

## **“Hong Kong Pop 60+” Exhibition**

### **Audio Tour Script**

#### ***Miss 13 Dots* comic, issue 18**

**1968**

In the 1960s, film and TV as mass entertainment were still not popular in Hong Kong, and reading comics became an inexpensive form of entertainment. “Miss 13 Dots” is a slang term in Shanghai, referring to a young girl who is outgoing, cheerful and straightforward. *Miss 13 Dots* integrated fashion elements, with an enthusiastic and righteous storyline, making this lovely, optimistic and pure rich girl popular with many young girls.

The comic *Miss 13 Dots* was first published in July 1966. The author, Lee Wai-chun, was one of the few women engaged in a career in comics in Hong Kong. Her *Miss 13 Dots* was the first comic focusing on women, and became known as “a classic girls’ comic” in Hong Kong. The women’s clothes in *Miss 13 Dots* became popular indicators of trends in tandem with the mainstream culture of Cantonese and foreign language films, so *Miss 13 Dots* was known as a fashion comic.

In the 1960s, light industry vigorously developed in Hong Kong, providing many employment opportunities for women. These “factory girls” gradually became economically independent, and women’s status began rising. *Miss 13 Dots* established a new public image of women.

For its time, *Miss 13 Dots* offered a new view of female characters. Instead of males dominating the comic market, women were the main characters in its stories. In order to meet the needs of new readers, Lee Wai-chun hoped to establish a new image of self-confident, fashionable women in the world of comic books from the perspective of women. The comic could readily highlight various topics in society, making it a precious historical and cultural memory of Hong Kong.