

ECONOMIC AND TRADE NOTES

Shanghai,

China

February 6, 1933.

(City)

(Country)

(Date)

Submitted by:

H. D. Robison,

Trade Commissioner.

(Name)

(Title)

GPO

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appeared in local papers is attached herewith.

BATA SHOE COMPANY OPENS RETAIL STORE SHANGHAI

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On January 21, 1933, the Bata Shoe Company of Czechoslovakia published announcements in all the local papers of the opening of their own shoe store at 207 Banking Road, Shanghai. The Bata Shoe Company has been operating in Shanghai for the last three years but never under their own name. Their first entree into the market was made by consigning stocks of shoes to about twenty Chinese retail shoe stores. This venture was unsuccessful as it was difficult for the Bata Shoe Company to make collections. Their second venture in this market was opening up a shoe company under a Chinese name but this was also a failure. The third venture was supplying stocks to a retail store using a foreign name but operated by Chinese also failed. It is generally believed that the Bata Shoe Company opened up under their own name as a means of disposing of old stock that has been carried over from their other ventures in the market.

While Bata Shoe Company are offering several grades of men's and women's shoes made of leather, most of the stocks are shoes with cloth tops. Their leather shoes are priced lower than those made by Chinese shoemakers but the quality is inferior. The cloth top shoes with rubber and leather soles are priced to compete with Japanese and local manufactured products. None of the shoes offered for sale will compete in quality with the lower priced imported shoes from any other

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country. A clipping of the announcement of the opening as it
1/ appeared in local papers is attached herewith.

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Trade Commissioner.

Approved for Transmission:

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Inclosure 95918

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