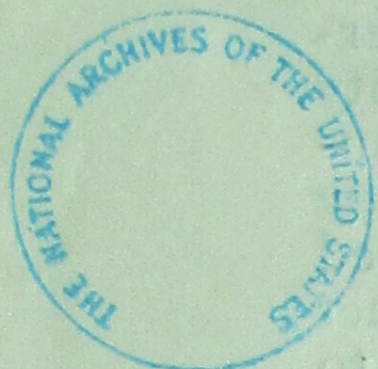


OFFICE OF COMMERCIAL ATTACHÉ
PEKING, CHINA

4

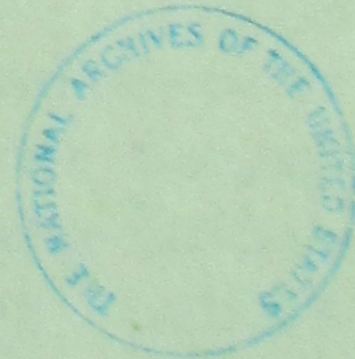
AL

**University Club Endorses
American Publicity Work
in China**



At a meeting of the Executive Committee of the American University Club in Shanghai, November 18th, the following resolution was unanimously adopted regarding the work being done in China by the U. S. Committee on Public Information:

Resolved; that the University Club heartily endorses the work which is being done in China by the American Committee on Public Information. The representative of the Committee is doing work which will cement the friendly relations existing between Chinese and Americans and has placed before the Chinese American ideas which will be of help to them in the solution of their domestic problems. China is still undergoing a period of re-construction, struggling towards the achievements of ideals which are American in character. It is of the utmost importance that some active agent should constantly bring to the attention of the Chinese leaders and public the methods whereby America has achieved her greatness. This can most effectively be done by the Committee on Public Information and it is the opinion of the American University Club that this work should be continued."



The
North-China Daily News

IMPARTIAL NOT NEUTRAL.

SHANGHAI, JANUARY 14, 1919.

**PROPAGANDA WORK
IN CHINA.**

ATTENTION may be called to the latter part of our Kaifeng correspondent's letter to-day in which he pays a glowing and deserved tribute to the good influence of the "*Cheng Pao*" in Honan. From being decidedly pro-German, our correspondent finds that the educated and official classes of Kaifeng have learnt to take a new and more accurate view of the war and of the Allies' cause, a reflex of which may be found in the recent victory celebrations in that city; and this change our correspondent attributes almost wholly to the "*Cheng Pao*." First the Chinese were attracted by its illustrations, then by its simple and telling presentation of facts, which only needed to be read in order to carry conviction. What our Kaifeng correspondent says might be duplicated in many other centres. All the more is it to be hoped that this most useful organ will be continued. With this we would also put in a word for the "movies." If there are no more war pictures, industrial scenes might be displayed, of the greatest value and interest, as was proved by a recent American exhibition in Shanghai. The Chinese appetite for such pabulum being now aroused, it would be a very great pity not to take advantage of it in order to spread a knowledge of things British in this country.

The word propaganda has, it must be confessed, something of an obnoxious sound in British ears. Indeed the existence of such a thing was hardly recognized in Britain until we woke up to the extensive and malign use that Germany was and had for years been making of it. Hence, perhaps, why it is that to many people propaganda suggests rather the spreading of views than news. From criticism of that kind the "*Cheng Pao*" was conspicuously free, and hence its special value. The old theory that the best recommendation of British goods is their own excellence and the energy of their sellers has broken down under the test of what can actually be done, by fair and judicious advertising. Certainly in quality British goods need fear no comparison with others; nor can we bring ourselves to believe that British merchants and manufacturers are quite so lacking in resource and initiative as their detractors would try to persuade us. But

there can be no question that a well run paper like the "*Cheng Pao*" would do invaluable work in preparing the way before the agents of British firms in fields of which they have not so much as touched the fringe: and there is also no doubt that if we neglect such means of developing British trade in China, other nations will not. The ordinary British papers in China cannot give that prominence to purely commercial and industrial subjects which is required. They cannot afford either the space or the staff. A special organ is necessary and it would have to be subsidized, although its advertisement revenue would certainly reduce the subsidy to a very moderate sum. In any case, outlay in such a direction would be amply repaid.

It is amusing to turn from these thoughts to the translation we reproduce to-day from the Tokio "*Nichi Nichi*" crying out against the poverty of Japanese propaganda in China as compared with what other countries are doing. It may, perhaps, surprise our Japanese contemporary to know that of the list of foreign papers it cites, only one, the extinct "*Ost-Asiatische Lloyd*," was purposely established to inculcate certain views, with an editor expressly exported here from Germany to frame and shape them. The other papers mentioned came into existence for what they profess to do, namely to sell news: and where they add their views, it is merely natural that they should look at things from their respective national standpoints. If, with a more extensive service of newspapers and agencies in China, as the "*Nichi Nichi*" admits, Japan is doing badly in this country, the fault must be looked for nearer home. The cry of anti-Japanese bias is easily raised. For ourselves we repudiate it and appeal to the past with perfect confidence in support of that repudiation. Where we have criticized, it has been because criticism was inevitable and with very great regret in having to say unpalatable things to an old friend and Ally. And we would ask the "*Nichi Nichi*" and other Japanese organs to consider seriously whether it would, on such occasions, have been a friend's part to do other-

wise. To talk of foreign papers of the better class trying to sow discord between China and Japan is sheer nonsense. If Japanese propaganda in China is failing (we take the "*Nichi Nichi's*" word for it), Japanese writers might reflect whether their countrymen are not in reality their own worst enemies in this country. Incidents such as the Cheng-chiatun affair, the Twenty-One Demands, the lending, at ruinous terms, of money which was certain to go only to the furtherance of civil war and the forcing upon Peking of a Minister against whom every native paper in China of any standing protested, these things do more harm to Japan in five minutes than all the foreign press could do in a year. To-day also we publish a letter lamenting the modern lapse from the old high standard of good manners among Japanese. And if foreigners feel the change acutely as there is no question but they do, how much more so, may we imagine, do the Chinese? This is a large country, there is room for all and very little desire on the part of Westerners to play the dog in the manger, still less for perpetual wrangling. Latterly the Japanese as a nation and as individuals have come in for plentiful censure. If they will frankly ask themselves how much of it is or is not deserved and will act accordingly, they will have done more for their nation than any propaganda can achieve.

THE ALLIED CAUSE
IN HONAN.

VICTORY REJOICINGS AND
A NEW TONE.

A PAPER THAT PAYS.

From Our Own Correspondent.

Kaifeng, Jan. 6.

The observance of yesterday as a day of Thanksgiving for the successful termination of the war gave an opportunity to invite the leading Chinese officials of Kaifeng to a Christian service. This service was arranged by the Anglican Mission in their large city church, and was attended by the Governor, Tuchun Hao Ti, together with civil and military officials, leading merchants and scholars, and members of Parliament. It was an impressive and noteworthy occasion and evidences the new and warmer feelings that now prevail between Chinese leaders and the Christian Church.

The church was beautifully decorated with bunting and evergreen, and Chinese characters and flowers; while a star of victory hung over the altar, with a large gilt character for victory in the centre, and the names of the important Allied nations in the points of the star. The police band was in attendance, and though it seemed unable to play correctly the British national air for the purpose of singing a Chinese national hymn, yet very few Chinese would have noticed this difficulty, and the proceedings were certainly very much enlivened by its presence.

Chinese National Anthem.

Some eighty boys of the Anglican Anglo-Chinese School, St. Andrew's, were present as a guard of honour, and looked very imposing in their smart uniforms. As the Governor left the church the boys lined up on each side and sang that most difficult and weird official national anthem, which the Government scholars are now all supposed to know, and ended up with their school call, all of which greatly pleased his Excellency.

The service was of a very simple character, and was printed in full, with prayers, hymns and rubrical directions, so that all present were able to follow without difficulty. The officiating clergy were the Bishop and the Revs. G. E. Simmons and F. Y. Wei. After an opening selection by the band, a national hymn was sung, followed by a brief invocation, and the reading of an appropriate passage of Scripture.

After this came the addresses. The main address was by Bishop White, followed by a brief reply which had been written out by the Governor, and was read by the Commissioner for Foreign Affairs. Then the General Secretary of the local Y. M. C. A.—Mr. R. H. Stanley—gave a brief address. After this came another national hymn, and special prayers and thanksgivings. For prayer the congregation stood, and instead of the usual 'Amen' after each prayer, which would mean nothing to most of those present, they responded with, 'Lord, we beseech thee to hear.' (Ch'iu Chu Ch'ui-ting). It was a memorable service, not soon to be forgotten by those who attended it.

The "Ch'eng Pao's" Good Work.

Naturally in these days the main theme of our conversation with these officials, as we mix with them, is the great victory of the Allies, and I have been struck with the very clear grasp they seem to have of the principles that were at stake, and the new era of hope that the victory has ushered in. It is true their expectations for the clearing up of China's problems at the Peace Conference are both selfish and in some points unreasonable, and will be doomed to partial disappointment no doubt; but these over-expectations are not to be wondered at, and behind all we find the moving principle to be a love of their country, which of course is most laudable, and which we have usually felt was lacking in the Chinese.

In trying to find what their sources of information have been, that have so enlightened them as to the war situation, and given them such sane views as to democracy, for instance, I have been surprised and delighted to see what a power the "Ch'eng Pao" (Truth) of the British War Information Committee has been. All the officials and leaders of this city receive it and highly appreciate it. When it was first sent out the feeling here was certainly not pro-

lly. But one saw the gradual change of mental attitude, until now England and France and America are lauded to the skies. I believe the "*Ch'eng Pao*" is mainly responsible for this change, which makes me wonder whether the "armchair" critics, who have been making such a stir against the "*Ch'eng Pao*" in England, really know anything of the paper at all. At first the illustrations of the paper were the attraction, and were it not for these the paper in those early days would not have been glanced at a second time, not that the matter and style were not good, but because the majority of its present readers were not then in sympathy with the views advocated. But now the paper is in demand for its reading matter as well as for its splendid illustrations.

It Must Keep Going.

The fear has been expressed that now the war has ended publication will cease. It would be a thousand pities if this happened, for, as a factor in British trade propaganda in China—especially in the interior—nothing could better it, with conditions as they are at present.

As a civilizing agency, and also for its indirect influence in creating a soil favourable for Christian propaganda, every missionary ought to push its circulation to the utmost, and be directly interested in its welfare.

On this point one might mention that article in the issue of November 8, by a Hanlin scholar, called "Democracy Allied to Christianity."

It is a long time since I read anything on that topic that so powerfully appealed to me, and I know that article is being carefully pondered by several Chinese scholars. If the Tract Societies were awake to an opportunity, they would reprint that article in tract form, and scatter it broadcast in China now when people are ripe for that particular message.

As to the language of the "*Ch'eng Pao*," which has been criticized as not being classical enough, I have never heard this complaint from a single Chinese. Nowadays educated Chinese have no use for high Wenli except for quotations, and official documents, and honorific addresses.

The new mandarin with a classical flavour—or, as some would prefer to speak of it, new classical with a mandarin flavour—brought into being by this newspaper era, has caught hold of the educated classes in a remarkable way, and it is this language which is rapidly coming into use as both the spoken and written language of the middle and upper classes.

The language of the "*Ch'eng Pao*" is fully up to date, and for its purpose could not be improved.

CRUSADE AGAINST

PROPAGANDA WORK BY JAPAN.

A CALL FOR GREATER ACTIVITY.

THE ALLIES' EXAMPLE.

The "*Nichi Nichi*," of Tokio, has lately produced a remarkable editorial on propaganda work in China, which is summarized as follows by the "Japan Advertiser."

The Powers lay especial stress upon propaganda work in their China policy, begins the editor. The "North-China Daily News," the "Peking and Tientsin Times," the "Shanghai Times," the "Shanghai Mercury" speak for England; the "China Press," the "Far Eastern Review," the "Asiatic News Agency," "Millard's Review" for America the "*Journal de Peking*," and the "*Echo de Chine*" for France; and before the war "*Ost-Asiatische Lloyd*" for Germany. All these newspapers, magazines and news agencies keep their attention alert, all professing to represent the interests of their respective countries. They have been defending the policies of their own countries. The "North-China Daily News," for instance, has lived for 50 years. No wonder that the Chinese minds were drunk with the propaganda of the Powers. For men like Morrison, Jernigan, Lennox Simpson, Bronson Rea, Millard, Fraser and Donald, who cannot escape the criticism of twisting their arguments, nevertheless have their right to voice their sentiments. They are all intelligent, courageous and eloquent fighters, and backed up by the strength of their great nations and enormous financial strength are taking advantage of the fickleness of the Chinese who always follow the great ones, right or wrong.

Anti-Japanese.

As these journals and journalists represent the interests of the respective foreigners in China they tend to be anti-Japanese in their propaganda. They talk about Japan's ambitions, and try to profit by the Chinese tendency toward "playing one devil against another." How much loss Japan suffered because of their propaganda at the time of the Sino-Japanese negotiations of 1915! How much the Sino-Japanese military agreement of 1917 was suspected by them! When the proposition of compromise between North and South was advocated, the "North China Daily News" strongly insisted that Japan should be excluded and that England and America alone should mediate. Their views sometimes differ from the views of the home governments of their own countries. But the home governments, situated far away from China, naturally cannot study the situation at close quarters, so that they are liable to be influenced by the reports from their countrymen in China. For instance, when the question of the Huan Wang Shan Iron Mine question was raised it became an issue in the House of Commons. America, which had been expected to help the South, was influenced by the views of Dr. Reinsch and took an attitude of helping the North, so that it became necessary for Dr. Sun Yat-sen the southern leader to appeal to America to save democracy in China and warn the Northern militarists about the necessity of restoring parliament. That was a recent example.