

MONDAY, TUESDAY, WEDNESDAY, are good days to advertise in the want columns of the "News." Other good days are Thursday, Friday, Saturday.

DESERET EVENING NEWS.

ON SATURDAY NIGHTS the Real Estate columns of the "News" are closely studied by those interested in buying or selling Real Estate.

PART TWO. SATURDAY, MARCH 14, 1903. SALT LAKE CITY, UTAH. FIFTY-THIRD YEAR.

AMERICA IN BERLIN.

HOW OUR GOODS ARE BOUGHT AND SOLD IN THE CAPITAL OF GERMANY.

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

BERLIN.—In the capital of the German empire, in the heart of Friedrichstrasse, within a block of Unter den Linden and a few minutes' walk of the Tiergarten, I write of the American invasion. It is all around me. I find it in every street and every shop. It sticks out like a pimple on the nose and here in the busiest part of the city it assumes the size of a big red ball. Over there at the right is a shop with the American shield above the door. It bears the stars and stripes in red, white and blue, and below it are the figures of a man and a woman, looking out at the sea. This is our own American line, touting for its red star and stripes, and the German travel across the Atlantic.

Next door is a hat store. The most fashionable shapes are American, and the best are made by two well-known New York firms. They are considered superior to any other, and \$5 American derbies are worn by the swells. There are American tailor shops in different parts of Berlin, our styles are in vogue with those of Paris and London.

"OLD GLORY" AS GIRLS' HAT BANDS.
But look at these girls who are now coming up the street. See the jaunty way at the right. She has a hat with the American flag draped around it. They are talking as she goes by. Her features are German, and her speech is that of a lower class Berlin. She is aping the American style in the fashion. This is so with every girl in Berlin. Since the Kaiser has been courting President Roosevelt, and Prince Henry has visited America, the pictures of Mr. Roosevelt and the Kaiser, painted on the American flag, have been the illustrated postal card stores, and the milliners have labeled their new wigs and hats "echt Amerikanische."

AMERICAN DIAMONDS IN BERLIN.
The American diamonds are sold here. I mean flash diamonds of the variety. There is a store just beyond the steamship office where crowds are always looking in at the windows. That store belongs to a man named Alice, who is better known in continental Europe than any other American jeweler. He sells nothing but diamonds, and that at a uniform price of a dollar and a half, no matter if the stone is worth a buckeye or as small as a pin's head. He brings out the shine with a pair of electric lights so great that you can turn your hands on the show windows or rather you could were it not for the servant who stands on the sidewalk pushing them. This man has been in most of the big cities, and he is one of the great advertisers. At the time Prince Henry was in Chicago, he had a full-page advertisement in the leading newspaper of Berlin, of which the following is a translation:

"Eighty per cent of the American ladies who attended Prince Henry's reception last night wore Tait's diamonds."
Such advertising is new here, and in connection with the craze for American goods it created somewhat of a sensation.

THE AMERICAN SHOE TRAMPING AHEAD.
In the same connection was the advertisement of a well known American shoe, a full page announcement stating that at the time Alice Roosevelt broke the bottle of champagne with which she named the Kaiser's yacht she had worn these shoes.

Speaking of the American shoe, one of the best shoe stores in Europe is located here on Friedrichstrasse. Corner with the main street to the corner of Leipzigerstrasse and take a look at it. It is a big building belonging to the Equitable Life Insurance company of New York, and it sells nothing but American shoes. There are a

dozen other places in the city where our shoes are sold, but none which does a business like this. It is crowded from morning till night, and it is a poor day when its sales do not run up to 4,000 marks. It has been open only two years, and has done a big business from the start. It sells only for cash, and its methods are altogether American, even to the negro bootblack imported from New York, who shines your shoes while you wait. It has two makes of shoes, one for ladies and one for gentlemen, and sells them at the fixed price of \$4.50 a pair, which is just one dollar more than the same shoes cost anywhere in the United States.

HOW ONE AMERICAN SUCCEEDED.
I dropped into this store the other day and had a chat with the proprietor. He is a young New Jerseyite, 25, enthusiastic as to the prospects for American trade. Here is his story as it came out in response to my questions:
"About three years or so ago my father and I sold out our shoe business in Newark, N. J., and looked around for a place to open another. My father had been in the habit of coming to Europe every summer on account of the rheumatism, and in looking about came to the conclusion that Europe might be a good place for an up-to-date shoe store. He now visited the chief cities, and finally decided to open one in Vienna. He tried to rent a place there, but as soon as the people found what he was about to do they raised the rent, and 2,000 of the Viennese shoe-makers held a meeting and threatened to wreck the store if it should be opened. He then came to Berlin, and finally rented this place. He called me to send on a stock of shoes. I did so. We sold from \$400 to \$1,000 worth a day at the start, and have been doing better right along. We have since established shoe stores in Frankfurt-on-the-Main and in Hamburg. They are also doing well."

AMERICA VS GERMANY.
"What is the difference between the American and the German shoe?" I asked. "There is no comparison," was the reply. "The German shoe lacks shape, style and comfort; all of which the American shoe has. The Germans have learned the difference, and they are now trying to imitate our shoes. They come here and buy samples for models. They have imported our shoe-making machinery, but they have not succeeded as yet. They have some big factories, but none so large as ours. They ought to be able to manufacture more cheaply, but cannot, although their men receive only one-fourth as high wages as ours. They work more slowly and cannot get the work out of their machines."

"Will the Germans pay high prices for American goods?" I asked.
"Yes, if the goods are worth it. They pay well for everything. I thought prices were low here before I came over. They are not. Men's clothing if you take the fit and style into account, costs less in New York than in Berlin. I can have a suit made here for 120 marks, or \$30, but it will not have any better stuff, nor fit as well as a ready-made suit which I can get in New York for from \$12 to \$18. A suit made to order at \$25 in New York is better than any you can get here made to order for \$35. It is the same with women's clothing. As to prices the kinds of shoes we are selling for \$4.50 were formerly sold for \$5, \$6 and \$7 a pair. Then only the rich bought them. Now they are used by the middle classes as well."

"One word more about the American shoes. Consul General Mason of Berlin, has done as much as any man in our consular service to introduce it. He began to urge its sale six years ago, and at last got our leading factories to send several drummers and finally to establish stores in some of the chief cities. He says that there are six or eight big German cities where shoe stores like this in Berlin could be profitably established. These are: Cologne, Breslau, Dresden, Leipzig, Munich, Stuttgart and Strassburg."

AMERICAN MUSIC FOR GERMANS.
It is strange that we should be giving the Germans, one of the chief musical

The Empress and Her Graphophone—Fortunes Made in Selling American Shoes—Our Fashions Among the Germans—American Diamonds—The Germans as Customers—How Business is Done—Queer Methods of Advertising—The Street Car and Cab System—Points for American Merchants in Germany.



Photographed for the Deseret News by Frank G. Carpenter.

PRESIDENT ROOSEVELT AND PRINCE HENRY.

peoples, musical instruments. It is nevertheless true. The graphophone, gramophone and the phonograph are all sold in large quantities. The graphophone people have their cylinders put up in boxes, covered with a picture of the American flag; and when the empress of Germany bought a machine for the crown prince last year the records thus boxed were sent to the palace.

The manager of the German Graphophone company, at my request, told me how that sale was made. Said he: "The advances came from the royal family and not from us. One day one of the empress' ladies in waiting came in one of the royal carriages to our office on Friedrichstrasse and asked that some machines be sent to the palace for examination on the morning following. We sent several, and with them one of our best looking German employees to show how they worked."

"This was done at the palace in the presence of the empress, the crown prince and others. The empress wanted one of the cheaper machines, but the crown prince insisted on the best and got it. The money for it was paid at once, and within a few weeks others were ordered, so that now a half dozen are owned by the royal family. I am told that his majesty, the Kaiser, now and then uses them, and that his favorite tunes are our plantation melodies."

YANKIES RENTING THE CORNERS.

The Americans appreciate the advantage of location better than the Germans. They are rapidly getting hold of the best corners in Berlin for their different business enterprises. This is so with the shoe store above mentioned. It is on the corner of the two chief retail streets. The rent is high, but it pays. The building, which, as I have said, belongs to an American insurance company, is one of the best in Berlin. It has many Americans in it, including the United States consulate general and sev-

eral American newspaper correspondents. The kodak is sold on a corner further up street, and an American cash register has another corner with windows full of catchy advertisements of its machines. One of our chief typewriters has another prominent corner, where you can see pretty German girls clicking away on American machines at any business hour of the day, and the American-German Graphophone company has also a corner filled with these red, white and blue boxes containing its records.

ADVERTISING IN BERLIN.

One reason for choosing an expensive location is the advertisement. The Germans have their own laws as to such matters, and all bill board advertisements have to be submitted to the city architects before they can be put up. No one can put out a sign without such consent. Advertising is not done on the walls. Real estate boards are not put up in the vacant lots, and when a circus comes to town it has to be contented with little round towers which have been put up at the street corners for advertising purposes. When Buffalo Bill gave a show in Berlin he could find no place for his show bills, and when the Barnum circus came some years ago it solved the problem by buying up store windows and store fronts and putting the pictures inside the stores. This was not liked by the other German merchants, but it was a new thing, and at that time no law had been enacted against it.

UNFAIR COMPETITION.

One must be careful how his advertisements are worded. There is a law against stating anything which cannot be substantiated, and he who does so is liable to be sued for unfair competition. I have from Brainard H. Warner Jr., our consul at Leipzig, a translation

of the law of unfair competition. It provides, in the first place, that any falsehood in an advertisement concerning the method of production, source of supply, or character of the wares subjects the person making it to a fine of \$35. Second, that spreading a false report concerning a competitor is punished with a similar fine, or imprisonment for one year. And third, any deception as to quality of goods, including false weight, is punished for every infringement with a fine of \$35. The same law prohibits a clerk from divulging a business secret while employed, and any competitor who takes advantage of such information is also liable to punishment. The fine in this case is 3,000 marks, or \$74.

THE YANKEE LOST HIS SUIT.

Indeed, an American who comes to Germany to do business has many things to learn. There are new laws for everything, and he needs legal advice at every step. One American who is in trade here recently wanted to remodel his store and throw four or five rooms into one. He asked for competitive bids from several builders on the understanding that the lowest bidder was to have the job. He awarded it accordingly, and then one of the other bidders brought suit against him for the time brought suit against him for the time he had submitted. The American fought the suit and lost it. He not only had to pay \$100 to the unsuccessful bidder, but also the costs of the suit and the fees of the plaintiff's lawyer.

The man who loses a law suit in Germany must not only pay the costs, but also the fees of his opponent. The legal fees are fixed for each case, and they are very low. One can hire a good lawyer for one day for \$12.50, and the

drawing up of papers costs little more than the charges of ordinary clerical hire in the United States.

ELECTRIC CARS IN BERLIN.

Berlin has now a good electric car system. The cars are of the American pattern, many of them having been made in St. Louis. They are sent here in pieces, and are put together by the German mechanics. Each car seats 25 passengers, and there are a certain number of standing places on the platform. No smoking is allowed in the cars, but there is on the wall outside a little brass shelf with grooved holes into which cigars can be stuck by those who wish to go inside. Each groove has its number, and the thrifty German after coming out lights up his cigar and finishes his smoke. The American would throw away the cigar; the German smokes it to the end, although he does it in sections.

The ordinary street car fare is 10 pennies, or 2 1/2 of our cents. In some cases an extra fare is charged where the course is long, but I have ridden several miles for 10 pennies. This seems to be the rate all over Germany and is just half that of our American rate. Indeed, I doubt if you will find a city where transportation is cheaper than here. Friedrichstrasse is too narrow for tram cars, and a large part of

its transit is on omnibuses, which charge a cent and a quarter a trip. These busses run every minute. Their footboards are very low, and one can jump on or off without stopping the omnibus. There are similar vehicles on Unter den Linden.

I like the cab system here. Not only in Berlin, but in most of the German cities there are cabs known as taximeters. Each cab has a sort of cyclometer arrangement on it, a clock-like affair, which is just behind the driver, and so that the man who rides in the cab can watch the hands go around, indicating how many miles he has traveled and how much the fare is. You pay 50 pennies, or 12 1/2 cents for the first half mile, and 10 pennies for each additional quarter of a mile. There is another part of the machine which registers the fare for waiting, so that one can tell just exactly what he ought to pay at any point during the ride. Baggage may be taken on top of such cabs, and the charges are from 6 cents to 25 cents, according to the weight of the trunks, the former being the charge up to 35 pounds, and the latter that for a box weighing 250 pounds. Everything is paid for according to tariff, and there is no extortion like that of New York and some other American cities.

FRANK G. CARPENTER.

MODERN BLUEBEARD.

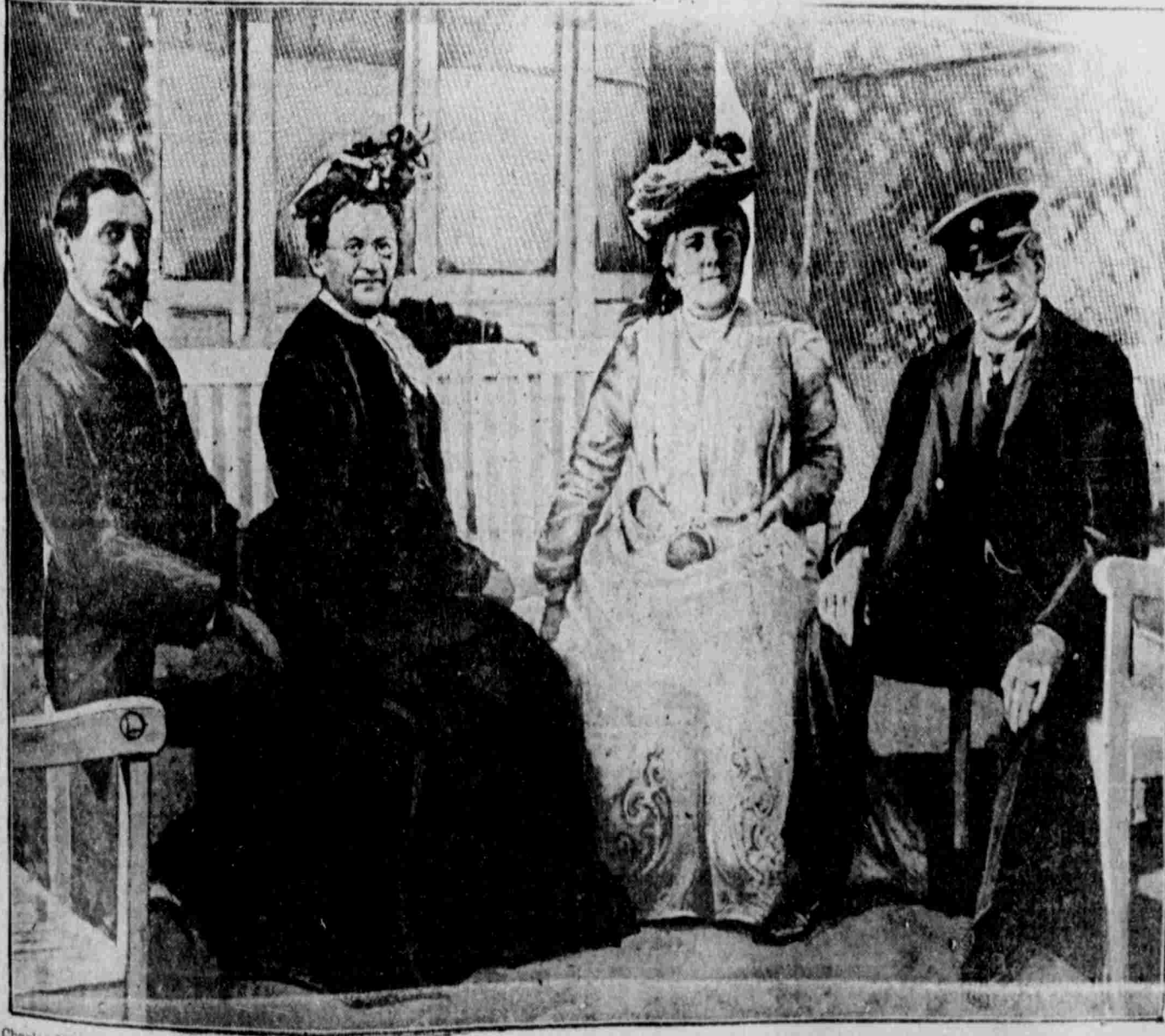


Alfred Knapp, self-confessed murderer of Hamilton, O., has earned a title of the twentieth century bluebeard by the wholesale nature of his horrible crimes. He has murdered five women and girls to date and will probably pay the penalty of his revolting crimes.

FIRST PICTURE OF FAMOUS MOTOR CAR.



The Kaiser's soldiers have learned to fear the sight of the famous red war chariot, which the Imperial Wilhelm now uses in making his tours of inspection of his troops. The warlike Kaiser sweeps down upon the various sections of his troops when they least expect him. He has great faith in the automobile for war uses. He intends to inspect the next Grand Army Maneuvers in his famous war chariot, here shown.



Charles M. Schwab, head of the United States Steel Trust, the world's greatest industrial combination, will sail for America, March 11th. His family will accompany him. The great trust magnate has been in Europe for some months taking the rest cure. His physicians feared permanent injury to mind and body unless he eased the great strain that brought about his complete collapse. He returns thoroughly rejuvenated—ready to undertake his Napoleonic exploits once more.