

405 Avenue Joffre,  
Shanghai, June 18, 1918.

Subject: American Propaganda in  
China.

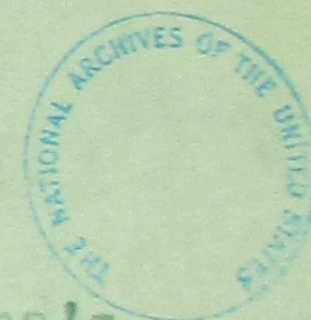
B. S. Cutler, Esquire,  
Chief, Bureau Foreign and Domestic Commerce,  
Department of Commerce,  
Washington.

Dear Mr. Cutler:

In reply to the Bureau's communication of March 26th in regard to effective methods for giving publicity to American interests in China and generally advancing these interests, I have to recommend:-

1. The creation at Shanghai of an American Press Bureau or committee, to be comprised of two men trained in China and peculiarly fitted for the work by reason of their knowledge of China, the Chinese people and if possible the Chinese language and one man sent out from America sympathetic to China and China's interests and at the same time well trained and well known in the American journalistic field. Under the direction of this Bureau, the Chinese Press throughout the country is to be furnished with material helpful to Chinese-American interests. Chinese publications of a periodic nature whether in Chinese or English are to be furnished copy. This Bureau will also secure material for possible use in the United States to advance Chinese American interests there. Under its direction, lecture, movie picture demonstrations, exhibits of a temporary and special nature, aids to constructive developments in China and such other methods as will be helpful to the broader advancement of mutual Chinese American relations and interests. Assistance to Chinese text book publication which may be incidentally helpful to the broader American interests may be granted in various forms, as for instance through the furnishing of suggestions, assistance in securing of materials, etc. This Bureau shall be equipped with the necessary staff of clerks, translators and assistants and its members arrange among themselves for travel about the country. An American edited Chinese newspaper far superior to anything now published

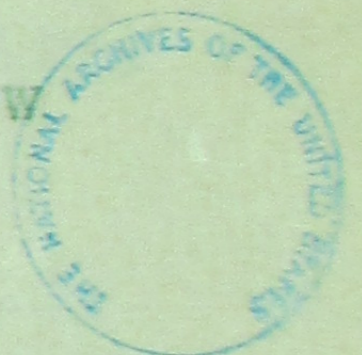
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in China and under the direction of men familiar with conditions in China and the demands of the people, would have a far reaching effect in the development of Chinese American interests.

2. The encouragements of special commissions of business men, industrial experts and manufacturers from the United States to visit China and from China to visit the United States. These visits should be made as special as possible, that is, a commission of bankers and financiers, a commission of manufacturers, a commission of industrial experts would probably secure more substantial results than mixed commissions of no particular expert standing. Educators, scientists, agriculturists along certain specified lines should also be encouraged to make special visits for special purposes. For instance China needs modern commercial, industrial and agricultural education and Chinese commissions for these purposes should be encouraged to visit the U. S. and given facilities there to assist in their investigations and men sent back with them to help to put into effect the results of their investigations. Similarly commissions of educators should be sent from America to investigate conditions in China, first with a view to helping China and second with a view to ascertaining what it is that the West should know regarding China and how best that information can be secured and disseminated. American mining commissions should tour China to investigate the mining situation. Financiers and manufacturers could also make some profitable excursions over China, if done with an object in view of learning to know something of conditions in a way so as to help both American and Chinese interests.

3. The creation in the United States of a permanent commission to study China's conditions, with distinct sections such as immigration, trade, transportation, politics, education, etc. This commission to be comprised of men well qualified for the work, well paid, and to have under them training for the commission younger men who would make this work their career. We need in the United States a body of men with an organization which will give up its whole time and efforts to accumulating authoritative information regarding China and the Orient, and arrange for the proper distribution and dissemination of this information in the United States. It should accumulate a library of Chinese and Oriental literature to be recognized as the best of its kind in the West. It should so develop as to become a recognized medium between the East and the West interpreting each to the other. This commission should have its headquarters in Washington and be possessed of a quasi governmental character, so as to serve both our Government and our private needs and at the same time



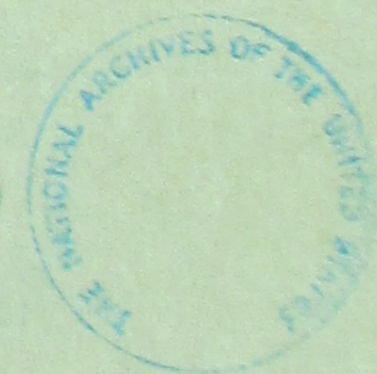
be in a position to take advantage of what our Government services can give by way of assistance. In a word it should serve as a coordinating unit for the relations of our country and people with China and the Chinese people.

4. The development at Shanghai of a very high class American school of business administration and modern engineering practice, for Chinese students. Chinese need modern business methods and modern engineering practice and this furnishes an opportunity to secure the recognition of American standards and practices and incidentally of American materials. This school should carry a large exhibition hall of American models which in a way would serve as a commercial museum and undoubtedly all materials would be furnished gratuitously by American manufacturers.

5. The creation at Shanghai or Peking of a school for the training of Americans in Chinese, in Chinese customs and practices and in general in fitting young Americans for service in China in commerce, industry, education, government service and whatever field of endeavor desirable, as also the fitting of young men for work in the U. S. connected with China.

In view of the importance which China is to bear to the United States in her future relations with the Far East and the Pacific countries generally relations which we all recognize as leading to even greater significance for the future than our relations with European countries, it is high time that we gave serious consideration to some such proposals as those above set forth so as to help eradicate the lamentable ignorance on the part of the American people of things Chinese and to help the Chinese know America better.

Very truly yours,



Commercial Attache.