

that little encouragement is in fact given, and before considering whether private investments need be so long deferred, let us consider the extent to which American business is already on the march, under the banner of enlightened self-interest. Note the following examples:

Creamery business in Mexico: To take a case close to home, a large creamery company in San Francisco Bay, facing a decline of business upon the removal of several million men in the armed forces and their families after the war, went into the powdered-milk business, invested capital in Mexico together with Mexican investors, and established plant facilities for properly restoring water to the powdered milk so scientifically that consumers are unable to detect the differences between the ordinary pasteurized milk and this product. Milk is delivered in bottles to homes in Mexico City as well as in San Francisco. It is safe, too. There is no chance for any tubercular cow to extend its destructive influence.

Butane gas for England and Europe: The Pacific Gas Company of New York sells tanks of liquid butane gas for individual household heat and cooking purposes. Anyone who has lived in a summer cottage, at a point remote from city utilities, knows the convenience of this transportable heat in lieu of coal. The company is making substantial shipments to England where this canned heat has been a godsend during coal shortages. Costs are low.

What a blessing it would have been if plant facilities could have been established and wide distribution accomplished this winter throughout Europe.

Plumbing fittings in Holland: As a result of war's destruction, Holland suffered a desperate lack of plumbing fittings and the government explored the possibility of encouraging construction of a plant in Holland to supply these needs. European cartel interests declined to cooperate, so Crane and Company of Chicago was invited to participate in order to secure the necessary "know-how". Both capital and "know-how" were supplied by the American company and a thriving new industry is growing as a result. (18)

Automobile tire manufacturing plant in Holland: The Vredesteyn Rubber Company is an old and established bicycle tire manufacturer in Holland. The country needed automobile tires. The Dutch company sought an American company and together with the Goodrich tire company created the "Netherlands-American Tire Factory." Again the American company contributed both "know-how" and capital. The arrangement was made in 1946 when political conditions in Europe were darker than they are now. This is now a thriving business.

Glass; Holland: Similarly, the possible establishment of a glass manufacturing plant is under study now. Americans might apply!

Automobile service industry; Belgium: C.B. Thomas,

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(18) Capitalized for 9,000,000 guilders, Crane and Company subscribed to 1,400,000, or about 17%.