

Close zoning (issue situation)

Shenbao, 1941, Feb 1 (14p)

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

百樂快輪准於一月三日粘圖在放香港裝貨。中通航運公司
治興快輪准於二月五日直放仰光。治成船務行啓
利安運輸公司啓事

浙江實業銀行股東常會通告

恒昌記銀號謝啓

美上海電話公司債券發售通告

改訂售價 寶生兒兒茶
當面止喫茶
七錢寫為九錢四分八厘

大華殯儀館 受買臺南市中華路蘭因里
安葬殯儀館 諸君請到本公司查詢
地址：新化區中華路二段16號
電話：(06)5378971

合米水筆榮達廠聯合潔價啟事
述諸君者即因近來市面高抑且惡風橫流而安插大肆為非藉此搆謠惑眾及造謠惑眾此等極爲害事請各客友士商見諒勿存偏聽二年一月一日起一律張佈

除空報表

上海華懋總理有限公司招第八屆股東常會

金匱要略

霸王藍布 質地堅牢•永不退色
家常衣料•老幼咸宜
通易信託有限公司發給股息公告

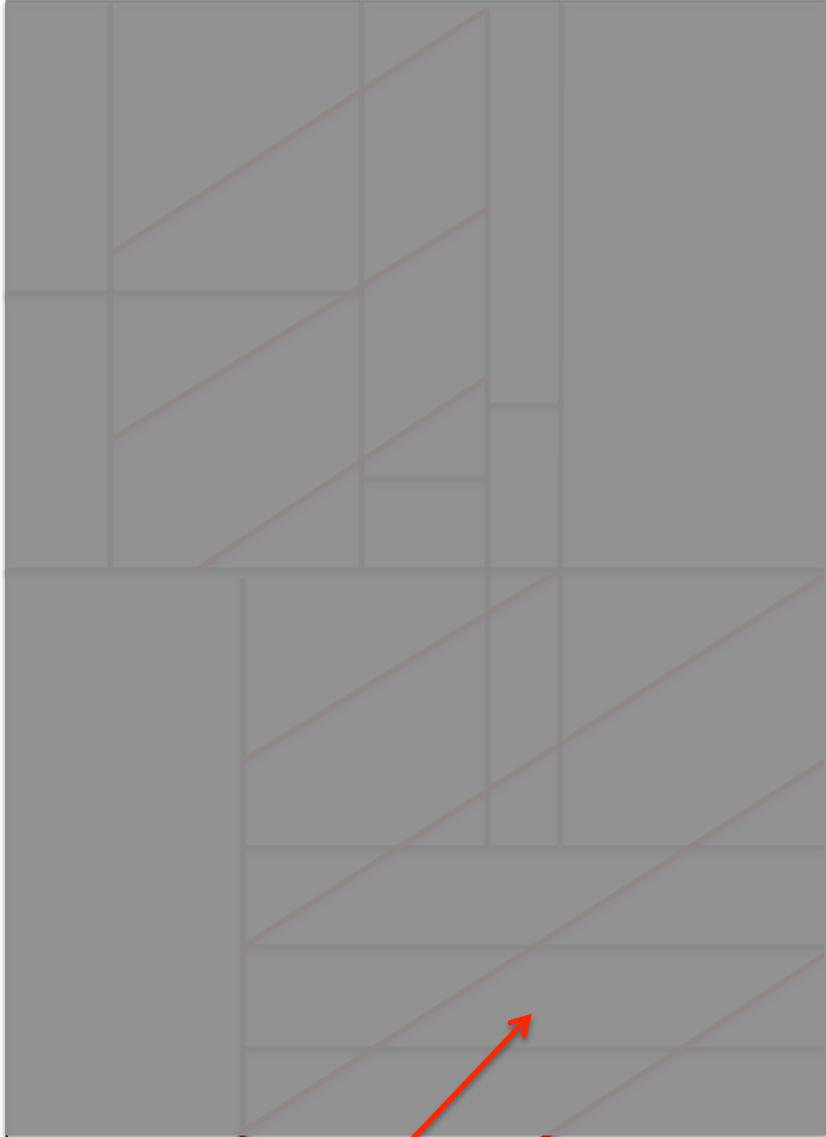
上海音德會鳴謝啟

永安紡織有限公司開派股息通告
國華銀行發給第十二屆股息

總公司一千一百九十二萬兩銀票
空頭一百一十九元五角一毫
以上總共銀票洋九千八百
新嘉坡開業專發

100

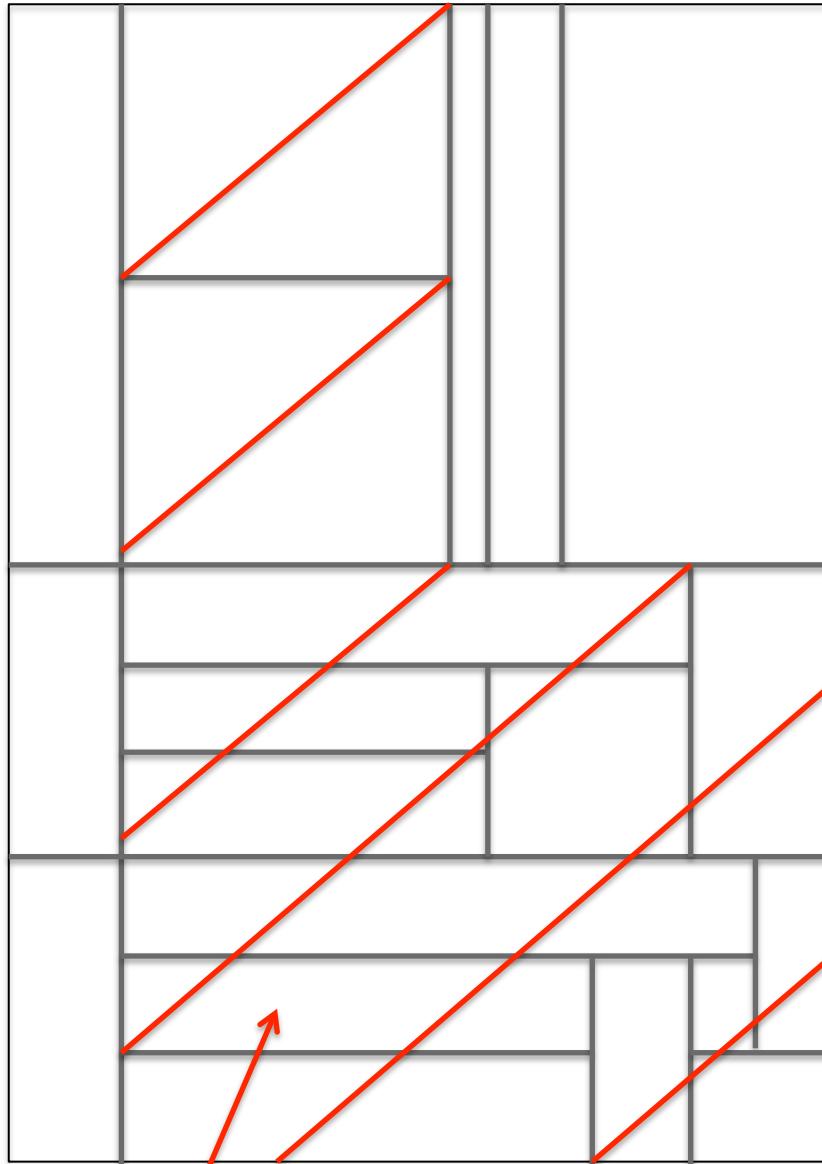
100



Business news
今後之工商界 (Jinhouzhi gongshanjie)

Shenbao 1941, Feb 1 (p.3)

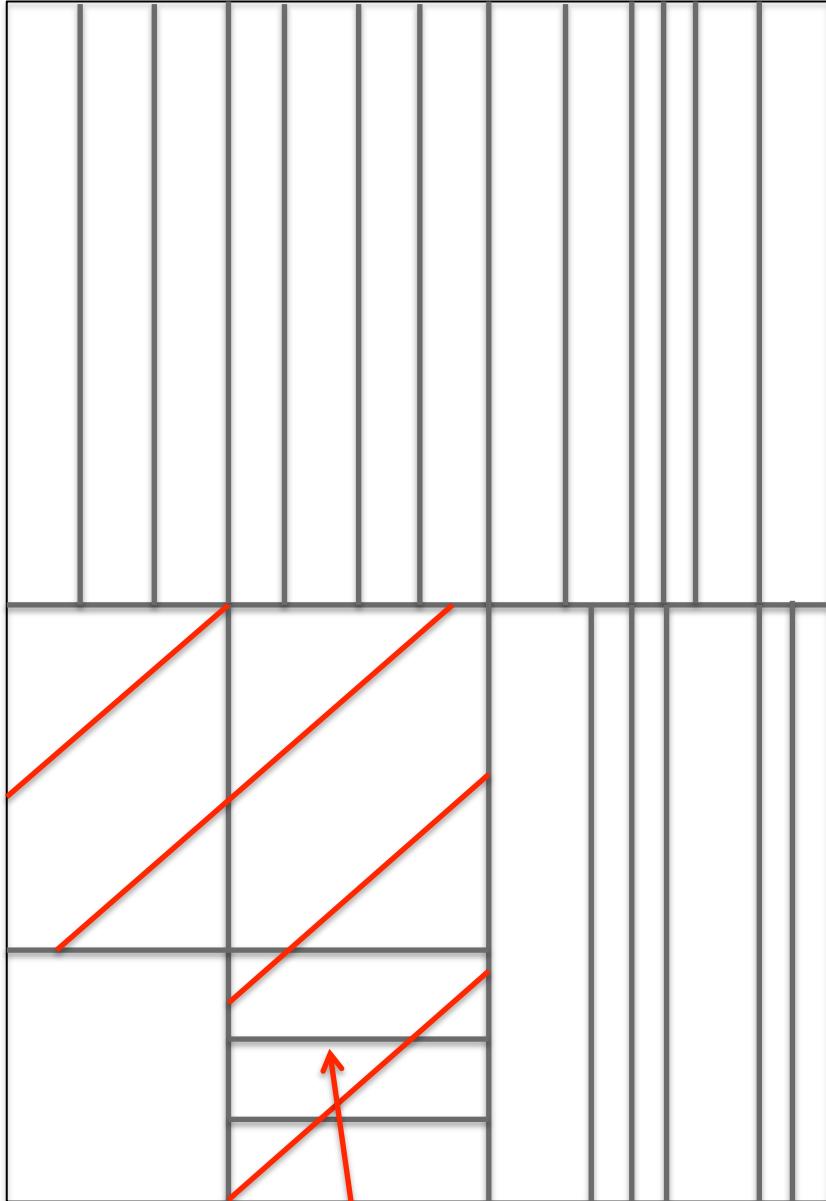




Editorial
社評 (Sheping)

Shenbao 1941, Feb 1 (p.4)

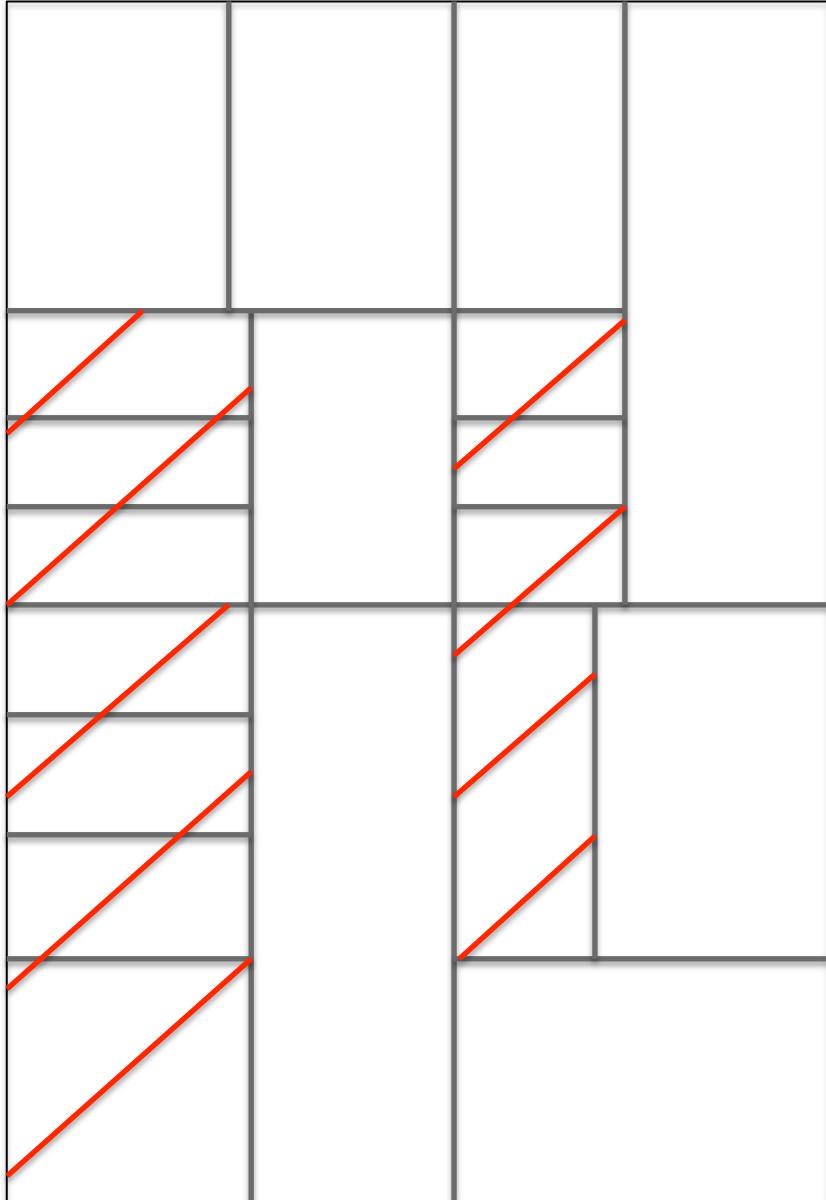




International news (2)
國際軼聞 (Guoji yiwen) (二)

Shenbao, 1941, Feb 1 (p.6)

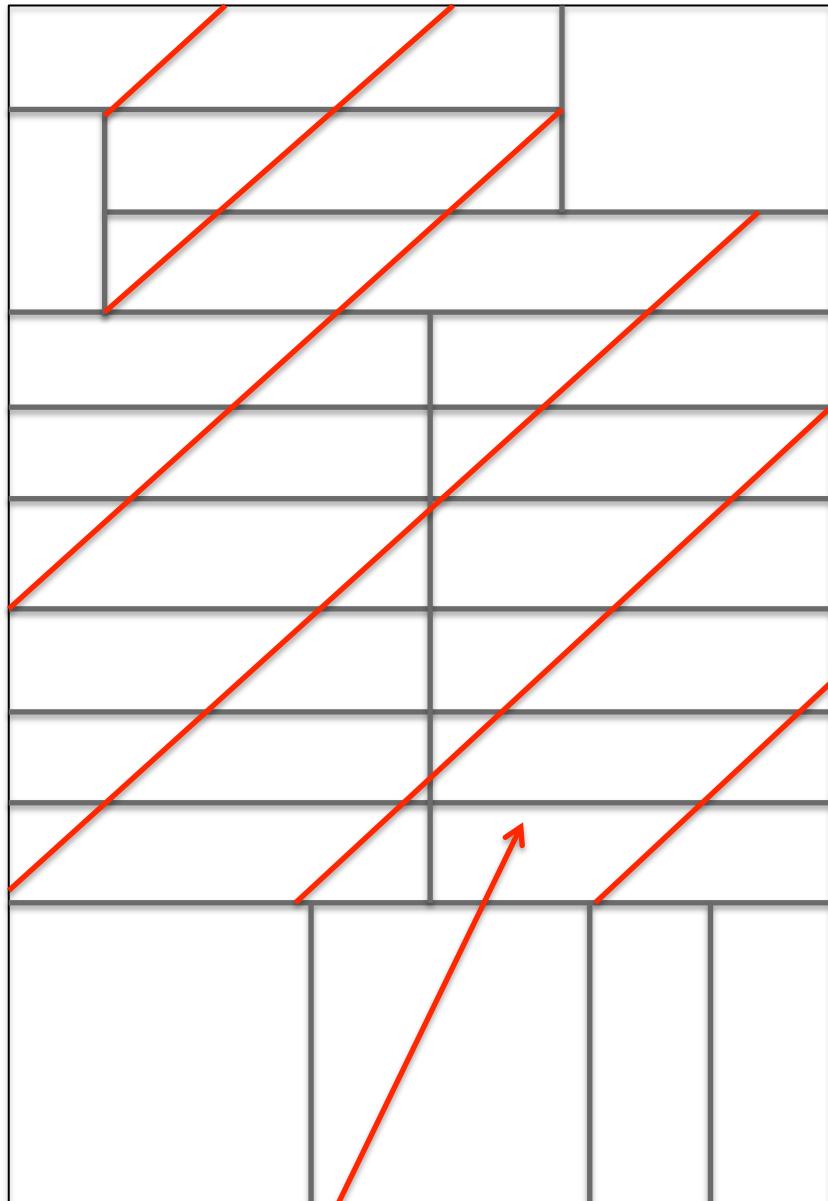




International news (2)
國際軼聞 (Guoji yiwen)

Shenbao 1941, Feb1 (p.7)

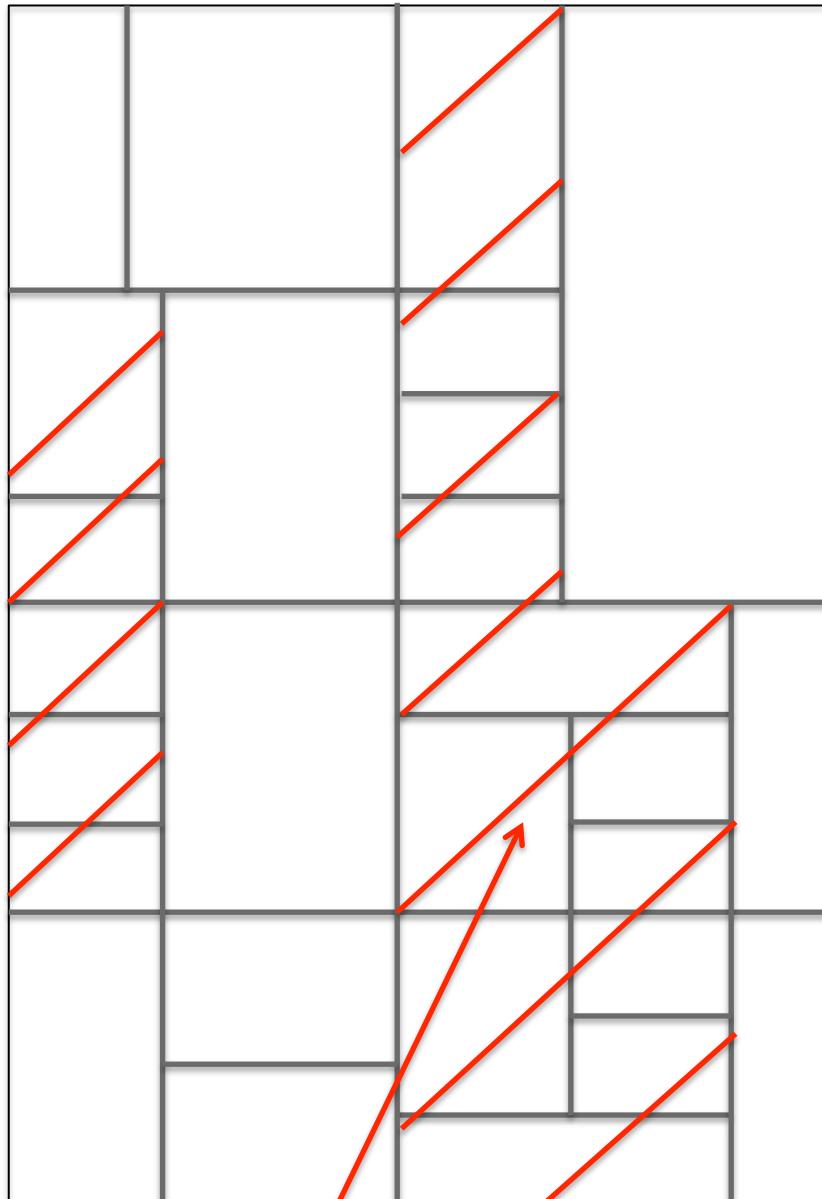




Business news
商業新聞 (*Shangye xinwen*)

Shenbao 1941, Feb1 (p.8)

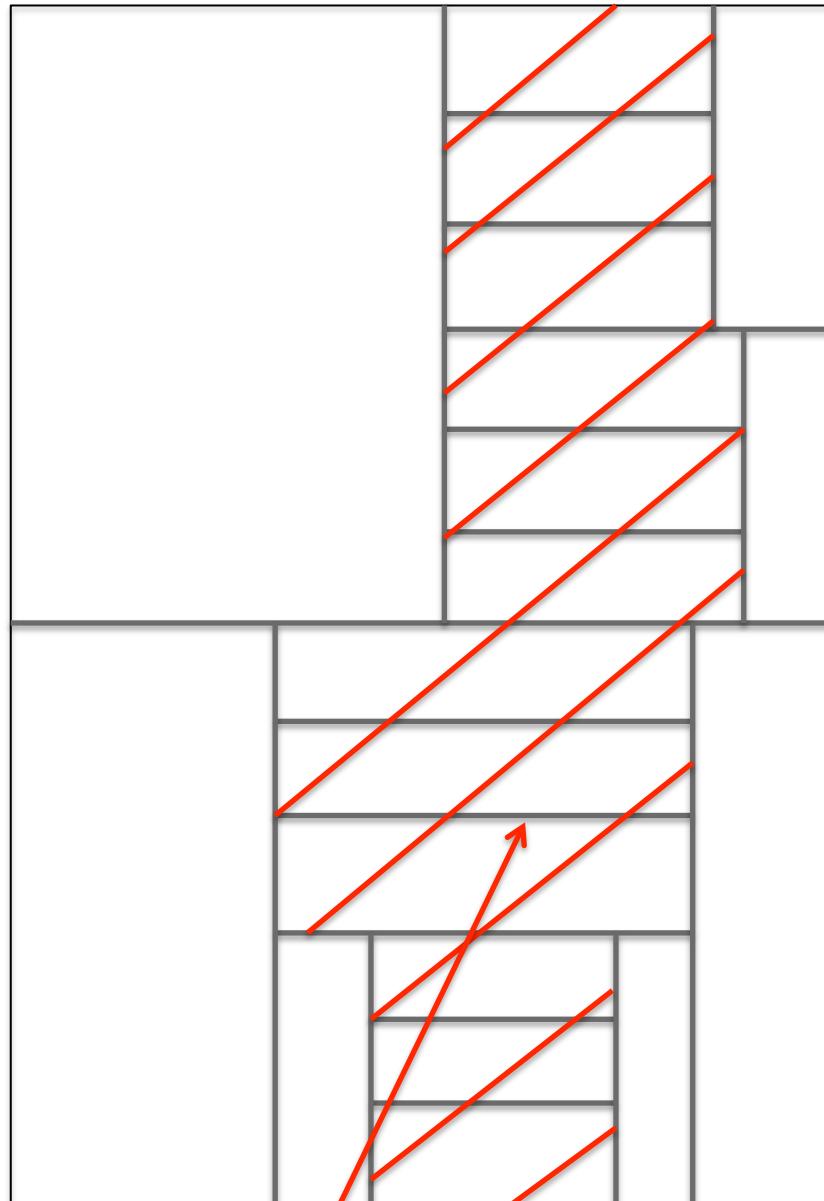




Business news (2)
商業新聞 (Shangye xinwen)

Shenbao 1941, Feb1 (p.9)

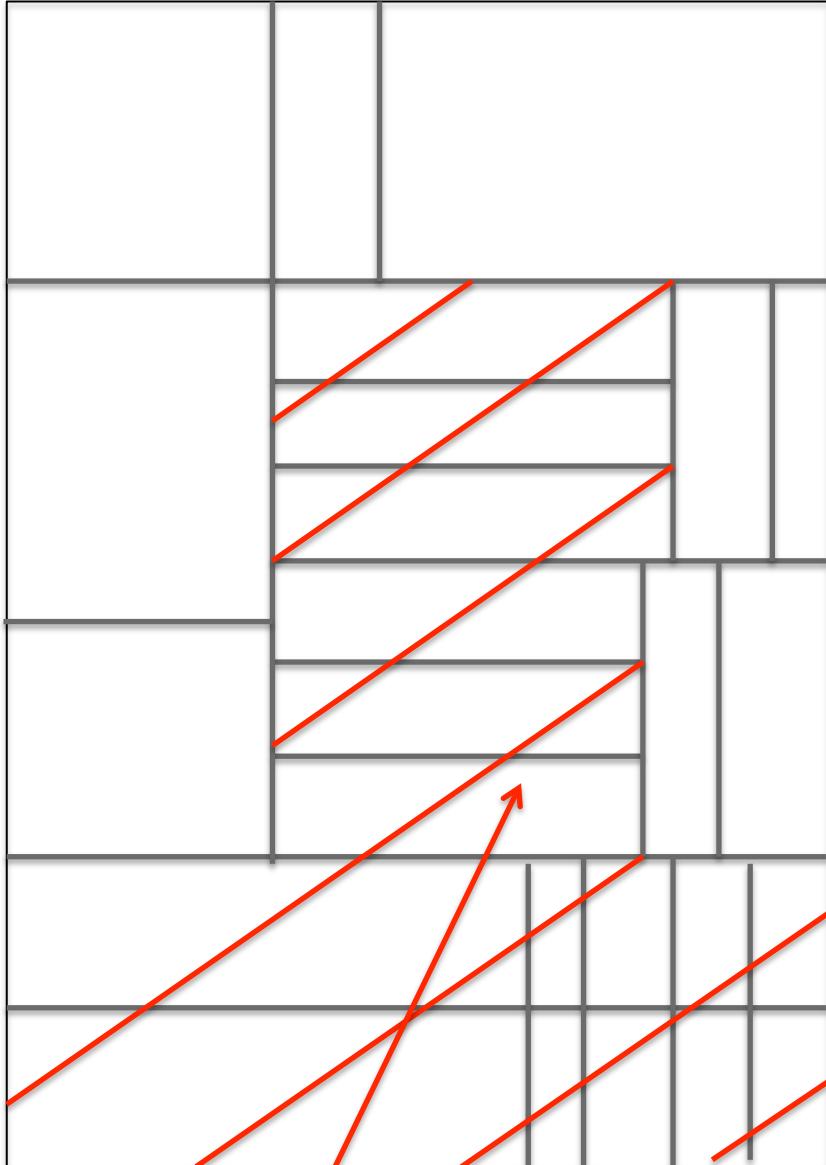




National and local news

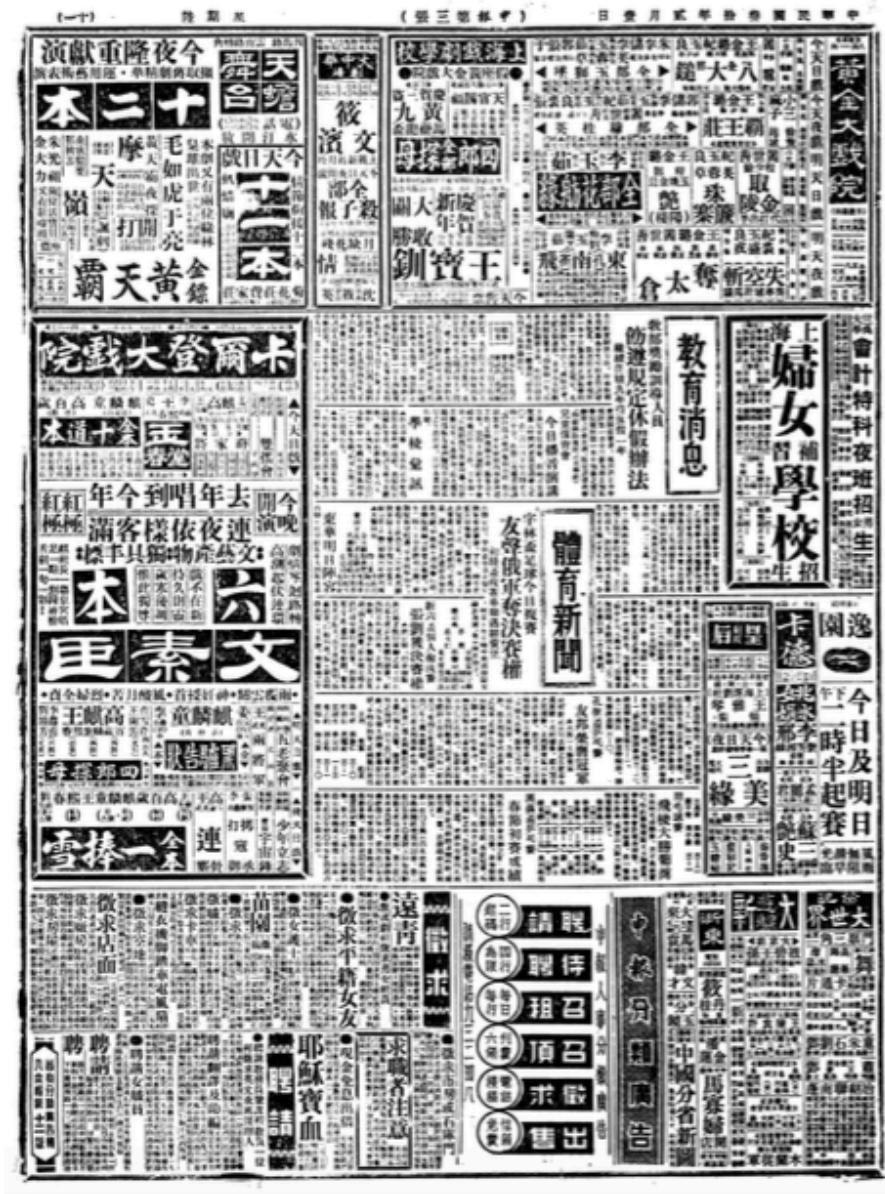
Shenbao 1941, Feb1 (p.10)





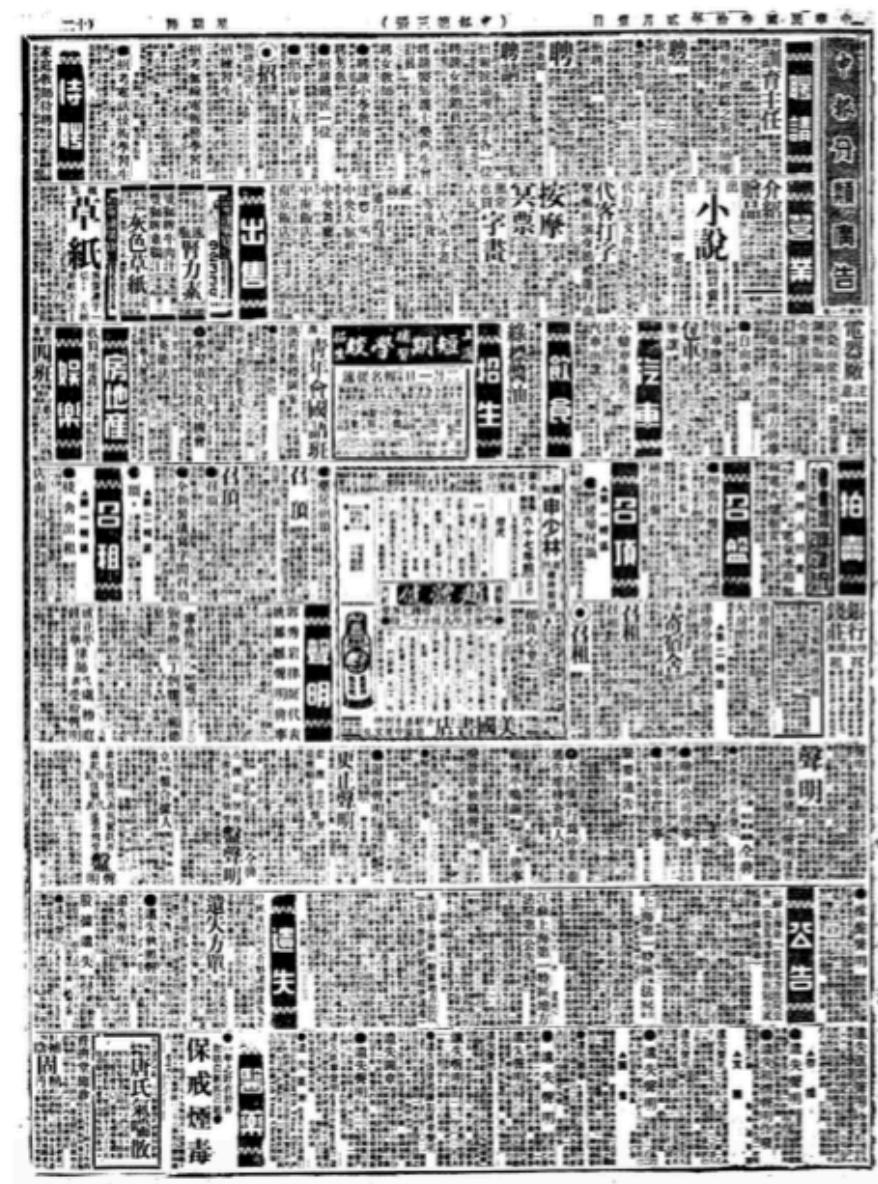
Education news
教育消息 (jiaoyu xiaoxi)

Shenbao 1941, Feb1 (p.11)



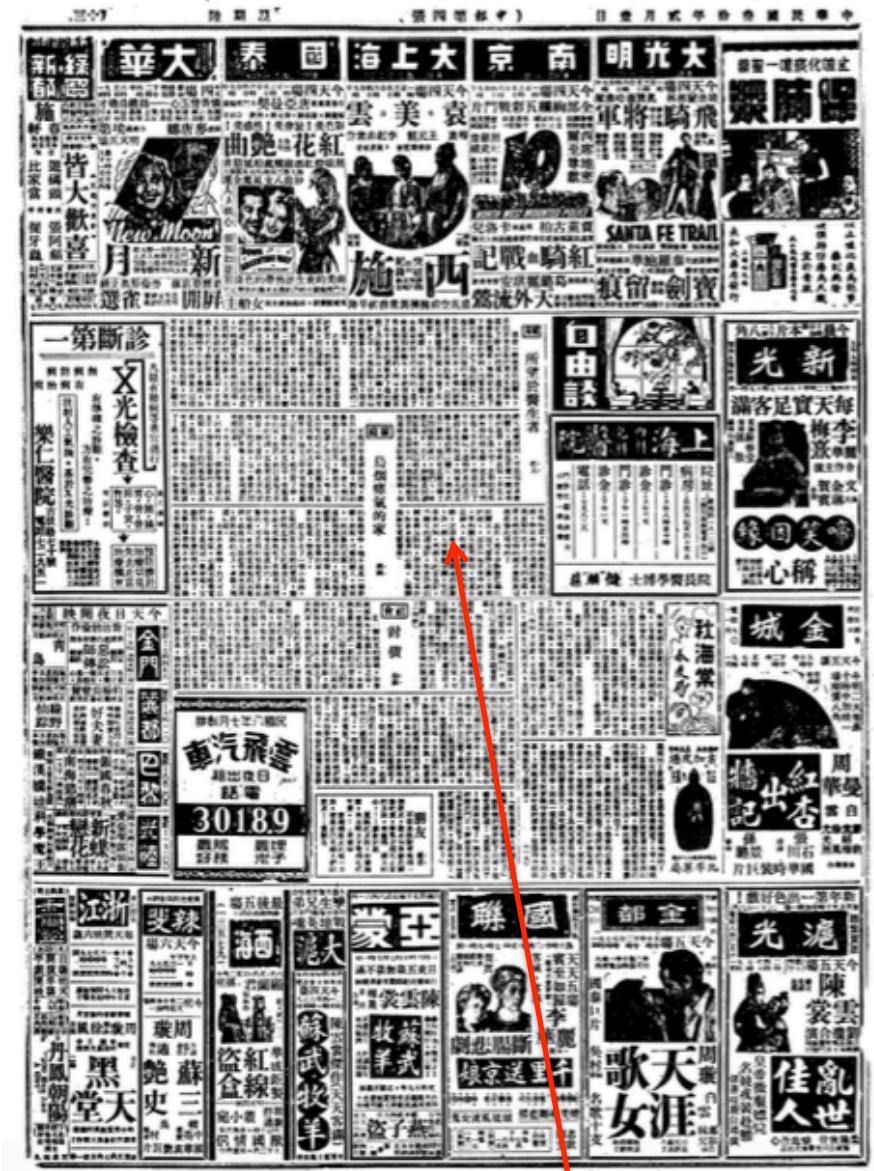
(Classified advertisements)

(Classified advertisements)



報分類廣告接第十一版
(fenlei guanggao)

(Amusement pages)



Shenbao 1941, Feb1 (p.13)

Free talk 自由談 職業
(Ziyoutan zhiye)



遊藝界 (*yanyijie*)

Shenbao 1941, Feb1 (p.14)