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CERTAIN IMPORTS PROHIBITED EXCEPT UNDER LICENSE.

PROCLAMATION BY THE PRESIDENT OF THE UNITED STATES.

Whereas Congress has enacted, and the President has on the 6th day of October, 1917, approved, a law which contains the following provisions:

Whenever during the present war the President shall find that the public safety so requires and shall make proclamation thereof it shall be unlawful to import into the United States from any country named in such proclamation any article or articles mentioned in such proclamation except at such time or times, and under such regulations or orders, and subject to such limitations and exceptions as the President shall prescribe, until otherwise ordered by the President or by Congress: *Provided, however,* That no preference shall be given to the ports of one State over those of another.

Now, therefore, I, Woodrow Wilson, President of the United States of America, do hereby proclaim to all whom it may concern that the public safety requires that the following articles, namely: Antimony, antimony ore, or any chemical extracted therefrom; asbestos; beans of all kinds; balata; burlap; castor seed, castor oil; cotton; chrome, chrome ore, or any ferro-alloy or chemical extracted therefrom; coconut oil; cobalt, cobalt ore, or any ferro-alloy or chemical extracted therefrom; copra; industrial diamonds; all ferro-alloys; flax; gutta joolatong; gutta percha; gutta siak; hemp; hides and skins; jute; iridium; leather; manganese, manganese ore, or any ferro-alloy or chemical extracted therefrom; mica, molybdenum, molybdenum ore, or any ferro-alloy or chemical extracted therefrom; naxos emery and naxos emery ore; nickel, nickel ore, matte, or any ferro-alloy or chemical extracted therefrom; sodium, potassium, or calcium nitrates; optical glass; palm oil; platinum; plumbago; pyrites; rice; rubber, raw, reclaimed, waste or scrap; scheelite; shellac; sisal; soya bean oil; spiegeleisen; sugars; tanning materials; tin in bars, blocks, pigs, or grain or granulated; tin ore and tin concentrates, or any chemical extracted therefrom; titanium, titanium ore, or any ferro-alloy or chemical extracted therefrom; tobacco; tungsten, tungsten ore, or any

AMERICAN ADVERTISING IN CHINA.

[Vice Consul Walter A. Adams, Shanghai.]

Advertising in China presents problems which are perhaps unknown to the manufacturer or exporter who in the United States has had at his command thoroughly equipped advertising agencies organized to outline and presecute complete publicity campaigns. It has been estimated that approximately 40,000,000 Chinese, out of a total of about 400,000,000, are able to read their own language. Of these literate Chinese, about 260,000 can read the English language. Among this number are 1,500 who have studied in American schools, colleges, and universities, and returned to China to reside. These former American students naturally have a share in the shaping of Chinese commercial activity.

Standard at Shanghai Among Highest.

In all China there are about 440 newspapers, and of these only about 50 have good circulations. The average is not more than 3,000 copies per issue. One Chinese newspaper in Shanghai has a daily circulation of about 30,000, and claims that it is larger than that of any other paper in China. In this connection it may be stated that the standard of literacy among the Chinese of Shanghai and environs is considered higher than in any other part of the country.

A factor which is practically nonexistent in the United States should be given weight in the consideration of the advertising value of Chinese newspapers. That factor is the Chinese custom of selling papers after having read them. A single copy sometimes changes hands as many as ten times. The price becomes smaller as the paper grows older. Thus a Chinese paper with a stated circulation of 3,000 copies will ordinarily reach a much larger number of readers than would a newspaper with a similar circulation in the United States.

An advertising agency in Shanghai which specializes in placing copy in the native press states that an advertisement measuring four columns wide and nine inches deep, equivalent to about a quarter of a page in an American paper, would cost from \$5 to \$18 United States currency for daily insertion throughout the period of one month. Usually it costs no more to run the advertisement daily than to insert it once each week. To the foregoing cost should be added a fee of about \$3 per month which the advertising agency would charge for its services, a small charge for the translation of the English text into Chinese, and the cost of electro or stereotype plates.

Careful Selection of Translators.

The translation of English copy into Chinese is a task of the highest importance and should not be intrusted to one who is not thoroughly familiar with the native idioms in all their shades of meaning. Only too often names of firms and brands are selected by unimaginative translators to reproduce the sound of the foreign name in Chinese as nearly as possible, regardless of its meaning to the Chinese. An instance of a happy translation of a firm name was that of an American banking institution in China. The officials of the bank desired a name for it to be engraved upon a plate on the

front of the building. They employed an intelligent Chinese to do the work, and after considerable study the characters were selected and duly engraved upon the plate. Translated literally, they read: "The Bank of the Flowery Flag." Americans are known among the Chinese as the "flowery-flag people." Had the often-used method of selecting a Chinese name been followed, meaningless Chinese characters would probably have been selected for their similarity in sound to the English name of the bank and would have conveyed no idea of the national identity of the bank to the Chinese mind.

Too much can not be said of the importance of posters in reaching the great nine-tenths of the people. The printed sheet may be meaningless to the illiterate masses, but an attractive picture poster illustrating the use of the product sought to be sold is full of significance. One of the chief services of such a poster is its visualization of a trade-mark or "chop." China has no trade-mark law, but every Chinese has a wholesome veneration for a chop which he has associated with some reliable product. Once a chop has been firmly established here, it is an extremely valuable asset. Chinese coolies, unable to read, often have been seen to purchase a package of cigarettes, go to a poster on a near-by wall, and carefully compare the design on the package with the design on the advertisement which is known to be genuine.

Influence of Prominent Publications.

There are between 20 and 30 foreign newspapers and magazines printed in the English and French languages in China. Some of these are sound business or journalistic enterprises and have a pronounced influence. In addition to the American, British, and French publications, there have been German papers, but many of these have ceased publication since the beginning of the war. The Germans were extensive advertisers in China, in both the foreign and native press, before their activities were restricted, and their policy in this respect no doubt contributed materially to their success in building up a huge trade with China in a comparatively short period.

Some of the German firms in China continue their advertising in the native press and also a few others over which they exerted an influence. Inasmuch as German firms in China had been cut off from supplies of German products since the beginning of 1915, and as many of them were without stocks, their advertising apparently was for future effect. This policy of German firms in China with reference to keeping alive their "chops" may be of possible interest to those American manufacturers and exporters who are not inclined to incur the expense of advertising in China during periods of temporary depression or perhaps inflation to the point of receiving orders which can not be filled.

The question of the value of advertising in the foreign press of China, in the effort to reach Chinese buyers, will probably arise in the minds of Americans. In the consideration of that question it will be of interest to note that there are approximately 165,000 foreigners in China, according to figures published by the Chinese Maritime Customs Authorities, and the greater part of them are Russians and Japanese. Americans in China now number about 6,000, of whom about 3,500 are missionaries and Y. M. C. A. workers, scattered over almost the entire country.

Chinese Readers of Foreign Press.

It may safely be stated that the foreign press of China has a greater circulation among the 260,000 Chinese who speak and read English than among the foreign population of China, and these Chinese readers form an influential element among the people. The church and organization workers scattered throughout China also are in position to exert an appreciable influence. It will therefore be seen that advertising in the foreign press may well be considered part of a thorough publicity campaign. During recent years American enterprise has built up an influential press here, and from all viewpoints it may be said to compare favorably with that of any other foreign nation.

Under the existing circumstances of keen international competition in China, the selection of local representatives to handle American advertising and American products should receive the greatest care. It has been alleged that, in some instances, agencies for products of one nationality have been secured by agents interested in pushing similar products of other nations and the goods have been allowed to remain in the background, thus practically eliminating from the market the products covered by such agencies.

[Lists of American publications and advertising agencies in China may be obtained from the Bureau of Foreign and Domestic Commerce, its district or cooperative offices. Refer to file No. 94944. Articles on advertising in China were published in COMMERCE REPORTS for May 11 and June 6, 1916.]

"COAL SAVERS" IN GREAT BRITAIN.

[Consul General Robert P. Skinner, London, Nov. 7.]

Various preparations are extensively advertised in this country at present which are presumed to contribute considerably to the heating power of coal when applied in the prescribed doses.

The Director of Fuel Research, in answer to an inquiry as to the value of these preparations, states that these proprietary substances have been in the market a long time, but that there does not appear to be any genuine scientific evidence in support of the claims of their manufacturers. He concludes: "The nature of the substances makes it highly improbable that they have any effect whatsoever on the combustion of coal or other fuels when they are used in the quantities prescribed."

OFFICES OF THE BUREAU OF FOREIGN AND DOMESTIC COMMERCE.

DISTRICT OFFICES.

NEW YORK: 734 Customhouse.
BOSTON: 1801 Customhouse.
CHICAGO: 504 Federal Building.
ST. LOUIS: 402 Third National Bank Building.
NEW ORLEANS: 1020 Hibernia Bank Building.
SAN FRANCISCO: 307 Customhouse.
SEATTLE: 848 Henry Building.

COOPERATIVE OFFICES.

CLEVELAND: Chamber of Commerce.
CINCINNATI: Chamber of Commerce.
CINCINNATI: General Freight Agent, Southern Railway, 96 Ingalls Building.
LOS ANGELES: Chamber of Commerce.
PHILADELPHIA: Chamber of Commerce.
CHATTANOOGA: South American Agent, Southern Railway System.
DAYTON: Greater Dayton Association.
PORTLAND, OREG.: Chamber of Commerce.