

A. K. I. Z., as agent for A. E. G., Berlin; Escher Wyss & Co., Zurich; Gebr. Sulzer, Winterthur; Philips, Eindhoven; and one of the large American storage-battery companies, is without a doubt the most important factor in the electrical equipment trade of the Netherland East Indies.

In addition to the firms previously mentioned there are many other general engineering firms in the Netherland East Indies that are at present importing electrical equipment. A few of the leading firms are: Machinefabriek Braat, Surabaya, Djocja, Tegal; G. C. T. van Dorp & Co., Semarang, Surabaya, Bandoeng; Schulte & Co., Batavia, Surabaya, Palembang.

#### BRANCH HOUSES

At present there are 10 branch houses of electrical-equipment manufacturers located in the Netherland East Indies, of which 9 are European firms and 1 an American firm. The majority of these firms carry a complete line of electrical equipment, but several specialize.

The most important branch houses are those of two large German firms handling complete lines of electrical equipment and having their own electrical engineers stationed in the territory. These are Siemens-Schuckert Werke and Bergmann Elektrizitatswerke A. G., of Berlin. Other branch houses engaged in selling complete lines of equipment are a large Swedish firm, Allmänna Svenska Elektriska Aktiebolaget, of Vasteras, an American firm, and one Dutch company, Hengelosche Electricische en Mechanische Apparatenfabriek, of Hengelo.

Firms specializing in certain equipment include one large German firm, Siemens Halske A. G., of Berlin, which handles telephone, telegraph, and X-ray equipment exclusively; a Dutch and a German firm handling power-house equipment (Merrem & la Porte of Amsterdam, and Hallesche Maschinfabrik, of Halle); a German firm, Hackaphon, specializing in transmission equipment; and a French firm, Compagnie d'Importation de Produits Metallurgiques & Annexes, dealing only in cables and wiring.

These branch houses can not be considered as possible agents for American electrical manufacturers, but mention is made of them because of their importance in the marketing of electrical equipment.

#### GENERAL IMPORTERS

There are a number of general importers in Java that are handling various lines of electrical equipment. In most cases this type of firm is not in a position to handle heavy equipment, usually carrying only electric-lighting fixtures, lamp bulbs, flash lights and batteries, and electric appliances. The majority of these firms have branches throughout the islands and are capable of securing first-class distribution for any line they decide to handle. Large American electrical goods manufacturers interested in this market should consider the possibility of one of these large importers as an agent. It would, of course, be necessary for any manufacturer working with one of these firms to keep his own men in the territory to assist in making sales.