



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

12

September 30, 1935.

I-132

A. Viola Smith,  
Trade Commissioner in Charge.

To: Specialties-Motion Picture Division  
From: Shanghai Office  
Subject: Advertising Media List for China

1/

With reference to our letter no L-112, dated September 16, transmitting the Advertising Media List for China as compiled by Special Agent Howard, we are enclosing herewith the material for this list covering Peiping and Tientsin as received from the Consulate General at Tientsin on September 26.

You will recall that in submitting this list on September 16 we were forced to send it along without the contributions from the Tientsin and Canton Consular districts where difficulty had been encountered in compiling the information.

In submitting the data herein enclosed the Tientsin Consulate General comments as follows:

"Twelve individual periodical reports are enclosed. Similar individual reports will be prepared for all of the twenty three publications on the lists, if desired and if you will supply this office with additional forms."

If the Bureau requires the individual reports on the remainder of the 23 publications, we shall write again to the Consulate General at Tientsin requesting same.

As soon as the material is received from the Canton Consulate General, we shall forward it to the Bureau to complete the Advertising Media List for China.

C. E. Christopherson,  
Trade Commissioner.

Approved

39  
23



ENCLOSURE

170  
*China*

Approved for transmission:

December 14, 1934

1-220

A. Viola Smith,  
Trade Commissioner in Charge.

Specialist-Office Picture Division,  
Bureau of Foreign and Consular Affairs,  
Washington.

Enclosures: No. 6860

1. Report on Tientsin publications, in duplicate.
2. Report on Peiping, publications, in duplicate.
3. 12 individual periodical reports.
4. Advertising rate cards, (wherever available).

The above mentioned reports were prepared by the Division for the Bureau of Foreign and Consular Affairs, in accordance with the request of the Department of State, the Bureau of Consular General in Tientsin directed by the Department of Commerce, individual reports were covering the two local English publications located subsequent to the submission of Bureau of T. Smith's advertising rate card of December 1, 1934, the advertising rate cards of the National Publishers, Limited, are being submitted in quadruplicate through the Department of State to the Department of Commerce, so that there may be one copy covering each of the aforementioned publications.

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Copies of the advertising rate cards are being forwarded directly to the Department of State will, as usual, be sent to the Specialist-Office Picture Division. However, I am sending in this preliminary information to expedite the Bureau with the completion and the dispatch to Washington.

Very truly yours,

*John Smith*  
Specialist-Office

Prepared by  
E. A. Howard,  
Special Office

