

The SEMI-MONTHLY MAGAZINE SECTION

A Magazine for your Reading Table

CONTRIBUTING EDITORS' PAGE

THREE questions and one assertion have assailed me from every quarter during my stay in the United States. They are as follows: Why does the United States have so small a share of South American trade? Is Brazil a favorable field for the American settler? Is it true that the Yankee is hated in South America? AND Brazil is too hot for a Northerner to live there.

I gladly avail myself of the opportunity to tell the plain truth about these propositions; and, in sorrow rather than censure, I hasten to say that the most intense heat I ever experienced was in America around the Fourth of July.

The question of existing trade conditions is not so easily disposed of. Here are some figures that should prove instructive: During the fiscal year ending June 30, 1910, the United States imported Brazilian products to the value of \$108,154,491 and sold to Brazil only \$22,897,890 worth. During the next year the figures were: imports \$100,867,184, exports \$27,240,146; and in 1912 imports \$123,881,644, exports \$34,678,081. That you are on the short end of the bargain is intensified by the fact that the United States bought during these three years ONE-THIRD of Brazil's entire output, but sold to us only about ONE-TENTH of our imports.

Great Britain and Germany can tell a different story. In 1911 British imports from Brazil were worth, roundly, \$47,250,000 and her exports \$85,000,000; while German imports were worth about \$46,500,000 and German exports \$44,000,000. Statistics for other years are relatively the same.

Needed—More and More Ships

THIS state of affairs may be ascribed to two main causes. In the first place, there is no American steamship service between the two countries. A line running mostly freighters—Brazilian owned and operated—connects New York with our ports; one English company runs boats by way of New York to our Northern ports only, and another connects New York with Rio and the Southern ports. This completes the list. The American flag does not fly from a single vessel regularly engaged in the Brazil trade. The appearance of the Stars and Stripes in the harbor of Rio de Janeiro is a rare event, whereas, during the year 1911 alone, 2,541 British and 1,024 German vessels entered Brazilian ports.

We of Brazil and the United States need ships and again ships. There is no excuse for delay, because Brazil, with her ports on the Atlantic, is one of the few Latin American countries that will not be brought nearer by the Panama Canal.

The American manufacturer does not seem thoroughly to have studied the needs of the Brazilian buyer. The commercial agents who visit our coun-



SOUTH AMERICA TO NORTH AMERICA

By Dr. Lauro S. Müller

Brazilian Minister of Foreign Affairs. Special Envoy to the United States

try often do not speak the language. The samples they show have not been modified to meet special conditions. If you ask a German business man in Brazil whether he can supply any object under the sun, he will say Yes and, if necessary, he will cable instructions that a sample be manufactured and shipped. The American commercial agent will proclaim his lack of interest in goods that his firm does not happen to have on its list. Furthermore, German and English houses are more willing to extend credit than is the average American in our midst.

Brazil has no prejudice against buying her wine from California, her shoes from Massachusetts, her steel rails from Pittsburgh, her harvesting machines from the Middle West, IF the sellers of these products send canvassers able to demonstrate their equality, and can make prompt shipments on equal terms.

My faith, however, in the coming era of friendly intercourse between the United States and her Southern neighbors is unbounded. It will soon be generally realized that the Brazilian Republic presents one of the most striking opportunities for development on a large scale that the world has ever known.

Brazil needs foreign capital and, even more urgently, foreign energy and initiative. In the same spirit that the United States looked to Europe a century ago for the best type of immigrant, we look now to the United States for colonists that will help us to grow.

This is the sort of country for a young man to have a stake in. While there is a chance for every one, it is the young man with a long future before him who may expect to reap the greatest rewards. It is not necessary that he should have much capital. One or two thousand dollars is more likely to be the nucleus of a fortune in Brazil than anywhere else—if an American has the handling of it. I am led to make this statement by my high opinion of your constructive imagination, your instinct for business and your capacity for work.

Nailing a Falsehood

GET rid of the notion that the North American is, or ever has been, unpopular in Brazil. I wish that every reader of this magazine could realize the genuine enthusiasm that was aroused by the visit of your fleet in 1908, on its cruise around the world. The sailors were taken to the hearts of the people of Rio, and newspaper accounts of jack-tar and citizen making merry arm in arm were not exaggerated. That does not point to fear and distrust of the "Yankee." Quite the contrary is true, in so far as Brazil and her great neighbors are concerned.

If South America is willing and anxious to be discovered by North America, does it not rest with the United States to meet South America half way?



After All, There's No Bath Like One With Palmolive Soap

NOTE how refreshed and invigorated you feel after using it. Palmolive Soap is a delightful cleanser and has all the soothing and beautifying properties of imported palm and olive oils.

We have doubled their value, in Palmolive Soap, through our exclusive blending process.

The green color of Palmolive is due to palm and olive oils—nothing else.

We send to the Orient for these oils because they've been recognized as best for more than 2,000 years. World-famous beauties of history

used them to keep the skin soft and smooth.

Use more than mere soap—use Palmolive. Let your skin have Palmolive Protection. Infants are bathed with it because doctors know it cannot hurt the most tender skin.

Palmolive lathers in hard or soft water. Use the cake, and most economical because it lasts so long.

Don't use merely "soap" when Palmolive is sold by dealers everywhere.

Send two 2c stamps for free sample and booklet, "The Easy Way to Beauty."

B. J. Johnson Soap Company, Inc., Milwaukee, Wis.
Canadian Factory: 155-157 George St., Toronto, Ont.

PALMOLIVE SHAMPOO makes the hair lustrous and healthy and is excellent for the scalp. It rinses out easily and leaves the hair soft and tractable. Price, 50 cents.

PALMOLIVE CREAM cleanses the pores of the skin and adds a delightful touch after the use of Palmolive Soap. Price, 50 cents.

N. B.—If you cannot get Palmolive Cream or Shampoo of your local dealer, a full-size package of either will be mailed prepaid on receipt of price.

