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FOREIGN TRADE AND ADVERTISING

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Advertising as a means of marketing merchandise is not a modern art as it has been used for that purpose since the early days of civilization. In the time of the Caesars, the merchants of Rome, then mistress of the world, called attention to their wares through inscriptions upon the walls of buildings, or by means of placards written by slaves and displayed on bulletin boards erected for the purpose throughout the city. The gladiatorial contests, chariot races and sports of the arena were advertised in this way. The statements are very suggestive of a modern poster.

Advertising, a Force in Modern Business

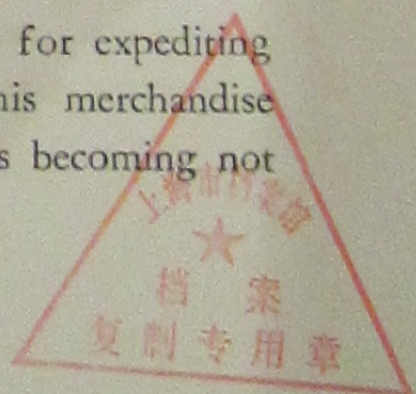
It goes without saying that advertising is a business force, which, through the printed word, sells or helps to sell, builds reputation, and fosters good-will. Its place in trade, be it domestic or foreign, is definitely recognized. In fact, trade and advertising are so interlocked in their functions that we may say that they are inseparable.

There is little difference between an advertisement and a salesman except that the salesman sells by word of mouth and the advertisement by word of type. While the salesman can sell to but one person or small groups of persons at a time, the advertisement can sell to an audience limited only by the circulation of the publication in which it is printed. It is because advertising can quickly and profitably multiply sales—because it is mass selling instead of individual selling—that it has become a strong force in modern business and that the role it plays in trade has proved to be more than significant.

Oral / Fair
Etchelle cable
Rapid /
(Ruse)
Individuel

Winning the Public

To a manufacturer of standard merchandise seeking an outlet for his products in markets at home or abroad, there is, perhaps, no more significant development in the field of distribution than the increasing employment of advertising as an instrument for expediting sales of goods. The manufacturer must now bring his merchandise right into the camp of the buyer. A modern buyer is becoming not



only more willing to listen to, but more capable of understanding and appreciating sales arguments. All this tends to create an atmosphere favorable to the seller who is seeking to attract public attention to his merchandise. He wants the public in general, or that limited portion of the public in which he is interested, to know about the commodity he sells and to react in a desired manner toward it. Through advertising he talks to the millions and makes his appeal in the role of a businessman seeking an order.

Advertising, a Blessing to the World

That advertising is a motivating power in furthering trade among nations can hardly be gainsaid. We are becoming more and more appreciative of its contribution to the advancement of international trade. It has made the world a better place to live in by constantly suggesting public improvements. It has created great industries. It has lightened the burden of mankind by introducing labor-saving devices. It has stabilized business, found markets for home-made products in foreign lands, stimulated trade and, above all, aided distribution.

Advertising and Sino-Foreign Trade

To create demand abroad for China products, a Chinese exporter, especially if he is to break virgin soil, must depend on judicious employment of advertising for achieving results. It pains one to reflect how substantial foreign markets for Chinese goods were lost through sheer failure of our exporters to apprehend the place of advertising in a nation's foreign trade. It is encouraging to note, however, that an increasing measure of attention has been devoted to the exercise of this weapon for the capture of China's oversea trade.

Likewise, foreign merchants trading in this country are apt to be satisfied with the business coming to them unsolicited, unaware of the fact that the potentiality of the Chinese market is unlimited. Besides, the arm of advertising has not reached many commodities of trade which need publicity, and indeed there is much to be done in the way of putting the wares on the market by advertising. The volume of business done in this country will, I am sure, increase considerably if advertising is only given a right place in the scheme of merchandising.

