

The **AMERICAN**
FOREIGN SERVICE
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Vol. 14

DECEMBER, 1937

No. 12



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Father Yule
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Issued monthly by American Foreign Service Association, Department of State, Washington, D. C. Entered as second-class matter August 20, 1934, at the Post Office, in Washington, D. C., under the Act of March 3, 1879.

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Thoughts of
WASHINGTON

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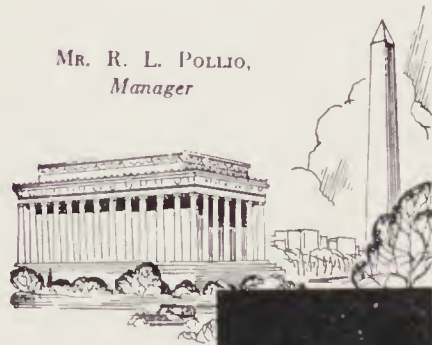
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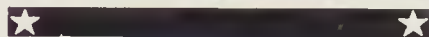
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Vice-Consul Zweig gives his son, Charley, a sunbath at Tegucigalpa.



Meredith Nicholson, Minister to Venezuela, with Col. Pate, Military Attaché, aboard ship at Cristobal.



George Armstrong (left) with Lt. Col. Raymond E. Lee, London (center), and Lt. F. F. Wing of the U. S. Army Horse Show Team, Dublin.

SERVICE GLIMPSES



Consul Margaret Hanna at the Casino Evian-les-Bains, France.



Charles C. Eberhardt at Cristobal, en route to Colombia.



Consul Loder Park with newly arrived Vice Consul and Mrs. Forrest K. Geerken at Strangers' Club, Colon. Mrs. Cook, of Interior Department, at left.



Vice Consul and Mrs. Francis C. Jordan leave Colon for Buenos Aires



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THE AMERICAN FOREIGN SERVICE JOURNAL

PUBLISHED MONTHLY BY THE AMERICAN FOREIGN SERVICE ASSOCIATION

VOL. 14, No. 12

WASHINGTON, D. C.

DECEMBER, 1937

The Yule Tree's Story

Norse Meanings of Yule Symbols as told in a Christmas Story

BY MAURICE P. DUNLAP, American Consul, Bergen

*North-men have long read secrets for themselves
In runes by English scribes ignored, unknown—
Who errs, in conning them, may blame the elves
Who first made signs on silver, gold and stone.*

* * *

It was Yuletide in God's wood. Through the grove where the Evergreen family lived, went sturdy men cutting down trees.

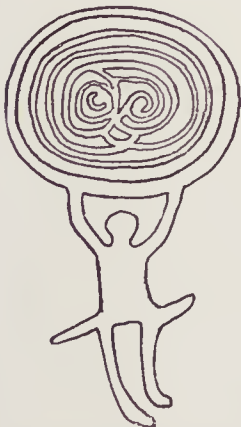
"Do not mourn, little Evergreens," said grandfather Oak, patriarch of the forest. A thou-

sand years at least had passed over his branches. "Do not mourn," he said, "for your brothers who are carried away. They will be Yule trees and carry God's message of Life to all the world."

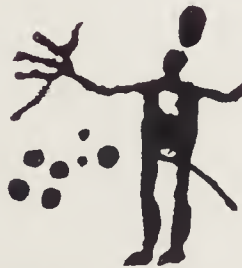
There was a cracking sound as Ugly-Brother Spruce shed a cone.

"You mean," he corrected, "they'll be *Christmas* trees." Ugly Brother had never grown straight enough to be a Yule tree and was always cross at Yuletide.

"I mean *Yule* trees," rejoined Grandpa Oak.



The Sky-Father sends back the Sun-Wheel.



Sky-Father holding the Tree of Life as he brings the Sun in his "car"—the Seven Stars.



Man with up-raised arms greeting the Wheel ("Yule").

Carved on rocks throughout Scandinavia are hundreds of similar figures showing the North-men's worship of an All-Father and His Sun-Wheel or "Yule" a thousand years before Christ. (These drawings from collection of Professor Oscar Almgren, Stockholm.)

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Father Yule with Tree of Life and other pre-Christian symbols.

sol has gone to rest. 'Sol' was short for 'Sun-Yule.' They thought of each man as having in his



Christ as "Wheel-Father" (modern). Behind His head is the Sun-Wheel (or "Yule") of an older faith, while in one hand He crushes the Beast of Dark, holding in the other a cross.—From Norway. Photo from Arne Espeland.

breast a spark of the Ever-Life—a bit of the Sun—which they called his 'Soul.'

"Sol or Soul, Dispeller of gloom.

We bow to Thy holy doom."

Chanted Mother Moss; 'twas the Sun-Rune song. You see, she had her ear to the ground and heard the elves singing long-forgotten tunes and she knew that each rune was not only a letter but a *sign* about which there was a song.

"North-men," went on Oak, "thought of their dead as little suns—or 'souls' that might hover over them and bless them. They did not fear them—as some of the

Christ-folk do—; at Yule they lighted candles, hoping the elves would see them and return to their homes, just for that night."

"Dear to each for its *living* flame

It always shone where athelings came."

Sang Mother Moss; 'twas the Candle-Rune song.

"They are burning them now, the 'living lights,'" sighed Aunt Hemlock.

"But not only where athelings come," added Father Fir "high and low share the joy our Yule trees bring to the world."

"So they did of old," quoth the Oak. "All

danced around the tree, master and house-folk; all shared the Merry Yule, feasted, drank, played games. They even forgot to count days and that's why New Year comes a week late. A New Year really begins when God sends His new Wheel."

"Did the North-men know of *God*?" came a voice.

Old Oak sighed, dozen of acorns rattled down. "The present age," quoth he, "likes to think of past ages as 'dark' but they fool themselves. In my earliest youth—and before—North-men met in this wood to pray to *God*."

"To pray? Ho-ho!" mocked a voice. "They came to carve Love-Runes. Here are some under my pocket." It was Mistletoe, swinging like an elf from above.

"God?" snarled Ugly-Brother Spruce. "They had *many* gods then—not one."

"How sharp is your small-knowing," barked the



Head of the "Sky-Father" (from about 900 A. D.). Old-time North-men thought of their God as wearing beard and hood, similar to the modern "Father Yule." — From Sweden. Photo by Finn Petersen.

(Continued on page 743)



Sun-Wheel or "Yule" from Middle Ages. This "lucky sign" hung over the door of a Bergen house for hundreds of years.—From Norway. Photo from Olaf Runshang.

"Long before Christ, the Yule brought joy to earth, especially in countries of the North where winter days are dark. North-men called the dark a 'beast,' saying that it swallowed the whirling Sun, which they called the 'wheel.' For the gruffest of North-men are poets and like to make word-pictures of their thoughts."/>

"Go on!" urged the little trees, eager for a story.

"Well," resumed Oak, "When that beast did swallow the wheel there was grief on earth. The protecting sun was gone, and dread winter stalked the ground. All things drooped or died—save one family of trees. Guess who they were."

"The Evergreens!" guessed several at once.

"Right. And the North-men found comfort in the evergreens; they plucked branches to brighten their homes. Meanwhile they prayed to the Sky-God to send them another wheel. Still it was dark. But one day, just after mid-winter, the air was brighter; then from behind a fell showed a bright thing like a rim rolling along the lower sky.

"The Wheel men cried, 'The Sky God doesn't forget us. Behold his gift—the Wheel.' In the North-tongue 'wheel' is called 'Yule'."

"Wheel or Yule, 'tis the same with the elves," murmured Mother Moss. "Man raised his arms to the Yule ere Christ was born."

"I don't believe it!" said Spruce.

"Then read the stones," crooned Moss, "where the elves have placed their signs."

"Who are the elves? Will they come tonight?"

"Hush!" Grandpa Oak waved a withered arm. "Peace be to the elves, that is to the dead; for 'elves' in the old North-speech meant 'the dead.' When a kinsman died, the North-men said: 'His



Wheel (or "Yule") Stone. This holy stone, according to Danes, is a sign of the wide-spread sun-worship of North-men in the early Bronze Age.—From Denmark (about 1000 B. C.).



Wheel (or "Yule") sign on rock (from 500 B. C. or earlier). Modern Goths oblige the author by retracing the figures in chalk.—From north of Gothenburg. Photo by author.

The Secretary's Visit to Canada

By ROBERT ENGLISH, *Third Secretary, Ottawa*

THE visit of a Foreign Minister of one European country to another, particularly if it is a Foreign Minister of a major power, is generally accompanied by a flood of rumors. These are frequently of a startling nature, and major political alignments in Europe are often considered to have been affected.

We on this side of the

ocean are more fortunate. Even imaginative newspaper reporters find in such an occasion as the visit of the American Secretary of State to Canada little opportunity for speculation. In the case of Mr. Hull's recent visit to Canada the newspaper reports correctly mirrored the appreciation of the Canadian people for this friendly trip. Mr. Hull's foreign policies are well known even by the ordinary Canadian citizen, and they are appreciated and respected.

At Montreal the Secretary and Mrs. Hull, who were accompanied by James C. Dunn and Harry A. McBride, were met by Minister Norman Armour, Consul General Byington and Consul Ford. Through the courtesy of the Prime Minister a special car was placed at the disposal of the Secretary and his party for their use during their stay in Canada. On their arrival at Ottawa, the Secretary and Mrs. Hull were met at the railroad station by the representative of the Governor General, as well as by the Prime Minister, Mr. Mackenzie King, and the members of the Legation staff and their wives, headed by the Counselor of the Lega-



The Secretary and Mrs. Hull, with the Canadian Minister of Finance, Minister Armour and Mr. Dunn in the background.

tion and Mrs. Palmer. They proceeded to their cars through a double line of Royal Canadian Mounted Police in their scarlet uniforms.

While in Ottawa—October 20-21—the Secretary and Mrs. Hull stayed at Government House as guests of the Governor General of Canada and Lady Tweedsmuir. Besides the dinner in their honor at Gov-

ernment House there was a luncheon at the Legation and a dinner given by the Prime Minister on behalf of the Government of Canada. To the Prime Minister's words of welcome the Secretary made a characteristically happy response. It was interesting to hear during the course of the evening, besides many expressions of approval of Mr. Hull's policies, a number of references to him as "very much of a man." In Canada this means much more than elaborate words and phrases could possibly mean.

On the night of October 21, following the dinner at Government House, the Secretary and Mrs. Hull, accompanied by Lord and Lady Tweedsmuir, the Prime Minister, Mr. King, and Mr. and Mrs. Armour, left Ottawa for Toronto. On their arrival at Toronto the following morning they were met at the station by the Lieutenant Governor of Ontario, Dr. Bruce, and Mrs. Bruce, also by the Consul General, Herbert C. Hengstler, and the staff of the Consulate General. The President of the University of Toronto, Dr. Cody, gave a

(Continued on page 737)



A Recent Camera Study of Secretary of State Cordell Hull



Courtesy of the American Institute for Iranian Art and Archaeology

The Masjid-i-Jami' at Ardistan—dated 1134

The Cultural Interests of Teheran and Iran

By J. RIVES CHILDS, *Department of State*

IT IS dangerous to deal in superlatives and there is nothing like a diplomatic career to teach one the pitfalls of absolute statements. But of all the Near Eastern posts in which I have served, I know of none which offers such satisfying cultural advantages as Teheran. Those advantages are not ready-made in most instances, either in Teheran or, for that matter, elsewhere, but with a little intellectual curiosity Teheran and Iran offer certain exceptional advantages to the student of history and of the general culture of the race.

Let us take first of all Persian history. We have been saturated since our childhood with Greek and Roman history and in the process

The writer wishes to acknowledge his indebtedness in the preparation of this article to Henry Filmer's *The Pageant of Persia*, Bobbs-Merrill, Indianapolis, 1936, and Kegan Paul, London, 1937, as well as to Miss Ethel C. Elkins, Secretary of the American Institute for Iranian Art and Archaeology, who very kindly cooperated in making the photographs available.

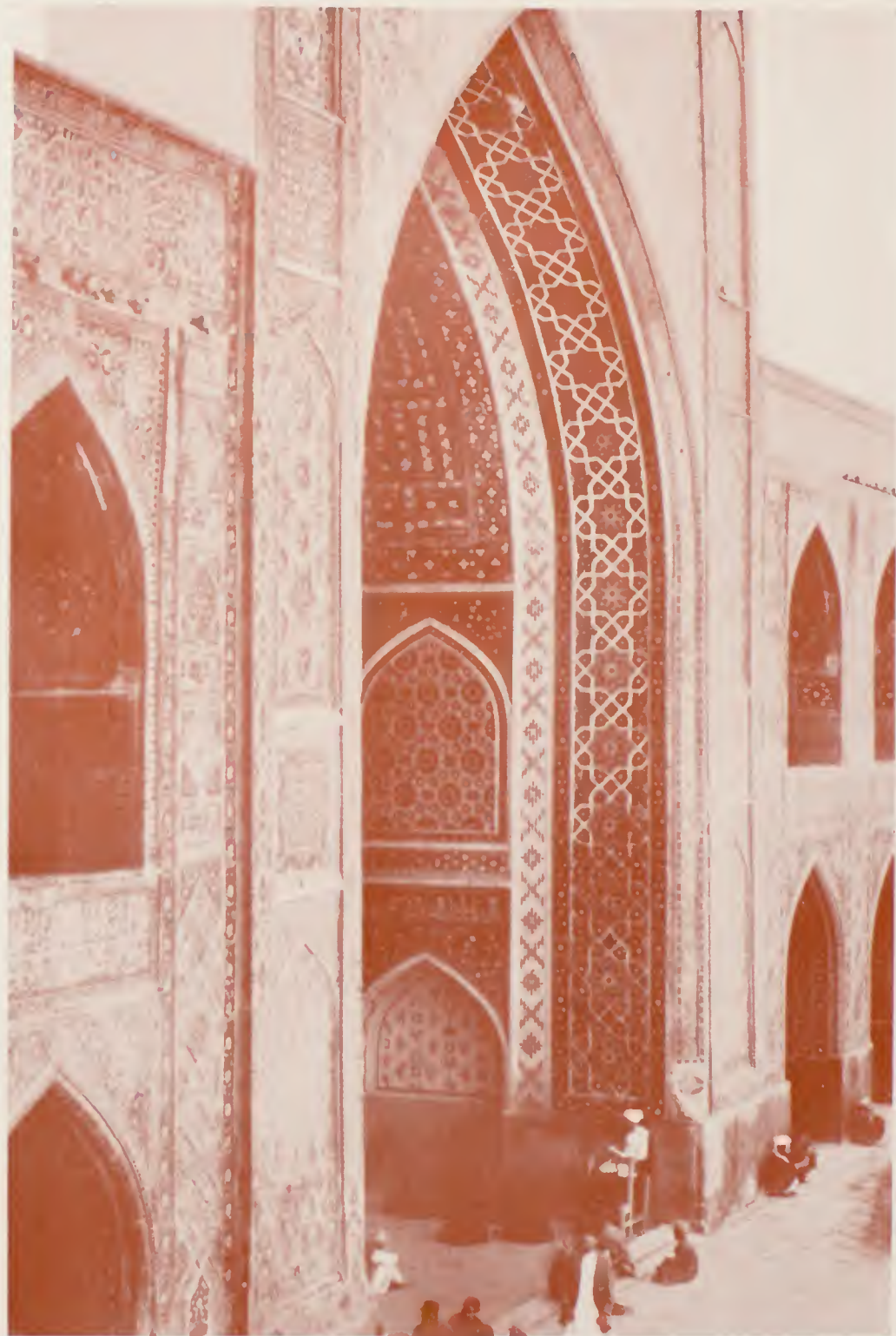
we have learned generally a little something of Cyrus and Xerxes. But precious little. We have viewed Persian history almost exclusively from the eyes of the Greek and Roman historians. It is not to be expected that Persian history has been dealt with any more objectively by them than the history of the United States would be by Mexican historians, or French history by Germans.

Yet Persian history is deserving of far more attention than has commonly been accorded it. From Persia, Cyrus the Great in the sixth century B.C. founded the first great empire of the world, embracing what is now Iran, Iraq, Syria and Palestine.

Moreover, of all the great empires of antiquity Persia alone has preserved through more than two thousand years not only its territorial integrity but its ancient culture. It is not



The Chalus Road



Courtesy of the American Institute for Iranian Art and Archaeology

Arch of the Masjid-i-Gowhar Shad at Mashhad—early 15th century.

Six Americans Look at European Cooperatives

Across the pages of the Report of the Inquiry on Cooperative Enterprise in Europe, now published, moves a vivid picture of how farmers and consumers abroad are attempting to run their own vast enterprises to raise their standards of living

LAST summer a small party boarded a ship bound for Europe. The group comprised six people—Jacob Baker, Leland Olds, Charles E. Stuart, Robin Hood, Clifford V. Gregory, and Emily C. Bates—members of a commission named by President Roosevelt to find answers to such questions as these: What had cooperative enterprise accomplished in Europe? What was its significance to us in America? Was it “an economic device that will usher in a new era under the banner of democracy,” or was it, as some claimed, “another of those fearsome European ‘isms’ against which we should quarantine ourselves?”

For 2½ months the members of the official “Inquiry on Cooperative Enterprise” toured England, Scotland, Ireland, France, Switzerland, Czechoslovakia, Denmark, Norway, Sweden, and Finland. At first hand they observed working conditions in co-op institutions. They interviewed government officials, industrialists, consumers—in fact, they buttonholed anyone able to throw light on co-op activities.

Once back in America the Commission dragged out its trunkloads of notes and statistics, set to work digesting this material. Result—the recent report to

The complete report, 321 pages, may be purchased under this title from the Superintendent of Documents, Washington, D. C., for 65 cents.

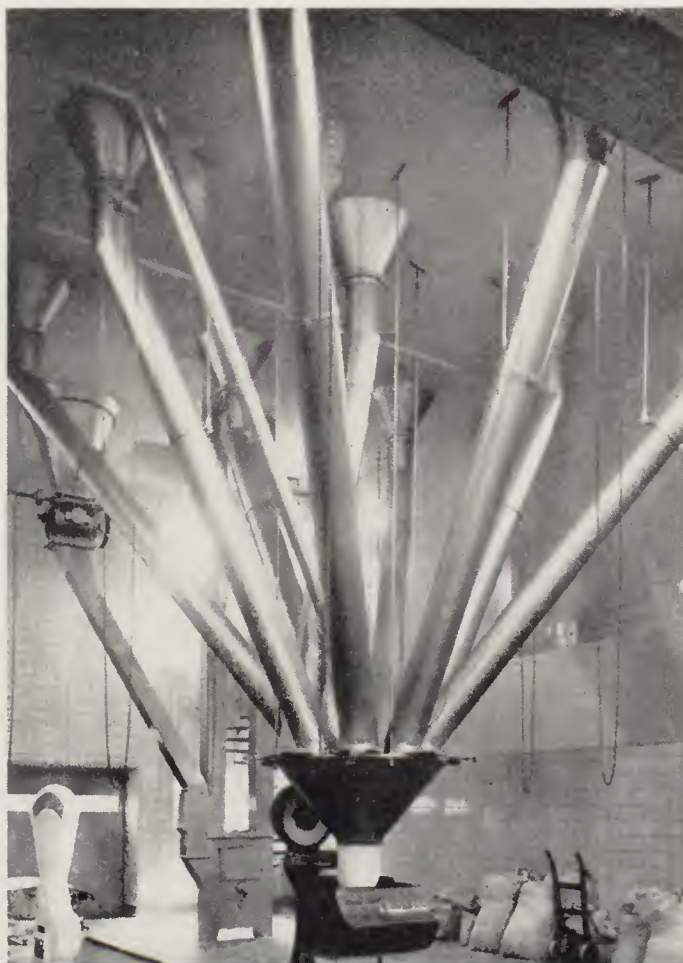
the President, a meaty, 300-page volume on *The Methods and Relationships of Cooperative Enterprise in Europe, The Meaning of Cooperative Enterprise to America, and Cooperation at Close Range*—to quote the headings of the three main divisions of the book. More than this, there are fat appendices chock full of up-to-date statistics on every phase of this “middle-way” method of doing business.

Summing up their findings, the Commission takes the view that co-op enterprise is neither an economic bogeyman that would disrupt our present system of distribution nor a panacea. The Commission had this to say: “From the things we learned and the figures we gathered could be woven

an Aladdin tale of cooperative success. From a different selection of material could be built a story of cooperative blunders and mistakes and class antagonism. It has been our task to try to tell the story fairly, to picture accurately a movement that has its full share of human errors, but that has brought new hope, new pride of ownership, higher standards of living, to a substantial portion of the people of western Europe.”

The story of European cooperatives, the Commission found, is the story of big business. The report

Flour mixing machine in a Swedish cooperative factory





least among the interesting facts concerning it that there are still maintained in modern Persia habits and manners and customs which go back to times as far remote perhaps as when our own Aryan ancestors mingled with our Aryan cousins, the Medes and the Persians, before the great dispersal of the Indo-European peoples in Central Asia at the dawn of history.

Out of Persia have come some of the greatest religions of the world, the reli-



Rice fields in a mountain valley on Firouzkuh-Shahi road. The new trans-Persia Railway in left foreground.

gions of Mithra, Zoroaster, of Mazda, and of Manichee, while the extraordinary adherence of the Persians to their own national culture has never been more strikingly displayed than in the manner in which Islam was transformed by them into the Shi'a sect to make of the Shi'a faith of Islam a religion adapted to the Persian national consciousness. From Persia there developed also the Ismailis who gave rise to

(Continued on page 734)



Courtesy of the Oriental Institute of the University of Chicago

Lion and bull relief on great stairway—Persepolis



motional and educational work.

Cooperative enterprise can be classified in various ways: As urban or rural; as consumer-owned or producer-owned; as handlers of different types of commodities. Whichever pattern of categories is attempted, there are many overlapping types which are difficult of classification.

As in this country, Europe can point to cooperative organization

among both city and country people. Outstanding in the farm cooperative movement are the Danes, whose producer cooperatives control 85 per cent of the export of hacon, 49 per cent of the export of butter, 39 per cent of the import of fertilizer. Cooperative marketing of agricultural products in Czechoslovakia amounts to \$72,000,000 annually. Farmers of Finland, through their cooperative dairies, manufacture about 95 per cent of the country's butter supply. Agricultural cooperatives in France operate dairies, cheese and other food factories, insurance, and credit societies. In England they are less developed; in Ireland farm cooperatives are relatively important in the country's economy. Swedish farmers are well organized cooperatively. In Swiss agri-



A cooperative grocery in Stockholm



Cooperative groceries are found in such Swedish villages as this

culture, cooperative dairies control 90 per cent of the country's milk production. Wine growers and cattle breeders have their cooperatives.

Consumer cooperatives in their role as distributors of goods and services range over all possible types of business enterprise: as neighborhood buying clubs, independent city stores, city, regional, or national chains. Annual business of con-

sumer cooperatives in Czechoslovakia amounts to nearly \$100,000,000, not quite 3 per cent of the total national retail trade. In Denmark retail trade of consumer cooperative societies comes to about \$63,000,000 annually. Between 25 and 30 per cent of the retail trade of Finland is done by consumer co-ops. Annual retail sales of French consumer cooperatives total some \$233,000,000, of Norwegian co-ops \$32,000,000, of Swedish nearly \$104,000,000. Swiss consumer cooperators handle

from 10 to 12 per cent of the national retail trade. Tops among the European consumer cooperatives in volume of business are the British, whose annual turnover of more than \$1,000,000,000 is said to account for about 12 per cent of the national retail

(Continued on page 755)



cites the International Cooperative Alliance as listing 103,000 organizations in 39 countries as co-op members. Estimates give co-ops as serving approximately 100 million people scattered around the globe; business of consumer co-ops alone tops 33 billion dollars annually. In Czechoslovakia co-op enterprise affects about 40 per cent of the population; in France, 35; in Great Britain, 45; in Norway, 50; in Sweden and Switzerland, 65; in Finland as much as 70. In actual numbers the British consumer movement with its 7,484,000 members is largest.

Big business in the ordinary sense is nothing to set the United States by the ears. Big business in the co-operative way presents a different picture from the one we know in our huge department and chain stores. The Commission points to the differences. Much as the co-op store and the private store may look alike, *motive and ownership are different.* The private merchant tries to make a profit; the cooperative store tries to supply its customers with goods at cost. In private business each share of stock represents one vote. In a co-op each member



Branch office in Stockholm of Konsum, the Consumers' Society

has one vote, irrespective of amount of stock owned. In private business profits go to stockholders; in co-ops "profits" are distributed as "patronage refunds" to members in proportion to their patronage (after paying a small fixed interest to the shareholders and setting aside reserves).

In these fundamentals, present day co-ops in Europe stick closely to the basic doctrines of the original consumer

cooperative society—the Rochdale Equitable Pioneer Society, founded in England in 1844. The report gives these principles as: (1) *Open membership and ownership, irrespective of race, nationality, politics, or religion;* (2) *democratic control—one member, one vote;* (3) *limited returns on capital and return of gains to members through patronage refunds.*

European co-ops have accepted pretty universally several other ideas such as: (4) *Cash trading;* (5) *trading at market prices*—thus protecting themselves from the charge of price cutting and from financial loss; (6) *setting aside from surplus earnings a reserve fund of working capital;* (7) *providing funds for pro-*



A sanlit kitchen in a Swedish cooperative cooked-food factory



on "Some Aspects of the Assistance Rendered by the Department of State and its Foreign Service to American Business." Mr. Messersmith reviewed important phases of the work of the Department and the Service in an instructive way for the large crowd in attendance. Excerpts from the speech follow:

The services which our Foreign Service officers perform for the Department of State are based either on international practice or on statutes and they cannot be performed by the agents of other departments, no matter how able or numerous such agents might be, as under accepted practice in other countries it is only the agents of the Department of State who can perform these particular services. This fact and also the fact that the Department of State is the instrument of the President, under the Constitution, for the conduct of our foreign relations should be constantly borne in mind.

The Foreign Service of the Department of State is the oldest of our services functioning abroad and from its very inception its major duties have included the protection and promotion of American trade and shipping for which it and its officers are eminently fitted.

We now have 17 embassies, 38 legations and 284 consular establishments scattered all over the world in important political and trade centers and practically wherever any American interest exists. Even though the foreign representatives of the State Department had no duties in connection with the promotion and protection of our commercial interests, the great majority of these establishments would have to be maintained by our Government for other reasons of international public interest. It is, therefore, only logical and an exercise of good business judgment that these officers should also be used, as they constantly and successfully have been used, for the promotion and protection of our commercial and trading interests.

In order properly to appraise and report upon these conditions which every American business man has to face, and which we also have to face in the formulation of general and economic policy, it has been necessary continuously to place greater em-

phasis upon the training of Foreign Service officers along economic lines. Our officers had been doing good work in this field and for decades had been a principal source of information concerning business conditions abroad. The new situations which have developed, together with the new difficulties which present themselves, have made more special training necessary. For this reason the possession of a fundamental knowledge of economics is emphasized in the examinations for admission to the Foreign Service and the appraisal of the candidates' qualifications in this regard does not cease with appointment to the Service. As a result of this continuous, critical appraisal of the capacities of Foreign Service officers in economic work which the Department makes, it has been the policy of the Department for a number of years to assign such men as have shown outstanding qualifications for this type of work to important

commercial posts where their services may be utilized to the greatest degree. Recently the Department has assigned an officer to the Post Graduate School at Harvard for the purpose of pursuing certain advanced studies in economics and finance. Several other officers of proved special capacities and adaptability are taking up similar work in other universities and colleges where we have found



Delegation to the Cleveland Convention, Messrs. Grady, Trueblood, Hawkins, Schnare, Asst. Secretary Messersmith, Gregg and Murphy (Mr. Sayre and Mr. Milton absent).

particularly valuable training available. It is hoped, if the slender appropriations of the Department permit, to detail other officers from the Service to post graduate schools in different parts of the country for instruction and training in investigation along economic and financial lines.

I venture to say that the great majority of the services rendered to our business abroad and of the information which reaches our Government and our manifold interests in this country from abroad comes from the Foreign Service of the Department of State.

In discussing the trade agreements program, Mr. Messersmith said:

What I particularly wish to bring out is that all of this work has been accomplished without the addition of a single career officer to the Foreign Service although the increased demands for information and

(Continued on page 738)

Department Represented at Cleveland

CONTINUING the custom of previous years, the Department sent a representative delegation to the 24th annual Foreign Trade Convention, which was held this year in Cleveland on November 3, 4 and 5. The delegation was headed by Assistant Secretaries Sayre and Messersmith, both of whom made important addresses before the Convention. In addition, Harry C. Hawkins, Chief, Division of Trade Agreements, James J. Murphy, Chief of the Commercial Office, George Fort Milton, recently appointed Special Assistant to the Secretary, Edward G. Trueblood of the Division of American Republics, John P. Gregg, Secretary of the Committee for Reciprocity Information, and Lester L. Schure, Consul at Milan, who has been on a trade conference tour, attended the Convention.

Other Government departments were also well represented. Henry F. Grady, former Chief of the Division of Trade Agreements, and at present Vice Chairman of the Tariff Commission; Donald F. Christy, formerly Agricultural Attaché at Berlin, represented the Department of Agriculture; the Department of Commerce had a large delegation including Director Alexander V. Dye and Messrs. Rawls, Moser, Grosvenor Jones, Chalmers, Payne, Harding, Donnelly and Schnellbacher of the Bureau, as well as several representatives of the district offices. Warren L. Pierson, President of the Export-Import Bank of Washington, also attended, and gave a talk on the functions and future of this organization.

Features of the opening session on November 3 were addresses by President Litchfield of the Goodyear Tire & Rubber Company, and Graeme K. Howard, Manager of the Overseas Operations of General Motors. The latter emphasized the responsibility which trade associations have today, pointing out that much of the governmental activity which certain industrial quarters have so bitterly criticized in the last few years was made necessary by failure of industry to organize itself properly and work toward constructive and broad-gauge objectives. Mr. Howard recommended that the question of the War Debts be settled in the near future and this same recommendation was made by several other speakers during the course of the Convention. After praising the trade agreements program, Mr. Howard made the following observations:

A third question, and an important one: have we formulated adequate plans for the stimulation of in-

ternational trade so essential when the present cycle of armaments building has exhausted itself? When this time comes, the world will surely find itself confronted, ironically enough, by the "threat of peace." If this eventuality is to be avoided, there is just one thing that will take up the slack of industrial stagnation and unemployment inevitably resulting from the stoppage of armament manufacture—and that one thing is an expansion of foreign trade to levels commensurate with its full potentialities.

***The necessity of the "have not" nations to obtain a more equitable position in the markets of raw material producing areas and to realize standards of living to which they have a right to aspire must be recognized. Herein, the changing social philosophy in America which aims to improve the lot of the less favored, surely should apply with equal force to nations as well as to individuals—to the end that the more privileged, both at home and abroad, may find their welfare better secured by the common good.

***The labor union or agricultural group or manufacturing group that cries for isolation as a fallacious means of furthering its own immediate self-interest is very much like the trade association that brings about its own certain defeat by working for monopoly and high prices.

At the banking session later the same day, leading New York bankers discussed conditions in Europe and Latin America and Dr. O. M. W. Sprague of Harvard spoke on monetary developments. In referring to stabilization, Dr. Sprague stated that a return to a fixed gold standard over a large area did not seem practical until the countries concerned had all fulfilled the rather exacting prerequisites which successful functioning of the standard requires.

An educational luncheon session on "Education for Foreign Trade" was held under the chairmanship of Dr. Brooks Emeny, Director of the Cleveland Foreign Affairs Council and author of the *Strategy of Raw Materials*. Several well-known educators in the foreign trade field spoke and discussion was led by Dr. Henry Grady and Reverend Edmund Walsh of the Georgetown School of Foreign Service. The speakers believed that overspecialization in this field was undesirable and agreed that a broad background with a good grounding in principles was much to be preferred to excessive preoccupation with details and technique.

The high spot of the evening session on the opening day was the address by the Honorable George S. Messersmith, who gave a forceful speech



building. All foreign exhibit buildings will be bonded warehouses; patents, trademarks, copyrights and designs will be under congressional protection.

Swiftly the international scene broadened. In South America the earliest signatories were Ecuador and Peru. Venezuela has accepted verbally, the confirmation through diplomatic channels is awaited momentarily. Early announcement of participation by Egypt is anticipated, and will add to the Exposition's scene a nationality of rich color.

Governments of the far-flung islands were not slow to grasp the opportunity of swelling their tourist travel by displaying their attractions, as well as advancing their individual objectives by advertising and exploiting their industries. Santo Domingo, Cuba and the Netherlands East Indies were among the first to conclude their negotiations and definitely announce entry.

Enrolment of the Dutch colonies was regarded as doubly important. Bali, Dutch Borneo, Sumatra, Java, Celebes, Timor and Netherlands New Guinea provide as romantic a background as could be desired by the most exacting, and the decision of the Netherlands government to parade her colonies is expected to set a precedent, under which European governments in general will enrich the Pageant of the Pacific by dramatizing the life and culture of their outlying territories.

Assurance has come from the Philippine commonwealth, and official notification no doubt will be transmitted in the near future. Hawaii has optioned three acres of outdoor space for buildings and gardens, and the Governor of Alaska has appointed a Planning Commission to work out details of participation. The New Zealand commissioner on the American West Coast has strongly urged that his home government should be adequately represented, and similar movements are under way, with the support of strong interests, in most of the nations of the globe.

Tourism, natural outgrowth of progress that frees humanity from its burden of toil and bestows new leisure accompanied by new wealth, will be a potent coordinating note in this 1939 Golden Gate International Exposition. Vacationland assets of foreign nations will share prominence with their industrial and market opportunities, and their historical and cultural achievements. The Fair will be a catalog of travel appeal, particularly for the Western Hemisphere.

Speaking for the moment in terms of the United States, the Exposition is designed to bring about the greatest westward travel movement in history. A \$10,000,000 program of cooperative pro-

motion, enlisting industrial firms with travel bureaus and regional organizations, is swinging into action to bring this about. At San Francisco Bay, terminus of travel by land, millions of visitors—including many of the roving, perennially traveling type—will find their appetites whetted by glimpses of more distant attractions.

To enhance this mood, the site of the Fair is spectacularly appropriate. It is under construction today on a 400-acre island reclaimed from the depths in the center of San Francisco's harbor. Four hundred acres are not easy to visualize, perhaps—but picture two eighteen-hole golf courses, with their attendant club facilities, and the result is not greatly different in area from the compact site of the Golden Gate Exposition.

The \$77,000,000 San Francisco-Oakland Bay Bridge is one means of approach to this "Treasure Island"; the \$33,000,000 Golden Gate Bridge, longest of single spans, crosses the sunset at the entrance to the harbor. These two structures, the greatest bridges in the world, will visibly express from the island the theme of this 1939 World's Fair. Other elements of the theme—Boulder, Bonnevillie and Grand Coulee dams, sources of electric power that will speed the Western industrial expansion in an acceleration it has not seen since the gold rush days of '49—will key into generally improved transportation and communication to consolidate the Pacific trade empire as never before.

After 1939, when the Exposition is over, the island will become an airport, operated by the City and County of San Francisco for the benefit of 2,000,000 residents of cities surrounding the harbor. Distance by ten minutes from downtown San Francisco or central Oakland, it will maintain, in its airport role, the amalgamating influence in affairs of the Western Hemisphere that was initiated by the Exposition. The island will no doubt become the strategic junction of land, sea and air routes of the Pacific Coast.

This dual function has its effect upon the \$16,000,000 construction program of the World's Fair. Approximately \$6,250,000 in WPA and PWA grants are devoted to features of permanent value, useful also to the Exposition. In this category are three buildings—two hangar-exhibit halls and a three-story air terminal-administration building—with roads, water supply, drainage and certain landscaping in addition to the \$3,800,000 project of reclaiming the island.

More than \$10,000,000 in buildings were under construction on Treasure Island in the autumn of 1937. These included the first blocks of exhibit halls for the \$50,000,000 World's Fair; they will

(Continued on page 754)



View of San Francisco Bay with the Golden Gate Bridge in the foreground and the Oakland Bridge in the background

A Pageant of the Pacific

By BRIG. GEN. WILLIAM H. GILMORE (AC-RET.)

Director of Governmental Participation, Golden Gate International Exposition

APUNGENTLY international flavor always has permeated San Francisco, for its wharves are links between the productive territory to the east and the vast export market that rims the Pacific to the west.

Commercial and social relations and intercourse between these great geographical sections have been vastly stimulated, in recent years, by strides in their communication. Most spectacular of these by far are the Clipper Ships, which literally have substituted days for the weeks that were required for transmission of men and goods across the ocean.

"The dawn of a new era" may be a hackneyed phrase, but it is a hard fact in Pacific communications. Nowhere is it more apparent than in San Francisco's harbor, where the two greatest bridges in the world offer a dramatic picture of transportation at its zenith. To celebrate this dawn, the San Francisco Bay area has enlisted the sponsorship of the eleven Western States of America, and with them is building a World's Fair—the Golden Gate International Exposition—for 1939.

"A Pageant of the Pacific" is the central theme chosen for America's official World's Fair on the Pacific, and its significance is dual. Assemblage of all the Pacific nations must surely, from the foreign point of view, cement old friendships, form new ones and increase the mutual understanding and accord that is the foundation of successful foreign relations.

From the domestic point of view, the massing of nationalities in presenting their histories, their arts and works, and their patterns of the future must give Americans a sounder grasp of foreign affairs. Far mystic lands, either half-understood or wholly misunderstood, will take firmer shape in the American mind, stirred by new interest. Aware of the increasing world importance of the Pacific, creators of this 1939 World's Fair plan to stress deliberately the Pacific nations, although the warm interest of nations everywhere is being expressed and encouraged.

Enthusiasm of the Pacific nations, naturally first contacted, has been most gratifying. Guatemala was the first to announce official acceptance of President Roosevelt's universal invitation to participate; Japan very soon assured a suitable presentation of the Nipponese national picture. Since the Japanese art collection is a still-remembered highlight of San Francisco's 1915 Panama-Pacific Exposition, Japan's entry was regarded as highly appropriate.

Central American nations followed in close succession. Honduras, El Salvador, Nicaragua, Costa Rica, Mexico and Panama joined into the plan, local consular representatives in some cases laying the groundwork and proving of major support to the Exposition commissioner in Central America.

Certain of these nations will erect their own pavilions; others will exhibit in the International



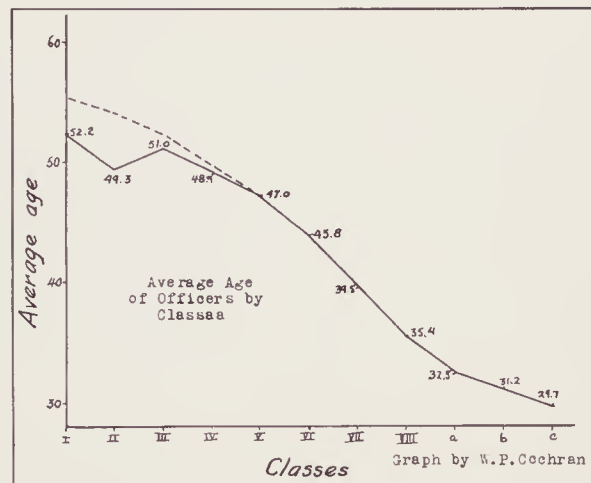
Promotion of Foreign Service Officers

There are few officers who would care to place themselves on record as opposed to some system of selection on merit for promotion in the service. There are a good number, however, who feel that the present standard of selectivity has been set too high in that many officers who are thoroughly competent and who are assets to the service have been unable to advance at a reasonable rate of promotion, due partly to the fact that the available vacancies under the legislative restrictions on percentage of officers in the higher grades have been regularly filled by outstanding men junior to them in point of service.

Given ideal personnel for the service, a searching examination for entrance, followed by a period of probation before permanent confirmation, an even age distribution according to grade, and a reasonably early retirement age, perhaps the fairest system of promotion is straight seniority. Unfortunately, we are not concerned with such perfection, so that we must retain the selective basis for promotion, while seeking to administer it in such a way as best to promote the welfare of the service.

The structure of any organization divided into a hierarchy of classes follows usually a certain well-defined form which, for the sake of convenience we may term pyramidal. At the base is the most numerous class of junior officers with a low average as respects age and years of service, and climbing the pyramid each class becomes smaller with a higher average age and number of years of service until the top class, the smallest of all, is reached, whose members are nearing the age of retirement. Moreover, in such an ideal organization, the age and years of service (in the case of the Foreign Service, years in the *career* service) of any one officer should be as near to the average for his class as possible.

Unfortunately, due to circumstances beyond control which have attended its growth, the American Foreign Service has departed from this ideal structure. Not only is the average age of the men in the top classes comparatively low as respects that of the middle and lower grades, but there is a big difference between the average age of Class I, fifty-two,



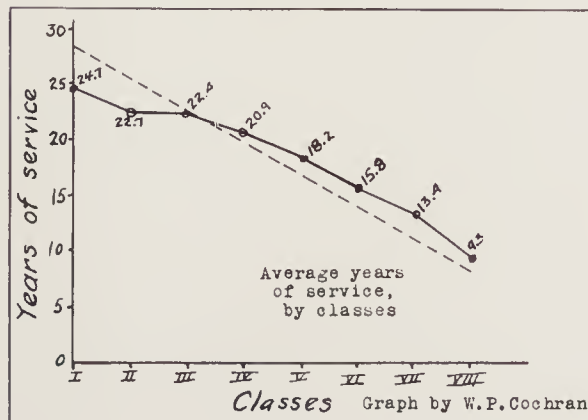
and the age of retirement of sixty-five. On the other hand, there is little difference in the average ages of the first four classes. Furthermore, there is considerable disparity between the ages of the officers within each grade. It may be added that in the next few years, the number of officers on the active list in the top grades with approximately thirty years' service will probably decrease until the block that came in around the time of the Great War is reached.

If the Foreign Service is to be well balanced, there must be sufficient turnover in the top grades through promotions up to the grade of Minister, retirements for age or length of service, and deaths, to permit promotions and admissions to proceed in regular rhythm.

Due to the limited number of vacancies, the present system of promotion in effect concentrates upon the advancement of those officers with the efficiency ratings of "excellent" and "very good." This tends to accentuate the inequalities in distribution throughout the grades as respects age and length of service. It is, of course, not only to be expected, but to be desired that the men of outstanding ability should advance the most rapidly. However, if service morale is to be maintained, the many competent men who hold efficiency ratings of satisfactory or better should also receive regular promotions even if at a slower rhythm. In any case blockage must be avoided. Accordingly the following suggestions are proffered for a change in the system of promotions:

- I. The age of compulsory retirement for Foreign Service Officers to be reduced to sixty-two or even sixty except for those promoted to the grade of minister who would retire at sixty-five. The compulsory retirement provision would not affect Foreign Service Officers serving as Ambassadors, since they are *hors cadre*.
- II. Retirement to be compulsory in all cases at the end of thirty-two years' service not counting special credits for service at unhealthful posts, irrespective of age and providing that the officer

(Continued on page 746)



The American Foreign Service

By SELDEN CHAPIN, *Department of State*

(Conclusion of Article which was begun in the November issue)

Increased Allowances

The vast majority of Foreign Service Officers are satisfied with the present scale of salaries as such, but feel that they are entitled to allowances sufficient to cover the important expenditures which they are called upon to make due to the exigencies of the service. Expenditures for representation, for home leaves of absence, for new outfitting when departing for another post with a climate entirely different from that in which the officer is serving, for damage to household effects in shipment or by climatic conditions, are all items which either have no counterpart in other walks of life or are paid for by the organization by which the person making the expenditure is employed.

A modest beginning in the shape of representation allowances has been made. It is to be hoped that Congress can be convinced of the necessity of increasing this appropriation to the point where it might be adequate to cover the actual and necessary expenditures made from their own pockets not only by chiefs of missions and consular offices, but by subordinate personnel in advancing the interests of this government.

Although not a single American Ambassador, let alone the Ministers, is supplied with an automobile and chauffeur, the majority of the important governments, and some of the smaller countries, make some provision in this matter for their representatives. It is somewhat inconsistent to refuse to provide an automobile for the personal use of the Ambassador, when the mayors of many small cities, ranking officers of the army and navy, and even our military and naval attachés abroad enjoy the use of official automobiles and chauffeurs.

Allowances for Travel on Home Leaves of Absence

The right to a home leave at regular intervals with travel expenses paid by the government is one that should be enjoyed by all officers of the American Foreign Service no matter where stationed and irrespective of the cost involved in transporting them or the fact that they may have had to return home for some emergency or other reason at their own expense as authorized by the Department during the interval following their last paid home leave. It is believed that most important foreign governments and large corporations adhere to this rule in making full or partial allowance for home leaves of absence.

Removal Allowances

Similarly, most foreign governments grant a removal allowance, in addition to the cost of packing and transportation of effects, to an officer upon transfer from a post in a temperate climate to one in a

tropical climate and vice versa. The American Foreign Service should enjoy such allowances.

Retirement Contributions

Due to unusually heavy recent demands upon the retirement fund, and to the small appropriations for the purpose, this fund has now shrunk to a point dangerously near to insolvency. If, in the future, retirements are to continue to take place at the same rate as in the past, or better yet, at an increased rate in order to make way for uniform promotions on the active list as outlined elsewhere in this memorandum, increased appropriations must be forthcoming for the fund.

The abolition of the necessity for Foreign Service Officers to contribute to the retiring fund would in effect grant a slight salary increase, 5 per cent to all officers on the active list, and would permit of freer and more flexible retirement of officers upon reaching the age limit of sixty-two, upon thirty years' service or upon failure to receive promotion to the next highest grade.

It would seem just, moreover, to provide for modest pensions for widows and dependents of deceased Foreign Service Officers whether serving on the active list or whether retired at the time of their decease.*

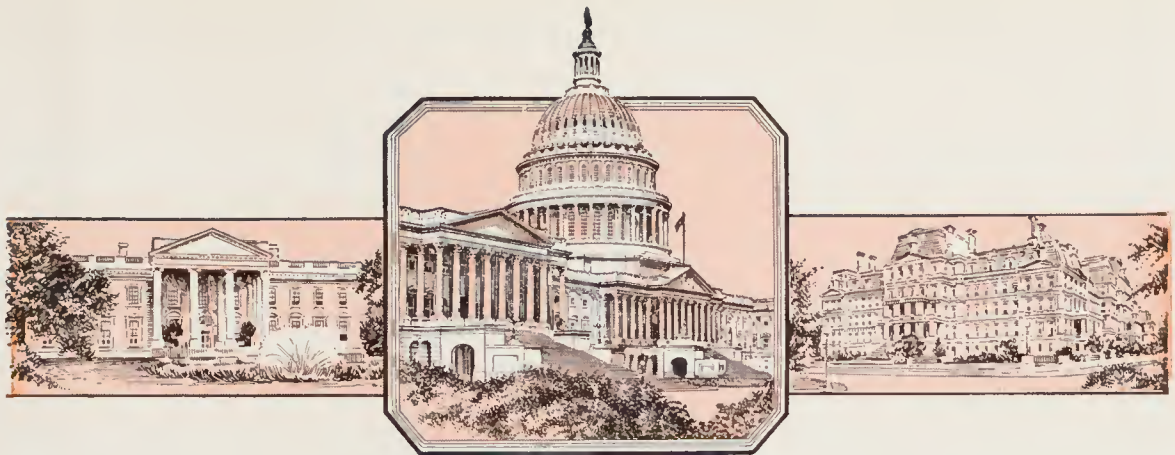
Rent, Light and Heat Allowances in Washington

It is well known that Washington is one of the most expensive cities in the United States and consequently in the world. It would seem only just, particularly if, as is advanced elsewhere in this memorandum, all Foreign Service Officers should in turn be ordered for at least temporary tours of duty in Washington, to make a serious attempt to obtain from Congress an appropriation allowing a reasonable allowance for Foreign Service Officers which would permit them to serve in Washington without serious personal financial penalty.

Allowances to Subordinates while in Charge of Posts

Among other inequalities in the present scheme of allowances for the Foreign Service is the failure to provide temporary allowances to any subordinate left in charge of a post who already receives a salary equal to half or more of that received by the absent principal officer. It is obvious that during his period in charge, the subordinate officer is bound to incur expenses over and above those which he normally has for his living and representation costs and that he is invested with greater responsibility.

*This might be done through a system of joint and survivorship annuities which would be optional with the officer concerned, and would place no extra burden on the retirement fund.



News from the Department

The Secretary and Mrs. Hull made a brief trip to Canada during the last half of October. A detailed account of this unusually successful trip appears on page 707 of this issue.

Shortly after the Secretary's return from Canada, the Minister for Foreign Affairs of Norway, the Honorable Halodan Koht, visited Washington and there was a round of ceremonies in his honor. President Roosevelt and Secretary Hull each gave a luncheon for the distinguished visitor.

The Secretary spent the closing days of October and the early part of November on a well-deserved vacation, during the course of which he visited Pinehurst, North Carolina.

On October 21, the United States in association with the Governments of Costa Rica and Venezuela tendered its good offices to the Governments of Honduras and Nicaragua in connection with the boundary controversy between the two last named countries. On the following day, Acting Secretary Welles announced that Dr. Frank P. Corrigan, Minister to Panama, had been selected as the representative of this Government in the extension of good offices.

Dr. Corrigan, who was in Cleveland on vacation, left a few days later for San Jose, Costa Rica, with William P. Cochran, Foreign Service Officer assigned to the Department, as his assistant.

Acting Secretary Welles on October 29 received members of the "Flying Caravan" of the Peoples' Mandate to End War on the occasion of their de-

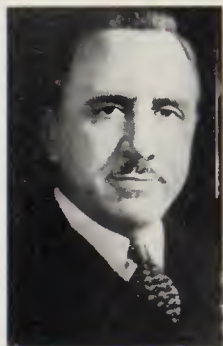
parture from Washington on a good will tour by air of the American Republics.

A series of radio broadcasts entitled "Brave New World" was inaugurated on November 1 by the Office of Education, Department of Interior, with the cooperation of the Columbia Broadcasting System. The programs are designed to give the people of the United States a broader knowledge of the life and culture of the other American Republics. The JOURNAL hopes to describe these broadcasts in more detail in a subsequent issue.

An Inter-American Radio Conference convened at Habana on November 1. Delegates of the United States were the Chairman of the Federal Communications Commission, Commander Craven, and the Honorable R. Henry Norweb, American Minister to the Dominican Republic. Mr. Norweb was unable to stay for the duration of the Conference, as he was called back to his post at Ciudad Trujillo in connection with the frontier difficulties between the Dominican Republic and Haiti.

The Nine-Power Conference due to convene in Brussels on October 30 opened in that city four days later, on November 3. The opening session was addressed by the Honorable Norman H. Davis, the delegate of the United States, in a speech which emphasized this Government's freedom of commitments and sincere desire to find a path to peace in the Far Eastern situation.

Foreign Minister of Haiti Leger called at the Department on November 8 and was received by



Frank P. Corrigan



R. Henry Norweb



THE AMERICAN FOREIGN SERVICE JOURNAL

Vol. 14

DECEMBER, 1937

No. 12

PUBLISHED MONTHLY BY AMERICAN FOREIGN SERVICE ASSOCIATION, WASHINGTON, D. C.

The American Foreign Service Journal is open to subscription in the United States and abroad at the rate of \$4.00 a year, or 35 cents a copy, payable to the American Foreign Service Journal, care Department of State, Washington, D. C.

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The American Foreign Service Association is an unofficial and voluntary association of the members of The Foreign Service of the United States. It was formed for the purpose of fostering esprit de corps among the members of the Foreign Service and to establish a center around which might be grouped the united efforts of its members for the improvement of the Service.

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THE EDITORS' COLUMN

The JOURNAL staff was saddened by the death on November 9, of Augustus E. Ingram. "Gus," as he was affectionately known, worked hard and unselfishly for the JOURNAL during the five years he served as Editor. In addition, as a contributor, both before, during and after his editorship, he set an example which might well be emulated by all of our readers. We shall miss his ready and helpful cooperation, his keen interest in everything that pertained to the Service. Our sincere sympathy goes to Mrs. Ingram.

The publication of the first installment of Mr. Chapin's interesting and provocative article on the Foreign Service has already elicited much comment, in the press, in the form of letters to the Editors (both written and promised) and in conversations among officers stationed in the Department. The Washington Daily News in its edition of November 9, 1937, called attention to the article in a story entitled "Eight Reforms to 'Streamline' Foreign Service are Sought." The story itself summarized some of the chief points made by Mr. Chapin.

The JOURNAL hopes that readers in the field will in goodly number be impelled to send in their reactions to the article. We believe that all concerned will welcome a thoughtful discussion.

LAST RITES FOR CONSUL GENERAL MARRINER

The remains of the late J. Theodore Marriner, American Consul General at Beirut, Syria, arrived at Boston on the morning of November 10 on the steamship *Excambion*. An eleven gun salute was fired from a shore battery as the ship entered the harbor. Mr. Stanley Woodward, Assistant Chief of the Division of Protocol of the Department, went to Boston to take charge of the remains.

Funeral services were held at Portland, Maine, Mr. Marriner's home, on Saturday afternoon, November 13, in the Wilde Memorial Chapel. Interment took place at the Evergreen Cemetery at Portland. Appropriate military honors were rendered at the time of interment.

In addition to Mr. Woodward, who represented the Secretary of State, Mr. Norman Armour, American Minister to Canada, Mr. James Clement Dunn, Special Assistant to the Secretary of State, and Mr. Howland Shaw, Chief of the Division of Foreign Service Personnel, attended the funeral services in Portland.



F. S. Changes in the Departments

The following changes in Foreign Service officers assigned to the Department have occurred since October 11:

Arrivals

John S. Littell, formerly at Kingston, Jamaica, has reported for duty in CA.

Departures

Charles E. Bohlen, formerly in Eu, has been assigned to Moscow.

Sidney E. O'Donoghue, formerly in RA, has been assigned to the Embassy at Habana.

William T. Turner, formerly in FE, has been assigned to Dairen.

R. Borden Reams, temporarily in CA, will proceed on leave within the next few days.

Transfers

Arthur R. Ringwalt, formerly in PI, is now on duty in FE.

Retirements in the Department

Mr. Herbert B. Collins, Assistant to the Legal Adviser, retired on September 30, 1937, after thirty-five years in the Government service. He is now living in St. Petersburg, Florida, where he has bought a home.

Mr. Collins served 14 years in the Legal Adviser's Office, following previous service with the Commerce and Labor Departments.

The many friends of Dr. Aloysius Wenger, Economic Analyst in the Commercial Office, will regret to learn of his retirement on September 30, 1937, because of ill health. Mr. Wenger is now living with his family in Bethesda, Maryland.

Dr. Wenger's functions during recent years as senior reader in the Commercial Office gave him unusual familiarity with the scope and quality of consular commercial and economic reporting. It was a tribute to the remarkable breadth of his knowledge that the justice of his ratings and observations was universally recognized. The many members of the Foreign Service with whom he was personally acquainted will miss his friendly helpfulness in this important phase of the Service's activity.

TRADE AGREEMENTS NOTES

Foreign Trade Convention

Harry C. Hawkins, Chief of the Trade Agreements Division, attended the 24th Annual Convention of the National Foreign Trade Council held at Cleveland, November 3-5. A summary of proceedings there is contained elsewhere in this issue.

Czechoslovakian Hearings

Hearings on a proposed trade agreement with

Czechoslovakia began on October 25 and lasted through five days (with one evening session). More than 100 persons were heard. Their testimony constituted nearly 1,200 pages of transcript. The digestive capacity of members of the trade-agreements organization is being taxed in assimilating this material.



Cartoon by Curtis Barnes (TA)

The "Big Apple" (crop)

The Department of Agriculture predicts increased apple exports this year because of the larger crops in this country and smaller crops in European countries. All of the sixteen trade-agreement countries gave us some concession, in one form or another, on apples.

Agreements Contemplated

Announcements have been made that agreements are contemplated with Venezuela (October 26), Turkey (November 3), United Kingdom (November 17), and Canada (November 18).



President Roosevelt on the following day.

Information was gathered during the past month by departmental heads concerning the feasibility of a five-day week in the Department, as part of a survey which has been under way for some months with both the Civil Service Commission and the Bureau of the Budget participating.

Trade agreement developments appear elsewhere in this issue.



Geo. T. Summerlin

The President, on October 12, 1937, signed an Executive Order extending the period of service of Mr. George T. Summerlin in the Foreign Service for such time as may be deemed necessary but not beyond the close of business on November 30, 1942.

In accordance with Departmental Order No. 705 of July 29, 1937, Mr. Summerlin has been designated as Chief of the Division of

Protocol of the Department. During the time that he will be serving in this capacity he will have the rank of Minister.

Retirement System

It will be of interest to Foreign Service officers, who have realized for some time that the financial condition of the Foreign Service retirement system was unsatisfactory, that the Department has been engaged in intensive research for the past year as a basis for remedying this situation. Careful studies have been prepared with respect to the retirement plans of a number of foreign governments, other retirement plans of our own government, and those of some of the largest private business organizations. An up-to-date actuarial valuation of the present retirement system has also been prepared by a government actuary with the cooperation of the Department and the same actuary has supplied the Department with cost data concerning a number of proposed amendments to the retirement law. Preliminary drafts of legislation are already under consideration in the Department and it is confidently expected that it will be possible to recommend a definite program of legislation to Congress during its next regular session which commences in January, 1938.

Biographies of Early Envoys and Consuls

Consul George Gregg Fuller, Winnipeg, has presented to the Department a volume entitled "Representatives Abroad" containing biographical sketches and portraits on steel of "envoys extraordinary and ministers plenipotentiary, ministers,

consuls-general, consuls and other officials representing the United States Government in foreign countries," which was published in New York by the Atlantic Publishing and Engraving Company in 1879.

Two appointments of divisional assistant chiefs were made during November: Sheldon Thomas received the designation, effective November 1, in CI, while George H. Butler was named in RA on November 10.

Retirement of Hoffman Philip



Hoffman Philip

The retirement of the Honorable Hoffman Philip became effective on October 31, 1937, and he relinquished his duties as Ambassador to Chile on that date, thus bringing to a close a signally successful career in the Foreign Service which began 36 years ago. Mr. Philip was appointed, following service in the Spanish-American War, deputy consul general at Tangier on November 6, 1901, and re-

mained at that post until 1903, after having attained the rank of consul general. In 1903 he was appointed minister resident and consul general to Ethiopia, following Robert P. Skinner's negotiation of a commercial treaty in 1903.

Following short assignments to Rio de Janeiro, Constantinople and to the Department, Mr. Philip returned to Constantinople in 1912 and served there until he was appointed Minister to Colombia on August 8, 1917. While in Turkey Mr. Philip distinguished himself in connection with the famous hostage ship which the Turkish Government filled with nationals of France and England and sent down the Dardanelles to face the British bombardment at Gallipoli. Mr. Philip insisted on accompanying the hostages. After a week's dangerous experience, the ship returned safely.

In Colombia, Mr. Philip was in charge of the Legation during the delicate period which led up to the exchange of ratifications of the Treaty between the United States and Colombia on the Panama question. Following this assignment, he served as Minister to Uruguay from 1922 to 1925, to Iran from 1925 to 1930 and to Norway from 1930 to July 22, 1935, when his nomination as Ambassador to Chile was approved. His period of service at Santiago was unusually successful in assisting in placing relations between the United States and Chile on more satisfactory bases in a period of difficult problems.



News from the Field

MEXICO CITY

American Consular Conference

A conference of all Foreign Service Officers in Mexico was opened by Ambassador Daniels at the Ambassador's residence on October 9, 1937, and was closed at a luncheon for officers and their wives given at Xochimilco (Floating Gardens) on October 15. Twenty consuls came from as many posts and many were accompanied by their wives.

The Conference was the first to be held in Mexico in almost seven years and was unique in that there were in attendance three officers from

more in attendance
 the Department (Messrs. Duggan, Simmons and Erhardt) and four officials from the Mexican Foreign Office, i.e., Mr. Ramon Beteta, Under-secretary of Foreign Affairs; Mr. Manuel Cruz, Chief of the Consular Section; Mr. Octavio Reyes Spindola, Chief of the Protocol Section; and Mr. Jaime Torres Bodet, Chief of the Diplomatic Section. Thus the Conference had the distinct advantage of personal contact with those who are helping to direct our Government's policy and also with high Mexican officials who explained the policy of the Mexican Government.

"We have gathered here," Ambassador Josephus



Group at Consular Conference, Mexico City



Senator Capper Criticizes

Senator Arthur Capper has chosen the *Saturday Evening Post* as the medium for telling the farmers and others that "Good Old Neighbor Sam" is too generous in negotiating trade agreements on the unconditional most-favored-nation principle. Energetic rebuttals of Senator Capper's arguments were made by the Secretary in a widely-publicized letter to the Senator made public on October 27, 1937, which summarized the benefits to agriculture by the trade agreements program and pointed out that abnormally heavy imports of competitive agricultural products in recent years were due to causes such as droughts rather than to tariff adjustments.

Foreign Trade Progress

Export trade with agreement countries increased by 44.5 per cent during the first three quarters of this year over a similar period of last year; imports increased by 27.4 per cent. For the same period exports to all other countries increased by 33.0 per cent and imports by 44.4 per cent.



Secretary Hull and Minister Armour.

COVER PICTURE

"Father Yule," holding the tree of life as he brings gifts. From a Norwegian postcard submitted by Maurice P. Dunlap.

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CONTRIBUTORS TO THIS ISSUE



Maurice P. Dunlap



Robert English



J. Rives Childs

The author of *The Yule Tree's Story*, MAURICE P. DUNLAP, had considerable magazine and editorial experience before he entered the Service, and he has put it to good use. In his leisure time as Consul at Bergen he worked up the extremely instructive article which appears in this issue.

ROBERT ENGLISH, Third Secretary at Ottawa, cooperated with the Editors by submitting an account of the Secretary's visit to Canada. DAVID McK. KEY, Second Secretary at the same post, was most helpful in running down suitable photographs.

The Editors, ever since their induction into office, have hoped to start a series of articles describing posts in the Service in a way which posts reports do not. We have asked several officers to try their hand and the article on Iran in this issue is the first fruit of our efforts. We are particularly grateful to RIVES CHILDS for interrupting a busy schedule to prepare this article for the *JOURNAL*, and can only repeat the hope that it may be emulated by other officers.

Doubtless some of our readers saw something personally of the President's Committee to Study European Cooperatives, when its members were in Europe in 1936, the results of whose deliberations are described in this issue.

News Notes

The Honorable Leo R. Sack, the former American Minister to Costa Rica, who resigned last January in order to become Vice President in charge of Public Relations of the Schenley Products Company, has established his residence with Mrs. Sack and their daughter Sarita in Pelham, Westchester County, New York.



FRANKFORT-ON-MAIN



The accompanying photograph shows guests at a farewell dinner for Consul General and Mrs. George A. Makinson on the eve of their departure for Osaka, Japan. The Makinsons and Consul Heingartner, the host, are seated on the sofa. Consul Redecker is standing at extreme right

LEIPZIG

Miss Dusolina Giannini of Philadelphia, who has been singing in leading roles at the Metropolitan Opera of New York and is now making a concert tour of Europe, sang Monday night, the 11th of October, in the Central Theater, Leipzig. She entertained a very large and enthusiastic audience with songs from Schubert and Adolf

Jensen. Italian folk songs, and arias from various operas. After the concert Consul General and Mrs. Busser entertained at their home in the Zöllner Strasse Miss Giannini, her accompanist, Professor Michael Raucheisen, her manager, Mrs. Bertha H. Lederer of St. Paul, Minn., several prominent local musicians, Consul and Mrs. David H. Buffum, the Italian, Polish and Swiss consuls, members of the American colony, and others.

BANGKOK

On November 13, 1937, a treaty of friendship, commerce and navigation between the United States of America and Siam was signed at Bangkok. The treaty was signed on behalf of the United States by the Honorable Edwin L. Neville, American Minister to Siam.

The new treaty, which is for a term of five years and which supplants the Treaty of 1920 between the United States and Siam, follows the lines of recent treaties with other countries and covers generally the subjects provided for in modern treaties of friendship, commerce and navigation.



COMMISSIONED STAFF AT THE CONSULATE GENERAL, BUENOS AIRES, JULY 23, 1937
Front row: Messrs. Dillingham, Rayndal, Consul General Burdett, Cousins, Lightner. Back row: Messrs. Banash, Busser, English, Copley, Thompson and Ellis



Ambassador Daniels and Jack Ehrhardt on one of the Xochimilco "Clippers."

Daniels informed the meeting, "to exchange experiences, to swap ideas and to be informed of the true situation in Mexico, particularly as it concerns Americans in Mexico, to study regulations and the best way of administering them, to hear from Consuls in every district of special conditions that call for their discreet judgment and action and to organize the diplomatic service in Mexico for the good of our country and for the strengthening of friendly relations."

The first two days of the Conference had to do largely with the subject of political reporting and with problems in Mexico of special interest to the United States. Besides the Ambassador, Mr. Duggan and Mr. Boal addressed the Conference. On the third day immigration matters were discussed by Mr. Simmons and other officers.

On October 13th, Mr. Beteta discussed his Government's policy especially with regard to the agrarian question and Mr. Cruz enlightened the Conference regarding Mexican consular practice. Mr. Spindola spoke on matters connected with his section of the Foreign Office and Mr. Lockett, American Commercial Attaché, read an interesting

paper on economic, commercial and financial reporting. Citizenship and protection matters, commercial work and certain miscellaneous subjects were also discussed.

The importance of contacts through social gatherings was fully recognized and those who attended will long remember the dinner given to the officers and their wives by the Ambassador and Mrs. Daniels; the picnic luncheon at Mr. and Mrs. Boal's charming home at Cuernavaca; the stag luncheon in the beautiful dining room in the Mexican Foreign Office; Mrs. Daniels' luncheon for the visiting ladies; and the many other gatherings.

The officers left for their homes enthusiastic over the success of the Conference and the benefits they derived from it. If they were stimulated, so also were the Ambassador, his co-workers in Mexico City, and the Washington triumvirate, all of whom, as the Conference curtain fell, joined the visiting consuls in proclaiming: "Another in 1939!"*

J. B. S.

*New Fiscal and Budget office please note!



Consul General Stewart examining the Xochimilco Canals.



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A Political Bookshelf

CYRIL WYNNE, *Review Editor*

THE ORIGINS OF THE FOREIGN POLICY OF WOODROW WILSON. By Harley Notter. (Baltimore, The Johns Hopkins Press, 1937. pp. vii, 695. \$4.50.)

Dr. Notter's admirable study of Woodrow Wilson's foreign policy is much more than a study of origins. Only a third of the substantial volume is devoted to the formative period before Wilson entered the White House and the other two-thirds, well over 400 pages, trace the development of the war president's foreign policy from March, 1913, to the great decision of April, 1917. The volume is, therefore, of much more general interest than its modest title indicates.

As a thorough and painstaking survey of the development of Wilson's political philosophy, and especially of his thinking on foreign policy, this book has only one rival—Ray Stannard Baker's great biography of Woodrow Wilson that is still in progress. Dr. Notter has not only made an effort to read everything of Wilson's that is in print but he has been allowed access to great collections of Wilson, Bryan, House and Lansing papers. He has, it may be noted, made very frequent use, in his chapters on the World War period, of the Department of State's *Foreign Relations* volumes. And on these sources Dr. Notter has built his book; he does not relegate them to his footnotes only, in the manner of certain modern biographers, and devote his text to his own theorizings. He has written a remarkably sound and scholarly book.

The author sets forth the thesis "that all the essential elements of thought governing Woodrow Wilson's foreign policy were determined . . . before he took the oath of office as President of the United States." In describing the development of Wilson's ideas on foreign policy the first chapters of the book show that the roots of that policy are chiefly to be found in the war president's early work in the fields of political science, history and comparative government—not directly in the field of foreign relations and international law. This

is true of such concepts as that of the equality of states, the right of self-determination, and the necessity for the triumph of constitutionalism and democracy. It is especially noticeable that few of the men whose writings shaped his thinking during the formative and early years—men like Burke, Bagehot and Gladstone in England and Frederick J. Turner in the United States—were principally concerned with foreign policy. Consequently, when Woodrow Wilson campaigned for the presidency in 1912 he offered the voters no comprehensive foreign policy and his first inaugural address was concerned with domestic reform, not international relations. There were other evidences that only "the essential elements of thought governing Woodrow Wilson's foreign policy," not the foreign policy itself, had taken form before the inauguration; this volume discovers no roots for Wilson's policy of intervention in Mexico (p. 251) or for his interpretation of the Monroe Doctrine (p. 296) or even for the neutrality policy that Wilson was forced to work out with the coming of the World War (p. 318). Certainly if Dr. Notter's careful searches have not unearthed the "origins" of all of the Wilson foreign policies, it is most unlikely that they exist.

The reader will be interested in the challenging statement on page 521 of the book, that Wilson's address of May 27, 1916, was the "most important pronouncement in American policy since 1823,"—which, it will be recalled, was the year when Monroe set forth his famous Doctrine. In that speech Wilson declared that the United States was "willing to become a partner in any feasible association of nations formed in order to realize [certain] objects and make them secure against violation." If Wilson's statement of May 27, 1916, had been accepted by the nation to the extent that Monroe's declaration of December 2, 1823, was accepted, then indeed the Wilson pronouncement would have ranked with the Monroe declaration.



The description of youth programs in foreign countries has been made as objective as possible. It nevertheless appears that the state has taken a place alongside of, and in certain countries has supplanted the home, the school, and the church in the training of youth. This tendency is especially apparent in the authoritarian states. These programs have affected not only the younger, but the very youngest generation. Thus in Italy the Figli della Lupa section of the Balilla starts its work with children of six.

The material here assembled will make it convenient to compare the programs and the positions in their respective societies of such diverse types of youth organizations as the Hitlerjugend and the Arbeitsdienst in Germany, the Balilla of Italy, the Komsomol in Russia and our own CCC and 4H Clubs for rural youth. The short historical sketch of activity by the American government on behalf of youth will be found especially useful. The section on the United States places the American youth problem in its historical setting and outlines the work of federal and state government in this field up to the depression. There follows a systematic account of the work of the Civilian Conservation Corps and the National Youth Administration.

Valuable appendices summarize the situation in each country as respects vocational guidance, employment assistance, student aid, and required military training.

JAMES S. BEDDIE.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS AUGUST 24, 1912, AND MARCH 3, 1933

OF THE AMERICAN FOREIGN SERVICE JOURNAL published monthly at Washington, D. C., for October 1, 1937.

State of District of Columbia }
County of Washington, D. C. } ss.

Before me, a Notary in and for the State and county aforesaid, personally appeared H. A. McBride, who, having been duly sworn according to law, deposes and says that he is the Business Manager of THE AMERICAN FOREIGN SERVICE JOURNAL and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, to wit:

That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, American Foreign Service Association, Department of State, Washington, D. C.; Editor, George H. Butler, Department of State, Washington, D. C.; Business Manager, H. A. McBride, Department of State, Washington, D. C.

That the owner is: American Foreign Service Association, an unincorporated association composed of several hundred members. President: Ray Atherton, Department of State, Washington, D. C. Treasurer: John Carter Vincent, Department of State, Washington, D. C.

That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

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The reader will also be interested in what the author believes to have been the three essential elements of Woodrow Wilson's foreign policy. First was the element of morality, "that the modern age was to be moral as defined in Christianity, and that nations as well as individuals must conform to moral laws." Second was the "belief in the capacity and the right of people to rule themselves." And the third was "his conception of America and her mission . . . to realize an ideal of liberty, provide a model of democracy, vindicate moral principles, give examples of action and ideals of government and righteousness to an interdependent world, uphold the rights of man, work for humanity and the happiness of men everywhere, lead the thinking of the world, promote peace,—in sum, to serve mankind and progress." These three points bring out the idealistic side of Wilson's thinking. Yet the volume makes it clear that Wilson could be a patriotic American in the very practical sense of the term: he was, for instance, very sensitive to the requirements of national honor (p. 295), he recognized the obligation of the government to protect American rights abroad wherever they were legally justified, and he wanted his representatives to keep the American point of view. ". . . we have called Page home from London . . ." he wrote to Colonel House in 1916, "it is our hope that he may get back a little way at least to the American point of view about things" (p. 544).

In these days of world unrest and conflict, when all schools of thought turn constantly to the period of the First World War for precedent and argument, this competent study of the road to war as traversed by a great American President is well worth the reading. It should be of special interest to Foreign Service officers.

E. WILDER SPAULDING.

YOUTH: A WORLD PROBLEM. By W. Thacher Winslow. (Washington, Government Printing Office, 1937. Pp. xvi, 138, 25c.)

This volume comprises a survey of youth movements and youth programs, country by country the world over. The author is administrative assistant of the National Youth Administration. There is a foreword by the director of the NYA, Mr. Aubrey Williams. The assistance rendered by the Department of State and its Foreign Service Officers in the assembling of information for the volume has been suitably acknowledged and has been already referred to in Mr. Winslow's article on the NYA in the July issue of the JOURNAL (p. 388).



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GOOD YEAR



Foreign Service Changes

The following changes in the Foreign Service were announced on October 30, 1937:

Homer Brett of Meridian, Miss., confirmed as a Secretary in the Diplomatic Service and assigned as First Secretary of Embassy at Lima, Peru, in addition to his assignment as American Consul General at Callao-Lima.

Walter A. Adams of Greenville, S. C., American Consul General at Harbin, Manchuria, China, assigned to the Department of State.

Gerald Warner of Northampton, Mass., Language Officer at the American Embassy, Tokyo, Japan, assigned to Taihoku, Taiwan, as American Consul.

Alvin T. Rowe, Jr., of Fredericksburg, Va., American Vice Consul at Taihoku, Taiwan, assigned to Shanghai, China, as American Vice Consul.

Max W. Schmidt of Bettendorf, Iowa, Language Officer at the American Embassy, Tokyo, Japan, assigned to Osaka, Japan, as American Vice Consul.

John K. Emerson of Canon City, Col., Language Officer at the American Embassy, Tokyo, Japan, assigned to Osaka, Japan, as American Vice Consul.

Beppo R. Johansen of Clearwater, Fla., Language Officer at the American Embassy, Tokyo, Japan, assigned to Yokohama, Japan, as American Vice Consul.

U. Alexis Johnson of Glendale, Cal., Language Officer at the American Embassy, Tokyo, Japan, assigned to Keijo (Seoul), Chosen, as American Vice Consul.

Gregor C. Merrill of Berkeley, Cal., American Vice Consul at Yokohama, Japan, assigned to Manila, Philippine Islands, as American Vice Consul.

James B. Pilcher of Dothan, Ala., American Consul at Shanghai, China, assigned to the American Embassy, Peiping, China, as Third Secretary.

Frank A. Schuler, Jr., of Muskegon, Mich., American Vice Consul at Kobe, Japan, assigned to the American Embassy, Tokyo, Japan, as Third Secretary.

Glen W. Bruner of Sterling, Col., American Vice Consul at Nagasaki, Japan, assigned to the American Embassy, Tokyo, Japan, as Language Officer.

David K. Caldwell of Washington, D. C., Lan-

guage Officer at the American Embassy, Tokyo, Japan, assigned to Kobe, Japan, as American Vice Consul.

Charles A. Cooper of Humboldt, Nebr., American Vice Consul at Tokyo, Japan, assigned to Shanghai, China, as American Vice Consul.

Henry B. Day of New Haven, Conn., American Consul at Manila, Philippine Islands, assigned to Sydney, Anstralia, as American Consul.

William E. Yumi of Hoquiam, Wash., Language Officer at the American Embassy, Tokyo, Japan, assigned to Kobe, Japan, as American Vice Consul.

W. Garland Richardson of Richmond, Va., Language Officer at the American Embassy, Tokyo, Japan, assigned to the Consulate General at Tokyo as American Vice Consul.

The following changes in the non-career service were announced on the same date:

Walter W. Ostrow of Newport News, Va., who has been serving as a clerk

in the American Consulate General at Zurich, Switzerland, commissioned as a Vice Consul at that post.

Davis B. Levis of Illinois, American Vice Consul at Paris, France, will retire on November 30, 1937.

The services of Vice Consul Harry D. Myers at Panamá, Panama, who was to have retired October 31, 1937, have been extended until the close of business on October 31, 1938.

George H. Adams of Jonesboro, Texas, American Vice Consul at Callao-Lima, Peru, assigned to Antofagasta, Chile, as American Vice Consul.

Rodney Deane Wells, American Vice Consul at Guatemala City, Guatemala, has resigned effective at the close of business on October 15, 1937.

The following changes in the Foreign Service were announced on November 6, 1937:

Raymond E. Cox of New York City, American Consul General at Praha, Czechoslovakia, has been designated as First Secretary of Legation at that post. He will serve in a dual capacity.

Donald R. Heath of Topeka, Kansas, who has been serving in the Department of State, assigned to Berlin, Germany, as First Secretary of Embassy.

Gerald Keith of Evanston, Ill., American Consul at Bern, Switzerland, designated as Second Secre-

(Continued on page 739)





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Gilbert Grosvenor, Litt.D., LL.D., Editor



Basque Parade in the French Pyrenees.

PHOTOGRAPH BY W. ROBERT MOORE

THE NATIONAL GEOGRAPHIC MAGAZINE, *Washington, D. C.*

went its first transformation by the Ionian Greeks who wrote it, *Persae*, which became in English, *Persia*.

In modern times Persians have come generally to call their country Iran, and themselves Irani, a word derived from the *Airiya* of the *Avesta*, the sacred book of the Zoroastrian faith. The term, *Iran*, is derived from the ancient *Aryana*, signifying the country of the Aryans. In 1935 the Persian Government changed officially the name by which Persia has been known generally to the world to the more ancient name of *Iran*.

Accordingly, in now insisting upon the adoption of the words, *Iran* and *Iranian*, Persia is actually reverting to a usage which antedates even *Cyrus*, the father of Persia. The change, indeed, represents a reversion to the nomenclature of prehistoric times when the *Iranians*, or the *Aryans* of the *Iranian plateau*, were only a little removed from that great dispersal of the *Aryan* peoples from the cradle of their early civilization in *Central Asia* out of which there developed, under the genius of *Cyrus*, the *Persian nation*.

The last century has seen an attempt to place *Persian history* in its proper perspective. It began with the writings of *Gobineau* and has been continued in the extensive archeological investiga-

tions which have been made in *Iran*, most notably by the French and more recently by the *Oriental Institute* of the *University of Chicago* and the *Metropolitan Museum*. Mention should also be made of the extensive studies and research in the field of *Persian art* made by the *Persian Institute for Art and Archeology* under the direction of *Professor Pope*.

In the light of these investigations and of the innumerable monuments of *Persia's past* to be encountered almost everywhere in *Iran*, the *Foreign Service Officer* in *Teheran* has almost illimitable opportunities for the pursuit of *cultural studies*.

A remarkable improvement has taken place in *Persian roads* under the present *Shah*, as well as in the maintenance of order. Accordingly, there is now no difficulty in making extensive journeys in *Iran* by motor. The present writer, during twenty months in *Teheran*, was able to motor through the northwest section of *Tabriz* through *Azerbaijan* and *Kurdistan*, to *Mohammerah* in the southwest through *Luristan*, to *Ispahan*, *Persepolis* and *Shiraz* in the south, to *Yezd* and *Kerman* in the southeast, and in the north through the *Caspian Provinces*. Although hotel accommodations are generally primitive, such journeys in search of the *cultural background* of *Persian history* may be



CULTURAL INTERESTS OF IRAN

(Continued from page 740)

the Fatamid dynasty of Egypt, the Sufis, the Bahais and the Babis.

Persia was the home also of some of our most common fruits and flowers and this Persian origin is evident in the Persian source of such common English words as rose, jasmine, lilac, narcissus, peach, asparagus, orange, cypress, musk and myrtle.

From the earliest period of historic times the country has been a bridge between the Far East and the Mediterranean worlds and today its art represents an amalgam of eastern and western influence. Its carpets have been renowned from remote time, as also its rich textiles; even as long ago as the time of classical Greece the luxury of the Persian Court was proverbial.

Its architecture is represented by the Achaemenian palaces at Persepolis of the sixth and fifth centuries B. C., by the Seljuk and Mongol buildings scattered in the north, and by the Sefavid palaces and mosques of the seventeenth century preserved in Ispahan. For every period of its notable history there is preserved some striking memorial of interest to the curious traveler.

Strategically, the country has played a notable part in the history of the world for more than two thousand years. Its western borders represented the limits of conquest of the mighty Roman Empire. Its Mongol Sultans were courted in the thirteenth and fourteenth centuries by the proudest monarchs of Europe as possible allies against the Saracens who held the Holy City of Jerusalem; its Persian rulers, the Sefavids, were visited by repeated embassies from the West in the hope of establishing common cause against a common foe, the Ottoman Turks, in the sixteenth and seventeenth centuries.

World literature has been the recipient of a greater heritage from the Persian poets, Sa'adi, Hafiz and Firdosi than it has from any other oriental source, while the quatrains of Omar Khayam have become an imperishable part of English literature. Many of the Arabian Nights are the work of Persian story-tellers and one of the most notable characters portrayed in those Nights, Haroun al Raschid, was born and died in Persia. Indeed, Persian cultural influence at the Court of the Caliphate at Baghdad was for many years paramount and all-prevailing.

Today, Persia represents the half-way house between Turkey, which is being rapidly westernized, and that world of Inner Asia to the East which has for centuries existed almost untouched by Western

culture. In few countries of the world have customs with traditions of thousands of years been perpetuated so unchanged as in Persia; yet few countries today are undergoing so rapid a transformation of their ancient ways. This revolution is under the inspiration of a Shah who is one of the most absolute rulers of the world and one whose rise has been as spectacular as that of the present rulers of Turkey, Russia, Italy and Germany.

Four great periods stand out in Persian history represented by the dynasties of the Achaemenians, the Sassanians, the Sefavids and the Pahlevi dynasty founded by the present Shah who ascended the Peacock throne in 1926.

The Achaemenian dynasty founded by Cyrus the Great in the sixth century B. C. was not only the first great Persian national dynasty but was the creator of the greatest empire which the ancient world had hitherto seen.

Some 3,500 years ago the Medes and Persians and other tribes composing the pastoral Aryans of Central Asia descended upon the great plateau now known as Persia. Settling first in the neighborhood of Ardelan the tribe which later became known as Persian emigrated south about 700 B. C. to what is now the modern province of Fars, known then as Anshan. Here they established a petty principality acknowledging the overlordship of Elam to the west and then that of Assyria and still later that of Media.

The first Persian chief of the region of Anshan or modern Fars was known to the Greeks as Achaemenes, ancestor of Cyrus the Great. Hence the name Achaemenian dynasty by which the line of Persian kings descending from Cyrus has become known to history.

About 547 B. C. Cyrus, a petty prince, revolted against Media and at the battle of Pasargadae asserted that supremacy of Persia which was later extended to include all the lands west as far as the Mediterranean. On the field of Pasargadae in the province of Fars he erected temples and palaces and there in the midst of their ruins stands his tomb to which the Great Alexander paid homage some two centuries later in the latter's triumphal progress across Persia to the conquest of the East.

After his victory over the Medes, Cyrus, who had borne previously the title of "King of Anshan" thenceforth styled himself "King of Persia," the name being derived from the appellation, Persis, by which the people of the province of Parsa, modern Fars, had been known, the name being thus extended to denote all the peoples making up the Kingdom established by Cyrus. The name under-



THE SECRETARY'S VISIT TO CANADA

(Continued from page 707)

luncheon in honor of the Secretary at the York Club, which was attended by the leading members of the University, the Chief Justice of Ontario, and other high officials. At this luncheon Mr. King made a fine reference to the efforts the Secretary was making so successful in combating economic nationalism, and also referred approvingly to the President's speech delivered at Chicago on October 5th.

Following the luncheon the entire party went on to the University of Toronto, where at a special convocation the Secretary received the degree



Harry McBride, Ely Palmer and James C. Dunn, in front of Legation at Ottawa.

of Doctor of Laws, *honoris causa*, about two thousand persons being present. The students of the University gave the Secretary a rousing reception. The speech delivered by the Secretary following the conferring of the degree, which was his principal utterance in Canada, was extremely well received by those present, as well as by the press in later editorials.

The Secretary and Mrs. Hull left the same night to return to Washington.

Typical of the editorial comments in the Canadian and American press is the following edi-

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made fairly comfortably if the traveler is equipped with folding cot and mattress and the usual utensils of the camp and of by-way travel.

Teheran itself offers in the staff of the American College means of obtaining through personal contact with keen students of the life of Iran most intimate insights into Persian habits and modern Persian culture. Its library, moreover, contains excellent source material for the serious student of Persia.

Even if the Foreign Service Officer in Teheran is not a student he cannot escape the impact of Persian culture. Persian carpets and miniatures will confront him on every hand and he will needs be singularly impervious to any sense of art if he does not end by entering as eagerly and as understandingly as the great majority of all foreign residents in the country into the respective merits of the Kerman, the Ispahan, the Herati, the Khorassan and other Persian rugs.

For the Foreign Service Officer's wife or for the officer himself there is also the opportunity of finding in the bazaars or with private dealers exquisite brocades and rare Chinese and Persian porcelain, sometimes at absurdly low prices. Although Persia has been ransacked for its artistic treasures, a residuum remains in private homes which comes occasionally on the market. The museums of the world now contain most of the great Persian treasures but there is always the great gambling chance for patient searchers of uncovering some unique carpet or bit of porcelain or textile which have been produced these many centuries by Persian artists.

To conclude, the Foreign Service Officer will find Teheran rich in cultural advantages. They are many and they will repay him richly for the absence of many of the amenities of his own country or of Europe. There is art, one of the greatest artistic traditions of the world, expressed in architecture, in the designs of carpets and brocades, in porcelain and in paintings. There is literature, one of the greatest of the world in the field of poetry. There is history with an historical background of an importance comparable to Greece and Rome in the influences brought to bear upon western civilization. There is philosophy and the part which Persia has played in the origin and development of many of the world's greatest religions. In short, there is everything in Teheran but the mechanics and conveniences of modern civilization. He who seeks the fleshpots of life should wisely avoid Iran but the Foreign Service Officer who responds to other values will find Teheran and its choice circle of companions a post of never-ending interest.



siastic over the expert and clear way in which the speakers covered the many intricate points under consideration.

Dr. Oswaldo Aranha, Brazilian Ambassador to the United States, gave an interesting talk before the Latin-American luncheon session on November 4 and also at the World Trade Dinner the same evening, at which Assistant Secretary Sayre delivered the principal address of the evening on "How Trade Agreements Are Made." The morning of November 5 was devoted to a consideration of practical credit, collection and exchange problems in a number of countries.

The Convention closed with an afternoon session on November 5. Various resolutions were approved, including one favoring the so-called "discretionary" neutrality policy and another advocating the ratification of the Argentine Sanitary Agreement. The trade agreements program was generously endorsed.

FOREIGN SERVICE CHANGES

(Continued from page 732)

tary of Legation at that post. He will serve in a dual capacity.

Kenneth S. Patton of Charlottesville, Va., American Consul General at Amsterdam, Netherlands, assigned to Singapore, Straits Settlements, as American Consul General.

E. Paul Tenney of Seattle, Washington, American Vice Consul at Kobe, Japan, assigned to Canton, China, as American Vice Consul.

The assignment of Henry S. Villard of New York City to Rio de Janeiro, Brazil, as Second Secretary of Embassy, has been canceled and he has been assigned to the Department of State.

T. Eliot Weil of Pleasantville, N. Y., American Vice Consul at Canton, Ohio, assigned to Shanghai, China, as American Vice Consul.

The American Consular Agency at Oran, Algeria, has been ordered closed at the earliest practicable date.

MARRIAGES

Tenney-Jenkins. Miss Louise E. Jenkins, of Richmond, Indiana, and Mr. E. Paul Tenney were married at Yokohama, October 13, 1937. Mr. Tenney is Vice Consul at Kobe.

Dorsz-Gogstad. Miss Corilla Bevan Gogstad of San Antonio, Texas, and Mr. Edmund J. Dorsz were married September 29, 1937. Mr. Dorsz is Consul at Leopoldville.

Cole-Antrim. Married in Vancouver, October 29, 1937. Miss Sarah Deming Antrim, of Columbus, Ohio, and Vice Consul William E. Cole.

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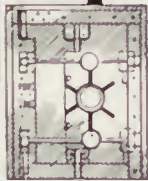
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torial in the Reno (Nevada) *Journal* on October 23:

Secretary of State Cordell Hull in powerful addresses yesterday at Toronto stressed the importance of the "good neighbor" policy. His words may well be regarded as of special significance on the eve of the nine-power pact conference in which the United States will participate.

"If the fruits of human progress, garnered through two millenniums of costly effort," he declared, "are not to go down in a welter of war, constantly growing in frequency and intensity, it is necessary to demonstrate that the attitude and policy of the good neighbor can be a fruitful reality rather than a mere theoretical possibility or a pious hope."

This attitude and this policy, he said, must be based upon fundamental principles of international relations. They must be founded upon a common acceptance of the idea that the maintenance of peace is the paramount need of mankind, and that breach of peace, wherever it occurs, is of vital concern to every nation.

They must be founded, he pointed out, upon the conviction that the establishment and preservation of peace requires among nations mutual understanding and respect, scrupulous observance of the pledged word, willingness to compose differences by pacific processes and an economic policy directed toward advancement of material well being everywhere.

At Toronto university the secretary predicted that sooner or later the outraged conscience of mankind will set in motion forces designed to restore world peace based on respect for law and order in international relationships.

In the end, he believes, the wishes of an overwhelming majority of mankind for peace will prevail over the lawlessness and violence now prevalent.

CLEVELAND FOREIGN TRADE CONVENTION

(Continued from page 715)

studies on the Foreign Service have been very large. Once again the officers of the Service have risen to an emergency. It is true that the Department of State has this organization which has been set up for the purpose of developing the trade agreements program but the organization is, by the specific terms of the legislation creating it, temporary in character and upon the conclusion of the program, in accordance with the Congressional mandate, it is to be dissolved leaving the burden of keeping the agreements up to date and duly revised in the regular organization of the State Department.

The morning session on November 4 was devoted to a thorough discussion of the trade agreements program. Messrs. Grady and Hawkins were on the speakers' platform and answered questions for almost two hours, covering every conceivable phase of the subject. The audience was enthu-

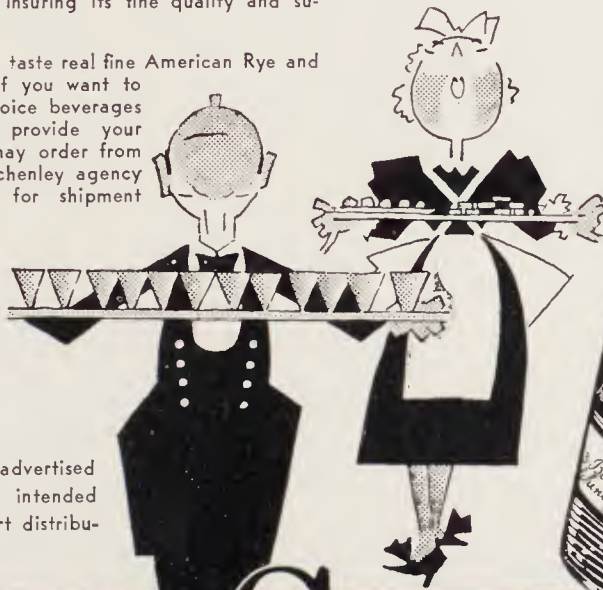


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Drawing of Proposed U. S. Legation at Monrovia, Liberia.

Legation Building at Monrovia, Liberia

By FREDERICK LARKIN, Chief, Foreign Buildings Office

THE accompanying illustration is a reproduction of the architect's perspective of the main Legation building at Monrovia. In addition to the main building two smaller buildings are being erected as residential quarters for the secretaries, and also a gate house is being constructed at the entrance to the grounds; in this latter building will be housed the Legation messengers, also the gardener and a number of others employed at the post.

The location of the property at Monrovia is very fine. It lies between Legation Road and the sea, sloping gently upwards from the entrance gate to a point about one-half way through the depth of the property, and from there sloping with a uniform grade down to the sea. The property has been selected with great care to provide the maximum benefit from the prevailing breeze and other meteorological conditions which prevail in Liberia.

The main building and the two secretary's residences are each equipped with independent kitchens set apart from the house and connected in each case by a covered passageway.

In the main building there have been provided, on the side of the building facing the sea, whence comes the prevailing breeze, two large covered porches, each about twenty feet wide by fifty feet long; the one in the first story will generally be used as a working porch, and the one in the second story will serve as a living porch and for

entertaining purposes. From the perspective it will be noted also that a large covered porch extends entirely around the front of the building. The roof of this porch will serve as an open terrace, the view from which will be very attractive.

A great amount of study has been expended in connection with the rather unusual climatic and other conditions which had to be very carefully considered in this project. The building is designed in architectural concrete, which will provide maximum protection against the elements, especially against the extremely difficult condition of heavy rains and high winds at the same time.

Inasmuch as the rainfall at Monrovia is quite heavy, provision is being made to collect the rain falling on the roof areas, so that this may be used for various purposes on the property. In addition to this an investigation is being made of the possibility of obtaining a supply of artesian water at some level not too deep and expensive to be practical.

An independent electric light plant will be installed so that the supply of current to the Legation buildings for all the various purposes will be constant and adequate.

Needless to say the buildings will be fireproof, and of the most modern and approved materials.

It is felt that these buildings will provide housing of a very dignified, and even handsome, appearance for our Minister and his staff at Monrovia.



Photograph by Gunther Schadt

Central Gate of Cathedral at Arequipa, Peru



they stood, straight and tall, like glistening columns in a church; it was, indeed, *Goth's* wood.

"They weren't Goths who stripped my boughs," moaned Holly. "They have left me very cold."

"Tut!" reproved Oak. "The Goths still love you, Holly. I can see them now, weaving you in sun-wheel form to put on their graves. Even on the Yule-dish, as of yore, Holly will breathe its prayer."

"Holly or holy, 'tis the same," murmured Mother Moss. Her voice sounded faint for the snow had covered her like a blanket. Then came another sound, like far-off bells, from a mound nearby. As the trees looked, a stream of brightness floated from it, up and away.

"The elves!" whispered Aunt Emmie. "In their gossamer gowns."

"Gossamer or God's shimmer," echoed Moss, faintly.

Meanwhile the clouds had parted. The floor of the wood was a frosty white; above swang the Seven Stars. The trees knew just where to look for them, pointing always to the North Star.

"Over the mist of night they trail,

In their mystic flight they never fail,

Pointing a course where sailors sail,

Hail, again, the Sky-God's Wain."

Mother Moss knew how the elves loved the Seven Stars; she had crept on their altars where they made the sign thousands of years ago.

"Indeed," quoth Grandpa Oak. "'Tis the Sky-God's Wain or van made of seven stars."



Sky-God's Shrine (from about 1000 A. D.). This church bears signs of a pre-Christian faith. The Sun-Wheel (or "Yule") blended with the Cross, is threatened by Beasts of the Dark.—From Norway. Photo by Finn Petersen.



The "Wheel-Father" (First centuries after Christ). This carving on a silver bowl shows, according to wise-men, a North-man pledging faith to his Sky-God on the "Yule" or Sun-Wheel.—From Denmark.

"That's why seven is a lucky number," put in Aunt Emmie. "And tonight the Sky-God takes a special ride up there, bringing His gift."

"For me?" asked a sapling and others echoed "for me?"

"For you—for all the North—'tis the new-born Sun," quoth Father Fir.

"Oh," sighed a voice. "I wanted a *special* gift."

"That's just what children said when I was young," remarked Oak with something like a smile. "and fathers dressed us like 'Father Yule' and gave them gifts. The Goths down there," he pointed with his arm, "are doing the same today while our brothers do *their* bit as Yule trees. The trees hold the gifts while fathers and Sunday-school superintendents, dressed like druids, will give them to the children."

"So the Sky-God is Father Yule?" gasped the little trees. "What does he look like? How do they know?"

"They don't *know*," said Oak, gravely. "But they *guess*: he's fatherly-looking of course, with a long, white beard and he wears a hood for it's cold—and he's kind. His eyes how they twinkle, his dimples how merry," say the children."

"I don't believe it!" said Spruce.

"It's not modern to believe," sighed Oak. "But Goths, a thousand years ago had images of their God, which looked like that. Mother Moss knows; she has seen them."



of the same grade in the service has resulted in certain administrative problems, the difficulties of which tend to become accentuated by the present system of selection. In part the present disparity in age of officers in the same grade may be attributed to the wide age limits now obtaining for applicants for admission.

Prior to the Rogers Act, successful candidates for admission to the consular service were classified not only according to their marks on examination, but also according to their previous experience and their age. Certain men of demonstrated outstanding ability and experience received their initial appointment as Consuls of Class IX, i.e., equivalent to the present grade of Foreign Service officer, unclassified A, or even as Consuls of Class VII, while others began at the bottom rung of the ladder. Since 1924, all admissions to the service except transfers from the Department, have been in the grade of unclassified C.

It is not known why the former practice, which seems a fair one, was abandoned. If the present wide age limits, twenty-one to thirty-five, are to be retained, it would seem advisable to return to some flexibility in appointment of new officers in the unclassified grade. It is manifestly absurd to place a man of thirty-two or thirty-four years of age, who has shown promise of achievement in a business or other previous career, on the same level with a young man fresh from his June graduation from a university. If the Service still desires to attract older men, it should give recognition to their experience and use it to best advantage. Under the existing system, and very rightly too, all new appointees are placed upon an equal basis, and they receive the same duties and responsibilities with the same opportunities for advancement irrespective of age or previous experience. The older men, if they are worth having in the Service at all, deserve their initial appointments in one of the higher salary groups of the unclassified grade according to their assessed ability and experience.

On the other hand, if it is preferred to attract young men just out of college whose experience and whose character remain yet to be formed, it would seem logical to cut the upper limit for entry into the Service to twenty-eight.

There is, of course, a middle course which perhaps meets the best interests of the Service, namely, that of encouraging the admission of men with some limited business or other experience in life beyond their formal education and yet young enough to remain malleable to the special training which they will later receive in the Foreign Service. Accordingly the age limits for entry into the service might be arbitrarily cut at both ends to be from twenty-four to thirty-two.

With the proposed program for the development of the non-career service, it would be fair to return to the enforcement of the age limits for applicants from the clerical service to enter the career service. No one will deny that such non-career applicants will by the time they have reached thirty-two or

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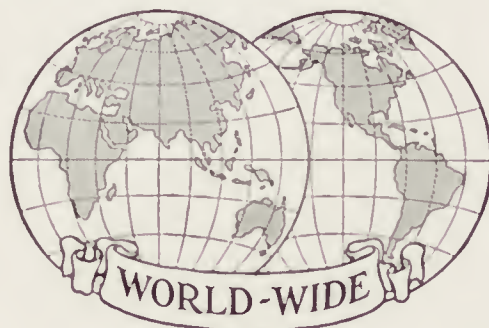
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THE FOREIGN SERVICE

(Continued from page 719)

- has not been selected to the grade of minister.
- III. If, due to special exigencies, the President should desire to continue an officer beyond the time for his retirement, the officer would be carried as an extra number in his grade for whom a special appropriation, outside of that for pay of Foreign Service Officers, should be made so as not to hold up the promotion of the Service.
 - IV. Retirement as at present to be voluntary on thirty years of service calculated with credits for duty at unhealthful posts.
 - V. Promotion to be by selection only from grade to grade from officers who have reached the following salary groups:
 - Class I—At any time.
 - Class II—\$7,000.
 - Class III—\$5,250.
 - Class IV—\$4,000.
 - Unclassified—\$3,000.

As has been mentioned above, officers would be eligible to receive special advancement within the grade in which they are serving for meritorious work or for qualification in any one of a number of stated specialties.

It is to be presumed in this connection that all officers carried on the active list would receive their annual promotions automatically. In the event that an officer's record is unsatisfactory, his case should be examined by the Personnel Board and the officer dropped or continued in good favor as may seem fit. In any case, he should not be publicly pilloried by being refused the automatic promotion while carried on the active list, leaving the Foreign Service list to show clear evidence that his rating is unsatisfactory.

All officers in the unclassified grade should be considered as on probation. At the time when they become eligible for promotion to the lowest classified grade their records should be carefully examined with a view to determining whether they are apt material for permanent retention in the service.

Officers reaching the top pay bracket for their grade and who have not in the meantime been selected for promotion to the next higher grade, would become automatically ineligible for further promotion, and would be retired upon a pension calculated at two per cent of their last annual salary for each year's service including special credits for duty at unhealthful posts. Officers with less than fifteen years' service would receive a year's pay in a lump sum upon retirement.

In this way, when combined with a modified system for admissions into the service, it should be possible to obtain some uniformity as respects age and length of service within grades and assume regular promotion rhythm with the least amount of jealousy and hard feeling.

Admission to the Foreign Service

As has been stated above, the lack of some degree of homogeneity as respects the ages of officers



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thirty-five, whichever age limit should be chosen, have demonstrated by their ability and their desire to prepare themselves for examination, whether or not they are satisfactory material for the Foreign Service.

Furthermore, with the incorporation of the Departmental branch into a united Foreign Service, there should be no necessity for the transfer of deserving officers now in the Department under civil service rules to the American Foreign Service, although if the cost of retirement is to be borne entirely by the government rather than from contributions of officers, there would seem to be no bar in equity to the transfer for retirement purposes of particularly meritorious Departmental officers whose services the government desires to reward.

Required duty in the United States

The charge is frequently heard that American Foreign Service Officers, as a result of protracted and continuous service abroad, are in some cases out of touch and not in sympathy with American life and customs. On the reverse side of the medal, many Foreign Service Officers who have not served a tour of duty in the Department of State believe that the lack of such a period of duty may have militated against the success of their career. There is, consequently, a feeling in their minds amounting almost to distrust and uneasiness with respect to the mysterious and nebulous Department of State. Like most superstitions, this feeling should readily yield to familiarity.

Both of the above-mentioned criticisms, if such they may be called, might be corrected through the administrative requirement, subject of course to the exigencies of the service, that all officers of the Foreign Service be detailed for duty in the United States at stated periods. For purposes of illustration this period might be fixed at one year out of seven with the proviso that total continuous service abroad should not in any case exceed ten years. Officers during their tour of required duty in the United States would ordinarily be assigned for duty in the Department of State where they would supplement the regular staff, fulfilling the double purpose of receiving indoctrination while bringing invaluable firsthand experience and viewpoint to the Department.

Such temporary assignments which would presumably not be prolonged over twelve months, would not prevent the assignment of other officers from the

field services to the Department for longer periods of duty as might be required by the needs of the service.

Some few officers on temporary detail at home might be permitted by the Department to pursue intensified studies of their specialties at a university, in another government bureau, or elsewhere in order to equip themselves for more valuable duty abroad.

Fear of Criticism in the Foreign Service

Although the Foreign Service is a civil organization, there appears to be a reluctance on the part of its members amounting in some cases almost to fear to offer written criticism of the Service and to make suggestions for its betterment. Officers of the Army and Navy serving under a strict military hierarchy appear to consider themselves freer to discuss the problems of their services than do Foreign Service Officers, if one is to judge by the quantity of articles of a professional

nature on those services that appear annually in print. The feeling seems to have persisted, although without justification, that certain quarters of the Department of State are averse to change. The recent thorough reorganization of the Department itself is the best answer to this mistaken belief.

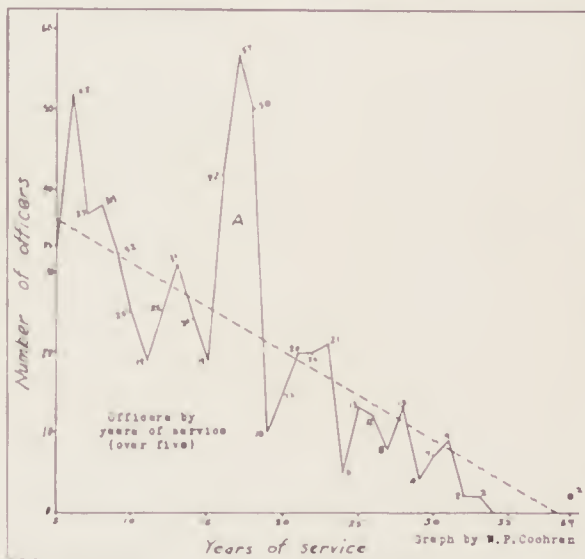
With the exception of Washington and a few of the larger posts, the members of the Foreign Service are scattered over the face of the globe singly or by handfuls. They have little opportunity to discuss together service problems and to suggest remedies except directly to the Department.

The FOREIGN SERVICE JOURNAL is a very creditable publication viewed from the point of typography and makeup and no doubt fulfills a useful purpose in retailing service gossip and news. As a medium of free discussion of service problems, it continues to be, despite the best efforts of its editors, a complete failure.

It is believed, however, that the members of the Foreign Service, including the editors of the JOURNAL, would welcome a change that would enable the JOURNAL to become a free forum of discussion for Service problems, in which all officers would feel entirely free to air their opinions either signed or under a pen name.

Other Special Government Representatives Abroad

In recent years, due to the increasing complexity of international relations, it has become necessary for the Government to send on temporary duty abroad specialist representatives from the Customs Bureau





and expansion is that it necessitates increased appropriations. This is unfortunately true, but if the United States is to have adequate instruments for the conduct of its foreign relations, it must be prepared to pay the price. Even if the appropriations for the Foreign Service were doubled, which is hardly likely, such a price would be ridiculously small for the maintenance of peace in comparison to our annual expenditures for the War and Navy Departments.

The mechanics of the reorganization itself and the prospect of a period of transition and adjustment undoubtedly present certain serious difficulties. Given the loyalty and the intelligent cooperation of the officers of the Foreign Service, and of the other branches of our government, these problems are far from insuperable. Such dislocation as might occur would, in any case, be only temporary. In the formation of our Foreign Service we are just as much concerned with building for the future as with functioning actively in the present and it is in the spirit of contributing, even in small measure, to that end, that these suggestions are brought forward.

DEATHS

With deep regret, the JOURNAL records the deaths of:

Robert Underwood Johnson, Ambassador to Italy from February, 1920, to July, 1921, died October 14, 1937, at the age of 84.

William Elliott Gonzales, former Minister to Cuba and Ambassador to Peru, who died on October 20, 1937, at his home in Columbia, South Carolina. Mr. Gonzales' father fled from Cuba, after the failure of the independence struggle of 1844, to South Carolina, where he married a niece of Representative Elliott. William Gonzales, except for the time spent in the diplomatic service under President Wilson, was engaged in the newspaper business.

Augustus Eugenio Ingram, Foreign Service Officer, retired, who died at his home in Washington on November 9, 1937. Mr. Ingram served for 23 years in the consular service, from 1902 until 1925, at Paris, Antwerp, Nottingham, Stockholm, Berlin, Montreal, Bradford and Havre. His last post was consul general at Vancouver. He served as Editor of the FOREIGN SERVICE JOURNAL from 1928 to 1934, resigning because of ill health. His widow and a sister, Mrs. Eva Pearson of Sydney, Australia, survive him.

BIRTHS

A son, Thomas Alexander Bingham, was born to Mr. and Mrs. Hiram Bingham, Jr., on October 5, 1937, at Marseille.

A son, Cheever Tyler, was born in Los Angeles.

(Continued on page 760)

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of the Treasury, from the various bureaus of the Department of Agriculture and from various other governmental organizations. These representatives, since they are charged with certain particular duties lying outside the ordinary channel of international relations, have not been attached to the American diplomatic mission or consular office in whose district they are required to operate. Needless to add, they are not, in any sense, officially accredited to a foreign government.

While it would be both improper and burdensome to require that these special representatives should be incorporated for the period of their foreign duty in the American Foreign Service, and as such be made officially commissioned members of the staffs of our missions and consulates abroad, some definite understanding should be reached between the Department of State and the other interested government departments providing for the subordination of these special representatives to the chief of the diplomatic mission or the officer in charge of the consulate in whose district they may be called upon to operate.

Incidents have arisen in the past where due to the independent and unsupervised activities of these special agents of the United States Government, foreign susceptibilities have been excited to the point of nullifying part of the good-will patiently cultivated by resident Foreign Service officers in foreign business and other communities. These specialist representatives should submit regular reports to the mission or consulate covering their activities and should be required furthermore to submit to the advice of the chief of mission or the officer in charge of the consulate with respect to all broad matters of policy which might affect the general relations between the United States and the country concerned. It is needless to add that such supervision would ordinarily be passive in its exercise and that the interested government departments need fear no interference on the part of the representatives of the Department of State. It should be obvious to all, however, that if unity in the conduct of our foreign relations is to be maintained, some such scheme for supervision must be made effective.

Conclusion

The foregoing suggestions may appear at first to be too radical, but it is believed that further thought will show that there are no very startling innovations, and that many of the suggestions have been put to practical use in organizations, governmental or private, which are similar in purpose and makeup to the American Foreign Service. As stated in the preface to this memorandum, no claim is made here to originality or to completeness in proffering these suggestions concerning the organization of the Foreign Service and other observations for consideration. It is not maintained that these or other suggestions could or should be adopted except after searching analysis and elaboration of detail, a task manifestly beyond the scope of this memorandum.

The first objection to any scheme of reorganization



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The Spirit of Christmas In The Tientsin Consulate General



*'Twas the night before Christmas, and all through the slums
Uncle Samuel's hirelings were dreaming of plums,
Of lobster and cocktails, and Singapore slings—
Their thoughts were equipped with most magical wings;
While each empty pocket hung limp o'er its chair
And poverty tainted the sharp winter air.
What time, with a snarl the Comptroller appeared,
The North Pole in his heart and dry ice in his beard,
And he bore on his shoulders a great, roomy bag
Crammed full to the bursting with ill-gotten swag.
"On, bloodhounds! On, bailiffs!" ground out the old gent,
"Come down on these wretches for every last cent!
"Demolish their riches, despoil them of cash,
"Foreclose on their breeches and settle their hash!
"Deprive them of water, their children of bread,
"For the best kind of consul is one that is dead,
"In the name of the Profit, bear down and spare not!
"Burn the soles of their feet till they tell what they've got!"
With salistic rejoicing his bailiffs bear down,
And the Spirit of Christmas goes all through the town
As it flies from the huts where the keen-achistling knout
Extorteth the pennies 'mid anguishing shout.
The pale-fingered dawn was proclaiming the day
Before the Infallible went on his way;
His accomplices staggered beneath all the gold,
While the government slaves did the same with the cold,
And as Vixen and Fixem soared up into space
And Hasty and Wasty kept up with their pace
The old fellow called back, while he stifled a grin,
"All government pay is the wages of sin."
—JSM*

*'Twas the night before payday, and all through my jeans
I was hunting in vain for the price of some beans.
Forward, turn forward, O Time, in thy flight!
Make it tomorrow, just for tonight!*

—CHRISTOPHER MORLEY.



ing—an activity close to the human heart.

San Francisco for decades has been famed as a city for gourmets. International cuisine has followed as a result of the extension of her trade routes. When the nations of the earth assemble on Treasure Island in 1939 it is natural to assume (and furthermore, it is being carefully worked out) that their native cooks, in replicas of their native kitchens, will serve their native foods as a part of the faithful picture. This Western World's Fair will be thickly sprinkled with such gastronomical oddities.

The same cosmopolitan variety will obtain in music, drama, and the dance; in sports and spectacles, and everywhere in the broad field of human interests that must be comprehended within any Exposition that is to succeed. Even on the Midway this "Pageant of the Pacific" theme will be carried out, with sinuous dancing girls of the Orient contrasting with the more sophisticated motifs of Hollywood and the stamping dances of Forty-Niner days.

Current events, relentlessly and not always soothingly, are focusing American attention upon foreign shores. The "good neighbor" policy is expressed and has been hailed with universal enthusiasm. At this Golden Gate International Exposition in 1939, much of the world will compact its best works into 400-acre compass—and the "good neighbor" policy will receive, on a small scale, a laboratory demonstration.

EUROPEAN COOPERATIVES

(Continued from page 713)

trade. Both consumer and agricultural cooperative movements in most countries push behind the function of selling into the field of production. Farm cooperators, in pursuit of bigger incomes for their members, in many countries process the commodities which their members produce. Consumer-owned cooperatives, in their pursuit of lower living costs for their members, acquire and operate factories to produce some of the goods which will later be sold in their co-op stores. Cooperative utilities usually owned by consumers, build and operate telephone and power lines, generating part or all of the power they sell in their own plants. Some of the housing cooperatives build as well as finance houses and apartments for their members. In France, England, and Czechoslovakia are found workers' productive societies, groups of workmen who own their own factories.

Major attention of the Commission studying European cooperative business went to consumer

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A PAGEANT OF THE PACIFIC

(Continued from page 717)

frame the main courts radiating from the 400-foot Spire to the Sm. Architecture carries out the Pacific motif, drawing upon Mayan, Incan, Cambodian and Malayan forms to create useful massive structures that will be given an effect of fantasy and pageantry by stepped setbacks and coloration.

A California garden setting is insured by \$1,500,000 budgeted for flowering trees and plants; a million dollars for lighting will paint the Exposition city in pastel shades by night, with the central Spire rising in blazing white from the shimmering mass of color. At night the lighted skyline of San Francisco will form a serried background; by day the blue waters of the harbor, and the low hills backed by towering mountain peaks will frame this Fair.

Domestic and industrial participation is advancing as rapidly as physical construction and international scope. Nearly half the States of the Union, late in 1937, had taken steps toward participation. The eleven Western States will exhibit jointly in a Hall of Western States, and California has appropriated \$5,000,000 for a separate group of buildings and exhibits. The Federal government will spend \$1,500,000 for the same purpose.

Industrial exhibitors who are already signatories include firms that are national leaders in their fields. Some will erect their own buildings, and others have taken space in the exhibit halls devoted to their particular lines of industry. Displays will avoid the static, and explain by operating demonstrations, the products and processes involved.

Prime factor in building a World's Fair, creators of the 1939 Golden Gate Exposition believe, is to insure an international flavor—a cosmopolitan interchange of ideas, achievements and goals. This phase of the Western World's Fair has been entrusted to a Department of Governmental Participation headed by the writer; Maj. O. J. Keating heads the Foreign Division, and Keith Southard is in charge of State participation. Frederick B. Lyon is the Exposition's commissioner in Central America; B. A. Schoch and Major Jose Perez-Brown are commissioners to South America, and Aylwin Probert is commissioner for Australia, New Zealand and the Orient.

Close behind adequate internationalism as a factor in World's Fair success is sound entertainment value—pageantry, culture and robust fun must be intermingled to draw the millions. In this field also, internationalism is a definite asset. Consider, as a single example, the matter of eat-



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enterprises. Racial temperament and local conditions dictate different ways of working toward the consumer cooperative goal—a better standard of living for their members—however much co-ops agree on fundamental principles.

British and Scottish cooperators, developing a distributive system in a period when private retailing was not efficient, have extended their activities until now they are in competition with most types of economic activity. Swedish cooperators have placed their emphasis on developing businesses that will serve as "price yardsticks." In their attack on private monopoly they have looked to the cooperative rather than to antitrust laws. Already they have checkmated monopoly in many instances, notably in the case of galoshes, an item that looms large in farmers' budgets. By establishing their own factory, cooperators forced the four Swedish factories with monopoly control of galosh production to reduce price from \$2.27 to 93 cents a pair. Result: The doubling of the use of galoshes. Finnish co-ops dealt a similar death blow to price fixing in matches, margarine, flour, and fertilizer manufacture.

Achievements chalked up in the name of cooperatives make an impressive showing to the Commission. Consumer co-ops, they report, usually pay higher than prevailing wages, require shorter hours, pension workers, give generous vacations and sick leaves. They often employ union workers and have arbitration boards to handle what disputes arise. On the side of thrift, it is claimed, co-ops have reduced costs of retailing by large-volume trade, low executive salaries, standardized goods, large-scale buying, reduced advertising expenditures, low credit losses. This has made possible competition with private business. Consumers who never before had saved a penny have been enabled to put aside dollars against a rainy day. Even during the depression, cooperative shares in Great Britain did not depreciate. Cooperatives are credited with doing a big job in promoting education through clubs and classes in economics, business management, and the household arts. The long arm of education has reached out to the general public, co-op members, and employees.

Briefly, the inquirers conclude, co-op accomplishments read something like this—reduction in costs of retailing with consequent benefit to the consumer, promotion of thrift, education, control of monopoly, institution of comparatively high labor standards, better citizenship as the outcome of ownership in the hands of many.

Debit side of the cooperative ledger shows entries too. The report names problems still to be



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solved—such as the necessity of attracting high-caliber executives, of improving relationships with farmers, of meeting heavy chain-store competition while maintaining trade-union standards, of finding new ways of increasing democratic control, since co-ops have outgrown the old “town-meeting” method of voting.

European governments have taken a kindly view toward cooperatives. Government, the report finds, regards the cooperative movement as a stabilizer. A Swedish banker voices this opinion in saying that co-ops are an antidote to radical political movements, furnishing an outlet for the workers’ energies. A helping, rather than a restraining, hand has been held out by some governments in allowing “some access to government credit, some exemption from taxes on plowed-back surpluses, some subsidy to cooperative education.”

Members of the Commission pooled their opinions while describing cooperative technique in Europe. Not so when it comes to predictions as to what the cooperative movement can mean to us in America. Then the members speak out as individuals.

Hearing from Mr. Baker first. He finds no reason to think that the cooperative movement will not develop to a considerable extent in the United States during the next generation, particularly

since it is “the only way that either producers or consumers can positively control” the spread between producer receipts and consumer payments. It is unlikely, he feels, that cooperation in this country will develop along class lines, nor will it displace Government or private business. In conclusion he calls attention to the judgment of many people in Europe that it is the social elements of the cooperative movement that give it greatest significance and appeal to the rising generation.

Mr. Olds, in summarizing the strengths and weaknesses of co-ops, enlarges upon the spiritual benefits inherent in the cooperative way. He says that the “cooperative movement would extend the cooperative system of living which was characteristic of the older family life to the control of the commercial market by groups of families.” For this reason, it is Mr. Olds’ opinion that cooperative enterprise deserves our serious consideration as a way of perpetuating the American idea.

Mr. Charles Stuart describes the factors accounting for the remarkable growth of consumer cooperation in Europe. To quote Mr. Stuart, “Consumer cooperation came into existence in Europe chiefly to protect homogeneous, stable groups of workers of small income from an antiquated, in-



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efficient system of retail distribution which was free from Government regulation as to prices charged or character of goods sold and was supported by the doctrine of 'caveat emptor' . . ."

Here in the United States, Mr. Stuart observes, almost all of these primary conditions are lacking. If consumer cooperation does spread here, he feels that it will be in response to different needs. Failure of competition or Government regulation to protect consumer interests, unsatisfactory retail merchandising in some areas, elimination of chain stores by taxation, racketeering—these are factors which Mr. Stuart points to as possible aids to the cooperative movement in this country. Mr. Stuart believes that both our Federal and State governments should foster cooperation, within "proper limits," that is, they should *not* artificially stimulate growth. What development comes should be through a natural process of evolution.

Mr. Hood expresses the belief that present-day America lacks the conditions that would make for widespread growth of consumer cooperatives. He warns specifically against Government high-pressure promotion of the cooperative idea, adding, however, that "any group of people who believe they can purchase their requirements more advantageously through cooperatives than through private enterprises should be fairly accorded their rightful opportunity to make the effort."

Mr. Gregory places first in his list of accomplishments of European consumer cooperatives that "they have completely eliminated financial racketeering in that part of the business field which they have taken over . . . no fat promotion fees . . . no watered stock . . . no domination of business by money lenders . . ." Also, he says, "they have added to national stability, have raised standards of living, and have given to many people a new interest in life, a new and useful outlet for their energies."

Mr. Gregory adds do's and don't's for business and consumer cooperatives so that they can thrive side by side, providing beneficial competition. He warns consumer cooperatives against the dangers of not serving consumers with singleness of purpose, of not keeping out of politics, or avoiding the desire to establish a cooperative monopoly. He says that co-ops should go into business only to the extent of keeping prices down rather than adopt the English objective of a cooperative commonwealth. Nor should co-ops become involved in class struggles.

Emily Bates feels strongly that co-ops have the power to enrich the lives of our people—more particularly our women and children. She

cites case histories to show how women have benefited by association with others in the cooperative movement. As her farewell word she says, "America is a democratic nation determined to find a means of raising the general standard of living. We seek to build a nation of people economically secure and at peace with the world. To this end, widespread development of cooperative enterprise by the people offers vast possibilities."

Recommendations for action, the Inquiry on Cooperatives submitted to the President separately from the report. These recommendations are as follows: (1) That there be made a survey of consumer and service cooperatives in the United States; (2) that an agency be established or designated to give information, research, and advisory service to consumers' cooperatives; (3) that steps be taken to assure consumer cooperatives credit parity.—(Reprinted by courtesy of *Consumer's Guide* for July 12, 1937.)

BIRTHS

(Continued from page 751)

California, October 6, 1937, to Mr. and Mrs. S. Roger Tyler, Jr. Mr. Tyler is Vice Consul at Mexico City.

A daughter, Alicia Sylvestre, was born October 9, 1937, to Mr. and Mrs. William Franklin Busser. Mr. Busser is Vice Consul at Buenos Aires.

A son, Michael Granville Sterling Dowling, was born October 13, 1937, to Mr. and Mrs. Walter C. Dowling. Mr. Dowling is Vice Consul at Lisbon.

A son, Charles Alexander Bay, Jr., was born October 31, 1937, to Consul and Mrs. Charles A. Bay, at Seville.

A daughter, Margaret M. Parsons, was born to Mr. and Mrs. J. Graham Parsons at Habana, October 31, 1937. Mr. Parsons is Vice Consul at Habana.

PUBLIC HEALTH SERVICE CHANGES

Surgeon Adolph S. Rumreich. Relieved from duty at Moscow, Russia, upon the arrival of Surgeon W. G. Nelson; proceed to Washington, D. C., and report to the Surgeon General, for duty. October 8, 1937.

Surgeon Walter G. Nelson. Relieved from duty at Paris, France; proceed to Moscow, Russia, stopping off en route at Berlin, Germany, for temporary duty until November 1, 1937, for the purpose of observation of quarantine procedure in accordance with the provisions of the Quarantine Act of February 15, 1893. October 11, 1937.





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