

April 14, 1928.

File 531

April 13, 1928.

China

To: Detroit District Office

27

From: Automotive Division

Subject: Chinese automotive photographs.

With our letter of March 27 we sent you two of the pictures that were used to illustrate the article on the Southeastern China automotive market as appeared in the April 2 issue of "Commerce Reports". We would very much like to get these right back as we have several requests for them.

I appreciate that you are up against in trying to get your local newspaper contacts to make prompt use of such pictures as we loan you and you must also understand our insistence that pictures which are apt to be in popular demand be returned promptly.

The only solution of the problem that I can suggest is that you refrain from requesting pictures until some one or several of your local press contacts are ready to run them immediately. Of course where, as often happens, we have had a number of extra copies of the pictures made here we will be only too glad to either loan you the copies for an indefinite period or let you have them for your office files. I would suggest that whenever you see automotive pictures used in "Commerce Reports" that you feel you could make some local use of you immediately let us know and if we have extra copies we will send them to you for your files; in this way it is conceivable that in the course of time you could build up a very nice foreign automotive photograph library. Where we have no extra prints of such pictures as you required and you indicated by what dates you absolutely had to have them we could then arrange to send on the original print for a short loan period.

JA:R

Forwarded:

H. O. Smith,  
Chief, Automotive Division.

Harold Dotterer,  
Chief, Division of District Offices.

lht:de