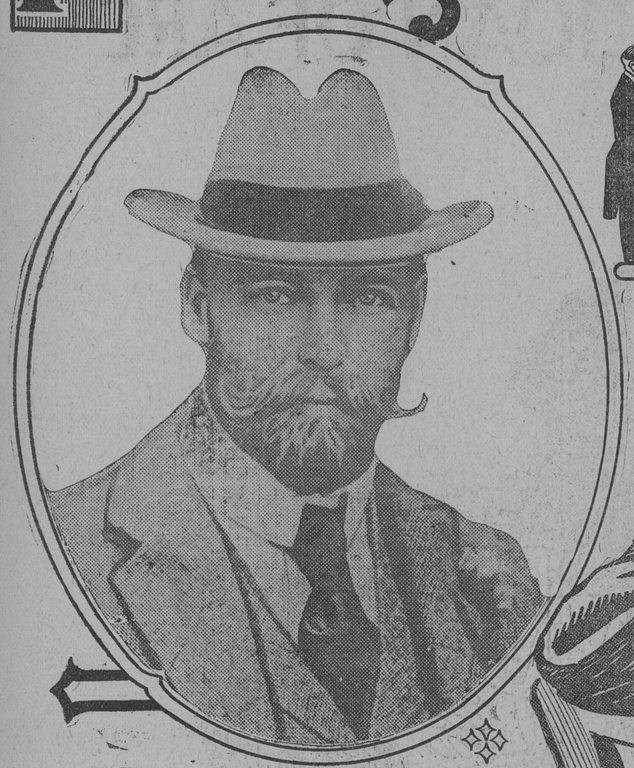
Fishing FOR THE World's MOST Valuable Customer



KING GEORGE V.

WHERE KING GEORGE WHEN PRINCE DID MUCH OF HIS BUYING.

A Young Man, Heir to a Throne, Soon to Come Into a Fortune of $1,500,000 Cash and an Income of $650,000 a Year.

Subtle Schemes of Ambitious Tradesmen Angling for the Patronage of the Young Prince for the Prestige It Will Give Them.

LONDON, January 16.

THERE are in this city at the present time the strangest and most illustrious collection of salesmen anywhere gathered together. They represent the foremost retail houses in almost every line the world over, and some of them have taken houses with every intention of spending many months in England. Yet all these men are striving to secure the custom of one person. Furthermore, there is no possibility of that person spending a penny with them for three years to come. For many reasons, he is reckoned the most valuable and desirable customer in the world, and if you, dear reader, are able to deliver him into the hands of any one of these anxious salesmen, you can command almost anything under the sun.

For this individual is none other than the Prince of Wales, heir to the English throne. In the latter part of 1915, when he reaches his twenty-first birthday, he will come into unfettered control of an income of about $650,000 per annum and a ready sum of almost $1,500,000, which has been specially set aside out of the revenues of the Duchy of Cornwall (the wealthy crown estate, the income from which is settled on the prince) to defray the expenses His Royal Highness will incur when he sets up a separate and independent household and establishment of his own.

These salesmen have not hesitated to approach every person in the entourage of the Prince who is in the least likely to accept a commission on a royal order, and many and remarkable are the inducements offered. Of course, there are many people about the Prince who are ready and willing to influence his custom for a consideration, though commission business of this sort is done very discreetly.

Among those who may be approached in this way are the Prince's valet, some of the upper servants at Buckingham Palace, who have waited on the Prince since he was a little boy, some members of the royal household and a few of His Royal Highness' personal friends who are not over rich.

The pushing representative of a well-known firm of American camera manufacturers, which also enjoys the King's patronage, has been one of the first to get on the future order list of the Prince. The man who helped them to put the deal through is an amateur photographer, and was no doubt pleased, if not altogether surprised, at receiving later on a present of two cameras, one listed at $200 and the other at just half that figure.

Pianos at $10,000 Each.

But a consideration of this sort is small compared to some that have been given for similar favors by firms in other lines. The makers of pianos of world-wide reputation paid $5,000 in cash to a member of the royal household to get their names put on the royal order list. This firm booked an order for two pianos to be delivered to the Prince within three years, and the instruments will be specially made and most elaborately decorated and will cost $10,000 apiece.

A close friend of the Prince, a younger son of a peer, has, as the result of getting the name of a big firm of motor-car manufacturers on his royal companion's order list, obtained a soft snap appointment with the firm worth $10,000 a year.

The Prince has a motorcar, of course, but it was given to him by his father—he has not yet ordered one on his own account—and as he will probably purchase five or more within the next few years there was tremendous competition among the makers of cars to get on the royal list.

There is, of course, great competition among the best tailoring firms in the West End of London to secure the future patronage of the Prince. At the present moment the Prince is dressed by two very well-known tailors, who have had the royal patronage for many years. King George went to these tailors because his father did, and the late King patronized them because, when he was a young man, they were the only two firms to whom it was considered possible for a Prince to give his custom.

But since there have sprung up about the West End at least a couple of dozen firms who are regarded as quite the equal of the firms mentioned and among them there is tremendous competition to be in a position to ornament their windows with the three feathers of the heir to the throne. Anyone who secures one of these modern tailoring firms the custom of the Prince may rest quite assured that if he so desire he can be faultlessly dressed free of charge for the rest of his life.

Tailors Who Seek His Trade.

To a tailor the custom of the Prince is of special importance, for it will bring him the custom of every young sprig of the aristocracy and plutocracy, who will want to be dressed by the tailors who dress the future "first gentleman in Europe."

Not only are the keenest efforts being made to secure the patronage and custom of the Prince, but efforts are also being made already by the most enterprising firms to get some of the custom of the future Princess of Wales, even though her identity is not known. Several of the leading firms of modistes in Paris have already approached those ladies about the court—daughters of great families who are most likely to have influence in this direction. In the course of the next four or five years, if the Prince lives, there is practically certain to be a Princess of Wales. Whoever she turns out to be she will require a wedding trousseau, and the making of that trousseau will cost at least $50,000. The trousseau of the present Queen cost $55,000, and of Queen Alexandra $65,000.

This is a big order, and, in the ordinary course of events, will be divided among four or five firms. But it is not only the amount of profit which is to be got out of the order that makes it so desirable to obtain; it is the eclat which such an order brings to a firm, and that is the chief consideration.

As a matter of fact, there are several firms which would be delighted to supply the whole of the wedding trousseau of the future Princess of Wales, free of charge, for the sake of the tremendous advertisement such an order would give them.

Apart from the personal efforts of the salesmen gathered in London to secure the future custom and patronage of the Prince of Wales, tradespeople all over the world are daily circularizing His Royal Highness and sending him the most valuable samples of all sorts of goods.

Many hotelkeepers on the Continent have sent the Prince the most elaborate and specially designed illustrated booklets of their establishments. A few months ago the proprietors of a hotel at Nice sent the Prince a book printed on parchment paper, illustrated in color and bound in beaten silver, which must have cost at least $1,000 to produce. Another enterprising hotelkeeper in Cairo sent His Royal Highness a model in silver of his establishment.

Of cigars and cigarettes the Prince of Wales has received enough in the way of samples to keep him supplied for a twelve-month were he a heavy smoker, which he is not. These samples arrive, as a rule, in plain mahogany boxes and contain 25 or 50 cigarettes or cigars. Sometimes the samples arrive in heavy gold or silver boxes, which are promptly returned to the sender with an intimation that the Prince never retains a sample of so valuable a character.

When Samples Are Accepted.

Of course, a tradesman who sends the Prince a really valuable article by way of a sample knows quite well that if it is retained he will be paid for it and will be able to advertise the fact that he is patronized by His Royal Highness. As a matter of fact, tradesmen who are at all familiar with the methods of obtaining royal custom do not send sample goods of very great value, as the receipt of them causes a good deal of trouble to the Prince's secretary or valet, who has to see that they are returned.

Some of the circulars and trade letters received recently by His Royal Highness are of a most extraordinary character. A man in Ceylon wrote offering to supply His Royal Highness with as many black servants as he might require, all perfectly trained and who could or could not speak the English language, according as the Prince might desire. A syndicate wrote offering to initiate the Prince into all the delights of whale fishing at $1,000 a month, including the fees of half a dozen famous harpooners.

Guides in all the big cities of the world have sent their names to the Prince with references to various notabilities whom they have "shown around." One letter, written in a very shaky hand, came from an old fellow in Constantinople, who declared that he once had the honor of escorting the late King Edward around the famous city 40 years ago. Perhaps the most curious effort of all to obtain the Prince's custom, was that which came from a chief in the South Sea Islands, who offered to bring to England his three beautiful daughters, who would grace "the Prince's harem."

Special care is being taken to guard the Prince from the attention of art dealers and to open his eyes to the possibilities of the frauds which these gentry may attempt to practice on him. King George, it is known, when York House was being furnished for His Majesty before his marriage, purchased about $150,000 worth of old furniture and various objects of antique art which turned out later to be merely modern reproductions and are now used to ornament the working-rooms of household officials at St. James' Palace. Most of them were sold to the King by a dealer who has since died, but was then well known in the art world as being an exceedingly shrewd man of business, and as plausible as he was shrewd. The Prince is not at all likely to be lured into making such a mistake as to give a dealer, however high in reputation he may stand, a free commission to purchase pictures, old furniture or any object of art. All these will be bought for the Prince by Guy Laking, who holds the position of king's armorer in the royal household. He was specially appointed to that position by the late king, who desired to have an art expert attached to the household to value any art object that he might desire to purchase.

Appeals From Charity.

Great care is being taken also to prevent the sympathies of the Prince being enlisted in any of the considerable number of bogus charitable schemes and societies which are daily being brought under His Royal Highness's notice by adroitly and arrestingly worded letters of appeal. The object of these appeals is not so much to secure a subscription, though, of course, one would be thankfully accepted, as the securing of the right to put "Patronized by H. R. H., the Prince of Wales," at the head of an appeal for subscriptions which would ensure a wide and generous response.

Every such appeal that comes to the Prince is closely scrutinized by Mr. Hansell (who has been tutor to His Royal Highness since he was 10, and is now looking after him at Oxford) and usually is consigned to the waste-paper basket.

A tight control—a much tighter control, anyway, than was exercised over the purse of the present King or late King—is being kept of the purse of the present heir to the throne. It is true that the Prince has his own banking account and the balance placed at his disposal is a liberal one, but his bank book is submitted once a month to the King, by whom the details of the Prince's expenditures are carefully examined.

The Prince, as a matter of fact, shows no inclination to be extravagant and apparently does not object in the least to the close supervision that is exercised over his expenditures, but he is still very young, and his individual tastes have not been given much chance of developing or expanding. When, however, he is 21, he will come into the absolute control of his immense fortune and, however carefully and economically disposed he may be, his expenditure will then, of necessity, be on a large scale. His custom for the tradespeople and others who are fortunate enough to secure it will, for a time at all events, be more valuable than that of any other individual in the world.

E. L. SCOTT.

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GERMANY'S NEW FOREIGN MINISTER

PEN SKETCH OF VON JAGOW, WHOSE APPOINTMENT IS WELCOMED

BY EX-ATTACHE.

AMERICANS have cause for satisfaction in the change that has taken place in the tenure of the Secretaryship of State for Foreign Affairs at Berlin. For the late Baron Kiderlen-Wachter was never particularly friendly toward this country, and last summer, in a remarkable interview at Kissingen, printed in the Vienna Fremdenblatt, which is the acknowledged organ of the Austrian Foreign Office, referred to America as constituting a menace to Europe—one far more dangerous than that resulting from any great Asiatic upheaval which has been discussed ad nauseam as the Yellow Peril; and then musingly added, "I am inclined to believe that my old friend Count Golouchowski (former Austrian Chancellor), was right when he advocated the formation of a European coalition, economic as well as political, against the United States." It was, moreover, Von Kiderlen-Waechter's antagonism toward the English-speaking races that led him to commit Germany to that singularly uncalled-for coup at Agadir, which brought his country to the very brink of war with Great Britain, resulting in incalculable damage to German finance, trade and industry.

His Tastes Are English.

Gottlieb von Jagow, the new secretary of state for foreign affairs, is an entirely different sort of man, and is as conciliatory as his predecessor was aggressive. His tastes are markedly English. He is fond of English and American literature, and his principal friend at Rome, where he has filled the role of German ambassador for some years past, has been Sir Rennell Rodd, the British envoy, a frequent and welcome visitor to this country, where he has hosts of friends. In fact, so close are the relations between these two particularly gifted men that it is probable that Sir Rennell will be shortly transferred from the Italian capital to Berlin, to take the place of Sir Edward Goschen. The latter, a brother of the late Lord Goschen, and the widower of a very charming and gracious American woman, who died about two years ago, has been a distinct failure as ambassador at the Athens on the Spree, for he has considered it necessary to push British interests in a particularly vigorous, not to say aggressive, manner just by reason of his German origin, while the fact that he came of bourgeois Teuton stock did not commend him to that patrician class which dominates court, society, the army and the administration in the Kaiser's capital. Sir Rennell Rodd, on the other hand, is already extremely popular in Berlin, where he spent a number of years as secretay of the embassy, and where he so endeared himself to the reigning family that, after the death of Emperor Frederick, he was requested by its members to write a brief history of that ill-fated monarch's life and reign, which he managed to do with such exquisite tact as to secure the grateful appreciation, not only of Empress Frederick and of her younger children, but also of the present Kaiser.

Criticised by the Press.

No one should judge Gottlieb von Jagow by the German newspapers. He does not enjoy their good will, and they are disposed to condemn his appointment. This is partly due to ignorance. For he has always sought to avoid the limelight of publicity, though his qualities are well known to the diplomatic chancelleries in the various capitals of Europe, and at Washington. Then, too, in the early stages of Italy's war with Turkey when King Victor Emmanuel and his government came in for so much abuse on the part of the German newspapers, which denounced the invasion of Tripoli in the most savage terms as an act of intolerable, unprovoked and piratical aggression, and as a violation of the law of nations, Ambassador von Jagow availed himself of every opportunity to impress upon the Italian people that these abusive utterances of the Teuton press did not represent the views either of the German government or of the German nation. In fact, he repudiated the idea that the German newspapers could be regarded as the vox populi in the matter. Naturally this did not commend him to their good will. But it allayed the indignation of the Italians and proved of inestimable service to the German Empire. For today the relations between Berlin and Rome are closer than ever, and Italy has renewed her membership of the Triple Aliance for another long term of years.

In order to understand just what this means and what von Jagow accomplished as the Kaiser's envoy at Rome, it must be borne in mind that for the last 15 years Camille Barrere, admittedly one of the cleverest and most brilliant men of the French diplomatic service—a statesman who has time and again declined the office of Minister of Foreign Affairs in Paris—has been endeavoring by every means within his power and in the most subtle and ingratiating manner, to wean Italy from that triple alliance to which she was committed by Francesco Crispi, aided and abetted by Queen Marguerite's masterful German-born mother, the late Dowager Duchess of Genoa. At one time, especially during the closing years of the reign of Edward VII., who brought all his personal charm and influence to bear upon the Italian Court and government, in a sense contrary to Germany, Barrere appeared to have accomplished his aim. The unpopularity of the former German Ambassador in Rome, Count Anton Monts, whose contemptuous manners, patronizing airs and arrogance, gave offense to the Italians, undoubtedly contributed to Barrere's success. Indeed, when von Jagow, who had been Prince Buelow's principal private secretary, was suddenly promoted over the heads of scores of his seniors, from the insignificant post of Minister Resident in the tiny Grandduchy of Luxemburg to be Ambassador at Rome, German influence and popularity in Italy were at their lowest ebb.

Von Jagow set to work to repair this and to undo the harm wrought by Camille Barrere. He was making his way in a manner most gratifying to himself and to his government, when all his labors were on the point of being brought to naught by the German newspapers' denunciation of the invasion of Tripoli. Fortunately for Von Jagow, the Parisian newspapers suddenly set up a most extravagant outcry against Italy for having stopped a French passenger ship bound for Tunis, and for having removed from the vessel a number of Turkish army officers, who were on their way from Constantinople via Tunis, to join the Ottoman forces warring against Italy in Tripoli. Barrere, instead of deprecating the attitude of the French press in the matter, as Von Jagow had done in the case of the German newspapers, sided with it, and defended it. He thereby won for himself the good will of French journalism, to which he formerly belonged, but rather selfishly sacrificed the interests of his country in Italy. In fact, he wrecked thereby all the good that he had accomplished for France during the 13 or 14 years of his stay at Rome, and thus played into the hands of his German colleague, Von Jagow. For by the time peace had been restored between Turkey and Italy, by the treaty of Lausanne, the subjects of King Victor Emmanuel, who had been violently opposed to any renewal of the Triple Alliance, were overwhelmingly in favor thereof, and the treaty prolonging it was successfully concluded by Ambassador Von Jagow at Rome, at the commencement of the winter.

His Personal Prestige.

Gottlieb von Jagow, therefore, takes up his duties as secretary of state for foreign affairs at Berlin with the prestige of having worsted France's ablest ambassador and statesman; of having restored German influence on the banks of the Tiber; in the face of almost insuperable difficulties, and of having won over Italy to a prolongation of that Triple Alliance which is so necessary, not to say indispensable, if not to the actual safety of Germany, at any rate to her power as a factor in the concert of nations. Von Jagow has achieved this quietly, unobtrusively and without any flourish of trumpets, by means of conciliation, suavity, patience and the most exquisite courtesy.

It is impossible to conceive any greater contrast than that which exists between him and his predecessor in the Wilhelmstrasse, the late A. Von Kiderlen-Waechter. The latter, who had received his training under Bismarck, had endeavored to model himself upon that great statesman. He affected his brusquerie and even brutality of manner and of speech. He endeavored to emphasize the burliness of his appearance; a burliness which while all very well in a giant of the stature of the Iron Chancellor, became almost comical in so under-sized a figure as that of Kiderlen-Waechter. The boisterousness of the old Prince was also out of place in his would-be double, and neither the foreign diplomats accredited to the court of the Kaiser, nor the great world of Berlin appreciated his witticisms, which, to put it mildly, savored of coarseness. In his younger days he had won a certain amount of good will among the immediate masculine entourage of the Emperor, by the ingenuity of his practical jokes, and his readiness to make fun of everybody and everything — qualities which at their best on the imperial yacht, Hohenzollern, when the Kaiser was wont in years gone by to take a stag party along for cruises in Scandinavian waters, and which led to his being nicknamed August (the general designation of the clowns of all German circuses), were singularly out of place in an elderly statesman holding the office of minister of foreign affairs.

Is of Noble Ancestry.

Von Jagow is the antithesis of this in every respect; and whereas Von Kiderlen-Waechter showed in a thousand different ways his bourgeois origin, Von Jagow's distinction of appearance, manner and utterances, indicates, even to the most obtuse, the blueness of his blood, and the antiquity of his descent. For although the Von Jagows bear no title, they have been nobles since the eleventh century, and constitute a very numerous and powerful clan, of the Brandenburg patriciate, allied by marriage to more than half the great houses of the German aristocracy. Its armorial device has been, since the days of the early crusades, a six-spoked red wheel, on a silver shield, and its members today include Traugott Von Jagow, the chief of the Berlin police and Ernst Von Jagow, governor of the province of West Prussia.

The new secretary of state, therefore, by reason of his lineage and affiliations, will have a far stronger position at the court of the Kaiser and in the great world of Berlin than von Kiderlen-Waechter, while his sobriety of manner, his perfect breeding and his quietness are precisely the qualities calculated to commend him to the favor of the Emperor, of the Empress, and of the most influential members of the reigning house. None of these latter hold him in higher regard than the Crown Prince and Crown Princess, who learned to know and to like him during their stay at Rome, on their return journey from India and from Egypt. He is unmarried, which in his new position is an advantage, since it diminishes the danger of those feminine intrigues which have sometimes hampered the work of his married predecessors in office, and women are far more likely to sympathize with him, and to lend him their support, as an interesting, good-looking, clean-cut bachelor, than if he were a benedict.

Appointment Liked Abroad.

In the various foreign capitals of Europe, in London, at St. Petersburg, in Vienna and Rome, his appointment is hailed with satisfaction, as a contributing factor to the maintenance of peace. Even at Paris the nomination meets with approval. For although he so signally defeated France at Rome it is felt that her relations with Germany are far more likely to remain cordial with a man so conciliatory as Von Jagow at the Wilhelmstrasse than when Von Kiderlen-Waechter ruled the roost there.

Liberal German organs affect to believe that Von Jagow lacks force and vigor of character, and that he will become a mere passive instrument in the hands of the Kaiser, subservient to all the latter's whims and caprices, no matter how dangerous. There is no ground whatsoever for this belief, which is based purely on ignorance of Von Jagow. For he belongs to the school of Prince Buelow, whom he served as the most devoted of private secretaries, and from whom he received his training. Von Buelow, it may be remembered, resigned, just because of his independence, his lack of subserviency to the Emperor, and his refusal to subordinate his own views and prejudices to his sovereign's wishes. That the Emperor no longer resents this, and has learned to appreciate Von Buelow, is shown by the fact that he has appointed one of the Prince's most trusted followers and confidants, Prince Lichnowsky, to the difficult and all-important post of German Ambassador in London, and another, namely, Gottlieb von Jagow, to the secretaryship of state for foreign affairs in Berlin.

Difficulties of the Office.

In order to appreciate the difficulties of this office, it is necessary to call attention to the fact that the direction of foreign affairs of the German Empire is vested nominally in the hands of a foreign relations committee of the Federal Council, the latter consisting of plenipotentiaries of the various sovereign states of Germany, but in reality in the hands of the Kaiser. For the committee never meets save at the invitation of the Emperor, which is rarely extended. It is the Emperor who appoints the secretary of state for foreign affairs of the empire, without consulting the committee or considering the views of his fellow-sovereigns of the Confederation, just in the same way that he appoints off his own bat the chancellor of the empire. Since the chancellor is the principal executive of the empire, in matter of foreign as well as domestic affairs, he sometimes monopolizes the direction of foreign affairs—at any rate, as much as the Emperor will permit. Prince Bismarck's attempt to run the foreign relations of the empire, without regard to the Kaiser, was the cause of his downfall.

Prince Buelow's differences of opinion with his sovereign in matters of foreign policy were the cause of his retiring from office; and if his successor, Count von Bethmann-Hollweg, gets along so capitally with his imperial master, it is because he as the chancellor makes little or no attempt to interfere in foreign matters, leaving them to the Emperor and to the foreign secretary. It will be the duty of Gottlieb von Jagow to work with the Emperor in the direction of the foreign affairs of Germany; not subserviently, but with enough independence to inspire his sovereign with sufficient respect for his opinions to ask for his advice, and in matters of importance to defer thereto.

Von Jagow must likewise champion his own and the Kaiser's foreign policy in the Imperial Parliament and at the meetings of the Federal Council, and must manage to give satisfaction to the 20 other sovereigns of the Confederation, sufficient to prevent them from inaugurating any active opposition to the course which he and the Emperor have adopted. He is thus expected to satisfy many masters, chief among them the monarch, upon whose good will and favor his tenure of office depends—namely, William II., the masterful King of Prussia and German Emperor.

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