

燕都商標圖





PREFACE

**THE SHOP SIGNS OF PEKING**

*ILLUSTRATIONS HAND PAINTED*

ISSUED BY THE

CHINESE PAINTING ASSOCIATION OF PEKING

PEKING, CHINA.

By H. K. Fung, Ph. D.

October 1934



# CONTENTS

## P R E F A C E

The shop signs of different parts of China vary according to the customs of the people; therefore, the signs of an article in Peiping oftentimes differ from this in Canton, also is this true of other cities; but as a rule, these signs have the designs or the pictures of the articles for sale and, in general, they are artistically executed and harmoniously coloured. But in some cases the articles for sale cannot be represented by pictures, then, they take these signs which have been used from time immemorial; for example, the signs for such a restaurant, where wines can be had, bear or has the same sign as it did centuries ago and poets have used the term in their verses, particularly in the composition of Li Tai-pai, the famous poet of the Tang Dynasty. He often used this expression in his favourite productions. This wine flag (or 酒旗) can be recognized from a great distance, when one wants to satisfy his thirst, he will not have to strain his optic nerves to get what he wants; they are as conspicuous as the barber poles in the Western Countries. The only explanation that I can give for the existence of these pictorial signs is that in the former times the percentage of illiteracy among the people was very low. I am sure with the establishment of the new public school system that most of the Chinese people can read the written language of the country. Therefore it is plain to see that these signs will gradually disappear as they are no longer necessary. Eventually they will become nothing but relics of the ancient Chinese Customs. So it is very advisable for those who are interested in things Chinese to add a copy of this album to their collection in Orientalia.

By H. K. Fung, Ph. D.

October first 1931.



# CONTENTS

No.	Illustration	Pages	No.	Illustration	Pages	No.	Illustration	Pages
1	Pawn Shop	1	35	Banking House (old style)	6	68	Socks	12
2	Apothecary	1	36	Horse Tassels	6	69	Pipes	12
3	Public Baths	1	37	King Fishers Feather Ornaments	6	70	Pipe Stems	12
4	Drums	1	38	Horsehair Switches for Women	6	71	Felt Caps	12
5	Matting	1	39	Dairy	7	72	Soap	13
6	Goldsmith and Gold Bare Broker	1	40	Small Hand Mirrors	7	73	Snuff	13
7	Funeral Garments	1	41	Glass Beads	7	74	Hats	13
8	Women's Silver & Gold Ornaments	2	42	Midwifery	7	75	Knives & Scissors	13
9	Plasters	2	43	Lanterns	7	76	Paper Figures for Funerals	13
10	Wine Shop	2	44	Small Inn	7	77	Hair Ornaments	14
11	Ginger	2	45	Queue Strings	8	78	Cross Bows	14
12	Saddler	2	46	Needle, etc.	8	79	Horse Hair	14
13	Toilet Sets	2	47	Soles for Men's Shoes	8	80	Peacock's Feather indicat- ing official rank	14
14	Carts	2	48	Barber	8	81	Human Hair	14
15	Whips, etc.	2	49	Drug	8	82	Tobacco	15
16	Second Hand Garments	3	50	Manufacturer of Vinegar	8	83	Betel Nut	15
17	Tailor	3	51	} Large Restaurants	9	84	Bread maker	15
18	Bakery	3	52			53	85	Macaroni
19	Swords	3	54	Small Restaurants	9	86	Paper	15
20	Bone Articles	3	55	Pork	9	87	Brass Ware	16
21	Lamp Wicks	3	56	Hemp	10	88	Vermicelli	16
22	Forage	3	57	Cotton	10	89	Leather	16
23	Cash Exchange	4	58	Yarn & Silk Thread	10	90	Eye Medicines	16
24	Small Pawnshop	4	59	Cloth for the Shoe	10	91	Taa Shop	16
25	Candles	4	60	Towels & Handkerchiefs	10	92	Pewter Goods	17
26	Sesame Oil	4	61	Oil Cloth	10	93	Musical Instruments	17
27	Wine Shop (large)	4	62	Glass Toys	11	94	Sesame Oil	17
28	Silver and Pewter Ware	4	63	Pastry Shop	11	95	Dyes	17
29	Grains	5	64	Cooking Steamers	11	96	Carpets	18
30	Rice	5	65	Bellows	11	97	Blankets	18
31	Yellow Rice	5	66	Imitation Silver & Gold Ornaments for Women	11	98	Copper Ware	18
32	Cakes	5	67	Shoes	12	99	Wooden Soles For Women's Shoes	18
33	Mender of Picture	6				100	Bamboo Shoots	18
34	Portrait Painter	6				101	Paint	18



No. 1  
Pawn Shop



No. 2  
Apothecary



藥酒幌子

No. 3  
Public Baths



澡堂子幌子

No. 4  
Drums



鼓舖幌子

No. 6  
Goldsmith and Gold  
Bare Broker



金店幌子

No. 5  
Matting



蓆舖幌子

No. 7  
Funeral Garments



壽衣舖幌子



No. 8  
Women's Silver & Gold  
Ornaments

No. 9  
Plasters

No. 10  
Wine Shop

No. 15  
Whips, etc.

No. 14  
Carts

No. 11  
Ginger



永增樓定打金銀首飾銀器

首飾樓幌子



膏藥幌子



燒酒幌子



薑店幌子



No. 12  
Saddler

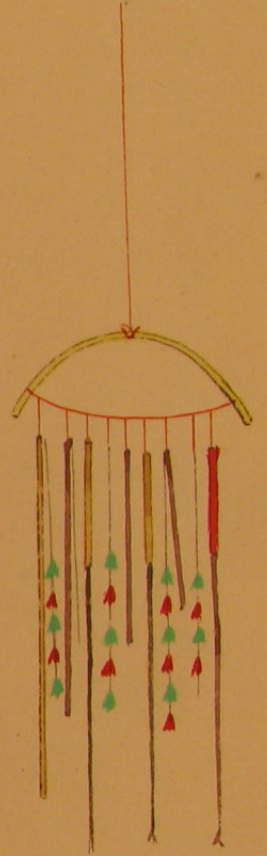
鞍靴舖幌子



No. 13  
Toilet Sets

桶舖幌子

官車舖幌子



皮鞭子舖幌子

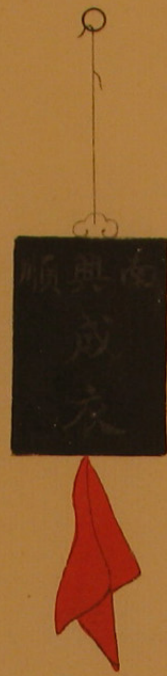


No. 16  
Second Hand Garments



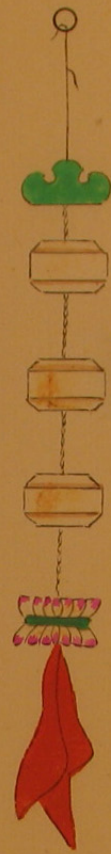
估衣鋪幌子

No. 17  
Tailor



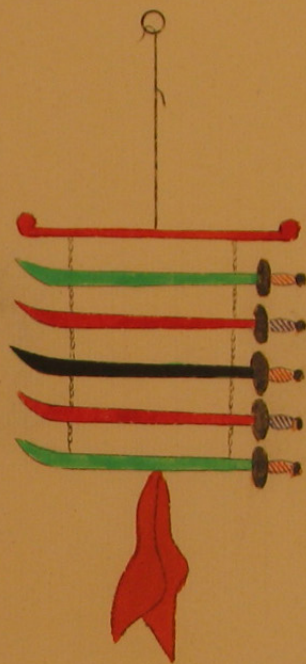
裁縫鋪幌子

No. 18  
Bakery



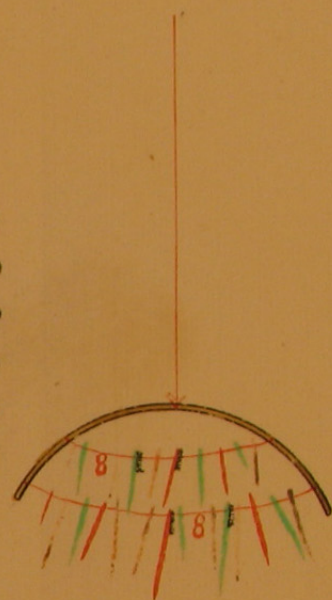
糕乾鋪幌子

No. 19  
Swords



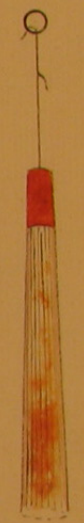
軍刀鋪幌子

No. 20  
Bone Articles



牛角作坊幌子

No. 21  
Lamp Wicks



燈草鋪幌子

No. 22  
Forage



草料鋪幌子



No. 23  
Cash Exchange



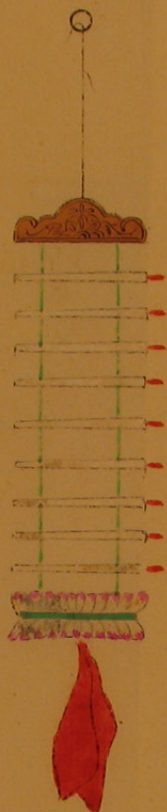
錢鋪幌子

No. 24  
Small Pawnshop



小當舖幌子

No. 25  
Candles



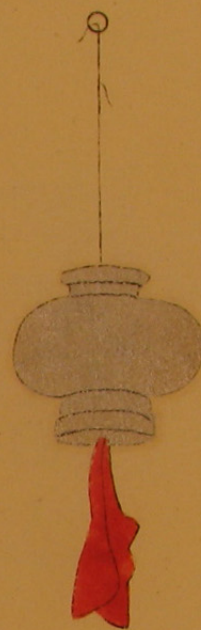
燭鋪幌子

No. 26  
Sesame Oil



香油幌子

No. 27  
Wine Shop (large)



燒酒幌子

No. 28  
Silver and Pewter Ware



銀碗鋪幌子



No. 29  
Grains



麵舖幌子

No. 30  
Rice



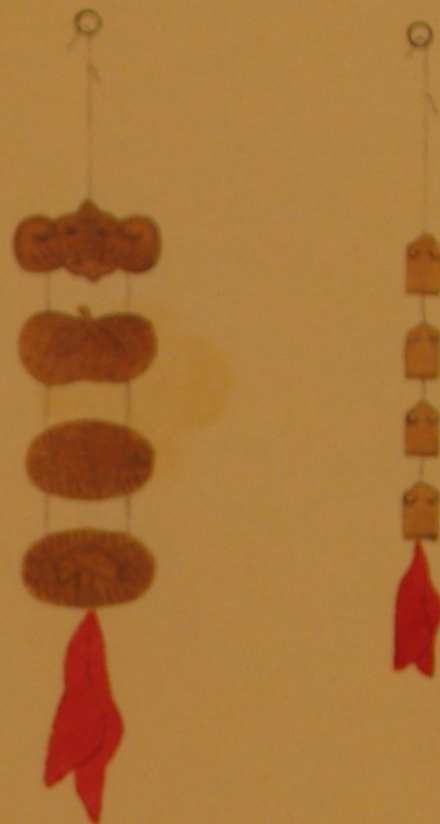
梗米幌子

No. 31  
Yellow Rice



老米幌子

No. 32  
Cakes



點心舖幌子



No. 33  
Mender of Picture



裱畫鋪幌子

No. 34  
Portrait Painter



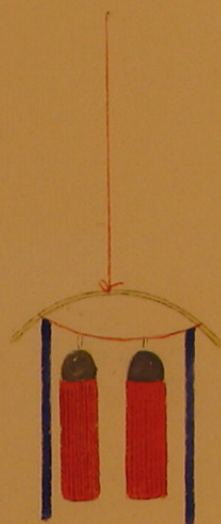
影像鋪幌子

No. 35  
Banking House  
(old style)



爐房幌子

No. 36  
Horse Tassels



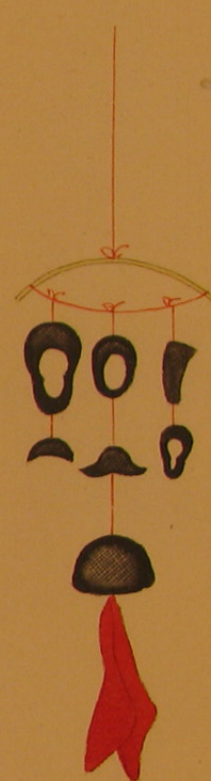
馬踢胸鋪幌子

No. 37  
King Fishers Feather  
Ornaments



翠花作房幌子

No. 38  
Horsehair Switches for  
Women



馬尾纂鋪幌子



No. 39  
Dairy



奶茶鋪幌子

No. 40  
Small Hand Mirrors



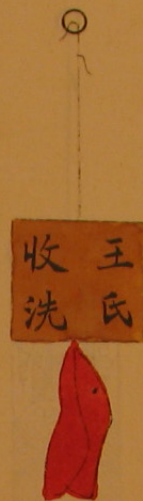
挂鏡鋪幌子

No. 41  
Glass Beads



琉璃珠子幌子

No. 42  
Midwifery



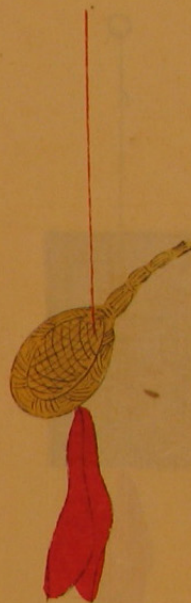
收生產婆幌子

No. 43  
Lanterns



燈籠鋪幌子

No. 44  
Small Inn



小店幌子



No. 45  
Queue Strings



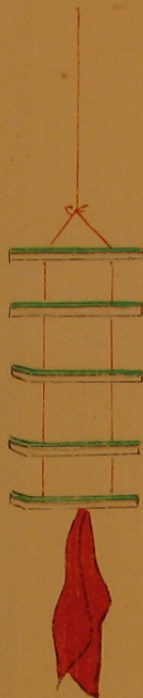
辮繩鋪幌子

No. 46  
Needle, etc.



針鋪幌子

No. 47  
Soles for Men's Shoes



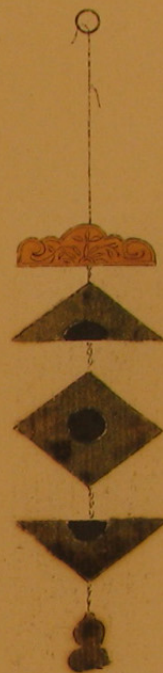
底子作坊幌子

No. 48  
Barber



剃頭鋪幌子

No. 49  
Drugs



藥鋪幌子

No. 50  
Manufacturer of Vinegar



米醋作坊幌子



No. 51



No. 52  
Large Restaurants



酒飯鋪幌子

No. 53

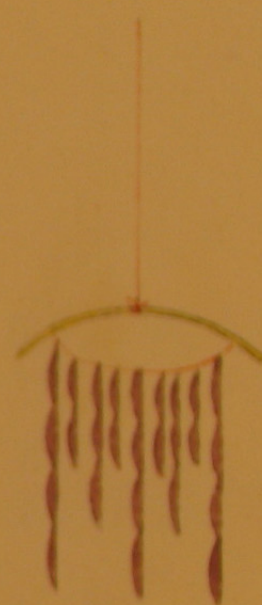


No. 54  
Small Restaurants



粗飯鋪幌子

No. 55  
Pork



猪肉鋪幌子

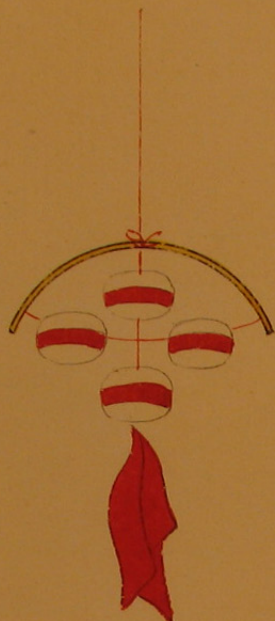


No. 56  
Hemp



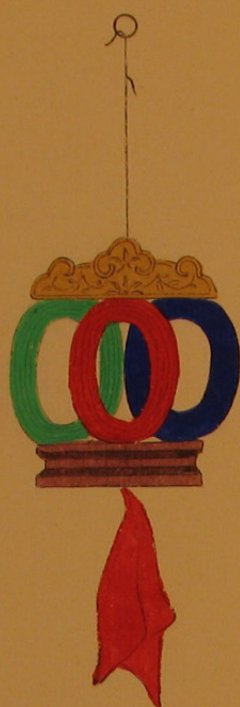
線蔴幌子

No. 57  
Cotton



棉花幌子

No. 58  
Yarn & Thread



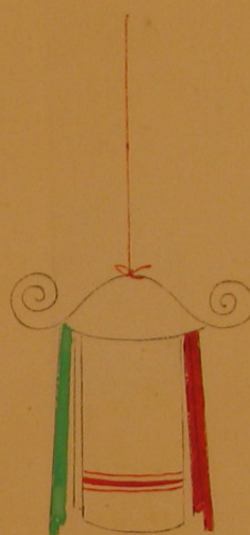
絨線鋪幌子

No. 59  
Cloth for the Shoe



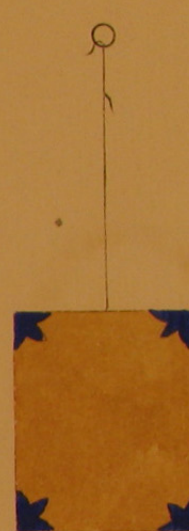
鞋面布幌子

No. 60  
Towels & Handkerchiefs



手巾幌子

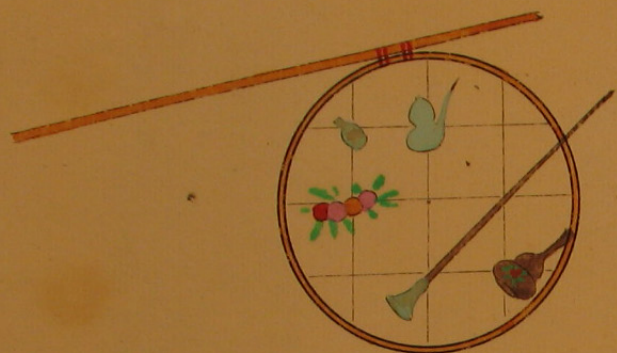
No. 61  
Oil Cloth



油布鋪幌子

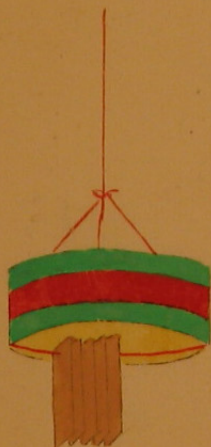


No. 62  
Glass Toys



琉璃作房幌子

No. 64  
Cooking Steamers



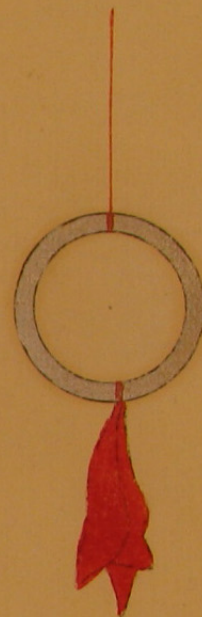
籠履鋪幌子

No. 65  
Bellows



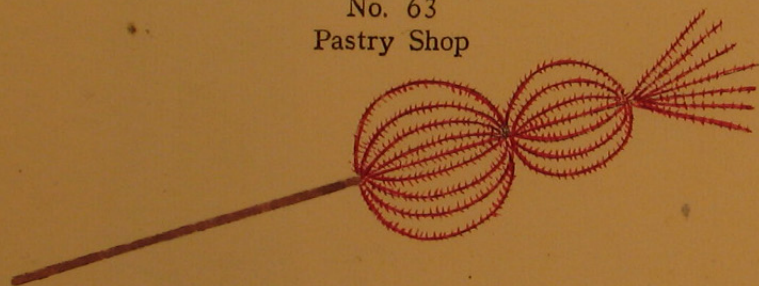
風箱鋪幌子

No. 66  
Imitation Silver & Gold  
Ornaments for Women



假首飾幌子

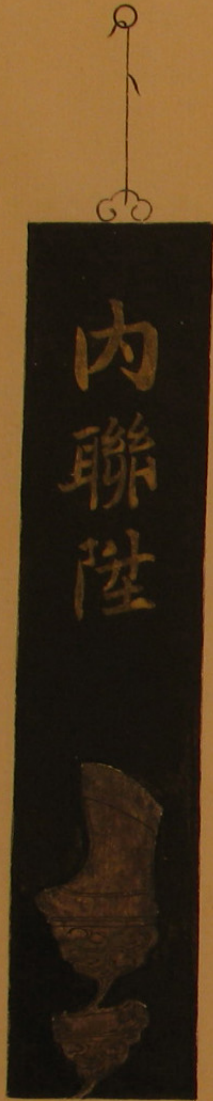
No. 63  
Pastry Shop



點心鋪元宵幌子



No. 67  
Shoes



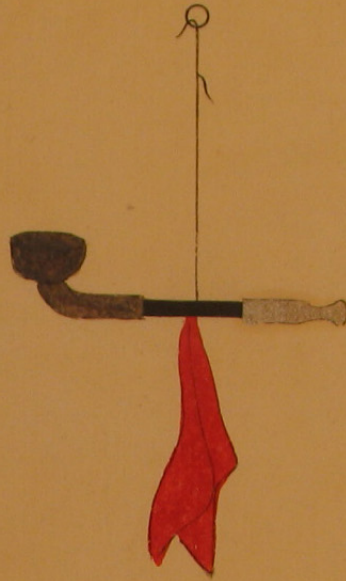
鞋鋪幌子

No. 68  
Socks



襪子鋪幌子

No. 69  
Pipes



烟袋鋪幌子

No. 70  
Pipe Stems



烟袋桿鋪幌子

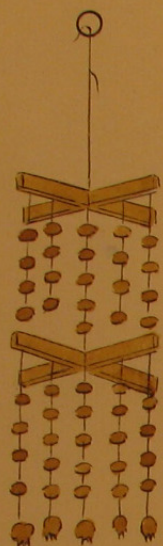
No. 71  
Felt Caps



毡帽鋪幌子



No. 72  
Soap



肥皂鋪幌子

No. 73  
Snuff



鼻烟鋪幌子

No. 74  
Hats



帽鋪幌子

No. 75  
Knives & Scissors



刀剪鋪幌子

No. 76  
Paper Figures for Funerals



冥衣鋪幌子

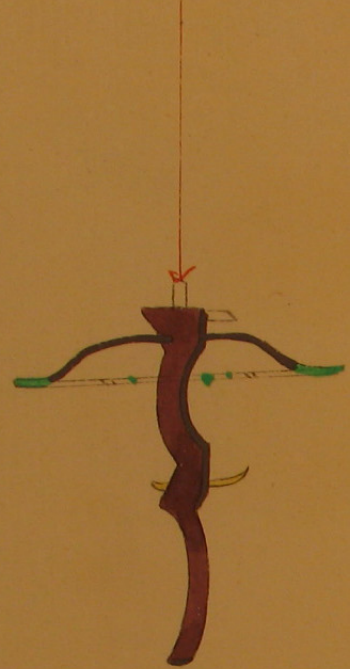


No. 77  
Hair Ornaments



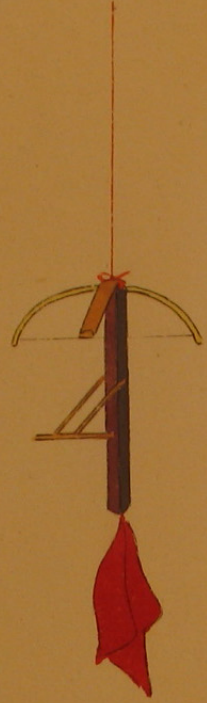
包頭鋪幌子

No. 78  
Cross Bows



彈弓鋪幌子

No. 79  
Horse Hair

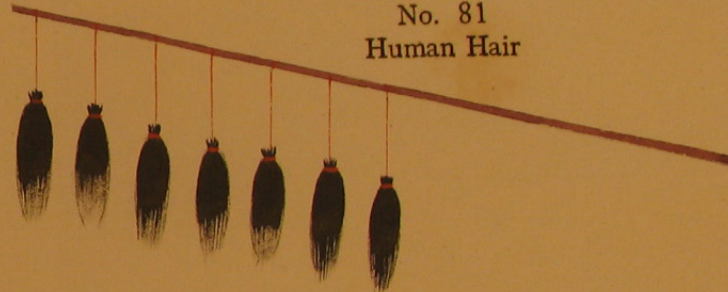


馬尾鋪幌子

No. 80  
Peacock's Feather indicating  
official rank



No. 81  
Human Hair



頭髮鋪幌子

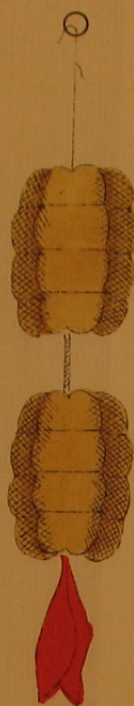


No. 82  
Tobacco



烟舖幌子

No. 83  
Betel Nut



栴榔幌子

No. 84  
Bread maker



蒸鍋舖幌子

No. 85  
Macaroni



切麵舖幌子

No. 86  
Paper



粗紙舖幌子



No. 87  
Brass Ware



響器鋪幌子

No. 88  
Vermicelli



粉房幌子

No. 89  
Leather



皮板鋪幌子

No. 90  
Eye Medicines



眼藥鋪幌子

No. 91  
Tea Shop



茶鋪幌子



No. 92  
Pewter Goods



錫器鋪幌子

No. 93  
Musical Instruments



音樂鋪幌子

No. 94  
Sesame Oil

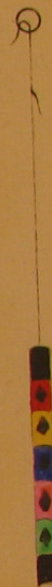


香油鋪幌子

No. 95  
Dyes



顏料鋪幌子





No. 96  
Carpets



毯子鋪幌子

No. 97  
Blankets



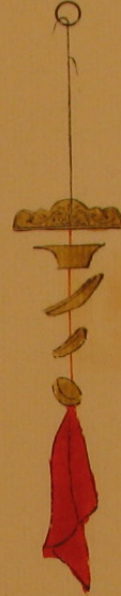
毡子鋪幌子

No. 98  
Copper Ware



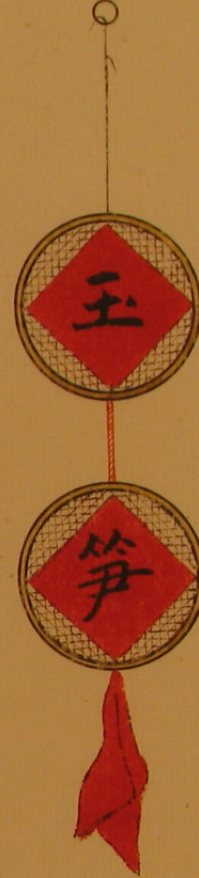
紅銅鋪幌子

No. 99  
Wooden Soles For  
Women's Shoes



木頭底兒鋪幌子

No. 100  
Bamboo Shoots



筍鋪幌子

No. 101  
Paint



油漆鋪幌子