AMERICAN CONSULAR BULLETIN

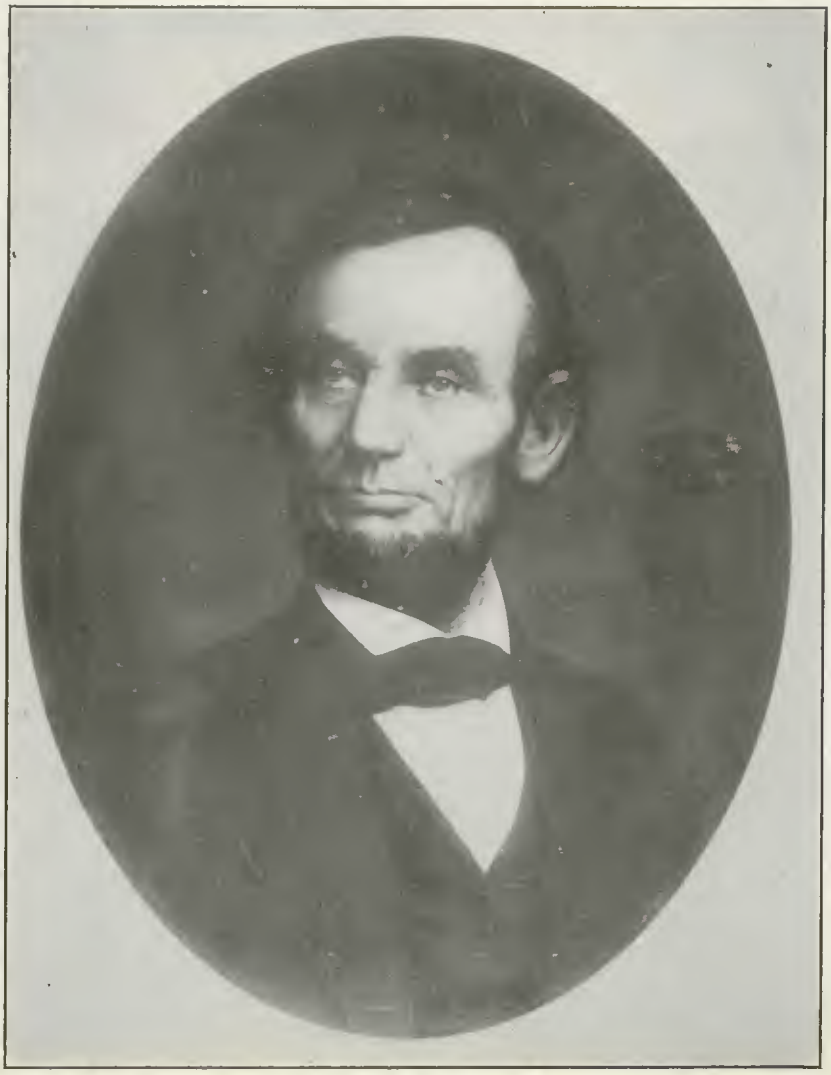


15c. A Copy FEBRUARY-1920 $1.50 A Year

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 FEBRUARY No. 12



ABRAHAM LINCOLN
Sixteenth President of the United States

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

AMERICAN CONSULAR ASSOCIATION NEWS

Efficency Bureau Favors Control By State Department of All U. S. Officials Abroad.

The United States Bureau of Efficiency, an independent body created by Congress in 1913, has maintained and enlarged its activities from year to year, and now enjoys the respect and coöperation of all the governmental organizations in Washington. By a letter dated January 26, 1920, addressed to the Speaker of the House of Representatives, the Chief of the Bureau, Mr. Herbert D. Brown, transmitted a detailed report on Foreign Trade Promotion Work by the American Government. The entire report has been printed as H. R. Doc. No. 650, 66th Cong., 2nd Session, and its concluding paragraphs will be of deep significance to all persons interested in the Consular Service. They are as follows:

"The foregoing comment with respect to the condition of separated and disconnected activities among the Government organizations engaged in foreign trade promotion applies with equal force to the control of these various bodies. The Department of State controls the consular service and the Foreign Trade Adviser's Office. The commercial attaché are accredited to the embassies and legations in the countries where they are stationed but are entirely under the control of the Department of Commerce, as are also the trade commissioners. The Department of State controls the information which is sent from the consular officers to the Department of Commerce for publication. There is accordingly some measure of coordinated control between the Departments of State and Commerce, but it still leaves the supervision of these two agencies virtually separate. The control of the other Government departments and establishments mentioned in this report in connection with foreign trade is entirely separate with the exception of certain general supervisory functions of the Treasury Department in connection with the activities of the International High Commission. It would appear that the various organizations have separately obtained authority to proceed with their own programs and that this policy, or lack of a coordinated policy, has resulted in the present many-headed control of foreign trade.

"It is significant in this connection to note the attitude of the several departments. From time to time expressions have been given in congressional hearings as to the desirability of bringing the commercial attaché and trade commissioner services directly under the control of the State Department. This measure has been urged both in the interest of centralized control as such and to guard against diplomatic complications which might arise through the independent activities and public utterances of the representatives of the Department of Commerce abroad. Another viewpoint frequently expressed is that all foreign trade promotion and development is of necessity diplomatic in character and therefore properly within the sphere of the Department of State.

"In reply to these arguments representatives of the Department of Commerce have maintained that the creation and establishment of the department charged to foster, promote, and develop both the foreign and domestic commerce of the country implies that it was the intention of the law to lodge the control of all the Government's foreign trade activities in the Department of Commerce. This department also maintains that whenever other Government organizations, such as the Department of Agriculture or the Bureau of Mines, sends agents abroad to investigate trade and economic conditions they should, while at work in the foreign field, be so related to the Department of Commerce as to prevent the duplication of work or other independent effort at cross purposes.

"The Secretary of Commerce, in his reply to the Senate inquiry, makes an urgent plea for the representation of his department upon all other Government boards and commissions which have to do with foreign trade.

"The remaining organizations mentioned in this report do not appear to have expressed particular concern about the present status of their foreign trade work or its control. The Department of Agriculture, the Pan American Union, and the International High Commission consider that they are engaged in their own problems in their particular fields of endeavor and that their activities are by nature quite apart from those of other Government establishments and that there is no particular occasion for changing existing conditions of function or control. The Tariff Commission holds that, as the Government's instrumentality for advising Congress on matters relating to the tariff, it could not be differently organized or administered. Similarly, the financial functions of the Federal Reserve Board and the War Finance Corporation, as well as the transportation functions of the Shipping Board, the Interstate Commerce Commission, and the Railroad Administration, are regarded as duties, the control of which must necessarily remain as it now is, quite apart from the supervision of other departments.

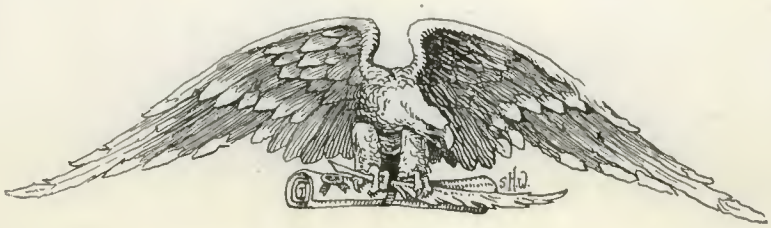
"Upon the review and consideration of the present situation respecting the Government's activities in the promotion of foreign commerce, the Bureau of Efficiency submits the following recommendations:

"(1) That all resident foreign trade agents of the United States Government stationed abroad shall be assigned to the Department of State.

"(2) That all departments contemplating sending trade ivestigators or other trade agents abroad shall first confer with the Secretary of Commerce, who should be given full power to determine the lines of all trade investigations to be conducted in foreign countries.

"(3) That all Government agents abroad whose work regularly or incidentally results in the collection of foreign trade information of any description, be required to send the data thus collected to the Department of Commerce, through the Department of State, for publication and dissemination by the Department of Commerce or for transmission to other branches of the Government service for such use as they may deem proper.

"While it is impossible to estimate in dollars and cents just what savings would accrue to the Government if the recommendations made by the Bureau of Efficiency are put into effect, it is safe to assume that they will amount to many thousands of dollars annually. These savings would result from lesser office expenses and overhead charges by having all foreign trade agents under the control of one department of the Government rather than being attached to several departments with no centralized control as at present, and by having the field and scope of all foreign trade investigations determined by one responsible Government official rather than by several without regard to what is being done by other branches of the service. This centralization of control over all foreign trade investigations will eliminate what might develop into costly duplications and dispense with the sending of agents abroad to cover territory in which the Government already has a representative who could, in most instances, procure the required data in his territory."



Chambers of Commerce In Foreign Countries

ARGENTINE

BUENOS AIRES
Inter-Allied Chamber of Commerce, Mr. Hope Gibson, Pres.

BRAZIL

SAO PAULO
Centro do Commercio e Industria de Sao Paulo, Mr. Ernesto de Castro, Rua Direita No. 27, President.
PORTO ALEGRO
Associacao Commercial.
PELOTAS, RIO GRANDE DO SUL
Associacao Commercial.
RIO GRANDE, RIO GRANDE DO SUL
Associacao Commercial.
FLORIANOPOLIS, SANTA CATHARINA
Associacao Commercial.
SAO FRANCISCO, SANTA CATHARINA
Associacao Commercial.

BRITISH EAST AFRICA

NAIROBI
Chamber of Commerce.
MOMBASA
Chamber of Commerce.
UGANDA
Chamber of Commerce.

BRITISH GUIANA

GEORGETOWN
Chamber of Commerce of the City of Georgetown, Hon. A. P. Sherlock, President, Museum Bldg., North St.

BRITISH WEST INDIES

TRINIDAD
The Trinidad Chamber of Commerce, W. Gordon-Gordon. Pres, No. 2 Chacon Street, Port-of-Spain.
Associate Chamber of Commerce of the British West Indies, Mr. Edward R. Dawson, President.
BARBADOS
Chamber of Commerce.
GRENADA
The Agricultural and Commercial Society of Grenada.
ST. LUCIA
St. Lucia Agricultural and Commercial Society.
ST. KITTS
Agricultural and Commercial Society.
MONTSERRAT
Agricultural and Comercial Society of Montserrat.
ST. VINCENT
St. Vincent Agricultural and Commercial Society.

BURMA

RANGOON
The Burma Chamber of Commerce, C. A. Cuttress, Secy.
BARRISTOR
The Rangoon Trades Association, P. D. Patel, Secy.

CANADA

RIVIERE DU LOUP
La Chambre de Commerce de Fraserville. Mr. Thomas Langlas, Pres., Thomas Langlas Bldg., Rue Lafontain.

CANARY ISLANDS

TENERIFFE
The Teneriffe-American Board of Trade, Santa Cruz.

CEYLON

COLOMBO
Ceylon Chamber of Commerce, A. Duncan, Esq., Sec.
Low-Country Products Association of Ceylon, H. L. De Mel, C.B.E., J.P, Chairman.
PERADENIYA
Ceylon Agricultural Society, C. Drieberg, Esq., Secy.

CHILE

VALPARAISO
Chilian National Chamber of Commerce.
The American Chamber of Commerce, Calle Prat, 271, Casilla 314.

CHINA

HANKOW
British Chamber of Commerce, W. E. Harston, Secy.
Japanese Business Men Association.
Chinese General Chamber of Commerce, Wang Ching Pu, Secy.
WUCHANG
Chinese Chamber of Commerce, Hsu Yung Ting, Sec.
HANKANG
Chinese Chamber of Commerce, Ling Ching Jen, Secy.
KIUKIANG
Chinese Chamber of Commerce.
NANCHANG
Chinese Chamber of Commerce.
ICHANG
Chinese Chamber of Commerce.
TIENTSIN
British Chamber of Commerce.
Chambre de Comerce Francaise de Chine.
The Japanese Chamber of Commerce.
The Tientsin General Chamber of Commerce.
SHANGHAI
British Chamber of Commerce, 1 The Bund.
Chinese Association of Foreign Goods Merchants, Rue Hne, French Town.
Chinese General Chamber of Commerce, Temple of Queen of Heaven, North Honan Road.
Chinese Merchants Cooperative Assn., 810 Ningpo Road, Cantonese Guild Building.
French Chamber of Commerce, French Municipal Bldgs.
Italian Chamber of Commerce, c/o G. S. Bena, 44 Szechuen Road.

Japanese Chamber of Commerce, 20 Boone Road.
Russian Chamber of Commerce, 93 Rue de Montauban.
Shanghai General Chamber of Commerce, 1 Yuen-Ming-Yuen Road.

HONGKONG
Chinese General Chamber of Commerce, 30-32 des Voeux Road, Ctl.
Hongkong General Chamber of Commerce, Chartered Bank Bldg.
Assn. of Exporters and Dealers of Hongkong, Chartered Bank Bldg.

CANTON
British Chamber of Commerce, c/o C. A. Peel, Dodwell & Co., Ltd.

CHEFOO
Chefoo General Chamber of Commerce.
Chefoo British Chamber of Commerce

TSINGTAU
The Japanese Business Men's Association.
Chinese Chamber of Commerce.

HARBIN
The American Merchant's Association of Harbin

HOOCHOW
Chinese Chamber of Commerce.

UKDEN
Chinese Chamber of Commerce.

CHANGSHA
Changsha Chamber of Commerce.

ANTUNG Chamber of Commerce, Fang Wan Ch'eng, President.

CHINGTCHCHEN
Chinese Chamber of Commerce, Chen King Chang, Chairman.

NANKING
Chinese Chamber of Commerce.

WUHU
Chinese Chamber of Commerce.

CHINKIANG
Chinese Chamber of Commerce.

COLOMBIA

BARRANQUILLA
American Chamber of Commerce, Isaac A. Manning, Pres., Apartado No. 11.

CARTAGENA
Chamber of Commerce.

COSTA RICA

SAN JOSE
Camera de Comercio de Costa Rica, John M. Keith, President.

CUBA

SAGUA LA GRANDE
Chamber of Commerce, Industry and Navigation, Marcelino Garcia, President.

DENMARK

AALBORG
Aalborg Handelsforening, P. Rechnitzer, President.

AARHUS
Aarhus Handelsforening, J. A. Alstrup, President.

EBSJERG
Esbjerg Handelsforening, C. Breinholdt, President.

FREDERICIA
Fredericia Handelsforening, Johan Korch, President.

HORSENS
Horsens Handelsforening, Chr. Jensen, President.

RANDERS
Randers Handelsforening, Wilh. Jensen, President.

VEJLE
Vejle Handelsforening, Fred. Poulsen.

DOMINICAN REPUBLIC

SANTIAGO
The Chamber of Commerce, Agriculture and Industry of Santiago.

PUERTO PLATA
La Camara de Comercio, Industria y Agricultura de Puerto Plata.

DUTCH WEST INDIES

WILLEMSTEAD, CURACAO
Chamber of Commerce and Industry, A. Jeserum, President, Address as "The Secretary of the Chamber of Commerce and Industry."

ENGLAND

LONDON
The North London Manufacturers' Association, O. F. Broadway, Esq., J. P., Hon. Secy., 18 Finsbury Square, E. C. 2.
Manufacturers Agents' Association.

LIVERPOOL
Liverpool Chamber of Commerce, Exchange Bldgs.

BIRKENHEAD, CHESHIRE
Birkenhead Chamber of Commerce, Hamilton Square.

GERMANY

BERLIN
The Chamber of Commerce of Greater Berlin.

GREECE

PATRAS
Board of Trade.

HONDURAS

TEGUCIGALPA
Camara de Comercio de Honduras, Dr. Diego Robles, Pres., Cornelsen's Store.

SAN PEDRO SULA
Chamber of Commerce.

CEIBA
Chamber of Commerce, Theodore Castaing, Pres.

INDIA

MADRAS
Chamber of Commerce, Hon. Gordon Fraser, Pres.

BOMBAY
Chamber of Commerce, R. E. Gregor-Pierce, Secy., Parsee Bazan Street, Indian Merchants, Chamber and Bureau, J. K. Mehta, Secretary, Appollo Street.

NOTE: The Continuation of This List Will be Found in The March Number.



A MEXICAN SERENADE.

From the Journal of the American Chamber of Commerce of Mexico.

Arthur Guiterman, in El Heraldo de Mexico, prints a Mexican Serenade, which shows a talent for rhyming that would make Poe and Tom Hood envious, and would make Amy Lowell detest him for his crudeness. Somebody ought to set it to music for the guitar or mandolin. It follows:

When the little armadillo,
With his head upon his pillow,
Sweetly rests,
And the parrakeet and lindo,
Flitting past my cabin-window,
Seek their nests:

* * * *

When the mists of even settle
Over Popocatepetl,
Dropping dew,
Like the condor, over yonder,
Still I ponder, ever fonder,
Dear, of you!

* * * *

May no revolution shock you,
May the earthquake gently rock you
To repose,
While the sentimental panthers
Sniff the pollen-laden anthers
Of the rose!

* * * *

While the pelican is pining,
While the moon is softly shining
On the stream,
May the song that I am singing
Send a tender cadence winging
Through your dream!

I have just one wish to utter—
That you twinkle through your shutter
Like a star,
While, according to convention,
I shall cas-u-ally mention
My gnitar.

* * * *

Senorita Mariquita,
Muy bonita, pobrecita,
Hear me weep!
But the night is growing wetter,
So I guess that you had better
Go to sleep.

It is noticed that Mr. Guiterman rhymes Popocatepetl with "settle" which is one way of doing it, adapted to people who cannot get that final little forgetfulness and yet suggestiveness, of the "l," shown by those brought up to speak Spanish. You will notice, too, that Mr. Guiterman does not make an effort to rhyme Ixtlacihuatl with anything. If he will write another poem and rhyme Ixtlacihuatl with an English word, hundreds of clumsy tongued people will rise up and call him blessed.

* * * *

Attention is called to the fourth paragraph of the article in the October BULLETIN on "Loose-Leaf Binders Orderly and Convenient," by Consul J. B. Stewart, that "The Department prescribes the use of a loose-leaf binder for Passport and Registration Applications" is incorrect. Of course, the intention was that the officers use this method if convenient, until final action by the Department on the application, when it should be filed with the miscellaneous correspondence.

DATA FOR SUMMARY OF BUSINESS, FORM 243.

By Consul J. B. Stewart.

A good deal of the information required for the new quarterly "Summary of Business" form may be readily obtained from the Register of Correspondence Received and Sent by the daily use of a simple key on the order of the one suggested in a recent issue of the BULLETIN by Consul General Edwin S. Cunningham. As will be seen from the key given below two initials are used which at a glance indicate the kind of communication received or sent and so do not have to be memorized:

KEY.

cr Commercial letter received.
cs Commercial letter sent.
gr General letter received.
gs General letter sent.
tr Telegram received.
ts Telegram sent.
ct Called for trade report.
vt Voluntary trade report.
cg Called for general report.
vg Voluntary general report.
in Triplicate copy of invoice.
sa Sanitary report.

*An added asterisk indicates protection, whereabouts or extradition case.

The "key" column is placed on the right hand page, adjoining the "date" column, and a sufficient number of pages in the back of the book are ruled and used for recapitulating thus:

Page	cr	cs	gr	gs	tr	ts	ct	vt	cg	vg	in	sa	Miscl.	Total no Lines
2	7	1	14	20	1	2	—	—	—	—	3	1	—	49
4	4	—	14	22	1	1	1	—	—	—	3	—	3	49

It is presumed that in most consulates there are always some entries in the correspondence book such as confirmation of telegrams sent, acknowledgement forms, etc., which cannot be included as letters, telegrams or reports and if these are grouped in a miscellaneous column, as shown in the above recapitulation, then the number of communications of various kinds on each page may be readily checked as the total of the several columns, if there is no error, will be 49 or the total number of lines used.

The above described system has been in use in the Chihuahua Consulate for several months and has been found practical and very satisfactory.

File 000

Consuls have all, from time to time, enjoyed anecdotes, both modern and ancient, told at the expense of their colleagues. Here are three all at the expense of our Ministers and clipped from the PHILADELPHIA LEDGER.

BUNK!

A certain minister was chilly to any American correspondent who failed to throw a bouquet to him in the first paragraph of a cabled article. His idea of how an article should open was: "Owing to the unremitting efforts of the Honorable ...., United States minister to .....," etc.

This form was used so frequently that an American editor cabled his correspondent at that capital: "Hereafter, for 'Owing to the unremitting efforts of Honorable ...., United States minister to .....,' save cable tolls by using the word, 'Bunk!'"

BUNKER!!

During the war an American minister cabled the Department that the people of the nation to which he was sent were greatly worried about bunker coal and he would advise that "it be abolished."

BUNKEST!!!

Once upon a time there was a revolution in a certain near eastern country and the minister cabled to Washington:

"I'm accredited to .....'s government. I'm here and he isn't. What the Sam Hill shall I do?"

AMERICAN
CONSULAR BULLETIN
COPYRIGHT 1919--J. W. YOUNG
VOL 1 FEBRUARY NO. 12

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

ABRAHAM LINCOLN

(Born Feb. 12, 1809, near Hodgenville, Larue County, Kentucky)

FARM HAND—LAWYER—PRESIDENT

In commemoration of the birth of the great Emancipator, we reproduce the portrait of the sixteenth President of the United States as a frontispiece and reprint his famous Gettysburg Speech.

LINCOLN'S GETTYSBURG SPEECH

(ADDRESS AT THE DEDICATION OF THE NATIONAL CEMETERY, NOVEMBER, 19, 1863)

FOURSCORE and seven years ago our fathers brought forth on this continent, a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field, as a final resting-place of those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But in a larger sense, we cannot dedicate—we cannot consecrate—we cannot hallow—this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us—that from these honored dead we take increased devotion that these dead shall not have died in vain—that this nation, under God, shall have a new birth of freedom—and that government of the people, by the people, for the people, shall not perish from the earth . . .

* * * *

BAN ON TRAVEL LIFTED.

War-time prohibition of tourist travel in the British Isles has recently been removed, and passports may now be visaed promptly for travel to the United Kingdom, whereas in the past notice of from three to ten days has been necessary.

Meanwhile, travel would be made more expensive for aliens in this country, and for American citizens abroad, under a rider to the diplomatic and consular appropriations bill. The rider, if passed, will provide that after May 1 a fee of $1 would be charged for applications for passports and visaes, and for issuing passports a fee of $10. For visaes of aliens' passports a fee of $9 would be charged. Officers of foreign governments, members of armed forces of such governments, and aliens formerly resident in the United States and returning to this country after service in the military forces of one of the Allies would be immune from visa fees.

United States Films Lead The World

By B, Burke

American films are now unquestionably the best known and favored throughout the entire world. Previous to the war England and Italy had won a world-wide reputation for their film productions, but with the beginning of hostilities their manufacturing in this direction practically came to a standstill, while the United States produced on a larger and finer scale than ever.

Even before the war American films had been circulated throughout the world and such stars as Mary Pickford, Marguerite Clarke, Billie Burke, Charlie Chaplin, Charles Ray and Douglas Fairbanks had become international favorites, and our product is fast overcoming all foreign competition.

The European producers do not seem to pay such close attention to minor details and their pictures, though the sittings are magnificent, in many instances lack action and interest. American films are therefore winning the theatre-goers because they are lively and full of action, the minor details being carefully supplied which convince the spectator that no expense has been spared to entertain him.

Undoubtedly the war has had a very stimulating effect upon this indnstry, all the belligerent countries having employed this means for propaganda work, it has resulted in converting the public to this form of amusement all over the world.

A few French and Italian films find their way to the Near East. In India, Malaysia, China and Japan, however, practically nothing but American films are shown and the same situation exists in Australia, South America and South America.

The Situation in Switzerland

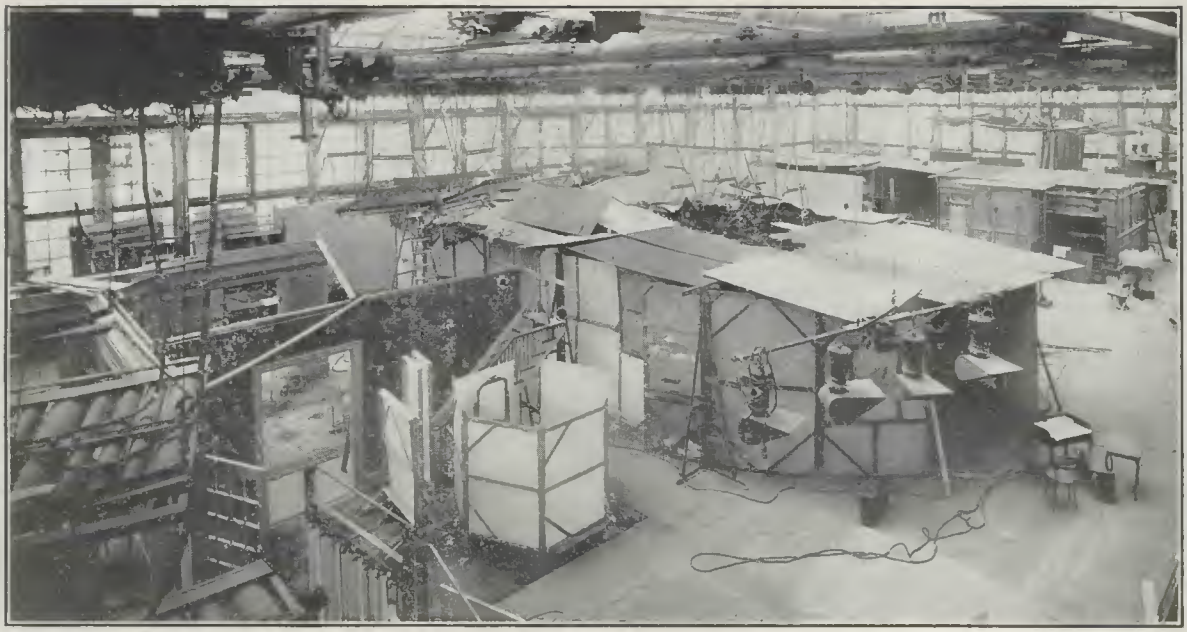
In Switzerland, for instance, though many of the French and German producers have utilized Swiss mountain scenery for staging scenarios, 60 per cent. of the films imported into Switzerland are of American manufacture, the remainder coming from Germany, France and Italy combined, and it should be borne in mind also that films imported from France are in many instances reproductions of American films made at the French agencies.

The Situation in Belgium

In Belgium particularly, American motion pictures have proved extremely popular and are at the present time being shown regularly at the best Belgian theatres.

Films dealing with religion are not in demand in that country, nor those dwelling on politics, murders, etc. The public have ceased to demand war stories except of an exceptional nature. The most popular screen scenes in Belgium are society dramas, especially when rich in luxurious settings, furnishings, etc.; melodramas with rapid, forceful action, all sorts of comedies, Far West Cowboy stories, detective dramas in limited numbers and serial pictures. During the war many French firms purchased American films with exclusive rights for France and Belgium, and these have become very popular.

To date there are 811 moving picture theatres operating in Belgium, but outside the larger cities, such as Brussels, Antwerp, Liege and Ghent, many of them play only three days a week, and the music on these occasions is made a strong feature.



Interior of Paramount Studio, Fort Lee, N. Y.



What is claimed to be the nearest reproduction of the Stock Exchange ever built for motion picture. Produced by Famous Players-Lasky. The director is shown giving directions to the hundreds of extras utilized for the scene.

In Europe, while there is considerable manufacture of films of local subjects, especially in France, Italy, and Germany, 25 per cent. to 75 per cent. shown are, however, of American origin.

In New Zealand, the cinema business has grown at a very rapid rate, especially during the war. One reason for this was the difficulty involved in obtaining play artists, another reason being the low cost of operation. At present there are only about 200 picture houses in the Dominion, with an average seating capacity of 750, and statistics show that over 95 per cent. of the pictures shown are of American manufacture, the classes varying from dramas to comedy, including a good number of educational films and travelogues. New Zealand has but one film producing company, at Auckland, making subjects only of local interest.

The following figures show the enormous growth of American productions. In 1914 New Zealand imported from the United Kingdom films to the amount of $80,331 as against only $59,152 from the United States, but in 1918 they imported to the amount of only $16,234 from the United Kingdom and $386,253 from the United States, almost twenty-five times as much as they did during the year 1914.

One important reason why there has been such a great demand for our films is because they are allowed to enter the country free of duty, and now that the soldiers have returned from the front and with the large expected immigration from Great Britain the future demand for films and theatre equipment will undoubtedly be considerably larger.

The Situation in Japan

Japan has shown a great awakening in the desire for American films, particularly for "Comedies," as they consider our deepest tragedies. Anything that expresses facial emotion is their conception of comedy, tears bringing forth hearty laughter. The Orient is an excellent field and will, undoubtedly, be a growing one.

In a recent interview with the Paramount Company, I was informed that they have already established several studios in England and have plans under way for studios in almost all European countries, so that pictures may be taken in the countries to which the settings actually belong, instead of imaginary settings as is now generally the custom followed. This will undoubtedly be of great value and add material interest to stories of foreign origin.

The Promotion of American Goods

The screen has played a most important part in the promotion of the sale of American goods in foreign lands. Every film sent abroad helps our foreign trade, directly or indirectly, notwithstanding the fact that the pictures were not shown for publicity purposes, but were incidental to the play itself. Consuls, Railway men, Exporters, Importers, in most remote parts of the world, find Yankee pictures a source of never-failing interest for the revealing glimpses they so often give of modern machinery, methods of transportation, equipment, furnishings, etc.

It must be remembered that approximately nine-tenths of the goods shown on the screen are of American manufacture and the constant showing of these goods forms a tremendous foreign trade asset.

The interest manifested by the public even in the most out-of-the-way corners of the world in our machinery and contrivances seen probably for the first time on the screen has resulted in the introduction into foreign lands of most important appliances.

For instance—The Sudan Railway first got the idea of Street Water Tanks from one of our pictures shown in Khartum.

At Santos, Brazil, a moving picture was responsible for the introduction of the Endless Chain Conveyor for loading coffee, etc., which had previously been done by hand.

It was the exhibition of American Wild West scenes that resulted in the modernization of the crude Argentine method of handling cattle and the importation of Yankee saddles.

American labor-saving devices have now become common on the Rio Plate, and automatic conveyors for carrying frozen beef to the steamers has superseded the old-fashioned method.

We may, therefore, look for a tremendous foreign trade in the moving picture industry in the future, and too much attention to these possibilities cannot be given by our manufacturers.



ITEMS



NATIONAL FOREIGN TRADE CONVENTION.

Indications are that there will be a heavy attendance from the East at the seventh annual convention of the National Foreign Trade Council, to be held at San Francisco from May 12 to 15. In addition to leading business men from all parts of the country, it is expected that American merchants from many South American and Far Eastern countries will be present, the Council having promised to run special steamers from Calcutta and Valparaiso to the Convention.

Another steamer will be run from New York through the Panama Canal, and there will be three special trains from the Atlantic Coast, one via the southern route, a second through the Middle West, and a third via the northern route. Delegates can go out one way and return another.

INDIVIDUAL PROBLEMS TO BE DISCUSSED.

As in the past, the convention will probably consist of four general sessions, at which papers treating of the leading phases of foreign trade will be read by the leaders in their respective lines, and eight or ten group sessions, where specific problems will be considered and questions bearing thereon will be answered by experts, thus giving everyone an opportunity to ask and procure first-hand information. This interchange of views and experiences has become the most valuable part of the conventions.

Much talk of the necessity for the United States supporting European exchanges has so far resulted in little action, and apparently there is no great interest in the continued decline of American exports to Europe. Many American bankers and manufacturers seem to feel that there remains sufficient market capacity for their goods at home, under present conditions, to compensate for present export losses. On the other hand, the exchange situation has thoroughly aroused the principal European nations.

SPECULATION IN EXCHANGE FORBIDDEN.

Speculation in foreign exchange was forbidden in Belgium by a royal decree of February 3, which prohibited all except bona fide commercial transactions. Purchase and sale of foreign securities has been prohibited except in the case of economic necessity, and bankers and other exchange dealers and stock brokers must keep for inspection whenever demanded by the Government a daily register of such transactions, including orders given in Belgium for the sale of francs in foreign countries, or of franc shares for foreign currency or shares.

Below are given the average quotations for bankers' cheques in large amount, during the last week in February, as reported by our Foreign Exchange Department. The depreciation or appreciation of each foreign currency in terms of dollars is indicated in percentages of the approximate value of the gold unit.

Mint Par Rate	*Country and Currency Unit*	*Average Quotations*	*Per Cent of Depreciation*
4.866	England (pound)	$3.386	30.4
.193	France (franc)	.070	63.7
.193	Belgium (franc)	.073	62.1
.193	Italy (lire)	.054	72.0
.193	Spain (peseta)	.174	9.8
.193	Greece (drachma)	.114	40.9
.193	Switzerland (franc)	.162	16.0
.268	Sweden (krona)	.185	30.9
.268	Norway (krone)	.170	36.5
.268	Denmark (krone)	.149	44.4
.402	Holland (guilder)	.369	8.2
.238	Germany (mark)	.010	95.7
.424	Argentine (peso)	.434*	2.5 (+)
.500	Philippines (peso)	.491	1.8
.498	Japan (yen)	.497	.4
—	Hongkong (dollar)	.968	—
—	Shanghai (tael)	1.454	—

*Premium



SHIPPING

FINANCING EXPORT SHIPMENTS.

The desire of the seller to receive payment before the goods leave his hands and that of the buyer not to part with his money until the order is delivered to him give rise to a problem of peculiar difficulty in international trade because the time required for the transportation, the risks encountered en route and, in some cases, the fluctuation of rates of exchange. The banker in bridging the gap by providing means of payment sufficiently flexible to reconcile divergent interests, renders a service of inestimable value to both parties. An outline of the methods in general use is given below.

CASH WITH ORDER.

The foreign importer may remit with his order a draft on New York. This method places the burden entirely on the customer and is employed chiefly in small transactions or where a special condition justifies its use.

CASH ON DELIVERY.

The purchaser may send funds directly to an American bank with instructions to pay the manufacturer upon the delivery of certain documents. The documents required in this and similar transactions will be indicated later.

SALES ON OPEN ACCOUNT.

The exporter may permit the buyer to carry a running account under agreement that payments will be made at specific periods. This method, however, seldom need be resorted to, as one or another of the following means are generally employed.

CONFIRMED ORDER.

A current practice is for the importer to make financial arrangements with an American house, or with a local establishment represented in the United States, whereby this correspondent confirms his orders and accepts drafts covering his purchases. Under this arrangement the American manufacturer need concern himself only with the credit of the house so designated.

AUTHORITY TO NEGOTIATE WITH RECOURSE.

An American bank may be instructed by its foreign correspondent to negotiate, up to a specified amount, the drafts of an exporter drawn against a designated bank or individual and accompanied by a full set of shipping documents. This form, often called an authority to negotiate, is not a bank credit. It is stipulated expressly that the seller is not relieved from the liability usually attaching to the drawer of a bill of exchange. The instructions frequently designate the name of an individual or company which will attend to the insuring of the goods. This last may be dictated by such a simple fact as representation maintained in the importer's city by the company designated for this particular function.

AUTHORITY TO NEGOTIATE WITHOUT RECOURSE.

Sometimes the bank's authority to negotiate is modified by omitting the clause which provides that the drawer's liability remains until the draft is met, and by substituting in its place a phrase to the effect that the drafts are to be negotiated without recourse to drawer. Several exporters of experience accept orders based on authorities to negotiate, with recourse, only for shipmnts of standard material and when billed to houses of undoubted responsibility which have reputations for fair dealing. In all other cases they require either that an authority, without recourse, be given or that some other arrangement be made whereby they may be assured of their money and at the same time not risk the loss resulting from non-payment by the importer.

FOREIGN BANK'S CREDIT.

A foreign bank may issue a letter of credit on itself directly in favor of the American exporter advising him that he is authorized to draw on the issuing bank to the extent of a specified sum. It is usual to also name the banks in the United States where drafts accompanied by full sets of shipping documents may be negotiated. The foreign bank promises that such instruments will be honored if presented on or before a

certain date, provided, in the case of time drafts, the shipping documents are surrendered against acceptances or against payment when they are drawn at sight. The American banks named on the instrument, however, do not always regard the credit as confirmed in the absence of direct advice from the foreign bank.

BUYER'S EXPORT CREDIT.

Through his local bank the foreign customer may open an export credit in a bank in New York or elsewhere in the United States, whereby the American bank, upon the presentation of certain enumerated documents, will pay up to a specified amount to the shipper or accept the latter's draft and meet it at maturity. For this purpose the foreign bank usually selects an American bank with which it maintains an account. A commission is charged for the service depending in rate upon whether the American bank is asked merely to pay or to accept and pay, and in the latter case also upon the length of time the draft has to run. The rates are agreed upon by the banks concerned. The credit may be opened by mail or cable.

A CONFIRMED CREDIT.

A confirmed credit, also an irrevocable credit, which it is sometimes called, is one that cannot be cancelled without the mutual consent of the buyer and the seller. When the American bank has notified the seller that such a credit has been established in his favor, it is held responsible for payment if the terms are duly complied with. An unconfirmed credit, on the other hand, is an instruction to a bank in the United States to honor drafts drawn by a designated exporter to a specified amount unless and until it receives from the foreign importer notice of cancellation. The rate of commission charged for a confirmed credit is slightly higher than for the other.

CREDIT INSTRUCTIONS.

A letter of credit invariably gives detailed instructions for guidance of the American bank, and sound banking practice requires that they be strictly observed. It carefully enumerates the documents which must be delivered and, when time drafts are provided for, states the period for which they are to run. In most of the forms above referred to there is an expiration date, but no period need be affixed for an unconfirmed credit as it may be cancelled without the shipper's consent. Whenever an expiration date is stated, a manufacturer in the interior should allow for delays in rail transportation and in loading the cargo.

PAY AGAINST DOCUMENTS.

Upon receiving the necessary instructions a bank will pay the exporter the amount of his invoice against delivery of a complete set of shipping documents.

PAYMENT ON RECEIPT.

An instruction frequently used directs an American bank to pay up to a specified sum against a full set of shipping documents and a receipt signed in triplicate by the exporter. In this case the latter does not prepare a draft. The paying institution, however, is instructed to draw upon a certain bank designated in the letter of credit for its reimbursement.

EXPORT DRAFTS.

When the exporter has drawn a time draft, he may hold it until maturity after it has been accepted by the bank. But as discounting involves no difficulty, he more often adopts this course.

ESSENTIAL DOCUMENTS.

The following documents usually are required and constitute what is known as a full or comlete set: (1) a draft in duplicate or triplicate, or a receipt in triplicate; (2) all the negotiable copies (varying from one to five) of the ocean bill of lading; (3) two copies of the insurance certificate; (4) two copies of the invoice; (5) special documents, for example, consular invoice or weight certificate, required in certain cases for clearance from American ports or for entry abroad or by agreement between the parties. Upon receiving the papers the bank dispatches them at once to its foreign correspondent. In cases where it is probable that a consignment may not go forward immediately upon its arrival at the seaboard, an export credit may be made payable against a warehouse receipt or a dock receipt. This instrument then is held by the bank until exchanged for an ocean bill of lading as indicated below in describing the use of an export trust receipt.

DRAWING TO ORDER.

It is important to observe to whose order to draw the documents. This applies with particular force to bills of lading, warehouse and other receipts and to insurance certificates. Shipping papers are usually drawn "to order," because of the flexibility of negotiation thus obtained. The endorsement of the shipper, which invariably is required on documents prepared in this way, should be made in blank and not to order of an institution, as for example, the bank accepting the papers. By agreement between the varties, however, bills of lading are sometimes issued directly to the consignee. By this method the importer has the assurance that the goods cannot be diverted without his consent.

NEGOTIABLE DOCUMENTS.

By far the greater part of foreign trade is handled with negotiable documents. This is because the use of such instruments assures more adequate protection for the banks financing the transactions and in other ways materially increases the ease of conducting the business. Certain formalities connected with drawing and endorsing documents may appear non-essential to the American manufacturer, but when he ships to a foreign market his papers pass through many hands and some slight omission, overlooked in the United States, might cause the shipment to be held in a distant port to await correction of the error.

EXPORT TRUST RECEIPT.

When the bank at the American seaboard is instructed to accept or pay a draft against a railroad bill of lading or a warehouse receipt, it must relinquish possession of it for sufficient time to allow the document to be exchanged for an ocean bill of lading. The bank engages the services of a forwarding agent for this purpose or, in certain cases, may accept from the exporter a trust receipt which grants the powers necessary to the protection of its interests during the interval.

FOREIGN MONEY CREDITS.

An expert credit may be opened in a foreign currency instead of in dollars, and when this is done the one customarily selected, even in French and Italian colonies, is pounds sterling. The American bank makes payment at its buying rate for time or sight bills active documents to its foreign correspondent. The importer pays at the foreign bank's selling rate on London, the variations in this rate depending on how the cover should be provided in that city, for example, by cable or mail transfer.



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