

AMERICAN CONSULAR BULLETIN



15c. A Copy

JANUARY-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

JANUARY

No. 11



VIEW OF LIMA, PERU.

EDITOR AND PUBLISHER, J. W. YOUNG - 141-145 WEST 36th ST., NEW YORK, N. Y.



Status of Diplomatic and Consular Appropriation Bill 1921,

The Diplomatic and Consular Appropriation Bill (H. R. 11960), making appropriations for the fiscal year ending June 30, 1921, was reported by the Committee on Foreign Affairs to the House of Representatives on January 21, 1920, and passed by the House on February 27, 1920. It was referred to the Committee on Foreign Relations in the Senate on February 28, 1920, for further consideration.

The cut in the estimates was so great that the Department has been compelled to ask for the restoration of the items by the Senate Committee, which it is greatly hoped will take favorable action thereon.

A copy of the letter of the Secretary of State to the Honorable Stephen G. Porter on January 21, 1920, follows, with reference to the improvement of the foreign service, with specific regard to the Rogers bills designed by Mr. Rogers for the general reorganization of the Diplomatic and Consular Service:

* * * * *

January 21, 1920.

The Honorable
Stephen G. Porter,
House of Representatives.

Sir:

In fulfillment of my statement made before your Committee on the sixth instant, I have gone very carefully into the provisions of the bill introduced by Mr. Rogers on May 23, 1919 (H. R. 2709), which is designed to improve the foreign service, and take this occasion to submit for your consideration a full expression of my views and general attitude relative to legislation of this character. Since the presentation of his first proposal, Mr. Rogers has introduced two other measures (H. R. 10587, November 15, 1919, and H. R. 11058, December 10, 1919), both seeking to improve the diplomatic and consular service through a still broader programme of reorganization.

As many principles of vital importance are involved in all of these bills, I have felt that it would be difficult to do justice to the subject by confining attention to one of its phases rather than treating them all in their relation to one another, and in the bearing of the entire subject of foreign service reorganization on a general plan which I have in mind for the reorganization of the Department of State. It appears to me that as all of these questions are essential factors in the general machinery for conducting our foreign relations the subject can be best approached by a brief study of the nature of the problems with which we find ourselves confronted and towards the practical solution of which our efforts should be earnestly directed.

As a result of the war the entire adjustment of the world has altered, and through no design of our own, the United States has come naturally into a position of economic preponderance quite comparable to that which was coveted by Germany and which

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she sought to attain by means of aggression and force. This relative position of dominance under normal conditions of peace and plenty would not necessarily involve those grave responsibilities of which we are now so keenly conscious. The fact that the greater portion of the world now finds its financial structure seriously weakened, its stocks exhausted, its productive forces impaired, and its inhabitants agitated by political unrest and feelings of insecurity, imposes upon us a responsibility towards other nations and grave duties towards ourselves of a magnitude wholly out of proportion to anything that we could predicate upon past experience. Irrespective of the degree of our voluntary participation in world affairs, every movement made by the United States has come to affect the interests of others in a manner so vital that the tremendous forces which we possess and ought to direct wisely must be harmonized with deliberate and well-conceived policies and exercised with constructive ends in view.

The world's equilibrium in the various spheres of human endeavor is broken. The measure of value has shifted position and values themselves have lost their former proportion; wealth has disappeared or been transferred to new owners, and national power has passed to different hands. In political circles statecraft is being directed by those who are dealing with fresh and unfamiliar factors in the shaping of novel and untried policies. There has been devastation of territory, displacement of frontiers, disruption of institutions and disintegration of empires. The commercial treaty has been laid waste; tariff agreements abrogated; tariff policies altered or become obsolete; lines of communication suspended; and routes of trade transformed.

In their efforts towards reconstitution nations are resorting to artificial stimulation through ingenious devices in which the old idea of stability familiar to past generations has largely disappeared.

Considerations of national security have so extended to every domain of human activity that economic questions are today surcharged with political elements by which they are largely dominated. Thus, in many nations we find all pivotal economic interests being artificially diverted in the direction of general expediency, and expediency finding its application through such international groupings and affiliations as appear to subserve the ends of national ambition or national greed. We are in the midst of an era of transition and transformation in

which the future adjustment of the world will be largely determined by the alignments and associations resulting from this empirical employment of forces.

The position of the United States must be kept clear and its activities directed towards those ends and those ideals which we have so definitely declared.

The machinery of government now provided for dealing with our foreign relations is in need of complete repair and reorganization. As adequate as it may have been when the old order prevailed and the affairs of the world were free from the present perplexities, it has ceased to be responsive to present needs. The confusion of political and economic issues and the bearings of these on the formulation of policies have made of the whole a composite problem which cannot be solved by the application of formulæ, which are obsolete and ineffective.

The history of the world is one of recurrent crises in international affairs. Every step from this time onward must be interpreted in its bearings upon the next critical period when the world's structure, or that of our own country, may again be put to the test. The European war came upon the United States in 1914 as a surprise chiefly because its Department of State through inadequate equipment had been unable to gather information and interpret it in a manner which would reveal the hidden purposes of the governments by which hostilities were precipitated. Possibly no blame can be imputed to this Government for this laxity in view of the general confidence in the supremacy of international justice; but today, after the experiences through which we have passed, no reasonable effort must be spared to make a similar surprise impossible in the future.

Necessity is forcing new nations and even the older ones to incur obligations and form political affiliations having a decisive, if not a supreme, bearing on the course of future events. International movements of such import can only be correctly judged through an accurate knowledge of causes and influences and a complete understanding of the methods and motives involved. American agents in the foreign field must broaden the scope and intensify the nature of their work in order that the Department of State may have at its disposal knowledge of the actual facts of every development or turn of events. Any degree of conjecture is fraught with the gravest danger. Heretofore we have confronted the world with scattered forces. If we are

to profit by the lessons of the war, has not the time now arrived for us to establish a unity of command?

Chief among the results to be achieved is a higher co-ordination of political and economic data so that the two may be considered jointly in their relation to each other and utilized on the basis of the results attained through their linking together. Political deduction has become hazardous without the use of supporting economic data, and commercial intelligence is frequently misleading and devoid of real value unless viewed in its proper political setting.

To the end that these two elements may be fused and converted to their appropriate uses, the Department of State must be reorganized so as to provide an instrumentality capable of performing this delicate task. Already plans are under consideration which contemplate a higher order of concentration of material in that department. At the present time several departments are engaged in collecting material relating to foreign trade. The Department of Commerce disseminates purely commercial information, whereas the Department of State rarely disseminates the political information which may have a direct bearing thereon. I hope that it may be possible to find means of treating these related subjects concurrently, by bringing them to a correct focus in the Department of State and charging that Department with their appropriate utilization.

By this suggestion I do not desire to leave the impression that the Department of State is in any wise grasping or that there is a tendency on its part to usurp the functions or absorb the work of other departments; it is seeking their aid rather than coveting their authority. The situation which I am attempting to reveal demands a substantial broadening and intensification of work and a co-ordination of the activities of those departments whose efforts are directed towards the extension of foreign trade; their work must be made contributory to the furtherance of general policy and shaped in deference thereto. In other words, as the Department of State must inevitably direct the foreign policy of the Government, it desires to utilize to the fullest extent the agencies of all other departments. By such means alone would it be possible to reach a maximum of effectiveness in the broad domain of our foreign relations. The old cumbersome methods, with their duplications, their lack of common authority, and their independent operations, ought to be abandoned.

One of the greatest obstacles to the extension of our foreign trade arises through the existence of artificial barriers and unnatural obstructions which must be removed before legitimate commerce can flow with ease and facility in any given direction. The Department of State with the aid and support of other interested agencies of the government hopes to evolve effective policies through which a wholesome atmosphere may be created and individual American enterprise enabled to expend its efforts in fields unencumbered by prejudice or political opportunism.

Our present system is badly defective in other fundamental regards. The scale of salaries paid to ambassadors and ministers and the fact that, unlike many other nations, we do not provide them with homes, is not only repugnant to our conception of democracy, but is destructive of efficiency in that it narrows the freedom of selection by limiting the choice of our representatives to men of wealth. The diplomatic career is closed to many of our most talented men because of the failure of the government to provide salaries sufficient to enable those of moderate means to adopt a standard of living abroad appropriate to the dignity of their positions. The time has come when we must correct such flagrant defects by combining a new and much greater scale of salaries with a more extensive programme for the purchase of embassies and legations at foreign capitals. The same grave error of inadequate salaries applies likewise to diplomatic secretaries, and the Department is frequently much embarrassed to find the character of material required for this important work in the limited field of selection which those money exigencies impose.

But even the question of adequate compensation, vital though it is, will not of itself suffice to place the service on a plane of practical efficiency.

We are seeking to enlist the talents of the best material that the country affords, and it is essential that young men in choosing the diplomatic career should be inspired in their work by the hope of promotion to the highest office the service presents, provided through natural ability and training they prove to be thoroughly fitted for such positions of responsibility. They should also be assured that the diplomatic service affords to those who prove their worth a permanent career throughout its various grades and that they may be removed from office only when the best interests of the government so demand.



It is greatly to be desired that our diplomatic and consular services should be brought closer together and given an interchangeable character. Some steps have already been taken along those lines by administrative practice, but the Department finds itself restricted in this regard because of the disproportion between the salaries of consular officers and those of secretaries of corresponding grades in the diplomatic service. In order to establish an interchangeable system, it is indispensable that the scale of salaries of diplomatic secretaries be revised.

The broad distinction, which now seems an unwise distinction, between the political interests of the diplomatic service and the commercial interests of the consular service have heretofore kept the two widely separated, so that embassies and legations have had little knowledge of the work of consular officers in the commercial field, and consular officers have had practically no knowledge of either the political or the economic policies and aims of their own government. The fact that there are a number of consular officers stationed within the territorial jurisdiction of each mission, working in ignorance of the policies which it is endeavoring to promote, is further evidence of the lack of unity of purpose in our foreign service. Such a state of affairs leaves in the mind the impression of latent forces going to waste through want of cohesive organization.

We must gain the additional impetus that will be given to the forces of our diplomacy by harmonizing the efforts of these local consular units with those of the mission itself, thus enabling American policies and American conceptions to be reflected in their true light with the same vision and with united effort throughout the entire land to which these officers are accredited.

But the entire service, to whatever degree of efficiency it may rise, depends for its effectiveness upon a corresponding degree of efficiency in the Department of State, being as it is, the axis on which the entire machinery revolves. The plan now under consideration for reorganizing the Department aims at an adjustment through which all material received, either political or commercial or of interest to other departments may be analyzed, digested and utilized so that the full force of its significance may be turned to account in the interest of the government and those who look to it for guidance. Much can be achieved by the process of organization of forces, but it must not be overlooked that brain power is

the motive power of the department, which fact demands that competent officials be given broad authority with ample facilities to carry forward the lines of action which may be determined.

For the better and more comprehensive consideration of the subject of foreign relations, it would appear advantageous if all of the foregoing general principles might be embraced in a single measure.

With regard to the provisions of H. R. 2709, it should be observed that the question of rendering diplomatic secretaries and consuls general more readily available for appointment to the grade of minister is of basic importance.

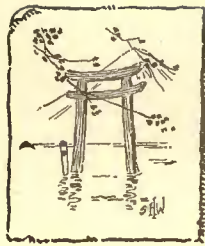
In principle I am sympathetic with the idea, and am disposed to lend my support to any efficacious proposal through which the desired result may be achieved, provided it causes no impediment or embarrassment to the President in the exercise of his constitutional powers and prerogatives. Through solicitude for the proper guarding of these powers, I am unfavorable to the suggestion that the Secretary of State should, on the report of an examining board, make detailed recommendations to the President and to the Congress for the filling of vacancies in the grade of minister by officers of the foreign service who have been certified by the board as possessing appropriate qualifications. Such a board as that proposed could be of great assistance to the Secretary in weighing the relative merits of efficient officers, but I am of opinion that attention would be brought to a sufficient focus on deserving officers of the service, if, in addition to the classification of secretaries now in existence, the position of minister was similarly classified, and recommendations for promotion from the highest class of secretaries and consuls general to the lowest class of ministers made to the President by the Secretary of State.

From the tenor of the foregoing observations it should be clear that I consider remedial and constructive legislation of an appropriate character not only desirable but imperative. Your action in soliciting my views on the subject is greatly appreciated and I hold myself at the disposal of your Committee for the further discussion of any proposals in which you think my co-operation might contribute to a clearer understanding of those aims which it should be our common desire to translate into salutary legislation.

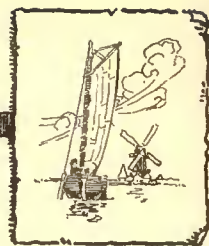
I have the honor to be, Sir,

Your obedient servant,

(Signed) ROBERT LANSING.



HERE THERE



PRIZE FORMS OF ADDRESS

About ten years ago a southern darkey who had been a Pullman porter in Mexico was undergoing sentence in a penitentiary for the theft of a valise. He received many letters from his people at home and they came addressed in care of the Consulate for greater security. The address was as follows:—

Mr. Clarence County,
Saltillo, Coahuila, Mexico,
Care of American Consul in the Penitentiary.

* * * *

The "prize eccentric form of address" mentioned on Page 6 of the September Bulletin was no worse than a letter received at Montevideo, the envelope of which bore the following address:

Pueden pedirlas en el Consulado
Norte Americano en Montevideo,
Calle Rincon, 628, Montevideo, Uruguay.

This means in Spanish: "You may ask for them in the American Consulate in Montevideo, Calle Rincon 628, Montevideo, Uruguay," "them" being, incidentally, in the feminine.

The explanation is as follows: A Montevideo merchant had applied to an American firm for its agency. The firm had requested a reference and the merchant had replied, in Spanish, to the effect that the Consulate might be asked for references; "pueden pedirlas en el Consulado." The American firm apparently considered this phrase to be the name of the reference—one of those long Spanish names!

* * * *

WHERE IGNORANCE IS BLISS.

Two rather aristocratic American lady tourists recently dropped in at an American Consulate to pay their respects. After the customary exchange of greetings between the Vice Consul and these "traveled class" ladies, who said they had journeyed quite extensively not only in Latin-America but in Europe, the older one, a grey-haired spinster, inquired of the Vice Consul: "Does this office have a representative in our capital at Washington?"

After the Vice Consul had recovered sufficiently from the severe shock, he proceeded to explain to the elderly visitors that American Consulates do not maintain "representatives" in Washington.

ASSIGNMENTS.

George D. Hopper, American Consul, Department of State.

Thomas H. Bevan, American Consul, to Bahia, Brazil.

George Louis Brandt, promoted from Consular Assistant to Vice Consul de Carriere and sent to Alexandria.

Charles H. Thorling, American Vice Consul de Carriere, to Rangoon.

George A. Coleman, American Vice Consul de Carriere, Rio de Janeiro.

John G. Erhardt, American Vice Consul de Carriere, Athens.

Christian T. Steager, American Vice Consul de Carriere, Rome.

ON LEAVE IN THE UNITED STATES.

James M. Bowcock	Ernest E. Evans
Sherwood H. Avery	Allen G. Lachr
John F. Simons	Alfred R. Thompson
Harris N. Cookingham	Chester Donaldson
Lewis W. Haskell	Paul R. Josselyn
Robert R. Bradford	R. C. Beer
Chester E. Davis	C. M. Cross
Hampson Gary	

ASSIGNMENTS OF VICE CONSULS.

Albert W. Scott, Dunfermline.
Clarence T. Murphy, Cardiff.
Sidney E. O'Donoghue, Vladivostok.
Sam R. Wardell, Vladivostok.
William N. Reagan, Prague.
Todd R. Moss, Colon.
Walter J. Linthicum, Singapore.
Julian L. Pinkerton, Lisbon.
William C. Vyse, Ottawa.
Brigg A. Perkins, Zurich (temporarily).
Frederic F. Schrader, Guayaquil.
Carlton Hurst, from Seville (temporarily) to Cadiz.
Walter S. Ruffner, from St. Nazaire to Ghent.
Theodore M. Fisher, from Colon to Hahana.
Paul F. Faison, from Canton to Nanking.
Einar T. Anderson, from Goteborg to Nottingham.
LeRoy Webber, from Nottingham to Palermo.
Thomas Dickinson, from Chihuahua to Panama.
Emery J. Woodall, from Canton to Tientsin.
Bernard F. Hale, from Leeds to Plymouth.
John C. Muller, from Toronto to Sherbrooke.
Frank C. Points, from Halifax to Toronto.
James Lee Murphy, from Havre to Paris.

BOOK REVIEW

STUDIES IN SPANISH-AMERICAN LITERATURE.

By Isaac Goldberg, Ph.D., with an Introduction by Prof. Ford of Harvard, and Index 390 pp. Brentano's, New York.. \$2.50.

This book reveals a continental culture that will astonish those who have thought that the Spanish nations to our south were little more than breeding places for revolutions. It not only provides an introduction to a considerable literature that has for too long been neglected, but furnishes a very adequate back-ground for a study of the Spanish-American spirit as it is manifested in the chief poets, thinkers and authors of the day. It is just such an appreciation of the achievements of our South American neighbors that will lead to a better understanding and better commercial relations.

The book is of inestimable value to all those interested in South American affairs and should receive all possible encouragement. It is hoped that it will enjoy the wide circulation it deserves.

THE COSSACKS, THEIR HISTORY AND COUNTRY.

By W. P. Cresson, late Captain A. E. F., formerly secretary of the American Embassy at Petrograd; author of "Persia." 250 pp. with illustrations and map. Brentano's, New York. \$2.50.

This book throws a welcome light on this little known people now playing such an important role in Russian affairs. The Cossacks of Russia form a class or caste whose military valor obtained for them in the past great grants of land which their descendants occupy at the present day. The history of this people—always separated by their own traditions from the down trodden "moujiks"—is scarcely known outside of Russia. At the present moment they are fighting for the freedom their ancestors won from Tsardom and to maintain their ideal of establishing in Russia a Federal Republic "like that of the United States." Captain Cresson shows that far from being but a branch of Russian cavalry, they have played an important part in the political and military development of the old empire. They are taking a most significant part in the events of the present day. Captain Cresson as secretary of the Embassy in Petrograd had access to valuable original material. In addition to his patient researches in the history of the "free people," he has traveled extensively in Cossack territory. He has produced a most readable work of historical value at this juncture of world events.

MARRIAGES.

The marriage of Evelyn Crooks to Mr. Robert B. Macatee, American Consular Assistant, took place on December 23, 1919, at New York City.

Mr. and Mrs. John B. Finotti, of Washington, announce the marriage of their daughter, Eva Emily, to Mr. George Louis Brandt, Vice Consul de Carriere, on January 15, 1920, at Fort Myer, Virginia.

RESIGNATIONS.

Ralph C. Chesbrough, American Consul in Charge, at Trebizond.

Adolph A. Williamson, American Consul at Kobe.

John T. McCutcheon, American Vice Consul, at Beirut.

G. P. Waller, American Vice Consul, at Athens.

Willis E. Ruffner, American Vice Consul, at Rome.

NECROLOGY

Mr. Edward Higgins, American Consul, of Class 5, died November 17, 1919, at Bahia, Brazil, at which post he had been consul since July, 1916. His death is attributed to heart disease. Mr. Higgins had been in the Consular Service for more than sixteen years, having served as Consul at Berne, Stuttgart and Bahia. He was born in Boston, Massachusetts, May 30, 1856.

PERSONAL

Mr. Charles C. Broy, American Consul of Class 6, has resigned from the Consular Service, and has entered business in New York. Mr. Broy has been in the Consular Service since 1909, when he was appointed Consular Assistant, after having passed the consular examination. His service has been at Boma, Milan, Dublin, London, and he was at one time on duty in Washington. He was assigned to Karachi in 1916, but did not proceed to that post. Mr. Broy, prior to his departure from London recently, had been in charge of citizenship and passport control in the Consulate General at London. He is a native of Virginia, graduated from Roanoke College and Princeton University. Great regret has been expressed among Mr. Broy's colleagues over his resignation and all extend to him their wishes for success in his new career.

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COPYRIGHT 1919-J. W. YOUNG

VOL. I JANUARY NO. 11

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

What Are Our Responsibilities?

With the beginning of the year 1920, the responsibility of the United States toward foreign countries and Europe especially are greater in the matter of credits than any nation probably has had to face before.

Europe cannot resume normal activities until her destitute are fed and before the resumption of normal agricultural conditions, they will have to be fed for her.

It would seem therefore our duty not only to extend sufficient credit for commercial purposes, but to feed them as well. This also is a matter of credit.

Our greatest responsibility then is to devise proper and sufficient credits.

Envious?

Now that prohibition obtains throughout the United States are those Consular Representatives stationed in foreign countries to be envied by those stationed at home? For policy's sake the answer should probably be left to each individual feeling and desire.

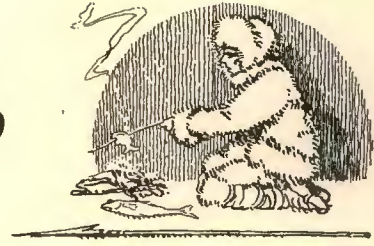
When we learn of our exporters shipping great quantities of American whiskey to European countries when it is banned from our shores and find that in one country it is too weak or sweet or in another too fiery and strong, shall we arrive at the conclusion that American whiskey has deteriorated or that the whole world is heading toward prohibition?

Improvement.

Every magazine can stand improvement and each derives its greatest benefit from the commentaries of its readers. From time to time we have requested criticisms as well as contributions from Consular Representatives and feel that these requests have not met with the full response they might have. Feeling sure that each Consular Representative has the best interests of his Association and therefore its news organ at heart, we again request interesting articles of a commercial or social nature as well as photographs, that the "American Consular Bulletin" may become one to be proud of.



ITEMS



NEW MANUAL ON TRAINING FOR FOREIGN TRADE.

The Bureau of Foreign and Domestic Commerce has just published a bulletin entitled "Training for Foreign Trade," by R. S. MacElwee, first assistant director of the Bureau; F. G. Nichols, of the Federal Board for Vocational Education, and collaborators. This publication has been prepared to meet the needs of those who organize and teach classes, by assembling, systematizing, and concisely describing the literature of foreign trade with reference to the best methods for instruction in the technique and character of American sales to foreign lands. It contains sources of material that are expected to prove most useful to persons conducting (or studying in) classes in foreign trade in educational institutions and business houses. It also serves as a guide for private reading and research. It furnishes carefully considered outlines of study, and a great number of references are given to textbooks and other sources of general and specific information.

The general basic courses outlined in Group I of this monograph cover export technique—sales practice, paper work, the commodities of world commerce, foreign correspondence, packing for export, foreign advertising, foreign exchange, ocean transportation, ports and terminal facilities, history of commerce, consular procedure, tariffs and commercial treaties, export combinations, and the Webb law. Group II consists of market studies by major commercial areas, those selected being Latin America, Russia, the Near East, and the Far East. These were prepared by specialists in the Bureau of Foreign and Domestic Commerce. In Group III foreign-language courses are taken up.

It is felt that this manual, Training for Foreign Trade, with nearly 200 pages, will fill a plainly demonstrated need. It is Miscellaneous Series No. 97 and can be obtained for 15 cents from the district or cooperative offices of the Bureau of Foreign and Domestic Commerce or from the Superintendent of Documents, Government Printing Office, Washington, D. C.

PICTORIAL TRADE-MARKS SUPPLANT NAMES IN MEXICO.

American textile manufacturers are rapidly adopting the practice of using a picture as a trade-mark, instead of a mere name, to identify their goods. A rose, a star, an Indian's head in colors now serve to attract the attention of the Mexican buyer of cheap and medium-priced fabrics, such as denims, percales, madras cloths, and without fail goods thus labeled are preferred to those exhibiting a more conservative trade-mark.

MANILA INSTALLING AUTOMATIC TELEPHONES.

The work of installing the new automatic telephone exchange in Manila is practically completed. The first section of the city to be served automatically will be Binondo and Santa Cruz, the business district. About 2,000 telephones will be equipped with the automatic calling method, and should the system prove successful it will be extended to the entire city.

TRANSIT DUES LOWERED FOR SUEZ CANAL.

A notice has been transmitted through Ambassador H. C. Wallace, of Paris, France, that the board of directors of the Suez Canal Co. has decided that, dating from March 1, 1920, the transit dues on vessels in ballast shall be lowered to 6 francs (\$1.158 normal) per ton.

AMERICAN MACHINES AND MATERIALS IN JAPANESE CAN-MAKING PLANTS.

An American Government official recently visited the can-making plant of a large Japanese cannery and found that most of the machines were of American make. They were operated by men who receive a daily wage of about 80 cents. Women and girls also are employed in some of the branches of the industry and receive approximately 28 cents a day. The boxes in which the cans are packed are 20 inches long and 14 inches in height and width, made of pine wood with oak ends. They are nailed by hand at a lumber mill and cost 30 cents each. The manager of this factory stated that the American tin plate which they are using is much superior to any other for their purposes.

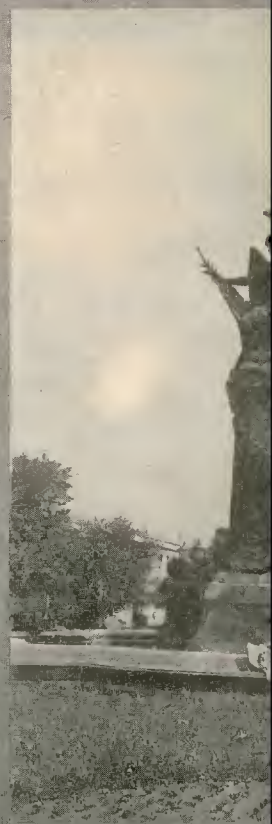


THE ANDES, SOUTH AMERICA'S GOLD FIELD



ORPHAN'S COLLEGE - LIMA, PERU.

STATUE OF V. SANTIA



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PHOTOGRAPHS
SPANISH-AMERICAN

A MACKENNA
CHILE.



ONE OF THE MAIN STREETS - SANTIAGO, CHILE

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SUGAR PLANTATION - PERU

ISHED BY THE
CANTILE AGENCY, INC.

Important Foreign Markets For American Made Candies

Large Demand in France for Chocolates and Sugared
Almonds-Principal Competition is From England. Hard
Candy and Lonzenges for the Chinese

By B, Burke

IT is interesting to note the popularity attained by American candy manufacturers due to the presence of American Expeditionary Forces in France and Belgium. Prior to the war but little candy was imported from the United States by those countries, but now one sees American fruit tablets, chocolates, chewing gum, etc. on sale in the shops, at stands in theatres and the best hotels.

During the war practically all forms of French confectionery disappeared from the market and it is only within the past few months that it has come back on the shelves of the retail shops.

The reason for the present demand for our product is, therefore, obvious. Before the war chocolates of fair quality could be purchased in France for 48 cents a lb. upwards, but at present a very poor grade of chocolate is being sold at \$1.50 per lb. and finer grades from \$2.50 per pound upwards. Sugared almonds are a most important item in French confectionery trade, as no French festivity, such as a wedding, christening etc., is considered complete unless each guest is presented with a fancy box of them. In many districts the sweets are scattered from the church steps to the joy of the poorer class children of the neighborhood. Sugar almonds that were selling in 1914 for 29

cents per lb., today cost \$1.95 per lb. and over. Hard candies have risen from 19c. to almost one dollar a pound and other grades in like proportion.

Can Undersell French Product.

The duty levied by the French customs authorities is approximately \$4.20 per 100 lbs., therefore American grades can be shipped and sold in France considerably lower than candy of their own production. At present, therefore, there is a wonderful opportunity for our candy manufacturers, that may never again be presented, and they should lose no time in securing a hold on this market.

Sales may be made by correspondence, but a far more satisfactory way would be to appoint local agents or to send special representatives.

The principal competition to be met is from England, her long time credit system being a strong factor in her favor, though the French are very favorable to U. S. products. It is also likely that Swiss manufacturers will shortly invade the market and even German interests. Therefore, the American manufacturers will have to do a great deal of advertising and to show much activity if they intend to supplant the Swiss products which have long been known and appreciated by the French public.

The Far East Another Important Market

American Lozenges, hard candies, and fancy packed chocolates appeal strongly to the Chinese market and already have a recognized large trade in the Far East. They are purchased principally through export and import houses though some are ordered directly from manufacturers.

A successful method suggested by the Consulate for the promotion of sales is direct corres-

pondence on the part of the U. S. manufacturers with dealers in the Far East. Most of these are prepared to correspond in English.

At present practically all standard American candies are being sold in this field and are increasingly popular. The manufacturer who secures the best share of this trade must aim to give a regular service of fresh candy in as many varieties as possible, so packed as to reach the consumer in good condition. This is even more important than prevailing prices.

THE AUTOMOBILE SHOW IN NEW YORK

By B. BURKE

THE Twentieth Annual Automobile Show, which closed January 10th, at the Grand Central Palace, attracted more visitors to New York City than any event this winter. For weeks applications for hotel reservations had been pouring in until it became necessary to commandeer every possible space. Many of the prominent hotels equipped private dining rooms and ball rooms as sleeping quarters, though late arrivals even found it necessary to seek accommodations out of town.

It was evident that the leading manufacturers in the industry were exceptionally eager to show their post war models. With eighty-four exhibits of distinctive makes of passenger cars, all former records were broken. In addition to the large array of cars, a multitude of accessories were displayed. Lack of available space made it impossible to show the Motor Trucks at the Palace, therefore the 8th Coast Defense Armory was given over for that purpose.

It is estimated that over 400 completely equipped passenger cars were on exhibition, about half the exhibitors showing stripped chassis whereby a critical observer could study every feature of the engine, transmission, ignition systems, carburettor adjustment and all other mechanical details that add to the reputation of a car.

Only two of the models shown use other than gasoline for fuel, viz; The Milburn (electrically driven), and the Stanley, a steam operated car which has maintained its popularity for many years.

The increased number of four and six cylinder models was very apparent. Many new features that have come as a result of war experiences were fine examples of advanced engineering. Bearings without shims, new

designs of high pressure oiling systems, improvements in valve gear and a freer use of aluminum and other metals to give lightness in weight appealed strongly to those who appreciated these important changes.

The percentage of sedans, coupes and broughams indicated an increased demand for enclosed cars as an all season utility. One manufacturer stated that at least 40% of their product for 1920 would be enclosed cars whereas but a few years ago 10% was a good average.

A most important feature of the show and one that has met with unusual success, was the special arrangement made in the interest of the Export Trade, one section being given over exclusively for that purpose. Many of the companies had their export representatives present so as to facilitate in every way inquiries from foreign prospects.

It was learned that a number of foreign buyers from abroad had taken advantage of this opportunity, France and England having the greatest number of representatives, though the Orient, Africa and South America had a number of delegates who were negotiating for large sales.

As far as could be learned the passenger cars available for export are as follows:

Allen, Anderson, Apperson, Auburn, Baker, Biddle, Briscoe, Buick, Cadillac, Chalmers, Chandler, Chevrolet, Cole, Columbia, Crow-Elkhart, Davis, Detroit, Dodge, Dorris, Dort, Elgin, F I A T, Franklin, Grant, Haynes, Hudson, Hupp, Jordan, King Kissel, Kline, Lexington, Liberty, McFarlan, Maxwell, Milburn, Mitchell, Moon, Nash, National, Oakland, Packard, Paige-Detroit, Peerless, Pierce Arrow, Reo, Saxon, Scripps-Booth, Stearns, Studebaker, Stutz, Westcott, Willys-Overland, Winton.

Record Breaking Year For Automobile Industry

More Vehicles Made and More Exported Than During any previous Twelve Months.

By ALFRED REEVES,
General Manager, National Automobile Chamber of
Commerce.

NOTWITHSTANDING the small production during the first three months of 1919, following the Armistice, when the industry was on practically a 100 per cent. war basis, motor car manufacturers made such gigantic strides during the other nine months that the year's production of 1,891,929 motor vehicles exceeds all previous records including 1917 when 1,868,000 cars and trucks were produced. The wholesale value brought the industry almost to the two-billion-dollar class.

It was only twenty years ago when automobiles were barred from Central Park—yet within these two decades no year has gone by except the war year of 1918, which has not seen an increased demand for these time-saving vehicles now such an important part of our American life, having advanced from the position of toys for the rich to a position on a par with the telephone, telegraph and the railroads, in their work of transporting men and merchandise.

Passenger car production was slightly less than in 1917, totaling 1,586,787 as against 1,740,000 for 1917. The truck production however, increased substantially, rising from 227,000 in 1918 to more than 305,000 in 1919.

The total wholesale value of passenger cars was \$1,399,282,995 an average of \$882 per car; while the truck value was \$408,311,585 an average of \$1,338 per vehicle.

The total value of these products was \$1,807,594,580, which, when combined with the wholesale value of bodies, spare tires and accessories to equip the cars or trucks ready for the owner's use, brings the industry close to the two billion dollar class with a practical certainty that this year its position will be second only to steel among the manufacturing industries of the country.

TRUCK MAKES BIG ADVANCE

The rapid advance of the truck has resulted from its meritorious performance in the war, in general commercial life, in connection with Rural Motor Express lines and in practically every other department of commerce. Buses are increasing in great number, it being worthy of note that in Newark, N. J., 16,000,000 passengers were carried by buses during the first half of 1919, the fares amounting to \$800,000.

Some highly interesting figures in connection with the industry dating from 1899, are given in the following table:

PRODUCTION FIGURES OF THE AUTOMOBILE INDUSTRY

PASSENGER CAR PRODUCTION		
YEAR	NUMBER	WHOLESALE VALUE
1899	3,700	\$ 4,750,000
1904	21,281	23,634,364
1909	127,731	159,918,506
1914	543,679	413,859,379
1917	1,740,792	1,053,505,781
1918	926,388	801,937,925
1919	1,586,787	1,399,282,995
Average wholesale price for 1919—\$882.		

MOTOR TRUCK PRODUCTION

YEAR	NUMBER	WHOLESALE VALUE
1904	411	\$ 946,947
1911	10,655	22,292,321
1917	128,157	220,982,668
1918	227,250	434,168,992
1919	305,142	408,311,585
Average wholesale price for 1919—\$1,338.		

Total motor vehicle production in 1919 was 1,891,929 valued wholesale at \$1,807,594,580.

Passenger car production in 1920 should be not far from $2\frac{1}{4}$ million cars with truck production 400,000 to 425,000. It will depend largely on materials, particularly in connection with closed cars, for which the demand is increasing tremendously.

Exports are now only about \$110,000,000, but this should increase substantially during the next few years.

The world's markets are being covered by the automobile industry, our automobiles going last year to 81 different countries, including Iceland which bought 21 cars and 2 trucks. There is a normal replacement annually of about 16 per cent. of the cars and trucks in use. Final figures from the various states would indicate that almost seven million motor vehicles are now registered and running, in the United States. Of this number about 10 per cent. are trucks.

GREATEST INCREASE IN FARMING DISTRICTS

The biggest percentage of increase in the registration of cars during the past two years has been in the agricultural districts. The leaders are Tennessee, Alabama, Louisiana and Georgia where the percentage of increase over 1918 has ranged from 29 per cent. down to 16 per cent. New York has the greatest number of cars registered, approximately 570,000 or one for every 18 people in the state. Ohio is second with about 511,000.

Nehraska and Iowa are pretty close for the honor of the greatest number of cars per capita, Iowa with 365,000 and Nehraska 201,000 or one car for every $6\frac{1}{2}$ persons.

Mississippi has the fewest cars registered, less than one for every 50 persons with Alahama next—one for every 43 persons. Better roads are expected to change this situation.

HOW MANY CARS CAN U. S. USE?

Just how many cars can be used in the United States depends entirely on the improved roads and bettering the traffic conditions in big cities by the use of underground garages and parking places for cars not in use. There are many who believe that a few years from

now will see 12,000,000 motor vehicles running in this country.

Notwithstanding its giant strides in twenty years, the industry has not been one in which it was easy to succeed, as evidenced by the fact that more than 700 makers failed or retired from the business during the past six or seven years.

Many new companies now going into the business will find the road difficult and success coming only to enterprising, well-financed and well-managed concerns having vehicles on a par with those now in use.

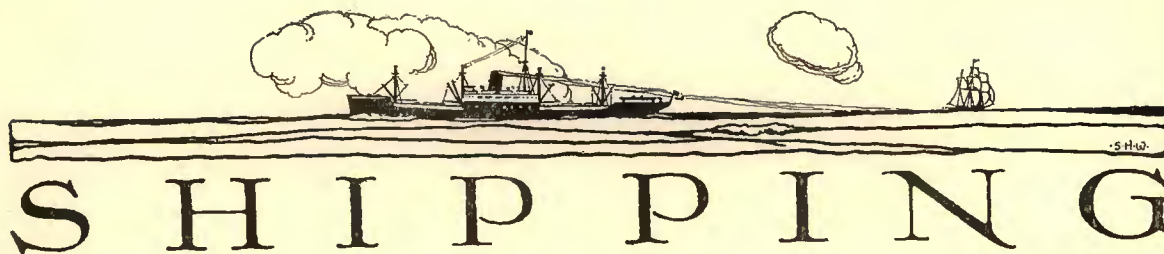
MAKERS AIM FOR LOW PRICES WITH QUALITY

One of the real reasons for the great growth of the automobile industry has been the appreciation that every person wants an automobile. It is generally a question of price. The makers, therefore, worked to bring down prices and thus permit of increased production, which in turn brought prices down still further.

The industry is looked upon as the leader of standardized production. In its co-operative and constructive work it sets a worthy example to other industries.

HOW THE MANUFACTURERS CO-OPERATE

The 123 makers in the National Automobile Chamber of Commerce have ever been ready and continue to be ready to give and take, in a manner that has helped to make the industry what it is and has been—real co-operation exists to an extent that is not found in any other industry. Whether it is standardizing on tires, co-operating for foreign trade, helping in the distribution of freight cars, combatting unfair legislation, exchanging patents without payment of royalties, advocating and showing the way for more and better highways, agreeing on car designs that will lessen the cost of fire, theft and liability insurance to be paid by owners, standardizing on repair parts and service policies to the ultimate benefit of the consumer, co-operating in the promotion of automobile shows, fostering plans for the extension of rural motor express, working with the representatives of the oil industry with a view to insuring proper and plenty of gasoline, or in scores of other ways, the automobile manufacturer will continue to show that his ideas of co-operation are not theoretical but practical and by his support, insure a continuance of this wonderful industry on a bigger scale than ever before.



ABANDONMENT OF SEAMEN BY AMERICAN VESSELS.

By CONSUL L. C. PINKERTON.

While American vessels are no longer required to give bonds for the return of the members of their crews, the law prescribes a penalty of four hundred dollars for each seaman not returned or accounted for. In order to avoid the payment of the penalty, masters of vessels often swear that men have deserted from their vessels, when they are only casual overstays or have been abandoned. When seamen overstay their leave and the vessel is forced to leave them in port, the penalty would not ordinarily be enforced, but the seamen would be entitled to their full pay up to the time they left the service of the vessels and also to their effects. In other words, the penalty for desertion is not placed upon seamen who overstay their leave or who are absent without leave unless they have refused or neglected to return to their vessels after having been ordered to do so by the officers. It would seem that many officers of American vessels have an erroneous idea relative to the definition of desertion, which may be defined as the quitting of a vessel with the intent of not again returning to its service.

In order to break up the practice of the masters of American vessels of leaving seamen in foreign ports without complying with the requirements of the law regarding such men, it is necessary that consular officers co-operate with the Department of Commerce and submit detailed information immediately to the Department of State so that the full penalty of the law may be enforced. In cases where consular officers are forced to relieve seamen who have been abandoned by their vessels, the attention of the Department should be specifically called to the facts of the case when the accounts therefor are submitted, in order that, in case the Department thinks the facts seem to warrant such action, the owners of the vessel may be called upon to refund the amounts advanced.

DECEASED SEAMEN'S EFFECTS ARE SENT TO DISTRICT COURTS.

By CONSUL J. B. YOUNG.

Consular officers are reminded of the fact that all circuit courts of the United States were abolished by "The Judicial Code Act" of March 3, 1911, with the exception of United States Circuit Courts of Appeals. This, of course, does not apply to any State circuit courts which exist. The only United States circuit courts existing now are United States Circuit Courts of Appeal, which are courts of appeal only, and have no original jurisdiction. United States District Courts now have jurisdiction of cases which formerly came within the jurisdiction of United States Circuit Courts, such district courts having also taken over the powers and duties of and cases pending in the abolished circuit courts.

Section 4541 of the Revised Statutes, as originally enacted on June 7, 1872, required consular officers to remit deceased seamen's effects to the appropriate district courts, but this section was amended by Act of March 3, 1897, requiring consular officers to remit the effects to circuit courts. By abolishing the Circuit Courts of the United States and imposing their duties upon district courts, the Act of March 3, 1911, amended Section 4541 of the Revised Statutes by again requiring consular officers to remit seamen's effects to the district courts.

FREIGHT DISPATCHING.

FREIGHT forwarding to foreign countries involves considerable detail; and it can be handled in various ways. When the manufacturer is represented in New York City or other port from which he can ship, his own employees can attend to the papers. When he is not so represented it is necessary for him to decide upon the best means of having his consignments forwarded. Following is a list of the means to which he can resort, with a brief outline of each:



1. FOREIGN FREIGHT AGENTS OF RAILROAD COMPANIES.

The growth of the foreign trade of the United States has compelled many transportation companies to enlarge their facilities for the proper attendance to export details. It is often the case that no charge is made for the service, this condition having been brought about by keen competition. In many instances where a charge is made, it is very small.

2. EXPRESS COMPANIES WITH FOREIGN DEPARTMENTS.

Some of the express companies which are doing a large business abroad include freight forwarding in their service. Their foreign departments are well organized and are capable of rendering competent handling in all such matters.

3. STEAMSHIP COMPANIES.

Many of the more important ocean lines for some time have been following the policy of forwarding shipments consigned to their care and are in a position to handle shipments of any size with expedition.

4. FOREIGN FREIGHT FORWARDERS.

One of the chief agencies available to the shipper in sending his goods abroad is the foreign freight forwarder. The business of freight forwarding has increased very rapidly, and many of the concerns are very large. The larger forwarders maintain agents in the chief cities of the United States, both at the Atlantic and Pacific seaboard, and also at various points in all the principal parts of the world. Reliable firms can be of material aid, not only in prompt dispatch of shipments, but in obtaining and quoting rates for steamship space. Forwarding agents, like all who attend to dispatching shipments, make a small charge for their services. This is, of course, exclusive of actual expenditures made in behalf of the exporter in obtaining insurance, for cartage, consular fees, freight and other charges. Some forwarders are more reliable than others, and considering the confidence necessarily reposed in the one selected, care should be taken to choose only from those of high standing. It has been the practice of firms of doubtful rating to take advantage of the ignorance of the manufacturers located in the interior. Whereas the methods of such agencies

eventually are brought to light, until they are exposed they nevertheless cause considerable annoyance to the shipper and his buyer. This magazine will gladly recommend to any manufacturer a forwarding house of good standing, or advise as to the rating of the one already employed.

EXPRESS AND PARCELS.

Small express and parcel shipments are handled economically by freight forwarders because of their ability to accept and combine small packages to fill the space available to them under contract to the steamship company. As a consequence, the charges made by such agencies for limited consignments are often less than the amount quoted by a steamship line for a minimum bill of lading.

MARKING GOODS.

In building business in foreign fields a trade mark is quite as valuable as in the United States. As in the case of the Far East and other similar markets where the mass of the people must be considered, a trade mark on an article of merit becomes enormously valuable with use. They are very valuable also in creating a demand for a certain article and should be both simple and attractive. A color mark is perhaps the best, as it also aids the steamship company at the port of discharge in separating the cargo for delivery to the consignee.

SIZE AND WEIGHT.

The steamship company charges according either to weight or measurement, whichever nets the greater return. Consequently it is well to make the shape of the package conform as closely as possible to the minimum space in which it is to be stowed. Weight often determines customs duty and unnecessary packing should be avoided. Waste material or what is commonly called stuffing, should be used sparingly, since ocean freights are calculated on the weight and cubic contents. If care is exercised in the selection of cases or the building of crates there will be no great need for employing such methods of "filling out."

EXCESS MARKINGS.

Such signs as "handle with care" or "this side up" are useless in the majority of foreign countries, where illiterate laborers handle the goods, since they never take the trouble to read them, even granting that they could. To guard against thievery and pilfering it is well not to specify too definitely on the



outside of the cases what the contents are, especially where there is danger that they may lie on open wharves or piers for days or weeks. The exporter should be familiar with the marking regulations demanded by foreign customers. Proper attention to marking would eliminate delays in shipment and losses through non-deliveries.

CLIMATIC CONDITIONS.

In sending goods to foreign countries, the climate is one of the most important factors. In addition to the dampness of the sea air on the voyage, there is danger of damage from prevailing moisture in tropical countries. Sometimes shipments are landed on open piers or wharves and exposed to rain or the hot tropical sun for weeks and months at a time. Even when the outside covering is intact and waterproof, it sometimes happens that moisture penetrates inside packing, especially in cases where the product was not dry at the time of packing. Tropical heat and moisture and various forms of animal and vegetable life continually menace different kinds of goods. A cheap quality of paper, for instance, only lasts a few years in India. Leather, textiles, tin, tobacco and books bound with ordinary paste frequently are attacked and ruined by mildew and fungoid growths. Even where tin linings give protection to articles of this kind against wetting from without, the exporter should exercise the greatest care in the use of sheetings, paper or straw for internal packing.

The English as well as the European in general have devised effective protection for goods by the use of waterproof linings, zinc or tin lined cases. The most desirable wrappings are oilcloth, burlap, and waterproof paper. The expense involved in the use of these wrappings can be offset by the importer who can often resell them.

SERIAL NUMBERING.

When shipments contain many cases it is important that every case bear a number and that this be noted on the invoice. When this is done it is easy for the consignee to check the consignment and to discover possible shortages. For example, serial markings should be used when component parts of a

machine or article are packed in different cases. The distinguishing feature will make it possible to assemble them easily and quickly at their destination. It is an additional safeguard against loss of packages on the way.

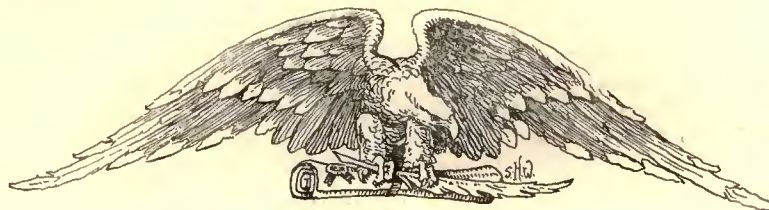
CONSIGNEE'S MARKS.

Consignee's marks may be applied in various ways. It is customary to use initials in order to prevent competitors from ascertaining the destination of shipments. Sometimes a number is used, this being either the number of the order or one arbitrarily adopted to identify the merchandise. (For all details, see "Packing for Export," Miscellaneous Series No. 5, Government Printing Office, Washington, D. C.)

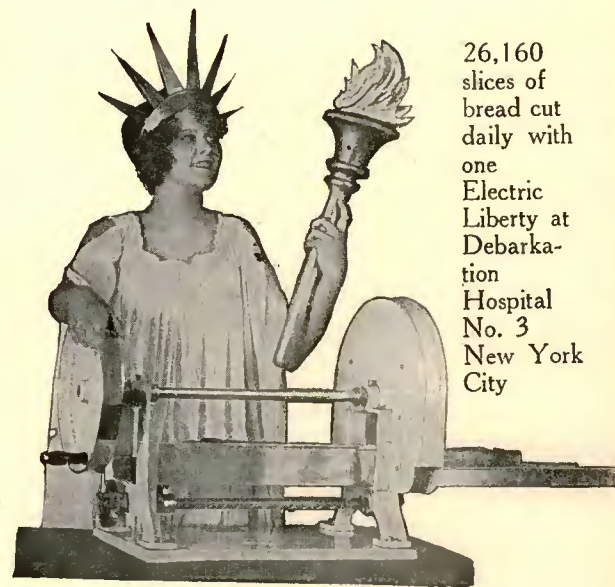
INDIVIDUAL REQUIREMENTS.

The foreign field is so large that any details regarding individual requirements, that is, requirements relative to special kinds of goods or instructions that apply only to one specific trade, cannot be included in this brief survey. The American exporter soon learns, for instance, that his is the only large exporting country whose goods require trans-shipment in being sent to Asia Minor; also he gradually comes to realize the importance of care in shipment of machinery when different parts are packed in separate boxes. Sizes of packages may be unsuitable for the interior transportation facilities peculiar to certain countries; he may find that he is paying unnecessarily high customs duties because he has not exercised precautions in shipping to countries that distinguish between net and gross weight in their tariff regulations; he may have forgotten or never learned the disadvantage of having a fragile or badly packed piece of goods take a tumble the height of a coolie's head or shoulders.

The suggestions made in this review are by no means inclusive, but merely point out the need for extreme care and precaution in the science of packing and dispatching goods designed for remote regions. Whenever a reliable and well-known customer sends instructions they should be followed to the letter for the consignment in question; later, other possibilities may be taken up, when the peculiarities of the situation are known to the shipper as well as to the consignee.



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