

**MR. BRYAN BEFORE THE PORTO RICO ASSOCIATION**

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fast food, was put upon the market and that those who were putting it upon the market spent a large amount in advertising. He told me that for a little while after that money was spent in advertising, the demand for that particular kind of breakfast food exceeded the demand for any other kind of breakfast food. There was a product that did not differ materially from the other products and was introduced in competition with brands long established and yet, through advertising and through advertising only, it immediately took its place among the popular breakfast foods.

I have no doubt that this associa-

tion will recognize by actual experience the value of advertising the things that you have for sale. I am sure that, if you could photograph upon the outside of the orange a picture of some of the beautiful views upon which I have looked, the skin of the orange from Porto Rico would be worth more than the whole orange from any other place. If you can give assurance, and I understand that you intend to, that your goods will be up to a certain standard, so that anyone buying can buy the brand and be sure that the goods will be up to that sample, that in itself will be a powerful advantage. Then, in the matter of perishable fruits, time is of the essence of the contract. If you can get your goods to the market quickly and in perfect condition it means the difference be-

tween profit and loss. But your association can do more than advertise and hunt up markets. It can assist the producers in the improvement of the quality of the product which they raise. I regard that as one of the very most important things that your association can do. In the raising of cattle it is about as easy to raise a good animal as a poor one, and so in the matter of fruit it is, comparatively speaking, as easy to raise a good quality as a poor quality. Then, too, I have been glade to note that an effort has been made to can or preserve some of your fruit, especially perishable goods. The conversion of the thing from the perishable form into the form that does not perish is a great step in advance. I think, therefore, that your association should lose no opportunity to encourage the conversion of these things that you produce, into the most lasting form so that all can be preserved and their value conserved.

It seems to me also that manufacturing is possible here, to a certain extent. The streams that come down from your mountains furnish an abundant water power and there are many forms of manufacture that it seems to me might, with economy and profit be introduced into the island. I have wondered, too, that there is no provision made for the refining of sugar. You may know some good reason but I have not heard any why you should send brown sugar to the United States and import white sugar. It seems to me that you could at least refine the sugar that you want to use on the island and thus save freight two ways on what you consume. Not only that but you might supply the southern states with sugar that is now sent to the north, refined and brought by freight to these states. But pardon me for making these suggestions. It is presumptuous for one to come from the outside and offer suggestions to those who are banded together for the promotion of the industries of the island. It is only fair to assume that you, who have a large pecuniary interest in the matter and a wide knowledge of local conditions—it is only fair to assume that you know more about these things than I do. I will close, therefore, with just one additional thought.

I find that there are some Americans down here who are engaged in helping to develop the industries of the island and are associated with the Porto Ricans in this association in the promotion of the island's interests. I am very glad to see this co-operation between those from the United States and those long resident here. You can be helpful to each other. The Americans can bring down the latest suggestions that have come from the development of the resources of the United States and those who live here can hear those suggestions and can tell how far they can be applied to local conditions. I am glad to find this feeling of harmony and fraternity between these two elements in the island and as one from the states I may be permitted to address just a word to those who are also from the states. It is of the highest importance that there shall be entire cordiality and sincere good will between the people of the United States and the people of Porto Rico. Only in part can this harmony be created by the instrumentalities of the government. The government of the United States, through its representatives, may either hasten or retard the cementing of these people, and the people of Porto Rico may on the other hand either assist or prevent the cementing by the manner in which they co-operate or fail to co-operate. But there is a force that is entirely apart from this governmental force. It is the influence exerted by the presence of the unofficial Americans in the

island. It makes a great deal of difference how these unofficial Americans act among the Porto Ricans. The Porto Ricans can not see the people of the United States as a whole. They must judge the people of the United States from the samples that come down. I trust that the samples will be such as to commend the whole. The fact that Americans come down here sometimes temporarily and brought here by pecuniary interests rather than as permanent residents; this fact alone makes it only the more important that they shall not permit the mere making of money to lead them away from the highest ethical standards. The financial standard, the standard of honesty and honor that these unofficial Americans set up, is a very important influence to be considered in determining the future relations between these two sections and I hope that the Americans who come down here will insist that there shall be no falling below a proper standard. You have an association to guarantee the quality of the goods which you send to the United States. I am not sure yet that we can form an association up there to guarantee the quality of the men whom we send down here. I think if we could do that it would be as advantageous to our country as it is to your island to guarantee the quality of its products. But if it is difficult for us to form that association there, it is possible for you who are here to form an association with a similar purpose. You who are here in business and who will be the first to feel the effects of any prejudice aroused by the improper action of an American, ought to agree among yourselves that the American who sins shall be doubly punished, for he not only sins against Porto Rico but he sins against the United States. If, therefore, any American in business here is so forgetful of his responsibility and so forgetful of the interests of his other countrymen here, as to do wrong or to do injustice or to be dishonest, let the other Americans be the first to bring him to punishment. Tell him that, if he must disgrace the name of his country, he should go back and disgrace the name at home where there are so many Americans that his act will not become typical of his country. Tell him that here is no place for an American to show his bad side, if he has any bad side; that here he must be on his good behavior; so that those about him, measuring the United States by him, will be drawn more and more by ties of affection to that nation and its people.

Pardon me for speaking at length and let me again thank the president and the members for whom he speaks, for their cordial welcome.

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