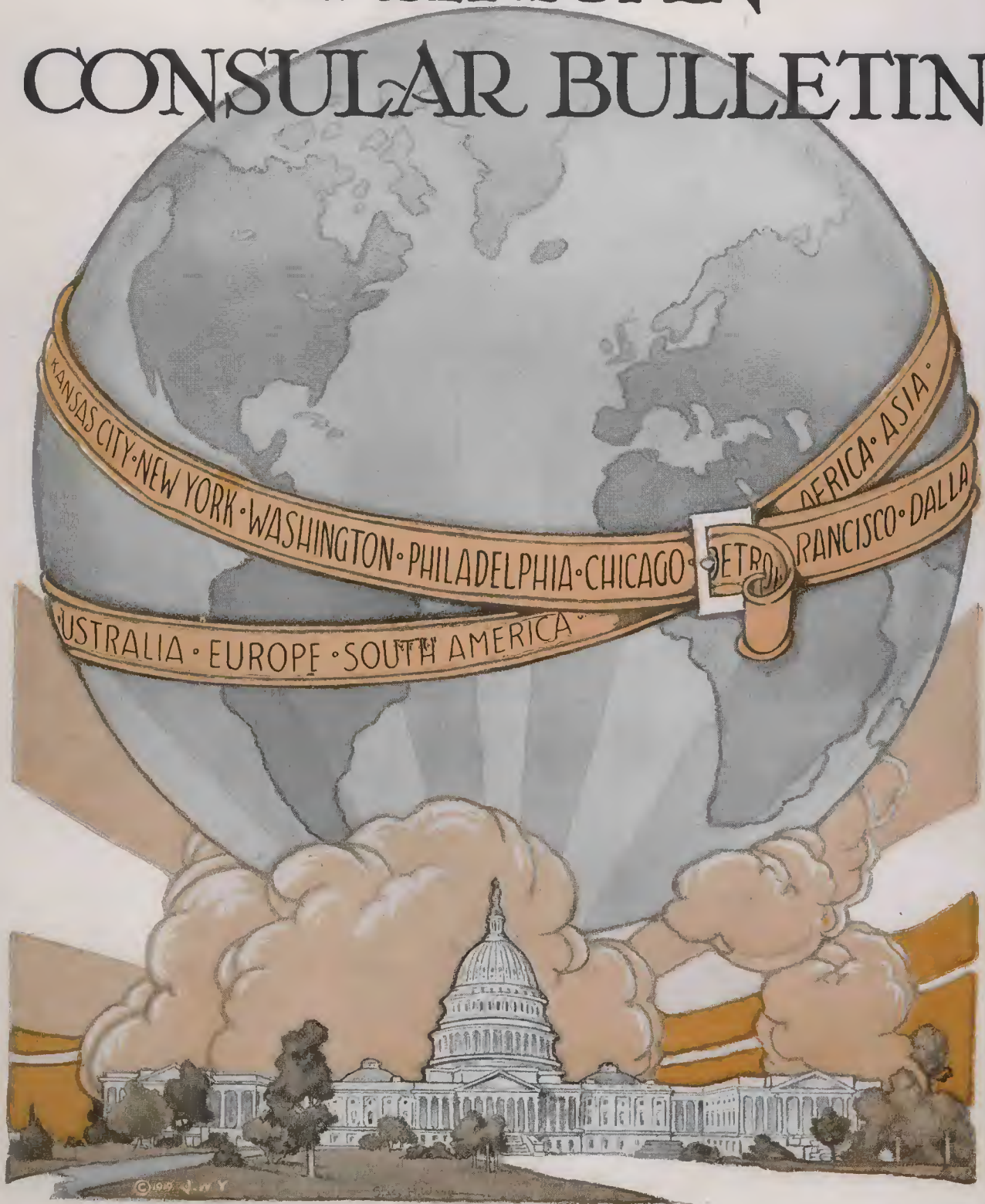


# AMERICAN CONSULAR BULLETIN



15c. A Copy

OCTOBER-1919

\$ 1.50 A Year



# AMERICAN CONSULAR BULLETIN

PUBLISHED MONTHLY WITH THE COOPERATION OF THE AMERICAN CONSULAR ASSOCIATION  
TO FURTHER AMERICAN BUSINESS INTERESTS IN FOREIGN LANDS THROUGH THE CONSULAR SERVICE.

VOL. 1

OCTOBER 1919.

No. 8



## 1919 CONSULAR CLASS OF RECENTLY APPOINTED CONSULS

TOP ROW: Mr. CLARK, Mr. WOODS, Mr. STAFFORD, Mr. BURDETT, Mr. BLOHM, Mr. WITHEY, Mr. FOSTER,  
Mr. SPAMER, Mr. MOFFITT, Mr. PLAYTER.

MIDDLE ROW: Mr. BOWMAN, Mr. McDONOUGH, Mr. MEILY, Mr. OWENS, Mr. C. I. BROWN, Mr. JARMSTRONG  
Mr. SCHNARE, Mr. DWYRE, Mr. HOGG, Mr. FOSS.

BOTTOM ROW: Mr. WILSON, Mr. CAMERON, Mr. HENGSTLER, Chief of Consular Bureau, Department of State;  
Mr. CARR, Director of the Consular Service; Mr. EBERHARDT, Consul General Class 2, (who instructed the new Consuls)  
Mr. L. V. BOYLE, Mr. GARRETY, Mr. RANKIN.

## AMERICAN CONSULAR ASSOCIATION NEWS

### SUMMARY OF INTERESTS AND ACTIVITIES OF THE FEDERAL TRADE COMMISSION IN FOREIGN TRADE

Any account of the interest and activities of the Federal Trade Commission in foreign trade must necessarily begin with the activities along these lines of the Bureau of Corporations of the Department of Commerce, the body which preceded the Federal Trade Commission, and which finally, by act of Congress, was absorbed by the Commission.

The Bureau of Corporations first directed its attention to the foreign field in connection with proposed legislation to supplement the anti trust laws, undertaken by the Sixty-third Congress, in order that it might be able, in so far as desired, to furnish information thereon to the legislative branch of the Government. Furthermore, in connection with the decision of Congress to establish a Federal Trade Commission and to grant it certain functions regarding unfair methods of competition, the Bureau made a general investigation of foreign laws regarding such competitive methods. As a result of this investigation the Bureau, in March, 1915, published a volume entitled "Trust laws and Unfair Competition." Among the chief subjects discussed in that volume are Federal anti-trust legislation, the judicial decisions thereunder, and the influence of such legislation, on forms of business organization of foreign countries with regard to combinations, and the laws and judicial decisions in the United States and various foreign countries with regard to unfair or unlawful competition.

On September 26, 1914, the Federal Trade Commission Act became law. This act which creates the Federal Trade Commission specifically provides in Section 6 (h), that the Commission shall have power:—

"To investigate, from time to time, trade conditions in and with foreign countries where associations, combinations, or practices of manufacturers, merchants, or traders, or other conditions, may affect the foreign trade of the United States, and to report to Congress thereon, with such recommendations as it deems advisable."

Being thus clothed by Congress with the authority to ascertain and report from time to time as to competitive conditions in foreign countries of the world which affect adversely the interests of American industry, the Commission undertook an extensive investigation of the problem.

The methods used in gathering information were: (1) Special Reports for the Commission from United States consuls; (2) public hearings by the Commission; (3) research in published material; (4) inquiry cards and formal schedules sent to American business and professional men; (5) investigations in this country and abroad, by the Commission's field agents. The information thus gathered and the findings of the Commission, together with its recommendations to Congress, were published in a two-volume report entitled "Report on Co-operation in American Export Trade."

The Commission found:

1. That other nations have marked advantages in foreign trade from superior facilities and more effective organizations.
2. That doubt and fear as to legal restrictions prevent Americans from developing equally effective organizations for overseas business and that the foreign trade of American manufacturers and producers, particularly the smaller concerns, suffer in consequence.

The Commission, appreciating the importance of foreign trade, and realizing the need of enabling American exporters to meet foreign competitors on more nearly equal terms in international commerce, it therefore recommended as one of the necessary steps the clarification of the law so as to permit co-operation among Americans for export trade.

In December, 1915, at the request of the President, The Federal Trade Commission undertook, under the provisions of its organic Act, mentioned above, an investigation of trade and tariff conditions in certain of the countries of Latin America. The suggestion originated with Mr. McAdoo, Secretary of the Treasury, who, as Chairman of the American branch of the International High Commission, desired definite information which would assist him

and his colleagues at the meeting of the International High Commission at Buenos Aires in April, 1916. This Commission was appointed as a result of the first Pan-American financial conference held at Washington, May 24, 1915, and consists of representatives of each of the American Republics.

The representatives of the Federal Trade Commission studied conditions in Brazil, Uruguay, Argentine, Chile, Bolivia, and Peru, and the results of their work were placed in the hands of Secretary McAdoo before he sailed for Buenos Aires in March, 1916.

Although the immediate origin of this study was the work of the International High Commission, the Federal Trade Commission has sought to make it of general utility to all those interested in the development of commercial intercourse between North and South America, and with this aim has endeavored to indicate clearly what may be done by private interests and Governments alike to facilitate and encourage it. This investigation was completed in 1916 and published under the title "Report on Trade and Tariffs in Brazil, Uruguay, Argentina, Chile, Bolivia and Peru."

As a result of the Commission's recommendations to Congress contained in the Commission's Report "Co-operation in American Export Trade" the Export Trade Act (Webb-Pomerene Law) was enacted in April, 1918, "to promote export trade, and for other purposes."

Under the provisions of this Act, associations of "any corporation or combination, by contract or otherwise of two or more persons, partnerships or corporations," are exempt from the provisions of the Sherman and Clayton antitrust acts, provided such associations are "entered into for the sole purpose of engaging in export trade and actually engaged solely in such export trade," and provided further that such association comply with all the provisions of the Act.

Section 4 of the Act provides that the prohibition against "unfair methods of competition and the remedies provided for enforcing said prohibition contained in the Federal Trade Commission Act shall be construed as extending to unfair methods of competition used in export trade against competitors engaged in export trade, even though the acts constituting such unfair methods are done without the territorial jurisdiction of the United States.

Authority to administer the Webb Act has been given by Congress to the Federal Trade Commission. A special division of the Commission, known

as the Export Trade Division, of which Dr. Notz is the Chief, handles the numerous matters of detail which arise in connection with the Act. Under the supervision of the Commission a staff of trained economists and lawyers for information in regard to the Act, and advise with representatives of export associations and others interested in the law. All documents, such as certificates or articles of incorporation, and by-laws, contracts of association and agreements, etc., which are filed in compliance with the law, are received and placed on record. Annual statements, amendments to and changes in articles of incorporation or agreements are filed likewise.

To meet the very numerous requests for copies of the Export Trade Act and the large number of inquiries about it, the Commission published a pamphlet, known as Foreign Trade Series No. 1, for the information of those desiring to co-operate in the development of our foreign trade through associations formed under that Act. This pamphlet contains a discussion of and practice and procedure under the Export Trade Act, as well as the text of the Act, Sections 73, 76, and 77 of the Wilson Tariff Act, and section 6 (h) of the Federal Trade Commission Act.

For the convenience of those who desire to file the statement required by section 5 of the Act, there have been prepared and printed forms of statement, which are available upon application.

Numerous requests have been received by the Commission for rulings upon the construction of the Export Trade Act. It has been deemed inadvisable to attempt at this time to officially construe any of the provisions of the law upon informal applications.

New developments in international trade are closely followed with a view to ascertain their possible bearing on the foreign trade of the United States. The world-wide dislocation of trade and industry brought about by the war, and the rapidly changing economic conditions, which are growing up constantly in foreign markets, where American business relations have been established, are likely at any time to affect competitive trade conditions generally. The interests of America's export trade and of export trade associations operating under the Webb law may be vitally affected. By reason of this fact the Export Trade Division keeps in touch with current developments along these lines in foreign countries, in so far as matters of this kind come within the province of the Federal Trade Commission Act.

## WHY WE MUST REFORM OUR DIPLOMATIC SERVICE

By Maurice Francis Egan  
Former Envoy Extraordinary and Minister Plenipotentiary  
of the United States to Denmark

REPRINTED FROM McCLURE'S FOR OCTOBER

The improvement in the consular service has been marked. It is now understood that an appointment as consul means permanency and promotion, and that merit rather than political "pull" is considered. Formerly, our consular service in Europe and South America, and indeed in every country in the world, was looked on by foreigners and American travelers as worthy only of contempt or with humorous tolerance, which is a glaring fault among our own people toward conditions that ought to be considered seriously.

It was not unusual to hear it said of one of our Consuls who had practically been deported for political reasons—"He is such an agreeable man when he is not drunk," or again "You know what an American Consul generally is." Little was expected of him; and it was not until our relations with foreign countries became better understood in the United States, and both business men and travelers for pleasure realized the evil of merely political appointments to the consulates, that our consular service began to become respectable and dignified. It is now hard to find in any service a more worthy body of men than our Consul Generals, and with few exceptions our Consuls and Vice-Consuls.

It must be said that when the State Department has even a small chance to act, free from mere political pressure, its treatment of our representatives, both in the diplomatic and consular service, is worthy of all praise. Whatever improvement exists at the present moment in our consular service is due to the constant pressure of the best men in the State Department against the old abuses, to which the people, on whom the responsibility for any of our governmental evils entirely rests, were culpably indifferent. Local politics had guided them; local politicians dominated them; local political issues filled their minds; and the only thing they required in the matter of our foreign service was that a "good Republican," or a "good Democrat," should be rewarded by obtaining one of the consular "plums" as the old-time politician denominated these important offices. Under President Wilson we Americans are not obliged to blush for our consular officials. It would be wrong for me not to mention here, even at the risk of offending him, Mr. Wilbur Carr, head of the Consular Bureau of the State Department. He, himself, is not a political

appointment, and I can well imagine the tremendous obstacle he has had to face, on the road to reform, from the old-fashioned advocates of the doctrine "To the victors belong the spoils"—the spoils being the consulates, formerly considered the most luscious examples of pastry distributed over the political pie-counter after an election.

The unhappy tourist shrieked in vain; the cultivated American, critical of deportment and conduct, made his polite protests equally in vain; but when the men in business discovered that their interests were being jeopardized by partisan folly, they evidently brought such pressure to bear on "the powers that be" that Consul Generals and Consuls have been made really serviceable. They are no longer persons sent abroad, to exist comfortably at the public expense until a change of administration dragged them back to their home-country.

It seems almost inconceivable that a nation like ours, priding itself on its common sense, its efficiency, its far-sightedness, and its patriotism—a nation so sensitive that the faintest breath of European censure puts it into a rage—should have allowed this condition of things to become notorious. This can be accounted for only by the fact that our whole system is poisoned by political partisanship. It will require a long campaign of education and a series of disasters, so evident that every man in the street can understand them, to awaken us to a realization that policies are more important than parties, and the character and ability of men quite as important as policies. There is, owing to the awakening of our business men to the real function and value of the consular service, the beginning of a great change for the better. Today a young man, passing the required examination, may look forward to a permanent occupation—indeed, I may say, profession. He is not, like a competent Secretary of Legation, deprived of all hope of promotion. Being expected to attend strictly to business, he is not expected to have social ambitions, and consequently his pay, or rather his "reward," is not counted by the government as the privilege of mingling in what is called good society. The prestige he requires during his years of service comes merely as the result of work well done.

## WORK OUTLINED FOR CONSULAR INSTRUCTION PERIOD TO NEWLY APPOINTED CONSULS, OCTOBER 6-18, 1919.

In charge of Consul-General C. C. Eberhart

### MONDAY, OCTOBER 6TH.

- 9:30 A. M. Report of Consular Bureau. Register, etc. All get acquainted.  
2:00 P. M. Address by Mr. Hengstler and Mr. Carr. Photograph. General interchange of ideas on Service matters; in answer to questions from new appointees.

### TUESDAY, OCTOBER 7TH.

- 9:30 A. M. Introductory work, i.e., Duties of Consuls. Entry upon duties. Appointments. Bonds. C. R.  
2:00 P. M. Address by Mr. Johnson. Leaves of Absence. Transit period, etc.

### WEDNESDAY, OCTOBER 8TH.

- 9:30 A. M. The American Consulate. Location. Equipment. (Show models. Record Books).  
2:00 P. M. Accounts and accounting. Model forms. Filing office copies. C. R. Address by Mr. Fitzsimmons or other attaché of Bureau Accounts.

### THURSDAY, OCTOBER 9TH.

- 9:30 A. M. C. R. on correspondence—with Department; for other Departments; commercial, etc. Filing. Remarks by some attaché of Index Bureau.  
2:00 P. M. Preparation of trade letters and of trade and other reports for publication. Address by Consul-General Coffin.

### FRIDAY, OCTOBER 10TH.

- 9:30 A. M. C. R. on Invoices. Meat Inspections. Food and Drug Act. Hide and Rag Disinfections.  
2:00 P. M. Address by Consul-General Skinner. Continue study of C. R.

### SATURDAY, OCTOBER 11TH.

- 9:30 A. M. C. R. on Citizenship, passports, immigration. Address by Mr. Flournoy.  
2:00 P. M. Visit to Passport Bureau, after a period of further study of Consular Regulations.

### MONDAY, OCTOBER 13TH.

- 9:30 A. M. C. R. Protection of American Interests. Estate proceedings. Effects of Deceased Americans, etc. Remarks from some attaché of Solicitor's office.  
2:00 P. M. Address by Consul Frost.

### TUESDAY, OCTOBER 14TH.

- 9:30 A. M. C. R. American Vessels and Seamen. Seamen's Relief. Bills of Health. Address by Consul Tredwell.  
2:00 P. M. Conveniently, after study of C. R., call at Bureau of Foreign and Domestic Commerce.

### WEDNESDAY, OCTOBER 15TH.

- 9:30 A. M. Address by Mr. Fairchild or other attaché of Department of Agriculture. Study C. R. Quarantine. Sanitary Reports. Bills of Health. Importations of Plants and Live-stock, etc.  
2:00 P. M. Extraditions. Extraterritoriality.

### THURSDAY, OCTOBER 16TH.

- 9:30 A. M. C. R. on Notarial Services, including requirements of Patent Office, Pension Office, etc.  
2:00 P. M. Continue study of C. R. on Seamen, etc. Desertions. Disputes between Masters and men. Transfer of Vessels to and from American Flag, etc. Address by Consul Poole.

### FRIDAY, OCTOBER 17TH.

- 9:30 A. M. C. R. Seamen Shipped, Discharged, Deserted, Deceased, etc.  
2:00 P. M. Remarks by some attaché of Auditor's Office who has to do with Accounts for Relief of Seamen, etc.

### SATURDAY, OCTOBER 18TH.

- 9:30 A. M. Navigation Laws. Shipping Board Requirements. Operation of Black list.  
2:00 P. M. Address by Mr. Carr and Mr. Hengstler. Calls on Secretaries of State, etc.

## FILE 000.

In the fall of 1917 I was at luncheon with the late Consul General Gottschalk in Rio de Janeiro who, during the meal, referred to a strange malady which he said had a way of attacking consuls and was prevalent in all parts of the world. After expressing the belief that it should be brought to the attention of every consular officer, he then went on to explain that the affection was called "CONSULITIS" and that the never failing symptoms were,—"One side of the head swollen by local society, and the other side dented from the knocks." He further explained that, unlike appendicitis, it was nothing that the doctors could take away from you for a thousand dollars: in fact, so far as he knew, there was no cure for "consulitis"!

It is to be hoped that someone, sometime WILL discover a cure so that the cases in mind—let me see: "How many consuls does the register now show, Mr. Allen?"

CONSUL J. B. STEWART.

## CONSULAR NEWS DESIRED FOR THE BULLETIN.

The American Consular Association wishes to request that its members be kind enough to furnish news items, information notes, or articles dealing with problems of Consular practice. Suggestions for the improvement of the Service are welcomed if they do not involve legislation by Congress or modification of attitudes of the State Department which the latter considers fundamental. While it is not considered desirable that the Bulletin should assume the aspect of a periodical of protest, a very free submission of articles and comments is desired for it. Personal notes and suggestions capable of being put into effect without being made officially mandatory, will be especially helpful.

## ILLNESS OF CONSUL GENERAL LAY

Consul General Julius G. Lay, who was stationed at Berlin during the trying period before America entered the war, and who is now Acting Foreign Trade Adviser in the Department of State, underwent a severe surgical operation in the Union Protestant Infirmary in Baltimore on September 20. The operation was a complete success and Mr. Lay is making a rapid recovery; but some weeks must elapse before he can resume his official responsibilities. On the day following the operation he suffered the bereavement of losing his father, Colonel Richard G. Lay, who died at the age of 84 years.

## A COMMODORE CONSUL

Consul C. Ludlow Livingston, of Barbados, W. I., sends the following interesting account of a novel achievement on his part:

"I have completed and launched a motor boat which will be of considerable assistance in connection with the functions of this Consulate. The launching was successfully performed on July 4th. This motor boat is essentially American, having been built entirely by my own hands, of American materials, with the exception of the native mahogany and other tropical woods.

"The engine is an American make of 52 H. P., giving a speed of sixteen miles per hour. The plans are by Wm. H. Hand, Jr., of New Bedford.

"The building of this boat, which has extended over a period of more than three years, has given a decided impetus to motor boating at Barbados, and as a consequence I have procured similar plans for a leading merchant here who is having two boats built and two other motors boats have been put into operation.



THE MOTOR BOAT BUILT BY  
CONSUL C. LUDLOW LIVINGSTON

"One firm has ordered three American engines two of which have arrived and are in operation, while the other is expected shortly. I am now working up a Motor Boat Club which ought to stimulate the market for American Marine engines.

"The boat builders here are fairly good workmen and with proper plans could turn out good boats at a low cost."

A young consular officer was filling in an application for a passport and inquired what identifying documents the applicant would submit. The applicant meekly replied, "Three large scars on the left arm and a smaller one under the chin."

## PERSONAL

A consular class, consisting of about 24 consuls recently appointed, was held in Washington, D. C., during October, 1919, under the auspices of the Department of State. Mr. Charles C. Eberhardt, Consul General of Class Two, had charge of the class, and instructed the new consuls in their new duties. He also arranged a series of lectures for the class, and several of the consular officers on duty in the Department of State addressed the class. The instruction period extended from October 6 to October 18. The officers comprising the class represent a high type and have all the appearance of promise and development. Those who attended the class were:

Consul James Armstrong  
Consul L. R. Blohm  
Consul Lewis V. Boyle  
Consul Chas. Innes Brown  
Consul Wm. C. Burdett  
Consul Chas. R. Cameron  
Consul Reed Paige Clark  
Consul Dudley C. Dwyre  
Consul Carol H. Foster  
Consul Wm. P. Garrety  
Consul Theodore B. Hogg  
Consul D. C. McDonough  
Consul John J. Meily  
Consul James P. Moffitt  
Consul Thomas R. Owens  
Consul Harold Playter  
Consul Robert L. Rankin  
Consul Lester L. Schnare  
Consul Carl O. Spamer  
Consul Maurice L. Stafford  
Consul Thos. M. Wilson  
Consul Howard F. Withey  
Consul Damon C. Woods  
Consular Assistant Harold Bowman

## NECROLOGY

Mr. Matthew G. Faulkner, American Vice-Consul at San Luis Potosi, Mexico, died in San Luis Potosi, September 24, 1919. The news of his death is received with regret and grief. He was a native of Missouri, and was 34 years old. After having served four years in the United States Marine Corps, he was appointed Marshal at Mukden for the Consular Court, in March, 1908, and served as Marshal for about seven years. He was appointed Vice-Consul at Mukden and after three years was appointed Vice-Consul at San Luis Potosi, (November 30, 1918).

The announcement of the death of Mr. William W. Handley, Consul General of Class Four, in Callao-Lima, Peru, is a shock to the entire Consular Service and is received with great regret. Mr. Handley died September 27, 1919, in Callao-Lima, after an illness which extended over a short period. He had suffered a series of strokes of paralysis. Mr. Handley entered the Consular Service as Vice-Consul at Trinidad, in January, 1904, and served as Consular Agent at Matanzas, from August, 1904, until June, 1905, when he was appointed Consul at Puerto Plata. He was then Consul at Trinidad for almost three years, and was appointed Consul General at Bomo, Congo, in June, 1908. He was later Consul at Naples and Consul General at Callao-Lima, Peru.

## LOOSE-LEAF BINDERS ORDERLY AND CONVENIENT.

By Consul J. B. Stewart

Chihuahua, Mexico

Many Consuls use Shipman's binders (furnished by the Department in three different sizes upon request) for different purposes, and this is written for those who do not use them or else only to a very limited extent.

## Binding Accounts and Returns

Consul General Eberhardt, in 1916, gave the writer the idea of using the binder for Accounts and Returns, instead of folding the forms and placing them, one after the other, in a vertical file. With the aid of paste the forms can be arranged like correspondence for binding and then placed in the binder. Seaport Consuls, having a large form or two, will have to fold or trim them to the proper size. The different quarters are separated by heavy manila sheets with edges cut so as to form a handy index. One binder will hold the Accounts and Returns of two or three years.

## Invoices

The advantage of the flat over the folding method was at once apparent, and original copies of invoices are now also placed in the binders, accompanied by the triplicate copy of transmitting form No 142. The invoice number is placed in the upper right hand corner at the time the invoice is consigned.

## Passport and Registration Applications

The Department prescribes the use of a loose-leaf binder for Passport and Registration Applications. Indexes, cut from old, unused press copy books are used in connection with these applications to good advantage.

## Newspaper Clippings

These are pasted on cap size manifold copying paper and placed in the binder. Half inch strips of blotting paper, the length of the paper, are placed between the pages at the binding edge, thus obtaining an even thickness and a more satisfactory binding.

## Correspondence

If it is impossible to have correspondence properly bound it can be arranged, with good results, in Shipman's Binders. Correspondence in this office, bound in that manner eight years ago, is still in as good condition as the day it was done.

## Miscellaneous Uses

Note size binders are used for Commerce Reports. In this size is also bound the "Registers of the Department of State" and "Consular Lists." Each "register," of course, must first be taken apart, so as to allow punching the holes.

It has been found that one of the best ways to preserve and keep in order the numerous pamphlets, official and otherwise, which are accumulating continually, is to place them on the book shelf in binders.

Finally curtain reviews and periodicals, such as "The Consular Bulletin," "Pan-American Review," and the financial and trade letters published by the large banks are, upon receipt, placed in their respective loose-leaf binders.

# AMERICAN CONSULAR BULLETIN

Copyright 1919-J. W. YOUNG

VOL. I OCTOBER NO. 8

Editor and Publisher - - - J. W. YOUNG  
141-145 West 36th Street  
New York City, N. Y., U. S. A.

Subscription - - - - - \$1.50 a year—15c a copy

## UNDER-PRODUCTION vs OVER-PRODUCTION

It is extremely unfortunate that at a time when America needs an increase of production there should be the present unusual unrest of labor. This not only from the viewpoint of manufactures for home consumption, but especially from that of the curtailment of goods intended for the foreign market.

Already we are losing the advantage gained during the war period through our propensity to ship to some foreign countries those goods of which we have an over-production and neglecting to fill orders for goods that, because of the labor situation, there is not enough of production.

As an instance, there has been some criticism from South America to the effect that American business houses who used unusual effort during the duration of the war to obtain orders are now filling only those of which they have an over-production. If such methods are continued, Great Britain, Germany, France and Italy will soon make the advantage we have held in certain countries insignificant and with these practices continued, gain the ascendancy.

As long as the labor situation remains as it is, it no doubt will be impossible for us to avoid some criticism of this nature. At the same time such a situation all the more strongly expresses the necessity for an immediate about-face in our dealings in foreign commerce and that some means be devised whereby production may return not only to normal conditions but be intensified.

*Speaking of the intensive competition of British and German merchants, Mr. F. Eugene Ackerman, in the New York Sun, expresses America's opportunity in South America as follows:*

"The American exporter, despite this competition, is in a better condition today than he has ever been. Every element of success for which he formerly clamored are his for the asking. A few years ago there was complaint because the Consular Service was not organized on a business basis, and because there was no definite trade data available for the man who wanted to go after business in South America. There were no American banks and few American manufacturers had direct representatives—or even indirect representatives who were Americans. Today the American manufacturer has all of these aids."

"The United States Government has issued surveys on the possibilities for the sale of commodities in Central and South America from data amassed by experts."

"American banks have agencies in the main trade arteries of the Americas, and these banks disseminate, weekly and monthly, valuable trade data, and furnish on request specific information, including financial ratings on prospective customers and banking information."

"Some method of cooperation should be worked out by which our customers in South America could have their wants at least partially attended to."

The conditions in South America relating to American exports are virtually the same in several other foreign countries, all of which means that America must have production and more production, for with the abnormal world demand it would seem there can be no over-production for at least some years to come.

## THE NEAR EAST AN IMPORTANT TRADE CENTRE

BY B. BURKE

Photographs taken by Mr. Harry Gray Bennet of Naval Bureau, January 1919.

"Upon the increase of our foreign trade rests in a large measure the future prosperity of this mighty Republic," said ex-Speaker Clark, at the Annual Convention of the Advertising Clubs of the World, recently held at New Orleans.

Mr. Clark was referring particularly to the unlimited trade possibilities with South America, which will undoubtedly attract many investors, but one must not lose sight of the fact that there are even greater possibilities in the Near East. Turkey, Greece, and Egypt, for instance, are deserving of the closest study of financiers, investors, leaders of commerce and trade, not only in the United States, but the world in general.



**Three Native Guards at Residence of  
American Consul at Cairo.**

Despite labor disturbances, unfavorable trade balances, shrunken values of their money and general upheaval politically and economically, it is very evident that Great Britain is sparing no effort or expense to establish British trade in the Levant and Balkan States. Therefore, while the American manufacturer continues his watchful waiting policy the English merchant will be shipping enormous quan-

ties of goods into that territory, establishing a foothold that will ultimately control the Near-Eastern trade.

Some concerted effort must be made, and without delay, by the American manufacturers to secure their share of this volume of business, or they will lose out under the keen competition of Great Britain, Germany, France and Italy.



**American Consul's Residence at Cairo**

A great deal of comment is being heard about our products being needed for home consumption. That may be for the present, but in order to pay the increased wages, meet the demands for shorter hours, etc., there must be additional production and this production will have to ultimately be sold outside the United States once the bare shelves of today are refilled. Our propensity to seek foreign markets when we have an overproduction and to neglect them when we can sell at home, is a very short-sighted policy and one that will open the gate of prosperity to competitors who are now laying the foundations for intensive future business.

Some of the recent activities to restore trade conditions directed by Great Britain, in spite of their urgent home requirements, may be of interest to the American manufacturers who are looking a few years ahead.

The British Trade Corporation had already created a branch for Near-Eastern trade, known as the Levant Co., Ltd. It has not only purchased a controlling interest in the local firm of Whittall & Co., which formerly had extensive shipping connections with the United States, but has also acquired an interest in the National Bank of Turkey.

It is reported that at least one of the London "Big Four" commercial banks will establish a branch in Constantinople, as well as in other important cities in Asia Minor. Therefore, several Constantinople business men who are interested in developing American trade are strongly urging the necessity of establishing American banking facilities in Constantinople and Smyra at the earliest possible moment.

An exhibition of All-British manufactured goods has been arranged on a very large scale and is at present taking place in Athens. One of the best planned exhibition buildings in Europe, the "Zappeion," has been selected for this purpose and buyers from all points of the Levant and the Balkans are expected to attend. Over 1500 British manufactured articles are being shown.

The English military authorities have recently established model dairy farms at important points in Mesopotamia. These farms are equipped with the most up-to-date machinery. Large numbers of cattle are being imported from India and every effort is being exerted to improve and increase the herds.

New canals, irrigation channels, dams, reservoirs and reconstruction of similar works which had fallen into disuse are now being undertaken. It is evident, therefore, that these countries await impatiently machinery and raw materials that will enable them to speedily carry out their plans of development.

Turkey and Greece offer unusual opportunities for the introduction of modern agricultural implements and textile machinery. They urgently need at this time raw materials, man-

ufactured articles, textiles, foodstuffs, automobiles, pneumatic tires, iron wire, typewriters and chemicals.



**Sultan's Palace in Cairo.**

American products have a good reputation, what little is known about them, but with the lack of representation or salesmen, but a very small share of this business is to be expected under present conditions. This is the time for every effort to be put forth to get buyers accustomed to American manufactures before the trade is controlled by other interests.

#### **EGYPT—ANOTHER IMPORTANT AND NEGLECTED TRADE CENTRE.**

Another neglected and yet very important trade centre is Egypt. With an area of about 400,000 square miles (less than Cuba), and over 10,000,000 inhabitants, the density of her population is unequalled by any country in Europe. (Approximately 500 to the square mile.) A large portion of this is desert and the area capable of cultivation is almost confined to the Delta of the Nile (Lower Egypt), and the narrow valley which borders the river above the Delta.

The beneficial influence of her climate has been appreciated since before the Roman period and when transportation is facilitated it is estimated that greatly increased numbers of people will flock to this famous region to enjoy the benefits of its remarkably dry winters.

No country in the world is more dependent on a river which traverses it as Egypt and no other river presents the physical characteristics as the Nile. The construction of important dams before the war has now made irrigation possible at all times. During the annual overflow the surplus water is stored for distribution later, so that a series of crops has thereby been made possible. The Assuam Dam is of world-wide fame.



**Typical Native  
Married Woman**

Cotton growing is the most important occupation. It is classed with the best the world produces, even superior to the famous Amer-

ican Sea Island Cotton. To be manufactured it is at present shipped to Manchester, England. Late reports indicate that this year's production, though a little late, is in excellent condition in both Lower and Upper Egypt, water for irrigation being plentiful.

Egypt, no longer a Turkish possession, has been under British occupation since 1875 and during this time a great deal has been done toward educational advancement. English is spoken in Cairo, Alexandria and Port Said, and French is also heard considerably.

Dr. H. W. Dunning, formerly Professor of Semetic Languages at Yale University, who has travelled extensively throughout Egypt, and is therefore familiar with her present requirements and facilities, stated in a recent interview, that gasoline and wind pumping machinery, repair outfits, etc., at moderate prices, were very much needed and that there is also a big field for agricultural implements, the present supply being very primitive.

In normal times shipping facilities are excellent and a direct shipping service is expected to be resumed in the early spring. The famous ports of Alexandria and Port Said are the most important on the Mediterranean. But fourteen days are required for passenger service from New York to Alexandria and twenty-one days for cargo shipments.

"Very few American firms have had experience in this market as yet," said Dr. Dunning, "though it is one that offers incalculable trade possibilities to those who have the foresight to take advantage of unprecedented conditions. Immediate results, of course, must not be expected, but by the time American manufacturers have been able to supply home demands, these foreign outlets for their productions will have become a necessity."

### THIS MONTH'S FOREIGN TRADE.

Nothing in the connection with the foreign trade of the United States at this time approaches in importance the conditions governing the exchange. While shipments have continued from New York and other ports at the accelerated rate which has been maintained since the signing of the armistice, back in November of last year, there is no doubt that clouds are gathering on the horizon and the rate of exports must soon drop unless some antidote for restoring normal exchange can be devised.

British importers are apparently taking a pessimistic view of the exchange situation, according to recent despatches, as they expect the quotation existing as this is written, \$4.22, will decline to \$4 or lower. This is in spite of the fact that all the other exchanges are running in favor of London, thus showing the preponderating influence on European trade of the goods now being shipped from the United States. The factors that would ordinarily bring about an equilibrium are not at work. Labor conditions in the United Kingdom have resulted in the complete tie-up of all steamers and their cargoes which were destined for British ports. This condition also has a bearing on the amount of sailings for other foreign ports as well, as owing to the congestion on the railroads of our own country, brought about by the cancellation of steamer departures, as mentioned above, many vessels were held in port awaiting the arrival of inland freight.

Many vessels leaving the United States in recent weeks have been obliged, in the interest of safety, to carry enough bunker coal for the round trip. This greatly reduces the amount of space available for general cargo of goods when, as a matter of fact, the vessel is only half-loaded with freight.

Business with Scandinavian countries and with South America and the Far and Near East, while not in as great a volume as a few months ago, is very satisfactory. South American business should pick up during the coming month, as rates have dropped and this will tend, no doubt, to immediately bring action from their buyers, who have been holding off awaiting such a time before placing new orders. Iron, steel and lumber are moving forward to the Far East in large quantities, as nearly every port in that part of the world has been bare of these commodities for many months. A new Japanese line has just announced its intentions of starting a service from both New York and New Orleans to the Orient.

Trade with Cuba and the West Indies is on a broad scale. Record cargoes of sugar are being moved, while in return there is a large export demand for new machinery to be used in this industry.

Germany, up to date, has received very little merchandise in proportion to that which was anticipated. Cotton, of a low grade, has led the shipments of raw materials. Exchange is too abnormal to allow business being done except in a perfunctory manner. Negotiations are being made, it is said, that will usher in the resumption of trade on a normal scale between the two nations.

Grain cargoes are beginning to move, despite the shortened crop estimates. The United States still has in prospect a very respectable surplus of food crops and in view of the world shortage elsewhere there can be no sane doubt that during the coming months the benefits which Nature has given the United States will be distributed as widely as possible among the less fortunate peoples of the world.



The MOSQUE at HORUS



JERICO



DUGOUTS-PALESTINE



THE OLD TRAM LINE in TRIPOLI

### EXCERPTS FROM ADDRESS BY HENRY P. STRETT, ESQ. UNITED STATES CONSUL AT ADEN.

"Considerable interest has been expressed relative to certain American export trade legislation, commonly known as the 'Webb Act.' I will outline briefly just what that law undertakes to do for the American exporter and what effect it will have on the buyer here.

"Through a lack of understanding as to the provisions of this Act, an impression appears to have been created abroad that in some unknown, and perhaps devious, manner the hands of so-called American trusts, monopolies and other combinations of capital and trade, would be strengthened; that this imaginary octopus would reach out and with its tentacles gather in any and all business that it could grasp. Let me assure you, gentlemen, that the facts are absolutely contrary to this idea. The operation of the Webb Law means that you, as a buyer, will be able to choose from the products of many factories instead of only from those comparatively few which in the past, owing to their financial strength and export organization, were in a position to offer you their goods to the exclusion of the smaller makers of, oftentimes, better products.

"So, in fairness to the small manufacturer, the Webb Law was enacted to enable such firms as desired to take advantage of its provisions, to organize themselves into companies for export trade, under certain regulations and under the control of the United States Federal Trade Commission. It should be distinctly understood that the American Government in no way assists these companies financially, nor does it extend to them any facilities which have not heretofore been available, except, of course, the privilege of combination. There is no subsidy provided, nor any special favored treatment in the way of ocean shipping space or freight rates.

"To this I would like to add, that if any business firm in South Australia feels that it has been subjected to unfair treatment in any respect by any American export firm, and they will write to me very fully, as outlined above, I have been instructed to place such cases in the hands of the Commission for such action and remedy as may be possible. You will readily understand that in doing this you will not only be serving your own interests, but will be helping to sustain America's good name in this market; for it is the earnest desire of the American Government, and of our business men, that commercial pirates shall be rooted out and destroyed as far as that may be possible through moral pressure or legal action.

"In view of all the circumstances, it is perhaps just as well that we do face the facts and work out a solution (of Foreign Exchange) such as all economists appear to agree to be the only logical one; that is, the floating of foreign governmental, industrial and commercial loans in the United States, and that means also longer credit terms to foreign buyers; always provided, of course, that the borrower can obtain better terms there than in London or in

Paris. Likewise, America must import more goods from abroad; we must buy larger quantities of Australian wool and metals.

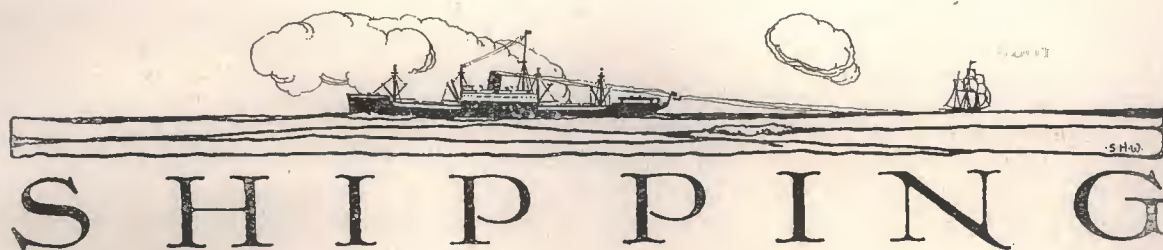
"It is a mistake to assume that the American exporter is out to capture the foreign trade of the world at any and all costs. Thinking men now know that a nation could not be successful in such an enterprise unless it could impose its will by brute force. Such an attempt appears to have been tried recently and seems to have failed miserably.

"I have always deprecated that unfortunate and misapplied phrase, which has frequently been referred to in the trade papers—'The war after the war.' It brings up a vision of some gigantic struggle for commercial supremacy, a mighty battle in which to the victor would belong the spoils. Such a vision of the future is entirely inimical to good relations between friendly nations, and, above all, is contrary to sound business principles. A commercial war is nearly as costly in money and about as destructive of material as any other kind of warfare. Without doubt, there will be plenty of competition both in price and services rendered, but I venture to predict that we may feel fairly certain that most of this competition will be clean and healthy and of much the same character as has always existed between honorable traders from time immemorial. Personally, I am of the opinion that this world is quite large enough to afford a reasonable market for all the surplus goods that the Allied manufacturers can produce, without it being necessary to arouse racial or national hatreds against competitors.

"As far as the United States is concerned it should be a self-evident fact that she seeks no 'spheres of influence' nor does she ask for any special favors in Australia which are not enjoyed by other Allied nations.

"If Anglo-American friendship is ever to amount to anything more than mere words and diplomatic courtesy we must eliminate suspicion of each other's good motives. Even before 1914 real progress to this end had been accomplished; but the most significant thing that has come out of this great war has been the mutual understanding and genuine sympathy which has grown up between the English speaking peoples. We have found that our ideals of liberty and our conceptions of democratic institutions are almost identical; we found that we were willing to unite with you with every moral and material force at our command in the common defence of those ideals. Is it too much to hope that our future cultural and commercial relations may be of such a high character as to make us worthy of the great inheritance which came to us through the agonies and lives of the men who fought and won our cause on the battlefields of France."

At the instance of the Vice-President (Mr. A. E. Clarkson), a hearty vote of thanks was accorded the Consul for his address.



### HOW TO MAKE AN EXPORT SHIPMENT.

Much has been written on the subject of the correct way of handling an export shipment. The majority of these would-be aids, however, have fallen far short of their intended purpose from no other reason but the way in which they have been compiled.

The average American manufacturer, who is desirous of augmenting his business with the inauguration of foreign trade, is usually discouraged by the unintelligible maze of export intricacies.

It is the intention of this magazine to eradicate these difficulties from the path of the exporter, in explaining in a simplified manner the various steps taken in making an export shipment.

**Space and Rates**—The first step to this end is the procuring of necessary cargo space on a steamer plying between the nearest domestic port and the port of destination. Steamships are not always available, which will tend toward fluctuation in the freight rates. The best procedure for an exporter to follow is to communicate direct with the steamship company over whose line he desires to make his shipment, or to employ the services of some forwarder, in order that he may ascertain the earliest sailing date, and the approximate charges on his freight.

**Shipper's Export Declaration**—After satisfactory arrangements have been made with the steamship company the shipper prepares an

export declaration and swears to it before a duly authorized official in the custom house. On this declaration it is necessary to enumerate the name of the ship carrying the shipment, the marks and numbers on the packages, the description of the goods, their valuation, the destination and the consignee. This form at the present time is required in duplicate. One to be retained at the custom house for statistical purposes, and the other to be delivered by the shipper, or his agent, to the steamship company when application is made to deliver his goods to the steamer.

**Shipping Permit**—When the steamship company receives the export declaration they issue a shipping permit, which shows the date on which the consignment will be received at the pier and a description of the goods. This is attached to the export declaration and forwarded to the pier. The export declaration is signed by the inspector of customs, at the time when the goods are delivered for loading, and returned to the steamship company where it is attached to the ship's manifest and filed at the custom house when the vessel is ready for final clearance from port.

**Shipping Receipt**—After the goods are delivered at the wharf for loading, the steamship company's receiving clerk signs what is known as a Shipping Receipt and gives it to the shipper, or his representative. This document specifies the weights and measurements of the goods received, and their condition at the time of acceptance.

**Inspection Certificate**—For process, adulterated or renovated butter and for certain meat food products, inspection certificates must be delivered to the inspector of customs with the export declaration. Such certificates are required in many cases before entry in certain foreign ports is allowed.

**Ocean Bill of Lading**—The shipper, after delivering his consignment to the pier, prepares the required amount of steamship bills of lading covering his shipment and presents them, together with his shipping (dock) receipt at the office of the steamship line. The number of copies of these ladings varies from three to a dozen, depending upon the needs of the steamship company, the exporter, and his banker. Only the copies bearing the signature of the master of the vessel are negotiable, usually two or three in number, and these constitute what is known as a full set. Negotiability is usually effected by drawing these documents "to order" and by having the shipper endorse them in blank. In such cases, to avoid delays, the name of the actual consignee is written on the margin of the bill with a request that he be notified upon the arrival of the goods at their destination.

Whether the documents are forwarded by the shipper or by a bank or some other agency, through whose hands they pass, it is essential that they go forward in the steamer's mail, or in the event that the steamer only carries freight, then by the first mail steamer thereafter. If this is not done storage charges may accrue at the port of destination, for the merchandise usually cannot be removed until the original documents are presented and this is extremely annoying to the customer. The failure of prompt arrival of documents also may have grave consequences in the event of loss or damage to cargo, because the steamship company does not hold itself responsible for claims thus arising when papers do not reach port before a certain time, usually three weeks after the goods are discharged from the ship.

It may be well to call attention at this point to a particular feature of certain bills of lading and to the relation that it bears to the attitude of the bank to which such documents may be presented. A bill of lading issued by a railroad or express company, or a freight forward-

er, does not show that the goods described are actually on board the ocean vessel. Unless a bank has specific instructions to accept one of these documents, it may refuse to handle the transaction until it has secured possession of the steamship bill of lading.

**Railroad B. of L.**—In the case of certain classes of goods of inland origin it is well to obtain through bills of lading over one or another of the trans-continental railroads to the Atlantic or Pacific seaboard and thence to the foreign port desired. Some of these lines operate their own or chartered steamers and are thus able to offer satisfactory service. On the other hand, individual attention in the matter of obtaining the best ocean rates and of seeing that the shipment is not neglected at the port of departure is regarded as important by many experienced American manufacturers. When the goods are shipped on a railroad through bill of lading, it is desirable to stipulate in the insurance certificate that they are covered against loss, whether they go forward by a designated vessel or not, since delay on the railroad or at the port of departure, or some other reason, may prevent the shipment from being loaded on the boat named. If the goods go forward by a different vessel, the insurer should be advised promptly.

**Through B. of L.**—A steamship company may issue a through bill of lading covering a shipment from the port of departure to the final destination, but during the war many lines have not granted such documents beyond the port of call where transshipments are necessary. When such a bill of lading cannot be obtained, rates and information concerning the best way to forward the goods to the ultimate point usually may be had from the steamship company or a forwarding agent.

**Invoices**—The preparation of the invoice is an important essential in the upbuilding of export trade. The consignee is often located many thousands of miles away from the point of origin of the shipment. In view of this fact the value of good invoicing is apparent. Instructions from the foreign buyer regarding these documents sometimes seem to be trivial, but they should be compiled in a most careful manner. Many duplicate orders have resulted from good invoicing. The details

which apply to almost all invoices are as follows: Write full descriptions; no abbreviations. Be specific; state the exact character of the material; when trimmed with other material, be sure to specify such. Discounts, if granted, should be so specified that the exact net cost will be clear to the foreign importer. Invoices are usually made in triplicate form.

**Primage**—All steamer bills of lading include the word "primage." It should be considered in every shipment in the calculation of same. It is the survival of an old system which provided for a percentage to be added to the rate. At the present time, however, it is generally included in the ocean freight rate quoted by the steamship company.

**Insurance**—The shipment should always be covered against the general risks encountered at sea, and in the case of certain lines of goods, or of merchandise which might be injured by climatic changes or subjected to other hazards, for example, pilferage or breakage, specific clauses should be inserted in the certificate to

meet these contingencies. Insurance may be obtained from the point of origin to the point of ultimate destination and usually is effected by the shipper.

**Minimum Charges**—These are invariably fixed by the steamship company, a specified quantity in weight or measurement of freight being given. It is because of this minimum bill of lading that it is best to give small shipments to the care of some forwarding agent.

There are other documents which enter into the exporting routine, some of which are required in particular lines of trade, and there are others which are to be recommended highly because they indicate courteous regard for the interests and convenience of the foreign buyer. It is well, for example, to advise the customer, in a separate letter, of the mode of shipment and the arrangements made for insurance and collection. Packing lists should be prepared so that weights, measurements and rates, contained in the invoice, are so arranged that one may see at a glance the particulars of each package.

---

## New Consular Assignments

S. J. Fuller.....Consul-Gen. at Large to Tientsin  
John P. Hurley....New Appointee to Reval  
P. S. Heintzleman...Tientsin to Hankow  
E. S. Cunningham..Hankow to Shanghai  
T. Sammons.....Shanghai to Melbourne

W. J. Grace.....Leghorn to Sheffield  
Henry T. Wilcox....Guadeloupe to Pais (Detailed)  
Thomas D. Bowman.Frontera to Monterey  
Joseph G. Stephens..Plymouth to Sarnia  
Fred C. Slater.....Sarnia to Newcastle-on-Tyne

## England Lifts Ban on Capital Exports

England has removed the restrictions on the export of capital which has been in effect since early in the war years. This move is considered in British financial circles to be the most important move since the "pegging" of exchange with the United States was abandoned by the government. The only exception to the rule is in the case of securities held in enemy ownership during the war. This decision enables British investors to purchase

American securities in the New York market, if they feel so inclined, although present exchange rates make such a thing hardly feasible. It was recognized by the government that the removal of the censorship made the enforcement of the restrictions on the export of capital of little practical value and it was decided in the interest of public policy to make the purchase of securities, like the market for new British gold, entirely free.

Standard Oil Company of New York  
26 Broadway New York



*The Mark of Quality*

# Socony Products

Illuminating Oils

Lubricating Oils

Gasoline and Motor Spirits

Lamps, Stoves and Heaters

Road Oils and Material for Road Building

Paraffine Wax and Candles

## BRANCH OFFICES IN THE PRINCIPAL CITIES OF

Japan  
China  
Indo-China

Siam  
Philippine Islands  
Straits Settlements  
Netherlands India

India  
South Africa  
The Levant



LARGEST  
HOTELS IN  
THE WORLD  
USE THE  
**LIBERTY  
BREAD  
SLICER**



26,160  
slices of  
bread cut  
daily with  
one  
Electric  
Liberty at  
Debar-  
kation  
Hospital  
No. 3  
New York  
City

**GUARANTEE:** The Liberty Bread Slicer Co. absolutely guarantees for one year, the Liberty to be free from all mechanical defects in material, workmanship, design or assembly

**THE IMPROVED 1919 MODEL  
NOW READY FOR THE EXPORT MARKET**

MANUFACTURED IN THREE SIZES

Model No. 1 for 18" loaf-hand or electric

" No. 2 " 24" " " " "

" No. 3 " 28" " " " "

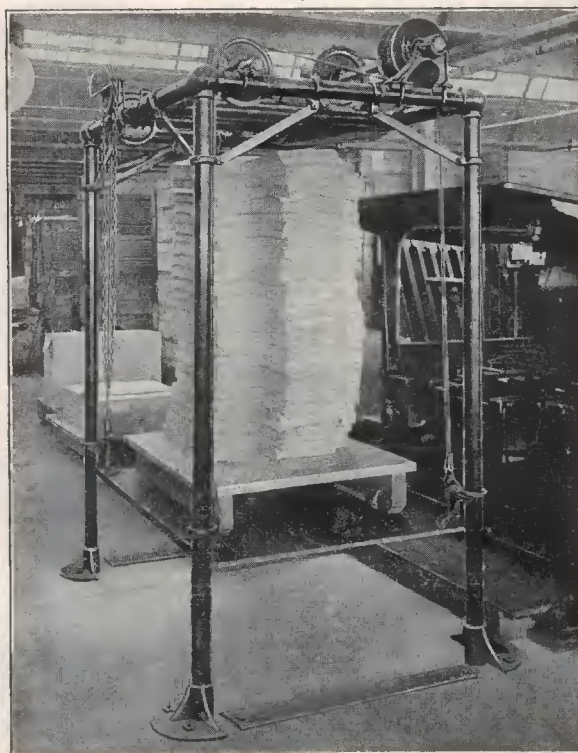
Write for descriptive literature and prices

**LIBERTY BREAD SLICER Co.**

108-110 WEST 34TH STREET,  
NEW YORK, N. Y.

## PRINTING AND BINDING MACHINERY, SUPPLIES and COMPOSING ROOM EQUIPMENT

ESTIMATES SUBMITTED ON APPLICATION  
FOR COMPLETE PLANTS OR ANY SEPA-  
RATE ITEMS F. A. S. NEW YORK



The Omaha Paper Hoist with Ratchet and Chain  
Hoist or fitted for Motor Drive.

Specify maximum size of sheet to be handled.

**George C. Andrews Company**

71 WEST 23RD STREET,  
NEW YORK CITY

CABLE ADDRESS "OVERMACO" NEW YORK

ALL CODES USED

*Correspondence In Every Language*

"THE  
SIGN  OF  
SERVICE"

## OVERSEAS MANUFACTURERS' CORPORATION

*Exclusive and Direct Manufacturer's Agents*

EXPORTERS AND IMPORTERS  
PURCHASING AGENTS

"THE  
SIGN  OF  
SERVICE"

HARDWARE LINES  
(GALVANIZED, ENAMEL AND KITCHEN WARE)

DRUGGISTS' SUNDRIES

RUBBER GOODS

LEATHER AND LEATHER GOODS  
(PURSES, BAGS, TOURIST'S TABLETS AND WRITING SETS,  
LEGGINGS, WALLETS AND NOVELTIES)

PAPER AND PAPER PRODUCTS

STATIONERY ITEMS

(FOUNTAIN PENS, CARBON PAPER, TYPEWRITER RIBBONS  
AND PAPER, ENVELOPES, PADS, ETC.)

REBUILT TYPEWRITERS (ROYAL)

AUTOMOBILE ACCESSORIES

WOMEN WEAR LINES

(HOSIERY, UNDERWEAR, KNIT GOODS AND WAISTS)

AUTOMATIC ELECTRIC LIGHTING AND INTERIOR TELEPHONE SYSTEMS

### To American Consulates and Consul Generals

Our Service Bureau is entirely at the command of your inquiries for the proper attention and facilitation of requests for information regarding any subject—particularly those applying to the general lines of merchandise that we concentrate on. You may be sure that courtesy and consideration will be accorded every enquirer of your recommendation.

"THE  
SIGN  OF  
SERVICE"

*General Offices and Display Rooms*

200 FIFTH AVENUE

NEW YORK, U. S. A.



## Waldorf-Astoria

## Hotel McAlpin



*The  
Aristocrat  
of Hotels*



*The Hotel  
of Convenience  
and Comfort*

MR. CONSUL:

Naturally you are interested in the comfort and welfare of any foreigners you may know who are coming to New York.

We, too, realize the special attention requisite to their comfort and stand ready to co-operate with you by giving special care and consideration to foreign guests you may send us.

A letter of introduction to either of our hotels will be all that is necessary; or, if you wish, you may cable us collect making reservation and giving name of steamer so that we may meet guests upon their arrival.

It is our sincere desire to be of helpful service and we hope to have your co-operation.

We maintain two European offices and reading rooms in the American Express Company building, 6 Haymarket, London, and 11 Rue Scribe, Paris. Any of your friends traveling via these cities may perhaps find these offices a convenience.

## New York

*Under the Direction of L. M. Boomer.*