Toward a spatial history of advertising in early 20\textsuperscript{th} century Shanghai

Harnessing digital tools to map market spaces in modern cities

Cécile Armand, Postdoctoral scholar
Stanford University, Department of History/CESTA
carmand@stanford.edu

June 27, 2018

ADHO Conference 2018–Mexico
Research background

The spatial history of advertising in a fragmented city
Harnessing digital tools to tap multimedia sources
The city of modern Shanghai, a territorial mosaic (1842-1943)

http://madspace.org/cooked/Maps?ID=229

http://madspace.org/cooked/Maps?ID=229

International Settlement
French Concession
Chinese districts
(Nantao, Zhabei)
ENRICHING MUNICIPAL ARCHIVES WITH MULTIMEDIA MATERIALS

Newspapers

Photos

Professional sketches

Handbooks
TURNING MUNICIPAL ARCHIVES INTO A GEODATABASE

Source 
Information 
Data

Location 
Size 
Product 
Date 
Duration 
Rate
Acknowledging sources biases and mapping data distortions
Time and spatial variations in recording advertisements in Shanghai foreign settlements (1905-1943)
Mapping spatial discrepancies between foreign settlements (1905-1943)

Uneven distribution of recorded advertisements in Shanghai foreign settlements (1905-1943)

- Advertisements in the International Settlement (1905-1943)
- Advertisements in the French Concession (1905-1943)
Three ways of mapping distribution over time

Basic dots, proportionate circles, heat maps
Distribution of advertisements in Shanghai (1905-1943)
Advertising centers in Shanghai (1905-1943)

Proportionate circles
Advertising hotbeds in Shanghai (1905-1943)
Two distinctive patterns: *concentration* and *expansion*

Advertising hotspots in Shanghai (1905-1943)
Advertising and municipal policies (1905-1943)

Zoning and taxing
Advertising rates in the International Settlement

**Maximum rates (per annum)**
- 0.30 taels (1931)
- 0.80$ (1941)

**Number of ads 1930-1937**
- 5
- 10
- 15
- 20
- 25

**Number of ads 1938-1943**
- 10
- 20
- 30
- 40
- 50
- 52

Legend:
- Foreign settlements
- River

Scale:
- 0
- 750
- 1500
- 2250 m
Advertising, urban networks and consumption in modern Shanghai

Transportation, shopping facilities and residents’ status
Advertising and foreign residents in the French Concession

Foreign residents (1937)
- 0 - 100
- 100 - 200
- 200 - 500
- 500 - 800
- > 800

Number of ads 1930-1937
- 5
- 10
- 15
- 20
- 25

Foreign settlements
River
Billboards advertising French products in the French Concession in the mid-1920s

http://madspace.org/Photos/?ID=240
Advertising and landscapes in modern Shanghai

Contested billboards, green spaces and sacred places
<table>
<thead>
<tr>
<th>No</th>
<th>Location</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hungjao, Warren and Great Western Roads</td>
<td>Soaps, pills, Lactogen, Texaco Oils, Nestle’s Cocoa</td>
</tr>
<tr>
<td>2</td>
<td>&quot;Blydensburgh’s Turn&quot; on Avenue Haig, opposite the end of Avenue Joffre</td>
<td>Local newspaper, Bourneville Cocoa, Gossage’s Primrose Soap</td>
</tr>
<tr>
<td>3</td>
<td>Southern gate of Jessfield Park</td>
<td>Germol, Flyosan, Chesterfield cigarettes, Texaco oils, Wrigley’s Gum, Black and White Whiskey</td>
</tr>
<tr>
<td>4</td>
<td>Jessfield patch (along the creek side)</td>
<td>Asahi beer, Minimax, Glaxo, 555 Cigarettes</td>
</tr>
<tr>
<td>5</td>
<td>Bubbling Well tram terminus</td>
<td>Not specified</td>
</tr>
</tbody>
</table>
Billboards advertising *Asahi beer* and other beverages in the mid 1920s (Bacon, 1929: 758)

http://madspace.org/Photos/?ID=34273
Carl Crow’s billboard advertising *Bourneville Cocoa* in the mid 1920s (courtesy P. French)

http://madspace.org/Photos/?ID=34276
Advertising and green spaces in Shanghai

- Advertisements (1905-1943)
- Public parks (1865-1943)
- Foreign settlements
- River

Legend:

- Brown dots: Advertisements (1905-1943)
- Green areas: Public parks (1865-1943)
- Grey areas: Foreign settlements
- Blue areas: River
Advertising and sacred spaces in modern Shanghai

- Advertisements (1905-1943)
- Sacred places (1746-1943)
- Foreign settlements
- River

[Map showing the distribution of advertisements and sacred places in modern Shanghai]
Thanks for your attention!!!

Cécile Armand, Postdoctoral scholar
Stanford University, Department of History/CESTA
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June 27, 2018