

Films Help to Foreign Trade

Motion Pictures a Silent Partner of Uncle Sam in His Export Trade.

CREATES DEMAND FOR GOODS

Latin People Disposed to Pattern After What They See on Screen That Pleases Them—Aids Live Stock Introduction.

Washington.—Uncle Sam has as a silent partner in his export trade the motion pictures.

How the "movies" are developing trade and spreading confidence in American goods and American methods, and creating an Americanized atmosphere which should prove the strongest possible asset toward permanency of trade in South America, is told by Dr. Julius Klein, commercial attaché at the American embassy, Buenos Aires, who was formerly chief of the Latin American division, bureau of foreign and domestic commerce.

The Latin people, he points out, are disposed to pattern after what they see in the motion pictures that appeals to them. Thus the films have made them familiar with the appearance of American automobiles and of what they can do. The movies have created a demand for American-made office furniture by showing the fittings of a business magnate's office, which the South American merchants in their prosperity are eager to copy.

As regards ready-made clothing—the South Americans, particularly in Cuba, have gotten into the habit of ordering a suit of clothes like their favorite hero wore in a certain film. Thus the merchants have come to stock up with good lines of ready-made clothing, which are very popular. The movies have had a like effect on industrial development.

All this, Doctor Klein emphasizes, has happened naturally and has not been forced as trade propaganda.

Boom to U. S. Trade.

The more use that can be made of educational films introducing industries comparable with their own industries—such as agriculture, cattle-raising, mining—the more benefits to American commerce will result. Such films can and should carry a romantic scenario, such as appeals most strongly to the Latin temperament, with cut-ins on our methods in industries similar to theirs. As we show them a new and better method their confidence in us and the output of our industries grows cumulatively.

Germans and Italians particularly have been thus endeavoring to ingratiate themselves in South American countries, Doctor Klein says, and the influence of the Italians in the South American markets from an economic and commercial viewpoint must be reckoned with.

American manufacturers of farm machinery are now co-operating with the Philippine department of agriculture and natural resources, in an endeavor to arouse in the farmers of those islands a true appreciation of the possibilities by using such machinery. Motion pictures are being prepared to show the most approved methods of cultivation, preparation of seed, use of farm machinery, harvesting and storing crops, and methods of packing and handling where these processes are involved.

Aids Live Stock Introduction.

Introduction of American breeds of live stock and poultry into South America, particularly Argentina, is to be aided by the use of motion picture films, prepared for this purpose by the United States department of agriculture. These films also will show American methods of breeding live

stock and handling it in its many phases from the farm to the home table. The Argentine government has shown special interest in the introduction of American methods of handling live stock, as it has indeed in the agricultural practices of the northern half of the continent generally.

As evidence of this, the Argentine embassy in Washington has already purchased ten films on these subjects for educational use in Argentina and has frequently had United States department bulletins translated into Spanish for home consumption.

The Buenos Aires & Pacific railway has also been a heavy purchaser of such films for use along its system. Its representative in this country was recently negotiating with the United States department of agriculture for films showing the swine industry in the United States, and in making arrangements for the introduction of American swine in Argentina.

It is planned to show important

"Cut Pay, I'm Not Earning It," Says City Employee

Cleveland, Ohio.—"I am not earning the money I am getting and I want my salary reduced." This is the request sent to City officials by Gottlieb Pfahl. He is sixty-seven.

He worked for the city for fifteen years. When he made the request he was foreman of a bridge repair gang.

Last March his right arm was affected by paralysis. He cannot use it now.

That's why he asked for a salary cut. His request was granted.

Adrianople Is a Beautiful City

Airman Describes Romantic Charm of Mosques and Gardened Homes.

DECADENCE OF CITY GOES ON

Strangers Treated Kindly in an Atmosphere of Friendship—City Endures Its Shabby Gentility With Pride and Calm.

Adrianople, Thrace.—The decadence of two centuries, present political and economic disintegration, wars without end, and an uncertain future, have been unable to destroy the ineffable charm the Turks originally gave to this city of eighty-thousand souls. Adrianople is still a holy city in faith and in appearance. Romance still abides here.

"The Orient is the only place left to Europe where cities seen at close range are beautiful," remarked Jules Sebottin, a French aviator, while visiting the most beautiful of all mosques, Sinan's masterpiece here, the mosque of a thousand windows but one, erected at the order of Sultan Selim II, in the sixteenth century.

The first impression of the city has been one of infinite beauty. Arriving from across the lofty Balkans in an airplane, the city had been seen with a rush, a place of spires, and slate domes and red roofs, planted at the intersection of three rivers. It had been a welcome sight. It had come at the end of a four-hour's ride, and 't

National Anthem Turned Policemen Into Statues

Boston, Mass.—By playing "The Star Spangled Banner" over and over an Italian band kept two policemen, who ordered them to stop, standing at salute in the Falls reservation, near here, until their arms dropped numb and helpless. A few Italian women and children, who were along for an outing cheered and applauded in great glee. Then the bandsmen fled.

Soon after the tumultuous strains had begun resounding through the woods Roberts Jordan Frost and Roberts appeared and informed them they must stop, as they were in the state reservation. The leader at once ordered "The Star Spangled Banner" played.

swine-breeding farms, the work in the big Chicago packing houses and the preparation of the product for the table. Pictures will be made of the various types of American hogs, and an effort will be made to give some idea of the vastness of the industry in this country.

CATTLE RUSTLERS USE AUTOS

Cattle Are Now Taken Across the International Boundary by New Method.

Regina, Sask.—The motorcar, it seems, has achieved another success by winning its advent into the cattle rustling business. The old and well-known practice of cattle rustlers, when they used to drive their stolen herds before them, is now a thing of the past. A few days ago three calves were stolen from herds near Boughough and spirited across the international border by two motorcars. Three of the rustlers were arrested on this side of the line and two others in Montana and are now awaiting trial.

Remarkable Escape Due to Crotch of Tree



As B. A. Edgar was driving through Westfield, Mass., one of the oldest and biggest elm trees of the town suddenly crashed to the ground. By sheer luck Edgar stopped his car so that the crotch of the tree saved him from almost certain death.

Arctic Rescue Very Thrilling

Desperate Battle Fought by Icebreaker With Great Floes in Kara Sea.

SHIP DRIFTS FOR MONTHS

Captain Gives a Plain but Graphic Account of Perilous Voyage—Exciting Race in Ice-Laden Sea—Joy Hard to Describe.

London.—Capt. Otto Sverdrup's narrative of the rescue of crew and passengers from the Russian steamship Solovoi Boudimirovitch, which drifted helplessly for months in the Kara sea, is a thrilling tale of Arctic adventure. Captain Sverdrup's story, as printed in the London Times, follows:

It was in April last that I was entrusted with the task of planning, equipping and leading a relief expedition to the Kara sea in order to search for and if possible to rescue the crew and passengers on board the steamship Solovoi Boudimirovitch, which at the end of January had become jammed in the ice outside the White sea and afterward was carried in the ice through the Kara straits into the Kara sea. There the vessel drifted dangerously about. She had left Archangel provisioned for only two months, and food, coal and fuel were falling short.

The big, powerful icebreaker Sviatogor was placed at the disposal of the expedition by the British government and sent over to Bergen. Here she was quickly manned, equipped and provisioned for six months. We left Bergen on May 13 and arrived at Tromsø on the 17th. There we lay until June 7—a very painful period of waiting for us and doubly painful for the Russians hungry and cold on board the Solovoi, who had been informed by wireless that we had started.

At Vardo we shipped 50 tons of supplies more, and having left on the evening of June 9 anchored on the morning of June 12 in Belushya bay, Novaya Zemlya, where we took on board 500 tons of coal from the steamship Harde, which had been dispatched direct from Tromsø.

Up Against Strong Ice Barrier.

We passed through Kara straits practically untroubled by ice until the morning of the 16th, when we encountered a large mass of old close-packed polar ice. It was clearly no use trying to force a passage through this; we had to try to find the newer and more penetrable ice which had drifted from the west into the Kara sea through the strait. We steamed, therefore, in a northwesterly direction, but as there appeared no improvement in the conditions we turned about and went in a southeasterly direction until the polar ice was passed.

Then, fortunately, a breeze sprang up from the northeast and made a considerable improvement in the ice conditions. Then we steered north in the direction of the Solovoi, and about 8:30 in the evening, according to the last position received from her by wireless, we reckoned that we were within about eight or ten minutes distance.

On the 18th the weather cleared, and having taken the necessary observations in the morning and at noon we continued our voyage at 1 p. m. At the same time we received a wireless giving the position of the Solovoi, which was considerably further north than before.

A little later we suddenly caught sight of the Russian icebreaker Kanada, steaming after us. She had had the advantage of the strong northeast wind, which had parted the ice, and our long wait for the purpose of taking observations had also helped her to overtake us. On June 17 our wireless had picked up a call from the Kanada to the Solovoi, which confirmed the rumor we had heard at

The whole crew of the Solovoi and all her passengers, 87 altogether, had gathered on deck and were greeted by us with a resounding hurrah, to which they responded in the same way. Their joy is not easy to describe. To drift without aim, almost without hope, in the darkness and cold of the Polar night, with bad and insufficient food, in cold and unclean quarters and in constant dread of getting so far north that rescue would be impossible—that is an ordeal so hard that it is not every one who would come through it entirely unscathed.

Immediately after we arrived the captain of the Solovoi and his wife and all the passengers, seven in number, came on board. They were invited into the saloon and treated to refreshments, which they evidently appreciated. One of them said it was like coming into paradise after their anxieties. The passengers asked leave to transfer to the Sviatogor as they were greatly exhausted and needed medical attention and better diet, and I was glad to be able to grant their request. Then we set to work to put provisions and coal on board the Solovoi, so that the crew could at once prepare a proper meal with something better to eat and drink than they had had in the last few months.

Second Relief Ship Arrives.

About four o'clock in the morning we were awakened by loud hurrahs from the crew of the Solovoi, who were hailing the arrival of the Kanada, which had at last also got through. Had the Kanada not been so fortunate as to get into the lane made in the ice by the Sviatogor, it would have been hardly possible for her arrival so soon. Next day we shipped more coal and provisions on board the Solovoi, and were helped with hearty good will by the crews of the two Russians.

This done we started in the afternoon of June 20 on our homeward voyage, the Sviatogor leading and the Solovoi and Kanada following. At first the ice was loose and fairly easy to get through, but afterwards it became closer and more difficult to force. There was fog, too, which made it impossible to keep proper observation of the ice conditions. Consequently we often had to stop a fairly long time, especially as the fog prevented the other two ships from keeping with us. It was evening on the 21st when we reached the Kara sea entrance, and there we were again obliged to stop for thick fog.

We resumed our voyage at 2 o'clock next morning steering for the middle of the Kara strait, but at 2:30 p. m. we were unlucky enough to ground on an unknown sandbank. We at once began to tranship coal to the Solovoi and Kanada in order to get the Sviatogor afloat again, and after unloading 650 tons of coal we at last got her off. A diver from the Kanada examined the ship's bottom and pronounced the damage not serious. So we continued our voyage to Belushya bay, where we handed over more provisions and supplies to the Russians and took on coal from the Harde for our voyage back to England.

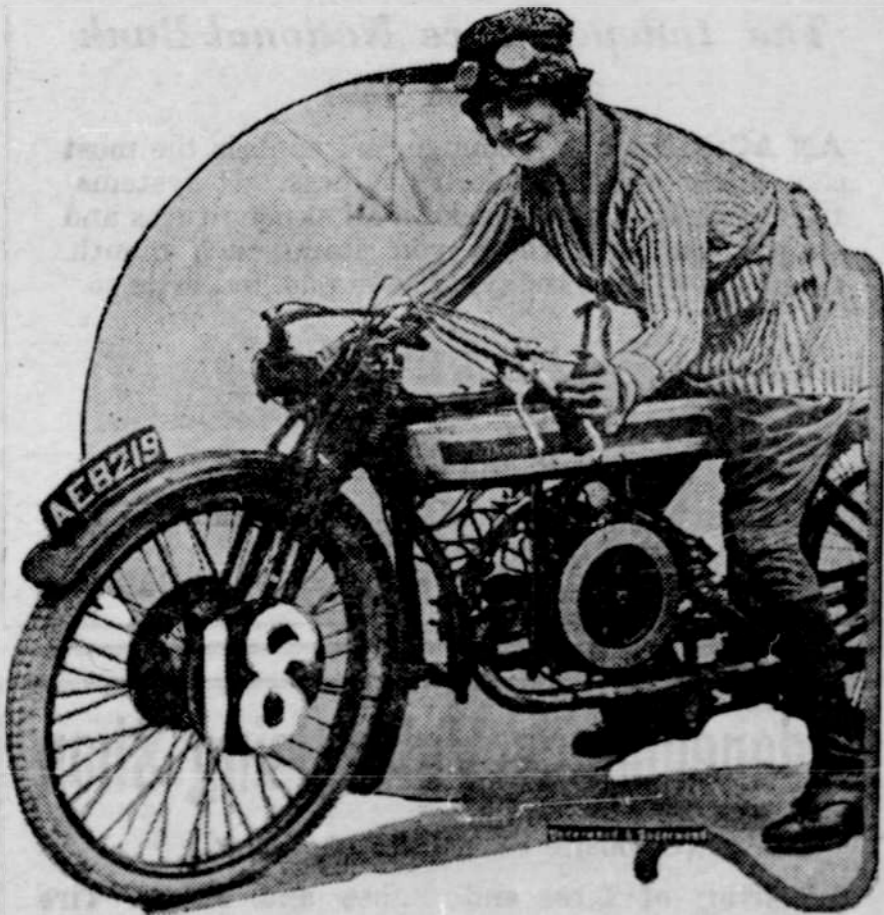
After a cordial leave-taking from our friends on the Solovoi and Kanada these vessels left us on June 29, shaping their course for Archangel. On July 1 we had completed our coaling and next day at 2 p. m. we began our homeward voyage.

Wife Deserted 40 Years Ago Applies for Divorce

Sunbury, Pa.—Claiming that her husband deserted her a year after their marriage forty years ago, Mrs. William S. Fenstermacher, sixty, brought suit in the Northumberland county courts seeking an absolute divorce. In all those years, she says, her husband never made any effort to make up their differences.

At the same time Charles H. Smith, sixty-eight years old, and Mrs. Sara S. Herb, sixty-six, of Ashland, were granted a license to wed. His bride-to-be has been married twice, while Smith, a building contractor, was wed once before.

Woman Rides in Motorcycle Derby



Mrs. Longdon afforded quite a thrill to a record crowd at Brooklands, England, recently when she donned her goggles and started in the 100-mile race. Mrs. Longdon was among the leaders when she was forced to retire on account of engine trouble.