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AMERICAN CONSULAR BULLETIN



JAGERSPRIS CASTLE, IN DENMARK

Photograph taken and contributed by Joseph C. Grew, American Minister to Switzerland

Vol. V. October, 1923 No. 10

The World is a Great University

*From the cradle to the grave we
are always in God's great kinder-
garten, where everything is try-
ing to teach us its lesson; to give
us its great secret.*

*Everything has its lesson—it all
depends on the eye that can see
and the mind that can understand.*

Can't you see the rich golden harvest in
enterprise and saving?

Then why do you wait?

Savings Department

FEDERAL-AMERICAN NATIONAL BANK

WASHINGTON, D. C.

W. T. Galliher, Chairman of the Board.

John Poole, President.

Biographical Sketch
of
President Calvin Coolidge

PRESIDENT COOLIDGE was born July 4, 1872, at Plymouth, Vermont, where he first attended school, but, early mastering its educational requirements, he continued his studies at academies in the neighboring towns, Black River Academy at Ludlow and then St. Johnsbury Academy, at St. Johnsbury, from which last named institution he entered Amherst, graduating in 1895 with the degree of Bachelor of Arts. After graduation, Mr. Coolidge entered the law offices of Judge Hammond in Northampton, Massachusetts, where, for twenty months, he assiduously studied preparatory to his admittance to the bar and the opening of his own offices.

Mr. Coolidge was married to Miss Grace A. Goodhue, of Burlington, Vermont, on October 4, 1905. They have two sons, John and Calvin, Jr.

Amherst, Tufts and Williams Colleges conferred upon Mr. Coolidge the honorary degree of LL. D., in 1919, and, in the following year, he received a like degree from Wesleyan University, Bates College, and the University of Vermont.

The political career of Mr. Coolidge began in 1899, when he was elected a member of the Northampton City Council, and from that time his rise in public life has been continuous. In 1900 and 1901, Mr. Coolidge occupied the position of City Solicitor, and in 1904, under appointment by the Supreme Court to fill a vacancy, served as County Clerk, but declined to stand for election to succeed himself.

The years 1907 and 1908 found Mr. Coolidge serving Northampton as its representative to the General Court, from which position he rose to that of mayor, which office he held during 1910 and 1911.

Mr. Coolidge, still rising in his career as statesman and politician, served from 1912 through 1915 as a State Senator, being elected President of the Senate for the years 1914 and 1915. The ensuing years, 1916-1918, found him Lieutenant Governor of Massachusetts, and, in 1918, was elected Governor of the State. He was re-elected in 1920.

Mr. Coolidge, following the elections of November, 1920, took the oath of office on March 4, 1921, as Vice-President of the United States, which position he occupied until the death of President Harding, August 2, 1923, elevated him to the Presidency.



HARRIS & EWING

PRESIDENT CALVIN COOLIDGE

AMERICAN CONSULAR BULLETIN

PUBLISHED MONTHLY BY THE AMERICAN CONSULAR ASSOCIATION

VOL. V, No. 10

WASHINGTON, D. C.

OCTOBER, 1923

The Utility of World Trade Directory Reports

*By A. S. Hillyer, Chief of the Commercial Intelligence Division
of the Bureau of Foreign and Domestic Commerce*

IN the October, 1922, issue of the AMERICAN CONSULAR BULLETIN there appeared an article by Herbert W. Gruber, entitled "World Trade Directory Reports." That article, in a capable and direct way, told how the information furnished by the Consular Service was used by the Commercial Intelligence Division of the Bureau of Foreign and Domestic Commerce, and paid a well deserved compliment to the efforts of the consuls in obtaining information contained in the Directory and touched upon the need of such information to the American business man.

In view of the fact that the so-called World Trade Directory now consists of over one hundred thousand names of foreign importers and potential buyers of American products, and that each name is backed up with sufficient information to make a very vivid sales picture for those interested in export trade, it seems to me timely to endeavor to tell the men in the field who are doing the work to what extent the information is used by American business houses generally and how regarded by them.

It might be well to mention at this time that the Bureau of Foreign and Domestic Commerce does not and does not intend to usurp the functions of the commercial credit reporting agencies. Indeed, the World Trade Directory differs from the service performed by the agencies in that it is designed to be entirely constructive, to furnish

such additional light on the legitimate activities of foreign firms as will permit American exporters to gauge their value as agents. The United States Government is not in the business of passing on credit risks of any foreign commercial houses. Any figures given out in connection with trade lists are intended to show the relative size and importance of the foreign importer and is pertinent sales information to the American business concern about to enter or develop foreign trade.

During the fiscal year of the Bureau ending June 30 last, over thirty thousand requests were received by the Bureau from American business firms for just such information on foreign importers as is contained in the World Trade Directory. These requests were from business firms actually in touch with or about to enter into negotiations with foreign buyers. The Bureau, through the Commercial Intelligence Division, was able to report immediately during that period on over thirty per cent of the requests received, and where the names were not included in our Directory we took steps to obtain this information through the Department of State from the consuls in the field.

Many Consuls have expressed their appreciation of the more intimate contact with foreign concerns which their World Trade Directory re-



AMERICAN EMBASSY AT TOKYO, JAPAN

The structure collapsed during the earthquake of September 1, 1923, without injury to any of the staff

port records, as kept in duplicate in the Consulates, reveal.

Appreciation of Services

Space does not permit the printing of letters we have received expressing appreciation of this practical service of the Bureau of American exporters, but many of these letters refer to the work of the consuls and have been forwarded to the State Department for proper notation on the consuls' efficiency records.

The Bureau through its various commodity divisions is constantly being requested by American business houses to suggest to them firms or individuals in foreign countries qualified to act as exclusive selling agents. Foreign firms should be urged to realize that the information which the consuls supply in connection with the World Trade Directory furnishes an excellent basis for

giving advice of this character. Even more pertinent and personal information is desirable if foreign firms wish to be better recommended to American exporters, and we hope to build up this branch of our service in the near future.

Revision of Records

One of our problems is the checking and revision of the large stock of valuable information we now have on file so that our records are kept constantly up to date. Every consul will at once realize the value of this, not only for his own records but also for the World Trade Directory.

Plans are being formulated so that this may be done with a minimum amount of effort and work on the part of the consuls and if we have the same amount of interest and cooperation from the Consular Service that we have had in the past,

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Makers of The Flag

Address by Former Secretary of the Interior, Franklin K. Lane.

This morning, as I passed into the Land Office, The Flag dropped me a most cordial salutation, and from its rippling folds I heard it say: "Good morning, Mr. Flag Maker."

"I beg your pardon, Old Glory," I said, "aren't you mistaken? I am not the President of the United States, nor a member of Congress, nor even a general in the army. I am only a government clerk."

"I greet you again, Mr. Flag Maker," replied the gay voice. "I know you well. You are the man who worked in the swelter of yesterday straightening out the tangle of that farmer's homestead in Idaho, or perhaps you found the mistake in that Indian contract in Oklahoma, or helped clear that patent for the hopeful inventor in New York, or pushed the opening of that new ditch in Colorado, or made that mine in Illinois more safe, or brought relief to the old soldier in Wyoming. No matter; whichever one of these beneficent individuals you may happen to be, I give you greeting, Mr. Flag Maker."

I was about to pass on, when The Flag stopped me with these words:

"Yesterday the President spoke a word that made happier the future of ten million peons in Mexico; but that act looms no larger on the flag than the struggle which the boy in Georgia is making to win the Corn Club prize this summer.

"Yesterday the Congress spoke a word which will open the door of Alaska; but a mother in Michigan worked from sunrise until far into the night to give her boy an education. She, too, is making the flag.

"Yesterday we made a new law to prevent financial panic, and yesterday, maybe, a school teacher in Ohio taught his first letters to a boy who will one day write a song that will give cheer to the millions of our race. We are all making the flag.

"But," I said impatiently, "these people were only working."

Then came a great shout from The Flag.

"The work that we do is the making of the flag.

"I am not the flag; not at all. I am but its shadow.

"I am whatever you make me, nothing more.

"I am your belief in yourself, your dream of what a People may become.

"I live in changing life, a life of moods and passions, of heart breaks and tired muscles.

"Sometimes I am strong with pride, when men do honest work, fitting the rails together truly.

"Sometimes I droop, for then purpose has gone from me, and cynically I play the coward.

"Sometimes I am loud, garish, and full of that ego which blasts judgment.

"But always, I am all that you hope to be, and have the courage to try for.

"I am song and fear, struggle and panic, and ennobling hope.

"I am the day's work of the weakest man, and the largest dream of the most daring.

"I am the Constitution and the courts, statutes and statute makers, soldier and dreadnaught, drayman and street sweep, cook, counselor, and clerk.

"I am the battle of yesterday, and the mistake of tomorrow.

"I am the mystery of the men who do without knowing why.

"I am the clutch of an idea, and the reasoned purpose of resolution.

"I am no more than what you believe me to be, and I am all that you believe I can be.

"I am what you make me—nothing more.

"I swing before your eyes as a bright gleam of color, a symbol of yourself, the pictured suggestion of that big thing which makes this nation. My stars and my stripes are your dream and your labors. They are bright with cheer, brilliant with courage, firm with faith, because you have made them so out of your hearts. For you are the makers of the flag and it is well that you glory in the making."



CONSUL PEPYS

September 9, 1670. Found Sarah home from a tea-gaff at the recktorie and in a great stew and pother over a rumour of the impendent departure from here of oure colleague from . . . but could gather nothings more than ye said colleague his wiffe has been seen at . . . the drapers and notioun's shoppe enquiring after travvelling chestes, such as do bear great leathern strappes about them and cunning fashioned locks. Sarah much inclined to beleave in the colleague his earlie departure though the storie come onlie from little Mistress Mordaunt, wiffe to the sugarr and molasses merchant, and ecksellent little woman who can indeed dance the new steps called, for why is not known, the *Waltz*, most smooth and captivating gracefull, but not to be given credit in weightie matters. And indeed were . . . to lieve us 'twould be but little losse to oure Consullar Corpus of divers nationns and nationallities here as he is never one to make cause commune and protest with us come we must apply to the lockal Magistrates and Authorityes for redress of some greavance of our respectiv sailormen or to alter some Classiffication at the customs.

September 17, 1670. After dinner (most ecksellentlie confected by the new cooking-mayd to whom I perceive Sarah hath imparted to some poynt some of her own skyl, did make remarckable progress at transcribing and arranging all orderlie and lodgickal what commersial notes I derived at Toppy's some time agone (too far agone I did fear at first, wondering for a little moment on what my somewhatte hyerogliffickal notatiouns might mean) but all did soon come strayght. Much put to it, however, to attend thereto what with little Sydney playing in the room at Coache and Horses and my wiffe frequentlie enquiring as to what I thoughte of the prospects of young Mr. Hancocke, who has but of late inheritted his Uncle's ship-chaundler's business at this port, winning for wedlock the recktor's wiffe's younger sister's best friend now visiting at the recktorie. "Lawks," said I, upon her asking me the dozenth and second time, "probably she will get him if she but want to ensnare the man more than he to esckape," I said, "and if she doe but favnt at the right time and with a becomming artfull grace." Here did nighe come to greaf and spoyle all my admyrable notes upsetting the ink-horne as at that Sarah did shy a most monstrous great ball of worsten yarn at my innosent head, for onlie then did I remember that even she had so faynted and I, like a sillie

dubbe, falling on my kneas before her with my marriage offere almost before she did rightlie come to herself. Sarah, as alwaies, did protest she did acktual thinck she saw a mouse. And at all rates the ball room *was* most unusual close from the bad candles during the warrs. After, no more worck to be thought on the night as the rest of the evening went in reminiscings and so at last late to bed and much mispleased that so little done.

September 18, 1670. Came today a demand for informatione as to how the people here doe regard . . . * from some new Politick and Geographickal Section in the Foreine Offis. Much mispleased and put out thereat, being already so busy and concerned, what with the Reckords of Ficiencie of vices and clarkes (whych I doe mean to relate in everie detail of my new skeme to the F. O.) and the stablshment of my new Sundries Reckords Booke and that all thereunto propriate and fitt be copied into it readie with a fair and clean hand withouten or blotts or soyls,—and my demnitioun ackompts come agayn due and pressing. But thanks to my so laboriouslie acheaved aquayntence with the lockal linguo have already some notioun of how the matter is regarded and can veriphy my own beleaf by enquiring further of Mr. Perkyns (whoe hath been in these parts full five and twentie years) be he not reallie put out agaynst me over my winning from him so mightilie the other eve at Preferaunce, so that Sarah did gird at me on my relating it that I should shame myself I should, to win so from friends, and I replying yt no fault of mine was therein yt the paisteboards fell so luckilie to me nor coule I lightlie put asyde my skill (whych hath cost me so manie shillings and pence in the learnyng) and play like some simple zany, sore misusing his fortune. I bade her, in some tartness of tone (which I did afterward regrett but naturallie sayd nothing thereof to her) to calm herself, I should soon lose agayn (which did not at all apeaze her) and did I not honestlie share all with her, come I won a little, for all she might need in personall adornment or pressing household needsities? Alack, how to satisfive a woman; win or lose, 'tis the same with them—and more espeshially is the sameness notable if one lose.

September 20, 1670. Found today a most diverting and profittable crack in the door yt doth communicate from my sanctum to the general roome where sit all my scriveners and whereby I

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* Evidently some confidential matter which Mr. Pepys entered in his journal in an unreadable cipher—very probably the Foreign Office code of those days.—Ed.

Consular Luncheon

ON Thursday, September 13, 1923, the members of the American Consular Association in Washington tendered a farewell luncheon to Consul General Nathaniel B. Stewart and Consul Donald D. Shepard, who were about to leave the Department for their respective posts at Yokohama, Japan, and Malaga, Spain.

Mr. Carr, the Director of the Consular Service, presided and in the course of his remarks expressed regret that the Department should lose simultaneously the valuable services of Mr. Stewart and Mr. Shepard. Mr. Carr referred to the important part taken by Mr. Stewart in organizing and developing the Office of Consular Personnel, which was indispensable to the Department as a means of building service morale, and said that Mr. Stewart was esteemed throughout the Service for the sound judgment, thoroughness and efficiency with which he had discharged the duties attached to that office. Mr. Carr complimented the service spirit which led Mr. Stewart—in the absence of officers immediately available for duty at Yokohama—to place himself at the disposal of the Department to assist in the tasks to be performed and problems to be met in creating a new office under extraordinary conditions, and said that Mr. Stewart's assignment was decided upon only after thorough consideration, for at this time his services were greatly needed at the Department.

Consuls General Evan E. Young, Tracy Lay and Edward J. Norton followed Mr. Carr with

complimentary references to Mr. Stewart and Mr. Shepard and expressions of appreciation of their long service in the Department of State and of sincere regret at their departure.

Mr. Stewart was warmly applauded when he arose to thank Mr. Carr, Mr. Hengstler and the officers present for the compliments paid him, which, he said, were undeserved, and feelingly added that words failed to express his gratitude for the assistance and cooperation which he had received during his period of duty at the Department.

Mr. Shepard referred to the invaluable experience he had gained in the Department, and tendered his resignation as Secretary-Treasurer of the American Consular Association in view of his early departure for his post. Mr. Shepard expects to sail from New York on the S. S. George Washington on Saturday, October 6, 1923.

The officers present regretted that Consul L. C. Pinkerton, assigned to London, and Consular Assistant L. N. Green, assigned to Yokohama, were absent inasmuch as they were to be among the guests of the Association at this luncheon.

The luncheon was attended by the following consular officers at present in the United States on leave of absence: Consuls Paul Knabenshue, K. de G. MacVitty, Maurice P. Dunlap and Vice Consuls Gilson G. Blake and Harry J. Anslinger.



CONSUL GENERAL NATHANIEL B. STEWART

Mr. Stewart relinquished his duties as Chief of the Office of Consular Personnel, of the Department of State, and sailed September 23, 1923, aboard the S. S. President Jefferson, from Seattle for Yokohama, where he has been assigned.



CONSUL LOWELL C.
PINKERTON

*Retiring Associate Editor of the
American Consular Bulletin*

RESOLUTIONS OF REGRET

The Chairman of the American Consular Association at the end of the consular luncheon on Thursday, called the meeting to order to adopt resolutions following the resignation of Mr. Shepard as Secretary-Treasurer of the American Consular Association and then to elect a successor to the office created vacant. The following resolutions were adopted:

Whereas, Mr. Donald Shepard has been assigned to duty abroad, rendering it impracticable for him to continue his active services as Secretary-Treasurer of the American Consular Association, and,

Whereas, Mr. Shepard has this day tendered his resignation; now, therefore, be it

RESOLVED, That the American Consular Association express to Mr. Shepard its sincere appreciation of his faithful and commendable services and its regrets that the circumstances of his career render it impracticable for him to continue his valuable work as an officer of the Association, and be it further

RESOLVED, That the members of the American Consular Association here assembled extend to Mr. Shepard their congratulations upon his as-

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signment and their best wishes for success at his post.

Consul J. Klahr Huddle was then unanimously elected to be Secretary-Treasurer of the Association and the meeting adjourned.

The Editors of the BULLETIN wish to acknowledge with deep gratitude the kindly assistance and constructive suggestions received from Consul General Stewart without whose aid and encouragement the service magazine could not have attained its present proportions or popularity or usefulness.

Mr. John Randolph, who has been detailed to the Department in the Division of Near Eastern Affairs, sailed from New York on September 19, 1923, for his new post at Bagdad.



CONSUL DONALD D. SHEPARD

*Retiring Secretary-Treasurer of the American
Consular Association*

Consular Officers Are Victims In Japanese Earthquake

MR. MAX D. KIRJASSOFF, American Consul on detail at Yokohama, and Mrs. Kirjassoff were killed September 1, 1923, during the great earthquake which devastated the cities of Tokyo and Yokohama.

Mr. Kirjassoff was born in Petrograd, March 2, 1888. After graduating from Yale University where he received the degree of B. A. he entered the Consular Service on March 10, 1911, as a Student Interpreter. He was appointed Vice and Deputy Consul and Interpreter at Tansui, August 6, 1913; Deputy Consul General and Interpreter at Yokohama, October 29, 1913; Deputy Consul General and Interpreter at Seoul, February 12, 1914; Deputy Consul General and Interpreter at Yokohama, April 18, 1914; Vice Consul at Yokohama, February 6, 1915; Consul of Class VIII, October 27, 1916, and assigned to Taihoku; Consul of Class VI, September 5, 1919; assigned to Darien September 8, 1919, and assigned to Yokohama February 13, 1922, where he remained until his death.

Mr. Kirjassoff's last assignment to Yokohama was at a time when the late Consul General Scidmore had become ill and unable to administer properly the duties of that important post. He entered upon his work with interest and zeal, and at the time of his tragic death, several months after the death of Consul General Scidmore, he

was faithfully discharging the responsibilities resting upon him. Often he was commended by the representatives in Japan of business firms in the United States for his active cooperation in the promotion and development of American trade with that country.



MAX D. KIRJASSOFF

American Consul killed by the collapse of the Consular Building in the earthquake which devastated Yokohama September 1, 1923.

Mr. Kirjassoff's relations with Japanese officials, and with the business community in Yokohama were singularly pleasant and successful, and both he and Mrs. Kirjassoff occupied a deservedly high place in the social life of Yokohama.

The two children of Mr. and Mrs. Kirjassoff, aged 7 and 4 years, were with them in the Consulate General when it was destroyed but miraculously escaped the effects of the earthquake. The children of Mr. and Mrs. Kirjassoff were carried to Kobe, where they were met by their uncle, Consul Joseph W. Balentine, of Darien, Manchuria.

Mr. Kirjassoff, with his wife, is the third American Consul who, during the past 25 years, has met death by an earthquake. The first two were Consul and

Mrs. Joseph T. Prentiss, killed at Martinique by the eruption of Mount Pelée, on May 8, 1902, and Consul and Mrs. Arthur F. Cheney, killed by the earthquake at Messina, Italy, on December 28, 1908.



*Paul E. Jenks, Vice Consul and
Clerk American Consulate General Yokohama*

PAUL E. JENKS

American Vice Consul killed by the collapse of the Consular Building in the earthquake which destroyed Yokohama, September 1, 1923.

Mr. Paul E. Jenks, American Vice Consul at Yokohama, who lost his life on September 1, 1923, in the great earthquake which overwhelmed Japan, was born in New York City, April 6, 1862. He was educated in Brooklyn Collegiate Polytechnic Institute, Hopkins Grammar School and Yale University, and received the degree of B. A. at the latter in 1884.

After leaving college Mr. Jenks spent some years in banking institutions, and was also interested in several newspaper and advertising enterprises. He then traveled extensively in the Far

East and acquired an excellent knowledge of the Japanese language and of economic conditions in Japan.

Mr. Jenks was appointed Vice Consul at Yokohama on September 11, 1916, and throughout his career in the Service he was always diligent, cheerful and conscientious in the performance of his duties.

Miss Doris Babbitt, daughter of Mr. Elwood G. Babbitt, for many years Vice and Deputy Consul General at Yokohama, and now Assistant Commercial Attaché at Tokyo, was killed by the fearful earthquake September 1, 1923, at Yokohama. Mr. and Mrs. Babbitt and their other daughter escaped by a miracle from certain death.

Edward R. Kellogg, Vice Consul at Yokohama, Japan, died on July 4, 1923, at Syracuse, N. Y., while on leave of absence.

Mr. Kellogg was born in San Francisco, Calif., April 22, 1864. He attended schools in San Francisco, Phillips Exeter Academy and Yale University. He studied art in New York, Paris, and Rome and for fifteen years engaged in artistic and research work in Japan. He was appointed clerk at Yokohama on January 1, 1918, and promoted to be Vice Consul on October 26, 1918.

UNVEILING OF MEMORIAL TABLET AT GIBRALTAR

Rear Admiral Archibald H. Scales, U. S. N., commanding the Midshipmen's Practice Squadron cruising in European waters, on August 2, 1923, unveiled the Memorial Tablet erected on the wall of the Armament Building in H. M. Dockyard and presented to the City of Gibraltar by Destroyer Squadron Fifteen in memory of the officers and men of the U. S. S. Chauncey, who, during the World War, lost their lives on November 19, 1917, when their vessel was lost while engaged on patrol duty off the Straits of Gibraltar.

Following the ceremony two battalions, one of Midshipmen and one of bluejackets, accompanied by a guard of honor from H. M. S. Cormorant, paraded before the Acting Governor, the British and American Rear Admirals with their staffs and other officials.

Before the departure of the squadron Consul R. L. Sprague entertained at dinner the Acting Governor and the British and American commanding officers.

The Value of a Knowledge of Foreign Languages

THE course of instruction now prescribed for newly-appointed consular officers is designed to give them more than a mere grounding in certain details of the routine and technique of consular duty. It is intended to assist young officers to acquire a broad outlook upon Service problems, an understanding of Service ideals, and to enable them to visualize the boundless field of usefulness which lies ahead of them. The instruction period is intended to convey to their imagination the purposes of the consular organization; to point out the relationship of the Service to National interests and the interests of American citizens, and what is being accomplished as a result of the work of the Service.

The advantages of foreign language study as an aid to efficiency in consular practice were brought to the attention of a class of officers recently receiving instruction at the Department and is reported, in part, as follows:

Every officer is expected to perfect himself in the language of the country in which he is stationed, and, also, if necessary, to acquire a greater facility of expression in English. If this is not done within a reasonable time, the officer's efficiency will be impaired, for upon his knowledge of the language of the country in which he is located largely depends his ability to render proper assistance to American interests. If an officer fails to take advantage of the opportunity offered at his post to acquire a knowledge of the language of the country, the conclusion is that he is lacking in initiative and interest in the Service.

The advantages of foreign language study have been ably summarized by Mr. Clayton Cooper in his book on "Foreign Trade Markets and Methods" as follows:

"In learning a new tongue, one does not merely acquire a knowledge of the language. An entirely new field is opened to the student and he gains an insight into the course of mental development of the race. He has access to the heart and mind of the people. He learns their ideals, manners and customs. He gets a broader and more sympathetic understanding of mankind. He becomes acquainted with a new point of view, new mentality, new social usages, all of which is a distinct asset to his international equipment. He learns to think internationally. Too often has the com-

placent American had a tendency to disregard the importance of other languages. This condition is to be expected in our country, where, in a district of hundreds of thousands of square miles, English is the only language of significance. Too often has he had a feeling of superiority over other nations, which has been a decided detriment. In studying a new language, he cannot help but acquire a broader outlook, overcome his former prejudices and, on the whole, have a more comprehensive understanding of the world at large. He will then appreciate that there are millions whose viewpoint is wholly different from ours, and will make allowance for such differences.

"Primarily language is a tool and not a decoration—it is for use and not for cultural grace. The student of foreign trade is learning the language principally to be able to sell goods and conduct his business, but, while learning, the language becomes a living thing to him and the cultural value is not lost. The literature of the country now becomes a delight. Many who understand a foreign language know the joy of reading a masterpiece in the original, and then, for the sake of comparison, sensing a keen loss when reading a translation of it in their own tongue, regardless of how fine that translation may be. Because one is a business man it does not follow that he should be solely interested in trade matters and commercial subjects. He should have, of course, a thorough knowledge of his own field, but, at the same time, if he is versatile and has read widely and intelligently on many subjects, he will find it a distinct advantage."

When Consul General Skinner, of London, was elected President of the American Consular Association in 1919, his letter of acceptance of that office contained this advice on the subject of language study: "Another subject of study too frequently neglected except by those who live in French-speaking countries is the French language. Members of the Foreign Service may enter the Service with a slight knowledge of Spanish or German or a smattering of French and fancy they are equipped for their life's work, but the fact remains that unless they possess or acquire a good working knowledge of French, the sort of French for which apologies need not constantly be made,

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The purposes of the Bulletin are (1) to serve as an exchange among American consular officers for personal news and for information and opinions respecting the proper discharge of their functions, and to keep them in touch with business and administrative developments which are of moment to them; and (2) to disseminate information respecting the work of the Consular Service among interested persons in the United States, including business men and others having interests abroad, and young men who may be considering the Consular Service as a career.

Propaganda and articles of a tendential nature, especially such as might be aimed to influence legislature, executive or administrative action with respect to the Consular Service, or the Department of State, are rigidly excluded from its columns.

Contributions should be addressed to the American Consular Bulletin, c/o Consular Bureau, Department of State, Washington, D. C.

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The American Consular Association is an unofficial and voluntary association embracing most of the members of the Consular Service of the United States. It was formed for the purpose of fostering esprit de corps among the members of the Consular Service, to strengthen Service spirit, and to establish a center around which might be grouped the united efforts of its members for the improvement of the Service.

The Washington Daily News of Tuesday, September 11, 1923, comments favorably upon the efforts of the Department to distribute the flood of information covering the Japanese disaster telegraphically received from its officers in Kobe, Shanghai, Tokyo, Nagasaki and Nagoya, without whose splendid cooperation such success could not have been attained:

Hats Off to These Folks!

This is a story of how red tape and routine were smashed to smithereens by our Government here in Washington—smashed in service to the people.

For days after the Japanese disaster communications between the stricken island in the Pacific and the United States were either nil or extremely precarious.

Thousands of Americans on this side of the ocean were wringing their hands in suspense and fear for the fate of their loved ones. Yet they had no personal means of communicating with them.

The State Department, realizing this, came to the rescue. Day and night a large staff of workers, under the personal supervision of Herbert G. Hengstler, Acting Director of the Consular Service, stuck to the job.

By word of mouth, by telephone, by telegraph and by mail they collected names of Americans supposed to be in the earthquake zone and cabled them to Government officials in Japan for news.

Government offices in Washington close at noon during summer. This office did not close. It worked full blast all afternoon, into the night and far into Sunday morning. It was open Sunday afternoon and Sunday night. Red tape had gone by the board.

"If we can save somebody even an hour's suspense we feel it is up to us to do it." was the way one of the workers put it.

As soon as answers came back from Japan the report was wired or phoned to those interested without loss of a minute.

This is service. This is "Government for the people." functioning at its best.

Hats off to the State Department and to each individual who contributed to this fine thing. They did the country a good turn.

In connection with the foregoing editorial it

(Continued on page 305)



ASSIGNMENTS

Consuls General

Nathaniel B. Stewart, Yokohama.
 Stuart J. Fuller, Tientsin (reassigned).
 Tracy Lay, Department.

Consuls, Class III

Lester Maynard, Havre.

Consuls, Class IV

David J. D. Myers, San Luis Potosi.
 Ernest L. Ives, Alexandria.

Consuls, Class V

E. Verne Richardson, Pernambuco.
 Donald D. Shepard, Malaga.

Consuls, Class VI

Alfred T. Burri, Tabriz.

Consuls, Class VII

Carl O. Spamer, Rotterdam.
 Hugh S. Fullerton, Calais.
 George T. Colman, Punta Arenas.

Vice Consuls de carrière

Donald F. Bigelow, Paris.
 Arthur H. Cawston, Port Elizabeth.
 Albert M. Doyle, Amsterdam.
 Fred C. Eastin, Rio de Janeiro.
 James G. Finley, La Rochelle.
 John E. McArdle, Santa Marta.
 Sydney B. Redecker, Medan.

Consular Assistant

Leonard N. Green, Yokohama.

Senior Interpreter

Howard Bucknell, Canton.

Non-career Officers

George C. Arnold, Bucharest.
 Charles B. Beylard, Bizerta.
 William J. Rouse, Valparaiso.
 Lewis B. Sparks, Maimo.

VISITING OFFICERS

The following Consular Officers called at the Department on leave or en route to new posts during the period from August 14 to September 13:

Stuart J. Fuller, Consul General at Tientsin.
 Lorin A. Lathrop, Consul at Nassau.
 Clinton E. MacEachran, Consul at Antwerp.
 Wesley Frost, Consul at Marseille.
 Harold D. Clum, Consul at Konigsberg.
 Emil Sauer, Consul at Cologne.
 Andrew J. McConnico, Consul at Guadalajara.
 George S. Messersmith, Consul at Antwerp.
 Maurice P. Dunlap, Consul at Bangkok.
 John Randolph, Consul at Bagdad.
 Raymond H. Geist, Vice Consul at Montevideo.
 F. LeRoy Spangler, Vice Consul at Sofia.
 Charles A. Day, Vice Consul at Port au Prince.
 Robert W. Imbrie, Vice Consul at Constantinople.
 John McArdle, Vice Consul at Mexico City.
 Clifford Wayne McGlasson, Vice Consul at Seville.
 Harman L. Broomall, Vice Consul at Kobe.
 Gilson G. Blake, Vice Consul at Ottawa.
 J. Franklin Points, Vice Consul at Toronto.
 Harry J. Anslinger, Vice Consul at Hamburg.
 Samuel E. Green, 3rd., Vice Consul at Rio de Janeiro.
 L. Dale Pope, Vice Consul at Sydney, N. S.

RESIGNATIONS

Harold R. Foss, Consul, Class VI.
 H. Gilbert King, Vice Consul and Interpreter.

The following Consular Assistants have been appointed and detailed to the Department:

John H. Bruins, of New York.
 Leo. J. Callanan, of Massachusetts.
 Charles H. Derry, of Georgia.
 Samuel E. Greene, 3d, of Maryland.
 Ronald D. Stevenson, of Pennsylvania.



PROMOTIONS

Clerks to Vice Consuls

Ralph C. Goldsberry, Ensenada.
Hiram E. Newbill, Tsingtau.
Arthur G. Watson, Aden.
Donald S. White, Vienna.

Consular Agent

Luis D. Marin, San Pedro de Macoris.

SERVICE WEDDINGS

DURKIN-PHELAN. Miss Marguerite Durkin and Mr. Raymond Phelan, Vice Consul at Teneriffe, Canary Islands, were united in marriage at Paris on July 19, 1923.

Mr. Sydney Guy, a clerk in the Consulate at Swansea, Wales, was married on July 19, 1923.

The BULLETIN takes pleasure in announcing the following births and congratulates the parents upon the happy events:

A daughter, Catherine Bernadette, was born to Vice Consul and Mrs. William H. Brown, on July 12, 1923, at Plainfield, N. J.

A daughter, Susan Winchester, was born to Vice Consul and Mrs. Edward Caffery, on June 25, 1923, at Bucharest.

A son, Armand Lincoln, was born to Vice Consul and Mrs. Manuel Joseph Codoner, on July 30, 1923, at Valencia.

A son, Leslie Andrew, was born to Consul and Mrs. Alfred W. Klieforth, on August 29, 1923, at Washington, D. C.

A son, Robert Rudston, was born to Vice Consul and Mrs. Robert Dudley Longyear, on August 4, 1923, at Pantr'afon, Benllech, Parish of Llanfairmatharfaneithaf, Anglesey, North Wales.

A son, Richard, was born to Consul and Mrs. Edwin L. Neville, on August 26, 1923, at Washington, D. C.

A daughter, Maureen Louise, was born to Vice Consul and Mrs. Robert R. Patterson, on July 27, 1923, at Liverpool.

A daughter, Alice Birkhead, was born to Vice Consul and Mrs. Rollin R. Winslow, on July 12, 1923, at Soerabaya.

A daughter, Natalie Jane, was born to Vice Consul and Mrs. Irvin C. Correll, on August 8, 1923, Nagasaki, Japan.

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ASSIGNMENTS DIPLOMATIC OFFICERS

Secretaries, Class 1

Jefferson Caffery, Tokyo.

Secretaries, Class 2

Philander C. Cable, Sofia.
Oliver B. Harriman, Copenhagen.
Cornelius Van H. Engert, Habana.
Hallet Johnson, Madrid.
Benjamin Thaw, Jr., Santiago.
John C. Wiley, Lima.

Secretaries, Class 3

F. Lammont Belin, Department.
George A. Gordon, Department.
Herschel V. Johnson, Department.
Frederic D. K. LeClercq, Tokyo.
J. Theodore Marriner, Department.
Walter H. Schoellkopf, Buenos Aires.
Harold L. Williamson, Bogota.

RESIGNATION

Richard N. Thompson, Secretary of Class 4.

The friends of Elbridge D. Rand, Secretary of Legation, at Tangier, Morocco, are delighted to learn of his rapid recovery from the effects of the painful accident which he recently suffered.

PRESENTATION OF AMERICAN FLAG

Consul James S. Benedict, St. Johns, Newfoundland, on behalf of the Rotary Club of Detroit, Mich., presented to the Rotary Club of St. John's, on July 3, 1923, a silk American flag, which was accepted for the club by Rotarian Arthur Mews.

The members of the Narcotic Conference, Congressman Stephan G. Porter, Bishop C. H. Brent and Consul Edwin L. Neville, sailed from New York September 1, 1923, aboard the S. S. George Washington, to attend a meeting of the Fifth Committee of the League of Nations at Geneva to consider the opium traffic.

Assistant Surgeon General Rupert Blue of the Public Health Service, joined the party in Paris.



AMERICAN CONSULATE GENERAL AT YOKOHAMA
The building collapsed during the earthquake on September 1, 1923

The following financial statement of the BULLETIN for the period January 1 to June 30, 1923, shows very gratifying results:

<i>Cr.</i>	
Balance from previous quarter.....	\$1,113.69
Consular Association payments.....	900.00
Advertisements, paid	2,594.33
Subscriptions, paid	749.10
	\$5,357.12
<i>Dr.</i>	
Printing	\$1,749.97
Cuts, illustrations and photographs..	243.67
Postage and stationery.....	190.65
Miscellaneous (including editorial and clerical assistance).....	350.90
Cash balance on hand.....	2,821.93
	\$5,357.12

To the cash balance on hand should be added \$672.75, the amount due from advertisers.

The cash balance on hand June 30, 1922, was \$515.59, which compared with the cash balance on hand of \$2,821.93 on June 30, 1923, shows a gain of \$2,306.34 in actual cash for the year.

The following are the names and addresses of candidates who passed the Diplomatic examination of July, 1923:

Stuart E. Grummon, of Newark, N. J.
H. Freeman Matthews, of Baltimore, Md.
Richard M. de Lambert, of Raton, N. Mex.
Trojan Koddig, of Wilkesburg, Pa.
Christian Gross, of Chicago, Ill.
Stanley Hawks, of Port Washington, N. Y.
Carl A. Fisher, of Salt Lake City, Utah.
Robert O'D. Hinckley, of Washington, D. C.
J. Holbrook Chapman, of Newark, N. J.
Paul Mayo, of Rosedale, Colorado.
John N. Hamlin, of Springfield, Ore.

Santos and Its Coffee Trade

SANTOS is the world's chief coffee port. The standard sack or bag of coffee weighs 132 pounds, and the annual exportation of green coffee from Santos varies from 8,000,000 to 13,000,000 such bags, with a total average value of about \$150,000,000. During the banner price-year of 1919, the total exportation was 9,426,335 bags, valued at \$248,000,000, and the 4,462,797 sacks sent to the United States alone were valued at approximately \$123,000,000.

Approximately one-half the coffee consumed in the United States is grown in the Brazilian State of São Paulo, which normally produces over fifty per cent of the entire commercial coffee crop of the world. Other Brazilian States grow coffee on a smaller scale, but in sufficient quantities to bring Brazil's entire production to about two-thirds of the world total.

Santos, the port of the State of São Paulo, and first port of Brazil in the value of exports, is the gateway through which the coffee raised in the interior of the State is shipped to all the principal ports of North America and Europe, and through which the State receives annually millions of dollars' worth of wheat and flour, coal and oil, and such manufactured goods as automobiles, sewing machines, typewriters, cash registers, and hundreds of other articles made in the United States or Europe.

New York and New Orleans are, respectively, the leading coffee ports of the United States, but Baltimore, Boston, Galveston, and the Pacific Coast cities also receive every year many thousands of bags of Santos coffee.

Nineteen hundred vessels, of which more than a thousand were foreign steamers engaged in overseas trade, have entered the port of Santos in a single year, and very few of these sailed away without loading at least a few thousand sacks of coffee. The average number of vessels calling at this port annually during recent years has been about fifteen hundred, and the fact that the number of American steamers included in these figures has increased from none in 1912, and only seven during the crop year (July 1-June 30) 1913-14, to 162 during the crop year ended June 30, 1921, is a source of interest and pride to all Americans who wish to see their country's flag again occupy a prominent place in international commerce.

As a rule, steamers which have called at Santos during the past year have not obtained full cargoes of coffee, but in January of this year a

Brazilian steamer cleared for London with a full cargo of 159,000 bags aboard, valued at more than two and one-half million dollars. Many of the vessels calling at Santos are en route to the United States from Buenos Aires and other River Plate ports, and already have loaded a part cargo, perhaps of hides. Such steamers usually complete their cargoes with from ten to thirty thousand bags of Santos coffee.

The wharves of Santos are very up-to-date, are over three miles in length, and can accommodate about fifty ocean steamers at one time. The machinery is nearly all electrically driven and is the most modern obtainable. The equipment for loading coffee is unequalled in any other port of the world. From scores of great warehouses, in which are neatly stacked a total of from two to five million bags of coffee, the sacks are transported by long trains of automobile trucks or mule carts to the dock yards. There the bags are dropped from the trucks and carts through manholes in the street, which lead to a partly underground system of endless rubber belts. When a bag of coffee falls on one of these belts, it is carried to another belt running at right angles to the first, and so on, until it is dropped into the hold of the ship itself, without having been handled by men since leaving the wagon on which it arrived at the wharves. Several thousand bags of coffee an hour can thus be loaded on a vessel with a minimum of labor.

It is said that the first lot of coffee exported from Brazil consisted of thirteen bags, which was shipped from Rio de Janeiro in the year 1800. About twenty years ago, however, Santos took from Rio the leadership in the coffee trade, and since that time has become permanently established in first place. The exportation of coffee to foreign countries from Santos alone during the calendar year 1909 reached the enormous total of 13,453,103 bags.

Green coffee is not a commodity of a highly perishable nature and, if properly stored, may be kept for a number of years. It is said, in fact, to improve with age up to about the eighth year, but as it constantly loses in weight during this period, it is usually placed on the market within a year after it is harvested.

The Brazilian coffee tree, an evergreen shrub some ten or twelve feet in height, flowers principally during the months of August and September, although there are irregular flowerings

(Continued on page 309)

REFERENCE BOOKS

Consul General at Large Nelson Trusler Johnson gives for the benefit of consular officers the following bibliography which, after years of research work, he has selected as his geographic reference and textbooks.

A number of additional works of reference are listed in "Training for the Steamship Business," a pamphlet issued by the Department of Commerce, Miscellaneous Series No. 98:

A good atlas containing physical as well as political maps (such as Andree's or Stieler's "Hand Atlas" or "The Times Atlas"—there is as yet no reliable American post—nor atlas).

A commercial atlas—Bartholomew's Atlas of Economic Geography, or Phillips' "Mercantile Marine Atlas of the World" (£ 4.146).

H. R. Mill: International Geography, D. Appleton & Co., New York.

The Statesman's Year Book (for 1914 and 1922).

Tarr's "College Physiography," Macmillan Co. Salisbury, Barrows and Tower: The Elements of Geography, Henry Holt & Co., New York.

Principles of Human Geography: Huntington and Cushing, John Wiley & Sons, New York.

Ellsworth Huntington: Climate and Civilization: Yale University Press, New Haven, Conn.

Huntington & Williams' "Business Geography," Wiley & Sons, 1922.

Mark Jefferson: Commercial Values: Ginn & Company, Boston.

E. C. Semple: Influences of Geographic Environment: Henry Holt & Company, New York.

J. Russell Smith: Industrial and Commercial Geography, Henry Holt & Company, New York.

J. R. Smith's "Commerce and Industry."

J. R. Smith's "The Food Supply of the World."

R. DeC. Ward: Climate: G. P. Putnam's Sons, New York.

Geography of the World's Agriculture, Department of Agriculture.

"World Atlas of Commercial Geology," U. S. Geological Survey.

J. Brunhes: Human Geography: Translated and edited by Dodge, Bowman and Lecomte—Rand, McNally Co., Chicago.

Andree's "Geographie des Welthandels."

G. G. Chisholm: Handbook of Commercial Geography; Longman's, Green & Company, New York.

Isaiah Bowman's "The New World."

Practical Exporting. Hough.

Modern Democracies; Bryce.

A. H. BUCHAN, President & Treasurer

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COOPERATORS

The following is the number of subscriptions received through the cooperation of members of the Association, in addition to the lists which appeared in previous issues of the BULLETINS

Charles R. Nasmith, Ghent.....	1
G. K. Donald, Johannesburg.....	1
George C. Hanson, Harbin.....	4
Horace Lee Washington, Liverpool.....	6
Ernest A. Wakefield, Prince Rupert.....	1
Hugh H. Watson, Lyon.....	1
Charles I. Graham, Tangier.....	1
William Dawson (At Large).....	2
James B. Stewart, Tampico.....	3
Donald D. Shepard, Department.....	4
Harry A. Havens, Department.....	2
Ely E. Palmer, Bucharest.....	2
A. E. Ingram, Department.....	1
John F. Jewell, Birmingham.....	2
Harry M. Lakin, Department.....	1
Edmund B. Montgomery, Rio de Janeiro....	1
George G. Fuller, Jerusalem.....	1
Irving L. Linnell, Department.....	1
Henry M. Wolcott, Bilboa.....	2
William W. Early, Belize.....	1
Arthur Garrels (At Large).....	2
Edward J. Norton, Department.....	1
J. Klahr Huddle, Department.....	1

A total of 2,105 reports was received during the month of July, 1923, as compared with 2,154 during the month of June, 1923.

THE UTILITY OF WORLD TRADE DIRECTORY REPORTS

(Continued from page 288)

and we feel sure that we will, our efforts will be successful.

We desire to emphasize the importance which we place on reports coming from the consulates from time to time regarding various foreign firms, which in their judgment are undesirable for American firms to have business dealings with. Such information is fully respected as to its confidential nature and is passed out by the Bureau without prejudice and in the strictest confidence to a selected list consisting principally of the large banks in this country doing a general foreign exchange business. The consul is absolutely protected in any remarks under the confidential part of the World Trade Directory report, first by the general waiver now incorporated under the heading "Confidential Information" to the effect that no part of the information is for publication or public dissemination; and secondly, by the careful system of dissemination to reliable organ-

izations who in turn make the most effective use of this information without responsibility on the part of either the consul or the Bureau. The effectiveness of the arrangement is manifest in the fact that during the whole period of its existence the Bureau has not received a single complaint regarding the misuse of this confidential information. Actions, therefore, speak louder than words.

It is to be hoped that whenever possible, any member of the Consular Service when in Washington will visit this Division of the Bureau so that he may have a better knowledge of its workings.

During the month of July, 1923, there were 3,342 Trade Letters transmitted to the Department as against 2,979 in June, 1923.

The Consulate General at Rio de Janeiro took first place in the number of Trade Letters submitted, having (67), followed by Sao Paulo (56), London, England (52), Guayaquil (45), and Shanghai (44).



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India	Australasia	Jugoslavia

THIRTY YEARS' SERVICE

Rudolph L. E. Friche, clerk in the American Consulate at Leipzig, Germany, celebrated his thirtieth anniversary in the Consular Service on August 1, 1923. Consul Don S. Haven, in the presence of the assembled staff, expressed appreciation, personally and on behalf of the Department, of the many years of efficient and devoted service rendered to the United States Government.

Mr. Friche was born December 18, 1865, at Leipzig, and entered the Consulate at Barmen, Rhenish Prussia, as a clerk on October 1, 1889, where he remained until his transfer, April 1, 1893, to Annaberg, Saxony. His stay at that post was short for on August 1, 1893, he assumed his duties at Leipzig, where in November, 1893, he was appointed Deputy Consul and acted in that capacity until 1910, when he was promoted to be Vice and Deputy Consul.

Upon the entry of the United States into the World War Mr. Friche served in the Spanish Embassy at Leipzig in charge of the American Consular archives and records but returned to duty in the consulate there on December 9, 1921, the date of its formal reopening, otherwise 34 years would have been completed.

ANOTHER OPPORTUNITY FOR COOPERATION

The substantial income derived from the sale of advertising space pays a considerable part of the expense of publishing a bigger BULLETIN, and the members of the staff in Washington therefore expect their colleagues in the field to let advertisers know directly of the more important results, at least, of their use of BULLETIN publicity.

For you information and possible use there is provided the following statement of the rates received by the BULLETIN for its advertising space:

Full page.....	\$40.00 per issue
Half page.....	25.00 per issue
Quarter page.....	15.00 per issue
Eighth page.....	8.00 per issue

Any suggestions which members of the Association may have in this connection, together with data in the matter of specific instances of the more important results which we know are accruing to our advertisers, would be appreciated by the Business Management of the BULLETIN.

Do you know any possible advertisers?

NECROLOGY

Joseph Thomas Moran, Vice Consul at Port au Prince, Haiti, was drowned on September 5, 1923, when his automobile plunged over a narrow dock into the harbor.

Mr. Moran was born in Lee, Mass., December 26, 1897, graduated from the Lee High School and served from 1918 until 1920 in the Marine Corps. During 1921-22 he was a clerk in the Consulate at Santo Domingo where he was appointed Vice Consul on March 23, 1922, and on April 17, 1923, was transferred to Port au Prince, Haiti.

Mr. Duncan D. Dexter, father of Vice Consul Fletcher Dexter, at Lausanne, Switzerland, died in that city on July 24, 1923.

(Continued from page 296)

may be stated that the Department, desiring to afford every possible assistance to the survivors in the devastated area and to the refugees sheltered at nearby ports, took prompt action in instructing the following officers to proceed immediately to Japan to aid in relief work: Consul General at Large Nelson T. Johnson, Consul General N. B. Stewart, Consul Jos. W. Ballentine, Vice Consul John W. Wright, Vice Consul Irvin C. Correll and Consular Assistant Leonard N. Green.

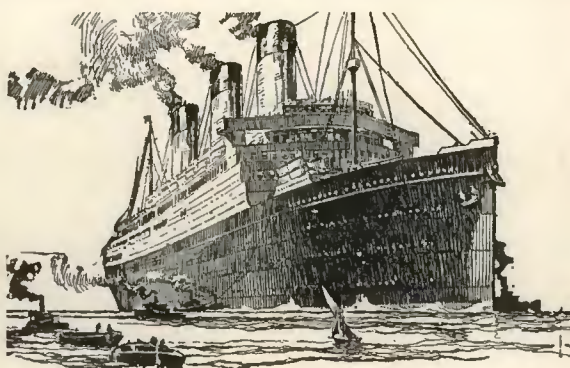
Consul General E. S. Cunningham voluntarily accompanied Consul General Johnson from Shanghai while Consul Dickover despatched Vice Consul Creager from Kobe to Yokohama in charge of a relief ship loaded with supplies.

R. Henry Norweb, Secretary of Embassy, who has been ordered to Tokyo, hastened his departure in order to assist the over-worked staff of the Embassy.

During the month of August, 1923, there were 3,047 Trade Letters transmitted to the Department as against 3,342 in July, 1923.

The Consulate General at London, England, took first place in the number of Trade Letters submitted, having (71), followed by Valparaiso (64), Habana (60), Rio de Janeiro (44), and Corinto (43).

During the month of August, 1923, 2,007 general and miscellaneous letters were received in the Department for transmission to the addresses in the United States. The Consulate at Riga forwarded 223, Kovno 217, Warsaw 197, and Habana 127.



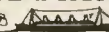
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CONSUL PEPYS

(Continued from page 290)

am able at will to peak in upon them and observe who is diligent and who not—sparing time to chattré or smocke. But found after all little use thereyn for by this manner of peeping and prying myselff lose much tyme from my own duties and so after all much displeased at myselff and my chance discouverie.

September 25, 1670. Came this beforenoone, in the mayle, a little flimsy thing entytled "Newsletter of the Consulls." An some one doth prynt and distribute it at intervals abroad among the Service giving in this wise advice of changes and alterationns in the stations of the King's Officers Abroade, who yt are moved from plaice to plaice, those yt are but new come to the worck, theyr first appoyntments, who yt have left us and who yt are promoted or enhanced in theyr employment. Much pleased to watch so as from a distance and afarr the dumbshow of how our little men's pursuits of comerce and politick affairs drive us little human puppitts to and froe and from the one side to 'tother across the face of the globe, ever and alwaies changing as if what man (and in partickular the Forein Offis) arrangeth might never persist or endure more than a little whiles. And was happy to see how some go forward valyantlie in their calling and yt virtue needeth not alwaies be her owne somewhat barren reward but sometimes findeth immediat and wellcome recompense.

September 26, 1670. Sarah, she announceth today, not much tayken with the "Newsletter," it containyng little of interest to the Consulls, their wiffes, noughte of dresses or fashings nor yet any housewiffes recipies of cookerie nor yet anie tales of love and gallanterie, how the sweet heroine did catch a housbond rycher and more noble than he which the faire reader hath got herself.

THE VALUE OF A KNOWLEDGE OF FOREIGN LANGUAGES

(Continued from page 295)

they have not gotten beyond the rudimentary state of their career. A consular officer will be forgiven if he speaks any other foreign language imperfectly, but if he is unable in the international society in which he must mingle to converse fluently and correctly in French, he will be regarded by his associates as unfitted for his task."

While the acquisition of a foreign language for



*Photograph from the late
Mrs. Max D. Kirjassoff*

Gouging Chips from a Camphor Tree, Formosa

Others—Why Not You?

Alexander Weddell, A. T. Haeberle, Frederick Simpich, Robert P. Skinner, Ernest Lloyd Harris, Harry A. McBride, and Maurice P. Dunlap—as well as Mrs. Kirjassoff—have contributed photographs and articles to the National Geographic Magazine, thus adding zest and income to leisure hours.

This is an invitation for you, too, to submit photographs of natives—at work or at play—and carefully prepared descriptions of the customs and people at your post or in the territories you visit, for the NATIONAL GEOGRAPHIC MAGAZINE is eagerly seeking such material in every corner of the globe.

All material accepted is paid for promptly at attractive rates, and that which is unavailable is returned promptly by insured post.

Brochure descriptive of material desired and booklet about The Society and Magazine mailed on request.
Address, The Editor.

National Geographic Magazine

Washington, D. C., U. S. A.

practical purposes is urgently necessary, officers should not overlook the fact that the essentials in respect to ability in consular practice are—general knowledge, intelligence, adaptability and integrity. There have been many officers in the service who were excellent linguists but poor consuls.

A good reading, writing and speaking knowledge of French, and a fair speaking and reading knowledge of say, Spanish, Portuguese, German or Italian gives the Service an ideal consular officer.

Learning to read, write and speak a foreign tongue is not a short and easy task. There is a great difference between an effective fluent use of a language and a mere smattering knowledge of it. However, any officer who applies himself diligently and earnestly to his task can, in a relatively short period of time, acquire a working knowledge of a foreign language—the rest is a matter of continued study and practice, but the time is well spent.

HOSPITALITY

The public-spirited citizens of a certain Far Eastern city, noted for its civic pride, distribute handbills to incoming passengers to guide them in their pursuit of happiness, as follows:

Well Come,

Our dear friends! !

After finished your faithful work in your long voyage, have meny time Sir!

Recommend to You The Electric-Park. Come and enjoy on the gren hill whole day and night, looking down all over city, and the landscape in front. Play the boling, shooting and roller-skating.

The merry-go-round and the motion-picture are waiting you, and full of flowers in the garden will comfort you enough!

Get on the car No. 3 or No. 4 at the pier, and tell to the conductor to want get off at

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Bar and Restaurant opened at all hours.
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HUPP MOTOR CAR CORPORATION
DETROIT, MICHIGAN

SANTOS AND ITS COFFEE TRADE

(Continued from page 300)

lasting through half the year. The bright green berries grow in size until they are as large as small cherries. Then they begin to redden, and by May the picking is well begun. By the end of June the main harvest is about over and soon the trees are again flowering for the next crop.

After the harvest, the berries are dried until they are ready for the huller which breaks open the berry and frees the two grains which lie face to face within. The cleaning and drying of the grains is a long and expensive process. Several months usually elapse after its picking before the coffee is sacked and placed on the train ready for the trip to Santos, where it will be rebagged, and perhaps further cleaned, graded, or even blended.

No coffee is grown at Santos, which lies at sea level and is too warm, but within a few hours' ride by train is the plateau region of the State. It is here, at an elevation of from twenty-five hundred to three thousand feet, that the big plantations or "fazendas" are found. Some of

these are almost as large as a county in our Eastern States. On a single very large fazenda there are several million coffee trees, with a colony of more than a thousand persons to care for the trees and raise the necessary food crops. The State of São Paulo is said to have within its borders 1,000,000,000 bearing coffee trees.

The principal business in Santos, a modern city of more than 100,000 inhabitants, is the buying, selling, and shipping of green coffee, and coffee forms the chief subject of the conversation heard on its streets. Scores of coffee brokers daily may be seen strolling along the Rua 15 de Novembro, upon which vehicular traffic is suspended during business hours, and where most of the coffee sales take place. It is an interesting fact that most of the actual trading in coffee is done in the street, although the brokers and exporters have offices well-equipped for roasting and testing the coffee before the transactions are definitely closed. Most of the exporters also have a coffee-taster, a man who judges the beverage made from the individual samples by taking a sip from each of the several dozen cups arranged on a circular table in front of him.

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AT SUEZ

Ships creeping silently southward
Through the mists of the early day,
Out of that wound in the desert's breast
Where the riven sands to east and west
Stand back, that these argosies of man
Unhindered may go their way.

One was a Cardiff collier,
A slovenly drudge of the sea,
Bruising the water with clumsy feet
As she blundered by through the anchored fleet,
Freighted deep to her Plimsol mark
With coal for the Admiralty.

And one was a brass-bound liner,
A-glitter from truck to rail,
A supercilious thing was she,
The pet of some Government subsidy,
Flaunting the blue of the R. N. R.
And the flag of the Royal Mail.

And one was a rich man's plaything.
A beautiful milk-white yacht,
Seeking some haven in Southern seas
Where whispering winds in the cocoanut trees
Will banish the cares of high finance,
And the Stock Exchange is not.

And one was a modern freighter,
Efficient from stem to stern,
Full in the bilges, broad in the beam.
Built on the Clyde and able to steam
Thirteen knots on seventy tons,
And a dividend return.

Pursuing their several errands
These wayfarers of the deep
Ceaselessly come and onward go
Out to that sea where long ago
Pharaoh's hosts by the hand of God
Were sent to their final sleep.

And for every ship that passes
Over that outward track
To Zanzibar and the Celebes,
To the Farther East or the Colonies,
From the ports of that Farther East and South
Another one comes back.

With the splash of a plunging anchor
And the grinding of cable chains
These wanderers sometimes pause and rest,
Till the desert beckons them into its breast;
Then, with three short blasts, they say "good-bye"
To the port where none remains.

(E. V. R.)



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A detailed illustration of a large American ship, possibly a liner, docked at a pier. The ship's hull is white with dark accents, and it has multiple masts and funnels. A large crowd of people, including passengers and crew, is gathered on the ship's deck and on the pier. The scene is set in a harbor with other ships visible in the background.

American Consuls Abroad

This spring and summer probably more travelers are going abroad than have gone for the past 5 years. The great U. S. Government ships have been taxed to capacity to accommodate the eager throngs. This means new opportunities and new responsibilities for every American Consul. He should see that every American returns to America in an American ship.

Recommend American Ships

Contribute to the continued success of the American Merchant Marine,—your fleet. Recommend American ships for passage to America to every prospective traveler; and to every business man for freight shipments. The ships are swift, luxurious—among the finest afloat. Their freight and passenger accommodations are unexcelled, their service and speed admit no superiors. You confer a great service to your Government and to all travelers when you recommend American ships.

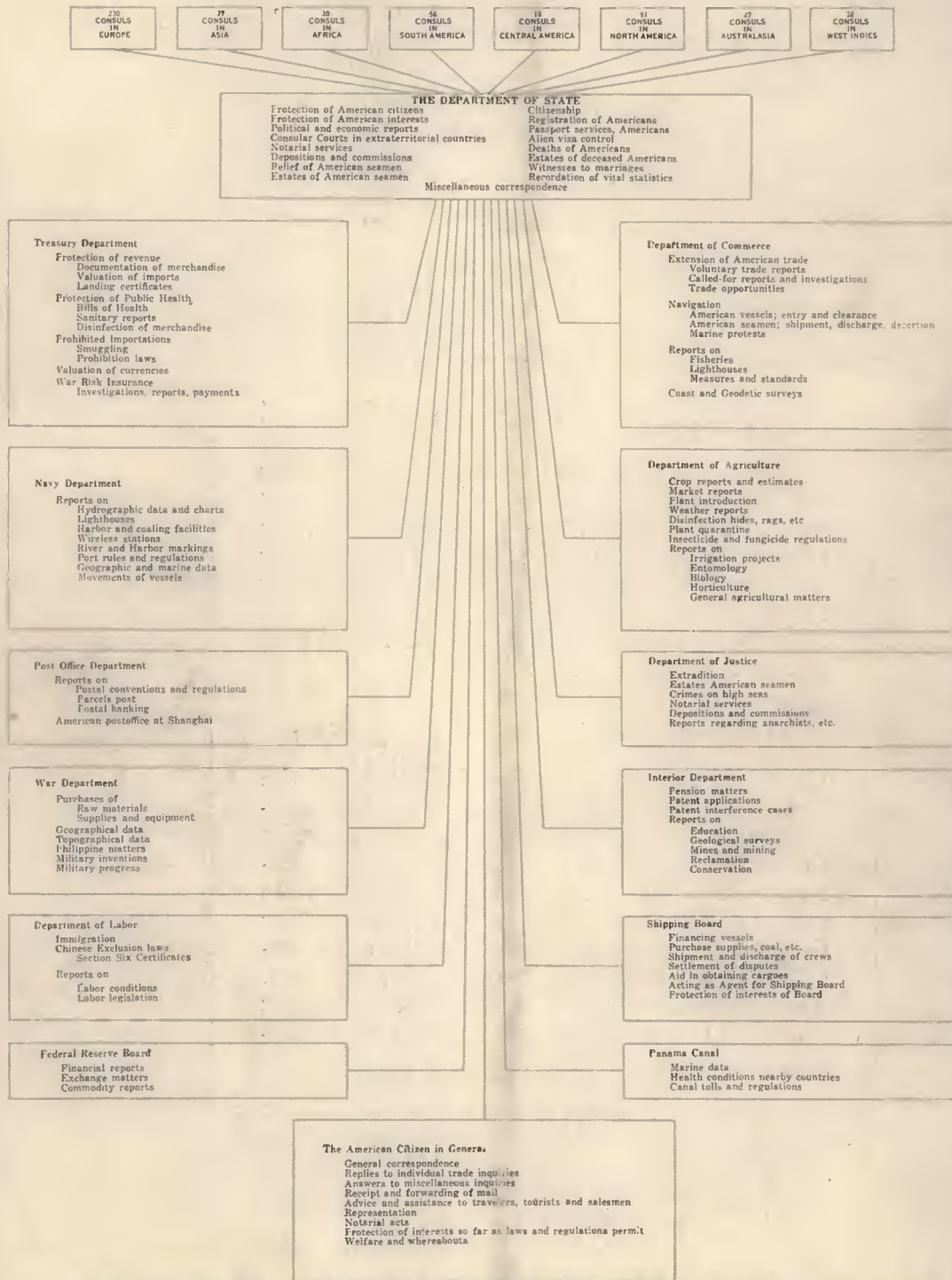
W.Y.

UNITED STATES SHIPPING BOARD

Information Bureau

Washington, D. C.

WHAT YOUR CONSULS DO



American Consuls serve practically every branch of our Government, every business man and, either directly or indirectly, every private citizen. This chart shows how information gathered by them is concentrated in the Department of State and then distributed to the various governmental agencies and to private concerns and individuals. A Consul's more important duties are shown, but by no means all of them.