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130 Washington Avenue,
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YANKEE WAYS WIN SUCCESS IN ENGLAND

AMERICAN BUSINESS INTERESTS PUSHING TO THE FRONT.

It Takes Annually One Hundred Millions of Good English Gold to Pay for the Articles Which Englishmen Purchase of America, and the Sum Is Continually Increasing. Reasons Why the American Commercial Invasion of the Old Country Is so Successful.

London Letter in Washington Star.

England is being invaded by the United States. It is a commercial campaign, and this country is just now enjoying a number of new and notable illustrations of the increasing power of America to cause such an upheaval among the ancient trade traditions of Great Britain as the average Englishman has never dreamed possible. From ignoring the United States in the commercial and financial field, the United Kingdom has unhappily come to realize, in some respects, the steadily increasing successes of American competitors, who at nearly every turn are showing what down-to-date methods and western ingenuity can do, when squarely pitted against the antiquated fashions so long prevailing here. It is estimated that \$100,000,000 in good English gold goes annually to America, to the loss of Great Britain. So severe have been the inroads upon home-made goods in many departments of trade by the rapidly rising American and other foreign competition, that English manufacturers in some lines are displaying large advertisements, appealing to the patriotism of the people to support home industries.

Not is this loss of prestige alone felt in the regular run of trade. The most talked of American in England for several weeks has been "Tod" Sloan, the sensationally successful jockey, whose new world style of close neck riding won him nearly every race in the English circuit and spread consternation all over the British turf. When asked if the English upright riding jockeys are learning his ways, Sloan replied: "I don't know; I never look back."

AMERICAN STEEL.

"The obstinacy of the British manufacturer against taking up with new methods, and the present system of English trades unions, threatens most serious loss to English industry, if a radical change is not soon brought about," said S. T. Wellman, of Cleveland, Ohio, after a recent trip into the steel manufacturing districts of Wales. Mr. Wellman is widely known as one of the heaviest steel operators in the United States, and his remarks gained wide attention from the English press, numbers of which have long seen the impending danger, and have urged that an entirely new system of commercial training be put into effect by business concerns throughout the United Kingdom.

In the meantime western wares are steadily gaining. The Carnegie steel products, from Pittsburgh, are commanding some of the heaviest contracts

in this country, and even cast iron from America is ahead in this market. Recently the city of Glasgow opened competitive bids on a large order for water pipe, and the lowest figures were those of a Pennsylvania iron firm; but so great was the opposition to letting the order go out of the country that all of the bids were thrown out on an alleged technicality. Quotations were again advertised for, and once more Pennsylvania was the lowest bidder. It remains to be seen if the Americans will be allowed to fill the order, but it is now agreed that our iron mills can cut below all competition in this field, and still have a profit.

Some time ago the English and Egyptian governments asked for specifications for a light pattern of railway locomotive, suitable for running across the Egyptian deserts. The British concerns said the road must take their regular make of machines; the Americans said they would supply whatever was wanted, and the order went to the United States. In Japan a number of railway locomotives were to be purchased. The English makers said they could furnish them in two years, and not before, the Americans promised them in a quarter of the time, and had the engines on the ground in exactly six months.

ELECTRICAL EQUIPMENTS.

The era of electricity in city transportation is just arriving in London, and it has been brought about largely by the activity of American manufacturers. First among the roads to adopt it is the new line, lately completed, running underground from the lord mayor's mansion to Waterloo station, and its heavy passenger traffic is showing to the other underground roads the great advantage this route has over the stuffy, smoky tunnels through which the steam locomotives now run. This line has the distinction of passing under the busiest spot of earth, expressively known in London as "Slaughter Corner," being the confluence of Queen Victoria street, New Bridge street, and the approach to Blackfriars bridge. Hundreds of hackney cabs, scores of omnibuses, a maze of trucks; all keep up a humming, drubbing roll, and all sorts of trades and traffics occupy the ground surface, while above the trains of the Dover railway go crashing over their viaduct nearly every minute. A cross section of the under earth would reveal a strange confusion. One railway above and two below are only items in the activities of this crowded spot.

In the building of the new lowermost electric road, which is seventy-seven feet below street level, more than half of the construction was with American equipment and a large part of the electrical installation was performed by experts from the United States.

A much longer line is that now being pushed by day and night to completion from the Royal Exchange to Oxford street, under the heart of London. It will be nine miles in length when its laterals are complete, and cost about £3,000,000 for the work under way. There was danger that the American electricians would capture all the equipment contracts by the superiority of their materials, and by making lower bids than the English could reach; but a compromise was finally agreed upon by which the contracts are now so divided that the English companies will get about half of the work. Were it not that English firms are constantly

favored, America would eventually drive out a great deal of the home business. The conservative old underground companies are beginning to realize that the most profitable lines with electricity or else use their trade, and so they have appropriated £20,000 for a system of experiments with both English and American equipments. So far the London county council has not consented to surface trolley lines, even in the suburbs, but permission has finally been secured to allow a trial of electrical traction on the street grade, outside the city center, all of which promises new and profitable fields for American industry.

AMERICAN CATTLE.

So many American cattle come to the islands that they must be discriminated against by law for the protection of the English stock raisers. It is provided that they shall be slaughtered at the port of entry within ten days from arrival. American cattle thus have not sufficient time to recover from their long sea trip and the run-down condition engendered by confinement on ship. Yet the number of heaves arriving is steadily increasing in spite of these handicaps. Deford, near London, Liverpool and Coleridge are the ports of cattle entry, where rigid government inspectors are stationed. George Smith, of New York, contemplates putting a new line of cattle ships between New Orleans and Southampton, delivering southern and western cattle into the English markets by a practically all-water route, to lessen the present shipping expenses. Large weekly consignments of refrigerated, smoked, salted and tinned meats are made to England by the packing companies of Chicago, and so cheaply are the shipments made that they undersell home-grown meats. Many butchers substitute at a large profit American for English meats with their customers, who rarely know the difference. The cheaper grade of American side meat costs but 3 pence a pound, while Irish and other choice home-grown hams command a shilling. Many hog raisers in the northern provinces sell their fatted stock for cash and then buy the cheaper American pork for their own use.

ANTHRACITE COAL.

Even American coal is looking to England, the land of carbon, for a new outlet. Henry S. Fleming, of New York, secretary of the anthracite coal combination of Pennsylvania, is in England looking over the field, with a view to putting on a line of coal-carrying steamers between America and this country. So recently have been the strikes of English coal operatives, and so great the inconvenience from this and other causes, that it is thought there is a good opening for foreign coal. Anthracite is unknown here, but those familiar with the English trade say it will rapidly grow in popularity when once introduced.

The English people are habitually prejudiced against foreign goods, until they have proved them, when they take the best, whatever its source, and American productions are especially welcomed. A recent trouble with American foods is that such shippers as the California fruit dealers usually send the second grade of canned goods to the foreign market, and the general trade is severely injured. There is a large opening for green fruits, as California oranges sell for three pence, and other fruits are high in proportion. Even the New England doughnut has invaded the English, accompanied by

fancy cakes and sweets sold in a number of American stores. Candles of fine grades from the United States are steadily gaining the patronage of the rich.

London is the supply center for the tremendous purchases of American agricultural machinery, being made by Russia, Germany and other states of Europe. England has never been much of a market for the improved implements of husbandry, as they cost more than the clumsy domestic articles, and the lower price is what wins with the average agriculturist. A perceptible improvement is showing in English farming machinery, and many of the American implements are being copied, although imperfectly. An American steel planing mill manufacturer found twenty models of his machines made in Berlin, but the large concern which had stolen the design told him that they would buy direct in the future, because they could not match either the price or quality of the originals.

AMERICAN FURNITURE.

There is a good opportunity here for American house and office furniture, so soon as western factories will learn that light-colored furnishings are not suited to the snuff of London, and that the English, for the present, will have only the dark finish. They are growing partial to the original and graceful transatlantic house fittings, and promptly buy whatever is offered, if it suits their requirements.

The Prince of Wales, Duke of Cambridge and other notables witnessed the tests of non-inflammable wood from American factories, as made heretofore, and the navy department is further investigating, with a view to using the wood in all the new battle ships.

Next year we will likely see the same kind of a slump in English bicycle prices as occurred last year in America. The United States is sending thousands of wheels here to sell for 4s and upwards, while the high grade domestic machines are still offered at £23. Factories for cheap wheels are also springing up by the score and wheels of service will soon be as low in price as in the United States. The greatest present drawback for American wheels is the difficulty of getting repairs made for them by the incompetent English shoemen.

TYPEWRITERS AND SHOES.

Something like 20,000 American typewriters of the standard make are being sold each year in the British Isles, and no line of imported goods has a larger demand. The leading writing machine people keep regular traveling salesmen on the road, and have agencies in all important places. One of the greatest drawbacks to the typewriter trade is the prejudice against the female typewriter in public offices, but increasing numbers of English girls are taking up the work.

Recently several large shoe factories of New England have pooled forces for English trade, and have established three stores in London and other inland points, under the name of the American Foot company. Heretofore it has been difficult to get a good fit from the store stocks of heavy and often uncomfortable English boots, but the buying public is slowly learning that a ready-made American shoe may mean the same comfort for which they have been obliged to pay three times the price for made-to-order footgear here.

It is estimated that 1,000 Americans are in business in London, and among

these successful professional men are steadily increasing, dentists being in the lead, numbering about fifty.

Half a hundred American journalists hold responsible positions on the leading magazines and daily papers in London, and are slowly bringing up the metropolitan press to the standards ruling in the United States. Illustration is slowly creeping into the daily papers, and the Daily Mail, which most largely employs this and other modern means, leads the circulation lists with 300,000 daily.

During the past few years the leading American life insurance companies have gained such a hold in this country as to seriously threaten the prosperity of the old line English assurance corporations. Soliciting agents were unknown in England up to recently, and the London companies are but beginning to meet the brisk competition being given them by the stirring representatives of the foreign agencies, which have large office quarters in the best frontage on Trafalgar square and other choice locations. The average Englishman is gradually coming to forgive the insinuating American life insurance agent for the impertinence of talking to him in his office about a policy on his life, and the enterprise and liberality of the progressive New York companies is gaining new premium-payers every day.

Sir Thomas Lipton is the most successful English business man of the day, and he says his great fortune is due to his American methods, having received his early training in the slaughter houses of Chicago and Omaha. It is encouraging to note that many of the young men in this country are following his example in learning how to do business along the most progressive lines.

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