

COMMERCIAL CHIEF
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BOSTON, MASSACHUSETTS

COMMERCIAL SERVICE
BUREAU OF FOREIGN AND DOMESTIC COMMERCE
DEPARTMENT OF COMMERCE

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October 26, 1923. *China*

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Mr. James O'Shaughnessy,
American Association of Advertising Agencies,
247 Park Ave. at 46th Street,
New York, N. Y.

Dear Mr. O'Shaughnessy:

My attention has been called to a report of your annual convention as given in Printers' Ink for October 18. On page 185 is a synopsis on Mr. Arnold's report regarding our information on foreign advertising media.

Your Association has rendered a very valuable service to the Bureau and to the advertising world in tabulating the information on the questionnaires and in supplementing it with such information as you have from other sources and I am very anxious that your Association should get all possible credit for the time, money and effort that it has expended in this direction. But I am just a little afraid that one or two of Mr. Arnold's statements may be misunderstood, especially the paragraph reading, "Mr. Arnold put particular stress on the fact that the Agencies have been able through this arrangement to guide the government, etc."

The questionnaire, which was largely the basis of the information gathered, was prepared by Prof. Roorbach of Harvard when he was connected with the Bureau and, if my memory serves me correctly, your Association did not see the questionnaire until after all copies had been sent out and some had been returned. If I were to send out a questionnaire now I should certainly refer it to your Association, and at any rate the matter is a small one, but I feel that the men who preceded me in handling this work and who put in so much time and effort, as well as our men in the field may feel that your Association is not giving them full credit for the splendid work which they did. I know this is not your intention and so far I have received no reactions from outside on this report.

Sincerely,

Henry H. Morse,
Chief, Specialties Division.

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