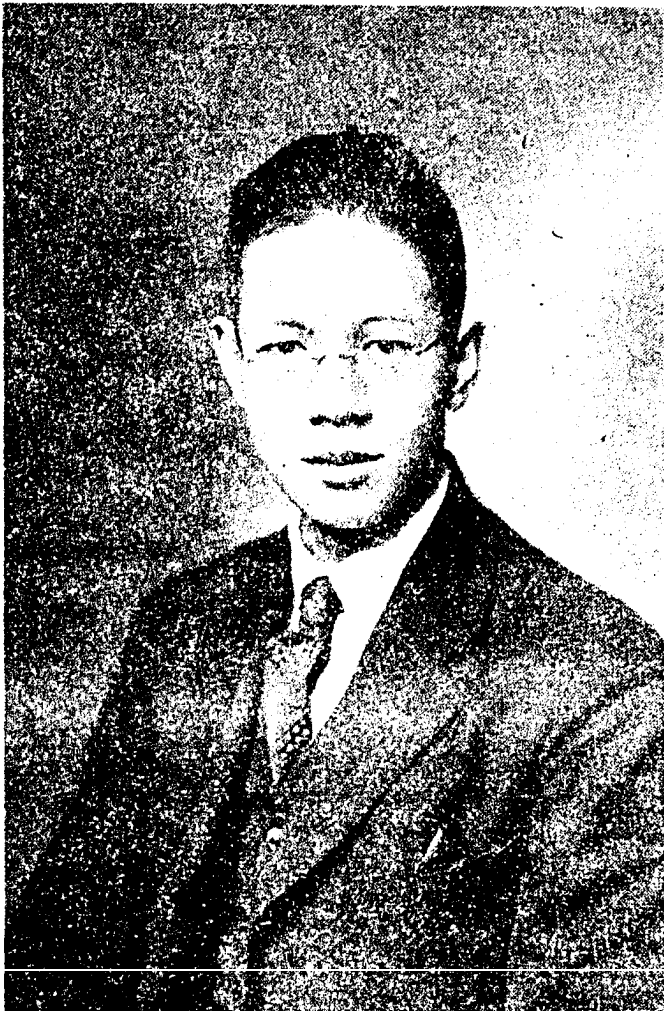


# Who's Who in China



Mr. C. P. Ling  
林振彬字吟秋  
(Ling Chen-ping)

Ling Chen-ping, better known as C. P. Ling, was born in 1896 at Foochow, Fukien Province. He received his early schooling at the Anglo-Chinese College, and in 1910 passed the competitive examination given by the Provincial Authorities of Fukien. He was one of the eight students sent to Tsing Hua College, Peking, in 1911, to undergo a period of preparation for education in the United States later on.

While at Tsing Hua from 1911 to 1916, Mr. Ling participated in a variety of college activities, and especially distinguished himself as a member of the College Debating Team in 1915, which in that year won the Intercollegiate Debating Championship of North China. After graduating in 1916 from Tsing Hua, he was sent to the United States on the Boxer Indemnity scholarship to pursue higher studies.

In America he was advised by the President of Tsing Hua College, Dr. Y. T. Tsur, to enter the University of Rochester, New York. He was the first student from the Orient ever enrolled in the University of Rochester, and remains on record as the only one even to this day. After having systematically completed all the courses of study required for his particular calling, Mr. Ling graduated with highest honors. He was elected to both Phi Beta Kappa and Delta Upsilon honorary fraternities. He finished his post graduate work at Columbia, where he received his M. A., and he later attended New York University. In 1922, he returned to China and has since become one of the leading members of the advertising profession.

Mr. Ling has had extensive experience in advertising. From 1919 to 1922, he was connected with several advertising agencies in New York. From 1922 to 1926 he served in the Commercial Press, Ltd. as the manager of the China Publicity Company, and as manager of the Commercial Press, Hongkew Branch. In 1926 he resigned from the Commercial Press and founded the China Commercial Advertising Agency, of which he is now the proprietor and general manager. To-day this agency is in close touch with over 100 publications in China, and directs the advertising campaigns in this country



Admiral Yang Shu-chuang  
楊樹莊字幼京

Admiral Yang Shu-chuang, born in 1882, is a native of Foochow, Fukien province. After being graduated from the Kiangnan Naval College, he became captain of the battleship "T'ai Ping" in 1914. In 1921 he was appointed Commander of the squadron of training ships and the Commander of the Amoy Gendarmiere. In 1922 he was promoted as acting Commander-in-Chief of the Navy, and formally became the Commander-in-Chief of the Navy in 1924. In 1926 when the Northern Expedition captured the Yangtze Valley, Admiral Yang, leading the naval forces affected an alliance with the Northern Expedition. Having performed successful naval services in the Yangtze, at Woosung and other places, he was appointed Commander-in-Chief of the National Navy and concurrently member of the State Council of the National Government and member of the Central Political Council and member of the Military Council. Later he was also appointed Chairman and member of the Fukien Provincial Government. In 1929 when the National Army Disbandment and Reorganization Conference was held in Nanking, he became a member. In March 1926 he was elected member of the Central Executive Committee in the 3rd National Congress of Kuomintang.

for a number of well-known manufacturers, such as the Ford Motor Company, the Quaker Oats Company, the Victor Talking Machine Company, the National Carbon Company, and other manufacturers, foreign and Chinese. Mr. Ling is also a partner and director of Acme Advertising Agency which specializes in outdoor publicity and novelty advertising. He is a member of the Shanghai Bankers' Club, American University Club and other social organizations. Mr. Ling says that his ambition, as well as his motto is: "More Effective Advertising and Better Agency Work in China."