

**Deutsch-Amerikanischer Wirtschaftsverband**

BERLIN NW 7

Neue Wilhelmstraße 12/14

Vertretungen in New York u. Montreal

Abschrift.

November 14th, 1938.

Dear Mr. Müncks:

I received your letter of the 29th of October inquiring regarding the sale of German sewing machines.

In itself this line is one of the toughest to sell since we have plenty of competition in this country but, besides, the boycott eliminates quite a number of customers.

As it stands at the present moment it would be very unwise to undertake any steps to offer German merchandise. We have trouble enough to hold our old customers who are buying from us German products since years and are used to them, but it is impossible to interest any new users as they immediately make the statement that they got along without German goods so far and do not see any reason why they should switch to German products:- with particular reference to what is happening in Germany right now again.

We as agents of German manufactures are subjected already so often to humiliation and criticism when offering German merchandise -- not only to Jewish customers but also to French and English -- that we have to avoid getting into more trouble as it will jeopardize our present connections and put us into the wrong with the trade.

You probably know that in the States all the agents representing German concerns have to register, and they have to register that the activities of such agents can be supervised by the government as the same is afraid that propaganda under neutral activities are carried on. It can be easily conceived that such conditions do not encourage anybody to devote his time to selling German merchandise in this country. Until things ease up again and a solution is found that these occurrences are stopped definitely over there, we have not the slightest chance to improve the sales of German merchandise.

We are doing the best we can to overcome these difficulties, but there is a limit how far we can go without our business coming to an entire standstill.

With kind personal regards, I am

Sincerely yours

Signature.