## AMERICAN INVASION OF BERLIN

YANKEES HAVE BEATEN LOCAL MERCHANTS AT THE GERMAN CAPITAL

spondence.)-In the capital of the German empire, in the heart of Priedrichstrasse, within a block of Unter Linden and a few minutes' walk of the Thiergarten, I write of the American invasion. It is all around me. I find it in every street and every block. It sticks out like a pimple on one's nose and here in the busiest part of the city it assume the size of a big red boil. 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 Dutch figures leaning over a ship rail, looking out at the sea. That is our own American line touting for its Red Star boats, and the German travel across the Atlantic,

Next door is a but 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 derbles are eorn by the swells. There are American tailor shops in different parts of Berlin, and our styles now vie with those of Paris

"Old Glory" as Girls' Hat Bands But look at those girls who are now ing up the street. See the jaunty one at the right. She has a hat with a little American flag draped around it. I hear her talking as she goes by. Her features are German, and her speech is that of the lower class Berlinese. She is aping the American to be in fashion. That is so with many girls in Berlin. Since the Kalser has been courting President Roossvelt and Prince Henry has visited America pictures of Mr. Roosevelt and the Prince, painted on the American flag, and of Miss Alice Roosevelt, have been soid in the flingitude postal card store, and the mil-liners have inheled the new bonnets and hets "echt Americanische."

American Diamonds in Berlin. Even American diamonds are sold here mean flash diamonds of the paste 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 Tait, who is better known in continental Europe than any other American Joweler. He sells nothing but diamonis, and that at a uniform price of a dollar and a half, no matter if the stone be as big as a buck-eye or as small as a pea. He brings out the shine with a blaze of electric lights so great that you can warm your hands on the show windows or rather you could were it not for the servant who stands on the street polishing them. This man has shops in most of the big cities, and

he is one of the great advertisers. At the time Prince Henry was in Chicago he put 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."

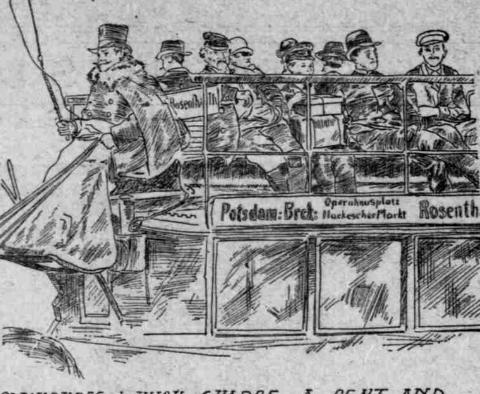
Such advertising is new here, and in connection with the craze for American things, it created somewhat of a sensa-

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 boftle of champagne with which she named the Kaiser's yacht she had on these shoes.

Speaking of the American shoes, one of the best shoe stores in Europe is right here on Friedrichstrasse. Come with me down the street to the corner of Leipsiger-strasse and take a look at it. It is in a big building belonging to the Equitable Life Insurance Company of New York, and it sells nothing but American shoes. There are a force other places in 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 6990 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 walt. 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 mere than the same shoes cost anywhere in the United States.



PICTURE POSTAL CARD BOVGHT IN BERLIN



OMNIBUSES WHICH CHARGE A CENT AND
A QUARTER A MILE



## "BERLIN POSTAL CARD WITH PRESIDENT-ROOSEVELT AND PRINCE HENRY-

Vienna. He tried to rent a place there, but people know what they want, and they as soon as the people found what he was pay well for everything. I thought about to do they raised the rent, and 3000 prices were low here before I came over. of the Viennese shoemakets held a meet.

"The German shoes lack shape, etyle and comfort; all of which the American shoe has. The Germans have learned the difference, and they are now trying to imitate our shoca. They come here and buy samples for models. They have imported our shoemaking machinery, but they have not succeeded as yet. They have not succeeded as yet. They have some of the chief cities. He says that their are six or eight his German cities. some blg factories, but none so large as ours. They ought to be able to manufacthan the same shoes cost anywhere in the United States.

Hew One American Succeeded.
I gropped into this store the other day and had a chat with the proprietor. He is a young New Jerseyite of E, enthusiastic as to the prospects for American trade.

Here is his story as it came out in respect to manufacture more cheaply, but cannot, although their men receive only one-fourth as high the men receive only

of the Viennese shoemakers 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 cabled me to send on a stock of aboes. I did so. We sold from 1400 to 11000 worth a day at the start, and have been doing better right along. We have since established shoe stores in Frankfort-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?" I asked.

"There is no comparison," was the reply. "The German shoes lack shape, etyle

One word more about the American

One word more about the American shoe. Consul-General Mason, of Berlin, has done as much as any man in our conthere are six or eight big German cities where shoe stores like this in Berlin could be profitably established. These are:

the phonograph are all sold in large quantum and labor employed in making the plans titles. The graphophone people have their he had submitted. The American fought cylinders put up in boxes covered with a the suit and lost it. He not only had to picture of the American flag; and when pay \$100 to the insuccessful bidder, but

press' ladies in waiting came in one of for ord the royal carriages to our office on Friederick strasse and asked that some machines be sent to the palace for examination on the morning following. We sent tem. The several, and with them one of our best pern, m looking German employes to show how they worked.
"This was done at the palace in the pres-

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 puld 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 that his favorite tunes are our plantation. that his favorite tunes are our plantation

Yankees Renting the Corners.

The Americans appreciate the advanage of location better than the Germans. They are rapidly getting hold of mans. They are rapidly getting hold of the best corners in Berlin for their different business enterprises. This is to with the shoe store above mentioned. It is on the corner of the two chief retail streets. The runt is high, but it pays. The building, which as I have end 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 several American newspaper correspondents. The kodak is sold on a corner further up the etreet, and an American cash register company 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. the best corners in Berlin for their dif-

One reason for choosing an expensive location is the advertisement. The Germans have their own laws as to such matters, and all billboard 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 wails. 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 towars 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 architecture. Advertising in Berlin. when the Barnum circus came some years ago it solved the problem by buying up store windows and efore fronts and put-ting 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

Unfair Competition.

One must be careful how his advertise-ments 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 Leipsie, a translation of the law of unfair competition. It provides, in the first place, that any faisehood in an adver-tisement concerning the method of pre-duction, source of supply, or character of duction, source of supply, or character of the wares, subjects the person making it to a fine of 1357. Second, that spreading a false report concerning a competitor is punished with a similar fine, or imprison-ment for one year. And third, any de-ception as to quality of goods, including false Weight, is punished for every in-fringement with a fine of 435. The same law prohibits a clerk from divulging a business secret while employed, and any business secret while employed, and any competitor who takes advantage of such information is also liable to punishment. The fine in this case is 2000 marks, or \$714.

The Yankee Lost His Suit. Indeed, an American who comes to Ger-

many to do business has many things to learn. There are new laws for everything. and he needs legal advice at every step.
One America who is in trade here recently wanted to remodel his store and throw charge. Of course, hospit four or five rooms into one. He asked ord of patients admitted. for competitive bids from several builders on the understanding that the lowest bid-der was to have the job. He awarded it or the understanding that the lowest bid-der was to have the job. He awarded it accordingly, and then one of the other bid-ders brought sult against him for the time 16,000 feet in the Andes in sight of Chimboraso.

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 FriedStates.

Berlin has now a good electric-car sys-tem. The cars are of the American putst. Louis. They are sent here in pieces, and are put together by the German me-chantes. Each our seats 23 passengers, and there are a certain number of standand there are a certain number of standing places on the platforms. No smoking
is allowed in the cars, but there is on the
wall outside a little brass shelf with
grooved holes into which clears 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 clear and finishes his smoke. The
American would throw away the clear;
the German smokes it to the and sithogen the German smokes it to the end, with he does it in section

Cheap Fares.

The ordinary street-car fare is 10 pfennigs, or 2% of our cents. In some cases is long, but I have ridden several miles for 10 promices. 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. Friedrich-strasse is too narrow for tramears, 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.

Taxameter Caba.

I like the cab system here. Not only in Berlin, but in most of the German cities there are cabs knows as taxameters. Each cab has a sort of cyclometer arrangement on it, a clocklike affair, which is just behind the driver, and so that the trunks, the former being the charge up to 55 pounds, and the latter that for a box weighing 20 pounds. Everything is paid for according to tariff, and there is no extortion, like that of New York and some other Am

FRANK G. CARPENTER. (Copyright, 1968.)

Soldier's Record.

1. Was there a city directory in use in Cincinnati, O., in the year 1864-5; and to whom would a person write to find the names of persons registered in the years?
2. To whom would a person apply to

obtain the war record of a soldler of the

Civil War who has been dead for 20 years? 2. If a soldler was in the hospital at Nashville, Tenn., would any record show the fact?

1. Yes. An inquiry addressed to the Enquirer, the Commercial-Tribune, the Mayor, or the directory publishers of Cin-

cinnatt would likely elicit the information 2. The war record of any Northern soldier of the Civil War can be obtained by writing to Major-General H. C. Corbin, U. S. A., Adjutant-General, Washington, D.

2. If the hospital was a United States Army hospital, the Surgeon-General's ofin charge of the United States Army Hospital at Nashville, Tenn., would be the proper address. If the hospital is a city or private one, write to the surgeon in charge. Of course, hospitals keep a rec-

## MR. DOOLEY'S PHILOSOPHIC LETTER

ALL ADVERTISING IN BERLIN IS

DONE ON TOWERS ON STREET CORNERS

SEE, "asM. Mr. Henness," that annywan can do is to pick off a little at interior the sure of the sure GEORGE ADE'S FABLE IN SLANG

## ROBERT ANTON, REJECTED BECAUSE OF LUNG TROUBLE, USES HOFF'S CURE FOR CONSUMPTION. A Year Later He Is Accepted, After an Examination by the Doctor Who Failed to Relieve Him.

HIS LIFE NOW INSURED!

HOPE FOR CONSUMPTIVES

Thousands of American men—heads of families—have been rejected by life insurance companies because of catarrhal or lung troubles. The horror of such a situation cannot be appreciated by one who has not endured the experience. Nearly every man is an optimist so far as his head in is concerned—the head of the family toils away at his day's work, and absolutely refuses to believe that his system will ever break down. The day comes when the medical examiner advises the life insurance company to decline to insure.

He is able to walk, and before he was unable to go out of the house. He was almost dead. He told me last Saturday that it was the greatest medicine he had ever even.

I WAS EXAMINED FOR INSURANCE AND PASSED ALL RIGHT IN THE METILOPOLITAN by the dactor, who had given me medicine about a year ago without any replief, and I told him it was all due to Prof. Hoff's remedy, as I am now perfectly free of Catarrh and all throat and tung troubles.

I feel it is my duty to recommend this medicine every time I can, for if I had got it in time I could have saved about \$140 for doctors. Only the dactor, who had given me medicine about a year ago without any relief, and I told him it was all due to Prof. Hoff's remedy, as I am now perfectly free of Catarrh and all throat and tung troubles.

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I was all due to Prof. Hoff's remedy and the profession to greatest medicine he had ever even.

I was all due to Prof. Hoff's remedy an Ramilles—have been rejected by life insur-ance companies because of cutarrhal or lung troubles. The horror of such a situation cannot be appreciated by one who has not endured the experience. Nearly every man is an optimist so far as his 'nton an' go home an' spind a week with th' fam'ly, an' come back, an' that grim of vethran is still there, poorin' out moist an' numerous language. They'se no raison why he shudden't talk friver. I hope he will. I don't care whether he does or not. I haven't a frind in th' Sinit. As fr the Panyma Canal, 'tis highty to war I'm when the madical examiner advises the when the medical examiner advises the life insurance company to decline to insure him—the awful tide of reflections that follows the realization of his actual condi-tion is beyond description, Robert Anton, of Mt. Vernon, Ohio,

passed through this terrible experience. He tried Professor Hoff's Cure for Consumption, and a year later was accepted by the great Metropolitan Life Insurance Company, after a rigid examination by the very physician who treated him without success.
Frederick Hammann, the most hope-

less consumptive case the New York clin-ics could offer, was sent to Vienna at the expense of the New York Joprnal, and there cured by Professor Hoff. Hammann returned to America and a few months ago the great New York Insurance Company issued the highest grade of policy on his

Mr. Hammann's case has been made famous by the newspapers. Mr. Anton Tells of his own case in the following let-

ter:

Bendiner & Schleainger, New York:
Gentlement-inclosed find \$0.00. for which please send me six bottles of Professor Hoff's Cure for Consumption. Many of my friends Sere look to me to supply them with the medicine, and I try always to have a bottle or two extra or hand, so that whenever some one who heartly recommends it can come right to me and get it at once, without waiting to send.

Every person here, without enception, who is using the medicine is being benefited by it, and know it and say so. Three who tried it came to me in less than a week and said that they noticed a relief from it, and it id them a great deal of good.

The next time I write I hope to be able to send in a bunch of unsolicited testimenials, and we are only delaying that we may be sure of the benefits. A man here who is taking it has enferted to? 20 years from Catarrh and a Ashma every Summer, but since taking Professor Hoff's remidy he has not suffered the Summer and is able to work, which he naver did a Summer before.

Another here has been given up by the doctor and was sing whilsed. He began the remedy and was improving very slowly. Now

NCE there lived in a Jim Crow Town | the Senate.

On NCE there lived in a Jim Crow Town

on all intellect who was posted on all the lauses of the Day.

Some one had to keep Cases on the Government and pervent the whole Outt throught the same he had not proved the whole Outt throught the same he had not proved the whole Outt throught the Senate. To tell the cold and ley Tuth, Mordecal could not have been as elected on all the lauses of the Day.

Some one had to keep Cases on the Government and pervent the whole Outt through the Weshington Game, because his Wife but through the Washington Game, because his Wife lid swing and his Daughler was an Empelled with those a Miscoe and permit being and his Daughler was an Empelled with the Senate of the

To tell the cold and ley, to do every Day that he had to work on a Quinsy said a few plain Words about the cal could not have been elect- close Schedule.

If there was nothing doing at the Court-

HOW TO GET THE REMEDY.

HOW TO GET THE REMEDY.

After Prof. Hoff's Cure for Consumption had become famous throughout the Asatrian and German Empires, the American Bureau was established at the laboratories of the well-known New York chemists, Messras Bendiner & Schleebager, who import the necessary drugs through their European Branch, and compound the prescription exactly in accordance with Prof. Hoff's instructions. The American Revress wents the compounding pust above the cost of compounding it. In this way the grontest good can be given the greatest number. No deception like a 'tree offer' is tolerated.

For \$1.09 we will mail a bottle of Prof. Hoff's Cure for Consumption, containing aufficient medicine for one month's treatment. Sx bottles for \$5.

It is dangerous in the extreme to experiment with Prof. Hoff's Prescription. See that this triangular trade mark is on every hottle.

All correspondence attrictiv confidential. We forward all packages and all mail matter in plain wrappers only.

AMERICAN BUREAU,