

ed by the inclusion of these picturesque roofs and gables.

Shanghai with the exception of the Bund is pathetic. Miles of uninteresting streets, dreary in the extreme, are made worse by greatly posters shutting out what beautiful buildings we have.

Let us start by pulling down the boarding at Bubbling Well.

I am, etc.,

CITIZEN.

Shanghai, June 2, 1929.

To the Editor of the
"NORTH-CHINA DAILY NEWS."

SIR,—In the more civilized parts of America and Great Britain Societies have been formed for the preservation of the **land-cape** and for the protection of cities from the defacement of hideous **advertising** in all its forms.

It may be too much to expect the formation of such a society in Shanghai, and after all it should not be necessary. Public opinion here is fairly powerful and could easily make itself felt both through the Municipal Council, and by appealing to individuals and firms concerned with **advertising**, to spare us the blatant horrors, which even night cannot hide, now lining most of our pleasantest roads.

No doubt this form of advertising is very cheap, as it only entails the erection of a tin surface and the services of a Chinese painter; but this is all the more reason for its discontinuance. Passers-by in motor cars and buses can only be conscious of a medley of colour in a kind of picture frame that does not belong there; while the same pedestrians and ricscha passengers pass the same signs every day, so that their appeal must necessarily be limited.

Advertising has come to stay, and rightly so. This is a protest against one of the very objectionable forms it takes, and one that is likely to defeat the purpose intended.

I am, etc.,

HAMPSTEAD HEATH.

Shanghai, June 5, 1929.

GIVE BUILDINGS A CHANCE

To the Editor of the
"NORTH-CHINA DAILY NEWS."

SIR,—I ask leave to appeal to the civic sense of the citizens of Shanghai through the medium of your paper.

Chinese buildings are rare enough in all conscience here in Shanghai. Yet that extremely interesting and charming example of temple architecture at Bubbling Well—situated though it is on a splendid site—is completely hidden by advertisement posters.

This barren and uninteresting square can be tremendously improv-