

## OUR INVASION OF HOLLAND.

HOW AMERICAN GOODS ARE FLOODING THE NETHERLANDS.

Special Correspondence of the Deseret News by Frank G. Carpenter.

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ROTTERDAM.—I stubbed my toe on the American invasion the moment I landed in Rotterdam. The obstruction was a square box marked—

"Origin."

From Meridan, Conn., U. S. A.

C. Kellers Groote Magazijn van Pianos, Kulverstraat, Amsterdam.

A little further on were barrels of

machine oil from New York, and next

to them a lot of American sewing machines

in crates. Out in the river Maas

anchored to a floating buoy were great

barges unloading Minneapolis flour

into two huge barges to be sent up the

river, and all along the booms were

American goods of various kinds.

I took a carriage and drove for several

miles up the wharves, crossing the

bridges to the Noordstrand and on to the

left bank of the Maas. We went

warehouse after warehouse, and everywhere

I saw more or less stuff from the

United States.

On the Holland-American quay there

was an acre or so of cotton bales from

American spinning trans-shipment for

European mills. Nearby was a

warehouse filled with resin barrels from

Savannah which gave forth a small

smelling factory, which stuck in my

nose until driven out by the coffee

aromas where the rich-smelling

beans of Java and Sumatra were being

sorted on a ship for New York.

At one place I stopped my carriage

and photographed a wagon load of

standard oil barrels, and at another I

saw a manifest of a cargo of Dutch

cotton to be loaded on a ship for

New York. I saw cargoes of American

lumber, buckets and boxes of

American meat, wagon loads of

tallow and all sorts of crates holding

American machinery. One item

was a cargo of Chicago mowing

machines being loaded on barges for the

north of Europe, and another

was a large after-barge of American

cotton seed oil which passed

under one of the drawbridges

and waited to cross.

At the same time I saw a score of

steamers loading for Asia, Africa

and the Dutch East Indies, and

hundreds of miles of river and

canal.

HOLLAND'S BIG TRADE.

If I went on I could see something

of the enormous business which

the Netherlands have with the rest of the world.

The little giants of commerce

they are, they do not number as many

times the population of China,

but they have twice as much foreign

trade as the 120,000,000 Russians,

and twice as much as the Spaniards

and twice as much as the

people of the South American continent. Holland

stands sixth in the point of business

done among the commercial

nations of the world, and about one-tenth

of the trade of the United States.

The foreign exchanges to the

United States are worth more than a billion dollars a

year, and it annually buys more than

hundred million dollars' worth of

goods from us.

To stop a moment and think what

means. This little country has in

its numbers just about five million

people, or one million families, but it

has one hundred million dollars' worth

of goods every year. This

country has on the average every fam-

ily buys one hundred dollars' worth annually, and this notwithstanding its sales to us will not average more than \$12 or \$15 per family. Of course, much of the goods are bought to sell again, and some go to the Dutch East Indies, which are 80 times as large as Holland itself, but the business is so big that it will pay the most careful business and the most enthusiastic pushing. The South American continent is less important to us than Holland. Our trade with the Chinese brings in nothing like as much as our trade with the Dutch, and in its possibilities it is worth as much as the business of any of the countries of Europe, with the exception of England, Germany, France and that undeveloped empire, Russia.

## UNCLE SAM'S TRADE WITH HOLLAND.

Just now is the best time to increase this trade. The Dutchmen do not like the English. They can't get over the troubles of their South African cousins, the Boers, and other things being equal they will give the United States the preference every time. There are hundreds of articles which we make that ought to be sold here, and by studying the wants of the people and drumming the trade there can be an enormous increase.

But first let me tell you what our business consists of. I have before me the Dutch imports from the United States for the first half of the year 1900. They are a little odd, but the trade is practically the same today. I will give you some of the items. They consist of cotton, cotton seed oil, lard, tallow, margarine, meat and tobacco, as well as a large variety of other articles. The cotton they bought amounted to 20,000,000 pounds, equal to more than 3,000,000 pounds of cotton per month. This was the Dutch mills and a large part of it was made into cloth for Java, Sumatra and different parts of Africa.

## HOLLAND BUTTER FROM OUR COTTON SEED.

The cotton-seed oil weighed just twice as much as the cotton itself and thereby hangs a tale. These Dutch are among the chief artificial butter makers of the world. They bought 43,000,000 pounds of margarine of us during that six months, but at the same time they used this forty-odd million pounds of cotton seed oil to make other margarine and low-grade butter, for use not only in Holland, but in England and other parts of Europe. There is one factory here which makes over 2,000,000 pounds of such butter every month, and England imports something like 800,000,000 pounds of it every year. A Frenchman invented the process of making this butter, but the Dutch have the biggest factories of it and it is the bulk of the world's business along this line. They make also cow butter for export, so much, indeed, that Holland has been called the dairy farm of London.

## DUTCH SCHNAPPS FROM AMERICAN CORN.

Our biggest Dutch export in point of weight is American corn. In this six months it amounted to almost one hundred million pounds per month and brought in several millions of dollars. What do you suppose it was used for? To feed the Holstein cattle, to furnish butter for London? No, the grass here is good and it makes the sweetest of milk. For corn bread for the people? No, the Dutch don't eat maize, though they take vast quantities of our second grade flour and like it. What, then, can I easily show you if you will come

with me to Schiedam, a little way out from Rotterdam. At that place are the great distilleries which make the Holland gin or schnapps. There are 200 of them, and their business is to grind up American corn and reduce it to alcohol, which mixed in a certain way with the juice of the juniper berry, forms gin. Holland gin is considered the best drink of the world. They consume vast quantities of it and it warms their body and soul. It is used not only here, but throughout the Dutch East Indies, where the hotels give you free gin cocktails before every meal, and where the people drink gin almost every hour of the day.

A large part of what Holland sells to us is gin, alcohol and wines. She sends us Java coffee and something like two million pounds of spices every year, all of which comes from her colonies in the East Indies.

## THE MODERN PORT OF ROTTERDAM.

Rotterdam is by far the best place for pushing our trade. It is, with the

All About the Little Dutch Giant of Commercial Europe—His Business With Uncle Sam and How He Does It—American Corn for Dutch Schnapps, and Cotton Seed Oil for Patent Butters—Our Steamship Connections—A Dutch-American Sky-Scraper—The American Shoe—How the School Girls of Holland Sew on Our Machines—Are We Poor Business Men?



Photographed for the Deseret News by Frank G. Carpenter.

## DUTCH GIRLS USING AMERICAN SEWING MACHINES.

exception of Hamburg, the best distributing point on the coast of northern Europe, and it has fewer trade restrictions than Hamburg.

The city is about 15 miles back from the sea, built upon piles on both banks of the Maas. The piles are driven as much as 50 feet into the soil and upon them have been constructed miles of stone quays, enormous warehouses and a city of about 550,000 people. The town controls all public improvements, and it is spending vast sums to increase its shipping facilities and trade. If I remember correctly the cost of deepening the river Maas, so that the biggest ocean steamships could come right into the city, was more than \$16,000,000. This, however, has made Rotterdam superior to Amsterdam as a port, and it now ranks second among the ports of continental Europe, and is surpassed by none in its safety and in its conveniences for handling goods. I have spoken of its miles of stone quays.

It has also ship yards and floating dry docks and every means of repair-

ing and taking care of shipping. It has mooring buoys in the Maas, so that the vessels can unload into the barges in midstream, and its quays are so fitted with cranes that all sorts of freight can be rapidly moved. At present there are 75 ocean liners which call regularly at Rotterdam, and the river and canal craft which annually enter this port number 125,000. The river is always free from ice, and business goes on all the year round.

## UNCLE SAM'S DUTCH CONNECTIONS.

In my ride around the wharves I was surprised at the number of ships loading for and unloading from the United States. Our trade is very important to Holland. Of all its tonnage more than 23 per cent comes from our country, and the only country which surpasses the United States in this is Great Britain, which has about 36 per cent of the total tonnage, but some of this consists of American goods which come to Holland via England.

There are more than 400 ships leaving

Rotterdam every year for the United States, or more than of every day. There are 13 regular steamship lines, which do business between the two countries.

The Holland-American line is the greatest. It has a passenger line to New York and freight steamers for Newport News. The passenger ships make the journey from Rotterdam in eight or ten days, while the freight steamers take from nine to twenty days. This line is making money, and it has for several years paid dividends of 10 per cent and upward.

Outside the Holland-American line

the chief steamship companies which deal with the United States are freighters, the most of the vessels going to the southern states. There are tank steamers belonging to the German-American Petroleum company which ply regularly between New York, Baltimore, Philadelphia and Rotterdam, and there are tramp steamers which carry oil. The Neptune line has one or more steamers a week to Baltimore. The Commercial and the Keystone lines make regular shipments to Philadelphia, and the Johnson Blue Cross line and North American Transport line do a business between here and Norfolk and Newport News. Then there is the Harbortransport line, with irregular sailings; the Texas Transport and the Germania Transport, with steamers to New Orleans and Galveston, and the Gulf Stream line which sails bi-weekly to the same ports. Baranah has a steamship from Savannah to Rotterdam, and the Cuban line goes from Rotterdam or Antwerp to New Orleans every three weeks. There is also a line from Holland to Boston, with steamers every 10 days and other lines to Philadelphia and New York. So you see that the Dutch-American trade keeps the gulf stream sizzling the greater part of the year.

## A DUTCH AMERICAN SKY SCRAPER.

I have letters from Chicago to the

Holland representatives of Armour & Co. and Swift & Co. and I asked my

porter at my hotel where to find them. He took me to the corner and pointed to a big white building facing the river

at the end of the booms. "That," he

said, "is the White House. It is the only

building in Holland and it is the

headquarters of the chief American

firms."

I crossed several bridges, and strolling

down to it, found it even so. The

building is on the American plan, al-

though it was erected by a Belgian. It

is made of bricks faced with white

porcelain tiles. The Dutch call it a

sky-scraper and talk of its dangerous

height, although it has only ten stories.

It is, I am told, the only ten-story

building in Europe. It is a giant in

Rotterdam, although in New York it

would be but a baby. It is perfectly

plumb, notwithstanding nine hundred

trees were driven down into the sand

to make its foundation. The average

building of Rotterdam is of from three

to five stories, and many buildings lean

this way and that so that parts of the

city are apparently drunk.

The American house has electric

elevators worked by little Dutch boys

dressed in white smocks. It was by

them that I went from story to story

calling on some of our largest Ameri-

can agents. I found that the meat men

here are selling vast quantities of our

meat and lard not only to Holland, but

to all the countries along the Rhine,

and that the American Cereal company

is pushing its goods into this part of

Europe. It has its offices in the

American building, and its advertise-

ments are everywhere. Indeed, the

Americans are far better advertisers than the Europeans, and you see "Kwaker Oats," American typewriters, Kodaks and California fruits everywhere.

## DUTCH GIRLS LIKE OUR SEWING MACHINES.

I find a great many American sewing machines used in Holland. They are scattered over the continent, and are considered far superior to any made in Europe. One or two of our firms are pushing their foreign business more than any other, and especially the Singer company, which has its advertisements everywhere and branch houses in all the cities of England and the continent. In fact, I found a store here on the Hoogstraat—the Broadway of Rotterdam—which had photographs of some of the sewing schools of Holland, in which the little Dutch girls are working away on American machines. One of these pictures is of a school at Allmar, one of the oldest towns of Holland.

Not far from this shop are hardware stores, with a great variety of American goods, including Philadelphia lawn mowers and Michigan pitchforks, and in the music store, just over the way, I saw windows filled with the marches and songs printed with the American flag on the cover. They are made by a Rotterdam firm and sell in sets at 40 cents a copy.

The American shoe does not seem to be walking into Holland as rapidly as could be desired. The climate is so wet that thicker soles than ours are needed. Nevertheless, it is no worse than England, and our shoes will sell if properly pushed. There is one store in Rotterdam with a big sign above it advertising American footwear, and another store, which was intended for selling American shoes, is vacant. The Dutch merchant opened his place on

contracts which he had with Americans, leasing one of the best places and planning to make our shoes a specialty. His goods, owing to the carelessness of the American exporters, failed to come on time, and the result was that he compromised his lease and gave up the business.

## ARE WE POOR BUSINESS MEN?

Indeed, the Americans have a bad reputation in Europe as exporters and traders. We make the best goods, but we don't know how to sell them. Such trade as we have is because our goods are so good, and not because of our business ability in selling or care in filling orders.

Take for instance an order which a stationary dealer here sent to New York and had filled at a loss. The man has a shop right next to the Witte Huisk, and I dropped into it to buy a lead pencil. He offered me one made in New York, and when I asked him if he handled other American goods, took me through rooms filled with unit book cases, desks and office furniture, and showed me cases of American ink, pencils and pens. As I looked at them he said:

"I can sell American goods, but I don't care especially to do so, for your people do not watch my interests nor try to save money for me. Only last month I had a customer who wanted a certain brand of American pen. I wrote a New York exporter to send me three boxes by mail, and supposed that the charges would be about 20 cents. The exporter sent the pens by express so that they cost me in commissions and freights, \$3.25, and the result was that I lost on the transaction. This is a little thing, but it is only one of many in which the carelessness of you Americans causes us to lose money."

FRANK G. CARPENTER.

## EXPERT ACCOUNTANTS IN DEMAND.

The change in business conditions in

the United States during the last de-

cade or so has given rise to a new pro-

cess of public accounting. It

requires not only integrity

and high order, but also

thorough training and wide experience.

England public accountants have

been practicing for generations, but in

the United States the profession was

practically unknown as recently as

15 years ago. At about that time one or

two of the great English accounting

firms established branches in this

country and the American business

men, quick to seize upon any new idea

which might tend to promote the

welfare of his business, immediately re-

cognized the value of the services per-

formed by them.

Today the most progressive bankers,

investors, manufacturers and business

men in general regard the employment

of public accountants as indispensable.

As a consequence there are today a

number of firms practicing in the

United States and the demand for their

services has grown to such proportions

that most of the prominent eastern

accountants have opened offices

throughout the country where mining,

industrial or financial enterprises are

of sufficient importance to warrant

them in doing so.

The popular impression that the ex-

amination of books and accounts in-

volves only the detection of fraud is

erroneous. Although this is one branch

of the business, the services per-

formed by public accountants are of far

wider range.

To the investors in the stock or

bonds of a corporation the services of

the public accountant are particularly

valuable. Having little or no voice in

the management of the property the

average stockholder is dependent for

his knowledge of the conduct of the

business on the statements submitted

to him by the officials of the company.

The public accountant renders his

entirely impartial statements of the

company's earnings and of its financial

condition.

THEIR REPORTS INSPIRE CONFI-

DENCE.

Many corporations voluntarily submit

to examinations by public accountants,

the result being that the confidence

inspired by reports known to be trust-

worthy increases the popularity of their

securities with the investing public.

The public accountant's services are

frequently in demand for the prepara-

tion of systems of books and accounts.

In devising such systems, particular at-

tention is given to the logical and ef-

fective classification of expenditure and

revenue. Statements drawn from the

books will, as a consequence, convey

the maximum of information. In most

business it is entirely practicable to

prepare monthly profit and loss state-

ments, which statements enable the

management to keep in close touch

with the course of the business and to

promptly correct any mistakes in policy

or practice. Should any item demand

investigation the system of filing adopt-

ed is such that all documents and re-

ports pertaining to any particular

transaction are readily accessible.

METHODS SIMPLE AND COM-

LETE.

These results are accompanied by the

simplest and most direct methods, and

instead of necessitating additional ex-

penditure, the installation of an effective