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ADVERTISING MEDIA AND METHODS

Supplementing Report Dated June 15, 1927. # 252227

From Edwin S. Cunningham,
Shanghai, China.

American Consul General.

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ADVERTISING MEDIA AND METHODS

Supplementing a report of June 15, 1927, from this Consulate General on advertising media and methods in the Shanghai consular district, this office hereby forwards the following information on advertising agencies in Shanghai which appears in the October 8, 1927, issue of The Chinese Economic Bulletin, published by the Chinese Government Bureau of Economic Information.

(All money designations in this article are in Chinese dollars, the value of which is approximately U. S. 45 cents.)

ADVERTISING AGENCIES IN SHANGHAI

With the growth of modern business in China, bill-board advertising is becoming increasingly important. Our investigation shows that there are throughout China 279 bill-boards of large sizes and 3,840 of small sizes, not including the 5,000 claimed by one Chinese advertising agency in Shanghai.

The large bill-boards vary in size between 10' x 30' and 10' x 20' and the small measure between 5' x 6' and 30" x 40". The rentals for large bill-boards leased out by Chinese and French agencies vary from \$25 to \$50 per month, while the rate for those leased by an American agency is \$40 per month. The rental for the small sized bill-boards, namely, 30" x 40" is \$0.50 per month with the Chinese and French agencies and \$5.00 per annum with the American agency. There is no fixed rental for bill-boards of 5' x 6'.

The number of bill-boards is distributed as follows according to the nationalities of the agencies:-

	Chinese	French	American
Big sized	139	100	40
Small sized	340		3,500

The number of better known advertising agencies in Shanghai is put at 12, of which 10 are Chinese, 1 French, and 1 American. Of the 10 Chinese agencies, only two handle bill-board advertising. Besides these

12 there are others such as Wei Hua, Ta Sheng, Wei Hsin, Pai Ch'ien, Sheng Hua, I Lun, and Kuo Wen. Information regarding these agencies, however, is unavailable.

The following is a list of 12 prominent advertising companies in Shanghai:-

1. Oriental Advertising Company (French):
Address, 115 Avenue Edward VII; Manager, B. Rozenbum; Specialty, board advertising; Size of Standard Board, 10' x 20' and 11' x 22'; Rent 100 pieces, \$25-45 per month, each.
2. The China Advertising Service, Inc. (Chinese):
Address, 36 Jinkee Road; Manager, Yeh T'ing-pai; Specialty, English and Chinese magazine, newspaper, and handbill advertising.
3. Shang Yeh Advertising Agency (Chinese):
Address, D267 Shantung Road; Manager, C. W. Yao; Specialty, newspaper advertising.
4. I-Tai Advertising Agency (Chinese):
Manager, C. W. Yao; Address, D267 Shantung Road.
5. China Commercial Advertising Agency (Chinese):
Address, 20 Museum Road; Manager, C. P. Ling; Specialty, magazine and newspaper advertising.
6. Shanghai Advertising Agency (Chinese):
Address, B398 Yuan Tai Li, Shantung Road; Manager, Chen Hai-tien; Specialty, newspaper advertising.
7. Yao Nan Advertising Agency (Chinese):
Address, 543 Tai H'u Fang, Shantung Road; Manager, Cheng Yao-nan; Specialty, Board and newspaper advertising; Size of Board, 10' x 20'; Rent, \$24 per board per month; No. of Boards along Shanghai-Nanking and Shanghai-Hangchow Railway Lines, 50.
8. The China Publicity Company (Chinese), (Affiliated with the Commercial Press, Ltd.):
Address, 1095 Paoshan Road; Year Established, 1911; Manager, Chang Shu-liang; Specialty, magazine advertising.
9. Nanhwei Advertising Bureau (Chinese):
Address, 1392 Paoshan Road; Manager, Chang Szu-wei; Year Established, 1927; Capital, \$2,000; Specialty, advertising on behalf of the factories in China in the 29 Chinese-owned newspapers in the Straits Settlements.
10. Yuen Yuen & Co. (Chinese):
Address, 576 Jukong Road; Manager, Chiang Heng-lin;

Year

Year Established, 1910; Specialty, board advertising; No. of boards, 100 3' x 4' and 5 10' x 20' boards; Rents, \$0.50 per month per small board and \$20-\$30 per month per large board.

11. Vee Loo Advertising Co. (Chinese):

Address, N24 Hankow Road; Manager, T. L. Wang; Assistant Manager, Chou Sin-za; Year Established, 1909; Capital, unlimited; Advertising Business, newspaper advertising in all parts of China and Nanyang Islands, signboard advertising on Shanghai Nanking and Hangchow lines, Board advertising on roads and roofs, wall and stage curtain advertising in theatres, print and water color advertising drawings, moving slides and different kinds of blocks, bill posters and mailing advertising; No. of Boards, 80 pieces of size 10' x 20', 4 pieces of size 10' x 30', and 240 pieces of size 40" x 60"; Rents, \$25 per board of 10' x 20' and Tls. 50 per board of 10' x 30' per month; Annual Business, \$250,000.

12. Carl Crow Inc. (American):

Address, B6 Kiangse Road; Manager, Carl Crow; Assistant Manager, K. C. Chow; Year Established, 1919; Capital, \$50,000; Business, advertising, merchandising, printing and art service; Advertising Specialty, newspaper, bulletin, and wall advertising; Size of Standard Board, 11' x 25'; No. of Pieces, 40; Rent, \$40 per month; Size of Sheet Boards, 30" x 40"; No. of Pieces in Shanghai and whole China, 3,500; Annual Business, \$200,000.

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