

78

The Japan Advertiser
TOKYO

1921 MAY 20 AM 8 59

One West Thirty-fourth Street
New York City, New York
May nineteen
Nineteen twenty-one

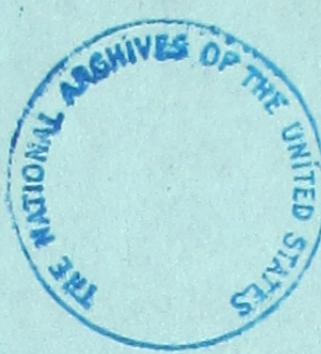
INDEXED
FILE NO.

492

news Service

INDEXED

Honorable Herbert Hoover
Secretary of Commerce
Department of Commerce
Washington, D. C.



Dear Mr. Hoover :

When I called upon you sometime ago you were kind enough to ask me to formulate a plan of a news service to the Far East, which would give American market quotations and American market conditions.

I would have done this had it not been that Mr. Walter S. Rogers informed me that he had a new plan and expected to go over this matter in person with you.

If you are still interested in the original suggestion I should be pleased to formulate a proposal. I am very much interested in putting such a service into effect, and believe it will prove of the greatest value in stimulating the development of larger trade relations between the United States and the Far East.

It might interest you to know that the Japanese News Agency known as the "Kokusai," disseminates a Commercial News Service, which is mostly market quotations as cabled to them by Reuter's Agency. While the commercial news service of the Kokusai Agency is only one portion of their services, yet I am reliably informed that it is their only service which pays a profit.

A commercial service would be sold not only to all the leading newspapers, vernacular and foreign, but to bankers, manufacturers and merchants. Its success would be dependent upon the reliability of the news and the quickness of transmission.

I have an efficient organization in operation in the Far East, and I have an ambition to be of service; that is, to do work in that part of the world, which is of constructive value.

I regard an American Commercial News Service of great value and importance, and would enter into the work more in the spirit of service than with a motive for profit. I do believe, however, that to put it across it must be done on a business basis and must be made self-supporting to be independent and successful in operation. Subsidized ventures

The Japan Advertiser

TOKYO

Honorable Herbert Hoover - page two

do not inspire confidence. It is because I am confident that this proposition not only holds the possibility of service but that it can be made self-supporting that I am so keenly interested in it.

I have my own correspondents in connection with The Trans-Pacific, The Japan Advertiser, and the Public Ledger Syndicate, at Shanghai, Peking, Hongkong, Tokyo, Kobe, Yokohama, Vladivostok and Manila, so that I am in a position in the Far East to put it into operation at practically little additional cost.

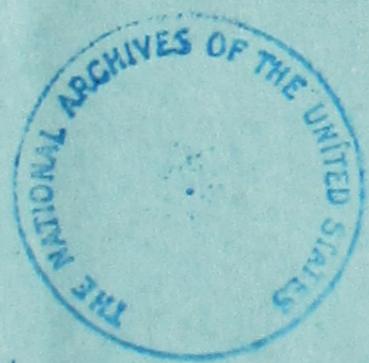
I should consider it a great privilege to co-operate with your Department in this or any other work in the Far East.

Under separate cover I am sending you copies of The Trans-Pacific, and Japan Advertiser, which I hope you will do me the favor to glance over.

Awaiting your favor, believe me

Faithfully yours,

B. W. Fleisher



The Japan Advertiser

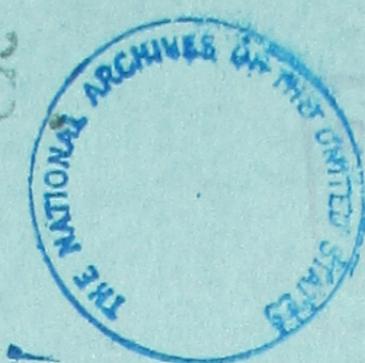
TOKYO

1921 JUN 6 AM 9 02

New York, N. Y., June 5, 1921.

Honorable Herbert Hoover,
Secretary of Commerce,
Washington, D. C.

Dear Mr. Hoover:



F.D.R. JUN 6 1921

3 19 3 12

Unfortunately, when I was in Washington recently, you were so booked up with appointments that I was prevented from seeing you.

As I am about to leave for the Far East within the next ten days, and as I am extremely interested in having a cable news service of quotations of American market commodities and market conditions started to the Far East, I wish to put before you the following proposition:

I am prepared to undertake this work and to do it creditably without any further assistance from the Department of Commerce or from any other source, except that it is essential that I should have some influence brought to bear upon the Commercial Cable Company of the Radio Corporation of America, preferably the former, so that the messages may go through by special arrangement without any delays.

I believe that no one factor contributed more largely to British prestige in foreign trade than the daily dissemination of cabled market quotations, even purely American products, given at London in English currency. At the many conventions for the development of foreign trade, and in the many articles written on this subject, this matter seems to have escaped attention, and yet to me, having lived abroad in different parts of the world for many years, it seems of paramount importance.

In connection with the Japan Advertiser and the Trans-Pacific, and in the representation of the Public Ledger Service for the Far East, I am at present maintaining a complete and ably staffed organization, with my own correspondents at Tokyo, Kobe, Yokohama, and at Shanghai, Pekin and Hongkong, Vladivostok and Manila.

(G.W.)

The Japan Advertiser



3 - H. H. - 6-5-31.

In the United States, I have representatives at New York and Chicago and shall shortly open offices at Seattle and San Francisco. I have also news correspondents in New York and Washington. I mention this merely to show that the organization exists and that to put a Commercial News Service into operation merely utilizes the staff which I already have and therefore will not entail but very slight additional overhead charges.

The main essential to permit of making a success of such a Service is speed of transmission and regularity and dependability of transmission. If the Cable Company would grant a special privilege, through opening their lines once a day, say at a definite hour after the close of markets at 4:30 P. M., giving precedence to this news daily, I would undertake the work for the Far East with the assurance of success. If the managers of the Commercial Cable Company have any vision, they would see that such a Service would assist in the development of trade between the Far East and the United States which would, in turn, benefit them.

Allowing for difference in time, this would permit that merchants and bankers in the Far East would have a complete list of market quotations, the cross rates of exchange, silver quotations, etc., on their desks every morning at the time of opening their offices. It would be difficult for any one to exaggerate the value and importance of such a service. There is no question in my mind that we could get sufficient subscribers to cover the cost of the Service.

My plan would be to start first in Japan, and I calculate it would take about six weeks to two months to prove the worth of this Service and to establish and organize it there. I would then take up Shanghai, Pekin and Hongkong and Manila, and as soon as trade conditions warranted it, would inaugurate the Service at Vladivostok.

At present, and for a considerable time in the past, the Cable Service has been irregular and often subject to long delays. An assurance that a Service would be regular and speedy is the first requirement. I would have my own men gather the news and quotations and they would be instructed to cooperate with your Department. I would want no subsidies or financial support, and no assistance in the gathering of news or quotations. All I would ask for and require would be the

SEND REPLY TO

The Japan Advertiser
TOKYO

3 - H. H. - 6-5-31.

cooperation of the Commercial Cable Company. I have not spoken to them on this matter, preferring to await hearing from you as to your suggestions and advice and, if possible, your assistance.

I presume it is unnecessary to add that the inauguration of any Service would entail considerable expense and would prove a loss, at least for a period of six months, but this I am willing to incur if the Cable Company would assure me that any special privileges granted would be continued for some definite period.

I believe now is the time to inaugurate such a Service and as all the machinery is in existence to put the same in operation in the Far East, I can see no reason why there should be any delay and am extremely anxious to have this matter settled prior to my departure.

I am confident, Mr. Secretary, that you will realize the value and importance of such a Commercial News Service, and await your reply.

Yours faithfully,

Duflester



SEND REPLY TO

70 West 55th Street
New York City.

OFFICE OF THE SECRETARY
WASHINGTON

MISCELLANEOUS

June 7, 1921.

Enclosed to Mr. Barrington:

June 7, 1921.

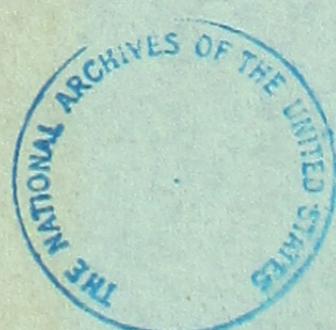
This memorandum was held for me I presume because it had some urgent work to fulfill. Do you know anything about the "China Incident," and is there any particular reason why this letter has not been sent a longer delay from your department?

Dear Sir:

F. M. Dill,
Administrator of the Department.

Replies to your letter of June 5, the plan which you present has been considered with much interest by the Department. The chief of the Far Eastern Division of the Bureau of Foreign and Domestic Commerce, Mr. Eldridge, will be in New York this week and I have asked him to call on you and the Commercial Cable Company and ascertain what can be done to facilitate this important service. I hope that satisfactory arrangements can be made.

Faithfully yours,



Secretary of Commerce.

Mr. B. W. Fleisher,
70 West 55th Street,
New York, N. Y.

oph-lm

The Japan Advertiser

TOKYO

1921 JUN 17 PM 9 04

B. F. D. C.

JUN 22 1921

June
Nineteen
1921

fifteen
twenty-one

Honorable Herbert Hoover
Secretary of Commerce
Department of Commerce
Washington, D. C.

Yottoo Am 6.
ask Eldridge

Dear Mr. Hoover :

I wish to thank you for your kindness in having sent
Mr. Eldridge to New York to consult with the Commercial
Cable Company and The Radio Corporation of America.

No doubt Mr. Eldridge has reported to you as to the
results.

Mr. Clapperton of the Commercial Cable Company spent
one hour and a half in excuses as to why the Commercial
Cable Company could not take up such a proposition.

Mr. Nally, President of The Radio Corporation of Amer-
ica met our requests with a promise that they would
(confidentially) give this Commercial News Service
precedence in transmission and expressed his desire
to assist in every way in the development of the
commercial relations between the Far East and the
United States.



Unfortunately the Radio Corporation of American has
no means of communication with China and Manila and
its service is confined to Japan.

As soon as the service is established and organized
in Japan, I shall commence with the Philippines and
China and I presume now that the Commercial Cable
Company has declined to co-operate with us that we
will have to look to the U. S. Naval Radio for some
special arrangement. As this will not be for at
least two months after my return to Japan there will
be no necessity of taking this matter up at the
present time, though it is my desire to cover the
Far East and not one portion of it.

SEND REPLY TO

6/30

The Japan Advertiser

TOKYO

Honorable Herbert Hoover - page two

The use of the cables would have been preferable to the wireless because the service would be more regular and certain. The success of this service depends entirely upon the speed of transmission and delivery. At least this is a start and I certainly would not start unless I felt that it could be made successful and permanent.

I am sailing for Japan from Vancouver on June twenty-third on the Empress of Asia.

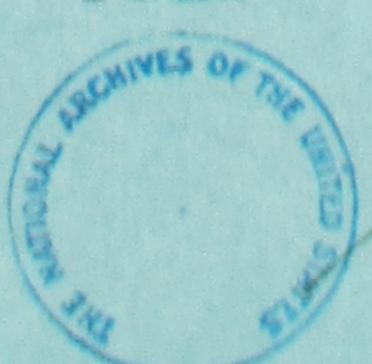
Mr. Nathaniel Peffer will be my representative in the United States for this news service. I consider him the best informed journalist in the Far East today. He has just returned from China and Japan and I am meeting him in Chicago on my way to the coast to confirm arrangements.

I will instruct him to keep in close touch with The Department of Commerce and thank you for any assistance which the Department can give to him.

The name of the service will be The Trans-Pacific Commercial News Service. I will keep you informed after the inauguration of the service as to the results we are obtaining.

Again thanking you for your kindness, Mr. Secretary,
I remain

Yours very sincerely,



B. W. Fleisher