

FILE NO. 470  
MAR 3 A.M.  
SAN FRANCISCO February 26, 1920.

Advertising - Seventh National Foreign Trade Convention

BUREAU OF FOREIGN AND DOMESTIC COMMERCE,

There is enclosed an original letter from Mr. O.E. Mack, Manager, Export Division, The Geo. F. Eberhard Company, San Francisco, in which he desires to know if the Bureau of Foreign and Domestic Commerce will have at the Seventh National Foreign Trade Convention, to be held here in May next, an advertising expert such as Mr. J.W. Sanger, qualified to speak on the subject of advertising in connection with foreign trade.

I have advised Mr. Mack of the improbability of Mr. Sanger's being here at that time but it seems possible that there might be some other qualified member of the Bureau's staff available, or that possibly some advance reports from Mr. Sanger might be in such shape that they could be presented before the Convention. I mention Mr. Sanger particularly and his reports from the Orient, because there is a feeling that the interest of the Convention this year will be turned very largely toward the Orient.

If the Bureau has anything to offer or suggest in this connection it is respectfully requested that it be sent at the earliest possible date.

E. J. Davis  
District Office Manager.

Encl:

1 letter as above.

721  
470



BUREAU OF FOREIGN AND DOMESTIC COMMERCE  
WASHINGTON

*Cable sent 7*  
*see attached.*  
March 12, 1920. *E.B.*

Memorandum for Mr. Hopkins:

IN REPLY REFER TO 1

10 It occurs to me that it would be a good thing to have a paper prepared on the basis of Mr. Sanger's investigation, in a good deal the same way that was done in presenting a cable from me two years ago. Will you cable Mr. Sanger and ask him to prepare an interesting paper of say three thousand words which should get into the mail immediately? We could then talk it over and have one of our representatives at the Convention deliver the paper with the understanding that it was based on Mr. Sanger's report. This would tend to attract interest in the investigation which Mr. Sanger was making as well as being a good thing in itself. We could communicate with Mr. Babbitt and tell him that a cable of this kind had been sent to Mr. Sanger, and that it would be proper to make provision for it in the program. It is too early to say who is going to San Francisco, so we better not give the name of the man who will read the paper.

*[Signature]*  
Director.

1920 MAR 12 PM 1 58  
DIRECTOR BU.F. & D.C.

*Apr. 30*  
*Call date*



No.

March 15, 1920.

War Department,  
Bureau of Insular Affairs,  
Washington, D. C.

7-B

Gentlemen; Attention Mr. Chas. C. Walcutt, Jr.,  
Acting Chief of Bureau.

I wish to thank you for your favor of March 8 quoting a message from our Trade Commissioner J. W. Sanger.

It would be greatly appreciated if you would include the following message in your next cable to the Governor-General of the Philippine Islands:

*J. W. Sanger.*  
"Trade Commissioner ~~Paul P. Whitham~~ instructing him to prepare  
Yours March seven follow instructions our three  
no prospective improvement Chinese exchange no  
better paid trade commissioner now in China stop  
Prepare interesting article three thousand words  
advertising in Japan and Orient to be read at  
National Foreign Trade Convention May twelve stop  
Mail immediately."

As this cable must reach Mr. Sanger before the 19th, we would appreciate your giving this request special consideration. Thanking you for this favor, I beg to remain,

Very truly yours,

Division of District Offices.

Director.

MDB/EVF



## DEPARTMENT OF COMMERCE

BUREAU OF  
FOREIGN AND DOMESTIC COMMERCE

March 16, 1920.

Mobile, March 21, 1920.

INDEXED  
FILE NO. 470 10

District Office Manager,  
Bureau of Foreign and Domestic Commerce,  
307 Customhouse,  
San Francisco, California.

Referring to the following portion of your cable of  
March 17th (delivered to me the 17th) 1- PREPARE INTER-  
LOU... 3000 WORDS ADVERTISING IN JAPAN AND ORIENT  
Please refer to yours of February 26, re paper on advertising for  
reading before the Seventh National Foreign Trade Convention there in  
May.

A cablegram has been sent to Mr. Sanger, instructing him to prepare  
a 3000-word paper on advertising in the Orient and forward it to the  
Bureau immediately. It will, therefore, be proper to have provision  
made for this number in the Convention program, but as it is too early  
to say who is going to San Francisco, Mr. Kennedy thinks it better not  
to announce the name of any one who may read the paper.

Division of District Offices.

gem-f



UNITED STATES  
DEPARTMENT OF COMMERCE  
BUREAU OF  
FOREIGN AND DOMESTIC COMMERCE

APR 26 1920

Mr. [unclear] -  
TRADE COMMISSIONER

Here you are!  
E.S.

Manila, March 21, 1920.

APR 26 1920

INDEXED  
FILE NO. 470

Memo. for Mr. Butler:-

Referring to the following portion of your cable of March 15th (delivered to me the 17th) :- PREPARE INTERESTING ARTICLE 3000 WORDS ADVERTISING IN JAPAN AND ORIENT TO BE READ AT NATIONAL FOREIGN TRADE CONVENTION MAY 12. MAIL IMMEDIATELY.

China  
see  
Sanger  
Personnel

I regret that I cannot promise to comply with this request. To "Mail immediately" is entirely out of the question. Your cable reached me at a time when I was straining every effort to complete my Philippine work. My days have been given over to the actual work of investigation, and my evenings to sifting the data collected. To have stopped in the middle of this would mean to leave my Philippine work at odds and ends. Nor is there any particular prospect of my being able to do within the next week or so. I sail for Hong Kong tomorrow in a cabin with four passengers, although the cabin is designed for only two. Also, I have been unable to secure any promise of hotel accommodations in Hong Kong, and the "pot luck" which I may have to take is hardly conducive to writing anything worth while.

Not very  
satisfactory,  
it? dph

Also, the article which you suggest would be my first announcement on the subject, and for this reason if for no other, it should not be handled hastily or superficially.

And so, I believe you will understand me when I say that if I can possibly write it in time I will most certainly do so, advising you by cable when it is forwarded.

I may add in this connection that the advertising section of the Foreign Trade Convention held in Chicago last April is a striking and "horrible example" of what happens when a group of otherwise intelligent men attempt to gloss over an important subject. Every time I read those proceedings, I read between the lines the frantic S.O.S. "don't shoot the pianist ---- he is doing his d ----- st".

JWSa ger

*J. Sanger*  
American Trade Commissioner.



DEPARTMENT OF COMMERCE

BUREAU OF FOREIGN AND DOMESTIC COMMERCE

WASHINGTON

Letter No. Forty-one

May 14, 1920.

19

Mr. J. W. Sanger, <sup>E. C. Brock</sup>  
American Trade Commissioner,  
c/o American Consul,  
Shanghai, China.

IN REPLY REFER TO

I have ~~re~~ <sup>met</sup> after conference with Mr. Brasel,

Dear Mr. Sanger: <sup>meets</sup> with your approval. I have attached the first

Replied to your letter of March 21, the Bureau sincerely <sup>regret</sup> so regrets that you did not feel that it was possible to comply with our cabled request for the 3000 word article on advertising in Japan and the Orient to be read at the Foreign Trade Convention at San Francisco on May 12, as the Bureau had considered the matter of such importance that special arrangement was made to hold open a place, on a very much crowded program, for this report on your work. It is believed, therefore, that, even at the risk of not completing the full amount of work which you had mapped out for yourself in Manila, it would have been to your advantage, and certainly to the credit of the Bureau, to have had this article at the time desired. Of course, we shall appreciate the article as soon as you can forward it, and will handle it to the best advantage possible under the circumstances. We have written you more fully on this subject.

Very truly yours,

E. C. Brock,  
Assistant Director.

*Handwritten mark*



DEPARTMENT OF COMMERCE

BUREAU OF FOREIGN AND DOMESTIC COMMERCE

WASHINGTON

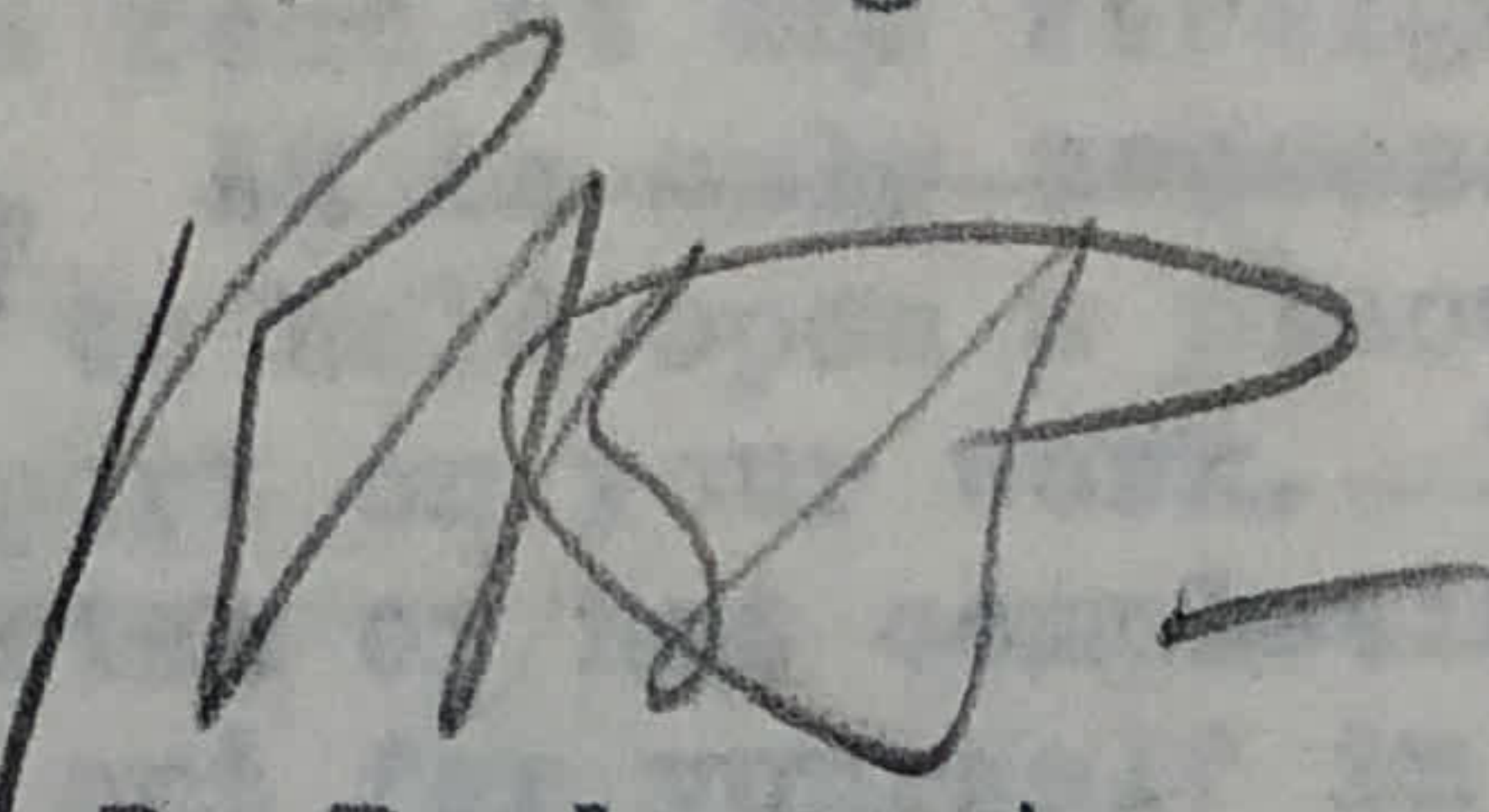
May 14, 1920.

19

Memorandum for Mr. Brock:

IN REPLY REFER TO \_\_\_\_\_

I have rewritten this letter after conference with Mr. Brasel, and I hope it meets with your approval. I have attached the first draft for your information, so please withdraw and return to me so that I may call the matter to Mr. Eldridge's attention.

  
R. B. Pendergast,  
Far Eastern Division.

Very truly yours,

R. C. Brock,  
Assistant Director.



DEPARTMENT OF COMMERCE

BUREAU OF FOREIGN AND DOMESTIC COMMERCE

WASHINGTON

LETTER No. Fortyone.

*May 14,*  
~~April 17~~ 1920.

Mr. J. W. Sanger,  
American Trade Commissioner,  
c/o American Consul,  
Shanghai, China.

IN REPLY REFER TO 19

Dear Mr. Sanger:

*did not feel that it was possible to comply with our cabled*

Replying to your letter of March 21, the Bureau ~~certainly~~ *Sincerely* regrets that you ~~failed to appreciate the importance which we attached to our~~ request for the 3000 word article on advertising in Japan and the Orient to be read at the Foreign Trade Convention at San Francisco on May 12th. ~~It is only necessary to add that the~~ special arrangement was made to hold open a place, on a very much crowded program, for this report on your work. It is believed, therefore, that, even at the risk of not completing the full amount of work which you had mapped out for yourself in Manila, it would have been to your advantage, and certainly to the credit of the Bureau, to have ~~prepared~~ *had* this article ~~as directed~~. Of course, we shall appreciate the article as soon as you can forward it, and will handle it to the best advantage possible under the circumstances. We have ~~today~~ written you more fully on this subject.

Very truly yours,

*at the time desired for the purpose desired*

H. G. Brock,  
Assistant Director.

*as the Bureau had considered the matter of such importance that*



SAN FRANCISCO DISTRICT OFFICE  
307 CUSTOMHOUSE

BUREAU OF FOREIGN AND DOMESTIC COMMERCE

INDEXED  
FILE NO. 470

China

SAN FRANCISCO March 24, 1920.

MAR 30 AM 10 8 10 5 3 5 12

Advertising Session - Foreign Trade Convention.

BUREAU OF FOREIGN AND DOMESTIC COMMERCE,

Receipt is acknowledged of Bureau letter (10), of March 16, advising that Trade Commissioner <sup>Sanger</sup> had been cabled to prepare a paper on advertising in the Orient, to be read at the Seventh National Foreign Trade Convention.

This information has been conveyed to Mr. O.E. Mack, of The Geo. F. Eberhard Company, who is deeply appreciative of the Bureau's prompt action.

If I can be of any service, in connection with this or other paper to be read at a group session, I shall be pleased.

It is also respectfully suggested that both Mr. Julean Arnold and Trade Commissioner Paul P. Whitham be requested to attend this session to take part in the discussion.

E. J. Sanner  
District Office Manager.

721

Delegates { Kennedy  
Arnold  
Whitham  
Edwards, Hague  
Babbitt

Blacklock  
Mears  
Eldridge  
Domeratzky

Mr. Brock  
Is this list  
complete?  
Hamm

S



# TELEGRAM

April 1, 1920.

No. 8

Mr. Julian Arnold,  
c/o Chamber of Commerce,  
Omaha, Nebraska.

Dear Mr. Arnold:

Mr. Babbitt of the San Francisco office requests us to inform you that Trade Commissioner Sanger is preparing a paper on advertising in the Orient to be read by the Seventh National Foreign Trade Convention, and he suggests that you attend this session and take part in the discussion.

Very truly yours,

H. G. Brock,  
Assistant Director.

✓  
wlm:hdm

Very truly yours,

*C. E. Brock*  
Export Manager

THE GEO. F. EBENHARD COMPANY

Enc.



NIGHT MESSAGE

NIGHT LETTER

Patrons should mark an X opposite the class of service desired; OTHERWISE THE MESSAGE WILL BE TRANSMITTED AS A FULL-RATE TELEGRAM

# TELEGRAM

NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

CASH OR CHARGE

TIME FILED

Send the following message, subject to the terms on back hereof, which are hereby agreed to

April 22, 1920.

Phillip B. Kennedy Director,  
Bureau of Foreign and Domestic Commerce,  
Washington D.C.

INDEXED  
FILE NO.

470

China

WILL J. W. SANGER'S PAPER ON ADVERTISING IN THE EXPORT TRADE  
REACH SAN FRANCISCO BY MAY TWELFTH FOR SEVENTH NATIONAL FOREIGN  
TRADE CONVENTION SEE YOUR MARCH LETTER TO E. G BABITT LOCAL  
COMMITTEE WISH TO GIVE SECRETARY O K DAVIS NEW YORK POSITIVE  
ASSURANCE IF POSSIBLE WIRE ANSWER COLLECT

The Geo. F. Eberhard Company  
Export Division

CHARGES PAID

The Geo. F. Eberhard Company  
360 Fremont Street.



Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION

# TELEGRAM

NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

RECEIVED AT COMMERCIAL NAT'L BANK BLDG., 14th & C STS., N. W. WASHINGTON, D. C. ALWAYS OPEN

A61 2DA 49 2 EXTRA NL

1920 APR 23 AM 12 00

SAN FRANCISCO CALIF 22

APR 23 1920 10 14

INDEXED  
FILE NO. 470

PHILLIP B KENNEDY DIRECTOR

BUREAU OF FOREIGN AND DOMESTIC COMMERCE WASHINGTON DC

China

WILL J W SANGERS PAPER ON ADVERTISING IN THE EXPORT TRADE REACH  
SAN FRANCISCO BY MAY TWELFTH FOR SEVENTH NATIONAL FOREIGN TRADE  
CONVENTION SEE YOUR MARCH LETTER TO E G BABITT LOCAL COMMITTEE  
WISH TO GIVE SECRETARY O K DAVIS NEWYORK POSITIVE ASSURANCE IF  
POSSIBLE WIRE ANSWER COLLECT

DUPLICATE FILED

THE GEO F EBERHARD CO EXPORT DIVISION.

*request covered Mar 15  
personally read it 19th.*

*I do not recall  
with me that  
anyhow*



EXPORT AND IMPORT DIVISION

360-370 FREMONT STREET  
SAN FRANCISCO, U. S. A.

LOS ANGELES  
SEATTLE

INDEXED  
FILE NO.

470

China

April 23, 1920.  
Sten. 71-OEM.

APR 29 1920 M. 10 3 14 12

Mr. Phillip B. Kennedy, Director,  
Bureau of Foreign and Domestic Commerce,  
Washington, D.C.

Dear Sir:-

We enclose confirming copy of night letter filed yesterday, which we believe will be self-explanatory.

The letter to Mr. Babitt, which I refer to contains the following:

"A cablegram has been sent to Mr. Sanger, instructing him to prepare a 3000-word paper on advertising in the Orient and forward it to the Bureau immediately. It will, therefore, be proper to have provision made for this number in the Convention program, but as it is too early to say who is going to San Francisco, Mr. Kennedy thinks it better not to announce the name of any one who may read the paper."

You will appreciate the position of our committee in wishing to have information as definite as it is possible to obtain.

Very truly yours,

O. E. Mack, Export Manager.

THE GEO. F. EBERHARD COMPANY.

Enc.

pr