

A CIRCULATION CENSUS

Increase in Chinese Readers: Distribution Statistics

Readers and advertisers often ask where the "North-China Daily News" goes and who reads it. As the answer to these questions tells the story to a great extent of the development and changing conditions in Shanghai, some facts on the subject may be of interest.

At the present time the daily average number of copies printed and distributed is 9,800; of these, 8,411 are read in Shanghai and 1,389 in the outports. The distribution in detail is as follows:

Subscribers' copies delivered to homes	4,127	42%
Subscribers' copies to offices	1,636	17
Sold on the streets and by bookstores	2,598	27
Shanghai	8,411	86
Outports	1,389	14
	9,800	100%

Nationality of Readers

A further classification, and one not so easily computed, is the nationality of the reader. An analysis based on the subscription list gives the following information:

British readers	3,637	37%
Chinese	1,762	18
American	1,713	17
International and unknown	2,685	28

Turning to the recent census of the *International and French Settlements* of 1930 and 1931, we find that 46 per cent. of all British adults (men and women) and 56 per cent. of all American adults are subscribers. An estimate of the number of readers, for each copy is certainly read by several people, is impossible. These figures, however, prove that practically all English-reading inhabitants of Shanghai peruse the paper.

Circulation Among Chinese

A feature of the circulation during the past few years is the ever-increasing number of Chinese on the subscription lists. A Chinese generation is growing up who have had the advantage of modern education in Municipal and other schools. To these the foreign newspaper makes a special appeal, and the choice of the "North-China" is no doubt explained by the fact that it is not merely a local paper. No other newspaper, foreign or Chinese, carries such a wealth of news about this country. Correspondents in every Province throughout the land (57 in all) keep the "North-China Daily News" informed of political events, trade, industry, and the news of the day, so to those who wish to keep up with the Oriental kaleidoscope, the "North-China" is not a choice but a necessity.

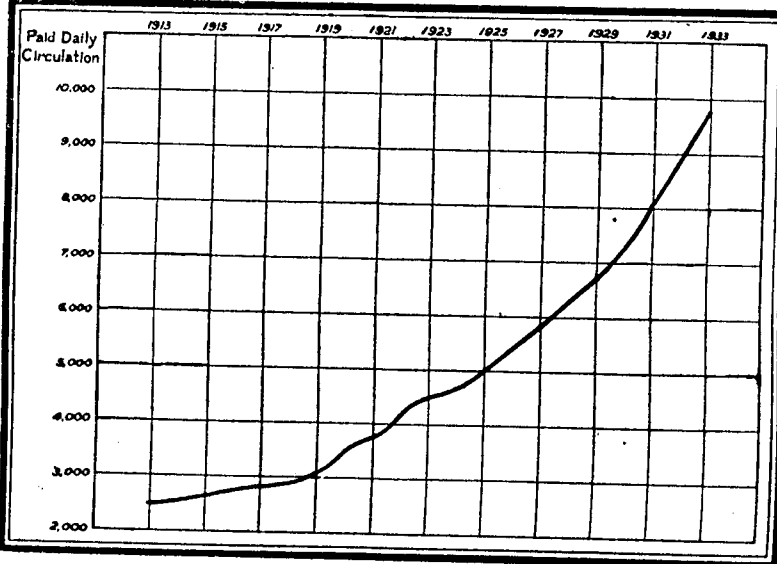
Individual Sales

Its circulation, moreover, is not based on bulk sales to schools and other institutions, nor on free distribution or other adventitious aids to build up a subscription list. Apart from a free list of less than 1½ per cent. (covering exchange copies, charitable institutions, etc.) all copies are purchased singly and each copy is probably read by several people.

The appended graph, supported by auditors' certificates, will be of interest to advertiser and reader alike.

"The daily average circulation of the North-China Daily News for the month of April, 1933, was nine thousand six hundred and sixty-four copies, exclusive of frees and vouchers.

THOMSON & CO.
 "Chartered Accountants,"
 "May 1, 1933."



Twenty Years' Circulation of the "North-China Daily News"

disgusted. Ten days after the fall of Mukden, Shanghai students went to Nanking en masse to petition the government. The students of the National Central University assaulted Dr. C. T. Wang, then Minister for Foreign Affairs, and were joined by Shanghai students in demanding an audience with Chiang Kai-shek who pacified them by promising "to sacrifice himself in defence of China!" The situation of Manchuria grew worse every day and the Nanking government had apparently done nothing to improve it. In November, students in North China struggled with railway authorities to get a free passage to Nanking to file a petition with the government. The Nanking government thought it expedient to put 180 students of the Demonstration Corps of the National University of Peking under arrest in order to put an end to the "student annoyance." Toward the end of November, thousands of students from Shanghai and other points commandeered trains and proceeded to Nanking to urge the government to take drastic measures against Japan and to set the arrested students free. They stood in the rain and snow for more than twenty-four hours, demanding audience and the replies of Chiang Kai-shek and other important leaders of the Kuomintang. "During this time," commented a local weekly, "few of them had anything to eat, they were inadequately clothed, their teeth chattered as they shivered, and not a few of them became ill as the result of their experiences.

May be their demonstration, looked at from one point of view, was just a bit foolish. But there is more to such a spectacle than that. These students have once more given a demonstration of the fact that China is rapidly breaking with the past. Their elders, most of them are wedded to a policy of passivity. The students, on the

other hand, have imbibed the modern spirit—they want action."

It is true that the students' movement accomplished little after the May 4 movement. The students' demonstration in Nanking on account of the Manchurian affair was even a sad failure. It is also true that some students have utilised their movement as a stepping stone to government office or as a means to selfish ends. But the true value of the students' movement is not impaired by its occasional failure and the foul play of a few. According to the latest official statistics available, there are 9,159,318 students in China, about 1.64 per cent. of the Chinese population. On the shoulder of these nine million young men and women rests the salvation of China. The May 4 Student Movement is probably the first organised movement of its sort in Chinese history, being supported by the Chinese merchant class which had hitherto never been known to have participated in any movement. The Chinese workers joined the students and the merchants in the May 30 Incident Movement. The consciousness and organisation of the merchants and the workers are due mainly to the students' movement, and only through consciousness and organisation can the Chinese people attain their salvation.