

CINEMA TOGRAPH AN AID TO RECIPROCIDY

Consul-General de Lima Sees It Bringing U. S. and Brazil Closer.

URGES OFFICIAL ACTION Says Knowledge Thus Gained Will Break Down False Prejudices.

By JOSE C. ALVES DE LIMA, Brazilian Consul-General and Inspector of Consulates in Central America, North America and Asia. Specially written for The Latin American Section of The Sun.

Of all discoveries made in the nineteenth century none perhaps will exert more beneficial influence on mankind than the motion picture.

There is no doubt that the tendency of human nature is to draw individuals on toward one another so as to obtain from one another the greatest sum of knowledge.

It can easily be seen why we try every day to improve our various systems of transportation, making them more harmonious all over our planet so far as regularity of service can comport with its intensity.

The great travel-undertakings around the world, formerly by slow and uncertain sailing vessels, braving all sorts of delays and dangers, with the crudest kind of nautical instruments, are made regularly like clockwork, in less than Jules Verne's prophetic eighty days by swift and palatial steamers.

All nations, even the most modest, are endeavoring all the time to improve some branches of public and private enterprise, carried forward by that noble stimulus of progress, following on the heels of science, with the advances of other nations.

For the development of reciprocal, worldwide humanity a great role is played by the cinematograph, and that without an enormous expenditure of public funds. It will also furnish public administrations with a means of a practical demonstration of the different services they are called upon to undertake, and it is easier to keep in mind what we see with our own eyes than what is described to us in books.

The boys and girls in Brazil have learned more about the United States in the last few years by frequenting American cinematograph shows recently popularized there than for whole generations previously. I can personally vouch for the interest taken in these shows and their eagerness to get more and more American scenes, to the almost total exclusion of European pictures.

It is not this admirable medium to bring closer together our two nations, especially the youth of Brazil and America. Would it not be well while for our respective Governments to take advantage of this popular and effective means of stirring the imaginations and enlightening the minds of our coming citizens? It can be done!

Under careful supervision nothing but real, practical, elevating ideas and purposes need be promulgated. As an educational engine the cinematograph is already in use in botany, agriculture and surgery. Its possibilities are practically unlimited and its value as a teacher is realized at once wherever employed, so that we may soon expect to see the big motion picture concerns exploiting the South American field in an educational way for mutual benefit of all the republics of North and South America.

YANKEES TO BID FOR AFRICAN TRADE Following the trend of the times which is developing in the constantly growing disposition among business men and bankers to prepare to meet the coming trade expansion movement the Bank of British West Africa has moved from its old office at 9 Wall street and taken larger quarters at 100 Beaver street, where it will occupy the entire ground floor. This is of particular significance, as it is taken as a forecast of a strenuous bid for American business from the markets of north and west Africa.

TRADE WITH LATIN AMERICA SHOWS CONTINUED INCREASE

Still Wider Field Awaits Manufacturer and Information Within Easy Reach—Export Manager an Important Factor.

How Trade to South America Is Growing

SOUTH AMERICA imported merchandise valued at \$234,480,000 during the ten months ending in April, 1919, as compared with \$207,000,000 during the ten months ending with April, 1918, according to latest figures made public by the Bureau of Foreign and Domestic Commerce.

Argentina, Brazil and Chile were the largest purchasers. It is interesting to note how good a customer the little island of Cuba has become within recent years. During ten months ending in April, 1919, Cuba imported from the United States \$19,752,000 worth of goods, while in the same period of 1918 her imports from this country were \$18,786,000.

The three largest customers of the United States in South America compare as follows:

Table with 2 columns: Country, 1918, 1919. Argentina: 111,713,000 vs 127,717,000. Brazil: 72,417,000 vs 82,100,000. Chile: 60,915,000 vs 82,557,000.

By A. A. PRECIADO, Specially written for The Latin American Section of The Sun.

"In the business for profit" is the war cry of the merchant he in California or in Valparaiso, Chile. The fundamental methods of doing business do not change with language or customs of regulations.

"If you give us a reasonable time in which to pay we may be interested in your line of goods" is another familiar expression. "Can I get a better price as a manufacturer or traveling representative now knows by heart."

It is the same the world over. Merchants buy to sell at a profit. The turnover is the life throbb of the business, but it must be accomplished with financial advantage to the merchant else it will cease to beat. The Brazilian or Argentinean or Chilean merchant is not in the business for his health any more than the Californian or Missourian.

Questions That Are Answered. "Do I want to sell to South America?" is the question that confronts the manufacturer, who realizes the almost insurmountable amount of detail peculiar to foreign trade that he must be prepared to handle. "Can I get a better price?" is the question that confronts the merchant who would visit the country himself or send a competent representative. This is still the best method of obtaining all possible information of a foreign market.

The Bureau of Foreign and Domestic Commerce. While it is the expectation of the Cement Export Company that its activities will be confined largely to Latin American countries it will be in a position to send cement to Europe if conditions make this desirable.

Consideration has been given to the construction of concrete ships of large capacity to take care of the growing demands for Portland cement of American manufacturers.

Commerce, New York branch, is perhaps the most efficient public body upon which the manufacturer may call for authentic information. The officials of the bureau will counsel with him, advise him and possibly recommend the tackling of certain markets, and methods by which they can be exploited most efficiently.

This information may be supplemented by further data from national organizations such as the National Foreign Trade Council, the Pan-American Union, the Manufacturers and Exporters Association, the Philadelphia Museum of Commerce, the various banks doing business in foreign trade and a few reliable trade journals.

The gathering of this data consists simply of the ordinary planning, which is purely the first grade in the school of export experience. Having disposed of basic problems the manufacturer now has to decide on his method of attack.

How to Get the Business. The selection of a traveling representative involves the problem of qualifications. The uninitiated manufacturer may "fall" for some applicant who really knows quite a bit of Spanish but nothing about selling.

It is possible, however, that the manufacturer may not be in a position where he can lay aside a large fund for traveling expenses for a road representative. He then may choose to obtain his business by advertising. Here is another problem. "What media am I to use?" he asks. "Shall I use the local newspapers or shall I buy space in the trade journals?"

The trade journals introduce manufacturer to dealer; the local papers, article to consumer. This is the general theory. For the manufacturer who is starting in a small way the trade journal may make the better appeal. For the manufacturer who has created a tremendous foreign selling organization which is in a position to place goods on every counter in South America, the local newspapers—the reliable journals—seem to be the best media.

Expert Manager's Qualifications. With the boom in export trade, however, came the export manager, who is a very much sought bird. The export manager for South American business should have not only a knowledge of Spanish and Portuguese in order that he may be capable of examining correspondence, but also everything that is to be known about consular documents, shipping regulations, shipping routes, freight rates, insurance rates, advertising media, selling methods, market conditions, general and particular conditions and a hundred and one other things in connection with foreign trade.

Perhaps the manufacturer may be able to break in his promising sales manager for the position of export manager. This has been done and successful results have been obtained. The sales manager with a strong personality, coupled with culture and good breeding, is able to grasp the details of exporting in a comparatively short while.

From time to time certain problems will arise meeting peculiar requirements of certain markets. Instructions as to packing and as to the color of labels and size of packages and the like constantly will be received at the export manager's desk. The success or failure of the export trade will depend largely upon the willingness of the manufacturer to subscribe to the foreign customer's wishes in these matters. The manufacturer, of course, is the final judge in the matter of determining just how far the company is willing to consider the customer's desires. These are problems that require undivided executive attention, and the farsightedness of decision made often determines success or failure.

The current number of La Revista del Mundo, a monthly review published in Spanish by Doubleday, Page & Co., is an example of a foreign language publication edited and printed in this country which is in every respect on a par with our best domestic periodicals.

The importance that the development of the foreign markets has come to have in the future plans of American business men and bankers is being constantly emphasized by the organization of banks especially particularly in the field of international banking. The newest of these institutions is the Park-Union Foreign Banking Corporation, which formally opens its doors for business to-day in No. 56 Wall street.

The Park-Union is sponsored by two of the largest banks in the Western Hemisphere, the National Park Bank of New York and the Union Bank of Canada, the combined assets of which are more than \$400,000,000. Among those prominent in the formation of the new company are some of the best known men in banking and finance, including Stuyvesant Fish, Cornelius Vanderbilt, Richard Delafield, Gilbert G. Thorne, Sir William Price, R. H. Williams, E. C. Hoyt, H. B. Shaw, Dr. C. A. Holder, R. O. McCulloch, Stephen Haas, W. J. Dawson and F. S. Appleby.

To give a local character, which has been in the process of organization since last March, when it was incorporated under the laws of New York State with a capital of \$5,000,000 and surplus of \$250,000. These figures, however, will be increased as the occasion demands.

A New Foreign Banking Service

TO MEET THE NEEDS OF THE RAPIDLY INCREASING world commerce, particularly between the countries of the far East and the United States, the Park-Union Foreign Banking Corporation has been organized.

In addition to branch offices in Seattle and San Francisco, this institution has established branches in Yokohama, Japan, and Shanghai, China, as well as direct connections in the Dutch East Indies and correspondents in Latin America and other important trade centers. Every banking facility for the transaction and the extension of foreign business throughout the world is thus afforded. Shipments financed, acceptances given, letters of credit and bills of exchange issued.

Our officers will be glad to advise with American business men regarding their foreign trade activities.

- DIRECTORS: Richard Delafield, Stuyvesant Fish, Gilbert G. Thorne, Cornelius Vanderbilt, R. H. Williams, E. C. Hoyt, Charles A. Holder, Sir Wm. Price, H. B. Shaw, R. O. McCulloch, Stephen Haas, W. J. Dawson, F. L. Appleby. OFFICERS: Charles A. Holder, President; T. Fred Aspden, Vice-President; F. T. Short, Secretary & Treasurer.

PARK-UNION FOREIGN BANKING CORPORATION

56 Wall Street, New York Capital and Surplus, \$2,250,000

Announcing Our Removal

OWING TO THE GROWING IMPORTANCE of West and North Africa as a market for American goods the Bank of British West Africa has found it necessary to take larger quarters at 100 Beaver Street, which it will occupy June 1st.

Our New York Agent will be glad to advise with merchants, manufacturers and bankers requiring the services of a fully equipped bank with a strong organization in the markets of West and North Africa.

- Egypt, Morocco, Canary Islands, Gambia, Sierra Leone, Liberia, French Ivory Coast, Gold Coast and Ashanti, Togoland, Nigeria, Fernando Po.

Bank of British West Africa, Ltd.

New York Office—100 Beaver Street. Head Office, London. R. R. APPLEBY, N. Y. Agent.

NEW BANK TO AID EXPORT BUSINESS

The importance that the development of the foreign markets has come to have in the future plans of American business men and bankers is being constantly emphasized by the organization of banks especially particularly in the field of international banking. The newest of these institutions is the Park-Union Foreign Banking Corporation, which formally opens its doors for business to-day in No. 56 Wall street.

The Park-Union is sponsored by two of the largest banks in the Western Hemisphere, the National Park Bank of New York and the Union Bank of Canada, the combined assets of which are more than \$400,000,000. Among those prominent in the formation of the new company are some of the best known men in banking and finance, including Stuyvesant Fish, Cornelius Vanderbilt, Richard Delafield, Gilbert G. Thorne, Sir William Price, R. H. Williams, E. C. Hoyt, H. B. Shaw, Dr. C. A. Holder, R. O. McCulloch, Stephen Haas, W. J. Dawson and F. S. Appleby.

to the Orient in 1918 of Gilbert G. Thorne, vice-president of the National Park Bank and George Wilson, at that time first agent of the Union Bank of Canada in New York. They were impressed with the rich possibilities of the far Eastern field as a market for American goods and the necessity for an American bank to assist business if it was to realize the utmost of its opportunities. The Park-Union was then begun.

Dr. C. A. Holder, president of the Park-Union, was formerly vice-president of G. Aminck & Co., and is well known as an expert on foreign trade affairs, and as foreign trade adviser to the State Department was instrumental in straightening out many of the complications arising out of the British Order in Council, which bottled up thousands of tons of American goods of German origin. He was for many years in the consular service of the United States, having been Consul at Rouen, France, and Cologne, Germany; Consul-General at Christiania, Norway, and at the Consulate-General at London during the first year and a half of the war.

T. Fred Aspen, vice-president, was formerly vice-president of the American Foreign Bank Corporation. He is a specialist on international banking matters. F. T. Short, one time second agent of the Union Bank of Canada in New York, is secretary and treasurer.

SOUTH AMERICA AND THE MONROE DOCTRINE

We understand that in an attempt to win back some of America's business in South America, acquired during the war, certain foreign houses have started rumors that reflect upon the sincerity of our friendship and good will towards South America. A very ugly rumor indeed is that the Monroe Doctrine means not so much "America for Americans" as "America for North Americans."

We must emphatically deny and root out any such trade propaganda as this, for there is only the best of feeling between the people of the two great continents and we all know that "America for Americans" is precisely what we meant in 1823 and what we meant today.

THE MATLACK COAL & IRON CORPORATION has been trading with South American countries for a number of years and we are glad to say our friends are increasing every year in the various countries.

We can quote c. i. f. any port in the World on Coal, Coke, Pig Iron, Iron and Steel Products, Automobiles, Tractors, Railroad Supplies, Agricultural Machinery, Cement, Dye Stuffs, Electrical Supplies, Machinery, etc., and will be glad to receive all inquiries.

The Matlack Coal & Iron Corporation

MAIN OFFICES: 52 Vanderbilt Avenue, New York City. Garry 245, Buenos Aires, Argentina. DOMESTIC BUNKERING EXPORT IMPORT AGENTS THROUGHOUT THE WORLD

Convenient Export Banking

One of the most important advantages of the Anglo South American Bank is its direct personal service for business men made possible by its wide organization abroad. Through our twenty-two offices in South America we are in a position to furnish trade and credit information on foreign markets and act for you in any capacity where a bank specializing in foreign business can be of service.

Our Service in Europe

England, France and Spain is completely covered by seven of our own offices. Correspondents are located in all other parts of the world. Thus we are enabled to offer the broadest kind of foreign banking service. Our facilities are at your disposal through the medium of your own bank, if you so desire.

Anglo South American Bank, Ltd.

New York Agency, 49 Broadway. Head Office London. Capital and Reserves Over \$32,000,000

The Needs of Europe

American industrial leaders and bankers have been studying possibilities for the development of American commerce with Europe. One manufacturer, just returned, is quoted as saying that Continental Europe will take all the cotton goods the United States can manufacture.

The Department of Commerce estimates that 25% of 2,221 textile plants in the devastated regions of France will be in operation in about six months. Europe's greatest need is for food and raw materials, and the United States is the great reservoir for these supplies. Meanwhile, the trade balance in our favor is mounting rapidly, requiring the maximum cooperation with banks to meet the problem of credits.

The Citizens National Bank offers merchants and manufacturers the complete domestic and foreign facilities of a commercial bank of 68 years experience.

CITIZENS NATIONAL BANK OF NEW YORK

Established 1851 320 BROADWAY

LABOR UNREST RENEWED. Vigilance Committees Again on Job in Buenos Ayres. BUENOS AIRES, June 1.—There were no new developments to-day in the lock-out of printers by the newspaper publishers. The trouble grew out of the strike of sewing girls, who were joined by the department store employees, the latter charging that the store owners were subjecting the sewing girls to sweatshop methods.

Advertisements of a department store which refused to meet the demand of its striking employees for better working conditions, and the publishers declared a lock-out. The store, a British concern, was thereupon boycotted by all the trade unions, which charged that the workers were being exploited by foreign capital. The conflict has renewed the general labor unrest, which apparently had been quieted. The civilian vigilance committees have been recalled to guard duty, owing to a renewal of rumors of impending disorders.