

BUSINESS SECTION

PUBLIC LEDGER

FINANCIAL AND COMMERCIAL NEWS

Philadelphia, Tuesday Morning, June 30, 1919

LONDON REPORTS WORLD TENDENCIES OPTIMISTIC

SHIPPING MEN CALL FOR CREDIT

\$470,000,000 MORE TO THE RAILROADS

EUROPEAN EXPORTS

JAPAN EXPORTS

BROOKLYN BUILDS LARGEST DOCK

HUGE CAMPAN COFFEE CRUISE



This advertisement was the first public announcement by the Philadelphia Public Ledger of an expedition vitally important to every manufacturer and business man in America.

JAMES H. COLLINS
Traveler, Writer and Business Expert

of international fame, will spend perhaps a year—whatever time is necessary,—in Central and South America upon a mission of the utmost importance.

I expect soon to see the development of an international trade practice that does not now exist, except, sporadically, in America. We shall see American international commerce expanding along permanent, safe lines,—the result of a scientific ground-work.

Mr. Collins goes in response to a great national need.

I believe that America is entering the most difficult of all her fiscal and commercial periods.

Work must be provided for our people.

The cost of living must be lowered by increasing the quantity of manufactures and raw materials.

An enormous national debt must be met and the interest thereon provided for out of earnings.

Confidence and friendship must be built up between the Americas.

The United States must come out of her corner. We must breed and train a race having the world-vision.

We must get access to new sources of raw materials and new markets for finished materials.

We must learn to know new peoples,—their likes and dislikes, their traditions, their strengths and weaknesses, their histories, their prejudices, and their opinions about ourselves.

These things we must get not only for our own benefit but for theirs.

The interests of all nations are now bound into one bundle. We must watch that bundle.

Its name is *Commerce*.

As our Chief Executive has said in an address at Turin, Italy: "The plans of the modern world are made in the Counting House. The men who do the business of the world now shape the destinies of the world."

Mr. Collins possesses this large vision of the place of international commerce in America's future life. He has imagination, knowledge, the critical sense. His letters will be intensely human and readable, and above all, vitally useful to the manufacturer who wants to *find, develop, and keep* a foreign market for his goods.

Through his daily column you will come to *know* Latin America and its people. You will have an inkling of the secrets upon which England and Holland and other nations, expert in foreign trade, have built their wonderful and permanent structures of world commerce.

Mr. Collins has already sailed. His articles will begin about September first. Authoritative foreign and domestic business news, not found elsewhere, is now appearing daily.

Leopold H. Curtis

Send two dollars for a four months' subscription

THE PHILADELPHIA PUBLIC LEDGER, Philadelphia, Pa.