

UNITED STATES  
DEPARTMENT OF COMMERCE  
BUREAU OF FOREIGN AND DOMESTIC COMMERCE  
COMMERCIAL ATTACHÉ SERVICE

TRADE COMMISSIONER  
3 CANTON ROAD  
SHANGHAI, CHINA

SHANGHAI Sept. 27, 1923  
File 010

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Subject: Catalogue put out by Arkell & Douglass.

Director,  
Bureau of Foreign & Domestic Commerce,  
Washington.

INDEXED  
FILE NO. 470

*China*

Sir:

We are sending you under separate cover a copy of a catalogue in Chinese which has recently been issued by Arkell & Douglass, and which appeals to us as being a very fine bit of work.

CARDED

Arkell & Douglass had a special man come to China to compile this catalogue which includes illustrations and descriptive matter on a wide variety of lines for some of which they are agents, others being the lines held as agencies by other firms in Shanghai on which Arkell & Douglass merely act as jobbers. This catalogue has been mailed to a list of 8,000 Chinese firms throughout China, the compiling of the list itself taking several months.

We are watching with a great deal of interest the result of this method of approaching the Chinese firms and we will keep the Bureau advised as to the success with which the plan meets.

Very truly yours,

*G. C. Howard*

G. C. HOWARD  
Assistant Trade Commissioner in Charge

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*R.T.*



UNITED STATES  
DEPARTMENT OF COMMERCE  
BUREAU OF FOREIGN AND DOMESTIC COMMERCE  
COMMERCIAL ATTACHE SERVICE

TRACE COMMISSIONER  
3 CANTON ROAD  
SHANGHAI, CHINA

October 31, 1923.

Mr. Julian Arnold, Commercial Attache,  
3 Canton Road,  
Shanghai,  
CHINA.

Dear Mr. Arnold:

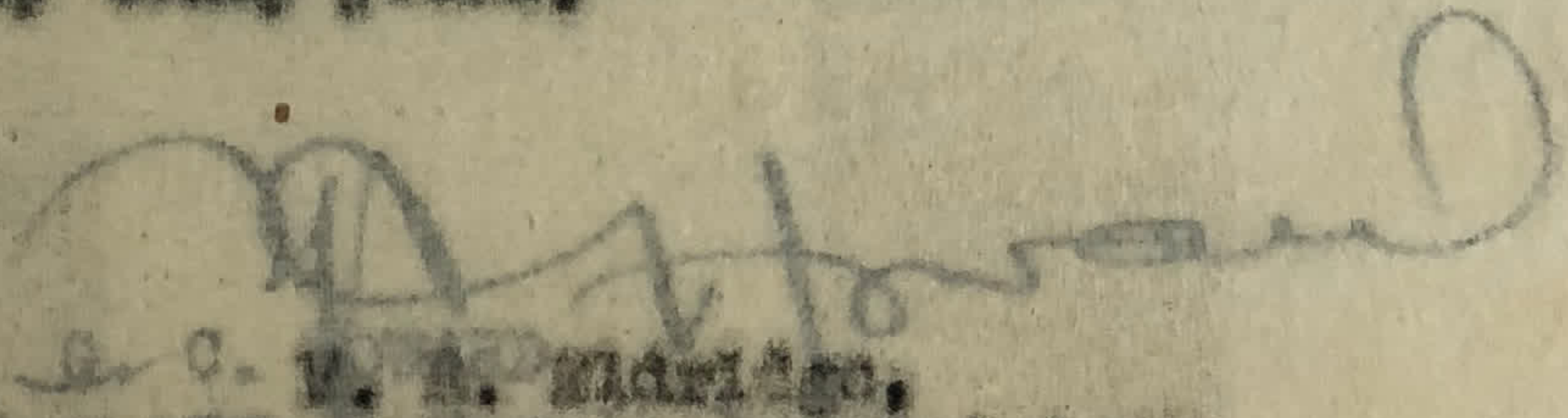
Mr. Howard's letter of September 27 inclosing a catalogue issued by Artell & Douglas was referred to the Specialties Division and Mr. Morse of that Division was very much interested. It is a most ambitious piece of work, running into a good deal of money.

Doubtless the entire expense is paid by the manufacturers whose lines are advertised, and we can't help wondering if Artell & Douglas actually control all these lines in China or if they simply are prepared to take orders for them. Perhaps we can get some information bearing on this subject right here.

Reports for the last two years have indicated that the American commission houses in China were having a rather hard time and it may be that this is a method taken by this particular house to bolster up their business in a declining market.

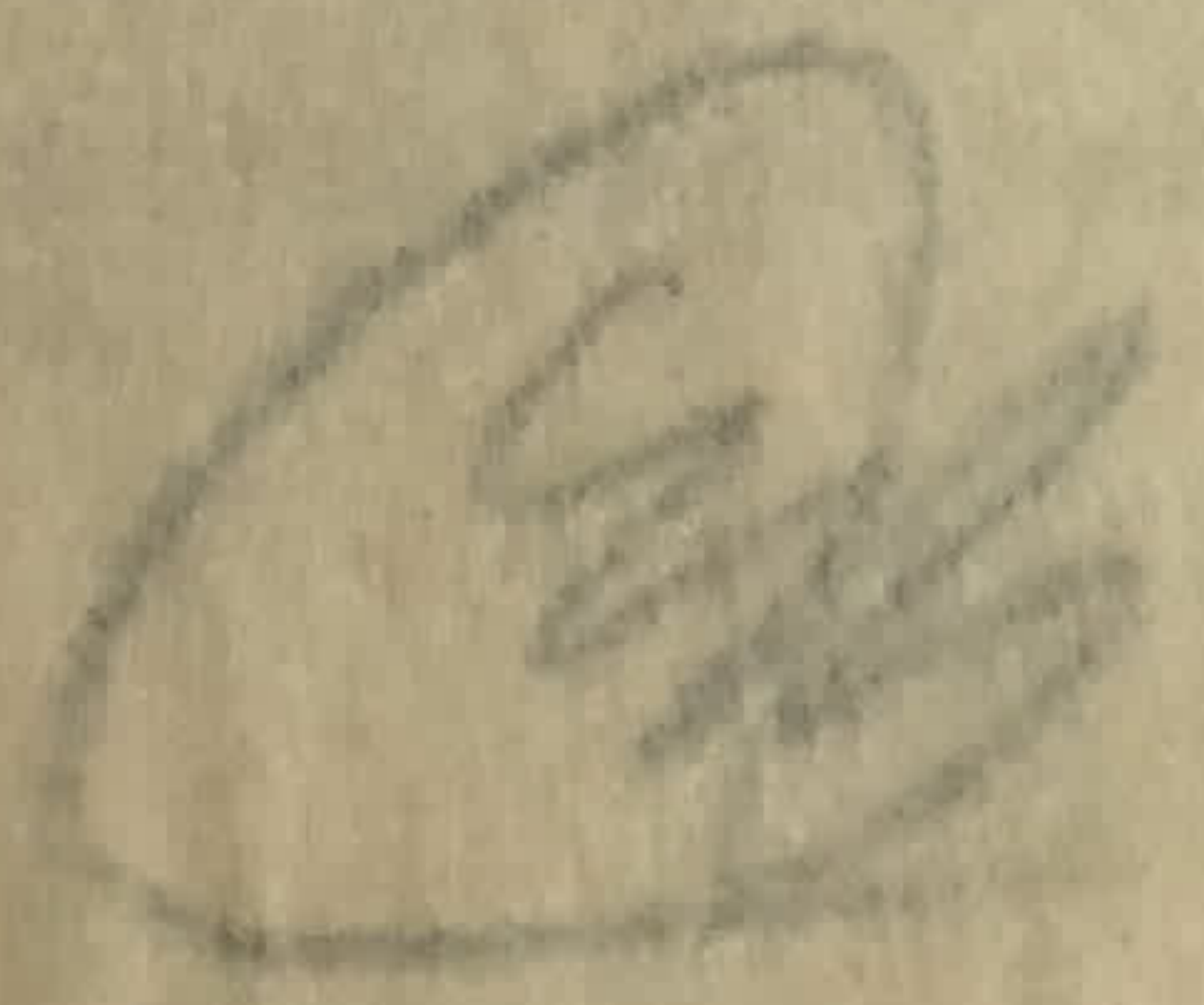
The book seems to be very well done and one can't help feeling that it is going to have a good effect on American trade in general.

Very truly yours,



G. C. W. A. Eldridge,  
Chief, Far Eastern Division.

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UNITED STATES  
DEPARTMENT OF COMMERCE  
BUREAU OF FOREIGN AND DOMESTIC COMMERCE  
COMMERCIAL ATTACHÉ SERVICE

INDEXED  
FILE NO. 470

TRADE COMMISSIONER  
3 CANTON ROAD  
SHANGHAI, CHINA

China  
SHANGHAI December 1, 1923  
File 470

Subject: Arkell & Douglas Catalogue

Director,  
Bureau of Foreign & Domestic Commerce,  
Washington.

Sir:

Replying to your letter of October 31, if you will refer to ours of September 27 with which we submitted this catalogue, you will notice the following statement which will answer the question contained in your second paragraph:

"on a wide variety of lines for some of which they are agents, others being the lines held as agencies by other firms in Shanghai on which Arkell & Douglas merely act as jobbers."

With reference to the financing of this catalogue, beg to advise you that Arkell & Douglas put this out at their own expense with the hope that ~~some of~~ their manufacturers will reimburse them. They have shipped 500 of these catalogues to the United States by freight and these are to be submitted to the manufacturers whose lines they carry, together with information as to the cost of each page, and while they do not expect to collect the cost of the entire catalogue they do hope to cut down their expenses considerably.

Very truly yours,

G. C. HOWARD  
American Trade Commissioner