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Yenching
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YENCHING

On "Jackson", April 4,
at Yokahama.

ack 5/2/36

Mr. B. A. Garside,
New York City.

INDEXED

Dear Mr. Garside:

Dr. Stuart and I were able to make connections here so that we had part of a day together, talking over all the prospects. One matter of business will probably be up soon after I get home; I'm therefore writing this now so that I can send a copy to Dr. Stuart and he can write you at once about the matter, thereby possibly making a cable unnecessary.

It was agreed by him and the Missouri people that I should make the campaign with my family along much of the time, and in a car. This seems desirable since I would not then suffer from the acute lonesomeness which afflicts me at such a job, would be able to live a more normal life as to meals, sleep, etc., would have use of car in various cities where distances are a problem, and would have the (to me) very valuable nervous relaxation that comes with driving. On trains I can't shake off incessant thinking of the job and its problems.

They concurred in these reasons and approve of them. The problem is, how to get the car in the first place? At present they do not even have funds in sight for a campaign. It will doubtless be my first task to get such funds or to get them underwritten by someone. Just so soon, however, as I know that an adequate campaign of some length is assured, I should like to get a car.

I have made the following proposal to Dr. Stuart, which he approved: the treasurers on the field have advanced me U.S. \$400 approx. from the fund ~~held~~ held for our return travel. On the basis of U.S. \$350 each to the three of the family who have reservations on the "Sherman" leaving here June 14, there would still be a balance of something over \$500 in the fund you have held for us. It is our suggestion that this be turned over to me for campaign expenses, to be used by me in purchase of a car. If and when we return, I should plan to bring it or a turn-in back with us and replace the car we have at present. If we were unable to return, the car to be ours as part of a "consolatum."

I trust that there will be no difficulty in making this payment on application after receipt of Dr. Stuart's approval, as I ~~am~~ dread train jaunts more than any other aspect of campaigning.

Cordially yours,

Copy to J.L.S.

Vernon Nash.

Vernon Nash.

over

0998

★ AMERICAN MAIL LINE ★

JAPAN · CHINA · PHILIPPINES ·
ROUND THE WORLD

ON BOARD "Jackson" at sea
April 5, 1936

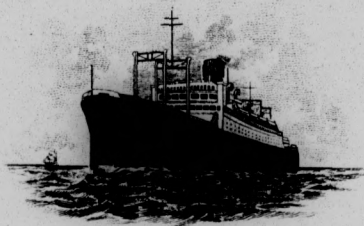
Dear Garside:

Here I am again on my way home to repair the "shoe-string" or preferably ^{to find} a steel wire support. It looks to me like the 1927 return, only more so, as far as home-side prospect goes, but incomparably better with reference to the record and the prospects on the field. I'll be sending you some folders soon on latter point for circulation to trustees and Council.

On inside face is a business letter on a matter to which I'll refer again as soon as there are further developments. Don't know how soon I'll get to N. Y. C. Dr. Stuart thinks they'll have plans to put me right to work on West Coast. My best regards to all of you there.

Cordially

Nash



P.S. See back page also
V.N.

Inclosed are my applications for clergy permits which I should prefer that you hold until you have had word from Dean Martin or from Mr Purley Burton, chairman of the campaign committee of the Williams Foundation. I prefer to leave it to them whether I should use same or not.

It has always seemed morally doubtful whether I was entitled to them in the light of this clause of "P": "Even though applicants hold missionary credentials, clergy certificates will not be issued to unordained persons as follows:(e)those who solicit funds or students for schools, etc."

The doubt in my mind is much increased by the fact that I should not be working in the name of or for Yenching but for the Williams Foundation. I am putting the question up to ~~Williams and~~ Martin and Burton and asking them to give you instructions whether to proceed with the applications or not.

V.N.

YENCHING

May 2, 1936

Dear Nash,

We are not quite sure just where mail will reach you most promptly, but are writing you in Columbia with the assumption that Dean Martin will know where mail can best be forwarded if that is necessary.

First of all, our greetings to you on your arrival in Mei Kuo. We hope you have had a safe and pleasant journey, and that we'll be seeing soon here in our little country village on the banks of the Hudson.

I enclose an Eastern Clergy certificate for you. We agree with the judgment of Dean Martin that you are rightly entitled to use such a certificate in your railway travel this year, for we understand that you are still considered a regular member of the Yenching staff, and that at least a part of your efforts on behalf of the Williams Foundation will be of direct or indirect benefit to Yenching.

Your letter of April 4th raises the question of whether you should have a car for your use in promotional work this year, and where funds might be secured for purchasing such a car. As yet there has not been time to receive any further word from Dr. Stuart on this matter, but no doubt his comments will be coming in within two or three weeks. Of course it is also important that we have the approval of the Missouri-Yenching Foundation to any arrangement proposed, both because you will be working in close touch with that group and also because the Yenching Trustees have placed in the hands of the Foundation major responsibility for dealing with matters affecting the finances of the Yenching Department of Journalism. I am therefore writing Dean Martin, sending him a copy of your letter of April 4th, and asking him for an expression of the judgment of the Foundation.

With all good wishes, I am

Very cordially yours,

BAG/G

Copy to Dean Martin

Walter Williams Memorial Journalism Foundation

COMMITTEE

Honorary Chairman—
HON. GUY B. PARK, Governor of Missouri
Honorary Vice-Chairmen—
HON. FRANK M. McDAVID, President of the Board of Curators of the University of Missouri
DR. FREDERICK A. MIDDLEBUSH, President of the University of Missouri
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JAMES WRIGHT BROWN, Publisher of "Editor and Publisher"
H. J. BLANTON, Member of the Board of Curators, University of Missouri
C. C. CLAYTON, President of the School of Journalism Alumni Association
And all above officers.

HEADQUARTERS

SCHOOL OF JOURNALISM BUILDING

PHONE 5223

Columbia, Missouri

PURPOSE

To establish a fund of at least \$100,000 AS AN ENDOWMENT to carry on the ideals set forth by Walter Williams, founder of the School of Journalism, and president of the University of Missouri. The Foundation will foster the development of higher professional journalism standards, promote the development of better understanding between peoples at home and abroad through the medium of journalism, strive for the maintenance of a free press and disseminate the teachings and precepts of Walter Williams and such others as shall advance the interests of journalistic ethics and welfare.

INDEXED

May 4, 1936.

Mr. B. A. Garside,
150 Fifth Avenue,
New York City.

ack 5/21

Dear Garside:

Your letters to me and Dean Martin have been received; he tells me that he will try to get an answer off to you promptly, as it is hoped that I can get out and at work very soon outside Missouri. I've been working on office and local aspects of the effort since getting here.

The western and eastern clergy permits have both been received. My conscientious scruples on this point will not trouble me greatly if I do my work in a car. The issue in question is not whether I am a Yenchingian or not; I shall count myself that until the last hope dies. It is rather the section which prohibits permits to unordained persons engaged in the soliciting of money or students. That objection would be as strong even if I were working exclusively for Yenching.

It is most gratifying to me to learn that payments on those over-due pledges continue to dribble in. It's a matter of pride with me to get that percentage of unpaids way below the normal. I'd be glad to have at the convenience of your office, a list of how the various delinquent donors stand at present. I may be able to talk some more out of some of intimate friends in Kansas City. The Houston publisher is the tough nut to crack; I'm planning to work out a letter for the consideration of you and Dean Martin to him and the other big delinquent---both members of the present Missouri-Yenching board---asking them whether they want us to continue to list their pledges among our assests, and so on. Have you had any communications from either Mr. Clark of Kansas City or Mr. Foster of Houston on this point?

1002

-B.A.G.

From the conversations with Dean Martin I should feel that the simplest procedure from your point of view would be to turn over the balance you have at present in the journalism fund to the Williams Memorial for use in their campaign, leaving it to the discretion of their trustees what disposition is made of it. Dean Martin tells me that he plans to inform the present directors of the Missouri-Yenching Journalism Foundation of these arrangements. From all I can see, it will probably work out that the present Missouri-Yenching Foundation will ultimately be merged with the Williams Foundation if a fund for Yenching is given through the latter body.

There remains the imminent question of my insurance payments. By the present agreement made between Dr. Stuart and Dean Martin, my salary will be continued by the field until the end of the budget year. Thereafter, if I'm not taken on by the Williams Foundation, it's up to me to find another job. It is taken for granted by Messrs. Martin, chairman, and Burton, campaign director, that I shall be taken on by the Foundation for at least a year's work, but no formal decision to that effect has yet been taken by the board which is very hard to get together. I'm trying to possess my soul in patience.

If this plan goes through, I'll begin making personal payments on a monthly basis in place of the deductions heretofore sent you by the field. For convenience, I'll doubtless make them in quarterly payments of \$225. This sum does not include the item paid heretofore by the university toward the retirement policy. I trust that the field will continue this payment so long as I am technically connected with the institution. Will you take up that question with them, or shall I? The payments toward insurance premiums will be carried by the field to the end of the budget year; my personal responsibility will begin July 1.

NO. 871113
Do you think it would be desirable and helpful to Yenching for me to call upon the members of our Advisory Council in the cities I visit? If so, I should appreciate the receipt of a current list. Their advice would be most helpful to me, in my cases, I'm sure, and I shall not use the connection in any way likely to do harm to their major interest in the institution as a whole. On the contrary, I should hope.

Have no idea when I'm likely to be coming East. In all probability, I shall return west to meet the family, doing some campaign work on the way and return. It is likely that I won't reach your "village on the Hudson" until the fall when the big fish I hope to land are all back home from summer jaunts.

Cordial regards to all of you there,

Sincerely,

Vernon Nash.

1003

I should feel that the simplest procedure from your point of view would be to turn over the balance you have at present in the University fund to the William Memorial fund in their campaign, leaving it to the discretion of their trustees what disposition to make of it. Dean Harris tells me that he plans to inform the present officers of the Memorial-Isidor Taylor Foundation of these arrangements. From all I can see, it will probably work out that the present Memorial-Isidor Taylor Foundation will ultimately be merged with the William Foundation if a fund for lending is given through the latter body.

There remains the important question of my financial position. My present arrangements made between myself and Dean Harris, by which I shall be continued by the field until the end of the budget year. Thereafter, if I am not taken on by the William Foundation, it is up to me to find another job. It is taken for granted by Messrs. Harris, chairman, and Burton, secretary, that I shall be taken on by the foundation for at least a year's work. But no formal decision to that effect has yet been taken by the body which is very hard to get together. I am trying to speed my work in this direction.

It is a pity that I cannot throw in my resignation, making a personal request on a monthly basis in place of the donation heretofore made by the field. For convenience, I have included the last payment of 1935. This sum does not include the interest on the University fund, the retirement policy. I trust that the field will continue this payment as long as I am financially connected with the institution. Will you please make a question with them, or shall I? The payments toward insurance premiums will be carried by the field to the end of the budget year; my personal responsibility will begin July 1.

Do you think it would be desirable and helpful to request you to call upon the members of our advisory council in the office I visit? If so, I should appreciate the request of a group visit. This will be most helpful to me in my career, and I shall not use the opportunity in any way likely to do harm to their major interest in the institution as a whole. On the contrary, I should hope.

Have no idea when I am likely to be coming back. In all probability, I shall return west to meet the family, to do some campaign work on the way and return. It is likely that I won't reach your "village on the Hudson" until the fall when the big fish I hope to land are all back home from summer jaunts.

Cordial regards to all of you there.

Sincerely,

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MAY 6 1936
JOINT OFFICE

YENCHING

May 21, 1936

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

Dear Nash:

I enclose a copy of a letter I have just written Dean Martin at the instructions of the Committee on Promotion. As you will note, the whole matter of relationships was so hazy in the minds of the members of the group here that it was not possible for us to get any definite action until some of these uncertainties are cleared up a bit.

One specific question in your letter which we should discuss without delay is that of the status of your insurance and retirement payments after the close of the current fiscal year on June 30th, 1936. Miss Cloud tells me that at the present time we have authorization from the field to continue payments of your insurance and retirement premiums only to June 30th of this year. What we are to do beyond that date is for you and the field treasurer's office to say. If you are likely to be in America for any protracted period it would probably be much simpler all around for the insurance companies to send their premium notices to you and you make payments direct. As regards the retirement policy of the Sun Life Assurance Company the terms of the contract between Yenching and the Company provide that so long as a member remains on the staff of Yenching he is entitled to continue his policy, but when he retires from the staff, his policy is automatically cancelled. It is quite possible, of course, for the individual to take out a new retirement policy with the Sun Life Assurance Company on very much the same lines as the policy he holds under the Yenching University plan - but from the date of his retirement the contract is between the individual and the Company and not between the University and the Company. Whether the field plans to continue the University's 5% contribution toward your retirement policy while you are here in America is a question to which we have not yet received any answer.

I will put an inquiry on the matter into the next China mail but it might also be wise for you to write to the field also. If the University continues its contributions of 5% next year, we will be glad to receive your own contributions also, and to continue the regular monthly payments to the insurance company. If the University cannot continue its share of your premiums, but you still retain a technical position as a member of the staff of the University, the usual procedure would be for you to pay the entire amount of these premiums, which we would transmit in your behalf. There would, of course, not be any risk of you losing the 5% you would be paying next year for if you should retire later on before you have been in the

Mr. Nash

May 21, 1936

University long enough to receive full payment from the University's share of the contributions you would, of course, receive the full payment of whatever you had paid to the University's share.

I will not attempt to go into the details with regard to the various questions you raise about promotional matters. I am sure Mr. Hedrick will take these up with you direct just as soon as the Promotion Committee has received the information I am asking Dean Martin to give us and has been able to reach decisions as to its line of procedure.

Very cordially yours,

BAG:MP

1006

Via airmail

Walter Williams Memorial Journalism Foundation

COMMITTEE

Honorary Chairman—
HON. GUY B. PARK, Governor of
Missouri
Honorary Vice-Chairmen—
HON. FRANK M. McDAVID, Presi-
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HEADQUARTERS

SCHOOL OF JOURNALISM BUILDING

PHONE 5223

Columbia, Missouri

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PURPOSE

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May 27, 1936.

Dear Mr. Gardide:

There is little I need add to Mr. Martin's letter. If the matter of the car raises difficulties, it would seem to me, as I said before, that the Trustees would be justified in turning the balance in hand in the journalism account over to the Missouri-Yenching Foundation, and leaving it to them what they choose to do with it in further promotion of the work. Is it at all likely that anything further will or can be done for Yenching's journalism in this country unless in the way we have planned?

The reason for the change in the amount named is simple. I had planned from the beginning to get the new car, getting the balance needed in some other way, or paying it in installments out of my own pocket and recovering in expense account paid per mile. It will be a great convenience and saving all round if the amount in hand in the journalism balance makes this unnecessary. So far as I'm personally concerned, it comes out the same in the long run as they will pay me only operating expense mileage, if car is purchased by Foundation.

One other factor occurs to me which was not mentioned by Dean Martin. In making the rounds for the Williams Foundation, I am at liberty to seek gifts specifically earmarked for the Yenching phase of the undertaking wherever in my judgment that is the most promising approach. I am also at liberty to seek a gift to be given to the Yenching trustees rather than the Foundation if the donor should so prefer. These facts would seem to provide additional warrant for a grant out of the original fund for further promotion. If none of these facts obtained, I should still think it justifiable for the Yenching trustees to approve such a grant from the original M-Y Jour. Fund in appreciation and recognition of the fact that little or any of it would have been obtained, except for Dean Williams' sponsoring of the effort.

Your observations on the insurance and retirement-fund matters are quite clear, and need no further comment from me since I am in agreement therewith. I should appreciate it if your office would continue to handle them so long as my future status is uncertain. If I shall be rambling around all over the country in the next few months, it is hard to make satisfactory arrangements to keep mail following promptly and surely. I should of course remit as per my previous letter.

I should be interested to have your comments on this observation: I have seemed to sense here and in your letters an assumption that my days with Yenching were ended. I left China with the common understanding all around that I was being given a leave-of-absence for work with the Williams Foundation, during which time the question of a possible return to the field would be settled on the basis of the results achieved during that effort. I am not at all discounting the difficulties, even the probabilities of my never being able to get back, but should like to be continued to be thought a member of the family until the last resource has been exhausted.

I am insisting vigorously in these recent days that the Williams authorities must decide about the future after June 30 at once, and that if that decision is in the negative, I be free at once to take steps on my own both toward further Yenching support and toward seeking other work. I shall get a decision on that before the end of this week, or consider a failure to get such a decision the equivalent of the negative answer, and be writing you again in the next few days.

Meanwhile I should still feel that you were justified in proceeding to get through an authorization to appropriate the balance of the Journalism Fund to the Missouri-Yenching Foundation in the expectation that they would use this on my personal behalf, if the Williams connection is not continued. As per letters which you must have had by this time from Dr. Stuart, I feel that the least Yenching can do after all these years is something more than "two months' notice."

Sincerely yours,

Vernon Nash

Vernon Nash.

*not so, providing
he ends his
connection to the
foundation
before June 30-4
funds for Yenching
are.*

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MAY 28 1936
JOINT OFFICE

1009

YENCHING

May 28, 1936

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

Dear Nash:

Thanks for your letter of May 27th.

We are grateful for the additional comments you make on the matters we have been discussing with you and Dean Martin. I am circulating this material to the members of the Yenching promotional committee who were authorized to take action on these matters. I hope that we can within the next few days send you word as to final decisions.

I certainly did not intend to assume in any of my correspondence that your "days with Yenching were ended". I need not add that all of us who are acquainted to some extent with the fine work you have been doing at Yenching for more than a decade are hoping very sincerely that you will be able to stick on the job for another thirty years yet. I thought that in my letters I was simply using about the same phraseology as you have employed in discussing your plans for the future and the uncertainties of just when and how you would be getting back to the field.

We will write more in detail as soon as our promotional committee has taken more definite action.

Very sincerely yours,

BAG:MP

Walter Williams Memorial Journalism Foundation

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HEADQUARTERS

SCHOOL OF JOURNALISM BUILDING

PHONE 5223

Columbia, Missouri

PURPOSE

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July 18, 1936.

Ack 7/29/36

Dear Garside:

Well, I've made the scheduled round through the Southwest, up the Pacific Coast to meet the family and back with them by the most northerly route. Even then, the weather has been atrocious since we dropped out of the mountains. While I was interviewing a publisher in the Twin Cities, the temperature brought prostration to both of us with a record 108.

On successive days in Dallas and San Angelo, I got subscriptions of \$1,000 each from publishers. No immediate results of consequence since then, but the prospects look much more hopeful if I can just find some "bell weather" to lead off. The attitude to the project is such that I feel more convinced that ever of the potentialities.

On arriving at my sister's here, we were greeted by cooling showers, and an immense mail. Among the latter were letters from Dr. Stuart and the Porters concerning their proposals for the use of the James Porter fund. I shall be most interested to hear from you what the response of the Trustees is to their recommendation, particularly as we shall be without salary until the foundation materializes. We shall let action upon our chief concern---insurance payments---wait for further details but are of course ready to refund any payments due in new budget year or, if you prefer, to send \$225 for the first quarter, assuming that your office will continue to handle the matter for us.

Mrs. Nash sends her cordial regards to all friends there. Please tell Mr. Hedrick that I am still trying to get a list of all persons to whom letters have been sent and whom I shall be expected to see for his advice concerning the Yenching connections of some of them. I shall send same as soon as available.

Cordially,

Vernon Nash

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JUL 20 1936
JOINT OFFICE

YENCHING

July 30, 1936

Dear Nash:

I have your letter of July 18. Glad to know that your scheduled round throughout the Southwest was not only pleasant but produced some encouraging initial gifts. Let's hope that the good work goes on and flourishes.

We have received Dr. Stuart's recommendations with regard to the possibility of supporting the initial steps of your efforts from the James Porter Fund. During the last few weeks it has been quite impossible to get any meeting of our Promotional Committee to deal with any promotional matters, whether routine or urgent. Mr. McBrier is in Alaska, Dr. Thompson is in Clifton Springs, and Mrs. Finley is in Tamworth, New Hampshire. Mr. Hedrick is staying quite close to the job throughout the summer, but is away this week. So for the present there is nothing we can do except await the return of at least a few of these worthy stalwarts who are responsible for promotional plans and procedure. I will turn over both your letter and Dr. Stuart's correspondence to Mr. Hedrick as soon as he returns next week.

If you find yourself faced with the problem of maintaining your insurance payments, and need any special assistance ^{in obtaining} ~~to~~ ^{to keep those} going until these questions can be settled, please let us know.

Very cordially yours,

Mr. Vernon Nash

RAG:PT

10 13

學大京燕
YENCHING UNIVERSITY
Peiping China

系學聞新
Department of Journalism

YENCHING

New York City,
Dec. 8, 1936.

Mr. George G. Barber,
President, Board of Trustees,
Yenching University, N.Y.C.

My dear Mr. Barber:

In the course of my work for the Williams Foundation, while on leave from Yenching, I was recently in New Haven, Conn., and called upon Mr. O.A. Petty, chairman of the research division of "A Movement for World Christianity." Among the matters discussed by us was the possibility that Yenching's department of journalism might be placed upon the "Selected Enterprises" list of that body.

It was clear that he was personally favorable to such action, believing that our journalism undertaking is so exact an illustration of the kind of project urged by them. I was eager for such approval since further support for a new and different task such as education for journalism as a part of the missions effort obviously must come from persons with a broader view than that of traditional missions. I do not see, however, how it would have been possible to make it plainer than I did that I was speaking in a personal capacity entirely, without any authority from Yenching's board of trustees or from the administration.

It seemed justifiable for me to raise such an issue, since I had the approval of Dean Frank L. Martin, chairman of the Missouri-Yenching Foundation, and since it was stated to me by members and agents of your board in conferences last June that the attitude of the Yenching authorities at home was that responsibility for the journalism undertaking had been delegated to the Missouri-Yenching people. In the memorandum for which Mr. Petty asked, I gave Dean Martin and the Missouri-Yenching Foundation as the responsible body for the department of journalism.

I recognize that the situation is involved. Indeed, it has been true from the beginning that we have regularly met complications both on the field and at home arising out of the fact that journalism has been "of" but not "in" the university. This seems to be a good case in point. Unless the trustees are prepared to incorporate

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JOINT OFFICE

our journalism work integrally into the university as a whole, I earnestly hope that it will not raise objections to a connection which gives promise of opening up new sources of support. The authorities on the field took action last summer, according to letters from Dr. Stuart, making the department of journalism a regular division of the university in so far as they can determine the matter.

This letter is being written upon learning that "A Movement for World Christianity" has raised the question with one of the members of the board whether Yenching's trustees would have any objection to an incorporation of the Yenching department of journalism within its list of selected enterprises. I am sorry that appointments in Philadelphia, Baltimore and Washington during the rest of this week make it impossible for me to remain in New York for the scheduled meeting of the board this week.

If the effort of the Williams Foundation to obtain an endowment for its work succeeds, participation in the journalism project in China to the extent of the maintenance of a faculty member on the field is assured. On this point, I should like to report that the prospects are most encouraging in the success we have had in securing adequate and interested hearings on the undertaking from the right people. It remains to be seen whether this can be transformed into tangible results.

Very truly yours,

(Signed)

Vernon Nash,
Prof. of Journalism,
Yenching University
Temporarily Field Representative
Williams Journalism Foundation.

Copy to Mr. B. A. Garside
and to Dr. J. L. Stuart.

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WHAT PROPOSED FOUNDATIONS MAY DO

Vernon Nash, Field Agent for Walter Williams Memorial, Lists Journalistic Activities That Have Been Suggested—Reports Keen Interest Among Newspapermen

IT requires a reference volume merely to list the data concerning foundations now functioning in the United States.



VERNON NASH

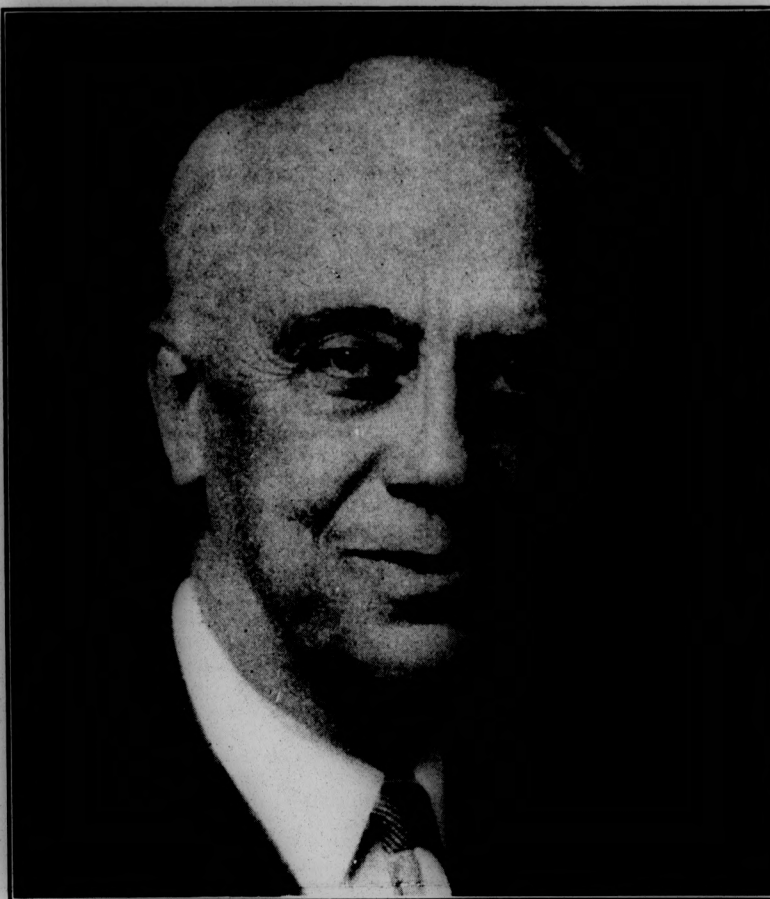
Although journalism in all its phases is one of the major activities of this country, one will search in vain through "American Foundations," issued by the Twentieth Century Fund, Inc., for the name of any body created to serve the Fourth Estate in any comprehensive way comparable to that of the Rockefeller Foundation in the natural sciences and of the Carnegie Foundation in education.

Indeed, one will find very few endowments with even an indirect relation to journalism. The Pulitzer bequest to Columbia University, the Medill fund for the support of the School of Journalism of Northwestern University, the similar grant by William J. Murphy of the *Minneapolis Tribune* to the University of Minnesota, the Block lectureship at Yale, Science Service, endowed by E. W. Scripps; and the recent Nieman bequest to Harvard, virtually exhaust the list of funds of any appreciable size devoted to the advancement of journalism.

The past year has seen an increasing amount of discussion concerning the need for a general journalism foundation and concerning the specific services which such a body might render to the profession of journalism. The broad discretionary character of the wording of the will of Mrs. Lucius W. Nieman has led to much speculation as to what use Harvard University will and should make of the millions which will accrue to it from the sale of the *Milwaukee Journal*. Dean Carl W. Ackerman of the Columbia Graduate School of Journalism stressed the need for a journalism foundation in his address at the ANPA dinner last spring. He returned to the subject in his recent annual report to the president of Columbia University, setting forth reasons why a fund providing for a thorough study of public opinion was an urgent need of the times.

Dr. Walter Williams, late president of the University of Missouri and founder of the School of Journalism at that institution, had a conviction during the latter years of his life that journalism not only needed a foundation but also that a sufficient number of persons had become aware of the need so that it was attainable. Consequently, the authorities at the University of Missouri and other public-spirited leaders of the state came to the conclusion after Dean Williams' death that such a general journalism foundation would not only be the most appropriate memorial to him but would also be more easily created around his memory than in any other way. Accordingly the Walter Williams Memorial Journalism Foundation was incorporated early this year in the State of Missouri.

Vernon Nash, visiting professor of journalism in Yenching University, Peiping, China, who has been in China for three terms of three years each as the representative of the Missouri-



Walter Williams

Yenching Foundation, is serving as temporary field representative of the Williams Foundation, on leave-of-absence granted by Yenching University. He has interviewed outstanding newspapermen, particularly leaders in the various journalistic organizations, in more than half of the states during recent months. The keen interest of most of these persons has centered around a discussion of the specific objectives and activities which a foundation for journalism might support. Mr. Nash has listed the following possible activities which have been suggested by journalists:

"A. The collation and dissemination of data on matters of great importance and of common concern, not otherwise provided by existing agencies. Examples:

"1. A continuous and comprehensive study of all factors affecting the freedom of the press. (A leading publisher urged that the need for a clearer understanding of this vital problem was so fundamental and so central that it would be desirable, in his judgment, to give to a general journalism foundation the name, 'Foundation for the Preservation of the Freedom of the Press.')

"2. Provision of a conspectus of experience, i.e., the bringing together of information now available only in isolated and piece-meal form. (A publisher whose advice was asked by the promoters of the recent newspaper merger in Toronto was surprised to discover that he could not obtain any summarized account of the practices and policies of newspapers which have a monopoly in their fields.)

"3. A systematic analysis and appraisal of elements influencing public opinion such as was proposed by Dean Ackerman. (Much work is being done along this line in colleges and universities. A monthly luncheon

for an interchange of ideas and results is held by a group of Harvard teachers and graduate students engaged in such research.)

"4. Collection of fullest possible information concerning the 'poisoning' of international news at its source, and the difficulties encountered in the transmission of news by reason of private and governmental control of cables, wireless and other means of communication. ('Mobilizing for Chaos' by O. W. Riegel, issued by the Yale University Press, is a beginning on a piece of research which should be carried forward to the most thorough degree possible.)

"5. Detailed studies on 'the commercialization of the press.' (A New York state publisher expressed a keen desire for fullest possible information on the relative amounts of revenue from circulation and from advertising in various kinds and sizes of publications, together with information concerning experiments in which attempts are made to increase the ratio of circulation revenue to the total budget of a publication, and research into the possible correlation between news and editorial policies and the circulation-revenue ratio.)

"B. Appropriation of grants-in-aid toward the accomplishment of research and activity projects not carried on directly under the foundation's own auspices. Decisions on such subsidies to be made on their practical merits by a board of trustees of which a majority would be editors and publishers. Examples:

"1. Some of the work outlined under A could doubtless best be done by existing agencies, if they had financial aid. (A New York City publisher states that he has seen a number of important tasks left undone merely because it was recognized that it would take more time and work to

raise even the small amount of money required for them than it would to do the work after the necessary funds had been obtained.)

"2. Such services for the enlightenment of the general public concerning journalism as that rendered by the Block lectures at Yale and the Mellett memorial lectures could be greatly extended at relatively little cost by grants-in-aid toward the expenses incurred. (Community forums and educational institutions should have more opportunity to hear journalists of ripe experience and speaking ability.)

"3. Journalistic bodies, such as Sigma Delta Chi or the World Press Congress, which are in a position to render significant services but find the raising of funds difficult, could receive occasional help for certain specific, approved activities. (The same could be said for almost all individual-membership organizations in the profession.)

"C. Action as the agent, and as the spokesman, for the profession as a whole. Journalism differs from other professions in that its existing organizations are either regional in character or embrace only one phase of the profession. Journalism has no organization corresponding to the American Bar Association and the American Medical Association. Examples:

"1. The need for some body with sufficient competence and prestige to speak for journalism nationally was the chief emphasis of Dean Ackerman's address at the ANPA dinner last spring. (Almost every newspaperman interviewed has commented upon the weakened effect of pronouncements which can be interpreted as being motivated by self-interest, notably public declarations by publishers concerning freedom of the press. The fact that such interpretations may be erroneous and unfair does not lessen the effect of the observation; journalism should have national spokesmen whose impartiality and disinterestedness could not be questioned any more than are the releases of the Rockefeller or Carnegie foundations.)

"2. The most important and significant work which a journalism foundation could immediately render, as an agent for the whole of journalism, would doubtless be the classification and ranking of schools of journalism. (The American Society of Newspaper Editors requested the Carnegie Foundation some years ago to make a survey of the whole field of education for journalism with recommendations. The editors were told, in effect, that such a task was beyond its purview and that journalism should create its own foundation for such purposes. The classification of schools of law and of medicine by professional bodies in these fields brought order out of chaos in professional schools which were previously without any approved standards. The same thing can happen in journalism. Newspapermen in every state have observed that schools and departments of journalism have established themselves permanently in the program of leading colleges and universities; it is therefore a pressing necessity that ways be found to bring them up to the standard of other professional schools. All agree that state and institutional pride would swiftly get results whenever a school was re-

fused high ranking, without the Foundation's needing to grant any funds other than those required for a periodical survey.)

"3. A surprising number of editors and publishers have shown interest in the possibility of a general 'certification' test for prospective newspapermen, all on a voluntary basis, to serve as a helpful guide to employing editors and publishers. A foundation could set up and supervise the giving of such tests. (Many have said that the development of the social security acts will impel employers in journalism, as elsewhere, to give much more serious attention hereafter to the quality of beginners.)

"4. Fellowships which make possible further preparation and training for promising young men and women are a need in journalism, and could be made the means of extending recognition and encouragement to such persons. Few fields, if any, are as devoid of such scholarships for maturer persons as is journalism. (Similarly, other professions are benefited by a system of visiting and exchange professorships.)

"5. Advice and guidance is sought constantly both by publications and educational institutions in other lands from journalists and schools of journalism in this country. A helpful piece of international good-will could be carried on at very little cost if a general journalism foundation could become the 'clearing house' for all such interchange of information and experience. (Dean M. Lyle Spencer of Syracuse University will spend the second semester of this year at the American University, Cairo, Egypt, on such a mission.)

"D. Functioning as the medium for such self-discipline as may be possible for journalism. Almost every newspaperman interviewed has expressed deep concern over excesses and abuses which the vast majority of journalists deplore but which they feel powerless to correct. There has been much speculation as to how the foundation might function in an attempt to meet such problems as coloring of news, overplay of sensational court trials, and, in general, too great emphasis upon the conspicuous as over against the significant. Sooner or later, every man has used almost identical words, 'If we don't clean house within the profession, the public is sure to attempt to do the job by some form of political compulsion which would do more harm in other respects than is being done by the abuses whose correction would be sought.' Examples:

"1. While all have expressed a belief in the need for concrete remedies of generally acknowledged evils, only one person has made a specific suggestion. Others have said that a search for feasible ways by which journalism could attain general adherence to approved standards should be itself one of the first major tasks of a foundation.

"2. The one specific proposal I've heard was made by an editor in New York State, who said: 'Let's give the public an A.B.C. of its own. If schools of law, medicine and journalism can be ranked in Class A, Class B and 'beyond the pale,' why can't newspapers be similarly classified by a journalism foundation? By such means, the best element in journalism can at least let the public know what it approves and what it does not. Newspapers of all sizes and types have been proud of awards for excellence made by the Missouri School of Journalism at its annual Journalism Week and of other similar recognitions of merit, like the All-American newspaper teams announced annually through the NEA by John H.

Casey Tackles Tough Job Selling Republican Party to Nation

WASHINGTON, D. C., Dec. 7.—In a freshly-painted office, a freshly-drawn policy, stressing a "newspaper" approach to the press of the nation,



Leo Casey

is being worked out by Leo Casey, new publicity director for the Republican National Committee.

The appointment of the former political editor of the *New York Journal* means reorientation and drastic revamping of the public relations of the GOP.

Casey, with party chairman John D. M. Hamilton, is seeking to cut loose from the "scientific" political propagandizing, employed by the Republicans in the last campaign.

This means the end, at least under the present regime, of the services of advertising men and research experts, assembled to boost Landon and at-

Casey; large numbers would be equally proud to fly in their masthead some such line as "on the approved list of the Williams Journalism Foundation."

"This list," Mr. Nash added, "is not exhaustive; it offers rather some typical examples of proposed activities which editors and publishers have suggested as seeming to them to be practicable. If the experience of similar bodies in other fields is recapitulated at all in journalism, the accomplishment of almost every task will point the way to other strategic pieces of helpful service not envisaged now.

"It is the intention and hope of the Missouri authorities that the necessary endowment for a Williams Journalism Foundation can be obtained in the near future, and that the foundation may begin to function along the lines indicated in the foregoing. Dean Frank L. Martin, in a recent report, said. "The undertaking is not a narrowly conceived Missouri project. The School of Journalism of the University of Missouri offers headquarters for the Foundation in its new Williams Hall but the trustees will annually consider specific proposals on their merits when grants-in-aid are sought, as does every other similar organization. It is our earnest hope that the Williams Foundation's activities will be as far-reaching in their implications and in their concrete services as were the interests of the pioneering leader whose life-work is memorialized by it. . . . So far as I know, all other foundations of consequence are the creations of a single person or of a small group. It would be a happy cir-

cumstance if journalists could set a precedent by the formation of such a body by a large number of individual journalists, publications, journalistic organizations and institutions. . . . We feel very hopeful that some large lump-sum pledge will be obtained or that several men of wealth will unite in creating a substantial opening fund . . . on condition that it be matched by a large number of miscellaneous gifts. . . . Such a conditional offer would certainly galvanize into activity all the individuals with varying degrees of belief in, and of enthusiasm for, the undertaking in all sections of America."

Casey, who will have a staff of but three men, will attempt to function in a fashion similar to the technique employed by Charles Michelson, potent Democratic publicity chief; that is, to make his office a fact-furnishing bureau, rather than a highly complicated propaganda machine.

Off-the-record Casey will candidly discuss the handling of the campaign, and is cognizant of the mistakes in publicity work that caused many a "boomerang." The overwhelming vote for re-election of President Roosevelt, to Casey means that the Republican party must present new issues to the voters, and, what is more important, present them intelligently.

"The newspapers needn't expect an avalanche of press releases under the new setup," he commented.

Leo Casey is no stranger to Washington. After graduating from Georgetown University, he worked for the *Washington Herald*. After a turn with the *Hartford Courant*, Casey went to the *Graphic* in New York. There he also worked for the United Press, and then went to the *Journal* to be night city editor. He left the job as political editor of the *Journal* last August to go with the Republican National Committee as a member of the personal staff of Chairman Hamilton.

Hamilton and Governor Landon selected Casey to succeed A. H. Kirchofer, managing editor of the *Buffalo Evening News*, who was drafted for the duration of the campaign to be the publicity director of the GOP.

Casey is married and the father of two children.

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"The present trustees of the Foundation have no 'goal.' It is their belief that the income from any number of millions which might conceivably be obtained could be effectively and efficiently used for the advancement and improvement of journalism. The first board, with the exception of James Wright Brown, president of EDITOR & PUBLISHER, is composed of persons connected with the state and university of Missouri. This was done to facilitate a prompt initial incorporation. It is the intention of this board to enlarge itself in the near future so that it will be adequately representative of all sections of America and of all phases of journalism."

EDITOR & PUBLISHER would welcome the receipt of communications from readers discussing the issues raised herein. Further practical suggestions of possible activities for a journalism foundation would, it believes, be of particular interest in view of present widespread discussion of the need for a general journalism foundation.

F.T.C. CITES DISTILLERS

Charges Illegal Price Support, Interference with Advertising

Alleged attempts by leaders in the distilled liquors industry to control retail prices were the basis of citations issued recently by the Federal Trade Commission against five distillers and seven organizations of liquor dealers.

The complaints charged among other things that secret agents had been employed, price cutters reported, blacklists used, also that "the respondents took steps to prevent cut prices from being advertised in newspapers." Those cited were:

Seagram Distillers Corporation of New York.

Seagram Distillers Corporation of Massachusetts.

Gooderham & Worts, Ltd., of Detroit, a wholly owned subsidiary of a Canadian corporation of the same name.

Schenley Distillers Corporation of New York and three affiliated companies.

Hiram Walker, Inc., of Detroit.

National Distillers Products Corporation of New York, which controls subsidiary distilleries and rectifying plants formerly operated by the American Medicinal Spirits Corporation, Penn-Maryland Corporation, A. Overholt & Co., Inc., and the Old Taylor and Old. Crow Distilleries.

Greater New York Licensed Liquor Stores Association, Inc.

D. C. Exclusive Retail Liquor Dealers Association, Washington.

Metropolitan Boston Retail Liquor Package Stores Association, Boston.

National Retail Liquor Package Stores Association of New York.

New Jersey Retail Liquor Package Stores Association of Trenton.

Connecticut Retail Liquor Package Stores Association, Inc., of New Haven.

National Institute of Wine and Spirit Distributors, Inc., New York.

A separate citation charged W. A. Taylor & Co., New York liquor importers, with illegal acts to maintain resale prices.

ADVERTISING CONTEST

Galveston News and Tribune Entrants Write Copy for Concerns

The *Galveston (Tex.) News* and *Tribune* are conducting an advertising contest in which the participants write ads for local merchants in competition for \$2,000 in prizes.

The papers publish a daily news story in which tips are listed about various features and products of a firm. Jingles, letters, poems, essays, anything that contains an idea for advertisement may be submitted to a board of judges. The weekly prize is \$15 in cash or merchandise.

The newspapers have suggested that contestants visit stores and firms to find out about the business which they propose to write about.

Once a week the winning ads run in both newspapers, and in several cases an establishment has taken copy written by an amateur and run it in the regular advertising columns.

Reporter Cited for His Story on Accidental Death

The *Chicago Sunday Times* featured on its front page Nov. 29 James Neli's graphic picture of a Cleveland mother sobbing over the death of a little daughter, killed by her young brother with a "gun that wasn't loaded," as an example of outstanding newspaper enterprise.

In the same issue, the *Times* featured the *Cleveland Press* story, stating: "This story from the *Cleveland Press*, a Scripps-Howard newspaper, is a striking example of simple excellence in newspaper reporting. We reprint it with an eye toward the committee which annually awards the Pulitzer prize for the best story of the year. Louis Clifford, an assistant city editor of the *Cleveland paper*, the writer, had no thunderous event to record—just an everyday tragedy. He told his story masterfully. The accompanying picture substantiates the pathos of words."

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YENCHING UNIVERSITY

PEIPING, CHINA

American Office

150 Fifth Avenue

New York

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Controller

July 6, 1937

Dear Merle:

On June 1st I completed 35,000 miles' travel in 44 states for the Williams Foundation. Lack of promotion funds prevents a continuance of that work for the present. Yenching is eager to have me return, but is unable to assure permanence of appointment; I want as much as ever to go back, but cannot consider another short-term arrangement.

This impasse has been resolved temporarily by a grant from them for advanced study here in Columbia University. The Chinese even more than we insist upon a doctor's degree for college teachers. The work will therefore add greatly to my fitness for the job if I'm able to return; if not, it will facilitate enormously my search for a desirable new connection.

The trustees were also influenced by the fact that I have not had a real furlough in the thirteen years with them. I'll continue even now to give as much time as proves feasible to promotion work on behalf of Yenching. They have asked me first to deal with the unpaid pledges in the original Missouri-Yenching fund. Almost all of those with balances due have indicated in years past that they would resume payments when same was possible and convenient. We earnestly hope that this time has now arrived for you, and that you will find it possible to complete payments upon your pledge during the fifteen months in which I'll be here.

In view of the exceptional conditions prevailing, the offices here have sent reminders only infrequently. We will be glad to make these at regular intervals hereafter at any dates suggested by you. Checks should be made payable to Mr. E. M. McBrier, Treasurer, Yenching University, and mailed to 150 Fifth Avenue, New York City. I'll be glad to supply you with any further information you may desire. Records here show you have paid \$30 on your pledge of \$50, leaving a balance due of \$20.

Out of the total of almost \$70,000 in subscriptions secured by me in 1928, all but \$3,600 has been paid up in full. The collection of this amount would help provide the funds required for me in this furlough-study period and thereby keep the record perfect, in which I have so much pride, of having secured all my own support from the beginning. I am continuously grateful for the extent to which I owe this achievement to you.

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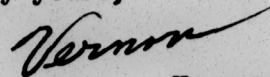
Mr. Taylor

-2- July 6, 1937

My personal concern in the present status of the first Missouri-Yenching effort is great since \$3,335 out of the \$3,600 still unpaid is in the names of intimate friends there in Kansas City.

It is gratifying to be able to report that the work in China is continuing to develop in ways which exceed the liveliest hopes we had in the inauguration of it.

Sincerely yours,



Vernon Nash

Mr. Merle C. Taylor
215 Pershing Road
Kansas City, Missouri

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Dean of the Women's College

STEPHEN I. O. TSAI
Controller

512 West 122, N.Y.C.,

April 9th 1938.

Dear Stephen:

After several exchanges between me and Marnie, the date for the Yenching meeting with the Higher Education Club of Teachers College has been set for April 27 at 4 p.m., instead of April 19, the date I gave you. If you happen to be in New York on that date, we certainly want you to be present. Marnie will speak on "Particular Problems of Higher Education in China." If you can be there, we want you to follow her with comments from the national point of view, after which a forum-type of meeting will be held with questions from the floor, which Marnie will answer or put to any of the rest of us.

Just have had a letter from Lucius telling of a good session he had had with Harry Chandler, publisher of the Los Angeles Times, in which he put to him the need for jour. at Yenta. Chandler is very keen on Jimmie Yen's work, and a heavy supporter of it. Lucius plans to keep hard at it.

The president of Indiana University turned up the day after you were here. He spent the whole afternoon with me, and had me come back the next morning to meet and talk with the comptroller of his university, and said they expected to make a decision within "two or three weeks." Don't know what to anticipate, but feel sure that IF I get the bid, they will demand a quick answer, since they have waited so long in making their own decision.

Lucius also wrote that he had seen C. R. Crane, and that, although old and dodderly, he is still keenly interested in better relations between the U.S.A. and China. It would appear that if there is any possibility there, it will have to be accomplished through Rogers here.

We are looking forward to a break in the country over Easter with the brother.

Cordially,

Vernon *Wach*

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PEIPING, CHINA

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MARY COOKINGHAM, *Field Treasurer*

Mr. P. S. Battenfield
3128 Roanoke Road
Kansas City, Missouri

April 7, 1939

Dear Paul:

My year and a half of advanced graduate work in Columbia University was completed at the end of the year, and I'll have the "academic union card" of a doctor's degree as soon as it is possible to file three printed copies of my dissertation. The latter on "Educating for Journalism" is being published by the Williams Journalism Foundation of the Missouri University School of Journalism.

Since Mrs. Nash and I had gone through high school and college together, and then much later had gotten our M.A.'s together at Missouri, we didn't want to break such a record, so she went after a doctorate here also. Her dissertation, a source-book on "individual development and guidance" for use by Chinese students, is being printed in China in connection with Yenching's department of education. All this has been possible by reason of a grant from a fund established for such purposes by the uncle of one of our most intimate friends in China.

The prospects of our getting back to China are much brighter than they have been, and I'm eager to get back on the job despite the adverse conditions in many respects. Our journalism graduates, both men and women, have made such striking records of national service in this period of emergency that the work has come favorably to general attention much more rapidly than it would otherwise have done. I've therefore joined the home promotion forces of the University for the rest of this college year with the very lively hope of getting back to China by the opening of school next fall.

One of my first assignments again is to handle the unpaid pledges of the Missouri-Yenching Journalism Fund of 1928. It is possible to do this in one of two ways: in a formal, conventional manner; or informally as friend to friend. I prefer the latter not only because I want to write you concerning personal developments anyway but also because of the following situation which is a particular individual concern.

Our Missouri-Yenching Journalism group has made a remarkable record among such undertakings in that more than 95 per cent of the \$70,000 pledged in 1928-29 has been paid. This is the more striking in view of the exceptional conditions in the decade which has followed. You will appreciate the near-chagrin I feel at the fact that the record would be virtually 100 per cent perfect except for the unpaid pledges of my own friends.

Having been so frank, may I put all the cards on the table? The University office here in New York has not been pressing the matter by any regular reminders in view of the special conditions obtaining during these

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April , 1939

years. Nevertheless, experience has made them very chary of making an outright cancellation of pledges, except on written request of donors, no matter how long payments are delayed. Such action often causes even more resentment than too great insistence in seeking payments.

The authorities feel, however, that an effort should be made at some appropriate juncture to secure either a re-affirmation of intention to fulfill the pledge as soon as proved possible or a request for the formal cancellation of the obligation. It does not seem desirable from the point of view of either of us merely to let the matter go by default.

Since there is now a good possibility of my getting back to the field on a more permanent basis, this would seem to be a most fitting time to raise such a question with you. As you consider it, will you bear in mind that our entire university program, including the journalism work, has been continued without interruption against great odds and under trying circumstances, not the least of which has been the imperative necessity of making emergency expenditures. If you could pay your pledge in full or in part within the next six months, the help would come at a time when it is most needed and will therefore be most appreciated.

You have doubtless been thrilled with all Americans at the amazing stamina the Chinese have been showing, and have wished there were more acceptable ways in which we could manifest our sympathy and render tangible help. Here is one way. The Chinese need supremely to maintain their now excellent morale and that requires a steady supply of trained leaders, especially good publicists.

If no payment upon your pledge is possible at this time, will you please indicate whether it should be kept in our "live" files or cancelled. I'm asking the secretary in our records office to add a postscript below with details concerning your commitment and payments thereupon as we have them. Whatever your decision at this time, I know you will understand how grateful I am for your interest and support in those most difficult early years when we were getting under way. With kindest regards to you and yours,

Sincerely,

Vernon Nash

P.S. Pledged \$50.00 March 1929
 Payments 10.00 August 1929
 10.00 June 1930
 10.00 December 1931
 10.00 July 1932
 Balance \$10.00

I appreciate the great value of Mr. Nash's work & I am sure I will go on with it without my support.

Request for formal cancellation. I feel that the needs & problems are of such greater importance to us as a nation that any small donations that I can make should be reserved for our own system. I am now donating to a 10 year program for an am. University.
 Thanks P.C. Battenfield

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August 2, 1939

Dear Wash:

One reads with mixed emotions the letter from Harry Chandler quoted in the letter you wrote Dean Martin and me under date of July 30th. It is very kind of Mr. Chandler to indicate his willingness to give \$500 per year for the next five years. But obviously that doesn't yet give us the "challenging start" that is needed if \$100,000 is to be secured for the endowment of Journalism at Yenching. You should have close to half of that amount underwritten by a fairly small group of supporters if there is to be any hope of raising the rest. And the big question still is - where are the challenging initial pledges to be found?

How encouraging is the possibility that Mrs. Walter Strong may be willing to give a substantial sum? And when and how much? If she or some other good friend were to provide the stimulating kick-off you need, it might well be worth driving ahead during the coming year with an intensive campaign for the \$100,000 Journalism fund. But to start with a pledge of only \$500 a year from one of our outstanding friends would set too low a standard for all the rest.

The other angle which would of course influence the Yenching Trustees' decision as to the support and work they could give to such a drive would be that of whether the fund, if and when secured, would be held by the Yenching Trustees or the Walter Williams Foundation. While the Trustees would give their friendly interest and help in any event, it would be hard to get them to provide much financial support, to take any responsibility for a promotional campaign, or to seek for gifts among their own number or among the Yenching constituency, unless the fund eventually raised was to be held and administered by the Trustees themselves.

Of course the Yenching Trustees are always gratified when any Foundation secures funds which may be made available to help out with the work at Yenching. But they have learned from experience that keeping the good-will and support of such foundations always involves time, tact, and expense - and that even then they cannot count on the continuance of such support for any prolonged period. Every Foundation feels that it is entitled to receive attentions as steady and devoted as an ardent swain bestows upon his beloved. There are letters to be written, reports to be presented, applications to be prepared with great care, personal relationships to be assiduously cultivated. All of this takes time, patience, and money. Even then, any Foundation is apt to decide periodically that it should "make a change in its policy", cut off all the objectives it has previously favored, and choose an entirely new set of objectives for its support.

As I see it, the two possible advantages of having such a Journalism fund held by the Walter Williams Foundation are (1) that the members of that Foundation will be of real help to you in getting the fund; and (2) that prospective donors would prefer to give to that Foundation rather than to the Yenching Trustees. Over against this, the Yenching trustees and constituency would be more likely to give assistance and support to an undertaking that was definitely designated for the University and was controlled by its

Mr. Nash

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representatives. You are the best judge as to the comparative weight of these differing considerations.

As you know, our Yonahing trustees are now scattered for the summer, most of the officers are away, and no meeting of the Committee on Promotion could be gotten together. What seems to you to be the next move, and how and by whom should it be made?

I trust you have found opportunity for some rest and vacation. We haven't forgotten that we still have not answered the questions you raised as to your future. We passed the questions along to Mr. McBrier, but his comments don't give us much help. I don't see that we can do anything about the matter until he gets back and we can get together a responsible group which can give an authoritative judgment.

Cordially,

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DIGEST OF CORRESPONDENCE WITH DR. VERNON NASH

The following quotation was taken from a letter from Dr. Nash to Mr. Garside dated August 11, 1939:- "I have come to feel with a fair degree of certainty since our discussion late in June that the alternatives should be a straight choice between a definite resignation or continuation in some employed capacity on the task. This makes a more clean-cut decision and if at any future time (assuming we make the break now) favorable conditions arose, it would be possible to negotiate de novo."

Dr. Nash further outlines the situation as it affects his personal arrangements, and points out that he would be without salary from July 1 to October 1, pending decisions that would be made.

No further discussion of the subject was conducted until in October, when Mr. Garside wrote Dr. Nash on October 18, asking for information about his plans and as to how much time he was using in the relationships he had worked out during the summer. Dr. Nash replied under date of October 21, saying that his work with the Community Church in White Plains was taking from one-third to one-half of his time, and that his relationship with the Inter-Democracy Federal Unionists was on a volunteer basis and through this he was getting some income from speaking engagements. From this letter the following is quoted:-

"If I assumed duties again with Yenching, I would consider myself unable to do anything more for IFU than the acceptance of a few important speaking engagements at times which would not interfere with work for Yenching journalism. Frankness compels me to repeat what I have said several times previously both in personal conversations and in committee meetings: I have no confident or well-grounded hope that an endowment for journalism can be obtained by a one-man effort directed almost exclusively or predominately at journalists only, with 'verboden' on the cards of other good prospects in the constituency of ABCCC.

"Another highly personal element (perhaps an unwarranted weakness on my part) requires consideration also. Before I left China early in 1936, I certainly made it plain that I could not self-respectingly repeat for a third time an 'if' campaign, i.e., a continuance of my promotional connections with Yenching or Christian Higher Education in China which would be based on the condition that I single-handed keep on finding my own support. This was also stated in writing and in person to the home-base authorities on my return.

"The promotion committee in May, 1937, in approving the grant for my advanced study, indicated definitely that it was the intention to make education for journalism an integral part of a general effort. Even this did not remove the conditional or provisional basis upon which I was to work but it did make the projected undertaking much less exclusively personal. Consequently, and because of my eagerness to go on with the task, I was able to overcome my repugnance to what was, in essence, an attempt to raise my own salary.

"The nature of the proposals this year put me right back where I was in Kansas City in 1924 before I had ever been in China and where I was again in the Missouri-Yenching campaign of 1927-29. I simply cannot do it. How could I proceed with any confidence or enthusiasm into a resumption of efforts to 'sell' newspaper men upon the desirability of continuing the project when a 15-year demonstration has not really convinced the Faculty Executive Committee on the field, the trustees, or the authorities of ABCCC of its value and importance despite the record of the success in selling

those most intimately concerned, namely the journalists of China and the public-relations officials of the Chinese Government? Success in the effort here would be made incomparably more difficult by the realization of prospects that I was wanted only if I could return 'with cash in hand'.

To this letter Mr. Garside replied, stating the situation in regard to two relationships:-

- (1) As a member of the Yenching staff. There was the difficulty in the past of having all the duties and responsibilities of a faculty member with only a limited number of privileges. The Yenching Trustees had suggested the desirability of a regular status, but the University maintained that the relationship be continued on special journalism funds - from the Porter Fund. This question could be reopened.
- (2) A relationship to promotional work of the Trustees. This would combine efforts to raise funds for journalism endowment with promotional program of Yenching University, but majoring on the University and Associated Boards program.

On November 1 Dr. Nash replied, and the following quotation is taken from this letter:-

"I am gratified by the continued insistence of the home-base authorities that I should be given a regular status, but I have no hope whatever that further representations by them would change the mind of the Field. And, despite every effort to overcome repugnance to continuing on a contingent basis, I am now sure that I could not do so with the right spirit and the necessary enthusiasm.

"Relationships such as you outline could be worked out, doubtless, but even if both these conditions were removed, I would still have misgivings on using up the rest of the Porter Fund, which would surely be required. It is not possible, without trial, to know the effect of the European War, but such conversations as I've had with potential givers would seem to indicate that a dominant attitude, in any case, would be: 'Let's wait and see how conditions in the Far East work out before going in for any further expansion on a permanent basis'.

"Consequently, it seems desirable from all points of view I can see at this time for me to resign."

*Extra copy
for Yenching Promotion*

October 24, 1939

Dr. Vernon Nash
438 West 116th Street
New York City

Dear Nash,

Thanks for your letter of October 21, in which you discuss frankly the fundamental problems underlying your possible future connection with Yenching University, which you quite rightly feel ought to be cleared up before we attempt to reach any decisions on the specific question of your activities on behalf of Journalism this year.

As we study these important questions, it seems to me that they fall into two general categories: -

(1) Your relationship as a member of the Yenching staff. For a great many years we have recognized the unsatisfactory nature of your relationship to the Yenching University faculty. You have been in the uncomfortable position of having all the duties and responsibilities of faculty membership, but only a limited number of the privileges. Being placed in a special relationship, and receiving your salary from special sources is obviously a most undesirable scheme from many angles. On numerous occasions during the last decade the Yenching Trustees have suggested to the Yenching University authorities the desirability of giving you a regular status on the University staff, and making your salary a part of the general University budget. If that were accomplished, you and your family would have a much greater feeling of financial security, and you would be relieved of the embarrassment of having a sense that you were "asking for your own salary" when you were doing promotional work for Journalism or any other department of the institution. But, as you know, the University authorities have maintained the position that your support would have to be provided from special Journalism funds, rather than the general University budget. In this situation, there has not been anything more than the University Trustees could do on that point. The best compromise that we and the field could work out seems to have been the one that we have been following in recent years - that your support be provided from the capital and income of the Porter Endowment Fund, while you were securing your doctor's degree and were carrying on a campaign to build up an endowment fund for the Department of Journalism.

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If you think that this ancient question should be re-opened again with the University authorities, I am sure that the Trustees would be glad to do so. But this would at best take a number of months, and it is doubtful whether we could at this time secure any more definite decision than we have obtained in the past. Until some other arrangement is made, your support for the time being would continue to come from the remainder of the principal of the Porter Endowment Fund, together with whatever income accrues. It would be our hope and expectation that as soon as an adequate endowment for journalism has been built up from then on your position on the Yenching University faculty would be regularized, and the embarrassment of the special relationship would be removed.

(2) Your relationship to the promotional activities of the Yenching Trustees and the entire group of Colleges. This is a relationship which would have to be worked out here by the Yenching promotional committee, and might follow any one of many lines. As a group of China Colleges, we have so many promotional projects under way or contemplated that the only way we can avoid getting in each other's path and canceling out each other's efforts is to have some type of coordination and general program of operation. First of all we have to have some priority listing of the various needs that we are seeking to meet. Second, we must have some kind of understanding as to the areas in which each individual and group are to work.

At the present time the general set-up of our promotional program is this: - All of the Colleges urgently need special funds to keep their work going forward at this time when income from China is so rigidly reduced. Therefore our special campaign this year for an objective of \$250,000 has to be given first place in the promotional activities of all the Colleges, and in the approach to all of our donors and prospects. In the second place, most of the Colleges are in process of carrying on special projects which were undertaken before the war began. For instance, Yenching University is trying to complete the \$100,000 endowment fund for Yenching Woman's College - Ginling has been working for several years on a \$300,000 endowment fund - Chee-loo is trying to get a \$50,000 endowment fund for medicine - and so on. The Boards of Trustees of each of these institutions, and others, are pushing ahead quietly with these projects which they already have under way, with the understanding that their special activities along these lines will not reduce their participation in the united appeal for the special emergency fund of \$250,000. If the Yenching Trustees undertake to complete the Journalism Endowment Fund, it would fall in this category. This would not necessarily mean, however, that the Yenching Trustees could not give much active support and participation to such an undertaking. Neither would it mean that donors and prospects of Yenching University - and of the group of Colleges as a whole - would necessarily be barred from approach for gifts for the Journalism Endowment Fund. The principle on which we always try to work is that of approaching each individual on whatever basis will enlist the largest

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Dr. Nash

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October 24, 1939

amount of support from him or her. Any time you could suggest the name of any individual who might give more generously for Journalism than to the other objectives to which he or she is already contributing, arrangements could nearly always be worked out to clear the way for your approach to that individual. But we would of course have to work out some understanding in the matter, or else we might find ourselves working at cross purposes, and irritating our friends by repeated and conflicting appeals.

The question of how much work on behalf of the Journalism campaign - aside from your own efforts - could be secured from the Yenching Trustees and from our Associated Boards promotional staff, would depend upon what attitude the Yenching Trustees took towards the undertaking. If they were convinced that this is an objective on which we should put major emphasis, we would all be glad to pitch in and help wherever we possibly could.

The first steps in the answering of all these questions must be the clarification of the task itself, and the analysis of the possibilities of doing it. As always, those of us here on the inside must first have our own convictions, and then must transmit them to the members of the Yenching Board. Unless we are sure that here is a job which ought to be done, and can be done, there is no use trying to sell the idea to anybody else. At the present moment, my own information is too inadequate, and my thoughts are too vague, for me to have much conviction one way or another. In asking the types of questions included in my letter of October 18, I was trying to clarify my own thinking, as well as to lay the foundation for enlisting others.

Of course all of us will be guided by your own convictions as to the worthwhileness of the job, and your own attitude as to taking it up again. If you feel that this cannot be done, or that you yourself cannot take the lead on it, obviously that closes the case.

I should be glad to talk these matters over with you at any time that we can get together. We can also draw in anybody else around here whom you would like to have come in to our discussions, either at the beginning or later.

Very cordially yours,

BAG:ms

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Dec. 1, 1939.

x Mr. Ogden Reid,
The Herald-Tribune,
New York City.

My dear Mr. Reid:

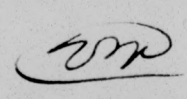
You may recall that when I discussed the Walter Williams Memorial Journalism Foundation with you several years ago, I mentioned that Dean Williams had once said to me that he dated his fixed intention to work for a school of journalism in his state from the reading of a magazine article by Whitelaw Reid "in an old magazine many years ago." You expressed an interest in what I might find on my projected study of the matter.

Some months later, I sent you the data concerning this article with some excerpts from it. You will, I am sure, be interested in the attached copy of my doctoral dissertation in Columbia University, recently published by the University of Missouri Press. The specific references to your father will be found marked on pages 9 to 12 and on page 16.

You will note therein that my investigations have convinced me that Whitelaw Reid, and not Robert E. Lee, is entitled to the distinction of being the first person to propose the establishment of schools of journalism. Reasons for this opinion, with documentation, are set forth in the early part of the first chapter.

With sincere regards,

Cordially yours,


(Signed) Vernon Nash.