

INTERESTING AND IMPORTANT.

Here are some facts which probably but few people outside of postal authorities and our own merchants know about. They are interesting. Every fact we state in the premises we are prepared to verify.

First, the trade area of Sacramento to the Northern Oregon line on the north, the Arizona line on the south, the trans-mountain region on the east and the Coast Range on the west—a big sweep of rich territory—is the most bitterly contested in the United States for mail order trade. Not even the populous regions of the East furnish a parallel because they are nearer great marts.

Why is this? Because Chicago, St. Louis, New York, Philadelphia, San Francisco and cities of the West not named are all contending for pre-eminence in all that region through the facilities afforded by the United States mails.

Some eighteen years ago Sacramento entered these lists, and she has ever done battle with the giants of commerce. The result is that she has won a splendid trade through mail orders, where eighteen years ago she had none whatever. She has simply wrested from her rivals a share as large as a share that commercially is usually hated by the rivals.

This result is due to her many advantages as detailed in other articles in this issue of the "Record-Union," and to her system of address by catalogues. Our low prices are, of course, the main reason, but these low prices are all dependent upon the advantages we have referred to in other places in these columns.

Over 400,000 catalogues of our mercantile houses are annually sent out into the area referred to, all printed in our midst—testifying, it may be said right here, to the capacity of our large printing houses, which are equal to any demand that can be made upon them.

Mills-Galvin Co. (Inc.)

The Mills-Galvin Company (Incorporated), James P. Mills, President, and Edward J. Galvin, Secretary and Treasurer, maintains a general insurance agency at 301 J street, representing four first-class fire insurance companies, also life, accident, plate glass and boiler insurance companies.

Bonds of surety, Pacific Surety Company, furnished officials and those holding positions of trust. Special attention is given to the sale of city and country real estate, and the securing of first mortgage loans. Estates cared for, taxes paid, and rents collected promptly. Daily transfers of funds from San Francisco Stock and Bond Exchange, giving a list of best bond investments. As notaries, conveyancers and commissioners of deeds, this firm is prepared to execute any work in these departments. With best business references in all California.

Located at 1011 Ninth street, we find the above firm comfortably domiciled in well-appointed quarters. This firm is composed of energetic young business men who are rigorously pursuing the real estate and insurance business. About one year ago the business of F. C. Hyde was purchased by this firm, with whom Charles Rodoni had been associated for several years. H. E. Harvey, recently of Chicago, devotes his attention mostly to the real estate department, C. Rodoni to the loan and insurance, while C. A. Brustle looks after the collections.

The firm have an Eastern office in the Chamber of Commerce in Chicago. All transactions pertaining to the real estate and insurance business is undertaken by Harvey, Rodoni & Co.

W. P. Fuller & Co.

Like many other large institutions in our city, this one also had its inception here back in 1854, since which time it has become well known throughout the coast.

The present firm succeeded to Whit-tier, Fuller & Co. in January, 1894. Paints, oils, wall paper and glass are handled, this firm being the largest importer of wall paper and window glass in the United States.

It has branch houses in San Francisco, Oakland, Los Angeles, San Diego and Stockton, in this State, and in Portland and Seattle. The firm occupies space in its own building on Broadway street, which is three stories, 8x160 feet.

Territory covered by the Sacramento store for its general trade extends north to Oregon and east to Sale Lake City. The business of the Sacramento branch is largely augmented by the extensive handling of wall paper; their jobbing trade extending over the entire Pacific States and Territories, and the volume of business far exceeds that of any other coast dealer in this line.

The Sullivan Kelly Co.

This institution is one of the heaviest dealers in paints, oils and glass in the West, carrying the largest stock of mixed paints this side of Chicago. They are the proprietors of "Star Coal Oil, Extra Quality," which enjoys a reputation second to no brand of coal oil.

Their art glass department is a special feature, and has produced most of the beautiful windows in the residential portion of this city. They are also carrying a large and varied stock of wall paper, the patterns ranging from the cheapest grades to those of the most elaborate designs.

In a jobbing way, the Sullivan-Kelly Company cover about the same territory as the San Francisco houses, equalizing freight wherever the rates are against them.

John Brenner.

"Everything for the house." That little sentence in the class of goods to be found at John Brenner's; the stock fulfills the meaning of the sentence. This is the only establishment outside of Chicago that carries house furnishings exclusively; they carry that—every article that goes toward furnishing a home—ranging from the quarters occupied by this old furniture house, established 1858, include four immense floors in its own brownstone front block at Sixth and K, one of the finest and most imposing business blocks in the city.

The largest business in their line in Central California is carried on here, doing a tremendous mail-order trade throughout the entire coast. This firm recognize talent, and has at the head of all departments the best men it is possible to get.

Furniture, carpets, curtains, draperies, chinaware, silverware, glassware, lamps, stoves and kitchenware are "Everything for the house."

Sacramento Glass and Crockery Company. Prominently located on J street at the corner of Seventh we find the attractive quarters occupied by the above

KEEN COMPETITION.

Competition is sharper in Sacramento than in any other city. This is true because the merchants are fewer in number and are more easily reached, and thus prices and goods are more easily compared. Now as all these merchants have every advantage of importation and the same transportation charges enjoyed and paid by the San Francisco merchant. It does not require a wisecrack to see that the buyer in Sacramento enjoys an advantage that he cannot avail of in San Francisco. This is a consideration that will grow upon the thoughtful reader the more he studies it. It will be verified also by every one of our retailers and all our jobbers.

streets is made attractive and conspicuous by the magnificent display of clothing, hats and furnishing goods to be seen exhibited in the spacious show windows.

This is an old California clothing-house, with long years of experience. Sacramento was selected as the location for this new store, believing that here progressive and liberal business methods would be more readily appreciated.

The very best makes of clothing that can be secured are carried in stock here.

Mater Misericordiae Hospital.

Sacramento may feel justly proud of this fine new hospital, which is conducted by the Sisters of Mercy. Its location is unsurpassed, as the building stands on the highest ridge in the city, and Sacramento is especially noted as being the most favorable locality for the cure of pulmonary diseases. It is an improvement on all institutions of its kind previously built, and is warmly indorsed by all the leading physicians of Sacramento, and is attended by the ablest of the medical profession. It is non-sectarian in character, and men, women and children are received. For the first time in the history of such institutions, no medical or surgical staff has been appointed, and its superior advantages and body of trained nurses are at the disposal of the surgical and medical profession for the accommodation of their private patients. Already the advantages of such a liberal system apparent, and the success in filling its numerous rooms indicates that at no distant day additions must be made to the present structure. Numbers of lives have no doubt been saved in the one operating at this hospital. This is especially true as regards appendicitis.

A training course for nurses is carried on, the number being limited, from which after a thorough experience and knowledge they are graduated as trained nurses. Tri-weekly lectures are given here by the most able physicians in Sacramento for the benefit of these nurses. Terms are moderate, being governed by location and size of rooms. Dr. Charles McGettigan is the resident physician.

Albert Elkus.

The name Elkus, through its many years of identification with the clothing trade in Sacramento, has become well-known to all. The premises occupied by this clothing house, on J street, opposite the Plaza, are commodious and nicely appointed. The building is three floors, with a frontage of forty feet.

A manufacturing department is operating under the firm name of Elkus & Co. of its shirts, overalls, underwear, etc., also making a specialty in uniforms, baseball suits, etc., to order in quantities. All machines in this department are operated by electricity. This house was established twenty-six years ago, and its local market is the result of the hearty support of the people.

producing country was at once recognized and fostered by this house, and has developed and grown to such proportions that they are to-day one of the largest exporters of hops on the coast, sending forth annually all over this country and England the fancy product of Sacramento, Sonoma, Yuba, Yolo and Sutter Counties. When used by the brewer this product comes back to them in a minor degree for distribution in the well-known products of the Pabst Brewing Company, Milwaukee, and the Anheuser-Busch Brewing Association of St. Louis, for which they are agents.

Adams-Booth Company.

No institution of Sacramento is better known throughout Northern and Central California, Nevada, Colorado and Oregon than the Adams-Booth Company. This house is well classed among the largest and oldest importers and wholesale grocers of the coast. Its eventful career had its inception in 1852, since which time it has enjoyed a healthy and rapid growth. The main warehouses, offices and salerooms are located on Front street, Nos. 1009 to 1019, which, together with the warehouse, give this concern 32,380 feet of floor space.

The stock carried is complete in all departments. In cigars, the Adams-Booth Company have gained an enviable reputation, and carry on one of the finest assortments of cigars of any house in California. This department is under the able management of Arthur Loupe. Five traveling salesmen are constantly visiting the retail trade in the interest of this old house. Twenty-five men find employment here. The business is thoroughly systematized, and all orders are carefully and promptly filled. Customers and intending purchasers are always cordially received here. L. S. Adams is the President, and F. B. Adams Vice-President and manager of Adams-Booth Company.

Hall, Luhrs & Co.

In 1877 Hall, Luhrs & Co. succeeded the old firm of Milliken Brothers, who had been in existence since 1850. The present firm are among the largest wholesale grocers and provision dealers in Sacramento. They are the general agents for Shasta Water, being one of the proprietors as well as the instigators of the production and sale of that famous mineral water. This firm is the largest importer of Eastern hams and bacon in Sacramento, and also handles the brand of "Our Taste" hams. A heavy trade is also done in tobacco, cigars and liquors.

The offices and warehouses cover 12,000 square feet of floor space. Twenty-five people, including five traveling salesmen, are employed here. Hall, Luhrs & Co. are recognized as one of the solid and reliable houses of this coast.

Wood, Curtis & Co.

The main warehouses and offices of the above well-known produce and fruit packing and shippers are located at Nos.

STOCKS CARRIED IN SACRAMENTO COMPARED WITH OTHERS.

The impression once prevailed, and to some extent was true, but is so no longer that one could not find in an interior city so complete variety in mercantile stocks as in the metropolis.

In Sacramento the stocks carried are just as complete, and can respond to just as varied and heavy a demand as any in San Francisco. It is true that some larger stocks are carried there—indeed, many. But that cuts no special figure. The question for the buyer of the interior is: "Can I buy what my need demands in Sacramento?" We answer unquestionably you can. The proof of a pudding is in the eating. Order in hardware—is there ever any failure to respond? Order in agricultural implements—is there any excusing on account of incapacity? Test the stocks of wholesale drugs and medicines and of dental supplies, and for response to demands of amateur photographers; for groceries, mineral waters, teas, coffees, spices, hardware, soaps or toilet articles—is there an instance of confession of incapacity? Test our merchants as to clothing, dress goods, house furnishings, furniture, and ascertain if they will decline to take your orders.

Admit, if we please, that there is not carried here such large stocks in cloths, cottons and the like, nor such extensive supplies of dry goods, still the real consideration is the ability to supply for the area Sacramento claims as naturally hers. The truth is that precisely what might be said of interior cities of the great East applies to Sacramento in large degree. There are orders our merchants cannot fill at once from carried stock, but none that they will not take and fill as well as can any jobber in the metropolis.

To illustrate: It is unlikely that an order for a large amount of costly regalia could be filled here from home stock and labor for the obvious reason that there is not sufficient demand and trade in regalia and costly bullions and gold lace to maintain factories and supply stocks in more than one or two places in a State. Hence it is that San Francisco alone is the city where such investment is justified, just as New York is for all the vast region tributary to her. Between Buffalo and New York City it is doubtful if a large regalia order could be filled from local stock; appeal would have to be made to the great metropolis. But this, as are other cases, is exceptional.

In all the great staples, the necessities of life and most of the luxuries, from laces to blankets; from Klondike outfits to grindstones; from tools and electrical apparatus to engraving and printing, paper and wooden ware; from drugs and medicines to overalls and shirts; from canned goods to furniture, sashes and doors; from oils, paints, glass and artists' supplies to wines and liquors; from iron and steel and willow-ware to whiskies and brandies; from leather and harness to bottled goods of all grades and kinds; from sauces to marble; from meat-packer's supplies to kitchen ware; from house hardware to mining pipe; from jewelry to pottery work—indeed, cradles to coffins, so to speak—Sacramento is able to answer any demand on as good or better terms than any other competing market.

ple. Twenty-two people—all white labor—are employed. In addition to clothing and men's furnishings, shoes, hats, trunks, etc., will be found in abundance.

The Hub.

The Hub is one of the representative clothing and shoe houses of Sacramento. The stores occupied on J street between Eighth and Ninth are stocked most completely with all the lines and grades of stock that could be included under the head of clothing and footwear. Nathan, the proprietor, has been identified with the clothing trade of Sacramento for the past twenty-five years.

Mebius & Drescher.

Almost coincident with the discovery of gold at Coloma was the establishment of the old "Lady Adams" Company in 1850 at Sacramento, further developing in direct line of succession into the well and favorably known wholesale grocery house of Mebius & Drescher, many of whose brands to this day proudly bear the old familiar title of "Lady Adams." In the general line of staple and fancy groceries, their stock and facilities are unequaled in the State, and there is not a town, village or mining camp in Northern California where the name of this house is not familiar and their brands appreciated. Chief among these are the now famous "Tule Rose" brand of young, "Mermaid" oysters, "Triumph" brand of hams, their "Lady Adams" brand of tamales, oysters, spices, etc. Candles being among the important essentials in a large mining territory, Mebius & Drescher have made the production and distribution of this article the subject of expert attention, their prestige in this line being maintained second to none on the coast. Recognizing the luxurious life of life, they some two years ago enlarged their cigar and tobacco business, making this a special department, numbering among their higher standard such perfect products as the "Principe de Gales" clear Havana, the "William Penn" and "Hoffman House" brands. The early development of the Sacramento section as a hop-

houses cover an area of 52,800 feet. The local house is represented by seven traveling salesmen. The volume of business is constantly increasing with this institution and now reaches the three million mark. In 1893 Baker & Hamilton were incorporated with Wakefield Baker as President, and Alexander Hamilton as Vice-President and Secretary. O. G. Sage is the manager of the Sacramento house.

The headquarters occupy a four-story building of 40x160 feet at 322 and 324 J street. The first floor is occupied as a general sales and sample room, where is displayed a magnificent display of saddles, harness, trimmings, horse clothing, saddlery, hardware, etc. The upper floors are devoted to harness manufacturing. On Fifth street a three-story building 40x50 feet is occupied by their collar factory. Seventy-five men are employed in the manufacturing department and twenty-five people in addition are required in the ware rooms, offices and on the road.

The A. S. Hopkins Company. It will not doubt be a surprise to many to know that so varied an assortment of articles could properly come under the head of wooden ware, as a visit to the wholesale warehouses of the A. S. Hopkins Co. would open to their vision. As importers and wholesale dealers in this commodity this institution has been doing business in this line since 1876, the firm at that time being Billingsley & Co., and in 1888 became known as A. S. Hopkins & Brother, in 1891 being incorporated as the A. S. Hopkins Co. The trade enjoyed by this house extends from Southern Oregon to Bakersfield.

The ware rooms and offices are located at 310-311-313 J street, including one store of 40x100 feet, also the two-story building adjoining of 20x160 feet. It is unnecessary to state that all goods are received direct in quantities

of 117 to 127 J street. Their products are shipped throughout the United States. The main warehouses are 106x105 feet, a portion of which is two stories. A warehouse is also located on Front street, of two floors, 80x100 feet; here is located a cleaning plant for the cleaning of seeds, etc., that has recently been put into operation. It is operated by electricity and is the most complete plant of its kind in the State, being of the greatest importance in the cleaning of beans. An exceptionally heavy trade is carried on by this house in butter and eggs, which is one of their strong specialties. Twenty-three people find employment here and the institution ranks among the largest of its kind on the coast.

Beesley & Son. The above gentlemen are the proprietors of the Up-to-Date Cash Store on J street between Fifth and Sixth. The management of this large grocery has courted success by working for it. Goods are bought and sold for cash. They are bought right and sold on as close a margin as legitimate business methods will permit. In the displaying of stock this house excels, their large saleroom affording ample facilities, so that every article may be readily seen and easily examined. Sales have increased each and every month since this firm commenced business, five years ago.

The working force includes twelve people, which, with the aid of five delivery wagons, insures prompt service. Low prices are the foundation upon which the success of this grocery house has been built.

Kirk, Geary & Co. The wholesale drug house of Kirk, Geary & Co. numbers among the pioneer institutions of Sacramento, and takes rank with the largest drug houses on the coast to-day. The trade supplied by this well-known drug house extends from Oregon to Bakersfield and into Nevada. Three commercial travelers in the clear line as the celebrated "El Principe de Gales" clear Havana, the "William Penn" and "Hoffman House" brands. The early development of the Sacramento section as a hop-

trade, large and complete cigar and photographic supply departments are maintained.

This house also has a reputation as perfume manufacturers. Through their many years of dealings with the retail drug trade throughout this State and Nevada, they have established for themselves a reputation for their reliability and promptness. The stock carried and trade enjoyed by this institution have expanded with the growth of its territory; it has kept pace with its growth in its business management, its long history of almost a half century having been one of progress.

H. E. Yardley. Yardley's Pharmacy, located at 730 J, corner of Eighth street, differs just enough from the average drug store to give it an individuality.

The only fully complete homeopathic department in the city is carried here, representing a large investment. A specialty is also made of crutches, trusses, electric batteries and belts, elastic stockings and rubber goods. In the usual staple line of drugs every thing from a quinine pill to a bale of sponges may be found.

Washburne & Co. Washburne & Co. are the proprietors of the Medical Hall Pharmacy, located at the southeast corner of Eighth and J streets. They are direct importers. They are alive to the popular demands, and are pleased to also style themselves "the cut-rate druggists."

P. F. McMorry. The drug business is well represented in Sacramento. McMorry is among the best representatives. He makes his store prominent through his prescriptions, where low prices and pure chemicals are conspicuous. Corner Sixth and K.

Baker & Hamilton. With a history of almost half a century that has been among the most conspicuous on the Pacific Coast for its growth and scope in the general hardware traffic, Baker & Hamilton stand to-day without a rival. This house was born in Sacramento in 1853 and in 1867 it also established a San Francisco house and more recently extended its operations in Southern California and the great Southwest by the opening of another house at Los Angeles. Thus with headquarters situated in the three commercial centers and distributing points of California, Baker & Hamilton are prepared to supply their trade promptly at a nominal cost of transportation.

The hardware business with this institution means the full development of every branch that consistently comes under the head of this important department of mercantile traffic. Baker & Hamilton are also the proprietors of the extensive manufacturing plant of the Agricultural Works where 150 men are employed. The Sacramento offices and various ware-

houses widely known throughout the State, had its inception in 1836, at which time H. S. Crocker commenced business for himself as a job printer. The building occupied and owned by this house was built for its present use and is in every way well equipped for its work. The high grade of workmanship that characterizes all work done here has been maintained in every particular far and near as leaders in their line. The Sacramento house has been under the successful management of George M. Mott for the past twenty-seven years.

A Notable Institution. Sacramento is growing rapidly as a manufacturing center. Our reporter dropped into the largest factory in Sacramento, and one of the very largest on the Pacific Coast, that of "The L. Elkus Company," and was impressed with the magnitude of its business. Orders were sent from the principal merchants throughout the entire Western Slope, including Colorado, Wyoming, Idaho, Montana, Utah, Nevada, Oregon, California, Arizona and New Mexico. Five "First Medals" and two "Diplomas of Merit" have been received on goods manufactured by them, including those for "The best shirts made in California," and for "Best overalls made in California."

The success of this company may be mainly attributed to their progressive and up-to-date ideas in manufacturing, and the broad and liberal manner of transacting business with their trade. An inspection of their two factories was an object lesson, in demonstrating to what a high degree of excellence modern machinery has been brought.

Cronan & Wissemann. Sacramento is well represented throughout Northern California, Nevada, Oregon and Washington through her wholesale liquor houses, among the most prominent of which is the firm of Cronan & Wissemann.

This well-known house is located at the corner of K and Third streets. Their warehouses include two floors 20x100 feet. A heavy stock is carried here, including a high-grade and large variety in whiskies, brandies and champagnes, of which this house is importers as well as wholesale dealers. An exceptionally large patronage has been secured for their "California Favorite" brand. This is an old Bourbon whiskey brought direct from the distillery in Kentucky in the bulk and bottled by this firm.

Mr. Cronan established this house thirteen years ago, and his partner, George Wissemann, came into the firm about one year ago. He had already become well known to all in this line as the proprietor of the Cafe Royal.

The firm is well represented on the road by Mr. Wissemann and Thomas O'Neil. The liberal methods pursued by this house has gained for it a large and successful business.

Hugh Casey. In presenting our readers with a review of the substantial business houses of Sacramento we have to note one in particular on account of the long and uninterrupted successful career enjoyed by it, being almost as old as Sacramento. This is the wholesale liquor firm of Hugh Casey. Notwithstanding the great number of years of the existence of this firm, and that it has seen the commencement and retirement of almost all the business lines of Sacramento, it stands to-day one of the most progressive and energetic wholesale liquor houses in this State. So it may be truly said in comparison with all lines of business in this city that the wholesale liquor firm of Hugh

HARD TIMES AND GOOD TIMES.

It is well known, and it is conceded—every one will acknowledge this to be true, no matter from what part of the State he hails—that in hard times Sacramento is less affected, and in good times is more affected, than any other city, large or small, in the State.

Why is this? The reasons are few and simple. The large manufacturing interests of the city secure a given output of money each month that is distributed among dealers and suppliers and lesser industries. True, these large industries are themselves somewhat affected by tight times, but still there is a great output in wages monthly.

Second, real estate values in Sacramento are not speculative. There is not any exceeding fluctuation in real estate prices, and hence neither boom nor deep depression. Third, there is no great wealth, no extreme poverty in our city; and fourth, our industries are varied and cover fields that call for a very steady supply, regardless of times. Thus, in agricultural machinery, though there may be agricultural depression, the sale of machinery and tools for farmers cannot wholly cease. In mining machinery, which we largely manufacture, there is a constant and a very steady demand. In many other lines, from confections to brooms, iron pipe to flour and meals, prepared coffees and spices, to wooden ware, manufacturers of lumber to soaps, furniture to clothing, canning and fruit packing to wagons and carriages, engines and traction vehicles moved by steam to moldings, and so on down a long line, not excluding the enormous output of ice and beer and wine, Sacramento has a steady and a little changing industries, answering the demands of a large trade area. So it is true, as every citizen knows, that in tight times we are less oppressed, and in good times we are more prosperous than any other city, relatively to amount of capital invested, of course.

from the manufacturers, many of which are imported direct. Casey may justly claim exclusive right to the title of ancient and modern for his business house. By close personal attention to business he foresaw the advantages to be secured as a business by becoming a producer in his line of business. With him prompt action on good business ideas is a strong characteristic. Accordingly, he made a trip to Kentucky a few years ago and secured a controlling interest in one of the most extensive and popular distilleries in that whisky-producing State, thereby enabling him to conduct an extensive business in almost every State in the Union, and with profit to his customers, for the reason that they have their whiskies shipped direct from the distillery, thus avoiding the cost of shipment to Sacramento and drayage, reshipment and handling, all of which forms an item of considerable expense both to the wholesaler and retailer. All these unprofitable expenses are avoided in the wholesale liquor trade. The warehouse, which is 100 feet in depth, is well stocked with choice brands of wines, liquors and cigars, a prominent feature being made of imported goods.

Waterhouse & Lester. This well-known house, which was established in the fifties, is one of the largest on the coast. This institution, with headquarters in San Francisco, and extensive branches in San Jose and Sacramento, has, during its forty odd years been aggressive and foremost in this line. The buildings in Sacramento—H. I. Lightner, local manager—are situated at 709 to 715 J street, with a frontage of 120 feet, a depth of 140 feet, with an L of 75x75 feet running through to Seventh street, of four floors. The stock consists of hard wood lumber, iron, steel, coal and wagon and carriage materials. An extensive wheel factory is also operated, which is in charge of H. W. Bragg.

This institution finds a market for its goods throughout the coast, including Alaska, also Mexico, Central America and Australia. Thirty to forty men are employed by the Sacramento house.

H. S. Crocker Company. Few institutions if any have become more widely known throughout the State than the wholesale and retail stationery house of H. S. Crocker Company. This institution, which also operates one of the largest stationery and printing establishments west of the Rockies in San Francisco, had its inception in 1836, at which time H. S. Crocker commenced business for himself as a job printer. The building occupied and owned by this house was built for its present use and is in every way well equipped for its work. The high grade of workmanship that characterizes all work done here has been maintained in every particular far and near as leaders in their line. The Sacramento house has been under the successful management of George M. Mott for the past twenty-seven years.

Geo. E. Dierssen & Co. The above firm are importers and wholesale dealers in wines, liquors and cigars, occupying quarters at 719 J street.

Eight years ago this house succeeded to the business of George W. Casler, an old institution. Under its present management the business has been enlarged and more firmly established throughout Northern California. The trade enjoyed on their celebrated brand of whisky—"Buffalo"—is especially large. The warehouse, which is 100 feet in depth, is well stocked with choice brands of wines, liquors and cigars, a prominent feature being made of imported goods.

W. H. Jones, the traveling representative, is well known to the trade, having seen with this house and its predecessor for a number of years.

Buffalo Brewing Company. In 1888 Sacramento was chosen as the location of the above brewery. The first beer was brewed by Hugh Casey, an old institution. Under its present management the business has been enlarged and more firmly established throughout Northern California. The trade enjoyed on their celebrated brand of whisky—"Buffalo"—is especially large. The warehouse, which is 100 feet in depth, is well stocked with choice brands of wines, liquors and cigars, a prominent feature being made of imported goods.

The plant occupies an entire block, 32x320 feet, including Twenty-first and Twenty-second and Q and R streets, and comprises the brewery building proper, pneumatic malt house, ice factory and ice storage houses, bottling works, cooper house, stable and wagon sheds.

The main buildings are substantial structures, being built of brick and iron, relieved by granite trimmings, are of ornamental design and form one of the most prominent groups of buildings in Northern California. Although there are many large breweries throughout Buffalo, it is conceded by all experts that a more complete or better arranged one cannot be found in the United States. The present capacity of the brewery is 75,000 barrels of beer per annum, but the buildings are so arranged that this capacity may be doubled at any time.

The ice factory has a capacity of thirty tons of pure and clear distilled water per day, which is offered to consumers at reasonable rates. The Buffalo retains and distributes many thousands of dollars in Sacramento that formerly went to Eastern brewers. It gives employment to 100 men and pays out about \$75,000 yearly in wages, and furnishes an additional home market for hops and barley.

The Buffalo Brewing Company is one of the solid and progressive institutions of the Capital City, and is a good example of the progressiveness and business tact of many of her citizens.

City Brewery. This is the home of the famous "Gilt Edge" steam beer. Captain Frank Ruhlstaer purchased this brewery in 1881, which at that time was an old-fashioned one with a small capacity—the total output being but seventeen barrels per day. The many alterations, additions and changes that have been constantly taking place since then have transformed the City Brewery into a model plant with a capacity of 75,000 to 100,000 barrels a year.

The plant as it stands to-day has been brought to its present state of perfection through the expenditure of many thousands of dollars. The large refrigerating capacity here makes it possible for all beer to be thoroughly matured before shipment. The City Brewery is the largest steam beer plant on the coast, and its brand of "Gilt Edge" is recognized as the king of steam beers wherever it is used throughout the coast. Captain Frank Ruhlstaer takes rank with the most successful men of this section, having

the liberal methods pursued by this house has gained for it a large and successful business.

The firm is well represented on the road by Mr. Wissemann and Thomas O'Neil. The liberal methods pursued by this house has gained for it a large and successful business.

In presenting our readers with a review of the substantial business houses of Sacramento we have to note one in particular on account of the long and uninterrupted successful career enjoyed by it, being almost as old as Sacramento.

This is the wholesale liquor firm of Hugh Casey. Notwithstanding the great number of years of the existence of this firm, and that it has seen the commencement and retirement of almost all the business lines of Sacramento, it stands to-day one of the most progressive and energetic wholesale liquor houses in this State. So it may be truly said in comparison with all lines of business in this city that the wholesale liquor firm of Hugh

Casey may justly claim exclusive right to the title of ancient and modern for his business house. By close personal attention to business he foresaw the advantages to be secured as a business by becoming a producer in his line of business. With him prompt action on good business ideas is a strong characteristic. Accordingly, he made a trip to Kentucky a few years ago and secured a controlling interest in one of the most extensive and popular distilleries in that whisky-producing State, thereby enabling him to conduct an extensive business in almost every State in the Union, and with profit to his customers, for the reason that they have their whiskies shipped direct from the distillery, thus avoiding the cost of shipment to Sacramento and drayage, reshipment and handling, all of which forms an item of considerable expense both to the wholesaler and retailer. All these unprofitable expenses are avoided in the wholesale liquor trade. The warehouse, which is 100 feet in depth, is well stocked with choice brands of wines, liquors and cigars, a prominent feature being made of imported goods.

Waterhouse & Lester. This well-known house, which was established in the fifties, is one of the largest on the coast. This institution, with headquarters in San Francisco, and extensive branches in San Jose and Sacramento, has, during its forty odd years been aggressive and foremost in this line. The buildings in Sacramento—H. I. Lightner, local manager—are situated at 709 to 715 J street, with a frontage of 120 feet, a depth of 140 feet, with an L of 75x75 feet running through to Seventh street, of four floors. The stock consists of hard wood lumber, iron, steel, coal and wagon and carriage materials. An extensive wheel factory is also operated, which is in charge of H. W. Bragg.

This institution finds a market for its goods throughout the coast, including Alaska, also Mexico, Central America and Australia. Thirty to forty men are employed by the Sacramento house.

H. S. Crocker Company. Few institutions if any have become more widely known throughout the State than the wholesale and retail stationery house of H. S. Crocker Company. This institution, which also operates one of the largest stationery and printing establishments west of the Rockies in San Francisco, had its inception in 1836, at which time H. S. Crocker commenced business for himself as a job printer. The building occupied and owned by this house was built for its present use and is in every way well equipped for its work. The high grade of workmanship that characterizes all work done here has been maintained in every particular far and near as leaders in their line. The Sacramento house has been under the successful management of George M. Mott for the past twenty-seven years.

Geo. E. Dierssen & Co. The above firm are importers and wholesale dealers in wines, liquors and cigars, occupying quarters at 719 J street.

Eight years ago this house succeeded to the business of George W. Casler, an old institution. Under its present management the business has been enlarged and more firmly established throughout Northern California. The trade enjoyed on their celebrated brand of whisky—"Buffalo"—is especially large. The warehouse, which is 100 feet in depth, is well stocked with choice brands of wines, liquors and cigars, a prominent feature being made of imported goods.

CENTRALITY OF MARKET.

The more central a market, the greater the advantage to consumer and to buyer. Sacramento is the most central market place in the State for the largest consuming territory. Its advantages are all those of the law of centrality.

It saves to the buyer in time, cost of shipment and rapidity of delivery. This is one of the strongest of Sacramento's trade claims, that it receives orders so that they may be filled and the goods dispatched, in the main, on the same day. Its nearness saves to the buyer a large mileage cost; that is an important factor in business.