

A MISCELLANY OF SLOGANS AND SIMILAR ITEMS FROM OFFICIAL PROPAGANDA

January 1, 1939.

Handbill.

"This is truly a Happy New Year because you people of the three provinces of Kiangsu, Chekiang and Anhwei have passed from a period of bitterness and oppression to a time of happiness."

March 6, 1939.

Poster.

"China, Japan, and Manchoukuo will destroy the Communist Party so that Asia can grow and develop."

Handbill.

"The Good Neighbor With Whom We Want Intimate Ties."

The style is peculiarly awkward, and at times follows plainly a Japanese sentence-structure. It could not have been written by a man who knew Chinese well, much less by a native Chinese.

THE GOOD NEIGHBOR WITH WHOM WE WANT INTIMATE TIES

"If there were no Japan in the Orient, China would long ago have been wiped out of existence. That is a fact publicly recognized by China's scholars. China at the close of the Manchu period was extraordinarily decadent both as to internal administration and as to foreign relations. The reason why the Powers did not dare to carve up China like a melon, was that contemporaneously Japan was truly renewed by the Meiji Restoration. Japan at the time of the Meiji Restoration, with her national destiny rising higher and higher, was unobtrusively (literally, "invisibly") protecting China. Right through to the present time, the foundation which Japan has erected in the matter of national defence is more than exceptionally firm. Whether army, navy, or air units, all are tremendous forces guarding the frontiers of East Asia, securely protecting East Asia. On the side of science, Japan's progress has plainly surpassed all the haughty nations of Europe and America. The progress in science is shown in agriculture, industry, and commerce; there is rich and overflowing abundance of farm products; there are heavy and light industries spread over the entire country; there are articles of commerce distributed throughout the entire world, and the people of every country on earth are glad to buy and use them. There are other things, like the great glory of ancient oriental morality, the universal extension and development of the Confucian and Buddhist teachings, which have made the excellent and beautiful characteristics of the citizens of Japan, such as: the neighborly spirit of loving to exert themselves on behalf of society; belief in obligation to the state even to the point of death, resulting in the strongest sense of responsibility; habits of diligent industry and customs of simplicity. Gentlemen of any country whatsoever, as soon as they cross the threshold of Japan, all of them continually and everywhere discover Japan's excellencies of dignity, neatness, calm, and modesty. The ancient Chinese saying has it well: for residence, one must choose neighbors; for relationships, one must choose friends. Since we have this kind of good neighbor and advantageous friend, it is a favor sent from heaven, an incomparably fortunate destiny. We hope that the



powerful men of China, in the midst of the present dangerous suspicion and startling hatred, will please, for the sake of the advance of New China, make a fundamental reckoning! In order to restore our nation, we must bind to ourselves good neighbors. Aside from Japan, is there any other country adequate to be the friend of our truest ideals?"

(Note: The original paragraphing has been faithfully respected. Punctuation had to be altered, since it consisted merely of the final interrogation point, one exclamation point, and commas dropped at mechanically regular intervals.)

Poster.

(From a poster detailing the crimes of the Communist Party).

"Only Japan, Germany, and Italy can destroy Communism and develop the right policy for the world.

Handbills.

The people of both South and North must exert themselves to establish a New Order in East Asia. We must all cooperate in this matter so as to escape the oppression of the white people.

Exterminate Chiang and oppose the Communist Party: these are the first requirements for peace and national salvation.

Poster.

on The Fundamental Tasks for Securing the Common Survival and Prosperity (of the two countries):

1. Cooperation between China and Japan to ensure an increase in the production of raw materials.
2. Cooperation between China and Japan to ensure abundant livelihood for the people.
3. Cooperation between China and Japan to ensure the development of business.
4. Cooperation between China and Japan to ensure the improvement of culture.

March 28, 1939

(First Anniversary of the Establishment of the Reformed Government.)

Poster.

"Establish a New Order in East Asia, that will enable China to perfect her sovereignty."

Handbills.

"Congratulate the Reformed Government on its Anniversary! The people are now poor because Chiang took away their money to erect his fine residences, but this government will help the people."

"Only peace can save China!"

"East Asia independent and prosperous!"



"Chiang has ruined the country and impoverished the people."

"We must wipe out the guerillas and the assassins."

"Chiang, the Communists, and the British, are the Trinity of Devils That Harm the People."

"Chiang, you formerly fought the Communists. Why do you now use their help against the interests of the people?" "You are a great criminal!"

"Stamp out the Communists, or they will destroy our country and our race!"

(Summary of the Declared Principles of the Reformed Government).

1. To put into practice a constitutional system of three powers, abolishing one-party control.
2. To keep the disturbing Communist Party out of East Asia.
3. Equality with foreign nations. Close cooperation with Japan to ensure peace in East Asia.
4. Reconstruction. Suppression of banditry in countryside.
5. Relief of the unemployed; increase of production. Absorb foreign capital under national management. Cooperate economically with the friendly neighbor.
6. Aid in development of existing economic enterprises.
7. On the basis of ancient Chinese morality and culture, acquire the world's science and knowledge in order to foster able and strong citizens. Wipe out the old, proud education and theories of wild origins.
8. Lighten the burdens of the people; reduce taxes.
9. Advance men of promise, and by free speech encourage criticism of government.
10. Prosecute corrupt and grafting officials.

The Ta Min Hwei (Great People's Society).

Although the Executive Yuan of the Reformed Government has its own Propaganda Section, and various units of local government think it expedient from time to time to engage in propaganda that will please the Japanese or advance their own interests, the organ par excellence for such work is the Ta Min Hwei. That organization is not in any sense popular; it is wholly bureaucratic, consisting of a body of paid officials and their helpers. The quality of personnel is generally low. The first Chinese head of the Ta Min Hwei, Mr. Kao Hsueh, died suddenly in the course of 1939. It is generally understood that he was poisoned by the Japanese because he was unwilling to turn his propaganda in favor of Wang Ching-wei. At the close of 1939 it was understood that the Japanese who has managed the Hsin Min Hwei in North China was brought to Nanking in order to shift the Ta Min Hwei to the present northern plan of doing survey, investigation, and semi-social work to put the government in closer touch with



with the people and their problems. However, as late as the Lunar New Year (Feb. 8, 1940), the Ta Min Hwei provided inscribed streamers of red paper for many thousands of homes in Nanking alone. (Their content was mainly a plea for peace and prosperity, for cooperation with Japan and Manchoukuo to build a New Order in East Asia).

Leading principles of the Ta Min Hwei are stated on the covers of many of their publications to be as follows:

- "1. To promote the practical fulfilment of "The Principle of the People's Virtues" (parallel in verbal form with each of Dr. Sun's Three People's Principles); to establish firmly the spirit of the citizens of New China.
2. To spread political education and to appeal to the feelings of the people.
3. To renew life, strengthening the people's energies.
4. The cooperation of China and Japan, in order to plan for the successful autonomy of East Asia."

From a survey of some thirty pamphlets and small books published by the Ta Min Hwei, the following items are selected as characteristic or of particular interest:

OUR ASIA, is the title of a picture-pamphlet dated August, 1939, in a first edition of 18,000 copies. The introductory statement is called, "Asia is the Asia of Asiatics," and reads as follows --  
"Asia is the heavenly land opened up by our Asiatic forefathers. It is also the place that will provide livelihood for our Asiatic descendants. The white men, with their excessive ambition, employ the might of their warships, thinking to take Asia as their dish of fish and meat. But we, in order to seek the common survival and common prosperity of Asiatics, cannot but unite in one body to snatch back the whole of Asia, determined that we can never again let the white men come to trample on us."

PICTURED SLOGANS on various topics contain these items:

- "The War of resistance is the poisonous plot of the Communist Party to borrow a sword and kill the people."
- "The war of resistance is calling us out to escort us to death."
- "In order to save your life and property, hasten to wipe out the Communist Party and the Guerillas."
- "Peace can save the country."
- "The Reformed Government is the star of salvation for the people."
- "Without peace there is no way to save the country."

VARIED PUBLICATIONS include the following:

- "Painful History of Britishers' Cruel Slaughter of Chinese."
  - "A Short History of the Crimes of Britain against China."
- (The two items just mentioned are pamphlets under the name of The China Economic Society, whatever that may be. One of them has a Hongkong printer's address).



"Anniversary of the Birth of Sun Chung-shan" (1939).

Develops mainly the ideas of the Great Asia Doctrine; of the need for peace and struggle to save China, with Wang Ching-wei as the true heir and disciple, while Chiang Kai-shek is the renegade.

"True Picture of the Guerrillas."

A lurid story of violence and cruelty, interlarded with appeals to the people to return to their happy homes under the protection of the Japanese Army.

"A Study of China and Japan as Similar in Culture and Race."

This pamphlet is certainly beyond history.

"A Call to All Citizens of the Chinese Republic to Punish Chiang Chung-cha~~ng~~ (Kai-shek)"

"Discussion of the Error of Resisting Japan."

"Second Anniversary of July 7, the Liberation of the Peoples of East Asia" -- an elaborate collection of speeches and statements on the ill-chosen day of the Japanese attack at Lukouchiao.

#### HANDBILLS ON THE FIRST ANNIVERSARY OF THE TA MIN HWEI

"Manifesto to All the Workers of the Country" -- contains statement that the new regime is undertaking all sorts of construction, and the promise that all workers will have jobs and food.

"Manifesto to the Kuomintang Armies" -- contains accusations against the character and motives of their officers; appeal to join the new regime in saving the country by peace and justice, not by the bloody, futile war of resistance, which has cost so much in life and blood to China; special mention of turning over the rear to Russians and communists, so that there will be no place of retreat when retreat is necessary.

"If you want to save your lives and property, rise up and destroy the communists and the guerillas."

"Rice is costly as pearls, and fuel as cassia (cinnamon); this is the result of the disordering of farms and villages by the guerillas."

"Resistance calls you forth to die; it is also the poison plot of the communist party to destroy China."

"Only the destruction of communist bandits can bring prosperity to the nation and peace to the citizens."

"China and Japan are nations alike in culture and in race, who must be mutually cordial with one mind and one virtue."

"The anniversary of this Association shows that the people of China already have a strong organization."

"The establishment of the New Order in East Asia means the liberation of China and effort to make China prosperous and strong."

"The Japanese armies are here to help you cultivate your fields in peace."

"The anniversary of the rise of Asia (July 7) is the second birth of the awakening and uniting peoples of East Asia."

"The bandits and the New Fourth Army cannot come again to harm you; quickly tell your friends to come back home."



"Japanese and Chinese are all living together in East Asia; they must love each other just like brothers."

(Note: Most of the handbills cited above contain the date in small characters reading thus -- "Remember the liberation of the peoples of East Asia." Expand the movement for the construction of the New Order.")

AGGRESSIONS OF ALL THE EUROPEAN AND AMERICAN COUNTRIES UPON CHINA, is the title of a pamphlet from which the following cutting is taken:

"What has been signalled above comprises several points in the British aggression against China. There is also America. Some people consider that in regard to aggression in China she is better than the European countries. In fact, that is a superficial view. In the first half of the nineteenth century, American industrial capital had already attained considerable development. In America, although they cried up the Monroe Doctrine in order to oppose foreign invasion, yet in regard to our Asia they have shown the same degree of ambition and violence. But the circumstances are different, and the methods employed therefore are of course different.

"In 1898 they snatched the Philippines from the hands of Spain, and established in East Asia a base for attack. Two years later, they announced the policy of the Open Door and equality of opportunity in regard to China. The dominant motive for America's choosing this type of policy was certainly because at the time she was calculating aggressive undertakings toward China, this country was already being cut in pieces by the European Powers. The Powers' previous method of fixing special rights and spheres of influence were serious obstacles to late-coming nations considering aggression in China; therefore the use of the Open Door, equality of opportunity and so on, as weapons against those obstacles. It is apparent that America's intention was the same as that of the European nations, with no distinction between them. After the European War, American economic power again raised its head, and there was an excessive development of interference in China. But because America used economic influence to work upon the Chinese authorities, part of the people did not fully understand. At present the touted Anglo-American cooperation, and also the restoration of relations between America and Russia, both are to exert pressure upon the revival of the peoples of East Asia, and to break up the counter-policy of the union of the peoples of East Asia. This is very much worth our closer attention."

CHINA AND JAPAN SUPPORT EACH OTHER IN ORDER TO COMPASS THE SUCCESSFUL RISE OF AUTONOMY FOR EAST ASIA, an appeal by the Ta Min Hwei in pamphlet form:

"We must completely recognize the present world conditions, in which it is certain that no country can maintain itself in isolation. Every country in the world must distinguish between friendly states and hostile states. At the same time, we must realize the goals of the white race in coming to the Orient, and whether England, America,



and the rest do or do not sincerely intend to help us. The development of the white race abroad has been only to seize colonies, and their motive in China is simply acquisition. We must oppose this kind of acquisition and oppression, but certainly China alone cannot accomplish this task. Therefore we must join with the oppressed peoples of East Asia, and especially with Japan which is similar in culture and in race, and together rise up to resist.

"Employing Japanese capital and technical ability with Chinese raw materials and manpower, these two great nations rising up in combination can certainly develop tremendous power, build a New Order in East Asia, resist all foreign pressure and aggression, and complete the successful rise of autonomy for East Asia."

#### COLLECTIONS OF BROADCAST SPEECHES (Ta Min Hwei)

These productions, available in five volumes, are of interest because they suggest the use made of the radio; the speeches were also usually printed in newspapers. They contain much general political and educational material. For example, those given in the autumn of 1939 dealt with Wang Ching-wei's appeals, with the attitude of the East toward the European War, with "productive education", and included these titles:

"From Anti-Communist and Anti-British Efforts, Toward the Prompt Establishment of the New Central Government."

"The Alpha and Omega of the Anti-British Movement."

"What Our People Ought to Realize about the Manchurian Incident."

#### THE WORLD ATTAINS PEACE, a drama in four acts.

(No information as to performances, but the impression that it was written and printed to provide entertainment for Japanese advisers).

A family named Yellow consisted of four brothers and one attractive sister (China). They possessed valuable lands, but came to grief when two of the brothers fell into the bad company of men named Mei Li-chien (America), Yin Chi-li (England), and Fu Lang-hsi (France), spending their substance recklessly. A third brother did still worse with Su Hsing-chih (Soviet Russia, literally "Su who played the Red"). In poverty and desperation the first two plot to get themselves out of trouble by transferring their sister to the dangerous companions. But they find that the third brother has already pledged her to the Red. Strife turns to forcible seizure of the girl, when in the nick of time there arrives salvation in the person of Hwa Teh-lin (China's Virtuous Neighbor), a friend from the cordially disposed East Village, who had still earlier claims on the girl and is found really to possess her affections. The fourth brother had remained out of the action until the vices of the others required his entry. The turning to Hwa Teh-lin is partly due to his sagacity, and partly to the natural affections of the girl, hitherto restrained. (Thus it is plain that the brothers represent the so-called pro-European and pro-American elements of



the Kuomintang, the communist or other pro-Russian elements, and the profound Wang Ching-wei).

The conclusion is of course a new heaven, with the dawn of eternal peace in the discomfiture of the evil, scheming outsiders. A touching adornment is the singing of the Ta Min Hwei song by the girl and the one good brother, as they drink together following their discovery that they are agreed on the right course out of trouble.

Ta Min (Hwei) song

"Lustrous are the virtues of the people, raise high the regulations of morality, great are our people!  
Sun and moon do vie in brilliance, the whole world lauds the culture of East Asia, great are our people!  
The sacred teaching gives forth its glory; decorum, righteousness, honesty, honor, the four great virtues flourish; great are our people!  
With experience of the ages like a brocaded purse, one culture and one course, the yellow race indeed is mighty; great are our people!"

MISCELLANEOUS SLOGANS OF THE TA MIN HWEI,  
given as samples of less exalted moods:

"Spoiled fruits, and vegetables or meats which are not fresh, must not be eaten."  
"Members of the Great People's Association must live virtuously and set an example to the people."  
"Cleanliness will add to the years of your life."  
"Men of character must practice the doctrine of the people's virtue."

SLOGANS OF OTHER ORIGIN, painted on walls or on posters:

"Put your trust in the Japanese Army."  
"Japan and China are one in heart."  
"A strong new detachment of Japanese troops has arrived to reinforce the garrison. Citizens do not need to be anxious about public order and the protection of their lives and property." (January, 1940, in a city that has been occupied for two years).  
"Take good care of the railroad; it is for the people's benefit."

Provisional Formulation of the Aims of Japanese Propaganda, as seen in the main propositions reiterated therein.

The transcendent, comprehensive aim is to induce submission to the Japanese regime. The aim is demonstrated in various phases:

1. Peace. Freedom from the slaughter and maiming of the war. Relief from economic suffering. Attacks on the "suicide" of resistance and on the cruelty of the scorched earth policy. In positive form, employment and prosperity.



2. Conciliation with Japan. Under the rubrics of "cordial relations," neighborliness, cooperation (or, specifically, economic cooperation), mutual support.
3. Opposition to Chiang Kai-shek, communists of any sort, Russia, Britain, and any others who stand in the way of Japanese aims by encouraging the Chinese or assisting them to maintain independence against Japan. Guerrillas are of course included; and they and the Kuomintang are assimilated to the communists.
4. The New Order in East Asia. This is the enduring ~~2~~ form of fusion with Japanese interests, most specific in its negative aspect of expelling all interests of the white race. Appeal is made to Chinese experience of western imperialism. The policies of the western nations are lumped with those of Russian communism.

(Obviously, Phases 2,3,4 are found in varying combinations with each other, and other classifications are possible. However, the present one seems on the whole to be a fair representation of the main tones in the orchestration).