest cash rates. This house enjoys all the advantages offered by the Sacramento market, and is equal to the fullest demands of the trade. These facts are now fully realized by dealers generally throughout the interior, and the business of the firm has greatly increased during the past year. Special attention is given to orders from the trade, and prices are guaranteed as low by order as if purchases are made in person. One price to all, fair dealing, good goods and low prices are the motto. They are agents for Butterick's patterns of ladies' and children's garments, a necessity in every family. Catalogues and monthly fashion paper they mail free to any address. They also agents for the American Sewing Machine, the cheapest and best, easiest running, self-threading shuttle, which never gets out of order.

LEFMAN AND CO.—CORNER FIFTH AND J STREETS.

Outside of San Francisco this is the largest dry goods establishment on the coast, and no store-room surpasses that of this firm for beauty. It is a fitting shrine for the rich and varied stock. This firm has also a house at 50 Lombard street, New York, another at Virginia City, Nev., and still another at Napa City, this State. The house is a direct importer of domestic dry goods, which it sells at wholesale and retail. It has one fixed price, from which it does not deviate. It makes a specialty of filling orders from abroad, and also in dealing in ladies' cloaks and suits. It is in every respect a representative business house of the State of California, having a large capital and an immense stock of goods. Its advantages,

gives me. I do not open an account, and I pay for every cargo of goods I receive, cash down." Reasonable minds will find in this a complete solution of the success of the house.

NEW YORK STORE.

HAYFORD BROS. & CO., GENERAL DRY GOODS, VARIETY AND GROCERY HOUSE.

CORNER OF NINTH AND J STREETS, SACRAMENTO.

This firm is located at the corner of Ninth and J streets. It began business here within a year. The members of the firm are old business men and have had much experience both in city and rural trade. Their acquaintanceship is large throughout this section of the State, and wherever known, they are favorably known. They keep in their store a general variety of supplies for city residents and agriculturists alike, such as dry goods, groceries, both farm and family supplies, general merchandise, crockery, feed, boots and shoes, farm produce, etc. It is the only store of this class in Sacramento. It was not thought by our citizens that such an establishment could be a success here, but a few months has proved conclusively that it is a complete success, and they are commanding a very large and important trade, which is extending with remarkable rapidity. The house occupies two floors fronting on J street as a dry goods establishment, and in the rear, fronting on Ninth street, is the variety and grocery department, while the lower floor is given up to storage, reception of produce and heavy goods. The firm imports all their dry goods, boots and shoes. Although in business but a brief time, the success of the system has attracted attention abroad, and the house is now sending goods into northern and central counties and over the mountains extensively. The promise is that the New York Store will command a trade this year which will be simply phenomenal in its large volume and extent.

MECHANICS' STORE DRY-GOODS DEPARTMENT.

At this establishment the department of dry goods occupies a spacious, admirably arranged and popularly-located store-room at the corner of Fourth and K streets, which is stocked from floor to ceiling and along the balcony running along one wall, with every variety of dry goods, including calicoes, dress goods, white goods, water-proofs, linings, felt skirts, shawls, curtains, domestic and mixed goods of all grades, blankets, linens, cloaks, house linen, ribbons, toilet supplies, threads, buttons, dress trimmings, etc. The country-order department supplies any goods of this department in any quantity. The most distant purchaser is afforded equal advantages with the one at the counter. (See hats and caps; boots and shoes; Yankee notions; men's clothing; boy's clothing; hats and caps; millinery)

"PEOPLE'S STORE," 600 J STREET, SOUTH-EAST CORNER J AND SIXTH STREETS.

The more the people observe business transactions, the more thoroughly are they convinced that the cash system is the true system for any business. The People's Store holds that a house doing a cash business generally makes a more rapid and successful stride towards establishing a flourishing and paying trade than the old time credit method system. The consumers of this State are now fully alive to their interests; they are gradually abandoning those houses that sell on credit, as the People's Store has no regular prices, and they must charge a profit, honest, paying customer an extra profit to make good the losses of those that do not pay. Every person of the least business capacity knows that in doing credit business some day their debts and a great many do. Who then must the people suppose makes good these losses? Consequently extra profits are added, and consequently the buyer pays more for his goods, and this will have none but first-class articles. He keeps a full supply for retail and the trade. Diamonds, precious stones, silver and plate-ware table-service, gold and silver watches, chains, plain and ornate, sterling silver and articles of vertu. The business has the personal superintendence of Mr. Klumbe, who is building up in his new venture a very flattering trade with the interior. This is done by securing points within the natural trade area of Sacramento. He claims the largest retail trade in the city. He has been in business thirty-one years, and the results of his business experience are found in the fact that his trade runs up into apparently fabulous figures. He employs ten men, and has one of the most extensive slaughtering establishments in the country.

GREEN AND TRAINOR, K STREET, BETWEEN FRONT AND SECOND, BUTCHERS.

Green & Trainor are wholesale and retail butchers, and conduct the Empire Market, which was established in 1849, and was the first establishment of the kind in California. Trainor succeeded to the business of the market in 1856. They do their own slaughtering, and conduct a large wholesale business in this line. They bring most of their cattle from the interior of the Pacific coast, and the Sacramento and Placer counties, and other diverging lines of travel from this city to a great extent. He has been in the business of slaughtering and butchering within the natural trade area of Sacramento. He claims the largest retail trade in the city. He has been in business thirty-one years, and the results of his business experience are found in the fact that his trade runs up into apparently fabulous figures. He employs ten men, and has one of the most extensive slaughtering establishments in the country.

W. B. MILLER, JEWELER, 628 J STREET.

This house was opened a little over a year ago, and its proprietor, who has had long experience, has made it one of the sterling business institutions of Sacramento. He has a full line of jewelry, clocks, watches and articles of plate-ware. Buying goods at most advantageous jobbing rates, he is able to offer special inducements in prices. Mr. Miller also gives personal attention to repair orders for clocks, watches, jewelry, etc.

C. J. NOACK—WATCHES, CLOCKS, ETC., 614 J STREET.

Mr. Noack is an enterprising business man, located in the very business center of the city. He deals largely in watches, clocks, jewelry and gold pens. He makes a specialty of manufacturing and repairing. He has the exclusive agency for Wenzel's pneumatic clock, which has been put into the city, and is rapidly gaining prominence. Noack keeps a large assortment of show-case goods.

J. R. HEATH, 820 J STREET.

Mr. Heath is a general dealer in jewelry, watches, clocks, articles of personal adornment, etc. His show-case stock is varied and complete. He is a skillful repairer and cleanser of watches, and makes a specialty of fair bids for a liberal portion of public patronage. He is located in the business center of the city, and has built up a very satisfactory trade. In clocks and watches six stores of the Pacific coast are now engaged in carrying on the wholesale slaughtering business in that city on an extensive scale. They are extensive landholders and breeders of stock, and are engaged in the raising of cattle, sheep and horses. They own on King's river, in Fresno and Tulare counties, the Rancho Laguna de Tache, of some 50,000 acres, and which borders twenty-three miles on King's river. Their extensive range they raise the greater portion of their cattle, which are transported thence to San Francisco and this city by rail. To give some idea of the magnitude of this firm's business, we will state that in the month of January, 1879, they have confined themselves to wholesale slaughtering at their establishment—O and R, Twenty-ninth and Thirtieth streets. Some four years ago they became associated with a San Francisco firm under the name of Foley, Heilbron & Co., and as such are now engaged in carrying on the wholesale slaughtering business in that city on an extensive scale. They are extensive landholders and breeders of stock, and are engaged in the raising of cattle, sheep and horses. They own on King's river, in Fresno and Tulare counties, the Rancho Laguna de Tache, of some 50,000 acres, and which borders twenty-three miles on King's river. Their extensive range they raise the greater portion of their cattle, which are transported thence to San Francisco and this city by rail. 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