



# 不景氣と廣告

(1)

田島紀一郎

而してこの日、和見の性質

そは廣告の「便」を「利」的に

増大するものであるが、世の

多數はこの消費者的心理狀態

の重要性を是認しない。

年、度における消費者の前代未聞

の購買力發現は、廣告によつて

導かれた一つの心理狀態の

結果である。廣告は吾々の商

品を賣はし、人との競争

能を教へ。彼をして自己の商

品を買はし、貿易せば、か

からざることを教へたではない

か。

加は、加州オレンジ耕作者

の商品の代金にそれを支拂つ

つありや。君及び僕の作つた

商品を吾々の商

能を教へ。

他人の力によつて競

争を教へ。彼をして自己の商

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# 日系市民の氣焰を上ぐ 遂に二等を獲得し

日本人基青の名譽

新會館を褒美に

## 禁酒局移管

法務省から

財務省へ

## 米國巡歴少將が

來る七月一日

人員の大移動

三九六

禁酒局移管

法務省から

財務省へ

## 米國巡歴日程

加州には六月下旬來る

米國巡歴少將が

來る七月一日

禁酒局移管

法務省から

財務省へ

米國巡歴少將が

來る七月一日

禁酒局移管



# 南 加 版

映 話  
講演の夕べ  
有富聖山氏の處身的努力

## 地 方 色

モ子タガードナ

第一ボーリードウインを買ふなら  
大型苦音器附五十臺限り 定價二百九十九・八  
ガタループ

先沒者追悼法會

京成記氏羅病院大典

サンゲートブル

ガタループ

追悼法會

荒谷野球軍凱旋

過去五年間X光線器械を設備し一般患者の診療に從事いたし居候今新たにX光線治療室を増設ドクトル須々木榮氏擔當専門部屋の診療及施設に從事いたすべく候間で

現金が思ひ切らぬものにはござりません

第一流歯科治療月賦込制度

希望に依り毎月二度拂ひ込みの容易な方法があるに幸甚です。今日迅速に仕事は自由に進みます。又は月賦三十仙にてお申込み下さい。

日本看護婦在勤

DR. S. M. COWEN  
Painless Dentists  
506 South Hill St.  
Los Angeles, Calif.

最新式エレクトリート 電氣治療機

電気治療機界の王として過去一年間に一大改良を加へて向出するが、今まで最も強力で堅牢な機械であります。その外外見の美しさと操作の簡便さは特徴であります。

新造漁船と遠洋出漁

本邦人部販賣主任  
西井禎寺どく  
電話TU一四二五六三五  
御用印  
日本大正第一回

大正第一回

モ子タガードナ





The Largest English Section  
Published Daily by  
Any Japanese Paper  
On This Continent

# The Japanese American News

THE LARGEST JAPANESE NEWSPAPER PUBLISHED OUTSIDE OF JAPAN

A Newspaper For All  
Peoples Interested in the  
Welfare of Japan and  
The Japanese People

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Per Month \$1.00

## QUOTA BILL TO GET AID IN CONGRESS

State Department to  
Support Johnson's  
New Measure

WASHINGTON, May 28—(UPI)—State department support for the movement to lift the immigration exclusion bar lowered against Japan in 1924 is assured, but today there appeared small chance of action on the matter at this session of Congress.

Chairman Albert Johnson of the House immigration committee has announced his intention to introduce legislation to change the exclusion law, which is considered by Japanese to be an insult to their national honor.

Under the exclusion law, Japan law, Japan was removed from the list of quota countries and allotted an arbitrary 100 immigrants a year. Johnson's proposed amendment would put Japan on the same basis as other countries, whose quotas are assigned in proportion to the number of their people residing here at an agreed time. Under this calculation Japan's quota would be 180 or 190 persons annually.

Hughes' objections to Japanese exclusion still guide State Department policies although officials refuse to discuss the matter. It was the department's position that exclusion was unnecessary and would seriously impair American relations with Japan.

**Backers of Bromley  
Wait for Report of  
Pacific Plane Crash**

Special To the Japanese American News  
SEATTLE, May 28—Backers of the proposed Tacoma-Tokyo flight by Lieutenant Harold Bromley will probably determine before the end of the week whether they will again grave the jinx which seems to have pursued the venture from its inception, and order a fourth plane for the thus far ill-fated project.

C. R. Nabin of the Tacoma Chamber of Commerce and Secretary for the committee of business men sponsoring the proposed flight, said today nothing would be determined until details of Saturday's crash, in which the third Bromley plane was wrecked, had reached Tacoma.

"We must hear from Bromley first," Nabin said. "It is our understanding that the plane's loss must be borne by the Lockheed-Vega factory, its builders."

**Salinas Grads to Be  
Honored at Party at  
Temple on June 13**

Special To the Japanese American News  
SALINAS, May 28—Salinas Buddhist Church will honor the local and district high school and grammar school graduates on Friday evening, June 13, at a party to be given in the spacious Y. M. C. A. building.

Vice president Miss Tomiko Abe has chosen the following committee:

Chairwoman of the evening, Miss Rose Shirachi; program, Miss Massa Fukuda; decorations, Y. M. B. A. Juniors; place cards, Miss Chisuko Matsunaga and Miss Sumako Fukuda; graduates' names, Miss Yosida Matsunaga.

The food will be served by the Buddhist Ladies Society. Further details will be announced in these columns later.

**"Tear Pistols Grand,  
Keep Using Them,"  
Say Tokyo Police**

Special To the Japanese American News  
STOCKTON, May 28—The Little Bees held their semi-annual election at its regular meeting on May 25. Miss Lily Oshima was elected to act as president for the new semester. She is ably assisted by the following officers:

Secretary, Miss Joyce Tateyama;

treasurer, Miss Yoshiko Yamada;

assistant treasurer, Miss Agnes Fujishige; sergeant at arms, Miss Seisuke Matsumoto and Miss Ayako Inamatsu.

After the new officers had been

installed by the outgoing president,

Non-Inflammable—Safe Economical Insecticide That Controls Insects—Non-Poisonous

**UENOTRON**

Containing

**PYRETHRUM ESSENCE**

Non-injurious to plant life, sprouts, buds, open flowers, roots or foliage. Stainless: Does not spot flowers, leaves or fruit. Non-corrosive: Will never corrode or clog up spray outfit or leave sediment, or decompose or settle. Harmless to metal, rubber, wood, fabric, paint or skin. Non-offensive: Pleasant to its users in field or hothouse.

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Sole Distributors

NORTH AMERICAN MERCANTILE CO., Inc.,

330-342 Front Street  
San Francisco, Cal.

UENOTRON may be combined with fungicides or other insecticides without causing loss of its own insecticidal power. Dipping Solution: An effective dipping solution for fruit, bulbs, bare-rooted plants, shrubberries, seeds, cuttings or infested roots. Effectiveness: Kills many varieties of both chewing and sucking insects.

Solution: 1:200 will control Mealy Bugs, Aphids and other pests.

Solution: 1:800 will control Mildew.

Write for pamphlet.

SHANGHAI, May 28—The Nationalist government of China tonight faced another crisis menacing its safety. President Chiang Kai-shek personally commanding the government forces in Honan province since May 8 have been attempting to turn back the Northern Alliance rebel armies, was informed by Finance Minister Soong that immediate victory was imperative to prevent grave detrimental developments within the government.

I confess that I lose interest in a teacher when I discover that he never sees his students save in his class rooms and in his office at stated office hours. The great teacher is willing to have his private life broken into by eager students who come into his home at odd hours for informal and unofficial intellectual wrestling bouts. All this is a taxing enterprise. But who ever said that the life of the great teacher is an easy life?

Third, the great teacher keeps his mind fresh and free.

He must be given the chance every so often to get away from the routine schedule of his work so that he can have time to examine himself, his mind, and his methods.

He does not lecture year after year from the same dog-eared and yellow lecture notes.

He is in the best sense of the word a research man, which does not mean, by the way, that he is forever publishing monographs and books in his field. Frankly, when I have an appointment to make, I am not at all impressed by a long list of research publications by the candidate. I want to see the man and

get the feel of his mind, for some of the liveliest minds in the world of scholarship are not forever rushing into print.

I am convinced that infinite harm has been done to our universities by the over-emphasis we have put on publication by the teachers we appoint. We need men of wide and deep knowledge, and many teachers would be broader and wiser men if they studied and thought more and wrote less.

Second, the great teacher keeps his mind fresh and free.

He must be given the chance every so often to get away from the routine schedule of his work so that he can have time to examine himself, his mind, and his methods.

He must have time for travel, for leisurely reading. He must have time to peer into all the corners of his field so that he will become a too narrow specialist. He must have time to dip into some related but different activities. He must have the chance to become wise as well as learned.

Third, the great teacher establishes a personal as well as professional relation with his students.

I confess that I lose interest in a teacher when I discover that he never sees his students save in his class rooms and in his office at stated office hours. The great teacher is willing to have his private

life broken into by eager students who come into his home at odd hours for informal and unofficial intellectual wrestling bouts. All

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JAPAN SEEKS  
TO REWRITE  
SEALS PACT

Fishermen Stirred as  
Uncle Sam's Herds  
Eat up Fish

Japan Ruler Leaves  
Capital for Study  
Tour of Shizuoka

Special To the Japanese American News  
TOKYO, May 28—The Emperor left Tokyo this morning for Shizuoka for the purpose of inspecting social, educational, and economic conditions of that prefecture.

His Majesty plans to spend a week there returning to Tokyo on June 3rd.

Arriving at Shizuoka in the early afternoon, the Emperor visited the Prefectural Building, the Normal College, and the District Court.

The Premier and the whole Cabinet were present at Tokyo Station at the Emperor's departure. As the procession passed near Marumochi Building, members of the Kenkoku Kai, or extreme imperialists, scattered handbills attacking Minister Takarabe's policy at London.

ATTACHE OF  
CONSUL WILL  
WED JUNE 1ST

Prominent S.F. Youth  
Prefers Simplicity  
For Wedding

The wedding of Miss Kotaji Sato, daughter of Mr. and Mrs. T. Sato of this city, and Mr. Minoru Iino, of the San Francisco Japanese consulate, will be marked by a simple ceremony at the bridegroom's home on Twenty-third avenue on Sunday afternoon, June 1.

With only close relatives and friends in attendance, the wedding will be officiated by the Rev. Mr. Tsuda, pastor of the local Japanese Methodist Church. The ceremony starts at 3 p.m.

In the evening at 6 o'clock there will be a reception for the guests at the Shio Wa Low on Post street. The couple is expected to steal away for their honeymoon immediately after the banquet, their destination unannounced.

Miss Sato is a graduate of a girls high school of Yamanashi prefecture, Japan. She has been employed on the office staff of the local consulate for the past five years.

Mr. Iino is a graduate of University of Southern California of the class of 1927. He was formerly a member of the editorial staff of the New World News. He is also a native of Yamanashi prefecture.

The baishakunins were Mr. and Mrs. R. Ninomiya.

TO DISCUSS  
S. G. PROBLEM

State Convention For  
Woman Voters Will  
Hear Savant

Nagata Is Elected  
Mayor of Tokyo by  
Overwhelming Vote

TOKYO, May 28—Last night's special session of the Tokyo Municipal Assembly voted by an overwhelming majority for Hidejiro Nagata for mayor of Tokyo.

COUNT Hotel Yanagisawa, speaker of the Municipal Assembly, visited Nagata immediately after the voting took place and informed him of his election. Apparently undecided as to whether to accept or not, Nagata promised to give his decision on May 30th.

Following this interview, Nagata visited Kenzo Adachi, Minister of Home Affairs. Adachi advised him to accept the position and recommended Shigeki Iwakiri and Sakuraburo Uchigasaki for vice-mayors. Iwakiri was formerly advisor to the Department of Commerce. Uchigasaki was in the Department of Home Affairs.

ORATORS TO  
VIE IN TILT

Applications Should  
Be Made Soon for  
Alameda Affair

REEDLEY, May 28—The local Japanese community as well as the American populace was deeply concerned over the school controversy today.

Although busses from the Reedley High School and Junior College made their usual rounds yesterday morning, they gathered but 100 students out of a total enrollment of 643, the others remaining away for a second day in protest against the dismissal of Dr. E. H. Hauck as principal.

In the practically deserted classrooms, schedules were being maintained and teachers went ahead with their work even when only one or two students appeared.

The Trustees met last night but failed to take any action concerning the strike. Neither did they appoint a successor to Dr. Hauck, who was dismissed without the reason being announced. Two members are said to have declared their readiness to lead a move by the board to resign if that would clear the situation. As the district is self-governing, the County Superintendent has no jurisdiction and can do nothing to restore harmony.

Dr. Hauck said yesterday that the strike is costing the district approximately \$250 a day in funds allocated by the state and county upon the basis of average daily attendance. He repeated that he knew of no good cause for his dismissal after eight years as principal.

Continuing that extremely interesting letter: (Have you guessed who wrote it? We'll tell you next time, when it is finished—Obasan.)

His Excellency Nagao, has been staying at the Ambassador Hotel with his wife and daughter, Miss Nasako. In discussing the difficulties of the Japanese in America, His Excellency praised the determination of the German people in reconstructing post war Germany. Every man, woman, and child is working hard and giving their best to rebuild Germany, he stated.

With such a spirit, Dr. Nagao thinks the Japanese in America can accomplish great things.

Both envoys have been invited to take part in the discussion to present the second generation viewpoint.

JAPAN ENJOY  
IS L. A. GUEST

Dr. Nagaoka Praises  
Constructive Work  
of Germans

LOS ANGELES, May 28—Los Angeles is acting as host to two distinguished visitors. Dr. Haruhiko Nagao, ambassador to Germany, arrived on Saturday, and Mr. Akira Ariyoshi, ambassador to Brazil, arrived from San Francisco.

His Excellency Nagao, has been staying at the Ambassador Hotel with his wife and daughter, Miss Nasako. In discussing the difficulties of the Japanese in America, His Excellency praised the determination of the German people in reconstructing post war Germany. Every man, woman, and child is working hard and giving their best to rebuild Germany, he stated.

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Continuing that extremely interesting letter: (Have you guessed who wrote it? We'll tell you next time, when it is finished—Obasan.)

Immediately after our victory over the "fish," we accepted the high school firemen's challenge and trimmed them, two duels straight.

This time it was on the winning outfit. Having had a little experience, we sophisticates handled our water line like vets and ripped the shirts, slacks, hats and other wearing apparel off the high and mighty firemen.

Incidentally, we won the Hood River County water-squirt championship.

Luckily I couldn't well, I mean didn't—suffer any ill effects except that I was so full of water that I gurgled every time I tried to speak and that my ear was so full of water that I could have started a private pond.

That's that—and it was, Obasan, a mighty battle.

Yes, Obasan, I'm awfully conceding.

An election of officers took place with the following results:

RAYMOND Takahashi, pres.; G. Sasaki, vice president; Mary Sonoda, secretary; and Mary Mori, treasurer.

A committee of five was appointed to draw up the constitution to be presented at the next meeting in the fall.

MARY MORI, pres., of El Centro Christian Endeavor pre-sided at the meetings. Rev. C. Hayama of the Brawley H. E. Church and Rev. J. Kokubun of Calexico assisted in the program.

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At our annual school election I had the chance that comes to a sophomore once in a lifetime.

Believe it or not, Obasan, they picked me for both jobs—I mean for editor of both the paper and the school newspaper.

Not that I am especially good or anything. I guess they only wanted someone who'd make a good goot. Well, I happened to be IT.

It was an awful predicament to be in. I didn't know which one to choose. One was equally as good as the other. Oh, it was terrible. I couldn't have both—and I most certainly didn't want both. I don't see why they didn't nominate someone else. Out of 360 students, they had to get me as the goat. Well, if I only had horns, I'd certainly have been THE GOAT.

For two whole nights I tossed around in bed trying to decide. First I'd pick one and then I'd take the other. I flipped coins, drew straws, sat at a crack, pulled daisy petals—but it wasn't any use. Every time I made a choice I thought up of something in favor of the other so I didn't get very far. But finally I chose the paper. Since then, I've come to regret my choice, because I won't get a chance to play football at all. It took me a month to make the team and now I won't get to play. Well, anyway I'm conceding so it doesn't make much difference.

(Comment to writer: Please do me a nephew-like favor. Forget that idea of being conceded. I do not believe that you are—Obasan.)

Willy's Sweet Shop

Candies, ice cream sandwiches, and soft drinks

A second generation business