

Making Your Products Widely Known in China Will Open Her Markets.

THIS is the advice of one of the largest foreign banking houses of the United States given to the corporations seeking to establish trade relationships in China.

There is only one real, adequate means of making your product widely known in the trade fields of the vast nation of China — **ADVERTISING.**

Advertising has made the large commercial corporations of the United States and the influence of such a medium has extended to Europe where it is being employed with equal force. British manufacturers are appropriating thousands of dollars for advertising in foreign fields.

Advertising in China has passed the experimental stage. It has been proven by actual use and the most widely bought articles among the Chinese people are those same articles which have been most widely advertised.

BUT to advertise in China improperly is to waste an appropriation. Every business in the country needs advertising prepared to reach a selected field by men who know China through years of experience in her commercial centers.

The Chun Mei New Agency, Advertising Department, is a thoroughly constituted service such as will be found in the agencies of the larger cities of the United States. But in addition, men who know the field of China are employed in making trade reports, and preparing campaigns that will have a direct and correct appeal to the Chinese people — men of Chinese nationality who have been especially trained in this work — copy writers, artists and investigators.

The Chun Mei service has introduced and obtained wide sales for well known products in China. Its work has the backing of successful campaigns scientifically conducted.

**ADVERTISING IN CHINA CAN ONLY BE SCIENTIFICALLY
PREPARED IN THE FIELD ITSELF—CALL AND LET US
SHOW YOU WHAT WE HAVE DONE FOR OTHERS.**

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