

2. Representation.

The Government must have attorneys to plead its cases  
before

before other Governments. This can no more be done by writing or by telegraph than can a business firm effectively plead its case in a civil suit in court by this method. Even although the general policy of the United States in foreign affairs is to lay its cards face up on the table at the start, the personal character and equipment of its foreign agents, their intelligence in grasping an issue, their tact and force in presenting it, are of paramount importance in determining the result. Practical common sense is a great asset in such work, but it is by no means the only requisite. Knowledge of the people with whom one has to deal, knowledge of foreign languages, knowledge of local and international conditions which may influence those with whom one is negotiating, are essential to success. The diplomatic officers of the Government fulfill this duty, and upon their efficiency the outcome of the case often depends. Efficient officers cannot be trained and retained without sufficient appropriations for the purpose.

It may be advanced in some quarters that the function of commercial representation is adequately covered by the Consular Service and the corps of Commercial Attachés under the Department of Commerce. Were it only a matter of observation and reporting, this position might be a strong one, although the Diplomatic Service even in this field, is able, through its wider connections with officers of the Government and with its colleagues from other countries, to gather economic and commercial information of great value which conceivably might not come to the attention of the consular officers or the commercial attachés. But in another respect the Diplomatic Service becomes indispensable, and that is in making representations to

protect

protect the interests of American business, representations which can be made only by the Diplomatic Service.

There is no doubt that other countries appreciate most highly the commercial value of their diplomatic services in this critical period. England is sparing no expense to maintain her efficient diplomatic service, experience having shown that it is the most valuable aid to her foreign commerce, while little Denmark, with a previously unheard of governmental deficit, was willing only this year to more than double the budget for her foreign service. The committee which prepared the recommendations for the reorganization of the Danish foreign service well knew that in the Rigsdag they had to deal with a conservative, hard-headed group of legislators bent on retrenchment, yet these men were made to realize the commercial importance of building up at this time a thoroughly trained service.

The other element under this category, that of social representation, is of greater importance in some countries than in others, but with the growth of democracy and the tendency away from pomp and ceremony, this is fast becoming one of the less important although still necessary duties of the diplomatic official.