

Lucey Elected To Head Local Advertising Club

Plans For New Organization Perfected At Meeting Yesterday; Monthly Dinner Gatherings To Be Held

Representatives of leading Shanghai business concerns, newspapers and advertising agencies met at the second reorganization meeting of the Advertising Club of China Wednesday at the Aster House Hotel, to elect officers for the coming year.

Officers were elected as follows: President, A. E. Lucey, American Asiatic Underwriters; vice-president, C. P. Ling, China Commercial Advertising Agency; secretary and treasurer, W. J. Mockett, North China Daily News.

The meeting was attended by more than 20 members who pledged their support to further the aims of the club. After the election of officers, the meeting was devoted to the appointment of committees to handle the club's program of future activities.

Programs Planned

Future plans for the organization include addresses by prominent individuals on advertising and selling methods and media, and the gathering of statistical data of newspaper circulation and advertising costs. An advertising contest among local advertisers will also be held during the summer months.

"Truth in advertising", the slogan

of the International Advertising Association, with which the local club is affiliated, was the slogan adopted at the meeting. During the summer months it was decided to hold monthly dinner meetings on the last Wednesday of each month.

Attending the meeting were:—L. A. Fritchman, International Telegram and Telephone Corporation; George J. McCarthy, Dollar Steamship Co.; W. Wright, Andersen Meyer & Co.; Gardner Crane China Realty Co.; S. L. Soo, United China Publishing Syndicate; A. C. Sinclair, Shanghai Telephone Co. A. R. Hager, Business Equipment Corp.; C. P. Ling, China Commercial Advertising Agency; P. K. Chu China Critic; W. J. Mockett, North China Daily News; T. P. Chang American International Underwriters; T. Otori, Shanghai Mainichi Shimbun; K. Okunomiya, Shanghai Nippo Sha; A. E. Bates Millington Ltd.; T. D. Davy, North China Daily News; P. Perme, Car Crow Inc.; Jerome T. Lien, Commercial Press; A. Hill-Reid Millington Ltd.; D. K. King, Chin Clippers; J. B. Powell, Chin Weekly Review; G. C. Bruce Mercury Press; A. E. Lucey, American Asiatic Underwriters.