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UBCHEA ARCHIVES
COLLEGE FILE
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Yenching
Corres.
Editor and Publisher 1928-1945
Eldridge, Fred J. 1928-1932

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Editor & Publisher

1928 - 1945

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Journalism

1928

1133

(copy)

105 Willis, Columbia, Mo.,
January 18, 1928.

Mr. James Wright Brown,
The Editor and Publisher,
Suite 1700 Times Building,
New York City.

Dear Mr. Brown:-

When Dr. J. Leighton Stuart had completed a recent address to journalism students on "The Place of Public Opinion in China," Dean Williams stated that he believed the Editor and Publisher would like to have a report of it and suggested that I send it to you. Hence the inclosed.

If you should desire to use his picture in connection with the article, you will note by the above letterhead that the American offices of our university are in New York. They will be glad to furnish you with either photo or halftone as preferred. They are listed in the phone book as "Peking University."

Dr. Stuart has returned to New York where he will remain a few weeks longer in consultation with our trustees. I hope that it may be possible for you and Dr. Stuart to meet before his return to China, since the relationship which is being established between Missouri University and Yenching University will doubtless have a continuing interest for you and the Editor and Publisher. Dean Williams himself will, I presume, soon be writing to you concerning this.

Before closing may I add my voice to the recent chorus of congratulations at the steady progress and improvement in your newspaperman's newspaper. You may be interested to know that I used it regularly in teaching journalism to Chinese students. Complete files of the past three years are in our library at Peking. Dr. Grenfell of Labrador in a recent book suggests that the shame of Christianity through the centuries so often has been that men or institutions were either good but inefficient or efficient but not good as they should be. It has been delightful to observe the combination of technical excellence and enterprise with the highest professional standards in the Editor and Publisher.

Sincerely yours,

Vernon Nash, Assistant Professor of Journalism,
Yenching (Peking) University.

1173

Suggestions for part of a letter from Dean Williams to publishers.
 Drafted by Dr. J. L. Stuart and V.N.

are
 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 a ^{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 any 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.

1.
 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.

2.
 The 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 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 Christian colleges and universities in China.

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 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 Christian 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 the newspaper work in our own country by 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 in 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.

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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 one of our own graduates, Mr. Vernon Nash.

*insert 5. revised
4. put above*

the graduates of the Univ. of Mo.

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 to them 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.

of

out

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 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.

Jan. 24, 1927.

Mr. James Wright Brown,
The Editor and Publisher,
New York City.

Dear Mr. Brown:-

Dr. Jenney and I are making a ten-days swing through the near Mid-West. Although meeting with the chief handicap of this work---illness and winter vacations--- we have had two quite favorable interviews. These were with Robert Taft, son of the chief justice and attorney for the Times-Star, who heard us on behalf of Mr. Chas. P. Taft, who has been quite ill; and with Mr. Dan R. Hanna, Jr., president of the Cleveland News. x to

Both of them have the matter under advisement and we feel that a letter from you might be quite helpful, if you feel free to write them. Mr. Taft's address is 424 Dixie Terminal Building, Cincinnati.

Mr. J. D. Barnum has written me a delightfully cordial letter, inviting me to have a place on the program of the N.Y. State Publishers Association program the afternoon of the 31st. I am very hopeful that something tangible may come from this opportunity.

If you and Mrs. Brown should decide to go South for a time, and I get away from America, as I hope to do on Feb. 14, I may not see you again. If not, I want you to know how greatly I appreciate the help which you have been to me. I feel quite sure that your subscription is the most generous one which I have received. With kindest personal regards, I am,

Very sincerely yours,

V. Wash

JOURNALISM

Copy

February 7, 1928

✓ X to
Dr. Walter Williams,
University of Missouri,
Columbia, Mo.

Dear Dr. Williams:

I have read with interest your illuminating letter of the fourth with respect to the establishment of a School of Journalism at Yenching University, Peking, China, and write to commend your vision and unselfish service as manifested in your willingness to--"adopt the first School of Journalism in China"--and have pleasure in forwarding THE EDITOR AND PUBLISHER COMPANY CHECK in the sum of \$100, to be applied in any way your good judgment may direct to promote this worthy enterprise.

✓ X to
Cordially,
EDITOR AND PUBLISHER,
The Fourth Estate

James W. Brown

\$100

Gift received	2-20-28
Receipt slip #	1863
Entered on control record	✓
" " acct. card	✓
" " contr. list	✓
Serial No. on L. and card	111
Pledge signal attached	✓
X-file cards	✓
Letter ack. sent	2-20-28
Checked for O. L.	✓
" " class card	✓
" " stencil	U

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Copy

February 17, 1928

Mr. James Wright Brown,
Editor and Publisher,
Times Bldg.,
New York City

Dear Mr. Brown:

I thank you for your good letter of February 7 regarding the establishment of a School of Journalism at Yenching University, Peking, China and for the Editor and Publisher's good check for the sum of \$100 to be applied toward this enterprise. I am forwarding the check to Dr. J. Leighton Stuart at his New York office, Room 825, 150 Fifth Avenue.

I see so much value in the proposed school and such large hope for it that I trust there will be formed in the near future an advisory and promotional committee in its behalf. If such a committee should be formed, I would of course hope to have you as a member thereof. I have written only to four persons in regard to the enterprise and have had most cordial replies of interest, sympathy, and support in addition to yourself from Mr. Walter A. Strong of the Chicago Daily News and Mr. E. H. Baker of the Cleveland Plain Dealer. The fourth, who is out of the country, I have not as yet heard from.

Might not Editor and Publisher give some story or editorial suggestion regarding the Yenching University School of Journalism enterprise?

And would you not take a few moments of busily occupied time to talk with Dr. Stuart if he calls at your office? I am sending a copy of this letter to Dr. Stuart with the check indorsed to him for the purpose indicated.

With cordial appreciation and hope,

Very sincerely,

Walter Williams

1178

February 20, 1928

My dear Mr. Brown:

Dean Williams of the University of Missouri has forwarded to President Stuart your check in the amount of \$100 for the use of the School of Journalism at Yenching University.

Dr. Stuart will write to you personally of his appreciation of this generous gift, but in the meantime wishes us to send you our official receipt. This is enclosed herewith.

Very sincerely yours,

Office Secretary

Mr. James W. Brown
The Editor & Publisher
Times Building
New York City



EDITOR & PUBLISHER
THE FOURTH ESTATE



Mr. Vernon Nash,
105 Willis Avenue,
Columbia, Mo.

May 17th, 1928

My dear Nash:-

Your letters of May 13th and 14th, bearing postmark -- "Columbia, Mo. 7:00 P.M. May 14th" -- are before me.

In the letter of the 13th, you state that you and our good friend, the Dean, are -- "wondering if you would feel inclined and be able to undertake as much as \$500. a year for five years" -- and before committing myself definitely to an ideal of international service that seems at the moment within the realm of the attainable, I should like to know on what terms this subscription would be made -- whether you would expect the \$2,500 in advance or be satisfied with a weekly payment on account, and perhaps on a yearly basis instead of a five-year basis?

In the matter of the letter of the 14th, and your suggestion that I write a note to Mr. Ochs giving you a certificate of character, as it were, I would prefer not to do it. I think I may be able to approach it from another standpoint. I have been invited by Mr. Ochs to be his guest at the celebration in Chattanooga that the City and the citizens there are arranging in his honor to commemorate his fiftieth anniversary as publisher of the Chattanooga Times.

If present plans go through, I will make the trip to Chattanooga and back to New York in his private car as Mr. Ochs' guest. I think the opportunity may present itself during the hours of fellowship to discuss the matter in a way that would be much more helpful and satisfying than could possibly be the case with any single letter. And with your permission, I shall handle the matter in that way.

Cordially,

James W. Brown
James W. Brown. *Per J.W.B.*

P.S. Mr. Brown left for Louisville this afternoon to be gone for ten days.

SUITE 1700 TIMES BUILDING TIMES SQUARE, NEW YORK, N.Y.
TELEPHONES, BRYANT 3052-3053-3054-3055-3056

1180

May 26, 1928.

Mr. James W. Brown,
New York City.

Dear Mr. Brown:-

It was good to learn of your trip with Mr. Ochs to Chattanooga, and I have been hoping that the conversation swung round to our work at some time. In any case, as you said, the possible opportunity for such a personal talk was much preferable to any written message.

The proposal made by Dr. Stuart to Mr. Dewart and others and accepted by them was that payments be made in five annual installments, but there is no reason on our part why payments will not be acceptable within each year at such times and amounts as meet the convenience and desires of the donors.

Our University fiscal year is designed to parallel the academic session and therefore runs from July 1 to June 30. Assuming therefore that we reach the full amount this summer or fall, we should like to have the first fifth by June 30, 1929, the second fifth by June 30, 1930, and so on. Within these fiscal years, however, it would be quite satisfactory to have the annual contributions made in half-installments or in spaced payments of \$100 each.

Since it is not possible to get much work of this character done in the summer months and since I must settle down to a master's thesis anyway, I'm not hopeful of getting very many of the second half before fall. But I do hope to be able to get away in time to have some days at the Cologne Exhibit, then going by way of India and South China in order to have a series of conferences with Chinese newspapermen in the Strait Settlements, Dutch East Indies, Manila and Canton. A majority of our most promising students, especially for journalism, come from these regions. Under this arrangement, I would plan to resume work at the beginning of the second semester next year.

My youngest brother will be a neighbor of yours next year, having signed as health and physical director of the Riverdale Country Day School. He has been at Lawrenceville School this year, after seven years in Soochow, China. It's going to be lonesome not to have him back out there with me.

Cordially,

 EDITOR & PUBLISHER 
THE FOURTH ESTATE

August 3rd, 1928

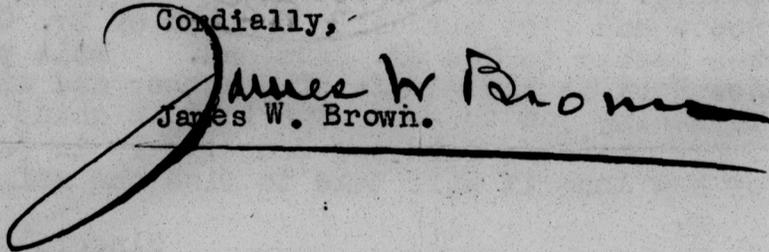
Mr. Vernon Nash,
School of Journalism,
University of Missouri,
Columbia, Mo.

Dear Mr. Nash:-

I assume from the letter of June 23rd, apparently sent to the American Advisory and Promotion Committee of the Missouri-Yenching School of Journalism -- a letter that reached my desk on July 30th -- that in the letter of Dean Williams of June 23rd, I was definitely committed to the half portion, or \$500 annually.

I have no thought to embarrass the Dean; I am strongly in favor of exercising our influence in that direction; I write primarily to say that you can go ahead upon that basis; that if my associates of EDITOR & PUBLISHER are not disposed to carry it on behalf of EDITOR & PUBLISHER, that I personally will do so.

Cordially,


James W. Brown.

*5 years
paid
up.*

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SUITE 1700 TIMES BUILDING TIMES SQUARE NEW YORK, N.Y.
TELEPHONES, BRYANT 3052-3053-3054-3055-3056

1182

Dallas, Tex.,
Oct. 5, 1928.

Mr. James Wright Brown,
The Editor and Publisher,
New York City.

Dear Mr. Brown:-

Yours of Aug. 3 has just come to my hands here after having been in Dean Williams office for a long period. You must have been wondering why I had not acknowledged it heretofore. Thanks very much for the definite assurance that you or your publication will help in the Missouri-anching Journalism enterprise. Since our conversation back in St. Louis last spring, I have been sure that you would but I am glad to have the matter made official so that I can add your name to my list as I seek to complete the fund.

Am just completing a swing through Texas. Have a definite gift of \$353 annually from Marcellus E. Foster, and very encouraging prospects from talks with Messrs. Huntress and Sterling. Was in California in Sept. and feel virtually certain of Mr. Chandler but was unable to see Mr. Knowland. I'll probably be in New York by the middle of November and will look forward to seeing you then. The fund is going over; of that I have not the faintest doubt. It is just a question of how long it will take to find the right men.

Sincerely,

Vernon Nash.

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JOURNALISM

Brown, Mr. James Wright

The Editor & Publisher
New York City

Times Bldg.

Oct. 8, 1928

Pledge \$500 annually for five years for Dept. of Journalism

Gift received	Oct. 8, 1928
Receipt slip #	-----
Entered on control record	✓
" " acct. card	✓
" " contr. list	✓
Serial Review L. and card	461, ✓
Pledge signal attached	✓
X-file cards	
Letter ack. sent	by VN Oct. 5, 1928
Checked for O. L.	✓
" " class card	✓
" " stencil	✓

Payable ? *[Signature]*

See letter of August 3, 1928 from Mr. Brown to Vernon Nash

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October 9, 1928

Mr. Vernon Nash
Holt, Missouri

Dear Mr. Nash:

Thank you for the letter from Mr. James W. Brown. We are recording his pledge but as a matter of fact he did not state in the letter how many years he will pay \$500 annually (though of course we know it must be for the usual five years) and he also did not say when he expected to begin payment.

Could you, therefore, get from Dean Williams either the original letter he received from Mr. Brown, if he did write such a letter stating his understanding of the pledge; and also get from Dean Williams a copy of the letter he sent to Mr. Brown on June 23rd. With these letters we could then have a complete story.

We do not quite understand what Mr. Brown means by saying "I have no thought to embarrass the Dean." This statement and the letter in general seems to imply that he thought he really had made no previous promise to give the \$500 annually. Perhaps you can explain this.

Are you coming to New York in November, as you suggest in your reply to Mr. Brown? We certainly will be glad to see you again.

Please let me have a reply as soon as you can take the time.

Very sincerely yours,



ALLEN V. HAYS, Chairman, Nevada
L. C. DEASON, Hannibal
H. H. LYNCH, St. Louis
PHILIP O. VIALI, District Governor

This committee was created by the 1928 District Convention to provide a medium whereby Lions Clubs and individual Lions may participate in the support of the Missouri-Yenching School of Journalism in Peking, China, which is under the direction of Lion Vernon Nash of Kansas City.

Holt, Mo. Oct. 14, 1928.

Dear Miss McCoy:-

Mr. Brown clearly understands that it is \$500 annually for five years. When I get down to Columbia in next ten days, I'll see about the letters you mention. I shouldn't want to ask him to be more specific

Herewith copy of a letter sent to Mr. Lions. Presume you have had no results. Come in to you? No returns to committee members as yet.

The explanation of Mr. Brown's embarrassing the Dean was that a previous letter seemed so much the equivalent of a promise to participate that we had included his name in a general letter as one of cooperators. We wrote apologizing for presumption when we got a second letter saying he would withhold his specific decision until fall. Lions Club fund in K. C. is moving fine. Not only being given assurance of many that they will go ahead for five years but each of such are also taking list to see. Also forming permanent K. C. committee.

after election, I'll have exhausted possibilities in Middle West and if fund from publishers is still incomplete. I'm planning to bring family to brothers in Youkers to live until we do finish up. Hence the November. Probably would not arrive there before about Nov. 21.

Cordially

Vernon Nash

Brown

 **EDITOR & PUBLISHER** 
THE FOURTH ESTATE

November 30th, 1928

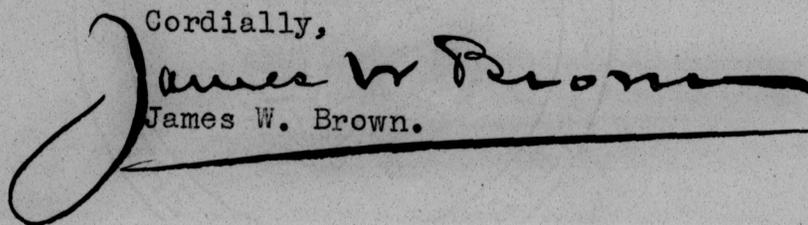
Mr. E. M. McBrier,
Yenching University,
New York, N. Y.

Dear Mr. McBrier:-

In response to your gracious letter of the 23rd, with respect to the dedication of the new plant in Pekin in October, 1929, permit me to say that it will not be possible for me to be of the number privileged to participate in the dedication exercises.

Mrs. Brown and I are already committed to attend the "I.A.A." meeting in Berlin in August, and we are planning a tour of Europe after that meeting, visiting Italy, France and England, which absolutely precludes the possibility of our presence in Pekin in October, 1929, as you so kindly suggest.

Cordially,


James W. Brown.

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 EDITOR & PUBLISHER 
THE FOURTH ESTATE

January 15th, 1929

Mr. Frank E. Gannett,
Gannett Newspapers,
Rochester, N. Y.

My dear Frank:-

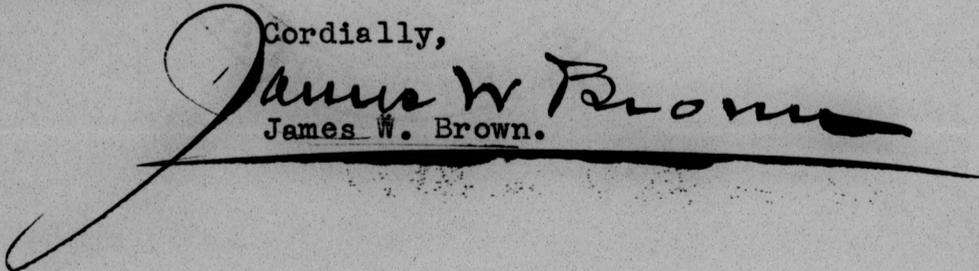
I cannot commend too highly to you and to our good friends in the field the Missouri-Yenching School of Journalism idea that my good friend, Vernon Nash, tells me he is going to discuss with you.

Our interest in it is manifest by our contribution to it.

Personally, I believe that it is an enterprise that is worthy of your wholehearted support, financially and otherwise.

And may I not say in Mr. Nash's behalf, that he is a gentleman worthy of your entire confidence?

Cordially,


James W. Brown.



EDITOR & PUBLISHER

THE FOURTH ESTATE



January 26th, 1929

Mr. Vernon Nash,
Missouri-Yenching University,
150 Fifth Avenue,
New York, N. Y.

My dear Nash:-

You will see by the attached carbons, that I acted immediately upon that impulse contained in yours of the 24th, and wrote letters to Messrs. Taft and Hanna. I trust that you may realize all of your aspirations. C B

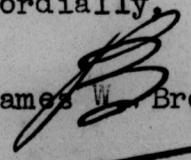
see file Hanna
Mrs. Brown and I have been entertaining the hope that we might be able to get away by the first of February, but one thing after another has interfered, and at this moment, no definite arrangements have been made.

Naturally, I am delighted that Mr. Jerome D. Barnum has made a place for you on the program of the New York State Publishers Association program. I had hoped to attend that meeting, but find it impossible to do so on account of illness at home.

But EDITOR & PUBLISHER will be represented by Mr. Arthur T. Robb, our managing editor, who has an intimate acquaintance with almost every member of the organization, so do not hesitate to call upon him if you need any assistance of any sort.

Will you not kindly get in touch with me on your return -- at least make an effort -- and if I am in town, I should be glad to advise further with you.

Cordially,


James W. Brown.

JOURNALISM



EDITOR & PUBLISHER
THE FOURTH ESTATE



April 24th, 1929

Mr. Olin D. Wannamaker,
Yenching University,
150 Fifth Avenue,
New York, N. Y.

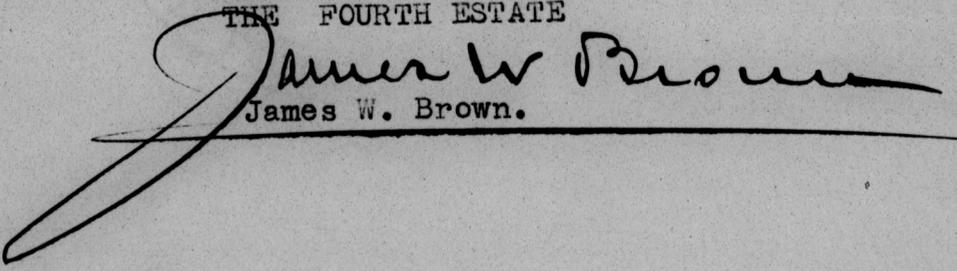
Dear Mr. Wannamaker:-

Heartiest congratulations upon the success that has attended the efforts of the consecrated devoted men and women who have been working so hard to make possible the establishment of the School of Journalism in connection with Yenching University.

Herewith our check in the sum of five hundred dollars (\$500) which will cover our 1919 commitment.

And if altogether agreeable with you, I should like to have the billing on or about the first of April of the years 1930 to 1933 inclusive -- five payments -- \$2,500 in all.

Cordially,
EDITOR & PUBLISHER
THE FOURTH ESTATE


James W. Brown.

SUITE 1700 TIMES BUILDING TIMES SQUARE NEW YORK, N.Y.
TELEPHONES, BRYANT 3052-3053-3054-3055-3056

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EDITOR & PUBLISHER
THE FOURTH ESTATE



April 29th, 1929

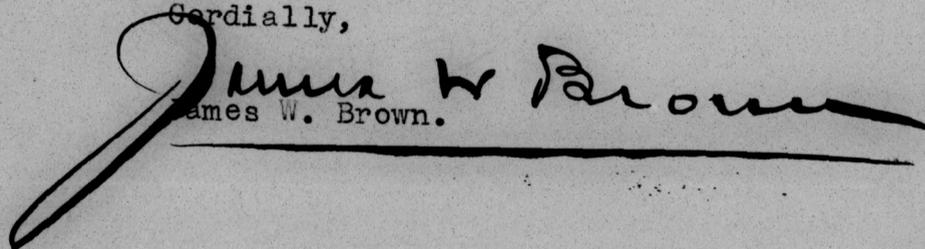
Mr. Olin D. Wannamaker,
Yenching University,
150 Fifth Avenue,
New York, N. Y.

Dear Mr. Wannamaker:-

Just a word or two in appreciation
of Miss McCoy's letter of the 27th, with
enclosure of receipt for \$500 -- first
installment on the Yenching journalism
pledge.

Also to say that we were happy
to distribute, at our convention
headquarters at the Waldorf-Astoria last
week, some of the circular matter that
you were good enough to place in our
possession. This distribution was made
carefully, and the balance of the
circulars were ordered returned.

Cordially,


James W. Brown.

SUITE 1700 TIMES BUILDING TIMES SQUARE, NEW YORK, N.Y.
TELEPHONES, BRYANT 3052-3053-3054-3055-3056

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EDITOR & PUBLISHER
THE FOURTH ESTATE



May 4th, 1929

Mr. O. D. Wannamaker,
Yenching University,
New York, N. Y.

Dear Mr. Wannamaker:-

The printed matter was returned to the
offices at 150 Fifth Avenue on Friday,
the 26th of April. If you are unable to
locate the package, please let me know,
and I will send our messenger over to
identify the person to whom he made delivery.

You will be interested to learn that
page 53 of EDITOR & PUBLISHER for May 4th,
carries an interesting little story anent
the Yenching Journalism Fund -- see cutting
attached.

Cordially,

James W. Brown
James W. Brown.

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 **EDITOR & PUBLISHER** 
THE FOURTH ESTATE

October 19th, 1929

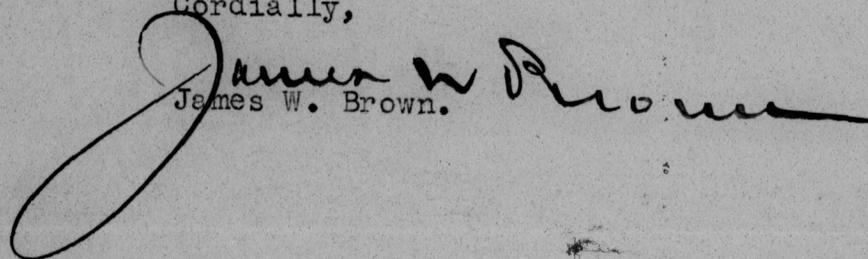
Mr. Olin D. Wannamaker,
Yenching University,
150 Fifth Avenue,
New York, N. Y.

Dear Mr. Wannamaker:-

With respect to yours of the 17th, permit me to say that through the courtesy of some one in your organization, either Dr. Stuart or Mr. Vernon Nash, perhaps your good self, I have already received and have in use on my desk one of the little Peking Lions standing guard, as it were, and as you say -- "over the friendly relations between Yenching University and myself."

Therefore, I am returning, by bearer, the two miniatures that you were good enough to send with your letter of the 17th.

Cordially,


James W. Brown.

KK
Pls. note
noted & record changed KK

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EDITOR & PUBLISHER
THE FOURTH ESTATE



April 14th, 1930

Mr. Olin D. Wannamaker,
Yenching University,
150 Fifth Avenue,
New York, N. Y.

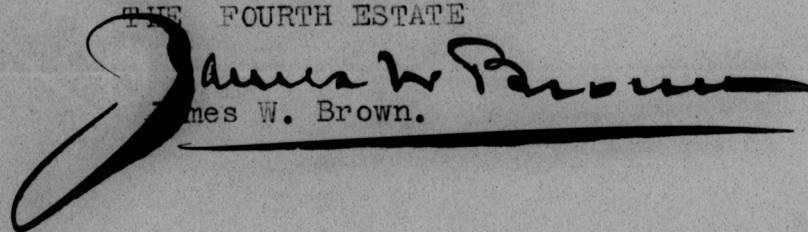
Dear Mr. Wannamaker:-

Agreeable with the suggestion contained in your letter of April 12th, my cashier has drawn our check in the sum of \$500, to the order of the Treasurer, Mr. E. M. McBrier, and I am pleased to be able to enclose the same with this letter.

This is the second installment on our subscription on a five-year basis -- \$500 a year -- to the maintenance of the School of Journalism at Yenching University.

Please present our best compliments and regards to President Stuart and Dean Nash and say that we hope that they will feel free at all times to call upon us for any service.

Cordially,
EDITOR & PUBLISHER
THE FOURTH ESTATE


James W. Brown.

SUITE 1700 TIMES BUILDING TIMES SQUARE, NEW YORK, N.Y.
TELEPHONES, BRYANT 3052-3053-3054-3055-3056

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EDITOR & PUBLISHER

THE FOURTH ESTATE



Mr. Olin D. Wannamaker,
Yenching University,
150 Fifth Avenue,
New York, N. Y.

July 1st, 1930

Dear Mr. Wannamaker:-

Mr. David C. H. Lu called on Saturday, presenting letters of introduction from half a dozen good friends of ours.

We found him exceptionally well informed regarding journalistic and publishing conditions in China, and spent a very pleasant half hour with him.

We explained to him that it would not be at all difficult to put him in touch with some important factors in journalism here in the East if his mission were simply one of inquiry -- seeking information, as it were -- but that it would be more difficult to get his name on the payroll of any big metropolitan newspaper during July or August, as most newspapers are over-staffed and business conditions are such as to justify retrenchment programs.

However, I have since talked with one of the officials of the New York Times and arranged an appointment for him there.

If he is not successful at The Times, I will make it a point to put him in touch with some of the other newspapers.

Kindest regards and best wishes.

Cordially,

James W. Brown
James W. Brown.

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EDITOR & PUBLISHER
THE FOURTH ESTATE



April 7th, 1931

Mr. Olin D. Wannamaker,
Yenching University,
New York, N. Y.

Dear Mr. Wannamaker:-

Agreeable with the suggestion contained in yours of March 26th, we have pleasure in enclosing our check in the sum of \$500, to be credited as the annual installment of our pledge to Yenching University.

The check has been drawn to the order of E. M. McBrier, Treasurer, as per your request.

Cordially yours,
EDITOR & PUBLISHER
THE FOURTH ESTATE

James W. Brown
James W. Brown.



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CANADA HEARS REPORTS OF HUGE MERGER OF NEWSPRINT FIRMS

Negotiations Said To Be Under Way Between Holt-Gundy Group and Dominion Securities Corporation—Would Control 2,610 Ton Daily Output

By ROY CARMICHAEL

MONTREAL, April 29.—Rumors that negotiations are still under way between the Holt-Gundy newsprint group and the Dominion Securities Corporation and its associates for a huge pulp and consolidation continue, although minimized in authoritative circles.

Such a combination would even approach a merger of International Paper Company and Abitibi, which is still regarded as a perennial possibility, the assumption being that A. R. Graustein, president of the International Paper Company, backed by New York and Boston interests, is still ambitious for domination of the industry and consolidation of its ultimate prosperity.

The merger of the Holt-Gundy, Dominion Securities newsprint manufacturing plants would include the Canada Power Paper Company and its subsidiaries, Laurentide Company, the St. Maurice Paper Corporation, Belgo-Canadian Paper Company and Port Alfred Pulp and Paper Company with Brompton, Lake John and St. Lawrence Paper Mills, controlled by the Dominion Securities Corporation.

It is also emphasized that the Holt-Gundy companies have a substantial stake in Anticosti Corporation, Quebec Pulp Paper Corporation and Thunder Bay Paper Company. Should control of Waynack be obtained by General Securities and the Holt-Gundy group another factor would be added to the combined list of companies.

The ownership of such a group, as seen from following table of daily output, would surpass all other Canadian competitors: Holt-Gundy, Dominion Securities, 2,610 tons; Abitibi, 2,100 tons; Canadian International Paper Company, 1,100 tons.

Repeated trips of newsprint leaders and manufacturers to Montreal, and continued conferences, reinforced by the strength of newsprint securities on the stock markets during the past ten days, add weight to feeling that important consolidations are inevitable, if not now well on way to completion.

All I know is that I haven't been approached to join any merger," said one prominent manufacturer today. "I don't know anything definite. There are all sorts of rumors. Some people say there will be one great merger that will take practically all the newsprint companies in Canada. These people point to the conferences here this week between E. W. Backus, of the Backus-Brooks Minneapolis interests which control the Great Lakes Pulp and Paper Corporation and Minnesota and Ontario Paper Company and J. H. Gundy. Others lean to opinion that this year will see five outstanding groups left, with Canada Power and Paper and Dominion Securities groups united and at the top, Abitibi and then Canadian International Paper Company, Price Bros. and Backus-Brooks, with a fringe of smaller independent companies on the outside; some of them like the Anglo-Canadian and the Bruce Falls companies controlled by big newspapers in England and the United States."

"The truth is," another prominent newsprint man told your correspondent, "that everything is in the melting pot in the newsprint industry at present. Anything may happen before the year is out, but nothing is apt to happen soon. There is no doubt that important negotiations are under way at the present time, like the recent price settlement conferences, there is nothing that takes more time to bring to a conclusion."

"A little while ago negotiations were under way by the International Paper Company to secure control of the E. B. Eddy Company and the J. R. Booth mills, which would have rounded out the complete ownership of the Gatineau Valley

by the International. At present it is clear that the J. R. Booth Company has backed away, while negotiations are still under way between the International and the E. B. Eddy Company."

The inevitability of approaching mergers, which have captured the imagination of the street, is found in the rumors to hinge upon the fact that two or three investment banking groups control a great many of the outstanding newsprint manufacturing companies, and that these securities at the present time, are, as they say here, "not earning their keep." While the March returns of the newsprint industry show an operating ratio of 83.8 per cent. total capacity of the Canadian mills, and optimists declare that the newsprint manufacturing plants have turned the corner, there are other experts who do not agree. These look forward to a lower operating ratio that may sink to 75 per cent. during this summer, and at least a period of three years before the newsprint industry can be accurately described as "stabilized."

The feeling among newsprint men in conference off and on at Montreal is that not only will an attempt be made next year to increase the price of newsprint \$5 a ton, making the new price at the mill approximately \$57 a ton to publishers, but that the move will be successful. By the newsprint settlement on March 14, the price of newsprint this year is approximately \$55.20 at the mill, or \$61.50 a ton F.O.B. to Toronto publishers.

CONTRIBUTIONS SWELL YENCHING FUND

24 Donors Listed As Giving More Than \$500 Each to Fund for Journalism School in China —\$58,945 Raised

Seven contributors have given \$5,000 each to the fund being raised for the development of a school of journalism in China under the joint sponsorship of Yenching University, Peking, and the School of Journalism of the University of Missouri, according to a list of donors giving more than \$500 recently made public by Dean Walter Williams of Missouri University and Vernon Nash, director of the journalism school in Peking.

The 24 donors giving more than \$500 are as follows:

Walter A. Strong, *Chicago Daily News*, \$5,000; W. T. Dewart, *New York Sun*, \$5,000; R. P. Scripps, E. W. Scripps Co., \$5,000; Adolph Ochs, *New York Times*, \$5,000; Dean Walter Williams and the Missouri Press Association, \$5,000; Miss Ellen Scripps, La Jolla, California, \$5,000; Col. R. R. McCormick, *Chicago Tribune*, \$5,000; Mrs. Leonard K. Elmhirst, New York, \$3,500; James Wright Brown, Editor & PUBLISHER, \$2,600; G. B. Dealey, *Dallas Morning News*, \$2,500; Joseph F. Porter, Kansas City, \$2,500; Ernest C. Winters, Kansas City, \$2,500; A. A. Hyde, Wichita, Kan., \$2,000; E. K. Gaylord, *Oklahoma City Oklahoman*, \$1,875; American Society of Newspaper Editors, \$1,000; Marcellus E. Foster, *Houston Press*, \$1,000; C. M. Palmer, *St. Joseph News-Press*, \$1,000; The United Press, \$1,000; Mrs. Elizabeth C. Marmon, Indianapolis, Ind., \$1,000; Mr. and Mrs. F. W. Kellogg, Altadena, Cal., \$500; O. G. Villard, *The Nation*, \$500; Laurence Dickey, *Kansas City Journal-Post*, \$500; Robert J. Clark, Kansas City, Mo., \$500; Rey R. Irwin, Kansas City, Mo., \$500.

The total amount pledged by all contributors to the fund is \$58,945, according to Dean Williams. The goal was \$50,000.

Representatives from Alaska to South Australia

"WE now have representatives . . . from Alaska to South Australia, and from a great many places we are getting enthusiastic letters from people who have tried our goods."

Alberto Aders & Co., The Hague, Holland, in 1927 turned unused facilities to the production of super-grade spices. They started advertising in September, 1927, in *The Christian Science Monitor*, and continued—exclusively in the *Monitor*.

Results enabled them to write the above statement five months later, and compelled them to enlarge their factory. Fifty thousand tins of spices were sold in less than a year, most of them in the United States—a new market for this concern.

The Christian Science Monitor their ONLY medium

"ALL our advertising, the appeals for representatives as well as the presentation of our spices themselves, is confined to *The Christian Science Monitor*," says the manufacturer.

The following figures are interesting: From September 23, 1927, to January 1, 1928, Alberto Aders & Co. used 5,579 lines in the *Monitor*, and 12 tie-in advertisements were placed by representatives. During 1928 Alberto Aders & Co. used 15,536 lines in the *Monitor*, while 81 representatives ran 363 tie-in advertisements.

The advertising continues. Results have convinced this enterprising manufacturer of the exceptional pulling power of *Monitor* advertising.

The Christian Science Monitor

A DAILY NEWSPAPER FOR THE HOME
Published by The Christian Science Publishing Society, 107 Falmouth Street, Boston

BRANCH ADVERTISING OFFICES

NEW YORK—DETROIT—CHICAGO—ST. LOUIS—KANSAS CITY—SAN FRANCISCO
LOS ANGELES—SEATTLE—LONDON—PARIS—BERLIN—FLORENCE

Miss Garsigan is sending to the Monitor P. O. Box

1197

Mr. James Wright Brown
The Editor & Publisher
Times Bldg., New York City

Gift received, Apr. 18, 1932 (date)

Cash Gift \$ 500⁰⁰ 4th ann. payment on
Pledge
Designation Journalism
Received through VN
Entered on control record
Serial number 461
Entered on record card
Pledge signal attached
Cross file card made
Receipt number 3565
Acknowledgment sent 4-18-32
Entered on renewal sheet
Checked for office list
Checked for mailing list
Contributed previously? 4-8-31

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Journalism ET



EDITOR & PUBLISHER THE FOURTH ESTATE



June 11th, 1932

Mr. Olin D. Wannamaker,
Yenching University,
New York, N. Y.

Dear Mr. Wannamaker:-

EDITOR & PUBLISHER is participating, as you know, in the underwriting of the School of Journalism at Yenching University to the extent of \$2,500 -- \$500 a year on a five-year basis. This is all that we can do right now. I wish we could aid and assist you in the raising of the larger sum that is necessary, but our commitments are such as to make that impossible much to our sincere regret.

Cordially yours,
EDITOR & PUBLISHER

James W. Brown
James W. Brown,
President and Publisher.

*He should not
have gotten
an appeal.
He is on
your list
I don't know
what letter he
received. Prof.
advised copy
maybe copy
called on
him too.*



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EDITOR & PUBLISHER THE FOURTH ESTATE



Dr. Walter Williams,
University of Missouri,
Columbia, Mo.

December 20th, 1932

Dear Dr. Williams:-

Thank you for your report of November 29th,
anent the progress of the work at Yenching University.

EDITOR & PUBLISHER is pledged to \$500 a year for
five years. I believe we have paid three yearly
installments and that the years 1933 and 1934 will
complete our pledge.

I feel quite certain in view of the success that
has attended your efforts, backed by Yenching, Dean
Martin, Vernon Nash and Hin Wong, that my associates
would be willing to continue the pledge of \$500 a year
for the years 1935 and 1936, but could not say
definitely until I have had opportunity favorably to
present the matter. *cu*

Our loss in volume of business this year has been
disastrous. Happily, we will close the year in the
black, but by a very narrow margin. This has been
achieved by maintenance of staff, but at greatly
reduced salaries and by the elimination of practically
all dividends.

Ordinarily, a \$500 item is not considered a major
operation, but the situation at the present time is
such that it would have to be so considered.

In the December issue of Yenching News, Vol. 11, #2,
there is a little story on page three entitled "The
Journalism School," in which the third paragraph reads
as follows: "This year marks the end of the exchange
system of professors and fellows between Yenching's
Department of Journalism and that of the University of
Missouri." See bulletin attached.

When you are ready, let me know, and I shall be
glad to pursue the matter further with our people.
Also, if necessary, to act on your behalf with other
publishers locally.

Cordially yours,

James W. Brown
James W. Brown

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1200



EDITOR & PUBLISHER
THE FOURTH ESTATE



January 19th, 1933

N. Gist Gee, Esq.,
Yenching University,
150 Fifth Avenue,
New York, N. Y.

Dear Mr. Gee:-

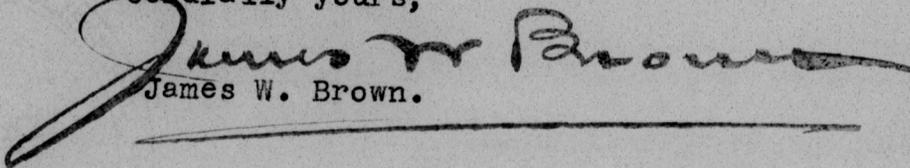
Your graciousness of the 17th, in supplying members of the Advisory Council of Yenching University with Rand McNally's map of China and Japan, is appreciated.

Shanhaikwan, the center of the present Japanese activity, is altogether too close to Tientsin and Peiping to be comfortable. Certainly, a mad dog seems to be running loose in that area. Ultimately, the signatories of the 9-power pact will have to take cognizance of the irresponsible Japanese militaristic aggressions. The complacency and composure of the Chinese under these trying circumstances is perfectly amazing.

That was a nice little luncheon you gave in honor of Frank Martin. Everyone seemed to enjoy the fellowship. He seemed to take pride in the fact that under his administration The Peiping Gazette had been established.

Kindest regards and best wishes.

Cardially yours,


James W. Brown.

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EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America 1889-1933

March 16th, 1933

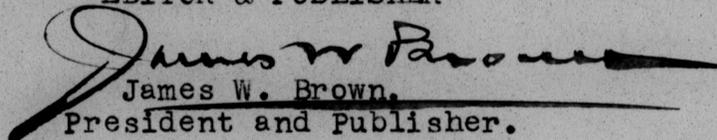
Dr. N. Gist Gee, Vice-Pres.,
Yenching University,
150 Fifth Avenue,
New York, N. Y.

Dear Dr. Gee:-

If it will not embarrass you in any way and you and your people find it altogether convenient, we would like to pass payment until on or about July 1st, of the final installment of \$500 on our pledge to the Yenching Department of Journalism.

The bank holiday has had a disastrous effect on earnings and it will very likely take us some months to get back to our regular stride.

Cordially yours,
EDITOR & PUBLISHER


James W. Brown,
President and Publisher.

*Mr. Anderson
Please write him
App. my report
JWB*

SUITE 1700 TIMES BUILDING TIMES SQUARE, NEW YORK, N.Y.
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EDITOR & PUBLISHER



The Oldest Publishers and Advertisers Journal in America

April 17th, 1933

Dr. N. Gist Gee, Vice-Pres.,
Yenching University,
New York, N. Y.

Dear Dr. Gee:-

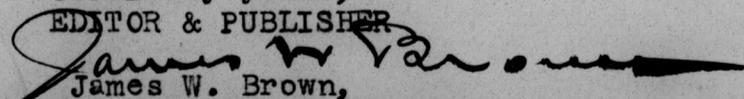
Herewith our check in the sum of \$500, drawn to the order of E. M. McBrier, Treasurer, Yenching University, in payment of our pledge in support of the Department of Journalism at Yenching University.

I rather envy you the delights of fellowship with Dr. and Mrs. Walter Williams. They are old friends of ours and we have been fortunate, Mrs. Brown and I, in having had fellowship with them in out-of-the-way places throughout the world. Few men have contributed as much to American idealism in journalism as has Dr. Williams.

EDITOR & PUBLISHER will maintain convention headquarters in the North End of the Astor Gallery on the Grand Ball Room Floor of the Waldorf-Astoria Hotel during the annual meetings of The Associated Press and the American Newspaper Publishers Association, Monday to Thursday inclusive, April 24th to 27th, as shown in detail in the attached cutting from page 25 of our issue for April 15th.

We would be glad to have you accept this little note as a cordial invitation to drop in on us for a visit.

Cordially yours,
EDITOR & PUBLISHER


James W. Brown,
President and Publisher.

P.S. Thank you very much for the Newspaper Directory of China -- Journalism Study Series #2.

SUITE 1700 TIMES BUILDING TIMES SQUARE, NEW YORK, N.Y.
TELEPHONES, BRYANT 9-3052-3053-3054-3055-3056

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May 25, 1933

Dear Mr. Brown:

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

Mr. James Wright Brown
Editor & Publisher
Times Building
New York City, N. Y.

ER

1204

 **EDITOR & PUBLISHER** 
The Oldest Publishers' and Advertisers' Journal in America 1888-1933

September 22, 1933

Dr. N. Gist Gee,
Yenching University,
New York, N. Y.

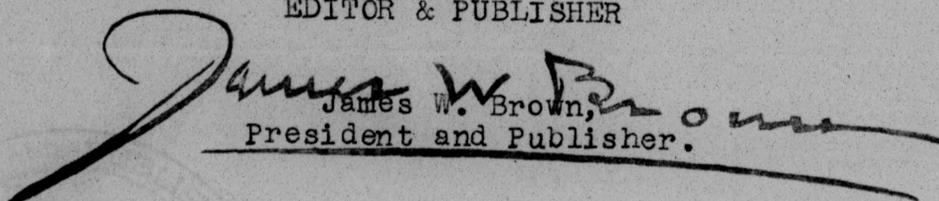
Dear Dr. Gee:-

Previous to the receipt of your good letter of September 21, anent the progress made by the School of Journalism at Yenching University under the direction of our mutual friend, Hin Wong, I had letters from Professor Wong and Professor Martin and had planned a little story for the columns of the EDITOR & PUBLISHER.

It is inspiring to know that the work is proceeding so satisfactorily under such trying circumstances.

Tonight, we are to have the pleasure of fellowship with Dr. and Mrs. Walter Williams, who are sailing tomorrow in the "Saturnia" of the Italian Line for some lectures in German speaking countries.

Cordially,
EDITOR & PUBLISHER

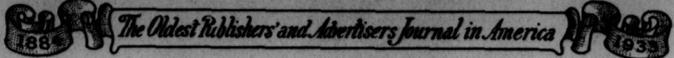

James W. Brown,
President and Publisher.

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*Your -
J. Wright Brown*

 **EDITOR & PUBLISHER** 
 *The Oldest Publishers and Advertisers Journal in America* 

December 27, 1933

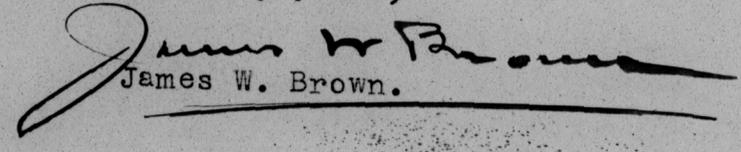
Mr. B. A. Garside, Exec. Sec'y,
Associated Boards for Christian Colleges in China,
150 Fifth Avenue,
New York, N. Y.

Dear Mr. Garside:-

Thank you very much for your letter of
December 26th, with enclosure of the scroll
with Christmas greetings from Yenching
University.

We are advising Dr. Stuart of your kindness
in this matter and placing the scroll in a
position of honor in our reception room.

Cordially yours,

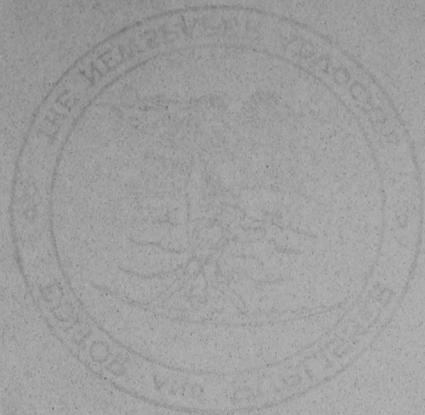

James W. Brown.



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October 8, 1934

Mr. James Wright Brown
1475 Broadway
New York, N. Y.

Dear Mr. Brown:

I am sending you under separate cover the only copy I have of the Memorials of Premier Tanaka. When you have had an opportunity to look these papers over I will be glad if you will kindly return them. I am enclosing with this letter an excerpt from a publication which came this morning from China. It gives you some idea of the unsettled conditions in Manchuria at present.

Very sincerely,

H. Gist Gee

HGG:HW

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EDITOR & PUBLISHER



The Oldest Publishers and Advertisers Journal in America

October 4, 1934

Dr. N. Gist Gee,
Yenching University,
150 Fifth Avenue,
New York, N. Y.

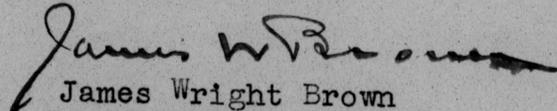
Dear Dr. Gee:-

Yours of the 3rd is appreciated as
is also the excerpt from the New China for August
1934.

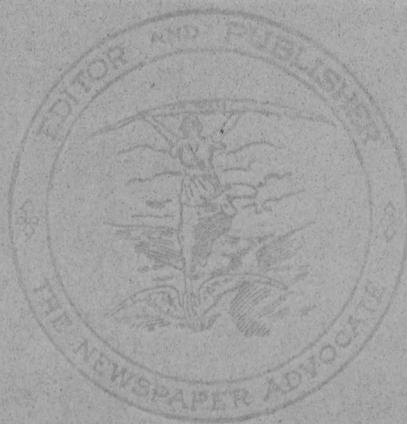
We will take good care of the memor-
ials and see that the copy is promptly returned.

Your graciousness in this matter
is appreciated, I assure you.

Cordially yours,


James Wright Brown

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October 26, 1935

YENCHING UNIVERSITY

OUTSTANDING PLEDGES TO JOURNALISM DEPT.

<u>Name</u>	<u>Pledge Dated</u>	<u>Amount Pledged</u>	<u>Amount Already Paid</u>	<u>Amount Due</u>	<u>Last Payment</u>
Adams, Mr. D. S.	1928	\$ 50.00	\$ 30.00	\$ 20.00	7-35
Atha, Mr. J. S.	1929	125.00	85.00	40.00	6-35
Battenfield, Mr. P. S.	1929	50.00	40.00	10.00	1932
Buttram, Mr. Frank	1929	250.00	150.00	100.00	1932
Clark, Mr. Robert J.	1928	500.00	175.00	325.00	1931
Davis, Mr. B. J.	1928	250.00	100.00	150.00	1930
Flint, Mr. Justin T.	1928	25.00	20.00	5.00	1931
Foster, Mr. M. E.	1928	1,000.00	100.00	900.00	1929
Glass, Mr. Frank P. (Deceased)	1929	25.00	15.00	10.00	1931
Graves, Mr. & Mrs. A. J.	1932	100.00	10.00	90.00	1934
Hatfield, Mr. Grant B.	1928	50.00	10.00	40.00	1929
Irwin, Mr. Ray R.	1929	500.00	200.00	300.00	1931
Dickey, Mr. W. C. (Deceased)	1929	500.00	300.00	200.00	1931
Redheffer, Mr. Fred H.	1928	125.00	50.00	75.00	1930
Ridge, Mr. T. S., Jr.	1928	50.00	- --	50.00	- -
Sheldon, Dr. Honor M.	1928	75.00	- --	75.00	- -
Steake, T. M.					
The News, Santa Barbara	1929	80.00	- --	80.00	- -
Taylor, Mr. Merle C.	1928	50.00	30.00	20.00	1931
Weber, Mr. Arthur P.	1928	50.00	40.00	10.00	1933
Wenger, Mr. Samuel W.	1929	10.00	5.00	5.00	1931
Williams, Mr. G. B.	1929	50.00	30.00	20.00	1931
Williams, Pres. Walter	1929	5,000.00	4,915.77	84.23	1932
Winters, Mr. E. C.	1929	2,500.00	500.00	2,000.00	1929
Wood, Mr. W. Musgrave	1928	50.00	30.00	20.00	1931
Wright, Mr. F. A.	1928	50.00	10.00	40.00	1929
				<u>\$4,649.23</u>	

November 20, 1938

Mr. James Wright Brown
"Editor and Publisher"
Times Building
New York City

My dear Mr. Brown:

Dr. Stuart has requested that we
send you the attached list of pledges out-
standing for the support of the work in Jour-
nalism at Yenching.

Very sincerely yours,

BAG:ER
Enc.

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EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America

May 10, 1940

Mr. E. M. McBrier,
Yenching University,
150 Fifth Avenue,
New York, N. Y.

RECEIVED ATTENTION
MAY 11 1940
E. M. McBRIER

Dear Mr. McBrier:

It must be a source of gratification to Dr. Stuart, your good self as well as the members of the Board of Trustees and the Faculty that Yenching continues to serve in this most critical period of world history.

You may remember that when the contribution of \$500.00 was made in April, 1933, it was in collaboration with other American newspaper publishers and editors in the underwriting of the work of the School of Journalism.

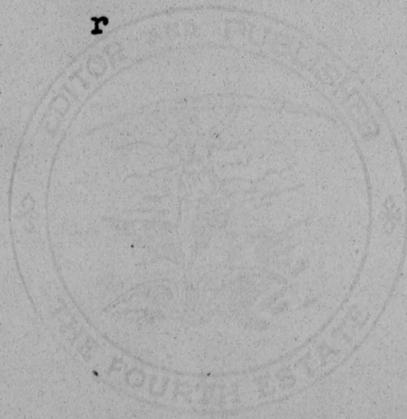
✓ Unhappily our commitments for 1940 do not permit us to include Yenching for any amount, much to my sincere regret. I wish it were otherwise.

With all good wishes for the largest possible measure of success of the enterprise.

Cordially yours,

James W. Brown
James W. Brown

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SUITE 1700 TIMES BUILDING TIMES SQUARE, NEW YORK, N.Y.
TELEPHONES, BRyant 9-3052-3053-3054-3055-3056

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J.W.B.

May 11, 1940

Mr. James W. Brown
c/o Editor & Publisher
Suite 1700 - Times Building
New York, N. Y.

My dear Mr. Brown:

Thank you very much for your letter of May 10th.

I assure you that we are delighted that Dr. Stuart has been able to carry on his work at Yenching University even in the midst of the invader. The registration this year is larger than ever before, - 982 students on a campus that normally accommodates only 800.

It may surprise you to know that the Central Chinese Government, even in time of war, have continued their annual subsidy to Yenching. Generalissimo Chiang has urged the Christian Colleges in China to increase their work as much as possible in order to provide the necessary leadership for China's future. More than ever, these Colleges are needed in China, due to the destruction of the Chinese national universities and schools.

Appreciating your interest, and hoping that you may take a personal interest and have a part in this great work, I am,

Most sincerely yours,

EMcB.A
Enc.

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EDITOR & PUBLISHER

The Oldest Publishers and Advertisers Journal in America 1884-1942



May 11, 1943
(Our 59th Year)

Trustees,
Yenching University,
150 Fifth Avenue,
New York, N. Y.

Gentlemen:

Herewith personal check in the sum of \$25.00
as contribution to Yenching University and in response
to the multigraphed letter of Miss Boynton.

But please do tell us something about Dr.
Stuart. Nothing is said in the letter about Dr. Stuart.

Cordially yours,

James W. Brown
James W. Brown

r

Pledge

燕京大學

Chengtu, China,

To aid YENCHING UNIVERSITY of [redacted] in carrying forward its Christian educational activity and in consideration of the securing, by representatives of this University, of gifts from others for this purpose, I promise to give to the Trustees of Yenching University the sum of 25 dollars (\$ 25.00) as follows:

Cash herewith \$ 25.

In annual payments of \$ beginning 194.....

In semi-annual payments of \$ beginning 194.....

In quarterly payments of \$ beginning 194.....

At my convenience on or before July 1, 1943. 194.....

Signed James W. BROWN

Address EDITOR & PUBLISHER

Date 5/10/43 1700 Times Tower

Checks payable to TRUSTEES, YENCHING UNIVERSITY
150 Fifth Avenue, New York, N. Y.

Gifts are deductible for income tax purposes

1214

May 13, 1943

Dear Mr. Brown:

We are very grateful for your generous donation of \$25.00 toward the current work of Yenching University, and for the pledge of an additional \$25.00 payable on or before July 1, 1943. Surely Yenching University needs assistance more than ever.

Confidentially we are enclosing a statement received from the State Department which was mailed to the relatives of those of the Yenching staff interned in North China. A personal letter which I saw the other day tells of the fine Christmas which Dr. Stuart had on December 28th last, when all of the Yenching staff, then interned in the American Embassy, did all they could to make his confinement more bearable and brighten the day for him. This letter came by way of Chengtu and adds a sidelight which we had not known before.

Our negotiations with the State Department regarding the repatriation of people in North China, has been on the basis that we will refrain from publishing any material which might be used by the Japanese in retaliation. The Department has been very sympathetic and no effort is being spared to reach some understanding with the Japanese regarding the exchange of civilians.

J. P. Powell told us Tuesday that all told, there are about 3500 Americans in North China, of which about half are those taken from Wake Island and other places occupied by the Japanese. The civilians who were there before the war began, total about 1800.

Most sincerely yours,

C. A. EVANS

Mr. James Wright Brown
Editor and Publisher
1700 Times Tower
New York City

12 15



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Newspaper in America

New York 18, N. Y.
December 12, 1945.
(Our 62nd Year)

Treasurer,
Yenching University,
150 Fifth Avenue,
New York, N. Y.

Gentlemen:

Herewith EDITOR & PUBLISHER check in the sum of \$100.00, which please accept as a contribution on the part of EDITOR & PUBLISHER in aiding and assisting Yenching University in its Christian educational activity.

Mighty sorry we cannot do more.

Our best compliments and regards to Dr. Stewart. Best wishes for continuing good health and happiness and the realization in 1946 of all his aspirations.

Cordially yours,

James W. Brown
James W. Brown

*J. H. Swartz
on receipt
r
no other letter of ack.*

SUITE 1700 TIMES TOWER, TIMES SQUARE, NEW YORK 18, N.Y.
TELEPHONES, BRYANT 9-3052-3053-3054-3055-3056

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Eldridge,

Fred J.

1928 - 1932

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April 11, 1928

My dear Mr. Eldridge:

Dr. Stuart asks that the enclosed receipt #1890 for \$800 be sent to you with his hearty thanks for this expression of your interest in the Department of Religious Education at Yenching University.

Very sincerely yours,

Office Secretary

Mr. Fred I. Eldridge
State Executive Committee
of the Y. M. C. A.
2 West 45th Street, New York City

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Eldridge, Mr. Fred I.
State Exec. Comm. of Y.M.C.A.
2 West 45th St., New York City

April 11, 1928

~~\$100.00~~
Gift received **4-11-28**
Receipt slip #**1890**
Entered on control record ✓
" " acct. card ✓
" " contr. list ✓
Serial No. on L. and card **5-140** ✓
Pledge signal attached _____
X-file cards _____
Letter ack. sent **4-11-28**
Checked for O. L. ✓
" " class card ✓
" " stencil ✓

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C O P Y

June 6, 1928

Fred I. Eldridge, Esq.,
c/o State Y.M.C.A.,
2 West 45th Street,
New York, N. Y.

Dear Mr. Eldridge:

There have been no outstanding developments in the Yenching University Campaign situation since Dr. Stuart left, except the indirect boost that I trust will come to this project due to the hopeful outlook in China. I suppose it would be hard for anyone to predict just what the effect will be of the expressed intention of the Nationalists to make their capital at Nanking, rather than Peking. This move, of course, is easy to understand from a military and political point of view. I am wondering if it may not tend to make the position of the University even more secure than it would have been had Peking remained as a political bone of contention during the coming months or years.

I have had two or three meetings during recent days with Mr. Froelick, of Asia, Mr. Chevalier, of the Bankers Trust Company, and Mr. Wannamaker, making further plans for presenting the appeal of the Applied Economics work to be carried forward under the direction of Mr. Baker. ~~We have gone over~~ ^{X8} a list of possible givers to this object and have a subscription sheet which ^{School} Mr. Froelick is going to take first to Mr. Egan, of Morgan and Company, and to Mr. Cole, of the Standard Oil of New York. The idea is to try to get a number of firms to subscribe \$1,000 a year for five years towards establishing ^{Applied} a School of Applied Economics. If we get ten such gifts it will not only provide adequately for the immediate requirements of this Economics work, but, ^{Erwin} providing the McCormick gift comes through as we expect, it will put the campaign over the top.

Knowing how busy you are with other matters, I have deliberately avoided bothering about this, but you may be assured that any cooperation you can extend in furthering this important matter will be very heartily appreciated by all concerned. In any event, we shall be very grateful to

1220

Mr. Eldridge - 2

have your suggestions, particularly regarding companies you think might be interested in making such contributions. I fancy that, in addition to corporations, there may be a number of individuals who would likely give to this object.

Mr. Wannamaker has drawn up a statement which is now in the hands of Mr. Froelick, Mr. Egan and Mr. Cole. When approved, it will be printed over the names of those three gentlemen, who constitute the special Committee on Applied Economics of the American Asiatic Association. As soon as this statement is ready, I have had it in mind to see if Mr. McBrier will not cooperate with that Committee in soliciting some of the more important prospects. Possibly Mr. Warner, also, might help in one or two cases.

Please let me know any time our office can be of any service or can provide any needed information for you in connection with this campaign.

With kindest personal regards,

Sincerely yours,

H.F. Strong

HFS:HO'C

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JAMES H. POST, CHAIRMAN

SAMUEL WOOLVERTON, TREASURER

FRED I. ELDRIDGE, STATE SECRETARY

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TELEPHONE: MURRAY HILL 4664

2 WEST 45TH STREET, NEW YORK

REMITTANCE MAY BE MADE TO THE ORDER OF
N. Y. STATE COMMITTEE Y. M. C. A.

June 13, 1928

Mr. Olin D. Wanamaker,
New York City

Dear Mr. Wanamaker-

Mrs. MacLean has expressed her pleasure in anticipating a visit by Mr. S. J. Chang, and expects that he will come to her home, 2122 Fifth Avenue, for a visit until he gets acclimated in New York City. All he needs to do is to come to the State Office upon his arrival and I will do the rest. In the event that I am out of the City someone in my office will direct him to Mrs. MacLean's home. It will help a lot, if your office could write me a few days in advance of his arrival, so that I can complete arrangements.

Cordially yours,

Fred I. Eldridge

9/12/28 letter to Mr. Eldridge filed S. J. Chang

If Mr. Eldridge & his secretary are both away telephone Mrs. MacLean Harlem 0741 about Mr. Chang's arrival

1222

JTB

June 16, 1928

Dear Mr. Eldridge:

Thank you heartily for your very hospitable attitude to Mr. Chang. Please express our grateful appreciation also to Mrs. McLean.

I have been trying for some time, among many other things, to find assurance or support of this young man for one year in America. This sort of thing is always difficult because it nearly always happens that the only people to whom we can turn in such cases are the very friends from whom we hope to receive money for larger and more fundamental requirements. I have just been reading the immigration requirements and realize now that the necessity of assuring the support of Mr. Chang is much more immediate than I had thought. I thought I would get this support gradually. I have within the past few days asked two friends to give part of the \$1,000 we need for a year. I think it is reasonably certain that one will give and I hope the other will. My examination of the law indicates that Chang cannot get a visa in Berlin to come to the United States without being able to "prove to the Consul's satisfaction that he has made adequate financial arrangements so that he can devote himself solely to study." Since Chang expects to sail the middle of August, he ought to have this assurance in hand within a few weeks.

Do you feel that this matter can safely be mentioned to Mrs. McLean? I think I could secure half of the amount from the two friends mentioned or, possibly, \$600 if I could obtain the remaining \$400 or \$500. I should, of course, not think of mentioning this thing to Mrs. McLean myself and I leave entirely to your own good judgment the question of whether it should be mentioned to her at all.

In reference to the Post matter about which I consulted you, Mr. Davison finally informed me that the books showed no payment to Yenching for any amount by Mr. Post since the date in question. He

1223

advised that, instead of either mailing Miss Dickinson's letter referring to a pledge or seeing Mr. Post himself in person and questioning him, I had better simply write Mr. Post asking whether it had been his intention to make any contribution to the practice school of Yenching.

I am glad to have had your and Mr. Davison's advice in this matter. I am now consulting with Miss Dickinson herself. She will be in New York shortly and may be in a position to talk this over personally with Mr. Post's daughter who is her close friend. I feel sure it can be handled without any risk of offending Mr. Post. I certainly want to keep him friendly so that you may be able later to obtain further help from him for the school of education. Naturally, we should not wish to risk offending so good and generous a friend even if we had no intentions in regard to him.

Heartiest thanks for all your friendly efforts in regard to Mr. Groner. I am discussing the situation with the chairman of the finance committee and will let you know when any action is definitely proposed.

Sincerely yours,

Mr. Fred I. Eldridge
State Executive Committee
Young Men's Christian Association
2 West 45th Street
New York City

ODW:BB

1224

JAMES H. POST, CHAIRMAN

SAMUEL WOOLVERTON, TREASURER

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TELEPHONE: MURRAY HILL 4664

Room 1001 -
2 WEST 45TH STREET, NEW YORK

REMITTANCE MAY BE MADE TO THE ORDER OF
N. Y. STATE COMMITTEE Y. M. C. A.

June 25, 1928

Mr. Olin D. Wanamaker,
New York City

Dear Mr. Wanamaker-

I have your letter with reference to Mr. Chang.
I have been working Mrs. MacLean so very hard of late, that I do
not feel inclined to ask her for any money toward the transportation
of Mr. Chang to this country. We will be very glad indeed to
have Mr. Chang come direct to 2122 Fifth Avenue upon his arrival.

Cordially yours,

Fred Eldridge

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Peking

f. y. ...

June 26, 1928

Dear Mr. Eldridge:

When I told you this morning that we had no other good prospects on the Yenching campaign, you may have gained the impression that we were doing nothing at all toward completing the fund. That, of course, is not the case. A mailing has just gone out to the entire list of 8,000, many of whom have been cultivated by the University over a period of years. This letter includes the latest information from Dr. Stuart and points out the necessity of reaching the \$500,000 mark by June 30th in order to clinch the conditional gift. There has not as yet been time to get in replies from this appeal. If it runs true to form for such matters, it will probably bring in a flurry of small gifts and the aggregate is not likely to be enough to be a decisive factor in solving our present problem.

The only trustee, besides yourself, to whom I can talk with any expectation of getting constructive help is Dr. Schell, who has been out of town most all of the time. He is leaving town again late this afternoon and I am trying to get to see him in the meantime. We have gone about as far as we can in pressing Mr. McBrier to see the men whom he agreed to approach. To date we have had no results. The best prospect on his list is Mr. J. William Clark, who gave a \$7,000 residence four years ago. I expect also to see Mr. Warner, who doubtless would do anything possible, but it has been my experience that he does not have influential contacts which would enable him to be of any material service in this situation. I think that, in a pinch, we may get a few thousand more from Sidney Gamble, but I believe \$5,000 would probably be the limit. I shall await with interest word as to your talk with Mr. Kingsley about the approach to Mr. Harkness through Mr. Fisher and also about the approach to Mr. James.

Cordially yours,

Fred I. Eldridge, Esq.,
2 West 45th Street,
New York, N. Y.

HFS:HO'G

REC'D FILES
JUN 27 1928

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[Handwritten initials]

August 8, 1928

Dear Mr. Eldridge:

I have been distressed by our inability to secure the necessary \$1200 requested by President Stuart to bring his young Chinese friend, S. J. Chang, from Berlin to America and enable him to spend one year in special study at Columbia. It has been almost impossible to secure any special contributions while all our efforts have been centered upon meeting the conditions of the large gift offered by Mr. and Mrs. Boyd in the general campaign.

Chang is in Berlin without funds. I feel that President Stuart assumed a moral obligation in his correspondence with this young man with whose father he had such an unusual relationship in his early missionary days in China. I feel, therefore, that I must continue the effort to secure the necessary money to carry out Dr. Stuart's promise to the boy. In a letter received a few days ago from Peking, Dr. Stuart refers to a conversation in which he understood that you were willing to contribute \$500 to this special purpose. He writes that he would hesitate to mention this matter to you because of the great devotion you have shown to the University and the efforts you have already made and your further purpose on behalf of Yenching. I am not at all certain that I ought to refer to this letter touching upon the possibility that you might help with Chang. I do so only because I am really at my wits' end to know how to meet the situation. If it was your purpose to help with this young man, I shall be glad to have definite information from you. If there was a misunderstanding in the matter, please do not hesitate at all to say so.

Gratefully yours,

Mr. Fred I. Eldridge
State Executive Committee of the Y.M.C.A.
2 West 45th Street
New York City

ODW:BB

1227

Copy

YENCHING UNIVERSITY
PEKING, CHINA

August 11, 1928

Mr. O. B. Wannamaker,
150 Fifth Avenue,
New York City, U.S.A.

My dear Olin:

School of Education: I am enclosing herewith a copy of estimate, worked out for Mr. Eldridge. You may use your judgment as to how far you should go in checking up with him on this matter. This indicates the schedule on which we should like to have payments made.

President's Garden: I am cabling today to indicate that there seems to be a chance for us to purchase this desirable property at a cost of from \$7,000. to \$10,000. silver. This is due to political changes and our ability to conclude this transaction in a form that guarantees of our title is, of course, uncertain. We shall go very carefully and make no purchase unless our title is made quite clear. The special value of the property now would seem to be in making it the site for the School of Education. I suggest that you get from Mr. Murphy his opinion of the place and perhaps let him talk to Eldridge about its attractiveness. We would probably be able to use some of the old buildings and thus reduce our own costs on new construction so that the purchase cost can be absorbed into the whole program. The place is now occupied by soldiers who are putting in it a military equipment as though they intend to establish themselves in it. None the less it is worth making a try for.

Residence Requirements: I am enclosing herewith a memorandum regarding our residence needs prepared by my Assistant which seems to be an accurate statement of the situation. You may care to take the matter up with the finance Committee.

Very sincerely yours,

JLS/h

/s/ J/ Leighton Stuart

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JAMES H. POST, CHAIRMAN

SAMUEL WOOLVERTON, TREASURER

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TELEPHONE: MURRAY HILL 4064

2 WEST 45TH STREET, NEW YORK

REMITTANCE MAY BE MADE TO THE ORDER OF
N. Y. STATE COMMITTEE Y. M. C. A.

8.13.28.

Dear Mr. Manamaker:

I am having a check drawn
for \$500. toward the expenses of S. J. Cheng.
This is a special gift from Mrs. Mabel Leam.

Cordially yours,

Fred I. Eldridge

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November 3, 1928

Dear Mr. Eldridge:

Professor William Hung, head of the Department of History at Yenching, is spending the present winter as an exchange lecturer at Harvard. He is anxious to meet you and Dr. Stuart is anxious that he and you should become acquainted. He will be in New York on Monday, Tuesday of next week and on Wednesday morning. If your secretary will kindly telephone us Monday morning we will make a definite engagement for Professor Hung to see you at your convenience.

Dr. Stuart suggests also that he would be grateful if you would take Professor Hung to meet Mrs. McLean. Possibly you will find it convenient to do this while he is in the city on this visit.

I do hope you are entirely well again. I have important communications from Dr. Stuart regarding the School of Education but I have purposely refrained from taking this matter up with you feeling that it would be an imposition to do so until you had recovered your usual good health and strength.

Sincerely,

Mr. Fred I. Eldridge
State Executive Committee of the Y.M.C.A.
2 West 45th Street
New York City

ODW:BB

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December 5, 1928.

Mr. F. L. Eldridge,
State Executive Committee,
2 West 45th Street,
New York, N. Y.

My dear Mr. Eldridge:

I am enclosing a copy of our campaign as it stands today. We are making some progress but it is very slow.

You almost broke my heart yesterday morning when you threw a question mark into the full assurance we had of that last \$10,000. from Mrs. McLean.

Please do not fail us on that. If you do we certainly are "done for". There would be no possible hope of our arriving at our goal without that amount from you. We have just lived on the encouragement you gave us and have worked desperately, even using it as a lever to get other gifts.

We wish that you would as soon as possible get same to us in written form because Mr. Boyd will not accept any pledges unless they are in black and white. Your definite assurance would without doubt be satisfactory.

Please understand it is not necessary that this be paid now. If it is paid at any time within two years it will be perfectly satisfactory but Mr. Boyd insists that the written pledges be in as stated.

Sincerely yours,

EMMB/A
Enc.

1231

Eldridge

Yenching University

December 8, 1928.

Mr. Franklin H. Warner,
30 Ridgeview Avenue,
White Plains, N. Y.

My dear Mr. Warner,

We have this morning received a letter from Mr.
Fred I. Eldridge, as follows:-

"2 West 45th St., New York.
December 7, 1928.

Mr. Franklin H. Warner
Yenching University
New York, N. Y.

Dear Mr. Warner,

Will you be good enough to accept my
resignation as a Trustee of Yenching University? I am
sorry that I have not been of more help, for I believe you
are doing one of the most constructive pieces of work that
is being done by any institution.

Cordially yours,

/s/ Fred I. Eldridge"

This came as quite a surprise, and neither Mr.
Wannamaker nor I can quite account for it. We suspect that it may
possibly be due to the fact that in these final stages of the campaign
when all the trustees are being urged to help, a little more has been
asked of Mr. Eldridge than he feels he can do in justice to his other
duties. I hope, therefore, that you will be able to reassure him on
this or any other factor which may have prompted this request that
his resignation be accepted. I have not sent any acknowledgment of
this letter, for I believe that a letter, or, if possible, a personal
talk with Mr. Eldridge, coming from you would be far more effective.

Very sincerely yours,

[Signature]

BAG/G

CC: Campaign Office ←

1232

JAMES H. POST, CHAIRMAN

SAMUEL WOOLVERTON, TREASURER

FRED I. ELDRIDGE, STATE SECRETARY

Eldridge

STATE EXECUTIVE COMMITTEE
YOUNG MEN'S CHRISTIAN ASSOCIATIONS
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A. P. COBB, TARRYTOWN

TELEPHONE: MURRAY HILL 4664

2 WEST 45TH STREET, NEW YORK

REMITTANCE MAY BE MADE TO THE ORDER OF
N. Y. STATE COMMITTEE Y. M. C. A.

December 14, 1928

Mr. E. M. McBrier,
New York City

Dear Mr. McBrier-

I am very sorry I did not have the time this afternoon to sit down with you for a visit. We have been holding four Area Conferences. The Conference this afternoon included the representatives of the Associations in New York City south of Albany, but not including New York City. I had just begun the presentation of our State work when you called and therefore did not feel at liberty to ask the group of men to wait. I have been embarrassed to think that I was not in a position to have given you a more friendly opportunity to talk with me.

I certainly appreciate your visit, which I am sorry you felt was necessary for you to make.

Cordially yours,

Fred I. Eldridge

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Eldridge, Mr. Fred I.

C/o State Exec. Com. of Y.M.C.A.

2 W. 45th St., New York City

Dec. 30, 1929

Mr. Eldridge gave this
to JLS who wants
as much of it as
necessary to be
used for the deficit
on the S.W.
Chang acct.

\$600 - undesignated

Gift received	12-30-29
Receipt slip #	2660
Entered on control record	✓
" " acct. card	✓
" " contr. list	✓
Serial No. on L. and card	858 ✓
Pledge signal attached	—
X-file cards	
Letter ack. sent	12-31-29
Checked for O. L.	
" " class card	ML
" " search	Renewal ✓

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JAMES H. FOST, CHAIRMAN

SAMUEL WOOLVERTON, TREASURER

FRED I. ELDRIDGE, STATE SECRETARY

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2 WEST 45TH STREET, NEW YORK

REMITTANCE MAY BE MADE TO THE ORDER OF
N. Y. STATE COMMITTEE Y. M. C. A.

Sept 18/30

Dear Mr. Panamaker:-

Thank you for the "Peking Lions".
I am delighted with them. Mighty fine
of you to include me among the
remembered friends.

Cordially yours
Fred I. Eldridge

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ELDRIDGE, FRED I.

Excerpt from letter of JLS dated Nov. 14, 1930

✓ *to MacLean

FRED ELDRIDGE. I have a letter from him making it quite clear that while he will attend to the G\$6,000 advanced by us, we must not count on Mrs. MacLean for any further cash contribution. This is disconcerting, but in view of what I observed in America of his present attitude, family complications, the general business depression, etc., I was prepared for this development. The best hope I have in this matter I think is Phillip Fu's next trip to America. He has this whole problem in mind and if anything further can be done, it will be through the rather remarkable liking that he has taken to Phillip. Meanwhile, I have written him to remit the \$6,000, and that we understand that nothing further can be counted on from Mrs. MacLean.

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10-5-32

mcl
Conference with Mr. Fred I. Eldridge ✓

I called on Mr. Eldridge and was very cordially received. He said that Dr. Stuart had told him all about my coming. We discussed the program for the cultivation of a wide group of friends for Yenching. He thought that now as never before people who had any interest in educational philanthropies or religious work were ready to listen sympathetically to things which were important, for almost every one had also suffered from the depression and was hopeful now of a comeback, but that he agreed the time was not now ripe for asking for money. Most people had no ready cash and were not inclined to sell good stocks. Wall Street was very nervous now on account of the political situation. They were afraid of Roosevelt and some of his Government ownership ideas and felt that Hoover was a much safer man now. After the election things will begin to settle down to a more normal condition and we will then know how real the present upward trend is.

Mr. Eldridge said "We owe Yenching some money and have not forgot it." I told him I was not dunning him at all but called just to make his acquaintance and bring greetings from Dr. Stuart. Mr. Eldridge discussed the appeal which the training of teachers for Middle Schools over China made to him. He seems definitely sold on this idea and I judge it is the one toward which they are giving their money. I am sure that any formulated plans along the line of touching the whole of China through training teachers to work into the Government Middle Schools all over the country will stimulate Mr. Eldridge's interest. Dr. Galt could help a good deal by a personal letter to Mr. Eldridge and Mrs. MacLean, outlining plans for development dependent upon the endowment hoped for from them.

Mrs. MacLean had not returned to New York as yet, but Mr. Eldridge said as soon as she gets back he wanted me to come over and spend an evening with them.

I shall follow this up.

N. Gist Gee

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*ccto JHS
Dr Galt*

*Hand to
Galt*

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