

CLEVELAND LEADING PROSPERITY MARCH

War Orders Started Money Pump—Now Running on Domestic Business.

BANK CLEARINGS GROWING; BUILDING INDUSTRY HUMS

One Manufacturer to Build Garage for Men Who Go to Work in Their Own Cars.

CLEVELAND IS SURE OF GOOD TIMES AHEAD

The manufacturer is building a garage for his workmen.

More building going on and fewer men out of work than a year ago.

War orders started the money pump, but now it runs on domestic business.

Trade in women's clothing shows that labor is probably employed.

Largest greenhouse in the state has just finished its winter vegetables.

Bank clearings, post office receipts and telegrams sent are growing.

Buyers putting in orders for six months ahead in some lines.

Largest ore docks in the world to increase ore handling capacity.

Collections continually getting better in every line to report.

BY HERBERT CORRY.

CLEVELAND, OHIO, January 19.—Here is a glimpse at the good times they are expecting in Cleveland. A manufacturer came into the office of the secretary of one of the commercial organizations.

"I'm tired," said he, slumping into a chair. "Been out buying land."

The secretary knew that he had doubled the capacity of his factory a few months ago.

"Not going to build another factory, are you?" he asked.

"Not a factory," said the manufacturer, heavily. "A garage for my men." He seemed to feel this was not sufficiently illuminating. "To keep their cars in, you know," he added.

Land for a garage for factory workmen must necessarily be about as costly as the land for the factory itself. Factory workmen who ride to work in cars, must be making good money. Before they buy cars they must be pretty certain of continuing to make good money.

"We've got to do it," said the manufacturer. "All of us fellows. Before long cars will be selling at \$250, and every mechanic who is worth his salt will have one. Then the boss who offers garage facilities can keep his men. The other man can't."

Other towns suggest that war money millionaires are as common in Cleveland as field hands in Georgia. Cleveland residents the suggestion.

"Some speculators made money on war bonds," Cleveland bankers say. "Many concerns have made a great deal of money out of munitions. But we do not expect any more good money. The war orders did not flush Cleveland with money. They just helped us to get started after the let-down."

War Contracts Started Movement.

The practically universal testimony here is that 1916 promises to be the best year in the history of Cleveland. Good times are coming. But good times are not here yet. They might not even be on the way if it had not been for the war money.

"We were hit hard in the winter of 1914-15," Cleveland says. "There were more men out of work than we are accustomed to. We gave away more flour, coal and blankets than is our habit. The spring opened badly. It looked as though the well of business had dried up."

Then—just as in other towns—the war orders began to come in. They revived the parts of that business well. Perhaps Cleveland got under way somewhat earlier than the other towns, for she rather specializes in iron and steel and it was iron and steel that fighting Europe wanted. But those early orders were not all for fighters' use. Cleveland specializes also in parts for automobiles, which parts go to Detroit. She did a thriving business in them, too. Detroit's automobile business has never been so great. And Detroit insists to the importer that she has been selling pleasure cars—trucks for the soldiers' badly at all.

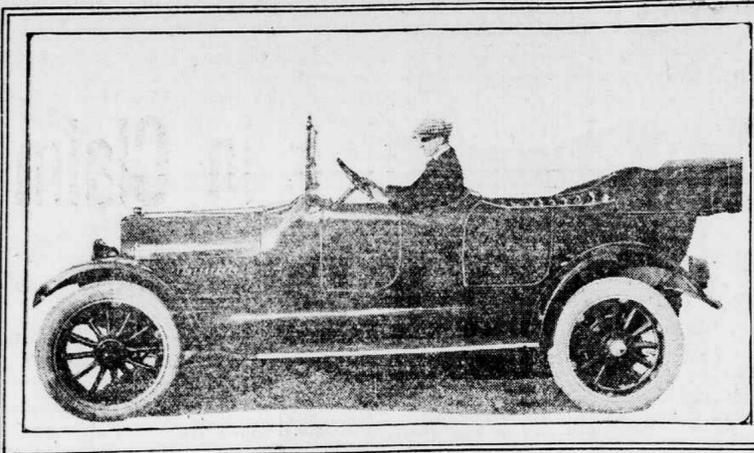
The line on the business chart here is still rather irregular, they say in Cleveland. "Some of our industries are running at their theoretical capacity, which is rarely done even in the best of times. Other lines are still below normal. The point is that an improvement is in sight everywhere. The war order millions got this country's business started. We attended to the rest ourselves."

Clothing Factories Busy.

What was shown by the factories in which women's clothing is made. Only two—on three—other towns in the world make as much women's clothing as Cleveland does. It depends on the way you figure. In Philadelphia they figure Cleveland fourth. In Cleveland they can prove they rank the quicker city. Strangers to either locality are inclined not to start the topic of conversation. It just wastes time. In any case Cleveland boasts, and with good reason, of the character of her factories. They are bright, sunny, well arranged, and safe.

The clothing trade was very slack

NEWCOMER IN LOCAL MOTORING CIRCLES.



JOHN MURIE IN HIS SIX-CYLINDER REO TOURING CAR.

until two months ago," the manufacturer said. "The war did it."

The clothing made in these great factories is, of course, of the less expensive sort. It is very largely bought by the women whose incomes have not faint relation to common earnings. The rich woman argues that it is her duty to buy pretty gowns at full times. The other woman may have as keen a sense of duty, but she quite unable to buy the gowns. She doesn't begin to replenish her wardrobe until her husband has been at work for a good many weeks. Sometimes there are debts to be paid up and installments to be straightened out, and always a little war fund to be laid away as a protection against the unknown future.

"Now we are catching up," the manufacturer says. "The old man of a good many hundred thousand households has steady work again. That old man is pretty wise as a rule. He can smell hard times as far away as a banker. Every week our sales are increasing. It means that the old man is satisfied with the outlook."

The chamber of commerce in Cleveland keeps a careful thumb on the business pulse. Its members furnish desired information to the statistical department in a rather unusual spirit of mutual aid. During the last three months of 1915 gloom was thickening everywhere.

"Let us look into this," said the officer of the chamber. "Let us see if conditions are as bad as people say they are."

During those three months manufacturers who employed almost one-half of Cleveland's wage earners furnished elaborate reports to the chamber's statisticians. A digest of these reports, with a brief suggestion as to the moral to be drawn from them, was furnished to the members of the chamber. Conditions were frankly bad. The reports were continued for the first three months of 1916. Then they were discontinued.

When Improvement Began.

"What was the use?" said the secretary of the chamber. "Business had so improved that every one could feel it. Why waste time reporting that fact?"

The improvement was a general and progressive one in every line. Inventory did suffer greatly in Cleveland, although toward the end of 1915 retail collections were hardly more than 65 per cent, as against a 100-per cent perfection. One assumes that Cleveland retail purchasers are convinced optimists. Wholesale collections were held back by weather and harvest conditions, but of late have been excellent. The labor market is not invariably a test of conditions for Cleveland there are certain seasonal trades—such as the lake seamen's and builders—which

are on the loose in winter, no matter what business conditions may be. But in November of 1915 there were 1,000 fewer applicants for work than in the same month a year ago. Four and one-half times as many jobs were offered, and three and one-half times as many men were placed. It must be remembered, too, that in November, 1915, times were not really bad. Cleveland manufacturers are not yet taking "the long look ahead" at their export trade. They are too busy. Few of them have time to spare from making money. They will pass resolutions about our merchant marine and the \$200,000,000 that goes annually to pay freight charges in foreign bottoms. But they are not worrying over the situation. Only here and there a man is found who for years has been making a snug thing out of the export business.

"I shipped my son-in-law to South America," said one man, "to get rid of him. I couldn't listen to any more of his talk about art and nuances. That's how I came to learn something of the export game."

Art Won in South America.

It appears that the South American merchant does not rush his business fences as we do. The man who could talk art and cadences and motifs made a tremendous hit. He was invited to all the best homes. Merchants bought of him recklessly in order to get a squirt at life upon a higher plane.

"I sent another guy to South America the other day," said the father-in-law. "He started in to tell me what a corking salesman he is."

"Never mind that stuff," I said to him. "I don't care what you know about business. How do you stand on art?"

If Cleveland ever does get started on the export game, however—started in the big way in which it must be handled—she may be expected to make things jiggle. Her men don't take off their hats in any one's office. Not long ago a Cleveland manufacturer was talking to one of New York's greatest bankers. The Cleveland man said that employers in the west are beginning to wake up.

"It is not merely that we feel we may have to give our employees a larger share in the profits of our undertaking," said he, "but we believe it is theirs by right. We can see a great change for the better under way in the relations of capital and labor."

The New York banker frowned heavily.

"That is very radical talk," said he, impressively.

"That is just straight talk," said the Cleveland man. "You people in New York forget that the bulk of this country's business is done west of the Hudson river. You are our errand boys—and we tip you well for it. But don't

try to frown at us. We don't like that in errand boys."

Cleveland Flush Now.

By the three tests of prosperity—capital employed, the value of projects and the number of men at work—Cleveland is flush right now. Her building expenditures are increasing monthly. So is the number of her real estate transfers. Reports thorough the state of Ohio show that many new corporations are under way in 1916, that the demand for labor is constant-

ly increasing, and that bank clearings, post office receipts and number of telegrams sent—an almost unflinching measure of prosperity—show a decided tilt upward. Then Cleveland's little neighbors—Ashtabula and Conneaut—must not be forgotten. The one has the largest ore docks in the world. The other handled more tons of ore the past year than ever before.

"It's easy enough to handle ore," said the dock captain at Ashtabula. "We did pretty nearly 7,000,000 tons this year. Conneaut did 7,767,000 tons. But these modern machines will strip a steam freighter in four hours."

At both towns they are junking ore-handling machines with a capacity of twenty-five cars an hour to make room for newer machines which can load sixty cars an hour. Ashtabula held a community Christmas in 1914. This year Ashtabula couldn't find men enough to handle the mountains of ore that were piled on her docks. One of the convincing evidences that money is plenty is furnished by the largest winter greenhouse in this part of the world. There are acres under glass.

"Odd there should be such a demand for flowers hereabouts."

"Not flowers," said the boss. "Fancy vegetables. Folks hereabouts eat 'em so fast I hardly get a chance to grow flowers."

Tire Concern Opens Branch.

The Jones-Kessler Rubber Tire Company, 665 E. street northwest, has opened a branch store at 1521 14th street northwest with a complete vulcanizing and tire-repairing plant. In addition to this line of work, the company will carry a full line of automobile supplies and accessories. The company will represent the G. & J. Marathon and United States tires.

To Consider Library Control.

The recommendation of the District Commissioners that they be given authority to make all appointments, promotions and removals in the Public Library is to receive the attention of the committee on Public Library of the Board of Trade at a meeting called for 10 o'clock tomorrow afternoon.

VALUE OF GOOD ROADS IS FIXED BY SERVICE

Highways Which Benefit Greatest Number Entitled to First Consideration.

Missouri, Having Caught Step With the Procession, Offers an Object Lesson.

"That all the roads of a state cannot be improved simultaneously and that the most used arteries of communication command priority, is again exemplified in Missouri, where at Sedalia the Permanent Road Improvement Association was recently organized. Thirty cities of the state, including St. Louis and Kansas City, were represented in the meeting, the keynote of which was the great value to the commonwealth of connecting its centers of population and at the same time providing for ultimate attention to the feeder roads which will fit into the most important highways. The Permanent Road Improvement Association believes that there should be a logical federal co-operation with the several states, with federal money utilized with state money in the building of the postroads which must accept the greatest burden of traffic," says a bulletin

of the American Automobile Association. Representative William F. Borland of Kansas City, who has been a persistent federal aid advocate ever since he entered Congress, makes this concise comment on roads developed in Missouri, believing that it will serve as an example for other middle western states, such as Kansas, Nebraska and Iowa, with similar conditions to be answered in many southern states:

In Step With Procession.

"Missouri has caught step with the procession. Business men in all of our smaller towns and cities are interested and are working for long roads, through roads, connecting roads, cross state roads, transcontinental roads, road systems, permanent roads, 365-days-in-the-year roads—anything but wasting money in politics or pork, or the temporary upkeep of unimproved roads."

"Owing to our central position we feel that all roads lead, or ought to lead, to Missouri, and hence, if we can't be on the main line of the Lincoln highway, we can encourage the National Old Trails. Hence I have reintroduced my old trails bill in Congress. "Good roads help small towns, and they are the only phase of modern life that have that effect. Railroads and most other modern inventions kill the small town and build up the great cities, but all-the-year-round roads turn the stream of wealth, travel and business back toward the rural centers. Consequently our business men all belong to some one of the numerous road associations."

Value of Trunk Roads.

"Chairman George C. Diehl of the A. A. A. national good roads board thus comments on the enlarging viewpoint: "The organized motorists of the country have contended, in season and out of season, that the centers of popu-

lation in a state are as much in need of road connections with one another as that attention should be given the important matter of transporting farm products to the nearest market place. Indicating the growth of the national viewpoint, Maine has planned a state road system of some 1,200 miles, which is only a per cent of the total mileage, but which will serve 75 per cent of the total population.

"California's two main artery roads, from the Oregon line to the Mexican border, and the persistence of Washington and Oregon in providing for trunk line routes in roads which not only serve the locality through which they pass, but which can answer the greatest needs of the several states."

"I am not an alarmist, but through road connections must be considered as a reasonable precaution when we study what is happening in Europe. The day when fixed lines of steel will answer all transportation necessities has plainly passed."

ARRANGING FOR DISPLAY.

H. B. Leary, Jr., Will Show Full Line of Maxwell Cars.

H. B. Leary, Jr., local Maxwell representative, is completing arrangements for a special display of cars at his salesroom, 1321-21 14th street northwest, from January 31 to February 5, inclusive. The display will include touring cars, roadsters, cabs, cabs and town cars of the latest type. The exhibition will be from 10 a. m. to 10 p. m.

A feature of the display will be a cut-away Maxwell chassis, showing the moving parts of the transmission, differential and motor in full operation. The interior of the salesroom will be decorated with palms and ferns, with flowers for lady visitors.

AUTOMOBILE SHOW

At Maxwell Salesroom

Jan. 31st to Feb. 5th

DON'T MISS THIS WONDERFUL EXHIBIT

Full line of Maxwell cars on display, including

- Roadster \$660
- Touring \$680
- Cabriolet \$890
- Town Car \$940

Delivered in Washington fully equipped

Also Cutaway Chassis in Operation

Open evenings during this exhibit from 10:00 A.M. until 10:00 P.M.

Flowers for the ladies.

H. B. LEARY, Jr.

1321-23 14th St. N.W.

Souvenirs

Telephone N. 4434-4435

You Buy Proved Success in a Paige

It is Paige Policy to build sanely and safely. It is Paige Policy to market cars that are already established successes—not experiments.

Freak designs, radical innovations of all kinds find no place in the Paige Policy to give Paige Owners only the safest, sanest and soundest of design and manufacture.

In power, flexibility, ease of control the Fairfield "Six-46"—\$1295—is an ESTABLISHED SUCCESS. It throttles down to two and a half miles an hour. It leaps to a speed of sixty miles an hour at a touch of the throttle. We don't have to give a guarantee of that or even "claim" it. The American people ALREADY KNOW IT of their own knowledge.

The American people have pronounced the Fairfield "Six-46" supreme in beauty, distinction, service and quality—over and above all light Sixes.

And this magnificent seven-passenger car, in all the vital features and details of design and manufacture, has been brought up to the current day—the current hour—of motoring elegance and luxury.

Paige financial strength, Paige manufacturing efficiency, Paige popularity make it possible to offer this greater Fairfield "Six-46"—of even greater quality—at the extraordinary price, \$1295.

You must also see the new Paige Fleetwood "Six-38". We want you to FIND for yourself in this car your ideal of what a five-passenger motor car should really be. Its price is \$1050.

Paige-Detroit Motor Car Company
Detroit, Michigan

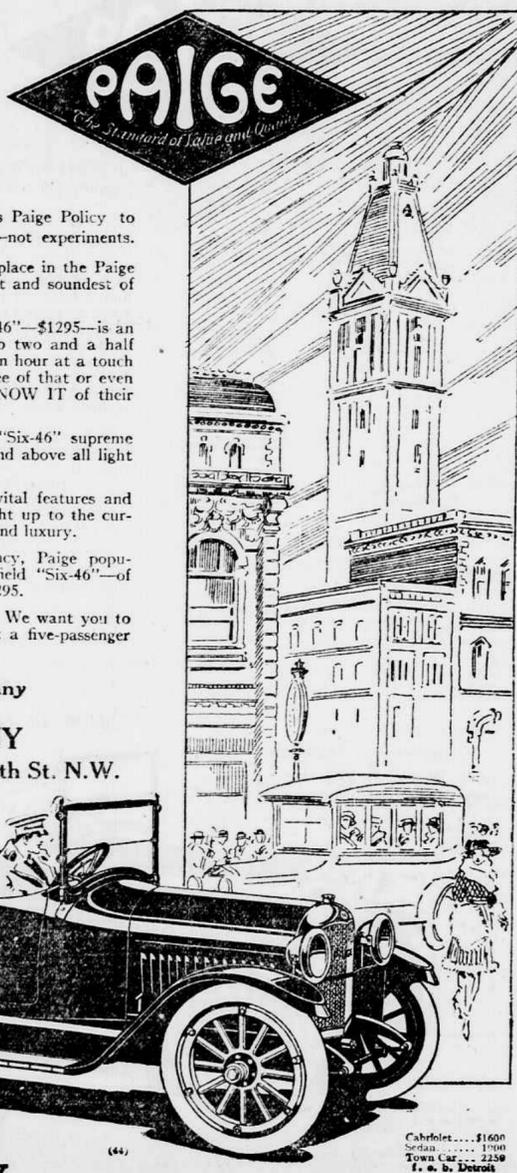
THE SELBY COMPANY

Tel. North 3749. 1805 14th St. N.W.



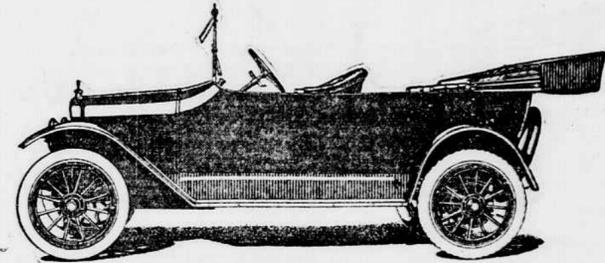
With Detachable Sedan Winter Top complete... \$1545

The Fairfield "Six-46" \$1295 F.O.B. DETROIT



Union Garage
621 G St. N.W.

Prompt Service on Road Trouble
Tel. Main 8596.



- One chassis; five body styles
- Two-Passenger Roadster \$635
 - Five-Passenger Touring Car 755
 - Touring Car (with All-Weather Top) 755
 - Two-Passenger Cabriolet 865
 - Six-Passenger Town Car 915
- Full equipment, including Electric Starter and Lights. All prices F. O. B. Detroit

Maxwell
MOTOR COMPANY, DETROIT, MICHIGAN

Cabriolet... \$1600
Sedan... 1900
Town Car... 2250
F. O. B. Detroit