

board of directors of the China Press, made an appropriate reply.

Joint hosts present at the party last night included Mr. Y. N. Chen, managing director of the China Consolidated Advertising Agency; Mr. C. W. Yao, sub-manager of the same company; Mr. C. T. Liu, manager of the Wai Hua Advertising Agency, and Mr. C. L. Wang, manager of the Vee Sing Advertising Company. Mr. Mason Loh, manager of the foreign advertising department of the China Consolidated Advertising Agency, was also present. Mr. Loh is a specialist in advertising and graduated from the Columbia University.

The occasion last night was highly significant in view of the recent development in the Chinese advertising field which has been made possible by the spirit of co-operation between the Chinese newspapers and advertising agencies.

During the last few years, the Chinese advertising agencies have outgrown their former role as advertisement-takers for the newspapers and have come to play an increasingly important role in the growth of the Chinese press and the betterment of the general economic welfare of the people.

Chinese advertising agencies are now well-organized and competent to handle even advertisements for foreign advertisers abroad. Specialists, and artists trained abroad are now running most of the progressive and modern Chinese advertising agencies in this city.

According to a conservative estimate, about 75 per cent of the total advertising revenue of the vernacular dailies in Shanghai come from the Chinese advertising agen-

cies, which are now handling approximately 97 per cent of all the advertisements appearing in the Chinese newspapers in Shanghai, with the remaining three per cent taken up by foreign advertisements.

Agency Men, Newsmen Have Get-Together

Leading Advertising Men And Newspaper Executives Meet At Dinner

A spirit of co-operation and good will was manifested at the dinner party jointly given at the Dah Kwei Lou Restaurant on Foonchow Road last night by the Vee Loo Advertising Company, the China Consolidated Advertising Agency, the Wai Hua Advertising Agency and the Vee Sing Advertising Company, four large Chinese advertising agencies in Shanghai, to the keymen of seven leading local Chinese daily newspapers in town, namely, the China Times, the China Evening News, the Shun Pao, the Sin Wan Pao, the Eastern Times, the Shanghai Morning Post and the Min Pao.

Mr. T. L. Wang, proprietor of the Vee Loo Advertising Company and concurrently chairman of the Chinese Advertising Association of Shanghai, was in the chair last night. He gave a short speech of welcome to the publishers, managing directors, editors and advertising managers and staffs of the seven leading vernacular dailies. Mr. T. B. Chang, publisher of the China Times and also chairman of the