

great "nuisance values" to the big ones. A big change and readjustment is bound to take place. There will be the usual eliminations and the old story of the survival of the fittest.

2. Notwithstanding the above, the publishing world in China has made a tremendous stride in introducing new knowledge, reducing financial burdens of the reading public and, in most cases, did a good job unselfishly and honorably. The few that will survive the coming trial will no doubt continue to render their best services.

3. Mass education and government compulsory education (which I have no time to treat in the present article) will be a very strong impetus directly or indirectly helping the general publication to make still more rapid progress and the "Three-character Sutra" (三字經) and "Hundred Family Names" (百家姓) are no longer fashionable in child and primary education.

4. The simplified characters (簡字) (another subject deserving a separate treatment) which was promulgated by the Ministry of Education, are temporarily withheld. No doubt the question will turn up again, some time. We must recognize the difficulty in accepting new ideas. There will be a revolution in Chinese publication when that resistance is removed. The recent invention a few months ago, by the Commercial Press, Ltd. on new type-moulders which has reduced the type cost to less than 1/5 of the present cost will also have a decided influence in the future.

5. The Book-Reading Movement sponsored by many scholars last year will be continued. We must not forget that knowledge is power. The potential reading capacity in Shanghai alone is enormous. But night-life, cabarets, gambling and "going to the dogs" have been the leading activities.

Chinese Periodicals

By LIN YU (林幽)

AS Mr. Sung I-chung points out, the rapid growth of Chinese magazines and periodicals in the last few years is most amazing. I shall not repeat here the figures of periodicals registered with the Ministry of Interior during the past six or seven years. Suffice it to say that 1934 was commonly dubbed the year of magazines, but this tendency was visible even during the previous year, and has become even more pronounced since then. Mr. Sung regards this as a "sign of our eagerness to learn", and no doubt it is. However, there are other factors which have to be noted.

The eagerness to learn is coupled with an economic force in contributing to the popularity of the magazines. Because of economic depression many students were obliged to stop their education, but their appetite for learning must be satisfied by reading. To them one copy of a magazine offers more variety than a book, and is cheaper, too.

There is yet another cause for the popularity of periodicals and it may be summarized in two words: national emergency. People's attention has been centered in political events since the fall of 1931, and many people have found magazine articles more intelligible and comprehensive than reports in the daily papers. This accounts for the great number of topical weeklies, semi-monthlies and monthlies. The national emergency has also directed the attention of both readers and writers to our past in search for light to guide the present, which is why in magazines of this nature we find numerous studies of different historical epochs, events or problems.

The popularity of another class of periodicals must be accounted for differently. With more stable government finances most of the professors in government universities are finding it possible to devote time to research and writing, and so we have numerous periodicals, mostly quarterlies, devoted to learned discussions of all sorts of subjects, some highly technical and purely academic, others with a very direct bearing on practical problems. In the pre-Kuomintang days few government

officials saw the importance of good publicity, but today the situation is completely reversed. Kuomintang owes its victory almost as much to its propaganda as to its revolutionary armies. Nowadays each of the more up-to-date provincial governments has at least three or four publications to its credit.

Having considered the more important causes of the popularity of periodicals, we may now turn to the periodicals themselves. Of magazines which have names in foreign languages, the foreign names only are given below, otherwise, their Chinese names are retained after the English equivalents given by the writer.

By far the most popular and numerous is the group which may be termed "topical" periodicals, that is magazines which deal with current events and topics of current interest. *The Current Events*, Nanking, is a monthly modelled after *The Current History*, with certain modifications to suit the need of Chinese readers. Nanking has yet another topical monthly *The New China Review* (中國新論), which pays special attention to international relations and reconstructive efforts in China. *The Domestic and Foreign News Weekly* (中外時事週報), which is true to its name, is published by *The Central Daily News* (中央日報), Nanking, and has 50 issues a year. *The Current Review* (時論) is a topical semi-monthly with special emphasis on international relations and cultural reconstruction.

Peiping has two well-known weekly reviews mildly critical of the Kuomintang government: *The Independent Review* (獨立評論) edited by Dr. Hu Shih, and the newly founded *Free Critic* (自由評論). *The New North Star* (新北辰), a monthly published in Peiping, deals specially with cultural problems. *The Ta Kung Pao* of Tientsin also publishes a topical *National News Weekly* (國聞週刊). *The Sheng Sheng* (生生) of Taiyuan has 20 issues a year and contains, in the few pages between its two covers, news of a wide variety, from international relations to rural movements, from science to culture. Faraway Sian has a *Ten-Day Poli-*

ical Periodical (政治旬刊). Hankow has a monthly called *Our Futures* (前途) which is devoted to reconstructive efforts on both the material and cultural sides. *The Universe*, a 10-day topical periodical with emphasis on international relations, is published in Hongkong.

Shanghai has many topical periodicals, among which the oldest and perhaps the best known is *The Eastern Miscellany*, a semi-monthly published by the Commercial Press. A new feature of this semi-monthly added this year is the inclusion of a number of translated articles from foreign magazines. The Sun Yat-sen Institute of Education and Culture also publishes a monthly, which is solely devoted to translations of articles found in foreign (Japanese included) magazines and is known as *Collected Essays on Timely Topics* (時事類編). The Chung Hwa Book Co. also publishes a topical monthly: *The New China* (新中國). The Sheng Huo Book Co., too, has many topical magazines, but I shall mention only: *The World Culture*, which is devoted to "international relations, politics, economics, and culture." *The National Renaissance Monthly* (興復月刊) looks like an organ of General Hwang Fu and is devoted to political, reconstruction, historical, and cultural discussions. *The Shun Pao Yueh Kan* (申報月刊) has changed from a monthly into a weekly this year and is now known as *The Shun Pao Weekly* (申報週刊). *The Hwa Lien Weekly* (華年週刊) is a topical journal with special appeal to the students. *The Youth's World* (青年界) has ten numbers a year and is devoted to international relations, news of science, arts, literature, etc. The National Committee of Y.M.C.A. in China publishes a weekly called *Shanghai Youth* (上海青年).

The National Committee of Y.W.C.A. in China issues 10 numbers of *The Young Women's Magazine* (女青年月刊) a year, which is a topical monthly including discussions of women's life problems, domestic science, etc. *Women's Voice* (女聲) is a topical semi-monthly with additional discussion of the problem of women's emancipation. *The Girl's Monthly Magazine* (女子月刊) and *The Women's Monthly Magazine* (婦女月報) are also of a similar nature, but *Women's Common Call* (婦女共鳴) sounds more like a battlecry of the militant feminists.

Of the topical periodicals we may now make a few general observations. Many of them contain one section devoted to poems composed after the old literary traditions. And international relations receive, as may be seen from the above, a large share of attention from these magazines. There are, however, at least two monthlies which are especially devoted to foreign affairs: *The Foreign Affairs Review*, Nanking, and *The Foreign Affairs Monthly*, Peiping. Two neighbors of ours receive enough attention from China's intelligentsia that they devote one monthly to each of them and we have *The Japan Review* (10 issues a year) and *Soviet Russia Review* (蘇俄評論), both published in Nanking. Russia receives additional attention in the form of a quarterly, *Soviet Russia and China* (蘇俄與中國).

In addition to these there is a number of journals entirely or partially devoted to China's frontier problems.

The New Asia Monthly (新亞細亞月刊), Nanking, is, as its name indicates, devoted to any Asiatic subjects, but Tibetan and Mongolian problems have occupied most of its attention. Besides, there are *The New Mongolia* (新蒙古) a monthly published in Peiping, *The Mongolian and Tibetan Monthly* (蒙藏月刊), Nanking, and *Studies of Frontier Problems* (邊事研究), a monthly published in Nanking, all of which are entirely devoted to China's frontier questions.

Closely connected with frontier problems and inter-national relations is the problem of national defence, and there are a few periodicals devoted to this subject. Air defence has three magazines as its champions, the navy two and the army, an unknown number.

Another aspect of China international relations is the overseas problem. Lately there have been numerous articles on our overseas in Chinese topical periodicals, such as *The New Asia Monthly*, *The Eastern Miscellany*, *The Shun Pao Weekly*, *The Hwa Lien Weekly*, etc. There have been attempts at founding magazines solely devoted to this problem, but up to now only two have lasted a few years. They are *The Oversea Affairs Monthly* (僑務月報) published by the National Oversea Affairs Commission, Nanking, and *The Nanyang Research* by the Overseas Cultural Research Institute, Chinan University. *The Current Events*, Nanking, also devotes one page to overseas affairs every month.

Space does not permit a detailed study of the magazines devoted to other subjects, but a few general remarks may not be out of place.

Next to current topics, perhaps economics, business and industry have the biggest number of magazines. They range from price indices, to accountancy and personnel administration, from industrial accidents to advertising, foreign trade, etc., etc.

There are also numerous scientific and engineering journals. They are usually published by some scientific or engineering associations. The scientific and technical journals cover a wide range of subjects, varying from water conservancy to architecture, from radio to meteorology. There are also popular science magazines, of which the best, in my opinion, is *The Popular Science Semi-Monthly* published by the Science Society of China.

The better known universities, like the National Tsing Hua University, the Central University, the National Sun Yat-sen University, the Wu-Han University, etc. all have periodicals, chiefly quarterlies, on different academic subjects. There seem to be more publications on social sciences than natural sciences.

Education has also a great number of periodicals. First of all, there are publications by the local governments disseminating information regarding official work in this field. Other publications are usually intended for teachers, chiefly those of primary schools. There are also periodicals for the primary and secondary school students. Yet another class of educational magazines which deserve our attention consists of publications of institutions experimenting in rural education, like those of Pochuan, Honan, Tsouping, Shantung, and Tingsien, Hopei.

Rural problems and reconstruction claim quite a number of magazines as their own. Many of them are government publications disseminating scientific information concerning forestry, agriculture, and such rural industries as sericulture, rural cooperatives, etc. But some of them are published by colleges of agriculture in different universities, like the University of Nanking, the National Sun Yat-sen University of Canton, etc.

There are also magazines on health. Most numerous within this class are those devoted to Chinese gymnastics, though magazines that profess to popularize medical knowledge are not wanting.

A small number of monthlies may be found for studies of Chinese classics, histories, classical literature, etc., like *Wissen and Wissenschaft*, *The Learning World* (學術世界), and *The West China Magazine of Learning* (華西學報). Closely connected with these, are magazines of publications; for instance, *The Chinese Publication Monthly* (出版界月刊), *The Work and Study Weekly* (工讀週刊), etc. Two monthly publications by the Sun Yat-sen Institute of Education and Culture which are especially useful to readers and research workers, may be mentioned here. They are *The Index to Periodicals* (期刊索引) and *The Index to Daily Papers* (日報索引). *The Culture Monthly* (人文月刊), a magazine devoted to study of contemporary, and even current, Chinese history, has also a large section devoted to periodical index.

Among literary magazines, one may mention *The Literature* (文學), a monthly, *The Arts and Letters Monthly* (文藝月刊), *The Quarterly Journal of Arts and Letters of Middle School Students* (中學生文藝季刊) *The Yuchao Feng* (宇宙風) a semi-monthly devoted to humor and familiar essays. There is also a number of pictorial magazines which usually reproduce some famous Chinese or western painting in each of their numbers. And there are even magazines devoted to movies, and to photography.

Religion, too, claims a rightful place in the magazine world. The Catholics have one *Holy Religion Magazine* (聖教雜誌), the Mohammedans have *The Humanity Monthly*, and the Buddhists have one *Buddhism Semi-Monthly* (佛學半月刊).

The above survey, though by no means complete, and the magazines mentioned being taken largely at random, may reveal to the readers the wide variety of subjects that are being weekly and monthly discussed by Chinese writers and reading public through the medium of different periodicals. Even the most casual observers will notice a wide difference between the magazines of today and those of the early 'twenties, when our "cultural revolution" started. Then magazines devoted to special subjects were much fewer in number than today. Literary magazines also existed then in superabundance, or at least claimed much more attention than they do now. At that time publications by universities, in which professors made learned discussions on different subjects, were just beginning to make their appearances, but today universities seem to vie with each other for credit in maintaining such publications. Articles in the magazines were also much more amateurish, though today many

THE LITTLE CRITIC

EDITED BY LIN YUTANG

On Charm in Women

LI Liweng (李笠翁), one of the finest human spirits that ever lived in China as well as a great comic poet, wrote an entire book on the art of living which I intend to translate in full. References have already been made to this work in "*My Country and My People*." It covers the entire art of living, with different books on singing, dancing, drama, costumes, housing, interior decoration, cuisine, flowers—everything from an essay on rouge and powder, or on women's skin, or hands and shoes and stockings to the art of cooking mushrooms and bamboo shoots and the method of regulating sexual life and banishing worries. I love particularly its essay on "Charm in Women," which I am translating as follows:

There is an ancient saying "that exotic beauties can fascinate people." Exotic beauty means charm, although it has been commonly misunderstood as referring to good looks merely. Now good looks, it should be understood, can never move us unless it has charm, and only then does the beauty become fascinating and exotic. People who think that all beauties can fascinate people need only to stop to think why all the beautiful silk dolls on the market and the beautiful women in pictures can never make one fall in love with them, although probably their faces are ten times more beautiful than living women. This shows that what after all is needed in women more than anything else is just the word charm. Charm in a person is like the flame in a fire, the light in a lamp, and the lustre in jewels. It is something invisible and yet seemingly palpable, something which can be seen and yet has no definite shape or body. That is why charm is always mysterious—why a woman with charm is regarded as being exotic, for to be exotic is to be strange and mystifying, to be that which people cannot quite understand. There are women who make people fall in love with them at first sight, who once seen are never forgotten, and who make men risk all they have, glory, wealth and even their own lives, in order to possess them. Such is the strange power of women's fascination, something which is elusive and defies all explanation.

Of all the things that I admire the Creator of the universe for, and of all the mysteries of the universe, the charm of personality ranks the greatest. If I were a God, I could give my creatures bodily shape and I could give them wisdom and knowledge, but I could not give them this

articles that appear even in the better grade magazines are occasionally still not free from that defect. Formerly subjects of discussion were chiefly a continuation of problems of western arts, literature, philosophy, etc., but today our writers are busy debating on China's own problems. Then the tone was vehement in denunciation of the old, today we sanely ask what we are to do with the present situation, though much dogmatizing still remains.