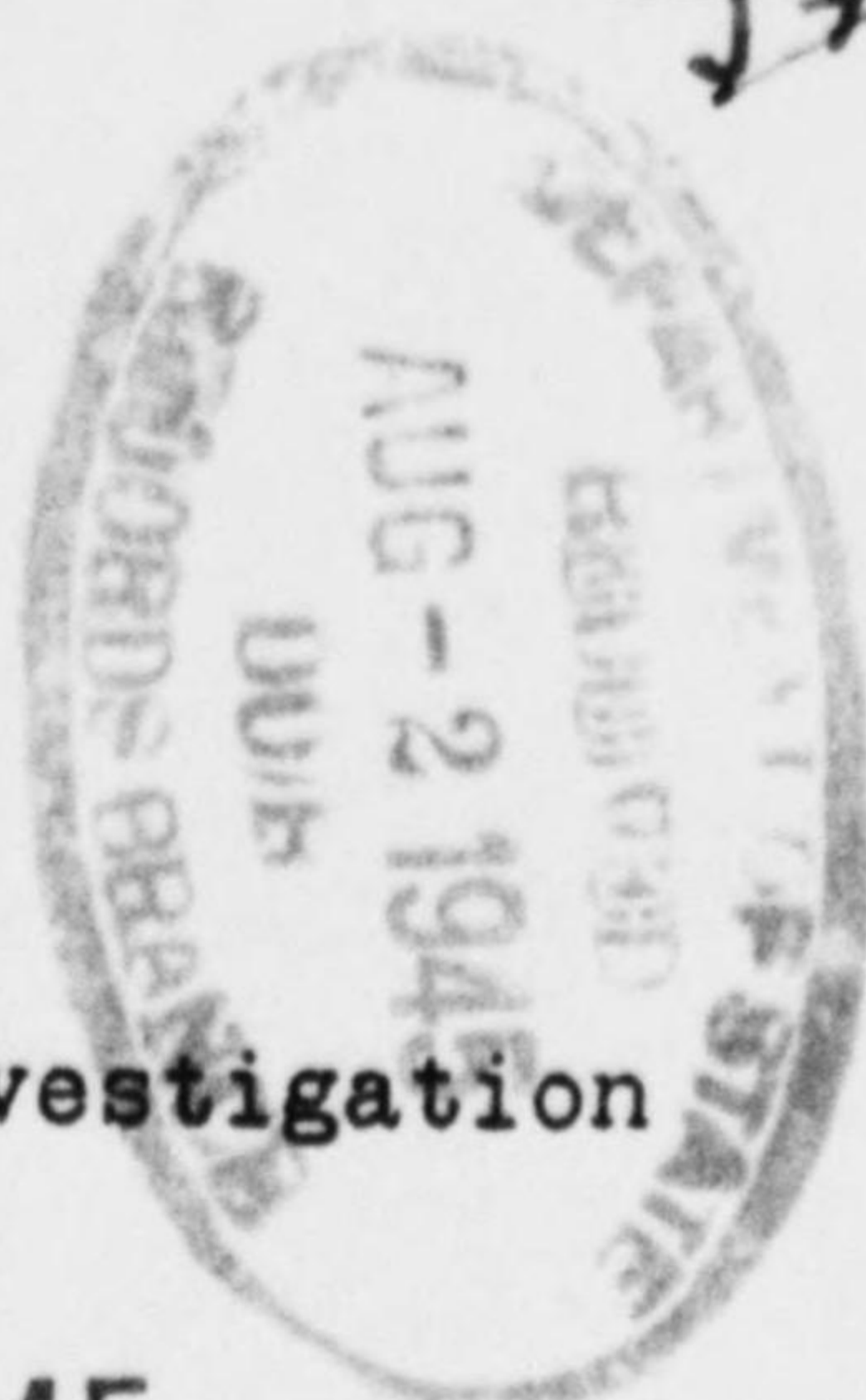


DECLASSIFIED

E.O. 11652, Sec 3(E) and 5(D) or (E) NND# 760050

894.20211/1-145 -- 12-3146 - 47-48-49

*JTC-PC*



From  
Director  
Federal Bureau of Investigation  
To

JUN 23 1945

*PD*

*VP*

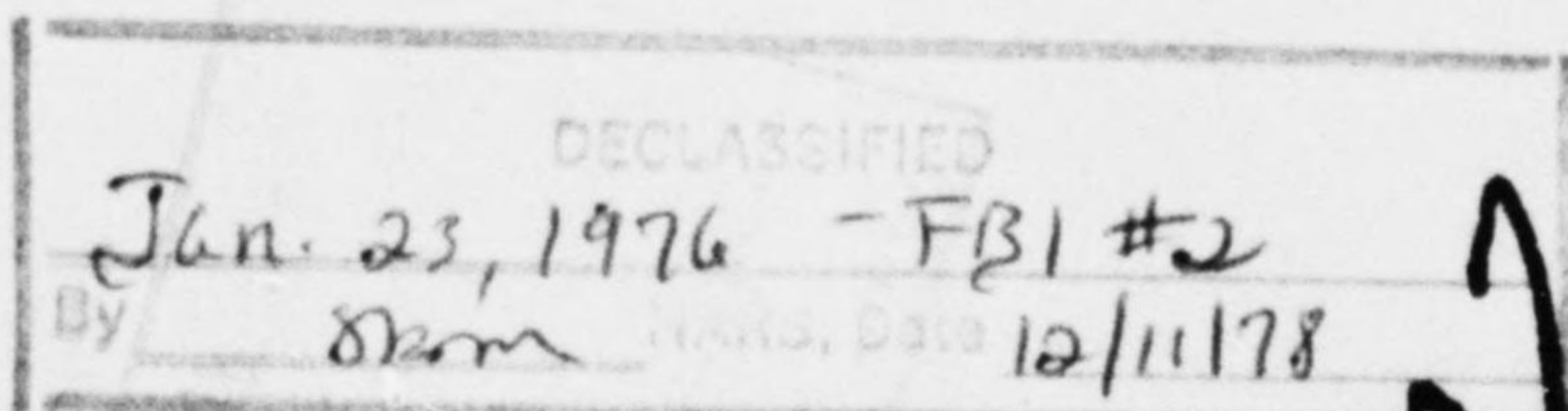
Mr. Frederick B. Lyon  
Chief  
Division of Foreign Activity Correlation  
State Department  
Washington, D. C.

*DC*

Dear Mr. Lyon:

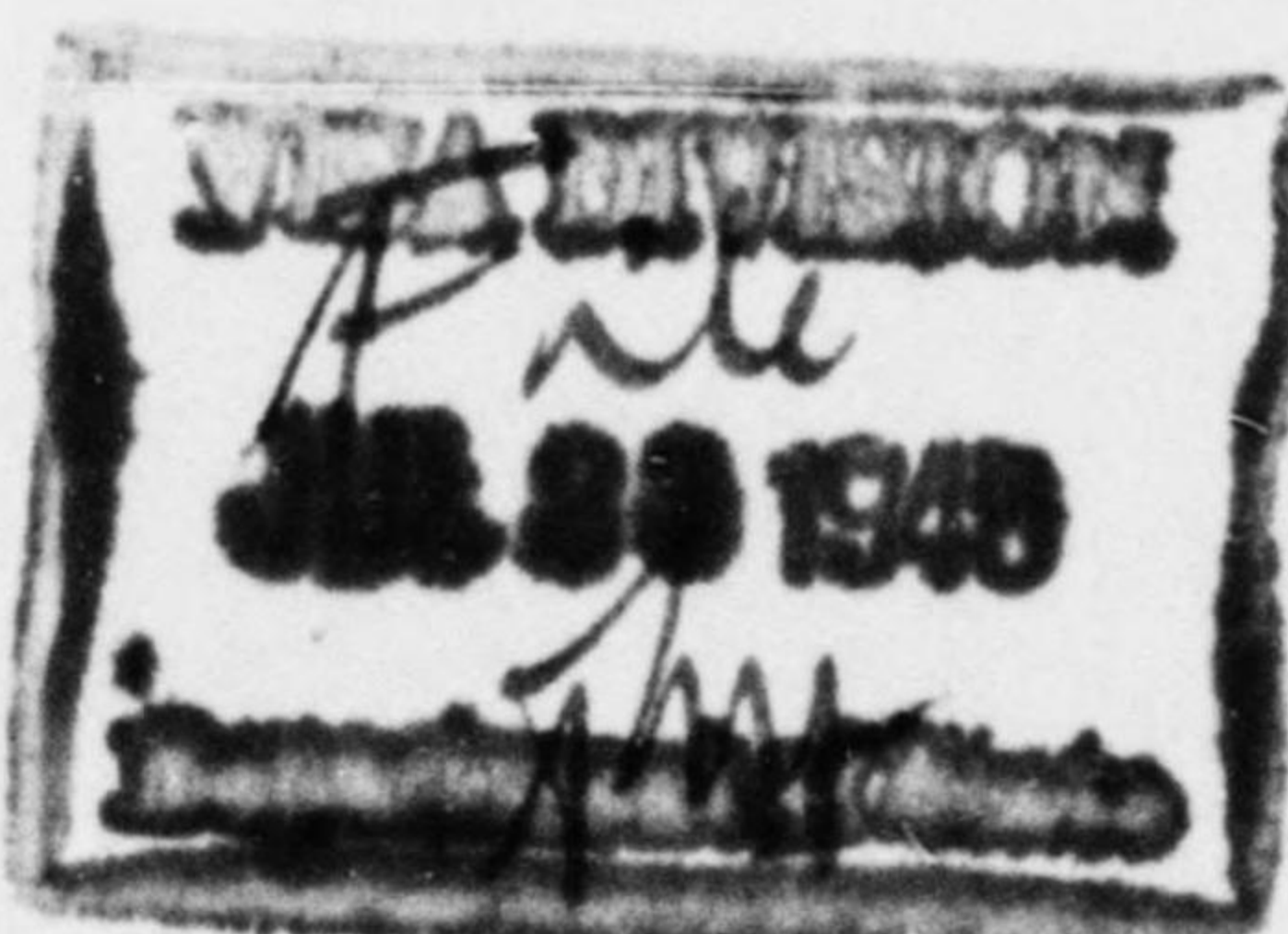
For your information, I am attaching hereto  
communications which may be of interest to you.

Sincerely yours,



*J. E. Hoover*

John Edgar Hoover  
Director



804.20211/6-2345  
94.20211/6-2345

*DFP*  
*BF*  
*R*

# FEDERAL BUREAU OF INVESTIGATION

Form No. 1

THIS CASE ORIGINATED AT **NEW YORK CITY**

FILE NO. **105-337**

130- LAURITSEN, BELLE M

REPORT MADE AT <b>LOS ANGELES</b>	DATE WHEN MADE <b>6-4-45</b>	PERIOD FOR WHICH MADE <b>5-2, 24, 25, 26, 30-45</b>	REPORT MADE BY <b>JOHN G. GROVES</b>
TITLE <b>BELLE M. LAURITSEN</b> <i>no rec</i>			CHARACTER OF CASE <b>SECURITY MATTER - J</b>

**SYNOPSIS OF FACTS:**

Subject, a Danish citizen, arrived Los Angeles aboard USS Admiral Eberle May 2, 1945, as civilian evacuee from Philippine Islands. Information received from T-1 reflecting subject had carried on business dealings with Japanese Army and Navy and collaborated with them in other ways. Upon interview subject denied allegations set forth relative to business dealings or collaboration. Advised her destination to be 1350 Broadway, New York City. Indices negative.

- R U C -

**Details:**

This investigation is predicated upon information received from T-1 that subject, a civilian evacuee from the Philippine Islands aboard the USS Admiral E. W. Eberle, had carried on business dealings with the Japanese Army and Navy during the Japanese occupation of the Philippines.

BELLE M. LAURITSEN was interviewed aboard the USS Admiral E. W. Eberle on the voyage between Hawaii and San Pedro, California, April 27, 1945, to May 2, 1945, by Special Agent RONALD A. WILSON.

According to information received from Confidential Source T-1 Miss LAURITSEN, who is proprietor of the B. M. Lauritsen Company, Manila, Philippine Islands, had business dealings with the Japanese Army and Navy during the Japanese occupation of the Philippines and had collaborated with them in other ways; that the firm is reported to have advertised in the "Manila Tribune" for large quantities of material for resale. T-1 also advised that the rumors were that this individual's character was questionable.

APPROVED AND FORWARDED:	SPECIAL AGENT IN CHARGE	DO NOT WRITE IN THESE SPACES
COPIES OF THIS REPORT		
5 - Bureau 4 - New York (1 - G-2; 1 - ONI) 2 - Los Angeles		

L.A. P.D. 105-337

Miss LAURITSEN advised that she was born at Odessa, Russia, and that she was a Danish citizen; however, that she had come to the United States when she was a very young girl, although she did not recall the exact date. She stated she was the owner of the B. M. Lauritsen Company, Inc., whose offices in the United States are located at 1350 Broadway, New York City, which was her destination.

She stated she last left the United States at San Francisco in May of 1941 by Pan American Clipper, where she has a factory, her other factory being located at San Antonio, Texas. She stated that when the Japanese occupied Manila she was not interned because of her Danish citizenship. She resided at her own property, 630 Caloe Gonzalez, Ermita, Manila. She stated that she turned her factory over to the Red Cross until October, 1944, when the Japanese took it over and used it for a police station.

She said that she had closed her firm just prior to the outbreak of war and that after the Japanese occupied Manila they took the goods from her factory but she was never paid for them. She denied ever having advertised for property in any Manila paper. She denied fully any collaboration or sympathy with the Japanese.

At the time she was interviewed, Miss LAURITSEN advised she had with her \$100.00 and 1000 Philippine pesos.

A description of this subject is as follows:

Age:	62
Place of birth:	Odessa, Russia
Date of birth:	December 5, 1883
Height:	5' 2½"
Weight:	160 lbs.
Hair:	Brown
Eyes:	Blue, wears glasses
Citizenship:	Danish
Passport number:	3140 - issued Manila, March 20, 1940
Marital status:	Widow of MARTIN LAURITSEN, who died at Manila in 1938

- REFERRED UPON COMPLETION TO THE OFFICE OF ORIGIN -

THE FOREIGN SERVICE  
OF THE  
UNITED STATES OF AMERICA

~~CTC~~  
~~CFEFC~~  
~~JA~~

RESTRICTED

AMERICAN LEGATION

No. 12416

Bern, August 27, 1945

DC/R

Subject: Transmitting letter received from  
Frederick A. Schoen.

DEPARTMENT OF STATE  
LIAISON OFFICE  
DC/L  
SEP 12 1945  
RECEIVED

RECEIVED  
DIVISION OF STATE  
SEP 11 1945

1945 SEP 11 AM 9 32

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The American Minister at Bern has the honor to transmit to the Department herewith an original letter received from one Frederick A. Schoen, 9220 Niles Place, Affton, Missouri, together with the envelopes in which this communication was received at Bern.

While it would appear that the writer may be mentally unbalanced, it may, nevertheless, be found desirable that the appropriate authorities conduct an investigation regarding him.

894.20211/8-2745

DIVISION OF ECONOMIC SECURITY CONTROL  
SEP 26 1945  
File - 10/4/45  
DEPARTMENT OF STATE

SEP 14 1945  
noted by R.K. Roach  
7/81  
7/45

Enclosure: ~~HKA~~  
Letter from Frederick A. Schoen, with envelopes.

File No. 820.02  
JKH/ig  
Original and hectograph copies to the Department

DIVISION OF JAPANESE AFFAIRS  
File  
SEP 19 1945  
DEPARTMENT OF STATE

OCT 16 1945

OCR EUR Unit  
Dist. \_\_\_\_\_

894.20211/8-2745

St. Louis, Mo. - Aug 4 1945

Hon. Emperor of Japan.

Hon Sir: - your heavenly father  
will bless you and your people  
for ever - more for ~~you~~ you  
and your peoples righteous  
cooperation

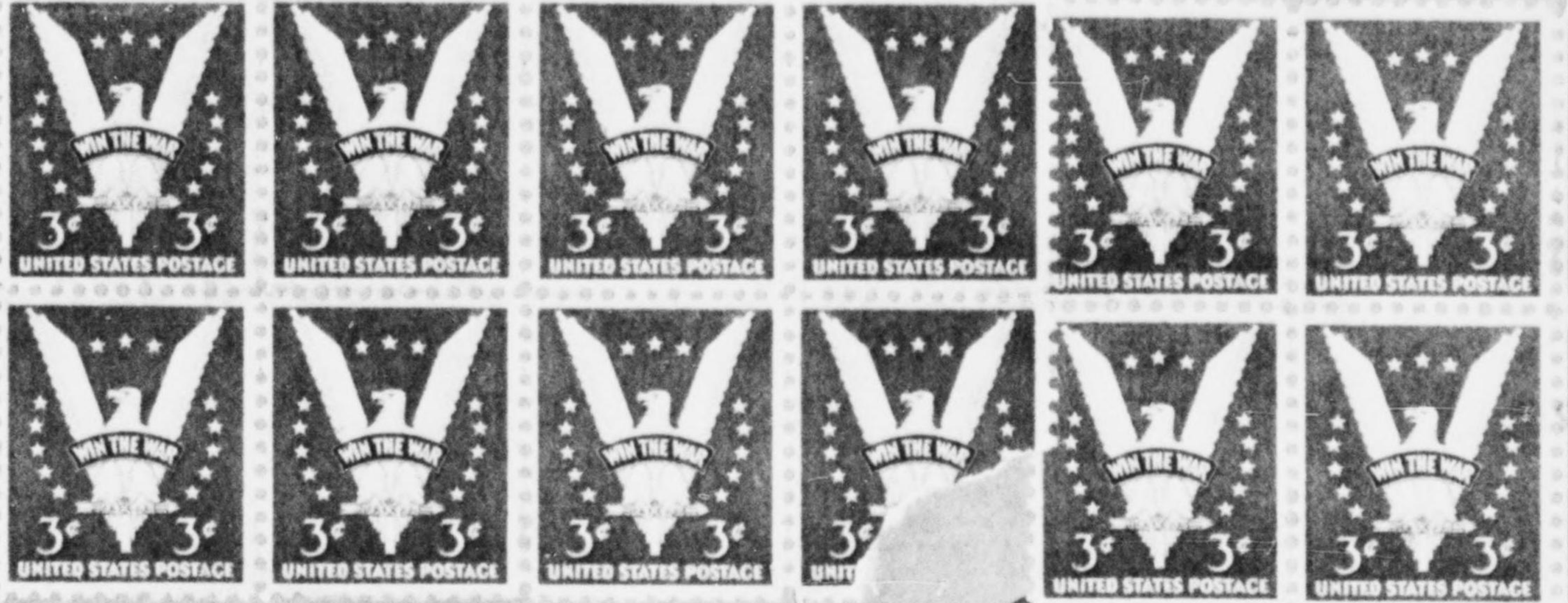
Sincerely Yours

~~The American~~

The People of the World

Per - Frederick G. Schorn

~~Eastern Iron Works  
 Structural and Ornamental Iron  
 and Steel Work for Buildings  
 620 South Park Street  
 4 Blocks East of Washington  
 ST. LOUIS, MO.~~



*Hon. Emperor of Japan  
 Tokio  
 Japan*



*Hon. Emperor of Japan  
Tokio  
Japan*



From

Frederick A. Schorn

9220 Niles Place

Affton Mo

U.S.A.

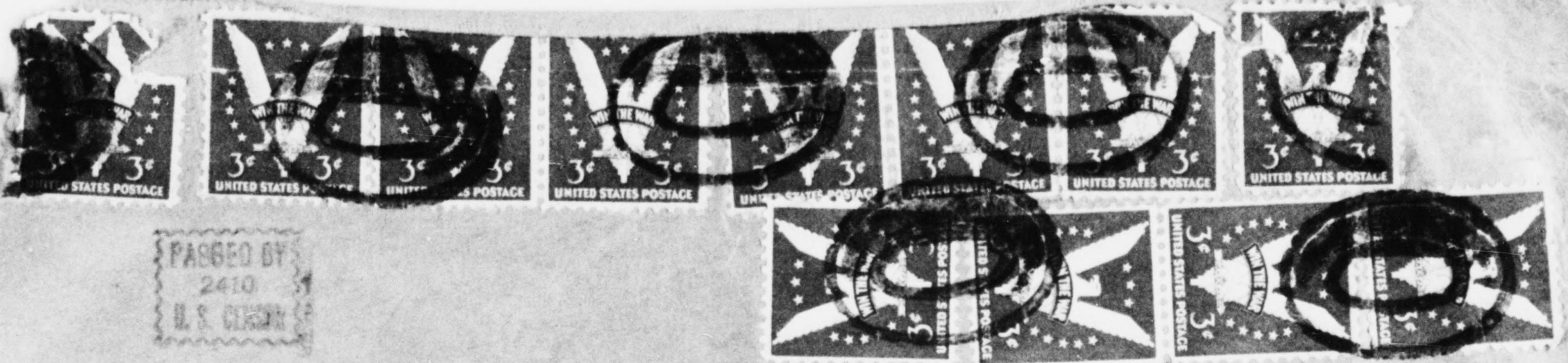


PASSED BY  
2410  
U. S. CLERK

Ambassador of the United States  
Bern  
Switzerland

Urgent - Please Rush.

EXPRES  
Special Delivery  
2977



PAID BY  
2410  
U.S. CUSTOMER

Ambassador of the United States to Switzerland  
Bern  
Switzerland

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EXPRES  
Special Delivery  
2977

e Rush.

DECLASSIFIED

E.O. 11652, Sec 3(E) and 5(D) or (E) NND# 760050



715 *[Handwritten signature]*

In reply refer to Initials  
and No.

NAVY DEPARTMENT  
OFFICE OF THE CHIEF OF NAVAL OPERATIONS  
WASHINGTON 25, D. C.



CONFIDENTIAL

31 October 1945

MEMORANDUM for Mr. Frederick B. Lyon  
(Attention: Mr. R. E. Carroll)

Subject: Japanese Counter-Intelligence Data (#3)

In connection with the verbal request for counter-intelligence data made by Mr. Rene E. Carroll, the enclosed documents are forwarded herewith.

*William A. Carr*

William A. Carr  
Lt. Comdr., USNR

Mr. Frederick B. Lyon  
Chief, Division of Foreign Activity Correlation  
Room 114, Department of State  
Washington, D.C.



Enc. (HW)

- + (A) List "A", Subversive Japanese Organizations in the U.S., dated 1 April 1943.
- + (B) List "B", Subversive Japanese Organizations in the U.S., dated 1 April 1943.
- + (C) Semi-Official and Subversive Japanese Firms in the U.S., dated 1 April 1943.
- + (D) Japanese Organizations in the U.S., dated 29 July 1943.
- ✓ (E) Japanese Prefectural, Regional and Overseas Societies, dated 2 February 1942.
- ✓ (F) ZAIBEI NIHONJIN HEIEKI GIMUSHA KAI (Society of Men Eligible for Military Duty Living in the Americas) - Mexican Branch, dated 16 July 1942.
- ✓ (G) Case History of Takeyuki SASAKI, dated 11 December 1942.
- ✓ (H) Japanese Banks in the Twelfth Naval District, dated 20 April 1944.
- ✓ (I) Espionage Activities of Mitsubishi Shoji Kaisha, Ltd., dated 30 August 1943.
- ✓ (J) Espionage Activities of Mitsui and Company, dated 15 January 1944.
- ✓ (K) Espionage and Nationalistic Activities of Nippon Yusen Kaisha, dated 10 March 1944.

894.20211/10-3145

FILED

CS/A 894.20211/10-3145

CONFIDENTIAL

*file*

DEPARTMENT OF STATE  
FOREIGN ACTIVITY CORRELATION

1. Political Parties

- a. platforms
- b. objectives
- c. personalities

2. Secret Societies

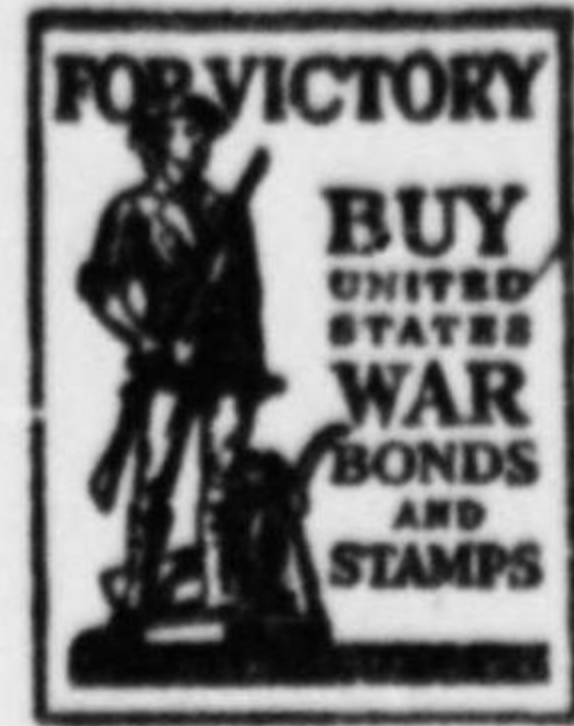
- a. objectives
- b. personalities
- c. history

3. Wouzeurs

- a. structures
- b. camouflage
- c. personalities

In reply refer to Initials and No.

*file*



NAVY DEPARTMENT  
OFFICE OF THE CHIEF OF NAVAL OPERATIONS  
WASHINGTON 25, D. C.

*Sent to  
Mr. Lyon via JA  
10-20-45*

25 October 1945

CONFIDENTIAL

~~FILED~~

MEMORANDUM for Mr. Frederick B. Lyon  
(Attention: Mr. R. E. Carroll)

Subject: Japanese Counter-Intelligence Data (#2)

In connection with the verbal request for counter-intelligence data made by Mr. Rene E. Carroll, the enclosed memorandum is forwarded herewith.

The documents listed in the enclosure will be forwarded under separate cover.

*Frederick Welden*  
Frederick Welden  
Lt. Comdr., USNR

861.20211/10-2545

SEP 17 1948

FILED

Mr. Frederick B. Lyon  
Chief, Division of Foreign Activity Correlation  
Room 114, Department of State  
Washington, D. C.

- Enc. (HW)
- (1) Conf. memo entitled "FE 1/S Translations to be forwarded to State Department," dated 24 October 1945.

CS/A

*861.20211/10-25-45*

*[Handwritten signature]*



CONFIDENTIAL

CONFIDENTIAL

MEMORANDUM FOR B-7-0 Files

24 October 1945

Subject: FE 1/S Translations to be forwarded to State Department.

The following is a list of FE translations which are to be forwarded to Mr. R. Carroll of the Foreign Activity Correlation Division, State Department.

1. THE CLASSIFICATION SYSTEM OF THE JAPANESE MINISTRY OF FOREIGN AFFAIRS ARCHIVES
2. WOMEN'S AIR DEFENSE UNITS IN JAPAN (Translation No. 13)
3. CONCERNING THE THIRD GENERAL REGULAR SESSION OF THE CENTRAL COOPERATIVE COUNCIL (Translation No. 15)
4. ESTABLISHMENT OF PATRIOTIC LABOR SOCIETIES (Translation No. 16)
5. PERFECTING AND STRENGTHENING THE MECHANISM OF THE INFORMATION BOARD (Translation No. 22)
6. SOUTHERN DEVELOPMENT TRAINING INSTITUTE (Translation No. 24)
7. RENOVATION AND STRENGTHENING OF LOCAL ADMINISTRATION IN JAPAN (Translation No. 53)
8. ESTABLISHMENT OF THE TOKYO METROPOLITAN ADMINISTRATION (Translation No. 70)
9. THE JAPANESE FOREIGN OFFICE (Translation No. 118)
10. STUDENT MOBILIZATION IN JAPAN (Translation No. 156)
11. JAPANESE POPULATION CENSUS OF 1944 (Translation No. 157)
12. JAPANESE LAWS AND REGULATIONS APPLYING TO IMPERIAL HOUSEHOLD ESTATES AND ACCOUNTS (Translation No. 169)
13. ESTABLISHMENT OF NATIONAL VOCATIONAL GUIDANCE OFFICES (Translation No. 216)
14. JAPANESE CONTROL ASSOCIATIONS (Translation No. 225)
15. THE GREATER EAST ASIA MINISTRY (Translation No. 232)
16. JAPANESE YOUTH GROUP MOVEMENT (Translation No. 267)
17. SIMPLIFICATION OF ADMINISTRATION (Translation No. 269)

CONFIDENTIAL



CONFIDENTIAL

Continued

24 October 1945

Subject: FE 1/S Translations to be forwarded to State  
Department.

18. HOME FRONT PUBLIC SERVICE ORGANIZATION (Translation No. 272)
19. JAPANESE ARMY YOUTH TROOPS (Translation No. 280)
20. THE COMMERCE AND INDUSTRY ASSOCIATION LAW (Translation  
No. 282)
21. MOBILIZATION OF STUDENTS IN JAPAN (Translation No. 286)
22. JAPANESE COMMERCE AND INDUSTRY ECONOMIC COMMITTEES  
(Translation No. 287)
23. THE JAPANESE POLICE (Translation No. 291)
24. COUNCILS FOR THE REORGANIZATION OF MEDIUM AND SMALL  
BUSINESSES (Translation No. 315)
25. ADMINISTRATION OF CENTRAL GOVERNMENT OFFICES (Translation  
No. 326)
26. LABORERS PATRIOTIC ASSOCIATIONS (Translation No. 322)
27. THE MINISTRY OF HOME AFFAIRS (Translation No. 331)
28. THE METROPOLITAN POLICE BOARD (Translation No. 332)
29. NAVY MINISTRY - TELEPHONE DIRECTORY (Translation No. 375)
30. JAPANESE NAVY FLAG OFFICER LIST (Translation No. 202)
31. Ministry of Welfare (translation # 373)

CONFIDENTIAL

In reply refer to Initials and No.

NAVY DEPARTMENT  
OFFICE OF THE CHIEF OF NAVAL OPERATIONS  
WASHINGTON 25, D. C.



CONFIDENTIAL

6 November 1945

To JA-LORY  
11-8-45

~~FRS~~

MEMORANDUM for Mr. Frederick B. Lyon  
(Attention: Mr. R. E. Carroll)

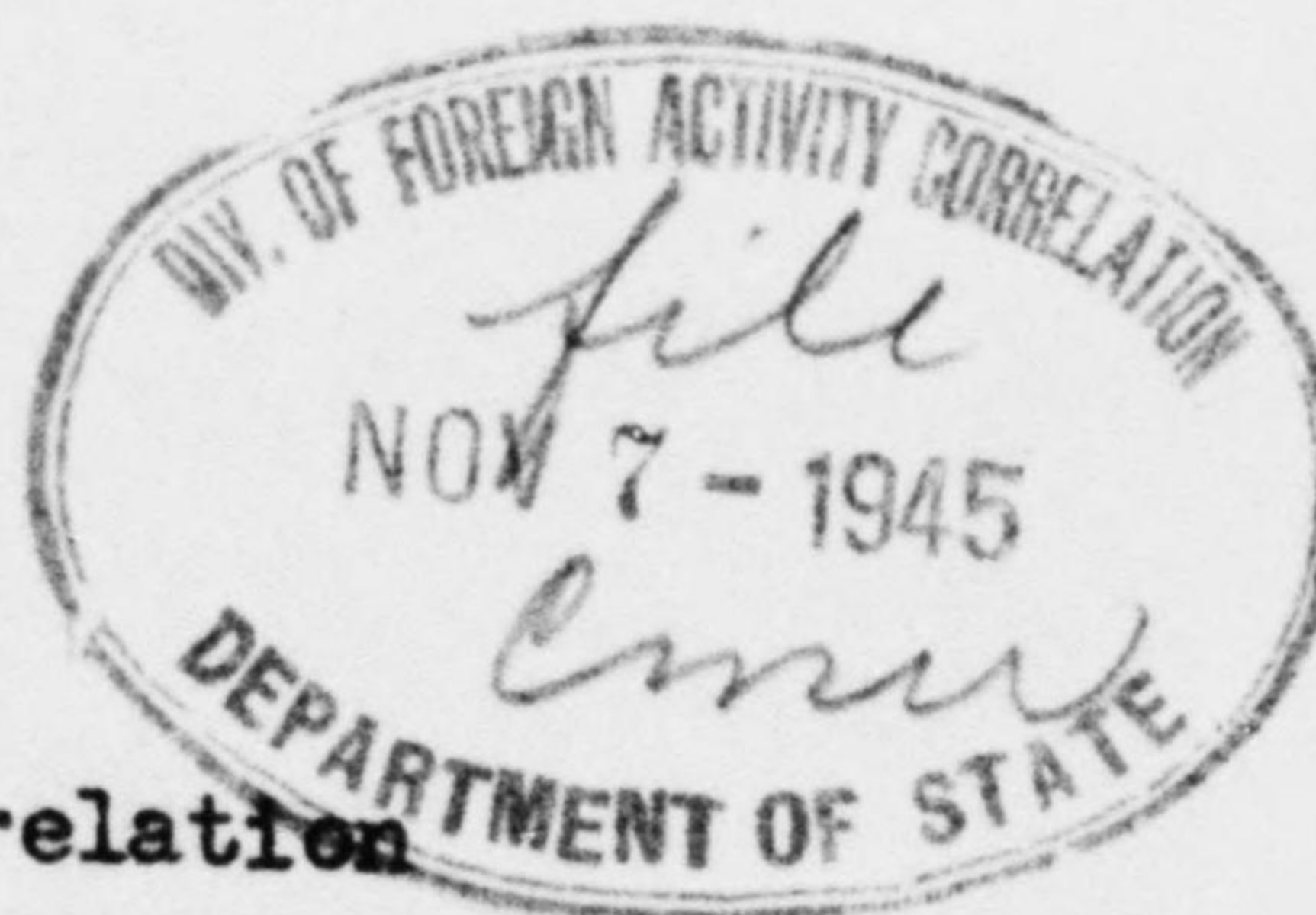
✓ Subject: Japanese Counter-Intelligence Data (#4)

The enclosed report, dealing with Japanese individuals who formerly resided in the United States and who are suspected of having or known to have been engaged in espionage and/or propaganda activities, is forwarded herewith for your information and retention.

*William A. Carr*

William A. Carr  
Lt. Comdr., USNR

894.20211/11-645



Mr. Frederick B. Lyon  
Chief, Division of Foreign Activity Correlation  
Room 114, Department of State  
Washington, D. C.

- Enc. (HW)
- (1) Counter-Intelligence Data on Japan, Part VII, (Suspect Japanese Formerly Active in the U.S.), dated 3 October 1945.

SEP 20 1948

FILED

CS/A 894.20211/11-645

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CONFIDENTIAL

DEPARTMENT OF STATE  
Eastern  
DIVISION OF EUROPEAN AFFAIRS

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*file*  
*EO*

April 1, 1946

EE - Mr. Durbrow

Mikhail Nicholas Gorin and Hafis Salich

Gorin and Salich, naturalized Russian-American, were arrested by FBI at Los Angeles on December 12, 1938, after prior clearance with State Department concerning possible diplomatic immunity, on charge of despatch of naval intelligence documents relating to Japanese espionage in the United States.

December 21, 1938 - indicated by Federal Grand Jury at Los Angeles for violation of federal espionage laws.

December 31, 1938 - Gorin released on \$25,000 bond posted by his wife prior to her own later indictment (money from Moscow State Bank to a New York City Bank to Intourist, Inc., to wife).

January 11, 1939 - Wife arrested - released on \$1000 bond.

January 16, 1939 - Gorin and wife and Salich were arraigned on espionage charges - pled not guilty (in meantime, on January 3, Federal Judge issued an order that Gorin was not to leave the judicial district without the Court's permission).

March 10, 1939 - Salich and Gorin found guilty. Wife not guilty. No more records of Salich. Gorin was sentenced to six years and \$10,000. While in jail the case was carried to U.S. Supreme Court, which in January 1941 upheld conviction by lower court.

DCR NE Unit  
Anal. *mjs*  
Rev. *JS*  
Cat. *mjs*  
Dist. \_\_\_\_\_

January 21, 1941 - Oumansky called on Under Secretary Welles to secure release for Gorin. He offered a swap; U.S. to deport

Gorin

DECLASSIFIED  
Jan. 23, 1976 - FBI H2  
By *pm* NARS, Date *12/2/78*

894.20211/4-146

CS/V

*894.20211/4-146*

-2-

Gorin and the Soviet Union to deport two American citizens in jail there-- Rozkowski and Jarsky.

Missing from record - notes of decision to release Gorin *and of collaboration with Justice Dept on this. Have asked SC/A for it - ref. p 15 in GORIN folder.*

March 20, 1941

- State Department requested Justice Department by letter to Attorney General to secure from the Court the release of Gorin on probation (for deportation), never to return to U.S. "in view of certain important considerations of an international nature".

March 22, 1941

- Gorin departed for Soviet Union.  
*Paid \$10,000 fine and \$1400 costs.*

EE:OCHolder:la



DIRECTOR

DECLASSIFIED  
By T6/cy NARS, Date 8-24-78  
NND 280069  
Federal Bureau of Investigation  
United States Department of Justice  
Washington, D. C.  
August 23, 1946

DAF  
HWC / FC  
KAB  
File  
10-7-46  
Rel - Com



IN REPLY, PLEASE REFER TO  
FILE NUMBER \_\_\_\_\_

- Mr. Frederick B. Lyon  
Chief  
Division of Foreign Activity Correlation  
Department of State
- XX
- Chief of Naval Intelligence  
Navy Department  
Washington, D. C.
- Assistant Chief of Staff, G-2  
War Department  
Washington, D. C.  
Attention: Reading Panel  
Military Intelligence Service

DIVISION OF FOREIGN ACTIVITY CORRELATION  
AUG 27 1946  
DEPARTMENT OF STATE

DIVISION OF JAPANESE AFFAIRS  
AUG 27 1946  
DEPARTMENT OF STATE

Rem - EUR  
ADN - PD

Dear Sir:

For your information, I am attaching hereto a communication which may be of interest to you.

NOTED IN THE  
PASSPORT DIVISION  
10/4/46 (Date) SB (Initials)

Very truly yours,

J. E. Hoover  
John Edgar Hoover  
Director

OCT - 7 1946

ATTEND

- Evaluation:
- Received from reliable and confidential source
  - From confidential source previously found reliable
  - Not verified by investigation
  - Available to Embassy in country of origin
  - Attachment

ICE - NE Unit

Dist

894.20211/8-2346

894.20211/8-2346  
CS/DHH  
Confidential File

# FEDERAL BUREAU OF INVESTIGATION

Form No. 1  
THIS CASE ORIGINATED AT

**NEW YORK, NEW YORK**

CV FILE NO. **105-11**

REPORT MADE AT <b>Cleveland, Ohio</b>	DATE WHEN MADE <b>7/17/46</b>	PERIOD FOR WHICH MADE <b>5/23; 6/6,7; 7/1,3,11/46</b>	REPORT MADE BY <b>ROBERT E. KERRS</b> /maf
TITLE <b>JAPANESE-AMERICAN COMMITTEE FOR DEMOCRACY</b>			CHARACTER OF CASE <b>INTERNAL SECURITY - C</b>

**SYNOPSIS OF FACTS:**

JACD in Cleveland has an estimated 30 members who meet monthly, having no regular meeting place. It is said to be a left wing politically conscious group, trying to work out the problems of all minority groups and not only the problem of the Japanese. Reported Communist Party members have spoken to JACD in Cleveland.

- P\* -

**Reference:**

Bureau file 100-71226  
Letter from Bureau to New York, copy to Cleveland, dated February 4, 1946  
Report of Special Agent WILLIAM A. FLYNN dated May 31, 1946 at New York

**Details:**

A review of the March, 1946 issue of "News Letter", published by the Japanese-American Committee for Democracy, shows, on the front page, a photograph of A. E. STEVENSON, AMY MIYAGAWA, JOE KRES and MIKE ASAZAWA. The photograph also showed various canned foods donated by the Cleveland Japanese-Americans "to help feed the kids and families of CIO workers on strike".

APPROVED AND FORWARDED:	SPECIAL AGENT IN CHARGE	DO NOT WRITE IN THESE SPACES		
COPIES OF THIS REPORT 5 - Bureau 2 - New York 3 - Cleveland				

CV F.O.  
105-11

A review of the Cleveland indices reveals that A. E. STEVENSON is a reported Communist Party sympathizer and that JOE KRIS, Business Agent of Local 735, UAW, is a reported Communist Party member. The article underneath the photograph indicates MIKE ASAZAWA to be JACD Chairman and also a union shop steward.

The article goes on to state that on February 1, 1946, JACD held an educational meeting, at which points of issue in the current country-wide labor strikes were thoroughly probed. LEO FENSTER, Chairman of the Cleveland Auto Council, CIO, Local 45, and HAROLD GOODMAN, Personnel Director for the National Smelting Company, were principal speakers.

A review of the Cleveland indices reflected that both LEO FENSTER and HAROLD GOODMAN are reported CP members.

Also contained in the article reporting on the JACD in Cleveland is a paragraph wherein it is stated that Dr. SHEPARD L. WITMAN, Director of the Council on World Affairs and associate professor of Political Science at Western Reserve University, was to speak before the group on April 5, 1946.

Dr. SHEPARD WITMAN, 922 Society for Savings Building, advised that he did speak before this club on April 5, 1946, the topic dealing generally with the problems in the Far East. He said he was asked to make this talk by the President of JACD, whose name he did not know. He did not know any of the names of the individuals to whom he spoke and background information concerning the organization itself was unknown to him.

He said he gathered from talking to some of those present, the group being very small, that they had no regular meeting place and that what meetings they did have were held in the various members' homes. He was unable to give any information concerning the group other than to say that it was unusually alert and that the members appeared to have very liberal political views.

Captain FREDERICK GRIFFITHS, in charge of Military Intelligence in Cleveland, was unable to supply any information concerning JACD, never having heard of the organization. He suggested the writer see, and went with the writer to see, Lieutenant GEORGE SMYTH who is in charge of Racial Relations at the Cleveland Police Department.

Lieutenant SMYTH had likewise never heard of JACD, suggesting that the War Relocation Board be contacted. It had previously been ascertained that the War Relocation Board is no longer situated in Cleveland.

Confidential Informant CL-25, whose identity is known to the Bureau, was interviewed by Special Agent EDWARD J. DOWD and this informant advised

CV F.O.  
105-11

that she had never heard of JACD. Upon subsequently being interviewed by Special Agent DOWD, CL-25 had ascertained that JACD was a small group of Japanese who held meetings in their own homes. She was unable to give any additional information other than to supply a mimeographed publication entitled "The Kaleidoscope", which deals with Japanese activities in the Cleveland area.

A review of The Kaleidoscope, it being the June, 1946 issue, reveals that it contains any and all information which would be of interest to the Japanese. It shows those Japanese who had graduated from high school, refers to social functions, gives gossip about various Japanese and contains information concerning activities of various Japanese organizations.

This issue of The Kaleidoscope contains a small paragraph pertaining to JACD, stating that the Cleveland chapter of JACD held a summer dance at Cleveland College Auditorium. Master of Ceremonies was NORI TASHIMA. Other Japanese active in the entertainment at this summer dance were Miss MURATA, GEORGE KITAHARA and Mr. and Mrs. MITS TANXI, who were chaperons.

Also appearing in The Kaleidoscope was the following:

"HENRY KUWAYE, active in the JACD, shouldered his bandana pack" and is on his way to Honolulu.

"The JACD will be shy of its two workingest club members in the couple of ANN and MICH KUNITANI who have left to serve the Government service in Tokyo."

This issue of the Kaleidoscope shows that GEORGE OBATA is Business Manager, and also that it is published by the Coordinating Council of Cleveland at 1001 Huron Road, Cleveland, Ohio.

GEORGE OBATA, 6311 Lexington Avenue, Cleveland, was interviewed under the pretense of obtaining general information pertaining to all of the Japanese organizations and functions in the Cleveland area. After obtaining information pertaining to various social clubs, he mentioned the JACD and volunteered the following information pertaining to it.

He said that it is similar to Japanese-American Citizens League, but more liberal. He said the JACD is the opposite to reactionary, it being "left wing" but "not too left". He said it is a politically conscious group trying to work out the problems of all minority groups and not only the problems of the Japanese. He said it is one of the aims of the organization to be able to work with other minority groups.

OBATA advised that JACD formerly met every other Friday, but that it now only meets once per month, one meeting being a business meeting and



CV F.O.  
105-11

the next meeting being an educational meeting. These are the only two types of meetings which the organization has. He advised that JACD has no regular meeting place, frequently meeting at the members' homes and sometimes meeting at the Yugoslav Relief Committee Headquarters in the Public Square Building, Cleveland.

OBATA estimated that there are about 2300 Japanese in the Cleveland area at the present time and that about 30 of these are members of the JACD.

He advised that the officers of the organization presently are

MIKE ASAZAWA - Chairman ✓  
GEORGE OBATA - Treasurer ✓  
AMY MIYAGAWA - Recording Secretary ✓  
Mrs. YUKI KATAYAMA, Corresponding Secretary ✓

With respect to the officers of the organization, it is noted, as per referenced letter from the Bureau to the New York office dated February 4, 1946, that the temporary officers, as of August 29, 1945, were

Mrs. ANN KUNITANI - Chairman ✓  
AMY EBIHARA - Secretary ✓  
MIKE ASAZAWA - Treasurer ✓  
Mrs. YUKI KATAYAMA - News Letter reporter. ✓

A review of the information available in the Cleveland indices pertaining to JACD and to some of its prominent members is as follows:

On November 15, 1945 a strictly confidential source advised that there was a postal sized card at the Communist Party Headquarters, Cleveland, stating that CAREY McWILLIAMS, author of "Brothers Under the Skin" and "Prejudice" was to speak on November 19, 1945 on the subject, "America's Race Problem" - A Practical Solution". A mimeographed flier obtained by this same source showed that the above referred to meeting was under the sponsorship of the Japanese-American Committee for Democracy.

On February 28, 1946 CL-901, whose identity is known to the Bureau, advised that AMY EBIHARA arranged for MIKE DAVIDOW, Secretary of the CP for Cuyahoga County, to speak at a Japanese-American youth group meeting on the question of democracy in Japan, she knowing him at the time to be County Secretary of the Communist Party.

Confidential Informant CL-915 advises that AMY EBIHARA has periodical contacts with FRANK HASBELL (reported CP member and known to be Ohio State Executive Secretary of the American Youth for Democracy).

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105-11

On July 28, 1946 CI-901 advised that an unknown woman and MIKE DAVIDOW talked about the possibility of starting a Japanese Club in Cleveland inasmuch as there were a couple of thousand Japanese in Cleveland, some of whom were sympathetic to the Party.

CI-901 advised that on June 5, 1945 TAKESHI NAGA, Treasurer of JACD in New York City, had a discussion with ARNOLD JOHNSON. NAGA mentioned that NORMAN THOMAS was appealing to the Japanese and that "we have to win them to our side". NAGA suggested that the comrades could see that the Japs took their place in the unions.

ARNOLD JOHNSON, President of the CP, State of Ohio, advised NAGA that the Communist Party in Ohio had made no actual contact with the Japanese, but has insisted on no discrimination in unions whenever incidents developed regarding the employment of Japanese in Cleveland war plants. JOHNSON mentioned one Japanese woman (whom CI-901 ascertained to be ANNI KUNITANI) who speaks "in terms of trade unionists", but that the Communist Party does not know if she is "with our forces in California or not".

NAGA gave JOHNSON the name of MISHIMURA, 1210 Fern College, Cleveland, as a possible Communist Party contact and also the name of EMIKO NISHIHARA, 1836 East 87 Street. NAGA said that MISHIMURA would be the Party's best contact in Cleveland.

- PENDING -

5

ADDRESS OFFICIAL COMMUNICATIONS TO  
THE SECRETARY OF STATE  
WASHINGTON 25, D. C.

DEPARTMENT OF STATE  
WASHINGTON

File Number: SF-2-2-23

SPECIAL PROJECTS DIVISION



June 4th, 1947

SPECIAL PROJECTS  
DIVISION  
JUN 4 1947  
DEPARTMENT OF STATE

To : SPD - Mr. Hibbard  
From : SPD - K. Okami, Former Japanese Embassy in  
Custody of the Dept. of State.  
Subject : Documents found in the San Francisco files  
pertaining to un-American Activities.  
The case of David Warren Ryder, 447 Sutter St.,  
San Francisco, California.

It is rather peculiar that the name, David Warren  
Ryder often appears in various Japanese official  
account books in the files of the Former Japanese  
consulates in the U.S., mostly marked "Secret or  
Confidential".

While checking through the San Francisco files, I  
found some documentary evidence of Ryder's connection  
with the Japanese Government.

As these documents indicate, he was appointed by the  
Japanese consulate in San Francisco to be the organizer  
of a Japanese propaganda agency called "American Com-  
mittee on Far Eastern Affairs" which disseminated Jap.  
propaganda through press and other means of publication,  
radio, motion pictures and educational institutions.  
In the early stages of these propaganda campaigns, Ryder  
organized and laid out various plans for the consulate,  
specifying all the expenses needed to carry out different  
types of activities, with his suggestions as to how these  
campaigns should be carried out.

It is rather astonishing to know that this sort of agency  
was operating openly on such a large scale with the  
ulterior motives of spreading Japanese propaganda. some  
of the plans even called for a yearly budget of \$500,000.

It is clear that Ryder was one of the most active agents  
for the Japanese Government in the field of propaganda.  
Therefore, it may be interesting from the standpoint  
investigation to find out whether or not he was a regis-  
tered agent for the Japanese Government.

See next page

DC/R  
Anal. 4  
Rev.   
Cat. X

Central Files  
894.20211/6-447

Confidential File

894.20211/6-447  
CSA

This Document Must Be Returned To

ADDRESS OFFICIAL COMMUNICATIONS TO  
THE SECRETARY OF STATE  
WASHINGTON 25, D. C.



DEPARTMENT OF STATE  
WASHINGTON

SPECIAL PROJECTS DIVISION

At the outbreak of the war, quite a few American citizens were arrested and convicted on the charge of willful negligence for not having been registered as foreign government employees with the U.S. authorities concerned. If I remember correctly, Ralph Townsend who was recently tried on the charge of treason was one of them. My impression is that Townsend and Ryder were working closely together in these propaganda campaigns for the Japanese Government.

I have also found in the same file many copies of Townsend's radio speeches which were broadcasted over KYA Satation in San Francisco. Therefore, if you are interested in obtaining these copies, I will be glad to submit them to you.

The documents submitted herewith are as follows:

1. Educational Campaign (Special Plan)  
Yearly Budget: \$500,000.
2. Personal Services (of David Warren Ryder) will include half of my time, and will cover:
3. Outline of Career and experience of David Warren Ryder by David Wareen Ryder, 447 Sutter St. San Francisco, California.
4. A letter to Mr. Roy Howard, 230 Park Ave. New York City (President of Scripps Howard Paper).
5. Report of lecture Tour: by Alfred Katz.
6. Supplemental Memorandum concerning Special Campaign of Education(Political only)
7. Rough Outline of Proposals concerning the Improvement of American-Japanese Relations.(David Warren Ryder)
8. Rough Outline of Proposals regarding Newspapers, Magazines, Business and Trade Publications. (David W. Ryder)
9. Outline of Educational Campaigns: Numbers: 1. 2. 3. and 4.
10. Suggestions for Radio Campaigns

Un-American Activities  
From K. Okami to Mr. Hibbard

(2)

See next page

ADDRESS OFFICIAL COMMUNICATIONS TO  
THE SECRETARY OF STATE  
WASHINGTON 25, D. C.



DEPARTMENT OF STATE  
WASHINGTON

SPECIAL PROJECTS DIVISION

11. Memorandum to Mr. Takahashi: Subject: Highlights of Pamphlet Campaign.
12. Memorandum by David Warren Ryder:  
(Careful and unostentatious methods to carry out propaganda)

Un-American Activities  
From K. Okami to Mr. Hibbard

(3)

COPY---

File Number: SF-2-2-23

## SPECIAL PROJECTS DIVISION

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As these documents indicate, he was appointed by the Japanese consulate in San Francisco to be the organizer of a Japanese propaganda agency called "American Committee on Far Eastern Affairs" which disseminated Jap. propaganda through press and other means of publication, radio, motion pictures and educational institutions. In the early stages of these propaganda campaigns, Ryder organized and laid out various plans for the consulate, specifying all the expenses needed to carry out different types of activities, with his suggestions as to how these campaigns should be carried out.

It is rather astonishing to know that this sort of agency was operating openly on such a large scale with the ulterior motives of spreading Japanese propaganda. Some of the plans even called for a yearly budget of \$500,000.

It is clear that Ryder was one of the most active agents for the Japanese Government in the field of propaganda. Therefore, it may be interesting from the standpoint of investigation to find out whether or not he was a registered agent for the Japanese Government.

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Un-American Activities  
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(3)

## SPECIAL PROJECTS DIVISION

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Un-American Activities  
From K. Okami to Mr. Hibbard

(2)



## E D U C A T I O N A L   C A M P A I G N

SPECIAL PLAN

Yearly Budget:

\$500,000

Hereunder is an Outline, Cost Estimate, and Explanation of a SPECIAL PLAN for an Educational Campaign to be confined to the Pacific Coast--primarily to California, Oregon and Washington--with headquarters in San Francisco.

OUTLINE:

This SPECIAL PLAN embraces the following programme:

1. The NEWS BUREAU, which will publish and distribute:
  - A. The Weekly Bulletin or Clip Sheet
2. NEWSPAPER AND MAGAZINE CAMPAIGN--Articles, stories, features, items, interviews, photos etc., to appear in:
  - A. Daily and weekly newspapers
  - B. General Magazines
  - C. Business and trade publications
  - D. Religious publications
  - E. Fraternal and miscellaneous publications
3. MOTION PICTURE CAMPAIGN--Comprising the making and showing of industrial films of an educational character to:
  - A. Business and Trade Clubs
  - B. Luncheon Clubs
  - C. Women's Clubs
  - D. Lodges
  - E. Church and Social Clubs
  - F. Colleges and schools

2.

## G. Family groups

4. LECTURE CAMPAIGN--Comprising the establishment of a Lecture Bureau to provide lectures before the groups named in Item #3.
5. PAMPHLET CAMPAIGN--Comprising the preparation, publication and distribution of two pamphlets a month to 100,000 recipients.
6. RADIO CAMPAIGN--Comprising the building of programmes for 52 weekly broadcasts of one-half hour over a Pacific Coast hook-up.

ESTIMATED COST:

## 1. GENERAL AND OFFICE EXPENSE:

A. Headquarters (Rent).....	\$2,400	
B. General Expense:		
1. Salary of Director.....	\$25,000	
2. Salaries of 3 Assistants to Directors @ \$6,000.....	18,000	
3. Travelling and Extra- ordinary Expense.....	<u>8,500</u>	
		51,500
C. Personnel:		
Secy. to Director.....	3,000	
Auditor & Bookkeeper.....	3,600	
1 Stenog. @ \$150.....	1,800	
2 Stenog. @ \$100.....	2,400	
Addressograph Operator.....	1,500	
Duplicator Operator.....	1,500	
4 Mailing Clerks @ \$1,200.....	4,800	
Office Boy & Messenger.....	<u>900</u>	
		19,500
D. Furniture, Equipment & Supplies:		
Furniture.....		2,500
Equipment:		
4 typewriters.....	\$500	
1 Duplicator.....	325	
1 Addressograph.....	525	
Filing cabinets.....	<u>400</u>	
		1,750

3.

Stationery & Supplies.....	2,000
General Postage.....	1,500
Telephone and Telegraph.....	1,200
Miscellaneous.....	1,200

E. NEWS BUREAU

Weekly Clip Sheet or Bulletin:

Printing.....	\$19,500	
Postage.....	13,100	
Mailing.....	8,000	
Envelopes.....	<u>1,200</u>	41,800

2. NEWSPAPER AND MAGAZINE CAMPAIGN:  
Approximate estimated costs:

News papers.....	\$12,500	
Magazines.....	10,000	
Other publications.....	<u>5,000</u>	27,500

3. MOTION PICTURE CAMPAIGN:

4 Master Films.....	\$24,000	
100 Copies .....	15,000	
Projection expense.....	<u>15,000</u>	54,000

4. LECTURE CAMPAIGN:

10 lecturers (salary) .....	30,000	
10 lectures (expenses) .....	<u>20,000</u>	50,000

5. PAMPHLET CAMPAIGN:

Printing (200,000 monthly pamphlets).....	\$72,000	
Postage.....	48,000	
Mailing.....	21,600	
Envelopes.....	14,400	
Mailing Lists.....	<u>5,000</u>	161,000

6. RADIO CAMPAIGN: (52 weekly broadcasts of  
one-half hour over a Pacific  
Coast hook-up.)

Time on the Air.....	63,500	
Radio talent.....	<u>18,500</u>	82,000

Grand total	<u>\$499,850</u>
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(NOTE: A number of items can only be estimated. Figures are,

4.

therefore, approximate. Some items may cost less, some more; but it is believed that in the aggregate they will not exceed the grand total specified.)

EXPLANATION:

## 1. NEWS BUREAU--

Under the News Bureau comes the Weekly Clip Sheet or Bulletin. This would be printed and go out weekly to approximately 10,000 newspapers, magazines, trade and business publications, chambers of commerce, trade associations, clubs, important individuals and other recipients. It would go out by first class mail.

The Clip sheet can be made a very effective medium. It must be informative, not argumentative, and the information in it must be interesting and timely, as well as accurate. The information in it must be so interesting and timely that the recipients will accept it for that reason, and so accurate that they will come to rely upon it.

There never is any way of telling in advance how much of this material the newspapers and other publications will use. At first, they are likely to be cautious; but as they grow accustomed to its regular appearance, and observe that it contains interesting and authentic information, they will use it increasingly. (A check I made several years ago in my steamship work, showed that during a single year the newspapers used enough of what I sent them to fill space that at regular advertising rates would have cost \$67,890, and the total cost to us was only \$5876.35. Not only that, but we obtained space and position which could not have been bought at any price as advertising.) The Federal Housing Administration reports that it has had excellent results from its Clip Sheet, and I know that several universities have had similar good results. The main thing is to make and keep it interestingly informative and indisputably accurate. Thus operated, it is bound to grow in acceptability and influence.

## 2. NEWSPAPER AND MAGAZINE CAMPAIGN:

You will understand, of course, that, under the circumstances, it is altogether impossible to tell in advance how many articles can be placed and where. This character of work requires much tact and discretion, as well as a great deal of negotiating, personal discussion, etc. However, as a result of past experience in this sort of work, I believe it is possible to place articles or series of articles in such newspapers as the Hearst papers, Scripps-Howard papers, New York Times and Tribune; Baltimore Sun; Springfield Republican; Chicago Tribune; Boston Transcript; Philadelphia Public Ledger; and the leading papers in Pittsburgh, St. Louis, Denver, Kansas City, Cleveland, Cincinnati, Milwaukee, Detroit, St. Paul, Minneapolis, Hartford, Providence, Richmond, Atlanta, New Orleans; and in approximately 100 papers of lesser importance. Also in the leading Catholic publications.

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As for the magazines, I believe that if the matter is properly handled, in time articles can be placed in such leading magazines as Harpers, Scribners, Atlantic Monthly, Forum, American Mercury, Foreign Affairs, Yale Review, Saturday Evening Post, Colliers, Liberty, Esquire, Asia, Survey Graphic, Fortune, New Republic, Nation, Common Sense, Readers Digest, and a number of magazines less well known but having large circulations, such as American Legion Monthly, Elks Magazine, the Rotarian; and various Catholic magazines. I have written for many of these publications, and would first of all call on the editors in person-- to renew my acquaintance with the old ones and to get acquainted with the new ones.

### 3. MOTION PICTURE CAMPAIGN:

The Industrial or Educational Film has proved to be a splendid educational medium. Coming in the form of entertainment, it obtains a willing and attentive audience. Under this SPECIAL PLAN it is proposed to make four Master Films of suitable and separate subjects. From these, 25 copies apiece would be made-- 100 copies in all. These would be shown widely throughout the territory--to Business and Trade organizations, Luncheon Clubs, Women's Clubs, Lodges, Church and Social Clubs, Colleges, Schools and Family circles. Moreover, copies would be placed with the Visual Education departments of Universities, with the YMCA and other organizations which operate "film libraries." Having handled the making and showing of several such films, I know from experience how very effective they are. In the course of a year, if these films are properly pushed, they will be seen by many thousands of people, in audiences ranging from 75 to 500 people.

### 4. LECTURE CAMPAIGN:

The American people flock to lectures. Therefore, good lecturers and lectures are always in demand--at meetings of Business and Trade Associations, Luncheon Clubs, Women's Clubs, Church and Social Clubs, Professional Groups, High School assemblies, University forums, and many other groups and associations. Virtually everyone of these organizations has a "Programme Committee," or "Entertainment Committee", whose job it is to secure entertainment of some kind--a lecture, film, musical numbers, etc. etc.-- for the various meetings of their respective organizations. With so many such organizations, meeting so frequently, the demand for interesting lectures is always greater than the supply--particularly since many of these organizations can not afford to pay for entertainment. It will not be difficult to keep the number of lecturers I have suggested busy--full time.

### 5. PAMPHLET CAMPAIGN:

I regard this as of great importance and merit. America is rapidly becoming "pamphlet conscious," and the success of The Readers Digest indicates the interest of people in pamphlet reading matter--something not too long; something they can stick

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in their pockets without making a big bulge, and read on the boat or train or bus or street car.

This SPECIAL PLAN proposes to issue 2 pamphlets a month, to be distributed to 100,000 recipients--a list of 100,000 men and women in the territory covered (mainly California, Oregon and Washington); such lists to be composed of the most important groups in this territory, and to include, of course, those that we now have already compiled.

#### 6. RADIO CAMPAIGN:

As educator as well as entertainer, Radio has been forging ahead until it now occupies a high place as a medium for reaching and influencing the public.

With Radio, as with other methods of education, the effect comes cumulatively; it is gained by regular consistent repetition. Accordingly, the SPECIAL PLAN calls for a full year's campaign--52 weekly broadcasts of a half-hour over a Pacific Coast network. The broadcasts would be first-rate entertainment. Sufficient talent would be employed to make them appealing to the public; and they would be built around the idea of getting the listener's ear through entertainment appeal, and then interspersing the proper amount of information.

Radio programmes must, of course, be free from objectionable propaganda, since Radio is under strict control of the Federal Communications Commission. Consequently, the programmes would be built upon the INDIRECT APPROACH, and so prepared as to meet the conditions imposed by the Commission, and yet be appealing and effective.

The precise nature of the weekly broadcasts can not be foretold. But after the first few programmes, it will be possible to ascertain their "listener appeal," and they can be shaped thereafter accordingly.

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Altogether, this SPECIAL PLAN seems to offer a comprehensive and well-rounded programme; one designed to reach and influence all types and classes of people; and is sufficiently flexible so that it can be altered quickly to meet changing conditions.

March 29, 1938

Mr. Roy W. Howard  
230 Park Avenue  
New York City

Dear Mr. Howard:

Thank you for your courteous and very interesting letter of Feb. 28. It was good of you to take the trouble to explain your position and viewpoint so fully to one who has no more claims upon Scripps-Howard than those of being an old admirer, a long-time subscriber, and an occasional contributor to one of its large family of papers. (I was, if I may be permitted to say so, one of those who was "plugging" for the San Francisco News when its hands were still calloused and it still walked with a bit of the lumbering gait of Caliban; when its back was still bent under the accusation of being the laboring man's newspaper, and when it was still called, by some of the Nob Hill-ites, "The Dirty News". I mention this merely to assure you again that I did not and do not write from the standpoint of a captious newcomer to the Scripps-Howard circle, but rather as a cordial old friend who, if he sees anything worth complaining about, sees it with an eye half closed by friendly indulgence, and upbraids--if at all--in the manner of a father admonishing his favourite son.

I did not, of course, mean to suggest that those at the head of a capitalistic enterprise which has grown to such proportions as Scripps-Howard, would consciously give aid and comfort to an ideology or system which has for its chief immediate objective the overthrow of the system out of which that enterprise was born and in which it flourishes. What I meant to suggest was that quite unconsciously and unwittingly the Scripps-Howard publications --by denigrating Japan--were pouring water on the wheel of Soviet Russia's current effort to persuade Americans that it is America's duty and to America's advantage to fight Russia's battle against Japan. I had believed that I had detected in the Scripps-Howard handling of the situation in China the idea that this was purely a Sino-Japanese conflict, and I wanted to register my surprise that a press service so astute as Scripps-Howard could take this myopic view. Also it pained me to find my favourite newspaper lending a voice of encouragement to those intransigent internationalists who believe America should not venture to the toilet without first securing international consent, and who can never see the forest of problems on their own doorsteps for looking at the problem-laden trees of far distant Europe or Asia. I remembered that Scripps-Howard had seen in the election of Roosevelt in 1932--as I had-- the beginning of an honest effort to solve America's most

Mr. Roy W. Howard  
Page two  
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pressing problem--that of finding a way to create and distribute enough purchasing power to enable our people to consume what they can produce; and it pained me to observe what I feared was Scripps-Howard's willingness to fall in with the Administration's recent adoption of the shabby old trick of summoning the people to unite against mythical enemies from without in order to mask its tragic failure to rout the real enemies from within.

Nor was I speaking from an ivory tower. Everywhere I went in this region I found men of discernment saying the same thing--not only that the Administration was pumping up a war-scare to distract attention from the mess it had made of domestic affairs, but that the newspapers--including yours-- were wittingly or unwittingly helping this along. I could understand--we all could understand--how a good many newspapers would do such a thing, but we could not understand how yours could.

Your letter goes far toward making an understanding of your position possible. It is not difficult to understand how one who had honestly surrendered to the Utopian idea that we were living "in a different day and under a different prevailing world psychology," than when America resorted to aggression, should be so deeply moved by events negating that idea as to grow indignant with the instigators of those events and quite unintentionally and unconsciously permit that indignation to find its way into the formulation of an editorial policy. With the utmost respect for you and your idealism, I solicit permission to say that there is nothing more difficult for anyone to do than for an idealist to accept without manifest cankerous indignation the realization that he has been fooling himself, and to refrain from venting his spleen upon whatever or whoever furnishes the basis for this realization. I hasten to say that I think this is perfectly human and perfectly understandable; but I submit, with the utmost respect, that it does not make for objective reporting. It was the cancer which ate away President Wilson's objectivity and directly caused the tragedy which enveloped his last year in the Presidency. The collapse of the magnificent house of cards which he had built out of the idealistic conception that "the war to end war" had ushered in a "different day" and created a "different prevailing world psychology," was too much for him; a blow from which he never recovered. Unfortunately it did not stop there. It was a blow to as much of the whole world as had fallen in with his fantasy; and I cannot but think that much of the trouble in which the world since has found itself, accrued of the Wilson-inspired attempt to fly directly in the face of a stern reality as old as the human race and as formidable as the human will to self-preservation. I cannot but believe that if realists and not idealists had written the treaty of Versailles there would not have issued out of its second womb the events and conditions which with increasing crescendo have



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perturbed and tortured Europe (and the world) for the past decade; nor have appeared the necessity for such grandiose ventures into absurdity as the so-called Kellogg Pact. As one lie makes successive lies necessary; so the treaty of Versailles generated a congeries of miscellaneous treaties, accords, agreements, pacts, etc., all of which, to a greater or less degree, sought, by simply declaring so, to make black white, and thus to fend and brace and bolster the original iniquity of Versailles.

Out of Versailles were hatched the events and conditions which generated Hitler, and which induced the Berlin-Rome axis and all that it, in turn, has produced. How anyone who had ever read history, or who has even a gout of the sense of reality in him could have expected the Treaty of Versailles to have resulted otherwise; or could have expected the League of Nations, hamstrung by such a treaty, to have succeeded, has always amazed me.

After a long study of the events preceding the so-called Mukden incident-- reading all that is available in English on both sides, I do not believe it is susceptible of the very short and simple interpretation you put upon it. And I believe you might come to the same conclusion if you had read and pondered (1) John Bassett Moore's letter of March 27, 1933 to the House Foreign Affairs Committee (Hearings before the House Committee on Foreign Affairs-- H.J. Res. 93, pp 14-17); and (2) "An Appeal to Reason," and article by Judge Moore in Foreign Affairs for July 1933.

Most convincingly, it seems to me, does Judge Moore argue against that over-simplification and artful arrogance which draws a line and says: "All on this side is white, all on the other black". Particularly would I commend to you as worthy of consideration his statement concerning the difficulty of determining the "aggressor" in a conflict. Said he:

"Before committing ourselves to this presumptuous programme, spun of the wild and filmy fantasy that, when nations fall out and fight, the question of the 'Aggressor', which still baffles students even of ancient wars, lies upon the surface of things, and may be readily, safely and justly determined by outsiders--of whose freedom from individual interest or bias there is no guarantee-- we should reflect upon the fact that, had such a notion heretofore prevailed, we might and in all probability should ourselves have been the victim of it."

Judge Moore then points out that "our war for independence was treated by the great majority of powers merely as an act of rebellion against lawful authority. We waged the war of 1812 in support of disputed claims of national right. Many of our own people, including General Grant, have condemned our war with Mexico as an unjust aggression; but I am not aware that any of them has taken the ground that the general interest or the cause of peace would have been advanced if the powers of the world, some of which were

Mr. Roy W. Howard  
Page four  
March 29, 1938

not, then, themselves above suspicion, had combined their forces to oppose or to crush us."

Judge Moore next addresses himself to a discussion of the popular acceptance of the idea of "Humanity's Rebirth." "Nothing," says he, "could more convincingly betray the fustian character of the new psychology and will to peace than the circumstances that among its postulates there is not one which is not contrary to palpable realities, to the teachings of history and to the formulation, in universal legal principles, of the results of all human experience."

Now, with all due deference and respect, it seems to me that the truth of the just-quoted words of Judge Moore is so apparent that men as astute as are the heads of Scripps-Howards should long since have rejected "the assumption that the world was entering into a new era on which the principle of collective security could be substituted for the vicious balance of power principle." What was there, may I ask, beyond pious words, to warrant such an assumption? Indeed, what had there ever been to warrant the fantastic assumption that the members of the League of Nations would or could divest themselves of their individual interests and prepossessions, of their historic and instinctive antagonisms, and altruistically unite in enforcing the ideal of imperial justice?

By the same token, what, may I ask, was there to warrant the assumption that the so-called Kellog-Briand Pact really would achieve anything; in view of the fact that before it was accepted by Great Britain she attached to it so many qualifications as to render it virtually meaningless? You are familiar, of course, with Great Britain's note of May 19, 1928, in which, after quoting "the renunciation of war as an instrument of national policy," she declared that there were "certain regions of the world the welfare and integrity of which" constituted "a special and vital interest" for Great Britain's "peace and safety," and that, as their protection against attack was "a measure of self-defense," no "interference" with them could be "suffered."

The regions, if you will recall, were not named; thus reserving complete liberty as to their designation. And then, in order effectually to preclude any subsequent challenge or quibble, there was added this unequivocal condition:

"It must be clearly understood that His Majesty's Government in Great Britain accept the new treaty upon the distinct understanding that it does not prejudice their freedom of action in this respect."

As a matter of fact, as you again will no doubt recall, the way for this hamstringing condition had been thoughtfully paved by Mr. Kellog himself in a public address three weeks before, in which he declared that nothing in the proposed treaty in any way

Mr. Roy W. Howard  
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March 29, 1938

restricted or impaired "the right of self-defense;" that this right was "inherent in every sovereign state" and "implicit in every treaty;" and that each nation "alone is competent to decide whether circumstances require recourse to war in self-defense."

With some little knowledge of the latitude with which the courts have construed "self-defense" as applying to the transactions of individuals, I have always wondered how we could expect any narrower interpretation of the term when it was invoked by nations. Consequently, in all sincerity, I should like to ask if you honestly expected that nations would refrain from employing this flexible provision to excuse whatever acts they deemed necessary to their national welfare?

I have never considered myself unduly cynical, but I recall remarking at the time that this provision made the Kellogg Pact a farce; that the first nation which found it necessary from its standpoint to go contrary to the pact, would plead self-defense and stand on its acknowledged right to be the sole judge of what constituted self-defense. In this connection I invite your attention to a recent utterance of Professor Edwin M. Borchard, of Yale University. Speaking to America's Town Meeting of the Air, November 4, 1937, Professor Borchard said:

"The idea that by intervening in foreign wars you can improve your own country or the world was born only after 1914. The orgy of destruction which then began did serious things to the minds of men. Reason took a long vacation, which isn't over yet. Instead, organized coercion and a threat of hostilities were invented as a contrivance to perpetuate the status quo. . . . .

"The European world was not brought to its present pass by nature or accident. What we see before us is the cumulative effect of twenty years of extraordinary mismanagement of human affairs. What we see in Asia is the result of decades of political restlessness, growing out of deepseated causes which defy regimentation within the framework of any legal document, however divinely inspired. History does not evolve from covenants. The biological, psychological, demographic and social forces which move masses of people cannot be controlled by such instruments as the Covenant of the League of Nations, the Kellogg-Briand Pact, or even the Nine-Power Treaty. To assume that they can, is to misunderstand the world we live in. . . . .

"It seems strange that a twentieth century world should have misread history so profoundly as to suppose that the political arrangement of 1919 could be crystallized. A system was set up at Versailles by which any revolter

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against the status quo was to be denounced as a legal and moral pariah, and the rest of the world was to combine to crush him by starvation or otherwise. To this day, there are those in high places who believe in this fantasy, notwithstanding its demonstrated failures and unhappy consequences. ....

"The Nine-Power Treaty was based on a condition contrary to fact--the assumed unimpaired sovereignty and territorial and administrative integrity of China. Nor for a hundred years has there been any such thing. Many of the Western Powers had a large share in its disappearance. To threaten hostilities on such an issue seems almost frivolous.

"The Covenant of the League of Nations is a document to which the United States is not a party. The Kellogg-Briand Pact is a self-denying ordinance empty of meaning. All the life was taken out of it by the British and French reservations or qualifications, which all the signatories accepted. Among these is the plea of self-defense, of which each country is the exclusive and unreviewable judge. Japan has made the plea of self-defense, and whether credible or not, that ends all legal discussion of the Pact."

I have quoted so extensively from Judge Moore and Professor Borchard in order to show that the hypothesis I advanced in my first letter and have sought to develop herein, is not just some crack-pot theory of an obscure individual, but is supported by at least two very eminent experts in international law and foreign affairs; both of them noted as sound thinkers and patriotic Americans.

It is quite apparent that you are one of the many who still believe in the myth of a guilty nation. This, I am frank to admit, is much the simplest way to deal with a situation like the current Sino-Japanese conflict. However, I have never yet examined a situation as complicated as this, to find all right with one party and all wrong with the other. That was the trouble with the bill of goods sold the American people in 1917; the reason why so many people now consider that the sale was a swindle. Today there is no competent historian who does not freely declare that the cause of the World War were many and varied, and that it is entirely impossible to assess the war "guilt" of the various original belligerents.

Prophecy is always hazardous, of course, but I predict that when impartial history of the current Sino-Japanese conflict is written, the same thing will prove true. Reason tells me that the Japanese are no worse and no better than any other nationality; and it seems to me puerile to act upon the theory that the Japanese

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are utter scoundrels, and the Chinese perfect saints. Such a thing has never been true in the whole history of the world, and I can not believe that it is true now. That is why I feel it is so terribly wrong (and dangerous) to carry on a campaign of hate against Japan; who, in my humble judgment is doing no more than what England or France or America would do ( and has done) under the same circumstances. That does not make this ideally right, of course; but we do not live in an ideal world, and we merely invite the charge of "hypocrite" when we point the finger of scorn at those who now do what, in effect, we once did. The nations of the world remember that as late as 1914, we bombarded the Mexican port of Vera Cruz in open and flagrant violation of a solemn treaty with Mexico; and they have not forgotten that we got much of our present territory by methods essentially the same as those which we now denounce Japan for employing.

Is it your contention that because we did such things prior to the year 1919, they are now condonable? Or are you like the village clergyman my father often told about, who used to get drunk and raise hell generally during the week, and preached against such things on Sunday; always winding up with the stern admonition; "Do as I say, not as I do!" It seems to me to be a perniciously dangerous kind of foolishness, calculated to get us into a great deal of trouble, to contend that by a sort of "eleventh-hour repentance," we are absolved from all aggressive guilt, and qualified to be the moral preceptors of the world.

It seems to me that we ought to realize that we are living in the same world that has always existed--a realistic world, peopled by realistic human beings, who may give a certain amount of lip service to brotherly love and the Golden Rule, but who are compelled by the will to survive to prey upon each other. I wish it were different, God knows; but I am not going to allow that wish to make me believe that it is different. And I am certain that to pretend that it is different only leads to trouble; only makes things worse than they really are.

You courteously inquire if it may not be possible that I have inadvertently fallen a victim to Japanese propagandist and I welcome the question, though it is a difficult one to answer. It is difficult because none of us can ever be sure just what the other fellow means by "propaganda". All of us have a human tendency to characterize as "education" what squares with our own beliefs and predilections, and to denounce as "propaganda" what impinges upon our fixed ideas. I know that is true of myself, and I think it is of most everyone. Consequently, an anti-Japanist would undoubtedly call me "pro-Japanese" and insist that I had fallen under the dominion of Japanese propaganda. Accordingly, I can only answer your question by saying this: If my belief that there is a Japanese side to the story (which American newspapers, by and large, have declined to tell), is erroneous; if my belief

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That in the current Sino-Japanese conflict Japan is fighting to prevent the Communizing or Bolshevizing of China is invalid; if my belief that the conflict is essentially between Japan and Soviet Russia and only incidentally between Japan and China, is incorrect; if all these beliefs are mere opinion unsupported by facts, then I may have fallen a victim of Japanese propaganda. But not otherwise. Otherwise, I simply remain one of those who endeavors to look beneath the surface to see what actually is occurring; and if I appear to be pro-Japanese it is because I feel that Japan has her side of the story, which we should hear in full and weigh carefully before reaching any hard and fast decision upon a matter that directly or indirectly involves the lives of 130,000,000 Americans.

Finally, I come to the matter of war-scare, in which Japan is being used to frighten the American people into a willingness to support the vast naval expansion programme which, as this is written, has just passed the house of Representatives.

It was this war-scare that I charged Scripps-Howard with aiding and abetting, and I still think the charge is valid. Whether by design or accident, the Scripps-Howard papers invariably put the worst possible face on everything that Japan does; and allow to pass unchallenged the grotesque suggestion that Japan is only biding her time, waiting the propitious moment to attack the United States. Personally, I do not think that Scripps-Howard believes this--it is too juvenile and fantastic. But Scripps-Howard does not assert its disbelief, and the result is that its readers are being cumulatively, persuaded to consider the war-scare legitimate.

You and I know, from the experience of 1917, that it is out of such a state of public psychology that war comes; that peace is preserved not by suddenly refusing to declare war, but by dissipating or preventing the conditions which, over a period of months or years, operate to make a declaration of war inevitable. In April, 1917, Senator La Follette and a few other members of Congress strove to prevent a declaration of war against Germany. Except for the sake of the record and their consciences, they might better have saved their breath. The War Psychology, by that time, had been built into such a formidable force that nothing could stand against it.

It is to help prevent the building up again of such a war Psychology that I would have Scripps-Howard ( and all other vehicles of public information and influence) refrain from unnecessary war talk; from war-scares, and particularly from the dangerous practice of encouraging irrevocable decisions while tempers are hot and before all the facts are in. There are, I grant you, worse things than

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war. But on the whole the old saying that there never was good war or a bad peace is true. War, at best, is nothing but a cruel, bloody way of shirking--and postponing--the tasks of peace. And for America, war well might mean the end of democracy.

It is because I feel so deeply on this subject that I wrote you the first letter. And I write you this second one because I so profoundly believe that only if we can avoid war can we preserve on this continent that "new nation, conceived in liberty and dedicated to the proposition that all men are created equal." This is our American birthright. Let us not, in a burst of hysterical idealism, trade it off for a share in the seething hereditary feuds of Europe and Asia.

Yours sincerely,

DWR:AR

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MEMORANDUM

The more I reflect upon it, the more I am convinced that for the first six months or year the work we have been discussing should be carried on so carefully and unostentatiously that no one except those directly concerned will know what is going on. That is why, in all my conversations with you, I have stressed the point of starting out slowly and moderately, and gradually expanding the scope of the endeavor. And that is also why I have constantly emphasized the direct approach.

Under the circumstances, a very great deal of important and effective work can be done without the name of Japan being mentioned. By this I mean that under present conditions, the cause of better relations between our two great countries can be advanced by work which takes anti-Russian, anti-British and anti-Chinese -- rather than pro-Japanese -- form. Since all those nations are now, in one way or another, opposing Japan and trying to lower her in America's opinion, anything done to lessen the influence of those nations in America, will be of indirect but very certain benefit to Japanese-American relations.

Another indirect way of helping to improve Japanese-American relations, is to encourage in every way the already extensive sentiment that America should concentrate upon her own affairs and keep entirely out of all foreign entanglements. This, too, can be done without mention of Japan, except casually and very incidentally.

The importance of Japan as one of America's best customers is also something that can be and should be constantly played up. At



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the moment, we are witnessing the tremendous effectiveness of an organized drive by Business -- to repeal or modify certain taxes to balance the budget, and to unshackle business and industry. This clearly shows what a powerful force Business is; and indicates the wisdom of using the Business (Trade) approach as a means of improving American-Japanese relations, and of making increased trade between Japan and America one of the keynotes of the educational campaign.

There are a large number of ways in which the Business (Trade) approach can be advantageously used; and besides being extremely effective, it is the sort of thing that can be used without arousing antagonism or suspicion, and without exciting the charge of propaganda.

The Communist approach is likewise one that can be used very appropriately and efficaciously. For, as we all know, the great mass of the American people is adamantly opposed to Communism. Consequently, if gradually, Japan can be linked in the minds of the American people with the endeavor to check the encroachment of Communism, this will rebound to Japan's benefit. The more that Japan appears as an important barrier against the further spread of Communism, the better Japan's position will be with the American public.

Moreover, by throwing the light on Russian-Chinese relations and intrigue -- showing what would happen if Japan allowed Russia to penetrate and dominate China -- much of the American criticism of Japan's recent operations in China can be gradually allayed.

Incidentally, much of the existing American sympathy for the Chinese grows out of the mistaken belief that China is a democracy. Accordingly, the explosion of this fallacy would indirectly benefit Japan here. And this erroneous idea could be dispelled without even mentioning Japan. Articles and lectures presenting the true

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picture of China -- showing the prevailing political and economic chaos; with the Chinese people ruthlessly exploited by their War Lords and their self-seeking politicians -- this picture would do much to put Japan in a more favorable light; and, again, without Japan being more than casually mentioned. Thus, American sympathy for the Chinese people could be made the means of engendering the realization that for a long time to come China must have strong guidance and control if she is to establish a stable government and create an economic and social system under which her people can live decently and securely.

In bringing all such matters up for discussion -- whether in articles or lectures -- very little need be said about Japan per se, and certainly no pleas in her behalf need be made. Only after the whole story has been told would Japan come into the discussion, and then just a few words would be sufficient to drive home the point and accomplish the purpose.

Thus, in the beginning at least, our whole campaign could be carried on most effectively with only very scant -- and casual -- mention of Japan; thus -- as has been said earlier of avoiding suspicion and antagonism, and the charge of propaganda.

One thing more -- rather than to adopt a rigidly set plan whereunder a whole year's programme would be absolutely set in advance; might it not be better to start out with the idea of feeling our way, and developing the programme as we go along? Personally, I feel that the first efforts should go mainly to the newspaper and magazine work; and to lining up and consolidating those now isolated influences and forces which, if channelled and directed, could be made to serve the general purpose. Here are tools that already exist; and if we handle them properly they will be very effective. And, best of all, they are tools that can be used in that quiet indirect and unostentatious way

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which seems so essential.

D.W.R.

December 2, 1937.

REPORT OF LECTURE TOUR  
By Alfred Katz

<u>DATE</u>	<u>PLACE</u>	<u>ORGANIZATION</u>	<u>SUBJECT</u>	<u>AUDIENCE</u>
Nov. 22	Japanese YMCA	Nisei	Case for Japan	100 2nd Generation Japanese
24	San Francisco	Kincaid School	Case for Japan	Public Speaking Group
Dec. 1	Yuba City	Kiwanis Club	The China War	75 influential businessmen
3	Chico, Calif.	20-30 Club	Look Behind the Headlines	30 young businessmen
12	Oakland, Cal.	Mills College	The Chinese War	College group Miss Bremer's Class
15	Sacramento, Cal.	Pacific Society	Look Behind the Headlines	Mixed group 250-300
16	Marysville, Cal.	Marysville College	The Shanghai War	About 300
17	Yuba City, Cal.	High School	Case for Japan	About 300
18	Marysville, Cal.	Exchange Club	Case for Japan	Most influential businessmen of district
21	San Francisco	Jewish Center	The Sino-Japanese War	Political Science group
Jan. 24	San Francisco	Unity Lodge	-----	100
27	San Francisco	Jewish Center	-----	200
28	San Francisco	Pen Women's Club	-----	200
31	San Francisco	20-30 Club	-----	200
Feb. 2	San Francisco	S.F. Center	-----	200
4	Newark, Cal.	Isaac's Club	-----	100
11	Woodside, Cal.	Nisei	-----	100
13	Auburn, Calif.	Forum	-----	100
15	San Francisco	League of Women	-----	100
20	Delano, Calif.	-----	-----	100
22	Modesto, Calif.	David Garage	-----	100
Mar. 1	San Jose, Cal.	Teachers College	-----	100
14	San Francisco	-----	-----	100
21	San Francisco	-----	-----	100
Apr. 12	San Francisco	-----	-----	100
Apr. 22	San Francisco	-----	-----	100

SUPPLEMENTAL MEMORANDUM CONCERNING  
SPECIAL CAMPAIGN OF EDUCATION  
(Political Only)

In this Supplemental Memorandum we are pleased to present the general outline and specific details of a SPECIAL PLAN for a Nation-wide Campaign of Education, the aims and objectives of which will be primarily Political.

While this Special Plan contemplates using some matter of a general or cultural nature, this will be used as background material---to create in America a favourable impression of Japan and the Japanese people, as a foundation on which to build up in the minds of the American people such a fair and unprejudiced attitude that they will come to have a clear understanding of Japan's true position and of her real policies and aims.

Under this Special Plan, the Headquarters will be maintained in San Francisco, which is the most appropriate place from which to direct and carry on this work, because most of the anti-Japanese sentiment and agitation now comes-- as it has come in the past-- from the Pacific Coast, and particularly from California. However, the Campaign will be carried on throughout the entire nation. The Director will make trips whenever necessary to New York, Washington D. C., Chicago, and other major cities. At some future time it may be desirable to have an office also in New York, but in the beginning the work herein outlined can be most effectively carried on from San Francisco.

2.

This Special Plan proposes to concentrate on three major activities, viz:

1. The NEWS BUREAU, which will publish and distribute:
  - (a) Weekly Bulletins (Clip Sheets)
  - (b) Monthly Pamphlets.
  
2. NEWSPAPER AND MAGAZINE ARTICLES to appear in:
  - (a) Daily and weekly newspapers
  - (b) General magazines
  - (c) Business and Trade publications
  - (d) Religious publications
  - (e) Fraternal and miscellaneous publications.
  
3. LECTURE BUREAU, to provide Lectures before:
  - (a) Business and Trade organizations
  - (b) Luncheon Clubs
  - (c) Lodges and other Fraternal organizations
  - (d) Women's clubs
  - (e) Church clubs
  - (f) Miscellaneous organizations.

The detailed explanation of the three Items listed above is as follows:

1. The NEWS BUREAU

This may be named "The Far Eastern News Bureau," or "The American-Japanese Trade Information Service," or "The American-Japanese Trade Promotion Bureau." It seems likely that the first name might be most appropriate for the purpose.

## 3.

This Bureau will have two functions, as follows:

Function No. 1

The Bureau will compile and send out in printed form a weekly news Bulletin (technically known as a "Clip Sheet"). This will go to all daily newspapers; to a selected list of the most important weekly newspapers; to trade and business publications; to religious publications; to chamber of commerce publications; to libraries; to colleges, and to a very select list of extremely important and influential business, industrial and financial leaders; editors, journalists, magazine writers, editorialists, columnists, radio commentators, et al. It will be made up primarily of political material--such as news items obtained from Consular and other Government Officials here; translations from Japanese papers and periodicals; excerpts from pamphlets, brochures, books, magazines etc., published in English in Japan; and also material sent direct from Japan to the Bureau by a branch of the Bureau which will be maintained in Japan.

While most of the matter in the Weekly Bulletin (Clip Sheet) will be of a political nature, the Bulletin will also contain enough general matter to make it interesting and lively, and to provide the background material already spoken of. By making the Bulletin thus interesting and timely, and by being certain that all of the material in it is absolutely authentic, we can be assured that it will be increasingly used by its recipients. Judging from past experience and observation, it seems probable that in time the demand for the weekly Bulletin

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will be so great that the number printed will have to be progressively increased.

#### Function No. 2

The Bureau will also compile and print at least one Pamphlet a month. A minimum of 15 to 20 thousand copies will be printed of each Pamphlet. These will be mailed out each month to a list of the most important individuals in the United States-- leaders in Politics, Journalism, Business, Industry, Commerce, Finance, Education, Religion, etc.,--- all men and women of national prominence and wide influence. We already have in our files a list of 15,000 such individuals; and this list will be increased if the response to the first Pamphlets indicates a greater demand.

These pamphlets will be sent out under the name of the "American-Japanese Public Relations Committee," since it is desirable to keep the two functions of the Bureau separate, and to have a name that is suggestive of the educational purposes of the pamphlet campaign.

#### 2. NEWSPAPER AND MAGAZINE ARTICLES

As we have already explained this Item in very considerable detail in previous memoranda, we will not repeat the explanation here. For full details please see "ROUGH OUTLINE OF PROPOSALS REGARDING NEWSPAPERS, MAGAZINES, BUSINESS AND TRADE PUBLICATIONS," dated November 12, 1937; and also our Memorandum of November 29, 1937, pages 12 and 13.



5.

In the beginning all of the articles will be prepared by the Director. Later, as opportunity affords, it is planned to build up a staff of competent writers, which may be called upon for articles as required, but such articles will all be carefully read, checked and, if necessary, edited by the Director.

### 3. The LECTURE BUREAU

We have already explained the operation of the Lecture Bureau in a previous Memorandum. For details concerning this Item, please consult our Memorandum of November 29, 1937, pages 16 and 17.

In the beginning, the lectures will be made by the Director. As soon as possible, a staff of regular lecturers will be trained, and when this has been done the scope of the Lecture Campaign will be progressively enlarged.

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The details of the yearly cost of this Special Plan as above outlined are as follows:

#### I. Office Expense:

1. Rent.....		\$1,800	
2. Personnel:			
1 Secretary.....	\$1,800		
2 Stenographers.....	3,000		
2 Clerks.....	<u>2,400</u>	7,200	
3. Furniture.....			900
4. Equipment			
2 typewriters.....	250		
1 duplicator.....	325		
1 addressograph....	525		
File cabinets.....	<u>200</u>	1,300	
5. Stationery & supplies.....			1,000
6. Postage.....			1,000
7. Telephone and Telegraph.....			600
8. Miscellaneous.....		<u>1,200</u>	\$15,000

6.

Brought forward--Office Expense..... \$15,000

II. News Bureau:

1. Weekly Bulletin (Clip Sheet) sent to:

- 2,000 daily newspapers
- 2,000 weekly "
- 1,000 business publications
- 500 Chamber of Commerce publications
- 500 Religious publications
- 500 libraries and colleges
- 500 associations and clubs
- 1,000 important individuals
- 8,000

For printing.....\$19,800  
 For Postage..... 12,480  
 For mailing..... 9,360 \$41,640\*

2. Pamphlets-- One pamphlet a month sent to a minimum of 15,000 important persons:

For printing.....\$32,450  
 For postage..... 16,800  
 For mailing..... 16,400 65,650\* \$107,290\*

(Note: Asterisk (\*) following figures indicates that the cost of these items may be considerably increased if the response to the Weekly Bulletin and the Pamphlets indicates that a materially larger number of each must be printed and mailed out in order to satisfy the demand. In such case, these costs might be approximately doubled.)

III. NEWSPAPER AND MAGAZINE ARTICLES

Approximate estimated costs:

- 1. Newspapers.....\$12,500
- 2. Magazines..... 10,000
- 3. Other publications 5,000 \$27,500

IV. Lecture Bureau:

- 1. Salary of Lecturers....\$18,000\*
- 2. Expense of " " .... 12,000\* \$30,000

(Note: Asterisk (\*) following figures indicates that cost of these items may increase as lecture programme expands).

7.

## Brought forward---

I. Office Expense.....	\$15,000	
II. News Bureau.....	107,290	
III. Newspapers & Magazines..	27,500	
IV. Lecture Bureau.....	<u>30,000</u>	\$179,790

## V. Salary and Expenses of Director:

1. Salary.....	\$ 18,000	
2. Travelling and other expense	<u>8,000*</u>	26,000*

(Note: Asterisk (\*) following the figure \$8,000 indicates that this item is estimated and may be more or less than the sum specified.)

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Total Cost of Special Plan..... \$205,790

San Francisco,

January 20, 1938.

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David Warren Ryder  
447 Sutter Street  
San Francisco, California

A ROUGH OUTLINE OF PROPOSALS CONCERNING THE IMPROVEMENT  
OF AMERICAN-JAPANESE RELATIONS

It is all too apparent that Japan's position before the American public is sorely in need of improvement. At present, American opinion is almost 100% anti-Japanese. Japan is believed to have made an unprovoked and unwarranted assault upon "defenseless China," in a campaign of deliberate aggression, undertaken to put all China under her political domination, so that she may have a free hand to exploit Chinese resources.

In America, today, there is scarcely a vestige of understanding of Japan's side of the case. In fact, THERE IS NO REALIZATION THAT THERE IS A JAPANESE SIDE OF THE CASE. The Chinese have very cleverly represented themselves as the peaceful, helpless victims of a huge Japanese military juggernaut; and those interests which profit by engendering discord between America and Japan have lent themselves industriously to spreading the Chinese version of the situation. Thus, to the American people, China appears as the "underdog," with whom it is always natural to sympathize. Moreover, China, and the propagandists working in her behalf (or against Japan) have made it appear to Americans that China is a democracy, upholding the principles of democratic government, while Japan is a cruel Fascist nation, intent upon bringing the whole Orient under the iron heel of a ruthless despotism.

So low, in fact, has Japan fallen in American opinion, that for the first time in history Russia is preferred to Japan.

2.

This reveals the extent to which Japan's aims and purposes have been misrepresented and distorted; because for three quarters of a century America and Japan have been traditional friends -- witness American sympathy for Japan in the Russo-Japanese war -- and there is not now any real conflict of interest or other real reason for the deliquescence of such a friendship. On the contrary, there are many good reasons why this old friendship, which has been of great benefit to both nations, should continue to exist and grow. However, the fact remains that at present it is dangerously near extinction -- Americans have lost their friendly feeling for Japan, and under the impact of clever anti-Japanese propaganda, are becoming hostile-minded toward her.

Part of this, of course, is the result of something that Japan cannot help; of circumstances over which she has no control. Chinese propaganda has been copious and extremely effective. But part of it is Japan's own fault. She never has taken the proper steps to put her point of view and her side of the story before the American people.

Few Americans possess proper information as to affairs in the Far East. Consequently, their present opinions are formed almost entirely from what they read in the newspapers; and we know, of course, that news articles have a decided Chinese bias. Large headlines about bombing of Americans, presumably by Japanese, have appeared in our papers, and only by reading the small print on page two or three can it be learned that the bombs were really dropped by Chinese. At least one manufactured photograph has appeared in the American press showing alleged Japanese brutality,

3.

but nothing has been printed or pictured as to Chinese atrocities. Little or nothing has appeared regarding the Tungchow massacre.

As a result of all this, it is quite natural that the American does not realize Japan's position. The open antagonism of China, and the menace of Russia, may threaten the national existence of Japan, but the American people do not understand this. Russia is probably the greatest military power in the World today, and China presents tremendous military possibilities. Moreover, the ties between these two nations are constantly growing stronger; and neither is friendly to Japan. Therefore, Japan must be prepared to meet either or both in war. But, again, Americans do not realize this.

Neither does the American public know that anti-foreignism in China is merely immediately (and conveniently) anti-Japanese; that the next Chinese rallying-cry may be anti-British or anti-American. In a general way, Americans may know that Chinese act effectively through secret societies, but the widespread and extremely effective anti-Japanese propaganda carried on by Chinese "Blue Shirts" is not realized in the U.S.A. The advance in China of leaders definitely antagonistic to Japan is not known by Americans; neither do they know of the incidents involving assaults and murders, provoked and prolonged by the Chinese. Only a tiny few Americans realize that Chinese aggressions forced the issue of the present conflict; that Japan was compelled to take action.

If Americans knew all the facts, it is unreasonable to believe that they would be hostile to Japan. But not knowing the fact, and being fed on Chinese propaganda, it is perfectly natural

4,

that they should sympathize with China. Consequently, the situation as it exists today clearly shows that a campaign of education to put the real facts before the American people is not only desirable, but absolutely mandatory.

Whether we like it or not, this is the age of Advertisement, or publicity. Unless we explain our product, our idea, our position or our aim, it will not be wanted or understood; or, as the saying goes, "get anywhere." Japan is like the manufacturer of a good article, who, knowing his article is good and believing it should therefore sell on its merits, declines to advertise it -- and is having his business taken away by a rival manufacturer whose product, APPEALINGLY ADVERTISED.

Essentially, Japan today is in much the same position that Henry Ford was in when he undertook to continue selling his old "Model T" after rival auto manufacturers had brought out a low-priced car that not only performed well, but LOOKED well. His sales fell off tremendously, and he was forced to come out with a new model and to advertise it extensively before he got back his standing with the public.

If Japan desires to regain American friendship and understanding it is necessary that she carry on a campaign to put herself and her position and aims in a favorable light before the American people. And Japan's peculiar position -- with both China and Russia hostile and eager to "gang up" against her -- makes American understanding and friendship a very desirable thing. The next war, if it should occur, may find Japan meeting stronger opposition than now. She may find herself more isolated, and in need of friendly Powers; or at least Powers who will be neutral in fact. The United States is one of the richest and most power-

5.

ful nations in the world, and seems likely to remain so. Her influence will be felt in some form in any major war. Japan may not desire the aid of participating allies in fighting Far Eastern battles, but she may find herself in need of friendly nations who may help indirectly; or, if this is not possible, at least stay strictly neutral and not directly or indirectly aid Japan's possible opponents.

In putting forth effort to regain American understanding and friendship for Japan, anything that smacks of outright propaganda must of course be eschewed. Only education, through information, intimation and subtle suggestion can achieve the desired result.

Such a campaign of education must be commenced in a quiet, unobtrusive way. It would hurt more than help to begin it with a splurge. It should be commenced quietly, and then gradually expanded. Moreover, the plan and methods must be such as to permit people to draw their own conclusions -- but so adroitly handled that in the end THERE WILL BE ONLY ONE CONCLUSION TO DRAW. A campaign of education is always much more efficacious if those to whom it is directed feel that they are FINDING OUT FOR THEMSELVES, rather than being TOLD. That is one of the chief reasons why the British have always been so much more successful in this kind of work than the Germans have. The Germans TELL people what they should think, believe and do. The British employ the indirect method of subtle suggestion, intimation and insinuation, so that the people they desire to influence are not even aware that they are being influenced, but always feel that they are forming their own opinions. People always resent being TOLD.



6.

Consequently, the campaign in behalf of better relations between Japan and America must be a campaign of real education; adroitly and subtly conducted.

It is easy to write effective advertising and publicity for a well-known, popular product -- the Buick automobile, for instance, or the Ford. But it is NOT easy to do this in behalf of an unpopular product -- one of which the public has come to believe, rightly or wrongly, everything bad and nothing good. However, it can be done. The public's opinion can be completely changed by skilfull publicity; as in the case of Rockefeller. Japan's position with the American public today is not unlike that of the late John D. Rockefeller twenty-five years ago. To the American people of that time he was an industrial villain. But by a campaign of education, he was transformed into a veritable saint.

In the same way, and through the same means, Japan can regain the understanding and friendship of America. But it will be no quick, easy job. It will take time, and conscientious, adroit effort. Merely spending a lot of money will not be enough. Success depends entirely on the way in which the work is done. A quarter-page advertisement, well and attractively prepared, is many times as effective as a full-page ad unintelligently and unattractively prepared. It is not so much the amount of money spent, as How it is spent, that counts.

It should be emphasized that quick, sweeping results cannot be expected. A deep-seated disease of long standing cannot be extirpated in two or three treatments. The cure is a gradual, cumulative process. The good physician knows this and goes about the treatment with infinite care. The existing American attitude toward Japan is in

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the nature of a deep-seated malady. It cannot be changed or cured overnight, and it would be mischievous to pretend otherwise. Moreover, the patient has to be cured WITHOUT KNOWING THAT HE IS EVEN BEING TREATED.

The American people, as we have remarked before, are extremely ignorant of the real facts of the Far Eastern situation. Living thousands of miles away, and engrossed with their own affairs, they could hardly be otherwise; particularly, when no real effort has been made to MISLEAD and MISINFORM them. Consequently, one of the first requirements is to make the true facts available to all the sources and vehicles of public information -- to newspapers, magazines, trade papers and other publications; to journalists, editors, radio commentators, educators, et al. Everyone connected in any important way with any vehicle or agency of public information must be given the factual material regarding Japan's real purposes and aims, and the situation in the Orient. A great deal of this would not be used right away, of course, because the temper of the country is aroused against Japan. But this will cool, and this information must be available, so that when the time comes it can be ready for use. And this material must be authoritative, skilfully prepared, and presented always FROM THE AMERICAN POINT OF VIEW.

There are two main fronts on which the problem can be initially attacked -- the business or trade front, and the political. As to the former, the first task would be to acquaint the vast business public with trade and commercial facts -- the importance of Japan as a customer for American products; the value of Japanese trade; the necessity to American prosperity of not losing any of this trade, and the great desirability of increasing it. In the last

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analysis, everybody is more or less dependent upon business. Therefore, except during such times as mass opinion is inflamed by war or war scares, business factors are the most potent factors of all. Consequently, the business approach to the problem of repairing Japan's position with the American public, is an excellent one. If it is properly employed, in time the aid of the vast country-wide network of business and trade organizations can be enlisted. The beneficial effect of this will be tremendous, because besides influencing the vast membership of all these organizations, the general public will be indirectly influenced. If the vast business public can be persuaded to take a friendly position toward Japan, the battle will be more than half won.

On the political front, the object of the initial attack should be to make the American people realize that Japan, by standing athwart Russian expansion in the Orient, is stemming the tide of Communism, which is the only enemy that America really has to fear. This is a quick, sure way to the American consciousness. For at least ninety-five per cent of the American people are unalterably opposed to Communism; and once they come to realize that Japan is effectively resisting the spread of this obnoxious system, Japan will be raised vastly in American opinion. At the present time, Americans have no idea of the aid Japan is now rendering America by resisting the spread of a doctrine which is so inimical to American ideas and ideals. Consequently, one of the first objects of the campaign we are suggesting would be to inform them fully on this score. This would especially appeal to all the great patriotic organizations, like the American Legion, the Daughters of the American Revolution, The Elks, et al., et al.

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The WAY in which all we are discussing should be done is very important. We know, of course, that in doing a given thing there is a British way, a French way, a Germany way, a Japanese way, an American way, etc., Each is good in its own place, but not good elsewhere. There is a subtle something -- a delicate nuance -- which only the national of the country concerned is capable of understanding. Consequently, the campaign we are proposing must be conducted in the AMERICAN WAY, by an American.

The mechanics of such a campaign are not particularly complicated, but they naturally depend to a considerable extent upon the amount of money to be expended. However, one of the salient features of the campaign we would undertake, is its extreme flexibility. It can be as large or as small as circumstances require. It can be commenced on a moderate scale and expended as rapidly as desired to almost any proportions. It can be quickly altered, both as to its scope and its direction.

A rough outline of some of the main features of the plan follows:

The establishment of THE AMERICAN-ORIENTAL TRADE NEWS BUREAU, under which would come:

1. The Clip Sheet

This would be sent weekly to all daily newspapers, and to a select list of the most important weeklies, in the U.S.A. It would be sent also to all well-known journalists, lecturers, radio commentators, etc.; and to a carefully selected list of first-rank individuals in the business, commercial and financial world. It

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would be printed, and go out by first-class mail. It would contain a wide variety of timely and interesting business and trade items; all calculated to show the value of trade between Japan and America, and the baneful effect created by a diminution of this trade.

An enlarged monthly issue, comprising all the contents of the four weekly issues, would go out once a month to all business and trade publications; to chambers of commerce, trade associations, service clubs, to university departments of foreign trade, university libraries, and to all public libraries in the large cities.

## II. The American-Japanese Digest

This would be a monthly publication of a political complexion. It would be what the name implies -- a digest of all pertinent material regarding the Far East; interpreting for American readers the real significance of Far Eastern events -- particularly those affecting American-Japanese relations -- free from the distortion and misrepresentation that now characterize the reporting and interpretation of such matters. It would be based on authentic materials; upon real facts; but would interpret these facts from the point of view of friendship between America and Japan. In this publication, the idea previously referred to -- of Japan as a check upon Russia and Russian Communism, would be extensively developed. It would present the true facts about Russia and China, so that Americans would come gradually to understand the reasons for Japan's present action, and for any future action that might be required by that situation. It would extensively develop all of the reasons for American-Japanese friendship, and taking up the various so-called points of collision between Japan and America, show how these have

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been largely pumped up by those who profit by hostility between America and Japan.

### III. Radio Broadcasts

There would be a series of radio talks on American-Japanese relations; primarily over the smaller networks, which can be induced to grant a certain amount of time, free, to educational material. Also, records would be made of talks on this subject, so that they could be used for broadcasting by electrical transcription.

It would also be possible to arrange to participate at certain times in the Radio Forums conducted by some of the large Eastern newspapers. And by making the proper contacts, it would be possible to participate in some of the regular commercial programmes, sponsored by firms to whose interest it is to build increased trade between the two countries. Also, various chambers of commerce and trade associations have regular radio programmes, and by the proper contact with these institutions it would be possible to arrange to participate in these programmes. There are numerous other ways in which the radio can be used, and which we will present later when we have a better idea of the available finances.

### IV. The Motion Picture.

During the past eight years we have had a great deal of experience with the use of the motion picture in educational campaigns, and have found the so-called industrial films an exceedingly effective educational medium, since it reaches the audience in the form of entertainment. We have directed the making and exploitation of several such motion pictures, and are thoroughly familiar with the best methods of getting them extensively before the public in the most advantageous and economical way. A film, for instance, that

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showed the operations of the silk industry in Japan, could be so placed that it would be widely shown throughout the country -- to lodges, luncheon clubs, women's clubs, forums, schools, and innumerable other groups.

V. MAGAZINE, NEWSPAPER, BUSINESS AND TRADE PAPER ARTICLES.

This is such a big and important field, that a separate memorandum is being prepared and will later be presented to you.

\* \* \* \* \*

In concluding, let it be emphasized that we are not claiming to be able to perform miracles. It would be too much to expect that American can be made pro-Japanese. The best that can be expected is that existing hostility will be allayed, and that the attitude of the American people will become such that, during peacetime or wartime, they will be ready and willing to hear Japan's side of the case and Japan's point of view. If this is accomplished, it will be well worth the effort and cost. For once the existing hostility is allayed, and the American people are willing to hear and consider and understand Japan's point of view, friendship and goodwill will grow naturally, and as a matter of course, over the years.

San Francisco,

November 10, 1937

D.W.R.

**OUTLINE OF EDUCATIONAL CAMPAIGNS**

**Numbers:**

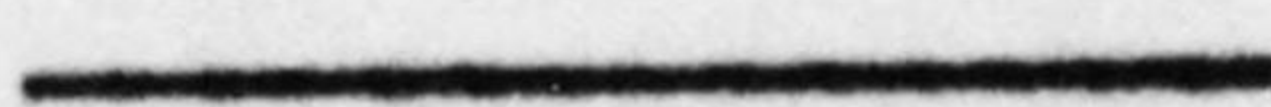
**1.**

**2.**

**3.**

**and**

**4.**





PLAN No. 1 ----- Yearly Budget: \$300 ,000

1. OFFICE EXPENSE:

Rent:

San Francisco (Headquarters) .....	\$2,000	
New York City (branch) .....	1,200	
Chicago " .....	900	
		<u>\$ 4,100</u>

Personnel:

1 Office Manager .....	2,400	
1 " " .....	2,000	
4 Stenographers .....	6,000	
3 Clerks .....	3,600	
1 Auditor .....	3,000	
1 Bookkeeper .....	1,800	
		<u>18,800</u>

Furniture:

For three offices .....	2,500
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Equipment :

6 Typewriters .....	750	
3 Duplicating Machines .....	975	
2 Addressographs .....	1,050	
3 Sets of filing cabinets .....	600	
		<u>3,375</u>

Stationery and Supplies .....	2,500
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Postage .....	2,500
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Telephone and Telegraph .....	1,500
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Miscellaneous .....	1,200
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Total Office Expense .....	<u>36 ,475</u>
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(Continued on next page)

Plan No. 1, continued

Brought Forward -- Office Expense .....\$ 36,475

## 2. NEWS BUREAU:

Weekly Clip Sheet (or Bulletin)

Sent to:

2,000 daily newspapers  
 1,500 Weekly "  
 750 Business publications  
 750 Chambers of Commerce  
 500 Libraries and colleges  
 500 Important individuals

Total 6,000

For printing .....\$ 14,300  
 Postage ..... 9,360  
 Mailing ..... 6,000  
 Envelopes ..... 780

30,440

3. NEWSPAPER AND MAGAZINE ARTICLES ..... 22,500  
 (For explanation and details of the  
 (Newspaper and Magazine Programme, see  
 (accompanying memorandum)

4. RADIO CAMPAIGN: ..... 184,580

52 Weekly Broadcast of a quarter-hour over  
 a Nation-wide hook-up, covering New York, Boston,  
 Hartford, Providence, Worcester, Portland, Me.,  
 Philadelphia, Wilmington, Baltimore, Washington,  
 Schenectady, Buffalo, Pittsburgh, Cleveland,  
 Detroit, Cincinnati, Indianapolis, Chicago,  
 St. Louis, Minneapolis, St. Paul, Des Moines,  
 Omaha, Kansas City, San Francisco, California,  
 Oakland, Los Angeles, Portland, Ore., Seattle,  
 Spokane, a total of thirty (30) cities, and

(continued on next page)

Plan No. 1. continued

Brought Forward -- Office Expense, News  
Bureau, Newspaper and Magazine  
Articles, Radio Campaign ..... \$ 273,995

## RADIO CAMPAIGN, Continued:

Reaching a total radio audience of an estimated  
50 Million people. (For a detailed and complete  
explanation of the Radio Campaign, see  
accompanying memorandum).

Salary of Director .....	18,000
Travelling and extraordinary expense ...	<u>8,000</u>
Grand Total .....	\$ 299,995

Plan No. 2 ..... Yearly Budget: \$500,000

1. OFFICE EXPENSE:

Rent:

San Francisco (headquarters) .....	\$2,400	
New York City, (branch) .....	2,400	
Chicago " .....	<u>1,800</u>	\$ 6,600

Personnel:

2 Office Managers .....	4,800	
6 Stenographers .....	8,100	
6 Clerks .....	6,600	
1 Auditor .....	3,600	
2 Bookkeepers .....	<u>3,600</u>	\$26,700

Furniture:

For three offices .....		3,000
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Equipment:

8 Typewriters .....	1,000	
3 Duplicating Machines .....	975	
2 Addressographs .....	1,050	
Necessary Filing cabinets .....	<u>1,000</u>	4,025

Stationery and Supplies .....		3,600
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Postage .....		3,000
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Telephone and Telegraph .....		1,800
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Miscellaneous .....		<u>1,800</u>
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Total Offices Expense ..		<u>\$50,525</u>
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Plan No. 2, continued

Brought Forward -- Office Expense ..... \$50,525

## 2. NEWS BUREAU:

Weekly Clip Sheet (or Bulletin)  
sent to:

2,000	Daily Newspapers
2,000	Weekly "
1,000	Business publications
1,000	Chambers of Commerce
500	Libraries and Colleges
500	Clubs and Societies
1,000	Important Individuals
<u>Total .....</u>	<u>8,000</u>

For Printing .....	\$ 19,800	
Postage .....	12,480	
Mailing .....	8,320	
Envelopes .....	<u>1,040</u>	41,640

3. NEWSPAPERS AND MAGAZINE ARTICLES ..... 37,500  
(For explanation and details of the  
Newspapers and Magazine Programme, see  
accompanying memorandum).

## 4. MOTION PICTURE CAMPAIGN:

2 Master films .....	12,000	
100 copies .....	15,000	
Projection expense .....	<u>15,000</u>	42,000

(For explanation and details of the  
Motion Picture Campaign, see accompany-  
ing memorandum, under Plan 2)

## 5. LECTURE CAMPAIGN:

6 Lecturers .....	18,000	
Expense of Lecturers	<u>12,000</u>	30,000

(For explanation and details of the  
Lecture campaign, see accompanying  
memorandum, under Plan 2)

Plan No. 2 continued

Brought Forward -- Office Expense, News  
 Bureau, Newspaper and Magazine  
 articles, Motion Picture Campaign,  
 Lecture Campaign ..... \$ 191,665

6. RADIO CAMPAIGN

52 Weekly Broadcasts of a quarter-hour over a  
 Nation-wide hook-up, covering the same cities  
 as enumerated in Plan No. 1, plus Norfolk,  
 Raleigh, Charlotte, Greenville, Asheville,  
 Columbia, Charleston, Louisville, Nashville,  
 Memphis, Atlanta, Birmingham, Jackson, New  
 Orleans, Denver and Salt Lake City -- a total  
 of forty-six (46) cities, and reaching an  
 estimated total radio audience of more than  
 60 million people ..... \$ 229,508

Radio Talent for programme embellishment 23,000  
 (For a detailed and complete explanation  
 of this Radio Campaign, see accompanying  
 memorandum).

**Salaries:**

Director .....	\$25,000	
1 Asst. Director .	10,000	
1 Asst. Director .	<u>8,000</u>	43,000
Travelling and Extraordinary Expense .....		<u>12,500</u>
Grand Total .....		<b>\$499,673</b>

Plan No. 3 ----- Yearly Budget: \$300,000

- 1. OFFICE EXPENSE:  
 Same as in Plan No. 1 ..... \$ 38,475
- 2. NEWS BUREAU:  
 Same as in Plan No. 1 ..... 30,440
- 3. NEWSPAPER AND MAGAZINE ARTICLES:  
 Same as in Plan No. 1 ..... 22,500
- 4. RADIO CAMPAIGN:  
 30) Weekly Broadcasts of a quarter  
 hour, over the same hook-up and embracing  
 the same cities as in Plan No. 1 ...112,406
- 5. MOTION PICTURE CAMPAIGN:  
 Same as in Plan No. 2. ..... 42,000
- 6. LECTURE CAMPAIGN:  
 Same as in Plan No. 2. ..... 30,000
- 7. SALARY:  
 Same as in Plan No. 1. .... 18,000
- 8. TRAVELLING AND EXTRAORDINARY EXPENSE:  
 Same as in Plan No. 1 ..... 8,000  
 Grand Total ..... \$ 299,821

Plan No. 4 ..... Yearly Budget: \$500,000

1. Office Expense:

Same as in Plan No. 2, except for addition  
of increased personnel and equipment ..... \$ 62,075

2. NEWS BUREAU:

Weekly Clip Sheet (or Bulletin)  
Sent to:

2,000	daily newspapers
6,000	weekly "
1,000	Business publications
2,000	Chambers of Commerce
1,500	Libraries and Colleges
1,500	Club and Societies
2,000	Important individuals
<b>Total ...</b>	<b>16,000</b>

Printing .....	\$39,600	
Postage .....	24,960	
Mailing .....	16,640	
Envelopes .....	<u>2,080</u>	83,280

3. NEWSPAPER AND MAGAZINE ARTICLES:

Same as in Plan No. 2 ..... 27,500

4. MOTION PICTURE CAMPAIGN:

Carried out in the same manner as in  
Plan No. 2., but increased to:

4 Master films .....	\$24,000	
300 Copies .....	45,000	
Projection Expense .....	<u>35,000</u>	104,000

5. LECTURE CAMPAIGN:

Carried out in the same manner as in  
Plan No 2, but increased to:

20 Lecturers .....	\$ 60,000	
Expenses of same .....	<u>40,000</u>	100,000

6. PAMPHLET CAMPAIGN:

One pamphlet a month to 15,000 important  
individuals and Organizations:



Plan No. 4 continued -- Expense forward ..... \$376,855

Printing .....	\$32,450	
Postage .....	16,800	
Mailing .....	10,400	
Envelopes .....	<u>6,000</u>	65,650

(For explanation and details of Pamphlet Campaign, see accompanying memorandum)

7. SALARIES:

Same as in Plan No. 2 ..... 43,000

8. TRAVELLING AND OTHER EXPENSES:

Same as in Plan No 2 ..... 12,500

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GRAND TOTAL ..... 498,005

MEMORANDUM ACCOMPANYING AND EXPLAINING PLANS  
NUMBERS 1, 2, 3, and 4: AND COST OUTLINES.

Plan No. 1;       \$300,000

1. Office Expense

This does not require very extended explanation.

The Plan contemplates maintaining the headquarters office in San Francisco, with branch offices in New York City and Chicago. The two latter would be in charge of carefully chosen assistants, and I, as Director of Education, would visit them at least every two months; and probably oftener.

Furniture and equipment are the minimum required for efficient operation.

Personnel requirements may vary somewhat from the schedule -- we may need more stenographers and less clerks, or vice versa. This is a minor matter and can be adjusted as the routine becomes established.

Needless to say, every one of the personnel would be chosen with great care, because in work of this kind it is even more important than ordinarily to have only persons of exemplary character -- trustworthy and friendly, as well as competent. None of the work will be secretive, but much of it will be confidential, and so it is highly desirable to have even the ordinary routine work in friendly hands. Fortunately, I have connections in all three places, through which it will be possible to obtain trustworthy and competent persons.

2. NEWS BUREAU

Under the News Bureau comes the Weekly Clip Sheet or Bulletin. This would go out weekly to six thousand newspapers, magazines, chambers of commerce, important individuals, and

other recipients. It would be in printed form, and go out by first class mail.

The Clip Sheet can be made a very effective educational medium. It must be very informative -- and not argumentative -- and the information in it must be interesting and timely, as well as accurate. And while it must not be argumentative, it should and can be subtly persuasive -- so presented as to engender and cumulatively advance the idea of better trade and cultural relations between American and Japan. The information in it must be so interesting that the recipients will accept and use it for that reason; and so authoritative that they will come to feel that they can rely upon it implicitly.

There is never any way of telling in advance exactly how much of this material the newspapers and other publications will use. In the beginning, they are likely to be cautious; but as they grow accustomed to its regular appearance, and see that it is interesting and authentic material, they will use more and more of it. (A few years ago, in my steamship work, for the period of a year I kept an accurate check of the use of publicity material prepared and sent out by myself. During the year, the newspapers used enough to fill space that would have cost \$67,890 at regular advertising rates, and the total expense to us was only between five and six thousand dollars -- \$5876.35 to be exact. Not only did we secure all this space in the newspapers at a fraction of its cost, but we obtained SPACE AND POSITION WHICH COULD NOT HAVE BEEN BOUGHT AS ADVERTISING AT ANY PRICE).

So, I am speaking from experience when I state that the newspapers and other publications will use material sent them in this way; provided that it is timely, informative, properly written, and authoritative.

As a matter of fact, there is little question that the demand for the Clip Sheet, or Bulletin, will in time become greater than the supply. The F.H.A. (Federal Housing Administration) reports that it has had excellent results from its Clip Sheet, and I know that several universities have had a similar experience. The main essential is to make and keep it interestingly informative and indisputably accurate and authoritative. Operated on that basis, it is bound to grow in acceptability and influence.

### 3. Newspaper and Magazine Articles

You will understand, of course, that, under the circumstances, no specified number of articles can be guaranteed. However, as a result of past experience in this character of work, I believe it will be possible to place one or more articles, or a series of articles, in the Hearst papers; The Scripp-Howard papers; the New York Times; New York Herald Tribune; Baltimore Sun; Springfield Republican; Chicago Tribune; Boston Transcript; Philadelphia Public Ledger; Pittsburgh Post; St. Louis Post Dispatch; Denver Post; Los Angeles Times; Portland Oregonian; Spokane Spokesman-Review; New Orleans Times-Picayune; Detroit Free Press; Milwaukee Sentinel; Cleveland Plain Dealer; Cincinnati Times-Star; Kansas City Post; Christian Science Monitor; St. Paul Pioneer Press; Hartford Courant; Providence Journal; and in approximately 100 papers of lesser importance.

Also, in the leading Catholic publications.

Regarding the Magazines, I am also confident that if the matter is properly handled, articles can be placed in such magazines as Harpers, Scribners, Atlantic Monthly, Forum, American Mercury, Foreign Affairs, Yale Review, Saturday Evening Post, Collier's, Liberty, Asia, American, New Republic, Nation, Common Sense, Survey Graphic, Fortune, Readers' Digest, American Legion Monthly, Elks Magazine, the Rotarian, besides many magazines of lesser importance, and most of the Business and Trade publications. Having written for many of these publications, I know, from experience, the type of article they are most likely to take, and how to prepare and handle it.

#### 4. Radio Campaign

This is an exceedingly important factor. As educator as well as entertainer, the radio has been forging ahead rapidly until now it ranks as high, as, if not higher than, the newspaper in the influence exerted upon the general public.

With radio, as with other forms and methods of education, the effect comes cululatively. It is gained by regular, consistent repetition. Consequently, the Plan calls for a full year's campaign -- 52 weekly broadcasts of a quarter-hour each over a nation-wide network. They would go out over 28 of the largest and most important stations in the country, covering 30 of the largest cities. They would be embellished by music and other appealing entertainment, so as to gain the widest possible audience. By having a pamphlet which would be sent to all who wrote for it, we could to a considerable extent check the appeal of the weekly programmes, and

alter them to reflect the findings of this test.

It is hardly necessary to state that the Radio Programmes must be free from anything having the remotest semblance of propaganda. Otherwise, time on the air could not be obtained, because Radio is under the strict control and supervision of the Federal Communications Commission, which bars absolutely anything of a propaganda nature.

Under the circumstances, the programmes would have to be most carefully prepared. They would have to adhere rigidly to the INDIRECT approach, and should therefore be built around non-political subjects. Merely as a suggestion to convey the idea, the "Story of Silk" would be something to which there would be no objection, and it could be made the subject of several interesting broadcasts. The same is true of such subjects as the "Pearl Industry", "Japanese Prints", "Japanese Flower Arrangements", and so on. There are a great many subjects which could be used in such a way as to present Japan to the American people in a friendly and favourable light, without getting into palpable propaganda, and without making a direct plea for any such thing. There is abundant evidence to prove that the INDIRECT method is by far the most effective one; not only because it avoids the charge of propaganda, but primarily because it causes people to come to the desired conclusions without being aware that they are being led to reach such conclusions.

The precise nature of each one of the 52 weekly broadcasts cannot, of course, be stated in advance; but after the first six or eight programmes, it will be possible to tell what degree of public interest they are gaining, and from

that time on they can be shaped accordingly.

In order to forestall any objection from the Federal Communications Commission, it may be necessary to form a Committee of American business men -- or some similar organization -- to sponsor the Radio Campaign.

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PLAN NO. 2:     \$ 500,000

1. Official expense

This item has been increased to take care of larger office space and increased personnel.

2. News Bureau

This item has been increased to \$41,640, to provide for the printing and distribution of an additional 2,000 Clip Sheets.

3. Newspaper and Magazine Articles.

What was said regarding this item under Plan No. 1, appearing earlier in this Memorandum, applies equally to it under Plan No. 2.

4. Motion Picture Campaign.

The industrial film has proved itself to be a splendid educational medium. Coming in the form of entertainment, it obtains a willing and an attentive audience. Under Plan No. 2 it is proposed to make two master industrial films, each of some subject that would properly serve the purpose -- here again "The Story of Silk" would be a good one -- and then to make 50 copies of each. These would be

shown throughout the whole country -- to Business and Trade organizations, Luncheon Clubs, Women's Clubs, Lodges, Church and Social Clubs, Schools, Colleges and Family Circles. Having handled the making and showing of several such films, I know from experience exactly how to proceed, and can state unqualifiedly that in the course of a year these films can be shown literally thousands of times, to audience ranging from 75 to 500 people.

#### 5. Lecture Campaign.

The American people like lectures. Therefore, good lecturers are in demand -- at meetings of Business and Trade Associations, Luncheon Clubs, Women's Clubs, Church and Social Clubs, High School Assemblies, University Forums, and many other similar organizations. Everyone of these organizations has a "programme committee" whose job it is to secure entertainment of some sort -- a lecture, a film, musical numbers, etc., etc., -- for the various meetings of their organizations. With so many such organizations throughout the country, meeting so frequently, the demand for good lecturers is greater than the supply; especially since many of these organizations cannot pay anything for entertainment. Consequently, it will be easy to keep busy the six Lecturers which this Plan calls for -- busy every day in the year.

#### 6. Radio Campaign

Everything said regarding this item under Plan No. 1, appearing earlier in this Memorandum, applies with equal force to it under Plan No. 2. The only difference is that under Plan No 2, the number of cities has been increased to 46; necessitating a corresponding increase in the cost to



\$252,508, including the item of \$23,000 for radio talent for entertainment to embellish the programmes.

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PLAN NO. 3 -- Yearly Budget \$300,000

Items 1, 2, 3, 7 and 8 remain exactly the same as in Plan No. 1; and Item 6 is the same as in Plan No. 2. In Item 4 -- Radio Campaign -- the number of weekly broadcasts has been cut from 52 to 30, lowering the cost to \$112,406. The saving thus effected -- approximately \$72,000 -- has been allotted to Items 5 and 6: a Motion Picture Campaign at \$42,000, and a Lecture Campaign at \$30,000. Both the Motion Picture and the Lecture Campaigns are exactly the same as those stipulated and described in Plan No. 2.

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PLAN NO. 4 --- Yearly Budget: \$500,000

It is deemed advisable to have one Plan which does not depend upon the Radio. Plan No. 4 is therefore suggested as an alternate to Plan No. 2. It eliminates Radio entirely, and apportions the money thus saved to greatly expanded Motion Picture and Lecture campaigns, and to a comprehensive Pamphlet Campaign. Explanations of the various items follows.

1. Office Expense

This has been raised \$11,550 over this item in Plan No. 2, to provide for additional requirements in personnel, office space and equipment.

2. News Bureau

This will operate precisely the same as in Plans

1, 2 and 3; but the number of Clip Sheets, or Bulletins, to be sent out weekly has been raised to 16,000 at a corresponding increase in the cost.

3. Newspaper and Magazine Articles.

This Item remains the same as in Plan No. 2.

4. Motion Picture Campaign

This would be carried out precisely the same way as described in this Memorandum for Plan No. 2, but has been increased largely in its scope. Accordingly, the cost is proportionately higher.

5. Lecture Campaign

This Item has been explained rather fully in this Memorandum under Plan No. 2. The difference is that under Plan 4, it would be very substantially expanded -- and increase from six to twenty lecturers, at a corresponding raise in cost.

6. Pamphlet Campaign

This is a new item; not in any of the other plans. It provides for a minimum of twelve different pamphlets, and one each month would be sent by first class mail to a select list of 15,000 important individuals and Organizations, throughout the United States. This could be made a very effective educational medium. It is calculated to appeal to leaders in all lines of endeavor -- the outstanding moulders of public opinion -- and to influence the public through these agencies, rather than directly.

Items 7 and 8 -- Salaries, and Travelling and other Expenses -- remain exactly the same as in Plan No. 2.

It should be stated that in the event it became necessary or desirable to eliminate Radio from Plans 1, 2

and 3, a Pamphlet Campaign and expanded Motion Picture and Lecture campaigns could be substituted in them in lieu of Radio. All of these items are extremely flexible, so that in contracted or expanded form they may be fitted into any of the various Plans. Moreover, all of these items are of such a nature that they could be commenced on a small or moderate scale and gradually expanded as the situation warranted.

D.W.R.

November 29, 1937.

The following suggestions, though roughly expressed, are not hastily thought ideas but the result of several years of thinking. To put these ideas into actual practice is a plan I wished to do for many years. These plans are not listed necessarily in the order of their importance.

### R A D I O

First in importance in America today as a medium of publicity is the radio. Every home has its radio and now almost every pleasure car is equipped with a radio. Radio in fact is now a necessity, not a luxury, and at no time of the day is any person in the United States out of its reach. Japan offers an untouched field as a source of radio programs for America. In the past Government-operated Japanese radio and privately-operated stations in America have not been able to cooperate. The distance between the two countries and the expense of transmittal have made it almost impossible to do except on rare occasions.

Radio programs from Japan would command attention -- in fact, would be a sensation because of their uniqueness.. The American public is always demanding something new and Japanese programs would be both novel and fresh.

I. Trans-Pacific broadcasts. Such broadcasts might be a speech of some famous Japanese statesman, scientist, educator, etc. There are also many unique things distinctly Japanese which are technically possible, for example, the description of a climb up Fuji-san, the broadcast to be made during the ascent. A broadcast from the crater of Mount Asama, a performance of the Miyako-Odori -- Kikugoro, of the Kabuki -- Japan's famous koto-

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player, Miyagi -- and an orchestra of Japanese musical instruments. These broadcasts made in English with brief explanations should be something never before heard by the American radio listener. It is suggested that one program might be given each month, the approximate cost would be about \$2500 per broadcast. Working through L. & P. and giving N. B. C. or C. B. S. the right to make these sponsored programs would make it necessary to pay the expense of the first two or three programs only.

Twelve months at \$2500 ... \$30,000.

II. Transcriptions. These steel recordings are designed for radio use only and timed to make a 15-minute program; now the only means of getting a Japanese program is to use phonograph records. These are unsatisfactory because they are not suited for radio -- they are too noisy, not timed correctly -- they sound mechanical -- some stations have a rule forbidding their use. To offset this, there are some<sup>ten</sup> or fifteen companies in Los Angeles alone who make radio transcriptions. These transcriptions are then sold to large and small radio stations throughout the country. A transcription made in Japan of Japanese music or some other subject would be accurate -- correctly timed and natural. In other words, it would be made to sound as though the performance were playing or singing directly to the radio audience. This is one of, if not the most, important radio device, because small radio stations not included in the chains can give a standard program. The usual cost of such transcriptions to the radio station is from \$5.00 - \$10.00 for each record. There are many subjects in Japan, but the most important, from the American point of view, are musical records, for example, folk music, such as Isobushi, Miya-sama, etc. Japanese orchestra renditions of ancient

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ancient and modern music -- children's songs -- explanation and demonstration of the various Japanese musical instruments -- street-calls in Tokyo -- Japanese stories, legends and fairytales told in English but with the same sound effects as used by the travelling story-teller. There are many other subjects, both literary, scientific, and musical. I will prepare a more detailed list of suggested subjects of Japanese radio transcriptions. To give continuity to such transcriptions, it might be arranged as though a Japanese friend were guiding an American about Japan and explaining in easy conversational style the many interesting things. Thus these transcriptions would form a series.

The apparatus for making these transcriptions could be installed in any recording studio, such as Columbia or Polydor. The additional apparatus needed, it is estimated, would cost about \$15,000, including installation. The recordings would be sold to the radio station by L & P at a price slightly below the usual cost. It is estimated that about 5,000 transcriptions could be sold on which there would be a gross refund of about \$15,000.

III. Minor Radio Publicity. There are about 20 centers of Oriental studies in the United States and each of these is anxious to broaden its activities. To do this, funds are necessary from such foundations as the Rockefeller Fund and from private individuals. To get such funds it is necessary to show that the work is worth-while and so publicity for each of these Oriental centers is always desired. They obtain such publicity by printing publications, written by their scholars -- by lectures -- by newspaper publicity -- and also by broadcasting over the radio.

By paying for radio time, talks by famous scholars could be arranged. Through L & P it could be intimated that such radio

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time would be paid. The money thus spent might be said to come from a publicity fund, a Japanese publishers' association, etc. The talks thus made would be broadcast by local stations or over the smaller net-works. The estimated cost of a series of 5 programs from each of the 20 University centers, that is, 100 talks at \$100 (usual cost 30-minutes radio time) over a year's period ... \$10,000.

There are many other ways of using the radio, such as furnishing ideas for radio stories. In fact, radio, being like the newspaper, can be adapted to fit the idea of the moment. It might be mentioned that wherever possible the use of the radio for publicity by other Japanese units, such as Tourist Bureau -- N.Y.K. -- other private business firms could, in fact, should be placed through L & P as they would be able to avoid duplication. Also because of their other contracts with radio companies, they would be able to get lower rates.

#### PRIZE STORY

This is not a new idea as it is now being used in the United States and has been found to be very practicable. The idea is for a publisher, a motion-picture company in the United States, a motion-picture company in Japan, and one of the popular American magazines to co-operate in offering a prize of -- say -- \$5,000, in addition to the usual royalties for the story submitted, using Japan as its fundamental theme. Such a story might also be printed serially in Japanese in a Japanese newspaper and also in book form in Japan. A second or third prize consisting of a trip to Japan might also be offered.

To work out such a plan Mr. Lee should come to Japan so

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that no details would be overlooked. While here, personal letters could be written to friends with such publishers as Houghton Mifflin Co., -- Bobbs Merriall -- MacMillan, etc., and also to friends with M. G. M. -- Warner Bros. -- Fox -- or R.K.O. In such a way, the publisher or movie company offering the best proposition could be chosen. The publisher would make the magazine connection. These four companies would share the expense of prizes, publicity, etc., subject to a subsidy.

The campaign should extend over a period of six months, the backbone of which would be trans-continental broadcasts. The entertainment could be furnished by the famous stars of the motion picture companies or the famous authors whose books were published by the publishers. In each of these ten programs information about Japan would be given which would help the contestants in writing their stories. To all contestants, in fact, to anyone -- who would write in for a copy, a pamphlet of data and picture about Japan would be given.

The publisher would support the program by the use of posters placed in all book-stores throughout the country, and also by their advertising in magazines and newspapers. A movie company would support the program by placing Posters in the lobbies of thousands of movie theatres, by giving information in their theatre programs, and by announcements from the stage or screen. A magazine could also built interest by reproducing Japanese pictures in colour, and thus in the six months' period, perhaps every person in the United States would become aware of this campaign. This publicity by the publisher, movie company, and magazine would be in addition to the radio broadcast outlined above. And these people would be willing to do this because of the profit they would receive from



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this plan as a straight business proposition. The time allowed for the writing of such stories should be not less than 9 minutes, and so this campaign, from its beginning, would probably extend over a period of two or three years; first year being the campaign; second year being the period in which the movie would be shown, and the book would be sold. The second year publicity would extend over into a third year, I believe.

By the use of the prize story, a reason could be given for bringing Japan to the attention of every person, old or young, rich or poor, in the United States; and I think that when the campaign is finished the country as a whole would have more accurate information about Japan than they do at present.

The cost of such a prize story, including prizes, radio broadcasts, booklets, and other expenses is estimated would run from \$75,000 - \$100,000. If the four members of this group were offered a subsidy of one-third of this amount, I think they would all scramble for a chance to join such a plan.

#### NEWSPAPERS

##### VI. Syndicate stories.

The large newspapers have their own special correspondents, but in America, every village and hamlet has its small country newspaper. Every line of these newspapers is read for it contains local news and gossip. When there is not enough local news these small newspapers fill up space by using syndicate material, a story or picture of a newspaper syndicate, made and printed in from 1 - 5,000 newspapers. It is therefore suggested that attention be given to the sale of stories and photographs to the newspaper syndicates. Such human interest material could be handled by L & P.

**V. Magazine illustrations.**

From the files of such sources as the Nippon Magazine, Japan in Picture, Mainichi, and Nichi-Nichi, Asahi Camera, and from special sources, a photograph service of Japanese subjects similar to the service performed by Underwood & Underwood could be furnished by L & P. The cost of these photographs to the magazine could be fixed as a figure slightly below that usually charged by a regular photograph sales company.

**VI. Human interest news stories.**

Such news story as a dog rescuing a baby -- stories which touch the heart are always eagerly read by the American people for they are not hard-boiled but very sentimental. Very few such stories are sent from Japan because of the cost of transmittal but such stories intermingled with national and international news would play an important part in building public opinion in the United States.

MAGAZINES

In the past years much attention has been given to magazines appealing solely to the highly educated in America. Thus writers as well as publicity agents have tried to get their articles accepted by such magazines as the Atlantic Monthly, American Mercury, Harpers, Scribners etc. These magazines however reach only a very limited class of Americans.

Two other groups of magazines have been neglected though their circulation far exceeds that of the group mentioned above. These magazines may be roughly classified as the "Pulp" or popular story magazine and Business magazines. The writers of stories for the "PULP" magazines cannot be classed as literary geniuses but they are skilfull and have a style and method that appeals to the vast bulk of American readers. They write fast, producing sometimes a story a week and consequently are always looking for new ideas and plots. It is writers suggestion that through L & P, these writers could be offered plots and ideas for stories about Japan. This would be accomplished by sending a circular letter offering such a service at a very reasonable cost. These plots and ideas would be translations of Japanese historical stories local legends and other material that would bring out the character and quality of the Japanese nation. Thus when such stories were published Japan would be pictured in the proper light.

To obtain these stories, one or as many translators as were needed would be employed by the L & P office in Tokyo. These would translate stories, articles, etc. which would be supplied to the writers by L & P's San Francisco office.

Business magazines in the past have carried little information about Japan except to protest against Japanese competition. Articles and stories about Japanese industries, articles on Japanese economic conditions etc. would be welcome. These would be secured by L & P's translators and by special writers and sold at the regular contributor's rate to these business magazines.

The cost of making translations would in all ordinary cases be included in the cost of maintaining L & P's Tokyo office unless some exceptionally large undertaking should be attempted by special request but once this service was under way it should be self supporting.

Estimated cost for publicity in commencing, and for other expenses for one year ..... \$5,000.00

LECTURER'S

Through the Japan Tourist Bureau, the N.Y.K. and other bureau's material for lectures about the scenery of Japan, the famous temples, etc. are supplied. But these are only the exterior shell of Japan and it is about the people, what they are doing, thinking and saying that is of the greatest interest. The scenery, famous buildings, and great cities form a background for the thoughts and actions of the people themselves.

There are in America many, many famous lecturers who talk on special subjects, - Prof Eames of Pomona College on Music; Prof Driscoll of the Univ. of Chicago on Art; etc., such people always desire authoritative data about their subject as it concerns Japan but still more they like to discover or think they have discovered some little story, some incidents that touches the hearts of their listeners. Such incidents when they are related make their lecturers more human, more appealing and create not only interest but a deeper understanding.

The Tokyo office of L & P would send by mail a circular letter to all such lecturers, offering to supply data, films, slides, photographs, stories, books, etc. These could be furnished by the Tokyo or San Francisco office of L & P at a nominal charge. Also such people would be invited to visit the offices and read such material as could not be sold or loaned. Special requests would be carefully investigated and if in Tokyo, the lecturer would be guided to such places as would give him the information he wished.

In this as in other things it is necessary that this service and this material be given for a reasonable charge and not furnished free. When furnished free such material becomes propaganda and is viewed with suspicion whereas the same information sold for a low charge is always in American thought to be valuable and not propaganda.

The material (books, photographs, etc.) thus furnished would be secured by the same method as previously mentioned concerning magazines. The staff of translators would make abstracts from books, reports, etc. Photographs would be secured from such sources as Asahi "Japan in Pictures"; Osaka Mainichi, Nippon Magazine, Tourist Bureau, Etc. A complete card file index of all Japanese educational films would be kept available, etc.

The estimate cost of this service especially at the beginning before it began to pay its way would be for one year about \$5,000.00