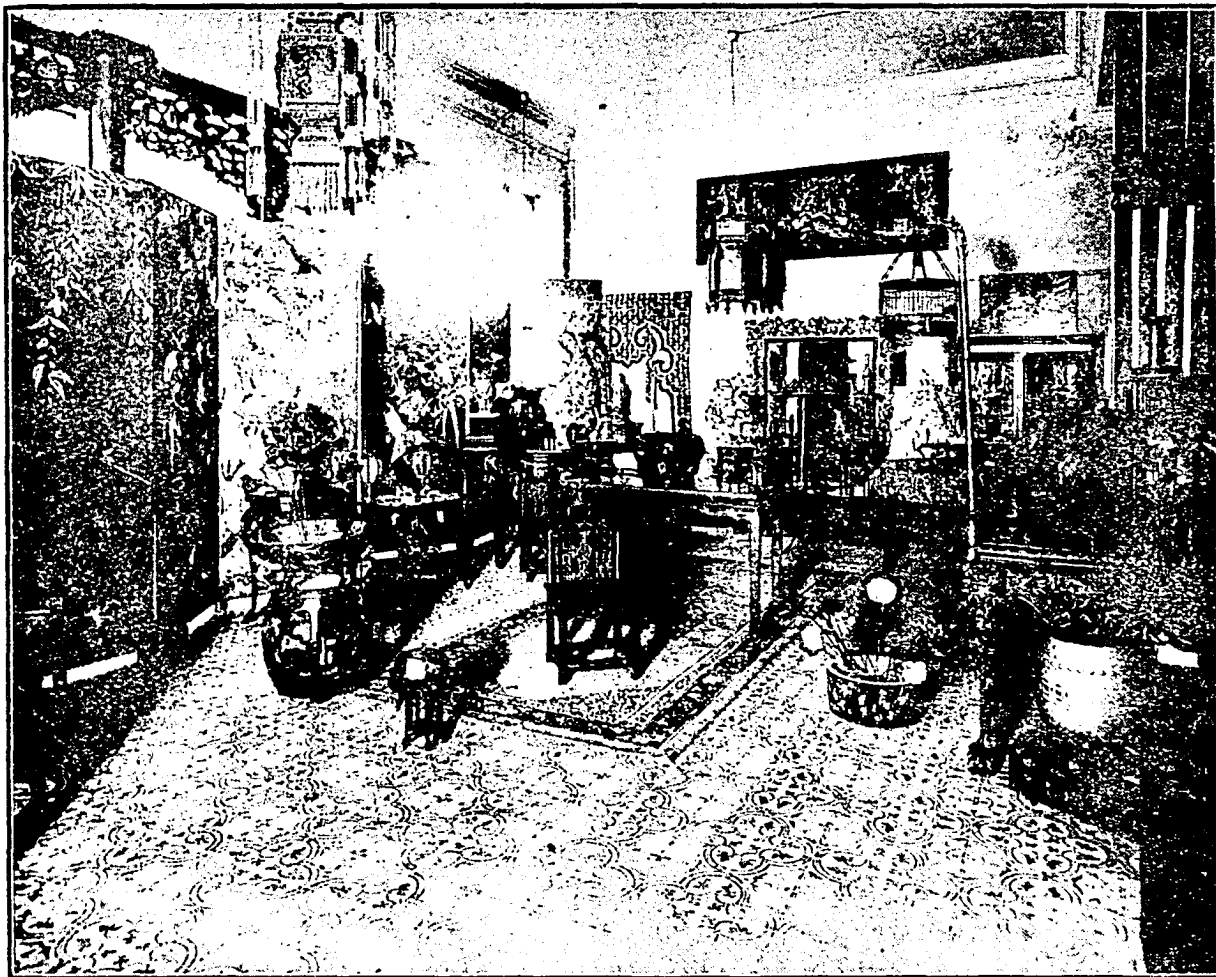


## The Jade Tree

*The Weekly Review of the Far East* (1921-1922); Aug 6, 1921;  
ProQuest Historical Newspapers: Chinese Newspapers Collection  
pg. 495

# The Jade Tree



Interior View—The Jade Tree

Combining the appealing, fascinating and luring picturesqueness of the ancient artistry of China and the Orient with the brisk initiative of Western merchandising, Mrs. Mildred S. Crow, a widely known exporter of things Oriental to the United States, has opened a distinctive shop in Shanghai under the name of "The Jade Tree." The Jade Tree would be an elaborate addition to the exclusive shops in any city of the United States and even in Shanghai where the East meets the West in commerce with a predominance of

the Oriental it stands out alone among the city's commercial establishments.

Seekers of atmosphere are too often disillusioned by their visits to the Far East in finding almost a predominance of the distasteful mingled with the beautiful but with an experience resulting from years of residence in China Mrs. Crow has been able to bring all of the best into her establishment. In its carved wood fittings in gold, black, and red, in its hangings and draperies distinctly Chinese and in the display of

distinctiveness of the shop has attracted even the older residents of China and the quality of the products is holding the trade.



Southeast Window—Showing Linens

the products of the Great Yellow Republic the charm of the "east of Suez" has been preserved. Porcelains, baskets, handbags, paintings, embroideries, linens, fantastic lanterns, mandarin coats, and carved furniture all fit into a happily blended Oriental motif of display.

The touch of the West is not lacking, however, and is evidenced in artistic window displays—a void in native merchandising any where in the Far East. It is also noticeable in sales methods and in displays of blouses, children's clothing, hand bags, and a thousand and one articles which through the ingenuity of Mrs. Crow and her designers have been made a combination of the skill and handiwork of Modern America and Ancient China.

The function of The Jade Tree, according to Mrs. Crow, is fundamentally that of a wholesale showroom where, with a background of things Oriental, the buyers from the United States may be able to make their selections of articles for the American market. It is by far the most ambitious venture of its kind in the Far East and it is doubtful whether its counterpart exists in the United States or elsewhere. Here wholesale buying is taken from its usual prosaic surroundings and lifted into the realms of the drawing room. As an incidental purpose, Mrs. Crow is also retailing some of the smaller articles and is selling gowns, frocks, hats, lingerie, children's dresses, and blouses made from the latest New York and Paris models by her Chinese tailoring staff from native materials to tourists and residents of Shanghai. Although the establishment has only been in operation for a short time, the retail end of the business has grown to an exceedingly appreciable size. The

The lines included in the scope of The Jade Tree are: handmade laces, hairnets, embroideries, embroidered robes, lace robes, table linens, childrens clothing, lingerie, blouses, petticoats, rugs, carpets, hand painted novelties, porcelains old and modern, antiques, curios, beads and jewels. In keeping with its name the shop specializes in a high grade of jade both in the stone and in native manufactured jewelry.

The initiative and ingenuity of Mrs. Crow is reflected in the majority of the products which she sells. Either from her own designs or from suggestions made to her designers are taken the laces, robes, lingerie, rugs, carpets, hand painted novelties, childrens clothing, table linens, and embroideries. By frequent trips to the United States Mrs. Crow is in close touch with the trend of designing in the various lines in that country and is able to adapt them to Oriental workmanship and materials.

To Mrs. Crow must be given credit for the use of a Chinese material for summer wear that has never before been adapted to foreign manufacture, *cire linen*. The Chinese have used this native material for warm weather clothing in the hottest regions for a number of years but it has not been popular in foreign wear until this season. Mrs. Crow has been experimenting with this material for several years for women's and children's clothing and has found it to be entirely satisfactory.

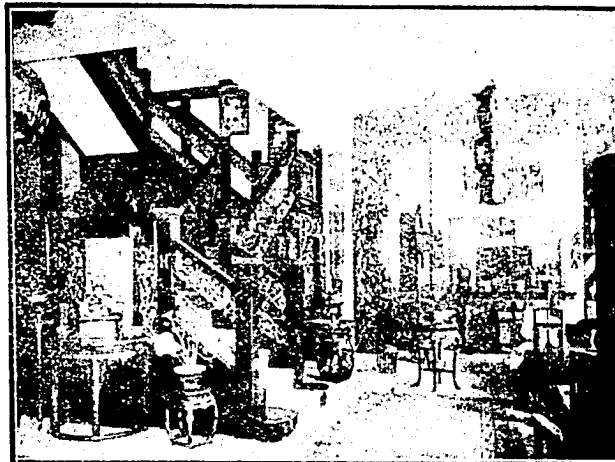
*Cire linen* is made from Chinese linen by the application of a native chemical treatment which renders it opaque and yet does not detract from its sheerness and from the coarseness of its weave. The outer surface of the material is a deep chocolate brown in color and possesses a slight silky sheen. It is particularly adaptable to tailoring and presents a most striking appearance when made into summer frocks. The fact that it can be wiped off gives it an added value for traveling and for children's wear. Another advantage is that in the models now being produced by Mrs. Crow for local consumption it eliminates the necessity of wearing lingerie beneath them. The local models are being trimmed in wool embroidery and in hand painted designs, the cloth taking the latter without runs, even after washing. *Cire linen* of the Chinese variety has not as yet made its way to the American market although Mrs. Crow has at present several orders to fill.

A second distinctive material which Mrs. Crow is using in her retail tailoring department for Shanghai buyers is Szechuen crepe, a silk that has been famous in China for centuries. This crepe has properties and qualities that cannot be duplicated elsewhere. It is produced in the Far West of China near the Tibetan border as a home industry. Since it is all hand work it cannot be produced in sufficient quantities for export nor can it be bought in the market of Shanghai. Mrs. Crow is able to obtain it only through the assistance of her own buyers in Szechuen province. After bringing it to Shanghai—Mrs. Crow dyes it to shades desired, its natural color being a deep cream.

Chinese grass linen is also being used to advantage by Mrs. Crow, this material being dyed according to card of the American Textile Color Company, and used for summer wear.

Hand made lace has come to be one of the most important exports of China and Mrs. Crow has had a large share in making this possible, particularly so far as the American market is concerned. The Chinese are now producing every possible pattern in lace, imitating with an almost uncanny exactness Belgian, French, Italian, and Irish designs. The cost of production is slight and the workmanship good.

Mrs. Crow has on contract at present 2,000 workers producing lace for her exportations. In many instances they are working on cotton and silk netting brought from the United States and France and the finished product, according to Mrs. Crow, is of a higher quality than that produced in France.



Stairway of Elaborate Carved Wood (interior view)

Chinese carpets and rugs are filling a large part of the orders for this Oriental product in the markets of the United States and Mrs. Crow has two of the best factories of Peking under contract. She has been exporting to American firms in increasing quantities during recent years.

Christmas novelties in hand painted ivory, bag handles with Chinese miniatures, lamp shades according to Western designs, boxes of all kinds, hand painted Chinese pictures, carved ivory beads and vanity cases, and similar products have also been made popular in America in various department stores and specialty shops through Mrs. Crow.

Products sent to America bear the name M.S. Crow, Inc., but M. S. Crow is solely Mildred S. Crow,

the incorporated being Carl Crow, Mrs. Crow's husband, author of 'Crow's Handbook to China, a standard work on travel in the country, and several other volumes on the Far East, and a recognized authority on advertising in China. For eight years Mrs. Crow has been building up her enterprise, first alone and in more recent years with the assistance of a number of experts in various lines. As her business has expanded she has gone into manufacturing where the products called for were not entirely suitable to the American market. She has been the pioneer in this field and a tribute has been paid to her ability by the establishment with the past two or three years of several similar ventures. Mrs. Crow combines all of the business sagacity of a man with the admirable traits of a woman.

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