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LIAISON SECTION
EHIME KEN

EL-952 (CI-108) 30 June, 1951

TO : Chief, Shikoku Civil Affairs Region
(Attn: Civil Information Section)

FROM : Chief, Public Opinion Sect., Ehime Ken

SUBJECT : Public Information Activities

I beg to inform you of the subject above for the month of June, 1951 as follows.

A. Priority Programs:

1. Thoroughgoing diffusion of the purport of Agricultural Committee Law.

In an effort to make farmers realize the purport of Agr. Committee Law which will have far-reaching effect upon all farmers in the prefecture, we rendered the following information service.

a. Leaflet:

We printed 20,000 leaflets explaining the purport of the Law, and distributed them among all cities, towns and villages.

b. Poster:

1,300 copies of posters were distributed among towns and villages.

c. Radio:

Information about the Law was given through Matsuyama Central Radio Station on 11 June.

d. Newspaper:

The Asahi, dated 20 June, had an article titled "Don't be sorry afterwards" and all local papers also gave information about the Law.

e. Meeting:

A consultation about the election of the agricultural committee-men was held.

2. Delivery & increased production of food.

Concerning the quotas for delivery and actual delivery of mugi crops and increased production of rice, we rendered the following information service.

a. Newspaper:

The Mainichi, dated 20 June, had an article with a head-line: "Delivery of New Barley Starts".

The Ehime, the Asahi and the Iyo also reported the news of barley delivery.

As there were signs of breakout of diseases and injurious insects in rice-nurseries, all newspapers gave information about the methods to prevent them several times.

b. Leaflet:

We distributed 10,000 leaflets titled "Guide to prevention of diseases and insects of rice in its nursery period" among towns and villages.

c. Radio:

Encouragement was given to farmers for prevention of diseases and insects in rice-nurseries through Matsuyama Central Broadcasting Station.

B. Minor Programs:

1. Disease prevention:

a. Printed matter:

We gave the public relevant information by distributing 500 copies of a pamphlet concerning the mouth hygiene, 450 copies of the "Katei Asahi" and 2,000 leaflets and by circulating 15 sets of posters.

b. Radio:

Matsuyama Central Radio Station broadcast on this subject every day for a week.

c. Lecture & movie meeting:

This meeting was held in order to diffuse ideas of prevention of dysentery, with 3,500 persons attended.

d. Newspaper:

The Ehime had an editorial "Prevalence of dysentery & its prevention" on 20 June, and other papers also gave information about prevention of dysentery.

2. Public Health:

a. Meeting:

Consultation about campaign for food sanitation	80 attendants
Short course for education of meat-dealers	200 "
Short course for exterminating rats & insects	6 places, 350 "

b. Printed matter:

We distributed the following printed matter concerning sanitation of food among cities, towns and villages.

Poster	:	5,000 copies
Pamphlet	:	3,000 "
Leaflet	:	2,000 "
Sticker	:	10,000 "

c. Newspaper:

The Ehime gave an account of the conversazione titled "Can we stamp out tuberculosis" and other newspapers had articles concerning public health.

d. Radio:

Warning was given to the dealers concerned and homes against insanitation of fish and other marine products.

3. Fishery:

a. Meeting:

Consultation about the revised Fishing Boat Law:
(5 places 200 attendants)

Consultation about the Agr., Forestry & Fishery Fund Financing Law:

(5 places 250 attendants)

Meeting for explanation of the procedure of application for fishery rights:

(7 places 350 attendants)

Public hearing concerning the final decision of fishing grounds plans:

(10 places 400 attendants)

b. Radio:

Matsuyama Central Radio Station broadcast on the following subjects:

Revision of the Fishing Boat Law.
Non-tidal inland waters fishery.
Broiling of boiled and dried sardines.
Remodelling of fishing boat.
Settling in underveloped fishery areas in Hokkaido.
Increasing of investments in fishery coop. assns.

c. Printed matter:

We distributed 2,500 copies of posters and 200 leaflets explaining the revision of the Fishing-boat Law, among fishermen through fishery cooperative associations.

d. Newspaper:

The Ehime had an explanatory article of fishery funds.

4. Labor administration:

a. Lecture meeting:

Lecture meetings were held at 11 places chiefly for members of labor unions.

Attendants 3,600

b. Movie meeting:

For the purpose of enlightening union-members on the mission of the labor union and the rights and duties of a member, movie meetings were held at 16 places with 4,300 attendants.

c. Printed matter:

2,000 copies of the monthly "Ehime Labor" were published.

5. Diffusion of improved agricultural techniques.

a. Printed matter:

Various data of improved agricultural techniques were printed and distributed among the leaders of towns and villages.

b. Radio:

Activities of the Youth Clubs were given publicity thru broadcasting by Matsuyama Central Radio Station.

c. Monthly "Ehime Agriculture":

Various information about improvement of agriculture was put in this magazine. 2,000 copies were published.

6. Activities of United Nations:

Centering around the anniversary of United Nations, 26 June, we gave public information about UN in an effort to encourage the prefectural people to cooperate with UN.

a. Lecture meetings were held at 4 places in the prefecture.

Attendants 4,000

b. Conversaziones were held at 3 places.

Attendants 400

c. Information service car:

It gave publicity to the activities of UN, going round Matsuyama City.

d. Newspaper:

The Ehime, the Iyo, the Mainichi and the Asahi had each relevant articles on UN's activities several times.

e. Radio:

Various programs scheduled for a week from 23 June were broadcast by Matsuyama Central Radio Station.

f. Printed matter: Pamphlet "What is UN?"
3,000 copies

7. Diffusion of ideas of human rights:

a. Newspaper:

Every paper had an article on the human rights on 17 June.

b. Radio:

Matsuyama Central Radio Station broad-cast information concerning the District council of Civil Liberties Commissioners and their Federation which was recently established.

S. Ikeda

S. Ikeda
Chief, Public Opinion Sect.,
Ehime ken

Y:O

Ehime

EL-946 (CI-104) LIAISON SECTION
EHIME KEN 1 June 1951

TO : Chief, Shikoku Civil Affairs Region
(Attn: Civil Information Section)

FROM : Chief, Public Opinion Sect., Ehime Ken

SUBJECT : Public Information Activities

I beg to inform you of the subject above for the month of May, 1951 as follows.

A. Priority Programs:

1. Furtherance of tax-payment:

As the prefectural account of receipts and disbrusement for the 1950 fiscal year is closed at the end of May this year, the Ken authorities have made great efforts to collect the prefectural taxes through various means as follows.

a. Meetings:

At the meetings held in 3 districts, officials in charge of taxation at local offices were given an explanation of the revised Tax Law. They also conferred on the collection of prefectural taxes with the Ken officials concerned.

b. Newspapers:

The Ehime, dated 17 and 21 May, the Mainichi dated 24 May and the Asahi dated May 15 gave encouragement to the payment of taxes.

c. Radio:

Information about the juridical person's self-assessed business tax was given through Matsuyama Central Radio Station.

d. Printed matter:

The "Ehime Prefectural Administration" No. 24, had an article regarding the procedure of tax-payment. A calendar showing the kinds of taxes and their time limit for payment, were printed and distributed among the tax-payers.

e. Local Office:

Each local office has made efforts to collect taxes by means of meetings, distribution of printed matters and other measures planned at its own discretion.

2. Political Education:

a. Thoroughgoing diffusion of the spirit of the constitution:

Centering around the Constitution Anniversary, 3 May, various events were carried out as follows:

(i) City, town & village authorities

— Gave the officials lectures on the purport of the Constitution in an effort to make them realize their duties.

— Carried out commemorative events.

— Distributed the reference data.

— Encouraged the citizens to fly the national flag.

(ii) Schools:

— Carried out lectures, picnics and other commemorative events with elementa of recreation.

— Displayed school products associated with the Constitution.

— Encouraged every house to fly the national flag.

(iii) Others:

Every working place, family and organization participated in the events mentioned above.

(iv) Ken Office:

Commemorative lecture meeting:

On 7 May, a lecture titled "Public nature of human rights" was given by Prof. Kaneko of Tokyo University at Municipal Auditorium. At the same time, stories were screened to about 1,500 attendants.

Contest for best theses:

Students of upper and lower secondary schools were invited to take part in the contest for best these on "World Declaration of Human Rights" under the auspices of the Attorney-General's Office and the Education Ministry. The Ken Office gave it wide publicity through newspapers and other menas. Both the first and the second place were won by students of this prefecture. Their theses appeared in full in the Ehime; and other newspapers published the news.

Other related events:

On 17 May, Lt. Col. Col. Imboden, GHQ had a press conference and then gave a lecture to the general citizens. Audience: About 600.

b. Enlightenment on election:

(i) In the light of the recent local elections, we got the public well acquainted with the importance of the election of a member of the House of the Councillors in order to prevent abstention from voting. But, a candidate was elected unopposed.

(ii) As to the showdown vote for the Mayor of Uwajima City, every newspaper cooperated with us in giving public information in an effort to held it in a fair way.

B. Minor Programs:

1. Protection and care of children:

In commemoration of the enactment of the Children's Charter, various events were carried out as follows:

a. Mass meeting of children:

In an effort to impress the general citizens with the importance of the protection of children, the pupils of elementary schools, the Boy Scouts and the Japan Red Cross Juvenile Service Groups paraded through the streets and held meetings in each of the 6 cities in the Prefecture.

b. Picture play:

Both Matsuyama and Niihama cities had picture play meetings. Besides, picture play parties organized by the traders concerned laid stress on the importance of children's protection

a total of several hundreds of places in 6 cities.

c. Printed matter:

5,000 copies of posters, 20,000 leaflets and other printed matter on the Juvenile Welfare Week were distributed among cities, towns and villages.

d. Radio:

Observing the enactment of the Children's Charter and the enforcement of Juvenile Welfare Week, they broadcast various programs.

e. Official commendation:

Excellent boys and girls won official commendations.

f. The "Ehime Prefectural Administration" No. 25 had an article concerning the Children's Charter.

2. Establishment of the basis of rational labor and management relations:

In an effort to attain the above aim, we rendered the following information service.

a. Opening of "Labor Schools:

Labor Schools were opened at 16 places for 12 days from 7 May with a total of about 3,000 attendants.

b. Movie meetings:

Movies for labor education were shown at the places where the labor schools were held.

c. Printed matter:

2,000 copies of the monthly "Ehime Labor" were distributed.

3. Diffusion of ideas of prevention of tuberculosis and other communicable diseases:

As this summer is going to have the periodical prevalence of dysentery and 11 May was the Tuberculosis Prevention Day, we gave active publicity to the prevention of tubercular and other communicable diseases.

a. Printed matter:

In order to diffuse the knowledge of prevention of dysentery, 5,000 copies of posteres were printed and distributed among cities, towns and villages.

150 copies of posters and 23,000 leaflets and pamphlets on the importance of tuberculosis prevention were distributed among all cities, towns and villages.

b. Slides:

A series of 54 slides on prevention of dysentery and tuberculosis was sent to every city, town & village health center.

c. Radio:

Remarks on the prevention of dysentery and tuberculosis were broadcast several times.

d. Newspaper:

Every paper had an article concerning the communicable disease prevention week and fully announced preventive measures against epidemics.

e. The "Ehime Prefectural Administration" No. 25, had a 4 page article titled "Summer & Sanitation" on preventive measures against epidemics.

S. Ikeda

S. Ikeda
Acting Chief,
Public Opinion Section,
Ehime Ken

Y/o

LIAISON SECTION
EHIME KEN

EL-936 (CI-99) 26 April, 1951

TO : Chief, Shikoku Civil Affairs Region
(Attn: Civil Information Section)

FROM : Chief, Public Opinion Sect., Ehime Ken

SUBJECT: Public Information Activities

I beg to inform you of the subject above for the month of April, 1951 as follows.

A. Priority Programs:

1. Enlightenment regarding local election:

In an effort to get the public well acquainted with the importance of the local election and to prevent them from abstention as well, we rendered the following information services.

a. Newspaper:

Weekly or fortnightly newspapers as well as daily ones put articles on the local elections almost everyday for orientation of the public.

b. Information service car:

The information service car went round the prefecture for 11 days during the reporting month to give publicity to the election through a public address system.

c. Poster:

5,000 copies of posters on the local election with a headline, "The Key Is in Your Hands," and of another type were provided and distributed among cities, towns and villages.

d. Radio:

Candidates for the Governor, mayors, and members of the Prefectural Assembly announced their political views through JOZK three, five and four times respectively.

e. Pamphlet:

Pamphlets entitled, "Election at ¥ 27 Billion," were distributed to each city, town, village, and local office.

f. Leaflet:

Leaflets on the election were distributed in 50,000 copies among 5 and 6 year-grade children of primary schools in the prefecture.

g. Movies:

In connection with the information services by the information service car, we screened at 6 places an enlightening film regarding the election entitled, "Hope Dawns."

h. Slogan:

A slogan contest under the sponsorship of the Shin Ehime Press Co. with a theme of the current election was conducted throughout the prefecture. Best slogans winning the prize which were announced in newspapers have been made use of for our information services.

i. Information News:

The "Information News" published by our Public Information Section, which reported the local election on a large scale, was distributed in 10,000 copies among cities, towns and villages.

✓ 2. Enlightenemtn of women:

In an effort to improve the social life of women, the "Women's Week" was observed for a week from April 10. In this connection, we rendered the following information services for publicity of various functions conducted by related organizations.

a. Meeting:

At each city, town or village in the prefecture members of women's organizations met during the week to agree upon such a mutual pledge as, 'Let us each be women contributory to the social welfare.'

On 14th a women's rally was held at Matsuyama with some 500 women present. On 16th there was held a council of women's problems, when women of various classes and coming from each working place discussed the women's problems.

b. Leaflet:

Leaflets provided by the Women and Minors' Bureau, Labor Ministry and several others were distributed in 75,000 copies among women's organizations in the prefecture.

c. Newspaper:

Local as well as central newspapers reported several times of the women's week in their editorials, miscellaneous articles, "anqueter" columms, etc.

d. Radio:

A'Man on the Street" interview, under the sponsorship of the Matsuyama Central Broadcasting Station, was conducted on 12th with the theme, "What Working Women Want?," and was sent on the air later. Besides the Broadcasting Station broadcast several times on other items connected with the women's week.

e. Information News:

The "Information News" published by our Public Opinion Section, which put articles on the women's week, was distributed in 10,000 copies among cities, towns and villages.

3. Increased food production and agricultural promotion campaign:

We rendered information services on the above as follows:

a. "Ehime Prefectural Administration":

The "Ehime Prefectural Administration," an organ magazine of our Section, reporting a number of related articles, was distributed among cities, towns and ~~magazines~~. villages.

b. Newspaper:

In each newspaper appeared articles concerning the above campaign.

c. Meeting:

We held meetings on disease prevention and steps for fertilizers, which were principal aims of the campaign, at 18 places throughout the prefecture. Further some 300 related citizens attended a gardeners' rally under our sponsorship.

B. Minor programs:

1. Publicity to national land-greening campaign:

Our continued information services from the preceding month were rendered as follows:

a. Information service car:

The information service car went round cities, towns and villages throughout the prefecture to address the public for 10 days.

b. Newspaper:

Varieties of articles on this campaign appeared in the Ehime, Shin Ehime, Mainichi and Asahi respectively. The Evening Ehime put an editorial with a headline, "Guidance for Private Forests and Protection of Forest-Trees."

c. Commendation of men of merit:

In an effort to lay stress on the land-greening campaign, a commendation ceremony was given on 7th inst. in honor of 12 individual persons, 9 organizations, 9 schools and 4 youths' ass'ns, which had rendered great services in forest conservation.

2. Spring all-out cleaning campaign:

The spring all-out cleaning campaign was conducted throughout the country for a week on and after 16th inst. In this prefecture also was carried on vigorous events during the week. Our information services rendered were as follows:

a. Information service car:

During the week from 16th to 22nd inst. our information service car went round cities and Gun's throughout the prefecture for publicity of the significance of the national cleaning week and detailed cleaning methods through a public address system.

b. Newspaper:

Central as well as local newspapers gave support to us putting respective articles on this campaign.

c. Information News:

The "Information News" published by our Public Opinion Section, in which an article entitled, "For Healthly and Cultural Life," was distributed in 10,000 copies among cities, towns and villages.

d. Meeting:

Availing ourselves of the women's week which was observed during this month, we gave publicity to the said campaign at meetings related with the week.

e. Radio:

The Matsuyama Central Broadcasting Station addressed the citizens repeatedly on the air.

3. Establishment of local public service system:

In an effort to establish the local public service system, we took various steps for its promotion, of which each newspaper reported a lot of times spontaneously. Our Section published a special issue of our organ magazine, "Ehime Prefectural Administration," which, openeing with an article entitled "Guide to New Local Public Service System," was distributed at charges in 3,000 copies to governmental agencies, municipal, town or village information committees, etc.

held at 4 places ranging 16 times with a total of 2,000 persons present.

2,000 copies of the monthly 'Ehime Labor' were distributed.

2. Public sanitation:

Lectures on the spring national all-out cleaning campaign were given at 4 places in the prefecture.

Educational pamphlets on public sanitation we provided were distributed among makers of ice cakes and soft drinks.

We had primary-school children of Matsuyama City see slide-showing for diffusion of nutritive thoughts.

Registry of domestic dogs, control of rabies, etc. were sent on the air.

3. Disease prevention:

We prepared printed matters on tuberculosis prevention to be distributedamong cities, towns and villages.

5,000 copies of posters on dysentery were distributed among cities, towns and villages.

4. Agricultural Coop. Ass'n:

In view of partial revision of the Agricultural Coop. Ass'n Law, we made efforts to give publicity to it opening conferences in each Gun or city.

We called to members of agricultural cooperatives in the prefecture on radio and a public address system at railway stations, urging them to attend their general meetings.

150,000 copies of leaflets entitled, "Let's Foster Our Agricultural Coop. Ass 'ns," were distributed among farmers.

5. Fisheries:

Public heamings on fishery programs were sponsored at 5 or 6 places in each sea district with

general persons concerned ~~with them~~ present.

In an effort to give publicity to activities of the sea district fishery adjustment committee, we prepared 200 copies of printed matters to be distributed to each unit ass'n.

6.

a. Ehime Ken Public Welfare Graph (Photogravure):

b. Ehime Ken Public Welfare Works (Newspaper-type):

In consequence of the social security system enlarged public welfare works in the prefecture have made a remarkable progress of late. However, in view of necessity of getting the public well informed of them, we distributed in 25,000 copies respectively the above printed matters, which we had received from the Matsuyama Branch, Jiji Tsushin Co., among various circles in the prefecture.

7. Ehime Prefectural Administration:

We printed 3,000 copies of our all-round informational organ magazine "Ehime Prefectural Administration" to be distributed among cities, towns and villages.
In this issue were reported the prefectural budget and works for 1951-52 fiscal year and summary of most striking plans of the six cities of this prefecture.

J.T.

I. Togo

I. Togo
Acting Chief, Public Opinion
Section, Ehime Ken

T/I

LIAISON SECTION
EHIME KEN

EL-897 (CI-92) 22 Mar., 1951

TO : Chief, Shikoku Civil Affairs Region
(Attn: Chief, Civil Information Section)

FROM : Chief, Public Opinion Section, Ehime Ken

SUBJECT: Structure and Activities of Public Information Service

In compliance with your directive, I beg to present you with the attached papers on the above subject.

/s/
Y. Miyauchi
Chief, Public Opinion
Section, Ehime Ken.

Yt/T/k

1. Structure of Public Information Service:

a. Prefectural section in charge of public information matters:

Public Opinion Section, General Affairs Dept., Ehime Ken.

b. Date of establishment of Public Opinion Section:

July 14, 1947

(Date of inauguration of public information service:
April 10, 1948)

c. Set up and personnel of Public Information Section:

Section chief: 2nd grade secretary 1

General affairs:

Chief clerk (2nd grade secretary) 1
Employee 1
Office-boy 1

Public information:

Clerk (3rd grade sec.) 1
Employee 1

Editing:

Clerk (3rd grade sec.) 1
Employee 1

Press and Radio:

Clerk (3rd grade sec.) 1
Employee 1

Public hearing:

Clerk (3rd grade sec.) 1

d. Assignment of work of Public Opinion Section:

Affairs	Manager	Deputy
Investigation of public information matters; Liaison with public information agencies; Disposition of important public hearing matters.	Sect. chief MIYAUCHI	Chief Clerk IKEDA

Affairs	Manager	Deputy
Meetings of public hearing, public information service etc.; Liaison with Civil Affairs Region; Administration of the public information service car.	Chief Clerk IKEDA	Clerk OKAMOTO; Engineer OKI
Accounts	Employee TAMAI	Employee KOMINATO
Public information service planning; Management of public information committees; Contact with other pref. sections and other govt. offices;	Clerk OKAMOTO	Clerk YAMAMOTO
To attend to the popular voice and take appropriate steps; Census of public opinion; Compiling of public information data.	Clerk OKAMOTO	Clerk YAMAMOTO
Editing of "Ehime Ken Politics", public information organ; Matters relative to press, radio plays and paper plays.	Clerk YAMAUCHI	Clerk YAMAMOTO
Contact with the broadcasting station and gathering of broadcast data; Matters relative to RFD; Various investigations and reporting, including monthly public information reports.	ASAI, non-regular staff-member	

e. Structure of Public Information Service:

Deciding on the essentials and details of the Ehime Ken Public Information Service on April 1, 1948, we provided a public information clerk for each of the prefectural sections and local affairs offices. Then we proceeded with the work of providing each of the city, town and village offices with another clerk who is a terminal agent in the public information service. The work was finished in Aug., 1948.

Public information committee-men were appointed on the recommendation of communities in cities, towns and villages as well as various organizations. They act as liaison agents with the general inhabitants.

Then public information committees began to be established. It was finished in June, 1949 to provide all the 239 cities, towns and villages in this prefecture with public information committees. The committee-men totaled 8,685.

Our present business principally is to train the committeemen in a democratic way, giving them guidance as to the management of their committees which are the public information centres in cities, towns and villages. For this purpose, we are giving them a short course for each district.

f. Regular meetings of public information service:

Name	Constituents	Activities
Public inf. committee	Representatives of communities and assns. in a city, town or city.	They meet every month to decide on publicity methods for the next month's public inf. program.
Conference of public inf. clerks	Public inf. clerks of the pref. sections.	They meet at the pref. office or a local affairs office as occasion arises.
	Public inf. clerks of the six cities.	They meet at one of the city offices in due order every three months.
"Gun" public inf. council	Public inf. clerks and chairmen of public inf. committees for towns and villages in a "gun"	They meet every month in an effort to promote their inf. activities. A council is being established by each local affairs office.
Round table conference for public information	City, town or village public inf. committeemen and common citizens	Each city, town, and village holds one or more round table conferences for public information every month.
Liaison conf. with press and radio	Press and radio	Liaison conferences are held to get the cooperation of the press and radio in executing public inf. programs.
R.F.D. conference	Pref. Public Opinion Sect.; Broadcasting station; Pref. agr. sections.	This conf. is held every month to decide the next month's R.F.D. program.

g. Periodical publications:

Name	Size	No.of pages	No.of issues	No. of copies	Price	Distributed among
"Ehime Ken Politics"	B-5	36	8 issues a year	3,000	¥30 a copy	Local offices; city, town & village offices; schools; assns. and individuals.
"Ehime Gazette" (wall newspaper)	A-full size	1	monthly	5,000	Free of charge	Local offices, cities, towns, villages and assns.
"Public Information News"	Tabloid	2	Monthly	10,000	Free of charge	Public information clerks of the pref. office, 1 local offices, cities, towns and villages; city, town and village public inf. committee-men

2. Summary of public information activities:

a. Compilation policy of publications:

(Ehime Ken Politics:)

Laying stress on principal administrative policies of the prefecture as well as the state, the magazine reports as much as possible informations affecting the prefectural citizens which are to be given publicity to, not to speak of those received from the 41 Sections and the 7 Departments of the Ken Office, viz. General Affairs, Welfare, Economic, Public Works, Farm Land, Labor, and Public Health Depts., and the Police and the Education Board, in an effort to diffuse them to each of the citizens.

Besides, in the magazine are put articles provided by experts in each field or collected from among the public, explanations on current problems, on-the-spot reports by dispatched correspondents, reports and informations from various sources such as local offices, cities, towns, villages etc., interesting fugitive essays from various sources, personal criticism on leading figures represent-ing each circle, and great variety of reading including round-table talks, interviews, etc.

(Wall Newspaper)

The most important information matters during the month are explained intelligibly and illustrated in colors for their publicity through sight.

(Public Information News)

With regard to information themes for the month on the national or prefectural level, explanatory articles, reference ~~or prefectural level, explanatory articles, reference~~ materials, information policy and other informational matters are put in this bulletin.

b. Preparation and distribution of information materials (posters, pamphlets and leaflets):

(1) Important information materials are provided by each Dept. and Sect. concerned.

(2) Those beyond the purview of the Sections and particularly important ones are prepared and distributed by our Public Opinion Section.

(3) These information materials are distributed through information committee-men of each city, town and village.

c. Information by press and radio:

In view of the important part they are playing in information activities with approximately 250,000 copies of newspapers issued daily and 100,000 of radio-sets available in the prefecture, we are giving publicity to necessary information matters in close concert with each newspaper company and the Broadcasting Station. Those having much to do with the citizens, in addition, are advertised in newspapers.

d. Information service by information service car:

The Ehime Information Service Car which was purchased by us as a news-car last September serves to the public through hearing as well as sight for publicity of important administrative steps of the state and the prefecture with quite a novel conception, and at the same time for democratic enlightenment of local citizens. With this in view, the car goes round farm and fishery villages less blessed with cultural facilities, and recreates the citizens through a traveling photo exhibition, information meeting on the street, out-door public entertainment

meeting, movie showing etc. Such great services rendered by the car have been producing a good effect upon information to the public and contributing much toward development of the prefectural administration and cultural improvement of the local people.

(1) Structure of car:

Public address system:

Equipped with a superior set and 4 loud-speakers (reflexive) high-powered and elegant.

Body:

Special body (95HP) low-bottomed and bus-sized. Specially ordered for re-formation of a bus for this purpose at the Kariya Car-body Co., Ltd. in this prefecture. Lacquered with reddish-brown, pink and cream with a white stream-line running round the back.

Pulled-out stage:

Equipped with a pulled-out stage at the back.

(2) Equipments:

Electric source:

Alternating current battery, 50-60 C., 400-500 W.

Natco projector,
Record-player,
Slide projector,
A set of paper-play apparatus,
Necessary implements for on-the-street exhibition.

(3) Function:

Broadcasting of information matters through public address system when in and out of motion.

Information service through movies, lantern slides, paper-plays, etc.

Opening of street-exhibitions, round-table meetings, public hearings, public performances, etc.

e. Broadcasting through public address system and showing of lantern slides:

24 theaters, 10 principal railway stations and one broadcasting propaganda company in the prefecture are entrusted with them.

f. Conversational meetings for information:

(1) Sponsored by prefecture:

With regard to important information matters, the above meetings are held in each Gun or in some special cities, towns or villages.

(2) At cities, towns and villages, each city, town or village information committee sponsors them as occasion calls.

(3) At towns and communities information committeemen sometimes hold a small informational meeting.

g. Utilization of Film Library:

Films of the Film Library are screened for recreation at such conversational meetings sponsored by the prefecture, cities, towns or villages.

h. Others:

Information boards, lantern slides, paper plays, motice boards, hangings, etc. are used for information.

3. Survey of extent of informational publicity:

It is of particular importance to inquire into to what extent our information matters are publicized to the public. We, therefore, ask each local office, city, town and village to submit a monthly report to us on matters needed for the survey, and carry out on-the-spot investigation regarding the matter at each city, town or village.

4. Connection with C.A.R.:

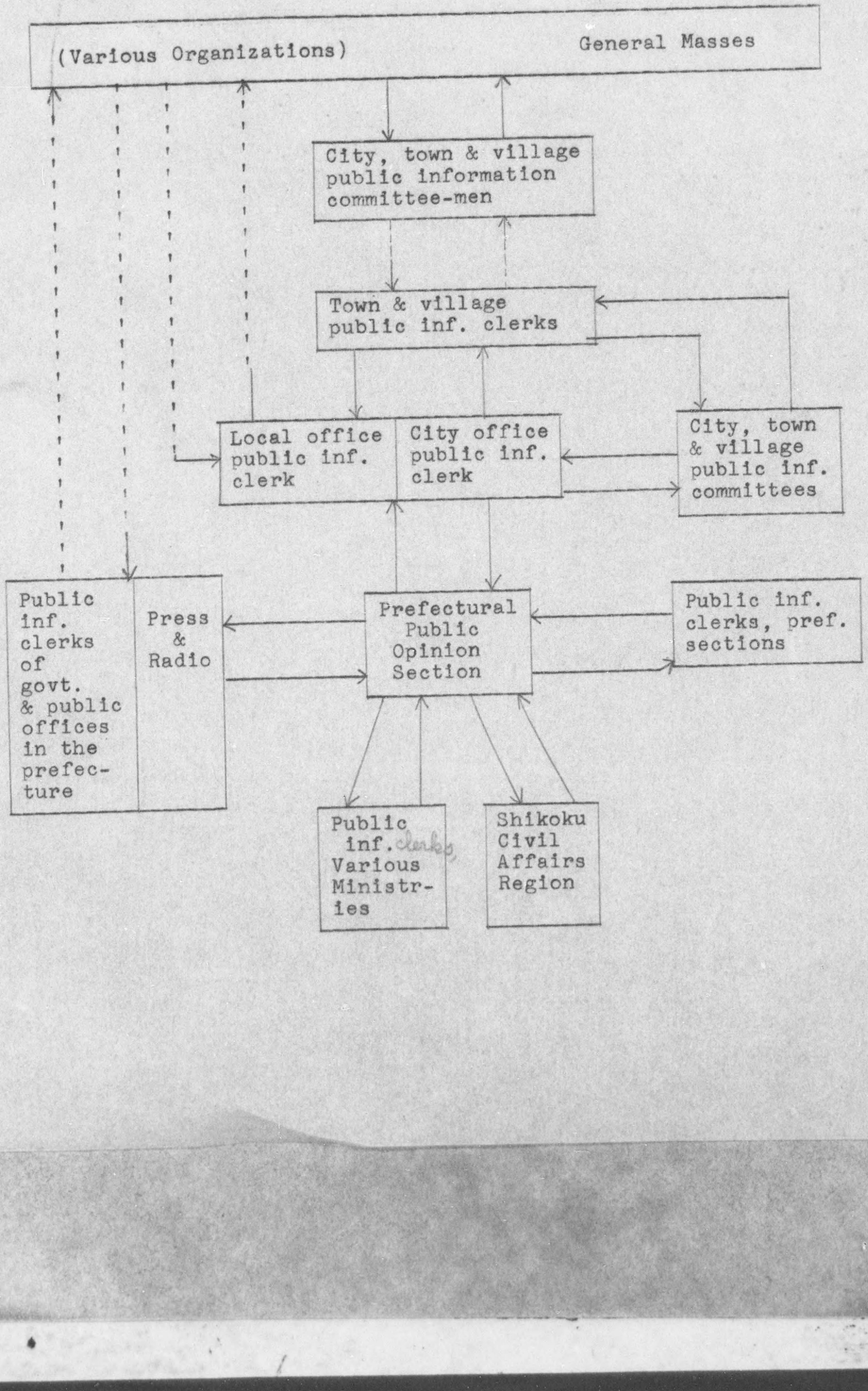
The Shikoku Civil Affairs Region at Takamatsu with which we keep in close touch gives us every guidance regarding information service, and information materials received from S.C.A.R. are distributed to each Section, city, town and village through the Public Opinion Sect.

Reports submitted to S.C.A.R. from the Section are:

a. Monthly Report on Public Information Activities.

b. Other extraordinary reports. (Special public information matters are reported as occasion calls.)

Citizens of Ehime Ken



EHIME

a. Forestry extension workers:

Progress has been made in the organization of the forestry extension workers system since it was inaugurated in July this year. As for the number of extension workers attached to Ehime Ken at present, 7 professional experts are stationed at the prefectural office, and 22 local extension workers are distributed among the local affairs offices.

Lecturers dispatched by the central authorities concerned gave short courses at Tokushima to "professional experts" stationed in Chugoku and Shikoku from July 31 to August 12.

The prefectural authorities concerned are going to give a training course to local extension workers at Kita-gun in the middle of September.

b. Education through the radio:

On Aug. 15, remarks were made through the radio on the treatment of young cypresses and cedars in preparation f for the coming autumnal planting.

2. Popularization of sanitary ideas:

Main public information activities observed during the period were mouth sanitation week, leprosy prevention day, and prevention of venereal disease and dysentery.

a. Through newspapers:

We printed an article in the June 1st issue of Ehime Shimbun explaining the purport and campaign of the mouth sanitary week, and on 25 June we printed an article in every newspaper concerning the present conditions and prevention of leprosy.

b. Through printed matters:

Printing 6,000 sheets of posters emphasizing the necessity of mouth sanitation under the motto of "Let's have our teeth examined," we distributed them on 1 June to the general public through city, town & village offices and health centres.

On 17 June, we printed and distributed 5,000 copies of leaflets giving general remarks for prevention of dysentery to health centres and city, town & village offices.

c. Paper plays and magic lantern slides:

15 sets of paper plays titled "Ko-chan's adventure" which aim at diffusion of knowledge regarding mouth sanitation were sent down from the central government and we distributed them to health centres and city, town & village offices for active utilization.

As we received 40 pieces of slides regarding prevention of dysentery on 17 June from the central government, we sent them to movie halls in the Ken for their showing.

Ehime

(2)

a. Visit to delinquents:

City, town or village officials in charge of taxation with other members of their offices visited those who had not paid up their taxes to ask for their payment of taxes in arrears, explaining the necessity of tax-payment.

b. By printed matters:

In information bulletins published by each city, town and village were put articles for dissemination of the thought of tax-payment.

c. By press:

In the Mainichi of 7th, the Ehime of 7th and the Shin Ehime of 14th, respectively, came out articles on tax-payment.

B. Minor programs:

1. Labor education:

(3)

a. Lecture-movie meetings on labor education were held at 12 places in the prefecture.

Total attendance: Union members 1,863
Others 1,365

3. Dissemination of the thought of tax-payment:

The collection results of prefectural and minicipal taxes, as of the end of last year, are estimated at 40% of the total. Laying emphasis of tax-collection on business taxes for 1950, we rendered information services asking to the public to give support to payment of taxes in arrears, such as prefectural taxes for citizens, business taxes and estate acquisition taxes for 1949.

Ehime

(4)

Titles of movies: Safety Lamp
Life of a Woman
Rights of Workers
People Locking Arms
Teacher Snow White and Children

Lecturer: Members of the Labor Policy Section and Labor Policy Branch Offices.

b. "Provisions of a Labor Agreement"

5,000 copies of pamphlets, "Provisions of Labor Agreement," we printed were distributed.

An article on the same subject appeared in the monthly "Ehime Labor" in 2,000 copies.

3. Information concerning international situation:

(5)

Ehrine

A lecture meeting with Mr. Akira Nagasono, (4) Chief, 3rd Sect., Research Bureau, Ministry of Foreign Affairs, as lecturer was held on the following schedule for the public, in an effort to get them fairly acquainted with the international situation and the necessity of supporting UN.

Ehime

Place	Attendance
Niihama-shi (at 2 places)	1,500
	800
Saijo-shi	800
Imabari-shi	500
Hashihama-cho	1,000
Matsuyama-shi	1,000
Yawatahama-shi	1,000
Uwajima-shi	
	6,600

4. Prevention of abstention from voting in plebiscite at Matsuyama:

Promulgation of the Matsuyama International Sight-seeing, Hot-spring and Cultural City Law must be approved by the citizens of Matsuyama through their plebiscite. In this connection, we gave publicity to the plebiscite for prevention of abstention from voting by citizens.

a. By means of press:

Articles on the said plebiscite were respectively reported in the Ehime on 12th, 17th and 21st, and in the Shin Ehime of 17th and the Asahi of 21st.

b. Round-table conferance:

At 11 places in Matsuyama were held informational round-table conferences with an average attendance ranging from to 50 to 70.

c. Over radio:

The Matsuyama Broadcasting Station broadcast several times to the same effect.

5. Publicity by the information bulletin "Ehime Pref. Administration":

As attached.

J.F.

Y. Miyauchi

Y. Miyauchi
Chief, Public Opinion
Section, Ehime Ken

T:I

Ehime

a. Newspapers:

Articles concerning the subject were printed 5 times in the Mainichi, 3 times in the Shin Ehime, and twice in both the Ehime and the Asahi.

b. Radio broadcasting:

Spot announcements were given several times.

c. Encouragement on the spot:

Officials in charge at Food Section were despatched to various provinces.

2. Public information service regarding food delivery:

A commendation ceremony for the best producer of rice in this prefecture was held on 27 Jan. under the joint sponsorship of Ken Office, the Press Asahi and the Pref. Federation of Ecnomic Agr. Coop. Assns.

21 excellent farmers were honoured out of 515 farmers who participated in the event. The event was announced publicly several times in every newspapers and also in the "Ehime Prefectural Administration" No.22.

4. Diffusion of purport of fisheries system reform:

The following public information service was carried out to disseminate the purport of the fisheries system reform and to instruct unification of fisheries coop. assns.

a.	Public hearings	Were held at 4 places gathering 450 people.
b.	Short courses	At 3 places with 110 attendants.
c.	Newspapers	An article concerning unification of fisheries coop. assns. was printed in Feb. 17th issue of the Ehime.
d.	Radio	On 12th and 16th
e.	Leaflet	53,000 copies were printed and distributed with the title of "How will the trawling by small boat be?"

C. Other Information Activities:

1. On public health:

A national nutritive census and other public health matters were publicized as follows:

a. Meetings:

Conferences, lecture meetings and consultations were held at 13 places with an attendance of 2,150.

b. Newspapers:

In order to pupularize the purport of the dog registration, model bath-houses, insect control during winter, and what is contained in water which prevents tooth-decay, relevant articles and photographs appeared in the Ehime Press. The Asahi Press printed articles relative to tuberculosis prevention, and b hygienics of pregnant women; the Mainichi Press, those about tuberculosis; and the Shin Ehime, those about diphtheria prevention.

2. On prevention of diseases:

The following measures were taken to arouse public interest in the prevention of venereal diseases, legal contagious diseases and parasites.

a. Exhibitions: They were held at 8 places for ten days.

b. Lectures : They were given at 7 places.

c. Movies : They were shown at one places.

d. Articles : They were published twice by the press.

3. On matters relative to farmlands:

The following steps were taken to popularize the purport of the selection of model towns and villages of farmland re-adjustment for 1951.

a. Lectures : They were given at 11 places.

b. Broadcasts : Two broadcasts were made.

4. On agr. cooperative assns:

Public information was given about the new lines of the agr. coop. and other relative matters as follows:

a. A broadcast was made on Feb. 19

b. 580 copies of a pamphlets were printed and distributed.

c. A lecture program is being executed from last December to the end this month.

5. On medical affairs:

The following steps were taken to arouse public interest in the training of nurses, sanitary statistics and the business of ~~s~~ the health centre.

a. Relevant articles appeared twice in the Ehime Press.

b. We put an article on each of the above items in the Ehime Sanitation, a prefectural organ.

c. A broadcast was made on the above matters on Feb. 2.

6. On live stock affairs:

Public information was given about the processing of meat, and live stock health and sanitation as follows:

a. 3-day courses in the above subjects were given at three places with an attendance of 70 persons.

b. An explanatory meeting was held in Matsuyama.

c. Radio information was given twice, taking advantage of the Agr. memo hour.

7. On forestry affairs:

The following measures were taken to diffuse information relative to forestry management and afforestation operations.

a. A 5-day course was given in Matsuyama.

b. Radio information was given in the agricultural memo hour.

8. On Education Board:

Articles were put in the Ehime Educational Journal to give information on this subject.

9. On electric power situation:

As the power situation became tight owing to continuous dry weather, the following steps were taken to encourage the public to save electric power.

a. A series of six instalments of an article was put in the Ehime, the Shin Ehime and the Mainichi.

b. Radio information was given several times.

D. Successful information techiniques:

It was decided to hold "Community Class-rooms" in Uwajima-shi in and after February in order to make our information service popular with the public and to make them understand our information thoroughly. And this attempt was very well received.

In the "community class-room", questions were taken up from a list of important information items for the month and were explained by experts. The good points of this "class-room" may be summarized as follows.

a. Subjects were selected freely by the inhabitants, who had naturally more interests in some questions than in others or had missed our information about important questions.

b. Special efforts were made to make the class-room popular even with boys and girls.

c. It was very easy for a community to sponsor the class-room in cooperation with the city.

d. The city helped a "community class-room" with a subsidy of ¥200 for charcoal, electricity and meeting-place charges. The class-room succeeded in creating an easy and comfortable atmosphere for the audience who were tired of formal meetings. So it may be counted among successful techiniques.

Y. Miyauchi

Y. Miyauchi
Chief, Public Opinion
Section, Ehime Ken.

F/Yt/k

(1)

Ehime

LIAISON SECTION
EHIME KEN

Pub. Opin./Yamauchi

EL-827(CI-83)

29 Jan., 1951

TO : Chief, Shikoku Civil Affairs Region
(Attn: Civil Information Section)

FROM : Chief, Public Opinion Sect., Ehime Ken

SUBJECT: Public Information Activities

I beg to inform you of the subject above for the month of January, 1951 as follows:

A. Priority programs:

1. Promotion of food-delivery:

Those concerned in delivery of food were thoroughly reminded of its puroprt and urged to ensure the fulfillment of delivery quotas of rice for 1950 as well. Further their voluntary support to over-quota delivery was encouraged.

a. By means of newspapers:

Articles on promotion of rice delivery were respectively put four times in the Shin Ehime (5th, 9th, 12th and 24th inst.), in the Ehime on 11th, 12th and 24th, in the Mainichi on 5th, 9th and 14th, twice in the Asahi, and once in the Nanyo Jiji. And articles and advertisements on "Registry of Rice-shops" were put in the Asahi, Mainichi, Ehime and Shin Ehime.

(d) Through radio and newspapers:

We asked the radio station and newspaper offices to print or broadcast the programs and activities of Ken Office during the Tuberculosis Control Week.

(2) Prevention of epidemics:

All the summer epidemics are not so rampant this year, with the only exception of dysentery, which already shows signs of spreading. We have established the control program and put it in force. We are laying emphasis on the following points in carrying our public information programs to prevent other epidemics too.

To pay attention to food and drink.
Not to catch cold in sleep.
Early diagnosis of loose bowels.
To prevent flies from growing and to exterminate them.

(a) 5,000 copies of posters made.

(b) 300,000 copies of handbills made.

(c) 30 sheets of magic lantern slides made.

These materials are being distributed or shown to the public properly by health centres to have the public realize the necessity of epidemics prevention and its methods.

(d) Prizes offered for mottoes:

Prizes are being offered to students of elementary and secondary schools setting the time limit to 10 June. Excellent ones will be selected, printed and distributed to the organizations concerned.

(e) Prizes offered for posters:

This program is along the same line with the above, though it is the people at large to whom the prizes are offered.

(f) Public information through newspapers and radio:

Sometime in the middle of this month, the broadcasting station and every newspaper office made an announcement simultaneously in regard to the prevention of dysentery and other epidemics which are caused by digestive organs.

With prevalence of epidemics getting near, we are planning to carry out public information programs for the prevention of epidemics continuously and are resolved to stop the number of patients to the minimum by spreading the informations completely to each individual.

4. Tax Paying Intention Promoted:

(1) Our Section, in close cooperation with Tax Section and Matsuyama Tax Office, tried to promote tax paying intention among the people continuously from the preceding months, and this month we held a book keeping training course based on blue paper income report system on 26 May at the Matsuyama Education Hall which proved a success. The program of the course was as follows:

Subject	Lecturer
Opening address	Chief of Matsuyama Tax Office
Book-keeping on daily trial balance system	OCHI Toshimichi
Book-keeping on generalized sheet system	NAGAI Arichika
Book-keeping by double entry	KONO Mitsutaro
Questions & answers in general.	

It is scheduled that a public lecture meeting concerning revised Tax Law will be held on 1 June.

(2) Tax Sect., Ken Office drove a powerful public information activities making May as "Clean Sweep Month of Prefectural Tax in Arrears" and carried out collection campaign strongly. Getting the cooperation of various information media, we called out to the public in the following sentences.

"People of the Prefecture! Have you paid your tax? It is needless to say that the payment of taxes is one of the most important duties of the people and an indispensable factor to build up a bright and peaceful Japan as soon as possible. Let's pay taxes immediately and push straight forward to the reconstruction of our country in bright mood.

"Ken Office has decided to make May as 'Clean Sweep Month of Prefectural Taxes in Arrears' and to carry out collection campaign powerfully.

"Let's pay taxes before our properties are attached or sold at auction.

"It's a shame for us Japanese people to undergo such a compulsory measure.

"We hope earnestly that all of you will be willing to pay your taxes, impressing the fact in your mind that the reconstruction of our country depends on your payment of taxes."

5. Housing Improvement Campaign in Farming Villages:

Having received many inquiries concerning the Housing Loan Corporation Law which was newly promulgated, Ken Office put an article explaining the outline of the Law in the prefectural public information organ to have the public well informed of it.

We exhibited the plans of improved dwellings in farming villages which, having passed the inspection at Ken Office on 10 May, got the prizes, for a week from 13 May at Mitsukoshi Dept Store, Matsuyama. The exhibition was favourably received by the public and resulted in a success.

6. Purport of new Fisheries Law made public:

(1) Fisheries Sect., Ken Office held a training course for fisheries leaders' at Ken Office on 6 - 7 May with an official sent from the Fisheries Agency in Tokyo as lecturer.

(2) With an inspection party from GHQ, SCAP in Ehime Ken on 9 - 10 May, Chiefs of Fisheries Sect. & Public Opinion Sect. took the party to Yawatahama and explained the fisheries in Ehime Ken, showing to them the fish market and the office of the Yawatahama Fisheries Coop. Assn. and other places. It is to be noted that a public information meeting was held at Governor's office on 10 May with Mr. Judge, a member of the party as leader concerning public information activities in regard to fisheries. His instructions and suggestions were very valuable for the development of information activities and the new fisheries system.

(3) Public information through radio:

The following programs were put on the air.

22 May ..... On removal of fish control at the local hours for the New Farming Villages

10 May ..... On general meeting of fisheries coop. assns. (5.45 - 6.00 a.m.)

17 May ..... On good management of fisheries coop. assns.

(4) Through leaflets:

Mimeographing the speech of Mr. Ishihara, Chairman of Standing Committee for Fisheries, House of Representatives, on promulgation of the Fisheries Law in 200 copies, we distributed them to all the organizations concerned.

7. Juvenile Welfare Week

Various functions were observed for the thorough realization of democracy and juvenile welfare during the fortnight beginning on 5 May which was the Children's Day.

(1) Paper play and entertainments meetings

These meetings were held at every city, town and village on the Children's Day so that all the children could enjoy themselves heartily. The paper play meetings which took place at Dogo and Baishinji, Matsuyama were a great success.

(2) On the "Mothers' Day" (14 May) a commendation ceremony was held to honour those mothers who brought up their children well at the instance of Ken Office, Prefectural Mothers' Day Conference and Prefectural Youths' Problem Conference to make the Mothers' Day and the Children's Day significant.

Children had local meetings, too, to offer their appreciation to the mother and to renew their will to grow up democratically.

(3) A campaign to offer one article from one family to unhappy children is still being carried out voluntarily with every city, town and village as a unit. These articles will be sent to children protecting facilities.

(4) A joint athletic meeting of juvenile homes was postponed to 4 June owing to rain. It is expected that it will be the most happy day for unhappy children.

(5) Taking advantage of this period, people at large had many meetings to study the problems concerning children's play-grounds, travelling juvenile information office and others.

(6) The song, posters and mottoes for the Juvenile Welfare Week to which prizes had been offered were decided and made public.

(7) The newspapers and the radio station made these juvenile welfare functions mentioned above public positively. Among them, the Mainichi's "Visiting juvenile welfare facilities" and transcription of recorded meetings and festivities on the Childrens' Day were especially characteristic. We also asked the press to put an add concerning the Juvenile Welfare Week.

8. Traffic Safety Week

The program for public information activities for spring traffic safety week (10-16 May) was established by cooperation of Police Guard & Traffic Sect., Ehime Ken, NRP and Public Opinion Sect., and when it was enforced, the results obtained at the terminal organs were really remarkable since NRP, municipal police and public information committees worked in close cooperation.

(1) Activities of mobile patrol party:

This was the star player during the campaign.

(a) The mobile patrol party composed of NRP and MP went through all parts of the prefecture and gave violators a warning card and a remonstrance card (as attached) and also gave instructions to the passers-by and drivers of various vehicles.

(b) Using a truck equipped with a public address system, we tried to attract the public attention to the rules of traffic, under the animation of a brass band supplied by good offices of fire brigades, women's assns. and traffic safety assn. They were mainly active in Higashiuwa and Ozu areas.

(2) Picture Exhibition & Paper Play on the Streets:

These were observed at public resorts in 6 cities and both grown up people and children looked at them with great interest and they were of great use in contributing to the enhancement of the public morals in traffic.

(3) Magic lantern slides and spot announcement in movie halls:

We asked the managers of movie halls to enforce the above during and around the week.

(4) Through newspapers and radio:

(a) A talk of Chief of the Police was made public on 10 May on commencement of the traffic safety week.

(b) The control of traffic and enforcement of paper plays in various places were made public.

(c) The round table meeting held by students of secondary school, policemen and school inspectors was printed in the "Mainichi" and the "Nanyo Jiji" and let the people realize anew that civilization comes from traffic.

B. Minor Programs:

1. Special meeting:

(a) On 17 May an electric power rehabilitation conference was held at the Chamber of Com. & Ind. with 25 Commissioners and representatives of other Chambers of Com. & Ind. in the Prefecture attending. The main subjects discussed were ..... .

(i) Present condition of development of electric sources in Shikoku

(ii) Present electric power conditions in Shikoku

(iii) Future policies for development of electric sources.

Chief of Public Opinion Section attended the meeting to let the prefectural people know the situation concerning development of electric sources in Shikoku.

(b) An inauguration ceremony of the marriage information office at Matsuyama was held on 18 May. Among the attendants were Mayor, members of the Municipal Assembly, journalists, representatives of women's assns., municipal public information committees, Chiefs of Welfare Dept and

Public Opinion Sect., Ken Office. The first president will be Mrs. Noda, president of Matsuyama-shi Women's Assn. and much are expected from its activities for the marriage improvement.

C. Operation of Prefectural Information Section:

We have extended the following instructions to the public information committees at cities, towns and villages.

1. With assistant chief of Public Opinion Sect. as leader, a conference was held on 8 May at Uwajima to discuss the management of public information committees at cities, towns and villages with about 70 people from public information committees at towns and villages within Kitauwa-gun attending.

When the meeting was over, the attendants heard a speech of Prof. Takamura of the Matsuyama Commercial University concerning "Tenno" system and renunciation of war under the subject of "Enhancement of Peace Loving Spirit based on the Constitution."

2. We had a meeting at Hojo-cho, Onsen-gun on 12 May with Mr. Nishimura of Shikoku CAR., Chief and Secretary Okamoto of Public Opinion Sect and about 50 people concerned with public information attending. The meeting was to discuss the present management and activities of the public information committees and to investigate the conditions how far public information services are going through to the people at large.

D. Successful Techniques:

We regard the following which was enforced newly by close cooperation of Disease Prevention Sect. & Public Opinion Sect. to be one of successful techniques.

50,000 pieces of bookmarks were distributed to students of elementary and secondary schools to let them know the purpose of the Tuberculosis Control Week. On its surface was a picture showing one method of tuberculosis control and words showing the period of the control week and "Stamp out tuberculosis and make your culture bright!" On its back was printed a list of Sundays and a time table for school lessons.

The beautiful ribbon attached to it will make the students love the bookmark the longer and it will be very valuable for tuberculosis control together with the proper measures to be taken by school authorities.

Y. Miyauchi

Y. Miyauchi
Chief, Public Opinion
Sect., Ehime Ken.

F:O

LIAISON SECTION
EHIME KEN

EL-328 (CI-31) 3 Apr., 1950

TO : Chief, Shikoku Civil Affairs Region
(Attn: Civil Information Section)

FROM : Chief, Public Opinion Sect., Ehime Ken

SUBJECT: Public Information Activities

I beg to inform you of the subject above for the month of Mar., 1950 as follows.

A. Priority programs:

1. Tax payment.

a. We are having evenings of entertainement for tax-payers in the six cities of this prefecture under the joint sponsorship of the Tax Section and our Section since last month with a view to encouraging the payment of taxes. Entertainments were performed in Yawatahama-shi on March 1 and in Matsuyama-shi on March 3. In these cases tax-payers were invited to first-class theatres in the cities for entertainment as well as for the diffusion of the idea of tax payment.

b. We edited a collection of best compositions on the payment of taxes which were sent in by pupils of elementary and lawer secondary schools in this prefecture for a prize contest held in an effort to boost the drive for the payment of taxes. This pamphlet was sent to each city and local affairs office for utilization by the public information committees.

c. In order to give publicity to the time limit for payment of reassessed income taxes, we spot-announced it through the broadcasting station and at Matsuyama railway stations.

d. The Matsuyama Tax Office utilized trucks equipped with megaphones for the said purpose in Matsuyama-shi and other cities.

2. Food delivery.

In close cooperation with the Food Section, we have used every means of public information to encourage food delivery. On March 28 we achieved 103% of our goal.

a. We often dispatched "food delivery requesting" parties to press for the delivery of food. This month they were dispatched to such districts as lagged in fulfilling their quotas in order to make the last effort for the said purpose.

b. The food delivery was completed on March 28, the time limit for th. As to public information activities in this direction all the newspapers willingly cooperated with us to enlighten the public on the meaning of the food delivery. Noble episodes were published in this connection.

3. Political Education.

The Matsuyama Local Legal Affairs Bureau held a round table conference to mark the 2nd anniversary of the inauguration of the Civil Liberties Bureau. Cases which recently occurred in this prefecture were discussed from a viewpoint of respect for the fundamental human rights.

The attendants included representative people of all classes as well as press men. The said cases were also debated from various other points of view, considering similar cases. The substance of the debate was made public by all the local papers.

B. Other public information activities.

1. Emperor's visit.

a. The Public Opinion Section printed and distributed 5,000 copies of a poster with a view to explaining the purport of the Emperor's tour of Shikoku while giving a hearty welcome to His Majesty. The poster gave publicity to the new fisheries law and agricultural articles as well.

b. The Public Opinion Section made and distributed a leaflet explaining how we should welcome the Emperor as a democratic people.

c. Imformation relative to the Emperor's tour was left to the discretion of the press.

2. Public sanitation.

a. Ehime Ken made an enlightening campaign against venereal diseases for ten days from March 1. On March 2 a street-corner transcription was made under the joint sponsorship of the Disease Prevention Section, the Public Opinion Section and the broad-casting station. It was intended to hear views from the public while enlightening them to crusade against venereal diseases.

b. On March 4 they held a round table conference with representative people of all classes about preventive measures of V. D. The substance of the conference was made public by the press.

c. On March 7 in Matsuyama they screened films, exhibited pictures and gave lectures by physicians and professors of the Ehime University.

d. They requested the press to publish articles against venereal diseases at the latter's discretion as well as at the former's request.

e. They made and distributed posters and leaflets against V.D. which were intended to enlighten the people of this prefecture on this matter.

f. A poster was made and distributed in order to disseminate the preventive idea of eruptive typhus.

g. Slides relative to eruptive typhus were distributed for showing among principal movie theatres in this prefecture.

3. Publicity to purport of New Fisheries Law:

a. At various parts of the prefecture, approximately 11 cities, towns and villages, were held explanatory meetings for diffusion of the substance of the rivised fishery system, in an effort to enlighten general fishermen and to get them more acquainted with the law pertaining to its nature, management,etc.

b. A member of the Fisheries Sect. broadcast "New Fishery System and Our Prefecture" on 13 March.

In an effort to give publicity to its purport further, its brief account was sent on the air several times taking any occasion in the interval of broadcasting hours.

c. Pamphlets entitled the New Fisheries Law Library and posters with a heading of "Democratize Fishing-villages by Fishermen's Hands!" were respectively distributed to each fishery cooperative.

C. Operation of Prefectural Information Section:

1. The special food delivery requesting parties made their activities continuously from the preceding month. With 28 March, the dead line for rice delivery, in the face, the parties organized of members of the Food and public Opinion Sections went into a vigorous drive to stir up farmers in towns and villages which lagged behind the others in the rice delivery.

2. On the occasion of the Emperor's inspection tour, our Public Opinion Section rendered full services for its information in close concert with other news agencies.

3. On 28 March a meeting of R.F.D. (radio farm directors), attended by members of Sections concerned in agricultural affairs, Public Opinion Section and the Broadcasting Station, opened to make arrangements for broadcasting of agricultural affairs in April.

Radio

D. E.F.G.H.

Nothing to be reported during the reporting month.

Y. Miyauchi

Y. Miyauchi
Chief, Public Opinion
Section, Ehime Ken.

Yt:T:K

LIAISON SECTION
EHIME KEN

File

1 Mar., 1950

EL-272(CI-26)

TO : Chief, Shikoku Civil Affairs Region

Attn: Civil Information Section

FROM : Chief, Public Opinion Sect., Ehime Ken

SUBJECT: Public Information Activities

Info

I beg to inform you of the subject above for the month of Feb., 1950 as follows.

A. Priority programs:

1. Tax payment.

(a) Our Section, in cooperation with Tax Section, prepared a pamphlet "How are taxes used?" and distributed it to elementary and secondary schools to be used as text book for social subjects, with purpose of letting students who are future tax payers get the knowledge of taxes.

At the same time, we distributed it to local govt offices and city offices to have it put to public information for the public through public information committees.

(b) For the diffusion of tax ideas, our Section prepared a leaflet explaining the Shoup Recommendation with the title of "What Shoup Recommendations aim at," and distributed it to local govt offices and city offices as public information data for public information committees. At the same time we also sent them leaflet explaining national and prefectural budget.

(c) As a pøart of complete tax payment campaign, we decided to hold a tax payers' consolation evening at 6 cities. This meeting has been held in Niihama on 21 Feb., in Saijo on 22 Feb., in Imabari on 25 Feb. and in Uwajima on 28 Feb. so far. It is scheduled that the same kind of meeting will be held on 1 Mar. at Yawatahama and on 3 Mar. at Matsuyama under the joint sponsorship of Tax Section and our Section.

(d) Selecting 5 excellent tax payers in the Prefecture, who have exerted themselves for the complete payment of taxes and for the diffusion of tax paying ideas, we commended them in recognition of their merits on 20 Feb. at Ken Office.

2. Food delivery.

The results of delivery quota for 1949 fiscal year as of 20 Feb. show 94.13% for rice and 94.3% for sweet potato, which are not so good compared with those of the last year. This seems to be due to natural calamities and troubles concerning revision of delivery quota, but all the Ken Office especially Food Section and Our Section are doing our utmost for the complete fulfilment of the quota.

(a) To enhance delivery intention of the people at large, we are making public the results of delivery at every ten days in the newspapers, together with those of other Kens in Shikoku getting informations from Shikoku Civil Affairs.

Besides the above, we are asking the newspaper people to put as many articles as posible voluntarily in regard to delivery of food.

(b) Radio broadcasting office is another agent which is extending warm cooperation for us by broadcasting news in regard to delivery of food.

(c) Big notice-boards are made use of at main places of the Prefdcture to show results of delivery by "gun" and cities graphically.

(d) The special delivery requesting parties, which were organized in January, are under full operation continuously.

3. Political education.

(a) To diffuse the purport of the Shoup Recommendation which will make a remarkable epoch in the tax system, we made a pamphlet written in plain language to explain the Recommendation and distributed it to local govt offices and city offices to be made active use of by public information committees.

(b) To have the public understand more fully the purport of the Local Autonomy Law, we put an article titled "You are the master of your town" in a conversation form in "Ehime Prefectural Administration" of Feb. 20 issue.

4. 9-point economic stabilization program.

Sending a leaflet called "Let's think over significance of 9-point economic stabilization program" to local govt offices and city offices to look back over the effects of the program during the past 1 year and to think over the future of the program in connection with other countries of the world, we asked them to make best use of it for public information activities.

B. Minor programs.

1. Improvement of marriage ceremony.

(a) The campaign for improvement of marriage ceremony, which is carried out in close cooperation of prefectural marriage ceremony improvement committee and our Section, is resulting in establishment of voluntary marriage improvement committees one after another in various part of the Prefecture.

(b) The investigation carried out by officials of our Section in regard to the movements of this affair reveals that most of the villagers understand the good point of this campaign but find it difficult to put it in force since a few feudalistic people have a strong intention to stick to the old customs. But the matter is actively discussed by various classes of the people, who show a gradual tendency towards improvement of the marriage ceremony.

2. Ideas of public sanitation diffused.

(a) We are making use of both newspapers and radio by putting articles or giving spot announcement as a means of preventing eruptive typhus.

(b) We also distributed leaflets to all the cities, towns and villages, giving explanations how to protect ourselves from being attacked with eruptive typhus.

(c) To let the people know how to prevent tuberculosis thoroughly, we are showing the movie "Tuberculosis can be cured" and 4 others at various part of the Prefecture.

(d) We are, at the same time, showing the posters concerning prevention of tuberculosis at every health centre.

(e) On the other hand, we showed a movie titled "Spirochaeta" and one other with posters concerning prevention of venereal diseases shown.

3. Purport of land exchange and separation diffused.

(a) We distributed a leaflet named "ABC of land exchange, separation and annexation" to all the cities and local govt offices for publicity of the purport in quemstion as a part of farm land reform.

(b) We instructed local officials in charge to put some articles in public information organs issued by respective public bodies, getting its data from the above-mentioned pamphlet.

(c) News of same purport were broadcast by JOZK with spot announcement given several times.

4. 4 H club.

(a) Printing 3,000 copies of a booklet titled "Guide to Development of Youth's Club" which explained the nature and necessity of 4H club, we distributed them to public information commiittees at every city, town and village for the better diffusion of the ideas.

(b) We are instructing young men's assns. through local school boards and public information committees for the better activities of 4H club.

5. Agricultural improvement.

(a) A booklet called "Farming Extension Notice" is distributed monthly to 252 extension workers and other parties concerned. This booklet is regarded very effective, as it contains articles of experts concerning improvement of farming implements crops in each season and noxious insects and diseases.

(b) Conclusions reached at the RFD conferences which are held every month under the joint sponsorship of Public Opinion Section and Radio Station are being put on the air almost every day giving instructions concerning farming affairs suitable for the season.

6. Living improvement.

(a) Qualified persons are actively working for the living improvement, concentrating their instruction over local women's and youth's assns.

(b) We are making use of newspapers and radio for the thorough diffusion of the ideas.

(c) CPH is utilized for living improvement exhibition at Yodo-mura CPH, Onsen-gun.

(d) Prizes are offered at Yodo-mura, Onsen-gun for the best device of cooking range which can obtain the maximum heat by the minimum fuel.

7. Safety at coal mine.

Though there is no coal mine in this Prefecture, we thought the data supplied by CAR applicable to copper mines, and asked (a) every newspapers to print the data in the papers. and radio station to put it on the air and (b) public information organs to insert the data, too.

8. Activities of public information committees.

The present member of public information committees and their members are 239 and 8,565 respectively.

All the public information committees stand on the free footing and there is no rank relation between them which may be regarded as senior or junior. They can work of their own free will.

They are engaged in public information activities for the people at large after discussing the data sent from Public Opinion Section.

The public information committees are composed of members who were selected by each area at every city, town and village. The members are engaged in public information activities along the policy best fitted for their area through meetings and others, based on the data decided at the committee.

(a) These committees are issuing either organs or leaflets as they regard it best fitted for their area, though the organs or leaflets are compiled chiefly with the data sent from Public Opinion Section.

(b) The committees have periodical meetings almost every month and the members, too, are having their own meetings periodically or temporarily by their own areas.

(c) They are having their meetings once or twice a month at the least.

(d) They sometimes have a meeting which is characteristic of their respective local colour, aiming at the enlightenment of the people at large.

C. Operation of Prefectural Information Section.

1. Mr. Smith, chief of C I Sect., Shikoku CAR visited our Ken and gave valuable instructions in regard to the future public information activities, also giving us comment on the merits and demerits of our activities in the past.

He also inspected CPH activities on 15th, and newspaper office and radio station on 16th.

2. Mr. Macleod of C I Sect., Shikoku CAR also visited us from 21-25 Feb. and attended the "tax-payers' consolation evening" held at Niihama, Saijo and Imabari. He then attended the public information research meeting held at Matsuyama on 24 Feb. to express his opinions concerning public information activities in answer to the questions of public information commissioners.

3. We are, as stated above, investigating and instructing the people in regard to the living and marriage ceremony improvement, sending officials of our Section to various parts of the Prefecture.

4. The special food delivery requesting parties are encouraging the farmers to fulfil the delivery quota continuously from the previous month.

D. Successful techniques:

As was stated above, a "tax-payers' consolation evening" was held as follows under the joint planning of both Tax Section and Public Opinion Section.

21	Feb.	..... Niihama City
22	"	..... Saijo City
25	"	..... Imabari City
28	"	..... Uwajima City
1	Mar.	..... Yawatahama City
3	"	..... Matsuyama City

The object of this evening is to console tax-payers, showing them a good movie at the first-class theatres of 6 cities. The spectators are requested to bring "tax payment certificate" with them which is to be used as admission ticket.

Chiefs of General Affairs Dept., Public Opinion Sect. and Tax Office will speak to the audience before the movie is shown for the thorough diffusion of the tax paying ideas. This is regarded to be of great effect as a new plan.

E. Organizations utilized as media.

Out of organizations utilized as media, Marriage Ceremony Improvement Committee, Ehime Ken Complete Tax Payment Hqs., Women's Assns. and Youth's Assns. Were especially active.

(a) Ehime Ken Complete Tax Payment Hqs. are actively working for the complete payment of taxes by printed matters and every other possible means imaginable in cooperation with Public Opinion Section.

(b) Marriage ceremony improvement committees, women's assns. and youth's assns. are in cooperation with one another for the improvement of marriage ceremony and living and other enlightenment campaigns.

F. Media development.

Here we can mention the activities of RFD which are composed of representatives of those concerned with farming under the joint sponsorship of Matsuyama Central Broadcasting Station and our Sect. They are utilizing the limited space of time fully, after selecting and discussing the themes proper for the season most carefully beforehand. We think this will do much for the improvement of public information media.

G. Anti-totalitarian activities:

Nothing applicable this month.

H. Problems and lessons learned.

Nothing to be reported this month.

Y. Miyauchi 9t.

Y. Miyauchi
Chief Public Opinion Sect.,
Ehime Ken

F:I

LIAISON SECTION
EHIME KEN

Pub.Opinion/Ikeda

EL-369 (CI-34)

28 April, 1950

TO : Chief, Shikoku Civil Affairs Region
(Attn: Civil Information Section)

FROM : Chief, Public Opinion Section, Ehime Ken

SUBJECT : Public Information Activities

I beg to inform you of the subject above for the month of April, 1950 as follows.

A. Priority Programs:

1. Promotion of tax-payment:

a. Though farmers have been far more concerned with taxes under the current economic situation, no definite data are available with regard to such problems as necessary expenses for their farming against their income, actual crop of rice, barley etc., miscellaneous receipts from their side-jobs and necessary expenses therefore, proceeds of forestry products, etc., and this has resulted in a pretty great difference between the amount of their incomes a taxation office assessed and that of their self-assessed ones. However, bookkeeping by general farmers, in spite of our encouragement, has been neglected on the ground that they can hardly afford to keep their books due to their low culture and overworking. With this in view, 200 copies of agricultural series texts for radio broadcasting were provided by the Matsuyama Taxation Office to be distributed among municipal, town and village offices, agricultural cooperatives, chambers of com. & Ind. and leaders, for the purpose of instructing general farmers by means of these texts during broadcasting hours.

b. From 10 to 22 April we called to the public at continuity hours of radio broadcast and through the public address system at national railway stations, urging them to pay their income taxes for 1949--50 without delay.

Newspapers, on the other hand, encouraged readers to pay up their taxes as early as possible.

c. The Matsuyama Taxation Office made use of two trucks on both sides of which was written a motto, "Stamp Out Delinquent Taxes," for publicity. The cars went round main parts of this prefecture including Matsuyama and other cities, calling to citizens through public address systems.

d. On 20 inst. the Ken authorities conferred with persons of the Matsuyama Chamber of Com. & Ind. on promotion of formation of a federation of tax-payment supporting associations.

2. Food delivery:

a. The delivery of rice quotas in this prefecture for 1949--50 reached 100% of its goal on 28 March at last. Rate of rice deliveries completed as of 10 inst. was 100.54% of the goal.

Original quotas	309,900 koku
Rectified quotas	307,900 "
Deliveries completed	309,579 "

b. On 9 inst. a commendation ceremony in honor of Kamiukena-gun which fulfilled its deliveries prior to any other 'gun' and Fujimine, Hirokata and Kawase villages, leading figures in that 'gun', was held by the Prefectural authorities at the Kamiukena Local Office. On 11 inst. the villages of Iwane and Tano of Shuso-gun were also honored for their earlier fulfilment of rice deliveries.

c. A party of farmers whose delivery results of rice were excellent and who were selected one from each city and gun went on an inspection tour, accompanied by prefectural officials in charge, on 18 inst. The party is expected to visit agricultural experiment stations in Aichi and Gifu prefectures, and the Agri-Forestry Ministry and the Diet and Tokyo, so that they may get agricultural information and be good democrats.

This inspection tour recommended by our Section last year is to be continued hereafter and is producing very great effects upon encouragement of information activities.

Details of the said party on tour were reported by the Ehime and the Shin Ehime.

d. Yoshiko Doi, Hijikawa-mura, Kita-gun, whose commendation as a girl of good deeds had been under application to the Examination Committee of the Diet, was commended by the Minister of Agriculture in recognition of her excellent efforts and results in increased production and delivery of food.

At the commendation ceremony at the Kita Local Office on 13th inst. beginning at 1:00 p.m., she received a letter of commendation from Vice-Governor Miyauchi in lieu of the Minister.

3. Women's Week:

During the Women's Week from 10th to 16th inst. colorful functions were held throughout the prefecture, with the Ehime Branch Office, Women and Minors' Bureau, women's divisions of labor unions and the Prefectural Office as sponsoring bodies, for improvement of women's self-consciousness and social position.

10th : A debating society was held at the hall of the Matsuyama Chamber of Com. & Ind. on such woman problems as living improvement, family system, labor, rural life and women, etc.

11th : A debating society on "Marriage of working women" was sponsored by women's divisions of labor unions.

12th : A free civil liberties station, under the joint sponsorship of the Matsuyama Branch Office, Attorney-General's Office and the Ehime Branch Office, Women and Minors' Bureau and the Ehime Regional Civil Liberties Committee, was opened at the Yamaman Department Store, Matsuyama, to be consulted on all legal complaints of women.

16th : A debating society was held on "What obstructs women's way to happiness?" at the public hall in Niihama-shi.

On the other hand, at various parts of the prefecture, confabs and lectures on "improvement of women's social position" opened, under spontaneous sponsorship of related government or public offices, women's organizations, youths' assns., and labor unions.

On 12th inst. the Matsuyama Central Broadcasting Station recorded a "Man on the Street" interview on "Minimum of woman's requirements to man" for 40 minutes before some 1,500 women and girls in front of Shin'ei-Za Theater, Okaido, Matsuyama-shi.

On 16th, last day of the week, the Uwajima City Federation of women's assn. sponsored a lecture-meeting, at which Mayor Kunimatsu and Ohno, chief of the Social Welfare Section delivered lectures respectively on "Women and Laws and Politics." It is worthy of notice that these lecturers asked women to learn laws and be interested in politics.

The above colorful functions were repeatedly reported in editorials and articles of the four newspapers of the Ehime, Shin Ehime, Nanyo and Jiji.

4. Public Sanitation:

Taking the opportunity of the clean-up and beautification drive which was carried on from 17th to 23rd inst., we gave vigorous publicity to the purport of the drive aimed at by the central authorities.

a. 30,000 copies of propaganda hand-bills (as appended) were printed to be distributed among the public through health centers.

b. A truck hanging sign-boards with inscription, "Let's Keep Our Town Clean," demonstrated through the city, calling to general citizens with a public address system and distributing the abovementioned bills.

c. It is to be noted that the assn. of laundries in Matsuyama gave their strenuous support to this drive, providing posters for the Washing Day, 23rd inst., to be distributed.

d. Lantern-slides prepared by the Welfare Ministry were screened in addition to spot announcement to spectators at theaters of 6 cities in this prefecture.

e. The Prefectural and Municipal Offices respectively suspended hangings with inscription of the week at their porch.

f. On 18th inst. during the citizens' hour beginning 7:15 a.m. citizens of the prefecture were asked to give support to the clean-up and beautification campaign.

g. In the Ehime columns of the Osaka Mainichi of 21st inst., the clean-up week was emphasized to citizens so that they might well understand and give full support to the drive. Chief of the Sanitary Dept., Ken Office, in addition, announced in the newspapers that citizens are requested to be careful enough not to dump refuse in creeks and ditches in cities. One mosquito or fly in this season will multiply to 100 in summer, breeding in filthy places .....

5. Political Education:

a. Public Office Election Law:

Meetings for explanation of the Public Office Election Law were held with the Local Affairs Section as a sponsor at each gun and city from 17th to 24th inst. for publicity of the law. Every meeting was attended by a good number of eager citizens including leading figures of cities, towns and villages.

b. Owner Farmer Establishment Special Measures Law and Agricultural Land Adjustment Law:

370 copies of leaflets, "Farmland Reform Advances," were distributed by the Farmland Section among cities, towns and villages for explanation of main points in the two important bills of farmland reform introduced in the present session of the Diet.

c. Economic stabilization and other important policies:

Our Public Opinion Section provided important information matters, based on the data given by the Economic Stabilization Board and the Shikoku Civil Affairs Region, and sent them to each city, town or village information committee directing it to make most of them.

The Com. & Ind. Section, on the other hand, distributed to cities, towns and villages 3,000 copies of posters on living stabilization which had been prepared by the Price Stabilization Promotion Hq., The picture of these posters was so plain and effective as to attract public attention.

B. Minor programs:

1. Activities of R.F.D:

In an effort to increase food production and improve rural culture, prefectural officials in charge and radio farm directors of the Matsuyama Central Broadcasting Station met together on 20th inst. to deliberate vigorous information services to general farmers by means of radio broadcast under a novel plan.

Main subjects decided at the conference were:

a. To send four times a month on the air "the New Farm Village program" scripts of which were provided by the 4 Sections of Agricultural Improvement Farm land, Fisheried and Forestry, and 15 times a month "the Agricultural Memo program."

b. To broadcast "Farmers' bookkeeping" on 27th inst. for rationalization of farming management and expedition of tax-payment.

c. To survey the actual state of rural culture during the current fiscal year for cultural improvement of farm-villages. Our Public Opinion Section is to survey CPH established, culture and religion in rural villages, and diffusion of newspapers and radio. Concerning the other matters to be surveyed each Section concerned will prepare outline of the survey by 20th May next.

2. Reforestation enhancement drive:

a. On 3rd inst. a ceremony for commendation of those who had rendered great services in promotion of reforestation was held at the assembly-room of the Ken Building.

On the same day young trees were planted at the Castle Hill, Matsuyama in commemoration of the reforestation drive.

b. On the evening of 8th inst. we sent on the air a program regarding decontrol of charcoal and its future production with subject, 'Reserved forests against disaster.'

c. We prepared posters as appended to be distributed to each local office and forestry assn. etc.

d. An article with subject, 'Protect trees on embankments,' appeared in the Ehime of 4th inst., and the Mainichi of 14th inst. reported that a bargain sale of saplings for reforestation at Matsuyama ended in success with a good many citizens buying them.

C. Operation of Prefectural Information Section:

1. Synthetic policies in our information programs for the 1st quarter of the current fiscal year were drafted as appended. (See Incl. 1)

2. Cities, towns and villages have recently been carrying on vigorous information activities of their own accords, but we are making further efforts to enhance establishment of democracy in local districts, while guiding and supervising them so as not to contradict with the aim of information activities.

On 5th inst. chief of our Section attended a mass information meeting at Shoseki, Matsuyama-shi.

On 10th inst. Ikeda, chief secretary of the Section, attended the regular meeting of the Matsuyama City Information Committee to give necessary instructions and guidance to it.

3. National drive committee for diffusion of Constitution:

In an effort to carry out a vigorous national drive in commemoration of the third anniversary of the new Constitution in May, our Public Opinion Section, in cooperation with the Matsuyama Branch Office, Attorney-General's Office, the Prefectural Assembly Office, the Election Management Committee, the Local Affairs and Juvenile Sections of the Ken Office, the Pref. School Board, the Matsuyama Central Broadcasting Station, and newspaper companies, organized a committee of their representatives, which decided after deliberation and discussion the plan of functions to be observed during the week in commemoration of the 3rd anniversary, as appended. (See Incl. 2)

18th April: 1st conference of the committee for preliminary arrangements

24th April: 2nd conference (final concrete plan was decided.)

Objectives of the drive:

Thorough saturation of democracy.
Encouragement of pacifism and patriotism.
Improvement of social morale.

4. Our Public Opinion Section, upon deliberation with related Sections, drew up details of the tax-payment enhancing drive for the current fiscal year as appended. (See Incl. 3.)

Y. Miyauchi

Y. Miyauchi
Chief, Public Opinion
Section, Ehime Ken.

T:O

Incl. 3 (in English)

1 - Enforcement of National Constitution
Diffusion Campaign
2 - Public Information Program for 1st Quarter
3 - Publicity Programs concerning Payment of Taxes
for 1950.

Incl : 1

Enforcement of National Constitution Diffusion Campaign

In view of the tight international situation and various conditions at home, it is expected that a national campaign for diffusing the spirit of the Constitution will be enforced from 1-7 May, taking advantage of the 3rd anniversary of the enforcement of the Constitution on 3 May. In this Prefecture the following functions will be observed strongly.

Operation Program of the Constitution Memorial Functions

I. Purpose :

In view of the fact that the diffusion of the spirit of the Constitution will make the foundation of establishment of the new Japan, it is essential for us to diffuse the spirit thoroughly to the people, especially so when the situation at home and abroad is taken into consideration.

Taking advantage of the 3rd anniversary of the enforcement of the Constitution which is coming on 3 May, we are going to enforce the national campaign for the diffusion of the spirit of the Constitution in this Ken some time around this day.

II. Period :

1 - 7 May, 1950

The campaign will be continued during the month for the thorough diffusion of the spirit.

III. In carrying out the campaign it is expected that voluntary cooperation and activities of various organizations and citizens of experience and knowledge will be obtained to make the campaign really fruitful. The following points will especially be taken care of.

Enhancement of peaceful spirit.
Respect of fundamental human rights.
Everything to be decided through the Diet.

IV. Functions to be observed :

1. Requesting warm cooperation of various organizations, offices concerned, newspapers and radio stations in the prefecture, the campaign will be enforced most powerfully in their respective field.

(a) Efforts will be paid to understand the spirit of the Constitution through memorial, lecture, discussion, round table and public information meetings at every office, plants and companies. (cf. program of public information meetings mentioned below)

(b) Encourage the people to hoist the national flags.

2. Functions to be observed by Ken Office!

(a) A conference will be held to discuss the operational program how to observe the functions for diffusion of the Constitution by the voluntary cooperation of the people, requesting the attendance of representatives from offices and organizations concerned and people of experience and learning.

(b) Besides the memorial ceremony to be held at Ken Office, the following 3 ceremonies will be observed.

2 May ..... Matsuyama

4 May ..... Imabari

6 May ..... Uwajima

After the ceremony will be held a lecture meeting under joint sponsorship of Ken Office, Municipal Office, Prefectural Assembly, Board of Education and Legal Affairs Bureau and then a record film of the Emperors visit to this Ken will be shown to the public.

(c) Lecture, discussion and round table meetings!

(i) Lecture meetings will be held at Matsuyama, Imabari and Uwajima.