


TO THE ALLIES.



.. AN ..
**APPEAL TO PATRIOTISM
AND COMMON SENSE**
For the Advancement of
**INTERNATIONAL TRADE
AND NATIONAL ECONOMIES.**



To be published simultaneously in Russia, Roumania, France,
Portugal, Italy, Japan, U.S.A. and Great Britain.

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By S. R. MARSHALL (Hon. Sec.), Ludgate Circus, London, E.C., 4
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TRADE AFTER THE WAR.

AT the present time, when we are in the throes of a world-struggle for our national existence, and are being compelled by a ruthless enemy to fight for the preservation of our national entities, every effort is being made to co-ordinate and unify the control of our military efforts in order to obtain the greatest common good and final success for the Armies of the Allied Nations. We have learned the lesson of unreadiness and disconnected individual action with regard to War, but as a group of Nations leagued together, and interdependent on one another in this terrible conflict, can we conscientiously say that, although we were unprepared for war, we are now taking all necessary steps to procure the greatest common good for ourselves when the evils of War shall have ceased, and Peace reigns once more ?

Much has been said and written concerning Trade after the War, yet there is still one point which we all, as Nations, do not fully appreciate, and that is the language difficulty. True, there has been a plentiful crop of exhortations to learn each other's native tongues in order to be prepared for the future inter-Allies Trade, and consequently an increased demand for instruction in foreign languages has arisen. But it is exceedingly doubtful whether this desire for multiplicity of tongues and these efforts to learn languages will lead to any practical results, since the time required is more than most people can devote to this item of education. Therefore, unless the War lasts from 3 to 5 years longer, all this study will prove of little avail, because a good working knowledge of even the easiest of national languages can scarcely be acquired by most people in two years, whilst the learning of Russian, except by students of marked ability, certainly takes far longer. What is really needed, then, is the adoption of one Common Commercial Language, and that, to be fair to all, should be a *neutral* tongue requiring the absolute minimum of study. That there is a growing appreciation of this idea is evident from the attitude of the Court of Common Council of the City of London, which recently passed a resolution to the effect that one common language should be adopted for commercial purposes amongst the Allies, and sent a copy as a recommendation to the Board of Trade.

According to reports in the daily and weekly press, thousands of pounds are being spent at the present time in this country on attempts to learn Russian alone, and thousands of students are devoting thousands of hours weekly to the study of this language in the hope that at the end of the war we may be able to secure that trade with Russia which, previously, Germany so largely held owing to the fact that her commercial agents were perfect masters of the Russian language. At the same time our Slavic Allies, who want to trade with us, and not with the Germans, are doing much the same thing with regard to English. This would be all to the good if *time were no object*, but as it is not likely that the war will last 3 to 5 years longer, it becomes evident that all this time and money is being spent with a very remote chance of achieving the object so greatly desired.

NOW, if instead of encouraging all this waste of time and money in vain attempts to learn each other's languages direct, the Allies should (say at a conference in Paris) decide to adopt Esperanto as the Common Commercial Language,

everybody concerned could possess within 12 months a perfect means of international commercial communication which would serve not only between Russia and Britain, but amongst all the Allied Nations. Thus a great economy (*i.e.*, the prevention of further waste of time and money spent on learning what would probably prove of no *immediate* use) would be effected. Moreover, it would be found that a knowledge of Esperanto provides an excellent stepping-stone to, and creates a desire for, a knowledge of other languages. These could be learned at leisure after the pressing need of an immediate and easily-acquired Common Commercial Language had been supplied.

IF SIX BUSINESS MEN DESIRED TO UNITE THEIR EFFORTS to achieve a common object for the good of ALL SIX, would they choose SIX DIFFERENT METHODS, each long, difficult and tedious, for reaching their goal, when ONE SHORT EASY METHOD would answer exactly the same purpose?—NO! Then why learn Russian, French, Roumanian, Italian, Portuguese, English, etc., for inter-trading, when there is ready to hand, and in use all the world over, a simple and easily-acquired, neutral, international language ESPERANTO, which FILLS THE BILL.

Some details of the Esperanto Experiment recently organised in seven different countries by Mr. S. R. Marshall, to test the efficacy and utility of this language for international commercial purposes will be found on page 7. These details show that in less than **THREE MONTHS** business men have easily acquired and utilised Esperanto for international business relations.

We may note that the London Chamber of Commerce has placed Esperanto on a footing with Spanish, French, &c., on their list of commercial examinations; that the language has been taught in L.C.C. Evening Commercial Institutes since 1906; that at the last Spanish Congress of Business Men, held in Madrid, Esperanto was accepted as an international medium; and that, in Lisbon one of the principal daily papers, "Jornal do Commercio," has a regular Esperanto column, and the Portuguese Committee for the Propagation of Esperanto in Commerce is now supported by Lisbon Chamber of Commerce, Lisbon Association of Tradesmen, The Union of Agriculture, Commerce, and Industry, The Portuguese Industrial Association, The Lisbon Association of Clerks, and The Association of Commercial Assistants.

These last-named Associations have all written to the Board of Trade in London, stating that they fully approve of the idea of adopting Esperanto as a Common Commercial Language, and similar letters have also been sent from various towns in France, Italy, Russia, and Spain. Some time ago the Astrachan Esperanto Society distributed systematically thousands of leaflets (in Russian) to business houses in 40 different towns, inviting them to look into the question of Esperanto, and test it by sending one or more of their clerks to the Experimental Classes. Similar action was also taken in France.

Were this language adopted officially, business houses in the various countries would be able to prepare their catalogues, price-lists, etc., in the common language, and instead of paying for the composition in 5 or 6, or even more languages, the cost of the Esperanto setting would be the only charge for composition on foreign editions; hence, what would have been the cost of several distinct catalogues or price-lists would now become the price of the first, plus the cost of paper, machining, binding, etc., for the remainder. This second great economy is so apparent that it is needless to labour it further. (See note at foot of page 5.)

Leaving the selling and advertising side of the question, and coming to clerical work and office routine, here again still further economy would be effected. It must be the experience of quite a large percentage of the Export Firms in Great Britain that they have, hitherto, had to employ foreign clerks, *mostly Germans*, to attend to their International Correspondence, and we are now well aware that the success of German commerce was largely due to business knowledge and trade secrets collected by those clerks for the benefit of the Fatherland. But under the plan now proposed it would no longer be necessary to engage these special foreign clerks as translators for the various languages, because the British staff would easily become capable of undertaking all foreign correspondence, and the Employer himself (who could learn the international language as readily as his staff) would have the further advantage of controlling and checking letters which he now so frequently has to sign "on trust."

International Congresses for trade and other purposes, hitherto largely fraught with a plentiful lack of understanding, owing to the delegates being dependent on interpreters who frequently fail to translate the spirit of the original, would now become as intelligible and profitable as any *National* gathering, for such has been the experience at the numerous International Congresses held in connection with the Esperanto movement. These Esperanto Congresses are the only International conferences at which all the members understand all the speeches, and converse together with absolute freedom.

All that is needed to bring about this consummation so greatly to be desired is unanimity of decision and action on the part of the Governments in the various countries.

Why, then, do the Allies not adopt this Great Economiser?

Simply because Governments do not move until compelled to do so by force of Public Opinion. It is, therefore, with confidence that we appeal to all good Patriots who are anxious for their Country's welfare in Peace time as well as in War, to come to the aid of a cause which is of the utmost importance to the Trade and National Life of the Allied Countries, and to do their best to influence Public Opinion on this question of a Common Commercial Language, so that we may

**REAP THE FULL BENEFIT OF INTERTRADING AMONGST THE ALLIES
AFTER THE WAR.**

Further copies of this leaflet and other information may be had on application to S. R. MARSHALL, c/o Messrs. Thos. Cook & Son, Ludgate Circus, London, E.C.

SOME OPINIONS

After Practical Experience of a Common Commercial Language.

MESSRS. BUCHANAN, SCOTT & Co., Importers, Exporters and General Merchants, 7 and 9, Garthland Street, Glasgow, write:—

"Having used Esperanto for ordinary business purposes since 1905, we have pleasure in reporting that we have found the language entirely adequate for general commercial correspondence on the most varied subjects. We particularly noted that even when our correspondents had an imperfect knowledge of the language, their grammatical errors did not prevent the sense of their communications remaining perfectly clear, and when English has been attempted by foreigners the results have occasionally been quite unintelligible."

MR. W. M'CREIGHT BROWN, of the Central Fruit Mart, Newcastle-on-Tyne, a firm which has considerable dealings with other countries, writes:—

"Those who have done business with other countries by means of Esperanto know how easily and satisfactorily it works.

"During many years I had commercial dealings with Spain, and neither I nor my Spanish friends know one another's language, but in spite of that, we quite understood each other much better than if we had studied the other's native language during many years. Our letters and telegrams were always in Esperanto.

"I have also done business with France by means of Esperanto."

MR. R. RICHEZ, Marble Merchant, Geneva, writes:—

"Some years ago, while travelling in Holland on business, I found myself trying with difficulty to make myself understood to a customer with the smattering of Dutch which I possess. Suddenly I noticed that my customer wore an Esperanto star, and I immediately began to speak Esperanto, which I had been learning *only for a month*. It was a mutual pleasure, and I had the satisfaction of booking a £200 order before I left my friend.

"Business men, is it not worth while learning Esperanto?"

"Before the war I had a very interesting correspondence with Russia in Esperanto about granite steps. Even the technical trade terms I managed to convey to my Russian correspondent quite satisfactorily. But one thing was a drawback, not the language, but the Russian measures. When will the English and Russians adopt the metric system?"

THE SECRETARY of an important Tourist Agency in London says:—

"I have used Esperanto in business correspondence with foreigners in various parts of the world, and have on several occasions found it most useful in conversation with foreign visitors at my offices. My firm has printed in Esperanto many programmes and circulars for international distribution, and I am convinced that the general adoption of Esperanto by business men would be an immense advantage to the business world. I would recommend all firms or companies with International relations to have their staff taught the language, and I may add that the success of the experiment recently carried out by Mr. S. R. Marshall proves that a knowledge of Esperanto sufficient for all commercial correspondence can be acquired in three months."

THE LATE MR. HENRY STEPHENS, of London, maker of Stephens' Inks, wrote some years ago as follows:—

"I had some of my circulars and price-lists translated into this language; I then sent these to Esperantists all over the world, and as a result have received communications of all kinds from practically every country in the world, and they have all been perfectly clear. I have myself since that time corresponded in the language upon every subject touching my business. After one-twentieth of the amount of study devoted to other languages, owing to its greater simplicity and clearness I would prefer to use Esperanto to languages which I have been using for the past 20 years."

NOTE.—A collection of Commercial Catalogues, Price Lists, &c., printed in Esperanto, and issued by well-known firms in many lands, may be seen on application to the Hon. Sec., Common Commercial Language Committee.

An Appreciation.

MR. JOSHUA VILKESID, a Director of Messrs. Muir Beddall & Co., Ltd., Incorporated Insurance Brokers, 4 Bucklersbury, London, E.C. 4, in a letter to Mr. S. R. Marshall, writes:—

Re International Esperanto Experiment.

At the close of the interesting course of lectures which you have been giving in London during the winter in connection with the above, it gives me real pleasure to write and congratulate you upon the success of this enterprise.

I may say that ESPERANTO was practically a *lingua incognita* to me before I attended the Meeting held at the Painter-Stainers Hall in the Autumn of last year, under the presidency of the Lord Mayor of London, during the course of which your scheme for an International Experiment was so ably explained and inaugurated.

I must frankly admit that when, as a result of all I heard at that Meeting, I was tempted to accept the open invitation given to join the proposed group of London students, I felt rather sceptical of seeing all the claims that were made for the auxiliary language fully realized. I am, therefore, the more pleased freely to admit now that in my opinion nothing that the speakers claimed for Esperanto was too fulsome nor too sanguine.

Although not without some difficulty at times, I found it possible to attend most of your lectures, and it was a remarkable experience to find that after a few lessons your students found themselves able to write simple commercial letters in Esperanto with comparative ease, and a little later on to write letters to students in other countries and readily read and translate their replies.

I am only sorry that the increasing calls upon my time have not permitted me to give to the study of the text-books anything like the attention which my desire to do justice to your zeal and painstaking instructions demanded, yet in spite of this I find myself at the end of three months' very intermittent study able to read the language comparatively easily, to understand it when I hear it spoken, to write it well enough for most purposes, and even to speak it sufficiently accurately to make myself understood.

If this result, in like circumstances and in so short a time, can be achieved in the study of any other modern language I should like to hear of it.

If the study of Esperanto has done nothing more for your students it has at least proved exceedingly interesting, thought provoking and a fine stimulant and aid to quick thinking, and if only for these things I feel that I owe you a debt of gratitude.

The International Experiment.

Although for many years thousands of Esperantists in almost every civilized country have been exchanging ideas and doing business by means of the International Language created by one of Russia's leading philologists (the late Dr. Zamenhof), the public at large has maintained an attitude of scepticism towards this simple and easily acquired tongue, and as a matter of fact the claims made for Esperanto have seldom been taken seriously by the Press and the Public generally.

In order to dissipate doubts and with a view to affording
**Public proof of the facility with which Esperanto
can be acquired for Trade Purposes,**

an International Experiment was launched in October last, at a time when considerable attention was being drawn to the language difficulty and to the increasing need for the adoption of the Metric System and a Common Commercial Language. The object of the Experiment was to obtain an impartial and independent verdict on the claims made for Esperanto, by inviting Business men and women in the City of London (and other places) to take a

Three Months' Course of Lessons,

and at the end of that period enter into commercial correspondence with students similarly and simultaneously taught in Russia, France, Portugal, and other countries. This *challenge* was accepted in London by about 20 *responsible and representative Business people*, and the opening of the London Class was witnessed by Mr. C. E. Town, of the London Chamber of Commerce; Mr. J. Bredall, the Secretary of Messrs. Thos Cook & Son; and a representative of a prominent weekly journal. A Director of a City firm, an Editor and Author, an Advertising Manager, the Head of a Shipping Department, and various others in highly responsible positions in well-known houses came forward to undertake the test, to the success of which they have unanimously and voluntarily testified as shown in the document reproduced on page 8. In several cases the students were able to commence friendly International Correspondence at the end of the seventh week, and a study of the cards and letters interchanged shows how successful the Experiment has proved in practice.

**If 20 people in each of 20 centres in 7 different countries can do this,
why should not commercial communities in all countries do the same?**

.. A ..
**COMMON COMMERCIAL
LANGUAGE.**



International Experiment,

October to December, 1916.

We, the undersigned, business men and women in the City of London, participants in the above Experiment, organised by Mr. S. R. MARSHALL in seven different countries,* hereby testify to the fact that after only **THREE MONTHS'** tuition by the Organiser, we were able to enter into international correspondence (commercial and otherwise) with students similarly taught in the centres fixed for the purposes of the Experiment, and that we have also found that the study of Esperanto is most conducive to quick and clear thinking and is an admirable aid to a fuller understanding of the mother tongue. We are confident that this testimony may also be given on behalf of those of our fellow students now serving with the Colours.

* Russia, France, Portugal, Norway, Spain, Argentine & Great Britain.

(ed) **A. BARBOUR.**

† **SYDNEY T. CLARKE**
(Commercial Traveller).

AMY M. FOSKETT.

† **WALLACE GANDY**
(Journalist).

† **CHAS. LAWRENCE**
(Head of Advertising Dept.).

† **KENNETH C. SPARY**
(Clerk).

† **FRANK TAYLOR**
(Chief Clerk).

IRENE E. VAUGHAN.

† **JOSHUA VILIESID**
(Incorporated Insurance Broker).

† **CHAS. WHITEHEAD**
(Printer's Overseer & Technical Instructor).

GLADYS N. WHITEHEAD.

Ludgate Circus, London, E.C.
January, 1917.

† These gentlemen will be pleased to give further testimony privately, and may be approached in confidence through S. R. MARSHALL, Ludgate Circus, London, E.C., 4 (c/o Messrs. THOS. COOK & SON).