

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

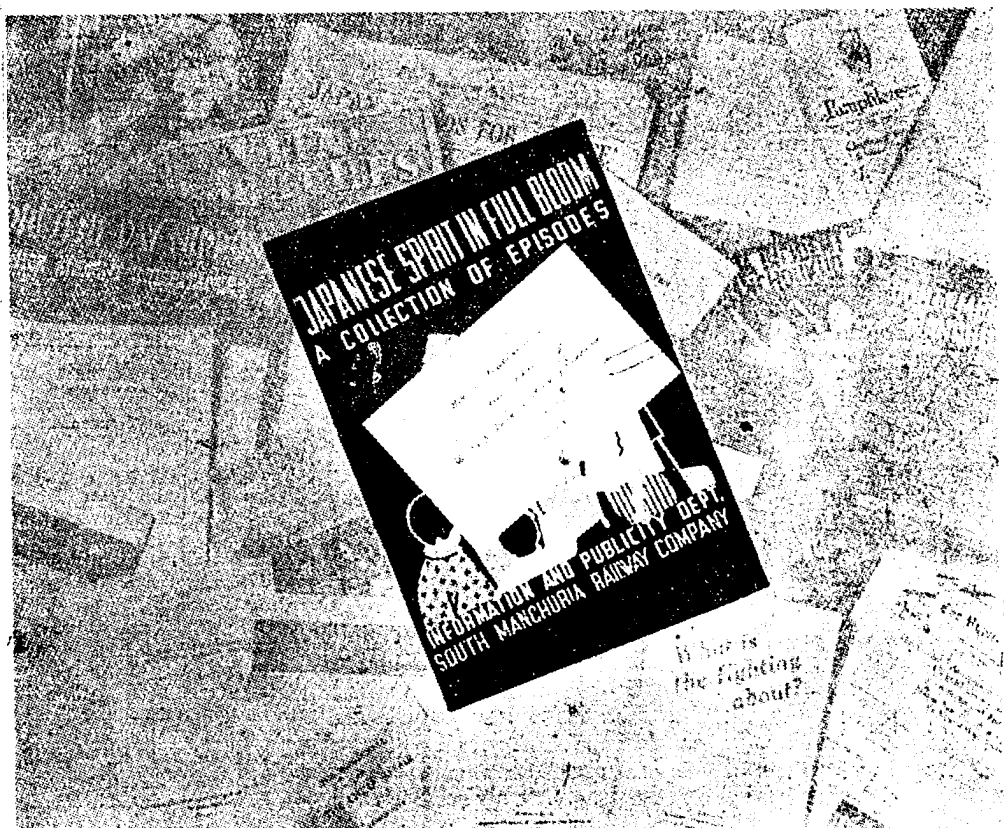
THE Japanese authorities, acting on the principle that "future world peace depends largely on American-Japanese amity," have launched a new society to be known as the Japan-American Mutual Aims Alliance. According to an article in the newspaper *Chugai Shogyo Shimpo*, the name of the new hands-across-the-sea organization will be the "Japanese-American Society of Fellow-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 Miki and Ryo Iwase, members of the House of Representatives. Miki 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 animosities over the sinking of the U. S. S. Panay by Japanese 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 slaughter 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 restrictions against 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, gave Japan's intellectual leaders 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 under-current of American reaction to Japanese military activities is of more serious nature than has been generally assumed by the Japanese people and could not be dismissed as the "usual American sympathy for the underdog."

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



JAPANESE PROPAGANDA

WITH A PAST RECORD of unsuccessful attempts to counteract the ill-will created by the denant statements of Japan's cocky officials, Tokyo now has the task of expediting to America her undeclared war on China. From her own propaganda mills she exports to influential Americans pamphlets which proclaim her "peaceful" intentions. The arguments range from dragging out the communists, red herring (a shopworn method borrowed from Hitler's Goebbels) to insisting that she is civilizing China. A sample of her propaganda is taken from a widely circulated pamphlet, *Japanese Spirit in Full Bloom*: "It is this Japanese spirit that leads the armies of Nippon to rain a terror enemy town a thousand kilometers away, on planes with a cruising radius of five hundred kilometers, with a starburst that leads the Japanese to place Hoover in

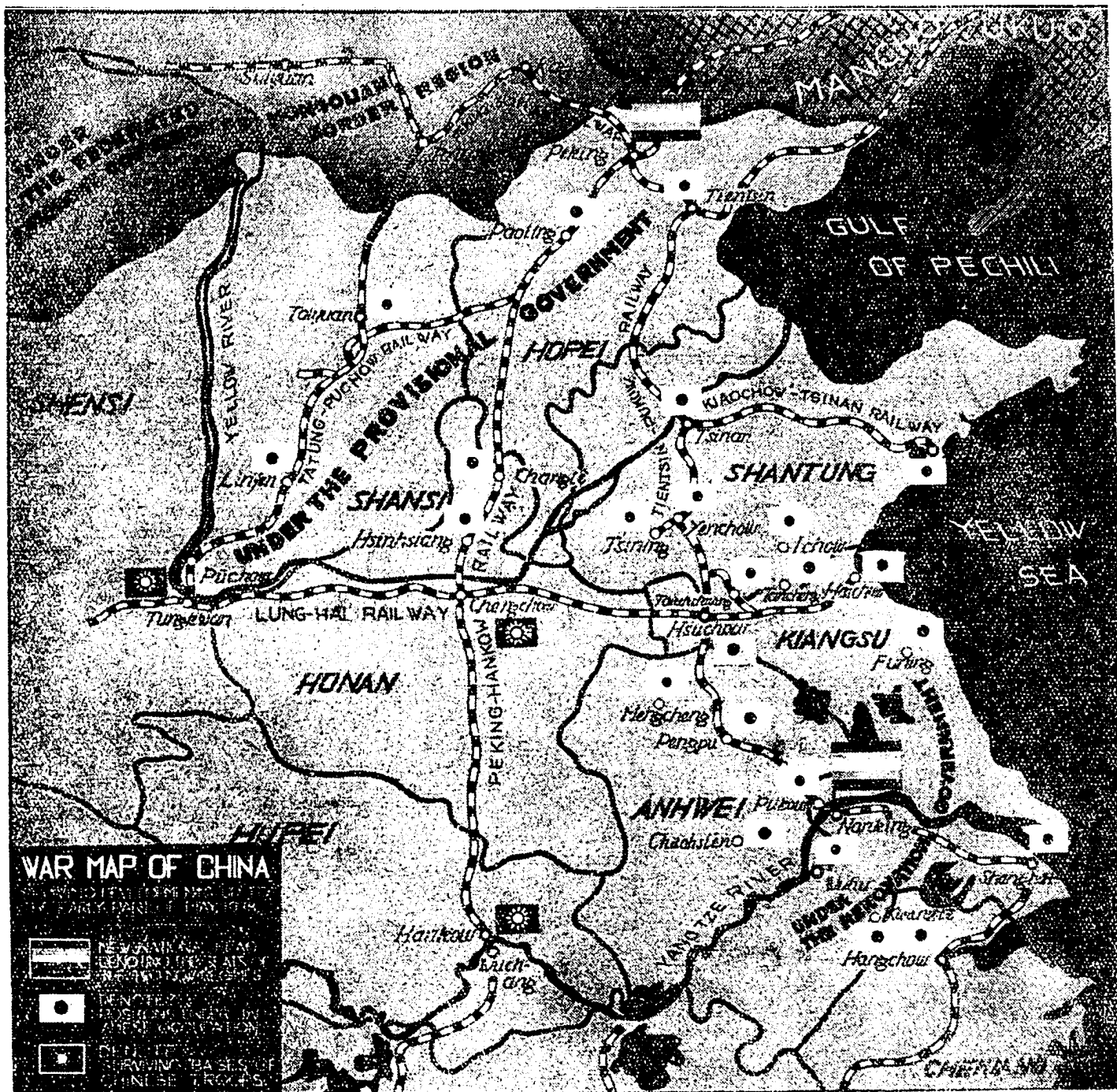
consciousness over the bodies of the enemy." Japanese propaganda manufactured in this country comes from different Japanese sources, notably the *Japanese Association of North America*, *Shuntaro Iwano*, China third secretary at the Japanese Embassy, pro-Japanese through the newspaper *Japanese American*, K. K. Kawakami and Yukihiro Suma utilize the Japanese point of view through publicistic channel. The Japanese Consulate in New York City employs to W. Sutton, English to husband American newspaper with interest which he signs the name Latimer Shaw. Wendell P. Cotton's advertising firm does the same kind of job for Japan. Other American engaged in propaganda are Frederick Moore, David Wilson and W. D. Peckley. Peckley was exposed in 1934 by a congressional committee as a *White Nazi propagandist*.



This page, reproduced from the July issue of the picture magazine *Focus* (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."

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 propagandize Americans in future, were the general refusals of publishers to undertake production of books whose contents were favorable 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



This map, showing Japanese flags on the Chinese landscape, but omitting any reference to guerilla bands which dominate the countryside off the railways, was published in a propaganda supplement, "Asahigraph," issued by the *Asahi*, Tokyo. (Published in June).

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 *Chicago* 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 *Asahi* 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 spines 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-

ably have little more effect than previous moves in the same direction, so long as there is no fundamental change in Japanese policy which was responsible for the original estrangement.

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 Manchuria 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 Manchurian 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 publicists in the U.S. who were regarded as "friendly to Japan." Among those on Kinney's list was the writer and lecturer George E. Sokolsky of New York.

Recently there have been some even more interesting exposures of Japanese propaganda and espionage activities in the U.S. According to the July issue of the picture magazine, *Focus*, the Japanese are now relying on the cooperation of Hitler's and Mussolini's agents in the U.S. through an understanding reached on the Rome-Berlin-Tokyo Pact. Two such named, Johanna Hoffman and Gunther Runtich, 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, *Focus*. The accompanying article stated Tokyo now has the task of explaining to America her undeclared war on China. From her own propaganda mills she exports to influential Americans a never-ending stream of pamphlets which proclaim her peaceful intentions. The arguments range from the Communistic red herring (a shopworn subject borrowed from Hitler's Goebbels) 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*. "It is this Yamato spirit that leads the airmen of Nippon to raid a distant enemy town a thousand kilometers away on planes with a cruising radius of only 500 kilometers, while at other times, it leads the Japanese to place flowers in condolence over the bodies of the enemy."

Japanese propaganda produced in the U.S. is usually issued 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 propaganda 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 Yakichiro Suma, former Counselor and Charge Affaires 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, Ambassador to the U.S. An oldtime potent Japanese propagandist in America is K. K. Kawakimi, whose name is well known in most newspaper offices. Kawakimi can always be depended upon to turn up with an article explaining the Japanese point of view on every troublesome 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, *Focus*. G. W. Sutton, 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 an active Nazi propagandist.

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 article constituted the most complete expose of Japanese propaganda in the U.S. which has 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 an article defending Japan's still undeclared war in 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 firm of Wendell P. Colton, New York advertising house. Despite the fact that he is not a literary agent engaged in marketing material, he contacts American editors to place pro-Japanese 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 thought it was an accident that the program over which Ambassador Saito spoke had Joseph Israels for its publicity man. Israels 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 backfire 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 woo 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 supposed 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 the *Japanese-American*, a 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 organization known as the Silver Shirts. 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.