

China International (Osaka), Hokkaido Shimbun, Jiji Shimpō, Kokusai Times, Mainichi—Nippon Keizai Shimbun, Osaka Nichi Nichi, San Shashin Shimbun, Sangyo Keizai (Osaka), Shin Osaka Shimbun, Tokyo Shimbun, Tokyo Times, Yomiuri, and Yukan Miyako.

The agencies removed from the list were: Jiji, Kyodo, and Radio Press.

Colonel Bratton promised that those not cleared from pre-censorship requirements Thursday would be removed from the lists within the next 10 days.

Radio stations, small city and rural papers, magazines and other media have been on a post-censorship basis since last fall and earlier.

A headquarters official said, "all editions of the national newspapers, Mainichi, Asahi, and Yomiuri, are affected by the order."

The lifting of pre-publication censorship on the most recent list of large Tokyo and Osaka dailies, although

hailed by numerous publishers and government officials as a great "democratic step," will also involve not a few "headaches" in actual practice, according to several editors.

Papers on the cleared list are subject to a post publication censorship to insure compliance with the SCAP press code and the accepted requirements of newspapers in a democratic country. This puts the responsibility squarely up to the editors, instead of allowing them to fall back on Allied censorship decisions in the case of questionable stories.

Another result of the censorship removal will be the extension of deadlines, from about 7 p.m. to nearly midnight in some cases. Although the pre-publication censorship procedure was often speeded up by having the story set in type first and confirmed by a telephone call after a proof had been submitted, the Censorship office nevertheless stopped receiving copy for

the day at 7 p.m., except in the case of major stories.

The deadline extension is expected to stiffen competition among major papers and to extend the working hours of ace reporters, hitherto able to leave their office for the day around 5:30 p.m.

Pre-publication censorship was instituted here soon after the surrender, when it became apparent that Japanese editors were misinterpreting the terms "democracy" and "free press" to indulge in slanderous attacks on both their own people and the Allied powers. As there were no libel laws in prewar Japan, the press practices here were often somewhat unusual and did not immediately adjust themselves to an occupation regime.

Accordingly a press code prescribing ten simple rules for Japanese publications was issued as a SCAP directive on September 19, 1945 and this will continue to be used as a yardstick for post-publication censorship.

## POST-WAR LABOR MOVEMENT AMONG JAPANESE NEWSPAPER WORKERS

By MASAO TSUDA  
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### Introduction

When the Pacific war was brought to an end, moves for probing those responsible for provoking such a senseless militaristic war sprung up in various circles of Japan on the strength of the provision of the Potsdam Declaration that "Japan should be completely democratized."

Thus, it was only natural that similar moves began to take place within the Japanese press circle with the Asahi Shimbun (circulation: 3,400,000) one of the largest Japanese daily newspapers, taking the lead.

In other words, when the president and the directors of the Asahi Shimbun attempted to reshuffle all leading personnel within their company immediately after the surrender with the aim of reorienting the policies of the company under a new changed situation, they encountered strong opposition from the employes in general.

The employes opposed such a move on the ground that all leading officers of the Asahi Shimbun, who held the

posts of departmental chiefs or above just prior to and during the war, should retire from the company by making clear their responsibilities for the war.

In face of this strong demand from their employes, who by then had organized themselves, the president and the directors of the company as well as other leading officers of the Asahi Shimbun were forced to retire from their posts as of October 24, 1945.

At about the sametime, similar moves were being undertaken by the employes of the Yomiuri Shimbun (circulation: 1,650,000) and the Mainichi Shimbun (circulation: 3,370,000).

This move among the leading Tokyo daily newspapers soon began to spread to provincial newspaper where many of the leading personnel of such companies were gradually being removed to democratize their organizations and where labor unions were being organized by their employes.

As labor unions were being organized in the various newspaper companies, a move for organizing these unions

into a single national trade union also began to take place.

Thus, when the 89th Diet session approved the unprecedented Labor Union Law to be enforced from March 1, 1946, virtually all newspapers, news agencies and radio broadcasting employes got together on February 9 of that year and organized an "All-Japan Press and Radio Workers Union."

Some 346 leading labor delegates from virtually every newspaper throughout the country participated in the inaugural meeting of this new union and adopted the following declaration and slogans:

### DECLARATION (A gist)

"It goes without saying that the newspapers, news agencies, radio broadcasting companies and other such organizations of the press play a highly important part in developing the culture of a nation.

"However, it is indeed regrettable that such organizations in Japan have actively given support and cooperation to a war initiated by the militarists and, moreover, have even tried to hide



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the actual picture of the war from the people by becoming solely an institution for aiding the militaristic leaders of the time to attain their senseless ambitions.

"We, hereby, declare that the Japanese press should never again repeat such a mistake. It should, instead, endeavor to accomplish the true but great mission entrusted to it for improving the culture of the nation as a free and independent press.

"In this connection, we must overcome such feudalistic ideas which continued to drive those people engaged in journalistic work into a very low social and economic position despite the fact that they were entrusted with the important task of developing the nation's culture.

"Because of such circumstances, we hereby declare that:

- 1) We shall fight against all militaristic or feudalistic ideas for the establishment of a true democracy within this country and to make the Japanese press a truly representative organ of the people by reflecting their wants and demands.
- 2) We shall also strive to improve the economic, cultural and social positions of those engaged in the journalistic work as well as to carry out a thorough-going democratization in the managerial, personnel and other operational affairs of the Japanese press.

"We believe that the organization of a single nationwide trade union by all workers in the Japanese press is an indispensable prerequisite for accomplishing these aims. For only thus, will we be able to contribute our part in establishing a democratic Japan through the social and cultural missions entrusted to us."

## Slogans

1. The thorough-going democratization of the Japanese press.
2. The conclusion of collective bargaining agreements.
3. Labor's participation in the management.
4. The establishment of a minimum wage standard based on living expenses.
5. Equal pay for the same work regardless of sex or age. . .

(Note:—In addition there were three other slogans).

Thus, the organization of the All-Japan Press and Radio Workers Union took the lead in the movement for organizing a single national trade union in Japan according to industries.

Thereafter, industrial unions began to spring up in various industries and when the National Congress of Indus-

trial Unions was organized, the All-Japan Press and Radio Workers Union played a leading role.

The significant points, in the course of organizing the All-Japan Press and Radio Workers Union, included the following:

1) The All-Japan Press and Radio Workers Union placed all workers of the editorial staff, printing shops and the business section under one single organization. This became the cause for various problems later in the labor movement.

2) Since the organization had been formed so hastily on a nation-wide basis, the union encountered difficulties later in its operation. As the leaders of the union were forced to enlist such members, who had little knowledge of labor union movements, they tended to operate the union in a dictatorial manner against the will of many union members. As a result, the relationship between the executive officers of the union and the general members became strained.

3) Since the organization was suddenly formed with the termination of the war, members in general were unprepared spiritually and financially. The office space for the union and office facilities were all provided by the managements with the salaries of union officials also being paid by the managements. In other words, there were hardly any independent union and because many had but little knowledge of union movements, most of the workers could not tell the difference between unions activities and their work, as an employe of a company. Thus, their union activities frequently interfered with their work as a company employe. This naturally brought up serious troublesome problems in face of Article XI of the newly-instituted Labor Union Law which provided that "employers cannot discharge nor discriminate an employe because he is a member of a labor union.

At any rate, the All-Japan Press and Radio Workers Union began to spread its influence all over the country with local chapters being organized in every provincial newspaper company. On August, 1946, the union claimed that it had 52 local chapters throughout the country with a total membership of 31,000.

The various important events and trends which took place thereafter with the development of the All-Japan Press and Radio Workers Union are briefly outlined in the following chapters.

## (I)

**The Most Progressive Period**

It was only natural that the public in general tended to support progres-

sive or radical labor union movements after having been suddenly released from feudalistic and militaristic oppressions with the termination of the war.

The first Yomiuri Shimbun labor dispute from October 23, 1945, the second labor dispute in the same newspaper from June, 1946, the Hokkaido Shimbun labor dispute from May, 1946 and the proposed general strike among newspaper workers called for in September, 1946, will all clearly indicate this trend.

In other words, the first labor dispute in the Yomiuri Shimbun took place after the leading younger employes of the paper submitted a recommendation to President Matsutaro Shoriki of the company concerning the democratic reforms that should be carried out within the company.

After presentation of these recommendations, the management and the employes were at odds for some time, but on October 20, President Shoriki announced the dismissal of Tomin Suuki and four others who were regarded as leaders of an uprising within the company.

The employes of the paper organized an editorial committee placed under the direct control of the Supreme Strike Policy committee of the labor union of the company as decided by a general meeting and carried out what was later described as the "control of the management by labor" in publishing the paper under their own hands.

This problem was soon brought before the Tokyo District Procurators office as well as before the temporarily organized Labor Disputes Arbitration Committee. The labor unions of the Asahi and Mainichi Shimbuns as well as the Kyodo News Service gave their support to the employes of the Yomiuri Shimbun. In addition, outside support was also given by the communist and social democratic parties to the Yomiuri employes.

This dispute continued to drag on as the management of the Yomiuri continued to maintain a very strong stand. However, on December 2, 1945, when President Shoriki was formally designated as a war crimes suspect, the position of the management began to crumble and finally gave in.

The second labor dispute at the Yomiuri Shimbun was caused by the fact that the labor centering around Tomin Suzuki and several others, who were entrusted with the task of editing the paper, began to adopt leftist ideologies which were being clearly reflected in the paper. This invited criticisms both from within and outside of the company.



At about the sametime, the General Headquarters of the Allied Occupation Forces issued a warning against certain stories carried in the May 3 and June 4 issues of the Yomiuri Shimbun for violating the press code.

Mr. Tsunego Baba, the new president of the Yomiuri Shimbun as well as an overwhelming majority of the employes of the paper interpreted this warning not only as a warning against certain stories in violation of the press code but as warning to probe the responsibility of the editorial policy in general of their paper.

As a result, on June 14, President Baba announced the dismissal of the six leading members of the editorial staff headed by Tomin Suzuki and described this dismissal "as an emergency measure taken for the purpose of restoring the editorial rights of the paper to the management."

Subsequent to this dismissal, the employes of the company divided into two disputing factions which continued to remain at odds for some time to come.

On June 29, the faction supporting those who had been dismissed, took the offensive on the strength of a statement issued by Mr. Cohen, Chief of the Labor Section, G.H.Q., regarding the "General Principles of Labor Union Movements." With this statement in their hands, the dismissed faction charged that the action taken by President Baba violated Article XI of the Labor Union Law. On July 1, they submitted a formal appeal to the Central Labor Relations Board.

On July 3, the Yomiuri management announced the transfer of 17 employes who were believed to be member of the Suzuki faction to the prefectural branch offices of the company. This announcement led the Suzuki faction of the company to resort to sit-down strike tactics forcing the company to suspend the publication of its papers from July 12 to July 16.

On July 16, the anti-Suzuki faction organized what was known as the "Council for Reconstructing Yomiuri." This faction took possession of the Yomiuri printing plants which were in the hands of the sit-down striking faction and forced them to move out of the company grounds. The strikers thus established their headquarters outside of the company and announced that they would continue their struggle under the support of the All-Japan Press and Radio Workers Union.

In view of this action taken by the All-Japan Press and Radio Workers Union, the anti-Suzuki faction of the

Yomiuri employes announced their secession from the union at the general meeting held on July 23 by denouncing the "radical and dictatorial actions of the union." The seceding Yomiuri members also issued a statement declaring that they would work for the establishment of a healthy and rightful labor union movement.

This dispute within the Yomiuri Shimbun continued to drag on for some time without any sign of a settlement despite the fact that a Central Labor Relations Board had handed down a decision on the dispute.

When the All-Japan Press and Radio Workers called a general strike in October 1946, the struggle being carried out by the Suzuki faction at the Yomiuri Shimbun was listed as one of the slogans.

However, this general strike failed to materialize and on October 14, the Yomiuri management proposed to negotiate directly with the representatives of the striking Suzuki faction. After several meetings, the management and the disputing workers reached an agreement which formally brought the 150-day struggle to an amicable settlement.

An incident similar to the Yomiuri's second labor dispute also occurred within the Hokkaido Shimbun after the management discharged some 53 employes for the purpose of restoring the editorial rights of the paper which then was being published as if it were an organ paper of the Japan Communist party.

The employes of the Hokkaido Shimbun who were dissatisfied with this action of the management entered into a strike.

These labor disputes at the Yomiuri Shimbun and the Hokkaido Shimbun led the headquarters of the All-Japan Press and Radio Workers Union to prepare for a general strike in face of the aggravating inflation of the time.

The union headquarters listed three demands in its preparation for a general strike calling for 1) the immediate conclusion of collective bargaining contracts, 2) the complete realization of higher wages and 3) the complete acceptance of the demands being made by the disputing workers at the Yomiuri and Hokkaido Shimbuns.

While preparations for a general strike were being carried out by the union, the Yomiuri workers who seceded from the union appealed to all other union members for a fair and unbiased judgement of their case by stating that the proposed general strike was a communistic political strike being called on the excuse of extending support to

the striking Yomiuri employes headed by Tomin Suzuki.

A considerable number of the union members supported the appeal from the seceding Yomiuri workers with the result that serious differences of opinions began to take place within all chapters of the union.

Threatened with this impending general strike, the Japan Newspaper Publishers' and Editors' Association, which had been organized by all publishers and executive officers of virtually every newspaper, news agency and radio broadcasting company in Japan, issued the following statement on October 3:

#### A Statement

"The time has now arrived for the Japan Newspaper Publishers and Editors' Association to express its formal opinion with regard to the proposed general strike by all newspaper, news agency and radio workers being called for from October 5.

"There is no doubt of the fact that the proposed general strike by the newspaper, news agency and radio workers will shut out the eyes and ears of the entire people of Japan and give rise to alarming rumors with the fear of bringing about uncontrollable social unrest.

"Such a situation runs counter to the good common sense of all newspaper, news agency and radio workers of Japan who are engaged in the public service of reporting and disseminating news. It is our belief that all newspaper, news agency and radio workers should do whatever they can to prevent the arrival of such a situation which may endanger the peace and security of this country.

"The Association wishes to withhold its comments with regard to the issues involved for calling the proposed strike. However, the Association hopes that some other means besides a general strike could be found for settling those issues by calling upon the workers to reflect upon the two points that 1) the proposed general strike must be avoided and that 2) it is contrary to the very spirit on which the 'canons of journalism' of Japan have been founded."

In face of this threatened general strike, the people in general also began to take an interest of the public role being played by the newspapers and radios. Reflecting such realizations among the general public, the radical labor policies, which were being carried out by the All-Japan Press and Radio Workers Union for the past one year and a half, became the target of mounting criticism.



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## (II)

**The Period of Introspection**

—The break in the Newspaper workers labor front—

With the failure of the general strike called by the All-Japan Press and Radio Workers Union, various criticisms against the radical labor policies carried out by union officials in the past began to increase within every local chapter of the union.

Voices of non-confidence in the executive officials of the union as well as plans for enlightening the understanding of every union member concerning healthy labor union movements began to crop up.

Moves for improving the cultural standard of union members also began to spread. These were all for the purpose of strengthening the internal structure of the All-Japan Press and Radio Workers Union.

These talks began to take on concrete form at the national meeting of the union held at Osaka from March 27, 1947, when the Mainichi chapter proposed that 1) the union secede from the Congress of Industrial Unions and 2) change the provisions of its constitution by giving membership only to a collective group instead of to individuals.

The Mainichi chapter announced its secession from the union when its proposal was defeated. This opened the way for the secession of the local chapters at the Akiita Sakigake Shimbun, the Shin-Osaka, the Godo Shimbun, the Kochi Shimbun and others.

With this increasing number of local chapters seceding from the union, the labor front organized by the Japanese newspaper, press and radio workers appeared as though it was crumbling to pieces.

In face of such a situation, however, a move for uniting the newspaper workers labor front began to take shape again within the union itself along with similar reflective moves in all other labor unions of the country as a result of the abortive general strike of February 1, 1947, which would have involved virtually all labor unions throughout the nation.

In other words, all labor unions within the country had to reflect seriously upon their past activities as they were all being threatened by a possible split up due to the issuance of a new directive issued by the Supreme Commander of the Allied Powers in preventing general strikes.

At about this time, there were talks that the capitalists or managements of various enterprises were planning mass discharges of their employes for the purpose of rationalizing their enter-

prises into a more workable and efficient organizations.

Thus, the need for immediate unity had to be stressed in every labor union. With a national meeting held in May, 1947, the All-Japan Press and Radio Workers Union decided to "work for the immediate common goal of uniting the newspaper workers labor front even at the cost of seceding from the Congress of Industrial Unions."

On the basis of this new policy of the union, a "preparatory committee for uniting the newspaper workers labor front" was formally inaugurated on August 15, 1947 by representatives from all chapters as well as from those local chapters which had already seceded from the union.

## (III)

**Japanese Labor Union Tactics**

A unique tactic was employed by the Japanese labor unions in spreading their influence. For example, the various labor unions demanded the establishment of "Labor-Capital Management Councils" claiming that labor representatives should participate in the management.

This demand by the labor was given Government support as it was thought that such councils would give both the capital and labor a chance to exchange their views in preventing labor disputes.

As a result, newspaper workers also began to demand the establishment of such councils with some 40 companies agreeing to insert such a provision in their collective bargaining agreements as of September, 1946.

The establishment of the "Labor-Capital Management Councils" was preceded by a move which was called "Production Control by Labor." This tactic was first employed in October, 1945, during the first strike within the Yomiuri Shimbun.

When this tactic by labor was later declared illegal, the workers changed to the new tactic of calling for the creation of "Labor Capital Management Councils."

While the newspaper workers labor front was on the verge of collapse, the management of various companies took advantage of this and began "purging" radical labor elements within their companies.

In May, 1946, the Mainichi Shimbun dismissed or transferred some of its employes who were active leaders in the October general strike move of 1945 and the February 1 general strike of 1946.

This dismissals and transfers were carried out by the Mainichi Shimbun because "it feared that the editorial rights of the paper were being threa-

tened by the existence of such employes within the company."

Those who were dismissed or transferred, protested vigorously, and was supported by the headquarters of the All-Japan Press and Radio Workers Union. They charged that the Mainichi management violated Article XI of the Labor Union Law and appealed to the Tokyo District Labor Relations Board.

The principal issues involved in the case concerned the managerial rights of newspapers as a private enterprise, the relationship between the public character of newspapers and editorial rights, the management's right in personnel affairs as against the fundamental labor rights guaranteed in the Labor Union Law and other labor laws.

With regard to this particular case, the Tokyo Labor Relations Board handed down the decision that the action taken by the Mainichi management was in violation of Article XI of the Labor Union Law because the dismissals and transfers were carried out only on the basis that "the persons in question were radical labor union members."

The basic issue, however, concerning the management's right to dismiss or transfer persons who neglect their jobs because of labor union activities had not been solved. This was an issue which arose from the fact that active labor union members were frequently forced to neglect their jobs because labor unions were not completely independent financially or otherwise.

Meanwhile, the newspaper workers labor front confronted another new incident as its local chapter within the Japan Radio Broadcasting Company was faced with an internal split.

At a general meeting of the local chapter of the Japan Radio Broadcasting Company held on December 8, 1947, certain members of the local issued the following statement bitterly criticizing the "revolutionary and communistic activities of the union leaders."

"The headquarters of the All-Japan Press and Radio Workers Union ignored the present internal situation in Japan as well as the international situation since October, 1945, and have been carrying out disputes only for dispute sake.

"This revolutionary and communistic policy of advocating strikes at all times has not been altered despite its continuous failures in the past.

"We oppose the executive officers of the All-Japan Press and Radio Workers Union who continue to enforce such a policy."



The general meeting of the Japan Radio Broadcasting Company local immediately split into two factions, one supporting executive officers of the union and the other opposing them.

This fight between the two factions continued until the local was finally split up into two factions with the anti-executive officers group seceding from the union.

These seceders along with other locals which seceded from the All-Japan Press and Radio Workers Union decided to organize their own union for bringing about a healthy labor movement in the Japanese newspaper circles.

The AJPRWU claimed that this new labor organ was nothing but an organ composed of company unions supported by the capitalists.

The newspaper workers labor front was thus split into two with both group being diametrically opposed to each other as far as their basic concepts concerning labor union movements were concerned.

#### (IV)

##### Editorial Rights and Personnel

The labor tactic of publishing a cheap, lowly newspaper, which could not possibly be sold, was adopted by the workers of the Nishi Nippon Shimbun around December, 1947, in protest against the management's attitude towards their demands for higher wages.

As this dispute continued to aggravate, the labor leaders instructed all ordinary employees to carry out what was termed as "tactics of silence" by prohibiting them to speak to any official of the newspaper who were chiefs of bureaus or above.

However, this tactic of lowering the quality as well as quantity of a newspaper invited serious criticisms from various circles as such tactics not only ignored the management's editorial rights but also had no direct connection with their demand for higher wages.

Furthermore, certain members within the union issued a statement charging the union leaders of following "instructions" issued by the local chapter of the Communist party.

This internal strife within the union itself finally led to the resignation en bloc of all officers of the union with the dispute with the management ending in a complete failure.

On the other hand, the management on December 31, 1946, discharged five labor leaders who were alleged to have led the dispute on charges that they

violated the editorial rights of the newspaper.

The five discharged employees immediately appealed to the Fukuoka Prefectural Labor Relations Board stating that the management of Nishi Nippon Shimbun violated Article XI of the Labor Union Law.

This incident again brought to fore the controversial issues centering around the problems of editorial rights, personnel matters and the fundamental labor rights guaranteed under the various labor laws.

The problems concerning editorial rights were soon taken up for discussion by all newspapers throughout the country as the biggest issue of the day.

In face of this growing controversy centering around the management's editorial rights, the Japan Newspaper Publishers' and Editors' Association in the latter part of December, 1947, made public its opinion on this issue by stating that management was free to act in personnel matters as far as editorial rights of the paper are concerned."

On March 3, 1947, the Labor Section of the General Headquarters of the Allied Forces published a similar statement making clear the relationship between the management's editorial rights and personnel matters.

In view of the fact that all member newspapers and news agencies of the Japan Newspaper Publishers' and Editors' Association recognize the assurance of editorial rights as indispensable in establishing and maintaining a free and responsible press, the Association issued with an approval of its Board of Directors the following statement on March 16, 1948, elucidating by-laws thereanent:

##### The Statement on Assurance of Editorial Rights

The freedom of press is a right guaranteed by the Constitution. It is a right to make a fair comment on and factually report all matters, providing that they are not injurious to the public interests and are not in violation of the law. The freedom of press is the basis of all other freedoms and is indispensable for the maintenance and development of a democratic society. The establishment and maintenance of the freedom of press is a great responsibility of all newspapermen since it is the only way to develop a responsible press. The editorial rights are an authority to be recognized by all in order to execute such a responsibility.

##### 1. The nature of editorial rights

The authority to exercise all con-

trolling measures necessary for newspaper editing such as deciding and enforcing the editorial policy of a newspaper and maintaining the truthfulness in news reporting, the fairness in comment and its presentation constitutes the editorial rights.

The editorial policy of a newspaper shall include a specific and concrete policy for handling of spot news as it occurs as well as the paper's basic editorial principle.

The truthfulness in news reporting and the fairness in comment and its presentation shall be determined by the Canons of Journalism set by the Japan Newspaper Publishers' and Editors' Association.

##### 2. The execution of editorial rights

Since the final responsibility for editorial content of a newspaper rests with its manager and managing editor, the editorial rights shall be executed only by the management and the managing editor to whom the authority is delegated by the management.

When a newspaper is a juridical person, the Board of Directors shall exercise the editorial rights as the party responsible for the management of the paper.

##### 3. The assurance of editorial rights

It is a duty of the manager and the managing editor of a newspaper to eliminate any form of encroachment upon the editorial rights, whether it is coming from the outside or the inside of the organization. They shall refuse to submit to any encroachment from the outside. And internally, they shall eliminate, on the ground of violating the editorial rights, any employee who committed, intentionally or through a serious mistake, an act injurious to the truthfulness in news reporting and the fairness in comment and its presentation or who refused to comply with the specified editorial policy.

Any act interfering with printing and distribution of a publication because of its editorial content shall be regarded as a violation of the editorial rights.

(Ed.: On July 31, 1948, the employees of most newspaper-publishing companies throughout the country, with the important exception of the union at the Mainichi Shimbun that reserved its definite attitude for the time being, formed the All-Japan Newspaper Workers' Union. This newly formed union has no affiliation with the Congress of Industrial Unions of Japan and, does not admit workers of partisan newspapers such as the Akahata, mouthpiece of the Japan Communist Party.)



# MATERIALS REQUIRED FOR NEWSPAPER INDUSTRY

## Japan's Newsprint

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### I. Production Crippled By War

The status of Japan's paper manufacturing enterprises as relating to other domestic industries underwent a marked change with the outbreak of the Sino-Japanese Conflict in 1937 as the major turning point.

The change was attributable principally to a drastic relegation of the importance of the paper manufacturing industry with the reorganization of the nation's industrial structure on a military footing, wherein primary stress was shifted to augmenting and promoting only those key industries as having a direct bearing on the prosecution of the war.

Under such military necessity, it proved inevitable that the productive capacity of paper manufacturing enterprises should thereafter have registered a yearly decline.

The following is an illustration of total paper production in this country on and after 1937:

#### A. Statistical Chart of All Paper Production

Year	Output (pound unit)	Percentage
1937	3,200,146,000	100
1938	2,838,060,000	89
1939	3,251,916,000	102
1940	3,406,068,000	106
1941	3,337,630,000	104
1942	2,679,538,000	84
1943	2,112,408,000	66
1944	1,231,610,000	38
1945	581,634,000	18
1946	462,398,000	14
1947	633,316,000	20

#### B. Statistical Chart of Newsprint Production

Year	Output (pound unit)	Percentage
1937	708,317,000	100
1938	617,863,000	87
1939	590,411,000	83
1940	552,894,000	78
1941	478,497,000	68
1942	330,550,000	47
1943	340,739,000	48
1944	235,023,000	33
1945	151,777,000	21
1946	189,674,000	27
1947	199,230,000	28

As shown by the above statistical data, newsprint output in 1947 amounted to only 28 percent that of 1937. The chaotic trend has continued since the Surrender, and the three principal reasons obstructing production recovery are the following:

#### A. Coal and transportation Shortage

Lack of coal is the primary handicap of Japan's newsprint manufacturing industry, as in the case of industrial recovery as a whole. The fact, moreover, that 80 per cent of Japan's newsprint mills are situated in Hokkaido, where coal production has been registering poor results and a severe shortage of transportation capacity exists, has dealt a damaging direct blow to newsprint production.

#### B. Loss of Saghalien

Japan's defeat in the war and her acceptance of the Potsdam Declaration led to the loss of Saghalien, which hitherto had been the country's chief source of pulp supply.

In Saghalien, Japan had established nine plants for producing high grade pulp and paper. Paper manufacturers in Japan Proper had relied heavily on pulp shipments from Saghalien for carrying out operations. The loss of Saghalien, hence, deprived Japan's paper manufacturing industry of its self-sufficiency character, critically upsetting the equilibrium of supply and demand. The past importance of Saghalien as the chief supplier of pulp is illustrated in the fact that 60 per cent of the country's domestic paper mills were still unable to operate as of 1947.

#### C. Decrease of Paper Mills

Although the actual extent of losses incurred from the war was comparatively small, Hokkaido's foremost newsprint production facilities were converted into factories for military use under official orders and were subsequently lost through their removal to Japanese-occupied territories.

In view of the above-mentioned three reasons, the volume of newsprint

output has dropped to only 28 per cent of that of pre-war times.

Even if were pulp material, coal and other essentials provided adequately, the present available facilities would be capable of producing only a maximum annual output of 432,000,000 pounds of paper for newspaper use—a volume only 39 percent of the actual output in prewar 1937. This is the limit of recovery attainable with the use of existing facilities.

If it is further assumed that this maximum figure is attained, the supply only would be sufficient for increasing the present two-page papers to four-page size without any expansion in current circulation volume.

It is needless to say that this volume would be wholly inadequate for restoring the publication of numerous papers suppressed during the war under "thought control" and for permitting the issuance of new papers.

Under such circumstances, there is no other speedy means for enabling Japanese newspapers to cooperate in Japan's democratic restoration through adequate news coverage and fair management than to depend on foreign imports of paper.

Up until 1937, Japan annually imported 161,694,000 pounds of newsprint from Canada. Thus, it may be said that her need of foreign imports now has become far in excess of this figure.

### 2. Newsprint Control, Circulation Change in Paper Size

With the outbreak of the Sino-Japanese conflict in 1937, imports of foreign paper into Japan were prohibited, and Japan was compelled to rely on domestic newsprint production for meeting her own needs.

For forestalling a serious clash of interests and competition in securing domestic paper supplies, newspapers, hence, voluntarily adopted an agreement among themselves to control newsprint consumption.

In May, 1940, however, the Government stepped into the problem by creating a Newspaper & Magazine Newsprint Control Committee. This body was composed of officials of the



Home, Commerce-Industry ministries and the Board of Information, and its operation took the paper consumption issue entirely out of civilian hands.

The Government in the following year ordered a readjustment and unification of newspapers and news agencies with the dual aim of effectuating further newsprint economy and of control over free expression of public opinion.

As the result of this action, 240 principal daily papers throughout the country were reduced to 54 by November, 1942, on the basic principle of permitting only one paper to every prefecture. An exception, however, was recognized in the cases of Tokyo, Osaka and Fukuoka in the light of their high population density. At the time of the Surrender, the number of such papers remained the same.

During the war period, newsprint output not only registered a yearly decline but sea and land transport difficulties between Hokkaido, the principal production center, and Honshu, caused a drop in the volume of newsprint supply for consumption use.

The Government, namely, the Newsprint Control Committee, sought to prevent a decrease in newspaper circulation so as to ensure proper guidance of public opinion during the war. As a positive measure, it decided to increase circulation volume by universally reducing the size of newspapers.

Under its order, the size of daily papers was gradually curtailed to only two pages. The economy as to size, however, enabled an increase in the volume of copies circulated.

#### A. CHANGE IN PAPER SIZE (Dailies)

Date	No. of Papers	Copies	Percentage
November 1942	53	42,271,766	100
" 1943	54	13,784,870	112
" 1946	128	18,318,403	145
" 1947	130	18,423,336	150

#### B. CIRCULATION (Dailies)

Date	Edition	Pages Weekly
Apr. 1942	Morning and Evening	total 40
Oct. 1943	" "	" 36
Mar. 1944	Morning only (all evening papers suspended)	24
Nov. 1944	Morning	14

#### 3. Democratization of Newsprint Allocation Structure

On October 23, 1945, after the termination of the war, SCAP ordered the cancellation of all legal stipulations obstructing freedom of expression and the dissolution of all associated control organs.

Under such action, the Cabinet Newspaper & Magazine Newsprint Control Committee, previously referred to, was liquidated. On November 26 of

the same year, a new organ called the Newspaper and Publication Newsprint Allocation Committee was created within the Board of Information.

This marked the first creation of a civilian committee, with the appointment to committee membership of five persons each representing the Government, newspaper publishers and neutrals.

This committee in December of the same year was transferred under the jurisdiction of the Commerce-Industry Ministry upon the dissolution of the Board of Information.

In March, 1946, the committee was reconstituted on a new basis of representation, namely, four newspaper publishers, four neutrals and one Government official.

Subsequently, in November of the same year, a Newsprint Allocation Bureau was created in the Cabinet Secretariat, and the Committee was reorganized on the basis of five newspaper publishers, five neutrals and one government official, of which six members were those of the Japan Newspaper Publishers' & Editors' Association, four selected by the Government and one official from the Commerce-Industry Ministry.

Their terms of office was decided upon as six months, one year and 18 months, respectively, for three members each, and this Committee has continued in operation until the present time.

Thus, newsprint allocation work which began bureaucratic management in 1940 was shifted gradually into civilians hands.

#### 4. New Post-war Papers: Confusion in Supply and Demand; Readjustment

Of the dailies reduced to 54 in number under wartime control, 43 were affected by air raids. While the latter experienced increasing difficulty in maintaining publication, none of them was compelled to suspend business.

However, a marked unbalanced situation eventually arose among those which lost large emergency use newsprint allocation advanced for coping with wartime transportation difficulties and those which escaped without damage.

Moreover, following the country's defeat, the situation further was aggravated through a weakening in Government power to enforce stipulations on consumers.

This conditions took place during the period from September, 1945, after the Surrender, until November of the same year, when SCAP authorized the creation of an allocation committee.

While the intervening period was of

short duration, the obstacles encountered in rectifying the situation were manifold, with the result that repercussions are still being felt in 1948.

This is namely because sales of newspapers in Japan are handled by a cooperative sales organ, which, in turn, distributes papers to households.

After the Surrender, a large number of Japanese nationals, it will be recalled, returned to Japan from abroad and people who had evacuated to the country in wartime began moving back to their former abodes.

The shift in population from such factors led to a sudden increase in newspaper subscribers and resultant difficulty in realizing swift counter-measures.

The outcome was that newspaper circulation shot up 12 percent over the total amount of newsprint allocated for use. Subsequently, the figure rose by another 8 percent. To meet this swelling in demand, newspapers were allowed to secure needed paper on the basis of advance borrowing from their allocated supply.

Thus, newsprint output, allocation and consumption were inevitably thrown out of balance, and consumer volume itself became unfairly disproportionate among individual papers.

The newsprint allocation committee, hence, found itself in a difficult position with reference to obtaining a basic solution of the problem, especially in view that the entire situation threatened to undermine the very significance of the allocation system.

On the other hand, assurance of the right of free expression of opinion as a sequel to the Surrender stimulated zealous planning of new newspapers and drew a flood of requests for newsprint allocations to the Newsprint Allocation Committee.

In order to promote freedom of speech, the committee decided to recognize new publications to the greatest possible extent. However, as sluggish newsprint output gave no guarantee of an adequate supply of newsprint, the committee in May, 1946, was forced to suspend new allocations to evening papers, youth papers and recreational papers.

Moreover, it was promoted to prohibit issuance of fresh allocations to ordinary dailies in areas where a high rate of newspaper availability existed as to population size, and to reduce the allocation of those papers which registered poor sales after receiving their newsprint ration. Moreover, it was decided to cancel issuance of allocations to papers of inferior standard as well as to those which refused to abide with warnings issued by the committee.

As these steps were still inadequate



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to cope with unbalanced newsprint supply and demand, the committee in October of the same year finally suspended all new allocations. The following figures are that of paper allocation during this period:

A. Papers Publishing Since War-time

Type	No.	Quantity in
		Pounds
Ordinary dailies . . . . .	53	12,008,750
Others . . . . .	18	121,400
News Agencies . . . . .	2	126,900

B. Papers Publishing After Surrender

Type	No.	Quantity in
		Pounds
Ordinary dailies . . . . .	92	2,852,833
Others . . . . .	65	1,049,546
News Agencies . . . . .	10	38,487

The newsprint production crisis arising from lack of coal and insufficient transportation capacity, however, could not be stemmed simply by restricting new publications.

In December, 1946, difficulties from transportation finally led to nationwide shortage of newsprint supply, and complete suspension of publications was averted only by enforcing the use of two tabloid editions a week.

During the three months from March to May, 1947, newspapers affiliated with the Japan Newspapers Publishers' & Editors' Association went on a tabloid basis twice a week.

This action, however, was voluntary and aimed principally at turning over newsprint supply thus economized for the use of school textbooks, whose publication had become impossible from lack of paper.

Through the issuance of tabloid editions during the three months, newspapers were able to save and turn over 6,000,000 pounds of newsprint to the Government.

While the supply was still inadequate, it enabled the Government to carry out the publication of new school textbooks necessitated through the reform of the educational system following the war's end.

In addition, the Japan Newspaper & Publishers' Editors' Association during the period under review monthly set aside five percent of its warehouse stocks for other uses.

This is because Japan lost its major source of pulp through the loss of Saghalien, and domestic plants other than those which were compelled to reduce their operation by 40 percent were all engaged in paper manufacturing other than newsprint. It was an inevitable step to alleviate to some extent the shortage existing in ordinary paper.

5. Cooperation of Newspapers in Newsprint Production

Shortage of newsprint production and the attendant crisis in supply has continued throughout the war and until the present day, and newspapers have been called upon to give continued support to newsprint production.

The Japan Newspaper Publishers' & Editors' Association, in this respect, has created a Newsprint Policy Committee composed of representatives of newspapers, the Economic Stabilization Board, the Commerce-Industry and Transport Ministries and newsprint manufacturing companies, and has striven to analyze and solve all obstacles, such as relating to raw material, production and transportation of finished newsprint.

It has, thus, been able successfully to surmount serious crises which have cropped up from time to time since the Surrender.

The policy committee has its headquarters in Tokyo and chapters in Hokkaido, Kyushu and Niigata, which are production zones, and also in Aomori, Sendai and other places, which are important as transportation centers.

6. Newsprint Allocation Revision With Public Survey

For rectifying numerous problems which have been carried over from the war or have arisen thereafter, such as those pertaining to unequitable distribution of newsprint stocks, opinion has been strong that an over-all revision should be made of allocation figures.

The Newsprint Allocation Committee began in 1946 to seek a logical solution of this issue by attempting to find some sort of a control system which would not infringe on free publication of people's opinions.

After prolonged consideration, a decision was reached in June, 1947. It was resolved that any increase or decrease in newsprint rationing to individual newspapers should be governed by paper sales reflecting the free will of readers. To realize such an aim, it was believed that this could be attained only by first making a careful public opinion poll of newspaper readers throughout the country.

This survey, which is the first of its kind in the world, was undertaken by the Newsprint Allocation Committee with the moral backing of SCAP.

The manner in which it was instituted is briefly outlined as follows:

- A. Date of Enforcement—September, 1947.
- B. Scope—Nationwide.
- C. Method—Survey of households

which have been selected by lottery.

D. Nature of Survey (questions)

- 1. What is the name of your present paper?
- 2. If you were allowed only one paper, what would you choose (first choice)?
- 3. If you were allowed two papers, what would be your second choice?
- 4. Of papers sold on the streets, what would be your first choice? Your second?
- 5. How many papers do you wish?

E. Number of Households Covered—41,679.

F. Results of Survey

- 1. Requested circulation of first choice papers—14,097,589 copies. (Papers existing from during the war—96 per cent; new papers—4 per cent.)
- 2. Requested circulation of second choice papers—7,002,562 copies. (Papers existing from during the war—87.7 per cent; new papers—12.3 per cent.)
- 3. Requested circulation of papers sold on the streets—6,451,426 copies. (Papers existing from during the war—78 per cent; new papers—22 per cent.)
- 4. Of the total requested circulation, 60 per cent comprised requests for such nationally, long-established papers as Asahi, Mainichi and Yomiuri. The remaining 40 per cent were made up of requests for provincial papers which constitute the majority of the national papers and new papers.
- 5. Total requested circulation comprises the request of households and excludes that of government offices, companies, factories, etc. The total figure amounts to only 5 percent in excess of the present number of copies allocated for circulation figure for dailies is not deficient to any marked extent and the chief drawback is that readers cannot obtain the papers they wish to read.

The results of the survey have become vital material for the Newsprint Allocation Committee in judging future allocation policy on an impartial basis.

Although provincial papers were shown to register poor results, the poll does not regard the outcome as deny-



ing the importance of provincial papers.

This is because of the consideration that Japan's past national structure, political, economic and cultural, hinged upon Tokyo as the nation's focal point, and readers are still being influenced to a large degree by the past setup.

Since the Surrender, however, democratization is beginning to take itself felt throughout the country, and there has been a gradual shift in people's attention toward provincial areas, especially with the advent of regional self-government.

Thus, while the influence of provincial papers has not as yet attained wide scope, it is felt that provincial readers eventually will be drawn more and more toward supporting provincial papers.

As to new papers, these have been in existence for only two years since the Surrender, and it is felt that they have not as yet had an opportunity fully to demonstrate their ability to the public.

With the Survey's conclusions due to receive serious consideration, it would be erroneous hastily to conclude that the nation's three biggest papers are destined to monopolize national circulation in the future.

#### 7. Conclusion: Reconstruction Policy

##### A. Restoration of Production.

While the present newsprint output and existing facilities amount to only 28 per cent and 39 per cent, respectively, of pre-war figures, general production recovery to a 50 percent level is expected to be attained within the next several years through domestic effort alone.

Japan's output of newsprint is registering a gradual increase despite obstruction from numerous post-war economic deterrents.

Even were there to be little possibility of securing immediate shipments of newsprint from abroad, should some amount of paper for industrial use and high grade paper be imported, this would mean that such facilities used for the latter purpose would be available for newsprint production.

##### B. Reorganization of Production Facilities

The production of foreign-style paper in Japan is practically controlled by the Oji Paper Mill Company, Ltd., and as to newsprint, this company has held a complete monopoly until the end of the war.

The monopolistic setup, however, was liquidated after the Surrender by the institution of the Anti-Trust Law and the Industrial Deconcentration Law, which are expected to be realiz-

ed fully in practice by the end of 1948.

Under the past monopolistic system, which enabled large-scale production, the price of newsprint was comparatively cheap. However, when newsprint production is broken up and delegated to small companies, there is possibility that production zeal may be undermined by regional difficulties pertaining to meeting production costs.

Even if free competition is realized, it is believed that price control and a fixed production system will have to be continued, due to the reason that present total output still falls far short of demand. Through an appropriate price control policy, it also may be able to forestall a decline in production after the monopoly system is discarded.

It is possible, on the other hand, that the present 40 percent production situation may disappear within the breakdown of the monopoly, as factories will not be able to stay in business unless they make a greater effort.

This will mean that efforts toward production recovery will be stimulated with a corresponding boost in output.

##### C. Increase in Paper Size

As mentioned previously in the results of the newspaper public opinion poll, there is no great dearth in the number of copies issued by dailies. Japan's present population is 78,088,104 as against a daily newspaper circulation of 18,423,336 (Nov. 1947).

This means that there is one copy per 4.24 persons. Contrasted with other Asiatic countries, Japan's newspaper diffusion rate is the highest of any.

The amount of newsprint needed for supplying papers of business organs, political parties and weeklies, moreover, is not exorbitant.

Thus, the important step in the future is to attain a swift increase in the pages of daily newspapers and effective coverage of news.

SCAP already has emphasized this need and is offering strong assistance. Under such circumstances, it is believed that the issuance of four-page papers twice a week will become possible during 1948.

With an increase in domestic newsprint output, regular four-page editions can be achieved. This, however, constitutes the limit of Japan's newsprint production capacity. Restoration of papers to the 40-page a week basis as that which existed in pre-war days will require additional newsprint imports from abroad.

##### D. New Method of Newsprint Allocation

While newsprint allocation was transferred from Government control

to civilian hands as a sequel to the end of the war, there has been no epoch-making change in the method of newsprint allocation itself. The newspaper public opinion survey, motivated with the object of sounding out readers' desire and enabling an impartial basis for allocation, offers new hope.

Should action be carried out on the basis of the poll, it would enable future newsprint allocation to be carried out not by the arbitrary views of government officials or the Newsprint Allocation Committee—even though intended to be fair—but on the basis of readers' opinion as to what papers are most appealing to them as to makeup and content, namely, their true value.

While such future allocation necessarily will be restricted by the availability of newsprint supply, the future promises a return to free competition among papers as that during pre-war days.

At the same time, it means that newspapers will be able to move in the direction of realizing ultimate liberation from restrictions on distribution, which have been the greatest obstacles in the way of free competition.

Thus, it may be said that newspapers in 1948 are definitely entering into a period of constructive recovery after passing through the stages of confusion and readjustment since the war's end.

As to newspaper sales, the cooperative sales system organized during wartime has been eliminated, and a new allocation method has been worked out.

Although paper limitations continue to exist, a system for ensuring greatest possible freedom to newspapers is now in the stage of development.

##### The Clearing House System

**Ed.**—With a view to making newspaper readers subscribe to newspapers of their own choice, the Clearing House Society, a cooperative organ of all newspapers throughout the country, was established on October 28, 1948. This was an epoch-making event in the post-war Japanese press circles. Up to that time, a Japanese newspaper publisher had been unable to increase the circulation of his paper beyond the amount of newsprint allocated to his company, even when his paper was greatly demanded by readers. After deliberation for about one year, Japanese newspaper circles reached the conclusion that there must be an organ to meet the readers' desire of changing their newspapers, in view of the fact that many people were virtually compelled to subscribe to newspapers



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they did not like. To materialize this idea, the Clearing House Society began functioning from November 1, 1948.

Every three months, the Society will poll the readers' choice through its office located in every prefecture and, the results of this poll will be made the basis for a study by the Newsprint

Allocation Committee in allocating newsprint.

Though it is not compulsory for a publisher to participate in the Society, the Newsprint Allocation Committee is of the opinion that if a publisher does not join the Clearing House Society, he cannot expect new allocations, because the Committee is unable to ob-

tain essential data for allocating newsprint to his newspaper.

It is still early to predict what possible effects this new measure will have, but it is believed certain that every phase of the Japanese press will be greatly affected by this new measure.

## Existing Conditions of Other Materials

By J. TANEDA

Since there are so many things required to make newspapers, such as flimsy sheets, pencils, types, lead plates, rotary presses, and ropes to bundle up newspapers, even experts may not be able to count them off hand. More than 80 per cent of raw materials for newspaper ink, next to newsprint in importance, comes from foreign countries. Likewise, carbon black, turpentine and a series of other needed materials are not available at home at present. Metal underneath, paper matrix, rubber blanket, textiles, photographic sensitive materials, photo-engraving chemicals, zinc plates, materials for paste and ropes are short due to reduced production arising from the last war.

In January, 1947, the Government instituted regulations concerning the allocation of designated productive materials, thereby trying to adjust the balance between demand and supply. Consequently, a radical change was brought about in procedures for rations and distributions of materials needed for the manufacture of newspapers. Business involving rations and applications which had hitherto been handled by the Japan Newspaper Publishers and Editors' Association were taken over by the Materials Livelihood Bureau of the Commerce-Industry Ministry, although materials allocation adjustment officers of the Asahi, the Yomiuri, the Mainichi and the Tokyo Times participated in the allocation of newspaper materials on behalf of the membership of the Association.

This new system brought about a change in the character of the materials section of the Association in such a way as to operate as a liaison organ between the authorities concerned and the member newspapers; its main job is to prepare investigation reports and submit them to the authorities, although it still is required to make

efforts to acquire non-designated materials for the manufacture of newspapers.

Amid the transitional period of enterprise adjustment necessitated by contracted reproduction, newspapers find it necessary to operate on the strength of materials to be bought in the blackmarket rather than from normal routes, but they actually cannot afford to do that, for not only all commodities are growing expensive in the face of spiralling inflation and material shortage, but also the subscription rate of newspapers has been fixed at an unreasonably low level and plays havoc with the managements. Sandwiched between reduced production and worsening inflation, newspaper publishers are as bad off as they were during the wartime with reference to the supply of needed materials. The only hopes they entertain now are the expansion of the scope of America's all-to-Japan policy and the return to normal of the national economy based on the subjugation of the inflation. But present indications are that neither cannot be hoped for in the immediate future.

If the basic policy of Japan's national economy runs along the path of free economy while all phases of production remain within the sphere of planned economy, the gap between demand and supply inevitably will widen with the aggravation of the inflation. In this conjunction, it must be mentioned how badly newspaper publishers have to rely on the supply of legally-provided materials chiefly because their source of income, subscription fees, has been fixed by law. For this reason, the Materials Department of the Association centers its activities on this particular point to help in the management of the members.

But then how are the actual conditions of the demand and supply of materials required by newspapers?

### Newspaper Ink

The monopoly of the Japan Newspaper Ink Company, Ltd., was broken down in July, 1947, into four manufacturing companies with seven factories thereby heralding free competition in ink production. All companies are making every effort within their power to improve ink quality and promote production technique; of the materials need for the manufacture of ink, mineral oil has been rationed regularly and there has been no ration delay.

As regards carbon black, the production of Class A by Mitsubishi slumped to a little over 20 tons in the first term, thereby frustrating a plan for distribution of all Class A carbon black. As a substitute, such American-made goods as Cosmos No. 40 and Continex were distributed, but as they are made of rubber, they are inferior in quality and unfit for newspaper printing; their results were about 50 per cent of Class A goods. For this reason, the Association has decided to make an application for imports of carbon black for the manufacture of ink.

Sources of turpentine are nearly dried up and domestic products are not available. As substitutes, ester-gums made in Belgium was rationed 10 kilograms per newspaper office, but the supply is too small for the requirement of 28 kilograms a term. Since American products are expected to reach Japan in the middle of April, all consumers look forward to them. Under the circumstances, however, the situation of carbon black and turpentine is deplorable.

The supply of drying vegetable oils is gradually declining because edible oils and fats are turned into food. All consumers express misgiving over a possible suspension of rations amounting to 22 kilograms a term.

### Metal Underneath

- The supply of metal underneath to



all war-damaged newspaper companies virtually has been completed, although there were times when the supply was cut short because manufacturers, designated for reparations, became depressed and uncertain of their future. But the Strike committee which announced its policy of easing reparations terms saved the manufacturers from their mental predicaments and spurred them into vigorous activities. But inasmuch as metal underneath and zinc plates recently have been exported in large quantities, the domestic demand has been curbed and there are no prospects for the future supply of these metals, although for the time being all newspaper companies are sufficiently supplied. For this reason, the Materials Section has been negotiating with the authorities concerning the supply of requirements.

#### Wrapping Paper

All newspaper publishers have suffered from a dearth of wrapping paper for some time since no ration has been made thereof since the outbreak of the last war. In the first quarter of 1947, however, they obtained a nominal amount of roll paper after intensive negotiations with the authorities. The quantity acquired is only a small fraction of the supply demanded by the newspapers throughout the country.

If the prevailing paper situation continues, there will be no sufficient ration of wrapping paper in the future.

#### Textiles

Sail cloths, flannel, and other textile goods are ordinarily not rationed as scheduled, because of a serious discrepancy between the official production program and actual output; Consumers receive virtually blank ration coupons and the quantity they actually receive is extremely small. But chances are slim that the situation of textile goods will improve in the near future. Only strings used to tie printing types and spindle tapes are comparatively well supplied.

#### Ropes

Ropes were rationed by the national agricultural association which was charged with allocation of all straw-manufactured goods, but with the dissolution of the organization in November, 1947, the business was handed over to the prefectural governors.

Under the circumstances, the ration of ropes is being smoothly carried out under the direct jurisdiction of prefectural governors.

#### Coal

By and large, coal rationed to newspaper companies is meant to be used

for melting lead and for no other purposes. The newspaper companies, however, barely have been able to meet their demand by getting supplies from the local Commerce-Industry bureaus. In September, 1947, however, the allocation of coal was assumed by the central authorities and the framework of rations for newspapers was newly fixed. Newspapers are still supply-short, however.

#### Leather Belts

Ration coupons of leather belts which are listed as one of the designated production materials are issued in accordance with applications made by newspaper companies. During the war, imports of leather belts were stopped and newspapers had to rely on a meagre domestic supply. Consequently they suffered from a serious shortage, but this situation has hardly improved since the war's end inasmuch as there still remains a number of production bottlenecks. More than that, the restoration of war-damaged publishing companies, the installation of new machines and replacement of worn-out belts by new ones necessitate a considerable quantity of supply, but they are not likely to be met easily.

Thanks to G.H.Q., prospects have become brighter for imports of leather belts and their supply is to be restored to normal by degrees. But there is no positive assurance for optimism in this respect, either.

#### Rubber

Rubber rollers and blankets for the use of rotary presses are supplied only one-fifth of the absolute necessity pursuant to the official ration program, consumers are forced to obtain the rest by themselves. But there are limits to their self-supply and hence efforts have been made to acquire the absolute requirements from the authorities. But in view of the fact that rubber rollers and blankets are imported from foreign countries, supply shortage is likely to continue.

#### Dry Mats

With the monthly supply of 20,000 pounds of materials, special paper manufacturing companies have been able to turn out their quotas. The use of smaller-sized dry mats resulted from the enforcement of the 17-column page in spring, 1948, and producers are making efforts to meet the new requirements.

Although there has been a slight decrease in production, it will be adequately tackled by various newspapers though their promotion of techniques.

#### Photographic Sensitive Materials

Inasmuch as photographic sensitive materials are on the list of free sales, they are liable to be channeled into routes where profits are great. Newspaper publishers are suffering seriously from such blackmarketing deals. Sources of film packs and dry plates virtually have been dried up and Brownie seems to be the only one left in the market. Though not sufficient, printing paper is supplied at present. There is no clamor for a shortage of flash lamps since they have been manufactured by the Tokyo Shibaura Manufacturing Company through the good offices of the Association.

#### Phot-Engraving Chemicals

Among the goods whose supply has improved are tar-goods, benzol. Production of zinc-plate corrosive sulphuric acid and hydrochloric appears proceeding smoothly, but that of nitric acid is still low. As for sulphuretted soda, nothing can be said of its future.

A small amount of both gelatine and glycerine for repair of printing rollers is rationed every term. The sulphate of copper, alcohol, caustic soda, carbonate of cali, mica, and nitric acid are supplied also and barely meet the demand, but other key materials are, hard to get now and in the future since they are import items. A large supply of iodine cannot be expected in the face of supply shortage.

#### Electric Communication Instruments

Although newspaper publishing companies which are equipped with electric communication instruments formerly were rationed materials directly from the Communications Ministry, they have done so from the Economic Stabilization Board since 1947. The Board has taken over the task of allocating electric communication instruments.

#### Electric Power Supply

The hitherto-unknown famine of electricity power has hit newspaper circles. To remove this difficulty, the Association, backed by various newspapers in Tokyo, conducted negotiations with the Economic Stabilization Board, the Tokyo Commerce-Industry Bureau, the Electric Department of the Commerce-Industry Ministry and obtained new concessions.

In the second quarter of the year 1948, newspaper publishing companies which received a ration between 50 and 500 kilowatts are considered coming under the category of large-scale industries and permitted to use electric supply within the framework set by the Economic Stabilization Board.



# NEWSPAPER ADVERTISING IN JAPAN

By KENJI NISHIBE

Advertisement Section Chief, The Japan Newspaper Publishers' & Editors' Association

## 1. Newspaper As Advertising Medium

Throughout the world and in all ages, people, other than those grouped together in special organizations, have traditionally sought a medium at expression which would enable them swiftly and inexpensively to communicate with the greatest number of people in advertising their business or commercial products.

The need for such a medium has grown steadily with the advancement of publicity and advertising technique from primitive verbal communication, whose chief drawback was inaccuracy and error in relaying information.

The effectiveness and nature of such means of expression have served also as a barometer for judging the standard of civilization attained by their users.

In this connection, it may well be said that newspapers today are the most common and popular medium for advertising purposes.

As contrasted with the United States, where radio advertising is widely used, no commercial radio stations exist in Japan. Nor can such commercial radio advertising be realized at present, as Japan's radio operation is under a government monopoly system, which permits no outside competition.

From the technical standpoint, difficulties, moreover, lie in the way of realizing radio advertising in Japan. This is illustrated in the unsuccessful attempt made in 1946 by a group of civilian industrialists.

These business men pooled their capital with the aim of realizing commercial radio advertising but eventually were compelled to give up their idea when confronted with the need of constructing huge facilities securing highly-trained experts and a lack of would-be advertisers.

While a few newspapers and private advertising firms are resorting to the use of electric bill-boards, cinema slides and sidewalk broadcasting, their scale of advertising is as yet extremely insignificant from a popular standpoint.

On the other hand, magazines can be said to be one of the best advertising mediums. The drawback here is,

however, that popular magazines, such as "Shufu-no-Tomo" and "King," which in pre-war days sold over 1,000,000 copies each, have now been restricted to a circulation of less than 50,000 copies, due to the enforcement of newsprint allocation controls over both newspapers and periodicals.

Thus, there are now 247 kinds of magazines, including those pertaining to art, culture, religion, recreation and education. With a single magazine averaging a monthly output of 15,000 copies, these magazines taken together are publishing about 3,000,000 copies a month.

Their income from advertisements runs to around 6,500,000 yen a month. These magazines constitute a worthy competitor to newspapers in advertising, but their meagerness of pages per copy, about 50 to 60 pages, is their chief weakness.

As an advertising medium, their 12 editions a year cannot hope to surpass the income from advertising derived by newspapers which publish every day throughout the year.

Moreover, whereas monthly magazines are experiencing difficulty even in meeting their monthly deadline due to paper and printing troubles, newspapers, from their special position of handling daily news, are not hindered by such factors.

Newspapers are daily turning out a total of 18,000,000 copies and presenting 80,000,000 yen worth of advertisements monthly to the public along with ordinary news. The figures are as of August, 1947.

As other phases of newspaper operation are slated to be explained by other writers, I would like to emphasize the following major points, which have a bearing on advertising and fall within the scope of my explanation.

The Japan Newspaper Publishers' & Editors' Association (juridical person) has a membership of 123 dailies, excluding broadcasting and news agencies, and 11 weeklies (November, 1948).

These papers have a total circulation of approximately 18,000,000 copies and constitute 98 per cent of the nation's total dailies.

Of newspapers other than member papers which have been excluded from

the above-mentioned count, there are the following types of papers which publish one to two editions a week or about three to four times a month:

1. Business papers (Those issued by commercial, industrial, agricultural and other such business organs for liaison purposes).
2. Organ papers (Those issued by public bodies, political parties, labor unions and others).
3. Special papers (Those issued for education, students, women, children, youths or for motion picture establishments or theaters).

A single issue of all of these special classes of papers taken together amounts to about 3,500,000 copies. This means that the total output of all dailies or weeklies that can be described as newspapers runs to over 20,000,000 copies daily.

While it is difficult clearly to gauge the volume of advertising of these non-member weeklies, they may be estimated to account for approximately 3,000,000 yen worth of advertisements.

For obtaining a picture of advertising carried on by ordinary papers, it may be convenient simply to ignore them and to discuss the 123 newspapers affiliated with the Japan Newspaper Publishers' & Editors' Association, whose circulation extends to 18,000,000 copies daily and whose monthly income from advertising totals 80,000,000 yen (August, 1947).

## 2. Inflation and Advertisement Rates

Due to the institution of newsprint allocation, there has been no appreciable change during the past two years in the number of copies issued by papers which began operating from the Meiji and Taisho eras.

Since the Surrender, on the other hand, there has been a sharp increase in newspapers. These came into existence as a sequel to GHQ's action liquidating past controls on freedom of speech, and are now operating on newsprint allocation.

As the regional characteristics of daily papers have undergone a considerable change since the Surrender, I believe it would be clearer to consider such dailies under four categories (October, 1947).



NEWSPAPER ADVERTISING

1. Five central papers—7,330,000 copies (Over 1,000,000 copies per paper).
2. Five provincial papers—3,000,000 copies (Over 500,000 copies per paper).
3. Economic papers and 45 minor regional papers—4,170,000 copies (From 10,000 to 400,000 copies paper).
4. Fifty-nine new papers—3,150,000 copies (Published after the Surrender).

These papers, follow the practice generally of distributing their copies through a cooperative sales-payment system.

As 1,700,000, or 10 per cent, of the total circulation is turned over to street sales, 15,300,000 copies of two-page papers are delivered to individual households during the morning.

For evening papers, there are other figures.

While newsprint allocation may undergo a change in the future in keeping with the results of the readers public opinion poll, the present figures will prevail until any revision is made.

As to sum expended by the public in newspaper advertising, the following chart best illustrates the trend over the past three years.

That advertising rates have gone up enormously despite on conspicuous increase in circulation is attributable chiefly to the effects of spiraling inflation and a 90 per cent reduction in paper size to two pages as compared to around 1939.

The following survey confines itself to 12 representative papers in central consumer zones, as the trend of other provincial papers has been of a similar nature.

As shown by the statistics, the amount of money expended in newspaper advertising during the three year period ran from 3,000,000 yen monthly in 1945 to 80,000,000 yen in 1947.

The increase is illustrated in the following figures:

- 1) In July, 1945, revenue from newspaper advertisements registered 1,030,000 yen for 12,600,000 copies circulated by 41 papers.
- 2) In July, 1946, revenue from newspaper advertisements amounted to 25,210,000 yen for 15,610,000 copies circulated by 73 newspapers.
- 3) In July, 1947, revenue from newspaper advertisements rose to 77,450,000 yen for 17,000,000 copies circulated by 113 papers.
- 4) In December, 1947, revenue from newspaper advertisements amounted to 100,010,000 yen for 17,000,000 copies circulated by 113 papers.

NEWSPAPER ADVERTISEMENT RATES

(Per unit advertisement for 16-column ordinary page; 17-column page after 1948)

Name of Paper	April, 1944 yen	May, 1945 yen	Nov., 1945 yen	Feb., 1946 yen
Tokyo Asahi	13.65	27.50	100.00	200.00
Chubu Nippon	11.00	18.00	60.00	130.00
Nishi Nihon	9.00	12.00	34.00	88.00
Tokyo	6.20	13.00	60.00	120.00
Hokkaido (Sapporo)	8.70	13.00	34.00	75.00
Nihon Keizai	8.40	16.00	90.00	120.00
Chugoku	4.50	12.00	20.50	48.00
Godo	4.00	10.60	16.50	42.00
Fukui	1.20	9.00	8.00	21.00
Wakayama	.70	6.00	8.00	12.00
Tokyo Times (Founded—March 7, 1946)				65.00
Nagoya Times (Founded—June 1, 1946)				46.00

Name of Paper	Sept., 1946 yen	Nov., 1947 yen	March, 1948 yen	Average Circulation
Tokyo Asahi	340.00	200.00*	200.00*	1,354,907
Chubu Nippon	230.00	660.00	1,000.00	760,992
Nishi Nihon	170.00	135.00*	200.00*	444,364
Tokyo	230.00	450.00	700.00	384,254
Hokkaido (Sapporo)	145.00	100.00*	150.00*	356,891
Nihon Keizai	270.00	330.00	600.00	277,404
Chugoku	80.00	130.00*	150.00*	171,946
Godo	70.00	45.00*	78.00*	159,121
Fukui	28.00	170.00	280.00	37,629
Wakayama	26.00	70.00	120.00	27,961
Tokyo Times	100.00	12.00*	12.00*	174,077
Nagoya Times	55.00	60.00	60.00	72,195

- Note: 1. 20-30 per cent special rate (imposed on special insertions other than monthly contracts) from after March, 1947. Asterisks (\*) denotes special rate.  
 2. Advertisement Tax (instituted April 1, 1942; abolished on August 30, 1946). Tax excluded in above figures.  
 3. Double charge for insertion amidst news articles (imposed on insertions made in space other than that allotted to advertisements) from around 1944.  
 4. Page size (52 centimeters long by 38.5 centimeters wide)—one centimeter of advertisement equalling a size 54 1/7 centimeter long by centimeter wide.

During the period from January to December, 1947, the total income of all of the Association papers, numbering 123, reached the figure of 140,000,000 yen. Since 90 per cent of the advertisements were secured through advertising agencies, which claim a service charge of 20 per cent, the actual earnings of these papers through advertisements attained 950,000,000 yen.

The rise in advertising cost since the period under review has shown no signs of abatement.

In November, 1947, moreover, abolishment of controls on advertising rates led to a simultaneous announcement by the papers to raise their advertisement rate by an average of 50 per cent.

This move compelled advertisers, who already were experiencing growing business difficulties from a decline in purchasing power resulting from inflation and shortages in production, to foot an advertisement budget aggregating 130,000,000 yen a month.

Furthermore, in March, 1948, papers stepped up their advertisement rates another some 50 per cent. Papers like the Asahi, Mainichi and Yomiuri, which have a circulation of around 1,500,000, thereby charged a rate of about 1,200 to 1,350 yen for a single insertion of a centimetre column size. The elevation approximated a 130 fold increase over that of 1933 and 40 fold increase during the one year since the Surrender.

The rate for a single advertisement amounting to one centimetre by one-seventeenth of a page size simultaneously carried on an ordinary page of 123 association papers with a total



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daily circulation of 17,000,000 copies cost 26,400 yen in March, 1947.

Newspapers have been compelled to fall back on raising advertising charges for covering mounting miscellaneous expenses with which they have not been able to cope simply through income from subscription rates, which have increased only 30 times since 1939 and now cannot be expected to be elevated to any greater extent with the imposition of official rates.

### 3. Sales and Advertisements

Around 1935, prior to the Manchurian Incident and during Japan's deflationary period, papers in general delivered a morning edition of eight pages and an evening edition of four pages to households at a subscription rate of one yen per month. Pages frequently were increased, and the Asahi, for instance, set a record of 36 pages. Among provincial papers, there were some which charged only 80 sen a month.

With mounting competition, papers, in their determination to secure subscribers, even resorted to offering pots, pans and buckets as inducements to new subscribers, and cinema and theater tickets, magazines and other premiums to steady customers.

This heated competition for subscribers was prompted from the fact that increased circulation would serve also to promote newspaper advertising business.

The outcome was that papers of large organizations and wealth began gradually to win over the majority of newspaper readers, and such papers as the Jiji Shimpō, Hochi, Kokumin, Manchōhō and Yamato, which were wellknown from the Meiji Era, finally were forced into mergers or thrown out of business.

In the light of these circumstances, it was not uncommon for some small provincial papers to have been compelled to solicit the support of Zai-batsu elements or political parties in order to remain in existence.

Around 1940, after this sales war had continued for about a decade, military leaders and bureaucrats in power instituted newspaper control, and over 3,000 dailies in Japan were readjusted or merged into only 54.

At the same time, sales organs managed independently by individual papers were also amalgamated into the present cooperative system, which is entrusted with the work of distributing papers, collecting subscription rates and accounting for sales.

Such developments led also to restrictions governing paper size and the imposition of fixed subscription rates

for all papers, as illustrated in the following chronological listing:

- 1) 1941; total pages morning and evening—six; monthly subscription—1.20 yen.
- 2) 1943; total pages morning and evening—six; monthly subscription—1.30 yen.
- 3) April, 1944; total pages morning only—four; monthly subscription—1.50 yen.  
(The morning and evening delivery system was limited to only morning service, and all evening papers were banned with the exception of only two orthodox evening papers throughout the country.)
- 4) November, 1944; total morning pages—two; monthly subscription—1.50 yen.
- 5) July 1945; total morning pages—two; monthly subscription—2.70 yen.
- 6) February, 1946; total morning pages—two; monthly subscription—5 yen.
- 7) August, 1946; total morning pages—two; monthly subscription—8 yen.
- 8) May, 1947; total morning pages—two; monthly subscription—12.50 yen.
- 9) October, 1947; total morning pages—two; monthly subscription—20 yen.
- 10) October, 1948; total morning pages—two (four once a week); monthly subscription—44.75 yen.  
(Although new papers sprang up with the end of the war in 1945, these papers were compelled to maintain two-page size and the same subscription rate charged by already existing papers, under the Price Control Ordinance.)

The reduction in paper size from a total of 12 pages before 1940 to the present two, seriously affected the income of newspapers from advertisements.

As previously mentioned, the huge increase in advertising rates was attributable not only to the effects of inflation but also the loss in advertising space.

Around 1930, the Asahi, Mainichi and the Yomiuri—the "Big Three"—, for instance, normally handled 140,000 centimetres of advertising per month. In 1944, after the institution of two-page papers, the average monthly advertising space of these papers fell to 8,000 centimetres or over 90 per cent.

At present, the ratio of news space and advertisement space is about 75 per cent for news and 25 per cent for advertisement.

In March, 1948, major papers were

able to increase their makeup size from 16 columns to 17 columns per page as a sequel to successful experiments with type and printing. This enabled them to devote another column for both news and advertising with a resultant increase in income.

About 1930, when 12-page papers prevailed, the percentage of advertisement income was from 120 to 200 on the basis of 100 for sales income. The percentage of income from advertisement now has dropped to not more than 30 per cent.

Provincial papers and new papers which have a small circulation, however, are still continuing to rely heavily on advertisement income to cover their operational costs.

These papers are devoting about 35 per cent of their space to advertisements, and some have an income from advertisement ranging from 40 to 70 per cent of their sales revenue.

In 1947, the total annual income of Association member papers from sales amounted to 1,943,000,000 yen, and their income from advertisements aggregated some 950,000,000 yen.

### 3. Management and Advertisement Income

Let us now consider the percentage of advertising income derived by the following classes of papers, with the actual total income from advertisement amounting to 77,400,000 yen for July, 1947, secured by 113 dailies, being taken as 100:

- 1) Papers with a circulation of over 1,000,000 copies—five (total circulation—7,320,000); 26.5 per cent; advertisement income per single copy—2.80 yen.
- 2) Papers with a circulation of over 500,000 copies—five (total circulation—3,007,000); 14.7 per cent; advertisement income per single copy—3.80 yen.
- 3) Economic papers—six (total circulation—664,000); 10.3 per cent; advertisement income per single copy—12 yen.
- 4) Tokyo and Osaka evening papers—two (total circulation—799,000); 6.8 per cent; advertisement income per single copy—6.55 yen.
- 5) Provincial papers with a circulation over 50,000—23 (total circulation—2,170,000); 15.6 per cent; advertisement income per single copy—5.54 yen.
- 6) Provincial papers with a circulation—less than 50,000—15 (total circulation—537,000); 4.1 per cent; advertisement income per copy—5.97 yen.
- 7) New papers founded after the Surrender—57 (total circulation—315,000); 22 per cent; adver-



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tisement income per copy—5.42 yen.

The above list shows that circulation and per unit advertising income varied without any fixed standard but that advertising rates are smaller for papers with large circulation, as is natural, owing to diminishing production cost.

According to this, it means that of a monthly subscription rate of 12.50 yen, 3.50 yen went to sales organs for delivery costs, leaving 9 yen as the actual income from subscription.

Assuming that the average advertisement income from a monthly subscription amounts to 4.37 yen, it means that a daily in Japan as of the month of July, 1947, earned a total income of 13.37 yen from both advertisement and subscription for a single subscribed copy.

In October of the same year, the actual income from the sale of a daily copy for a month became 15 yen, as subscription was raised to 20 yen and delivery cost to 5 yen.

With the approximately 50 per cent increase in advertising rates as a sequel to the freeing of controls on advertisement rates in November, the average advertisement income per daily copy for a month shot up to 6.43 yen. The total actual income from subscription and advertising for a month became 21.43 yen.

Under such circumstances, the total monthly income of these papers from advertisements, which comprised from 20 to 30 per cent of the space of two-page papers, aggregated around 100,000,000 yen. This income, moreover, served to cover from 30 to 70 per cent of newspaper costs.

Let us now consider the types of advertisements handled by newspapers—an important factor in newspaper management. Figures relative to the kinds of commercial advertisements handled by 55 leading papers in 1947 are as follows:

Type	Percentage
Pharmaceuticals .....	9.15
Cosmetics .....	1.71
Books and publications ....	9.80
Clothing .....	2.11
Foods .....	1.18
Machinery, etc. ....	10.62
Sundry goods .....	11.14
Insurance and financial ....	2.91
Account notices .....	0.52
Government notices .....	1.63
Motion picture and theaters	15.75
Large Employment Ads. ....	4.12
Others .....	24.83
Classified ads. (personals, rentals, etc.) .....	4.53
Total .....	100

It is the practice of newspapers to classify ads into two types. These are advertisements which are placed in areas normally reserved for advertisements. The others are those which are boxed amidst news articles. The latter generally are of a column by 7 centimetres or 2 column by 3.5 centimeters size. These special advertisements generally cost twice as much as ordinary ones.

From 1930 until around 1940, before the outbreak of the Pacific War, pharmaceuticals, cosmetics, clothing, food, books and guides took over the major advertising space.

These types of advertisements, however, have sharply decreased since the Surrender owing to postwar economic difficulties. On the other hand, ads of motion pictures, books, classified ads and government notices have increased.

Newspapers generally have created sales promotion and advertisements sections within their business departments, but is extremely rare for such advertisement sections, excepting provincial papers, to do business directly with advertisers.

This is because newspapers today have no need for canvassing actively for advertisements as they did in pre-war days when paper availability and an abundance of manufactured commodities for advertising led to stiff competition among papers to increase their income.

The above-mentioned types of advertisement solicitations are now handled by advertising agencies in accordance with contracts concluded between them and newspaper advertisements sections.

During wartime, advertising organizations were limited to 12 companies through voluntary action on their part. After the Surrender, however, a special committee created by the Japan Newspaper Publishers' & Editors' Association and composed of advertisement section representatives of all papers has lifted this voluntary restriction and recognized 25 additional advertising companies.

With the enforcement of the Anti-Trust Law in July, 1947, advertising business was thrown open to anyone, and since then, the number of advertising firms has increased to over 200. Principal business, however, is being transacted by 20 major companies.

Japan's advertising agencies are all small-scaled and are inadequate for carrying out surveys. Most of them are without a sizable capital. However, as they are now mushrooming forth without any apparent limit, both leading advertisers and newspapers are sincerely hoping that they will de-

velop along fair and healthy standards. Their commission is about 20 per cent.

Advertisers and newspapers have set up organizations for preventing unscrupulous and unfair practices by those who may seek to impair public welfare by misusing democratic principles.

The afore-mentioned special committee composed of advertising representatives of all Association papers in this connection has undertaken research and survey work and brought the code of advertising ethics used by the New York Times to the attention of newspapers with the object of inducing them to abide with clean and fair advertising practices.

Actual results achieved so far have proved small, and the special committee in December, 1947, adopted the following resolution with reference to advertising conducted by Association papers. The text is as follows:

Purification of Newspaper Advertisements

Member papers of the Japan Newspaper Publishers' & Editors' Association, in handling advertisements, shall always seek to prevent any abuse of public interest. Upholding sincerity, truth and dignity, they shall regard purification of advertisements to be the responsibility of each and every paper and shall strive to elevate the cultural standard of advertising in keeping with the Canons of Journalism.

It was shortly after this resolution that a sensational infant mass murder incident involving a maternity home in Tokyo was brought to light. The hospital in question had published advertisements in a paper offering that it would care for unwanted infants until parents could be found for them.

Through the use of such advertisements, the hospital acquired some 100 children, receiving a large sum of money as fee. After receiving these babies, however, the hospital contributed to the death of the majority of its charges by failing to feed them properly.

Here was a glaring instance of unscrupulous use of newspaper advertisements. The newspaper which carried the hospital's ads consequently became the target of strong criticism from many quarters. The newspaper claimed, however, that the responsibility for the ads rested with the advertising agency which obtained it. The latter contended that the responsibility was that of the newspaper, as newspapers alone have the right to accept or reject ads.

Other than this sensational case, there is no doubt that there has been



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an increase in ads catering to eroticism and those of a vague, misguided nature.

#### 4. Transactions Relative to Advertisements

Advertising rates have been influenced for approximately eight years by the Government's price control policy, and I have already shown that these rates have been rising steadily as the result of postwar inflation.

During the eight-year period, before and in the course of the war, advertising rates were drawn up on the basis of the following four points:

1) Number of copies in circulation; 2) cost-price as judged from business management; 3) actual price up until then, and 4) economic conditions.

Before this, namely, up until 1940, there was a marked absence of a logical system with relation to advertising charges. There was a huge gap between announced and actual transaction rates.

Advertisers, hence, strove their utmost to secure the lowest possible rates. Advertising agencies, on the other hand, struggled to secure as many advertisement contracts as possible. These, the latter would dump upon newspapers in return for favorable terms. Newspapers also spent huge canvassing funds to secure advertisements.

There was no fixed stable price, and rates, low or high, depended simply on the time and attendant conditions. The rough-and-tumble situation which prevailed at the time is summed up precisely by a statement made by an American, who managed a provincial daily and also engaged in newspaper advertising. His remark on giving up business and leaving Japan was: "Ad-

vertising in Japan is akin to uncontrolled fraud."

With the elimination of all official controls on advertising, fears are being felt that unrestricted rates may again lead to conditions as that which existed in the past.

The Japan Newspaper Publishers' & Editors' Association feels in this respect that the best way for curbing such a trend would be to realize frank disclosure of true circulation figures by general use of the A.B.C. system employed in the United States. It is now taking steps in this direction.

By utilizing such a method, the Association believes that both advertisers and advertising agencies will be able to secure vital information, which in turn would contribute to the establishment of rates on the basis of newspaper circulation.

In this connection, it should be noted that papers in Japan are now looking forward eagerly to obtaining advertisements from foreign firms with the resumption of private foreign trade.

For foreign advertisers, it may prove to their interest and welfare to seek the services of the Japan Newspaper Publishers' & Editors' Association for securing pertinent information concerning newspaper advertising in Japan.

The following figures denote the circulation (based on paper allocation) and advertisement income of the Association papers.

#### Year 1946

1. Number of Association papers—82.
2. Average total circulation of dailies throughout the year—15,834,369 copies.
3. Total revenue from advertisements—375,000,000 yen.

4. With advertising agencies handling 90 per cent of the newspaper advertisement charges and averaging a commission of 18 per cent, their share is estimated at 52,300,000 yen.

#### Year 1947

1. Average number of association papers—115.
2. Average total circulation of dailies throughout the year—17,536,104 copies.
3. Total revenue from advertisements—over 1,150,000,000 yen.
4. With advertising agencies receiving 80 per cent of the newspaper advertisement charges and deducting 18 per cent (direct transactions by individual papers increased one per cent over the previous year), or 165,600,000 yen in commission, the actual income of newspapers from advertisements increased by 2.9 times over the previous year.

In the last half of 1947, actual average per unit monthly advertising income of the member papers rose to 9.47 yen.

For reference, the following figures represent total advertisement and publicity expenses during 1946.

1. Papers affiliated with the Association—1,150,000,000 yen.
  2. Non-affiliated papers—50,000,000 yen (est.)
  3. Monthly magazines—80,000,000 yen (est.)
  4. Outdoor advertising—100,000,000 yen, including 35 per cent tax.
  5. Poster display—60,000,000 yen, including 35 per cent tax.
  6. Others (cinema slides, sidewalk broadcasting, etc.)—20,000,000 yen, including 10 per cent tax.
- Total—1,460,000,000 yen.

## THE NEWSPAPER COOPERATE DISTRIBUTION ASSOCIATION, ITS PAST, PRESENT, AND FUTURE

By DAIZO NAGAI

Managing Director of the Association

### 1. The Status Quo

The Newspaper Cooperative Distribution Association is a juridical person inaugurated on December 1, 1946, and designed to enforce cooperative distribution in a rational way of newspapers issued by the members. Although newspaper publishing com-

panies freely can join or withdraw from this Association, 110 of the nation's 149 dailies have become its members chiefly because the membership offers convenience and opportunity to rationalize the management of newspaper publishing; the number of daily copies handled by the Association amounts to 17,800,000, or 97 per cent

of the total output of the nation's newspapers.

As executive organs of this Association function the central headquarters in Tokyo and nine other zonal organs, the Tokyo Metropolitan bureau in Tokyo, the Kanto Bureau in Tokyo, the Tohoku Bureau in Sendai, the Hokkaido bureau in Sapporo, the Chubu bureau



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in Nagoya, the Hokuriku bureau in Kanazawa, the Kinki bureau in Osaka, the Chugoku and Shikoku bureau in Fukuoka. Under these bureaus operate 59 prefectural offices in accordance with their constitution.

Main businesses provided for in the constitution are as follows:

1. Cooperative distribution of newspapers issued by the member publishing companies.
2. Various investigations and liaison work in general required to carry on cooperative distribution of newspapers.
3. Supply of materials to the newspaper distributing agencies and their employes.
4. Liaison work concerning transportation involving cooperative distribution of newspapers.

To carry on the above-mentioned business, this Association works as the mediant between the member newspaper publishing companies and newspaper distributing agencies in cities, towns and villages in concluding contracts concerning sales of their newspapers. In other words, this Association first purchases by contract newspapers issued by its members and then sells them to the contracting distributing agencies as a matter of procedure. But this Association never participates in actual sales or distributions of newspapers; it only collects money from the nation-wide distributing agencies and hands it over to its members. For this reason, this Association does not concern itself with actual transportation or delivery and receipt of newspapers or with attempts to increase and decrease circulation, for such transactions are handled directly by its members and their distributing agencies.

The principal function of this Association, therefore, can be said to carry out a cooperative collection of money from the distributing agencies, but that does not tell the whole story. For, by acting as the party directly concerned with making contracts concerning sales of newspapers issued by its members, this Association serves to maintain the system of cooperative distribution of newspapers, thereby preventing the emergence of unfair competition among its members as well as rationalizing the management of its members.

Expenditure for the operation of this Association, however, is appropriated by its members in accordance with the number of their subscriptions; this Association does not get profits accruing from sales of newspapers, although it is responsible in name for purchase and sale of newspapers.

## 2. General History

The system of newspaper distribution in this country formerly followed the pattern created by necessity by various newspaper publishing companies; they established their own distributing agencies in localities and enforced the exclusive distribution system based on free contracts. This system, however, gave rise to keen competition among various publishers, on the one hand, and among their distributing agencies, on the other, as well as to extreme circulation building contests which resulted in a horrible waste of labor and materials. Thus this system finally brought about unfair sales competition among dealers. But developments of the Sino-Japanese Incident in 1941 not only restricted the production of newsprint and other necessary materials but also forced economy in labor as well. As a result, the newspaper publishers were compelled to initiate a system by which to eliminate unfair competition. Through the good offices of the Government, therefore, they concluded an agreement for the establishment of common distributing agencies following the dissolution of their exclusive agencies that had existed in cities, towns and villages for some time past. This cleared the way for the system of cooperative distribution.

The following explains the first collective sales system:

A. The Newspaper Cooperative Distribution Association (December 1, 1941, to October 31, 1942.)

This Association which abolished the decades-long free sales system established an epoch-making cooperative distribution system. But the Pacific War that broke out shortly served to bolster controls over various economic organizations and the promulgation of Imperial ordinance concerning newspaper publishing business led to the institution of a control organ, the Japan Newspapers Association, in February, 1942. Controls were applied to the newspaper cooperative distribution organ, too, thereby forcing a revision of the existing autonomous structure. Consequently, the Japan Newspaper Rationing Association (from November 1, 1942, to February 30, 1945), was established as the second cooperative distribution agency to enforce the distribution policy as directed by the president of the Japan Newspapers Association on the basis of newspaper control regulations.

The Rationing Association was an official control organ, as it were, which charged the nation's newspaper publishers with the responsibility of becoming its members. The organization and operation of the association

were independent of its member newspapers; through contracts with distributing agencies concerning bolstered controls, it unified the nation's cooperative newspaper distribution system.

The Rationing Association continued to operate for two and a half years, but with the intensification of open hostilities, the Government found it feasible to change its press policy and disbanded the Japan Newspapers Association following a revision of the newspaper publishing business ordinance in February, 1945. The result was that the Rationing Association had to bow to this change in the situation and the Japan Newspapers Corporation (March 1, 1945, to September 30, 1945) was organized as the third cooperative sales agency under the guidance of the Information Bureau. This corporation took over from the Japan Newspapers Association business concerning adjustments of advertisements, management, newspaper publishing materials of its members and carried on these undertakings together with cooperative newspaper distribution, to which it had an exclusive right.

With the termination of the Pacific War on August 15, 1945, however, the corporation eliminated wartime controls and cleared the way for the establishment of an autonomous cooperative distribution organ, the Japan Newspapers League, the fourth of its kind. (from October 1, 1945, to November 30, 1946)

The league was born not only to wipe off all wartime colors following the war's end but also to promote the healthy development of the press in a peaceful country, thereby proposing to rationalize the distribution newspapers in the hands of an autonomous body.

Subsequently, as the Japan Newspaper Publishers and Editors Association was organized at the end of 1946, it took over all business directly concerning the publication of newspapers which had been handled by the corporation and all undertakings attendant on cooperative newspapers sales have been entrusted to the Newspaper Cooperative Distribution League which was organized on December 1, 1946, as an autonomous mutual body.

## 3. The Future

As already stated, the Cooperative Distribution League is a voluntary cooperative and autonomous organ free from official controls. A further scrutiny reveals that the League is a party to the newspaper cooperative distribution contracts, and that it in a way represents the common interests of its member newspapers and the distribut-



ing agency. For this reason, a reorganization of the League in accordance with the Economic Decentralization Law appears inevitable in the near future.

For a few decades since the inception of the press, house-to-house delivery has been made to subscribers. Of the 17,800,000 subscriptions handled by the League, 92 per cent, or 16,340,000 copies are being delivered directly to the subscribers. Accordingly, the impending reorganization plan must exclude the possibility that the loss of the nucleus of the cooperative distribution system gives rise to confusion in house-to-house delivery of newspapers. Conscious of this possibility, various newspapers have been studying the reorganization issue seriously and

may be able to work out a solution by the spring of 1948.

A new plan is likely to provide that various newspaper publishers and distributing agencies will directly conclude contracts to the exclusion of the League, thereby virtually forcing the latter to disband. As for newspaper delivery agencies, there may have been some change in their business transactions due to wartime and post-war developments but they have continued to exercise a virtual monopoly over newspaper delivery since 1941 when the newspaper cooperative distribution system came into being. It is recommended therefore that they be developed into a structure capable of carrying on free competition by some means when they enter into direct contracts

with newspaper publishing companies.

But in view of the fact that under the existing economic circumstances the production of newsprint is restricted in every possible way, there is little likelihood that such keen competition as witnessed in pre-war days will crop up even if a reorganization plan that admits of free competition should be implemented.

As long as the current situation continues, we believe that it is the best to set up an organization that permits the delivery to the subscribers of the type of newspaper they want in a most convenient way even after the reorganization plan materializes and this would be possible when the cooperative distribution system is maintained in general.

## SHOP TALK OF NEWSPAPER PUBLISHING IN JAPAN

By CHUGO KOITO

In 1929 when liberalism was rising in various aspects of national life in Japan, M. D. Kennedy, a British journalist, made a flattering comment on the Japanese press. He said:

The vernacular press of Japan can never be accused of lacking initiative or "push." In organization, in economy, in circulation, in general management, it has little to learn either from England or America.

Do the Japanese newspapers, however, deserve such laurel wreaths today? To this writer it seems that they have plenty to learn from their counterparts in the United States and Great Britain, particularly with reference to clear and concise writing as well as efficiency and coordination in news gathering and editing. He makes this statement despite his recognition that the Japanese vernacular press is "not worse" today than pre-war, as is generally taken for granted.

One thing that should be taken into account in this conjunction, however, is the fact that the newspapers in Japan operate under the Occupation pursuant to the new standards of journalism, with which Japanese editors and reporters are not as yet perfectly familiar. It is true that post-censorship had been in force since July 15, 1948, but Japanese editors still labor under considerable handicaps and take pains not to over-emphasize the importance of speed in reporting as well

as the Japanese habits of news and editorial writing lest they should fall back on the old order that is associated with war and aggression.

Thus placed under Allied tutelage and self-discipline, Japanese editors in some cases find themselves uncertain of how to handle news events of the day, both foreign and domestic, although they have to put them out under pressure of news urgency, depending on their own judgments. As a free press, therefore, the Japanese newspapers still stand on the threshold of gaining independence; they are operating with their feet not securely on the ground.

This does not mean, however, that they have lost much of the initiative and push Mr. Kennedy said they had had twenty years back. Far from it, they are endowed with sufficient potency for doing "the good that far outweighs the harm" despite a full measure of their follies and foibles, as Mr. Kennedy put it.

Since the war's end, the Japanese press has been trying, among other things, to make news stories easier to read through use of a simpler language than heretofore. While the adoption of a simpler language has not served to eliminate entirely abstract and vague news writing peculiar to Japanese, the innovation has made it simpler and speedier for the printer's devil to translate pencil-

scribbled news into metal; the number of Chinese characters for newspaper use has been slashed to 1,850 from approximately 4,000 although an occasional appearance of difficult Chinese and Japanese proper nouns makes it necessary to keep more characters ready on hand. In addition, the simplified usage of "kana" syllabaries greatly has cut down labor and trouble in writing and composing.

This explanation, however, may not be clear to the Occidental reader who regards his newspaper as a product of the typewriter and the linotype, a mechanism consisting of less than 30 letters and a score of figures and marks. For newspaper making in Japan is not so simple as that; this fact explains why an average Japanese daily goes off press approximately one hour behind its rivals in other advanced countries of the world.

### From Editor to Printer

Prior to discussions on the organizational aspect of the vernacular press, let us take a look at the composing room of a typical Japanese daily newspaper office. There we find both the most salient and backward features of newspaper making in the country.

As soon as the editor puts down his blue pencil, the copy boy grabs the flimsy from him and sends it down through the pneumatic tube to the composing room, usually located in



the basement, where the hard-working compositor astonishingly speedily turns pencil-scrawled copy into type of confusing syllabaries and maze-like Chinese characters.

With copy and a galley in one hand and a blue sun-shade over his eyes, the compositor faces his type cases and picks syllabaries and characters as they appear in the news almost as efficiently and accurately as the linotypist hits the keys of his machine. And as one story is finished, he forwards the fruit of his labor to the type setter who arranges syllabaries and characters legibly in order and then hands the galley over to the "galley boy." The galley boy then prints a proof of the story and sends it up to the proof reader together with the original. He goes over the printed sheet and makes corrections in red ink wherever necessary in the light of the original copy and when this is done, he returns the proof down to the composing room. The galley printer has to get busy again with a pair of pincettes. He picks out misplaced types, puts in corrections and prints another proof of the copy which is submitted to the proof reader for approval.

Up to this stage, the Japanese printing process is remindful of the days of 18th and 19th century daily sheets, such as the Daily Courant of England and the Boston News Letter of the United States, when the printers did all their type-setting work by hand instead of the linotype as today. Even in this respect, however, the Japanese printer works under unsurmountable handicaps with some 1,850 puzzling Chinese characters and a set of some 50 Japanese syllabaries. Under pressure of haste and urgency, therefore, even competent compositors make mistakes in picking types of similar looking characters and syllabaries, such as "right" and "left," "cryptomeria" and "pine," or "male" and "female," to mention only a few cases; which when scribbled on a flimsy sheet are extremely difficult to distinguish.

It can be said therefore that the Japanese printer in a way still labors under a bigger handicap today than the printer-editor of American daily news sheets in the colonial days.

Meanwhile, proof making and reading continue until the copy gets into proper form. When this tedious work comes to a close, the make-up man sets news stories in their appropriate places in accordance with the editor's instruction and prints a proof of the page as soon as the deadline comes. Then the proof is presented to the editor for final approval. With his "go ahead" signal, the page goes to the

stereotype room where matrixes and plates are cast and then to the press room.

By and large, 40 minutes to one hour elapse before the printer starts to work after the copy leaves the editor's desk. In other words, there is a distance of approximately one hour between the editor and the printer. The process to follow requires no explanation inasmuch as it is identically the same as that of Occidental newspaper publishing.

#### Organization of the Editorial Room

By and large, the Japanese daily newspaper office is made up of three major departments, editorial, mechanical, and business. In some offices there are additional departments of general affairs and publication, but the three department system is the standard for the average daily office. Explanations on the function of each department appear superficial inasmuch as it hardly differs in principle in any newspaper office in the world.

In the Kyodo News Service, however, the burden of the work is shared by five main bureaus, general affairs, editing, domestic news, foreign news, feature service, and communications, each having several departments under its jurisdiction as follows:

General Affairs: business, welfare, transportation

Editing: "Seiribu" (news editing), proof-reading, research, news examination, typists, copy boys

Foreign News: Foreign news, Far Eastern news, English news service, occupation news

Domestic News: politico-economic news, social news, and sporting news

Feature Service: feature articles, photos, and commentaries

Communications: news distribution, telephone operators, radio mechanics, foreign news receiving, copy distributing

In newspaper and Kyodo offices alike every department is headed by the editor with one or two assistant editors and a staff of several to three scores of reporters and desk men. The chief of the editorial bureau supervises all editorial work.

Daily editorials are written by the editor-in-chief and editorial writers who usually concurrently hold other posts, such as editors of some departments.

Now let us explain how individual departments function to make up daily news sheets. One of the most important sections of the editorial bureau under the Occupation is the foreign news department which in some newspaper offices are divided into the European-American department and

the Far Eastern department. Both edit and translate foreign news dispatches for domestic consumption. No newspaper or news agency now maintains a bureau or correspondent anywhere outside Japan proper. Hence with the exception of large newspapers which receive news services under special contracts from foreign agencies correspondents, virtually all the daily newspapers in the country depend on the Kyodo News Service for foreign news dispatches.

#### The Kyodo News Service

It is pertinent therefore to make a brief explanation of the Kyodo News Service which virtually keeps the reading public in Japan in the midst of the never-ending news stream of world affairs through its contracts with outstanding news agencies of the world, such as the Associated Press and, the United Press of the United States, the Reuters of Great Britain, the AFP of France, Tass of the Soviet Union, and the Central News Agency of China.

While American and British news disseminators are noted for their full and comparatively accurate world coverage including the Far East, Kyodo depends on other agencies as well for interpretative and detailed reports of official activities or announcements. As witness, Kyodo is supplied by the Central News Agency of China with good news material with reference to its own Government in Nanking and provincial governments under its jurisdiction.

Kyodo's foreign news department handles all news flowing in through AP, UP, Reuters, AFP, and other news agencies from the rest of the world excluding the Far East and the Southern Region which are covered by the Far Eastern news department with the aid of the Central News Agency and the Shin-hua News Agency of China in addition to the above-mentioned international news gatherers. Both departments are equipped with a staff of a similar size specially trained for translation and interpretative work.

In the selection and handling of the news, the editors are required to keep always foremost in mind two essentials, namely, news value from the standpoint of the reading public in Japan and compatibility of the news with the growth of democracy in a new-born "peaceful and cultural" nation. Even though the country is occupied, the editors could not ignore Japanese taste and requirements in dishing out the daily news of world events. They could not hold their chair even a single day if they translate foreign dispatches word for word and put



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them out as they come in. They ought to know what and how to delete and summarize the news although under no circumstances can they afford to twist it to serve any specific purpose other than democracy. The editors are instructed to lay hands off any tendentious matter considered inimical to the development of democracy in the country.

To work in the Far Eastern news department, a knowledge of the Chinese language is essential in addition to English inasmuch as news writers often come across the Chinese proper nouns too riddling to be handled without a reading knowledge of Chinese.

When foreign dispatches are distributed by Kyodo to its member daily newspapers throughout the country, they bear such date-lines as "Washington, September 5, (AP-Kyodo)," "Shanghai, October 3, (UP-Kyodo), or "London, November 8, (Reuters-Kyodo)", to show the original sources of the news and its disseminator. Japan's absolute dependence on foreign news agencies for interpreting the endless stream of world affairs is likely to continue as long as the Allied powers remain split over the burning issue of the peace for Japan. It is quite obvious that only a few newspapers will be able to dispatch correspondents abroad for financial reasons even after the peace is written, but Kyodo and a handful of principal dailies appear itching to re-establish their net-work of communications, though meager, in key points of the world to satisfy their peculiar needs, conditions and attitudes.

#### News Relay

Before we switch our discussion to the newspapers in general, let us discuss briefly how news is relayed from the Kyodo main office in Tokyo to member newspapers throughout the country. Although Kyodo is expected to start transmitting its daily service through its newly-invented tape-tape facsimile in the fall of 1948, it still reaches its clients by radio and through exclusive telephone service which links Tokyo with Sendai, Aomori, Hakodate and Sapporo in the north, Nagoya, Kyodo, Osaka in mid-Japan, and Fukuoka, Nagasaki, Kagoshima in the west, and Fukui, Kanazawa and Niigata in the northwest, to give an inkling of the situation. As soon as news reaches the Kyodo branch offices in these provincial news centers, it is again relayed therefrom to the member subscribers by telephone. Radio newscast, however, operates on a 24-hour basis.

Provincial newspapers are not the only ones which get the news hot from

the wire by radio and telephone. Even Tokyo dailies with the exception of such principal newspapers as the Asahi, the Mainichi, the Yomiuri, the Tokyo Shimbun, keep themselves constantly in touch with the Kyodo office by telephone. Most metropolitan evening papers, such as the Tokyo Times, the Shin Yukan, the Tokyo Mimpo, the pro-Communist Akahata, maintain their "correspondents" in the Kyodo main office to keep up with minute-to-minute developments of daily events at home and abroad in a serious attempt to guard against scoops by better-equipped and better-staffed rival papers in the Metropolis. Even the Jiji Press, a new agency, keeps its men in the Kyodo office.

These local "correspondents" get copy from Kyodo as soon as it comes out from the news editing desk and relay it to their office through their exclusive telephone installed in the center of the Kyodo office; if they wait for Kyodo copy through normal channels, it will be delayed perhaps more than one hour for it goes to the typist, proof-reader, the mimeograph printer and then the copy boy who delivers the printed sheets to the subscribers on bicycles.

#### Ordinary newspaper office

Now turning to ordinary newspaper offices, we find there the Occupation news department called the liaison or public relations department peculiar to the press in an occupied country which handles hand-outs from Occupation authorities, domestic news written by foreign correspondents and covers news conferences of the G.H.Q. and the Far Eastern Commission, and other Allied sources. This department plays an important role in making up the daily sheets, especially in view of the fact that Allied news originating in the country occupies an attractive and sizable portion of both first and second pages side by side with domestic stories of a political, economic, and social nature. The department is staffed with a few English-speaking reporters and several competent news translator-writers.

The politico-economic department perhaps is equipped with the largest number of staff members. As in any other country, political reporters cover all Government agencies, political parties, the Diet, and other political news sources while economic leg-men keep watch over their beats, principal banks, corporations, the stock exchange, and other financial news sources. The department furthermore stands alert over the labor union movement which since the war's end has assumed such importance as never

known to the country. Although labor disputes are covered by the social news department, the politico-economic editors are to explain the whys and wherefores of sabotages, walk-outs, strikes and any other form of labor tactics in relation to the political, economic, and social phases of national life.

The social news department still plays its time-honored role for keeping reader interest in its paper. While yellow journalism has no place even in social news pages, reporters in this department are out to scoop the most sensational news events of the day in Government and public offices, schools, police stations, procurators' offices, courts, labor union headquarters. It may be interesting to note that special prominence is being given to news of staple-food rations and food imports from the United States and elsewhere.

The provincial news department is the nucleus of the net-work of correspondents that extends to all key points of the country. Not only does it gather provincial news from branch offices in major cities and advance listening posts in minor points throughout the country but it edits such news to be printed in the second page of the daily sheet with the heading of some provincial edition or section. Telephones are used as the main means of conveyance although telephotography is used in some rare cases.

This department does not submit its stories to the news editing desk for adjustment and approval. Instead, it sends down copy independently and directly to the composing room and makes up the provincial edition or section which is only a part of the second page of the daily paper.

The feature news department (Gakugei-bu) also disposes of its own stories, such as sciences, the arts, education, religion, culture and recreation, and household, on its own responsibility without depending on the news editing desk. It in addition handles book, screen, and theatrical reviews, radio programs, serial novels, "go" and "shogi," Japanese checker games. News illustrations, caricatures and comic strips are also edited in this department. Articles are solicited from known figures in their particular field.

The sporting news department and the photographic department probably require no special explanation.

The communications department takes care of all incoming and outgoing news and news photos through exclusive wire and wireless apparatus or by carrier pigeons. All copy is handed over to the editor in charge who in turn forwards it to the news



editing desk. All deliveries are done by copy boys. The news editor selects and edits the news pursuant to the editorial policy of his newspaper, writes the headline, decides the size of its types, and makes up the pages.

#### Page make-up

Ordinary newspapers put out two-page sheets everyday except once a week when a four-page edition is published. The front page is usually filled with both political and economic news, domestic and foreign, but when hot news breaks in the country, it gets in the first page with an attractive headline. As witness, the Asahi headlined in the front page the world swimming record established by Hironoshin Furuhashi in Japan's 1,500-meter free-style finals in the summer of 1948, thus breaking the tradition of keeping the first page for what is called "stalwart news."

In the second page are printed social, feature and sports news. Large newspapers which circulate in provinces include in this page what is named the "provincial section" filled with stories designed for consumption in a particular prefecture or zone. Since this "provincial section" is a most effective circulation builder in provinces, large newspapers issue more than a dozen different editions a day to meet special requirements in various localities of the country.

Although newsprint allocation is limited,—a daily ration is estimated at 18,970,000 copies for the entire newspaper press in Japan, all enterprising

newspapers employ every possible means to increase their circulation. For instance, in the face of their inability to maintain correspondents abroad, leading papers engage foreign newspapermen or Japanese residents in Europe and the United States to dispatch special articles on topics of the day or interesting aspects of national life in the country in which they reside. While their articles may not be of special importance to Japan, they are given prominent display in front pages as "attractions."

Some newspapers use news articles written by American or British correspondents in Tokyo to give the Japanese reading public Allied points of view concerning various aspects of politics, finance, labor, jurisprudence, education and other subjects pertaining to democracy.

To give a variety of reader interest, principal papers hold round-table conferences of their staff members, key figures in various circles in Japan, or foreign correspondents and prominent foreign residents in the country to discuss topics of the moment.

All these news items are played up in front pages with pictures of participants, giving an impression that they are being a bit overdone in proportion to their importance and space of the newspapers.

However they may be, these news features and feature articles are and will be treated and accepted as circulation builders until the Japanese press gains direct access to wider news

sources in the world.

Despite all these follies and foibles, however, one cannot deny that the Japanese newspapers are trying to educate themselves and their reading public in an attempt to elevate their country to the standards of more advanced democratic countries in the world. Even purely journalistically speaking, the Japanese press is endeavoring to learn all tricks of the trade in the workshop of democracy in the light of examples shown by the G.H.Q. press section.

Already foreign critics are unanimous that the Japanese newspapers have learned in a short period of three years since the war's end admirably well how to pack their two-page daily sheets with good news material which they failed to dish out in four pages or wider space in pre-war and wartime days.

While 17 columns are squeezed in the blanket sheet in a way that is almost injurious to the eye sight, they are all neatly crowded with factual news, entertaining and cultural reading material.

Credit must go to reporters and editors who apparently surpass their predecessors in points of their serious search for facts and their efforts to translate their observations conscientiously into copy for print.

One would not forget to add, however, that G.H.Q. press officials have helped Japanese newspapers and journalists in making what they are today.

## SCAP DIRECTIVES AND MEMORANDUMS CONCERNING Press and Information in Japan

Office of the Supreme Commander for  
the Allied Powers

10 September 1945

Memorandum for the Imperial Japanese Government

Through: Yokohama Liaison Office

From: The Supreme Commander for  
the Allied Powers

Subject: Freedom of Speech and  
Press

1. The Japanese Imperial Government will issue the necessary orders to prevent dissemination of news, through newspapers, radio broadcasting or other means of publication, which fails to adhere to the truth or

which disturbs public tranquility.

2. The Supreme Commander for the Allied Powers has decreed that there shall be an absolute minimum of restrictions upon freedom of discussion of matters affecting the future of Japan is encouraged by the Allied Powers, unless such discussion is harmful to the efforts of Japan to emerge from defeat as a new nation entitled to a place among the peace-loving nations of the world.

3. Subjects which cannot be discussed include Allied troop movements which have not been officially released, false or destructive criticism of the

Allied Powers, and rumors.

4. For the time being, radio broadcasts will be primarily of a news, musical and entertainment nature. News, commentation and informational broadcasts will be limited to those originating at Radio Tokyo studios.

5. The Supreme Commander will suspend any publication or radio station which publishes information that fails to adhere to the truth or disturbs public tranquility.

For the Supreme Commander

Harold Fair,  
Lt. Col., A.G.D.,  
Assist. Adjutant General



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**Office of the Supreme Commander for  
for Allied Powers**

19 September 1948

AG 000.73 (18 Sept. 45) CI

Memorandum for: Imperial Japanese  
GovernmentThrough: Central Liaison Office Tokyo.  
Subject: Press Code for Japan.

1. News must adhere strictly to the truth.
2. Nothing shall be printed which might, directly or by inference, disturb the public tranquility.
3. There shall be no false or destructive criticism of the Allied Powers.
4. There shall be no destructive criticism of the Allied Forces of Occupation and nothing which might invite mistrust or resentment of those troops.
5. There shall be no mention or discussion of Allied troops movements unless such movements have been officially released.
6. News stories must be factually written and completely devoid of editorial opinion.
7. News stories shall not be colored to conform with any propaganda line.
8. Minor details of a news story must not be over emphasized to stress or develop any propaganda line.
9. No news story shall be distorted by the omission of pertinent facts or details.
10. In the make-up of the newspaper no news story shall be given undue prominence for the purpose of establishing or developing any propaganda line.

For the Supreme Commander:  
Harold Fair  
Lt. Colonel, A.G.D.  
Assist. Adjutant General

**Office of the Supreme Commander for  
the Allied Powers**

22 September 1945

AG 000.77 (22 Sept. 45) CI

Memorandum for: The Imperial Japanese  
GovernmentThrough: Central Liaison Office,  
Tokyo.

Subject: Radio Code for Japan.

1. News Broadcasts
  - a. Newscasts must adhere strictly to the truth.
  - b. Nothing shall be broadcast which might, directly or indirectly, disturb public tranquility.
  - c. There shall be no false or destructive criticism of the Allied Powers.
  - d. There shall be no destructive criticism of the Allied Forces of Oc-

cupation and nothing which might invite mistrust or resentment of those troops.

e. No announcement shall be made concerning movement of Allied troops unless such movements have been officially released.

f. Newcasts must be factual and completely devoid of editorial opinion.

g. Newcasts shall not be colored to conform to any propaganda line.

h. Minor details of a newscast must not be over emphasized to stress or develop any propaganda line.

i. No newscast shall be distorted by the omission of pertinent facts or details.

j. Presentation of news items in newscasts shall not be so arranged as to give undue prominence to an item for the purpose of establishing or developing any propaganda line.

k. News commentary, analysis, an interpreting of the news shall strictly conform to the above requirements.

## 2. Entertainment Programs

Programs of entertainment which include plays, skits, dramatizations, poetry, variety shows, comedy, etc. shall conform to the requirements set forth in paragraph 1-A on news broadcasts with particular emphasis on the following:

a. Themes shall not be used which may be construed as fostering any propaganda line.

b. Themes shall not be used which, directly or indirectly disparage the Armed Forces or peoples of the Allied Powers, nor will themes be permitted which would tend, directly or indirectly to ridicule those Allied Forces and peoples.

## 3. Programs of Information and Education.

Programs of Information and Education, which include lectures and talks on subjects such as agriculture, forestry, mining, banking, etc.; lectures and talks on subjects such as history and geography; announcements of an information nature from governmental agencies; and other allied types of programs, shall conform to the following:

a. Material shall be strictly factual and all interpreting and editorializing shall be founded in fact.

b. Material shall be free from any propagandizing.

c. Remarks or statements that would tend to disturb public tranquility are prohibited.

d. Material shall not be used which can be construed as detrimental to relationships between Allied

Powers, or which places any one of the Allied Powers in disrepute.

## 4. Commercial Programs

In the event that commercial firms use the radio for advertising purposes, the script prepared by these firms shall conform strictly to the policies set forth above.

For the Supreme Commander:

Harold Fair  
Lt. Colonel, A.G.D.  
Assist. Adjutant General

**Office of the Supreme Commander for  
the Allied Powers**

24 September, 1945

AG 000.76 (24 Sep 45) CI

Memorandum for: Imperial Japanese  
GovernmentThrough: Central Liaison Office,  
TokyoSubject: Disassociation of Press from  
Government

1. In order further to encourage liberal tendencies in Japan and establish free access to the news sources of the world, steps will be taken by the Japanese government forthwith to eliminate government-created barriers to dissemination of news and to remove itself from direct or indirect control of newspapers and news agencies.

2. No preferential treatment will be accorded to any news service now existing or which may be created. Foreign news services of all nations will be permitted to serve the press of Japan to the extent that press desires.

3. All communications facilities under government control shall be equally available to all national and international news agencies so that distribution of news within the Japanese home islands will not be the special privilege of one controlled organization.

4. The government will rescind its prohibition on reception of incoming wireless telegrams (foreign news) by any agency except the Ministry of Communications. Interception by any agency of radio news broadcast by the United Nations as a public service will be permitted. The property rights of news transmitted by recognized press services will be observed.

5. The present system of distribution of news within the home islands will be permitted under strict censorship until such time as private enterprise creates acceptable substitutes for the present monopoly.

For the Supreme Commander:

Harold Fair  
Lt. Colonel, A.G.D.,  
Assist. Adjutant General



## SCAP DIRECTIVES &amp; MEMORANDUMS

**Office of the Supreme Commander for the Allied Powers**

AG 311.7 (24 Sep 45) CI

24 September, 1945

Memorandum for: Imperial Japanese Government

Through: Central Liaison Office, Tokyo

Subject: Clarification of Censorship Directive

1. Your message dated 15 September 1945 asking for clarification of the memorandum issued by the Supreme Commander for the Allied Powers on 10 September 1945 regarding censorship has been received.

2. The answers to your questions as follows:

a. Communications from the Supreme Commander for the Allied Powers to the Japanese government will be regarded as "officially released" only when they have been cleared by the Public Relations Office, General Headquarters.

b. Official announcement by local Occupation Headquarters will be treated in the same manner as official announcements by the Supreme Commander in that they will be regarded as "officially released" only when cleared by the Public Relations Offices of the local Occupation Headquarters.

c. Communications from the Commanders of local Occupation Forces stationed in various districts of Japan will be regarded as "officially released" for publication only when cleared by the Public Relations Office of the respective local Occupation Force Headquarters. The information regarding the occupation by any advance units of various areas of Japan will be treated as "released" when cleared by the Public Relations Office of that advance unit.

d. At the present time no broadcasts of news are to be permitted except those originating from Radio Tokyo. With reference to local news broadcasts concerning the occupation by Allied Troops, such news can be initiated by the local radio station if it has been cleared by the Public Relations Office of the Occupation Troops in each respective area. The broadcasting of local comments regarding foodstuffs and local environmental conditions is permitted so long as such broadcasts are first cleared through the Press, Pictorial and Broadcast Division of Civil Censorship Detachment.

e. Your first question, in regard to "official releases" being limited to official announcements by the

Supreme Commander for the Allied Powers, has been answered by the qualifications as stated above.

For the Supreme Commander:

Harold Fair  
Lt. Colonel, A.G.D.,  
Assist. Adjutant General

**Office of the Supreme Commander for the Allied Powers**

AG 000.76 (27 Sep 45) CI

27 September, 1945

Memorandum for: Imperial Japanese Government

Through: Central Liaison Office, Tokyo

Subject: Further Steps toward Freedom of Press and Speech

1. The Japanese government forthwith will render inoperative the procedures for enforcement of peace-time and war-time restrictions on freedom of the press and freedom of communications.

2. Only such restrictions as are specifically approved by the Supreme Commander will be permitted in censorship of newspapers and other publications, wireless and transoceanic telephone, cable, internal telephone and telegraph, mail, motion pictures or any other form of the written or spoken word.

3. Pending repeal of laws imposing restrictions which have given the government complete control of all channels of expression of public opinion their enforcement shall be suspended.

4. No punitive action shall be taken by the Japanese government against any newspaper or its publisher or employees for whatever policy or opinion it may express, unless ordered by the Supreme Commander. The power of the government to revoke permission to publish, to arrest without prior approval of the Supreme Commander, to impose fines on publications and to curtail paper supplies as a punishment for editorial comment shall not be exercised.

5. Compulsory organizations of publishers and writers will be discontinued.

6. No press bans will be issued by any government agency and no pressure, direct or indirect, will be exerted on any medium to compel it to conform to any editorial policy not its own.

7. Steps shall be taken to repeal such parts of existing peace-time and war-time laws as are inconsistent with the Supreme Commander's directives of 10 September 1945 relating to dissemination of news, and of 24 Sept-

ember 1945 relating to disassociation of press from government; subject laws including:

- a. Shimbunshi-Ho
- b. Kokka Sodoi-Ho
- c. Shimbunshi-to-Keizai-Seigenrei
- d. Shimbun-Jigyo-Rei
- e. Genron, Shuppan, Shukai, Kessha Rinji Torishimari-Ho.
- f. Genron, Shuppan, Shukai, Kessha To Rinji Torishimari-Ho Shiko Kisoku
- g. Senji Keiji Tokubetsu-Ho
- h. Kokubo Hoan-Ho
- i. Gunki Hogo Ho
- j. Fuon Bunsho Torishimari-Ho
- k. Gunyo Shigen Himitsu Hogo Ho

1. Juyo Sangyo Dantai Rei Oyobi Juyo Sangyo Dantai Rei Shiko Kisoku

8. A report will be submitted to the Supreme Commander on the first and the sixteenth day of each month describing in detail the progressive steps taken by the Japanese government to comply with this order and the orders of 10 September and 24 September.

For the Supreme Commander

Harold Fair  
Lt. Colonel, A.G.D.,  
Assist. Adjutant General

**United States Army Forces, Pacific  
General Headquarters  
United States Army Forces, Pacific  
Public Relations Office**

1700

Press Release

14 September, 1945.

The Supreme Commander has ordered the entire suspension of the Domei News Agency.

**Office of the Supreme Commander for the Allied Powers**

APO 500

1 October 1945

Memorandum:

Subject: Request for information on paper industry.

To Mr. Ohta, Central Liaison Office, Tokyo

The following information is desired by 7 October, 1945:

- a. The present production of newsprint and paper suitable for printing magazines.
- b. The location of the mills producing the types of paper described in above.
- c. The factors affecting their production with an estimate of the pro-



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duction possible upon remedying such factors.

d. An estimate of the stocks of paper of these types in Japan at present.

e. A statement of controls exercised over the manufacture and distribution of such paper.

f. The present allocation of paper to various consumers and the basis therefor, if such allocations are being made.

R. C. Gramer  
Colonel, G.S.C.  
Chief, Economic &  
Scientific Section

**General Headquarters Supreme Commander for the Allied Powers**

AG 000.75 (8 Oct. 45) CI

16 October 1945

Memorandum for: Imperial Japanese Government

Through: Central Liaison Office, Tokyo

Subject: Elimination of Japanese Government Control of the Motion Picture Industry

1. Further to the directive of 27 September 45 from the Supreme Allied Commander, titled "Further Steps toward Freedom of Press and Speech," the Japanese Government forthwith will render inoperative the procedures for enforcement of peacetime and wartime restrictions on freedom of speech in motion pictures, including news-reels.

2. The directive of 4 October 45, titled "Removal of Restrictions on Political, Civil, and Religious Liberties," also shall apply.

3. Pending repeal of laws imposing restrictions on the motion picture industry, making it a channel for dissemination of propaganda, their enforcement shall be suspended.

4. No punitive action will be taken by the Japanese Government or any of its agencies against motion picture companies, producers, actors, directors or other persons or associations of persons engaged in the motion picture or legitimate theater industry for exercising their lawful freedom of speech.

5. Steps shall be taken to repeal the following laws and or regulations which are inconsistent with the Supreme Commander's directives enumerated in paragraphs 1 and 2 of this order, subject laws including but not restricted to:

Eigaho, Horitsu Dai 66, 5 April, Showa 14 (1939)

Eigaho, Kaisei, Horitsu Dai 35, Showa 16 (1941)

Eigaho, Fusoku, Horitsu Dai 35,

Showa 16 (1941)  
Eigaho Shikkorei Chokurei Dai 668, 26 Sept. Showa 14 (1939)

Eigaho, Kaisei, Chokurei 916, Showa 15 (1940)

Eigaho, Fusoku, Chokurei 916, Showa 1515 (1940)

Eigaho, Shikko Kisoku; Naimu, Mombu, and Kosei Shorei Dai 1, 27 Sept. Showa 14 (1939)

Eigaho, Kaisei; Naimu, Mombu, and Kosei Shorei Dai 37, Sept. Showa 14 (1940)

Eigaho, Kakurei, Naimu, Mombu, Kosei Shorei Dai 1, December, Showa 15 (1940)

Eigaho, Kakurei, Naimu, Mombu, Kosei Shorei Dai 1, June, Showa 16 (1941)

Eigaho, Fusoku, Shorei Dai 37, September, Showa 15 (1940)

Eigaho, Kakurei, Naimu, Mombu, Kosei Shorei Dai 1, April Showa 18 (1943)

Eigaho, Kakurei, Naimu, Mombu, Kosei Shorei Dai 1, December, Showa 18 (1943)

Eigaho, Kakurei, Naimu, Mombu, Kosei Shorei Dai 1, January, Showa 19 (1944)

Eigaho, Fusoku, Kakurei, Shorei, Dai 1, December, Showa 15 (1940)

Eigaho, Fusoku, Shorei Dai 1, June, Showa 16 (1941)

Eigaho, Fusoku, April 13, Showa 18 (1943)

6. In addition to rendering the foregoing laws inoperative, necessary instructions will be issued to prefecture and metropolitan authorities, including police agencies, directing their repeal of any and all local censorship rules, regulations or laws, to insure that the spirit of the directives is observed by them.

7. Steps shall be taken to repeal the following Tokyo Metropolitan Police Regulations:

a. "Metropolitan Police Station Official Publication—(Supplement) April 1, 1944 Showa 19.

Saturday—Metropolitan Police Rules No. 9

Rules and Regulations governing all forms of public performances—April 1, 1944 (Showa 19)" (Section 1 to 95)

b. "Metropolitan Police Rule No. 10.

Rules and Regulations governing all motion pictures—April 1, 1944 (Showa 19)"

(Section 1 to 40)

c. "Public Morality No. 682—April 15, 1944 (Showa 19)

Notification of Rules and Regulations governing all public performances and motion pictures."

(Sections 1 to 25)

(Appendix)

"Rules and Regulations for executing the Motion Picture Law." (Section 1 to 28)

These laws, rules or regulations give broad supervisory power to the police, in addition to their censorship provisions. Such power include deciding who shall work in the industry, passing on the financial condition of an owner, checking on the behavior or attitude of an employee, controlling the proportion of foreign films exhibited, preventing actors from walking on the street in stage costume, determining the issuance of passes, and examining the minutes of a stock-holder's meeting. These powers, no free people can entrust to a police.

8. The few sections of these rules which deal with matters of Safety Regulations and Building Zoning restrictions shall remain in effect until the Japanese Government shall re-enact such regulations for the protection and safety of the public against fire and structural hazards in the motion picture industry.

9. Necessary instructions will be issued to Prefectural Authorities including all police agencies, directing the repeal of any and all similar local rules, regulations or laws which conflict with the spirit or intent of this directive.

10. It is the purpose and intent of this directive to free the Japanese motion picture industry from government domination and to permit the industry to reflect the democratic aspirations of the Japanese people. In due time (when the Japanese motion picture companies have demonstrated good faith), it is envisaged that they will establish an industry-wide committee which will act as a policing agency.

11. The report required of the Japanese Government in paragraph 8 of the directive of 27 September will include a statement of action taken to comply with this directive.

For the Supreme Commander:  
H. W. Allen,  
Colonel, A.G.D.  
Assist. Adjutant General

**General Headquarters Supreme Commander for the Allied Powers**

October 24, 1945

Memorandum for: Imperial Japanese Government

Through: Central Liaison Office, Tokyo

Subject: Revision of Requirement for Printing Materials.

1. Reference is made to memorandum concerning release of printing material, dated 15 October 1945.



2. You are directed to reduce the amount of material available for sale of Mainichi, Yomiuri and Asahi newspaper companies to permit publication by each of them of 215,000 single sheet newspapers, "11 x 16" every third week.

3. Revised estimate of weekly requirement is:

a. Sixty-three (63) reams (two and one-half roles of newsprint "64" wide.

b. One hundred and twenty-six (126) pounds of "newsblack" printing ink.

c. Suitable wrapping and tying material to package one hundred and ten (110) bundles, "12 x 16".

4. Acknowledgement is directed.

For the Supreme Commander:

H. W. Allen,  
Colonel, A.G.D.  
Assist. Adjutant General

**General Headquarters Supreme Commander for the Allied Powers**

AG 461 (26 Oct. 45) ESS/RP

26 October 1945

Memorandum for: Imperial Japanese Government

Through: Central Liaison Office, Tokyo

Subject: Elimination of Newspaper Publishers' Associations Control over Distribution of Paper

1. The Japanese Government will assume the responsibility of distributing newsprint and foreign-type papers to publishers as of 1 November 1945 or as soon thereafter as practicable.

2. The Japan Newspaper League (Nippon Shimbun Renmei) and Japan Publishers' Association (Nippon Shuppan Kyokai) now controlling the distribution of newsprint and foreign-type papers will no longer perform this function.

3. The Japanese Government will create a paper rationing organization consisting of two sections, one section to be responsible for distributing foreign paper for books and magazines, the other section to be responsible for distributing newsprint. Each section will be composed of (a) government officials (b) representatives of large and small publishers (c) at least three well-known disinterested individuals.

4. The Japanese Government will submit to the Supreme Commander for the Allied Forces within ten days after receipt of this directive the following information:

a. A statement of the principles and policies which will govern paper distribution.

b. The names of the individuals making up the rationing organization and whom they represent.

5. The Japanese Government will submit to the Supreme Commander for the Allied Powers at the end of each month a complete and detailed report of the paper distribution activities during that month. The report will include the following information relevant to (a) newsprint (b) foreign type paper:

a. Total quantity of newsprint and foreign-type paper available for distribution during the given month.

b. A description of the basis on which the publishers were allocated paper.

c. The following facts about each publisher receiving allocation:

(1) Name and location of company.

(2) Amount of paper allocated.

(3) Name of each publication and its circulation.

(4) Present allocation, expressed as percentage of average monthly amount received during period January 1944 through August 1945.

d. A complete statement concerning rejected applicants for paper, including name, location, name and nature of proposed publication, amount requested and reason for rejection.

6. An acknowledgment of this memorandum is directed.

For the Supreme Commander:

H. Wallen,  
Colonel, A.G.D.  
Assist. Adjutant General

**General Headquarters Supreme Commander for the Allied Powers**

AG 000.76 (29 Oct. 45) SS RP

29 October 1945

Memorandum for: Imperial Japanese Government

Through: Central Liaison Office, Tokyo

Subject: November 1935 Allotments of Foreign Paper and Newsprint

1. Until such time as the paper rationing organization is established by the Japanese Government and actively functioning, the November 1945 allotments of paper and newsprint will remain the same as the October 1945 allotments.

2. Acknowledgment is directed.

For the Supreme Commander:

H. W. Allen,  
Colonel, A.G.D.,  
Assist. Adjutant General

**General Headquarters Supreme Commander for the Allied Powers**

AG 676.3 (2 Nov 45) CCS

20 November, 1945

Memorandum for: Imperial Japanese Government

Through: Central Liaison Office, Tokyo

Subject: Control of Radio Communications

1. Certain radio circuits and broadcasting stations now are being operated by the Japanese Government or by Japanese private agencies.

2. No additions to any radio circuits or to the number of broadcasting stations will be made, and no changes in points of communication, in location of transmitting stations or associated central offices, or in call signs, frequencies, power output methods of communication, or in ownership of transmitting or receiving facilities will be made without registering such changes with the Civil Communications Section of this Headquarters, through the Japanese Imperial Government, at least ten (10) days in advance of the proposed date of institution of the additional operation or change. The document of registration shall be in English on "8 x 10 1/2" paper typed or printed on one side only and authenticated by a competent official of the Japanese Imperial Government. It shall contain full details of the projected operation, and explanation of the need or reason for the change or additional service, and a bill of major materials if new construction is contemplated. The ten (10) day period of notice shall not commence to run until the document of registration has been delivered to this Headquarters and received by an Officer signing for the Chief, Civil Communications Section. In the absence of disapproval by this Headquarters, the proposed addition or change may be instituted at the end of the ten (10) day period. However, the filing of the document of registration and the expiration of the ten (10) day period of notice without disapproval this Headquarters, will not be construed as approval by the Supreme Commander of the change or addition, and will not prejudice his right to require modification or rescission of the change or addition at a later date.

3. Direct correspondence between the Civil Communications Section and the Board of Communications on matters within the scope of this memorandum is authorized.

For the Supreme Commander:

H. W. Allen,  
Colonel, A.G.D.  
Assist. Adjutant General



## WHO'S WHO

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**General Headquarters Supreme Commander for the Allied Powers**

AG 000.76 (21 Dec. 45) CIS

21 December, 1945

Memorandum for: Imperial Japanese Government

Through: Central Liaison Office, Tokyo

Subject: Suspension of Newspaper Ise Shimbun

1. The Japanese Imperial Government will issue the necessary orders to suspend publication of the daily newspaper Ise Shimbun.

2. This suspension is to be effective as of 0001 hours, 27 December 1945 and ending 2400 hours 28 December 1945.

For the Supreme Commander:

H. W. Allen,  
Colonel, A.G.D.  
Assist. Adjutant General

## WHO'S WHO IN THE JAPANESE PRESS

**ABE, Chotaro**

Retired. b. 1884, Fukuoka Pref.; Career: grad. Meiji Law School; joined The Fukuoka Nichinichi Shimbun, 1908; Editor-in-Chief, 1935; Vice-Pres., 1940; Pres., The Nishi Nihon Shimbun, 1945; Retired, 1946. Address: 109-3, Hamada-machi, Fukuoka City.

**ABE, Kenichi**

D. Econ.; Columnist; b. 1890, Tokushima Pref.; Career: grad. Waseda Univ., political econ. 1912; lecturer, Doshisha Univ. & Waseda Univ.; Editor-in-Chief, The Mainichi Shimbun. Publications: Books on Political Economy. Address: 640-1, Nogata-cho, Nakano-ku, Tokyo.

**ABE, Shinnosuke**

Advisor to the Mainichi Shimbun; b. 1884, Gumma Pref. Career: grad. Tokyo Univ., literature; served as the Managing Editor, Editor-in-Chief with the Mainichi Shimbun. Publications: "On New Faces", "New Faces and the World," etc. Address: Kogenji, Soshima-machi, Gumma-gun, Gumma Pref.

**ABE, Shizuo**

Pres., The Hokkaido Shimbun; b. 1894, Hokkaido. Career: grad. Tokyo Univ., engineering, 1917; after graduating the university served with the government as an engineer from 1918 to 1945; was made the director of The Hokkaido Shimbun, November, 1945; was made the president, 1946. Publications: published several books on engineering. Address: Nishi-6-chome, Kita-hachijo, Sapporo City, Hokkaido.

**AKEHI, Hajime**

Pres., The Kyoto Nichinichi Shimbun; b. 1897, Ehime Pref. Career: grad. Pacific Union Univ. 1931. General Manager, the Osaka Branch Office, The Yomiuri Shimbun; Pres., The Toyo Electric Metro Mfg. Co; appointed to the present position, 1946. Address: 30, Doda, Kaiden, Shin Kamihashi-mura, Kyoto.

**AKIMOTO, Zenjiro**

Editor-in-Chief, The Yukan Fuku-nichi; b. 1905, Fukuoka Pref. Career: Joined The Yukan Fukunichi-sha,

1921; appointed to the present position 1946. Address: Tojin-machi, Fukuoka City.

**AMAGI, Tokuji**

Auditor, The Nippon Times; b. 1893, Aomori Pref.; Career: grad. Tokyo Univ., 1917; 1st Secretary, Japanese Embassy in the Soviet Union; Consul General at Alexandria; Councillor, Japanese Embassy in Brazil; joined The Nippon Times, 1940. Address: 7, Shoto-machi, Shibuya-ku, Tokyo.

**ASAI, Yoshito**

General Manager, Editorial Dept., The Mainichi Shimbun (Osaka); b. 1901, Osaka; Career: grad. Tokyo Univ., politics, 1929; joined The Mainichi Shimbun (Osaka), 1931; Associate City Editor, 1940; Enterprises Manager, 1943; City Editor, 1945; General Manager, Editorial Dept., 1947. Address: 958, Minami, Takaishi-machi, Izumi-kita-gun, Osaka.

**ASAKURA, Shido**

Pres., The Kobe Shimbun; b. 1893, Fukui Pref. Career: grad. Kyoto Univ., literature, 1917; Chief of the Moji Branch Office, The Osaka Asahi Shimbun; Assistant Editor-in-Chief of the same newspaper. Address: 1301, Kawausogawa, Sumiyoshi-mura, Buko-gun, Hyogo Pref.

**ASHIDA, Hitoshi**

L.L.D.; M.H.R.; b. 1887, Kyoto Pref. Career: grad. Tokyo Univ., law, 1912; attended 1st and 2nd League of Nations Assemblies at Geneva 1920 and 1921; delegate Econ. & Fin. Conf., Geneva 1922; chief 2nd sect. Information Bur. of Foreign Office 1923; 1st sec. Emb. in Constantinople 1925; councillor of same 1929; same Belgium 1930; retired and returned to the Diet 1932; unofficial envoy to U.S.A. and Eur. to present Japan's side of Sino-Japanese hostilities Nov. 1937—Feb. 1938; President and Editor of The Japan Times and Mail 1933—40. Premier & Minister of Foreign Office, March—Oct., 1948. Publications: The pre-history of the World War II, The "Balkans" European Diplomacy after Paris Peace

Conference. Legal Status of the the Straits, Explanatory Remarks on Modern Diplomatic Questions, Contemporary Diplomatic History of the World, etc. Address: 1, Sanno, Ota-ku, Tokyo. Tel. 1-2850.

**ASOMURA, Hidekazu**

Auditor & Editor-in-Chief, The Akita Sakigake Shimbun; b. 1903 Akita Pref. Career: grad. Tokyo Univ., literature, 1929 joined The Akita Sakigake Shimbun, 1941; appointed Editor-in-Chief, 1946. Address: 14, Sue-cho, Naka-kamono-machi, Akita City.

**BABA, Tsunego**

Pres., The Yomiuri Shimbun; b. 1875, Okayama Pref. Career: left Waseda College without finishing the whole course, 1900; Editor-in-Chief, The Japan Times; Reporter, The Oriental Times, New York; Editor-in-Chief, The Kokumin Shimbun; Member of Peers' House. Publications: Review on Contemporary Characters, Life of OKUMA Shigenobu, On ITO Hakubun, Provinces and Characters, On Parliamentary System, Government by Peole, etc. Address: c/o Hirashima, 2237, Sakurayama, Zushi, Yokosuka City.

**CHIBA, Yujiro**

Pres. & Editor-in-Chief, The Chukyo Shimbun; b. 1898, Tokyo. Career: grad. Tokyo Univ., law, 1922; joined The Tokyo Asahi Shimbun 1922; made Pres. The Chukyo Shimbun 1946. Address: c/o H. Ito, 1-1, Hukigami Honmachi, Chigusa-ku, Nagoya City.

**DATE, Genichiro**

Member of Councillors' House; President, The Shimane Shimbun; b. 1874, Shimane Pref. Career: grad. Doshisha Univ.; Editor-in-Chief, The Kokumin Shimbun; Editor-in-Chief, The Yomiuri Shimbun; Pres., The Kokumin Shimbun; Pres., The Japan Times; Pres., The Shimane Shimbun, 1946. Address: 199, Nakahara-cho, Matsue City, Shimane Pref.

**EJIRI, Susumu**

Chief, Editorial Dept., The Japan Newspaper Publishers' & Editors' Association; b. 1908, Fukushima Pref.



Career: grad. Tokyo Univ., law, 1932; joined The Nihon Dempo Tsushinsha, 1932; joined Domei News Agency 1936; Chief of the Berlin Branch Bur. of Domei 1939-1945; Joined Kyodo News Agency 1946; joined The Japan Newspaper Publishers' & Editors' Association 1947. Address: 561, Gokurakuji, Kamakura City, Kanagawa Pref.

**ENCHI, Yoshimatsu**

Chief, Receipt Bur., National Diet Library; b. 1895, Ishikawa Pref. Career: grad. Tokyo Univ., law; joined The Bank Of Korea; Editorial Writer, The Tokyo Mainichi Shimbun; The Tokyo Mainichi Shimbun's special correspondent in Europe. Publications: Aspects of the World, Transition of the World, History of Germany, On International Relations, Problems of War Economy, The Life of Gradstone. Address: 17, Shimizu-cho, Yanaka, Daito-ku, Tokyo. Tel. 83-0793.

**ENJOJI, Jiro**

Director & Editor-in-Chief, The Nihon Keizai Shimbun; b. 1907, Chiba Pref. Career: grad. Waseda Univ. 1933; joined The Chugai Shogyo Shimpō 1933; appointed overseas correspondent 1940; Economic News Editor 1941; Editor-in-Chief 1946. Address: 1487-2, Takada-honmachi, Toshima-ku, Tokyo.

**FUJII, Riichi**

Pres. & Editor-in-Chief, The Fukui-Shimbun; b. 1908, Fukui Pref. Career: grad. Fukui Industrial College. Address: Shichiken, Onomachi. Ono-gun, Fukui Pref.

**FUKUDA, Kyosuke**

Managing Director & Editor-in-Chief, The Tokyo Shimbun; b. 1903, Tochigi Pref. Career: grad. Dartmouth Univ.; Editor-in-Chief, The Miyako Shimbun 1933; Managing Editor 1936; Vice-President 1940; Director, The Tokyo Shimbun, 1943; Editor-in-Chief, 1945. Address: 2933, Katase, Kamakura-gun Kanagawa Pref.

**FUKUDA, Eisuke**

Purged; b. 1880, Tochigi Pref.; Career: grad. Yokohama Commercial School; was made Pres., The Miyako Shimbun, 1919; Director, The Tokyo Shimbun, 1942; Pres., 1945. Address: 818, Seijo-machi, Setagaya-ku, Tokyo.

**FUKUDA, Masanosuke**

Sports Desk staff, The Mainichi Shimbun. b. 1897, Tokyo. Career: grad. Waseda Univ. 1919; been to America as Davis Cup Champion, 1923-1925; joined The Mainichi Shimbun, 1927. Publications: Lawn Tennis, Tennis, This One Tennis Ball. Address: 154-1, Totsuka-cho, Shinjuku-ku, Tokyo.

**FUJIWARA, Kanji**

Editor-in-Chief, The Mainichi Shim-

bun; b. 1895, Kyoto Pref.; Career: grad. Tokyo Univ., literature, 1923; joined The Tokyo Mainichi Shimbun 1923; Supt., The Mechanical Dept., 1946. Publications: Newspaper & Social Culture. Address: 6, Kokubu, Ichikawa City, Chiba Pref.

**FURUGAKI, Tetsuro**

Docteur en droit; Executive Director, NHK; b. 1900, Kagoshima Pref. Career: grad. del'Universite de Lyon of France 1923; Secretary of the League of Nations; Chief, London Bur. of The Asahi-Shimbun; Assistant Editor-in-Chief, Editorial Dept., The Asahi Shimbun; Advisor to the Central Liaison Office, Foreign Office; Member of Peers' House, Publications: On Mandate of the League of Nations, The League of Nations and World Peace, Melancholy of London. Address: 316-3, Kami-osaki, Shinagawa-ku, Tokyo.

**FURUNO, Inosuke**

Purged; b. 1891, Tokyo; Career: grad. Waseda Univ., politics, 1913; Chief, London Bur. for Kokusai Tsushin, 1925; General Manager, The Shimbun Rengo, 1931; Director, Domei News Agency, 1936; Managing Director, Domei News Agency, 1939-1945. Address: 978, Kojima, Nunoda, Chofu-machi, Kitatama-gun, Tokyo.

**FUSE, Katsuji**

Purged; b. 1886, Niigata Pref.; Career: grad. Tokyo Foreign Languages College, 1907; served The Mainichi Shimbun for thirty-five years; sent overseas nine times, and had interviews with Chan-kaisheck, Lenin and Stalin. Publications: wrote much about the Soviet Union. Address: 824, Unane-cho, Setagaya-ku, Tokyo.

**GONDA, Yasunosuke**

Executive Director, NHK; b. 1887, Tokyo. Career: grad. Tokyo Univ., literature; lecturer, Economic Dept., Tokyo Univ.; Researcher, the Ohara Social Problems Institute; Special Officer, Education Ministry. Publications: People's Amusement Problem, Gonda's German-Japanese Dictionary; Translation of Buecher's National Economy. Address: 27, Chiyoda-ku, Tokyo.

**GOTO, Takeo**

Pres., The Ibaraki Shimbun; b. 1893, Tokyo. Career: grad. Keio Univ., politics, 1893; joined The Jiji-Shimpō; Political News Editor, Managing Editor, Director & Business Manager, London & New York Correspondent; Education Minister's Secretary; Managing Director, The Tohoku Coal Mines Co., Director, The Nihon Gold Mines Co. Publications: Lectures on Newspaper. The Newspaper Industry as Enterprise. Address: 16, Minami-cho, Mito City, Ibaraki Pref.

**HAGIWARA, Chuzo**

Editorial Dept. Manager, Kyodo News Agency; b. 1901, Tochigi Pref.; Career: grad. Tokyo Commercial University, 1929; joined Nihon Dempo Tsushinsha, 1901; joined Domei News Agency, 1910; been to New York, 1911 to 1914; appointed foreign news editor, 1915; English News Edition Editor, 1945; Editorial Dept. Manager, 1945. Address: 29, Tennoji-cho, Yanaka, Daito-ku, Tokyo.

**HAMADA, Tsunejiro**

A staff of General Management Dept., The Tsahi Shimbun; b. 1899, Wakayama Pref. Career: grad. Tokyo Univ., law, 1923; joined The Asahi Shimbun (Political News Desk), 1923; been to London to report about the London Naval Armament Reduction Conference, 1929; been to Berlin as a special correspondent, 1933 to 1940; returned home, 1940 and served as editorial writer. Publications: Denmark, a Peaceful Country. Address: 945, Wada-honmachi, Suginami-ku, Tokyo.

**HARA, Tadao**

Pres., The Hakodate Shimbun; b. 1900, Nagano Pref.; Career: grad. Waseda College, 1922; made Managing Director, The Hakodate Shimbun, 1939; Pres., The Shin Hakodate Shimbun, 1941; Director & General Bus. Manager, The Hokkaido Shimbun; Pres., The Hakodate Shimbun, 1946. Address: 72, Funami-cho, Hakodate City.

**HARA, Tameo**

General Manager, The Mainichi Shimbun (Tokyo); b. 1900, Kumamoto Pref.; grad. Kyushu-gakuin School, 1920; joined The Tokyo Nichinichi Shimbun; appointed General Manager, 1946. Address: 3, Tomoe-cho, Nishikubo, Shiba-ku, Tokyo.

**HASEBE, Tadasu**

Managing Director & Chief Editorial Writer, The Asahi Shimbun; b. 1901, Kumamoto Pref. Career: grad. Waseda Univ., politics, 1926; joined The Tokyo Asahi Shimbun, 1926; appointed chief, Research Desk; Political and Econ. News Editor, 1942; Assistant Editor-in-Chief, 1945; Managing Director, 1946. Publications: On Proportional Representative System. Address: 806-3, Magome-machi, Ota-ku, Tokyo.

**HASEGAWA, Saiji**

Managing Director, Jiji Press; b. 1903, Aomori Pref.; Career: grad. Tokyo Univ., law., 1928; joined Domei News Agency, appointed Foreign News Editor, 1936; Chief, Domei's Bur. in London; Secret. of Editorial Dept.; Overseas News Editor, 1945; Managing Director, Jiji Press. Address: 2836, Denen Chofu, Ota-ku, Tokyo.



## WHO'S WHO

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**HASEGAWA, Shinichi**

Managing Editor, the Nippon Times; Instructor, Waseda Univ., b. 1902; Tokyo; Career: grad. Keio Univ., 1927; studied at the school of Journalism, Columbia Univ., New York, 1931; formerly special correspondent at Washington and Geneva for the Jiji Shimpō. Address: 1075, Narita, Chiba Pref.

**HATA, Hiroshi**

Director & Editor-in-Chief, The Sekai Nippo; b. 1904, Saga Pref.; Career: grad. The Tokyo Univ., law, 1927; joined Nihon Dempo Tsushinsha, 1927; joined Domei News Agency, 1933; appointed Chief, Planning Section, Chief, Domei's Bur. in Saigon, French Indo-china; joined The Kahoku Shimpō, 1944, appointed Managing Editor and Vice-President; joined The Sekai Nippo, made Pres. and Editor-in-Chief, 1946. Publications: Present Industrial Situation in French Indo-china. Address: 715-2, Denen Chofu, Ota-ku, Tokyo.

**HATANAKA, Suetaka**

Editor-in-Chief, The Minami Nihon Shimbun; b. 1903, Kagoshima Pref.; Career: grad. Kanda Seinen Middle School, 1921; joined Kagoshima Asahi Shimbun, 1925; joined Domei News Agency, 1941; Editor-in-Chief, The Kagoshima Nippo, 1943; Editor-in-Chief, The Minami Nihon Shimbun, 1945. Address: 80, Takashi-cho, Kagoshima City.

**HATTANDA, Kakuichiro**

Pres., The Hochi Shimbun; b. 1901, Hokkaido; Career: served with the Chugai-shogyo Shimpō, 1925—1933; joined The Yomiuri Shimbun, and appointed Circulation Manager, 1937; Business Manager, The Manila Shimbun, 1942; Business Manager, The Yomiuri Shimbun, 1945; joined The Hochi Shimbun and made President, 1948. Address: 84-3, Nakamachi, Urawa City, Saitama Pref.

**HIRAI, Tsunejiro**

Editor-in-Chief, The Osaka Nichinichi Shimbun; b. 1898, Osaka; grad. Osaka Commercial Univ.; Assistant Editor, Asahishimbun (Osaka). Address: 43, Oide-machi, Nishimiya City, Hyogo Pref.

**HIRANO, Taro**

Managing Director, The Mainichi Shimbun; b. 1902, Osaka; Career: grad. Osaka Foreign Trade School, joined The Osaka Mainichi Shimbun, 1921; Circulation Manager, 1939; Manager of the Manila Shimbun, 1942; Business Manager, 1944; Managing Director, 1946. Address: 5-1, Tachibana-dori, Toyonaka City, Osaka.

**HIRATA, Yoichiro**

Pres., The Ehime Shimbun; b. 1908,

Ehime Pref.; Career: grad. Kyoto Univ. literature, 1932; served as a reporter with The Mainichi Shimbun and The Kyoto Nichinichi Shimbun; then joined The Ehime Shimbun, appointed Managing Editor and later Business Manager, appointed to the present position in 1945. Address: 1, Ichimancho, Matsuyama City, Ehime Pref.

**HISA, TOMOTAKA**

Director & Managing Editor, The Hakodate Shimbun; b. 1902, Fukushima Pref.; Career: grad. Waseda Univ., political economy, 1923; Desk Editor, The Asahi Shimbun (Tokyo), 1939; Managing Editor, The Chubu Nihon Shimbun, 1945; Director & Managing Editor, The Hakodate Shimbun, 1946. Address: 20, Saiwai-cho, Hakodate City, Hokkaido.

**HONDA, Chikao**

Director & Editor-in-Chief, The Mainichi Shimbun (Osaka); b. 1899, Kagoshima Pref.; Career: left Waseda Univ. without finishing the whole course, 1920; joined The Osaka Mainichi Shimbun, 1924; Editor-in-Chief, 1945; Director, 1945. Address: 197, Sanjo-cho, Ashiya City, Hyogo Pref.

**HOSHJIMA, Kishiro**

Pres., The Yukan Okayama; b. 1895, Okayama Pref.; Career: grad. Waseda Univ., political economy, 1920; Political News Editor, The Chugoku Mimpo, 1934; Executive Auditor, The Godo Shimbun, 1943; Pres., the same, 1946. Address: 232, Hamamoto-cho, Okayama City.

**HOSOKAWA, Takamoto**

Managing Editor, The Shakai Shimbun, Honorable Associated Staff, The Asahi Shimbun; b. 1900, Kumamoto Pref.; Career: grad. Tokyo Univ., law, 1923; Political News Editor, The Asahi Shimbun; Chief, Asahi Shimbun's Bur. in New York; Managing Editor, the same; Advisor to the same. Address: 4832, Kanoezuka-cho, Oi, Shinagawa-ku, Tokyo.

**ICHIE, Jutaro**

Director & Managing Editor, The Chubu-keizai Shimbun; b. 1908, Aichi Pref.; Career: grad. Keio Univ., 1932; City Editor, The Shin Aichi Shimbun, 1941; Chief, Research Section, The Chubu Nihon Shimbun; Political & Economic News Editor, 1946. Address: 18, Takasuga-cho, Nakamura-ku Nagoya City.

**IZAWA, Shoji**

Promoter, the founding of The Tokyo Keizai Shimbun and Executive Director & Editor-in-Chief, The Nihon Kyoiku Shimbun; b. 1901, Nagano Pref.; Career: grad. Meiji Univ., econ., 1924; joined The Chugai Nippo, 1924; appointed Assistant Editor-in-Chief; Join-

ed The Keijo Nippo., made director 1942 to 1944; Director, The Nihon Shimbun-kai (Japan Press Institute); General Manager, Nihon Shimbun Remmei (Japan League Newspapers). Publications: History of Parties in Japan, Manual of Politics. Behind Hitler's Regime. Address: 662-3, Amanuma, Suginami-ku, Tokyo.

**IMAI, Giichi**

European-American News Editor, The Asahi Shimbun (Tokyo); b. 1904, Hyogo Pref.; Career: grad. Kansai Gakuin School, commerce, 1927; joined The Asahi Shimbun (Osaka), 1927; appointed to Chief, Asahi's Office in Buenosaires, 1941; Editorial Writer, 1944; appointed to the present position June, 1933. Address: 121-6, Asagaya, Suginami-ku, Tokyo.

**IMAMURA, Takeo**

Adviser, The Hochi Shimbun; b. 1904, Tokyo; Career: grad. Keio Univ., econ., 1929; joined The Hochi Shimbun, 1929 and quitted the office, 1941; Director, The Tokyo Chamber of Commerce, 1941—1946; joined The Hochi Shimbun, 1946 and appointed Editor-in-Chief; Publications: Translation, "Investment Fundamentals" by R. W. Babson; Economic Structure of World Powers. Address: 16-10, Nishikata-machi, Bunkyo-ku, Tokyo.

**INOUE, Enzo**

Director & Editor-in-Chief, The Tokyo Times; b. 1894, Saitama Pref.; Career: Self-taught; Copy-desk Editor, The Kokumin Shimbun; Assistant copy-desk editor, The Jiji Shimpō; Copy-desk Editor, The Manshu Shimbun. Address: 238, Shimo Daita-cho, Setagaya-ku, Tokyo.

**INOUE, Isamu**

General Manager, The Jiji Press; b. 1901, Hiroshima Pref.; Career: grad. French Dept., Tokyo Foreign Languages School; Chief, Domei News Agency's Bur. in Paris; Chief, Domei News Agency's Bur. in Singapore; Director, The Jiji Press. Publications: The Fourth Republic of France, Letters from Liberated France, etc. Address: 850, Kami-renjaku, Mitaka-machi, Kita-tama-gun, Tokyo.

**ISHIBASHI, Tanzan**

Purged; b. 1884, Tokyo; Career: grad. Waseda Univ., religion, 1908; Editor-in-Chief, The Toyo Keizai Shimpō, 1924—1939; Pres., The Toyo Keizai Shimpō, 1939—1946; Finance Minister, Yoshida Cabinet, 1946—1947; Chief, Economic Stabilization Board, and Chief, the Board of Prices, January—March, 1947; was elected Member of the House of Representatives, 1947. Publications: wrote much about economy. Address: 705, Daimachi, Kamakura City, Kanagawa Pref.



**ISHIHAMA, Tomoyuki**

Prof., Kyushu Univ.; b. 1895, Hyogo Pref.; Career: grad. Tokyo Univ., law, 1920; Prof., Kyushu Univ.; Editorial Writer, The Yomiuri Shimbun; again Prof., Kyushu Univ. after the World War II. Publications: Outline of Economic History, History of German Economy, Formation and Development of Capitalism, on New China, History of American Capitalism. Address: 531-1, Kamiuma, Setagaya-ku, Tokyo.

**ISHIKAWA, Kinichi**

Publications Manager, The Mainichi Shimbun. b. 1895, Tokyo. Career: grad. Princeton Univ. in U.S., 1919; joined The Osaka Mainichi Shimbun, 1921; then served as Chief, Mainichi's Bur. in London, chief, photo news desk, chief, publications manager of the Mainichi Shimbun; appointed to the present position in 1946. Address: 156-6, Asagaya, Suginami-ku, Tokyo.

**ISHIYAMA, Keijiro**

Assistant Editor-in-Chief, The Asahi Shimbun (Osaka); b. 1904, Niigata Pref. Career: grad. Tokyo Univ., commerce, 1929; Chief, Asahi's Branch Office in Bangkok, 1942-1945; Assistant Economic News Editor, Asahi (Osaka), 1943-1944; General Manager, Shonan (Singapore) Office, 1944. Address: c/o Asahi Shimbun Head-office (Osaka), 3-3, Nakanoshima, Kita-ku, Osaka.

**ISHIYAMA, Kenkichi**

Staff member, Kyodo Keizai Kenkyujo (Kyodo Institute of Economy); b. 1882, Niigata Pref.; Career: grad. Keio-gijuku Commercial School, 1906; Editor, Mita Shogyo-kai (Economic Magazine); Editor, Nihon Shimbun and Maiyu Shimbun; founded the magazine "Diamond," 1913; served as the pre. of the magazine till 1939. Publications: How to Read the Budget Report, and some ten books. Address: 3390, Kurate, Oi, Shinagawa-ku, Tokyo.

**ITAYA, Kotaro**

Managing Director & Editor, The Saitama Shimbun; b. 1905, Akita Pref.; Career: grad. Akita Commercial School, 1926; Served with Domei News Agency, Nihon Press Association, Etc. Address: 108-5, Tokiwa-cho, Urawa City.

**ITO, Masaki**

Editor-in-Chief, The Bocho Shimbun; b. 1887, Yamaguchi Pref.; Career: grad. Waseda Univ., English literature, 1910; served with The Tokyo Manchoho, Dainihon Kodan-sha (a magazine publisher). Address: 17, Gogawara, Yamaguchi City.

**ITO, Masanori**

Pres., The Kyodo News Service, since

Nov. 1945, concurrently Managing Director, The Japan Newspaper Publishers' & Editors' Assn., since July 1946. b. 1889, Ibaraki Pref. Career: grad. Keio Univ., 1913; joined The Jiji Shimpō, 1913; sent to London as Jiji correspondent, 1917; sent to Washington, 1921; appointed Director & Managing Editor, The Jiji Shimpō, 1924; retired from the Jiji Shimpō, 1932; appointed advisor to Domei News Agency; Managing Director, The Chubu Nippon Shimbun, concurrently Editor-in-Chief & Managing Editor, 1942; Pres., Kyodo News Service, 1945. Publications: The Eyes Toward America, 1932; Twenty Years as a Newspaperman; Handbook on Diplomacy, Handbook on Disarmament; The World & Japan; History of National Defense; A Fifty-Year History of Newspapers; A Historical Description of the World's Big Naval Battles; Great Battles & Military Strategies. Address: 5,857, Oi, Kaneko-machi, Shinagawa-ku, Tokyo.

**ITO, Shukuta**

Managing Director, The Shinano-Mainichi Shimbun; b. 1902, Nagano Pref.; Career: grad. Nagano Middle School, 1920; Assistant Managing Editor, 1942; Director & Managing Editor, 1943; Managing Director, 1946. Address: 258, Tsumashina, Nagano City, Nagano Pref.

**IWAMOTO, Kiyoshi**

General Manager & Managing Editor, Kyodo News Service; b. 1904, Hyogo Pref. Career: grad. Tokyo Univ., law, 1927; joined Kokusai News Service, 1927; appointed Chief, Domei News Agency Bur. in New York, 1936; Foreign News Editor, 1937; Chief, General Head-office in Middle China 1942; Assistant Chief, General Head-office in Southern Regions, 1944; Chief, Branch-office in the Philippines, Aug. 1944; appointed to the present position since November, 1945. Address: 149-3, Kugayama, Suginami-ku, Tokyo.

**KADODA, Isao**

Deputy Managing Editor, The Asahi Shimbun (Tokyo); b. 1902, Hiroshima Pref.; Career: grad. Tokyo Univ., law, 1927; joined The Asahi Shimbun (Tokyo), 1928; Chief, Communication Dept. for the South, 1943; Chief, Yokohama Branch Office, 1944; City Editor, 1945; Deputy Managing Editor, 1947. Address: 1321, Hase-machi, Kamakura City, Kanagawa Pref.

**KADOWAKI, Makoto**

Managing Editor & Chief Editorial Writer, The Osaka Times. b. 1912, Shimane Pref.; Career: grad. Tokyo Univ., sociology, 1938; Econ. News Editor, Domei News Agency, 1938-1946; joined The Osaka Times; ap-

pointed Editor-in-Chief, 1947. Address: 74, Mitsugumi-cho, Joto-ku, Osaka City.

**KADOYA, Seiichi**

Managing Director, The Sasebo Jiji Shimbun, and Pres., Contractor Hoshino-gumi Ltd. b. 1896, Ehime Pref. Career: had no school education higher than primary school course. Address: 28, Wakaba-cho, Sasebo City, Nagasaki Pref.

**KAJI, Ryuichi**

Publications Manager, The Asahi Shimbun; b. 1896, Hyogo Pref.; Career: grad. Tokyo Univ., law, 1934; joined The Manchuria Railway Co., 1920; joined The Tokyo Nichinichi Shimbun, 1934; Assistant Editor-in-Chief, 1942; Publications Manager, 1946. Publications: The problems of Far East; Study on Soviet Union's Economy. Address: 97, Sakura-machi, Azabu, Minato-ku, Tokyo.

**KAMAKURA, Kikuma**

Managing Director & Managing Editor, The Shimotsuke Shimbun; b. 1905, Nagano Pref.; Career: left Meiji Univ. without finishing the whole course in 1923; had 20 years experience as a reporter with the Mainichi Shimbun; joined The Shimotsuke Shimbun, 1945; made director, Dec., 1945; Managing Director, 1946; Editor-in-Chief, 1946. Address: 2203, Daikan-cho, Utsunomiya City, Gumma Pref.

**KAMBE, Iwao**

Director, The Asahi Shimbun. b. 1900, Ishikawa Pref. Career: grad. Tokyo Commercial Univ., 1924; Chief, Accounts Section, The Asahi Shimbun (Osaka), 1940; Assistant General Manager, 1945; Director, 1946. Address: 1-508, Higashi Otsuka, Takawashimura, Kawachi-gun, Osaka.

**KAMO, Katsuo**

Director & Editor-in-Chief, The Mainichi Shimbun (West); b. 1895, Ibaraki Pref.; Career: grad. Kyoto Univ., law, 1922; joined The Mainichi Shimbun, 1924; Assistant Managing Editor, The Mainichi Shimbun (Tokyo), 1942; Director, 1945. Address: 2537-2, Hommura, Moji City, Yamaguchi Pref.

**KAMOI, Tatsuo**

Business Manager, The Mainichi Shimbun (Osaka); b. 1904, Osaka; Career: grad. Kansai Univ., commerce, 1925; joined The Mainichi Shimbun, 1926; Circulation Manager, 1942; Assistant Business Manager, 1945; Business Manager, 1946. Address: 414-6, Ueno-shiba, Sakai City, Osaka.

**KANDA, Kazuo**

Managing Director, The Mainichi Shimbun; b. 1895, Aomori Pref.;



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Career: grad. Waseda Univ., 1919; joined The Tokyo Nichinichi Shimbun, 1926; appointed Assistant Econ. News Editor, 1933; Chief, Yokohama Branch Office, 1936; Chief, Personnel Affairs Dept., The Mainichi Shimbun (Osaka); Assistant Editor-in-Chief, The Mainichi Shimbun (West) 1945; Director & Editor-in-Chief, The Mainichi Shimbun (Tokyo); Managing Director, 1946. Address: 2729, Kisshoji, Musashinomachi, Kita-tama-gun, Tokyo.

**KANECHIKA, Yasushi**

Pres., The Seiji Shimbun. b. 1897, Hiroshima Pref. Career: grad. Meiji Univ., 1923; Political News Editor, The Mainichi Shimbun; Director, The Yomiuri Shimbun.

**KANEKO, Yoshio**

Director & Managing Editor, The Sun Shashin Shimbun; b. 1899, Ibaraki Pref.; Career: grad. Keio Univ., law, 1924; joined The Mainichi Shimbun (Osaka), 1924; Chief, Communication Dept., The Mainichi Shimbun (Tokyo); Chief, Film Dept., The Mainichi Shimbun (Osaka); Chief (Physical Dept., The Mainichi Shimbun (Tokyo). Address: 1021-7, Kami-meguro, Meguro-ku, Tokyo.

**KANNO, Chiyo**

Managing Director, The Kahoku Shimpō; b. 1902, Miyagi Pref.; Career: grad. Keio Univ., econ., 1928; joined The Kahoku Shimpō, 1928; made Director, 1942; made Managing Director, 1946. Address: 33, Zentsuji-dori, Sendai City, Miyagi Pref.

**KASAI, Hiroshi**

Managing Editor, The Mainichi Shimbun (West); b. 1900, Mie Pref.; Career: grad. Waseda Univ., politics, 1924; joined The Mainichi Shimbun (Osaka), 1924; Assistant Managing Editor, The Mainichi Shimbun (West), 1945; Managing Editor, The Mainichi Shimbun (West), 1946. Address: c/o Yamaji, 29, Daimon-cho, Kokura City, Fukuoka Pref.

**KASE, Toshio**

Managing Editor, The Chiba Shimbun; b. 1910, Chiba Pref.; Career: grad. Nihon Univ., engineering, 1931; Assistant Chief, Yomiuri Shimbun's Branch Office in Chiba Pref.; News Editor, The Chiba Shimbun, 1945; Managing Editor, 1946. Address: 3366, Yonekura, Yokaichiba-machi, Sosa-gun, Chiba Pref.

**KASHIMA, Isamu**

Pres., The Yukan Mie; b. 1915, Tokyo; Career: grad. Tokyo Ushigome Commercial Middle School; at present holds the post of Director, Azuma Steel Work Co. Address: 204, Hamaishiki, Yokaichi City, Mie Pref.

**KASHIMURA, Minoru**

Director, The Tokyo Shimbun; b. 1903, Ibaraki Pref.; Career: grad. Tokyo Univ., literature, 1929; Cultural News Editor, The Miyako Shimbun, 1938; City Editor, 1940; Sports Editor, 1941; Director, The Tokyo Shimbun, 1946. Address: 3-4, Omote-machi, Minato-ku, Tokyo.

**KATO, Gibun**

Director, The Asahi Shimbun, & Managing Director, The Asahi Shimbun (West); b. 1899, Yamanashi Pref.; joined The Asahi Shimbun (Osaka), 1926; appointed Copy Desk Editor, 1940; Editorial Writer, 1943; Assistant Managing Editor, 1943; Chief, Communications Dept., The Asahi (Tokyo), 1944; Managing Editor, The Asahi (Tokyo), 1945; Director, The Asahi (West), 1946. Address: c/o Shiraiishi, 1-469, Kamitomino, Kokura City, Fukuoka Pref.

**KATO, Masuo**

Chief, Foreign News Service Bur., Kyodo News Service; b. 1898, Aichi Pref.; Career: grad. Chicago Univ., U.S.A., 1923; lecturer, Nihon Univ., 1924; joined Kokusai Tsushin, Sept. 1924; joined Rengo Tsushin, 1926; sent to London for reporting London Armament Reduction Conference, 1930; sent to Geneva for reporting Geneva Conference, 1932; Chief, Domei News Agency's Bur. in Washington, Oct. 1936; Assistant Chief, Research Bur., 1940; Assistant Chief, Foreign News Service Bur., 1943; Managing Editor, Kyodo News Service, 1943. Address: 5,101, Ideishi-cho, Oi, Shinagawa-ku, Tokyo.

**KATO, Minoo**

General Manager, The Mainichi Shimbun (Osaka); b. 1901, Aichi Pref.; Career: grad. Tokyo Univ., economics, 1924; joined The Mainichi Shimbun, 1924; Assistant Foreign News Editor, 1934; sent to Berlin as special correspondent, 1936; returned home and appointed Assistant Foreign News Editor, 1938; Chief, Mainichi Shimbun's Bur. in Berlin, 1941; Assistant Managing Editor, The Mainichi Shimbun (Osaka), 1945; General Manager, 1947. Address: 276, Hakuchoen, Furuichimachi, Minami Kawachi-gun, Osaka.

**KAWAI, Kazuo**

A. B., 1926, M. A., 1928, Ph. D., 1938. Director & Editor-in-Chief, The Nippon Times. b. 1904, Tokyo. Career: grad. Stanford Univ., Calif., U.S.A., 1926; English Editor, Japanese-American News, San Francisco, Calif., U.S.A.; Instructor, later Assistant Professor of History, University of California at Los Angeles; joined the Nippon Times, 1941. Address: 485,

Zaimokuza, Kamakura, Kanagawa Pref.

**KIDO, Makoto**

Retired. b. 1897, Fukuoka Pref.; Career: grad. Tokyo Commercial Univ., 1920; joined The Fukuoka Nichinichi Shimbun, 1922; Editor-in-Chief 1934; Director & the Head of the Tokyo Branch Office, 1947; Retired, 1947. Address: 161, Ronindani, Fukuoka City.

**KITAGAWA, Chojiro**

Managing Director, The Hokuriku Yukan Shimbun; b. 1898, Shiga Pref.; Career: grad. Tokyo Univ., politics, 1924; served with the Jiji Shimpō as reporter; later served with several companies of heavy industry; then appointed to the present position. Address: Kita-wakajiri Kita-oumimura, Hagui-gun, Ishikawa Pref.

**KITaura, Keitaro**

Pres., The Nara Nichinichi Shimbun; b. 1887, Nara Pref.; Career: grad. Kansai Univ., 1917; prosecutor, lawyer, Member of The House of Representatives; Director of the Institution of Spreading the Thoughts of the New Constitution. Publications: National Text-books & the Constitution, Manual on the Constitution. Address: 7, Shuku-in-cho, Nara City, Nara Pref.

**KOBAYASHI, Kamechiyo**

Business Manager, The Mainichi Shimbun (Tokyo). b. 1897, Yamanashi Pref.; Career: grad. Tokyo School of Physics, 1916; joined The Tokyo Nichinichi Shimbun, 1931; Circulation Manager, 1939; Chief, Circulation Bur., The Japan Leaguer of Newspapers, 1943; returned to The Mainichi Shimbun, 1946; appointed to the present position, 9, Kodai-machi, Nakano-ku, Tokyo.

**KOBORI, Shuji**

Director & Editor-in-Chief, The Kumamoto Nichinichi Shimbun. b. 1894, Kumamoto Pref.; Career: left Waseda Univ. without finishing the complete course; joined The Kyushu Nichinichi Shimbun; Superintendent, Mechanical Dept., The Kumamoto Nichinichi Shimbun, Editor-in-Chief of the same. Address: 160, Honjomachi, Kumamoto City, Kumamoto Pref.

**KOJIMA, Fumio**

Director & General Manager, The Yomiuri Shimbun; b. 1904, Tokyo. Career: grad. Tokyo Univ., sociology, 1928; joined The Yomiuri Shimbun, 1928; Chief, Communication Section, 1938; Superintendent, Mechanical Dept., 1943; Director, 1945; Director & General Manager, 1946. Address: 216-2, Saginomiya-cho, Nakano-ku, Tokyo.

**KOMATSU, Miyuki**

Director, The Asahi Shimbun (Osaka); b. 1898, Nagano Pref.; Career:



grad. Kobe Commercial College, 1924; sent to America and Britain for investigating newspaper circulation business, 1936; Circulation Manager, 1937; Assistant Business Manager, 1941; Business Manager, The Asahi Shimbun (west), 1942; Business Manager, The Asahi Shimbun (Osaka), 1944; Director, 1946. Address: 23, Fukuchiin-machi, Nara Pref.

#### **KOMATSU, Shigeru**

Managing Director (in charge of technical affairs), NHK (Japan Broadcasting Corporation); b. 1903, Toyama Pref.; Career: grad. Waseda Univ., electricity, 1925; served with NHK for years. Address: 2,526, Amanuma, Suginami-ku, Tokyo.

#### **KONDO, Tahachiro**

Director & Editor-in-Chief, The Nanshin Nichinichi Shimbun. b. 1892, Toyama Pref.; Career: gra. The Tokyo Book-keepers' School. Since 1912 has been engaged in newspaper business. Address: Benten-cho, Suwa City, Nagano Pref.

#### **KOTABE, Keiji**

Editor-in-Chief, The Nishi Nihon Shimbun; b. 1906, Fukuoka Pref.; Career: grad. Graduate School, Tokyo Univ., Econ., 1932; joined The Fukuoka Nichinichi Shimbun, 1933; Chief, the same newspaper's Bur. in Shanghai, 1938; Econ. News Editor, 1941; Secretary, Editorial Writers' Room, The Nishi Nihon Shimbun, 1943; Assistant Editor-in-Chief, The Nishi Nihon Shimbun, 1944; Director, 1946; retired from directorship, 1944. Address, 104-2, Torigai, Fukuoka City.

#### **KOYAMA, Nobuo**

Director & Managing Editor, The Tokyo Shimbun. b. 1900, Niigata Pref.; Career: grad. Keio Univ., economics, 1927; Econ. News Editor, The Miyako Shimbun, 1934; Econ. News Editor, The Tokyo Shimbun, 1942; Director & Managing Editor, 1945. Address: 845, Kitakata, Ichikawa City, Chiba Pref.

#### **KUMAGAI, Kanichi**

Managing Director, The Bocho Shimbun; b. 1896, Yamaguchi Pref. Career: had no school education; held in the following positions: Circulation and Advertisement Manager, The Tokyo Jiji Shimpō; Chief, Keijo Nippo's Branch Office in Tokyo; Pres., The Kokai Nippo, Korea; Director, The Mainichi Shimpō, Soul, Korea. Address: 84, Murozumiura, Hikari City, Yamaguchi Pref.

#### **KUNOO, Yuki**

Pres., The Kochi Shimbun. b. 1886, Kochi Pref.; Career: Have had no school education; Chief, The Kochi Shimbun's Branch Office in Tokyo,

later Director of the same newspaper. Address: 184, Nakakuma, Kochi City, Kochi Pref.

#### **KURIBAYASHI, Tamio**

Director, Deputy Managing Editor, Editorial Writer, The Tokyo Mimpo. b. 1894, Nagano Pref. Career: has had no school education; Editor, the magazine "Kaizo", 1923—1927; City Editor, The Shimbun Rengo, 1927—1934; City Editor, Domei News Agency, 1935—1945; Managing Editor & Business Manager, The Tokyo Mimpo, 1943. Address: 335-1, Okusawa-machi, Tamagawa, Setagaya-ku, Tokyo.

#### **KURIYAMA, Toshio**

Managing Director & Managing Editor, The Shin-hochi Shimbun; b. 1909, Ibaraki Pref.; Career: grad. Keio Univ., 1935; staff, The Yomiuri Shimbun, 1935—1948; joined The Hochi Shimbun, 1948, and appointed to the present position. Address: 332, Shimotakatsu, Tsuchiura City, Ibaraki Pref.

#### **KUROGOCHI, Jushiro**

Director, Business Manager & Supt. Mech. Dept., The Nanshin Nichinichi Shimbun. b. 1906, Nagano Pref. Career: grad. Waseda Univ., commerce, 1931; joined The Nanshin Nichinichi Shimbun, 1945.

#### **KUROZAKI, Teiji**

Managing Editor, The Shin Osaka Shimbun; b. 1903, Osaka; Career: left Kansai-Gakuin school without finishing the whole course; joined The Osaka Jiji Shimpō, 1922; joined The Osaka Mainichi Shimbun, 1924; transferred to The Tokyo Nichinichi Shimbun, 1928; Cultural News Editor, 1942; joined The Shin Osaka Shimbun, 1946. Address: 23, Nanamatsutachibana, Amagasaki City, Hyogo Pref.

#### **KUROZUMI, Tadashi**

Managing Editor & Editorial Writer, The Asahi Shimbun (west); b. 1904, Okayama Pref.; Career: grad. Osaka Foreign Languages School, English, 1926; joined The Asahi Shimbun, 1926; Chief, Asahi's Bur. in Sydney, 1941; Chief, Photo News Desk, 1942; Chief, Asahi's Head-office in Peiping, 1943; Managing Editor, The Asahi Shimbun (west), 1946; Chief Editorial Writer, 1944. Address: Higashi Shimachi, Daikoku, Moji City.

#### **KUSUMI, Ryunoshin**

Director & Managing Editor, The Too-nippo; b. 1908, Aomori Pref.; Career: grad. Tokyo Univ., law, 1931; Assistant Copy-desk Editor, The Osaka Mainichi Shimbun, 1942; Advisor to the editorial dept., 1945; Editor-in-Chief, The Too Nippo, 1942. Address: 2-22, Wada, Kominato-machi, Higashi Tsuruga-gun, Aomori Pref.

#### **KUSUYAMA, Yoshitaro**

Director, The Mainichi Shimbun, & Editor-in-Chief and Liaison Officer, The Eibun (English) Mainichi. b. 1897, Wakayama Pref. Career: grad. Waseda Univ., 1920; joined The Osaka Mainichi Shimbun, 1920; studied in America, Britain and France, 1921—1925; Assistant Foreign News Editor, 1928—1933; Chief, the newspaper's branch office in Kobe, 1933; sent to Europe, 1939—1940; Foreign News Editor, 1941; retired the office, and joined The Nippon Times as President, 1944; appointed Pres., The Shanghai Times, Feb., 1945; returned to The Mainichi Shimbun and Editor-in-Chief (Tokyo), Sept., 1945; held the present position since April, 1947. Address: 1087-3, Kitazawa, Setagaya-ku, Tokyo.

#### **MAEDA, Hisayoshi**

Advisor to Sankei Printing Co. Ltd.; b. 1893, Osaka. Career: Received no higher education than a primary school course; Managing Director, The Osaka Shimbun; Director, The Mainichi Shimbun; Managing Director, The Sangyo Keizai Shimbun; Managing Director, The Osaka Jiji Shimpō. Address: 10, Kinugasa-cho, Kita-ku, Osaka.

#### **MAEDA, Hisayoshi**

Pres., The Osaka Jiji Shimpō; b. 1893, Osaka City; Career: had no higher education than a primary school course; Pres., The Yukan Osaka, 1927—1942; Pres., The Osaka Jiji Shimpō, 1935—1936; Director, The Mainichi Shimbun, 1938—1943; Managing Director, The Nihon Kogyo Shimbun, 1939—1942; Managing Director, The Osaka Shimbun, 1942—1946; Managing Director, The Sangyo-keizai Shimbun, 1942—1946; made Pres., The Osaka Jiji Shimpō, 1946. Address: 9-55, Hancho, Minomo-mura, Toyono-gun, Osaka.

#### **MAEDA, Kiyoshi**

Director & General Manager, The Tokyo Shimbun; b. 1897, Aomori Pref.; Career: grad. St. Paul's Univ., 1924; Copy Desk Editor, The Hokkai Times, 1933; Managing Director, The Murooran Nippo, 1941; General Affairs Manager, Japan Press Association, 1944; Director & General Manager, The Tokyo Shimbun, 1946. Address: 880, Wada Honmachi, Suginami-ku, Tokyo.

#### **MAEDA, Tamon**

Pres., Tokyo Tsushin Kogyo Co.; b. 1884, Osaka; Career: grad. Tokyo Univ., 1909; government delegate to International Labor Conference; Editorial Writer, The Asahi Shimbun; Chief, Japan Cultural Hall in New York, U.S.A.; Governor, Niigata Pref.; Education Minister. Address: Okurayama,



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Futoo-cho, Kita-ku, Minato, Yokohama City, Kanagawa Pref.

**MAEDA, Yoshinori**

Foreign News Editor, The Asahi Shimbun (Osaka); b. 1906; Hokkaido; Career: grad. Roman Univ., politics, 1936; joined The Asahi Shimbun and stayed in Rome, 1936; sent to Western Asia as correspondent, 1941; Chief, Asahi Shimbun's Bur. in Saigon; Foreign News Editor, The Asahi Shimbun (Osaka), 1946. Address: 1104, Asada, Toyonaka City, Osaka.

**MAEKAWA, Shizuo**

Managing Director, Editor-in-Chief and Superintendent, Mechanical Department, The Tokushima Shimbun; b. 1902, Hiroshima Pref.; Career: left Tokyo Foreign Languages School without finishing the whole course, 1922; joined The Kokumin Shimbun, 1923; joined The Mainichi Shimbun (Osaka), 1929; joined The Yomiuri Shimbun, 1935; Managing Director, The Tokushima Shimbun, 1944. Address: 19-2, Chuo-dori, Tokushima City, Tokushima Pref.

**MARUYAMA, Kanji**

Advisor to The Mainichi Shimbun; b. 1880, Nagano Pref.; Career: grad. Waseda Univ., 1901; Reporter, The Nihon Shimbun; sent to New York as the correspondent of The Osaka Asahi Shimbun; Economic News Editor, The Yomiuri Shimbun; Editor-in-Chief, The Keijo Nippo; Advisor to The Mainichi Shimbun. Address: 37-2, Nishi Takaido, Suginami-ku, Tokyo.

**MASATOMI, Emiuru**

Assistant Chief, Liaison Section, The Mainichi Shimbun (Tokyo); b. 1897, Okayama Pref.; Career: grad. Washington Univ., politics, 1920; joined The Mainichi Shimbun, 1925; Assistant Managing Editor, The Eibun Mainichi, 1933; sent to America, 1937; sent to Manila, 1942; Managing Editor, The English Manila Shimbun, 1942; Assistant Managing Editor, The Eibun Mainichi, 1946. Address: 83, Date-cho, Shibuya-ku, Tokyo.

**MASUDA, Toyohiko**

Deputy Editor-in-Chief, The Asahi Shimbun (Tokyo); b. 1900, Fukuoka Pref.; Career: grad. Tokyo Univ., law, 1924; joined The Asahi Shimbun (Tokyo), 1934; Econ. News Editor, The Asahi Shimbun (Osaka), 1940; East Asiatic News Editor, The Asahi Shimbun (Tokyo), 1943; Managing Editor, The Java Shimbun, 1944; Associated Editor-in-Chief, The Asahi Shimbun (Tokyo), 1946. Address: 79, Kyodomachi, Setagaya-ku, Tokyo.

**MATSUI, Hidejiro**

Managing Director, The Shiga Shim-

bun; b. 1905, Shiga Pref.; Career: grad. Hachiman Commercial School, 1923; Auditor, The Shiga Shimbun, 1942; General Manager, Omi Trustee Co. Ltd., 1944; Managing Director, The Shiga Shimbun, 1945. Address: 1, Tamiya-cho, Otsu City, Shiga Pref.

**MATSUKATA, Yoshisaburo**

Director & Editor-in-Chief, Kyodo News Service; b. 1899, Tokyo; Career: grad. Kyoto Univ., econ., 1922; sent to the Pacific Conference in 1933; joined The Shimbun Rengo, 1934; joined Domei News Agency and appointed Chief, Domei Bur. in North China, 1938; appointed Chief, Domei Bur. in Middle China, 1939; Managing Director, Manchukuo News Agency, 1942; Director and Managing Editor, Kyodo News Service, 1945. Address: 30, Reinanzaka, Akasaka, Minato-ku, Tokyo.

**MATSUMOTO, Toru**

Director & Managing Editor, The Ehime Shimbun; b. 1910, Ehime Pref.; Career: grad. Waseda Univ., English literature, 1933; had experiences as a reporter with The Fukuoka Nichinichi Shimbun and The Nishi Nihon Shimbun; later joined The Ehime Shimbun and appointed Assistant Managing Editor and then to the present position. Address: 879, Kuwabara-cho, Matsuyama City, Ehime Pref.

**MATSUNAGA, Iwao**

Managing Editor, The Eibun Mainichi (Osaka); b. 1905, Tokyo; Career: grad. Columbia Univ., U.S.A., 1929; joined The Mainichi Shimbun, 1932; sent to Manila, the Philippine, 1942; Assistant Managing Editor, The Eibun Mainichi (Osaka), 1946; Managing Editor, The Eibun Mainichi, 1947. Address: 197, Hagaromo, Takaishi-cho, Izumikita-gun, Osaka.

**MATSUNAMI, Isamu**

Managing Director & Chief, Planning Bur., The Sangyokeizai Shimbun; b. 1900, Osaka City; Career: grad. Osaka Foreign Trade School; joined The Nihon Kogyo Shimbun, 1933; Business Manager, 1941; Director, 1942; Publications Manager, 1946; Managing Director, 1946. Address: 33-1, Higashi, Minami-cho, Abeno-ku, Osaka City.

**MATSUOKA, Kenichiro**

Managing Editor, The Sun News Photos; b. 1914, Washington, D.C.; Career: grad. Tokyo Univ., law, 1942; joined Domei News Agency as a reporter, 1942. 385-2, Sendagaya, Shibuya-ku, Tokyo.

**MATSUSHITA, Motoyoshi**

Pres., The Hyuga-nichinichi Shimbun; b. 1889, Kagoshima Pref.; Career: Staff of The Asahi Shimbun, 1919—1942, then appointed to the present

position. Address: 35-2, Asahidori, Miyazaki City, Miyazaki Pref.

**MATSUZAKI, Shojiro**

Managing Director, The Ise Shimbun; b. 1894, Saga Pref.; Career: grad. Arita Industrial School, 1914; joined The Ise Shimbun as editorial writer, 1923; later served with The Shin Aichi Shimbun, Mie-nichinichi Shimbun, Seshyu-mainichi Shimbun, etc., rejoined The Ise Shimbun and appointed director in 1937; appointed to the present position, 1947. Address: 705, Ueno, Komori, Tsu City, Mie Pref.

**MIKOSHIBA, Takashi**

Director & Editor-in-Chief, The Nanshin Nichinichi Shimbun; b. 1889, Nagano Pref.; Career: left Keio Univ., econ., without finishing the whole course, 1913; joined The Nanshin Nichinichi Shimbun, 1926; joined The Shinano Mainichi Shimbun, 1942; joined The Nanshin Nichinichi Shimbun, 1946. Address: Daiwa, Suwa City, Nagano Pref.

**MISAWA, Takusaburo**

Pres., The Nanshin Nichinichi Shimbun; b. 1900, Nagano Pref.; Career: left Waseda Univ., engineering, without finishing the whole course; engaged in newspaper business since 1936; appointed to the present position Nov., 1947. Address: Koyanagi-machi, Suwa City, Nagano Pref.

**MIURA, Shigeo**

Managing Director & Managing Editor, The Kyoto Nichinichi Shimbun; b. 1902, Gifu Pref.; Career: grad. Waseda Univ., law, 1925; Director & Managing Editor, The Yomiuri Shimbun; appointed to the present position, Dec., 1946. Address: 44, Tadekura-cho, Shimogamo, Sakyo-ku, Kyoto City.

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Director & Managing Editor, The Chubu Nihon Shimbun; b. 1907, Aichi Pref.; Career: grad. Kyoto Univ., law, 1933; joined The Chubu Nihon Shimbun, 1933. Address: 326, Kako-machi, Chigusa-ku, Nagoya City.

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Managing Director & Editor-in-Chief, The Shimane Shimbun; b. 1897, Okayama Pref.; Career: grad. Tokyo Univ., politics, 1923; Official, Osaka Municipal Office, 1923—1945; Editor-in-Chief, The Shimane Shimbun, 1946. Address:



Mae-cho, Kitabori-cho, Matsue City, Shimane Pref.

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Special Staff, Cultural News Section, The Mainichi Shimbun (Tokyo); b. 1892, Hyogo Pref.; Career: grad. Keio Univ., literature, 1918; joined The Mainichi Shimbun (Osaka), 1924; shifted to The Tokyo Nichinichi Shimbun; wrote much about dramas. Address: c/o Horino, Matsugasaki, Sakyo-ku, Kyoto City.

**MORI, Shozo**

Managing Editor, The Mainichi Shimbun (Tokyo); b. 1900, Shiga Pref.; Career: grad. Tokyo Foreign Languages School, Russian, 1938; Chief, Mainichi Shimbun's Bur., Harbin; sent to Moscow; Editorial Writer; Managing Editor. Address: 471, Kita Senzoku-cho, Ota-ku, Tokyo.

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Running Yuai Private School, Kyushu Industrial-Cultural Assn. b. 1890, Fukuoka Pref.; Career: grad. Waseda Univ., politics, 1915; Econ. News Editor, The Jiji Shimpō; Pres., The Kyushu Nippo; Managing Director, Manchurian Public Relations Office; Pres., Manchurian News Agency; Director, Nippon Press Association. Address: Sanjo, Dazai-fu machi, Chikushi-gun, Fukuoka Pref.

**MOTO, Kazuo**

Pres., The Toyama Shimbun; b. 1896, Ishikawa Pref.; Career: left Waseda Univ., without finishing the whole course; Editor-in-Chief, The Hokkoku Mainichi Shimbun. Address: 76, Shimo-dodomeki-cho, Kanazawa City, Ishikawa Pref.

**MURAI, Sukemasa**

Managing Editor, The Toyama Shimbun; b. 1899, Ishikawa Pref.; Career: left Nihon Univ. without finishing the whole course, 1919; Chief, Hokkoku Mainichi Shimbun's branch office in Toyama City; then appointed to the present position. Address: 199, Sogawa, Toyama City, Toyama Pref.

**MURATA, Goro**

B.A.; Director and Managing Editor, The Nippon Times; b. 1907, Los Angeles, Calif., U.S.A.; Career: grad. Whittier College, Calif., U.S.A., 1930; English Editor, Japanese-American News, Los Angeles, 1930-1931; English Editor, California Daily News, Calif., 1931-1933; joined The Nippon Times, 1933. Address: 500-4, Mabashi, Suginami-ku, Tokyo.

**MUTO, Mitsunori**

Director and Business Manager, The Yomiuri Shimbun; b. 1913, Tokyo; Career: grad. Nihon Univ., law, 1939; joined The Yomiuri Shimbun, 1939;

Assistant Political Economic News Editor, 1945; Business Manager, 1946; Director, Dec., 1946. Address: 1002-1, Setagaya, Setagaya-ku, Tokyo.

**NAGAE, Masato**

Retired; b. 1883, Fukuoka Pref. Career: grad. Keio Univ., 1908; Director, The Bank of Miike, 1926; Vice-Pres., The Fukuoka Nichinichi Shimbun, 1932; Pres., The Nishi Nihon Shimbun, 1932; Pres., The Nishi Nihon Shimbun, 1943; Retired the office, 1943. Address: 787, Eura, Takada-mura, Miike-gun, Fukuoka Pref.

**NAGAI, Daizo**

Business Manager, The Asahi Shimbun (Tokyo); b. 1903, Hiroshima Pref.; Career: grad. Tokyo Commercial College, 1927; joined The Asahi Shimbun, 1927; Circulation Manager, 1942; Business Manager, 1946. Address: c/o Yokota, 724-2, Denenchofu, Tamagawa, Setagaya-ku, Tokyo.

**NAGANO, Hiroshi**

General Manager, The Oita Godo Shimbun; b. 1935, Oita Pref.; Career: grad. Waseda Univ., commerce, 1942; appointed to the present position, 1946. Address: 11-2, Niage-machi, Oita City, Oita Pref.

**NAGANO, Tadashi**

Director, The Oita Godo Shimbun; b. 1912, Oita Pref.; Career: grad. Waseda Univ., econ., 1937; joined The Honshu Nippo, 1937; joined The Oito Godo Shimbun, 1942. Address: 2-2, Niage-machi, Oita City, Oita Pref.

**NAGASHIMA, Matao**

Director & Managing Editor, The Tokyo Mimpo; b. 1904, Saitama Pref.; Career: grad. Waseda Univ. without finishing the whole course; Assistant Political News Editor, Domei News Agency; Editor-in-Chief, The Tokyo Mimpo. Address: 113-4, Tokiwa-cho, Urawa City, Saitama Pref.

**NAGATO, Masaji**

Director and Managing Editor, The Mainichi Shimbun (Tokyo); b. 1891, Fukushima Pref.; Career: grad. Azumi Middle School of Fukushima Pref., 1910; joined The Tokyo Nichinichi Shimbun, 1922; Editor-in-Chief, 1945; Director and Editor-in-Chief, 1947. Address: 99-2, Ogikubo, Suginami-ku, Tokyo.

**NAKAHARA, Arataro**

Managing Editor, The Nishi Nihon Shimbun; b. 1895, Fukuoka Pref.; Career: had no school education; joined The Fukuoka Nichinichi Shimbun, 1921; appointed Chief, Kurume Branch Office, 1927; Chief, Oita Branch Office, 1929; Chief, Kumamoto Branch Office, 1937; Assistant Copydesk Editor, The

Nishi Nihon Shimbun, 1945; Local News Editor, 1946; General Manager, Editorial Department, 1946; Managing Editor, 1946. Address: 116, Kasugahara Quarters, Kasuga-mura, Chikushi-gun, Fukuoka Pref.

**NAKAHIRA, Masaaki**

Director and Managing Editor, The Kochi Shimbun; b. 1906, Kochi Pref.; Career: grad. Hosei Univ., law, 1931; joined The Kochi Shimbun, 1931 and stayed at the office up to now. Address: 1278, Asakura, Kochi City, Kochi Pref.

**NAKANO, Fushio**

Pres., The Yukan Fukunichi; b. 1902, Fukuoka Pref.; Career: had no school education; joined The Fukuoka Nichinichi Shimbun, 1922; Assistant Managing Editor, 1944; Managing Editor, The Yukan Fukunichi, 1946. Address: Hachiban-cho, Haruyoshi, Fukuoka City.

**NAKATSUBO, Yaozo**

Business Manager & General Manager, The Mainichi Shimbun (west); b. 1900, Yamaguchi Pref.; Career: had no school education; joined The Mainichi Shimbun, 1921; Circulation Manager, 1938; Business Manager, The Mainichi Shimbun (West); appointed to the present position, 1947. Address: 2182-4, Kamihonmachi, Moji City, Fukuoka Pref.

**NAOMI, Zenzo**

Managing Director & Editorial Writer, The Tokyo Shimbun; b. 1897, Ishikawa Pref.; Career: grad. La Serbono Univ., Paris, 1920; Editorial Writer, The Chugai-shogyo Shimpō, 1942; Editorial Writer, The Tokyo Shimbun, Nov., 1942; Director & Chief Editorial Writer of the same, 1945. Address: 1434-2, Setagaya-cho, Setagaya-ku, Tokyo.

**NATSUME, Koichiro**

Business Manager, The Asahi Shimbun (Osaka); b. 1897, Tokyo; Career: grad. Tokyo Univ., economics, 1923; Chief, Communications Section, The Asahi Shimbun (Osaka), 1940; Chief, Personnel Affairs Section; Assistant Chief, Publications Dept., 1945; Business Manager, 1946. Address: 95-10, Sonowa-cho, Amagasaki City, Hyogo Pref.

**NIINOBE, Shuzo**

Auditor & Managing Editor, The Chukyo Shimbun; b. 1905, Osaka; Career: grad. Keio Univ., economics, 1928; joined The Asahi Shimbun, 1929 and worked in the office till 1946; joined The Chukyo Shimbun and appointed Managing Editor, 1946. Address: 9-5, Hiyori-cho, Chigusa-ku, Nagoya City.



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Managing Director & Editorial Writer, The Niigata Nippo; b. 1903, Tokyo; Career: grad. Tokyo Commercial Univ., 1928; Assistant Political News Editor, Domei News Agency, 1936; Chief, Research Section, the same, 1942; joined The Niigata Nippo, and appointed Managing Editor, 1944; made Managing Director, 1944; Managing Editor & Editorial Writer, 1945; reelected Director, 1946. Address: 21-5932, Sambancho, Kakko-cho-dori, Niigata City, Niigata Pref.

**NISHIMURA, Michitaro**

Managing Director, The Asahi Shimbun (Osaka); b. 1895, Osaka; Career: grad. Waseda Univ., 1919; Chief, Communication Dept, The Asahi Shimbun (Osaka), 1937; Chief, Asahi Shimbun's Bur. in Manila, 1942; Economic News Editor, 1943; Assistant Managing Editor, 1943; made Director, 1946. Address: 24, Nishimachi, Tojiin, Kamiyoko-ku, Kyoto City, Kyoto.

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Managing Director and Business Manager, The Sannin Nichinichi Shimbun; b. 1883, Tottori Pref.; Career: grad. Tokyo Higher Agricultural School, 1904; Director, The Shimane Shimbun then Director, The Sunnin Nichinichi Shimbun. Address: 116, Minami Tamachi, Matsue City, Shimane Pref.

**NOGUCHI, Jihachi**

Managing Director, The Saga Shimbun; b. 1912, Saga Pref.; Career: grad. Saga Middle School, 1929; joined The Hizen Nichinichi Shimbun, 1929 and quitted the office, 1931; joined The Saga Shimbun, 1931; Business Manager, 1933; General Manager, 1946; Managing Director, 1947. Address: 592, Kamino-machi, Saga City, Saga Pref.

**NOGUCHI, Yoshiaki**

Managing Editor, The Sannin Nichinichi Shimbun; b. 1896, Tottori Pref.; Career: grad. Waseda Univ., economics, 1923; City Editor, The Miyako Shimbun. Address: Odaka, Otaka-mura, Saiki-gun, Tottori Pref.

**NOGUCHI, Yoshio**

Managing Director & General Manager, The Nishi Nihon Shimbun; b. 1900, Tokyo; Career: grad. Tokyo Univ., law, 1929; joined Nihon Dempo Tsushinsha, 1929 and worked at the office till 1935; joined The Fukuoka Nichinichi Shimbun, 1929; appointed Ad. Manager; joined The Nishi Nihon Shimbun and appointed Business Manager, 1945; made Director, 1946; Director & General Manager, 1947. Address: c/o Oke, 8-3, Imaizumi, Fukuoka City, Fukuoka Pref.

**OBAMA, Toshio**

Purged; b. 1889, Shimane Pref.; Career: grad. Waseda Univ., economics, 1915; joined The Chugai-shogyo Shimpo (re-named The Nihon-Keizai-Shimbun now), 1921; Managing Editor, 1934; Director, 1937; Editor-in-Chief, 1942; Managing Director, 1942; Vice-President, 1945; Pres., 1945. Publications: wrote much about economy. Address: 388, Unoki-cho, Chofu, Otaku, Tokyo.

**OCHIAI, Morihei**

Pres., The Shin Hokkai Shimbun; b. 1885, Tochigi Pref.; Career: grad. Tokyo Agricultural Univ., 1907; Secretary General, Sapporo Chamber Commerce; News Editor, Nagoya Broadcasting Station; News Editor, Sapporo Broadcasting Station; Director, The Shin Hokkai Shimbun. Address: 3-15, Nishi, Odori, Sapporo City.

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Managing Director, Radio Press; b. 1915, Seattle, U.S.A.; Career: grad. National Radio Institute, Seattle, U.S.A.; Special Official, Foreign Office 1941-1945. Address: 58, Toyosawacho, Shibuya-ku, Tokyo.

**OKAMURA, Niichi**

Pres., Rubina Cosmetics Mfg. Co.; b. 1904, Nagano Pref.; Career: grad. Toyo Univ., 1924; joined The Manchoho, 1925; joined Shimbun Rengo, 1928; joined Shimbun Rengo, 1928; joined Domei News Agency, 1936; sent to Berlin, 1941; Director, Japan Press Assn., 1942; Managing Director, Japan Newspaper Corporation (semiofficial), 1944; founded The Tokyo Times and made Managing Director, 1946; quitted the office with falling under purge directive, 1947. Address: 296-3, Harajuku, Shibuya-ku, Tokyo.

**OMORI, Tomi**

Vice-Pres., Managing Editor and Superintendent, Mech. Dept., The Shimane Shimbun; b. 1891, Shimane Pref.; Career: grad. Agricultural School, 1907; Chief, Communication Section, The Mainichi Shimbun (West), 1924; Managing Editor, 1940; Chief, Branch Office in Nagoya; Chief, Mech. Dept., The Mainichi Shimbun (Tokyo) 1943; Business Manager, The Sun Shashin Shimbun, 1946; appointed to the present position, Sept., 1947. Address: 18, Minami-tamachi, Matsue City, Shimane Pref.

**ONO, Hideo**

Pres. The Newspaper Institute of Tokyo Univ., b. 1885, Shiga Pref.; Career: grad. Tokyo Univ., Literature, 1910; Reporter, The Manchoho, 1911-1913; Reporter, The Tokyo Nichinichi Shimbun, 1916-1922, Instructor Tokyo Univ., 1925; Chief, The Newspaper In-

stitute of Tokyo Univ., 1947. Publications; History of Japanese Newspaper. On the Origination of Newspapers, On Modern Newspaper, The Study on the press, History of the Developments of Japanese Newspapers. Address: 20 Asaka-machi, Komagone, Bunkyo-ku, Tokyo.

**ONO, Shizuma**

Managing Editor, The Shin Kyushu Shimbun; b. 1895, Kumamoto Pref.; Career: had no school education; City Editor, The Mainichi Shimbun (West), 1935; Chief, Communication Section, 1943; quitted the office, 1946; appointed to the present position, 1946. Address: 227-2, Asahi-machi, Moji City, Fukuoka Pref.

**ONO, Toshio**

Purged; b. Tokyo; Career: grad. Keio Univ. economics, 1921; joined The Jiji Shimpo, 1924; sent to London as foreign correspondent, 1928; General Manager, Editorial Dept, 1930; joined The Shimbun Rengo and appointed Chief, Hsinking Bur. 1933; joined Domei News Agency and appointed Chief, Hsinking Bur.; 1936 Director, Manchuquo News Agency, 1937; pres., The Manchurian Daily, 1938; Managing Director, Shonan Press Association, 1934; General Manager, Kyodo News Service, 1945. Address: 89-1, Hirochi Sakurayama, Yokosuka City, Kanagawa Pref.

**OSHIMA, Ichie**

Director and Supt., Mech. Dept., The Tokyo Shimbun; b. 1905, Ishikawa Pref.; Career: grad. Kyoto Univ., economics, 1928; Director and General Manager, The Kokumin Shimbun, 1935; Managing Director and General Manager, The Kokumin Shimbun, 1935; Manager Director and General Manager of the same, 1938; Director, The Tokyo Shimbun, 1943; Director and Superintendent, Mech. Dept., the same, 1945. Address: 4-32, Shinano-machi, Shinjuku-ku, Tokyo.

**OTAJIMA, Sadakichi**

Pres., The Nihonkeizai Shimbun; b. 1890, Iwate Pref.; Career: grad. Waseda Univ., literature, 1916; joined The Chugai Shimpo, 1918; City Editor, 1927; Managing Editor, 1942; Managing Director, 1945; President, 1948. (Ed. The Chugai Shogyo-shimpo changed its name twice, and became The Nihon Sangyo Keizai in 1942 and The Nihon Keizai Shimbun after the end of war). Address: 807-3, Amanuma, Suginami-ku, Tokyo.

**OTAKE, Sadao**

Editor, English News Section, Kyodo News Service; b. 1913, San Francisco, Calif., U.S.A.; Career: grad. New York Univ., 1938; Domei News Agency's New York Correspondent, 1933-1940.



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**OYA, Kusuo**

Enterprise Manager, The Jiji Press; b. 1909, Fukuoka Pref.; Career: grad. Lyon Univ., France; appointed Assistant City Editor, Domei News Agency; assigned to Nihon Hoso Kyokai (Japan Broadcasting Corporation) and appointed Chief, Foreign News Section, 1944; founded The Jiji Press, and appointed Political News Editor; appointed Chief Librarian, 1946; Enterprise Manager, 1946. Publications: War Time Diplomacy in Near East and the Balkans; Occupation of French Indo-China; On Politics of Turkey; The Night before the Termination of Hostilities. Address: 107, Seijo-machi, Setagaya-ku, Tokyo.

**SAITO, Joji**

B.S.; Home News Editor, The Radio Press; b. 1916, Alaska, U.S.A.; Career: grad. Californian Univ., politics, 1937; special official, Foreign Office, 1941-1942; served Domei News Agency, 1942-1945, Address: 926-4, Asagaya, Suginami-ku, Tokyo.

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Editor-in-Chief, The Fukushima Minyu Shimbun; b. 1896, Fukushima Pref.; Career: grad. Waseda Univ., economics, 1922; worked as a reporter for 20 years with The Mainichi Shimbun. Address: 9, Nakama-machi, Fukushima City, Fukushima Pref.

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**SAKURAI, Aiji**

Managing Director (in charge of financial affairs), NHK (Japan Broadcasting Corporation); b. 1893, Tokyo; Career: grad. Tokyo Univ., economics, 1918; served with The Mitsui Bank and Teikoku Bank for years. Address: 834, Yoyogi-honmachi, Shibuya-ku, Tokyo.

**SASAKI, Hideo**

Pres. and Managing Editor, The Managawa Shimbun; b. 1896, Tokyo; Career: grad. Komazawa Univ., 1918; Chief, Communication Section, The Asahi Shimbun (Tokyo); then Advisor to the same. Address: 567, Wakabayashi-cho, Setagaya-ku, Tokyo.

**SASSA, Hiroo**

Died in Oct., 1948. b. 1897, Kumamoto Pref.; Career: grad. Tokyo Univ.,

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**SAWAMURA, Yoshio**

Director and Managing Editor, The Osaka Shimbun; b. 1907, Kyoto; Career: grad. Keio Univ., literature, 1934; joined The Osaka Jiji Shimbun, 1934; Economic News Editor, The Osaka Shimbun, 1942; Assistant Managing Editor, 1943; Managing Editor, 1945; Director, 1943. Address: 340, Higashi-inukai, Takagi, Nishimaya City, Hyogo Pref.

**SETO, Yasutaro**

Pres., The Shin Osaka Shimbun; b. 1890, Tokushima Pref.; Career: had no school education; engaged in newspaper business for over 40 years; founded The Shin Osaka Shimbun, 1946.

**SHIBA, Kimpei**

Director & Executive Editor, The Japan Times; b. 1904, Honolulu, T.H., U.S.A.; Career: grad. Canadian Academy, Kobe, 1936; Correspondent in Japan for the Chicago Tribune; joined The Nippon Times, 1941. Address: 25-1, Akazutsumi-machi, Setagaya-ku, Tokyo.

**SHIGETA, Mitsuharu**

Pres., The Shizuoka Shimbun; b. 1908, Tokyo; Career: grad. Tokyo Univ.; Reporter, The Shizuoka Minyu Shimbun; Director, Shizuoka Chamber of Commerce; General Manager, The Shizuoka Shimbun. Address: 166-3, Kita-ando-machi, Shizuoka City, Shizuoka Pref.

**SHIKIBA, Ryuzaburo**

Dr. of Medicine; Managing Director, The Tokyo Times; b. 1898, Niigata Pref.; Career: grad. Niigata Medical Univ., 1921; Chief, Shizuoka Hospital for Brain Diseases; Chief, Konodai Hospital for Brain Diseases; Managing Director, the Institute of Japanese Folks' Arts. Publications: Mental Disease and this Life of Van Goh, The Life and Art of Lautrec. Address: c/o Konodai Hospital, Kokubun, Ichikawa City, Chiba Pref.

**SHIMIZU, Haruhiro**

Pres., The Shin Shimabara Shimbun; b. 1898, Nagasaki Pref.; Career: had no school education; served with The Asahi Shimbun (Osaka) and The Nagasaki Nichinichi Shimbun, then appointed to the present position. Address: 865, Kaminomachi, Shimabara City, Nagasaki Pref.

**SHIMIZU, Ikutaro**

Chief, The Institute of the 20th Century; Instructor, Tohoku Univ.; b. 1907, Tokyo; Career: grad. Tokyo Univ., literature, 1931; Editorial Writer, 1941-1945. Publications: Society and Individual, Lectures on Sociology and some other 30 books. Address: 2169-5, Kamitakaido, Suginami-ku, Tokyo.

**SHIMODA, Masami**

Director, America-Japan Press; b. 1890, Tokyo; Career: grad. Keio Univ., 1914; Economic News Editor, The Jiji Shimpo; Managing Director, The Mainichi Shimbun. Publications: Revolutionary Movements in World Economy; From the Economic Point of View, Etc. Address: 1945, Ikeko, Zushimachi, Yokosuka City, Kanagawa Pref.

**SHIMOJO, Yuzo**

Editor-in-Chief, The Tokyo Times; b. 1900, Aomori Pref.; Career: grad. Seikei Commercial College, 1922; Chief, Shanghai Branch Office for Nihon Dempo Tsushinsha; sent to Europe as Domei News Agency's correspondent; Chief Editorial Writer, The Tokyo Times. Address: 409-3, Mabashi, Suginami-ku, Tokyo.

**SHIMOMURA, Hiroshi**

Purged; b. 1875, Wakayama Pref.; Career: grad. Tokyo Univ., law, 1898; served with the Ministry of Communication and the General Government of Formosa for years; Vice-President of The Asahi Shimbun; Member of Peers' House; Pres., Japan Broadcasting Corporation; State Minister and Pres., The Information Board, Suzuki Cabinet at the time of the Japanese capitulation in the 2nd World War; Instructor, the universities of Hosei, Chuo, Waseda and Tokyo Commerce. Address: 22-3, Denenchofu, Ota-ku, Tokyo.

**SHINOBU, Kanichiro**

Managing Editor, The Asahi Shimbun (Osaka); b. 1900, Tokyo; Career: grad. Waseda Univ., politics, 1925; Chief, Asahi's Branch Office in Kyoto, 1940; Chief, Asahi's Branch Office in Keijo, 1943; Chief, Communication Section, The Asahi Shimbun (West); Managing Editor, 1946. Address: c/o T Asahi Shimbun (Osaka), 3-3, Nakanoshima, Kita-ku, Osaka City.

**SHINOHARA, Takateru**

Managing Director and Managing Editor, The Tokushima Mimpo; b. 1905, Tokushima Pref.; Career: grad. Chuo Univ., 1916; Assistant Copy-desk Editor, The Mainichi Shimbun (Tokyo). Address: Hoirie-mura, Itano-gun, Tokushima Pref.

**SHIRAIISHI, Kokyo**

Pres., The Kyoto Shimbun; b. 1898, Nara Pref.; Career: grad. Tokyo Univ.,



economics, 1922; Pres., The Jiron-sha Pres., The Kyoto Shimbun; Member, Newsprint Allocation Committee. Address: 653, Somedono-machi, Hirokoji, Nashiki-cho, Kamikyo-ku, Tokyo City.

#### SHOBARA, Toru

Director and Editor-in-Chief, The Tokyo Mimpo; b. 1893, Univ., law, 1923; Secretary General, Yamaguchi Pref.; Career: grad, Tokyo Kanto Chapter, Japan Peasants' Union; Secretary General, Tokyo Institute of Politics and Economy; served with the Editorial Department, Domei News Agency; Special Official, Foreign Office. Publications: on Peasants' Union. Address: 1500-2, Arajuku, Ota-ku, Tokyo.

#### SHORIKI, Matsutaro

Purged; b. 1885, Toyama Pref.; Career: grad. Tokyo Univ., law; served the Ministry of Home Affairs, 1913—1924; appointed the President of The Yomiuri Shimbun, 1924; then controlled a number of newspapers such as The Kyushu Nippo, The Sanin Shimbun, The Nagasaki Nichinichi Shimbun, The Hoshi Shimbun, The Shizuoka Shimbun, The Shimane Shimbun, The Osaka Shimbun, etc.; purged 16 December 1945; Address: 1900, Shinjuku, Zushi-machi, Yokosuka City, Kanagawa Prefecture.

#### SONODA, Jiro

Assistant Managing Editor, The Asahi Shimbun (West), and General Manager, Fukuoka Branch Office of the same; b. 1900, Tokyo; Career: grad. Toa Dobun-shoin, Shanghai, 1923; joined The Asahi Shimbun, 1926; Editorial Writer, 1941—1944; East Asian News Editor, 1945; Assistant Managing Editor, The Asahi Shimbun (West); General Manager, Fukuoka Branch Office, 1946. Address: c/o KUSAKABE, 6, Nishi-sumiyoshi, Fukuoka City.

#### SUDO, Jiro

Director and Managing Editor, The Godo Shimbun; b. 1894, Okayama Pref.; Career: grad. Kanagawa Middle School, Okayama Pref., 1913; Chief Editorial Writer, The Godo Shimbun, 1945; Auditor, 1945; Managing Editor, 1946; Director, 1946. Address: Yuge, Kumayamura, Wake-gun, Okayama Pref.

#### SUGIMOTO, Shigeaki

Pres. and Managing Editor, The Saga Shimbun; b. 1905, Saga Pref.; Career: grad. Tokyo Univ., 1931; joined The Yomiuri Shimbun, 1932; Assistant Political News Editor, 1937; quitted the office, 1945, and joined The Saga Shimbun. Address: Aichi-machi, Higashi Matsuura-gun, Saga Pref.

#### SUGIYAMA, Toranosuke

Pres., The Chubu Nihon Shimbun; b. 1904, Aichi Pref.; Career: grad. To-

kyo Kaisei Middle School, 1921; served with the Shin Aichi Shimbun, and then joined The Chubu Nihon Shimbun, being appointed Auditor. Address: 24-2, Tsuruhane-machi, Showa-ku, Nagoya City, Aichi Pref.

#### SUZUKI, Bunshiro

Editor, Readers' Digest, Japanese Edition; b. 1890, Tokyo; Served with the Asahi Shimbun for twenty-nine years, leaving the same, 1945; Principal posts held were foreign correspondent (England, France and America), Editor, The Asahi Shimbun (Tokyo), Manager of Publication Dept., Managing Director. Address: 490-1, Setagaya-ku, Tokyo.

#### SUZUKI, Mitsuo

General Manager, The Radio Press; b. 1914, Shizuoka Pref.; Career: grad. Keio Univ., literature, 1939; Instructor, The Institute of Foreign Languages, Foreign Ministry, 1939—1944. Address: 250, Mukobara-cho, Meguro-ku, Tokyo.

#### SUZUKI, Sotaro

Advisor, Sports Desk, The Yomiuri Shimbun; b. 1890, Gumma Pref. studied with Columbia Univ., New York City, U.S.A., 1921—1923; engaged in Japanese-American trade, 1926—1929; affiliated with The Yomiuri Shimbun, 1931 and made efforts to invite All American Base-ball team to Japan; concerned in Japan League of Professional Base-ball teams since 1936. Publications; published some ten books on base-ball. Address: 27, Ikebukuro, Naka-ku, Yokohama City Kanagawa.

#### TABATA, Masaji

Director, The Asahi Shimbun, and Representative, The Asahi Shimbun (Tokyo); b. 1898, Shizuoka Pref.; Career: grad. Tokyo, 1924; Uolitical economic News Editor, 1942; Assistna Managing Editor, 1945; made Director, 1947; Representative, The Asahi Shimbun (Tokyo), 1947. Address: c/o Sakai, 105-1, Mine-machi, Chofu, Omori-ku, Tokyo.

#### TAKABATAKE, Naosada

Director & Editor-in-Chief, The Kahoku Shimp. b. 1900, Tochigi Pref. Career: grad. Keio Univ., economics, 1926; joined The Chugai-shogyo-shimpo, 1926, and quitted the office, 1933; joined The Yomiuri Shimbun, 1933; joined The Akita Sagigake Shimbun, 1945, and quitted the office in the same year; joined the Kahoku Shimp. 1946. Address: 42, Yashiki, Koizumi, Minami, Sendai City, Miyagi Pref.

#### TAKADA, Motosaburo

Representat,ve, The Nichibei Tsushin-sha; b. 1894, Tokyo; Career: grad. Tokyo Univ., literature, 1917; joined The Mainichi Shimbun (Osaka), 1917; sent to New York and London as correspondent; Managing Editor, The To-

kyo Nichinichi Shimbun and Osaka Mainichi Shimbun; quitted the office, 1945. Address: 2932, Nishihama, Kata-se-machi, Fujisawa City, Kanagawa Pref.

#### TAKAHASHI, Shinzo

Manager, Editorial Dept., The Mainichi Shimbun (Osaka); b. 1901, Tokyo; Career: grad. Keio Univ., economics, 1924; joined The Mainichi Shimbun (Osaka), 1928; Economic News Editor, The Mainichi Shimbun (West) 1941; Local News Editor, The Mainichi Shimbun (Osaka), 1945; Assistant Managing Editor and Economic News Editor, 1947; General Manager, Editorial Department, 1947. Address: Shikoku-kogyo's house, Kawabata, Higashi-takeya-cho, Sakyo-ku, Kyoto City.

#### TAKAISHI, Shingoro

b. 1878, Chiba Pref.; Career: grad. Keio Univ., law, 1901; Editor-in-Chief The Osaka Mainichi Shimbun and The Tokyo Nichinichi Shimbun; Pres. The Mainichi Shimbun retired from the office, 1945, due to purge directive. Publications: Woman and Wisdom of Japan (English, published in London), Japan Speaks Out (English). Address: Ichinomiya-machi, Chosei-gun, Chiba Pref.

#### TAKANO, Iwasaburo

LL.D., Pres., NHK (Japan Broadcasting Corporation); b. 1871, Tokyo; Career: grad. Tokyo Univ., politics, 1895; Advisor, Statistics Bur., Cabinet; Instructor, Tokyo Univ., Chief, the Ohara Institute of Social Problems. Address: 327, Shin-machi, Suginami-ku, Tokyo.

#### TAKANO, Makoto

Managing Editor, The Asahi Shimbun (Tokyo); b. 1903, Tokyo; Career: grad. Tokyo Univ., economics, 1929; joined The Asahi Shimbun (Osaka), 1929; Chief, Communication Dept., The Asahi Shimbun (Tokyo), 1944; Managing Editor, 1946. Address: 161, Yukinoshita, Kamakura City, Kanagawa Pref.

#### TAKASHIMA, Saichiro

Director and Editor-in-Chief, The Chubu Keizai Shimbun, and Editorial Writer, The Chubu Nihon Shimbun; b. 1884, Ibaraki Pref.; Career: grad. Tokyo Commercial Univ., 1911; sent to America, Britain, France and Switzerland to study economic science by Education Ministry, 1916; Instructor, Nagoya Commercial College, 1921—1942; Director, the Economic Science Institute of Toyo Spinning Co., 1942—1945; Editorial Writer, The Chubu Nihon Shimbun 1945; Director and Editor-in-Chief, The Chubu Keizai Shimbun, 1946. Address: 7-2, Maruyacho, Showa-ku, Nagoya City, Aichi Pref.



**TAKEHANA, Yukichi**

Pres., The Akita Sakigake Shimbun; b. 1889, Akita Pref.; Career: grad. Waseda Univ., law, 1913; Director & Managing Editor, The Akita Sakigake Shimbun, 1939; Managing Editor, 1944; Pres., 1946. Address: 35, Takashomachi, Akita City, Akita Pref.

**TAKEUCHI, Norio**

Director and Managing Editor, The Yukan Mie; b. 1911, Mie Pref.; Career: grad. Mie Pref. Middle School, 1929; joined The Ise Shimbun, 1931; appointed News Editor, 1946; appointed to the present position, 1947. Address: 194, Sakurajaya, Komori, Tsu City, Mie Pref.

**TANAKA, Johei**

Managing Director, The Nagasaki Minyu Shimbun; b. 1888, Nagasaki Pref.; Career: joined The Nagasaki Minyu Shimbun, 1939; joined The Nagasaki Shimbun which was created according to the principle "one newspaper for one prefecture"; made Managing Director, The Nagasaki Minyu Shimbun which was re-born after the end of war. Address: 555, Atagocho, Nagasaki City, Nagasaki Pref.

**TANAKA, Kotaro**

Pres., The Shikoku Shimbun; b. 1892, Tottori Pref.; Career: had no school education; served with The Asahi Shimbun for twenty-six years, and appointed Assistant Business Manager; made Managing Director, The Shikoku Shimbun, 1945; Pres., 1946. Address: 692, Kusugami-cho, Takamatsu City, Kagawa Pref.

**TANAKA, Nariyuki**

Managing Director, The Nishi Nihon Shimbun; b. 1896, Fukuoka Pref.; Career: grad. Waseda Univ., 1920; joined The Asahi Shimbun (Osaka), 1920; joined The Chosen Shimbun, and changed to The Fukuoka Nichinichi Shimbun, 1921; General Manager, Peiping Office, 1923; Chief, Bur. for North Kyushu, The Nishi Nihon Shimbun, 1943; General Manager, Editorial Dept., 1945; Director and General Manager, 1945; Managing Director, 1946. Address: 27, Shin Karibayashi-cho, Fukuoka City.

**TANIGUCHI, Hisakichi**

Pres., The Sanyo Shimbun; b. 1889, Okayama Pref.; Career: grad. Taiseikan Middle School, 1908; Director, The Bank of Chugoku, 1938; Vice-Pres., the same, 1946; quitted the bank and made Pres., The Sanyo Shimbun, 1947. Address: 118, Kunitomi, Okayama City, Okayama Pref.

**TERAMOTO, Kaio**

Managing Editor, The Hokkai Times; b. 1904, Hokkaido; Career: grad. Meiji Univ., law, 1929; joined The Hokkai

Times, 1934; joined The Sorachi Shimbun (Weekly), 1946; Copy-desk editor. The Hokkai Times, 1946. Address: Homachidori, Tsukigata-mura, Kabatogun, Hokkaido.

**TOGASAKI, Kiyoshi**

B.S., 1920; Pres., The Nippon Times, Pres., International Press Club, Executive Committee, America Japan Society; b. 1895, San Francisco, Calif., U.S.A.; Career: grad. University of California, Berkley, Calif., U.S.A., 1920; Vice-Pres., Mutual Supply Co., San Francisco, Calif., U.S.A., 1923-1933; Executive Secretary, World Conference Committee, Seventh Biennial Conference of the World Federation of Education Associations, 1936-1938; Japanese Commission, New York World's Fair 1939-1940, San Francisco New York International Exposition Association, 1938-1940; joined The Nippon Times, 1941. Address: 168-1, Amanuma, Suginami-ku, Tokyo.

**TOKI, Zemmaro**

Instructor, Waseda Univ.; b. 1879, Tokyo; Career: grad. Waseda Univ., 1908; Editor, The Asahi Shimbun (Tokyo); quitted the office, 1940. Address: 801-1, Shimomeguro, Meguro-ku,

**STONE, Takeo**

Editor-in-Chief, The Hakodate Shimbun; b. 1915, Hokkaido; Career: grad. Hakodate Mercantile Marine School, 1933; joined The Otaru Shimbun, 1941; Editor, Otaru Branch Office, The Hokkaido Shimbun, 1942; Assistant City Editor, The Hokkaido Shimbun, 1945; Managing Editor and News Editor, The Hokkai Times, 1946. Address: 63-1, Aioi-cho, Otaru City, Hokkaido.

**TSUDA, Masao**

Secretary General, The Japan Newspaper Publishers' & Editors' Assn.; b. 1897, Tokyo; Career: grad. Kyoto Univ., economics, 1922; served Social Section, Interior Ministry; served The Office of International Labor Organization; Secretary, International Labor Bur.; Domei News Agency's correspondent in Buenosaires. Address: 829, Wadahonmachi, Suginami-ku, Tokyo.

**TSUKADA, Ippo**

Managing Director, The Mainichi Shimbun; b. 1897, Nagano Pref.; Career: grad. Waseda Univ., 1923; joined The Mainichi Shimbun, 1923; Economic News Editor, 1943; Chief, the 1st section, the Board of Information, 1944; re-joined The Mainichi Shimbun and appointed Deputy Managing Editor, 1947. Address: 190, Kutsukake-machi, Suginami-ku, Tokyo.

**UEHARA, Noboru**

Business Manager, The Radio Press; b. 1920, Honolulu, Hawaii; Career: grad. Business College, Honolulu, 1938; Spe-

cial Official, Foreign Ministry, 1943-1945. Address: 39, Imazato-cho, Shirogane, Shiba, Minato-ku, Tokyo.

**WAKAMATSU, Jintaro**

Auditor and Deputy Business Manager, The Nippon Times; b. 1893, Tokyo; Career: Circulation Manager, The Japan Advertiser, 1929-1940; joined The Nippon Times, 1940. Address: 10-2, Shin-ogawa-machi, Shinjuku-ku, Tokyo.

**WASHIO, Koji**

Managing Director (in charge of enterprises), NHK; b. 1886, Mie Pref.; Career: grad. Tokyo Univ., law, 1911; Director, The Board of Pensions; Deputy Mayor, Tokyo; Auditor, the Shonan Electric Railway Co.; Director, the Keihin Electric Railway Co. Address: Daikanyama Apartment House, 10, Daikanyama-cho, Shibuya-ku, Tokyo.

**WATARI, Torakichi**

Pres., The Hokkai Times; b. 1890, Fukui Pref.; Career: grad. Waseda Univ., economics, 1919; joined The Hokkai Times, 1920; Superintendent, Mech. Dept., 1944; Director, 1945; General Manager, 1946; was made Pres., The Hokkai Times, 1946. Address: 10-3, Juyonjo, Sapporo City, Hokkaido.

**YAJIMA, Yasuo**

General Manager, The Asahi Shimbun (Tokyo); b. 1900, Nagano Pref.; Career: grad. Tokyo Univ., politics, 1924; joined The Tokyo Asahi Shimbun, 1924; Chief, Communication Section, 1939; Copy-desk Editor, The Asahi Shimbun (Osaka), 1940; Assistant Managing Auditor, 1942; Foreign News Editor, 1943; Managing Editor, 1945; General Manager, 1946. Address: c/o Ishizaki, 504-3, Asagaya, Suginami-ku, Tokyo.

**YAMAGUCHI, Kotaro**

Pres., The Yukan Kyoto Shibu; b. 1895, Nara Pref.; Career: had no school education higher than elementary school course; engaged in sales of newspaper for years. Address: 499, Rokuya-cho, Moto-seiganji, Ogawadori, Kami-kyo-ku, Kyoto City.

**YAMAHATA, Keinosuke**

Pres., The Sun Shashin Shimbun, Pres., The Sun News Photos, Pres., The Kokusai Senden Kigyo Co., Vice-Pres., Subaru Kogyo Co.; b. 1887, Fukui Pref.; had no school education. Address: 18-1, Tsukiji, Chuo-ku, Tokyo.

**YAMAMURO, Jiro**

Managing Director, The Chubu Nihon Shimbun; b. 1902, Nagano Pref.; Career: grad. Nihon Univ., 1929; served with The Nagoya Shimbun and then with The Chubu Nihon Shimbun. Address: 4188, Kobata, Moriyama-cho, Higashi-kasugai-gun, Aichi Pref.



## WHO'S WHO

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**YAMANE, Shinjiro**

Advisor to The Tokushima Shimbun; b. 1884, Yamaguchi Pref.; Career: grad. Chuo Univ., 1907; Managing Editor and Vice-Pres., The Kokumin Shimbun; Dean of the School of Journalism; Director, The Tokyo Shimbun. Address: 139, Sangenjaya, Setagaya-ku, Tokyo.

**YAMANOUCHI, Tosuke**

Managing Editor, The Sekai Nippo; b. 1906, Saga Pref.; Career: grad. Waseda Univ., 1928; reporter, The Kyushu Nippo; Associate Political News Editor, The Kokumin Shimbun; Managing Editor, The Nihon Shimbun-po. Address: 368-1, Chiyoda-cho, Setagaya-ku, Tokyo.

**YAMASHITA, Tadashi**

Auditor, The Asahi Shimbun; b. 1902, Hyogo Pref.; Career: grad. Tokyo Univ., economics, 1928; joined The Asahi Shimbun (Tokyo), 1928; Superintendent, Editorial Dept., 1944; Account Master, 1946; was made Auditor, 1946. Address: 504, Nonaka, Hori, Kodaira-machi, Kita-tama-gun, Tokyo.

**YANAGAWA, Yojiro**

Foreign News Editor, The Radio Press; b. 1916, Portland City, U.S.A.; Career: grad. Northwestern Univ., law, 1937; Special Official, Foreign Ministry, 1941-1946. Address: 58, Toyosawamachi, Shibuya-ku, Tokyo.

**YASUDA, Shoji**

Director, Managing Editor and Copy-desk Editor, The Yomiuri Shimbun; b. 1895, Shiga Pref.; Career: completed the 2nd grade of Sophia Univ., 1920; joined The Tokyo Tsushin-sha, 1920, then served with The Kokumin Shimbun and The Jiji Shimpō, and joined The Yomiuri Shimbun, appointed Economic News Editor, 1935; Assistant Managing Editor, 1940; quitted the newspaper office and appointed special officer of The War Department, 1943; re-joined The Yomiuri Shimbun, 1943; advisor to the Editorial Dept., 1946 and was made director in Dec., the same year. Address: 874-3, Matsubara-cho, Setagaya-ku, Tokyo.

**YASUDA, Taro**

Managing Editor, The Sanyo-choho; b. 1901, Okayama Pref.; Career: grad. Kansai Middle School; Staff, The Chugoku Mimpo; Copy-desk Editor, The Godo Shimbun. Address: Sosha, Sosha-machi, Kibi-gun, Okayama Pref.

**YASUO, Nagaharu**

English News Editor, The Jiji Press; b. 1909, Tokyo; Career: grad. Tokyo Commercial Univ., 1931; joined The Shimbun Rengo, 1932; assigned to International Secretariat Institute of Pacific Relations, New York, 1938; assigned to Domei News Agency's Bur. in New York, 1940; Foreign News Editor, 1944; joined The Jiji Press, 1945 and appointed to the present position. Address: 60, Mama, Ichikawa City, Chiba Pref.

**YASUOKA, Tetsuzo**

Director and Managing Editor, The Yukan Kyoto Shimbun; b. 1908, Fukuoka Pref.; Career: left Waseda College without finishing the whole course; Copy-desk Editor, The Toa Shimpō, Managing Editor, The Toa Shimpō in Tientsin, China. Address: 26 Nabe-shima-cho, Fushimi-ku, Kyoto City.

**YOKOTA, Minoru**

Pres., The Sekai Keizai Shimbun; b. 1894, Tochigi Pref.; Career: left Nippon Univ. without finishing the whole course, 1941; founded Kwantung News Agency, 1923; joined Nihon Dempo Tsushin-sha, 1924; joined Domei News Agency, 1936 and appointed Chief, the agency's bur. in Peiping East Asian News Editor, 1937; founded The Sekai Keizai Shimbun, 1946 and was made the president. Address: 660-7, Kami-uma-cho, Setagaya-ku, Tokyo.

**YOKOYAMA, Goichi**

Deputy Editor-in-Chief, The Mainichi Shimbun, and Managing Editor, The "Economist". Career: grad. Keio Univ., economics, 1923; joined The Mainichi Shimbun, 1923, and worked on The Economist; Assistant Economic News Editor; Editorial Writer; Deputy Editor-in-Chief, 1945; Managing Editor, The Economist, 1946. Address: 428, Honan-cho, Suginami-ku, Tokyo.

**YOMODA, Yoshishige**

Director and Publications Manager, The Yomiuri Shimbun; b. 1887, Saitama Pref.; Career: grad. Chuo Univ., 1909; joined The Tokyo Nichinichi Shimbun, 1914; quitted the office, 1929; joined The Yomiuri Shimbun, 1929; Editorial Writer, 1933; quitted the office, 1942; was made director, 1946. Address: 99-2, Ogikuzo, Suginami-ku, Tokyo.

**YONEMURA, Masahiro**

Director, The Asahi Shimbun; b. 1899, Kyoto; Career: grad. Tokyo In-

dustrial College, 1922; Chief, the Technical Dept., The Asahi Shimbun (Tokyo), 1938; Assistant Chief, Printing Section, The Asahi Shimbun (West); Chief, Printing Section, The Asahi Shimbun (Osaka); made Director, 1946. Address: 34, Tamagashira, Kawashima, Ukyo-ku, Kyoto City.

**YOSHIDA, Kakuichi**

Managing Director, The Ise Shimbun; b. 1894, Mie Pref.; Career: had no school education higher than elementary school course; joined The Ise Shimbun, 1917; was made Director and appointed Circulation Manager; appointed Auditor, 1942; was made Director, 1945; appointed to the present position, 1947. Address: Minamide, Yamato-mura, Isshi-gun, Mie Pref.

**YOSHINAGA, Kajo**

Managing Editor, The Shikoku Shimbun; b. 1897, Okayama Pref.; served with The Asahi Shimbun for years. Address: 158, Tenjinmae, Takamatsu City, Kagawa Pref.

**YOSHINO, Izuo**

Director and Business Manager, The Nippon Times; b. 1890, Shizuoka Pref.; Career: grad. Arita Public Technical School, Kumamoto Pref.; Secretary, Tokyo Municipal Office (1922-1932); Secretary, Japanese Committee, Seventh Biennial Conference of World Federation of Education Associations (1935-1940); joined The Nippon Times, 1942. Address: 4398-7, Kami-itabashi-cho, Itabashi-ku, Tokyo.

**YOSHIYASU, Shinji**

Managing Editor, The Kobe Shimbun; b. 1891, Hyogo Pref.; Career: grad. The Institute of Marine Products, 1912; Copy-desk Editor, The Kobe Shimbun, 1941; Chief, Investigation Section, 1942; Chief, Examination Section, 1943; Managing Editor, 1947. Publications: Nogate in the Transitory World, Re-examine from the rear. Address: 135-5, Kumano-machi, Hyogo-ku, Kobe City, Hyogo Pref.

**ZENTOKU, Nobuji**

Managing Director and General Manager, The Osaka Shimbun; b. 1891, Fukui Pref.; Career: grad. Tokyo Veterinary College, 1911; joined The Minami Osaka Shimbun, 1928; made Auditor, The Nihon Kogyo Shimbun, 1939; was made Auditor and General Manager, The Osaka Shimbun, 1942; Managing Director, 1946. Address: 438, Iguchido, Ikeda City, Osaka.



## TOKYO DISTRICT

Population—5,000,777

Name of Newspaper, Circulation, Address	Minimum Advertisement Line Rate, Classified & Special	Publisher Corporation & Name of Pres., Capital	(me)—Managing Editor (cde)—Copy-desk Editor (pe)—Political News Editor (ee)—Economic News Editor (pee)—Political & Econo- mic News Editor (ce)—City Editor (fe)—Foreign News Editor (e. in chief)—Editor in Chief	(gm)—General Manager (bm)—Business Manager (am)—Advertisement Manager (cm)—Circulation Manager
<b>Asahi Shimbun</b> (m) 1,358,296 2-3, Yuraku-cho, Chiyoda-ku, Tokyo Tel. (23) 131-141	¥1,600-cl ¥2,000-sp	Asahi-Shimbun Co., Ltd. Chu Hasebe, Pres.; ¥10,000,000	S. Takano (me) I. Oka (cde) T. Masuda (pee) J. Sindo (ce) G. Imai (fe)	Y. Yajima (gm) D. Nagai (bm) S. Morisama (am) S. Shimizu (cm)
<b>Daiichi Shimbun</b> (e) 100,000 6-1, Nishi, Ginza, Chuo-ku, Tokyo Tel. (57) 6497	¥260-cl	Daiichi-Shimbun Co., Ltd. K. Ogawa; Pres.; ¥1,500,000	H. Kinoshita (E in-Chief) K. Ogawa (me) G. Tsukuda (cde) S. Takimoto (pee) H. Fujimoto (ce)	
<b>Jiji Shimpo</b> (m) 264,500 4-2, Yurakucho, Chiyoda-ku, Tokyo Tel (57) 6,611-3	¥450-cl	Jiji-Shimpo Co., Ltd. T. Itakura, Pres.; ¥5,000,000	S. Aritake (me) N. Iwasa (cde) S. Kawada (pe) T. Uchiumi (ee) K. Imai (ce)	M. Karino (gm)
<b>Hochi Shimbun</b> (e) 400,000 3-3, Ginza, Chuo-ku, Tokyo Tel. (56) 7888	¥170-cl ¥450-sp	Hochi Shimbun Co. Ltd. K. Hattanda, Pres.; ¥1,000,000	T. Toshio (e. in chief) T. Kuriyama (me) S. Haneda (cde) T. Togashi (pee) R. Yokokawa (ce)	K. Hattanda (bm) M. Yiyouchi (am) M. Mitani (cm)
<b>Jiji Tsushin</b> Shiseikaikan-nai, No. 2, Hibiya-park, Chiyoda-ku, Tokyo Tel. (57) 6161-8		Jiji Tsushin, Co., Ltd. S. Hasegawa, Pres.; ¥1,000,000	T. Adachi (me) H. Kinoshita (pe) T. Murata (ee) K. Minafuji (ce) T. Ishida (East. e)	T. Kamimura (gm)



NEWSPAPER DIRECTORY

(ms)—Mechanical Superintendent  
(pm)—Publications Manager  
(ps)—Printery Superintendent  
(pm)—Publications Manager

Number of branch offices & stringers Affiliated News Agencies  
AP—Associated Press  
UP—United Press  
INS—International News Service  
AFP—Agency France de Presse  
ANP—Acme Newspictures Inc.  
WTS—World Telegram Service  
RP—Radio Press  
Kyodo—Kyodo News Agency  
SNP—Sun News Photo Service

Supplementary Publications

Mechanical Departments Equipments

No. of Employees:  
(Edit. dept.)—  
Editorial Department  
(Bus. dept.)—  
Business Department  
(Gen. Adm. dept.)—  
General Administration Department  
(Pub. dept.)—  
Publications Department  
(Print. dept.)—  
Printery Department

N. Niwa (ms)  
R. Kaji (pm)  
I. Okabe (ps)

22 branch offices & 97 stringers; Kyodo, RP, Reuters, AFP, ANP, AP, New York Times

Kagaku Asahi (Science Asahi);  
Nogyo Asahi (Agriculture Asahi);  
Asahi Hyoron (Asahi Review);  
The Reduced Edition of The Asahi-Shimbun;  
Undo Nenkan (Sports Year Book);  
Asahi Nenkan (Asahi Year book);  
Asahi Keizai Nenshi (Asahi Economic Chronicle);  
Syukan Asahi (Asahi Weekly);  
Asahi Graph; Asahi Sports; Kodomo Asahi (Children's Asahi);  
Fujin Asahi (Women's Asahi)

17 rotary press machines; 31 type foundings; 6 papier mache moulders; 5 stereo founders; 4 photo-types; 3 engravers

41-Assigned to directly to directors;  
586-Edit. dept.;  
525-Bus. dept.;  
56-Gen. Adm. dept.;  
186-Pub. Dept.;  
166-Welfare Dept.;  
637-Print.;  
222-Assigned to posts outside the office;  
2419-Total

T. Fukuoka (ps)

1 branch office & stringers; Kyodo, SNP.

3 rotary press machines; 20 type founding 10 papier mache moulders; 2 stereo founders; 2 photo-types; 2 engravers

15-Editorial dept.;  
83-Bus. Dept.;  
70-Gen. Adm. dept.;  
4-Pub. dept.;  
138-Print. dept.;  
11-Assigned to posts outside the office;  
462-Total

T. Kuroyama (me)

Kyodo, RP.

11-Assigned to directly to directors;  
35-Edit. dept.;  
27-Bus. dept.;  
73-Total

9 branch offices & 45 stringers; RP, Kyodo

Sekai Shuho (World Report, weekly);  
Yomimono Jiji (Magazine);  
Jiji Eigo Tsushin (English magazine);  
Report

253-Edit. dept.;  
78-Gen. Adm. dept.;  
195-Pub. dept.;  
526-Total



## NEWSPAPER DIRECTORY

<b>Kyodo Tsushin</b> Shiseikaikan, No. 2, Hibiya park, Chiyoda-ku, Tokyo Tel. (57) 2121-2126 7101-7105		<b>Kyodo Tsushin</b> (Kyodo news service) Corporate Masanori Ito, Pres.	G. Matsukata (me) S. Tanaka (cde) M. Arai (pee) S. Sakata (ce) M. Kato (fe) T. Tamura (ie) T. Hagiwara (ed. of feature, S) S. Tanaka (Head stringer)	K. Iwamoto
<b>Kogyo Shimbun (m)</b> 30,000 1-1, Iida-machi, Chiyoda-ku, Tokyo Tel. (33) 5184	¥180-cl	<b>Kogyo Shimbun</b> Co., Ltd. Masuda, Pres.; ¥195,000	S. Sasaki (me)	K. Omata (gm) T. Nakano (am) G. Izeki (sm)
<b>Mainichi Shimbun (m)</b> 1,517,498 11-1, Yuraku-cho, Chiyoda-ku, Tokyo Tel. (23) 4321-0331	¥1,600-cl	<b>Mainichi Shimbun</b> Co., Ltd. K. Kanda K. Fujiwara, Pres.; ¥10,000,000	K. Fujiwara J. Kusuyama (E. in c.) T. Ueda (me) T. Uetake (cde) S. Takahashi (pee) N. Ishiki (ce) Y. Tachibana (fe)	K. Kobayashi (bm) S. Yanagi (am) S. Lmai (em)
<b>Nippon Times (m)</b> 51,854 1-1, Uchisaiwai-cho, Chiyoda-ku, Tokyo Tel. (57) 5857	¥600-cl	<b>The Nippon Times</b> Co., Ltd. K. Togasaki, Pres.; ¥1,000,000	K. Shiba (E in c.) G. Murata (me)	I. Yoshino (bm)
<b>Nihon Keizai Shimbun (m)</b> 313,257 16-2, Kayaba-cho, Nihonbashi, Chuo-ku, Tokyo Tel. (66) 251	¥1100-cl	<b>Nihon Keizai Shimbun,</b> Co., Ltd. S. Odajima, Pres.; ¥5,000,000	T. Enjoji (me) T. Hagi (cde) Z. Takano (pe) K. Nariu (ee) M. Murago (ce)	T. Fukushima (bm) K. Fukuda (gm) K. Sumikawa (pm)
<b>Nikkan Sports (m)</b> 3,5000 4-7, Ginza, Chuo-ku, Tokyo Tel. (57) 7,496	¥130-cl ¥200-sp	<b>Nikkan Sports</b> Co., Ltd. K. Akiyama, Pres.; ¥1,000,000	Y. Haruyama (me)	F. Isawa (bm)
<b>Radio Press</b> 12-1, Yuraku-cho, Chiyoda-ku, Tokyo Tel. (23) 3692		<b>Radio Press Co., Ltd.</b> R. Ogijima, Pres.;	Y. Somekawa (me)	K. Nakata (bm)
<b>Sun Shashin Shimbun (m)</b> 110,000 Mainichi-shinkan, Yuraku-cho, Chiyoda-ku, Tokyo Tel. (23) 5111	¥300-cl	<b>Sun Shashin Shimbun</b> Co., Ltd. T. Morito, Pres.; ¥180,000	Y. Kaneko (me) S. Yuki (cde)	T. Tahara (bm) R. Nakane (am) T. Nishiyama (em)



## NEWSPAPER DIRECTORY

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	6 branch offices & 53 stringers; RP.			379-Edit. dept.; 9-Gen. Adm. dept.; 196-Head stringer dept.; 662-Assigned to post outside office; 1334—Total
T. Kimura (ms)	5 branch offices & 10 stringers; Kyodo, RP.	Kogyo Seiji (political of industrial);	2 rotary press machines	13-Assigned directly to directors; 56-Edit. dept.; 92-Gen. Adm. dept.; 79-Pub. dept.; 65-Print.; 316—Total
K. Watase (ms) K. Ishikawa (pm)	21 branch offices & 127 stringers; UP, REUTER, AFP, SNP, RP, Kyodo.	Sunday Mainichi; Sekai no Ugoki (World news); Economist; Sports Mainichi; Nosei Hyoron, (Agriculture Review); Rodo Hyoron (Labour Review); Tenji Mainichi (Mainichi in braille type); Shogaku Shimibun (Primary school children newspaper); Mainichi Nenkan (Mainichi Year Book)	16 rotary press machines; 21 type foundings 2 papier mache moulders; 3 stereo-founders; 5 photo-types; 4 engraves.	8-Assigned to directly to directors; 562-Edit. dept.; 459-Gen. Admi. dept.; 79-Pub. dept.; 583-Mech. dept.; 237-Bus. Dept.; 277-Assigned to posts outside the office; 2291—Total
	INS, RP, SNP.	Rengogun Soshireibu Shireishu (Directives of SCAP, GHQ); The Record of Parliamentary;	10 type foundings; 1 papier mache moulders; 1 stereo founders; 3 rotary press machines;	19-Assigned to directly to directors; 41-Edit. dept.; 63-Bus. dept.; 48-Mech. dept.; 175—Total
N. Yorozu (ms)	40 branch offices & 6 stringers; AP, UP, Reuters, SNP, Kyodo, RP.		5 rotary press machines; 14 type foundings; 3 papier mache moulders; 5 stereo founders; 3 photo types 2 engravers	32-Assigned to directly to directors; 197-Edit. dept.; 73-Bus. dept.; 69-Gen Admi. dept.; 160-Mech. dept.; 117-Assigned to posts outside the office; 648—Total
	1 branch office, Kyodo, SNP.			7-Assigned to directly to directors; 38-edit. dept.; 7-Gen. Admi. dept.; 3-Bus. dept.; 3-Assigned to posts outside the office; 20—Total.
	1 branch office.		1 type found.	28-editorial dept.; 30-Bus. dept.; 58—Total.
	SNP, Kyodo			21-Assigned to directly to directors; 29-Edit. dept.; 32-Bus. dept.; 82—Total



## NEWSPAPER DIRECTORY

<b>Sekai Keizai Shimbun (m)</b> 70,000 19-8, Kobiki-cho, Chuo-ku, Tokyo Tel. (57) 4111	¥300-cl	<b>Sekai Nippo Co., Ltd.</b> M. Yokota, Pres.; ¥1,000,000	S. Namita (E in c.) T. Yamanouchi (me) K. Yoshioka (cde) T. Ando (fe)	K. Harada (bm) K. Yoshimura (am) I. Kitamura (cm)
<b>Shinyukan Shimbun (e)</b> 59,820 3-1, Hamamatsu-cho, Shiba, Minato-ku, Tokyo Tel. (43) 0152	¥170-cl	<b>Shinyukan Shimbun Co., Ltd.</b> K. Shimada, Pres.; ¥1,000,000	Y. Akiyama (me) K. Kurihara (cde)	N. Atoba (bm) M. Shibayama (am) R. Futomura (cm)
<b>Seiji Shimbun (m)</b> 11,640 6-7, Nishi-Ginza, Chuo-ku, Tokyo Tel. (57) 1554	¥100-cl ¥120-sp	<b>Seiji Shimbun Co., Ltd.</b> Y. Kanetsuka, Pres.;	K. Takasugi (me) W. Yoshikawa (c d e)	K. Abe (bm) S. Noguchi (am) K. Abe (gm)
<b>Sun News Photos</b> 11, 1, Yuraku-cho, Chiyoda-ku, Tokyo Tel. (23) 3692.		<b>Sun News Photos Co., Ltd.</b> K. Matsuoka, Pres.; ¥186,000	M. Matsuoka (me)	K. Matsuoka (bm)
<b>Tokyo Mimpo (e)</b> 65,000 6-3, Marunouchi, Chiyoda-ku, Tokyo Tel. (23) 0626, 3782	¥150-cl	<b>Tokyo Mimpo Co., Ltd.</b> T. Shoobara, Pres.; ¥100,000	T. Shoobara (E. in c) M. Nagashima (me) K. Iwata (cde) S. Fukita (pee) T. Shibukawa (ee)	M. Nagamine (bm) Y. Tokuma (am) Y. Tokuma (cm)
<b>Tokyo Times (m)</b> 185,673 Shiseikaikan-nai No. 2, Hibiya Park, Chiyoda-ku, Tokyo Tel. (57) 7979	¥390-cl	<b>Tokyo Times Co., Ltd.</b> R. Shikiba, Pres. ¥1,000,000	T. Inoue (E. in c) S. Omura (me) S. Takenaka (cde) K. Matsumoto (pee) Z. Oda (ce)	T. Takahashi (gm) K. Fukuotomi (bm) K. Fukutomi (am) M. Kodate (cm)
<b>Tokyo Shimbun (e)</b> 484,317 10-2, Uchisaiwai-cho, Chiyoda-ku, Tokyo Tel. (57) 3101	¥1100-cl	<b>Tokyo Shimbun (Corporate)</b> K. Fukuda, Pres.; ¥1,700	Nobuo Oyama (me) Y. Yokota (cde) T. Tukamoto (pe) H. Kobiyama (ce)	S. Yamana (bm) Z. Ozaka (am) T. Komatsu (cm)
<b>Yukan Miyako (e)</b> 30,000 1-7 Nishi-Ginza, Chuo-ku, Tokyo Tel. (57) 7578	¥140-cl ¥182-sp	<b>Yukan Miyako Co., Ltd.</b> T. Akutagawa, Pres. ¥195,000	H. Tuchiya (me) I. Hamaguchi (cde)	K. Murase (am) S. Goto (cm) T. Akutagawa (gm)
<b>Yomiuri Shimbun (m)</b> 1,677,775 3-1, Nishi-Ginza, Chuo-ku, Tokyo Tel. (23) 0551	¥1,700-cl	<b>Yomiuri Shimbun Co., Ltd.</b> T. Baba, Pres.; ¥8,100,000	S. Yasuda (me) T. Takagi (cde) S. Aikawa (pe) H. Tachibana (ee) S. Takeuchi (se) H. Hori (be) To Hosokawa (fe)	S. Muto (am) T. Yamaoka (am) M. Kikuchi (cm) F. Kojima (gm)



## NEWSPAPER DIRECTORY

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	12 branch offices; UP, Reuters, AFP, RP, Kyodo		1 type founding 1 papier mache moulders; 1 stereo founders	44-Edit. dept.; 31-Bus. dept.; 18-Gen. Admi. dept.; 93—Total
S. Matsuzaki (ms)	Kyodo	2 rotary press machines; 2 type foundings; 1 papier mache moulder; 1 stereo founder; 1 photo type; 1 engraver		1-Assigned to directly to directors; 33-Edit. dept.; 24-Bus. dept.; 17-Gen. Admi. dept.; 44-Pub. dept.; 119—Total
	Kyodo		1 rotary press machine; 1 type founding; 2 stereo founders; 1 papier mache moulder	35-Edit. dept.; 10-Bus. dept.; 7-Gen. Admi. dept.; 25-Pub. dept.; 77—Total
				39-Edit. dept.; 28-Bus. dept.; 67—Total
	1 branch office; Tele Press, Kyodo			46-Edit. dept.; 30-Bus. dept.; 76—Total
K. Tozuka (mm)	3 branch offices; WTS, SNP, Kyodo	Shinnihon Rekishi (Revised History of Japan); Nippon wa do ugoku (What will of Japan);	1 photo-type; 2 rotary press machines; 8 type foundings; 1 papier moulder; 1 stereo-founder; 1 photo-type; 2 engraves	52-Edit. dept.; 46-Bus. dept.; 18-Gen. Adm. dept.; 117-Mech. dept.; 233—Total
H. Eguchi (ms)	10 branch offices; AP, AFP, SNP, RP, Kyodo		5 rotary press machines; 16 type foundings; 2 papier mache moulders; 4 stereo-founders; 2 photo-type; 2 engraves	189-Edit. dept.; 39-Bus. dept. 50-Gen. Admi. dept.; 113-Mech. dept.; 20-Assigned to posts outside the office 411—Total
	2 branch offices; Kyodo	Inflation wa do Ugokuka (How is the future of inflation); Nochi Choseiho (On Agricultural Estate Adjustment Law.)		25-Edit. dept.; 12--Bus. dept.; 5-Gen. dept.; 25-Mech. dept.; 6-Assigned to posts outside the office; 73—Total
S. Maeda (ms) Y. Yomota (ps)	31 branch offices & 157 stringers; AP, REUTERS, INS, AFP, SNP, RP, Kyodo	Yomiuri weekly; Yomiuri Seiji-nenkan (Yomiuri Political Year Book); Yomiuri sports; Gekkan Yomiuri (Monthly Yomiuri); Shonen Yomiuri (Yomiuri for Juveniles)	13 rotary press machines; 21 type foundings; 4 papier mache moulders; 6 stereo-founders; 4 photo-types; 5 engraves 13 rotary press	5-Assigned to directly to directors; 615-Edit. dept.; 245-Gen. dept.; 74-Pub. dept.; 571-Mech. dept.; 264-Bus. dept.; 403-Assigned to posts outside the office; 2177—Total



## OSAKA DISTRICT

Population—1,559,310

Name of Newspaper, Circulation, Address	Minimum Advertisement Line Rate, Classified & Special	Publisher Corporation & Name of Pres., Capital	(me)—Managing Editor (cde)—Copy-desk Editor (pe)—Political News Editor (ee)—Economic News Editor (pee)—Political & Econo- mic News Editor (ce)—City Editor (fe)—Foreign News Editor (e. in chief)—Editor in Chief,	(gm)—General Manager (bm)—Business Manager (am)—Advertisement Manager (cm)—Circulation Manager
<b>Asahi Shimbun (m)</b> 1,461,843 3-3, Nakanoshima Kita-ku, Osaka Tel. (45) 3501	¥1,600-cl	Asahi Shimbun Co., Ltd. (Osaka) Y. Komatsu, Pres.; ¥10,000,000	K. Shinobu (me) T. Tomioko (cde) K. Ishiyama (ee) K. Hara (ce)	T. Nakamura (bm) T. Nakamura (am) M. Kori (em)
<b>Mainichi Shimbun (m)</b> (Osaka) 1,322,205 36-2, Kami, Dojima, Kita-ku, Osaka Tel. (45) 3131	¥1,600-cl	Mainichi Shimbun Co., Ltd. T. Honda, Pres.; ¥10,000,000	T. Honda (E. in chief) R. Asai (me) G. Urakami (cde) S. Takahashi (pee) Ed Saito (ce)	S. Imori (am) T. Takada (cm) S. Kato (gm) T. Kamoi (bm)
<b>Osaka Nichinichi Shimbun (e)</b> 115,000 333, Nakanoshima, Kita-ku, Osaka Tel. Fukushima, Osaka (45) 3501	¥320-cl	Osaka Nichinichi Shimbun Unlimited Partnership T. Ishii, Pres.; ¥100,000	T. Hirai (me) S. Kamimura (cde) H. Kawazoe (cde) Y. Terahata (ce)	T. Kikuchi (gm)
<b>Osaka Jiji Shimpō (m)</b> 100,000 48-4, Sonezaki, Kita-ku, Osaka Tel. (45) 0045	¥350-cl	Osaka Jiji Shimpō I. Matsunami, Pres.; ¥3,000,000	Y. Fukasaka (E. in chief) K. Yamaji T. Kinoshita (me) S. Nishiyama (pe) T. Kinya (ee) S. Dobashi (pe)	T. Azuma (bm) K. Kakuda (am) S. Ikeda (cm) T. Yagi (gm)
<b>Osaka Shimbun (e)</b> 315,600 8-4, Sonezaki, Kita-ku, Osaka Tel. (Kita) 0095	¥800-cl	Osaka Shimbun Co., Ltd. S. Zentoku, Pres.; ¥1,050,000	T. Nomura (me) T. Tanimura (cde) S. Nishimura (pe) T. Moriya (ee) M. Fuchida (pe) T. Hagiwara (fe)	Y. Morinaga (am) S. Ikeda (am) R. Nakanishi (em)
<b>Osaka Times (m)</b> 30,000 35,000 35-5, Koraihashi, Higashi-ku, Osaka Tel. (44) 0693-0696	¥150-cl	Osaka Times Co., Ltd. Y. Matsushima, Pres.; ¥1,000,000	Y. Kuchigashira (me) To Rokuma (cde)	S. Mukai (bm) S. Gobara (am) Y. Kuchigashira (gm)



## NEWSPAPER DIRECTORY

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(ms)—Mechanical Superintendent (pm)—Publications Manager (ps)—Printery Superintendent (pm)—Publications Manager	Number of branch offices & stringers Affiliated News Agencies AP—Associated Press UP—United Press INS—International News Service FAP—Agence France de Presse ANP—Acme Newspictures Inc. WTS—World Telegram Service RP—Radio Press Kyodo—Kyodo News Agency SNP—Sun News Photo Service	Supplementary Publications	Mechanical Departments Equipments	No. of Employees: (Edit. dept.)— Editorial Department (Bus. dept.)— (Gen. Adm. dept.)— General Administration Department (Pub. dept.)— Publications Department (Print. dept.)— Printery Department
K. Nishimura (ps) T. Kimura (ps)	24 branch offices & 87 stringers; AP, Reuter, AFP, New York Times, RA, SNP, Kyodo	Same as Tokyo	17 rotary press machines; 18 type foundings; 6 papier mache moulders; 4 stereo founders; 4 photo-types; 4 engravers	341 Assigned to directly to directors; 429-Edit. dept.; 442-Bus. dept.; 54-Gen. Admi. dept.; 77-Publ. dept.; 180-Welfare dept.; 657-Print. dept.; 518-Assigned to posts outside the office; 2,391—Total
M. Abe (ms) S. Nishiyama (ps)	25 branch offices & 121 stringers; UP, Reuters, AFP, SNP, RP, Kyodo	Same as Tokyo	18 rotary press machines; 19 type foundings; 3 papier mache moulders; 3 stereo founders; 1 photo-types; 3 engravers	7-Assigned to directly to directors; 366-Edit. dept.; 388-Gen. dept.; 41-Publ. dept.; 529-Mech. dept.; 268-Bus. dept.; 412-Assigned to posts outside the office; 2,011—Total
	1 branch office; SNP, Kyodo			69-Edit. dept.; 50-Gen. Adm. dept.; 10-Publ. dept.; 7-Assigned to posts outside the office; 136—Total
	13 branch offices & 29 stringers; SNP, RP, Kyodo			63-Edit. dept.; 41-Bus. dept.; 38-Gen. dept.; 78-Print. dept.; 18-Assigned to posts outside the office; 238—Total
	13 branch offices & 29 stringers; INS, SNP, Kyodo	Yomimono to manga (Reader's and Caricature)	2 rotary press machines; 6 type foundings; 1 papier mache moulders; 2 stereo founders; 1 photo-types; 1 engravers	2-Assigned to directly to directors; 131-Edit. dept.; 84-Bus. dept.; 108-Gen. dept.; 21-Publ. dept.; 115-Print. dept.; 130-Assigned to posts outside the office; 591—Total
	1 branch office; SNP, Kyodo	Kokka Kominho shokai (Detailed explanation of state laws)		26-Edit. dept.; 25-Bus. dept.; 12-Gen. dept.;



## NEWSPAPER DIRECTORY

**Sangyokeizai Shimbun** ¥900-cl  
(m)  
124,340  
48-4, Sonezaki,  
Kita-ku, Osaka  
Tel. Kita (36) 0095

Sangyokeizai Shimbun  
Co., Ltd.  
Y. Samamura, Pres.;  
¥1,000,000

S. Kishimoto (me)  
K. Kuroda (cde)  
Y. Nagasu (pee)

T. Nakamura (bm)  
Z. Oda (am)  
S. Ikeda (em)

**Shin Nihon Shimbun** ¥100-cl  
(m) ¥120-sp  
100,000  
20, Kawasaki,  
Oyodo-ku, Osaka  
Tel. (Toyosaki) 1615

Shin Nihon Co., Ltd.  
T. Hirooka Pres.;  
¥2,690,000

Y. Takahashi (E. in  
chief)  
Y. Hidijima (me)  
T. Ota (cde)  
T. Miyano (pee)  
M. Obara (ce)

K. Nakagiri (bm)  
K. Nakagiri (am)  
T. Nakagiri (cm)  
M. Ueda (gm)

**Shin Osaka Shimbun** ¥320-cl  
(e)  
115,000  
5, 1 Awabori-dori,  
Nishi-ku, Osaka  
Tel. (53) 1617

¥320-cl  
Shin Osaka Shimbun  
Co., Ltd.  
Y. Seto, Pres.;  
¥195,000

T. Kurozaki (me)  
E. Yamaguchi (cde)  
T. Ogawa (em)

M. Wakabayashi (bm)  
U. Sano (gm)

### KANTO DISTRICT

Population—11,552,377

Saitama—2,100,453; Ibaraki—2,013,735; Chiba—2,112,971;  
Kanagawa—2,218,120; Gumma—1,572,787;  
Tochigi—1,534,311

Name of Newspaper,  
Circulation, Address

Minimum Advertisement  
Line Rate, Classified &  
Special

Publisher Corporation &  
Name of Pres., Capital

(me)—Managing Editor  
(cde)—Copy-desk Editor  
(pe)—Political News  
Editor  
(ee)—Economic News  
Editor  
(pee)—Political & Econo-  
mic News Editor  
(ce)—City Editor  
(fe)—Foreign News Editor  
(e. in chief)—Editor in  
Chief

(bm)—Business Manager  
(am)—Advertisement  
Manager  
(cm)—Circulation  
Manager

**Chiba Shimbun** (m) ¥120-cl  
21,331  
1-1, Nagazu-cho,  
Chiba-shi, Chiba  
Tel. 0240

Chiba Shimbun Co.,  
Ltd.  
K. Kobayashi, Pres.;  
¥180,000

T. Kase (me)

K. Kobayashi (bm)  
K. Tsukamoto  
K. Toyama (cm)

**Ibaragi Shimbun** (m) ¥130-cl  
31,682  
16, Minamicho,  
Mito-shi, Ibaragi  
Tel. 0050, 0304, 0332

Ibaragi Shimbun Co.,  
Ltd.  
T. Goto, Pres.;  
¥500,000

K. Taguchi (me)  
Y. Shimada (cde)

K. Mizutani (bm)  
K. Watahiki (am)

**Kanagawa Shimbun** ¥160-cl  
(m)  
60,000  
81-6, Ogami-cho,  
Naka-ku, Yokohama,  
Kanagawa  
Tel. 1100

Kanagawa Shimbun  
Co., Ltd.  
H. Sasaki, Pres.;  
¥300,000

M. Kawasaki (me)  
S. Shimizu (cde)  
K. Yoshida (pee)

I. Tanaka (bm)  
K. Dobashi (em)  
K. Namikata (gm)

**Jomo Shimbun** (m) ¥170-cl  
51,220  
105, Kurtwa-cho,  
Maebashi, Gunma  
Tel. 3141

Jomo Shimbun Co.,  
Ltd.  
H. Shinohara, Pres.;  
¥195,000

S. Higuchi (me)  
G. Asami (cde)  
Y. Oshima (pee)  
K. Kishi (ee)

M. Hashimoto (bm)  
K. Aoki (am)  
H. Kakehashi (cm)



NEWSPAPER DIRECTORY

bm)		22 branch offices & 32 stringers, RP, Kyodo		1 rotary press machine; 2 type foundings; 1 papier mache moulder; 1 stereo founder; 1 engraver	9-Assigned to directly to directors; 113-Edit. dept.; 56-Bus. dept.; 85-Gen. dept.; 119-Print. dept.; 255-Assigned to posts outside the office; 637-Total
m) m) m)		9 branch offices, Kyodo			4-Assigned to directly to directors; 55-Edit. dept.; 79-Bus. dept.; 12-Gen. dept.; 90-Assigned to posts outside the office; 240-Total
hi (bm)		1 branch office; SNP, Kyodo			4-Assigned to directly to directors; 83-Edit. dept.; 69-Bus. dept.; 13-Assigned to posts outside the office; 169-Total
Manager ent	(ms)—Mechanical Superintendent (pm)—Publications Manager (ps)—Printery Superintendent (pm)—Publications Manager	Number of branch offices & stringers Affiliated News Agencies AP—Associated Press UP—United Press INS—International News Service AFP—Agence France de Presse ANP—Acme Newspictures Inc. WTS—World Telegram Service RP—Radio Press Kyodo—Kyodo News Agency SNP—Sun News Photo Service	Supplementary Publications	Mechanical Departments Equipments	No. of Employees: (Edit. dept.)— Editorial Department (Bus. dept.)— Business Department (Gen. Adm. dept.)— General Administration Department (Pub. dept.)— Publications Department (Print. dept.)— Printery Department
(bm) m)	N. Ishii (ms)	15 branch offices & 3 stringers, Kyodo		1 rotary press machine, 1 papier mache moulder, 1 stereo founder, 1 photo type	40-Edit. dept.; 34-Bus. dept.; 31-Print. dept.; 18-Assigned to posts outside the office; 123-Total
bm) am)	T. Matsuoka (ms) S. Ouchi (pm) K. Morita (Prin. s)	22 branch offices; Kyodo			28-Edit. dept.; 25-Bus. dept.; 40-Mech. dept.; 24-Assigned to posts outside the office; 117-Total
m) m) cm)	K. Yanagihara (ms) T. Minono (ps)	10 branch offices & 2 stringers; Kyodo			34-Edit. dept.; 26-Bus. dept.; 38-Gen. dept.; 17-Print. dept.; 66-Mech. dept.; 14-Assigned to posts outside the office; 195-Total
(bm) cm)		13 branch offices & 1 stringer; Kyodo		1 rotary press machine, 5 type foundings, 1 papier mache moulder, 1 stereo founder, 2 photo types, 1 engraver	15-Assigned to directly to directors; 29-Edit. dept.; 40-Bus. dept.; 81-Mech. dept.; 26-Assigned to posts outside the office; 191-Total



## NEWSPAPER DIRECTORY

<b>Saitama Shimbun</b> (m) 44,486 113-6, Kishicho Urawa, Saitama Tel. (Urawa) 3107	¥160-cl	<b>Saitama Shimbun</b> Co., Corp. K. Itaya, Pres. ¥308,000	K. Ishiguro (E. in chief) S. Iniwa (cde)	Y. Watanabe (am) K. Itaya (gm)
<b>Shimotsuke Shimbun</b> (m) 33,130 51, Ikegami-cho, Utsunomiya, Tochigi Tel. 2007, 2240	¥130-cl	<b>Shimotsuke Shimbun</b> Co., Ltd. T. Fukushima, Pres.; ¥180,000	T. Fukushima (me) Y. Sato (cde)	T. Fukushima (bm)

## TOHOKU DISTRICT

Population—8,595,330

Aomori—1,180,245; Akita—1,257,398; Iwate—1,262,743  
Yamagata—1,335,653; Miyagi—1,566,831; Fukushima—1,992,460

Name of Newspaper, Circulation, Address	Minimum Advertisement Line Rate, Classified & Special	Publisher Corporation & Name of Pres., Capital	(me)—Managing Editor (cde)—Copy-desk Editor (pe)—Political News Editor (ee)—Economic News Editor (pee)—Political & Econo- mic News Editor (ce)—City Editor (fe)—Foreign News Editor (e. in chief)—Editor in Chief	(bm)—Business Manager (am)—Advertisement Manager (cm)—Circulation Manager
<b>Akita Sakigake</b> <b>Shimbun</b> (m) 60,300 Oomachi, Akita-shi, Akita Tel. (Akita) 3861	¥20-cl	<b>Akita Sakigake</b> Shimbun Co., Ltd. S. Hitomi, Pres.; ¥700,000	Asomura (E. in chief) Y. Saito (me) G. Kurata (pe) G. Kurata (cde) S. Ito (ee)	K. Yamada (bm) T. Fujiwara (am) T. Kumagaya (cm)
<b>Daily Tohoku</b> (m) 21,330 3, Ban-cho, Hachinoe-shi, Aomori Tel. (Hachinoe) 0862	¥85-cl	<b>Daily Tohoku Co., Ltd.</b> M. Ishibashi, Pres.; ¥200,000	R. Yoshida (me)	M. Kondo (am) K. Sasamoto (bm)
<b>Fukushima Mimpo</b> (m) 46,142 21, Sakae-cho, Fukushima-shi, Fukushima Tel. 1281	¥170-cl	<b>Fukushima Mimpo</b> Co., Ltd. T. Tobishima, Pres.;	S. Nagasawa (me)	Y. Haniyu (bm) G. Ishii (am) S. Itabari (cm)
<b>Fukushima Minyu</b> (m) 30,000 60, Nakamachi Fukushima-shi, Fukushima Tel. 0527	¥80-cl	<b>Fukushima Minyu</b> Co., Ltd. K. Tako, Pres.;	G. Ogoshi (E. in chief) K. Yoshida R. Sakamoto (pee) M. Sato (ce)	A. Yoshikawa (am) T. Morohara (cm) T. Yoshiuuri (gm)
<b>Iwate Shimpo</b> (m) 35,000 23, Naen, Morioka-shi, Iwate Tel. 1707	¥130-cl	<b>Iwate Shimpo</b> Co., Ltd. To Otiai, Pres.; ¥500,000	Y. Horikawa (me)	S. Watanabe (bm) K. Nakajima (am) K. Kumagaya (cm) Y. Tohata (gm)



NEWSPAPER DIRECTORY

J. Kobayashi (ps)	8 branch offices; 13 stringers; Kyodo	1 rotary press machine, 3 type foundings, 1 papier mache moulders, 1 stereo founder, 1 photo type, 1 engraver	39-Edit. dept.; 18-Bus. dept.; 40-Mech. dept.; 38-Assigned to posts outside the office; 147—Total	
S. Furukawa (ms)	5 branch offices & 10 stringers; SNP, Kyodo	2 rotary press machines, 1 type founding, 1 papier mache moulder, 1 stereo founder, 1 photo type, 1 engraver	5-Assigned to directly to directors; 44-Edit. dept.; 41-Mech. dept.; 24-Bus. dept.; 21-Assigned to posts outside the office; 135—Total	
(ms)—Mechanical Superintendent (pm)—Publications Manager (ps)—Printery Superintendent (pm)—Publications Manager	Number of branch offices & stringers Affiliated News Agencies AP—Associated Press UP—United Press INS—International News Service FAP—Agence France de Presse ANP—Acme Newspictures Inc. WTS—World Telegram Service RP—Radio Press Kyodo—Kyodo News Agency SNP—Sun News Photo Service	Supplementary Publications	Mechanical Departments Equipments	No. of Employees: (Edit. dept.)— Editorial Department (Bus. dept.)— Business Department (Gen. Adm. dept.)— General Administration Department (Pub. dept.)— Publications Department (Print. dept.)— Printary Department
Y. Kojima (ps)	4 branch offices & 8 stringers; WTS, SNP, Kyodo	Sakigake Magazine	62-Edit. dept.; 48-Gen. dept.; 49-Prin. dept.; 175—Total	
T. Kawara (ms)	7 branch offices & 5 stringers; Kyodo		8-Assigned to directly to directors; 32-Edit. dept.; 17-Bus. dept.; 26-Print. dept.; 95—Total	
S. Suzuki (ms) S. Kanbe (ps)	8 branch offices & 2 stringers; Kyodo		33-Edit. dept.; 54-Bus. dept.; 1-Publ. dept.; 62-Mech. dept.; 25-Assigned to posts outside the office; 175—Total	
	15 branch offices & 5 stringers; Kyodo	Fukushima Nenkan (Fukushima Year Book); Fukushima-ken Shokūin Roku (Fukushima prefec- ture of personal List)	10-Assigned to directly to director; 23-Edit. dept.; 9-Bus. dept.; 28-Assigned to posts outside the office; 70—Total	
	3 branch offices & 6 stringers; SNP, Kyodo		31-Edit. dept.; 22-Bus. dept.; 22-Assigned to posts outside the office; 75—Total	



<b>Kahoku Shimpō</b> (m) 132,128 170, 3 ban-cho, Sendai-shi, Miyagi Tel. 4100	¥420-cl	<b>Kahoku Shimpō</b> Co., Ltd. C. Sugano, Pres.; ¥5,000,000	N. Takahata (me) M. Kusaka (pee) T. Shirasaki (ee)	S. Makino (bm) R. Endo (am) T. Watanabe (cm)
<b>Shin Iwate Nippo</b> (m) 55,738 61, Marunouchi Morioka-shi, Iwate Tel. 1615	¥220-cl	<b>Shin Iwate Nippo</b> Co., Ltd. S. Iwaki, Pres.; ¥60,000	S. Ono (me) S. Kudo (cde) S. Sato (bm) F. Kido (am) T. Nakata (cm) S. Iwakame (gm)	F. Miyafuku (ms) H. Matsuoka (ps)
<b>Toonippo</b> (m) 75,420 2-3, Aza Nagashima Oaza, Oono, Aomori, Tel. 2010	¥240-cl	<b>Toonippo Co., Ltd.</b> T. Kudo, Pres.;	R. Kusumi (me) M. Narumi (cde)	K. Takasaka (am) M. Numata (em)
<b>Yamagata Shimbun</b> (m) 65,544 471, Nanoka-machi, Yamagata Tel. 1580	¥200-cl	<b>Yamagata Shimbun</b> Co., Ltd. T. Hattori, Pres.; ¥195,000	T. Takahira (me) T. Saito (cde)	G. Igarashi (bm) S. Suzuki (am) K. Ogawa (cm)
<b>Yukan Tohoku</b> (e) 30,000 170, 3 bancho, Sendai-shi, Miyagi Tel. 1629	¥130-cl	<b>Yukan Tohoku</b> Co., Ltd. M. Kadoma, Pres.; ¥150,000	Ri Mihara (E. in chief) T. Muto (me) N. Yamaie (cde)	M. Kadoma (bm) T. Kirihara (am) K. Ito (cm)

**CHUBU DISTRICT**

Population—10,336,813

Yamanashi—807,251; Shizuoka—2,353,005; Aichi—3,122,902; Gifu—1,993,644; Nagano—2,060,010

Name of Newspaper, Circulation, Address	Minimum Advertisement Line Rate, Classified & Special	Publisher Corporation & Name of Pres., Capital	(me)—Managing Editor (cde)—Copy-desk Editor (pe)—Political News Editor (ee)—Economic News Editor (pee)—Political & Econo- mic News Editor (ce)—City Editor (fe)—Foreign News Editor (e. in chief)—Editor in Chief	(bm)—Business Manager (am)—Advertisement (am)—Advertisement Manager (cm)—Circulation Manager
<b>Chubu Nihon</b> <b>Shimbun</b> (m) 766,132 24-2, Honcho-dori, Miyuki, Naka-ku, Nagoya-shi, Aiti Tel. Chu (3) 2151	¥1100-cl	<b>Chubu Nihon</b> Shimbun Co., Ltd. T. Sugiyama, Pres.; ¥5,000,000	T. Nozaki (me) T. Ono (cde) E. Sugiura (cde) S. Kanamori (pee) T. Ishii (ce)	K. Nakamura (bm) F. Matsubara (gm)
<b>Chukyo Shimbun</b> (m) 80,000 11-2, Hirokoji dori, Naka-ku, Nagoya-shi, Aiti Tel. 0081	¥200-cl	<b>Chukyo Shimbun</b> Co., Ltd. C. Yujiro, Pres.; ¥500,000	S. Ninobe (me) K. Miyamoto (cde)	B. Tsutsumi (am) R. Kawara (cm) R. Noma (bm)







<b>Chubu Keizai Shimbun (m)</b> 30,000 24-2, Miyuki Honchodori, Naka-ku, Nagoya-shi, Aiti Tel. (2) 0063	¥200-cl	<b>Chubu Keizai Shimbun Co., Ltd.</b> I. Jutaro, Pres.; ¥195,000	S. Takashima (E. in chief) J. Ichi (me) H. Iwata (cde) K. Kimura (ee)	K. Miyake (bm) H. Kuwajima (am) K. Nakano (gm)
<b>Gifu Times (m)</b> 64,656 22, Imakomachi, Gifu-shi, Gifu Tel. 0028	¥200-cl	<b>Gifu Times Co., Ltd.</b> S. Ohashi, Pres.; ¥1,500,000	T. Kato (me) S. Oki (cde) C. Hasegawa (ee)	H. Isoda (am) K. Hayashi (cm) H. Isoda (bm)
<b>Nagoya Times (m)</b> 70,000 5-1, Kawabata machi, Nishi, Naka-ku, Nagoya-shi, Aiti Tel. (Azuma) 1015	¥200-cl	<b>Nagoya Times Co., Ltd.</b> K. Jutaro, Pres.; ¥18,500	Y. Kato (E. in chief) H. Ito (me) N. Kato (cde) U. Kamiya (ee)	K. Nakane (bm) K. Iguchi (am) T. Kawase (gm)
<b>Nanshin Nichinichi Shimbun (m)</b> 20,000 75-3, Kamisuwa- Aza Suwa-shi, Nagano Tel. (Suwa) 0864	¥100-cl	<b>Nanshin nichinichi Co., Ltd.</b> T. Misawa, Pres.; ¥198,000	T. Mikoshiba (E. in chief) T. Kondo (me) H. Iizawa (cde)	T. Kurokaochi (bm) K. Tsuchiya (am) I. Kusano
<b>Nobi Shimbun (m)</b> 20,000 42, Aoki-cho, Tajima-shi, Gifu Tel. (Tajima) 0006	¥130-cl	<b>Nobi Shimbun Co., Ltd.</b> S. Aoki, Pres.; ¥100,000	T. Ichinose (me) K. Kojima (cde)	R. Araki (bm)
<b>Shinyo Shimbun (m)</b> 10,000 314, Nishihori-cho, Matsumoto-shi, Nagano Tel. (Matsumoto) 0898, 1131, 2364	¥60-cl	<b>Shinyo Shimbun Co., Ltd.</b> T. Miyasaka, Pres.; ¥2,500,000	K. Koguchi (me) E. Uehara (cde)	Y. Miyasaka (bm) T. Uchida (cm) N. Kimura (am)
<b>Shizuoka Shimbun (m)</b> 62,895 46, Konya-cho, Shizuoka-shi, Shizuoka Tel. (Shizuoka) 0025, 0355	¥180-cl	<b>Shizuoka Shimbun Co., Ltd.</b> M. Inamiya, Pres.; ¥100,000	M. Shigeta (me)	K. Oda (am) M. Suzuki (em) T. Komatsuzaki (gm) T. Ezaki (bm)
<b>Shintokai Shimbun (e)</b> 70,000 11-2, Hirokoji, Naka-ku, Nagoya-shi, Aiti Tel. (2) 5210	¥200-cl	<b>Shintokai Shimbun Co., Ltd.</b> S. Ikai, Pres.; ¥200,000	K. Ogura (me)	S. Miyata (bm) T. Ota (am) G. Hasegawa (cm) S. Okimasu (gm)



## NEWSPAPER DIRECTORY

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	2 branch offices & 23 stringers; Kyodo		4-Assigned to directly to directors; 40-Edit. dept.; 32-Bus. dept.; 32-Assigned to posts outside the office; 108—Total
	7 branch offices & 7 stringers; SNP, Kyodo	3 rotary press machines; 7 type foundings; 2 papier mache moulders; 2 stereo type founders; 1 photo type; 1 engraver	14-Assigned to directly to directors; 60-Edit. dept.; 46-Bus. dept.; 68-Mech. dept.; 22-Assigned to posts outside the office; 210—Total
	2 branch offices	2 rotary press machines; 6 type foundings; 2 papier mache moulders; 1 stereo type founder; 2 photo types; 2 engravers	39-Edit. dept.; 38-Bus. dept.; 53-Mech. dept.; 11-Assigned to posts outside the office; 141—Total
T. Kurookochi (ms)	10 branch offices & 7 stringers; SNP, Kyodo	Shukan Shinano Kodomo Shimbun (Shinano Children's Weekly)	1 rotary press machine; 1 type founding; 1 papier mache moulder; 1 stereo type founder
	7 branch offices & 5 stringers; Kyodo		22-Edit. dept.; 22-Bus. dept.; 36-Print. dept.; 27-Assigned to posts outside the office 107—Total
Y. Miyasaka (ms) S. Shirai (ps)	9 branch offices & 3 stringers; Kyodo		14-Edit. dept.; 18-Bus. dept.; 23-Mech. dept.; 16-Assigned to posts outside the office; 71—Total
T. Suzuki (ms)	2 branch offices & 19 stringers; Kyodo		3 rotary press machines, 3 type foundings, 3 papier mache moulders, 1 stereo type founder, 1 photo type, 1 engraver
	1 branch office; Kyodo	1 rotary press machine, 5 type foundings, 2 papier mache moulders, 1 stereo type founder, 2 photo types, 2 engravers	38-Edit. dept.; 20-Bus. dept.; 18-Gen. dept.; 4-Assigned to posts outside the office; 80—Total



<b>Shinano Mainichi Shimbun</b> (m) 103,900 657, Nanzen-cho, Nagano-shi, Nagano Tel. 4361	¥400-cl	<b>Shinano Mainichi Shimbun Co., Ltd.</b> S. Ito, Pres.; ¥3,000,000	R. Sakamoto (me) S. Sato (cde)	S. Kobayashi (bm) K. Komatsu (am) T. Suzuki (cm)
<b>Tokai Mainichi Shimbun</b> (m) 50,000 3-1, Horinouchi-machi, Nakamura-ku, Nagoya-shi, Nagoya Tel. 1381	¥200-cl	<b>Tokai Mainichi Shimbun Co., Ltd.</b> N. Yamazaki, Pres.; ¥195,000	K. Ito (me) K. Sakurai (cde) K. Mizutani (pee)	T. Niita (bm) M. Ishida (cm)
<b>Tokai Yukan Shimbun</b> (e) 30,000 6-2, Kandacho, Gifu-shi, Gifu Tel. 1459	¥120-cl	<b>Tokai Yukan Co., Ltd.</b> T. Yamada, Pres.; ¥180,000	K. Takikawa (me) N. Isema (cde) I. Hayashi (ee)	S. Yameyama (bm) T. Yamamoto (gm)
<b>Yukan Shinshu</b> (e) 33,000 657, Nanzen-cho, Nagano-shi, Nagano Tel. 1681, 1689	¥100-cl	<b>Yukan Shinshu Co., Ltd.</b> K. Yamada, Pres.; ¥195,000	T. Tanaka (me)	K. Yamada (bm)
<b>Yamanashi Jiji Shimbun</b> (m) 30,000 32, Yamada-cho, Kofu-shi, Yamanashi Tel. (Kofu) 2916	¥130-cl	<b>Yamanashi Jiji Co., Ltd.</b> H. Shimizu, Pres.; ¥500,000	T. Muramatsu (me) K. Bichu (cde) H. Ito (pee) M. Akiyama (ce)	K. Yamagata (bm) A. Furuya (am) F. Nakagomi (em) K. Yamagata (gm)
<b>Yamanashi Nichinichi Shimbun</b> (m) 35,200 288, Heyakoku, Kofu-shi, Yamanashi Tel. 2233	¥130-cl	<b>Yamanashi Nichi nichu Co., Ltd.</b> Yoshiya Y. Wada, Pres.; ¥180,000	T. Aoki (me) Y. Yokota (cde)	T. Fukazawa (bm) Y. Yoishi (am) M. Hoshino (cm) Y. Wada (gm)

### HOKURIKU District Population—5,351,507

Niigata—2,418,271; Toyama—979,229;  
Ishikawa—827,743; Fukui—726,264

Name of Newspaper, Circulation, Address	Minimum Advertisement Line Rate, Classified & Special	Publisher Corporation & Name of Pres., Capital	(me)—Managing Editor (cde)—Copy-desk Editor (pe)—Political News Editor (ee)—Economic News Editor (pee)—Political & Econo- mic News Editor (ce)—City Editor (fe)—Foreign News Editor (e. in chief)—Editor in Chief	(bm)—Business Manager (am)—Advertisement Manager (cm)—Circulation Manager
<b>Fukui Shimbun</b> (m) 49,204 88-Ippongi-cho, Fukui-shi, Fukui Tel. (Fukui) 088	¥200-cl	<b>Fukui Shimbun Co., Ltd.</b> M. Kuroda, Pres.; ¥199,900	Y. Midokochi (ms) S. Matsumura (ce) N. Iyo (cde) M. Arita (pee)	I. Saikawa (gm)



NEWSPAPER DIRECTORY

Y. Sugiura (ms)	3 branch offices & 15 stringers;	Shinmai Joho (Shinmai news); Sangyo Joho (Industrial news); Shinmai Nenkan (Shinmai Year Book); Culture magazine;		6-Assigned to directly to directors; 62-Edit. dept.; 23-Bus. dept.; 51-Gen. dept.; 2-Prin. dept.; 115-Mech. dept.; 44-Assigned to posts outside the office; 303—Total
Y. Mori (ms) I. Sugii (ps)	1 branch office & 1 stringer; SNP, Kyodo	Amusement news; Nogyo, Kyoho (Agriculture Magazine); Chie no Hikari (Use of intelligence)	2 rotary press machines, 3 type foundings, 2 papier mache moulders, 1 stereo type founder, 1 photo type, 2 engravers	42-Edit. dept.; 50-Bus. dept.; 77-Mech. dept.; 169—Total
	2 branch offices;			31-Edit. dept.; 8-Bus. dept.; 5-Gen. dept.; 5-Assigned to posts outside the office; 49—Total
	5 branch offices & 12 stringers; SNP, Kyodo			34-Edit. dept.; 8-Bus. dept.; 21-Assigned to posts outside the office; 63—Total
K. Yamagata (sm)	3 branch offices & 11 stringers; Kyodo		3 rotary press machines, 2 type foundings, 1 papier mache moulder, 1 stereo type founder, 1 photo type, 1 engraver	30-Edit. dept.; 15-Bus. dept.; 10-Gen. dept.; 35-Mech. dept.; 14-Assigned to posts outside the office; 104—Total
Y. Wada (gm)	4 branch offices; Kyodo		1 rotary press machine, 2 type foundings, 2 papier mache moulders, 1 stereo type founder, 1 photo type, 2 engravers	28-Edit. dept.; 16-Bus. dept.; 12-Gen. dept.; 34-Mech. dept.; 6-Assigned to posts outside the office; 96—Total
(ms)—Mechanical Superintendent (pm)—Publications Manager (ps)—Printery Superintendent (pm)—Publications Manager	Number of branch offices & stringers Affiliated News Agencies AP—Associated Press UP—United Press INS—International News Service AFP—Agence France de Presse ANP—Acme Newspictures Inc. WTS—World Telegram Service RP—Radio Press Kyodo—Kyodo News Agency SNP—Sun News Photo Service	Supplementary Publications	Mechanical Departments Equipments	No. of Employees: (Edit. dept.)— Editorial Department (Bus. dept.)— Business Department (Gen. Adm. dept.)— General Administration Department (Pub. dept.)— Publications Department (Print. dept.)— Printary Department
K. Maekawa (ms) E. Iwai (ps)	8 branch offices & 8 stringers; Kyodo		2 rotary press machines; 4 type foundings; 2 papier mache moulders; 2 stereo founders; 2 photo types; 6 engravers	40-Edit. dept.; 38-Gen. dept.; 64-Mech. dept.; 4-Pub. dept.; 28-Assigned to posts outside the offices; 174—Total



## NEWSPAPER DIRECTORY

<b>Hokuriku Yukan (e)</b> 33,000 60-Yasuzumi-cho, Toyama-shi, Toyama Tel. (Toyama) 4009	¥100-cl	<b>Hokuriku Yukan</b> Co., Ltd. C. Kitakawa, Pres.; ¥125,000	S. Tanaka (me) M. Tateishi (cde) N. Matsumoto (pee) Y. Kuramori (ee)	K. Mori (bm) T. Shimizu (gm)
<b>Hokkoku Mainichi</b> (m) 126,820 93, Minami-cho, Kanazawa-shi, Ishikawa Tel. (Kanazawa) 5400	¥400-cl	<b>Hokkoku Shimbun</b> Co., Ltd. Y. Saga, Pres.; ¥2,000,000	Y. Kamoi (E. in chief) Y. Miyashita (em) I. Fujino (cde) H. Jojima (pee)	N. Aisaka (bm) T. Koshino (em)
<b>Ishikawa Shimbun</b> (m) 39,880 101, Morishita-cho, Kanazawa-shi, Ishikawa Tel. (Kanazawa) 5250	¥150-cl	<b>Ishikawa Shimbun</b> Co., Ltd. S. Takayama, Pres.; ¥1,500,000	S. Takeshita (E. in chief) T. Wakiuchi (me) S. Narimaru (cde) H. Maki (pee) K. Tomizu (ee)	M. Nakanishi (bm) S. Yabuuchi (am) T. Takeyama (cm)
<b>Kitanihon Shimbun</b> (m) 81,365 31 Yasuzumi-cho, Toyama-shi, Toyama Tel. (Toyama) 2550	¥80-cl	<b>Kitanihon Shimbun</b> Co., Ltd. Y. Takatori, Pres.; ¥199,950	T. Nakayama (me) T. Ooyama (cde) T. Wakabayashi (pee) Y. Fujii (ce)	M. Takada (bm) S. Sato (am) T. Tanaka (cm) T. Arikawa (gm)
<b>Niigata Nippo (m)</b> 120,109 227, 1 Higashi Nakadori, Niigata Tel. (Niigata) 3770	¥400-cl	<b>Niigata Nippo</b> Co., Ltd. J. Nishimura, Pres. ¥500,000	K. Honma (me) S. Kishida (cde)	M. Tanaka (bm) K. Ookubo (am) T. Ito (gm)
<b>Toyama Shimbun (m)</b> 52,500 89, Mihataya-machi, Takaoka-shi, Toyama Tel. (Takaoka) 1526	¥150-cl	<b>Toyama Shimbun</b> Co., Ltd. K. Kedo, Pres.; ¥180,000	S. Murai (me) T. Kitada (cde) T. Eda (pee) K. Takenaka (ce)	G. Nishio (bm) K. Ichizima (am) T. Sonobe (cm) K. Kefuji (gm)
<b>Yukan Niigata (e)</b> 33,000 6 Ban-cho, Furumachi-dori, Niigata Tel. (Niigata) 3780	¥130-cl	<b>Yukan Niigata</b> Co., Ltd. Y. Aizu, Pres.; ¥100,000	M. Kosugi (me) T. Takasawa (cde) R. Hara (cde)	T. Nagata (am) S. Shimizu (cm) T. Suzuki (gm)



## NEWSPAPER DIRECTORY

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	3 branch offices & 8 stringers, SNP, Kyodo			38-Edit. deut.; 31-Bus. dept.; 13-Gen. dept.; 20-Assigned to posts outside the office 102—Total
	4 branch offices & 14 stringers; WTS, UP, Kyodo	Tokkoku Nenkan (Hokkoku Year Book); Bunka; Hokkoku Pamphlet	4 rotary press machines, 11 type foundings, 4 papier mache moulders, 4 stereo founders, 2 photo types, 1 engraver	38-Edit. dept.; 57-Bus. dept.; 48-Gen. dept.; 89-Pub. dept.; 45-Assigned to posts outside the office 277—Total
1. Yamagishi (ms) K. Aoyagi (ps)	16 branch offices & 12 stringers; Kyodo	Kodomo Ishikawa (Ishikawa Children's newspaper)	1 rotary press machine, 2 type foundings, 2 papier mache moulders, 2 stereo founders, 1 photo type, 1 engraver	2-Assigned to directly to directors; 42-Edit. dept.; 34-Bus. dept.; 34-Print. dept.; 76-Assigned to posts outside the office; 183—Total
S. Hayashi (ms)	10 branch offices & 3 stringers; Kyodo			48-Edit. dept.; 36-Bus. dept.; 33-Gen. dept.; 95-Mech. dept.; 47-Assigned to posts outside the office; 259—Total
K. Nakano (ms) T. Odajima (ps)	23 offices & 9 stringers; UP, New York Times, Kyodo	Niigata Kodomo Shimbun (Niigata Children Newspaper) Niigata Nenkan (Niigata Year Book)	9 rotary press machines; 6 type foundings; 1 papier mache moulder, 3 stereo founders; 2 photo types; 1 engraver	66-Edit. dept.; 29-Bus. dept.; 28-Gen. dept.; 120-Print. dept.; 89-Assigned to posts outside the office; 332—Total
	13 branch offices & 5 stringers; SNP, Kyodo		1 rotary press machine; 4 type foundings; 1 papier mache moulder, 1 stereo founder; 1 photo type; 1 engraver	40-Edit. dept.; 26-Bus. dept.; 2-Gen. dept.; 43-Mech. dept.; 25-Assigned to posts outside the office; 136—Total
	1 branch office & 6 stringers; Kyodo			25-Edit. dept.; 13-Gen. dept.; 6-Assigned to posts outside the office; 44—Total



**KINKI DISTRICT**  
 Population—8,811,323

Mie—1,416,494; Shiga—858,367; Kyoto—1,739,084; Nara—779,935; Wakayama—959,999; Hyogo—3,057,444

Name of Newspaper, Circulation, Address	Minimum Advertisement Line Rate, Classified & Special	Publisher Corporation & Name of Pres., Capital	(me)—Managing Editor (cde)—Copy-desk Editor (pe)—Political News Editor (ee)—Economic News Editor (pee)—Political & Econo- mic News Editor (ce)—City Editor (fe)—Foreign News Editor (e. in chief)—Editor in Chief	(gm)—General Manager (bm)—Business Manager (am)—Advertisement Manager (cm)—Circulation Manager
<b>Ise Shimbun (m)</b> 53,092 1-1,045, Tsu Okado-cho, Tsu-shi, Miye Tel. (Tse) 0011, 0125	¥160-cl	<b>Ise Shimbun Co., Ltd.</b> S. Matsuzaki, Pres.; ¥300,000	M. Ito (me) K. Momo (cde)	T. Fujiyama (cm) E. Nakabayashi (gm) T. Fujino (bm)
<b>Kyoto Nichi-nichi Shimbun (e)</b> 75,000 24, Naniwa-cho, Kita-ku, Kyoto-shi, Kyoto Tel. (Honkyoku) 5583	¥270-cl	<b>Kyoto Nichi-nichi Shimbun Co., Ltd.</b> H. Akehi, Pres.; ¥1,000,000	K. Miura (me) T. Ito (cde) S. Komachi (pee) T. Ishida (ce)	T. Tsuda (bm) T. Nishimura (am) T. Satouchi (cm) B. Fujii (m)
<b>Kyoto Shimbun (m)</b> 138,311 239, Shoshoi-machi, Kitairu, Ebisu-kawa, Karasumaru-dori, Naka Kyo-ku, Kyoto Tel. (Kami-kyoku) 0025	¥400-cl	<b>Kyoto Shimbun Co., Ltd.</b> K. Shiraishi, Pres.; ¥5,000,000	K. Shiraishi (me) S. Kato (cde) K. Nakae (pe) M. Usui (ee) S. Kizaki (ce)	M. Ogawa (am) T. Taki (cm) T. Inoue (gm)
<b>Kobe Shimbun (m)</b> 147,332 8, 2941, Minato-machi, Kobe-shi, Hyogo Hyogo-ken Tel. (Minatogawa) 0050-0057	¥420-cl	<b>Kobe Shimbun Co., Ltd.</b> K. Tanaka, Pres.; ¥2,500,000	S. Yoriyasu (me) T. Nagai (cde) S. Hojo (pee)	Y. Hoshimoto (bm) M. Tanaka (am) K. Doi (cm) K. Shinohara (gm)
<b>Miyako Shimbun (e)</b> 77,000 Noboru, Sanjo, Kawara-dori, Chikyo-ku, Kyoto-shi, Kyoto Tel. (Kami) 8003	¥270-cl	<b>Miyako Shimbun Partnership</b> J. Shioyai, Pres.; ¥600,000	F. Morikawa (me) S. Kato (cde) T. Sekihara (pee) I. Kawata (ce)	R. Kibara (bm) M. Watanabe (am) M. Hirono (cm)
<b>Nara Nichinichi Shimbun (m)</b> 20,000 1, Aburasak-machi, Nara-shi, Nara Tel. (Nara) 2494, 3297	¥100-cl	<b>Nara Nichinichi Shimbun Co., Ltd.</b> K. Kitaura, Pres.; ¥1,500,000	K. Uejima (me)	M. Yabuuchi (bm) Z. Suzuki (am) M. Tsuji (gm)



NEWSPAPER DIRECTORY

(ms)—Mechanical Superintendent (pm)—Publications Manager (ps)—Printery Superintendent (pm)—Publications Manager	Number of branch offices & stringers Affiliated News Agencies AP—Associated Press UP—United Press INS—International News Service AFP—Agence France de Presse ANP—Acme Newspictures Inc. WTS—World Telegram Service RP—Radio Press Kyodo—Kyodo News Agency SNP—Sun News Photo Service	Supplementary Publications	Mechanical Departments Equipments	No. of Employees: (Edit. dept.)— Editorial Department (Bus. dept.)— Business Department (Gen. Adm. dept.)— General Administration Department (Pub. dept.)— Publications Department (Print. dept.)— Printary Department
(gm)	14 branch offices & 2 stringers, WTS, Kyodo	Kinki Shunju (Kinki Literary); Mie Shonen Shimbun (Mie children's newspaper); Miye Keizai Tokushin (Mie Economic News); Ise nenkan (Ise year book).	2 rotary press machines; 5 type foundings; 2 papier mache moulders; 1 stereo type founders; 1 photo type; 1 engraver	45-Edit. dept.; 29-Bus. dept.; 28-Gen. dept.; 72-Print. dept.; 39-Assigned to posts outside the office; 213—Total
N. Nagagawa (as) U. Akigetsu (ms) T. Hori (ps)	3 branch offices, SNP, Kyodo	Gion-cho (Note-book of Gion)	3 rotary press machines; type foundings; 2 papier mache moulders; 2 stereo type founders; 1 photo type; 1 engraver	57-Edit. dept.; 42-Bus. dept.; 44-Gen. dept.; 43-Mech. dept.; 18-Assigned to posts outside the office; 204—Total
T. Murakami (ms) S. Isoya (ps) H. Aojima (am)	6 branch offices & 34 stringers; WTS, UP, Kyoto	Shin Kempo Kaisetsu (Commentary of the New Constitution); Kenppo Tokuhon (Contitution Text Book)	2 rotary press machines; 10 type foundings; 2 papier mache moulders; 2 stereo type founders	2-Assigned to directly to directors; 109-Edit. dept.; 67-Bus. dept.; 87-Gen. dept.; 147-Mech. dept.; 81-Assigned to posts outside the office; 493—Total
N. Isomura (ms)	17 branch offices & 20 stringers; New York Times, UP, SNP, Kyoto		3 rotary press machines; 7 type foundings; 2 papier mache moulders; 2 stereo type founders; 1 photo type; 1 engraver	96-Edit. dept.; 42-Bus. dept.; 74-Gen. dept.; 112-Mech. dept.; 93-Assigned to posts outside the office; 417—Total
	2 branch offices; WTS, Kyoto	Romaji Kyositsu (Romaji Class Room); Konoko, Konohaha (This child, and this mother)		48-Edit. dept.; 40-Bus. dept.; 25-Gen. dept.; 8-Assigned to posts outside the office; 121—Total
M. Yoshida (ps) F. Imaizumi (pu. s)	8 branch offices & 5 stringers, Kyoto		1 rotary press machine; 1 type founding	26-Edit. dept.; 7-bus. dept.; 11-Gen. dept.; 19-Mech. dept.; 63—Total



<b>Shiga Shimbun (m)</b> 30,118 1, Higashiura, Oura-shi, Shiga Tel. (Shiga) 0019, 0784	¥110-cl	<b>Shiga Shimbun</b> Co., Ltd. H. Matsui, Pres.; ¥195,000	O. Kimura (me) O. Kimura (cde)	S. Hashimoto (bm)
<b>Shinko Yukan (e)</b> 77,000 33-3, Minato-machi, Hyogo-ku, Kobe-shi, Hyogo Tel. (Minatogawa) 0488	¥350-cl	<b>Shinko Yukan</b> Shimbun Co., Ltd. J. Takeuchi, Pres.; ¥1,000,000	S. Fei (me) T. Kotani (cde)	S. Tateishi (am) P. Torii (cm)
<b>Wakayama Shimbun</b> (m) 38,445 5-4, Matsubara-dori, Wakayama-shi, Wakayama Tel. (Wakayama) 0307, 0308	¥180-cl	<b>Wakayama Shimbun</b> Co., Ltd. A. Yura, Pres.; ¥190,000	S. Matsumoto (me) T. Okamoto (cde) I. Ogawa (pee) R. Hakemura (ce)	K. Saeki (am) H. Nakamura (cm) M. Kobata (gm)
<b>Yukan Mie (e)</b> 30,000 8, Senman-cho, Yokkaichi-shi, Mie Tel. (Yokkaichi) 0084	¥120-cl	<b>Yukan Mie</b> Shimbun Co., Ltd. I. Kashima, Pres.; ¥100,000	N. Takeuchi (me) T. Ueno (cde)	K. Kotsu (am) M. Kano (cm) K. Murayama (gm)
<b>Yukan Kyoto</b> <b>Shimbun (e)</b> 10,000 43-Kagamiya-cho, Ebisukawa, Noboru, Muromachi, Chukyo-ku, Kyoto Tel. (Kami) 0025	¥270-cl	<b>Yukan Kyoto</b> Shimbun Co., Ltd. K. Yamaguchi, Pres.; ¥180,000	T. Yasuoka (me)	K. Yamaguchi (bm) H. Koedo (am) C. Uno (cm) K. Yamaguchi (gm)
<b>Yamato Times (e)</b> 20,000 24-Nakasuji-cho, Nara-shi, Nara Tel. (Nara) 4357	¥100-cl	<b>Yamato Times</b> Co., Ltd. T. Imanishi, Pres.; ¥300,000	T. Tanaka (me)	T. Imanishi (bm)



## NEWSPAPER DIRECTORY

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S. Fukino (ms)	11 branch offices & 3 stringers; Kyodo		2 rotary press machines; 1 type founding; 2 papier mache moulders; 1 stereo type founder; 1 photo type; 1 engraver	1-Assigned to directly to directors; 11-Edit. dept.; 20-Bus. dept.; 22-Mech. dept.; 36-Assigned to posts outside the office; 90—Total
R. Miyata (ms)	SNP, Kyodo		1 rotary press machine; 4 type foundings; 1 papier mache moulder; 1 stereo type founder; 2 photo types; 1 engraver	3-Assigned to directly to directors; 39-Edit. dept.; 44-Bus. dept.; 17-Mech. dept.; 7-Assigned to posts outside the office; 110—Total
	11 branch offices & 6 stringers; Kyodo	Wakayama Keisen Shimbun (Wakayama Economic Newspaper)	5 rotary press machines; 2 type foundings; 2 papier mache moulders; 2 stereo type founders; 1 photo type; 1 engraver	18-Edit. dept.; 20-Bus. dept.; 4-Pub. dept.; 26-Mech. dept.; 3-Other posts; 35-Assigned to posts outside the office; 106—Total
	2 branch offices; SNP, Kyodo			15-Edit. dept.; 10-Bus. dept.; 12-Gen. dept.; 2-Assigned to posts outside the office; 39—Total
	2 branch offices & 3 stringers Kyodo			2-Assigned to directly to directors; 42-Edit. dept.; 59-Bus. dept.; 27-Gen. dept.; 130—Total
	62 branch offices & 8 stringers; Kyodo		2 rotary press machines; 7 type foundings; 1 papier mache moulder; 1 stereo type founder; 2 photo types; 2 engravers	11-Assigned to directly to directors; 30-Edit. dept.; 10-Bus. dept.; 65-Mech. dept.; 23-Assigned to posts outside the office; 139—Total



**CHUGOKU DISTRICT**  
 Population District—5,000,777

 Tottori—587,606; Okayama—1,819,622;  
 Shimane—894,267; Hiroshima—2,011,498;  
 Yamaguchi—1,479,244

Name of Newspaper, Circulation, Address	Minimum Advertisement Line Rate, Classified & Special	Publisher Corporation & Name of Pres., Capital	(me)—Managing Editor (cde)—Copy-desk Editor (pe)—Political News Editor (ee)—Economic News Editor (pee)—Political & Econo- mic News Editor (ce)—City Editor (fe)—Foreign News Editor (e. in chief)—Editor in Chief	(bm)—Business Manager (am)—Advertisement Manager (cm)—Circulation Manager
<b>Bocho Shimbun</b> (m) 35,530 1-2960, Kamiuno, Oaza, Yamaguchi-shi, Yamaguchi Tel. 0244	¥120-cl	Bocho Shimbun Co., Ltd. K. Kumagaya, Pres.; ¥195,000	K. Fujimoto (me) K. Kawau (cde)	T. Suda (bm) S. Kojima (gm) M. Minami (cm)
<b>Chugoku Shimbun</b> (m) 193,292 2, Ryusen-cho, Kami Hiroshima, Hiroshima Tel. (Hiroshima) 3001, 3003	¥650-cl	Chougoku Shimbun Co., Ltd. T. Tikufuji, Pres.; ¥195,000	M. Kageyama (E. in chief) S. Itokawa (me) T. Akutagawa (cde) I. Osako (pe) K. Takasu (ee) Y. Miyoshi (ce)	F. Chikufuji (bm) F. Chikufuji (am) K. Kukuoka (cm) R. Yamamoto (gm)
<b>Sanyo Shimbun</b> (m) 151,151 77, Shimono-cho, Okayama-shi, Okayama Tel. 2601	¥420-cl	Sanyo Shimbun Co., Ltd. K. Taniguchi, Pres.; ¥10,000,000	M. Odera (me) F. Hirai (cde) Y. Ono (pee) T. Aoki (ce)	T. Kakahara (am) K. Akihisa (cm) M. Nakahara (gm) K. Sakurama (bm)
<b>Nihonkai Shimbun</b> (m) 30,000 61, Higashi Shinaji-cho, Tottori Tel. (Tottori) 0136, 0743	¥110-cl	Nihonkai Shimbun Co., Ltd. S. Kuramitsu, Pres.; ¥80,000	Y. Wakijima (E. in chief) S. Shinta (me) S. Shinta (cde)	I. Nishigaki (am) T. Fukumoto (cm)
<b>Sanyo Choho</b> (m) 30,000 40, Higashi Nakayamashita Okayama-shi, Okayama Tel. 3602	¥130-cl	Sanyo Choho Co., Ltd. J. Sudo, Pres.; ¥300,000	K. Fujimoto (me) T. Fujii (cde) K. Makabe (pee) Y. Sanada (ce)	T. Kokubu (bm) T. Kokubu (am) Y. Kameyama (em)
<b>Shimane Shimbun</b> (m) 40,646 183, Tonomachi, Matsue-shi, Shimane Tel. (Matsue) 1686	¥150-cl	Shimane Shimbun Co., Ltd. G. Date, Pres.; ¥199,000	T. Kato (me) K. Nakajima (cde)	S. Nakajima (bm) Hi Hirata (am) K. Watanabe (bm) Y. Kotaki (gm)



NEWSPAPER DIRECTORY

(ms)—Mechanical Superintendent (pm)—Publications Manager (ps)—Printery Superintendent (pm)—Publications Manager	Number of branch offices & stringers Affiliated News Agencies AP—Associated Press UP—United Press INS—International News Service AFP—Agence France de Presse ANP—Acme Newspictures Inc. WTS—World Telegram Service RP—Radio Press Kyodo—Kyodo News Agency SNP—Sun News Photo Service	Supplementary Publications	Mechanical Departments Equipments	No. of Employees: (Edit. dept.)— Editorial Department (Bus. dept.)— Business Department (Gen. Adm. dept.)— General Administration Department (Pub. dept.)— Publications Department (Print. dept.)— Printary Department
S. Sumida (ms) Y. Kuramoto (ps)	5 branch offices & 25 stringers; Kyodo		1 rotary press machine, 2 type foundings, 1 papier mache moulder, 1 stereo type founder, 1 photo type, 1 engraver	30-Edit. dept.; 37-Bus. dept.; 42-Mech. dept.; 107—Total
K. Yamane (ms) K. Ishikawa (ps)	5 branch offices & 107 stringers; WTS, UP, SNP, Kyodo	Gekkan Chugoku (Chugoku monthly); Kikan delta (Quarterly delta)	3 rotary press machines, 8 type foundings, 1 papier mache moulder, 2 stereo type founders, 2 photo types, 1 engraver	85-Edit. dept.; 50-Bus. dept.; 66-Gen. dept.; 87-Mech. dept.; 167-Assigned to posts outside the offices; 455—Total
T. Kanehira (ms) T. Kanehira (ps)	39 branch offices & 22 stringers; UP, New York Times, Kyodo		7 rotary press machines, 7 type foundings, 8 papier mache moulders, 3 stereo type founders, 3 photo types, 2 engravers	79-Edit. dept.; 52-Gen. dept.; 4-Print. dept.; 123-Mech. dept.; 55-Bus. dept.; 194-Assigned to post outside the office; 507—Total
M. Takeuchi (ms) T. Nakajima (ps)	8 branch offices & 21 stringers; Kyodo		2 rotary press machines, 2 type foundings, 1 papier mache moulder, 1 stereo type founder, 1 photo type, 1 engraver	25-Bus. dept.; 20-Edit. dept.; 9-Print. dept.; 31-Mech. dept.; 17-Assigned to posts outside the office; 102—Total
	15 branch offices			23-Edit. dept.; 20-Bus. dept.; 45-Mech. dept.; 47-Assigned to posts outside the office 145—Total
Y. Akagi (ps)	12 branch offices; 3 stringer; Kyodo	Shogaku Shimane (Newspaper for primary school children)	2 rotary press machines, 3 type foundings, 2 papier mache moulders, 1 stereo type founder, 1 photo type, 2 engravers	9-Assigned to directly to directors; 33-Edit. dept.; 16-Bus. dept.; 26-Gen. dept.; 1-Print. dept.; 63-Mech. dept.; 26-Assigned to posts outside the office; 171—Total



## NEWSPAPER DIRECTORY

<b>Sanin Nichinichi Shimbun (m)</b> 30,000 105, Honcho, Yonago, Tottori Tel. 0924	¥100-cl	<b>Sanin Nichinichi Co., Ltd.</b> T. Nishiyama, Pres.; ¥150,000	M. Ikeda (me) T. Nishio (cde)	T. Nishiyama (bm) T. Furuyama (am) C. Nakano (cm)
<b>Yukan Okayama (e)</b> 30,000 77 Shimono-cho, Okayama-shi, Okayama Tel.: (Okayama) 4170	¥130-cl	<b>Yukan Okayama Co., Ltd.</b> H. Hoshijima, Pres.; ¥100,000	Y. Kyoyama (me) H. Okazaki (cde) T. Nakagawa (pee)	S. Matsumoto (bm) M. Ando (am) S. Harada (cm) I. Nakamura (gm)
<b>Yukan Hiroshima (e)</b> 33,000 2, Kami Ryusen- machi, Hiroshima-shi, Hiroshima Tel. 3392	¥130-cl	<b>Yukan Hiroshima Co., Ltd.</b> M. Nagai (me)	T. Murakami (me) Y. Nagai (cde)	H. Harasaki (cm) I. Uchida (bm)

**SHIKOKU DISTRICT**  
 Population—4,074,708

 Kagawa—917,673; Tokushima—854,811; Kochi—848,337;  
 Ehime—1,453,887

Name of Newspaper, Circulation, Address	Minimum Advertisement Line Rate, Classified & Special	Publisher Corporation & Name of Pres., Capital	(me)—Managing Editor (cde)—Copy-desk Editor (pe)—Political News Editor (ee)—Economic News Editor (pee)—Political & Econo- mic News Editor (ce)—City Editor (fe)—Foreign News Editor (e. in chief)—Editor in Chief	(gm)—General Manager (bm)—Business Manager (am)—Advertisement Manager (cm)—Circulation Manager
<b>Ehime Shimbun (m)</b> 74,981 1, Ootemachi, Matsuyama-shi, Ehime Tel. 0903	350-cl	<b>Ehime Shimbun Co., Ltd.</b> Y. Hirata, Pres. ¥1,000,000	R. Matsumoto (me) T. Nakamura (cde) T. Tanaka (pee) Y. Yida (ce)	K. Saeki (am) E. Tokuta (cm) K. Sawamoto (bm)
<b>Kochi Shimbun (m)</b> 94,882 24, Honcho, Kochi-shi, Kochi Tel. 0173	¥270-cl	<b>Kochi Shimbun Co., Ltd.</b> Y. Kurio, Pres. ¥240,000	S. Nakahira (me)	H. Kobun (am) T. Ishimaru (gm)
<b>Kochi Nippo (e)</b> 30,000 111, Yokoji-machi, Kochi-shi, Kochi Tel. (Kochi) 0958	¥100-cl	<b>Kochi Nippo Co., Ltd.</b> T. Ono, Pres. ¥2,500,000	S. Sawamura (me) T. Miyazaki (pee) M. Kawamura (ee)	Y. Morita (bm) K. Shimizu (gm) T. Kususe (am)



NEWSPAPER DIRECTORY

	7 branch offices 14 stringers; Kyodo	Zen Sanin Kaisha Shimane Prefecture) Yoin (Information on Companies in all Sanin); Shimane Ken Shokuinroku (List of personal of Shimane)		2-Assigned to directly to directors; 44-Edit. dept.; 32-Bus. dept.; 49-Assigned posts outside the office; 127—Total
T. Seyoshi (me)	10 branch offices; Kyodo	Monthly "mado" Monthly (Window)		29-Edit. dept.; 21-Bus. dept.; 4-Culture dept.; 10-Assigned to posts outside the office; 64—Total
	8 branch offices, Kyodo			2-Assigned to directly to directors; 26-Edit. dept.; 5-Gen. dept.; 21-Bus. dept.; 16-Assigned to posts outside the office; 70—Total
(ms)—Mechanical Superintendent (pm)—Publications Manager (ps)—Printery Superintendent (pm)—Publications Manager	Number of branch offices & stringers Affiliated News Agencies AP—Associated Press UP—United Press INS—International News Service AFP—Agence France de Presse ANP—Acme Newspictures Inc. WTS—World Telegram Service RP—Radio Press Kyodo—Kyodo News Agency SNP—Sun News Photo Service	Supplementary Publications	Mechanical Departments Equipments	No. of Employees: (Edit. dept.)— Editorial Department (Bus. dept.)— Business Department (Gen. Adm. dept.)— General Administration Department (Pub. dept.)— Publications Department (Print. dept.)— Printery Department
Y. Hirota (ms)	4 branch officers 13 stringers WTS, SNP, Kyodo	Shikoku bunka (Shikoku Culture)	1 rotary press machine, 4 type foundings, 1 papier mache moulder, 1 stereo founder, 2 photo types, 1 engraver	20-Assigned to directly to directors; 45-Edit. dept.; 46-Bus. dept.; 10-Gen. dept.; 9-Mech. dept.; 36-Assigned to posts outside the office; Total—
I. Nomachi (ms)	11 branch offices & 13 stringers, NHT, Kyodo		4 rotary press machine, 7 type foundings, 2 papier machine moulders, 1 stereo founder, 1 photo type, 1 engraver	3-Assigned to directly to directors; 62-Edit. dept.; 73-Bus. dept.; 4-Publ. dept.; 75-Print. dept.; 27-Assigned to posts outside the office; 235—Total
K. Ozawa (ms) K. Ozawa (ps)	11 branch offices & 8 stringers WTS, Kyodo		1 rotary press machine, 3 type foundings, 1 papier mache moulder, 1 stereo founder, 1 photo type, 1 engraver	32-Edit. dept.; 56-Bus. dept.; 44-Mech. dept.; 27-Assigned to posts outside the office; 159—Total



NEWSPAPER DIRECTORY

<b>Nankai Times (m)</b> 20,000 1, Marunouchi, Uwajima, Ehime Tel. 0044	¥100-cl ¥130-sp	Nankai Times Co., Ltd. K. Nakano, Pres. ¥190,000	M. Mitsuda (me) M. Mitsuda (cde)	S. Minaguchi (am) T. Murakami, K. Kikuta (cm)
<b>Shin Ehime Shimbun (m)</b> 30,000 Imabu-shi, Ehime Tel. 0134	¥100-cl	Shin Ehime Shimbun Co., Ltd. K. Hara	Y. Kobata (me) T. Abe (cde)	K. Hara (bm) T. Wada (am) S. Morita (cm)
<b>Shikoku Keizai (m)</b> <b>Shikoku Shimbun (m)</b> 30,000 Sakura-cho, Takamatsu, Kagawa Tel. (Takamatsu) 2035	¥100-cl	Shikoku Keizai; Shikoku Shimbun, Co., Ltd. S. Sonoda ¥600,000	E. Tsuruoka (E. in chief) K. Yoshinaga (me) S. Mizuguchi (cde) S. Miyake (ee) M. Shimoda (ce)	H. Suehara (bm) T. Matsuyoshi (am) Z. Takahata (cm)
<b>Tokushima Mimpo (m)</b> 30,000 10-11, Sako-cho, Tokushima Tel. 0281, 0282, 0283	¥150-cl	Tokushima Mimpo Co., Ltd. S. Kawanaka, Pres. ¥185,000	S. Takagi (E. in chief) A. Shinohara (me) T. Saito (me) S. Takagi (pee) T. Jinki (ce)	S. Kawanaka (bm) T. Saito (cm) A. Miyake (am)
<b>Tokushima Shimbun (m)</b> 50,664 32-1, Saiwai-cho, Tokushima Tel. 0038	¥200-cl	Tokushima Shimbun Co., Ltd. S. Maekawa, Pres. ¥100,000	H. Yokoyama (E. in chief) S. Maekawa (me) H. Yamada (cde)	T. Izawa (cm) Y. Inahara (gm)

HOKKAIDO DISTRICT

Population—3,852,821

Name of Newspaper Circulation, Address	Minimum Advertisement Line Rate, Classified & Special	Publisher Corporation & Name of Pres., Capital	(me)—Managing Editor (cde)—Copy-desk Editor (pe)—Political News Editor (ee)—Economic News Editor (pee)—Political & Econo- mic News Editor (ce)—City Editor (fe)—Foreign News Editor (e. in chief)—Editor in Chief	(gm)—General Manager (bm)—Business Manager (gm)—General Manager Manager (cm)—Circulation Manager
<b>Hokkai Times (e)</b> 50,000 1-2, Nishi, Kita Shijo, Sapporo Tel. 2735	¥200-cl	Hokkai Times Co., Ltd. T. Wataru, Pres.; ¥190,000	T. Tone (E. in chief) K. Teramoto (me) K. Hayashi (cde)	S. Miura (bm) T. Shoji (am) T. Shoji (cm)
<b>Hakodate Shimbun (m)</b> 20, Saiwai-cho, Hakodate Tel. 5680	¥230-cl	Hakodate Shimbun Co., Ltd. T. Hisa, Pres.; ¥6,000,000	T. Hisa (E. in chief) T. Ishimoda (me)	F. Omi (am) K. Fuse (cm) R. Kojima (bm)



NEWSPAPER DIRECTORY

(am)	S. Minaguchi (ms)	3 branch offices & 6 stringers, Kyodo		1 rotary press machine, 1 type founding, 1 papier mache moulder, 1 stereo founder	5-Assigned to directly to directors; 27-Edit. dept.; 14-Bus. dept.; 2-Gen. dept.; 20-Mech. dept.; 11-Assigned to posts outside the office; 79—Total
	F. Ofuji (ps) H. Okada (bs)	5 branch offices, 10 stringers, Kyodo		1 rotary press machine, 2 type foundings, 1 papier machine moulder, 1 stereo founder, 1 photo type, 1 engraver	6-Assigned to directly to directors; 30-Edit. dept.; 14-Bus. dept.; 22-Mech. dept.; 40-Assigned to posts outside the office; 112—Total
(am)	S. Yasutoku (ps)	2 branch office & 4 stringers, Kyodo	Shikoku Shunju (Shikoku Spring and Autumn Magazine)	1 rotary press machine, 5 type foundings, 1 papier mache moulder, 1 stereo founder, 1 photo type, 1 engraver	5-Assigned to directly to directors; 55-Edit. dept.; 43-Bus. dept.; 2-Pub. dept.; 97-Chem. dept.; 16-Assigned to posts outside the office; 218—Total
(am)	T. Okada (ms)	3 branch offices & 10 stringers; WTS, SNP, Kyodo		1 rotary press machine, 3 type foundings, 1 papier machine moulder, 1 stereo founder, 1 photo-type	39-Edit. dept.; 24-Bus. dept.; 20-Mech. dept.; 83—Total
(am)	S. Tanimoto (ms)	15 branch offices 4 stringers; WTS, SNP, Kyodo		3 rotary press machines, 6 type foundings, 2 papier mache moulders, 2 stereo founders, 1 photo type, 2 engravers	34-Edit. dept.; 35-Gen. dept.; 56-Mech. dept.; 20—Assigned to posts outside the office; 145—Total

(ms)—Mechanical Superintendent  
(pm)—Publications Manager  
(ps)—Printery Superintendent  
(pm)—Publication Manager

Number of branch offices & stringers Affiliated News Agencies  
AP—Associated Press  
UP—United Press  
INS—International News Service  
AFP—Agence France de Presse  
ANP—Acme Newspictures Inc.  
WTS—World Telegram Service  
RP—Radio Press  
Kyodo—Kyodo News Agency  
SNP—Sun News Photo Service

Supplementary Publications

Mechanical Departments Equipments

No. of Employees:  
(Edit. dept.)—  
Editorial Department  
(Bus. dept.)—  
Business Department  
(Gen. Adm. dept.)—  
General Administration Department  
(Pub. dept.)—  
Publications Department  
(Print. dept.)—  
Printary Department

8 branch offices, 13 stringers;

36-Edit. dept.; 25-Bus. dept.; 34-Assigned to posts outside the office; 95—Total

S. Nakajima (ms)

5 branch offices, 5 stringers; SNP, Kyodo

1 rotary press machine, 3 type founding, 1 papier mache moulder, 1 stereo founder, 1 photo type, 1 engraver

40-Edit. dept.; 61-Mech. dept.; 48-Bus. dept.; 3-Assigned to posts outside the office; 183—Total

Manager  
Manager  
Manager



## NEWSPAPER DIRECTORY

<b>Hokkaido Shimbun</b> (m) 6-3, Nishi Odori, Sapporo Tel. 2500	¥1400-cl	<b>Hokkaido Shimbun</b> Co., Ltd. S. Abe, Pres.; ¥1,000,000	T. Matoba (me) K. Kanamori (cde) T. Odaka (pe) M. Nishisato (ce)	K. Aso (sm) Y. Tsuruya (cm)
<b>Hokkai Nichinichi Shimbun</b> (m) 4-8, Ichijo-tori, Asahikawa Tel. (Asahikawa) 4171	¥230-cl	<b>Hokkai Nichinichi</b> Co., Ltd. M. Mayumi, Pres.; ¥1,000,000	E. Yokoyama (me) T. Toyomura (cde)	K. Kanewa (bm) Y. Tanaka (am) S. Kishibe (cm) K. Sato (gm)
<b>Muroran Minpo</b> (m) 11,250 41, Senzai-cho, Muroran Tel. 0458, 0789	¥110-cl	<b>Muroran Minpo</b> Co., Ltd. F. Tsuji, Pres.; ¥600,000	F. Tsuji (me) T. Morii (cde)	K. Tsuchii (bm) K. Tsuchii (acm)
<b>Shin Hokkai Shimbun</b> (m) 70,000 1-4, Nishi Odori, Sapporo-shi Tel. (Sapporo) 6190	¥230-cl	<b>Shin Hokkai</b> Shimbun Co., Ltd. M. Ochiai, Pres.; ¥500,000	K. Tani (me) S. Fujita (cde) K. Tani (pee) K. Nanbe (ce)	S. Tajima (cm) T. Ito (bm)

**KYUSHU DISTRICT**  
Population—8,538,676

Fukuoka—3,178,134; Ooita—1,233,651; Saga—917,797;  
Nagasaki—1,531,674; Kumamoto—1,765,726; Miyazaki—  
1,025,689; Kagoshima—1,746,305

Name of Newspaper, Circulation, Address	Minimum Advertisement Line Rate, Classified & Special	Publisher Corporation & Name of Pres., Capital	(me)—Managing Editor (cde)—Copy-desk Editor (pe)—Political News Editor (ee)—Economic News (pee)—Political & Econo- mic News Editor (ce)—City Editor (fe)—Foreign News Editor (e. in chief)—Editor in Chief	(gm)—General Manager (bm)—Business Manager (am)—Advertisement Manager (cm)—Circulation Manager
<b>Asahi Shimbun</b> (m) (Seibu) 563,757 1, 38-Kita Aza-tomino, Sunatsu, Kokura, Fukuoka Tel. 2781	¥800-cl	<b>Asahi Shimbun</b> Co., Ltd. G. Kato, Pres.; ¥10,000,000	S. Kurozumi (me) M. Okada (cde) N. Ito (ce)	K. Odanaka (bm) T. Tateishi (am) K. Kobayashi (cm)
<b>Hyuga Nichinichi Shimbun</b> (m) 38,212 34-2, Tekachiho-dori, Miyazaki-shi, Miyazaki Tel. 1381, 1212	¥150-cl	<b>nichi Shimbun</b> Co., Ltd. M. Matsushita, Pres.; ¥165,000	H. Nakamura (me) K. Yamanouchi (cde)	T. Ota (bm) U. Akimoto (am) T. Yamaguchi (gm)



NEWSPAPER DIRECTORY

Y. Sato (ms) T. Doi (bs) K. Kobayashi (ps)	9 branch offices 29 stringers, New York Times, UP, SNP, Kyodo	Hokkaido Weekly; Hokkaido Nenkan (Hokkaido Year Book)	13 rotary press machines, 28 type foundings, 8 papier mache moulders, 5 stereo founders, 9 photo types, 9 engravers	8-Assigned to directly to directors; 200-Edit. dept.; 179-Mech. dept.; 177-Bus. dept.; 1069-Assigned to posts outside the office; 1633—Total
K. Arai (ms)	19 branch offices 3 stringers, SNP, Kyodo		1 rotary press machine, 1 type founding, 1 papier mache moulder, 1 photo type, 1 engraver	43-Edit. dept.; 24-Bus. dept.; 29-Gen. dept.; 69-Mech. dept.; 56-Assigned to posts outside the office; 221—Total
H. Miyai (ms) K. Sai (ps)	6 branch offices 1 stringer; Kyodo	Shoko Meikan (Commercial and industrial annual)	1 rotary press machine, 1 type founding, 1 papier mache moulder, 1 stereo founder, 2 photo types, 1 engraver	10-Edit. dept.; 14-Bus. dept.; 24-Mech. dept.; 18-Assigned to posts outside the office; 66—Total
K. Nagae (ms)	17 branch offices 13 stringers, Kyodo		3 rotary press machines, 4 type foundings, 2 papier mache moulders, 2 stereo founders, 2 photo types, 1 engraver	60-Edit. dept.; 55-Mech. dept.; 52-Bus. dept.; 57-Assigned to posts outside the office; 234—Total
(ms)—Mechanical Superintendent (pm)—Publications Manager (ps)—Printery Superintendent (pm)—Publications Manager	Number of branch offices & stringers Affiliated News Agencies AP—Associated Press UP—United Press INS—International News Service AFP—Agence France de Presse ANP—Acme Newspictures Inc. WTS—World Telegram Service RP—Radio Press Kyodo—Kyodo News Agency SNP—Sun News Photo Service	Supplementary Publications	Mechanical Departments Equipments	No. of Employees: (Edit. dept.)— Editorial Department (Bus. dept.)— Business Department (Gen. Adm. dept.)— General Administration Department (Pub. dept.)— Publications Department (Print. dept.)— Printary Department
M. Yoshimura (ps) S. Seko (Print. s)	27 branch offices & Tokyo 26 stringers; UP, Reuter, AFP, SNP, RP, Kyodo		13 rotary press machines; 13 type foundings; 3 papier mache moulders; 4 stereo type founders; 4 photo types; 4 engravers	339-Edit. dept.; 25-Gen. dept.; 5-Pub. dept.; 295-Mech. dept.; 91-Welfare dept.; 235-Bus. dept.; 251-Assigned to posts outside the offices; 1252—Total
K. Nemoto (ms) S. Ito (ps)	8 branch offices & stringers; Kyodo	2 rotary press machines; 3 type foundings; 1 papier mache moulder, 2 stereo type founders; 1 photo type; 1 engraver		34-Edit. dept.; 29-Bus. dept.; 10-Gen. dept.; 47-Mech. dept.; 25-Assigned to posts outside the office; 145—Total

Manager

(cm)

(gm)



## NEWSPAPER DIRECTORY

<b>Kyushu Times (e)</b> 70,000 41, Tenjin-cho, Fukuoka-shi, Fukuoka Tel. (Nishi) 1298	¥230-cl	<b>Kyushu Times</b> Co., Ltd. B. Arakawa, Pres.; ¥190,000	H. Shimoi (E. in chief) H. Shimoi (me) T. Hirata (ce)	S. Okaku (bm) T. Yasuda (am) S. Hiwatari (cm)
<b>Kumamoto Nichi nichi Shimbun (m)</b> 98,083 42, Kamitori-cho, Kumamoto-shi, Kumamoto Tel. 2202	¥440-cl	<b>Kumamoto Nichi nichi Shimbun</b> Co., Ltd. J. Murakami, Pres.; ¥195,000	H. Sasa (E. in chief) S. Kobori (me) S. Shimada (cde) K. Ozaki (Pee) I. Noma (ce)	T. Hirose (bm) M. Fujishita (am)
<b>Mainichi Shimbun</b> (m) 549,738 (Seibu) 1-Kiyotaki-cho, Moji-shi, Fukuoka Tel. 2710	¥800-cl	<b>Mainichi Shimbun</b> Co., Ltd. K. Kamo, Pres.; ¥10,000,000	K. Kamo (E. in chief) K. Miyazaki (cde) K. Sasai (ee) Z. Nakayama (ce)	S. Yamada (am) S. Yamato (am) Y. Nakatsubo (gm) Y. Nakatsubo (bm)
<b>Minami Nihon Shimbun (m)</b> 104,032 4-2 Yasui-cho, Kagoshima-shi, Kagoshima Tel. 2200	¥440-cl	<b>Minami Nihon Shimbun Co., Ltd.</b> K. Nagai, Pres.; ¥210,000	S. Tatanaka (me) T. Fukumitsu (pee) K. Shioda (ce)	Y. Yoshida (bm) M. Arikawa (am) M. Minezaki (cm) T. Tagami (gm)
<b>Nishinihon Shimbun</b> (m) 524,864 894, Shimoikeigo, Fukuoka Tel. (Nishi) 4001	¥900-cl	<b>Nishi Nihon Shimbun</b> Co., Ltd. N. Tanaka, Pres.; ¥1,500,000	K. Otabe (E. in chief) T. Sugawara (me) T. Fukudo (cde) M. Hayashida (pee) T. Sakai (ce)	K. Kaejima (bm) K. Kaejima (am) K. Mitsuyasu (cm) Y. Noguchi (gm)
<b>Nagasaki Nichi nichu</b> (m) 29,640 14 Funatsu-machi, Nagasaki-shi, Nagasaki Tel. 4000	¥160-cl	<b>Nagasaki Nichi nichu</b> Co., Ltd. T. Hoshino, Pres.; ¥190,000	K. Ogawa (me) K. Nakao (cde)	H. Mine (bm) T. Kure (am) I. Hirayama (cm)
<b>Nagasaki Minyu (m)</b> 27,450 1, Dijima-cho, Nagasaki-shi, Nagasaki Tel. 5000-5002	¥120-cl	<b>Nagasaki Minyu</b> Co., Ltd. J. Tanaka, Pres.; ¥1,000,000	H. Harata (me) T. Sakamoto (cde) H. Ide (pee) S. Kataoka (ce)	Y. Izumio (cm) Y. Yamashita (cm) T. Tanaka (gm)
<b>Ooita Godo Shimbun</b> (m) 62,570 2, Niage-cho, Ooita-shi, Ooita Tel. 0005, 0010	¥270-cl	<b>Ooita Godo Shimun</b> Co., Ltd. T. Ootsu, Pres.; ¥198,000	K. Ootsu (me) K. Hara (cde)	T. Nagano (bm) S. Naga (am) T. Kubifuji (cm) Y. Lryuda (gm)



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	3 branch offices; SNP, Kyodo			40-Edit. dept.; 25-Bus. dept.; 14-Gen. dept.; 42-Assigned to posts outside the office; 121—Total
K. Nakajima (ms)	11 branch offices & 19 stringers; UP, Kyodo		2 rotary press machines; 5 type foundings; 3 papier mache moulders; 2 stereo type founders; 2 photo types; 1 engraver	4-Assigned to directly to directors; 40-Edit. dept.; 66-Bus. dept.; 95-Mech. dept.; 40-Assigned to posts outside the office; 245—Total
T. Ando (ms) T. Noguchi (ps)	10 branch offices & 37 stringers; UP, Reuter, AFP, SNP, Kyodo	Same as Tokyo	6 rotary press machines, 9 type foundings, 2 papier mache moulders, 2 stereo type founders, 3 photo types, 2 engravers	2-Assigned to directly to directors; 205-Edit. dept.; 139-Bus. dept.; 197-Gen. dept.; 288-Mech. dept.; 159-Assigned to posts outside the office; 990—Total
M. Ishihara (ms)	7 branch offices & 90 stringers; Kyodo	Sangyo Minami Nihon (Industrial South Japan)	2 rotary press machines, 11 type foundings, 2 papier mache moulders, 2 stereo type founders, 2 photo types, 2 engravers	31-Assigned to directly to directors; 73-Edit. dept.; 77-Bus. dept.; 90-Mech. dept.; 132-Assigned posts outside the office; 403—Total
R. Sakai (ms) K. Kajiwara (ps)	3 branch offices & 56 stringers; INS, AFP, SNP, UP, New York Herald Tribune, RP, Kyodo	Science Nishi Nihon; Shin Bunka (New Culture); World	3 rotary press machines, 10 tpe foundings, 3 papier mache moulders, 2 stereo type founders, 3 photo types, 2 engravers	5-Assigned to directly to directors; 229-Edit. dept.; 48-Bus. dept.; 199-Gen. dept.; 30-Pub. dept.; 450-Mech. dept.; 272-Assigned to posts outside the office; 1238—Total
Y. Kimura (ms)	11 branch offices & 10 stringers; Kyodo	Nagasaki Magazine; Nagasaki-ken Yoran (List of Nagasaki)	1 rotary press machine, 1 type founding, 1 papier mache moulder, 1 stereo type founder, 1 photo type, 1 engraver	1-Assigned to directly to directors; 25-Edit. dept.; 42-Bus. dept.; 44-Mech. dept.; 24-Assigned to posts outside the office; 136—Total
H. Nishida (ms) S. Kubo (ps)	19 branch offices & 5 stringers; Kyodo		2 rotary press machines, 1 type founding, 1 papier mache moulder, 1 stereo type founder	3-Assigned to directly to directors; 27-Edit. dept.; 3-Pub. dept.; 41-Mech. dept.; 42-Bus. dept.; 28-Assigned to posts outside the office; 144—Total
T. Nagano (ms) S. Kimoto (ps)	10 branch offices & 11 stringers; SNP, Kyodo		2 rotary press machines, 6 type foundings, 2 papier mache moulders, 1 stereo type founder, 2 photo types, 2 engravers	63-Edit. dept.; 60-Bus. dept.; 50-Mech. dept.; 31-Assigned to posts outside the office; 204—Total



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T. Ura (am)  
T. Tahara (cm)  
T. Ura (gm)



## NEWSPAPER DIRECTORY

101

	9 branch offices; SNP, Kyodo	Manga Shin kyushu (Caricatural new Kyushu)		43-Edit. dept.; 32-Bus. dept.; 27-Assigned to posts outside the office; 102—Total
A. Yasumoto (ms) A. Sugimoto (ps)	10 branch offices; Kyodo	Saga Shonen Shimbun (Saga Children's newspaper); Saganenkan (Saga Year Book)		18-Edit. dept.; 27-Bus. dept.; 14-Gen. dept.; 7-Pub. dept.; 34-Mech. dept.; 27-Assigned to posts outside the office; 127—Total
K. Mizuguchi (ms) T. Sugiura (ps)	8 branch offices & 1 stringer; Kyodo		1 rotary press machine, 1 type founding, 1 papier mache moulder, 1 stereo type founder, 1 photo type, 1 engraver	21-Edit. dept.; 16-Bus. dept.; 30-Mech. dept.; 18-Assigned to posts outside the office; 85—Total
I. Yamakita (ms) H. Haira (ps)	8 branch offices; Kyodo	Gakkan Shin Shimabara (Shimabara monthly)	1 rotary press machine, 2 papier mache moulders, 1 stereo type founder, 1 photo type, 1 engraver	8-Edit. dept.; 10-Bus. dept.; 3-Gen. dept.; 2-Pub. dept.; 16-Mech. dept.; 23-Assigned to posts outside the office; 62—Total
				35-Edit. dept.; 42-Bus. dept.; 20-Assigned to posts outside the office; 97—Total



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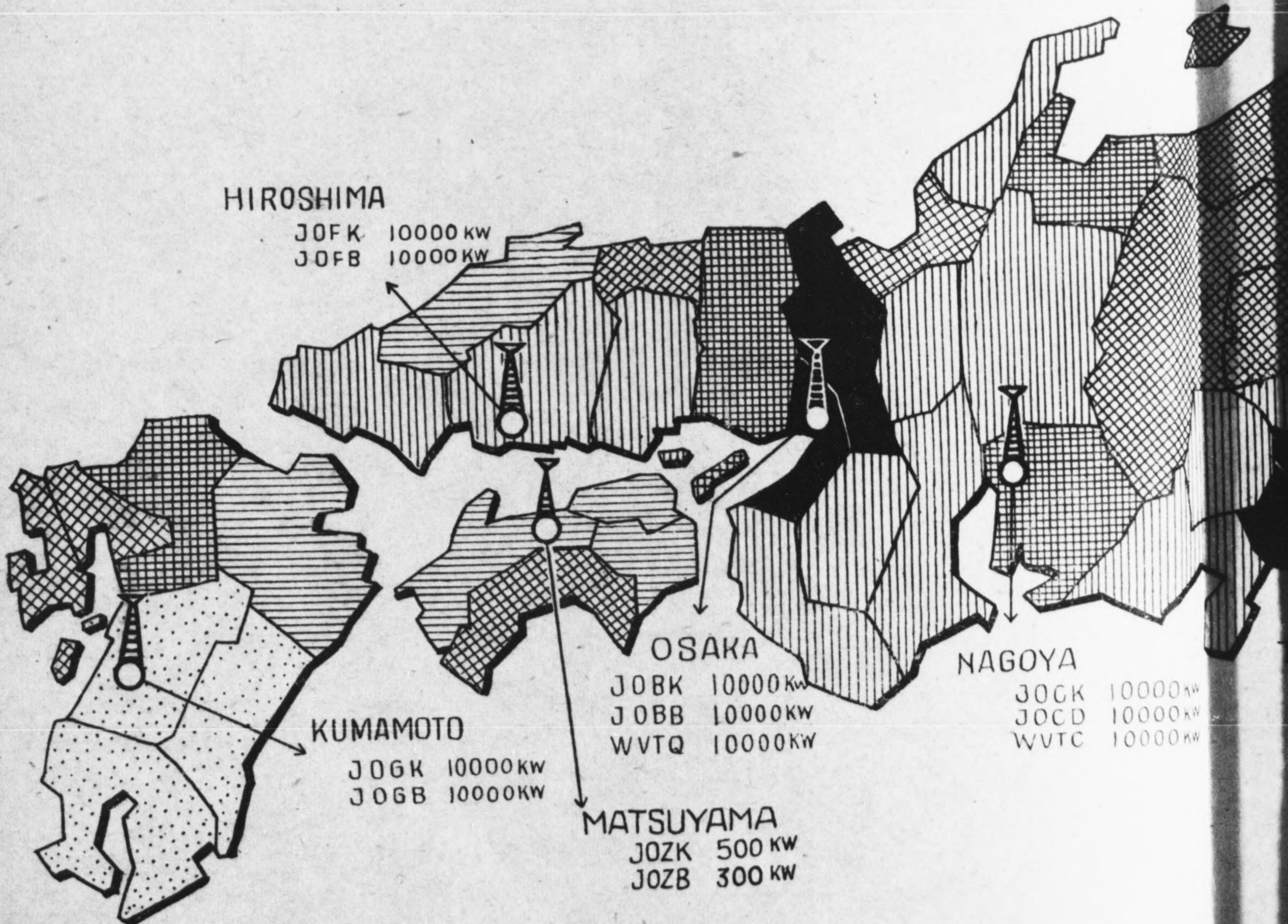
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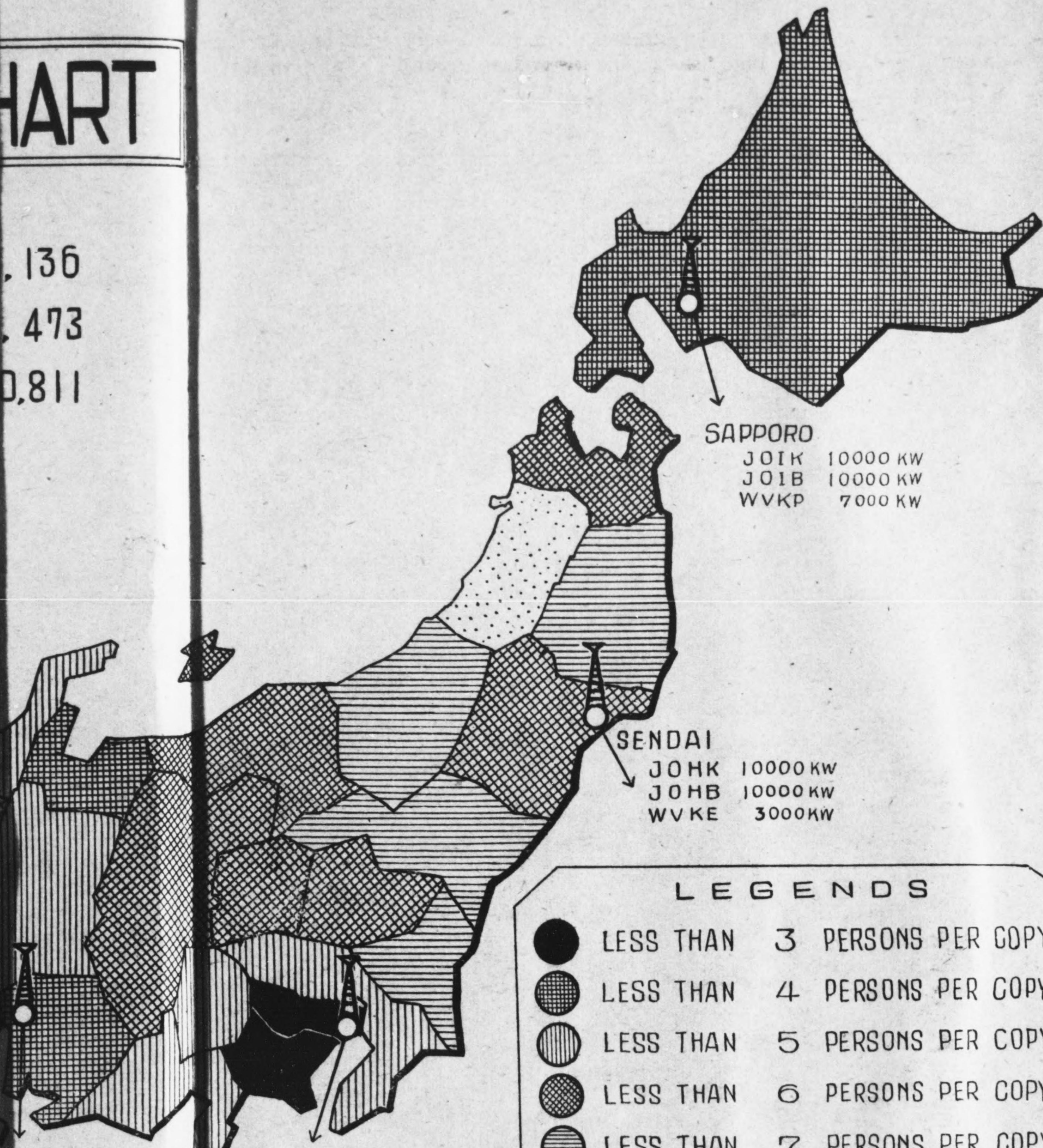
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FEB 19 1949  
DEPARTMENT OF STATE

United States Political Adviser  
for Japan

Tokyo, February 11, 1949

No. 88

UNCLASSIFIED (For Department use only)

Subject: Japanese Newspaper Reactions for Week Ending February 10,  
1949

The Honorable  
The Secretary of State,  
Washington.

Sir:

I have the honor to refer to the Mission's despatch no. 71 of February 4, 1949 and to previous despatches on the above subject, and to transmit a summary of Japanese newspaper reactions to current events for the week of February 4 through February 10, 1949.

Summary

Editorial attention of Tokyo newspapers has covered a wide variety of topics during the past week including the reply of Secretary of State ACHESON to the STALIN peace offer, the visit to Japan of Secretary of the Army Kenneth C. ROYALL and his party, with some emphasis on the statement made here by Assistant Secretary of Labor GIBSON. Local topics of principal interest have been the political maneuverings leading to the formation of the third YOSHIDA Cabinet, and the conditions and prospects for food crops.

Acheson Reply to Stalin

Asahi's discussion of the reply made by Secretary of State Acheson to Stalin's unofficial suggestions for a meeting with President TRUMAN showed an appreciation of Mr. Acheson's point that discussions should be through the United Nations, and stated, "We consider this a most just and proper attitude."

Mainichi missed the point of Secretary Acheson's statement that composition of differences must be through the United Nations.

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It did

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Tokyo's Despatch No. 88,  
February 11, 1949

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It did, however, grasp the idea that if Stalin desires peace, "he must show it by his conduct" rather than by words.

#### Visit of Secretary Royall

Additional editorial comment on the Secretary of the Army's tour of the Far East followed the path already worn smooth by earlier speculations. Discussion of the position of labor in Japan by Assistant Secretary of Labor Gibson prompted analytical comment in Mainichi and Asahi. The former declared: "Although it may appear that government, capital and labor were respectively severely criticized for their conduct, what runs through Mr. Gibson's comments is the strong desire that the role of labor unions in a democratic country be properly recognized, and that labor unions be democratized and independent... However, Mr. Gibson warned against the abuse of the right to strike which had caused labor to 'go too far.' This point should be remembered by labor unions." Mainichi added, however, that management, likewise, "must be ready to make sacrifices." Both these newspapers underscored Mr. Gibson's view that the National Public Service Law would require revision. Asahi considered that "it is natural for labor unions to demand that the sacrifices resulting from the enforcement of the nine economic principles (for economic stabilization) be shared equally by capital and labor," and concluded that "to resort to a reckless exercise of the right to strike, as was the case in the past, in an attempt to push their demands, is to destroy the foundations of economic stabilization." Asahi pleaded for self-restraint by labor unions in the use of the strike weapon and "struggle tactics," and found that Mr. Gibson's statement should be understood as "leaving as free a margin as possible for the development of labor unions, while relying upon the proper judgment of Japan's workers."

#### Purge Appeals Committee Appointments

Editorial comment is still lacking on Premier Yoshida's forming a new Purge Appeals Committee, but noncommittal news stories have followed its development, including an official statement that "the government does not intend to alter fundamentally the basic principles of the purge." Seikei Joho (a newsletter circulated to private subscribers) linked Premier Yoshida's intentions to strengthen the Socialist Party as a cushion between his conservative Democratic Liberal Party and the strong Communist Party opposition in the House of Representatives and his moves to establish a Purge Appeals Committee. It stated: "It seems that Premier Yoshida is contemplating the purge clearance of KAWAKAMI Jotaro and KONO Mitsu as a means of strengthening the Socialist Party."

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US finger  
in this. →

#### Cabinet Composition

Political commentators in many newspapers have covered a wide range of alternatives facing Premier Yoshida in the choice of his

cabinet

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Tokyo's Despatch No. 88,  
February 11, 1949

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cabinet ministers. Discussions have dealt with details of interest principally to Japanese readers, but major newspapers have consistently advised Yoshida to adhere to a one-party composition of his cabinet and not to attempt any conservative coalition. Mainichi also emphasized the general proposition that the cabinet should include "fresh men." It stated: "The DLP (Premier Yoshida's Democratic Liberal Party) is very unpopular abroad. If the DLP nominates boss-like, out-of-date statesmen to posts of cabinet ministers, the new Yoshida cabinet will not be heartily accepted by other nations or by the people. By 'fresh men' we mean men of fresh opinion and political sense." Dai Ichi Shimbun said that "not one person suspected of being involved in any of the recent scandals must join the Cabinet." Jiji Shimpō felt that Premier Yoshida has occasionally been "off the track" in personnel matters, and stated that "political history shows that in Japan all parties which gained an absolute majority in the Diet split afterwards because of intra-party conflicts which were, in almost all cases, due to collisions of sentiment rather than disparity of opinion concerning policy." Jiji Shimpō therefore advised Premier Yoshida to be "cautious" in his "personnel affairs."

#### Weather and Food Supply

The weather and the farmers' completion of their rice quota were prominently played. Mainichi pointed out that the mild winter this year in Japan has been quite abnormal and considered that the winter wheat crop might be reduced by as much as 50,000,000 bushels, augmenting by that amount the usual Japanese annual shortage of 100,000,000 bushels of grain. Stating that nothing is so "unreliable as predictions regarding the weather," it observed tartly that "this is no time for the Agriculture-Forestry Ministry to rely on what is unreliable." This newspaper blamed the Ministry for failure to provide insect controls during the winter and advised all its readers to look to their home vegetable gardens. Nihon Keizai came to the same conclusion after deploring the "freakish" weather which has so far produced the warmest winter here since 1932. This newspaper stated that lumbering in Hokkaido and the Tohoku district has been severely affected by the lack of snow, lumber being brought out normally on sleds. It feared a water shortage detrimental to the spring-planted rice crop and noted that agar-agar, nori (an edible seaweed), frozen bean curd and the dried radish industries had already been severely affected. It stated that the lumber shortage would begin to be felt in April and thereafter.

Yomiuri played prominently the fulfillment of rice delivery quotas by Japanese farmers in a detailed tabulation prefecture by prefecture. It reported that the rice quotas were, as of February 7, 1949, met 100.12% fifty days earlier than last year, and stated: "The life of austerity and earnest efforts of farmers all over the nation account for this excellent record." Asahi, without troubling to compliment the farmers, ascribed the results to "thoroughgoing

operation

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APR 28 1949

Tokyo's Despatch No. 88,  
February 11, 1949

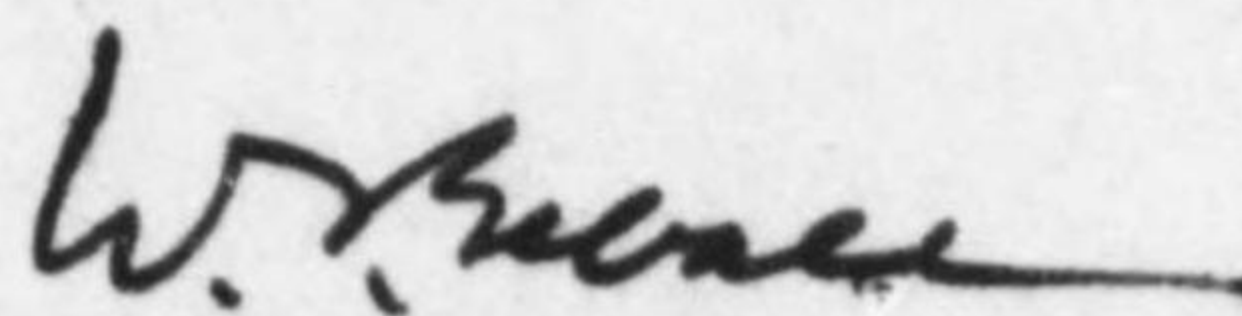
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operation of the advance allocations system as well as to the rich harvest." It stated that Japanese farmers would be asked to deliver another 1,300,000 koku (one koku equals about 5.12 bushels) at the government-established price of three times that for ordinary quota delivery. Asahi stated, "At present the black market price of rice is lower than the three-fold price in most farming villages. Therefore, farmers want to deliver over-quota rice to the Government rather than sell it through dangerous illegal channels. Only the taxation problem often prevents them from doing so." As a way out of this dilemma, this newspaper considered that since "farmers have a morbid fear of taxation," it would be preferable "to fix a tax-free rice price even though it is lower than the three-fold price." Asahi also noted that the warm winter weather endangers the wheat crop and that delayed food rationing may greatly affect the Economic Stabilization Program.

Repeal of Color Bar in United States Laws

All metropolitan newspapers on February 10 carried foreign press dispatches reporting the unanimous approval given by the House Judiciary Committee to the bill sponsored by Representative Walter H. JUDD to repeal provisions in the laws of the United States barring Asiatics from immigration and naturalization. On February 9, Cabinet Secretary SATO issued an official statement "rejoicing" at the action of the Judiciary Committee. After expressing the hope that the bill would soon be approved by Congress, he stated that this action "is proof that the Occupation forces have understood the actual situation in Japan and that all the American people entertain special good will toward Japan. We hereby express our heartfelt thanks for this American kindness." In contrast to the unanimous news play on foreign dispatches on the subject, only Jiji Shimpo carried the Sato statement.

Respectfully yours,

  
W. J. Sebald

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THE FOREIGN SERVICE  
OF THE  
UNITED STATES OF AMERICA

DIVISION OF  
NORTHEAST ASIAN AFFAIRS

FEB 28 1949

DEPARTMENT OF STATE

United States Political Adviser  
for Japan

Tokyo, February 18, 1949

No. 108

UNCLASSIFIED (For Department use only).

Subject: Japanese Newspaper Reactions for the Week Ending  
February 17, 1949.

The Honorable  
The Secretary of State,  
Washington.

Sir:

I have the honor to refer to the Mission's despatch no. 88 of February 11, 1949 and to previous despatches on the above subject, and to transmit a summary of Japanese newspaper reactions to current events for the week of February 11 through February 17, 1949.

Summary

Formation of the third YOSHIDA cabinet and ancillary political matters commanded the bulk of news and editorial attention in the vernacular press during the period under review. On one day, the SORGE spy case released by the Department of the Army in Washington captured lead play. News play and editorial attention to speculative stories quoting a high official American source on the strategic value of Japan to the United States have been consistently subordinated to local politics.

Japan's Position in United States Strategy

Clippings and three editorials reflecting the local press treatment accorded the alleged off-the-record statements of a high American military authority regarding Japan's position in United States strategy were transmitted to the Department as enclosures to this Mission's despatch no. 102 of February 17, 1949. In addition to the editorials under reference, an editorial in Sekai Keizai has come to the attention of this Mission. This newspaper considered that an important point

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Tokyo's Despatch No. 108,  
February 18, 1949.

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brought out by the discussion of Japan's strategic position is that Japan's security depends on foreign powers. Saying that Japan's defeat had "left a blank spot on the political map of the Far East," Sekai Keizai continued: "If Japan is to be independent politically as well as economically and spiritually, she, as a peaceful country without armament, must achieve strong domestic cooperation. Moreover, it is desirable that Japan, as a country with a constitution which renounces war, be courageous enough to head the world's peace movement, and this with sincere determination." It hoped for speedy stabilization throughout the world and non-involvement in another war, and added: "We sustain the hope that peace measures realistic enough to fill the void caused by Japan's defeat in the politico-economic map of the Far East will be formulated quickly."

Japanese newspapers have in general emphasized the single point that United States troops would be withdrawn from Japan should strategic necessities so dictate.

#### Yoshida Cabinet Formation

The newspapers have followed with close attention the political maneuvers engaging the energies of leaders in the Democratic Liberal and in the Democratic Parties to form a coalition cabinet. Premier Shigeru Yoshida's past and present attitudes have come in for searching examination. Efforts of Ken INUKAI, President of the Democratic Party, to have his party represented in the cabinet despite a party caucus decision to the contrary have been carefully followed. Announcement of the cabinet's membership in the morning papers of February 17 prompted a spate of analytical and admonitory editorials.

Dai Ichi Shimbun (Tokyo daily of small circulation) saw a dark future for democracy in Japan. "The question is," Dai Ichi stated, "whether it is permissible in a democracy for a few individuals to insist on their own personal positions. It is undeniable that up to the present, Premier Yoshida's whims have been obeyed without resistance. This, however, is a matter of serious reflection, for wherever men respond to a single powerful person the danger of fascism is already present." This newspaper continued: "The personal good faith of Premier Yoshida has nothing to do with the issue. What is to be questioned is the attitude of Yoshida, who is unwilling to listen to the opinions of the masses. Let us quote here a statement he made to United Press Manager HOBERECHT: 'Japan is now under occupation. But the people naturally dislike to do everything under foreign guidance. I have done all I could to cooperate with SCAP. But, on the other hand, in enforcing my policies I have always respected the popular psychology.'" Dai Ichi commented that Yoshida had taken advantage of popular psychology to cater to the people and that this was one of the reasons for his popularity.

Hochi Shimbun

UNCLASSIFIED



Tokyo's Despatch No. 108,  
February 18, 1949.

-3-

Hochi Shimbun (Tokyo daily of small circulation connected with Yomiuri Shimbun) also found Premier Yoshida highhanded. Reviewing a declaration of policy made by Yoshida to foreign correspondents, Hochi Shimbun stated that "in perusing the Premier's statement we cannot fail to note his usual bold, self-righteous attitude." This newspaper also criticized the alleged plan of his for transferring national monopolies of railways and tobacco to private control, as a means of enticing foreign investment, on the ground that "this problem is of national interest and the Premier should respect the will of the Diet in some way."

Mainichi regretted the wasting of a week between Yoshida's designation as Premier and the formation of his cabinet due to "clumsy" attempts at coalition with the Democratic Party, and stated that the Cabinet should "settle down to governing." It stated that the character of the present cabinet would be reflected in its execution of the nine-point program (United States interim directive) for economic stabilization which Mainichi stated is "an imperative decree." This newspaper considered that economic stabilization has two phases, economy and labor, and recalled Assistant Secretary of Labor GIBSON's view that labor is the core of the matter. "The labor problem is just what the conservative parties, especially the Democratic Liberal Party, find most difficult to handle," it stated, and recalled Yoshida's "disastrous phrase 'refractory lackeys'" uttered during his first cabinet.

Yomiuri considered it highly significant that "this is the first powerful administration since the war's end and the first based on an absolute majority in the Diet." It believed that it did not "over-state the case when we say that our future depends upon the outcome of our national effort in the next year or two." In that connection, Yomiuri noted that some opinion sees a difference between the nine-point economic principles enunciated in General MACARTHUR's letter to Premier Yoshida and the policies of the Democratic Liberal Party, but considered that "the nine principles represent a flexible framework" within which "the order of execution and relative emphasis are in no sense immutable."

Tokyo Shimbun noted that "the keynote of public pledges (by the Democratic Liberals) is free economy while various emergency programs directed by the Occupation authorities presuppose stronger controls." It found that the success of the Yoshida Government would be its "ability to compromise the differences between the two programs."

Asahi noted the apparent strength of the Democratic Liberal  
Party

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Tokyo's Despatch No. 108,  
February 18, 1949.

-4-

Party in the Diet, plus the support of the Democratic representatives, but feared that intra-party rivalries threaten and said; "Unless Premier Yoshida consolidates his party as a first step, the apparently powerful cabinet may prove to be a weak one." Asahi stated in conclusion: "The thing that the conservative parties -- charged with the task of settling inflation and establishing a self-supporting economy -- should do is to effect these conservative policies which the people really want and carry them out with courage instead of devoting efforts to conservative (political) collaboration (maneuvers) alone."

Respectfully yours,

*W. J. Sebald*  
W. J. Sebald

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Copy to American Embassy,  
London.

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THE FOREIGN SERVICE  
OF THE  
UNITED STATES OF AMERICA

A.M.  
*FE*

United States Political Adviser  
for Japan

Tokyo, February 25, 1949

No. 122

UNCLASSIFIED (For Department use only).

Subject: Japanese Newspaper Reactions for the Week Ending  
February 24, 1949.

6 DIVISION OF  
NORTHEAST ASIAN AFFAIRS  
MAY 1 1949  
DEPARTMENT OF STATE

The Honorable  
The Secretary of State,  
Washington.

Sir:

I have the honor to refer to the Mission's despatch no. 108 of February 18, 1949, and to previous despatches on the above subject and to transmit a summary of Japanese newspaper reactions to current events for the week of February 18 through February 24, 1949.

Summary

Principal editorial attention to news of foreign sources revolved around discussion of United States policy towards Japan, while domestic stories largely centered on the YOSHIE cabinet's drafting of the budget, proposed revision of Japan's labor laws, and formation of a committee on un-Japanese activities.

United States Policy towards Japan

With the re-emphasis by President TRUMAN and Secretary of State ACHESON that United States policy towards Japan is not undergoing change, the emotional shock following reports of the ROYALL conversation with certain news men here has been succeeded by the expression in the press of two ideas particularly. The first of these is a re-appreciation of the benevolence and constructive nature of Occupation policies under American leadership, and the second is that Japan should stop relying on others.

The first

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Tokyo's Despatch No. 122,  
February 25, 1949.

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The first of these ideas found expression in Nihon Keizai: "We must emphasize that our efforts heretofore have been based on our deep confidence in the United States and the Occupation forces. The spiritual and material aid and guidance given us by the United States and the Occupation forces have been tremendous. Though the leftist elements attempted to puzzle the people with the phrase 'racial independence,' the majority of the people have believed and still believe in the United States." It added optimistically that the majority of the people "are not perplexed by this phrase." This newspaper considered that the Japanese people's belief in the United States "is based on the ground that the United States has no intention of making Japan a colony in return for her aid, that she is trying to make us a peaceful democracy, and that her policy will never change."

The point about Japanese self-reliance found its most cogent expression in Jiji Shimpo and Tokyo Nichi Nichi. The first of these considered that United States "retirement from China does not necessarily mean abandonment of the entire Orient" and based this view on American interest in this area since Secretary HAY's pronouncement of the Open Door policy, reinforced by the "dear price" paid for victory in the Pacific during the past war. "Therefore," Jiji Shimpo concluded, "it is inconceivable that the United States will retire from both China and Japan at the same time, relinquishing her age-long fundamental policy." This newspaper continued: "It is proper that the Japanese should stop relying too much on United States aid and endeavor to attain self-sufficiency instead of being surprised by the rumor of evacuation of United States forces." Expressing its gratitude to President Truman for "spiking the evacuation rumor," it considered that "democratization of the nation and its reconstruction as a peace-loving nation will be attained only by endeavors based on confidence in the United States." Discussing the same general idea, Nichi Nichi, chiding the Japanese people because they "somehow regard the economic stabilization program as somebody else's business," called this attitude "a grievous mistake" and added: "Whether we are being watched or not, the program is a major operation without which Japan cannot recover. Nothing can so upset life more thoroughly than to be governed by whether the world is watching or not."

In the same general vein, Asahi found that "the Japanese people should stop depending on the military forces of foreign powers for their national security" and stated that "it is imperative for the Japanese people to maintain a pacifistic stand to the very end." Asahi continued its careful coverage of the discussion of United States policy by front-paging a signed story of Lindsey PARROTT, correspondent of the New York Times, analyzing the meaning of the statements attributed to Secretary of the Army Royall.

Labor Laws

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Tokyo's Despatch No. 122,  
February 25, 1949.

-3-

#### Labor Laws Revision

Broad news play was given to the press conference in Washington on February 17 of Assistant Secretary of Labor John W. GIBSON, but editorial comment has been reserved for moves in the Japanese Diet looking to amendment of present labor laws. Editorials have generally noted the opposition of organized labor to any revision. The communist organ, Akahata, opposed the whole procedure, describing it with the usual communist expletives including "reactionary" and "monopolistic." Hochi Shimbun (connected with Yomiuri and usually conservative) deprecated the drafting of the original proposals for amendment by the Central Labor Committee as "a blunder," but felt that it was wrong to call the tentative plan "reactionary." Public hearings on the proposed amendments are now being held by the Labor Ministry and most newspapers are withholding comment, presumably to ascertain the general tone of opinions expressed at those hearings.

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Executive and legislative moves in the drafting of the 1949-1950 national budget have been carefully followed by the Japanese press, which has emphasized its importance to the whole Japanese economy. Comment has been marked by an analytical and generally helpful critical approach, and has pointed out the interrelation of the price structure, the taxation schedules, and the black market profits which at present escape control and taxation.

In an early editorial, Yomiuri urged the Yoshida cabinet to define carefully for the people the principles it follows in drafting the budget. It stated that "taxes for this year have already exceeded the tax-paying capacity of the people" and demanded that the Government seize black market profits. In a later editorial, it called on the people to scrutinize the budget carefully and make their views known through their representatives in the Diet. Yomiuri considered that there are four main problems and various subordinate ones influencing the Yoshida cabinet's budget drafting: (1) possible revision of the price structure and increase in railway rates, the expected railway operating deficit being estimated by different persons at between fifty and 100 billion yen for the fiscal year; (2) cutting of government payrolls, which it called "administrative adjustments"; (3) what to do about various subsidies which it called "a scourge of Japan's finance"; (4) the estimation of revenues including new sources if the "transactions tax" is abolished.

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Tokyo's Despatch No. 122,  
February 25, 1949.

of this "undesirable" tax by another "undesirable" tax. It also considered that the reopening of restaurants is advisable so that "the income flowing into the black market can be assessed fairly." Asahi considered that if taxes cannot be increased, expenses should be cut, and advised the latter. In a later editorial Asahi warned against an "easygoing" price policy. It pointed out that, should a single exchange rate be set at between 330 and 350 yen to the dollar, present prices of imports figured at 130 yen to the dollar would increase 250%, and 150 billion yen now held in the trade account would be spent as import subsidies. It stated also that these funds in the trade account "are aid funds appropriated by the United States Government" and that "it would be contrary to reason to use them as import subsidies." It counseled against a "narrow, makeshift and easygoing" approach to revision of the price structure.

#### Un-Japanese Activities Investigations

Editorial comment on the Yoshida Government's announced intention to establish a committee for the investigation of un-Japanese activities has drawn observations from three of the smaller metropolitan Tokyo papers. Tokyo Times (connected with Asahi) stated: "Admitting that the committee will serve to rectify excessive acts on the part of ultra-leftists, there are possibilities that it will also allow the ultra-rightists to revive." It cautioned against allowing conservatives to consider this committee as a "return to the old system" and stated: "In principle, we welcome the establishment of the un-Japanese activities committee. It is important, however, that it be set up to function justly and that it control both the extreme right and the extreme left so that it will not be charged with being reactionary." Dai Ichi Shinbun (generally conservative) feared that Japan would not handle such a committee as had the United States; it pointed out that in the United States habits of freedom of speech, thought, and political activities were not endangered by committees investigating un-American activities, but that "there is ample reason to fear that the committee will wither Japan's democracy still in the bud" since there are still in Japan "deep-rooted feudal vestiges, semi-feudalistic tendencies, bureaucratic flunkysia and old-time nationalistic ideologies." It feared that "even if the committee does not try the direct suppression of any other ideology...than one specific ideology.....it is possible that the activities of the committee will prove the attempted remedy to be worse than the evil itself." Sekai Keizai's principal argument was that any such committee investigating un-Japanese activities should be a Diet committee and not under the control of the Attorney General as originally reported.

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Tokyo's Despatch No. 122,  
February 25, 1949.

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Respectfully yours,

For the Acting Political Advisers:

Cloyce K. Huston  
Counselor of Mission

Copy to American Embassy,  
London.

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THE FOREIGN SERVICE  
OF THE  
UNITED STATES OF AMERICA

United States Political Adviser  
for Japan

Tokyo, February 25, 1949

No. 122

UNCLASSIFIED (For Department use only).

Subject: Japanese Newspaper Reactions for the Week Ending  
February 24, 1949.

DIVISION OF  
NORTHEAST ASIAN AFFAIRS

MAR 11 1949

DEPARTMENT OF STATE

The Honorable  
The Secretary of State,  
Washington.

Sir:

874,911/2-1949  
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Tokyo's Despatch No. 122,  
February 25, 1949.

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Labor Laws

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Tokyo's Despatch No. 122,  
February 25, 1949.

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Tokyo's Despatch No. 122,  
February 25, 1949.

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Tokyo's Despatch No. 122,  
February 25, 1949.

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Respectfully yours,

For the Acting Political Adviser:

Gloyce K. Huston  
Counselor of Mission

Copy to American Embassy,  
London.

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THE FOREIGN SERVICE  
OF THE  
UNITED STATES OF AMERICA

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DIVISION OF  
NORTHEAST ASIAN AFFAIRS  
MAR 10 1949  
DEPARTMENT OF STATE

United States Political Adviser  
for Japan

Tokyo, March 1, 1949

*no action necessary*

No. 135

UNCLASSIFIED (For Department use only)

Subject: Japanese Newspaper Reactions for the Week Ending March 3, 1949

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Mar 9

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The Honorable  
The Secretary of State,  
Washington.

Sir:

I have the honor to refer to the Mission's despatch No. 122 of February 25, 1949 and to previous despatches on the above subject and to transmit a summary of Japanese newspaper reactions to current events for the week of February 26 through March 1, 1949.

Summary

Except for the last day of the period under review the Japanese press has devoted its attention principally to budget drafting and its ramified effects on the Japanese economy. On March 3, Tokyo newspapers gave major newsplay to the interview of British journalist Ward Price with General MacArthur, and to the story of Sergeant Barashkov, an escaped Russian flier who sought refuge in Japan.

Budget Drafting and Economic Policy

Editorial comment on budget drafting has been largely repetitive of former positions, but has demonstrated again, as noted in the Mission's despatch no. 122 of February 25, 1949 (page 3), that the press evaluates the budget not as an independent action of government but as a reflection of the nation's economy. The budget's intimate connection with the economic stabilization program has been widely noted and the two are discussed almost inextricably. An examination of what various newspapers consider of first importance in the budget's formulation projects the press' appreciation of the subject.

Asahi

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MAR 24 1949

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Tokyo's Despatch No. 135,  
March 4, 1949

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Asahi considered that prices are "first point of focus." It stated:

"The economic stabilization program is indeed comprehensive and many-sided. It involves mutually conflicting elements for execution and suggests an overall economic shakeup. However, the core of the problem is almost definite.

"The first point of focus is prices. The question here is whether the price level should be raised and readjusted reasonably, or some restrictions established in order to maintain the present level, on the assumption of an otherwise endless price increase. In any case it seems certain that the people's livelihood will suffer. The former seems reasonable but it will intensify inflation and thereby lower the people's standard of living. The latter will cause a reduction in the number of enterprises and dismissal of workers."

Jiji Shimpo considered that there are two points at issue and stated: "The problem of the budget for the coming fiscal year has drawn the special attention of the people in regard to two points. One is the method of achieving the balance of finances as stipulated in the nine economic principles, and the other is the extent to which those policies promised by the Democratic Liberals will be reflected in the budget. Reportedly, it is likely that the total amount of expenditures in the general account will not exceed 510,000,000,000 yen, although the final plan is yet to be decided after negotiations between the government and friendly parties." In a separate editorial Jiji Shimpo plumped for the sale of the Government-owned railways and its monopoly in communications, to private investors.

Mainichi considered that payroll cuts came first, and said: "Administrative reform has become the most important policy of the Yoshida cabinet. To date, the center of debates has been the question of cutting down government personnel. But at the Cabinet meeting on February 25 administrative reform took on a dual character--reorganization of the administrative structure and retrenchment of personnel. In addition the deadline for enforcement of these reforms was set for June 1. Administrative reform is the first test of the Yoshida cabinet and by its success or failure the nation will be able to judge the ability of the Cabinet to carry out the nine-point economic stabilization program. In other words, the fate of the Yoshida Cabinet hangs upon this experiment."

Sekai Keizai considered the prime essentials to be psychological and commented:

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Tokyo's Despatch No. 135,  
March 4, 1949

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"We must overcome a number of contradictions and difficulties to implement the nine-point economic stabilization program. Uneasiness and agitation are expected to arise due to a feeling of inequitable distribution of the sacrifices involved. We therefore emphasize the need to give the nation a sense of stability first of all." Sekai Keizai argued that "if the government gave the nation the feeling that the sacrifices are to <sup>be</sup> borne solely on the shoulders of the masses, the nine economic principles will be construed as beneficial only to the Yoshida group and no one can guarantee that such a state of affairs will not result in furnishing the Communist party ammunition for attacking the government." This newspaper pleaded for a scrupulous program whereby a strong sense of stability is given the nation."

Yomiuri demanded that the public campaign pledges of the Democratic Liberal Party be carried out and that the necessities imposed by the Occupation policy of economic stabilization not be used as a pretext for non-fulfillment. It pointed out that the Economic Stabilization Program was announced by the Occupation before the elections and warned that "fulfillment of public pledges is the keystone of party politics."

Nihon Keizai advanced the view that a "composite" approach was required. "To attach greater importance to stabilization than to rehabilitation means to strive for stabilization even by retarding increased production," Nihon Keizai stated. "To give priority to rehabilitation means to endeavor to promote industrial production even if inflation is accelerated to some degree. In the monetary policy for instance, if the importance is attached to stabilization, a stringent money policy will be adopted, even if industrial production is somewhat retarded by financial difficulty. If increased production is the first consideration, an easy-money policy will be carried out even if there is danger that inflation may be promoted. So long as the basic policy is not decided, rapid and effective execution of the program cannot be realized because the items of the program conflict with each other. By so saying, we do not mean that either stabilization or rehabilitation may be left unattended. Such an extreme policy cannot be carried out practically. The question is how much weight is to be attached to which of the two, stabilization or rehabilitation."

This newspaper concluded: "The weight to be attached to both stabilization and rehabilitation should be decided after giving full consideration to these questions--to what extent will production dwindle; what degree of decline in production is permissible; and how much United States aid can be expected to offset the decline.

"Thus a uniform and composite policy should be established for translating the program into action. Without a composite basic policy the nine-point economic program cannot be executed effectively and consistently."

Ward

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Tokyo's Despatch No. 135,  
March 4, 1949

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Ward Price Interview with General MacArthur

Only one editorial had time to appear during the period under review on the sensational report by the British journalist G. Ward Price of his interview with General Douglas MacArthur. It appeared in Mainichi, which is the principal client of the United Press, the agency which distributed the Price story.

Mainichi backed into the topic by first recalling that Japan at one time tried to imitate Great Britain and construct an island empire "unaware that imperialism was already waning to give place to a new order". It then recalled that Japan had tried to imitate Italy and Germany whereupon, according to Mainichi, "the Japanese people learned the foolishness of aping, for the first time." This newspaper added significantly: "Today no Japanese aspires to imitate the Americans or the Russians. The defeated Japanese learned to know themselves and their limited capabilities. A part of the Japanese intelligentsia gradually began to picture in their minds the small and peaceful country of Switzerland."

This newspaper quoted General MacArthur's comparison of Japan to Switzerland and stated: "This is the first time that a responsible Allied authority has spoken on the future status of Japan in concrete terms."

Mainichi recognized two trends of thought among the Japanese: one represented by the opportunists planning to join the stronger in case of war with a view to regaining lost territories. "These people must have been disappointed by General MacArthur's present statement," it said. "The other thought was represented by those who planned on leaving everything to the United States in the event of war, they themselves remaining spectators. These people must be reminded of the real significance of neutrality and the responsibility it involves."

Mainichi compared the difficulties encountered by Portugal, Spain, Sweden, Denmark, Norway, Finland and Switzerland in trying to remain neutral and concluded: "In order that we may maintain neutrality for a long period to come, it is necessary that each member of the nation sincerely resolve to defend peace and refrain from all selfish ambitions. We must remember that only our own firm determination will entitle us to the privileges of neutrality."

Respectfully yours,

FOR THE ACTING POLITICAL ADVISER:

Cloyce K. Huston  
Counselor of Mission

631  
AHaden:vw

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