

## Li Zhongtang personally approves the license

Li Hongzhang and Wang Wenshao were both important officials in the late Qing Dynasty's Beiyang region. The former served as the governor of Zhili and the initiator of the Westernization Movement. The two of them personally approved the business license of Changyu Company and strongly supported its establishment from a business perspective. In Chang Yu's photo, he stated, "A patent is granted for fifteen years. In areas of Fengtian, Zhili, and Shandong provinces, both Chinese and foreign merchants and civilians are not allowed to have others copy it within this fifteen year period to avoid instigation." Chang Yu's position in Li Zhongtang's eyes is evident. After obtaining the license, Changyu gained widespread sales and substantial profits due to the excellent quality of its wine. Once, the first general manager of the company, Zhang Chengqing, was ordered by Zhang Bishi to visit Li Hongzhang, the Governor General of Zhili and Minister of Beiyang, in Tianjin. After meeting in the flower hall, Zhang Chengqing's calm and indifferent speech and demeanor attracted the attention of the second and third rank officials present.