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DEPT. OF COMMERCE  
COMMERCIAL ATTACHE SERVICE

TRADE COMMISSIONER  
3 CANTON ROAD  
SHANGHAI, CHINA

BUREAU OF FOREIGN AND DOMESTIC COMMERCE  
COMMERCIAL ATTACHE SERVICE

INDEXED

FILE No.

531

SHANGHAI

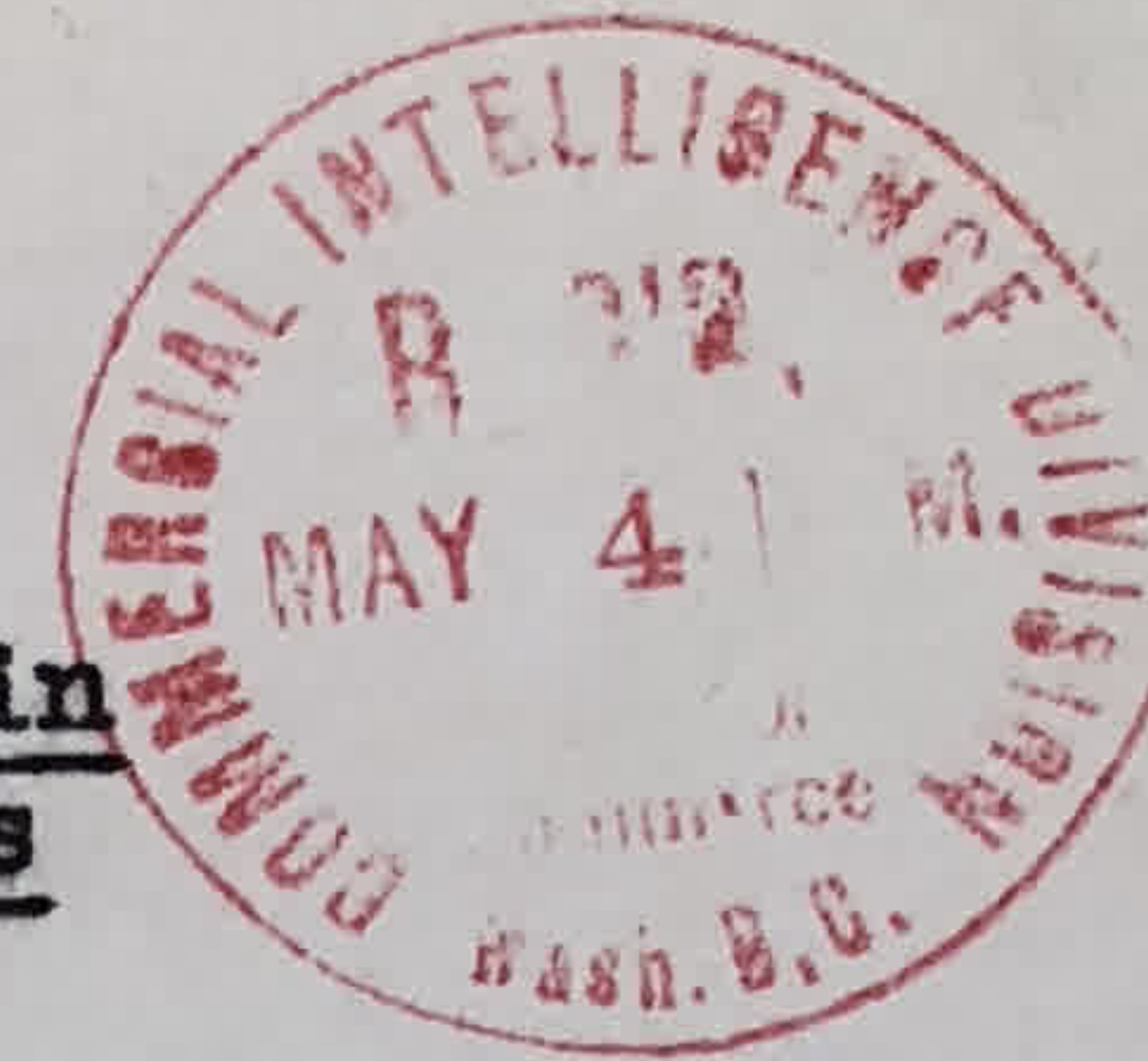
March 31, 1928.

China

Routing

Director,  
Bureau of Foreign and Domestic Commerce,  
Washington, D.C.

Applications for Assistance in  
Securing Dealers Distributors  
or Indent Agents



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Sir,

The circular letter from the Automotive Division upon the above subject has been referred to me for attention and after looking over the draft form of application to be used by District Offices in submitting requests of manufacturers to the field, I should like to register my wholehearted satisfaction in the fact that such a plan is being inaugurated. Nos. 11 and 111 on the proposed application represents the greatest amount of difficulty which the Shanghai office has in handling requests for assistance in lining up prospective agents for American concerns. If companies would frankly give the information called for in these two questions we could more intelligently handle requests.

The only suggestion that occurs to me is some question which will take care of Pacific Coast branch offices seeking representation in a foreign field where their own home office is already represented. The Shanghai office has been called upon in three different instances to secure agents in China for Pacific Coast branch offices of American concerns, whom we found to be already represented in this territory. One case caused us considerable embarrassment as we had been lining up plans for the representation of the home office when the Pacific Coast branch office came into the territory and crossed wires. One of the cases referred to was that of the Moreland Truck Company. The request came to us from Mr. Hillyer on behalf of the Moreland Truck Company Pacific Coast office. We found that the Moreland Truck Company through its head office had already given this territory to Behn, Meyer & Company, which concern had endeavored to work the line under adverse circumstances.

From the experience of this office it would seem advisable to incorporate in this application a question covering the above situation.

Very truly yours,

A. Viola Smith  
Trade Commissioner

Approved for  
Transmission  
Frank S. Williams  
Trade Commissioner

BUREAU OF FOREIGN AND DOMESTIC COMMERCE  
COMMERCIAL ATTACHÉ SERVICE

TRADE COMMISSIONER  
3 CANTON ROAD  
SHANGHAI, CHINA

SHANGHAI

INDEXED  
FILE No. 9-17  
China

RECEIVED IN July 11, 1928.  
FILES SECTION

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Director,  
Bureau of Foreign & Domestic Commerce,  
Washington, D.C.

Dear Sir: Application for Assistance in Securing Dealers,  
Distributors or Indent Agents for Automobiles.

We wish to acknowledge receipt of the Automotive Division's circular letter of June 1st, with attached form, and to express our satisfaction with this recently inaugurated service and to assure you of our cooperation in this matter.

We give you, below, a list of applications for assistance we have had from motor concerns:

- C* Auburn Automobile Co., Auburn, Ind. - *ans. 8/23*
- Elcar Motors Export Co., Cleveland, Ohio.
- Howard Motors Corporation, Detroit, Mich.

Applications for assistance for Automotive Replacement Parts, Accessories, Service Appliances, Marine Motors, and Boats:

- "Unico" Motor Products Corporation,  
Manufacturers Piston Rings,  
St. Louis, Mo.

- D* Dual Duty Co., Alma, Mich,
- Le Blond-Schacht Truck Co., New York, N.Y. - *ans 8/23*

Will you kindly forward blank forms to the above concerns for the necessary information to enable us to give them proper cooperation? Upon receipt of this information we should be glad to go into the matter very carefully.

Very cordially yours,

*Frank S. Williams*

Frank S. Williams,  
American Trade Commissioner.

FSW:D.

*H.H.*