Japanese Initiate New Propaganda Drive to Re-Establish U. S.-Nippon Friendship

The Japanese authorities, acting on the principle that "future world peace depends largely on American-Japanese amity," have launched a new society to be known as the Japan-American Mutual Aims Alliance. According to an article in the newspaper China Kyoiku Gendai, the name of the new hands-across-the-sea organization will be the "Japanese-American Society of Peace-Thinkers." But regardless of the name the purpose of the new propaganda movement is to obtain American consent and recognition of the "new situation in Asia," which is expected to prevail "after the Japanese occupation of Hankow.

The movement, according to articles in the English-language papers, Japan Advertiser and Japan Times, is being instigated by Hidejiro Nagata, member of the House of Peers, and Takeo Mikai and Ryo Iwase, members of the House of Representatives. Mikai and Iwase were instrumental last February in staging in Hibiya Park a "public rally on American friendship," which was attended by some 10,000 people, the purpose being to take the edge off American animosity over the sinking of the U. S. S. Panay by Japanese air bombers on the Yangtze near Nanking in the preceding December.

Recently there was another flare-up in American public opinion over the continuous bombings and slaughters of civilians by Japanese airmen at Canton and elsewhere in China. In addition there was the demand of Secretary of State Cordell Hull for the evacuation of American properties by Japanese soldiers and the removal of new American businessmen and missionaries returning to their homes and places of business at interior points.

But an even greater cause of concern in Japan, was the recent indication that the United States might depart from its previous neutrality status and adopt a policy of active intervention. A dispatch from New York published in the Osaka Mainichi on July 13, summing up American sentiment on the anniversary of the outbreak, said Japan's intellectual leaders were a serious shock. The dispatch, written by the Mainichi's correspondent, said that American sentiment was overwhelmingly sympathetic toward the Chinese Kuomintang Government; that the amicable settlement of the Panay incident had not led to improvement in feeling toward Japan; that it had become evident that the United States had been generally assumed by the Japanese people and could not be dismissed as the "usual American sympathy for the underdog."

This page, reproduced from the July issue of the picture magazine Life (New York), was part of a general expose of Japanese propaganda designed to influence Americans on the Sino-Japanese issue. The main article was entitled, "Japan's Shadow Over the U. S."

The Japanese correspondent, Fukuichi Fukumoto, said that the feeling toward Japan was such that there was no possible question of Japan's negotiating for credits or loans. Public opinion toward Japan, which had prevailed even before the Panay bombing, had again become excited over reports of large casualties among civilians resulting from the Canton bombings. As a result Secretary Hull had advised airplane manufacturers to cease selling planes to Japan.

Also, and this was regarded as highly detrimental to Japan's efforts to propagate American public opinion abroad, were the general refusals of publishers to undertake production of books whose contents were unfavorable to Japan. Furthermore, theater managers had generally closed the doors of their houses to Japanese musicians and dancers, and Japanese merchants at Coney Island even, "were having a hard time of it." A further indication of mounting anti-Japanese sentiment in the United States was the almost unanimous refusal of
American college and university athletic directors and boards to send athletes to Japan to participate in the Olympic Games scheduled for Tokyo in 1940. While the new fellowship society had not, at latest reports, selected a permanent chairman, it had decided to send two delegates to the United States immediately, representing the House of Peers and House of Representatives. These delegates were authorized to conduct a propaganda campaign among members of Congress. Takeo Miki, one of the promoters of the movement was quoted in the Chubu as saying, "As a rule Americans are satisfied with frank talking, but they don't like clumsy concealment."

A further cause of serious anxiety in Japan was a report from Washington (July 6) quoting Secretary Cordell Hull as declaring that American claims for compensation for losses in China, "should be disposed of in accordance with International Law." This declaration was made in response to a Japanese suggestion or "feeler" that China should be required to pay all claims for losses resulting from the China Incident. The report in the Huo indicated that Secretary Hull's statement had caused consternation in Japan because it was interpreted as meaning that the United States held Japan responsible for starting the war; hence Japan would be held responsible for compensating Americans for all losses, even those caused by the Chinese army.

The fact that the subject of Japan's responsibility for compensating Americans for losses had already been taken up with Foreign Minister General Kasushige Ugaki, by the American Ambassador Joseph G. Grew, was sufficient to send cold shivers down the spine of Japan's military and civilian leaders who were generally regarded as ring-leaders in the original plot which precipitated the hostilities.

The present efforts of certain Japanese individuals, with obvious official backing, to initiate a new propaganda drive to improve Japanese-American relations will prob-
immediately following the Manchurian incident in
September, 1931, and the ensuing Japanese intervention
and bloody battle of Shanghai in February, 1932, there
was a serious flare-up in American public opinion and the
Japanese immediately dispatched Henry Kinney, an
American propagandist connected with the South Man-
churia Railway to the U.S., with instructions to do what
he could to explain the situation to the American people.
After Kinney had been in the U.S. for a few weeks he
wrote a report on the status of American opinion which
was sent to Kinney’s superiors in the South Manchuria
Railway office in Tokyo and Dairen. This report fell
into the hands of an American editor who published it
in his magazine. It created a sensation because it
contained a fairly complete list of American and Canadian
magazine writers and publishers in the U.S. who were
regarded as “friendly to Japan.” Among those on
Kinney’s list were the writer and lecturer George F.
Sokolsky of New York.

Recently there have been some even more interesting
exposures of Japanese propaganda and espionage activi-
ties in the U.S. According to the July issue of the picture
magazine, Forum, the Japanese are now relying on the
cooperation of Hitler’s and Mussolini’s agents in the
U.S., through an understanding reached on their recent
Berlin-Tokyo Pacific tour, named, Johanna Hoffman
and Gunther Rumrich, were recently arrested for
attempting to export secret military documents. In the
matter of Japanese propaganda in the U.S., the language difficulty
makes it necessary for Japan to employ a considerable
number of Americans or Europeans.

There is shown in connection with this article, a
specimen page on the subject of Japanese propaganda
which was published in the picture magazine, Forum.
The accompanying article states that now has the task
of explaining to America the undeclared war on China.
From her own propaganda mills the export to potential
American readers is being forwarded in pamphlets which
proclaim her peaceful intentions. The argument favoring
from the Communist red herring (a shopworn subject
borrowed from Hitler’s Goebbels) is to insisting that the
Japanese Army is civilizing China. A sample of the
propaganda is taken from a widely circulated pamphlet,
Japanese Spirit in Full Bloom. “This is Yamato spirit
which makes the airman of Nippon to raid a distant enemy
town a thousand kilometers away on planes with a
minimum of less than 500 kilometers, while at other
times, it leads Japanese to place flowers in confidence
over the bodies of the enemy.”

Japanese propaganda produced in the U.S. is usually
in the name of Japanese associations or Chambers of
Commerce which not only employ propagandists but
also have on their payroll lecturers and legal advisers.

Leading Japanese organizations which issue propa-
ganda literature are the Japanese Association of North
America and the Japanese Chamber of Commerce in
New York. Press relations of the Japanese Embassy in
Washington are handled by Shintaro Fukushima, Third
Secretary of the Embassy and Yachiro Suma, Former
Counselor and Charge Affairs of the Japanese Embassy
in Nanking.” It was significant that the Tokyo Foreign
Office sent Suma to Washington immediately after the
Chinese government appointed Dr. C. T. Wang, Amb-
bassador to the U.S. An oldtime potent Japanese propa-
gandist in America is K. K. Kawakami, whose name is
well known in most newspaper offices. Kawakami can
always be depended upon to turn up with an article
explaining the Japanese point of view on every trouble-
some subject that comes up between his country and the
U.S.

There is, of course, no valid objection to this type
of propaganda provided it is labeled as such coming
directly from Japanese sources.

But the same cannot be said regarding another type
of Japanese propaganda which is not so labeled. It is
put out by Americans or Europeans who are known
to be in the employ of the Japanese Foreign or War
offices. Among them are two or three former employees
of departments of the U.S. government, according to the
picture magazine, Forum. G. W. Carter, whose picture
is shown herewith, is employed by the Japanese Chamber
of Commerce, New York. He constantly bombards
newspaper offices with stories to which he signs the
name, Lattimer Shaw.

The Wendell P. Colton Advertising Agency in
New York performs a similar job for Japan. Other
Americans involved in Japanese propaganda of one form
or another are Frederick Moore, David Wilson and W.
E. Pelley. Pelley was exposed in 1934 by a Congressional
Committee as a Nazi sympathizer.

The April 7th issue of the New Chicago magazine,
Ken, contained (page 122) an interesting article entitled
“Label for Propaganda.” The introductory paragraph
declared that no democracy should try to suppress foreign
propaganda because it could not be stopped without
limiting the freedom of the press which is the great safety
valve of the pressure of discontent. But as the citizens
of democracy have a right to read anybody’s opinions, they
also have a right to know whose opinions they are
reading. The following is the last complete exposure of
Japanese propaganda in the U.S. which has not
yet appeared. The first paragraphs read as follows:

“In a room in the Graybar Building in New York sits
a man putting the finishing touches to a article den-
ing Japan’s undeclared war on China. There is nothing
wrong with this activity. Every American citizen has a
right to express his point of view and we are not yet at war
with Japan. But strangely enough, this article is written
under the name of the Mikado’s ambassador to the United
States, the Honorable Mr. Saito. No, the man in the
Graybar Building is not a Japanese. He is an American
citizen associated with the name of Wendell P. Colton,
New York Advertising House. Despite the fact that he
acts as the agent of Nippon propaganda in marketing
material, he consults American editors to place pro-Japan-
ese articles. Weeks later, articles by Mr. Saito appear in
American magazines. On February 17 the Colton firm
orders several thousand copies of one magazine on behalf
of Mr. Saito. As this is written they are in the mail going
all over the U.S.

Further along the article referred to a clever publicity
stunt which was connected with an address delivered by
Ambassador Saito. It was explained that most Americans
probably are not aware of the fact that over which
Ambassador Saito spoke had Joseph Isaacs for its publicity
man. Isaacs had previously served as war correspondent
in Ethiopia and also had served as paid public relations
counsel for Emperor Haile Selassie. But there was a backside to Mr. Saito’s program because it came very near to being an open breach of
diplomatic law. The State Department issued a warning against a recurrence.

But as the article stated, Japanese propaganda
“marches on.” Even before the Panay incident Japanese
had launched an intensive undercover campaign to win
American public opinion. Following the sinking of the
Panay the Japanese propaganda mill was geared to
top speed. A Japanese named Shintaro Fukushima, attached
to the Japanese Consulate General in New York is sup-
posed to be a director of propaganda activities. His
name seldom appears in any newspaper but he is supposed
to be one of Nippon’s No. 1 experts on Anglo-Saxon
relations. He floods the American mail with copies of the
English edition of Nippon’s “Grey” propaganda journal printed
without any identification marks. It is published at 216 East 49th Street, New York.
The woman who supervises the distribution from this office
was identified as an agent of an American Fascist organi-
zation known as the Silver Silts. Another mysterious
publication supposed to have Japanese inspiration referred
to in the article is known as the Pamphleteer. References have also appeared regarding the activities of one William Dudley Pelley, referred to in the foregoing. Pelley was once a manufacturer of toilet paper and later was engaged in spiritualistic activities. He then turned propagandist for the Japanese and Nazis. His publication known as Liberation claims to “stand foursquare behind Japan.” His magazine carries dissertations on such subjects as “How Insulting Japan Does Our Nation More Injury” and “Don’t Forget that America must Finally Deal with a Victorious Japan.” Another favorite subject of Pelley’s is “Japan is Waging the Fight for Christendom in the Orient.”

Another Japanese propaganda publication was entitled “What’s the Fighting About.” It was traced to the Japanese Chamber of Commerce in New York. The Sutton News Agency, was, according to the article “caught redhanded spreading Japanese propaganda and being well paid for their trouble.”

Ralph Townsend, former U. S. vice-consul in China who wrote the book, “Ways that Are Dark,” is also an energetic advocate of the Japanese point of view. His activities as writer, lecturer and radio broadcaster are largely confined to the Pacific coast states.

Radio broadcasting and lecturing in recent years have provided lucrative employment for newspapermen and others who have capitalized on the thirst of Americans, particularly women, for first-hand information about international affairs. Most lecturers, including newspapermen who have actually been at the “front” try to give a correct, balanced and honest picture of conditions in foreign lands, but it recently has been disclosed that some lecturers, while posing as dispensers of firsthand impartial information, have been found to be “paid advocates,” receiving secret subsidies from foreign governments. It is obvious that the Japanese have not overlooked this potent method of influencing American public opinion. In some cases lecturers, including college professors and journalists, have been provided with free trips from San Francisco or Seattle to Japan and from Japan to Manchukuo, and thence back to the United States well saturated with the Japanese point of view. In one instance several years ago the South Manchuria Railway gave members of a touring party of influential Americans, a gift of U. S. $2,000 each to be used in purchasing “curios,” while traveling in Japan.