

South America and Its Great Future

By MANTON M. WYVELL

Fifty millions of people live south of the Panama canal. The Spanish language is spoken in all of South America except Brazil, where Portuguese is the common tongue and Spanish is seldom heard. Brazil has a population of nearly twenty million, and occupies about half of the continent. South America is a continent of great possibilities. That vast undeveloped country is a veritable storehouse of wealth, and untold riches are contained in its forests, plains and mountains. There are wonderful possibilities for development, and this development has hardly yet begun.

The average American has neglected the history, growth and characteristics of the South American republics, yet those countries have all had a most interesting history. And while the development of the people has not kept pace with the development in North America, much progress has been made, both in the line of stable government and in real civilization. Much more progress will be made in the next decade.

The opening of the Panama canal will tremendously increase the interest of the people of the United States in South America. It will furnish an impetus to the trade between South and North America which is already on a substantial basis. It will stimulate the interest of manufacturers throughout the United States who have things to sell of practical use to South Americans. In fact, it would be hard to estimate the possibilities which will result from the connecting of the two oceans.

Few people realize the extent of the South American republics.

Brazil exceeds the area of the United States by about two hundred thousand square miles. Argentina has a climate similar to the United States, and is as large as all of the country east of the Mississippi river plus the first tier of states west of it. Bolivia is six times larger than New York, New Jersey, Pennsylvania and Delaware. Four Nebraskas could be put into Chile. Peru is larger than California, Oregon, Washington, Nebraska, Arizona, Utah and Idaho. Paraguay is four times larger than the state of Indiana. Uruguay is larger than North Dakota. Venezuela is as large as Texas, Kentucky and Tennessee. Ecuador is as large as New England, New York and New Jersey. Columbia has an area as large as Germany, France, Holland and Belgium.

The purchasing power of the people of South America is increasing vastly. Today over eight hundred million dollars worth of goods are being sold there, and fully five-sixths of this trade could be handled by the United States with the efficient cooperation of business men. American merchants have increased American trade with Argentina, yet today less than one-fifth of Argentina's imports come from the United States. An analysis of Argentine imports for the year 1911 shows many lines in which our business with that country might be greatly extended if we sent highly trained Spanish-speaking salesmen there, and if we open purely American agencies in the cities of Argentina.

It has been estimated that nearly twenty-five million dollars in animal and vegetable products could be sold to Argentina in addition to the comparatively small share now obtained by this country. In Argentina there is a great demand for canned fish, sausages and ham, and for candy and confectionery of various kinds. Tomato and other sauces are rapidly growing in favor. Nearly one million five hundred thousand dollars worth of sheep dip is needed in this country, which has more sheep than any other country in the world with the exception of Australia. Argentina imports about thirty million dollars worth of cotton goods; Uruguay about five million, and Paraguay about one million. Argentina is importing over one-fourth of all the cotton goods brought into South America. Argentina is England's seventh greatest customer in cotton goods.

American manufacturers could find a rich field in Argentina.

Criticisms have been made of the American business methods in dealing with South America, because the American business man has been unwilling to take a small trial order. He wants

to do things on a large scale, and forgets that it takes time to build up a business in Buenos Aires, or, for that matter, in any other country of Latin America.

It has also been said that the American business man tries to make the South Americans purchase materials as they are made in North America. He does not try to find out what the customs of the South Americans are and the things in common use there, and then try to make goods of a similar nature. The European merchant, especially if he is from France or Germany or England, is more resourceful. He finds out the things the South Americans like, and then turns his energy toward making articles in a similar way. In this way foreign merchants have made greater headway than have those from the United States.

Two-thirds of South America's total trade belongs to the temperate quarter of that continent—namely, Chile, Argentina, Uruguay, and temperate southern Brazil. In the matter of foreign trade, Argentina furnishes the most striking example. She has the greatest foreign trade per capita of any country in the world except Holland and Belgium. She is spending more money on education than on her war and navy departments combined. Ninety-six per cent of her soil is capable of yielding some economic return. Two-thirds of all the meat consumed in England comes from Argentina. Yet with an area one-third the size of the United States, Argentina has only eight million people.

There is a very large demand in Buenos Aires for ready-made clothing. This is shown by the fact that for that city of one million five hundred thousand people, \$1,500,000 worth of all-wool ready-made clothing and \$930,000 worth of cotton ready-made clothing were imported in 1911. The United States exports of ready-made clothing to Argentina have increased 400 per cent within the past year, but we are selling only \$50,000 worth a year. It is obvious that American trade in this particular line could be vastly increased there. Buenos Aires also bought \$1,720,000 worth of stockings, several hundred thousand dollars worth of sewing thread, and \$100,000 worth of soap, and almost all came from Europe. We do get a small share of the undyed yarn imports, which amount to about \$1,300,000, but none of the \$880,000 worth of dyed yarns come from the United States. We do lead the world in our sales of medicinal soap to Argentina, but we stand fourth in scented soap. There is close competition in this line among the various French houses and with Atkinson and Company of London. Very little of the \$1,400,000 worth of perfumery comes from this country, and there is about \$450,000 worth of business that we could obtain in the prepared paint line, there being a steady and increasing demand for paint.

About one million dollars worth of automobiles are bought annually from Europe that could come from the United States, and there is a great demand for motor trucks there. One agent alone has made \$500,000 in commissions to date. He is a Princeton graduate, speaks excellent Spanish, and knows how to handle the people and secure their confidence. His field included Argentina, Uruguay and Chile.

South America is now our fourth largest customer in automobiles. In 1907 we sold one automobile in Uruguay; ninety-six in 1911, and seventy-five were sold there in one day last July. Argentina is purchasing \$26,000,000 worth of coal from England. We sell very little coal to Argentina, but recently broke into the market in Uruguay when an American got a \$50,000 contract after submitting coal to a government test which showed it to be of better grade than Welsh coal.

Conditions would be better if more Americans went to South America. It would be just as interesting, and far more profitable, if many of the Americans who now spend their leisure days in Europe would instead visit the countries in the southern hemisphere.

This intercourse would likewise tend to stimulate the feeling of friendship and good will between Americans and South Americans, and would tend to bring about a realization of the wish expressed by Mr. Bryan when he said, "God made us neighbors; let justice make us friends."

REGISTER AS A DEMOCRAT

A progressive democrat of Pendleton, Oregon, suggests that all progressives who approve of the Wilson administration should register as democrats so as to be in a position to take part in the democratic primaries and help to decide who shall "have the gun." The reasons he gives are clear, logical and unanswerable. His appeal is as follows:

"Register as a democrat for the following reasons:

"1. That party is now in the hands of progressives.

2. It is in power, making good as no party has done, except under Jefferson, Jackson and Lincoln.

"3. The progressive element now controlling it is none too strong within the party and needs the help of all progressives in the coming primaries.

"4. You yourself are in reality a democrat, if you believe in the rule of the people as now exercised through your president and congress.

"5. When a party comes to express your views through its policies and enactments better than any other it is your party and it is your duty as a good citizen to register under its banner, so that you may help to make it serve yourself and your country.

"6. Register as a democrat, regardless of what you have called yourself heretofore. For a party is merely an organized instrument like a gun which will shoot for anybody in possession of it. The democratic party is now working fine, and Wilson, your friend, has got the gun. It is shooting for you and will always shoot for you while the progressives control it. You, Mr. and Mrs. Plain People, if you register as a democrat, can help to decide in the democratic primaries who shall have the gun.

"7. Owing to the sharp division of sentiment within the republican party, the democratic organization is in a better position than it to execute your will as witnessed by the revision of the tariff, the reform of the currency, and the regulation of the trusts, all in your interest—a record of achievement not equaled since the civil war.

"8. You will be warmly welcomed by your fellow progressives in the democratic party."

At a get-together meeting of the republicans held at Broken Bow, Neb., the other day, one of the matters seriously considered was a fusion between the republicans of all kinds and the bull moosers for the purpose of preventing a democratic victory in the state elections this fall. When fusion was the rule between democrats and populists in that state, the republicans asserted it was merely for the purpose of getting offices. Fusion between republicans and bull moosers, it will be noted, has a much higher and nobler purpose, to prevent the democrats from getting the offices the republicans have generally held.

Judge Cullen, who retired from the office of chief justice of the New York court of appeals because of advancing age, said in a speech at Carnegie hall the other night that the new direct primary law passed in that state was an invasion of the individual rights of the voters. This will be news to the voters who have been demanding direct primary laws because the party bosses had invaded their individual right to choose party candidates.

President Wilson's popularity is based in part upon the realization of the people that he possesses the most necessary requisite of a statesman—patience. They accord to him the possession of a firm determination to act, when he does act, in the public interest, and they know that when he is ready, when the time and the place are in conjunction there will be no hesitation in placing his hand to the task waiting to be done.

Postmaster General Burleson has thrown the weight of his influence in favor of the government taking over the telephones and telegraph systems of the country. That is a kind of wire-pulling that is likely to meet with general approval.

A New Jersey manufacturer who eloped with his stenographer is facing a charge of insanity. Upon the decision in his case will rest the question of whether to order an immediate increase in the asylum capacity in the metropolitan districts.