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Built in the Ming Dynasty (1368-1644), Laolongtou — or Old Dragon's Head — at Shanhaiguan Pass in Qinhuangdao is the eastern terminus of the Great Wall. The provincial government has found that unlike the wall, age-old ethics are eroding rapidly.

## As economy booms, Hebei govt notes greater need for civility

By LIU XIANG  
AND ZHANG ZHAO

In February, an aged man from Zanhuang county took his granddaughter to the provincial capital Shijiazhuang to seek medical treatment for her stomach ailment.

But because they had little money, the two had to wait and sleep in a hospital corridor for nights.

Their dilemma was later covered by a micro blog user called "Things of Shijiazhuang". Along with a picture, the poster called for help and soon attracted comments from hundreds of others in a few hours.

On the afternoon of Feb 26, the girl received donations and was sent to the city's central hospital for treatment.

"Things of Shijiazhuang" is one of millions of warm-hearted people in Hebei province,

but as the economy grows, the provincial government began to notice an absence of ethics and honesty "in some areas", which "do harm to the healthy development of the economy and social harmony".

In response, it began a series of programs designed to restore traditional moral principles and encourage people to do good deeds.

The programs focus on "even the smallest matters" in people's social activities, at home and at work, asking them to be honest, polite and willing to help. It is the local government's latest effort to promote decency, said Ai Wenli, publicity chief of Hebei province.

"If we find the right focus, we can expect good effects very soon," said Bai Shi, the deputy publicity chief, noting several examples that have

already happened:

A young couple in Qinhuangdao city, both handicapped, planned to marry, but could not afford even a modest wedding ceremony.

On hearing the news, many citizens, as well as the local association for handicapped people, volunteered to offer the wedding dress, cars and video recording of the event.

A woman in Hengshui city suffered massive hemorrhage when giving birth and could not be given enough blood due to her rare blood type. But within only three hours after information was released, four people arrived at the blood bank to donate the needed type. The woman and baby survived in good health.

A flower grower from Wuan city named Wang Yanheng found a wallet on the evening of March 14 in Beijing that held

an ID card, bank cards and cash. He walked 5 kilometers the next day to find the wallet's owner, a student of Peking University.

In February, a Shijiazhuang policewoman Feng Zhihong and her colleagues traveled 8,000 km for 13 days to bring an abducted girl back to her hometown in Yunnan province.

With the help of local police, the officers also arrested two suspects in the abduction.

The provincial government is using websites and micro blogs to promote good deeds and planning a fund to encourage volunteer activities.

In just one district of Zhangjiakou city, nearly 30,000 volunteers signed up.

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## Capital city Shijiazhuang all set and ready to grow

By LIU XIANG  
AND JIA JINGQI

Shijiazhuang, the capital of North China's Hebei province, is on its way to national prominence thanks to its rapid development in economy, tourism and culture.

The provincial capital has one of the country's biggest industrial pharmaceutical bases and one of the most important textile centers. The industrial clusters for biological industries, semiconductor lighting and the animation industry have been designated as first-class national bases in China.

The city has now evolved into a road, railway and air transportation hub in North China over the past years, with six expressways, four national highways and 30 provincial highways, which together connect neighboring cities and provinces. Its airport has more than 40 flights linking domestic and overseas cities.

Though it is a young industrial city, Shijiazhuang boasts a collection of tourism resources and numerous sites of historical and cultural importance, including two national geological parks, three national key scenic spots, and 21 national AAAA scenic spots.

In addition, it boasts 25 cultural relic sites under State protection and 141 under provincial protection.

It was honored as a national excellent eco-tourist city and was named among China's best culture and tourism cities in 2011, largely due to its many tourist destinations, such as the Zhaozhou Bridge,

the world's oldest existing stone arch bridge, built in the year 595 in the Sui Dynasty (581-618).

It is also home to the Xibaipo memorial, a national base for patriotic education. Xibaipo was the site of the Communist Party of China's last headquarters in a rural area before it moved to Beijing and liberated the entire country.

Shijiazhuang also joined the ranks of the top 100 cities in the nation for comprehensive competitiveness in tourism in 2009.

In recent years, the tourism infrastructure in the city has been greatly improved, providing more comfort and convenience to tourists.

The city now has 66 rated hotels, three of which are five-star hotels, 22 four-star hotels, 217 tourist agencies, and more than 7,000 tour guides.

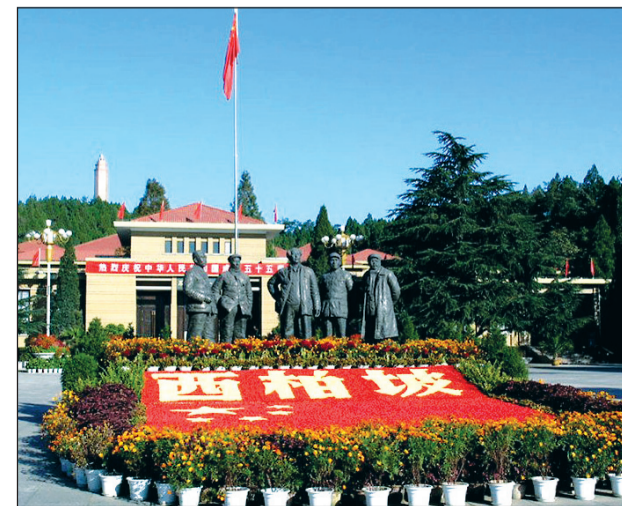
In addition, the city was also among the winners of "China's Top 10 Happiest Cit-

ies" in 2011, a ranking compiled by the Chinese Academy of Social Sciences.

With profound culture and a wide range of folk art, the city's cultural industry has strong momentum, contributing 22.4 percent of the output value of the province's culture industry. A public lecture, the "Yanzhao Lecture", has been held 1,200 times to give residents knowledge in various fields. It is called the "university without walls" by locals.

The city has now established friendly relations with more than 20 overseas cities, including Nagano, Japan; Des Moines, the United States; and Saskatoon, Canada. It has also had cooperation and exchanges with 192 countries in economy, trade, technology, education, culture and sports.

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Xibaipo Memorial marks the site of the Communist Party of China's last rural headquarters before it moved into Beijing and liberated the entire country. It is now a national base for patriotic education.