

NEW YORK OFFICE
734 CUSTOMHOUSE

UNITED STATES
DEPARTMENT OF COMMERCE
BUREAU OF FOREIGN AND DOMESTIC COMMERCE

LIFE NO. 420
INDEXED
DOMESTIC COMMERCE
INDEXED
FILE No. 470

China

NEW YORK March 18, 1926.

In reply refer NY-8
Reference 39

Bureau of Foreign and Domestic Commerce,
Department of Commerce,
Washington, D. C.

REC'D

MAR 20 1926

39/12

Referring to the Bureau's telegram, a copy of which is inclosed, herewith, we have to advise that Mr. Fowler, who is now General Manager of Muller and Phipps Company, has told us over the telephone that he believed he could secure the newspaper rates of the best papers in Harbin and Dairen, China, and that he would have the parties who are giving this information write direct to Washington today sending us copies of their letter.

A. J. Barnaud
A. J. Barnaud,
District Manager.

WDB/ksg
Inc. 19520

EP

DEPARTMENT OF COMMERCE
BUREAU OF FOREIGN DOMESTIC COMMERCE

COPY

53WB SC

26 GOVT

WB WASHN DC MAR 18 1926
ENCLOSURE
BUREAU FOREIGN DOMESTIC COMMERCE
734 CUSTOM HOUSE
NEW YORK

WE NEED RATES BEST NEWSPAPERS HARBIN AND DAIREN STOP SUGGEST TRY
KINNEY AND MURRAY COMMA MULLER AND PHIPPS AND GOTHAM MAIL TO US
TODAY IF POSSIBLE

HOPKINS

240P

Copied by ksg 3/18/26.

INDEXED

FILE No.

470

China

While the Trans-Pacific Advertising & Service Bureau, Inc. does not include The Manchuria Daily News, which is published at Dairen, it is the official organ of the South Manchurian Railway and is considered worthy of mention. The rates for this publication are not available.

United States Advertising Corporation,

Home Bank Building,
Toledo, Ohio. If we can be of assistance to you, please call on us.

39-12

Gentlemen:

This is in reply to your telegram of March 18 requesting the names and rates of the best newspapers published in Harbin and Dairen, Manchuria.

This information could not be furnished from our records but we have today, through the courtesy of the Trans-Pacific Advertising & Service Bureau, Inc., 342 Madison Avenue, New York City, received the desired data. Their letter reads in part as follows:

"The paper we recommend for Harbin is the Harbin Times. We can quote a rate of \$50 U.S. currency for a quarter page daily for a month. The leading paper of Dairen is the Kwan Tung Pao, the rate on which is \$52 U.S. currency quarter page daily for a month.

We may say for your information that we handle over 90% of all the American advertising being placed in Japan and China, and take care of all translation work, etc., without extra charge. We think you should also know that the papers in Dairen and Harbin are not considered very valuable as advertising media, as they are frequently changing hands and policies while the circulations are very limited; this is apparent when you consider the exceedingly low rates which they charge for space.

It is not customary to buy space in Chinese papers per insertion as all quotations are made for daily insertions by the month; no saving is effected by running the insertions less frequently.

Most American advertisers cover Dairen and Harbin by means of the Caska papers which are circulated extensively in those cities."

- 2 -

While the Trans-Pacific Advertising & Service Bureau does not include The Manchuria Daily News, which is published at Dairen, it is the official organ of the South Manchurian Railway and is considered worthy of mention. The rates for this publication are not available.

New York District Office.

We trust that the above information will be of assistance to you. If we can be of any further service, please call on us.

Subject: Newspapers published in Manchuria. Very truly yours,

Please refer to your letter of March 13, 1935. There is

enclosed copy of your reply to the letter of Eric T. King,
Chief, Specialties Division.

From the Trans-Pacific Advertising & Service Bureau of New York

City, copy of which, as desired, you have received by this time.

Your prompt attention to this matter is appreciated.

Eric T. King,

Chief, Specialties Division.

Respectfully,

Chief, Bureau of District Offices.

Enclosure

INDEXED
FILE NO. 479
September 3, 1924.

March 22, 1926.

Mr. Arthur H. Evans,
Assistant Commercial Attache,

To: New York District Office.

From: Specialties Division. Subject: Questionnaire No. 200

Subject: Newspapers published in Harbin, and Dairen, Manchuria.
Dear Mr. Evans:

Please refer to your letter of March 15, NY-5. There is
entitled "Advertising Media and Methods" and desires a report cover-
inclosed copy of your reply to the letter of March 15 received
from the Trans-Pacific Advertising & Service Bureau of New York
City, copy of which, no doubt, you have received by this time.

Your prompt attention in this matter is appreciated.
The Bureau has thought it advisable to make a departure from its
policy of forwarding questionnaires. For these reasons Question-
naire No. 200 will not be sent to any of our offices but will be for-
warded through the Department of State to all Consulates, who will
be relied upon to furnish the desired information.

Eric T. King.

Chief, Specialties Division.

Expediency and the desire to secure the most complete information were
the only reasons for departing from our present policy of using our
Forwarded: wherever possible, for securing such information.

Very truly yours,

Harold Dotterer,
Chief, Division of District Offices.

Inclosure 21839

eds

Louis Demaretsky,

Acting Chairman, Questionnaire Committee.