

Faith In China Urged As Slogan For Students

Bright Future Seen For Nation By Filsinger; Youth Must Lead Way

"My message to you is a very simple one. It is this: Do not expect too much not too quickly. Do not become easily discouraged. Believe in yourselves and in the destiny of your pursuits. Devote yourselves whole-heartedly to the problems that need to be solved. Never forget that China is destined to be one of the greatest nations in the world. Above all, let your slogan today and everlastingly, be—'Faith In China.'" This was part of the address on "My Impressions of China" made by Mr. Ernst B. Filsinger, president of Filsinger, Rhines and Campbell, Incorporated, of New York, international trade consultants, before the student body of the Downtown School of Commerce of the University of Shanghai yesterday.

Mr. C. P. Ling, professor of advertising of the University of Shanghai and general manager of the China Commercial Advertising Agency, introduced Mr. Filsinger in a few well chosen words, outlining Mr. Filsinger's career.

Students Responsible

"First of all, let me express the very deep pleasure that I have in meeting with you today," Mr. Filsinger began. "I consider it a great honor to have been invited to address your body. In the course of my lifetime I have made many speeches, but the audiences which afforded me the greatest inspiration were those composed, as this one is, of students. As I look at you, I see in your faces a keenness and alertness of mind which is a good augury for the future of your great country. The destinies of China are in your hands. It is a grave responsibility, but I am sure that you will measure up to it.

"In traveling the world these many years, I have become increasingly convinced that human nature is pretty much alike the world over. All of us are interested to learn how foreigners regard our particular country. I, myself, am far more concerned with the observations of French, British, or Italian journalists than I am with the comments of my own countrymen. It is quite natural therefore.

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that you might wish to know my reactions to what I have seen in the few months that I have spent in China. If there is any merit in what I have to say, it is that I can at least take a detached point of view. I can, perhaps, look at things from a little different standpoint from your own. Furthermore, it goes without saying, that my approach has been a sympathetic one with a desire to really understand your country, its people, its past civilization, and its present one.

China Is Dynamic

"To me, the impact of the impressions that I have received here is terrific. A few weeks after my arrival, I wrote my friends in America that I felt China to be a living, dynamic, vibrant country. From no point of view can it be regarded as static. Great events are in the making. What is happening in China today, and what will take place here during the next few generations, during your lifetimes will profoundly affect the whole world. Remember, therefore, that it is a great privilege to be young and to participate in all that is now transpiring. Your own lives will be influenced by the decisions of your leaders. Some of you will yourselves have to undertake leadership.

"But it is not China alone in which these phenomena are taking place. The whole world, although seemingly in a state of chaos, is, in reality, in a process of evolution. We are witnessing profound changes in economic systems, forms of government, methods, manners and customs. We are living in one of the most exciting periods of the world's history. No country, least of all China, can escape or fall to feel the reverberations of the evolutionary process. A great advantage that you young men and women of China possess, is that you can approach with open minds the solution of the great problems which must be solved. You have no preconceived notions. Unlike older men and women, you owe no slavish adherence to a particular system or method of thought. Not that I advocate the rejection of the wise counsel of the elders—far from it. On the other hand, you are untrammelled and unshackled, and can weigh disinterestedly the pros and cons, the bad and the good of any program that may be proposed.

Opportunities Great

"As for China itself, and your part in its up-building, I think that your opportunities are far greater than those of similar bodies of students in most other countries. For one thing, there is today a greater recognition on the part of Chinese industrialists for the need of trained assistants. They have gotten away from the idea that the old ways of doing things were the best. They recognize the dearth of really trained minds, of technical knowledge, of experts. I have been delighted to see that among the young men of China there is a

growing realization that the so-called "white collar" jobs are not necessarily the best. From my experience in America, I cannot too strongly urge you to take off your coats, roll up your sleeves, and in the most practical fashion, become technically proficient. Expert knowledge in every branch of industry is a crying need in China. You must develop yourselves as technicians if you are to obtain the fullest benefits of the opportunities that lie about you on every hand. These opportunities will become even greater during the next two or three generations.

"No one with trained eyes for observation can fail to be impressed with the tremendous problems that face China today. Your two great needs, as I see them, are reconstruction and unification. These will be enormously aided by the building of roads. When I think of the epoch making changes in the economic life of the United States, wrought by automotive transportation during the past quarter of a century, I can envisage the much more profound effects of a sound road building program or your own country. It is inconceivable that a country such as yours, largely agricultural, should still be such a huge importer of wheat and rice. It is inevitable that you must become self-sufficient agriculturally. To achieve this aim, new methods must be adopted; new industries must be created, new modern scientific knowledge must be utilized. In this connection, I foresee in the not distant future, a highly industrialized China becoming a vast exporter of manufactured articles. You, each and every one, can contribute to the realization of this program. To do so, you must learn the fundamentals of organization and management, the technique of industry. You must study methods of mass production. You must fit yourselves for industrial leadership in the next 10, 20 and 30 years that lie ahead of you.

Decades Can Be Skipped

"Has it ever occurred to you that you can practically jump or skip several of the decades which were necessary to the development of a country such as the U.S.A.? As a result of modern inventions, which you will be able to take over already perfected, you can avoid the period that was essential to their development in other countries. You will leap from what was practically our pioneer or agricultural age to the highly industrialized civilization, the machine age of 1933. Think of the advantages at your command in automotive transport, in rapid means of communication by use of the airplane, wireless telegraphy, and telephony.

Consider also the benefits of visual instruction through the cinema and the possibilities of educating or informing vast masses of your people by properly located broadcasting stations. It requires no seer or prophet to forecast the profound changes that you will witness within the next few years.

"I have no need or desire to disguise my liking for China. Your people and our own have much in common. Neither have I the slightest lack of confidence in the future of your country. I speak of this with some feeling because in various quarters I have heard reports of a certain pessimism on the part of your young men and women—particularly returned students. They betray a scepticism which I think wholly unwarranted. The vital need today of you young men and women, sons and daughters of China, is courage, confidence, and optimism. China has lived through thousands of years. She has survived disasters of every sort. To me, it is unthinkable that the era which lies immediately ahead of her will not be greater, more brilliant, more resplendent, than any which has preceded the present one. It depends upon you, young men and women of today, whether the benefits of universal education, of enlightenment for the masses, of a greater China, shall become an eventual reality. . . ."

Is Authority In Field

Mr. Liang introduced the speaker as follows:

"Mr. Ernst B. Filsinger is the president of Filsinger, Rhines and Campbell Incorporated of New York,—international trade consultants.

"Mr. Filsinger is one of the outstanding authorities in his field. His clients include many of the greatest industrial firms in America and other countries.

"Mr. Filsinger has traveled widely throughout the world. He is the author of a number of practical books on export, including the commercial travelers guide to Latin-America—which was pub-

lished by the United States government. He has likewise written several other books on the Latin-American field, on which region he is also esteemed a great authority.

Lectures At Harvard

"He served two terms as president of the Export Managers Club of New York, and is a trade adviser of the National Foreign Trade Council. He is frequently called upon to lecture at Harvard University, in its graduate school of business administration.

"Mr. Filsinger is visiting China and the other countries of the orient, in the interests of his clients. While here he is studying the business, financial and industrial situations. He has long been an admirer and student of the Chinese people, and has repeatedly expressed his unbounded admiration for their efforts to pro-

gress. He believes that China is destined to be one of the greatest nations of the world, and that we are just at the beginning of a wonderful rebirth. He is very enthusiastic over what he has seen thus far in Shanghai and other cities he has visited."