

EDITORIAL

“INVEST IN SPANISH AMERICA.”

By DANIEL DE LEON

IV.

THE fourth and last of the to-capitalists desirable things, which the International Trading and Developing Co. announces in *Below the Rio Grande* American capital will find in Spanish America, is “Cheap Cost of Living.”

Of course, by a cheap cost of living the capitalist is not in mind. Even if his own cost of living be cheap he will indulge in expenses that will render his cost of living high. It is a requirement of his existence as capitalist. Were he to live cheaply his “credit” would suffer; and how many capitalists are there who can afford to sniff at credit? Most of them are like a row of bricks standing on the unsteady equilibrium of credit. No; by “cheap cost of living” the advertiser in *Below the Rio Grande* has not the capitalists in mind; he has in mind the humanity from whom the wage slave is to be recruited.

Yes, indeed the cost of living in Spanish America is cheap to Labor. How cheap it is can be inferred from the previous article of this series. **Thence the inference also flows that the cheapness is one that capitalists have to pay dearly for.**

Like the “No Competition,” like “Plenty of Labor,” like “Low Wages,” “Cheap Cost of Living” is a bait dangled before the shark’s eyes of the American capitalists whom *Below the Rio Grande* and its advertisers are operating upon.

This series may be fitly closed with the words that closed the previous, three articles:

Trading and Developing Companies may, or may not, be posted upon these facts. The College training that their leading geniuses have received may render them easy dupes; or they may have shed their College training, and, having made their “experience” at the cost of their own bank accounts, transfer their field of op-

eration to this country, where, setting up an office for the developing of Spanish America, they turn their activities towards inverting the process—improving their bank accounts and thereby allowing others to make their “experience.”

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