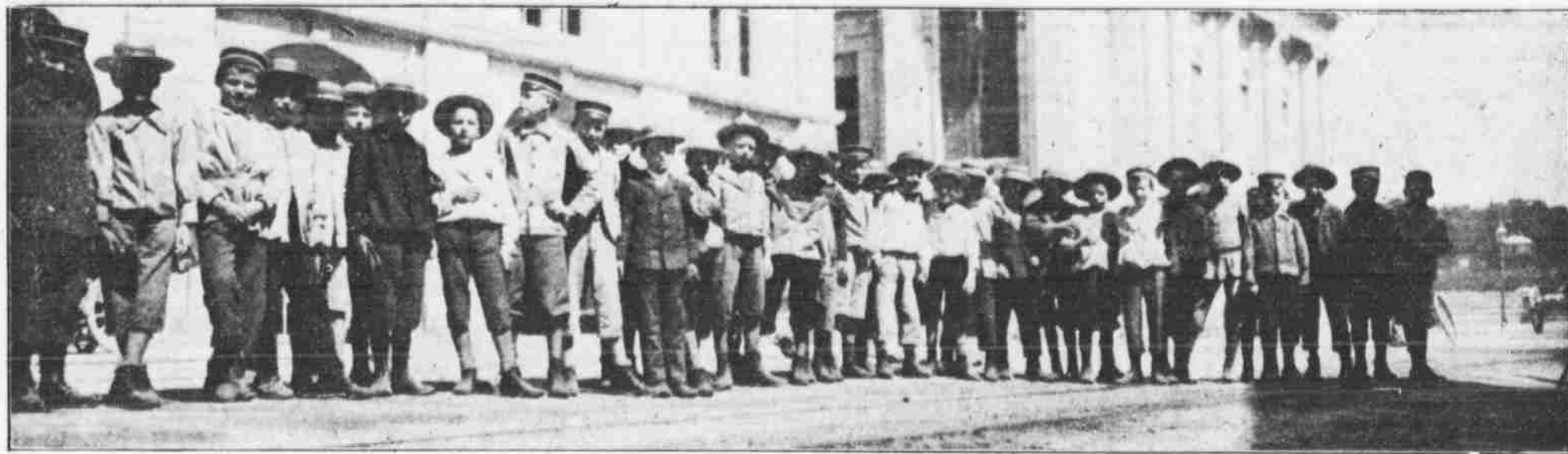


How Europe is Warring Upon Our Foreign Trade



OUR FUTURE COMPETITORS—SWISS CHILDREN FROM A TECHNICAL SCHOOL.

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COPENHAGEN, Oct. 5.—(Special Correspondence of The Bee.)—I want to describe some of the ways in which the Europeans are fighting American trade. The fight is made both by nations and individuals. The governments are doing it by tariffs and by the hypercritical inpection of American goods. The individuals are carrying on their war in all sorts of ways, honest and dishonest. The worst method is in the copying of American trade marks, and in the selling of cheap and nasty European stuff as American. I find imitations of our dollar nickel clocks sold here in Copenhagen. The same are offered in the stores of Christiania and Stockholm, as well as in France and Germany. The Swiss copy American watches. They make imitations of our better class timekeepers, such as sell for \$5 or \$10, using gold filled cases with Swiss movements. Such watches pass as simon-pure American.

How many American watch cases do you think the Swiss use?

In some years they import 250,000, and, placing their own movements in them, sell them either as Swiss watches or as American watches. We make a better case than they do, and our watch movements are sold side by side with the Swiss goods in Zurich, Bern, Geneva and the other towns of Switzerland.

You would not think American toys could be sold in Germany, the country which has posed for years as the great toy shop of the world. They are, and the Yankee novelties are now copied by the Germans and sold as American toys.

In farm machinery half a dozen nations are copying the American patterns and selling them under one name or another. Sweden will copy anything, and the Germans likewise. Trade marks are no protection, and in some cases the American names are chipped off and American tools sold as foreign tools. Where the name is valuable it is left on, or possibly used to sell a European-made imitation. I have described how a Swiss factory labeled one of its reapers and mowers the McCormick, and sold it as such until, a suit being instituted by the American McCormick, they changed the name to the Helvetia.

In many places in Europe our firearms are imitated and their patterns pirated. Germany and Belgium import certain parts of American firearms of well known makes and insert them in their home-made guns, selling the whole as American. One German firm has been making a cheap imitation of an American revolver, using a trade mark which is almost a copy of the American. The case bears the words "Smith & Wesson cartridges may be used in this revolver," the name of the firm being in such large letters that the ignorant customer who cannot read believes that it is the American article and buys it. It is the same with other goods. Cheap imitations of American products are made for China, Africa and South America, and are shipped there to be sold as American in competition with our higher-priced, but far better product.

Such imitations are dishonest and are carried on only in an underhand way. The governments are fighting their battles more above board, but not much. In Germany I was told that secret instructions had been sent out to the local authorities to give no information concerning German products to American consuls, implying that American goods were to be discriminated against.

This was especially so as to American meats.

Our importers tell me that inspection is sometimes held off until the meat spoils and that meats marked with the approved examination of our Agricultural department are often thrown out as bad. A few years ago the importers offered 1,000 marks for a case of trichina caused by American meat in Germany. There has been plenty of German trichina since then, but so far the prize for the American article has yet to be claimed. The German official try to keep out American lard, but the Hamburg chamber of commerce had it assayed by a noted German chemist and then passed a resolution that all charges against it were based on prejudice or gross ignorance.

The agrarian party, composed chiefly of the land holders and the officials of the German government, is making a systematic war on American food stuffs. It throws them out on the slightest irregularity and on every possible pretense.

This is so not only as to the ordinary food stuffs, but as to fresh and canned fruits. The canned fruits are criticised on account of the method of packing. The fresh fruits are discriminated against on the charge that they may bring tree diseases or noxious insects into the countries. As to apples, the Germans try to keep them out on the ground they may bring in the San Jose scale, and it is the same as to pears. Otherwise this market might be worth a great deal to our orchardists. As it is now American Baldwin, russets and greenings are bringing from \$7 to \$11 a barrel, and it is not uncommon for one to pay from 5 cents to 25 cents for a fine pear. Our apples also sell at high prices in England, and they might be sold in France, Belgium and Holland. The best way to pack apples for shipment to Europe is to pick them one by one and wrap them in fine tissue paper. They should be put in ventilated barrels or cases. Recently keifer pears have been shipped successfully in this way.

The American shoe has its enemies in the shoemaking establishments of every European town, and numerous strikes have been caused by its importation. I know one man who tried to open an American shoe store in Vienna, but was told that he would be mobbed if he did so. Leicester, the chief shoemaking center of Great Britain, is up in arms against the American shoe, and it is now trying to fight it by copying it. It has imported American shoemaking machinery and American leather. It has American experts to show its men how to handle the machines, but so far its success in making a competitor of the American shoe is small. There are 11,000 members in the boot and shoe trade in Leicester, and shoemaking has been carried on there for generations. A great deal of the new shoemaking machinery comes from Boston, something like \$100,000 worth having been recently imported.

I was told in Germany that American machines have been imported by the shoemakers, and that factories near Berlin are imitating the American lasts. I saw such imitations for sale in the cities, but it is easy to see that they are not the real article.

One of the greatest openings for the

American shoe is in Russia. Leather is cheap in all parts of that country and there is a vast amount of raw material in the shape of skilled shoemakers, who will work at low prices in an American factory, if one should be established there.

The French have now a tariff on our shoes, which practically excludes them. They are much liked, and are generally considered better and more stylish than the French shoe. The French have been noted for generations for their fine leather, but they are now buying American glazed kid to use in shoemaking, and they consider our leather the best in Europe.

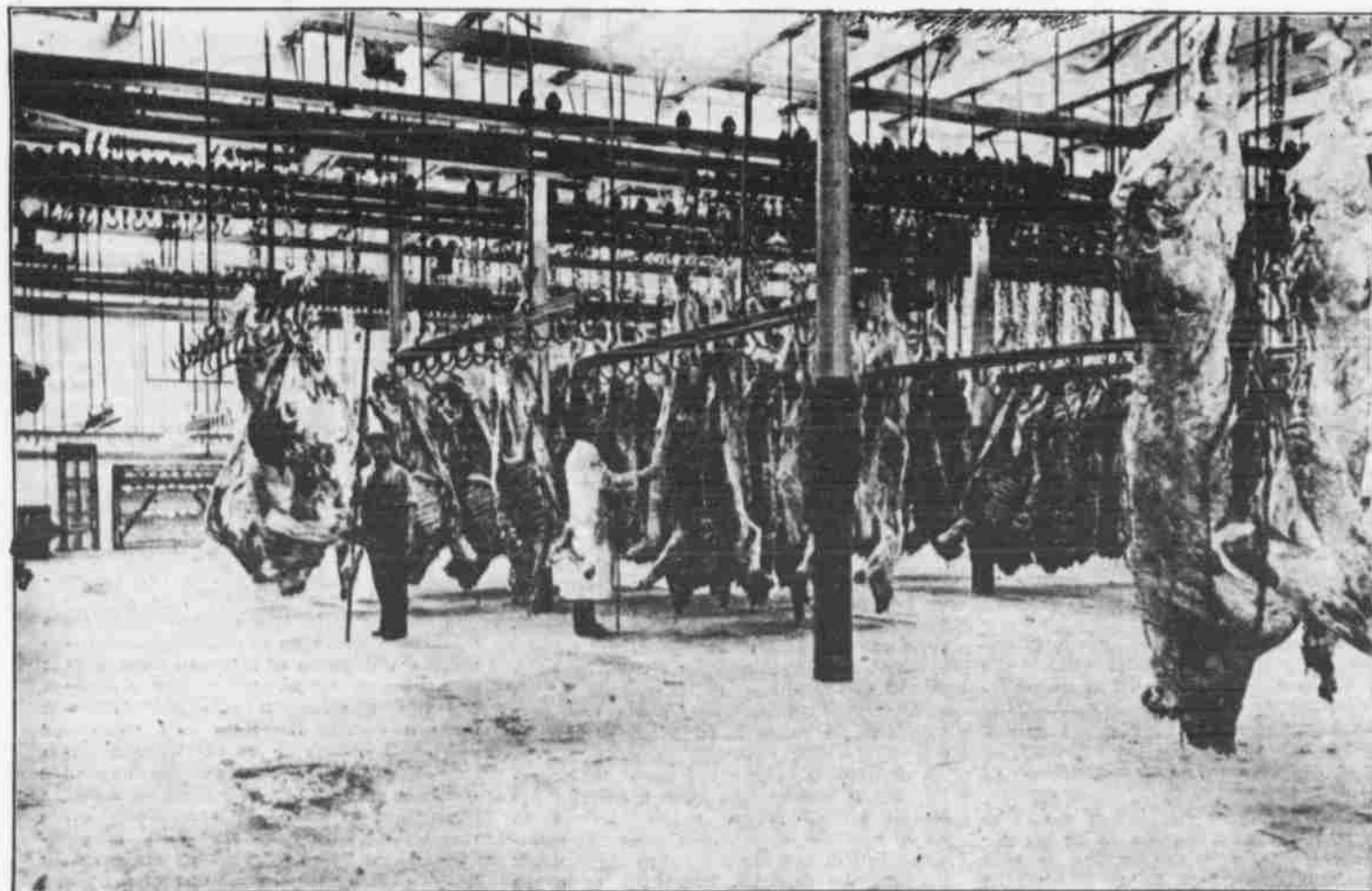
One phase of the attempt to withstand American competition is seen in the commissions and individuals which are being sent to the United States to look into our factories and business methods. It used to be that the Germans sent their young men to England to study commerce and trade. They are now sending them to the United States to go into our factories and counting houses. The English send over a commission of capitalists or laborers every few months, and it is the same with other countries. The people consider us fools in that we tell them our business secrets, not realizing that the American gets up a new scheme every year, and that the business of today is always behind the business of tomorrow. I found American experts in the different factories all over Europe, and also many foreigners who have been educated in the American factories. Indeed, our country is now a school for Europe as far as banking, manufacturing and advanced business methods are concerned.

At the same time nearly every European country is preparing for its industrial battles of the future by training its workmen, and the drill of the industrial army promises to be as important as that of the military forces. The Germans lead in this work. Nearly every town has its technical schools, and the manufacturing districts are peppered with them. In Chemnitz, which might be called the Manchester of Germany, a great weaving center, there are thirty schools where children are taught to make braids and trimmings. At Glauchau there is a high school for weaving. In the Harz mountains there are schools for toy-makers, and in the valley of the Ruhr there are many schools in which all branches of steel and iron making are taught.

Germany has schools for foremen as well as for laborers. It has schools of commerce, where the pupils are taught all about importing and exporting, and it has a half dozen commercial high schools.

Our big electrical companies are doing business all over Europe, and in many of the countries there is little attempt to fight them. The Westinghouse company and the General Electric company practically control the electrical market of Great Britain. The Westinghouses are doing a big business in Russia and also in Austria, Italy, Belgium, France and in Norway and Sweden. The Swiss have a good competing company and the Germans have four great electrical companies, which do an enormous business side by side with the American companies. Nearly all the foreign companies, however, use more or less American machinery, and some are worked in connection with the American companies. The Union Electricische Gesellschaft is an associate of the General Electric. It has American machinery and an American foreman. There are Americans employed in the works of the other companies, and in some cases there are American salesmen on the road.

Sweden has its own electrical company and there are several competing companies in Great Britain. Both the Westinghouse and the General Electric operating in Great Britain claim to be British companies, although they are in reality mere branches of the American institutions. By calling themselves British they remove the prejudice against American-made goods, and by putting a lord or so on their board of directors they have made themselves popular. Both companies have large establishments in



AMERICAN MEAT IS RIGIDLY INSPECTED IN EUROPE.

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