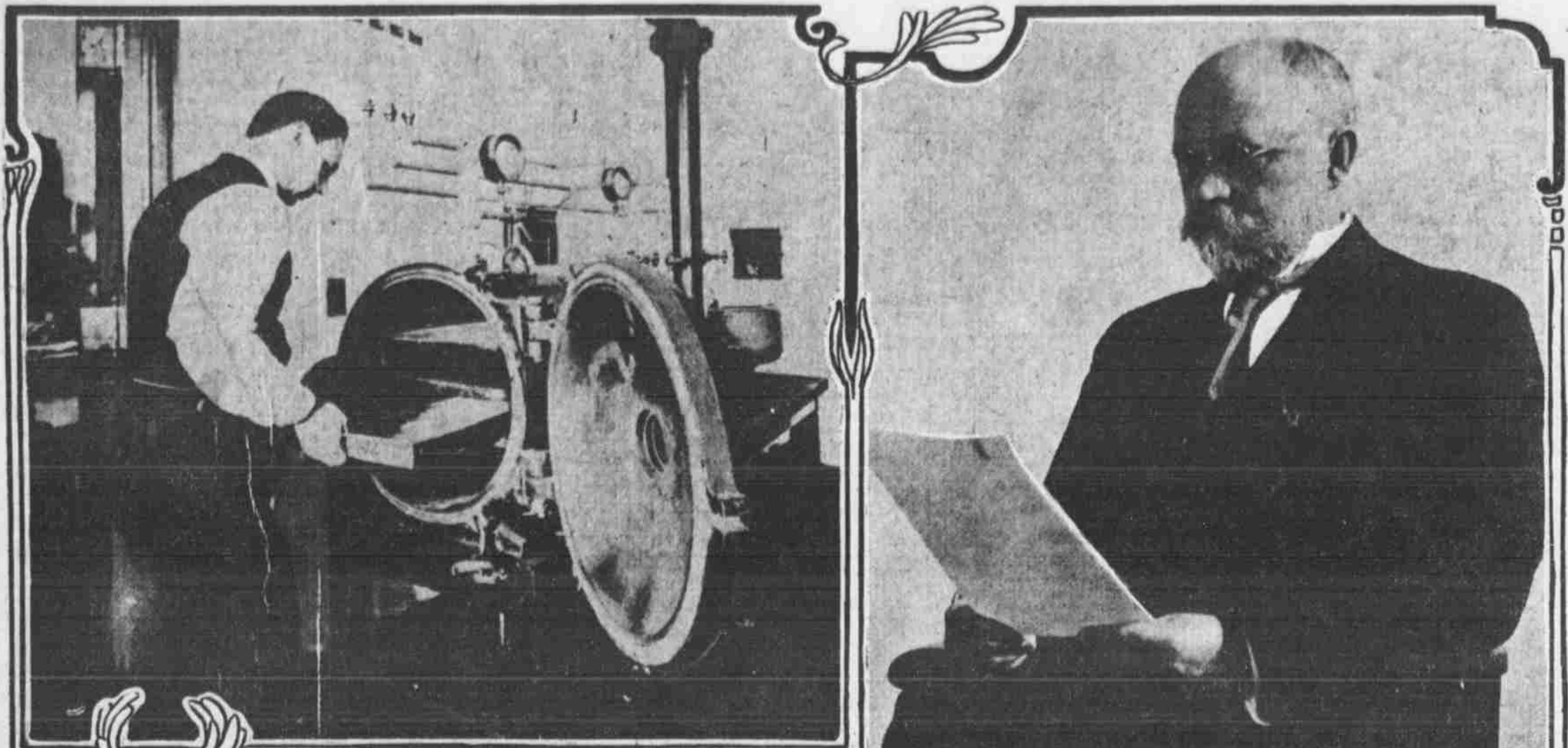


Uncle Sam Busy in the Great Markets of the World



LABORATORY OF SOIL. ASCERTAINING MOISTURE OF A MASSACHUSETTS FARM.

By FRANK G. CARPENTER.

SUPPOSE you had a business which brought in \$4,000 for every minute of every day and every night for the 300 working days of the year? Would it not pay to take care of it? Suppose you sold on every one of those days a total of \$4,000,000, and the year something like \$1,500,000,000? Would not you want to increase it?

That is what Uncle Sam is doing as to our foreign trade. His exports in 1908 sold for over \$1,500,000,000. They were almost as much last year, and they will run close to the same amount this. We are among the chief merchants in the great market house of the world. We are still by Great Britain and Germany, but our foreign trade is rapidly growing, and the day will come when we shall be the biggest traders of the whole world.

This letter will tell you some of the means by which Uncle Sam, patriarch, is increasing that trade. There are two departments which are especially devoted to it. One is the agricultural branch of the government, which has to do with the crop exports, and the other is the Department of Commerce and Labor, which deals with both manufacturers and crops. The crops have always had a large part in the business. The manufacturers are of more recent growth, but they promise in time to surpass all that which comes from the soil.

Have you any idea how much our manufacturing business amounts to? I dislike to use figures; they mean so little when they get into the millions. I had an interview not long ago with Mrs. Hetty Green, the richest woman on earth, during which she told me her mind refused to work on anything over \$1,000,000. My mind is stunned by \$100,000, and the word billion means nothing but "exceedingly large." The only way to realize such conceptions is by homely comparisons.

Well, in figures the products we make annually in our factories are worth \$15,000,000,000 or \$16,000,000,000; they are so many that if every man, woman and child on this big round earth could have an equal share of them the amount held by each would be just \$10. If there were all divided among our own 100,000,000 population each of us would have \$150 worth, and the share of each family would be \$750 or more.

Again, look at the money invested in our manufacturing business! The capital is about equal to the product, and the cost of the materials annually used is somewhere between \$2,000,000,000 and \$3,000,000,000. The industries here taken into account are only those confined to the factories, and the men employed in them are 500,000 or 600,000. The census divides our great industries into fourteen groups, and of them five are each making products of more than \$1,000,000,000 a year.

Moreover, the amounts are steadily increasing, and we need more foreign trade to keep the hands busy. Our foreign sales already foot up over \$78,000,000, and had we the markets we could easily make it a billion. They now amount to about 45 per cent more than they were in 1908, and over double the amount of our exports of manufactures in the year 1900. Indeed, we are rapidly climbing to the top among the nations which are selling the most goods made by machine and by hand. We now rank third, being only exceeded by Great Britain and Germany.

All this is preliminary to a talk which I have just had with Mr. A. H. Baldwin, the chief of the bureau of manufactures of the Department of Commerce and Labor, and of the story of how Uncle Sam is trying to push foreign trade. This bureau was established to collect information as to where and how the goods should be shipped. It is operated in conjunction with the consular service and gathers all sorts of information for our manufacturers who would do business abroad. It publishes a daily paper made up of the reports of the consuls as they come in, and has on hand a vast amount of confidential information which it forwards to those factories which can supply foreign needs.

This daily is about the only paper published by the United States government. The copy issued this morning now lies before me; it contains twenty pages and has reports from Japan, China, Germany, England, Australia and Canada. Several pages are devoted to foreign trade opportunities, including the openings for American shoes in Germany, for apples in England and for lard, flour and cottonseed oil as Mediterranean ports. Another page suggests how our vacuum cleaners might be sold in certain European cities, and others report business firms in a number of counties which want certain things, which the factories making them in the United States, if

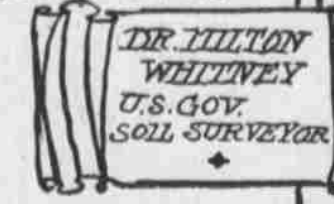
they write to the bureau, can arrange to supply. The paper has also an article on industrial activity in Japan, one on an American bank for China and one on the status of business at the head of the Yukon in Alaska. It describes the openings for our firearms in Asia, the recent discovery of diamonds in Canada and some new features of the street traffic of London; it treats of the solar eclipse, which may be best seen at Oporto, in Portugal, and of how winter apples are selling at Windsor, Ontario. It tells how public buildings are about to be erected in the new capital of Australia and urges our architects to send on designs for the houses of Parliament and other great structures.

In addition to these there are other articles in this day's copy of the paper. The government issues a journal like this every morning. The publication now amounts to 10,000 copies, and it goes to the boards of trade, chambers of commerce and the newspapers all over the country. The most of the articles are republished by the papers, so that the news gets to all who are interested.

The Confidential Service.

Uncle Sam's Daily is carefully watched by our foreign competitors, and the exporters of Germany, England and France jump at all of its suggestions of value to them. For this reason the government is not giving the names of foreign business men who make inquiries, but it keeps such addresses and supplies them only confidentially to those of our factories as could make the goods needed. This plan is found to be a profitable one and has led to the sale of many American products. Last year about 1,500 such opportunities were published and since the bureau began this work, more than 5,000 separate items, each of which represented an opening for the sale of certain machines, have been given to the American manufacturers.

In addition the government is sending out a great deal of confidential information. It has its experts scattered over



the world looking up trade opportunities and is sending forth confidential suggestions for the special pushing of certain manufactures. Among those recently sent here are some as to warships for the Argentine government, rifles and ammunition for the Serbian government, cold storage openings in Italy and as to building materials and machinery for Canada. The letters on warships eventually brought orders amounting to \$20,000,000, and other circulars have led to an enormous increase in certain branches of our foreign trade.

I have before me a list of some of these confidential communications which show the recent openings for our goods. A few are as follows: Grain seeds for Argentina, cotton goods for Turkey, corrugated iron for Abyssinia, automobiles for Australia, public works in Siam, steamships and equipment for Mexico, opportunities for American goods in Chile, potato diggers for Scotland and the kind of motor cars wanted for Russia.

Among other confidential circulars are those which describe the demand for artesian wells in Tripoli, bids for irrigation dams at Baghdad, shoes for the Greek army, dyeing materials for Almeria, lubricating oil for Bulgaria, sewerage material for Cairo, plows for Siam, steel rails for Ireland, sugar for Tripoli, training vessels for the Chinese government, electric lighting plants for Barbados, lobster traps for Russia, peanuts for Germany, zinc machinery for Tasmania, bridges for Guatemala and cotton seed for the Netherlands. These are only a few of several pages of titles. They show the range of the work.

Uncle Sam's Drummers.

In talking with the chief of the bureau

of manufactures I gathered some information as to Uncle Sam's drummers, as his traveling commercial agents might be called. In addition to our consuls at the chief cities and ports the world over the bureau has its own commercial agents, who are sent abroad to investigate the markets for special manufactures and to report upon trade conditions. These men are specialists along the line which they investigate; they know all about the industries at home and what is required for pushing them abroad; they are paid fixed salaries and their traveling expenses and they devote their entire time to going over the world looking up openings for American trade. By the time this letter is published there will be about a dozen of them on the road. There are nine or ten at work now, some in Europe, some in Asia and some in South America and Australia. Among them are Major J. M. Carson, former chief of the bureau, and a trade expert from Seattle, who is devoting himself especially to trade between the Pacific coast and the Orient.

Chances for American Cotton.

The work done by these agents is valuable; they send back full information as to how goods should be made for the various markets and how packed, stored and shipped. W. A. Graham Clark, for instance, has recently returned from South America, where he has been investigating cotton goods, and shows the enormous market which the United States might have there if its manufactures were properly pushed. He reports that European trade in these goods is increasing and is much greater than half

of the United States. In 1910 we shipped to Latin America less than \$3,000,000 worth of cotton piece goods, while the United Kingdom sold something like \$40,000,000 worth that year. The trade of Germany in such goods is more than twice as much as ours, and Italy is selling more to South America than we sell to Central America, the West Indies and South America combined. Great Britain sells more than twice as much cotton goods to Argentina as we sell to the whole of Latin America, and to Argentina and Brazil more cotton than we sell to all the world outside the United States.

Another special agent has just sent in a report on the shoe and leather trade in which he shows that our exports of these goods have increased about \$10,000,000 during the last year. Of the shoes \$7,000,000 or \$8,000,000 worth went to Latin America and more than \$6,000,000 to Mexico.

Trade Lecturers.

Congress has made an appropriation of \$50,000 for these commercial travelers this year, and the time will come when the scope of their work will be much wider than it is now; they are doing so much that their number will be increased, and it is the intention of the department to have each of them spend a part of his time in the United States, coming in actual contact with our exporters and manufacturers and giving them suggestions as to our foreign trade and how to develop it. The experts on cotton will visit the cotton centers, and those on steel will go to the steel mills and steel shippers. It will be the same with every branch of business. Each industry will be told where and how it can ship its goods to the best advantage and the

NOTED RAIDER OF CIVIL WAR

Passing of the Commander of a Remarkable Exploit.

SECOND IOWA CAVALRY IN RAID

Dash of Eight Hundred Miles Through Enemy's Country with Seventeen Hundred Men in Sixteen Steaming Days.

Benjamin H. Grierson, brevet major general, United States Army, retired, one of the most distinguished survivors of the civil war, died at his summer home in Omaha, Mich., September 1.

At the beginning of the civil war there lived in the town of Jacksonville, Ill., a young man, who was endeavoring to make a success of his produce business, and whose name was practically unknown save to the few business men and farmers with whom he came in contact. Two years later this young man's name was almost as well known as the prominent union generals of the time. The young produce dealer was Benjamin H. Grierson. Prior to April, 1861, he had no thought of any career save that of a successful merchant. Yet young Grierson, in 1861, led one of the most daring and perilous raids undertaken during the civil war.

Born in Pittsburgh on July 8, 1835, Grierson moved at an early age to Trumbull, O., and then to Jacksonville, Ill. When war was declared, he entered the volunteers as an aide-de-camp on the staff of General Benjamin M. Prentiss, a veteran of the Mexican war. In October, 1861, without any previous military experience save that of an aide, he became a major in the Sixth Illinois cavalry, when that organization was formed at Camp Butler, Ill. The following month the regiment moved to Shawneetown, in that state, and was on duty there until February, 1861, when it went to Paducah, Ky., and thence to Columbus.

Work of Small Raiding Parties.

During that day the advance guard was often fired on by scouting parties, and several men were captured. On the morning of April 25 all the prisoners so far captured and the stock not needed by the command was sent back to Tennessee. Colonel Grierson's men then started on the march south, going through farms and woods and avoiding some towns. On the fifth day, after leaving La Grange, the command struck the road leading southeast to Columbus, Miss. At that place the Iowa regiment of cavalry, under Colonel Hatch, was detached with orders to proceed eastward, strike the Mobile & Ohio railroad, and go through western Alabama to Columbus, Miss., and back to La Grange. The rest of the

command, numbering 500 men, then marched southward.

Battalions were often detached from the main command to capture and destroy small towns. Horsemen were scattered in several detachments, striking Confederate forces here and there, breaking up railroads and bridges, severing telegraph wires and diminishing the means of transportation of the Confederates, who were trying to help their force at Vicksburg.

At last, on May 2, the wearied troops and worn-out horses entered Baton Rouge, after a ride of about 800 miles. Colonel Grierson and his men had covered that distance in sixteen days. In a succession of forced marches, and sometimes without rest for forty-eight hours, his troops had killed and wounded about 100 Confederates and had captured and paroled about 500 men. The northern loss was only twenty-seven men. During the last thirty hours preceding the arrival of the cavalrymen at Baton Rouge they had traveled eighty miles, engaged in four skirmishes, and forded the Comite river.

Praise for Commander.

"That distance was made without a halt and without food. No guides were used, and all that Colonel Grierson had with him were rude country maps and a pocket compass. When the north learned of the safe arrival of the raiders there was high praise for the daring commander, as nothing like it had been known during the war. His name became a synonym for daring, not only in the north, but throughout Kentucky, Tennessee, Arkansas and Mississippi.

General Grant said that this cavalry raid was of the greatest importance, as it had attracted the attention of the enemy from the main movement against Vicksburg. It was at Port Gibson that General Grant first heard through a southern newspaper of Colonel Grierson's success. The raid was probably without an equal in the annals of the federal cavalry, for the damage done to the Confederates was estimated at \$8,000,000.

A number of brigadier generals recommended the promotion of Colonel Grierson, and on June 3, 1863, Congress conferred upon him by special act the commission of brigadier general of volunteers, and he also received the thanks of that body for his gallant and distinguished services, an honor given to few. He was later made a major general of volunteers, and was honorably mustered out on April 13, 1864.

Join the Regular Army.

Shortly afterward, not desiring to return to the produce business, General Grierson entered the regular army as the first colonel of the Tenth cavalry, the famous negro regiment. In 1867 the regiment was stationed in Kansas, and shortly before the regimental head-quarters

left Fort Leavenworth for Fort Riley the troops had their first engagement with Indians. A party of 300 were encountered near the Saline river and the engagement lasted for nearly six hours. The following year the regiment was in the Indian Territory, where Colonel Grierson and his troops were kept busy fighting the red men. The regiment also fought in Texas and at one time even crossed into Mexico.

In July, 1880, Colonel Grierson, with a party of only six men, was attacked by a band of Apache Indians in New Mexico. But before reinforcements came the Indians were defeated. Colonel Grierson also took part in the Geronimo campaign in 1885. He was placed in command of the district of New Mexico, with headquarters at Santa Fe, in November, 1886, and when General Nelson A. Miles was made a major general on April 5, 1890, Grierson was appointed a brigadier general to succeed him. Three months later he was placed on the retired list of the army, having reached the age limit of sixty-four years.—New York Post.

SORRY SHE COACHED HIM

Marvelous Flow of Conversation in Spanish Draws from Parrot.

One Holden keeps a bird store upon Twenty-third street, New York. He is, perhaps, the most famous man in that line of business thereabouts. You can buy anything there from a South American condor to a barn owl. "I had a bully parrot in stock not long ago," said Mr. Holden. "Finest bird I ever saw as to plumage and natural intelligence. But he wouldn't talk. Just sat on his perch and glared at me like a chained demon. I dieted him and doped him, and still he wouldn't prattle to the old man. One day a handsome Cuban woman came in, and I told her of my troubles. 'I'll try him in Spanish,' said she.

"So she did. She passed a few love notes to him in the tongue of the Donas, and that bird brightened up like a hired hand at 4 o'clock. He cocked his head on one side and looked her over, and, by and by, he tore into the dearest flood of conversation you ever heard. Just hopped from one side of his perch to another and laid his head over on one side and the Spanish came out of him like noise out of a horn. You never saw anything so red as that pretty little Cuban dame. He and by this parrot turned off his Victoria, and the Cuban lady turned to me.

"Do you understand Spanish?" she asked.

"No, num," said I.

"Thank God," said she, and left the shop.—Cincinnati Enquirer-Star.

faults which now prevail as to our dealings with foreigners will be pointed out and corrected.

Late Information as to Packing.

Among the important things which the bureau of manufactures has been recently doing is the gathering of fresh information as to how goods should be packed. About a year ago a pamphlet of this kind was published and it created a great deal of comment; since then I am told that our shipments have been improved and that something like 90 per cent of the goods now sent abroad are properly packed. The worst work is that done in the export of raw cotton. The bales are poorly put up; the burrap is torn and a great deal of cotton is wasted. Our cousins say that the Russians, Egyptians and East Indians have much better cotton bales than we have. It is claimed that altogether something like \$2,000,000 worth of damages is lost to railroads through improper packing.

From the consular reports which have recently come I find many comments as to the improvements in packing. Consul General Mason, at Paris, says our French exports are very much better put up than they have been in the past, but that our packages are often too heavy and that the goods should be so arranged that they cannot move inside the boxes. Consul General Skinner, at Hamburg, says that our packing is as good as that of any in the world, and that had packing usually comes from new firms that do not understand the market.

Other consuls, and especially those of Asia and South America, urge that the goods be packed in water-proof boxes or bales and that they be so fastened that pilfering is not easy. The Chinese consuls say that the knotholes in boxes should be covered by pieces of tin, nailed on the inside, and that all packages for the interior should be made so that they could be carried on wheelbarrows or by porters.

In my talk with Mr. Baldwin he referred to the Trade directory which has just been issued by his bureau. This is a volume as big as a dictionary, which contains the names of 125,000 business men in the leading cities and ports outside the United States. These names have been sent in by the consuls and they should be of value to all those who sell goods abroad. The book is for sale at \$5, which was about the cost of publication. (Copyright, 1911, by Frank G. Carpenter.)

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