



THE
SHANGHAI NATIVE
TRADES DIRECTORY

IN ENGLISH AND CHINESE



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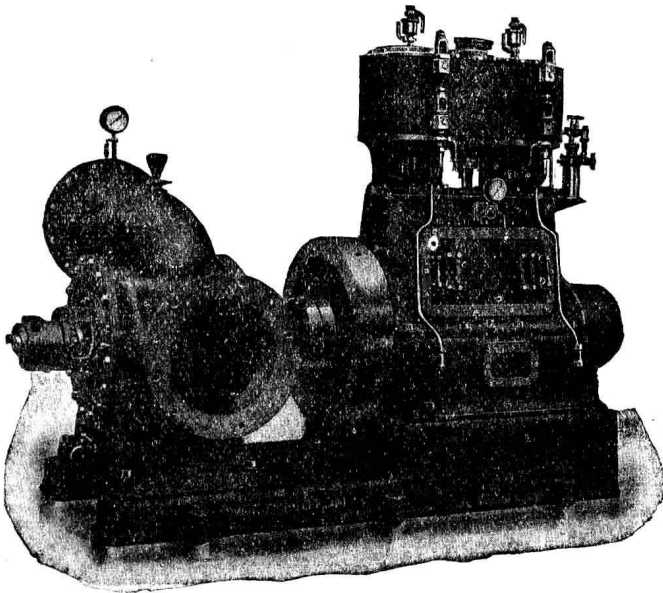
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同文館繙譯處主人謹識

This Directory does not duplicate or overlap the work of other directories, it covers entirely new ground ; and as it is chiefly compiled from lists of registered members supplied to the publisher by the Chinese Chambers of Commerce and some 200 Trades Guilds and Commercial Associations, it includes the most substantial representatives of all the trades carried on in Shanghai and has a special value. A few trades are not represented by guilds or associations and for these original lists have been compiled.

At first, it was intended to print only the names of wholesale merchants and dealers, but that plan was abandoned as many native shopkeepers also do wholesale business ; hence the names of large shopkeepers are included as well as those of merchants and manufacturers.

Although the names of most of the firms in this Directory have been supplied by the Trades Guilds and Commercial Associations, the addresses have been obtained by investigations made by agents sent out by this office, and this has been a long and laborious work. The greatest care, however, cannot prevent a small percentage of inaccuracies in a directory of such a town as Shanghai where removals, owing to the pulling down and re-building of houses, and other causes, are so frequent.

To test the accuracy of the addresses, the publisher sent out, through the Chinese Post Office, about 350 circulars, addressed in Chinese and English (the addresses being taken from this Directory), and only eight of them were returned by the Post Office ; all the others were delivered correctly. The eight firms to whom the circulars which were returned to this office were sent have removed to new offices since the compilation of the Directory was begun. It is impossible to prevent a few inaccuracies of this kind occurring in a Trades Directory of such a large commercial port as Shanghai where changes take place daily, but when amounting only to two or three per cent of the entries they cannot seriously diminish the value of the book.

The publisher, however, hopes to improve each successive edition of the Directory, reducing the per-centage of inaccuracies to the lowest possible, and adding useful information regarding native trades and industries which cannot be prepared in time for insertion in this first edition of the Directory; and he will be much obliged for suggestions as to improvements and, if possible, the improvements suggested will be embodied in future editions.

Owing to the outbreak of the great war it has been difficult to obtain much support for this Directory beforehand, but as its compilation was well advanced before the war began it was decided to complete and publish the book in January, 1915, as announced, hoping that its usefulness will win greater support for a larger edition next year and re-imburse the outlay for the first edition.

And it is hoped that this support will be forthcoming, for it must be apparent to everyone that the compilation and printing of a book of this kind must involve the publisher in much labour and expense, and the Directory can only be improved and its publication continued if sufficient support is given by the foreign and native firms of Shanghai.

T'UNG WEN KWAN

Translation Office,
6A Peking Road

CHARLES BUDD.

January, 1915.

TRANSLITERATION OF CHINESE NAMES.

In transliterating Chinese names the publisher has followed the sounds of the Southern Mandarin, because Shanghai contains so many traders from all the provinces of China and Southern Mandarin is more widely understood than any other dialect, even the leading natives of Shanghai being more or less familiar with it. No attempt has been made to preserve the absurd spelling of Chinese names so often displayed on the signboards of local traders; but the Municipal transliteration of names of roads, which in most cases is similar to Southern Mandarin, has been retained.

When writing to a native firm the name and address should be written on the envelope in Chinese as well as in English, and as the Chinese address, in every case, is printed opposite the English in the Directory it will not be difficult to do so. The following hints may be helpful to foreigners in pronouncing the Chinese names in this Directory:—

a	similar to	a	in	father or lath
e	” ”	e	”	fertile
i	” ”	i	”	machine
o	” ”	o	”	lo or woe
o	” ”	o	”	long or song
u	” ”	u	”	sure
ei	” ”	ei	”	weigh
iu	” ”	ew	”	yew
ui	” ”	way	”	way
eo	” ”	eo	”	neophyte
ao	” ”	ow	”	cower
an	” ”	arn	”	barn
ang	” ”	arng	”	
en	” ”	un	”	run
eng	” ”	ung	”	rung
in	” ”	in	”	din
ing	” ”	ing	”	sing
ong	” ”	ong	”	long
un	” ”	un	”	sun
ung	” ”	ung	”	sung

The consonants are pronounced as in English except *k* which is often pronounced as *ch* in chain; indeed, *k*, *ch* and even *ts* are frequently interchanged by many Chinese who seem unable to distinguish any difference in these initial sounds.

“High Street”, which occurs frequently in the Directory, is, in Chinese, “Ta-kiai”, that is, “Great Street”.

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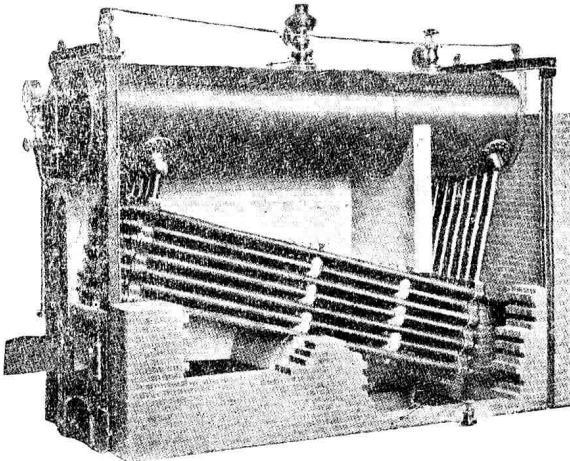
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