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COLLEGE FILES
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Yenching
Corres.

The Chicago Tribune

1928-1939

0886

March 15, 1928

Col. R.R. McCormick
The Chicago Tribune
Chicago, Illinois

My dear Colonel McCormick:

I wish to call your attention to the opportunity for service to journalism and through journalism to mankind offered by the establishment of a School of Journalism at Yenching University, Peking.

When Americans think of China, certain questions are uppermost in their thoughts; where is that great country tending; what will be the outcome of all this turmoil? Is there any national force capable of producing coherent action in a land without any central government to which all yield allegiance?

Under present chaotic conditions in China, public opinion constitutes the one nation-wide political force. It produced the almost bloodless revolution which established the Chinese Republic, it prevented the setting-up of a new dynasty by the first president, and later frustrated the attempts of the Japanese government to dominate the Chinese political situation. Whenever sufficiently aroused, public opinion has been invincible against all odds. It really governs China today. Especially does the attitude of the masses determine the character of China's foreign policies. Certainly until a stable government is established, public opinion will remain the sole controlling factor in Chinese political affairs.

This all-powerful Chinese public opinion is of course being moulded today chiefly by their newspapers. A simplification of the written language of China ten years ago is making possible phenomenal increases in literacy among Chinese of all ages. Since the number and circulation of newspapers keeps pace with the increases in the number of those able to read, the proportion of China's millions that is being influenced by newspapers grows month by month.

This expansion and growing influence of the Chinese press makes it imperative that newspaper personnel be obtained in great numbers. Far more young men and women must be found than can possibly be produced by existing newspaper staffs. It is vitally important also that these young people, the journalists who will mould the new China, shall be persons of fine character, broad international outlook, and with proper training in the teach

technique of the profession. It is apparent that the largest numbers of young men and women able to meet all three of these requirements will be found within the student bodies of the colleges and universities which are maintained under American auspices.

If it is desired, therefore, to afford preparatory journalistic training to students with international outlook and high moral purpose in China, it is clear that a school of journalism should be established in one of these Chinese schools. The fundamental idea underlying the development of schools of journalism in this country is quite adaptable to the Chinese situation, though there will, of course, be differences in the content of the curriculum and in the methods of teaching. Sufficient pioneering and experimentation have been done to assure us that a school of journalism in China will render to the expanding press of China the same kind of service that is now being given to newspaper work in our own country by its best schools of journalism.

It is noteworthy that the American schools of journalism which are doing the most satisfactory work are all integral parts of great universities. This would suggest that the first school of journalism in China should, if possible, be developed in connection with an outstanding university there. Such an institution is Yenching University, Peking, a standard college chartered under the laws of the State of New York and meeting all the educational requirements of that state in the granting of its academic and professional degrees.

Yenching (or, as it is usually known in this country, Peking) University was founded on a broadly interdenominational basis by a group of mission boards. Its trustees, whenever faced with financial problems, have rightly conceived it to be their first duty to maintain the highest standards possible in those basic academic courses which form the trunk of any educational tree. Consequently expansion, particularly into vocational fields, has been feasible only as groups of individuals were found who were specially interested in making possible certain specific pieces of friendly helpfulness to the Chinese people. This, on a small scale, the university has already accomplished in finding support for their beginnings in journalistic instruction. For three years it has been doing some pioneer work under the direction of Mr. Vernon Nash, one of our own graduates. Mr. Nash is spending his furlough year as a graduate student assistant with us here at Missouri.

Concerning the supply of prospective newspaper workers among the students of China, there can be no doubt. Chinese young people are attracted both by the certainty of employment and by the opportunities for high public service inherent in the profession. The whole student world is at present intensely

nationalistic; newspaper work offers one of the outlets most appealing for the expression of their patriotic purposes. But, if a sufficient number of them are to obtain the right kind of preliminary training and if the work as a whole is to be adequate to meet all the possibilities inherent in the situation, funds must be obtained sufficient for the development and maintenance of a Class -A school of journalism. It seems obvious from all points of view that Yenching (Peking) University is the proper institution within which to develop such a school. This the authorities of the university are eager to do.

Our School of Journalism at the University of Missouri has been watching these three years of experimentation at Peking with intense interest. We now covet the privilege of helping in any way we can in the furthering of the enterprise. The first school of journalism in the world would like to "adopt" the first school of journalism in China. Accordingly at the invitation of the trustees of Yenching University, our school proposes permanently to sponsor theirs. We propose to help them in every manner which may be legal and proper for us as a state-supported institution. Such direct help will obviously be confined chiefly to advisory relationships in which we shall place our experience at their disposal just as fully as they may desire and may be able to use it. We are confident, moreover, that a group of newspaper publishers and editors, just so soon as they shall have heard the entire story and analyzed it, will consider the project, as I do, one of the really great challenges for constructive far-reaching service in our time. We hope further that they will be ready and eager to unite with us in seeking to obtain the funds necessary for its consummation.

Accordingly, I am writing you as one of those who will, I hope, welcome an opportunity to cooperate in such a unique undertaking. Specifically, I want to ask you if you will do two things:

1. Will you accept membership upon an Advisory and Promotion Committee for the School? (I have consented to serve as chairman of the Committee.)
2. Will you be one of at least ten American publishers to underwrite the first five years of the School's work? This would involve a contribution of \$5,000 payable \$1,000 a year or in any manner agreeable to you. (The subscription would be binding only when nine others have made similar contributions.)

It is our judgment that an annual income of \$10,000 will be adequate during the early years. By the end of a decade, it is expected that the annual needs would total about \$25,000. This means, in terms of endowment, a fund of \$500,000 which it is our purpose ultimately to raise. Obviously, however, this task will be much more feasible on the basis of a proved record. First we must find those who are intrigued by the opportunity to pioneer in such a field. May I say again that I consider it a most unusual

chance to serve the best interests of our profession and thereby to serve the world.

Dr. J. Leighton Stuart, president of Yenching University, is in this country at present. If you should so desire, he or Mr. Nash or both would be glad to call upon you to talk the matter over. I myself would be glad if an opportunity presents itself for me to discuss the matter with you in person. Meanwhile, I will appreciate it if you will write me at your convenience how the proposition appeals to you.

I earnestly invoke your aid to an enterprise which I am confident you will agree is of high importance.

Very sincerely,

(Signed) Dean Walter Williams
School of Journalism
University of Missouri

October 29,

8

Mr. Tiffany Blake,
Chicago Tribune.

Dear Mr. Blake:

Herewith the statement which you requested me to formulate for submission to Colonel McCormick. I cannot, of course, express my appreciation for your willingness to undertake this matter. I earnestly hope that after you have read the statement, you may feel justified in recommending the participation of the Tribune in this strategic undertaking.

Should the decision of Colonel McCormick be favorable, indication of this may be made in a letter to Dean Walter Williams, School of Journalism, University of Missouri. When the entire amount shall have been placed, Dean Williams will notify the donors as to time and manner of payment desired.

With sincere personal regards, I am,

Cordially yours,

Southern
Sewell
Master
Printer

October 29, 1928.

AN ANSWER TO THE QUESTION:

"What Has America to Gain from the Development of a Class-A
School of Journalism in China?"

1. Better advertising mediums. In each of my three years' teaching experience in China, by far my largest Journalism classes were in advertising. Most of these students, both men and women, were interested in the subject of advertising, not because they planned to enter the field of newspaper work, but because they were expecting to enter some business and desired to understand the use of advertising as the chief weapon in the carrying on of modern business. The growth and encouragement of this tendency means that:

(a) Within a few years newspapers will be able to secure sufficient revenues from advertising in China to make it possible not only for them to be independent editorially, but also to expand all their services to the point where they can offer a much more satisfactory medium to all advertisers, both Chinese and foreign.

(b) The expansion of American trade will be facilitated by the growth in the number of Chinese merchants who appreciate the importance of advertising and are familiar with its technique. The cooperation of Chinese dealers in advertising campaigns will be especially valuable since their copy will, as a rule, supply the Chinese touch and appeal which is required to secure maximum results for foreign advertising.

(c) An increase in the number of men and women specializing in advertising will hasten the development of advertising agencies in China, particularly of those qualified to serve as agents of American business in the placing of advertising most advantageously in the Chinese newspapers and other periodicals. Such agencies are already needed acutely.

2. Familiarity with American Ways. The maintenance of a School of Journalism which will seek to mediate to the Chinese those principles and practices which have made the American newspaper world so pre-eminent in the world's journalism should give American business an advantage over that of other lands due to the existence of a large body of young Chinese who will be familiar with American processes and ways of doing business.

3. A better exchange of news. The development of a larger number of financially strong, high-principled Chinese newspapers will hasten the establishment of a national press association in China, mutually owned and controlled along lines similar to the Associated Press. The growth of a sufficient number of such papers in China will be greatly accelerated by an increasing knowledge and use of advertising and by providing a greater supply of trained personnel. I am told by Mr. Jackson Elliott and others that the Associated Press would eagerly welcome the development of such a press association in China with which the Associated Press could enter into reciprocal relations.

4. Intangible Factors. Probably in no other ^{country} do intangible factors loom as large as in China. Goodwill is a highly valuable factor in business anywhere: it is a peculiarly vital one in China. By reason of their friendly feeling toward Americans on account of American policies, such as Roosevelt's far-sightedness in returning the surplus of the American Boxer Indemnity to China, we decidedly have the inside track in the goodwill of the Chinese. If America continues to maintain existing policies, this goodwill should increase. The situation has been greatly helped by our the action of our Government in being the first to recognize the Nationalist Government. Another highly strategic element would be to have scores of young people moving out into the newspaper world of China in the next few years, who owe their preliminary training for the profession of journalism to the friendly helpfulness of a group of American newspaper publishers. It is probable that indirect benefits from such a relationship would exceed any specific advantages to America which can be foreseen. Trade between the two countries would not only be steadily increased by such goodwill; it would also help in the maintenance of friendly relations between the two governments.

5. The Shift of world interests into the Pacific. The importance of all this stands out in greater relief as one realizes the rapid shifting of the world interests into the Pacific. Chinese-American trade is now greater than that of any South American country with the United States. At the present rate of increase, the American-borne commerce on the Pacific will be greater than that on the Atlantic in less than five years. Improvements in the realm of transportation and communication mean that we shall have much more intimate relations with foreign countries in the near future.

6. Our Chinese Stability. The mutually profitable exploitation of the natural resources of China, as well as the development of the at greatest of markets for our surplus manufactured products, must wait to a considerable extent for the establishment of a stabilized central government in China. Once given the security rightly demanded for the investment of capital, it is difficult to envisage what vast sums China can constructively use in the building of railways, highways, bridges, industries, etc. To stimulate and encourage a better, more capable class of persons

October 29, 1928.

to enter the newspaper field in China will do much to hasten the coming of a better day in the political life of China. No other plan for accomplishing this seems so feasible as the maintenance of a good school of journalism in one of her outstanding universities.

7. The standing of Yenching University. It is significant that every great school of journalism in America is an integral part of an outstanding university. Yenching University is incorporated under the laws of the State of New York and meets all the requirements of that state for institutions of higher learning. Harvard, Princeton and Wellesley maintain reciprocal relations with Yenching in other departments, similar to that entered into by Missouri in Journalism. (See Dean Walter Williams' letter of March 1928)

8. The response to Dean Williams' letter. Dean Williams proposed a group of American newspaper men raise a fund of not less than \$50,000 to make possible the first five years of a school of journalism in Peking. At the end of that time, if the record seems to justify the effort, a permanent endowment will be sought. A total of \$28,500 has been subscribed to date, all pledged on condition that the entire amount be raised. This has been secured in amounts ranging from \$1,000 to \$5,000, payable within five years, from the following;

W. T. Dewart, Robert P. Scripps, W. A. Strong,

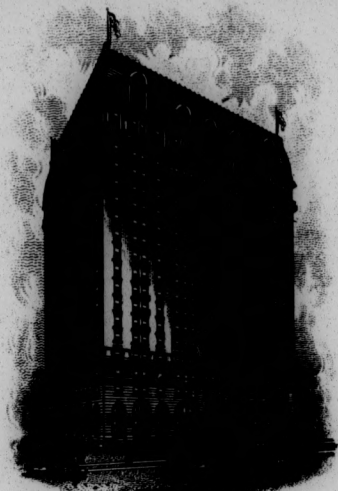
Dean Williams, James Wright Brown, G. B. Dealey,

Marcellus E. Foster, E. K. Gaylord, and the

American Society of Newspaper Editors.

Tentative verbal assurances of support, but without a specific amount having yet been indicated, have been received from Mr. Adolph Ochs, Mr. E. H. Baker and Mr. R. S. Sterling.

0895



La Salle at Madison St.
Telephone Franklin 6700

JOURNALISM

McComick

Hotel La Salle

Chicago Oct. 29. 1928

Dear Mr. Wanamaker:-

Yours of 22nd & 24th at

hand. It is good to hear that you can come to Missouri soon. I'll look forward to a good talk with you then.

A hopeful break here. Tiffany Blake of The Tribune offers to lay the matter before Col. McCormick as soon as possible after the election with his recommendation that he participate. I am to give him a statement soon in answer to this query: "What has America to gain by such an undertaking?"

Word Neff, publisher Drovers Daily Journal and donor of the Jour. Bldg. at Missouri, gave me a cordial, favorable hearing. Pleaded an overloading of subscriptions but I feel sure we will get something in the windup.

St. Louis seems hopeless unless we can swing Joe Pulitzer. He was not in city. Mr. Lawson, who told me in San Diego to see him here, has not yet arrived.

Concerning date on pledges, the body of the pledge reads on or before June 30. It is agreed with publishers that times and methods of payment will be taken up with them when fund is completed. I have in mind for all an arrangement to send them statement on first of every month after Jan. 1 until paid.

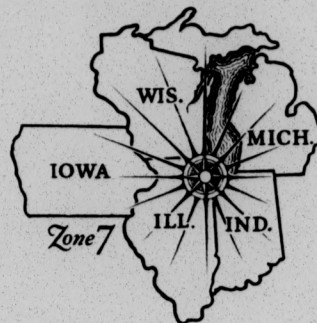
Off tonight for Milwaukee, Minneapolis, Des Moines, K.C. Address Holt, Mo., till 4th then Dean Williams, Columbia. Cordially
Nash.

JOURNALISM

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

TRIBUNE SQUARE



CHICAGO

November 8, 1928.

Mr. Vernon Nash
c/o Dean Williams
School of Journalism
University of Missouri
Columbia, Missouri

Dear Mr. Nash:

I have your statement in regard to
the School of Journalism at Yenching. I will take the
matter up with Col. McCormick at the first opportunity
and will let you know the result, care of Dean Williams.

With best wishes,

Sincerely,

Wm. B. Blaine

Foster

0897

JOURNALISM

THE CHICAGO TRIBUNE

March eleventh
1 9 2 9



Mr. G. B. Dealey
The Dallas Morning News
Dallas Texas

Dear Mr. Dealey

Thank you for your letter of March ninth.
I have already passed upon this matter in direct
correspondence with the University.

Sincerely yours

Robert R. McCormick

0898

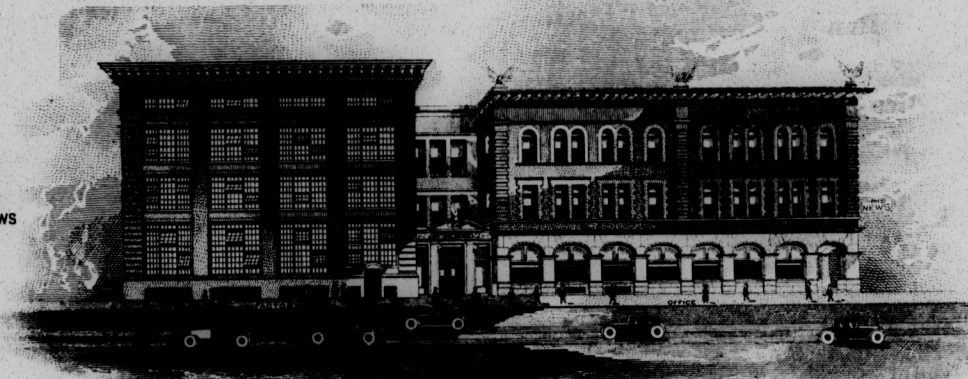
G. B. DEALEY, Pres.

W. A. DEALEY, Vice-Pres.

JOURNALISM

Col. Robert R. McCormick
JNO. F. LUBBEN, Sec.-Treas.

THE DALLAS MORNING NEWS
THE DALLAS EVENING JOURNAL
THE DALLAS SEMI-WEEKLY FARM NEWS



OFFICE OF
G. B. DEALEY
PRESIDENT

THE DALLAS NEWS
A. H. BELO CORPORATION, PUBLISHERS

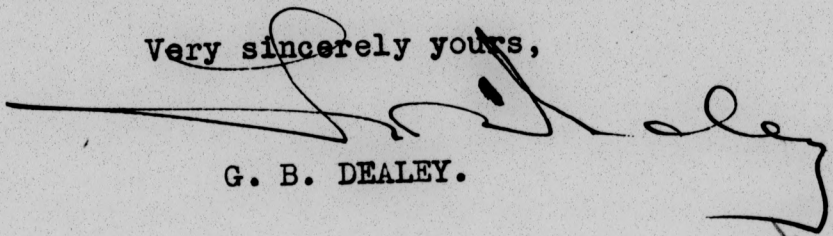
DALLAS, TEXAS March 13, 1929.

Dean Walter Williams,
School of Journalism,
University of Missouri,
Columbia, Mo.

My dear Dean:

Here is the first response I have had to
the letters I sent out. This one from Col. Robert R.
McCormick of the Chicago Tribune. As I interpret it,
he doesn't appreciate the proposition, but I hope I am
wrong about it.

Very sincerely yours,


G. B. DEALEY.

Encl.

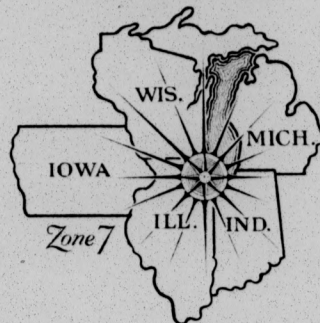
MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS

0899

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

TRIBUNE SQUARE



CHICAGO

April 18, 1929

Paid up

Mr. E. M. McBrier, Treasurer
Yenching University
Room 903, 150 Fifth Avenue
New York, New York

Dear Sir:

I am pleased to advise you that Colonel Robert R. McCormick, Editor and Publisher of the Chicago Tribune, has agreed to subscribe \$1,000 a year for the next five years to the fund which has been raised for the development of a School of Journalism in China under the joint auspices of the University of Missouri and Yenching University, Peking.

I am advised by Dean Williams that the remaining unsubscribed amount to the total fund of \$50,000 is \$5,000. I am enclosing herewith Chicago Tribune check No. 5062 for \$1,000 which represents the first of five annual payments to be made by the Chicago Tribune.

It is not only a pleasure for me to send this contribution on behalf of the Chicago Tribune, but it is also a pleasure to know that by this subscription the effort to develop the total fund of \$50,000 has been brought to a successful conclusion.

Very truly yours,

W.E. Macfarlane
Business Manager

WEM-MM
encl.

0900

The Chicago Tribune - \$5000

0901

JOURNALISM

The Chicago Tribune
(Col. Robt. R. McCormick) ✓

Apr. 22, 1929

Pledge- \$5,000 toward which they pay \$1,000 (for Journalism)

Call received	4-22-29
Receipt No.	2441 for the \$1000
Entered in control record	✓
" " and card	✓
" " contr. list	✓
Serial No. on L. and card	740 ✓
Pledge signal attached	✓
X file cards	✓
Letter ack. sent	4/24/29
Checked for O. L.	✓
" " class card	✓
" " stencil	✓

Payable \$1,000 a year for the
next five years"

0902

JOURNALISM

R. R. McCormick

April 24, 1929

My dear Mr. Macfarlane:

We are deeply grateful to Colonel Robert R. McCormick for his generous pledge of \$1,000 a year for the next five years to the fund for a demonstration period of our school of journalism. This generous pledge brings the total amount of the budget up to the minimum named in our campaign. In addition, a good many friends in no way connected with newspapers or other publications have undertaken to provide funds for the cost of Mr. Nash's period of study in America and the actual cost of raising the journalism fund. We shall have the full net amount of \$50,000 for the budget alone during the five year period.

I enclose herewith our treasurer's receipt for the first payment of \$1,000 on Colonel McCormick's pledge.

May I inquire whether it is the wish of Colonel McCormick that we should follow our usual practice of reminding friends at certain dates when instalment payments are expected? If so, will you name the annual date for such a reminder? It is a great help to have the first payment at the present time because of the unusual expense of the first year due to the travel of Mr. Nash and his family back to Peking. They are now on their way to China.

With renewed thanks,

Sincerely yours,

Assistant to the President

Mr. W. E. Macfarlane, Business Manager
The Chicago Tribune
Tribune Square
Chicago, Illinois

ODW:BB

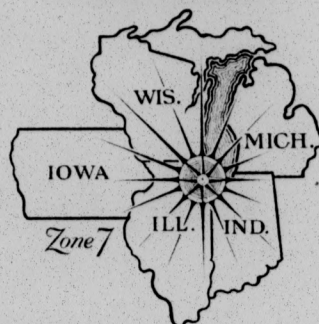
0903

JOURNALISM

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

TRIBUNE SQUARE



CHICAGO

April 26, 1929.

Mr. Olin D. Wannamaker,
Assistant to the President,
Yenching University,
150 Fifth Avenue,
New York, New York.

Dear Mr. Wannamaker:

Thank you for your letter of April 24th enclosing
receipt for the first annual instalment on Colonel
McCormick's pledge.

In answer to your inquiry in the last paragraph
of your letter, we would like to have you send notice
when instalments are due to the undersigned.

Yours very truly,

W. E. MacFarlane
Business Manager

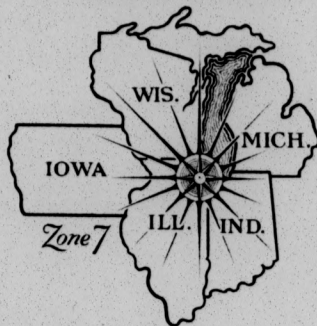
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0904

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

TRIBUNE SQUARE



CHICAGO

April 16, 1930.

Mr. E. M. McBrier, Treasurer,
Yenching University,
Room 903,
150 Fifth Avenue,
New York, New York.

Dear Mr. McBrier:

In accordance with our agreement, we enclose
herewith check for \$1,000.00 as second payment on the
total contribution of \$5,000.00 to the Yenching University.

Very truly yours,

W. E. Macfarlane

W. E. Macfarlane
Business Manager

*\$1,000.00 - Journalism (2^d ann. on
pledge)*

WEM/S

Gift received	4-21-30
Receipt slip #	254
Entered on control record	✓
" " acct. card	✓
" " contr. list	✓
Serial No. on L. and card	740 ✓
Pledge signal attached	✓
X-file cards	
Letter ack. sent	4-25-30
Checked for O. L.	✓
" " class card	✓
" " stencil	Renewal ✓

Apr 1929

0905

Journalism

THE CHICAGO TRIBUNE

July twenty eighth
1 9 3 0

Mr. Olin D. Wannamaker
Assistant to the President
Yenching University
150 Fifth Avenue
New York City NY

Dear Mr. Wannamaker

Thank you for your very nice letter
of the twenty-second. I am happy to note that
the work at the University is uninterrupted and
that the results of its operation fulfill the
expectations of its officials.

Sincerely yours

Robert H. McCormick

0906

Chicago Tribune

W.E. Macfarlane, Bws. Mgr.

Chicago, Ill.

Apr. 2, 1931

\$1,000 - Journalism - 3rd ann. Payment

Ent received	4-2-31
Receipt clip #	2963
Entered on control record	✓
" " acct. card	✓
" " contrib. list	✓
Serial list on l. and card	740
Pledge card attached	✓
X-file cards	
Letter ack. sent	4-2-31
Checked for O. L.	
" " class card	YML ✓
" " stencil Renewal	✓

0907

Mr. W. E. Macfarlane, Business Manager
The Chicago Tribune
Chicago, Illinois

Gift received, April 2nd, 1932 (date)

Cash Gift \$ 1000 — 4th ann. payment on
Pledge \$ # 740
Designation Journalism
Received through
Entered on control record ✓
Serial number 740 ✓
Entered on record card ✓
Pledge signal attached ✓
Cross file card made
Receipt number 3559
Acknowledgment sent 4-4-32
Entered on renewal sheet
Checked for office list ✓
Checked for mailing list ✓
Contributed previously? —

0908

JOURNALISM

THE CHICAGO TRIBUNE ✓
1 Tribune Square

December 2, 1932

Dear Sir:

Colonel McCormick is sorry that he cannot make a contribution in response to your letter of November twenty-ninth.

His opinion is that in these times such work must be subordinated to things nearer home.

Very truly yours,

M. E. Schmitz
Assistant Secretary to
Colonel R. R. McCormick

Mr. Walter Williams
University of Missouri
Columbia, Missouri

MES

0909

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

*This letter did
not come with
the check.*



CHICAGO
Aiken So. Carolina
April 1 1933

Mr. George G. Barber
President, Board of Trustees
YENCHING UNIVERSITY
150 Fifth Avenue
New York

Dear Sir

Colonel McCormick has received your letter

*former letter
encl. Mr.
Martin's
letter*

of March 27th, which has been forwarded here from
Chicago, and instructs me to thank you for your
kindness in keeping him advised of affairs concerning
Yenching University. Your enclosure has been read
with interest.

Very truly yours

John H. Burke
Secretary

B

09 10

Attention: Mr. W. E. Macfarlane
Business Manager

Cash Gift \$ 1000 - final (5th) payment on pledge

Pledge \$ _____

Basis of payment.....

Designation.....Journalism.....

Received through _____

Control record serial number. 740✓

Entered on record card ☒ _____

Pledge signal attached

Receipt number 3849

Acknowledgment sent 4-3-33

Entered on renewal sheet

Checked for office list.....

Checked for mailing list ☒

Last renewal card entrance (month and year) _____

Gift added to Cult. List.....*Yes*.....

0911

May 25, 1933

Dear Mr. McCormick:

Knowing your keen interest in the China situation and its effect upon Yenching University, I wish to let you know that we have had a cable from them dated May 18th stating that though they were anxious, work was still going on and they were hopeful that they might be able to complete the work of the semester. News in the papers during the last few days makes it likely that they will not be able to carry on now; we believe, however, that by fall the situation will have cleared to such an extent that regular work will be able to begin at the scheduled time.

I am sending you under separate cover a copy of a "special edition" of the Yenching Gazette which will give you some interesting information about the various phases of activity, including Journalism, at the University.

Assuring you of our appreciation of your substantial interest in the work of the Department of Journalism, I am,

Very sincerely,

H. Gist Gee
Vice President

The Chicago Tribune ✓
Mr. Robert R. McCormick, Editor
Chicago, Ill.

ER

09 12

Held for my return.

THE CHICAGO TRIBUNE

June 5, 1933

Mr. N. Gist Gee
Yenching University
150 Fifth Avenue
New York City

Dear Sir:

Colonel McCormick thanks you for
your letter of May twenty-fifth and for the
special edition of The Yenching Gazette.

He trusts that the recent develop-
ments in China will not seriously affect the
work of the university.

Very truly yours,

M. E. Schmitz
Assistant Secretary to
Colonel R. R. McCormick

MES

ndd. 6/1/33

09 13

THE CHICAGO TRIBUNE

December 17, 1938

Mr. E. M. McBrier, Treasurer
Yenching University
150 Fifth Avenue
New York City

Dear Mr. McBrier:

Your letter was one of several I
received from charitable organizations and
from colleges asking for money.

I am afraid that the existing tax
laws are making it impossible for charitable
organizations and endowed colleges to exist.

Yours sincerely,

Robert R. McCormick

v

09 14

Record, Prospects and Needs of Education for Journalism in China.

(Sentence Summaries of Sections in Pages to Follow)

I. Record

1. First promising beginnings of work in Yenching University in 1924.
2. Comprehensive program under Vernon Nash and Hin Wong starts in 1929.
3. A fund of \$70,000 for purpose provided by leading U.S. newspapers.
4. Over 100 graduates to date placed in strategic posts in China's journalism.
5. Record largely possible because of official sponsorship and advisory help given by Missouri School of Journalism.

II. Prospects

1. Work is continuing acceptably in Yenching (Peiping) despite war conditions.
2. Desirable also to provide journalism education in "Free China".
3. Permanent decision on best location to be made at end of war.

III. Needs

1. Well grounded expectation that full support of work would be forthcoming from Chinese somewhat modified by hostilities.
2. Still confident that Chinese newspapermen will be able and willing to match any amounts obtained from American sources.
3. Chief problem is meeting expenditures which must be incurred in foreign currencies, with exchange as unfavorable as it is; primary need is support of one American-trained staff member.
4. Some income from endowment required as a "Balance Wheel" with the momentum to carry us over possible temporary difficulties.
5. Needs range from \$100,000 to \$250,000 for a single institution; support through advice and grants-in-aid to all education for journalism in China would of course require much more.
6. Two trust-receiving agencies are in existence, appropriate to such a purpose - the Board of Trustees of Yenching University and the Walter Williams Memorial Journalism Foundation; a new board could be created by a donor if he so desired.

NOTE: Sufficient interest in the project already exists throughout American journalism that an adequate endowment fund could be obtained if some friend should choose to give the movement its necessary start by making a conditional offer of some substantial fraction of the total sought.

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Outline Statement of the Record, Prospects and Needs
of the Project to Promote in China

Sound Journalistic Education

I. RECORD

1. Origin. From 1924 to 1927, Mr. Vernon Nash taught a few courses in Yenching University while making a thorough study of the language, history and contemporary conditions of China, and of its journalism. He was supported by a fund created by personal friends in Kansas City. Some of his students in these early courses entered the profession, and a few of them have done extraordinarily well therein.

2. A full-fledged department of journalism was set up by Mr. Nash in the fall of 1929, comparable in its program and performance to that of the better schools and departments in the United States. Associated with him for the first five years was Hin Wong, first of the Western-trained Chinese newspapermen. Mr. Wong was chairman of the department 1931-34, after which leadership in the enterprise was accepted by the undersigned.

3. Sources of Support. The five-year demonstration period was made possible by contributions from American newspapers and newspapermen, totaling \$70,000. Those who gave \$5,000 each to this "Missouri-Yenching Fund" were W. T. Dewart, Col. R. R. McCormick, Adolph S. Ochs, Miss Ellen Scripps, Robert P. Scripps and Walter Strong. The full support of the work from 1934 to the present has been provided by Chinese newspapers and by public-spirited Chinese.

4. Placement of Graduates. More than a hundred boys and girls have now been graduated from Yenching with majors in journalism. A few have elected to enter other professions; a few more have come to America for further study. The rest promptly found places for themselves in the journalism of China; a score of them are now in positions of strategic usefulness and prominence, already at the top in professional prestige. From the very beginning our chief difficulty has been to meet the personnel demands made upon us; there has never been any trouble in placing any young man or woman whom we were able to recommend for employment.

5. Cooperation of Friends. This record has chiefly been made possible by the sponsorship and advisory help extended by the School of Journalism of the University of Missouri. Dean Frank L. Martin spent his Sabbatical year in 1932 as a visiting professor of journalism in Yenching. Several leading foreign correspondents stationed in Peiping and several outstanding Chinese journalists have contributed their services for a year or more as part-time teachers of courses in their respective specialties.

II. PROSPECTS.

1. Immediate. There has been no substantial interference by the Japanese with the work of Yenching University since the outbreak of hostilities. Even the work of the department of journalism has gone on as before under the direction of Mr. Liu Ho-hsuan, long a member of the faculty of Tsinghua (American Boxer-indemnity) University and later for a considerable period the chief editor of a leading Chinese daily, the Tientsin I Shih Pao. It does not seem wise for me to enter a Japanese-occupied area, and Mr. Nash is not able to return to China at present for reasons set forth below.

2. The Near Future. In the event that sufficient financial resources should become available soon, Mr. Nash and I would prefer to institute educational work in journalism in "Free China" for the duration, either in association with the Tsinghua-Peiping-Nankai "refugee university" at Kuming, capital of Yunnanfu, or as a part of the West China Union University at Chengtu, capital of Szechuan. A large number of the more promising, forward-looking students of China are now in such far western institutions.

3. Looking Ahead. If (2) were acted upon, it would be our desire to re-examine the entire situation anew at the end of the war. Presumably, but not necessarily, it would prove desirable to return all or the central part of the undertaking to Yenching in Peiping with which it is now so well established in the professional and public minds of China. In any event, it would seem preferable that any fund or endowment to be provided be established for the broad purpose of furthering the provision of education for journalism in China, wherever and by what methods commend themselves to the executive and trustee authorities of the governing body.

III. NEEDS

1. Its Cause. It had been our confident hope that the entire support of the enterprise could be obtained in China after the original American-supplied funds had been used. That this was not unjustified is shown by the fact that such support, even in the more difficult early years, was forthcoming in adequate amounts from 1934 to the outbreak of war. For obvious reasons, the securing of an amount sufficient for all needs will be much more difficult in China for a long time to come.

2. Whole Support Not Sought. Some funds are obtainable even now, and more would quite certainly be forthcoming for an undertaking of this kind in the unoccupied areas. So sure are we of this fact that we should be agreeable to a provision by an American donor that the trustees of a fund provided by him should make its income available each year on condition that an equivalent amount, at least, was contributed for the work by friends and supporters in China.

3. The Chief Need. For a long time to come, we shall profit greatly by the presence with us of a person with experience in schools and departments of journalism in the United States, preferably Mr. Nash, of course, because of his additional experience in, and knowledge of, Chinese conditions. Such a person must have a large part of his salary in American money for payment of premiums for insurance, tuitions for his children in schools or colleges, etc. Other substantial expenditures must be made in U.S. currency, notably for books. So long as exchange rates remain unfavorable, these payments mean that for every American dollar expended, three to six dollars Chinese must be raised if the budget is obtained entirely in Chinese currency. Under present conditions, such items become virtually prohibitive, and we have no assurance that exchange rates may not get even more adverse.

4. Balance Wheel Needed. It does not seem feasible, at this state, to secure any endowment funds in China, yet we need the stabilization now which can come only from having some substantial portion of the budget assured permanently from year to year. Mr. Nash has stayed with our undertaking since 1924 at considerable risk and some sacrifice on precarious short-term arrangements. This he properly feels unable to continue, having

-3- Education for Journalism in China.

reached the middle forties with children ready for college. For a double reason, therefore, a sizable endowment fund is now gravely needed.

5. How much? Our needs range between \$100,000 and a quarter of a million. We cannot be sure of an ability to meet the opportunities before us with less than the first sum; we do not envisage a time or program when the income from more than \$250,000 would be required in any one single institution. A foundation which adopted some such relationship to all work in education for journalism in China as the Rockefeller Foundation does to medical work could, of course, effectively use a great deal more.

6. To whom entrusted? We see three possible answers to this question:

(a) We should be glad, if the donor so desires, to have him set up his own trustees or advisory committee under such trust company or body as he may name.

(b) A gift with conditions to the Trustees of Yenching University 150 Fifth Avenue, New York (see letterhead.)

(c) The Walter Williams Memorial Journalism Foundation, with headquarters at Columbia, Missouri. This is a corporation of the State of Missouri, legally empowered and ready to assume such a responsibility. This foundation under its charter may accept funds designated for any worthy journalism project, including journalists education in China.

Hubert S. Liang.

March 26, 1939

Seale
Mr. Tiffany Balke
The Chicago Tribune
Tribune Tower
Chicago, Ill.

Dear Mr. Balke:

Upon your kind suggestion I am sending
you herewith a condensed version of our appeal to Colonel
McCormick in the form of a letter which you will kindly
present to him at such a time and in such a way as you
deem fit and effective.

With your presentation and your endorsement
we have every confidence that the Colonel will give our
request his most favorable consideration.

Awaiting to receive good news from you,
and with kindest personal regards.

I am,

Very sincerely yours,

Hubert S. Liang
Director
Department of Journalism
Yenching University

*Air Mail
to Chicago*

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Letter to Colonel R. R. McCormick

Rough Draft

March 25, 1939

Colonel R. R. McCormick
The Chicago Tribune
Tribune Tower
Chicago, Ill.

Dear Colonel McCormick:

 Your sagacious foresight and your magnificent generosity and that of a small group of other American friends the Yenching Department of Journalism has owed its existence and development. The Department, which was started in 1929 and which has turned out to-date more than 100 graduates most of whom are occupying leading and strategic positions in China's journalism, is continuing acceptably in Peiping despite war conditions. But in view of the the rapidly changing conditions and of the astounding development of the vast interior of China as a result of the war it is at once urgent and desirable that journalism education be developed in the new China that is now emerging in the expansive hinterland of that great country.

 The fact that Yenching Department of Journalism has had such an excellent record has been largely due to the official sponsorship and advisory help given by Missouri School of Journalism through its representative Professor Vernon Nash who has been associated with the work from its very beginning. In developing, therefore, the new center of journalism education in the interior of China or what is sometimes called "Free China", we feel very strongly that American cooperation along similar lines as before

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(2)

is both essential and desirable.

As far as the Chinese side of the project is concerned we are confident that on the basis of past experience the Chinese newspapermen will be able and willing to match any amounts obtained from the American sources. And what is required of the American support is an endowment of say \$200,000 which will be needed to maintain a full-time American representative and will also serve as a "balance wheel" with the momentum to carry us over possible temporary difficulties. ~~We believe~~ ^{After} As a result of our personal conferences with a number of American publishers we believe that sufficient interest ~~exists~~ ^{adequate} in the project already exists throughout American journalism that an endowment could be obtained if some such leading publisher and far-seeing friend as your own good self would give the movement its necessary start by making a conditional offer of some substantial fraction of the total sought.

With regard to the receiving and administration of the endowment there are two trust-receiving agencies already in existence, appropriate to such a purpose-- the Board of Trustees of Yenching University and the Walter Williams Memorial Journalism Foundation; or a new board could be created by a donor if ~~he~~ so desired.

Profoundly grateful for what you have ^done for China in helping to develop her modern journalism and thus in bringing ^{and} about a better understanding/a closer relationship between our two great Republics we feel confident that you will give our request your best and most favorable consideration.

With esteemed regards.

Respectfully yours,

Hubert S. Liang
Director
Department of Journalism
Yenching University

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March 27, 1939

Colonel R. R. McCormick
The Chicago Tribune
Tribune Tower
Chicago, Illinois

Dear Colonel McCormick:

To your sagacious foresight and your magnificent generosity and that of a small group of other American friends, the Yenching Department of Journalism has owed its existence and development. The Department, which was started in 1929 and which has turned out to date more than 100 graduates, most of whom are occupying leading and strategic positions in China's journalism, is continuing acceptably in Peiping despite war conditions. But in view of the rapidly changing conditions and of the astounding development of the vast interior of China as a result of the war, it is at once urgent and desirable that journalism education be developed in the new China that is now emerging in the expansive hinterland of that great country.

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Colonel McCormick
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March 27, 1939

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With esteemed regards,

Respectfully yours,

Hubert S. Liang
Director
Department of Journalism
Yenching University

Encl.

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