

CHAPTER XXVIII

OSAKA MAINICHI AND TOKYO NICHU-NICHU TO-DAY

The year after the great earthquake of 1923 when all Japan entered a new epoch of reconstruction, found the Osaka Mainichi, and the Tokyo Nichi-Nichi at the height of their influence and power, but the peak of their business prosperity was still to come. On January 1 1924, the circulation of the Osaka Mainichi was 1,111,459 and that of the Tokyo Nichi-Nichi 709,000. The business report of the Osaka Mainichi Publishing Company for the first six months of 1924 states that "it is a source of pleasure to say that the Osaka Mainichi has reached the point of one million in circulation, which has long been our aspiration. It has no comparison in this country and occupies a position among the five largest in the world."

Taking advantage of a situation favourable to the publishing company, it lost no time in starting the Chukyo Mainichi or Middle Mainichi in Nagoya, the most important city between Tokyo and Osaka considered from the point of view of newspaper enterprise. The Osaka Mainichi now has the Seibu Mainichi or Western Mainichi in Moji and the Chukyo Mainichi in Nagoya. The advertisements of the Osaka Mainichi for the same term showed an increase of 8.2 per cent in the total of lines and 7.8 per cent in income compared with the same time of the preceding year. The growth of the Tokyo Nichi-Nichi for the same period was astounding. The circulation of the Nichi-Nichi in January 1924 was 709,000 and it maintained 640,000 at the end of June in spite of this being the most unfavourable time of the

year for newspapers on account of the busiest season for farmers. The 640,000 mark showed an increase of 110 per cent compared with the same time of the preceding year. In order to adjust the advertisement rates according to the increase in circulation, the Nichi-Nichi raised its rates by 20 sen per line or to 1.30 yen per line. The advertisements of the paper for the half year totalled 1,514,000 lines in addition to 86,600 want ad items. These figures show an increase of twenty per cent over the corresponding period last year. The want ad record was three times as large as last year.

During the past five years, the capital of the Osaka Mainichi Publishing Company was increased from 500,000 yen to 2,500,000 yen and is to be increased to 5,000,000 yen in course of this year. When the Osaka Mainichi was incorporated into a stock company in 1919 the capital was 500,000 yen and the shareholders numbered 115 persons, while at present the capital is 2,500,000 yen, the paid-up capital being 2,175,000 yen in March 1924 and the shareholders number 522 persons.

The rapid strides of the Tokyo Nichi-Nichi in circulation from 300,000 to 700,000 has caused a large expansion in expenses. The Nichi-Nichi now uses 110 rolls of paper or 95,000 lbs, equalling 10,000 yen a day.

The Osaka Mainichi uses 190,350 lbs. of paper a day which costs 21,150 yen. Combined with the Tokyo Nichi-Nichi, both papers use 9,000,000 lbs of paper a month, that is one third of the total

quantity of paper used by all the papers in this country. The Tokyo Nichi-Nichi uses one-third of the sheets of paper required by all Tokyo papers. The remaining quantity is used by the twelve papers in the city, including the Tokyo Asahi.

Such a big expansion of the Osaka Mainichi and the Tokyo Nichi-Nichi is largely due to the clever management of President H. Motoyama and the directors as well as to the loyalty shown to their concern by the members of the staff of both papers.

President H. Motoyama is not the largest shareholder of the newspaper company. It shows his caution that he may not be taken as the ruler of this public organ of Society. He possesses 776 shares out of 25,000, holding the fourth rank among the biggest shareholders, including Mr. Heitaro Fujita, President of the Fujita firm with 1,020 shares, Mr. Shoichi Kirishima of Tokyo with 1,000 shares and Mr. Ichizo Tanaka of Osaka with 988 shares. Among the directors, Mr. R'ia Takagi comes near President Motoyama with 416 shares.

The following letter written by President H. Motoyama shows what his views and policy are and is interesting as it is a short history of journalism of Japan.

"I have been engaged in the newspaper business for the last forty years. I could say that I have devoted my whole life to the development of journalism of this country. Although I could make no considerable contribution to it I was always associated with the rise and fall of the press in Japan since the time when journalism was founded by the ten greatest newspaper editors, Ginko Kishida, Shunsan Yanagawa,

Gen-ichiro Fukuchi, Joun Kurimoto, Ryuhoku Narushima, Mokichi Fujita, Tetscho Suyehiro, Mori-ichi Numa, Yukichi Fukuzawa and J. R. Black, an Englishman. Therefore my life is in a sense a page in the history of journalism, surveying all generations from the real beginning of the present day newspapers.

"The abolishment of the clan administration and the establishment of the prefectural system was effected in 1871. This was an unprecedented event and a great change in Japanese political history. In that year I came up to Tokyo in December and then I first heard of newspapers and magazines. I was very much interested in them. I sent letters to the correspondence columns of some newspapers and magazines and was glad to see them printed. My correspondence about my trips in the country was printed in the magazine 'Minkan Zasshi', which became a daily in January 1878 and letters on similar subjects were also accepted by the Hochi. This was the first time for me to have ever been actually connected with journalism. My hobby of taking trips dates back even to those days. Later I became a Government official and businessman but still my hobby of taking trips never changed and I have travelled throughout the country as often as possible. It was my pleasure to have contact with the people in various districts and to learn their peculiar habits and manners and local character. It was in 1882 that I first took up the newspaper business as my own profession, becoming a member of the business staff of the Osaka Shimpo. In those days, the system of newspapers was very small and I had to count figures and at the same time to write leading articles or be sent out as

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a cub reporter. In a year and half I left the paper and entered the Tokyo Jiji as a copy reader. There too I had to read proofs also. A year after I was appointed chief of the business department. Two years later I went to Osaka and joined the Fujita-gumi, a syndicate in mining, public works and farming. I was there fifteen years but still my aspiration for newspaper management was not gone. On the invitation of the Osaka Mainichi, I first became an adviser and afterwards general manager, devoting myself entirely to its development. Twenty-six years have since elapsed.

"The Tokyo Nichi-Nichi was first intended to supply Tokyo news to the Osaka Mainichi in Osaka and it was not its object to sell largely. However fortune smiled on the paper and it is now one of the biggest in the east of Japan.

"When I look over the history of newspapers in this country, only papers, whether small or big, which keep pace with the times, carefully adopt new thought and avoid extremes, and above all are good and pure, can prosper and develop. The progress of newspapers stimulated that of culture, the spread of culture made it easy for the press to grow. However, the social position of journalists at the present day is not so high as it was when newspapers were rising in 1880 or 1881. In the early days of the press, promising young men and scholars entered journalism and papers became ladders for promotion. Papers naturally maintained dignity and power. After the opening of the Imperial Diet, the number of papers remarkably increased and consequently newspapermen as well. A singular phenomenon resulted: the greater the progress of the papers,

the lower the social position of newspapermen.

"There are possibly many reasons for it, but one of the chief reasons is that the national trait of paying higher esteem to Government officials caused many young scholars to choose the Government service. Salaries of the Government officials were higher than those of clerks or newspapermen. I do not think that higher salaries can get better journalists, but it is unreasonable to expect pureness and honesty from poor newspapermen. Therefore, I paid much attention to the treatment of staff members and to the choice of staff when I became general manager of the Osaka Mainichi. It was my conviction that in that way the social position of newspapermen could be improved. The independence of a paper is the essential point of what it ought to be if it desires to wield influence. For these reasons, my creed for the past, present and future is the commercialism of the press and the management on a commercial basis. What else should a newspaper be, if it refuses to be a Government paper, or to be a businessman's organ or to be a vassal of advertisers? Any one who criticises the commercialization of the press reveals his own ignorance."

The above letter is a bold statement by the newspaper king of his views on the commercialization of the press. The prosperity of the Osaka Mainichi and the Tokyo Nichi-Nichi are chiefly due to a talented and clever management by their aged and much experienced President.

Mr. Motoyama's views are crystallized in the following nine points.

"1. Newspapers are organs for

reporting facts and not organs to lead society. Therefore papers must make it their motto to report quickly and report all.

"2. The reports of papers can educate and properly guide the people by the sympathy shown by their readers. The papers with the largest circulation must handle news most carefully.

"3. The elevation of the social position of newspapermen can only be done by the united efforts of all newspapermen throughout the country.

"4. The dignity of a paper is in proportion to the character of the newspapermen belonging to it. Newspapermen must be closely concerned with this.

"5. Newspapers require much money to perfect their news gathering systems and to have able journalists on their staffs. In order to get sufficient money, the best men must be in important posts in the business and editorial departments.

"6. Newspapers are a sort of commodity. There are some who despise the commercialism of the press. However, but for this the independence of newspapers or their perfection cannot be expected. Independence is a dignity.

"7. The quick reporting and fair views of a paper command the sympathy of the public. We must sell as many copies as possible, and get as many advertisements as can be obtained, so that we get more income.

"8. Newspapers must not spare necessary expense but, on the other hand must carry out retrenchments always, in order to increase the net profits.

"9. I hope that we shall establish a school of journalism in the future. Until this hope is realized, all the newspapers in this country must be approached for a plan to

create a course of journalism in various schools. In this connection, the best staff members of various papers must be sent to Europe, America or other countries for investigation."

One of the works of President Motoyama was the reduction of the number of Chinese characters now used by papers. Mr. Motoyama proposed to the leading papers in Tokyo and Osaka to decrease the Chinese characters in use. However, this proposition failed to obtain unanimous support, but it undoubtedly gave a stimulus to all papers in this connection and some papers began to investigate the matter themselves. The Tokyo Nichi-Nichi organized a special committee in 1921 and succeeded in its investigation. The plans suggested by Mr. Motoyama to the committee were as follows:

1. Japanese kana must mainly be used and Chinese characters be made subsidiaries.
2. All proper names shall be spelled with Japanese kana letters.
3. The names of Japanese shall be spelled with hira-kana and those of foreigners with kata-kana.
4. The number of Chinese characters to be commonly used shall be reduced to the maximum used in text-books for junior classes of grammar schools.

Note: The Japanese have two kinds of letters; one is called kata-kana and the other hira-kana.

The Nichi-Nichi committee worked on the investigation in accordance with Mr. Motoyama's suggestions and learned that the text-

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books used in junior classes of grammar schools compiled by the Department of Education contained 1,442 Chinese characters.

The investigation is still going on and it is hoped that the time will come in the future when the Tokyo Nichi-Nichi and the Osaka Mainichi will be free from Chinese characters and as suggested by President Motoyama, Japanese kana letters will mainly be used. In that case, linotypes can be made and used effectively. This movement started by the Tokyo Nichi-Nichi reminds us of the existence of a newspaper with Japanese kana letters in the early period of the Meiji era, about half a century ago.

For the benefit of readers in foreign lands, some explanation may be necessary about the use of Chinese characters and Japanese kana letters. Japanese writing consists of Chinese characters, ideographs, as they are sometimes styled because they represent sense but not sound—mixed with a syllable writing called kana. "Speaking generally, Chinese characters serve to figure all the principal words of the sentence, such as nouns, adjectives, and verbs, while the function of the kana syllables interspersed throughout the text is to transcribe phonetically such lesser elements as particles and grammatical terminations." (From 'A Handbook of Colloquial Japanese', by Basil Hall Chamberlain.)

The life of Mr. Hikoichi Motoyama is the history of Japanese journalism. Always behind the development of the Osaka Mainichi and the Tokyo Nichi-Nichi was his strong influence. All through the various stages of the Osaka Mainichi he rendered services for the progress of the paper. On account

of his business in the Fujita firm of Osaka, of which he was one of the leading members, he remained in the post of 'manager emeritus' for some time after the paper had been started in 1888 or the 21st year of the Meiji era when it assumed the name of the Osaka Mainichi. During that time, Mr. Ki-ichiro Takagi, Mr. Takashi Hara who was a commoner Premier and was assassinated just on the eve of the Washington Conference and Mr. Yeltaro Komatsubara, who became afterwards Minister of Education, were Presidents of the newspaper company before Mr. Motoyama began to take up a real active interest as President.

One must know its past if he tries to know its present. The survey of the history of the Osaka Mainichi here is a necessity for the general students of the development of Japanese journalism.

Osamu Watanabe became the editor-in-chief in 1889, succeeding Shiro Shiba. After the purchase of the Osaka Nippo by Osaka businessmen, in 1888, the Osaka Mainichi a new paper which they started asked Shiba to remain as editor for about half a year. However, Shiba could not be loyal to the principle of the new paper, the motto of which was independence from politics and service for business interests. It was for this object that some Osaka business men invested money in this newspaper. Shiba retired and Watanabe was invited.

Osamu Watanabe, the new editor, was a native of Mito, which was then the origin of the Mito school of Chinese classical literature, and was a graduate of Keio Gijuku. He had been on the staff of the Jiji Shimpō until he was invited to the Osaka Mainichi. Ki-ichiro Takagi was also invited from

the Jiji and presided over the business department.

The newspaper policy of the Mainichi was declared by Mr. Watanabe in eight points through the columns of the Mainichi from May 18 to May 30 in 1889. He stated first in his declaration that the Osaka Mainichi was an independent paper and free from political mud-dles and would be the weapon of business men and industrialists in general. Further he said that as Japan was becoming a world's Power and Osaka was the commercial centre of Japan, the Osaka Mainichi would pay much attention to this fact and would report the world's news as quickly and accurately as possible.

These declarations represent what the Osaka Mainichi was and is. The views held by the present President Mr. Motoyama as mentioned in the first part of this chapter are the same as those at the time the paper was first started.

The Osaka Mainichi established a news bureau in Tsukiji, Tokyo, and, Seikel Kadoda was in charge of the bureau. The paper printed the reports of the Paris grand exposition as communicated by Yoshio Takahashi who was there for the purpose of making inspection of the commercial conditions of Europe.

When one compares the fact that the Osaka Mainichi was afterwards incorporated into a stock company with a capital of only 50,000 yen by Osamu Watanabe and Ki-ichiro Takagi through the good offices of Hikoichi Motoyama and had a circulation of 5,000 a day, with the capital of 2,500,000 yen and the million circulation at present, he cannot but wonder at its progress during the past nearly forty years.

The Mainichi was big enough to despatch Isasuke Kluchi to Germany in July 1892, Seikel Kadoda

to Australia in August of the same year and Minojiro Watanabe, who was then called Minojiro Terakado to Chicago in March the following year. This was the first time for the Mainichi to send members of its staff abroad.

While Mr. Osamu Watanabe was busily engaged in his task to make the paper one of the greatest in this country, he succumbed to illness in October 1893. He was editor and president of the paper when he died. He was then succeeded by Ki-ichiro Takagi.

The circulation of the Mainichi was increased to 20,000 by the efforts of Mr. Takagi and the figures were big enough at that time.

It was when Mr. Takagi was President of the paper that the old Mainichi Building was established. At a meeting of shareholders, Mr. Takagi said in his speech: "The powerful battleship has been launched and it has already been manned by able officers. I hope the day will come soon when the Mainichi will dominate the newspaper world of this country."

The Mainichi became an eight page paper in January 1897 and went forward on its path of remarkable progress.

Takashi Hara, ex-Premier, entered the Osaka Mainichi in March 1897 as director and a year after was elected President. This was a source of surprise to the public, because a man like Mr. Hara, who was Minister to Korea and vice-Minister of Foreign Affairs, had never been found in the newspaper world before.

Mr. Hara carried out many reforms and improvements. He installed a direct telephone service between the offices in Tokyo and Osaka as soon as the long distance telephone system was effected be-

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tween the two cities, engaged some well known scholars as free lances and printed their serial articles, effected a reduction of the number of Chinese characters used by the paper, paid much more attention than his predecessors to foreign intelligence and engaged foreigners as special correspondents in London and Washington, and spared no effort in propaganda.

Ki-ichiro Takagi died of illness in September 1898 and Hikoichi Motoyama who had long been adviser, became director.

The capital of the paper was increased to 100,000 yen in 1899.

Mr. Ha'a leaving the paper in order to enter real politics, Ycitaro Komatsubara was invited to become general news manager in 1900 and the following year was elected President. By the efforts of Mr. Komatsubara and Mr. Motoyama, the paper went on expanding more and more and increased its capital to 150,000 yen in December 1901. The policy taken by these two heads was steady and prepared for the paper's future expansion. Shingoro Takaishi, now the editor of the Osaka Mainichi, and several other staff members were sent to Europe and America and first applied the budget system to the newspaper business.

Mr. Komatsubara resigned in November 1903 on account of illness. Mr. Motoyama, who helped to improve the Mainichi from the beginning, was asked to assume the title of President. He accepted and became President of his beloved paper.

The staff of the Mainichi was well chosen and was presided over by the following heads.

EDITORIAL DEPARTMENT

Editor-in-Chief, Minojiro Watanabe.

Financial Editor, Masajiro Sato.

(Later Kennosuke Tsushima)

Political Editor, Rita Takagi.

Cable Editor, Kanjiro Aijima.

Society Editor, Kiyoshi Kikuchi.

Chief of Tokyo Bureau, Teinosuke Inoye.

(Later Naminojo Hata)

BUSINESS DEPARTMENT

Chief, Sutezo Kirihara.

Circulation Manager, Matsutaro Sakurada.

Advertising Manager, Sutezo Kirihara.

(Later Tsurujiro Yoshitake)

Accounting Manager, Kiyotsuchi Nakamura.

The year after Mr. Motoyama became President, the Russo-Japanese War started. This war was the first in which the Asiatic race courageously rose against the Imperialism of the White race and was an epoch in Japan's expansion.

The Presidency of Mr. Motoyama began with the first step of Japan's expansion in the Far East and is still continuing. He never erred in his editorial and business policy in all important affairs the Japanese experienced in these twenty years. There were two wars with foreign nations, first the war with the Russians in 1904-5 and the second with the Germans in 1914. Japan annexed Korea in 1910 through a treaty signed by the two countries on August 22. The Emperor Meiji died in 1912. In the world war Japan was an ally of Great Britain. The greatest calamity befell the entire nation in the earthquake disaster in 1923. In these great incidents, Mr. Motoyama did not fail to achieve the mission of the press and his efforts

combined with those of the editors and managers and staff members led to the aggrandizement of the Osaka Mainichi and of the Tokyo Nichi-Nichi.

The long editorship of the late Mr. Minojiro Watanabe contributed greatly to the Osaka Mainichi and the Tokyo Nichi-Nichi's expansion. He was one of the few editors with a principle and philosophy. He was absolutely independent always. He could not be persuaded to avoid touching any problem or to favour any party in his editorials. Among his works are "Honour of Isolated Japan", "Malcontentment Among Coloured Peoples", and others. As seen from the titles of these books, Mr. Watanabe was an Imperialist in some sense and abided with fairness and justice. In protesting against unfairness and injustice to coloured races by the Whites, he was mercilessly strong.

The question of equality of races which was raised by the Japanese delegates at the Paris Conference was what Mr. Watanabe full-heartedly supported with his usually strong pen.

He wrote on the subject editorially in the issue of the Osaka Mainichi of February 25 1919:

"The equality of races is a question to appeal to oppressed peoples abroad, and it needs not be addressed to our own people. Let the Chinese awake, let the Siamese, the Indians, the Persians and the Filipinos respond to the call. Let all Asia unite. Let all coloured races rise in a body. The Japanese must be courageous to become 'Bolsheviks' against all the world on this question."

When the proposal of the Japanese delegates on the equality of

races was defeated and the Monroe doctrine of the United States was recognized at the peace conference, Mr. Watanabe wondered why Japan's proposal, which aimed at fair treatment to all races, was defeated and the exclusion doctrine of the United States supported and, said, that the spirit of the League of Nations was thus damaged. He pointed out the fact that the Monroe doctrine had been publicly recognized at an international conference and the doctrine which had remained the self-styled principle of the United States was now a policy first recognized by the representatives of the world's states.

Referring to a speech made by Ambassador Shidehara, now Foreign Minister, at Cleveland in May 1921, Mr. Watanabe wrote in his book, "Malcontentment Among Coloured Peoples":

"Ambassador Shidehara said in his speech that the only thing we Japanese want is that fair and equal treatment will be given to the Japanese subjects who reside in the United States legally. Japan does not want more or less than this, he declared. The statement is what we expect to hear from an Ambassador to Washington. He wanted fair and equal treatment for the Japanese subjects now residing there, but never touched the question of the free entrance of the Japanese into the United States. Shidehara's declaration has very small value in view of the equality of races. This shows how the Japanese Government is meanly avoiding to assert its own views frankly and courageously from too much caution on these subjects. It is no wonder that the Japanese authorities are trying their best to crush any Pan-Asiatic movement among our people. How-

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ever, we believe the authorities hesitate in appearance but are resolute inwardly and their determination will be intensified by the burning feeling of the entire nation. The movement for racial equality will be sure to 'meet Spring' in the near future."

Mr. Watanabe distinctly possessed one essential qualification of a great editor, a masterful personality, and it may be doubted whether any other Japanese daily since the beginning of journalism has been so much the expression of a single mind and character as the Osaka Mainichi and the Tokyo Nichi-Nichi under his editorship. The editorial page "was wholly his own, for he determined his policies, moulded the ideas of his fellow-editors, and by force of example gave several of them—as a great editor always will—some characteristics of his style." (These phrases are borrowed from the description of the characteristics of a fighting editor: E.I. Godkin, in Allan Nevins's "The Evening Post".) But Mr. Watanabe was not only a fighting editor but also a man of virtue and was kind to all the members of both papers in Osaka and Tokyo. Therefore his resignation at his own request in 1920 was greatly regretted by them all and they tried by every means to change his mind but in vain. He resigned because of ill-health and died in 1923.

After his resignation, Mr. Shingoro Takaishi and Mr. Motosuke Kido became editor-in-chief of the Osaka Mainichi and the Tokyo Nichi-Nichi respectively. Since the retirement of Mr. Watanabe, the editorial views underwent a change in accordance with the change in the people's mind on international affairs. Liberalism ruled the

whole of Japan and the Osaka Mainichi and the Tokyo Nichi-Nichi became the champions of the limitation of armaments, withdrawal of troops from Siberia and an early recognition of Soviet Russia. However, regarding the anti-Japanese bill passed by the U.S. Congress, both papers took a very stern attitude and stood for fairness and justice.

The Japanese press at the time of the Washington Conference generally held a conciliatory attitude towards foreign Powers and the position of an observer as to various proposed improvements in home politics. However, a year after the conference, Japan saw herself alone most faithfully observing the spirit of the conference. The Singapore question arose. The immigration problem cropped up. During this time, Japan went on scrapping warships according to the Washington agreement. Such being the case there sprang up a tendency gradually among publicists to give up the conciliatory attitude towards foreign Powers which used to be maintained even to Japan's humiliation. At the same time, the Japanese press, as well as the people, came to realize the importance of some changes in home politics, so that the nation's power would be enhanced. One of the questions on which the press centred its energy was the reform of the House of Peers. The Osaka Mainichi and the Tokyo Nichi-Nichi courageously cried for the reform in their editorials, the question not having yet been touched by the previous cabinets in view of the many difficulties in the way.

The following is the editorial which appeared in the Osaka Mainichi on July 25 1924.

"On the last day of the last session of the Imperial Diet, the House of Representatives passed, with an overwhelming majority, the bill recommending the reform of the House of Peers. The vote was taken on the ground that, as the present system no longer meets the demand of the times, the Government should immediately begin a series of reforms, in conformity with the wishes of the nation. The action taken by the Lower House was no doubt prompted by the approaching franchise reform concerning itself, for reform in the Upper House can almost be called a necessary corollary to the imminent universal manhood suffrage.

"The Government can adopt two ways of reforming the House of Peers. One is to amend the Imperial Constitution, thereby fundamentally changing the constitutional status of this House, while the other is to introduce reforms within the scope of the House of Peers and accompanying Edicts. The former method is impracticable at present, as no amendment can be made to the Constitution during the regime of a Regent. The latter method is practicable only with the consent of the House of Peers itself. Hence, it must be admitted that the reform in question is easier said than done. This is why we said in these columns the other day that this question, however important, should wait awhile.

"But the die has now been cast by the Lower House's vote, and the Government as well as the Upper House should not ignore the resolution, which is nothing but an echo of the nation's wishes. It is understandable that the Upper House, an institution hitherto enjoying special privileges, should offer resistance to this cry from outside for reform, and there is some reason

why the Kato Ministry, which came into power only recently, after 10 years of adversity, should take cautious steps in the matter, lest it should jeopardize its position by provoking desperate opposition from the Upper House.

"There remain, under the circumstances, only two ways of overcoming the difficulties confronting an early solution of the problem, namely, reflection on the part of the Upper House itself before the issue becomes too acute, and, in the event of the Upper House's failure to take the initiative for its own reform, determined pressure of public opinion upon the citadel of the privileged House. There may be strong opposition from both members of the House and outsiders to fundamentally reforming the constitutional system of the Upper House, but to the introduction of practicable improvements in the provision concerning elections and the appointment of members, etc., thereby removing anachronistic feature in its organization and privileges, there should be no great opposition from even the members themselves, who are wide awake to present-day demands. There is no reason why the Peers should offer any opposition whatever to reasonable and timely internal reforms.

"We are glad to notice that, among the more advanced members of the Upper House, there has already been raised a cry for putting their own house in order, long before the question was taken up in earnest by the Lower House. It is most desirable that the views of these progressive elements should win the day, before the situation is further aggravated.

"In the meantime, the responsibility falls on the Government to frame a concrete scheme for reform,

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after carefully investigating the whole problem, before the next session of the Diet meets. There is no use, in our mind, for the Government uselessly to hurt the feelings of the members of the Upper House in this matter, for the mere provocation of desperate opposition is by no means the road to success. We earnestly hope that reflection by the Peers themselves will make the pressure of the nation's determined demands unnecessary. Reason and common sense on the part of the Upper House itself are the essential factors upon which the solution of this most important question hinges."

The expansion of the Osaka Mainichi and the Tokyo Nichi-Nichi, compared with such a large paper as the New York Times, assures the international position of the two papers. The circulation of the New York Times in 1923 was 841,174 and that of the morning World in the same year was 359,159 and of the Evening World 277,853. Of all the American papers, that which commands the largest circulation is the New York Journal, which issued 643,489 daily in 1923. The circulation of the Osaka Mainichi which reaches one million is the world record as also is that of the Tokyo Nichi-Nichi at 700,000. These circulations, combined with their evening editions, must be double. The Osaka Mainichi Publishing Company does an annual gross business of 10,864,759 yen and has in its employ 2,000 persons, namely about 1,000 members of the staffs of both papers and almost the same number of men in the mechanical departments. Besides these, thousands of men are employed as correspondents throughout the country.

A chart of the circulation of both

papers, especially the Tokyo Nichi-Nichi, tells of the difficult path they followed in early years of their growth. Speaking of the Tokyo Nichi-Nichi, its circulation on January 1, 1908 was 105,000 but sank to 65,000 at the end of that year; then the circulation rose to 90,000 on January 1 1909 and dwindled to 55,000 in December of that year; the amalgamation of the Tokyo Nichi-Nichi and the Mainichi Dempo was effected in 1911 when the circulation was below 60,000; since 1912 the circulation was on the increase and was never below the mark of 80,000 and reached 148,000 in January 1914, the year in which the world war began. The business policy which has been maintained from the beginning is to try to increase the circulation with a jump for January every year by issuing a pictorial supplement or maps. The jump was as big as 70,000, as is seen in the record for December 1917-January 1918, which shows 290,000 in December and 360,000 in January.

The following returns of the circulation of the Osaka Mainichi and of the Toyo Nichi-Nichi for the past ten years will be useful for those interested in the development of the two papers in the last decade.

THE OSAKA MAINICHI

Jan. 1		
1914	321,454
1915	392,000
1916	451,000
1917	491,000
1918	541,000
1919	513,000
1920	602,000
1921	686,000
1922	824,000
1923	920,000
1924	1,111,000

OSAKA MAINICHI AND TOKYO NICHU-NICHI

THE TOKYO NICHU-NICHI

Jan. 1	
1914	148,000
1915	235,000
1916	276,000
1917	313,000
1918	360,000
1919	355,000
1920	368,000
1921	376,000
1922	348,000
1923	373,000
1924	709,000

Undoubtedly the above increase in circulation of both papers was largely due to the efforts of President Motoyama. If I borrow the expression used by Mr. Jason Rogers in describing Mr. Ochs of the New York Times in his work, "Newspaper Building", I might say that Mr. Motoyama has played the newspaper game like a great chess master carefully pushing forward his pawns in safe and sound formation, to make possible the development of his major pieces without at any time endangering the security of the positions previously attained. From the pages of "Some Newspapers and Newspaper-men", by Mr. Oswald Garrison Villard, President of the New York Evening Post 1897-1918 and editor of The Nation, I reproduce a few passages as describing Mr. Motoyama and his two papers, viz. "Mr. Ochs's greatest contribution to our journalism has been his faith in news as a sales asset. . . . Mr. Ochs, I have no doubt whatever, sincerely believes that when he says his is an independent newspaper that tolerates no tampering with the news, no colouring, no deception, and that it has attained a high reputation for the fulness, trustworthiness, and impartiality of his news service, he paints a just picture of his daily."

It is no doubt that the various enterprises conducted by both papers are helping their rapid growth a great deal.

Among these the most important are the circuit hospitals created in 1911, movie parties always travelling to every nook and corner of the country, the publication of books, the Mainichi baseball team which is now the strongest in Japan, full hearted support of sports, the creation of the Osaka Mainichi prize in the Imperial Academy, lecture meetings, the issue of the Sunday Mainichi and the financial magazine Economist, the purchase of up-to-date Hoe machines and other equipment from America, relief to poor children in Germany after the war and to the quake sufferers in Toyo in September 1923, the starting of a Braille edition for blind men, the import of telephoto- apparatus which sends pictures by electric waves, the present to Osaka City of a music hall in Nakanoshima Park, the investigation of the coastwise currents of Japan, the scientific expedition to North Saghaliën, the publication of the ex-Kaiser's Memoirs at the same time as as it was printed in the New York Times, the invitation to Osaka of Mischa Elman, the world famous violinist and of Miss Parkhurst the originator of the Dalton plan of education, the support to the emigrants to Brazil in 1924, the publication of a map of the fire of Tokyo, indicating the directions in which the fire spread and the currents and velocity of winds then prevailing, the erection of a meteorological observatory on the roof of the Mainichi Building, etc., etc.

In closing this little book, I cannot but look over the pages of the "History of the New York Times",

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issued in 1921 when I was in New York as a special correspondent of the Osaka Mainichi and the Tokyo Nichi-Nichi because in my view the growth of The Times and its position very closely resembles that of the Osaka Mainichi and the Tokyo Nichi-Nichi. I want to put down the pen after reproducing here some lines from the last pages of the above book.

"In the opinion of the management of The Times, perhaps the most important lessons is that integrity, common sense and good judgment are more likely to bring success than wild extravagances, constant experimentation and the frantic following of each new fashion. The fact that a particular policy or a particular feature has been a success on one paper is no guarantee that it will be successful everywhere. In the newspaper business, as in most other businesses, the surest road to success—in the opinion of the management of The Times—is to know what you want to do and know how to do it.... Contrary to the opinion held in some quarters, newspaper making is skilled labour; it cannot be performed by any well-intentioned amateur."

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