UNITED STATES
DEPARTMENT OF COMMERCE
BUREAU OF
FOREIGN AND DOMESTIC COMMERCE

TRADE COMMISSIONER

J.W.Sanger

Shanghai, June 21,1920.

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NEXT ADDRESS:- Leaving Shanghai for Peking July 6th. In Peking until Sept.1st. (Allow about 40 days for mail from Washington.) Sailing from Kobe for San Francisco Sept.14th. Address after Oct.1st is permanently 4112 Pasadena Ave., Los Angeles, California.

REPORT OF J.W.SANGER FOR WEEK ENDING JUNE 12,1920.

BUR. FOR. DOM. COM. JUL 27 1920 FOREIGN SERVICE

Shanghai from 13th to 18th incl. Hangchow on the 19th.

In so far as the actual working data on various advertising media (newspapers, bill boards, etc) is concerned, my work in Shanghai is practically completed, and while I still continue to study this situation and in particular devote some hours every day to a detailed examination of the vernacular papers, I shall probably spend most of the remainder of my stay in Shanghai with the more important advertisers here whose practical working knowledge of the Chinese advertising situation has been of great help to me.

Attended a meeting of the Advertising Club of China at which it was decided to take the bull by the horns and if possible reform the abuses of the outdoor advertising situation here. In brief the problem is this: More money is spend on printing and putting up ###### posters in China than in any other advertising channel: There is no organization of bill posters or proper control of their efforts, the consequence being that any one with a bucket of paste and a brush is a full fledged bill poster and as such proceeds to disfigure the city by pasting bills wherever he can "snipe" them: Two rivals gangs will often follow each other about the city and during alternate hours cover up each others posters six or eight times: That as a result of this condition much money is wasted and most of the advertising appeal is lost. The Advertising Club has proposed that the Shanghai Municipal Council place a sufficiently large tax on all brganizations doing this work so as to eliminate the coolie and keep it in the hands of responsible Chinese and foreign bill posting concerns only.

Inasmuch as outdoor advertising is at present the most widely used media in China today, such a reform if passed by the city officials will go a long ways toward eliminating many advertising abuses here and will tend to give adver-

J.W.Sanger report for week of June 19,1920.

tising a better standing with the public.

With regard to the "Far Eastern Review" referred to in my weekly report of May 1st. This is a monthly trade review: publisher is an American, Geo.Bronson Rea by name: has been notably anti-Japanese for years, and drawn most of his advertising support from American houses in the U.S.: in its March 1920 a complete reversal of policy, all tending to support Japan was clearly evident: my information is that about that time a "loan" was granted to the publisher by the Yokohama Specie Bank: Rea, the publisher has been away from Shanghai for several years, and when the articles he sent his editors were shown by the latter to American Consul General Cunningham, the latter insisted or at least strongly urged them to resign which they did, but not until several of the less objectionable articles had appeared in the "Far Eastern Review". I further learn that Anderson Meyer & Co., one of the largest American houses here, have written to American manufacturers whom they represent urging them to cease advertising in this publication on the grounds that it is an officially subsidized Japanese organ.
The above facts, particularly when interpreted in the light of active Japanese propagandists here attempting to subsidize other publications and news distributing agencies (the offers in each case being that Americans shall act as "dummy" owners) is fairly conclusive proof that American advertising should be eliminated from the "Far Eastern Review" in the future.
The above, while only partially presenting the skeleton of facts and by no means complete, is of course for confidential use.

JWSanger

American Trade Commissioner.