

THE WASTED HALF DOLLAR



John Wannamaker, whose fortune was founded on successful advertising, once said that he felt sure that one-half of every dollar he had ever spent for advertising had been wasted, but that he was never sure which half of the dollar it was.

The problem of the wasted half dollar in advertising expenditure is one which will never be solved, because advertising is an intangible force which can not be measured by a foot rule or checked in on a cash register. The fact that with such an admitted wastage advertising remains such a potent and growing factor in business proves its efficacy.

We can, in many ways, help you to save at least a part of that wasted half dollar. For example, we have been placing and checking the results from advertising in a great many publications in China for more than a decade. We know for example, not by one test but by hundreds, that certain publications can be counted on to secure certain results. We also know that other publications which receive a great deal of the advertisers' money are practically valueless.

We would be glad to discuss your next advertising plans with you and without any obligation on your part. Suppose you write us today:

CARL CROW, INC.
81 JINKEE ROAD,
SHANGHAI.

NEWSPAPER DIRECTORY

OF CHINA

(INCLUDING HONGKONG)

&

ADVERTISING MANUAL

1937

AN ANNUAL DATA BOOK
AND TECHNICAL RECORD
FOR ALL NEWSPAPERS AND
PERIODICALS IN CHINA.

Published by

CARL CROW, INC.

(Advertising and Merchandising Agents)

81 Jinkee Road, Shanghai, China.

III

CORNELL
UNIVERSITY
LIBRARY

Wason
2.6958
C 5C95
1937

W. 44128

170
Wason
2.6958

THE SHUN PAO 申報

This is the oldest and most widely read newspaper in China. Established in April, 1872, it enjoys the prestige of being the forerunner of public opinion and its editorial comments are widely quoted by foreign publications. It has an international circulation covering all parts of the world wherever there are Chinese citizens. Is the national paper of China, its daily circulation, 150,000 copies, being equally divided between Shanghai local and other parts of the country. Is the most influential among all newspapers in China.

An advertisement in the Shun Pao is read by at least 150,000 families daily, in all parts of China. The Shun Pao is the best medium for foreign advertising as only people of high purchasing power, like the readers of the Shun Pao, buy high-class imported goods. The Shun Pao renders expert services to foreign advertisers and offers advices in advertising matters.

Besides news, the Shun Pao has other regular features. The automobile supplement appears each Wednesday, while the rotogravure picture supplement appears every Monday and Thursday. No extra charge for advertising in each issue of the Shun Pao newspaper carrying these features.

(See data on page 127)

CORNELL
UNIVERSITY
LIBRARY

P R E F A C E

In this fourth issue of the Newspaper Directory of China, many new publications have been included, the total number listed amounting to 850. According to official figures, there are 4,735 paper registered with government agencies in China. This figure is absurdly high. A great many of the papers survive only a few issues after being registered, but as no formality is provided for cancelling their registration, the figure always includes a great many papers which are no longer in existence. In the revision of the lists in this directory, it was found necessary to drop a very large number of papers which have ceased publication. Some of these were fairly old and apparently well established publications which suspended because of the strict enforcement of the press registration law. During the year under review, the government censorship of the press has shown a tendency toward greater restrictions, chiefly owing to interference on the part of Japanese officials. One development of great significance has been the total suppression of Kuomintang papers in the north. These have been suppressed in Tsinanfu, Peiping, Tientsin, Kalgan and Suiyuen.

All available statistics show a healthy growth in the publishing industry and a really remarkable increase in the number of newspaper readers. Although some newsprint may be used in the printing of cheap books, almost all of it is consumed by the daily papers, and the importation of paper of this class gives a fair indication of the growth of

VI

the industry. Importations of newsprint over a period of five years have been:

1931—	51,327	long	tons
1932—	55,700	"	"
1933—	65,266	"	"
1934—	77,510	"	"
1935—	144,160	"	"

The following figures show the number of newspapers and other periodicals transmitted by the Chinese Post Office:

1930-31—	163,082,300
1931-32—	186,478,300
1932-33—	180,659,300
1933-34—	169,667,800

The slight drop in the figures for 1932-33 was due to the discontinuance of the Chinese Postal service in Manchuria.

In the year ending June 30, 1922, the total number of papers transmitted was 80,000,000, so the figures for 1933-34 show an increase of 240% over a period of 14 years.

These figures from the post office, which we can assume to be complete and accurate, give us an opportunity to make an intelligent estimate of the total number of newspapers circulated in China. Although the post office figures include weekly and monthly publications, the number of individual copies of these publications posted during the year is very small, and if they were left out, the totals would not be seriously affected. It is safe to assume that nine tenths consist of daily papers.

Transmission of newspapers through the post office accounts for only a part of the total circulation as all local subscribers receive their papers through delivery by coolie. In the case of the big

Shanghai papers, approximately one half are delivered to local subscribers by coolie and the others delivered to outport subscribers through the Post Office. This proportion applies only to the large papers of Shanghai. The smaller papers of Shanghai as well as many of the provincial dailies published in 120 cities are restricted to a circulation which is almost entirely local and are not taken into account in the Post Office figures. For example, there are 21 dailies published in Shantung as listed in this directory, yet the Post Office transmits an average of only 11,000 newspapers daily, which is certainly a very small proportion of the total number of copies circulated by these publications. Statistics covering most other provinces would show about the same results and lead to the same conclusion. Taking into consideration all the facts available, we think that at a conservative estimate less than 20% of the newspapers circulated in China are distributed through the Post Office. Assuming that this is correct, the total number of copies of newspaper circulated each year would be 1000 million, or an average of a little less than 3 million daily.

CARL CROW.

Shanghai, August 20, 1936.

報 西 林 字

THE "NORTH-CHINA DAILY NEWS"

is the only newspaper in the Far East which publishes periodical audited net circulation statements. It has double the circulation of any other newspaper printed in English in the Far East. Its distribution is as follows:

To subscribers' homes ...	5,540	52%
To subscribers' offices ...	1,260	12%
Streets and bookstores ..	2,020	19%
		<hr/>
Shanghai	8,820	83%
Elsewhere in China	1,780	17%
		<hr/>
	10,600	100%

An analysis based on the subscription list gives:

British readers	34 per cent
Chinese	21 " "
American	20 " "
Russian	10 " "
International and unknown ..	15 " "

The census of the International and French Settlements of 1930 and 1931 shows that 44 per cent. of all British adults (men and women) and 50 per cent. of all American adults are subscribers.

CERTIFICATE

The daily average circulation of the "North-China Daily News" for the month of June 1936, was ten thousand, three hundred and fiftyfive copies, exclusive of frees and vouchers.

THOMSON & Co., Chartered Accountants.

THE "NORTH-CHINA HERALD"

is the weekly edition of the North-China Daily News." Its subscribers are largely in the interior of China; it has a weekly circulation of 1,950 copies. It is the only news weekly in Shanghai, and either it or the "North-China Daily News" reaches practically all foreigners and educated Chinese in the country.

(Please see details on pages 129 & 151.)

CONTENTS

	Page
PREFACE	v
MAP OF CHINA	x
ADVERTISING MANUAL:	
Newspaper Mechanical Requirements .	1
Direct Mail Advertising	3
Outdoor Advertising	5
Radio Advertising	8
PUBLICATIONS:	
Publications of all classes	
Alphabetically by Cities	11-228



CHINA

DRAWN FOR NEWSPAPER DIRECTORY OF CHINA

- PROVINCIAL CAPITALS
- PREFECTURAL CITIES
- DEPARTMENTAL CITIES
- RAILWAYS
- CANALS
- PROVINCIAL BOUNDARIES

Scale of 100 Miles

The Shanghai Evening Post & Mercury

大美晚報

The only English language afternoon newspaper in Shanghai, having its circulation concentrated in Shanghai's trading area; a consolidation of The Shanghai Mercury, (British) and The Shanghai Evening Post, having daily publication dating back to 1863.

The Shanghai Evening Post & Mercury is the only bona fide American newspaper in Shanghai and one of two in all China.

The largest Evening English language daily newspaper in China. Represents greatest buying power per advertising dollar of any newspaper in the foreign language field.

(Please see data on page 131)

NEWSPAPER MECHANICAL REQUIREMENTS

The size of a Chinese newspaper is not uniform, as in every city there is a difference due to the type of presses in use. Big cities like Shanghai, Tientsin and Canton, where papers are printed on high speed rotary presses, the paper size also does not give the same measurement. For example, the Shun Pao is $15\frac{1}{4} \times 20$ for a full page or 305 square inches, while the Sin Wan Pao measures 16×20 or 320 square inches. Provincial and local papers which use common platen presses have page sizes ranging from 12×19 inches to 15×20 inches.

The column of a Chinese paper is worked out by the height of the line, as Chinese types run from top to bottom vertical. Big Shanghai papers have their standardized columns at 5 inches for main editions and $2\frac{1}{2}$ inches for local edition supplements. Each line in a column has 40 Chinese characters of the No. 5 type, or 8 characters make a depth of one inch. All advertisements in the main editions of the larger papers must be five inches deep, or a multiple of five inches. This requirement need not be observed in the case of the smaller provincial papers which will accommodate almost any size of advertisement. The most common sizes are 6×9 inches (quarter page) or 4×6 inches (one eighth page.)

Big papers in Shanghai, Tientsin and other cities show better make-up and printing than local papers. Except for the front page, which are reserved for official notices and trade announcements, each page contains advertising, but the position of each adver-

tisement can not be fixed, unless for fixed daily insertion.

For blocks, stereoplates are the best for local small papers. Zincs must be supplied to big papers, because they have to make matrices before curved stereo plates are available for the rotary machines. Matrices can be used, only of the highest quality. Halftones only of the very coarse screens, say 40 to 60 lines, will print very well.

Local small papers can never guarantee good printing, since they have very old printing equipment. With good stereos of fine and deep etching, some papers will print satisfactorily. In any way, cost of engraving in China is so cheap that good screened halftone block may sometime cost less than a stereo made in foreign countries, not to take into consideration the exorbitant postal charges and customs tariff, the two combined costing more than the actual cost of the block if it were made in China. It is in fact, a waste of money for the advertiser abroad to mail expensive stereos or electros to China. A great deal of money will be saved by sending good press proofs from which zinc blocks can be made.

DIRECT MAIL ADVERTISING

The foreign residents of Shanghai and the other larger cities are deluged with direct mail advertising, most of it consisting of cheap trade circulars sent out by retail shops. On the other hand, very few advertisers make use of direct mail advertising in appealing to the Chinese population, either in the larger cities or in the interior. This form of advertising can therefore be classed as a novelty, and if for no other reason deserves consideration. The Chinese post office is a very efficient organization providing a means of despatching mail to every part of the country at very cheap rates. It maintains 12,523 major post office and 32,232 minor establishments such as rural stations, etc. But as compared to other countries and especially in consideration of the vast population of the country, comparatively little use is made of its facilities. The total number of letters and post cards mailed each year is less than 500 million. It will thus be seen that with the generally accepted figure of 400 million for the population of the country, the number of letters posted annually amounts to an average of a little more than one for each person. Of course, considering the vast illiterate populations, any statistics based on a figure of 400 million is fallacious. But, if we place the literate population at the very low figure of 20 million, it will be seen that these Chinese who are able to read actually receive an average of only about one letter a month.

Under these circumstances, any piece of mail letter received will attract a great deal more attention

than would be accorded in most other countries. The pieces of printed matter (books, circulars, booklets etc.) posted annually is less than 100 million, about one fifth the number of letters posted. Although no statistics are available, it is probable that the proportion of advertising to personal letters in other countries is very much higher. This agency has been doing direct mail advertising for a number of years and has compiled mailing lists of thousands of names and addresses covering a number of classified occupations.

The Chinese Post Office will distribute unaddressed trade circulars at the very cheap rate of 5 cents for 50 or any fraction thereof, plus the cost of mailing the circulars in bulk to the point of distribution. The circulars are either placed in post office boxes or delivered by postmen to those who receive other mail. This method of advertising is not very popular and appears to be used principally by retail shops who distribute their sales announcements in this way. The most recent report of the Chinese post office shows the annual distribution of circular by this method to be a little more than 4 million, representing a revenue to the post office of about \$4000. The principal objection to this method of distribution appears to be that circulars distributed in this way fall into the hands of servants.

OUTDOOR ADVERTISING

Owing to the large percentage of illiteracy among the Chinese population, and the restricted circulation of the Chinese newspapers, outdoor advertising is of more importance in China than in most western countries. In fact, it is probably true that a greater proportion of the total advertising expenditure of China goes into various forms of outdoor advertising than in any other country. Among foreigners in Shanghai, outdoor advertising occupies a prominent place because of the large number of languages represented in this polyglot community. There are important groups who speak Chinese, English, Japanese, Russian, French and German and daily newspapers are published in all six of these languages. In order to reach all of these groups, it would obviously be necessary to advertise in at least six newspapers. An argument in favor of outdoor advertising in Shanghai is that by a few well placed posters or painted bulletins, all nationalities will be covered.

Some twenty years ago, the Shanghai Municipal Council imposed a tax on outdoor advertising. This tax was not designed as a revenue measure, but as a method of controlling outdoor advertising and preventing the execution of unsightly advertising signs. In fact, the incident which inspired the tax was the posting of whisky advertisements on the wall of Bubbling Well Temple. As the volume of outdoor advertising increased, the municipal authorities have ignored the idea of regulation, and have turned it into a revenue measure. The result is that the walls

of Bubbling Well Temple and other temples in Shanghai are covered by advertising signs and the Municipal Council collects about \$20,000 a year in advertising taxes. The amount of these taxes depends on the location being 15 cents and 40 cents per square foot per year, the higher rate being charged on the main streets such as Bubbling Well Road. While this tax is charged to advertisers who erect permanent signs, there is no tax and no regulations affecting the "sniping" of posters and any coolies with a brush and paste pot is free to cover fences and blank walls with posters.

In the French Concession, the advertising tax is uniform everywhere, being a fraction more than 15 cents per square foot per year. The French Concession also imposes a tax on "sniping" which keeps the blank walls of that section of the city free of cheap and unsightly posters.

There are no uniform prices for poster locations or painted bulletins in Shanghai, and owing to the restricted number of suitable locations, the rental demanded by landlords is comparatively high. The monthly rental for a 24 sheet (11×25 feet) poster or painted bulletin will range from \$30.00 to \$75.00, the latter including illumination.

Following the precedent created by the Shanghai Municipal Council, many of the Chinese municipalities have imposed advertising taxes, either as means of raising revenue or in order to hamper the development of foreign trade. In most parts of Chekiang province, for example, there is no tax on advertisements of Chinese goods, but advertisements of foreign goods are taxed in a few places, the tax being so high

as to be prohibitory. In a very few places, such as Hangchow, outdoor advertising is practically prohibited because of a desire to preserve the natural beauties of the place.

The plaster walls of the houses in Chinese cities afford good and cheap locations for painted signs. Owing to the difference in taxes, the cost of outdoor advertising varies from city to city, but the annual charge for a 10×10 foot painted wall, 100 square feet, would range from \$25.00 to \$50.00.

RADIO ADVERTISING

During recent years, radio has become a favorite amusement in every Chinese family of middle class. Shanghai has the largest number of sets, as according to the Chinese authorities, over 60,000 sets were registered last year. This figure, of course, covers all kinds of models from the cheapest crystal set to the most expensive all wave cabinet size.

With so many radio sets in operation, the broadcasting stations had a mushroom growth. Before the official registration came into force, over fifty stations were operating in Shanghai. Since last spring, the number has been gradually reduced until now there are only 29 Chinese and 3 foreign stations. The number is still excessive and will probably be still further reduced. The Central Government has its own station in Nanking, and a similar station in Shanghai.

Shanghai stations mostly have very low kilowatts, ranging from 50 to 100. Only one station can boast of 200 kilowatts. For this reason, they cover rather limited areas, say not over 100 miles in fine weather. The Shanghai broadcasts are occasionally picked up at distant points, but this is unusual, and for advertising purposes, the stations cannot be depended on for more than a local coverage. Outside of Shanghai, big cities like Tientsin, Hankow, Peiping, Canton and Hongkong each have their own stations to meet with local needs. Soochow and Hangchow have two or three local stations. The programs of foreign stations consist almost entirely

of phonograph records with an occasional tune-in on some local orchestras. The result is that there is more or less monotony about the programs. However, a great many local advertisers use them with results which appear to be satisfactory.

Programs of Chinese stations usually consist of storytelling, singing, music, dialogue, language teaching, and jokes. Girl announcers are getting more popular. Advertising rates of all station both foreign and Chinese are very low. Based on monthly rates, an one hour program in the evening costs not more than \$200. For simple announcements at five minutes a day, the monthly charge will not exceed \$30.00.

CANTON DAILY SUN

(English Daily)

and

CANTON TRUTH

(English & Chinese Weekly)

are the best media for advertisements in Canton and South China generally.

The "Canton Daily Sun" and the "Canton Truth" reach exactly those people who are most likely to buy your goods.

Advertisers from Europe and America as well as from the Far East and China have invariably been satisfied with the results obtained from advertising in the "Canton Daily Sun" and the "Canton Truth".

These two papers are specially the only ones to be widely read amongst the Chinese gentlemen and students returned from foreign countries and who usually have developed tastes for goods of modern style and are conversant with the modern machinery and equipments which they would buy for developing China on progressive lines.

For foreign as well as Chinese sellers of such goods to the Chinese people, the "Canton Daily Sun" and the "Canton Truth" offer the most suitable vehicles for advertisements.

Details and information can be found in this Directory under section "Canton" on page 22 & 23.

Hongkong Office:
14, Queen's Road C.,
Tel: 26310;
P. O. Box 714.

Canton Office:
83, Shameen, B.C.,
Tel: 14003,
P. O. Box 26.

Printing Office:
1, Choi Lan Chik Kai,
(opposite Shameen Water Tower)
Tel: 13941; Canton.

PUBLICATIONS OF ALL CLASSES

ALPHABETICALLY BY CITIES

AMOY (*Province of Fukien*)

Treaty port on the island of Haimen at the mouth of the Pei Chi or Dragon River, 300 miles north of Hongkong. Population 470,000.

CHINESE LANGUAGE DAILIES

AMOY MIN PAO (Amoy People's Press) (廈門民報)

Published at Sze Min Tung Road; Est. 1928.

Pages: Ten, 12×20 inches.

Circulation: 3,700.

AMOY SHANG PAO (Commercial Press)

(廈門商報)

Published at Chung Shan Road; Est. 1923.

Pages: Eight, 14×20 inches.

Circulation: 700.

CHUAN MIN SIN JIH PAO (全閩新日報)

(The Whole Fukien New Daily News)

Published at 6 Chia Chiao Bridge; Est. 1907.

Pages: Six, 14×20 inches.

Circulation: 3,500.

CHUN PAO (Popular Press) (羣報)

Published at 63 Tai Ping Ma; Est. 1934.

Pages: Four, 9×14 inches.

Circulation: 1,000.

KIANG SUNG JIH PAO (江聲日報)

Published at 470 Sze Min Nan Road; Est. 1918.

Pages: Twelve, 14×19½ inches.

Circulation: 6,000.

SHIH DAI JIH PAO (Modern Daily News)

(時代日報)

Published at Chung Shan Road; Est. 1934.

Pages: Eight, 14×20½ inches.

Circulation: 2,000.

SZE MIN SHANG HSUEH JIH PAO

(思明商學日報)

(Soo Beng Commercial & Educational Daily News)

Published at 258 Chung Shan Road, every morning and evening, including Sundays, 2 pages of supplement on Sundays; Est. 1920.

Pages: Morning edition, eight, 13½×18 inches; evening edition, four, 9×13 inches.

Circulation: Total 4,000.

WOMAN'S HOME JOURNAL THE (廈門婦女)

Published at 23 Chung Hwa Road; Est. 1934.

Pages: Four, 8¾×13½ inches.

Circulation: 800.

WOH KIU YAT PAO (Overseas Chinese Daily News)

(華僑日報)

Published at 251 Chungshan Road; Est. 1932.

Pages: Twelve, 13½×20 inches. (Four Pages on Monday)

Circulation: 5,700.

ANKING

ANKING (*Province of Anhwei*)

Provincial capital, on the Yangtze River, 355 miles from Shanghai. Population 468,650.

CHINESE LANGUAGE DAILIES

ANKING WAN PAO (*Evening Press*) (安慶晚報)

Published at Chien Tah Lou; Est. 1920.

Pages: Two, 13×21 inches.

Circulation: Publisher's statement, 4,500.

HUAN PAO (*Anking Press*) (皖報)

Published at Chin Shen Street; Est. 1927.

Pages: Twelve, 13¾×20 inches.

Circulation: 4,000.

MIN KUO JIH PAO (*Republican Daily News*) (民國日報)

Published at Jih Son Street; Est. 1927.

Pages: Eight, 13¾×20 inches.

Circulation: 2,000.

MIN YEN PAO (*民譽報*)

Published at Tien Tai Li; Est. 1912.

Pages: Six, 12×20 inches.

Circulation: 750.

SHANG PAO (*Commercial Press*) (商報)

Published at No. 5 Dai Hung Ka Lane; Est. 1923.

Pages: Four, 15×20 inches.

Circulation: 1,100.

ANTUNG, CANTON

SIN YUEN DOR PAO (*Hew Anking Press*)

(新皖鐸報)

Published at 5 Shen Yang Street; Est. 1921.

Pages: Eight, 12¼×19½ inches.

Circulation: 1,500.

ANTUNG (*Province of Liaoning*)

A treaty port, junction point of the Korean Railways and South Manchurian Railway. Population 286,198.

CHINESE LANGUAGE DAILY

TUNG PIEN SHANG KUNG JIH PAO (*East Border Commercial & Industrial Daily News*)

(東邊商工日報)

Published at the Chamber of Commerce;

Est. 1930.

Pages: Eight, 14×20 inches.

Circulation: 4,700.

CANTON (*Province of Kwangtung*)

Most important city of Southern China, located at the mouth of the Pearl River, 80 miles north of Hongkong. Terminus of Kwang-Kiu Railway, and the Canton-Hankow Line. Population (official) 1,042,360.

CHINESE LANGUAGE DAILIES

廣州
公評報
KUNG PING PAO

CANTON

Established in 1914

One of the oldest dailies in South China.
This is a Chinese daily with a history of twelve years and a circulation of over 32,000 copies. Printed by up-to-date presses, every page shows up fine, especially in the advertising field. The coverage of the paper is far-reaching, and so the result of advertising therein must be outstanding. Any merchandise for sale in South China that needs advertising shall note this paper listed in its schedule.

Address: 273 TAIPING ROAD NORTH

CANTON

CANTON

CANTON SHIH MIN JIH PAO (廣州市民日報)
(Canton Citizens' Daily News)

Published at 227 Kwong Fuh Road; Est. 1927.

Pages: 12, 15½×21 inches.

Circulation: 9,500.

CANTON JIH PAO (廣州日報)

Published at 33 Chong Shou East Road; Est. 1927.

Pages: Ten, 14×19 inches.

Circulation: 22,000

CHIH PING JIH PAO (Just Press) (持平日報)

Published at 63 Kwong Foh Central Road;

Est. 1932.

Pages: Eight, 14¾×19¼ inches,

Circulation: Publisher's statement 16,500

DA HWA VAN PAO (Great China Evening Post)
(大華晚報)

Published at 119 Kwong Foh Central Road;

Est. 1933.

Pages: Four, 15×20 inches.

Circulation: 25,000

CHUAN SHEN PAO (羣聲報)

Published at 48 Kwong Fuh Centre Road;

Est. 1935.

Pages: Twelve, 16×20 inches.

Circulation Claimed: 16,000

Insert

Your Advertisements in the

KWOK WA PO

THE LARGEST CIRCULATION OF NEWSPAPER IN SOUTH CHINA.

國
華
報

This paper has been established for upwards of twenty years with much energy and spirit for the service of the society. All the news and telegrams published therein are very true and early, and the comical writings and drawings are interesting, with the result that a great support has been secured from the Chinese and also the foreign readers, and that over forty thousand subscriptions have been issued. At present, for further development of the papers, new rotating printing machines of up-to-date style which are our sole possession have been erected for printing coloured papers. Any firm, merchant and factory that desire to push their business in South China are advised to insert their advertisements in the Kwok Wa Po which, it is sure, will give them a great help.

Address: No. 76 Kwong Fuk Road Central, Canton.
Registered Wireless No. 0042.

KUNG PING PAO (Public Critic Press) (公評報)
Published at 273 North Tai Ping Road; Est. 1924.
Columns: Eight, $2\frac{1}{2}$ deep and 15 inches wide.
Pages: Twelve, $14\frac{3}{4} \times 20$ inches.
Circulation: Publisher's statement 32,000.

KUNG TAO PAO (Justice Press) 公道報
Published at 53 Kwong Foh Central Road;
Est. 1933.
Pages: Eight, 7 columns 16×21 inches.
Circulation: Publisher's statement, 8,000.

KUNG WO PAO (Democratic Press) (廣州共和報)
Published at 36 Kwong Foh Road; Est. 1912.
Columns: Eight, $3\frac{3}{4}$ inches deep and $14\frac{1}{4}$ inches wide.
Pages: Eight 16×22 inches.
Circulation: Publisher's Statement 20,000.

KUO MIN HSIEN WEN (People's News)
(國民新聞)
Published at 63 Kwong Foh Road; Est. 1929.
Pages: Eight, $14\frac{1}{2} \times 19$ inches.
Circulation: Publishers statement, 13,000

KWANG TUNG SEVENTY-TWO GUILDS
SHANG PAO (Commercial Daily Press)
(廣東七十二行商報)
Published at 74 Kwang Foh Road; Est. 1907.
Columns: Six, 3 inches deep and 16 inches wide.
Pages: Eight, $16 \times 22\frac{1}{4}$ inches.
Circulation: Publisher's statement 14,000.

CANTON

KWANGCHOW JIH PAO (Canton Daily News)

(廣州日報)

Published at 33 East Chong Shou Street;
Est. 1930.

Pages: Twelve, $14\frac{1}{4} \times 19\frac{1}{2}$ inches.

Circulation: 2000.

KWOK WA PO (National Prosperity News)

(國華報)

Published at 76 Kwong Fuk Road; Est. 1924.

Columns: Twelve $2\frac{1}{2}$ inches deep and 16 inches wide.

Pages: Eight, 16×22 inches.

Circulation: Publisher's statement 40,000.

廣州 報日國氏

MIN KUO JIH PAO

CANTON

OFFERS YOU THE BEST ADVERTISING
MEDIUM IN SOUTH CHINA. IT HAS A
CIRCULATION OF MORE THAN 30,000
COPIES DAILY.

CANTON

MIN KUO JIH PAO (Republican Daily News)

(廣州民國日報)

Published at 79 Kwang Foo Road; Est. 1924.

Columns: Six, $3\frac{1}{4}$ inches deep and $14\frac{1}{2}$ inches wide.

Pages: Ten to sixteen, $14\frac{1}{2} \times 19\frac{1}{4}$ inches.

Circulation: Publisher's statement 30,000

MIN SON PAO (Press for the People) (民生報)

Published at No. 1 Chang Ziu Road; Est. 1932.

Pages: Eight, $15 \times 19\frac{1}{2}$ inches.

Circulation: 7,200.

SIN KUO HUA PAO (New National Prosperity News) (新國華報)

Published at 151 Central Kwang Foh Road;
Est. 1924.

Columns: Six or eight, $2\frac{1}{4}$ or 3 inches deep and 15 inches wide.

Pages: Four, 14×19 inches.

Circulation: 16,000.

SZE FA JIH PAO (Judicial Daily News)

(司法日報)

Published at 153 Central Kwang Foh Road;
Est. 1930.

Pages: Eight, $14 \times 19\frac{1}{2}$ inches.

Circulation: 2,000.

THE SHING PAO (True Press) (誠報)

Published at 117 Central Kwong Foh Road;
1934.

Pages: Eight, 8 columns, $14\frac{3}{4} \times 22$ inches.

Circulation: Publisher's statement 15,000.

CANTON

YIN HSIAN PAO (Phenomena Press) (現象報)

Published at 53 Kwong Fuh Road; Est. 1924.

Columns: Six: $3\frac{1}{4}$ inches deep and 15 inches wide.

Pages: Eight, $16 \times 22\frac{1}{8}$ inches.

Circulation: Publisher's statement 20,000.

YUEH WA PAO (South China News) (越華報)

Published at 114 Kwong Fok Road, Canton;
Est. 1928.

Pages: Eight, $16\frac{1}{4} \times 20\frac{1}{4}$ inches.

Circulation: 20,000.

ENGLISH LANGUAGE DAILY

CANTON DAILY SUN

Published by National Publishers, Ltd. at No. 1,
Choi Lan Chik Street, (P.O. Box 26)
Canton.

Business Address of the Publishers:

No. 83, Shameen, B.C., Canton.

Columns: Seven; 19 inches, 12 ems.

Pages: Twelve, 17 inches \times 23.

Circulation: Publishers statement daily 3,200
copies average.

Subscription: Local HK\$20; China & Japan—
HK\$20; Foreign—USG\$15.00
per year.

CANTON, CHANGCHOW

ENGLISH BI-LINGUAL WEEKLY

CHINA TRUTH, THE

Published by National Publishers, Ltd.
Business Address of Publishers... 83, Shameen,
Canton. (P.O. Box No. 26).
Press Address:—No. 1 Choi Lan Chik Street,
Canton.

Columns: Four, $10\frac{1}{2}$ inches, 20 ems.

Pages: 26 to 30.

Circulation: 2,500 Weekly average.

Subscription: Local, China & Japan—HK\$10
(Hongkong Dollars) per year.
Foreign: USG\$7.50 per year.

CHANGCHOW (Province of Kiangsu)

On the Shanghai-Nanking Railway, midway between
Chinkiang and Soochow, 130 miles from Shanghai. Population
702,301.

CHINESE LANGUAGE DAILY

QUAI PAO (快報)

Published at The Bell Tower, Est. 1934.

Pages: Four, $12\frac{1}{2} \times 18$ inches.

Circulation: 800.

CHANGCHOW

QUAI QUAI PAO (快快報)

Published at Fuel Wood St. Est. 1935.

Pages: Four, 13×19

Circulation: 900.

SIN WAN PAO (New Evening Post)(新晚報)

Published at Chiu Chien Lane; Est. 1935.

Pages: Two, 13½×19¾ inches.

Circulation: 600.

WU CHING ZEN PAO (Changchow Morning Post)

(武進晨報)

Published at Tsuh Chien Street; Est. 1932.

Pages: Four, 12½×19 inches.

Circulation: 1,200.

WUTSIN CHUNG SAN JIH PAO (Dr. Sun's Daily

Press)(武進中山日報)

Published at Da Mio Lane; Est. 1922

Pages: Four, 12½×9¼ inches.

Circulation: 1,500.

WUTSIN SHANG PAO (武進商報)

(Changchow Commerical News)

Published at First Park; Est. 1927.

Pages: Four, 14×19½ inches.

Circulation: 2,200.

WUTSIN SIN WEN (武進新聞)

Published at Sikung Chai, Est. 1934.

Pages: Four, 13×19

Circulation: 3,000.

CHANGCHOW, CHANGCHUN

CHINESE LANGUAGE BI-WEEKLY

KIANG PAO (Steel Press)(鋼報)

Published at Tsuh Chien Street; every three days; Est. 1930.

Pages: Four, 20×13¼ inches.

Circulation: 3,000.

CHANGCHOW (Province of Fukien) 漳州

Is situated northwest of Amoy, and a private railway connects the two cities. Population 300,000.

CHINESE LANGUAGE DAILY

CHUNG HWA JIH PAO (中華日報)

Published at 4 Cannon St; Est. 1931.

Pages: Four, 14×20 inches.

Circulation: 800.

CHANGCHUN or HSINKING

(Province of Kirin)

Important railway center as it is the junction point of the South Manchuria, Chinese Eastern and Changchun-Kirin Railways. Population about 500,000.

CHINESE LANGUAGE DAILY

DA TUNG JIH PAO (Utopian Daily News)

(大同日報)

Published at Sixth Street; Est. 1931.

Pages: Eight to ten, $14\frac{1}{4} \times 19$ inches.

Circulation: 4,900.

CHANGSHA (Province of Hunan)

Provincial capital, southern terminus of Northern portion of the Canton-Hankow Railway, 200 miles south of Hankow. Center of China's most important mining district, Population 1,243,044.

CHINESE LANGUAGE DAILIES

CHUAN MEN JIH PAO (The Mass Daily News)

(全民日報)

Published at 16 Shun Hsing Bridge; Est. 1928.

Pages: Eight, 13×19 inches.

Circulation: 500.

DA KUNG PAO (Impartial News) (大公報)

Published at 36 Hsiang Chi Lee; Est. 1919.

Pages: Eight, $13\frac{1}{2} \times 19$ inches.

Circulation: 4,200

HUNAN KUO MIN JIH PAO (湖南國民日報)

(Hunan People's Daily News)

Published at Wong Chong Ping; Est. 1926.

Pages: Ten, $13\frac{1}{2} \times 19\frac{1}{4}$ inches.

Circulation: 3,800

HUNAN MIN KUO JIH PAO (湖南民國日報)

(Hunan Republican Daily News)

Published at 16 Shen Sin Bridge; Est. 1928.

Pages: Eight 14×18 inches.

Circulation: 5,000.

TUNG SU JIH PAO (通俗日報)

Published at Storage Street; Est. 1929.

Pages: Eight, 13×19 inches.

Circulation: 2,000.

TZE MIN JIH PAO (Local Citizen's Daily Press)

(市民日報)

Published at Storage Association; Est. 1930

Pages: Eight, $14\frac{1}{2} \times 19$ inches.

Circulation: 1,000.

WAN WAN PAO (晚晚報)

(Evening News)

Published at Changsha; Est. 1935.

Pages: Four, $9\frac{1}{4} \times 14\frac{1}{4}$ inches.

Circulation: 8,000.

WU NU PAO (Women's Press) (婦女報)

Published at 52 Hsin An St; Every third day, Est. 1933.

Pages: Four, 19×20 inches.

Circulation: 1,200.

CHANGSHU

CHANGSHU (Province of Kiangsu)

A rice-producing centre, 61 miles from Shanghai on motor Road. Population 150,000.

CHINESE LANGUAGE DAILY

CHANGSU MAI JIH SIN WEN

(Changsu Daily News) (常熟每日新聞)
Published in the Chamber of Commerce
Est. 1932.

Pages: Four, 14×19 inches.

Circulation: 1,500.

GIN PAO (Piano Press) (琴報)

Published at North Market Center; Est. 1927.

Pages: Four, 14¼×20 inches.

Circulation: 1,000.

HSIN SHEN PAO (新生報)

Published at South Market Est. 1929.

Pages: Four, 14×20

Circulation: 1,000.

TIEN PAO (電報)

Published at South Market. Est. 1929.

Pages: Four, 13×19

Circulation: 900.

YIH PAO (義報)

Published at 18 Chow God Temple, Est. 1935.

Pages: Four, 13×19

Circulation: 600.

CHANGTEH

CHANGTEH (Province of Honan) 彰德

An important city (also called Anyang) on the northern border of Honan. The Peiping-Hankow Railway passes thru this city. Population 120,000.

CHINESE DAILY TABLOIDS

MIN SUN PAO (民聲報)

Published in the City; Est. 1932.

Pages: Four, 10×14 inches.

Circulation: 1,000.

SIN MIN PAO (新民報)

Published in the City; Est. 1931.

Pages: Four, 10×14 inches.

Circulation: 600.

CHANGTEH (Province of Hunan) 常德

Situated in the northern part of the province, and close to Szechuen Hopeh and Kweichow, it serves as a distribution centre for local products, chiefly wood-oil, tallow and rice. Population 100,000

CHINESE LANGUAGE DAILIES

CHANGTEH MIN PAO (Changteh People's Press)

(常德民報)

Published at Four Holes Well; Est. 1929.

Pages: Six, 14×19½ inches.

Circulation: 2,520.

CHAOAN, CHAOHSIEN

CHIEN SZE JIH PAO (建設日報) (Construction Daily News)

Published at 6 Chin Shen Hong; Est. 1929.

Pages: Four, 13×19 inches.

Circulation: 2,000.

CHAOAN (Formerly Chaochow)

(Province of Kwangtung)

38 miles from Swatow, an important city of Kwangtung.
Population about 70,000.

SHANG PAO (Commercial News) (商報)

Published at K Yuen Temple; Est. 1933.

Pages: 4, 13½×19 inches.

Circulation: 2,000.

CHAOHSIEN 巢縣 (Province of Anhwei)

A city at the east of Anhwei, connected with Hopei by
motor road. Population 408,446.

CHINESE LANGUAGE DAILY

CHAOHSIEN JIH PAO (Chaohsien Daily News)

(巢縣日報)

Published at Chung Hou Street; Est. 1932.

Pages: Four, 9×12¼ inches.

Circulation: 500.

CHEFOO

CHEFOO (Province of Shantung)

A treaty port and one of the principal ports of call in
North China. Population 150,000 including 1,100 foreigners.

CHINESE LANGUAGE DAILIES

CHIAO TUNG 膠東 PAO (膠東日報) (East Kiachow 兗 News)

Published at Lee Tung Street; Est. 1932.

Pages: Eight, 15×20 inches.

Circulation: 2,500.

CHUNG SHENG PAO (鐘聲報)

Published at Sheng Ping Street; Est. 1912.

Pages: Eight, 14¼×19¼ inches.

Circulation: 2,600.

HUNG WAN TSE PAO (Red 卍 News) (紅卍字報)

Established 1920.

Pages: Eight, 13×19 inches.

Circulation: 2,800.

TONG HAI JIH PAO (East Sea Daily News) (東海日報)

Published at L Dao Street; Est. 1929.

Pages: Eight, 14½×20 inches.

Circulation: 2,000.

CHEFOO, CHENGCHOW

TSE FOO JIH PAO (Chefoo Daily Press)

(之罘日報)

Published at the No. 68 Main Street; Est. 1911.

Pages: Eight, $14\frac{1}{2} \times 19\frac{1}{2}$ inches.

Circulation: 2,300.

ENGLISH LANGUAGE DAILY

CHEFOO DAILY NEWS

Published by J. McMullan & Co., Ltd.; daily except Mondays and holidays; Est. 1907.

Columns: Six, 18 inches.

Pages: Twelve, $18 \times 13\frac{1}{2}$ inches.

Circulation: 300.

Subscription: M.\$2.00 per month or \$24 per year.

CHENGCHOW (Province of Honan)

A trading center on the conjunction of Lunghai and Pinghan Railways. Population 100,000.

CHENGCHOW HWA PEI JIH PAO (鄭州華北日報)

(Chengchow North China Daily News)

Published at 97 Yuan Ling Street; Est. 1933.

Pages: Four, $8\frac{1}{2} \times 13\frac{1}{2}$ inches.

Circulation: 2,000.

CHENGCHOW JIH PAO (Chengchow Daily News)

(鄭州日報)

Published at No. 15 Han Chuen Road; Est. 1930.

Pages: Six, 14×19 inches.

Circulation: 5,000.

CHENGHSIEN, CHENG TU

LOON HAI JIH PAO (Loong Hai Daily News)

(隴海日報)

Published at the Special Tungpu; Est. 1932.

Pages: Four, 13×20 inches.

Circulation: 1,000.

CHENGHSIEN (Province of Chekiang)

Connected with Sinchang by Chenghsien-Sinchang Highway on the southern part of Chekiang. Population 220,799.

CHINESE LANGUAGE DAILY

CHENG SIN MIN PAO (嵯新民報)

(Chenghsien Sinchang People's Press)

Published at Tung Chien Street; Est. 1932.

Pages: Four, 9×14 inches.

Circulation: 2,200.

CHENG TU (Province of Szechuen)

Provincial capital, 260 miles from Chungking. Population about 450,000

CHINESE LANGUAGE DAILIES

CHENG TU MIN SHIH JIH PAO (成都明是日報)

Published at 31 Yu Lai Bazaar; Est. 1930.

Pages: Four, 14×19 inches.

Circulation: 3,000.

CHENG TU

CHENG TU KUAI PAO (Chengtu Express)

(成都快報)

Published at 24 Chuan Shih Road; Est. 1925.

Pages: Eight, 14×19 inches.

Circulation: 5,200.

CHUEN PAO VAN KAN (Szechuen Evening News)

(川報晚刊)

Published at Chengtu; Est. 1931.

Pages: Four, 14×19 inches.

Circulation: 15,000.

HWA SI JIH PAO (華西日報)

(West China Daily News)

Published at No. 9 New Street; Est. 1934.

Pages: Four, 13½×18 inches.

Circulation: 6,000.

HSI FONG YEH PAO (West Evening News)

(西方夜報)

Published at 34 Chun Hsi Road; Est. 1933.

Pages: Four, 9¼×13 inches.

Circulation: 4,500.

KUO MIN JIH PAO (Republican Daily News)

(國民日報)

Published at 28 Eastern Chun Shih Road;

Est. 1928.

Pages: Eight, 14×19 inches.

Circulation: 5,200.

SIN SIN SIN WEN (Newest News) (新新新聞)

Published at 38 Chun Si Road; Est. 1930.

Pages: Sixteen, 9¼×13 inches.

Circulation: 8,100.

CHENG TU, CHING HAI

SIN SZECHUEN JIH PAO (新四川日報)

(New Szechuen Daily Press)

Published at East Governors Street; Est. 1926.

Pages: Eight, 14¼×18½ inches.

Circulation: 1,000.

CHINESE LANGUAGE MONTHLIES

LAO YUEN (Happy Garden) (樂園)

Published by the Chengtu Republican Daily News;

Est. 1930.

Pages: Eighty 9×14 inches.

Circulation: 3,000.

KUO MIN JIH PAO'S FUH KAN (國民日報副刊)

(Republican Daily News Supplement)

Published by the Chengtu Republican Daily News;

Est. 1931.

Pages: One hundred approximately, 9×6¼ inches.

Circulation: 3,000.

CHING HAI (Province of Chekiang)

A sea port 13 miles from Ningpo. Population 362,985.

CHINESE LANGUAGE DAILIES

KIANGSUN JIH PAO (River Voice) (江聲日報)

Published at Kiang Ping Street; Est. 1926.

Pages: Eight 14½×19 inches.

Circulation: 2,000.

CHINGHAI, CHINKIANG

SIN WEN KUNG PAO (Public News) (新聞公報)

Published at Yuen Vong Road; Est. 1931.

Pages: Four to Six, $13\frac{1}{2} \times 19$ inches.

Circulation: 512.

CHINKIANG (Province of Kiangsu)

Treaty port on the Yangtze River and the Nanking-Shanghai Railway, 150 miles from Shanghai. Population 523,380. Provincial capital.

CHINESE LANGUAGE DAILIES

CHINKIANG SHANG PAO (鎮江商報) (Chinkiang Commercial News)

Published at 60 Pai Shien Road; Est. 1933.

Pages: Two, $14\frac{1}{4} \times 20\frac{1}{4}$ inches.

Circulation: 600.

CHINKIANG WAN PAO (鎮江晚報) (Chinkiang Evening News)

Published at Min Kuo Chuan Street; Est. 1928.

Pages: Four, 10×14 inches.

Circulation: 500.

CHINKIANG ZEN PAO (鎮江晨報) (Chinkiang Morning Press)

Published at 32 Wan Chia Lane; Est. 1933.

Pages: Four, $13\frac{1}{2} \times 18\frac{1}{2}$ inches.

Circulation: 1,000.

CHINKIANG

DA KIANG NAN WAN PAO (大江南晚報) (Great Kiangnan Evening News)

Published at 223 Chung Shan Road; Est. 1933.

Pages: Eight, 10×13 inches.

Circulation: 1,000.

KIANGSU SUN PAO (Kiangsu Press) (江蘇省報)

Published at Pao Kai Road; Est. 1932.

Pages: Eight $14\frac{1}{2} \times 19\frac{1}{2}$ inches.

Circulation: 4,000.

SAM SAN JIH PAO (Triple Hill Daily News) (三山日報)

Published at 2 East Dock Street; Est. 1921.

Pages: Four, 16×19 inches.

Circulation: 1,500.

新 省 日 報

SIN SON JIH PAO

CHINKIANG

ESTABLISHED IN 1929

THE LEADING PAPER IN CHINKIANG
WITH A CIRCULATION OF 15,000 DAILY.
IT IS A PURE COMMERCIAL PAPER
WITHOUT ANY POLITICAL BACK-GROUND.

CHINKIANG

SIN KIANGSU PAO (新江蘇報)

(New Kiangsu Press)

Published at 60 Pai Hsien Road, Est. 1928.

Pages: Eight, $14\frac{1}{2} \times 20$ inches.

Circulation: 5,400.

SIN SON JIH PAO (New Province's News)

(新省報)

Published at 2 Min Kuo Chuan Street; Est. 1929.

Pages: Four; 15×20 inches.

Circulation: 15,000.

SOO PAO (Kiangsu News) (蘇報)

Published at Tung Wu Road; Est. 1930.

Pages: Eight, 14×20 inches.

Circulation: 3,000.

TSI CHIANG PAO (Self Strong Press) (自強報)

Published at See Wu Street; Est. 1919.

Pages: Six, $13\frac{3}{4} \times 19\frac{1}{2}$ inches.

Circulation: 1,500.

CHINESE LANGUAGE TABLOIDS

CHENG PAO (Precise News) (正報)

Published at 89 Pao Chai Road; Est. 1930.

Pages: Four, $9\frac{1}{2} \times 13\frac{1}{2}$ inches.

Circulation: 2,300.

CHINKIANG, CHUANCHOW

PING PAO (Peace News) (平報)

Published at 15 Yen Erh Ho Lane; Est. 1934.

Pages: Two, 14×21 inches.

Circulation: 600.

SHIH PAO (市報)

Published at San Yuan St; Est. 1933.

Pages: Four, $7 \times 9\frac{3}{4}$ inches.

Circulation: 6,400

YANG TZE KIANG PAO (Yangtze River Press)

(揚子江日報)

Published at 24 Sze Tze Kai; Est. 1931.

Pages: Four, $9 \times 13\frac{1}{2}$ inches.

Circulation: 2,400.

YU NEE PAO (Amusement News) (游藝報)

Published at 25 Chai Chai Lane; Est. 1933.

Pages: Four, $9 \times 13\frac{3}{4}$ inches.

Circulation: 3,000.

CHUANCHOW (Province of Fukien) 泉州

A commercial port in the south of Fukien. Connected with many other cities by motor road. Population, 100,000.

CHINESE LANGUAGE DAILY

CHUANCHOW, CHUNGKING

CHUANCHOW JIH PAO (Chuan Chow Daily News)

(泉州日報)

Published at South Street; Est. 1930.

Pages: Six, 14×20 inches.

Circulation: 3,500.

CHUNGKING (Province of Szechuen)

A treaty port at the confluence of the Kialing and Yangtze Rivers, 1350 miles from the sea, population 974,565. Terminal port for steamers from Hankow and Shanghai and entreport for important province of Szechuen.

CHINESE LANGUAGE DAILIES

CHI CHUEN KUNG PAO (Szechuen Public News)

(濟川公報)

Published at Garden Road; Est. 1931

Pages: Eight, 13½×19½ inches.

Circulation: 4,500.

KUNG SHANG JIH PAO (工商日報)

(Industrial and Commercial Daily News)

Published at 53 Hsiao Liang Tzee; Est. 1931.

Pages: Eight, 15×20 inches.

Circulation: 8,000.

KUNG SHANG YA PAO (工商夜報)

(Industrial and Commercial Evening News)

Published at 53 Hsiao Liang Tzee; Est. 1934.

Pages: Four, 9×14 inches.

Circulation: Publisher's Statement 11,000.

CHUNGKING

PA SHU JIH PAO (Szechuen Daily News)

(巴蜀日報)

Published at 17 Willow Street; Est. 1930.

Pages: Sixteen, 9×13½ inches.

Circulation: 2,000.

SHANG WU JIH PAO (Commerical Daily News)

(商務日報)

Published at the Chamber of Commerce;

Est. 1914.

Pages: Twelve to fourteen, 13½×19¼ inches.

Circulation: Publisher's statement 9,000.

SIN SHU PAO (New Szechuen Press) (新蜀報)

Published at 14 West Third Street, Commercial Market; Est. 1924.

Pages: Eight, 14×20 inches.

Circulation: 5,500.

SZETCHUEN CHEN PAO (Szechuen Morning Press)

(四川晨報)

Published at Chungking; Est. 1930.

Pages: Eight, 14×19 inches.

Circulation: 4,800.

SZETCHUEN JIH PAO (Szechuen Daily News)

(四川日報)

Published at 39 Shao Kai Ting, Commercial Market; Est. 1930.

Pages: Eight, 14×19 inches.

Circulation: 2,900.

CHUNGKING, DAIREN

SZECHUEN VAN PAO (Szechuen Evening Post)

(四川晚報)

Published at 23 West Third Street; Est. 1931.

Pages: Four, 9×13 inches.

Circulation: 1,000.

YIEN WU JIH PAO (Salt Daily News) (鹽務日報)

Published at Shansi Street; Est. 1931.

Pages: Four, 14×20 inches.

Circulation: 800.

CHINESE LANGUAGE SEMI-WEEKLY

KUNG SHANG SAM JIH KAN (工商三日刊)

Published at 53 Hsiao Liang Tzee; Est. 1934.

Pages: Eight, 6×9 inches.

Circulation: 8,500.

CHINESE LANGUAGE TABLOID

CHUNGKING VAN PAO (Chungking Evening Post)

(重慶晚報)

Published at Rice Street; Est. 1928.

Pages: Four, 8¼×13 inches.

Circulation: 2,000.

DAIREN (Dalny) (Province of Liaoning)

Southern terminus of South Manchuria Railway 246 miles from Moukden, and is a most important seaport in Manchuria. Japanese leased territory. Population (official) 262,237 including 94,129. Japanese

DAIREN

CHINESE LANGUAGE DAILIES

KUAN TUNG PAO (East Shanhaikwan News)

(關東報)

Published at 15 Teh Chen Street; Est. 1919.

Pages: Ten, 14×20 inches.

Circulation: Publisher's statement 50,000.

MAN CHOU PAO (Manchu News) (滿洲報)

Published at 29-31 Yamagata-Dori; Est. 1922.

Columns: Twelve, 1¾ inches deep and 15 inches wide.

Pages: Fourteen, 15×20½ inches.

Circulation: Publisher's statement 12,000.

TAI TUNG JIH PAO (Dairen Daily News)

(泰東日報)

Published at 85 Sze Au Ting; Est. 1911.

Columns: Six, 1¾ inches deep and 14½ inches wide.

Pages: Twelve, 14¾×20 inches.

Circulation: 52,000.

ENGLISH LANGUAGE DAILY

MANCHURIA DAILY NEWS, THE

Published at 7 Awajicho, (Cable Address:

"Manews"); Est. 1908.

Columns: Six, 19 inches; 13½ ems.

Pages: Eight, 14×19 inches.

Circulation: 3,500.

DAIREN, FATSHAN

JAPANESE LANGUAGE DAILIES

DAIREN SHIMBUN, THE

Published every morning including Sundays.

Columns: Thirteen, 15 inches wide; $1\frac{1}{2}$ inches deep.

Pages: 8 to 16; 15×20 inches.

Circulation: Publisher's statement 7,000.

MANCHU NIPPON, THE

Published at Higashi-Koen-Cho; Est. 1905.

Columns: Thirteen, $15 \times 1\frac{1}{2}$ inches.

Pages: 8 to 12; 15×20 inches.

Circulation: Publisher's statement 50,000.

FATSHAN (Province of Kwangtung)

A suburb of Canton, Population about 125,000.

CHINESE LANGUAGE DAILY

NAN HAI JIH PAO (South Sea Daily News)

(南海日報)

Published at 142 Foo Loo Street; Est. 1922.

Pages: Eight, $14\frac{1}{2} \times 20$ inches.

Circulation: 800.

FENGHSIEN, FENGHUA, FOOCHOW

FENGHSIEN (Province of Kiangsu)

A small town on the Shanghai-Minghong motor road.
Population 20,000.

CHINESE LANGUAGE DAILY

FENGHSIEN MIN CHUN JIH PAO (奉賢民衆日報) (Fenghsien People's Daily News)

Published at South Bridge; Est. 1930.

Pages: Four, 9×13 inches.

Circulation: 1,000.

FENG HUA (Province of Chekiang)

An inland city connected with Ningpo by Motor Road.
Populations 50,000.

FENG HUA PAO (Feng Hua Press) (奉化報)

Published at the Public Park, Est. 1932.

Pages: Four, $13 \times 18\frac{1}{2}$ inches.

Circulation: 1,500.

FOOCHOW (Province of Fukien)

Provincial capital and treaty port, located on the Min River, 455 miles north of Hongkong. Population 1,508,630.

CHINESE LANGUAGE DAILY

FOOCHOW

CHU SZE PAO (True News) (求是報)

Published at South Great Temple; Est. 1926.

Pages: Eight, $13\frac{1}{2} \times 19\frac{1}{2}$ inches.

Circulation: 1,200.

FU KIEN MIN PAO (福建民報)

Published at 87 Shang Nan Road Est. 1928.

Pages: Ten, 14×20 inches.

Circulation: 3,000.

HWA CHIO SONG PAO (Overseas Commercial News)

(華僑商報)

Published at 2 Hon Kuan Hsien Chien Hsueh Li;
Est. 1932.

Pages: Four, 14×20 inches.

Circulation: 1,500.

MIN KUO JIH PAO (Republican Daily News)

(民國日報)

Published at Kung Yuen Li; Est. 1929.

Pages: Ten, 13×20 inches.

Circulation: 3,700.

MIN PAO VAN KAN (Foochow Evening News)

(閩報晚刊)

Published at Nan Dan Wharf; Est. 1912.

Pages: Eight, $14\frac{1}{4} \times 20$ inches.

Circulation: 3,000.

SIN FUKIEN JIH PAO (New Fukien Daily News)

(新福建日報)

Published at 112 East Street; Est. 1931.

Pages: Four, 13×20 inches.

Circulation: 1,600.

FOWNING, HAIKOW, HAIMEN

FOWNING (Province of Kiangsu)

A city situated at the north part of Kiangsu. Connected with Antung by motor road. Population 511,768.

CHINESE LANGUAGE DAILY

FOWNING JIH PAO (Fowning Daily News)

(阜甯日報)

Published at South Great Street; Est. 1934.

Pages: Four, $9 \times 13\frac{1}{4}$ inches.

Circulation: 1,000.

HAIKOW (Hainan Island)

The chief seaport of the Island, situated south of Kwangtung province. Population 100,000.

CHINESE LANGUAGE DAILY

KIUNG YAI MIN KUO PAO (瓊崖民國日報)

(Kiungchow Republican Daily News)

Published at Teh Shen Road; Est. 1912.

Pages: Eight, 14×19 inches.

Circulation: 1,500.

HAIMEN (Province of Kiangsu)

A seaport at the mouth of the Yangtsze River, opposite the Chungming Island. Population 300,000.

HAIMEN

CHINESE LANGUAGE DAILIES

DA KUNG JIH PAO (大公日報)

Published at 17 Shih Yong Yuen, Est. 1929.

Pages: Two, 14×20 inches.

Circulation: 500.

KIANG HAI JIH PAO (Haimen Daily News)

(江海日報)

Published at 10 Shih Yang Yuen; Est. 1930.

Pages: Two, 11×16 inches.

Circulation: 2,500.

SZE SHAN JIH PAO (師山日報)

Published at Main St; Est. 1932.

Pages: Four, 9¼×13 inches.

Circulation: 600.

SIN HAIMEN JIH PAO (New Haimen Daily News)

(新海門日報)

Published at 8 Si Yuen Road; Est. 1928.

Pages: Four, 13×19 inches.

Circulation: 1,350.

HAIMEN (Province of Chekiang)

On the seacoast of the Southern Chekiang, 290 miles from Shanghai, is connected by motor road with Wenchow and Hangchow, Population 150,000.

HAIMEN, HAINING, HAIYEN

TAI CHOW KUO MIN SIN WEN (台州國民新聞)

(Taichow Citizen's News)

Published at Big Street; Est. 1932.

Pages: Four, 14¼×21½ inches.

Circulation: 860.

TAICHOW TAO PAO (Taichow Directing Press)

(台州導報)

Published at Haimen; Est. 1933.

Pages: Four, 9¼×13 inches.

Circulation: 300.

HAINING (Province of Chekiang)

On the Shanghai Hangchow Highway, very close to Hangchow, a rice producing center, Population 100,000.

HSIN HAINING PAO (新海甯報)

Published at Nan Da Kui Est. 1928.

Pages: Four, 8×14 inches.

Circulation: 1,000.

HAIYEN (Province of Chekiang)

On the seacoast, a salt city, accessible by motorcar from both Hangchow and Shanghai. Population 60,000.

HAI YEN MIN PAO (海鹽民報)

Published at 110 Si Da Kui, Est. 1933.

Pages: Four, 9×14 inches.

Circulation: 800.

HANGCHOW

HANGCHOW (Province of Chekiang)

Provincial capital, southern terminus of Shanghai-Hangchow Railway, 125 miles from Shanghai. Population 1,136,060.

CHINESE LANGUAGE DAILIES

CHE MIN JIH PAO (Chekiang People's Daily Press) (浙民日報)

Published at Pao You Fong; Est. 1923.

Pages: Ten, 14×20 inches.

Circulation: 6,200.

CHEKING SIN WAN (Chekiang News) (浙江新聞)

Published at 212 Sin Min Road; Est. 1933.

Pages: Twelve to fourteen, 14×20½ inches.

Circulation: Publisher's statement 4,980.

CHEKIANG SHANG PAO (浙江商報) (Chekiang Commerical Press)

Published at Kai Yuen Road; Est. 1921.

Pages: Ten to twelve, 14×19 inches.

Circulation: Publisher's statement 6,000.

HAN PAO (Hangchow News) (杭報)

Published at Young Men Road; Est. 1932.

Pages: Eight, 14×20½ inches.

Circulation: 1,000.

HANGCHOW

HANGCHOW PAO (Hangchow Press) (杭州報)

Published at 9 West Huan Sha Road; Est. 1931.

Pages: Eight, 14×20½ inches.

Circulation: 1,200.

KUO MIN SIN WEN (Citizen's News) (國民新聞)

Published at 8 Young Men's Road; Est. 1927.

Pages: Twelve, 14¼×20 inches.

Circulation: 5,200.

TUNG NAN JIH PAO (South-Eastern Daily News) (東南日報)

Published at 24 Kai Yuen Road; Pictorial Supplement on Saturday; Est. 1927.

Pages: Sixteen, 15×20 inches.

Circulation: 35,000.

TZE KIANG JIH PAO (Chekiang Daily News) (之江日報)

Published at Ching Nien Road; Est. 1913.

Pages: Ten, 14½×20 inches.

Circulation: 4,570.

CHINESE LANGUAGE WEEKLIES

HANGCHOW YOUNGMEN (杭州青年)

Published by the Chinese Y. M. C. A. Hangchow;
Est. 1914.

Issued every ten days.

Pages: Eight, 6×8½ inches.

Circulation: 1,600.

HANGCHOW

I LING SIN TSE (Modern Medical Journal)

(醫林新誌)

Published at 123 Tung Chih Road; Est. 1931.

Pages: Twenty, $5\frac{1}{2} \times 8$ inches.

Circulation: 6,000.

WEI SUN CHOW PAO (Health Weekly)

(衛生週報)

Published at Za Bar Lur; Est. 1930.

Pages: Eight, $6\frac{1}{4} \times 9\frac{1}{4}$ inches.

Circulation: 8,000.

CHINESE LANGUAGE MONTHLY

KWANG CHI E KAI (K. C. Medical Journal)

(廣濟醫刊)

Published at 46 Kang R. Yang; Est. 1923.

Pages: One hundred and forty, $5 \times 7\frac{1}{2}$ inches.

Circulation: 1,000.

CHINESE LANGUAGE BI-MONTHLY

DIEN KUNG (Journal of Electrical Engineering)

(電工)

Published at the Chekiang University; Est. 1930.

Pages: One hundred and ten, 6×8 inches.

Circulation: 1,000.

HANKOW

HANKOW (Province of Hupeh)

The most important of three cities (Hankow, Wuchang and Hanyang) located at the junction of the Han and Yangtze Rivers, 600 miles from the sea. Total population of the three cities 1,617,055, (official) including several thousand foreigners. Hankow 1,157,708, Wuchang 322,106, Hanyang 137,241 Southern terminus of Peiping-Hankow Railway. Hanyang is the location of Chinese government iron and steel plant.

CHINESE LANGUAGE DAILIES

CHEN TAN JIH PAO (Awaken People's News)

(震旦民報)

Published at 157 Ming Sen Road; Est. 1911.

Pages: Ten, $13\frac{1}{2} \times 20$ inches.

Circulation: 1,500.

CHENG I PAO (Righteous News) (正義報)

Published at Chiao Tung Road; Est. 1918.

Pages: Twelve, $14\frac{3}{4} \times 19\frac{3}{4}$ inches.

Circulation: 1,500.

CHUNG SIH PAO (Hankow Times) (中西報)

Published at 3 Yung Sing Li, Hou Hwa Road; Est. 1905.

Pages: Ten, 13×20 inches.

Circulation: 3,000.

"THE HANKOW HERALD"

Leading English Language

Daily in Central China.

Enjoying the widest circulation among both Chinese and Foreigners, from Chungking, Szechuan, to Kiukiang, Kiangsi, from Changsha, Hunan, to Chengchow, Honan.

Best advertising medium to reach the buying public in "The Chicago of China."

25-B Rue Dautremer,
French Concession,
Hankow.

Cable address
"Herald"
Hankow.

HANKOW

DAH CHUNG PAO (大中報)

Published at 103 Gen Don Kai 3; Est. 1934.

Pages: Eight, $14 \times 19\frac{1}{4}$ inches.

Circulation: 1,200.

DA KWANG PAO (Great Light Press)

大光報

Published at 5 Hon Sun Lee, Hupeh Street, Est. 1935.

Pages: Twelve, $13 \times 19\frac{1}{2}$ inches.

Circulation: 3,500.

DAH TUNG JIH PAO (Cosmopolitan Daily News)

(大同日報)

Published at 100 Middle St., Ming Sun Road; Est. 1930.

Pages: Ten, $14 \times 19\frac{1}{2}$ inches.

Circulation: 1,200.

HAN PAO (Hankow Press) (漢報)

Published at 65 Kiang Han Yi Lu, Est. 1934.

Pages: Twelve, $14\frac{1}{2} \times 20$ inches.

Circulation: 1,300.

HSIN CHUNG JIH PAO (New China Press)

(新中華日報)

Published at 90 Hwa Shang Kui, Est. 1934.

Pages: Eight, 14×19 inches.

Circulation: 1,000.

HANKOW

HWA CHUNG JIH PAO (Middle China Daily News)

(漢口華中日報)

Published at 1 Min Teh Lee, Cheng Fen No. 3 Road; Est. 1934.

Pages: Eight, $14\frac{1}{2} \times 19\frac{3}{4}$ inches.

Circulation: 1,200.

SAO TANG PAO (蕩掃報)

Published at Hu Kui, Min Sun Road; Est. 1934.

Pages: Twelve, 14×20 inches.

Circulation: 7,000.

SHIH TAI JIH PAO (The Times Daily News)

(時代日報)

Published at 28 Hou Hua Lou; Est. 1931.

Pages: Eight, $13\frac{1}{2} \times 19$ inches.

Circulation: 1,000.

新 民 報

SIN MIN PAO
HANKOW

An influential daily in Central China, it has a circulation of nearly 10,000. Besides Hankow, it covers Wuchang and upper Yangtse valley. Though only 10 years in existence, its popularity is growing by leaps and bounds. It issues 16 pages which carry a very large volume of advertisements.

HANKOW

SIN CHUN WAH JIH PAO (New China)

(新中華日報)

Published at 90 Hua Shang Road, Model St.; Est. 1932.

Pages: Eight, $14\frac{1}{4} \times 19$ inches.

Circulation: 1,000.

SIN MIN PAO (New People's Press) (新民報)

Published at No. 3 Yung Sing Li Hop Hwa Road; Est. 1925.

Pages: Twelve to Sixteen, 13×20 inches.

Circulation: 8,000.

SIN WEN PAO (Hankow News) (新聞報)

Published at Ting An Li, S.A.D. No. 3; Est. 1914.

Pages: Twenty $13 \times 19\frac{1}{2}$ inches.

Circulation: 7,000.

WU HAN JIH PAO (武漢日報)

(Wuchang & Hankow Daily News)

Published at 486 Kiang Han Road; Est. 1927.

Pages: Twelve to sixteen, 14×20 inches.

Circulation: 82,000.

ENGLISH LANGUAGE DAILIES

CENTRAL CHINA POST, THE (英文楚報)

Published every morning except Sundays, corner of Hunan and Peking Roads, S.A.D. No. 3, (P. O. Box 28) by the Central China Post Ltd., (British).

Columns: Seven, 22 inches; 13 ems.

Pages: 14 to 16, 15×22 inches.

Circulation: 1,100.

HANKOW

HANKOW HERALD, THE (自由西報)

Published by the Herald Publishing Co., (Chinese)
at 25-B Rue Dautremer, Hankow; mornings; ex-
cept Mondays, (Cable address: Herald); Est.
1923.

Columns: Seven, 19 inches; 12 ems.

Pages: Twelve, $14\frac{1}{2} \times 19$ inches.

Circulation: 1,500.

CHINESE LANGUAGE TABLOIDS

CHUAN PAO (壯報)

Published at 149 Fu Si Jih Lu; Est. 1933.

Pages: Four, $8\frac{3}{4} \times 13$ inches.

Circulation: Publisher's statement 12,000.

HANKOW BROADCAST PRESS (廣播日報)

Published by the Hankow Radio station; Est. 1935.

Pages: Four, $6 \times 8\frac{1}{2}$ inches.

Circulation: 3,000.

HANKOW DAW PAO (Hankow Directive Press)

(漢口導報)

Published at Kuan Chong Li; Est. 1931.

Pages: Four, $9\frac{1}{4} \times 13\frac{3}{4}$ inches.

Circulation: 600.

HANKOW

HSIN HANKOW PAO (新漢日報)

Published at 297 Tung Yi Kai; Est. 1934.

Pages: Four, $9\frac{3}{4} \times 14$ inches.

Circulation: 1,200.

KUNG SHANG PAI WAH PAO (工商日報)

(Industrial and Commercial Press)

Published at Hsou Tung Kar Hong; Est. 1920.

Pages: Four, 9×14 inches.

Circulation: 500.

KUO MIN CHAO PAO (國民朝報)

Published at 103 Jen Don Kai, Est. 1935.

Pages: Four, 9×13 inches.

Circulation: 2,000.

ROBIN HOOD (羅賓漢)

Published at Chung San Road; Est. 1935.

Pages: Four, $9 \times 13\frac{1}{2}$ inches.

Circulation: 3,000.

SIN HAN PAO (New Hankow Press) (新漢報)

Published at 89 Hwa Shang St; Est. 1930.

Pages: Four, $9 \times 14\frac{1}{4}$ inches.

Circulation: 500.

SIN HANKOW JIH PAO (New Hankow Daily News)

(新漢口日報)

Published at 15 Pao Yuen Li, S.A.D. No. 3; Est. 1933.

Pages: Eight, 9×13 inches.

Circulation: 4,000.

HANKOW

SIN QUAR PAO (New Express) (新快報)
Published at 12 Tai Ning Li; Est. 1928.
Pages: Four, $10\frac{1}{4} \times 14$ inches.
Circulation: 1,500.

THEATRE WORLD (戲世界)
Published at 9 Chen Feng Yi Lu; Est. 1933.
Pages: Four, $8\frac{1}{2} \times 9\frac{1}{4}$ inches.
Circulation: 2,500.

TAI YANG TENG (Sun Light) (太陽燈)
Published at Chin Feng Road; Est. 1932.
Pages: Four, 9×14 inches.
Circulation: 1,000.

WU HAN SHIH SHIH PAI WAH PAO
(Wuhan Current Events Plain Language Press)
(武漢時事白話報)
Published at 5 Yu An Li, Chung San Road; Est. 1927.
Pages: Six, $8\frac{3}{4} \times 14$ inches.
Circulation: 8,000.

WU PING (Pacific Press) (和平)
Published at Yu An Li, Chung San Road; Est. 1929.
Pages: Four, $19\frac{1}{4} \times 13\frac{3}{4}$ inches.
Circulation: 3,500.

YU LUN PAO (Public Opinion) (餘論報)
Published at Fu Tung Road; Est. 1932.
Pages: Four, 6×9 inches.
Circulation: 2,000.

HANKOW, HARBIN

CHINESE LANGUAGE WEEKLY

SIN WU YU (New Women) (新婦女)
Published at 3 Yu An Li, Chung San Road; every
Wednesday; Est. 1931.
Pages: Eight, $9 \times 13\frac{3}{4}$ inches.
Circulation: 2,000.

HARBIN (Province of Heilungkiang)

Most important city in North Manchuria, junction of the southern section of the Chinese Eastern Railway with the main line, 495 miles from Vladivostock, 874 miles from Peiping and 5,000 miles from Moscow. Population 170,000 including about 70,000 Russians.

CHINESE LANGUAGE DAILIES

BIN KIANG WU PAO (Harbin Noon Press)
(濱江午報)
Published at Seventeenth Street, Do-wai; Est.
1921.
Pages: Eight, $9\frac{1}{2} \times 13\frac{1}{2}$ inches.
Circulation: 5,000.

DA PEI SIN PAO (Great Northern New Press)
(大北新報)
Published at 12 Peach Lane Do-Wai; Est. 1911.
Pages: Eight, $15 \times 20\frac{1}{2}$ inches.
Circulation: 8,500

HARBIN, HEIHO

HARBIN KUNG PAO (Harbin Public Press)

(哈爾濱公報)

Published at 9 Tranecar, St., Dori; Est. 1925.

Columns: Eleven, $13\frac{1}{4} \times 14\frac{3}{4}$ inches.

Pages: Twelve, 14×20 inches.

Circulation: 21,000.

KUO TSI YIH PAO (The International)

(國際協報)

Published at New Gate, Dori; Est. 1918.

Pages: Twelve to fourteen, 14×20 inches.

Circulation: 5,000.

PING KIANG ZEN PAO (Harbin Morning Press)

(濱江晨報)

Published at 7th Street, Do-wai; Est. 1930.

Pages: Four, $9\frac{1}{4} \times 18$ inches.

Circulation: 2,000.

HEIHO (Province of Heilungkiang)

Situated on the Sino-Russia border. Population 50,000.

CHINESE LANGUAGE DAILY

HEI HO JIH PAO (Heilungkiang Daily Press)

(黑河日報)

Published at North Sing Lung Street; Est. 1923.

Pages: Four, $13\frac{1}{4} \times 19\frac{3}{4}$ inches.

Circulation: 3,000.

HENGYANG, HINGNING

HENGYANG (Province of Hunan)

Centre of important coal producing area. Connected with Changsha by motor road. Population 455,925.

CHINESE LANGUAGE DAILIES

HENGYANG MIN KUO JIH PAO (衡陽民國日報)

(Hengyang People's Daily News)

Published at Hsueh Chien Street; Est. 1928.

Pages: Four, $13\frac{1}{4} \times 18\frac{1}{4}$ inches.

Circulation: 1,700.

TUNG SU PAO (Traditional Press) (通俗報)

Established 1930.

Pages: Four, $13\frac{1}{2} \times 20$ inches.

Circulation: 2,000.

HINGNING (Province of Hunan)

A city in the south of Hunan. Population 128,925.

CHINESE LANGUAGE BI-WEEKLY

SINGNING MIN PAO (Singning People's Press)

(新寧民報)

Published in the Party Headquarters of Singning District; Est. 1925.

Pages: Four, $9 \times 13\frac{1}{2}$ inches.

Circulation: 1,000.

HOCHUEN, HOFEI

HOCHUEN (Province of Szechuen)

A city in the middle part of Szechuen. Connected with Chengtu by motor road, Population 305,868.

CHINESE LANGUAGE DAILY

SHIH MIN JIH PAO (Citizen's Daily News)

(市民日報)

Published at Pai Hwa Street; Est. 1931.

Pages: Four, $8\frac{1}{2} \times 13$ inches.

Circulation: 2,000.

HOFEI (Province of Anhwei)

A rice producing center situated in the northern part of Anhwei. Population: 615,000.

CHINESE LANGUAGE DAILIES

MIN SHENG PAO (People's Voice Press) (民聲報)

Published at 204 West Street; Est. 1928.

Pages: Four, $8 \times 12\frac{3}{4}$ inches.

Circulation: 400.

SIN MIN PAO (New People's Press) (新民報)

Published at Szu Ku Lane; Est. 1927.

Pages: Four, $9\frac{1}{4} \times 12\frac{3}{4}$ inches.

Circulation: 1,600.

HOHSIEN, HONGKONG

HOHSIEN (Province of Kwangsi)

A city situated at the east of Kwangsi. Connected with Pinglo and Wuchow by motor roads. Population 150,000.

CHINESE LANGUAGE DAILIES

HOHSIEN MIN CHUN JIH PAO (賀縣民衆日報) (Hohsien People's Press)

Published at Shih Chih Street; Est. 1933.

Pages: Four, 9×14 inches.

Circulation: 800.

HONGKONG

A British crown colony consisting of the island of Hong-kong and some territory on the adjacent mainland. Population about 500,000 including about 15,000 foreigners.

CHINESE LANGUAGE DAILIES

CHAO SHAU PO (Impartial Journal) (超然報)

Published at 10 Wellington Street; Est. 1930.

Columns: Four, 5 inches deep and $15\frac{1}{2}$ inches wide.

Pages: Twelve, $15\frac{1}{2} \times 20\frac{1}{2}$ inches.

Circulation: 3,500.

CHIU PO (Morning News) (朝報)

Published at 51 Gough Street; Est. 1935.

Pages: Four, 15×21 inches, 8 columns

Circulation: 10,000.

The Industrial and Commercial Daily Press, Ltd.

43 Des Voeux Road Central, Hongkong.

PROPRIETORS

OF

The Kung Sheung Yat Po

- (1) Published daily (including Sundays) in 16 pages.
- (2) The only Hongkong vernacular paper selected by the Sun Yat-Sen Cultural & Educational Institute at Nanking as one of the ten leading Chinese dailies in China.
- (3) Very widely read both in Hong Kong and beyond.
- (4) Authorised by Government of Hong Kong to publish legal notices.

The Kung Sheung Wan Po

- (1) Published every afternoon (including Sundays) in 4 pages.
- (2) The oldest one cent newspaper in Hong Kong.
- (3) Best advertising medium. The paper gives the best results to advertisers.
- (4) The paper with the most popular appeal, and an unrivalled circulation not only in Hongkong but also in South China.

The Tin Kwong Po

- (1) Published daily at dawn, (including Sundays) at one cent per copy.
- (2) Enjoys a very wide circulation in Hongkong and South China.
- (3) Contains full exclusive news on Far Eastern and international affairs.

工商日報

工商晚報

天光報

HONGKONG

CHUNG HING PAO (The Renaissance Daily News) (中興報)

Published at 6-8 Gage Road; Est. 1932.
Pages: Eight, $15\frac{1}{2} \times 22$ inches.
Circulation: 1,500.

EASTERN DAILY NEWS THE (東方日報)

Published at 52 Hollywood Road; Est. 1931.
Pages: Twelve, $15\frac{1}{2} \times 21$ inches.
Circulation 9,000.

HONGKONG KUNG KIO PO (Catholic Press) (香港公教報)

Published at Kowloon Est. 1939.
Pages: Eight, 14×19 inches.
Circulation: 9,000.

HONGKONG NOON POST (香港午報)

Published at 190 Wellington St; Est. 1934.
Pages: Four, $15\frac{1}{2} \times 21$ inches.
Circulation: 5,000.

KUNG SHEUNG YAT PO (工商日報) (Industrial and Commercial Daily News)

Published at 43 Des Voeux Road Central,
Est. 1924.
Pages: Sixteen, 15×20 inches.
Circulation: Morning issue 15,000.
Evening issue 40,000.

NAM CHUNG PO (South Central News) (南中報)

Published at 108 Hollywood Road; Est. 1928.
Pages: Sixteen, 15×20 inches.
Circulation: 65,000.

NAM KEUNG YAT PO

(Established 1927)

HONGKONG

南
強
日
報

Published since 1927, it is the first paper to observe no holiday all the year round. To make it popular, it is sold on the street at only one cent a copy. Its circulation now stands between 50,000 and 60,000. One of its main features lies in the promotion of athletic sports, under a special column every day.

HONGKONG

NAM CHUNG PO VAN KAN (南中報晚刊)
(South Central Evening Post)
Published at 105 Hollywood Road, Est. 1927.
Pages: Eight, 15×21 inches.
Circulation: 9,000.

NAM KEUNG YAT PO (南強日報)
(Strength of the South Daily Press)
Published at 106 Hollywood Road; Est. 1927.
Pages: Eight, 15×20 inches.
Circulation: 60,000.

NAM WAH YAT PO (South China Daily News)
(南華日報)
Published at 49 Hollywood Road; Est. 1930.
Pages: Fourteen to sixteen, 16×21 inches.
Circulation: 6,000.

PIN MIN PAO (Common People Press) (平民報)
Published at Hongkong; Est. 1932.
Pages: Four, 16½×22½ inches.
Circulation: 1,400.

SIN CHUNG JIH PAO (New China Daily News)
(新中日報)
Published at Hongkong; Est. 1932.
Pages: Sixteen, 15×21 inches.
Circulation: 10,000.

TSUN WAN YAT PO

THE UNIVERSAL CIRCULATING
HERALD

49/51, Gough Street, Hongkong

Established in 1873

循環日報

Since its first appearance in 1873, the aim of this paper has been to publish authentic news and deal with all matters in a strict impartial manner, with the result that it has long been recognised as one of the foremost and most reliable dailies in South China. Daily issues average 70,000. The Chung Shan Culture Institute of Nanking recently appointed this paper as one of the 12 leading papers in China while by a notification in the Government Gazette the Hongkong Government recognises as valid all legal matters which have been inserted in this paper. Besides the daily, this paper also publishes an evening paper of 4 pages, the daily issue of which averages 60,000, and which is now recognized as a most up-to-date "Evening." Paper.

HONGKONG

TA CHUN JIH PAO (Public Daily News)

(大衆日報)

Published at 2 Gage Road; Est. 1934.

Pages: Eight, 8 Columns $15\frac{1}{2} \times 20\frac{1}{2}$ inches.

Circulation: Publisher's statement 18,000.

TAI KWAN PO THE (Great Light Press) (大光報)

Published at 1-2 Li Yuen West Street, Est. 1911.

Pages: Sixteen, $15\frac{1}{2} \times 21$ inches.

Circulation 18,000.

TIN-KWONG PO THE (天光報)

Published at 43 Des Voeux Road; Est. 1933.

Pages: Four, 15×21 inches, 8 columns

Circulation 40,000.

TSUN WAN YAT PO (Universal Circulating Herald)

(循環日報)

Published at 49 & 51 Gough Street, Est. 1873.

Columns: Four, 5 inches deep and $15\frac{1}{2}$ inches wide.

Pages: Sixteen, $15\frac{1}{2} \times 21\frac{1}{4}$ inches.

Circulation: Morning issue 70,000.
Evening " 60,000.

WAH KIU YAT PO (Overseas Chinese Daily News)

(華僑日報)

Published at 1-2 Yuen On Lane and 108-110 Hollywood Road; Est. 1925.

Columns: Four, 5 inches deep and 15 inches wide.

Pages: Sixteen to twenty-four, 15×20 inches.

Circulation: 55,000.

THE WAH KIU YAT PO

is the leading and most
up-to-date Chinese
newspaper in South
China.

It has a circulation of over 50,000.

The "Wah Kiu Yat Po" carries the largest
volume of *LOCAL* advertisements, and is the
only Chinese daily paper in South China
regularly printing 20 Pages.

The "Wah Kiu Yat Po" is one of the dailies
recognised by the Hongkong Government to
carry legal advertisements with official sanction.
And it is the first daily in Hongkong to hold the
final make-up until 5 a.m. in order to cover the
latest news. All other papers are now following
suit.

WAH KIU YAT PO

(HONGKONG)

華
僑
日
報

HONGKONG

WAH TZE YAT PAO (Chinese Mail) (華字日報)

Published at 5 & 10 Wellington Street; every
morning except Sundays; Est. 1870.

Columns: Four, 5 inches deep and 16 inches
wide.

Pages: Sixteen, 16×21 inches.

Circulation: 5,000.

ENGLISH LANGUAGE DAILIES

CHINA MAIL, THE

Published by the Newspaper Enterprise, Ltd., at
No. 3-A Wyndham Street, afternoon, two edi-
tions except Sundays. (Cable address: Mail).

Columns: Seven, 20 inches; 13 ems.

Pages: 12 to 16; 15½×20 inches.

HONGKONG DAILY PRESS

Published by The Hongkong Daily Press, Ltd., at
11 Ice House Street. (P. O. Box. No. 1) mornings
except Sundays. (Cable Address: Press), Estab-
lished 1857.

Columns: Seven, 20 inches; 12 ems.

Pages: 12 to 16; 16×20 inches.

Circulation: Publisher's statement daily aver-
age 3,000 copies

THE

HONG KONG

Daily Press.

The Longest established morning Newspaper in Hong kong. Accuracy of fact and independence of policy have assured for it an envied reputation in The Orient. Special features: Pictures; World News by cable and wireless; unrivalled Local News Coverage.

HONGKONG

HONGKONG TELEGRAPH, THE

Published by the South China Morning Post, Ltd., at 1 & 3 Wyndham Street. (Cable address: Telegraph), evenings except Sundays; Est. 1881.
Columns: Seven, 20 inches; 13 ems.
Pages: 12 to 16; 16×20 inches.
Circulation: Certified by Chartered Accountant.

SOUTH CHINA MORNING POST

Published by the South China Morning Post, Ltd., at 1 & 3 Wyndham Street. (Cable address: "Postscript") mornings except Sundays.
Columns: Seven, 20 inches; 13 ems.
Pages: 20 to 24; 16×20 inches.
Circulation: Certified by Chartered Accountant

CHINESE LANGUAGE TABLOID DAILIES

CHINA STAR THE (華星)

Published at 50 Wellington Street; Est. 1932.
Pages: Four, 10×14³/₄ inches.
Circulation: 700.

HU CHIAO PO (The Pepper) (胡椒報)

Published at 49 Hollywood Road; (Supplement of South China Daily News) Est. 1931.
Pages: Four, 9¹/₄×14 inches.
Circulation: 6,000.

TAN HAI TENG (Search Light) (探海燈)

Published at 26 Stanley Street; Est. 1933.
Pages: 9¹/₂×14¹/₂ inches.
Circulation: 500.

SOUTH CHINA MORNING POST

Has the largest daily circulation of any newspaper published in the English language. Circulates throughout South China outports and Portuguese Colony of Macao. Recognized as the leading newspaper in its territory and the best advertising medium. Chartered accountants' certificate on application.

THE HONGKONG TELEGRAPH

Hongkong's most popular afternoon newspaper. Second largest circulation among English language daily newspapers. Pictures daily, Pictorial section Saturdays. Excellent advertising medium. Chartered accountants' certificate and rates on application.

CHINESE LANGUAGE WEEKLIES

TUNG FONG SIN CHIH PAO (Eastern Weekly)

(東方星期報)

Published at 52 Hollywood Road; Est. 1934.

Pages: Twelve, $10\frac{1}{4} \times 16\frac{1}{2}$ inches.

Circulation: 800.

KIN SIN (Venus) (金星)

Published at Wellington Road, Est. 1929 on Thursdays and Fridays only.

Pages: Four, 9×14 inches.

Circulation: 6,000.

ENGLISH LANGUAGE WEEKLIES

CRITIC, THE

Published by R. T. Barrett at 20, Ice House St. every Saturday. Est. 1932.

Pages: 28-30; 7×11 inches.

Circulation: Publisher's statement 600-700 weekly.

HONGKONG WEEKLY PRESS AND CHINA OVERLAND TRADE REVIEW

Published by the Hongkong Daily Press, Ltd., every Friday at 11 Ice House Street; Est. 1869.

Columns: Three, $11\frac{1}{2}$ inches; 13 ems.

Pages: Thirty-six, $8 \times 11\frac{1}{2}$ inches.

Circulation: Publisher's statement: weekly average 500 copies.

Subscription: H.\$18.00 Per Year.

HONGKONG SUNDAY HERALD, THE

Published by The Newspaper Enterprise, Ltd., at 3-A Wyndham Street. (Cable address: Mail), every Sunday.

Columns: Seven, 20 inches; 13 ems.

Pages: 18-24, $15\frac{1}{2} \times 20$ inches.

Circulation: Publisher's statement 5,800.

CHINESE LANGUAGE MONTHLY

THE HONGKONG CHINESE GENERAL CHAMBER OF COMMERCE MONTHLY MAGAZINE

(香港華商總會月刊)

Published by Hongkong Chinese General Chamber of Commerce; Est. 1934.

Pages: 162, $6 \times 8\frac{1}{4}$ inches.

Circulation: 2,000.

ENGLISH LANGUAGE MONTHLY

ROCK, THE

Published monthly by Irish Jesuit Fathers at P. O. Box 28; Established 1928.

Pages: Thirty-four, $5 \times 7\frac{3}{4}$ inches.

Circulation: Publisher's statement monthly average 1,300 copies.

ST. JOHN'S REVIEW

Published monthly by St. John's Cathedral at Hongkong; Established 1929.

Pages: Fifty, $6\frac{1}{4} \times 9\frac{3}{4}$ inches.

Circulation: Publisher's statement 350.

HONGKONG, HSINGHUA, HSINGNING

ENGLISH LANGUAGE QUARTERLIES

CADUCEUS, THE

Published quarterly by the Hongkong University Medical Society; Established 1922.
Pages: Sixty-two, $7\frac{1}{2} \times 4\frac{1}{2}$ inches.

HONGKONG NATURALIST

Printed by Newspaper Enterprise, Limited, at Wyndham Street; Est. 1930. (Three or four issues a year.)

Pages: 250-300 Per annum, $4\frac{1}{2} \times 7\frac{1}{2}$ inches.

Circulation: Publisher's statement 600.

Subscription Rates: H.K. \$7.00, or 12/6 per annum, post free.

HSINGHUA (Province of Kiangsu)

A city in the north of Kiangsu. Population 488,575.

CHINESE LANGUAGE DAILY

CHAO PAO (Morning Press (朝報))

Published at 4 Shang Yuan Lane; Est. 1933.

Pages: Four, $9\frac{3}{4} \times 14$ inches.

Circulation: 300.

HSINGNING (Province of Kwangtung)

A city in the east of Kwangtung, Close to Swatow.
Population 50,000.

HSUCHOW, HSUANCHEN

CHINESE LANGUAGE DAILIES

HSINGNING SZE SZE JIH PAO (興甯時事日報)

Published at Confucian Temple St. Est. 1932.

Pages: Six, 14×19 inches.

Circulation: 1,500.

HSUCHOW (Province of Kiangsu)

In the Northern part of Kiangsu, bordering Shantung province, an important transporting center, through which both Lunghai and Tsingpu Railways run from four direction.
Population of district 886,536.

HSUCHOW MIN PAO (Hsuchow People Press)

(徐州民報)

Published at Da Don Street; Est. 1927.

Pages: Four, $9 \times 13\frac{1}{2}$ inches.

Circulation: 1,500.

MING SHENG PAO (People's Voice) (民聲報)

Published at 62 Ching Chen Street, Est. 1932.

Pages: Four, $14'' \times 19''$.

Circulation: 2,000.

HSUAN CHEN (Province of Anhwei)

Hsuan Chen, also known as Ningkuo, an inland city, connected by motor road with Wuhu. Population 350,000.

HSUAN CHEN JIH PAO (宣城日報)

(Hsuan Chen Daily News)

Published at Fu Sin Street; Est. 1928.

Pages: Six, 7×11 inches.

Circulation: 1,000.

HUCHOW, HUEICHOW

MIN SHENG PAO (People's Voice) (民聲報)
Published at 62 Ching Chen Street, Est. 1932.
Pages: Four, 14×19 inches.
Circulation: 1,000.

HUCHOW (*Province of Chekiang*)
A silk producing centre near the Tai Hu Lake, 50 miles north of Hangchow. Population 1,235,200.

CHINESE LANGUAGE DAILIES

HUCHOW KUNG PAO (Huchow Public News)
(湖州公報)
Published at 7 Tse Chen Road; Est. 1919.
Pages: Four, 12½×20 inches.
Circulation: 2,500.

HU PAO (Huchow News) (湖報)
Published at Yun Hai Lou, Wushin Garden; Est. 1929.
Pages: Four 13×18 inches.
Circulation: 1,600.

HUEICHOW (*Province of Anhwei*)
A city situated in the south part of Anhwei. Connected with Hangchow by Hangchow Hueichow Highway. Population 456,955.

CHINESE LANGUAGE DAILY

HWANGYEN, HWEIYING, ICHANG

THE HUEICHOW DAILY NEWS (徽州日報)
Published at Hsia Street, Tunhsi; Est. 1932.
Pages: Four, 14×19½ inches.
Circulation: Publisher's statement 4,800.

HWANGYEN (*Province of Chekiang*) (黃巖)
An orange producing district to the west of Haimen, Population 249,994.

CHINESE LANGUAGE DAILY

CHEN KIANG PAO (Hwangyen Press) (澄江報)
Published at Da Tse Lane; Est. 1918.
Pages: Four to six, 9×13¼ inches.
Circulation: 1,750.

HWEIYING (淮陰) (*Province of Kiangsu*)

HSIN SHANG PAO (新商報)
Published at East Gate; Est. 1931.
Pages: Four, 9×13 inches.
Circulation: 1,000.

SHANG PAO (商報)
Published by the local Chamber of Commerce.
Est. 1931.
Pages: Four, 9×13
Circulation: 800.

ICHANG (*Province of Hupeh*)

A river port on the upper Yangtze, important as a center for the trans-shipment of goods to Szechuen. Population 300,000

CHINESE LANGUAGE DAILIES

ICHANG KUNG SHAN JIH PAO (宜昌工商日報)
(Ichang Industrial & Commercial Daily News)

Published in Chamber of Commerce, Yun Chie Road; Est. 1931.

Pages: Four, $12\frac{1}{4} \times 16\frac{1}{2}$ inches.

Circulation: 1,500.

ICHANG KUO MIN JIH PAO (宜昌國民日報)

(Ichang Citizen's Daily News)

Published at 11 Ping Ho Li; Est. 1931.

Pages: Four, $13\frac{1}{2} \times 19$ inches.

Circulation: 2,000.

I LENG JIH PAO (彝陵日報)

Published at 21 Si Leng St. Est. 1934.

Pages: Four, 14×20

Circulation: 1,500

IHING (Province of Kiangsu)

A town on the border of Taihu Lake south west of Wusih, connected by a motor road, 63 miles in distance. Population 80,000.

I PAO (義報)

Published at 46 Si Chu An, Est. 1935.

Pages: Four, 14×19 inches.

Circulation: 400.

PING PAO (品報)

Published at Tung Chu An; Est. 1931.

Pages: Four, 14×19 inches

Circulation: 600

SHUN PAO (訓報)

Published at 15 West St., Est. 1935.

Pages: Four, 14×19 inches.

Circulation: 400.

KAIFENG (Province of Honan)

Provincial capital, important station on the Lunghai Railway, 40 miles from Chengchow. Population 561,390.

HONAN MIN PAO (Honan Citizen's Press)

(河南民報)

Published at 314 Provincial Government Road; every morning including Sundays; Est. 1920.

Columns: Eight, $21\frac{1}{2}$ inches deep and 14 inches wide.

Pages: Eight, 14×20 inches.

Circulation: Publisher's statement 16,500.

HONAN MIN KUO JIH PAO (河南民國日報)

(Honan Republican Daily News)

Published at Shen Tang Pu Street Est. 1930.

Pages: Eight, 14×20 inches.

Circulation: 5,000.

SIN HONAN PAO (New Honan Press) (新河南報)

Published at 364 Chun Shan Street; Est. 1930.

Pages: Six, $9\frac{3}{4} \times 14\frac{1}{4}$ inches.

Circulation: 3,000.

KAIFENG, KALGAN, KANCHOW

河南民報

HONAN MING PAO

KAIFENG

ESTABLISHED IN 1920

A LEADING PAPER IN THE YELLOW
RIVER DISTRICT.

LARGEST CIRCULATION
BEST ADVERTISING MEDIUM

KALGAN (Province of Chahar)

Capital of province, on the Pingsui Railway, ? miles north-
west of Peiping, a trading Center for China and Mongolia
business. Population 80,000.

SHANG NIEH JIH PAO (Commercial News)
(商業日報)

Published at the Eastern Bozoari; Est. 1930.
Pages: Four, 10×14 inches.
Circulation: 800.

KANCHOW (Province of Kiangsi)

A commercial center in the south of Kiangsi. Population
499,602.

KANCHOW, KAOYU

CHINESE LANGUAGE DAILY

KAN NAN MIN KUO JIH PAO (贛南民國日報)
(Southern Kiangsi Republican Daily News)

Published at 23 Shang Shu Street; Est. 1933.

Pages: Four, 14¼×19½ inches.

Circulation: 1,200.

KAOYU (Province of Kiangsu)

An important city in Northern Kiangsu. Population
521,200.

CHINESE LANGUAGE DAILIES

HWAI NAN TOU PAO (淮南導報)
(South Grand Canal Guiding Press)

Published in the city; Est. 1933.

Pages: Four, 9×13¼ inches.

Circulation: 1,000.

KAOYU JIH PAO (Kaoyu Daily Press) (高郵日報)

Published at Central Market; Est. 1927.

Pages: Eight, 8¾×12¾ inches.

Circulation: 1,000.

KAOYU MIN CHUN JIH PAO (高郵民衆日報)
(Kaoyu Peoples Daily News)

Published at Kaoyu; Est. 1929.

Pages: Four, 8½×13½ inches.

Circulation: 500.

KAoyu, Kaiping, Kashing

SIN SUN PAO (New Voice) (新聲報)
Published at East Main Street; Est. 1928.
Pages: Four, $9\frac{1}{2} \times 14$ inches.
Circulation: 1,200.

KAIPING (Province of Kwangtung)

A city in the south part of Kwangtung, connected with Kung I Fu by motor road. Population 574,216.

CHINESE LANGUAGE DAILY

MIN KUO JIH PAO (民國日報)
Published at Changsha Pu Changsha, Kaiping;
Est 1929. No papers on Sundays.
Pages: Six, $13 \times 19\frac{1}{4}$ inches.
Circulation: 1,000.

KASHING (Province of Chekiang)

On the Shanghai-Hangchow Line, midway between Shanghai and Hangchow. Population 931,935.

CHINESE LANGUAGE DAILY

KA CHU MIN KUO JIH PAO (嘉區民國日報)
(Kashing Republican Daily News)
Published at the 162 Da Lo Pei, Est. 1929.
Pages: Four to Six, $14\frac{1}{2} \times 19$ inches.
Circulation: 800.

KASHING, KIANGYING

SHANG PAO (Commercial Press) (嘉興商報)
Published at Ting Chia Chiao; Est. 1924.
Pages: Four, 14×19 inches.
Circulation: 2,500.

KIANGYING (Province of Kiangsu)

A fortified city on the lower Yangtze, midway between Shanghai and Nanking. Population 350,000.

CHINESE LANGUAGE DAILY

CHEN CHI JIH PAO (正氣日報)
Published at 2 Hung Chiao Road; Est. 1931.
Pages: Four, 13×19 inches
Circulation: 1,500.

CHENG CHING JIH PAO (澄清日報)
Published at the front of distrist goverment; Est. 1931.
Pages: Four, 13×20 inches.
Circulation: 1,000.

KIANGYING SHANG PAO (江陰商報)
Published at Yamen Street; Est. 1926.
Pages: Four, 13×18 inches.
Circulation: 1,400.

KIANGYING, KINHWA, KIRIN

TA SHENG (Great Sound) (大聲)

Published at the west end of Hung Chiao; Est. 1932.

Pages: Four, 12×19½ inches.

Circulation: 1,500.

KINHWA (Province of Chekiang)

An important city in Southern Chekiang connected with Hangchow by railway. Population 150,000.

CHINESE LANGUAGE DAILY

KIN CHU JIH PAO (金衢日報)

(Daily paper for Kinhwa and Chuchow)

Published at the Market Street; Est. 1920.

Pages: Two, 13½×18½ inches.

Circulation: 1,500.

KIRIN (Province of Kirin)

Important trading town on navigable portion of Sungara River and terminus of Changchun-Kirin Railway. Population 550,025.

CHINESE LANGUAGE DAILY

KI CHANG JIH PAO (吉長日報)

(Kirin and Changchun Daily Press)

Published at Third Wharf, Liang Mi Hong; Est. 1913.

Pages: Eight to ten, 14½×20 inches.

Circulation: 2,000.

KIUKIANG

KIUKIANG (Province of Kiangsi)

Treaty port on the Yangtze River, near the outlet of Poyang Lake, 458 miles from Shanghai. Population 238,207. Connected by rail with Nanchang.

CHINESE LANGUAGE DAILY

DA KWONG PAO (大光報)

Published at Teh Hsin Lee, Ting Kwan Road; Est. 1935.

Pages: Eight, 14×19 inches.

Circulation: 1,000.

KIUKIANG JIH PAO (Kiukiang Daily News)

(九江日報)

Published at 28 North Yu Liang Road; Est. 1919.

Pages: Eight, 13×19¾ inches.

Circulation: 3,500

KIUKIANG ZEN PAO (Kiukiang Morning Press)

(九江晨報)

Published at Ting Kwan Road; Est. 1932.

Pages: Four, 9×13 inches.

Circulation: 3,100.

MIN KUO JIH PAO (Republican Daily News)

(民國日報)

Published at 488 Da Chung Road; Est. 1931.

Pages: Four, 13½×20 inches.

Circulation: 3,000.

KOUKIU, KONGMOON

KOUKIU (Province of Yunnan)

Population 60,000, 225 miles from Kunming, the capital of Yunnan.

SHIH KWONG PAO (Morning Light Press)

(曙光報)

Published every three days; Est. 1932.

Pages: Four, $8\frac{1}{2} \times 14$ inches.

Circulation: 500.

KONGMOON (Province of Kwangtung)

Population 70,000. On the sea coast, 50 miles from Canton.

CHINESE LANGUAGE DAILIES

KONGMOON JIH PAO (Kongmoon Daily News)

(江門日報)

Published at San I Bridge, morning; Est. 1932:

Pages: Four, 14×19 inches.

Circulation: 2,000.

SZE YIH SIN SHANG PAO (四邑新商報)

(Four Towns' New Commercial Press)

Published at 112 Lien Ping Road; Est. 1917.

Pages: Ten, $14\frac{1}{4} \times 19\frac{1}{2}$ inches.

Circulation: 5,000.

SZE YIH MIN CHUNG JIH PAO (四邑民衆日報)

Published daily except Sundays outside of South gate; Est. 1929.

Pages: Eight, 15×20 inches.

Circulation: 2,000.

KUEISUI, KUNSHAN

KUEISUI (Province of Suiyuan)

Provincial capital, 416 miles from Peiping. Population about 1,800,000.

SUIYUAN JIH PAO (Suiyuan Daily News)

(綏遠日報)

Published at 53 Sin Chen West Street; Est. 1932.

Pages: Four, $13\frac{1}{2} \times 19\frac{1}{2}$ inches.

Circulation: 2,000.

CHAO PAO (朝報)

(Morning Press)

Published daily in the New City; Est. 1932.

Pages: Four, 10×14 inches.

Circulation: 800.

KUNSHAN (Province of Kiangsu)

A prosperous city on the Shanghai-Nanking Railway, midway between Shanghai and Soochow, the Shanghai-Soochow motor road also passes thro the city. Population 150,000.

KUN SHAN MIN PAO (崑山民報)

Published at the Tongpu Est. 1933.

Pages: Four to Six, $8\frac{1}{2} \times 12\frac{1}{4}$ inches.

Circulation: 600.

HSIN KUN JIH PAO (新崑山日報)

Published at 20 anon St Est. 1934.

Pages: Four, $8\frac{1}{2} \times 14$.

Circulation: 500.

KWEIYANG, LANCHI, LANCHOW

KWEIYANG (*Province of Kweichow*)

Capital of the province of Kweichow. Population 381,504.

CHINESE LANGUAGE DAILY

MIN CHUNG JIH PAO (民衆日報)

Published at 140 Soó Chai Ang. Est. 1919.

Pages: Four, 9×13. inches

Circulation: 1,500.

LANCHI (*Province of Chekiang*)

Situated on Hangchow-Kiangshan Railway, 100 miles from Hangchow. A business center of water and land traffic of four provinces. Population 139,815.

CHINESE LANGUAGE DAILY

SIN MIN PAO (新民報)

Published at 35 Yun Shan Road; Est. 1932.

Pages: Four, 14×19 inches.

Circulation: 2,000.

LANCHOW (*Province of Kansu*)

Capital of the province of Kansu. Population 373,534.

CHINESE LANGUAGE DAILY

LANCHOW, LINING, LISHU

HSIN LUNG JIH PAO (*New Kansu Daily News*) (新隴日報)

Published at Hau Fuh Street; Est. 1928.

Pages: Four, 10½×19½ inches.

Circulation: 2,145.

HSI PEI JIH PAO (*Northwest Daily News*) (西北日報)

*Published at Chun Shan Hsi Yuen, Lanchow;
Est. 1931.*

Pages: Four, 14×20 inches.

Circulation: 800.

LINING (*Province of Hunan*)

*Situated on Midway between Pinghsiang and Chuchow.
A center producing fine porcelain. Population 857,984.*

CHINESE LANGUAGE DAILY

LINING MIN PAO (*Lining People's Press*) (醴陵民報)

Published at Wen Miao Temple; Est. 1929.

Pages: Four, 9¼×13½ inches.

Circulation: 1,500.

LISHU (*Province of Chekiang*)

*Lishu, also known as Chuchow, is connected with Wenchow
by the Ao Kiang River. Population about 150,000.*

LISHU, LIYANG, LIUCHOW

MIN KUO JIH PAO (Republican Daily News)

(處區民國日報)

Published at De Sze Fong, Lishu Gate; Est. 1931.

Pages: Four, 14×20 inches.

Circulation: 1,000.

LIYANG (Province of Kiangsu)

A large city on the Nanking-Hangchow Highway, 30 miles west of Ithing. Population 80,000.

CHINESE LANGUAGE DAILY

CHING PAO (The Minor) (鏡報)

Published at the Park, Est. 1935.

Pages: Four, 13½×19 inches.

Circulation: 600.

HSIN LIYANG PAO (新溧陽)

Published at 49 East St., Est. 1935.

Pages: Two, 13½×18 inches.

Circulation: 700.

LIUCHOW (Province of Kwangsi)

One of the large cities in Kwangse, situated on the Liu River, directly connected by water route with Wuchow, the gateway to Kwangtung. Population 500,000

CHINESE LANGUAGE DAILY

LIUCHOW, LOYANG, LUNGYU

MIN KUO JIH PAO (Republican Daily News)

(民國日報)

Published at Chung Koh Soo Kai; Est. 1922.

Pages: Six, 12×18½ inches.

Circulation: 2,000.

LOYANG (Province of Honan)

The auxiliary capital of China, on the Lunghai Railway, midway between Chengchow and Shenchow. Population 100,000.

HU LO JIH PAO (Loyang Daily News) (河洛日報)

Published at the Wen Min St; Est. 1932.

Pages: Six, 13½×18 inches.

Circulation: 2,900.

LUNGYU (Province of Chekiang)

Connected with Hangchow by motor road. Population 160,352

CHINESE LANGUAGE DAILIES

LUNGYU MIN PAO (Lungyu People's Press)

(龍游民報)

Published at Great North Gate; Est. 1932.

Pages: Four, 9¼×13½ inches.

Circulation: 600.

MACAO

MACAO

A Portuguese Colony on the mainland of China, 35 miles from Hongkong, with a population of 878,000.

CHINESE LANGUAGE DAILIES

AU MON SHIH PAO (Macao Times) (澳門時報)

Published at Tsin Ping Street; Est. 1920.

Pages: Ten, $14\frac{1}{2} \times 20$ inches.

Circulation: 3,200.

MIN SHENG JIH PAO (People's Livelihood Daily News) (民生日報)

Published at 24 New Road; Est. 1930.

Pages: Ten, $13\frac{1}{2} \times 20$ inches.

Circulation: 2,200.

PIN MIN PAO (Common People's Press) (平民報)

Published at New Road; Est. 1922.

Pages: Eight, 14×18 inches.

Circulation: 3,000.

SIN SUN JIH PAO (New Voice) (新聲日報)

Published at 7 New Wharf; Est. 1927.

Pages: Eight, $14 \times 19\frac{1}{2}$ inches.

Circulation: 2,800.

MEIHSIEN, MOUKDEN

MEIHSIEN (Province of Kwangtung)

MEI HSIEN MIN KUO JIH FAO (梅縣民國日報)

Published at the district Kwangtung headquarters; Est. 1926.

Pages: Six 14×20 inches.

Circulation: 2,000.

MOUKDEN (Shengyang)

(Province of Liaoning)

Treaty port; political capital and most important commercial center of Manchukuo, population (official) 384,000 including 25,219 Koreans, 23,330 Japanese and 1,930 Europeans. Northern terminus of the Peiping-Moukden line of the Chinese government railways and important station and junction point on South Manchuria Railway. Shipping point for coal for Fushun collieries 30 miles distant.

CHINESE LANGUAGE DAILIES

HSIN SHIH FAO (Awakening Times) (醒時報)

Published at Small South Gate; Est. 1910.

Pages: Six, $13\frac{3}{4} \times 20\frac{1}{2}$ inches.

Circulation: 7,000.

SHENG CHING SHIH PAO (Moukden Times) (盛京時報)

Published in the Japanese Concession; Est. 1910.

Pages: Eight to ten, $14\frac{1}{2} \times 20\frac{1}{2}$ inches.

Circulation: 10,000.

TUNG SAN SUN MIN PAO (東三省民報) (East Three Provinces People's Press)

Published at South Gate; Est. 1923.

Pages: Eight, 14×20 inches.

Circulation: 10,000.

MOUKDEN, NANCHANG

CHINESE LANGUAGE MONTHLY

MIN KUO E SHO ZA TSE (民國醫學雜誌)
(Chinesische Zeitschrift Medizin)

Published by the Manchu Medical College; Est.
1932.

Pages: One hundred and fifty, 5×8 inches.
Circulation: 2,000.

NANCHANG (Province of Kiangsi)

Provincial capital, on the Kan River, a tributary of the Yangtsze, population 739,851. Connected by rail with Kiu-kiang, a treaty port on the Yangtsze, 458 miles from Shanghai.

CHINESE LANGUAGE DAILIES

KUNG SHANG PAO (工商報)
(Industrial and Commercial Daily News)

Published at 36 Hwang Chai Ang, Chung San Road, Est. 1908.

Pages: 10, 15×20 inches.

Circulation: 3,200.

MIN KUO JIH PAO (Republican Daily News)
(民國日報)

Published at 26 Mao's Garden; Est. 1929.

Pages: Eight, 14×20 inches.

Circulation: 5,000.

The CHINA DAILY NEWS

南京
明瓦廊

中國
日報

One of the leading dailies in China. Its impartial editorials and fast news service have earned a wide circulation in the country. Also it serves as a good medium to carry first class advertisements. Contents of feature pages are well received by the reading public. This paper always welcomes any comments from its friends in China and abroad.

THE CHINA DAILY NEWS
NANKING

NANCHANG, NANKING

SHANG PAO (Commercial Press) (商報)

Published at 100 Chung San Road; Est. 1926.

Pages: Eight, 14×20 inches.

Circulation: 5,000.

SHANG WU JIH PAO (Commercial Daily News)

(商務日報)

Published at 12 Va Wu Road; Est. 1930.

Pages: Four, 13×20 inches.

Circulation: 5,800.

SIN WEN JIH PAO (新聞日報)

Published at Chung Shan Road; Est. 1928.

Pages: Eight, 13½×19 inches.

Circulation: 6,500.

NANKING (Province of Kiangsu)

Seat of the National Government of China and therefore the most important city in the country politically. A treaty port on the Yangtze River and terminus of the Nanking-Shanghai Railway, 200 miles from Shanghai. Population 621,864. On opposite side of the Yangtze River is Pukow, southern terminus of the Tientsin-Pukow Railway.

CHINESE LANGUAGE DAILIES

CHUNG KOU JIH PAO (China Daily News)

(中國日報)

Published at 55 Min Wah Long; Est. 1932.

Pages: Ten, 14×19½ inches.

Circulation: 30,000.

NANKING

CHUNG YANG JIH PAO (Central Daily News)

(中央日報)

Published at North End of New Street, Chung Shan Road; Est. 1928.

Columns: Four, 5×14½ inches.

Pages: Twelve 14½×20½ inches.

Circulation: Publisher's statement 48,000.

HWA PAO (Chinese Press) (華報)

Published at 379 Kuo Fu Road; Est. 1933.

Pages: Eight, 12×20 inches.

Circulation: 9,000.

NANKING VAN PAO (Nanking Evening News)

(南京晚報)

Published at 6 Sze Fu Road; Est. 1929.

Pages: Four, 8½×14 inches.

Circulation: 4,200.

SAN MIN DAW PAO (三民導報)

Published at 280 Chung Chen Street; Est. 1929.

Pages: Eight, 14½×20 inches.

Circulation: 2,000.

SIN CHING JIH PAO (New Nanking Press)

(新京日報)

Published at Erh Long Miao Street; Est. 1930.

Pages: Eight, 13½×19½ inches.

Circulation: 7,500.

NANKING

SIN CHUNG HWA PAO (New China Press)

(新中華日報)

Published at Tiao Yu Tai, Est. 1913.

Pages: Eight, $13\frac{1}{2} \times 20$ inches.

Circulation: 4,200.

SIN MIN PAO (The Shin Min Daily News)(新民報)

Published at 102 North Chung Shan Road.
Est. 1931.

Pages: Eight, 12×20 inches.

Circulation: 25,000.

TA TAO JIH PAO (Great Doctrine Daily News)

(大道日報)

Published at 28 Fire Tile St.; Est. 1934.

Pages: Six, $13\frac{1}{2} \times 19\frac{1}{2}$ inches.

Circulation: 3,000.

ZEN MIN VAN PAO (People's Evening News)

(人民晚報)

Published at 25 Chung Cheng Street; Est. 1932.

Pages: Four, 9×13 inches.

Circulation: 3,500.

CHINESE LANGUAGE WEEKLIES

MIN CHUN CHOW PAO (Mass Weekly)

(民衆週報)

Published at Dai Chung Bridge; Est. 1930.

Pages: Twenty, $6\frac{1}{2} \times 7\frac{3}{4}$ inches.

Circulation: 2,000.

NANKING

MON CHIANG CHOW KAI (蒙藏週刊)

(Mongolia and Thibetan Weekly)

Published at 31 Yun Chan Street; Est. 1930.

Pages: Eighty, $5 \times 7\frac{1}{2}$ inches.

Circulation: 500.

CHINESE DAILY TABLOID

CHIN PEI PAO (青白報)

Published at 267 Kuo Fu Road; Est. 1929.

Pages: Four, $10 \times 14\frac{1}{2}$ inches.

Circulation: 1,500.

CHIU KWO JIH PAO (救國日報) (Salvation Press)

Published at Tai Ping Road; Est. 1933.

Pages: Twelve, $10 \times 14\frac{1}{2}$ inches.

Circulation: 600.

MIN SUN PAO (Press of the People) (民生報)

Published at Chung Cheng Street; Est. 1927.

Pages: Sixteen, 9×14 inches.

Circulation: Publisher's statement 35,700.

MORNING NEWS (朝報)

Published at the North End of New Street; Est. 1934.

Pages: Twelve, $9 \times 14\frac{1}{2}$ inches.

Circulation: 2000.

NING PAO (Nanking Press) (寧報)

Published at 5 Tseng Kung Tsu, Chung Chen Street;
Est. 1933.

Pages: Four, $10 \times 14\frac{1}{2}$ inches.

Circulation: 800.

NANKING

TANG CHUN JIH PAO (Party Army Daily News)

(黨軍日報)

Published by Central Military School; Est. 1931.

Pages: Six, $10\frac{1}{2} \times 14\frac{1}{2}$ inches.

Circulation: 2,000.

YUAN TUNG PAO (Far-Eastern Press) (遠東報)

Published at Ping Kiang Fu Street; Est. 1933.

Pages: Four, 7×11 inches.

Circulation: 2,000.

CHINESE LANGUAGE MONTHLIES

CHAO TUNG ZA TSE (Communication Magazine)

(交通雜誌)

Published at 55 Da Fong Fu Lane; Est. 1932.

Pages: 150; $5\frac{1}{2} \times 8\frac{1}{2}$ inches.

Circulation: 1,000.

KUNG SHANG CHUN SING (Industrial Centre)

(工商中心)

Published by the Central Industrial Laboratories;

Est. 1932.

Pages: Thirty; 6×9 inches.

Circulation: 5,200.

MIN CHUN CHIAO YO YUH KAN (民衆教育月刊)

(Public Education Monthly)

Published at Park Road; Est. 1931.

Pages: Three hundred, $5 \times 7\frac{1}{2}$ inches.

Circulation: 2,000.

NANKING, NANTUNGCHOW

SZE SHIH YUH PAO (Current Events Monthly)

(時事月報)

Published at Drum Tower; Est. 1929.

Pages: One hundred; 6×9 inches.

Circulation: Publisher's statement 10,000.

TOM KEE YU PAO (Statistical Monthly)

(統計月報)

Published by the Directorate of Statistics;
Est. 1932.

Pages: 110; 6×9 inches.

Circulation: 2,000.

ANGLO-CHINESE QUARTERLY

THE NURSING JOURNAL OF CHINA

Published by the Nurses' Association of China;
Est. 1912.

Pages: Sixty-four, 4×7 inches.

Circulation: 1,500.

NANTUNGCHOW (Province of Kiangsu)

Industrial city on the Yangtsze River, 100 miles from Shanghai. Population of district 1,358,461, about one tenth of whom live in the city.

CHINESE LANGUAGE DAILY

DA KIANG PEH SHANG PAO (大江北商報)

(Great Nantung Commercial Press)

Published at Model Road; Est. 1933.

Pages: Four, 9×13 inches.

Circulation: 1,400.

NANTUNGCHOW

NANTUNG PAO (Nantung Press) (南通報)

Published at 42 Southeast City Wall Road;
Est. 1918.

Pages: Four, $12\frac{1}{2} \times 19\frac{1}{2}$ inches.

Circulation: 2,000.

NANTUNG MIH PAO (Nantung People's Press)

(南通民報)

Published at Western End of South Gate;
Est. 1917.

Pages: Four, $9 \times 13\frac{1}{2}$ inches.

Circulation: 1,000.

SIN KIANG PEI JIH PAO

(New Nantung Daily News)

(新江北日報)

Published at East Chia Ka Bridge, Est. 1930.

Pages: Four $12\frac{1}{2} \times 19\frac{1}{2}$ inches.

Circulation: 1,200.

SIN NANTUNG JIH PAO (新南通日報)

(New Nantung Daily News)

Published at Nantung District Party Headquarters; Est. 1928.

Pages: Four, 14×20 inches.

Circulation: 2,500.

TUNG PAO (Nantung Press) (通報)

Published at 2 Shao Chia Hsiang; Est. 1934.

Pages: Four, $10 \times 13\frac{1}{2}$ inches.

Circulation: 1,200.

NANTUNGCHOW, NINGHAI, NINGPO

TUNG TUNG JIH PAO (通通日報)

Published at South New Market, Est. 1926.

Pages: Four, 7×11 inches.

Circulation: 1,400.

WU SAN JIH PAO (Five Hills Daily News)

(五山日報)

Published at 8 Chiao Tung St. Est. 1932.

Pages: Four, $12\frac{1}{2} \times 19\frac{1}{4}$ inches.

Circulation: 2,000.

NINGHAI (Province of Chekiang)

An inland city in the eastern part of Chekiang. Population 110,746.

CHINESE LANGUAGE DAILY

TAICHOW MIN PAO (Ninghai People's News)

(台州民報)

Published at District Party Headquarters; Est. 1933.

Pages: Two, 14×19 inches.

Circulation: 320.

NINGPO (Province of Chekiang)

Treaty port 15 miles from the sea on the Yung River, 150 miles south of Shanghai. Population 250,000.

CHINESE LANGUAGE DAILIES

NINGPO, NANNING

MIN KUO JIH PAO (Republican Daily News)

(民國日報)

Published at 15 Yang Shan Street, North Bund
Est. 1926.

Pages: Ten, 14×19½ inches.

Circulation: 3,100.

NINGPO SHANG PAO (Ningpo Commercial Press)

(甯波商報)

Published at 7 Hsien Tung Street; Est. 1932.

Pages: Ten, 14×19½ inches.

Circulation: 4,200.

SHANG CHING JIH PAO (商情日報)

(Commercial Daily News)

Published at 2 Lee: Est. 1933.

Pages: Two, 9½×10½ inches.

Circulation: 500.

SHIH CHING JIH KAN (Market Conditions Daily News) (市情日刊)

Published at 41 Yin Chia Lang: Est. 1926.

Pages: Two, 9½×10½ inches.

Circulation: 1,000.

SZE SZE KUNG PAO (Current News) (時事公報)

Published at 16 Central Road, North Beach; Est. 1920.

Pages: Twelve; 14½×20 inches.

Circulation: 5,000.

NANNING (Province of Kwangsi)

Capital of Kwangsi province connected with Wuchow by motor road. Population about 300,000.

NANNING, NANWEI, PAOTOW

CHINESE LANGUAGE DAILIES

MIN KUO JIH PAO (Republican Daily News)

(民國日報)

Published at 1 Pillow Street; Est. 1928.

Pages: Four to six, 13×14 inches.

Circulation: 3,000.

MIN SUN (People's Voice) (民聲)

Published at Chang Sze Hill; Est. 1931.

Pages: Four, 8½×13 inches.

Circulation: 2,600.

NANWEI (Province of Kiangsu)

A sea coast town on the Pootung side opposite Shanghai, to be reached by a narrow gauge railway up to Chewpu. Population 50,000.

NANWEI MIN PAO (南匯民報)

Published at the district Tongpu, Est. 1932.

Pages: Two, 13×19 inches.

Circulation: 7,00.

PAOTOW (Province of Suiyuan)

A commercial center situated on the end of Suiyuan-Paotow Railway. Connected with Lanchow, Kansu by motor road, and by Eurasia Air Service.

CHINESE LANGUAGE DAILY

**THE ONLY ENGLISH-LANGUAGE DAILY
AND WEEKLY NEWSPAPERS IN PEIPING.**

THE PEIPING CHRONICLE

Presents news impartially and promptly, interprets current events in a sane and liberal spirit, and editorially supports progressive and constructive policies, and also serves us the best medium for advertising in North China.

Yearly Subscription including postage:

In China \$23.60 (Chinese currency)

Abroad £3-10-0 or U.S. \$17.50

THE CHINA WEEKLY CHORNICLE

A digest of the week's news concerning China events and developments in China and in Chinese international relations, with editorial comment, special articles and review of books concerning. The most economical way to advertise your business in North China is to do it in this paper.

Yearly Subscription including postage:

In China \$4.52 (Chinese currency)

Abroad £0.11-6 or U.S. \$2.85

Specimen copy and advertising rates on application.

2 Mei Cha Hutung,
Peiping, China.

Teleg. Address:
"Chronicle"

PAOTOW JIH PAO (Paotow Daily News)

(包頭日報)

Published at Wa Yao Kou; Est. 1931.

Pages: Four, $8\frac{1}{4} \times 13\frac{1}{4}$ inches.

Circulation: 1,100.

PEIPING (Peking) (Province of Hopei)

Capital of the country for more than three centuries, the city has lost a great deal of its political importance with the establishment of the National capital at Nanking though the foreign legations are still located here. Population 1,220,832. Northern terminus of Peiping-Hankow Railway; Southern terminus of Peiping-Mukden Railway, eastern terminus of Peiping-Suiyuan line to Kalgan and points beyond. With the establishment of Nanking as the seat of the National government of China, the name of the city was changed from Peking to Peiping.

CHINESE LANGUAGE DAILIES

CHIEN MIN PAO (Perfect Men's Press) (全民報)

Published at Hsuan Wu Gate, Est. 1928.

Pages: Ten, 14×20 inches.

Circulation: Publisher's statement 10,000.

CHING PAO (Peiping Press) (京報)

Published at 35 Wei Shen Wu Tung; Est. 1928.

Pages: Ten 14×20 inches.

Circulation: 7,000.

CHUNG HO PAO (中和報)

Published at 76 Anfu Hutung Est. 1933.

Pages: Eight, 14×19 inches.

Circulation: 2,000.

PEIPING

DA CHUNG JIH PAO (大衆日報)

Published at 170 Wollen Yarn Hu Tung Est. 1935.

Pages: Four, $13\frac{1}{2} \times 19\frac{1}{2}$ inches.

JIH CHIH PAO (Daily Intelligence) (日知報)

Published at 38 Ya Zai Street; Est. 1911.

Pages: Four, $13\frac{1}{2} \times 20$ inches.

Circulation: 3,000.

MIN KUO JIH PAO (Republican Daily News) (民國日報)

Published at 71 Main Street, Chang Pyi Gate;
Est. 1928.

Pages: Eight 14×20 inches.

Circulation: 8,000.

PEIPING JIH PAO (Peiping Daily News) (北平日報)

Published at Hartman Street; Est. 1904.

Pages: Four, $14\frac{1}{2} \times 20$ inches.

Circulation: 3,400.

PEIPING SIN PAO (Peiping New Press) (北平新報)

Published at 177 Jung Hsien Wu Tung;
Est. 1931.

Pages: Four, $14 \times 19\frac{1}{2}$ inches.

Circulation: 15,000.

PEIPING ZEN PAO (Peiping Morning Post) (北平晨報)

Published at 181 Hsuan Wu Men Wai Street;
Est. 1930.

Pages: Twelve; 14×20 inches.

Circulation: Publisher's statement 37,500.

PEIPING

PEKING JIH PAO (Peking Daily News) (北京日報)

Published at 200 Big Street, Hsuan Wu Gate;
Est. 1904.

Pages: Eight to twelve; $14 \times 19\frac{1}{2}$ inches.

Circulation: 8,000.

SHANG PAO (Commercial Press) (商報)

Published at 29 Hutung, Nan Pun Tsan, Shien
Wa; Est. 1928.

Pages: Four, $13\frac{1}{2} \times 20$ inches.

Circulation: 8,000.

SHAN YEH JIH PAO (Commercial Daily News) (商業日報)

Published at 64 Hsuan Wu Gate; Est. 1934.

Pages: Four, $14 \times 20\frac{1}{2}$ inches.

Circulation: 5,000.

SZE KAI JIH PAO (World Daily News) (世界日報)

Published at 90 Stone Horse Street, Sien Wu
Gate; Est. 1925.

Pages: Ten to twelve, $13\frac{1}{2} \times 20$ inches.

Circulation: Publisher's statement 18,000.

TAO PAO (Guilding Press) (導報)

Publishing at 1 Liang's Garden, Peace Gate, Est.
1928.

Pages: Eight, 14×20 inches.

Circulation: 6,700.

TIEH DOA SHIH PAO (Railway Times) (鐵道時報)

Published at Sin Wah Street; Est. 1921.

Pages: Four, 14×20 inches.

PEIPING

WAH PEI JIH PAO (North China Press)

(華北日報)

Published at Big Well Street; Est. 1928.

Pages: Fourteen to Eighteen; 14×20 inches

Circulation 17,000.

YI SZE PAO (Social Welfare) (益世報)

Published at South Sin Wah Street, Peace Gate;
Est. 1915.

Pages: Twelve to fourteen; 14¼×20 inches.

Circulation: Publisher's statement 10,000.

CHINESE LANGUAGE DAILY TABLOIDS

CHUN CHIANG PAO (Strong Group Press) (羣強報)

Published at Cherry Street; Est. 1921.

Pages: ...Eight to Twelve, 5¾×8½ inches.

Circulation: Publisher's statement 27,000.

KWONG NYI SIN WEN (Mining News) (礦業新聞)

Published at 4 Kwong Ning Pai Street; Est. 1931.

Pages: Four, 9×13 inches.

Circulation: 2,000.

SHIH SHIH PEH HUA PAO (The Truth) (實事白話報)

Published at 42 Wei Yeu Sien Wu Gate; Est. 1918.

Pages: Four, 8½×14 inches.

Circulation: Publisher's statement 28,000.

CHINESE MONTHLY

PEIPING

V SON I YUH (The Living Medical Journal)

(唯生醫學)

Published by the Medical College of the Peiping
University; Est. 1932.

Pages: 40; 4¾×7½ inches.

Circulation: 500.

ENGLISH LANGUAGE DAILY

PEIPING CHRONICLE, THE

Published by The Chronicle Press, 2 Mei Cha
Hutung, Peiping, Every morning including Sun-
days; Est. 1932. Cable Address: "Chronicle".
The only English-language daily in Peiping.

Columns: Seven, 20 inches; 12 ems.

Pages: Twelve to Twenty-four; Page size:
14½×21 inches.

Circulations: Daily average: 3250; Sunday
average: 3622.

Suscription per year: Peiping\$20.00
China, Japan\$23.60
Europe, America .
\$3-10-0 or U.S. \$17.50

THE YENCHING GAZETTE

Published by the Department of Journalism of
Yenching University with Chinese Supple-
ment.

Est. 1932.

Columns: Seven, 19¾ inches, 12 ems.

Pages: 6-8, 14×20 inches.

ENGLISH LANGUAGE WEEKLY

CHINA WEEKLY CHRONICLE, THE

Published by The Chronicle Press, 2 Mei Cha Hutung, Peiping, every Wednesday. Cable Address: "Chronicle" The Weekly edition of The Peiping Chronicle.

Columns: Three, 15 ems. 10 inches.

Pages: Thirty-six to Forty-eight; Page size: 8×12 inches.

Circulation: 855.

Subscription per year: China, Japan\$4.52
Europe, America ..
£0-11-6 or U.S. \$2.85

ENGLISH LANGUAGE MONTHLY

CHINESE MEDICAL JOURNAL, THE

Published by the medical Ass'n. official organ of the medical profession of China; Est. 1914.

Pages: 100, 4½×8 inches.

Circulation: 3,000.

ENGLISH LANGUAGE QUARTERLY

CHINESE JOURNAL OF PHYSIOLOGY

Published by the Chinese Physiological Society.

Pages: 400 pages; 7½×10 inches.

Circulation: 400.

PENGPU (*Province of Anhwei*)

*On the Tientsin-Pukow Railway Line and Grand Canal.
Population 50,000.*

CHINESE LANGUAGE DAILIES

DA WEI PAO (Big Pengpu Press) (大淮報)

Published at Chung Chien Street; Est. 1932.

Pages: Four, 13½×20 inches.

Circulation: 2,000.

HUAN PEI SHIH PAO (North Anhwei Times)

(皖北時報)

Published at Second Street; Est. 1931.

Pages: Four, 13¼×20 inches.

Circulation: 2,400.

SIN PENGPU JIH PAO (New Pengpu Daily News)

(新蚌埠日報)

Published at Ziu Kung Li; Est. 1928.

Pages: Four, 9×13¼ inches.

Circulation: 1,250.

YUEN PEI JIH PAO (North Anhwei Daily News)

(皖北日報)

Published at Second Street; Est. 1923.

Pages: Four, 14×20 inches.

Circulation: 1,832.

PINGHU (*Province of Chekiang*)

*An important market town, 40 miles south of Shanghai,
Population 258,030.*

CHINESE LANGUAGE DAILY

大 晚 報

THE CHINA EVENING NEWS

(TA WAN PAO)

HAVING

THE LARGEST CIRCULATION
AMONG THE EVENING PAPERS

THEREFORE

THE BEST
ADVERTISING MEDIUM

130 AVENUE EDWARD VII

TEL. 15700 (6 lines) to all Depts.

(Please see details on page 123)

PINGHU, SHANGHAI

JEN PAO (平湖人報)

Published daily at Pinghu; Est. 1929.

Pages: Four, 9×13 inches.

Circulation: 1 500.

PINGHU SHANG PAO (Pinghu Commercial Press)
(平湖商報)

Published daily at West Little St. Est. 1928

Pages: Four, 13×18 inches.

Circulation: 1000.

SHANGHAI (Province of Kiangsu)

Principal port of China and metropolis of the country, leading in manufacturing, finance and commerce. Greater Shanghai is made up of three municipalities comprising the International Settlement, the French Concession and Municipality of Greater Shanghai. The population of the International Settlement is 1,007,868, the French Concession 496,536 and the Chinese Municipalities 1,887,248, a total of 3,391,652, making Shanghai the fifth city in the world in point of population.

The population, both foreign and Chinese is strikingly cosmopolitan. No less than forty-seven nationalities are numbered among the 58,688 foreigners living, in the three municipalities while Chinese from every province are represented in the Chinese population.

In the foreign population of Shanghai, the following are the principal nationalities represented:

Japanese	18,804
British	10,747
Russian	30,000
American	3,667
Portuguese	1,748
Indian (British)	1,842
French	1,565
German	1,450

The SHIH PAO

(The Eastern Times)

時報

This is the most progressive daily newspaper in China unexcelled both in news and pictures. Only newspaper in Asia having rotary printing of four color half-tone pictures for news or advertisements. It was the first paper in China to make a feature of news eminence in that field. Its news columns pay particular attention to sports and social news and it is generally recognized as the favorite paper of the younger generation who are making modern China. Tuesday, Thursday and Saturday pictorial supplements give an opportunity to secure fine printing effects in advertisements.

SHANGHAI

Annamite	941
Danish	334
Filipino	387
Italian	326
Polish	343

The remaining 2,500 foreigners are divided among more than twenty nationalities.

Located on the Whangpoo River near the mouth of the Yangtze River, is port of call for all Trans-Pacific steamers and practically all lines running from Europe to the Far East. Shipping statistics show it to be one of the three largest ports in the world in point of tonnage of ships entered and cleared.

CHINESE LANGUAGE DAILIES

BROAD CAST DAILY NEWS (播音日報)

Published at 221 Shantung Road Est. 1935.

Pages: Four, 14½×20 inches.

CHEN CHOW JIH PAO (National Herald)

(神州日報)

Published at 130 Ningpo Road; Est. Est. 1907.

Pages: 24; 15×20¼ inches.

Circulation: 30,000 copies daily.

CHUNG HWA JIH PAO (China Daily News)

(中華日報)

Published at 320D Shantung Road; Est. 1932.

Pages: Eight, 14½×20½ inches.

Circulation: 10,000.

SHIH SZE SIN PAO

The China Times

The Model Daily of Modern China

時事新報

An influential daily which by its progressive policy and its educational and constructive comments and criticisms on the day's important topics has helped in the creation of the modern China thereby, taking the lead among contemporaries. Is recognized as the official organ for the publication of official announcements and legal notice by the local government and local courts. It is the most quoted Chinese newspaper by the press in general. Special supplements are published at regular intervals devoted to motor cars, house-keeping, building and engineering, tobacco, amusements, banking and investments, medical science, etc., giving advertisers an opportunity to present their messages in a setting of appropriate reading matter. First class rank in Reuter's list of Chinese newspapers grading.

SHANGHAI

DA VAN PAO (China Evening News) (大晚報)

Published at 130 Chang Ken Lee, Avenue Edward VII; every evening including Sundays and holidays; Est. 1932.

Columns: Twelve, $1\frac{3}{4}$ deep \times 15 inches wide.

Pages: Four to twelve, 15×21 inches.

Circulation: Publisher's statement 60,000.

GREAT DAILY NEWS THE (大日報)

Published at 160 Burkill Road Est. 1934.

Pages: Four, 14×20 inches.

HWA MEI WAN PAO

(Chinese-American Evening News) (華美晚報)

Published every evening including Sundays; Est. 1936.

Columns: Six, $3\frac{1}{4}$ inches deep and $14\frac{3}{4}$ wide.

Pages: Four to Six, $14\frac{3}{4} \times 20\frac{1}{2}$ inches.

Circulation: 8000.

KWANTUNG PAO (廣東報)

(Shanghai Kwangtung Press)

Published at 507 Wuchang Road, Shanghai. Est. 1936.

Pages: Two, $14 \times 20\frac{1}{4}$ inches.

Circulation: 5,000.

MIN PAO (People's News) (民報)

Published at Shantung Road, by the Kuomintang; Est. 1932.

Columns: Twelve, $1\frac{3}{4}$ inches deep and $14\frac{1}{4}$ inches wide.

Pages: Twelve, $14\frac{1}{4} \times 20\frac{1}{2}$ inches.

Circulation: Publisher's statement 10,000.

大陸報

The China Press

Chinese-owned and under Chinese-American management, The China Press is the recognized organ for Chinese news and interest in Shanghai. In addition to complete international news services, The China Press has the finest Chinese news coverage in the country and as a consequence has developed a circulation among the educated, English-reading Chinese totaling 84% more than the rest of the Shanghai English-language papers combined. This circulation is among the progressive, monied class who do most of the 82% of Shanghai credited to the Chinese community in a British Chamber of commerce survey. An additional large circulation among Americans and other foreigners make The China Press an ideal medium for powerful, concentrated, result-getting advertising. The China Press boasts 25 years of continuous publication, but combines with its pioneer status a modern outlook, attractive typographical make-up and terse, interesting news style.

SHANGHAI

SHIH PAO (Eastern Times) (時報)

Published by the Shih Pao Co. every morning and evening including Sundays with Photo Supplement. Est. 1904.

Columns: Twelve, $1\frac{3}{4}$ inches deep and $14\frac{1}{4}$ inches wide.

Pages: Eight $14\frac{1}{2} \times 20\frac{1}{2}$ inches.

Circulation: Publisher's statement 80,000.

SHIH SZE SIN PAO (The China Times) (時事新報)

Published at Avenue Edward VII, every morning including Sundays; Est. 1908.

Columns: Twelve, $1\frac{3}{4}$ inches deep and 1 5 inches wide.

Pages: Sixteen, $15 \times 20\frac{1}{2}$ inches.

Circulation: Publisher's statement 100,000.

SHUN PAO (申報)

Published at 309 Hankow Road, every morning including Sundays. Pictorial supplement on Mondays and Thursdays; Est. 1872.

Columns: Eight, $21\frac{1}{2}$ inches deep and 15 inches wide.

Pages: Twenty-four to Forty, $15 \times 20\frac{1}{2}$ inches.

Circulation: Publisher's statement 150,000.

SIN WAN PAO (新聞報)

Published at 274 Hankow Road, every morning and evening including Sundays; Est. 1833.

Columns: Eight, $21\frac{1}{2}$ inches deep and 16 inches wide.

Pages: Twenty-four to forty, 16×20 inches.

Circulation: Publisher's statement, morning edition, 150,000. Evening Edition: 50,000.

館報時晤泰海上
THE SHANGHAI TIMES

AND

THE SHANGHAI SUNDAY TIMES

The Two Mediums with an International appeal, circulating among the real purchasing classes, Chinese and Foreign.

Established since 1901

Include the "Times" in your next China advertising budget.

Specimen copies, rates and full information on request.

THE SHANGHAI TIMES

160, Avenue Edward VII, Shanghai

Cables:

"Times, Shanghai"

Telephone: 16860

Ext. to all depts.

SHANGHAI

SOCIAL EVENING NEWS (社會夜報)

Published at Ningpo Road Est. 1935.

Pages: Four, 13½×20.

TA KUNG PAO (L'Impartial) (大公報)

Published at 181 Avenue Edward VII; Est. 1936.

Columns: Six, 3¼ inches deep and 14¾ wide.

Pages: 16-20, 14¾×20 inches.

Circulation: 20,000.

TA MEI WEN PAO (大美晚報)

(Great American Evening Newspaper)

Published by the Post-Mercury Co., Federal Inc., U.S.A. (P.O. Box. 1504), evenings daily including Sundays.

Columns: Six, 10 inches; 18 ems.

Pages: 16, 10×15 inches.

ENGLISH LANGUAGE DAILIES

CHINA PRESS, THE (大陸報)

Published by the China Press, Inc. (Delaware, U.S.A.), 160 Avenue Edward VII, P. O. Box 254; every morning including Sundays; special weekly published every Sunday. Est. 1911. (Cable Address: "China Press").

Columns: Eight, 21 inches, 12 ems.

Pages: Sixteen to forty-two, 16×21 inches.

Circulation: Audited daily average: 4840.

Audited Sunday " 7250.

	Per Year
Subscription: Shanghai	M\$24.00
China, Japan	M\$30.00
Europe and America	M\$86.40

The SHANGHAI

NICHI NICHI SHIMBUN.

(MORNING & EVENING EDITIONS)

THE ONLY JAPANESE NEWSPAPER PUBLISHED IN SHANGHAI WITH A SPECIAL CHINESE EDITION DAILY AND HAS A CIRCULATION OF MORE THAN 6,000 COPIES. IT IS THE RECOGNISED PAPER BY LOCAL JAPANESE COMMUNITY FOR ALL COMMERCIAL, SHIPPING AND FINANCIAL INTELLIGENCE.

YOUR ADVERTISING CAMPAIGN IN
SHANGHAI IS INCOMPLETE IF WITHOUT

THE SHANGHAI NICHI NICHI
SHIMBUN.

455 CHAPGO ROAD,

SHANGHAI.

SHANGHAI

NORTH-CHINA DAILY NEWS* (字林報)

Published by North-China Daily News & Herald Ltd. (British), North-China Daily News Building, 17 The Bund; mornings including Sundays; Est. 1850.

Columns: Eight, 22½ inches; 12½ ems.

Pages: 18 to 32, 17¼×22½ inches.

Circulation: Audited June, 1936 average daily 10,355.

**See North China Herald on Page 151.*

SHANGHAI EVENING POST AND MERCURY, THE (大美晚報)

Published by the Post-Mercury Co., Federal Inc. (American), 21 Avenue Edward VII, Shanghai, (P.O. Box 1504); evenings except Sundays.

Columns: Eight, 21 inches; 11½ ems.

Pages: 14 to 24, 16×21 inches.

Circulation: Audited daily average 7,250.

Subscription Rates: Local M.\$15 per year; China, M.\$20 per year; Foreign M.\$75 per year.

SHANGHAI TIMES, THE* (泰晤士報)

Published by E.A. Nottingham (British), 160 Avenue Edward VII, (J.O. Box 797); published mornings which includes the Shanghai Sunday Times listed herein.

Columns: Eight, 21 inches; 12 ems.

Pages: Daily 16 to 24, Sunday 48 to 60; 16×24 inches.

Certified audited circulation for 1935:

Daily average, 6,000

Sunday „ 9,000

**See the Shanghai Sunday Times on page 151.*

FRENCH LANGUAGE DAILY

LE JOURNAL DE SHANGHAI (法文上海日報)
Published every morning including Sundays at
21-23 Rue de Consulat.
Columns: Eight, $21\frac{1}{4}$ inches.
Pages: 8 to 16, $18\frac{1}{2} \times 23\frac{3}{4}$ inches.
Circulation: Publisher's statement 2,000.

JAPANESE LANGUAGE DAILIES

SHANGHAI MAINICHI SHIMBUN

(上海毎日新聞社)

Published by Shanghai Mainichi Shimbun, Ltd.
(Japanese), at No. 1 Thorne Road, (P.O.
Box 3,110) Shanghai; every morning and
evening including Sundays; Est. 1918.

Columns: Thirteen, $11\frac{1}{2}$ inches deep and $15\frac{1}{2}$
inches wide.

Pages: 12 to 16; $15\frac{1}{4} \times 20\frac{1}{2}$ inches.

SHANGHAI NICHU NICHU SHIMBUN

(上海日日新聞社)

Published by Shanghai Nichu Shimbun, Ltd. (Ja-
panese), at 455 Chapoo Road, (P.O. Box
764) Shanghai; every morning and evening
including Sundays; Est. 1912.

Columns: Thirteen, $11\frac{1}{2}$ inches deep and $14\frac{3}{4}$
inches wide.

Pages: 12 to 16; $14\frac{3}{4} \times 20$ inches.

The

SHANGHAI MAINICHI SHIMBUN.

Morning & Evening

THE LEADING JAPANESE NEWSPAPER IN CHINA.

1 Thorne Road, Shanghai. P. O. Box. No. 3110
TEL. 42394—42393—42392

Manager & Secretary, MR. S. FUKAMACHI
Proprietor & Chief Editor, MR. T. KOMAI
Representative of Adv. Dept. MR. H. UYEDA

Mainichi Advertising Agency & Mainichi Pub-
lishers are operated by Shanghai Mainichi
Shimbun.

"SLOVO"

LARGE LEADING RUSSIAN DAILY NEWSPAPER.

Established 1929.

238, Avenue du Roi Albert, Shanghai.

TEL. 72798

The most popular and wide spread newspaper of
Russian language in the Far East.

Special features: Ladies page—thrice a week
Sports—twice a week
Cinema page—daily.

The Slovo is a good advertising medium as no
advertisement inserted in its neatly pages will fail
to attract attention.

THE SHANGHAI ZARIA

774 Ave. Joffre
Shanghai, China

The oldest

RUSSIAN NEWSPAPER

in Shanghai
Established 1925

By M. S. LEMBICH

Morning and afternoon
Editions

WEEKLY FREE SUPPLEMENTS:

Woman's Page
Sports Page
Filatelist's Page
Chess Page

誌 雜 行 旅 CHINA TRAVELER

(Shanghai)

For many years the publication of the above-mentioned magazine by the China Travel Service has become more and more popular among the Chinese readers, as can be proved by its ever-increasing numbers of copies issued from time to time. Not only the illustrated photographs of unique scenery contained therein aroused the keen interest of travelling public, but the adequate information collected from both China and other countries serves as a valuable guide-book to the travellers.

SHANGHAI NINGPO SHA (上海日報社)

Published every morning and Evening including
Sundays at 3-4 Barchet Road, Shanghai, (P.
O. Box 780); Est. 1904.

Columns: Thirteen: $11\frac{1}{2}$ inches deep and 15 inches wide.

Pages: 12 to 16; 15×20 inches.

RUSSIAN LANGUAGE DAILIES

NEW TRIAL, The

Published by the New Trail Printing & Publishing Company at 706, Avenue Joffre; Est. 1936.

Daily magazine supplement.

Columns: Seven, $14\frac{1}{2}$ inches, 12 ems.

Pages: Eight, $14\frac{1}{2} \times 19\frac{1}{2}$ inches.

Circulation: 2000.

RUSSIAN DAILY NEWS, The

Published at 626 Avenue Foch; Est. 1935.

Columns: Seven, 14 inches; 12 ems.

Pages: Eight, $14 \times 19\frac{1}{2}$ inches.

SHANGHAI ZARIA, THE

Published every morning and evening including
Sundays at 774 Avenue Joffre; Est. 1925.

Columns: Eight, $20\frac{1}{2}$ inches; $11\frac{1}{2}$ ems.

Pages: 8 to 22; $15\frac{1}{2} \times 20\frac{1}{2}$ inches.

Circulation: Publisher's statement 6,000.

"OSTASIATISCHER LLOYD"

Independent Paper for Promoting German
Interests in the Far East

Cable Address Shanghai

"Deushzeit" Shanghai Office: 20 Canton Rd., V. floor

P. O. B. 460 Telephones 19639-19630

Bank: Deutsch-Asiatische Bank

Recognized organ and intellectual vernacular
for German News and Interests in the Far East.

Appearing daily, except Monday—"Ostasiatischer
Lloyd" comprising practically all Germans in
the Far East including Manchuria and Japan.

Most of German speaking Chinese are among
our subscribers.

Further circulation not only among Germans,
but German speaking nationalities (Ustrians,
Swiss, Dutch, Tschecho-Slovakians, Skandina-
vians).

The best medium of powerful advertising.

SHANGHAI

SLOVO, THE

Published by the Slovo Publishing Co., at 238
Avenue du Roi Albert; every morning in-
cluding Sundays; Est. 1929.

Columns: Seven, $19\frac{1}{4}$ inches; 12 ems.

Pages: 8 to 20; $14\frac{1}{2} \times 20\frac{3}{4}$ inches.

Circulation: Publisher's statement 5,000.

GERMAN LANGUAGE

OSTASIATISCHER LLOYD

Published by Paul Hublermann, every morning
except Mondays at 20 Canton Road;
Est. 1932.

Columns: Four, 20 inches, 18 ems.

Pages: Eight and ten; $12\frac{1}{2} \times 20$ inches.

Circulation: 1,500.

CHINA-DIENST

Published weekly in German language at 209
Yuen Ming Yuen Road, P.O. Box. 2106.

Pages: 45, $7 \times 10\frac{1}{2}$ inches.

GERMAN CHAMBER OF COMMERCE JOURNAL

Published fortnightly in German language.

Pages: 45, $7 \times 10\frac{1}{2}$ inches.

CHINESE LANGUAGE DAILY TABLOIDS

CHAO PAO (早報) (Morning News)

Published at Room 350, Continental Emporium;
Est. 1935.

Pages: Four, 9×13 .

Circulation: 2,000.

SHANGHAI

CHILDREN DAILY NEWS (兒童日報)

Published at Wha Chin Fang, Haining Road; Est. 1935.
Pages: Four, 8×13 inches.

CHING PAO (The Cystal) (晶報)

Published at $16\frac{1}{2}$ Shan Tung Road; Est. 1919.
Pages: Four, $9 \times 13\frac{3}{4}$ inches.
Circulation: 1,000.

DA TSIN PAO (大晶報) (Big Crystal Press)

Published at 659 Ningpo Road; Est. 1936.
Pages: 4, 9×14 inches.
Circulation: 5,000.

DIAMOND (金鋼鑽)

Published at 3 Tsu An Lane, Kwange Road; Est. 1929.
Pages: Four, 9×13 inches.

DIEN YIN SON WA (Movie Life) (影電生活)

Published at Von Lan Market, West Gate; Est. 1932.
Pages: Four, $9\frac{1}{2} \times 10\frac{1}{2}$ inches.
Circulation: 3,000.

KA MA LA (Camera News) (開麥拉)

Published at Tze An Li, Tientsin Road; Est. 1932.
Pages: Four, $9\frac{1}{2} \times 10$ inches.
Circulation: 5,000.

LICH PAO (立報)

Published at 289 Kiukiang Road; Est. 1935.
Pages: Four, 9×14 in two colors.
Circulation: 50,000.

MIN SIN JIH PAO (Star Daily News) (明星日報)

Published at 33 Jen An Lane, Burkill Road; Est. 1933.
Pages: Four, $8\frac{1}{2} \times 13\frac{1}{2}$ inches.

SHANGHAI

SHIH DA JIH PAO (Current Daily News) (時代日報)

Published at 20 Teh An Fang, Kansu Road; Est. 1932.
Pages: Eight, $9 \times 13\frac{1}{2}$ inches.
Circulation: 15,000.

FOH L MO SZE (The Holmes) (福爾摩斯)

Published at Tientsin Road; Est. 1924.
Pages: Four, 14×20 inches.
Circulation: Publisher's statement 32,000.

SHIH MIN JIH PAO (市民日報)

(Shanghai People's Daily News)

Published at 120 Kweichow Road; Est. 1932.
Pages: Six, $14 \times 18\frac{1}{2}$ inches.
Circulation: 3,000.

SHANGHAI SIN WEN (上海新聞)

Published at 4 Min Chu Lane, Kwangse Road; Est. 1934.
Pages: Four, 9×13 inches.

SHANGHAI KWANGTUNG PAO (上海廣東報)

Published at 507 N. Szechuen Road; Est. 1935.
Pages: Two, $13\frac{1}{2} \times 9$ inches.

SHANGHAI PAO (Shanghai Press) (上海報)

Published at 20 You Sin Li, Kiukiang Road; Est. 1930.
Pages: Eight, $9 \times 13\frac{1}{2}$ inches.
Circulation: 5,000.

SHAO JIH PAO (Petty News) (小日報)

Pages: Four, $8\frac{1}{2} \times 13\frac{1}{2}$ inches.
Circulation: 2,000.

SZE KAI CHEN PAO (世界晨報) (World morning news)

Published at 179 Baikal Road; Est. 1936.
Pages: 4, 9×14 inches.
Circulation: 4,000.

SHANGHAI

SHANGHAI SHANG PAO (上海商報)

(Shanghai Commercial News)

Published at 49 Hankow Road; Est. 1932.

Pages: Six, $14 \times 18\frac{1}{2}$ inches.

Circulation: 3,000.

SIN RO BIN HAN (New Robinhood) (新羅賓漢)

Published at 654 Fukien Road; Est. 1931.

Pages: Four, $10 \times 13\frac{3}{4}$ inches.

Circulation: 1,000.

SZE KA QUAI PAO (World's Morning News) (世界快報)

Published at 160 Burkill Road; Est. 1932.

Pages: Four, 9×14 inches.

Circulation: 5,000.

TIEN PAO (The Iron News) (鐵報)

Published at 659 Chan Yu Li, Ningpo Road; Est. 1928.

Pages: Four, $8\frac{1}{2} \times 14$ inches.

Circulation: Publisher's statement 10,000.

THEATRE WORLD (戲世報)

Published at 553 Shu Teh Villa, Burkill Road; Est. 1935.

Pages: Four, 9×13 inches.

SIN PAO (辛報)

Published 329 Continental Emporium, Nanking Road;
Est. 1936.

Pages: Four, $10 \times 14\frac{1}{2}$ inches.

Circulation: 8,000.

SHANGHAI

ZAO WEI JIH PAO (Social Daily News) (社會日報)

Published at Ningpo Road; Est. 1930.

Pages: Four, $9 \times 13\frac{1}{2}$ inches.

Circulation: 15,000.

CHINESE LANGUAGE SEMI-WEEKLIES

DA CUNG SIN WEN (Public News) (大眾新聞)

Published at 5 Chi Chin Fong, Tung Sing Bridge;
Est. 1931.

Pages: Four, $9 \times 13\frac{3}{4}$ inches.

Circulation: 550.

DA PAO (Big News) (大報)

Published at Yah Zen Li, Yunnan Road; Est.
1927.

Pages: Four, $9 \times 13\frac{1}{2}$ inches.

Circulation: 4,000.

PAO PAO (News Press) (報報)

Published at 512 Foochow Road; Est. 1927.

Pages: Four, $8\frac{1}{4} \times 13$ inches.

Circulation: 1,000.

RO BING HAN (Robin Hood) (羅賓漢)

Published at 2131 Wei An Fong, Burkill Road;
Est. 1926.

Pages: Four, $9 \times 13\frac{1}{2}$ inches.

Circulation: 1,000.

SHANGHAI

SHE HUI SIN WAN (Social News) (社會新聞)

Published at 82 Park Road; Est. 1932.

Pages: Eight, 6×9 inches.

Circulation: Publisher's statement 35,000.

SIN TSUN CHEU (News Tsun Cheu) (新春秋)

Published at Lung Chi Li, N. Chekiang Road;
Est. 1932.

Pages: Four, 9×13½ inches.

Circulation: 500.

CHINESE LANGUAGE WEEKLIES

BANKERS' WEEKLY (銀行週報)

Published at 59 Hongkong Road; Est. 1917.

Pages: Eighty, 5½×8 inches.

Circulation: 3,500.

BROADCAST WEEKLY (播音週報)

Published at 46, Lane & 78, Sinza Road; Est. 1935.

Pages: Four, 9×13 inches.

CHA DING CHOW KAN (Consumer's Weekly) (家庭週報)

Published at 18A Museum Road; Est. 1932.

Pages: Forty; 6½×8 inches.

Circulation: 2,000.

THE CHINESE STUDENT (Weekly) (中國學生)

Published at 46 Rue Vallon; Est. 1935.

Pages: 24, 6×9 inches.

SHANGHAI

CHUNG WAH CHOW PAO (The China Weekly Herald) (中華週報)

Published at 19 Museum Road; Est. 1931.

Pages: 30; 6×9 inches.

Circulation: 5,000.

DA CHUNG LIFE (Public Life Weekly) (大眾生活)

Published at Fu Hsin Lane, Foochow Road Est. 1935.

Pages: 40, 6×8½ inches.

Circulation: 10,000.

DIEN YIN CHOW KAN (Movie Weekly) (電影週刊)

Published at 22 Min Teh Li, Ave. Joffre; Est. 1932.

Pages: Four, 8¾×13 inches.

Circulation: 1,000.

ENGLISH WEEKLY (英語週報)

Published by the Commercial Press, Ltd., (Cable Address: Compress).

Pages: Average 32, 7½×10½ inches.

Circulation: Publisher's statement 38,000 to 40,000.

HU CHU (Mutual Help) (互助)

Published by the World Publications, Foochow Road; Est. 1934.

Pages: Twenty, 5¾×8¾ inches.

Circulation: Publisher's statement 15,000.

SHANGHAI

HSIN JEN CHOW KAN (New People Weekly) (新人週刊)

Published at 21 Si Chang Chiao Est. 1934.
Pages: 20, 6×9 inches.

HSIA YA CHOW PAO (Nice Weekly) (小雅週報) Published at 3 Shanghai Estate, Route Voyron; Est. 1934.

Pages: Twenty-four, 7½×10¼ inches.
Circulation: 7,500.

JEN YEN CHOW KAN (People's Talk) (人言週刊) Published at 300 Foochow Road; Est. 1934.

Pages: Twenty-four, 6×9 inches.
Circulation: Publisher's statement 30,000 to 40,000.

HAN HSU CHOW KAN (Weekly) (汗血週刊) Published at 37 Dong Chun Fang, Burkill Road Est. 1932.

Pages: 24, 6×9 inches.

HUA NIEN WEEKLY (Prosperous Year) (華年週刊)

Published at 131 Museum Road; Est. 1932.
Pages: Twenty to twenty-four, 7¼×10¼ inches.
Circulation: 10,000.

KUNG SHANG SIN WEN (工商新聞) (Industrial and Commercial Advocate)

Published at 1A Shantung Road; Est. 1923.
Pages: Four, 14¼×20 inches.
Circulation: 1,000.

SHANGHAI

KUANG MANG (Twinkling Rays) (光芒)

Published at 7 Ping An Li, Foochow Road; Est. 1934.

Pages: Twenty, 6×9 inches.

Circulation: Publisher's statement 50,000.

KUNG CHEN CHOW KAN (工程週刊) (Weekly of the Chinese Institute of Engineers)

Published at Room 542 Emporium Building, Nanking Road; Est. 1933.

Pages: Sixteen, 6×9 inches.

Circulation: 3,000.

LI PA LAO (Saturday) (禮拜六)

Published every Saturday, at 143 Shantung Road;
Est. 1923.

Pages: Twenty-four, 6×9 inches.

Circulation: Publisher's statement 59,320.

LIEN HWA HUA PAO (The United Pictorial) (聯華畫報)

Published at 72A Hongkong Road; Est. 1933.

Pages: 16, 7×10 inches.

Circulation: 10,000.

LING LUNG WEEKLY (玲瓏)

Published at 56 Nanking Road; Est. 1931.

Pages: Sixty-four, 3¾×5½ inches.

Circulation: 3,000.

MOVIETONE (電聲)

Published at 56 Nanking Road; Est. 1931.

Pages: 15-30, 6×9 inches.

Circulation: 2,000.

TONG WEN PAO (Chinese Christian Intelligencer)
(通問報)

Published at 19 Yuen Ming Yuen Road; Est. 1902.

Pages: Six, $5\frac{1}{4} \times 9$ inches.

Circulation: 1,500.

Published by the (上海青年)
Shanghai Chinese Y.M.C.A.;
Est. 1900.Pages: Forty, $5\frac{1}{4} \times 8\frac{1}{4}$ inches.

Circulation: 5,000.

SHI IN HUA PAO (Pictorial Weekly) (攝影畫報)

Published every Saturday, at 56 Nanking Road;
Est. 1925.Pages: Thirty, $5\frac{1}{4} \times 7\frac{1}{4}$ inches.

Circulation: Publishers statement 20,000.

SIN DON SHO (New Schoolmate) (新同學)

Published at 9 Ave. Edward VII, Est. 1932.

Pages: Eight, $4\frac{1}{2} \times 6$ inches.

Circulation: 500.

SIN GEE BING REN (Weekly Critic) (星期評論)

Published at 416B Rue Lafayette; Est. 1932.

Pages: Eight, $5\frac{1}{2} \times 8$ inches.

Circulation: 1,000.

LIN TIEN RADIO WEEKLY (靈電無線電)

Published at 1959 Bubbling Well Road; Est. 1935.

Pages: Four, $9\frac{1}{2} \times 11$ inches.VARIETY WEEKLY (Amusing Weekly)
(娛樂週報)

Published at 138 Nanking Road Est. 1935.

Pages: 20, 6×9 inches.

YU SUN (Lady's Voice) (女聲)

Published by the Y.W.C.A., 19 Yuen Ming Yuen
Road; Est. 1932.Pages: Sixteen, $5\frac{1}{2} \times 8$ inches.

Circulation: 2,000.

T YUH PAO (Sports News) (體育報)

Published at 32 Kiukiang Road, Est. 1932.

Pages: Four, $11 \times 13\frac{1}{2}$ inches.

Circulation: 1,000.

ZEN MING CHOW PAO (People's Weekly)

(人民週報)

Published at 564 Rue Pere Robert; Est. 1931.

Pages: Thirty-four, $5\frac{1}{2} \times 8$ inches.

Circulation: 1,000.

ENGLISH LANGUAGES WEEKLIES

CAPITAL AND TRADE

Published every Friday, at 25 Jinkee Road, by
David Arakie, Est. 1924.Columns: Four; $10\frac{3}{4}$ inches; 12 ems.Pages: Sixteen, $7 \times 10\frac{3}{4}$ inches.

Circulation: Publisher's statement 4,000.

CATHOLIC REVIEW, The

Published every Thursday at Room A, First
floor, 19 Av. Edward VII.Pages: 36; $6 \times 8\frac{1}{2}$ inches.

Circulation: 800 copies.

THE CHINA WEEKLY REVIEW

報週論評氏勒密

Established in 1917, is devoted to political, social, financial and economic affairs pertaining to China and the Far East. Its circulation is chiefly among English-reading Chinese and foreigners throughout China and among Chinese residing overseas, particularly in the Philippines, Straits Settlements, Malay States, etc. Considered best medium for reaching officials of Central and Provincial Governments and Municipalities, professional and businessmen interested in foreign trade or Sino-foreign relations.

J. B. POWELL

EDITOR & PUBLISHER

160 Avenue Edward VII

SHANGHAI

SHANGHAI

CHINA CRITIC, THE

Published weekly by China Critic Publishing Co. (Chinese), at 749 Bubbling Well Road; Est. 1928.

Columns: Two, 9 inches; 20 ems.

Pages: 28; $7\frac{1}{2} \times 10$ inches.

Circulation: Publisher's statement 7,700.

Subscription Rate: M.\$7.00 for domestic, G\$5.00 for foreign countries.

CHINA DIGEST, THE

Published by Carroll Lunt, 200 West End Gardens; every Saturday (American); Est. 1925.

Columns: Two, 10 inches; 20 ems.

Pages: Thirty-two, $6\frac{7}{8} \times 10$ inches.

Subscription: U.S.A. S\$15.50 Per Year

China M.S.\$10.00 Per Year.

CHINA WEEKLY REVIEW, THE

Published by the Millard Publishing Co., Inc. (American), J. B. Powell, editor and publisher, at 160 Avenue Edward VII, Shanghai. (Cable Address: Reviewing) China news and comment; Est. 1917.

Columns: Two, $10\frac{1}{4}$ inches, 20 ems.

Pages: 44 to 50, $7 \times 10\frac{1}{2}$ inches.

Circulation: Publisher's statement 4,500.

CHINA OUTLOOK, The (中大華週刊)

Published at 305, Sun Building, 505 Honan Road, by the China Outlook Publishing Company; Est. 1936.

Pages: 30-50; $7\frac{1}{2} \times 10\frac{1}{4}$ inches.

Circulation: 1,500.

CHINESE ECONOMIC BULLETIN (中國經濟週刊)

Published weekly by the Bureau of Foreign trade.
Ministry of Industry, at Customs Bldg.

Pages: Twenty to Thirty-six $5 \times 7\frac{1}{2}$ inches.

Circulation: 1,500.

Subscription: \$10 per year. Foreign Countries:
\$5 Gold.

CHINESE NATION, THE

Published by the Chinese Nation Publishing Company at 1-c Kiukiang Road, Shanghai, on Wednesdays; Est. 1930.

Columns: Three, 10 inches; 13 ems.

Pages: 48 to 60, $7 \times 10\frac{1}{4}$ inches.

Circulation: Publisher's statement 3,500.

CHINESE REPUBLIC, THE (民國週刊)

Published by the Republic Publishing Co. Inc., at 150 Kiukiang Road; every Saturday; Est. 1932.

Pages: 26 to 30, 9×12 inches.

Circulation: 3,000.

EAST

Published every Monday at 21 Avenue Edward VII. Est 1934.

Pages: 32, $6\frac{1}{4}$ " by $9\frac{1}{4}$ "

FINANCE AND COMMERCE

Published weekly. P.O. Box No. 290, Shanghai.

Columns: Three; $8\frac{3}{4}$ inches, $16\frac{1}{2}$ ems.

Pages: 32, $8\frac{1}{4} \times 13\frac{1}{4}$ inches.

Circulation: Publisher's statement 1,200.

NORTH CHINA HERALD* (字林報)

Published weekly by the North-China Daily News & Herald Ltd. (British), 17 The Bund. Established 1850. The weekly edition of the "North-China Daily News."

Columns: Five, $16\frac{1}{2}$ inches, $12\frac{1}{2}$ ems.

Pages: 36 to 44; $10\frac{3}{4} \times 16\frac{3}{4}$ inches.

Circulation: Net paid weekly average 1,950.

Annual Subscription: \$18; foreign postage extra.

*See *North-China Daily News*.

SHANGHAI SUNDAY TIMES, THE*

Published by E. A. Nottingham (British), 160 Avenue Edward VII, (P. O. Box 797) every Sunday morning. Special pictorial supplement.

Columns: Eight, 21 inches; 12 ems.

Pages: 48 to 60, 16×21 inches.

Certified Circulation for 1935; 9,000.

*See *The Shanghai Times*.

SHANGHAI WOMAN

Published every Saturday at 26 The Bund, Shanghai. P. O. Box 1512.

Pages: 10; $7\frac{1}{2}$ " \times 9"

Circulation: 12,000.

SHIPPING REVIEW AND SHIPPING AND ENGINEERING, THE

Published by Lloyd's (China) Publishing Co., P. O. Box 971, Shanghai Est. 1909.

Columns: Three, 10 inches; 15 ems.

Pages: 40, 8×10 inches.

Circulation: Publisher's statement 1,600.

Subscription: M.\$10.00 a year, local; United States, England, etc. M.\$17.50
Hongkong M.\$13.00.

SHANGHAI

SPORTING WORLDS, THE

Published weekly on Monday at 17 Avenue Edward VI; Established 1929.

Pages: $10\frac{1}{2} \times 10$ inches.

Circulation: Publisher's statement 4,000.

WALLA WALLA

Published by the Fourth Marines, United States Marine Corps Expeditionary Forces, 527 Haiphong Road, weekly on Saturdays.

Columns: Two, 9 inches, $18\frac{1}{2}$ ems and three, 12 ems.

Pages: 38-76, $6\frac{1}{4} \times 9$ inches.

Circulation: Certified over 1,500.

CHINESE LANGUAGE SEMI-MONTHLY

CHIEN CHIU PAN YUH KAN (千秋半月刊) (Thousand Years Semi-Monthly)

Published at No. 4, Lane 153, Carter Road; Est. 1933.

Pages: Thirty-two, $7\frac{1}{2} \times 10\frac{1}{2}$ inches.

Circulation: Publisher's statement 10,000.

CHILDREN'S WORLD (兒童世界)

Published by the Commercial Press; Est. 1923.

Pages: 100 to 120, $5 \times 7\frac{1}{2}$ inches.

Circulation: Publisher's statement 36,000.

EASTERN MISCELLANY (東方雜誌)

Published by The Commercial Press, Ltd.,

Pages: Average 130, $6 \times 8\frac{1}{2}$ inches.

Circulation: Publisher's statement 45,000.

SHANGHAI

HSIN CHUNG HWA (The New China Fortnightly) (新中華)

Published by the Chung Hwa Book Co.; Ltd., Shanghai. Est. 1933.

Pages: 100, 6×9 inches.

Circulation: 30,000.

KUNG SHANG PAN YU KAN (工商半月刊) (Semi-Monthly Economic Journal)

Published by the Bureau of Foreign Trade at the Customs Building; Est. 1929.

Pages: 120; $5 \times 7\frac{1}{2}$ inches.

Circulation: 1,500.

LE GRAND SHANGHAI (大上海人)

Published at 187 Chin Chai Fang, West Gate Est. 1935.

Pages: 14, 6×9 inches.

LUN YU SEMI-MONTHLY (論語半月刊) (Analects)

Published by the Modern Publications, at 240 Avenue Joffre. Est. 1932.

Pages: 100; $5\frac{1}{2} \times 8$ inches.

Circulation: 35,000.

NATIONAL-DEFENCE FORUM (國防論壇)

Published at 80 Route Vallon Est. 1934.

Pages: Twenty-four, 7×11 inches.

Circulation: 4,500.

THE SOCIAL MERCURY (社會新聞)

Published at Dong Chun Fang, Burkill Road Est. 1931.

Pages: 40, 6×9 inches.

SHANGHAI

SPRING COLOR (春色)

Published at 4, Lane 153, Carter Road Est. 1935.

Pages: 24, 6×9 inches.

THE INTELLIGENCE (讀書生活)

Published at 71 Love Lane Est. 1934.

Pages: 48, 6×8½ inches.

THE WORLD KNOWLEDGE (世界知識)

Published at Fu Hsin Lane, Foochow Road Est. 1934.

Pages: 48, 6×8½ inches.

YU SHU FENG (宇宙風)

Published at 20 Yu Ku Villa, Yuyuen Road Est. 1935.

Pages: 48, 6×8 inches.

KUO HSIN (10 Day Magazine) (國訊)

Published at 350 Room, Continental Emporium Est. 1931.

Pages: 20, 6×9 inches.

SHIEN DAI ERH TUNG (Modern Children)

(現代兒童)

Published by the Modern Book Store at Foochow Road; Est. 1932.

Pages: Sixty-four, 4×6 inches.

Circulation: 6,000.

WOMEN'S VOICE SEMI-MONTHLY (女聲半月刊)

Published at 169 Yuen Min Yuen Road; Est. 1932.

Pages: Twenty-two, 7×9 inches.

Circulation: 10,000.

SHANGHAI

CHINESE LANGUAGE MONTHLIES

AMATEUR RADIO (無線電雜誌)

Published by China Amateur Union, J. 1395A Ave. Edward VII.

Pages: 134 6½×10 inches.

Circulation: 3,000.

ARTS & LIFE (美術生活雜誌)

Published by San Jih Publishing Co. Est. 1934.

Pages: 48, 8×11 inches.

Circulation: 5,000.

BUILDER, The (建築)

Published at Continental Bank Bldg.; Est. 1935.

Pages: 60-80, 7×9 inches.

Circulation: 1,000.

CHINESE ARCHITECT, The (中國建設)

Published at The Shanghai Bank, Building Room No. 405, Ningpo Road, Shanghai.

Pages: 60-80, 7×9 inches.

Circulation: 1,500.

CHINESE JOURNAL OF PHOTOGRAPHY, The

(中華攝影雜誌)

Published by China Art Society at 446 Haining Road, P. O. Box 1447. Est. 1935.

Pages: 40-60, 6×8 inches.

Circulation: 2,000.

CHIN FEN SPORTS MONTHLY (勤奮體育月報)

Published at 392 Route Pere Froc; Est. 1933.

Pages: Hundred to hundred twenty, 7½×10½ inches.

Circulation: 15,000.

The "CHINA PICTORIAL"

The most popular
Rotogravure Pictorial in China
(Chung Hwa)



雜 圖
誌 畫

A Monthly Pictorial Review printed by rotogravure process with a colored cover published by the New China Publishing Company, 446 Haining Road, P.O. Box 1534 Shanghai, China.

Established in the year of 1931, the China Pictorial has forged ahead with great success, and its circulation is increasing by every issue. It is edited by well known artists and photographers, who supply the readers with new and interesting materials from time to time.

As a good advertising medium, it accommodates the advertisers to have every copy inserted in every page and synchronized with the pictures.

CHILD EDUCATION (兒童教育)

Published by The Commercial Press Est. 1934.

Pages: 100 to 200, $7\frac{1}{2} \times 10\frac{1}{2}$ inches.

Circulation: Publisher's statement 15,000 to 20,000.

CHIN CHIN DIEN YIN YU KAN

(Chin Chin Movie Monthly)

(青青電影畫報月刊)

Published by Chin Chin Pictorial Association at 250 Peking Road and Chihli Road; Est. 1934.

Pages: Forty-four, 7×7 inches.

Circulation: 5,500.

CHEN HWA RADIO MAGAZINE (Monthly)

(中華無線電)

Published by Chen Hwa Electric Factory, French Town Est. 1935.

Pages: 72 7×10 inches.

CHINA RADIO THE (Monthly)

(中國無線電)

Published at 323 Kiangse Road; Est. 1932.

Pages: 68 6×9 inches.

Circulation: 5,000.

CHIN LIAO E PAO (Medical Treatment Journal)

(診療醫報)

Published at 106 Joffre Road; Est. 1928.

Pages: One hundred, $5\frac{1}{2} \times 7\frac{1}{2}$ inches.

Circulation: 2,000.

報畫友良

“LIANG YOU”

(Young Companion Pictorial Magazine)

The Most Attractive and Popular Magazine in China.
Published Monthly by

THE LIANG YOU PUBLISHING & PRINTING CO., LTD.
851 North Szechuen Road, Shanghai,

The “Young Companion Pictorial Magazine” has for long been recognized by the business world as one of the most effective mediums of advertising. Unlike other cheaper papers, the “Young Companion” is liked, subscribed, read and read-over-again by the well-to-do people who have both spare time to read your advertisement and idle money to buy your stock.

Its CIRCULATION is big, by far bigger than any other pictorial magazine published in China. Our average record is 40,000; at times it might be more. Imagine, your advertising copy when published will be distributed to 40,000 homes, read by over 200,000 people in different localities who will be either your future or immediate buyers.

And then comes PRINTING. The “Young Companion” is printed with the most up-to-date process—the roto-gravure. Your advertising copy is very carefully handled. We spare no time and effort to make your advertising an attraction in itself, so that not a word of what you said will escape the eyes of the readers.

We believe that when you advertise in “Young Companion”, you are securing the best possible results for your money.

SHANGHAI

CHINA SKETCH (Monthly Picture) (中國漫畫)

Published at 3 Hsin Hsiang Alleyway, Wuting Rd. Est. 1935.

Pages: 287×10 inches.

DAH LOH (The Continental) (大陸)

Published at 175 Honan Road; Est. 1932.

Pages: Two hundred, 6×8 inches.

Circulation: 2,000.

DAO LAO YUH KAI (Good Roads Monthly)

(道路月刊)

Published at 608 Rue de Pere Froc, by the National Good Roads Association of China; Est. 1921.

Pages: One hundred, 7×10 inches.

Circulation: 15,000.

CHINA PICTORIAL (中華)

Published at 446 Haining Road; Shanghai, Est. 1931.

Pages: Thirty, 8½×11.

Circulation: 20,000.

CENTRAL CHINA THE (Monthly) (中華月報)

Published at 303 Honan Road Est. 1933.

Pages: 102, 8½×10½

CHUNG KUO CHIEN SHI (Construction of China)

(中國建設)

Published at 335 Avenue de Roi Albert; Est. 1928.

Pages: One hundred, 5×8 inches.

Circulation: 3,000.

MODERN MISCELLANY

時代畫報

The original pictorial, appealing of father,
mother, brothers and sisters.
Twenty-eight thousand copies sold every month.
Twelve thousand regular subscribers.
Let us tell them about YOU!

"ANALECTS"

論語半月刊

Famed as the CHINESE PUNCH.
Humorous magazine unique in China.
Thirty-five thousand copies every 15 days.
Everyone who can read reads "ANALECTS".
Everyone who reads "ANALECTS" reads
YOUR ADVERTISEMENT.

MODERN SKETCH

時代漫畫

"ANALECTS" sister magazine.
The oldest as well as the newest.
Illustrated by all the artists in China.
Enjoyed by everyone in China.
Don't miss the opportunity to advertise your
name, and your product to our eighteen thousand
readers.

Published by:

THE MODERN PUBLICATIONS CO.,

240 Avenue Joffre, Phone 80781

SHANGHAI

SHANGHAI

CHUNG KUO HUNG SHA SHIH WEI YUH KAI (Chinese Red Cross Monthly)

(中國紅十字會月刊)

Published by the Red Cross Association of Shang-
hai, Kiukiang Road; Est. 1931.

Pages: Fifty, 5×8 inches.

Circulation: 1,000.

CHUNG SHO SUN (Juvenile Student) (中學生)

Published at 278 Foochow Road, by the Kai Ming
Book Co., Ltd.; Est. 1930.

Pages: Two hundred, 4½×6½ inches.

Circulation: Publisher's statement 50,000.

CHUNG SHU YU KAN (Mercy Monthly)

(崇善月刊)

Published at Nantao by the Mercy Association;
Est. 1927.

Pages: Fifty; 4×6 inches.

Circulation: 1,000.

E CHAI CHUN TSIU (Medical Questionnaire)

(醫界春秋)

Published at 77 Jou Kong Li, Burkill Road; Est.
1931.

Pages: Forty, 7½×10 inches.

Circulation: 3,200.

E YAH YAO (D. H. Medical Journal) (醫藥學)

Published at 266 Peking Road; Est. 1932.

Pages: One hundred, 5½×7½ inches.

Circulation: 3,500.

HAPPY HOME, The (家庭樂快)

Published monthly at 110 Szechuen Road;
Est. 1936.

Pages: $4\frac{1}{4} \times 6\frac{1}{4}$ inches.

Circulation: 20,000.

HSU DOI YUH KAI (Anti-Opium Monthly)

(拒毒月刊)

Published at 128 Museum Road; by the National
Anti-Opium Association; Est. 1927.

Pages: Seventy; $6\frac{3}{4} \times 10\frac{1}{4}$ inches.

Circulation: 10,000.

HUANG HUA (Yellow Flower) (黃花)

Published at 65 North Szechuen Road & Ke Ming
Road Est. 1934.

Pages: Eighteen, $5\frac{1}{2} \times 7\frac{1}{2}$ inches.

Circulation: 5,000.

KOU TSI MAI YIH DAO PAO

(Foreign Trade Guide)

(國際貿易導報)

Published by the Foreign Trade Bureau at the
Customs Building; Est. 1929.

Pages: 200; 5×8 inches.

Circulation: 5,000.

KUNG CHEN DOR PAO (World Engineering News)

(工程譯報)

Published at the Public Works Department in
Nantao; Est. 1931.

Pages: 120; $5\frac{1}{2} \times 7\frac{1}{2}$ inches.

Circulation: 2,000.

KOO SHOU (Science) (科學)

Published at 533 Avenue du Roi Albert, by the
Science Society of China; Est. 1916.

Pages: 150, $7\frac{1}{2} \times 10\frac{1}{2}$ inches.

Circulation: 6,000.

KUNG NYI YUH PAO (Public Welfare Monthly)

(公義月報)

Published at Shantung Road, Tien An Church,
Est. 1931.

Pages: Four, $6\frac{1}{2} \times 9\frac{1}{2}$ inches.

Circulation: 500.

LIANG YOU (Young Companion) (良友)

Published Semi-monthly at 851 North Szechuen
Road, by the Liang You Printing and Publishing
Co., Ltd; Est. 1925.

Pages: Forty approximately, $8\frac{1}{2} \times 11$ inches.

Circulation: Audited circulation 40,000.

LIU YING ZA TZE (China Traveler) (旅行雜誌)

Published at 420 Szechuen Road, by the China
Travel Service; Est. 1925.

Pages: One hundred and twenty, 6×8 inches.

Circulation: 10,000.

MIN TSU ZA TZE (National Weekly) (民族雜誌)

Published at 45 Rue V. Emmanuel VII; Est. 1933.

Pages: Two hundred, $7\frac{1}{2} \times 10\frac{1}{2}$ inches.

Circulation: 5,000.

MODERN CINEMA PICTORIAL (Monthly)

(時代電影)

Published by the Modern Publications Co. Ltd.
300 Foochow Road Est. 1935.
36 Pages: $7\frac{1}{2} \times 10$ inches.

MODERN PARENTS (現代父母)

Published by National Child Welfare Association
of China, 20 Museum Road; Est. 1933.
Pages: 42, $7\frac{1}{2} \times 19\frac{1}{2}$ inches.
Circulation: 3,000.

MOVIE PUNCH (Monthly Pictorial) (電影漫畫)

Published at the French Town Est. 1935.
Pages: 40 $7\frac{1}{2} \times 10\frac{1}{2}$

SKETCH PICTORIAL (Monthly) (美術電影)

Published at 445 Gordon Road Est. 1935.
Pages: 44 $7\frac{1}{2} \times 10\frac{1}{2}$

MODERN SKETCH (時代漫畫)

Published by The Modern Publications Ltd.,
240 Avenue Joffre; Est. 1934.
Pages: 20, $7\frac{1}{2} \times 20\frac{1}{2}$ inches.
Circulation: 18,000.

ORIENTAL PUNCH (Fortnightly) (獨立漫畫)

Published at Lane 5, 420 Foochow Road Est.
1935.
Pages: 24 6×9 inches.

NATIONAL MEDICAL JOURNAL OF CHINA THE

(中國醫學雜誌)

Published at 41 Tsze Pang Road; Est. 1914.
Pages: One hundred, $4\frac{1}{2} \times 8$ inches.
Circulation: 3,000.

PHILIPS RADIO MAGAZINE (Monthly)

(飛利浦無線電雜誌)

Published by the Philip China Co. 133 Szechuen
Rd Est. 1935.
Pages: 30 7×10

POPULAR RADIO MAGAZINE (Monthly)

(實用無線電)

Published at 77 Lloyd Road Est. 1935.
Pages: 84 7×10 inches.

RADIO WAVE (Monthly) (無線電波)

Published by World Radio Research Institute 306
Bubbling Well Building Est. 1935.
Pages: 56 6×10 inches.

SHANG NIH KUNG CHEN (Commercial Engineer)

(商業工程)

Published at 23 Yuen Ming Yuen Road; Est.
1932.
Pages: Fifty; 7×9 inches.
Circulation: 2,000.

SHANG NIH YUH PAO (商業月報)
(National Journal of Commerce)

Published by the Chinese Chamber of Commerce
of Shanghai; Est. 1920.
Pages: One hundred and sixty, 7×10 inches.
Circulation: Publisher's statement 15,000.

SHANG NIH ZA TZE (Commercial World)

(商業雜誌)

Published at 12A Central Arcade, Szechuen Road;
Est. 1927.Pages: Ninety, $5\frac{1}{2} \times 7\frac{1}{2}$ inches.

Circulation: 3,000.

SHIEN DAI SHO SON (Modern Student)

(現代學生)

Published at Foochow Road, by the Tai Tung
Book Store; Est. 1930.Pages: Two hundred, $4\frac{1}{2} \times 6\frac{1}{2}$ inches.

Circulation: 4,500.

SHIH DAI (Modern Miscellan) (時代)

Published at 240 Avenue Joffre; Est. 1930.
Est. 1930.Pages: Thirty, $8\frac{1}{2} \times 11$ inches.

Circulation: 28,000.

SIN ASIA (New Asia Monthly) (新亞細亞)

Published at 14 Garden Terrace, Route Pere
Robert; Est. 1929.Pages: 160, $6 \times 8\frac{1}{2}$ inches.

Circulation: 2,000.

SIN CHUANG ZAO (New Invention Miscellany)

(新創造)

Published at 90 Rue Dubail; Est. 1932.

Pages: 150; 6×8 inches.

Circulation: 1,000.

SON WAU YUEH KAN (Life Monthly) (生活月刊)

Published by the Life Hospital; Est. 1930.

Pages: 100; 5×8 inches.

Circulation: 1,000.

EDUCATIONAL REVIEW THE (教育雜誌)

Published by Commercial Press at Honan Road,
Est. 1912.Pages: 200, $6 \times 8\frac{1}{4}$ inches.

Circulation: 8,000.

TRUE LIGHT REVIEW THE (真光雜誌)

Published at 209 Yuen Min Yuen Road; Est.
1902.Pages: Seventy-eight, $6\frac{3}{4} \times 9\frac{3}{4}$ inches.

Circulation: 1,350.

TSE SUI PICTORIAL (識知畫報)

(The Knowledge pictorial)

Published by Liang Yu Printing Co., at 851
North Szechuen Road; Est. 1936.Pages: 60 to 80, $6\frac{1}{2} \times 9\frac{1}{2}$ inches.

Circulation: 2,000.

WOMEN'S PICTORIAL THE (婦人畫報)

Published by the Liang You Printing & Publi-
shing Co. Ltd., at 851 North Szechuen Road;
Est. 1933.Pages: Thirty-six, $6\frac{3}{4} \times 9\frac{1}{2}$ inches.

Circulation: 10,000.

VAN JAN YU KAN (萬象月刊)

Published by Modern Publications at 455 Han-
kow Road; Est. 1934.Pages: Fifty, 7×9 inches.

Circulation: Publisher's statement 15,000.

SHANGHAI

YEN HSIANG (The Phenomena Monthly) (現象)

Published at 33 Jen Chi Road, West Gate Est.
1935.

Pages: 44 5×10 inches.

VEE MEI (The Art Classics Monthly) (唯美)

Published at 521 Room, Chung Wei Bank Est.
1935.

Pages: 44, 5×10 inches.

YI SHUN (Movie & Music Monthly) (藝聲)

Published at 133 Yuen Min Yuen Road; Est.
1935.

Pages: 60, 6×9 inches.

Circulation: 20,000.

YU CHENG YIEN YUH KAN (Green Year)

(女青年月刊)

Published monthly except August and September
at 133 Yuen Ming Yuen Road, by the National
Y.W.C.A.; Est. 1921.

Pages: One hundred, 5×7¾ inches.

Circulation: 7,000.

YEN DA (Les Contemporains) (現代)

Published by the Moden Book Store at Foochow
Road; Est. 1932.

Pages: 200 5½×8 inches.

Circulation: 10,000.

YU DO (Women's Message) (女鐸)

Published at 19 Museum Road; Est. 1912.

Pages: 90, 4½×7½ inches.

Circulation: 2,000.

SHANGHAI

YU TSE YUH KAN (Women's Monthly)

(女子月刊)

Published at Min Teh Li, Avenue Joffre, Est.
1933.

Pages: 140, 4¼×6¾ inches.

Circulation: 6,000.

ENGLISH LANGUAGE MONTHLIES

AMERICAN WOMEN'S CLUB BULLETIN

Published by American Women's Club of Shang-
hai.

Pages: 30-40, 4½×7 inches.

Circulation: 1,000.

BRITISH WOMEN'S ASSOCIATION MAGAZINE,

The

Published by British Women's Association at
Shanghai.

Pages: 40 to 60, 6×8½ inches.

Circulation: 1,000.

CATHAY MAGAZINE (華懋雜誌)

Published by Millington, Ltd.; Est. 1931.

Circulation: 1,500 copies monthly.

Pages: 28-48; 4×6¼ inches.

Circulation: 1,700 per issue.

COMMERCIAL ASIA

Published by the China Clipper Publishing Co.,
Room 112, Taiwan Bank Building Donald K King,
Publisher. Insurance news and activities.

Columns: Three, 16 ems.

Pages: 56, 6×9 inches.

SHANGHAI

CHINA HIGHWAYS

The official organ of the Automobile Club of China, published monthly by Carl Crow at 81 Jinkee Road, Shanghai. A magazine devoted to the promotion of road building and motor touring in China.

Pages: 32-40 4"×6 $\frac{1}{4}$ "

Circulation: 1,500 copies monthly.

CHINA HOME & ART JOURNAL, The

Published by Mr. J. R. L. Calder at 153 Nan-king Road, Suit 200, P.O. Box 1200; Est. 1936.

Pages: 50 to 60, 8×11 $\frac{1}{4}$ inches.

Circulation: 1,200.

CHINA JOURNAL, THE

Published at 20 Museum Road, Industry, Commerce, Science, Arts, Literature, Travel, Shooting, Fishing, in relation to China and the Far East. Arthur de C. Sowerby, editor.; Est. 1923. Twelve issues annually including 3 special numbers. Profusely illustrated.

Pages: 100 to 120, 6 $\frac{1}{2}$ ×10 $\frac{3}{4}$ inches.

Circulation: Highest numbers in 1935, 3,000.

CHINESE ECONOMIC JOURNAL (中國經濟月刊)

Published by Bureau of Foreign Trade, Ministry of Industry, at Customs Bldg.

Pages: 100-150; 4×7 inches.

Circulation: 1,500.

Subscription: \$10.00 a year. Foreign Countries G.\$5.00.

CHINESE RECORDER, The

Published monthly at Room 210, Missions Building, 160 Yuen Ming Yuen Road.

Pges: 80-100, 4 $\frac{1}{2}$ ×7 $\frac{1}{2}$ inches.

Circulation: 1,000 copies.

SHANGHAI

COMMERCIAL ENGINEER

Published monthly at 17 Avenue Edward VII, Shanghai. Est. 1930.

Pages: 36-56; 6 $\frac{3}{4}$ " by 9".

FAR EASTERN HOTEL INDUSTRY, THE

Published at 169 Yuen Ming Yuen Road, monthly, (P. O. Box 1871).

Pages: 26-30; 7×10 inches.

Circulation: Publisher's statement 1000 monthly.

FAR EASTERN REVIEW

Published at 24 The Bund, (P. O. Box 1158) Shanghai. Engineering, mines, railways, ship-building, finance, etc., G. B. Rea, publisher and editor. (Cable address: Farview).

Pages: 50-100, 8×12 inches.

Circulation: 3,000.

HEXGON

Published at 25 Jinkee Road.

Devoted to Architecture, Construction & Designs; Est. 1929. Edited by David H. Arakie.

Columns: Two: 2 7-8; 6 inches.

Pages: 7 $\frac{3}{4}$ ×10 $\frac{3}{4}$ inches.

Circulation: Publisher statement 3,000 copies.

Subscription: Tls. 5 locally per annum, Tls. 6 abroad.

HOLY TRINITY CATHEDRAL

Published by Holy Trinity Cathedral at Shanghai.

Pages: 40-50, 6×8 $\frac{1}{4}$ inches.

Circulation: 1,000.

SHANGHAI

ISRAEL'S MESSENGER

Published monthly at 6 Pacific gardens;
Est. 1904.

Pages: 60-100; $8\frac{1}{2} \times 12$ inches.

Circulation: 1,000 copies.

JOURNAL OF THE BRITISH CHAMBER OF COMMERCE

Published by the British Chamber of Commerce,
17 The Bund, Shanghai; Est. 1915.

Pages: 26, 7×10 inches.

Circulation: Publisher's statement monthly
average 700 copies.

ORIENTAL AFFAIRS

Published monthly by H.G.W. Woodhead, C.B.E.
at 21, Avenue Edward VII, Shanghai. Est. 1933.

Pages: 55; $7\frac{1}{2} \times 10\frac{1}{2}$ inches.

Circulation: 1,200.

SHANGHAI BUILDER

Published at 25, Jinkee Road.

D. Arakie, editor. Est. 1930.

Columns: Two: 6 inches.

Pages: $7\frac{1}{2} \times 10\frac{1}{2}$ inches.

Circulation: 2,000 copies.

Subscription: Tls. 7 per annum.

SHANGHAI SCREEN BOOK

Published by Acme Advertising Agency 131
Museum Road. Est. 1936.

Pages: 30 to 40; $6\frac{1}{2} \times 9\frac{1}{2}$ inches.

Circulation: 800.

SHANGHAI

SHANGHAILANDER, THE

Published monthly by Carl Crow at 81 Jinkee
Road, Shanghai. A magazine devoted to inter-
preting Shanghai and China to visitors and re-
sidents.

Pages: 32-40 $4 \times 6\frac{1}{4}$ inches.

Circulation: 1,800 copies monthly.

SHANGHAI POLICE GAZETTE, THE

A monthly magazine, the only one of its kind in
China, devoted to the explanation and publica-
tion of Police activities, published in English by
Far Eastern publications Co., 17 Avenue Edward
VII. Est. 1932.

Pages: 40 to 60; $9 \times 11\frac{1}{4}$ inches.

SHANGHAI WOMAN, THE

Published monthly at 17 Avenue Edward, Shang-
hai, Est. 1933.

Pages: 50; $10 \times 7\frac{1}{2}$ inches.

Circulation: 1,000.

T'IENT HSIA (天下)

Published by the Chung San Cultural Institute
at 1283 Yu Yuen Road. Est. 1935.

Pages: 60-100; 6×10 inches.

Circulation: 2,000.

TOTEM, The

Published by the Boy Scouts Association
(Shanghai Branch) at 160 Avenue Edward VII.

Pages: 25-30; $5\frac{1}{2} \times 8\frac{1}{2}$ inches.

Circulation: 1,000.

SHANGHAI

TOWN AND SPORTSMAN

Published monthly at 17-19 Avenue Edward VII, Shanghai. Est. 1933.

Pages: 48-56; $7\frac{1}{4} \times 10$ inches.

Circulation: 1,250.

"Y" SPOKESMAN

Published by the Foreign Y.M.C.A. at 150 Bubbling Well Road, Shanghai; Est. 1928. (Cable Address "Foreigny").

Columns: Two, $7\frac{1}{2} \times 2\frac{1}{2}$ inches.

Pages: 28, $5 \times 7\frac{1}{2}$ inches.

Circulation: Publisher's statement 1,400.

CHINESE LANGUAGE QUARTERLY

AGRICULTURAL SCIENCE

Published by the College of Agriculture, National Central University, Nanking, and distributed by the Commercial Press, Ltd.

Pages: Average 170; $4\frac{1}{2} \times 7\frac{1}{2}$ inches.

Circulation: Publisher's statement 8,000.

KUNG CHEN (工程)

(Journal of the Chinese Institute of Engineers)

Published at Room 542 Nanking Road; Est. 1922.

Pages: 120; $5\frac{1}{2} \times 8$ inches.

Circulation: 3,000.

QUARTERLY JOURNAL OF ECONOMICS OF THE CHINESE ECONOMIC SOCIETY

(經濟學季刊)

Published by The Commercial Press; Est. 1930.

Pages: 210, $7\frac{1}{2} \times 10\frac{1}{2}$ inches.

Circulation: 2,000.

SHANGHAI

TUNGCHI ACTA MEDICA (同濟季刊)

Published by Tungchi Medical College at Tung Ho Li, Burkil Road; Est. 1931.

Pages: 100; $5\frac{1}{2} \times 9\frac{1}{2}$ inches.

Circulation: 3,000 to 3,500.

CHINESE LANGUAGE ANNUAL

COMMERCIAL DIRECTORY OF SHANGHAI

(In Chinese) (上海商業名錄)

Published annually by the Commercial Press, Ltd.

Pages: Average 780, $5 \times 7\frac{1}{2}$ inches.

ENGLISH LANGUAGE ANNUALS

CHINA HONG LIST

Published semi-year by the North China Daily News, 17 The Bund.

Columns: 3; 2×9 inches.

Pages: 890.

CREDIT MEN'S BUSINESS DIRECTORY OF CHINA (Including Hongkong), The (徵信工商行名錄)

Published annually by the Bankers' Co-operative Credit Service Ltd., 133 Yuen Ming Yuan Road. Sole Advertising Agents & Distributors: Millington Ltd., 668 Szechuen Road.

Pages: 1,300.

SHANGHAI, SHANGYANG, SHANGYU

SHANGHAI DOLLAR DIRECTORY

A semi-year publication, appearing January and July 15, Est. 1932. Published in English and Chinese by the Shanghai Dollar Directory, 17 Avenue Edward VII.

Pages: 800 to 1,000: 6×9 inches.

SHANGYANG (Province of Hupeh)

A trading centre of Northern Hupeh, situated at the head of Han River, connected with Shasi by a motor road. Population 450,000.

CHINESE LANGUAGE DAILY

AU PEI JIH PAO (North Hupeh Daily News)

(鄂北日報)

Published at the Main Street, Old Tower; Est. 1931.

Pages: Four, $8\frac{3}{4} \times 13$ inches.

Circulation: 1,000.

SHANGYU (Province of Chekiang)

A prosperous city in Eastern Chekiang, near Shaohing, on motor road. Population 50,000.

SHANGYU PAO (上虞報)

Published every three days at 6 Confucius Temple Road; Est. 1935.

Pages: Two, $8\frac{1}{2} \times 13$ inches.

Circulation: 1,000.

SHASI, SOOCHOW

SHASI (Province of Hupeh)

A river port connected by motor road with Shangyang in the north and Chengteh, Hunan in the south. Population: 100,000.

CHINESE LANGUAGE DAILIES

CHANG KIANG SHANG WU PAO (長江商務報) (Yangtsze Commercial News)

Published at 74 No. 1 Chung Shan Street Est. 1922.

Pages: Four, $9\frac{1}{2} \times 12\frac{1}{2}$ inches.

Circulation: 3,700.

CHIN PAO (Shasi News) (荆報)

Published at 78 Second Chung Shan Street; Est. 1930.

Pages: Four, $13\frac{1}{2} \times 19\frac{1}{4}$ inches.

Circulation: 3,200.

CHIN SHA JIH PAO (Shasi Daily News) (荆沙日報)

Published at 60 Second Chung Shan Road; Est. 1933.

Pages: Four, $9\frac{1}{2} \times 13\frac{3}{4}$ inches.

Circulation: 3,000.

SOOCHOW (Province of Kiangsu)

Situated on the Shanghai-Nanking Line, 65 miles from Shanghai. Population 907,500.

CHINESE LANGUAGE DAILIES

CHAO PAO (Morning Press) (早報)

Published at 555 Wu Lung Kai, Est. 1935.

Pages: Eight to twelve, 14×20.

Circulation: 5,200.

DA KWONG MENG (大光明)

Published at 250 Tung Chung Sze, Est. 1931.

Pages: Four, 10×13 inches.

Circulation: 600.

DA WU YU (大吳語)

Published at Chung Sze, Chang Men Gate Est. 1929.

Pages: Four, 10×13 inches.

Circulation: 800

DAH KUNG PAO (L'Empartial) (大公報)

Published at 44 Pi Feng Lane Est. 1926.

Pages: Four, 10×13 inches.

Circulation: 2,000.

MING PAO (明報)

Published at Tu Ling Bridge; Est. 1917.

Pages: Four, 13×19 inches.

Circulation: 5,000.

SHIH HSIANG KUNG PAO (Home Public News)

(市鄉公報)

Published at Pi Foong Fong Lane, Est. 1916.

Pages: Four 14×19½ inches.

Circulation: 2,000.

SIAO SU PAO (小蘇報)

Published at Kwan Chien Kai Est. 1933.

Pages: Four, 9×13½ inches.

Circulation: 500.

SOOCHOW JIH PAO (Soochow Daily News)

(蘇州日報)

Published at 124 Chung Chieh Road; Est. 1912.

Pages: Four, 14×18 inches.

Circulation: 1,600.

SOO MIN SIN WEN (蘇民新聞)

Published at Iron Icense Burner St. Est. 1934.

Pages: Six, 13½×19 inches.

Circulation: 1,000.

WUSHIEN JIH PAO (Soochow Daily News)

(吳縣日報)

Published at 41 East Central Market; Est. 1916.

Pages: Four, 14¾×20 inches.

Circulation: 3,000.

WUSHIEN MIN PAO (Wushien People's Press)

(吳縣民報)

Published at Min Tse Road; Est. 1927.

Pages: Four, 13¼×20 inches.

Circulation: 3,400.

SHIHKIACHUAN OR SHIHMEN

石家莊

(Province of Hopeh)

An important inland transportation centre, on the Conjunction of Pinghan and Chengtai railways. Main Gate to the Shanse province. Population 70,000.

SHIHKIACHUAN, SHIAO-SAN, SIANFU

CHINESE LANGUAGE DAILIES

SIAO PAO (Morning Press) (曉報)

Published at 39 San Min Kai, Est. 1932.

Pages: Four, $9 \times 13\frac{1}{2}$ inches.

Circulation: 2,000.

SHIH MEN JIH PAO (石門日報)

Published at 17 San Min Kai, Est. 1932.

Pages: Four, $8\frac{3}{4} \times 14$ inches, with pictorials on Sundays.

Circulation: 2,000.

SHIAO-SAN (*Province of Chekiang*)

Market town on the Chientang River, about 30 miles from Hangchow. Population 560,000.

CHINESE LANGUAGE DAILY

MIN KUO JIH PAO (Republican Daily News)

(民國日報)

Published by the Kuomintang of Shao-san; Est. 1930.

Pages: Four, $9\frac{1}{4} \times 13$ inches.

Circulation: 1,600.

SIANFU (*Province of Shensi*)

Provincial capital, 150 miles from Ling Pao the western terminus of the Lung-Hai Railway. Population about 250,000.

SIANFU, SHAOHING

CHINESE LANGUAGE DAILY

SHIH KING JIH PAO (Western Capital Daily News)

(西京日報)

Published at Wu Wei Shih Tze Street; Est. 1933.

Pages: Ten, 14×20 inches.

Circulation: Publisher's statement 12,000.

SI PEI WEN HWA JIH PAO (西北文化日報)

(North-West Cultural Daily News)

Published at Sian, Shensi; Est. 1929.

Pages: Ten, $14 \times 19\frac{1}{2}$ inches.

Circulation: 5,200.

SIAN JIH PAO (Sianfu Daily Press) (西安日報)

Published at Chung San Street; Est. 1931.

Pages: Six to eight, $13\frac{1}{4} \times 20$ inches.

Circulation: 4,000.

SIN CHING JIH PAO (New Sian Daily News)

(新秦日報)

Published at 492 Chung Shan Road; Est. 1921.

Pages: Twelve, 14×20 inches.

Circulation: 5,600.

SHAOHING (*Province of Chekiang*)

Connected with Hangchow and Ningpo by motor road.
Population 200,000.

CHINESE LANGUAGE DAILIES

SHAOHING, SHUNI

MIN KUO JIH PAO (Republican Daily News)

(民國日報)

Published at 10 Shao Cheng Big Street Est. 1927.

Pages: Eight; $13\frac{3}{4} \times 20$ inches.

Circulation: 2,560.

SHAOHING SHANG PAO (紹興商報)

(Shaohing Commercial News)

Published at Da Shien Bridge; Est. 1933.

Pages: Twelve, 14×20 inches.

Circulation: 3,000.

SHAOHING SIN WEN (Shaohing News)

(紹興新聞)

Published at Huo Chu Hsiang; Est. 1920.

Pages: Eight, $13\frac{1}{2} \times 20$ inches.

Circulation: 1,700.

SHUNI (Province of Hopeh)

A city at the north of Peiping. Connected with Peiping by motor road. Population 329,158.

CHINESE LANGUAGE DAILY

SHUNI JIH PAO (Shuni Daily News) (順義日報)

Published at Shuni; Est. 1932.

Pages: Four, 9×14 inches.

Circulation: 2,300.

SIANGTAN, SUINING, SUIYUAN

SIANGTAN (Province of Hunan)

An important town on the Hsiang River. Connected with Changsha by motor road. Population 100,000.

CHINESE LANGUAGE DAILY

SIANGTAN MING PAO (Siangtan People Press)

(湘潭民報)

Published at 1 Infant Street; Est. 1926.

Pages: Four, $12 \times 19\frac{1}{2}$ inches.

Circulation: 1,000.

SUINING (Province of Kiangsu)

Connected with Hsuehchow by motor road. Population 118,552.

CHINESE LANGUAGE DAILY

SUINING JIH PAO (Suining Daily News)

(睢甯日報)

Published at District Party Headquarters; Est. 1932.

Pages: Four, $7\frac{1}{2} \times 10$ inches.

Circulation: 300.

SUIYUAN (Province of Suiyuan)

Capital of the province in the north west of China, connected by railway with Peiping. A distributing center for wool, furs and drugs as well as China homes. Population 120,000.

CHINESE LANGUAGE DAILY

ZA WEI JIH PAO (Social Daily News)

(社會日報)

Published at the Mass Education Bureau; Est. 1928.

Pages: Four, $10 \times 14\frac{1}{4}$ inches.

Circulation: 800.

SUNGKIANG (Province of Kiangsu)

Situated on the Shanghai-Hangchow-Ningpo Line, 27 miles from Shanghai, also connected by a motor road. Population 242,000.

CHINESE LANGUAGE DAILIES

DA SUNGKIANG JIH PAO (大松江日報)

Published at Li Chen Chu, West Gate; Est. 1929.

Pages: Four, and a quarter, size $10 \times 14\frac{1}{2}$

Circulation: 800.

JUNG PAO (茸報)

Published at Long Bridge Street, West Gate; Est. 1933.

Pages: Four, $10 \times 14\frac{1}{2}$ inches.

Circulation: 500.

SUNGKIANG MIN CHUN (松江民衆)

Published at Local Tonpu; Est. 1932.

Pages: Four, $10 \times 14\frac{1}{2}$

Circulation: 500.

SWATOW (Province of Kwangtung)

Treaty port at the Han River, 180 miles north of Hongkong. Population about 75,000.

CHINESE LANGUAGE DAILIES

LING TUNG MIN KUO JIH PAO (嶺東民國日報)
(East Canton Daily News)

Published daily except Mondays at 7 Yung Bing Li, Est. 1926.

Pages: Twelve, $12\frac{1}{2} \times 19\frac{1}{2}$ inches.

Circulation: 4,200.

MIN SUN JIH PAO (Public Voice Daily News)
(民聲日報)

Published at 25 Wing On Street; Est. 1923.

Pages: Eight, $14 \times 19\frac{1}{2}$ inches.

Circulation: 2,000.

SAN PAO (Swatow Press) (汕報)

Published daily except Mondays at 3, Second Cross Street, Est. 1928.

Pages: Twelve, 14×19 inches.

Circulation: 8,000.

SIN HWA JIH PAO (星華日報)

Published at New Road; Est. 1931.

Pages: Twelve, 14×19 inches.

Circulation: 6,000.

SWATOW, SZEYANG, TAISAN

SIN LING TUNG JIH PAO (新嶺東日報)

(New East Canton Daily News)

Published at 110 Sun Ping Road, Est. 1931.

Pages: Eight, $14\frac{1}{2} \times 20$ inches.

Circulation: 2,000.

SZEYANG (Province of Kiangsu)

A city on grand Canal in Northern Kiangsu. Population 222,998.

CHINESE LANGUAGE DAILY

HUAI BING JIH PAO (Szeyang Daily News)

(淮濱日報)

Published at East Gate; Est. 1931.

Pages: Four, $9 \times 12\frac{3}{4}$ inches.

Circulation: 500.

TAISAN (Province of Kwangtung)

One of the cities neighboring Canton in the estuary of the Pearl River. Population 520,000.

CHINESE LANGUAGE DAILIES

MIN KUO JIH PAO (Republican Daily News)

(台山民國日報)

Published at Shien Gien Road. Est. 1931.

Pages: Eight, $14\frac{1}{2} \times 19\frac{1}{2}$ inches.

Circulation: 1,000.

TAISAN, TAITSONG, TAIYUANFU

YU LEARN PAO (The Critic News)

(台山輿論報)

Published at 33 West Street; Est. 1913.

Pages: Ten, $14\frac{1}{2} \times 20$ inches.

Circulation: 4,800.

TAITSONG (Province of Kiangsu) 太倉

A cotton producing center, thirty miles from Kunshan on motor road. Population 284,696.

CHINESE LANGUAGE DAILY

PING MIN JIH PAO (The Popular Voice)

(平民日報)

Published at Fei Yun Chiao Bridge; Est. 1933.

Pages: Four 7×11 inches.

Circulation: 1,000.

TAIYUANFU (Province of Shansi)

Provincial capital, terminus of the Cheng Tai Railway (140 miles long) which connects with the Peiping-Hankow Line at Shihkiachwang, 172 miles south of Peiping also center of motor roads radiating to all parts of the province. Population about 260,000.

CHINESE LANGUAGE DAILIES

CHIN YANG JIH PAO (Shansi Daily Press)

(晉陽日報)

Published at 80 Huan Zie Street; Est. 1906.

Pages: Eight to ten, 14×20 inches.

Circulation: 3,200.

TAIYUANFU

HWA WEN VAN PAO (Chinese Evening News)

(華聞晚報)

Published at 36 Sin Tao Street; Est. 1931.

Pages: Four, $9\frac{1}{2} \times 13$ inches.

Circulation: 1,000.

PING CHOW SIN PAO (Shansi Daily News)

(并州新報)

Published at 2 North Street, Est. 1917.

Pages: Eight, $13\frac{1}{4} \times 20$ inches.

Circulation: 3,400.

SHANSE JIH PAO (Shansi Daily News)

(山西日報)

Published at Hsin Ming St.; Est. 1916.

Pages: Eight to Ten, 14×20 inches.

Circulation: 3,000.

MING SING PAO (Star Paper) (明星報)

Published at 12 Sin Min Road; Est. 1932.

Pages: Four, 9×13 inches.

Circulation: 3,200.

TAIYUAN JIH PAO (Taiyuan Daily News)

(太原日報)

Published at Tai Yuan No. 63 Chiao Street; Est. 1932.

Pages: Sixteen, $13\frac{1}{2} \times 19$ inches.

Circulation: 4,190.

TAIYUANFU, TAIHSIEN

HSIN CHUNG PAO (新中報)

Published in the capital; Est. 1933.

Pages: Four, 14×20 inches.

Circulation: 3,000.

TAIYUEN VAN PAO (Taiyuen Evening News)

(太原晚報)

Published at Lung Wang Miao Street; Est. 1931.

Pages: Four, $9\frac{1}{2} \times 14\frac{1}{2}$ inches.

Circulation: 800.

CHINESE LANGUAGE WEEKLIES

DONG CHUN (Children's Bell) (童鐘)

Published at the Provincial Model High School; Est. 1932.

Pages: Eight, $5\frac{1}{2} \times 8$ inches.

Circulation: 2,000.

SHANG CHIEN BU HUA CHOW PAO (Country Weekly) (鄉鎮白話週報)

Published at Dragon King St.; Est. 1931.

Pages: Eight, 9×13 inches.

Circulation: 6,000.

TAIHSIEN (Province of Kiangsu)

Market town on the Grand Canal in Northern Kiangsu.
Population 200,000.

CHINESE LANGUAGE DAILIES

TAIHSIEN, TAIKU, TANYANG

KIANG TUNG JIH PAO (江東日報)

(East of Yangtze River Daily News)

Published at the front of district government;
Est. 1930.

Pages: Four, 10×14½ inches.

Circulation: 1,500.

TAI PAO (Taishien News) (泰報)

Published at City Temple, Est. 1910.

Pages: Four, 14¼×19½ inches.

Circulation: 1,100.

TAIKU (Province of Shanse)

An important town close to the Capital, on the Tungpu Railway. Population 100,000.

CHINESE LANGUAGE WEEKLY

TAI KU WEEKLY (太谷星期報)

Published at Nan Chuen Ko To Ang; Est. 1919.

Pages: Twelve, 13×20 inches (Litho process)

Circulation: 540.

TANYANG (Province of Kiangsu)

Situated on the Shanghai-Nanking Railway, 132 miles from Shanghai. Population 453,462.

CHINESE LANGUAGE DAILY

TANYANG, TAoyUAN, TATUNG

TANYANG SHIH PAO (Tanyang Times) (丹陽時報)

Published at Tanyang Park; Est. 1933.

Pages: Four, 10×13 inches.

Circulation: 400.

TAoyUAN (Province of Hunan)

A city situated at the north part of Hunan. Connected with Changteh by motor road. Population 190,765.

CHINESE LANGUAGE DAILY

TAoyUAN TUNG HSU PAO (Taoyuan Popular Press) (桃源通俗報)

Published at Ma Hou Street; Est. 1928.

Pages: Four, 9¼×14 inches.

Circulation: 500.

TATUNG (Province of Anhwei)

A commercial center situated along Yangtze River. Population 800,000.

CHINESE LANGUAGE DAILY

SIN TATUNG PAO (New Tatung Press) (新大通報)

Published at Tatung; Est. 1929.

Pages: Six, 9×13¾ inches.

Circulation: 1,700.

THE
SOCIAL
WELFARE
(YIH SHIH PAO)

益世報

Backed by a history of over twenty years, it is a daily devoted to the interests of Chinese Catholics. It is an independent paper, free of political influence. Printed by a large German rotary press at an hourly output of 30,000 copies of 16 pages, it has a circulation of over 100,000 covering the whole country. 170 people work in its editorial department. The best advertising medium to cover the provinces in North China.

YIH SHIH PAO
TIENTSIN

TIENTSIN

TIENTSIN (Province of Hopeh)

Important treaty port on Peiho River, 35 miles from the coast and 80 miles from Peiping. Station on Peiping-Moukden Railway and Northern terminus of Tientsin Pukow Railway. Population about 1,250,000 including about 10,000 foreigners.

CHINESE LANGUAGE DAILIES

DA CHUNG SHIH PAO (The Justice) (大中時報)
Published at 20 Main Street, Italian Concession;
Est. 1929.
Pages: Eight, 14×20 inches.
Circulation: 5,000.

DA KUNG PAO (L'Impartial) (大公報)
Published at 161 30th Road, French Concession;
Est. 1902
Columns: Twelve, 1¾ inches deep and 16 inches wide.
Pages: Twelve to fourteen, 16×20 inches.
Circulation: Publisher's statement 100,000.

MIN PAO (The People) (民報)
Published at Shu Mo Street, Japanese Concession;
Est. 1928.
Pages: Eight, 14×20 inches.
Circulation: 15,000.

TIENTSIN SHANG PAO (Commercial Daily News) (天津商報)
Published at 24th Road; Est. 1928.
Pages: Twelve, 14×20 inches.
Circulation: 6,000.

NORTH CHINA STAR

報星明北華

Morning newspaper, established 1918, appears every day in the year, Sundays and holidays included. Circulation, more than 3,700 copies daily with increase on Sundays, exceeds combined circulation of its two nearest competitors among English language papers north of Shanghai, 14 to 18 pages daily; 22 to 46 Sundays. The "Star" carries advertisements and news over an area with a population of more than fifty million people. Tientsin is the business center of Hopei Province and the port of supply for all North China. Advertisers have therefore found the "Star" to be the logical paper for advertising their wares among the millions of inhabitants in this territory.

TIENTSIN

WAH PEI SIN WEN (North China Daily News) (華北新聞)

Published at Fourth Street, French Concession
Est. 1922.

Pages: Six, $14\frac{1}{2} \times 20$ inches.

Circulation: 8,000.

YIH SZE PAO (Social Welfare) (益世報)

Published at Main Street, Italian Concession;
Est. 1915.

Columns: Ten, 2 inches deep and 15 inches wide.

Pages: Twelve, 15×20 inches.

Circulation: Publisher's statement 100,000.

YUNG PAO (Tientsin Press) (庸報)

Published at 27 Cousins Road, and affiliated with the Shun Pao of Shanghai; Est. 1926.

Columns: Twelve, $2\frac{1}{2}$ or $1\frac{3}{4}$ inches deep and $14\frac{1}{2}$ inches wide.

Pages: Twelve to fourteen, $14\frac{1}{2} \times 20\frac{1}{2}$ inches.

Circulation: Publisher's statement 21,000.

ENGLISH LANGUAGE DAILIES

NORTH CHINA STAR (華北明星)

Published by the North China Star Co. (American), Dr. Charles James Fox, (Publisher) at 78 Rue Pasteur, French Concession, mornings including Sundays. (Cable address: Star); Est. 1918.

Columns: Seven, 20 inches; 12 ems.

Pages: 12 to 16, $14\frac{1}{2} \times 20$ inches.

Circulation: Publisher's statement daily average 3,700 copies.

Subscription Rates: year \$10.00; 6 months, \$5.00; (Including domestic postage). Postage to foreign countries extra.

PEKING & TIENTSIN SUNDAY TIMES

報期星時唔泰津京

Profusely illustrated and containing topical, social and sports feature sections, the Peking & Tientsin Sunday Times has rapidly become one of the most influential publications in North China's most important and densely populated area. Its appeal to every member of the family, and consequent outstanding value as an advertising medium, has contributed greatly to this success.

PEKING AND TIENTSIN TIMES*

Published by The Tientsin Press, Ltd. (British),
at 181 Victoria Road; mornings except Sunday;
Est. 1894.

Columns: Seven, 20 inches; 12 ems.

Pages: 14 to 16, $14\frac{1}{2} \times 20$ inches.

Circulation: Publisher's statement 3,000.

*See *Peking & Tientsin Sunday Times*.

GERMAN LANGUAGE DAILY

DEUTSCH-CHINESISCH NACHRICHTEN

Published every morning at 10-22 Woodrow
Wilson Street, (P. O. Box 80); Est. 1929.

Columns: Six, 16 inches; $1\frac{3}{4}$ inches.

Pages: 24 to 36, $10\frac{1}{2} \times 16$ inches.

Circulation: Publisher's statement 2,500.

JAPANESE LANGUAGE DAILIES

KEISHIN NICHI-NICHI SHIMBUN, The

Published at Kiu Kai every morning and even-
ing. Est. 1920.

Columns: twelve; $1\frac{5}{8}$ inches.

Pages: four; $14\frac{1}{4} \times 20\frac{1}{4}$ inches.

Circulation: 2,500.

RUSSIAN LANGUAGE DAILY

NASHA ZARIA, THE

Published every morning excluding Mondays, at 302-4 The Bund; Tientsin. Est. 1928. Cable Address "Zaria" Editor: I. L. Miller. Publisher: O. V. Lembich.

Columns: Seven, 20 inches; 12 ems.

Pages: 8 to 16, $14\frac{1}{2} \times 20$ inches.

Circulation: Publisher's statement 1,500.

ENGLISH LANGUAGE WEEKLY

PEKING & TIENTSIN SUNDAY TIMES*

Published by the Tientsin Press, Ltd., (British) at 181 Victoria Road, Tientsin, every Sunday morning.

Columns: Seven, 20 inches \times 12 ems.

Pages: 24, $14\frac{1}{2} \times 20$ inches.

Circulation: Publisher's statement 2,250.

*See Peking & Tientsin Times.

CHINESE LANGUAGE WEEKLIES

CHUNG WAH WAH PAO (Chinese Pictorial)

(中華畫報)

Published at 10 Zen Wu Li, No. 33 Road; Est. 1932.

Pages: Four, 9×14 inches.

Circulation: 5,000.

FENG YUEH WAH PAO (風月畫報)

Published thrice weekly at 195 Cheu Shan Street, French Concession; Est. 1932.

Pages: Four, 9×14 inches.

Circulation: 1,000.

HSIN TIENTSIN WAH PAO (新天津畫報)

(New Tientsin Pictorial News)

Published at Main Street, French Concession; Est. 1934.

Pages: Four, $8\frac{3}{4} \times 14$ inches.

Circulation: 2,000.

KUO WEN CHOW PAO (National News Weekly)

(國聞週報)

Published at 161, No. 30th Road; Est. 1924.

Pages: 80, 6×8 inches.

Circulation: Publisher's statement 20,000.

T YA CHOW PAO (Sporting Weekly) (體育週報)

Published at 26 French Concession; Est. 1932.

Pages: 30, 6×9 inches.

Circulation: 10,000.

PICTORIAL NEWS OF HOPEH FIRST MUSEUM

(河北第一博物院畫報)

Published by Hopeh First Museum; Est. 1934.

Pages: Four, $9\frac{1}{4} \times 13\frac{1}{2}$ inches.

Circulation: 500.

PEI-YANG PICTORIAL NEWS THE (北洋畫報)

Published thrice weekly at 23th Road, French Concession; Est. 1931.

Pages: Four, $9\frac{1}{2} \times 14\frac{3}{4}$ inches.

Circulation: 2,500.

TIENTSIN SHANPAO ILLUSTRATED REVIEW

THE (天津商報畫刊)

Published thrice weekly at 23rd. Road, French Concession; Est. 1930.

Pages: Four, 9×14 inches.

Circulation: 1,000.

TRAVEL WEEKLY (旅行週報)

Published at 24 Shih Kai Lee, London Road; Est. 1934.

Pages: Twenty-eight, 6×9¼ inches.

Circulation: Publisher's statement 10,000.

YU I WAH PAO (Amusement Pictorial News)

(游藝畫報)

Published at Shing Lung Street, Second Special District; Est. 1934.

Pages: Eight, 6¾×8¾ inches.

Circulation: 700.

CHINESE LANGUAGE MONTHLIES

FONG CHOU YU KAN (方舟月刊)

Published at 15th Road, Italian Concession; Est. 1934.

Pages: Sixty-two, 5½×8½ inches.

Circulation: 1,000.

CHINESE LANGUAGE TABLOIDS

CHIH SING JIH PAO (New Rule Daily News)

(治新日報)

Published at Sze King Road, Third Special District; Est. 1932.

Pages: Four, 9×14 inches.

Circulation: 14,000.

CHUNG HWA SIN WEN PAO (中華新聞報)

Published Ding Sin Lee, French Concession; Est. 1932.

Pages: Four, 9½×13¼ inches.

Circulation: 1,000.

CHUNG NAN PAO (中南報)

Published at South Market; Est. 1929.

Pages: Four, 10×14 inches.

Circulation: Publisher's statement 10,000.

DA PAO (Big Press) (大報)

Published at 195 Cheu Shan Street; Est. 1934.

Pages: Four, 9½×14¼ inches.

Circulation: 3,000.

HSIAO PAO (Morning News) (曉報)

Published at South Market; Est. 1932.

Pages: Four, 9×14 inches.

Circulation: 2,000.

HSIN TIENTSIN (New Tientsin Press) (新天津)

Published at Main Street, Italian Concession; Est. 1925.

Pages: Sixteen, 9¾×14 inches.

Circulation: Publisher's statement 12,000.

HSIN TIENTSIN VAN PAO (新天津晚報)

(New Tientsin Evening Edition)

Published at Main Street, Italian Concession; Est. 1925.

Pages: Four, 9¾×14¼ inches.

Circulation: 5,000.

TIENTSIN

KUAI PAO (Express) (快報)

Published at Chiang Tsu Ho Road, First Special District; Est. 1928.

Pages: Eight, $9 \times 14\frac{1}{2}$ inches.

Circulation: 8,000.

KUO CHIANG PAO (Strong Country's Press) (國強報)

Published at Bing An Street; Est. 1918.

Columns: Seven, 2 inches deep and 9 inches wide.

Pages: Four, 9×14 inches.

Circulation: Publisher's statement 10,000.

PA WAH ZEN PAO (Common Language Morning News)

(白話晨報)

Published at Kwong Sin Street; Est. 1912.

Pages: Four, $10 \times 13\frac{3}{4}$ inches.

Circulation: 2,000.

PEI HUA VAN PAO (Daily Language Press)

(白話晚報)

Published at Kwang Hsin Street; Est. 1912.

Pages: Four, $9\frac{1}{2} \times 14$ inches.

Circulation: 18,000.

SHIH CHEIH CHENG PAO (World Morning Press)

(世界晨報)

Published at Da King Road; Est. 1934.

Pages: Four, $9\frac{1}{4} \times 13\frac{3}{4}$ inches.

Circulation: 1,500.

SHIU JIH PAO (Red Sun News) (旭日報)

Published at Central Kwang Hsin Street; Est. 1912.

Pages: Two, 14×12 inches.

Circulation: 1,000.

TIENTSIN

SIN PAO (New Press) (新報)

Published at Kwang Hsin Street; Est. 1928.

Pages: Two, $14 \times 12\frac{1}{2}$ inches.

Circulation: 12,000.

TIEN FOONG PAO (天風報)

Published Erh King Road, Third Special District; Est. 1929.

Pages: Four, $9\frac{1}{2} \times 14$ inches.

Circulation: 5,000.

TIENTSIN CHENG PAO (Tientsin Morning News)

(天津晨報)

Published at Main Street, Second Special District; Est. 1904.

Pages: Four, $9 \times 13\frac{3}{4}$ inches.

Circulation: 3,000.

TIENTSIN JIH PAO'S VAN KAN (天津日報晚刊)

(Tientsin Daily Press' Evening Supplement)

Published at Foo Tao Street, Japanese Concession Est. 1929.

Pages: Four, $9\frac{1}{4} \times 14$ inches.

Circulation: 2,000.

TIENTSIN PING PAO (天津平報)

Published at 38-40 Main Road, Italian Concession; Est. 1921.

Pages: Four, $9\frac{1}{2} \times 14\frac{1}{4}$ inches.

Circulation: Publisher's statement 12,000.

TIENTSIN

TIENTSIN SHIH PAO (Tientsin Times) (天津時報)

Published at 38-40 Main Road, Italian Concession; Est. 1921.

Pages: Four, $9\frac{1}{4} \times 14\frac{1}{4}$ inches.

Circulation: Publisher's statement 10,000.

TIENTSIN TSIN PAO (Tientsin Crystal Press)

(天津晶報)

Published at Kun Wei Road, New Railway Station; Est. 1930.

Pages: Ten, $9\frac{1}{4} \times 14\frac{1}{4}$ inches.

Circulation: 4,000.

TIENTSIN VAN PAO (Tientsin Evening News)

(天津晚報)

Published at 1 Main Street, Second Special District; Est. 1904.

Pages: Four, $8\frac{3}{4} \times 13\frac{1}{4}$ inches.

Circulation: 4,000.

TIENTSIN WU PAO (Tientsin Noon News)

(天津午報)

Published at Main Street, Second Special District; Est. 1911.

Pages: Twelve, $10 \times 13\frac{1}{4}$ inches.

Circulation: 28,000.

TUNG FONG JIH PAO (Eastern Daily News)

(東方日報)

Published at 14 East Street, Italian Concession; Est. 1930.

Pages: Four, $9\frac{1}{2} \times 14$ inches.

Circulation: 2,000.

TIENTSIN, TIENSHUI, TONGSHAN

WAH PEI VAN PAO (North China Evening News)

(華北晚報)

Published at Fourth Street, French Concession; Est. 1927.

Pages: Four, $10 \times 13\frac{1}{2}$ inches.

Circulation: 8,000.

YIH SZE PAO VAN KAN (益世報晚刊)

(Social Welfare's Evening Supplement)

Published at Main Street, Italian Concession; Est. 1930.

Pages: Four, $9\frac{1}{2} \times 13\frac{3}{4}$ inches.

Circulation: 7,000.

TIENSHUI (天水) (Province of Kansu)

A remote city in the northwest of the province where the Wei river has its source to flow through a fertile Loess valley into Shensi.

LUNGNAN MIN SHENG JIH PAO

(隴南民聲日報)

Published at 146 Big City; Est. 1934.

Pages: Four, 9×14 inches.

Circulation: 1,500.

TONG SHAN (Province of Hopei)

An industrial center in the vicinity of Tientsin, at the mouth of Peiho River. Population 70,000.

CHINESE LANGUAGE DAILY

TONGSHAN, TSINANFU

KUNG SHANG JIH PAO (唐山工商日報)
(Industrial & Commercial Daily News)
Published at 5 Ton Zen Li, Lien Si St., Est. 1931.
Pages: Six, $9\frac{1}{4} \times 13\frac{1}{4}$ inches.
Circulation: 2,000.

HSIN TONGSHAN PAO (News Tongshan Press)
Published daily at 15 Sui Mei Kai; Est. 1935.
Pages: Four, $8\frac{1}{2} \times 14$ inches.
Circulation: 1,500.

TSINANFU (Province of Shantung)

Provincial capital, western terminus of Kiao-tsi Railway, important station on Tientsin-Pukow Railway. Population about 600,000

CHINESE LANGUAGE DAILIES

CHENG PAO (True Press) (誠報)
Published at 19 Jen Mei Li, Wei Sze Road; Est. 1931.
Pages: Eight, 14×19 inches.
Circulation: 3,000.

HWA PEI SIN WAN (North-China News)
(華北新聞)
Published at Wei Chia Chang; Est. 1932.
Pages: Eight, 10×14 inches.
Circulation: 1,000.

LI YA SIN WEN (Tsinan News) (歷下新聞)
Published at 10 Hau Ying Fong Street; Est. 1931.
Pages: Six, 14×20 inches.
Circulation: 2,000.

TSINANFU

PING MIN JIH PAO (People's Daily News)
(平民日報)
Published at No. 64 North 6th Cross Road; Est. 1921.
Pages: Eight, 12×18 inches.
Circulation: 3,700.

SHANTUNG JIH PAO (Shantung Daily News)
(山東日報)
Published at 8 Great Street, West Gate; Est. 1932.
Pages: Eight, $13\frac{1}{2} \times 19$ inches.
Circulation: 5,000.

SHAO CHEN PAO (Tiny True Press) (小誠報)
Published at 19 Jin Mei Li, Wei Sze Road; Est. 1931.
Pages: Four, $9\frac{3}{4} \times 14$ inches.
Circulation: 1,000.

TSINAN DA WAN PAO (濟南大晚報)
(Tsinan Great Evening News)
Published at King Shih Road; Est. 1933.
Pages: Four, $10 \times 14\frac{1}{2}$ inches.
Circulation: 800.

TUNG HSU JIH PAO (Traditional Daily News)
(通俗日報)
Published at 99 Hou Tsai Men; Est. 1921.
Pages: Six, $14\frac{1}{4} \times 20$ inches.
Circulation: 3,000.

TSINANFU, TSINGYUAN, TSINGKIANG

TSINAN JIH PAO (Tsinan Daily News)

(濟南日報)

Published outside of Poo Li Gate; Est. 1916.

Pages: Four, 12×18 inches.

Circulation: 5,800.

TSINAN VAN PAO (Tsinan Evening News)

(濟南晚報)

Published at King Lu Road; Est. 1929.

Pages: Eight, 13×19 inches.

Circulation: Publisher's statement 8,000.

TSINGYUAN (Province of Kwangtung)

A city situated at the middle part of Kwangtung. Connected with the Canton-Chukiang Railway by motor road. Population 516,900.

CHINESE LANGUAGE DAILY

TSINGYUAN JIH PAO (Tsingyuan Daily News)

(清遠日報)

Published at Chung Hwa Road; Est. 1930.

Pages: Four, 15×20 inches.

Circulation: 3,200.

TSINGKIANG (Province of Kiangsu)

A city on the Yangtze River, near Kiangying. Population 60,000.

CHINESE LANGUAGE DAILY

TSINGKIANGPU

TSINGKIANG JIH PAO (Tsingkiang Daily News)

(靖江日報)

Published at New street, inside the city; Est. 1928.

Pages: Four, 9×14 inches.

Circulation: 700.

TSINGKIANGPU (Province of Kiangsu)

Market town on the Grand Canal in Northern Kiangsu. Population 150,000.

CHINESE LANGUAGE DAILIES

KIANG PEI JIH PAO (North Yangtse Daily News)

(江北日報)

Published at 1 Tsao Shih Kow St.; Est. 1920.

Pages: Four, 9×13½ inches.

Circulation: 1,200.

SIN SHANG PAO (New Commercial Press)

(新商報)

Published at Old General's Building; Est. 1933.

Pages: Four, 9½×13 inches.

Circulation: 2,700.

SOO PEI JIH PAO (North Kiangsu Daily News)

(蘇北日報)

Published at 27 Fire Temple St.; Est. 1932.

Pages: Four, 9×13¾ inches.

Circulation: 1,500.

TSINGPU, TSINGTAO

TSINGPU (Province of Kiangsu)

A city 34 miles from Shanghai. Population 204,700.

CHINESE LANGUAGE DAILY

TSINGPU MIN CHUN JIH PAO (Tsingpu Populace)

(青浦民衆日報)

Published at Shui Tan Lane; Est. 1930.

Pages: Four, 9×13 inches.

Circulation: Publisher's statement 2,500.

TSINGTAO (Province of Shantung)

Seaport on Kiaochow Bay, 300 miles North of Shanghai, eastern terminus of the Shantung Railway which connects with the Tientsin-Pukow Railway at Tsinanfu, Population about 200,000. Tsingtao was formerly a German leased territory but was captured by Japan at the outbreak of the Great War and returned to China in 1922. A popular summer resort for residents of Shanghai.

CHINESE LANGUAGE DAILIES

CHAO AU JIH PAO (Shantung Daily Gazette)

(膠澳日報)

Published at 8 Observatory Road; Est. 1931.

Pages: Twelve, 9×13½ inches.

Circulation: 2,000.

TSINGTAO

CHAO TSI JIH PAO (膠濟日報) (Chaochow & Tsinan Daily News)

Published at 58 Kwangsi Road; Est. 1931.

Pages: Eight, 13¼×20 inches.

Circulation: 3,200.

CHENG PAO (Precise Press) (正報)

Published at 17 Fei Cheng Road; Est. 1928.

Pages: Twelve, 14×20 inches.

Circulation: 1,500.

DA TSINGTAO PAO (Great Tsingtao Press) (大青島報)

Published at Chung San Road; Est. 1914.

Pages: Twelve, 15×20 inches.

Circulation: 7,000.

KIAO AU TONG SIN JIH PAO (膠澳通信日報) (Kiaochow Daily News)

Published at 8 Observatory Road; Est. 1920.

Pages: Eight, 9×13¾ inches.

Circulation: 1,000.

KUNG SHANG SIN PAO (工商新報) (Industrial and Commercial News)

Published at 4 Ping Yuan Road; Est. 1929.

Pages: Ten, 14×19½ inches.

Circulation: 3,600.

PING MIN PAO (Common People's Press) (平民報)

Published at 8 Chufu Road; Est. 1925.

Pages: Twelve, 14×20 inches.

Circulation: 5,000.

KWA PAO (The Express) (快報)

Published at Kwan Chen Road; Est. 1931.

Pages: Eight, 14×20 inches.

Circulation: 1,000.

KWAN HWA JIH PAO (China Daily News)

(光華日報)

Published at 67 Po Shan Road; Est. 1929.

Pages: Eight, 14×20 inches.

Circulation: 2,700.

SIN TSINGTAO PAO (New Tsingtao Press)

(新青島報)

Published at 4 Hsin Hsien Road, Morning; Est. 1919.

Pages: Eight, 14×20 inches.

Circulation: 3,200.

TSINGTAO CHENG PAO (Tsingtao Morning News)

(青島晨報)

Published at 75 Chefoo Road; Est. 1932.

Pages: Twelve, 14½×20 inches.

Circulation: 1,200.

TSINGTAO JIH PAO (Tsingtao Daily News)

(青島日報)

Published at 90 Kuan Hsien Road; Est. 1932.

Pages: Six to Eight, 14½×20 inches.

Circulation: 1,800.

TSINGTAO KUNG PAO (Tsingtao Public News)

(青島公報)

Published at 6 Yu Chen Road; Est. 1932.

Pages: Four, 14×20 inches.

Circulation: 1,000.

TSINGTAO MING PAO (Tsingtao People's Press)

(青島民報)

Published at 40 Fukien Road; Est. 1930.

Pages: Twelve to Fourteen, 14×20 inches.

Circulation: 7,400.

TSINGTAO SHIH PAO (Tsingtao Times)

(青島時報)

Published at 17 Lan Shan Road; Est. 1924.

Pages: Twelve, 14½×20 inches.

Circulation: 7,800.

ENGLISH LANGUAGE DAILY

TSINGTAO TIMES

Published by the Tsingtao Times Co., every morning except Monday at 1 Hsin Tai Road, (Cable address; "Times") Mr. Colin Stockwell,

Manager and Editor; Est. 1924.

Columns: Six, 19 inches; 13 ems.

Pages: Twelve, 14×19 inches.

Circulation: Publisher's statement 1,500 copies daily average.

JAPANESE LANGUAGE DAILY

TSINGTAO, TSUNGMING TSUNGTEH

SEITO SHIMPO, THE

Published every morning including Sundays, at
158 Chung San Road, (P.O. Box 73).

Columns: Twelve, $14\frac{3}{4} \times 1\frac{1}{2}$ inches.

Pages: 8 to 12, $14\frac{1}{4} \times 20$ inches.

Circulation: Publisher's statement daily average
5,000 copies.

TSUNGMING (Province of Kiangsu)

*An island in the Estuary of Yangtze River, 20 miles from
Shanghai. Population 50,000.*

CHINESE SEMI-WEEKLY

SIN TSUNG PAO (New Tsungming Press)

(新崇報)

Published at north gate; Est. 1933.

Pages: Two, $9 \times 12\frac{3}{4}$ inches.

Circulation: 1,500.

TSUNGMING PAO (Tsungming Press) (崇明報)

Published at Van An Chong; Est. 1931.

Pages: Four, 9×14 inches.

Circulation: 2,000.

TSUNGTEH (Province of Chekiang)

A city 30 miles from Hangchow. Population 70,000.

CHINESE LANGUAGE SEMI-WEEKLY

TUNGTAI, TZESHING, WANHSIEN

SIN TSUNGTEH MIN PAO (新崇德民報) (New Tsungteh People's News)

Published at Tsungteh District Party Head-
quarters; Est. 1929.

Pages: Two, 14×19 inches.

Circulation: 300.

TUNGTAI (Province of Kiangsu)

TUNGTAI PAO (東臺報)

Published at Hu Tu Siao Kai; Est. 1922.

Pages: Four, 9×13 inches.

Circulation: 650.

TZESHING (Province of Hunan)

A city in the south part of Hunan. Population 168,925.

CHINESE LANGUAGE SEMI-WEEKLY

TZESHING MIN KAN (Tzeshing People's Press) (資興民刊)

Published in The Bureau of Finance; Est. 1933.

Pages: Four, $8\frac{1}{2} \times 13\frac{1}{2}$ inches.

Circulation: 300.

WANHSIEN (Province of Szechuen)

*The first great river port in Szechuen above the Yangtze
gorges. Population 300,000.*

WANHSIEN, WENCHOW

WANHSIEN JIH PAO (Wanhsien Daily News)

(萬縣日報)

Published at Wanhsien, morning daily; Est. 1931.

Columns: Eight, 24×13 inches.

Pages: Four, 13×18 inches.

Circulation: 800.

WENCHOW (Province of Chekiang)

*A sea port, and treaty port 60 miles south of Ningpo.
Population 90,000.*

CHINESE LANGUAGE DAILY

AO HAI MIN PAO (Wenchow People's Press)

(甌海民報)

Published at 20 Iron Well Street; Est. 1928.

Pages: Four, 13×18 inches.

Circulation: 2,100.

CHE AO JIH PAO (Wenchow Daily News)

(浙甌日報)

Published at Fu Hsiao St.; Est. 1930.

Pages: 9×15 inches.

Circulation: 7,890.

MIN CHUN JIH PAO (General Public's Daily News)

(永嘉民衆日報)

Published at Yen Kung Temple, Yung Kai Shien;
Morning; Est. 1932.

Pages: Four. 13×20 inches.

WENCHOW, WUHU

SIN AO CHOW PAO (New Wenchow Pao)

(新甌潮報)

Published at Shien Chien Tur De; Est. 1930.

Pages: Four to six, 14¾×20 inches.

Circulation: 500.

WENCHOW SHANG PAO (溫州商報) (Wenchow Commercial News)

Published at New Street; Est. 1929.

Pages: Four, 12×14 inches.

Circulation: 1,700.

WENCHOW SIN PAO (Wenchow News Press)

(溫州新報)

Published at 5 Kao Kung Bridge, Fifth Road;
Est. 1932.

Pages: Four, 14½×20 inches.

Circulation: 500.

WUHU (Province of Anhwei)

A commercial port situated at the south bank of Yangtze River. It is the first rice producing center in China. Population 298,469.

CHINESE LANGUAGE DAILY

HUAN KIANG JIH PAO (Wuhu Daily News)

(皖江日報)

Published at 41 Chung Shan Road; Est. 1914.

Pages: Ten to Twelve, 14½×19½ inches.

Circulation: 2,500.

WUCHANG, WUCHOW

WUHU KUNG SHANG JIH PAO (蕪湖工商日報)
(Wuhu Industrial and Commercial Daily News)
Published at 128 Second Street; Est. 1915.
Pages: Ten, 14½×19½ inches.
Circulation: 2,500.

WUHU TAO PAO (Wuhu Directing Press)
(蕪湖導報)
Published at Great Garden; Est. 1933.
Pages: Eight, 14½×19½ inches.
Circulation: 1,500.

*WUCHANG (Province of Hupeh)

*See Hankow

CHINESE LANGUAGE DAILY

SIN HANKOW JIH PAO (新漢口日報)
(New Hankow Daily Press)
Published at 7 Sze Gate; Est. 1931.
Pages: Four, 9×14¼ inches.
Circulation: 6,000.

WUCHOW (Province of Kwangsi)

A treaty port, principal entreport for the province of Kwangsi. Population 100,000.

CHINESE LANGUAGE DAILIES

WUCHOW, WUKIANG

DA KUNG PAO (L'Empartial) (大公報)
Published at 25 Da Chung Road; Est. 1931.
Pages: Eight, 14×19 inches.
Circulation: 5,000.

MIN KUO JIH PAO (Republican Daily News)
(民國日報)
Published at Ta Nan Road; Est. 1929.
Pages: Twelve, 14×20 inches.
Circulation: 2,500.

WU CHOW JIH PAO (梧州日報)
Published at 51 Da Van Road; Est. 1934.
Pages: Eight, 14½×19 inches.
Circulation: 4,000.

WUKIANG (Province of Kiangsu)

A city on the Great Canal, near Soochow. Population 275,477.

CHINESE LANGUAGE DAILY

WUKIANG JIH PAO (Wukiang Daily News)
(吳江日報)
Published at Pei Hsei Dong; Est. 1931.
Pages: Four, 9×14 inches.
Circulation: 600.

WUKIANG, WUSIH

WUKIANG MORNING POST (吳江晨報)

Published at 4 Lichee St, Chentseh town. Est. 1935.

Pages: Four, 13×19 inches.

Circulation: 1500.

WUSIH (Province of Kiangsu)

Important manufacturing center on the Nanking-Shanghai Railway, 108 miles from Shanghai, population 899,291. Local industries include 45 steam filatures, 5 flour mills, 9 cotton miles, 18 textile weaving plants, soap factories, bean mills, etc.

CHINESE LANGUAGE DAILIES

HSIN WUSIH PAO (New Wusih) (新無錫報)

Published at Shu Yuan Lane; Est. 1911.

Pages: Four, 12×19 inches.

Circulation: 2,000.

HSIN MIN PAO (新民報)

Published at Si Dakai; Est. 1934.

Pages: Four, 13×19 inches.

Circulation: 600.

JEN PAO (人報)

Published at The Library Road; Est. 1930.

Pages: Four, 13×19, inches.

Circulation: 2,000.

KUO MIN DAO PAO (Citizen's Guide)

(國民導報)

Published at 1 Library Lane; Est. 1928.

Pages: Four, 14×20 inches.

Circulation: 1,400.

WUSIH, WUYUEH YANGCHOW

SIH PAO (Wusih Press) (錫報)

Published at School Lane; Est. 1917.

Pages: Four, 14½×20 inches.

Circulation: 3,000.

SIN WEN WEI PAO (新聞彙報)

Published every five days at 33 Lu Hua St.; Est. 1935.

Pages: Four, 13×19 inches.

Circulation: Publisher's statement 500.

WU YUEH (Province of Hupeh)

A river port situated midway between Kiukiang and Hankow.

WU YUEH JIH PAO (Wuyueh Daily News)

(武穴日報)

Published at Wu Yu Tangpu; 1932.

Pages: Four, 8½×13¼ inches.

Circulation: 900.

YANGCHOW (Province of Kiangsu)

A Yangtsze River port, opposite Chinkiang. Population of district 1,139,424, of city 166,957.

CHINESE LANGUAGE DAILIES

The

Chung Hwa Jih Pao

(CHINA DAILY NEWS)

Yangchow

中華日報

IS THE LEADING PAPER PUBLISHED
IN YANGCHOW. AN ADVERTISEMENT
IN THIS PAPER WILL SURELY
OBTAIN THE BEST RESULT.

LARGEST CIRCULATIONS
BEST ADVERTISING MEDIUM

YANGCHOW

CHUNG HWA JIH PAO (China Daily News)

(中華日報)
Published at 6 Bath house St.; Est. 1932.
Pages: Four, $14\frac{1}{2} \times 19\frac{3}{4}$ inches.
Circulation: 2,500.

DA KIANG PEI JIH PAO (大江北日報)

(Great North Yangtze Daily Press)
Published at 8 Hsieh Chia Bridge; Est. 1920.
Pages: Four, 14×19 inches.
Circulation: 900.

HWEI YANG JIH PAO (Yangchow Daily News)

(淮揚日報)
Published at 20 Chiu Chen Shih Lane; Est. 1918.
Pages: Four, 10×14 inches.
Circulation: 2,400.

KIANG HWEI SIN PAO (Yangchow New Press)

(江淮新報)
Published at Great Street, Doong Chuan Gate;
Est. 1920.
Pages: Four, 13×20 inches.
Circulation: 1,200.

KIANGPEI SHANG WU PAO (江北商務報)

(Yangchow Commercial Press)
Published at West Second Big Alley, Library
Bridge; Est. 1928. (every other edition).
Pages: Four, 13×19 inches.
Circulation: 1,240.

YANGCHOW, YENGCHENG, YINGKOW

KIANGTU MIN PAO (Yangchow Peoples' Press)

(江都民報)

Published at 8 Hsio Chia Chia Well: Est. 1933.

Pages: Four, 13×20 inches.

Circulation: 800.

MIN I JIH PAO (People's Idea Press) (民意日報)

Published at 5 Lee Kuan Jen Hsiang; Est. 1932.

Pages: Four, 11×16 inches.

Circulation: 1,200.

SIN MIN PAO (New Peoples' Press) (新民報)

Published at 5 Chang Tong Lane; Est. 1929.

Pages: Four, 13×19 inches.

Circulation: Publisher's statement 3,000.

YENGCHENG (Province of Kiangsu)

A city in the east part of Kiangsu. Population 452,324.

CHINESE LANGUAGE DAILY

MING SUNG JIH PAO (People's Voice)

(民聲日報)

Published at 15 West Main Street; Est. 1932.

Pages: Four, 9×14 inches.

Circulation: 1,000.

YINGKOW (Province of Liaoning)

A treaty port also known as Newchang, terminus of a branch of the South Manchuria Railway. Population about 100,000.

YINGKOW, YUNNANFU

CHINESE LANGUAGE DAILY

YING SHANG JIH PAO (Commercial Daily News)

(營商日報)

Published at East End, Yingkow Street; Est. 1909.

Pages: Six, 13×18½ inches.

Circulation: 1,000.

YUNNANFU (Province of Yunnan)

Provincial capital, connected by railway with the seaport of Haiphong. Population about 280,000.

CHINESE LANGUAGE DAILIES

DA WU WEI PAO (Fearless Press) (大無畏報)

Published at 1 Chen Ning Alley, Sin Wah Street; Est. 1927.

Pages: Four, 12½×19 inches.

Circulation: 2,000.

FU TAN PAO (Renansense Press) (復旦報)

Published at Sen Ping Po, Est. 1929.

Pages: Four, 12×20 inches.

Circulation: 4,000.

KUAN PAO (Equality News) (均報)

Published at 61 Embroidery Street; Est. 1918.

Pages: Four, 13¼×20 inches.

Circulation: 4,000.

YUNNANFU

KUNMING SHIH CHEN JIH KAN (昆明市政日刊)
(Kunming Municipal Work Daily News)
Published 137 Ching Shing Street; Est. 1930.
Pages: Four, 14×20 inches.
Circulation: 2,000.

MIN KUO JIH PAO (Republican Daily News)
(民國日報)
Published at 51 Sewart Road, Kiun Ming Sze;
Est. 1930.
Pages: Eight, 12½×19½ inches.
Circulation: Publisher's statement 50,000.

MIN SING JIH PAO (Press of the People)
(民生日報)
Published daily except Mondays at 40 San Tu
Street; Est. 1929.
Pages: Four, 13×18½ inches.
Circulation: 8,000.

NYI SHENG PAO (Righteous Voice) (義聲報)
Published at 7 Pawnshop Lane, Grain Street;
Est. 1913.
Pages: Five, 13¾×20 inches.
Circulation: 3,800.

SI NAN JIH PAO (South Western Daily News)
(西南日報)
Published at 186 Wu Muo Street; Est. 1916.
Pages: Six, 12¾×20 inches.
Circulation: 3,000.

SIN SHANG PAO (New Commercial Press)
(新商報)
Published at the City Chamber of Commerce;
Est. 1930.
Pages: Four, 14½×20 inches.
Circulation: 1000.

YUNNANFU, YUYAO

YUNNAN JIH PAO (雲南日報)
Published at Van Kai of Confucius Temple;
Est. 1935.
Pages: Four, 14×20 inches.
Circulation: 4,000.

YUNNAN SIN PAO (Yunnan New Press)
(雲南新報)
Published at 177 Tong Zee Street; Est. 1925.
Pages: Four, 12½×19½ inches.
Circulation: 5,400.

ZAO WEI SIN PAO (Social News) (社會新報)
Published at 6 Wen Min Street; Est. 1916.
Pages: Six to eight, 12½×20 inches.
Circulation: 5,000.

YUYAO (Province of Chekiang)
Connected with Ningpo by Shanghai-Hangchow-Ningpo
Railway. Population 229,393.

CHINESE LANGUAGE DAILY

SHENG KONG JIH PAO (舜江日報)
Published at Yuyao city; Est. 1933.
Pages: Four, 13×19 inches.
Circulation: 2,200.

YAO KIANG SIN PAO (Yuyao New Press)
(姚江新報)
Published at 38 Bing Kiang Road; Est. 1933.
Pages: Four, 13×19 inches.
Circulation: Publisher's statement 1,650.

YUYAO MIN KUO JIH PAO (餘姚民國日報)
Published at 10 Fu Chien Road; Est. 1926.
Pages: Four, 14×19½ inches.
Circulation: 1,200.

誌 雜 方 東

EASTERN MISCELLANY

Published since 1904

This periodical has been devoted to the general reading matters in connection with political, social, and economic problems at home and abroad, and is also a recorder of current events. It is not only read by the intelligent class here in China, but widely subscribed by Chinese overseas throughout the world. The only medium to appeal to the highest Chinese purchasing power.

THE COMMERCIAL PRESS, LTD.

Publishers

YUNG PAO

TIENTSIN

Established in 1926

A MODERN DAILY WITH A
CIRCULATION OF 21,000 COPIES.
MOST OF THE READERS ARE
OF STUDENTS AND YOUNGER
CLASSES.

(See details on page 195)

天
津

庸
報

THE Central China Post

HANKOW

The Finest Advertising Medium
in Central China

**SOUND
INFORMING
ACCURATE**

The "Central China Post" has been published in Hankow for more than 25 years and enjoys the confidence of readers of all nationalities. It is a morning newspaper and has the largest circulation of any foreign newspaper in Central China.

ADVERTISING RATES ON APPLICATION

Telegrams:
"Chinapost"

Address:
Central China Post Building
Corner of Peking & Hunan Roads
S.A.D. No. 3.

(Please see details on page 57)

SIN WAN PAO

新 聞 報

&

Sin Wan Pao Evening Edition

新 聞 晚 報

效 力 最 大	刊 登 廣 告	銷 數 最 廣	晨 夕 兩 刊
------------------	------------------	------------------	------------------

Largest Circulations
Best Advertising Mediums

(Please see details on page 127)

The Shanghai Mail

SHANGHAI

PUBLISHED MONTHLY AT 81 JINKEE ROAD,
SHANGHAI

A MAGAZINE DEVOTED TO INTERPRETING SHANGHAI
AND CHINA TO VISITORS AND TRAVELLERS.

An ideal advertising medium for the Result it brings.

*See data on Page 173.

For SUPERB BLOCKS OF EVERY
DESCRIPTION...

Call:

CONTINENTAL PHOTO ENGRAVING CO.
No. 12 (Lane No. 776) North Soochow Road,
Shanghai

HALF TONES

ZINC & COPPER PLATES

THREE COLOR PLATES

BEST WORK—CHEAP IN PRICE



LINOTYPE & MACHINERY LIMITED

IS THE ONLY FOREIGN FIRM OF PRINTING MACHINERY MANUFACTURERS IN A POSITION TO RENDER COMPLETE SERVICE TO NEWSPAPER AND PRINTING OFFICES IN THE ORIENT. WE CARRY A LARGE STOCK OF SPARE PARTS FOR ALL MACHINES AND HAVE A STAFF OF EXPERT ENGINEERS FOR NEW INSTALLATIONS AND MAINTENANCE WORK.

WE MANUFACTURE AND SELL

THE LINOTYPE

MIEHLE TWO-REVOLUTION PRESS

L&M TWO-REVOLUTION PRESS

L&M TWO-COLOUR LETTERPRESS MACHINE

L&M LETTERPRESS PERFECTOR

L&M CUTTER AND CREASER

L&M AUTOMATIC FEEDER

L&M INTAGLIO PRESS

CENTURETTE TWO-REVOLUTION PRESS

AUTOMATIC AUTOPLATE

JUNIOR AUTOPLATE

PONY AUTOPLATE

AUTOSHAVER

L&M MATRIX MANGLE

L&M MATRIX DRYER

DUPLEX FLAT-BED WEB PERFECTING PRESS

DUPLEX TUBULAR PLATE PRESS

DUPLEX UNITUBULAR PRESS

DUPLEX METROPOLITAN PRESS

160 AVENUE EDWARD VII

SHANGHAI

1 DUDDELL STREET

HONGKONG

HEAD OFFICE, 9 KINGSWAY, LONDON