

Pagodas As Billboards In China Proclaim Merits Of Cigarettes To Passersby

Peiping—The ancient pagodas of China, built to attract blessings from heaven, are being utilized today as billboards on which to post advertising slogans.

These tall, slender towers, crowning hill tops and rising abruptly from level plains are always the most conspicuous objects of the Chinese landscape. Their advantages as advertising mediums has been recognized by the national government at Nanking, which has pasted political catch-words on them.

Competing with the government

for these prize advertising positions are some of the tobacco companies operating in China. One recently indicated its determination to place its cigarette posters on every pagoda in the country.

The Kuomintang, or Nationalist party, which has been pasting its blue and white posters on these venerable edifices does not feel that it is committing any sacrilege, for the government is waging an active campaign against the old superstitions of China and it no longer regards the ancient pagoda as sacred.