GERMAN "ERSATZ"

Photographs smuggled out of Leipsic, showing Necessity as the mother of Substitution.

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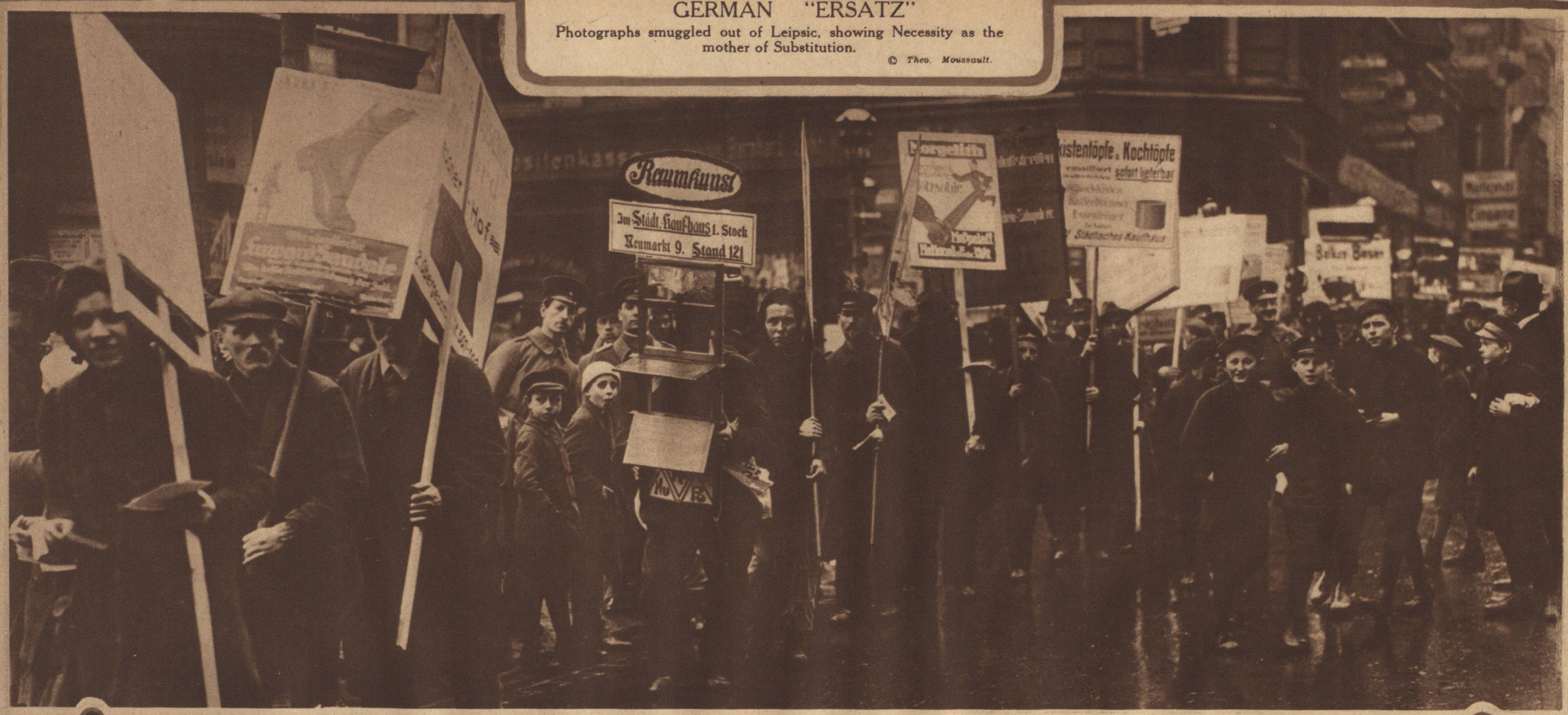
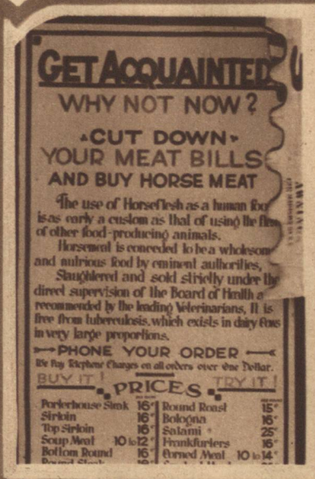


For many years before the war the annual Leipsic Fair was the meeting place for merchants from all over the world. It has now degenerated into a clearing house for Austrians and Germans to display substitutes for food, clothes and coal, since the originals have become more and more scarce. Above is a scene from the recent fair, showing sandwichmen and women advertising the various "just-as-good" articles. The underfed looking man in front is bearing an argument for cardboard sandals; a little further back we see wooden soles advocated, followed by a plea for a fireless cooker, which is now in almost universal use in Germany to save gas and electricity.

The lower picture is of another street scene at the Leipsic Fair. Here we find the word "ersatz" (meaning "substitute") serving as the keynote of the display. In the upper right-hand corner is a "schuhersatz" or "Substitute-Shoe" store. Below is a sign for imitation leather soles, and next an article called "Forit," to be placed between the soles. The "Goldener Hirsch" seems also to deal in "ersatz," having an imitation-food lunchroom. It must in all fairness be admitted, however, that the gentlemen near the camera do not seem to be wasting away from hunger or going without the customary clothes. Perhaps, however, it is a fur "ersatz" collar on the profiteering-looking man with his hands in his pockets.

BUT, ON THE OTHER HAND——

We may soon expect to see headlines in the "Deutsche Allgemeine Zeitung" or the "Berliner Tageblatt" reading "New York Starving; Eats Horses; America's Plight for Food Shown in Accompanying Pictures Smuggled Out of the United States." The German editors will then analyze the photographs shown here, and explain that the sign on the door says, "The Rival Horse Meat and Sausages, Inc." and that it is situated at 200 West 40th Street, formerly one of New York's most exclusive districts, now given over to feeding the starving population of the city with horse meat. And on the strength of this evidence of America's weakened condition, all the little school children in Berlin will be given another holiday.

Photographs from Brown Brothers