

1805-1925

ARMSTRONG, CATOR & CO., Inc.

MILLINERY, SILKS, RIBBONS, HATS, MEN'S AND WOMEN'S FURNISHINGS, WHITE AND WASH GOODS, INFANTS' WEAR, NOTIONS.

13 AND 15 WEST BALTIMORE STREET

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SEEKING A SECOND-HAND TANK: One of our members is in the market for the following: Steel cylindrical horizontal tank of 3,000 to 5,000-gallon capacity, provided with, or so constructed that he can provide it with the following: Bearings for setting

in a horizontal position (if there are no bearings in it we can set it in a cradle); 3-inch tar plug valve in bottom; steam heating coil inside (or steam jacketed all or part); agitator inside (anything simple for agitating a liquid will be satisfactory); outlet at tar plug in bottom; manhole for getting into tank at top; 2-inch or bigger intake at top.

BUSINESS MATTERS OF SPECIAL INTEREST TO BALTIMOREANS

A. S. GOLDSBOROUGH, Executive Secretary.

THE EASTERN SHORE IS TOO RICH A MARKET FOR US TO LOSE OUR GRIP ON IT:

We are continually discussing the problem of increasing the volume of Baltimore's trading with the Eastern Shore. In order to accomplish this end it is quite important that we put ourselves in a position to out complete our chief competitors. One of the chief advantages claimed by both Philadelphia and Wilmington, with regard to the Eastern Shore, is the speed with which communications pass to and fro between those cities and all parts of the peninsula. Philadelphia even boasts of her ability to put her newspapers, both morning and afternoon, into the hands of the Eastern Shore readers at an earlier hour than the Baltimore papers can be delivered. In my opinion this intrusion of the Philadelphia paper is one of the most serious influences of estrangement which have invaded the Eastern Shore section. Strenuous efforts are being made by the Philadelphia newspapers to put their publications into every Eastern Shore home. We can very readily understand that when the domestic circle over there is reared in an atmosphere where Philadelphia thought and Philadelphia markets and Philadelphia business houses are persistently presented, it puts Baltimore under a very serious handicap.

From my knowledge of the Eastern Shore people I think the most important and influential factor in holding the peninsula to Baltimore and to Baltimore trading is the predominance of the Baltimore morning and afternoon newspapers over any other city's journals. It can readily be seen therefore, that the introduction of a mail service which will insure to the peninsula the arrival of the Baltimore paper, with all of its business information, ahead of our Philadelphia rivals, would be of incalculable service to us.

The Baltimore newspapers show their aggressive enterprise by taking advantage of every available facility which will put their issues promptly into every section of the Eastern Shore. But, what we want are facilities that will assure Baltimore newspaper deliveries ahead of every other city.

The natural predisposition down there is to hold on to things Baltimorean provided they can get that which comes from Baltimore on an equal, if not superior, basis to that of any other city; and this is peculiarly true of the newspapers. It can also

be seen that quick communication between buyers and sellers, in so far as Baltimore and the Eastern Shore are concerned, is certain to be a link in facilitating those business relations which will produce substantial trade.

Why can't we operate an aeroplane service to the Eastern Shore? The frequency of service and the speed of service which are assured under an aeroplane delivery will give to Baltimore one of the needful things required to enable us to out-compete our competitors. Early morning deliveries and late afternoon deliveries moving in both directions are very frequently the controlling factor which dominates the movement of trade into one market or another.

It is quite obvious that the introduction of any up-to-date facility which will tend to put Baltimore on the most advantageous business basis is something which all of our business elements should urge most strenuously. The Eastern Shore is a rich market and, what is more, the conditions are such that anyone can see without being a prophet that the future of the peninsula is certain to be richer and more attractive than the most enthusiastic optimist would dare picture. Baltimore, therefore, can ill afford not to introduce any additional means that may be helpful in retaining to herself her logical share of the Eastern Shore's riches. The Eastern Shore is preparing to spend a handsome sum in advertising and exploiting her resources, advantages and offerings. Such a campaign should bestir Baltimore to get quickly and effectively into action so as to reap the harvest of the enriched conditions down there.

It may not be uninteresting at this point to summarize what the various counties represent as potential buyers.

	Total	Represents Manufacturing
Cecil County	\$13,649,000	\$6,715,000
Caroline County	8,250,000	2,640,000
Dorchester County	11,280,000	5,450,000
Kent County	7,330,000	1,230,000
Queen Anne's County.....	8,072,000	1,156,000
Somerset County	7,956,000	2,494,000
Talbot County	7,938,000	3,041,000

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BALTIMORE, CHESAPEAKE & ATLANTIC RAILWAY COMPANY THE BALTIMORE AND VIRGINIA STEAMSHIP COMPANY

AIR LINE — FREIGHT AND PASSENGER SERVICE — BETWEEN

Baltimore and Points on the Eastern and Western Shores of Maryland and Virginia

For Information Concerning Our Service, Address R. H. SOULSBY, General Freight and Passenger Agent. BALTIMORE, MD