

CHAPTER XXIII

TOKYO V. OSAKA

Politically and economically Tokyo is the combination of Washington and New York. Tokyo being the political centre, the papers in Tokyo pay much more attention to political news than to other items. Leading businessmen have their offices in Tokyo. Tokyo is also the intellectual centre with a number of universities and almost 99 per cent of publishing houses. Nearly all the news of national value comes from Tokyo. Therefore all leading provincial papers have their news bureaux in the city.

The Osaka Mainichi and the Osaka Asahi, the biggest papers in this country, depend upon the Tokyo Nichi-Nichi, sister paper of the former, and the Tokyo Asahi, of the same company as the latter, for 99 per cent of the important news they contain. However, Tokyo papers cannot vie with Osaka papers in funds and circulation. The Osaka Mainichi now commands a circulation of 1,000,000 and the Osaka Asahi has nearly the same circulation, while the circulation of Tokyo Nichi-Nichi and of the Tokyo Asahi is far below that of the Osaka papers.

The reasons why Tokyo papers cannot be so rich as Osaka papers are considered to be: in Tokyo there are at least five, such as the Tokyo Nichi-Nichi, the Tokyo Asahi, the Chugai Shogyo, the Jiji, and the Hochi, while in Osaka there are only four or five papers in all and only two leading papers, namely the Osaka Mainichi and the Osaka Asahi; Tokyo is isolated in the East from other towns which themselves are small, with Yokohama (population, 422,900), Utsunomiya (pop.,

63,000), Mito (39,000), Wakamatsu (49,000), Mayebashi (62,000), Sendai (118,000), Sapporo (102,000), Hakodate (144,000), Otaru (108,000), Shiouoka (74,000), Kofu (56,000), and Aomori (48,000) within its sphere of influence established naturally by railway time tables, while Osaka has many big towns under its influence, for instance Kyoto (pop., 391,000), Kobe (608,000), Kanazawa (129,000), Hiroshima (160,000), Kure (130,000), Sasebo (87,000), Fukuoka (93,000), Okayama (94,000), Yawata (100,000), Kagoshima (103,000), Wakayama (83,000), Shimonoseki (72,000), Kumamoto (70,000), Nara (40,000), Nagasaki (176,000) Hiroshima (160,000), Sakai (84,000) and Moji (72,000); in short Tokyo, excepting itself with a population of 2,173,000, has five cities each with a population exceeding 100,000, under its local influence, while Osaka (pop., 1,252,000) has eight cities of a population of over 100,000 within the reach of its influence; not only that but Osaka is situated on Japan's way of development and her trade route to China, Manchuria, Chosen, Taiwan, India and the South Seas, as well as to Europe, while Tokyo has only Hokkaido very sparse in population at the extreme reach of its commercial map; since the European War Osaka has been rising in commercial importance.

The papers in Tokyo worthy of mention are the Tokyo Nichi-Nichi, the Tokyo Asahi, the Hochi, the Jiji, the Chugai Shogyo, the Koku-min, the Yorozu, the Chuwo, the Miyako, the Yamato, the Niroku,

and the *Yomiuri*. In Osaka there are five or six papers, such as the *Osaka Mainichi*, the *Osaka Asahi*, the *Osaka Jiji*, the *Osaka Shimpō*, the *Kwansai Nippo* and the *Kon-nichi Shimbun*. Of these, the *Osaka Mainichi* and the *Osaka Asahi* are too big with the million circulation while the others except the *Osaka Jiji* are too small their circulations ranging between 50,000 and 80,000. The *Osaka Jiji* comes next to the *Mainichi* and the *Asahi* but is always continuing a hard struggle to increase its circulation among those people with the same taste or in the same class as the *Mainichi* and the *Asahi* readers. This proves very poor tactics. The paper is a branch paper of the *Tokyo Jiji* and is under obligations to maintain its higher taste. Compared with the *Osaka Jiji*, the *Kwansai Nippon* knows what to do in an Osaka entirely dominated by the *Asahi* and the *Mainichi*. It aims at the ordinary sort of people who like to read local news more than the high politics of the State. The motto of the editor of the paper is that one must first have a paper before it can be toned up, so he stoops to the trivial and sometimes to the vulgar. The appeal of the *Kwansai Nippo* to the masses has been and is successful that its circulation is growing month after month. One may pick it up in the street cars and find that it has given its whole first news page to a scandal case of the *Osaka Municipal Office* and then one may find news in gay quarters as paramount to society news.

None of the *Tokyo* papers can be called national papers, while the *Osaka Mainichi* and the *Osaka Asahi* are national papers in the true

sense of the word. These two *Osaka* papers are the *Manchester Guardians of Japan*. The difference is the difference between *Osaka* and *Manchester*.

Mr. Ryuhei Murayama, President of the *Asahi Company*, and Mr. Hikoichi Motoyama, President of the *Osaka Mainichi Publishing Company*, are two geniuses in the newspaper world. They, like Mr. Ochs of the *New York Times*, have wonderful ability in the management of papers. They are about the same age being in the seventieth year. Their whole life has been devoted to the development of their papers. They have unusual talent in keeping their employees loyal to the companies and to their chiefs directing them as they wish.

Both Mr. Motoyama and Mr. Murayama have under them the best brains, such as Mr. Rita Takagi, Mr. Sutezo Kirihara, Mr. Matsutaro Sakurada, Mr. Shingoro Takaishi, Mr. Norinobu Matsuechi, Mr. Moto-suke Kido, Mr. Tsurujiro Yoshitake, and Mr. Shintaro Okumura of the *Mainichi*, and Dr. Ko Shimomura, Mr. Konishi, Mr. Masazumi Ando, Mr. Misao Takahara, Mr. Kotaro Sugimura, and Dr. Minoru Mayeda, of the *Asahi*.

The *Osaka Mainichi* was the first to import the rotogravure machine, Hoe's printing machines of the latest type, to purchase the telephoto apparatus by which photographs are sent by means of electricity, and started a braille edition for the blind, an economic magazine like the *Annalist* of the *New York Times* and the English editions of the *Osaka Mainichi* and the *Tokyo Nichi-Nichi*. The *Asahi* first started an air mail service, though this is still in an experimental stage, and created an illustrated journal for ladies, called the *Asahi Graphic*, the style and editing of which resem-

THE DEVELOPMENT OF JAPANESE JOURNALISM

bles the Daily Mirror in England or the Daily News in New York.

In the persons of Mr. Motoyama and Mr. Murayama, Tokyo and Osaka are closely connected and admirably harmonized by their papers in both cities.

Tokyo is a town with various interests conflicting with each other and is the centre of politics, diplomacy, industries, labour, and education. Therefore, due to the fact that among the subscribers there are many representing various interests, divided from each other, papers in Tokyo are weaker than Osaka papers in assertions in their

leaders and are inclined to stick to 'on the one hand and on other hand', type of comments. Compared with the Tokyo confreres, Osaka papers represent chiefly commercial interests and can view the situation in more practical ways. Osaka is an absolutely commercial city and a town which has long been antagonistic to the militarism of the times. It is small wonder that the movement for disarmament was first raised in Osaka early in 1921 before the Washington Conference was held and the movement was strongly supported by the Osaka Mainichi and the Osaka Asahi.