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UNIVERSITY OF MISSOURI
COLUMBIA

JOURNALISM

Dean Williams

SCHOOL OF JOURNALISM
OFFICE OF THE DEAN

September 9, 1924.

Mr. James H. Lewis,
American Office, Peking University,
156 Fifth Avenue,
New York City.

Dear Mr. Lewis:

I am much interested in what you have written, regarding the prospects of the School of Journalism at Peking University. Through several visits to Peking I am somewhat familiar with the situation there and am happy to know that one of our Missouri men is to have a part in doing what seems to me a vital work for China.

Very sincerely,

Walter Williams

Dean.

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JOURNALISM - Dean Williams

UNIVERSITY OF MISSOURI
COLUMBIA

SCHOOL OF JOURNALISM
OFFICE OF THE DEAN

April 7, 1925.

Mr. J. H. Lewis,
Executive Secretary,
Peking University,
150 Fifth Avenue,
New York City.



My dear Mr. Lewis:

I was much interested in the February number of the Peking News, with its account of the work being done in Journalism in Peking University.

I was surprised however to observe the statement, on the second page, to the effect that the School of Journalism of Columbia University was the first school of journalism in the United States. The first school of journalism in the United States was established at the University of Missouri in 1908. The School of Journalism at Columbia University was established in 1912. You will find a statement in regard thereto in "The Newspaperman," an excellent volume by Talcott Williams, director emeritus of the School of Journalism of Columbia University.

Very sincerely,

Walter Williams

Dean.

SIXTEENTH ANNUAL JOURNALISM WEEK, MAY 4 - 9, 1925

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COPY

JOURNALISM

Dean William

YENCHING UNIVERSITY

Peking, China

July 26, 1927

Mr. Vernon Nash
c/o 150 Fifth Avenue
New York City

My dear Vernon:

Your letter of June 28 has just come in this afternoon a few hours after my return from Feitaihc. The previous one dealing with the Lions' Convention experiences, etc., was the only encouraging one in a lot of letters from our New York Office which reached their climax in the cable ordering a cut in the budget of \$41,000 silver. The latest letter was only a few days later than the cable telling of Dean William's trip. I am cabling him at once to Japan and writing also, and shall see to it that nothing prevents my being available for him when he manages to get to Peking. I hope he can stay with me and you can rest assured that no effort will be spared to help him push this most promising enterprise. Incidentally, his presence here and the publicity that ought to follow should help out Yenching problems in general. You will soon be receiving a letter I am sending the Board of Trustees on our general financial outlook. Despite the anxieties we must do our utmost to carry through this crisis which I fear infinitely more than all the Bolshevist activities and Nationalist armies in the country. Regarding your own plans for study, I feel that the reasons you give for doing so beginning next September, are quite conclusive. The Trustees must find some adequate solution for their own larger problem.

May I, however, take up one detail of this which is the only matter outside of journalism which I shall probably lay upon you. I refer to K. A. Wee. He is writing implying that the grant the Trustees have allowed for him to stay at Columbia is scarcely sufficient. On the other hand, we are going to have to cut our faculty salaries to a figure that will cause much hardship out here and it would be difficult to recommend anything more than the minimum necessary for Wee during this period of "unproductive study". If it were possible to secure his support as you thought of in Kansas or elsewhere, it would eliminate him from the budget and would ease up his own personal difficulties. With this suggestion I leave the rest to you.

As ever yours,

(Signed) J. Leighton Stuart

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August 16, 1927.

Mr. Vernon Nash,
150 Fifth Avenue,
New York City,
U.S.A.

My dear Vernon:

The inclosed copy of a letter to Dean Williams makes clear that he did not get to Peking. This is, of course, a disappointment, but I hope will not seriously affect his interest in the project. You will, of course, keep me informed of the progress of events and I shall await eagerly the attainment of a sufficient assured income to permit of announcements here regarding the resuming of work in journalism a year from now. I am glad that you were able to visit Miss Haines and her friends. They all seemed to have been much helped by what you said. You will be glad to know that I also have a letter from Mrs. Harmon who spoke in the same way of your visit to her and gave me to understand that she intended to supplement her previous gift for our grounds.

Political changes here would indicate that there will be no military disturbances in our region for some months and that perhaps none will take place before the close of the next session. The Nationalist movement seems to have lost its spiritual urge and to be disintegrating because of internal dissensions and corrupting influences which enable Northern militarists to hold their own against its advance. We who believe in its essential values can retain out hope that the urge behind it is not dead, but that the particular movement will spread its force and give way to another more wisely planned in the light of recent experiences. Meanwhile, Yenching

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(2)

is enabled to carry on steadily and with confidence. We are in the rather delicate situation of having students practically all of whom are more or less enthusiastically committed to either the moderate or the extreme forms of the Kuomintang revolution, while keeping in friendly relations with the Peking Government whose leaders are relentless in their tracking down of and their opposition to all such youthful revolutionary sympathizers. I called on the Prime Minister yesterday, who after talking about other things finally, with the polite phrases that Chinese use to such perfection about our being good enough friends for me not to misunderstand, and so on and so on, broke the news that there was a persistent report in official circles that we had many communist students! They dub as communist almost any revolutionary supporter. I had an interesting chance to practice the Chinese language in reply to him.

With best wishes in the important part of our Yenching program in which you are now occupied,

As ever yours,

J. S.

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March 15, 1928.

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

My dear Colonel McCormick:

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

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

Under present chaotic conditions in China, public opinion constitutes the one nation-wide political force. It produced the almost bloodless revolution which established the Chinese Republic, it prevented the setting-up of a new dynasty by the first president, and later frustrated the attempts of the Japanese government to dominate the Chinese political situation. Whenever sufficiently aroused, public opinion has been invincible against 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.

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.

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 colleges and universities which are maintained under American auspices.

If it is desired, therefore, to afford preparatory journalistic training to students with international outlook and high moral purpose in China, it is clear that a school of journalism should be established in one of these 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 newspaper work in our own country by its best schools of journalism.

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

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

Concerning the supply of prospective newspaper workers among the students of China, there can be no doubt. Chinese young people are attracted both by the certainty of employment and by the opportunities for high public service inherent in the profession. The whole student world is at present intensely nationalistic; newspaper work offers one of the outlets most appealing for the expression of their patriotic purposes. But, if a sufficient number of them are to obtain the right kind of preliminary training and if the work as a whole is to be adequate to meet all the possibilities inherent in the situation, funds must be obtained sufficient for the development and maintenance of a Class-A school of journalism. It seems obvious from all points of view that Yenching (Peking) University is the proper institution within which to develop such a school. This the authorities of the university are eager to do.

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

Accordingly, I am writing you as one of those who will, I hope, welcome an opportunity

to cooperate in such a unique undertaking. Specifically, I want to ask you if you will do two things:

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

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

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

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

Very sincerely,

Walter Williams

Yenching University Letters from Dean Williams of Missouri Univ. to a list of publishers.

Joseph Pulitzer, The St. Louis Post-Dispatch, St. Louis, Mo.

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

Col. J. M. Patterson, The News, New York City.

Mr. L. W. Nieman, The Milwaukee Journal, Milwaukee, Wisconsin

Ralph Pulitzer, The New York World, New York City.

W. Laurence Dickey, The Kansas City Journal-Post, Kansas City, Mo.

Harry Chandler, Los Angeles Times, Los Angeles, California

George Booth, The Detroit News, Detroit, Mich.

Cyrus H.K. Curtis, The Curtis-Martin Newspaper, Inc., Philadelphia, Pa.

Frank G. Huntress, Express Publishing Co., San Antonio, Texas.

Marcellus E. Foster, The Press, Houston, Texas.

R. S. Sterling, The Post-Dispatch, Houston, Texas.

Jesse L. Jones, Bankers Mortgage Bldg., Houston, Texas.

G. B. Dealey, The Dallas News, Dallas, Texas.

Amon G. Carter, The Record Telegram, Fort Worth, Texas.

James M. Thomson, The New Orleans Item, New Orleans, La.

L. K. Nicholson, The Times-Picayune, New Orleans, La.

Robert Ewing, New Orleans States, New Orleans, La.

Clark Howell, The Atlanta Constitution, Atlanta, Ga.

Major John Sanford Cohen, The Atlanta Journal, Atlanta, Ga.

Victor H. Hanson, The Birmingham News, Birmingham, Ala.

Ivor N. Lawson, 114 Kalmia Street, San Diego, California

W. R. Hearst, 137 Riverside Drive, New York City.

Roy W. Howard, 250 Park Avenue, New York City.

R. P. Scripps, The Scripps-Howard Papers, United Bank Bldg., Cincinnati, O.

E. W. Bok, Merion, Penn.

A. C. Weiss, 206 First National Bank Bldg., Duluth, Minn.
E. Lansing Ray, The Globe-Democrat, St. Louis, Mo.
A. F. Seested, The Kansas City Star, Kansas City, Mo.
H. A. Sprague, The News-Press, St. Joseph, Mo.
John C. Shaffer, The Chicago Evening Post, Chicago, Ill.
Gardner Cowles, The Des Moines Register, Des Moines, Iowa.
Senator Arthur Capper, Topeka Capital, Topeka, Kansas.
William Allen White, Emporia Gazette, Emporia, Kansas.
Henry J. Allen, Wichita Beacon, Wichita, Kansas.
M. M. Murdock, Wichita Eagle, Wichita, Kansas.
Paul Patterson, The Baltimore Sun, Baltimore, Maryland
Richard Hooker, Springfield Republican, Springfield, Mass.
Herschel V. Jones, The Minneapolis Journal, Minneapolis, Minn.
Frederick E. Murphy, The Minneapolis Tribune, Minneapolis, Minn.
G. M. Hitchcock, The World-Herald, Omaha, Nebr.
Ogden Reid, The Herald-Tribune, New York City.
William T. Dewart, The Sun, New York City.
Josephus Daniels, The News and Observer, Raleigh, N.C.
E. K. Gaylord, The Oklahoman, Oklahoma City, Okla.
Col. Luke Lea, The Nashville Tennessean, Nashville, Tenn.
Mr. John Eagleson, Philadelphia Inquirer, Philadelphia, Pa.

The New York Sun 5/11/28

Growth of a School.

A celebration of more than local interest is taking place this week at the University of Missouri. It is in honor of the twentieth birthday of that institution's school of journalism, which was established, with Dr. WALTER WILLIAMS as dean, in 1908.

Schools of journalism are so numerous nowadays that they are accepted as regular incidents of universities. It was not so twenty years ago. Although JOSEPH PULITZER in 1903 announced his intention of founding the school at Columbia which was actually instituted in 1912, the idea that journalism either could be or should be taught in colleges was then seriously debated. Classes in journalistic writing had been tried in courses in English, but the plan Dr. WILLIAMS developed was far more ambitious than that.

His belief was that a school should be established which should teach the practice as well as the theory of journalism; that it should not be confined to instruction in reporting and editing, but should include training in all the details of plant management, accounting, advertising, circulation building. Such a school should have its own newspaper, conducted as a business enterprise on its own merits and not as a subsidized college publication.

Personal training peculiarly fitted Dr. WILLIAMS for this task. He had been editor of a country newspaper which had attained to something like a national reputation. He pos-

sessed a wide acquaintance which was destined to spread until it included persons living in all quarters of the civilized world. He knew how to attract able men to his side and how to keep them.

At the beginning of his experiment Dean WILLIAMS took care to enlist the services of skillful practical journalists. Among these were FRANK L. MARTIN of the news staff of the *Kansas City Star*, who is still on the faculty; SILAS BENT, then on the staff of the *St. Louis Post-Dispatch*, and CHARLES G. ROSS, at present Washington correspondent of the *Post-Dispatch*. There were no text books; one of the first duties of the new faculty was to prepare some for immediate use.

Since then the school has graduated more than 1,000 students, of whom 90 per cent. are said to be actively engaged in journalistic work. It possesses a modern printing plant with which it publishes one daily and one weekly newspaper. Its faculty has been largely increased; its curriculum now offers fifty-seven professional courses. The daily newspaper published under its patronage is owned, edited and managed by students. What is perhaps the most interesting thing about it is that it is in no sense a mere college periodical but a bona-fide journal, covering in a strictly professional manner all news of its territory.

The high point of this week's celebration is a dinner at which Dean WILLIAMS is guest of honor. At this he will receive greetings from former students working on newspapers in all parts of the United States, in Europe, in China and in Japan.

105 Willis,
Columbia, Mo.,
June 4, 1928.

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

Dear Dean Williams:-

The Missouri-Yenching Association executive committee feels sure that sufficient funds will be raised by them during the next academic session to provide for the sending of the first Missouri graduate out to Yenching sometime next year.

The proposed articles of incorporation of the Association provide that the graduate teaching fellowships in Yenching shall be appointed by the authorities of Yenching University on recommendation of the faculty of the school of journalism of the University of Missouri. Since the time required for the necessary negotiations with prospective holders of the fellowships is somewhat long, it would therefore seem desirable that the faculty make its recommendation as soon as convenient and practicable.

Since the department of business administration adds a considerable group to the professional journalism students in the courses in advertising, and since this side of the work has not been my special interest nor is it likely to be the interest of any Chinese staff member whom we may be able to secure, it seems wise for the Missouri fellow to be a person who has specialized on the advertising side.

In addition to the majoring in advertising, the individual should be of such character and temperament as to give reasonable assurance that he would fit well into our faculty for the two years' period. It would be well also if the person should be one who has evinced interest in the Far East. Although I have talked with one man rather fully about the matter, as you know, I should much prefer not to make any recommendation but to leave the decision entirely to the judgment of the faculty or to any sub-committee which might be named to consider the matter.

Very truly yours,

V N

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CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

JOURNALISM
**WESTERN
UNION**

FORM 1201

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Received at 104 SO. MAIN ST. LAS CRUCES, N. MEX
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COLUMBIA MO SEP 25 1928

VERNON NASH

LASCRUCES NMEX

MY VISIT THIS SUMMER TO ORIENT CONFIRMS AND STRENGTHENS MY OPINION HIGH
 VALUE ADEQUATE INSTRUCTION PREPARING FOR JOURNALISM IN CHINA CHARACTER
 AND OUTLOOK NEW JOURNALISM IN CHINA WILL DETERMINE LARGELY ASIAs ATTITU
 TE IMPORATNCE CANNOT BE OVERESTIMATED TO THE WORLD AND ESPECIALLY TO
 AMERICA AND ITS PACIFIC COAST OPPORTUNITY FOR LARGE PROFESSIONAL PHILAN
 THROPIC PRACTICAL SERVICE MISSOURI PRESS ASSOCIATION MEETS STLOUIS PRO
 BABLY NOVEMBER 16 AND 17 WILL ARRANGE TO HEAR YOU GOOD LUCK

WLATER WILLIAMS

340PM

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JOURNALISM

UNIVERSITY OF MISSOURI
COLUMBIA

SCHOOL OF JOURNALISM
OFFICE OF THE DEAN

2 copies made

November 26th, 1928.

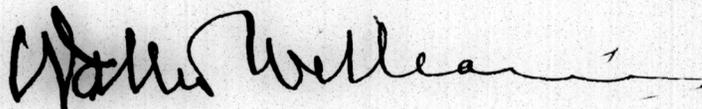
Mr. Vernon Nash,
Columbia, Mo.

Dear Mr. Nash:

The Faculty of the School of Journalism of the University of Missouri at its last meeting voted to approve credit, hour for hour, in the School of Journalism, professional courses in journalism offered at Yenching University under your direction. This is the first approval made for credit of courses in journalism offered in any institution other than those that are members of the American Association of Schools and Departments of Journalism.

Will you please convey this information to President Stuart and to others who may be interested.

Very sincerely,



WW/ld

copy sent Dr. Stuart

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UNIVERSITY OF MISSOURI
COLUMBIA

JOURNALISM

SCHOOL OF JOURNALISM
OFFICE OF THE DEAN

January 15, 1929

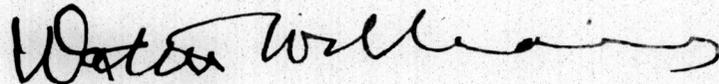
Mr. Vernon Nash
150 Fifth Avenue
New York City

Dear Mr. Nash:

I enclose you some letters that
will be of interest to you.

I am wondering whether it would
not be helpful to disassociate the name of
Missouri with the name of Yenching University.
Would this not bring more support to the enter-
prise? Of course we at Missouri will have as
much interest as ever, and possibly a more
comprehensive name would be more effective.

Very sincerely,



WW/la

0978

January 17, 1929

My dear Dean Williams:

We had a very hopeful interview with Mr. Frank Gaucett yesterday morning. He asked for a little time to think the matter over but I feel confident will do something. I also had a very good talk this morning with Mr. Villard and although not making a final commitment, he suggested that he would try to find a way to do at least \$500 if we got down to the place where that would be of some help.

Since this practically ends the prospects available in New York for the time at least, we are planning to go to Philadelphia again the first of next week and then make a short swing through the midwest, getting back to Syracuse in time for a meeting of the New York Publishers Association.

Concerning your letter of the 15th which reached me this morning, it would be easier to give an answer if I knew somewhat more fully what causes you to raise such a question. However such certain men may raise the point that they are helping their own alma maters in certain projects, I think that the value in having the Missouri connection far outweighs any possible disadvantages. Personally, I do not think we would have gotten a third of what we now have except for the guarantee to contributors that was involved in the Missouri relationship.

It has of course been a very real handicap, and continues to be one, that the two or three newspapers which every publisher thinks of when he thinks of Missouri - the Globe Democrat, Post Dispatch, and Kansas City Star - are not cooperating. Whatever the merits of the case may be (and from the point of view of work on the field I am all on the side of continuing to stress the joint nature of the effort) I think we are so far along that it is preferable that we continue associating the two names unless or until we find some donor of large means who would like to establish a memorial school of journalism.

Very sincerely,

Dean Walter Williams
University of Missouri
Columbia, Missouri

VN:BB

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UNIVERSITY OF MISSOURI
COLUMBIA

SCHOOL OF JOURNALISM

January 23, 1929.

Mr. Vernon Nash,
Yenching University,
150 Fifth Avenue,
New York City.

Dear Mr. Nash:

I am only raising the question in my letter of the 15th in order to get the largest success for the enterprise we have so much at heart. I am much more concerned with the work to be accomplished than with the prestige or publicity that might be given to Missouri. Whichever will help to accomplish the work best is the method I favor. I wanted you to feel free to omit any suggestion of Missouri association where such omission would be helpful to complete the endowment. The cause is the thing. You are, of course, a better judge of the matter than am I.

With every good wish,

Very sincerely,

Walter Williams

ww/ld

~~W. W. Williams~~

Feb. 9, 1929/

Dean Walter Williams,
Columbia, Missouri.

Dear Dean Williams:-

Well, the field is almost fully canvassed and it looks as if the goal should have been forty instead of fifty thousand. It seems to have settled down to a siege now and all hope of an early get-away to China has flown. The last ten days have been the worst ever because of the contrast between great hopes and the resultant disappointments.

The N.Y. State Publishers gave me a fine sympathetic hearing at Syracuse as a body, but I did not succeed in getting a single dollar of tangible results therefrom. On the train back to New York, Victor Ridger came up to me and on his own initiative said: "How much more did you say you had to have to finish that fund?" I told him and he said: "Why, that's nothing at all; come in to see me tomorrow morning and we'll find a way to complete it."

The next morning he ran through a bunch of additional names with me, authorized the use of his name in seeing them; said he wanted a little more time to decide what he would do himself. Each time I saw him, he would ask again near the end of the interview how much a year it would take, and I developed a lively hope from his manner that he was planning to do the remainder himself, if we couldn't find a part of it elsewhere.

So I worked like fury through a dozen interviews in and around N.Y.----Newark News, Wall Street Journal, chain of Westchester publications, etc.---to no avail. He next offered to join with the president of the state Association---Barnum of Syracuse---and Frank Cannett in a letter to all the members, urging that they do something. This would be excellent but for the fact that he suggested that they be asked for quite small amounts---totals of one or two hundred at most--- and suddenly knocked me flat by saying that he had decided he could do at least 250. I was literally so heart-sick that I could scarcely walk from his office. How in the name of reason he expects to finish a fund requiring more than \$10,000 with such amounts is quite beyond me.

Gannett, after a hopeful interview in Brooklyn, turned us down at Syracuse and he is so dominant an influence in that group that it was no use trying to get even a start without him. Every man we talked with asked the first thing: "What has Frank Gannett done?" Ridder caught Gannett on the phone in Brooklyn the other day and he consented to the use of his name on such a letter, so it's to go out next week for whatever may be in it. Gannett was leaving at once for a couple of weeks in the south and Ridder said to him on the phone: "When you get back and rested up, then we'll decide what we are going to do personally. I'll match whatever you do, Frank."

Ridder's intentions and interest are excellent and his last words to me the other day were: "I'll stay with you until we get the job done." And one of his suggestions may lead to big things. He had exhausted several approaches, trying even to get before one of the executives of The Herald-Tribune. He gave me a note to Mrs. Meloney, Sunday Magazine editor. She was quite standoffish at first but seemed to get interested in spite of herself and finally offered to take a letter from me to Mrs. Whitelaw Reid. I wrote asking her to give us a permanent endowment as a memorial to Mr. Reid in recognition of the fact that he was the first journalist to suggest a school of journalism. In the covering letter to Mrs. Meloney, I outlined certain smaller objectives, if she should be interested but not that much.

Warren Pew thinks we should now circularize all the publishers, managing editors and chief editors. I'm planning to look into the possibilities of that early next week. Likewise, we will probably send out a circular to about five thousand persons on our university mailing list. In view of the response we have had to mail solicitation, I can't be overly hopeful of such means but personal interview prospects seem slim until the winter migrants return.

While waiting for a conference the other day at the Staats-Zeitung, I ran across the way for a visit with Karl Bickel. Did not think of soliciting the UP but he himself volunteered the conviction that they ought to be on the list. Said they all thought him "nuts" on China all ready but he would support it if I could sell Furay. I sold Furay O.K. and he promised to set things in motion before he left this morning for South America. In a telephone conversation yesterday afternoon, he apologized for not having been able to do so, but promised to leave a favorable memo for Bickel, who had left the day before on a three weeks' trip to California. I believe a note from you to Bickel to await his return would get action there. Karl also said he was going to see Ochs in Los Angeles and "make him come across."

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UNIVERSITY OF MISSOURI
COLUMBIA

JOURNALISM

SCHOOL OF JOURNALISM
OFFICE OF THE DEAN

Feb. 13, 1929.

Mr. Vernon Nash,
150 Fifth Ave.,
New York City.

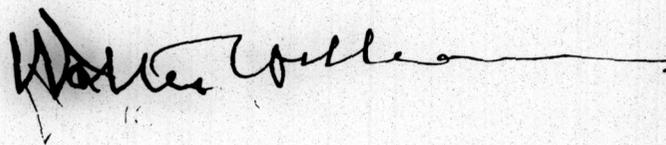
Dear Mr. Nash:

I have read with interest and appreciation your illuminating letter of the 9th of February. I know how difficult the task has been, but I know also how much you have put into it, and how largely worthwhile it will be when you succeed.

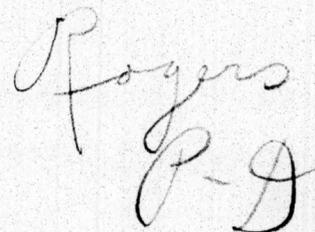
The opportunity is too great for us to believe that it will fail. We must put it through.

With every good wish and hope,

Very sincerely,



ww/ld



0984

February 14, 1929.

My Dear Dean Williams:-

Attached is a tentative copy of a letter which I should like to send to a thousand newspaper executives. I propose taking the names of the publishers, managing editors and editors--first two columns--in the Editor and Publisher Year Book for cities of about 25,000 and over. I would of course omit Missouri, leaving that to the work of Mr. Southern on the assumption that he is going to write such letters. I have never heard from him.

If you approve of the content and of the plan, we should like to send them over your facsimile signature on letterheads of your office. The University office here has arrangements which a company whereby letters can be printed and then matched by typewriter at a very reasonable rate, so it would probably be preferable to handle the work at this end. If you are agreeable to this, I should be glad to have as soon as convenient your authorization to do this and to have you mail us 1,000 sheets of your letterhead and 1,000 envelopes.

If you prefer, it would also be possible for us to reproduce the letterhead as the letter is printed. We should like also either to have your signature cut or your signature on a piece of paper suitable for the making of one.

Since it seems that we are up against a condition where every dollar we can get in for counting purposes is vital, I am also writing Frank Rucker, suggesting the early circularization of the Missouri journalism alumni.

When I wrote you the other day at home, I did not have at hand copies of the letters from you of January 23 and 30. I think we now understand each other clearly on the Missouri-Yenching association as used in solicitation and propoganda. I do not know what slip the Western Union must have made to make me ask for "journal" letters. What I had in mind in the wire was that, since the matter had been fully presented, no long general letter needed to be sent. After stating without qualification to us personally that he would do something but wanted to think over how much it would be, Mr. Scripps has not declined entirely. I understand more and more how life insurance agents get that way.

V. H. H.

UNIVERSITY OF MISSOURI
COLUMBIA

JOURNALISM

SCHOOL OF JOURNALISM
OFFICE OF THE DEAN

February 16, 1929.

Mr. Vernon Nash,
150 Fifth Avenue,
New York City.

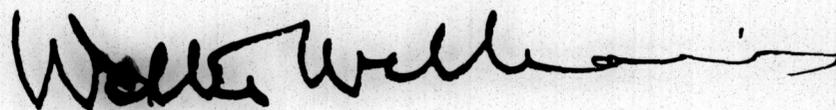
Dear Mr. Nash:

I cordially approve the copy of the letter which you propose to send to a thousand newspaper executives, as stated in your letter of February 14th.

Probably you had better reproduce the letterhead as the letter is printed. I enclose you a copy for that purpose, and I am also enclosing you my signature for the making of a signature cut.

And life insurance agents always finally win, as you will do.

Very sincerely,



WW/ld
Encl.

0986

February 28, 1929.

My Dear Dean Williams:-

The attached sheet, sent out yesterday in a report to the trustees, gives the present state of the fund. To reach such a figure, it has been necessary to include all amounts received since I began on future plans in the fall of 1927. The bottom figure is in amounts ranging from \$5 to \$500. It has always been my hope of course to use such gifts toward my salary and expenses these two years at home. This figure has just passed the \$10,000 mark, so that if all receipts are used to validate the \$50,000 gift, the fund will really be net \$40,000.

It seems reasonable to assume that an additional \$10,000 would be secured by Dr. Jenney and the office in the course of the first four years, thus wiping out the expense side. But it has been my hope to be able to wash up all the dishes after me by listing only the large conditional gifts toward the \$50,000 and letting the smaller gifts go toward "feeding the horse." (That's a world's record in change of figure, but I trust you get the idea.)

That purpose has had to go by the board in the necessity of showing some advancement, both to the trustees and to various prospects here. Of the amounts listed, we do not have written authorizations as yet from Gaylord's additional 50 per cent, the Missouri Press Association, and R. C. Winters. I have used the Missouri Press Assn. figure steadily for prestige purposes; if later you feel that it should be used toward the fund underwritten by you, it can be arranged, even if we have to scratch by with a little less than \$10,000 one year.

I understand the second question of your letter of Feb. 25 to mean: what further prospects have we? The answer is small amounts from letter sent to general university list and from the letter to newspaper executives; (2) possible reconsiderations by publishers; (3) the men I have not yet seen in and around N.Y. I started on that work again this morning and by the time I have made the rounds, I felt like going on a drunk with exasperation at loss of time. Bickel not yet back; Gannett not yet back; Ridder leaving for two week's trip to St. Paul and unwilling to make a decision until he has conferred with Gannett; no results whatever as yet from letter sent out by N.Y. State Publ. Assn.; secretaries of Block, Knox, and Howard Davis will let me know when I can have an appointment, which from past experience means that I'll never hear from the matter again until I go back and make another effort to get in.

I am quite intrigued by your third sentence, as I confess the prospects are none too rosy if the fund must be finished up along the lines just outlined. I am somewhat hopeful of action by Harry Chandler, as Walter Strong has just written him another appeal.

Sincerely,

WM

UNIVERSITY OF MISSOURI
COLUMBIA

SCHOOL OF JOURNALISM
OFFICE OF THE DEAN

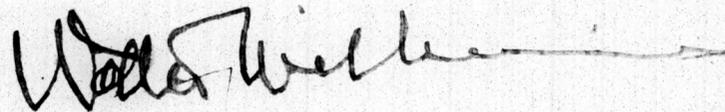
February 25, 1929.

Mr. Vernon Nash,
Yenching University Office,
150 Fifth Ave.,
New York City.

Dear Mr. Nash:

How does the fund stand, exactly,
at present? And from whom do you expect
the contributions to the endowment as at
present outlined? I may have another idea
in regard to the balance.

Very sincerely,



WW/ld

0988

March 1, 1929

Mr.
Street
City

My dear Mr.

Forty thousand dollars has been pledged by a group of American newspapermen for the development of a school of journalism in China under the joint auspices of the University of Missouri and of Yenching University, Peking. These contributions have all been made on conditions that a total of \$50,000 is raised with which to provide a minimum annual budget of \$10,000 for the first five years of the school's work.

Amounts ranging from \$500 to \$5,000 payable over a period of five years have been subscribed by Walter A. Strong, W.T. Dewart, Robert P. Scripps, James Wright Brown, George B. Dealey, Marcellus E. Foster, E. K. Gaylord, C. M. Palmer, the American Society of Newspaper Editors, the Missouri Press Association, and members of the New York State Publishers Association through a committee composed of Frank E. Gannett, J. D. Barnum and Victor Ridder.

It now appears certain that the final \$10,000 will have to be obtained in comparatively small amounts from a large group of newspapermen. The value of the service in China will be much greater if the project is thus made possible by those who are of the same profession. Hence, we invoke your aid in meeting what I consider one of the really great challenges for constructive far-reaching effort in our time.

Walter A. Strong of the Chicago Daily News says: "I do not know of another educational opportunity requiring so little money and having such large possibilities of return." The enclosed leaflet outlines the significance and importance of the undertaking. Will you not use the form on the back page thereof. Or, if you prefer, a note to me on your own letterhead will be satisfactory. Contributions may be paid over a period of five years. Names of donors and amounts given will be acknowledged in Editor and Publisher, except where we ^{are} specifically asked not to do so.

May I particularly ask for a prompt decision? The field of possible larger givers has been intensively canvassed and, if this present effort should fail, we must immediately face the advisability of abandoning the undertaking. We earnestly hope for your cooperation, however small the amount may have to be.

Sincerely,

Chairman, American Committee, Columbia, Mo.

UNIVERSITY OF MISSOURI
COLUMBIASCHOOL OF JOURNALISM
OFFICE OF THE DEAN

March 5, 1929.

Mr. Vernon Nash,
Yenching University Office,
150 Fifth Avenue,
New York City.

Dear Mr. Nash:

I think you have done a good job, and am confident your big enterprise will be put over successfully ere long.

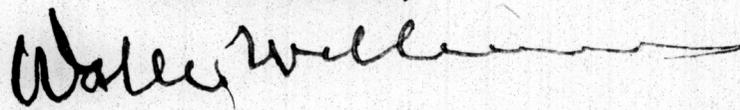
I have read with interest and approval your letter to the Trustees, to the general list, and to the newspaper publishers. Altogether, they should be sufficient to bring the necessary amount to complete the \$50,000, thereby securing the subscriptions already made. Possibly Mr. Harry Chandler will give the final financial word.

I enclose a copy of a letter I am writing to Dr. George B. Dealey. It would be much better, as you suggest, if Dr. Dealey would write a personal note to a few friends who might be prospects.

I hope it will be possible to raise a sufficient amount beyond the \$50,000 to meet the expenses to which you refer. That would be an even more remarkable achievement.

I had in mind the possibility of some contribution either toward the \$5,000 pledged by me, or possibly beyond that, which The Missourian might give, conditioned on its use for exchange professorships, travel expense or salary, or graduate assistantships. I would like to talk this over in detail with you. Do you plan to sail from San Francisco, or New York?

Very sincerely,



WW/ld
Encl.

March 5, 1929.

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

Dear Dean Williams:-

Dr. Jenney has just wired that he has secured a subscription of \$5,000 from Miss Ellen Scripps. This figure puts us over the point, in so far as validating the former conditional subscriptions are concerned. This assumes, as I wrote you on Feb. 28, that every cent ever gotten since I got home, is counted.

In order to get in some more if possible, I am using the attached if and when I see Bickel, Bloch, Knox, and others. This simply lets drop out of the display window the gifts secured in miscellaneous amounts, using them to help clear up the expenses.

We have achieved sufficient certainty, however, that we have bought our tickets today for the American Merchant Line to London, March 21. After a week or ten days in Great Britain and Europe, we will sail about April 12 for Bombay and Singapore. I expect to stop off between bouts (two weeks) in the East Indies to visit some Chinese publishers and secondary schools. This will put us in Shanghai the last week in May.

Our present plan, unless conditions in China alter our arrangements, is for me to take the family to Peitaiho, the North China summer resort. Then I'll go on up to Peking in time for commencement and be free to make such visits as may be necessary in the work of hunting for a properly trained Chinese.

These three months since the meeting of the Missouri Press Association have been such a long and weary road that it still seems a bit unreal that we can actually be getting the tickets. I've kept our names on successive reservation lists about every two weeks since the first of the year.

I've just written Sharp and S. H. Groff concerning my hope that the first Missouri-Yenching fellow can be recommended and accept the appointment before I leave. Groff seems to be the man, if he can and will do it. Anything you find it convenient to do to expedite that matter will be greatly appreciated.

Happily yours,
J. Mark

UNIVERSITY OF MISSOURI
COLUMBIASCHOOL OF JOURNALISM
OFFICE OF THE DEAN

March 7, 1929

Prof. Vernon Nash
Yenching University Office
150 Fifth Ave.
New York City

Dear Mr. Nash:

Hurrah for you!

The assurance in your letter of March 5, that you have completed the funds necessary to validate the \$50,000 makes me very happy. Happy on your account and on account of the tremendous service that will be brought about thereby.

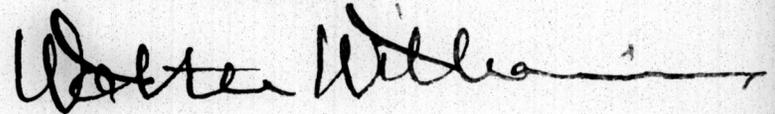
And I am glad you and the family are starting on an ocean voyage soon. I hope you will have abundance of rest before you take up your work at Peking. Mrs. Williams joins me in congratulations and affectionate regard to you all.

We are having some responses to the general appeal, which of course will help the cause along. I am forwarding these to you as they come to my office.

I hope to hear from you before you sail regarding the use of the subscription underwritten by myself. My hope, as you know, is that it may be used for exchange purposes as we may mutually agree. That would permit it to come within the scope of the Missouriian's activities for the Missouri School's betterment.

With renewed congratulation and continued admiration and regard,

Very sincerely,



P. S. When and how may we at Missouri give publicity to your achievement and other plans?

UNIVERSITY OF MISSOURI
COLUMBIASCHOOL OF JOURNALISM
OFFICE OF THE DEAN

March 9, 1929.

Mr. Vernon Nash,
Yenching University Office,
150 Fifth Avenue,
New York City.

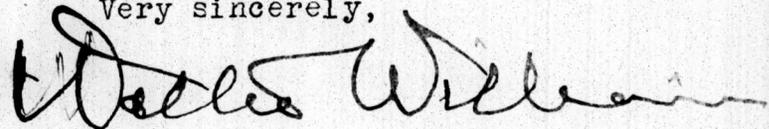
Dear Mr. Nash:

Before you leave for your big work in China, let me hear from you in regard to our exchange plan.

My thought is, as you know, to make use of the contribution to the endowment which I have underwritten in such a way that direct return both to the School of Journalism at Missouri and to Yenching could be brought about, by exchange professorships or fellowships or scholarships. In other words, we might employ this contribution in aiding the sending of men to you for a semester or longer.

With every good wish,

Very sincerely,



WW/ld

March 11, 1929.

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

Dear Dean Williams:-

Yours of the 5th and 7th were awaiting my arrival at the office this morning. Many thanks for all your kind words of congratulation and good wishes. We sail March 21 on the American Merchant Line, "The American Trader," and will have two weeks in Europe, a week in India, and three weeks in the East Indies. Part of this for business purposes and part in lieu of a good rest before I sail.

Mrs. John H. Finley, who is one of our trustees representing the women's college, phoned Saturday afternoon that Dr. Finley had definitely secured \$5,000 from Mr. Ochs and that we would have official confirmation of the subscription in the mails today. Although there were no "if's" whatever in her phone message, I have preferred to see the subscription this time before making any announcements. You doubtless will have had a wire from me before this letter arrives.

Also Col. Knox has given me an appointment for 3 o'clock this afternoon. Since he heard me at Syracuse and since I left quite full reasons with his secretary why I wanted to see him, I feel hopeful of this interview. Hope also to see Karl Bickel soon. When it's a drought, no amount of clouds can make it rain. And when it's a rainy season, it seem impossible for the rain to stop. I'm hopeful that we've struck a rainy season. The response this far to your letter is quite gratifying.

By the end of the week, most of the possibilities should be cleared up, at which time I will send a story for use in The Missourian, if desired, with full details as to donors. The Editor and Publisher also wants a story.

It is quite acceptable to us, and feasible within our budget, for your \$5,000 to be "earmarked" for purposes so closely related to the Missouri school as to be within the scope of proper Missourian activities. I should be happy if that amount can be raised without too much worry and effort on your part, as I pretty near made that subscription for you, in the light of the conversation with you had with Frank Parker and me when we raised the possibility of seeking subscriptions in Columbia.

As I wrote you recently, some one on the advertising side is needed badly right from the start and it is not likely that the Missouri-Yenching Association there will raise enough to meet that entire expense. Of course the preferred use of such fund, at any and all times, would be to make possible your spending some time with us. If Emory Johnston is returning next year and Yates is anywhere near a Sabbatical year, that would be another desirable thing---for him to come out and set up our department of advertising.

In a letter to Walter Strong, Mr. Chandler indicates clearly that his other letter of recent date was in no sense a final commitment. We have had no word from Dr. Jenney's interview with him, if yet held. After a long account of his approval of the work--a better sales talk than I've ever made--he tells Mr. Strong that he will try to get a bunch of papers on the Pacific Coast to chip in on the work. That ought to be good soil for Mr. Jenney to work on. But after all this, Mr. Chandler admits that he recently gave \$5,000 to ~~James Yen~~ James Yen and the Mass Education Movement, so I can't take too seriously his cries of inability on account of other calls.

This morning I made tentative arrangements with The Editor and Publisher to serve both as their correspondent and business representative in China. I shall like that for various reasons, but chiefly because I think it a help to have some professional relationship out there, and I can't see how it is possible for one who is not foot-loose to serve as the China Correspondent of a Daily.

Concerning your P.S. as to a story, I see no objection on receipt of this letter to a story that our fund is over the amount necessary to validate the conditional gifts---I don't like the word "completed" for we will doubtless always need more than we ever have--- and that we are sailing Thursday of next week. We shall not reach Shanghai until June 10 which will just give me time to get up to Yenching for commencement.

Thanks again for the extraordinary kindness of your latest letter. There is not use in my making the attempt ever to express the appreciation I feel for the unstinting aid given by you in the development of our mutual undertaking.

Sincerely,

UNIVERSITY OF MISSOURI
COLUMBIA

JOURNALISM

SCHOOL OF JOURNALISM
OFFICE OF THE DEAN

March 14, 1929.

Mr. Vernon Nash,
Yenching University Office,
150 Fifth Avenue,
New York City.

Dear Mr. Nash:

I am having sent to you, with the compliments of Mrs. Williams, a volume on "Twenty Years of Education in Journalism," which has just come from the press. I am also sending you the volume, "The Press Congress of the World in Switzerland," which contains the proceedings of the Congress. I hope these books will reach you before you sail.

I was of course interested in your letter of March 11, and will look forward to your pre-sailing report. (I started to write "final report," but nothing is ever final, I am happy to say.)

I am much pleased that you agree that it is acceptable and feasible within your budget for the subscription of \$5000 which I have underwritten to be used for purposes so closely related to the Missouri school as to be within the scope of proper Missourian activities. I have in mind its use, if that is approved, to meet travel expense, and possibly part salary, of members of our faculty or graduates who might go to Yenching for a year, or a semester, or even for a course of lectures; and also for scholarships for Yenching journalism graduates who might come to us. Of course, each would have to be worked out as a separate proposition. For example, we might send any of our faculty, even the Dean, out for a brief stay, if not for a semester or year. I assume the younger men who went out would stay a longer period, and would require some salary from Yenching.

Our faculty committee has agreed that Groff was the best graduate to undertake instruction in advertising for you. He is much inclined to go, and I think would prove a good man. Is it your thought that the Missouri-

0996

#2, Dean Walter Williams to Vernon Nash

Yenching Association should pay his salary, as well as his travel expense, or that all or a part of his salary should come from the Yenching budget? This point has not been made clear to me.

X X I am sending you, under separate cover, a \$125 subscription from Frank P. Glass, Montgomery Advertiser. X X

I am glad you are arranging with the Editor & Publisher to represent it in China. It is an excellent connection, and can be of real service in various ways.

With affectionate regard to Mrs. Nash and yourself, and every good wish,

Very sincerely,

Walter Williams

WW/ld

UNIVERSITY OF MISSOURI
COLUMBIA

SCHOOL OF JOURNALISM
OFFICE OF THE DEAN

March 18, 1929.

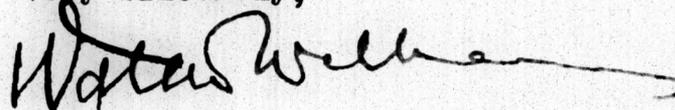
Mr. Vernon Nash,
Yenching University Office,
150 Fifth Avenue,
New York City.

Dear Mr. Nash:

I have your telegram of this morning, which is sufficiently explanatory and entirely satisfactory.

And your story for release Friday has just arrived.

Very sincerely,



WW/ld

PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT

J. C. WILLEVER, FIRST VICE-PRESIDENT

SIGNS

- DL = Day Letter
- NM = Night Message
- NL = Night Letter
- LCO = Deferred Cable
- NLT = Cable Letter
- WLT = Week-End Letter

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at

F308CC 4B 146 NL 4 EXTRA DUPLICATE OF TELEPHONED TELEGRAM

COLUMBIA MO MAR 17 1929

VERNON NASH

ROOM 903 150 FIFTH AVE NEWYORK NY

FIRST MAY MY UNDERWRITTEN FIVE THOUSAND BE USED EXPENSE MEMBERS
 MISSOURI FACULTY SENT YENCHING FOR SERIES LECTURES ALSO TRAVEL
 EXPENSE GRADUATE STUDENTS SENT FROM HERE FOR YEAR AND REVERSE ;
 SECOND MAY IT BE USED FOR PART TRAVEL EXPENSE FOR GROFF RECOMMENDED
 OUR FACULTY COMMITTEE GO THIS YEAR; THIRD OTHERWISE MAY THIS
 SUBSCRIPTION BE EXPENDED MY DIRECTION FOR YENCHING AID FROM MISSOURI ;
 FOURTH MAY MISSOURI PRESS ASSOCIATION SUBSCRIPTION BE COUNTED IN WHOLE
 OR PART TOWARD MY SUBSCRIPTION LEAVING ADJUSTMENT THEREOF TO ME; FIFTH
 WHAT ARRANGEMENTS FOR PAYMENT GROFFS SALARY ^{SD.} ^{IF?} SEND HIM PARKER SAYS
 ABOUT TWO HUNDRED FIFTY DOLLARS STUDENT SUBSCRIPTION SENDING YOU
 TELEGRAPHIC REPLY AFFIRMATIVELY FIRST FOUR QUESTIONS AND STATEMENT OF
 ARRANGEMENTS REPLYING FIFTH OBVIATES NECESSITY TELEPHONE CONVERSATION
 WRITING FULLY PLEASE SEND ME STORY FOR GENERAL PUBLICATION YOUR
 MISSOURI YENCHING ACCOMPLISHMENT. BOOK FORWARDED. BULLETIN YET UNBOUND
 WE PROBABLY MEET BULLETIN COST. APPRECIATIVELY

WALTER WILLIAMS

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JOU

UNIVERSITY OF MISSOURI
COLUMBIA

SCHOOL OF JOURNALISM
OFFICE OF THE DEAN

March 18, 1929

Mr. Vernon Nash
Apartment 303
101 West 109th St.
New York City

Dear Mr. Nash:

I sent you a telegram last night of which I enclose a copy.

Though it would have been helpful to have a conference, I realize the inconvenience involved and believe we can decide all necessary matters before you leave.

Groff wishes to go, and while our faculty has not approved appointing him, it will of course do so on the committee's recommendation. He does not believe he can meet his own travel expense. This might be met in part by the student subscriptions and in part from the \$5,000 I have underwritten. What do you suggest?

I have in mind asking the Missourian Board to take from its reserve fund whatever amount may be necessary to complete the subscription I have underwritten. But in order to do so, as I stated in a previous letter, this must be expended for scholarships, faculty travel expense or otherwise within the scope of our legitimate activities.

In case this is done, should the amount be paid to the treasurer at New York and repaid upon our request, as determined here, or would it be sufficient to pay directly from here making a report thereof to New York and to you? The second plan would be simpler and would meet our legal requirements with less difficulty.

And keep on dreaming of even bigger things, and permit me to help you make your dreams come true.

With affectionate regard,

Very sincerely,

Walter Williams

WW/la

March 13, 1929.

Dear Dean Williams:-

It was one of the hardest decisions I've had to make in the time home not to head for Columbia on the first train after I got your wire Saturday. Over and beyond the pleasure of a long conference with you, my heart leaped at the thought that my father and mother could drive over and I'd see them once again. But a careful study of the time-tables and the schedule of things still to be done here just stumped me.

Presumably, I need not repeat the matter contained in my long day letter to you today in answer to your night letter. The understanding seems summarized in the statement that we are glad to leave the \$5,000 by you and the pledge of the Missouri Press Association to be expended in whatever ways seem best to you. We shall cordially welcome anyone who can come to us. I continue to hope especially that you may be able to spend at least some weeks with us either before or after the meeting at Kyoto. Or, it is acceptable for some of the fund to be spent in America, if circumstances arise which seem to you to call for such.

It will of course be helpful to the office here to be kept conversant with your projects and expenditures, purely as a matter of information. It is embarrassing to them here, ever to run into a situation where they are ignorant of activities in America on behalf of the University. This might be done at stated intervals, or on the completion of any project. The details of this can be agreed upon between you and Mr. Wannamaker, or between you and Miss Louise McCoy, Yenching office secretary.

It's is a great pleasure to hear that it is probable that Groff will come to us. When he has definitely signed up, I would like him to get together a good bunch of books on advertising in consultation with Yates. While we have a considerable number, it will not hurt for us to have duplicates in library, as we seldom require students in the financial circumstances of most Chinese to buy expensive American textbooks. Instead we put them on reserve in the library. These books can be bought at a great saving through our office and paid for by them; or, they might be ordered through some channels there at the same saving and (perhaps) paid for out of funds which you will then have in hand from Mo. Press Assn. portion of the funds which you will expend.

That Jesse Jones letter to Mr. Dealey gives me some pain. He has "kidded" along like that from the beginning. Why doesn't he either say "yes" or "no."

Dean Walter Williams
University of Missouri
Columbia, Missouri

March 21, 1929

Dear Dean Williams:

I am glad before leaving to have your letter expressing satisfaction with the content of my long telegram to you. The letter which I wrote you a day or two ago covers, I believe, the question raised in the latter part of your letter of March 18th. It is quite agreeable to have the money expended directly by you with informatory reports to the office here concerning its use.

If you are able to obtain the whole \$1,000 from the Missouri Press Association, it is optional with you whether you retain it for expenditure by yourself or send it in as a part payment on the subscription underwritten by you or as an additional subscription to our fund. As soon as the faculty has made its definite decision concerning Groff and he has indicated his acceptance, it would be well for both you and him to get in touch with Mr. B. A. Garside, secretary and assistant treasurer of the Board of Trustees here, in whose hands would be the arrangements for Mr. Groff's contract and passage.

It may be helpful to you if I indicate something as to the personnel in our office here. Mr. Garside serves as the executive head of a joint office maintained by the five union universities in China. His responsibilities are almost entirely administrative. Mr. Wannamaker, on the other hand, is concerned almost solely with office promotional work in his connection with Yenching. Dr. Jenney is executive secretary charged with the seeking of contributions directly from individuals throughout the United States. Miss Louise McCoy is in charge of the records, notifications, and so forth. Any of these will, of course, be glad to give any assistance to you that you may desire and which is within their abilities and prerogatives.

Victor Ridder told me yesterday that he would raise or pay \$2,500 but, unfortunately, is pen shy and refused to give me any memorandum to that effect.

The final sentence in your letter of March 18th is an inspiring send off. I can only hope and pray that I may be able and privileged to do a work worthy of the connection and support that have come to me in these two years at home.

With an affectionate farewell and in the earnest hope of seeing you before many months on the other side of the Pacific, I am

Sincerely,

V. Wick

1002

1000
March 21, 1929

Memorandum to Mr. Garside concerning Dean Williams' subscription
to the Journalism Fund.

1. Attached hereto is a night letter from Dean Williams of March 17, 1929. To this should be attached copy of my reply which was given to your office. The content of these telegrams seems to me to be summarized in the statement that we are willing for Dean Williams to retain the amount underwritten by him to be expended by him at his own discretion.
2. Dean Williams desires this because it will thereby be possible for him to secure most if not all of his \$5,000 subscription from the surplus funds of the Columbia Missourian, the daily newspaper published by the School of Journalism at the University of Missouri. It is Dean Williams' intention, of course, to keep the office in New York informed in detail as to the projects carried out by monies expended by him.
3. It is a matter for future determination whether the subscription of the Missouri Press Association will come to us as an additional general subscription or be retained by Dean Williams for expenditure by him as a part of the \$5,000 underwritten by him. Similarly, there is some possibility that it may seem wise for the Missouri-Yenching Association, an organization of students, alumni, and faculty of Missouri, to turn over such sums as it raises to Dean Williams either for him to expend at his discretion or to be passed on by him to our general fund. It is my recommendation to him that in the case of the latter association the money be sent by that organization directly to the campaign office.
4. The expenditure of this amount directly by Dean Williams will not appreciably affect our field budget since the money will be spent for objects which we would otherwise appropriate money for from the budget. This is specifically true with reference to any help which we obtain in the matter of the support of the Missouri-Yenching Fellow. It is equally clear that we should not hesitate a moment to appropriate from the regular field budget whatever money was necessary to make it possible for Dean Williams or some other member of the Missouri faculty to spend a period of time with us, especially in our formative years.
5. Dean Williams reports that a faculty committee has approved the name of S. D. Groff as the nominee for the first Missouri-Yenching Fellow and that the faculty as a whole will doubtless approve the action as soon as it is clear that Groff will accept. Some months ago I wrote concerning this matter quite fully to Dr. Stuart and, if it is necessary to have his approval before taking final steps with Mr. Groff, I hope that the necessary queries will be made by cable so that we can be sure of having Groff with us at the opening of school next fall. If there should be any hitch in this matter, I should like to be cabled at the proper port at any given time prior to my arrival in Peking in the middle of June.

Vernon Nash

VN:BB

1003

Yenching University

April 20, 1929

Dean Walter H. Williams,
University of Missouri,
Columbia, Mo.

My dear Dean Williams:

Just before Mr. Nash sailed for China on March 21 he asked me to cable Dr. Stuart at Yenching requesting advice by cable as to whether the field approves the appointment of Mr. S. D. Groff for work in the Department of Journalism next year. I cabled Dr. Stuart and he replied as follows:-

"APPROVE APPOINTMENT GROFF".

I understand, therefore, that the field desires us to go forward without further delay arranging for the appointment of Mr. Groff in accordance with the general agreement you had with Mr. Nash.

My discussions with Mr. Nash as to the details of the arrangements with Mr. Groff were of a rather general nature. I summarize below my understanding of the proposals on which you and he agreed. I hope, however, that you will feel free to correct me at any point where I may not have understood just what is contemplated.

Writing to Dr. Stuart on January 3, 1929 Mr. Nash outlines the tentative proposals covering Mr. Groff's appointment as follows:-

- "1. The Missouri-Yenching Fellow will be appointed for a two-year term by the trustees of Yenching University on recommendation of the faculty of the school of journalism of the University of Missouri.
- "2. The Fellow during the first two years at least would do half-time teaching and in addition take sufficient graduate work to get an M.A. It is therefore proposed that he personally be responsible for his travel out and back, and we pay him the salary and perquisites of a short-term single teacher.
- "3. The Fellow would be supported directly out of the journalism funds, regardless of the amount obtained from Missouri students, alumni and faculty."

If the above arrangements are in general accordance with your

Dean W.H. Williams-2

4/20/29

understanding of your agreement with Mr. Nash, and if Mr. Groff is willing to accept this appointment and has the cordial endorsement of the faculty of the Missouri School of Journalism, I trust we will now be able to go forward with completing the formalities of his appointment.

I am enclosing herewith the usual candidate application blank sent to prospective appointees of the University. ~~If~~ Mr. Groff will supply the information requested in this blank, together with such other as you or he may care to supply, I will bring his name before the Candidate Committee of the Yenching Board of Trustees at the earliest opportunity, with a request that they approve his appointment to the University as the Missouri-Yenching Fellow.

We have recently received a brief note from Mr. and Mrs. Nash reporting their safe arrival in England.

Very cordially yours,



Secretary
Trustees of Yenching University

BAG-H

Enc.

CC: Campaign Office 

1005

c o p y

UNIVERSITY OF MISSOURI
COLUMBIA

School of Journalism
Office of the Dean

April 22, 1929

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

My dear Mr. Garside:

✓ I have your letter of April 20, regarding the appointment of S. D. Groff for work in the Department of Journalism at Yenching. This appointment has been recommended by our faculty committee and approved by formal action of the faculty of the School of Journalism.

The arrangements as you outline them are correct, assuming that #2 of your proposals does not interfere with our payment of the subscription made by me on behalf of the School of Journalism to the Fellow appointed, such amount as we see desirable for his traveling expenses. In other words, the subscription underwritten by myself provided that this subscription of \$5,000 should be earmarked for us, to be expended by us. I think you will find this statement in Mr. Nash's memorandum, to you.

In the meantime, I am asking Mr. Groff to file the papers as you request.

Very sincerely,

/s/ WALTER WILLIAMS

WW/ld

1006

April 23, 1929

Dear Dean Williams:

In our effort to raise the \$50,000 for journalism we have been haunted all the time by the realization that there was a heavy expense for Vernon's two years in this country and all the travel and publicity in raising this money and no funds to meet these items outside of the money actually raised. The finance committee of the Board of Trustees has adopted the only proper policy in administering the University - the policy of pay as you go. The committee declines to authorize expenditures before money is actually available or to commit itself definitely to any future expenditure before money is pledged.

Under the circumstances you will know how thankful we are that we have actually succeeded in bringing the total of pledges for journalism to the point where we can cover the above deficit and still leave our \$50,000 intact for the five year budget.

But there was also one more thing needed - a residence for the Nash family. During his previous experience in China, the children were seriously ill perhaps because of a number of moves and because of unhygienic conditions of living. He was much concerned about this problem of a home. Naturally, he cannot do his best work if he is worrying about the health of his family. I need not add, therefore, that we are still more thankful that the tide has continued to come in until we now feel confident of having a residence for Nash. I am requesting the finance committee definitely to authorize such a residence.

The enclosed list shows the situation up to date.

With regard to your own generous pledge, I wish to make sure that no mistake occurs at this office in relation to that particular item. Will you kindly look over the enclosed copy of a memorandum left by Nash and let me know whether this is entirely according to your own understanding and wishes? We wish to have you follow your

3/21/29

April 23, 1950

own judgment completely in the matter of your pledge. Any statement you may see fit to make from time to time as to the expenditure of that money will, I am sure, be entirely acceptable to the treasurer's office here.

Now that the financial basis is laid, we all look to you as the wise friend of Vernon Nash to insure such results as will enable us to capitalize five years hence the accomplishment of this demonstration period.

With renewed appreciation of all you have done in this matter, I remain

Very sincerely,

Assistant to the President

Dean Walter Williams
University of Missouri
Columbia, Missouri

OWW:BB

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UNIVERSITY OF MISSOURI
COLUMBIA

SCHOOL OF JOURNALISM
OFFICE OF THE DEAN

April 26, 1929.

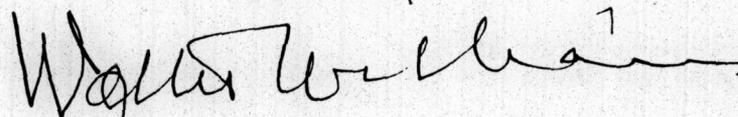
Mr. Olin D. Wannamaker,
Yenching University Office,
150 Fifth Avenue,
New York City.

Dear Mr. Wannamaker:

I am grateful for your letter of the 23rd of April. I congratulate you upon the fine result that has been obtained. I hope we will be able to add a residence for the Nash family, and that the results of the next five years will demonstrate the wisdom of a continuance of our efforts.

The memorandum left by Mr. Nash is entirely in accordance with my understanding and desire. I will make statement from time to time as to the expenditure of the money, so that it may be filed in the office of the treasurer.

Very sincerely,



WW/ld

JOURNALISM

May 3, 1929

Memorandum to Mr. Garside

The following understanding was entered into between Mr. Nash and Dean Williams regarding \$5,000 underwritten by Dean Williams to be donated or secured by him during the coming five years for the department of journalism. Dean Williams is to expend this money for such requirements as he may think desirable in connection with the department of journalism. He is to report from time to time to the office of the treasurer of Vevching University as to the expenditure of the money so that this report may be duly filed in your office.

I suppose there would be no item appearing on your books either under the head of receipts or under the head of expenditures. We should like, however, to have you inform the promotional office upon the receipt of any reports from Dean Williams in order that we may credit him with a corresponding payment on his pledge.

Olin D. Wannamaker

ODW:BB

Williams, Dean Walter

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

May 18, 1929

Pledged \$5,000 to Journalism - this sum is underwritten by Dean Williams

File received 3-14-29 -also see
Receipt # --- other letters
Entered on control record ✓
" " card
" " card ✓
Certificate and card 758 ✓
Placed in folder
X
Letter dated 5-22-29
checked for C. L. ✓
" " card
" " card

who expects to raise it through various ways, as follows:
1-surplus funds of the Columbia Missourian, the daily newspaper published by the Missouri School of Journalism
2-Missouri Press Ass'n - SEE CARD
3-Missouri-Yenching Ass'n, an organization of students, alumni, and faculty of the Univ. of Missouri

May 22, 1929

My dear Dean Williams:

Please note enclosed copy of my letter to Mr. Parker. Perhaps you and he may have a different understanding regarding the Missouri-Yenching fund from that I have here.

May I inquire at the same time whether the fund that is being raised among the students and faculty constitutes a part of that underwritten by you? Kindly let me know further whether the outward travel expenses of Mr. Groff and also his return travel expenses are being borne from the fund you are handling. In the statement telegraphed to you on March 18th by Vernon Nash there is contained the information that Mr. Groff would receive a regular Yenching contract and that his salary would be paid in the ordinary University routine, but that we should be unable to bear any travel expenses for him because of certain internal relationships. In a memorandum left by Mr. Nash for Mr. Gar-side, our Assistant Treasurer, he states that he was recommending to you that the money collected by the Missouri-Yenching Association be sent directly to this office.

I only wish to be sure that we have all the facts correctly recorded here since various errors have been discovered in the conduct of this office in recent months - errors which occurred several years ago resulting in the loss of a good deal of money. We have just received \$100.00 from the Missouri Press Association transmitted by Mr. J.S. Hubbard. I want to be sure that the relationship of this check to the fund underwritten by you is correctly recorded here.

Assuring you of our grateful recognition of all your help, I remain

Cordially yours,

Assistant to the President

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

ODW:EMG

1012

JOURNALISM

Mr. D. - [unclear]

UNIVERSITY OF MISSOURI
COLUMBIA

SCHOOL OF JOURNALISM
OFFICE OF THE DEAN

May 22, 1929.

Mr. O. D. Wannamaker,
Yenching University Office,
150 Fifth Avenue,
New York City.

Dear Mr. Wannamaker:

The understanding set out in your letter of May 22 is in accordance with arrangements heretofore made. I have written to the treasurer, Mr. E. M. McBrier, that we are paying \$500 to Mr. Groff from the fund underwritten by me. This is the scholarship award, and may be used by him for his travel expense out and return, and I assume will be so used. I will continue to report the expenditure of this fund, so that there may be no conflict in regard thereto.

← \$500
P. McBrier out

The money collected by the Missouri-Yenching Association, however, is to be paid directly into your treasury, but to be expended for Missouri-Yenching scholarships. The subscription from the Missouri Press Association of \$100 a year for five years, as transmitted to you by Mr. J. S. Hubbard, is to meet in part the fund underwritten by me.

←
Hubbard
\$100
me

I think this covers the points raised in your appreciated letter.

Very sincerely,

Walter Miller

WW/ld

1013

JOURNALISM

Dean Walter Williams

May 31, 1929

\$500.00 - Journalism

Gift received	5-31, 1929
Receipt slip #	2465
Entered on central record	✓
" " sub. card	
" " class. card	✓
Serial No. on L. card	758 ✓
Photo signal attached	✓
X-refs cards	
Letter ack. sent	
Checked for O. L.	✓
" " class card	
" " stencil	✓

This is to apply on the \$5000 underwritten by Dean Williams. It is the sum which was turned over to Mr. Groff ✓ to cover his travel expenses to Peking. Mr. Groff sent it on to Mr. Garside with his endorsement. The check was signed "Special Missourian Scholarship Fund."