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EXTENT OF BRAZILIAN TARIFF PREFERENCE FOR AMERICAN PRODUCTS.

A cablegram of January 23 from the American Ambassador at Rio de Janeiro announces that a decree has been issued extending preferential tariff rates to the same American products as last year. The list of articles of American origin admitted at reduced rates was published in *COMMERCE REPORTS* of January 25, 1919.

ORDERS CONCERNING BRITISH EXPORT RESTRICTIONS.

Consul General Skinner has cabled from London, under date of January 24, that import licenses from the Government of Iceland are no longer necessary in support of applications for licenses for the exportation of goods from the United Kingdom to Iceland.

It has now been decided that the following goods may be exported without license to all destinations except Switzerland: Buttons of all kinds, dental burs, articles of jewelry containing platinum, perfumery and essential oils, table salt, and toothbrushes.

REMOVAL OF FRENCH EMBARGOES.

[Cablegram from Consul General Thackara, Paris, Jan. 23, 1919.]

A ministerial notice to exporters, published January 12, removes the prohibition against the exportation of the following articles when the destination is an allied or neutral country other than Switzerland:

Carbon brushes for dynamos, bicycles and parts thereof, floss silk, cocoon silk, and silk noils, combed or uncombed; felt hats in any stage of manufacture, hair, copper, compasses, linen articles, preserved goose liver, mushrooms and truffles; cylinders, discs, and rolls for gramophones and phonographs; silk waste, spirits and liqueurs, cotton haberdashery, silk thread of all kinds for sewing, embroidery, etc.; flower seeds, aluminum articles; india rubber articles except capes, tires or outer tubes, drain tubes, and gloves for surgery; celluloid articles; art works and ornaments of copper, bronze, or imitations thereof; prepared skins not made into garments, photographic paper or plates, artificial stones cut or uncut, copper gauze for paper making, basket and cane work, and saffron.

For the following articles the prohibition against exportation has been removed as regards all allied and neutral countries: Brushes of all kinds, fancy leather goods, shrubs and other nursery products.

FOREIGN TRADE VALUE OF AMERICAN MAGAZINES.

[Consul George L. Logan, Penang, Straits Settlements.]

American magazines are famous for the excellence of their subject matter, the attractiveness of their typography, and the reliability of their advertising pages. They are not, ordinarily, found on sale in Penang book stores, as there is little call for them, because the reading public generally has not made their acquaintance.

At the suggestion of this consulate a bookseller in Penang placed an order a few months ago for three well-known American publications, and has since increased the list and number of copies, besides taking some subscriptions. The magazines personally subscribed for by the consul and those sent to the consulate by the publishers are in constant demand.

Small Mail Orders Often Lead to Larger Business.

This office knows of several mail orders which have been sent to advertisers in American publications, with satisfactory results. When the goods are received the purchasers talk about them and show them to their friends. Dealers soon find it profitable to stock the advertised articles, especially if the exporters assist them with advertising in the local press and otherwise.

Magazine advertising usually brings from foreign countries individual mail orders at first. They are often from persons connected with business houses and are frequently in the nature of trial orders, although that fact may not appear.

A Penang druggist recently ordered for personal trial a device for stropping razor blades which he had seen advertised. Finding it satisfactory, he purchased a lot for his store through a commission house which handles most of his American trade. Within two weeks after delivery all were sold and a larger order was placed. The druggist's experience was that by using this device he obtains two or three months' service from a blade that ordinarily would be good for only a few shaves. He knew that such an article would be a boon to men on plantations and tin workers who are far from town.

American Magazines for Foreign Reading Rooms.

It would pay the manufacturer of a magazine-advertised article to inquire of those magazines which carry his advertisements whether their publications go to public libraries, consulates, commercial associations, clubs, and similar institutions which maintain reading rooms in the territory served by the foreign buyers of his line; and if not, to arrange that they be sent to such organizations. Each advertiser who did this would be doing valuable missionary work for American trade in general as well as for his own business. This might be done cooperatively through trade associations whose members are interested in foreign trade. The magazines which entered into such an arrangement would thereby extend their influence, increase their subscriptions, and make more effective their service to advertisers and readers.

Such publications of high standing are very useful in placing properly before the intelligent readers of other countries American thought, ideals, institutions, and policies. In these days of increased interest in American affairs that is of important ethical and commercial value.

Special Tables Provided in Penang Library.

The Penang Public Library, which occupies a handsome building, is open daily during long hours, and is extensively patronized by local and out-of-town subscribers, provides special tables and racks for American publications. This consulate sends to the librarian the back numbers of periodicals it receives, stamped: "The current number may be seen at the American consulate."

[Consul Logan submitted the names of several clubs, chambers of commerce, and other bodies maintaining reading rooms in Penang, with the suggestion that publishers of representative American magazines place these organizations on their mailing lists. The addresses may be procured from the Bureau of Foreign and Domestic Commerce or its district and cooperative offices upon referring to file No. 109081.]

WEARING APPAREL IN PERU.

A report on the market for wearing apparel in Peru is announced by the Bureau of Foreign and Domestic Commerce. It is the work of William F. Montavon, who until recently was the American commercial attaché at Lima.

Mr. Montavon states that the sale of ready-made clothing in Peru has been handicapped by the existing preference for tailor-made suits; but American ready-made clothing is generally superior to the product of Peruvian tailors, and if this superiority is demonstrated by an intelligent advertising campaign there should be a market for imported suits. Imports of wearing apparel of all kinds in 1916 amounted to \$1,400,000, of which hosiery and men's shirts represented almost half. In both these important items and in other specialties the United States is very strong in the market. Many American products are well and favorably known and are purchased on their merits; but in certain lines the present strength of the United States is based largely on Germany's weakness under war conditions, and it will have to find a more solid foundation in American enterprise if it is to endure.

The report is entitled "Wearing Apparel in Peru," Miscellaneous Series No. 74, and is sold at 10 cents a copy by the Superintendent of Documents, Government Printing Office, Washington, D. C., and by all district and cooperative offices of the Bureau of Foreign and Domestic Commerce.

CANADIAN BANK TO ESTABLISH MORE FOREIGN BRANCHES.

[Consul E. Verne Richardson, Quebec, Jan. 13, 1919.]

The local press gives prominence to certain proposals of the Royal Bank of Canada for the establishment of foreign branches in some of the chief cities of South America and elsewhere. Already this institution is directly represented in Cuba and other countries of the Caribbean, and it now plans to extend the sphere of its influence by opening branches at Rio de Janeiro, Brazil; Buenos Aires, Argentina; and Montevideo, Uruguay. A branch at Paris, France, will also soon be started, according to reliable local report.

At the annual meeting of the Royal Bank, recently held, the president announced an increase in the institution's capital stock of \$2,000,000, to be allotted to shareholders of record January 8, 1919, at the rate of \$150 per share. He further intimated that this policy of increasing the capital on terms attractive to the shareholders would be followed in the future as circumstances might warrant.