THE **GEOGRAPHICAL FINANCIAL** DISTRIBUTING CENTER

WHOLESALE MANUFACTURERS AND JOBBING MERCHANTS

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.

"Colombia is a land of comparaness," stated Antonio Freyle in a has spent several years in the United States, and expects to return shortly to South America. "It is a most opportune time to "With an orea," he said, "approxipopulation of over five million, Co-lombia's rapidly forging ahead as a world market of consequence. Her purchasing power is large and is steadily increasing with the de-solidly entrenched. It seems to me velopment of native resources. Gold that the big market thus afforded platinum, emeralds, coal, petroleum, should particularly attract your platinum, emeralds. coal, petroleum, should iron ore and other minerals con-manufa stitute a substantial proportion of stitute a substantial proportion of her wealth. Colombia ranking first in the world's production of emeralds and second in plat num. Added to this is a fremendous output of rubber, hides, beef, fruits, coffee, sugar cane, tobacco, cocoa, vegestable ivory and other products of soil, forest and plain. Colomb an coffee is better known in European capitals, where it is highly prized, than in the United States, where it is many instances, onto barges in many instances, onto barges in than in the United States, where it

the earth, and Atlanta and the southeast certainly is entitled to

"American business received considerable setback in Colombia tanly a very definite need for many when the Panama revolut on, for which we held your country responsible, caused the severance of this important province from our territory. However, the recent acand ready-made clothing, blankets, tion 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 chemicals, crockery and chinaware, tively undeveloped and remarkable which your part cipation in the possibilities for American busi- world war engendered, we look tothe household utensils, canned foods to-safety matches, stationery and ward the United States with true other paper, drugs, pharmacoutical brotherly regard and want your products, musical instruments and ness," stated Antonio Freyle in a brotherly regard and want your recent interview. Mr. Freyle is an trade just as you want and need

mating half a million square miles

which is more than twice that of
the former German empire—and a

ducing sufficient to meet our needs Europeans, with whom wa

than in the United States, where it is known only among a few, although it ranks second in the world's production.

"With such a foundation for a second by the control of world's production.

"With such a foundation for a cessitates greater care in packing

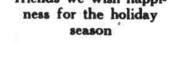
EXPORTED THE PROPERTY OF THE SECOND S Merry Christmas

McAULEY, GARRISON & HOPKINS

Merry Christmas

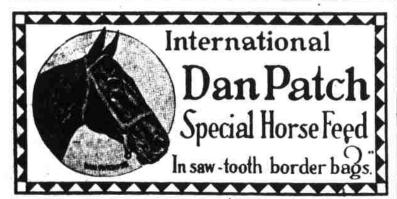


To our customers and friends we wish happiness for the holiday



43 South College Street.

L. S. Sloop & Co.



"STANDARD" CONCRETE MIXERS.

Tucker-Kirby Hardware Co.

CHARLOTTE, N. C. Distributors

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. R. R.



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Overalls and Work Shirts A Garment of Quality

Coast Brand Overall Company

Offices: 1218 Realty Bidg. Coast Brand Overalls. Factory: Hickory, N. C.

permanent and ever-increasing with due regard to the size of wealth, Colombia should attract business from the four corners of factors that do not especially concern one in making shipments from Atlanta to Savannah, for instance. her share if her business men will but ask for it. However, there are ways and means of accomplishing an object where there is a need, and there is cer-

Georgia seems to have slumped so during the recent crisis.

manufacturers, as business here in

products, musical instruments and a great variety of miscellaneous

manufactures. There is especially ap urgent need for farm machinery. Vast tracts of virgin tember land

await development and great areas of plain that will yield fortunes at

the turn of a plow. We need mod-

ere farm implements and tractors

We need road construct on machin

ery and railway materials. And I could go on to list many o'her

Mr. Freyle came to the United

States reveral years are for the purpose of studying Engils, and

fam' arizing himself with American business methods. He has ad-

things

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 wholesaler to the dealer. Mr. Stuart, as an official of the company that manufacturers Fairy soap, Gold Dust and other well-known household ne cessities, is in a position to speak with authority. His comments are

BY C. B. STUART.

Vice President N. K. Fairbank Co.

Wholesale grocers function 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 retail grocer would no be 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 pracically prohibit his continuing

Wholesale grocers sell to retailers in the smallest possible quantiies. The little corner grocery can buy a case of this and a box of hat; 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 ab

sorped.

The retailer depends upon the job-ber to watch the business barometer to keep him posted on price fluc-tuations, on new brands and lines and on general conditions in this

And the wholesale grocer does this 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 grocers them. ands 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-or-ganizations which are practically unimited capital at their command.

There are about 4,000 wholesale recers of this country and they ravel from 30,000 to 40,000 salesravel from 39,000 to 40,000 sales-men. These men sell the output of hundreds of different manufacturers. Think what it would mean if this cast seiling force was eliminated! How can it be possible for even one manufacturer, no matter how larke or well equipped, to duplicate it his

own organization a selling force as strong and efficient as that of the ambined wholesale grocers?

The salesmen of the jubbers blanket the country from coast to coast. They call at frequent intervals on every retailer, no matter low small every retailer, no matter how he may be or where he may be lo cated. They are an economic neces sity to both the retail grocer and the sity 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.

The N. K. Fairbank company ledieves that the wholesale grocery

lieves that the wholesale grocery business as a business is fundamen-tally right and economically sound. tally right and economically sound. Its tremendous growth proves this beyond dispute. By loyal co-operation and support it has aided our company in the development of business and is justly entitled to our continued support. We have announced to the wholestic grocery trade that we will in the future as trade that we will in the future, as in the past, distribute our products to the retailers through the jobbers

COHEN-WEINSTEIN. Lumberton Dec. 24.—Miss Hilda Weinstein, daughter of Mr. and Mrs. A. Weinstein of Lumberton and Samuel Avery Cohen of Chicago, 111., were quietly married in Wlmington Tuesday, December 21. The ceremony was performed by Rabbi Mendelsohn. Plans for an claborate wedding were abandoned, owing to the recent death of the

Me domination described and the second describ

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

The Charlotte Observer

TO SELL GOODS

A firm conviction on the part of sells are honestly what he repre-

he is trying to sell. bring his salesmen to th's convic-Let us say that he is eager to sell his men on the desirability of discontinuing all lines of tires.

Since this plan's adoption except one line which he considers salesmen have been selling

First of all, he assembles his salesmen for a luncheon conference. After the conference, a drive ! taken through the city and parks to the tire factory. Here the men are shown all the processes of manu-facture of the tires. Strenuous tests

K democraphed and democraphed K TO SALESMEN bility of the tires. Photographs are taken of the tests with the salesmen in the background, and these the salesman that the goods he pictures are taken in such a way as to show the preferred tire ex-celling in the tests. Such a picture

Then, after a visit through the rest of the tire plant, the men are The sales manager of one con-cern uses a very definite plan to ucts and a good cigar to smoke, while the president of the company gives a short inspirational talk. Since this plan's adoption, any previous month.

> HAVE YOU SEEN "DINTY?"

SCOTT FEED CO.

Heartiest Best Wishes for the Happiness of the Season

219 West First Street.

Phone 1908-1909.

We take this opportunity to offer to our patrons as well as our fellow jobbers, a

MERRY CHRISTMAS HAPPY NEW YEAR Link-Mitchell Co.

Distributors

13 S. College St.

Phone 108.

MERRY CHRISTMAS

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.

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 Charlotte, N. C. 218 S. College St.



For Farms

and Small Towns

M. D. Tindal

North and South Carolina 332 1-2 N. Tryon St. Phone 4062 CHARLOTTE, N. C.

Some Good Territory Open

Phone, Write or Wire

livered to business men by Mr. G. W. Haney, president of the Public Bank & Trust Co., of Philadelphia. The speech follows:

Business Men.

BANKER OUTLINES

developing that the average mer-chant possibly does not as 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 sents them to be, goes a long way enables a salesman actually to show things to a position where prices the customer that he was an eye-will be reasonable. As a man or witness to the test. there is also an extreme way of un-doing 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 firmly believe it is now time for

once, in a conservative and reason-ble amount; to select the very best they can find at the price and get the manu acturer started in the di rection of beginning to employ peo-ple 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 manu'acturer 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 specila 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.

Fifth: He will develop and invite and help to create commisary stores in the large factories and the wholesale houses of the country who will sell the employes in their

place.
Each one of these five things will naturally take away the bread and butter from the retail store-keeper, 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 you will notice that man manufacturers are running large advertisements on goods they were returned, cancelled, or which they produced, but could not dispose of to the dealers, and offering the consumers to come to their shop and buy at manufacturing cost

I know, personally, of several big oncerns that did this, and it was concerns that did this, and it was amaxing to them how much goods they were able to sell to consumers in their own towns, and the encouragement and satisfaction they received from these sales to the consumer is making one of them seriously consider to continue this indefinitely as a future business proposition. It is quite natural if this is the experience of one of the two which I know, there must be many others who have similar exmany others who have similar ex periences and there will be plenty of manufacturers to copy them.

It is quite natural that the con-suming public would prefer to buy direct from a manufacturer, if they can save the middleman's profit and they will absolutely respond in a large way if many manufacturers go after them.

One of the customers of our bank, a manufacturer, related to me that a few of his accounts had written his few of the customers.

ten his firm stating under the present s.tuation they thought it for the best to buy from him when the season was on, etc. Now, gentlemen, this manufacturer also tells me that it takes from two to three months for him to prepare and manufacture his orders and that when such cus-tomers do come to him they will be unable to select or pick up proper merchandise from him, for that matter, from any other manufacturer in his line. He says, what will be left for these tardy merchants to buy? Only the undesirables, which no one else want-ed, or else they will get their goods six to ten weeks after the season has opened, too late to cash in on the early bus ness. It mean show the same thing as if a merchant waited too long to pute no c. c. for straw hats and then received them the latter part of July, in-stead of the first of May. You know how much business he would

what good is an order placed too late to be in time for seasonable delivery, at a low price, when the goods are delivered at a time when passed. It is better, far better, to pay a little more and have the necessary goods on hand in time to sell them when the real demand is

on. The merchant who has vision and who keeps his stock fresh, at-tractive, and complete always gets the business. The other man, who is guided only by his fears, gets a harvest of disappointment, and reharvest of disappointment, and reminds me of the old saying of some
men: "When I make up my mind.
I can't be budged—I'm as hard as
steel." Such men don't realize that
the very best quality steel, that
which is the best tempered is that
which bends both ways.
If I were a merchant I know that
I would make a thorough inventory

I would make a thorough inventory of my stocks right now. I would see that my stock in all lines was If I carried over goods from last season, I would be sure to

FUNDAMENTAL LESSONS fill in, so as my assortments are not broken. Even though in some lines I would find I have a pretty fair

To train new employes in the RETAILERS NEEDS amount, I would buy the necessary sizes and colors I needed to make amount, I would buy the necessary methods of the business is the purpose of the classes held once every that line complete. I would tone six months by the Massachusetts it up with the latest ideas. You Mutual Life Insurance company. All "Foresight Vs. Hindsight" Title thow we all like to see the new things in season. I know most vice of the company for six months wives won't buy even a hat if her fored. milliner doesn't show her an assort-ment of new up-to-date styles. I Eac

Each course is divided into eight

In an article entitled "Foresight would be ready when the new seat was thindedght," 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.

We ment of new up-to-date styles, I would be ready when the new seat would be ready when the new seat take the answer to the question: "What is a policy?" "A policy is a pared for him so that he wouldn't walk out of my store saying: "Well, pill go down the street to Smith's.

They seem to have a fresher look-line and more attractive line of lis an intangible, legal right to receive certain benefits. Pinning the words to you mind to the conception that a policy. elementary lessons. For instance, take the answer to the question: I hope that my few words to you mind to the conception that a policy will not be thrown aside and wasted, but will really hear fruit. I feel everybody something to start with. Gentlemen:

I am pleased to be with you once more by request and try to give you my humble viewpoint of things as they appear to me today, as well as they appear to me today, as well as are things which are unconsciously developing that the average merwith these few words, stating, if I traced in this way is easily covere a storekeeper. I would prepare in advance my purchases, so employes, and executives.

as to have the right goods at the right time. I mean to be conserva-tive in the amount of goods I would And employe who has attended buy, but not that extremely conservative, so as to retard my own possibilities of being ready to do business at the seasonable times.

The Wise Fool.
"Few men know themselves intimately," observed the Sage.
"No wonder," commented the
Fool. "Most people have little use
for disagreeable acquaintances."

We Extend the Heartiest of Best Wishes to All Our

when business always can be done.

HAVE YOU SEEN

"DINTY?"

Friends and Customers for this Holiday Season

Hackney Bros. Company

Plumbing, Steam and Hot Water Heating Phone 293-294 No. 6 and No. 8 West Fifth St.

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 pro-

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

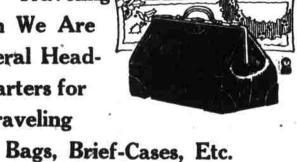
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Charlotte-Monroe

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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

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