

# NIPPON HOSO KYOKAI

(The Broadcasting Corporation of Japan)

2-CHOME, UCHISAIWAICHO, KOJIMACHI-KU, TOKYO

## OVERSEAS BROADCAST

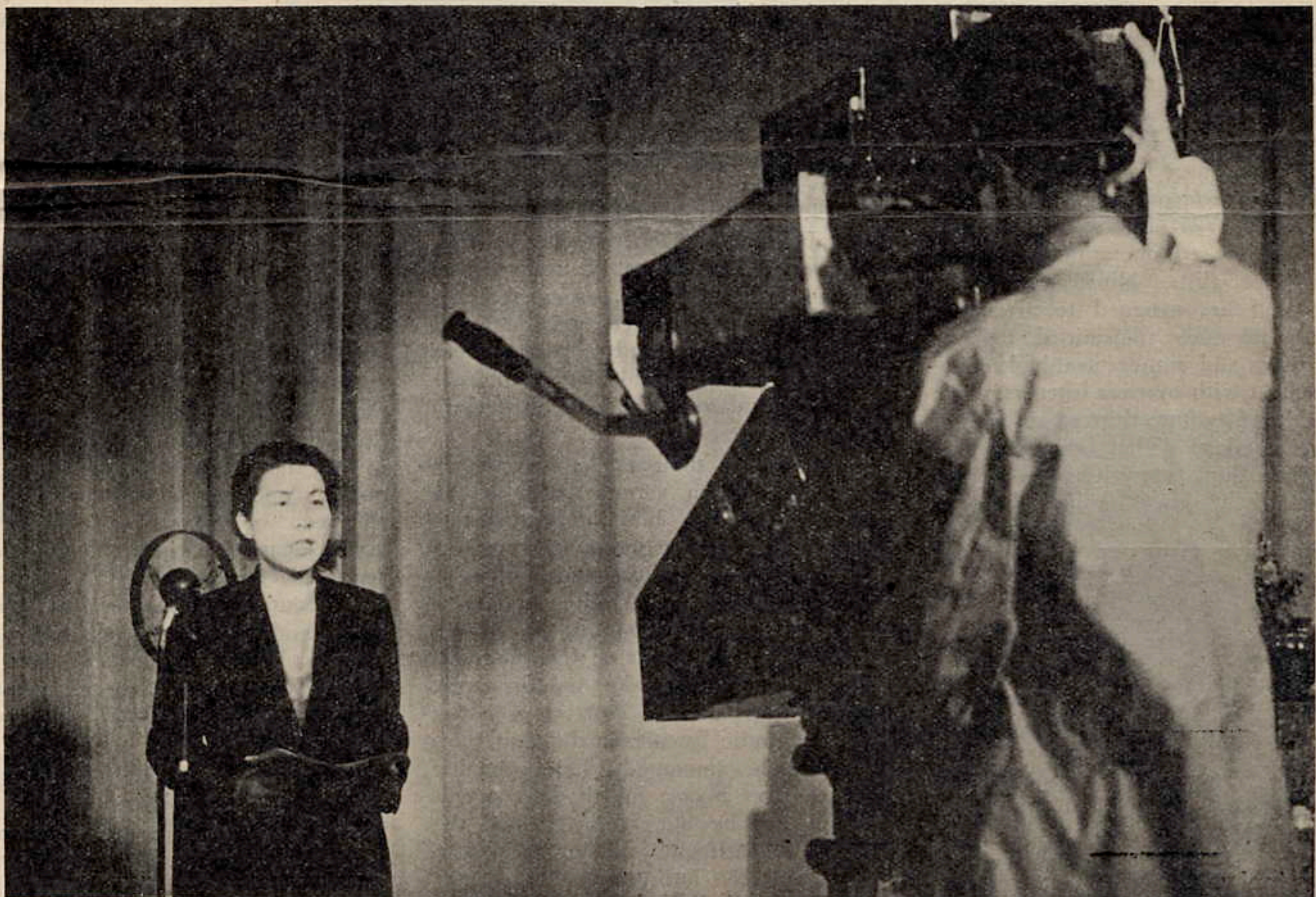
for

North America,  
China and South Seas

CABLE ADDRESS:  
BROADCORP TOKYO

JUNE 1940

No. 48



TEST TRANSMISSION OF TELEVISION STARTED *(See Page 5)*

FIFTH ANNIVERSARY  
Commemoration Edition

(Printed in Japan)



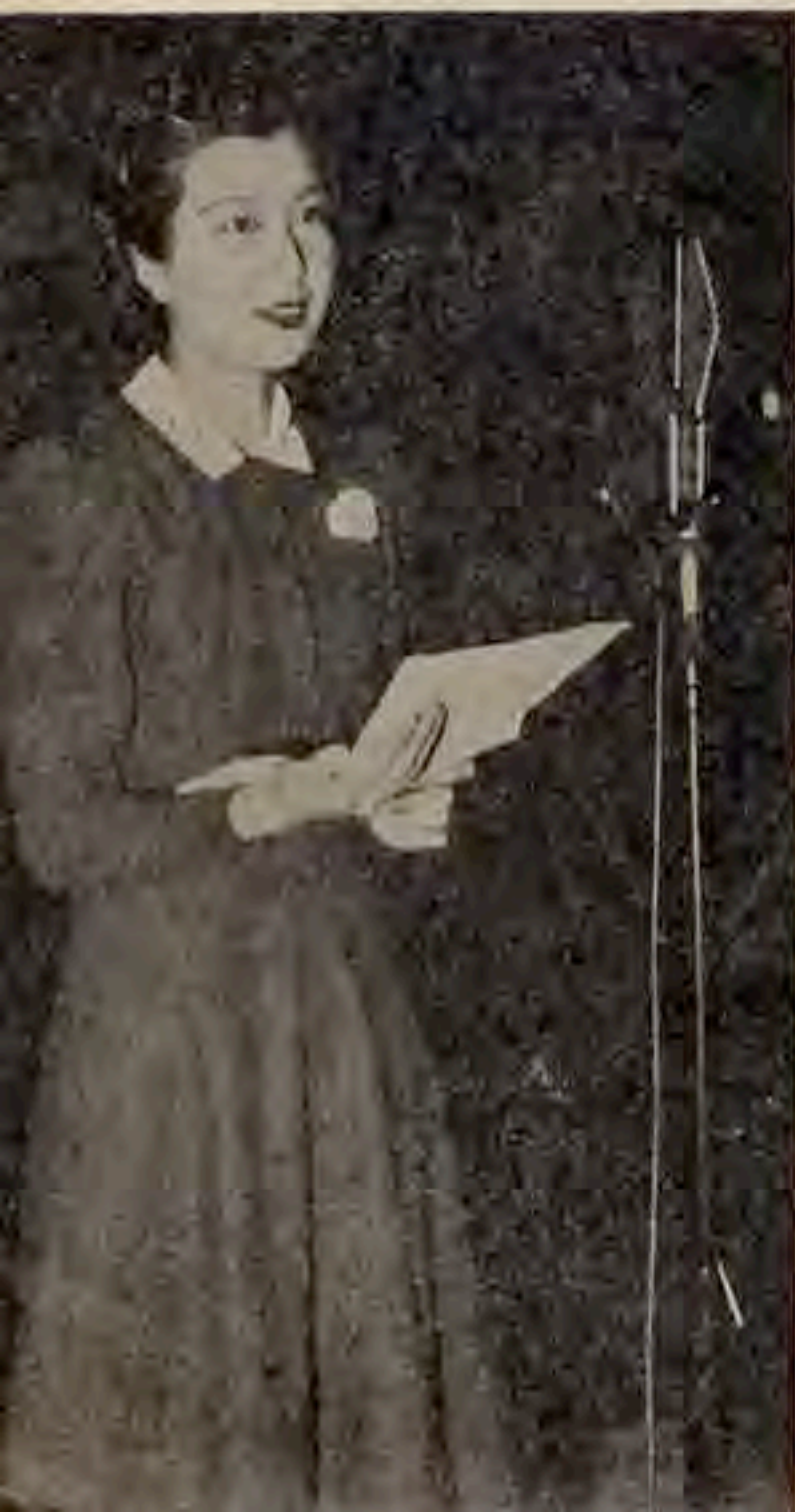
# FIVE YEARS OF OVERSEAS BROADCAST

FIVE years ago, on June 1, 1935, short-wave broadcasting under the title of the "Overseas Broadcast" was initiated by the Broadcasting Corporation of Japan, with the aim of introducing Japanese life and culture to the peoples of other lands and of disseminating abroad information as to Japan's case and background in the affairs of this region of the globe.

During the five years since that time remarkable progress has been made in the whole organization of Japan's Overseas Broadcasts, though there is much yet to be done. The magazine "World Radio" recently named our Overseas Broadcast as "the Star of the Far East." This will serve to indicate the degree of achievement that has been attained by the Corporation.

In its early stages, the Overseas Broadcast program was transmitted to a single direction: the Pacific Coast of Canada and North America. There was only a small staff to take care of the program and the members had to arrange programs, write news copy and even announce the news. This small group constituted the then "Overseas Section" of the Corporation, but it has been expanded to a large department, called "Foreign Department," which now boasts of an exceptionally large staff of seventy-three executives, editors, announcers, and language specialists. Nineteen members of the staff are assigned to arranging different programs transmitted to five world zones and simultaneously keeping close contact with overseas listeners, while of the other fifty-four, thirteen are foreign resident members. They are busy day and night either, typewriting to prepare the news of the day, or flashing the news

over the microphone, arranged only a few minutes before being broadcast or even up to the last minute, in nine different languages: Japanese, English, French, German, Italian, Spanish, Portuguese, Dutch, and Chinese.



Miss Sayoko  
Iguchi.

The Foreign Department occupies one large hall, situated on the second floor of the new headquarters of the Corporation, a magnificent white granite edifice, which is symbolic of Japan's progress in the fields of science and architecture.

Today, five separate programmes are being sent out on five transmissions: namely, (1) Europe, (2) South America, (3) the Eastern Part of North America, (4) the Pacific Coast of North America and Hawaii, and (5) China and the South Seas, Indo-China, Malay Peninsula, India and the East Indies. Furthermore, preparations have now virtually been completed for another extension of our Overseas Broadcast, that is the setting up of two more transmissions so that two new, separate programmes may be sent out,—one directed to Hawaii, the other to the Near East. In the near future, these two new transmissions will be formally opened for overseas broadcasting service. Thus, with the fifth anniversary of the inauguration of our Overseas Broadcast, the transmissions in operation will soon be seven, in striking contrast to one in the year 1935.

The Corporation has been endeavoring to present whatever our overseas listeners may desire as to the latest information about Japan, East Asia, and other matters, with selected programs of musical and dramatic entertainments, eye-witness accounts of athletic meets, parades, and various other events, and talks as well as commentaries on a wide variety of subjects,—cultural, social, economic, historical, and the like.

More than a thousand letters monthly are received from various parts of the globe, telling us how radio listeners abroad enjoy our programs, informing us of the degree or condition of reception of the transmissions, and kindly advising us as to what sort of programs they desire to have, or what parts of the programs they thought were good or unsatisfactory. During the past one year, these letters from our radio listeners in different spots of the globe amounted to the amazing figure of over 20,000. With the cooperation offered by our radio friends, the Foreign Department is doing its best to effect speedy improvement in every branch of its broadcasting.

For the benefit of overseas listeners, the Corporation has been publishing monthly a beautifully illustrated information bulletin, which is now in your hand. This bulletin is edited by the Foreign Department and contains in every issue advance programs, articles on various phases of Japanese life, and letters from overseas listeners, which are mostly printed in English and Japanese. It is also published

in other languages such as French, German, Italian, Spanish, Portuguese, and Chinese. Though all articles published in the bulletin are copyrighted by the Corporation, they are at your service for reproduction by newspapers, magazines, and other publications abroad, free of charge and without restriction. The bulletin, together with the advance programs, may be sent to those who are kind enough to supply us with reports of reception and frank advice and suggestions frequently.

A slight change has lately been made in the editing of the bulletin. More illustrations and news highlights have been added for the convenience of our overseas radio friends. Good pictures are selected, and to them are attached easy, yet clear and interesting explanations. This may help our radio friends overseas to secure a more concrete notion and understanding of things Japanese as well as Oriental. It is also hoped that the news highlights will help the readers review main events of the month in Japan and the Far East.

For furtherance of good knowledge and understanding among peoples of the globe, the Corporation has been making sincere attempts since the inception of its Overseas Broadcast to supply the other parts of the world with up-to-the-minute news and authentic information in regard to the development of a New Order in East Asia.

Special efforts have been, and will be made by the Corporation for the introduction of "Cultural Nippon," which is in fact the "Cultural Orient" itself, as a noted American diplomat-scholar once affirmed, "of this vast and ancient civilization, Japanese life is the flower and concentrated essence." Especially in view of the encouraging responses from our radio listeners abroad, the Corporation will plan to bring about further enrichment of the cultural element in its Overseas Broadcast, and try to meet the wishes of our unseen audience.

We have an inexhaustible supply of things to offer on our programs, since Japan is a reservoir of all systems of age-old Oriental culture in one harmonized form, now serving as the "Mecca" for those who wish to study Oriental civilization as a whole.

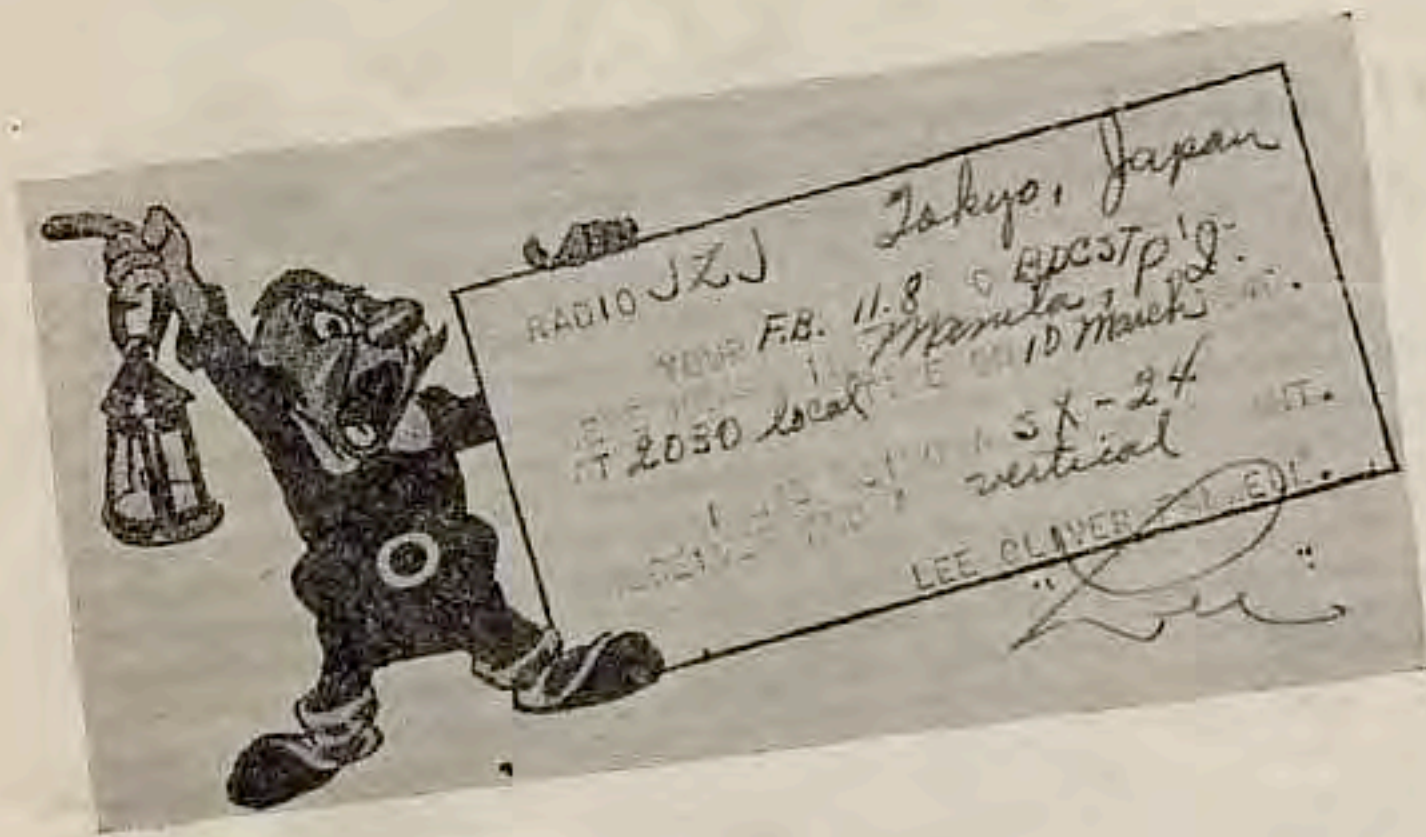
Heartened by its fruitful experiences of the past five years, the Broadcasting Corporation of Japan now enters its sixth year of overseas service with new hope and vision.







## LETTERS FROM LISTENERS



I enjoy a point of view on conditions in Asia that I cannot obtain in newspapers.

I feel that conditions confronting you are quite similar to our own of the last century, when we pushed west from the Appalachian Mountains, and pushed the native tribes out of the way.

Now that we are a rich powerful nation we seem to forget that quite a portion of our territory was taken by the sword.

You are no doubt as familiar with the United States history as the writer, and it must amuse you to note the pious horror expressed in our press over your operations in China, which in my opinion will be to the ultimate benefit of the Chinese people as well as Japan and the United States.

K. William Kunz  
Washington, U.S.A.

OF interest would be reports of rising and setting time of the sun, temperatures, also description of specially beautiful flowers blooming in their season, and singing of songs and hymns dear to we of the United States. Popular numbers from the opera "Madame Butterfly" clearly identified by announcer are appealing.

As one who abhors war any time, for any or no reason, I hope Japan and China may soon compose their differences and unite in a lasting peace.

George E. Brill  
Maryland, U.S.A.

ANOTHER thing I thoroughly enjoy is the Japanese music which is frequently heard. It is quite a pleasure to hear this music after so much Propaganda, and other things that go through the ether at the present moment.

A. J. Hudson  
Victoria, Australia

I hope in future programme broadcast, you will play more popular dance music or jazz, such as that which was one day broadcast by Dick Mine and his orchestra: I enjoyed it very much. I also am strongly in favour of your setting apart a portion of your broadcast, say, one day a week, for a "mailbag programme"; this should be enjoyable to a number of your listeners, I imagine.

T. D. Richards  
New York, U.S.A.

AS for any suggestions on the program from what I heard I can hardly comment on it because it is such a thrill to me that I think I would be pleased with anything as long as I can tune in such a far-away station so clearly. But I will venture a comment anyway. "How about playing some of our Native numbers which are popular here". The more I understand something the better I love it and what could be sweeter

than to hear American song and music coming from the distant lands. Yes I am a dreamer and it would really place me far away from home and still hearing it would give me a thrill that words cannot explain. The music you played is very enjoyable but we are not familiar with it. We are more familiar with the present popular numbers. I don't know classics and no matter how good they are I DON'T care for them but give me popular music and I'm right there.

Frank Saj  
New York, U.S.A.

AS I have listened to your music, I have often wondered what the instruments and their players looked like and what the girl singers looked like. If you have any small photographs of these, I would be pleased to receive some.

E. C. Jarvis  
Mich., U.S.A.

I have enjoyed very much of late, listening to your splendid broadcasts, and inasmuch as you request reports, I am pleased to add mine to the many which you no doubt are receiving from America.

I know of quite a few DX fans who are hearing your broadcasts with quite a degree of pleasure, and clarity.

Of course picking up stations from that distance is somewhat uncertain, owing to various conditions. Last night for instance I was getting quite a lot of volume, and all of a sudden lost it entirely. But of course these things happen quite often with a far distant stations.

You ask what Americans like to listen to etc. As far as I am concerned, I enjoy your talks when the conditions are favorable as it gives one a different aspect regarding affairs in your lovely country. As for entertainment, I of course derive more enjoyment from typical Oriental music, rather than to the usual operatic and popular American music.

The first time I happened to pick up JZK I heard a selection that was supposed to portray music of the woods, and was played upon a single instrument. It was very weird and interesting."

F. H. Harvey  
Detroit, Mich, U.S.A.

IT is my opinion that the radio is one of the most important achievements of modern science. It not only requires great scientists and skilled mechanics but also, due to the great distances involved, reports from listeners

## JUNE CALENDER, 1940

JUNE 1st is the opening day of the river fishing season, and is welcomed by the gourmets of Tokyo, who can now, after long privation, enjoy grilled 'ayu'. The vast majority of these ayu are caught with rod and line or netted in the rivers, but the ones most highly priced and, consequently, caught by the "u" or cormorant, especially at Gifu.

There was an old custom in Japan of keeping the 10th as the memorial day of the Emperor Tenchi, in whose reign, that is about 1200 years ago, the first watch was made. Evidently this watch did not keep very exact time as the Japanese people appear to have acquired early the habit of extreme unpunctuality, and this had reached such an alarming degree that the object of the festival was changed, and it is now known as Toki-no-kinen-bi or Punctuality Observance Day. As its name implies, it is the day on which the lesson of punctuality is inculcated into the minds of young and old throughout the country. Public notices are posted up in prominent places proclaiming the importance of punctuality, and lectures upon its value are delivered in schools and colleges.

During the first half of this month the tender green rice-plants are transferred from the seed beds and planted out in the paddy-fields.

On the 15th is held the festival of the Hie-jinja. This shrine reached its highest pitch of importance during the Tokugawa Period, being the shrine of that illustrious family, and the festival was one of the most important events of the whole year in Yedo. Even today it claims a very considerable amount of public attention, not merely on account of the splendor of the palanquin in which the god is borne along, but also to the way in which the noisy crowds of worshippers and spectators impede the traffic in the streets.

A very humble, and a very pathetic little ceremony takes place on the 3rd in one corner of the playground of the Teikoku Elementary School. It is the funeral of Broken Dolls, which after a short Buddhist service, are reverently laid to rest by their little sorrowing owners.

The anniversary of Kobe's death is celebrated on the 15th in that wonderful old temple in Koishikawa, known as the Gokokuji. The ceremony is one of the most striking of all those which take place during the year, for no fewer than a hundred priests, dressed in their gorgeous silken vestments take part in the performance of the religious rites, which continue during the greater part of the day, and are witnessed by an enormous crowd of pilgrims and visitors.

situated in widely separated parts of the world so that the results of the labors of these scientists and mechanics may be checked and new devices and improvements may be added.

F. C. Christy  
Chalmers, Ind., U.S.A.

DURING 1935, while on aircraft business with your I.J.N. and Mitsui Bussan Kaisha I stayed at the Imperial Hotel in Tokyo, and at Takarazuka and visited many of the interesting parts of your country. My contacts with your peoples were most pleasant; and I am hoping for an early improvement in present relations between our countries.

Harry D. Copland  
De roit, Michigan, U.S.A.







# Programmes for The Pacific Coast of North America and Hawaii

J Z K

15,160 kc/s (19.79 m.)

2:00— 3:30 p.m. Japan Time                      5:00—6:30 a.m. (GMT)  
9:00—10:30 p.m. Previous day (PST)            6:30—8:00 p.m. Previous day (Hawaii)

2:00 p.m.—Announcement  
2:03 p.m.—News in English  
2:20 p.m.—Music and Entertainment  
2:40 p.m.—Talks, Musical Numbers, Entertainments, etc.  
2:50 p.m.—News in Japanese  
3:05 p.m.—Talks, Musical Numbers, Entertainments, etc.  
(On Sundays, the entertainment will begin at 3:00 instead of 3:05)  
3:15 p.m.—Letters from Home or Musical Selections  
3:25 p.m.—Concluding Announcement—KIMIGAYO  
3:30 p.m.—Close Down

2:40 p.m.—Ten Minute Interview held between Mrs. Yayoi Yoshioka and Miss Hanako Ishigami ("Let's Tune in" Hour)

English by Kenkichi Sudo, professor of the Tokyo Mercantile Marine School

## JUNE 6, THURSDAY

2:20 p.m.—Music  
2:40 p.m.—"Japanese Children"—Sketch

## JUNE 18, TUESDAY

2:20 p.m.—Japanese Music  
2:40 p.m.—Vocal Solo†

## JUNE 7, FRIDAY

2:20 p.m.—Chamber Music  
2:40 p.m.—New Japanese Music†

## JUNE 19, WEDNESDAY

2:20 p.m.—Vocal Solo by Miss Noriko Awaya  
2:40 p.m.—Fireside Programme—Chorus by Aeorian Singers ("Let's Tune in" Hour)

## JUNE 8, SATURDAY

2:20 p.m.—Popular Songs  
2:40 p.m.—News for Children

## JUNE 20, THURSDAY

2:20 p.m.—Seattle Evening

## JUNE 21, FRIDAY

2:20 p.m.—Military Music by the Imperial Navy Band  
2:40 p.m.—"Why I like Japan", a talk in English by Mrs. E. Wilson, of the Canadian Academy, Kobe

## JUNE 9, SUNDAY

2:20 p.m.—Music  
2:40 p.m.—Children's Hour  
3:00 p.m.—Drama

## JUNE 22, SATURDAY

2:20 p.m.—Japanese Music  
2:40 p.m.—News for Children

## JUNE 10, MONDAY

2:20 p.m.—From the Collection of Yone Noguchi's Works (On a Koto Theme)  
2:40 p.m.—"Flowers of Japan", a talk in English by Yugi Ishii

## JUNE 23, SUNDAY

2:20 p.m.—Light Music†  
2:40 p.m.—Children's Hour  
3:00 p.m.—Japanese Music—Shakuhachi and Koto

## JUNE 11, TUESDAY

2:20 p.m.—The Tokyo Broadcasting Orchestra  
2:40 p.m.—"From Japan in June", a talk in English by Mock Joya, formerly Managing-Editor of The Japan Times

## JUNE 24, MONDAY

2:20 p.m.—"Rice Planting"—a radio sketch  
2:40 p.m.—"Japan's Mountains in Early Summer", a talk in English by Usui Kojima

## JUNE 1, SATURDAY

2:20 p.m.—New Japanese Music  
2:40 p.m.—News for Children

## JUNE 12, WEDNESDAY

2:20 p.m.—Music  
2:40 p.m.—"A Canadian Boy in Japan", a talk in English by Kazuma Nakayama ("Let's Tune in" Hour)

## JUNE 25, TUESDAY

2:20 p.m.—The Chuo Symphony Orchestra

## JUNE 2, SUNDAY

2:20 p.m.—Music  
2:40 p.m.—Children's Hour  
3:00 p.m.—Music (From the Osaka Studio)

## JUNE 13, THURSDAY

2:20 p.m.—Choral Selections by The Japan Broadcasting Chorus  
2:40 p.m.—Violin Solo†

## JUNE 26, WEDNESDAY

2:20 p.m.—Music  
2:40 p.m.—A talk in English by Miss Amy Okazaki ("Let's Tune in" Hour)

## JUNE 3, MONDAY

2:20 p.m.—Piano Solo by a graduate of the Tokyo Academy of Music  
2:40 p.m.—Japanese History Series

## JUNE 14, FRIDAY

2:20 p.m.—Music  
2:40 p.m.—Orchestra†

## JUNE 27, THURSDAY

2:20 p.m.—Folk Songs of Formosa  
2:40 p.m.—Japanese History Series

## JUNE 4, TUESDAY

2:20 p.m.—Music  
2:40 p.m.—"On Modern Japanese Architecture", a talk in English by Kazuo Minami, instructor in the Department of Architecture at Waseda University

## JUNE 15, SATURDAY

2:20 p.m.—Light Music  
2:40 p.m.—News for Children

## JUNE 28, FRIDAY

2:20 p.m.—Music  
2:40 p.m.—Chorus†

## JUNE 5, WEDNESDAY

2:20 p.m.—Vocal Solo by a graduate of the Tokyo Academy of Music

## JUNE 16, SUNDAY

2:20 p.m.—Marches†  
2:40 p.m.—Children's Hour  
3:00 p.m.—The Japan Broadcasting Symphony Orchestra

## JUNE 29, SATURDAY

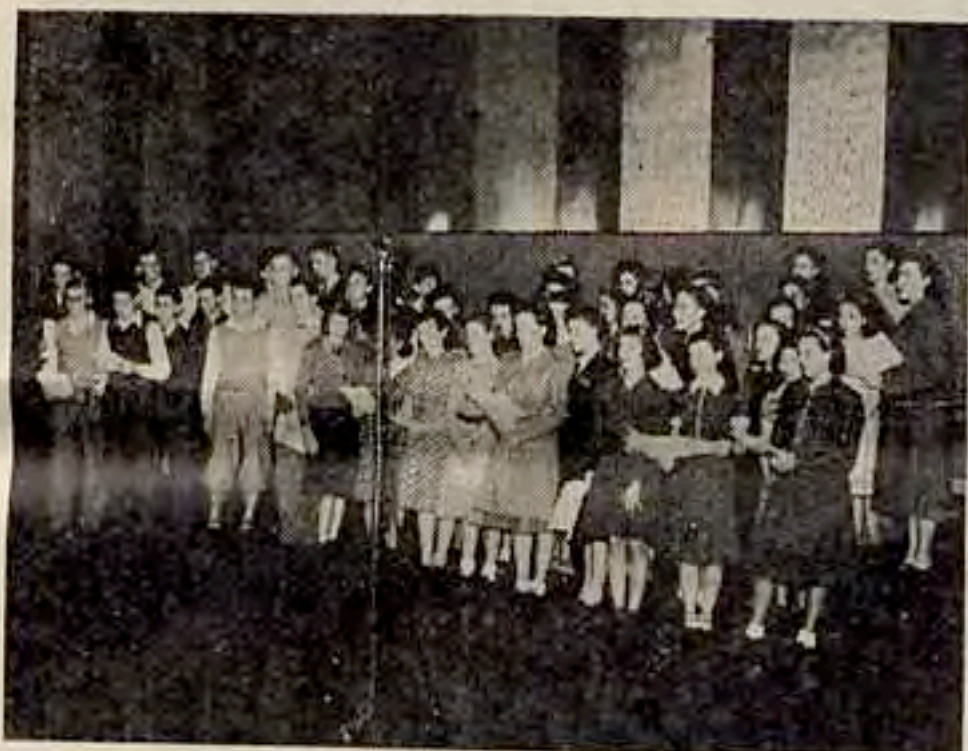
2:20 p.m.—Light Music  
2:40 p.m.—News for Children

## JUNE 17, MONDAY

2:20 p.m.—Violin Solo by Miss Mitsue Nishikawa  
2:40 p.m.—"Japan Today and Yesterday", a talk in

## JUNE 30, SUNDAY

2:20 p.m.—Music  
2:40 p.m.—Children's Hour  
3:00 p.m.—Drama



Greetings and songs were broadcast by pupils of the American School in Japan, on April 14th.



# Programmes for China and The South Seas

J Z K 15,160 kc/s (19.79 m.)  
J Z J 11,800 kc/s (25.42 m.)

9:00—11:30 p.m. Japan Time 12:00—14:30 Same day (GMT)  
8:00—10:30 p.m. Same day (Hongkong and Philippines)  
7:20—9:50 p.m. Same day (Singapore) 5:30—8:00 p.m. Same day (India Standard Time)  
10:00 p.m.—0:30 a.m. (Sidney and Melbourne)

9:00 p.m.—Announcement (Japanese and English)  
9:05 p.m.—News in Japanese  
9:20 p.m.—Points from the Current Situation (Sun's, Wed's, Fri's), Letters from Home (Mon's) Entertainments, Talks (Tue's, Thu's, Sat's)  
9:30 p.m.—News in English  
9:40 p.m.—Music and Entertainment  
9:50 p.m.—News in Dutch  
10:00 p.m.—Announcement (Chinese)  
10:05 p.m.—Talks (Chinese)  
10:15 p.m.—Music and Entertainment  
10:25 p.m.—Talks (Chinese), Musical Numbers, Entertainments, etc.  
10:35 p.m.—Entertainments  
10:45 p.m.—News in Chinese  
11:00 p.m.—Music and Entertainment  
11:15 p.m.—News in French  
11:25 p.m.—Concluding Announcement (French)—KIMIGAYO  
11:30 p.m.—Close Down

## Special transmission

10:24 p.m.—Opening Announcement (Chinese)  
10:25 p.m.—Talks (Chinese), Musical Number, Entertainments, etc.  
10:35 p.m.—Entertainments  
10:45 p.m.—News in Chinese  
11:00 p.m.—Music and Entertainment  
11:15 p.m.—Close Down

## JUNE 1, SATURDAY

9:40 p.m.—Light Music†  
11:00 p.m.—New Japanese Music

## JUNE 2, SUNDAY

9:40 p.m.—Jazz Songs†  
11:00 p.m.—Music†

## JUNE 3, MONDAY

9:40 p.m.—Marches†  
11:00 p.m.—Piano Solo by a graduate of the Tokyo Academy of Music

## JUNE 4, TUESDAY

9:40 p.m.—Guitar Solof  
11:00 p.m.—Music

## JUNE 5, WEDNESDAY

9:40 p.m.—Chorus†  
11:00 p.m.—Vocal Solo by a graduate of the Tokyo Academy of Music

## JUNE 6, THURSDAY

9:40 p.m.—Violin Solof  
11:00 p.m.—Music

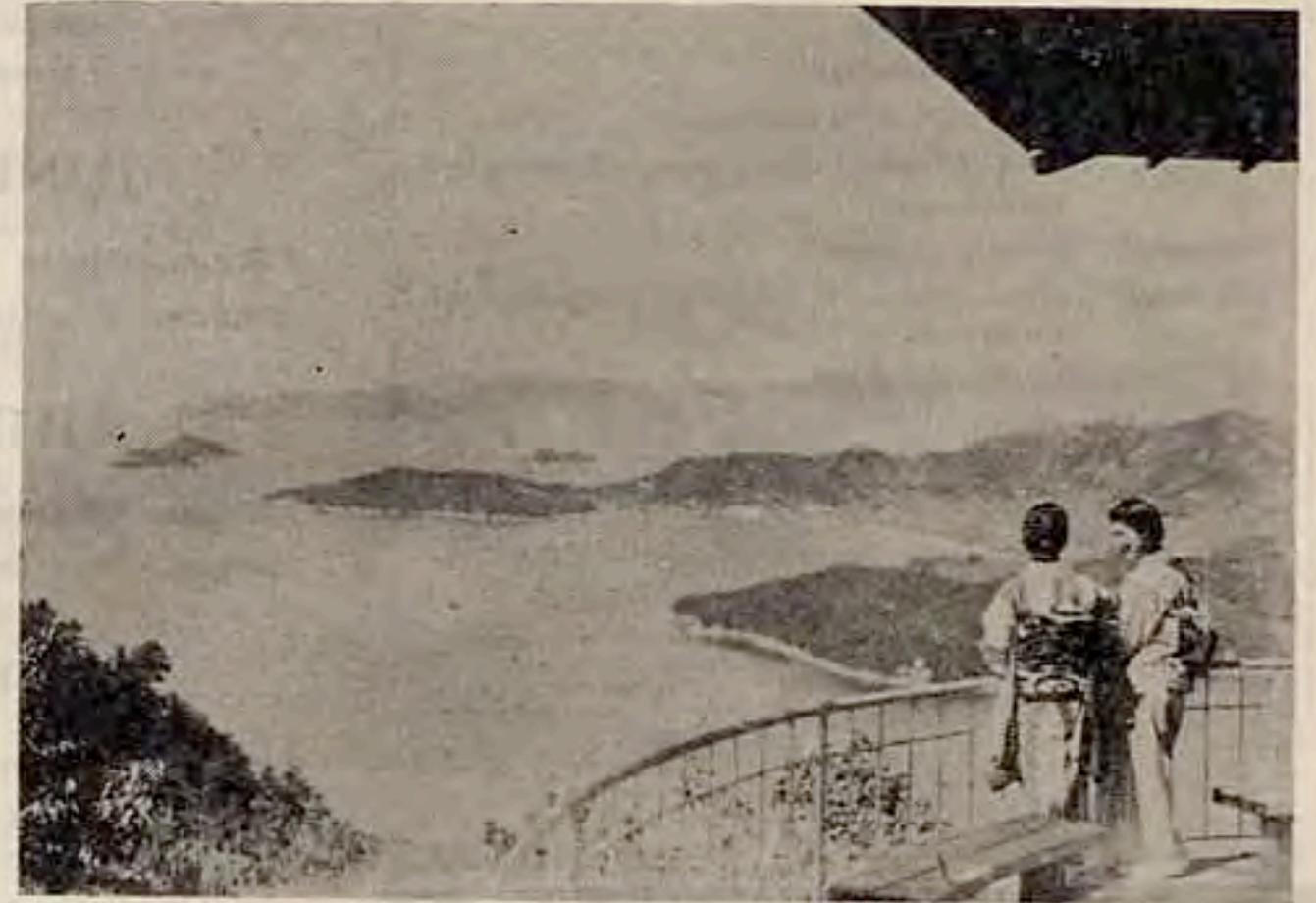
## JUNE 7, FRIDAY

9:40 p.m.—Chorus†  
11:00 p.m.—Chamber Music

## JUNE 8, SATURDAY

9:40 p.m.—For Thailand Listeners†  
11:00 p.m.—Popular Songs

*The Seto Inland Seam, a national park of Japan.*



## JUNE 9, SUNDAY

9:40 p.m.—Japanese Music—Kotof  
11:00 p.m.—Music

## JUNE 10, MONDAY

9:40 p.m.—Mandolin Orchestraf  
11:00 p.m.—Popular Songs

## JUNE 11, TUESDAY

9:40 p.m.—Japanese Music—Shakuhachif  
11:00 p.m.—The Tokyo Broadcasting Orchestra

## JUNE 12, WEDNESDAY

9:00 p.m.—Popular Songs†  
11:00 p.m.—Music

## JUNE 13, THURSDAY

9:00 p.m.—Jazz Songs†  
11:00 p.m.—Choral Selections by the Japan Broadcasting Chorus

## JUNE 14, FRIDAY

9:40 p.m.—Violin Solof  
11:00 p.m.—Music

## JUNE 15, SATURDAY

9:00 p.m.—Guitar Solof  
11:00 p.m.—Light Music

## JUNE 16, SUNDAY

9:40 p.m.—Vocal Solof  
11:00 p.m.—The Japan Broadcasting Symphony Orchestra

## JUNE 17, MONDAY

9:40 p.m.—Mandolin Orchestraf  
11:00 p.m.—Violin Solo by Miss Mitsue Nishikawa

## JUNE 18, TUESDAY

9:40 p.m.—Orchestraf  
11:00 p.m.—Japanese Music—Kabuki Music

## JUNE 19, WEDNESDAY

9:40 p.m.—Cello Solof  
11:00 p.m.—Vocal Solo by Miss Noriko Awaya

## JUNE 20, THURSDAY

9:40 p.m.—Japanese Music†  
11:00 p.m.—Music

## JUNE 21, FRIDAY

9:40 p.m.—Popular Music†  
11:00 p.m.—Martial Air by the Toyama Military Band

## JUNE 22, SATURDAY

9:40 p.m.—Jazz Songs†  
11:00 p.m.—Japanese Music

## JUNE 23, SUNDAY

9:40 p.m.—Xylophone Solof  
11:00 p.m.—Japanese Music—Shakuhachi and Koto

## JUNE 24, MONDAY

9:40 p.m.—Vocal Solof  
11:00 p.m.—Orchestraf

## JUNE 25, TUESDAY

9:40 p.m.—Light Music†  
11:00 p.m.—The Chuo Symphony Orchestra

## JUNE 26, WEDNESDAY

9:40 p.m.—Japanese Music—Kotof  
11:00 p.m.—Music

## JUNE 27, THURSDAY

9:40 p.m.—Mandolin Orchestraf  
11:00 p.m.—Folk Songs of Formosa

## JUNE 28, FRIDAY

9:40 p.m.—Japanese Music—Kotof  
11:00 p.m.—Music

## JUNE 29, SATURDAY

9:40 p.m.—Violin Solof  
11:00 p.m.—Light Music

## JUNE 30, SUNDAY

9:40 p.m.—Xylophon Solof  
11:00 p.m.—Music



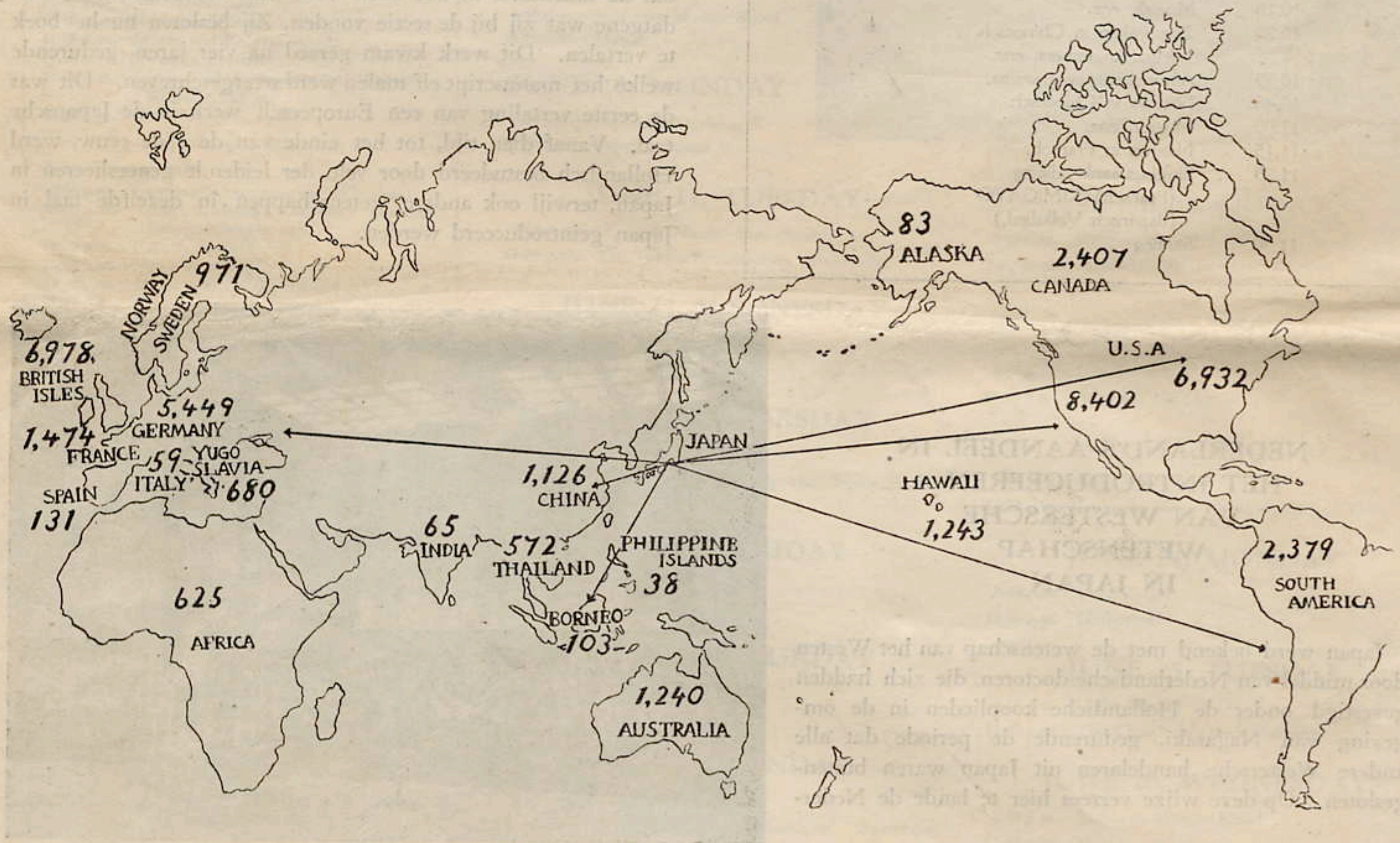
# World-Wide Responses to the **RADIO VOICE** from Tokyo

THE number of fan mails and reception reports reaching the Broadcasting Corporation of Japan from all parts of the world since June 1st, 1935, the initial date of our overseas broadcasts, up to the end of June, 1939, is illustrated in this map.

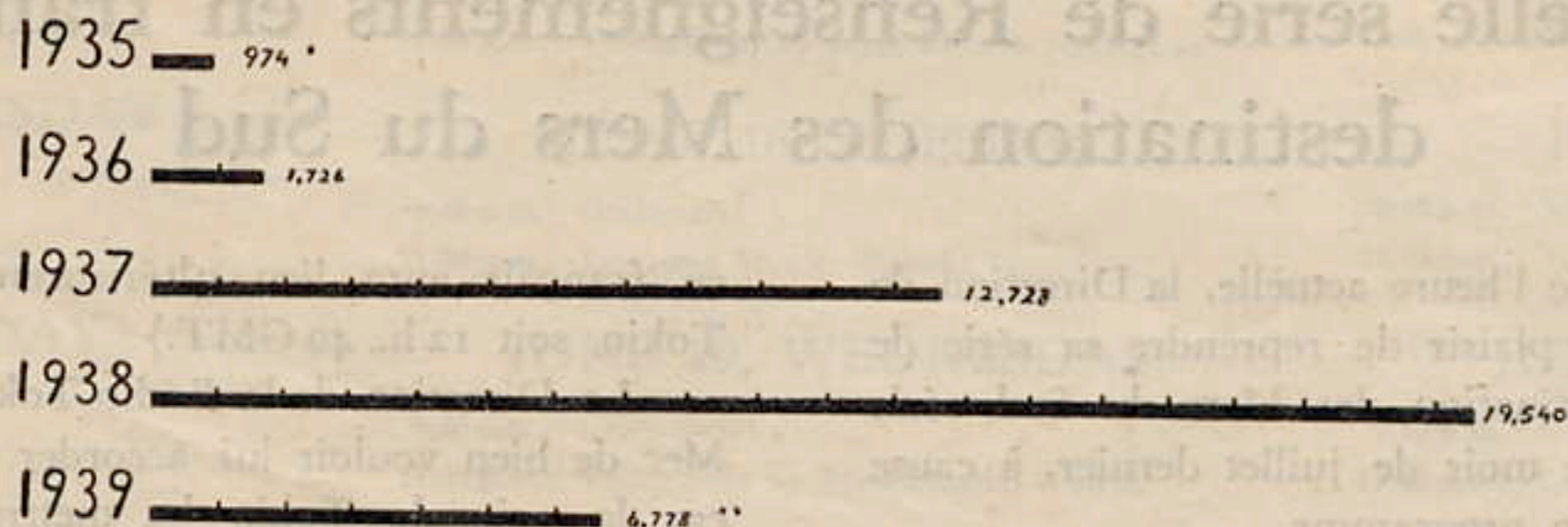
For the sake of convenience, the particular names of the countries mentioned in this map represent broadly those areas from where reception reports were most frequent and numerous, and are to be understood to include all their neighboring

areas. Jugo Slavia for instance represents the Balkan districts and Australia implies also New Zealand.

The initial overseas broadcasts, 1935, were only directed to the Pacific Coast of the United States of America and Canada and Hawaii; programmes for Europe, the Eastern districts of USA, South America and the South Seas following much later, on January 1st, 1937. Consequently the number of reports shown of Europe represents the figures since 1973.



Listener's Reaction Shows Rapid Gains



\* June 1 to December 31

\*\* January 1 to June 30