

THE CLEVELAND CHAMBER OF COMMERCE

China

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FOUNDED IN 1848
CABLE ADDRESS: CHAMOCOM

July 12, 1928

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RECORDED
 Mr. Eric T. King,
 Chief, Specialties Division,
 Bureau of Foreign and Domestic Commerce,
 Department of Commerce,
 Washington, D. C.

BUR FOR
 JUL 14 1928
 SPECIALTIES

Dear Mr. King: The Cleveland Worsted Mills Company asked me this morning to get some information for them concerning the sending of an advertising calendar to China. They wish to send calendars to their agent to be distributed among their numerous customers and they want to know whether, in your opinion, this calendar should be of Chinese design and characters. Can you tell us whether the Chinese calendar year is the same as the American calendar year? Any suggestions which you may have to give us for The Cleveland Worsted Mills will certainly be appreciated.

Very truly yours,

M. E. Woods
 Foreign Trade Secretary

*Publication of Union Trust Co.
 Cleveland & Ohio
 by architect A. Young.*

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THE CLEVELAND CHAMBER OF COMMERCE

July 28, 1928.

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Miss M. E. Woods, Foreign Trade Secretary,
Bureau of Foreign & Domestic Commerce,
The Cleveland Chamber of Commerce,
Cleveland, Ohio.

Dear Miss Woods:

Reference is made to your inquiry of July 12, made on behalf of the Cleveland Worsted Mills, concerning the sending of an advertising calendar to China. Calendars, in China, are one of the best single effective means of advertising. Many firms make a practice of distributing hundreds of calendars on the Chinese New Year. Highly colored calendars are greatly prized and in demand among the Chinese, as the calendar occupies a very prominent place in the life of the average Chinese, and is frequently consulted for signs and omens. Quite contrary to the usual American attitude toward advertising calendars, the calendar occupies a place of honor in the home or in the business establishment of the Chinese.

Among the business men and tradesmen, the American calendar year is the one generally followed; among many of the Chinese, the Chinese calendar year is preferred and used. A calendar if it is to be of any great value in China should be printed in Chinese characters; highly colored, as gay colors make the calendar more desirable in the eyes of the Chinese; and it should be designed as artistically as the ingenuity of the designer will permit. I am of the opinion that it would be advisable to have the calendar designed by one familiar with the psychology of the Chinese, as the calendar words may be in harmony with the tastes of an American, would sometimes have no appeal to a Chinese. No doubt there are several advertising agencies in the United States that are in a position to handle this type of work.

I hope that this information will be of some value to your contact, and we shall be pleased to answer any other questions which they may have on this subject.

Very truly yours,

Forwarded:

Harold Dotterer,
Chief, Division of District Offices.

Eric T. King,
Chief, Specialties Division.