



# Awakening Dominion Interest In China

## Women Can Play a Big Part In Fostering Reciprocal Trade

(By Muriel Lewis, of Hong Kong)

**T**HE most admirable quality of the modern business world is undoubtedly enterprise; but it can only be admirable if it is backed by a thorough knowledge of the necessary foundation on which construction is based. Enterprise without experience and sound judgment is a dissipated force; the great gift of imagination put to no useful purpose. Harnessed by trained minds to the needs of progress, it is one of the greatest powers toward development. In proof of this there is a movement afoot in a vital spot of what is known as the Far East, which will assuredly attract by its very courage and proportions all who are interested in the disposal and distribution of British produce. A British Empire and China Trade Fair, which is to take place in Hong-Kong in December next, is being organised by the leading British advertising agency in the Far East, under the auspices of the Hong-Kong Government, with his Excellency the Governor as patron; and even as far as arrangements have already gone, proofs of its success are not lacking.

The issue being so serious, the organisers feel justified in appealing to the women of the Empire to do all in their power to further its aims and objects. The power of the women of the Empire is without any limit, and in this matter of trade they might well take a far more prominent part in the affairs of their country than they do in general. Seventy per cent. of the world's over-the-counter buyers are women. Their interest in what they buy, where it comes from, or what their country sells to other countries, is deplorably small. They should be as conversant with the operations of the world's markets as are their menfolk. Their education in subjects affecting trade should be as much a matter of course as it is in domestic science, music or literature. It should be included in every school curriculum.

### Wellington Woman In Hong Kong

**THE** writer of the article on this page is Mrs. M. Lewis, whose picture is printed above. Mrs. Lewis will be well remembered as the Lady Editor of "The Dominion," Wellington, and as the descriptive radio announcer from the Wellington Town Hall on the occasion of the ball for His Royal Highness, the Duke of Gloucester, in December. Mrs. Lewis sailed for China in January and she is now social secretary for the British Empire and China Trade Fair. Following is an extract from the letter which accompanied her article.

I am enclosing an article on an aspect of the British Empire and China Trade Fair, taking place in Hongkong next December (2 to 28) that should be of considerable interest to the women of New Zealand. I should be delighted to answer any letters from your women readers on the subject of trade with the East, and the aims and objects of the Fair.

Your truly,

(Mrs.) M. Lewis.

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In connection with the situation in China, travelled and thinking women are beginning to ask questions at the international conferences of their more important organisations. A duty remains for the women at home. It is for them to awaken by their example a keener interest than is manifest at present among those whose business it is to consider such things, in the enormous possibilities of trade with the East. The purpose of the British Empire and China Trade Fair (Hong-Kong, December 2-28, 1935) is to display to the people of China the manufactures and primary products of the British Empire, thus increasing the trade and promoting a better understanding between the two peoples. Its intention is to demonstrate to the Chinese people what the Empire produces, and to bring together in friendly association the British producers and the Chinese customers.

The Westernisation of China, rapid as it has been, has hardly yet been realised by an outside world grown accustomed to regard the country as blindly adhering to the conventions of past centuries, but new channels are opening up daily in a vast continent almost untapped by the overseas sellers. Through properly planned advertisement, millions of newly-awakened minds are being taught to welcome the products of Western civilisation. Is this enormous potential market to be neglected by New Zealand? It is naturally difficult of access, guarded by barriers of language, of differing habits, of centuries-old customs. For this reason the British and China Trade Fair is being organised at the crucial moment when the Western nations and the Chinese people are beginning to realise an intense interest for one another. It is a moment when any fresh chains of friendship forged between the two countries will be of the utmost future importance.

If the women of New Zealand were to send delegates next December who would undertake the weaving of a background of friendship with the women of this vast country, against which the more technical

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