

AMERICANS ADOPT NEW TRADE PLANS

Take Lessons From German Success in Dealing With the Latins.

VAST MARKET IS OPEN Trained Men the Greatest Need In Competing With European Salesmen.

By RANDOLPH M. SAVILLE. Specially written for the Latin American Section of THE SUN.

As a result of the great opportunities for expansion which the war has given to American commerce with Latin America...

In general we did not seriously consider the great possibilities in our southern neighbors. As a whole we knew practically nothing about their geography, history, culture, or their resources and commerce.

How the Germans Won. Germany furnishes perhaps the best example of efficient commercial organization in trading with Latin America.

Another phase was the training of men who were to act as salesmen especially in the work of the German consuls.

To their further advantage was the aid given them at home by the Government as well as by their foreign trade commissions.

Time Hints for Action. This carefully built structure was broken down by the war and is not now existing.

Mr. Ramon Perez de Ayala, distinguished Spaniard, has returned to New York after a visit to the neighboring States.

Mr. Gregorio C. de Jimenez, accompanied by her two children, Carlos and Carmela, is visiting the city.

Other visitors recently arrived in New York are Mr. A. Escobar, an Argentine, and Mr. Juan de la Cruz.

Mr. Francisco Henriquez Carvajal, ex-President of the Republic of Santo Domingo, is expected here shortly.

Mr. Arturo Duenaes of Ecuador has arrived in New York for an extended visit.

Word has been received in Argentine circles in New York of the dangerous illness of Mr. Palagie Luna.

Miss Elena Morales, daughter of the former Minister of Panama to the United States, is now in New York.

PERU'S STRONG MAN AGAIN ASSUMES THE PRESIDENCY

Dr. Augusto Leguia's Previous Administration Won for Him Many Admirers in This Country—Official Status Here Yet Undetermined.

By OSGOOD HARDY, M. A., Chief Assistant and Interpreter of the Peruvian Expeditions of 1914-1915, under the auspices of the University and the National Geographic Society.

The reports of a book from Peru describing the coup d'etat which had once more made Augusto Leguia Chief Executive of that country are causing considerable speculation on the part of those interested in Latin American affairs.

The successful candidate in this election, Guillermo Billinghurst, a prominent business man of Lima, although opposed to foreign capital, introduced many advantages.

These three elements combining instigated the revolution of February 4, 1914, which was led by Col. Oscar Benavides.

Latin American Colony in New York

The Venezuelan colony of New York City, assisted by Latin Americans from other countries of South America, celebrated the anniversary of the independence of the Republic of Venezuela.

Comendador Ermilino Matarazo, director Industrial Reunidas de Sao Paulo, Brazil, is making an extended tour of the United States.

J. M. Rosales, well known Colombian scholar, and family have returned to Bogota.

Senor Africa A. de Maestre and her family, from Havana, Cuba, are stopping at Hotel Felix.

Senor E. Vidal, a prominent Porto Rican merchant, has come to this country on business purposes.

Senor Juan Castro, a Cuban journalist, is stopping with his wife at the Hotel Astor.

Senor Julio D. Arguelles and family, from Cardenas, Cuba, are stopping at Hotel Astor.

Senor A. Montero arrived recently from Havana, and is staying at the Astor Hotel.

Mr. Severio Tonkin, Consul of Chile in New Jersey, has come back to take charge of his office.

Mr. Arturo Titus, prominent Chilean politician, has come to this country on a study trip.

Mrs. Raquel Vial Ramos, distinguished member of Chilean society, has arrived for a short visit.

Mrs. Eugenio Rodriguez Pena has been appointed recently Naval Attaché to the Chilean Embassy in Washington.

Mr. Pablo de la Rocha from Bogota, Colombia, has come to this city on a pleasure trip.

David Silva, the well known Mexican bayonette, has made his home in New York.

a boundary dispute some time before. He assumed the reins of government and his administration was marked throughout by order and efficiency.

Under the constitution of the result of the elections held in March is not officially determined until Congress in session assembled shall make a formal announcement.

Under the constitution of the result of the elections held in March is not officially determined until Congress in session assembled shall make a formal announcement.

As to what attitude our State Department will take toward the Peruvian situation, only conjectures can be made.

As to what attitude our State Department will take toward the Peruvian situation, only conjectures can be made.

As to what attitude our State Department will take toward the Peruvian situation, only conjectures can be made.

As to what attitude our State Department will take toward the Peruvian situation, only conjectures can be made.

As to what attitude our State Department will take toward the Peruvian situation, only conjectures can be made.

As to what attitude our State Department will take toward the Peruvian situation, only conjectures can be made.

As to what attitude our State Department will take toward the Peruvian situation, only conjectures can be made.

As to what attitude our State Department will take toward the Peruvian situation, only conjectures can be made.

As to what attitude our State Department will take toward the Peruvian situation, only conjectures can be made.

As to what attitude our State Department will take toward the Peruvian situation, only conjectures can be made.

As to what attitude our State Department will take toward the Peruvian situation, only conjectures can be made.

As to what attitude our State Department will take toward the Peruvian situation, only conjectures can be made.

As to what attitude our State Department will take toward the Peruvian situation, only conjectures can be made.

As to what attitude our State Department will take toward the Peruvian situation, only conjectures can be made.

As to what attitude our State Department will take toward the Peruvian situation, only conjectures can be made.

As to what attitude our State Department will take toward the Peruvian situation, only conjectures can be made.

As to what attitude our State Department will take toward the Peruvian situation, only conjectures can be made.

As to what attitude our State Department will take toward the Peruvian situation, only conjectures can be made.

CHILDREN WORKERS A HAPPY FAMILY

Idea of Community Service Strongly Implanted in Native Character.

Immigrants Who Seek Fortune in Country Fail to Understand System.

By GRACIELA MANDUJANO, Specially written for the Latin American Section of THE SUN.

Even in the idyllic valleys guarded by the mountains and the sea in that blessed stretch of land called Chile, of place as they may seem, ignorance and want, hunger and disease are the unwelcome guests to a certain part of the population.

To the superficial observer it must naturally, look absurd that the apocalyptic visitors should find their abode in a country so rich and peaceful, in a country that boasts of being peopled by a brainy and brawny race.

The Chilean worker, on the other hand, considers himself and his neighbors as members of a big family.

As the Chilean wage earner has not a great field to speculate on the most favorable investment for his money.

As a result of the newly discovered domestic industries of war time Argentine wines appear to be supplanting wines formerly imported from Europe.

The Brazilian Government has agreed to the creation of a discount service, giving greater facilities to commerce.

A cablegram from Pernambuco announces that an important concession has been granted to the National Petroleum Company.

The Administration has just signed a contract with an important North American company, amounting to several million dollars.

It is announced that Swift & Co. has proposed acquiring the sailing place of the "Chile" in the situation of the river of Arica.

A new industry, the development of "Cobuna nuts" or "Nuez corono," the Spanish name for it, was created during the war.

It is announced that the Vice-President of Brazil has authorized the Sociedade Anonima London and River Plate Bank (Ltd.).

The International Publishing Company, publishers of the Diario de Panama of Panama City, has established an agency in New York.

Municipal authorities of Santiago, Chile, are making a rigid investigation of all motion picture theatres with a view of compelling proprietors to insure the foreign exchange.

An exposition representing the paintings of famous Spanish artists has recently come to a close in Buenos Ayres.

The Government of Chile contemplates creating the office of consular general in India, Mexico and Cuba.

American Made Product Has Good Chance of Sale.

Vice-Consul Albert G. Coffin reports that there are cotton mills in the Bahia district which use large amounts of dyes.

Municipal authorities of Santiago, Chile, are making a rigid investigation of all motion picture theatres with a view of compelling proprietors to insure the foreign exchange.

An exposition representing the paintings of famous Spanish artists has recently come to a close in Buenos Ayres.

The Government of Chile contemplates creating the office of consular general in India, Mexico and Cuba.

Short Notes From Latin America

The contract between the Brazilian Government and the Handley Page company for the establishment of serial mail and passenger lines between Brazilian parts and other South American cities has been temporarily held up by the Minister of the Treasury.

Dr. Felix Echeverri, well known Uruguayan writer, has written a book in which he reviews the aims and ideals of the movement for a new South America.

The association of employees of commercial houses in Santiago, Chile, has published a statement in which it declares that employers have been practicing an ultimatum demanding an increase in wages.

President Irigoyen of Argentina has submitted to Congress a measure providing for arbitration in labor disputes in the future.

Brazil will soon abolish the office of Minister of Provisions, which was created in 1914 to regulate the consumption of foodstuffs.

Considerable damage to crops by floods is reported from Uruguay. Some regions are completely covered by water and there is considerable suffering among the farming population.

The Government of Uruguay is planning to float a loan to be financed by American bankers for the purpose of making internal improvements.

Attempts to fly the Atlantic are not confined solely to the United States and Great Britain. Brazilian aerial man has contemplated a flight from Rio Janeiro to Lisbon under the auspices of the Aero Club of Brazil.

An important national company is endeavoring to obtain a concession to erect a big tanning factory in Santa Fe; the capital will be furnished by Argentines.

As a result of the newly discovered domestic industries of war time Argentine wines appear to be supplanting wines formerly imported from Europe.

The Brazilian Government has agreed to the creation of a discount service, giving greater facilities to commerce.

A cablegram from Pernambuco announces that an important concession has been granted to the National Petroleum Company.

The Administration has just signed a contract with an important North American company, amounting to several million dollars.

It is announced that Swift & Co. has proposed acquiring the sailing place of the "Chile" in the situation of the river of Arica.

A new industry, the development of "Cobuna nuts" or "Nuez corono," the Spanish name for it, was created during the war.

It is announced that the Vice-President of Brazil has authorized the Sociedade Anonima London and River Plate Bank (Ltd.).

The International Publishing Company, publishers of the Diario de Panama of Panama City, has established an agency in New York.

Municipal authorities of Santiago, Chile, are making a rigid investigation of all motion picture theatres with a view of compelling proprietors to insure the foreign exchange.

An exposition representing the paintings of famous Spanish artists has recently come to a close in Buenos Ayres.

The Government of Chile contemplates creating the office of consular general in India, Mexico and Cuba.

American Made Product Has Good Chance of Sale.

Vice-Consul Albert G. Coffin reports that there are cotton mills in the Bahia district which use large amounts of dyes.

Municipal authorities of Santiago, Chile, are making a rigid investigation of all motion picture theatres with a view of compelling proprietors to insure the foreign exchange.

An exposition representing the paintings of famous Spanish artists has recently come to a close in Buenos Ayres.

The Government of Chile contemplates creating the office of consular general in India, Mexico and Cuba.

BRANCHES AND AFFILIATIONS

Mercantile Bank of the Americas (111 Boulevard Haussmann) Paris

Mercantile Bank of the Americas Rambla de las Escuelas-Camacho Barcelona

Banco Mercantil Americano de Cuba Havana

Banco Mercantil Americano de Colombia Bogota Barranquilla Caracas Medellin Maracay Guayaquil Cali Honda

Banco Mercantil Americano del Peru Lima Arequipa Chiclayo Cuzco

Banco Mercantil Americano de Caracas Caracas La Guayra

American Mercantile Bank of Brazil Rio de Janeiro

National Bank of Nicaragua Managua Bluefields Leon Granada

Banco Atlantida (Honduras) La Ceiba Tegucigalpa San Pedro Sula Puerto Cortes

JOTTINGS FROM THE CONSULATES IN N. Y. Interesting Bits of Information About South America.

BRAZIL—The steamer Pedro Christopherson has arrived in Rio Grande do Sul, Brazil, with a cargo of 5,000 tons of cement.

MEXICO—President Carranza is opposed to the establishment of breweries in the republic.

PANAMA—New exporting companies are required to have their names registered with the Consul-General of Panama.

CHILE—Lieut. Matienzo, Argentine aviator, who attempted to fly from Mendoza on the Argentine side to Santiago, Chile, has been given up as lost somewhere in the snow-capped mountains.

ARGENTINA—A new Trans-Andine railroad over a much more favorable route, which has not been announced as yet, is contemplated.

CHILE—A drainage programme involving the expenditure of \$5,000,000 pesos (about \$1,000,000 American gold) is planned by the Chilean Government.

URUGUAY—Considerable agitation is being made to abolish dwelling in the Republic of Uruguay.

ECUADOR—Medardo Angel Silva, a brilliant poet of Ecuador, committed suicide in Guayaquil in the presence of his fiancée by shooting himself in the head with a revolver.

URUGUAY—A novel method of forcing attendance in the Chamber of Deputies of the Republic of Argentina has been suggested.

CHILEAN NITRATE MOVEMENT. Figures covering the production and exportation of Chilean nitrate for the month of April, 1919, and for the corresponding period of 1918 and which are being prepared by the Chilean nitrate industry.

BRASIL TO ORGANISE AERIAL SERVICE. By decree No. 14549 of April 26, 1919, permission was granted to Handley Page, Ltd., without monopoly or special privileges.

ARGENTINE EXPORTS FOR 4 MONTHS. Exports of wheat from Argentina during the first four months of 1919 show a marked decrease compared with shipments during the corresponding period of 1918.

CHILEAN NITRATE MOVEMENT. Figures covering the production and exportation of Chilean nitrate for the month of April, 1919, and for the corresponding period of 1918 and which are being prepared by the Chilean nitrate industry.

BRASIL TO ORGANISE AERIAL SERVICE. By decree No. 14549 of April 26, 1919, permission was granted to Handley Page, Ltd., without monopoly or special privileges.

ARGENTINE EXPORTS FOR 4 MONTHS. Exports of wheat from Argentina during the first four months of 1919 show a marked decrease compared with shipments during the corresponding period of 1918.

CHILEAN NITRATE MOVEMENT. Figures covering the production and exportation of Chilean nitrate for the month of April, 1919, and for the corresponding period of 1918 and which are being prepared by the Chilean nitrate industry.

BRASIL TO ORGANISE AERIAL SERVICE. By decree No. 14549 of April 26, 1919, permission was granted to Handley Page, Ltd., without monopoly or special privileges.

THE cooperation of business and banking interests is fundamental to success in the foreign field.

Our affiliated banks in South and Central America offer every encouragement to those who are striving to establish solid business connections in the countries in which we operate.

MERCANTILE BANK OF THE AMERICAS

An American Bank for Foreign Trade 44 PINE STREET NEW YORK

A folder describing our facilities will be sent upon request.

HOTELS. HOTEL McALPIN. THE McALPIN maintains its leadership in the hotel world by continually creating and adopting the newest in comfort, convenience and luxury.

Latin American Supper Dances McAlpin Roof on Tuesdays.

MEXICO

THE Mexican situation is soon to be put in such shape that owners and investors will be justified in resuming operations.

We have a Mexican Geologist of the highest standing as an associate in Mexico City.

We have engineers who have just returned from reporting on properties in Mexico and others there, and en route.

Our organization is prepared to take up and adjust your business matters and claims as well as to make complete analytical reports.

We know Mexico and can offer you prompt and efficient service.

CARLISLE MASON INCORPORATED

Consulting Engineers 207 Broadway, New York

GERMANS TO FLOCK TO SOUTH AMERICA

Extensive Colonies Will Be Established There.

Heavy immigration to South America of a scope that may approach the extent of similar movements before the great war are contemplated by Germans.

While other countries are expecting immigration of Germans, the Republic of Paraguay is taking active steps to encourage Teutonic settlements to that country.

Market for Empty Sacks. In forwarding the names of three firms interested in obtaining supplies of empty cotton sacks.

CHILEAN NITRATE MOVEMENT. Figures covering the production and exportation of Chilean nitrate for the month of April, 1919, and for the corresponding period of 1918 and which are being prepared by the Chilean nitrate industry.

BRASIL TO ORGANISE AERIAL SERVICE. By decree No. 14549 of April 26, 1919, permission was granted to Handley Page, Ltd., without monopoly or special privileges.

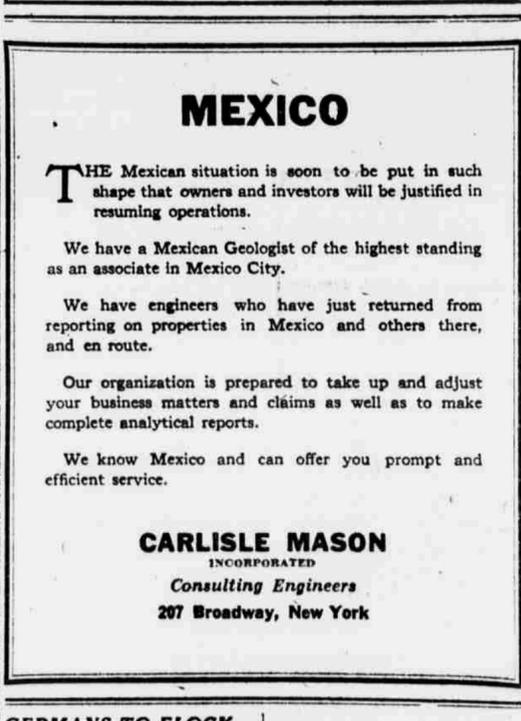
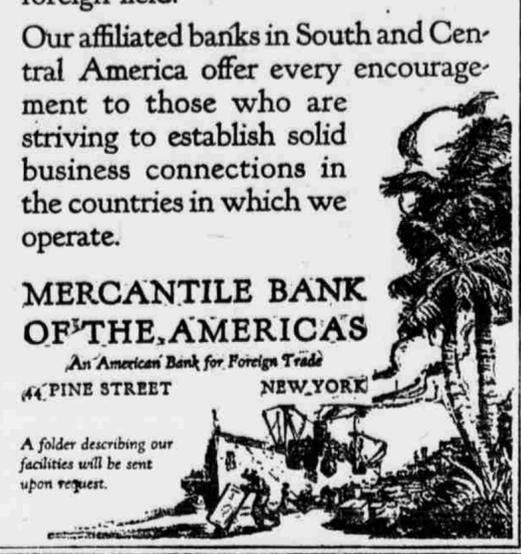
ARGENTINE EXPORTS FOR 4 MONTHS. Exports of wheat from Argentina during the first four months of 1919 show a marked decrease compared with shipments during the corresponding period of 1918.

CHILEAN NITRATE MOVEMENT. Figures covering the production and exportation of Chilean nitrate for the month of April, 1919, and for the corresponding period of 1918 and which are being prepared by the Chilean nitrate industry.

BRASIL TO ORGANISE AERIAL SERVICE. By decree No. 14549 of April 26, 1919, permission was granted to Handley Page, Ltd., without monopoly or special privileges.

ARGENTINE EXPORTS FOR 4 MONTHS. Exports of wheat from Argentina during the first four months of 1919 show a marked decrease compared with shipments during the corresponding period of 1918.

CHILEAN NITRATE MOVEMENT. Figures covering the production and exportation of Chilean nitrate for the month of April, 1919, and for the corresponding period of 1918 and which are being prepared by the Chilean nitrate industry.



Large advertisement for Jamaica Central and South America by the GREAT WHITE FLEET, featuring a map of the Caribbean and text about shipping routes and schedules.

Latin American Holidays

(Published by the Guaranty Trust Company of New York.) THERE is a holiday in Brazil, Honduras and Uruguay Monday, July 14; in Uruguay Friday, July 18.

There is a holiday in Brazil, Honduras and Uruguay Monday, July 14; in Uruguay Friday, July 18.