

近十年中國之廣告事業

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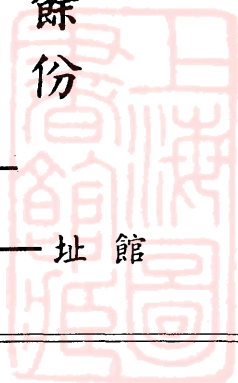
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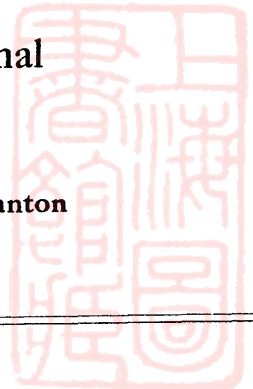
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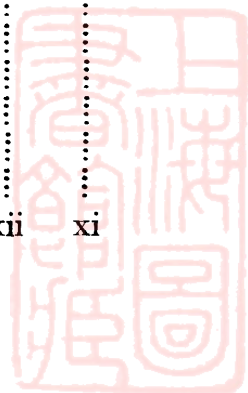
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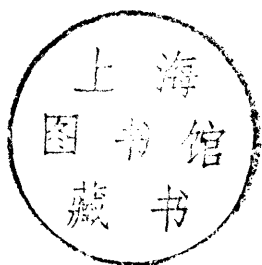
十年來新聞業與廣告業之關係

陳·

冷·

新聞業愈發達。則廣告業亦愈發達。廣告業愈發達。則新聞業亦愈發達。二者乃互相爲因，互相爲果。須臾不可分離者也。三十年以前。我國祇有新聞業。而廣告業尙未獨立。所謂廣告者不過新聞業中一部分而已。除報紙上所載之廣告外。其餘亦甚寥寥。故當時廣告業不發達。而新聞業之發達亦甚有限。迨二十年前，而廣告社始有樹立。十年前，而廣告業始逐漸發展。而新聞業於此二十年間與十年間。亦大不相同。此不必言其原理。而事實之表現。固彰彰在人耳目也。上海華商廣告公司爲創立十周紀念輯有近十年中國之廣告事業一書。紀載廣告業甘苦甚詳。余因嘗廁身於新聞業之列。緣述數言如右。

民國二十五年十月八日



祝華商廣告公司創業十週年

胡·政·之·

最近十年，是世界大變動時期，中國各方面也表現著非常的活躍，報界是時代的前驅，當然有牠的一番進步，而廣告是報業的滋養品，所以十年來中國的廣告業，同樣有突飛猛進的氣象，扶持著新聞事業前進。我們觀察中國十年來各種事業的進步，有兩點值得特別注意；一是普遍性，一是創造性。

中國在十年以前，許多事業不能說沒有進步，但是那些多是局部的，特殊的，到了最近十年，從政治以至社會各方面，方始有了普遍的轉動，試看報紙的物質設備以及精神表現，十年前後，相差何啻天淵，報紙是社會生活的反映，從報紙的改良發達，就可證明一切事物的進展動向。

中國過去一切新事業，多是仿自外國或根本係由外人主持，近十年來國人却漸能獨自創造，就報界說；即有許多實例，而廣告事業，向來係由外商專辦，華人雖有從事活動者多不為中外所注意，林振彬先生與其同志獨能於十年以前創設華商廣告公司，以國人自辦之新事業，與外人爭其短長，為中國新聞企業界增加一支生力軍，這不能不說是時代的異彩，我們認為中國目前整個社會還在轉變時期，而新聞事業隨着文化與經濟建設的進展，正是方興未艾，同時中國的廣告事業也一樣有燦爛光明的前途，相信林振彬先生和他的同志們十年間辛勤締造的華商廣告公司，不但今天值得紀念，以後發展，直未可限：我們願以滿腔敬意和熱望，恭賀他們的十週紀念，並且期待他們不斷的努力！祈禱他們更大的成功!!!

中華民國二十五年九月一日

十年來中國報業之進步

馬·蔭·良·

近十年來，中國凡百事業，無不突飛孟晉，其關於政治建設者姑不列舉，而社會方面之金融教育諸端，亦輒有一日千里之勢，至就廣告事業而論，此十年中無論為量為質，乃至其效率精神，亦無一不擴充及於極度，即以華商廣告公司之成績言之，庶已可概其餘，茲以發行紀念冊徵文相及，願更略擷十年來報業之梗概，為相需推進之互證焉。

報紙職司社會之喉舌，啓迪民衆之智識，早有定論，無俟贅陳，我國之有報紙，遠在六十餘年前，而申報即忝居首位，此六十餘年以來，申報雖孳孳業業，不容自滿，差得社會上之同情，對於國家亦嘗少盡其心力，今則全國各地，報館林立，正論揚溢，輿論儼為社會之重心，莫為之前，敢以為喻，然若就事業及技術方面言之，則全國報業之發展，尤在此十年以內，試分述之。

報紙首重於新聞之採訪，及正論之發揚，向者報紙雖有專電快郵之消息，而語焉每多不詳，傳播尙欠敏捷，於是雖國內之要訊，亦多假之外人所設之通訊社，近十年中則一方以讀者程度之提高，一方以交通工具之發達，一方亦以報館之注重採訪，因之各報各地多有專員，且於重要都會，或更設置採訪部，同時通訊社亦極發達，成績斐然，於是一切新聞無不敏確，此蓋為讀者所公認者也。

報館之評論即國家社會智識之反映，而亦所以啓迪民智，領導國論者也，往者或視如具文，或僅及小節，初不足以盡發

揮之能事，近十年來，則以一班從業者之智識日增，因之無論國內國外之事件，多能於評論之中，詳述具體之事實，探索内幕之真因，加以精當之結論，蓋此十年中世界在動盪之際，身負啓發之責者，固應盡其所長以貢獻於社會也。

印刷技術為報業本身之最有關係者，此十年來，能有套印五彩顏色之設備，有用影寫版發行之畫報，乃至一切機械，如銅板鑄字機輪轉機並有自製之國貨，應用精良，而報館之采用者亦夥，至大號輪轉機印報極其迅速者，十年前或不過僅用一二架，今則輒用數架，此一方與報紙之銷數固同具增進之比率，而一方亦以見技術方面之與日俱新，業務日進矣。

報紙與廣告，相互相需，往者報館既不能傾全力以推進，而工商界亦多視為非必需者，近則廣告學已為全國所習知，而廣告專家亦日以輩出，乃至圖案文字種種設計，無不遠勝於前，即經營企業者亦已知廣告為投資之一項，而日報廣告更具有最普遍之效力，事在人為，廣告事業之未來，正復方興未艾，計日可待焉。

向者報紙多集中於重要都會，而不能普遍於各地，近則各地之地方報紙非常發達，較為開通之縣份，多有數種以上之報紙，從事報業及通信事業之人員，因亦日多，而各報之材料亦極豐富，向者不過限於國內之重要新聞，及當地之社會消息，近且駁駁進於國內之一般消息，乃至世界國際間之問題，即附刊之材料，亦多能隨時代而進化，為此十年來所最易觀察者

矣。

此外尚有一根本之問題關於整箇報業之前途者，即為新聞教育，按新聞教育在中國各種教育科系中最為晚出，十年間初則無人注意，既而風起雲湧，最近則漸臻精進之途，一時風起雲湧者未必即可長存，而歷久彌堅者自復有其價值，蓋新聞教育，換言之即可謂為整箇之社會教育，以新聞事業涵量之豐富，範圍之廣大，自非積極辦理不足以收成效，而報界之從業人



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員，倘能漸漸均得由受此專門教育者擔任之，則光大發揚，必操左券矣。

總之十年以來，國家之進步與報業之進步，直相比例，必欲詳其指數，則累千百言而不可盡，即此撥要之詞，蓋必為讀者所共諳，而不以作者身任此役之為誇大其詞也，但冀更復十年，成績燦爛百倍於今日，則尤讀者與從業者之所頽手共慶者矣。

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中國近十年來的雜誌事業

丁君 編

承華商廣告公司的好意，叫我寫一篇『中國近十年來的雜誌事業』，登載在他們創立十週紀念的刊物——近十年來之中國廣告事業——裏面，最初，因為感情難却，我也就慨然的答應下來，但，事後一想，自己實在不配來寫這一篇文章，第一，因為近十年來中國雜誌事業的發展，異常蓬勃，他不僅在文化上有重大的意義，就在政治和社會底變革上，也發生着重大的作用，所以，談到雜誌事業，一定要聯繫到近十年來社會的變革，但是，這種研究，不僅我們的篇幅不允許，就是個人的能力，也非常感到不夠。第二，十年來雜誌事業的發展，替中國出版界增加了許多新的內容，他的內容複雜，門類繁多，我個人雖在出版界混了幾年，但要一一清晰地加以敘述，也是一件困難的事情，個人見聞有限，很難負此重任。第三，我國雜誌素少正確調查與統計，因而，要尋比較可靠的材料，自然相當地困難，有此幾種理由，所以最後我覺得，這個問題很難敘述，不過，既已答應了下來，當然也只好勉為其難，自知才疏學淺，錯誤或遺漏之處，在所不免，尙希海內賢達，勿吝指正！

現在我們言歸正傳，說到本題了。

我們知道：中國之有雜誌在時間上也是很早的，自從一八四二年的鴉片戰爭以後，西方文化開始侵入到中國，新的印刷技術，也逐漸介紹到了東方，於是，在中國便開始了新底雜誌事業，那時候的雜誌事業，是與當時的革命運動，密切結合着的，大多數的雜誌，都是鼓吹革命的工具，經過了辛亥革命，

經過了民國成立後國內長期的紊亂，中國雜誌事業也有了新的進展，特別是商務印書館所出的東方雜誌，學生雜誌，婦女雜誌，小說月報，教育雜誌，英語週刊，小說世界，少年及中華書局出版之中華教育界，中華英文週報等，更風行一時，即至五四運動前後，新思潮澎湃國內，而陳獨秀所編輯之新青年，北京大學出版之新潮，胡適丁文江所編輯之努力週報，中國科學社出版之科學，更成為雜誌界之中流砥柱。這許多刊物，儘管他們的內容不同，但在讀書界中，却曾發生了極大的影響。

從五四運動到五卅的前後，中國的雜誌，更隨着許多書店之發展而更加活躍。在北方，則有魯迅，周作人等所主持的語絲，莽原，在南方則有郭沫若等人所主持的創造月刊，開明書店所出版的新女性，一般，而光華現代等，也繼續不斷地有新的刊物出現。

此外和政治上有關的，如：嚮導，中國青年，政治評論，人民週刊等，是當時左派的刊物，而國家主義派，也有醒獅，孤軍等雜誌，至於，站在三民主義之後的雜誌，當時更異常繁多，不可勝計。

不過，真正說來，中國雜誌的發展，還是近十年來的事，從一九二五年國民革命軍北伐以後，中國社會經過了一個很大的動盪，在這時候，許多新的刊物，自然是風起雲湧，不斷地增加，而舊有的雜誌，也更加擴大了他底銷路。

茲為明瞭雜誌的發展情形起見，特將歷年在內政部登記的

雜誌總數，列表如下：

地方別	一七七年九月至二十一年十二月	二十二年四月至十二月	二十三年一月至十二月
南京市	六五	四六	四九
上海市	一五九	七五	九九
北平市	三六	一九	四七
青島市	一	八	五
威海衛	一	一	一
江蘇	一三三	四一	二五
浙江	五〇	一五	一九
察哈爾	四	一	六
貴州	一	一	一
福建	三	一	一五
綏遠	一	一	八
甘肅	五	一	一五
四川	二	七	五
陝西	二	七	五
南夏	二	二	三
安徽	七	一	四
江西	二	一	三
山東	七	九	一八
山西	二	〇	一八
河南	二	八	一三
河北	九	三〇	四九

湖南	二八	六	八
湖北	五二	二四	三
雲南	二	二	二
廣東	二	一三	二
廣西	一	一	二
青海	一	一	一
津浦路黨部	一	一	一
合計	一三六	三〇九	四五〇

這一個表，因為根據於登記的數字，恐怕不見得是充分的正確，不過，我們由這個裏面，也可以看出，中國雜誌發展的主要傾向，一直到了二九三三年，中國的雜誌，更有了偉大的發展，出的雜誌自然很多，而內容銷路也有相當的進步，特別是上海，所出的雜誌更佔了全中國第一把交椅。根據大公報代辦部全國定期刊物一覽來計算，除開一切政府公報和市場上非常見的雜誌以外，一九三三年各雜誌出版地方的分配有如下表

上海	一七八	南京	三九	杭州	一〇	北平	九
廣州	四	武昌	三	天津	二	鎮江	一
安慶	一	濟南	一	共計			二四八

在這個表中，上海的雜誌共有一百七十八種，不過事實上決不止此數的，據上海通志館的調查，在一九三三年來，繼續刊行的雜誌，單是上海共有二百一十五種，其中屬於社會經濟法律教育歷史宗教及一切學術研究之雜誌，計一百零二種，

屬於普通者三十八種，屬於文學藝術者四十種，屬於應用技術者三十種，屬於自然科學者三種。

這許多雜誌，自然是形形色色的各種各樣都有。其中月刊一百〇一種，半月刊三十九種，週刊三十一種，季刊十七種，年刊八種，半年刊八種，旬刊五種，兩月刊四種，半週刊兩種，而他們的內容，也異常複雜，一方面，有些刊物在供給着一般的材料，而有些刊物，又在從事專門研究，例如：專門討論養鷄的養鷄雜誌，討論工廠組織的工業安全及機聯會刊，討論優生學的優生，討論無線電的無線電雜誌等等。

這些雜誌，有的是書店經營，如商務中華生活，有的是報館出版，如國聞週報申報週刊，有的為雜誌社經營，有的為團體或個人所發刊。

雜誌年到了現在，仍然表現着他蓬勃發展的氣象，據我們最近的統計，從一九三三年到現在，中國雜誌的總數，還是有增無減的。

我們在談了這些雜誌一般的情形以外，現在我們再將十年來幾種重要的刊物，加以敘述，在一般讀物中，最能引起人們注意的，當然不能不推東方雜誌了。東方雜誌創刊於一九〇四年即前清光緒三十年，至今已三十餘年之歷史，內容特別注重於中國及世界許多實際問題的討論，現在每期行銷五萬餘份。其次如新中華，新中華為中華書局所出版，歷史甚短，創刊於一二八以後，惟因內容精彩，銷路頗佳，又如大公報所出之國聞週報，亦有十年以上之歷史，內容側重於現代史料的搜集，目前期行銷六萬餘份，此外尚有過去由鄒韜奮所編輯之生

活週刊，在一二八時，曾每期銷售至十五萬份以上，開中國雜誌之最高紀錄，以後生活停辦後，繼出之新生週刊大眾生活永生等每期亦銷五萬份以上。

南京方面出版之時事月報，亦有廣大銷路，他如上海出版之世界知識中學生，南京出版之外交評論，中山教育館出版之時事類編，銷路較廣，亦為頗受讀者歡迎之雜誌。

此種雜誌因其具有普遍性，故銷路方面極易發展，為最受中西各界刊登廣告，藉以推廣之良好工具，其他各種專門雜誌，因其內容側重於一方面，故為專門研究者所愛讀，如文藝方面之文學文學界光明，經濟方面之中國貿易導報，工商半月刊，銀行週報，中行月刊，醫藥衛生方面之康健雜誌，醫藥評論，醫藥學，衛生雜誌，中醫月刊，教育方面之教育雜誌，生活教育，中華教育界，婦女方面之婦女生活，婦女共鳴，女青年等等。至於其中的廣告，也只限於某幾種貨品，例如醫藥雜誌中的廣告，幾全屬醫藥類，教育雜誌中的廣告，多屬於教育用品及文具等。在畫報方面最有歷史而銷路最廣者，當首推良友公司出版之良友畫報，其次如時代畫報，中華圖書報雜誌等亦有相當地位。此等畫報廣告方面之收入，亦頗可觀。

以上所述，不過略舉要點，至於詳細的敘述只好待諸他日的了。

中國日報廣告以外之廣告事業

孫·作·民·

中國之有現代廣告事業。迄今未及七十年。在此時期之前。因思想與環境之今昔不同。經商者對於廣告之利用。鮮有正確之認識。故往往絕少注意。究其忽視之原因。不外下列數端：

- 一、經商者向認「貨真價實」「誠實不欺」為繁榮之唯一途徑。
- 二、無大規模組織之工商業。更無大量之出品。
- 三、生活簡單。需要不繁。市場狹小。競爭亦少。
- 四、教育不普及。廣告缺少媒介物。
- 五、交通不便。運輸困難。貨物不能廣事推銷。

有此諸種原因。所以既無現代式之廣告事業。亦幾無廣告之名稱。有之乃與日報以俱來也。故言中國之廣告事業。日報實為其先導。中國日報之刊行最早者。在香港當推華字日報。時為同治三年（一八六四年）。在上海則為申報。同治十一年（一八七二年）。此時海禁已開。國際貿易頻繁。歐美商品。源源輸入。廣告之術。挾以俱至。日報廣告以外之廣告。如窗飾彩色印刷品等。已偶有發見于市場矣。惟事屬草創。功效未著。故其範圍不廣。祇限于通商口岸耳。直至清代末季。始漸漸為國人所注意。中外人士。並有代理商之組織。專以經辦廣告為業務。從此設計有人。廣告之種類亦日多。廣告事業之胚胎。至此可謂已具。

自歐戰以後。歐美工商。大都經劇烈之變動。無不希望在世界市場上佔有相當之位置。我中國之廣告事業。亦以此時期為最進步。不論人才。數量。物質方面。比較以前均有天壤之別。

此亦思想與環境之變遷。有以造成之。試再分晰言之。

- 一、人才 凡百事業之興替。人才最關重要。中國廣告事業之有今日發達之形態。亦即人才增進之明顯表示。蓋自中國工商界確認廣告為時代所必需之後。一切圖案計畫。遂漸漸趨于專門化。凡從事廣告事業者。咸知非有特殊學識經驗。決難勝任奏效。于是研究者日衆。分門別類。各專一長。人才方面漸臻美備。觀乎各大廠商之新闢廣告部份與各地之增設代理機關。皆有專才職司其事。足證人才方面之邁進。

- 二、數量 中國每年消耗于廣告上之數量。迄今尚無切實統計。可資攷證。但從客觀方面言之。如

甲、舊商業之向不刊登廣告者。今亦漸漸改變其態度。

乙、廣告種類之層出不窮。

丙、日報張數之有加無已。

右舉之例。雖無數字之表示。但已足證其擴張之程度。

- 三、物質 廣告物質方面之改進。與藝術材料有連帶之關係。屬於藝術者。如文字圖畫。惟淺顯醒目是求。而兼能注意於幅式之布置。屬於材料者。如印刷製版油漆等。此種輕工業。近數年來。中國有極迅速之改進。廣告物質方面。自亦與之俱進。試以最近之廣告物與前數年之所見者。一相比較。即可知其高下矣。

本文為「中國日報廣告以外之廣告事業」。故現就日報以外者略

敘于後。

招紙廣告 貼招紙為中國向來所用之唯一宣傳工具。數千年來。相習沿用。如綢布商店之開張。醫生之開診。及染坊春秋二季之發售紅票(即大減價)等。幾無不各有張貼。惟以內容簡單。印刷粗陋。尋常工商業。在平時絕少採用。社會上亦無人注意。自清末捲烟流入中土。又以書業勃興。利用大量廣告。招紙遂應時而起。文字圖畫。既極整潔。印刷尤屬燦爛奪目。為以前所未見。于是羣相讚美。無形中使人發生一種極好印象。其他新興事業。紛起仿效。風氣為之一變。當時日報銷行未及今日之多。不能深入內地。招紙遂為唯一之廣告物。至民國十六年以後。則又似稍呈衰退之象。此非其本身效能之差異。實由環境之變遷。推其原因。大約有下列數端：

一、各處市容改進。張貼之地位日益減少。

二、張貼過多。而地位有限。此張彼蓋。存在之時間短促。

三、日報銷行漸廣。

四、各省市徵收廣告稅。

五、印刷術日新月異。尋常單調之招紙。不足引人注意。而

彩色印刷。則又代價過昂。

城市招紙廣告。因有上述各點之阻礙。勢力既稍減退。而舟車廣告。因之應運而生。雖係利用舟車上空餘地位。以作張貼固定之所。然有賴於招紙則仍一也。

窗飾廣告 窗飾廣告之主要成分。為地段，容積，布置三者。中國舊式房屋向無窗飾之設備。雖經改造。終不若新建築之美善。故凡建築愈新者。其窗飾亦愈進步。年來都市建築大興。

其屬商業者。莫不注意于此。容積光線。務使于得宜之外。更加以圖畫布景之術。日精一日。其吸引力之大。有足使經過之人。不得不駐足一觀者。

現在都市之新建築中頗多以窗飾地位出租者。在出租者可以多種收入。租賃者可以滿足其需要。此種辦法。大有助於無鋪面之製造工廠。亦可謂廣告事業進步之象徵。

路牌廣告 此種廣告。不論地位之選擇。文字圖畫之設計。油漆之色調。年來均有進步。自年紅燈興。權威更顯。

以前路牌之設立。僅在通商大埠。或鐵路二旁。今則內地亦已有其踪跡。凡屬繁盛城市。名勝區域。大眾視線必經之處。皆已為路牌所佔據。彩色斑斕。平添不少點綴。

茲將上海公共租界工部局近八年所收之廣告稅額。錄之於下。雖屬局部。亦堪以見其大概。

年份	稅額
民十七年 一月至十月止	二〇,九五八·四二
民十八年	二三,二二七·〇一
民十九年	一二,三四四·九九
民二十年	二五,〇三八·〇八
民二十一年	一三,六六六·八四
民二十二年	二六,〇二五·八〇
民廿三年	二五,六八七·二四
民廿四年	二五,七六八·六七

按上列數目。民十九,廿一,廿二年。因有特殊原因。驟形短少。但與路牌廣告之實際無涉。

投遞廣告 傳單，說明書，樣品，為投遞廣告之最普通者。其投遞之方法有二。一函投。二郵遞。函遞之法。通常雇用人役。沿途按戶分發。費用較郵遞為省。但役力所及。範圍不廣。且其推銷之貨物。如為日常用品。則此廣泛宣傳。尙屬相宜。倘屬于專門商品。如藥品，書籍，機械等。非一般人所需要者。則所投非人。徒耗金錢人力。有何功效之可言哉。故投遞廣告。當以郵寄為佳。郵寄廣告。其受信人。可預為甄別。祇寄與其有關係者。如書籍之于學校。藥商之于藥物經銷者及醫生之類。隨時繕發。庶不致無的放矢。就一般而言。即屬于普通商品。亦以郵寄為佳。投遞廣告之最需要注意者。即在如何補救收受人之知為廣告未經一顧遽行拋棄之弱點。至于收受人之姓名地址。大都來自電話簿行名簿等，既較有根據。其購買力自亦較為充實也。

投遞廣告之設計。近已有不少改進。如廣告中附印有用之記載。空白表格。舟車開行時刻等。或將其式樣印刷。作別緻罕見之裁製。處處使人明知其為廣告。而不忍隨手棄去。亦有集合數家廣告。併封寄遞。如是則既省繕寫手續。又減郵資信封之費。並有利用好奇心理。由飛機散發廣告者。其效用與面投者正同。

影片廣告 所謂影片廣告者。即在影戲開映之前或其中間。加映廣告幻燈片也。此種事業。在近十年中可分二期。前期五年為最盛時期。後五年則似有衰落之象。揣其原因。實為以前過盛之反響。在最盛時期。所映廣告幻燈片數目並無限制。每場又重複加映二次。致起觀眾厭惡心理。所以最近影戲院中有不

接受廣告者。然一究影戲觀眾之心理。則目的無非為消遣。在消遣時間。而加映數不過多，文字圖畫新穎悅目之廣告。亦不致有何惡劣影響于影戲院之營業。故影戲院之不收廣告。似亦不無矯枉過正之嫌也。至自攝之短片活動影片。寓廣告于故事之中，可無枯燥單調之病。固屬上品。惟代價不無過昂耳。

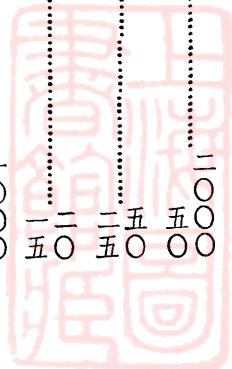
無線電廣告 中國之有無線電播音台。歷史最短。創始于民國四年上海之開洛公司。惟其時事屬新創。收音機祇有礦石機。製造未精。收音欠清。效用不大。對於代播廣告。尙不知利用。直至民國十七年始有代播廣告之辦法。雖視為新奇。終以效能未著。收入無幾。越年即行停辦。在開洛公司創設播音台後之二年。又有其他播音台之繼起成立。惟大都產生于原有之一種事業。或為政治。或為商業。而播音台居于附屬地位。對於經濟方面。影響較小。同時發音收音機械之製法。又有突飛猛晉之改良。民二十年後播音台之增設與收音機之加多。一時有風起雲湧滿據空中之概。截至最近止。全國收音機數目。尙無確實調查。播音台則已有八十處。而上海一埠占全數三分之一強。

全國無線電播音台計數

地名	台數	最大電力	最小電力
南京	二	七五〇〇	五〇〇
鎮江	一	一〇〇〇	一〇〇〇
高郵	一	一	一五

廈門	廣州	廣西	雲南	陝西	太原	定縣	北平	天津	青島	濟南	徐州	成都	開封	重慶	長沙	漢口	南昌	蕪湖	常州			
.....			
五〇〇	一〇〇〇	一〇〇〇	二五〇	五〇〇	五〇〇	三五	一五	三〇〇	一〇〇	七〇五	五〇〇	六〇	一〇〇〇	二〇〇	一〇〇〇	一〇〇〇	五〇〇〇	二五〇	三五〇	一五	三五〇	七五

甯波	杭州	紹興	嘉興	上海
.....
二	四	一	二	三八
.....
七五	二〇〇〇	五〇〇	二五〇	一〇〇〇
一五	五〇〇	五〇	一五	七〇五



無綫電廣告播音之方式。大別為二種。一為自備節目。延人表演。如音樂，話劇，彈唱，滑稽，講演等。中間參插廣告。此種廣告。功效最佳。惟表演人之酬資與播音台之租費。亦稍昂耳。二為報告式之廣告。於播音台原有節目與節目之斷續處。加入報告。少則數家。多至一二十家。連續而出。頗有以此相詬病者。其實此種廣告。正與日報中之小格廣告有同樣意義。數十種廣告。集于一處。字粒細密。甚有長年累月。不易一字者。究其實際。自亦有其相當之功效。否則刊登者果何厚于報館乎。以中國最近情形而論。無綫電廣告。確甚適宜。且有價值。在教育尙未十分普及之時。其他廣告。究不及無綫電之易于家喻戶曉。此為優點之一。無綫電收音機之設置。以家庭為多。而聽之者每在閒適之時。婦孺皆聞。時間地位。俱合廣告之宣傳。此為優點之二。惟現在中國之廣告播音方法。尙有改良餘地。此則有望于播音台之努力矣。

表演 展覽 指導 以實物作實地之試驗。使一般人增加信念

。減少其認廣告為誇張虛偽之成見。為廣告上新與之有效方法。年來舉行者。已數見不鮮。俱有極佳之成績。如婦女新裝之表演。化妝品用法之指導等。大都係獨家舉辦。其範圍較大者。有新家庭展覽。國貨展覽。及各種機械展覽。此則須集合多。有商家之出品。庶足以引起社會之重視。

綜 結

中國自民十六年國民革命成功。至今十年。不論政治經濟及工商業。俱在前進之中。最近雖受世界不景氣之潮流。而竟于此時促成其改革幣制之宿願。使一切建設事業。未受多大影響。

而廣告事業。亦賴以保持其前進。實為不幸中之大幸。廣告為無生命之推銷員。須憑藉一種媒介物。方足以盡其責任。發揮其功能。此種媒介物。即文字是也。所以教育實為廣告之先鋒。教育愈普及。廣告之功效亦愈宏大。但教育雖普及。苟無便利之交通。則貨物運輸困難。即有亦無從發生效力。是故廣告事業之進步與教育交通幾成正比。中國地大人多。不論外貨國產。需要正多。咸有待于廣告之為其開展與推銷。前途之光明遠大。可預卜焉。

歷史最久
言論正確

北 平 益 世 報

消息靈通
副刊豐富

◀ 張大三版出日每報本 ▶

▲本報資格最老有二十一年的歷史銷路已遍全國刊登廣告效力最大收費極廉長期刊登特別優待

本報價目

北平市：	每月九毛五分	三個月二元八角
外埠：	每月一元一角	三個月三元一角
	半年五元五角	全年十元
	半年六元	全年十一元

日本與中國報價同蒙古新疆西藏以及歐美各國郵費照加如國內匯兌不通郵票十足通用外省及外國貨幣須按市價折合之歡迎外埠批銷利益從豐備有簡章函索即寄

電話：營業部南局一九九五
編輯部南局一一五六

電報：有無線掛號〇〇一三

街華新南外門和平北：址地



A541 212 0015 17988

★
言 消
論 息
公 靈
允 敏

申報

★
銷 資
路 格
最 最
廣 老

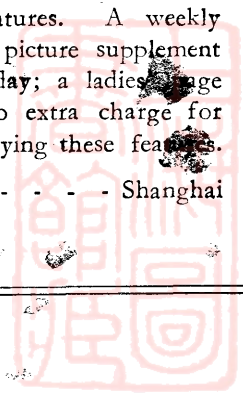
THE SHUN PAO

Is the oldest and most widely read newspaper in China. Established in April, 1872, it enjoys the prestige of being the forerunner of public opinion and its editorial comments are widely quoted by foreign publications. It has an international circulation covering all parts of the world wherever there are Chinese citizens. Is the national paper of China, its daily circulation, 150,000 copies, being equally divided between Shanghai local and other parts of the country. Is the most influential among all newspapers in China.

An advertisement in the Shun Pao is read by at least 150,000 families daily, in all parts of China. The Shun Pao is the best medium for foreign advertising as only people of high purchasing power, like the readers of the Shun Pao, buy high-class imported goods. The Shun Pao renders expert services to foreign advertisers and offers advice in advertising matters.

Besides news, the Shun Pao has other regular features. A weekly supplement in book form every Sunday; a rotogravure picture supplement every Thursday; an automobile supplement every Wednesday; a ladies page every Saturday and a children's page every Sunday. No extra charge for advertising in each issue of the Shun Pao newspaper carrying these features.

309 Hankow Road - - - - - Shanghai



大公報

TAI KUNG PAO

(L'IMPARTIAL)

The Most Influential Chinese Daily Published Both in Tientsin and Shanghai

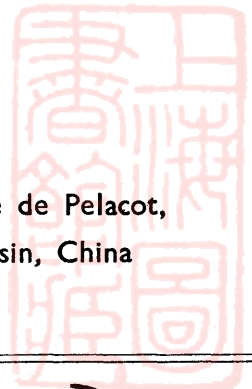
“L'Impartial or Ta Kung Pao is without question the most progressive and best edited paper in Chinese in this country.”—*Dr. Lin Yu-tang* in his recent book, “Press and Public Opinion in China”.

“It has given me great satisfaction to observe the policy of the Ta Kung Pao in furnishing reliable news free from propaganda and in securing articles from good writers on topics which concern the welfare of the country.”—*Dr. John C. Ferguson.*

ADDRESSES:

181 Avenue Edward VII
Shanghai, China

161 Rue de Pelacot,
Tientsin, China



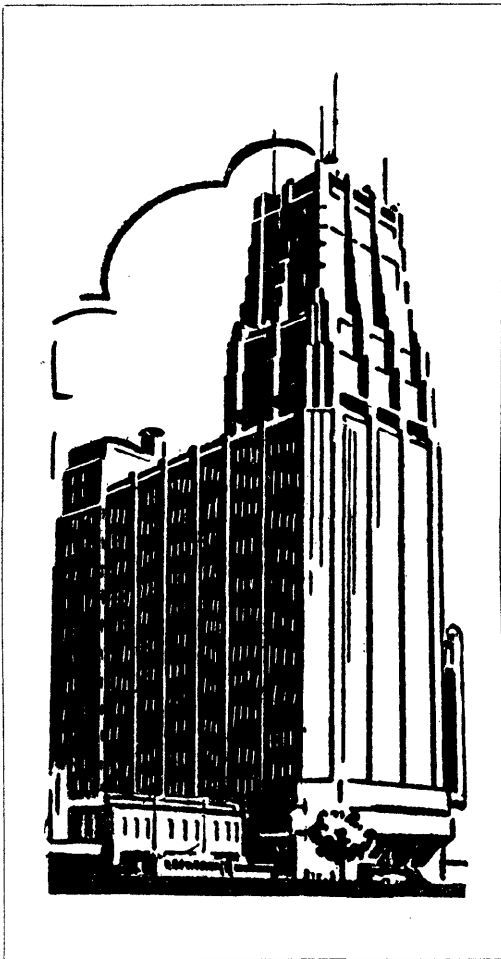
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THE PARK HOTEL SHANGHAI

The Newest and Most Modern Hotel in the Far East

American or European Plan

Air-conditioned Lounge, Dining Room and Grill Room



DINNER DANCE

every night

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Sundays and Wednesdays

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on the famous

SKY TERRACE

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Operated by

International Hotels, Ltd.

“North-China Daily News” Advertising

Reaches the largest public in China —

That is the largest English-speaking public, both foreign and Chinese. It is the only paper publishing periodical audited statements of paid circulation, which is double that of any other foreign newspaper.

Brings the greatest results —

An accepted guide to advertising value is the number of paid classified advertisements a newspaper carries. The “North-China” classifieds usually number more than all other newspapers combined; the paper also carries the greatest volume and variety of other advertising.

Is the cheapest in Shanghai —

In Europe and America advertising is paid for on the basis of newspaper circulation—so many thousand circulation, so many cents per line or inch. On this basis, rates in the North-China Daily News are less than half as much as those in any other local newspaper or periodical.



Advertisement Rates:

Classified Advertisements cost 4 cents a word for 7 insertions, 5 cents for 3, and 6 cents for 1 (minimum 16 words).

Front page advertisements average \$2.40 per inch.

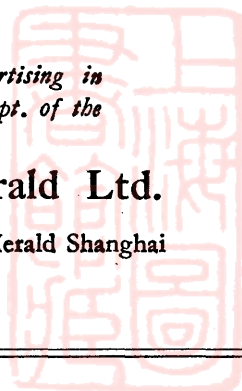
Other advertising varies from 90 cents to \$1.40 per inch, according to space, position and length of contract. (The Chinese dollar=1/2½ or 30 cents gold.)



For estimates, lay-outs and information about advertising in newspapers and other publications consult the advt. Dept. of the

North - China Daily News & Herald Ltd.

Telephone 11055 · Box 707, Shanghai · Telegrams: Herald Shanghai



ADVERTISING

The
**SHANGHAI
EVENING
POST AND
MERCURY**

Is SHANGHAI'S *only*
English language evening
newspaper

and

CHINA'S second largest
foreign language newspaper

The
**MERCURY
P R E S S**

A printing establishment
awake to the modern trend
of the printed word.

BOOKLET DESIGN
DIRECT MAIL
BROADSIDES
PLANNED
ADVERTISING
MERCHANDISING

Printing that gives the
utmost for the money you
spend.

POST MERCURY CO.,

FED. INC., U.S.A.

PRINTING

● **S**OUND service in printing involves no pretense of knowing as much about your goods or your market as you do—that is the way you are in your business and why we are in the printing business.

The task of a capable printing organization is to help prepare your selling message in its most effective form—to give you the utmost value for your money—this does not mean the most expensive kind of printing nor does it mean the “cheapest”……it means *producing printing that produces results—printing that pays.*

May we call and talk it over with you? The man who will call on you will be both courteous and brief. Your time is worth money and the right kind of printing will help make your time even more valuable.



THE SINCERE PRESS (SHANGHAI) LIMITED

Lane No. 590, Pd 411-15 Haining Road • Shanghai • Telephone 45307

報 晚 會 社

THE SOCIETY EVENING NEWS
310 FOOCHOW ROAD, SHANGHAI
TEL. 90334

報 晚 的 廣 最 銷 行 國 中

風行全國大小城市
造成晚報銷數最高紀錄
廣告效力宏大迅捷
刊資低廉編排精湛醒目
附刊十餘種 內容豐富 趣味橫生
每星期三增刊
社會畫報 隨報附送 精美動人
上海山東路福州路口
電話九零三三四

大陸製版公司

精製各種金屬版。

設備完善。交貨迅速。

鋅版，銅版，無網銅版，

套色版等等。無不優為。

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電話：四 五 四 八 二 號

PROGRESSIVE *Concerns*
Advertise

in

PROGRESSIVE *Mediums*

◆ ◆ ◆

The Shanghai Times

The

Shanghai Sunday Times

Established 40 years

Circulating throughout the Far East

◆ ◆ ◆

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THE BEST LOCAL ADVERTISING

IS A

**COLOURED LANTERN
SLIDE ON THE SCREEN**

OF THE

**GRAND AND CATHAY
THEATERS**

★

*Screen Advertising
Agency*

39 Peking Road, Shanghai

Telephone 14910

息宏廣
敏大告
捷消力

報晚大
TA WAN PAO

數最晚
獨老報
多銷資
格

The China Evening News

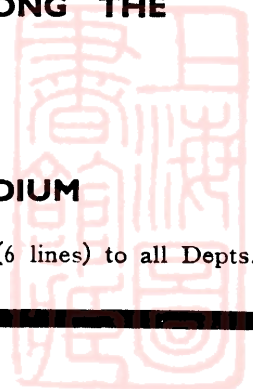
HAVING

**THE LARGEST CIRCULATION AMONG THE
EVENING PAPERS**

THEREFORE

THE BEST ADVERTISING MEDIUM

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黃河流域唯一大報

河南民報

HONAN MIN PAO

(Honan Citizens' Press)

異廣行報編採消言
 常告銷價制訪息論
 宏效普低新確靈公
 大力遍廉穎實通正

Leading Chinese language daily newspaper of the Huangho Valley districts.

Enjoying the widest circulation in Honan, Shensi, Kansu, Shansi, Shantung and other provinces and

Serving as the best medium for advertising.

社 址

河南省開封府路十四號

BUSINESS AND EDITORIAL OFFICES

Provincial Government Road, Kaifeng

HONAN, CHINA

Telegraphic Address 3046

電報掛號三〇四六

“OSTASIATISCHER LLOYD”

20 Canton Road-5th floor

Telephone { 19630 Editorial
19639 Advertising

The best Advertising Medium to reach all Germans in the Far East and other German-speaking people

*The Most Up-to-date
German Paper*

Deutsch - Chinesische Nachrichten

(German - Chinese Daily News)

14, Woodrow Wilson Street
Tientsin

★
The only German daily in North-China and Japan. It is widely read. An advertisement will pay.

Congratulations

to the

China Commercial Advertising Agency

UPON THE OCCASION OF ITS
TENTH ANNIVERSARY



The China Press

160 Avenue Edward VII SHANGHAI

Publishers of:

THE CHINA PRESS

THE CHINA PRESS WEEKLY SUPPLEMENT

THE CHINA PRESS NANKING EDITION

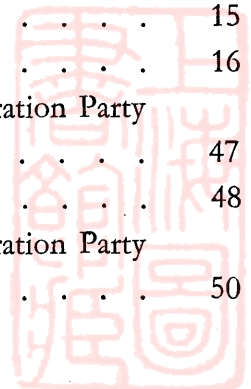


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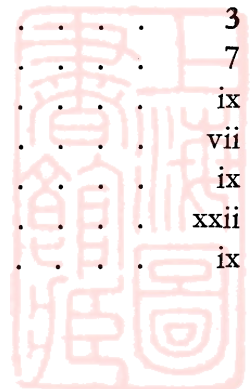
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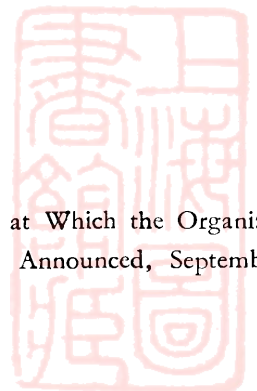


C. P. LING, *Proprietor and General Manager*
China Commercial Advertising Agency



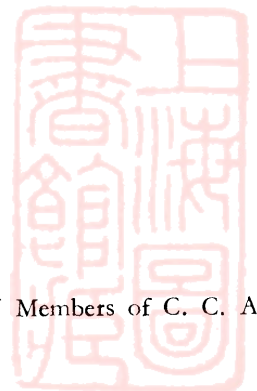


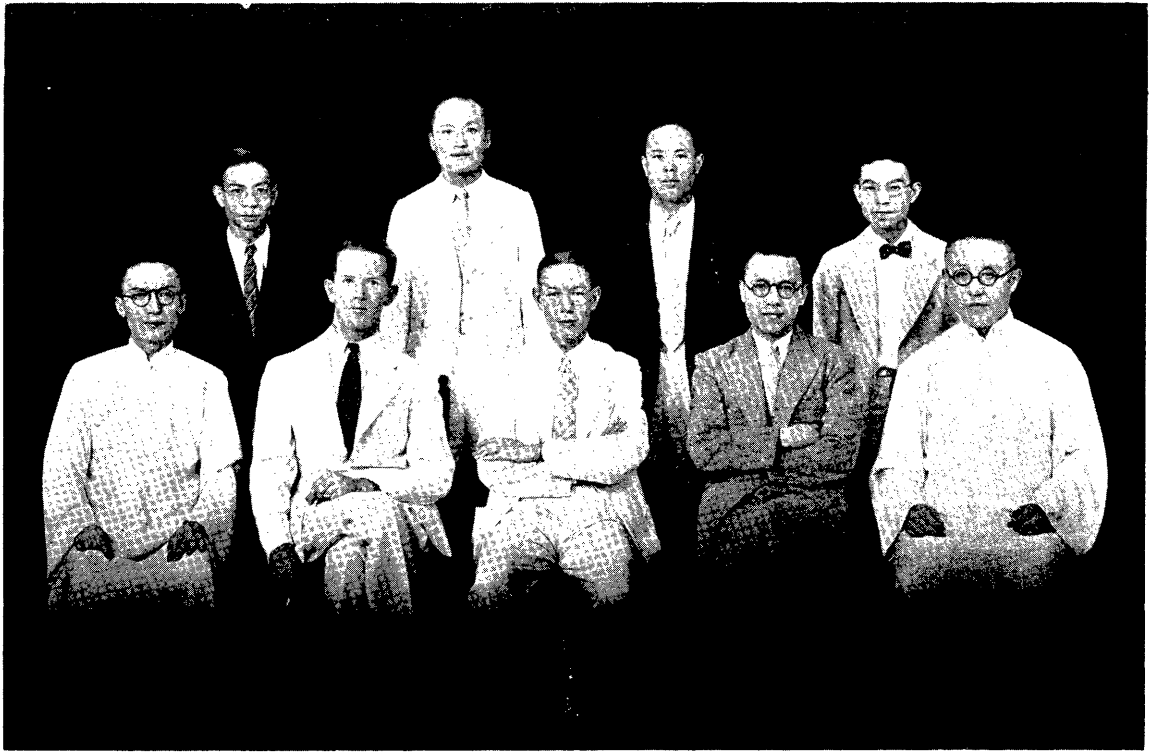
The Grand Party at Which the Organization
of C.C.A.A. was Announced, September 1,
1926.





Head Office Staff Members of C. C. A. A.





Department Heads of C. C. A. A.



CABLE ADDRESS: "FORDMOTOR"
P. O. BOX 1520

海 上
廣 大 教 爾 密 享
司 公 車 汽 特 福

〇二五一箱信政郵海上

Ford Motor Company, Exports, Inc.

HAMILTON HOUSE
SHANGHAI, CHINA.

Sept 1 1936

Mr C P Ling, Proprietor & General Manager
China Commercial Advertising Agency
40 Hongkong Road, Shanghai

Dear Mr Ling:

I wish to congratulate you and your organization on the occasion of the Tenth Anniversary of the founding of your Company. Advertising has a place today in the business life of China which it did not have ten years ago and undoubtedly you and your Agency have had much to do in this pioneering work. It is no small feat to have developed an agency in the short space of ten years to a point where you have more than 90 clients and handle advertising for almost 200 products, when one considers that when you started your business you were the first Chinese advertising agency to operate in this market.

We feel in a word that you have made an outstanding success of your enterprise and we wish you all possible success in the future.

Yours very truly
FORD MOTOR COMPANY EXPORTS INC
SHANGHAI

JVC:BR


Manager

Ford Cars & Trucks - Proved by the past - Improved for the future



Caldbeck, Macgregor & Co., Ltd.

(Incorporated under the Companies Ordinance of Hongkong)

Directors: J. F. Macgregor, N. C. Macgregor

TIENTSIN
HONGKONG
SINGAPORE
KUALA LUMPUR
PENANG

GENERAL MANAGERS - MACGREGORS LTD.
LONDON AGENTS - MACGREGOR CALDBECK & CO. LTD.

44 FOOCHOW ROAD · P. O. Box 344
SHANGHAI

TELEGRAMS:
CALDBECK
CODE:
BENTLEY'S SECOND
PHRASE
TELEPHONE 17589

September 1st, 1936

C.P. Ling, Esq.,
Proprietor & General Manager,
The China Commercial Advertising Agency,
40 Hongkong Road,
SHANGHAI

Dear Sir,

On the occasion of the 10th Anniversary of the China Commercial Advertising Agency, we take this opportunity of extending to you our heartiest congratulations upon the unparalleled achievements accomplished during the period of your existence. We wish you unlimited continued success.

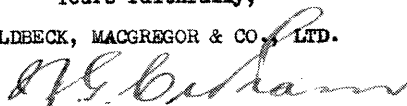
Through the medium of your Agency "Johnnie Walker" has become even more popular than ever. Like "Johnnie Walker", we earnestly hope that when you celebrate your Silver and Golden Jubilees you will be able, with confidence, to employ the same slogan "Born 1926 'and still going strong'".

With renewed congratulations.

We are, Dear Sir,

Yours faithfully,

CALDBECK, MACGREGOR & CO. LTD.



Manager.

WGC:AP



MULLER AND PHIPPS (ASIA) LTD.
ASIATIC TRADING CORPORATION
ONE PARK AVENUE
NEW YORK, U.S.A.

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MANILA
SINGAPORE
TOKYO
OSAKA
HONOLULU
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CALCUTTA
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YOKOHAMA
KANTON
CANTON

江
西
路
一
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MULLER & PHIPPS (CHINA) LTD.

INC. U.S.A.
TELEPHONE 14014-14434
P. O. BOX No. 650

September 1, 1936.

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同
益
洋
行

CODE WORD-AGENTS, BERTIN'S
CABLE ADDRESS-MULPHICO

HONGKONG OFFICE
20 QUEEN'S ROAD C.
P. O. BOX No. 25

ROOMS 848-849-850
HAMILTON HOUSE
SHANGHAI, CHINA.

China Commercial Advertising Agency,
40 Hongkong Road,
Shanghai.

Attention: Mr. C. P. Ling

Dear C. P.:

I wish to offer you my heartiest con-
gratulations on the 10th Anniversary of the
founding of your company. It is now nearly
eleven years since we first met and have done
business together to our mutual satisfaction.
I admire the way you have built up your busi-
ness and the way you have conducted your business
with us.

My very best wishes toward your continued
success.

Yours sincerely,

W. J. Kelly,
President.

WJK-et



GILLETTE INDUSTRIES LIMITED

197-207, CITY ROAD

LONDON, E.C. 1

February 23rd., 1936.

China Commercial Advertising Agency,
40 Hongkong Road,
SHANGHAI.

Attention: Mr. C. P. Ling

Dear Mr. Ling,

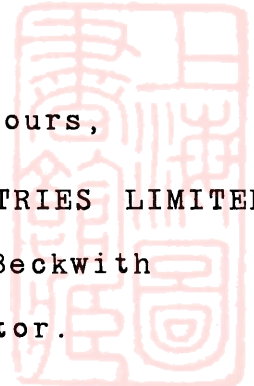
I would thank you for your attention and courtesy and would also take this opportunity of placing on record our appreciation of the work your organisation has done for us during the time you have handled our advertising in China. We extend to you our best wishes for the success which your energy, attention and initiative deserve.

Truly yours,

GILLETTE INDUSTRIES LIMITED

(Sgd.) E. Beckwith

Director.



STANCO INCORPORATED

NEW YORK

C. HOLDEN

Shanghai,
August 31, 1936.

Mr. C. P. Ling, Proprietor,
China Commercial Advertising Agency,
HongKong Road,
Shanghai.

Dear Mr. Ling,
On the occasion of your tenth anniversary, I wish to offer my sincere congratulations. The great success which you have made in business is undoubtedly outstanding in the modern China of to-day and can be attributed entirely to your efforts. It is a pleasure to recall our pleasant business relations over a period of years. I take this opportunity to thank you for the service and attention you have shown us in the past, and to wish you every success in the future.

Yours very truly,



C. Holden.

Far Eastern Representative, Stanco Inc.
New York.



Shanghai,

20th October, 1936.

C.P. Ling, Esq.,
China Commercial Advertising Agency,
Shanghai.

Dear Mr. Ling,

I should like very much to take this opportunity of congratulating you on the occasion of the 10th anniversary of the establishment of the China Commercial Advertising Agency.

Looking retrospectively at the progress of your business it must seem satisfying to you and your able staff that you have succeeded in making such rapid progress in a field that was beset by so many prejudices. The fact that you carry such a large number of accounts, including many that may be termed in common parlance "the cream of the market" is in itself proof of Shanghai's recognition of your leadership.

I sincerely trust that the future will hold in store for you even greater achievements.

Yours sincerely,

Corrye Nielsen



Foreign Branches
 London, England.
 Bombay, E. I. C.
 Hankow, China.
 Harbin, Russia.
 Canton, China.
 Shanghai, China.
 Peking, China.
 Tientsin, China.
 Yokohama, Japan.
 Rangoon, Burma.
 Singapore, Straits.
 Batavia, Java.
 Hongkong, China.
 Rio de Janeiro, Brazil.
 Santiago, Chile.
 Mexico City, Mexico.

With Address
 Enclosed.

Parke, Davis & Company,

Laboratories.

Detroit, U.S.A. Walkerville, Canada. Houston, Tex. Sydney, Australia.
 Rio de Janeiro, Brazil.

Home Office and Laboratories,

Detroit, Mich.

American
 Branches and Depots
 Manila.
 Baltimore.
 Boston.
 Buffalo.
 Chicago.
 Cincinnati.
 Dallas.
 Indianapolis.
 Kansas City.
 Los Angeles.
 Memphis.
 New Orleans.
 New York.
 Philadelphia.
 Pittsburgh.
 San Francisco.
 St. Louis.
 Seattle.

September 1st, 1936.

Shanghai, P. O. Box 760

Laboratory: Tungliang Road, Yangtzepoo

Telephone 53020

Mr. C. P. Ling,
 China Commercial Advertising Agency,
 40 Hongkong Road,
 Shanghai.

My dear Mr. Ling,

On this, the 10th. anniversary of the founding of the China Commercial Advertising Agency, I wish to add a word of sincere congratulations to the many which you have doubtless received, and I know that Mr. Robbins would join with me in offering you his very best wishes if he were in Shanghai at the present time.

In celebrating your tenth anniversary, it must come with no little feeling of justifiable pride the knowledge that you have fulfilled so admirably your motto of "Service and Progress" to those many friends you have made in your business connections. May it be that you will continue to flourish and that the expansion of your Company's operations will be ever-increasing in the long years of prosperity that lie before you.

Accept my very best personal regards today in your celebration and also my assurances of sincere best wishes for our continued association in respect to our very friendly business and personal relations.

Very sincerely yours,

W. J. C. Shoppee
 W. J. C. Shoppee



Recording a Decade of "SERVICE AND PROGRESS" 1926 - 1936



"Service & Progress"

On September 1, 1926, the China Commercial Advertising Agency started its business. As its motto, "Service and Progress" was adopted. Believing that "advertising is the life of trade" and dedicating ourselves to its development, we set our mind to work . . . and to succeed.

To-day, we are happy to see that our efforts in advertising have helped in the promotion of commerce, industry and international fellowship in this cosmopolitan community and throughout China. We take pride in recording the progress in the decade just completed.

SERVICE in advertising was not generally understood at the time we started. "Space-brokers" were numerous, soliciting business mostly on rebates. Trained men in copy and art-work were hard to find. People were not so advertising-minded as they are to-day. Despite prejudices and difficulties, we determined to develop a *Service* based on our intimate knowledge of the market and of the people.

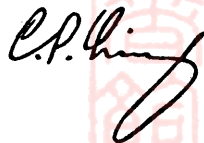
If there is one thing we, of this agency, are proud of, it is our understanding of the Chinese people—and how to make them stop, read, and dig into their pockets to part with their hard-earned money in exchange for merchandise. This understanding—plus genuine creative talent—makes our service valuable.

PROGRESS, as we have experienced, is the natural outcome of every conscientious effort to satisfy the advertiser. Our records for the last 10 years show that we have been successful in securing additional clients each year and in keeping them thoroughly satisfied. In 1926, we had 5 clients and prepared copy for 18 products; to-day, we have 97 clients and prepare copy for 181 products.

In the achievement of our aim, we are glad to take this occasion to thank all our clients for their continued patronage and to acknowledge with grateful appreciation the encouragement and co-operation extended us right through the years by a large number of friends including our associated agencies abroad and the publishers in China.

And, in the furtherance of this *Service*, we shall always be guided by what Emerson, the famous American essayist, once said—

"Progress is the activity of to-day and the assurance of to-morrow."



Proprietor and General Manager

THE CHINA COMMERCIAL ADVERTISING AGENCY

FOREWORD —

Our purpose in publishing this book, "China's Progress in Advertising," is twofold, namely, to commemorate the Tenth Anniversary of the founding of the China Commercial Advertising Agency which has taken an active part in promoting effective and truthful advertising in this part of the world and to record an important mile-stone in the history of the progress of modern advertising in China.

In the early days, ten years back, advertising was not used extensively for sales promotion except by a few foreign importers of patent medicines and cigarettes. The full extent of advertising's economic and social functions was far from being understood and appreciated. Few businessmen would consider an advertising expenditure a sound investment. Many of them were skeptical about this modern method of promoting business. It was difficult to sell them agency service and this type of service was scarce.

However, from insignificant beginnings, when layouts were incomplete, illustrations crude and appeals weak, advertising has made great strides in China during the past decade. It has advanced in various ways. Today, newspapers, magazines and trade journals are full of striking advertisements. Posters, show-cards, tin signs and painted boards are on display everywhere. Handbills, circulars, leaflets and other forms of printed matter make frequent visits to the homes of millions.

China has taken to advertising with a vengeance. Every business, big or small, has come to recognize this vital force. Every manufacturer is keen to draw up an annual budget for this purpose. More technical men in the field are being trained by national advertisers and reputable agencies.

With this progress, there is a remarkable change of attitude on the part of shoppers, or consumers. Nowadays they are more inclined to read advertisements which offer them convenient and

useful information. They begin to realize the social and educational value of modern advertising. As medicine is one of the items heavily advertised in this market for years, the public has been educated to appreciate personal hygiene and sanitation in the home. In this respect, advertising has helped to raise the standard of living in China.

Of course, China has still far to travel in this enormous field before reaching the standard attained by many of the Western nations. But, with the growing interest on the part of both advertisers and consumers and with the changing conditions in this great country, socially, industrially and economically, the future holds out unbounded prospects.

To complete the record, due credit should be given to those early advertisers in China, both foreign and Chinese, for their far-sightedness and pioneering work. The results of their efforts thus far should encourage all of us in the profession to make further studies and research for greater improvements.

C. P. King



FOREIGN TRADE AND ADVERTISING

By Dr. P. W. Kuo

Director, Bureau of Foreign Trade

Advertising as a means of marketing merchandise is not a modern art as it has been used for that purpose since the early days of civilization. In the time of the Caesars, the merchants of Rome, then mistress of the world, called attention to their wares through inscriptions upon the walls of buildings, or by means of placards written by slaves and displayed on bulletin boards erected for the purpose throughout the city. The gladiatorial contests, chariot races and sports of the arena were advertised in this way. The statements are very suggestive of a modern poster.

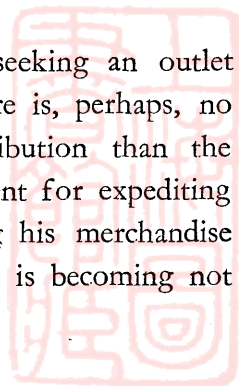
Advertising, a Force in Modern Business

It goes without saying that advertising is a business force, which, through the printed word, sells or helps to sell, builds reputation, and fosters good-will. Its place in trade, be it domestic or foreign, is definitely recognized. In fact, trade and advertising are so interlocked in their functions that we may say that they are inseparable.

There is little difference between an advertisement and a salesman except that the salesman sells by word of mouth and the advertisement by word of type. While the salesman can sell to but one person or small groups of persons at a time, the advertisement can sell to an audience limited only by the circulation of the publication in which it is printed. It is because advertising can quickly and profitably multiply sales—because it is mass selling instead of individual selling—that it has become a strong force in modern business and that the role it plays in trade has proved to be more than significant.

Winning the Public

To a manufacturer of standard merchandise seeking an outlet for his products in markets at home or abroad, there is, perhaps, no more significant development in the field of distribution than the increasing employment of advertising as an instrument for expediting sales of goods. The manufacturer must now bring his merchandise right into the camp of the buyer. A modern buyer is becoming not



only more willing to listen to, but more capable of understanding and appreciating sales arguments. All this tends to create an atmosphere favorable to the seller who is seeking to attract public attention to his merchandise. He wants the public in general, or that limited portion of the public in which he is interested, to know about the commodity he sells and to react in a desired manner toward it. Through advertising he talks to the millions and makes his appeal in the role of a businessman seeking an order.

Advertising, a Blessing to the World

That advertising is a motivating power in furthering trade among nations can hardly be gainsaid. We are becoming more and more appreciative of its contribution to the advancement of international trade. It has made the world a better place to live in by constantly suggesting public improvements. It has created great industries. It has lightened the burden of mankind by introducing labor-saving devices. It has stabilized business, found markets for home-made products in foreign lands, stimulated trade and, above all, aided distribution.

Advertising and Sino - Foreign Trade

To create demand abroad for China products, a Chinese exporter, especially if he is to break virgin soil, must depend on judicious employment of advertising for achieving results. It pains one to reflect how substantial foreign markets for Chinese goods were lost through sheer failure of our exporters to apprehend the place of advertising in a nation's foreign trade. It is encouraging to note, however, that an increasing measure of attention has been devoted to the exercise of this weapon for the capture of China's oversea trade.

Likewise, foreign merchants trading in this country are apt to be satisfied with the business coming to them unsolicited, unaware of the fact that the potentiality of the Chinese market is unlimited. Besides, the arm of advertising has not reached many commodities of trade which need publicity, and indeed there is much to be done in the way of putting the wares on the market by advertising. The volume of business done in this country will, I am sure, increase considerably if advertising is only given a right place in the scheme of merchandising.

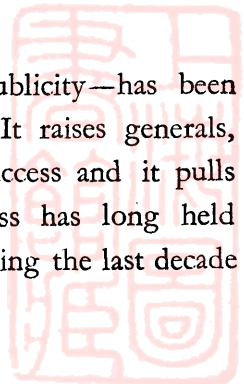
NEWSPAPERS AS AN ADVERTISING MEDIUM IN CHINA

By Hollington K. Tong

The press in China undoubtedly serves as the most effective advertising medium. No substitute has been found to replace it as a channel through which commodities can be quickly carried to the purchasing public. Handbills and posters, to which the Chinese used formerly to resort, are limited in their scope, and at their best, are old-fashioned and out-moded vehicles of publicity. Newer forms of publicity, including billboards, placards, sandwich-men, sky-writing, motion pictures, the stage and even the radio, have their handicaps, their limitation and their shortcomings. The daily newspaper still holds the key to the advertising situation by its ability to carry the advertiser's message to the greatest number of people in the shortest time in the most convincing manner.

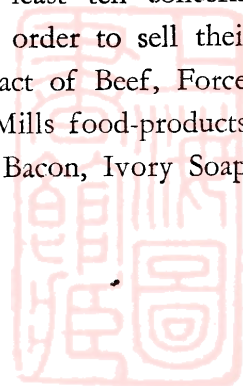
Habit dies hard. The majority of the people who constitute the buying public in China are accustomed to rely on the press for information about various commodities, about sales, notices of new publications, school announcements, automobiles, home necessities, and amusement places. They do not want other mediums to convey such information to them. The large amount of space devoted to advertising in proportion to reading matter is an outstanding feature of the Chinese newspapers, and this is done purely in response to the demand. The most successful daily in Shanghai gives fully two-thirds of its space to advertisements, while its less successful contemporary allots even one-fourth of its space to paid publicity. Confronted with this growing popularity of the newspapers as an advertising medium, newer forms of publicity make little appeal to the masses.

The commodity of newspapers—that of publicity—has been characterized as the most valuable in the world. It raises generals, statesmen, artists and actors to the pinnacle of success and it pulls them down. This aspect of the power of the press has long held the attention of Chinese newspaper publishers. During the last decade



a more modern concept of the utility value of the publicity afforded by newspapers has been accepted by the thinking classes of China. It has now been fully realized that advertising, that is, publicity for business enterprises, is the backbone of the really successful newspaper. Although an important start has been made in the direction of acquiring this essential backbone as the basis of successful journalism, it may as well be frankly confessed that few newspapers in China have yet passed beyond the patent-medicine stage of development concerning their advertising. In this respect, the advertising in Chinese newspapers parallels the development of advertising in the United States of America, which in a peculiar sense may be regarded as the home of modern high-powered publicity for business undertakings. The patent-medicine men in America were the first to appreciate the possibilities of advertising in newspapers as a means of attracting favourable attention to their products by the public. In China, patent medicine dealers during the past three years have been the largest patrons of the press. Cigarette manufacturers used to take second place as buyers of space, but they are now yielding this position to the publishers of books. Automobile companies will eventually be one of the important stand-bys of the daily newspaper in Shanghai. With the growing network of good roads in China, it is to be expected that there will be a considerably greater volume of profitable advertising from this source than there has been in the past.

What is called national advertising, that is, the publicizing of certain industrial products on a national scale, however, is still in its infancy. The national advertising done in China is mainly by the tobacco companies. There is nothing to compare with the efforts made along this line in America by scores of other great industrial houses. As long as 25 years ago, there were at least ten concerns each spending \$750,000 (U. S. currency) a year in order to sell their products. These concerns included Armour's Extract of Beef, Force, Grape Nuts, Gold Dust and Fairy Soap, Ralston Mills food-products, Royal Baking Powder, Sapolio, Swift's Hams and Bacon, Ivory Soap, and Uneda Biscuits.



There is a serious failure to appreciate the value of newspapers in China as a medium of advertising by yet another class of business, that of mercantile establishments. It is true that the department stores of Shanghai, for instance, do advertise in the daily press, but it is more or less spasmodic. Moreover, it is done on a decidedly small scale when compared with what has been accomplished along that line in American cities. As early as 1909, Hamilton Holt in his book on Commercialism and Journalism stated that \$4,000,000 (U.S.) was spent annually by twenty large department stores in New York City. In Chicago, he related, one large department store appropriated \$500,000 (U. S.) a year for publicity in order to sell \$15,000,000 worth of merchandise. But today these figures have been trebled or even quadrupled. Looking at the question from the standpoint of the material interests of the daily newspapers of Shanghai, it would, indeed, be a great blessing if an up-to-date American department store were to be established in Shanghai. The monetary benefits to local journalism should be, it is thought, comparable to those of the London dailies after the invasion of the British metropolis by the famous American department store of Selfridge years ago.

Very few human endeavors in China during the last half century have attained in a commercial sense such rapid success as the Chinese press. Fifty years ago, the newspapers in Shanghai were read by a few hundred persons. But today, at least two of them each enjoy a daily circulation of more than 150,000 copies. Their annual advertising receipts have grown in the same proportion. Some of the Chinese newspapers take in more than \$1,500,000 a year in advertising. It is conservatively estimated that more than \$10,000,000 annually are being spent by various firms on newspaper advertising in this city alone. But this is a small figure when it is compared with what is expended on advertising with the dailies, weeklies and monthlies in America and Europe. Great Britain and Ireland lay out £50,000,000 a year in advertising, while an equal amount is expended by the countries of western and central Europe. Coming to the colossus in advertising in North America, the United States and Canada at present spend no less than one billion dollars (U.S.) annually.

There are three factors which will make the newspapers in China a more effective medium for advertising in the near future. First and foremost, is that of literacy. An increase in the number of persons who can read will result in a larger newspaper reading public, thereby automatically enhancing the publicity value of the press. A second important factor is the development of native industry. Since China has attained her tariff autonomy, there has already been considerable growth in this direction and the future may confidently be expected to yield even greater results. The third factor, and the one from which the greatest immediate results can be expected, is that of the advertising agents and agencies. Through their skill and mastery of the technique of advertising they can make advertising "pay," and that is one argument which is as well understood in China as in America or any other country. Too much emphasis cannot be laid upon the service rendered by the modern advertising agency as a means not only of contributing to the development of domestic industry, but also of promoting the newspaper publishing business.

Shopping News

*Read and Believed in
By Women in China.*

Because it's the only publication in China whose advertising policy is based upon that of Good Housekeeping Magazine.

Because it's the only publication in China which keeps abreast of Fashions, Food and Feminine News and offers its readers personal service in solving their individual problems.

Because it's the only publication in China providing its advertisers with effective distribution facilities for samples or literature, free of charge.

Audited average circulation
over 6200 copies weekly.
60% Foreign 40% Chinese

PUBLISHERS
INTERNATIONAL AGENCIES INC.
Shanghai - China

Readers of *The China Weekly Review* are to be found in every province of China.

The reason for this is that *The Review* publishes every week a complete summary of news developments together with editorial comment and articles by leading Chinese and foreign writers.

For nineteen years the number of readers of *The Review* has steadily increased. If you are not familiar with *The Review* send for a sample copy. Subscription rates: \$12 a year within China or U.S. \$8 if mailed to addresses outside of China.

It's the most widely quoted Journal in the Far East!

CHINA WEEKLY REVIEW

160 Ave. Edward VII
Shanghai

Enclosed please find \$12.00 or U.S.\$8.00 for which please send me a full year's subscription to *The China Weekly Review*.

Name.....

Address.....

THE CHINA WEEKLY REVIEW

J. B. Powell—*Editor and Publisher*
160 Avenue Edward VII
Shanghai

THE MERCHANT'S ADVERTISING PROBLEM

By L. C. Diespecker

Mustard & Co., Ltd.

For a merchant to obtain a wide distribution and place stocks with dealers throughout China is not easy on account of the country being split up into a number of markets which have little or no natural connection with each other, but having obtained a distribution the real difficulty of creating a demand for the goods through advertising is found to be a much more serious problem.

Assuming that Shanghai is selected as the headquarters, it is natural that the first thought is the Shanghai press as the principal advertising medium, but when the matter has been studied and analysed it is found not to be as simple as it appears. The Shanghai publications consist of Chinese, English, French, German, Japanese and Russian language dailies, and also periodicals, yet not one of these journals reach the entire community, and no publication has an effective nation-wide circulation. While it is true that some of the foreign language dailies are read by a fairly large number of Chinese subscribers, their circulation is comparatively small. On the other hand, while the principal Chinese dailies have a larger circulation, it is safe to say that their subscribers are confined almost entirely to Chinese.

The circulation of the foremost Chinese dailies is insignificant in comparison with European and American newspapers, and although they have a circulation of some forty percent outside Shanghai, their advertising value except in the immediate vicinity of Shanghai diminishes to a certain extent away from the metropolis. The largest single circulation is around 150,000 daily.

The slow communications and vast distances in China are the principal reason why there are no newspapers with a really large nation-wide circulation and naturally under these circumstances each city of any size has its own local newspapers. The larger cities such as Tientsin, Peiping and Hankow with international populations follow

the lead of Shanghai and also publish dailies in several languages—Chinese, English, Japanese or Russian.

Shanghai with a population of about 3,500,000 has 36 newspapers with a circulation of roughly 879,100 daily. Tientsin with a population of 1,348,905 has 21 dailies with a circulation of about 415,480.

The circulation of newspapers in China (excluding Manchuria) and Hongkong is given in the *China Publishers Directory** as 1,602,316 in the Chinese language and 86,777 in various foreign languages, as shown below:—

Number of Newspapers	Language	Number of Cities	Reported Circulation	Average Circulation
301	Chinese	77	1,602,316	5341
24	Foreign	8	86,777	3580

The approximate cost of an advertisement 4" x 5" for one insertion in these 325 dailies throughout China would be Ch. \$2,742.50 (U. S. \$825.50).

It is stated by some publishers that the country people often pass a newspaper round to a number of readers, so that the actual number of readers is greater than the subscribed-for circulation. This is probably true but it is counteracted to a small extent by those who subscribe to more than one newspaper. It would appear that to reach a reasonable number of China's 450 million population cannot be accomplished by means of the daily newspapers with their circulation of less than one and three-quarter million.

A study of the periodicals reveals a very similar situation. There are some 120 weekly and monthly magazines of importance which claim a total circulation of two million, the largest single circulation being some 40,000 copies. Many of these publications overlap in their subscribers and it would appear that they circulate mostly to the better class who are also subscribers of newspapers.

*Published by China Commercial Advertising Agency.

The advertising cost in these magazines is on the average greater than in newspapers and while it is true that some of them do have a circulation outside of the city of publication, very few have a nation-wide distribution.

It will be seen therefore that it is difficult to obtain wide advertising coverage in anything but a small section of China's publications without an enormous advertising budget, and the ideal advertising medium — a publication with a large nation-wide circulation — from the advertising point of view is lacking.

Efforts have been made by some of the leading dailies to increase their circulation, but their circulation figures show practically no change over a period of some years. There appears to be a very fine opportunity to build up considerably increased circulations, which of course would go a long way toward solving the advertisers' problems.

The ideal solution of course would be to produce a cheap periodical within the reach of the masses of an educational type but containing articles of sufficient interest to create a demand that would bring the circulation to several millions. Such a periodical would have the whole-hearted support of advertisers of all nationalities but until such a publication is produced or the circulation of some of the present dailies or periodicals is very considerably increased, the advertiser must be content to do the best with the publications at present available.

The steady increase of literacy among the masses, rapid progress of modern means of communication throughout the country, and the recent wave of publishing activity, augur well for the future of the press in China, and if some of the leading publishers will direct their efforts in the direction of nation-wide circulation, it will help to solve the advertisers' most pressing problem.



DESERVED SUCCESS*

One room, one typewriter, one coolie, \$1,000 capital, boundless energy, complete personal integrity, and a determination to “play the game” in all respects; those were the assets with which Mr. C. P. Ling started his China Commercial Advertising Agency ten years ago today.

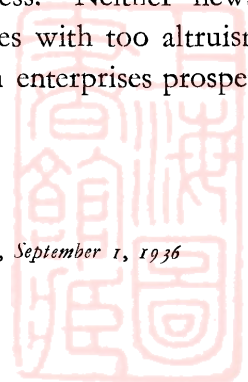
The anniversary of a decade of hard work has left Mr. Ling with all the personal assets he had at the start, ripened and mellowed by experience, plus an organization grown to include a staff of sixty persons and handling a half million dollars worth of advertising business each year.

Those who know Mr. Ling—and it may be added that all who know him like and respect him—not only regard him as an outstanding advertising expert but as a man whose personal qualities still stand as more important in his now-great enterprise than any number of other more concrete and tangible externals of success.

Advertising in China has progressed greatly during the decade through which the China Commercial Advertising Agency has lived and grown; this agency, and the man behind it, have played a vital part in promoting such progress. Far more generally than ever before it is realized that advertising itself flourishes only on a basis of truth and honesty, and that the agency which promotes such an attitude and manifests it in the agency’s own dealings will flourish like the advertising which it handles. For this, Mr. Ling and his agency may well claim a large measure of credit.

We join with the other numerous friends of Mr. Ling and the China Commercial Advertising Agency in congratulating them and in wishing them the traditional long life and happiness. Neither newspapers nor the general public may credit themselves with too altruism and benevolence in hoping that such men and such enterprises prosper, for their interest is the interest of all.

* An Editorial reproduced from the “Shanghai Evening Post & Mercury”, September 1, 1936



CATCHY SLOGANS, AMBITION CARRY C. P. LING TO SUCCESS*

**China Commercial Advertising Agency Head
Today Celebrating 10th Birthday of Founding
Firm; Growth Outstanding**

By Woo Kyatang

Ten years ago a young man with an American-trained knack of mixing words together to produce catchy slogans and an irrepressible ambition to make his countrymen advertising conscious, announced to his Shanghai friends that he was opening an advertising agency.

This man was Mr. C. P. Ling, proprietor and General Manager of the China Commercial Advertising Agency, which is today celebrating its decade of service.

With an assistant and a one-room office, Mr. Ling proceeded to try out his idea. His first customer was Mr. Charles Raven, proprietor of the Bakerite Company and operator of the Chocolate Shop. The young advertising man, determined to make a success of his trade, labored alone over copy, layouts and proof-reading.

A year later, with what seemed to be superhuman efforts, he got his second account, that of the Ford Motor Company, Exports, Inc. It was Mr. Ling's task to create a market for the old Model T Fords.

Outstanding in Field

Today, through his untiring efforts and his superior knowledge of the Chinese market and the Chinese people, Mr. Ling ranks as one of China's most outstanding advertising men. The layouts and the advertising material prepared by his firm help to make the name of 181 products the household word of the Chinese community. The motto he chose 10 years ago, "Service and Progress," is today realized in actual everyday work done by The China Commercial Advertising Agency for its 97 clients.

*Reproduced from "The China Press," September 1, 1936.

Mr. Ling was well qualified to start China's first modern advertising agency. In 1910, after receiving his schooling in native city at Foochow he took an Imperial Examination for the Boxer Indemnity students. He was called upon to expound on the subject, "The Table" in his examination essay. Mr. Ling's advertising ability was perhaps even apparent at that time when he convinced the examiners on the superiority of his table, and won a place for a six-year course at the Tsing Hua University. After graduating from the Government school at Peiping, Mr. Ling was sent as the first Chinese student to the Rochester University, from where he graduated with a B.A. degree and the honor of being elected to the Phi Beta Kappa, highest scholastic honor society in the United States.

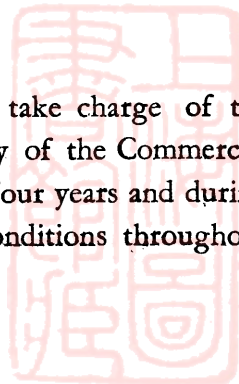
After receiving his M.A. degree in 1919 from Columbia University, he joined the School of Business at Columbia and New York University specializing in courses in advertising. It was at this time that Mr. Ling decided to take up advertising as a career.

Active in C.I.F.R.C. Work

It was at this time, too, that the young student was active in the work of the China International Famine Relief Committee in which work he came in contact with such men as Herbert Hoover, President Harding, and H. G. Wells. Through these meetings and while campaigning for relief funds, he began to acquire a knowledge of human nature which was necessary for success in the advertising business.

While in the United States Mr. Ling was greatly impressed by the high pressure methods used by the American Government in floating bond issues. The general advance of advertising at that period, too, served as an incentive to him to pursue his studies of advertising, and he became determined that he would lead the way in this particular field in his native land.

In 1922, Mr. Ling returned to China to take charge of the now defunct China Publicity Company, a subsidiary of the Commercial Press. He was connected with this company for four years and during this time he gained a thorough knowledge of conditions throughout



China, especially of the outports. This knowledge was invaluable to him when he began his own business in 1926.

Mr. Ling married Miss Annie Ying Tong of St. Mary's Hall in 1928. They have five children. Mr. Ling is well known in Shanghai social circles and is a member of the Shanghai Bankers' Club, the American University Club, Pan-Pacific Association, Royal Asiatic Society, International Recreation Club, Chinese Jockey Club, T. H. Alumni Club, and others.



LIST OF C.C.A.A. CLIENTS (CHINA)

- Aluminium Union, Limited,
2 Peking Road, Shanghai.
- American Drug Company,
226 Nanking Road, Shanghai.
- Andersen, Meyer & Co., Ltd.,
43 Yuen Ming Yuen Road, Shanghai.
- Aquarius Company, The
53 Foochow Road, Shanghai.
- Bakerite Co., Fed. Inc., U. S. A.
1432 Sinza Road, Shanghai.
- Begg, T. D. & Co.,
133 Yuen Ming Yuen Road, Shanghai.
- Bills Motors, Fed. Inc., U. S. A.
*Cr. Av. Foch & Rte. Cardinal Mercier,
Shanghai.*
- Caldbeck, Macgregor & Co., Ltd.,
53 Foochow Road, Shanghai.
- Carlowitz & Company,
670 Szechuen Road, Shanghai.
- China State Bank Ltd.,
Cr. Honan & Peking Roads, Shanghai.
- Chinese Gov. Radio Administration,
Sassoon House, Shanghai.
- Chinese Jockey Club of Shanghai,
770 Bubbling Well Road, Shanghai.
- Chocolate Shop, The
221 Nanking Road, Shanghai.
- Confederation Life Association,
51 Canton Road, Shanghai.
- Connell Bros. Co., Ltd.,
Room 104, 149 Szechuen Road, Shanghai.
- Crownchina Co., Inc.,
113 Kiukiang Road, Shanghai.
- Dixon & Son, Ltd., H. C.
Lane 126, 10 Szechuen Road, Shanghai.
- Dodge & Seymour (China) Ltd.,
51 Canton Road, Shanghai.
- Dodwell & Co., Ltd.,
17 Canton Road, Shanghai.
- Eagle Drug Co., The
639 Szechuen Road, Shanghai.
- Electro-Diathermy Mfg. Co., The
97 Jinkee Road, Shanghai.
- Ford Motor Co., Exports, Inc.,
Room 244, Hamilton House, Shanghai.
- Gallop & Co., Fed. Inc., U. S. A.
320 Szechuen Road, Shanghai.
- Geddes Trading & Dairy Farm Co., Ltd.
61 Yuen Ming Yuen Road, Shanghai.
- Getz Bros. & Co.,
66 Nanking Road, Shanghai.
- Goodrich Company, The B. F.,
670 Szechuen Road, Shanghai.
- Harvie, Cooke & Co., Ltd.,
659 Szechuen Road, Shanghai.

LIST OF C.C.A. A. CLIENTS
(CHINA)—*Continued*

Health Protection Institute,
Cr. Moulmein Road & Av. Foch,
Shanghai.

Hill Insurance Agency, K. B.,
51 Canton Road, Shanghai.

Hodges, H. M.,
119 H. & S. Bank Building, 12 The Bund,
Shanghai.

Jardine, Matheson & Co., Ltd.,
27 The Bund, Shanghai.

Jimmy's Restaurant,
Nanking Road, Shanghai.

Knipschildt & Eskelund,
220 Szechuen Road, Shanghai.

Lido Ballroom, Restaurant, Garden,
Swimming Pool,
Corner Medhurst & Avenue Road, Shanghai.

Muller & Phipps (China) Ltd.,
348 Hamilton House, Shanghai.

Mustard & Co., Ltd.,
161 Museum Road, Shanghai.

National Carbon Co., Inc.,
Room 508, 2 Peking Road, Shanghai.

National State Lottery Administration,
183-189 Av. Edward VII, Shanghai.

Oriental Paint, Colour & Varnish Co.,
Ltd.,
The Bund, Shanghai.

Oriental Trading Co., Ltd.,
367 Kiangse Road, Shanghai.

Overzeesche Kali Export Mij., N. V.,
220 Szechuen Road, Shanghai.

Park Hotel,
Cr. Park & Bubbling Well Roads,
Shanghai.

Parke, Davis & Co.,
43 Yuen Ming Yuen Road, Shanghai.

Philco Sales Corp.,
709 Bubbling Well Road, Shanghai.

RCA Victor Co., of China,
China State Bank Building,
Cr. Honan & Peking Roads, Shanghai.

Reuter, Brockelmann & Co.,
452 Kiangse Road, Shanghai.

Shanghai Power Company,
181 Nanking Road, Shanghai.

Sun Co. (Shanghai) Ltd., The,
Nanking Road, Shanghai.

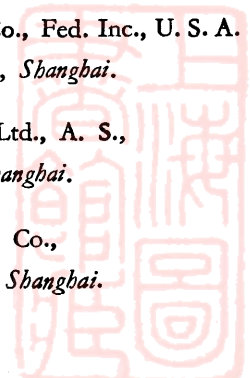
Sun Ya Cantonese Restaurant,
719 Nanking Road, Shanghai.

Wang Yue Tai Tea Co.,
197 Av. Foch, Shanghai.

Warner-Hudnut Co., Fed. Inc., U. S. A.
668 Szechuen Road, Shanghai.

Watson, & Co., Ltd., A. S.,
Nanking Road, Shanghai.

Wilhelm Maier & Co.,
264 Kiangse Road, Shanghai.



LIST OF C.C.A.A. CLIENTS (ABROAD)

Albersheim, Dr. M.,
Lutzowstrasse 15-17,
Frankfurt, A. M., Germany.

Aluminium Union Limited,
Bush House, Aldwych,
London, W. C. 2, England.

American Safety Razor Corporation,
Brooklyn, New York, N.Y., U. S. A.

Bauer & Black,
U. S. A.

Borden Company, The
350 Madison Ave.,
New York City, U. S. A.

California Home Conserving Co.,
U. S. A.

Carter Medicine Company,
New York, N.Y., U. S. A.

Chesebrough Manufacturing Co.,
U. S. A.

Creme Simon S. A.,
59 Rue du Faubourg-St-Martin,
Paris, France.

Daggett & Ramsdell,
2 Park Avenue,
New York, N.Y., U. S. A.

Eno Ltd., J. C.,
160 Piccadilly,
London, W. 1, England.

Erasmic Perfumers, Ltd.,
London, England.

General Foods Corporation,
New York, N.Y., U. S. A.

Gibbs Ltd., D. & W.,
City Soap Works,
Wapping, London, E. 1, England.

Gillette Industries Limited,
197-207 City Road,
London, E. C. 1, England.

Goedecke & Co.,
Berlin, Germany.

Gollin & Co. Pty. Ltd.,
44-50 Clarence Street,
Sydney, Australia.

Griffiths Hughes Ltd., E.,
Adelphi, Salford,
Manchester, England.

Guenther Wagner,
Hanover, Germany.

Health Products Co.,
U. S. A.

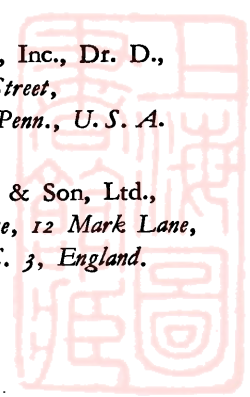
Heinz Company, H. J.,
U. S. A.

Horlick's Malted Milk Co., Ltd.,
Slough, Buckinghamshire, England.

Huntley & Palmers, Ltd.,
Reading, England.

Jayne & Son, Inc., Dr. D.,
No. 2 Vine Street,
Philadelphia, Penn., U. S. A.

John Walker & Son, Ltd.,
Dunster House, 12 Mark Lane,
London, E. C. 3, England.



LIST OF C.C.A.A. CLIENTS (ABROAD)—*Continued*

Julius Kayser & Company
U. S. A.

Knox Company, The,
*811 West Seventh Street,
Los Angeles, Calif., U. S. A.*

Lambert Pharmacal Co.,
*930 Newark Ave.,
Jersey City, N. Y., U. S. A.*

Lanman & Kemp,
U. S. A.

Mead, Johnson & Co.,
U. S. A.

Monsanto Chemical Works,
St. Louis, U. S. A.

Morison, Son & Jones Ltd., J. L.,
*City-Gate House, Finsbury Square,
London, E. C. 2, England.*

Murine Company, Inc., The,
*State & Ohio Sts.,
Chicago, Ill., U. S. A.*

Nicholas Pty. Ltd.,
*10 City Road,
South Melbourne, Australia.*

Northam Warren Sales Company, Inc.
*191 Hudson Street,
New York, N. Y., U. S. A.*

Northern Paper Mills
U. S. A.

Parker Pen Company, The,
*Janesville, Wisconsin,
U. S. A.*

Pears Soap Co.,
England.

Quaker Oats Co., The,
*141 W. Jackson Boulevard,
Chicago, Ill., U. S. A.*

Richard Hudnut,
New York, N.Y., U. S. A.

Roger & Gallet,
Paris, France.

Stanco, Inc.,
Bayway, New Jersey, U. S. A.

Sterling Products Export Inc.
U. S. A.

Sydney Ross Company, The,
*120 Astor Street,
Newark, N. J., U. S. A.*

Tyler Bros. (Eastern) Ltd.,
*Africa House, 44-46 Leadenhall Street,
London, E. C. 3, England.*

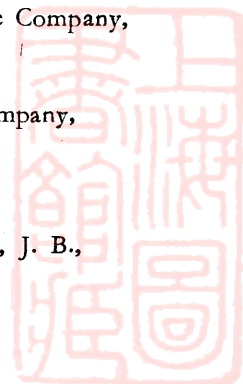
Valie & Cie,
France.

Vince Laboratories, Inc.,
*113 West 18th Street,
New York, N.Y., U. S. A.*

Welch Grape Juice Company,
U. S. A.

Western Clock Company,
*La Salle, Illinois,
U. S. A.*

Williams Company, J. B.,
U. S. A.



ADVERTISING AGENCIES

C.C.A.A. Associates Abroad

Ayer & Son, Inc., N. W.,
Washington Square,
Philadelphia, Penn., U. S. A.

Browne, Ltd., T. B.,
551 Fifth Ave.,
New York City, U. S. A.

Colonnade Advertising Agency,
430 Lafayette Street,
New York City, U. S. A.

Dorland International, Inc.,
RCA Building, Rockefeller Center,
New York City, U.S.A.

Mar Azn, N. V. A. de la,
Postweg Noord 53, Batavia-Centrum,
Netherlands East Indies.

Masters Limited.
P. O. Box 383, Singapore, S.S.

Mitchell & Co., C.,
Mitchell House, 1 & 2 Snow Hill,
London, E. C. I., England.

National Advertising Service,
Exchange Building, Ballard Estate,
Sprott Road, Bombay, India.

National Export Advertising Service, Inc.
Chrysler Building,
New York City, U. S. A.

United Publicity & Adv. Co., Ltd.,
Queen's Road Central,
Hongkong.

Warin Studios,
Union Building,
Singapore, S.S.



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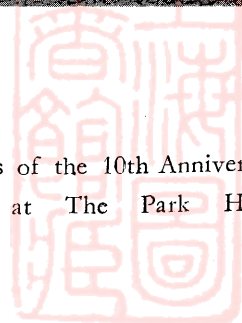
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Shanghai — Hongkong — Tientsin

正廣和公司獨家經理



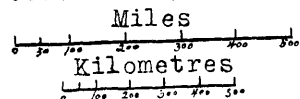
Some Reminiscences of the 10th Anniversary
Celebration Party at The Park Hotel,
September 1, 1936.



C.C.A.A. SERVICE COVERS THE MAP OF CHINA

(as indicated by red dots)

Scale 1:18,000,000



PRINCIPAL CITIES

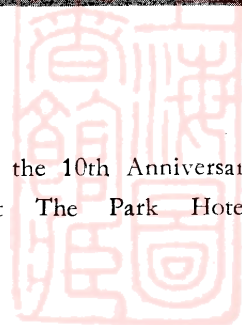
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|--------------------------|---------------|------------------|--------------|-------------|
| Anhwei Province | 1. Anking | 2. Suanchen | 3. Fenghwang | 4. Hengyang |
| | 5. Pengpu | 6. Wuhu | 7. Taoyuan | 8. Siangtan |
| Chahar Province | 1. Kalgan | | | |
| Chekiang Province | 1. Chuki | 2. Hangchow | 3. Fengwa | 4. Huchow |
| | 5. Hwangyen | 6. Kashing | 7. Lanchi | 8. Ningpo |
| | 9. Pinghu | 10. Shangyu | | |
| Chinghai | 1. Sining | | | |
| Fukien Province | 1. Amoy | 2. Chuanchow | | |
| | 3. Foochow | 4. Sienyau | | |
| Honan Province | 1. Chengchow | 2. Fukow | | |
| | 3. Kaifeng | 4. Lanfeng | | |
| | 5. Loyang | 6. Menghsien | | |
| | 7. Weisze | | | |
| Hopei Province | 1. Peiping | 2. Taming | | |
| | 3. Tientsin | | | |
| Hunan Province | 1. Changsna | 2. Changteh | | |
| | 3. Fenghwang | 4. Hengyang | | |
| | 5. Lihsien | 6. Siangtan | | |
| | 7. Taoyuan | | | |
| Hupsh Province | 1. Hankow | 2. Ichang | | |
| | 3. Shasi | 4. Wuchang | | |
| Jehol Province | 1. Chengteh | | | |
| Kansu Province | 1. Lanchow | 2. Pingliang | | |
| | 3. Tianshui | 4. Tsuiuchuan | | |
| Kiangsi Province | 1. Kiukiang | 2. Nanchang | | |
| Kwangsi Province | 1. Changchow | 2. Changshu | | |
| | 3. Chinkiang | 4. Haimen | | |
| | 5. Hingwa | 6. Hsuechow | | |
| | 7. Kiangying | 8. Nanking | | |
| | 9. Nantung | 10. Pukow | | |
| | 11. Shangbai | 12. Siaohsien | | |
| | 13. Soochow | 14. Suohien | | |
| | 15. Sungkiang | 16. Tsingkiangpu | | |
| | 17. Tungtai | 18. Wukiang | | |
| | 19. Wusih | 20. Yangchow | | |
| | 21. Yencheng | | | |

PRINCIPAL CITIES

- | | | |
|---------------------------|-------------------------|---------------|
| Kwangsi Province | 1. Kweilin | 2. Nanning |
| | 3. Wuchow | |
| Kwangtung Province | 1. Canton | 2. Liuchow |
| | 3. Chungshan | 4. Fatshan |
| | 5. Hokshan | 6. Meih sien |
| | 7. Sunwei | 8. Swatow |
| | 9. Taishan | 10. Hoihow |
| | 11. Hongkong | 12. Macao |
| Kweichow Province | 1. Chihshui | 2. Kweiyang |
| Manchuria | (A) Liaoning: 1. Dairen | |
| | 2. Mukden | |
| | (B) Kirin: 1. Changchun | |
| | 2. Harbin | 3. Kirin |
| | (C) Heilungkiang: | |
| | 1. Tsitsihar | |
| Mongolia | 1. Urga | |
| Ninghsia Province | 1. Ninghsia | |
| Shansi Province | 1. Luan | 2. Taiku |
| | 3. Taiyuan | |
| Shantung Province | 1. Chefoo | 2. Tsaohsien |
| | 3. Tsinan | 4. Tsingcheng |
| | 5. Tsingtao | |
| Shensi Province | 1. Sian | |
| Sikang | 1. Kangting | |
| Sinkiang | 1. Tihwa | |
| Suiyuan Province | 1. Kweisui | 2. Paotow |
| Szechwan Province | 1. Chengtu | 2. Chungking |
| | 3. Hsinfan | 4. Pengan |
| | 5. Santai | 6. Taohu |
| | 7. Tienkiang | 8. Wenhsien |
| Tibet | 1. Lhasa | 2. Shigatse |
| Yunnan Province | 1. Kunming | |

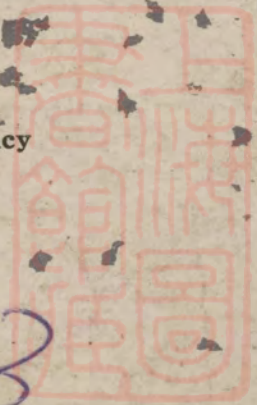


More Reminiscences of the 10th Anniversary
Celebration Party at The Park Hotel,
September 1, 1936.



CHINA'S PROGRESS
IN
ADVERTISING

Published by
China Commercial Advertising Agency
40 Hongkong Road
Shanghai, China
1936



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