

NEWSPAPERS AND PERIODICALS

OUT-TODAY

EXPORT TRADE

A Weekly News Magazine for Exporters and Manufacturers

10 cents a copy on newsstands.

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ASHWELL, DAVIS & CO., INC.

150 Nassau St. New York City.

You should know about

Electrical Export

The only exclusively electrical export paper and the only direct road to electrical buyers of all Spanish and Portuguese speaking countries.

Printed in Spanish.

A special feature of this issue is a classified index in Spanish & Portuguese of all electrical products and the names of the manufacturers and exporters of the same.

Chief circulation Latin America, West Indies, Spain & Portugal.

Published monthly by

The Gage Publishing Co., Inc.

116 Liberty St., New York.

Also publishers of

Electrical Record Raw Material

Chile

\$60,000,000 was the amount of exports from the United States to this country in 1918.

Chile needs all kinds of manufactured goods and the United States wish to connect with importers and exporters and to advertise in the local newspapers in the best medium for doing so.

"LA NACION"

Is the leading Chilean publication and is distributed all over the country. For information regarding advertising in Chile apply to

"LA NACION"

34 WALL STREET, NEW YORK.

ADVERTISING AGENCIES

Speeding Up Your Exports

Our plans may suggest many profitable ideas. Write for list.

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Advertising

25 Pine Street, New York

LATIN AMERICAN TRADE BRIEFS

Coffee Production in Nicaragua—The coffee situation in Nicaragua, as reported by Consul A. J. McConaughy, is more favorable to-day than at any other time during the last five years.

It is estimated that the 1918 production will amount to 200,000 quintals, or 20,000,000 pounds, which is an increase of 12% over 1917, or 2,000,000 pounds.

In 1917 Nicaragua exported 18,242,245 pounds of coffee, valued at \$1,761,697.

Concession for Projected Peruvian Railway—By a Government decree dated December 27, 1918, the Peruvian Government has authorized the construction of a railway from Arequipa to the Pacific coast.

Mexican Export Duty on Cotton Reduced—The Mexican Official Bulletin of February 17, 1919, contains a decree reducing the export duty on uncleaned cotton to 40 cents per hundred pounds.

Freight Concessions at Rio de Janeiro—J. H. Philipp, Commercial Attaché at Rio de Janeiro, has secured a concession for the American and Domestic Commerce that the rates on merchandise shipped to Rio de Janeiro are to be reduced.

Representation of some American firms cannot protect their principal's interest by depositing of their merchandise with the local authorities.

Additional six months extension will enable importers to take delivery, thus preventing loss from non-receipt of goods.

Gen. Trevino to Visit Europe.—Mexico City, March 29.—Gen. Trevino is to visit Europe, according to the Mexican Government to visit Spain, France and Germany for the purpose of studying military organizations.

Dr. Jose Ferraz Is Dead.

Buenos Aires, March 29.—Dr. Jose Ferraz, widely known in international medical circles, died suddenly here yesterday.

RECIPROCITY WITH BRAZIL URGED TO AID BOTH NATIONS

United States Would Benefit by Investments and New Trade and Southern Republic Would Expand—Rich Resources Are Ready to Be Tapped.

By JOSE CUSTODIO ALVES DE LIMA.

Brazil Consul-General and Inspector of Brazilian Consulates in Central America, North America and Asia.

Specialty Writer for The Sun.

If commercial reciprocity were established between the United States and Brazil there are certain States in Brazil which would feel its effects sooner than others.

For instance, the great and unexplored State of Paraiba, well known in the business circles of this country by her coffee export Santos, would derive from it an incalculable benefit.

Its gathering even now takes place virtually at the same time every year. In the State of Sao Paulo the ripe berry is not picked from the tree with the fingers, as in most other coffee countries, but is plucked from the tree with the hands.

Under such special conditions any climatic reverse of the kind which would be willing to enter into negotiations with that unique State for the transformation of her system of taxation in the form of a loan to be repaid against any difficulty which may appear in the course of the transformation; and because the change will increase the public revenue of the State.

U. S. Firm Has Big Packing Plant.

The State of Sao Paulo prides itself in having already in the suburbs of her capital what is asserted to be the most modern packing house in the world.

Another State which would soon participate in the good effects of such an agreement would be Para, or the Amazon Valley—that vast and fertile Brazilian territory, the nearest to the United States.

With lands and climate more appropriate for such cultivation we would be in a far more advantageous position than the producers of plantation rubber in Malacca, Borneo, Sumatra, Singapore and Ceylon.

With the free entry of indispensable American products for a number of years, the trade in agricultural products, such as that of rubber, coffee, sugar, etc., would make great strides in Brazil.

Chances in Rubber Business.—With lands and climate more appropriate for such cultivation we would be in a far more advantageous position than the producers of plantation rubber in Malacca, Borneo, Sumatra, Singapore and Ceylon.

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PHILADELPHIA LINES FAVORABLY KNOWN

Its Agricultural Implements and Other Products Long Sold in So. America.

ITS HOSEY POPULAR

Manufacturers Keep in Constant Touch With Markets by Travelling Agents.

By C. L. CHANDLER.

Foreign Trade Manager Corn Exchange National Bazaar Philadelphia.

There are few cities in the world which have a greater South American trade than Philadelphia.

In almost every article now being written on South American trade it is continually referred to as something either brand new or that is just beginning.

And how can it be helping what he is continually surrounded, as the Frenchman says, "by le bien etre"?

Salamanca's Opinions Differ.—This opinion, however, does not appear to be shared by the Brazilian commercial man, who has been accustomed for many years to do business with the Englishman, the Frenchman and in later years with the German, who without question combine in themselves a great amount of experience in commercial matters.

Fennsylvania's Products Vital.—A great deal of advice has been given about how American goods should be displayed in South America.

Philadelphia is the export of the greatest manufacturing State in the Union. It is no exaggeration to say that the State of Pennsylvania is making more progress of the world than all the leagues and treaties that ever could be accomplished.

Do Not Fear Competition.—Philadelphia manufacturers keep in constant touch with their South American markets through travelling agents.

Embassy at Washington Makes Announcement Regarding Scholarships.—Official Despatch from the Mexican Embassy at Washington.

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South American Export Section

Guaranty Trust Company of New York

Guaranty Travelers Checks

TRAVELERS CHECKS issued by the Guaranty Trust Company of New York are a safe and convenient means of carrying ready funds.

They are issued in denominations of \$20, \$50, and \$100. They can be cashed at the leading banks in the United States, Canada, and abroad.

Complete Financial Service for the Traveler Abroad

Our offices in London, Paris, and Liverpool are American banking institutions, conducted on American lines.

Capital and Surplus \$50,000,000 Resources over \$700,000,000

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Advertisement for Guaranty Trust Company of New York, featuring a check and the company's name.

Advertisement for Guaranty Travelers Checks, detailing the benefits and availability of the checks.

Advertisement for Guaranty Trust Company of New York, listing office locations and financial resources.

Advertisement for Mexican Students to Study in Texas, mentioning an embassy announcement.

Advertisement for a monument to commemorate the independence of Brazil, including details about the project.

Advertisement for Latin American Dealers, listing various goods and services.

Advertisement for the Sun newspaper, highlighting its daily publication and South American focus.

Large advertisement for The Sun newspaper, featuring the masthead and a detailed list of products and services.