

Catchy Slogans, Ambition Carry C. P. Ling To Success

**China Commercial Advertising Agency Head
Today Celebrating 10th Birthday Of Found-
ing Firm; Growth Outstanding**

By WOO KYATANG

Ten years ago a young man with an American-trained knack of mixing words together to produce catchy slogans and an irrepressible ambition to make his countrymen advertising conspicuous, announced to his Shanghai friends that he was opening an advertising agency.

This man, was Mr. C. P. Ling, proprietor and General Manager of the China Commercial Advertising Agency, which is today celebrating its decade of service.

With an assistant and a one-com office, Mr. Ling proceeded to carry out his idea. His first customer was Mr. Charles Raven, proprietor of the Bakerite Company and operator of the Chocolate Shop. The young advertising man, determined to make a success of his trade, labored alone over copy layouts and proof-reading.

A year later, with what seemed to be superhuman efforts, he got his second account, that of the Ford Motor Company, Exports Inc. It was Mr. Ling's task to create a market for the old Model T Fords.

Outstanding In Field

Today, through his untiring efforts and his superior knowledge of the Chinese market and the Chinese people, Mr. Ling ranks as one of China's most outstanding advertising men. The lay-outs and the advertising material prepared by his firm help to make the name of 181 products the household word of the Chinese community. The motto he chose 10 years ago, "Service and Progress," is today realized in actual everyday work done by The China Commercial Advertising Agency for its 97 clients.

Mr. Ling was well qualified to start China's first modern advertising agency. In 1910, after receiving his schooling in native city at Foo-chow, he took an Imperial Examination for the Boxer Indemnity students. He was called upon to expound on the subject, "The Table" in his examination essay. Mr. Ling's advertising ability was perhaps even apparent at that time when he convinced the examiners on the superiority of his table, and won a place for a six-year course at the Tsing Hua University. After graduating from the Government school at Peking, Mr. Ling was sent as the first Chinese student to the Rochester University, from where he graduated with a B.A. degree and the honor of being elected to the Phi Beta Kappa highest scholastic honor society in the United States.

After receiving his M. A. degree in 1919 from Columbia University he joined the School of Business at Columbia and New York University specializing in courses in advertising. It was at this time that Mr. Ling decided to take up advertising as a career.

Active In C.I.F.R.C. Work

It was at this time, too, that the young student was active in the work of the China International Famine Relief Committee in which work he came in contact with such men as Herbert Hoover, President Harding, and H. G. Wells. Through these meetings and while campaigning for relief funds, he began to acquire a knowledge of human nature which was necessary for success in the advertising business.

While in the United States Mr. Ling was greatly impressed by the high pressure methods used by the American government in floating bond issues. The general advance of advertising at that period, too served as an incentive to him to pursue his studies of advertising and he became determined that it would lead the way in this particular field in his native land.

In 1922, Mr. Ling returned to China to take charge of the now defunct China Publicity Company, a subsidiary of the Commercial Press. He was connected with the

company for four years and during this time he gained a thorough knowledge of conditions throughout China, especially of the outports. This knowledge was invaluable to him when he began his own business in 1926.

Mr. Ling married Miss Annie Ying Tong of St. Mary's Hall in 1928. They have five children. Mr. Ling is well known in Shanghai social circles and is a member of the Shanghai Bankers' Club, the American University Club, Pan Pacific Association, Royal Asiatic Society, International Recreation Club, Chinese Jockey Club, T. H. Alumni Club, and others.