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### Interesting Letter From Wes Hoffman

The following letter from W. E. Hoffman, of Cape Girardeau, Missouri, to his brother-in-law, Albert Sellemeyer will be of interest to many readers.

My Dear Albert: A letter from Emma tells me that you are busy every day in the cement game.

My business is better than it was last year, while the weather has not been exactly right for the sale of rubber footwear, I find that all the dealers are feeling good over the prospects for 1923 and 24 and are buying easier because of the fact that there is more money in the country (generally speaking) and naturally business, in general, is better.

From all indications here will be an advance on all rubber goods soon. I expected it before finishing this years canvass. Many of my larger dealers are anxious to get their requirements, for a year, on paper. Some of them have written me by special delivery asking me to call as early as possible on account of the probable advance.

I wish you could be down here with me, Albert, to see some of the wonderful opportunities in different channels. Last year, being my first in this territory, was taken up so much with figuring on how to get here and there and studying my dealers who were all new to me, that I really never noticed the chances for great things to be accomplished just literally waiting for some one to grasp them.

Just this week I was away down in the southeast corner of my territory in the little town of Gideon, Mo., a place whose name is familiar to many Decatur and Van Wert people, but as for the future possibilities of this little town and surrounding country and what has already been accomplished by men from our own county and state who saw the great chance of a lifetime to be of service to a country where others failed to see it and claimed it utterly impossible to develop, to any degree of importance on account of the vast flats or swamps which seemed good for nothing except the timber which stood on it. Valuable as it was, these pioneers, from our own Decatur and Adams county, had to risk their health and in some instances, almost, their lives to accomplish what they have.

Some of the men from home who came down here with the Gideons and Andersons, Sherm says, got their feet wet soon after they arrived and they went back in disgust, saying, "They will never make it." Others at home who knew of their venture and had heard some thing of the conditions here also said the same thing

but they carried on and won. My visit with Mr. Anderson and Mr. Mumma, both insisted that I address them as Sherm and Mart and leave the mister off, was so thoroughly enjoyed that I must tell you about it.

No time, during my talk with these men, was there the least sign of evidence of self-exaltation nor egotism in words or actions which would lead any person to think they felt themselves any better or above any common ordinary good fellow—and that's just what they are, "good fellows," ready and willing at all times to be of service to their farmer neighbors—co-operating in every way possible to improve conditions, in every respect, in Gideon and community, besides being just as capable and efficient as any large business man must necessarily be to accomplish and accumulate and carry on and keep growing larger and larger as they are doing.

Can you imagine a farm in Adams county of 17,000 acres? All under one management, run by scientific methods of agriculture? That is the company farm only. Each one of the boys have their own farms besides this. I passed Mart's farm on my way in to Gideon and it's just as nice looking from the road as any you see in Adams county.

While I was there, Mart was trying to buy a carload of hogs from Sherm, but Sherm said he didn't care to sell just then as his hogs would only average about 300 pounds apiece, he wants to fatten them up a little more before he sells them.

Newt is the agricultural manager and has charge of the company farm. Last year they harvested 150 acres of cotton from which they realized \$32,000. This year they will have at least 1500 acres under cotton. They have imported many Alabama negroes to help them with their cotton and other farm work. Newt's boy Kenneth, who is now a big fellow weighing more than 200 pounds, has charge of the actual farm labor and is capable for his position, having graduated in agriculture from Columbia University.

Mart V. Mumma is general manager of the company's mammoth store. This store has few equals in the country. They have a dry good and ladies furnishing department, boots and shoes and gent's furnishing department, grocery dept., furniture, hardware, house furnishings, drug store, meat market and bank all in one building, 100x115 feet, two stories high.

They also have lumber, coal, fence wire and posts, so you can imagine the volume of business transacted with the Gideon-Anderson Co., in the course of one year.

They have another large business in lumber, of all kinds. They employ nearly 500 men in this lumber mill and sales force which comprises or include a large band mill, circle mill, stave factory and planing mill, the combined capacity of which is 150,000 feet per day. At the present time they have fifteen millions feet of lumber on stock.

Will Anderson and his son Carl have charge of the sales end of the lumber business with main offices in St. Louis, where they make their homes. Sherm and his son Ralph have the supervision and general management of the entire enterprise in Gideon with a large office force comfortably located in rooms on the second floor of their beautiful brick building. It is a busy place, but the fact that I am from Decatur, Indiana and that the store sells lots of rubber footwear, gained my admittance to the private offices of Sherm and Ralph Anderson, and to the desk of Mart V. Mumma, where all treated me with such courtesy and respect that I shall always remember them in no other than a kindly manner.

I must not fail to mention that Newt Anderson was gone on a pleasure trip to Texas and Old Mexico while I was there, but I had the pleasure of visiting in their home with Mrs. Anderson and Kenneth. They had many questions to ask about their home folk and wish to be

remembered to all their friends. Newt is vice-president of this railroad which is known as the Gideon North Island railway.

Their bank is only a little over one year old, capitalized at \$25,000, with deposits of more than \$275,000.

The town of Gideon has around 1500 inhabitants, a good high school, churches, one cotton gin and another under course of construction. They are planning on paving their main streets this year and will also build hard surfaced roads leading to and from the town. It is a live and progressive place, made so by the untiring efforts of these men who are held in high esteem by their employees and fellow citizens, as well as the most prominent people of the state of Missouri who recognize the accomplishments and their ability to further develop this rich section of country to the highest state of production, which at one time was considered almost worthless.

Forty negro families are now living on the company farm and they are kept busy the year round at first one thing and then another. Just now Kenneth is getting ready for a large Duroc hog sale which will be held on the farm on February 21st when they will offer more than a hundred head to the farmers of the community, thus encouraging the raising of blooded stock, where very little attention was given to that end of farming in former years. A hog was a hog and nothing else, to the farmer down there.

Gideon is located in Anderson township, named for the Andersons, and the school section in which it lies is the largest in the state, it contains 73 sections of land, almost as large as Washington township in Adams county.

If you ever go to Gideon you need not fear about getting good hotel accommodations and passing a dull day or two there. You will find excellent meals and a good clean bed in an up-to-date hotel called the Sherman hotel, owned by Gideon-Anderson Co., and named for Sherm Anderson. After supper you can go to the movie which belongs to the same company, and if you have time to look through one of the largest band mills in the country it will pay you to have some one take you through the one at Gideon.

If nothing happens, I am going back to Gideon in 1924 and if it is possible to do so without losing time, I will arrange to Sunday over at the Sherman hotel just for the chance to look, further, into the possibilities of this town and surrounding community.

Gideon, Mo., is one place where I believe are chances for hustling young fellows who are willing and ready to do their share for the good of all, to come out victorious in the end. Land is growing in value, cotton is being more extensively raised and farming in general, is being done along scientific lines more each year. Township, county and state roads are being built every year. Many miles of bad roads over which I have traveled last year were graded up and graveled or stoned this last summer and many more miles will be built this coming summer. It's the coming country for many fellows. Many will see the opportunity but more will miss it.

Write me occasionally in care of the Adau Ha hotel, Cape Guardau, Mo where I make headquarters. Next Saturday and Sunday I will

be in Bloomington, Ill., at a district sales convention and with Mother and Hope at Springfield. I am anxious to see them.

Kiss little Kathryn for me and tell

her I love her. With best wishes for everything good in life to you and Edna, and love to all.

I am your brother,  
WES.

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PROGRAM FOR NEXT WEEK

Matinee Every Afternoon 2:30 O'clock—Evening Show at 7 o'clock  
Saturday Matinee at 2:00 O'clock—Saturday Evening 6:30 O'clock

### Tonight:-

International News

"THE GIRL WHO RAN WILD"  
featuring Gladys Walton  
"Hello Mars," comedy, with Harry Sweet

8 Reels

10c and 25c

#### MONDAY

"THE ROSARY"  
6 reels, featuring  
Lewis Stone and  
Jane Novak

—Also—  
"Love Loops the Loop"  
Paramount-Sennett  
Comedy—Fox News  
9 Reels 10c-25c

#### TUESDAY

"THE ROSARY"  
6 reels, featuring  
Lewis Stone and  
Jane Novak

—Also—  
"Love Loops the Loop"  
Paramount-Sennett  
Comedy—Fox News  
9 Reels 10c-25c

#### WEDNESDAY

D. W. Griffith presents  
"ORPHANS OF THE  
STORM"  
featuring  
Dorothy and  
Lillian Gish

Wonder picture of  
the year.  
12 Big Reels 25c-50c  
Shows at 6:45 and 9:00.

#### THURSDAY

D. W. Griffith presents  
"ORPHANS OF THE  
STORM"  
featuring  
Dorothy and  
Lillian Gish  
Wonder picture of  
the year.  
12 Big Reels 25c-50c  
Shows at 6:45 and 9:00.

#### FRIDAY

"A PERFECT CRIME"  
6 reels, featuring  
Monte Blue  
Paramount-Sennett  
Comedy  
Fox News  
9 Reels 10c-25c

#### SATURDAY

"OUT OF THE  
SILENT NORTH"  
5 reels, featuring  
Frank Mayo  
"Foolish Lives"  
Lee Moran Comedy  
International News  
8 reels 10c-25c

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