

OUR TRADE WITH THE ARGENTINE. FRESH FACTS ABOUT AMERICAN GOODS AND AMERICAN MERCHANTS SOUTH OF THE EQUATOR.

Copyright, 1899, by Frank G. Carpenter. HATENOS AYRES, Dec. 15.—"One reason why Americans have no more trade in South America is because their business methods are bad."

These were the words of a commercial traveler who goes regularly to South America as the representative of some of the biggest firms in the United States. He sells a half million dollars' worth of goods every year and is well known in every South American capital. Said he:

"To show you what I mean I will give you a few personal experiences. I do business both on salary and commission. I have several different firms and can add others who have specialties which do not conflict with those already represented. One year I thought I could sell American shoes in the Argentine and Chile. Before I left Chicago I called on a manufacturer there, a man who makes hundreds of thousands of shoes every year, and presented the field to him. He replied that he did not want South American trade and that he was satisfied with the United States. I pressed him, however, and he finally told me he would pay me a commission and gave me a box of samples. When I arrived at Buenos Ayres I called upon the factory and the manufacturer was upon my requesting him to come to the hotel to look at my samples he told me that American shoes were no good and that he would not sell them. I offered to take a carriage and drive him to the hotel, but he would not even come to look.

He then went to a shoe manufacturer, a man who makes hundreds of thousands of shoes every year, and presented the case to him. He replied: "Why, my dear sir, I make shoes myself and my profits are on the making of them."

"But," said I, "I can sell you better shoes than you are making at a less price than you are making them. I have a better article at a price much below what your shoes actually cost you. Now, my hotel will sell me a number of shoes, and as I sell them from time to time, I will make remittances to Chicago, and at the end of a year we can balance our accounts."

"He then gave me a good order. I sent it on to the Chicago shoe man and asked him to cable me when the first consignment of goods would be shipped. No cable came. I was just ready to go to Chile, but I waited from day to day for two months, when an answer came by mail that the shoe company in view of the war with Spain, did not want any South American business except upon payment of cash in New York against its bills of lading. Of course the deal fell through. The Argentine shoe manufacturer was a man of large property. He had been in business for years and had a high commercial standing.

WINDY IN SEVERAL WAYS. "Another experience I had was with a windmill man," continued the commercial traveler, "a man whose orders were about as windy as his mills.

"You know what windmills are in the Argentine for windmills. The demand is increasing throughout the southern parts of South America, and the windmill business is worth cultivating. I saw this and called upon the men who are at the head of one of our biggest windmill establishments. They doubted my statements, but said they would be glad to have me sell on commission. I asked them for a model of the mill to carry with me, but they replied that they could not bother to make one, and that if I could not sell them from the pictures and catalogues I need not try. At first I thought I could not accept their offer, but finally took the catalogue. At Buenos Ayres, through my acquaintance there, I persuaded one of the chief importers of agricultural machinery to take the mill for me. He ordered one and sent it before it arrived; he then ordered two others at once and within two years sold about thirty more. They were during the days of the recent business depression, when the Argentine farmers had very little money. It was, I thought, a good deal, and I received for these thirty mills the cash of \$100,000 on the first mill, which amounted to less than \$15.

"Later on I made a contract with the Buenos Ayres firm to take 100 mills, and was told that I might order twenty mills to be shipped at once. Windmills, you know, run into a lot of money, and the Buenos Ayres people wanted sixty days' credit, so that they should not have to pay for the goods before they got them. The American windmill man objected to that and telegraphed that they must have the money in New York before the mills were shipped.

"The Buenos Ayres firm, which was one of high standing, did not like this, but finally telegraphed that they would pay the cash. To this no answer came for fourteen days, and at that time a cable was received stating that the windmill man could not come, and they would write explanations. I waited six weeks for that letter, and with it came a formal contract for 120 mills a year, a dated four months back and not a mill yet shipped. By this time the season for selling windmills had almost passed and few more mills could be sold that year.

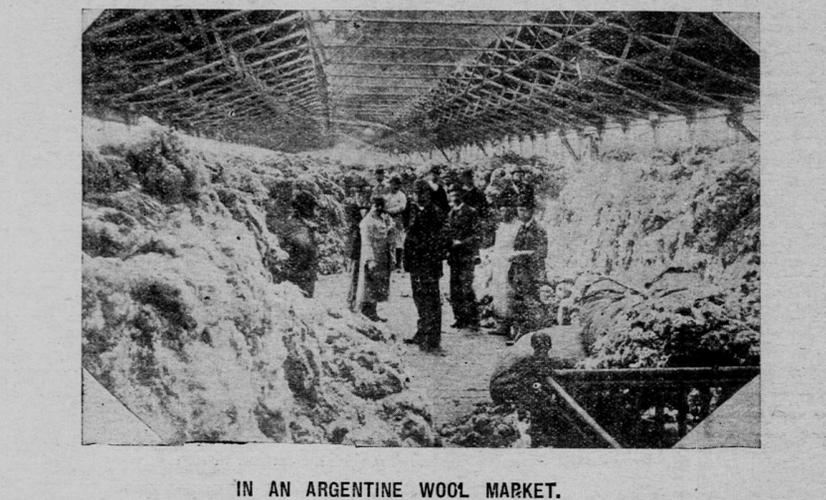
"When I showed the Argentine firm the letter and contract they threw the thing up at once, saying they could not trade with people who did business that way. That firm was composed of Englishmen, and it was backed up by some of the biggest factories of England. The windmill people had already sold it thirty mills and had received their money. The order was for more than \$10,000 worth of stuff a year, with the prospect of a great increase."

AMERICAN PLOWS. "What kinds of agricultural machinery are sold in South America?" I asked. "Chiefly plows and thrashing machines," was the reply.

"The most of the plows are of a cheap make, such that the American farmer would not give them room in his fence corner. Still one firm in Buenos Ayres sells 200,000 plows a year and many are sold in Chile and Peru. Then there is a big sale of our steel-tipped hay forks, shovels and axes, and a little American hardware. The American hardware is generally considered the best, but England and Germany are the traders in this line. Our American factors should canvass this territory just as they do the United States, but they will have to learn many things before they can make much headway. They

must recognize the fact that business honor and business brains are not bounded by geographical lines and that they exist south of the equator as well as north of it. They must sell on credit. Other nations do so, and there is no reason why the United States should not. I represent one English firm which gives ninety days' credit after the receipt of the goods. The German firms do the same. The current interest rates on money in the Argentine are from 7 to 12 per cent, and the people like to use their money as long as they can."

AMERICAN IGNORANCE. It is due to actions like those mentioned by my commercial friend and to our general ignorance of the Argentine that we only get a small slice of its trade. Our share of it today is less than 1 per cent, and the trade amounts to more than \$200,000,000 a year. We allow Great Britain, Germany, France and England to have the lion's share of the business, paying out annually \$4,000,000 more than we receive. Dur-



IN AN ARGENTINE WOOL MARKET.

ing the first quarter of this year there was a slight increase in the general volume of trade, but this was caused by the Argentine wool trade, and not by the increase of the goods we sent there.

Our ignorance of the Argentine and its possibilities is astounding. There are many people in the United States who do not know where the Argentine is. Some think it is a part of Brazil. Not long ago a United States district attorney in celebrated case described how a ship could go from New York to Rosario, in the province of Uruguay, and another man recently wrote to a firm in Buenos Ayres, asking if it would help a person to be able to speak Spanish if he wished to make a start there. When it is remembered that Spanish is the universal language of the Argentine the foolishness of the latter question will be appreciated.

Another piece of ignorance was that of a commercial traveler who came to Buenos Ayres from Philadelphia to sell fencing wire. He called upon Mr. D. W. Lowe, the editor of the Buenos Ayres Herald, and informed him that he had come to the Argentine to introduce the barbed wire fence. Mr. Lowe replied:

"Why, man, there is as much barbed wire here as there is in the United States. There are factories in France, Germany and England, which have for years been living off of this country by making it. I can show you tons of barbed wire in the agricultural stores of Buenos Ayres, and I venture you can buy it here on six months' credit at a lower price than you expect to sell it at wholesale for cash. That commercial traveler left for home on the next steamer."

BARBED WIRE. And still the United States ought to have a great share of the iron trade of South America. We have the cheapest coal and the cheapest iron of the world, and can make hardware and all sorts of iron manufactures cheaper than any other country. We are exporting steel to Europe and Asia and we should regard the enormous market of South America.

No one who has not been south of the equator on this hemisphere can realize the extent of the trade in galvanized iron. For 2,000 miles along the western coast of South America there is not enough wood to supply Chicago with matches. Every stick of building timber that is used comes from the United States and goes as far down the coast as Punta Arenas, on the straits of Magellan, you will find pine lumber from Oregon and Maine. The same is true of the Argentine. This vast extent of the country is therefore one of the world's greatest customers for galvanized iron. You see it everywhere in the nitrate fields of Chile. There are iron huts in the Andes, iron warehouses on the pampas of Patagonia, and there is a row of iron stores running clear around the lower part of South America. The iron is brought by steamer load from Europe and is sold in bundles of sheets by the kilogram, or about two and one-half pounds. Great Britain gets the most of the trade. It furnishes fifty times as much iron as we do, and even little Belgium has four times as much of such trade. In galvanized iron piping we sell about 120 kilograms to the Argentine annually, while Great Britain sells more than a million. An equally large proportion exists as to crude iron, and it is the same in most of the iron trade. We lead in plows, corn shellers and reapers and mowers, but Great Britain sells more threshing machines, and the trade of Belgium in galvanized wire for this market is five times as great as ours. We do very well in small tools, and also in many kinds of machinery. Americans have a reputation for making good things, but every one says their stuff is, as a rule, too high priced.

OUR COAL IN SOUTH AMERICA. The United States ought to furnish a share of South America's coal. There is little good coal on the continent, and especially on the east side of it. At present Great Britain sends \$20,000,000 worth of coal every year to the Argentine republic, Uruguay and Brazil. It ships its coal up the Amazon 2,000 miles, and supplies the southern coasts of the Caribbean sea. This coal brings all the way from \$10 to \$15 a ton. The kind used is Cardiff coal, which is one of the best in the world, but by no means superior to some of the coals of the United States. The Pocahontas coal of Virginia has been tested with it and came out ahead. At present the chief company who works the South American trade is the one which owns the Pocahontas in the United States, and there are several of their traveling men who speak Spanish and Portuguese fluently has been going about South America and has succeeded in introducing the coal

into Rio, Buenos Ayres, Montevideo and other large ports. I am told that this company expects eventually to have a regular line of coal and cargo steamers for the South American trade. Such steamers would carry coal to South America and bring back hides, wool and coffee to the United States. At present the freight rates on Cardiff coal are about 50 cents per ton lower than the rates paid to the steamers carrying American coal. Such a steamship line would pay, and would largely conduce to the building up of trade between the United States and South America.

HIDES, WOOL, STREET RAILWAY. Indeed, all the chief industries of the country offer chances for American investment, if our capitalists will send good men to manage the business. Our business brains are equal to those of any of the foreigners who are now operating in the Argentine. We can, if we will, have our share of the profits.

This is especially so in the matter of hides and cattle. As to hides, the most of those exported by the Argentine go to the United States. Our shoes are largely soled with Argentine leather, and this should not give a profit to Englishmen. We take, in fact, more than 1,000,000 dry ox hides of the Argentine every year. In many cases the animals are killed for their skins, the hides being fastened to stakes to dry and shipped without

much further preparation to our markets. There is no reason why Americans should not have their share of the wool trade, and also of the increasing trade in meats. We understand how to handle such things better than any other nation, and there is no reason why, inasmuch as foreigners are pretty sure to do the business, we should not compete for it.

Electricity has so far done little in the Argentine. There are chances for foreign and American investment in Buenos Ayres. Think of it! Buenos Ayres has 800,000 as luxurious people as you will find anywhere. They will not walk if it rains, and they are still relying almost altogether on the old horse car. The company which can change these to electricity will have a fortune.

The whole country, in fact, is full of opportunities, but little known in the United States and Europe. You think of wheat and sheep when you talk of the Argentine; you have forgotten, or perhaps do not know, that it has a vast area of semi-tropical lands. The province of Tucuman is the richest in the Argentine. It produces the sugar of the Argentine. In 1888 100,000 tons were produced. There is a tariff on sugar, and I am told the business is very profitable.

FRAUD IN TRADE MARKS. The same frauds in trade marks and labels which I found in the stores of the west coast of South America exist in the Argentine. The Germans are doing the most of this. They are imitating many kinds of our machines, and German machines are often sold for American. The Spaniards are doing the same, and there are many things here sold under false trade marks.

This prevails to such an extent that there is a house in Buenos Ayres which makes a business of manufacturing and selling fraudulent labels. You can buy labels for all sorts of patent medicines, for the leading brands of champagne and beers, for Florida water, condensed milk, and in fact, for almost any article that has a reputation. Labels for Milwaukee beer will cost you a few cents a hundred, and you can get for the same amount of champagne labels for the same. A spare kilder which costs 20 cents a quart with a one-cent Mumm's extra-dry label on it brings in Buenos Ayres \$12, and the Average backwoods Argentinian will pay for it and not know the difference.

BAD PACKING. One great hindrance to American trade with the Argentine is the bad packing which is done at home. Goods are put up without regard to cost or economy. Many of the duties here are levied by weight and small articles are often packed in big boxes so that the duty upon them costs more than the articles will sell for. Every American shipper should have a book containing the tariff regulations of the Argentine and pack accordingly.

If the goods are at all damaged when they arrive the importers will demand a rebate and where this is paid for in advance the trader for the future is lost. I saw a Chickering piano for the future is lost. There was one cask of wood between the piano cover and the case, and that was all. The result was that the rosewood was badly scratched and the instrument was not sell.

Exporters should remember that all goods coming to the Argentine must go over the equator, where the air is full of moisture. Machinery should be well oiled or painted with tallow, or with a job press which was shipped to Buenos Ayres by the American Bank. Note company of New York, and also some articles of the Remington. The latter order was not carefully packed, and the result was that it cost 25 per cent of the first price of the guns to put them in order.

AMERICAN HOUSES NOT BUILT. So far our methods of trying to increase trade in South America have been radically wrong. What we really need are American houses which handle nothing but American goods in Buenos Ayres. We should have a museum there which would show the different kinds of goods that the United States has to sell. We should also have an American bank, and there would, I believe, be a lot of money eventually in the establishment of an American steamship line.

As to American houses there are several here already, but they do not, as a rule, keep large supplies of goods on hand, so that they can fill orders the moment they are received. The French, English and German houses deal to some extent in American goods.—Frank G. Carpenter.

WON THE BOYS OVER

SECRETARY GRACE, OF THE Y. M. C. A., STOPS PILFERING BY STREET ARABS

DID NOT CALL IN THE POLICE

Just invited the Youngsters Into the Gymnasium for a Scrub, and Gave Them a Brief Session With the Boxing Gloves and Punching Bags—Then They Produced the Culprits and Departed.

Secretary Grace, of the Y. M. C. A., in far more ways than one, since he took hold of Y. M. C. A. work in St. Paul, has demonstrated his capability of managing such an institution. He has shown himself a genius in advertising it and an expert in bringing young men and boys into touch with it, for their own good and for the good of the institution.

His latest novelty has been the introduction of the newsboys and bootblacks to the gymnasium, where he gave them free lessons for an hour

and then turned them under the warm spray bath with a shower of cold enough water before they got out to close up the pores again and keep the newsboys from getting the grip.

"How did you think of bringing the newsboys in?" Secretary Grace was asked. "Well, some of them had been just a little too lively about the downstairs hall door," he replied. "For weeks an electric globe or two had been disappearing every night, and only boys would take away an electric globe. It was of no use to them, of course, and the only fun they could have with such an instrument was to throw it not water, but a shower of cold water, and hearing it smash. But that was fun to a boy. Somebody had notified the police of this pilfering and several boys were caught and taken to the police court, but we refused to appeal against them and they were let off with an admonition."

"Oh, no, they were just boys, and did not mean any ill. It was the kind of mischievous thing that any boy would do."

"Yes, and some of them did seem to be raising the fun of the gymnasium."

"It was the easiest thing possible. I did not need to advertise it. I only had to tell two or three of them that I would give them an hour's fun, and asked them to tell the whole fraternity. At the hour appointed next day a whole troop of them came and you never saw merrier boys in your life. And I tell you some of them were splendid gymnasts. They could jump and tumble and wind themselves around the bars as if they were snakes."

"Did Dr. Cook try to give them any instruction?" "No, sir, he only had many instructions and pantalon movements to exhibit to one another as would have kept them going for several days. It was like watching a circus to watch them."

"So you took them to the baths when the circus was over?" "Yes, and some of them did seem better for a bath."

"And what followed?" "I lined them up and talked to them for a few minutes about starting out right in life. You don't know always what a good kind word spoken to a boy may produce in after life. I was glad to bring the chance of putting in a word in the interests of beginning life well, and told them that I might be able to arrange to give them an hour in the gymnasium and a bath once in two weeks if they would like it. There was a shout of 'Yes, oh yes, that would be jolly.'"

"And that ended the scene?" "No, sir, it was a long way."

"What followed?" "I thought it was as well to mention to them that if they saw any of the globes down stairs they would help me to protect the property."

"Did they promise?" "I should say they did. There was a chorus of voices calling out, 'We will.' I said what would you do if you saw a boy unscrewing a globe? A dozen of them, like clock work, struck out into a pugilistic attitude, with fists closed and held out in front of them and said emphatically: 'We would give it him.' 'No, no,' I said, 'don't give it him, but just bring him up to me.' 'All right,' they cried, and off they went."

"In about a quarter of an hour most unearthly sounds were heard about the downstairs door. The shouting and tramping and the whole crowd pushing and louder and it was clear that there was a procession coming up stairs. I waited the procession with trembling. The door was banged open unceremoniously and the whole crowd pushed in. Half a dozen of them were carrying the head and another half dozen carrying the feet of an urchin who was doing anything but enjoying the attention of the carriers."

"Here," they called out, "here is the fellow as stole the globes." "I requested them to let the boy go and hold out in front of them and said to him: 'Now my little fellow, was it you who stole those globes?' He stoutly denied it. No, it was not him. He didn't steal the globes. He didn't touch them. He was most emphatic over it. I said to him: 'I don't think now you stole them all, did you?' 'No, I only stole one.'"

"Pointing to a boy that had carried his feet in, he said bitterly: 'That boy stole one as well as me,' and then pointing to a boy who had carried his head in he said as bitterly: 'And that boy stole two or three.' "I thought it was better not to continue the examination and said to them that I would let them all off this time without reporting them to the police if they would all promise never to tamper with the Y. M. C. A. lights again. There was a general murmur of

After-Effects of the GRIP

Grip is a treacherous disease. You think it is cured and the slightest cold brings on a relapse. Its victims are always left in a weakened condition—blood impure and impoverished; nerves shattered. Pneumonia, heart disease and nervous prostration are often the result.

Dr. Williams' Pink Pills for Pale People will drive every trace of the poisonous germs from the system, build up and enrich the blood and strengthen the nerves. A trial will prove this. Read the evidence:

When the grip last visited this section Herman H. Eweler, of 811 W. Main St., Jefferson, Mo., a well known contractor and builder, was one of the victims, and he has since been troubled with the after-effects of the disease. A year ago his health began to fail and he was obliged to discontinue work. That he lives to-day is almost a miracle. He says: "I was troubled with shortness of breath, palpitation of the heart and a general debility. My back also pained me severely. "I tried one doctor after another and numerous remedies suggested by my friends, but without apparent benefit, and began to give up hope. Then I saw investigation, decided to give them a trial. "After using the first box I felt wonderfully relieved and was satisfied that the pills were putting me on the road to recovery. I bought two more boxes and continued taking them. "After taking four boxes of Dr. Williams' Pink Pills for Pale People I am restored to good health. I feel like a new man, and having the will and energy of my former days returned, I am capable of transacting my business with increased ambition. "Dr. Williams' Pink Pills for Pale People are a wonderful medicine and any one suffering from the after-effects of the grip will find that these pills are the specific." "HERMAN H. EWELER." Mr. Eweler will gladly answer any inquiry regarding this if stamp is enclosed. From Cole County Democrat, Jefferson City, Mo.



Look for the full name on the package. At druggists, or direct from the Dr. Williams Medicine Co., Schenectady, N.Y., 50¢ per box; 6 boxes \$2.50

SOUTH ST. PAUL.

Mrs. F. Henderson was surprised by a number of her friends Thursday evening. The evening was spent very pleasantly. Music and games were the features of the evening. Charles Larson and Miss Ida Johnson were united in marriage Saturday, and they have gone to live at Irving Park.

Mr. Edward, of New York, who has been visiting his sister, Mrs. W. Edgar, has gone to Kansas City.

Mr. E. J. Parker and granddaughter, of St. Paul, visited Mrs. J. L. Lytle Sunday.

Mrs. Porter, of Leroy, is visiting her daughter, Mrs. Frank Henderson.

F. W. Schrimmer, of Chaffee, is visiting his sister, Mrs. S. P. Atchinson.

Ralph Whitman, of Minneapolis, visited South St. Paul last week.

Miss Galloway, of Minneapolis, was here on a visit to her brothers.

Miss Helen, of Iowa, is visiting her sister-in-law, Mrs. Hatch.

Mr. Maddington, of Montana, is here on a visit.

J. Burns, of Chicago, has come to live here. Val Felimer has gone to Chicago.

NEWPORT.

A most enjoyable programme was rendered at the Woman's club Thursday afternoon by pupils of Miss Zuleman Fuller, assisted by Misses of Misses. The following are the programme consisted of musical numbers by Miss Steiger, soprano; Miss Northrup, contralto; Miss Webster, violin; Miss Snyder, guitar, and readings by Miss Snyder, Miss Featherstone, Miss Judson, Miss Hel Hope.

Miss Cordelia Williams entertained at luncheon, Thursday, Misses Gertrude McKowan, Addie Kendall, Clara Woodward and Louise Hild.

Mrs. Charles Noltimer, of Valley City, N. D., was the guest of her mother, Mrs. Mary Noltimer, this week.

Mrs. Henry James gave a luncheon Thursday to a few members of the Century Club of St. Paul.

Mr. and Mrs. Aaron Burt, of Minneapolis, were guests of Mrs. Henry James this week. George Noltimer returned Friday from a short visit in Chicago.

ST. PAUL PARK.

The Home and Country club met with Mrs. Payne Thursday. Mrs. De Cou read an original short story. Mrs. Adolf Anderson gave the current events. Mrs. John Weeks gave a reading. The following are officers for the coming year: Mrs. De Cou, president; Mrs. Prentiss Clark and Mrs. Adolf Anderson, vice presidents; Miss Grace Miller, secretary and treasurer.

Mrs. John Carroll entertained informally Thursday evening. The musical was given by Mrs. Eugene Bell, Mr. and Mrs. James Crandall, Mrs. John Bell, Mrs. Charles Cross, Mrs. Channey Cowell, Miss Bell and Miss Cressy.

Miss Maud Schadle, of Pleasant avenue, St. Paul, entertained the musical club last evening. An interesting programme, consisting of musical and literary numbers, was rendered. Mrs. Adolf Anderson entertained the Church club Thursday evening. Those present were: Mr. and Mrs. J. M. Trickey, Mr. and Mrs. E. B. Sperry, Mr. and Mrs. John Weeks.

Mrs. Charles A. Cressy visited Mrs. M. H. Haight in Minneapolis this week.

Mr. and Mrs. Christian Jensen and family have moved to St. Paul.

MACALESTER.

The senior class of Macalester college have elected these officers: President, Mr. Auger; vice president, Miss Lewis; secretary, Mr. Clark; sergeant-at-arms, Mr. Alexander. The members of the Philadelphian society gave a reception to their girl friends at the hall, on Grand avenue, Friday evening. John Stewart, of Dehl, and Mr. Bell, of William, have entered college this term. Miss Lucy Farhant, of South Dakota, was vice president of the great founder of the Wesleyan church, which now has its branches among all the English-speaking peoples throughout the world.

Advertisement for Queen & Crescent Route VIA CINCINNATI CUBA. Offers the Best and Quickest Route to Florida and CUBA. 36 HOURS CHICAGO TO JACKSONVILLE. 66 HOURS CHICAGO TO HAVANA. W. A. BECKLER, Northern Pass. Agt., 113 Adams Street, CHICAGO.

Advertisement for Ripans Tabules. A truck farmer, living in Owen, Indiana, describes an afflicted condition with which almost every one will sympathize. "I want to thank you," he writes, "for the good that Ripans Tabules have done me. I had been all run down for a year and could not build up on account of imperfect digestion and assimilation. I had tried various remedies without relief until I was thoroughly discouraged. My father, who had used the Tabules with good results, recommended them to me, but I had no little faith in anything, that he had to insist several times before I would try them. Finally I got a package and my improvement was both rapid and sure from the first. I shall keep them on hand hereafter for emergencies, and shall take pleasure in recommending their use to any one who may be similarly afflicted."

A new style package containing three Ripans Tabules in a paper carton (without glass) is now for sale at some price. The low price is intended for the poor and the consumption. On each of the five-cent cartons (in tabules) can be had by sending forty-eight cents to the Ripans Tabules Company, P. O. Box 100, New York—or a single carton (two tabules) will be sent for five cents.