

## FOR TRADE WITH GUATEMALA

Minister to the United States  
Makes Suggestion.

An Interchange of Clerks in  
Business Houses is Advoc-  
ated—Urges Study of the  
Spanish Language.

The following is an extract of an address delivered by Julio Bianchi, minister of Guatemala to the United States, at a luncheon of the Foreign Trade Club at the Emerson Hotel, Baltimore, Md., May 9. After addressing his audience in Spanish for about two minutes, Dr. Bianchi began speaking in English, and said:

"I addressed you in Spanish to demonstrate to you the plight of the Spanish-speaking business man who comes to the United States. A belief that not more than one in ten of you understood what I said in Spanish. Not more than one in 100 business men in the United States is able to understand the visiting merchant who speaks only Spanish. I addressed you in Spanish to bring forcibly to your attention the necessity of understanding each other in creating better feeling, closer co-operation and more valuable commercial relations between the United States and Latin America.

"There is a language barrier between the two great sections of our continent, and we must exert every effort to batter down this barrier by increasing the use of English in Latin America and the use of Spanish in the United States. A start in this direction has been made in many countries, where, as in most of Latin America, the study of English in high schools and colleges is not only encouraged but is compulsory.

"In Guatemala the teaching of English begins in the class that corresponds to the fourth grade in the public schools of the United States and continues until the third year in college. Then the pupil is supposed to have a working knowledge of English, having studied it three to six hours a week for eight years. The pupil has memorized many sentences, very long and tiresome, of regular and irregular verbs and the rules in English grammar. In a parrot-like manner he can carry on a conversation with stereotyped sentences like: 'Do you feel hungry?' 'Yes, I do feel hungry.' 'Would you like to eat?' 'Yes, I would like to eat.' 'What would you like to eat?' 'I would like to eat a ham sandwich and drink a glass of beer.'

"However, the pupil has only a light varnish of English that wears off very soon, and the time he has spent in studying English usually does him no real good. For this reason, the method seems wrong to me. As a physician, I have learned that most of the time the best plan is to stick closely to the methods of Mother Nature. I never have seen a baby start learning its mother language by studying grammar or by memorizing irregularities of verbs.

"But we must continue our present method until we procure a better method. I think that the proper way to procure a better method is to organize a society or league to promote the study of Spanish in the United States and the study of English in Latin America, so that we can talk, understand each other and get down to real business for our mutual profit and welfare. I believe that it is only through a concerted effort, properly directed by such a society or league, that we will tear down the barrier of language and attain the goal of understanding that we seek.

"I have lived in Latin America most of my life. I am one of the vast number of people who have tried to buy goods from firms in the United States and have finally given up hope of being able to transact business with your fellow business men in a way satisfactory to me. To rectify my sad experience as a buyer in Guatemala would require most of the afternoon. It will suffice to say that I was disappointed almost every time I tried long distance buying from a firm in the United States. In this connection I will cite just one of my observations that may be of value to you.

"I wish to call your attention to the fact that 'catalogue English' is not understood in Latin America. Take a catalogue of one of your mail order houses seeking Latin American trade, and turn to the section describing stockings, for instance. You will find prices ranging from 25 cents to \$2.50 a pair, under several illustrations and such descriptions as these: 'This is the best in the world,' 'no better manufactured at any price,' 'satisfaction warranted or money back,' 'Compares favorably with the most expensive,' 'nothing better to be had regardless of price.'

"Perhaps the description will say that the stockings are woven with the finest John, Peter or Harry thread. Maybe there is no hint as to the material of which the stockings are made. In nearly all cases the statement is so worded as to be misleading or obscure to the Latin American. I have seen women who wanted to buy stockings read one of those catalogues and then throw it away as useless. Perhaps the catalogue may be of value to the women in the United States where she may have an article exchanged in a few days if it is unsatisfactory; but for the woman who lives

where it takes four months to get the stockings, where there are no banking facilities and no parcel post, the catalogue, as I know it, is virtually worthless. Therefore you cannot blame the woman of Latin America for throwing away the catalogue and sending her order for silk, linen or cotton to Paris, for Parisian dealers call bread, wine, wine and cotton cotton.

"I believe your trade organizations can do wonders for your foreign trade firms by creating some sort of standard descriptions for goods sold through catalogues, so that the buyer may tell at a glance just what is offered for sale in the catalogue. The people of the United States seem able to understand your advertising phrases, but the phrases only confuse and mislead in Latin America.

"I feel that I am preaching to the converted. All of you know the situation. The fact of my presence here today indicates that you realize the need of some action and are seeking information on which to base action. Permit me, then, to submit a plan which your organization may care to adopt at some future time.

"I suggest that the Foreign Trade Club invite similar organizations in other parts of the United States to join in a concerted effort to exchange clerks with the associations of merchants in Latin America. Each year your firms could send a number of clerks to Latin America and Latin America would send a like number of its clerks to you. The brightest young men with a knowledge of both Spanish and English would be selected.

"Within a few years, by such an exchange, a foreign trade firm of Baltimore would have at work here in this city a staff of clerks well trained in the language, customs, ideals and business methods of all Latin America, a staff properly equipped to face any competition in the world. I believe you would find that the money you would spend in exchanging clerks would be a very profitable investment. Your young men, returning home after a year or two in Latin America, would bring back new ideas, broader conceptions and valuable friendships that would aid your business and your country to an untold degree and build the foundations upon which the Pan Americanism of the future would rest so solidly that no effort ever could destroy or oppose it.

"I believe this plan to be sound and practical. The plan has been used between concerns in Europe for many years. The plan has been attempted by some firms in the United States, but the plan never has been put into effect as a national or continental movement. It can be done and should be done. You are in a position to start it. Why not apply the American slogan: 'Do it now?'

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## SHOE PRICES TO DROP, SAYS TRADE BOARD OF THE U. S.

Washington, June 17—High prices of footwear which obtained during 1918 and were increased in 1919, resulted from "abnormal conditions of supply and demand, both economical and psychological, arising from the war," the Federal Trade Commission has reported to the House of Representatives. The report was submitted in response to a resolution.

"Incident to these conditions," the report added, "were large margins of profit taken by tanners, shoe manufacturers, wholesalers, jobbers, and retailers," whose large earnings were declared to be "out of all proportion to the increase in their cost per unit."

The advance in the price of shoes finally was terminated by the so-called "buyers' strike" in the spring of 1920, according to the report.

The report said "the present prices of hides and skins and the conditions existent in these phases of industry justify an expectation of still further declines in the quoted prices of leather and shoes."

A lemon raised in Cupertino, Cal., by J. U. Miner measures a fraction more than 17 inches around its equator. On the same tree there are several more which already are more than a foot in circumference.

## ERRING HUSBANDS ARE MADE PAY UP

That during the last year two million dollars was paid by recalcitrant husbands into the alimony bureau, established in connection with the New York Court of Domestic Relations, was the statement made by Judge Jean Norris of that court, in addressing the dinner given at the King Edward on Saturday night last, by the Toronto branch of the Catholic Women's League of Canada, in honor of the delegates to the league's first annual convention.

Ninety per cent. of those coming before her in the Domestic Relations Court, said the judge, were alien husbands leaving wives and families in the old land, marry American wives. The real wife is brought over, by some relative, perhaps, and there is the problem of the two wives and the two sets of children to consider. The husband will rarely go back to his legal wife, but steps are taken to see that he gives her adequate support.

Continuing on the subject of conjugal infidelity, the speaker declared her views thus:

"I'm old fashioned enough to believe that a woman should take care of her home and family. I tell her it is not her business to go out and get a job, but to have her husband's meals ready."

Speaking of her experiences with the young girls with which she comes in contact, Judge Norris declared that in New York incorrigibility among girls is increasing alarmingly.

"There have been more cases of incorrigibility in New York during the last six months than in the history of the court, since its beginning in 1910," said the speaker. "Girls who are bringing home pay envelopes feel that they should be free from home restraint. The trouble is that these girls are not taught obedience in childhood. That is why they get out of hand."

There are still living on the Island of St. Helena two turtles and a parrot that lived there when Napoleon was alive. The turtles are 170 years old and the parrot 120 years old.



Earl Shipley, one of the fifty-seven funny clowns with Sells Floto circus, the largest circus ever seen in Plays St. John on Monday, June 20; two performances, at 2 p. m. and 8 p. m.

## "WALK UPSTAIRS AND SAVE TEN"

An Overwhelming Success  
My \$100,000 Clothing Purchase  
\$30 and \$35 All Wool Suits \$17

This great purchase from two of Canada's leading manufacturers at a ridiculously low price for cash has brought bigger crowds to my stores than ever before in the month of June. AND WHY NOT?

These are values that haven't been equalled in almost six years

## Men's and Young Men's Suits

\$30 to \$33 Wholesale Values  
\$25 to \$28 Wholesale Values  
\$37 to \$40 Wholesale Values

\$23 \$17 \$29

A wide range of beautiful patterns, finely hand-tailored Suits, you will recognize as shown elsewhere at \$40 to \$45. You must see these garments to appreciate them at this price.

The most wonderful values in Canada. Single and Double Breasted Suits in a variety of light and dark patterns. All sizes.

Fine imported and domestic woolsens, beautifully trimmed and tailored. The fabrics, patterns and models will appeal to men accustomed to paying the higher prices for their clothes.

ALL SIZES — REGULARS, STOUTS, LONGS AND SHORTS — MANY OF THESE SUITS HAVE TWO PAIR OF TROUSERS.

My business has been better than ever this season on account of the superior values I have been showing — consequently, my stocks were beginning to get low—thus allowing me to take advantage of this big opportunity—with the knowledge that the public will take them away quickly at these prices. The fabrics and models comprising the very choicest this season has presented will especially appeal to men who are accustomed to paying the highest prices for their clothes. You will see here, THE GREATEST VALUES EVER OFFERED—ANYWHERE—ANY TIME!

MY GUARANTEE If you can duplicate Robinson's Clothes elsewhere for less than \$10 to \$15 more—Come back and get your money.

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Courses leading to degrees in Arts, separate in the main from those for men, but under identical conditions; and to degrees in music. Applications for residence should be made early as accommodation in the College is limited.  
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"UP-STAIRS SHOPS FROM COAST TO COAST"  
LIMITED  
183 UNION STREET, NEAR CHARLOTTE  
SATISFACTION GUARANTEED OR MONEY REFUNDED

**GIGANTIC PURCHASE OF ODD PANTS**  
These Pants were made to sell at \$6, \$7 and \$8. Hundreds of Pairs at  
**\$3.50**  
NOW'S YOUR CHANCE