

DOMESTIC  
INDEXED  
FILE No. 470

September 3, 1926.

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Mr. Arthur H. Evans,  
Assistant Commercial Attache,  
Mr. Julian Peking, China.  
Commercial Attache,  
Shanghai, China.

Subject: Questionnaire No. 200

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Dear Mr. Evans:

The Specialties Division has prepared Questionnaire No. 200 entitled "Advertising Media and Methods" and desires a report covering all publications in every part of the world. In April 1922 Questionnaire No. 27 "Advertising Mediums and Methods" was forwarded to all Consulates but was not sent to any of our offices. As reports in answer to that Questionnaire undoubtedly will be made the basis for replies to the present questionnaire, and as in some cases, the work will be largely a matter of revision, the Bureau has thought it advisable to make a departure from its policy of forwarding questionnaires. For these reasons Questionnaire No. 200 will not be sent to any of our offices but will be forwarded through the Department of State to all Consulates, who will be relieved upon to furnish the desired information.

Expediency and the desire to avoid duplication of work were the only reasons for departing from our present policy of using our own staff, wherever possible, for securing such information.

Very truly yours,

Louis Domeratzky,  
Acting Chairman, Questionnaire Committee.  
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Acting Chairman, Questionnaire Committee

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September 3, 1926.

Mr. Julian Arnold,  
Commercial Attache,  
Shanghai, China.

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