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American Home Economics Assn.
1944

American Society of Newspaper
Editors
1928 - 1932

0970

AMERICAN HOME ECONOMICS ASSOCIATION

Official Organ: JOURNAL OF HOME ECONOMICS

620 MILLS BUILDING, WASHINGTON 6, D. C.

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May 15, 1944

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36TH ANNUAL MEETING
American Home Economics Association
Stevens Hotel, Chicago, Illinois
JUNE 20 - 23, 1944

Mr. C. A. Evans
Yenching University
150 Fifth Avenue
New York, New York

Dear Mr. Evans:

We are very happy to tell you that the American Home Economics Association has awarded a fellowship for 1944-45 to Miss K'uang Jui-fang, Yenching University, Chengtu, West China. This fellowship carries \$300 in cash from the American Home Economics Association, and \$300 contributed by people in the home economics department of the Kansas State College, Manhattan, Kansas. The award was made at the request of Dr. Martha Kramer of Kansas State College and notification of its granting was sent to her a fortnight or so ago. We have asked her to see that Miss K'uang Jui-fang is notified of the award and pointed out that our Association did not assume any responsibility for Miss K'uang Jui-fang's travel or entry into the United States.

At Miss Kramer's request, we are writing you and also to the Chinese Embassy about the award.

Trusting that arrangements for Miss K'uang Jui-fang's coming will go through without difficulties, and with repeated gratification that we can be of assistance in preparing her for future work in China, I am

Sincerely yours,

Helen W. Atwater

Helen W. Atwater

Chairman, International Committee

HWA:OR
cc to M. Kramer

*Wrote to
Miss Kramer
6/13/44*

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0972

June 13, 1944

X Miss Helen W. Atwater
American Home Economics Association
620 Mills Building
Washington 6, D. C.

Dear Miss Atwater:

I have delayed answering your letter of May 15th in the hope that some definite word would be coming to hand regarding the trip to America of Miss K'uang Jui-fang. X We have received no definite word as yet and hope that the restrictions placed by the Chinese Government on students traveling to America will not interfere with Miss K'uang's fellowship.

We certainly appreciate the generosity of your organization in granting this fellowship and know no way of adequately expressing her gratitude. It is of great satisfaction to us, however, to realize that the great majority of these Chinese students are more than making good in America and are becoming ambassadors of international importance.

Very sincerely yours,

C. A. EVANS

CAE/B

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THE AMERICAN SOCIETY
of NEWSPAPER EDITORS

OFFICE OF TREASURER
Care Chicago Tribune

CHICAGO August 25, 1928.

Mr. E. M. McBrier,
Treasurer, Missouri-Yenching Journalism Fund,
150 Fifth Avenue,
New York, N.Y.

Dear Mr. McBrier:-

Mr. Marvin H. Creager, Secretary of the American Society of Newspaper Editors, advises me of the vote of our directors to contribute \$1,000. to the Peking University, School of Journalism, the outcome of the appeal made at the convention last April by Vernon Nash, a professor in the university.

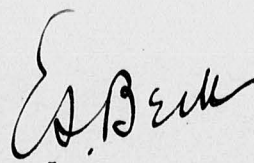
I take pleasure in enclosing herewith my check, as treasurer of the society, for \$1,000.00.

With best wishes.

Yours sincerely,

E. S. BECK,

Treasurer.



WWS.

0975

August 29, 1928

American Society of Newspaper Editors
(Mr. E. S. Beck, Treasurer)
c/o The Chicago Tribune
Chicago, Illinois

Gentlemen:

When we receive a contribution in this office toward the work of Yenching University, we feel that a vital connection is established through us between the generous friends in America and the faculty giving their lives to this work in China. We count it a great privilege to be in position to keep you informed about the University and to do our utmost to see that your help counts for the maximum benefit with the Chinese with whom we are co-operating.

We are enclosing herewith our official receipt for \$1000.00 and shall take pleasure in informing Mr. Nash of your generous gift.

With sincere thanks, we are

Cordially yours,

YENCHING UNIVERSITY

Campaign Office Secretary

LM

Copy sent to Mr. Nash

0976

Addresses Heard By Society of Editors

MOST SIGNIFICANT OF CHINESE REVOLTS
IS AWAKENING OF JOURNALISM

Prof. Vernon Nash of Peking University, speaking on Chinese journalism, gave the editors a fresh, unusual close-up of affairs in revolution-ridden China. His appeal for support for the new school of journalism at the University to put Chinese students in touch with the best journalistic thought of the world, was rewarded when the Society voted \$1,000 to assist in operating the school during the next year. His address in part follows:

AMERICANS generally have seemed to me, since I got home, to have quite a distorted idea, a quite distorted picture, of the situation in China, precisely because the cables have been preempted by military and diplomatic affairs to the virtual exclusion of much more vital things in China.

I am frank to admit at once that that is quite natural because these more important movements very rarely express themselves in overt acts which lend themselves easily to objective reporting. So we get military news in diplomatic exchanges.

Similarly, diplomatic exchanges with paper governments are relatively inconsequential. What matters in China today is the psychological reaction of the Chinese people to our expressions and to our acts.

The supremely important fact for the whole world is that the once apathetic giant is now awake and every phase of Chinese life is feeling the touch of modernization. We are in the midst of a metamorphosis that is far-reaching and deep-seated in the life of the Chinese people, and however slow the process may seem to petulant Westerners, who forget the long and painful stages that we went through getting to our present state, the pace to the mass of the Chinese seems dizzily swift. In reality they are compressing into decades stages of development upon which we took half centuries and centuries. You have at least a half dozen simultaneous revolutions going on in China today, in addition to the political overcurrent, and the marvel is that there isn't more turmoil and confusion, instead of what we have got. But so quietly is this metamorphosis of Chinese life taking place and so little attention does it get in our dispatches that the average American seems to me to have a conception of China that is at least a third of a century out of date.

These revolutions, these changes, are the important and significant thing in China and not the confusion and turmoil that attends them. They are the conspicuous thing, however. Hence the best reporting concerning China must inevitably be analytical rather than narrative, and it isn't surprising that one hears rumors of publishers who are restless, complaining that their China correspondents are sending them essays instead of news despatches.

May I point this important fact out to you: The British have been in great difficulties, due to the partial alienation of Chinese good will, and because so much of our American news comes to us through the mediation of British channels, the cable dispatches have reflected the situation which confronts the British, the difficulties which they are having and have had. We do not get a true picture of the situation which confronts American interests in China.

The most significant of the Chinese revolutions has been the simplification of their written language, and that simplification has been followed swiftly by phenomenal increase in literacy, and as has been the case in every country the number and circulation of newspapers creeps right closely up behind the increases in the number of those able to read.

Most statistics on China are simply broad guesses. In the newspaper world, as in the realm of vital statistics, a high birth rate and a high death rate go together. Some have held, however, that the field for expansion in China is quite

limited, in a country where you have less than 7,000 miles of railway in 4,125,000 square miles of territory. This supposition ignores the fact, however, that there are 1,900 walled cities in China, cities large enough to have a wall around them, 33 of which have over 1,000,000 population. There is plenty of room for metropolitan journalism, if they never get a railroad system.

In each of the larger cities of China today there are at least two or three newspapers that are making money honestly. I think most of them are making money.

The Chinese have a parallel to our standard size newspapers, and to our tabloid, in what they call the big and little newspapers. The big newspapers are published usually in the morning and the little papers in the evening. The big papers are solid and conservative; the little papers are light, frivolous, and sensational. There are marked imitations of British and American journalism. The *Ch'en Pao*, or *Morning Post* of Peking is a most interesting conscious imitation of the *Morning Post* of London.

Advertising linage is mounting month by month in China. The largest class that I had each of my three years in Peking, teaching journalism, was in principles of advertising, and most of the students came to me from the Department of Business Administration, Chinese boys and girls who were looking forward to going into business, and who wanted to learn the principles of advertising. We can assume that within a very few years, the revenue from advertising will make it possible for any publisher who wants to be independent to do so.

Judged by quality this Chinese journalism leaves very much indeed to be desired. It has all the evils of the French press raised to the "nth" degree; with scarcely an exception, these Chinese papers owned by these men are simply subsidized propaganda sheets. Despite this fact, and Chinese knowledge of it, the papers are read and widely influencing public opinion. With censorship on the part of those who hold power in various sections of the country, and with perfect communication, rumors, both spontaneous and inspired, rule the day. There never was a country, I believe, in which the words "It is reported that" were so badly overworked. It is complex enough and baffling enough that even our foreign news agencies have had difficulty in keeping clear of it. Those of us who know the situation in China just automatically and almost unconsciously discount about 90 per cent of China news, figures and everything else, because we know how hard it is to run these things down to the last analysis, and authenticate them. Most of the terrible things you read about China a year ago never happened. They were reported to have happened.

This unfortunate situation will undoubtedly clear with the coming of a better day politically. How soon that better political day is coming depends a good deal more on us than it does on the Chinese. They are determined to the last man that foreign oppression and exploitation of them has got to cease. Inclined traditionally as they are to the teaching of their sages that whenever a man resorts to force he admits by that very fact that he hasn't any other case, they have hoped that they might get justice and fair dealing by pacific means. That patience broke down a year ago in various parts of the country and there was violence and for the first time most Western governments showed an inclination to be conciliatory. Backed by informal assurances of our governments that treaty revisions would be undertaken if terrorism ceased, the Chinese Radicals succeeded in driving the Moderates from power, but now that more peaceful relations between the Chinese and Western Nationals have been restored, our governments begin to hedge and to fall back upon the old formula that they will act as soon as they have

a stable government with which to deal. This, in my opinion, is a quite fatuous evasion since stable governmental conditions cannot be obtained in China so long as the masses of the Chinese people are irritated and inflamed by the continuance of treaty relations which are unilateral in application and humiliating to a people which has become nationally self-conscious. Unsatisfactory foreign relations are not the sole cause of disorder in China by any means, but they are a major one. If for any reasons we wait too long the situation may easily develop until it will matter little for a long term of years what we do. By such a policy of delay we run the grave risk of provoking the very situation which we most heartily wish to avoid. We should deal at once with some commission—I thought of this this afternoon when Senator Bingham was in the room, because it is his idea, with others—loosely representative of all the governments holding power in the various parts of China but, above all, broadly representative of the Chinese people. Such a commission is actually in existence and eager to deal with any government which will receive them. If lulled into a sense of false security by a temporary interval of quiet, if we adopt a policy of watchful waiting, we shall be playing straight into the hands of the Chinese radicals. The whole logic of the situation, even to the most obtuse Chinese, will be, "We got some attention to our demands when there was a period of violence. We have turned to the Moderates as the ones with whom the foreigners could and would deal most readily, and are getting nowhere. Therefore, let's raise hell again."

Whatever the political conditions,

Chinese journalism will continue to expand and will in a very real sense be the traffic cop directing what roads China will choose to take in this swift drive toward modernization that is on, and in a preeminent sense the choice will be between Russia and America.

The expansion of newspapers is producing an overwhelming demand for journalistic personnel of all kinds. What kinds of individuals respond to this demand will largely determine the character of future Chinese journalism.

Some years ago I went out to Yenching University in Peking, or as it has been generally called in this country, Peking University, to start courses in journalism. Those years of experimentation have assured us that a choice lot of young Chinese will flock to any school of journalism which can offer them a comprehensive preliminary training in journalism, comparable to the best offered in our schools of journalism in America.

These most promising students were attracted by two things. The first is they are sure they can get a job. I never knew students anywhere in any country that weren't interested in what was going to happen when they got their diploma. Even more important is that the great dominant waves going over Chinese student bodies today are nationalistic and they see in journalism inherently a most attractive place for the expression of these patriotic purposes which are dominating. There was never a strategic opportunity more ripe. Immediately in the future it is a bit pessimistic for them. They can't see where they can fit in exactly on these subsidized propaganda sheets, but the situation has this one big

(Continued on page 44)

342,752 Wage Earners
IN MICHIGAN

(Outside of Detroit)

Earn the Largest Average Wage of all
North Central States

The average wage paid 342,752 wage earners in Michigan (outside of Detroit) according to the latest United States government census was \$1,543.00. This is the largest average wage paid in the north central states and is exceeded by a small amount in only five states.

These figures include the upper peninsula of Michigan, where wages are much lower than in the Booth Newspaper Area. If it were possible to obtain figures for The Booth Newspaper Area only, the average would be considerably higher.

These eight evening newspapers reach this concentrated buying power—they are the only newspapers in seven of the centers and the dominant and only evening medium in the eighth.

Combined Daily Average Net Paid Circulation

271,662

Grand Rapids Press
Flint Daily Journal
Jackson Citizen Patriot
Bay City Daily Times

Saginaw Daily News
Kalamazoo Gazette
Muskegon Chronicle
Ann Arbor Daily News

I. A. KLEIN, Eastern Representative
50 East 42nd St., New York

J. E. LUTZ, Western Representative
6 North Michigan Ave., Chicago

THE BOOTH PUBLISHING CO.

Addresses Heard By Society of Editors

**JOURNALISM AWAKENS AS
CHINA REVOLTS**

(Continued from page 42)

difference from our schools of journalism in this country: at least three-fourths of our students expect to go out and start a paper. China is back in that golden age still when plenty of ambitions and \$3,000 will start a newspaper, and certainly now is the accepted time for us to give any help which they may desire.

After three years of pioneering in that journalism work out there, the University asked me if I wanted to go on with it. I was on a three year contract, admittedly just to test out the field, and particularly to get the language. I said, Yes, I couldn't imagine not being able to go ahead with it, but only if we could get three conditions settled. The first was that I wanted to go home and get a lot more technical training in the field of education for journalism to fit myself for it. I hope I am doing that this year in graduate work under Dean Walter Williams at the University of Missouri.

The second thing was that we might get some outstanding school of journalism to affiliate themselves with us permanently so we might have the benefit of their advice and guidance in administrative and academic affairs. That has been assured us now also by the School of Journalism of the University of Michigan which has agreed to make an experiment of a Class A School of Journalism at Peking University, a joint undertaking of our two universities.

The third objective was our old friend adequate funds, funds equal to the enormity of the opportunity that faces us. From the very first I hoped that a group of American publishers might see in this thing an attractive opening for the expression of good will which the American newspaper world would feel toward this new and expanding journalism in China. That this wasn't an unfounded hope is demonstrated by the fact that I am able to say to you tonight that Walter A. Strong, of the *Chicago Daily News*, and Robert P. Scripps, of the Scripps-Howard papers, have already indicated their willingness to be one of ten publishers to underwrite the first five years of our existence as a school. Several others have been considering the matter very favorably. I don't like to say I have a poultry yard when I have only an incubator, but things are going on so well in the incubator that I have the chickens out in the yard, and have had them out there some time, in my mind.

A number of newspaper men whom I have interviewed on this subject, have said to me that they felt it would be a happy circumstance if the American Society of Newspaper Editors would see fit to take one of these shares, and then if the National Editorial Association, and the American Newspaper Publishers Association would do the same thing, these prospective newspaper workers in China, these men and women going out, would go out in the consciousness that they owed their preliminary training in part at least to the whole body of American journalism.

Cooperation of that kind involves a commitment of a thousand dollars a year for five years. That means a minimum annual budget of the school of \$10,000 a year in the first five years. We believe that in five years we can make a demonstration that will lead to the finding of funds for the permanent endowment of the school. We can do a large and worthwhile piece of work on that relatively small amount of money because we will be an integral part of a great going concern, the largest of the Western universities in China.

Three other great American educational institutions in addition to Missouri have placed their stamp of approval on our work by affiliating themselves with us in the field of instruction and training in other lines. Some of you have doubt-

less seen the news a few months ago of the affiliation of Harvard with us, the setting aside of \$2,000,000 in the field of research in Chinese culture. Princeton will sponsor our Department of Social and Political Science. The Professor of political science of Princeton will go out there to spend a year with us as exchange professor of political science. Wellesley calls itself a sister college to our women's college and is helping in the realm of higher education for women.

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Portland Oregon Journal
HERBERT B. SWOPE
New York World

THE AMERICAN SOCIETY of NEWSPAPER EDITORS

OFFICE OF TREASURER
TRIBUNE TOWER

CHICAGO, ILL. December 27, 1928

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

Dear Mr. McBrier:

I am in receipt of your letter of December 20
inviting me to attend the dedication exercises at Yenching
University next fall. I regret that my office duties will
not permit me to be away from the office long enough to
make the trip.

I want to thank you, however, for the invitation
and I am taking the liberty of referring the same to the
secretary of our Society.

Yours sincerely,

E. S. BECK

Treasurer.



GW

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PAUL BELLAMY,
Cleveland Plain Dealer
WILLIAM ALLEN WHITE,
Emporia Gazette
DAVID LAWRENCE,
United States Daily
A. H. KIRCHHOFFER,
Buffalo Evening News
FRED FULLER SHEDD,
Philadelphia Evening Bulletin
MARVIN H. CREAGER,
Milwaukee Journal

THE AMERICAN SOCIETY of NEWSPAPER EDITORS

OFFICE OF TREASURER

CHICAGO TRIBUNE OFFICE

CHICAGO, December 19, 1932

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

Dear Dr. Williams:

The winter meeting of the directors of the American Society of Newspaper editors was held last week in Washington. I was present and read to the board members your letter of Nov. 29th. The matter of a further subscription to the department of journalism was discussed and the decision of the board, which I was authorized to report to you, was that we were not able at this time to contribute any society funds to the very valuable work Mr. Nash is doing.

Our income is limited and in consequence we are handicapped in our efforts toward the full development of the work and aims of the society itself. For example, the organization very much needs a paid secretary, but we have not been able to indulge even in that desirable feature.

Moreover, there is a considerable demand for a reduction in our annual dues and if we make such a cut next spring our treasury will be still further reduced. Considering this situation, the board felt it could not make a subscription to the Peiping work at present.

Regretting the situation that forced this decision,
I am

Sincerely yours,

ofm

E. S. BECK

E. S. Beck

Treasurer