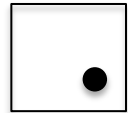


Key to the distant mapping of advertising sectors in the newspapers *Shenbao* and *North China Daily New* (1914-1949)



Restricted zone (0) (no advertisements)



Subdistrict (1) ($< \frac{1}{4}$ page)



District (2) ($\frac{1}{4}$ to $\frac{1}{2}$ page)



Settlement (3) ($> \frac{1}{2}$ page)



Empire (4) (Whole page)



Authorized zone

Color code used for mapping business sectors



B = Beauty/appearance



L = Leisure/pleasure



C = Culture



N = Nutrition



E = Engineering/industry



P = Propaganda



F = Finance



U = Urban services, public utility



H = Health

Situation in connection to the reader's attention



Pole of maximal concentration (first pages)



Intermediate zone of lesser attention (central pages)



Pole of final impression (last pages)



Reading direction

1

Page number