

HAPPY NEW YEAR

By W. E. Hill

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Around 1 a. m. on New Year's day, when everything was glamorous and the world seemed just about right.



New Year's dance. Chris and Norma fell madly in love during Christmas vacation, and tomorrow he returns to college and she to finishing school. They expect to write each other every day. Maybe twice a day.



Twelve-thirty a. m. These happy revelers are wishing absent friends the season's greetings over the telephone and are being very humorous with their "Merry Christmas and Happy Fourth of July." The friends, roused from slumber, will be slightly unappreciative.



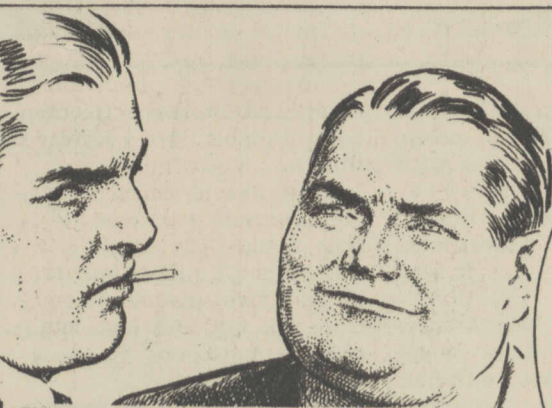
Pop spends a happy New Year's Day going over the Christmas bills, deciding which have to be dealt with, and which can wait.



Twelve noon on New Year's Day, when everything is dark and drab and life seems just one big hangover.



The not-too-attractive relations make a long call on New Year's day. Describe at great length the New Year's eve radio program they listened to at home, and how at midnight they all held hands and sang "Yip I Addy I Ay" and "Auld Lang Syne."



"I'll say you hit the high spots last night! Remember trying to make that cop dance with you? And crying because nobody loved you?" (The friend with the unfortunate memory for details stops in to hold a post-mortem on New Year's eve happenings.)



The telegram of greeting. Dorothy wonders if it will be all right to add, "Arrived safely," after "New Year's Greetings," because then she'll get a travel rate.

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tria, Prussia, Russia, and France. They disliked the idea of democracy, just as do the dictators of today. They began scheming for the reconquest with European troops of the lost territories, with the idea of restoring those in South America to Spain and turning over Mexico to France. A part of the plot allotted California to Russia. In what manner Austria and Prussia were to profit was not clearly disclosed.

It was at this point that Great Britain became interested. The British had acquired a considerable overseas trade with the new republics in the west and did not wish to see this trade handed back to Spain. So Great Britain declined to have anything to do with the scheme of the Holy Alliance and even refused to promise neutrality in the event of war. The British, in a letter from their foreign secretary, George Canning, to Richard Rush, American minister in London, proposed that the United States unite with them in a joint declaration to the effect that the two powers stood opposed to the acquisition of the former Spanish colonies by any European power, either for itself or in the name of Spain. The declaration as originated by Great Britain was not to be a guarantee of South American independence, but simply a statement of views.

The British proposal was laid before President Monroe, who consulted the former Presidents John Adams, Thomas Jefferson, and James Madison. The final decision was that the United States should act alone in the matter. The British in the meantime had begun to lose interest, and the reconquest planned by

South America, Neighbor!

the Holy Alliance failed to materialize. Monroe went ahead and incorporated the doctrine in his message to congress of Dec. 2, 1823. It was a plain statement to the effect that the American continents were closed to European colonization, that the United States would not interfere in European affairs, that the Americas were for Americans, and that any effort on the part of European powers to regain territory in the western world would be considered a "manifestation of unfriendly disposition toward the United States."



(U. & U. photo.) ROOSEVELT

That was said with Europe exclusively in view must be deemed applicable to all non-American powers; and the opposition to the extension of colonization was not dependent upon the particular method of securing territorial control, and, at least since President Polk's time, may be deemed to embrace opposition to the acquisition of additional territory through transfer of dominion or sovereignty.

Historic incidents of the United States' alertness to the dangers from Europe included the settlement of the Mosquito coast, Nicaragua, question in 1860; the strong stand against the French empire in Mexico under the Austrian Prince Maximilian in 1867; the arbitral settlement of the

boundary line between Venezuela and British Guiana during President Cleveland's last term of office, and the disposition of the claims of Germany, Great Britain, and Italy against Venezuela in 1904.

The last-named case brought the United States to the very door of war. The German kaiser was determined to obtain a foothold for Germany in the Americas. Citizens of Venezuela owed large sums to merchants and bankers of Germany, Great Britain, and Italy, and the creditors were unable to recover either capital or interest. The kaiser saw his chance, obtained the cooperation of the British and the Italians, and moved to seize his first slice of the new world. A fleet of German, British, and Italian war craft appeared off Venezuela in what the European powers called a "peaceful blockade." The United States contended that there was no such thing as a peaceful blockade, so the three powers proclaimed a state of belligerency, and Germany threatened to bombard Venezuelan coastal cities until the debts were settled. A landing by German troops would have been a possible foothold in the Americas and unquestionably a threat to the Panama canal.

President Theodore Roosevelt, who then was in office, sounded

out the British and the Italians and learned that they were willing to arbitrate the question of the claims against Venezuela, and then he turned on the kaiser with a direct diplomatic attack. He told the German ambassador in Washington that unless Germany agreed within ten days to arbitrate he would send an American fleet under Admiral Dewey to defend the Venezuelan coast from attacks by the Germans.

The ambassador from Berlin warned Roosevelt that the kaiser would not agree to negotiations and asked the President if he knew what would be the result of his insistence on arbitration. Roosevelt assured him that he knew it might mean war.

Receiving no reply from the kaiser in a week or so, Roosevelt sent for the ambassador again and told him the American fleet was to be given orders at once to sail for Venezuela.

Within thirty-six hours of that warning the kaiser consented to arbitrate—and thus again the Monroe doctrine was upheld.

All of these acts, however, have not been sufficient, apparently, to banish all suspicion of the United States among the people of South American countries. Although the United States long has been the big brother to the South American republics, there has been a tendency among them to discount the benefits that they have derived. There has been talk in parts of South America about "dollar imperialism," in reference to the efforts made by the United States to increase its trade with its neighboring republics, which some South Americans allege are efforts to create an empire of trade.



(Appleton photo.) MONROE

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BUILDER



ABOUT COFFEE. A. A. Humfrey (left), div. mgr., Chicago area, Hills Bros. Coffee, Inc., and C. S. Benham, mgr., Chicago Tribune nat. adv. dept., confer on plans for advertising during the coming year. To promote sales of their coffee in the Chicago market, Hills Bros. Inc. expends more of its newspaper advertising appropriation in the Tribune than in any other Chicago newspaper.



ABOUT AUTOMOBILES. W. E. Butler (right), pres., Butler Motors, Inc., Hudson-Terraplane distributors in the Chicago area, goes over sales reports presented by O. H. Bachler, mgr., wholesale dept. More of the Hudson-Terraplane appropriation for Chicago newspaper advertising is expended in the Tribune than in any other Chicago newspaper.



ABOUT REFRIGERATORS. S. B. Maher (right), vice-pres. in charge of sales, R. Cooper, Jr., Inc., Chicago distributors of GE products, and J. E. Anderson, Tribune nat. adv. staf, review progress of advertising campaign in the Tribune on Triple-Thrift refrigerators. More of the Cooper appropriation for newspaper advertising is spent in the Tribune than in all other Chicago newspapers combined.



3,556,195 PERSONAL SERVICES. By telephone, letter and personal visit, 3,339,037 persons during the first ten months of 1938 called on the Chicago Tribune for help involving a total of 3,556,195 separate items of service. Of these people served, 620,924 of them called in person at the Chicago Tribune Public Service Offices, of which the touring bureau is pictured above.

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