

# DEATH OF MR C. P. LING

Mr C. P. Ling, a well-known local advertising executive, died at the Canossa Hospital on Thursday night, aged 72. He is survived by his wife, Annie Tong-ying, three sons, Charles (37), William (35) and Ronnie (31), and two daughters, Dorothea (33), who is in America, and Sara (Mrs Auld Bruce), (32).

~~Born in China, Mr Ling~~ studied at Tsing Hua College in Peking and obtained his BA from the University of Rochester, New York, in 1918, as the first Chinese student there.

He was elected to Phi Beta Kappa at the University. In 1919, he earned his MA from Columbia University, after which he went to New York University for advanced studies on advertising.

## Racing Fan

From 1919 to 1921, Mr Ling worked with World Wide Advertising Corporation of New York.

After four years as the Manager of China Publicity Co, a subsidiary of the Commercial Press, China's great publishing house in Shanghai, Mr Ling launched out on his own by founding the China Commercial Advertising Agency (CCAA), China's first modern advertising company, in 1926.

After World War II he returned to the United States to renew old friendships and business contacts.

In 1957, he came back to Hongkong to head his company here of which he was chairman of the board.

In June, 1963, his company merged with two American firms to form Ling-McCann-Erickson Ltd, in Hongkong, of which he was the chairman.

Mr Ling was an ardent racing fan with many friends and associates in the Colony.