

INDEXED 6540
FILE NO. 7-1

128

128

AMERICAN LEGATION,

Peking, China, January 23, 1915.

Subject: American Trade Methods in South America.

COMMERCE
MAR 22 1915

Dr. E. E. Pratt,

Chief, Bureau of Foreign and Domestic Commerce,

Washington.

Dear Dr. Pratt:

I have to report, as of possible interest to our Commercial Attaches in South America, that in conversation with the China representative of the British Manufacturers Assn, a man who contends that he has just come to China after spending two years in South America in the interest of British Manufacturers there, he informed me that he considers that one of the great mistakes made by American manufacturers and exporters is in the character of men sent to South America to represent them. He considers that America with her progressive business methods, with her advantageous geographical position and with her keen interest in trade developments in South America should experience little trouble in capturing the South American foreign trade during the present European war, but also states that she is handicapped in this by the character of men sent there in commercial capacities. The South American merchants have come to regard them

1915

INDEXED
FILE NO. 128
P. P. [Signature]

Noted
File
Arnold

-2-

"slippery customers " , so he contends. Instead of sending the gentlemanly type of American, who would be a welcome guest, it appears the so-called "fresh" type of American is delegated to represent American trade. He spoke very strongly on this point and was indeed emphatic in his declaration that American trade would be greatly benefitted if the American manufacturers and exporters would send less objectionable men to represent them in South American markets.

Very respectfully yours,

Sullivan H. Arnold
American Commercial Attaché
at Peking.