

Altho' very late
possibly due to
C G's absence & partly
to chaotic conditions
preventing the obtaining
of inf. These reports
supplemental to C#252227/A

254237

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sup. report and
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AUG 22 1927 BC

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AUG 20 1927

In quintuplicate to the Department of State.

ADVERTISING MEDIA AND METHODS

Supplementing Report Dated June 15, 1927.

C# 252227

From Edwin S. Cunningham,
Shanghai, China.

Consul-General.

Date of Preparation:

July 22, 1927.

Date of Mailing:

" 30 "

DEPARTMENT OF STATE
A-C/O
AUG 28 1927
ASSISTANT SECRETARY OF STATE

in the outports as it is just as expensive for us to do the
POSTERS AND PAINTED BOARDS.

The manager of the American advertising agency in
Shanghai, a concern said to be the only agency in Shanghai
and probably in China which operates according to rules

The eight-sheet poster boards rent for about Chinese
of American advertising associations, has supplied this
\$5 per month, there being an additional charge in some
office with information of a poster service his concern
places for reasons mentioned above. The eight-sheet
has available, subject to local restrictions, in the
board is approximately 9 by 11 feet and makes a very good
chief cities of the Yangtze Valley as far west as Hankow
showing. We have a number of them in Shanghai, covered
and Changsha, Hunan province. This service is used by

two American motor car manufacturing companies, two American
tobacco corporations, an American raisin growers' associa-
50 cents each in quantities of 1000 or more. The posters
tion, a New Jersey oil corporation and companies distribut-
are changed once a month so that the cost of these boards,
ing soap, baking powder, electrical equipment and other
plus the cost of the necessary posters, would run to about
merchandise. Concerning this service the manager says:
Chinese \$65 per year. We can place these boards in any

"The service includes: 24-sheet poster boards or
city outside of Chekiang province where at present the
bulletins, eight-sheet poster boards or painted
bulletins, one-sheet poster boards, and painted walls.

The one-sheet poster boards have proven popular and
The 24 sheet poster boards or painted bulletins are erected
we have about 8000 of them in forty different cities. They
and the service maintained according to the standards es-
are especially useful in such places as Soochow and Yang-
tablished by the national outdoor advertising associations
chow where the streets--even the important streets--are
in America. These boards are of standard American size,
narrow. They rent at 50 cents per month per board irrespec-
11 by 25 feet. The rental for painted bulletins of this
tive of the number or the city. Where we have vacant boards
size in Shanghai will average Chinese \$40 per month. (One
available they can be rented for any period of time. If
dollar of Shanghai currency is approximately equivalent to
special boards are put up, we would want a contract for
U.S. 45 cents.) This includes a repaint every four months,
one year. The posters are changed once a month. We have
with change of design if desired. If posters are used,
vacant boards available in Soochow, Hanking, Wuhu, Sangkiang,
the charge is \$5 per month less.

Chinkiang, Wusih, Changchow, Sansiang, Kiangyin, Taichow,
Yenchang, Yangchow, Quinsan, Chefoo, Tsingtau, Hankow.
\$25 per month. We make no allowance for the use of posters

in the outports as it is just as expensive for us to do the posting as the painting. In some places it is necessary to charge a higher rate because of taxes or other local conditions. good showing during the life of the contract.

The "The eight-sheet poster boards rent for about Chinese \$5 per month, there being an additional charge in some places for reasons mentioned above. The eight-sheet bulletin board is approximately 9 by 11 feet and makes a very good showing. We have a number of them in Shanghai covered with cigarette posters. supply photographic vouchers of all

signs. These posters are printed locally at a cost of about 50 cents each in quantities of 1000 or more. The posters are changed once a month so that the cost of these boards, plus the cost of the necessary posters, would run to about Chinese \$66 per year. We can place these boards in any city outside of Chekiang province where at present the taxes are prohibitive.

"The one-sheet poster boards have proven popular and we have about 8000 of them in forty different cities. They are especially useful in such places as Soochow and Yangchow where the streets--even the important streets--are narrow. They rent at 50 cents per month per board irrespective of the number or the city. Where we have vacant boards available they can be rented for any period of time. If special boards are put up, we would want a contract for one year. The posters are changed once a month. We have vacant boards available in Soochow, Nanking, Wuhu, Sungkiang, Chinkiang, Wusih, Changchow, Nansiang, Kiangyin, Taichow, Yencheng, Yangchow, Quinsan, Chefoo, Tsingtau, Hankow.

"Painted

Shanghai

DISPLAY IN STREET CARS AND OMNIBUSES
"Painted wall bulletins rent at from 5 to 10 cents per square foot per month, all on an annual contract basis. We repaint the bulletins at the end of six months and guarantee a good showing during the life of the contract. The rate charged depends on the footage required in each city and also on arrangements that can be made to make the painting fit in with our other contracts. The bulletins are painted on plaster walls and the result is naturally not quite so good as when the painting is done on a surface of galvanized iron. We supply photographic vouchers of all signs." may be rented for Shanghai Taels 1.60 a month. About 100 cars are available. Interior cards are also acceptable. The rate for these is being revised, and the agent which has charge of the street car company's advertising, the Oriental Advertising Company, 113 Avenue Edward VII, Shanghai, is not at present prepared to state what rate will be decided upon.

Street cars belonging to a company operating in the French Concession of Shanghai do not carry outside boards. Interior cards are available at a cost of Shanghai taels 2.75 per month per car in the first class compartments and taels 2 per month in the third class sections. The advertiser is required to pay additionally for preparation of copy if he does not supply his display. Advertising in the French cars is handled by the Continental Trading Company, 60 Kiangse Road, Shanghai.

In the fifty buses which are available of the China General Omnibus Company, operating cars in the International Settlement, advertising is accepted on a yearly contract basis of U. S. \$2 per month per car for one side space, but

DISPLAY

DISPLAY IN STREET CARS AND OMNIBUSES.

According to terms of the franchise under which street cars in the International Settlement of Shanghai are operated, outside boards, which are carried at the front and rear of cars, may advertise only public gatherings such as theatricals, races, moving pictures, and not commodities which are passed over the counter or similarly disposed of. These boards may be had at the rate of 1 Shanghai tael (at present rates of exchange about U. S. 60 cents) per 100 square inches per board per month. Thus a board of a maximum of 10 by 16 inches may be rented for Shanghai Taels 1.60 a month. About 100 cars are available. Interior cards are also acceptable. The rate for these is being revised, and the agent which has charge of the street car company's advertising, the Oriental Advertising Company, 113 Avenue Edward VII, Shanghai, is not at present prepared to state what rate will be decided upon.

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In the fifty buses which are available of the China General Omnibus Company, operating cars in the International Settlement, advertising is accepted on a yearly contract basis of U. S. \$2 per month per car for one side space, but display

display may be purchased at proportionate prices for fewer than 50 busses and for less than a year's service. This is true also for front and rear spaces, the cost for which is, for back windows reading from the outside, U. S. \$3.50 and for front windows, U. S. \$3 per window per month. Samuel David and Company, 64 Peking Road, Shanghai, is agent for the publicity service of the China General Omnibus Company.

- 1/ There are enclosed with this report a copy of the window plan of the omnibuses and with two copies of the report two photographs illustrating the service available.
- 2/

the best moving picture houses in Shanghai do not accept them.

ELECTRIC BOARDS, MOTION PICTURE SLIDES, ETC.

3/

Although some electric signs are employed in Shanghai, these have been constructed on order, and are maintained either by the advertiser or by contract. It does not seem possible to give an approximation of the cost of this form of publicity other than that it is the cost of construction, plus the site rental and maintenance. Motion picture houses are understood not to have a fixed scale for the display of slides. Rates are understood to be between Mexican \$1 and \$5 a day. What are considered the best moving picture houses in Shanghai do not accept them.

Ernest P. Humphreys
 Director of Publicity
 U.S. Consulate

SHANGHAI

SHANGHAI ADVERTISING AGENCIES.

3/ There is enclosed with this report a list of advertising agencies operating in Shanghai. Those which are American are indicated on this list. These have been printed by a Chinese concern, the Commercial Press, Ltd., Faoshan Road, Shanghai, a company equipped to do poster, book, calendar retogravure and other commercial specialty printing.

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5/ Enclosed also with the original of this report is a series of proofs of copy which has been prepared by a local American agency showing how copy is prepared for the local vernacular press.

- Wells & Co., 3000...
- Great China Advertising Agency...
- Wang Bros. & Johnson...
- Walter Kelly...
- Stanley Coy., Inc., 215...
- Yee Lee Advertising Agency...

Ernest A. [Signature]

accompaniments
Enclosures:
1/-5/ As stated.

IN QUINTUPPLICATE.
S.D.S.
N.K.

SAMPLES

SAMPLES OF POSTERS.

4/ Sent as enclosures with the original of this report
are samples of posters such as are employed in this dis-
trict in reaching the Chinese public. These have been
printed by a Chinese concern, the Commercial Press, Ltd.,
Paoshan Road, Shanghai, a company equipped to do poster,
book, calendar rotograveure and other commercial specialty
printing.

5/ Enclosed also with the original of this report is a
series of proofs of copy which has been prepared by a
local American agency showing how copy is prepared for
the local vernacular press.

Francis C., 35-B Hanking Road;
Oriental Advertising Agency, 111-113 Hanking Road;
Standard Advertising Agency, 111-113 Hanking Road;
China American Advertising Agency, 111-113 Hanking Road;
Commercial Advertising Agency, 111-113 Hanking Road;
David & Co., Samuel, 64 Peking Road;
Great China Advertising Agency, 55 Ningpo Road;
Hugo Bros. & Jabson, 89-91 Rue Montauban;
Santow Yoko, 63 Range Road;
Sidney Tay, Inc., 216 Szechuen Road;
Vee Loo Advertising Agency, 22 Hankow Road;

Edwin S. Cunningham
Edwin S. Cunningham
American Consul-General.

accompaniments
Enclosures:

1/-5/ As stated.

IN QUINTUPLICATE.

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N:Kg.

July 22, 1927.

Enclosure No. 3 to report of Edwin S. Cunningham, American Consul-General, at Shanghai, China, dated July 22, 1927 on the subject: "Advertising Media and Methods."

254237

Cons
AUG 22 1927

SHANGHAI ADVERTISING AGENTS

- Carl Crow, Inc. (American), 6 B Kiangse Road;
- China Commercial Advertising Agency, 20 Museum Road;
- China Publicity Co., 453 Honan Road;
- Gold Dollar Advertising Co., 30 A Scott Road;
- Harvey's Advertising & Billposting Agency, 9 Ezra Road;
- Millington, Francis C., 33-E Nanking Road;
- Oriental Advertising Agency, 113 Avenue Edward VII;
- Standard Advertising & Publishing Co., 11-A Kiukiang Road;
- China Advertising Service, Inc., The, 6 Yuen Ming Yuen Road;
- Commercial Advertising Agency, D-267 Shantung Road;
- David & Co., Samuel, 64 Peking Road;
- Great China Advertising Agency, 65 Ningpo Road;
- Hugo Bros. & Jabson, 89-91 Rue Montauban;
- Santow Yoko, 63 Range Road;
- Sidney Tay, Inc., 216 Szechuen Road;
- Vee Loo Advertising Agency, 24 Hankow Road.

Edwin S. Cunningham,
Shanghai, China.

Consul-General.

Date of Preparation:

July 24, 1927.

Date of Mailing:

" 30 "

* * * *

Enclosure No. 1.

254237

Telegraphic Address
"COMPRESS" or "PUBLICITY,
SHANGHAI"

中國商務廣告公司

Telephone:
Central 8700

THE CHINA PUBLICITY COMPANY

Affiliated with the Commercial Press, Ltd.

22^A N. Szechuen Road, Shanghai, China

Standing and Publications

The Commercial Press, Ltd., is a strong company with a standing of over twenty years and a paid-up capital of \$5,000,000, and registered at Peking. It does a growing business of millions a year. Its magazines are the most popular with the Chinese reading public. Only first-class and highly-paid editors are employed.

Sample copies will be sent upon request.

THE TEN MAGAZINES

Published by the Commercial Press, Ltd.

Shanghai, China

The Eastern Miscellany

This is an illustrated bi-weekly in Chinese for general reading. It resembles the English *Review of Reviews* and the American *World's Work*. A large percentage of the subscribers are engineers, doctors, returned students, prominent business men, and especially those in Government service. The *Eastern Miscellany* is the standard of modern magazine ideals in China and it leads all periodicals in circulation.

The Ladies' Journal

China's women are awakening. More and more of them sail each year to seek better knowledge and higher education in foreign lands. But those who remain at home are in no sense less wide-awake. This is shown by the fact that the *Ladies' Journal*, an illustrated monthly, is read by a very large number of Chinese young women.

The Story World

This is a weekly publication which enjoys as distinct a reputation in China as that enjoyed by the *Saturday Evening Post* in America. It caters to the taste of young and old, men and women. Therefore, through it you can reach any class of buyers. Each issue contains over sixty pages of reading matter.

The English Weekly

This magazine is specially designed for beginners of English, whose number is an ever-increasing one. It is characterized by simplicity of language. Both this and the *English Student* are approved by the Ministry of Education at Peking. Circulation rapidly growing.

The English Student

This is the only monthly of its kind published in China. Its pages are devoted to subjects which help Chinese students of the English language. The editorial board consists of well-known Anglo-Chinese scholars. It is a most popular magazine with the English-speaking Chinese.

The Chinese Educational Review

This illustrated monthly is read by nearly every Chinese engaged in educational work. It is devoted to the progress of Chinese education.

The Youths' Magazine

Like the American *Youth's Companion* it is an illustrated monthly for young students. Its reading matter is written in simple style suitable for use of mothers in teaching their young ones. It finds its way into every educated home.

The Students' Magazine

This is the only Chinese magazine that links up the student activities throughout the Republic. It is an illustrated monthly which is most popular with the young generation. Athletics and sports are some of the special features.

Short Stories

This is the greatest of all magazines of the kind published in Chinese. Being illustrated, it furnishes the reading public with most entertaining and wholesome stories. It resembles the English *Strand* and the American *McClure's Magazine*.

The Chinese Students' Quarterly

This official organ of the Chinese students in America published in the Chinese language, is read by friends and relatives of the students, by returned students, and students of high schools and colleges in China. The magazine has shown steady development since its birth in 1914.

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*Figures indicate
In the above table
I. Of "Eastern"
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2nd class—1
the
3rd class—C
4th class—C
II. Of the other
1st class—O
2nd class—1
and
3rd class—S
4th class—P

Schedule of Charges

MAGAZINE ADVERTISEMENT

MAGAZINE	POSITION	RATES PER ISSUE		
		1 PAGE	½ PAGE	¼ PAGE
Eastern Miscellany *5½×8 inches	1st class	\$60.00		
	2nd "	48.00	\$28.00	
	3rd "	40.00	24.00	\$14.00
	4th "	32.00	18.00	11.50
The Ladies' Journal *5½×8 inches	1st class	\$60.00		
	2d "	48.00	\$28.00	
	3d "	36.00	20.00	\$11.00
	4th "	24.00	14.00	8.00
Story World *5×7 inches	1st class	\$60.00		
	2nd "	48.00	\$28.00	
	3rd "	40.00	24.00	\$14.00
	4th "	28.00	16.00	10.00
English Weekly *6×8½ inches	1st class	\$60.00		
	2nd "	48.00	\$28.00	
	3rd "	32.00	18.00	\$11.50
The English Student *5×7 inches	1st class	\$60.00		
	2nd "	48.00	\$28.00	
	3rd "	36.00	20.00	\$11.00
	4th "	24.00	14.00	8.00
The Chinese Educational Review *5½×8 inches	1st class	\$60.00		
	2nd "	48.00	\$28.00	
	3rd "	40.00	24.00	\$14.00
	4th "	28.00	16.00	10.00
The Youths' Magazine *4×6 inches	1st class	\$50.00		
	2nd "	32.00	\$18.00	
	3rd "	24.00	15.00	
	4th "	16.00	10.00	
The Students' Magazine *5½×8 inches	1st class	\$60.00		
	2nd "	48.00	\$28.00	
	3rd "	40.00	24.00	\$14.00
	4th "	28.00	16.00	10.00
Short Stories *5½×8 inches	1st class	\$60.00		
	2nd "	48.00	\$28.00	
	3rd "	40.00	24.00	\$14.00
	4th "	28.00	16.00	10.00
The Chinese Students' Quarterly *4¾×7¼ inches	1st class	\$36.00		
	2nd "	24.00	\$14.00	
	3rd "	16.00	10.00	\$6.00
	4th "	12.00	7.00	4.00

*Figures indicate the actual space available for advertisement in a full page.

In the above table positions are classified as follows :

I. Of "Eastern Miscellany" and "English Weekly"—

1st class—Outside of the back cover.

2nd class—Inside pages of the front and back covers, pages immediately facing them, and the page facing the first piece of reading matter.

3rd class—(1) of "Eastern Miscellany": Special pages between picture pages and pages before and after any piece of reading matters except the first piece.

(2) Of "English Weekly": Pages before reading matters.

4th class—Others.

II. Of the other eight magazines—

1st class—Outside of the back cover.

2nd class—Inside pages of the front and back covers, and the pages immediately facing the front cover and the first page of reading matter respectively.

3rd class—Special pages between picture pages and pages before reading matters.

4th class—Pages interleaved with and after reading matters.

Advertising in China

Conditions in China make magazine advertising of more value than is the case in other countries. The heavy postage and the lack of mailing lists circumscribe the circulation of daily newspapers and circulars. But magazines find their way into every well-to-do home through several advantages; viz., low annual subscription, interesting character of the reading matter, their value as a home educator, and entertainment in leisure moments.

Magazines Are Best Media

There is no better way to appeal to a large body of people of similar tastes or circumstances scattered throughout a country than through the magazines published there. Two features of magazine advertising are unchallengeable:

1. Their general circulation enables the advertisers to put their information before readers in all important places.
2. The interesting character of the reading matter makes the medium immediate and lasting: many magazines are preserved, and bring results months, and even years, after the advertisement was inserted.

SIX REASONS

Why You Should Advertise in Our Magazines:

- | | |
|----------------|--|
| First. | They are the most popular magazines with the Chinese reading public. |
| Second. | They have the longest standing. |
| Third. | They have the largest circulation which can be certified. |
| Fourth. | They are low-priced to meet conditions in China. |
| Fifth. | They each have their own fields. |
| Sixth. | Our position as the leading publishers in the Far East is a guarantee of good service. |

What We Do for Our Advertisers:

1. We give you suggestions as to the magazine best for your purpose.
2. We translate and write ads for you free of charge.
3. We make cuts for you at reasonable charges.
4. *We do all the work for you:* you send us the "copy" in English, we translate and rewrite it.
5. We supply you with advertiser's copies free of charge and without asking.