ANNUAL REPORT
OF STATESIDE ACTIVITIES SUPPORTING
~THE REORIENTATION PROGRAM
IN
JAPAN and the RYUKYU ISLANDS~

October 1950

REORIENTATION BRANCH
OFFICE FOR OCCUPIED AREAS
OFFICE OF THE SECRETARY OF THE ARMY
WASHINGTON 25, D.C.
MEMORANDUM FOR: SPECIAL ASSISTANT FOR OCCUPIED AREAS

SUBJECT: ANNUAL REPORT of the Reorientation Branch

1. The ANNUAL REPORT of stateside activities supporting the reorientation program in Japan and the Ryukyu Islands is transmitted herewith. This report covers operations from 1 July 1949 to 30 June 1950 and wherever possible compares reorientation programs of Fiscal Year 1950 with previous years.

2. The report is in five parts covering the following major stateside programs: interchange of persons, motion pictures, press, publications, and cultural materials.

Incl. LOU G. VAN WAGONER
Colonel, GSC
Chief, Reorientation Branch
Office for Occupied Areas

12 September 1950
# CONTENTS

## LETTER OF TRANSMITTAL

<table>
<thead>
<tr>
<th>FOREWORD</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

## I INTERCHANGE OF PERSONS

<table>
<thead>
<tr>
<th>General</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Leaders</td>
<td>3</td>
</tr>
<tr>
<td>Consultants</td>
<td>4</td>
</tr>
<tr>
<td>Students</td>
<td>4</td>
</tr>
<tr>
<td>U. S. Experts</td>
<td>5</td>
</tr>
</tbody>
</table>

## II MOTION PICTURES

<table>
<thead>
<tr>
<th>General</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Documentaries</td>
<td>6</td>
</tr>
<tr>
<td>Acquisitions</td>
<td>8</td>
</tr>
</tbody>
</table>

## III PRESS

<table>
<thead>
<tr>
<th>General</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td>9</td>
</tr>
<tr>
<td>Photographs</td>
<td>10</td>
</tr>
<tr>
<td>Magazine Articles and Illustrated Features</td>
<td>11</td>
</tr>
</tbody>
</table>

## IV PUBLICATIONS

<table>
<thead>
<tr>
<th>Book Translations</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printed Materials</td>
<td>12</td>
</tr>
<tr>
<td>Book Donations</td>
<td>15</td>
</tr>
</tbody>
</table>

## V CULTURAL MATERIALS

<table>
<thead>
<tr>
<th>Music Recordings</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music Scores</td>
<td>16</td>
</tr>
<tr>
<td>Art</td>
<td>17</td>
</tr>
<tr>
<td>Exhibits</td>
<td>17</td>
</tr>
<tr>
<td>Illustrations</td>
<td>Page</td>
</tr>
<tr>
<td>---------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Japanese National Leaders Visiting in</td>
<td>3</td>
</tr>
<tr>
<td>United States - Fiscal Year 1950</td>
<td></td>
</tr>
<tr>
<td>Original Documentary Productions Shipped to Japan</td>
<td>7</td>
</tr>
<tr>
<td>Motion Picture Acquisitions Shipped to Japan</td>
<td>8</td>
</tr>
<tr>
<td>News Copy Teletyped to Japan and Ryukyus</td>
<td>10</td>
</tr>
<tr>
<td>Photographs Airmailed to Japan</td>
<td>11</td>
</tr>
<tr>
<td>Book Translation Program in Japan</td>
<td>12</td>
</tr>
<tr>
<td>Printed Materials for Japan</td>
<td>13</td>
</tr>
<tr>
<td>Book Donations to Japan</td>
<td>15</td>
</tr>
<tr>
<td>Music Recordings Shipped to Japan</td>
<td>16</td>
</tr>
</tbody>
</table>
The Department of the Army, together with the occupation authorities in Japan and the Ryukyu Islands, conducts a reorientation program for the purpose of bringing the peoples of the occupied areas into the mainstream of democratic life. For this program of civil information and education, the United States is utilizing the brains and energy of large numbers of its citizens and spending considerable sums of money. It expects to realize tangible returns by making friends who will uphold democracy against totalitarian ideologies and similar forms of government.

This program is not an adventure in altruism but one which has definite objectives in terms of the welfare, peace and security of the United States and Japan as well as for all the democratic nations throughout the world. It is therefore necessary that the program be conducted with these objectives always in the forefront, and not simply as a process of hit-or-miss exposure from which it is hoped benefits may result.

The reorientation program in Japan and the Ryukyu Islands, to instruct and guide 90 million people in the ways of democracy, has been approached along two major lines: first, the initiation of certain institutional changes which provide the framework of democracy; secondly, building the fabric of the new organism by infusing the minds of the peoples with the living concepts of democratic philosophy through personal contacts, informational media, and their own education and experience in democracy.

During the early stages of the occupation, basic steps taken by the Supreme Commander for the Allied Powers included the physical rehabilitation of school plants, and the provision of textbooks, newsprint, and other educational and informational supplies. Concurrently, major institutional changes were introduced during the first years of the occupation, including decentralization of education through the establishment of local Boards of Education, the creation of an Institute for Educational Leadership, the introduction of open competition in the preparation and publication of textbooks in place of the previous governmental monopoly, drastic changes in teaching methods and content of curricula, the abolition of a caste system in education, and the introduction of equality of educational opportunity which was incorporated into the Japanese Constitution. The meaning of freedom of expression in the informational media was introduced in Japan in 1945 through such SCAP directives as the PRESS CODE FOR JAPAN and FREEDOM OF PRESS AND SPEECH.

The present phase of the program is the more difficult and long-range task of inculcating the democratic philosophy in the minds of the people so that they will have a genuine understanding and respect for individual liberties and human rights. The emphasis is on personal contact through the exchange of national leaders, students and consultants;
portrayal of the concepts of freedom and democracy in the schools and society through the informational media of motion pictures, press, periodicals, books, fine arts and exhibits; and advising and assisting the Japanese and Ryukyuan peoples so that through their own education and experience they may be imbued with the desire to form democratic, representative and peace-minded organizations.

To encourage familiarity by the Japanese and Ryukyuan peoples with the history, institutions, culture, and accomplishments of the U. S. and other democratic countries, various activities in the United States support the reorientation programs in the occupied areas. Appropriate still and motion pictures, news copy, magazines, feature stories, books, music, theatrical works, and exhibits are provided, in original or translated form, for dissemination through informational media in Japan and the Ryukyus. Through the Interchange of Persons Program, national leaders and students are brought to the U. S. for study and observation, while American educators and other experts are sent overseas to provide guidance and training. Lectures, forums, discussion groups, and the formation of democratic organizations, such as the YMCA and 4-H clubs, are encouraged, guided and provided with material assistance.

The ANNUAL REPORT highlights the stateside activities conducted by the Department of the Army during fiscal year 1950 in support of the reorientation programs pursued in Japan and the Ryukyu Islands. Success has been achieved in large measure as a result of the cooperation of other governmental agencies, private educational and other institutions, and the understanding and support of the American public.
Part I  Interchange of Persons

General

The Department of the Army conducts an Interchange of Persons Program for Japan and the Ryukyus under which selected national leaders and students are brought from these areas into direct personal contact with democratic life as found in the United States.

Courses, itineraries and activities have been chosen with a view to developing the conviction among the national leaders and students through what they see and hear and do while they are in this country that: democracy as practised in the United States is worth emulating; the core of democracy is a respect for individual liberties and human rights - a concept, underlying the American social organization, which has provided the spark and catalyst for the freedom, productivity and strength of this country; the American people are worthy allies who can assist the Japanese and Ryukyuans to provide spiritual drive to their democratic aspirations; their hearts must join their minds in a genuine urge to cooperate, learn, and share.

The success of this program depends upon the faith instilled in the national leaders and students in the validity of the message they are carrying, and in their own ability to contribute to the achievement of the democratic goals in Japan and the Ryukyus; also, in the understanding that the democratic tenets which define the freedom and dignity of man can be taught to their fellow countrymen and applied to the tasks they will perform at home; finally, in the enthusiasm to plant and cultivate this seed of democracy not merely as their great worldly hope, but also as a realistic mission to be undertaken with high confidence.

National Leaders

JAPANESE NATIONAL LEADERS VISITING IN U.S. - FY 1950

LEGAL AND GOVERNMENT 110
EDUCATION 86
PUBLIC HEALTH AND WELFARE 12
INFORMATION 15
ECONOMICS 43

JAPANESE NATIONAL LEADERS VISITING IN U.S. - FY 1950
In fiscal 1950, the program of bringing selected Japanese and Ryukyu national leaders to this country for study and observation was initiated, and resulted in 266 Japanese nationals coming to the United States for periods of 45 to 90 days, under 98 projects in the fields of government, education, economics, and information. In Japan, these promising and influential leaders are chosen by the Japanese government under projects outlined by the Supreme Commander for the Allied Powers. In the Ryukyus, the leaders are selected by the occupation authorities.

The Army entered into agreements of understanding covering sponsorship of 127 national leaders with the Federal Security Agency (70), Department of Agriculture (24), Department of State (14), Department of Labor (10), and Department of Interior (9), for the purpose of developing suitable programs and itineraries closely related to the activities of these respective governmental agencies. In addition, the Institute of International Education, a private non-profit body, sponsored the programs and itineraries of 125 national leaders, while the Department of the Army sponsored the Diet Delegation, consisting of fourteen members of the National Diet of Japan.

**Consultants**

To obtain the maximum benefit from national leader projects, the Department of the Army authorized sponsoring agencies to employ consultants, escorts and interpreters where necessary. Consultants are used to aid in the preparation of program specifications, such as the detailed objectives and character of programs; as escorts, for particularly important projects. Interpreters are used where lack of proficiency in English would jeopardize the success of a project.

**Students**

In fiscal year 1950, 50 Japanese and 2 Ryukyu students were brought to the United States to spend one academic year in our schools of higher learning. The Institute of International Education, under contract with the Army, placed the students in 28 schools from coast to coast. Since one of the greatest needs in Japan and the Ryukyus is for adequately trained teachers, 34 of the 52 students were from the various fields of education, such as elementary, secondary, university, vocational and adult education. Of the others, 14 were in liberal arts courses, 3 in the social sciences, and 1 in agriculture. During the past year, the Institute of International Education arranged for the placement of 283 Japanese and 52 Ryukyu students for school year 1950-51. The Institute also arranged six-week orientation courses at 10 university centers, with the following major objectives: to convey to the student why he is here and what is expected of him, explaining the relation of his purely academic pursuits to his general reorientation, with the latter objective being paramount; to help the student
plan his school work; to alert the student to those features which represent the substance of the democratic system, focusing his thinking on fundamental questions, such as the status of the individual and the function of discussion in a democracy; to prepare the student in advance for the financial and psychological limitations which may conflict with his aspirations while in the United States; to reduce the period of adjustment in school routine matters which the student faces when he enrolls in his college; and to give the student practice in hearing and speaking English, and taking classroom notes.

U.S. Experts

U. S. educators and other experts employed on special missions for the reorientation program in Japan and the Ryukyus have been of great assistance in making recommendations in organization, curricula, methods and emphases of education. In March, 1946, the first US Education Mission to Japan consisting of 27 distinguished American educators devoted a month of intensive study to the Japanese educational system and on the basis of their findings were moved to recommend fundamental changes aimed to provide democratic and liberal direction and widen the scope of the existing system.

In 1948, as a result of suggestions made by the US Education Mission, representatives from the Japanese Ministry of Education and SCAP organized an Institute for Educational Leadership to provide training for superintendents of education, teacher consultants, normal school teachers, youth leaders, university administrators, school business officers, and directors of student guidance. The first IFEL session held in Tokyo from September to December, included approximately 1,000 Japanese educators, and was taught by a faculty consisting of 21 American educators, recruited by the Department of the Army, and assisted by Japanese education specialists. The second session utilizing the same faculty was held between January and April, 1949, with another 1,000 Japanese participants. The third IFEL session continued from October to December 1949, had a faculty of 14 American educators and was attended by 1,300 Japanese. The fourth session held between January and May 1950 with a new faculty of 18, consisted of 1,600 Japanese participants.

The graduates of IFEL are now holding positions of responsibility in every prefecture (county). They have taken the leadership in advising Boards of Education on the compilation of academic rules and regulations, in organizing secretariats on functional bases, in promoting in-service training programs for teachers and principals, and in establishing patterns for democratic administration and supervision. They are taking the first steps in the assumption of responsibility for building life and substance onto the framework for democracy which has been provided by the enactments of the Japanese Diet. Reports from the field single out IFEL graduates as enthusiastic leaders in promoting programs of education founded upon democratic ideals.
In fiscal year 1950, the visiting expert program was extended to the Ryukyu Islands with the recruitment of 8 specialists - 6 in agriculture and 2 in education - to provide instruction and guidance needed in these fields.

Part II  Motion Pictures

General

The portrayal of democratic life and institutions in the U. S. through motion pictures has proved to be one of the most dramatic and promising avenues of democratization in the occupied areas. Through a nation-wide distribution network, films which further U. S. occupation objectives in Japan have reached an estimated audience of 400,000,000.

A number of motion pictures having reorientation value were produced in Japan under the direction of the Headquarters of the Supreme Commander for the Allied Powers. In addition, the Motion Picture Export Association brings American feature films to Japan for showing in over 1700 of the 2200 Japanese outlets to supplement the pictures produced by the Japanese film industry which is only slowly recovering from financial and other postwar difficulties.

In the motion picture field, perhaps more than any other, it has been necessary to augment the facilities and materials available to the Japanese from their own resources. Through visual libraries, or centers, 1300 16mm sound projectors have been loaned by U. S. authorities for the showing of documentary films of reorientation value.

The production and acquisition of documentaries and newsreels to support the motion picture program in Japan began in 1946, with a more limited program for the Ryukyus starting in 1950. The program includes the purchase or loan of documentaries, production of original documentaries, and the filming or selection of newsreel footage. The acquisition of suitable films from U. S. government agencies, other nations, private organizations, and commercial agencies comprises the largest part of the motion picture program. Original documentaries of one or two reels cover subjects not available through acquisition.

The production of newsreel footage on Japanese leaders visiting the United States for observation and study of American democracy and institutions began early in 1950 and to date approximately 23,000 feet of such film have been shipped to Japan. Newsreel footage also is selected weekly from commercial sources, sent to Japan and included in the Motion Picture Export Association's newsreel releases. Since the fall of 1946, approximately 188,000 feet have been shipped.
With the exception of the newsreel material, all films, whether original documentaries or acquisitions, now are translated into Japanese, narrated and distributed under the supervision of the Civil Information and Education Section of General MacArthur's Headquarters in Japan.

Because of its power to attract and hold attention, stimulate thinking and discussion and to leave lasting impressions, the motion picture has proved to be one of the most potent of the mass media in the reorientation program.

Original Documentaries

Original documentaries are produced by private motion picture companies under contract to the Department of the Army. The films are based on research and outlines prepared by the Reorientation Branch of the Office for Occupied Areas, which also supervises production.
The films completed and shipped to Japan fall into four major categories:

AMERICA - OUR LAND AND PEOPLE
AMERICA - OUR DEMOCRACY
COMMUNITY RESOURCES (HEALTH, WELFARE & EDUCATION)
INTERNATIONAL & FOREIGN AFFAIRS

Over four-fifths of the motion pictures cover COMMUNITY RESOURCES and AMERICA - OUR LAND AND PEOPLE, subjects which lend themselves particularly well to film treatment.

In 1947 and 1948, original films produced were usually silent and one-reel in length, while in 1949 and 1950, the films were generally in sound, their length increased, and occasionally a leading character of Japanese ancestry was used to increase audience acceptance in Japan.

**Acquisitions**

![Bar chart showing motion picture acquisitions shipped to Japan from FY 47 to FY 50. The chart includes ENGLISH LANGUAGE SCREENING PRINTS and REPRODUCTION MATERIALS FOR ADAPTATION AND DISTRIBUTION IN JAPAN.]
The sources of stateside films for the reorientation program are documentaries produced by governmental agencies, commercial producers, business organizations and private non-profit agencies. Films from these sources are reviewed and evaluated to determine suitability for use in reorienting and re-educating the Japanese and Ryukyuans. Appropriate films are selected, translation and distribution rights negotiated, and negatives shipped to the occupied areas. One-half of films acquired covered various phases of COMMUNITY RESOURCES, the field in which most documentaries are available. In fiscal 1950 arrangements were made whereby color films could be translated in Japan and reproduced in quantity in the U. S. During the same year, the film acquisition program, which has proved very successful in Japan, was extended to the Ryukyus, and 24 English-language screening prints were shipped. Japanese-language subjects also have been obtained by the Ryukyus direct from SCAP.

Part III  Press

General

The program for supplying Japan and the Ryukyus with material for the indigenous press, publications, radio and U. S. Information Centers has been an important stateside activity since 1945. The stress is always on factual and truthful reporting. Nationwide, representative newspapers are scanned, and stories and editorial comment that illustrate American thought or life are summarized and teletyped to the occupied area. In a similar manner, more than two hundred and fifty magazines are searched for useful articles, which are prepared in digest form for transmission to Japan and the Ryukyus. Special articles also are written on selected subjects.

The major news-picture agencies, such as WIDEWORLD, ACME, & INP, and other agencies and individual photographers supply photographs which are used in the news-picture service or as illustrations for specially-prepared feature articles. Additional photos are usually obtained gratis from governmental organizations, universities and industry. Thousands of selected pictures are captioned and airmailed to Japan and the Ryukyus to be exhibited on bulletin boards or used in newspapers and magazines.

Features intended for magazines and Sunday newspaper supplements stress such fields as housing, youth activities, agriculture, and science. In cooperation with American authors, editors and publishers, reprint rights are obtained for magazine articles in such fields of interest as education, medicine, art, and economics.
At its destination in Tokyo or Okinawa, news copy and articles are translated and pictures are reproduced for use in native information media. About three-fourths of the material sent to the occupied areas comes before the Japanese and Ryukyuans either in printed form, broadcast by radio, or as exhibits.

**News**

An average daily news file of 8,000 words is transmitted by radio-teletype to Japan and the Ryukyu Islands. The material chosen covers four major fields, politics, economics, culture, and science, the proportions of each varying with the interests and needs of the period. With the initiation of the Interchange of Persons program in 1950, almost one-sixth of teletyped copy was devoted to news of that program during the year. This was particularly evident during January and February when 14 members of the Japanese Diet visited the U. S. for 45 days to observe governmental practices.
An average of 145 still pictures are airmailed weekly to Japan and the Ryukyu Islands to illustrate U.S. activities of current interest. The photographs are placed in Japanese and Ryukyuan newspapers and magazines as picture stories or as illustrations for articles and features. Pictures also are used for exhibit purposes in schools, factories, department stores and U.S. Information Centers.
Magazine Articles and Illustrated Features

During fiscal 1950, a total of 1,022 magazine articles (475,000 words) were airmailed to Japan and the Ryukyus, with copyright clearances obtained where necessary. Articles were chosen in the fields of politics, economics, culture, science, and interchange of persons, and represented three times the number transmitted during 1947.

An average of 10 illustrated features weekly were sent to the occupied areas during fiscal 1950, representing over twice as many as transmitted in 1947. The stories illustrated "democracy in action" in the United States, stressing such subjects as housing and youth activities in addition to the broader fields of economics, culture and science.

Part IV Publications
Book Translations

A book translation program was initiated in fiscal 1947 to alleviate the critical shortage of democratic literature in the occupied areas. With the cooperation of American publishers, U. S. copyright clearances were obtained for the translation and publication in Japan of representative American books. Clearances for a number of titles were secured in 1947, however, copyright complications delayed publication of Japanese editions until fiscal 1949.
At the end of the war, the Japanese and Ryukyuans were handicapped by lack of professional knowledge due to their complete isolation from recent scientific and technical advances. Consequently, in addition to translating books of direct reorientation value, it was considered vital to make technical literature available as a means of assistance in becoming self-supporting and as an aid in carrying out various reforms in the fields of politics, health, and welfare. Other important fields in which books have been selected for translation are education, American literature, economics and children's books.

Supplementing the official translation program, U. S. and other copyright owners who have been licensed by General Headquarters, SCAP, have assigned book translation rights for about 300 titles under private contract with Japanese publishers.

Printed Materials

Since the opening of the first Information Center in Tokyo in 1946 by the Supreme Commander for the Allied Powers, the number has expanded to 17 centers now operating in Japan with 5 additional ones in the process of being developed. During 1950 over 2,000,000 Japanese visited the Information Centers which conducted lectures, concerts, discussion groups, English language classes, documentary film showings, and exhibits.
As a focal point, each of the Information Centers includes a library supervised by an American professional librarian. The average size of each book collection is approximately 8,000 volumes, with the largest library in Tokyo maintaining 12,000 books. Each library stocks up to 800 different periodicals which, like the books, are available to the Japanese on the open shelves. (The American open shelf system in library practice has been introduced by the occupation authorities with remarkable success.) Books, periodicals, pamphlets, and documents are procured in the United States by the Department of the Army, but in some instances, are secured gratis from interested governmental and private agencies.

In the Ryukyus, until 1950, there were 7 temporary Information Centers. Since these did not weather the recurring typhoons, 6 permanent buildings now are being constructed in addition to 40 village libraries presently in use. About 6,000 persons a month, mainly youth, visit these libraries, with several bookmobiles traversing an inadequate road net to reach scattered populated centers. Reading materials supplied to the reorientation libraries are in the fields of political and social sciences, public health and education. During 1950, 235,000 books, 800 periodical subscriptions, and 70,000 pamphlets were shipped to the Ryukyus for its libraries and schools. These included many volumes of basic English tests in great demand for newly established schools.

In addition to Information Center libraries, books are supplied to established textbook and curriculum centers as a means of familiarizing Japanese educators with examples of the best American textbooks to be used as a guide in improving Japanese texts, educational methods and curricula. Thirteen centers containing more than 700 titles of representative American textbooks were functioning in Japan during the past three years. To these titles selected by an American committee were added 125 titles contributed from surplus U. S. Armed Forces Institute textbooks, 500 titles of Japanese elementary and secondary school textbooks approved by the Ministry of Education, 15 titles of other Japanese educational books, and 425 titles of U. S. books in the field of education. A committee of Japanese educators recently has selected 800 additional Japanese titles which will be purchased for each center from counterpart yen funds. The high interest in the centers was manifested by an average monthly attendance of 6,000 Japanese during the year.
A donation program sponsored by the Department of the Army was initiated in 1947, to provide Japanese educational institutions with democratic literature and books published in scientific and technical fields during the war years. Through the generosity and support of universities, foundations, societies, governmental agencies, publishers, and interested American citizens, reading materials have been donated to Japan on an increasing scale. In addition, 8,000 pounds of books were shipped to the Ryukyus in 1950. The donated educational materials are used in schools, universities, public libraries and Information Centers, and are an important part of the reorientation program.
Part V Cultural Materials

Music Recordings

Recordings of music by U. S. composers, performances by American artists and U. S. orchestras, native folk and popular music, including operettas and notable musical shows are provided regularly to the Information Centers of Japan and the Ryukyu Islands. Prior to fiscal 1950 only U. S. compositions, including folk and popular music, were chosen for shipment. During the past year, the field of selection was expanded to include basic collections of recordings illustrating outstanding performances by leading U. S. artists and small collections of recordings by various American orchestras. The 193 different titles, shipped during 1950, represent the following items: 680 by U. S. composers, 76 U. S. folk and popular compositions, 1,116 performances by U. S. artists, 414 orchestral pieces, and 198 operettas and musical shows.

No recordings were ordered for the Ryukyus prior to fiscal 1950; however, basic collections sent for use in the Information Centers in the islands during the past year included 1,140 items representing 190 different titles.
Music Scores

Published and unpublished music scores, selected with the advice of recognized leaders in music, have been sent to Japan, and comprise significant works by U. S. composers (orchestral, chamber, instrumental, vocal, choral) and American folk music. Basic collections of music have been established in each of the Information Centers and a central depository of American orchestral music, consisting of scores and full sets of parts has been set up in Tokyo.

In 1950, 3,012 separate pieces of music representing 206 different titles were sent to Japan. This was more than twice the volume shipped during 1947, the first year of the program.

Art

The principal art items sent to Japan and the Ryukyus consisted of mounted color reproductions of American paintings from the earliest to contemporary times as chosen in consultation with a panel of art experts, or as specifically requested by the occupation authorities. These reproductions covered a wide range of subject matter, such as portraits, landscape, still life, and engravings. In fiscal 1950, 737 color reproductions were shipped to Japan and 320 to the Ryukyus.

In some instances, original art works were collected with the cooperation of authorities in the field and sent to the occupied areas on loan; for example, original theatrical designs by prominent American designers were shipped for the exhibition attended by 2 million Japanese at the Osaka "America Fair" in May 1950. This showing was received with such enthusiasm that the original period of loan was extended for an additional year.

Lantern-projector color slides giving a representative picture of American architecture, arts and crafts, historical and contemporary American painting are sent in multiple copies for use in the Information Centers in both Japan and the Ryukyus. In 1950, 3,340 slides were shipped to Japan and 800 to the Ryukyus.

Exhibits

Numerous exhibits are staged in Japan and the Ryukyus by the occupation authorities as dramatic and visual media of effectively portraying democratic institutions and concepts. Exhibits are held in Information Centers, schools, factories, department stores, and various public places. They consist principally of photographs and three-dimensional displays, although collections of commemorative postage stamps and similar materials also are considered instructive and are
utilized for their educational value. In the early stages of this program complete large scale exhibits were prepared by the Army, matted or mounted and captioned in Japanese language. Later on, the majority of exhibit materials were shipped to the theater and prepared in the native locale. Displays cover such varied subjects as EMERSON'S NEW ENGLAND, HOUSES USA, HIGHER EDUCATION IN THE UNITED STATES and PRODUCTION AND REFINING OF OIL.

One of the most important Japanese exhibits depicting American life was the Osaka "America Fair" which opened in March 1950 under the initiative and sponsorship of one of Japan's leading newspapers, ASAHI SHIMBUN. The announced objectives of this fair were to deepen recognition and appreciation of America, to stimulate the prompt democratization of the country, to help the rehabilitation of national industry in supplying the country with abundant knowledge essential to its becoming an internationally minded nation. This fair, situated in the core of Japan's industrial area, drew approximately 2 million visitors from the most densely populated regions in the country. Its objectives, presentation and the enthusiasm engendered among the Japanese people were encouraging signs of democratic ideas and aspirations representing the beneficial impact of the reorientation program.