

THE GEOGRAPHICAL FINANCIAL DISTRIBUTING CENTER

WHOLESALE MANUFACTURERS AND JOBBING MERCHANTS

who Make Charlotte the Trading Center of the Carolinas T. C. NEAL, Editor. Phone 78.

THE COMMERCIAL INDUSTRIAL MANUFACTURING CENTER

COLOMBIA OFFERS BIG MARKET FOR SOUTHERN GOODS

Splendid Opportunity for Business Suffering Home Depression, Says Native.

"Columbia is a land of comparatively undeveloped and remarkable possibilities for American business," stated Antonio Freyle in a recent interview.

permanent and ever-increasing wealth, Colombia should attract business from the four corners of the earth, and Atlanta and the southeast certainly is entitled to her share if her business men will but ask for it.

"American business received a considerable setback in Colombia when the Panama revolution, for which we held your country responsible, caused the severance of this important province from our territory. However, the recent action of the United States Congress to appropriate funds reimbursing us for this loss, has done much to restore a friendly feeling between our two countries, and with the increased respect and admiration which your participation in the world war engendered, we look toward the United States with true brotherly regard and want your trade just as you want and need ours.

"Europe Cannot Supply Needs. "It is a most opportune time to open relations with our business men. Europeans, with whom we formerly traded, and not yet producing sufficient to meet our needs and the time for southern manufacturers to get into this field is before the British, French, Dutch and Germans have again become solidly entrenched. It seems to me that the big market thus afforded should particularly attract your manufacturers, as business here in Georgia seems to have slumped so during the recent crisis.

with due regard to the size of packages in question, and other factors that do not especially concern one in making shipments from Atlanta to Savannah, for instance. However, there are ways and means of accomplishing an object where there is a need, and there is certainly a very definite need for many products raised or manufactured right here in Atlanta and the surrounding country.

"We need manufactures of cotton and ready-made clothing, blankets, paints and varnishes, cement, structural steel and other building materials and supplies, barbed wire and other fencing, hardware, arms and ammunition, fancy goods, chemicals, crockery and chinaware, household utensils, canned foods, safety matches, stationery and other paper, drugs, pharmaceutical products, musical instruments and a great variety of miscellaneous manufactures. There is especially an urgent need for farm machinery. Your tractors of vintage, in need of repair, and great areas of plain that will yield fortunes at the turn of a plow. We need modern farm implements and tractors. We need road construction machinery and railway materials. And I could go on to list many other things.

Mr. Freyle came to the United States several years ago for the purpose of studying English and perfecting himself with American business methods. He has advised The Constitution of his interest in conferring with parties looking toward the United States for business methods. He has advised The Constitution of his interest in conferring with parties looking toward the United States for business methods.

To The Wholesale, Jobbing And Manufacturing Interests Who make possible Charlotte's great marketing facilities, it is a pleasure to offer our best wishes for a happy holiday season, and a prosperous New Year. The Charlotte Observer

TO SELL GOODS TO SALESMEN A firm conviction on the part of the salesman that the goods he sells are honestly what he represents them to be, goes a long way in helping him to convince the man he is trying to sell.

Merry Christmas McAULEY, GARRISON & HOPKINS 313-315 E. Trade. Phone 143.

Merry Christmas To our customers and friends we wish happiness for the holiday season L. S. Sloop & Co. 43 South College Street. Phone 192-193.

International Dan Patch Special Horse Feed In saw-tooth border bags.

"STANDARD" CONCRETE MIXERS. "NOVO" ENGINES Tucker-Kirby Hardware Co. CHARLOTTE, N. C. Distributors Sales Agents for THE STANDARD SCALE and SUPPLY COMPANY PITTSBURGH, PA. Contractors' Equipment, Supplies and Scales CEMENT ROOFING Repair and Service on Gasoline Engines Office and Warehouse Corner West 9th St. and So. H. St. Phone 4390.

Mr. Merchant— Let Us Quote You Prices on Overalls and Work Shirts A Garment of Quality Coast Brand Overall Company Office: 1218 Realty Bldg. Charlotte, N. C. Factory: Hickory, N. C.

WHOLESALE GROSS TO RETAIL TRADE Relations Between Retailer and Wholesaler Never in Greater Need of Co-Operation Than Now.

(Editor's Note—The recent decision of a large manufacturer to eliminate the jobber from his selling plans is the background for this article from C. B. Stuart, vice president of the N. K. Fairbank company, telling of the advantages of the jobber to the dealer. Mr. Stuart, as an official of the company that manufactures Fairy soap, Gold Dust and other well-known household necessities, is in a position to speak with authority. His comments are of interest.)

BY C. B. STUART, Vice President N. K. Fairbank Co. Wholesale grocery functions with retail grocers in much the same way as banks in the industrial world. But, instead of loaning money, they loan merchandise. The capital of the average retailer is not sufficient to enable him to pay immediately for all goods purchased. If he was forced to do business on that basis, his stocks would be cut down to a point that would practically prohibit his continuing.

Wholesale grocers sell to retailers in the smallest possible quantities. The little corner grocery can buy a case of this and a box of that; in this way always keeping stocks well assorted and complete without a large investment. The jobber who functions on the right basis is really the balance wheel of the grocery trade. He is the reservoir into which are poured great quantities of manufactured products which are later doled out to thousands of retailers in quantities that can most readily be absorbed.

The retailer depends upon the jobber to watch the business barometer—to keep him posted on price fluctuations, on new brands and lines and on general conditions in this trade. And the wholesale grocer does this and much more, receiving for the service rendered a modest margin of profit which would not enable him to exist were it not for the volume of business handled.

Were it not for the jobber and the help he gives them, many thousands of grocery stores all over the country would be forced to close up. Without the backing of the hope to compete against the keen competition of chain stores, mail-order organizations which are practically unlimited capital at their command.

There are about 4,000 wholesale grocers of this country and they "travel" from 20,000 to 40,000 salesmen. These men sell the output of hundreds of different manufacturers. Think what it would mean if this vast selling "force" was eliminated! How can it be possible for even one manufacturer, no matter how large or well equipped, to duplicate it, his own organization a selling force as strong and efficient as that of the combined wholesale grocers? The salesmen of the jobbers blanket the country from coast to coast. They call at frequent intervals on every retailer, no matter how small he may be or where he may be located. They are an economic necessity to both the retail grocer and the manufacturer. They are a vital link in the logical scheme of distribution that keeps the retail grocery business of America in the hands of many small, service-giving merchants, instead of it being dominated and controlled by a comparatively few giant corporations with chains and branches extending everywhere.

SCOTT FEED CO. Heartiest Best Wishes for the Happiness of the Season 219 West First Street. Phone 1908-1909.

MERRY CHRISTMAS and HAPPY NEW YEAR Link-Mitchell Co. Distributors 13 S. College St. Phone 108.

To All Our Customers and Friends We Wish a Very MERRY CHRISTMAS and A PROSPEROUS NEW YEAR Chas. Moody & Co. 209 S. College St. Wholesale Grocers. Phones: 141-142.

Flor de Melba MERRY CHRISTMAS HAPPY NEW YEAR National Cigar & Tobacco Co. 425 S. Church St. Distributors, Charlotte, N. C. Phone 409.

The WATT Brand The manufacturers and distributors wish their friends and customers a very joyous Christmas and Prosperous New Year Carter-Colton Cigar Company Distributors for North and South Carolina 218 S. College St. Charlotte, N. C. Phone 3206

M. D. Tindal DISTRIBUTOR North and South Carolina 352 1-2 N. Tryon St. Phone 4062 CHARLOTTE, N. C. Some Good Territory Open Phone, Write or Wire

BANKER OUTLINES RETAILERS NEEDS

"Foresight Vs. Hindsight" Title of Speech Delivered to Business Men.

In an article entitled "Foresight vs. Hindsight," sent to Mr. C. A. Williams of Williams & Shelton Co., recently, there is a lot which would be of interest to local merchants. The article consists of a speech delivered to business men by Mr. G. W. Haney, president of the Public Bank and Trust Co. of Philadelphia. The speech follows:

I am pleased to be with you once more by request and try to give you my humble opinion as to what you should do to position yourselves as they appear to me today, as well as the future and some of my thoughts are things which are unconsciously developing that the average merchant possibly does not yet see, but which I, as a banker, see clearly.

Liquidation of high prices has been in process for some months and in my opinion has about cleaned up things to a position where prices will be reasonable. As a man or merchant might overdo a thing, there is also an extreme way of undoing it then, being in just as bad a position as if he overdid it. I refer to merchants overbuying and then going to the other extreme of not buying anything. Both are gamblers and extremists.

I truly believe it is now time for the retail merchants of this country to purchase their future needs, at once, in a conservative and reasonable amount, to select the very best they can find at the price and buy the manufacturer started in the direction of beginning to employ people again. My view being that, if they do not act upon a suggestion of this kind, that the manufacturers will do some of the following things, which may be very painful to the storekeeper:

First: The manufacturer will shut down indefinitely and create such non-employment that there will be no customers for storekeepers to sell.

Second: He will create in his particular line of business, chains of stores, going to the consumer direct, under some assumed name possibly, and he will undersell the retailer, because he will be selling direct from mill to consumer.

Third: He will make it his special business to cater to such people as mail order houses and he might even go so far as to develop his own consumer mail order business.

Fourth: He will start selling his very factory to the consumers in this city by local advertising.

Each one of these five things will naturally take away the bread and butter from the retail storekeeper, and the clientele which he has worked for years to develop, he will lose overnight practically, and probably take him many years to regain it again. If you read the daily papers in some of the largest cities, you will notice that many manufacturers are running large advertisements on goods they claim were returned, cancelled, or which they produced, but could not dispose of to the dealers, and offering the consumers to come to the store and buy at manufacturing cost prices.

fill in, so as my assortments are not broken. Even though in some lines I would find I have a pretty fair amount, I would buy the necessary sizes and colors I needed to make that line complete. I would tone it up with the latest ideas. You know we all like to see the new things in season. I know most of us won't buy even a hat if her milliner doesn't show her an assortment of new up-to-date styles. I would be ready when the new season opened to welcome the most critical prospect. I would be prepared for him so that he wouldn't walk out of my store saying: "Well, I'll go down the street to Smith's. They seem to have a fresher looking and more attractive line of goods for sale."

I hope that my few words to you will not be thrown aside and wasted, but will really bear fruit. I feel that retail buyers, by starting in to purchase their future needs, will eliminate the first five possibilities of creating competition against themselves, which is bound to come, and come quick, unless they do act. I want to finish my final remarks with these few words, stating, if I were a storekeeper, I would prepare in advance my purchases, so as to have the right goods at the right time. I mean to be conservative in the amount of goods I would buy, but not that extremely conservative so as to retard my own possibilities of being ready to do business at the reasonable times, when business always can be done.

HAVE YOU SEEN "DINTY?"

We Extend the Heartiest of Best Wishes to All Our Friends and Customers for this Holiday Season Hackney Bros. Company Plumbing, Steam and Hot Water Heating No. 6 and No. 8 West Fifth St. Phone 293-294

Merry Christmas It is indeed a pleasure on the part of our organization to express our appreciation of the business given us in the past year, and to wish our friends and customers a happy holiday season and a prosperous New Year.

Payne's Auto Works 26 E. 6th St. Phone 3768.

HARDAWAY-HECHT COMPANY offer THE SEASON'S GREETINGS AND BEST WISHES

MERRY CHRISTMAS and HAPPY NEW YEAR Carolina Motor Express Lines Charlotte-Salisbury Charlotte-Albemarle-Badin Charlotte-Greensboro Charlotte-Statesville Charlotte-Monroe Phone 4038.

Mr. Traveling Man We Are General Headquarters for Traveling Bags, Brief-Cases, Etc. Our stock is of the finest quality in the South—one you can select your needs from knowing that you can get the best at the lowest price for quality. MELLON'S Second Floor.