

THE UNIVERSITY OF MISSOURI BULLETIN

VOLUME 23, NUMBER 34

JOURNALISM SERIES, No. 26

ROBERT S. MANN, EDITOR

The Journalism of China

by


DON D. PATTERSON

Assistant Professor of Journalism



ISSUED THREE TIMES MONTHLY; ENTERED AS SECOND-CLASS MAT-
TER AT THE POSTOFFICE AT COLUMBIA, MISSOURI—2,000

DECEMBER, 1922



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EDITOR'S NOTE—This bulletin is the result of observations and a study of conditions in China made during the author's stay of three years in that country as financial editor and business manager of the Weekly Review, Shanghai, and as a lecturer in journalism at St. John's University, Shanghai.

The Journalism of China

Journalism—the recorder, the mirror, the prophet, the judge-advocate and the purveyor of news—more than any other social institution, or at least as much as any one organism, reflects and interprets the nation in which it is practiced and the people who form its audience. A comparative study of the journals of the various nations, even though it be of a cursory nature, is sufficient to convince even the most dubious of the necessity of obtaining first a background of the social, economic and political life of a country before embarking upon any research as to the character and nature of its newspapers, magazines and periodicals. Journalism must be by, for and of the people in order that it may fulfill its highest purpose and mission.

The journalism of China is China in its varying moods and in all the uncertainty of the changing period which the nation is now experiencing. The political turmoil, the timid but certain social advances, the desire for modern commerce and for modern education, the frequent bewilderment of the country's diplomacy in international lists, all this and more is mirrored in the nation's magazines, newspapers and other journalistic efforts.

China is at once the most aged of the ancient nations of the universe, and the most untried and immature of the new. It is a nation in the process of a metamorphosis which will permit it, like its own silkworms, to emerge from the cocoon of century-old traditions into the sunlight of modern civilization and institutions.

Confucius, China's first great historian, rejected all material that was supposedly based on legendary or mythical sources and began his writings in the famous *Shu Ching* with the reign of the Emperor Yao, 2357 B. C. The social life of the country has its roots firmly fixed in this remote period and it is only today breaking those ties by such movements as the gradual emancipation of women and by the changing of its governmental organization from that of a monarchy to that of a republic.

The vastness of China is staggering to the uninitiated. The country covers 4,277,000 square miles, the outlying dependen-

cies or provinces, Manchuria, Mongolia, and Thibet, being considered. Within this area lives a population variously estimated, since accurate census taking is impossible, at from 361,388,000 to 400,000,000. Two-thirds of this vast number of peoples are concentrated in one-third of the total area, being the densest along the waterways and in the coastal regions.

With 4,277,000 square miles of territory, China has only 7,000 miles of railways, and by far the greatest part of her traffic is carried on her numerous rivers and canals. Camel trains cross the great plains and deserts of the North as they did in the centuries before Christ, and wheelbarrows, chairs, horses and carts provide even now the only available means of penetrating the vast interior. Roads, imperial post and military highways, that once formed the principal means of intercommunication, have degenerated into footpaths or have been completely obliterated, and the more modern roads will not total more than a several thousand miles in their length.

The people themselves are a heterogeneous combination of the races that have succeeded in conquering this nation and that have finally, by that slow process of absorption so characteristic of the country, melted in with the native population. Manchus, Mongols, Tartars, and aboriginal tribes have all given their bit in this process of amalgamation, with the result that it is possible to trace more than fifty distinct peoples that have gone to make up the total mass of inhabitants.

This intermingling of tribes and peoples has also given rise to a differentiation in dialects, in the spoken language, which in many instances makes it impossible for the Cantonese to understand the Pekingese or the native of Shanghai to make himself understood in the hinterlands of his own great city. There are, however, certain standard and universally recognized dialects, among which one known as Mandarin is accepted as being most desirable and scholarly, and is the one possessing the greatest prevalence. Even this one is divided into what are known as Northern, Southern and Western Mandarin.

Added to the difficulties imposed by the lack of adequate communications and by the linguistic differences, there is also

the obstacle of the written language. The Chinese have no alphabet in the western sense but only a series of ideographs, springing from a group of several hundred radical or root ideographs, which multiply themselves to a total of more than 40,000. The scholar is one who is able to use intelligently 20,000 to 30,000 of these ideographs in his writing, and many of the more intelligent Chinese of today are unable to read the books of yesterday in their own language because of a lack of an adequate vocabulary. The general illiteracy of the people makes it possible for only a comparatively small number of the total population, less than 10 per cent, to read even the more simple or colloquial style. Although there are at present more than a million Chinese boys and girls in schools and colleges, it will take years to eliminate this situation. An attempt is being made to introduce a phonetic alphabet of thirty-six characters but this movement is not meeting with any general success, although periodicals and books are being published in it. The reverence of the educated Chinese for the written language of today, with its beauty of thought and its possibilities for the expression of fine shades of meaning, is one of the most deeply imbedded obstacles to the adoption of the proposed alphabet.

The social life of China is based upon the family group, allegiance being given to the head of the family before all else and loyalty expressing itself in terms of the members of this family and their welfare. The family is first, after that the community, the state and the nation in the order named. Only within recent years, and then only in the more open parts of the country, those to which foreigners have come and from which representative Chinese have gone to foreign nations, have the more modern social ideas, such as the emancipation and freedom of women on a basis of comparative equality with man, been adopted. In the interior, where penetration from even the coastal regions of the country is difficult, life flows along much in the same way as it did a century or more ago.

Since October of 1911 China has been nominally a republic, possessed of a constitution and a semblance of the machinery for a representative administration. Actually, however, the coun-

try has been and is in a most chaotic condition, with disorganization, petty factional strife and disunion commonplace. The nation has had Peking recognized as its seat of administration by the foreign powers, but Peking unfortunately has been forced to depend upon the whims and fancies of the higher political personages of the country for its power and influence. Existing simultaneously with the government at Peking has been the dissenting government at Canton, a government directed by some of the founders of the Republic, which has had a certain sphere of influence and certain followers in several sections of the nation, particularly in the South.

Upon the establishment of the Republic, the governance of each province of the nation passed into the hands of two officials, one a military and one a civil governor. The military governor, by reason of having large bodies of troops at his command, was soon able to overshadow the civil governor, often making him a mere puppet, and to dominate at least his own administrative territory. This has given rise to the establishment in China of the world's largest standing army. The military governors soon took matters into their own hands and became virtually barons or war lords, giving or taking away their allegiance from Peking according to their own needs and views, and governing their people as they saw fit. China consequently has become a nation resembling the feudal states of Europe and is in the position in which both Germany and Italy found themselves previous to their unification.

The financial embarrassment of the government and its continued state of insolvency has been due to the fact that Peking has been the goal of the financial ambitions of the military war lords and unscrupulous officials; and unchecked rifling of the national treasury has led to bankruptcy. Taxation has been largely for the benefit of the individual militarists, and mutinous and unpaid troops have been the source of financial and physical danger to the provincial merchants and the provincial population.

Coupled with this internal political situation, China has also had international difficulties which have resulted in the loss of

territory, as in the case of the ceding of Formosa to Japan, and in the establishment of treaty ports open to foreign trade and commerce and the national and international settlements in these various ports under the direct administration of the nations to whom the grants were made. Shanghai, China's largest commercial center, as an example, consists of three settlements, the international, which is governed by a representative foreign municipal council in which the Chinese have no voice, and whose court of last resort is a consular body composed of representatives of fourteen different nations; a French concession, also governed by a representative foreign council, and directed by the French government; and the native Chinese section, governed by officials appointed from the seat of the provincial government. There have also been the international controversies such as the Shantung question and the Liaotung lease of Manchuria.

China has made the most appreciable progress perhaps in her modern commercial and industrial development. Shanghai is one of the largest shipping centers of the world and around it has centered a manufacturing effort that has resulted in the building of cotton and vegetable oil mills that embody the latest ideas in these fields. Shipbuilding is coming into its own, the production of raw silk is being revolutionized, iron foundries are being established, flour mills are exporting their product to Europe, and there is a general atmosphere of progress, marked in most instances by monetary success. This trend, however, is at present confined to the treaty ports and the coastal and river cities of Canton, Shanghai, Hankow, Tientsin, Wusih, and Nantungchow. The interior cities continue with home and hand industries much as they have done for hundreds of years. These individual manufacturing efforts also exist alongside the more modern and have not as yet been in any way displaced by them. Business activities have also increased and the interior is being penetrated, even in the innermost reaches, by distributors of foreign wares. Along with this industrial development has come the growth of the idea of technical education and commercial experiment stations, as in the case of silk, cotton and wheat. Growing side by side with this modernization process has come a labor prob-

lem, which has made itself manifest in several movements of note.

China is also developing rapidly in the field of education. This development has received its impetus both from the respect of the people for the scholar and from the establishment by foreign missionaries of schools, colleges and universities. Although there is perhaps, not as well organized an effort as in the western nations, still the desire exists and is being taken care of as rapidly as possible. In China the scholar has always been the highest pinnacle of the social system, the officials under the imperial regime being selected for their scholarship after rigid examination in which hundreds and thousands of students from all parts of the country participated under the most trying conditions. This veneration for scholarship has also extended to all forms of writing and printing, as a result unquestionably of the untiring effort of years that is necessary to master the language and the vast illiteracy of the general public due to this unavoidable situation.

There has been in China within the last twenty years a most noticeable growth of public opinion, due to the changing educational, commercial and political conditions. This opinion first made itself felt in the modern period at the close of the Chinese-Japanese war in 1894, which was precipitated by a controversy over Korea, and marked the decadence of the Empire. From this time on a general restlessness prevailed, resulting in the events following the Boxer Uprising that gave birth to a reform movement showing anti-dynastic tendencies. These anti-dynastic tendencies from 1907 up to the year of the first revolution, 1911, grew rapidly and spread over the great part of the open area of the country with the result that the Manchu rulers were overthrown and a republican form of government announced.

The History of Journalism in China.

Shrouded in the elusive and baffling earlier years of the Chinese Empire, in a history whose authenticity, according to Confucius, can be traced back to the reign of the Emperor Yao in the

year 2357 B. C., the beginnings of journalism in China cannot be determined accurately. It would seem that the world's first efforts in this direction were made in this ancient nation, but until a greater light can be shed upon events before the Christian era there will always exist uncertainty.

Legend says that during this earlier period, before the coming of any organized journalistic efforts, there existed in China the spoken newspaper—a form which Europe later possessed. This spoken newspaper was conducted by individuals who went about gathering news and gossip, perhaps a greater abundance of the latter, and relating it in the tea houses. The Chinese tea house was the forerunner of the English coffee house, glorified in the days of Johnson and Addison, and is still the place of congregation and gossip for all classes. The remuneration received by the earlier editor was in the form of a collection taken up among the auditors.

Legend also has it that news hawkers followed this spoken form of journalism, men who gathered the news, wrote it on a sheet of thin bamboo, fixed it to a bamboo pole and inserted this pole in the back of the neck of their garment in the manner of a sail. Having so equipped themselves, the venders went about the streets beating small brass gongs to attract attention, and when a sufficient crowd was gathered the news was displayed to them and explanations made by the gatherer. His livelihood was earned also through collections. It is said that both of these forms are in existence today in some of the most remote cities of the interior.

The earliest beginnings of journalism in its organized form seem to have been in the days of the Han Dynasty, 206 B. C. to A. D. 221, when a monthly publication is said to have come into being—the *Miscellanies*. This journal was of an official nature, recording the acts and decrees of the ruling dynasty, and giving such governmental news as was deemed worthy of promulgation in this manner. Other investigations have given a different interpretation of the journalistic situation at this time. Each feudal lord of the country is supposed to have established at this time a building in the capital, which was first at Sianfu in Shensi pro-

vince and later at Lohyang, Honan, which was occupied as a lodging when the lord came to the capital. From these lodgings a sort of newspaper was issued and sent back to the feudal state from which the lord came. These papers came to have a general name, *Ge-pao*, taken from *ge*, the name of the lodgings, and *pao*, the general name in China for newspapers or journals. It is probable that the *Ge-pao* and the *Miscellanies* were co-existent, since the former gave the details of mandates from the throne, or of petitions presented to the Son of Heaven, and were more than likely a compilation of that material contained in the *Miscellanies* that was of interest to the particular feudal lord whose scribes wrote the *Ge-pao*, block printing having not as yet been discovered.

The activities of the Han Dynasty give weight to these presumptions, for a concise summing up of the record of this ruling house, made by Pere L. Richard, in his *Comprehensive Geography of the Chinese Empire*, reads:

Numerous public works were undertaken, prominent among which were bridges, aqueducts, roads, and canals. The wealth and the trade of the country developed. The Classics were restored and engraved on stone; Buddhist literature was officially introduced from India, and intercourse opened with the Roman Empire. The competitive examinations for literary degrees originated under this dynasty and a Penal Code was drawn up. Years of peace, during which the nation prospered, alternated with incursions by the nomad Tartars. The modern Fukien, Kwantung, Yunnan, Szechuen and Liaotung were incorporated with the Chinese Empire. Chinese armies marched as far west as the Caspian Sea and China occupied a foremost position among the nations of the East.

There is nothing to show that China had a daily newspaper antedating the *Daily Acts*, or *Acta Diurna*, of Julius Caesar, established by a decree in 60 B. C. to record the sessions of the Senate. China's daily newspaper came at a later period, but it is probable that the *Miscellanies* was published, at least sporadically, until it was succeeded by the more ambitious effort. M. Huart notes records of the existence of the *Miscellanies* in the early seventh century A. D., under the name of the *Kai Yuang*, the descriptive designation given to the reign of the Emperor Yuan Tsoong.

While not possessing the first daily newspaper in the world, the nation of China had what became the oldest daily, in the *King Paou*—*king* denoting great, a term commonly used to designate the capital of the empire, and *paou* meaning to announce or report—which had its beginnings with the Tang Dynasty, A. D. 620 to 907, and continued until after the fall of the Manchu Dynasty in 1911, when it was permitted to die together with the ancient throne.

In the Tang Dynasty, according to Chinese historians, there appeared three publications in succession, the *Kung Men Ch'au*, the *Yuen Men Ch'au* and the *Te Ch'au*, and these perhaps were the predecessors of the *King Paou*. These historians are also the authorities for the statement that the vassal states of China had begun at this time to practice the art of news communication through published articles which they called the *Literary Pamphlet*. Other sources give Yuan Tsung of the Tang Dynasty as the ruling potentate responsible for the establishment of both the *Peking Gazette*, *King Paou*, and the famous Han Lin College, the dates of his reign being A. D. 712 to 756.

It was at the end of the Tang Dynasty that block printing was first applied to the production of books, printing ink having existed presumably prior to this time, and paper having been adopted from its place of origin in India years previous. The supposed inventor of block printing, according to Chinese sources, was a scholar, Feng Tao, who died A. D. 954. Assertions are made, however, that this method can be traced to the Sui Dynasty, A. D. 581-618. Six years after Feng Tao's death, the Sung Dynasty was established and the printing of books from blocks became a common practice.

The method of printing from the blocks is described thus: The work which was intended to be published was first written on sheets of transparent paper. Each of the sheets when finished was pasted face downward upon a block of wood, and an engraver with suitable tools cut away portions of the paper and the block, leaving the characters in relief and producing a block from which impressions might be made. The blocks were inked, a sheet of paper laid upon the inked surface and a brush passed

over the paper, pressing it against the inked surface and producing the finished impression. A separate block was naturally required for each page. Block printing was adapted to the language and its cheaper cost first gave the poorer classes the opportunity to own books. This method obtains today in China where the cost of modern printing machinery is prohibitive to the publisher.

Moveable type, according to Chinese history and foreign research, also had its origin in China. S. Wells Williams, writing in his work, *The Middle Kingdom*, gives credit to Pi Shing, a blacksmith, for the discovery. Mr. Williams writes:

The honor of being the first inventor of moveable type undoubtedly belongs to a Chinese blacksmith named Pi Shing, who lived about A. D. 1,000, and printed books with them nearly five hundred years before Gutenberg cut his matrices at Mainz. They were made of plastic clay, hardened by fire after the characters had been cut on the soft surface of a plate of clay in which they were moulded. The porcelain types were then set in a frame of iron partitioned off by strips, and inserted in a cement of wax, resin and lime to fasten them down. The printing was done by rubbing, and when completed the types were loosened by melting the cement, and made clean for another impression. This invention never seems to have developed to any practical application in superseding block printing.

Since Mr. Williams himself went to China as a printer and became one of the most learned foreign scholars in the language and lore of the country, this information has an added accuracy. With regard to paper in China, he asserts: "Paper was invented about the first century, and cotton paper may have been brought from India where it was in use more than a hundred years before." Chinese paper was first made from bamboo by tritulating the woody fiber pulp in mortars. The Chinese give the invention of this to Ts'ai Ling in A. D. 75.

Moveable metal type seems to have had its origin in Korea. Frank L. Martin in his monograph, *The Journalism of Japan*, a University of Missouri bulletin, quotes Ernest Satow, writing for the Asiatic Society of Japan, to the effect that type was made there from copper during the reign of the Emperor Yung-lo, in 1403. The first metal type cast in China of which there is an existing record was that made for the Emperor Kang-hi. This

ruler, at the suggestion of Jesuit priests, had 250,000 copper type engraved for the purpose of printing the publications of the government, and these works are now in existence and highly prized for their beauty. His successors had the type melted to make coin but his grandson, the Emperor Chien Lung, directed the casting of a large font of lead type for government use.

The *Peking Gazette*, or *King Paou*, apparently made use of these forms of printing only after their more permanent establishment. It grew in strength and importance as the years went by and in the *Chinese Repository* for April, 1833, the following comment is made on its purpose, in the literary notes:

Peking Gazette—The document which is dignified by this name is published in Peking by the government and is there called *King Paou*. *King* denotes great, and is commonly used by the Chinese to designate the capital of their Empire; *paou* means to announce, to report. In the provinces it is called *King-too Muy-ko Chaou*, or simply *King-chaou*. From Peking the *Gazette* is forwarded to all the provinces, but with very little dispatch or regularity. It is often forty or fifty and sometimes even sixty days in reaching Canton. Here it appears in two forms, both of which are in manuscript. The largest is the daily numbers, and contains about forty pages or twenty leaves, duodecimo; the smallest contains about fifteen or twenty leaves and is issued only once in two days. The largest is designed solely for the highest officers—such as the governor, lieutenant-governor, etc. The expurgated edition is designed for the inferior officers throughout the province. The *Gazette* in this latter form is sold to the public at a high price, by writers who are connected with local officers. There are persons who lend the *Gazette* for perusal for a certain time and for a very small charge. Rich individuals also, who have friends in the capital, sometimes receive the *Gazette* in its best form, by private conveyance, direct from Peking.

The original design of the *Gazette* seems to be entirely for the officers of the government; and its publication to the people is merely by connivance contrary to law, like the publication of parliamentary speeches in England. The press in China, on all affairs of government, is entirely silent. But the *Peking Gazette* contains much important and curious information, which, like very much that is written and printed, circulates far beyond the time and place for which it is intended. By it the whole world is now made acquainted in some degree with the avowed feelings, wishes and desires of a great emperor and his advisers, as well as of the general occurrences among the people of China and its external possession.

The recommendation of individuals for promotion; the impeachment of others; notices of removal from office; from one station to another, of their being rewarded or degraded, of their causing vagrancy by going to ramble among the genii (a phrase denoting death, which the Tartar religionists have grafted on the language of the Chinese annihilationists)—these are the chief topics which fill the pages of the *Peking Gazette*; these, however, are matters of no great interest to foreigners who are ignorant of the parties concerned.

As in China the Emperor makes his own speech—i. e., his Majesty's opinions and decisions are given in his own name, the *Gazette* varies in interest according to the character of the monarch on the throne at the time; and also according to the different humors of the same monarch at different times. The late emperor during the latter part of his reign seemed ill at ease with himself and wrote much. His present Majesty does not often take the "vermillion pencil" in his hand, nor expatiate so largely as his father. The Yushe—imperial histographers, or censors, as some have called a class of men, who were originally appointed many centuries ago for the very purpose of "talking" or writing to the monarch (not at, as they do in some European countries) according to their individual temper and the character of the times in which they live, alter exceedingly the interest of the *Peking Gazette*.

We remember two of them during the late reign, who sent in memorials lecturing the monarch on his extravagance and vices—some of which were such as the refined journalists dare not even allude to—and at the close of their paper, they offered to be broiled or fried as it might please his Majesty. On the accession of the present monarch also, there were a few bold censors who appeared in the *Peking Gazette*. Reason's glory, (the title of the present emperor) completely blunted the edge of their censure by complimenting them on their courage and fidelity, saying that they were worthy compeers of the faithful sages of olden times.

To a foreigner the most illegible parts of the *Peking Gazette* are the highly sententious and sublimely classical effusions of gratitude and admiration addressed to the emperor, who is there represented in all the hard words that the oldest Chinese books can furnish—as a sage—as a God—as Heaven itself. To be able to read the *Peking Gazette* offhand, is no very easy attainment.

The journal seems to have been divided into three main sections: the *Kung-men Ch'ae*, "copy of the Palace Gate," a court circular; *Shang-yu*, imperial decrees; and *Tsou-pao*, memorials from the officers of state and answers to the documents. Epistles were sometimes added to the second section, sometimes to the third.

The *Journal Asiatique* in its issue for December, 1833, describes in the following manner the compilation of the *Gazette*:

The Supreme Council of the Empire, which includes the ministers, sits in the Imperial Palace at Peking. Early every morning, ample extracts from the affairs decided upon or examined by the Emperor the evening before, are fixed upon a board in the court of the palace. A collection of these extracts forms the annals of the government and hence the materials from which the history of the Empire are drawn. The administration and government establishments at Peking, are ordered, therefore, to make a copy of the extracts every day and preserve them in their archives. The government officers in the provinces receive them by tchi tchan (couriers), who are retained at the capital expressly for that purpose. But in order that all the inhabitants of the Empire may obtain some knowledge of the progress of public affairs, the placarded extracts are, by the permission of the government, printed completely at Peking, without a single word being changed or omitted.

Commenting on this the *Chinese Repository* for May, 1835, writes:

The result is the *Peking Gazette*. A court circular is issued daily at Canton also and slips of paper are occasionally hawked about the streets like an extraordinary gazette in London, on occasions of eventful news, or sometimes to report mere trifles.

S. Wells Williams, in the *Middle Kingdom*, gives a further description thus:

It is simply a record of official acts, promotions, decrees and sentences; without any editorial comments or explanations; and as such is of great value in understanding the policy of the government. It is very generally read and discussed by educated people in cities, and tends to keep them more acquainted with the character and proceedings of their rulers than ever the Romans were of their sovereigns and Senate. In the provinces thousands of persons find employment by copying and abridging the *Gazette* for readers who cannot afford to purchase the complete edition.

The editorial style of the Emperors may be taken from the following translation of a manifesto from the *Peking Gazette* of November 13, 1814, quoted in the *Chinese Repository* for January, 1836:

At this moment great degeneracy prevails; the magistrates are destitute of truth and great numbers of people are false and deceitful. The magistrates are remiss and inattentive; the people are given up to visionary schemes and infernal arts. The link that binds together superiors

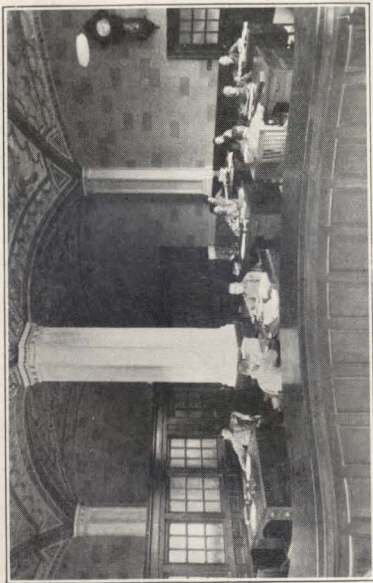
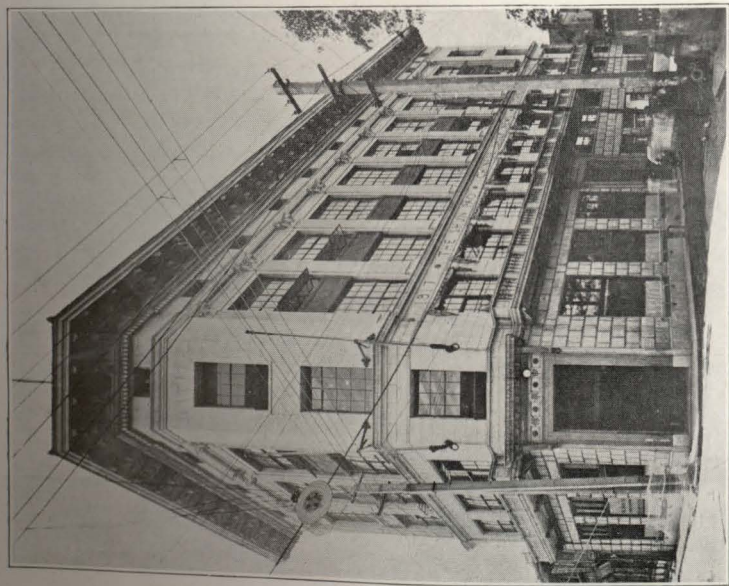
and inferiors is broken. There is little either of conscience or sense of shame. Not only do they neglect to obey the admonitions which I give them; but even with respect to those treacherous banditti, who make the most horrible opposition to me, it affects not their minds in the least degree; they never give the subject a thought. It is indeed monstrously strange! That which weighs with them is their person and their families; the government and the nation they consider light as nothing. He who sincerely serves his country leaves the fragrance of a good name to a hundred ages; he who does not, leaves a name that stinks for tens of thousands of years. What heart have those, who being engaged in the service of their sovereign, but destitute of talent, yet choose to enjoy the sweets of office, and carelessly spend their days.

The mechanical phase of the publication of the *Gazette* is described by J. Dyer Ball, in his *Things Chinese* in these words:

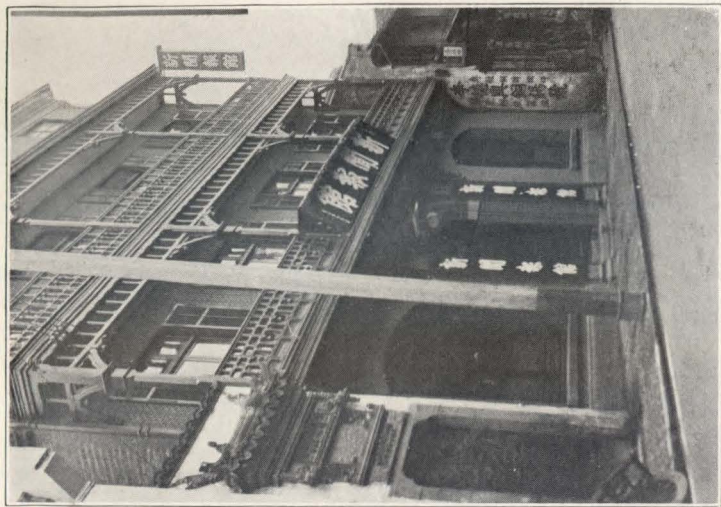
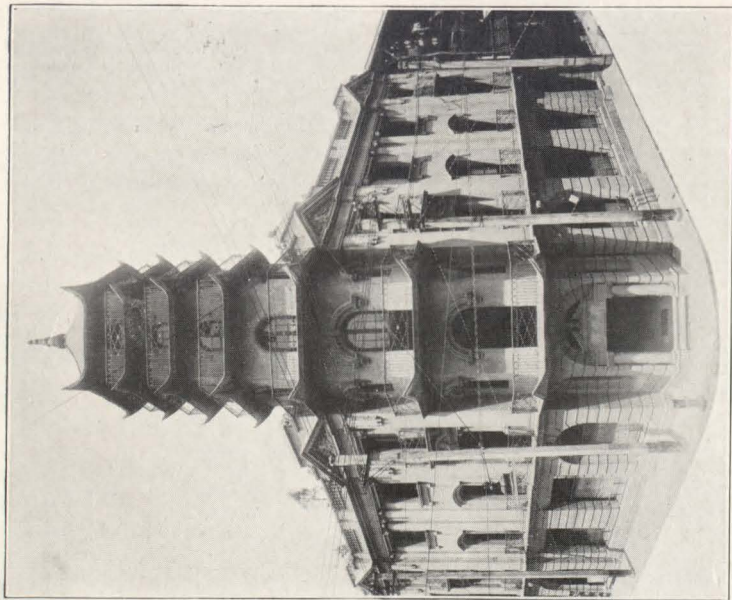
The printing is effected by means of wooden moveable types, which, to judge from some of the specimens examined, are cut from willow or poplar wood, a cheap if not highly durable material. . . . An average "Gazette" consists of ten or twelve leaves of thin, brownish paper, measuring $7\frac{1}{2}$ by $3\frac{3}{4}$ inches, and enclosed between leaves, front and back, of bright yellow paper, to form a species of binding. The whole is roughly attached or "stitched" by means of two short pieces of paper rolled into a substitute for twine, the ends of which, passing through holes punched in the rear margin of the sheets, are loosely twisted together (this being the usual manner of "stitching" small pamphlets in China). The inside leaves, being folded double in the usual Chinese fashion, give some twenty or more small pages of matter, each page divided by red lines into seven columns. Each column contains fourteen characters from top to bottom, with a blank space equal to four characters in height at the top. . . . As everything which the emperor says takes precedence of everything else, his replies to memorials appear in advance of the documents to which they relate, and this produces an effect much like that of a Puzzle Department, where all the answers should be printed one week, and the original conundrums the next.

With its development in later years the *Gazette* came to have more than one edition a day, and a morning and evening publication was evolved for a short time. The evening edition, containing, it is said, the deliberations of the Emperor, was bound in the imperial yellow, and the morning edition, containing less important news from the standpoint of official rank and authority, bore a red cover.

In the latter part of the Tsing dynasty the name was changed



The Shun Pao, Shanghai, occupies a modern reinforced concrete building, one of the best newspaper plants in the Orient. Above on the right is the city room and below its business office.



The building of the Shih Pao (Eastern Times), Shanghai, on the left, in whose planning the Chinese pagoda has been perpetuated. The Sin Wan Pao building, Shanghai, on the right, is typical of the majority of Chinese newspaper homes.

to *Political Gazette*. Later it came to be known as the *Cabinet Gazette* and following the 1911 revolution, shortly before its expiration, the *Government Gazette*.

Following the example set by the issuance of the *Peking Gazette*, the provincial governors undertook similar organs for their own territory. These newspapers had the provincial capitals as their seats of publication and were known either as *Yuen Men Chiao*, *Provincial Ya-men Gazette*, (*Ya-men* being the Chinese name for the residence and offices of the provincial governor), or the *Dee Quon Pao*. Proceedings of each particular *ya-men*, the proclamations emanating from them, the news of official visitors to the governors, and a scant amount of semi-inspired local news constituted the contents of these publications. Their subscribers were the officials of the province and those who aspired to be officials—the later class, if present-day conditions may be taken as indicating anything of the past, being composed of a sufficiently large number to give the provincial organ an appreciable circulation.

During the growth of the *Gazette* another form of news journal was becoming popular in the provinces, this form being a natural outgrowth of the earlier criers. Individuals printed—either by hand copying or by means of carved blocks—pictures of recent happenings, such as murders, robberies and other sensational matter that would interest their Oriental clients, whose ever-present curiosity fixes itself with delight on events having a more or less morbid cast. These sheets were hawked about the streets of the city or village by their editors and compilers, who used the tactics of the modern-day newboy to attract attention to their efforts. The day's edition was carried under their arm and one sheet was carried in view to arouse curiosity. They were followed by the usual group of urchins and when the crowd became sufficient to be interesting and profitable, the editor dispensed his journal for a few cash a copy. The success of this form of disseminating news was assured from the beginning both on account of the fact that it recorded the sensational and because it gave only a few characters of explanation, the actual news being given by means of the illustration. The illiteracy of

the population was such that written publications could not be of value to all, but pictures had a universal appeal. The publication of these picture sheets, of course, depended largely upon the events of the city or village in which they were issued and they came out sporadically.

Although the date of origin of this form of illustrated newspapers or pictorial news journals is obscure, it would seem that they constituted the forerunners or ancestors of the present illustrated publications that have been popular in England and on the continent for a number of years and which have been introduced with success into the United States since the close of the recent war. This form of news gathering and spreading survives in China today in the more remote districts with continued popularity.

Following the provincial gazettes, two other newspapers, the *Koo Vung Miao* and the *Kou Sung Lao*, came into existence, but little is known with regard to them, they having disappeared after a few years.

On November 8, 1827, the first foreign newspaper, *The Canton Register*, an English-language journal founded by James Matheson, came into being as a weekly. When Hongkong became a British possession this publication was moved to that city and continued there as the *Hongkong Register* from 1843 to 1859. As a supplement this publication issued in 1833 a sheet called the *Canton General Price Current*. Other foreign-language publications followed.

The Origin and Aspects of Modern Journalism.

Modern journalism in China may be accurately said to have had its origin in the growth of public opinion in China which came as a result of the revolution of 1911. The majority of the 800 or more publications in the country that appear with a certain regularity were established after this period. Some of the journals, such as vernacular, or colloquial, newspapers, had their beginnings earlier than this but took advantage of the protection afforded by the international concessions of Shanghai and else-

where to keep at a safe distance from imperial authority and from governmental officials. The Chinese throne was a jealous throne, a throne which guarded its prerogatives zealously except in the case of its own immediate representatives, and its extreme ideas of punishment for offenses against the imperial dignity did not appeal particularly to the Chinese who was ambitious to air his opinions or those of his colleagues through the columns of a newspaper or a magazine.

China has nowhere in her history an outstanding journalist, a man who has dominated the field and left there the imprint of his personality as have Greeley, Dana, Bennett, Pulitzer, Nelson and Watterson in the United States. The profession, as a natural consequence of the recency of its activities, has no traditions, and has only a weakness for politics and for political intrigue. The majority of the newspapers which have been established have been the organs of some political faction or personage, supported by the latter both morally and financially, since more often than not the individuals undertaking the publication of the newspaper or magazine had no conception of the commercial administration of such an undertaking.

There are notable exceptions, of course, to this generalization, but the majority of the publications of China are the organs of personal or group opinion whether this opinion be political or otherwise. Every organization of any worth or size feels the necessity for airing its views and opinions, and as a result, since it takes only a few hundred dollars to embark on such a venture, a newspaper or journal of some type is founded. In the city of Shanghai the labor organizations have three daily newspapers and it is said that in Canton, the Beggars' Guild, a well-organized group of mendicants, have a publication to give attention to their wants and interests. Peking is a bedlam of such political organs, financed and supported by individual and party interests, which spring up and often vanish over night.

At the moment it is difficult to separate the newspapers of China from the kaleidoscopic political changes that are going on in that country and from political parties and their activities. The usual question in the mind of the Chinese newspaper reader

is who is paying for the publication of a certain journal. This information will generally be forthcoming when a leading question is asked. It is a recognized part of the average Chinese newspaper and in one instance, a daily newspaper in one of the treaty ports announced in its columns that, "Our subsidy from _____ having been discontinued, we will hereafter be an independent organ." The leading publications of China, both newspaper and magazine, are exceptions, and it is these outstanding journals that are to be considered as indicative of the trend that is being and will be taken in the development of the journalism of the country.

In this connection, it may be noted that newspapers in the Chinese vernacular are often published and issued by natives in the interest of parties, individuals and groups outside of China. These publications are supported by nationals of other countries for the purpose of expressing their views in the language of the Chinese and for the furthering of their own particular interests, whether political or commercial. This practice is prevalent now, although not as widespread as during the World War when a number of nations were represented in this field by the activities of their citizens.

China is largely a playground of propaganda in its journalism when considered as a whole, and this propaganda is both domestic and foreign. It is subsidized and unsubsidized, nationally inspired often, but more often individually inspired, or inspired by a group or by a commercial interest. China's vast wealth of natural and undeveloped resources, its commercial and industrial potentialities, and the general view that it will one day constitute a financial bonanza have led to the constant effort to get the ear and the eye of the Chinese and to tell him something that will be to the advantage of the talker or the writer. The better Chinese newspapers are combating this tendency but circumstances at the moment are against any immediate success in this direction.

The Beginnings of the Modern Daily Newspaper.

The earliest daily newspaper in China in any language in the modern period was the *China Mail* of Hongkong printed in the English language and conducted by British interests. The *Daily Mail* was founded in 1845. Previous to that time the *Chinese Repository*, a magazine in the English language of a general news and information character, and several similar publications had made their appearance. The *Chinese Repository* had its first publication in 1833. Canton and Hongkong were naturally the centers of these efforts, since Canton was for a long period the only city in which foreigners were permitted to reside in China, and then only in a restricted area under the direct observation and responsibility of the semiofficial trading combine formed by the Chinese government to do business with the foreigners, the *Cohong*. In the volumes of the *Repository* are to be found the reports of Dr. Peter Parker, an American, the first foreign doctor to practice in China, and many other interesting bits of information about Chinese life at that period.

Perhaps the first effort to give the news of the foreign countries and the foreign press to the Chinese was instituted on the suggestion of the late Dr. Wu Ting-fang, former Chinese minister to the United States, who was responsible for having translations made from the *Hongkong Daily Mail* and *Daily Press*. These translations had a scant circulation in South China. Coming probably as a result of this effort was the first daily newspaper to be published in the Chinese language, the evening journal, *Chung Ngor Shan Pao* of Hongkong, which had its first issues in 1852. This publication has since been merged with the *Hongkong Chinese Commercial News*, which was established by the Hongkong General Chinese Chamber of Commerce May 1, 1919, and was the forerunner of other commercial newspapers in China proper started within the last few years. The second daily was the *Wah Sze Pao*, which also found its city of publication in Hongkong in 1860. These two newspapers from the standpoint of the participation of native Chinese in journalism can be taken as the beginning of the modern news purveyors, but

considering their geographical location, Hongkong having been a British colony since 1841, they cannot be included.

The first modern Chinese daily paper to be published in China proper, as nearly as reliable information can be obtained, was the *Shanghai Hsin Pao*, which appeared as a news sheet of one page, about the size of the average magazine, in 1870. This effort was short lived and its establishment and failure have left no traceable facts or impressions. It is apparent that several other short-lived daily ventures in Chinese were started at this time, also without success.

The oldest daily newspaper in continuous and successful publication in China is the *Shun Pao*, or Shanghai Journal. The *Shun Pao* had its first issue on April 30, 1872, under the apparent direction and ownership of a British firm, Major Brothers. The first issues were printed on one sheet of thin Chinese paper and on one side of the page only. This sheet was folded to compose eight pages $9\frac{1}{2}$ inches by $9\frac{1}{2}$ inches. A copy of this first issue is in the library of the *Shun Pao* in Shanghai. A translation of the contents of the first page of this issue follows:

Notice of the Shun Pao.

It is regrettable that so many events in the Empire worthy of being placed on record are not recorded for the lack of a suitable medium. In the case of novels, the original events are so excessively amplified that their accuracy is open to question. The newspaper has thus proved to be the one medium whereby the stories of events worthy of being placed on record will be preserved. This is the reason for the publication of the *Shun Pao*.

The *Shun Pao* will be a recorder of events in the fields of politics, diplomacy, commerce and society. It will seek to be accurate in its statements and will maintain a simplicity of style so that it will be universally read with ease.

Rules of the Shun Pao.

The price of the *Shun Pao* will be 6 cash for wholesale orders. The local retail price is 8 cash and the retail price in distant places is 10 cash.

Poems and literary compositions will be published but no remuneration will be paid to the writers.

The columns of the *Shun Pao* will be open to contributors relating

to such momentous problems as governmental progress, economic well-being of the masses, the development of China's natural resources and waterpower, in fine, all articles which further the economic plans of the imperial government and the agricultural interest of the hardworking peasants.

第一第

大清同治 日三十二月三年申壬

申報

第一日十月三年亥癸

本館告白

今天下可傳之事甚多矣而湮沒不彰者比比皆是其故何歟蓋無好事者無從述也嗚呼
使奇聞逸事雖然無稱殊可嘆惜也溯自古今以來史記百家載籍極博山經海國無不
甚詳然所載皆前代之遺聞已往之故事且篇幅浩繁文辭高古非庸紳先生不能有也
非文人學士不能觀也至於稱官小說代有傳書若張華志博物千寶記搜神齊諧志
怪之書或稱爲文章之選凡茲諸類均可流覽雖其事或荒誕無稽其文皆與時有異
僅能助雅者之情談未必爲雅俗所共賞求其紀述實今時事實實而不悞事則簡而
能詳大如學士大夫下及農工商賈皆能通曉者固其如新聞紙之普及新聞紙之製創
自西人傳於中土而見香港廣州新聞體例最善今仿其意設中報於上海凡 國家之
政治風俗之變遷中外交涉之要務商賈貿易之利弊與夫一切可驚可愕可喜之事足
以新人聽聞者靡不畢載務求其真實無妄使觀者明白易曉不爲浮誇之辭不爲荒唐
之說實爲當今最爲有益於世道人心而於國家社會裨益尤多矣此亦不至受其欺此新聞之
作固大有益於天下也且夫天下至廣也其事亦至繁也而其人又散處不能相見也夫
誰能廣覽而周知哉自新聞紙出而凡可傳之事無不遍播於天下矣自新聞紙出而世
之覽者亦皆不出戶庭而知天下矣豈不尊哉惟是事雖變與例若初創或恐困於方隅
限於知聞遺漏滋多尙希 四方君子勉而教之匡其不逮實有厚望焉申報主人謹白

本館條例

啟者新聞紙之設原欲以開新奇廣聞與衆流佈四方者也使不事迴避權探以擴我見
聞復何憂兼顧並觀以傳其新異是不可徒拘拘于一鄉一邑也茲本館特將條例開列
于左如 貴客願賜教或索閱者祈惠顧一切爲幸

一本新報議價于上海各店零售每張取銀八文各遠處寄費每張取銀十文本館並計
每張取銀六文

一如有願人韻士有願以短什長篇愚教者如天下各名區竹枝詞及異域紀遊之類概
不取值

一如有名官識論實有係乎國計民生裨助水之源之類者上關 皇朝經濟之重下知
小民稼穡之苦則登新報概不取銀

The first page of the initial number of the Shun Pao, Shanghai, issued April 30, 1872.

What the exact connection of the Major Brothers was with the publication is not obtainable. It may have been that they were interested in order that the publication might obtain the protection of the British government, or in order that its existence in Shanghai's British settlement might be guaranteed. The news-

paper was at that time Chinese and continues today under purely Chinese ownership and direction.

Following the *Shun Pao*, the *Hu Pao* made its appearance in 1880 as the Chinese-language edition of the leading British daily of Shanghai, the *North China Daily News*. Twenty years later came the *Sin Wan Pao*, or *New News Journal*. The *Hu Pao* soon discontinued publication, but the *Sin Wan Pao* has had a successful existence and is today the newspaper having the largest circulation in the nation.

Up to 1895 there were about thirty-one daily newspapers in China; those in existence at the present time are only those which have been described.

Following this time, however, with the rise of the Boxer organization and the formation of pro- and anti-monarchical parties, newspapers espousing the various causes appeared. These came as a result also of the Chino-Japanese war, and their activities were confined largely to the treaty ports of Shanghai, Tientsin, Hankow, and Canton, and to places abroad. As the imperial regime became more liberal these journals penetrated the interior. It was during the period from 1896 to 1905 that more than 1,000 publications came into being, the majority of which have since disappeared. It was a time for newspaper development because the incompetency of the Manchu rulers was becoming more and more evident, the political agitation was reaching a white heat, and the revolutionary party was gaining strength.

In 1895 a reform party, the Ch'ian Hsio Hui, of which Yuan Shih-kai, later president of the Republic, was one of the prime movers, was organized and undertook the publication of a newspaper known as the *Wai Kung-pao*. This organ had as one of its editors, Liang Chi-chao, who is one of the most outstanding journalists in China at the present time. It was sent free to the subscribers to the *Gazette* and had a circulation of 3,000 a day. The dissolution of the reform party by the government brought this newspaper to an end. Liang Chi-chao went to Shanghai and there started the *Shih Wu Pao*, with the financial assistance of Viceroy Chang Ts-tung. His attacks on the government became

intolerable to the administration and Chang was forced to withdraw his support, Liang going to Japan as a political refugee.

Japan at this period was a haven for political refugees and the first publications of the party that was later responsible for the revolution—a group of young republican enthusiasts who did their pioneering work in the Island Empire during the late nineties and the earlier years of the present century—were issued there. Liang Chi-chao was a most active figure in the editing of this group of journals, as he was in the furthering of the interests of the revolutionary party. Notable among these papers was the *New People*, a weekly, and two similar publications, the *Nation*, or *Sing Ming Zoon Pao*, and the *Justice*, or *Yong Yien Pao*. Shanghai also became a haven for revolutionary activities as did the foreign concessions of Tientsin and Hankow—this latter base being the scene of the first outbreak of the revolution—because of the protection afforded by the foreign national and international jurisdictions from the inroads of the Imperial authorities.

The government began to take an interest in the establishment of newspapers in the latter part of the last century. Emperor Kwang Hsi, in an edict dated September 12, 1898, ordered the publication of a newspaper to serve as a model for the activities of his subjects in this direction and for the general enlightenment and encouragement of the people. Viceroy Sung Kai-lai was appointed to carry out the order and the publication was given the name of the *Kuan Shou Chu Hui Pao*. It was published in the form of a pamphlet and contained largely translations from English language and Japanese newspapers together with Imperial decrees. It came to an abrupt end as a result of the coup d'état effected by the Empress Dowager September 28, 1898.

The newspapers of this period preceding the revolution were characterized by a series of anti-sentiments. They were anti-monarchist, anti-foreign, anti-opium, and all were propaganda organs of some particular party or faction. Some of them have survived and have continued publication with alterations in their editorial policies to meet the changing times. Among those that are being issued today are: The *Fukien Daily News*, Amoy; the

Nan Yueh Pao, *Yang Cheng Hsin Pao*, and *Seventy-Two Guilds Shang Pao*, a politico-commercial newspaper whose influence is greatest in South China, all of Canton; the *Chi Fu Pao*, Chefoo; *Chuen Chi Kung Pao*, Hangchow; the *Hankow Times*, Hankow; *Ho Shen Jih Pao*, Kaifengfu; the *Kiangsi Ming Pao*, Nanchang; the *Peking Jih Pao*, *Chun Tien Shih Pao*, *Kuo Ming Kung Pao*, Peking; the *China Times*, *Yu To Jih Pao*, Shanghai; *Ching Tsing Ta Wu Shih Pao*, *Ta Kung Pao*, *Tientsin Daily News*, Tientsin; *Chien Pao*, Tsinan. Of these revolutionary organs some remain almost solely as a name and a spent effort while others have risen to places of prominence in their sections of the nation.

The *Shih Pao*, the *Journal of the Times*, or as it is called in English, the *Eastern Times*, was founded during this period, June 12, 1904, at Shanghai, by Dih Ch'u-Ch'ing, who was an ardent revolutionist. Mr. Dih sold a part of a valuable collection of Chinese paintings left him by his father in order to obtain money enough to establish the newspaper and to help the revolutionists in other ways. His activities led to attempts to arrest and punish him and he was forced to flee to Japan. He, however, retained his interest in the *Shih Pao* and has conducted it continuously since that time. Mr. Dih is perhaps the most scholarly, from a Chinese viewpoint, of all of the editors of the country. He has a reputation for the beauty of his Chinese penmanship. He has also written a collection of poetry and prose which has been published in a volume called *Memoirs of the Pavilion of Equality*. Several of the officials of China, including Wen Tsung-yao, former minister of foreign affairs, and Chen Chien-tao, former minister of finance, started their careers on the *Eastern Times*, as have several of the newspaper owners of the country.

The *Shih Pao* is typical of the newspapers started during the revolutionary period that have been successful. The temper of this press can best be indicated by a translation of the first editorial appearing in the *Shih Pao*, which read:

The survival of the fittest, a theory first brought to light by Darwin, has had a great effect on Western civilization. In the Chinese classics the same idea may be found that "the superior man always maintains the mean" and that "all embracing is the man who is vast, deep and active as

a fountain, sending forth in due season his virtues." It is true that success goes to those who adapt themselves to the circumstances and failure to those who live in a world of their own.

At the present time most Chinese officials and politicians, ignorant of the situation of the world and going on easily with their corruptive habits and conservative ideas, are so behind the times that they seem as if they were living in the dark ages. Some bold and sanguine people, who have little knowledge of the history of western nations and also the particular condition of their own country, are too fond of making unnecessary changes according to what they call "modern methods" to pay due regard to whether or not such changes will be a step toward social and political improvements; this kind of people, I think, will do more harm to China than good. Still there is another kind of people who are neither conservative nor radical nor desirous of improving the people in any logical or systematic way. They fail, however, to accomplish what they desire, because they are lacking in sound knowledge and reasoning and cannot analyze what they want to do. I believe that the editors of the daily papers and periodicals of China belong to one or the other of the three classes of men just mentioned.

But China needs a guide of the right kind at her critical moment. In view of this, we start the *Eastern Times*, in which all things relating to science, art, literature, etc., that are beneficial to her will be introduced at large, and the political and social affairs, both national and international, are to be discussed in a fair way. Besides, we shall print up-to-date and first-hand news and accurate and reliable reports on local and provincial conditions.

We shall do our best to keep pace with the leading newspapers of the world and we hope that we shall be able to do our task successfully and well. May China some day occupy a unique position among the nations of the world. May the *Eastern Times* also have a high position among the world press. "Union is strength." We need the co-operation of our peoples.

Following the establishment of the Republican form of government in China, the publication of newspapers again waned and in 1913, the newspapers and periodicals in the country totaled 330. The entry of China into the World War and the efforts of the various nations of the world to enlist China's aid and sympathy gave rise to many new publications, newspapers particularly. It was during this period that foreign interests began to be interested in the control of Chinese daily papers for the dissemination of propaganda. China also experienced during the period of the war an increased prosperity which reflected itself

not only in the export trade but also in domestic activities. It was at this time that the large growth in native manufacturing with modern methods began and that the Chinese commercial circles generally began to be more interested in foreign trade.

This era of prosperity had its effect on newspaper conditions and because of the presence of more money, many political and other ventures were started. A most characteristic newspaper of this period is the *Shang Pao*, or *Shanghai Journal of Commerce*, a daily journal devoted largely to the interests of the Chinese commercial circles and to the various principal markets of the country. This publication was founded by a group of Chinese merchants together with an American, George E. Sokolsky, who undertook the organization of the various departments of the newspaper along modern American lines.

Several of the journals that took advantage of this general condition of affluence to come into being have found increasing favor and have come to be recognized as the leading journalistic efforts of their communities. The *Chen Yi Pao*, or *The Righteousness*, a daily established in September, 1919, at Hankow, has been able to gain the largest circulation in its territory, and, according to native observers, the largest amount of popular approval. The *Yi Shih Pao* of Peking, which is jointly owned and operated with the *Yi Shih Pao*, *The Social Welfare*, of Tientsin, also had its establishment at this time, in 1918, and has achieved the largest circulation in both fields. The journals are owned by a Roman Catholic society and are noted for their fearlessness in denouncing official corruption. Similar examples could be taken from the smaller capitals and trading centers.

The Legal Aspects of China's Journalism.

Shanghai has been called the cradle of the journalism of China and this phase of its development can best be explained by the legal situation existing in the country. The Provisional Constitution of 1912 among other things clearly defined freedom of speech and the liberty of the press, but there has never existed nor does there exist at this time any legal machinery to carry out

this guarantee. The Constitution has never been any more than a document to be referred to in case of an inter-factional argument, and to all practical purposes is non-existent. The word of the individual military governors and their underlings is law, and editors have suffered as a result of their whims and fancies. Slight criticisms of the ruling administration have caused the imposition of heavy fines and imprisonment without trial. Hin Wong, one of the most fearless of China's younger generation of journalists, a graduate of the School of Journalism of the University of Missouri, and a prominent figure in the World Press Congress, while editor of the *Canton Times*, a Chinese-owned daily published in the English language, was ordered beheaded in 1917, by the military authorities of Kwantung province for several criticisms of their policies, but escaped this punishment as a result of intervention on the part of foreign friends. This censorship has been in most instances as effective as the Imperial press laws of Japan in the restraint of the native journals and has even permeated the postal stations located at various provincial capitals. A Chinese newspaper from any part of the country is examined in the postoffice as it arrives and if any reference thought to be of a derogatory nature is found, the sheet containing it is torn from the issue before the paper reaches the subscriber. If this is not possible the entire paper is confiscated.

The result of this has been the centering of newspaper publishing in the treaty ports where settlements of a national or international character are located, in order that the editors and publishers may there have the protection of the foreign governments in control. This movement has gone even further in that the leading Chinese newspapers of today have incorporated as publishing companies under the laws of foreign countries and are therefore amenable only to the press laws of those nations. The *Shun Pao* and *Shih Pao* of Shanghai are incorporated under French law, while the *Sin Wan Pao* and the *Shang Pao* of the same city hold American articles of incorporation. Newspapers in the interior have also taken advantage of the protection thus offered. Other editors are either Japanese or other foreign citizens, despite their Chinese ancestry, and have the extra-territorial

privileges granted foreigners in China, which grant them the right, if accused, to be tried in the courts of their respective countries or of the countries under whose laws they are incorporated. The leading newspapers of the country then, while owned and operated largely by Chinese, are not Chinese in nationality.

Shanghai has attracted these newspapers because of the freedom offered in the international settlement of this city, whose organization has been described elsewhere. Several attempts on the part of various groups of foreign citizens of Shanghai to limit the scope and freedom of the press and of the business of publishing in that city through concerted action of the taxpayers of the settlement have been unsuccessful.

China's press law provides for a licensing of the press among other things and the placing of security with the police administration of the city of publication. The entire law contains thirty-five articles, of which the following is a condensation:

1. Newspapers are divided into six classes: dailies; periodicals having an indefinite period of publication; weeklies; ten-day periodicals; monthlies; and annuals.

2. The publisher is required to register at the central office of the police administration in the city of publication, giving the name of the publication; its character; frequency of its issuance; the names, ages, addresses and other personal information regarding each of its publishers, editors and printers.

Having complied with the requirements set forth here it is either approved or disapproved by the police administration. In the former case it is given a license, the required information being sent to the Ministry of the Interior.

3. Those who have passed the age of 30 and who do not belong to one of the following classes are allowed to be publishers, editors or printers: persons who have no definite place of lodging; persons feeble-minded or insane; persons who have been deprived of the privileges of citizenship; persons connected with or in the service of the army or navy; executive and judicial officials; and students.

4. The same person cannot be both an editor and a printer.

5. When the approval of the police administration is received the publisher must, twenty days before the issuance of his journal, deposit security at the following rates: dailies, \$350; periodicals having indefinite periods of publication, \$300; weeklies, \$250; ten-day periodicals, \$200; monthlies, \$150; annuals, \$100.

Publishers in the national capital, provincial capitals, commercial cities and treaty ports must pay a security double the standard rate.

Periodicals devoted to literature, arts, statistics, official documents, reviews of books, and prices of commodities exclusively are exempt from paying the security.

The security is returned to the publisher whenever his activities as an editor and owner cease either on account of government interference or his own volition.

6. In every issue of the publication, the names and addresses of the publisher, editors, and printers, shall be published.

7. On the day of publication of every issue one copy shall be sent to the police administration for examination.

8. Matter of the following natures shall not be allowed in publications: attacks against the existing government; endangering public safety and general order; matter that tends to corrupt the morals; secret diplomatic relations, military affairs, and other official communications which by their very nature preclude their publication; unsettled legal cases and their proceedings, the presence at whose hearing has been denied the general public; proceedings in Parliament and other official meetings at which the general public is not permitted, according to the Constitution; attempting to instigate, protect, praise or save criminals, the accuser in a criminal case or attempting to harm the accused; malicious attacks upon personal character, revealing one's secrets and defaming one's reputation.

It is to be noted that these regulations were published three years after the establishment of the Republic. Monarchistic in tone, they are the work of Yuan Shih-kai, the second president of the Republic, who met defeat in an attempt to restore the monarchy with himself as the sovereign. While they still obtain with as much legality as any of China's statutes, they have no possibility of enforcement and present merely a record of the attitude of the officials of the new government toward journalistic efforts in general at the time of promulgation.

Chinese newspapers are open to libel and other charges under the sections relating to offenses against public order contained in the provisional criminal code. This code has a wider prevalency in application than the regulations of Yuan Shih-kai, but cannot as yet be taken as universal. The sections, as taken from the *China Year Book of 1921-2*, read:

Article 221. Whoever, by writings, pictures, speeches, or any

other means openly incites any person to commit any offense shall be punished with:—

1. Imprisonment for a period from the third to the fifth degree, or fine of not more than 300 nor less than 30 yuan, when the severest punishment for the offense incited by him is death or imprisonment for life.

2. Imprisonment for a period in the fifth degree or detention, or fine or not more than 100 yuan, when the severest punishment for the offense incited by him is imprisonment for a period.

When the offense under this article has been committed by means of a newspaper or any other periodical, or by means of printed books wherein the writings or opinions of other persons have been collected, the editor or such newspaper, periodical, or book shall also be punished in accordance with the provisions of the last preceding section.

The following is taken from China's Criminal Code:

Offenses Against Reputation and Credit.

Article 316. Whoever publicly offers any insult to another, shall be punished with detention, or with fine of not more than 300 yuan (Chinese dollars, worth about 50 cents each in American money).

Article 317. Whoever makes or circulates any defamatory statement against another with intent that the same may be communicated to three more persons is said to commit an offense against reputation, and shall be punished with imprisonment for a period of not more than six months, or with detention, or with fine of not more than 500 yuan.

Whoever by circulating written words, drawings or pictures commits the offense specified in the preceding paragraph, shall be punished with imprisonment for a period of not more than one year, or with detention, or with fine of not more than 1,000 yuan.

Article 318. A person shall not be punished for an offense against reputation if he proves that the statement is true; provided, that he shall be debarred from proving the truth of any statement concerning the private life of the injured party the publication of which is not of public benefit.

Article 319. Whoever makes a statement in good faith in any of the following circumstances:—

1. By way of self-jurisdiction or self-defense, or for the protection of a lawful interest;
2. In a report made by a public officer within his official functions;
3. By way of fair comment on anything subject to public criticism;
4. By way of fair publication of the proceedings of any delibera-

tive assembly, whether national or local, or of any court of justice, or of any public meeting; shall not be punished for an offense against reputation.

Article 320. Whoever commits an offense against reputation by making or circulating any statement which he knows to be false, shall be liable to the punishment prescribed for the offense increased by one-third.

Article 321. Whoever publicly offers any insult to the memory of a deceased person, shall be punished with detention, or with fine of not more than 300 yuan.

Whoever commits an offense against reputation in respect of the memory of a deceased person by making or circulating any defamatory statement which he knows to be false, shall be punished with imprisonment for a period of not more than one year, or with detention, or with fine of not more than 1,000 yuan.

Article 322. Whoever injures the credit of another by fraudulent means or by circulating rumors, shall be punished with imprisonment for the same period and fine of the same amount or with both detention and fine of the same amount.

Today's Newspapers in China.

Newspaper reading is on the increase in China, particularly in the ports and other principal cities, as is evidenced by the rapid growth in the circulation of the outstanding daily publications of the country since the beginning of the European war. The inter-factional wars of the last few years from the overthrow of Yuan Shih-kai to the more recent clash between the Chihli party, led by General Wu Pei-fu, and the Fengtien faction, headed by General Chang Tso-ling; the increase in the number of educated Chinese, and in their interest not only in the affairs of their own nation but in those of international gatherings and conferences, such as the Disarmament Conference at Washington; these have all opened up new fields of expansion.

As has been mentioned elsewhere, Shanghai is the principal publishing center of the country and the two leading newspapers of China are issued there. These newspapers are selected both from the standpoint of circulation and from the general enterprise that is characteristic of their endeavors. These two journals, the *Shun Pao*, and the *Sin Wan Pao*, may be taken as ex-

amples of the highest type of Chinese journalism as expressed in the collecting and disseminating of news, although two others having somewhat smaller circulations, the *Shih Pao*, and the *Shang Pao*, must also be mentioned because of their progressive attitude.

Ranking next in order to the Shanghai publications are those of Tientsin, Peking, Canton, and Hongkong. In Tientsin the *Yi Shih Pao* leads the field in circulation and popularity. Its Peking edition, published in the capital, divides circulation honors with a colloquial paper, the *Chuin Chiang Pao*. Canton and Hongkong newspapers have smaller circulations and are more restricted in their fields.

The largest circulation in China is that claimed by the *Sin Wan Pao* of Shanghai (circulation here is taken as a mark of influence and popularity) whose publishers claim a daily total of 100,000 copies. Following close on this journal is the *Shun Pao*, whose circulation is variously estimated at from 45,000 to 60,000 daily. These circulation figures are the subject of disputes and since there is no organization in China to guarantee them they must be taken at their face value. The other leading news publications of China, together with their circulations, which in this tabulation are taken from the *Directory of Newspapers in China*, issued by Carl Crow, Inc., Shanghai, are:

<i>Yi Shih Pao</i> , Tientsin	20,000
<i>Chuin Chiang Pao</i> , Peking	21,000
<i>Shih Pao</i> , Shanghai	15,000
<i>Yi Shih Pao</i> , Peking	10,000
<i>Hsin Shun Pao</i> , Shanghai	10,000
<i>China Times</i> , Shanghai	10,000
<i>Chun Tien Shih Pao</i> , Peking	8,000
<i>Ta Kung Pao</i> , Tientsin	8,000
<i>Wah Sze Pao</i> , Hongkong	7,000
<i>Hongkong Chinese Commercial News</i>	7,000
<i>Seventy-Two Guilds Shang Pao</i> , Canton	7,000

The *Shang Pao*, Shanghai Journal of Commerce, not mentioned in the above list, has a circulation of approximately 10,000. The average circulation of Chinese newspapers, however, is from 1,000 to 4,000.

In 1921, according to the *China Year Book* for that period, there were 373 native-language daily newspapers in the country, of which seventy were published in Peking, thirty-nine in Canton, and twelve in Shanghai. In the two former cities the majority of the journals are published in the interest of some political question and rise or fall with the interests of their party. It was estimated during the earlier part of 1922 that there were 150 periodicals in Peking, 80 per cent of which were of an insubstantial nature, some possessing a circulation of not more than fifty copies. These journals may appear daily over a period during which their subsidy is paid with regularity, wane or disappear when the subsidy becomes small or ceases, and again burst into full vigor when a new subsidy appears.

Some of these organs take fanciful names, one being called the *Chi*, or *Red Paper*, a four-page journal of a radical nature, and another the *Huang*, *The Yellow Paper*, a sensational sheet whose news resembles the color from which it derives its name.

Other party organs, having industrial purposes or often the interests of a guild or union to further, are found in all sections of the country, the newspaper of the Beggars' Guild of Canton being mentioned elsewhere. Among the more recent journals of this kind is the *Labor Union Weekly*, the *Laou Kung Tsou Pao*, which is published in Shanghai by the Chinese Amalgamated Labor Unions, and whose nature is considered by many Chinese to be extremely radical.

Still another grouping occurs in the newspaper field of China, particularly among the dailies, which is peculiarly Oriental. For want of a better appellation, these papers have been styled the "tea house gossip press". Shanghai having earned the name of the "Paris of the Orient", it is quite natural that the majority of these papers should be published in this city, although an organ of this type published by the Actors' Guild has its home in Chengtu, the capital of China's farthestmost province on the border of Thibet. The tea house gossip press is what its name implies, a press that is concerned with the news and gossip of the various tea houses and their frequenters, with the more spicy bits of theatrical news, and with the doings of that

peculiar class of entertainers in China, who can be compared only with the geisha girls of Japan, the "sing-song girl". It is not infrequently that these publications indulge in veiled blackmail. The principal one of these tea house papers is the *Yue Shih Pao* of Shanghai, which has been in existence for more than twenty years. Shanghai has ten of these journals appearing daily, some subsidized by various sing-song girls, their names appearing each day as supporters, some deriving their principal incomes from theaters and amusement places. All Chinese newspapers carry a certain amount of this gossip but in the others it is of a much more subdued nature.

The make-up of a Chinese daily differs widely from that of a foreign newspaper. It usually consists of three or four sheets, not pages. Each sheet is what would ordinarily be styled four pages in English-language publications but both sides of a sheet are labeled "Sheet One". The average Chinese newspaper reader takes his paper apart as soon as he purchases it and reads it sheet by sheet, reading from right to left. This enables the newspaper publishers to utilize the inside margins for further news, eliminating the white space allowed for the fold in the American newspaper. What would be the first page of an American newspaper is naturally, by reason of the Chinese mode of reading from right to left, the back page of the Chinese daily.

News of importance is emphasized by the use of typographical signs such as circles and triangles. Bold type is used so liberally in telegrams that the usual emphasis given by such means in American newspapers is minimized. Since the first Chinese-language dailies were organized under English auspices and protection, most of them follow the British style of placing the most important news on the middle pages of the paper and the advertising on the outside pages.

An average issue of a Chinese daily newspaper (the *Sin Wan Pao* being taken as an example) will contain the following: (The sheets are divided into pages here in order to give a clearer impression to the Occidental reader.)

FIRST SHEET: Page 1.—With the exception of the name heading of the newspaper, the page is entirely devoted to ad-

vertising. The page is divided in half horizontally and the advertisements run from top to bottom of each half. Almost all of the advertisements are announcements of one kind or another. Any important notice by any firm, school, publishing house, industrial establishment, or bank is usually inserted on this page.

Page 2.—This page is also devoted to advertising and in the majority of instances is almost wholly occupied by announcements of lotteries and lottery shops. It may be noted in passing that some of the newspapers, the *Shun Pao* among them, refuse to accept advertisements of this nature.

Page 3.—Three-fourths of this page is occupied by advertising. At the lower left-hand corner are the presidential mandates—the chief executive of China continuing the imperial practice of issuing executive orders as mandates—and domestic telegrams.

Page 4.—More domestic telegrams are printed on this page, which is divided into six horizontal columns, averaging three or four inches in depth. This page also has a short editorial at the lower left-hand corner.

SHEET 2: Page 1.—The upper horizontal columns are given over to domestic telegraphic news, translations of foreign cables, wireless dispatches and public telegrams. In the lower columns is domestic news.

Page 2.—This page is the domestic news page, containing in addition minor news items from various cities sent in by correspondents.

Page 3.—The news items from the cities are continued on this page. At the bottom is a short editorial and correspondence resembling the material that is ordinarily published in such sections as the open column in an American daily.

Page 4.—This is the want ad page of the newspaper and is divided into eight vertical columns, containing the following heads: legal notices, announcements, wanted, lost and found, miscellaneous, auctions.

SHEET 3:—Page 1.—The entire page is devoted to local news with a few advertisements sprinkled in. The horizontal column arrangement appears again.

中華民國十一年十二月二十七日 星期五 (張三第報申) 壬戌年九月初八日 (一)



氏身白玉霜
 賜富連帆
 對山元水色
 愈形清秀



理髮師保潔位瑞嘉

**小宋連雪煙警
 呂柯地茄廠告**

柯地地煙廠出品
 煙味醇厚
 入口清香
 誠為消夏
 之佳品也
 凡欲購者
 請認明本
 廠商標為
 記庶不致
 誤特此聲明



此煙係由名師選料
 精工製成其味
 清香且能驅寒
 解渴誠為消暑
 之良藥也凡欲
 購者請認明本
 廠商標為記庶
 不致誤特此聲
 明

二帶丸
白帶丸

開平
平而開
物化機
獨而能
家驗為
經結身
理行功

江蘇
 蘇州
 常州
 無錫
 南通

杭州
 寧波
 紹興
 嘉興

福建
 廈門
 汕頭
 潮州
 揭陽

廣東
 廣州
 香港
 澳門

雲南
 昆明
 貴州
 重慶

四川
 成都
 萬縣
 宜昌

聯華銀行廣告
廣東銀行有限公司廣告

A local news and advertising page (1/4 a "sheet") of the Shun Pao, Shanghai. The large characters down the right side

Page 2.—Here are local news brevities, the presidential legal orders, an editorial, public announcements of court decisions, and a few advertisements.

Pages 3 and 4.—These are the theatrical and amusement section and contain advertisements of these places only.

SHEET 4: Page 1.—This is an economic and industrial news page, arranged in six horizontal columns. The page is subdivided into comments on individual subjects; commercial telegrams; the day's exchange market quotations; local market conditions, and other commercial and financial news.

are advertising, which occupies the margin that in an American newspaper would be left blank for the fold. At the left are other advertisements. The news is in the six horizontal columns. In each column the news would be read from top to bottom in each line, and from right to left across the column.

The large characters interspersed in the news are headings. Note the black circles used for emphasis and the black triangles at the beginning of paragraphs. The light portion near the middle of the second column from the bottom consists of market quotations, readily recognized by the straight lines which indicate numbers. A translation of part of the first story at the right in the third column from the bottom follows:

DISTRICT CORRESPONDENCE

NANKING

Recent News About the Girls' Normal School. Nanking Physical Education Normal School for girls has been established by Mr. H. V. Wang, the specialist in physical education, for already one year. This school has made remarkable success. More than ten graduates in the school of the last summer have all suitably obtained positions in the community. Since the opening of this school, more than one month has been passed. The new members of the faculty are all famous specialists along their respective lines. The students of the second year will be graduated next summer.

Page 2.—The economic news is continued to this page, which consists, however, mainly of patent medicine advertising.

Page 3.—The upper part of this page is devoted to market conditions generally treated, financial news and stock market quotations, while the remainder of the page, which is divided into 12 horizontal columns, is given over to shipping news and advertising.

Page 4.—A purely advertising page, containing railway schedules, theatrical and general advertisements.

With the exception of special departments, the general make-up of most Chinese newspapers is the same as this description. Some of the dailies have taken the American style of make-up and place their news on their first page, but they are as yet in the minority. It is interesting to note that almost every sheet in a Chinese newspaper contains an editorial. The commercial and financial news sections noted are growths of the last few years, as are other departments which will be discussed more in detail later. Although not mentioned above, the daily fiction story plays a large part in almost all newspapers.

Feature Sections and Supplements.

An ever-growing conviction among the editors and publishers of China that their function is not only to give news and comment but also to entertain and to educate has given rise to innumerable special sections or pages, various editions, and supplements. Each newspaper of any importance has some particular section, some editions and some periodic supplement which illustrates its editors' well-defined theory of what the reading public either wants or should have.

Shanghai being the center of newspaper activities, these special sections, editions and supplements have naturally reached their highest development there. Some of the sections appear daily, some weekly, practically all of the Shanghai newspapers being morning papers and having an enlarged Sunday edition resembling in purpose those of the newspapers of the United States.

The *Shun Pao* of Shanghai issues two special sections daily: The Common Knowledge section and the Free Pen, or Tatler, section. The first section, styled Common Knowledge, may best be described by a recounting of its general department heads, which are: Hygiene, Law, Ethics, Economics, Education, Science, Religion, Markets, Questions and Answers. Much of the information contained in this section is translated from foreign newspapers or magazines, or contributed by Chinese writers who are not immediately connected with the staff of the publication. The Free Pen section contains travelogues, a serial novel, dramatic criticisms, poems, short stories, essays and miscellaneous literary efforts, all of which are obtained in a manner similar to that followed with the Common Knowledge section. The *Shun Pao* also publishes two supplements, a Saturday Automobile section, the first of its kind in China, issued under the direction of an American motor car distributor, and the Sunday supplement, which contains features and other material similar to that of the Sunday editions of the American press. The motor-car section is an innovation in Chinese journalism but is meeting with a good reception both from the automobile advertisers and also from the readers, the Chinese public being vitally interested from several angles in automobiles.

The *Sin Wan Pao* has recently added two new daily sections, in addition to its regular section or department known as the Off Hour section. The first of these new sections is the New Knowledge section, which gives translated or original accounts of various scientific facts. It is interesting to note that a part of this section is devoted to articles on modern methods in agriculture. The Economic News section is the second of the new additions. It deals with economic information, market reports and discussions, exchange transactions and similar material. The Off Hour section publishes humorous compositions and paragraphs—the Chinese version of the American column—a long story or novellette, dramatic criticisms, gossip, jokes and similar offerings.

The *Eastern Times*, a newspaper which prides itself upon the fact that its greatest appeal is to the student population of the country, has taken the lead in sections and supplements. Its

daily supplement or section, the *Little Eastern Times*, has become exceedingly popular among Chinese newspaper readers. The contents of this section of two pages are: humorous comments; imaginary and gossipy telegrams; news items of foreign activities, resembling feature stories; domestic news brevities which are more often than not of a gossipy, ridiculing nature; stories with regard to scientific progress; short stories; poetry; comments on recent fiction; travelogues; novelettes or serial stories; and miscellaneous literary compositions. The *Eastern Times* is the only large newspaper in China which has a women's page. This appears on Wednesday of each week. This page is given over to discussions of women's rights, women in education, hints to housewives, sewing suggestions, embroidery work, and such other items as interest women in every land. This page is edited by Miss Chang Chao-han, principal of the Girls' Normal School at Nanking and a college graduate. Miss Chang has been assisted until recently by a Miss Wang, a graduate of one of the Shanghai preparatory schools. These two women are the only ones regularly connected with Shanghai newspapers. The main theme of their work has been the emancipation of their sex in the social life of China.

The first attempt to introduce a picture supplement or section in China, an imitation of the rotogravure sections of the American newspapers in that, while it employs the ordinary printing process, it uses warm tints in brown, red or green, has been successfully made by the *Eastern Times*. This two-page section, which appears on Monday, contains reproductions of Chinese and foreign works of art, pictures of Chinese and foreign notables, Chinese and foreign news pictures, and advertising, the pictures having underline explanations. On Thursdays this same newspaper issues a Weekly World supplement given over to the discussion of international relations and summaries of world news, together with interpretive articles.

Other sections or supplements in Shanghai are: The *Shang Pao*, The Leisure Hour; the *Republican Daily News*, Awakening section and Common People's section, the latter dealing with social service and economic subjects; the *China Times*, the Labor

and Merchant Classes, and the Light of Knowledge, this section given over to the publication of the efforts of Chinese scholars.

Sections similar to these are issued by the larger news publications in other parts of China, perhaps not with as great a frequency as in Shanghai.

As an interesting sidelight on the nature of these sections and their relationship to the newspaper, the position of the short story, novelette or serial novel is of importance. The story is one of the best circulation aids a Chinese newspaper possesses and Chinese fiction readers are realists in their desires. They are interested in the more intimate and often lascivious stories, and the publication which has the "snappiest" story running is often the one possessing the greatest popularity. Since many of the large newspapers are under foreign corporation laws and jurisdiction, it frequently happens that they are called into court to answer to a charge of publishing obscene matter, and more often than not this obscene matter is the fiction that is appearing in their columns. Occasionally it is an advertisement that offends. The newspapers make no defense of their stand and usually pay the fine imposed, knowing that their returns from circulation increases will offset the amount imposed.

The special edition is in great favor with Chinese publishers and certain auspicious days, such as the anniversary of the founding of the Republic, the Dragon Boat Festival, Chinese New Year, and the anniversary of the founding of the newspaper, are selected for their issuance. The advertising in these editions is particularly heavy, and in the event of an anniversary both the news and the advertising columns are filled with congratulatory matter received from friends of the publication.

The "extra" has little or no place in the general routine of newspaper publishing in China as compared to the frequency with which they are issued in Japan. The Chinese publisher is not as quick to take advantage of the opportunity of the moment and unless the news is of extraordinary value, it will first appear as a hand-lettered bulletin pasted in the window of the newspaper plant. When extras are issued they are generally of a small one-sheet size and sell for one cent, Chinese.

The sport page has not yet found a place in the Chinese newspaper because of a general lack of interest in physical feats. It is only within the last ten years, and as a result of foreign training and contact, that the Chinese has come to indulge in sports of any kind. The younger generation are now playing soccer, basketball, baseball, tennis and golf, and are out for track and field athletics, but the news of their games is not of sufficient importance in the eyes of the general public to warrant special treatment and is generally included in the general news stories that come occasionally from the colleges. During the Fifth Far Eastern Championship Games, held in Shanghai in 1921, the *Shun Pao* and other papers issued sporting supplements, with pictures, criticisms and records. These supplements met with a ready response at the time of their publication but they were discontinued at the close of the games.

The cartoon is a popular feature in the Chinese daily, although this popularity has not given rise to the employment of cartoonists by the various newspapers. The majority of the cartoons published are drawn by amateurs who submit their ideas, somewhat roughly executed, to the editors. These cartoonists are paid either in cash at the end of the month or in books. The cartoons are usually divided into three classes according to their subject matter and their execution. A somewhat standardized price obtains. The first class is worth \$3 a cartoon, the second \$2 and the third \$1, all in Chinese currency. Other prices range as low as 50 cents, Chinese currency.

News pictures, due to the illiteracy of the average Chinese, form a valuable feature of Chinese newspapers and are used daily. The editors are always on the lookout for photographs, and have equipped themselves to handle them, although the inexperience of the average Chinese pressman precludes any possibility of a clean, clear-cut impression.

Editorial Direction and News Gathering.

The majority of the newspapers in China are owned and controlled by either business men who are engaged principally in

some other occupation, or by political parties or aspirants. The editor and publisher is on the whole more interested in the money made by his publication, or its efforts in furthering his propaganda than in actual editorial direction, and this latter duty falls upon his subordinates. There is no closely knit organization such as one finds in the editorial departments of the United States and England. Each Chinese newspaper varies in the make-up of this department and the assignment of duties.

The editorial organization is usually headed by an editor-in-chief, who may either be the chief editorial writer, or occupy a position similar to that of the American managing editor. On the larger and more successful newspapers he is charged with the general direction of the editorial department and with the carrying out of the policy of the paper.

Under him are the various department editors or subeditors, whose duties vary. Some have charge of the domestic telegraph news, some the local news, others supplements and special features. In one organization there is an editor for each sheet of the paper and he is responsible for all that appears on his sheet, whether it be foreign or domestic news, markets, fiction or what not.

The writing of the editorials forms a large part of the activity of the editorial department, since these are main features of the paper, and, while a principal editorial appears daily, other comments are to be found on each sheet of an average paper. These editorials are the work of men who are supposed to be scholars, and frequently there is complaint that they are too classical in their style—employ too many characters with which the average reader is not familiar—and thus fail to meet the needs of the general public. Each Chinese journalist is ambitious to be an editorial writer, this being looked upon as the peak of journalistic accomplishment.

News gathering is done in a haphazard manner and the regular routine of obtaining such information by the use of reporters and by the establishment of regular news runs is not in vogue. Most of the news simply leaks in from various sources. Most of the reporters are men who are otherwise employed and

who by reason of their employment are in a position to furnish news or gossip. Men employed in places of public gatherings such as tea houses, silk shops, theaters and amusement places are paid for anything they bring in. Secretaries of various public officials or offices are able to add to their salaries by passing on news reports or rumors to newspapers and are often in the papers' regular employ. Occasionally a newspaper will send a reporter, who is always one of the editors, to a gathering of importance to get a story but this is often at the invitation of those who are promoting the meeting or the event. The result of this method of collecting news is a constant stream of biased information, inevitable inaccuracies and a large amount of gossip and rumor. Since the average wage of an editor, who might be considered as having the status of a reporter, is \$30 in United States currency a month or less, the positions are not sought after by the younger Chinese.

In some of the cities there exists a small class of men who might be styled news brokers, who are independent of any particular newspaper. These individuals gather such news daily as they are able to procure, exchange and syndicate with one another, and at a certain time in the evening turn over to a daily or several dailies the fruits of their labor, receiving their pay according to a plan that resembles the space-rate system in the United States.

Local news is also obtained by the use of translators, and each large newspaper has a staff of translators. These men review all of the foreign newspapers at hand and translate such items as seem to them to be worth reprinting in Chinese. Interviews are more often than not obtained from the foreign language papers of China or written for the press by the men whose views are sought. The translators are also kept busy rendering into their own language special articles and features from English and American newspapers and magazines for the special sections.

The editors are also the copy readers and this frequently permits a further warping of the news to meet the requirements of their employers. The usual headline employed in the Chinese newspaper, and headlines are rather generally used, is of the British type, "A Deplorable Accident." A new style, however, is

being developed resembling the American method of headlining. This style employs three lines, giving the gist of the story, with more information than in the old form. The headline is set off with a triangle at the top. In the event of a story of more than usual importance these triangles are heavier, and circles or concentric circles, are employed to add further emphasis. The *Eastern Times*, the *Shanghai Journal of Commerce*, the *Republican Daily News*, and the *China Times*, of Shanghai, now employ this style of headline writing.

The telegraph editors of China are, in addition to being editors, experts in code, for all messages in the country sent by wire are in a numerical code. Each character has a certain numerical code combination and news messages are sent in this. This system has originated both because it makes transmission less expensive, several characters being considered in this case as one word, and because it makes transmission easier for the telegraphic operators. The numerals used are not the Chinese but the Roman. Most of the telegraph editors are so expert that it is not necessary for them to have a code book at hand in order to decipher dispatches, being able to write the characters as fast as they can read the numerals.

The style of writing and the language used in the Chinese newspapers is undergoing a radical change. Twenty years ago the literary features of the dailies were the most important; poems, classics, and biographies of celebrities were preferred to news events. The language used was that of the scholar and the colloquial language was consequently scorned. The limited appeal of this type of news journal, however, marked its downfall. In the present day the publications use the simplest language possible and many have become colloquial or vernacular dailies. When obsolete phrases or expressions occur they are explained and every possible means is employed to give as large circulation among the masses as the general illiteracy will permit.

In defense of the gossipy style and lack of accuracy upon the part of the Chinese editors and newsgatherers, it might be written that the general reading public does not demand that the newspaper give facts and facts alone, without interpretive comment

or editorial interjections. The most popular style with the average reader seems to be one that is strongly flavored with the writer's own criticisms and opinions, and editorializing is one of the favorite occupations of the Chinese editor or reporter.

Domestic and Foreign News Agencies.

The Chinese press, as has been written, is largely a propaganda press, and no better illustration can be given of this than the domestic and foreign news agencies. The domestic news-distributing sources are all in the employ of factions or individuals who seek to accomplish some political or commercial aim by the dissemination of biased information. This is accomplished by means of bureaus, by the workings of individuals or in some instances by the unpaid but personal prejudices of the correspondents themselves.

The average Chinese newspaper has correspondents in various parts of its province and, in the case of the larger dailies, in various parts of the nation. Peking, being the nominal seat of a national government, is naturally the greatest source of political news and a larger number of correspondents are employed there than elsewhere. Peking is unquestionably one of the worst propaganda-ridden capitals of the world, and a keen, experienced foreign correspondent is often the victim of an untruth so plausible as to seem the most evident and natural development possible. The native correspondents are minor officials in the various cabinet offices or governmental bureaus, political aspirants who take this means of obtaining a livelihood until they can obtain an office, or professional news brokers, who are often bribed. Even in the case of a reliable correspondent, the very political atmosphere makes it practically impossible for the intelligent Chinese not to take one side or the other, and with the usual native flair for interpretive writing and editorializing, there is only a remote chance that the correspondent will be able to detach himself from the situation in such a manner as to give an unbiased report.

The foreign news services of the country are also of a propagandist nature, not necessarily from intent but because of

the usual nationalistic feeling that predominates when the citizen of one country is dealing with a citizen of a different country. The great commercial possibilities of China, its rapid industrial expansion, and the vastness of its undeveloped resources have given it an economic importance in the eyes of foreign nations that somewhat colors the news going into the country, although in several notable instances every effort is made to give unbiased reports.

The press of China is served by the following foreign news agencies:

Reuters, which combines the Reuter service proper and the Reuter Pacific service, the latter dealing solely with Far Eastern news and events. The service is British in its ownership and operation, and is the largest in the Far East. Its directors in the Orient attempt to maintain as unbiased a service as possible.

Eastern, a service largely devoted to Far Eastern news but also giving occasional reports from other sections of the world. This agency is Japanese in its ownership and direction.

Kuo Wen, a Chinese-owned and edited service, dealing with domestic and foreign affairs, though little with events happening outside the Far East, and having a somewhat pro-Kuo Ming Tang, or Southern, slant.

Chung Mei, formerly an American-owned and operated service, which has now passed into Chinese hands, though still retaining a portion of its American staff. It is a free lance in domestic and foreign news, obtaining the latter from scattered wireless and mail reports.

Asia, a Chinese-Japanese enterprise, largely confined to Chinese and Japanese domestic news.

Delta, the official propaganda service of the Far Eastern Siberian Republic at Chita.

Rosta, the government-owned agency for the dissemination of news reports from the Soviet at Moscow and European Russia.

French Wireless, a service not under the direction of any agency but sent daily by the French government wireless station

in Paris and distributed largely through Reuters from Shanghai. Sent primarily for the benefit of French residents in the Orient.

Chiaotung Wireless, a Chinese government wireless report made up of such messages as are caught from other stations when news is broadcast.

Telefunken, the official German wireless service, caught largely by the Chiaotung wireless and distributed by various free-lancing agencies.

United States Naval Radio, a news service originally intended for distribution to the U. S. Far Eastern fleet, broadcast from Manila and received by various wireless stations in China. This news is largely distributed by Reuters.

During the last summer, the United Press has been able to establish some connections, largely with the foreign-language press in China, and it is possible that other American news agencies may attempt similar moves.

This great variety of news reports, some, as in the case of the Rosta and Dalta agencies, giving frank propoganda, constitutes a problem to the Chinese newspaper that attempts to distinguish between straight news and inspired information. The larger papers solve this by the Reuter report but the smaller ones are unable to do so. The difficulty is largely a matter of cost since the price charged by a large distributing agency is prohibitive for the average Chinese daily. The scale of payment for these varied services runs from \$100, United States currency, a month to a delivery fee of \$2.50 to \$5 a month, this latter paying merely for a messenger and not for the news furnished. In some cases the news is delivered free.

The Chinese newspapers, because of a fear of competition, generally publish all reports received, except those of a domestic nature that disagree with their policy, giving credit to each agency and trusting that their readers will recognize by the name of the agency the particular brand of news it issues, or its particular bias. This occurs occasionally with the readers who have access to information with regard to the agencies or in the case of a particularly obvious bit of news, but has little significance for the general reader.

The same inability that prevents the Chinese newspaper from buying an adequate and accurate news service, that prevents it from maintaining trained domestic correspondents—the inability to finance such an undertaking—also prevents it from having its own foreign correspondents. Added to this difficulty are the prohibitive cable tolls obtaining on the Pacific. During the Washington Disarmament Conference several Chinese correspondents were sent from the leading newspapers but their activities were hampered by the high rates for news transmission.

A recent investigation of this situation made by a committee of the World Press Congress resulted in the recommendation that cable tolls be lowered and that the foreign news agencies attempt to give a service that would be cheaper and less prejudiced by national considerations. It was also suggested that a domestic news organization similar to the Associated Press be formed, but this latter move is impossible at the moment owing to a lack of trained Chinese newspaper men and to the petty jealousies and animosities among the Chinese newspaper editors and owners. There is also the political atmosphere of the country to be considered, the atmosphere of political dissension and intrigue. It is questionable under present circumstances whether an unbiased news service could be established even though the newspaper owners of the country were willing to band themselves together to perfect such an organization.

Newspaper Advertising.

Newspaper advertising in China is just at the beginning of a large and profitable growth, a growth that is evident in the commercial success of such newspapers as the *Shun Pao* and *Sin Wan Pao* of Shanghai. Although the newspapers of the country have carried advertising for years, the period of rapid growth came with the years of prosperity fostered by the recent war. Newspaper publishing for the journals having the largest circulation has become accordingly a self-sustaining and profitable business through this natural growth in advertising revenue. The term "natural growth" used advisedly, since the Chinese news-

papers have not yet learned the value of aggressive solicitation of advertising.

Advertising activities in China have been largely confined to the use of posters and billboards, but the advance of the newspaper has opened up a medium that is gaining rapid recognition. The great mass of Chinese business and commercial interests have not yet come to realize the value of newspaper advertising, but at the moment there is a sufficient, though an undeveloped, interest on the part of the foreign firms doing business in China to make this phase of newspaper publishing profitable.

The advertising in Chinese newspapers is devoted largely to lotteries, patent medicines, theaters, tobacco manufacturers, booksellers and publishers, and native and foreign banks. In Shanghai, however, there is a general use of this medium by all lines of business. The advertising is frequently illustrated—most effectively by Chinese artists who are able to give the native touch to illustrations. Copy that seems crude and undesirable to the foreign advertiser often produces the wanted results.

Advertising has the advantage in China of the general respect for the printed word that exists among all natives, educated and illiterate, and also in the fact that it is regarded as of as great importance as news. The Chinese are looking for new ideas and for information on recent developments, and they consider that they can learn as much about these from the advertising columns as from the news. Advertising also has an advantage in the custom that prevails in the disposal of newspapers and magazines. A Chinese newspaper or magazine has not completed its period of usefulness until it is too ragged to read. It is passed on from hand to hand, from reader to reader, the price decreasing slightly with each transfer until it is illegible. Consequently a newspaper advertisement has a longer life in China and a longer period of result-producing possibilities than a similar advertisement in an American journal.

The advertising organization of the average Chinese newspaper consists of someone to receive the advertisements when they are brought in. Several of the larger newspapers employ solicitors intermittently but the fact that the solicitor can make

more money in other ways prevents these publications from having regularly organized advertising departments. Most of the advertising in the Chinese newspaper is sold through advertising brokers. These brokers make their profit by getting whatever they are able to obtain from the advertiser over the rate charged them by the newspaper. In many cases the brokers obtain a part of their business through the chief Chinese salesman, accountant, or manager of a foreign firm with whom they deal and with whom they divide the profit made. This situation has hurt newspaper advertising because many are unaware that a newspaper has a fixed rate for the insertion of advertising and a comparison of notes will indicate that as many different prices have been charged for space as there are conferees. More recently these brokers have begun to form agencies and to furnish a translation and artist service to their clients. The newspapers, in some instances, are trying to remedy the existing situation and are beginning to give agency discounts to reliable organizations. In all events the newspapers look to the brokers for their remuneration and often demand payment in advance for space. In the majority of the papers the buying of space is a matter of haggling, or bargaining, with the usual love of the Oriental for a hard-driven transaction.

Because of the nonexistence of columns, such as are in common use in Western newspapers, Chinese newspaper space sells by the square inch, instead of by agate lines or column inches. The space may be of almost any size in keeping with the size of the newspaper page, which when measured as an American newspaper page is approximately 15 by 20 inches, and when calculated by the sheet measurement of the Chinese is 31 or 32 inches by 20. There is no particular form of advertising make-up used and island, or preferred, position obtains.

As a result of this style of make-up, a charge is made for various positions in some instances. More modern tendencies, however, are shown in the rates of some of the leading publications, which are stable and, when converted into United States currency, are approximately:

<i>Sin Wan Pao</i> , Shanghai, per sq. in. -----	\$.30
<i>Shun Pao</i> , Shanghai, per sq. in. -----		.30

<i>Yi Shih Pao</i> , Tientsn, $\frac{1}{4}$ pg. daily, 1 mo. -----	140.00
<i>Shih Pao</i> , Shanghai, per sq. in. -----	.20
<i>Seventy-Two Guilds Press</i> , Canton, $\frac{1}{4}$ pg. 1 mo -----	50.00

The greatest need of the advertising departments of the various Chinese newspapers, and other publications, is organization. They need a standardization of rates, a corps of solicitors, and modern trained advertising men. While, as has been mentioned before, the advertising incomes of the various large newspapers make their publication profitable, the money that is lacking for general development, for the employment of better editors and correspondents, and for general expansion could be obtained by an organized campaign of education in the value of advertising in the native press, both among foreign and Chinese merchants and business men. Unquestionably this development will come and with it larger and more influential newspapers.

The greatest development in advertising in China has been in the poster, probably due to the fact that in this way the physical appearance of the actual product advertised can best be presented to an illiterate public. On all posters the most prominent thing is a reproduction of the container or the general appearance of the product, and this is also true in a great majority of the newspaper advertisements. Illustrations are a large factor because all who see can comprehend, even if they are not able to read the text. Next to poster advertising, which includes the large banners and signboards that are used in quantities by every Chinese shop of any size and importance, comes novelty advertising of almost every conceivable form, the principal medium being the story teller or the lecturer, who stands in front of the shop extolling the wares of the proprietor. Parades are also in use, being composed of groups of coolies outfitted like the western "sandwich man". Picture calendars find almost universal favor and are often sold, even after the calendars have outlived their period of usefulness. Magazine advertising corresponds to newspaper advertising in its field, although its extent is more limited.

Newspaper Circulations.

The greatest obstacle to newspaper circulation in China is naturally the great illiteracy of the people. It would be difficult to estimate accurately the percentage of literates to illiterates but it can be written with some degree of safety that not more than 1,000,000 out of the 400,000,000 Chinese can read newspapers or magazines intelligently. Added to this is the problem of the colloquial or vernacular dialects that obtain for the various sections of the country.

The Chinese press is also hampered in its circulation possibilities by a lack of communications. Waterways constitute the main highways, but in most instances these waterways are mere canals. The mail system of the country is comparatively well organized but in parts of the interior depends on runners or couriers who travel in relays for hundreds of miles. Along the larger rivers, like the Yangtse, river traffic is possible by means of steamboat lines that are well regulated and conducted but their progress is, of course, slow compared with the mail trains of the West. The railways connect only the larger centers north of the Yangtse River; the vast territory that lies to the south is as yet not penetrated.

Circulation is also retarded by the conservatism of the newspaper publishers. Little or no effort is made to increase circulations and the growth that has come to even the larger dailies has been practically an unsolicited one. Some few papers have established branch stations and agents in cities near by for circulation purposes but these efforts have not been characterized by any energetic or effectively planned campaigns.

The average circulation of the Chinese daily ranges between 3,000 and 4,000 copies. The larger newspapers, as has already been noted, have circulations reaching from 7,000 to 100,000. In point of distribution the *Sin Wan Pao* of Shanghai stands first with a circulation declared by the publishers to be 100,000, but estimated by others connected with newspaper publishing and advertising to be from 45,000 to 60,000. The *Shun Pao* of Shanghai ranks second with a circulation variously estimated from 40,-

000 to 55,000. It is interesting to note here, as has been done in the discussion of advertising, that the actual circulation of the Chinese newspaper cannot be measured by the number of paid subscribers. The newspaper is passed from one hand to another, for a slightly smaller consideration each time, until it is ragged, and it is not uncommon to find such ragged copies in the less frequented sections of China such as Mongolia. A Chinese banker recently spoke of buying a month-old copy of the *Shun Pao* in Mongolia. Circulation of this type is assisted by the fact that the Chinese have not as yet been educated to demand spot news as have the newspaper readers of the United States and England, and consequently are as interested in a daily one week to one month old as is the American who receives his afternoon paper almost before the ink is dry. While the average American daily will claim from three to five readers to the copy, the Chinese publisher might without any breach of faith claim as a minimum twelve to fifteen.

The average subscription rate of the larger Shanghai newspaper is approximately 90 cents in Chinese currency a month, or approximately 45 cents in United States money. The *Sin Wan Pao* of Shanghai has the highest rate, \$1.10, Chinese currency, a month. This is the city circulation rate by carrier. The mail rate is higher and depends largely upon the mail cost. The Chinese Postoffice has a second-class frank privilege for newspapers for the larger channels of distribution, but is forced to make an extra charge where these channels are more difficult to travel.

The city circulation, however, of the average Chinese newspaper is in the hands of news venders. These news venders fix their own rates, according to the competition that is offered, the location of the subscriber and the speed with which the paper is delivered. Speed in delivery comes at a trifle higher rate than the ordinary procedure.

In Shanghai the distribution of the daily papers is in the hands of what might be called in English, the Newsboys' Guild or Union. This organization possesses a virtual monopoly of the selling of newspapers and freezes out competition by either peaceable or violent methods. It has been in existence for a number

of years and is a closely knit institution whose affairs are presided over by a group of the older members, a group that might be styled a board of directors. All negotiations between the newspapers and the guild are carried on through this board, and the publishers are practically at the mercy of the guild. Last year there was a disagreement between several newspapers and the guild because of an attempt on the part of the publishers to raise the price to guild members. This move was necessitated because of an increase in the price of print paper. The guild refused to accept it and the publishers attempted to introduce independent newsboys. The attempt was unsuccessful—the guild using intimidation to drive the independent sellers of newspapers off the streets—and the publishers were forced to accept the terms of the union. Membership in the guild is handed down from generation to generation. The president of the Shanghai guild, there being similar guilds in other large cities of China, Chang Tung-koo, is reputed to be a fairly wealthy man as a result of his paper-selling activities.

The average price an issue to the guild is less than two Chinese cents or coppers, this being approximately $\frac{3}{4}$ cent American. The guild members sell the papers for an average of five coppers, giving a profit of three coppers on each sale. The publisher's only protection is that he will not take back any unsold copies. The number of copies sold to the guild each day is regulated by its members who come to the various newspaper offices the day previous to publication and give the number of copies they wish to reserve. Approximately 25 per cent of the daily circulation of the average Shanghai newspaper is street sales.

It will be quite obvious that the city circulation of the Shanghai daily is dependent upon the activities of the guild. Any attempt upon the part of the publisher to increase his sales, unless undertaken in co-operation with the union or, at least, with its sanction, would be taken as a breach of faith and contract and would meet with opposition immediately. The only outlet given is through the use of the mails for city circulation and this is a more expensive procedure than the use of the guild.

The Mechanical Phase of Newspaper Production.

Perhaps the largest obstacle which confronts the newspaper publisher in China is that of mechanical production. The language enters into this difficulty, making composition an activity that would almost stagger the average American printer. It has been noted elsewhere that the Chinese scholar is credited with knowing from 20,000 to 30,000 characters in the language—approximately 40,000 being the maximum. Each of these characters is a different word and consequently when used must be a different type face.

The average Chinese newspaper has been able to reduce the number of characters used from the 20,000 of the scholar to from 4,000 to 6,000. This means that there must be this number of characters in each font of type. The fonts range from four to nine sizes. It is necessary for the compositor to know each one of these characters in order to carry on his work, and it has been estimated that the average workman in the composing room of a Chinese daily walks approximately three miles in setting up his day's take. An attempt has been made to introduce a new phonetic system to do away with this, and typesetting machines have been made in the United States with matrices for this purpose, but there is scant possibility of their being put into use in China at this time.

The largest floor space in any Chinese newspaper plant is given over to the composing room. The *Shun Pao* of Shanghai has nineteen Chinese typecases in its composing room, each holding six thousand characters. These cases are inclined from within several inches of the floor to a height of approximately six feet and are approximately twenty feet long. A second style of case is one that is semicircular—the same approximate dimensions as those of the straight case being preserved. The cases are arranged both from the standpoint of convenience, the characters in the most common usage being grouped together, and according to the root radicals from which the words originate. The character for "man", for instance, has hundreds of derivatives, nouns, adjectives, verbs, and adverbs, each made by the addition

of a stroke or two of the brush or pen to the original ideograph. These root radicals are arranged in the first case positions and their derivatives follow. It is said that an adept compositor can set 2,800 characters an hour. The compositor starts as an apprentice at the age of 10 or 12 years and becomes thoroughly acquainted with the 6,000 characters and their location at 18 or 20. The wages of the compositors range from \$5 to \$20, United States, a month.

The more modern newspapers make their own type and have small typesetting machines, which are made in China and are operated by hand for this purpose. The matrices are sometimes made in England or in the United States but are more often made in Shanghai.

Press work on the larger Shanghai newspapers, such as the *Shun Pao*, the *Sin Wan Pao*, the *Shih Pao*, and the *Shang Pao*, is done by American-made presses. The *Shun Pao* has an electrically driven sextuple 48-page rotary press, made by R. Hoe & Company. This paper has also recently installed a 24-page double supplement Hoe rotary press. The *Sin Wan Pao* has a battery of four presses ranging from large Goss rotary presses to a small Duplex perfecting press. The *Shang Pao* uses a flat-bed Duplex. All presses are electrically operated and controlled.

The stereotyping departments of the papers are somewhat crudely equipped but are capable of doing such work as is necessary for their needs and their press work.

Only two of the Shanghai newspapers, the *Shun Pao* and the *Sin Wan Pao*, have photo-engraving departments. These departments are equipped with American cameras, lights, and other machinery and turn out fairly creditable work. In addition to supplying the needs of their own journals they engage in engraving work for other newspapers and for the general public.

The mechanical departments that have been described are the best in China and some of them are the best in the Far East, being on a par with the larger Japanese dailies. The majority of the small-city newspapers of the country are either produced on flat-bed presses of German, British or American make, or employ cruder methods of hand-power printing. These journals possess

only a few ranges of type sizes and their mechanical possibilities are scant.

Most of the paper used is imported from Sweden since there is no Chinese paper mill capable of making a good quality of newsprint, or of putting it in rolls as is necessary for the larger journals. This importation of paper is one of the largest items of expense in Chinese newspaper production. At one time during a period of high paper costs, the paper in an average issue of a Chinese daily was costing its publisher more than the street sale price. It was found in one instance that any addition of pages to the regular issue would make the journal worth more as waste paper than in its regular capacity. With the usual Chinese shrewdness in business transactions the hoped-for move was canceled—because there would have been an unprecedented rise in the circulation of the paper if the supplement had been added.

The modern Chinese publisher takes great pride in the mechanical equipment of his plant and is often led by his like for the ostentatious to purchase equipment in excess of his actual needs. Since the possession of this equipment adds greatly to the prestige of the paper in the eyes of its subscribers, such investments, perhaps, pay in the long run.

Newspaper Plants.

The average Chinese newspaper plant is not a thing of beauty and the outward indications given by the building are not those of enterprise and thrift, such as characterize many American newspaper buildings and equipment. Shanghai, however, has one unique newspaper plant, that of the *Shun Pao*. This building has many features that come as a decided surprise to the foreign visitor, whether he is a journalist or a layman. The late Lord Northcliffe, while in China a short time previous to his death, made the remark that he had seen a giant caterpillar with a small tree growing from the top of his head, and that he had seen a large crab climb a cocoanut tree, throw down a cocoanut and return to the ground and crack it, but he had never seen anything

as surprising as a newspaper plant like that of the *Shun Pao* in China.

The *Shun Pao* building is a reinforced concrete structure, designed and constructed under the direction of an American architect. It is the first building on the newspaper section of Shantung Road in Shanghai, a section that has come to be called the Fleet Street of Shanghai because most of the newspaper enterprises of the city are located within two blocks there.

The pressroom of this paper is of the visible type, with large plate-glass windows on the cross street, Hankow Road. This visible pressroom has been a great asset to the journal.

On the ground floor are located the business and accounting offices. The general business office has a semi-domed ceiling, elaborately decorated and frescoed. The floors throughout the building are of the terrazo type and the walls of the ground floor are finished in marble. Back of the business office, is a hall decorated in marble and stairs leading to the other floors and the elevator entrance. On a half-floor between the ground and second floors are small offices used by department editors and secretaries.

The second floor has the director's offices, all finely paneled, the editorial offices, the composing room, the typesetting room and the matrix-making room.

The third floor has a large directors' board room, which is also used for luncheons and teas given in honor of visiting Chinese and foreign journalists and officials; a staff dining room, for the members of the staff are served their meals in the offices of the various journals; reception rooms and departmental offices.

The fourth floor has a distinctive feature as yet unemployed in the United States in that here are located rooms for the editors and members of the business staff. The *Shun Pao* provides these dormitory facilities for its bachelor editors and for others of its staff, who, as is often the case, have their families in their home cities but come to Shanghai to find employment.

On this floor are also the photo-engraving laboratory, the file room of the circulation department, and the library of

the publication, containing a complete file of the journal and such books as are needed in editorial work. This is the nearest approach to a newspaper "morgue" in China.

The fifth floor, or roof garden, of the building is its most unusual feature. Half of the floor is given over to a roof garden having a pergola covering with vines and potted flowers. The other half of the floor is divided up for what are described by the publishers as "recreation rooms". Here are a barber shop, a card, or machiang, room, a billiard room, a small dining room with an Old English style fireplace, a small kitchen, and a guest suite. This suite is provided for the entertainment of any distinguished guest the paper may have. It consists of a paneled bedroom and a private bath overlooking the roof garden and equipped with all modern conveniences, including a telephone.

The only other modern newspaper building in Shanghai is that of the *Shih Pao*. This building is decidedly less pretentious than that of the *Shun Pao* and is of a Eurasian type of architecture. The *Shih Pao* has taken as its trade-mark, or chop, as it is called in China, the pagoda, and its building has a tower built as a pagoda. This journal also conducts a publishing business, largely concerned with the reproduction in album form of the old masterpieces of Chinese art. The *Sin Wan Pao* is planning to construct a new building, since its present home, a somewhat old Chinese structure, is inadequate.

Chinese Press Associations.

Political intrigues and machinations coupled with petty jealousies and animosities on the part of the newspaper publishers of China have prevented the formation of a national press association, or even sectional or state press associations such as exist in the United States. There is always the suspicion that some one element or faction controls the association, causing dissension and disintegration before the movement gets well under way.

An attempt was made in 1921 to hold a national press convention in Peking, several months prior to the meeting of the World Press Congress in Honolulu, but political and administra-

tive difficulties made it impossible. Several city press associations are in existence, however, and manage to hold together with a certain degree of unity of purpose.

The largest city press association in China is the Association of Chinese Newspapers of Shanghai, an organization having twelve newspapers as members. This organization, however, does not include two of the larger newspapers. The association is largely an organization for the protection of general newspaper publishing interests, although it bands together its members to receive and distribute all presidential mandates and government messages.

A second organization of importance has been formed in Shanghai within the past year, the Chinese Journalists Club. This club is composed of editors and subeditors, or reporters, from the various journals and is in the nature of an American press club, although not maintaining club rooms. The president of the club, Jabin Hsu, one of the better-known journalists among the younger Chinese, is a graduate of the University of Michigan, a former reporter of the Detroit News, and was one of the three Chinese newspaper men attending the Washington Disarmament Conference. The club is banded together largely for the purpose of instruction and for an interchange of views. Once a month it has a lecture by some foreign newspaper man, either a resident of Shanghai or China, or someone stopping for a short time in the city.

The Magazine and General Publishing Field.

With the development of the newspaper in China has come a similar development in the magazine field. The aged ancestor of these publications, the *Miscellanies* of the Han Dynasty, is again bearing fruit as it has in the western lands for years. All types and varieties of magazines are being published by organizations, by individuals and by publishing houses. There are also in existence a number of hybrid publications that are a cross between the magazine and the newspaper that appear once a week or once every ten days.

Shanghai is, in addition to being the great center of newspaper publishing activity, also the center of the magazine field and of the general publishing business. A majority of China's magazines are issued there. The largest and most influential group is that issued by the Commercial Press, Ltd. The *Eastern Miscellany*, a publication resembling *World's Work* or the *Review of Reviews*, is a prominent member of this group. Its contents are of a high character and include many of the writings of the most able Chinese scholars of the present day. It has a circulation of 22,440, and appears monthly.

The *Short Story Magazine* is one of the most popular of the Commercial Press Group, containing both original Chinese short stories and translations from foreign languages. This publication has a circulation of 29,000. It is popular in its character. A Chinese version of the woman's magazine is also among the Commercial Press publications, the *Ladies' Journal*, a monthly, with a circulation of 11,490. There is also the *Youth Magazine*, a children's monthly, having a subscription list totaling 27,240. The other Commercial Press magazines and their circulations are: *Chinese Students Quarterly*, 5,000; *Educational Review*, monthly, 28,460; *Agriculture Magazine*, monthly, 3,000; *English Weekly*, 28,850; *The English Student*, 28,850; *Students' Magazine*, monthly, 25,300.

Other popular Chinese magazines, as listed in Crow's *Directory of Newspapers in China*, with their circulations and cities of publication, are: *The Construction*, monthly, 5,000, Shanghai; *Fancy Drawing Magazine*, monthly, 5,000, Shanghai; *People's Heart Weekly*, 2,000, Shanghai; *Association Progress*, Y. M. C. A. monthly, 2,500, Shanghai; *China Cotton Journal*, monthly, 1,000, Shanghai; *Shanghai Young Men*, Y. M. C. A. monthly and weekly, 2,200; *Quarterly Journal for Chinese Nurses*, Shanghai; *Scientific World*, monthly, 2,000, Shanghai; *National Medical Journal of China*, quarterly, Shanghai; *Dung Dai Medical Journal*, monthly, Shanghai; *Kwang Chi Medical Journal*, bimonthly, Hangchow; *Popular Medical Journal*, monthly, Peking; *Shao Shing Medical and Pharmaceutical Journal*, monthly, Shaoshing; *Nan Hwa Medical Journal*, monthly, Canton. This list is by no

means a complete one but includes only the more popular and outstanding ones. The large number of medical journals listed may be taken as an indication of a somewhat morbid interest taken by some of the laity in such matters. There are innumerable small fiction publications catering to the lowest type of readers that are sensational and vulgar. These do not gain recognition among the better classes of the Chinese.

An interesting development in the Chinese field is the growing popularity of the trade journal. The Chinese are anxious to know more about trades and professions and therefore take a keen interest in trade publications. The *China Cotton Journal* is a somewhat technical publication issued by the Chinese Cotton Mill Owners' Association. The most advanced publications in the trade field in the Chinese language are: *The Chinese Engineer and Contractor* and the *Chinese Chemist and Druggist*. Both are monthlies, the former having a circulation of 3,000 copies and the latter 2,500. These two journals are issued by the Trade Journals Publishing Company, whose president and director is Carl Crow, a graduate of the University of Missouri, and one of the best foreign authorities on Chinese publications and their methods in China.

In addition to the periodical publishing field, there is an ever-increasing interest in books, and their production also centers in Shanghai. This field is dominated by the Commercial Press, Ltd., and this company is followed by the Chung Hwa Book Company. A statement recently given out by the Ministry of Education of China credits the Commercial Press with publishing 40 per cent of the textbooks used in the nation. It is further estimated that 70 per cent of the books for general reading come also from this source.

The Commercial Press is a most interesting study in the publication field since it is an enterprise that has grown almost entirely, if not entirely, under Chinese direction, from a small printing office to the greatest publishing company in China. It has a capital stock at the moment of \$5,000,000, and approximately 4,000 people on its regular payroll, in addition to 1,000 or more who are employed on piece work. Its general routine

during most of the year includes two shifts, one day and one night. Its younger executives and department heads are practically all graduates of American educational institutions.

The activities of the company are multitudinous. As has been previously written, it dominates the magazine and periodical field of China as it also does the field of text and general book publishing. In addition, it does commercial printing and lithographing of all kinds; it builds printing presses and machinery in its own shops both for its own use and for commercial purposes; it supplies all kinds of school laboratory and mechanical equipment, most of which is made in its own shops; it makes educational and general toys; it makes and prints tin cans and novelty buttons; it has a large photo-engraving plant and has more recently installed the first motion-picture studio in China. This studio is being used to produce both educational films and popular plays. It also makes its own ink and ink for general sale and indulges in many other activities allied with either school furnishing or the publishing business.

The business department of this company, under the direction of an American-educated Chinese, has adopted many office practices obtaining in the United States, including the double-entry bookkeeping system. The company carries on social service work among its employes, including an insurance and pension plan, a school for the children of its workers, a clubhouse containing a reading room, a game room, bathing facilities, a co-operative store, classrooms for a night school and many other features. In addition to this the company is providing a library for the use of its staff, which will include both Chinese and foreign books and publications. The company maintains a retail and wholesale department in the downtown district of Shanghai, and has branches, some of which include small printing establishments, in the principal cities of China.

The Foreign Press in China.

The foreign press is of longer continuous standing and establishment than that of the Chinese, and while the nation of China

can justly claim the most ancient of the world's magazines and the oldest of newspapers in point of continuous publication, the daily newspaper as it exists today in China is a result of the earlier efforts of the Americans and British at Canton and Hongkong in this direction. The vernacular press has been a direct offshoot of these weeklies and monthlies in the English language.

The foreign-language press continues to wield a large influence in China, having its circulation, naturally, among the nationals other than Chinese resident in that country. The granting of concessions to foreign governments, the feeling that certain sections of this vast nation were spheres of influence and activity for this or that power, all aided the press in its establishment and in its maintenance. The national feeling that has existed and does exist among the citizens of European or American countries who are residents in China continues to give a stability that does not exist in any other section of the world. The foreign press is naturally colored or prejudiced, though not often to an objectionable length, by the interests of its clientele and those of its editors and publishers. It is occasionally the case that they are able to exist solely on a subsidy granted either by foreign or Chinese political or commercial interests. The road is often rough for their maintenance because of this situation.

The oldest foreign newspaper in China, if Hongkong be included as a part of this country, is the *China Mail*, which was established in 1845. This publication has a circulation of 1,500 copies. The next newspaper to be issued was the *North China Herald* of Shanghai, founded in 1852, and later issued as the *North China Daily News*. The *Herald* continues as the weekly edition of the *North China News*, which is itself, perhaps, the most widely read and most influential foreign newspaper in China. It is a British-owned and edited journal. The *North China Daily News* has a circulation of approximately 5,000.

Next in point of age is the *Hongkong Daily Press*, established in 1857, and having a circulation now of 3,000. Like the *China Mail* and the *North China Daily News*, this newspaper is British in ownership and editorial direction.

The only American-owned newspaper in the field is the

North China Star, Tientsin, which was founded in Tientsin in 1918. This cannot be properly said to be an entirely American journal since a part of its ownership is Chinese. The *China Press*, the newspaper following most closely the American style of make-up and news gathering, was founded by three Americans, Thomas F. Millard and Carl Crow, both graduates of the University of Missouri, and B. W. Fleischer, now editor and publisher of the *Japan Advertiser* and the *Trans-Pacific Magazine*, Tokyo. The *China Press* was of Chinese-American ownership until a few years ago when it passed into the hands of British interests. It is still American in its editorial direction and news activities. Its circulation is approximately 5,000.

The other English-language newspapers, the nationality of their ownership, their date of founding, circulation, and the city of their location, are: *Canton Times*, Chinese, 1918, 1,000, Canton; *Central China Post*, British, 1904, 1,000, Hankow; *South China Morning Post*, British, 1,500, Hongkong; *Hongkong Telegraph*, British, 1881, 1,500, Hongkong; *Peking Leader*, Chinese, 1918, 500, Peking; *Peking Times*, Chinese, 400, Peking; *Peking Daily News*, Chinese, 1910, 500, Peking; *Shanghai Mercury*, Japanese, 1865, 3,000, Shanghai; *Shanghai Gazette*, Chinese, 1912, 1,500, Shanghai; *Shanghai Times*, British, 3,000, Shanghai; *North China Daily Mail*, British, 500, Tientsin; *Peking and Tientsin Times*—one of the best of the foreign press—, British, 1894, 950; *China Critic*, British, 300, Tientsin. *The North China Standard*, a Japanese-owned daily, is published at Peking in English.

In addition to the English-language press, there is also the French press, represented by *Le Journal de Peking*, established in 1911, and having a circulation of approximately 500; *L'Echo de Chine*, published in Shanghai and have approximately the same circulation; and *L'Echo de Tientsin*, issued in that city and possessing a circulation of 300 copies. The Russian press is represented by the *Shanghai Life*; the *Russian Echo*, Shanghai; *Manchuria*, *Priziff*, and *Novsti Zhizni*, all dailies of Harbin.

Ranking alongside the English-language press in its extent is the Japanese. The following dailies are published in China in the Japanese language: *Anto Shimpō*, Auntung; *Ho Hu Man*

Nichi Pao, Changchun; *Manshu Nichi Nichi Shimbun*, Ryoto *Shimpo*, Dairen; *Hankow Nichi Nichi*, Hankow; *Hongkong Nippo Sha*, Hongkong; *Tairoku Nichi Nichi Shimbu*, *Hoten Shimbun*, *Mai Gai Tsushin*, Mukden; *Shanghai Nichi Nichi*, *Shanghai Shimbun*, Shanghai; *Tsurin Je Pao*, Tiehling; *Tsingtao Shun Pao*, Tsingtao; *Manchu Shimpo*, Yingkou. The *Ryoko Shimpo*, a Japanese triweekly, is issued at Liaoyang, and two monthlies, the *Mantetsu Tokushokai Zasshi*, and the *Tairiku*, are published in Dairen.

In addition to the newspapers there are a number of magazines issued in the English language. The majority of these are publications of various missionary or professional groups, such as the *China Medical Journal*, a monthly issued by the China Medical Association, and the *Chinese Political and Social Science Review*, issued by an association bearing the same name, a joint organization of Chinese and foreigners.

The general periodicals are: The *Weekly Review of the Far East*, formerly *Millard's Review*, published at Shanghai, an American publication of a general political and financial nature, whose editor and publisher is J. B. Powell, a graduate of the School of Journalism of the University of Missouri; the *China and Far East Commerce and Finance*, a British-owned and edited financial weekly published at Shanghai; *North China Commerce*, a commercial weekly of Tientsin; the *Far Eastern Review*, an American monthly journal, the oldest magazine in continuous publication in the English language in the country, issued at Shanghai, and devoted to politics, commerce, and engineering; *Oriental Motor*, an American motor car monthly, Shanghai; *Oriental Advertising*, a French-owned journal published in English, with an American staff, monthly, Shanghai; and two gossipy weeklies: *Lloyd's Weekly*, British, and *China Observer*, Italian, both of Shanghai.

Each foreign publication assumes the physical make-up common to its own country and appeals largely to its own nationals. The foreign journals are, however, read by a small group of the educated Chinese and by some of the Chinese students studying in American missionary colleges and universities.

According to the expressed view of many, the foreign-language publications have reached the peak of their growth and any further expansion in their activities must be the result of an influx of a greater number of their own nationals into the country. The rapid advance shown by the Chinese newspapers within the past few years and the advertising possibilities offered, it is said, will curtail the activities in this direction of the foreign press. The return to China of concessions and other grants, forecast at the Washington Conference, if accomplished, will further limit its activity.

Journalistic Education in China.

The growth in the volume of public opinion in China, the increase in the number of the younger Chinese who are attending and being graduated from mission and government schools and colleges and from universities abroad, the necessity for popular leadership, and the general development of Chinese newspapers, have all conspired to bring about a more abundant interest among the better-educated classes of China in training for journalism. Several attempts have been made to give such instruction and more plans are being formulated.

The first professional class in journalism in China was established by Dr. F. L. Hawks Pott, president of St. John's University, Shanghai, an American Episcopal mission school, at that institution during the school year of 1921-22. This class was not only the first in China but also the first on the continent of Asia. The general plan of instruction of the School of Journalism of the University of Missouri was followed and a weekly newspaper with a circulation of 1,000 copies among the faculty, alumni and students of the institution was conducted as a training school. The author of this work had the honor of being in charge of the class as a lecturer and as director of the publication. With the beginning of the 1922-23 school year, the instruction was extended to include several courses and a regular member of the faculty added. Maurice Votaw, a graduate of the School of Journalism of the University of Missouri, has taken charge of what consti-

tutes China's first department of professional training in journalism, as professor of journalism and university publisher.

Shanghai College, a Baptist missionary institution, of Shanghai, is also planning to give journalistic instruction, with the classes conducted by Hayden Nichols, also a graduate of the School of Journalism of the University of Missouri. Fu-tan College, a Chinese school of Shanghai, will have this year a series of lectures on journalism under the direction of Jabin Hsu, a Chinese journalist, who is a graduate of the University of Michigan.

The Peking Government University has for several years possessed a projected plan for the establishment of a regularly organized school of journalism, but a lack of sufficient funds has prevented any definite action being taken. The Shanghai College of Commerce, a branch of the Southeastern University of Nanking, a government institution, is also planning to inaugurate within the next year a department of journalism.

These efforts are being encouraged by the Chinese newspaper owners, publishers and editors, although there is still a feeling of distrust as to the actual worth of the students after graduation, such as obtained for a number of years in the United States. One of the members of the first class in China is now supplement editor of the *Shun Pao*, Shanghai. Although the conservative element of the native press are not convinced of the worth of college training for their particular field, there seems to be no obstacle to its success in the country. The most valid objection is that instruction is being given largely in the English language by instructors unfamiliar with the Chinese press and its conditions. This can be overcome within a short time. The need of more trained editors, with a more modern viewpoint, with higher ideals, with the ability to mould and lead public opinion, with a pride in their profession, and ability to take advantage of the latent financial opportunities which lie in the path of the Chinese press, will unquestionably lead to the acceptance of university training for newspaper and magazine work and for the business of publishing; and this will greatly improve the standard and character of the publications of the country.

The Future of Journalism in China.

The future of the newspaper and the magazine in China is one offering almost unprecedented opportunities for real leadership and public service, for substantial financial gain, and for mass education. The journalism of the country is just on the threshold of its possible development and the work that is being done at the moment is of a pioneering nature. The remarkable growth that has characterized the advance of the press in Japan, even under the limitation of the world's most rigid press laws, may be taken as an indication of what is to come in China.

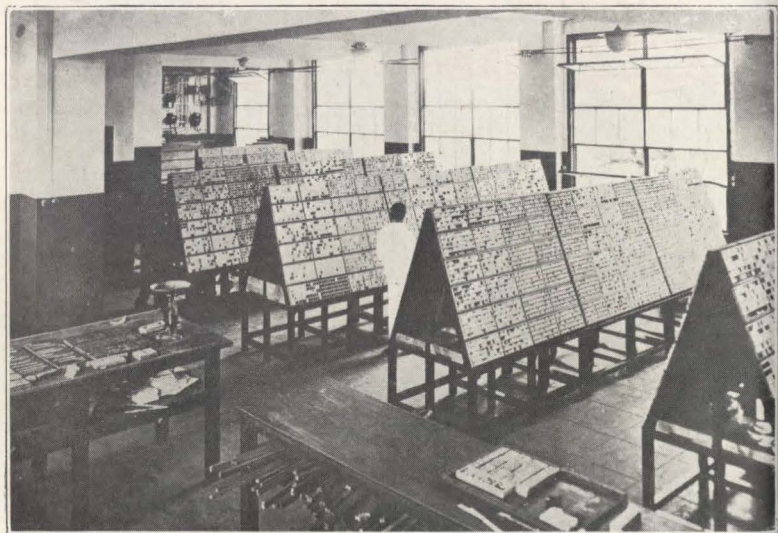
Journalism in China is now handicapped by many and diverse circumstances. The political chaos which reigns, the uncurbed authority of the various provincial governors, the necessity for foreign protection, all of these hinder the press of the country. The feeling that has existed that the journalist is only a make-believe scholar, one not to be taken with any degree of seriousness, is being changed now that men of strong principles and character are coming into the field. The increased interest of the college men and women of the country in the newspaper field is also a healthy sign. The older newspaper men are feeling this interest and are more open to new methods and new ideas than during the past ten years. Competition among newspapers is also increasing their activities.

The newspapers are again hindered by the inadequate means of communication, by rail, by wire, and by water. The Chinese telegraph lines have not yet given the privileges for the transmission of news that are granted in other countries but rather hold news messages until all others have been sent. Long-distance telephone lines are non-existent. The lack of a network of railway lines hampers not only journalistic but national growth in the country, keeping the various sections divided and in comparative ignorance of one another's thoughts and deeds.

The prevalent idea that journalistic efforts exist largely for propaganda purpose, for the furthering of the political ambitions of individuals, factions and nations is a thorn in the side of the Chinese press. Native writers have not yet learned as a



Asia's first class in journalism, St. John's University, Shanghai, 1921-22.



Two types of Chinese composing rooms. The upper picture with circular cases is that of the Sin Wan Pao, Shanghai, and the lower that of the Shun Pao of the same city. (See page 60.)

class that detachment possessed by the writer in the West. News sense and judgment that divides gossip and rumor from fact and accuracy of statement has not received its due recognition.

The almost universal illiteracy which prevents the formation of a real and active public consciousness or a realization of the problems of the nation, is a stumbling block to the journalists in their path of progress. Only more intensive means of mass education can eliminate this situation; and like China's other problems this is interwoven with the need for a better government, for more honest officials, for better means of communication.

That, in spite of these difficulties, journalism is making progress in the nation can be easily found in the rapid rise of circulation totals, as an indication of increasing popularity on the part of the newspapers with the general public. Numerous examples of an awakening and spreading public opinion can also be found in the events of the past few years.

After the signing of the Lansing-Ishii agreement during the years of the war just passed, the first report published by the Chinese newspapers was to the effect that all of Japan's claims in China had been recognized by the United States. As a result of this publication, Chinese of practically all classes everywhere were in a furore of indignation and excitement. They were only pacified when they learned the real intent of this bit of diplomacy. Again when the Twenty-One Demands were signed between the Chinese and Japanese governments, the Student Movement, with the resultant anti-Japanese boycott, was a result of the activities of the Chinese press.

During the Washington Conference at the time when Japan and China in separate session undertook to settle the Shantung question, the first dispatch received by the Chinese press contained the words "Direct action", without the qualifying statements that representatives of Great Britain and the United States would be present at all sessions and that China reserved the right to appeal any action taken to the conference as a whole. This meant only one thing to the Chinese readers—that the country had been betrayed by its delegates, after several refusals to enter into such negotiations on the part of the Chinese government,

and that the other nations of the world had permitted it. Cablegrams flooded into the Chinese Legation in Washington; indignation meetings and demonstrations were held in all sections of the country asking for the resignation of the Chinese mission; the United States, Great Britain and other nations were denounced and condemned; and the faith of the people was generally shaken. A day later a second and correct report arrived, but in the meantime the Chinese delegates had threatened to resign. Unofficial Chinese representatives at the conference verified the direct negotiations without adequate explanation and it was only after Dr. W. W. Yen, Minister of Foreign Affairs, had issued an official report outlining the facts of the procedure that the public was in any way pacified.

This one example is a concrete illustration of the power that is being gained by the press in China. The news is available in print to only a limited number but the opinions expressed trickle down through public and private discussions to almost the lowest coolie. The multiplication of this limited number and the increased activity on the part of the better-trained journalists and more influential publications of the country is undoubtedly one of the real hopes of the nation for future domestic stability and a more secure place among the nations of the world—a real hope also for all nations concerned with international tranquility.

China's journalism is China in its varying moods and in its effort to transmute its former imperial splendor into the more homely and rugged republicanism of today. It is, however, a step ahead of this process and, with the new life, the new vision, and the new ideals it is receiving and will receive from the younger generation of journalists, may yet lead to the goal of a new and transformed China, a China that will be a peaceful, prosperous, and stable republic in fact rather than merely in name.

A List of Chinese Newspapers.

This list of Chinese newspapers and their cities of publication is made possible through the co-operation of Carl Crow, Inc., an American advertising organization, Shanghai. It is taken from the *Directory of Newspapers of China* published for private circulation by that firm. The data given is the nationality, the date of establishment, and the circulation. There may be some question as to the accuracy of the circulation figures given. China has no circulation auditing organization.

The following abbreviations are used: C. D., Chinese-language daily; C. W., Chinese-language weekly; J. D., Japanese-language daily; J. W., Japanese-language weekly; Est., established.

AMOY, Fukien province. Treaty port. Population 114,000.

Fukien Daily News, (C. D.) Est. 1909; 2,000.

Kiang Shung Jih Pao, (C. D.) Est. 1918; 1,500.

ANTUNG, Manchuria. Population 40,000.

Anto Shimpo, (J. D.)

ANKING, capital of Anhui province. Population 100,000.

Min Am Pao, (C. D.) Est. 1918; 1,800.

Tung Sow Chiao Yu Pao, (C. D.) Est. 1918; 1,000.

CANTON, capital of Kwangtung province, metropolis of South China. Population 2,000,000. Treaty port.

Tsong Shang Hui Pao, (C. D.) Est. 1909; 3,000.

Kuo Shih Pao, (C. D.) Est. 1915; 2,000.

Chukiang Jih Pao (C. D.)

Chai Fong Pao (C. D.)

Nan Fong Sze Pao (C. D.)

Nan Yueh Pao (C. D.) Est. 1905; 2,500.

An Ya Pao (C. D.) Est. 1919.

Min Yi Pao (C. D.) Est. 1915; 2,000.

Tien Yu Pao (C. D.) Est. 1913; 2,500.

Tien Shang Pao (C. D.) Est. 1917; 2,500.

Yang Cheng Hsin Pao (C. D.) Est. 1903; 1,500.

Yuen Pao (C. D.) Est. 1916; 1,500.

Tien Chih Pao, (C. D.) Est. 1915; 1,000.

Hsin Min Kuo Pao, (C. D.) Est. 1917; 1,000.

Kwangtung Kung Pao, (C. D.) Est. 1912; 3,000.

Jen Ch'uan Pao, (C. D.) Est. 1911; 5,500.

Kwangtung Chun Cheng Fu Kung Pao, (C. D.) Est. 1918.

- Hsin Pao*, (C. D.) Est. 1916; 3,000.
Seventy Two Guilds—Shang Pao, (C. D.) Est. 1906; 7,000.
Chung Hwa Hsin Pao, (C. D.) Est. 1916; 4,000.
K'uai Pao, (C. D.) Est. 1917; 1,000 to 2,000.
Hua Kuo Pao, (C. D.) Est. 1914; 2,000 to 4,500.
Kuo Hua Pao, (C. D.) Est. 1914.
Shang Ch'uan Pao, (C. D.) Est. 1912; 1,500.
Ping Ming Pao, (C. D.) Re-opened 1917; 2,000.
Kung Ho Pao, (C. D.) Est. 1912; 2,000.
Ta Kung Pao, (C. D.) Est. 1913; 1,000.
Yueh Sheng Pao, (C. D.) Re-opened 1919.
Tien Min Pao, (C. D.) Est. 1917.
Min Chuan Pao, (C. D.) Est. 1917.
Chen Tung Pao, (C. D.) Est. 1917.
Tien Ts'iu Pao, (C. D.) Est. 1919.
Ling Nan Hsin Pao, (C. D.) Est. 1919.
Vee Teh Ladies Weekly News, (C. W.)
Lin Nan Sung Pao, (C. D.)
Jin Kuo Jih Pao, (C. D.)
Kwok Min Pao, (C. D.)
Kwangtung Sheng Pao, (C. D.)
Kwangtung Oi Kwok Pao, (C. D.)
Kwangtung Chow See Pao, (C. D.)
Tai Chung Wah Pao, (C. D.)
Ling Hoi Pao, (C. D.)
Tai Tung Pao, (C. D.)
Oi Kwok Pao, (C. D.)
Wah Kou Pao, (C. D.)
Kwoh Wah Pao, (C. D.)
Tien Shen Weekly, (C. W.) Est. 1916.
Kwoh Sze Hsin Pao, (C. D.)
Sing Hai Pao, (C. D.)

CHANGCHOW, Kiangsu Province. Population about 200,000.

- Ta Kung Pao*, (C. D.); 2,000.
Hsin Pao, (C. D.) Est. 1918.
Sen Tsong Pao, (C. D.); Est. 1917.
Lantien Pao, (C. D.) Est. 1918; 1,500.
Dah Kung Pao, (C. D.) Est. 1919.
Changchow Pao, (C. D.) Est. 1919.
Kying To Pao, (C. D.) Est. 1919.
Tsu Kiang Pao, (C. D.)

CHAoyANGHSIEN, Kwangtung Province.

- Tai Dung Jih Pao*, (C. D.); 1,200.

- CHANGSHA, capital of Hunan Province. Treaty port. Population 400,000.
Hunan Jih Pao (C. D.) Est. 1918; 1,200.
Hwa Ying Kui Pao, (C. D.) Est. 1919.
Wuchin Pao, (C. D.) Est. 1914.
- CHANGHSU, Kiangsu Province. Treaty port. Population 30,000.
Changhsu Jih Pao, (C. D.); 800.
Chow Yen Pao, (C. D.)
- CHEFOO, Shantung Province. Population 250,000.
Chi Fu Pao, (C. D.) Est. Aug. 17, 1907; 1,000.
Chifo Shang Pao, (C. D.) Est. Nov. 5, 1914; 700.
Chung Sheng Pao, (C. D.) Est. Jan. 1, 1913; 1,100.
New Chefoo Gazette, (C. D.); Re-opened on April 8, 1919.
- CHENG TU, Capital of Szechuen province. Population 500,000.
K'uan Pao, 1,500; published every ten days.
Ch'un Pao, (C. D.); 500.
Ta Hsi Nan Pao, (C. D.) Est. 1917.
Chi Pao, (C. W.); 150.
Si Fong Pao, (C. D.)
Chiao Wu Monthly; Est. 1917.
Min Tsu Jih Pao, (C. D.) Est. 1918.
Min Hsin Jih Pao, (C. D.) Est. 1918.
Chengtu Shen Pao, (C. D.) Est. 1919.
Wuhu Jih Pao, (C. D.) Est. 1918.
- CHINKIANG, Kiangsu Province. Treaty port. Population 182,000.
Tsu Kiang Pao, (C. D.); 800.
Tai Kung Pao, (C. D.); 1,200.
- CHUNKING, Szechuen Province. Treaty port. Population 517,520.
Kwoh Ming Kung Pao, (C. D.)
Si Fang Jih Pao, (C. D.) Est. Nov., 1918; 400.
Shang Wu Jih Pao, (C. D.) Est. 1914; 500.
Cheng Lung Pao, (C. D.)
Ming Chih Pao, (C. D.) Est. Nov. 1918.
Yu Yen Pao, (C. D.) Est. Dec., 1918.
- CHUCHOWFU, Chekiang Province. Population 120,000.
Chu Pao, (C. D.)
- FOOCHOW, Capital of Fukien Province. Treaty port. Population 624,000.
Hua Nan Jih Pao, (C. D.)
Kung Pao, (C. D.)
Min Pao, (C. D.); 2,500.
Fukien Daily News, (C. D.); 1,000.
Chien Pao, (C. D.) Est. 1917; 2,000.
Chiu Shih Pao, (C. D.); 1,000.

- Kung Lung Jih Pao*, (C. D.) ; 1,000.
Min Shing Pao, (C. D.) Est. 1915; 1,000.
Fukien Kung Pao, (C. D.) Est. 1918.
Wah Tung Jih Pao, (C. D.)
Ching Yen Pao, (C. D.) Est. 1918.
Fukien Shih Pao, (C. D.) Est. 1918.
Chien Tan Pao, (C. D.) Est. 1919.
Fukien Jih Hsin Wan, (C. D.)
Chen Pao, (C. D.) Est. 1919.

HANGCHOW, Capital of Chekang Province. Treaty port. Population 594,230.

- Chekiang Kung Pao*, (C. D.) Est. 1912; 1,800.
Chekiang Jih Pao, (C. D.) Est. 1914; 2,600.
Chekiang Min Pao, (C. D.) Est. 1916; 3,000.
Chuen Chi Kung Pao, (C. D.) Est. 1910; 2,600.

HANKOW, Hupeh Province. Treaty port. Population 590,000.

- Hankow Times*, (C. D.) Est. 1908; 3,000.
Kuo Min Hsin Pao, (C. D.) Est. 1912; 2,000.
Hsin Wen Pao, (C. D.) Est. 1914; 3,000.
Hsiao Ksien Lu Pao, (C. D.) Est. 1914; 700.
Yu Sze Pao, (C. D.) Est. 1913.
Hu Kwang Hsin Pao, (C. D.) Est. Feb., 1919.
Ta Han Pao, (C. D.) Est. 1914; 4,000.
Ching Si Jih Pao, (C. D.)
Ching Nee Pao, (C. D.) 120.
Chiang Kiang Jih Pao, (C. D.)
Jih Pao, (C. D.) 120.
Ta Foh Pao, (C. D.)
Cheng Yi Pao (or *The Righteousness*), (C. D.) Est. 1919; 4,700.

HONGKONG, Crown colony of Great Britain. Population 453,793 Chinese and 13,000 foreigners.

- San Pao* (C. D.)
Lee Kwurn Pao, (C. D.)
Kuo Sze Pao, (C. D.)
Ta Kwang Pao, (C. D.) ; 2,000.
Sze Kai Kung Yi Pao, (C. D.)
Tsong Wai Sin Pao, (C. D.)
Tsong Wah Pao, (C. D.)
Kung Hu Pao, (C. D.) ; 3,000.
Wah Sze Pao, (C. D.) Est. 1860; 7,000.
The Hongkong Chinese Commercial News. Est. May 1, 1919; 7,000.

HONGSHAN, Kwantung Province. Population 50,000.

- Yin Yuen Pao*, (C. D.)

KADING, Kiangsu Province. Population 20,000.

De Paoshar, (C. D.)

KAIFENG-FU, capital of Honan. Population 300,000.

Dah Tung Jih Pao, (C. D.) Est. 1918.

Honan Kung Pao, (C. D.) Est. 1911.

Honan Jih Pao, (C. D.)

Ho Shen Jih Pao, (C. D.) Est. 1909.

Sing Chung Chow Pao, (C. D.) Est. 1916; 1,500.

Lang Ho Sih Pao, (C. D.) Est. 1917.

KOCHOW, Kwantung Province. Population 50,000.

Kochow Jih Pao, (C. D.) Est. 1914.

KONGMOON, Kwantung Province. Treaty port. Population 60,000.

Tung Shan Pao, (C. D.)

Sin Shang Pao, (C. D.)

Ping Pao, (C. D.); 1,000.

Ming Pao, (C. D.)

Tien Sheng Pao, (C. D.) Est. 1917.

KWEILIN, capital of Kwangse. Population 80,000.

Kweilin Min Pao, (C. D.) Re-opened Sept. 5, 1916.

KWEIYANG, capital of Kweichow. Population 100,000.

Kweiyang Kung Pao, (C. D.)

Taw Pao, (C. D.) Est. 1919; 800.

Cheun Fong Jih Pao, (C. D.)

Kweiyang Jih Pao, (C. D.)

Ken Fong Pao, (C. D.)

Kweichow Kung Pao, (C. D.); 1,000.

LANCHOW, Capital of Kansu Province. Population 500,000.

Tung Seoh Jih Pao, (C. D.) Est. 1913.

Tsung Pao Chuch, (C. D.) Est. 1912.

Tung To Jih Pao, (C. D.) Est. 1912.

NANCHANG, Capital of Kiangsi Province. Population 620,000.

Nan Fong Jih Pao, (C. D.); 1,000.

Min Fo Pao, (C. D.) Est. 1916; 1,000.

Kiangsi Hsin Pao, (C. D.) Est. 1914; 2,500.

Cheng Yon Pao, (C. D.) Est. 1917; 1,000.

To Kiang Jih Pao, (C. D.) Est. 1911; 2,000.

Min To Pao, (C. D.) Est. 1916; 900.

Kiangsi Ming Pao, (C. D.) Est. 1909; 3,200.

NANKING, Kiangsu Province. Treaty port. Population 368,800.

Sin Chin Wan Pao, (C. D.) Est. 1914; 800.

To Pao Kwan, (C. D.) Est. 1918.

Hsin Tsong Hua Pao, (C. D.)

- Ta Tsong Hua Pao*, (C. D.); 500.
Li Yen Pao, (C. D.); 400.
Ta Kiang Nan Pao, (C. D.) Est. 1915; 800.
Nan Fong Jih Pao, (C. D.) Est. 1914; 2,500.
Ming Pao, (C. D.) Est. 1914; 2,000.

PEKING, Capital of China, Chili Province. Population 1,000,000.

- Kuo Shih Pao*, (C. D.) Est. 1912; 2,000.
Peking Jih Pao, (C. D.) Est. 1904; 5,000. (Chinese Edition of *Peking Daily News*).
Pe Yang Pao, (C. D.) Est. 1918; 1,500.
Min Chih Pao, (C. D.) Est. 1919; 2,000.
Ming Yen Jih Pao, (C. D.) Est. 1912; 1,500.
Hsin Kuo Ming Pao, (C. D.); 3,000.
Hsin Chung Hsing Jih Pao, (C. D.) Est. 1916; 1,500.
Lu Hai Chun Jih Pao, (C. D.) Est. 1913; 1,000.
Chun Tien Shih Pao, (C. D.) Est. 1904; 8,000.
Vee I Jih Pao, (C. D.) Est. 1918.
Min Foo Pao, (C. D.) Est. 1918; 1,500.
Hsin Tsing Pao, (C. D.) Est. 1916.
Peking Hsin Wan Pao, (C. D.) Est. 1918; 1,000.
Chun Niang Shih Pao, (C. D.) Est. 1918; 2,600.
Chun Yiang Jih Pao, (C. D.) Est. 1918.
Peking Hsin Pao, (C. D.) Est. 1918; 1,000.
Ting Yeh Jih Pao, (C. D.) Est. 1918; 1,000.
Yu Hsin Jih Pao, (C. D.) Est. 1919; 1,000.
Kung Lung Jih Pao, (C. D.) Est. 1917.
Ming Kuo Kung Pao, (C. D.) Est. 1918; 400.
Chen Pao, (C. D.) Est. 1918; 3,500.
Kuo Ming Kung Pao, (C. D.) Est. 1909; 850.
Hsin Ming Pao, (C. D.) Est. 1916; 1,300.
Ming Tzu Pao, (C. D.) Est. 1911; 400.
Kung Yen Pao, (C. D.) Est. 1916; 1,800.
Ya Tung Hsin Wan, (C. D.) Est. 1915; 600.
Ta Chung Hua Jih Pao, (C. D.) Est. 1915; 400.
Ming Ch'iang Pao, (C. D.) Est. 1913; 400.
Kuo Szu Pao, (C. D.) Est. 1914; 400.
Ching Shih Pao, (C. D.) Est. 1917; 400.
Jih Chih Pao, (C. D.) Est. 1914; 400.
Pin Min Pao, (C. D.) Est. 1919.
I Shih Pao, (C. D.) Est. 1918; 10,000.
Sin Ming Kuo Pao, (C. D.)
Tung Fong Jih Pao, (C. D.) Est. 1919; 800.
The New China, (C. D.) Est. May 18, 1919.

- Ta Tung Jih Pao*, (C. D.); 1,000.
To Wen Jih Pao, (C. D.); 800.
To Sheng Pao, (C. D.); 800.
Pai Hua, (C. D.) Est. 1919; Colloquial edition of *I Shih Pao*; 1,200.
Ching Tsin Shih Pao, (C. D.) Est. 1912.
Kue Chiang Pao, (C. D.) Colloquial; 4,000.
Chung Yang Pao, (C. D.) Colloquial; 3,250.
Shih Shih Pai Hua Pao, (C. D.) Colloquial; 2,800.
Chuin Chiang Pao, (C. D.) Colloquial; 21,000.

SHANGHAI, Kiangsu Province. Treaty port. Population 21,000 foreigners (including 15,500 Japanese) and 659,000 Chinese.

- Shun Pao*, (C. D.) Est. April 30, 1872; 20,000.
Sin Wan Pao, (C. D.) Est. 1900; 20,000.
Shih Pao (*Eastern Times*), (C. D.) Est. 1905; 15,000.
Hsin Shun Pao, (C. D.) Est. 1915; 10,000.
Tse Nan Jih Pao, (C. D.) Est. Dec. 1918.
Shen Chow Jih Pao, (*National Herald*), (C. D.); 2,500.
Republican Daily News, (C. D.); 4,000.
Chun Hua Hsin Pao, (C. D.) Est. 1914; 3,000.
China Times, (C. D.) Est. 1904; 10,000.
Jiu Kuo Jih Pao, (C. D.) Est. 1919; 1,500.
Chiu Kwoh Pao, (C. D.)
Pei Ting Pao, (C. D.)
Min Pao, (C. D.)
Son Yu Hsi Pao, (C. D.)
Tu Hua Pao, (C. D.)
Min Kwoh Pao, (C. D.)
Woo Pao, (C. D.) Est. 1919.
Shiao Sin Wen Pao, (C. D.)
Tien Kuang Jih Pao, (C. D.)
The New World, (C. D.)
The Great World, (C. D.)
Tsing Pao, (C. D.) Est. 1919.
Tsung Pao, (C. D.) Est. 1919.
Shang Pao, (*Shanghai Morning Post*), (C. D.) Est. 1919.
Da Sheng Pao, (C. D.) Est. 1919; 5,000.

SHAOHING, Chekiang Province. Population 300,000.

- Yu Chow Kung Pao*, (C. D.) Est. 1918; 1,000.
Yu To Jih Pao, (C. D.) Est. 1908; 1,200.
Min Pao, (C. D.) Est. 1917.

SIANFU, Capital of Shensi. Population about 1,000,000.

- Shensi Jih Pao*, (C. D.)

Tsin Yang Jih Pao, (C. D.)

Kung Ye Pao, (C. D.)

SINING, Kwantung Province. Population 20,000.

Yat Sin Pao, (C. D.)

SOOCHOW, Capital of Kiangsu Province. Treaty port. Population about 500,000.

Soo Sing Pao, (C. D.) Est. 1913.

Wu Yui Jih Pao, (C. D.) Est. 1917; 1,000.

Soochow Jih Pao, (C. D.) Est. 1912; 2,000.

Ping Kiang Jih Pao, (C. D.) Est. 1919; 1,000.

Wuhsien Shih Siang Kung Pao, (C. D.) Est. 1917.

Chen Dah Jih Pao, (C. D.) Est. 1919; 1,200.

SUNKIANG, Kiangsu Province. Population 40,000.

Sunkiung Pao, (C. D.)

SWATOW, Kwangtung Province. Treaty port. Population 75,000.

Ta Feng Pao, (C. D.) Est. 1918; 1,200.

Kung Yen Pao, (C. D.) Est. 1918; 100.

Ta Ling Tung Pao, (C. D.) Est. Nov. 23, 1918; 1,100.

TAIYUENFU, Capital of Shansi Province. Population 100,000.

Shansi Jih Pao, (C. D.)

Tsin Nan Jih Pao, (C. D.)

Kung Ye Pao, (C. D.)

Pin Chow Jih Pao, (C. D.)

Chin Yang Pao, (C. D.)

Shansi Kung Pao, (C. D.) Est. 1918; 1,200.

TIENTSIN, Chihli Province. Treaty port. Population 800,000

Chang Chih Pao, (C. D.) Est. 1917.

Chen Pao, (C. D.) Est. 1913.

Wu Pao, (C. D.) Est. 1912.

Wan Pao, (C. D.) Est. 1917.

Hsu Jih Pao, (C. D.) Est. 1912.

Hsin Wen Pao, (C. D.) Est. 1919.

Kuo Chiang Pao, (C. D.) Est. 1918.

Yu Ch'u Hsin Wen, (C. D.) Est. 1919.

Hsin Ming Hsiao Shin Pao, (C. D.) Est. 1919.

Hu Pei Jih Pao, (C. D.); 10,000.

Ching Tsing Ta Wu Shih Pao, (C. D.) Est. 1910; 2,000.

Zeh Wen Pao, (C. D.) Est. 1907; 2,000.

I Shih Pao, (C. D.) Est. 1915; 20,000.

Ta Kung Pao, (C. D.) Est. 1903; 8,000.

Tien Tsin Daily News, (C. D.) Est. 1901; 2,000.

The China Sun, (C. D.); 500.

TSINANFU, Capital of Shangtung Province. Population 100,000.

Political Daily News, (C. D.)

Tsinan Jih Pao, (C. D.) Est. July, 1917; 2,700.

Tai Tung Jih Pao, (C. D.) Est. June, 1912; 2,500.

Hsin Chi Yu Kung Pao, (C. D.) Est. 1917; 480.

Shang Wu Jih Pao, (C. D.) Est. July, 1916; 1,600.

Chi Mei Pao, (C. D.) Est. July, 1916; 1,500.

Shantung Fa Pao, (C. D.) Est. March, 1919; 3,000.

Shantung Pai Hwa Pao, (C. D.) Est. Jan., 1919; 5,000.

Chien Pao, (C. D.) Est. Oct., 1903.

The Great Democrat, (C. D.); 2,000.

Shantung Hsin Wen, (J. D.)

TSINGTAU, Shantung Province. Chinese population 53,570, Japanese 19,591.

Tsingtau Shon Pao, (J. D.); 3,000 to 5,000.

TUNCHOW, Kiangsu Province. Population 150,000.

Nan Tung Hsin Pao. Published every third day. Est. 1919; 1,800.

Tung Hai Hsin Pao, (C. D.) Est. 1917; 800.

WENCHOW, Chekiang Province. Treaty port. Population 100,000.

Fe Sha Pao, (C. D.) Est. 1917; 1,000.

Dah Kung Pao, (C. D.) Est. May, 1919; 2,500.

WUCHOW, Kwangsi Province. Treaty port. Population 30,000.

Min Pao, (C. D.)

King Ling Jih Pao, (C. D.)

Si Kiang Pao, (C. D.)

Liang Chu Jih Pao, (C. D.) Est. 1916; 1,200.

WUHU, Anhwei Province. Treaty port. Population 130,000.

Yei Kiang Jih Pao, (C. D.) Est. 1918; 1,200.

Hsiao Pao, (C. D.)

Kong Shang Jih Pao, (C. D.) Est. 1918; 1,000.

WUSIH, Kiangsu Province. Population 200,000.

Hsin Wusih Pao, (C. D.) Est. 1918; 1,200.

Sih Pao, (C. D.) Est. 1918; 1,500.

YANGCHOW, Kiangsu Province. Population 100,000.

Min Sheng Pao, (C. D.) Est. 1912; 1,200.

Yangchow Jih Pao, (C. D.) Est. 1917; 1,000.

Hwai Yang Jih Pao, (C. D.) Est. 1918; 1,500.

Tung Shu Pao, (C. D.) Est. 1918.

Kiang Pe Shang Wu Pao, (C. D.) Est. 1918.

Kiang Hwai Jih Pao, (C. D.) Est. 1919; 800.

YUNNANFU, Capital of Yunnan Province. Population, 100,000.

Chi Kuo Jih Pao, (C. D.) Est. 1919.

Kuo Sze Jih Pao, (C. D.) Est. 1915; 1,500.

Shih Jih Pao, (C. D.) Est. 1918.

Yi Sing Pao, (C. D.) Est. 1916.

Pao Tsuia Jih Rang. Est. 1919.

Chung Hwa Hsin Pao, (C. D.) Est. 1917; 3,000.

Tien Sung Pao, (C. D.) Est. 1914.

HARBIN, Manchuria Province. Population 50,000 Russians, 2,000 other foreigners and 28,000 Chinese. Treaty port.

Tung Jin Shang Pao, (C. D.) Est. 1916; 1,500.

Yuan Tun Pao, (C. D.); 1,000.

NEWCHANG, Ying Kow South Manchuria Province. Population 63,000, including 2,500 Japanese and 200 other foreigners. Treaty port.

Ying Shang Jih Pao, (C. D.); 1,000.

DAIREN, Dalny, Manchuria Province. Population 77,000, about equally divided between Chinese and Japanese.

Taito Nippo, (J. D.); 6,000.

CHANGCHUN, (Kwan Cheng Tzu). 345 miles from Dairen. Population 150,000.

Kuo Tsi Jih Pao, (C. D.); 3,000.

Tai Tung Jih Pao, (C. D.); 800.

Koh Chi Ya Pao, (C. D.) Est. 1918; 1,000.

KIRIN, Capital of Kirin Province, (Manchuria). Population 80,000, including 1,000 Japanese.

Chi Chang Jih Pao, (C. D.); 3,000.

Shun Pao, (Chi Ling Shang Pao), (C. D.) Est. 1917; 1,200.

MUKDEN, Capital of Manchuria. Population 250,000.

Shing Shih Pao, (C. D.) Est. 1910; 1,000.

Tung San Shing Kong Pao, (C. D.); 4,000.

Shing Cheng Shih Pao; 8,000.

Chinese Magazines and Trade Journals.

Chinese Engineer and Contractor: Monthly; Trade Journals Publishing Company, Shanghai; 3,000.

Chinese Chemist and Druggist: Monthly magazine; Trade Journals Publishing Company, Shanghai; 2,500.

The Construction: Monthly; Shanghai; 5,000.

Hallock's Almanac: Annual; 50,000.

Fancy Drawing Magazine: Shanghai; Est. 1918; 5,000.

People's Heart Weekly: 2,000.

Educational Review: Monthly; Commercial Press, Shanghai; 28,460.

Chinese Students Quarterly: Commercial Press; 5,000.

Agriculture Magazine: Monthly; Commercial Press; 3,000.

- Ladies Journal*: Monthly; Commercial Press; 11,490.
The Youth Magazine: Monthly; Commercial Press; 27,240.
Nan Yang Students Quarterly: Organ of the Government Institute of Technology; 500.
The English Weekly: Commercial Press; 23,460.
The English Student: Monthly; Commercial Press; 28,850.
Students Magazine: Monthly; Commercial Press; 25,300.
Short Story Magazine: Monthly; Commercial Press, 29,000.
Eastern Miscellany: Monthly; Commercial Press; 22,440.
Association Progress: Monthly; 2,500. Chinese Y. M. C. A.
China Cotton Journal: Monthly; Chinese Cotton Mill Owners Association, Shanghai; 1,000.
Shanghai Young Men: Y. M. C. A., monthly and weekly; 2,200.
Quarterly Journal for Chinese Nurses: Shanghai.
Scientific World: Monthly; Government Institute of Technology; 2,000.
National Medical Journal of China: Quarterly; Shanghai.
Dung Dai Medical Journal: Monthly; Shanghai.
Kwang Chi Medical Journal: Bimonthly; Hangchow.
Popular Medical Journal: Monthly; Peking.
Shao Shing Medical and Pharmaceutical Journal: Monthly; Shao Shing.
Nan Hwa Medical Journal: Monthly; Canton.

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UNIVERSITY OF MISSOURI
BULLETIN

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Edited by

ROBERT S. MANN,

Assistant Professor of Journalism

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