

Close zoning (areas)

Shenbao, 1924, Jan 3 (22p)

KEY TO THE ZONING MAPS



Restricted zone (no ads)

GRADUAL TYPES OF AREAS

- █ Subdistrict (1): < $\frac{1}{4}$ page
- █ District (2): between $\frac{1}{4}$ and $\frac{1}{2}$ page
- █ Settlement (3): > $\frac{1}{2}$ page
- █ Empire (4): whole page

PAGE CONDITIONS

- Favorable conditions for advertisements
- Non commercial contents (competitors to advertisements, yet favorable/attractive neighborhood)
- Neutral conditions

海內一統
秦始皇碑
皇帝之寶
廿七廿八
年夏
歲次庚午

永安公司
設參燕部
露布

失施公 司空大減價七天
由十一月二十七日起至十二月三十日止
冬至過後，新年也將到了。士農工商，一歲之勞，一年勤此歲後，辛苦者十倍。東家也忙了一年，除了吃穿用度，還剩下甚麼？我們送些禮物，聊表敬意。婦女們也忙了一年，除了織紡耕種，還剩下甚麼？我們送些禮物，聊表敬意。

上海同元樓菜館擇本二十日正式開幕
辨貨各寶號均鑒

毅勤絲綿絹線工藝廠開幕
極大水力馬達機出售
上海愛禮司洋行敬告勿售假貨冒充

廣英上等房屋產出出售
益興保險公司遷移通告

和昌公司告白
怒訃不週 開泰考驗，恒太房石痛於多九月，初三日佈聞。
九月初九十一日舉哀，延賓平江公所。
不孝子重慶酒家 風氣子新穎，款式新穎，
上海公理賬員薛邁羅通告 本公司欲求人作陪，請勿以爲難，人情事理，

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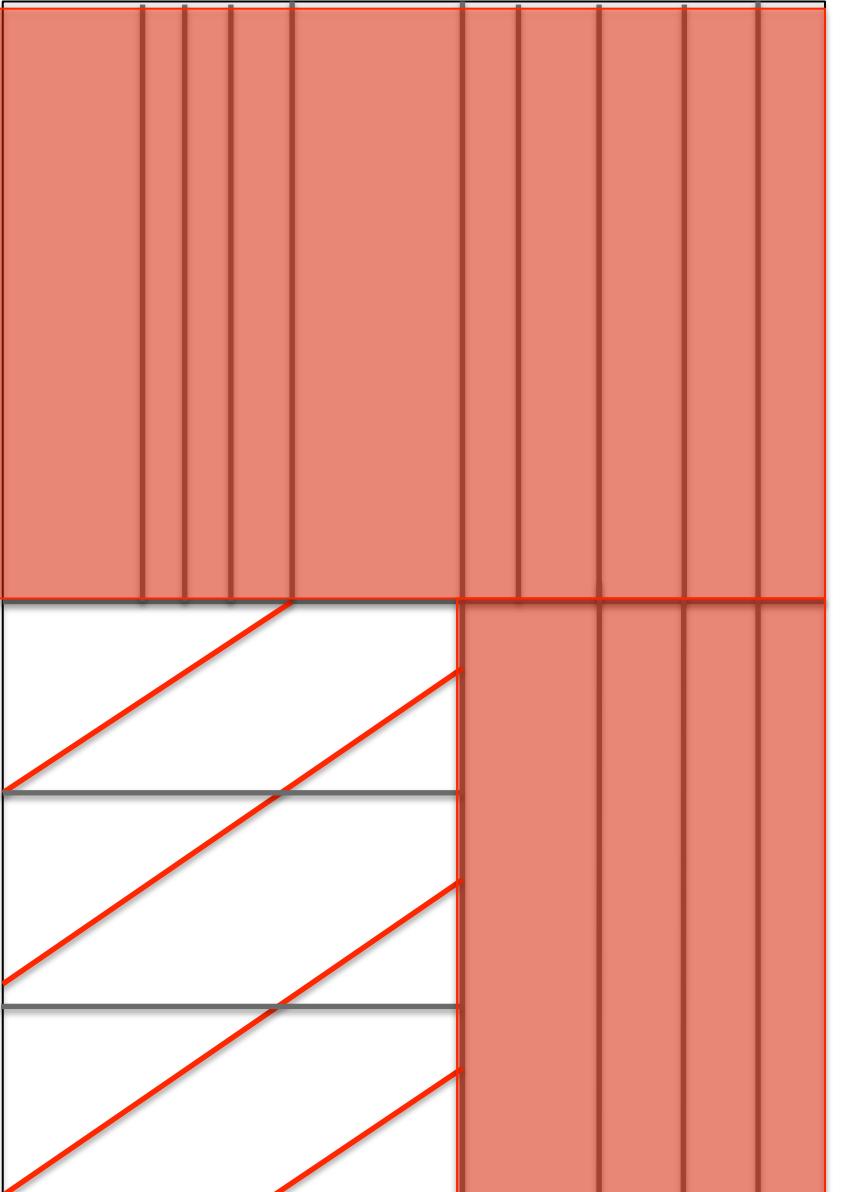
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五

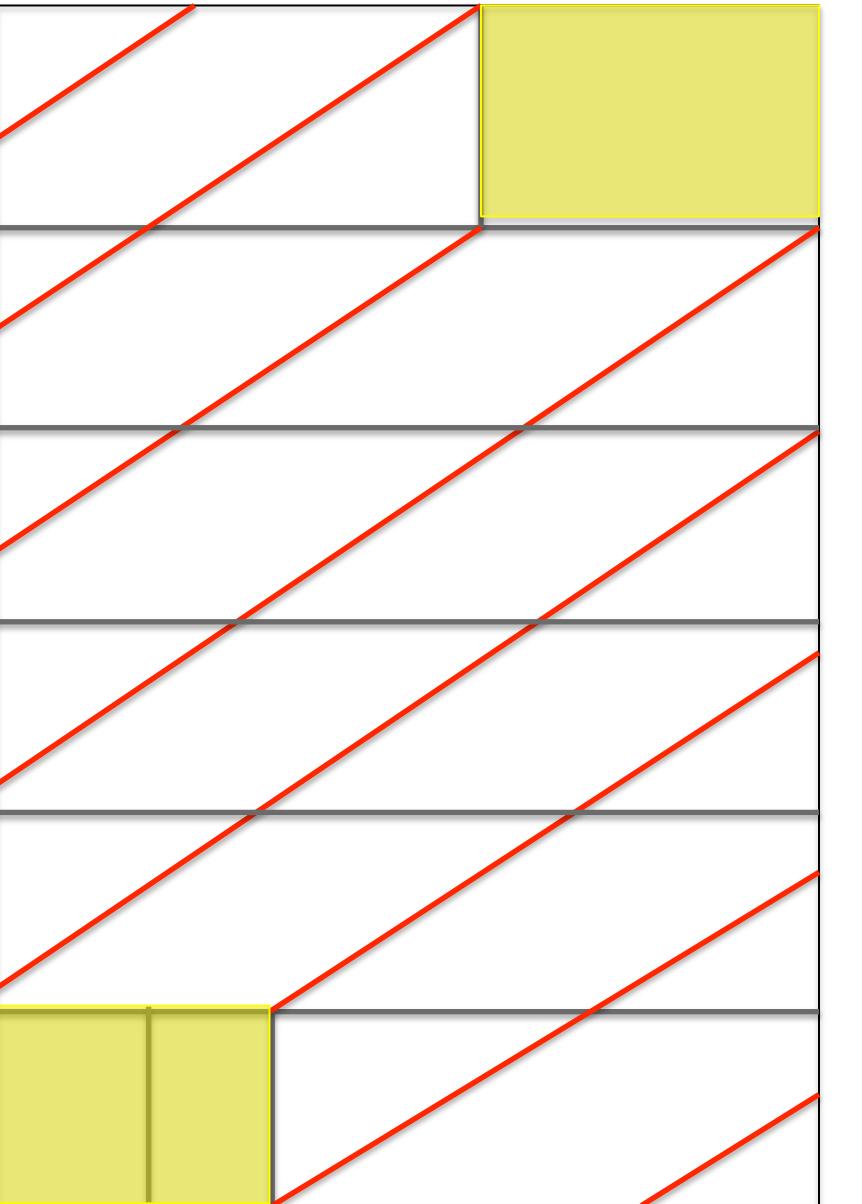
四



Shenbao 1924, Jan 3 (p. 4)

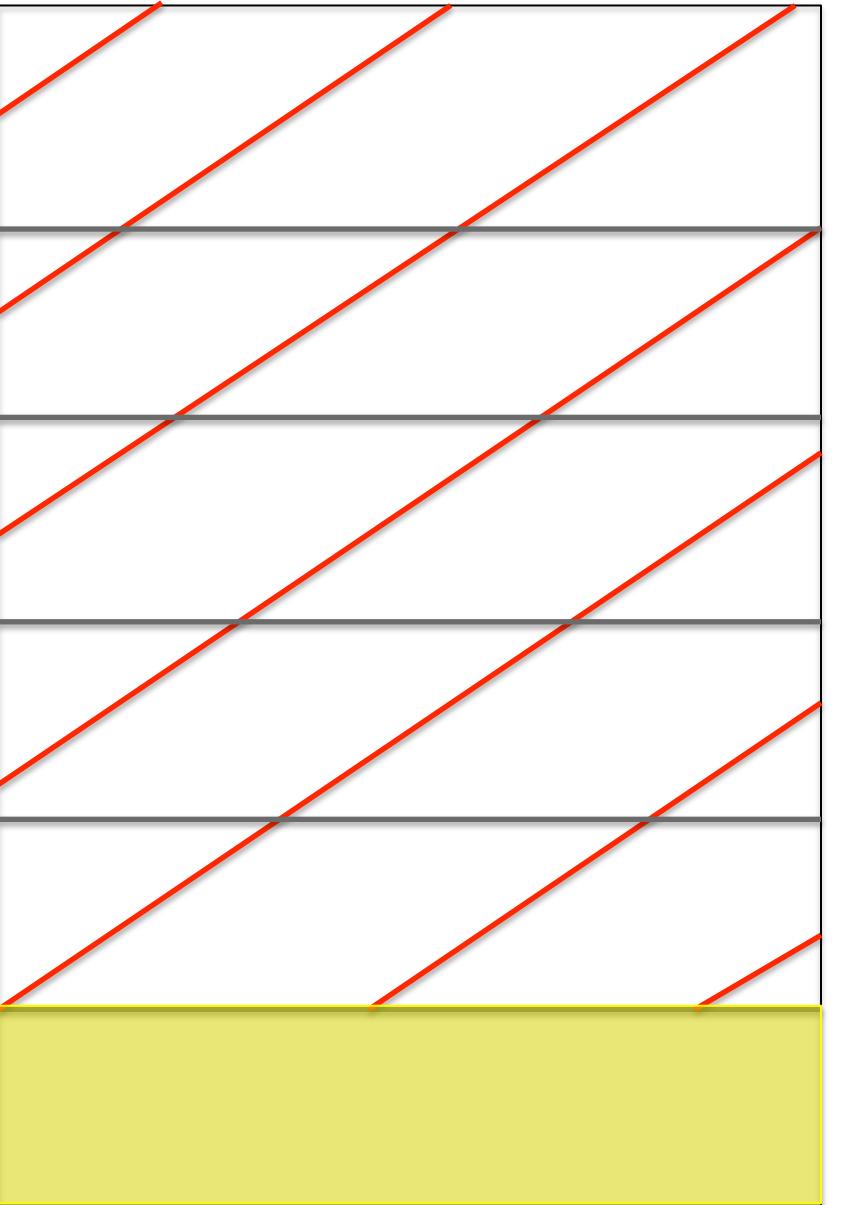
Actual debates 時評 (*shiping*)

This image shows a full-page advertisement from the Shanghai Commercial News (上海華商紗布交易報) for the 8th Annual Stock Exchange Conference. The main headline reads "上海紗布交易所股票招人" (Recruiting people for the Shanghai Stock Exchange). Below it, another large headline says "無錫濱鄉食船會員大會通" (Circular of the Wuxi Binxiang Food and Transportation Members' General Assembly). The page is filled with dense text in traditional Chinese characters, with several red arrows pointing to specific sections of the text.



henbao 1924, Jan 3 (p.6)

national news (國內專電二 *Guonei zhuandian'er*)

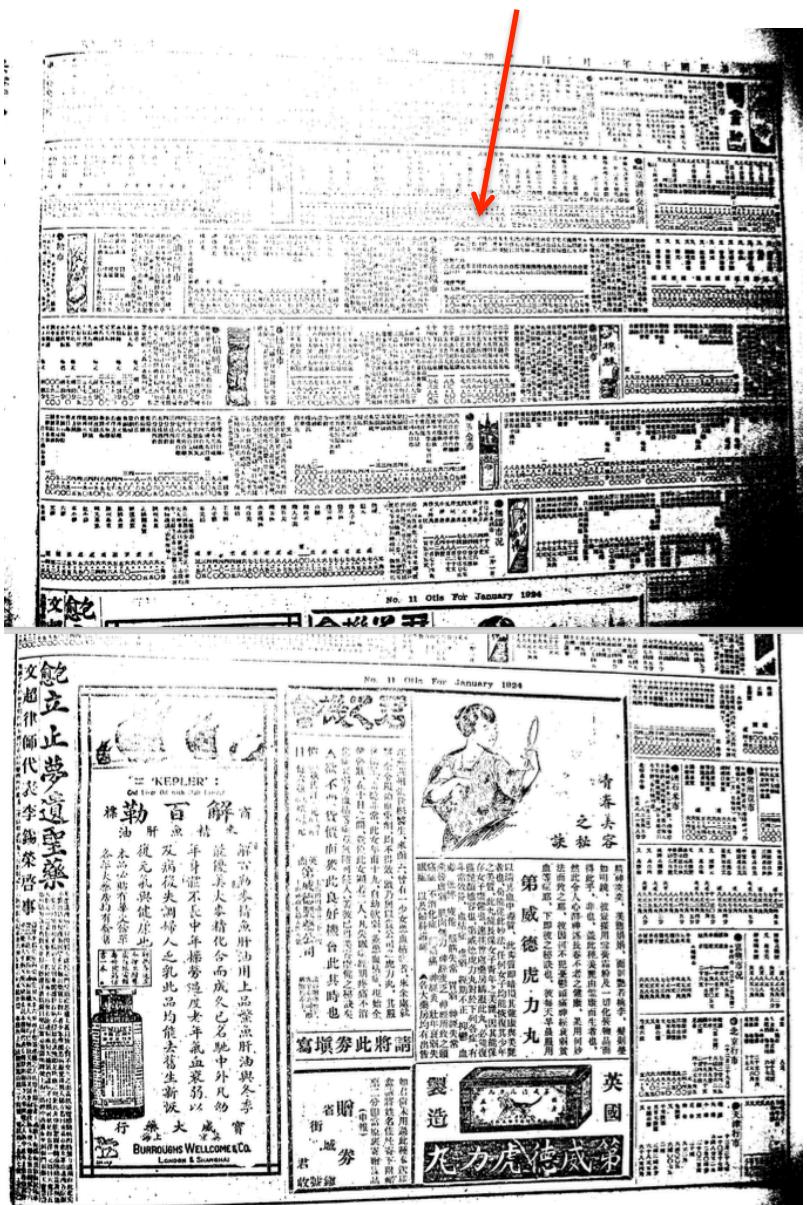
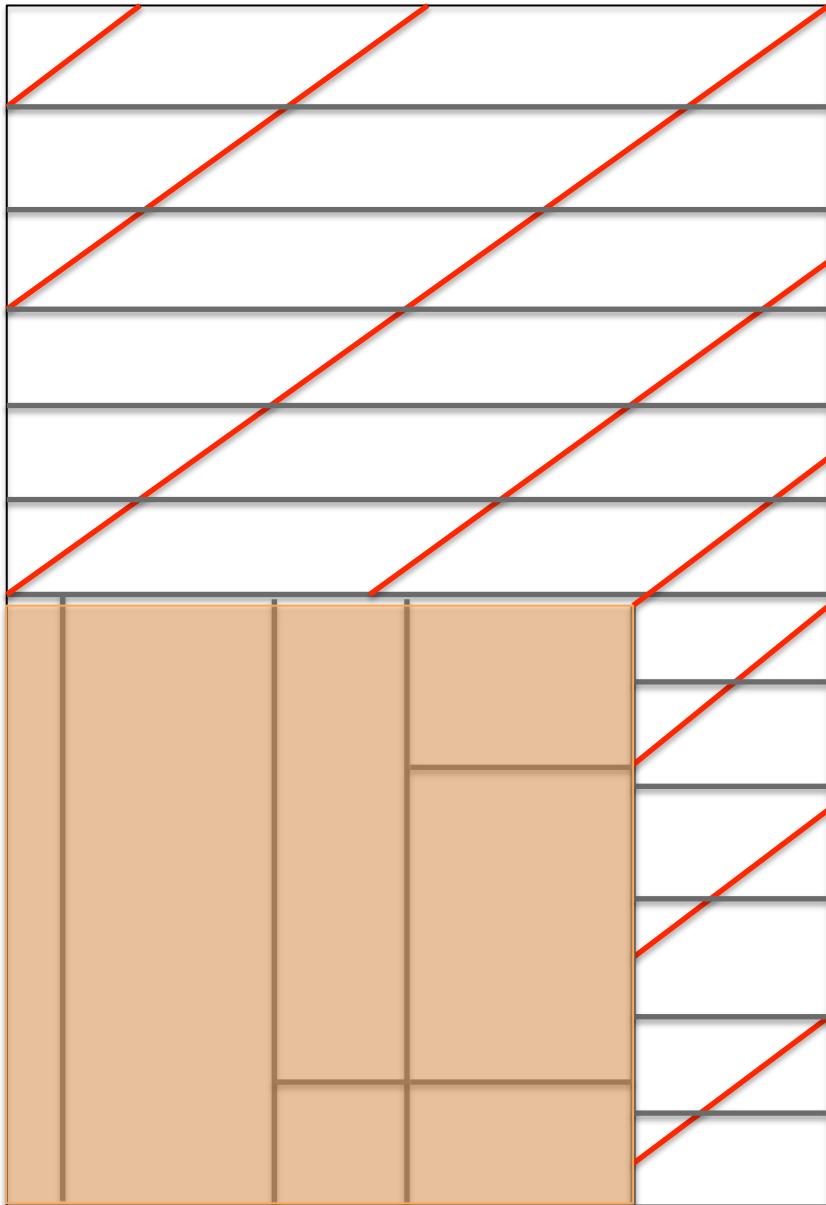


henbao 1924, Jan 3 (p.7)

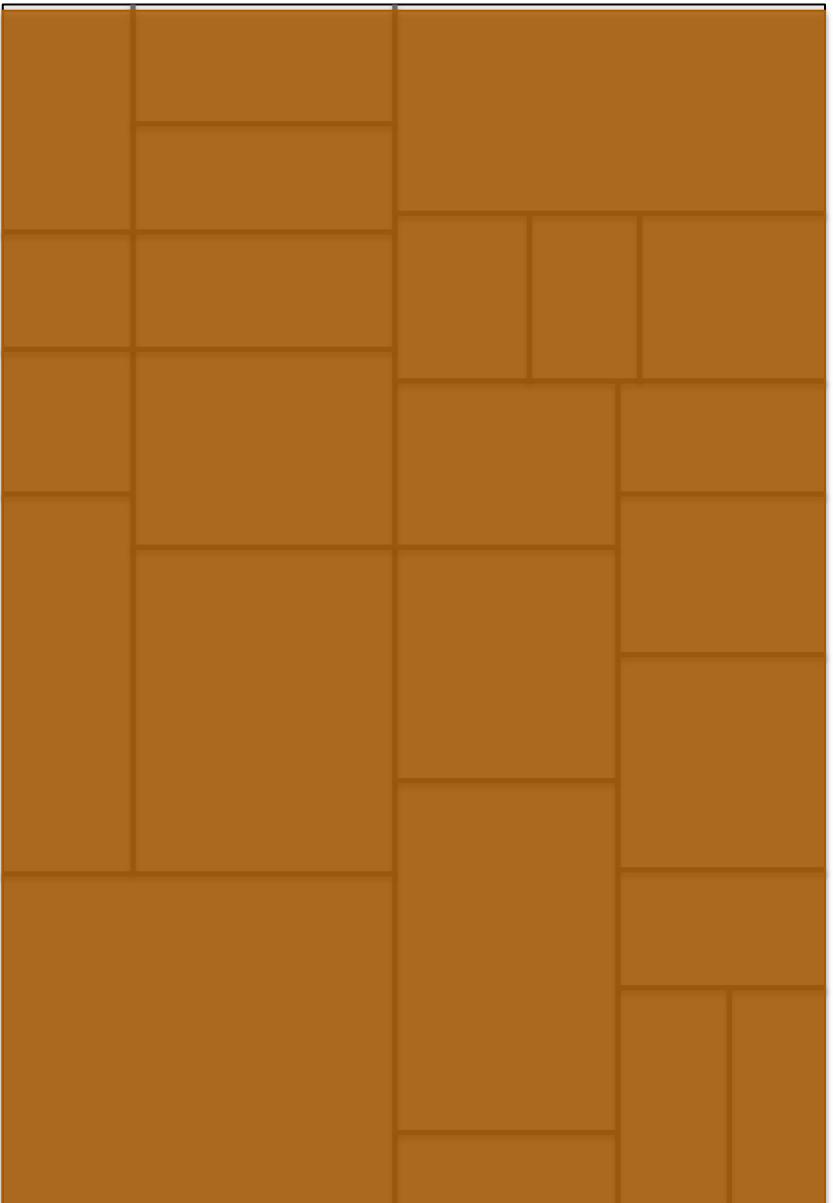
national headlines (國內要聞 *Guonei yaowen*)

This image shows a page from a Chinese newspaper from 1931. The top section contains several columns of text, likely news or editorials. Below this, there is a prominent advertisement for a longevity machine. The text in the ad is arranged in a grid-like pattern, with the characters '百齡機' (Bailengji) repeated multiple times. The overall layout is typical of early 20th-century print media.

Business & Finance section 商務金融 (shangwu jinrong)



Shenbao 1924, Jan 3 (p.8)

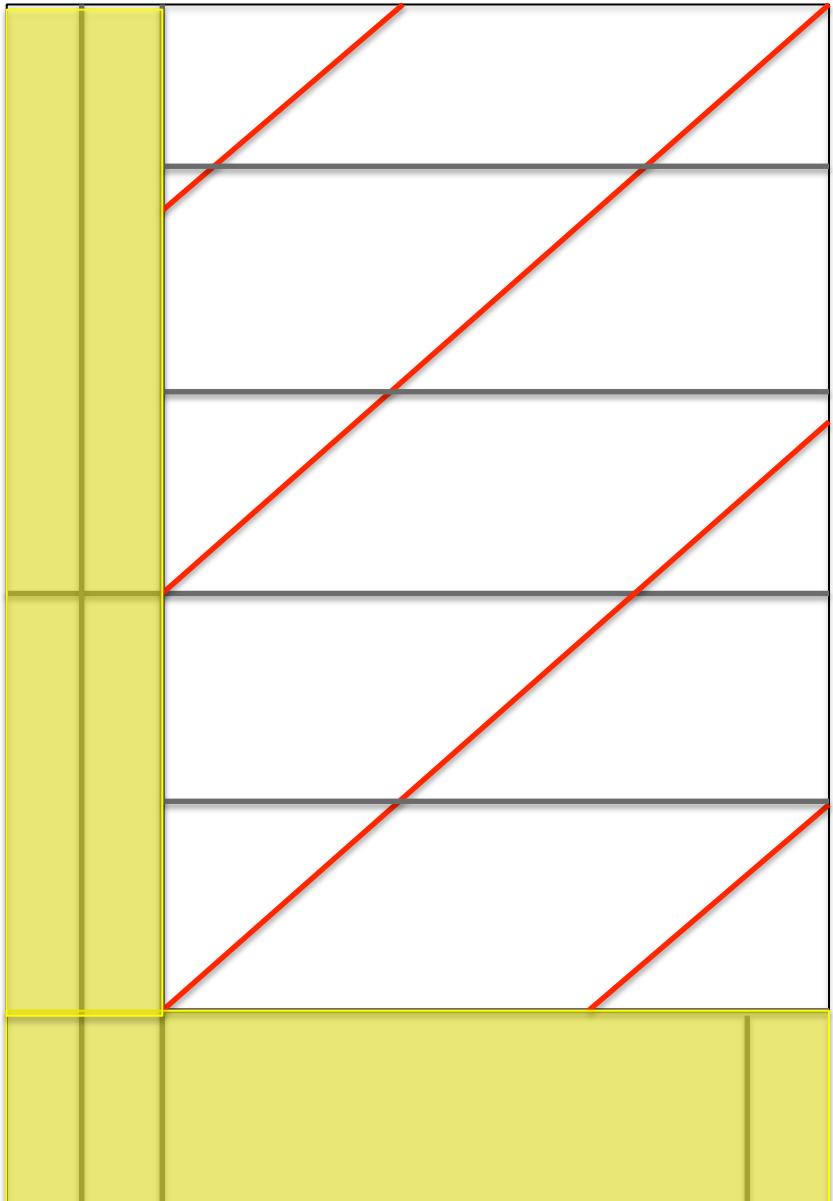


Shenbao 1924, Jan 3 (p.9)

National headlines (2) (國內要聞二 Guonei yaowen'er)



Shenbao 1924, Jan 3 (p.10)

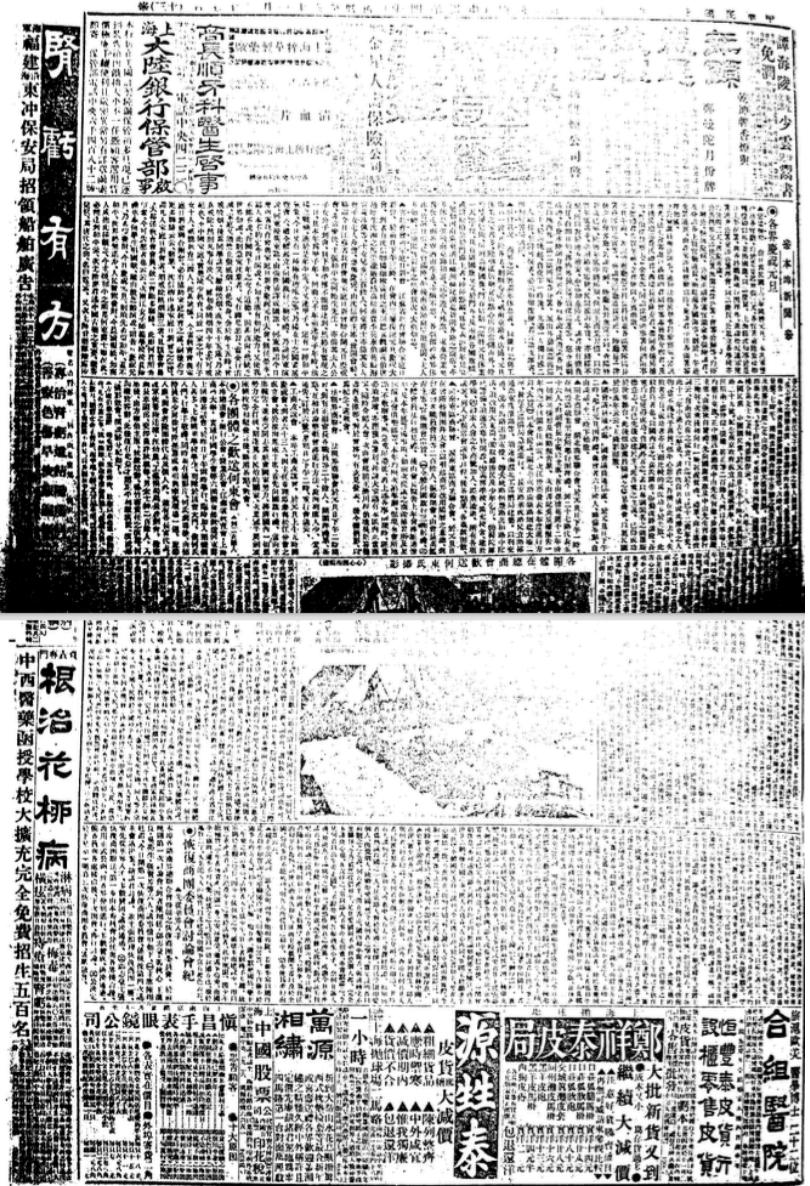
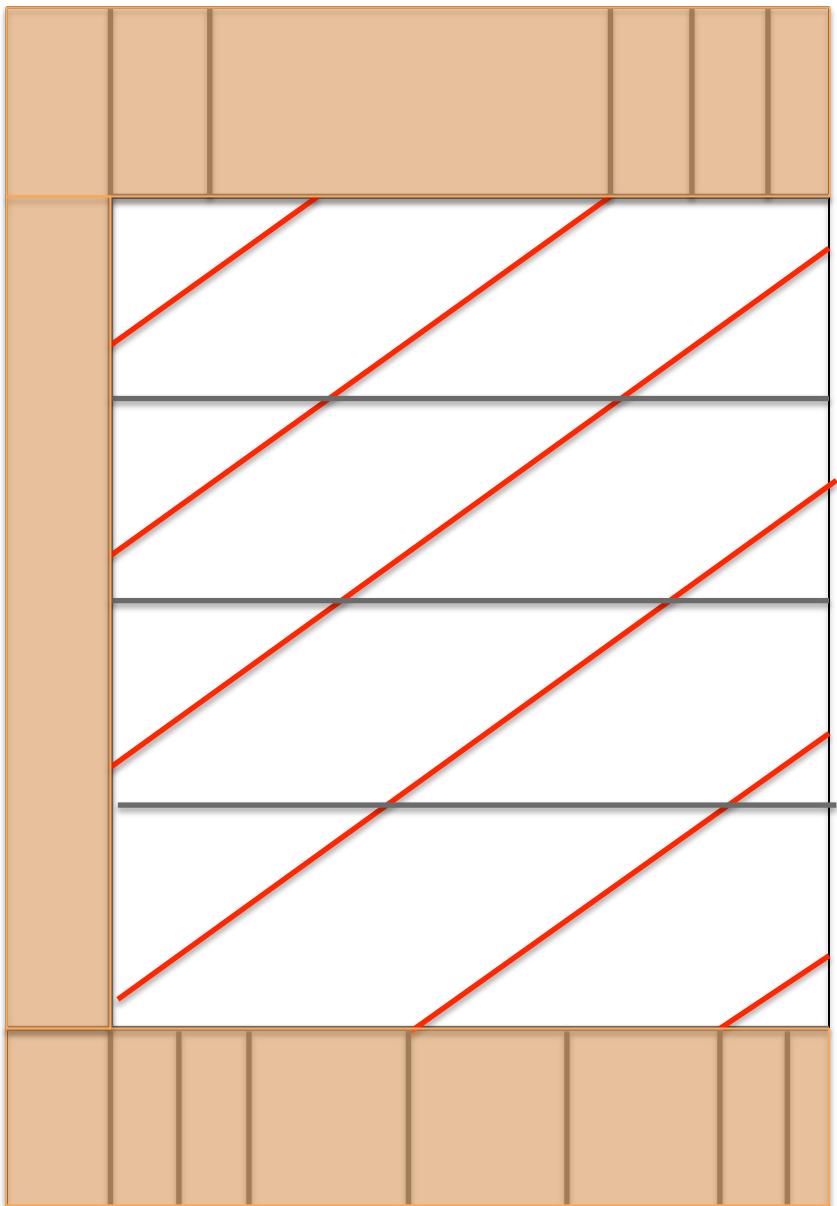


National headlines (2) (國內要聞二 *Guonei yaowen'er*)

This image shows a full-page layout of a Chinese newspaper from March 3, 1931. The page is filled with dense columns of text in traditional Chinese characters. Several prominent vertical headlines are displayed in large, bold characters. On the right side, there are several large-scale advertisements for various goods and services, each with its own small illustration or logo. A red arrow has been drawn from the top center towards one of these advertisements. The overall layout is characteristic of early 20th-century print media.

Shenbao 1924, Jan 3 (p.11)

Shenbao 1924, Jan 3 (p.12)



ocal news (Shanghai) 本埠新聞 (*benbu xinwen*)

四十一

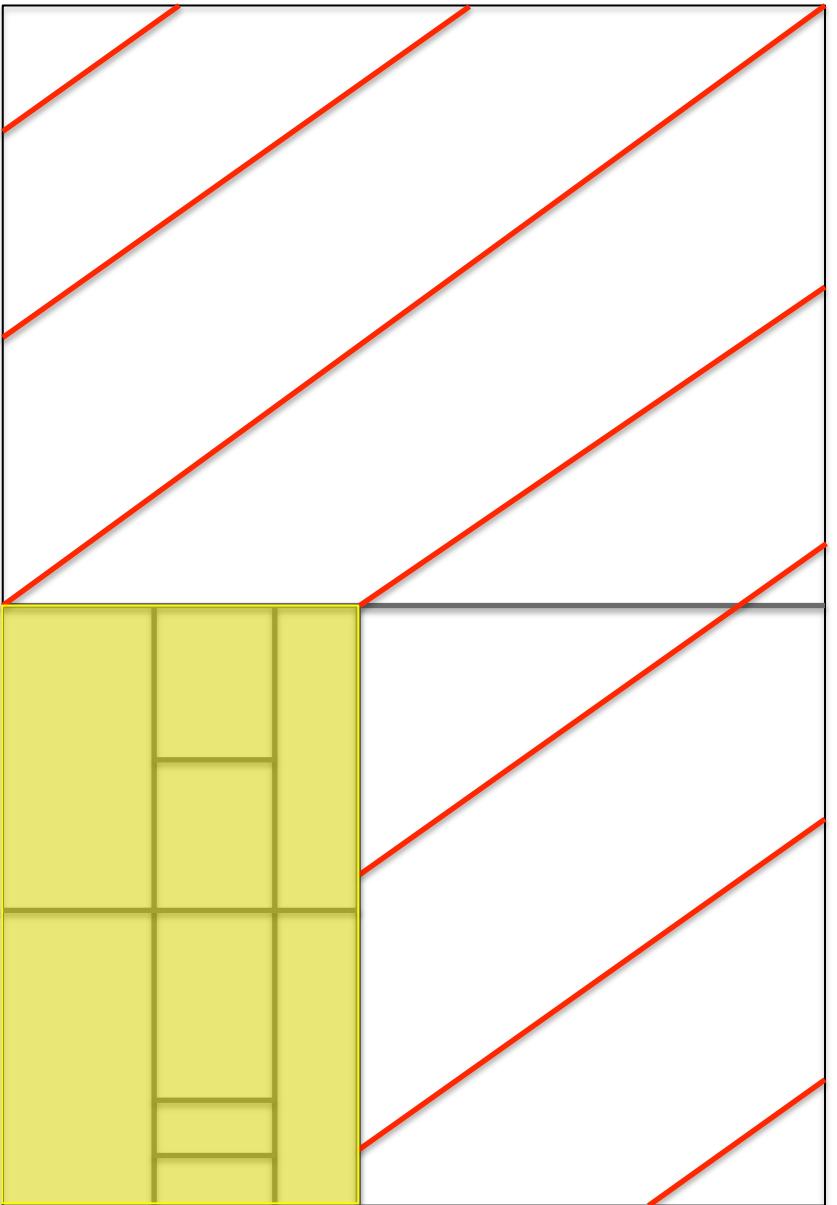
◎江海關定期於土

◎各客運在上實港稅之計
去年關稅收入之統計
水手私運土彈之查獲
世英昨晚北上
民立中學廿週紀念會會場
新政策
本埠新聞之錢莊

一第禮送僨國羨



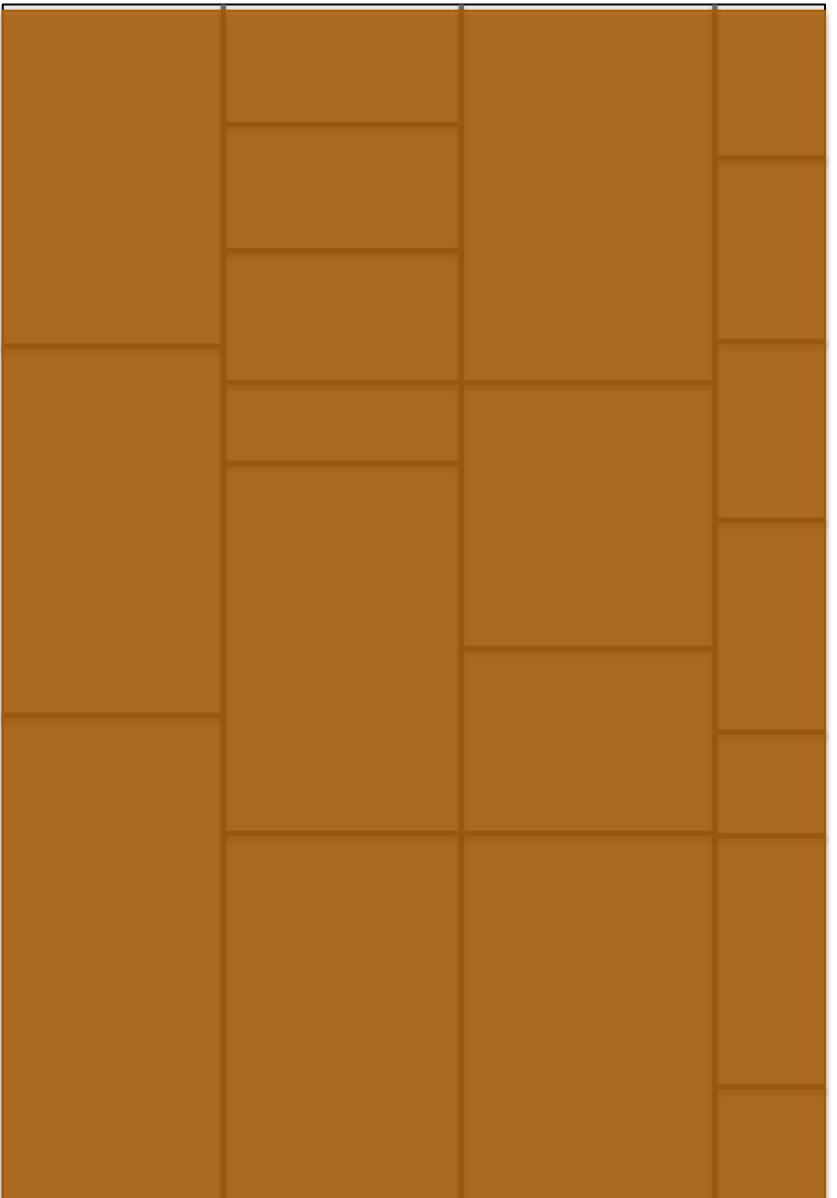
henbao 1924, Jan 3 (p.14)



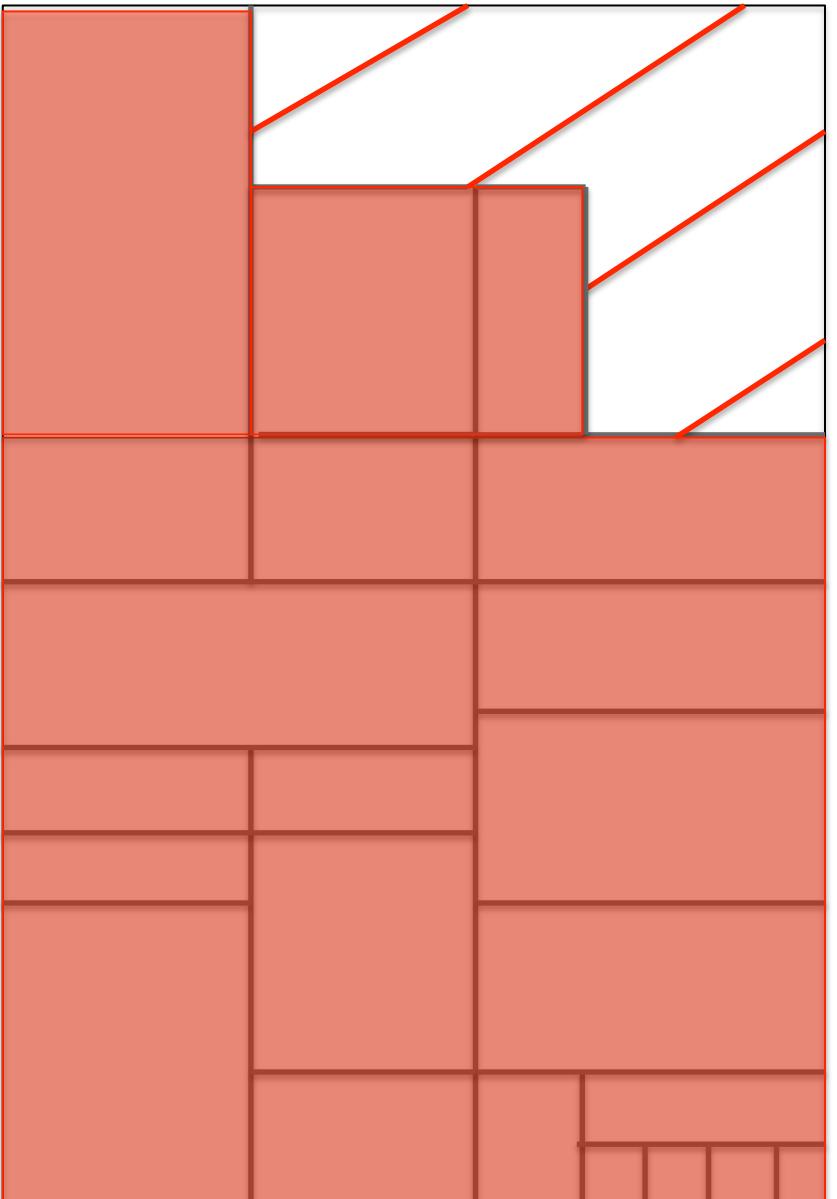
五十一

The page includes several columns of text in Chinese, some with headings like "上海商業市況彙報" (Report on Shanghai Commercial Situation), "南北五國賽會常會紀念" (Memorial of the Permanent Conference of Five Countries), and "中華醫學教育說明" (Explanation of Medical Education in China). There are also numerous small circular notices and a large central advertisement for a new medicine.

Shenbao 1924, Jan 3 (p.15)



Shenbao 1924, Jan 3 (p.16)



Shenbao 1924, Jan 3 (p.17)

Local news (Shanghai) 本埠新聞 (*benbu xinwen*) (3)

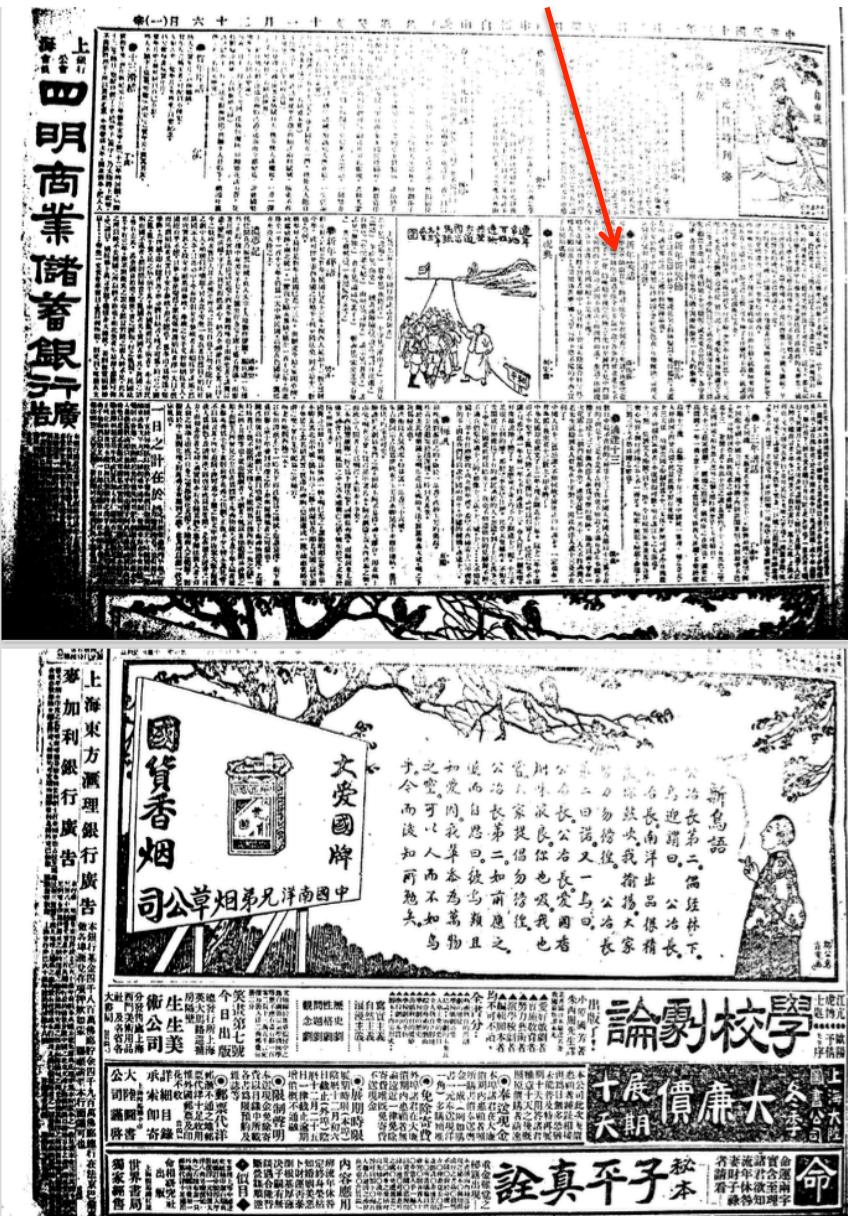
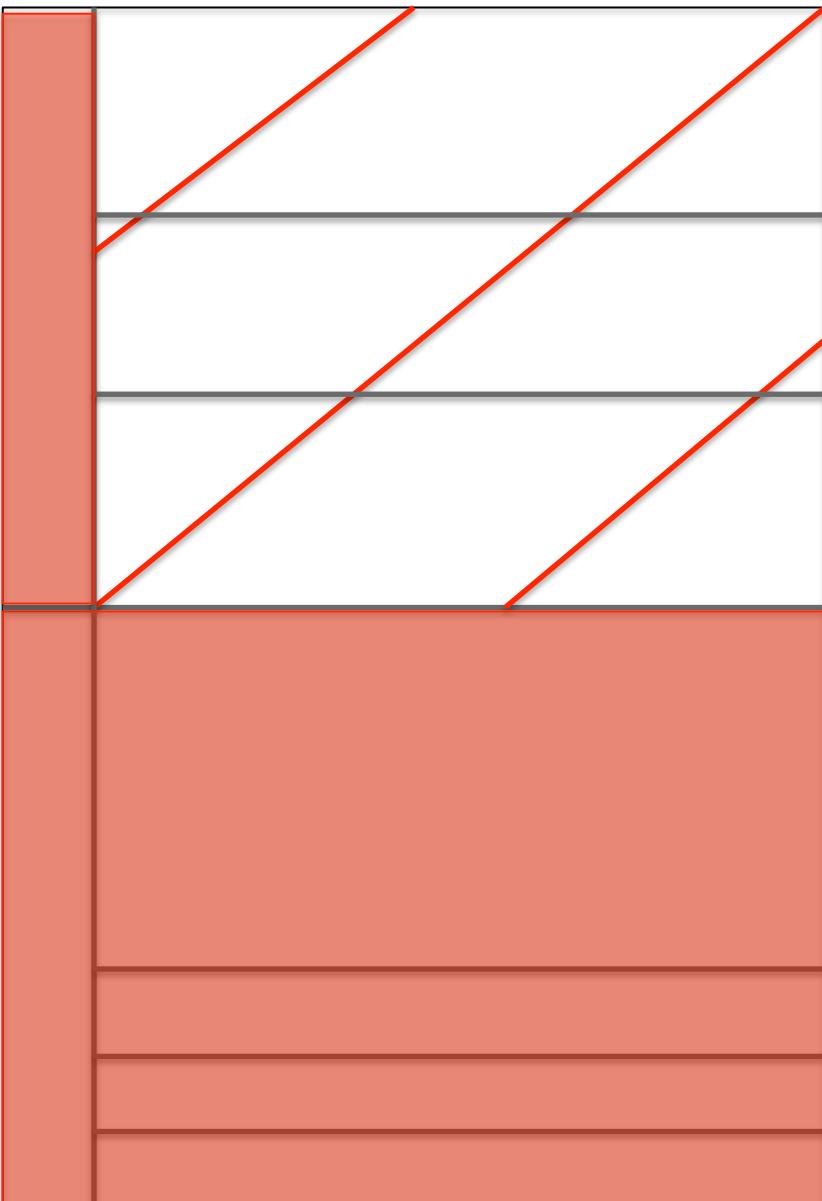


Local news (Shanghai) 本埠新聞 (benbu xinwen) (3)

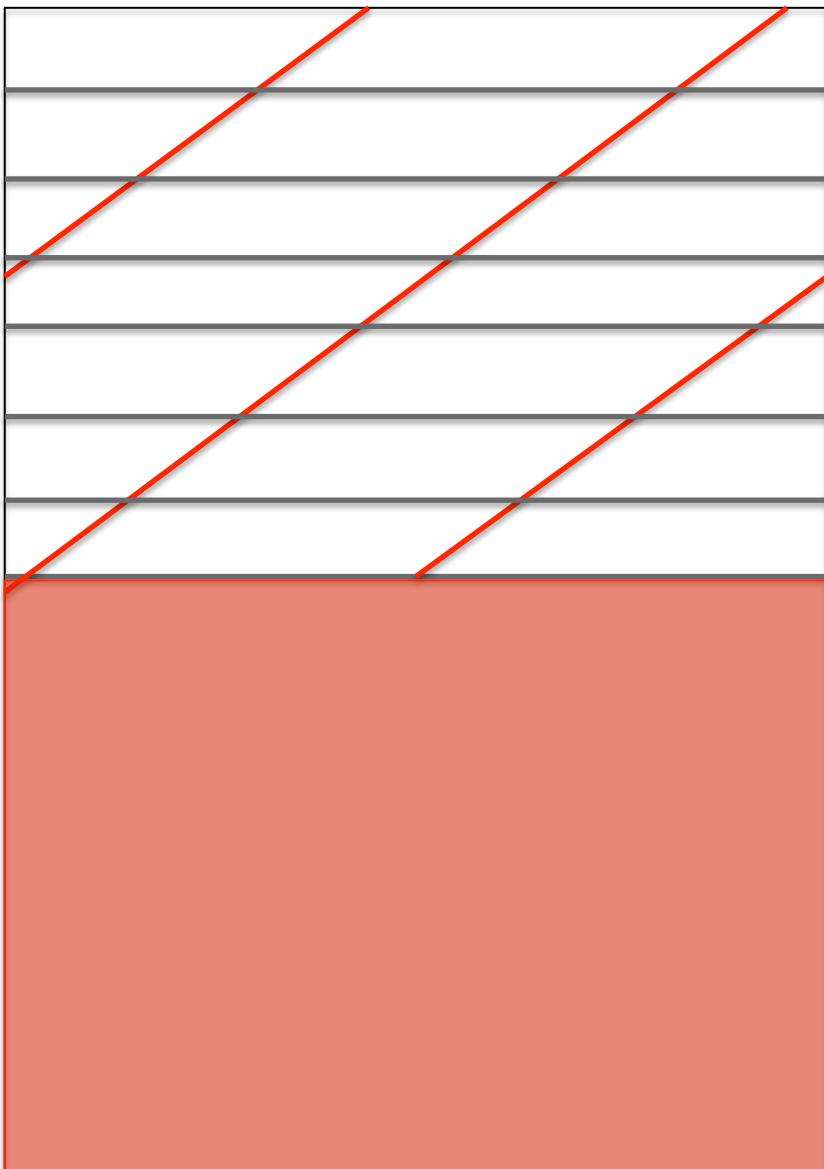


Shenbao 1924, Jan 3 (p.18)

Common talk (常談 Changtan)

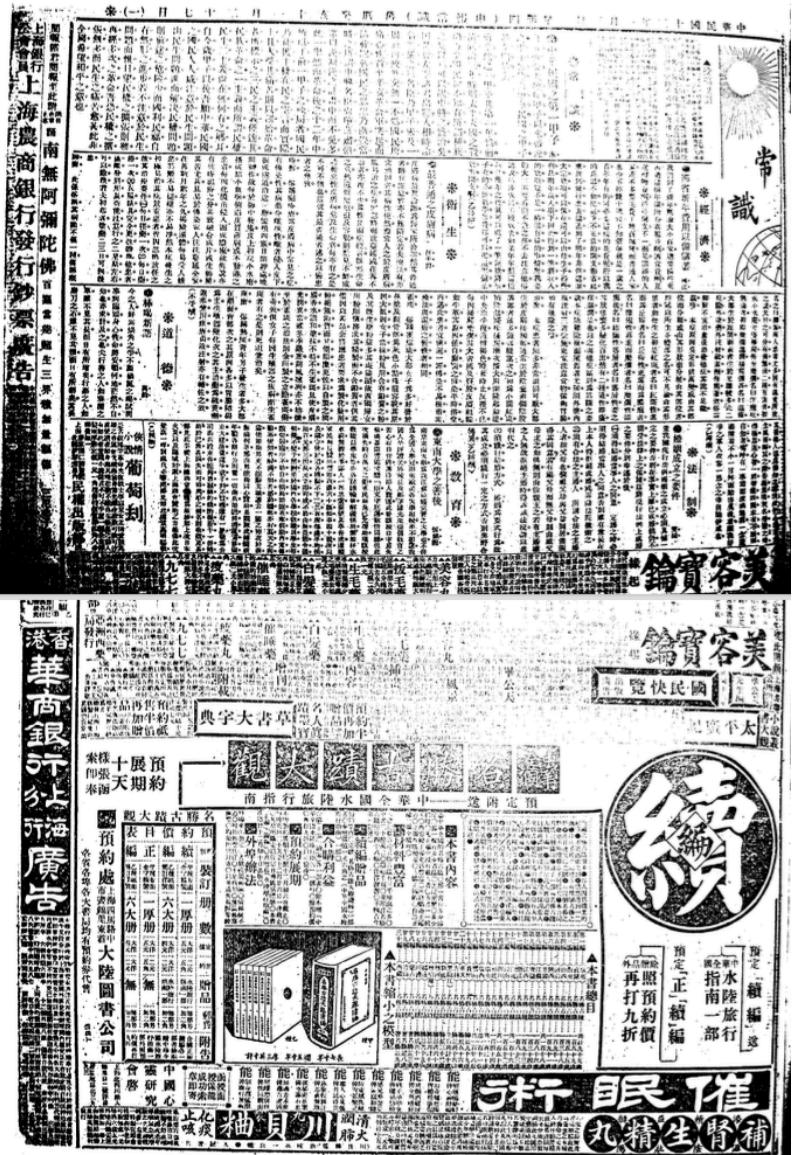
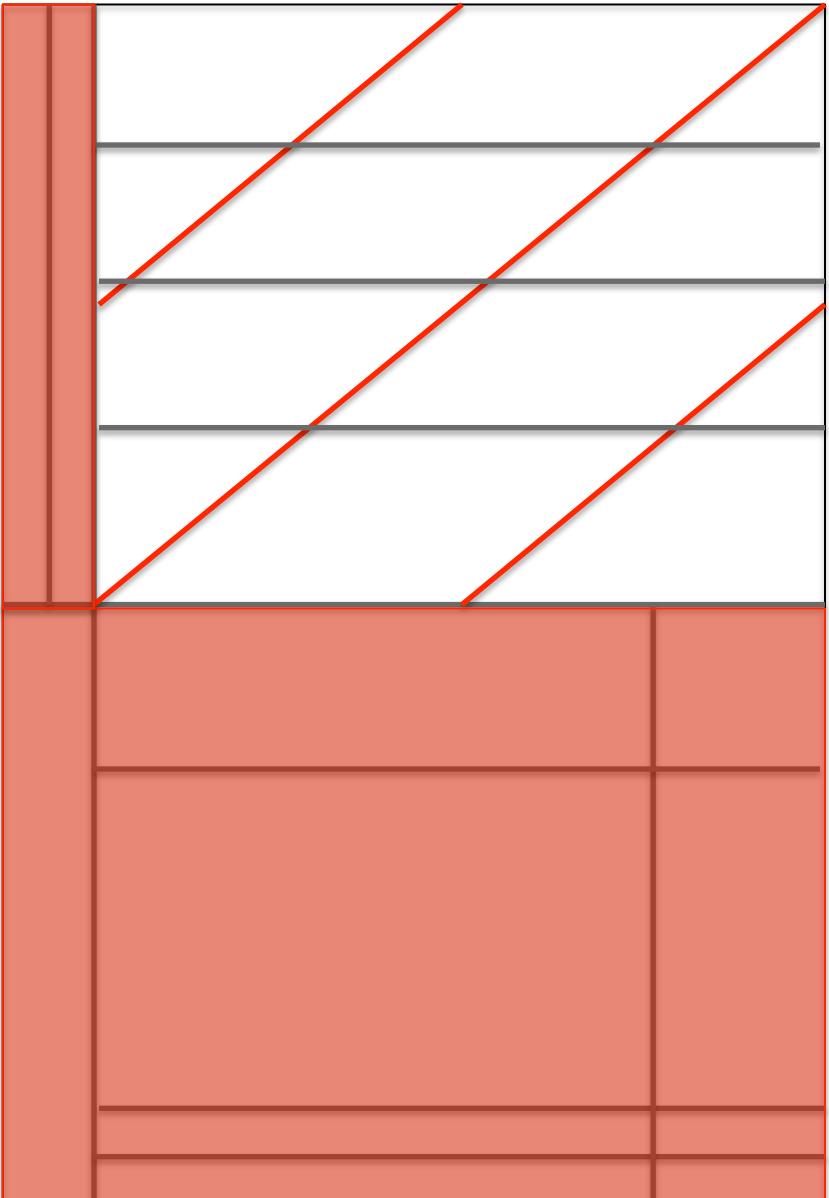


Train schedules 申報火車表 (Shenbao huoche biao)



Free talk (New Year special edition)

自由談 元旦特刊 (Ziyoutan yuandan tekan)



(二) 日三月二年三十國民中華