

Uncle Sam and South America



Air Arcade in Santiago



A Chance for American Shoes

(Copyright, 1914, by Frank G. Carpenter.) SANTIAGO DE CHILE.—"And a vision appeared to Paul in the night: there stood a man of Macedonia, and prayed him, saying: 'Come over into Macedonia, and help us.'"

This, from Acts 16: is the text of my letter. Uncle Sam represents St. Paul and South America, Macedonia. The cry is one of great need, and the sound thereof flies across the oceans from one continent to the other. It is the cry of more than 20,000,000 souls, and it voices a need of thousands of millions of dollars. It tells of the wants created by the warring nations of Europe and it begs Uncle Sam to send his goods over the seas to satisfy them. It is a composite cry, made up of all our sister republics. Listen a moment and hear how big the cry is. It represents a trade of hundreds of millions of dollars. In 1912 Great Britain sold South America \$270,000,000 worth of goods. The sales of Germany amounted to \$167,000,000, those of France to more than \$100,000,000, and in addition Austria and Belgium each had a large share. These goods were scattered far and wide over the continent. An equal supply is demanded this year, but it is shut out by the war. Truly the cry from Macedonia is loud.

Now stop again and listen more closely! Out of the composite you can hear the voices of the individual countries. That of Chile represents the loss of \$75,000,000 in foreign supplies from Great Britain, Germany and France. The country is alive to its needs, and the government is subsidizing steamers to bring our goods here to make up the deficit.

But what is that shrill, small cry from the top of the Andes? It personifies the wants of Bolivia. It says: "I have been buying goods from Great Britain to the amount of \$28,000,000 a year. Germany has been sending me its wares to the amount of \$4,000,000, and I have been buying \$2,000,000 worth of France. My wants now are the same, and I rely on the United States to supply them."

What imports cost. "My needs last year supplied by the British cost me \$14,000,000. I got goods to the amount of \$2,000,000 from Germany, and of \$2,000,000 from France. Where shall these goods come from in 1915?"

The same sounds are heard from Ecuador, Colombia and Venezuela. The imports of each country represent millions; but they are drowned by the megaphones of the mighty republics on the east and southern Atlantic. The needs of Brazil and Argentina are enormous. Last year Argentina paid Great Britain \$20,000,000 for its daily supplies, it got \$22,000,000 worth of goods from Germany, and \$4,000,000 from France. The purchases of Brazil from the same sources amounted to more than \$17,000,000, and in addition was the enormous trade with Belgium, Switzerland, Austria and other countries, now tied up by the war.

Indeed, the foreign trade of South America bulks large in the trade of the world. Within recent years the exports to the continent of the three great manufacturing countries now at war have been averaging about six times as much as their exports to China. In 1912 their sales to South America amounted to almost \$200,000,000, while their exports to China during that year were less than \$30,000,000. Here are the figures: The United Kingdom sent exports to the amount of \$245,000,000 to South America, and of only \$54,000,000 to China; Germany sent \$136,000,000 to South America, and only \$20,000,000 to China, while the exports of France to this continent amounted to \$44,000,000 in contrast with only \$2,000,000 to China.

A Billion-Dollar Trade.

ought almost as much, or more than it sold, making altogether, as I have said, a foreign commerce amounting to twenty thousand millions of our money.

This gives some idea of the opportunities offered to the United States in the increase of its shipping and banking and trade. Our foreign commerce in 1912 was more than \$4,000,000,000. We shall have to increase it over 500 per cent to equal the value of that of the nations at war.

Figure by the Millions.

But let us get down to brass tacks. I once had an interview with Mrs. Hetty Green, the richest woman of the world, in which she told me that her mind refused to comprehend more than \$1,000,000 at one time. It is the same here. Let us divide the sums and look at the items. Here are some selections from the myriad wants of the individual countries which show just where the trade is and what we might do.

Take this little republic of Chile, with its population of three or four millions, and begin at the bottom. The nation buys its footwear from outside nations by the thousands of pairs, and the American shoe is so popular with the better classes that out of the supplies sold last year more than eleven thousand pairs came from the United States, eight thousand from Great Britain, six thousand from Germany and two thousand from France. We led in the trade, but we should have to more than double our business to supply the present demand. In babies' and children's shoes we did practically nothing. The sales of such goods amounted to 170,000 pairs, and of these only 1,000 came from our country. On the other hand, France sold 80,000 pairs, Great Britain 54,000 pairs and Germany 48,000. What Chile wants to know is whether the United States can supply the lack of 360,000 pairs of shoes for her babies' bare feet.

There are many other goods which come almost entirely from abroad. This is so with toys. More than two-thirds of them come from Germany and France, and the Christmas of 1914 will be less unless Uncle Sam sends the playthings.

America's Little Show.

not only to Chile, but as to almost every South American country. Chile is now taking about 1,000 tons of freight and passenger cars per annum; it buys in the neighborhood of 2,000 tons of locomotives and also thousands of tons of steel rails, railroad spikes, fishplates and car wheels. In all of these things the United States has a fair trade, but Germany, France, Belgium and Great Britain are doing the bulk of the business. The sales of the steel trust, however, have been steadily growing, and with the present opportunities they should increase many fold. It is the same with the locomotive and car business. I have one statement showing that Chile took last year 341 freight cars from Belgium and 248 from Great Britain, while from the United States it got only sixty-eight. In that same year we sold about one-third of the locomotives, the balance of the trade going to Great Britain and Germany. Just now Chile has under way enormous railroad extensions, and its supplies will have to come from our country.

Electric Possibilities Large.

The electrical possibilities are large and they demand all sorts of machinery. Every town of any size has electric cars and electric lights. The country took about 400,000 pounds of electric bulbs last year, of which the bulk came from Germany, less than 20,000 pounds coming from the United States. Many of the big mining companies use electricity to operate their works. The Guggenheim copper plant at Chuquibambilla, which will be one of the largest of the world, recently awarded a contract for its electrical supplies to a German company. These included a steam plant on the coast and a transmission line seventy-five miles long from there to the mines. That contract may have to be carried out by Americans. There is a great deal of electricity used in the nitrate factories, and there are big opportunities for additional supplies in the street car lines, many of which are owned by the Germans. Most of the cars are of German construction. The only native thing about their operation being the woman conductors, who take up the fares.

And then the trade for automobiles. This is rapidly opening up not only in Chile, but in every Latin American republic. There are more than 2,000 automobiles now in Mexico City, there are 3,000 in Rio Janeiro and so many in Buenos Aires that the doors here have to cross the street on the run. Many of the machines come from England, Germany and France, but they are being displaced by our cheaper American makes, which are now to be seen in almost every large town of the continent. There is a demand for motor trucks in the cities. And so I might go on country by country and item by item. The field is so vast and there is hardly an industry in the United States whose goods are not needed in some parts of South America. The wants comprehend every variety of manufacture and almost every article that the United States makes.

Need American Ships First.

tents goes by sea. Our exports last year were more than \$2,000,000,000 and only 2 per cent of them were carried in American vessels. Estimating the cost of freight and the banking at only 5 per cent, we have been paying enough in such charges to build a Panama canal every two years.

Our freights to South America should be the cheapest of the world. We take a large part of the exports of that continent and the vessels which bring them should carry back American goods at low rates. We take about 40 per cent of all the exports of Brazil and the ships that bring our coffee and rubber should return filled with American goods. We are taking vast quantities of Argentine meat; and from now on there will be a fleet of chilled beef steamers coming from Uruguay and Argentina to our Atlantic ports. Those ships have to go back and they should be loaded by the American factories. We take a vast quantity of nitrate from Chile, which should give us cheap return freights to that country. The Bethlehem Steel company expects to carry northward a million tons of iron ore every year, and its ships should annually carry down the west coast a million tons of American goods in return. Our tin should come direct from Bolivia instead of going around by Europe as it has in the past; and the cases we get from Ecuador and Colombia should give cheap rates for our manufactures on their returns. In fact, the trade between the United States and South America is at the edge of its beginning, and if our exporters and the government will do their part, it will become one of the great assets of the industrial America of the future.

But the trade is only a part of the business. South America is a continent on the edge of its development. It offers possibilities for many millions in the development of its mines, agriculture and other natural resources. It offers endless opportunities for capital and the surplus American millions can be sent down here and made to breed like Australian rabbits. As it is now, Europe has more than \$4,000,000,000 invested in the various republics, and the most of this is owned by France, Germany, Great Britain and Italy. Some of it is in lands, some in mines, some in factories, some in railroads and a great deal in concessions of various kinds. The Germans own the street cars of Santiago and Valparaiso and they get enormous dividends therefrom. The English have about \$200,000,000 invested in Argentine railroads and they have the most of the \$200,000,000 of foreign money that has been planted in Peru. The Italians and the French and the Germans have their banks everywhere, and the British have big financial institutions in every capital. The debts of the republics have been placed in Europe, and there are millions of dollars' worth of more bonds to be sold. All this is now open to the United States. Truly it behoves our capitalists, our manufacturers and our exporters to awake to the situation and get on the job.

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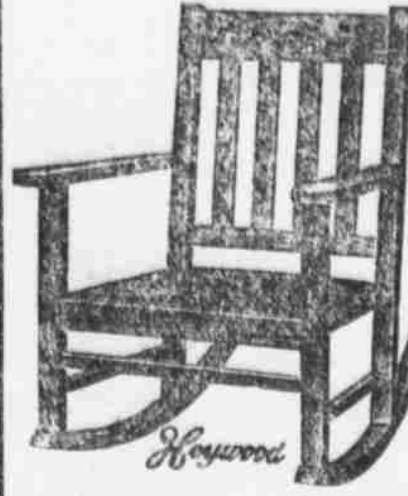
MORGANTHAUER HEADS MEDICS

Creighton students have work now well in hand. The medical college, the law department, the senior arts department, the junior arts department, the business department, the engineering department, the architecture department, the pharmacy department, the dental department, the nursing department, the music department, the physical education department, the gymnasium department, the library department, the student government department, the student union department, the student association department, the student council department, the student committee department, the student society department, the student club department, the student organization department, the student group department, the student team department, the student league department, the student association department, the student council department, the student committee department, the student society department, the student club department, the student organization department, the student group department, the student team department, the student league department.

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Quick Removal of Wrinkles Is Now Assured—Some Other Beauty Secrets

Valaska Suratt, America's Self-Made Beauty-Actress, Gives Startling Secrets for the Attainment of Quick Beauty.

BY VALASKA SURATT
THE removal of wrinkles is no longer a problem. Of course there are many prepared creams which are sold for the purpose but the experience of most women with these feeble agencies has usually been one of keen disappointment. The loss of precious time such cases is particularly deplorable. What every woman wants and can now obtain is the quick removal of wrinkles. If at all, but one which will show wonderful results in a few weeks' time. The following formula is one which does this.

MRS. S. O. B.—Simply use this cream every day on your face, arms, hands, neck and shoulders, and in a very short time you will find the most decided change in your complexion. It never fails. All red spots, freckles and blemishes vanish, producing a most exquisite purity and tint to the skin. It is the beautifier without a peer, and is very economical. Mix one tablespoonful of glycerine in a pint of hot water and add one ounce of zintone, which can be secured at any drug store. This is done in a few moments. You will need nothing else to make your complexion fascinating.

HESTER C. S.—Developing the bust is a difficult matter and cannot always be assured. However, a mixture of two ounces of rice-starch and half a cup of sugar in a pint of cold water, and taken in two teaspoonfuls after each meal and before retiring, is the best and safest means known for the purpose. Do not use pills, or mechanical appliances.

MRS. T. R.—A teaspoonful of esol in half a cup of hot water makes an amazingly rich and effective hair wash and dandruff remover. The simple use of this shampoo is to dissolve every particle of dandruff and fatty acid which accumulates on the scalp and because of the alkali it contains. This is the only hair wash that acts on this principle. It makes the scalp extraordinarily clean, and the hair silky and easy to do up. This is very economical as enough esol can be secured for a very modest price at any drug store to furnish a dozen or more of these unusual shampoos. It is in fact a real necessity to hair health.

MARY JANE E.—The removal of superfluous hairs is accomplished more easily, quickly and thoroughly by the use of simple suif solution than by any other means. This simply dissolves away the hair instead of burning it off as do other depilatories. It never leaves a mark, never falls and never harms the most delicate skin. Any druggist can supply you with this splendid article.

ERNESTINE M.—The prevalence of falling hair is alarming among all classes of women. Dandruff is one of the main causes of it. Another cause is lack of nourishment of the hair-roots. The ordinary hair tonics bought these days merely stimulate for the time being. These can not stop dandruff or make hair grow. What is needed is to supply the necessary nutriment so that the tissues of the scalp and hair roots may return to their original condition of vigor and health. For this purpose nothing is so remarkably effective as a mixture of one ounce of beta-quinol, half a pint of alcohol and half a pint of water (or with a full pint of bay rum instead of water and alcohol, if preferred). This costs less than any other body odor. It simply prevents that terrible condition under the arms. It saves your garments and relieves you of such embarrassment.—Advertisement.

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724 E. N. Ave., Olney, Ill.—"When my trouble first began I noticed little pimples coming on my face. They itched and burned so badly that I had to scratch them and that only made them worse. About a week later my face was so badly covered with pimples and blackheads that I was ashamed. My complexion was ruined. The pimples would sometimes bleed and fester.

"I bought a box of complexion cream and used it but without effect. I also bought some face powder and used that, but it only made the same poor result. One day I heard of Cuticura Soap and Ointment and I decided to give them a trial. So I got a cake of Cuticura Soap and a box of Cuticura Ointment, washed my face with the soap and applied the Ointment and in two weeks I was completely well." (Signed) Chas. E. McCalla, May 5, 1914.

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