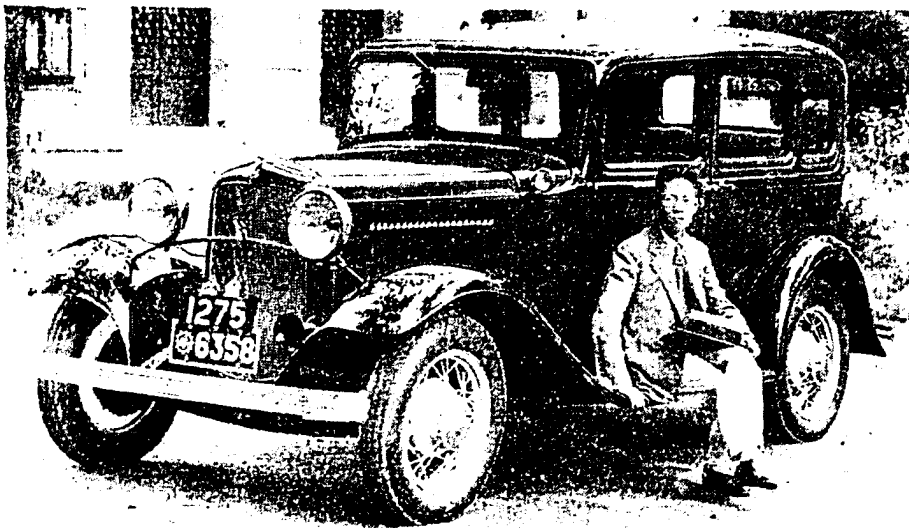


Advertising Expert Chooses Ford

The China Weekly Review (1923-1950); Aug 27, 1932;
ProQuest Historical Newspapers: South China Morning Post
pg. 493

Advertising Expert Chooses Ford

The picture herewith shows C. P. Ling, proprietor and general manager of the China Commercial Advertising Agency, well-known Shanghai advertising expert and businessman, seated on the running board of his new V-8 Fordor Sedan. Mr. Ling's organization handles all Ford advertising in the China territory, and has helped in putting the Ford at the head of the list in Shanghai and in China generally, the same as it is in America. Several years ago there were more Buicks than Fords in Shanghai, but the Buick has long since been outdistanced. The Ford is particularly strong in the taxi and truck branches of the local auto trade.



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