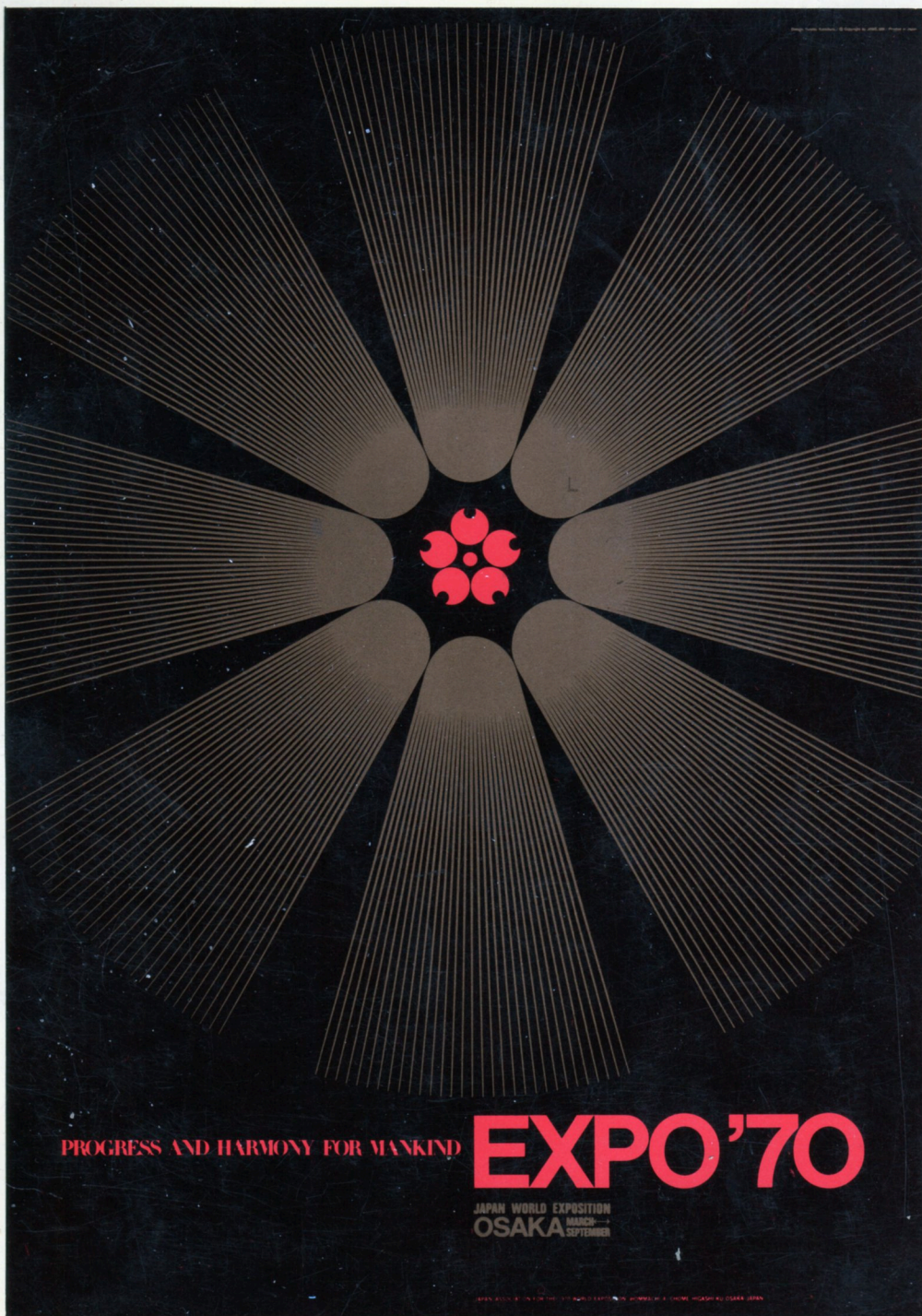


SEEING EXPO'70

GUIDE TO JAPAN WORLD EXPOSITION



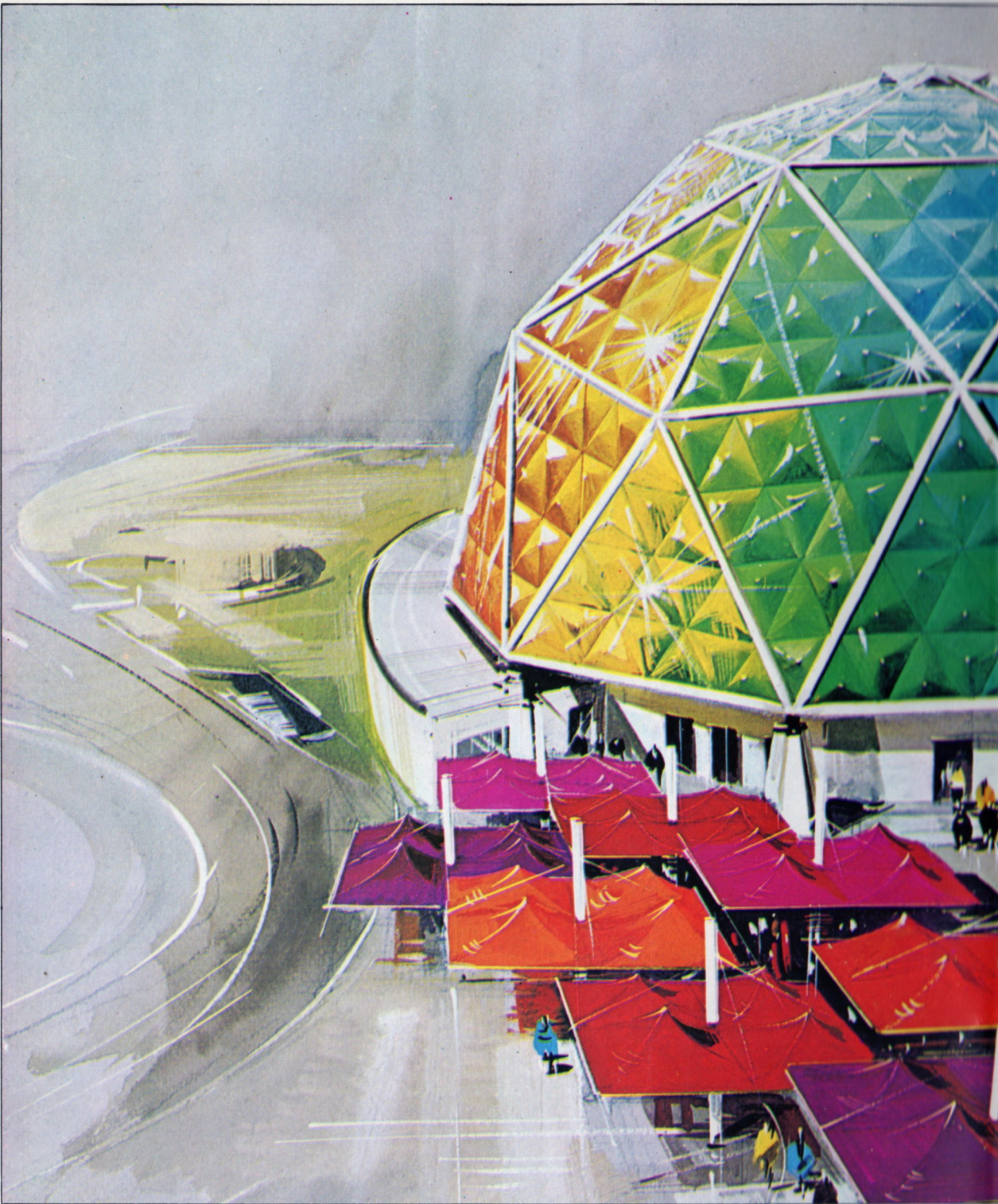
PROGRESS AND HARMONY FOR MANKIND

EXPO'70

JAPAN WORLD EXPOSITION
OSAKA

MARCH - SEPTEMBER

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30 million people are going to see things in a new light

A thrilling new adventure in light, sight and sound is coming to EXPO '70.

It's Global Vision. Film projected on a giant sphere—the world's largest screen. You'll discover it at the Toshiba-IHI Pavilion.

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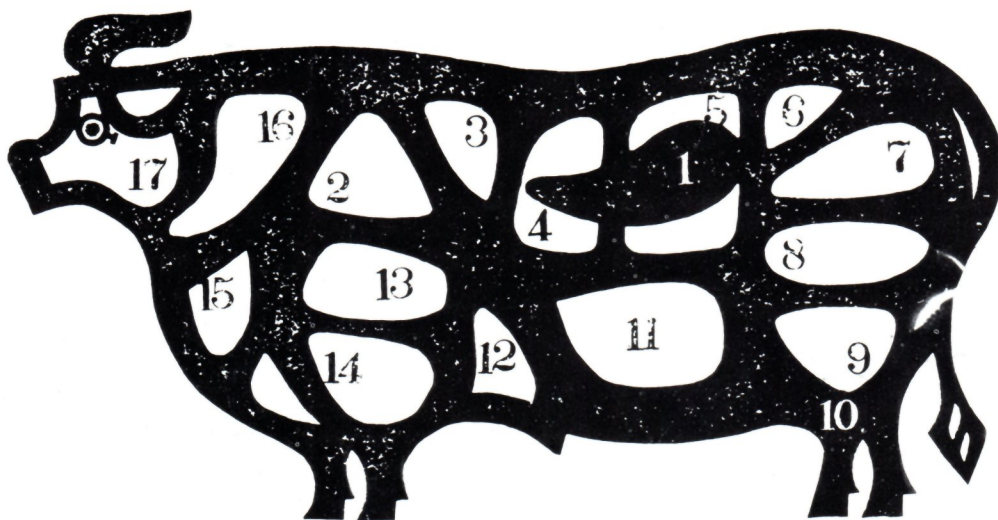
From Toshiba's own Research and Development Center, one of the world's largest, have come countless products and techniques which have revolutionized their fields, adding to man's knowledge and well-being.

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**Ever eat a Beefsteak
under water?
You can at our restaurant at EXPO '70.**



It's a very special restaurant:
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To the colorful underwater
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appointments, gracious hospitality,
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ALL-PURPOSE seasoning. Sum: a
unique adventure in fine eating.

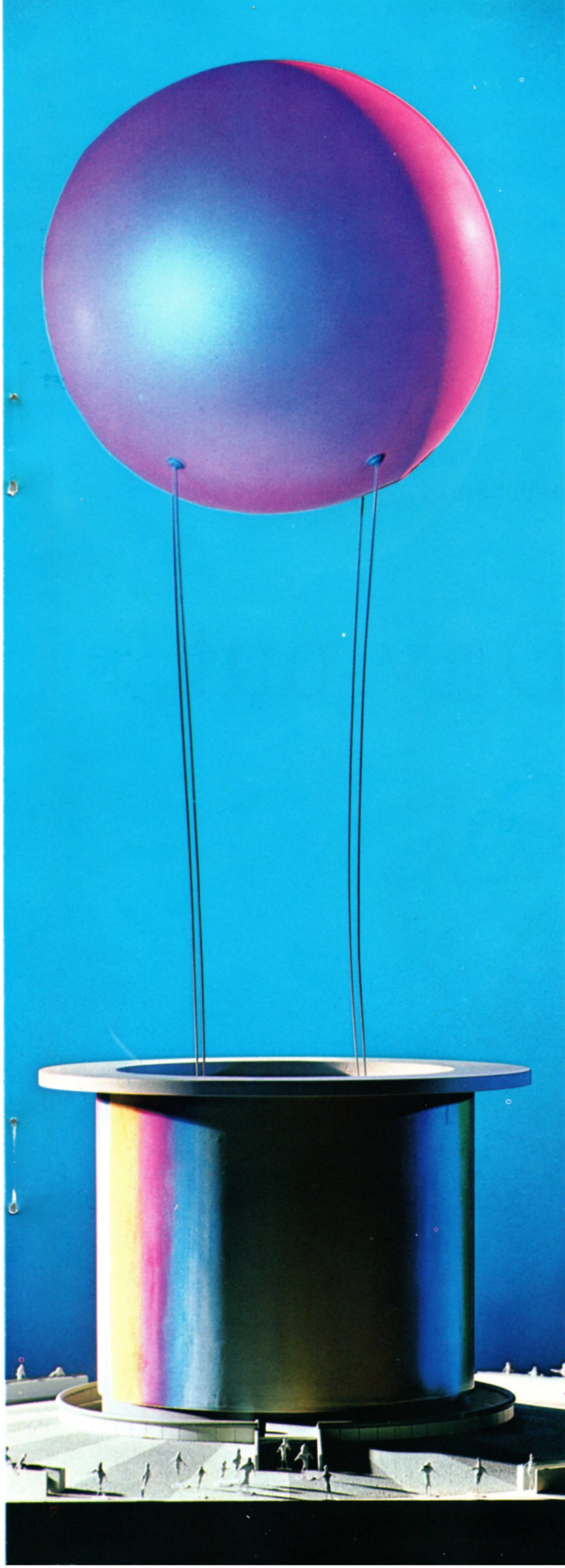
Be sure to include the Kikkoman
Aqua Restaurant on your "must visit"
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Presented by the Kikkoman
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**Delicious on Meats,
Salad, Fish & Vegetables . . .**

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SOY SAUCE
SINCE 1630

KIKKOMAN SHOYU Co., Ltd.
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RICOH'S PAVILION IS UNUSUAL BECAUSE RICOH IS!

Ricoh people are real squares when it comes to dedication. But there's nothing square about their thinking. And few companies can match Ricoh's success in a wide variety of product development and international marketing situations. Nothing square about Ricoh's Pavilion either!

Here is a pavilion that is ultra-modern in engineering and aesthetics. A giant cylindrical building above which is suspended a multi-colored sphere of light. But the concept behind this remarkable structure reflects basic Oriental insights into human life.

Ricoh presents three eyes—The Eye of Earth: the cylinder—The Eye of Heaven: the sphere—and The Eye of the Spirit... the fabulous interior. Ricoh's pavilion is not just a promotion for Ricoh. Anybody could do that. Ricoh's pavilion offers you a new kind of experience. In fact, an extraordinary kind of experience.

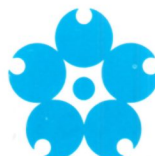
After all, Ricoh is a rather extra-ordinary company. Our wide variety of eminently practical, quality cameras are probably our best known products. And our business machines have helped modernize offices from Australia to Zanzibar. In Japan, one Ricoh firm pioneered certain kind of rentals, another bottles Coca-Cola, another fuels the planes at Tokyo International Airport, and still another runs a famous Ginza landmark, the cylindrical San-Ai Building.

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The Electronic Ricopy, the Ricoh Offset Printing System, Ricoh micro film equipment, Ricomac Calculators and Cameras.

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EXPO '70

Visit the Ricoh Pavilion at EXPO '70

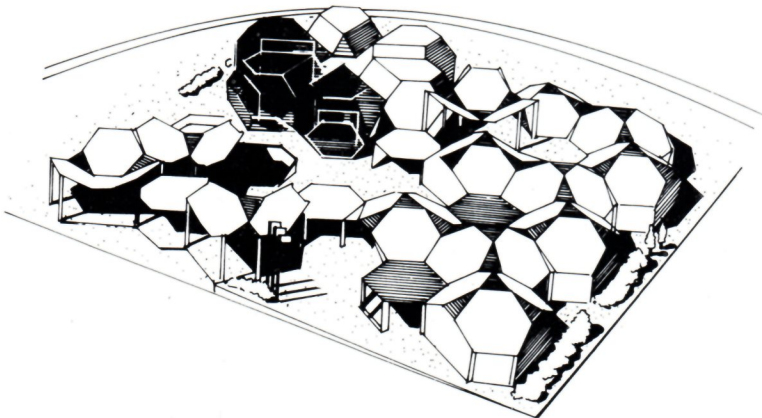
** The morning in Japan, people's daily activities
and the happy life of typical Japanese households*
.....**32 exhibition sections**



** The four seasons in Japan, each featuring unique scenery,
sounds and poetic beauty of nature and the joy of life in Japan*
.....**Rotary Theater**

** A place for merry get togethers*
.....**The Attraction Stage, festival Plaza
and Restaurant**

“Day in, Day out”



The Livelihood Industry Pavilion built by all of us

The Livelihood Industry Pavilion with the theme of “Day in, Day out” is composed of many hexagonal and square blocks made of “honeycomb panels.” All of the exhibits are intended to describe a better home life in a modern and yet poetical environment. They show the pleasure and prosperity shared by the Japanese people.

LIVELIHOOD INDUSTRY PAVILION

The earliest known light ray gun.

That's the label the archaeologists might pin on our 1.5" TV when they open our Time Capsule in 6969. Baffled by the long-dead language, they'll have to imagine what their ancestors did with the strange, primitive objects buried in the sphere.

And if the TV throws them, imagine what they'll make of the lipstick alongside it. A kind of warpaint, perhaps? You can see the Time Capsule in the Matsushita Pavilion here at EXPO '70. When Expo's over it will disappear for 5,000 years.

When it reappears, who knows what brave new worlds people will be living in. Our guess is that electronics will be even more important in the future than they are today.

As Japan's largest electronics company, we are proud of the way our pace-setting electronic products—the world's smallest IC TV is just one—are making work lighter and leisure more rewarding, here and now, for millions of people around the world.

MATSUSHITA ELECTRIC / NATIONAL / PANASONIC®



SEE TIME CAPSULE AT MATSUSHITA PAVILION



A Japanese fan, KDK style



12" (30cm) 30 GKV

Japan, of course, is world-famous for the beauty of its fans. We, at KDK, took this beautiful tradition and adapted it to modern life.

Result? Beautiful KDK fans.

And it's something we've been doing for over 60 years. So it's no wonder then that KDK is the world's leading manufacturer of fans. Not only in quantity. And in beauty. But in quality, too.

KDK also has a world-famous reputation for innovation. For example, KDK was first with a Full Automatic Oscillation System. And first with a perfume container. And first with a night lamp. (That's to let you see how cool it is.)

And that's why so many fan connoisseurs—all over the world—are KDK-fan fans.



MATSUSHITA SEIKO CO., LTD.

18, 1-chome, Imafuku-kita, Jyoto-ku, Osaka, Japan

The well that never dries.

Far back in the remote recesses of man's subconscious mind, there is a well that never dries. It is a well of great, enduring moral truths, springing from common ancestral experience and embodied in the beloved fairy tales that have delighted children the world over for countless generations.

Now Japan's prestigious Sumitomo Group, through the creation of its enchanting Fairy Tale Pavilion at Expo '70, is leading mankind back to that well, in the hope that in reliving these endearing tales of make-believe, the lives of each of us will be further enriched.

All of the Group's great technological skills have been tapped to help evoke the magical quality of the world's best loved stories . . . of paupers and princes, warriors

and wizards, damsels and dragons, in gingerbread houses and crenellated castles.

But the Sumitomo Group hopes that visitors will look beyond this fantasy world to discover once again the underlying moral principles, the ideals which have inspired and motivated men down through the ages.

It is these truths and these ideals which the Sumitomo Group feels should continue to be the guideposts for all mankind in this new Lunar Age.



SUMITOMO PAVILION

EXPO '70



Tokyo's
HOTEL NEW OTANI
is
now

The New Otani

...What happened to the "HOTEL"?

We decided to take the "Hotel" out of our name.

Because it seems to us, a hotel is just a place you go for a night's sleep. Period. Hardly a fitting description of The New Otani's unique facilities and services.

Spacious grounds, for example, surrounded by a moat. Ten-acre classic garden. Convenient mid-Tokyo location. Sky-high revolving lounge. Japan's largest convention headquarters. Eleven magnificent restaurants. And lots more.

But don't worry. Although we've dropped the "Hotel" from our name, you can still come for a good night's sleep.



HOTEL
The New Otani
TOKYO

Only 20 minutes from Tokyo International Airport

SEEING EXPO



"The Tower Of The Sun" rises in the Festival Plaza of the EXPO'70 site.

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SEEING EXPO

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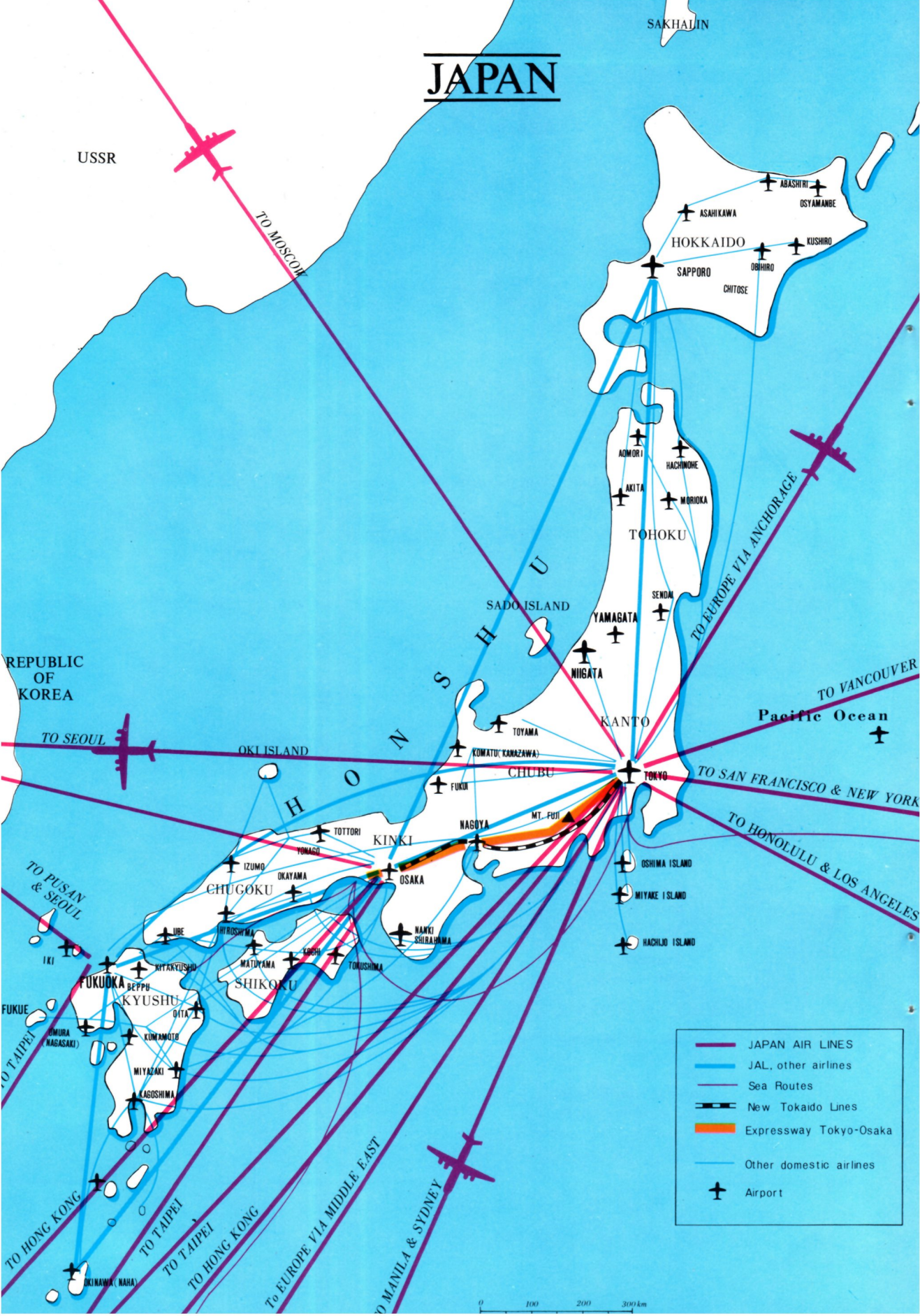
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JAPAN



Invitation To Japan



The Osaka International Airport, which has come into the limelight as the air gateway to the EXPO site and to western Japan.

Travel To Japan **Fast And Comfortable**

AS a result of the tremendous progress of air transport techniques, an increasing number of tourists to Japan travel by jetliners.

It is estimated that more than 85 per cent of the total number of visitors to the Japan World Exposition, Osaka, 1970, will come by air.

The majority of air travelers will be utilizing the regular jet flight services being conducted by international passenger airline companies.

Among the major international airlines serving the Tokyo route are Japan Air Lines, Pan American World Airways, Northwest-Orient Airlines, Air France, BOAC, Alitalia, Lufthansa, KLM, Canadian Pacific Airlines, Qantas Empire Airways, Varig Airlines, etc.

It is expected that these major airlines will stage fierce competition to catch as many EXPO visitors as possible.

Some of them have already announced fare cut plans and increase in the number of regular flights for 1970.

The Japan Airlines, the official carrier for EXPO visitors, is scheduled to introduce Boeing 747 jumbo jets for the exposition.

A spokesman for the semi-government airline firm said that JAL is planning to put into service

two jumbo jets in July 1970, each with a seating capacity of 361.

In addition, JAL will put into service nine more DC-8's, and six more Convairs.

The JAL spokesman said that his firm as well as foreign airlines firms will have adequate seating capacity as far as the Pacific routes are concerned.

JAL expects that one-third of the estimated total 380,000 to 400,000 foreign visitors to the exposition will use the company's regular flight services during the period of the exposition.

As of early July, a total of 54,000 visitors were already booked on the JAL flight list.

The Japanese flag carrier also announced a drastic fare reduction program over the Pacific routes.

For example, new 14/21 day excursion fares will be \$480 all the year round between Tokyo and Honolulu, and \$641 for the peak-season (departures in June through September eastbound and in July through October westbound) and \$614 for the basic-season (the remaining months) between Tokyo and the U.S. West Coast.

These fares are lower than the normal econ-

omy round-trip fares by a maximum of 12.9 per cent.

The company will put into effect from January 1970 new low Bulk Inclusive Tour fares.

The 14/28-day Group Inclusive Tour fares for more than 15 persons between Tokyo and Honolulu will also be reduced from the current \$470 peak and \$440 basic to \$350 all the year round by 25.5 per cent and 20.5 per cent respectively.

According to JAL, for groups from Japan to Honolulu, a shorter period of four to eight days excluding the arrival day in the U.S. and includ-



The lobby at the Osaka International Airport.

ing the departure day from there will also be applied.

And for groups to the U.S. mainland, Canada and Mexico, another period of seven or eight days will be applicable to the same Group Inclusive Tour fares.

The current Individual Inclusive Tour fares between Tokyo and Honolulu of \$520 peak and \$487 basic will be reduced to \$480 all the year round, by 7.7 per cent and 1.4 per cent respectively.

The Group/Individual Inclusive Tour fares between Japan and the U.S. mainland (West Coast) will remain as they are (\$560 peak and \$530 basic for two ways).

As to the nationality of visitors to Japan during the Osaka world exposition, the Japan Travel Bureau, the largest travel agency in Japan, estimates about 50 per cent of the total number will come from the United States and Canada.

At present, the share of the number of visitors from the United States to the total figure is 42.3 per cent.

This figure will not change to any noticeable extent, but the number of Canadian visitors will increase during the exposition, an official of

JTB said.

From the United States, the bulk of the visitors is expected to fly in via Honolulu. People favoring this route can utilize, besides JAL, any of such airlines as Pan American World Airways, the British Overseas Airways Corp. and Varig Airlines.

The other route from North America is the so-called Great Circle route. Northwest-Orient Airlines and Canadian Pacific Airlines service this route.

One-third of the remaining half, according to the JTB estimate, is expected to come from Europe. Most of the European visitors will presumably utilize the Polar Route.

The airlines flying over the North Pole routes, besides JAL, are Scandinavian Airlines System, KLM, Air France, Lufthansa and BOAC.

Fares for Copenhagen-Tokyo via the North Pole are \$1,125.80 for first class one way and \$677.70 for economy class one way.

It takes 16 hours to reach Tokyo using the direct North Polar route.

Visitors from Europe who want to make a short tour of various Middle East and Asian countries are recommended to take the so-called Southern Route.

They can enjoy colorful sightseeing trips until reaching the Tokyo International Airport or the Osaka International Airport.

Japan Air Lines, Air France, the British Overseas Airways, Corp., Alitalia, Pan American, Scandinavian Airlines System, Air India, Lufthansa, SABENA and Swiss Air Transport are flying this route.

The fares for Rome-Tokyo over the Southern Route are \$1,069.70 for first class one way and \$641.30 for economy class one way. It takes about 25 to 27 hours to reach Tokyo from Rome by this route.

Europeans can also use the direct Moscow-Tokyo air service being conducted jointly by Japan Air Lines and Russian Aeroflot.

The first class one way fare for this route is \$789.80 and the economy class one way \$538.70. By utilizing this route, a passenger can reach Tokyo from the Russian capital in 11 hours.

It is expected that Japan Air Lines will be allowed to extend the current Tokyo-Moscow route to other European destinations in spring 1970, though exact places are not yet decided.

Visitors from Southeast Asia nations will find a variety of transportation means to reach Japan during the exposition period.

In addition to increased regular flight services by international airliners, they will be able to utilize chartered flight services and ship trans-



The busy Tokyo International Airport.



Vessels dock at Yokohama Port.

portation.

An informed JTB source said that a considerable number of visitors from Asia will come by ship for reason of transportation economy.

Chartered ships will also become floating hotels berthing at some Japanese ports such as Kobe and Yokohama for a certain period during the exposition term.

Visitors from Australia can choose sea or air transport service according to one's own budget and inclination.

JTB expects a considerable number of people from Down Under to use ships rather than regular flight services or chartered flight services.

An informant said that Australia at present is plagued with a shortage of ships and because of this, shipping firms concerned will have to provide needed vessels from elsewhere.

As to the regular air service, Qantas Empire Airways and Japan Air Lines are flying the Sydney-Tokyo route via Manila and Hong Kong.

JAL has been flying a twice weekly service over this route from September 30, 1968.

As far as shipping services are concerned, Eastern & Australian Steamship Company, Indo-China Steam Navigation Company, Australian Oriental Line/China Navigation Company and Royal Inter-ocean are the lines which operate service between Australia and Japan.

Their ports of call include Adelaide, Melbourne, Sydney, Brisbane, Rabaul, Sandakan and Hong Kong. Optional calls may be made at Cairns, Port Alma, Port Moresby, Manila, etc.

Since Japan is the shipping center of the Orient, it is also served by a number of steam-

ship companies which maintain regular services from North, Central and South America as well as from Europe and the Far East.

Between Nakhodka, the Maritime Province of the Soviet Union on the Japan Sea, and Yokohama and Osaka, regular service is offered by a passenger vessel of the Morflot—Soviet Maritime Agency (Far Eastern State Steamship Line)—throughout the year.

On the average, four or five per month services are being conducted on the Nakhodka-Yokohama or Osaka route.

Tourists who come to Japan during the exposition period will get free service for the obtaining of visas.

Currently, a tourist applying for a visa from the Japanese Government is requested to pay \$4 to \$5 each time.

It will also not be difficult or troublesome to obtain a visa to Japan.

A visa can be issued at any Japanese consulate abroad regardless of the applicant's nationality or place of residence.

However, nationals of such countries as Argentina, Austria, Belgium, Canada, Denmark, Dominican Republic, Finland, France, West Germany, Britain, Greece, Iceland, Ireland, Italy, Luxemburg, Netherlands, Norway, Pakistan, Spain, Sweden, Switzerland, Tunisia and Turkey are exempted from visa requirements as long as their stay does not exceed a certain term. (Six months in case of Austria, West Germany, Britain, Ireland and Switzerland).

Visitors from countries which require overseas tourists to obtain passport are requested to possess a valid, unexpired passport before they apply for a visa to Japan.



Naked youths carry a colorfully-decorated Mikoshi (portable shrine) in the Kenka (fighting) Festival in Himeji City, Hyogo.

Japan—Host Nation Of EXPO'70

UNTIL some time ago, Japan, the host country for the Japan World Exposition, Osaka, 1970, had been known to the outside world mainly through Mt. Fuji, cherry blossoms and Geisha girls. Today, it is more through transistor radios, cameras and other sophisticated industrial goods, the world's fastest "bullet trains," or militant "Zengakuren" students that she is famous.

This change indicates the dynamic transformation Japanese society as a whole is now undergoing.

Take one of the "bullet trains" on the New Tokaido Line that connects the nation's two largest cities of Tokyo and Osaka over more than 500 kilometers (300 miles) in only three hours. Travelers cannot but be surprised at the convenience and comfort realized as a result of Japan's industrial and technological achievements and also at the breathtaking view of Mt. Fuji along the line. They will not fail, either, to notice the endless sprawling of small wooden houses in the cities in between and the scattered modern plants and factories. Such mixture of things old and new is certainly one of the most notable phenomena everywhere in Japan.

Under such a situation, it is not difficult to imagine that there is sharp confrontation between old and new forces and between old and new thinking. "I cannot understand them" is a most common expression used by one generation to describe another. The so-called generation gap is prevalent and social tension is high.

Yet, Japanese society remains among the most stable in the world. Despite repeated demonstrations by Zengakuren students and labor unionists, the Government dominated by conservative forces has been in power with almost no letup in the postwar period and the economy has enjoyed an unprecedented boom.

Probably the greatest worry over the Japanese economy concerns the speed of its growth, the fastest in the world. Japan's gross national product (GNP), has reached a level excelled only in the United States and the Soviet Union. According to simple mathematical calculation, if the present trend continues, Japan will overtake all other countries even in terms of per capita income by around the end of the present century. Authorities must be worried over the

possibility that too fast a growth may produce social frictions too serious to remedy.

Japanese industry has attained a level where many of its products are among the best on international markets. Cameras, for example, are popular worldwide.

On the other hand, the Japanese people, who were crestfallen and undernourished in the years immediately after the war, now own numerous modern household appliances, including television sets, washing machines and refrigerators.



The New Tokaido Line and the Meishin Expressway.

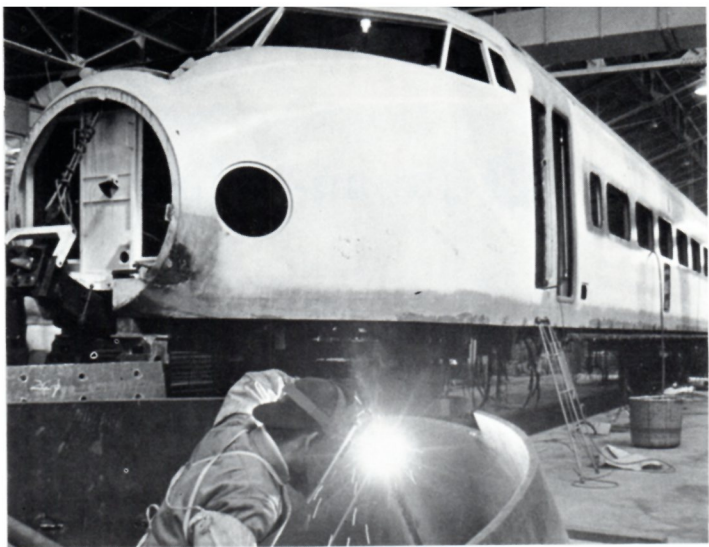
The enhanced competitiveness of Japanese goods, it seems, has ushered in a new age of continuing surpluses in her balance of payments. The Japanese currency, fixed at ¥360 to \$1, is among the strongest currencies.

The long stability in Japanese politics owes much to the remarkable progress achieved in the economic arena. The present Government is highly conscious of the importance of continuing the current economic boom as long as possible.

At the same time, the political stability and economic prosperity have produced a new trend toward what observers call "multi-polarization"—emergence of new forces accompanied by the decline in the powers of the ruling party and Socialists, the No. 1 opposition. As far as the percentage breakdown of popular votes goes,



Taizo Ishizaka, left, and Shunichi Suzuki, EXPO'70 president and secretary-general, respectively.



A New Tokaido Line train coach under construction.

the Liberal-Democratic Party in power can no longer muster a majority vote. Communists and a group influenced by a religious sect are scoring impressive gains.

By coincidence, the year of EXPO'70 is also the year for a review of the security treaty with the United States. This means that in 1970 the Japanese, while enjoying the festive mood of EXPO'70, will be forced to make a serious reappraisal of the defense of their land now under the "U.S. nuclear umbrella." As circles opposed to the military alliance with the U.S. are expected to deploy energetic campaigns, visitors to EXPO'70 may encounter demonstrations by Zengakuren students.

The year 1970 is thus a time for finding a greater national consensus on the vital issue of defense, which is also inseparably connected with the reversion of Okinawa, "keystone of the Pacific" in the U.S. defense setup, to Japanese rule.

Despite possible anti-U.S. demonstrations, any foreign visitor, even if American, will find, without fail, that the Japanese people are really hospitable to him. Traditionally, they have been quite eager to learn as much as possible about foreign things, and their mind has always been opened to the outside, even during their seclusion from the rest of the world in the past. Xenophobia is something alien to them.

Roughly speaking, the Japanese had tried to study Chinese culture until the middle of the last century and the target of their study since then has been Western culture. In the study of both, they have attained splendid results in that they have succeeded not only in learning the essence of foreign culture but also in assimilating it into their own and creating a new and unique one.

For one thing, they have added their inventions to the imported system of Chinese charac-

ters, and "Tale of Genji" written by Lady Murasaki in the Japanese language about 1,000 years ago is reputed to be the best at that time in the world.

For another, their devotion to Western science has made Japan the most "Western" country in the Orient. Most probably, visitors from North America and Europe will be surprised to find great similarities to their industrial and social structures.

It must be added, however, that Japan, a country with one of the oldest histories in the world, is still deeply immersed in her own traditions. Literary works contain elements based on both imported and indigenous values. The unending thirst for things foreign has resulted in the emergence in Japan of an intriguing mixture of everything in the world. In a sense, the Japanese may be at the same time the most cosmopolitan and most local-minded in both attitude and thinking. This is the reason why, in talking with Japanese, foreigners find in them both kinship and inscrutability.

Another point which will impress foreigners is the fact that the Japanese are a highly unified people, ethnically and culturally. This fact results primarily from the growth of the Japanese people in a narrow confined land area separated by the Sea of Japan from the Asian Continent.

The centralized power system and the recent development of television have further enhanced the tendency toward uniformity. A best-seller in Tokyo, the capital, is automatically one in every district of the country, and news carried on front pages in most daily newspapers concerns political movements in Tokyo and latest developments in the international scene.

This phenomenon, puzzling to many visitors, appears to be related also to the fervent zeal for education in Japan. Universities and colleges, including two-year junior colleges, number



An assembly line at an automobile plant.

nearly 1,000 and those enrolled there reach the 1.5-million level. In few other countries does a greater ratio of school-age youths attend colleges than in Japan.

Of course, there persists strong criticism of the existence of so many universities. In retrospect, it is an undeniable fact that the existence of many institutions for higher learning has played the role of channeling the brightest boys and girls into every field of social activity.

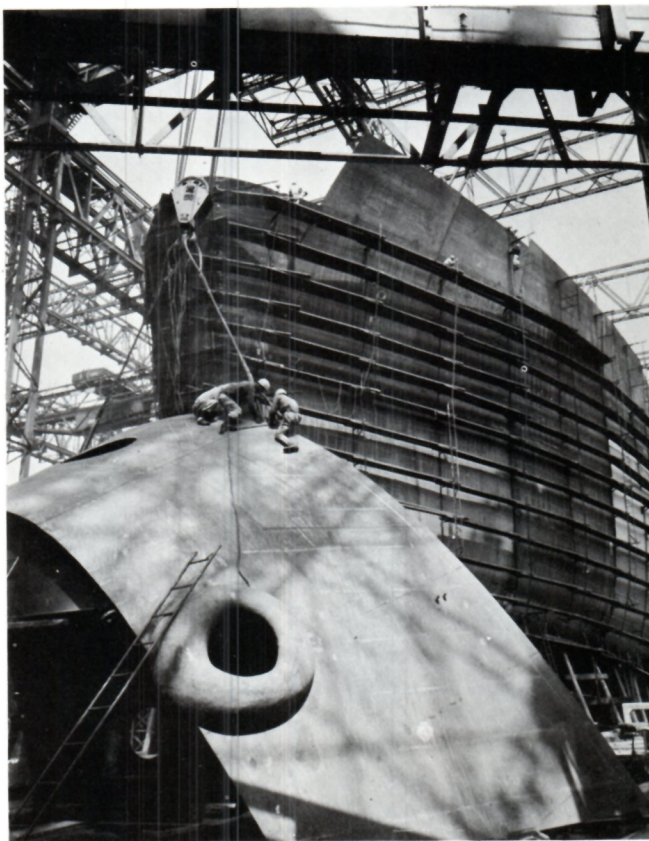
Here lies the secret of Japan's success in international society. Japanese society is undeniably a class society, but barriers between the upper and lower classes are not necessarily insurmountable. Youths in the lower classes can easily join the upper classes, if they are bright and diligent.

A closer scrutinization of Japanese culture will reveal the tremendous influence of weather and climate on everyday life. Ordinary conversations in Japan begin with "It's fine today," "I hate this long rain," or other words related to the weather.

This is based on the fact that, with weather characterized by distinct seasonal and daily changes, it is impossible for the Japanese to remain indifferent to it. This in turn has sharpened their sensitivity to nature and its beauty.

Yasunari Kawabata, Japan's only recipient of the Nobel Prize for Literature, began one of his speeches in Sweden with an old poem: "In the spring, cherry blossoms. In the summer, the cuckoo. In autumn, the moon, and in winter, the snow, clear and cold."

He further elaborated: "When we see the beauty of the snow, when we see the beauty of the full moon, when we see the beauty of the cherries in bloom, when in short we brush against and are awakened by the beauty of the four seasons, it is then that we think most of those close to us, and want them to share the pleasure."



A mammoth tanker under construction.

March through September, the half-year period when EXPO'70 is held in Osaka, includes the best seasons of the year. March, April and May are the spring months in Japan, the most refreshing period when trees take on verdure after the cold winter. June, however, is the rainy season, called "tsuyu," and late July and August are the hottest. The month of September arrives with both lingering heat and an invitation to cool autumn weather. It is also the month when Japan is the most vulnerable to typhoons.

In whichever month of this period you may come to Japan, you need not stuff your suitcase with clothing. Light dress is recommended.

Compared with most countries in the temperate zone, however, Japan, surrounded by the sea on all four sides, is more humid. This humidity becomes worst when combined with summer heat. This may mean that you need some extra clothing for change during the summer months, but the availability of quick laundry service at hotels and the use of air-conditioning lessen the discomfort of the sultry weather.

The annual rainfall in Japan is greater than in many parts of the globe. Most flows to the sea



The West Entrance to Shinjuku Station in Tokyo.



A night scene on the Ginza, Tokyo.

through rivers, but Japan is still favored with tasty water everywhere, fit for drinking.

Another important point to keep in mind about Japanese weather is the ferocity of typhoons if and when they directly hit the Japanese islands. Although only a fraction of those spawned in the South Pacific each year approach Japan, the force of their wind and rain should never be belittled. Visitors during August and September are advised to pay special heed to typhoon warnings.

The moist climate may suggest that Japan is a country where things easily rot and that it may ever be an unhygienic land. This conclusion is totally wrong. A highly industrialized country, Japan is as hygienic as anywhere else. Epidemics of various kinds are almost nonexistent.

Medical facilities are first-rate and available everywhere, too. Excepting faraway mountainous areas, experienced doctors are available, although they cannot necessarily be expected to be fluent speakers of English.

If you do not feel well, dial No. 119 and tell where you are. An ambulance will arrive in a few minutes and take you to a nearby hospital or clinic. It may be an idea to check upon your arrival at hotels in Tokyo, Osaka and other big cities hospitals where services in English are obtainable. Hospitals operated by universities are in most cases places you can mention when Japanese at hand are at a loss to find a hospital

for foreigners.

In any case, you can expect excellent medical treatment at fairly reasonable cost.

The general price level in Japan is among points in which foreigners are naturally interested. Generally speaking, Japanese prices sound reasonable, or more than reasonable. In the light of the official exchange rate of ¥360 for \$1, many goods are supposed to be priced at good levels. Foreign travelers are also entitled to tax-free prices at certain specified shops.

It is true, however, that consumer prices have been rising rather fast in recent years—a phenomenon now worldwide. For this reason, information about Japanese prices you may obtain from your friends who visited Japan, say, at the time of the Tokyo Olympics in 1964, may turn out to be a bit unrealistic. Food prices, it seems, have soared most conspicuously in recent years.

Income and wage levels in Japan are still low by international standards. The Japanese are proud of their enormous GNP, but add, usually very quickly, that their per head GNP is the 20th or so in the world. This discrepancy results, of course, from the fact that Japan has a large population, about twice as big as that in Britain, France or West Germany.

Its population of a little more than 100 million is the seventh in the world, but its narrow land area covers only 370,000 square kilometers, of which less than 20 per cent is arable. Japan's



Kinkakuji Temple in Kyoto.

population density in habitable land is probably the greatest in the world and her industrial production per acre has already exceeded that in any other country. Land prices in Japan are higher than anywhere else.

You can see this with your own eyes when you mix in a crowd in Tokyo or Osaka, possibly the foremost symbol of Japanese life today.

Tokyo, with a population of 11 million, is already larger than any other city in the world and the so-called "Pacific Belt" along the New Tokaido Line forms what may be termed a "megalopolis."

It is now clear that Japan leads the world in urbanization. In building tomorrow's cities, Japan which had so far tried to draw lessons from other countries' experiences, is now forced to map out her own programs, the outcome of which will serve as a lesson for others.

In promoting this adventure of city re-planning, the Japanese will be wise enough not to destroy nature and things old. They are well aware of the importance of harmonizing things old and new, thus retaining many contrasts in Japanese life.

Summed up, the best way to know Japan will be to visit this land combining Oriental mysticism with modern amenities and undergoing rapid social changes. To see EXPO'70 will be an occasion to feel the vitality of its organizers, the Japanese people.



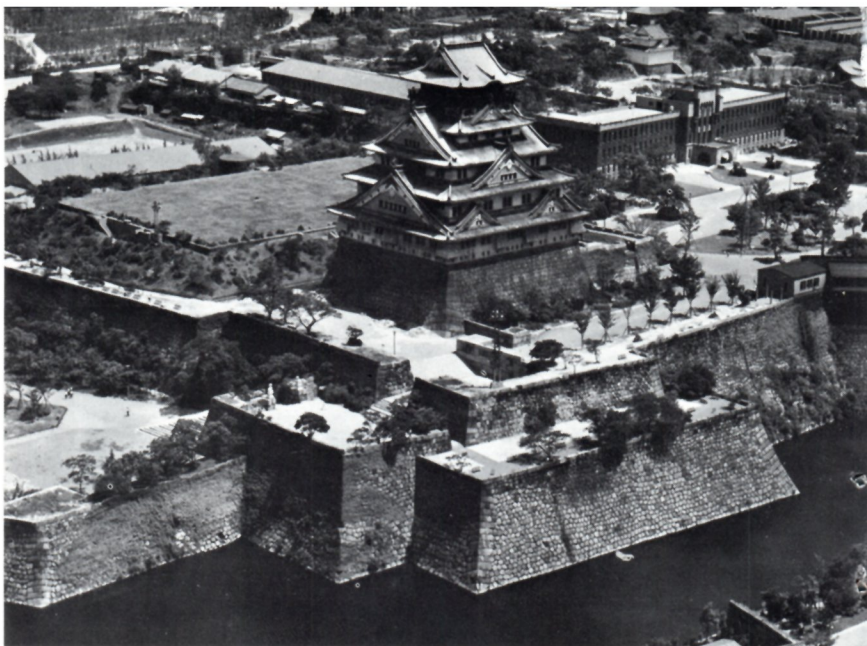
Shinjuku is the young people's district.



On the stage of the Nishigekki Theater in Tokyo.



Ginza, busiest shopping center.



The Osaka Castle and office buildings in the background.

Osaka—Gateway To EXPO'70

WITH a population of some 3,100,000, Osaka is Japan's second largest city. It is also an industrial, commercial and financial center in western Japan, sharing control of the Japanese economy with Tokyo, although recently its importance in this respectance has diminished.

The city is built on the deltas formed by the Yodo River to the north and Yamato River to the south, both running into the northwestern part of Osaka Bay. The land is generally flat, crisscrossed by rivers and many canals, which have played an important role in the commercial development of the city.

Osaka is noted for its heavy and chemical industries along with textile, food processing and printing industries. It provides about 40 per cent of Japan's exports. Formerly, Osaka's foreign trade was conducted through Kobe, but with the improvement of its harbor facilities, direct foreign trade has increased yearly.

At present imports are mostly raw materials, and exports are goods manufactured from them, the staple items of which are fabrics, textile goods, light machinery, metal goods, chemicals, sundry goods, etc.

"Osaka merchants" is the name applied to traders because of their skill. Nearly 30 per cent of stores in Osaka are traditional wholesalers and smaller-scale manufacturers. They have a long tradition of several hundred years, since Toyotomi, under whose sponsorship the free-port city Sakai, now in the southern vicinity of

Osaka, flourished as a window open to western civilization.

Osaka has a longer history of urbanization than Tokyo. As early as the 7th century, Osaka, then known as Naniwa, was chosen as the site of the Imperial Government. It was then already a thriving port for vessels plying between Japan and continental China and Korea.

During the Tokugawa Period, and even after the subsequent Meiji Restoration, Osaka merchants cleverly stayed out of politics and pursued the practical ends of business.

In 1968, Osaka celebrated the centennial of the establishment of Osaka Prefecture as an autonomous government following the Meiji Restoration.

During World War II, 30 per cent of the city area of Osaka, covering 52 square kilometers of land, was burned down, 300,000 buildings destroyed, 70 per cent of the industrial plants put out of operation, and virtually all highways, railways and port facilities ceased to function.

Known as practical, businesslike people, the Osakans rebuilt this "ghost town" into a prosperous city within a decade.

The reconstruction, however, was slower than that of Tokyo for a time, because of the controlled national economy which attracted the offices of many industrial and business companies to the seat of the government in the capital.

Another phenomenon which endangered the rebuilding of Osaka was the sinking of land, caused by the excessive pumping up of sub-



EXPO'70



All the fun and fury of the future— at Mitsubishi's mammoth EXPO'70 Pavilion

You'll marvel at the maze of 5 multi-level, multi-shape halls . . .

You glide into the eye of a typhoon. Moving sidewalks take you through raging seas, gale-high winds, rain, thunder, lightning.

You pass from storms to the violence of earthquakes and erupting volcanos.

The remarkable Hori-Mirror Screen makes these living experiences. You find them in the 1st Room of Mitsubishi's Pavilion. The room called 'The Nature of Japan.'

You hang in endless space. You go from the transparent blue world of space into the dramatic world of future space stations.

You witness rockets blasting off to fight a South Seas typhoon—through chemical weather control techniques.

'The Sky Above Japan.' 2nd Room of the Mitsubishi Pavilion.

You dive underwater and discover a future Atlantis. Tropical fish, man-eating sharks swim in real-life images that float like magic in the air. (The secret is a revolutionary 'smoke screen'—largest on earth.) You see the ocean floor illuminated for a complete undersea city where men search for oil, use earth-heat for power.

'The Sea Around Japan': Room 3.

You tour a city made of cores. You see the land of Japan as it may become, and you take a trip to a giant future metropolis with its extraordinary constructions and buildings. It's all Room 4: 'The Land of Japan.'

You create your own pictures of the future of Japan—in Room 5. Through a system not yet unveiled, you get to operate machines which enable you to participate in the making of your own kind of future world.

Mitsubishi's 45 companies constantly confront the worlds of earth, sea, space. With wider world-spread than any other Japanese group, it is only natural that Mitsubishi explore how man may fare in his struggle to secure his future needs.

Experience some of Mitsubishi's exciting discoveries and provocative predictions in the MITSUBISHI PAVILION EXPO '70.



MITSUBISHI
GENERAL COMMITTEE, EXPO '70
Marunouchi, Tokyo, Japan

EXPO '70 Site

----- Monorail
 ===== Moving Roads



- FOREIGN PAVILIONS**
- ① United Nations
 - ② OECD
 - ③ Kodak
 - ④ Ontario
 - ⑤ India
 - ⑥ Algeria
 - ⑦ Switzerland
 - ⑧ Kuwait
 - ⑨ Thailand
 - ⑩ New Zealand
 - ⑪ Indonesia
 - ⑫ Int'l Place 1-A
 - ⑬ Philippines
 - ⑭ Republic of China
 - ⑮ Republic of Korea
 - ⑯ Canada
 - ⑰ France
 - ⑱ Germany
 - ⑲ Soviet Union
 - ⑳ Belgium
 - ㉑ Netherlands
 - ㉒ Bulgaria
 - ㉓ Czechoslovakia
 - ㉔ Great Britain
 - ㉕ Hong Kong
 - ㉖ Italy
 - ㉗ Cuba
 - ㉘ European Communities
 - ㉙ Vatican
 - ㉚ Portugal
 - ㉛ Washington
 - ㉜ Saudi Arabia
 - ㉝ United States of America
 - ㉞ British Columbia
 - ㉟ Scandinavia

- JAPANESE PAVILIONS**
- ① Automobol Industry
 - ② Sumitomo
 - ③ Matsushita
 - ④ Fuji
 - ⑤ Mitsui
 - ⑥ Toshiba-IMI
 - ⑦ Hitachi Group
 - ⑧ Midori-Kan (Astrorama)
 - ⑨ Electric Power
 - ⑩ Furukawa
 - ⑪ Suntory
 - ⑫ Wacoal-Ricoh
 - ⑬ Christian Pavilion
 - ⑭ Gas
 - ⑮ Sanyo
 - ⑯ Textiles
 - ⑰ Japan Folkcraft
 - ⑱ Chemical Pavilion
 - ⑲ Ricoh
 - ⑳ Mormon
 - ㉑ Takara Group
 - ㉒ IBM
 - ㉓ Kubota
 - ㉔ Iron & Steel
 - ㉕ Mitsubishi
 - ㉖ Livelihood Industry
 - ㉗ Rainbow Tower
 - ㉘ Telecommunications
 - ㉙ Japanese Government
 - ㉚ Local Autonomy
 - ㉛ Fuji Pan Robot
 - ㉜ Pepsi Cola

0 500m

terranean water for industrial use and air-conditioning by reconstructed plants and office buildings.

The Osakans undertook another gigantic project after the war's end—the reclamation of 15 million square meters of land along the Sakai and Sempoku shores of Osaka Bay to create a new industrial zone.

Many large petrochemical, steel, electric power and gas enterprises have already moved there, and the industrial output of this zone is expected to reach \$3 billion annually in the near future.

To provide a comfortable residential area, Senri New Town has been built on rolling hills in the northern outskirts of Osaka. The construction of another residential town called Sempoku New Town, larger than Senri New Town, is steadily progressing in the south of Osaka.

Until two decades ago, Osaka was traversed by many rivers and canals. Most have now been filled in and converted into roads, and some have elevated highways running over them. Nearly 900,000 automobiles, twice as many as five years ago, are in operation in Japan's smallest prefecture of Osaka with an area of 1,800 square kilometers.

The coming Japan World Exposition scheduled to open in March 1970 at Senri Hills will undoubtedly contribute toward the great development of the industrial and commercial hub of Osaka. This is the general consensus among economic and financial leaders in the Kansai district.

The opening of the 1964 Olympic Games in Tokyo brought large-scale expansion of modern traffic networks, including roads and subways in the capital and its vicinity.

As far as EXPO'70 is concerned, it will be far larger in scale and volume than the Olympics.

Being the first world fair in Asia, it has given a great impetus to industrial circles in the Kansai region to anticipate the following:

(1) The unprecedented growth of Japan's economy and 2,000-year-old traditional culture will be introduced to foreign visitors to the exposition.

(2) Scientific and industrial techniques in Japan will be improved as the world's leading industrial technology will be introduced at EXPO.

(3) Japanese exports are expected to rise by about \$2 billion during the six-month exposition. According to the Ministry of International Trade and Industry, export contracts are estimated at ¥320 billion (\$890 million).

Foreign visitors numbering some 1 million, or 10 times more than at the Olympics, will spend

about ¥180 billion (\$500 million). The amount of foreign currency being spent by foreign governments and companies for their exhibitions will reach ¥54 billion (\$150 million).

Post-exposition exports will also rise by \$300 million annually, according to the Osaka Chamber of Commerce and Industry.

(4) Regional development in western Japan—the construction of the Sanyo New Line of the Japanese National Railways and the New Trans-Chugoku Highway—will be accelerated in view of the fact that the JNR's New Tokaido Line and Nagoya-Kobe Expressway were completed on the occasion of the Tokyo Olympics.

With a view to mitigating traffic congestion in major cities, nine new expressways extending over a distance of about 80 kilometers will be constructed in the Osaka-Kobe-Kyoto area by the opening of EXPO at a cost of ¥334,150 million, or over a half of the total budget for enterprises related to the world exposition.

The extension of the subway network is a costly project now being undertaken in Osaka. When completed late in 1969, six subway lines will crisscross Osaka and its adjacent areas to replace the old-fashioned streetcars which have been scrapped.

A new company, North Osaka Kyuko Railways, has been inaugurated with joint investment by the Keihanshin Kyuko Railways, three leading banks and Kansai Power Co. to build a new 10 km. railway line from Esaka, Suita City, to the EXPO site.

Soon after the Japanese Government decided to invite the 1970 world exposition to Japan, Osaka lost no time and made a bid in June 1964 to be the host city.

The proposal resulted from good teamwork by three leaders in Osaka—Governor Gisen Sato, Mayor Kaoru Chuma and President Taizo Odawara of the Osaka Chamber of Commerce and Industry.

Two more bids were made later—one to hold the exposition on reclaimed land in Kobe Port, and the other for a site on the Konohama shores of Lake Biwa in Shiga Prefecture.

In view of the repeated approaches from the Osaka leaders, the Government finally picked Senri Hills near Osaka in April 1965 as the EXPO site.

In the following month, the Japanese application to hold the world fair in Osaka was accepted by the Bureau of International Exhibition in Paris.

Since then, full-fledged preparations have been under way for the international cultural and industrial exposition.

This Is EXPO

First EXPO In Asia

'Progress And Harmony For Mankind'

EXPO'70, a felicitous diminutive of the 1970 Japan World Exposition, will be a miniature global village showing how man can manipulate his environment.

The exposition site, covering 3,300,000 square meters (815 acres), will be filled with exhibits on science, industry and art and also will present a great variety of classic and popular entertainment programs during the six-month period between March 15 and September 13.

This first world exposition to be held in Asia will be participated in by 77 countries, four international organizations, five provinces and states, two cities and two American private enterprises.

Japanese exhibitors comprise the Japanese Government, three public corporations and 28 private enterprises, all of which have built their own pavilions.

EXPO'70, with the central unifying theme



"Progress and Harmony for Mankind," is expected to become the venue for people of the world to have greater dialogue with one another and engage in wider exchange of their respective cultures.

Fantastic pavilions built by the participants will be clustered around a huge Symbol Area, heart of EXPO'70. The Symbol Area will be topped by the world's largest transparent roof and include a spectacular Omatsuri (Festival) Plaza. Throughout the exposition period, festivals of various nations, musical and theatrical entertainment will be presented here.

The plaza's cranes, movable stages, sound, light and water will be computer-controlled. For the children and young at heart there is a unique amusement area called Expoland, with the world's largest jet roller coaster.

Regional air conditioning will ensure pleasant temperatures throughout the exposition, and transportation will be provided by elevated

moving roads, housed in transparent tubes, and by a modernistic monorail system.

There will also be dozens of international restaurants and service facilities for visitors' comfort and convenience.

National participants are:

Canada (official decision on the entry was made on October 7, 1966)

Republic of Korea (November 14, 1966)

United States (November 16, 1966)

China (January 24, 1967)

The Netherlands (January 31, 1967)

Zambia (February 10, 1967)

Soviet Union (March 3, 1967)

Hong Kong (March 23, 1967)

Belgium (April 10, 1967)

Germany (July 11, 1967)

Switzerland (July 20, 1967)

New Zealand (July 24, 1967)

Australia (July 26, 1967)

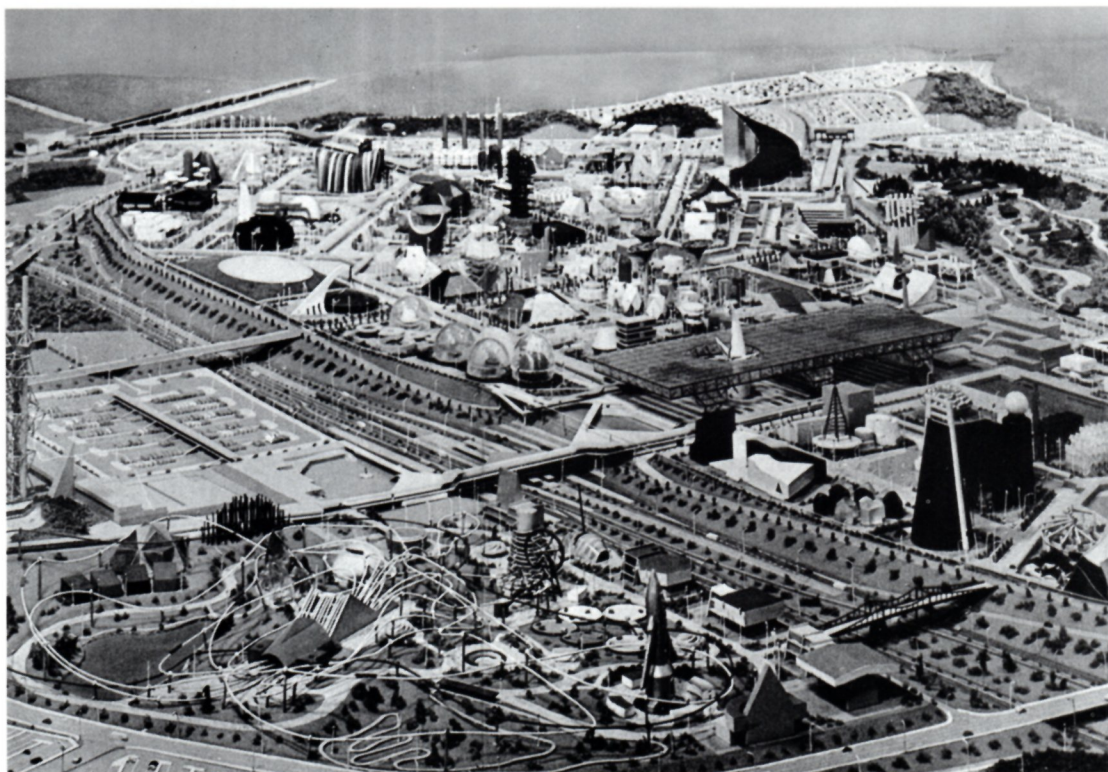
France (July 28, 1967)

Nearly 2,000 young ladies will serve as interpreters, Escort Guides, Miss EXPOs and EXPO Sisters for the World Exposition.

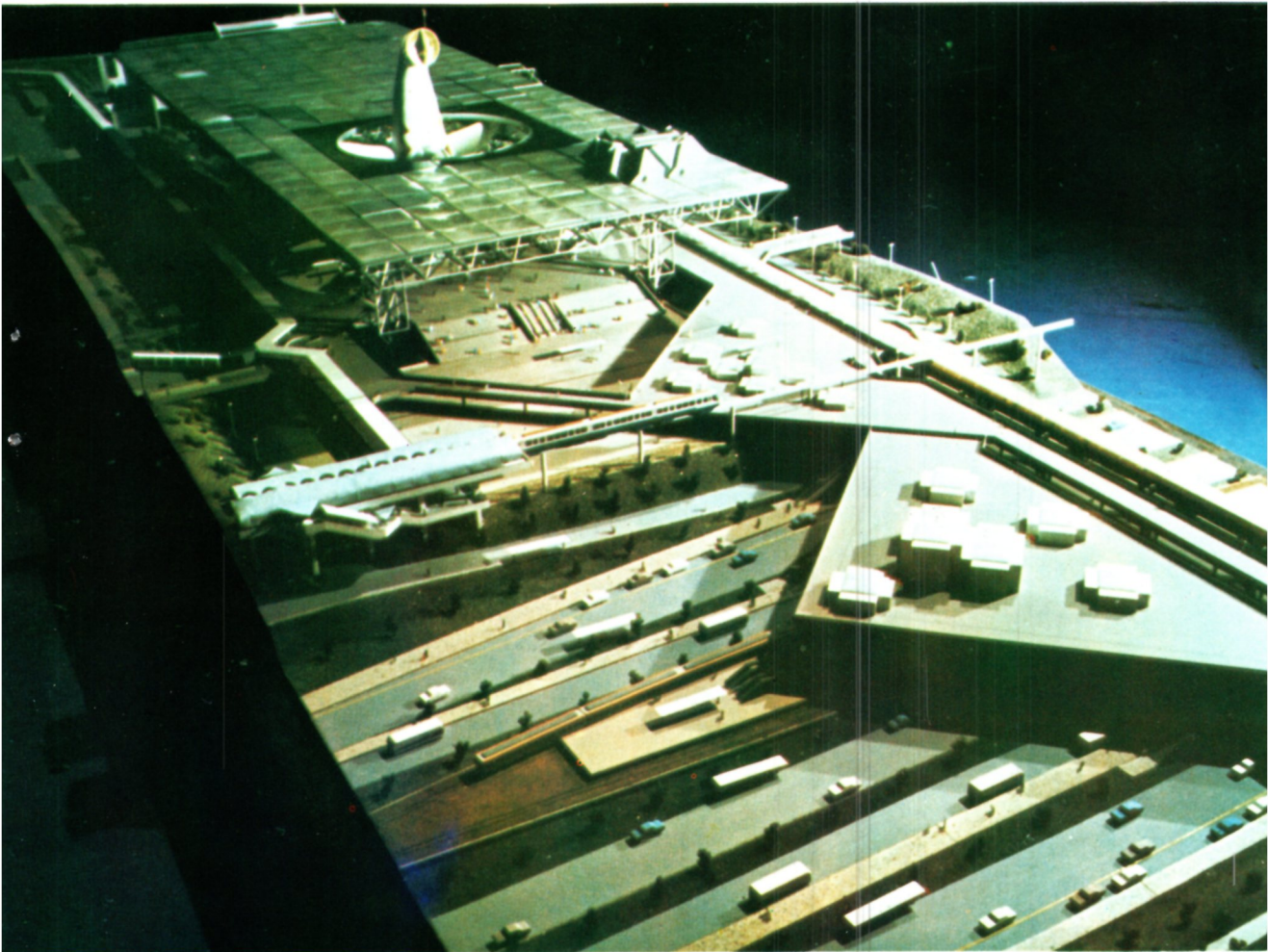


Bulgaria (August 3, 1967)
 Kuwait (August 25, 1967)
 United Kingdom of Great Britain and Northern Ireland (September 20, 1967)
 Cuba (October 27, 1967)
 Turkey (November 7, 1967)
 Portugal (November 16, 1967)
 Thailand (November 27, 1967)
 The Philippines (January 25, 1968)
 Algeria (February 16, 1968)
 Mexico (February 21, 1968)
 Denmark (March 4, 1968)
 Norway (March 6, 1968)
 Sweden (March 8, 1968)
 Finland (March 29, 1968)
 Ethiopia (April 4, 1968)
 Laos (April 23, 1968)
 Burma (May 14, 1968)
 Greece (May 25, 1968)
 Dominican Republic (June 7, 1968)
 Saudi Arabia (June 20, 1968)
 Czechoslovakia (June 29, 1968)
 Ceylon (August 16, 1968)
 Tanzania (August 16, 1968)
 Ivory Coast (August 16, 1968)
 Indonesia (August 24, 1968)
 Iceland (August 26, 1968)
 Ghana (September 10, 1968)
 Cyprus (September 21, 1968)

Madagascar (September 26, 1968)
 Uganda (September 27, 1968)
 Singapore (September 28, 1968)
 Pakistan (October 30, 1968)
 Guyana (November 13, 1968)
 Gabon (November 22, 1968)
 India (December 3, 1968)
 Chile (December 10, 1968)
 Vatican (December 17, 1968)
 Vietnam (December 26, 1968)
 Colombia (December 27, 1968)
 Nepal (January 7, 1969)
 Ecuador (January 13, 1969)
 Peru (January 13, 1969)
 Italy (January 21, 1969)
 Central Africa (January 27, 1969)
 Argentina (February 6, 1969)
 Brazil (February 21, 1969)
 Nigeria (March 3, 1969)
 Abu Dhabi (March 17, 1969)
 Iran (March 31, 1969)
 Malaysia (April 22, 1969)
 Afghanistan (April 23, 1969)
 El Salvador (April 25, 1969)
 Cambodia (May 15, 1969)
 Haiti (May 23, 1969)
 Malta (June 6, 1969)
 Venezuela (June 7, 1969)
 Uruguay (October 4, 1969)



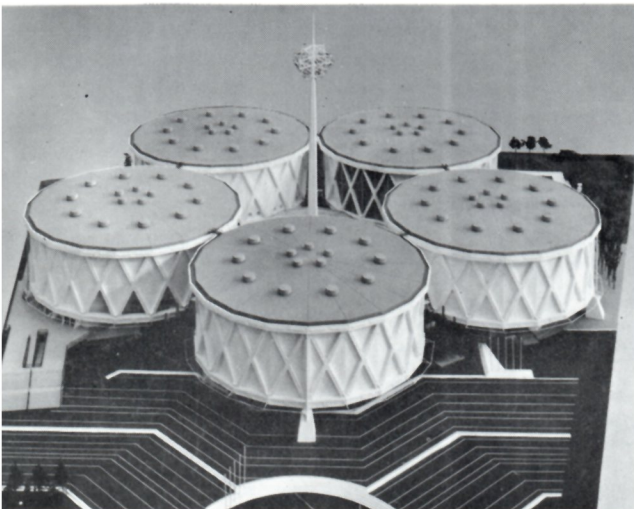
Artist's conception of the site of the 1970 World Exposition in Osaka.



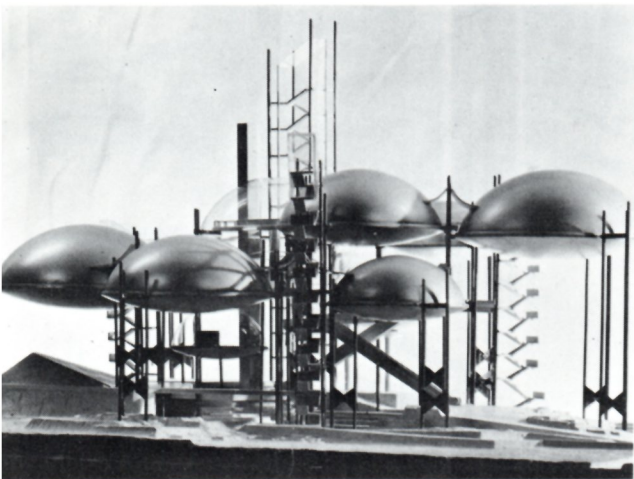
The Symbol Area is designed to be a forum for mutual understanding of peoples of the world.



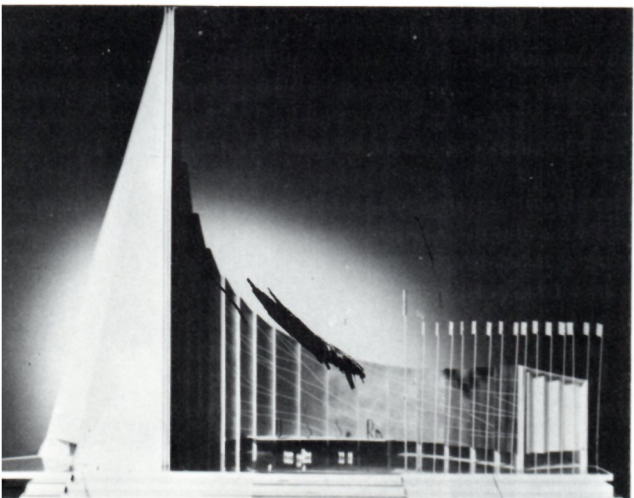
The Festival Plaza in the center of the Symbol Area.



Japanese Government Pavilion consists of five cylindrical buildings.



Sumitomo Pavilion is designed to create a world of fairy tales.



Pavilion of the Soviet Union.

United Arab Republic (June 19, 1969)

Monaco (June 23, 1969)

Nicaragua (July 30, 1969)

Panama (August 4, 1969)

Costa Rica (August 20, 1969)

While EXPO'67 in Montreal was given the credit for being the catalyst in the communications revolution, EXPO'70's claim seems to lie in showing how man can shut out the mess he has made of the natural world he inherited and live under cover in a controlled environment. This was an impression given by a Canadian travel expert who visited the exposition site.

Most of the pavilions, except the Japanese Government one, give the appearance of roofs suspended over displays or movie shows.

The West German pavilion is built underground and hidden from view. The layout is designed to arouse curiosity and suspense in visitors, a new trend in modern architecture, according to Hermann J. Bohnenkamp, Osaka representative of the Construction Bureau of West Germany.

Vagn Houlbjerg, project coordinator of the Canadian pavilion, says that he is observing other EXPO structures with keen interest in terms of their design, layout and the union of structure and exhibits. He pointed out that most of the buildings are part of the exhibits.

"Buildings are the most important factor of the world exposition. They will be constructed in a more impressive way than in any other past fairs thanks to Japan's advanced architectural technology," said Baron Nothomb, EXPO resident representative for Belgium, which hosted the Brussels Fair in 1958.

Each successive world fair has to be bigger than the last. Japanese organizers are determined to make EXPO'70 bigger, brighter and gayer.

It will be better than EXPO'67, "because the Japanese are always brave and progressive in adopting new ideas in any fields," said A. N. Kondratiev, chief engineer for the Soviet Union pavilion.

The U.S. pavilion is, in effect, several floors below ground with an inflated pneumatic air-mattress roof kept in place by the air pressure inside the pavilion. Several other pavilions, including those of the United Nations and British Columbia, are more below than above ground.

Of course, some structures soar to a dizzy height, such as the Soviet Union pavilion (109.5 meters above ground), but they are characterized by walls hanging like curtains and translucent domes like the one invented by Buckminster Fuller.

The Fuji Group pavilion is also a building supported by air. A total of 24 sausage-like tubes of thin film, each four meters in diameter and 110 meters long, will be attached to circular foundations 70 meters in diameter.

Another feature of EXPO'70, according to various plans revealed by the participants, will be the audio-visual movie revolution that began at Montreal and will reach a bewildering peak at Osaka.

The most spectacular project will probably be Astrorama built by the Midori-kai Group, in which the film not only encircles the audience, but also covers the domelike ceiling, so that in one sequence a great variety of scenes will be projected by using latest engineering techniques.

Fundamental Ideas

World expositions have been based on the idea of "respect for humanity," successfully embodied in world expositions since the Brussels Fair in 1958 and continued in the latest one in Montreal.

The Japan exposition is also intended to succeed in conveying this idea and to make a contribution to the harmonious development of all mankind under the theme, "Progress and Harmony for Mankind."

On the basis of this concept, the Japanese Government and the Japan Association for the World Exposition are doing their utmost in preparing for the opening of the exposition. EXPO'70 is honored to have Crown Prince Akihito as honorary president. Preparatory work is being carried out mainly through Director General of the Economic Planning Agency Wataro Kanno, who is also Minister of State in charge of EXPO'70, and through the council of cabinet members concerned with the exposition.

Takeo Kuwabara, vice chairman of the EXPO'70 Theme Committee, explains that universal and international exhibitions seem to have undergone a change in their basic character since World War II. After its birth in the mid-19th century, the international exhibition had only to laud progress in order to achieve its aim.

However, the destructive power of science demonstrated during the war, particularly that of atomic weapons, revealed that progress and simple praise of science and technology could lead to the destruction of mankind.

So long as international exhibitions are held with the desire to enhance the well-being of mankind, their character is bound to change. This was well reflected in the theme, "Technology and Humanism," that was adopted for

the Brussels Exhibition in 1958 and also in the theme "Man and His World" for the Montreal Exhibition in 1967.

The Theme Committee emphasizes that the international exhibition is not the place to aim at reforming the realities of the world in a direct manner. Its nature should be that of a seed-bed to grow the seed of new ideas for the construction of a better future. It was from this recognition of the world situation that the committee selected the basic theme "Progress and Harmony for Mankind."

The Japanese organizers are not attempting to brandish "Asianism" nor to let an Asian tone pervade the site.

Japan, in modern days particularly, is a very interesting subject of study as a harmonized mixture of West and East. The 1970 world exposition is designed in the belief that it is not a forum for philosophers nor a trade fair where merchants seek profit. It has to be a happy forum of concord among men where all the people of the world bring in with pride, their wisdom and achievements.

It must be the Festival of Culture for Mankind. Rationalism which has supported the progress of science and technology is highly valued, but valued even higher is the respect for life itself and vitality of man.

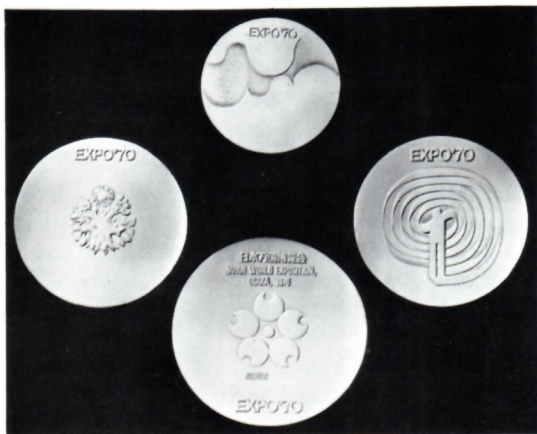
In this sense, EXPO'70 can be likened to the Oriental pattern of Buddhist "Mandalla" as a symbol and expression of pluralism which incorporates diversity within unity.

The exposition is being organized within the context of this theme, and Taro Okamoto is in charge of exhibits and designing of the theme. He expresses this basic theme in three spaces—"the sub-surface," "the ground" and "the sky," and the three levels are vertically linked by the "Tower of the Sun."

Each participating country plans displays based on its own interpretation of Progress and Harmony for Mankind according to its particular cultural tradition.

While each country may freely choose its exhibits, a certain consistency is desired. For this purpose, the central theme is amplified under four headings called subject themes. These are found useful by participating countries in planning their displays in such a manner as to contribute to the creation of an overall effect of consistency in colorful diversity.

The four subject themes are: Toward Fuller Enjoyment of Life, Toward More Bountiful Fruits from Nature, Toward Fuller Engineering of Our Living Environment, and Toward Better Understanding of Each Other.



Memorial medals for EXPO'70.



The Mainichi Newspapers and the Matsushita Electric Industrial Co. sponsor the Time Capsule EXPO'70 project.

Exposition Site

The Senri Hills, site of the exposition, are about 15 kilometers northeast of the center of Osaka City, 35 kilometers from the port of Kobe and about 30 kilometers from the ancient capitals of Kyoto and Nara.

The site is 500 kilometers from Tokyo but can be reached in less than one and a half hours by plane, three and a half hours by the New Tokaido Line and six or seven hours by the Tomei and Meishin expressways.

Access to the exposition is by two major railways and six roads from all directions. The site is rolling hills 30–70 meters above sea level and covers an area of 3,300,000 square meters.

Using the natural topography, a unique zone called the Symbol Area is set up at the center of the grounds to give concentrated expression

to the theme, "Progress and Harmony for Mankind." For visitors' convenience, such basic facilities as the Festival Plaza, moving sidewalks, sub-plazas intended for rest and recreation, and a number of restaurants and shops are being established. All the exposition facilities will be cooled by a central cooling system.

A loop road divides the grounds into inside and outside areas. The circular area surrounded by the road is allotted to a Japanese-style garden on the north, an amusement section, an administration section (containing the headquarters building) and a parking lot for tour buses on the south and the Symbol Area and exhibit area at the center.

The area outside the road will be devoted to private car parking areas to accommodate 20,000 cars and the sites for power and water utilities on the east and west.

Exhibition buildings are constructed on the gentle slopes around an artificial lake. The Symbol Area at the center of the grounds has such exhibition facilities as a theme building, Festival Plaza, EXPO Theater, Art Museum, etc.

Visit To Exposition

The gates will be open from 9.30 a.m. to 10 p.m. between March 15 and April 28. Pavilions and other facilities will be open from 10 a.m. until 9 p.m. Between April 29 and September 13, the gates will open at 9 a.m. and close at 10.30 p.m. Pavilions and facilities can be visited between 9.30 a.m. and 9.30 p.m.

Admission fee will be ¥800 for adults over 23 years old and ¥400 for children between 4 and 14.

Discounted admission of ¥600 will be available for young people between 15 and 22. After 5 p.m. there will be a night discount of 50 per cent.

Other discounts are: special discount for the physically handicapped—¥300 for adults; ¥200 for young people; and ¥100 for children; group discount—¥700, ¥500 and ¥300 for a group of more than 25; no group discount on Sundays and national holidays; school tour discount—¥200 for senior high school students and ¥100 for junior high school or primary school students.

Transportation

Monorail: A 4.3-kilometer monorail will circle the exposition site, stopping at seven stations. The train will run every 2 minutes and 30 sec-

onds, carrying 12,500 persons per hour. No charge.

Moving Walks: Elevated, air-conditioned moving walks will have a total length of 4.15 kilometers, running from each of the four gates toward the Symbol Area and the exhibition halls. Moving at a speed of 40 meters per minute, one lane will be capable of carrying 10,000 persons per hour. No charge.

Ropeway: A ropeway will run about 30 meters above ground between the West Gate and the EXPO Theater, providing a panoramic view of the exposition site. The gondola will move at a speed of two meters per second, connecting the West Gate and the EXPO Theater in seven minutes. A fare will be charged.

Family Car: About 70 electric cars called "Family Cars" will be operated as taxis or rent-a-car. The cars, powered by batteries, run at a speed of five kilometers per hour and have five seats.

Dream Car: Consisting of 10 coaches, the Dream Car will travel at six kilometers per hour on a route extending six kilometers. It can accommodate 30 persons. A fare will be charged.

For transportation between railway terminals and the exposition site, special bus lines will be operated during the EXPO period. The bus service lines are: between JNR Ibaraki Station and the East Gate (five minutes), between JNR Shin-Osaka Station and the Central Gate (25 minutes), and between Osaka International Airport and the Central Gate (20 minutes).

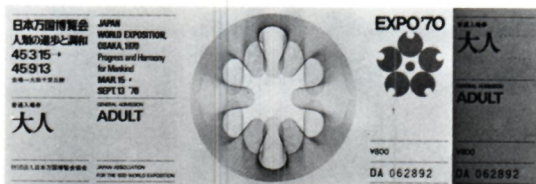
EXPO Association

The Japan Association for the World Exposition is a public corporation established with the approval of the Minister of International Trade and Industry. Its management consists of a president, vice-president, secretary-general and members of the standing board of directors.

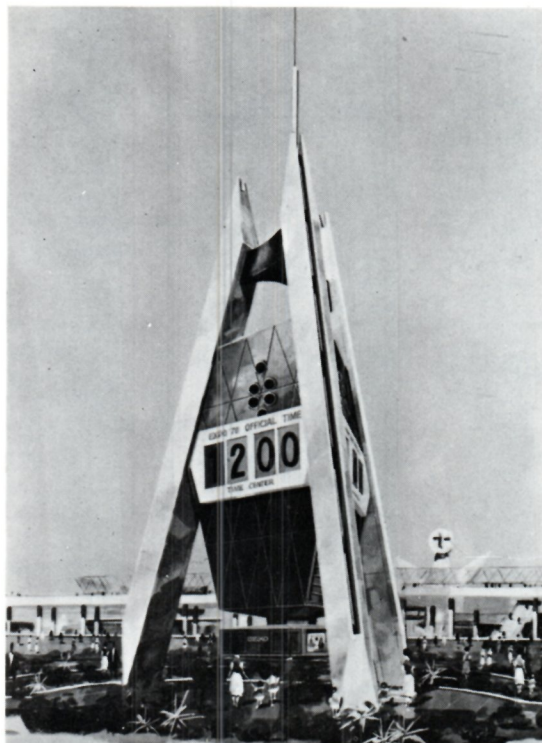
The officers of the association have been selected from among various levels and circles in Japan. The association, with headquarters located in the Senri Hills, has branch offices in Tokyo, New York and Paris.

Taizo Ishizaka, known as the king of Japan's business world, serves as the association president. In other major posts in the association are:

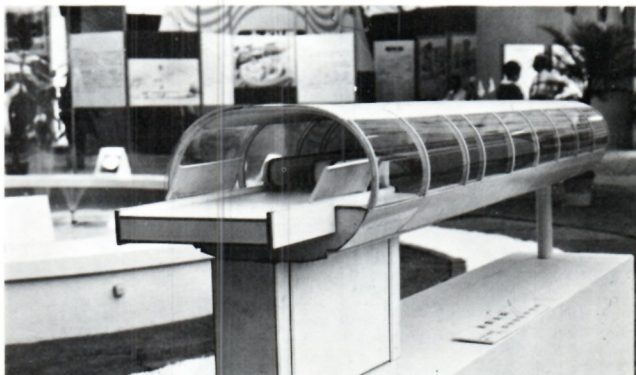
Vice presidents—Shozo Hotta, Yoshishige Ashihara, Goro Inoue, Shigeo Nagano and Yoshimaru Kanno; permanent directors—Tadashi Adachi, Shinobu Ichikawa, Gisen Sato, Kaoru Chuma, and Tatsusaburo Satoi; secretary general—Shunichi Suzuki; and chief of protocol of the EXPO Association—Tatsuo Suyama.



Ticket for the Japan World Exposition.



SEIKO'S TIME CENTER—Set up at the International Bazaar, the 20-meter-high Time Center, developed by the Seiko, will have large digital clocks on three sides of the rocket-shaped main body. The time signals of the master atomic clock system which claims accuracy equivalent to a plus/minus one second in a period of over 1,000 years, are received by 110 satellite clocks covering the whole EXPO site.



Model of moving walks.

National And Special Days



Date	National Day	Special Day	Date	National Day	Special Day
March 18	Colombia		29		Province of British Columbia
20		Hong Kong			
23	Pakistan		June 1	Algeria	
25		European Communities	3	Uganda	
27	Iran		5	Denmark	
30	Nepal		10	Turkey	
April 1	Netherlands		12	Gabon	
2		City of San Francisco	15	Tanzania	
3	Czechoslovakia		17	Iceland	
6	Finland		19	Ceylon	
8	Italy		22	Philippines	
10	USSR		23		*State of Alaska
13		United Nations	24	Nigeria	
15	Belgium		25		Province of Quebec
16		Asian Development Bank	26		United Nations
17	Burma		29	*Japan	
20	France		July 3	United States	
22	England		6	Zambia	
24	Switzerland		8	New Zealand	
28		OECD	10	Republic of China	
30		*Local Autonomies (Japan)	17	Kuwait	
May 4	India		22	Haiti	
6	Sweden		24	Cuba	
7		State of Washington	31	Vatican (Holy See)	
8	Australia		August 5	El Salvador	
11	Laos		7	Mexico	
13	Germany		12	Thailand	
15	Norway		14	Central African Republic	
18	Republic of Korea		17	Cambodia	
20	Bulgaria		18		State of Hawaii
22	Ivory Coast		19	Ghana	
25	Republic of Congo		21	Indonesia	
27	Canada		24	Portugal	
28		Province of Ontario (Canada)	31	Malaysia	

* The national or special days of these participants have not been definitely set as of August 20.

Man the problem solver



Intelligence is often defined as the ability to solve problems. Man as an intelligent being makes use of accumulated knowledge, and in the process comes up against barriers which demand new approaches to problem solving.

Creative new tools aid this quest for fulfillment. Many may be seen at this exposition. We invite you to come and personally experience how some of our tools help solve man's problems.

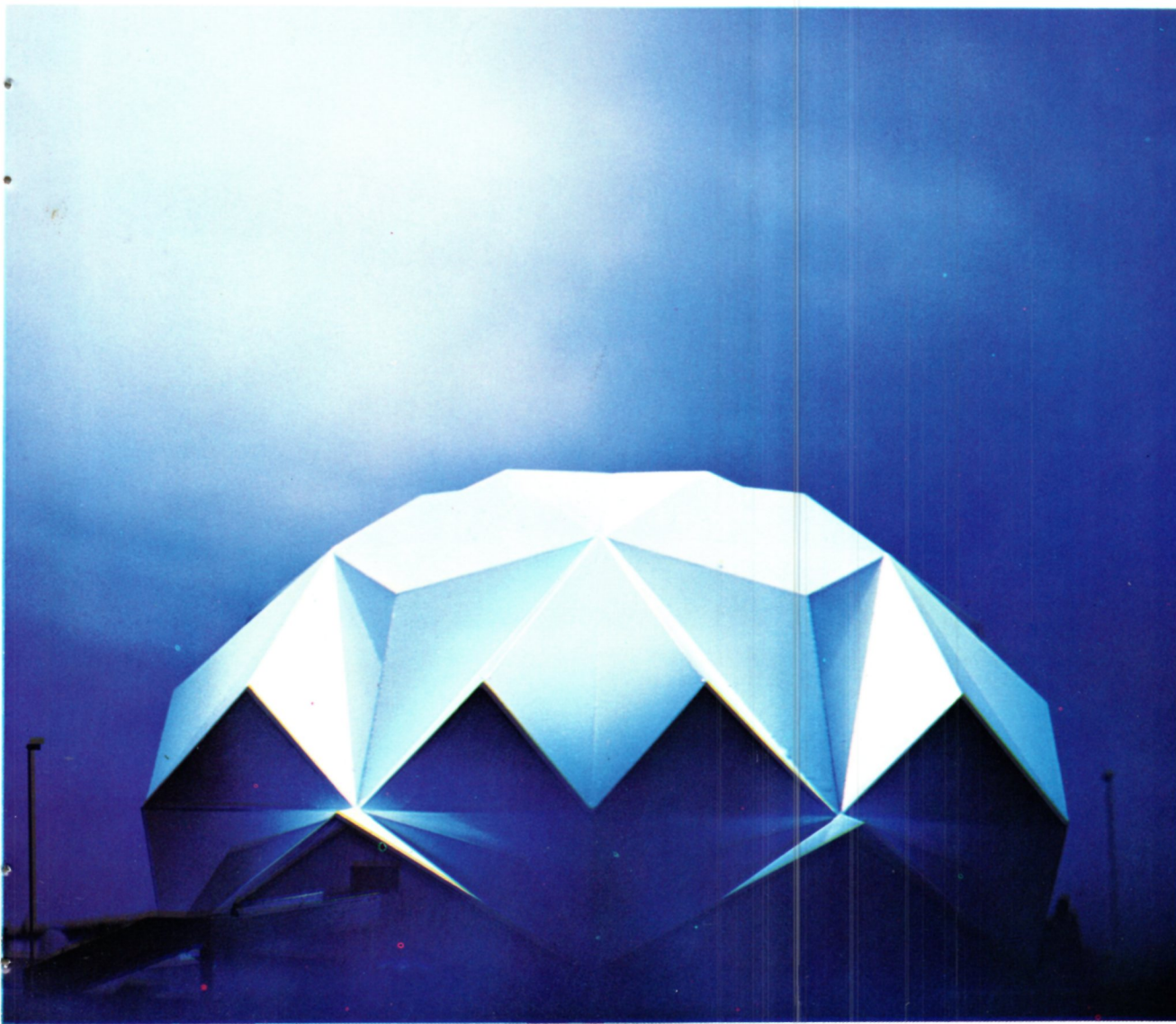
IBM

Not content with such potent lures as a 40-foot-deep channel, frequent sailings to 300 foreign ports, and a massive but uncongested road-and-rail network, the Ports of Philadelphia are in the midst of a \$100 million improvement program. The result: better terminals, more warehousing, and increased container capability. Plus—the big Philadelphia plus—service, service, service. May we demonstrate soon? Delaware River Port Authority. World Trade Division, 708 Yurakucho Bldg., 5, 1-Chome, Yurakucho, Chiyoda-Ku, Tokyo, Japan. Telephone: 212-3471.

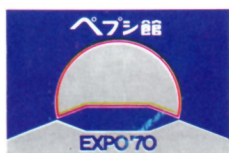


Ameri[★]port
PORTS OF PHILADELPHIA

Start your trip through EXPO '70 at the Pepsi Pavilion



Come see man's sixth sense, the wonders of the future, the new and the strange — all at the Pepsi-Cola pavilion. Look for the intriguing Pepsi dome, wherever you are at EXPO '70. You can't miss it.



The Pepsi Pavilion is located at the foot of the EXPO Tower within EXPO Land.

San Francisco...

**A complete water supply system for a city
half this size in only 6 months?**



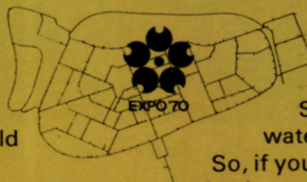
Thirty thousand meters of 'S'-lon P.V.C. Pipe could supply all the daily water needs of a modern city half the size of San Francisco. Though the city fathers of San Francisco are a little late for 'S'-lon, the planners of EXPO'70 got the finest possible water system to cool off the millions of visitors to the World Fair by choosing 'S'-lon Pipes.

In some of the toughest soil conditions in Japan, Sekisui combined a little mechanization with the labour of only five plumbers, and the amazing

qualities of joining, handling, and adaptability of 'S'-lon pipes.

And now, less than 6 months later, less than 1/4 of the time necessary if conventional metal pipes had been used, there's water. Cool. Sediment-free. In six months, enough water to supply half of San Francisco.

So, if you're in the market for pipes, or any other plastic products, call Sekisui, Japan's largest manufacturer of plastic products. Or drop in at Expo, where you'll find Sekisui... underground.

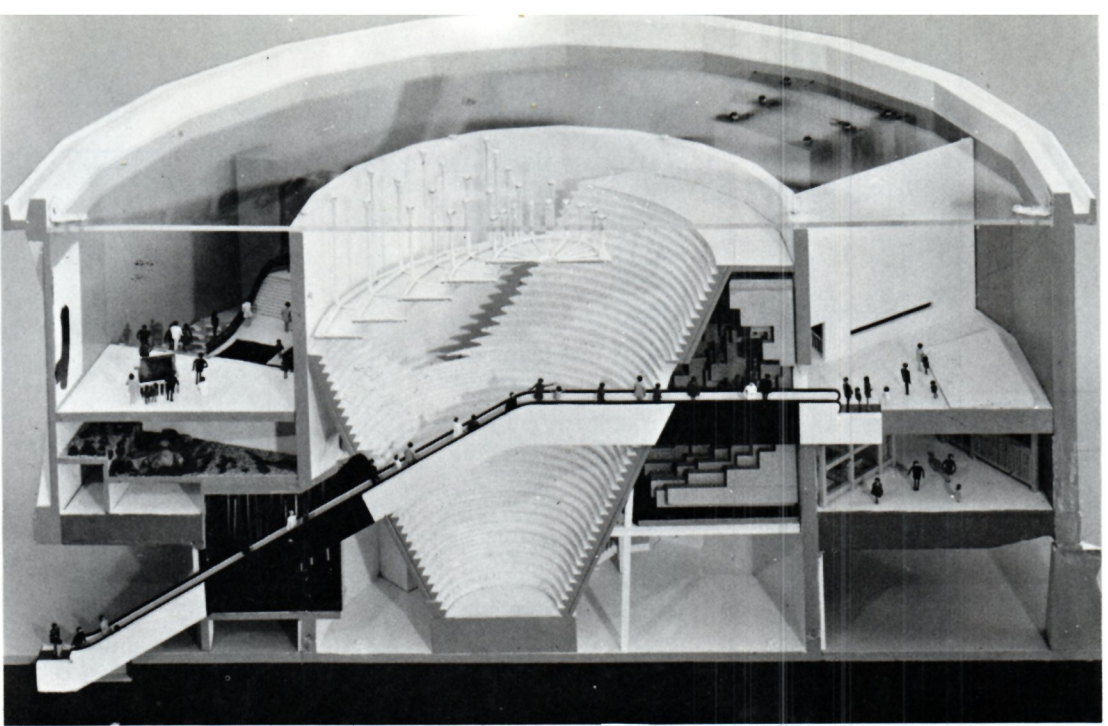


SEKISUI CHEMICAL CO., LTD.

1, Soze-cho, Kita-ku, Osaka, Japan

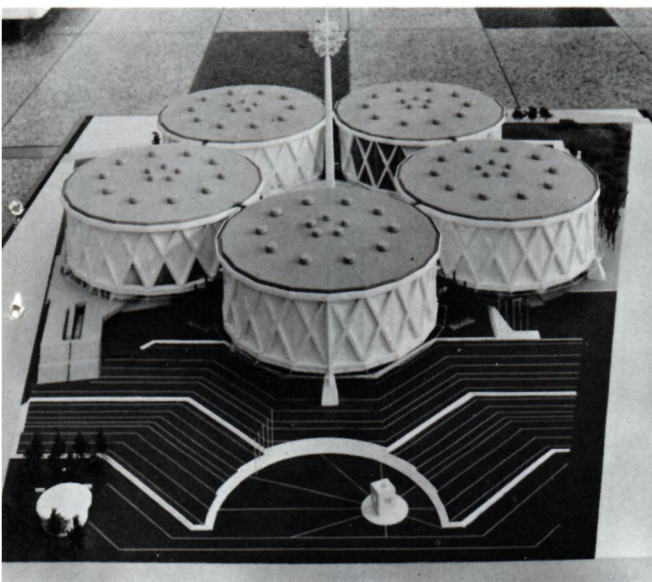
Telephone 441-1831

Main products: 'S'-lon Pipe • 'S'-lon Corrugated Panel • 'S'-lon Rain Gutter • 'S'-lon Plate • Evercel Tape • 'S'-lon Tape Measure • Sekisui Foam Plastics • Split Yarn • 'S'-lec Film • 'S'-lec Resin • Sekisui Packaging Film • 'S'-lon Toughcloth, Toughbag
※ Eslon in the U.S.A. and Canada. 3-HO-41



A cross-section of Hall 1 of the Japanese Government Pavilion.

COLORFUL PAVILIONS



The Japanese Government Pavilion consists of five huge cylindrical halls.

Glittering rows of about 100 foreign and Japanese pavilions are situated on the saucer-shaped exhibition area of EXPO'70.

With an artificial pond in the bottom, the land gradually slopes upward. The sizes of lots near the artificial pond are small and become larger in proportion to the pavilions' distance from the pond up to the surrounding slopes. The purpose of this is to have small, low pavilions in the center and the tallest ones farthest up the slopes. This will emphasize the vista of pavilions rising in tiers up the slopes of the surrounding hills.

Unique among the cluster of pavilions are the joint international unit pavilions, called International Palace. A total of 19 countries have so far decided to have their buildings there.

The Place consists of five segments, having 37 units capable of accommodating exhibits of the same number of participants. The idea will facilitate the participation of as many developing countries as possible.

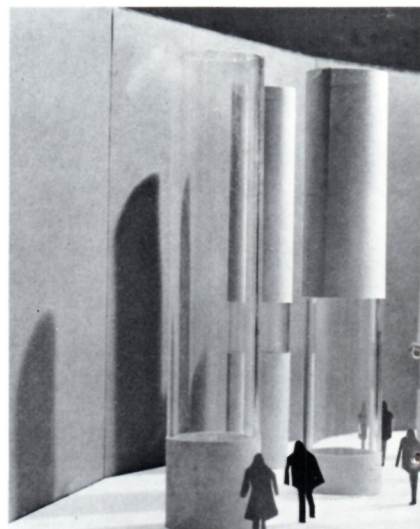
Other joint pavilions are the Scandinavian Pavilion of Denmark, Norway, Sweden and Finland, and the R.C.D. (Regional Cooperation for Development) Pavilion jointly built by Pakistan, Iraq and Turkey.

The tallest building is the Soviet Union Pavilion which rises 109.5 meters above ground. Having the largest site area is the Japanese Government Pavilion which covers 37,791 square meters, exactly one 10-millionth of the nation's total area.

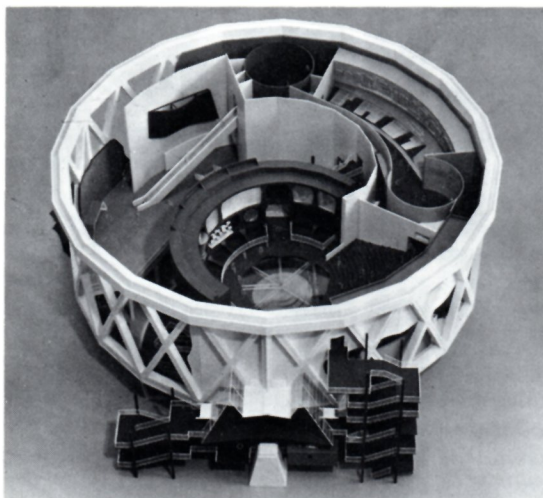
Listed below are foreign and Japanese pavilions at the 1970 Japan World Exposition.

Foreign Pavilions

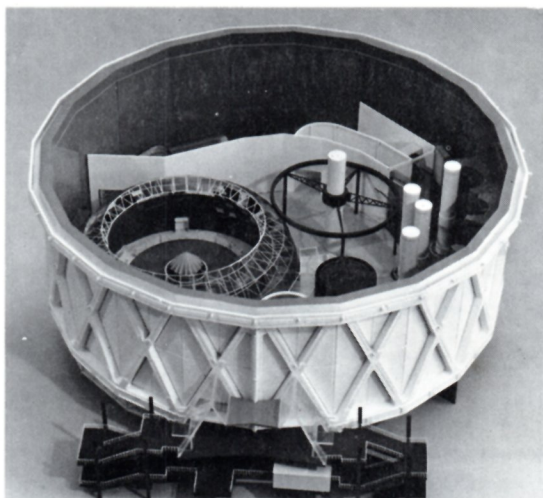
Name	Site area	Exhibition theme (or concept)
1. Canadian Pavilion	9,600 sq.m	"Discovery"
2. Korean Pavilion	4,150 sq.m	"Deeper Understanding and Friendship"
3. United States Pavilion	19,905 sq.m	"History of Americans and Apollo Project"
4. Chinese Pavilion	4,150 sq.m	"Influence of the Chinese Civilization, Old and New, upon World Civilization"
5. Netherlands Pavilion	4,080 sq.m	"The Dutchmen and the World"
6. Zambian exhibits (in International Place)		



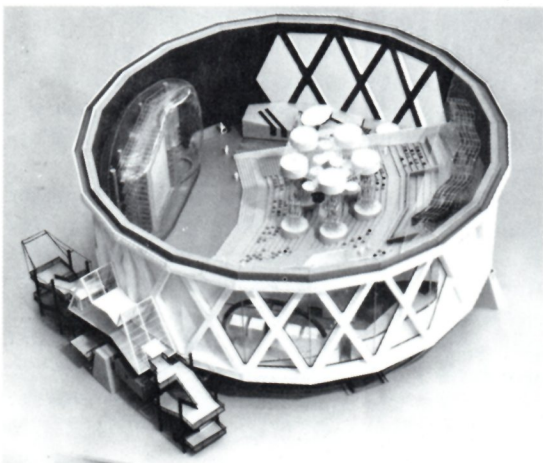
A cluster of crimson pillars in Hall 1.



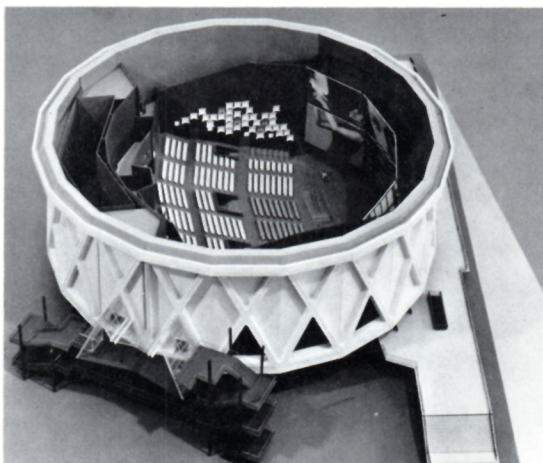
Scale model of Hall 2.



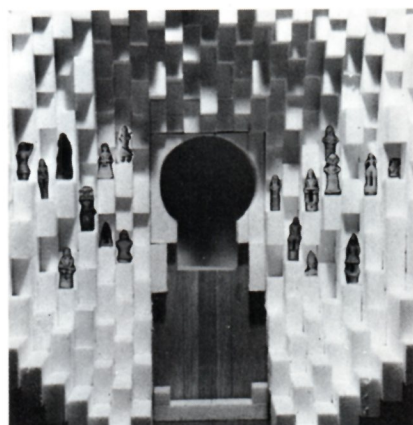
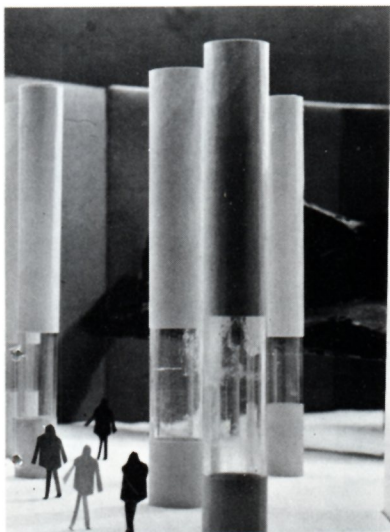
Model of Hall 4.



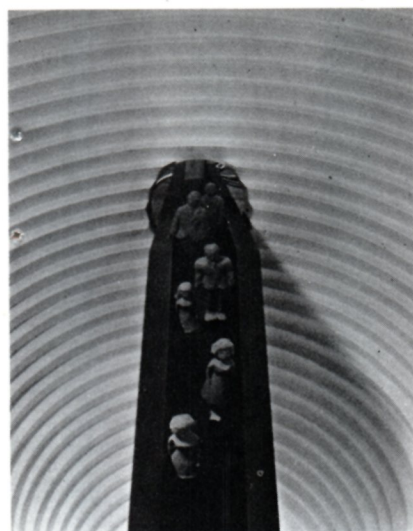
"Sun and Water" will be the theme of Hall 3.



Model of Hall 5.



Haniwa clay figures in Hall 1.



An escalator in Hall 1.

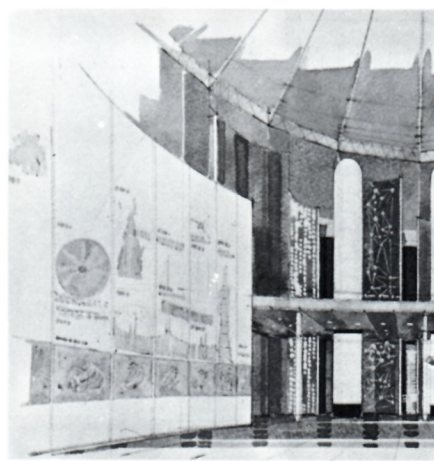
7. Soviet Union Pavilion	20,422 sq.m	"Harmony of Man and Nature, Harmony of Individuals and Society"
8. Belgian Government Pavilion	5,280 sq.m	"Belgium's Industry, Past History and Man's Common Future"
9. Hong Kong Pavilion	3,300 sq.m	"Enjoyment and Entertainment through Harmony"
10. German Pavilion	9,704 sq.m	"Cooperation, Progress and Peace"
11. Switzerland Pavilion	6,440 sq.m	
12. New Zealand Pavilion	2,914 sq.m	"New Zealand and the New Zealanders"
13. Australian Pavilion	8,147 sq.m	"The Australian Contribution to 'Progress and Harmony for Mankind'"
14. French Pavilion	10,876 sq.m	"Tree of Life"
15. Bulgarian Pavilion	3,614 sq.m	"Balkan Mountain and History of Liberation"
16. Kuwait Pavilion	800 sq.m	"Tradition and Rapid Modernization"
17. British Pavilion	8,078 sq.m	History, Science, Industry, Young Generation & Art of Great Britain and Northern Ireland
18. Uruguay (International Place)		
19. Cuba Pavilion	1,693 sq.m	
20. Turkish exhibition (R.C.D. Pavilion)	4,835 sq.m	
21. Portuguese Pavilion	3,222 sq.m	"Contribution to the Progress of Mankind"
22. Thai Pavilion	2,000 sq.m	
23. Philippine Pavilion	1,634 sq.m	
24. Algerian Pavilion	2,050 sq.m	
25. Mexican Pavilion	2,975 sq.m	
26. Denmark	3,242 sq.m	"Conservation of Nature"
27. Norway		
28. Sweden		
29. Finland		
30. Ethiopian Pavilion	1,200 sq.m	
31. Laos exhibition (International Place)		
32. Burmese Pavilion	2,014 sq.m	Agriculture and Forestry, Folkcraft
33. Greek Pavilion	3,103 sq.m	
34. Dominican Republic exhibition (International Place)		
35. Saudi Arabia Pavilion	1,050 sq.m	Philosophic-poetical description of culture
36. Czechoslovakian Pavilion	7,270 sq.m	
37. Ceylon Pavilion	1,416 sq.m	"History and Realities of Tanzania"
38. Tanzanian Pavilion	800 sq.m	
39. Ivory Coast Pavilion	2,011 sq.m	"Historical Development"
40. Indonesian Pavilion	2,852 sq.m	Characteristics of Modern Indonesia
41. Iceland exhibition (Scandinavian Pavilion)		
42. Ghana exhibition (International Place)	200 sq.m	
43. Cyprus exhibition (International Place)	40 sq.m	
44. Madagascar exhibition (International Place)	100 sq.m	
45. Uganda exhibition (International Place)	240 sq.m	

46. Singapore Pavilion	3,000 sq.m	
47. Gabon exhibition (International Place)	240 sq.m	
48. Pakistan exhibition (R.C.D. Pavilion)		
49. Guyana exhibition (International Place)		
50. Indian Pavilion	5,683 sq.m	"Friendship and Collaboration"
51. Chilean Pavilion	1,206 sq.m	
52. Vatican exhibition (in Christian Pavilion)		
53. Vietnam exhibition (International Place)	200 sq.m	
54. Colombian Pavilion	1,188 sq.m	
55. Nepal exhibition (International Place)	220 sq.m	
56. Ecuador Pavilion	200 sq.m	
57. Peruvian Pavilion	200 sq.m	
58. Italian Pavilion	7,535 sq.m	
59. Central Africa exhibition (International Place)	60 sq.m	
60. Argentine Pavilion	1,657 sq.m	
61. Brazilian Pavilion	4,846 sq.m	Vast land and bright future
62. Nigeria exhibition (International Place)	200 sq.m	
63. Abu Dhabi Pavilion	800 sq.m	
64. Iran exhibition (R.C.D. Pavilion)		
65. Malaysian Pavilion	1,795 sq.m	
66. Afghanistan exhibition (International Place)	90 sq.m	
67. El Salvador exhibition (International Place)	40 sq.m	
68. Cambodia exhibition (International Place)	240 sq.m	
69. Haiti exhibition (International Place)	40 sq.m	
70. Malta exhibition (International Place)	60 sq.m	
71. Venezuela exhibition (International Place)		
72. United Arab Republic exhibition (International Place)	240 sq.m	
73. Monaco exhibition (International Place)	120 sq.m	
74. Nicaragua exhibition (International Place)	100 sq.m	
75. Panama exhibition (International Place)	90 sq.m	
76. Costa Rica exhibition (International Place)		



International Organizations:

Name	Site area	Exhibition theme
United Nations Pavilion	2,710 sq.m	"Development through International Cooperation"
OECD Pavilion	1,120 sq.m	Economic development of OECD member countries.
European Communities Pavilion	1,600 sq.m	"Imagination for Peace"
Asian Development Bank exhibition (in the UN Pavilion)		

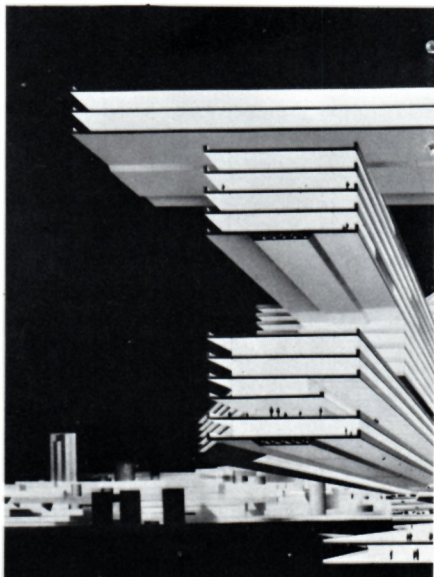


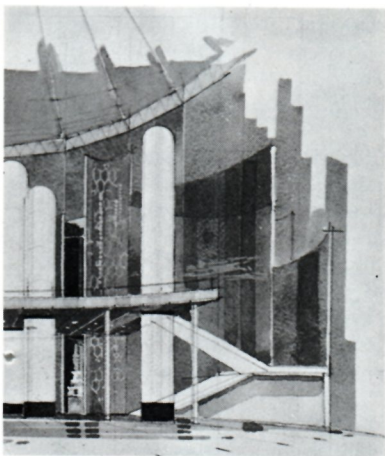
The high standard of science and tech-



A mural in Hall 4 depicts the catastrophic

A model of a city of the future will be



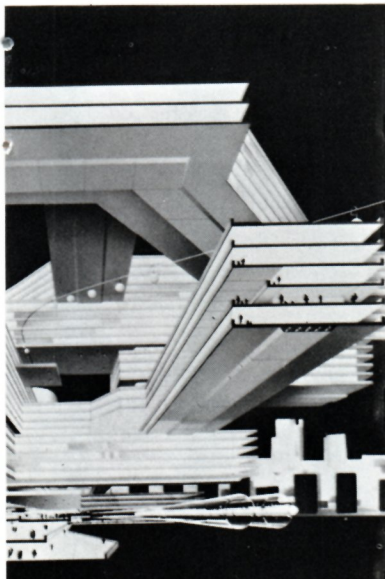


nology will be shown in Hall 4.



devastation caused by atomic bombing.

displayed in Hall 5.



Provinces, States And Cities:

Name	Site area	Exhibition theme
Quebec (Canada) Pavilion	2,300 sq.m	Natural resources
British Columbia (Canada) Pavilion	1,800 sq.m	Natural and tourist resources
Ontario (Canada) Pavilion	2,900 sq.m	"Progress to the Year 2000"
Washington State Pavilion	1,600 sq.m	"Harmony of Nature and Man"
Hawaii Pavilion	1,440 sq.m	"Hawaii, the Heart of the Pacific"
San Francisco exhibition		



Private Enterprises:

Name	Site area	Exhibition theme
Kodak Pavilion (U.S.)	1,600 sq.m	"Photography—Universal Language"
American Park (U.S.)	9,734 sq.m	"Reflections from America"

Domestic Pavilions:

Japanese Government Pavilion	37,791 sq.m	"Japan and the Japanese"
Local Autonomy Pavilion	9,600 sq.m	"Local Self-Government on the March"
Rainbow Pavilion	4,000-sq.m	"Harmony of Mind"
Electric Communication Pavilion	9,600 sq.m	"Man and Communication"
Gas Pavilion	3,600 sq.m	"World of Laughter"
Wacoal-Riccar Pavilion	1,600 sq.m	"Love"
Electrium	6,400 sq.m	"Man and Energy"
Sumitomo Fairy Tale Pavilion	11,077 sq.m	"Beauty, Love and Hope"
Takara-Beautilion	1,000 sq.m	"Joy of Living Beauty"
Iron & Steel Pavilion	6,400 sq.m	"Song of Iron"
Fuji Group Pavilion	9,790 sq.m	"Message to 21st Century"
Textile Pavilion	5,500 sq.m	"Textiles Enrich Man's Life"
Suntory Pavilion	1,600 sq.m	"Water of Life"
Kubota Pavilion	3,510 sq.m	"Blessings of Water and Culture of Rice"
Mitsui Pavilion	9,570 sq.m	"Paradise of Creation"
Toshiba-IHI Pavilion	6,440 sq.m	"Hope—Light and Man"
Pepsi-Cola Pavilion	4,027 sq.m	"World without Boundary"
Japan Folkcraft Pavilion	3,070 sq.m	"Beauty of Living"
Furukawa Pavilion	4,852 sq.m	"Dreams of Ancient and Present-Day Japan"
Hitachi Group Pavilion	5,000 sq.m	"Search—Invitation to the Unknown"
Midori-Kan (Astrorama)	7,289 sq.m	"Astrorama—Multi-Dimensional World"
IBM Pavilion	3,666 sq.m	"Man the Problem Solver"
Mitsubishi Pavilion	9,600 sq.m	"Nature of Japan and Dreams of Japanese"
Ricoh Pavilion	3,200 sq.m	"Enlighten thru EXPO'70"
Automobile Pavilion	9,792 sq.m	"World of Rhythms"
Sanyo Pavilion	3,350 sq.m	"Heart of Japan"
Fuji-Pan Robot Pavilion	1,572 sq.m	"Children's Dreams"
Mormon Pavilion	1,000 sq.m	"Search for Happiness"
Livelihood Industry Pavilion	5,880 sq.m	"Day and Night"
Matsushita Pavilion	10,313 sq.m	"Tradition and Development"
Chemical Pavilion	4,377 sq.m	"Chemistry and Life"
Christian Pavilion	1,034 sq.m	"Eyes and Hands"



Foreign Pavilions

Belgian Pavilion—Belgium will be represented by two pavilions and a garden. The first pavilion contains exhibits only, while the second comprises two restaurants, a conference and movie projection room and the offices of the commissioner general.

The exhibition pavilion is 19 meters high and has a huge roof made of red Belgian tiles. Exhibitors emphasize the beauty and the importance of the roof which is said to be the symbol of the family and the fatherland.

The walls are made of curved concrete, using a modern technological process.

There is also a unique garden with agricultural products and trees and flowers. Most of the exhibits depict similarities commonly found in Japan and Belgium. They are divided into four sections named “present,” “past,” “transition between past and future,” and “future.”

Australian Pavilion—A novel and contemporary design features the Australian Pavilion. The building has three main elements. Firstly there is the entrance complex, consisting of a building in the shape of a giant cantilever rising gracefully from the ground to a height of 39 meters to culminate in a “sky hook.” From this is suspended a circular free-hanging roof, 50 meters in diameter, which appears to float above the ground.

The second element is the exhibition cylinder, known as the Space Tube, built below ground level in a sunken garden, and the third element is the display and information hall.

Canadian Pavilion—The Canadian Pavilion, called the “Palace of Mirrors,” describes how the vast land was discovered and its rich natural resources developed. The structure has four towering walls, 19.5 meters high and sloping 45 degrees, which are sheathed with mirrors to convey the vastness of the Canadian landscape by reflecting the infinity of the skies.

The exhibits show Canada’s people and the processes of its industrialization. The entrance walls, also covered with mirrors, produce a fantastic impression of spaciousness. The main walkways are bordered by pools which act as a kaleidoscope with the mirrored walls.

Soviet Union Pavilion—The giant steel structure of the Soviet Union Pavilion rises to a height of 103 meters above ground, the tallest at the EXPO site. A hammer and sickle emblem, 6.5 meters tall, is placed atop the building.

The imposing structure covering a floor space of 8,430 square meters, is designed to dramatize the vigor and the achievements of the Russian people in their task of building socialism.

The semicircular building, painted red, also resembles the Soviet national emblem of the hammer and sickle. Since the year 1970 marks the centenary of the birth of Vladimir Lenin, the Russian exhibits will be dedicated to the nation’s founding father. The pavilion has a three-story section for exhibits and also houses a movie theater and a fashion show room accommodating 800 and 600 persons, respectively.

Portuguese Pavilion—Portugal puts emphasis on reviewing the traditional ties between Portugal and Japan ever since Portuguese rifles were first brought to Tanegashima Island 420 years ago.

The exhibits also introduce customs and manners and typical foods of Portugal. Goods and pictures deal with the past, present and future of Portugal.

The pavilion is a two-story ferro-concrete structure designed by the nation’s well-known architect, Prof. Frederico George.

The exhibition is aimed at describing how the Portuguese people have contributed in the past to the promotion of international understanding and cultural development, particularly in their relations with Japan.

Netherlands Pavilion—The Netherlands Pavilion consists of a series of cube-like, tiered sections spiraling to a height of 33 meters and held up by four towers rising out of the water.

With the exception of the entrance section, the floor of the building is two meters above ground level.

The pavilion has an elevated substructure shaped in the form of a T. Underneath the building are two access streets whose levels slope down to about 1.5 meters below the ground and water level.

The three wings on the first floor of the substructure contain a restaurant with a capacity of 200 persons, a theater for 200 persons and a reception area.

The top cabin gives a panoramic view of a large and important section of the entire EXPO area.

The exhibits are intended to give visitors a vivid impression of life in the Netherlands. Attention is also paid to the historic relations between the Netherlands and Japan.

Burmese Pavilion—The pavilion represents a “Royal Barge” used in the kingdom of Burma many centuries ago. The exhibition recalls regal pomp and splendor from the annals of the nation’s history.

Like a catamaran, the Royal Barge has twin-hulls

spanned by a building of Burmese architectural design with a seven-tier spire reaching into the sky for about 30 meters.

The twin hulls of the Royal Barge are impressively mounted at the fore with the legendary dragon's head, and the barge is set in an artificial pond amidst the greenery of the beautiful landscape.

In the main hall of the barge, the richness of the decor is enhanced by a display of the precious stones, rubies, sapphires, jade and pearls for which Burma is famous. Also on exhibit are other selected Burmese products together with popular samples of the country's folk art and handicrafts.

Scandinavian Pavilion—The 8.5-meter-high Scandinavian Pavilion, spreading flat over the 3,200-square-meter area, is built jointly by Denmark, Norway, Sweden, Finland and Iceland.

The pavilion, mainly of structural steel, has been built jointly by the five with the idea that their total population of 20 million should be regarded as an entity not only geographically but because of close cultural and economic relations.

The progress of Nordic countries in various fields of human endeavor is shown with the exhibits.

Another feature of the joint pavilion is a group of three restaurants set up by the SAS Catering Corporation, one of the world's largest international catering concerns. The three Viking restaurants have a total capacity of 600 seats occupying half of the Scandinavian Pavilion.

Chinese Pavilion—Two separate but identical triangular shafts connected by glazed bridges, form the main exhibition tower, 32.85 meters high.

The pavilion is divided internally into 10 rooms, and on display are masterpieces of Chinese culture and examples of the results of cultural exchanges between China and the Western world.

The 25-meter-high open space symbolizes a gateway for the exchange of culture. A Chinese restaurant featuring genuine Chinese cuisine and dishes from different provinces is located in an open courtyard behind the tower. In front of the restaurant is a triangular reflection pool, and next to the pool is a terrace where Chinese tea and Taiwan fruit will be served.

The overall design of the pavilion is 45-degree triangles.

Kodak Pavilion—The Kodak Pavilion is designed to dramatize the universal language which photography represents, with special emphasis on the way photography contributes to "Progress and Harmony for Mankind."

The pavilion consists of three towers. One of them, the glass tower, is 22.5 meters high and encircled from top to bottom by a ramp from which visitors can photograph many memorable views of the exposition.

Also distinguishing the pavilion are two brightly

colored towers of smaller diameter. One rises above the ground floor and contains three floors of exhibit areas, and the other is 8.5 meters high. Each tower has six sides, painted alternately red, blue and yellow. Picturesque landscaping of the pavilion grounds give visitors still other attractive subjects for their cameras.

Italian Pavilion—The 23.9-meter-tall building, composed of many interlocking, slanted structures, has three stories and a basement level.

The building, a combination of glass and iron, looks like steep mountain ridges. It was designed by young architect brothers Tommaso and Gilberto Valle who won a nationwide design contest for the EXPO pavilion.

The southern part is used for exhibition halls, while the northern part contains escalators and stairways.

A restaurant inside the pavilion offers Italian cuisine to visitors.

The exhibits include materials reflecting the close relationship between Italy and Japan ever since Marco Polo introduced Japan to the West more than 600 years ago.

Standing adjacent to the Hong Kong Pavilion in the northwestern part of the grounds, the pavilion has a total floor space of 23,520 square meters.

New Zealand Pavilion—The total presentation of the pavilion is to make the time spent by every visitor to the New Zealand Pavilion a "voyage of discovery." The exhibits are aimed at presenting the New Zealand way of life in a memorable way.

The central theme is simply "New Zealand and the New Zealanders." One subsidiary theme concerns New Zealand as a great food producing country with an important role in feeding a hungry world. The two restaurants in a practical way emphasize this and are supported by exhibits to show how the country has reached its present pre-eminent position as a food producer by its advanced production methods.

Visitors move along an inclined walkway, starting in a bush and mountain setting and passing through forests to open farmlands. They see aspects of life in cities and towns and displays illustrating the educational system and social services. The theme is completed by a display of New Zealand sports and leisure activities.

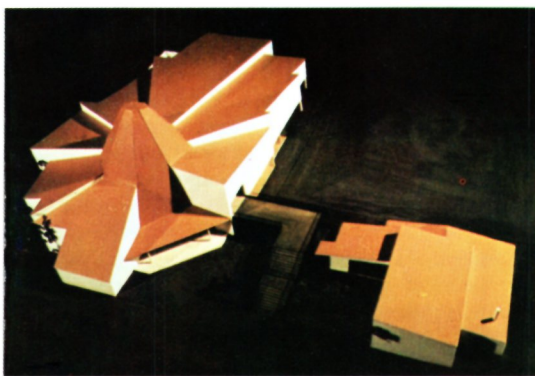
United States Pavilion—Unlike other tall pavilions, the U.S. Pavilion is built underground and covered with an air-supported roof consisting of a translucent fiberglass fabric skin tensioned on a rectangular grid of high-strength steel cables. Four air compressors are used to keep the roof inflated.

The elliptical roof measures about 140 meters by 82 meters. The exhibition below, covering 9,290 square meters, is more than twice the exhibition area of the U.S. geodesic dome at Montreal's Expo '67.

The roof is an outstanding feature of the U.S. exhibition. It forms a clear-span dome permitting sun-



Belgium



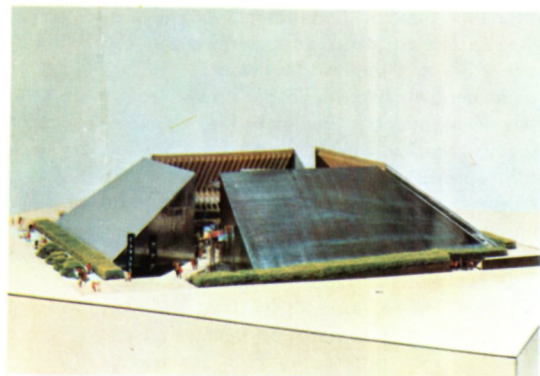
Portugal



Australia



Ontario



Canada



Burma



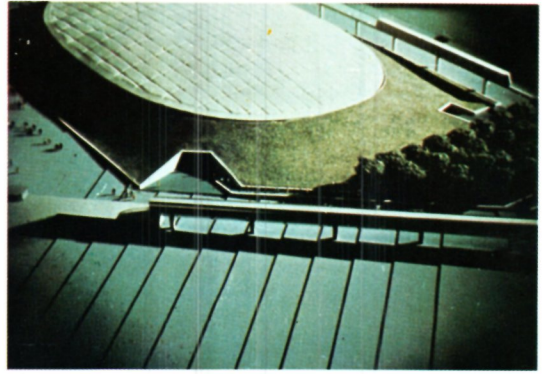
Soviet Union



Scandinavia



Republic of China



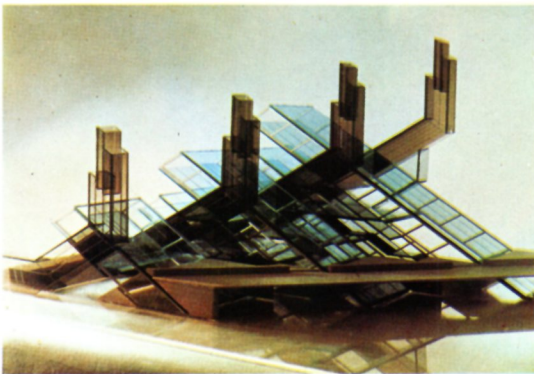
United States



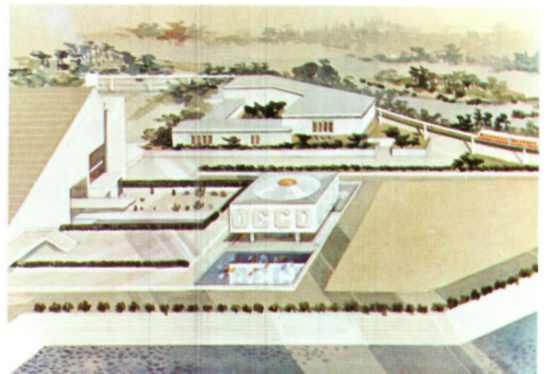
Kodak



South America



Italy



OECD



New Zealand



Great Britain

light to pass through into the park-like environment below, and by night, it glows from interior light.

The pavilion was designed by Davis, Brody, Chermayeff, Geismar and deHarak Associates under the direction of the U.S. Information Agency.

OECD Pavilion—The Organization for Economic Cooperation and Development is represented by an exhibit pavilion of modern architectural design, located next to the Symbol Area.

The pavilion is about 20 meters square and 10 meters high with the main exhibit area housed on the second floor which is supported by pillars and entered from below by twin staircases.

Two pools on the north and south sides reflect the flags of all the OECD member countries. The total floor space of about 400 square meters contains, in addition to the exhibit area itself, a conference room for seminars, lectures and film screenings. Library facilities are also provided for visitors with special interest in economic and related affairs.

British Pavilion—The British Pavilion is suspended from four giant twin steel masts so that the whole building becomes a giant canopy floating over an open-air concourse.

Designed by well-known architects, Powell and Moya, the pavilion has four separate exhibition halls linked by bridges and suspended under a single roof deck. The deck in turn is suspended from four pairs of steel masts arranged in a line on the longitudinal axis of the building.

Rising to more than 30 meters, the masts are a distinctive landmark at the exposition site.

The exhibits present a frank and lively view of Britain, her culture, democratic institutions and government, her people and the way they live, their aims and hopes.

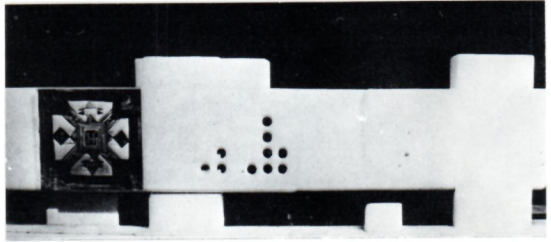
Underneath the exhibition halls, a concourse featuring a water garden and sitting space for visitors, provides a transition between the outside approaches and the inside of the pavilion.



Abu Dhabi Pavilion—The pavilion of Abu Dhabi was inspired by a typical old castle in the province of Abu Dhabi on the southeastern part of the Arabian Peninsula. The structure is designed to present the new spirit of the country rising with youth and vigor.

The pavilion is finished with natural materials to resemble a real castle. It consists of three exhibition areas, a cylindrical tower in the middle and two cubic buildings on both sides.

In the center of the pavilion is a pool of water which represents the abundant resources of petroleum in the earth. Among the exhibits are photographs and films introducing the history and nature of the country and international cooperation for the development of natural resources.



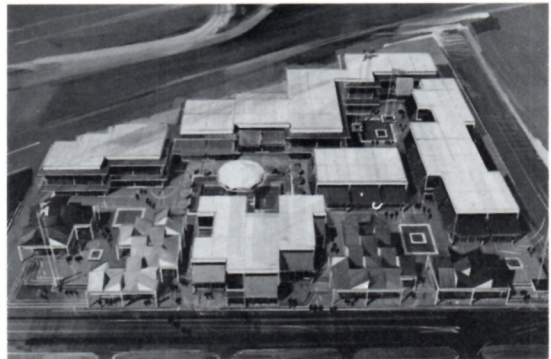
Algerian Pavilion—The Algerian Pavilion is painted entirely white, representing a traditional Algerian structure and symbolizing the nation popularly called “d’Alger la Blanche.”

The exhibits consist of historical art works brought from museums in that country and up-to-date products illustrated by audio-visual means.

The three-story building has a total floor space of 2,300 square meters and is 11.5 meters tall. Visitors are first led to the third floor by escalators where various cultural and industrial products are displayed.

The long historical transition of the northern African country which experienced 132 years of French rule is depicted by murals on the second floor.

A 400-square-meter restaurant on the first floor accommodating about 200 persons offers typical Algerian food and drink including “Couscousou,” and famous wines such as Mascara, Medea and Harrach.



American Park—American Park, located at the southern part of the exposition site, has nine buildings and four general areas, all intended to reflect typical American life.

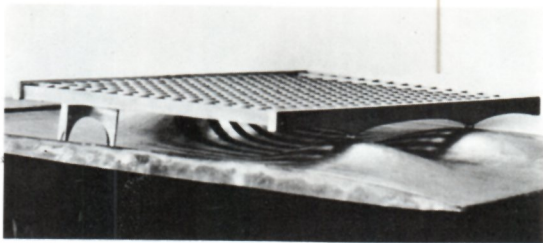
One area is devoted to exhibits of a group of American states and cities, all of which have close ties with Japan.

The exhibits show not only recent technological and space achievements, but also small-town America—the local drug store, the ice cream parlor, the snack bar, the green or the park, shops, etc.

A second area serves as a showcase for American private enterprise and its accomplishments in technology and in the arts.

American food is introduced at a third area. The focal point of the American Park exhibition is its central plaza which has a stage for music, dance, and drama performances.

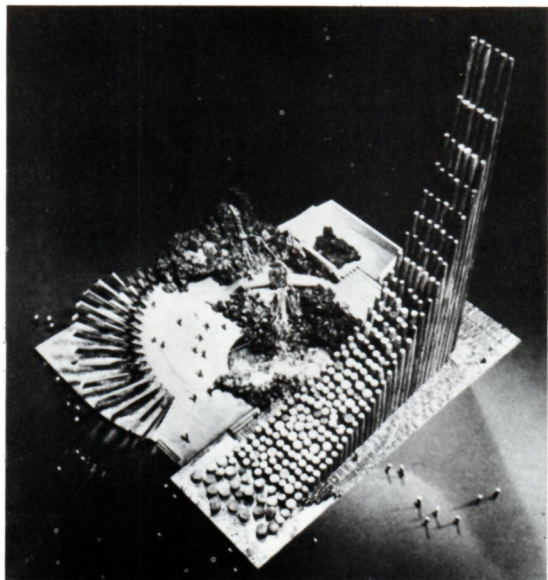
Outside the stage are a shallow pool, benches, tables, small garden areas, etc.



Brazilian Pavilion—The ultra-modern structure, with a lengthy, horizontal roof covering 40 per cent of the 4,000-square meter site, is intended to depict Brazil, the largest country in South America in area and population.

The flat and wide-spreading pavilion also symbolizes the frank and open-hearted character of the Brazilian people.

The roof, appearing as if hanging in mid-air, is supported by pillars and has no walls beneath it. Exhibition rooms are located underground. Emphasis is put on long history and traditions of Brazil, which was first developed as a colony of Portugal. Efforts are also made to describe the characteristics of Brazil which is a continuing bold synthesis of diverse cultural influences, derived historically from Spain, the Orient, France and England, and from Moorish, Jewish, and Protestant sources.



British Columbia Pavilion—The British Columbia exhibit presents the vast, untamed wilderness of the western province with the exquisiteness of an Oriental floral display.

Covering a total area of about 1,800 square meters, the British Columbia Pavilion is constructed in staircase fashion from Douglas fir cut deep in the northern interior and ranging in size from knee-high chopping blocks to 50-meter giants.

A 12-meter-high waterfall cascades over jagged rocks and pauses briefly in a pool spanned by a

wooden foot-bridge before tumbling another five meters into a second pool at the side of the pavilion.

In the entrance foyer, a three-dimensional display symbolizes British Columbia in all its elements and history from the early Indians, through the settlement period to the present time and on into the future.



Bulgarian Pavilion—"Stana Planina," the Balkan mountain range which rises from the shores of the Black Sea and stretches across the Balkan Peninsula, is the basic design motif of the Bulgarian Pavilion.

Its four pyramids symbolizing the mountains are made of steel piping. Each has one glass and two aluminum surfaces which reflect sunlight. The tallest pyramid stands about 27 meters.

The first floors of the pyramids house restaurants and offices, while the exhibitions are on the second floors. The exhibits present to the visitors the past and current history, beautiful natural landscape, and lofty aspirations of the nation.

Roses, for which Bulgaria is famous, box trees and geraniums adorn the garden of the pavilion.



Ceylonese Pavilion—The wall of one of the exhibition areas portrays some of the famous temple frescoes depicting Ceylon's Buddhist civilization and culture. As exhibits, some of the original stone statues and bronze works have been specially flown out.

The exterior of the pavilion is modern and unconventional, but the interior reveals the essential ingredients that characterize and blend the Ceylonese nation into a composite harmonious entity.

Simplicity of form and expression is the feature of the pavilion, which was designed by Geoffrey Bawa, one of the country's leading architects. The plan is to portray Ceylon's historical past of nearly 3,000 years and give an idea of the present and future path of progress.

Color photographs show Ceylon's scenic beauty.



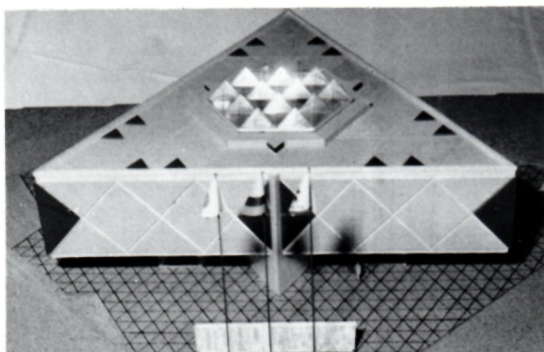
Chilean Pavilion—The Chilean Pavilion, costing about ¥54 million, is a flat, round structure, with its roof covered with copper plates brought from that country.

The building stands on a 1,206-square-meter tract between the West Gate and the Symbol Area. The total floor space is 345.6 square meters.

Besides the exhibition hall, there are administration and machinery buildings at the same site.

A stone sculpture, five meters tall and weighing 100 tons, stands near the front gate of the pavilion.

Chile was the 51st foreign country to decide to take part in the exposition.



Colombian Pavilion—The triangular shape of the Colombian Pavilion is the consequence of a creative analysis of the conditions of the site and its surroundings and of the program of Colombia's presentation in EXPO.

It allows no dead space and the whole of the building can be seen and understood from any angle. This shape has also evident connections with some of Colombia's national features, namely: the three pillars of her government system, the three main periods of her art's history, the three chains of mountains that cross her territory, and the three primary colors of her flag.

The upper floor was designed as an art gallery, and the ground floor as a large recreation terrace providing an almost unobstructed view for pedestrians.

The entire project is ruled by a triangular modulation, creating a complete architectural unity. This can be seen even in the furniture and in some of the displays.

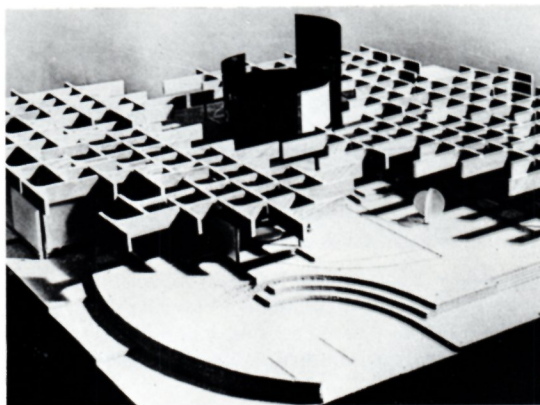


Cuba Pavilion—The two-story building covering an area of 1,600 square meters has been designed by a group of architecture professors and students of Havana University.

The pavilion consists of four major sections. The first section contains exhibits intended to show Cuba's experiences and its present efforts to attain "progress and harmony."

Rising to a height of 7.6 meters, the structure is built of steel and glass. Main exhibits are centered on Premier Fidel Castro and Che Guevara who died in the midst of a revolutionary campaign in Bolivia, to commemorate the 10th anniversary of the Cuban revolution.

Economic and social reforms that Cuba achieved in its post-revolution years are shown through the screening of films, and vast displays of photographs as well as other means, such as the use of sound effects.

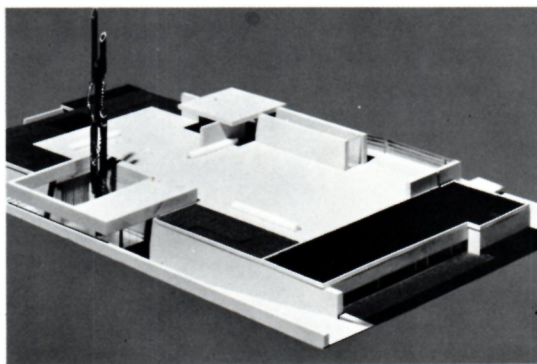


Czechoslovakian Pavilion—The basic idea of the design is featured by the simple architectural form of the pavilion. It is a flat, one-story structure, and emphasis is put on its ferro-concrete roof with eye-catching geometrical pattern.

The outer walls are made of traditional Czechoslovakian glass, while the floor is covered with ceramic tiles. The floor, with no staircases, is inclined gently toward the center of the building. A cylindrical, two-story movie theater projects upward at the center of the pavilion. It is also covered with beautiful glass in a mosaic design.

The Czech exhibition is more or less philosophical and is intended to describe people's sorrow, pride, anxiety, etc. The exhibits are divided into three main parts: Time of Pleasure, Time of Anxiety, and Time of Hope.

Each part is expressed by works of fine art both historical and contemporary.



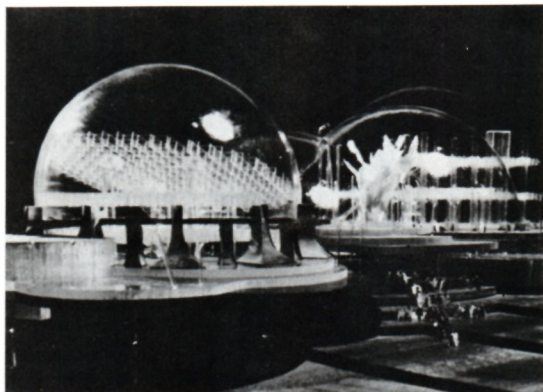
European Communities Pavilion—Designed by the young Belgian architect De Hoe in consultation with the German architect Bornemann, the pavilion is partially below ground level. Its roof, about two meters above ground, forms a large terrace open to the public, and is called "Palais de l'Europe."

This is an open-air extension to the pavilion, and the attention of visitors is drawn to it by a sculpture, about 18 meters high, by the Italian artist Carlucci.

The whole concept is symbolic of the new departure which the European Communities mean for Europe.

The general theme of the pavilion is "Imagination

for Peace,” and the exhibits call to mind the rich and troubled history of a continent which, at the close of World War II, set out on the path to unification, the European Communities being the first milestone on the journey.



French Pavilion—The French Government Pavilion is made up of four giant plastic domes, which are dubbed the “Umbrellas of Osaka” in honor of the site of EXPO’70.

The shapes of the domes are maintained with internal air pressure, which represent a major breakthrough in architectural technology.

The exhibits under the theme of “Tree of Life” are on display at three domes, and another dome contains a restaurant and a theater with a huge screen extending all the way from an underground portion to the top.

The French Revolution and various historical incidents and cultural development are introduced at the exhibition halls, in which visitors feel as if they are inside a large planetarium. There are also glittering rows of up-to-date French fashion designs.



German Pavilion—The greater part of the German Pavilion is underground and hidden from view. What meets the eyes of visitors is a huge garden brimming over with flowers and plants of Germany’s four seasons.

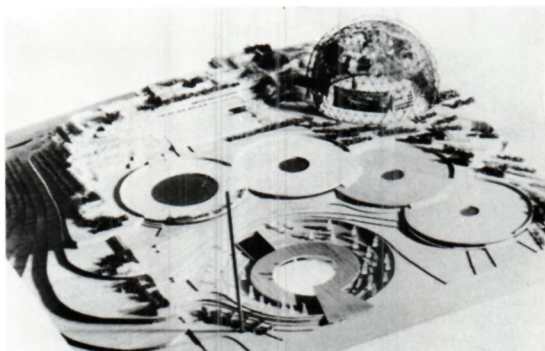
The unique layout is designed to arouse curiosity and suspense in visitors. The only structure rising above the garden is a dome, 17 meters tall, and stair-like structures, three to seven meters tall.

The flower-bedecked garden has four gentle slopes,

at the top of which visitors see through telescopes what’s going on in the underground display halls.

The dome contains an auditorium with 750 seats. German music is presented there constantly and the lower level of the double-deck dome serves as a giant screen.

The exhibition halls give visitors an intimate picture of various facets of West Germany.



Greek Pavilion—Nine buildings form the Greek Pavilion built on a three-meter-high mount reminiscent of an acropolis of ancient times.

Four of the buildings house exhibits concerning Greek culture. Incorporated in the pavilion is a replica of a typical ancient Greek amphitheater, where folk dances and classical drama are presented. Part of the theater is set aside for a waiting room, office and cloakroom.

The structure symbolizes the Parthenon, the temple of Athene on the Acropolis of Athens, built about 438 B.C. and regarded as the finest example of Doric temple architecture.

The concept of the exhibits is to tell the story and culture of Greece during the last 5,000 years. The masterpieces of painting and sculpture which are world cultural heritages show how the small country in the Mediterranean has influenced the rest of the world in the progress of civilization.

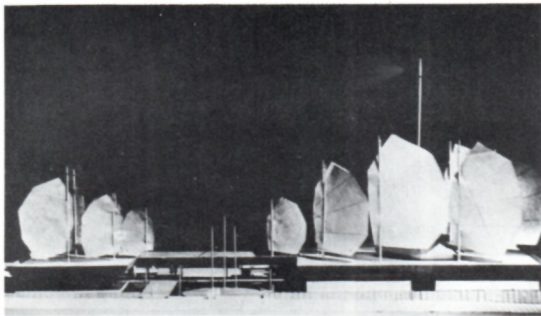


Hawaii Pavilion—The Hawaii Pavilion, in the form of a volcanic cinder cone, is located south of the Soviet Union Pavilion near the West Gate.

Its exhibit theme is “Hawaii, the Heart of the Pacific,” and efforts will be made to show how Hawaiian people work and live and how progress and harmony are achieved among diverse races, creeds and colors through mature political activity and advanced social thinking.

In the center of the pavilion is a large stylized tree having many screens to show the daily life of Hawaiian people.

Hawaii’s exhibit theme emphasizes the island state’s desire to become a major influence in Pacific affairs, chiefly by enhancing its present image as a financial, commercial and cultural “bridge” between the United States and Asia-Pacific nations and regions.



Hong Kong Pavilion—Thirteen bat-wing sails of junks in the silhouette of the structure are the keynote of the Hong Kong Pavilion, which symbolizes the unique geographical pattern of the British Crown Colony.

“Floating islands” on a body of water surrounding the pavilion will become the stages for colorful entertainment.

The structure is composed of three sections. Social progress and the great changes which have taken place in the last 20 years are shown in detail in the first section. The second introduces the achievements and industries of Hong Kong, and the last deals with Hong Kong as a cultural center and a tourist mecca of the Orient.

On display will be jade carvings, jewelry and examples of contemporary Hong Kong arts.

The highest point of the pavilion is the main mast reaching over 37 meters, and the 13 sails range in height from six to 24 meters.

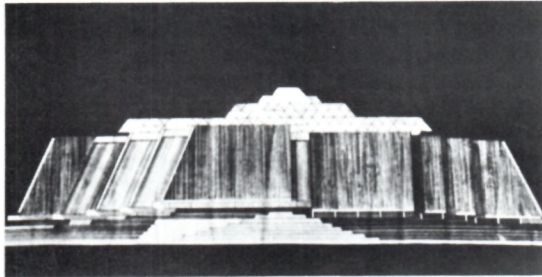


Indian Pavilion—The Indian Pavilion is one of the largest foreign structures at the EXPO site, with a floor space of about 3,700 square meters. In addition, there is a developed area of 1,200 square meters outside the pavilion, with an Indian village scene, cascade and pool.

The pavilion is in the shape of a large truncated cone with a big skylight. Visitors enter the pavilion by a series of terraces flanked by mud walls and traditional structures representing rural India.

Inside the pavilion are three levels representing different planes and dimensions of development. The middle entrance level comprises a circular area with a large elliptical cut-out overlooking the ground floor.

The middle level presents the traditions of arts and crafts, and demonstrates the skill of India in making articles of beauty and utility for use in sophisticated contemporary living.



Indonesian Pavilion—The Indonesian Pavilion stands on terraced ground with basins from which water flows slowly down its slopes. The pavilion consists of five pyramid-typed exhibition halls and restaurants encircling an altar where dance performances depicting various Indonesian customs and manners are held.

A horizontal terraced roof covers and binds together these five pyramid shaped stupas, reminiscent of the famous Borobudur when seen from a distant angle. The outer wall is made of wooden tiles supported by a row of ferro-concrete pillars.

Inside the pavilion, the visitors can find a typical Indonesian mood full of color, rhythms of gamelan music, exotic native dances and tasty foods.



International Place—International Place, joint unit pavilions intended for smaller countries, consists of five “places” having a total of 37 units to accommodate exhibits of the same number of countries.

The idea for the unit pavilions was conceived by the EXPO Association in the hope that more nations would participate in EXPO’70.

The five smaller places are called No. 1 Place Section A, No. 1 Place Section B, No. 2 Place, No. 3 Place and No. 4 Place.

No. 1 Place Section A: Eight ivory-white pavilions stand around a spacious plaza, paved in light blue. In the plaza are a tall monument and a stage. The design symbolizes the youthful energy of developing countries.

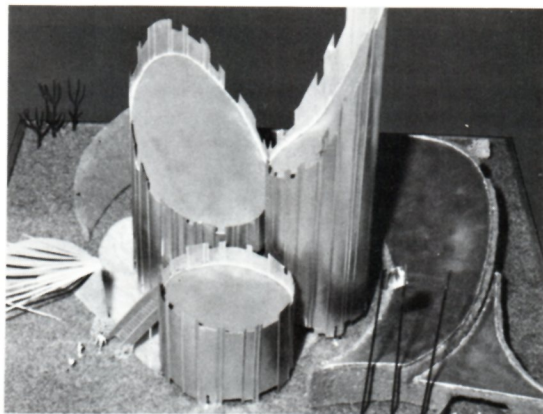
No. 1 Place Section B: Five white pavilions, each in the shape of a shell, stand out like large “diamonds” on a blue-paved plaza.

No. 2 Place: This is composed of 12 cube-shaped booths and a joint exhibition hall, three meters apart. Walking on the three-meter-wide “streets,” fairgoers will feel as if they were in a busy shopping district looking into display windows. The mirrored outer walls of each unit reflects the images of passers-by.

No. 3 Place: The buildings in the No. 3 Place are designed on the basis of suggestions made by Nepal, Laos, Cambodia and Afghanistan which desire to show their own national identity.

No. 4 Place: The EXPO Association sets aside many spaces in the No. 4 Place in anticipation that more countries will decide to take part.

The total area of International Place is 16,134 square meters.

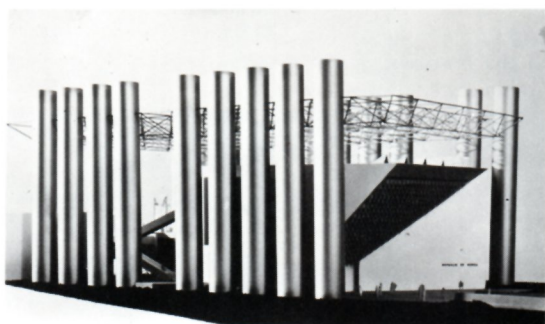


Ivory Coast Pavilion—The pavilion is made up of three cylindrical structures, eight to 35 meters high and in the shape of tusks, plus another hall called the “Historical House.”

The groupe of three halls, named the “Modern House,” displays agricultural products, industrial items and cultural materials depicting the present and future of the West African country.

The Historical House is a place for film screenings and folk dances, describing the past of the country from the colonialization period until its independence.

The country has appropriated ¥150 million for the pavilion construction and exhibition. It was the 17th foreign pavilion and the first African nation for which construction work was started at the site.



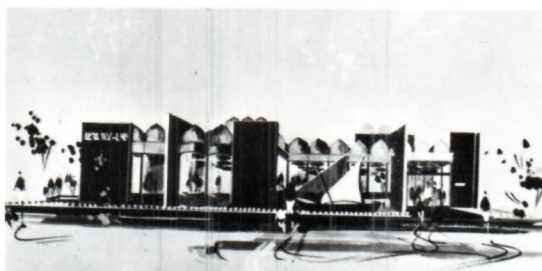
Korean Pavilion—The pavilion is shielded by 15 pillars, each 30 meters tall and looks like a giant refinery, symbolizing Korea’s rapid industrialization.

The structure consists of three blocks of buildings, connected by corridors, with the pillars linked by a roof made of triangular pipes.

The see-through roof, called “Space Frame,” is spread at a height some five meters lower than the top

of the pillars.

The exhibits within the structures are intended to explain Korean life of the past, present and future. Exhibits on the top floor interpret the past life in general of the Korean people, while present-day Korean life is described on the third floor. The second floor is used for offices. The future of Korea is visualized in the 12-by-27-meter boat-like structure built on an artificial pond covering about one-fourth of the total pavilion site.



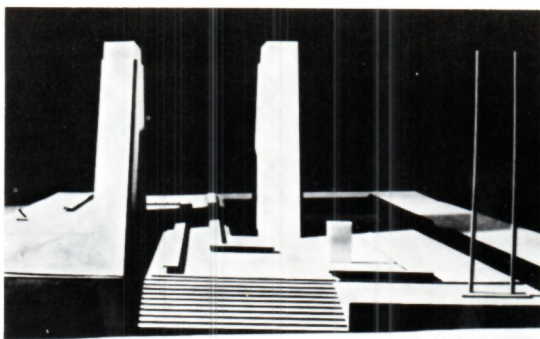
Kuwait Pavilion—A golden-colored roof in Moslem mosque style is a distinctive feature of the Kuwait Pavilion. The main building, with two stories above ground and a basement, is about eight meters tall.

A boat floating on a pond in front of the pavilion represents the geographical position of Kuwait. The boat is a dhow, an Arab coasting vessel used for trading in the Arabian Sea.

The outer walls of the pavilion, mostly made of glass, symbolize the nation’s rapid modernization in recent years, while the roof represents the traditional aspects.

The notable economic development and close trade relations with Japan and other nations are described with a number of goods and films.

The two-story structure covering 800 square meters has been built at a total cost of ¥58.5 million.



Mexican Pavilion—Teotihuacan, a Mexican deity’s city, is the design motif of the Mexican Pavilion which consists of four plazas built on four levels.

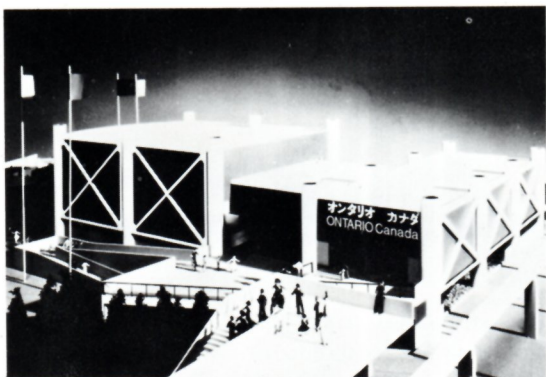
The ferro-concrete structure has a total floor space of 1,500 square meters, and two towers in the center represent the Mexican philosophy of “dualism.”

Main exhibits include sculptures and art works of the Indian culture of pre-Columbian days, and a large stone monument called “Stone of the Sun”

which was used as a calendar in the Aztec Empire.

Typical Mexican shows are the highlight of programs held at the pavilion during the exposition period. Mexican cultural assets, the people's way of living, rich agricultural resources and developing industries are introduced in details at a triangular "kaleidoscopic" room.

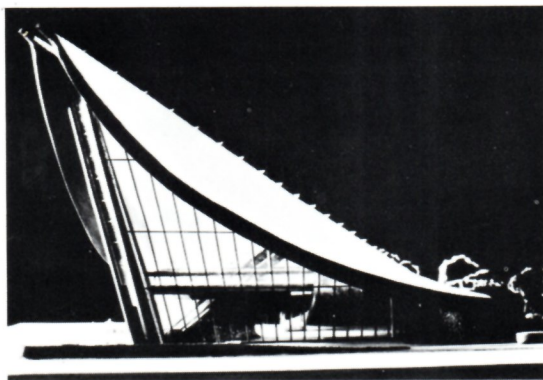
Five galleries show a number of art and utility works produced during three major periods of advanced civilization.



Ontario Pavilion—The Ontario Pavilion is a simple but striking structure made with sophisticated techniques. It is done in primary colors and the exterior steel panels are in blue, with white used for the exposed supporting members.

A spectacular new multi-image color film by Academy Award-winning director Christopher Chapman of Toronto is the main feature of the pavilion. Visitors will see the film on a huge screen 27.5 meters long, 11 meters high and curved to a 120-degree angle. The theater is designed to cater to 2,000 spectators an hour.

Other displays include a continuous audio-visual presentation in which 22 programmed projectors throw a multitude of color images of Ontario on a 30-meter screen that visitors pass. Many images of Ontario combined with Japanese ideographs form the content of the exhibition.



Philippine Pavilion—The pavilion has two stories above ground and one basement, and one part of the diamond-shape 790-square-meter structure rises 18 meters above the ground. The roof slopes gently from

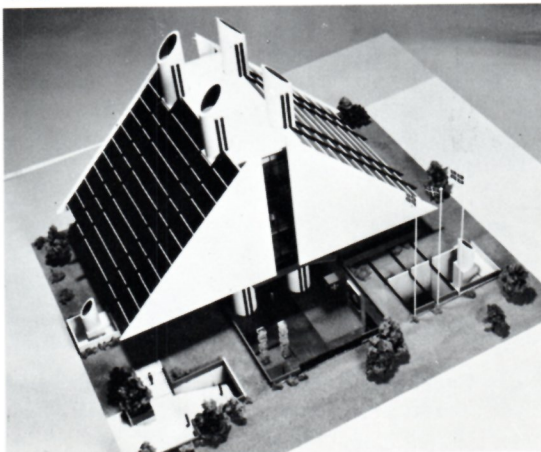
the highest point toward the other three corners.

The roof has a skylight on its edge in which Philippine shells are set.

Glass-curtain walls form the entrance below the highest part of the roof.

The exhibits introduce the culture and characteristics of the seven major islands which comprise the bulk of the nation's area.

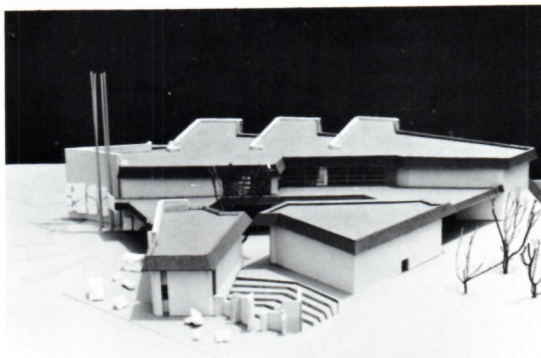
The nation's agriculture, raising of livestock, mining, lumber and fishing are described with a great variety of products and pictures displayed inside the hall.



Quebec Pavilion—Taking the form of a gigantic prism lanced by four steel columns, the Quebec Pavilion is designed to be an architectural representation of the spirit and vitality of Quebec.

From one angle a pair of immense sails seem to be suspended in the air, rising to a height of 29.4 meters. From another angle, one is reminded of a typically gabled building in Quebec.

The pavilion is divided into four levels, presenting many aspects of Quebec, its people, industries and way of life. A variety of special effects: animation, short films, etc., mark the three stages of the visitor's trip through the pavilion. The multi-purpose theater in the basement features exhibitions of Quebec art and culture.



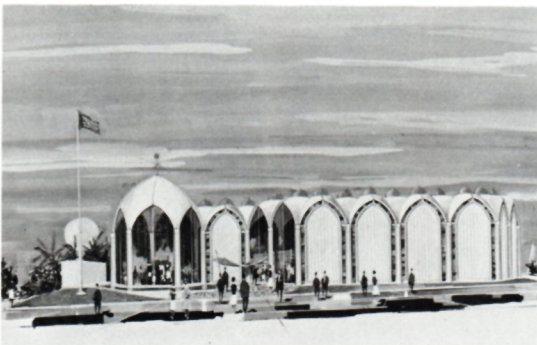
R.C.D. Pavilion—The R.C.D. (Regional Cooperation for Development) Pavilion has been built jointly by Pakistan, Turkey and Iran. Costing ¥320 million,

it stands near the Russian Pavilion at the western edge of the EXPO site.

The structure comprises three blocks: the first for exhibition halls of the member nations and a guest hall, the second for a fine arts exhibition hall, and the last for a coffee shop and restaurant.

The exhibition is organized by Ambassadors to Japan Maqbul Murshed Syed of Pakistan, Kia Nousedin of Iran and Aytug Turgut of Turkey.

The building is one of the three joint pavilions at EXPO'70, the two others being the Scandinavian Pavilion and International Place.



Saudi Arabian Pavilion—Saudi Arabia as a fast-growing Middle East country with its Islamic civilization is depicted in the two-story pavilion of traditional Islamic design.

The pavilion consists of a main exhibition hall, central exhibition hall and religious hall. The exhibits are arranged in accordance with the EXPO'70 main theme.

The displays in the main hall introduce the present status of the kingdom of Saudi Arabia, the daily life of King Faisal and his people, the thriving oil industry, and social and economic conditions.

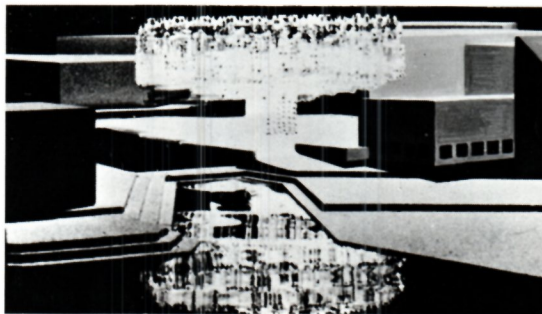
The religious hall describes the religious law of Islam, Islamic culture and art, and Mecca and Medina, the leading religious centers of Islam where the annual influx of pilgrims is an important commercial activity outside of the oil industry. People's efforts to utilize the nation's vast natural resources of oil, ore and water are depicted in the central exhibition hall.



Singapore Pavilion—Singapore, a tropical country, is symbolized by overflowing greenery and the flower of Bugen Biriya shining under the bright sun.

The true picture of Singapore is shown by recreating the world-famous Tropical Garden which has many thousands of shrubs and flowers. There are also small artificial falls and streams. At a corner of the site there is a small native style pavilion which houses many animals and birds such as crocodiles, tortoises, tropical fish and peacocks.

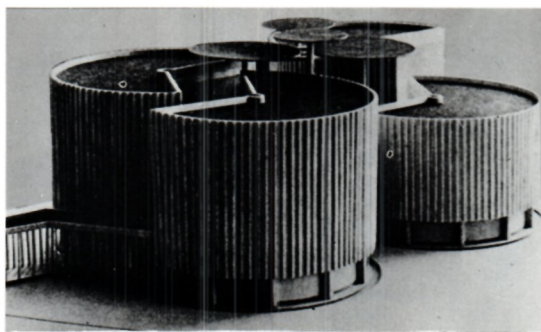
The pavilion is located at the western edge of the exposition site.



Switzerland Pavilion—The highlight of the Switzerland Pavilion, located in the very heart of the EXPO site, is a dazzling structure, 55 meters wide and 22 meters high, suggestive of a highly stylized tree. It represents a number of characteristics of Switzerland, such as peace, order, harmony, precision and variety, and thus perfectly corresponds to the general theme of EXPO'70.

The tree is clad entirely with aluminum, a metal developed in Switzerland since 1887 and which has since become widely used in all facets of industry.

The primary structure supports an intricate network of filigree branches, each carrying specially made electric lamps, 15 centimeters in diameter. In the daytime the sunlight is reflected in the shiny aluminum and the glass of the bulbs, and in the evening electrical power of 1 million watts illuminates 35,000 lamps and produces an atmosphere of festivity and peace over the area.

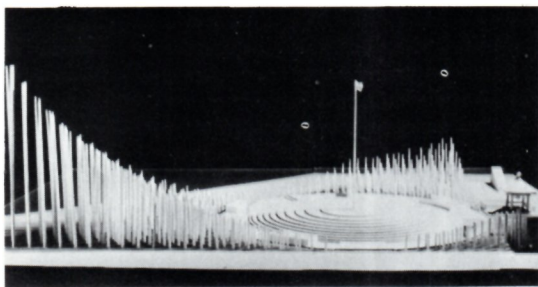


Tanzanian Pavilion—The pavilion resembles four traditional circular houses in a step-like arrangement, presenting a silhouette of a typical Tanzanian village.

The structure is designed to give an impression of movement, with a central piazza surmounted by a 10-meter-tall umbrella-like structure symbolizing a palm tree.

The building, of fine Tanzanian timber, consists of the "Hall of Culture," "Hall of People," and "Hall of Nature," each expanding one of the sub-themes of the exposition. The unique Tanzanian exhibits include a replica of the oldest man on earth, the Zinjathropus discovered in 1959 in Oldevai Gorge in northern Tanzania by British archaeologist Dr. Louis S.B. Leakey.

The exhibits show Tanzania as a land of great potentiality whose people are working toward an attractive future.

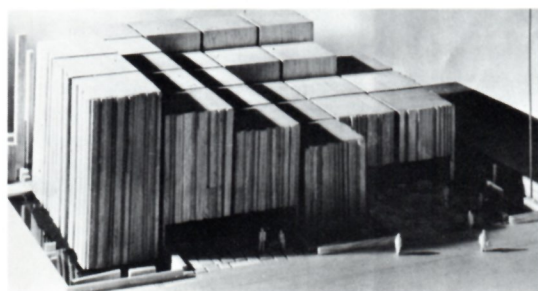


United Nations Pavilion—The U.N. pavilion, one of the prominent exhibitions at EXPO'70, contains a panoramic display of static and movable exhibits and a series of other attractions. These are intended to acquaint the public with the United Nations and specialized agencies' efforts for peace among nations and economic development through the world, and in particular, in Asia.

The pavilion is constructed, organized and managed by the United Nations Association of Japan (UNAJ) in collaboration with the World Federation of the United Nations Association.

The pavilion is a low-curved steel frame structure comprising a large circular exhibition hall. Surrounding the pavilion is a forest of metal poles reaching skyward and representing the peoples of the United Nations.

A Japanese peace bell, donated to the U.N. in 1954 as a prayer for peace, will be brought back on loan to Japan and prominently displayed in a belfry at the west entrance.



Washington State Pavilion—The pavilion is made entirely of natural western red cedar—a popular product of Washington State and one uniquely suited for structural as well as esthetic uses.

A dramatic multi-image color film depicts Washington State, the second most populous state in the western United States and a prime trading partner of Japan.

The pavilion houses industrial, agricultural, educational and cultural exhibits. Most of them also point to Washington's many years of friendly relations with Japan, its six-year-old sister-state affiliation with Hyogo Prefecture, and its eight sister-city affiliations.

The pavilion was designed by Roger Tierney Associates of Los Angeles.

EXPO'70 participation by Washington State climaxes five years of exhibits in the annual Tokyo-Osaka International Trade Fairs.



Domestic Pavilions

Japanese Government Pavilion—Keeping with the construction schedule, it has bared in step its majestic framework. That is the biggest individual structure in the eastern part of the EXPO'70 site.

Looking like the EXPO'70 emblem which symbolizes a cherry blossom, the single-story pavilion consists of five huge cylindrical structures.

A central plaza, flanked by the five "petals" will serve as the starting point for a tour of the pavilion, from the first to fifth halls. Towering in the center of the plaza will be a 90-meter-column.

Each of the five halls, 58 meters in diameter and 27 meters tall, is supported by three 6.5-meter-tall steel columns, making it look as if afloat in mid-air. Covering 37,000 square meters, exactly one-10 millionth of the nation's entire area, the Japanese Pavilion is designed to present a comprehensive and dynamic picture of the past, present and future of the country and its people under the theme "Japan and Japanese." The past of Japan is told in Hall 1 which is approached by escalator from the central plaza. Among the exhibits in this hall will be Haniwa clay dolls of the 7th century, Buddhist images representing the Chinese-influenced culture of the 8th century and gold-foil paper screens and ceramic art works of the 16th century.

Hall 2 exhibits will focus on the present day industries of Japan and daily life of the people. Shown together at the same time is the aspect of Japan's contribution to the world in manpower and export.

Hall 3 will feature "sun and water" to make visitors familiar with how nature in Japan is utilized. Contemporary Japan's tremendous achievement in the field of science and technology will be shown in Hall 4 with exhibits on utilization of atomic energy.

Hall 5 is designed to show "Japan in the 21st century." A theater capable of accommodating 1,000 at a time will be housed in the hall to show the film "Japan and Japanese" on a huge 48-by-16-meter multi-faced screen. The audience will be given a suggestion of tomorrow's Japan.

Fuji Pavilion—A pneumatic structure which could be a revolutionary new-age architecture, and a proudly lofty exhibition theme "Message to the 21st Century" feature the Fuji Pavilion.

The dome of the pavilion is to be made up of 16 "air beams," each measuring four meters in diameter and about 80 meters in length. Made of vinyl cloth coated with synthetic rubber, they can withstand

stormy winds.

With help of a huge turntable placed at the entrance, visitors will be able to see the exhibition without moving.

Images will be projected on screens, while light, sound and moving objects will be synchronized to produce what is called "total experience" in an atmosphere of "different worlds."

Furukawa Pavilion—The Furukawa Pavilion is the second highest construction, being of seven-story pagoda style. The total height of the pavilion is measured at 85 meters above the ground, next only to the Russian Pavilion at the EXPO site.

The pagoda is a reproduction of one of the twin pagodas which are said to have stood in the precinct of the Todaiji Temple in Nara in the eighth century.

The tower represents the dreams of ancient Japan, while the dreams of people living in present-day Japan will be expressed in an exhibition to be arranged in the subterranean "Computopia."

Among various electronic devices, a computer called Johann "Electronics" Bach will compose music and play it on an electronic organ, the moment a visitor feeds it with an improvised short combination of sounds.

Hitachi Group Pavilion—Hitachi, Ltd., the nucleus of the Hitachi group of enterprises entering EXPO'70, has announced the successful development of a laser color television set which Hitachi declares to be the biggest of all ever developed in the world.

The laser color TV set is the core of the crowd-drawing features to be presented in the Hitachi Group Pavilion.

In the second-floor hall of the pavilion, the laser television will show live scenes of EXPO'70 and project color TV programs.

The other chief attraction of the pavilion will be electronically simulated air trips in mock-up cockpits with a combined seating capacity of 128 "passengers." Several routes of travel will be offered and those in same cockpits will choose one by consensus.

Iron & Steel Pavilion—The Iron & Steel Pavilion will be very much like a huge music box where visitors will be exposed to sophisticated experimentation in sound employing the latest electronic engineering techniques.

The "Song of Iron" hall, rising some 40 meters on each side of a square, will be equipped with a total of 1,300 sound boxes, wired in 12 systems. At the center will be a round stage which can be rotated or lifted when a show is performed.

Surrounded by rows of benches, the stage will be like an amphitheater.

The noted composer Toru Takemitsu is to direct the performance of electronic music. He states that the audience "will be put in the midst of a world which is completely new and strange to them."

Kubota Pavilion—On entering the Kubota Pavilion, visitors will see artistic displays on the origin of agriculture, dissemination of rice culture, progress made in farming technology, and what a future agricultural community may look like.

The architecture, modified from an original design, will have a cylindrical building to house a film theater. In the theater, a movie describing rice culture in different parts of the world will be projected on three screens. It will be an epic drama of mankind, dedicated to the blessings of the sun, earth and water.

After the movie showing, spectators are to be led through a lofty corridor to a salon, 40 meters in diameter, suspended from a tower, the pavilion's landmark.

Livelihood Industry Pavilion—The Livelihood Industry Pavilion is the second largest domestic pavilion in terms of number of participating companies, next only in this respect to the Textiles Pavilion. Its membership consists of about 130 enterprises and 30 organizations.

The joint exhibition, which will be housed in a hall made of prefabricated honeycomb panels, will be divided into five sections representing the day from morning till night.

Family life in the morning, working people, recreation, happiness of home life, and nocturnal fantasia will be features of the five sections.

Set up at the end of the exhibition hall is a pentagon-shaped revolving theater.

The Kinoautomat, as the theater is called, is to offer four movements, at each of which spectators will see a new stage with a screen where dramas will unfold indicating the four seasons of the year.

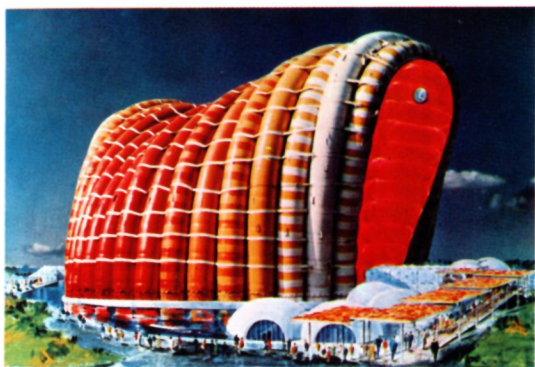
Matsushita Pavilion—The Matsushita Electric Industrial Co., Japan's leading electronics and home electrical appliance manufacturer, and its affiliate companies will present a "Tradition and Development" exhibition which will have two main features.

One will be the Time Capsule EXPO'70 designed to preserve the cultural and scientific legacy of the 20th century for 5,000 years. It will be the greatest monument of the 1970 Japan World Exposition and can be likened to the Egyptian Pyramids in significance.

The other will be a presentation of Japanese traditions, particularly spiritual aspects, by turning the entire pavilion site into a setting that exudes an atmosphere which can be felt only in Japan.

The pavilion is designed in the Tempyo style, surrounded by a thick grove of bamboo plants numbering about 10,000.

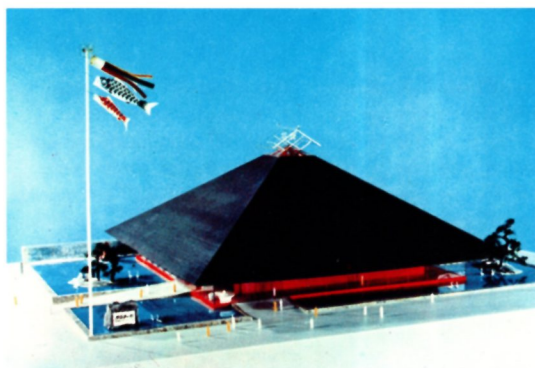
Midori-Kan (Astrorama)—The Midori-Kai enterprise group of 32 companies is concentrating its efforts to present the world's first hemispheric-vision film called "Astrorama," a word coined by combining



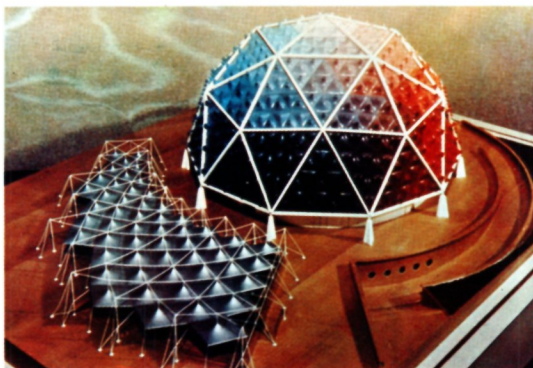
Fuji



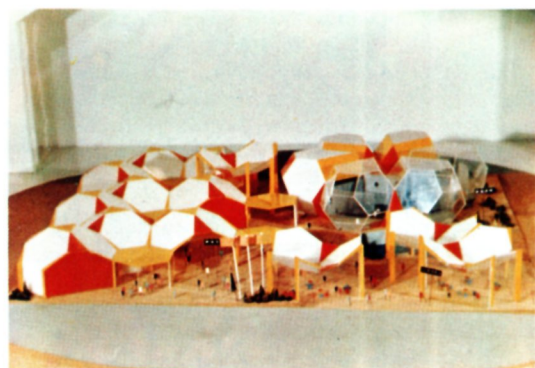
Rainbow Tower



Sanyo



Midori-Kan



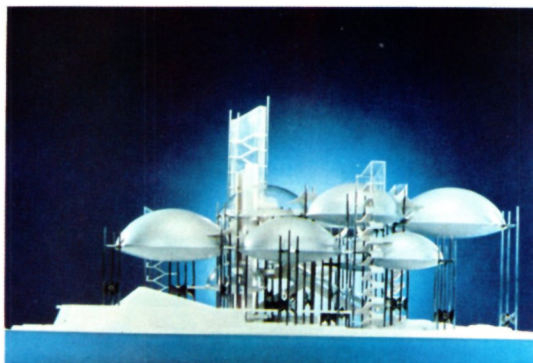
Livelihood Industry



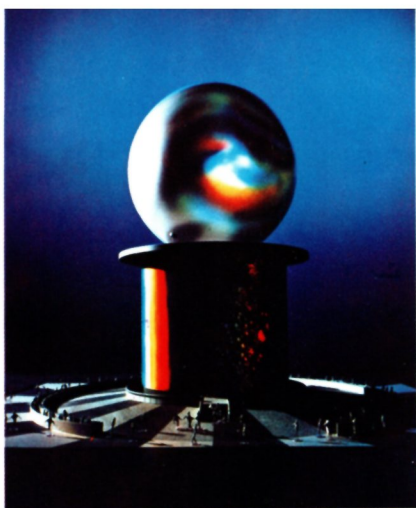
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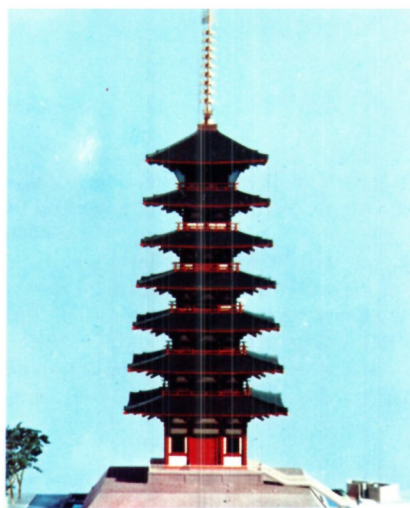
Iron & Steel



Sumitomo



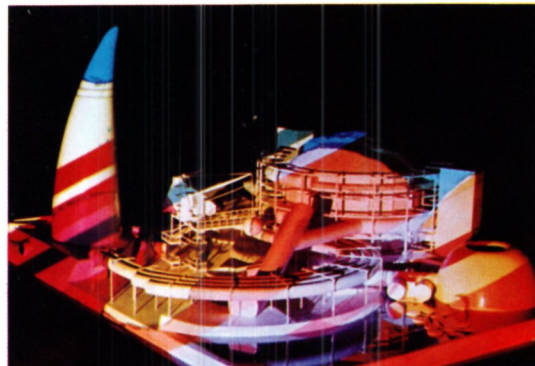
Ricoh



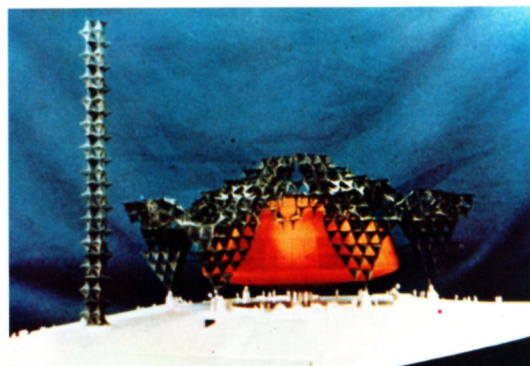
Furukawa



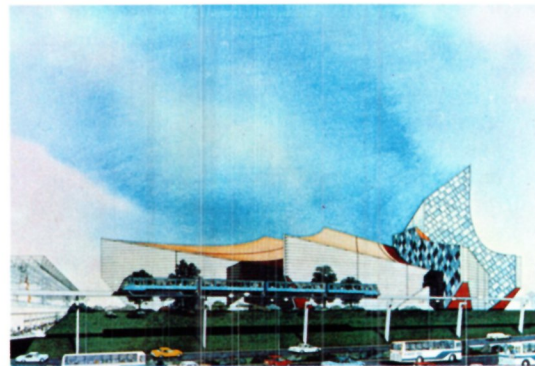
Kubota



Mitsui



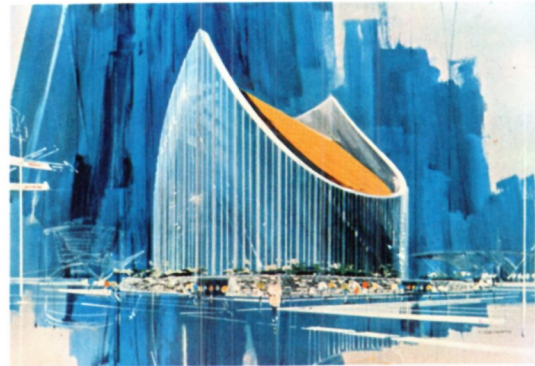
Toshiba-IHI



Mitsubishi



Hitachi Group



Suntory

“astro” and “drama.”

The main pavilion of the Midori-Kai exhibition will be a gigantic dome 46 meters in diameter and 31 meters from the ground level to the top.

Inside the dome will be a hemispheric screen 30 meters from wall to wall at the bottom and 25 meters in height. Five specially made projectors will cast three-dimensional images on it. Together with a stereophonic system, they will convey “on-the-spot” effects to 1,000 spectators accommodated at one time.

Mitsubishi Future Pavilion—Mitsubishi will make an ambitious approach to the central theme of EXPO’70, “Harmony and Progress for Mankind,” offering a proposal on how the dreams of the Japanese people can be realized while keeping harmony between scientific progress and nature in its exhibition.

Spectators will see here the changes that may be brought about in the next half century.

In the pavilion, which is separated into five sections, various aspects of a futuristic nature will be on view.

In the first four sections will be shown the dynamic activities of nature, a futuristic world weather control station, the development of seabeds and a scientific utopia at the ocean bottom and the like. And the last section will be a huge recreation hall where visitors can create future visions of their own.

Mitsui Pavilion—The Mitsui Pavilion, where a space review, called a “trip into outer space and the world of creation,” is to be presented, is large enough to accommodate 20,000 a day and an estimate overall total of 3.6 million during six months.

The pavilion jointly built by 32 group companies will be composed of a cylindrical structure with a dome. It will measure 40 meters in diameter and 30 meters from the ground to the top of its canopy.

There will be an impressive tusk-shaped symbol tower beside the pavilion, part of which is to rise 50 meters into the air.

Inside of the main building, spectators are led onto three gigantic discs moving up and down while rotating, and they must feel as if traveling on rockets into space.

Rainbow Tower Pavilion—The Rainbow Tower Pavilion of the Japan Monopoly Corporation is aptly named because it plans to produce artificial rainbows seen near the top of the 70-meter-tall tower building.

The organizers are going to emphasize rest and relaxation in their exhibition, providing a quiet environment for meditation and self-reflection. They hope to make visitors aware of “the mind of the Japanese.”

Exhibition floors in the pavilion are divided into two parts; the first floor features Ikuma Dan’s soothing music to send visitors into a sense of fantasia: the

second floor presents shows and film screenings amid an atmosphere of the Japanese traditional cultural background.

Ricoh Pavilion—The Ricoh Pavilion will have a landmark of its own in the form of a huge balloon which can be seen from anywhere inside the fair grounds as it will be flown as high as 40 meters.

Inside the balloon measuring 25 meters in diameter will be projectors and electronic devices. At night they will screen ever-changing images on the surface of the balloon such as fireworks and abstract figures.

“Floating Vision,” a name given to the balloon show by the Ricoh group of companies, will be remote controlled by means of perforated tapes.

Embraced in the “Floating Vision” will be “Space Vision” and “Inside Vision.” The former is a film projection on the exterior wall of the main pavilion and the latter is one on the inside. Cartoons and other subjects are to be featured on these screens.

Sanyo Pavilion—The Sanyo Electric Co. and four other companies affiliated with it will present the “ideal home life of tomorrow” in its group exhibition. The exhibition will emphasize the harmonious combinations of traditional Japanese artistic values and fast-developing electronic technology.

The exhibition pavilion of the Sanyo group, named “House of Health,” is designed in a typical Japanese architectural style.

Inside the pavilion, various devices will be employed to produce audio-visual effects and to create artificial climate and simulated natural phenomena.

In a stream flowing around the house, scenes of typically Japanese events such as a floating-lantern festival will be revived.

Sumitomo Pavilion—Sumitomo Pavilion’s gigantic “mushrooms” will form a world of fairy tales. Cherishing children’s dreams and reviving memories of innocent childhood in the minds of adults, the Sumitomo Pavilion itself is to be a unique architectural formation resembling nine flying saucers. Six of them will be used for displays and the others as lounge, observation room and assembly hall.

Visitors will enter the central dome and then move on to the exhibition halls.

About 50 famous fairy tales of the world, half of Japan and the other half of other countries, including the stories of Cinderella, Kaguya-hime (Bamboo Princess) and Urashima-taro, will be arranged in the exhibits.

Also different methods of presentation will be adopted at each exhibition hall.

Suntory Pavilion—Suntory, Japan’s leading whisky distiller, intends to appeal to people of all ages and every nationality through its exhibition. “Water of Life” is expected to be expressed symbolically through

its exhibits; the pavilion will look like a bamboo stalk or a liquor barrel cut. Film shows shown in the theater will emphasize Suntory's exhibition theme, describing the importance of water to human life.

The pavilion is to consist of three sections—a lounge accommodating about 50 persons, a three-story movie theater, and an exhibition hall in a basement level.

An ambitious filming project is being made in photographing tours by teams of cameramen and producers visiting New York, Rio de Janeiro, Mexico, the Amazon River, the Middle East, India, Spain, Italy, etc.

Toshiba-IHI Pavilion—The two sister enterprises of Toshiba and Ishikawajima-Harima Industries will explore the potentials of mankind in their joint "global vision" pavilion. The exhibition will be dedicated to hopes man harbors for his future.

Of the exhibition theme "Hope-Light and Man," "light" symbolizes intelligence and technical achievement.

The "global vision" theater will be suspended from a tetra-unit structure. This theater, seating about 500 persons, will have a floor pushed up by a hydraulic system. It will rotate slowly so that the spectators will be able to view the circle vision motion picture to be projected on nine screens.

The film will be a documentary on youths of the world whose common task is to build the future of mankind.

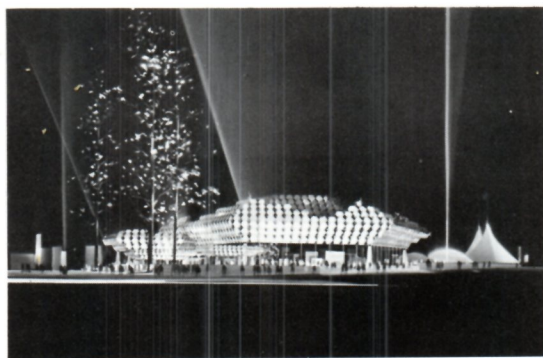


Automobile Industry Pavilion—The Automobile Industry Pavilion, located near the West Gate, will consist of two buildings covered by tents and a 12-lane computer-controlled circuit for mini-mini cars.

The tents will be stretched from rings around the cylindrical pillars standing in the midst of each building. In the daytime, sun-light will come through the hollow centers of the pillars. At night seven colored beams of light will be discharged from within them into the sky.

The first building will house a movie theater with a seating capacity for 800 spectators, and in the second instruments made of scrap engines will play eccentric music.

Provided for children is the mini-mini car circuit. The cars will be controled by computers and there will be no collisions and other accidents.

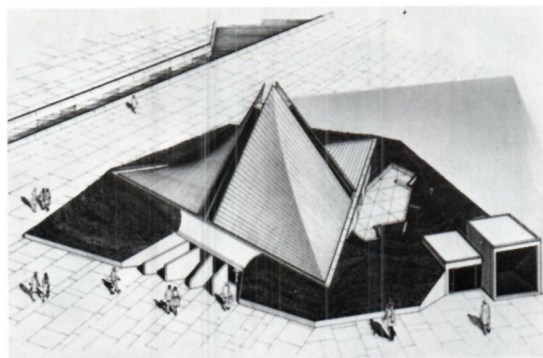


Chemical Pavilion—The subject theme of the "Chemistry and Life" exhibition by the Japan Chemical Industry Association is: "Progress in chemistry is in harmony with the improvement in man's standards of life." With such a strong conviction, modern-day alchemists of this country will show their latest magic in "Chemical Fantasia-land."

The exhibition will also suggest the boundless possibilities of the chemical industry in a variety of ways.

"Chemical Fantasia-land" will have four sections—theme space, chemical fantasia and animation theater, chemical show space, and a chemical garden with a restaurant.

Fantastic and abstract methods together with screen projections will be employed throughout the whole exhibition to feature the romance of chemistry.

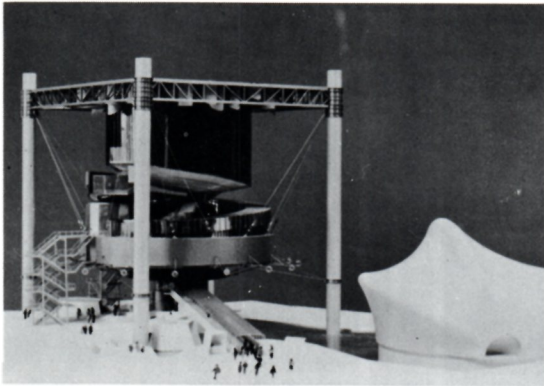


Christian Pavilion—Marking a conspicuous step in the Christian ecumenical movement in Japan, there will be a non-denominational Christian Pavilion at EXPO'70. With the joining of hands of Catholics and Protestants, the Osaka Christian Federation is sponsoring the Christian exhibition.

Under the main theme "Eyes and Hands—Discovery of Man," three kinds of "Eyes" and as many kinds of "Hands" will be amplified in the exhibition and audience participating programs.

"Eyes" of love, of faith, and of hope will call on people to see through their own eyes the realities of life. Reconciling, praying and serving "Hands" are expected to assume positive attitudes and act for worthy causes.

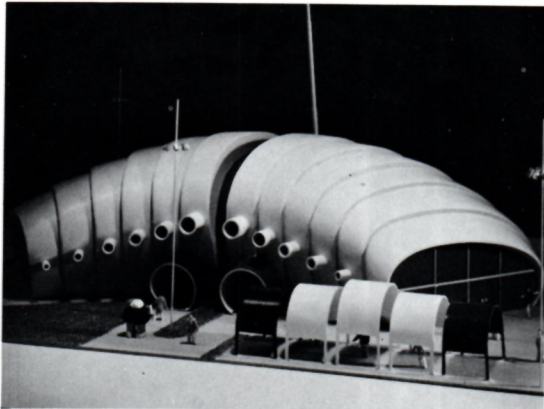
Other features will be Rafael's tapestry works and the world's largest bamboo pipe organ.



Electric Power Pavilion—The 1,000-ton-in-weight pavilion, Electrium, suspended from four large steel columns 42 meters in height and 2.2 meters in diameter, will house a film theater and an exhibition hall, dedicated to its "Man and Energy" theme. Visitors will be able to learn much about nuclear power generation through the audio-visual displays.

In the movie theater, people will see a film titled "Hunter of the Sun," an epic drama of its theme. The theater will have five screens on which a huge sun measuring 10 meters in diameter will be screened.

The film describes the blessings of the sun, the taming of fire and the harnessing of various sources of energy, climaxing in the development of nuclear power reactors.

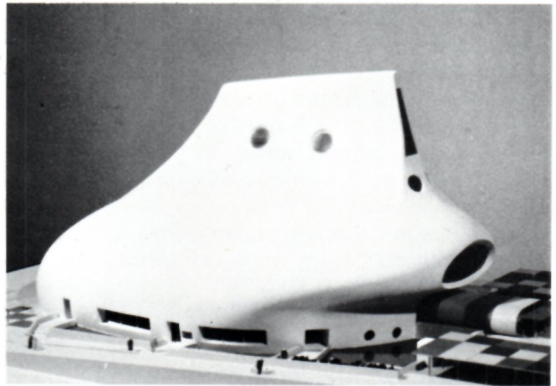


Fuji Pan Robot Pavilion—The Fuji Pan Robot Pavilion, located in the amusement area, Expoland, will be a place for children, where they can spend their time in a world of robots.

The exhibitor, the Fuji Baking Co. of Nagoya, has adopted one of the EXPO'70 theme pillars, "Harmony," expressing harmony between children and robots.

One of the three sections making up the pavilion, Robot Town, will be the most important and amusing section of the Fuji Pan exhibition. Here, an orchestra of mechanical insects, birds and other robots will play concerts.

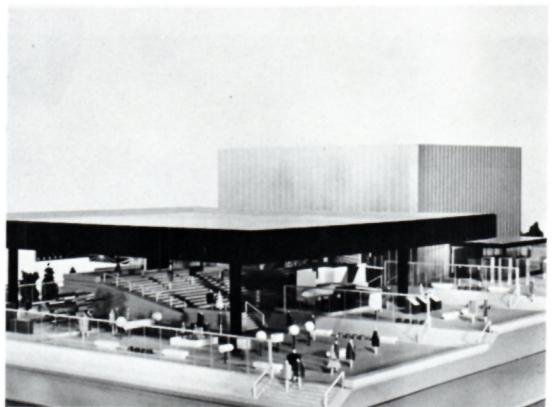
At the entrance to the pavilion, children will be greeted by a giant robot which will be able to talk, walk and shake hands with visiting children.



Gas Pavilion—The world-acclaimed Spanish artist, Joan Miro, will have an outsized mural to mark the Gas Pavilion's "World of Laughter." The surrealism artist, now creating the largest mural ever made by him for this pavilion, is expected to arrive in Osaka sometime in November to supervise the assembly of component tiles. The tiles for the mural, tentatively named "Naive Laughter," will be shipped here from Barcelona, reaching Osaka in October.

Miro's new work will measure over five meters by 12 meters. It will be donated to a public art museum after the close of the world exposition.

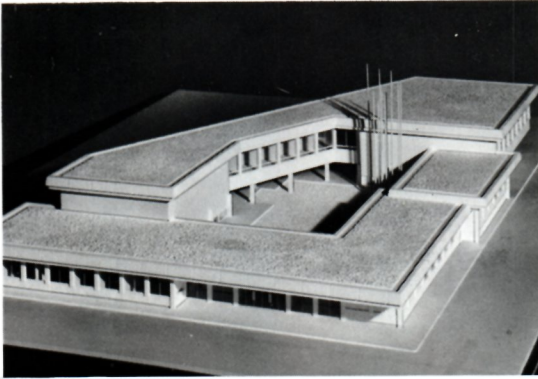
A movie theater built in the pavilion is to produce strong psychological effects and expose the audience to a supra-natural experience.



IBM Pavilion—The IBM Pavilion will illustrate the growing role played by the computer under the theme "Man The Problem Solver." The theme was chosen in the belief that the history of mankind "is a history of problem solving."

The exhibition will depict "difficulties man has encountered in his quest for progress and how he has successfully labored to overcome them." The role of the computer will be taken up as one which has "extended human problem-solving capacities to an unprecedented degree."

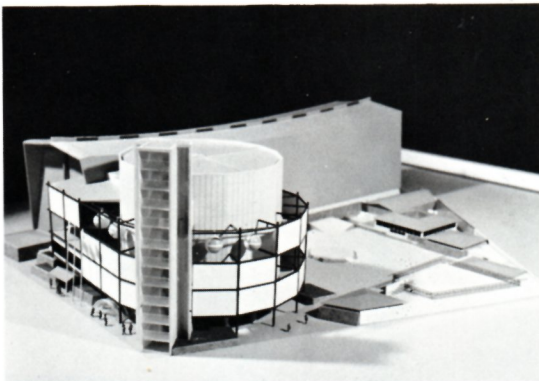
There will be a canopied theater large enough to seat 1,000 and the IBM computers to be used for programs at the theater will be placed in a room with three glass-paneled walls so that people will be able to see them.



Japan Folkcraft Pavilion—In contrast with festive activities and presentations in other sections of the fair grounds, the Japan Folkcraft Pavilion is characterized as a cultural corner for the enjoyment of fine and performing arts of Japan and the world.

The purpose of the presentation of the pavilion lies in introducing to both Japanese and foreign fairseers the aesthetic sense of the Japanese which has found unique expressions in objects used in everyday life.

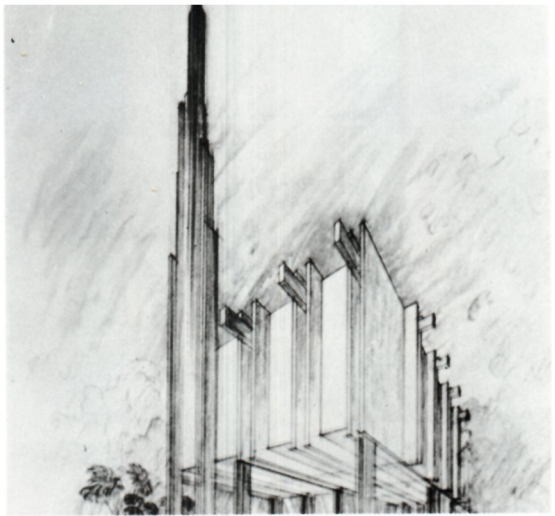
A major part of the folkcraft works to be exhibited at the pavilion will be loaned by the Japan Folkcraft Museum in Tokyo. In order to present the best possibility of variables, the items on display will be changed six times, or once every month, during the six-month run of the fair.



Local Autonomy Pavilion—Local self-government on the march—the Japanese island chain on the threshold of a new era—this lengthily termed theme well describes the ambitious project, which is designed to give an intimate picture of Japan's local self-government in all its diverse aspects. The exhibits will show the changing and dynamic facets of the various regions of Japan and the wisdom of local residents which keeps autonomy going and growing.

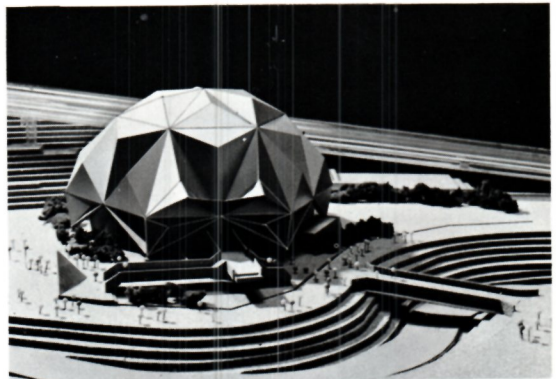
The ¥1.5 billion structure, adjacent to the Japanese Government Pavilion, will consist of three parts; overall displays, displays featuring the eight constituent regional blocs, and rest and recreation facilities.

Halls No. 1 and 2 are to present displays showing the evolution, present conditions and future prospects of local autonomy.



Mormon Pavilion—The Mormon Pavilion presented by the Japan Mission of the Church of Jesus Christ of Latter-day Saints will be one of the two Christian pavilions at the 1970 Japan World Exposition. The exhibition will be in line with the two subject themes of EXPO'70 "Toward fuller enjoyment of life" and "Toward better understanding of each other."

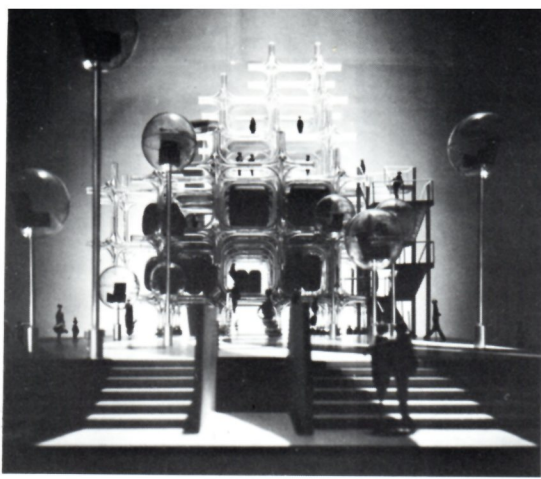
The two-story building will have a 15-meter-tall tower. At the top will be a statue of the Angel Moronai, who is said to have handed to Joseph Smith, founder of the religion, gold plates of holy scriptures. The replica of the statue adorning the Mormon Tabernacle in Salt Lake City was used at the New York World's Fair and at the Hemis Fair in San Antonio, Texas.



Pepsi-Cola Pavilion—The Pepsi-Cola exhibition at EXPO'70 will feature a combination of art and technology, being worked out by Experiments in Art & Technology, Inc. of New York, a group of artists and scientists who are working in their various capacities to create new ideas through mutual collaboration.

Visitors to the pavilion, which is to comprise two sections of a "clamshell" room and a hall within a dome, will be exposed to new and strange experiences—audio-visual magic made possible by imaginative applications of laser beams, electronic devices, prisms, mirrors and others.

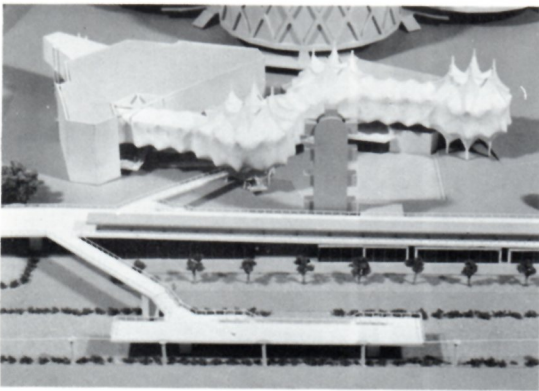
The interior of the dome will be a spherical mirror 90 feet in diameter. Standing in the hall, the visitor can see images appear in many different perspectives, upside down, enlarged, and floating in space.



Takara Group Pavilion—With the exhibition theme “Joy of Being Beautiful,” the Takara Beautilion is to emphasize the pursuit of beauty throughout the whole display. As presentations of human beauty, beauty pageants and fashion shows will be included in the entertainment program.

Visitors entering this uniquely-built pavilion will be asked to take seats which will lift them up to a height of more than 10 meters. They will be taken to a world formed by an interplay of light and sound and to a garden of the future.

Later, visitors will find themselves revolving around and around on a simulated space trip. After a brief “outer space trip” women will be given an opportunity to enjoy “dolling up” with their figures reflected in a mirror.

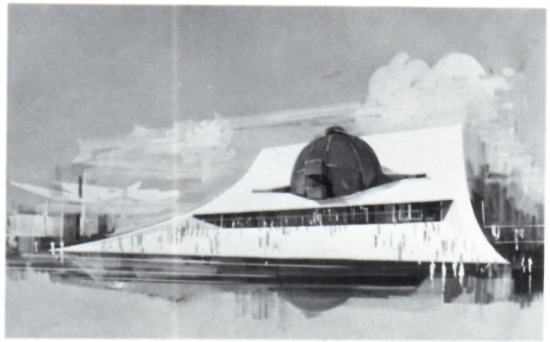


Telecommunications Pavilion—The Telecommunications Pavilion is aimed to describe the development of means of communications from Marconi’s days to today’s satellite communications under the theme of “Man and Communications.”

The exhibits are being made up jointly by the Nippon Telephone and Telegram Corp. and Kokusai Denshin Denwa Co. with the support of the Ministry of Postal Services and the Japan Broadcasting Corp. (NHK).

The pavilion will be divided into three sections—introductory part, general exhibition space and triangular “Eidophor” theater.

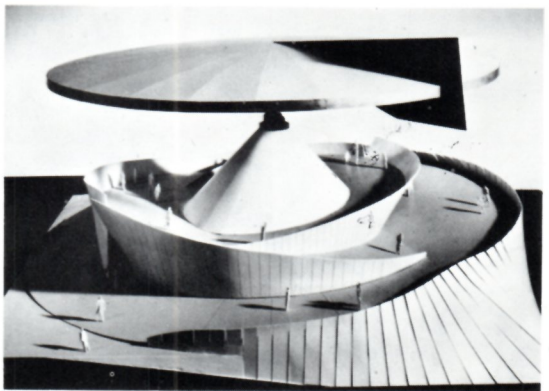
The “Eidophor” theater will have a screen on each wall where live scenes of Tokyo, Kyoto and Kyushu will be projected.



Textiles Pavilion—The chief attraction of the Textiles Pavilion will be “Space Projection,” an attempt to produce completely new cinematographic effects by employing 10 film and eight slide projectors. Its screen will be the interior wall of the pavilion’s center canopy adorned with sculptures of women’s heads, limbs and torsos.

The film is entitled “Ako,” a girl’s name. The chief actress starring in the movie will be Emiko Kazama, a charming Yokohama girl chosen from some 300 candidates.

The EXTA (EXPO Textiles Association), composed of nine organizations, five special corporations and 250 enterprises, intends to hold a press preview of the pavilion in mid-February well in time for the EXPO opening.



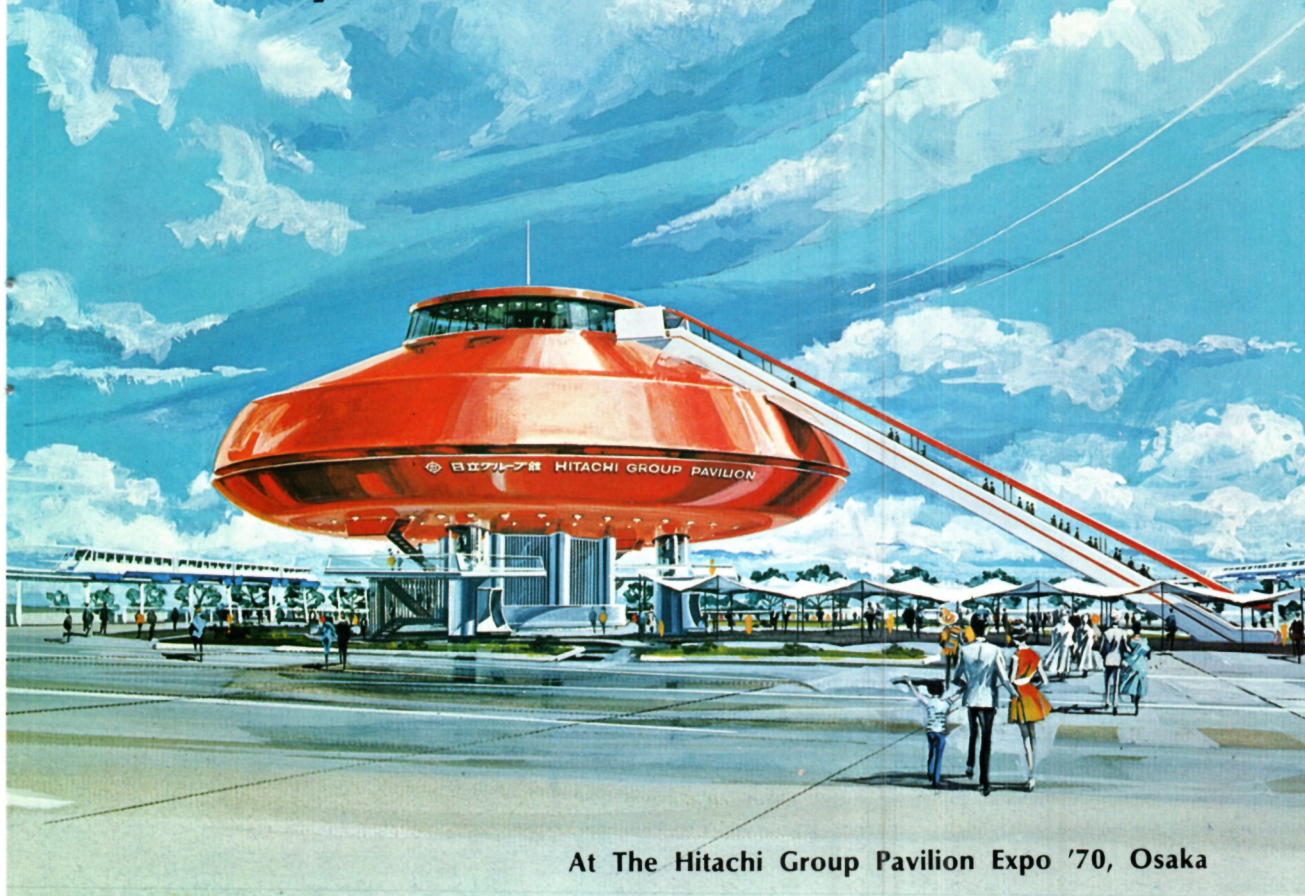
Wacoal-Riccar Pavilion—The Wacoal Co. and Riccar Sewing Machine Co., whose most important customers are women, will have a joint EXPO’70 pavilion under the theme “Love.”

There will be what may be called EXPO Weddings held at this pavilion, in which about 13 couples will be invited from different countries in the world to hold their weddings here. In addition, about 50 Japanese couples will also be married here in a specially organized non-religious wedding ceremony.

In the “space of rest,” background music will be constantly broadcast, while a nerve-soothing atmosphere will be created by means of light control. On the floor will be inscribed songs of love.

Also projected is a showing of a movie entitled “Love,” which will add zeal to the theme.

Fly Into The Future



At The Hitachi Group Pavilion Expo '70, Osaka

The Hitachi Group extends a most cordial invitation to fairgoers at the Osaka 1970 World Exposition to voyage in space on simulated flights at its \$5.5-million flying saucer pavilion.

Visitors to the spectacular, disc-shaped structure will go on simulated, computer-controlled space flights, with all passengers invited to take a turn at the control panels.

The tour of the pavilion also includes a close look at the advanced equipment operating the space flight and an exhibit of tomorrow's television—laser-beam TV projection system, while on top of the pavilion will be a lofty, panorama-view sky lounge.

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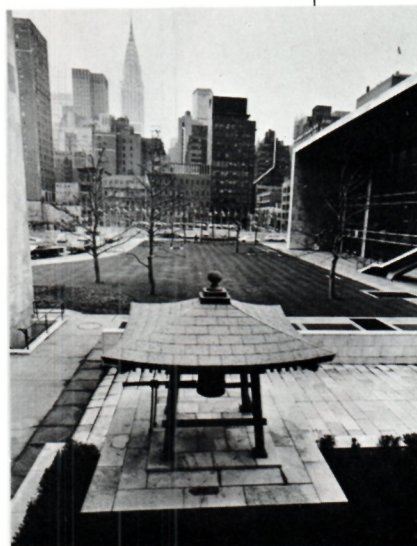
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Concerning the Bell of Peace, address your inquiries to: Bell of Peace Booth, UN Pavilion, EXPO '70

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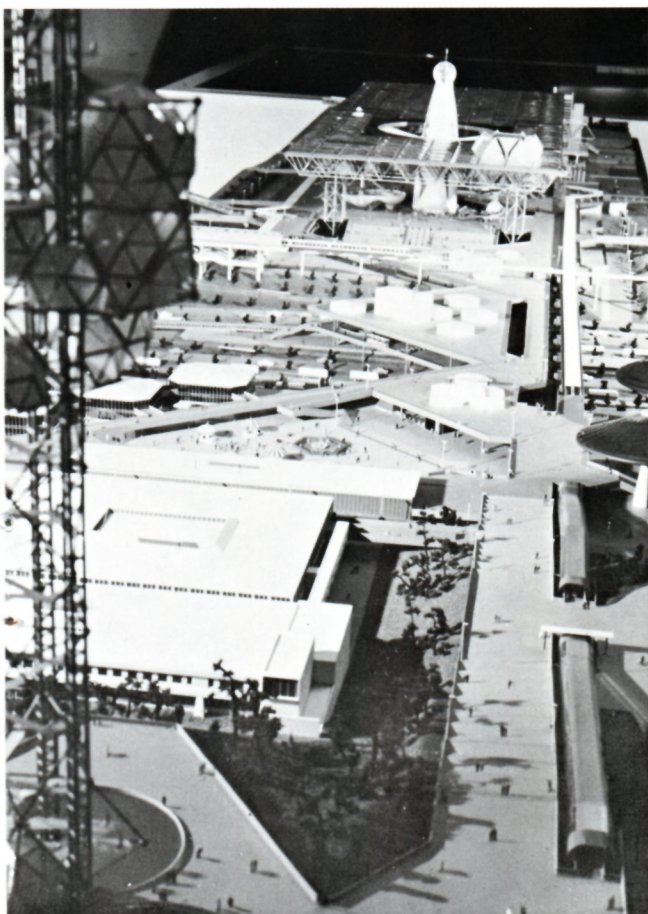
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SYMBOL AREA



The Symbol Area is the central part of EXPO'70.

The Symbol Area, as its name indicates, is the central part of EXPO'70 where the theme "Progress and Harmony for Mankind" is symbolized in displays and programs.

The area comprises the Festival Plaza, the Theme Hall under the Grand Roof, the Art Museum, EXPO Hall and Expoland, an amusement park.

Theme Hall and the Tower of the Sun:

The Theme Hall is the core of the Symbol Area and thus the core of EXPO'70 where the fair theme is brought to life by a variety of means.

One unique point of the hall is that it is set up under the 4,750-ton Grand Roof, which "floats" 30 meters above the ground, supported only by six pillars.

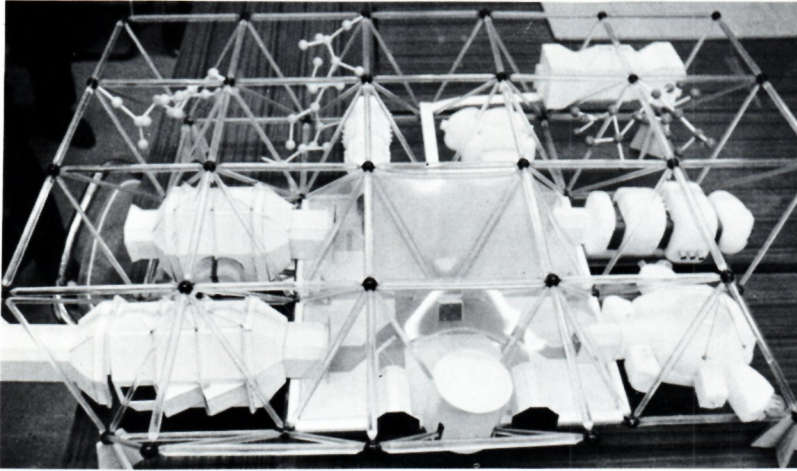
At the northern half below the gigantic roof lies Festival Plaza, while the Tower of the Sun rises through the roof in the southern half.

After entering the Tower of the Sun, visitors can follow the progress of mankind as they go up. The items on display along the way are arranged in order from the primitive to the modern.

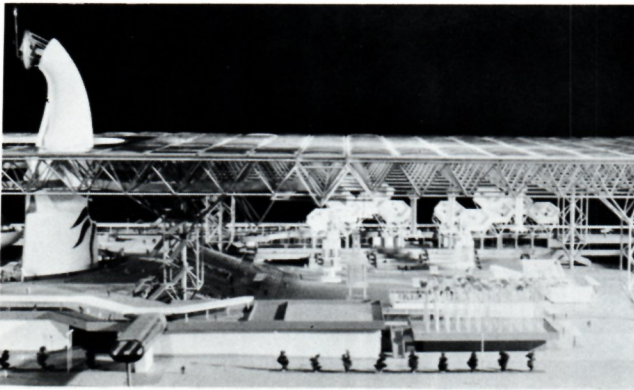
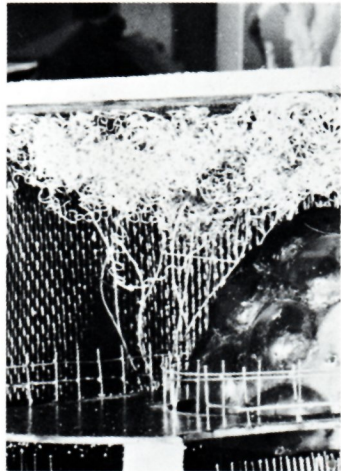
Then visitors are led into the Theme Hall which consists of four sections: Sections of the Universe, Man, World and Life.

Section of the Universe:

This section is the first one which visitors coming up to the height of 30 meters step into. There they will find a number of capsules hanging from the Grand Roof.



Model of a house of the future.



Festival Plaza.

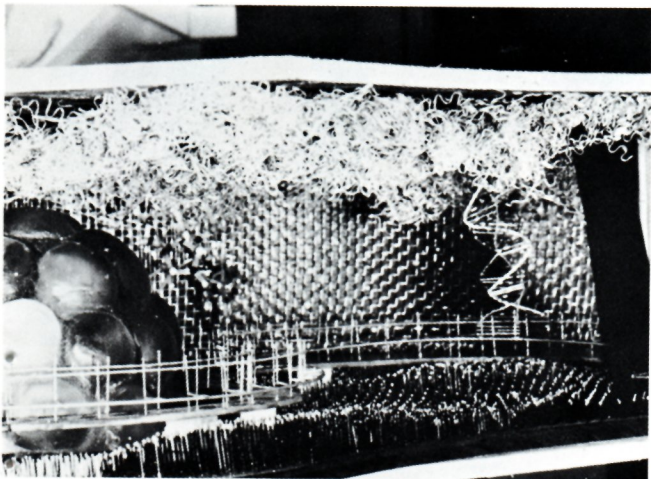
30,000 Meters Of Pipe For EXPO

Six thousand tons of water per hour is estimated to be needed at the EXPO site for air conditioning, drinking, firefighting and other purposes.

Before many pavilions and structures started rising, piping work for the water supply system had almost been completed by Sekisui Chemical Co.

Eslon Pipe of eight different sizes was used: large-diameter for the artificial lake and water recirculation channel, and medium and small-diameter for the water supply and drainage system in the Japanese Garden. Pipe of all sizes laid in the hilly area totaled some 30,000 meters.





A spherical multi-faced screen.



The Symbol Area with the rising Tower of the Sun.

To take the best advantage of the height and the structure of the roof, the capsules are on display outside the exhibition hall so that they appear to be flying in space, with a number of pavilions behind as a backdrop.

Inside the hall, life-size sculptures of men in various occupations are on display. They symbolize the "severance of communication" among one another in the present age, and at the same time suggest that these average citizens symbolized by the sculptures are those who build as powerful "intruders into the future."

Man:

In this section, too, various capsules symbolize the relation of man with the universe, the future and the world of death. Visitors will see a coffin and learn that it could be considered as the first "capsule" made by man. But the capsule was a container which carried a dead man into the world of death. Today, a capsule is one which carries man into the universe. On this chief conception, symbolic items are on display to lead visitors to realize the complex relations of men with the universe and the future.

World:

Presented at this section are various problems of the world which are of common concern to all peoples. A model of a pair of big hands symbolizes that man's hands were once most useful tools. Other models include a group of images suggesting that man's society started with a family.

Life:

Led to this last section, visitors find the life and city of man in the future.

Both in and outside the hall are displayed various model cities of the future designed by noted city designer-architects of the world.

Festival Plaza:

Festival Plaza is the venue for a variety of entertainment programs.

The plaza itself measures 100 meters by 80 meters, and if other facilities in the immediate vicinity are counted, the area can be regarded as covering 20,000 square meters.

The facilities include a grandstand for spectators, a cafeteria, a petal-shaped balcony, and a man-made lake lying between the plaza and EXPO Hall and the Art Museum.

On the spacious ground and a mobile stage will be presented a number of grand festival programs from all over the world.

People will be able to join in various programs themselves, dancing and singing, and exchange friendship.

EXPO Hall:

EXPO Hall is a multi-purpose theater where shows and lecture meetings will be staged. It complements Festival Hall in downtown Osaka where all the EXPO classic art programs will be presented.

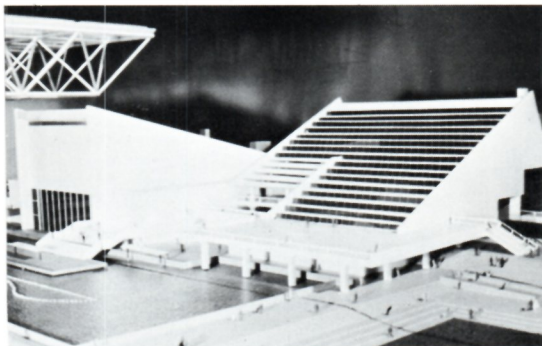
EXPO Hall, covering 7,800 square meters, accommodates 910 on the first floor, 90 on the second and 500 on the third, bringing the total capacity to 1,500.

A special feature will be that noted popular artists from many parts of the world will appear there. Among them will be Frank Sinatra and the Swingle Singers de France.

Amphitheater:

An open-air theater will be situated in Ex-poland amusement park where facilities for children and the young at heart will be set up.

Variety shows will be presented at this theater, which will accommodate about 2,000.



The EXPO Hall.

Guide Signs

Easily understandable guide signs, mostly in black on a white background, will serve three main purposes at the EXPO site: indicating directions for smoother flow of pedestrians, showing location of roads, plazas, etc., and giving information about exhibitions and programs, timetables and so forth. The signs include those indicating "Smoking Permitted," "No Smoking," "Off Limits," "Baby Carriage," "Toilet," "Telephone" and "Mail."



No smoking



Do not touch



First aid post



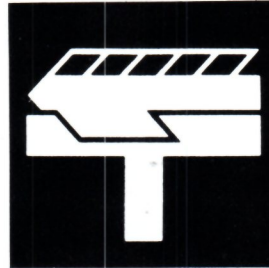
Lost children



Stroller



Wheelchair



Monorail



VIP entrance



Press entrance



Guards



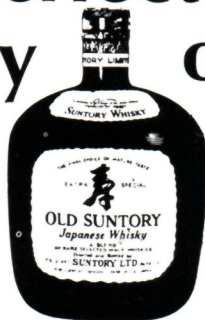
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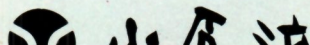
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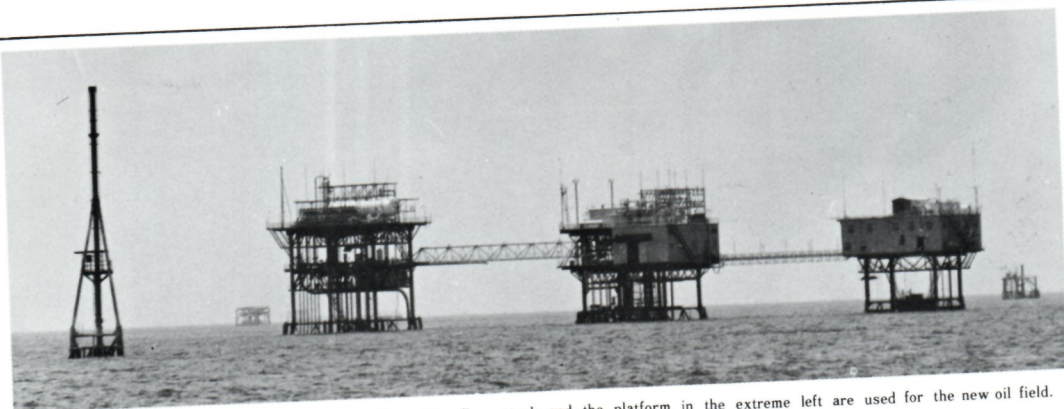


Photo shows the gathering station and flare stack. The flare stack and the platform in the extreme left are used for the new oil field.

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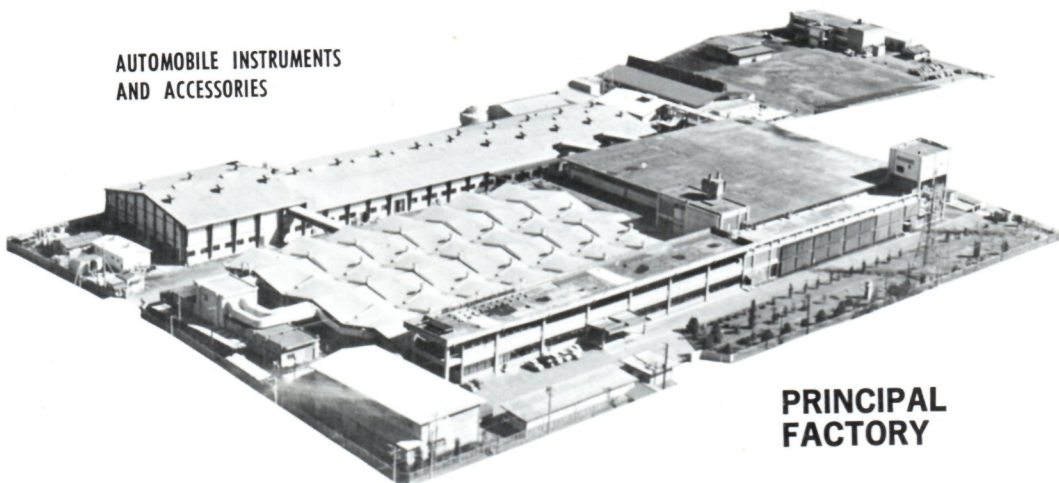
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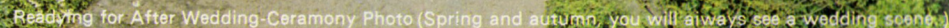


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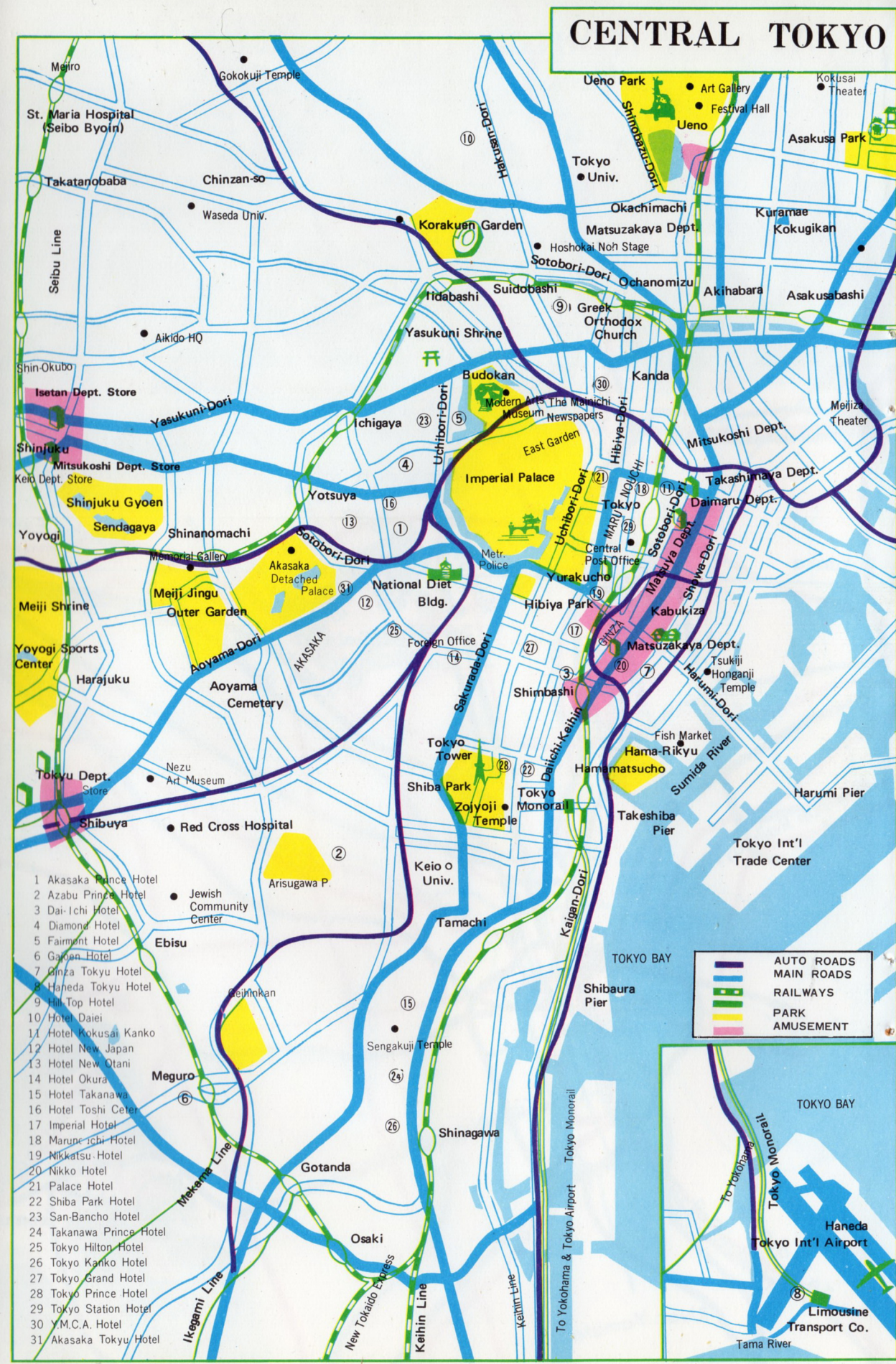
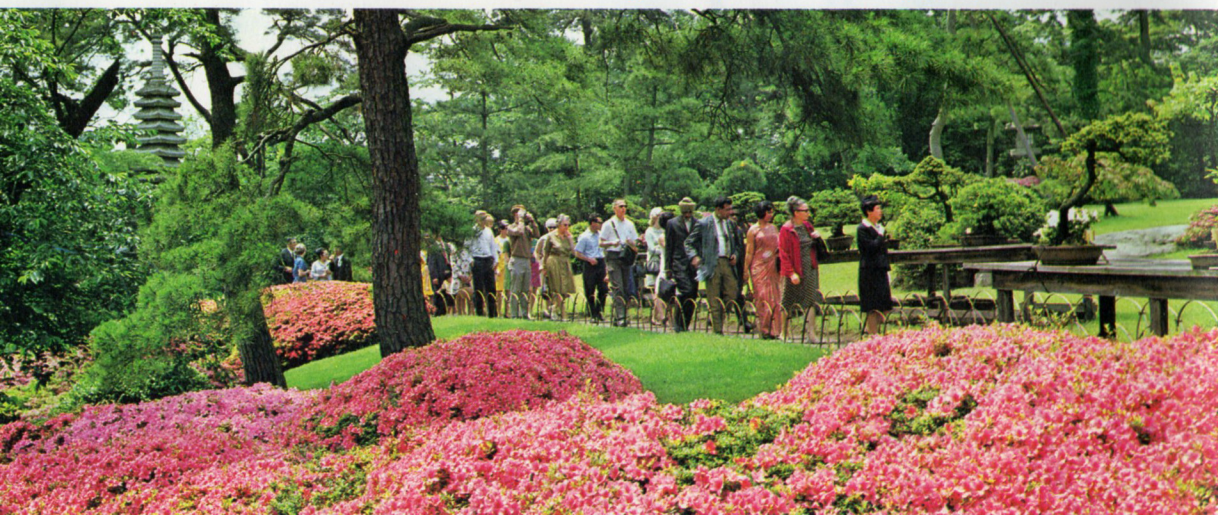


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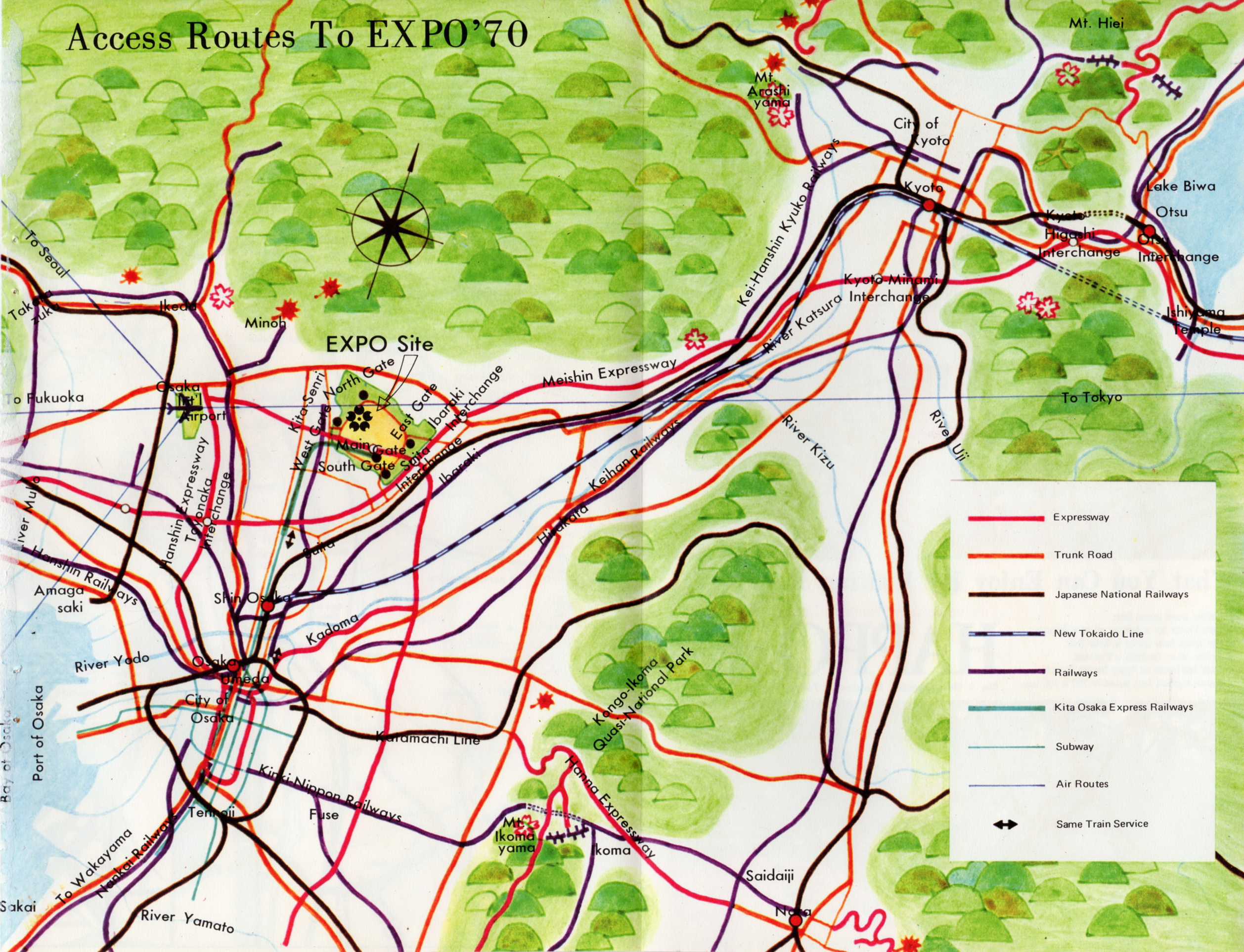
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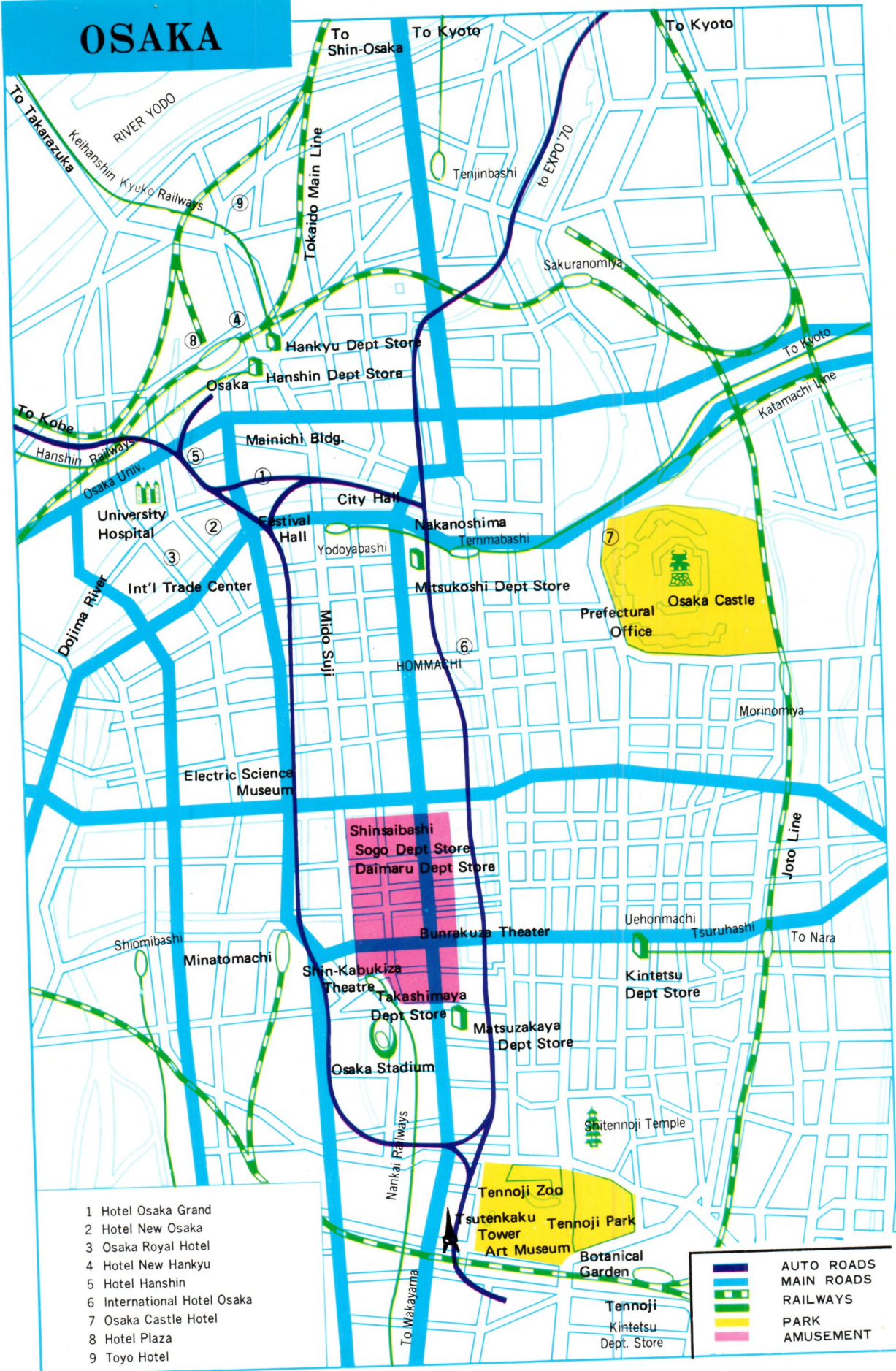
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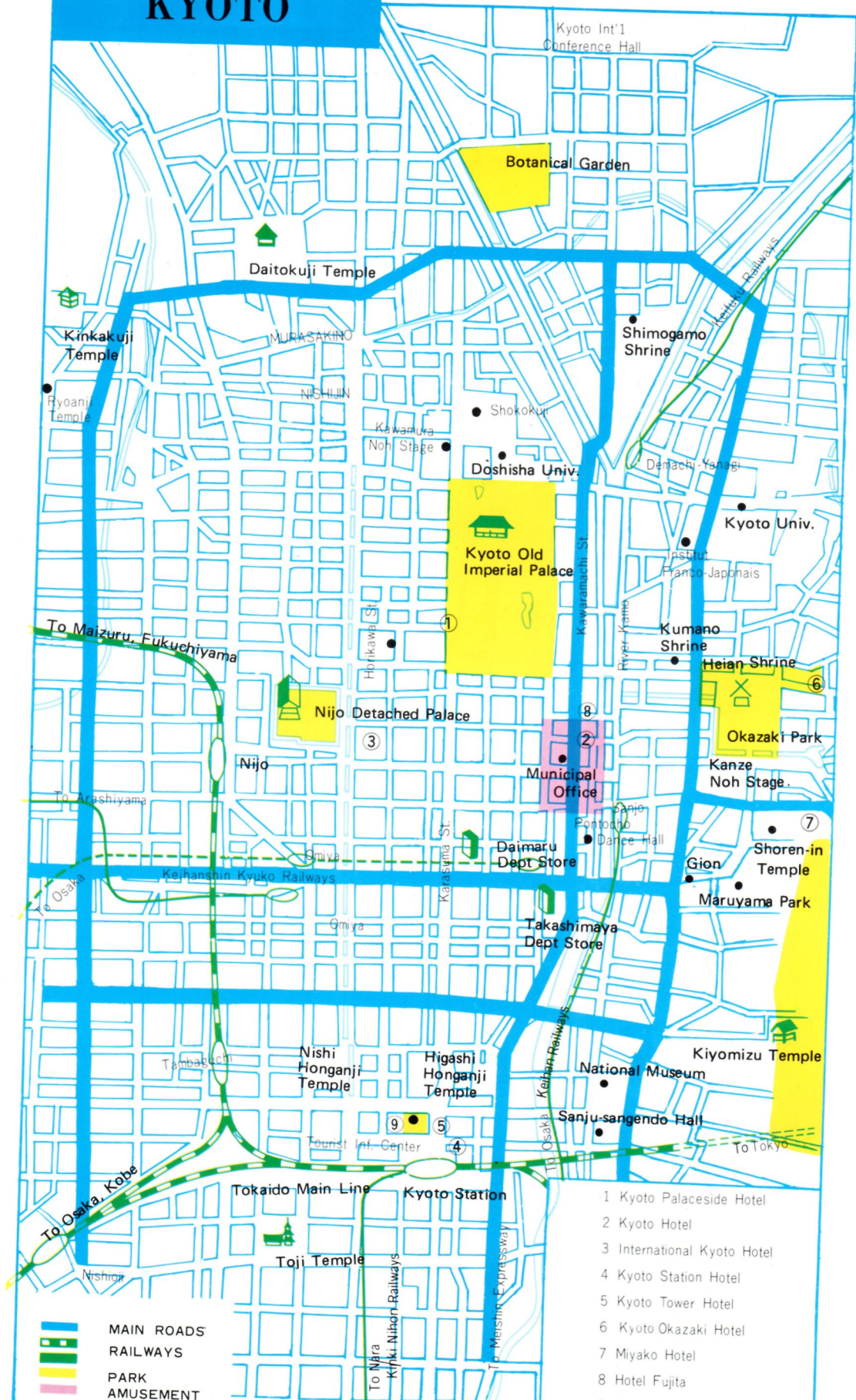
Access Routes To EXPO'70



OSAKA

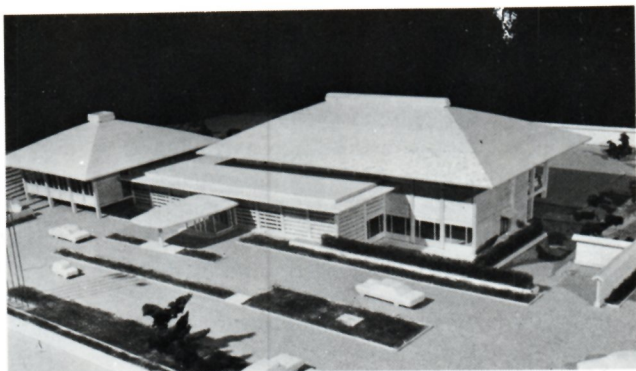


KYOTO



Japanese Garden

Symbol Of Harmony Between Man And Nature



The Guest House for distinguished visitors.



The tea-arbor in the Japanese garden.

The Japanese Garden situated in the northern part of the EXPO site covers 26 hectares and extends some 1,300 meters from east to west and 230 meters north to south.

Incorporating the best of Japan's traditional and contemporary gardening techniques with a pointer to gardens of the future, the large Japanese Garden is intended to symbolize harmony between man and nature, and to depict striking contrasts between artificiality and action on the one hand and nature and stillness on the other.

Using the unique topography of the Senri Hills, which comprises a small mountain in the center and valleys around it, the garden has been built on the theme of "flow", which represents the natural flow of water and the "flow of time" reflected in the styles and techniques of garden-making in Japan over the centuries.

•The garden is divided into four zones both in terms of the flow of water and the lapse of time.

The upstream zone in the extreme west is designed to reproduce the atmosphere and image of "Jodai" (ancient times) while the midstream section will feature the best traditions of "Chusei" (Middle Ages). The downstream zone revives the atmosphere of "Kinsei" (recent ages), the early part of the Edo Period when Japanese traditional gardens were at their zenith. At the eastern extremity is a contemporary garden maintaining the best in traditions and yet expressing the search for a new style.

The garden built with a budget of ¥2 billion (US\$5,556,000) will be permanently preserved as the Senri Hill Park after the world exposition ends.

The flow of water begins in a fountain on a bluff located in the western sector of the garden. The water splits into two streams as it moves downward. The hill dividing the stream will be sparsely covered with Kuromatsu pine trees with a thick undergrowth of azaleas of varied species.

Visitors to the exposition site will find themselves in an entirely different world of calm and simple beauty especially when they reach the rest-house and tea ceremony room on the top of the hill.

The western section representing "Jodai" has the atmosphere of a "deep mountain." The stream which washes the northern foot of the hill cascades down in a fall and runs over a series of rockeries, an outstanding feature of traditional Japanese gardens.

The midstream section, called the valley zone, is an area sandwiched in by two streams, about 50 meters above sea level. The streams, from one to five meters wide and 50 to 80 centimeters deep, have a total length of 1,200 meters.

At the western tip of the garden, there is a three-story Guest House to accommodate distinguished visitors.

At the eastern side of the hill where the two streams converge, there is a spacious sandy beach suggesting the development of the rock gardens unique to Japan.

The eastern extremity of the Japanese Garden



The Japanese Garden is intended to symbolize harmony between man and nature.

is devoted to contemporary landscaping combining centuries-old traditions with new ideas.

A series of ponds including a "Carp Pond," "Lotus Pond," and "Iris Pond" is a quiet feature of this zone.

In between the Lotus Pond (5,400 square meters) and the Iris Pond (2,200 square meters) is a straight promenade, a novelty in traditional Japanese gardens. A rest-house offering a sweeping view of the garden stands at the eastern tip of the zone.

The four zones are linked by shady promenades, three to six meters wide, and cozy rest-houses and a number of benches are placed at strategic points along the promenades.

The Guest House has been constructed at a cost of ¥200 million (\$560,000) provided by the Japan Cement Makers Association comprising 21 companies.

The house will receive distinguished foreign visitors to the exposition including heads of state and members of royal families who will attend the National Day ceremonies and other events to be held during the exposition period.

For the construction of the Guest House, a tract of 9,350 square meters was set aside in the western corner of the Japanese Garden. The reinforced-concrete Japanese-style structure has a total floor space of 2,027 square meters.

Kunikazu Hikotani, noted architect of Osaka, designed the building at the request of the EXPO Association. The building is encircled by a white earthen wall, and its garden has areas covered with white sand where open-air parties can be held.

The structure consists of three buildings—a reception hall, living quarters that can accommodate 300 guests, and management headquarters.

The primary task of laying out the garden was done by Dr. Rokuro Taji, former director of the Osaka Municipal Park Service Bureau.

The chief architect of the Japanese Garden said he put emphasis on discovering something new and on creating future gardens that should belong to the broad mass of people, not just to a privileged few as in the past.

Taji was born in the Japan Sea coast town of Nanao in Ishikawa Prefecture and studied at Tokyo University's department of agriculture. He served with local governments in Tokyo, Aichi, Changchun (capital of defunct Manchukuo) and finally in Osaka. While with the city office of Osaka, he designed the garden for the mayor's mansion, widely acclaimed as an outstanding example of blending a Japanese-style garden with a Western-style building.

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THE SPIRIT OF DISCOVERY OF 'THE FATHER OF MODERN FERRITE' IS THE FOUNDATION OF TDK

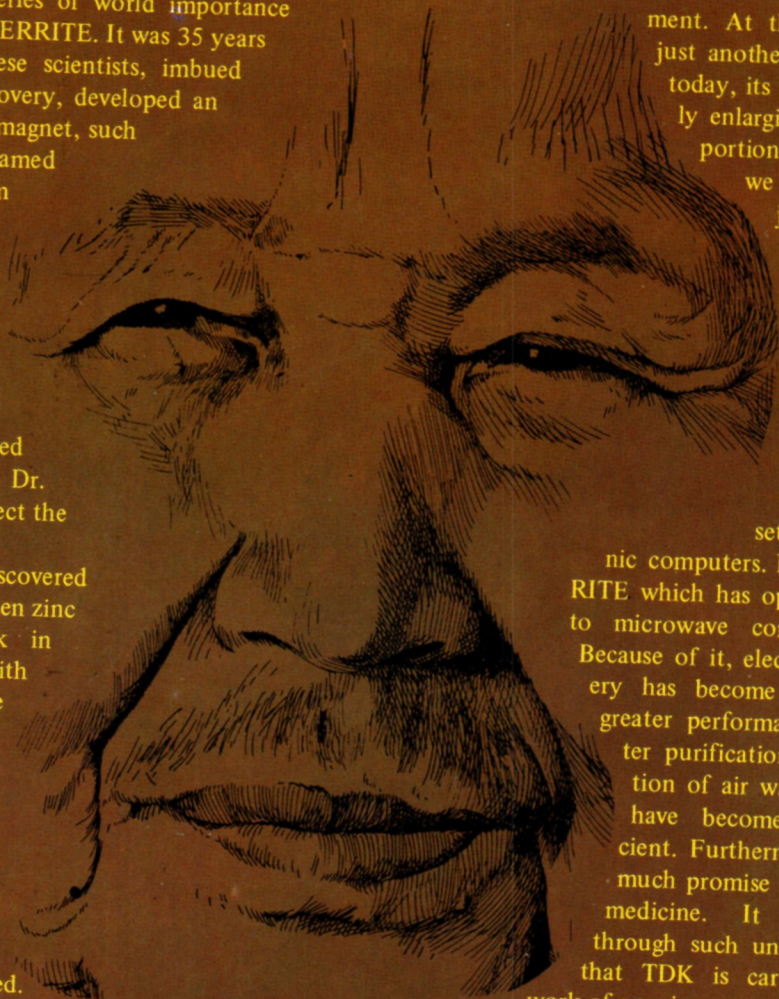
One of the discoveries of world importance achieved by Japan is FERRITE. It was 35 years ago when two Japanese scientists, imbued with the spirit of discovery, developed an amazingly strong new magnet, such as had never been dreamed of before. One of them was the late Dr. Yogoro Kato, called "The Father of Modern Ferrite" by the world's scientists, and the other is Dr. Takeshi Takei who has succeeded in mastering the late Dr. Kato's principles to perfect the discovery.

The phenomenon discovered by the two scientists (when zinc ferrite, which is weak in magnetism, is mixed with copper or manganese ferrite, which shows greater magnetic strength, a magnetic body of 100 times more power is created) was of such a nature that for over 20 ensuing years, the theory of it could not be explained.

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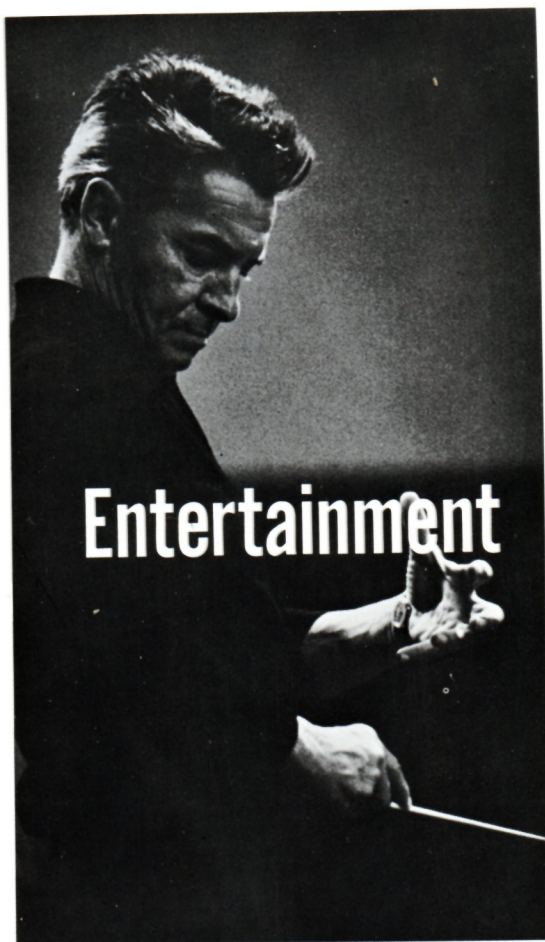


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Colorful cultural and entertainment programs to be presented during the six-month period of the 1970 World Exposition in Osaka play a vital role in the exposition, which is in many ways a cultural festival, an Olympiad of arts.

The Japan Association for the World Exposition said that the basic concept of performances and attractions is to give visitors fun, inspiration, pleasure and joy at all levels.

With the participation of top-notch artists and artist groups of the world, the entertainment programs will be held at the Festival Plaza, EXPO Hall, and Floating Stage at the site of the exposition in Senri Hills in northern Osaka City and Festival Hall in Osaka.

The Festival Plaza, one of EXPO'70's greatest features, will be a place where people gather from all over the world, a place where, surpassing national boundaries and surmounting differences in language, religion, and thought, people may sing and dance together, meet heart-to-heart, and be united as equals, partaking of universal joys.

Thus, from the attractions which will be un-

folded before them, they can thoroughly enjoy themselves, and the exposition's significance and the deep impression from it will be implanted in the hearts of all.

In addition to the festivities presented by each participating country on the occasion of its national day, variety-filled festivals and all sorts of activities, from shows and circuses to fireworks, will be unfolded in splendor at the spacious plaza, fully supplemented by original sound effects, lighting and stage designs.

The programs at the Festival Plaza will be composed of morning, afternoon and evening shows.

On national days and other special days, in the presence of heads of state and dignitaries from the countries involved, folk dances and other special attractions will be presented in the morning.

In addition to a continuation of the dances and morning attractions, highlights of the pageants scheduled for the evening will be performed in the afternoon. The plaza will turn into a scene of computer-directed presentation of the play of sound and light, combined with a variety of "shows" featuring the fountains in the artificial lake.

The evening attractions will consist of unique grand pageants, based on a single theme and presented for a maximum period of 15 days.

The EXPO Hall is intended to balance Festival Plaza by providing space for indoor attractions. Theatrical arts of every genre will be presented to transport audiences into a world they may have glimpsed before only in dreams.

The hall will be used primarily for popular appeal, experimental and international attractions and performances.

The Floating Stage, a clear glass, semicircular structure on the surface of the artificial lake, will feature water shows, fashion shows, beauty contests, dances and music of various nations, festivals related to water and the oceans.

Electronically-controlled fountains will draw a rainbow of water to lend a touch of fantasy to various programs.

Festival Hall will present performances of the classic arts of the world including orchestras, ballet, opera and theatrical troupes and individual artists.

The association has recently completed and announced details of the entertainment programs during EXPO'70.

The production staff of the entertainment programs, headed by chief producer Kunisuke Ito, is now making final arrangements for the programs.



The Guest House for distinguished visitors.

Highlights

The 183-day popular entertainment programs compiled by the production staff of the Japan Association for the World Exposition are sure to delight visitors.

Besides the colorful Japanese performances, top ranking entertainers and artist groups of the world will unfold their talents at the Festival Plaza, EXPO Hall and Floating Stage at the site of the exposition.

Highlights of the popular programs at the fair ground are as follows:

Festival Plaza

The opener of the programs at the Festival Plaza, where people from all over the world will gather to sing, dance, and make friends with one another, is the "Here Comes EXPO'70" program.

This is purported to express Japan's feelings of joy and appreciation on the opening of EXPO-'70. About 100 Japanese drum beaters picked from various areas of Japan will celebrate the opening of the world exposition by beating different kinds of drums. More than 300 policemen of the world, 300 carnival girls, and student brass bands totaling 130 members will also take part.

The Chicago Fire Brigade, comprising 150 firemen, and Japanese Awa Odori dancers will

add color to the program.

The World Flower Festival will be held in A program (April 2-6) and B program (April 8-12) in which a demonstration of tea ceremony, performances of koto music, and a parade of 300 Miss EXPOs will be included. Flower shops of the world and performances by a koto band composed of 100 players also will be introduced.

A traditional folk festival in Belgium, held originally by the burghers to express their gratitude toward a benevolent feudal lord, will be performed in the "You and I" program (April 14-19).

Grand Ballet (Progress and Harmony) (April 21-23), to be performed by a total of 750 ballerinas, will express the main theme of EXPO'70.

The Children's Festival (April 28-May 5) will offer a happy and carefree world of dreams, and children in the audience will take part in the festival by joining in singing and dancing.

Fantasy in Sound and Light (May 21-26) is one of unique programs at the Festival Plaza. By using a set of loudspeakers, robots, computers and spotlights, a new form of art woven with lights and music will be presented.

Waltzing Matilda Revue (May 11-17) is based on a popular Australian song. A parade of an Australian band and dancers with "Waltzing Matilda" as its theme song will be presented in rich Australian color.

Celebrating the world exposition to be held for the first time in the Orient, a Miss International World Contest will be held on May 15 and 16, with the participation of pretty girls selected from 50 countries.

A Miss Universe Parade will also be held on June 19 and 20. Representatives of various countries to take part in the 1970 Miss Universe Contest to be held in Miami, will be invited to the EXPO site.

About 250 Japanese classical dancers will perform various kinds of Japanese fan dances in the Dancing Fan '70 program (June 22-27).

The Japanese Festival is one of the most attractive programs. Traditional Japanese festivities and folk arts, including the famous Gion Matsuri, Tenjin Matsuri, Awa Odori and Umbrella Dance, will be alternately performed by representatives of local folk art groups in six different programs.

A New Zealand folk dance will be featured under the title of "Bird in the Sun" (July 8-9) and the famous American Holiday on Ice Show troupe will present its grand revue from July 11 to 20.

A Czechoslovakian Folk Dance Festival will be held from August 1 to 6 with participation of

a representative folk dance troupe from that country.

About 20 elephants and 50 dancers of Thailand will present a colorful program in the Elephant Festival (August 13-20).

The Asian Festival (August 12-18) will feature performances by classical dancing troupes of Cambodia, the Philippines, Indonesia, Laos, Thailand, and Nationalist China.

About 160 Portuguese choral singers and a dancing troupe will present a unique Namban Festival (August 24-29).

Good-Bye EXPO'70 is the grand finale of the programs at the Festival Plaza in which performances of brass bands, classical music groups and jazz bands and a chorus will celebrate the grand finale of the fair.

EXPO Hall

A total of 20 popular art programs, comprising 241 presentations, will be staged at EXPO Hall during the exposition.

They will be performed by artists of Japan (9 programs), France (1), England (1), Italy (1), Canada (1), Latin America (2), the Soviet Union (1), the United States (1), and a group of European countries (1).

Of the programs, the Ed Sullivan Show, one of the most popular American television shows, will be held as the opening program from March 15 to 22.

As at the Montreal World Exposition, the show will be telecast with excellent performers from the United States, Europe and Asia as guests.

Broadcasting Festival EXPO'70 (March 24-April 3) will feature performances by Japanese TV stars and the Festival of Youth (April 4-6) is a folk song festival in which popular folk singers will be invited from all over the world as well as from Japan.

Canzone Festival (April 8-14) is a special project to revive the Festival di San Remo. Eight to 10 best singers at the 1970 contest will be invited and some Japanese canzone singers will join them.

A variety of pop music in England today will be introduced in Pop Stars from England (April 19-22).

As the first event in Japanese popular song circles, a National Popular Song Festival will be held on May 6 to select the best popular singer of Japan.

European Carnival (May 9-15) will be a colorful music show with representatives of musical talents in European countries.

The Canadian musical show "Anne of Green

Gables" will be presented from May 28 to June 12.

Frank Sinatra, internationally-known popular singer, will present his one-man show from June 13 to 15.

The North Russia Folk Chorus Corps will present dynamic folk dances and folk songs from June 6 to 25.

Latin American countries will present Caribbean Festival (July 3-5) in which Caribbean folk songs and dances will be performed to rhythmical music.

The Chanson Festival (July 9-12) is a chanson concours sponsored by Japanese musical groups. French chanson singers will be invited.

The Swingle Singers de France will demonstrate the famous art of singing in jazz tone in their show (July 13-15).

The Cuban Folk Dance Festival (July 18-23) will feature performances by 36 Cuban dancers to the accompaniment of Cuban melodies.

EXPO'70 Young Festival (August 8-31) will present performances of young musicians in country western, group sounds, folk song and rhythm and blues groups. Popular talent singers will also be invited.

Floating Stage

With guest players from various countries as central figures, EXPO Mates Show (March 15-24) will feature performances of songs and dances by schoolmates who are displaying their talent on TV and stage.

A U.S. university band which won the championship in the all-American university band music contest will vie with Japanese university bands in the Japan-U.S. Light Music Meet (March 28-April 5).

Canzone singers of Italy will display their talent on Venetian gondolas floating on the Pond in the Italian Gondola Show (April 11-16).

The Central and South America Drum Band (May 1-24) will play exotic music with drums popular in the Trinidad Islands in the Caribbean.

Filipino folk dancers will perform dramatic dances to unique tunes and wear attractive costumes in The Philippines Folk Dance Show (June 16-25).

Baton twirlers of various countries will display colorful and rhythmical techniques in the Baton Twirling Contest of the World (July 1-7).

Invictones Music Band of Canada, comprising 30 semi-professional musicians, will perform on guitars and banjos in a show (July 9-15).

The Water Carnival (July 25-August 24) is a grand water show featuring dynamic dances and music of Polynesia.



PROGRAMS

Festival Plaza

March	15-22	Here Comes EXPO'70
	15-22	Parade of Policemen of the World
	24-30	Here Comes EXPO'70 (Program B)
April	2-6	World Flower Festival (Program A)
	8-12	World Flower Festival (Program B)
	14-19	You And I
	21-23	Grand Ballet (Progress and Harmony)
	25-28	Space Cartoon Festival
	28-May 5	Children's Festival
May	7-11	Waltzing Matilda Parade
	15-16	Miss International World Contest
	18-20	Korean Festival
	21-26	Fantasy in Sound and Light
	27-31	Music Ride Show
June	2-7	Markets of the World
	19-20	Miss Universe Parade
	22-27	Dancing Fan '70
July	1-3	Japanese Festival (Program A 1)
	5-7	Japanese Festival (Program A 2)
	8-9	Bird in Sun
	11-20	Holiday on Ice
	13-15	"Bugei" Festival
	21-23	Youth Festival
	24-26	Japanese Festival (Program B 1)
	28-30	Japanese Festival (Program B 2)
August	1-6	Czechoslovakian Folk Dance Festival
	8-10	Japanese Festival (Program C 1)
	12-18	Asian Festival
	13-20	Elephant Festival
	20-22	Japanese Festival (Program C 2)
	24-29	Namban Festival
	31-Sept. 2	"Gutai" Fine Art Festival
September	7-12	Good-bye EXPO'70

EXPO Hall

March	15-22	Ed Sullivan Show
	24-Apr. 3	Broadcasting Festival EXPO'70
April	4-6	Let's Sing Together: A Festival of Youth
	8-14	Canzone Festival
	19-22	Pop Stars from London
	26-May 5	Popular Song Hit Parade
May	6	National Popular Song Festival
	9-15	European Carnival
	24	Charity Show
	27-June 12	Musical, "Anne of Green Gables"
June	13-15	Frank Sinatra Show
	16-24	North Russia Folk Chorus

July	3-5	Caribbean Festival
	8	Centennial History of Japanese Popular Songs
	9-12	Chanson Festival
	13-15	Swingle Singers de France Concert
	18-23	Cuban Dance Festival
	25-Aug. 6	Tea Room Variety Show
August	7	Mexican Pantomime
	17	College Folk Song Festival
	24	Portuguese Folk Dance
	8-Sept. 1	EXPO Youth Festival
September	3-9	Japanese Classic Dances on Parade
	12	Farewell EXPO'70

Floating Stage

March	15-24	EXPO Mates Show
	28-Apr. 5	Japan-U.S. Light Music Meet
April	11-15	Italian Gondola Show
May	1-24	Central and South America Drum Band
June	16-25	Philippines Folk Dance Show
July	1-7	Baton Twirling Contest of the World
	9-15	Invictones Music Band of Canada
	25-Aug. 24	Water Carnival

Osaka Festival Hall

March	15	Opening Concert by NHK Symphony Orchestra
	16-22	Berlin German Opera
April	14-22	National Paris Orchestra
	24-25	Swiss Evening
	27-29	Niki Kai Opera Troupe
	24-29	Canadian National Ballet
May	4	Yomiuri Nippon Symphony Orchestra
	8-14	Berlin Philharmonic Orchestra
	15-18	Cleveland Orchestra
June	6-7	Paillard Chamber Orchestra
	12	Nippon Philharmonic Orchestra
	19-21	Rome Chamber Opera
	22	Rome Ensemble
	24	NHK Symphony Orchestra
	25-27	Montreal Symphony Orchestra
	29-30	Japanese Opera "Yuzuru" by Ikuma Dan
July	1-5	Leningrad Philharmonic Orchestra
August	6-11	New Philharmonia Orchestra
	17-27	Bolshoi Opera of Moscow
	28-Sept. 1	New York Philharmonic Orchestra
September	3-5	Piano Recital By Sviatoslav Richter
	7-8	English Chamber Orchestra
	12	Closing Concert by the NHK Symphony Orchestra

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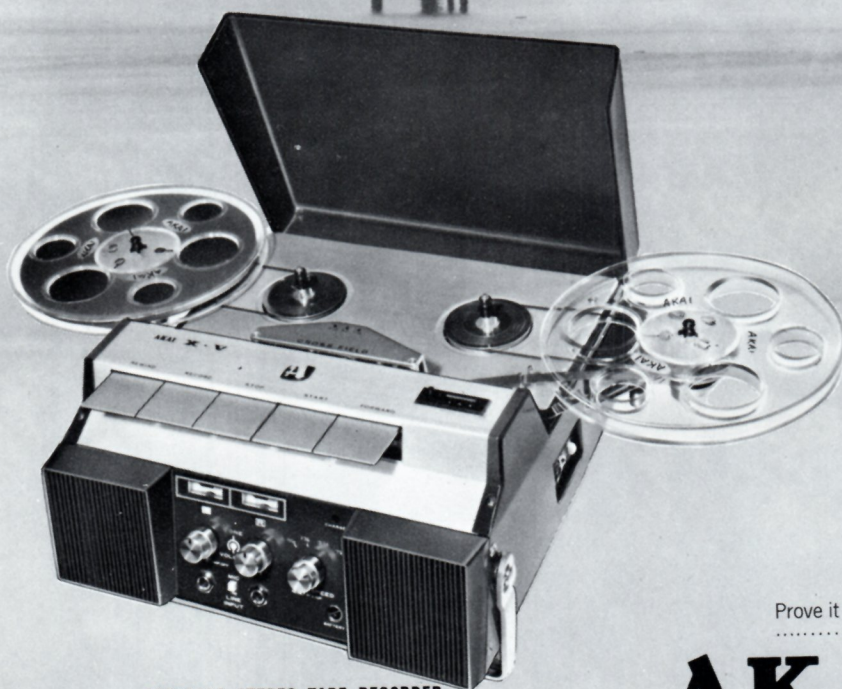
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The Berlin German Opera.

❁ Classical Music Programs

The Japan Association for the 1970 World Exposition, Osaka, will present a total of 28 programs of classical music consisting of 105 performances at EXPO'70.

The programs will be performed by artists from nine countries: Japan (11 programs), the Soviet Union (3), France (3), West Germany (2), the United States (2), Canada (2), Britain (2), Italy (2) and Switzerland (1).

The association is expecting attendances of 62.9 per cent at the performances, all of which will be given at Festival Hall, Nakanoshima, Osaka, at 7 p.m. In special cases, the curtain may rise earlier.

Reserved tickets have been on sale since early October at major playguides in Kyoto, Osaka, and Kobe and at the Tokyo EXPO office. The association also is receiving reservations from abroad or other parts of Japan by mail or telephone.

* * *

Opening concert (March 15) by the *NHK Symphony Orchestra* conducted by Hiroyuki Iwaki. Program includes Dvorak's Symphony No. 9, "From the New World," Toshiro Mayuzumi's "Bugaku" and a new composition by Akira Miyoshi.

* * *

The Berlin German Opera (March 16–March 22) by the orchestra and chorus conducted by Lorin Maazel and Bruno Maderna. Schoenberg's "Moses and Aaron" will be presented for

the first time in Japan on March 18 and 20 under the general direction of Rudolf Zerner. Wagner's "Lohengrin" will be performed on March 16, 19 and 22 under the direction of Wielant Wagner, grandson of the composer. As a special program, the German artists will also perform Beethoven's "Missa Solemnis" on March 21.

* * *

The National Paris Orchestra (April 14–April 22) conducted by Georges Pretre and Serge Baudo, with Alexis Weissenberg as solo pianist. The orchestra was formed in 1967 by the late Charles Munch. Pretre and Baudo, leading French conductors, are making their first concert tour to Japan. Weissenberg displayed his magnificent art in Japan this year.

* * *

Swiss Evening (April 24–April 25) by the *Yomiuri Nippon Symphony Orchestra* conducted by Charles Dutto, with Lisa de la Casa, soprano, and Aurele Nicole, flutist, as soloists. The Swiss Government is sending these artists to EXPO'70. Lisa de la Casa, a disciple of Richard Strauss, is known as a concert singer as well as opera singer. Nicole is well known for his many concert tours to Japan.

* * *

The Niki Kai Opera Troupe (April 27–April 29). This troupe, which attained a favorable reputation for its performance of Wagner's "Rhinegold" in Tokyo in January 1969, will present the opera at EXPO'70. The troupe con-

sists of graduates of the Tokyo University of Arts.

* * *

The Berlin Philharmonic Orchestra (May 8–May 14) conducted by Herbert von Karajan.

The program will likely consist of works by Beethoven, Mozart, Brahms, R. Strauss and Mahler. One of the big events will be the performance of Beethoven's Symphony No. 9.

* * *

The Cleveland Orchestra (May 15–May 18) conducted by George Szell and Pierre Boulez with Daniel Majeske as solo violinist and Gary Graffman as solo pianist.

This renowned orchestra was organized in 1918 and is said to be No. 1 in the United States. The Hungarian-born, Viennese-educated George Szell has been conducting it since 1946.

Boulez is also known as a composer and studied under Olivier Messiaen and Anton Webern. He conducted Wagner's "Tristan and Isolde" in Osaka in 1967. Majeske is concertmaster of the orchestra. Graffman, a graduate of the Curtis Music Institute of the U.S., is known for his brilliant keyboard technique.

* * *

The Canada National Ballet (April 24–April 29) will be coming to EXPO'70 as a cultural

The NHK Symphony Orchestra.

mission dispatched by the Canadian Government. The ballet, which has been influenced by the British Royal Ballet, will present Prokofiev's "Romeo and Juliet," and ballet concerts consisting of modern ballets and others. Music will be by the Osaka Philharmonic Orchestra.

* * *

The Yomiuri Nippon Symphony Orchestra (May 4) conducted by Hiroshi Wakasugi.

* * *

The Paillard Chamber Orchestra (June 6–June 7), conducted by Jean-Francois Paillard. The orchestra was organized in 1954 under the name of Jean-Marie Loucelle Instrumental Orchestra. Later it was renamed the Paillard Chamber Orchestra and has attained a firm reputation for its performances of the classical music of France. Paillard is a graduate of the Paris Conservatory of Music and studied under E. Markevitch. He is deeply versed in the music of the 17th and 18th centuries.

* * *

The Nippon Philharmonic Orchestra (June 12), conducted by Seiji Ozawa. Program includes works by Japanese composers.

* * *

The Rome Chamber Opera (June 19–June 21) conducted by Renato Fasano with the Rome





Eugen Mravinsky.



Seiji Ozawa.



Hiroyuki Iwaki.



Leonard Bernstein.



Pierre Boulez.



George Szell.

Ensemble, known as "Virtuosi di Roma." The opera was organized by Fasano, principal of the St. Cecilia Music Conservatory. Program will include Cimarosa's "Palace Music Conductor" (June 19), and Paigerlo's "Bill of Marriage" and Rossini's "Barber of Seville" (June 21).

The Rome Ensemble "Virtuosi di Roma" (June 22) conducted by Renato Fasano.

The chamber orchestra was organized by Fasano in 1948 and its forte is baroque music. Toscanini once praised the orchestra as the best ensemble in the world.

* * *

The NHK Symphony Orchestra (June 24) conducted by Hiroyuki Iwaki, with Yoshio Unno as solo violinist. The program includes Tchaikovsky's Symphony No. 5 and Khachaturian's Violin Concerto.

* * *

The Montreal Symphony Orchestra (June 25-June 27), conducted by P. Dekker with Moulin Forrester, alto, as vocal soloist and Philip Entremont as solo pianist. The orchestra was organized in 1934 and gives over 100 concerts a year.

Miss Forrester, who specializes in songs by Mahler, made her debut in Montreal in 1953, and in 1957 Bruno Walter invited her to perform with the New York Philharmonic Orchestra.

The French-born pianist Entremont won the

first prize in the Long-Thibaud Concours in 1953.

* * *

Ikuma Dan's opera "Yuzuru" (June 29-June 30) by leading opera singers of Japan, including Kyoko Ito, alto, and Yoshinobu Kuribayashi, bass. The opera is based on the story by Junji Kinoshita.

* * *

The Leningrad Philharmonic Orchestra (July 1-July 5) conducted by Eugen Mravinsky and Arvid Jansons. This is a traditional orchestra of the Soviet Union, and its history dates back to 1772. Since its founding, it has been conducted by such famous conductors as Nikisch, R. Strauss, and Koussevitsky. Mravinsky has been conducting the orchestra since 1938.

Jansons, who is assisting Mravinsky, is familiar to Japanese music fans through many concert tours here.

* * *

The New Philharmonia Orchestra (August 6-August 11) conducted by Sir John Barbirolli and Edward Downs with Jeanette Baker, alto, as vocal soloist and John Ogdon as solo pianist.

The New Philharmonia Orchestra made its debut concert in 1945 under the late Sir Thomas Beecham. Karajan, Cantelli and Klemperer conducted it before its reorganization in 1964. Barbirolli was born in 1899 in London. He is well versed in works by Mahler and Sibelius.

The orchestra will play Mahler's Symphony No. 1, "Titan," on August 6 and 11, and Sibelius' Symphony No. 2 on August 9.

Downs was conductor at the Covent Garden Royal Opera House in London and has recently conducted British orchestras such as the London Philharmonic Orchestra.

Miss Baker, who is known as one of the leading concert-opera singers of the world today, favors songs by Bach, Handel and Mahler.

Ogdon shared the first place with Vladimir Ashkenazy of the Soviet Union in the 1962 Tchaikovsky Concours. He also won the first prize in the Liszt Concours and Harriet Cohen Prize. At EXPO'70, he will play Ravel's Piano Concerto on August 8 and 11.

* * *

The Bolshoi Opera of Moscow (August 17-August 27). About 400, consisting of conductors, singers, chorus, orchestra, ballet and stage staff belonging to the Bolshoi Opera, will be coming to EXPO'70 to perform Russian operas.

Program includes: "Boris Godounov" on August 17, 18 and 20; "Prince Igor" on August 23 and 26; "Eugen Onegin" on August 19 and 21; and "Queen of Spades" on August 25. On the last day, August 27, a gala concert will be held.

Noted Russian cellist A. Rostropovich will conduct "Eugen Onegin" with his wife singing the leading role of Natasia.

* * *

The New York Philharmonic Orchestra (August 28-September 1), conducted by Leonard Bernstein and Seiji Ozawa.

Bernstein, who has resigned the post of permanent conductor of the orchestra, will be coming to EXPO'70 as guest conductor. He will conduct the orchestra in Mahler's Symphony No. 9 on August 28; Berlioz's "Symphonie Fantastique" on August 29; Beethoven's Symphony No. 4 and No. 5 on August 30 and other works.

Ozawa will conduct the orchestra in Mendelssohn's Symphony No. 4, "Italian."

* * *

Piano recital by *Sviatoslav Richter* (September 3-September 5).

Richter, who is regarded as one of the best pianists of the century, is finally making his concert tour abroad to EXPO'70. Born in the Ukraine in 1915, Richter was graduated from the Moscow Conservatory of Music with the top prize. He was awarded the Stalin Prize in 1959 and the Lenin Prize in 1961.

The English Chamber Orchestra (September 7-September 8) conducted by Rymond Lepperd

with Robert Tier as vocal soloist.

The orchestra was organized in 1948 with Benjamin Britten as conductor. It specializes in music of the 18th Century and attained a favorable reception at the Montreal World Exposition. Lepperd, who is the permanent conductor of the orchestra, is also known as a harpsichord player.

Tier made his debut in 1960 as a singer at St. Paul's Cathedral in London. Later he sang the major roles in operas by Britten. His repertoire includes Bach, Handel, Purcell, Monteverdi, Britten and Berlioz.

* * *

The closing concert by the *NHK Symphony Orchestra* (September 12), conducted by Takashi Asahina. Program: Beethoven's Symphony No. 9.

Admission		
Berlin German Opera	Mar. 16-Mar. 22	¥2,000-¥7,000
Bolshoi Opera	Aug. 17-Aug. 27	¥2,000-¥7,000
Rome Chamber Opera	June 19-June 21	¥900-¥2,800
National Paris Orchestra	Apr. 14-Apr. 22	¥1,200-¥3,800
Berlin Philharmonic	May 8-May 14	¥1,200-¥3,800
Cleveland Orchestra	May 15-May 18	¥1,200-¥3,800
Montreal Orchestra	June 25-June 27	¥900-¥2,800
Leningrad Philharmonic	July 1-July 5	¥1,200-¥3,800
New Philharmonia	Aug. 6-Aug. 11	¥1,200-¥3,800
New York Philharmonic	Aug. 28-Sept. 1	¥1,200-¥3,800
Rome Ensemble	June 22	¥900-¥2,000
Paillard Chamber Orch.	June 6-June 7	¥900-¥2,000
English Chamber Orch.	Sept. 7-Sept. 8	¥900-¥2,000
Canada Nat'l Ballet	May 24-May 29	¥900-¥2,800
S. Richter recital	Sept. 3-Sept. 5	¥1,200-¥4,000
Opening concert (NHK Symphony)	March 15	¥600-¥1,200
Closing concert (NHK Symphony)	Sept. 12	¥600-¥1,200
NHK Symphony Orch.	June 24	¥600-¥1,200
Nippon Philharmonic	June 12	¥600-¥1,200
Yomiuri Orchestra	June 4	¥600-¥1,200
"Yuzuru"	June 29-June 30	¥900-¥1,500
"The Rhine-gold"	Apr. 27-Apr. 29	¥900-¥1,500

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Printing securities and other valuable items, such as bank notes, bonds, etc. is radically different from ordinary commercial printing jobs. It requires extra care so that they are homogeneous and artistic, safe from forgery, and subject to rigid quantitative control. What is needed is a high level of printing technology, as well as facilities and a close inspection system for product control.

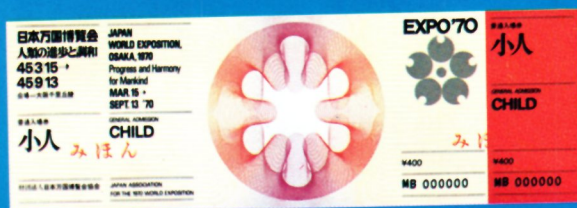
The Printing Bureau of the Ministry of Finance has met every challenge since it was established in 1871 as the specialized securities printing office of the Japanese Government.

At present, the bureau has approximately 8,000 people on its payroll, and operates three paper mills, five printing plants, research and training centers, and various related organizations.

It takes charge of the printing of Bank of Japan notes, national and public bonds, revenue and postage stamps, postcards, checks and other official certificates, as well as government publications including official gazettes and the minutes of Diet proceedings.

Shown here are some of the works done by the bureau—using a single or combination printing of relief, intaglio, photogravure, or lithographic (dry-offset) process in multicolor.

It has come to enjoy a high reputation in the world for its advanced technical skill and credit.



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❀ Theatrical Plays

Traditional And Modern Stage Arts

Although Japanese classic theatrical plays, except for Noh plays, will not be sponsored directly by the Japan Association for the World Exposition, the traditional Bunraku (puppet show) and Kabuki will be performed at theaters in Osaka and Kyoto during the world exposition.

Production officials recently completed full schedules of the classic offerings for EXPO'70 mostly composed of performances by famous orchestras, and opera and ballet troupes. They added grand performances of Japanese Noh

plays and of French stage actor Marcel Marceau and his theatrical troupe to the programs.

As in case of other classic numbers, the performances of Noh plays and of the French actor and his troupe will be presented at the Osaka Festival Hall but details of both performances have not yet been decided by the EXPO Association.

Noh has so far been performed at the hall as one of the regular programs of the annual Osaka International Art Festival every spring. It will



Puppets, singing and instrumentation are rolled into one in Bunraku.

be presented as one of the classic entertainment programs for EXPO'70.

The scale of the play will be the biggest ever held at the hall with the participation of top class Noh players and musicians.

Internationally-known French pantomime actor Marcel Marceau and his troupe will perform at the Festival Hall from April 30 to May 7.

The French actor will demonstrate his famed theatrical techniques describing human joy and pathos.

In concert with the colorful EXPO entertainment programs, the commercial theatrical enterprises are planning to bill Kabuki plays, Bunraku puppet shows and musicals during EXPO period to lure many EXPO visitors in Kyoto and Osaka.

Bunraku puppet shows under the management of a semi-government organization will be presented from April 19 to May 5, from June 15 to June 29, and from August 20 to August 30 at the Asahiza Theater in downtown Osaka.

Unique puppets, each manipulated by a master puppeteer and two assistants, will perform

historical and realistic dramas of the old days accompanied by Joruri reciters and Samisen musicians.

The Shochiku Company Ltd., a big sponsoring organization for the Japanese Kabuki play, is planning to present Kabuki at the Minamiza Theater in Kyoto, ancient capital of Japan, during the world exposition.

A famous Kabuki play "Chushingura" describing the vendetta of 47 Ronin (masterless Samurai) against their lord's tormenter will be presented at the theater in April. Three sons of Nizaemon Kataoka, one of top actors of the Kansai Kabuki troupe in Osaka, will take main roles in the play.

In addition to Kabuki, a brief program including Bunraku and Imperial court music will be performed in the evening program.

Performances by young Kabuki actors including Senjaku Nakamura and Ennosuke Ichikawa will be billed in June at the same theater.

Under the title of an "East-West Kaomise" Kabuki performance, the June Kabuki bill will be played by promising Kabuki actors of Osaka



Kabuki dialogue has fine rhythm and melody while the music accompaniment helps spectators share the feelings of the actors

and Tokyo. The sensational Broadway musical play "Hair" will also be presented at the theater.

The Shin-Kabukiza Theater, a mecca of Kabuki in Osaka, will bill classic and modern Kabuki plays during the world exposition.

In the March billing, Japan's popular singer Haruo Minami who made a marked contribution to promotion of the Tokyo Olympics and 1970 World Exposition through his hit songs, will perform in dramas and a hit parade show to celebrate the opening of EXPO.

The Second Osaka "Grand Kaomise" Performance starring top rank Kabuki stars of Osaka and Tokyo will be presented in May.

In the program, young Kabuki actor Shinosuke Ichikawa who succeeded to the name of Ebizo Ichikawa, a noted Kabuki ranking, will be introduced to the audience. He is the oldest son of the late Danjuro Ichikawa, holder of the top-most class Kabuki family name. He is scheduled to assume the name in the future.

In the June billing, movie actor Kazuo Hasegawa will also present modern Kabuki plays at the theater.

The internationally-known Takarazuka revue will be performed on a scale bigger than ever at the Takarazuka Grand Theater, accessible in 20 minutes by car from the site of the EXPO.

The Umeda Koma Stadium, another big theater in Osaka, will feature musical plays and a modern Kabuki play during the world fair.

Of the programs, a Japanese version of the Broadway musical "My Fair Lady" will be presented in July. Jazz singer Miss Chiemi Eri will take a role of Eliza in the play.

Miss Fubuki Koshiji, ex-Takarazuka star and top chanson singer in Japan, will perform a musical play in September.

A modern Kabuki play starring Kabuki actor-turned-movie actor Hashizo Okawa will be presented in April.

Jazz singer Kyu Sakamoto of "Sukiyaki" song fame and movie actress Sayuri Yoshinaga, a daughter of a former Japanese diplomat, will also co-star in a musical play in June.

A group of young singers including promising singers Shin-ichi Mori and Akira Fuse will perform in a summertime music show in August.



Noh dramas are staged on a roofed platform of smooth surface boards. The main acting area is 5.5 square meters.



Canadian musical "Anne of Green Gables".



Soviet Art Festival.



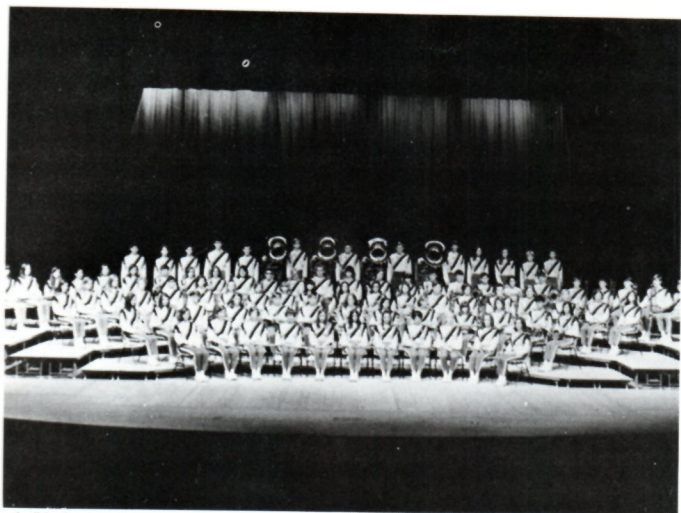
Czechoslovak dance.



The Ed Sullivan Show.



Maoris of New Zealand.



A U.S. high school music band.



Singing talent Kyu Sakamoto.



Canadian women's gymnastic team.



Popular singer Shinichi Mori.



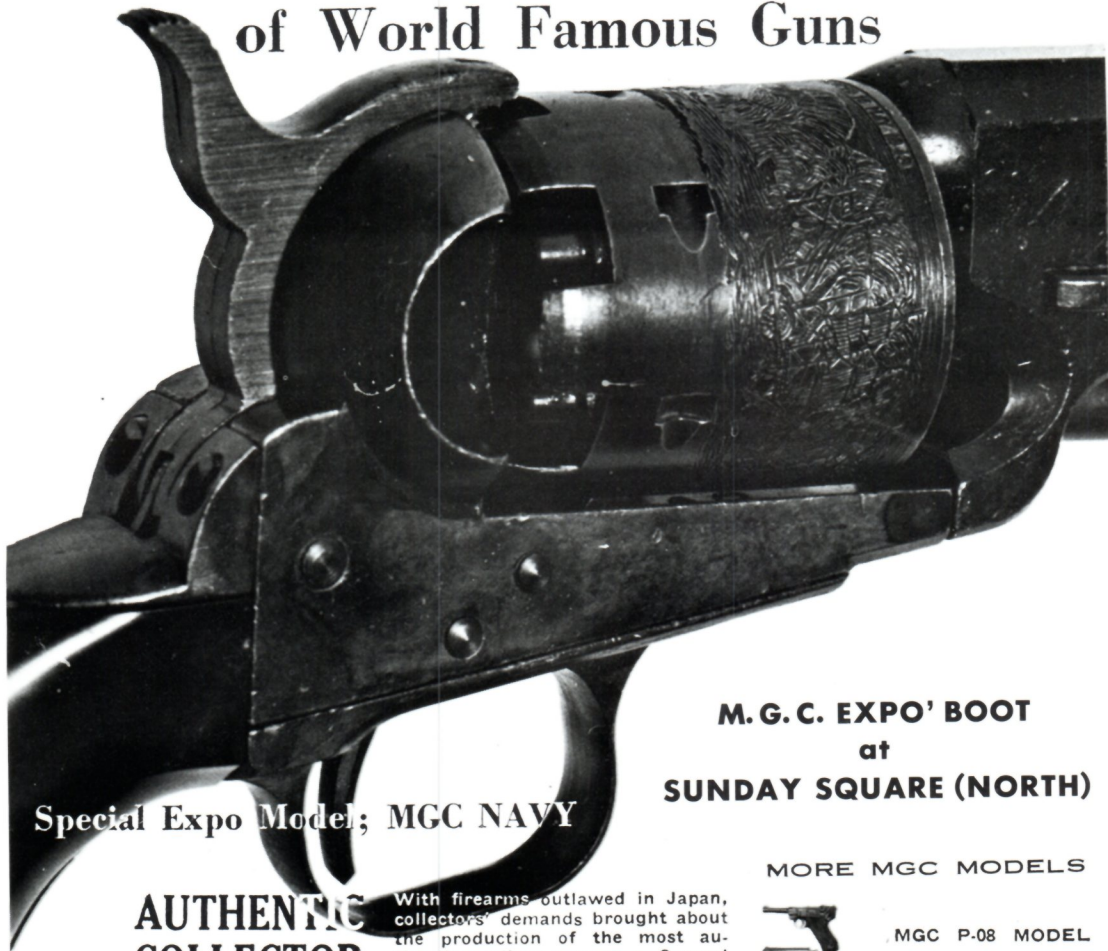
"Holiday on Ice" show of U.S.A.



Veteran songstress Fubuki Koshiji.

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Head of Beneventan Athlete.



Bronze Head with Tribal Mark.



The "Castle of Cards".

EXPO Museum



A clay figurine of Japan.

The EXPO Museum of Fine Arts is certain to draw a large number of visitors as one of the major attractions—at least, for those interested in learning and who want to ascertain with their own eyes the development of human culture from time immemorial.

The establishment of the Museum of Fine Arts is by no means a sideshow to relieve visitors from fatigue brought on by other spectacular, action-packed exhibitions.

It is the place where one will be given visual proof of how human beings have been, and are, striving to enrich their daily surroundings as well as their spiritual life.

The gallery is intended to provide visitors with a bird's-eye view of a historical survey of human endeavor which has been devoted to realization of man's "grand design."

But, how is it possible to show this to the general public by visual means, and how has the EXPO Association contrived to materialize this plan?

It is planned to divide the hall into two sections: One a retrospective view of the development of art throughout the world up to modern times, and the other a study of present-day activities.

The first section is classified into four divisions, each with its own theme. The objective is to impart to visitors the firm conviction that human history could not progress without art.

Under the title "The Primitive Soul," the first division will display items made at the dawn of man's history, including artifacts discovered in Africa and Egypt and things being made in underdeveloped regions today. The Japanese section features clay and domestic utensils of the Jomon, Yayoi and Kofun periods.

The second room holds items concerned with Christianity and Buddhism to show what sort of things were produced when religion and art combined.

The third division deals with the exchange of cultural assets between the Orient and Occident and shows how they influenced each other.

The last division, under the title of "The March to Liberty," is concerned with art activities in the period when the common people gained freedom through hard struggles.

The second section, devoted entirely to contemporary art, shows how every nation and race is trying to make human life better.

The number of art masterpieces to be lent to Japan for exhibition at the EXPO Museum of Fine Arts stood at 146 items from 21 countries as of the end of August 1969.

The EXPO Association, still earnestly engaged in negotiations with over 100 art museums and individual owners in 48 countries, announced subsequently that many of them have already consented to the request.

Though it remains to be seen if the 250 art works mapped out by the Committee for the Art Exhibition at its latest stage can actually be leased from various countries, the prospect is nevertheless not so pessimistic as some art connoisseurs fear.

Inside Japan herself, the presentation of six works from the Imperial Household Agency, one treasure from the Shosoin, 71 national treasures, 102 important cultural assets and 64 other items has already been settled.

In addition to these 244 items, the owners of seven national treasures, 13 important cultural assets and 22 other items have given informal agreement to the application, thereby bringing the total number of items to 285. This figure at present is 105 items short of its final goal—390.

Among the approved items, there are many precious ones that have never been shown to the public, like the ancient mirror with the patterns of birds and animals, preserved at the Oyamazumi Shrine in Ehime Prefecture.

Coupled with the great masterpieces coming from foreign countries, the exhibition at the EXPO Museum will be unparalleled.

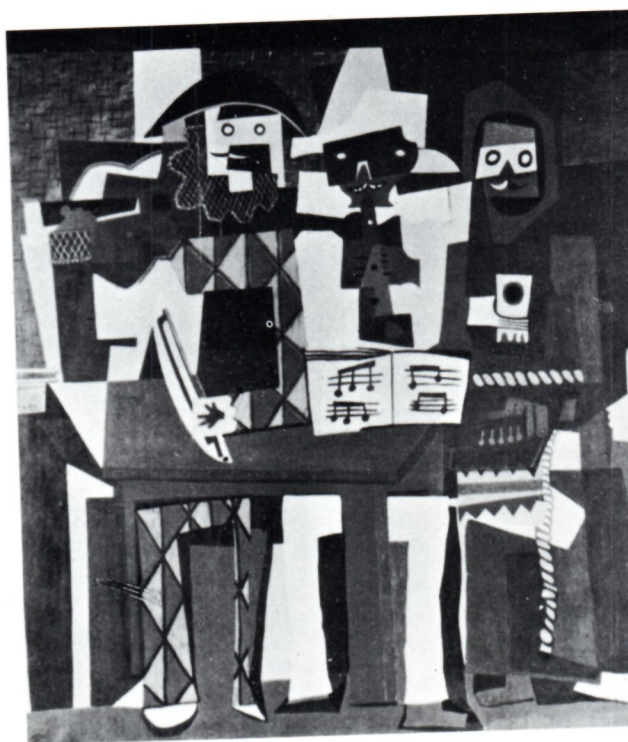
Among the national treasures whose exhibition has been approved are:

Two double-fold paper screens with the figures of the Japanese-style Euroclydon and Thor painted in color on its gilded paper. Stored at the Kenninji Temple in Kyoto, these well-known screens are regarded as among the representative works of Sotatsu, painted in the early days of the Edo Period.

Painted in the 11th to 12th centuries on silk canvas of 2.05 × 1.50m, this renowned item is in the possession of Shoren-in Temple in Kyoto. As the body of Acalanatha (the God of Fire) is painted in green color, this portrait is specifically



The "Family Group" by Henry Moore.



The "Three Musicians" by Pablo Picasso.

Juzo Kagoshima has been designated a "Human Treasure" for his skill in making "Shiso Dolls" from a mixture of long mulberry fibers, short pulp fibers, clay and other materials.



called "Ao Fudo" to counter the "Aka Fudo" (The Red Acalanatha) of the Kyo-o-in Monastery on Mt. Koya and "Ki Fudo" (The Yellow Acalanatha) of the Onjoji Temple in Shiga Prefecture.

Said to be an incomparable masterpiece representing the religious paintings of Esoteric Buddhism (one of the two branches of Buddhist teaching), this one awes viewers with its feeling of reverence through the stern posture of the figure of the green-colored Acalanatha sitting on a rock in the blazing flame.

Statue Of Sei Kan-Non

A copper work 1.9 meters in height and made in the latter part of the 7th century, this statue is now in the possession of the Eastern Monastery of the Yakushiji Temple in Nara Prefecture. Portraying Avalokitesvara (the Goddess of Mercy), it is considered to have been made in Japan, but nothing is known as to who made it and exactly where.

Kujaku-Myo-O

Painted on silk canvas of 1.49 × 0.99m in the 12th century. There are many portraits of Mayura (a god who protects against disasters) painted during the late Heian to early Kamakura periods still preserved today.

This portrait of Bodhi-sattva (a Buddhist saint) with four arms, sitting on a lotus-stand on the back of a peacock whose long tail is spread out, displays the taste of this period. Among the several pieces painted toward the close of the Heian Period, this painting now owned by the Tokyo National Museum is known as the most beautiful and meticulous work.

Hikone Byobu

This is a six-fold paper-screen with figures of a man and a woman relaxing in a room, painted in the early days of the Edo Period.

Tobatsu Bishamonten

This is a wooden statue of Tobatsu Bishamonten or Vaisravans (God of Treasure) of Tobatsu, an ancient nation of Saiiki, or a group of nations which existed on the western periphery of China. Brought from Tang by Saint Kobo, it is one of the best of the Chinese sculptures preserved in present-day Japan.

The overseas countries participating in the art exhibition and their number of items are:

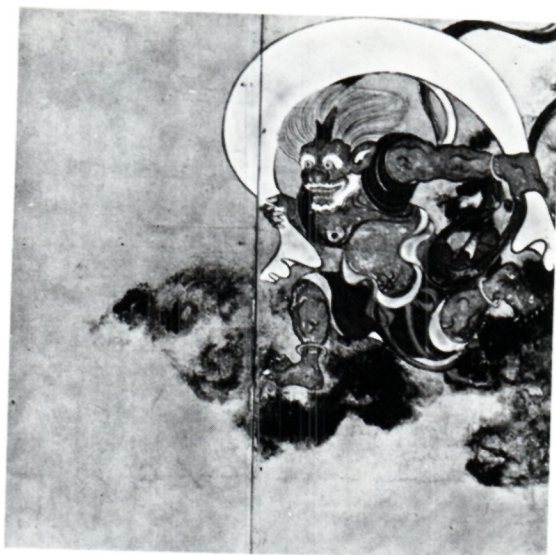
Algeria (2), Australia (2), Belgium (6), Burma (1), Canada (4), Czechoslovakia (18), France (20), Germany (9), Ghana (1), Italy (16), Mexico (5), Nepal (1), Netherlands (6), New Zealand (3), Nigeria (4), Peru (3), Portugal (16), United Arab Republic (8), United Kingdom (8), United States of America (11) and Vatican (2).



"Ladies Preparing Newly Woven Silk" (Chinese).



The image of Kujaku Myoo (12th Century).



The "Wind God and Thunder God" by Sotatsu Tawaraya, Japanese National Treasure.



Figures of women. Originally panels of six-fold screen.



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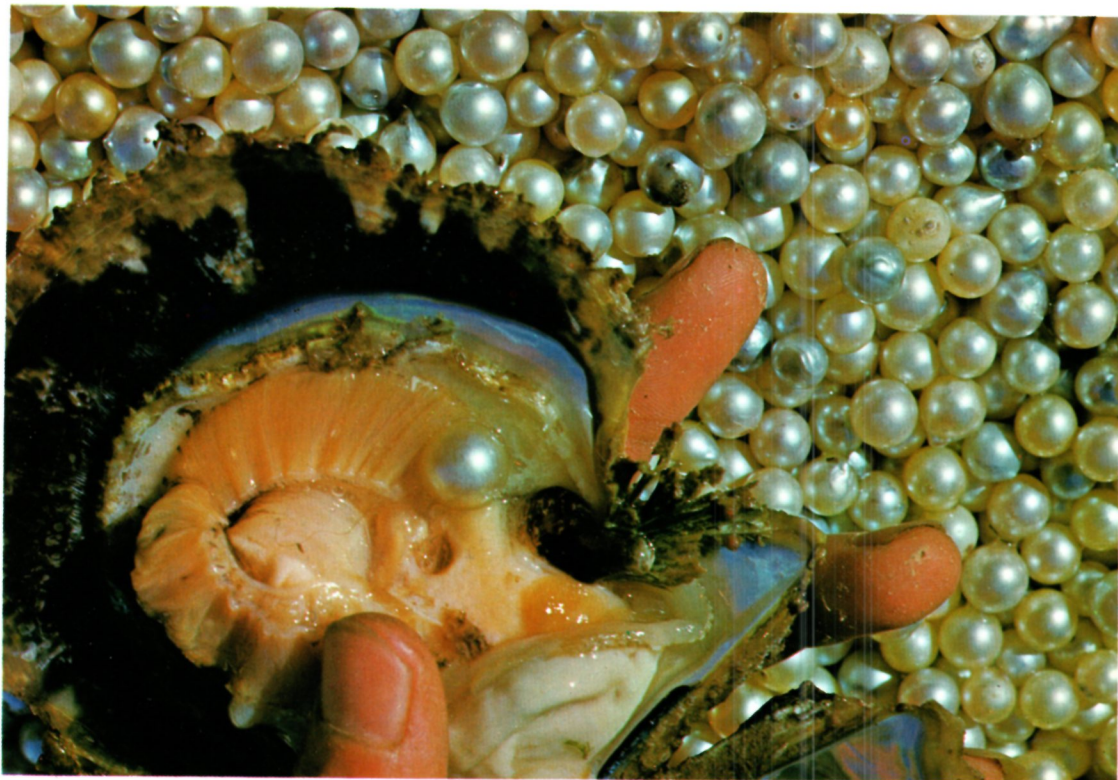
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Expoland For Children

Expoland is an independent area at the southeastern corner of the vast EXPO site, with the slogan "Nothing can beat Expoland when it comes to fun and amusement for children, and even for adults."

On this area will be set up various equipment and facilities to enable each visitor "to compose a new cosmos of his own."

The whole area is to be organized like "a solar system," being divided into six sections, while a big jet coaster named "Daidarasaurus" runs through and around these sections.

The sections are named "The Planetary Space," "The Space of Wind and Water," "The Land of Man Himself," "Central Plaza," "Ride Center" and "The Forest of Memory," respectively.

Planetary Space

The Planetary Space is located at the entrance of Expoland. Five mushroom-shaped tents, large and small, will be erected as shelters from rain and summer sunshine.

In the evening, the shelters will turn into luminous bodies due to a special device and appear to float in air.

Plaza of Wind and Water

This section comprises three parts—the forest of glass fiber poles, a grand stairway and a canal.

The poles will be so arranged that breezes will cause them to dance and swing.

The canal area will offer visitors a serene atmosphere in which they can relax. The canal will run between the pavilion area and the Forest of Memory.

The castle of glass, which will stand in the center of this area, will be one of the most attractive places. Its chambers leading from the fourth floor down to the first will bring visitors into a world of fantasy.

The reflection of mirrors and glass poles will increase visitors' enjoyment.

In addition to the castle, this section will have an outdoor theater and a park for creative play by children.

Central Plaza

The Daidarasaurus jet coaster, on an unprecedented scale, is located on this ground. Five types are provided for both children and adults.

Snack bars and an indoor game house are also

available here.

Ride Center

The symbol of this section is a 45-meter-high tower called the Space Station. A doughnut-shaped wagon will go up and down the tower at full speed.

In addition, a variety of ride facilities are to be set up. Some will enable fairseers enjoy a wide view of the whole EXPO site.

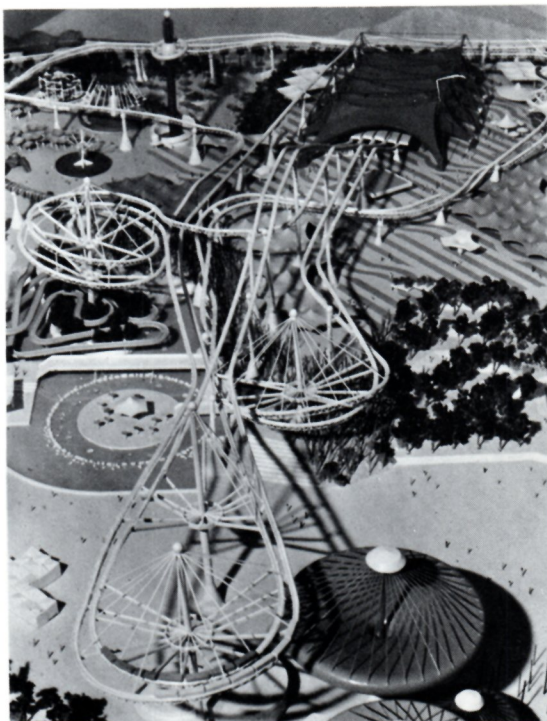
Forest of Memory

This is a kind of wonderland where adults will enjoy an atmosphere reminiscent of their childhood.

The displays are designed from time-honored fairy tales.

Other facilities at Expoland will include the lost children center, rest houses, information boxes and a security officer box.

Admission to Expoland is free but each amusement attraction costs ¥100 (for a child or adult) for big ones such as the Daidarasaurus jet coaster and ¥50 for ones such as the merry-go-round.



Many interesting facilities will attract children.



JAL will introduce the giant Boeing 747s in July, 1970.



Special Tours

EXPO'70, the first world exposition to be held in Asia and one of the most remarkable attractions of the decade, can be more enjoyable if you join special package tours to be jointly operated by Japan Air Lines, the official airline for EXPO'70, foreign airlines and travel agents.

Almost all the special tours will include not only the EXPO site itself but many other places of interest in Japan and the Orient, such as the mammoth Tokyo Metropolis, scenic holiday resorts of Nikko, Kamakura and Hakone, the ancient capital of Kyoto as well as such attractive Asian cities as Taipei, Hong Kong, Singapore, Bangkok and Kuala Lumpur.

Besides these attractive programs, visitors to Japan will be able to enjoy more comfortable and luxurious flights when Japan Air Lines introduces the giant Boeing 747s on the Pacific route in July 1970.

Big enough to carry 40 first class and 321 economy class passengers, the jumbo jet will usher in a dramatic new era in international travel.

The interior decor of the giant airliner, 70.5 meters in length, 59.7 meters in width and 19.3 meters in height, is the creation of Isamu Kem-

mochi, a leading interior designer. It is an exquisite blend of Japan's traditional culture with modern technology and is carefully designed to avoid any possible visual impression of loose hugeness and sense of insecurity in the cabins of the big aircraft.

Decorating the front walls of the upper-deck lounge and first-class cabin are two murals executed by Matazo Kayama, one of Japan's greatest painters in the ancient Yamato-e style.

The seats of three different colors of beige, orange and purple are arranged comfortably in the elegant spacious lounge.

Among the joint operators with Japan Air Lines and tour costs are:

Berry World Travel, State Line Rd. at 91st, Kansas City, Mo., 333-7878 (\$1,138-\$1,448).

Braden Toureast, 210 Post St., San Francisco, 982-9374 (\$1,260-\$1,695).

\$5-A-Day Tours, 30 E. 42nd St., New York, 691-4300 (\$1,090).

Gateway Holidays, 727 W. 7th St., Los Angeles, 624-7607 (\$998-\$2,427).

Kneisel Travel, 1014 S.W. Sixth Ave., Portland, Ore., 226-6064 (\$939-\$996).

Pacific International Tours, 391 Sutter St., San Francisco, 397-0611 (\$1,585).

Travelworld, Inc., 6962 Hollywood Blvd., Los Angeles, 466-5411 (\$998-\$1,148).

Treasure Tours Int'l Inc., 1010 St. Catherine St. W. Montreal, 866-7341 (811-1,031 Canadian dollars).

UTL Holiday Tours, Room 831, 718 Granville St., Vancouver, 865-0555 (891-1,356 Canadian dollars).

(Prices are subject to change without notice).

One of the attractive EXPO tours is the Orient/EXPO'70 Jet Holidays tour to be operated jointly by Berry World Travel, Inc. of Kansas City, Japan Air Lines and some foreign airlines.

There are two choices: the 15-day (from \$1,138) or 22-day tour (from \$1,448), including air fares, hotels and sightseeing.

The tour schedules are as follows:



15-Day Tour

1st DAY (Saturday)

TAKE-OFF: Leave New York on JAL's morning flight #1 at 9:00 a.m. (10:00 a.m. DST) with lunch en route to San Francisco. Depart at 1:00 p.m.* (2:00 p.m. DST) for Tokyo. Hors d'oeuvres and dinner aloft. (NOTE: The day lost crossing the



The first class Lounge of JAL Boeing 747.

International Date Line will be picked up on return.)

**Chicago and Los Angeles passengers arrange departures to connect with JAL's 1:00 p.m. flight from San Francisco. Your travel agent will be glad to assist you.*

2nd DAY (Sunday)

TOKYO: Arrive Tokyo at 9:15 p.m., where you will be met and expertly guided through the landing formalities. Transfer to the luxurious Hotel Okura.

3rd DAY (Monday)

TOKYO: Breakfast at hotel. Morning free. In the afternoon, motor sightseeing city highlights. Return to hotel via Ginza Street. In the evening, the brilliant dance revue at the Kokusai Theatre, followed by a Sukiyaki dinner party at Matsubaya Japanese restaurant. Overnight, Hotel Okura.

4th DAY (Tuesday)

TOKYO/NIKKO/LAKE CHUZENJI: Breakfast at hotel. 8:00 a.m. transfer to Asakusa Rail Station for departure via limited express train. Arrive Nikko 10:25 a.m. Sightseeing includes Toshogu Shrine with its Yomeimon Gate, Lake Chuzenji and beautiful Kegon Waterfall. Lunch at Hotel Kanaya. Leave Nikko 5:00 p.m. via express train, arriving Tokyo 6:50 p.m. Transfer to Hotel Okura.

5th DAY (Wednesday)

TOKYO, FREE DAY: Your Berry tour-manager is at your service to help you in every way.

6th DAY (Thursday)

TOKYO/KAMAKURA/HAKONE/KYOTO: Breakfast at hotel. Leave Tokyo by motor at 8:00 a.m. via Yokohama to visit Daibutsu, the Giant Buddha, in Kamakura. Continue to Hakone for lunch at Hakone Hotel. Later proceed to Atami via Ten Province Pass. In the afternoon, leave Atami via New Tokaido Line's bullet express train, arriving Kyoto in three hours. Transfer to delightful Hotel

Miyako, set on a wooded hillside in 16 acres of beautifully landscaped gardens.

7th DAY (Friday)

EXPO IN OSAKA: Breakfast at hotel. Full day excursion to EXPO'70 in nearby Osaka. An exciting day offering startling glimpses of the future . . . plus the opportunity to visit dozens of countries within the air-conditioned grounds. General admission is included as well as round trip transportation by motor-coach. Overnight, Hotel Miyako.

8th DAY (Saturday)

KYOTO, FREE DAY: Breakfast at hotel. Enjoy historic Kyoto, treasure-house of Japanese culture, or return to Osaka for another day at EXPO'70. If you choose the latter option, your tour-manager will be glad to assist you in arranging your transportation, which must be handled independently. Overnight, Hotel Miyako.

9th DAY (Sunday)

KYOTO/OSAKA/TAIPEI: Breakfast, hotel. Morning sightseeing includes the Gold Pavilion, old Imperial Palace, and the Heian Shrine. Return to hotel at noon for transfer to Osaka Airport. Leave Osaka via Cathay Pacific at 3:30 p.m., arriving Taipei at 5:10 p.m. Transfer Grand Hotel or Hotel President.

10th DAY (Monday)

TAIPEI: Breakfast, hotel. Morning drive through Chinese farming areas to a porcelain factory to see the centuries-old methods of hand-painting and hand-carving. Continue to National Palace Museum to see magnificent art treasures. Return to hotel. Afternoon free. In the evening, a gala Chinese dinner party. Overnight, hotel.

11th DAY (Tuesday)

TAIPEI/HONG KONG: Breakfast hotel. Morning free. Noon flight to Hong Kong via Cathay Pacific, arriving 2:30 p.m. Transfer to hotel. In the evening, an unusual Chinese dinner aboard a colorful floating restaurant. Overnight, Hong Kong Hilton.

12th DAY (Wednesday)

HONG KONG: Breakfast. Morning free for visiting a tailor and shopping. Afternoon sightseeing drive, including Tiger Balm Palace and a tram ride to Victoria Peak. Overnight, Hong Kong Hilton.

13th DAY (Thursday)

HONG KONG/KOWLOON: Breakfast, hotel. Morning drive through Kowloon. Continue through rural areas reminiscent of Old China. See the Walled City and the "Bamboo Curtain" (the border of Red China) before returning to hotel, late afternoon. Lunch included en route. Overnight, hotel.

14th DAY (Friday)

HONG KONG, FREE DAY: Breakfast, hotel. A full day of leisure. Overnight, Hong Kong Hilton.

15th DAY (Saturday)

DEPARTURE: Breakfast. Transfer to airport for 8:00 a.m. departure via Cathay Pacific. Arrive Tokyo 1:25 p.m., departing 5:00 p.m. via Japan Air Lines. Dinner and breakfast aloft. Arrive San Francisco 9:15 a.m. (10:15 a.m. DST) and New York 6:30 p.m. (7:30 p.m. DST) Saturday. (Gain a day by re-crossing the International Date Line.) Lunch on board between San Francisco and New York.



Fresh coffee tops off a Continental meal in one of the three economy sections aboard JAL's jumbo jet.

22-Day Tour

1st DAY (Saturday)

THRU 14th DAY (Friday)

SAME ITINERARY AND FEATURES AS 15-DAY Holiday.

15th DAY (Saturday)

HONG KONG/KUALA LUMPUR: Breakfast at Hong Kong Hilton. Morning free until transfer to airport for 12:45 p.m. flight via Malaysia-Singapore Airlines. Arrive Kuala Lumpur in Malaysia about 3:00 p.m. Transfer to Hotel Merlin for dinner and overnight. Evening free for independent activities.

16th DAY (Sunday)

KUALA LUMPUR/SINGAPORE: Breakfast at hotel, then sightseeing drive of the city. Continue through Malay kampongs to a rubber plantation to see rubber tapping, then on to the towering Batu caves, with their Hindu shrine. Return to the city through Chinatown and on to the Clock Tower, the Hindu Mosque and the Handicraft Center. Transfer to airport for 5:45 p.m. flight, arriving Singapore 6:30 p.m. Dinner and overnight, the new Singapore Hilton.

17th DAY (Monday)

SINGAPORE: Breakfast, hotel. Morning sightseeing weird Haw Par Villa, with its mythological Chinese sculptures; the famous Botanical Gardens, where the monkeys roam at random eating peanuts from the visitors' hands; Raffles Museum; the Buddhist Temple of 1,000 Lights and the beautiful civic buildings. Afternoon free for shopping in this exciting free port. The fascinating items include Japanese and Chinese art and curios, Balinese carved heads, silver, jewelry, and fabulous Thai silks. Overnight, the new Singapore Hilton.

18th DAY (Tuesday)

SINGAPORE/BANGKOK: Breakfast, hotel. Leave Singapore via Cathay Pacific at 8:30 a.m., arriving Bangkok at 10:00 a.m. Reservations at the famous Hotel Rama. Afternoon free. In the evening, dinner in the Rama's deluxe Tropicana Supper Club with

floor show and Thai dancing.

19th DAY (Wednesday)

BANGKOK: Breakfast, hotel. Morning trip by motor launch up the Chao Phraya River and its canals, along and on which thousands of native families live . . . selling their wares and produce from sampans or "floating shops." Climax of the trip is Wat Arun, the fantastically ornate Temple of Dawn. Return to hotel and the rest of the day is yours.

20th DAY (Thursday)

BANGKOK, FREE DAY: Breakfast, hotel. Bangkok is famous for its semi-precious jewels, silks, bronze ware and crocodile accessories, so shopping is an especially exciting adventure. There are also many things to see in this "Celestial City" of gleaming spires, golden temples and walled palaces. Consult your tour-manager for assistance.

21st DAY (Friday)

BANGKOK / HONG KONG: Breakfast, hotel. Transfer to airport for Cathay Pacific's 10:35 a.m. flight. Arrive Hong Kong 2:00 p.m., departing via Cathay Pacific at 5:30 p.m. Arrive Tokyo 10:00 p.m. and transfer to Hotel.

22nd DAY (Saturday)

TOKYO, HOME: Breakfast, hotel. Free day until transfer to airport for departure via Japan Air Lines at 5:00 p.m. Dinner and breakfast aloft. Arrive San Francisco 9:15 a.m. (10:15 a.m. DST) and New York 6:30 p.m. (7:30 p.m. DST) Saturday. (Gain a day by re-crossing the International Date Line). Lunch on board between San Francisco and New York.

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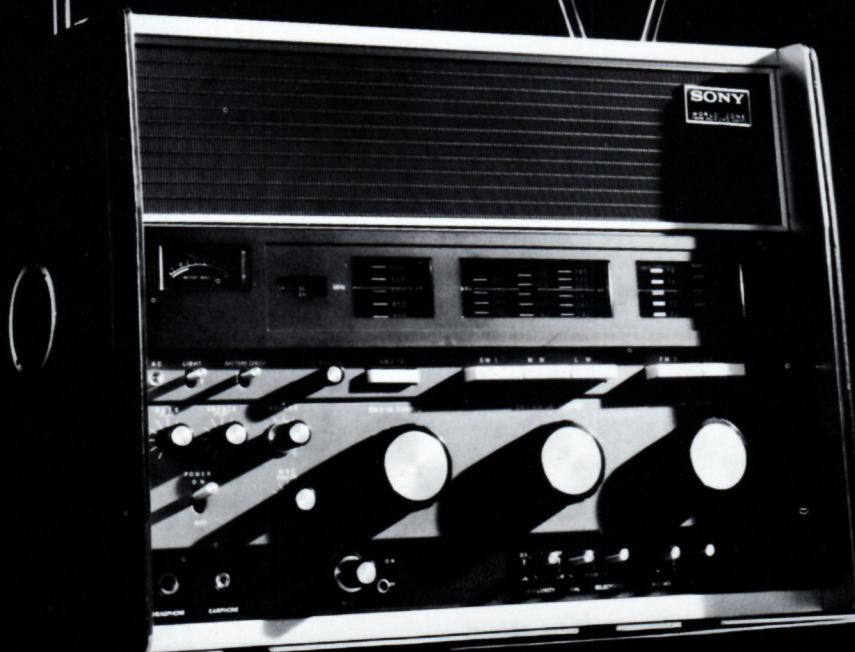
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A couple of familiar faces?

They should be if you read such international media as Time, Life, Newsweek, National Geographic, Reader's Digest, Esquire and Playboy, etc. Both stand at the head of their respective fields.

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ing, a flashless, ultra-low illumination shooting capability and Canon's own Quick-Loading film system. It is backed up by more than 200 accessories including 25 precision FL interchangeable lenses from 19 to 1,000 mm.

The Auto Zoom 814 is a Super 8 camera's kind of Super 8 with automatic 8-times zooming through a

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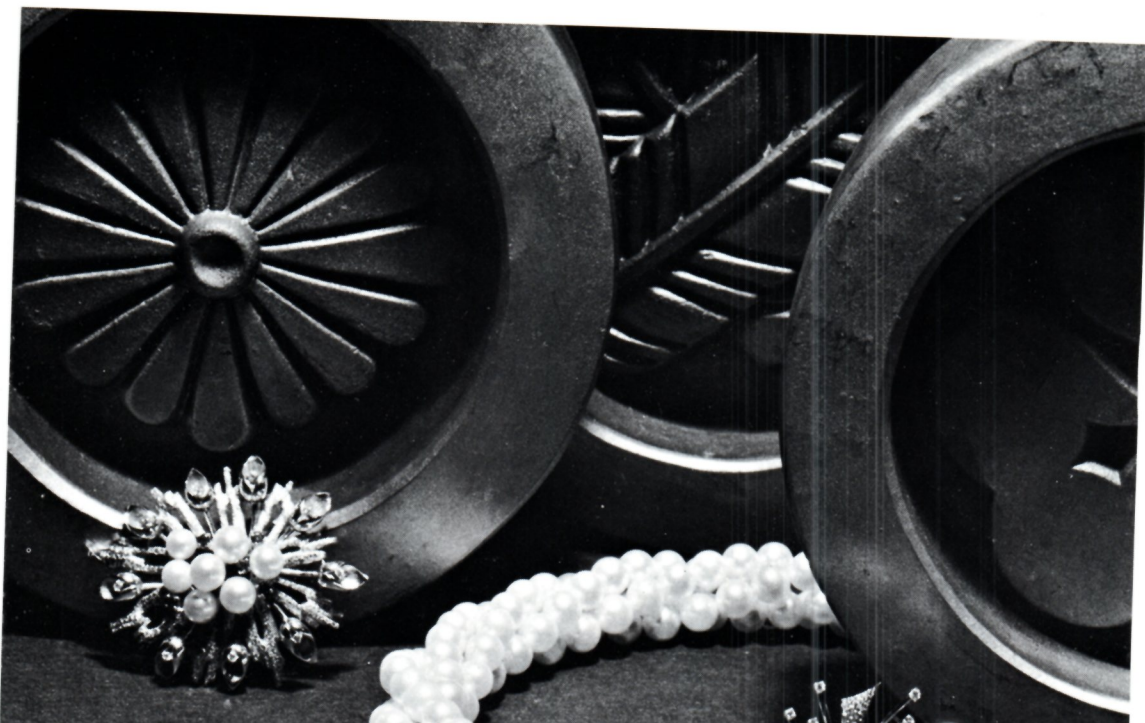
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Shopping Paradise

Full Of Attractive Souvenirs



Visitors to EXPO'70 will be immersed in an "international" atmosphere during their tour of the many pavilions. If they want to get the genuine "feel" of Japan, they will have to leave the exposition site and go shopping in the streets of Kyoto, Osaka, Nara or Tokyo.

Tourists usually see Japanese souvenirs for the first time when they arrive at seaports or airports. Then at their hotels, they can find their favorite items at

shopping arcades—excellent and convenient, because clerks there can usually speak one or more foreign languages.

Overseas visitors can obtain great help by calling at the information centers of the Japan National Tourist Organization (JNTO) in Tokyo and Kyoto, where detailed advice on shopping is available.

Department stores are popular visiting spots for tourists because they are regarded as very trustworthy and

give good after-service. Bargaining on prices, however, is not the custom.

Underground centers in big cities are also attractive shopping places. Sakae-machi in Nagoya, Motomachi in Kobe, Kawaramachi in Kyoto, Shinsaibashi in Osaka, Motomachi in Yokohama, and Ginza in Tokyo are the best shopping sites.

In Tokyo, the Ginza, Asakusa, Shinjuku, Shibuya, and Ueno are the main shopping

Shopping for pearls is absorbing. Tasaki Pearl Co., Ltd. will exclusively handle sale of pearls at EXPO'70.



centers.

Ginza is the busiest and most active section of the city.

Countless stores are concentrated in this area and in its extensions, Nihonbashi, Hibiya, Tsukiji, and Shimbashi.

Asakusa, located in the northeast section of the city, is best known for its Kannon Temple and the Nakamise shopping streets, and is one of Tokyo's largest amusement and shopping centers.

These districts have a concentration of railway and other transport facilities. Ikebukuro may be added to the list.

With tax-exempt privileges, foreign visitors can expect some exceptional bargains. The tax-free items are as follows:



Tax-Free Items

- 1) Articles made of precious stones or semi-precious stones and articles decorated with precious stones or semi-precious stones;
- 2) Pearls, articles made of pearls and articles decorated with pearls;
- 3) Articles made of precious metals, articles decorated with gold or platinum and articles plated or covered with precious metals;
- 4) Articles made of tortoise shell, coal, amber and ivory as well as cloisonne ware;
- 5) Furs;
- 6) Household implements made of fiber;
- 7) Hunting guns;
- 8) Transistorized TV sets;
- 9) Gramophones, record players, record concert equipment of ensemble type, parts of record players, radio sets for record concert equipment of ensemble type and speakers;
- 10) Radio sets;
- 11) Magnetic tape recorders;
- 12) Cameras, motion picture cameras and projectors, includ-

ing their lenses, bodies, and tripods, photometers as well as flash equipment;

13) Slide projectors;

14) Timepieces with cases decorated with precious metals, etc, timepieces decorated with precious stones, semi-precious stones, gold or platinum, as well as other timepieces;

15) Smoking articles.



Cameras

"Your camera is like a painter's brush, it is like a violin, and it is like a gun," a noted American professional photographer once wrote in a book. It is a tool—for a tourist to record what he is "concerned" with in various parts of the world. And Japan is one of the two largest suppliers of this indispensable accessory for tourists.

Before World War II, Germany was the one and only country which could provide high-quality mass produced cameras. However, after the war, Japan's optical industry saw tremendous development. During the Korean War, some leading photo journalists for the first time used Japanese lenses on their cameras and discovered their high resolving power. Since then, the Japanese optical industry has challenged that of Germany. Today, leading professional photographers prefer Japanese single lens reflex (SLR) cameras to German range finder ones.

Japanese cameras are nowadays classified into three major categories: high grade, popular grade and compact cameras.

Compact cameras, almost all using the EE (electric eye) system, are now quite popular. There are several types of 35mm (Leica type film) compact cameras while others are



Cameras make ideal souvenirs.

all half-frame ones. Japanese tourists are fond of these compact cameras which weigh only 300 to 400 grams, and are usually equipped with easy loading for films.

Popular grade cameras are now less in demand than high grade and compact ones. This type of camera has a range finder and exposure meter. But lenses are not convertible as in SLR cameras. They are now being replaced by compact cameras.

Almost all of the first-rate cameras are single lens reflex ones. With accurate image obtained through the finder, users of this type are able to get



Watches are famous for their quality.



Silk Kimono for the ladies.

sharp photos. Lenses are convertible, of course—from wide-angle lenses to telephoto lenses. Recent SLR cameras have adopted the TTL (through-the-lens) exposure system which avoids mistakes in calculating exposure. And the price of a Japanese single reflex camera is far cheaper than a similar German type.

Innovation in the Japanese optical industry has resulted in new mechanism and large production. Some cameras now have a TTL-EE exposure system and quick loading apparatus which remove any worry for amateur photographers. It is really a fool-

proof camera. All they have to do is put in a film roll and release the shutter button.

In the field of movie cameras, the TTL-EE system is more common than in still cameras. Motion picture cameras (35mm) with zoom lenses are far lighter than those a couple of years ago.

Automation is also being applied to electronic flash apparatus which is indispensable for night photography. One no longer needs to calculate the puzzling "guide number."

More than 20 tax-free camera shops are to be found throughout the nation. At department stores, there are also tax-free camera corners.

Tourists can also find their favorite cameras at special low prices at second-hand camera shops in Tokyo, Osaka, and other big cities. Second-hand camera dealers usually offer discounts of 20 to 40 per cent of the price of brand new cameras. These shops may offer substantial discounts but buyers of second-hand cameras must be careful.

Kansai district camera shops usually give bigger discounts than their Kanto counterparts.

Electronic flash and other accessories ordinarily carry greater discounts than cameras and lenses.

Watches & Clocks

Watches and clocks are also Japan's mainstay among precision industry products, along with cameras and electrical precision appliances. Japan's timepiece industry is now regarded as superior to that of Switzerland from the viewpoint of mass production. And Japanese mass production does not mean low quality. All Japanese users are quite proud of the

excellence of their watches and clocks. Electronic watches and clocks have now come into use and have won fame in various international contests.

The best Japanese wrist watches are all waterproof, and have automatic winding and automatic calendar.

Refined designing is also one of the merits of Japanese watches. Some of them are alarm wrist watches.

Clocks are also notable for their designs. Recent compact clocks have built-in radios and electric outlets. This type is quite useful as an alarm clock.

Watches and clocks are usually on display with cameras and other optical products at tax-free shops. There are also many, of course, at department stores.

Kimono

Kimono is one of the best souvenir items for tourists, being lighter in weight than many other products. Silk ones are most recommended as they are soft and hard-wearing. Kimono has many variations in style and color. It is worn by all, foreign or Japanese, old or young. In the kimono, there still remains a touch of "genuine Japanese tradition," which attracts foreign visitors.

Designs are usually made by either dyeing or hand-weaving. Ordinarily, dyed kimono is more colorful, while the hand-woven kimono are subdued in color with geometric patterns. However, hand-woven ones are usually more costly than dyed ones.

To foreign visitors, kimono may seem expensive compared with other souvenir items.

Yukata, or summer wear kimono, and happi, or "Happy Coat," are comparatively cheap and favorites with

foreign tourists.

At department stores in big cities and hotel arcades, kimono fans probably will be able to find one that suits them. There are also in Tokyo, Osaka, Yokohama, Kyoto, Kobe and other cities several shops which exclusively sell kimono.

Radio & TV

Transistor radios and other electric appliances are usually included in tourists' purchases when they return to their homelands. In the way of transistor radios, Japan may rest upon her laurels as king.

Electronic appliances have been growing smaller and smaller in size year by year. In the wake of the invention of the IC (integrated circuit) by the American electronic industry, Japanese electronic makers soon afterwards applied it to their transistor radios which can now be called really "pocket radios." High fidelity in FM/AM is the chief merit of Japanese transistor radios.

The revolution in electronics has also produced high-reproduction midget-size transistor TVs. Micro television sets with three to four-inch screens are quite popular with tourists and use IC circuits.

Ordinary-type TV sets are fast being replaced by the mini TVs mentioned above and color TV sets. The American TV boom and various world events, including the recent Olympic Games at Mexico City telecast via communication satellite in color, have led the Japanese industry to manufacture more color TV sets. The recent success of the U.S. Apollo 11 in landing on the moon aroused much interest in color TV. Japanese color TV manufacturers are now busy

reducing the size of color TV cabinets to the minimum. There are various types meeting European and U.S. standards.

Just like today's easy-loading cameras, tape-recorders have adopted the cartridge system. All transistorized tape-recorders are becoming cartridge or cassette types. They can be utilized on various occasions—in classrooms, at company meetings, and at press conferences, for instance.

Standard type tape-recorders are also popular in the form of stereophonic tape-recorders. They form a part of the integrated stereo set. Music fans buy speakers, main player units, and other parts separately. This is quite convenient for tourists, as they can send parts home separately.

These items are sold at tax-free shops, department stores' tax-free sections, and hotel arcades. Around Akihabara, Tokyo, there are the streets filled with electric appliances shops, noted for their bargains.

Japanese Antiques

In Europe there are a lot of shops selling antiques. In Japan also there are several shops

and department stores which display and sell curios. Old coins, stone lanterns, ancient tableware, Samurai armor, sword guards, Ukiyoe and other woodblock prints, kake-mono (hanging scrolls), old folk handicraft, ancient potteries, haniwa (clay images), ancient cloisonne ("shippo" in Japanese), old lacquerware, and other attractive items are to be found there.

At a Tokyo department store, all these curios are gathered in the "curio corner."

Cloisonne

Cloisonne articles, looking like multi-colored porcelain, are, as the Japanese name "shippo" or "seven treasures" connotes, more valuable than ordinary jewelry. Copper, and sometimes, gold or silver for more prized articles, form the base of the ornamental metal work, usually in the shape of flower vases. And the seven treasures—gold, silver, ruby, crystal, coral, pearl, and agate—are inlaid over it with enough glitter and splendor to arrest the eyes of tourists.

Every cloisonne article is colorful, from meditative blue to passionate scarlet. Its de-

Radios and tape recorders—always a popular buy.



signs vary from classical features of landscape, flowers, and birds to contemporary abstract patterns. The wave of mass production has never reached the cloisonne industry. Requiring complicated process and dexterity, cloisonne ware belongs to the field of cottage industry.

In ancient times, Japanese cloisonne was not so colorful, but during the Nara Period, the art spread throughout the country. In 1868, a German named Gottfried Wagner came to this country to teach the European way of manufacturing inlaid cloisonne. His art soon prevailed among Japanese craftsmen in Kyoto and other places, including Tokyo and Nagoya. The present production center is Nagoya. Hotel arcades provide tourists with cloisonne at reasonable prices.



Dolls

Japanese dolls greatly please tourists who seek things representing a locality of a certain period in history. And they are comparatively cheap.

Before and during the Heian Period, dolls were mainly objects of worship. The Japanese people prayed before dolls to ask the gods for protection or to cure diseases.

Toward the end of the period, there appeared puppets, which were later used in Joruri puppet plays. Dolls were also toys for children in those days as they are at present.

With the advent of the Edo Period, dolls began to be featured at local annual rituals and other events. On the Boys' Festival on May 5 and the Girls' Festival on March 3, many beautiful dolls were accustomed to be displayed. At present these dolls amuse



More lustrous pearls with few flaws are regarded as of higher quality.

boys and girls.

Kyo Ningyo (Kyoto dolls) on the Gion Festival Day, Hakata Ningyo, and Kanda Ningyo were quite popular. Hakata and Kyo dolls still appeal to both Japanese people and tourists.

Kokeshi dolls, carved on or from wood, and featuring local color are also quite interesting.

Department stores always display a lot of dolls, ranging from Kyo Ningyo to Kokeshi.



Pearls

Pearls, the long-time treasure of Japanese high society, are now popular as accessories, a trend attributed greatly to the achievements of the late Kokichi Mikimoto, the king of pearls. They are also among the best souvenirs for tourists, especially ladies.

Pearls are ordinarily used in the form of rings and necklaces, with the former usually costing less.

It is rather difficult for laymen to select ideal pearls,

for the size, color, and luster greatly affect retail prices, so stores in hotel arcades and other famous pearl dealers are reliable places to shop for them.



Chinaware

Japan produces a wide variety of chinaware, ranging from dishes to ornaments.

Among high quality items, dinner sets are very popular among tourists. Such chinaware is displayed at leading department stores and first class speciality stores.

Chinaware is produced in many places in Japan. Among them, Arita-yaki and Imari-yaki of Saga Prefecture, Kyushu; Kutani-yaki of Ishikawa Prefecture, and the products of Kyoto and Seto are widely known for their high quality.

Although the process was originally imported from China in olden times, Japanese chinaware is now appreciated for its highly skilled techniques and unique beauty.



"Sasanobori" of Yamagata Prefecture.



"Kokeshi" of Yamagata Prefecture.



"Konohazaru" of Kumamoto Prefecture.



"Akabeko" of Fukushima Prefecture.



"Inuhariko" of Tokyo.



Carved wooden dolls of Yamagata Prefecture.



A shopping arcade in downtown Tokyo offers many things of interest.

Also produced is a folkcraft-type of chinaware for practical use in every day life.

Umbrellas

Department stores and umbrella shops are offering a rich collection of Western-style umbrellas including the conventional straight umbrella, stick umbrella, and easy-to-carry folding umbrella.

Most popular among Japanese ladies are folding style umbrellas which can be carried in a large handbag or suitcase. Umbrellas nowadays are mostly made of tetoron or nylon. Some of them use 100 per cent silk cloth.

The handles of some folding umbrellas contain a music box movement to make a gloomy rainy day happy and romantic. A slim umbrella with a long handle has recently become popular among Japanese ladies.

Among gentlemen, silk umbrellas in rusty color or dark green or fretwork pattern have come into vogue. Some of these umbrellas have wooden carved animal heads. The latest newcomer among gentlemen's umbrellas is a push-button spring-driven umbrella.

The traditional silk parasol

with floral patterns is artistic and fascinates many foreign ladies with its delicate beauty. In summer, the umbrella counters of department stores bloom with a wide variety of colorful parasols.

Geta & Zori

Geta and Zori are unique, yet entirely practical footwear of Japan.

Because they are comfortable and practical, rubber Zori, a modern version of the native footwear of Japan, have won worldwide popularity.

Geta are usually made of wood with clogs on the bottom while Zori are of softer material, flat-bottomed like slippers.

The best Geta, made of paulownia, are light and durable but rather expensive. Those made of high quality paulownia cost more than ¥3,000.

Zori come in several materials like felt, leather, vinyl, straw, brocade and recently rubber for beach wear. Such artistic Zori as those made of leather with wax-dyed patterns and gorgeous brocade are for a formal outing or gala party, being priced at over ¥3,500.

Women's Geta and Zori are

usually smaller than the men's.

For children, Pokkuri (round wooden clogs) are popular. This unique type of footwear, with the thick sole covered with Tatami straw, is often worn by Maiko girls of Kyoto and are for ceremonial use for girls on such occasions as the Shichi-Go-San Festival or New Year's Day.

Postage Stamps

Japanese postage stamps have been obtaining a high reputation among world philatelists for the unique beauty of their designs. The postwar development of printing techniques in this country has made postage stamps more gorgeous and skillful in design and coloring.

Most commemorative issues are quickly sold out and it is quite difficult for foreign tourists to obtain them. Those who desire to acquire new issues should apply at the philatelic department of the Tokyo Central Post Office prior to the issuance by sending money and an envelope with return address.

Silverware

A wide assortment of silverware ranging from tableware to ornaments is produced in Japan with highly accomplished skill. The finest quality of silver and outstanding handwork of skilled craftsmen have established a high reputation for Japanese silverware in the world.

Almost every type of silver product is made in Japan, both typically Japanese and typically Western styles ranging from Saké sets to glittering dinner sets. They can be

found at shops specializing in silverware in fashionable arcades and at other shopping centers as well as major department stores.

The most representative silverware widely used by the Japanese people are Saké sets, Japanese-style flower vases and compotes ranging in price from ¥3,000 to over ¥5,000. Recently golf trophies of sterling silver are in great demand because of the popularity of golf.

A skillfully made tea and coffee service, priced at around ¥10,000, is an outstanding addition to things to take home from Japan. Other attractive buys are smoking accessories such as cigarette cases and lighters, silver accessories including pendants and brooches, and picture frames, priced at from ¥1,000 to ¥3,000.

Lacquerware

Lacquerware, which represents Oriental beauty and has a long artistic tradition, is a recommendable item as a gift or souvenir. The recent development in packing enables it to be shipped as unaccompanied baggage.

Artistic lacquerware requires some 33 different processes of painstaking work by hand before completion. Such exquisite lacquerware as those inlaid with gold require even more time.

The lacquerware base is usually of wood—pine, birch, magnolia, cypress or cedar. Nowadays, plastics and some metal alloys are often used as the base because they are less expensive raw material and also resistant to heat and humidity.

Lacquerware is produced in many places in Japan. Among them, the lacquerware of Ishi-

kawa, Shizuoka and Fukushima Prefectures are known for their long history.

Efforts are being made to improve the design of traditional lacquerware in order to make the products more suitable for use in modern life while preserving the exquisite workmanship of long tradition.

It is advisable to check whether or not the lacquer items the tourists buy, such as soup bowls, cups, saucers, etc., will withstand heat.

Miscellaneous

Among other souvenir items, glassware, toys (miniature trains, planes, and other vehicles), tea ceremony utensils, ivory carving, Nishijin handwoven handbags, and bamboo ware are great favorites.

Japanese toys are famous for their precision. At the Ameya-Yokocho shopping street between Ueno and Okachi-machi stations in Tokyo, and various toys shops, foreign visitors will be surprised to see Colt, S&W, and Luger pistols at quite low prices. They are all toys, but they look exactly like the real things.

Glass and bamboo ware charm visitors for their delicate Oriental style and color.

Nishijin silk, gorgeous and exotic to foreign tourists, is used in handbags, belts, change purses, and other accessories, as well as for kimono.

Department stores are among the best places for buying such items.

Shipping

After shopping, some visitors may wish to have their purchases sent to their homeland. Tourists will find a hotel arcade shop helpful—usually clerks at



A wide variety of chinaware.



Colorful folkcraft items.

the shop will take care of their things from wrapping to shipping.

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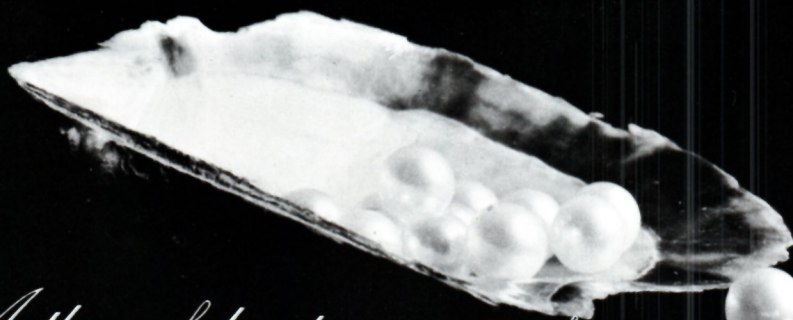
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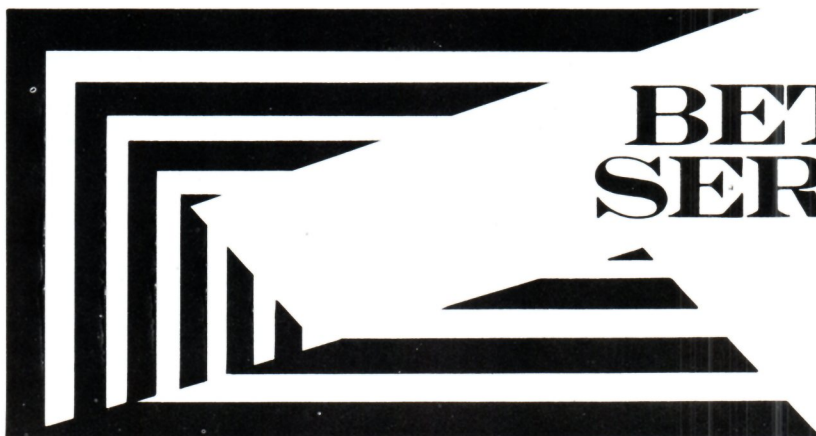
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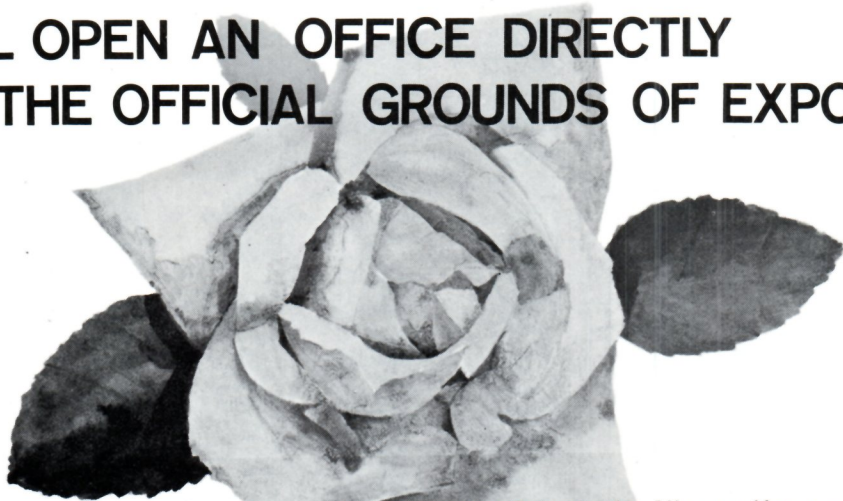
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An attractive arrangement of raw fish.

❁ Variety Of Cuisine

The needs of both the adventurous in search of "something new" and the conservative type of travelers who prefer "what they are accustomed to at home" will be fully satisfied in Japan. For this is a country with an amazing variety of cuisines, a rich choice of excellent materials, and a high standard of culinary techniques backed by careful attention given to sanitation.

It is perhaps significant, in this respect, that EXPO'70 is being held in Osaka, whose citizens have traditionally been known for their fondness for good food. Just as there is a saying that the people of Kyoto "go broke buying expensive clothes," a widely accepted description of the people of Osaka is that they "go broke eating."

Hotel dining will undoubtedly be the first introduction that most visitors will have to food in Japan. All of the Western-style hotels are adequately prepared to meet the expectations of their guests, whether it be for an elaborate meal or a simple snack.

Half of the fun in visiting a

new country, however, is to try its specialty restaurants. For one thing, this means, "when in Japan, do as the Japanese do"—and eat Japanese food. Also offered in Japan to titillate taste buds are the exotic foods of other countries of Asia—the cuisines of, among others, China, Korea, India, Indonesia, Mongolia, Okinawa, and to a certain extent the Philippines, Vietnam and Iran.

EXPO'70 itself will provide a memorable experience in "eating one's way around the world." Many interesting restaurants will be set up on the EXPO grounds.

But in addition, before and after visiting the 1970 World Exposition, there will be many opportunities to dine at the noted restaurants, each with its own unique atmosphere, in the various cities of Japan.

The tastiness of food in Japan owes much to the excellence of the country's meat, fish, vegetables, fruits and other materials and ingredients as well as special seasonings.

The fame of the country's beef has spread far and wide, especially the tender and succulent beef from Matsuzaka,

where the pampered cows are fed beer mash and massaged daily.

Although Japan is small in area, its great length from north to south gives it a variety of climates that is reflected in the wide choice of vegetables and fruits.

Some of the most delicious fruits in the world are to be found here. Apples, including the new giant "Mutsu" variety, are raised in the cool northern districts. From the warm southern regions come exotic tropical fruits.

Strawberries—some of them huge in size—are now available all the year round. Tasty too, in their respective seasons, are oranges (both tangerines and navel oranges), persimmons, peaches, pears (Bartlett as well as a distinctive Japanese type called "20th Century"), canteloupes, watermelons, grapes, loquats and pomegranates.

Japan is certainly a land of good eating, a veritable paradise for gourmets. Many visitors mildly complain that it is too easy to gain weight in Japan—the food is so tempting that it requires enormous will power to resist.



This colorful array showing a wide range of dishes appeals to both the eye and palate.



Japanese Cuisine



While Sukiyaki and Tempura are the Japanese foods best known abroad, they do not constitute, by any means, the sum total of Japanese cuisine.

By trying as many kinds of Japanese dishes as possible during their stay in this country, visitors will not only become experts in the use of chopsticks by the time they leave but will also acquire a taste for Japanese cuisine which occupies a special niche of its own in world cookery.

Even those who have tried it before in their own countries will gain an entirely new appreciation of Sukiyaki, cooked with high quality beef, in the land of its origin.

One of the main attractions of Sukiyaki is, of course, that all the cooking is done right before the eyes of the diners. It is this manner of cooking, which extends the kitchen to the parlor, that provides the novelty. The aroma that arises from the cooking while it is being watched becomes a great appetizer, exciting the salivary glands and making the mouth water.

The word Sukiyaki has its origin in falcon hunting, which dates back as far as 350 A.D. Falcons were released to catch such birds as ducks, quails, pheasants, etc. and the fowl was cooked out in the open on a "suki" (plowshare).

Thus, although Sukiyaki nowadays generally means beef Sukiyaki, practically any kind of meat can be used. In addition to the above mentioned fowl, pork and fish Sukiyaki are also possible.

There are such variations of Sukiyaki as Oil-yaki and Butter-yaki. Still another variation is Shabu-Shabu in which thin slices of choice beef are dipped into a bubbling pot of seasoned broth.

An accompaniment to

Sukiyaki that puzzles some neophytes at first is a small bowl containing beaten raw eggs placed in front of each guest. This not only acts as an additional sauce but also serves to cool the seething vegetables and sizzling meat. Those who do not care for raw egg can have it put into the pan and transformed into a small omelet.

Tokyo and the Kansai (western Japan) district have their own styles of cooking Sukiyaki although these styles are gradually intermingling.

Sukiyaki is actually but one form of Nabe-Ryori in which a "nabe" (frying pan) is used, with the cooking done at the table and the food eaten while still being cooked. That is why Sukiyaki itself is at times called Gyunabe from "gyu" implying beef and "nabe" (pan).

Other forms of Nabe-Ryori which may be encountered during a visit to Japan are Mizutaki (boiled chicken), Chiri-nabe (centering on fish), Yasai-nabe (with vegetables), Hakusai-nabe (with Chinese cabbage) and Yose-nabe, a little of everything.

Second only to Sukiyaki in popularity among visitors is Tempura, in which fish, shellfish and vegetables are covered with batter and fried in deep fat and served piping hot. As in the case of Sukiyaki, Tempura is a Japanese food that is close to the taste of European and American cuisine and perhaps that is why it is well suited to European and American tastes and has become so popular.

Depending on the restaurant, various kinds of oils such as sesame oil, rapeseed oil, salad oil, torrefied nut oil and olive oil are used. The temperature to which the oil is heated has a vital bearing on the crispness and taste.



Ayu (sweetfish) broiled with salt.

In addition, since the grade of flour used as coating has an important bearing on the flavor of Tempura, great care is exercised in its selection.

Among the fresh ingredients used for Tempura, the most popular are prawns. In addition, there are such fish as Haze (goby), Shirauo (white-bait), Shako (squill-fish), Kisu and Megochi. Anago (sea-eel) and Ika (cuttlefish) are often included. Besides Shiitake (mushrooms), there may also be Ginnan (gingko nuts), Nasu (eggplants), Shoga (ginger) and Aoto (bell pepper). As a novelty, chrysanthemum leaves and bananas are at times cooked as Tempura.

It is essential for Tempura to be eaten while still hot, not left on the plate to grow cold. In eating it, the Tempura is dipped into an individual bowl of Tempura sauce into which each guest puts in grated radish and ginger. Some prefer to skip the sauce and eat the Tempura with a dash of salt and a squeeze of lemon.

Nothing can be more delightful than Tempura expertly fried—light, crisp and hot—by a master cook. Nothing can be more unappetizing than Tempura that is heavy, soggy and cold. Thus it is important to select a Tempura restaurant with a good reputation, one that uses only the best of materials and where the proceedings are presided over by an expert.

There are occasions when Tempura eating bouts are held by Tempura lovers. The record-holder in prawn eating is said to be a gourmet who devoured 52 prawns at one sitting. To be truly scientific in record-making, however, the seasonal element should be taken into account since the size of the prawns varies according to seasons, the range



Visitors enjoy Japanese cuisine and Saké (Japanese wine).



Dining at a quiet garden restaurant is a delight.



A unique restaurant with a hearth sunk in the floor.



Tempura is the closest in taste to European and American cuisine.

of variation being remarkable.

It should also be remembered that prawns are more expensive than the other fish used in Tempura.

Although there are many fine restaurants specializing in Tempura and it can constitute a complete meal by itself, a guest attending a full-course Japanese banquet will discover that Tempura is only one of several courses served.

There are a number of ways in which Japanese dishes can be classified. One broad division would be: dishes to be served with Saké (Japanese wine) and those to be eaten with rice.

Then again, they might be divided into everyday dishes for the home and dishes for meals eaten outside the home.

The latter could be further divided into a number of categories, depending on the occasion. Aside from Court dishes, which are in a special category of their own, there are Party Dishes, Ceremonial Dishes, Picnic Dishes, and so on.

Party Dishes, Kaiseki Ryori, are the kind meant for entertaining one's friends. Saké flows abundantly. The meal consists of several courses.

Ceremonial Dishes, Gishiki Ryori, are those served on formal occasions that are either happy or sad. The celebration dishes are especially elaborate and often so abundant in amount and variety that those attending the ceremony have to take most of the dishes home with them.

Mention should be made here too of the special New Year dishes which are traditionally different from everyday cuisine. There are also the dishes, comparatively light and simple, which are served to guests attending a Japanese tea ceremony.

Differing, naturally, from home to home is the home-cooked Katei Ryori which reflects the Japanese liking for simple flavors.

Included here too might be the Bento or picnic meals which are taken on family outings and excursions. In addition to rice sprinkled with Gomashio (parched sesame seeds mixed with salt) and either cut into convenient portions or formed into rice-balls, the Bento will include several different items of food.

In Japanese cuisine as a whole, an appeal is made not only to the sense of taste but also to the sense of sight. Careful attention is given to the beauty and symmetry of Japanese dishes. No matter how many guests there may be, it is deemed especially important to the Japanese to serve a particular food in dishes of the same color, pattern and shape.

A master cook in Japan must therefore be a connoisseur of ceramics and lacquerware as well as being skilled in the culinary art. In addition to the larger dishes, many small dishes are used and the chef seeks to make each dish a small object of art. With due thought given to color combinations and symmetry, two or three kinds of food are at times served in the same dish.

Although the use of a big table as in the case of Western dinners is becoming more common, it is traditional at a banquet or for a meal at a Ryokan (Japanese-style hotel) to be served on small four-legged tables called Zen. Each guest will have in front of him one or more Zen, depending on the elaborateness of the meal.

Seasonings play an important role in Japanese cuisine and reflect Japanese tastes. Of the various seasonings, Miso

(soy bean paste), Shoyu (soy sauce), sugar and vinegar can be considered the most important. Saké, Mirin (a kind of sweet Saké), and Dashi (soup stock), as well as Ajinomoto (monosodium glutamate) are used to give flavor to many dishes.

Dressings peculiar to the Japanese such as ground walnuts, sesame, and peanuts are used for vegetables. In addition, mustard, red pepper, horseradish, the leaves and berries of Sansho (Japanese pepper), Japanese leeks, and Myoga (a kind of ginger) are included among condiments.

The number of dishes served at a Japanese dinner varies with the occasion. If guests are fond of Saké, this is provided from time to time all through the courses. Then when they finish the salad, they are served boiled rice together with Miso soup and pickles. On the other hand, if the guests do not care for drinks, they are provided with boiled rice from the start of the courses.

There is high nutritive value in rice, the basic food, which is a protein and very digestible. Unpolished rice contains Vitamin B-1, a great deal of which is lost when the rice is polished.

The small fish frequently used in cooking is eaten, both the meat and the bones, and provides calcium and vitamins. The many kinds of beans used in the Japanese menu provide protein, Vitamins B-1 and B-2.

Japanese food is quite healthful and not too fattening if the amount of rice consumed is moderate. Calories, as well as Vitamins B and C, are provided by potatoes, especially sweet potatoes. Vitamins A and C are added to the diet by various vegetables.

There is hardly no case of



Somen-thread-like Japanese noodles.



Sushi is good for a light snack.



A tray of delicious food.



Ingredients for popular Suki-yaki.

goiter among the Japanese and this is because of their fondness for seaweeds, which are usually eaten dry. Among the several kinds of seaweed are Nori (seasoned laver), Kombu (kelp), Wakame (lobe-leaved undaria), Hijiki (spindle-shaped bladder-leaf) and others, all rich in iodine.

Mention has already been made of Japanese fruits which give plenty of Vitamin C and mineral salts.

A guest at a Japanese banquet would find it starting out with Zensai, hors d'oeuvres, similar to the Western counterpart but less in amount.

Of soups, there are roughly two kinds, one clear and the other thick. The light soup consists of soup stock made from Kombu seaweed, dried young sardine and slightly seasoned fish, shrimp or chicken plus seasonal vegetables.

The thick soup, made of soup stock and liquidized Miso soy bean paste, is called Miso soup. (It is customary for the majority of the Japanese to have Miso soup for breakfast).

Both of these soups are

served in bowls made of lacquer. A china bowl is used, however, for a different kind of soup called Chawanmushi. Made of egg custard with a soup base and steamed in a cup with slices of vegetables and chicken, Chawanmushi is well liked by foreigners.

Now we come to Sashimi, raw fish, a truly typical Japanese fish dish. Some visitors (who think nothing of eating raw oysters) are at first squeamish and hesitate about trying Sashimi.

Preparing Sashimi is infinitely more difficult than preparing a salad in which vegetables are eaten raw. The most scrupulous attention is given to the freshness of the fish and to sanitation. It is the best way of all to savor the true taste of fish without the use of fire and those who once try it are bound to become Sashimi addicts.

Even if Sashimi is skipped, there are more dishes that follow—Yakimono (broiled foods), Agemono (fried foods), and Nimono (boiled foods) served on large or medium-sized dishes.

The Sunomono (salad) will be followed by fruits. Meanwhile, there will also be smaller dishes for Aemono (dressed foods), Tsukemono (pickles) or Tsukudani (preserved foods boiled dry in soy). Before and after the meal, tea will be served in artistic tea-cups.

Chopsticks differ in size according to their use and to the persons using them. The Waribashi, splittable chopsticks, used in public eating places and by visitors to one's home, are thrown away after each meal. Chopsticks for everyday household use are made of bone, ivory, bamboo or wood, often lacquered, and each person has his own.

Placed by the side of the

chopsticks will be small earthenware objects that come in an infinite variety of shapes. These are chopstick-rests. The small ends of the chopsticks are laid on them.

When one is not too hungry and a light snack is desired, the Japanese choose Sushi which comes in a considerable variety of forms. There is Nigiri-Sushi, in which small balls of rice seasoned with vinegar are topped by raw fish or other ingredients. Maki-Sushi is rolled in seaweed. Chirashi is another variation. Hako-Sushi is a Western Japan favorite. It is generally said that as one moves westward across Japan, the Sushi becomes sweeter and sweeter.

Soba made of buckwheat flour and Udon of white wheat flour are two forms of Japanese Pasta. There is also the thinner Somen corresponding to vermicelli. These are prepared in various ways and served either hot or cold.

During their stay in Japan, visitors are likely to come across and become familiar with Yakitori (skewered chicken) and Unagi (eels). Nevertheless, it will require considerable courage to try Fugu, the globefish which is considered a delicacy but is highly poisonous unless prepared properly at a licensed restaurant.

Atmosphere plays an important role in adding to the enjoyment of a Japanese meal. In this respect, a visit to one of the noted and beautiful garden-restaurants will prove to be both interesting and enjoyable.

There are also very special restaurants such as those serving nothing but sardines or Tofu (bean curd) in every conceivable form, and those specializing in wild fowl, wild game, whale meat—and even snakes if one's spirit of adventure really goes that far.

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Chinese Cooking



The variety of dishes seems endless and Chinese cuisine, one of the world's most imaginative and delicious, offers countless surprises.

Because the Japanese people have a great liking for Chinese food, numerous Chinese restaurants have sprung up, not only in the so-called "Chinatowns" of Yokohama and Kobe but also in other cities through Japan. They are undoubtedly the largest in number among non-Japanese restaurants.

They range from huge deluxe establishments where banquets and wedding receptions can be held for hundreds of guests at one time to small eating places with only a few standard dishes on the menu.

The different styles of Chinese cuisine are also well represented in Japan. These include the three main schools of cooking—Peking, Cantonese and Shanghai—as well as Foochow, Yangchow, the spicy Szechwan style and other variations.

Although much oilier and richer in taste than the more simply flavored Japanese dishes, Chinese foods are not greasy. Nothing is eaten raw. On the contrary, everything is cooked so thoroughly that the food is easily digestible.

The success of Chinese food depends, it is said, mainly on the finesse utilized in the blending of a multitude of subtle flavors. It can be likened to a "mosaical pagentry of taste."

As in the case of Japanese food, Chinese dishes are meant to be eaten with chopsticks. To the Chinese, eating is one of the most sociable of social graces, to which both time and careful attention should be devoted.

It is recorded that when European food first made its appearance in China, the Chi-

nese were appalled by the instruments used for eating. The fact that European food was eaten with a knife and fork, both lethal weapons, gave the Chinese to infer that Europeans in general were not sociable, and that at dinner they had come prepared for murder.

Upon looking at the menu at the medium sized to larger Chinese restaurants in Tokyo, Osaka and other cities of Japan, the visitor may be overwhelmed to see from 250 to 400 or more items listed.

What to select from this vast and bewildering array? One helpful hint in ordering is given by the fact that the menu is divided into various sections. To give one example: Cold Dishes, Spring Rolls, Shark's Fins, Abalone, Chicken, Pork, Beef, Fish, Shrimps-Prawns, Eggs, Sea Slug, Bean Curd, Vegetables, Bamboo Shoots, Soup, Pastry, Sweet Pastry, Noodles.

Under each section will be a large number of dishes. It will be possible, by looking at the explanation (in English and Japanese) of the Chinese names of the dishes to order what is desired by number.

Although such extremely exotic dishes as Bear's Paw, which is available at exclusive dinners in Hong Kong, are not common in Japan, those in search of something different can try "Fish Lips" or something equally bizarre.

In case the party consists of, say five to 10 persons or more, it is also possible to order "by the table." There is, for instance, a set price for "a table of five dishes" and so on—in an ascending scale.

This can go up to perhaps 50 persons in a medium-sized restaurant and for hundreds in the larger restaurants. In such cases, separate rooms are avail-



Imaginative Chinese cuisine.



Braised pork is one of the most delicious Chinese dishes.



Sweet and sour shrimps with dried shrimps.

able for the holding of private parties.

In any case, the best way to enjoy Chinese food is not alone but to have at least four or more guests at the table. The ordering of dishes in relation to the number of guests at the table follows a definite set pattern, such as:

For 2 persons—2 dishes and a soup.

For 3 persons—3 dishes and a soup.

For 4 persons—Hors d'oeuvres, 3 dishes and a soup.

Up to four guests the dinner is classified as informal; from 7–10 guests or more constitute the formal dinner.

For the formal dinner from 10–12 dishes is normal procedure and soup is the last dish served to be followed with dessert, if desired. Each dish is served separately, and partaken of separately. Rice is only served at the end of the meal with the soup, and the last dish is so ordered as to go well with rice.

The informal dinner consists of from 2–4 persons. The food ordered invariably comes and is placed on the table at the same time, and rice is usually served immediately. It is purely a question of choice, however, as to when to have the rice.

At some restaurants, suggestions for guests who cannot make up their minds as to what to order are prepared in the form of menus for from two to eight persons. They are divided into three grades for the Beginner, for the Initiated, and for the Connoisseur.

The following is a menu suggested for two persons:

(For the Beginner):

1. *Chicken Soup*

2. *Sweet Sour Pork*

3. *Choice of Chop Suey, Egg Rolls, or Fried Mushrooms*

(For the Initiated):



A Chinese dinner party in a Japanese room is a double pleasure.

1. Chicken Mushroom Soup
2. Fried Chicken with Walnuts
3. Choice of Egg Fu Yong, Shrimp Ball Toast or Sweet Sour Fish—with Fried Rice

(For the Connoisseur):

1. Shark's Fin Soup
2. Chicken with Green Pepper
3. Choice of Beef Oyster Sauce, Braised Meat Ball or $\frac{1}{2}$ Spiced Roast Chicken—with Fried Rice

The following is a menu suggested for four persons:

(For the Beginner):

1. Cold Meat Cuts
2. Chicken Soup
3. Choice of Sweet Sour Pork, Chop Suey, Egg Rolls, Fried Mushrooms or Fried Wun Tung
4. Shrimp Meat Ball or Shrimp Toast

5. Beef with Oyster Sauce or Whole Roast Spiced Duck

6. Fried Rice

(For the Initiated):

1. Assorted Meat Cuts
2. Chicken Mushroom Soup
3. Fried Chicken with Walnut or Diced Chicken with Corn
4. Choice of Egg Fu Yong, Sweet Sour Pork, Braised Duck with Onions or Spiced Whole Roast Duck

5. Beef Oyster Sauce or Braised Meat Ball

6. Fried Shrimp Ball or Sweet Sour Fish

7. Fried Rice

(For the Connoisseur):

1. Assorted Cold Cuts
2. Shark's Fin Soup
3. Fried Chicken with Green Pepper

4. Beef with Oyster Sauce or Dry Braised Beef Szechwan Style
5. Sweet Sour Fish or Braised Prawns with Hot Sauce

6. Roast Spiced Duck or Braised Duck with Onions

Chinese wine, usually made from rice but in some cases from other grains, serves to give added flavor to either hot or cold Chinese food.

A buffet style of Chinese dinner is served at some restaurants and has gained popularity among the Japanese. Chinese dishes are arranged like a Scandinavian Smorgasbord and the guests help themselves, returning for as many more helpings as they desire. There is a set charge, luncheons being less expensive than dinners.

The Japanese refer to this style of Chinese dinner as "Chinese Viking."



Make a tasty addition. Spring rolls.





Western Food



Not only are Japanese dietary habits undergoing a change in many ways but the Japanese are becoming ever more cosmopolitan in what they like to eat.

There may be a number of reasons for this, such as the great curiosity and interest that the Japanese have always had in foreign lands, and the increasing number of Japanese who are traveling abroad.

Whatever the cause, the fact remains that the foods of many countries are available in the big cities of Japan.

Among Western cuisines, French cooking has had a long tradition in Japan, and there are many fine restaurants where talented chefs take pride in preparing authentic dishes in a superb manner. Western-style hotels have, on their part, played an important role in both satisfying guests from abroad and in making French and continental dishes widely known and appreciated by the Japanese.

In addition, there is a long list of French restaurants, some de luxe and swank, others more informal in atmosphere, which have established an enviable reputation for the excellence of their food, fine selection of wines, and attentive service. Reservations are advisable for the better restaurants.

Firmly established in Japan too are German restaurants where hearty meals can be enjoyed to the accompaniment of beer or other drinks in a congenial atmosphere.

These are the places to go to if one likes German food. There is live music at some of them and a friendly, family-like atmosphere with the guests often joining in spontaneously in the singing.

A phenomenon in recent years has been the increase in the number of Italian restaurants. The Japanese people

have always liked spaghetti but now they have become fans of other Italian dishes as well, particularly Pizza.

With the familiar music of "O Sole Mio" and "Santa Lucia" or operatic arias or the latest Canzones filling the room, an Italian restaurant always seems to have a romantic mood and they are especially popular with young people.

At a number of these restaurants, the atmosphere is further accented by lighted candles stuck into Chianti bottles or other wine bottles hanging on the walls or from the ceiling. Some of the places have live music by an accordion or mandolin player, or by a pianist or strolling violinist.

Because of the fame of Japanese beef, as mentioned earlier, many visitors are to be seen at the restaurants and grills specializing in beefsteak. Besides enjoying it in the usual manner, it will be interesting to have it served in the "Teppan-yaki" style.

Although not too numerous, restaurants serving Russian food are also popular. At some of them, Balalaika music is provided as the guests devote their attention to Caviar, Borscht, Chicken Kiev, Piroshki and other Russian dishes, to be taken with Vodka.

The Swiss are also represented and these are the restaurants for those who like Swiss specialties, Fondue and cheese.

Closely related, from the culinary standpoint, are restaurants serving Spanish and Mexican dishes—there is now even a Peruvian restaurant. At one Spanish restaurant, an elaborate show of Flamenco dances is presented to the accompaniment of guitar music and shouts of "Ole."

Among other interesting res-



Food from all countries is available.

taurants is one specializing in mutton and lamb from New Zealand and another which is "the only Kosher style restaurant in Japan" serving imported pastrami, salami and corned beef, and a fine cheese cake. Both of these are in Tokyo.

In addition to several Smorgasbord restaurants that remind people of Scandinavia and snack bars serving typically American hamburgers and hot dogs, Western-style food keeps constantly appearing for it has gained a firm and permanent foothold in Japan.



"Teppan-yaki" steak is popular among tourists.



Guests enjoying dinner at a hotel restaurant.



Eating while viewing the night lights.



A modern restaurant in Nishinomiya.



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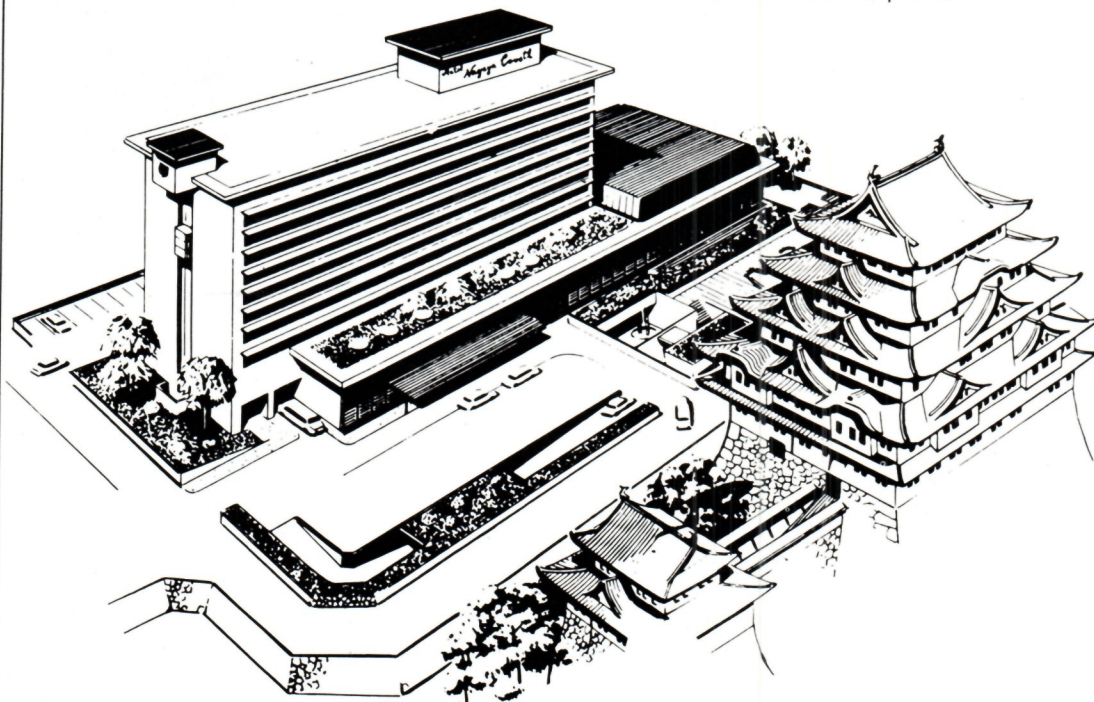
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Tour In Japan



Hotels

World-Standard Accommodation



The artistic lobby of a Tokyo hotel.

Visitors from abroad are cordially treated by Western-style hotels throughout Japan. In 1968, the number of foreign visitors to Japan totaled 519,004, an increase of 8.9 per cent when compared with 476,771 in 1967.

The representative hotels in Japan are all registered as members of the Japan Hotel Association, located in the Japan Travel Bureau Building, 1-1, Marunouchi, Chiyoda-ku, Tokyo. Membership in the Association totals some 190, including 34 hotels in Tokyo.

Although there are various kinds of accommodations for tourists in Japan, they consist mainly of Western-style hotels and the Ryokan, Japanese-style hotels suitable for use by foreign visitors.

In meeting the growing demand for hotel facilities by foreign tourists, the Japan Hotel Association has a standing program to improve the hotel employees' language ability and catering techniques, as well as information services.

Most hotels in Tokyo have their own souvenir shops specially designated by the Government which deal in export items, all superior quality goods.

In Tokyo, the world's largest city with a population of over 11 million, the foreign-style accommodations available total 15,027 beds in 35 leading hotels.

These hotels, with a high standard of service and attractive physical surroundings, including Japanese-style gardens, provide various kinds of recreational and entertainment facilities, shopping arcades, and plush restaurants. The level of food hygiene in Japanese hotels is very high.

With a history of over 80 years, the Imperial Hotel, the most famous in Japan, faces Hibiya Park, one of the largest parks in Tokyo. Its facilities are superior and renowned. From the hotel, the modern, bustling Ginza shopping center is within walking distance.

Situated along the Palace moat, the heart of Tokyo, the Fairmont Hotel and the Palace Hotel are also in ideal locations for foreign visitors and are able to offer pleasing views of the Imperial Palace. The Palace Hotel, for instance, stands adjacent to the Imperial Palace and each of the hotel's 450 rooms offers a view which shows the contrast between the serene beauty of old Japan and the bustling activity of modern Tokyo.

First class hotels built in Tokyo to be in time for the 1964 Tokyo Olympics include the Hotel New Otani (now The New Otani), Hotel Okura, and Tokyo Prince Hotel. These first class hotels have over 500 rooms each and accommodations for over 1,000 guests respectively.

Hotels located in the Akasaka district, such as the Tokyo Hilton Hotel, Akasaka Tokyu Hotel and Hotel New Japan, are ideal for business, sightseeing and shopping excursions in the world's largest metropolis.

More than 100 international conferences have been held annually in Japan in recent year. The Lions International Convention in Tokyo, the first ever held in Asia, brought over 15,000 participants from abroad for the convention, July 2 through July 6, 1969.

The 39th annual convention of the American Society of Travel Agents and the 1969 World Travel Congress was held in Tokyo September 14 through September 19. It was the second largest convention held in Tokyo and over 3,000 participants from abroad participated. ASTA, with a membership of 8,521 in over 100 countries of the world, is a major global scale organization devoted to the tourist industry.

Starting March 15, EXPO '70 in Osaka, an unprecedented international scale festival in Japan, the first World Exposition to be held in Asia, will attract numerous foreign visitors during its six-month schedule.

While attending the abovementioned convention, members of ASTA engaged in fact finding tours, inspecting the facilities being provided by this mammoth World Exposition, as well as observing the extent of progress now being made in construction.

The ASTA convention in Tokyo in 1969 was an ideal opportunity for Japan to publicize her tourist industry and attractive facilities at various scenic spots to the ASTA members. Through actual observations and studies, including hotel accommodations in the country, the members gained valuable first-hand impressions and ideas regarding this country. These findings are expected to be of invaluable aid in the further advancement of tourism throughout the world, especially Japan.

According to statistics of the Japan Hotel Association facilities suitable for use by foreigners throughout the country include 189 hotels with a total of 24,353 guest rooms accommodating 44,932 guests. Statistics further show that the number of rooms has tripled in the past 10 years.

Some foreign tourists complain about the shortage of inexpensive hotels and about the high taxes included in their bills. The reasons for this are that only expensive hotels can pay the high land prices, that the resulting large loans carry high interest, and that unlike hotels in other countries that cater to their own people, Japanese hotels mainly cater to middle and upper



Hotel Okura.



Palace Hotel.



The New Otani.



Imperial Hotel.

(This new building will open in May, 1970.)



International Hotel, Osaka.



A large hotel conference hall.



Kyoto Hotel.



Oriental Hotel, Kobe.

income bracket foreign visitors. With the increase of foreign visitors to Japan, however, hotels for comparatively low-income-bracket guests have also increased in number.

Therefore, in the distribution of financial funds in the future, priority will be given to the construction of less expensive hotels for foreign visitors, with an average charge of \$5 to \$6 per night.

Member hotels of the Japan Hotel Association and other hotels registered with the Japanese Government, have comfortable facilities with bath-shower, television or radio, and other modern conveniences.

To be added to the present 35 leading hotels in Tokyo are three new hotels. They are: The Pacific in Takanawa, New Imperial Hotel adjacent to the present Imperial Hotel, and Keio Plaza Hotel in Shinjuku.

Outside Tokyo, there are also many excellent hotels in other major cities like Osaka, Kyoto, Kobe and Nagoya, and at many scenic spots, including National Park areas such as the internationally known Hakone, Nikko, Karuizawa, and Aso in Kyushu.

The Hotel Osaka Grand is ideally located in the business and financial center of Osaka, the second largest and most prosperous city in Japan.

From Osaka, such cultural cities as Kyoto and Nara, both ancient capitals of Japan, can be reached within one hour's drive.

Other noted hotels such as Osaka Royal Hotel, Hotel New Hankyu, Hotel Hanshin, International Hotel Osaka, Osaka Miyako Hotel, Hotel Osaka Castle, Hotel Pacific, Hotel New Osaka and Hotel Echo Osaka are all located in the center of the city.

In Kyoto, the most famous tourist mecca and ancient capital of Japan, representative hotels catering to foreign tourists are International Hotel Kyoto, Kyoto Hotel, Kyoto Station Hotel, Miyako Hotel, Hotel Palaceside Kyoto and Kyoto Tower Hotel.

Nagoya also has numerous first class hotels. They include International Hotel Nagoya, Nagoya Miyako Hotel, Nagoya Kanko Hotel, Meitetsu Grand Hotel, and Hotel New Nagoya. Around the city abounds many tourist resorts. To mention a few, at Uji-Yamada there are the Grand Shrines of Ise, and in Ago Bay, the Mikimoto Pearl Farm. Beautiful beaches are located at Gamagori. Gifu and Inuyama are known as places of cormorant fishing. Cormorant fishing, the most typical and traditional style of fishing in Japan, can be seen at Nagara River any evening from May 11 to October 15. Nagara River Hotel, alongside Nagara River,

is ideally located for tourists who wish to enjoy seeing cormorants catch "Ayu" or sweet fish.

Yokohama and the Hakone resort area, west of Tokyo, also have many comfortable hotels.

Hakone, the nation's most popular resort for both foreigners and Japanese, located in the center of the Fuji-Hakone National Park, abounds in hot-springs, recreation facilities and scenic lakes. In Hakone, Fujiya Hotel, Gora Hotel, Hotel Kowakien, Hakone Kanko Hotel, Hakone Highland Hotel and Hakone Hotel are located in the midst of splendid scenic beauty. All hotels in this area provide excellent accommodations with perfect heating systems, superb food, personalized service and every conceivable resort activity to make a stay there most enjoyable and comfortable.

At Nikko, another renowned scenic site some 90 miles north of Tokyo, three representative hotels—Nikko Kanaya Hotel, Chuzenji Kanaya Hotel and Nikko Lakeside Hotel await visitors throughout the four seasons.

Nikko, the top sightseeing center of the Nikko National Park, is a perennial tourist favorite with the famed Yomeimon Gate and the beautiful panoramic view of Lake Chuzenji and Kegon Waterfall. Many hot-springs—Kinugawa, Kawaji, Shiobara and Chuzenji—are located not far from Nikko.

Recent statistics of the Japan National Tourist Organization show that the daily expenses of foreign tourists, averaging \$33.9, can be broken down into hotel expense (\$5.6), food (\$6.2), transportation (\$2.7), shopping (\$17.8), recreation (\$4.3) and miscellaneous (\$2.1).

As the figures indicate, the largest amount is spent in shopping.

During April in 1969, 27,742 foreign tourists visited Japan, compared with 23,800 in the corresponding month of the previous year, an increase of 4,742.

As earlier mentioned, the number of foreign visitors during 1968 was 519,004, a 10 per cent increase over the previous year.

By nationality there were 246,055 Americans, 38,155 Chinese including visitors from Hong Kong, Taiwan and Mainland China, 35,722 Koreans, 32,115 Filipinos, 25,480 Britons, 22,649 Australians, 13,272 Canadians, 12,046 Germans, 10,087 Thais and 7,752 Frenchmen—nearly 90 per cent of the visitors from abroad came from one of these 10 foreign countries.

Foreign tourists should remember that Japan has a "no tipping system." Tipping, which is customary in Europe and the United States, is not a general practice, except in some entertainment and service circles. Due to this, Japan has

been acclaimed as a favorite country in the world to visit.

The following are some of the leading hotels in major cities and resort areas. These hotels have many attractive features such as banquet hall, restaurants, shopping areas, swimming pools and large convention halls.

Rates in general range from ¥2,000 to ¥5,000 for a single room, and from ¥4,000 to ¥11,000 for a double room. A service charge and tax on both room and meal charges, is added to the bill.



Osaka Area

Hotel Osaka Grand—2-22, Nakanoshima, Kitaku, Osaka. Tel. (202) 1212.

Hotel New Osaka—3-5, Nakanoshima, Kitaku, Osaka. Tel. (441) 1431.

Osaka Royal Hotel—2-1, Tamae-machi, Kitaku, Osaka. Tel. (448) 1121.

Hotel New Hankyu—38, Kofuka-cho, Kitaku, Osaka. Tel. (372) 5101.

Hotel Hanshin—8, Umeda-machi, Kita-ku, Osaka. Tel. (344) 1661.

International Hotel, Osaka—58, Hashizume-cho, Uchihonmachi, Higashi-ku, Osaka. Tel. (941) 2661.

Hotel Osaka Castle—2-35, Kyobashi, Higashi-ku, Osaka. Tel. (942) 2401.

Osaka Miyako Hotel—110, Horikoshi-cho, Ten-noji-ku, Osaka. Tel. (779) 1501.

Hotel Echo Osaka—1-4-7, Abenosuji, Abeno-ku, Osaka. Tel. (633) 1141.

Hotel Pacific—2018, Shirahama-machi, Nishimurogun, Wakayama Prefecture. Tel. (073942) 2733.



Kyoto Area

Hotel Palaceside Kyoto—380, Karasuma dori, Kamigyo-ku, Kyoto. Tel. (431) 8171.

Kyoto Hotel—Kawara-machi, Nakagyo-ku, Kyoto. Tel. (211) 5111.

International Hotel Kyoto—284, Nijo-Aburanokoji-dori, Nakagyo-ku, Kyoto. Tel. (222) 1111.

Kyoto Station Hotel—849, Higashi Shiokojimachi, Shimogyo-ku, Kyoto. Tel. (361) 7151.

Kyoto Tower Hotel—In front of Kyoto Station, Shimogyo-ku, Kyoto. Tel. (361) 3211.

The Mt. Hiei Hotel—Ipponsugi, Hieizan, Sakyo-ku, Kyoto. Tel. (701) 2111.

Kyoto Okazaki Hotel—51, Tennoji, Okazaki Higashi, Sakyo-ku, Kyoto. Tel. (761) 3131.



Tokyo Prince Hotel.



Akasaka Tokyu Hotel.

Miyako Hotel—1, Kacho-cho, Awataguchi, Higashiyama-ku, Kyoto. Tel. (771) 7111.

Nara Hotel—1096, Takahata-machi, Nara City. Tel. 0742-23-4101.

Biwako Hotel—5-35, Yanagasaki, Otsu City. Tel. (942) 2401.



Kobe Area

Oriental Hotel—25, Kyomachi, Ikuta-ku, Kobe City. Tel. (33) 8111.

Kobe International Hotel—8-9-1, Miyuki-dori, Fukiai-ku, Kobe City. Tel. (22) 8051.

New Port Hotel—7-3-3, Hamabe-dori, Fuki-ai-ku, Kobe City. Tel. (23) 4171.

Rokkosan Hotel—1034, Rokkosan, Nada-ku, Kobe City. Tel. (89) 0301.

Rokko Oriental Hotel—1878, Nishitaniyama, Sumiyoshi-machi, Higashinada-ku, Kobe City. Tel. (89) 0333.

Himeji New Osaka Hotel—198-1, Ekimae-cho, Himeji City. Tel. 0792-23-1111.

Takarazuka Hotel—1-46, Umeno-machi, Takarazuka City. Tel. 0797-87-1151.



Nagoya Area

Nagoya Kanko Hotel—19-30, 1-chome, Naka-ku, Nagoya. Tel. (231) 7711.

International Hotel Nagoya—23-3, Nishiki 3-chome, Naka-ku, Nagoya. Tel. (961) 3111.

Hotel New Nagoya—4-1, Horiuchi-cho, Na-

kamura-ku, Nagoya. Tel. (551) 5131.

Nagoya Miyako Hotel—2-chome, Nishiyana-gi-machi, Nakamura-ku, Nagoya. Tel. (571) 3211.

Meitetsu Grand Hotel—1-223, Sasajima-cho, Nakamura-ku, Nagoya. Tel. (582) 2211.

Fujikyu Kanko Hotel—38, Kaedemachi, Higashi-ku, Nagoya. Tel. (941) 9511.

Meitetsu Inuyama Hotel—107-1, Inuyama, Inuyama City. Tel. 0568-61-2211.

Hotel Nagashima—Nagashima-cho, Kuwanagan, Mie Prefecture. Tel. 05944-2-1111.

Yokkaichi Station Hotel—7-34, Suwa Sakae-cho, Yokkaichi City. Tel. 0593-52-4131.

Toba Hotel International—1-23-1, Toba, Toba City. Tel. 05992-5-3121.

Shima Kanko Hotel—731, Ago-machi, Shimagun, Mie Prefecture. Tel. 05994-3-1211.

Grand Hotel Gifu—648, Nagara, Gifu City. Tel. 0582-65-1181.



Tokyo Area

Akasaka Prince Hotel—1, Kioi-cho, Chiyoda-ku, Tokyo. Tel. (341) 3803.

Sanbancho Hotel—1-1, Sanban-cho, Chiyoda-ku, Tokyo. Tel. (262) 3333.

Diamond Hotel—25, Ichiban-cho, Chiyoda-ku, Tokyo. Tel. (263) 2211.

Imperial Hotel—1-1-1, Uchisaiwai-cho, Chiyoda-ku, Tokyo. Tel. (591) 3141.

Tokyo Grand Hotel—3-7-1, Kasumigaseki, Chiyoda-ku, Tokyo. Tel. (581) 0451.

Tokyo Station Hotel—2-1, Marunouchi, Chiyoda-ku, Tokyo. Tel. (231) 2511.

Tokyo Hilton Hotel—2-10-3, Nagata-cho, Chiyoda-ku, Tokyo. Tel. (581) 4511.

Toshi Center Hotel—2-6, Hirakawa-cho, Chiyoda-ku, Tokyo. Tel. (265) 8211.

Tokyo Prince Hotel—13-1, 3-chome, Takanawa, Minato-ku, Tokyo. Tel. (443) 5311.

Nikkatsu Hotel—1-1, Yuraku-cho, Chiyoda-ku, Tokyo. Tel. (213) 3251.

Palace Hotel—1-10, Marunouchi, Chiyoda-ku, Tokyo. Tel. (211) 5211.

Fairmont Hotel—1-17, 2-chome, Kudanminami, Chiyoda-ku, Tokyo. Tel. (262) 1151.

Hotel Kokusai Kanko—1-1, Marunouchi, Chiyoda-ku, Tokyo. Tel. (231) 3281.

The New Otani—4, Kioi-cho, Chiyoda-ku, Tokyo. Tel. (265) 1111.

Hotel New Japan—2-13-8, Nagata-cho, Chiyoda-ku, Tokyo. Tel. (581) 5511.

Marunouchi Hotel—1-1, Marunouchi, Chiyoda-ku, Tokyo. Tel. (231) 0271.



Tokyo Hilton Hotel.



Hotel Nagoya Castle.

Hilltop Hotel—1-1, Surugadai, Kanda, Chiyoda-ku, Tokyo. Tel. (291) 3232.

Ginza Nikko Hotel—4-21, 8-chome, Ginza, Chuo-ku, Tokyo. Tel. (571) 4941.

Azabu Prince Hotel—3-5-40, Minami Azabu, Minato-ku, Tokyo. Tel. (473) 1111.

Shiba Park Hotel—3-6, Shiba Park, Minato-ku, Tokyo. Tel. (433) 4131.

Daiichi Hotel—1-2-6, Shimbashi, Minato-ku, Tokyo. (501) 4411.

Tokyo Kanko Hotel—10-8, 4-chome, Takanawa, Minato-ku, Tokyo. Tel. (443) 1211.

Takanawa Prince Hotel—13-1, 3-chome, Takanawa, Minato-ku, Tokyo. Tel. (443) 5311.

Hotel Okura—3, Aoi-cho, Akasaka, Minato-ku, Tokyo. Tel. (582) 0111.

Hotel Takanawa—1-17, 2-chome, Takanawa, Minato-ku, Tokyo. Tel. (443) 9251.

Hotel Daiei—1-15, Koishikawa, Bunkyo-ku, Tokyo. Tel. (813) 6271.

Takara Hotel—2-16-5, Higashi Ueno, Taito-ku, Tokyo. Tel. (831) 0101.

Tokyo Air Terminal Hotel—3-1, 2-chome, Haneda, Ota-ku, Tokyo. Tel. (742) 1111.

Haneda Tokyu Hotel—8-6, 2-chome, Haneda, Ota-ku, Tokyo. Tel. (742) 3111.

Gajoen Kanko Hotel—1-8-1, Shimo Meguro, Meguro-ku, Tokyo. Tel. (491) 0111.

Hotel Akahane—21-6, 2-chome, Akasaka, Minato-ku, Tokyo. Tel. (582) 0451.

Hotel New Plaza—35-14, 2-chome, Akebono-machi, Tachikawa City, Tokyo. Tel. 0425-22-6191.

Akasaka Tokyu Hotel—Nagata-cho, Chiyoda-ku, Tokyo. Tel. (580) 2311.



Yokohama Area

Silk Hotel—1, Yamashita-cho, Naka-ku, Yokohama City. Tel. (641) 0961.

Hotel New Grand—10, Yamashita-cho, Yokohama City. Tel. (681) 1841.

Aster Kanko Hotel—87, Yamashita-cho,

Naka-ku, Yokohama City. (651) 0141.

Bund Hotel—1-1, Shin-Yamashita-cho, Naka-ku, Yokohama City. Tel. (621) 1101.

Yokohama Tokyu Hotel—1-1-12, Minami Saiwai, Nishi-ku, Yokohama City. Tel. (311) 1681.

Yokohama Prince Hotel—3-13-1, Isogo, Iso-ko-ku, Yokohama City. Tel. (751) 1381.

Hotel Empire—700, Matano-cho, Totsuka-ku, Yokohama City. Tel. (881) 7431.

Zushi Nagisa Hotel—2-10, Arajuku, Zushi City. Tel. 0468-71-4260.

Hotel Hayama Marina—50-2, Horiuchi, Hayama-machi, Miura-gun, Kanagawa Prefecture. Tel. 0468-75-2670.

Pacific Hotel Chigasaki—6-4-60, Higashi Kai-gan, Chigasaki City. Tel. 0467-82-1141.

Oiso Long Beach Hotel—546, Oiso-machi, Naka-gun, Kanagawa Prefecture. Tel. 0463-6-1550.



Hakone Area

Fujiya Hotel—359, Miyanoshita, Hakone-machi, Ashigarashimo-gun, Kanagawa Prefecture. Tel. 0460-2-2211.

Gora Hotel—1,300, Gora, Hakone-machi, Ashigarashimo-gun, Kanagawa Prefecture. Tel. 0460-2-3111.

Hotel Kowakien—1297, Ninotaira, Hakone-machi, Ashigarashimo-gun, Kanagawa Prefecture. Tel. 0460-2-2221.

Hakone Kanko Hotel—1245, Sengokuhara, Hakone-machi, Ashigarashimo-gun, Kanagawa Prefecture. Tel. 0460-4-8501.

Hakone Highland Hotel—940, Sengokuhara, Hakone-machi, Ashigarashimo-gun, Kanagawa Prefecture. Tel. 0460-4-8591.

Hotel Kagetsuen—1244, Sengoku-hara, Hakone-machi, Ashigarashimo-gun, Kanagawa Prefecture. Tel. 0460-4-8621.

Hakone Hotel—65, Hakone, Hakone-machi, Ashigarashimo-gun, Kanagawa Prefecture. Tel. 0460-3-6311

Ryokan

Traditional Japanese Flavor



Many Japanese Ryokan retain their centuries-old buildings and services refined through generations. Personal service by maids is bound to impress foreign guests as typical of the warm and polite hospitality of the Japanese people as a whole.

As someone put it, hotels with functional efficiency can be likened to sophisticated industrial goods from belt conveyors, whereas Ryokan are artistic handicrafts manufactured by master craftsmen.

To stay at a Ryokan means to have close contact with Japanese daily customs. The life there quite resembles that of most Japanese people at home.

Upon arrival at a Ryokan, all guests are offered a kimono called yukata. Foreigners will find their rooms have tatami mat floors, on which they sleep later. Meals are served in chawan bowls in the same room.

The design of the rooms, with recessed Tokonoma alcoves and unique interior decor, is bound to convince them that they are now in a really different country.

The baths, too, are different from those abroad.

Since the Japanese way of living differs from other styles, foreigners may encounter many unexpected things. The following are some practical tips offered by the Japan Ryokan Association to make your stay at a Ryokan pleasant and memorable.

The first thing foreigners are supposed to do at most Ryokan is to take off their shoes—the custom strictly followed at ordinary Japanese

homes. This may seem a bit embarrassing and troublesome, but once their shoes are entrusted to the Ryokan's charge, they tend to feel extremely relaxed and comfortable.

While they are becoming accustomed to the strange clothing and room, the maids will most probably serve them with a cup of hot green tea and some sweets, usually choice candies of the locality.

While sipping the bitter Japanese tea and eating the small pieces of candy, it is possible to take a leisurely look at every aspect of the room.

Probably the most unique feature is the alcove where usually an artistic scroll is hung on the wall and flowers are arranged in a vase.

Some foreigners may have some apprehension about the absence of a bed in their rooms. But when the maid later spreads Futon mattresses on the floor, they no longer have any worries.

As to meals, it is necessary to know that the Ryokan charge includes two meals—dinner and breakfast the following morning, a sort of American plan system. If you do not want meals, a certain amount of the charge will be refunded.

If no mention of food preference is made in advance, guests are supposed to accept the meals offered by the Ryokan—Japanese dishes, of course. More and more Ryokan are now serving Western dishes, too, but foreign guests of Ryokan should not miss the chance to eat Japanese food.

Among Japanese dishes, well-known and favored by foreigners are Sushi—small portions of vinegared rice combined with sliced raw fish such as tuna or cuttlefish, sukiyaki—choice meat cooked in a cast-iron utensil in front of the guest together with vegetables and other ingredients using soy sauce as the most important seasoning, and Tempura—fish and vegetables dipped into special batter and fried.

But the lack of choice in meals—usually a typical combination of dishes such as Sashimi (raw fish), Tempura and something else is served anywhere in the country without regard to location—may dissatisfy some tourists.

Generally speaking, Western-style hotels may be more comfortable for tourists than purely Japanese establishments, because the former, primarily designed to cater to people from abroad, are more experienced in handling such guests. The fact that their design and services are more or less the same as in other countries may make foreigners feel more at home there.

Hotels with staff experienced in catering for foreign travelers may be considered safer places.

Indeed, the shortage of foreign language speakers constitutes one of the greatest dis-



A tranquil atmosphere surrounds a Ryokan where guests can enjoy the Japanese way of living.



The entrance hall, left, and beautiful gardens of Ryokan charm foreign guests.



Guest room of a Ryokan.



The garden seen through glass doors.

advantages of Ryokan. Some aspects of traditional Ryokan management, such as that guests are charged per head instead of per room like Western hotels, may sound irrational to foreign guests.

The old outward appearance of Ryokan may give a wrong first impression, although their interior decor is often superior to that of hotels.

In recent days, more and more Ryokan are adopting Western-style management. Most of their seeming disadvantageous points are becoming things of the past and any inns which are recommended to foreigners belong to these new types of Ryokan.

Meanwhile, some hotels are beginning to include Japanese-style rooms in their style of construction which is predominantly Western.

In this respect, harmonizing Western-style functionalism with Japanese tradition is a trend quite pronounced in the nation's tourist industry.

Coexistence of hotels and Ryokan is mostly confined to large cities, however. In local cities and spa resorts, most lodging establishments are Japanese-style Ryokan, although some are equipped with facilities catering to foreigners.

The latter are registered with the Government as international tourist establishments. They total 879 (as of January 1969) and are scattered throughout the country. A list is readily available at any tourist agency. The following few examples will suffice to show how they are patronized by foreign travelers.

Hiiragiya Ryokan in Kyoto, with only 32 rooms, welcomed more than 800 foreign guests during the six-month period ended in March in 1969. During the same period, 3,500 to 8,000 foreigners stayed at such large Ryokan as Hakone Kowaki-en at Hakone Spa, Atami Fujiya Hotel at Atami and Hotel Tozankaku in Kyoto.

It is true that to try to live a life completely different from one's own can be a trying experience, even if only a single-day affair. But, if foreigners stay at a Ryokan, they will realize they have acquired some understanding of Japan that they would have otherwise missed. Japanese travel officials give the following advice to foreign visitors:

Please try to arrange your schedule so that you can spend at least one night in a Ryokan.



Package Tour



Photo:

The "Japan Autorama Tour," operated by the Japan Travel Bureau, offers a three-day motorcoach tour from Tokyo to Kyoto, during which travelers stay at both Japanese and western-style hotels, and visit an automobile plant, traditional Japanese house, the ancient capital of Kyoto and many other places of interest.

Japan, from where the ancient Japanese believed the sun rose, abounds in scenic spots, and, more often than not, foreign visitors become confused about which place to see first and which others next.

In fact, in touring Japan, or any other country for that matter, nothing can be more ridiculous than to set out at random.

One of the most effective ways to make one's trip fruitful is to travel according to well-scheduled plans drafted by travel agencies.

It is, however, not practical to list here all the travel plans offered by the hundreds of travel agencies across the nation. So, here, they are represented by two of the nation's leading travel



agencies—Japan Travel Bureau (JTB) and Fujita Tourist Enterprises Co., Ltd.

Both JTB and Fujita have travel plans ranging in time from one day through one to two weeks, on either an individual and package tour basis.

Perhaps most popular among foreign visitors is JTB's individual "Standard and Economy Tours."

These are specially arranged for individuals who prefer independent travel, and are not available on a group tour basis. They are arranged upon request in each case and are not operated regularly.

Standard tours are operated either on an Inclusive-Conducted Tours (ICT) basis or on an Inclusive-Independent Tours (IIT) basis. The former is fully arranged in advance, and is carried out with a competent JTB courier-guide in attendance throughout the tour, while in the latter the travelers enjoy a carefully-prearranged tour by themselves, with a complete set of tickets



TOMEI EXPRESSWAY, the newly completed freeway connecting Tokyo with Nagoya, runs through numerous scenic places. Seen in the back-ground is majestic Mt. Fuji.



A service area on the expressway.



The Tenryugawa Bridge, longest road bridge in Japan.

and vouchers for transportation, hotels, sight-seeing trips with local guides according to their itineraries.

Economy-grade tours are operated only on an Independent Tour (IT) basis. Travelers taking the IT will also be met at hotels, stations and local steamer ports by JTB representatives.

The JTB has one more unique individual plan, named "Sunrise Series Tours."

This series comprises six different tours—four-day, five-day, eight-day, nine-day, 10-day and 12-day tours. Except the 12-day tour, they are operated every day throughout the year.

Of the series, the four-day plan is the basic tour, following the "Golden Route" from Tokyo to Kyoto via the ancient cities of Kamakura and Hakone.

The *five-day tour* has extra attractions such as a visit to Mikimoto's Pearl Island and a Sukiyaki dinner at Matsuzaka.

The *eight-day tour* features the five-day tour plus an Inland Sea cruise to Takamatsu on Shikoku Island and a memorable visit to the folk-craft museum in Kurashiki, Okayama Prefecture.

The *nine-day tour* has a visit to Miyajima and the "Peace City" of Hiroshima added to the complete itinerary of the five-day tour and the Inland Sea cruise to Takamatsu.

The *10-day tour* ventures to the hot spring resort of Beppu through the enchanting Inland Sea and the visits to Miyajima and Hiroshima.

The *12-day tour* provides added time in which to explore Mt. Aso, Amakusa Islands, Unzen and Nagasaki in Kyushu.

JTB also has the "Japan Autorama Tour," a three-day excursion aboard a luxurious, air-conditioned bus from Tokyo to Kyoto and back, via such scenic places as Hakone, Mt. Fuji and Hamamatsu. The tour also includes visits to the plants of Toyota Motor Co., Nagoya Castle and even a bridal school to see how Japanese young girls are trained to become good wives and homemakers.

The fare for this tour is ¥27,000 (\$75.00) per adult. Pick-up service is included at the following hotels (all in Tokyo): Marunouchi; Ginza Tokyu; New Otani; Palace; Daiichi; New Japan; Imperial; Okura; Sanno; Hilton and Shiba Park.

Fujita Tourist Enterprise takes pride in its 12-day package tour to see EXPO'70 at \$275. This is called "Fujita's Deluxe Imperial Coachman Tours."

According to a Fujita spokesman, the tours assures "12 carefree days visiting EXPO'70 and sightseeing of the old and new Japan in the unhurried Fujita way."

The first day of this tour starts on the visitor's



Traveling by boat is becoming popular.



Deer are one of the major attractions in Nara.

arrival at Tokyo International Airport. There he/she will be greeted by English-speaking guides and will board a bus, luxurious and air-conditioned, which proceeds to designated hotels, picking a route commanding the most impressive view of the world's largest city.

The second day is devoted to Tokyo sight-seeing and the third day is for an excursion to Nikko. After a night in Nikko, an old city which is said to have the most beautiful scenery in Japan, the tour returns to Tokyo and allows the fourth day to be spent as the visitor chooses in the nation's capital.

On the fifth day, Kamakura and Hakone, the two historical cities, are visited, the former highlighted by the huge bronze image of Buddha and the latter by serene, scenic and beautiful Lake Ashi.

Industrial Nagoya is toured on the sixth day and includes a visit to the plants of Toyota Motor Co., the world's second largest automobile manufacturer.

Ancient Nara and cultural Kyoto are toured on the seventh, eighth and ninth days before proceeding to Osaka where the last three days of the tour are spent seeing the 1970 World Exposition.



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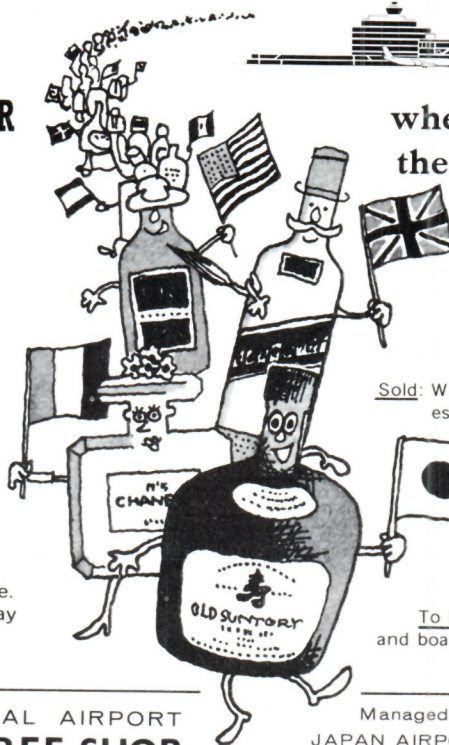
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Travel By Air

The fast-expanding domestic air network has opened up exciting new vistas for Japan's tourist industry, and the Tokyo-Osaka belt no longer monopolizes the ever increasing number of foreign tourists.

A large fleet of airliners, among them many jets, is turning the whole of the island country into a giant international sightseeing complex.

Planes are busily flying in and out of airports at dozens of local towns throughout the country. New routes are added one after another, and the number of daily flights totals several hundred.

There are four leading airlines operating domestic services. Three of them—Japan Air Lines (JAL), All Nippon Airways (ANA) and Japan Domestic Airlines (JDA)—have nationwide services while Toa Air Lines has routes over

western Japan.

Japan Air Lines, the nation's flag carrier, operates on artery routes across the nation in addition to its global flights.

The airliners of the semi-governmental company connect such key cities as Tokyo, Osaka, Sapporo and Fukuoka as well as Okinawa. A combined jet fleet of Boeing 727s and Convair 880-Ms operates a heavy schedule.

JAL has 15 flights daily each way between Tokyo and Sapporo, two between Osaka and Sapporo, eight between Tokyo and Osaka, seven between Tokyo and Fukuoka via Osaka, 10 between Tokyo and Fukuoka, and many flights between Okinawa and Tokyo, Osaka and Fukuoka. (As of September, 1969)

Offices of Japan Air Lines

	Tel.
Sapporo City Office	(0122) 24-4141
Kushiro Office	(0154) 22-0157
Tokyo Office	
Domestic	
Reservation and Information	(03) 741-6111
Flight Information	(03) 741-6111
International	
Reservation and Information	(03) 742-5151
Flight Information	(03) 742-6161
Cargo Information	(03) 742-7111
Counter Service	
Yaesu Side, Daini Tekko Bldg.	(03) 213-1411
Shinjuku Office	(03) 343-2080
Int'l Passenger Service Center, Kasumigaseki	(03) 213-1411
Imperial Hotel Office	(03) 591-4062
Palace Hotel Office	(03) 211-6931
Hotel New Japan Office	(03) 581-0578
Hotel Okura Office	(03) 584-7439
Tokyo Hilton Hotel Office	(03) 581-4511
The New Otani Office	(03) 265-1111
Tokyo Prince Hotel Office	(03) 434-4221
Yokohama Office	(045) 311-5941
Silk Center Office	(045) 641-1508
Sendai Office	(0222) 23-6540
Shizuoka Office	(0542) 55-5295
Nagoya Office	(052) 561-2401

Osaka Office	
Domestic	
Reservation & Information	(06) 344-1612
International	
Reservation & Information	(06) 203-1212
Cargo Information	(06) 203-5141
Counter Service	
Umeda, Daichi Semiei Bldg.	(06) 344-1612
Osaka City Office	
Osaka Royal Hotel Office	(06) 203-5141
Kyoto Office	(075) 222-0222
Kobe Office	(078) 23-4601
Hiroshima Office	(0822) 21-7024
Fukuoka Office	
Domestic	
Reservation & Information	(092) 64-8421
International	
Reservation & Information	(092) 27-4411
Cargo Information	(092) 65-4031
Counter Service	
Fukuoka City Office	
Nishitetsu Grand Hotel Office	(092) 77-7171
Hakata Tokyu Hotel Office	(092) 78-7111
Kitakyushu Office	(093) 52-3002
Nagasaki Office	(0958) 22-4114
Okinawa Office	8-3101
Airport Office	
Nagoya	(0568) 28-0330
Osaka	(068) 56-7022
Fukuoka	(092) 65-4031
Sapporo	(012322) 2131
Okinawa	8-8116

Latest time for reservations is 20 minutes before departure of every flight for every airport. No city office operates a reception service except Sapporo office where the passengers should check in at least 100 minutes before the flight departure.



All key cities throughout Japan are linked by an extensive air network.

The limousine services from city offices to the airport operate as follows:

Tokyo Area

Departures

Intervals

Keihin Kyuko	Yaesu to airport airport to Yaesu	0600 to 2330	every 15 to 30 min.	45 min.	¥120
Yokohama Line Bus	Airport to Y'hama	0700 to 1955	every 10 to 30 min.	30 min.	¥70
Monorail	Hamamatsu-cho to airport	0620 to 2333	every 10 to 20 min.	15 min.	¥150

Osaka Area (Osaka International Airport Bus)

Osaka City to airport	0820 to 1940	every 20 min.	25 min.	¥140
Kyoto City to airport	0640 to 1940	every 1 hour	60 min.	¥370
airport to Kyoto City	0820 to 2120			
Kobe City to airport	0650 to 1950	every 1 hour	55 min.	¥280
airport to Kobe City	0820 to 2120			



FARES (Rates: Yen) (Including Tax)

Types of fares *	SAPPORO TOKYO	TOKYO OSAKA	OSAKA FUKUOKA	TOKYO FUKUOKA	SAPPORO OSAKA
One way	12,900	6,800	7,000	13,800	19,700
Excursion Fares (Valid for 5 days)	23,200	11,600	12,600	24,200	34,800
Sky Mate Fares ‡	6,500	3,400	3,500	6,900	—
Group. IT. Circle. Air/sea Fares	11,600	6,100	6,300	12,400	17,700
Excess Baggage charge per/kg	200	100	100	200	300

Free baggage allowance: 15kgs.

*Children under 12 years of age will be carried for half fare.

Infants under three years of age not occupying a seat will be carried free of charge, but each infant travelling free must be accompanied by one adult.

‡Sky Mate members only. (12-21 years.)

CANCELLATION CHARGES (Rates: Yen)

	SAPPORO TOKYO	SAPPORO OSAKA	TOKYO OSAKA	TOKYO FUKUOKA	OSAKA FUKUOKA
Day before flight~ flight dep.	2,400	3,600	1,200	2,400	1,200
After flight dep.	6,000	9,000	3,000	6,000	3,000

There is no cancellation charge for passengers making a change in reservation to an alternate flight.

Please present your tickets for changes in reservations or cancellations within 2 days before departure.

✿ Travel By Rail, Road

Fastest Trains And Modern Highways



EXPO'70 will offer a splendid chance for foreign visitors to examine every corner of this Land of the Rising Sun by rail or road.

Travelers in Japan can enjoy trips on trains which run faster than any others in the world, or on ordinary trains which snake through mountain districts where modern Japan coexists side by side with the old.

Train trips generally offer travelers a good chance to become acquainted with local folk.

To cope with the expected increase of passengers during the EXPO season, the Japanese National Railways (JNR) revised its schedules on October 1 and the number of trains on the New Tokaido Line, which links Tokyo with Osaka in three hours and 10 minutes, was increased from an hourly six—three each for Super Express Hikari and Express Kodama—to nine, three Hikaris and six Kodamas.

In other words, a total of 200—76 Hikaris and 124 Kodamas—run between Tokyo and Osaka. From Tokyo, a Hikari is operated every 20 minutes (0, 20, 40) and a Kodama, including extra runs, leaves for Osaka at 10, 15, 30, 35, 50 and 55 minutes past every hour.

In addition, the number of express and limited express trains on ordinary lines will be increased considerably.

For strangers, train trips in any foreign country are troublesome in some cases due to unfamiliarity of the locality. First of all, they have to buy a ticket. If you don't want to bother a travel agent, you will have to go to a nearby station. For reservations for limited expresses, sleepers and ordinary express trains, go to a booking office with a large green sign. These tickets are sold one week (three weeks in some cases) in advance.

In many hotels, travel agents operate branch offices to help those who want to buy these tickets.



Japanese trains have no class definition and if you want to travel by an "upper class" trains, you have to pay an additional fee, popularly called a "green charge." This can be compared to a "first class charge" in a general sense.

For example, the ordinary fare on a Hikari of the New Tokaido Line between Tokyo and Osaka is ¥4,130, but an additional ¥2,000 is charged for "green" class coaches. The fee for the Kodama express trains, which stop at all 11 stations between Tokyo and Osaka, is ¥3,730, with an additional ¥2,000 for the "green" class. The Kodama is convenient for travelers who want to visit Hakone mountain resort.

In addition to JNR services, some private railway services are available for visitors to Hakone, Nikko or Nara. Private lines operate "deluxe" limited express trains, and trips by these lines will enable travelers to glimpse Japan's rural life because they run through farming and mountain districts.

Charming English-speaking female guides aboard these trains explain various historical sites along the lines.

For those visitors who prefer an auto trip along national highways, rent-a-car services are available. Contrary to the train trip, a trip by car is much more flexible in accordance with drivers' whims.

Among others, Toyota and Nissan, Japan's two auto giants, operate nationwide rent-a-car networks. Their systems are in many cases similar to those of Hertz and Avis in the United States. Toyota has 2,200 and Nissan, 1,500 cars for this purpose.



A New Tokaido Line train and Mt. Fuji in the background.



Auto trips on modern expressways are delightful.

Travelers can rent a car at almost any large city and leave it at any place they wish. How can you rent a car? Visit any branch office of these companies and show your driver's license—international license for foreign drivers—sign a contract paper, and your car is ready.

The two companies operate at major domestic airports where travelers can pick up their cars. How much does it cost? Take the example of a Toyota Corona. The fee will be charged according to the time and distance. A nine-hour, 200 kilometer drive (roughly speaking, the time and distance needed for a round trip from Tokyo to Hakone or Nikko) costs at least ¥4,600. The fuel charge is not included in Toyota's service.

Let's take another example, this time for a



A trip on a super-express is comfortable one.

Nissan. A traveler rents either a Bluebird, Skyline or Laurel. For a nine-hour, 200-kilometer drive, the total charge will be ¥6,000. Nissan includes fuel charge. Judging from the fact that gas stations in Japan charge about ¥50 per liter, there is virtually no difference for drivers whether they hire Toyota or Nissan cars.

Both companies set a minimum charge—three hours and 50 kilometers for week days and nine hours and 50 kilometers on Sundays and holidays (Toyota) and six hours and 100 kilometers on Sundays and holidays (Nissan). For Hokkaido and Kyushu areas, Nissan's minimum charge is for six hours and 100 kilometers. Charges must be paid in advance.

Nissan and Toyota cars are insured against accidents involving both humans and ordinary property. The companies charge extra fees for those who want to leave cars wherever they want. Toyota's charge is ¥1,000 for the first 100 kilometers and an additional ¥500 for each 50 kilometers.

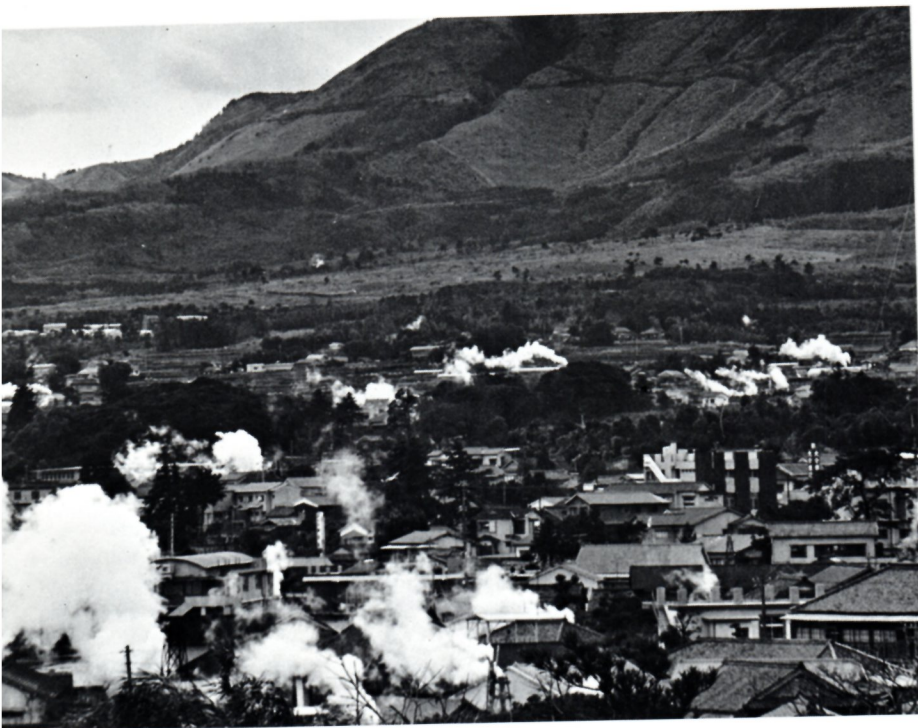
The two companies have special tieups with various travel agents who will take care of contracts between drivers and auto companies.

Except for the Tomei (Tokyo-Nagoya), Meishin (Nagoya-Kobe) and Chuo (Tokyo-Kawaguchiko) expressways, Japanese highways are generally narrow and congested.

Especially in large cities, including Tokyo and Osaka, the traffic congestion is tremendous. Even some toll roads in these cities are packed by cars during rush hours.

Japanese traffic regulations are somewhat different from those in other countries. For example, Japanese drivers must abide by the "keep left" system. To cope with the traffic congestion which causes many deaths, Japanese police keep a keen eye on any possible violators of the traffic law.

Foreign visitors are advised always to carry their international license when driving in Japan.



The hot-spring resort of Beppu in Kyushu.



Hot-Springs

One of the unique features of Japan is the country's abundance of hot-springs and spa resorts. No other country in the world can match Japan in this respect.

According to official figures, there are no less than 1,100 hot-springs of recognized medicinal value located practically in all corners of the four main islands of Japan. A visit to one or more of them, whether for a chance to rough it in the deep countryside or to luxuriate at one of the big hotels at spas near the cities, in addition, of course, for health reasons, is one of the most highly recommended items on any tourist's itinerary.

Hot-springs are easily accessible in most cases, especially since the advent of domestic air travel and the speedy New Tokaido Line superexpress trains. Distance is hardly a problem in these days.

If one's visit is limited to the Tokyo area, he can quickly make it to such well-known spas as *Nasu, Shiobara, Kinugawa, Kawaji, Atami, Hakone* and the many hot-springs which fill *Izu Peninsula*. All of these resorts are within two or three hours' train ride from Tokyo. It may take



a little longer to go by motorcar, but the roads are good.

Tourists may particularly become familiar with Atami and Hakone. Atami is considered the most lavish hot-spring resort in Japan. It is certainly the biggest and has some of the most modern hotels imaginable. There is criticism, of course, that the resort has become overly "citified" through such accommodations as shopping areas, bowling alleys and huge hotels which look much like those in the large cities. But the hot-springs, usually with high health-giving mineral content, are plentiful, assuring hot, relaxing bathing.

Hakone is extremely popular with foreign visitors because of its first-class accommodations in the way of hotels, golf courses, and other outdoor recreational facilities. The Hakone mountain range offers some of the most breathtaking views to be found anywhere in Japan. Ashinoko (or Lake Hakone) is one of the most beautiful lakes where invigorating strolls, boating, water skiing and water sports in general can be enjoyed to the fullest. Due to its easy access, the resort is probably the most utilized for weekend leisure.



A big bathing pool at a Hakone Hotel.

If the traveler finds his way to Hokkaido, Japan's northern island, he will be able to enjoy some of finest hot-springs to be found, featuring much open country and wild terrain. *Noboribetsu* is the biggest hot-spring resort, situated amid boiling mud pools and sulphur fume jets. It is a hot-spring center in the true sense of the word.

Most Hokkaido hot-springs have the attraction of magnificent scenery, as the island abounds in towering mountains and wild forests. *Jozankei*, only 26 kilometers from Sapporo, the capital of Hokkaido, is typical of a mountainous spa. Moreover, the hotels are mostly of the traditional Japanese inn type in which guests must remove their shoes on entering and wear Japanese Kimono for real comfort.

In the Kobe-Osaka-Kyoto area, the *Arima* hot-springs are probably the most popular, although there are wonderful spas at *Shirahama* in Wakayama Prefecture, not far away.

In Kyushu, *Beppu* and *Ibusuki* are the best known. Beppu has long been regarded as one of the finest spas in Japan, ranking with Atami. Visitors are always particularly impressed by the "Hells" as the vaporous holes of the district are known. Healthful sand baths are a feature of

Ibusuki, said to be beneficial for a thousand ills. *Unzen* is another popular spot.

On Shikoku Island, just a few hours' sail by ship from Osaka or Kobe, the most famous spa is *Dogo*, famed in song and story as one of the oldest in the country.

In addition, there are many excellent hot-springs in the northern coastal regions, which feature both hot baths and skiing facilities. *Akakura* in Niigata Prefecture and *Zao* in Yamagata Prefecture are prime examples of such spas. They are usually located on high plateaus which are cool in summer and beautifully packed with snow in winter for ideal skiing.

In general, it is safe to say that no matter where in Japan you may be at the moment, there is bound to be a hot-spring resort nearby—they are that numerous. In addition to Hokkaido, there are many hot-springs to be found in the *Tohoku* District, emanating from *Sendai City*, particularly in *Fukushima* and *Yamagata* prefectures.

In central Japan, there are spas in *Yamanashi* and *Shizuoka* prefectures. In the *Chugoku* district, *Tottori* Prefecture is only one of the several featuring baths.

In most cases, the natural temperature of the hot-springs range from 14 degrees C. to 102 degrees C. In many cases, the hot-spring has to be watered down to a temperature which can be withstood by the human body, say, to about 42 degrees C. at the most.

In taking Japanese-style baths at hot-spring resorts, there are two ways—one is individual bathing in a bathroom which, in most cases, is attached to the guest room, and another in a big bathing pool with other guests. In both cases the method of taking a bath is quite different from the Western style.

In some mountainous districts, there are cold mineral springs of high health-giving content but which must be heated. But in all cases, the hot baths never fail to give complete bodily relaxation and often cures for ailments.

One of the great attractions of going to a hot-spring resort is that it offers the opportunity of "living like the Japanese." The hot-spring inn still in many cases follow the old traditional system of service. The guest has to go shoeless and often slipperless while indoors. He joins others in communal bathing in the mineral baths. He eats in his own room with a serving maid in attendance. In general, he is king. In view of this system, he seldom goes alone, usually being with family or friends or in groups. A stay at a hot-spring inn is certainly an experience never to be forgotten.



AFTER DARK



The night-time attractions of Tokyo have become widely known by now, but visitors to EXPO '70 will have the opportunity of exploring what is in store in another interesting area of Japan, the Keihanshin (Kyoto-Osaka-Kobe) district.

These and other cities near the EXPO grounds each has its own distinctive atmosphere and full share of night spots providing entertainment and relaxation.

When night falls and the neon lights begin to glitter in *Osaka*, Japan's second largest city, its 4,000 night clubs, cabarets and bars start welcoming customers.

Although there are many districts in which night spots can be found, the heaviest concentration is in the areas known as *Kita* (North) and *Minami* (South).

As a commercial and industrial metropolis, Osaka likes to think big. Because "mammoth" is a word that enjoys great popularity among the people, there are "mammoth apartments," "mammoth police box" and "mammoth cabarets."

Several of Osaka's cabarets are really huge. In some, it is impossible to see the guests on the other side of the hall. One has the largest dance floor in Japan. This also means that the larger establishments have an amazing array of host-

esses, hundreds of them, many of whom are busily studying English in order "to be prepared for EXPO."

While the floor shows at such night clubs as *Arrow* in *Kita* feature visiting big name entertainers from around the world, many of the others, like *Metro* in *Minami*, have their own dancing teams that present a colorful program of dances, both Japanese and Western.

Metro is included in the Osaka Night Tour, which also makes stops at the cabarets *Universe*, with its more than 800 hostesses, and *King*. This is a convenient way of seeing one phase of Osaka by night.

On the other hand, visitors with Diner's Club or American Express credit cards may prefer to go on their own, casually dropping in at one of the numerous places where these signs hang outside.

Compared with *Kita* (North) which is newer and has made a rapid development in the post-war era, *Minami* (South) is the area with tradition. It has most of the biggest and best known cabarets, theaters and restaurants. It will be an interesting experience just to wander through *Minami*, centering on the *Shinsaibashi* shopping area, and the *Dotombori* and *Sennichimae* entertainment districts.

Besides being clever innovators, the people of Osaka have the energy and will to carry out new ideas in a positive manner. So it is in their business. So it is in their pursuit of relaxation.

It was in Osaka that summertime beer gardens on the roof of buildings had its start. Osaka was also the origin of the so-called "Arbeit Salon" employing part-timers (most of whom have staid jobs in the daytime but become transformed into hostesses at night).

Even if a visitor does not understand the Kansai dialect, he will soon be able to perceive a mood in Osaka that is quite different from Tokyo's.

In *Kyoto*, the former capital for a span of 1,000 years, a city of art and culture, a city with more than 1,000 temples, most visitors expect to find much of what is traditional remaining.

Indeed, throughout the year, there are many gorgeous and time-honored festivals, and if one can be there at such times, he will see Old Japan come alive.

Unique too are the public performances by the Geisha of various districts, the most famous being the annual Miyako Odori, better known as the Cherry Dance, in April-May. Beauties of the *Gion* quarter (about 300 Geisha and 50 Maiko) take part in a series of graceful dances on the stage of the *Kaburenjo Theater*.

It is rivaled by the Kamogawa Odori staged by the Geisha of the *Pontocho* district (April-May).

"An Evening of Japanese Culture" can be enjoyed at Gion Corner on the first floor of *Yasaka Hall*, Gion. In addition to a demonstration of the tea ceremony and flower arrangement, the program includes other traditional Japanese arts such as Koto music, Gagaku music and dance, puppet show, and Geisha dances.

Although Gion Corner can be visited by itself, it is included in a Night Tour that also takes the visitor to the contrasting modern night club *Bel-Ami*.

For those who may wish to wander around Kyoto at night, a good place to start would be at the *Shijo-Kawaramachi* intersection. Close by is the *Shinkyogoku* entertainment district. In another direction are shops where the soft Kyoto dialect is spoken and a concentration of modern night spots.

Kobe is a port city, a cosmopolitan city extending somewhat narrowly and lengthily between the mountain and the sea.

In the Sannomiya district, the large underground shopping center called "*Santica Town*" is worth a visit. It is divided into 10 smaller "towns," each with a different color scheme. While on a promenade here, one will see seamen, sightseers, traders from many lands.

There is a saying that the people of Kobe, especially the women, "go broke buying shoes." Perhaps because of the lingering influence of the former foreign settlements, Kobe is noted for the smartness and good sense of its shoes. Stars of the Takarazuka Girls' Opera as well as the wealthy ladies of Ashiya make it a point to buy their shoes in Kobe.

Besides Sannomiya, the areas near *Ikuta Shrine* and *Motomachi* shopping street, and the *Shinkaichi* district form the centers of Kobe's night life.

Nor should it be forgotten that this is the home of the famous "Kobe beef."

On their way to and from EXPO '70, visitors are bound to spend some time in *Tokyo* and here they will find an amazing variety of entertainment after dark. The range is vast. Each district of the metropolis has its own cluster of night spots, with the greatest concentrations to be found in the fabulous *Ginza* district and the newer *Akasaka* district.

Except for membership clubs that cater to an exclusive clientele, all of the night spots will welcome visitors from abroad.

There are said to be over 1,000 drinking places in the *Ginza* area alone. Even if one were to go



The gay atmosphere at night spots.



Plushiest night clubs and cabarets.

to three new ones every night, it would require more than a year to cover them all. Nor would this be enough since the turnover is terrific and by the end of that time, there would be plenty of new establishments that have sprung up, replacing the old.

Just walking through the streets of neon-lit Ginza at night will be enjoyable. If one becomes tired, there are coffee shops (some with jazz music, some with chanson singers) where one can linger long for the price of a cup of coffee. Or one might try his luck at the pinball machines of a Pachinko parlor (the prizes are in kind, not in cash).

The Akasaka district has some of Tokyo's plushiest night clubs whose names have become familiar to generations of travelers. These are the swanky establishments where big name entertainers appear. The prices correspond. There is also a larger proportion of English-speaking hostesses than in the smaller night spots.

By way of contrast, the so-called "singing bars" are small fun places where girls stand behind the counter to sing almost continuously to closing time. The customers are encouraged to join in. Whenever anyone leaves, a "Sayonara (Goodbye) Song" is sung as a send-off.

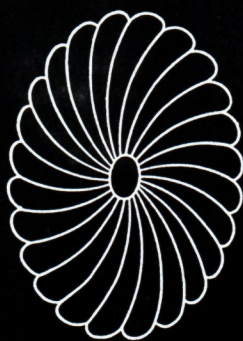
Besides the Ginza and Akasaka, *Shinjuku* (often called the "Greenwich Village of Tokyo") and *Roppongi* are among the many other districts where night spots abound.

Since there are so many, the night spots all try to be a little different. Some are quite "gadgets," for example, one whose interior is fitted out to resemble a steamboat, another where the hostesses all wear nurses' uniforms (their favorite mode of therapy: "have another drink") and still another where they appear as shrine priestesses.

Likewise, the costumes worn by the hostesses at the various night spots range from the usual evening dress, mini-skirt or Kimono to the Chinese cheongsam, Hawaiian muumuu, even negligees.

The presence of hostesses should not discourage ladies from visiting the night spots for it is quite proper to do so. On the other hand, Tokyo also has a night club "for women only" where handsome male hosts can be called as dancing and drinking partners.

One of the newest innovations is a "horror night spot" where all the monsters one can think of—Dracula, Quasimodo, the Mummy, and so on—appear unexpectedly. If one wishes to have a susceptible young date scream and cling close to her partner, this is undoubtedly the place to visit.



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H.I.H. Princess Takamatsu, right, appreciates a flower arrangement exhibition.

Ikebana And Cha-No-Yu

Traditional arts of Ikebana (flower arrangement) and Cha-no-yu (the cult of tea) provide eloquent testimony to the nature-loving, art-minded and introversive characteristics of the Japanese.

These accomplishments have been achieved through the generations and their popularity is not diminishing but growing stronger with the passage of years.

Young ladies, especially those contemplating marriage, are eager followers, as these artistic crafts are considered necessary accomplishments to enhance their feminine graces and refinements.

Japanese, men and women alike, even those who have not taken formal lessons in these traditional arts, are familiar with the spirit in them cultivated in the minds of the Japanese through the centuries.

The popularity of these arts can be counted as one of the expressions of traditional Japan in the current wave of modernization which is sweeping the nation.

And it is all the more interesting for visiting foreigners to see these traditional arts existing in complete harmony with modernization.

The admirable survival of these traditional arts may partly be attributable to incessant efforts on the part of leaders of numerous schools to keep them up to date.



Flower Arrangement

The modern concept of Ikebana, for instance, appears to be far different from that of earlier decades. Formerly, the emphasis was laid on introducing nature into man's living space but at present more decorative elements are found.

In the numerous exhibitions, held throughout the nation, especially in spring and autumn, increasingly lavish presentations of arranged flowers are catching the eyes of spectators.

Explaining tendency for more decorative and larger flower arrangements, Sofu Teshigahara, noted grand master of the Sogetsu school of Ikebana art, claims "Ikebana is becoming an indispensable part of buildings."

Teshigahara refers, first of all, to the appearance of many larger and taller buildings and he notes that more and more architects are designing grander lobbies and salons in these buildings as space to be decorated with flower arrangements.

Accordingly, he says, flowery works to be installed in these places now have to be lavish and appreciable from all directions. Sometimes Ikebana works are hung on the walls in a vertical-form in these modern structures and in



Ikebana is popular among foreigners.

such a case, too, the works need to be large in size.

Department stores are also fostering the tendency toward bigger arrangements. Most of the exhibitions are held at or sponsored by department stores and large works often look better in exhibition halls.

Another form of modernization of Ikebana is found in the materials. Stones, logs, bronze or other metals are introduced in so-called "avant-garde" Ikebana. An assortment of three or four thick logs with no flowers is presented as a "flower" arrangement and many people wonder what "flower" arrangement really means.

Avant-garde artists explain that this is the same tendency as seen in Japanese paintings in which traditional techniques are more and more blended with oil painting.

The old schools, such as the Ohara school, stand, however, as the main stream. By arranging seasonal flowers, the aim lies in how to enhance the natural beauty of these flowers.

The triangular formation of flowers has been known as the basic style in accordance with this aim.

The differences between the art of Ikebana and Western style flower arrangements may be found in this and other refined techniques particular to the Japanese art.

Japanese sensitivity to seasonal changes, which are clearly distinct in Japan due to geographical reasons, may also have led to the cultivation of the Japanese ascetic sense and contributed to raising the standard of flower arrangement to the level of an art.

Ikebana originated in floral offerings to Buddha and later became an art of the people. Intro-

duction of the alcove (Tokonoma) into the Japanese house in the Middle Ages spurred the trend.

The people of the olden days thus strove to realize better arrangements of flowers as decorations for the alcove, accordingly to be shown to guests of the family.

Ikebana technique thus went beyond mere artistic self-satisfaction, as seen too often in foreign countries.

Ikebana teachers insist private practice is of great help for one to attain skill in the art of Ikebana. Even if one has only little knowledge of the formalities or regulations of flower arrangement, it is possible to become acquainted with the traditional art by constant handling of flowers.

Anyone wanting information about the Japanese art is advised to contact Ikebana International (Tokyo Office: 03-402-4575), having 140 branches throughout the world.

The Japan Ikebana Association (Tokyo Office: 03-294-5773) is the biggest group of schools of flower arrangements. Of the total of around 1,000 schools, about 280 are registered as members.

Besides holding an annual exhibition, the association intends to promote exchanges of Japanese and foreign Ikebana artists in order to promote the Japanese art as "Ikebana of the world."



Tea Cult

Cha-no-yu or the tea cult is more than just a form of etiquette, although emphasis is placed on strict observance of tradition regulating the preparing, serving and drinking of Matcha (powdered green tea).

Cha-no-yu enables one to become acquainted with all phases of Japanese culture—art, literature and philosophy—as the tea cult embodies the essence of Japanese cultural traditions.

The tea ceremony can be said to be an aesthetic pastime, as it even involves appreciation of the very room in which it is held, the adjoining garden, the utensils used, or the decor of the setting, such as hanging scrolls or Ikebana flower decorations.

The tea cult finds its principle in the Zen spirit, as seen in the utmost simplicity of the Cha-shitsu (tea room), usually four and half Tatami mats in size. And this simplicity, which is observed also in the process of the ceremony, enables the participants to experience a oneness with nature.

Its connection with the Zen philosophy originates from the fact Rikyu Sen (1522–1591), who laid down the manners and principles of the tea ceremony, was a follower of Zen Buddhism.

As Nobunaga Oda and Hideyoshi Toyotomi, successive rulers of the country in those days, greatly respected the founder, the tea ceremony became fashionable.

The formalities and principles of the tea ceremony have been handed down by three schools, Omote-Senke, Ura-Senke and Mushakoji-Senke, all having been founded by grandsons of Rikyu. Sen is the family name of Rikyu and Ke means family. The headquarters of these schools are located in Kyoto.

The spirit of the tea cult, in a way, can be said to be the establishment of instantaneous understanding and spiritual communion among the participants through the practice of the ceremony.

Utensils used in the ceremony play an important part in this connection. When the guest or guests fully appreciate the hospitality of the host in this setting and the host recognizes it, they will reach mutual understanding.

This spiritual oneness is better achieved in silence, as against the noisy exchange of words of praise which would be the manner of Westerners, and it is deepened through the quiet proceedings of the ceremony.

The structure of the Cha-shitsu, comprising four and half mats, contributes to create a world secluded from the outside. While sitting in the quiet of the room and hearing the sound of boiling water in the tea-kettle, one naturally feels an imperturbable calmness of mind, which is a most necessary requirement in the tea ceremony.

Rikyu designed the tea room as an independent structure apart from the main building. It is interesting to see in the designing of the Cha-shitsu certain aspects aimed to avoid surprise attacks from the outside, reflecting the uneasy political and social state of those days when Rikyu lived.

The windows of the traditional Cha-shitsu are fortified with wooden lattice works in order to check any sudden intruder. Walls are high, especially that behind the sitting place of the guest, so that no spear can be launched at a guest.

In contrast to the less spacious tea room of Rikyu Sen, Enshu Kobori (1579–1647) who lived in the early years of the reign of the Tokugawa Shogunate, contrived a slightly larger room, namely the usual four and half mats plus another mat.

While Rikyu aimed at strict spiritual oneness



Emphasis is placed on tradition in Cha-no-yu.

between the guest and host, which he considered could best be achieved in a narrow space, Enshu Kobori introduced in the tea cult elements to relax the high tension created in the ceremony.

Such elements embrace the idea of beauty whether it may be in the tea cup or other utensils. Enshu Kobori aimed at creating a highly cultural world of “Wabi,” or quiet taste through aesthetic appreciation.

“Wabi” originally meant loneliness as described in the writings of those who lived in an earlier day before the tea cult was born. It was an attempt to tell of a man’s yearning for quietude and peaceful mindedness as to be found in placid surroundings. The word even indicated the sense of satisfaction obtained through liberation from worldly things.

“Sabi,” which is often translated as “elegant simplicity,” is another word often used to illustrate the spirit of the tea cult. Some claim it has the same meaning as “Wabi,” and some insist it means the look of antiquity or maturity.

Water is a necessary substance in the tea cult. “Soft water,” which contains less minerals, is highly esteemed. A well, called “Same-ga-i,” in Kyoto, is of great renown.

There also exist distinctions between “heavy” and “light” water. “Heavy” water is highly evaluated for its equal temperature gained by thorough mixing in the tea kettle.

Chanoyu International is an organization of foreign tea-lovers residing in Japan. Its headquarters is located in the headquarters of the Ura-Senke School, Kyoto (075-431-3111). The Tokyo liaison office is at the Tokyo branch of the Ura-Senke School (03-262-4940). Foreign visitors interested in tea ceremony are advised to contact this organization.

KABUKI



"Kanatehon-Chushingura", a representative Kabuki play.

"A form of Japanese popular theater, with stylized acting, music, and dancing, in which male actors play all dramatic roles." This is the definition of Kabuki given by the American College Dictionary.

As is seen in this example, Kabuki has gradually lost its insularity and become an international cultural asset. Many foreign visitors to Japan drop in at the Kabukiza Theater in the Ginza and are charmed by the traditional theatrical art.

The origin of Kabuki dates back to 17th century folk dances and rituals. At the time, Okuni of Izumo, a girl in the service of the Izumo Shrine, dedicated to the god of marriage, in Shimane Prefecture in western Japan, introduced these dances in the form of a simple operetta to the audiences in Kyoto, the then capital of Japan.

Spectators called them "Kabuki dances." The term Kabuki once had the meaning of "inclination" or "tendency" and was later applied to those who displayed unusual dress or behavior. Okuni's dances were "Kabuki" for Kyoto spectators. Probably, the present-day Kabuki may also be "Kabuki" for visitors to Japan.

In the ancient days, Kabuki was known as "Okuni Kabuki," "Onna (Women) Kabuki," or "Yujo (Courtesan) Kabuki." It was played also by girls, who, off-stage, sometimes gave their favors to their boy friends.

As a result, the Shogunate government banned women from the stage, considering this an undesirable tendency from a moral point of view. Since then, women have been banned from the Kabuki stage for about 300 years.

Kabuki theatrical groups replaced women with attractive young boys, which gave rise to a homosexuality fad. In 1652, boys were also banned, and female roles were played by male actors who were popularly known as "Onnagata" (female impersonators).

Morally undesirable tendencies did not end, however, because some women spectators frequently fell in love with handsome actors and in extreme cases, eloped with them.

Through these governmental bans, however, Kabuki developed genuine theatrical forms—adaptations from dramas. During the Genroku Period (1688–1703) when Japanese culture in general flourished on an unprecedented scale, Kabuki had two forms in accordance with the general likes of the inhabitants of the Kyoto-Osaka and Edo (Tokyo) areas.

Spectators in the Kyoto-Osaka area preferred a rational style while those in the Edo area loved styles involving great activity. Edo and the surrounding Kanto area were the birthplace of various brave warriors, and this was believed to have affected the taste of Kabuki spectators.

Later, these two aspects gradually merged. Kabuki was also influenced by social development. The Genroku Period's cultural prosperity was prompted by the advance of the merchant class society, which, with its financial strength, virtually replaced the Samurai class in cultural leadership.

The Meiji Restoration in 1868 ushered in a new era for Kabuki but from the late 19th century to the early 20th century, Kabuki became a classic due to the emergence of a new theatrical form known as "Shimpa."

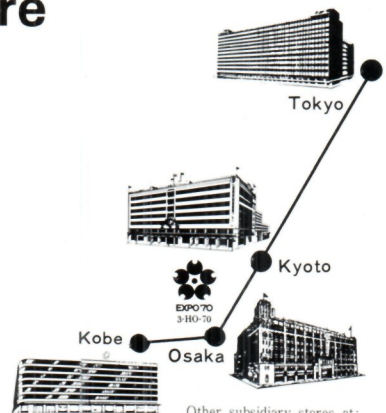


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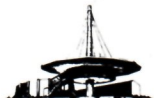
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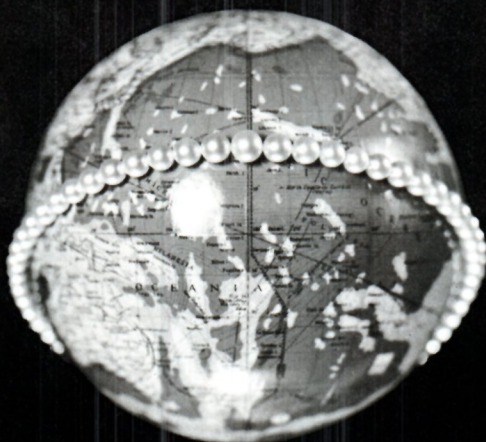
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Osaka

Osaka, Japan's second largest city, is the main gateway to the Senri Hills, site of the coming EXPO'70 which has given great impetus to the pace of transportation improvements in the city which has already grown to become the dominant center of commerce and finance west of Tokyo.

Many of the canals, which were once Osaka's trade mark, have been filled in to provide space for a network of expressways which thread their way through the downtown district, as well as underground parking areas.

A less visible but equally significant change has been the steady expansion of the city's subway system. This is just one effort of the city to retain Osaka's reputation as the great industrial and commercial hub of Japan.

Historically known as a town of merchants, Osaka is a carefree city, full of vigor and fun. The spirit of independence has been the most jealously guarded heritage of Osaka's hard-working and enterprising merchants. With a population topping three million, the citizens of Osaka love work, and they go all-out for fun and gaiety as well.

The city enjoyed prosperity under the name of "Naniwa" in ancient times, and during the 4th, 7th and 8th centuries it was the nation's capital. But the zenith of Osaka's power came in the late 16th century when the rag-to-riches hero Hideyoshi Toyotomi built the mighty Osaka Castle as a symbol of his unification of the country which had been torn by civil wars. The castle still remains as the proudest landmark of the city, although it was rebuilt.

KINKI・CHUBU



Osaka is also the home of Japan's only classical puppet theater (Bunraku), center of a flourishing artistic and sociological boom, and site of the important annual International Trade Fair, distinguishing itself as being more than just a factory town.

There are three large centers of activities in Osaka—Umeda, or “Kita” (north), near Osaka Station; Namba or “Minami” (south), and Abeno, even further south. All have entertainment quarters, shops and department stores. Of greatest interest to foreign visitors, probably, would be the south which is a vast amusement center on both sides of the famous Dotonbori Canal.

Places of interest include: *Midosuji Boulevard*, a 44-meter wide main thoroughfare running through the central part of Osaka for a distance of about four kilometers from Umeda to Namba; *Nakanoshima*, the civic center of the city, where are found the City Office, Prefectural Library, Central Public Hall, Bank of Japan branch office, Osaka Festival Hall, etc.; *Shinsaibashi*, the long street east of and parallel to Midosuji Boulevard and the most bustling shopping center of Osaka; *Namba*, another thriving center of the city, in which are the *Shin-Kabukiza* theater and a big department store; *Dotonbori*, one of the busiest and most popular amusement quarters for more than 350 years; *Sennichimae*, an amusement quarter continuous to Dotonbori and Namba; *Shitennoji Temple*, popularly called Tennoji for short and founded by Prince Shotoku (573–621) in 593; and *Tsutenkaku Tower*, a 103-meter high tower standing in the Shinsekai quarter with an observation platform from which one can obtain a panoramic view of the city.

Kyoto

Kyoto, a mecca for travelers from abroad, was capital of Japan from 794 to 1868 and became the center of Japanese culture, witnessing the influx of Chinese art, language and literature, and the successful blending which has resulted in the manners and customs of Japan as are still seen today.

The ancient capital, where over 200 Shinto shrines and some 1,500 Buddhist temples are located, is full of the true spirit with which Japanese architecture and gardens are imbued.

For shopping and dining out, the majority of visiting foreign tourists invariably want to go to the downtown shopping area on both sides of Kawaramachi Street and Shinmonzen Street. Restaurants having special arrangements with



Rafts for pearl cultivation in Ago Bay.

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Places of interest include: *Higashi Honganji Temple*, the largest wooden structure in Kyoto, established in 1602 under the sponsorship of Tokugawa Ieyasu, founder of the Tokugawa Shogunate; *Nishi Honganji Temple*, founded in 1272 and possessing several “National Treasures” including the Hiunkaku Pavilion; *Sanjusangendo*, built in 1266, well known for a wooden image of the Thousand-Handed Goddess Kannon, the principal object of worship and a national treasure; *Kiyomizu Temple*, founded in 805, standing on a cliff with a wide wooden veranda in front and commanding a fine view of Kyoto; *Chion-in Temple*, one of the largest temples in Japan, having a two-story front gate which is considered the most imposing of all temple gates in Japan; *Heian Shrine*, with a beautiful garden in the rear, built in 1895 to commemorate the 1,100th anniversary of the founding of this ancient capital; *Kinkakuji* and *Ginkakuji Temples*, located across the city from each other, to the west and east respectively, well known as “Golden Pavilion” and “Silver Pavilion” respectively; *Ryoanji Temple*, world famous for its rock garden; *Nijo Castle*, built by Tokugawa Ieyasu, one of the best examples of the grandeur of the Momoyama Period (1573–1615); *Arashiyama*, an extremely beautiful spot believed to contain within its limited area all the beauty of nature; *Gion Corner*, a theater where the audience can see Japanese traditional arts of tea ceremony, Koto music, flower arrangement, Gagaku court music, Kyogen comic play, Kyomai dance and Bunraku puppet play in an one-hour program; *Hozu Rapids*, well known for shooting the rapids in flat-bottomed boats, each manned by three skilled men.

The beautiful shape of the Murouji Temple's pagoda is seen through centuries-old cedar trees in Nara.



Nara

Nara City is deserved to be called "the cradle of Japanese culture," boasting many Buddhist temples and Shinto shrines scattered in and around the ancient capital. The first capital of Japan was built in 710 and it became the country's first political center.

A pervading sense of antiquity and tranquility accentuated by the gentle slope of Mt. Wakakusa provides visitors with a welcome relief from the clatter and clang of modern life. Tame deer roaming in the woods and even in streets around the hallowed temples make one feel as if he is in a different world.

Historically speaking, the years from 710 to 784 are called the Nara Period when Japan saw a flowering of culture and religion which had profound effects on her language, political institutions, and everyday way of life. Buddhism was introduced from China and the nation's political system, family ethics, and attitudes towards art and literature won out over native Japanese ideas, forever influencing this island country's thinking and forever linking it, in one way or another, to the mainland of China.

Places of interest include: *Great Buddha at Todaiji Temple*, the world's largest bronze statue, housed in the largest wooden building in the world; *Nara Park*, popularly known as Deer Park because of the more than 1,000 tame deer roaming in it; *Kofukuji Temple*, known for the five-story pagoda built in 1426; *Kasuga Shrine*, one of the most famous and oldest Shinto shrines in Japan, founded in 768, having fine architecture; *Saidaiji Temple*, one of the seven great temples of Nara; *Horyuji Temple*, founded in 607 by the famous law-maker Prince Shotoku, with a well-known Treasure Hall located near the temple; and *Toshodaiji Temple*, the most valuable of the surviving 8th-century structures.

Ise-Shima

The Ise-Shima National Park, about 40 minutes by train from Nagoya offers lovely scenery giving visitors an opportunity to see the cradle of Japanese religion, women pearl divers and a factory where pearls are made, all inside one compact park.

The *Ise Jingu* (the Grand Shrines of Ise) constitutes one of Japan's foremost shrines where the legendary gods who created the country are worshipped. The shrines consist of the Inner Shrine (Naiku) and the Outer Shrine (Geku), located four miles apart from each other. The



The Kurobe No. 4 Dam in Toyama Prefecture.

Inner Shrine is dedicated to the Sun Goddess, and the Outer Shrine to the Goddess of Farms, Crops, Food and Sericulture.

Hokuriku

The Hokuriku district is located in the central part of the Honshu mainland along the Japan Sea, embracing the three prefectures of Fukui, Ishikawa and Toyama.

One of the most attractive spots in this district is the *Kurobe Gorge* which lies along the Kurobe River in the Chubu Sangaku National Park. The gorge extends about 80 kilometers north to south, offering spectacular views. In the gorge is the *Kurobe No. 4 Dam* which is Japan's largest for electric power generation constructed by the Kansai Electric Power Company. This area abounds in hot-springs.

Other places of interest include: *Noto Peninsula*, jutting out into the Japan Sea, noted for the wild and picturesque beauty of its coastlines; *Hakusan National Park*, with 2,702-meter-high Mt. Hakusan in its center, known for the natural beauty of still unspoiled mountains; *Wakasa Bay*, a spectacle of eroded coastline; *Five Lakes of Mikata* and many hot-springs attracting visitors to this district.



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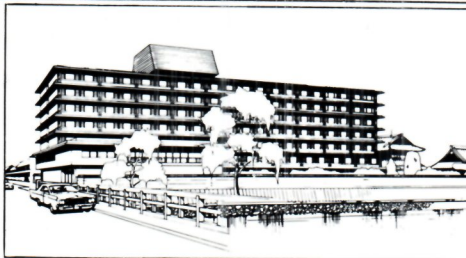
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Skyscrapers tower in Tokyo. Kasumigaseki Building at left and World Trade Center.

Eastern And Northern Japan



Tokyo

Modernization and expansion symbolize Tokyo Metropolis, a vast city with the world's largest number of residents and the nation's center for politics, economy, culture and diplomacy.

Some 11,400,000 people now live there, and the figure is growing continuously at a spectacular rate. No other urban area in the world is able to touch that total.

Spread over its 2,137-square-kilometer area, Tokyo consists of 23 wards, 17 satellite cities, three counties, the Seven Islands of Izu and the Ogasawara Islands.

New and old, the Orient and Occident are harmonized in Tokyo, making the city a main attraction for tourists coming to Japan. Interesting historical relics and landscaped gardens are found in abundance while modern buildings mushroom, among them several skyscrapers.

Networks of expressways and subways are steadily coming into being, with many convenient routes already in use. Electric trains operated by the Japanese National Railways and private companies, as well as buses and streetcars, crisscross the metropolis like cobwebs. Taxis are available almost everywhere. A mono-rail, something still rare in the world, has already been operating on a commercial basis.

Visitors to Tokyo feel quite at home because of all its up-to-date conveniences. Transporta-



Beautiful islets along the western coast of Izu.

[illegible][illegible]



Mt. Fuji viewed from Lake Ashi in Hakone.

tion facilities connecting Tokyo with other cities and holiday resorts are also highly modernized. "Bullet" super-express trains busily shuttle between Tokyo and Osaka at a surprising speed of 200km/h, while an airline network spreads throughout the country.

Hotel accommodations are among the most luxurious and complete to be found anywhere and the services offered at these hotels are well up to the standard of those in other parts of the world.

Tokyo, the biggest and one of the busiest cities of the world, is also an international complex of entertainment and shopping. Visitors can enjoy various fascinating performances and, for souvenir hunters, it is a treasure house.

When night falls, colorfully illuminated buildings, towers and neon signs brighten the sky over the city, while bars, cabarets, night clubs and hotel cocktail lounges flourish.

Places of interest include: *Imperial Palace*, the residence of the Imperial Family since 1867, with moats and stone-walled embankments presenting some of the most picturesque scenery in Tokyo; *East Imperial Garden*, called Higashi Gyoen in Japanese, covering the former site of Edo Castle in the Imperial Palace compounds; *Marunouchi*, the largest business center embracing offices of almost all leading companies of the nation; *Ginza*, the busiest shopping center in Japan, having old-line department stores, first-class specialty shops, bars, cabarets and night clubs; *Nihonbashi*, the commercial and shopping center north of Ginza; *National Diet Building*, housing both the House of Representatives and the House of Councillors; *Tokyo Tower*, Japan's tallest steel tower serving as a transmission antenna for TV programs and other communications (333 meters high); *Kasumigaseki Building*, an ultra-modern 36-story building and Japan's first skyscraper; *Palaceside Building*, modern uniquely-shaped structure which houses the Mainichi Newspapers; *Ueno Park*, covering an

area of 840,000 square meters, and embracing the Ueno Zoological Garden, Science Council of Japan, Japan Art Academy, Tokyo National Museum, National Museum of Western Art, Tokyo Metropolitan Fine Art Gallery, Tokyo Metropolitan Festival Hall, Ueno Library, Toshogu Shrine, etc.; *National Theater*, having two theaters for the performances of traditional Japanese stage arts; *Kabukiza Theater*, presenting Kabuki performances throughout the year, *Nippon Gekijo Theater (Nichigeki)*, known for the performances by the Nichigeki Dancing Team; *Kokusai Gekijo Theater*, offering dances and shows by SKD dancers; *Tokyo International Airport*, the largest aviation terminal in Asia; *Meiji Shrine*, dedicated to the Emperor Meiji and his consort Empress Shoken, covered with some 130,000 trees donated by people throughout the country; *Yasukuni Shrine*, dedicated to Japanese who died for their country in wars; *Shinjuku Gyoen Garden*, having both Japanese and Western-style gardens with a large green house for various tropical plants; *Rikugien Garden*, offering some of the best and oldest examples of landscape gardening; *Koishikawa Korakuen Garden*, one of the most famous gardens; *Asakusa*, known as an amusement center with many theaters, eating houses, bars and specialty shops; *Department Stores*, Matsuzakaya at Ginza and Ueno, Takashimaya at Nihonbashi, Mitsukoshi at Nihonbashi, Ginza, Shinjuku and Ikebukuro, Tokyu at Nihonbashi and Shibuya, Isetan at Shinjuku, Keio at Shinjuku, Odakyu at Shinjuku, Seibu at Shibuya and Ikebukuro, Tobu at Ikebukuro, Hankyu at Ginza, Daimaru at Tokyo Station and Sogo at Yurakucho.

Fuji-Hakone-Izu

Located some 100 kilometers west of Tokyo, Hakone is one of the most modernized hot-spring resorts in Japan with fine highways and many hotels of international standards, restaurants, golf courses, all laid out amidst natural surroundings such as green forests, Lake Hakone (Ashi) and the beautiful aspect of Mt. Fuji.

Lake Hakone is one of the major attractions in this mountainous area, where visitors can enjoy boat riding, fishing, water skiing, etc. The reflection of Mt. Fuji on the lake is superb.

Mt. Fuji and the five lakes at its foot are also most popular international tourist centers, with graceful Mt. Fuji towering high above, and the Fuji Five Lakes (Yamanaka, Kawaguchi, Sai, Shoji and Motosu) abound in beautiful natural features and other places of interest such as wind caves.



Lake Towada in the Towada-Hachimantai National Park is the third largest crater lake in Japan.



Ropeway gondolas at Hakone.



A popular-lined street on the Hokkaido University campus.



Yomeimon Gate of Toshogu Shrine in Nikko.



Mt. Akan in Hokkaido.

Izu Peninsula is a representative pleasure resort, full of places of interest, beautiful landscapes and hot-springs. It also has many historical spots such as the reverberatory furnace at Nirayama and the port town of Shimoda where the first U.S. representative to Japan, Townsend Harris, resided in the middle of the 19th century.

Nikko

Nikko National Park is a popular sightseeing resort featuring a perfect harmony of natural and artificial beauty. It is best described in the old saying, "Don't say Kekko (magnificent) before you see Nikko," the Japanese equivalent

of the Western cliché, "See Naples and die."

In Nikko City, center of the national park, there are a number of structures ornately colored and with elaborate carvings and excellent paintings. Best known among them are Toshogu Shrine, Futarasan Shrine and Rinnoji Temple. The Kegon Falls, steep slopes of Irohazaka toll roads and Lake Chuzenji are also popular among foreigners.

Bandai-Asahi

This national park extends through Yamagata, Fukushima and Niigata prefectures, covering 1,896 square kilometers. It is divided into four areas: Lake Inawashiro, the Bandai-Azuma mountains, Mt. Iide and the Asahi Mountain Range, each of which presents grand natural spectacles.

Towada-Hachimantai

This national park covers more than 800 square kilometers of Aomori, Akita and Iwate prefectures in northern Japan and is well-known for the beauty of its forests, lakes and rivers. The scenery at Oirase Gorge, Lake Towada, Hachimantai, Mt. Iwate, Mt. Hakkoda and Lake Tazawa is especially magnificent. This area abounds in various types of hot-springs.

Hokkaido

Located in the northernmost part of Japan's main archipelago, Hokkaido is a diamond-shaped island paradise for tourists.

It is filled with rich tourist resources rarely seen in any other part of Japan, such as many mountain peaks soaring into boundless emerald skies, a variety of swamps and lakes, serene, mysterious and yet retaining a touch of brightness surrounded by deep forests, undulating plains and meadows still refuting the creeping infiltration of civilization.

Hokkaido also is proud of a number of national parks, quasi-national parks and prefectural parks, each of which, with diverse moods, colors and landscapes, receives thousands of visitors every year.

Sapporo is a center of activities in Hokkaido, a city laid out with straight streets. It can be reached in a little over an hour from Tokyo by jetliner.

Shiretoko, Akan, Daisetsuzan and Shikotsu-Toya national parks and Ainu villages are among attractive sightseeing features of the large island.

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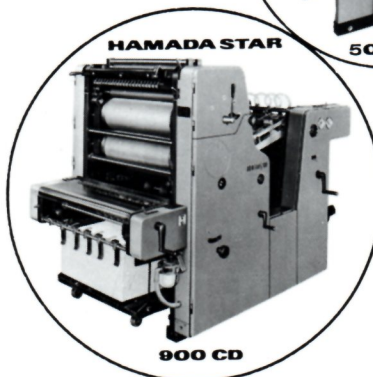
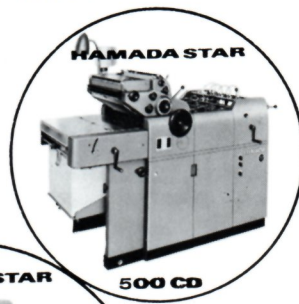
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Sand dunes in Tottori are one of the major sightseeing attractions in the Chugoku district.

Southern Japan



Bull-fighting in Kochi, Shikoku.



The southern part of Japan, blessed with bright sunshine, natural scenic wonders and historic relics, attracts visitors as a tourist mecca in this country. The charming maritime national park of Seto Inland Sea, treasure islands of Shikoku and Kyushu, and the scenic Chugoku district are among the great number of places of interest.

Chugoku District

The Chugoku district is the southernmost part of the Honshu mainland neighbored by Shikoku and Kyushu islands and embraces Yamaguchi, Shimane, Hiroshima, Tottori, Okayama and a part of Hyogo prefectures.

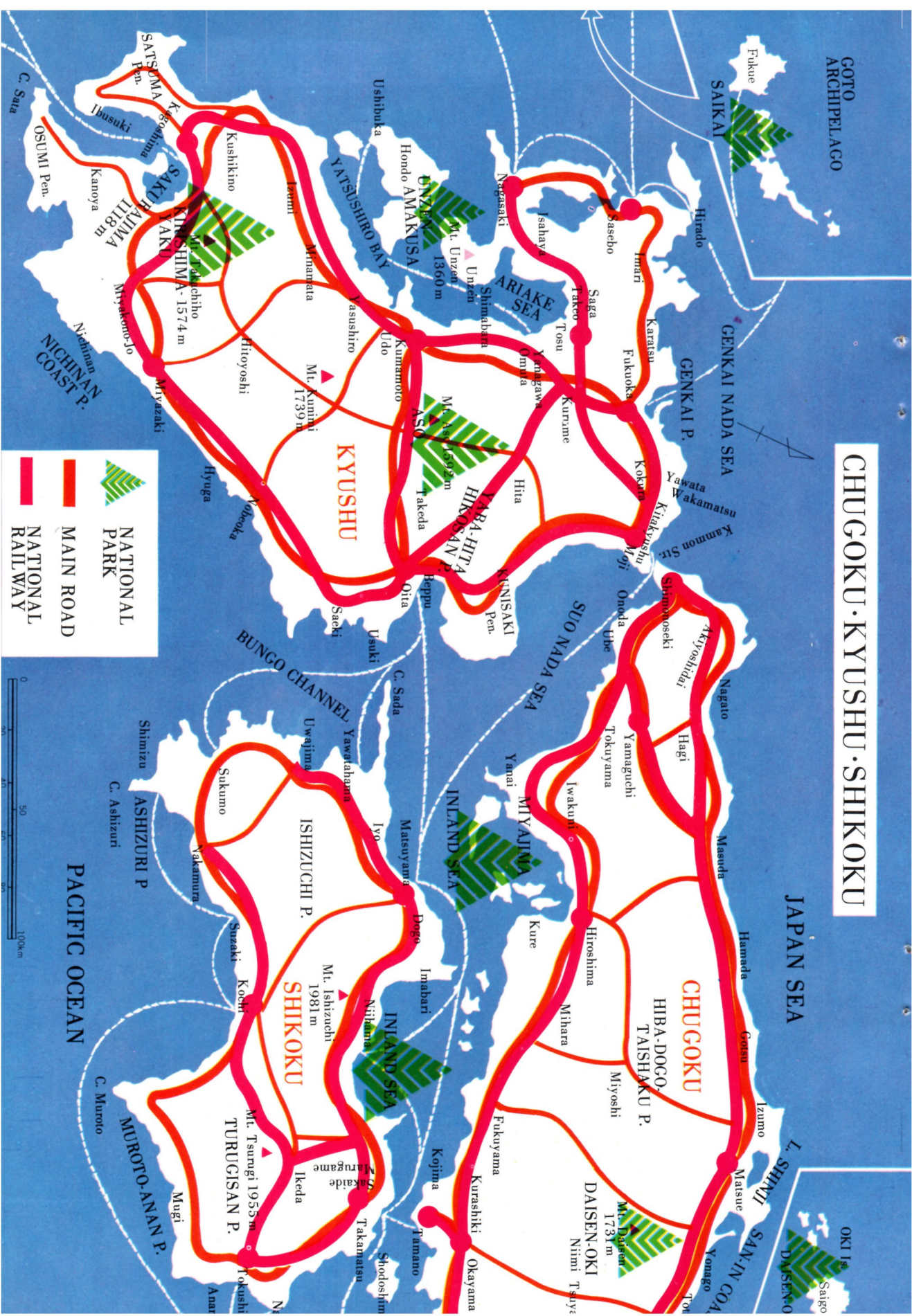
The San-in Coast National Park stretches along the Japan Sea, providing visitors a variety of scenic coast-line. Kinoshiki Spa, Kasumi Coast, Uradome Beach and the sand dunes of Tottori are among the points of interest in this area.

The Tottori dunes, dotted with green wind-break forests, and backed by an unending expanse of deep blue sea, are the rare stretch of natural dunes which extend some 16 kilometers from east to west along the Japan Sea Coast. The beautiful wind-shaped waves etched in the sand are a delight to tourists.

Hiroshima City is another "must" for tourists as it was atom-bombed during the war. The Peace Festival in August is the most important annual event in the city.

Other places of interest include: *Daisen-Oki*

CHUGOKU·KYUSHU·SHIKOKU



National Park, embracing the 1,731-meter-high Mt. Daisen and Oki Island; *Matsue City*, known for Lafcadio Hearn or Yakumo Koizumi (1850–1904) who lived there as English teacher and wrote many books about Japan; *Izumo Taisha Shrine*, the oldest shrine in Japan, dedicated to Okuninushi-no-mikoto, a Shinto deity who is credited with the introduction of medicine, sericulture and farming.

Blessed with superb seascapes and a mild climate, the national park is regarded as the most peaceful and beautiful area in Japan.

The Inland Sea is dotted with hundreds of pine-clad islands. As liners cruise through this paradise of seascapes, and mirrored vistas, glimpses of dazzling sand beaches, tiny little islands with fishing villages nestled in coves and the never-ceasing procession of boats provide a continuous form of visual entertainment.

The area was formed by sudden collapse of land in the Seto volcanic zone in pre-historic days. It is the only marine national park in Japan.

Shikoku

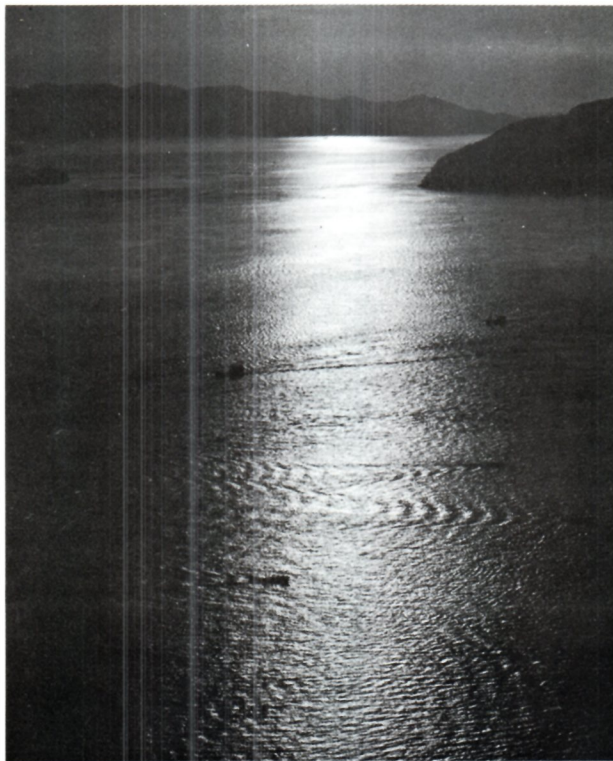
Shikoku is Japan's fourth largest island, and is frequently visited on Inland Sea tours. At Takamatsu, one of the two major Inland Sea ports, do not fail to see Ritsurin Park, one of the best known in Japan and over 900 years old. If time permits, visit Yashima Plateau, from where a fine panoramic view of the area can be enjoyed. A visitor can be carried up and down the plateau paths by palanquin if he so desires. About 60 miles from Takamatsu is Komya Shrine, one of Japan's most popular places of worship and home of the fishermen's patron deity.

Matsuyama, the second major port, is famous for Dogo Spa, Japan's oldest mineral-springs. The original springs, from which Japan's first bathing house was supplied, are still running and there is a public bath on the same site.

If time permits, visit Matsuyama Castle reached by aerial ropeway. On the opposite side of Shikoku lies Tokushima, famed for its Fool's Dance (a Mardi-Gras-like festival) in August, and Kochi, home of Japan's fighting dogs and long-tailed roosters.

Kyushu

The treasure island of Kyushu lies at the southwestern end of the Japanese island chain, facing the Korean Peninsula to the northwest



Seto Inland Sea viewed from Okayama Prefecture.



Waterfalls in the Takachiho Gorge in Kyushu.

Smoke emits from the crater of 1,592-meter high Mt. Aso in the Aso National Park in Kyushu.





Kumamoto Castle in Kyushu is one of the three most famous castles along with the Osaka and Nagoya castles.

across the Korean Straits.

Kyushu refers to the main island and about 1,400 lesser isles of varying sizes, making up seven prefectures—Fukuoka, Saga, Nagasaki, Kumamoto, Oita, Miyazaki and Kagoshima, with a total area of 40,241 square kilometers and a population of some 12,900,000.

One dominant feature of Kyushu's topography is a crisscross pattern volcanic ranges which accounts for the abundance of hot-springs. The most celebrated volcanoes are Aso and Sakurajima, which constantly emit trails of sulphuric smoke.

Fukuoka City is an air gateway and the center of politics, economy, culture and communications of Kyushu. Tourist attractions in and around the city include: *Dazaifu Temmangu Shrine*, located some 20 kilometers south of Fukuoka with some 5,000 plum and large camphor trees, which are over 1,000 years old, and numerous types of carp swimming in the garden pond; *Ohori Park*, a part of the outer moat of Fukuoka Castle, with many little man-made islands; *Higashi-Koen Park*, known for its large pine trees; *Komyogenji Temple*, near Dazaifu Shrine and known for its magnificent garden.

Fukuoka is also known for its beautiful Hakata dolls and Hakata textiles. The two main annual events are "Hakata Dontaku" and "Hakata Yamagasa" festivals.

Wakato Bridge, a crimson suspension bridge

with a span of 630 meters arching 42 meters over the Bay of Dokai, is the new symbol of Kita-Kyushu City which was born in 1963 through merger of the five cities of Moji, Kokura, Yahata, Tobata and Wakamatsu.

Mt. Aso, the most dominant feature of Aso National Park in central Kyushu, is the greatest tourist spot in Kumamoto Prefecture. With columns of sulphurous smoke always rising from the crater, the volcano draws millions of tourists from all over the nation.

Other places of interest include: *Beppu Spa*, situated on the eastern shore of Kyushu and one of the best-known hot-spring resorts with the "monkey park" as another attraction; *Nagasaki*, sprawling hills and exotic structures still remaining in this atom-bombed city and closely linked with romantic legends involving foreigners who visited the city, such as the Oura and Urakami Catholic Churches, Twenty-Six Martyrs' Shrine, etc.; *Amakusa*, islands noted for Christian relics, which form a part of Unzen-Amakusa National Park; *Shimabara*, well-known as an old battleground where a Christian Samurai by the name of Shiro Amakusa fought bitterly against an army of the Tokugawa Shogunate; *Nichinan Quasi-National Park*, stretching along the coast for 95 kilometers, and featuring subtropical plants, breathless views and numerous inlets and high cliffs; and *Kirishima National Park*, containing some 22 volcanic peaks.



Travel By JAL Planes

Overseas visitors to Japan, which constitutes the main air and sea gateway to the Orient, are offered a wide field of choices to enjoy the magnificent and fascinating tourist destinations of Southeast Asia.

These destinations, each with its own unique attraction, not to be seen in any other part of the world, are daily served by many airlines from Tokyo, while modern luxurious sea liners also make Japan their port of call in an ever-increasing number.

As a means to introduce the myriad of attractions for time-thrifty, economy-minded modern travelers, there are numerous package tours organized by various Japanese agencies related with international tourism.

For one, the Japan Air Lines, the national flag carrier, offers a wide variety of trips which overseas travelers can combine in various ways to suit their individual budgets, vacations and sightseeing desires.

The all-inclusive tours, sold under the name of JALPAK Tours and catering primarily to Japanese tourists, are also available for overseas tourists wishing to join the touring groups.

The variety of JALPAK Tours, incidentally, is not limited to Southeast Asia alone. The 54 courses available, ranging from a four-day Republic of Korea tour to a 23-day around-the-world journey, also include many specialized tours—for business inspection, to visit the world's historical and cultural places of interest and old, famous castles.

There are many advantages to be gained from the tours: For example, they are economical, yet still offer an atmosphere of first-class travel in luxury. Night accommodations are provided at the best available hotels in each visited country. Sightseeing buses of the most modern and de luxe types are also the best available.

A most pleasant experience is assured for gourmets wishing to sample the best quality cuisine in each country. It is candid in nature but covers all travel "musts" in each country—a great boon to modern time-conscious travelers. It is carefree but is conducted by well-experienced English-speaking conductors, and, if need be,



by veteran guides at each destination.

JALPAK Tour fares include the following:

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- *Bus fares between airports or sea ports and hotels.
- *Fares for sightseeing buses with guides.
- *All other transportation fares, such as for hydrofoil and pleasure boats.
- *Tariffs at the visiting hotels (twin-bed rooms).
- *Three meals a day during the tour, excluding drinks.
- *Luggage charges up to 20 kilograms per person.

Some of the JALPAK tours offered to Southeast Asia destinations include (with destinations, tour duration and fares):

*Republic of Korea, 4 day, \$250 from Tokyo and \$216 from Osaka:

*Republic of China and Okinawa, 6 days, \$367 from Tokyo and \$346 from Osaka:

*Hong Kong and Macao, 4 days, \$410.

*Bali Island, Angkor Wat and Southeast Asia, 12 days, \$910.

*Hawaii, 7 days, \$800 (fare is subject to change depending on the season of departure).

In April, 1967, Japan Air Lines inaugurated a once-a-week TU-114 service between Tokyo and Moscow direct via Siberia under joint operation with Aeroflot, the Russian state-run airline, as a first step toward opening the shortest air route between Europe and the Far East via the Russian capital city. The flight frequency was increased to two in April, 1969, and the aircraft used was changed to the IL-62 jet in June, the same year.



The Namdae Mun Gate in Seoul, ROK.

Visit To Asian Countries

Oriental Atmosphere

Republic of Korea

The country is a peninsula roughly 600 miles long and averaging 150 miles across. It has an area of 85,000 square miles.

With a history of more than 4,000 years, Korea has much to offer the tourist in the way of unequalled interest and beauty.

This may include ancient palaces, temples, towering mountains, superb seashores, secluded valleys and terraced rice paddies—all of these attractions unfailingly serving as a vivid and everlasting memory to a foreign visitor to this "Land of the Morning Calm."

Seoul, the capital city, is the gateway for tourists arriving in Korea by air, and is not only the center of business, industry, finance, education and culture in the country, but also magnificently preserves beautiful historical remains of the royal era.

The ancient city has been the capital for over 500 years, since the founding of the Yi Dynasty by King Tae-jo in 1392.

The cultural works of the Yi Dynasty as well as other dynasties are mainly concentrated in and around Seoul.

Here are more colleges and universities than in most other cities of the Orient. It might also be called a city of churches, with every religious denomination represented. It is the heart of Korea, cognizance of its great heritage, but proudly and confidently pointing to the future. Located approximately in the center of the peninsula, Seoul is also the heart of communication, transportation and the seat of government.

Among the popular tourist attractions of Old Seoul are the Doksoo Palace, the 450-year-old royal residence with its national museum; the Kyongbok Palace, built in 1394, featuring a 14th century coronation hall, banquet pavilion and lotus ponds; the Changdok Palace, an early 15th century auxiliary royal palace, and its famed Secret Gardens featuring quaint pavilions and lotus ponds; royal tombs; and giant gates.

Other major attractions include Chungmu-ro street, the busy and fashionable shopping street with department stores, tailors and banks; Taepyong-ro street, the center of political Korea with government offices and news agencies standing

side by side; Myung-dong in the heart of the city, street of manifold faces, luxurious and complex; Namsan Park for a panoramic view of Seoul; the zoo and botanical garden in Chang-gyong-won; National Museum in Doksoo Palace; Korea House in Pil-dong; Walker Hill Resort in the suburbs of Seoul; and many other theaters, cinema houses, bars and tea houses dotted about downtown Seoul.

But, probably best known to foreign tourists among the many attractions listed above, is Walker Hill, Seoul's great attraction on the western edge of the city. It is a magnificent resort featuring a Radio City-type show, swimming pools, golf, tennis courts, skeet and trap shooting, horseback riding, bowling, shops, bars, a night club, Turkish baths, and many restaurants with varied cuisine, all sequestered in mountain dells and perched on slopes commanding a superb view of the broad Han River. Accommodating 524 guests in housekeeping villas and hotel buildings, this most lavish of Far East resort complexes was built in 1963 and named for the heroic General Walton Walker, American commander of the United Nations Forces, killed in Korea.

Only 30 minutes from the Seoul city center, Walker Hill is a magnet attracting throngs of Koreans, foreign residents in Korea, and pleasure seekers from overseas.

For lovers of Korean sports, there is the Seoul Stadium near the East Gate for various kinds of athletic contests and tournaments.

Mt. Sorak is majestic in natural beauty with exciting surroundings in the East Coast area which lies astride the 38th parallel. Colorful leaves in autumn and the snow-covered landscape in winter make Mt.

Sorak a year-round resort. There are a number of temples, pagodas and hermitages of old dynasties in this area.

Kyongju (Pleasant City) was the capital of the Silla Dynasty which ruled the southern half of Korea for nearly 1,000 years from 57 BC. Now, the site of this old capital city with various historical ruins scattered throughout the ancient area constitutes a complete center of tourist attractions.

The most noteworthy of the historic remains are Pulguk (Buddhist Realm) Temple and Sokkuram (Stone Cave) Grotto. Pulguk Temple was one of the largest Buddhist centers in Asia, and its graceful stone arches and many beautiful pagodas provide innumerable subjects for photographers.

Pusan is located at the southern tip of Korea, about an hour and a half by air or five and a half hours by express train from Seoul. There are many clean beaches and fishing places along the coastline. Haeundae and Tongnae, located just east of Pusan, are famed for their beautiful beaches as well as natural hot springs. The teeming Pusan fish market on the wharf may interest some visitors, as will Texas Street, the city's active cabaret district.

Cheju Island is the largest island and the smallest province in Korea. Situated roughly 60 miles from the southern tip of the mainland, the island province is abundant in scenic spots and places of interest.

Okinawa

Okinawa is a rare Pacific island that has bullfights, ruins of medieval castles, and porpoise roundups, but perhaps that's because here, the unusual is the usual, and so

Okinawa is indeed a rare treat.

As the cornerstone of the Ryukyu Islands, a 63-island chain located about equidistant between Tokyo and Hong Kong, Okinawa is a no extra charge stopover that is full of surprises.

One of the surprises is a special form of bullfighting, meticulously devised by the Okinawans. It is controlled by a board and a set of rules as tight as the Olympic commission. Instead of pitting a man against bull as in Spain, the Okinawans have decided to sit back and let two large Brahman bulls fight it out with each other. There is great noise and color as two bulls circle and alternately pound and butt one another in matches that last from 10 to 30 minutes.

If you're lucky you might even have a chance to see a porpoise roundup, something unique to the Pacific. Schools of porpoises become trapped in the bay at low tide during February and at a few other times during the year. When they are spotted by the watchman who is always on the alert, he signals the town and for several hours until the tide comes back in, the fishermen haul the porpoise in by the ton.

Okinawa is a land of broad skylines and magnificent sunsets. It is a place where the horizon is outlined by thatched villages set in a patchwork quilt of tiny fields. It is also an island of the Mock Orange, a hedge which blossoms seven times a year with white flowers.

For the sports-minded, skin diving for fish and coral is popular, while for the more adventurous Okinawans, there is pearl diving.

The festivals on the island are unique and great fun to see. The Tsunahiki or gigantic tug-of-war takes place all over the island in mid-August. The most



The Juriuma parade in Naha, Okinawa.

famous, however, is the one held in Yonabaru-cho where the entire town divides itself into two teams, east and west. To see the townsmen labor with the immense rope through the streets you would think they were Lilliputians hauling it towards some giant Gulliver, for it is five feet in diameter and tapers to about three feet at the end.

There is much history in Okinawa, both ancient and modern. The island was the site of a major battle in the Pacific theater during World War II and was a place of much bloodshed. There are mock-ups and landmarks all over the island of the great battle.

To get a glimpse into the ancient history of the island, you might visit the legendary Nakagusuku Castle, one of the ruins of several medieval castles on the island. The castle is famous for a tale of Shakespearean intrigue about a general named Gosamaru who built the castle in defense of his king against a rebel general. The fortress was attacked by rebels under the king's banner and rather than fight against the standard, Gosamaru and his warriors committed "hara-kiri" on the steps. According to legend, Gosamaru placed a message for the king in his mouth so that when the king received his head the intrigue was discovered.



Street vendors in Taipei.

Mecca For Tourists

Republic of China

The Republic of China is the fastest-growing tourist destination in East Asia. The subtropical island of free China offers something for travelers of every taste—in fact far more than one normally can expect from a land area of barely 14,000 square miles.

It is China mirrored in miniature—old and new alike, a scenic wonder that is second to none, a gourmets' paradise where eating is a form of art and a treasure house for China's 5,000-year culture.

It is the only place in the free world where one can see a people's way of life that has survived centuries of changes—a China rich in matchless

heritage, warm in hospitality, still steeped in ancient customs yet pulsating with modern economic vigor. A visit to the lovely island for sampling of Chinese culture will be a happy and rewarding experience.

Flying between Japan and Hong Kong or Manila, stopovers in Taiwan will entail no extra airfare, a bargain one must not miss.

The many splended islands are principal repository of typical Chinese life and culture open to tourists. Attractions include the world's greatest collection of Chinese art treasures, typical architecture of the Orient, food from every province of China, Buddhist and Confucian temples, colorful festivals, exploding fire-crackers to drive away evil spirits and exotic street scenes and life unique to China.

Sightseeing is comfortable and economical. There are numerous modern hotels in Taipei, a cosmopolitan city of more than one million, and in other metropolitan areas and resorts. Three airlines provide domestic, around-the-island service daily. Air-conditioned trains on the west coast are fast and comfortable, extending from Taipei in the north to the second largest city and most important port of Kaohsiung in the south. Bus service is excellent and includes trips across the skyscraping East-West Highway and to Taroko Gorge, Taiwan's Grand Canyon, on the east coast.

For ordinary art lovers, imitation products may be to the satisfaction of their craving. The imitations are so skillfully made that they could pass for the originals to all except connoisseurs. Best of all, the prices are such that every traveler can afford them.

After seeing the Palace Museum and the National Museum of History, most visitors

hope to acquire a memento of Taiwan to serve as a constant reminder of the many things they have seen in this ancient country which has an uninterrupted history of almost 5,000 years. Hundreds of gift shops and antique stores have mushroomed in Taipei to meet this growing demand. These shops and stores have many objets d'art similar to those found in the museums—bronze, jade, porcelain, carvings, paintings, calligraphy, etc.

Newcomers to Taipei often find it difficult to make a decision on which parts of the sprawling city to visit. Taking into account personal preferences, here is a general guide.

The Yuanshan area—the famous Grand Hotel perched atop a hill is like a big garden. Across the Keelung River are the zoo and the kiddieland. The zoo boasts many rare animals and birds. On Sundays the trained animals stage shows to entertain visitors. The kiddieland, which shares the same hill with the zoo, attracts adults, too.

The park area—the New Park and the Botanical Garden are both in the heart of the city. The former has gorgeous pavilions and fountains besides flowers and trees. The latter has many tropical plants and also houses the National Central Library, the National Historical Museum, the National Arts Gallery, and the National Science Hall.

Theater row—in the southern part of the city of the West Gate area where shopping and entertainment establishments abound. It is likened to Tokyo's Ginza and New York's Broadway.

The Circular Market area—here small eateries of local flavor are concentrated. The old quarter in the Wanhua district is similar to the Circular Market in many ways.

The difference is that it is the old quarter of the city, and buildings and streets of a century ago still stand. The famous Lungshan Temple built over two centuries ago is located here.

The Chihnan Temple is on the outskirts of Taipei. Perched atop a mountain some 500 feet above sea level, the temple is a Taoist shrine where the image of the legendary Yu Tung-pin is worshipped. The temple can be reached either by car or by climbing up a stone flight of over 1,100 steps.

From the temple the visitor can take in a panoramic view of Taipei through mounted binoculars. A vegetarian meal is served at meal-time for visitors free of charge. You may drop your incense money into a collection box when leaving. But that's optional.

Hong Kong

Hong Kong is one of the most beautiful, colorful and fascinating cities of the world. Famed in story and song, Hong Kong has everything to recommend it to the traveler as well as to the student of life and people and places.

The best way to see the British Colony is to take one of the excellent sightseeing tours offered by any of those tourist agencies which are members of the Hong Kong Tourist Association.

Here is a brief description of the well-known sights which constitute the highlights of the tours.

The heart of the Colony is downtown Hong Kong on the north shore of the island. It is the business center, and also a thriving shopping area. The famous "Ladder" street is nearby, waiting to be explored. Not far from it is the famous

Star Ferry Pier and the new City Hall. Star Ferry service provides the most spectacular routine 10-minute ride in the world, in its day and night crossing of the harbor.

Another famous ride, and unmatched in the views it offers, is on the Peak Tramway. It is a ride to work for many; for visitors it offers one exciting view after another until the entire panorama of the harbor opens up to a glorious view. At the top, a traveler will have a most enchanting and breathtaking sight of the city and hill-rimmed bay.

A tour of the island takes about 3½ hours. One famed stop on all tours is the Tiger Balm Garden, centering around a beautiful white pagoda, and featuring bizarre and fantastic sculptures and decorations in the form of legendary fictional characters, both human and animal figures.

On the other side of the island is Repulse Bay, one of the many bays and inlets of Hong Kong. Repulse Bay is a popular bathing beach and resort and has one of the world's finest hotels. Not far away is Aberdeen, a fishermen's village for over 100 years and today known around the world for its two floating restaurants offering the finest Cantonese cuisine and fresh seafood.

Another way to look at the island is by boat, and many water tours are offered, but a trip around the island is the most spectacular and popular. With so many boats and boat people, special water tours can easily be arranged, including trips to other islands, such as Lantau, where there is an old Buddhist monastery of great historical interest.

Kowloon also has much to offer. From here, a four-hour tour leads into the New Territories, away from the bustle and bright lights. Before leav-



Buildings tower in Hong Kong.

ing the city, a stop is in order at the Li Cheng-uk Tomb, dating back to the Han Dynasty. Then on to Tsuen Wan, one of the new industrial cities, and next into the rural New Territories, with its miles of rice paddies, hard-working buffaloes, water wheels and ancient walled villages.

Hong Kong, a duty-free shopping paradise of the Pacific, has many bargain goods to offer such as radios, tape recorders and electrical appliances, all of them much cheaper than in the countries of their origin.

Shops are found everywhere in the Colony and tourists are advised to patronize only those which display the Hong Kong Tourist Association membership badge. The badge, a junk in full sail on a red background, stands for honest value for money, reliable information and polite service and no misrepresentation of merchandise.

Night life in Hong Kong is exciting. Night clubs of international standard offer everything from Chinese food and gaudy Chinese opera to European food and British and Australian entertainers. Prices vary.



Beautiful Filipinas.

Tropical Paradise

Republic of Philippines

In the Philippines, East and West not only meet, but the twain becomes one. Nowhere in this intriguing chain of islands is this diversity of culture more apparent than it is in Manila—today a fascinating city of contrasts.

This is evident from the minute the visitor sets down at the new Manila International Airport, rides along a six-mile scenic bay-side drive on Roxas Boulevard, and on to the heart of downtown Manila.

Roxas Boulevard is considered one of the Far East's loveliest drives, especially at night when strings of mercury lamps light up and immediately give a certain magic to the boulevard. It was first named after Admiral Dewey, and was known as Dewey Boulevard for half a century.

The boulevard, which runs wide from the quadrangle of the Manila Hotel, is where the cosmopolitan taste gives concessions to its palate, in the Swiss Inn, Golden Lotus, Bay View House, the Aristocrat, Bula-

kena, the New Selecta, Kapit Bahay, Peninsula and Max's—all specialists in luncheons and singing and fancy sandwiches and wonderful sundaes and chicken dinners in-a-basket or on-a-stick. Here too are hotels built with an eye for 20th-century comfort and luxury.

One would hardly expect, therefore, to find just a few minutes from his hotel a tiny, medieval enclosure—now in ruins—of one of Spain's most lasting legacies to the islands. This was the original city of Manila—Intramuros—which was built within walls, the construction of which spanned three centuries. Up to 1945, this quaint city of cobbled streets, balconies, Romanesque churches and tile-roofed houses remained exactly as the Spaniards left it at the turn of the century. Fires from incendiary bombs during the Battle for Liberation in 1945 became Old Manila's last conflagration and only then, after 374 years of stirring and turbulent events, did the city of churches, the walled-in sentinel of an elegant past, finally crumble.

It is separated from the rest of Manila by its crumbling walls which are pierced at intervals by seven gates. One of these gates served as entrance to Fort Santiago on the north-western tip of the Walled City. Fort Santiago, now all but a total ruin, was the seat of the colonial powers of both Spain and the United States. Here, too, the national hero Jose Rizal spent his last hours before his execution at the Luneta on December 30, 1896. And so Intramuros now remains as a monument and ruined relic of the Spanish period of Philippine history.

Cutting across one of the six bridges that span the Pasig River, the Quezon Bridge, one comes upon the heart of Ma-

nila—Quiapo. What makes this heart throb is a great asphalted square where treads an unending variety of humanity on diverse personal errands at all times of the day or night. For Plaza Miranda—the soul of Quiapo—is the part of the city which never sleeps. It is a battleground of noise, politicians' speeches and revelry. Twice a year, a milling mass of half-naked male worshippers push and jostle each other as a life-size image of the Black Nazarene is borne in a procession around the district in festive celebration. The black image, resplendent in velvet and gold, was sculptured in Mexico by Mexican Indians in the 17th century. Shrine of the miraculous image is Quiapo Church, fronting the square, where thousands of devotees flock every Friday in veneration.

Once in Quiapo, one gets attuned to the sound of Manila. For today the sound of Manila is the sound of its traffic. And through this busy district pass by the minute hundreds of big buses and small buses, cars of all makes, and thousands of those colorful, fancily decorated jeepneys. For only 10 centavos, one can get a ride in one to almost everywhere. It goes past the lovely palace by the Pasig River, the Malacanang Palace, official residence of the President of the Philippines. It also goes past the centuries-old University of Santo Tomas. In fact, it plies most of the city's streets right on to the suburbs and the outskirts of Manila.

Most popular suburban attraction is the Manila American Memorial Cemetery in Makati, Rizal, a few minutes' drive from downtown Manila. Here, one gets a breath-taking vista of white crosses, all neatly arranged in circular array.

Malaysia

Malaysia is Asia in miniature. Its multi-racial groups have each their individual cultures background and customs—all rich in color and each spectacular in its own way. A tour of this fascinating country is an offering that is hard to rival and harder to resist.

Fly into Kuala Lumpur—the capital city of Malaysia. Its new International Airport, with facilities for every type of aircraft, puts it on the international travel routes. Japan Air Lines aircraft serve the Kuala Lumpur route once weekly.

Kuala Lumpur sets out to charm you with strange enchantment, for it is a city of many moods. Its minarets whisper the mysticism of the East as do its tranquil mosques—strangely cool and calm in the midst of roaring traffic of busy centers like Mountbatten Road. Mosques and minarets and moorish edifices stand against the square blocks of skyscrapers and sweeping fly-over beside colorful little villages with their orchids, banana and coconut trees; market squares with stalls displaying a fascinating variety of cakes, fruits and flowers. Kuala Lumpur is fast becoming a leading business center and convention city of Southeast Asia—a hub of businessmen and pleasure-seekers alike. The large ultra-modern meeting facilities, international-class hotels, numerous sightseeing activities plus a hospitable people, take convention into the realm of an adventure and make it less of a chore.

When in Kuala Lumpur, a must on any sightseeing itinerary would be the National Mosque, the National Monument and the Lake Gardens at one end of which lies the Na-



A Mosque in Kuala Lumpur.

tional Museum with an eye-catching old-Malay style architecture and at the other the stately Parliament House. The National Art Gallery houses a collection of some very fine work by local artists. The Malay Handicrafts Center provides an end to the problem of seeking out souvenirs and gifts of an authentic and unique kind, for, the products of the silk-weavers and silversmiths, who are master craftsmen of the East Coast of the Malay peninsula, are world renowned and available here. One may also purchase goods of the East and West in great variety. Shops range from Western-style department stores to colorful Chinatown type at Petaling Street. In Kuala Lumpur you can also get attractive pewterware, made, from Malaysian tin.

The famous Batu Caves, a remarkable limestone out-crop with vast caverns rising with imposing grandeur among jungle-clad hills which are alive with crowds that gather here to observe the Hindu religious festival of Thaipusam,—a time of penitence, when processions of devotees climb the 272 steps to the shrine in the cave above bearing the “Kavadi” with its sharp spikes driven into their bodies.

At about the 7th Mile Klang Road is one of the largest dredge mines in the world and the Hong Fatt Mine near

Sungei Besi is the world's largest open-cast mine.

Less than an hour's drive from the capital will take you to Templer Park—a cool haven, profusely green, with its tumbling cascades and rushing streams—Nature's own sanctuary from heat and glare. Set like a jade amidst forested hills, the Park abounds in an enormous variety of flora and fauna which would hold interest for the botanist or entomologist.

Penang, one of the oldest trading centers in the Far East and a free port. This beautiful island is a well-known holiday resort and offers plentiful shopping, a hill-top holiday and miles and miles of sandy, palm-lined beaches. Among its attractions are the Kek Lok Si (Buddhist Monastery and temple), the finest example of Buddhist architecture and the only one of its kind in Southeast Asia. Its seven-tiered Pagoda contains Images of Buddha from many countries.

The Capitan Kling Mosque, built around 1800, is the largest and most picturesque mosque in Penang.

Penang Hill, a cool hill resort, situated at a height of 2,722 feet and accessible by funicular railway, provides breath-taking panoramic views. Botanical Gardens are another of Penang's many tourist assets. The gardens are set in a basin surrounded by evergreen hills of 1,200 feet and

contain besides their wealth of tropical flora, cascading waterfalls and a fine reservoir.

Malacca has aptly been described as the City of Dreams. Above all other places in Malaysia it can boast of a history that runs back unbroken to the 14th century. Founded by a Malay noble, in flight from Singapore, which had been destroyed by the Javanese empire of Majapahit, the Malacca sultanate became for a time the greatest city in Southeast Asia. A famous market, it exported gold, ivory and spices and imported cotton, silk and metals.

Macau

Macau is the oldest European settlement in the Far East. Used by Portuguese traders in their galleons as a way-stop to Japan as early as 1516, it was formally established in 1557—exactly one year before Elizabeth I succeeded to the throne of England and 63 years before the Mayflower sailed from Southampton for America.

The number of first-class hotels is at present small and any weekend visitor or a tourist wishing to make a visit on the occasion of one of the special festivals, is recommended to make reservations as far as advance as possible.

Delicious Chinese, Macau and Portuguese dishes may be enjoyed at the many restaurants catering to visitors. The specialties of Macau are subtle combinations of Chinese and Indian, Chinese and Malay or Chinese and Portuguese styles of cooking. Spicy curries, arroz gordo (chicken and rice) and Macau sole are firm favorites with residents and tourists alike.

High quality Portuguese wines, at very reasonable as well as beer and spirits, are served at the most popular restaurants and inns and there are one licensing hours to interfere with the enjoyment of a drink between meals.

Bangkok

Bangkok is the only city in the Far East which changes its clothes for the evening.

By day, the city is a glittering mass of temples and shops, cars, three-wheeled motorcycles, hustling storekeepers, students, businessmen and farmers who come in to gaze at the tall buildings in wonderment.

But when the scarlet-green



The floating market in Bangkok.

rays of the sun sink down behind the Temple of the Emerald Buddha, when the students finish their dinner, and the shops close down—it is then that the people of Bangkok put on their classiest tuxedos, the fanciest evening dresses, the loudest sports shirts and the shortest mini-skirts.

And when the moon rises high, Bangkok begins to swing.

The city which years ago was known as the Venice of the East, has grown up. It's known variously as the 24-hour city, the Vighthead of the World, the Gay White Way of the Orient, or simply Swinging Bangkok.

And little wonder. Within the city limits, there are over 2,000 night clubs, more in ratio to the population than any city in the world. There aren't any opium dens left, but the first-time tourist can feast his eyes on darkly-lit Thai bars, English-style pubs, gaudy Western night clubs with top stars from the United States and Europe, Chinese clubs with movie stars from Hong Kong and Taiwan, Filipino Go-Go dancers, discotheques, and even "underground" bars, filled with psychedelic music, Indian yogas and folk songs.

This is the new Bangkok, today, one of the most cosmopolitan cities in the East.



Temples in Bangkok.



Macau abounds in interesting spots.

Useful Tips



Voluntary Guides

The Voluntary Guide-Interpreter Corps, comprising about 320 members, most of whom are YMCA members, has been formed in Osaka. They will offer guiding interpretation and other services to EXPO visitors from overseas.

The volunteers plan to wear badges saying "Let Me Help You" in English, German, Spanish, French and Russian. Other services will include supplying general information at centers to be set up in towns.

JNTO Offices

(Japan National Tourist Organization)
New York, 45 Rockefeller Plaza,
New York, N.Y. 10020, USA
Chicago, 333 North Michigan
Avenue Chicago, Ill. 60601,
USA
Dallas, 1420 Commerce Street,
Dallas, Texas 75201, USA
San Francisco, Japanese Cultural
& Trade Center, 1737 Post
Street, San Francisco, Calif.
94115, USA

Los Angeles, Roosevelt Bldg., 727
West 7th Str., Los Angeles,
Calif. 90017, USA
Honolulu, 109 Kaiulani Avenue,
Honolulu, Hawaii 96815, USA
Toronto, 165 University Avenue,
Toronto 1, Ontario, Canada
Mexico City, Reforma 122, 5° Piso
B-2, Mexico 6.D.F., Mexico
Sao Paulo, Avenida Paulista 1009,
Cj. 2003, Sao Paulo, Brazil
London, 167 Regent Street, London,
W.1. England
Paris, 8 Rue de Richelieu, Paris
(1er), France
Geneva, 13 Rue de Berne, Geneva,
Switzerland
Frankfurt/Main, Goethestrasse 22,
Frankfurt/M., West Germany
Bangkok, Chongkolnee Bldg., No.
56, Suriwong Road, Bangkok,
Thailand
Hong Kong, 7 Humphreys Avenue,
Kowloon, Hong Kong
Sydney, 90 Pitt Street, Sydney,
N.S.W. Australia

Diplomatic Delegations

OSAKA

Belgium	941-5881
China	262-0361
Costa Rica	(0721) 21-3390
Denmark	231-5585
El Salvador	344-1331
Ethiopia	363-1471
Finland	361-0930
Germany	441-7305
Greece	441-3591
Korea	252-4251
Mexico	203-7300
Portugal	262-1121
	(Ext. 252)
Spain	661-9068
Switzerland	344-7671
Thailand	441-1731
United Kingdom	231-3355
United States	341-4258

KOBE

Argentina	33-4658
Brazil	33-5252
Denmark	23-5771
El Salvador	39-7051
France	39-3531
Germany	22-5194
India	22-0544
Korea	22-4853
Netherlands	32-3341
Norway	33-3563
Panama	33-8000
Peru	33-6460
Philippines	22-4601

Portugal	23-6513
Sweden	33-5343
Thailand	32-1661
United States	33-6865
Uruguay	23-3567

Airline Offices

OSAKA

Air France	202-6326
Air-India	271-3548
Air Vietnam	203-6691
Alitalia	341-3951
All Nippon Airways	372-5131
BOAC	448-2521
Canadian Pacific	251-5591
Cathay Pacific	341-0115
Japan Air Lines	203-5141
Japan Domestic Airlines	312-8561
KLM Royal Dutch Airlines	312-6691
Lufthansa	341-4831
Northwest Orient Airlines	203-7851
Pan American	202-0061
Qantas	231-3551
SAS	202-4753
Swissair	203-0048
Thai Airways	202-4753
Toa Airways	341-9433

Tipping

Tipping, which is customary in Europe and America, is not practised in Japan except in some entertainment and service circles. In fact, the absence of a tipping system enables foreign visitors to be relieved of the trouble of carrying small change with them at all times and have their travel expense reduced to a certain degree. At the hotels registered with the Japan Hotel Association and Ryokan registered with the Japan Ryokan Association, travelers need not worry about tipping, however, a 10 per cent service charge is added to the bill to cover individual tipping.

Imperial Palace

On October 1, 1968 the East Garden of the Imperial Palace was opened to the public and the new Palace was completed in 1968. Katsura Detached Palace, Shugakuin Detached Palace and Kyoto Imperial Palace, all in Kyoto, are also open to visitors.

Further information is available at the Visitor's Office, Imperial

Household Agency (Tel. 213-1111, ext. 286 or 333), Tokyo and at the Kyoto office of the Imperial Household Agency. Gyoen-nai, Kami-gyo-ku, Kyoto (Tel. 211-1211).

Currency

While in Japan, a traveler must make all his payments in Japanese yen(¥). Yen currency now in circulation consists of bank notes of ¥10,000, ¥5,000, ¥500 and ¥100, and coins of ¥100 (two types), ¥50 (three types—two types having holes in the center), ¥10 and ¥5 (two types—one type has a hole in the center).

Approximate yen exchange rates are:

U.S. dollar 1	360
Pound sterling 1	864
Deutsche mark 1	90
Dutch guilder 1	99.45
Belgian franc 1	7.20
Canadian dollar 1	333.00
French franc 1	64.82
Swedish krona 1	69.59
Swiss franc 1	82.76
Danish krone 1	48.00
Italian lira 100	57.60
Portuguese escudo 1	12.53
Australian dollar 1	403.20
ROK won 1	1.28
Taiwan dollar 1	8.98
Philippine peso 1	92.38
Malaysian dollar 1	117.60
Singapore dollar 1	117.60
Hong Kong dollar 1	59.40
South Vietnam piastre 1 ..	3.05
Thailand baht 1	17.31
Indonesia rupiah 1	1.10
Burma kyat 1	75.60
Indian rupee 1	48.00

Foreign Money Order

Visitors to Japan are permitted on their departure to convert their yen into foreign currencies up to ¥36,000 (\$100) at such foreign exchange banks as Bank of Tokyo, Kogyo Bank, Mitsui Bank, Mitsubishi Bank, Daiwa Bank, Sanwa Bank, Nihon Kangyo Bank, Sumitomo Bank, Tokai Bank, Hokkaido Development Bank, and Kyowa Bank.

Most foreign currencies are available at the Bank of Tokyo while the other banks handle only U.S. dollars and the pound sterling. With the permission of the

Bank of Japan, conversion of more than ¥36,000 is possible.

Banks in Japan are open from 9 a.m. to 3 p.m. on weekdays, to 12.00 noon on Saturday and are closed on national holidays.



Mail

Letters and postcards are delivered in a few days throughout the country. Special delivery services take less time. In major cities, mail drops are cleared several times a day.

Rates are as follows:

Postcard—¥7; return postcard—¥14; parcel post card—¥8.

Sealed letter ¥15 up to 25g. and ¥10 for each additional 20g.

Cash enclosed registered mail—¥60 up to ¥3,000, ¥5 for each additional ¥2,000.

Electricity

Electric current in Japan is either 100 or 110 volt, A.C., but the cycles are different depending upon the district. The eastern half of the country is on a 50-cycle basis, the western half on 60 cycles with the border near the city of Shizuoka.

Home-Visit System

For the purpose of enabling foreign visitors to visit Japanese families and observe their daily life, the home-visit system, initiated in Kyoto, is operated in major cities such as Tokyo, Yokohama, Nagoya and Kobe in addition to Kyoto. Visits are arranged free of charge by the following organizations:

Tokyo-JNTO Tourist Information Center, in cooperation with Tourist Section, Tokyo Metropolitan Government: 1, Yuraku-cho, Chiyoda-ku, Tokyo. (Tel. 502-1461).

Kyoto—Tourist Industry Dept., Kyoto Municipal Government: c/o Kyoto Kaikan, Okazaki, Sa-

kyo-ku, Kyoto. (Tel. 771-6051).

Kobe—Tourist Section, Kobe City Hall: 7, Kano-cho, Ikuta-ku, Kobe. (Tel. 33-8181).

Yokohama—Kanagawa Prefectural Tourist Association: c/o Silk Center. Yamashita-cho, Naka-ku, Yokohama. (Tel. 641-0841).

Nagoya—Tourist Section, City of Nagoya: 5th floor, Main Bldg. of Nagoya City Hall, 6, Minami Sotoboricho, Nagoya. (Tel. 961-1111, ext. 2246).



First Aid

If you feel sick on a train or any other form of transportation report it the conductor. They will arrange for a doctor or give first aid. In an emergency, ambulances can be called by dialing 119 in about 400 cities throughout the country.



Telegraph & Telephone

The summer of 1969 will always be remembered as one of the most important occasions in Japan's communications systems history because the country became connected with an Intelsat series and a European undersea cable network, almost simultaneously.

International telephone calls are now clearer than ever before, and connect Japan with almost every corner of the world, thanks to the recent completion of direct communication by way of satellites and cable. Calls are accepted at Overseas Telegraph Offices, service stations of the KDD (Kokusai Den shin Denwa Kosha) and post offices throughout the nation. The service includes radio-telegraph contact with passengers on ship at sea.

For overseas telephone services, contact KDD by dialing 109 in the Tokyo area.



Books on Japan



English publications of The Mainichi Newspapers.

Publications of The Mainichi Newspapers:

New Japan	¥2,500
Seeing Japan	¥ 400
Japan Beautiful	¥ 400
Kinki	¥ 300
The Pointer's Guide	¥ 400
All About Japanese Automobiles	¥ 400
Industries of Japan	¥ 500

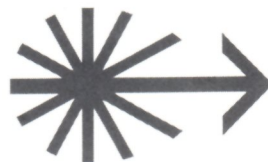
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Other Publications:

Blyth, R. H. Haiku in 4 volumes ea. (H)	¥ 800	Kabuki Handbook (T)	¥ 900
Japanese Ink-Painting: Lessons in Suiboku Technique (T)	¥1,000	Honda, H. One Hundred Poems from One Hundred Poets (H)	¥ 300
Aikido (JPT)	¥2,000	Honda, H. The Manyoshu (H)	¥5,000
Anthology of Japanese Literature (soft) (T)	¥ 900	Iwaya, S. Japanese Fairy Tales (H)	¥ 300
The Arts of Japan by Noma, S. (KI)	¥5,400	Japanese Children Song (JPT)	¥ 720
Art of Japanese Cookery (JPT)	¥ 720	Japanese Food and Cooking (soft) (T)	¥ 450
Arts of the Japanese Sword (T)	¥4,000	This is Karate (JTB)	¥3,600
Best of Ikebana (in 4 vols) (JTB)	¥3,000	Tempura & Sukiyaki (JTB)	¥ 250
Emaki: Japanese Picture Scrolls (T)	¥5,400	Shioya, S. Chushingura (H)	¥1,200
Folk Arts of Japan (T)	¥2,000	Ono, H. Lessons in Japanese Conver- sation and Readings (H)	¥ 700
Go Game for Beginner (JPT)	¥ 120	Old Japanese Humor (TNS)	¥ 270
Book of Tea (T)	¥ 700	Palaces of Kyoto (KI)	¥ 540
Bonsai (How to Series) (JTB)	¥1,350	Quaint Customs & Manners of Japan (TNS)	¥1,000
Bunraku by Keene, D. (KI)	¥7,200	This is Judo (TNS)	¥2,800
Complete Guide to Judo: Its Story and Practice (T)	¥1,100	Things Japanese (TNS)	¥2,000
Contemporary Japanese Houses by Seike K. (KI)	¥3,060	The Japanese Print (KI)	¥9,000
Cook Japanese (KI)	¥1,980	Japanese Flower Arrangement (KI)	¥1,440
Moriya, Y. No Requiem (H)	¥1,000	The World of Japanese Ceramics by Sanders, H. H. (KI)	¥3,060
Matsuhara, I. On Life and Nature in Japan (H)	¥1,500	Japanese Postage Stamps by Yamamoto, Y. (JTB)	¥ 540
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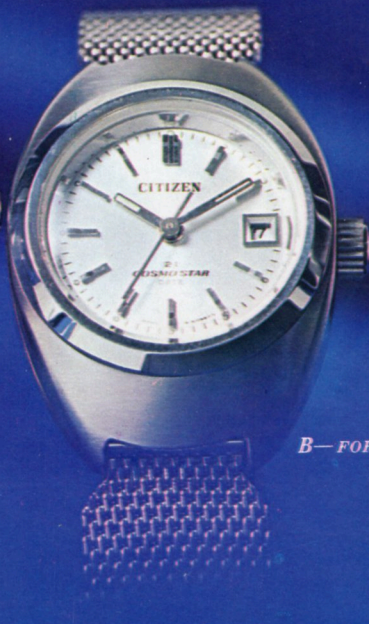
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