

-1 SEP. 1936

97

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.

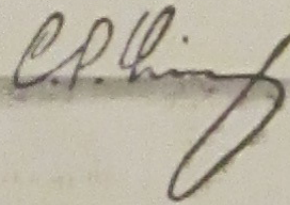
If there is one thing we, of this agency, are proud of, it is our understanding of the Chinese people—and how to make them stop, read, and dig into their pockets to part with their hard-earned money in exchange for merchandise. This understanding—plus genuine creative talent—makes our service valuable.

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



華商廣告公司 慶祝十周年紀念

本埠香港路華商廣告公司、
創立於十五年秋、至本日(九

林振彬君



月一日)適為十周年之期、溯該公司成立伊始、規模本不甚大、客戶祇有數家、廣告品尚不足二十種、嗣因創辦人兼總經理林振彬君(見圖)經營有方、營業逐年推進、截至目前為止、華商客戶共有九十七家、廣告品增至一百八十一種、國外如美國費城紐約、英京倫敦、以及法德諸國、均有特約之廣告機關聯絡合作、至於中外報章雜誌有往來者、範圍遍於全國、遠及南洋、不下三百家、廣告品上自重工業之汽車電氣、下及家庭食品藥品、均切合吾國市場需要、有裨於人生日用、公司內部組織、分製約、撰譯、美術製版、印刷等部、各置專家主持其事、現有自司川餘人、此外並附設實業印刷公司、專營一切彩色印刷、廠址在開北東寶興路、今日該公司為慶祝十周年紀念起見、特假座國際大飯店慶天廳、宴請本外埠中西出版界及華洋客戶、因人數過多、地位不敷、改分中晚兩次款待、屆時航郵交錯、定有一番盛況、

Catchy Slogans, Ambition SEP 1936 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 lay-outs 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.

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"

Advertising Expert



Mr. C. P. Ling, General Manager and founder of the China Commercial Advertising Agency, which is today celebrating its tenth birthday.—Bann's Studio photo.

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 Ting 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.



99

NOTICE

We have pleasure in announcing to all advertisers that we have to-day been appointed sole agents for advertising on all Buses operated by the China General Omnibus Co., Ltd.

China Commercial Advertising Agency,
40 Hongkong Road, Shanghai

C. P. LING,
General Manager.

August 1, 1938.

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复制专用章

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年 月 日

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#25

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

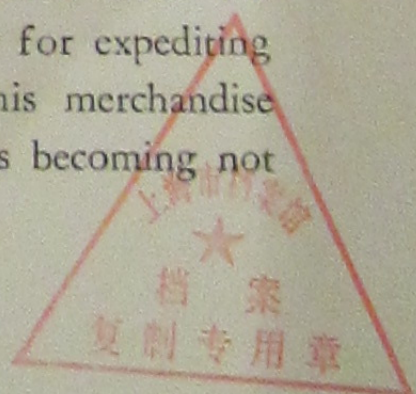
It goes without saying that advertising is a business force, which, through the printed word, sells or helps to sell, builds reputation, and fosters good-will. Its place in trade, be it domestic or foreign, is definitely recognized. In fact, trade and advertising are so interlocked in their functions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

Oral / Fair
Schelle cable
Rapid /
(Ruse)
Individuel

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.

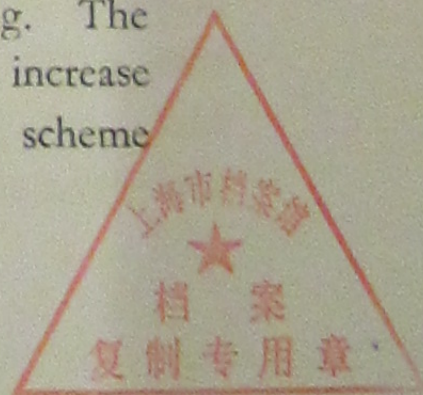
Advertising, a Blessing to the World

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.



6

NEWSPAPERS AS AN ADVERTISING MEDIUM IN CHINA

By Hollington K. Tong

Hierarchy

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.

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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.

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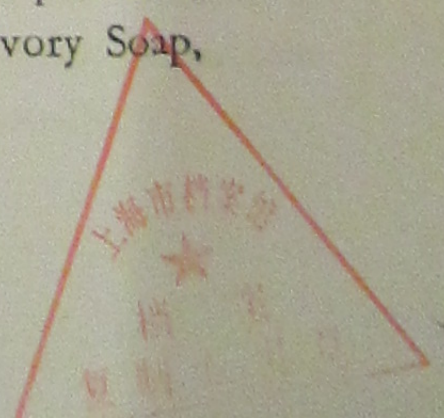
The commodity of newspapers—that of publicity—has been characterized as the most valuable in the world. It raises generals, statesmen, artists and actors to the pinnacle of success and it pulls them down. This aspect of the power of the press has long held the attention of Chinese newspaper publishers.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

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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.

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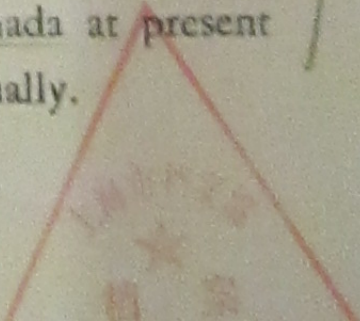
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to 150 000
(1920)

SHANGHAI

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Wet



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.

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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!

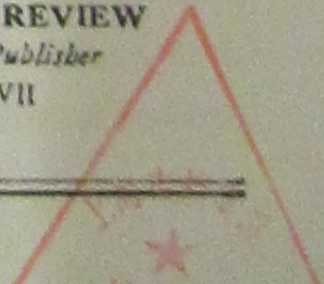
CHINA WEEKLY REVIEW
 160 Ave. Edward VII
 Shanghai

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



28

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.

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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.

higher level

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.

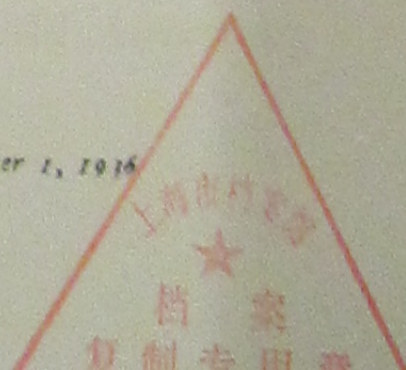
* An Editorial reproduced from the "Shanghai Evening Post & Mercury", September 1, 1916


My Holys
Adaptation

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\$ 50.00/100

1926-1936

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P4



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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.

15

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.



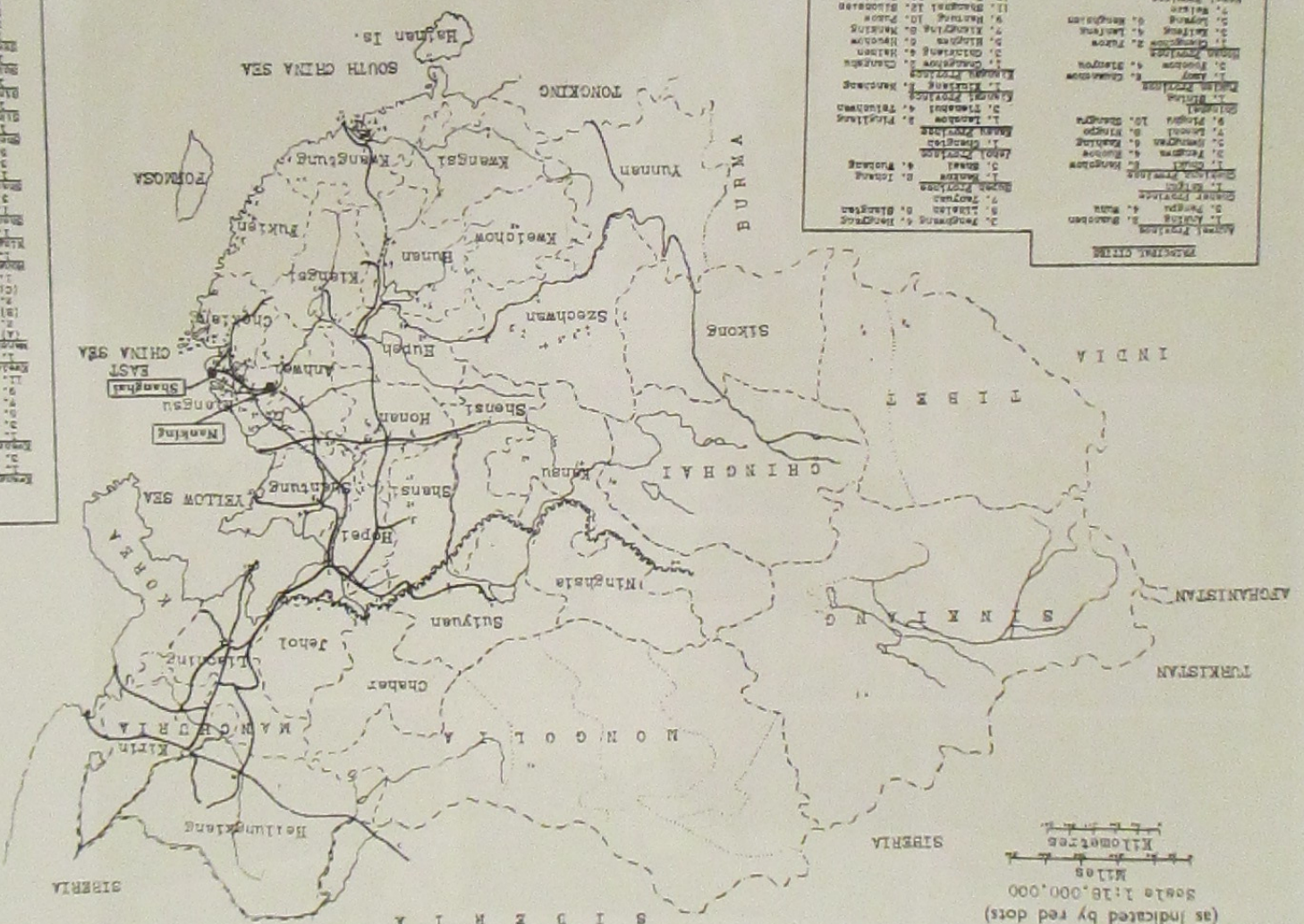
Some Reminiscences of the 10th Anniversary
 Celebration Party at The Park Hotel,
 September 1, 1936.





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

(as indicated by red dots)
Scale 1:18,000,000
Miles
Kilometers



PROVINCIAL CENTERS

1. Anhui	11. Hunan
2. Beijing	12. Jiangsu
3. Canton	13. Kiangsi
4. Chekiang	14. Kwangtung
5. Chongqing	15. Manchuria
6. Fokien	16. Szechwan
7. Gansu	17. Yunnan
8. Honan	18. Sinkiang
9. Hopei	19. Tibet
10. Kweichow	20. Sinkiang
21. Sinkiang	22. Sinkiang

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9. Hopei	19. Tibet
10. Kweichow	20. Sinkiang
21. Sinkiang	22. Sinkiang



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



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.



15

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.

33

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.,
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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.



3A

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H. Uyeda, advt. repr.

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