

INDEXED

FILE No.

470

China

November 9, 1932.

The American Steel & Copper Plate Co.,  
Hon. Wilbur J. Carr, at Avenue,  
Assistant Secretary of State,  
Department of State,  
Washington, D. C.

396

Attention: Mr. Walter C. Pittman, President

Gentlemen:

Attention: A-C/C.

Dear Mr. Carr: In reference to your inquiry concerning information on newspapers in China, I am pleased to inclose a copy of a report entitled "Advertising in Shanghai." This is in reference to Consular Report No. 55252 submitted September 21, 1932, by Vice Consul J. Ernest Black on the subject "Advertising in Shanghai." a number of opinions on controversial points therefore we must request that you regard it as strictly confidential for This is a valuable report especially because the subject has not been comprehensively treated in other recent reports from China. It will be offered on loan through our Foreign Market Bulletin on "Advertising Abroad." It is outspoken with respect to many controversial points, so distribution will be made on a semi-confidential basis instead of by publication. It will thus attain maximum usefulness. is also inclosed should you care to enter your subscription.

Very truly yours,

If we can be of further service, please feel free to call on us here or through our New York District Office, 734 Customhouse.

Very truly yours

Robert J. Phillips,  
Liaison Officer.

eds

John T. King  
Chief, Specialties Division

Inclosure 75710

eds

588



INDEXED  
FILE No. 470

November 10, 1932. *Chen*  
ASSISTANT SECRETARY OF STATE

The American Steel & Copper Plate Co.,  
Rm. 101-111 Fairmount Avenue,  
Asst. Jersey City, N. J. State,  
Department of State,  
Washington, D. C.

BUREAU OF FOREIGN AND  
DOMESTIC COMMERCE  
INDEXED  
FILE No. 470  
396  
396

Attention: Mr. Walter C. Pitman, President.

Gentlemen:

With further reference to your inquiry concerning information on newspapers in China, I am pleased to inclose a copy of a report entitled "Advertising in China", which we have just received.

This report contains a number of opinions on controversial points therefore we must request that you regard it as strictly confidential for your use only. It is requested that you return this report within three days as it is our only loan copy.

Reports of this nature are frequently available through announcement in our monthly bulletin on "Advertising Abroad". A sample copy of this bulletin is inclosed for your examination. A subscription blank is also inclosed should you care to enter your subscription.

If we can be of further service, please feel free to call on us here or through our New York District Office, 734 Customhouse.

Very truly yours,

*Eric T. King*  
Chief, Specialties Division.

Eric T. King,  
Chief, Specialties Division.

Inclosure 76710

eds

*AS*

*M*



NOVEMBER 10 1932

LEHN & FINE

LEHN & FINE PRODUCTS COMPANY

DISTRIBUTORS OF  
PYREX TOOTH PASTE  
LYSOL DISINFECTANT  
HINDS HONEY & ALMOND CREAM  
AND OTHER SPECIALTIES

Hon. Wilbur J. Carr,  
Assistant Secretary of State,  
Department of State,  
Washington, D. C.

EXPORT SALES DEPARTMENT  
CABLE ADDRESS  
"LEHN & FINE" NEW YORK  
ALL COUNTRIES

DEPARTMENT OF STATE  
Action requested herein taken  
NOV 14 1932  
November 9, 1932.  
ASSISTANT SECRETARY OF STATE

BUREAU OF FOREIGN AND  
DOMESTIC COMMERCE  
INDEXED  
FILE No. 470

396

China

Attention: A-C/C.

Dear Mr. Carr:

This is in reference to Consular Report No. 55252 submitted September 21, 1932, by Vice Consul J. Ernest Black on the subject "Advertising in Shanghai."

This is a valuable report especially because the subject has not been comprehensively treated in other recent reports from China. It will be offered on loan through our Foreign Market Bulletin on "Advertising Abroad." It is outspoken with respect to many controversial points, so distribution will be made on a semi-confidential basis instead of by publication. It will thus attain maximum usefulness.

Very truly yours,

Very truly yours,

*Smoller*

Export Sales Robert J. Phillips,  
Liaison Officer.

eds

PM 7



NOV 23 1932  
DEPARTMENT OF COMMERCE  
WASHINGTON

# LEHN & FINK, INC.

A DIVISION OF  
LEHN & FINK PRODUCTS COMPANY

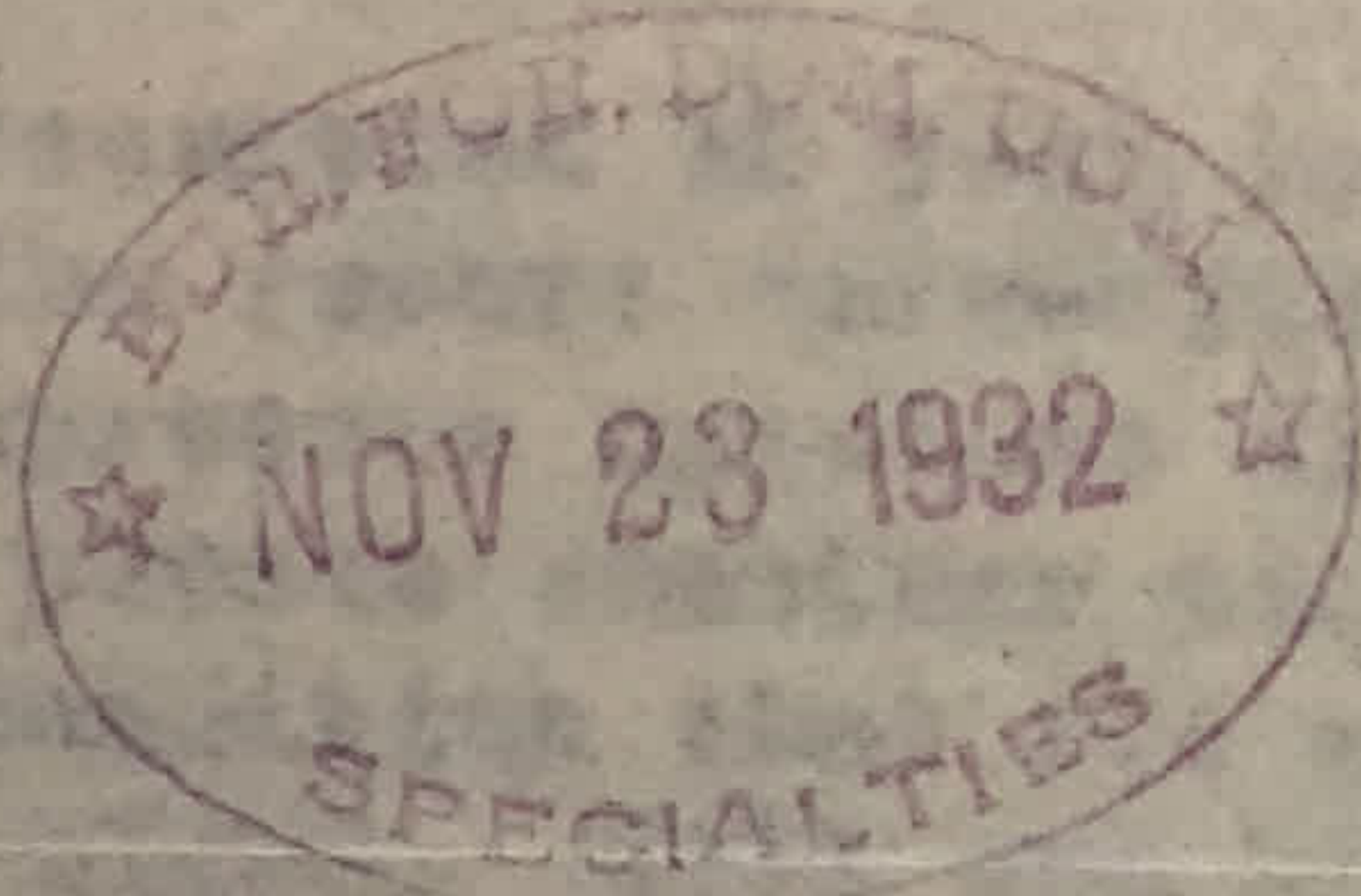
DISTRIBUTORS OF  
PEBECO TOOTH PASTE  
"LYSOL" DISINFECTANT  
HINDS HONEY & ALMOND CREAM  
AND OTHER SPECIALTIES

EXPORT SALES DEPARTMENT  
CABLE ADDRESS  
"ROSTRUM" NEW YORK  
ALL CODES

INDEXED  
FILE No. 470  
China

GENERAL OFFICES  
BLOOMFIELD, N.J.  
NEW YORK OFFICE  
683 FIFTH AVENUE

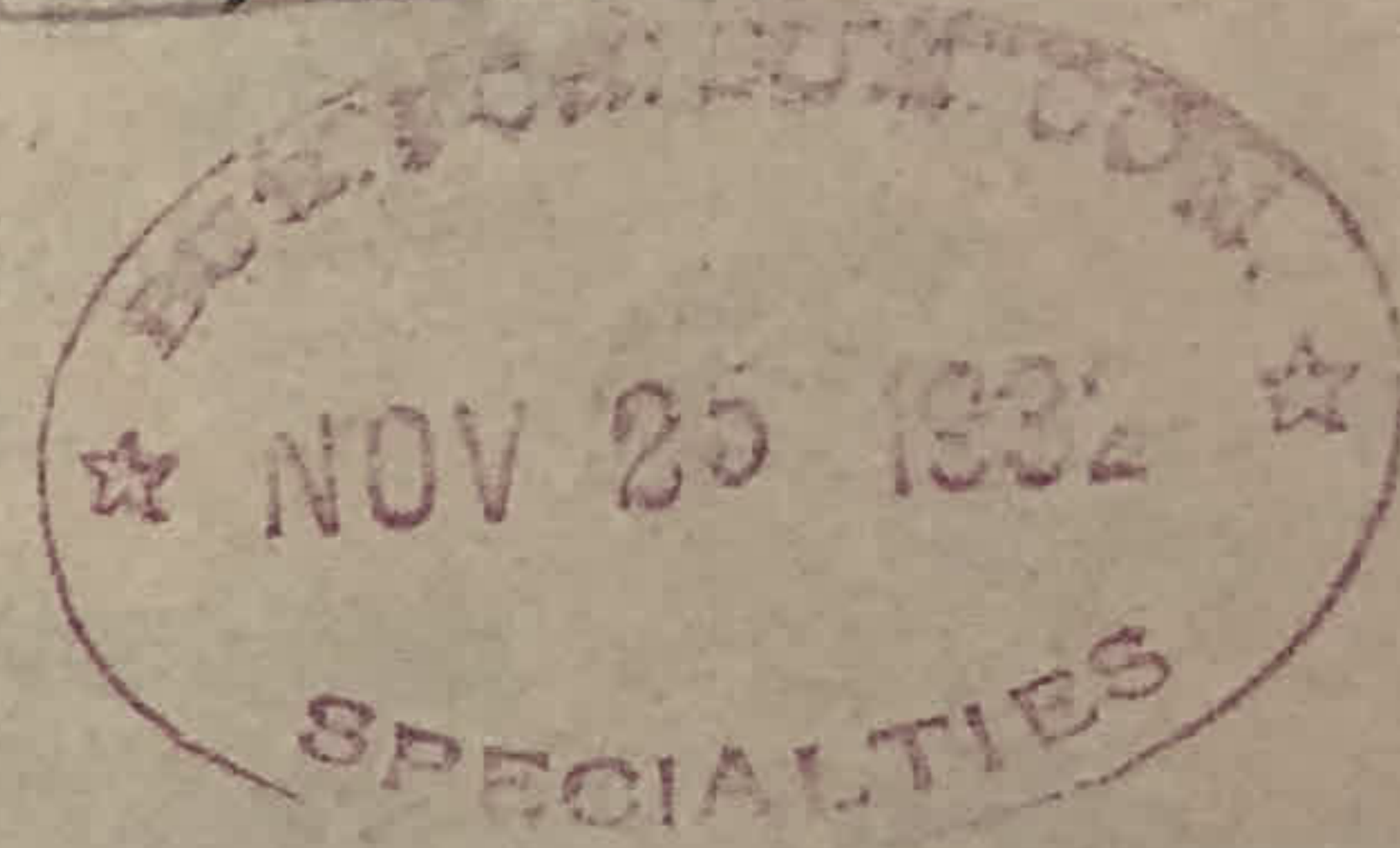
November 22, 1932.



NOV 23 1932

39/2

Bureau of Foreign and Domestic Commerce,  
Specialties Division,  
Washington, D. C.



Gentlemen:

I should very much appreciate receiving your "loan copy" of Advertising in China, reference No. 55252 mentioned in your bulletin of November 20th.

With thanks,

Very truly yours,

*Smoller*

Export Sales Manager.

FM:V



November 23, 1932.

39g

Mr. F. Moeller, Export Sales Manager,  
Lehn & Fink, Inc.,  
683 Fifth Avenue,  
New York, N. Y.

Dear Sir:

To: Bureau, Washington - Specialties

As requested in your letter of November 22, I am pleased to inclose a copy of the report "Advertising in China" (No. 55252). Inasmuch as this report expresses opinions of the reporting officer on controversial *points* you will please consider this report for your confidential use with the further condition that the contents or source of the information is not to be divulged. Will you kindly return the report within five days to our New York District Office, 734 Customhouse.

Very truly yours,

Inclosure 76729

eds

*M*  
Eric T. King,  
Chief, Specialties Division.

*the detailed information given therein.*



NEW YORK  
683 FIFTH AVENUE  
LEHN & FINK, INC.  
MR. B. HOEIJER, EXPORT SALES MANAGER

338

NOVEMBER 30 1932

UNITED STATES  
DEPARTMENT OF COMMERCE  
BUREAU OF FOREIGN AND DOMESTIC COMMERCE

NEW YORK OFFICE  
734 CUSTOMHOUSE

★ DEC 1 - 1932 ★  
SPECIALTIES

NOVEMBER 30 1932  
BUREAU OF FOREIGN AND DOMESTIC COMMERCE

Reference 59  
INDEXED  
FILE No. 470

To: Bureau, Washington - Specialties Division  
From: New York District Office  
Subject: "Advertising in China"

REC'D	DEC 1 1932	39	12	China
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We are forwarding to you herewith Report No. 55252, entitled "Advertising in China", received from Lehn & Fink, Incorporated, 683 Fifth Avenue, who have written us as follows:

"In accordance with request contained in a letter from Washington, dated November 23rd, we return herewith copy of report "Advertising in China" No. 55252. This report is most interesting and Mr. Black should be commended for the detailed information given therein."

GW:LCO

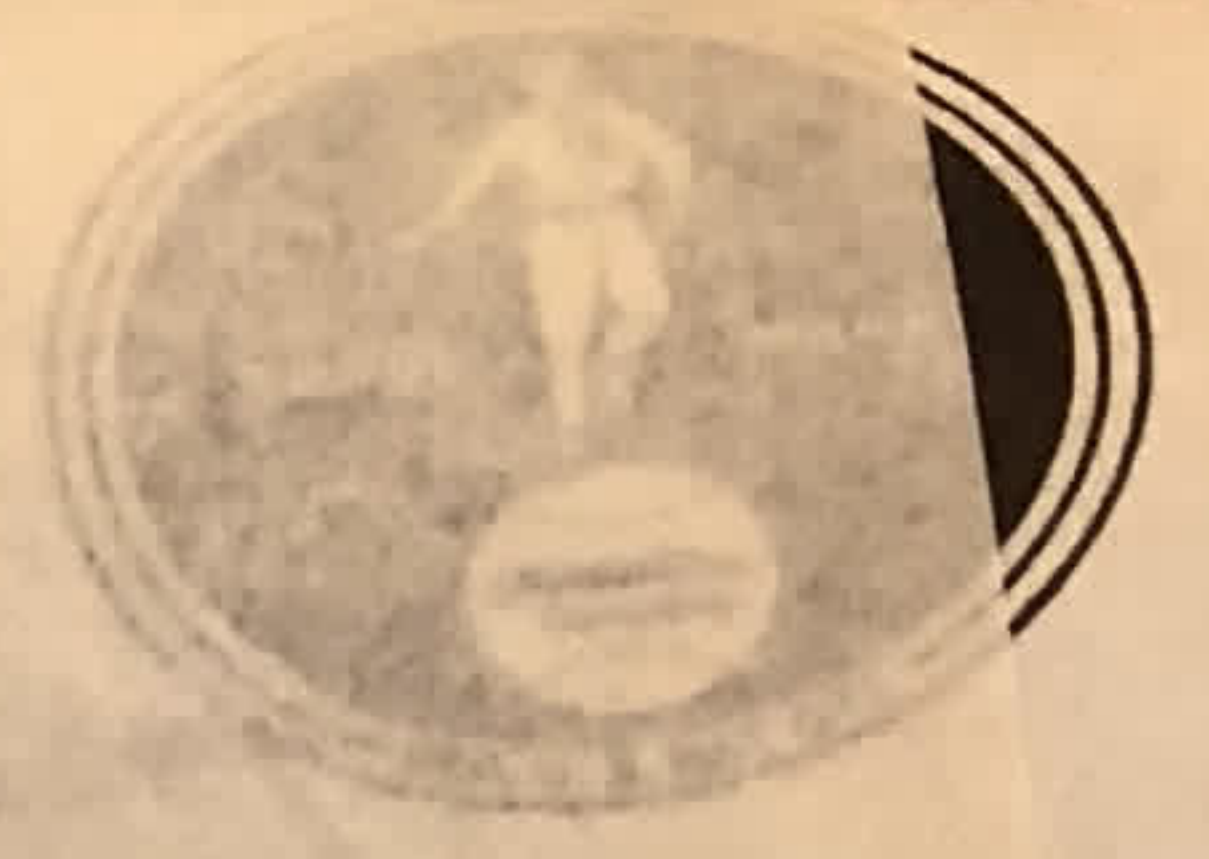
Inclosure 49465.

*James F. Hodgson*  
James F. Hodgson,  
Manager.



DEPARTMENT OF COMMERCE  
OFFICE OF THE SECRETARY

RECEIVED  
DEC 1 1932



December 1, 1932.

**A. J. REAGAN, WRITING & DESIGN**  
INCORPORATED  
NEW YORK, 408-410 BROADWAY  
DALLAS, 700 ELM ST.  
PHILADELPHIA, THIRDS FLOOR  
SAN FRANCISCO, 14-15 FIFTH  
ST. LOUIS, 1000 BROADWAY

398

**To: New York District Office.**  
**From: Specialties Division.**  
**Subject: Advertising in China.**

Department of Commerce  
Washington, D. C.

SAN FRANCISCO

This will acknowledge receipt of your letter of November 30 returning the above report. This report was returned to your office so it could be made available to Mr. H. G. Murray, Atherton & Currier, Inc., 420 Lexington Avenue. Will you kindly make it available to this firm stating that as it expresses opinions of the reporting officer on controversial points, they will please consider it for their confidential use only with the further condition that the contents or source of the information is not to be divulged.

Kindly limit the loan period to five days and then forward it to Mr. G. R. Kinread, Secretary, Belting & Leather Products Association, Inc., 99 Hudson St., New York, with the same qualifications.

J. A. Addleman

JAA:DT

**Eric T. King,**  
Chief, Specialties Division.

Forwarded:

**Harold Dotterer,**  
Chief, Division of District Offices.

Inclosure 49465

eds

HLH:K

6-1-21





# A. J. REACH, WRIGHT & DITSON

INCORPORATED

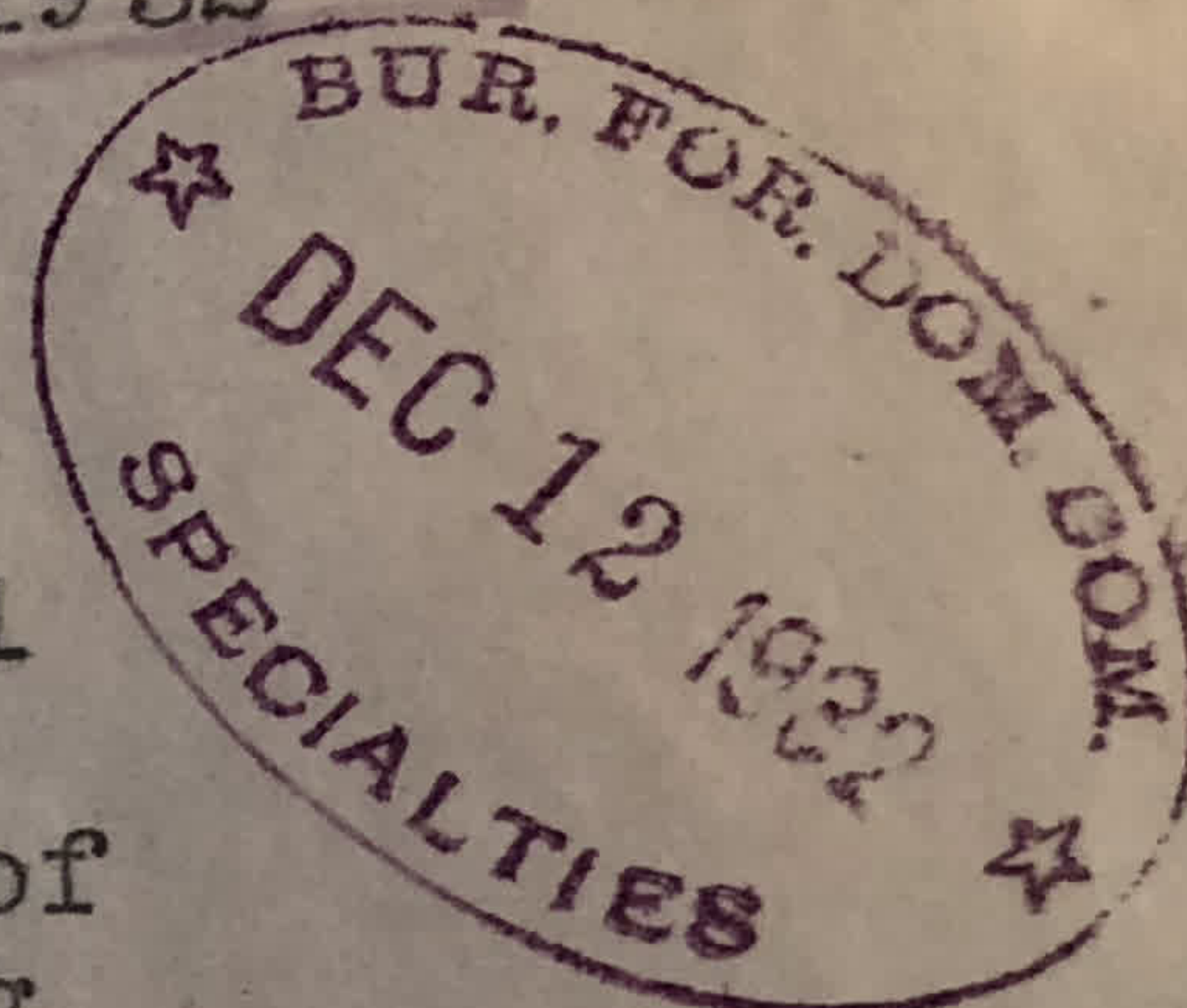
DISTRIBUTING BRANCHES  
NEW YORK, 408-410 BROADWAY  
CHICAGO, 1516 SOUTH WABASH AVE.  
DALLAS, 700 ELM ST.

1932 DEC - 10 - AM 11:54  
PHILADELPHIA, TULIP & EYRE STS.  
SAN FRANCISCO, 51-53 FIRST ST.  
BRANTFORD, ONT.



RECORDED  
INDEXED  
SAN FRANCISCO  
December 6, 1932  
3912

Department of Commerce  
Washington, D. C.



Gentlemen:

Ref: Advertising Abroad No. 41

We would be pleased to receive a copy of the report of Vice Consul J. Ernest Black on Shanghai and Hong Kong under heading of Specialties Division, refer. No. 55252.

Sincerely,

A. J. REACH-WRIGHT & DITSON, Inc.

J. A. Addleman, Manager

JAA:DT





CHICAGO 1218 SOUTH WABASH AVE  
 NEW YORK 409-410 BROADWAY  
 DISTRICT OFFICES  
 DEPARTMENT OF COMMERCE  
 BUREAU OF FOREIGN AND DOMESTIC COMMERCE

December 15, 1932.

Mr. J. A. Addleman, Manager,  
 A. J. Reach, Wright & Diston,  
 51-53 First Street,  
 San Francisco, Calif.

39g

Dear Sir:

I have your letter of December 6 and have to inform you that the report on "Advertising in China" is out on loan. It will be forwarded to you as soon as it is returned, sometime within the next week.

If we can be of further service to you, please call on us here or through our San Francisco District Office, located at 311 Customhouse.

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

Very truly yours,

Eric T. King,  
 Chief, Specialties Division.

On page 3 of your letter dated November 20th, you offer the report of Vice Consul J. Ernest Black on the subject of advertising in China - your reference #55252.

eds

We will greatly appreciate receiving a copy



THE ALBERTSON'S CHITL  
SI-22 APPLE BRIDGE  
WASH. STATE & Oregon  
WENATCHEE, WASH.

382

**Skookum Packers Association**  
INCORPORATED

GENERAL OFFICES

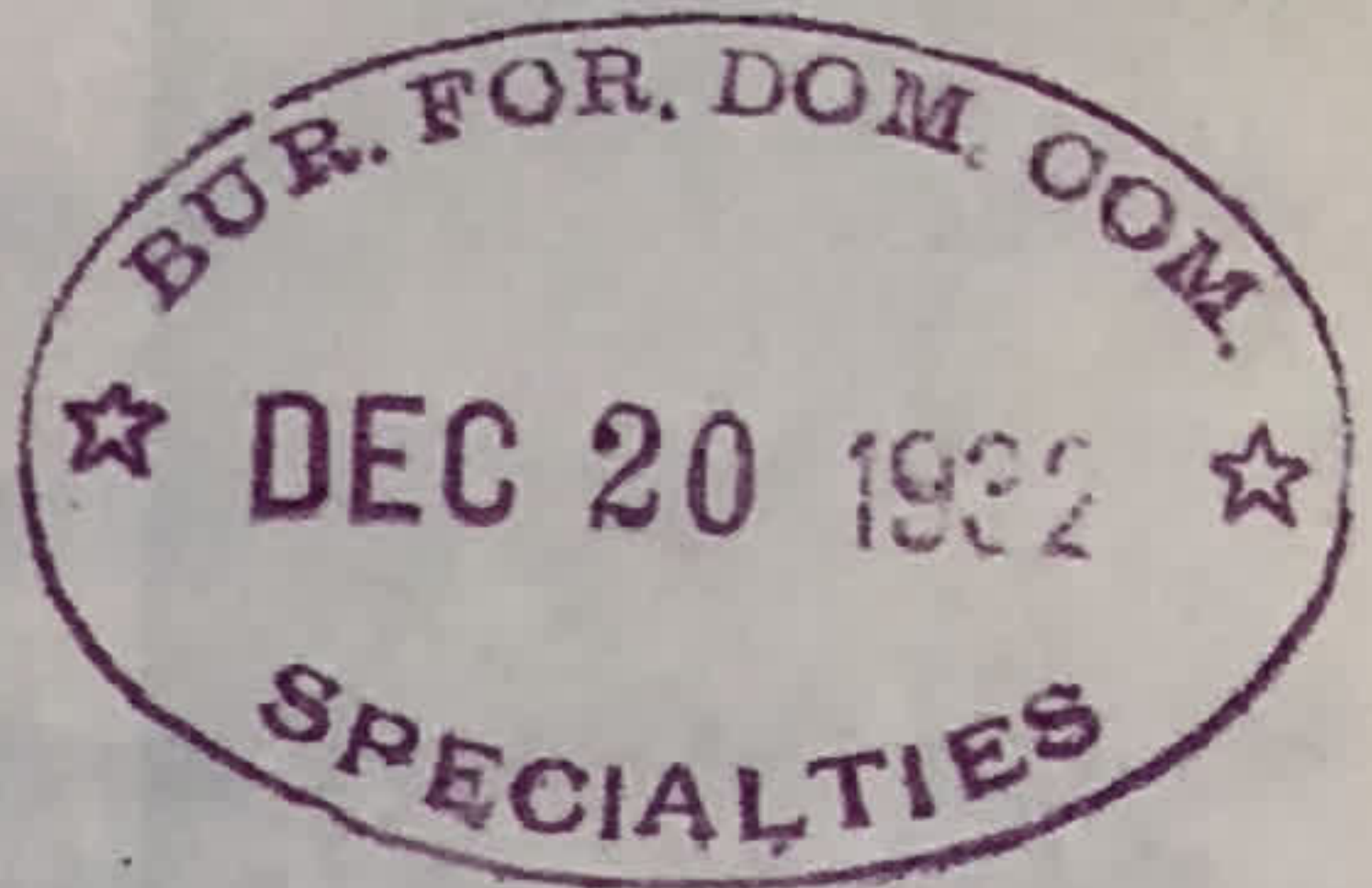
WENATCHEE, WASHINGTON

December 14, 1932



INDEXED  
FILE No. 470

SKOOKUM  
BOXED  
APPLES



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

REC'D DEC 20 1932 5912

Gentlemen:

On page 3 of your "Advertising Abroad No. 41" dated November 20th, you offer the report by Vice Consul J. Ernest Black on the subject of advertising in China - your reference #55252.

We will greatly appreciate receiving a copy of this.

Very truly yours,

SKOOKUM PACKERS ASSOCIATION,

*Harry L. Miller*

Harry L. Miller,  
Manager.

HLM:K

Washington, D.C.



"Smile With Skookum"

*[Handwritten initials]*



December 30 1932

UNITED STATES  
DEPARTMENT OF COMMERCE  
BUREAU OF FOREIGN AND DOMESTIC COMMERCE

DEC 27 1932  
BUREAU OF FOREIGN AND  
DOMESTIC COMMERCE  
SPECIALTIES  
INDEXED  
FILE No. 470  
SHANGHAI

OFFICE OF COMMERCIAL ATTACHÉ  
3 CANTON ROAD  
SHANGHAI, CHINA

December 3, 1932. China

DEC 27 1932

39 12

(K)

RECEIVED IN  
FILES SECTION

Dear King:

Advertising Abroad

Referring to your mimeographed communication of October 10 1932 on the above subject, may I call your attention to Vice-Consul Black's comprehensive report of forty-eight pages on "Advertising in Shanghai" as completed September 21 of this year. This report covers all angles of the subject.

Undoubtedly the Bureau has received from the Department of State a copy of this report. I suggest that it may be used in sections for reproduction in the Bulletin to which you refer. There is sufficient material in this excellent report to furnish copy for your bulletin for some months to come.

Naturally we shall watch the subject here, and as any further developments transpire, shall be pleased to keep you informed accordingly.

Sincerely yours,

Julean Arnold,  
Commercial Attache.

Mr. Eric T. King,

Chief, Specialties Division,

Bureau of Foreign & Domestic Commerce,

Washington, D.C.



DEPARTMENT OF COMMERCE  
UNITED STATES

DEC 23 1932

To; Bureau of Foreign & Domestic Commerce, Washington  
From: Seattle District Office

#398

FILE No. *398*  
★ FEB 3 - 1933  
SPECIALTIES  
*3912*

Reference Your Letter:  
Subject: "Advertising in China"

B F D O  
REC'D FEB 3 1933

Reference is made to your memorandum of December 28, 1932 on the above named subject. The report loaned to the San Francisco office has just been forwarded to us, and we are inclosing it. For your information, the San Francisco office stated in their letter as follows:

"A. J. Reach, Wright & Ditson, Inc., to whom we loaned this report have indicated that their Advertising Manager, Mr. Wm. T. Brown of A. G. Spalding Bros., 105 Nassau St., New York, might be interested in this report. Accordingly we would appreciate it if you would forward the report to our New York office for the use of Mr. Brown. A copy of this letter is being sent to the New York office to advise them of this fact".

*Shirl H. Blalock*  
Shirl H. Blalock,  
District Manager.

*[Handwritten initials]*

<sup>T</sup>  
Inclosure #8195

Yours very truly,





*A.G. Spalding & Bros.*

ATHLETIC EQUIPMENT  
SPORT CLOTHING

BUR. OF POSTS & COMM. INDEXED  
★ FEB 3 1933 ★  
SPECIALTIES

470

*China*

105 NASSAU STREET  
NEW YORK

February 2, 1933

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

U. S. P. O. OFFICE	REC'D	FEB 3 1933	39	h		
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Dear Sir:

I have just learned from our San Francisco office that there is available for distribution through your department a report on "Advertising in Shanghai".

If our information is correct on this subject, we would appreciate very much receiving a copy of this at your convenience. If there is any cost involved, if you will be good enough to notify us we will see that it is forwarded to you.

Yours very truly,

*W. T. Brown*

Advertising Manager.

*W.T.B.*

WTB:AK



*A. G. Spalding & Bros.*

ATHLETIC EQUIPMENT  
SPORT CLOTHING

February 3, 1933.

February 4, 1933

Mr. Eric T. King  
Ch Mr. William T. Brown, Advertising Manager,  
Department A. G. Spalding & Bros.,  
Washington, 105 Nassau Street,  
New York, N. Y.

398

Subject: 392

Dear Sir:

I have your letter of February 2 and am pleased to inclose a copy of the report "Advertising in Shanghai" (No. 55252). It will be appreciated if you will return this copy within five days.

For your information I am inclosing a copy of our monthly bulletin "Advertising Abroad". Export managers and advertising managers are watching the development of advertising in foreign countries and many of them have found this bulletin helpful. It contains each month a list of reports available on loan, many of them of the same interest as the inclosed. Should you be interested in receiving this bulletin monthly, you may send the subscription price, \$1.00 per year, by check or money order. A subscription blank is inclosed for your convenience.

If we can serve you at any time, you are cordially invited to call on us here or through our district office located at 734 Customhouse, New York City.

WTB:AK

*W. T. Brown*  
Very truly yours,  
Advertising Manager.

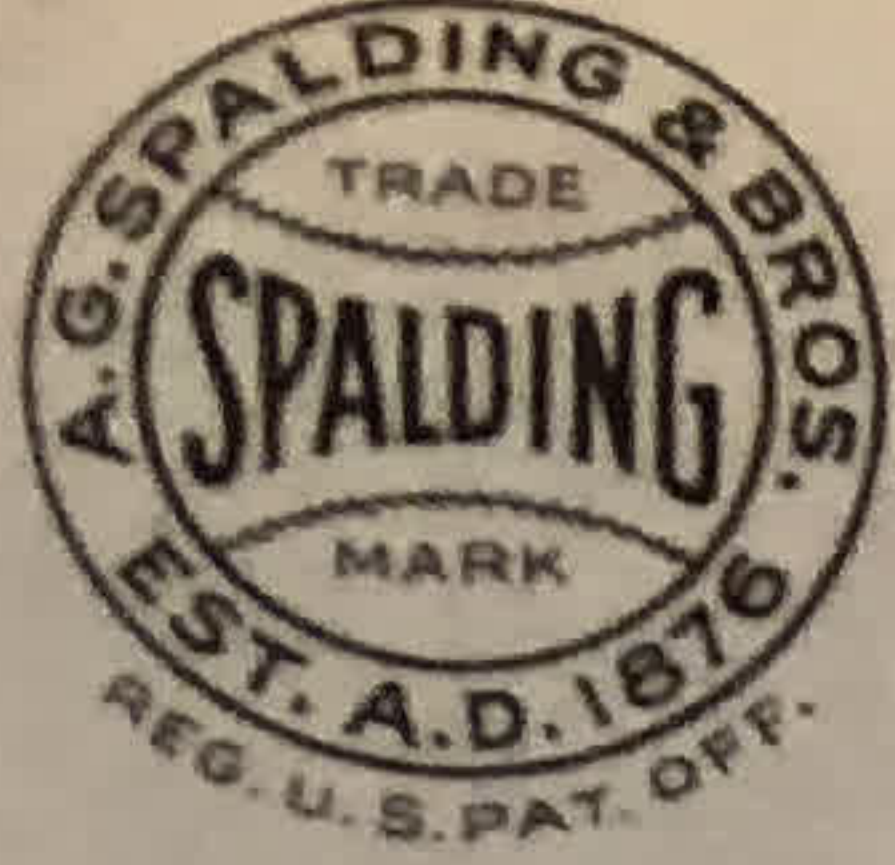
Eric T. King,  
Chief, Specialties Division.

Inclosure 8186

eds

*ms*





*A.G. Spalding & Bros.*

ATHLETIC EQUIPMENT  
SPORT CLOTHING

February 4, 1933

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

INDEXED  
FILE No. 470  
★ FEB 6 - 1933  
SPECIALTIES  
China  
105 NASSAU STREET  
NEW YORK

Subject: 39g

B. F. D. C.  
FEB 6 1933  
39 12 ✓

Dear Sir:

Thank you very much for your letter of February 3rd enclosing copy of the report, "Advertising in Shanghai", #55252. We appreciate very much your courtesy in loaning us this report and we will be glad to see that it is returned to you within five days.

We appreciate your offer to cooperate with us through your District Office located in New York City

Yours very truly,

*Wm. Show*

Advertising Manager.

WTB:AK

*W.S.*