

INDEXED

FILE No.

470

October 31, 1931.

China -

perhaps be a very logical direct user of a local agency, but
think of his problem as being one involving advertising in over
hundred countries, you may appreciate that the American advertising
agency with affiliations in all these markets is a vast field

Mr. H. D. Robison, Trade Commissioner,
P. O. Box 605,
Shanghai,

Please take this as further constructive criticism of your
report. It has CHINA, definite value and will be utilized. I hope
you will send me further reports on the subject, especially if
any descriptions you could provide of particularly successful campaigns.

39a

Dear Mr. Robison:

You will probably receive in this same mail a comment slip
upon your special report on "Advertising in North China", dated
September 21 of this year. It will be difficult for you to appre-
ciate, perhaps, just what is back of my criticism of this report.
It is made in the light of certain definite limitations upon what
the Bureau can properly publish on the general subject of advertising.
The old offices are probably more familiar with these limitations
than the Tientsin office could possibly have been. For that reason
I am enlarging a little on my more formal comment:

Up to about six years ago, and particularly so just at that time,
the Bureau was the object of very incendiary criticism on the part of
American advertising agencies handling export advertising, because of
controversial statements in Bureau publications originating in most
cases in the foreign service. It would be quite natural for our men,
as you specifically did in your report, to recommend the employment
of a native advertising agency by an American advertiser, but the
American agencies didn't like it. It was quite natural to state
that the circulation of a given publication was "so and so", but
perhaps the agencies sometimes knew better. It was also natural to
quote rates, but rates were (and still are) so variable and subject
to misunderstanding that we were forced to acknowledge that the
quoting of rates should more properly be left to the agencies. In
short, a policy was adopted at that time under which the Bureau is
to develop facts and publish facts about advertising overseas, but to
avoid opinionated discussions of controversial subjects, and to dis-
cuss circulation rates only within very narrow limits.

I hope you will be sufficiently interested in the subject to
read the attached paper which I presented at Los Angeles a year ago.
I think it will give you a different viewpoint with respect to the
place properly occupied by the local advertising agency in the scheme,
especially if you will remember that the services of the native agen-
cies are available to the American agency as well as to the American
advertiser himself. A manufacturer whose only market was China would

LIFE NO 750
INDEXED
DOMESTIC COPYRIGHT
OFFICE OF COPYRIGHTS

UNITED STATES ADVERTISING CORPORATION
Ward M. Canaday, President
240 Huron Street, Toledo -2- 250 West 57th Street, New York
TOLEDO, OHIO

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perhaps be a very logical direct user of a local agency, but if you think of his problem as being one involving advertising in over a hundred countries, you may appreciate that the American advertising agency with affiliations in all those markets is a much better bid for the advertiser.

Please do not take this as further destructive criticism of your report. It has very definite value and will be utilized. I hope you will send me further reports on the subject; especially ^{valuable} will be any descriptions you could provide of particularly successful campaigns.

Sincerely yours,

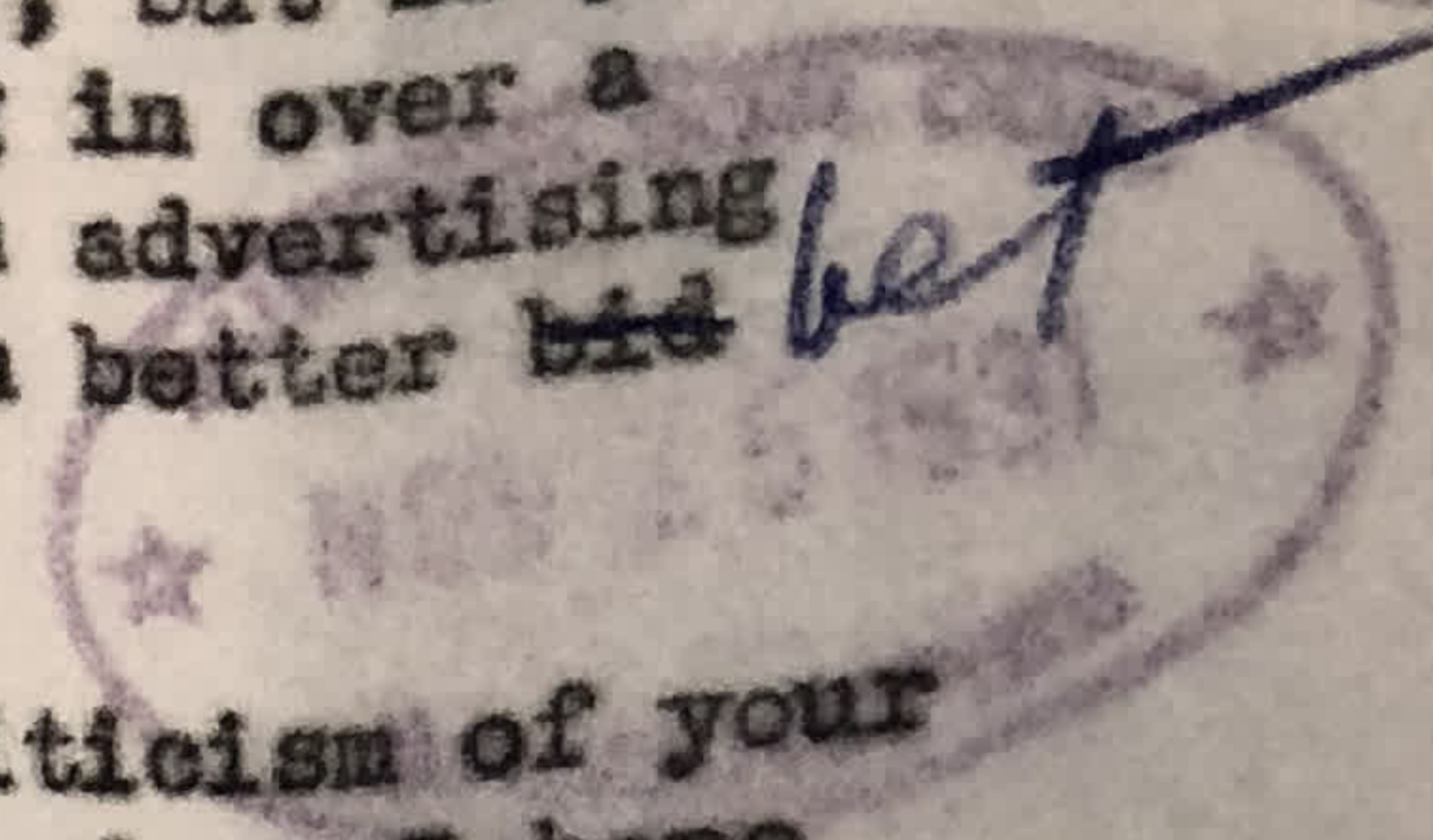
Eric T. King,
Chief, Specialties Division.

Forwarded.

Walter L. Miller,
Chief, Foreign Service Division.

Inclosure 31587.

etk rt



426
RECORDED

UNITED STATES ADVERTISING CORPORATION

Ward M. Canaday, President

240 Huron Street, Toledo - - 250 West 57th Street, New York
TOLEDO, OHIO

BUREAU OF FOREIGN AND
DOMESTIC COMMERCE
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November 23, 1931

Chen

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★ NOV 25 1931 ★
SPECIALTIES

Mr. Eric T. King,
Chief, Specialties Division,
Department of Commerce,
Washington, D.C.

B F D O
REC'D NOV 25 1931 39/12

Dear Mr. King:

Will you kindly send me a copy of the 24-page
illustrated report prepared by Trade Commissioner Harold D. Robison,
Tientsin, entitled "Advertising in North China".

I will return it after perusal.

Thanking you kindly,

Yours very truly,

W. E. MacArthur

MANAGER - INTERNATIONAL DIVISION

WTEMacG:DY

November 9, 1931.
November 25, 1931.

470
Chen

United States Advertising Corporation,
240 Huron Street,
Toledo, Ohio.

39g

Attention: Mr. W. T. E. MacGuckin, Manager,
International Division.

Dear Mr. MacGuckin:

I will be pleased to forward to you a copy of the report on "Advertising in North China" as soon as it is returned to us. We already have a waiting list for this report so it will be at least ten days before we can forward it to you.

Very truly yours,

Eric T. King,
Chief, Specialties Division.

eds

Robert J. Phillips,
Liaison Officer.