
C. P. LING

TEN years ago an advertising agency was founded in humble circumstances by a man whose name is now known to every large business firm here and abroad. Mr. C. P. Ling, in celebrating the tenth anniversary of the birth of the China Commercial Advertising Agency, may indeed pride himself upon a most successful period of pioneering initiative in China.

Begun with a modest capital and with limited space in an office building far from ostentatious, the China Commercial Advertising Agency has grown to impressive proportions. It now maintains a staff of over 60 persons and does an annual business of half a million dollars.

In these days when the value of advertising is being better understood, it would not perhaps seem to require much foresight to enter into this field as a profitable avenue of investment, and yet ten years ago an advertising agency, for a Chinese was practically unheard of. The field had been controlled by foreign firms, and the competition which a Chinese had to contend with and the prejudice which a Chinese had to overcome could be appreciated only by those intimately associated with the trials and tribulations of a new enterprise.

The success which Mr. Ling has achieved has attracted to the field new capital and new talent. It may not be too extravagant a compliment to remark that the progress of advertising in China may be attributed in part to the phenomenal accomplishments of the China Commercial Advertising Agency. Had it not been assured of success on the strength of Mr. Ling's ability and perseverance, there might not have been such progress as is being witnessed today. The happy occasion which he will celebrate tomorrow may properly be regarded as a happy occasion for all who are devoted to the development of advertising throughout China as a vital force in the promotion of trade and commerce.