

Close zoning (issue situation)

Shenbao, 1924, Jan 3 (22p)

KEY TO THE ZONING MAPS



Restricted zone (no ads)

SITUATION IN THE ISSUE

- Pole of maximal concentration (2): front page and first third pages
- Intermediate zone of lesser attention (0): middle pages
- Pole maximal memorization/final impression (1): third last pages

PAGE CONDITIONS

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

Actual debates 時評 (*shiping*)

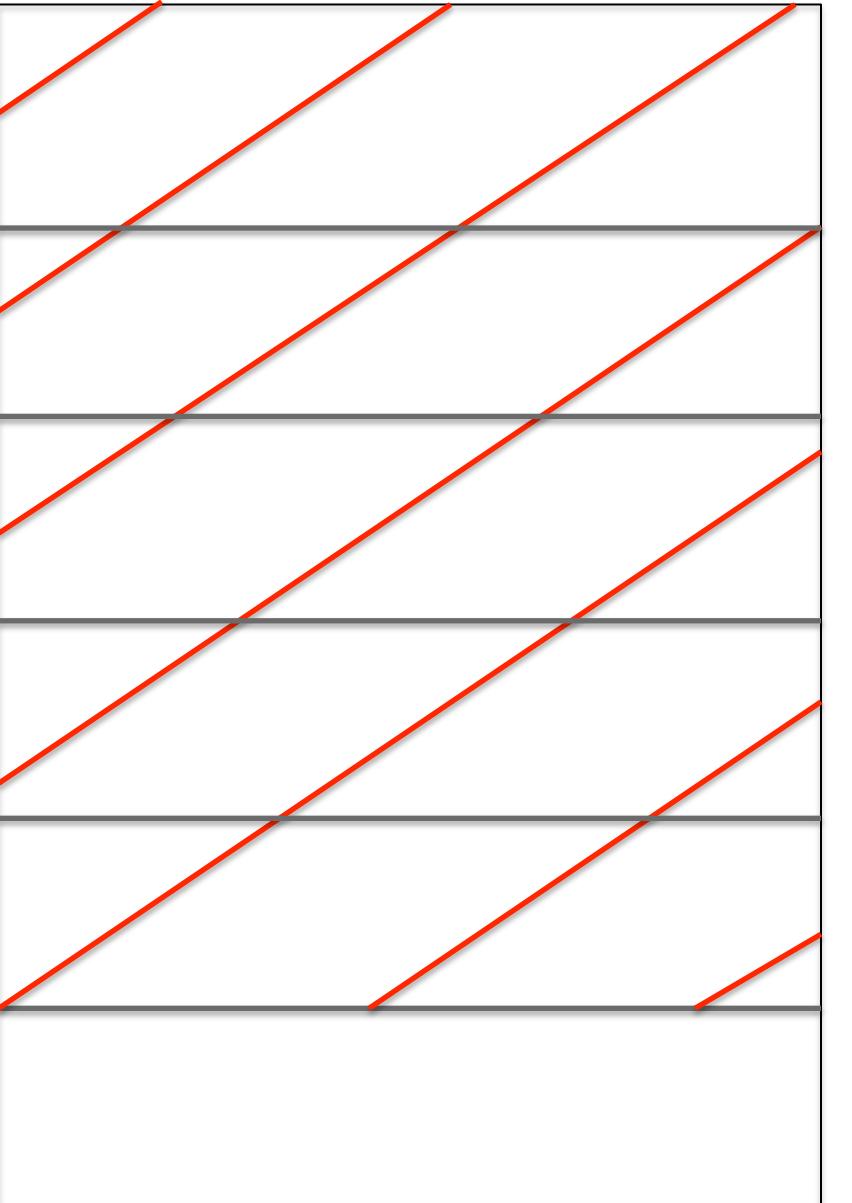
助肺呼吸香膠為治喉妙品
治寒熱風痰
滋陰之功用
冬令患者較多

李彦青赴洛，尙附帶和奉翰臣同題，蘇之有三十一日由本籍遞津，
晉京備報。（以上二事今不詳）

○**歐洲各國新動向**
（一）德國：財政部已辦之戰略特輯，均
指吾未聞議，年契在即，亦未遠索電報。
（二）法國：再今日也休想，必為他所占。白頭翁者，
如雪片，發金提盜，屢敗抵完財政司。

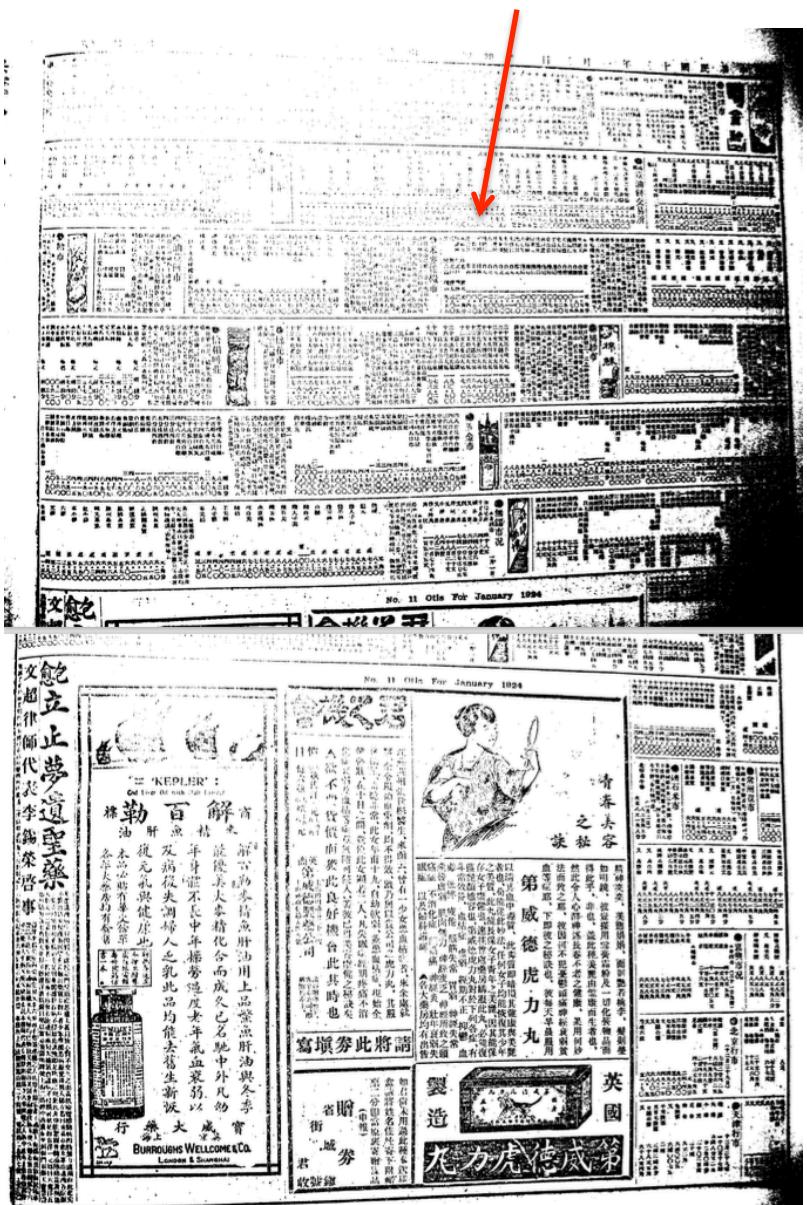
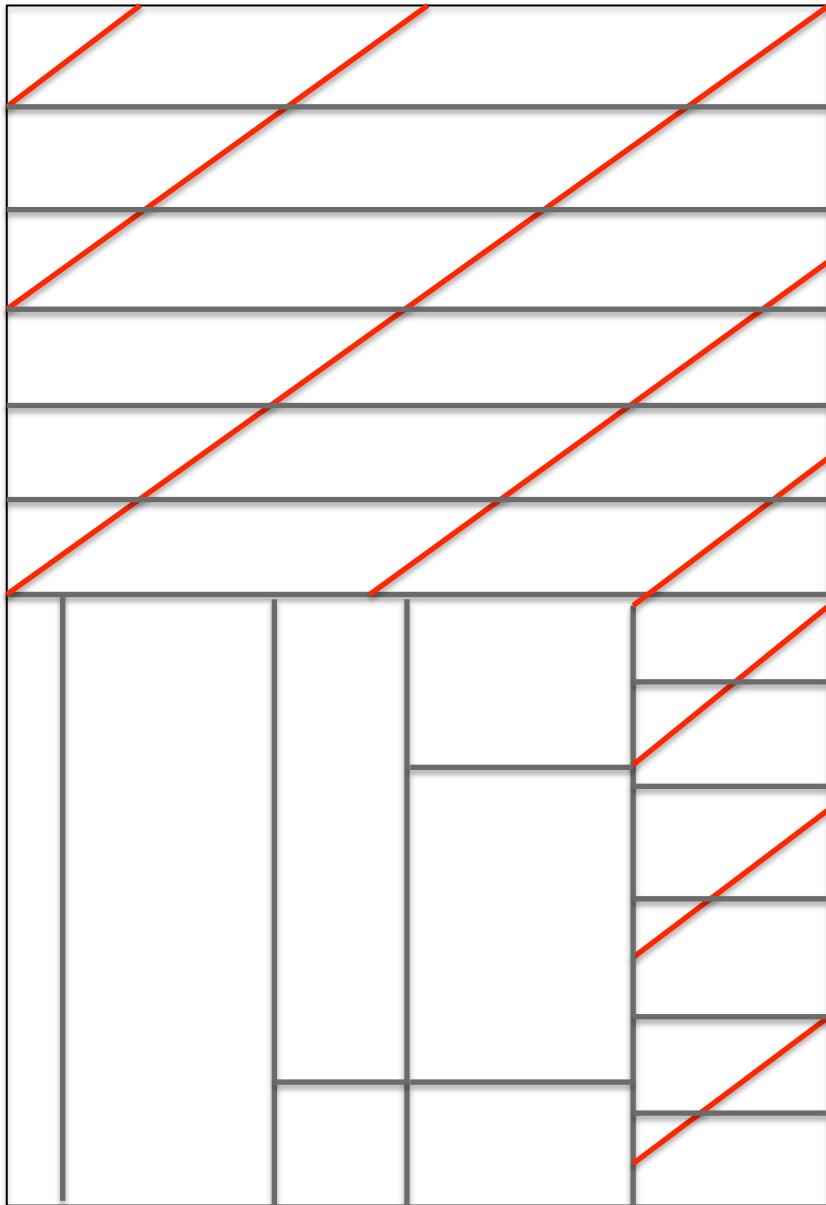
▲第四百五十九回 周易占風氣
日本東方萬葉山一月一下午三時驚聞大震，據日本
船有方之傳書，說是東關原縣御守心中寺博宣及會
之源院大有觀音寺之禪師，極力一方而滅火大難剛解，
及復保之而復燒，因禪師急切，且後大嘯而死之以

ational headlines (國內要聞 *Guonei yaowen*)

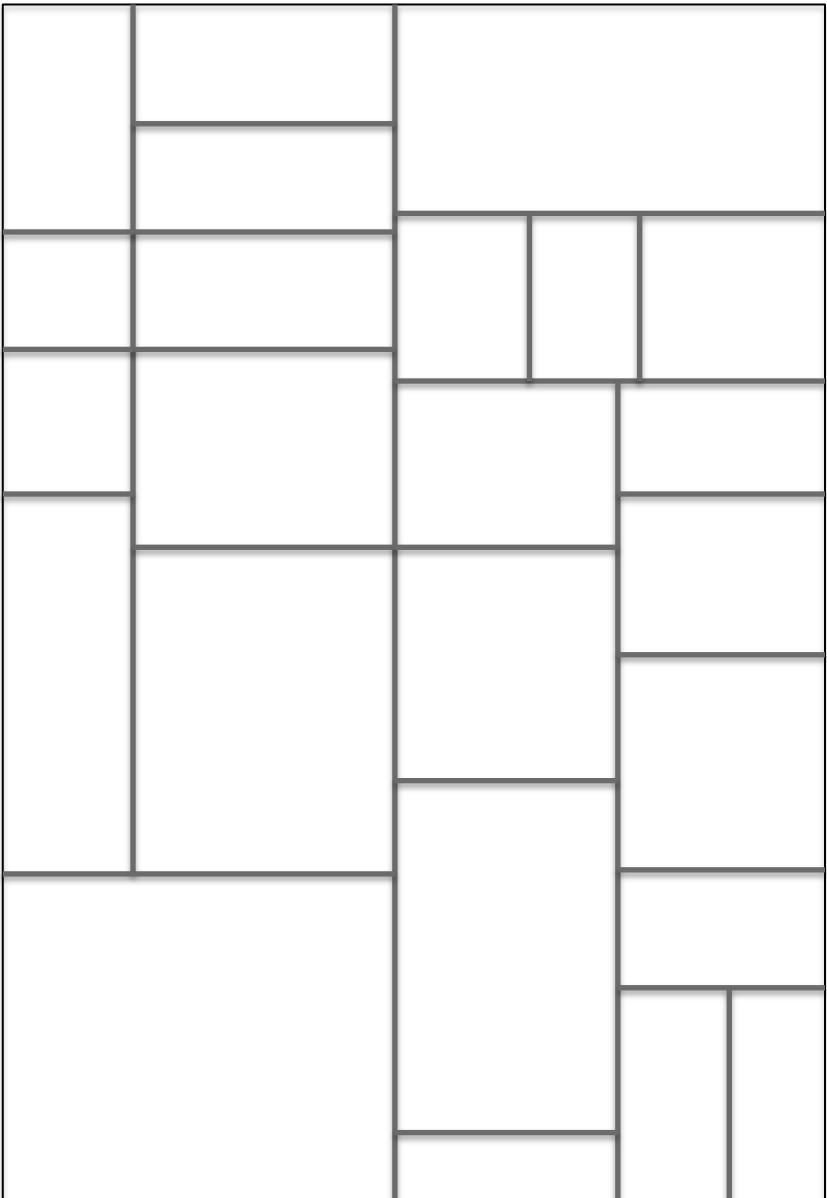


Shenbao 1924, Jan 3 (p.7)

Business & Finance section 商務金融 (shangwu jinrong)



Shenbao 1924, Jan 3 (p.8)

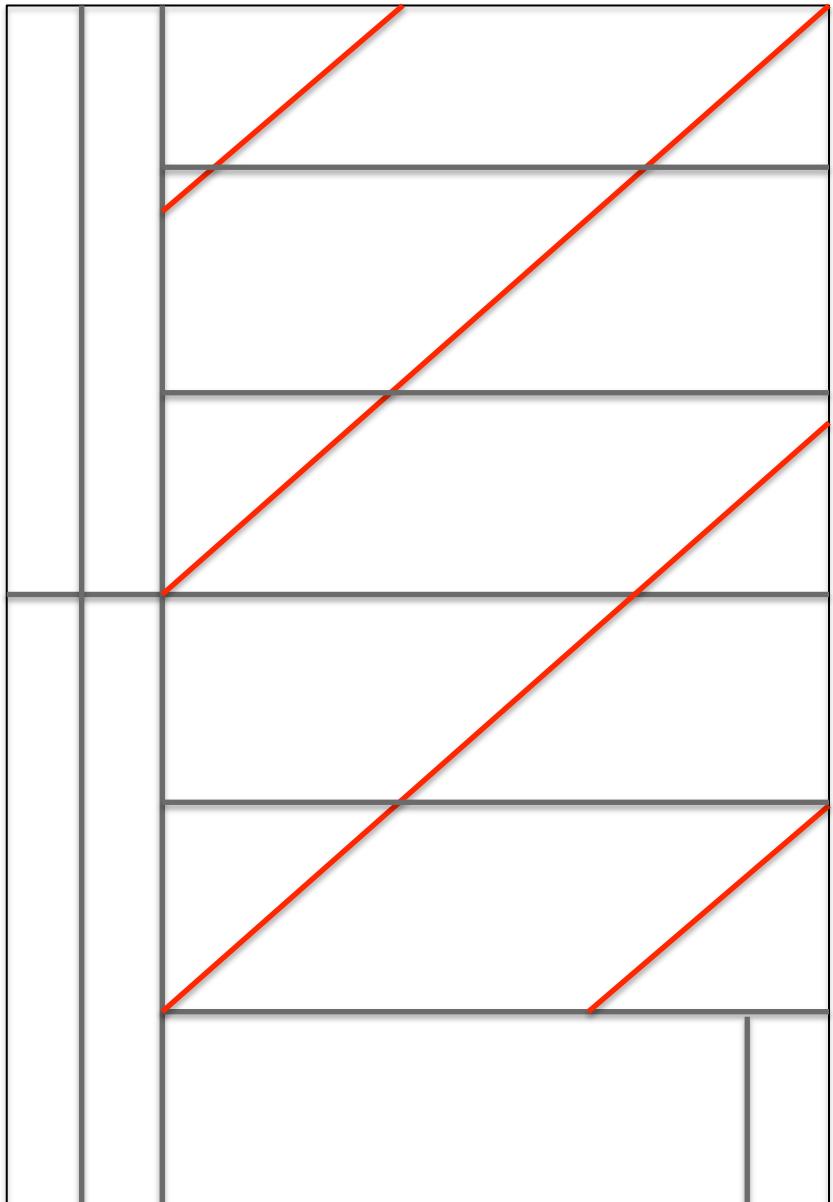


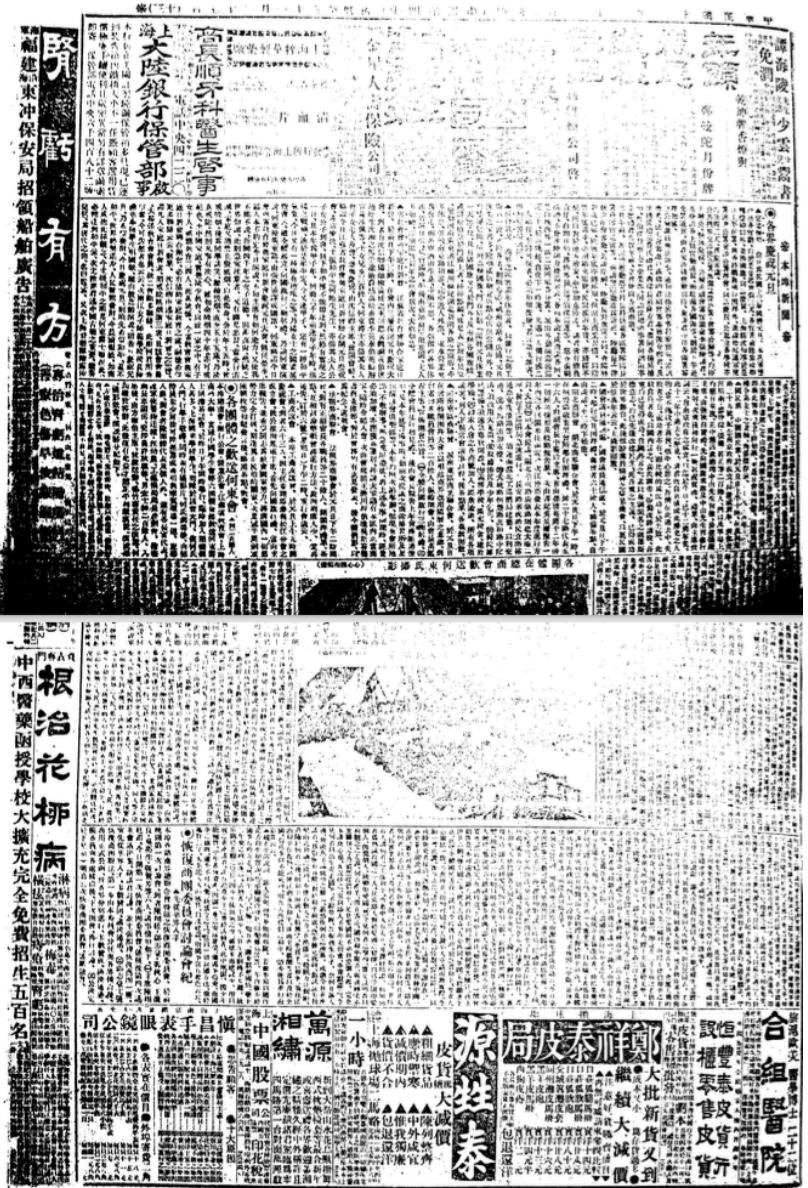
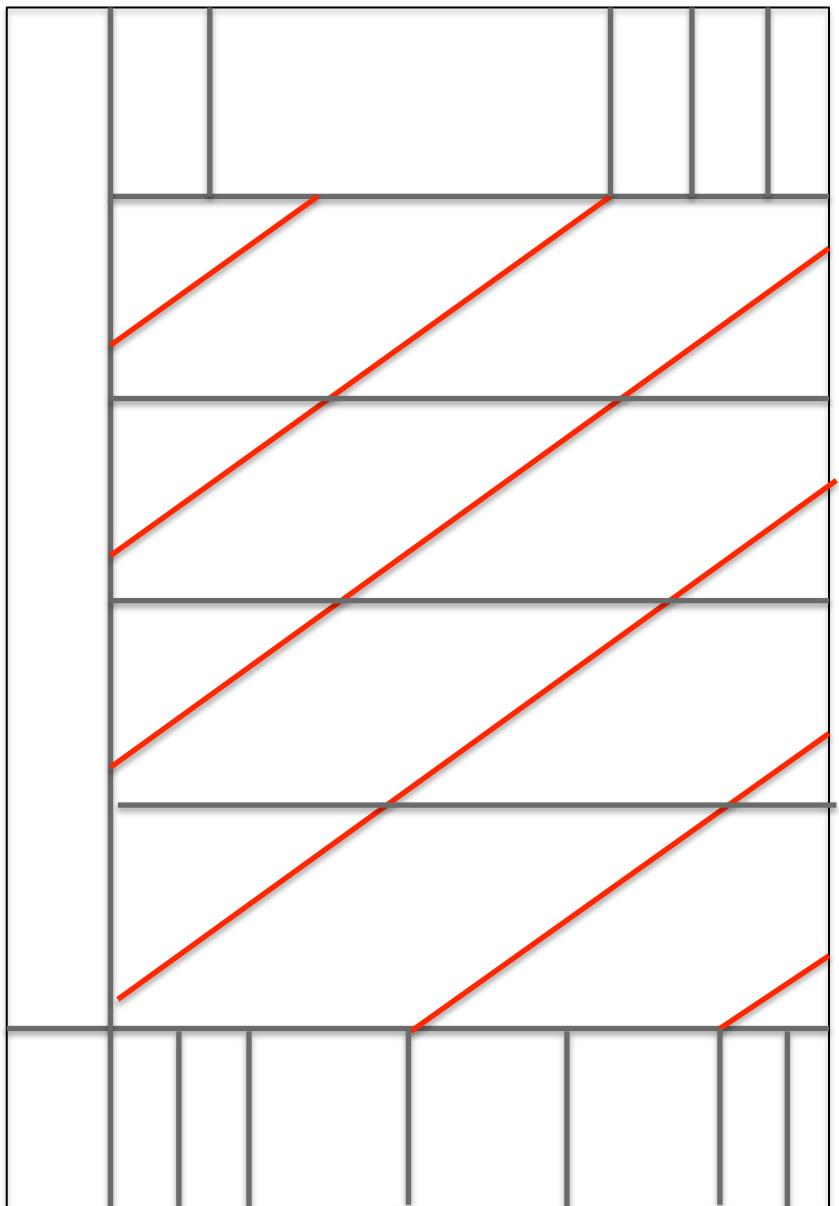
Shenbao 1924, Jan 3 (p.9)

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

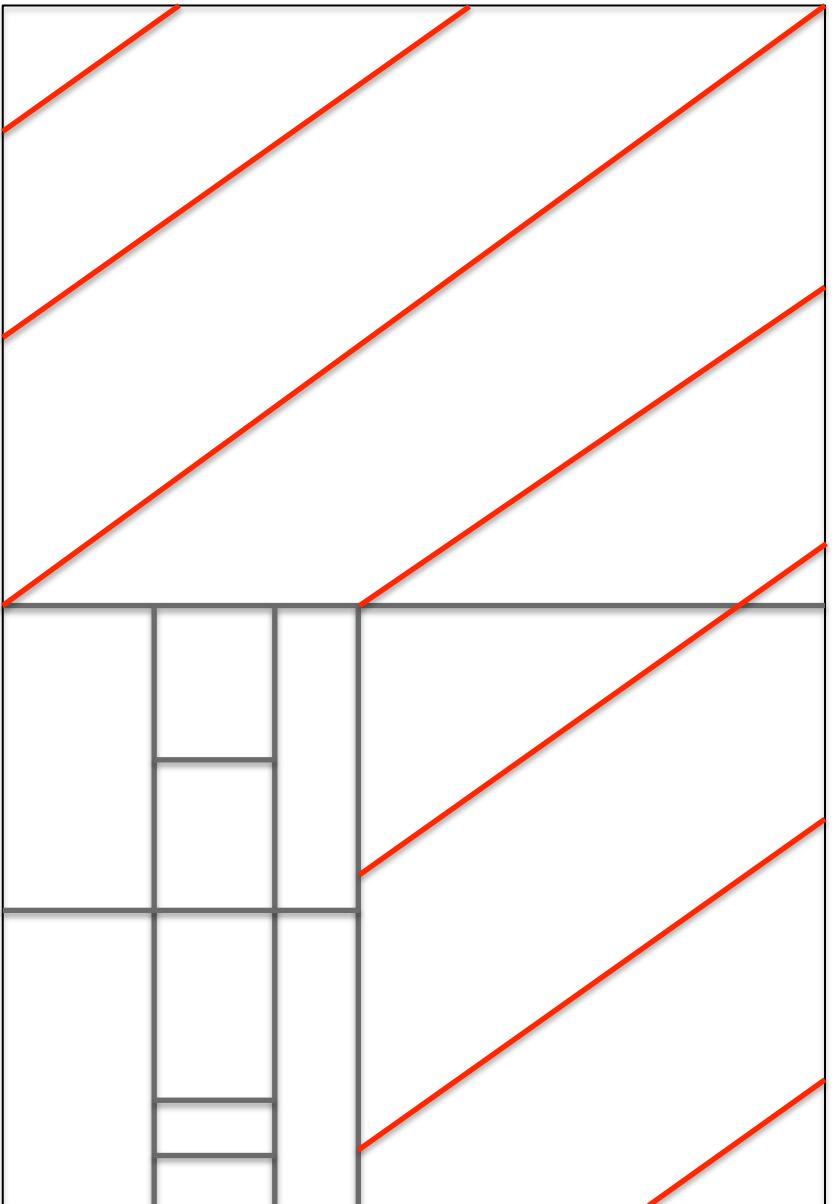


Shenbao 1924, Jan 3 (p.10)





The image consists of five parallel red lines. These lines are straight and extend from the left side of the frame towards the right. They are evenly spaced and have a consistent thickness. The background is plain white.

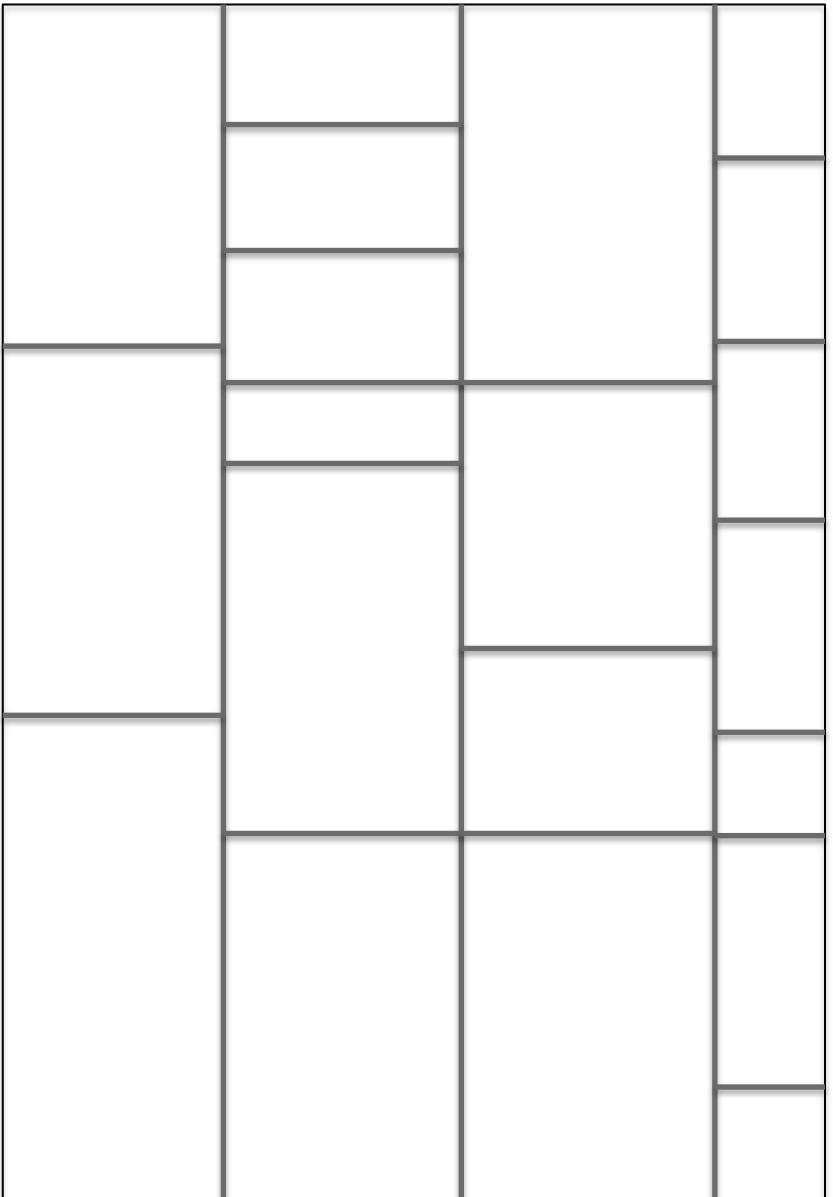


Shenbao 1924, Jan 3 (p.15)

Local news (Shanghai) 本埠新聞 (*benbu xinwen*) (2)

The newspaper page contains the following main sections:

- Top Headline:** 上海新年花燈會開幕 (The New Year Flower Lamp Festival opens in Shanghai)
- Central Image:** A black and white photograph showing a large group of people seated in rows, likely attendees of the festival.
- Left Column Headlines:**
 - 上海商業市況報 (Shanghai Commercial Gazette)
 - 上海新華花燈會開幕 (New Year Flower Lamp Festival opens in Shanghai)
 - 上海新華花燈會開幕 (New Year Flower Lamp Festival opens in Shanghai)
 - 上海新華花燈會開幕 (New Year Flower Lamp Festival opens in Shanghai)
 - 上海新華花燈會開幕 (New Year Flower Lamp Festival opens in Shanghai)
- Right Column Headlines:**
 - 上海新華花燈會開幕 (New Year Flower Lamp Festival opens in Shanghai)
 - 上海新華花燈會開幕 (New Year Flower Lamp Festival opens in Shanghai)
 - 上海新華花燈會開幕 (New Year Flower Lamp Festival opens in Shanghai)
 - 上海新華花燈會開幕 (New Year Flower Lamp Festival opens in Shanghai)
 - 上海新華花燈會開幕 (New Year Flower Lamp Festival opens in Shanghai)
- Large Center Headline:** 第一白潤聖藥 (First White Moistening Holy Medicine)
- Sub-headlines:** 治花柳白潤或皮膚病者鑒 (Cures skin diseases like hua liu), 調經真靈 (True efficacy for regulating menstruation), 丸帶白靈驗 (White Spirit Pill), 患花柳白潤或皮膚病者鑒 (Cures skin diseases like hua liu), 咳嗽止 (Cures cough), 燥熱 (Dry heat), 痰火 (Phlegm fire), 肺氣 (Lung Qi), 煮氣 (Cooking Qi), 煤氣 (Gas), 裝置 (Installation), 水器 (Water器), 時省費便 (Convenient and cost-effective), 諸君採購 (Please purchase), 申工部局電氣處之供給 (Supply by the Shanghai Electric Department), 最佳之發光取暖及 (Best lighting and heating), 其安適 (Convenient and comfortable), 方可 (Can be), 通 (Used), 欲得安適之佈置 (Want to be comfortable), 非採用現時最佳之發光取暖及 (Not using the best lighting and heating methods), 氣體 (Gas), 諸君採購 (Please purchase), 同前 (As before), 申工部局電氣處之供給 (Supply by the Shanghai Electric Department), 二十六號樣子間 (Model No. 26), 或福州路 (Fuzhou Road), 江西路卅號 (No. 30 Jiangxi Road).
- Bottom Right Column:** 上海地方教育局 (Shanghai Education Bureau), 中華女童教育團 (Chinese Girls' Educational Association), 上海女童教育團 (Shanghai Girls' Educational Association), 上海女童教育團 (Shanghai Girls' Educational Association).



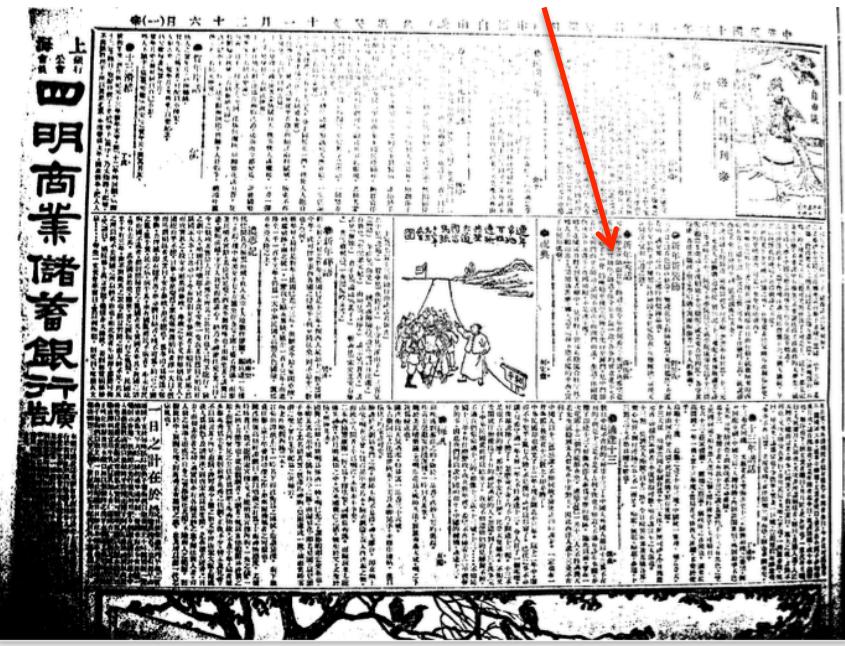
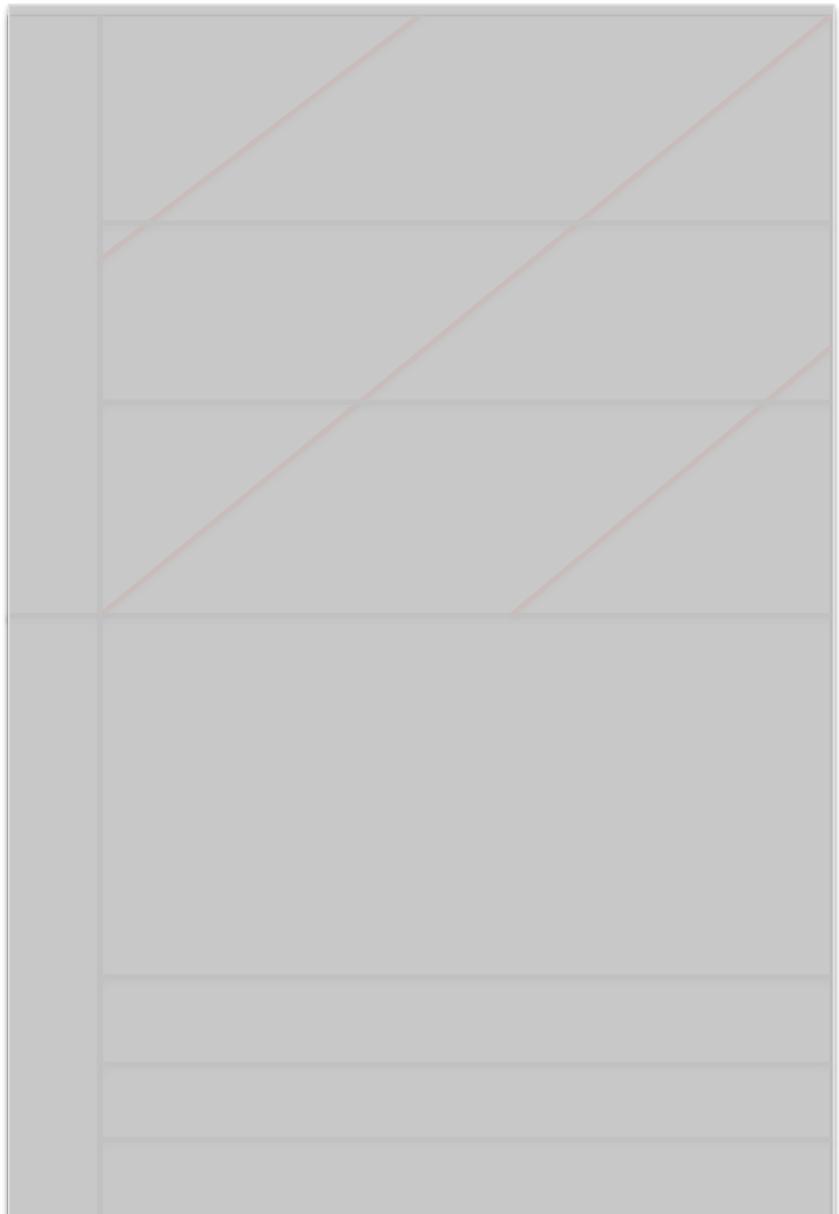
Shenbao 1924, Jan 3 (p.16)

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

Shenbao 1924, Jan 3 (p.17)

中華民國十三年三月三日星期四報第5期

Common talk (常談 Changtan)



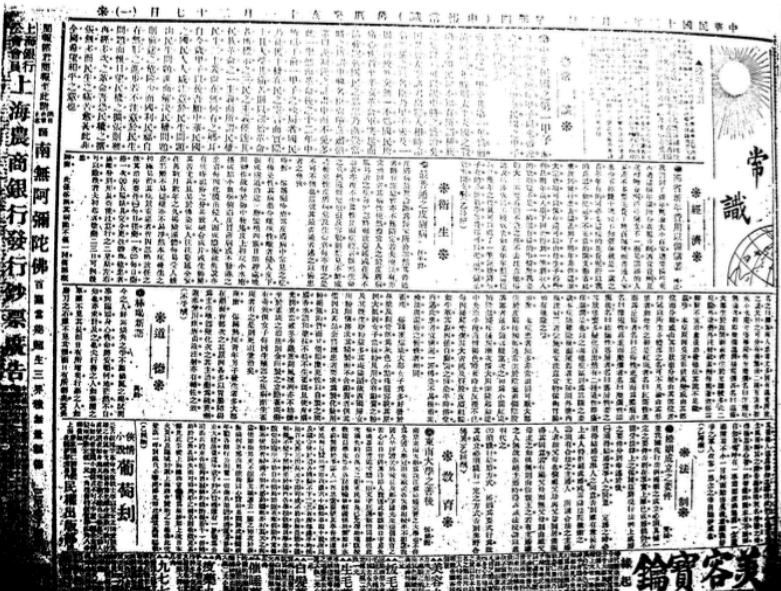
Train schedules 申報火車表 (Shenbao huoche biao)



Shenbao 1924, Jan 3 (p.20)

Free talk (New Year special edition)

自由談 元旦特刊 (*Ziyoutan yuandan tekan*)



Shenbao 1924, Jan 3 (p.21)

(二) 日 三 月 三 十 年 中 國 民 党 (談 由 自 報 申) 四 期 星 日 三 十 一 月 二 十 二 七 日 七