

The PHILADELPHIA PUBLIC LEDGER

has sent
James H. Collins
to Latin America
after **REAL**
Business News



Written In the Very Heart of Our New Export Markets

WHY have European countries retained so strong a hold upon South American commerce in spite of four years of war?

Why is America so far behind other countries in perfecting the mechanism of its foreign trade?

Nowhere else are business men shrewder, more scientific or more successful,—nowhere else are their plans laid with more exact precision than in the United States. This is true so far as domestic trade is concerned; it is unfortunately not so true of our international trade.

English, Dutch and German trade has been a matter of careful study. The young men of these countries are sent to grow up in the regions where their fathers' business is to be built. They have reduced international trade to a definite practice with definite rules and policies. They have adapted their goods to the markets of foreign people. They have learned their languages and invested money in their enterprises. The result of their far-sighted policies is seen in an enduring foreign commerce which has withstood the storms and stress of a world war.

In sending James H. Collins to South and Central America, The Philadelphia Public Ledger purposes to do for American business something that has never been successfully done before. Mr. Collins knows how to place definite, concrete business information in its *human* background. Our hope is to establish the human foundation for a definite American practice of foreign trade with Latin America,—to lay down the lines of least resistance, to find the way to the Latin heart, to lay bare our failures and to discover wherein we have succeeded. In short, we shall expect this column to supply the human material which naturally escapes the eye of the ordinary business representative.

Other nations have centuries of international trade experience behind them. To bridge the years, to glean the best of all past experience, to show how, when, and where success has been or may be achieved,—this is our task. The Public Ledger, through Mr. Collins' work, hopes to make a profoundly important contribution to the real business history of the United States.

In the meantime, while waiting for Mr. Collins' articles, which will begin about Sept. 1st, why not become better acquainted with the business section of the Public Ledger? Every day it carries authoritative business news not found elsewhere, gathered by its own correspondents in every trade center at home and abroad.

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THE PHILADELPHIA PUBLIC LEDGER, Philadelphia

Levin H. Curtis