

## Royal Asiatic Society "Journal" Replete with Valuable Matter

Vol. LXVII (1936) of the *Journal* of the North China Branch of the Royal Asiatic Society (edited by Esson. M. Gale) contains the following articles:—The Six Horses of Tang Tai Tsung, by John C. Ferguson, Ph.D.; Tai Chi Shang Yuan—The Chinese Astrological Theory of Creation, by Herbert Chatley, D.Sc., (London); The Inscribed Bones of Shang, by H. E. Gibson; Agricultural Rites in the Religion of Old China, by Edward T. Williams, LL.D.; On the Building History of the Pao Shu Ta, Hangchow, by J. PripMoller, F. I. A.; Han Kao-Tsu and Hsiang Yu, by Homer H. Dubs, Ph.D.; Old Problem Concerning the Nestorian Monument, by Dr. P. Y. Sacki.; The Chinese Attitude to Peace and War in Pre-Confucian Times, by Margaret H. Brown, M.A.; Geophysical Prospecting for Gold, Metallic Ores and Petroleum and its Possible Application in China, by Dr. Erik T. Nystrom; China's Northwest Passage—The Struggle for the Tarim Basin in the Later Han Dynasty, by F. S. Drake, B.A., B.; Sang Hung-Yang, Economist of the Early Han, Dynasty (Translated by S. C. Chen).

## "China's Progress in Advertising"

"China's Progress in Advertising" is the name of an excellent bilingual brochure published by the China Commercial Advertising Agency, Shanghai, of which C. P. Ling is the proprietor and general manager. In a foreward Mr. Ling stated that the purpose of the brochure is two-fold, namely to commemorate the tenth anniversary of the founding of the China Commercial Advertising Agency and to record an important milestone in the history of the progress of modern advertising in China. Both these objects have been adequately covered. Among the articles contained in the brochure are: Foreign Trade and Advertising, by Dr. P. W. Kuo; Newspapers as an Advertising Medium in China, by Hollington K. Tong; and the Merchants' Advertising Problem, by L. C. Diespecker.

## Crusade Against "Nipponese English" Planned

The *Okayama Services* says so-called intellectual persons in Japan have been much horrified by the increasing flood of "Nipponese English" now found all over Tokyo. A sign-board of a milk hall reads "Milk Hole" and a hair-dresser advertises his shop as "Head Cutting." A first class department store on the Ginza starting a campaign to popularize low-priced ready-made foreign-style suits. The campaign slogan read: "Please Try on Maid." A respectable restaurant is stated to have had a "crook room" instead of a cloak room, and the fellow in charge of the room looked like a real crook.

## Diplomatic Movements and Appointments

Major-General Chang Hung-chung has been appointed Military Attache to the Chinese Embassy at Tokyo. Major-General Hsiao Sho-hsuan, the incumbent, was recently relieved of his post.

S. Kawagoc, the Japanese Ambassador to China, called on Dr. H. H. Kung, Minister of Finance, at Nanking Dec. 29 and later came to Shanghai.

The appointment of Wei Chen-chu as Chinese Minister to Poland, succeeding Chang Chin-hai, was approved by the Executive Yuan Dec. 29.

In view of the fact that the railway communications between Tungkwan and Sian have not yet been resumed, Lieut.-Col. W. Lovart-Fraser, Military Attache to the British Embassy in Peiping who arrived in Loyang on Dec. 27 en route to the Shensi capital to visit the British nationals there, returned to Peiping Dec. 29 by train.

Oscar de Oxholm, Danish Minister to China, who proceeded to Denmark last spring on home furlough, arrived back in Shanghai this week. After a brief rest here, the Danish diplomat proceeded to Nanking to interview General Chang Chun, Minister of Foreign Affairs.

Mr. Joseph Clark Grew, wife of the U.S. Ambassador to Japan, arrived in Shanghai Dec. 29 and later flew to Peiping to join her daughter, Mrs. Cecil B. Lyon, wife of the third secretary of the American Embassy. Mrs. Burton Crane accompanied Mrs. Grew on the trip.