YENCHING

New York, N. Y.
December 15, 1936

Dear Dr. Garside:

I have had some experience with the practical value of names for colleges in China. It has long seemed to me that the name "Cheeloo" was not very satisfactory (only, however, in its English spelling). Some of the reasons for this are as follows:-

1. The double "e" and double "o" are not common in English, and seem entirely alien when brought into such close juxtaposition.

2. The name "Cheeloo" conveys no meaning in English such as it has in Chinese, where it fairly radiates with geographical, historial, and classical suggestion.

3. Shantung is a well-known name in English both because it is the name of a certain kind of silk, and because the name frequently occurs in our newspapers.

In view of these reasons, I would suggest that in the United States the name for the University be printed thus:-

"SHANTUNG (Cheeloo) UNIVERSITY" or

"Shantung Christian University" or just

"Shantung University"

Very truly yours,

H. P. Luce