

DEPARTMENT OF COMMERCE

U. S. GOVERNMENT

BUREAU OF FOREIGN AND DOMESTIC COMMERCE

NEW YORK DISTRICT OFFICE
734 CUSTOMHOUSE

INDEXED
FILE NO. 470

JUN 11 AM 10 19 12 ✓
New York, June 10, 1920.
China

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

INDEXED

We are in receipt of a communication from the Guaranty Trust Company of New York, addressed to us by Mr. A. H. Baldwin, Assistant Manager of the Foreign Trade Bureau of this institution, stating that it has been noted in an article entitled "Advertising in China" appearing in Commerce Reports of May 11, 1916, the statement that "It is necessary, however, that both the illustrations and colors be thoroughly in keeping with Chinese customs and meet the Chinese fancy in every possible way. Certain colors should never be used owing to the superstitions the Chinese have in connection therewith."

The bank desires to obtain any information available regarding the commercial significance of colors in China, including those preferred and those to be avoided in advertising, labels, wrappings and material for the Chinese trade. Can the Bureau furnish us any assistance in this matter?

Amos R. Clark
District Office Manager.

NSM: IMM

(Handwritten initials)

June 14, 1920.

INDEXED

FILE NO.

470

19

China

District Office Manager,
Bureau of Foreign and Domestic Commerce,
734 Customhouse,
New York, N. Y.

This will acknowledge receipt of your letter of June 10th, regarding inquiry of the Guaranty Trust Company of New York, on advertising in China.

It is true that color in advertising matter plays a very important part in pleasing or displeasing the Chinese. For instance, a combination of colors that would appear quite harmonious to the foreign eye will often displease the Chinese taste, while some other combination of color will please his fancy so well that he will at once exclaim his delight upon seeing it, and stop to admire the beauty of it for a long time. The Bureau is not in a position to recommend the use of any particular colors and feels that it is desirable to have the designing and execution of posters and other advertising matter done by agencies in China that are familiar with the requirements of that country. A list of such agencies should be available in your office under File No. 94,944.

It is suggested that you call to the attention of all inquirers desiring information on advertising in China, the chapter devoted to that subject, commencing on Page 367 of Volume 2 of the Commercial Handbook of China.

We are writing Trade Commissioner Senger who is investigating Far Eastern advertising methods, asking that he include in his list of special reports that phase of advertising in which your correspondent is interested.

EGP.

Division of District Offices.

UNITED STATES
DEPARTMENT OF COMMERCE
BUREAU OF
FOREIGN AND DOMESTIC COMMERCE

June 16, 1920.

INDEXED
FILE NO. 470
19.

Mr. J. W. Sanger, Trade Commissioner,
American Legation,
Peking, China.

Dear Mr. Sanger:-

In a number of articles published by the Bureau on the subject of advertising in China, mention is made that color in advertising matter plays a very important part in pleasing or displeasing the Chinese. We are receiving inquiries for more complete information regarding the commercial significance of colors in China, including those to be avoided in advertising, labels, wrappers, and material for the Chinese trade.

It is suggested that you include this subject in the list of special reports you are submitting.

Yours very truly,

Foreign Service Division.

[Handwritten initials]

EGP:vpc.