

## Tân Á (New Asia) —Japanese Propaganda Magazine Published in Vietnam During the Second World War (II)

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Tân Á (New Asia) was the Japanese propaganda magazine written in Vietnamese and published in Saigon-Cholon during the Second World War. The first issue was dated 20 October 1942. From the start, it was published twice a month (usually on 5<sup>th</sup> and 20<sup>th</sup> of each month). And from March to August 1945, it was published weekly (usually on Fridays).

This paper introduces the profile and major contents of the magazine. The first part published in the previous issue of the *Journal* includes the profile of Tân Á (such as the publishers, agents and prices of the magazine), and the overview of some contents such as the front cover pages, main writers, current news and commentaries, Japanese lessons and other series, and the description on Japanese movies.

The second part of the paper in this issue of the *Journal* refers to the advertisements, readers' voices and special features of Tân Á.

### **【Additional Remarks to the Section of 《Writers in the magazine》】<sup>142</sup>**

Đặng Ngọc Anh was another important Vietnamese contributor to the magazine. As mentioned earlier in the section of 《Publishers and Agents》, Đặng Ngọc Anh was the manager of the magazine.<sup>143</sup> He was also the translator of an old Japanese story “The Tale of Taketori” from the 1<sup>st</sup> to the 4<sup>th</sup> issue.<sup>144</sup> A short Japanese story “On a patrol boat” was translated by “Đ.N.A.” in the 22<sup>nd</sup> and the 23<sup>rd</sup> issues.

The 17<sup>th</sup> issue had a two-page article written by “Đ.N.A.”, which reported the visit of three Vietnamese artists to Japan on the invitation of the Japanese authorities.

From the 37<sup>th</sup> issue to the 45<sup>th</sup> issue, Đặng Ngọc Anh was the collaborator of S.Kimura to offer Japanese lessons (2 pages per each issue), as mentioned earlier.<sup>145</sup> Finally, as mentioned later, “Đ.N.A.” wrote an article on education in the 41<sup>st</sup> issue (see p. 161 in this paper), and “Đ.N.A.” contributed an essay on Vietnamese women in the 50<sup>th</sup> issue (see p. 162 in this paper).

The owner of Maison A Sau (sales agent for Tân Á) Mai-Văn-Ninh also wrote for the magazine, though he was not a regular writer. His essays appeared in the 68<sup>th</sup> and 72<sup>nd</sup> issues, both of which

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<sup>142</sup> These additional remarks should be placed at the end of the Section of 《Writers in the magazine》 in Shiraishi, Masaya, “Tân Á (New Asia)—Japanese Propaganda Magazine Published in Vietnam During the Second World War (I)”, in *Journal of Asia-Pacific Studies*, no. 36, p. 145.

<sup>143</sup> See *Ibid.*, p. 133 as well as Table 1 in pp. 132–133.

<sup>144</sup> The translator's full name was marked in the 1<sup>st</sup> and the 2<sup>nd</sup> issues, while his name was only initialed as Đ.N.A. in the 3<sup>rd</sup> and the 4<sup>th</sup> issues. The table of contents of the 4<sup>th</sup> issue marked the author's name as Dang Ngoc Anh (spelling with no accent marks).

<sup>145</sup> See the section of 《Japanese Lessons》 in *Ibid.*, pp. 146–147.

expressed pan-Asianist and patriotic sentiment.

Tei Shun Sho was one of the prolific contributors to the magazine. He was a writer and commentator on contemporary issues.

His first article (on the Japanese navy) was printed in the 4<sup>th</sup> issue (to celebrate the first-year anniversary of the Daitoa War) (see p. 152 in this paper). He contributed another article on the Japanese navy to the 14<sup>th</sup> issue (to commemorate the anniversary of the Japanese Navy) (see p. 155 in this paper). Again, his article appeared in the 31<sup>st</sup> issue on the occasion of the Japanese Army's anniversary (see p. 159 in this paper).

He was the author of news commentary “Năm Châu Bốn Biển” (Five continents and Four oceans) in the 9<sup>th</sup> issue. He also wrote the whole or a part of news column “Sóng gió năm châu” (Events in Five continents) from the 10<sup>th</sup> to the 21<sup>st</sup> issue, as mentioned earlier.<sup>146</sup>

In addition, his essay “Kỷ ức 29 Juillet 1941” (Memory of 29 July 1941) in the 18<sup>th</sup> issue remembered the impression of his first encounter with the Japanese troops when they started to be stationed in the Southern part of Indochina. In another essay “Người Nippon trong con mắt của một người An Nam” (The Japanese people seen from an Annamese) in the 28<sup>th</sup> issue, he discussed about the difficulties in mutual contact and understanding between the Japanese and the Vietnamese.

Besides, Tei Shun Sho also published three books in the series of New Asia (Loại sách Tân Á): *Từ Hawai đến Singapore* (From Hawaii to Singapore),<sup>147</sup> *Trận đánh Miến-Điện* (Battle in Burma),<sup>148</sup> and *Thái Bình Dương đại chiến* (Great war in the Pacific Ocean).<sup>149</sup>

It seems that Tei Shun Sho was a Vietnamese writer,<sup>150</sup> but the spelling of his name was not in accordance with the ordinary Han-Vietnamese notation, but following the Japanese way of pronunciation for Chinese characters.

Another interesting contributor to the magazine was a Japanese painter named Y. Kurakane. As mentioned in the Section of 《Some other series》,<sup>151</sup> he was the creator of four-panel cartoons from the 31<sup>st</sup> to the 51<sup>st</sup> issue.

Well before that, Kurakane drew cover pictures in the issues of 23 (see Image 53), 24, 25 (see Image 14),<sup>152</sup> and 26 (see Image 55). He also contributed a three-page collection of illustrations to the 26<sup>th</sup> issue commemorating the second anniversary of the Daitoa War (see Images 56 and 57).

The 28<sup>th</sup> issue was published on the occasion of the 1944 lunar new year, in which Kurakane drew various scenes of new year celebration in Japan and Vietnam (see Images 58 and 59). In addition, he illustrated an image of three Malay dancers in the space above the table of contents in the first page of the 29<sup>th</sup> issue.

<sup>146</sup> See *Ibid.*, p. 145. Sometimes, only the initial letters of T.S.S. or T.S.Shō were marked, instead of his full name.

<sup>147</sup> Its advertisement was in the “Bulletin d’Abonnement” (subscription form) inserted in the 1<sup>st</sup> issue of the magazine.

<sup>148</sup> Its advertisement was in the issues of nos. 4, 6, 8, 9, and 12.

<sup>149</sup> Its advertisement was in the issues of nos. 13 and 14.

<sup>150</sup> His ethnicity was not clear. He could be a Kinh, he could be a Hoa (of Chinese origin), or else.

<sup>151</sup> See Shirasihi, *op.cit.*, p. 149.

<sup>152</sup> Image 14 is printed in *Ibid.*, p. 141.

## [Advertisements]

In addition to the advertisement of Japanese movies, the magazine also printed the advertisement of Japanese companies, organizations, and others.

The O.S.K. Ligne (Osaka Syosen Kaisya), one of the biggest Japanese shipping companies, advertised most frequently in the magazine: in nos. 2, 3, 4, 5, 6, 7, 8, 9, 10 (two places in the same issue), 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43, 45, 47, 49, 61, and 66. It had three patterns of advertisement as illustrated in Images 29–31. According to the advertisement in all of those issues, the O.S.K. Ligne Saigon office was located at 5 Quai Le Myre de Vilers. From the 29<sup>th</sup> issue, the name of Dainan-Koosi (Saigon–Cholon–Phnompenh) was added as the “Représentants” (representative agency).<sup>153</sup>

**Image 29.** Advertisement (1) of the O.S.K. Ligne in the 3<sup>rd</sup> Issue (Same pattern in Nos. 2–6, 9–11, 14, 18 and 20)



**Image 30.** Advertisement (2) of the O.S.K. Ligne in the 7<sup>th</sup> Issue (Same pattern in Nos. 7, 8, 10, 12, 13, 15–17, 19, 21, 23, 25, 27 and 33)



**Image 31.** Advertisement (3) of the O.S.K. Ligne in the 29<sup>th</sup> Issue (Same pattern in Nos. 29, 31, 35, 37, 39, 41, 43, 45, 47, 49, 61 and 66)



Another important shipping company, the N.Y.K. Ligne (Nippon Yusen Kaisya), started advertising in the magazine a bit later than the O.S.K. It had the advertisement in nos. 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 51, 52, 60, and 64. It had two patterns of advertisement as illustrated in Images 32 and 33. According to them, the N.Y.K. Ligne Saigon office was located at 11 Quai de Belgique.

<sup>153</sup> The address of the Dainan-Koosi was not mentioned in the advertisement.

**Image 32.** Advertisement (1) of the N.Y.K. Ligne in the 26<sup>th</sup> Issue (Same pattern in Nos. 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, and 50)



**Image 33.** Advertisement (2) of the N.Y.K. Ligne in the 48<sup>th</sup> Issue (Same pattern in Nos. 48, 51, 52, 60, and 64)



Another important advertiser for the magazine was Sở Du lịch Nhật Bản (Japanese Tourist Bureau). Its advertisement appeared in nos. 1, 2, 7-9, 11, 12, 16, 20, and 22-24. It had two patterns of advertisement as illustrated in Images 34 and 35. According to them, the Saigon office was located at no. 2 Place Francis Garnier, and the Hanoi office was at Galerie Crédit Foncier on Paul Bert street.

**Image 34.** Advertisement (1) of the Japanese Tourist Bureau in the 1<sup>st</sup> Issue (Same pattern in Nos. 1, 2, 9, 11, 20, 22 and 24) (Mau! means Hurry up!)



**Image 35.** Advertisement (2) of the Japanese Tourist Bureau in the 12<sup>th</sup> Issue (Same pattern in Nos. 7, 8, 12, 16 and 23)



Sở Du lịch Đông Á (East Asia Tourist Bureau) had the advertisement of its publications in several issues of the magazine (as mentioned below). It seems that this organization was actually identical to Sở Du lịch Nhật Bản (Japanese Tourist Bureau) mentioned above, because the address of the two

organizations was exactly the same.

More concretely speaking, another side of the front cover in the 28<sup>th</sup> issue (published in Spring 1944) and another side of the back cover in the 29<sup>th</sup> issue (dated 10 February 1944) advertised the first volume of “Nippon Văn hóa” (Japanese Culture), which featured “Đạo Phật Nhật-Bổn” (Japanese Buddhism). It was published by Sở Du lịch Đông Á, 2 Place Francis Garnier, Saigon (the same address with that of Sở Du lịch Nhật Bổn Saigon office). The price was one piaster (see Image 36).

The back cover page of the 55<sup>th</sup> issue (published on 23 March 1945, two weeks after the Japanese coup) announced the reprinting of the first issue of the “Nippon Văn hóa” on Japanese Buddhism.

Another side of the front cover from the 30<sup>th</sup> to the 36<sup>th</sup> issue advertised the second volume of “Nippon Văn hóa”, which featured “Zyudo (nhu đạo).” It was published by Sở Du lịch Đông-Á, 2 Place Francis Garnier, Saigon. The price was one piaster (see Image 37).

Another side of the front cover in the 37<sup>th</sup> issue (20 June 1944) advertised the forthcoming volumes of 3 and 4, as well as the already published volumes of 1 and 2. It had no pictures.

Another side of the front cover from the 38<sup>th</sup> to the 41<sup>st</sup> issue advertised the third volume of “Nippon Văn-hóa”, which featured “Trẻ em và các hội hè bên Nippon” (Children and Festivals in Japan) . It was published by Sở Du-lịch Đông-Á, 2 Place Francis Garnier, Saigon. Again, the price was one piaster (see Image 38).

Another side of the front cover or the back cover from the 42<sup>nd</sup> to the 45<sup>th</sup> issue advertised the fourth volume of “Nippon Văn-hóa”, which was the Vietnamese translation of a book titled “Quốc-dân-tánh Nippon”<sup>154</sup> (National character of the Japanese). The author was “Zyozekan Hasegawa,<sup>155</sup> a famous critic in contemporary Japan.” Its “Nhà Xuất-bản” (Publishing house) was Sở Du-lịch Đông-Á, 2 Place Francis Garnier, Saigon, and Galerie du Crédit Foncier, rue Paul-Bert, Hanoi [which was the same address of Sở Du lịch Nhật Bổn Hanoi Office]. “Tổng đại-lý” (General agent) was A Sau, 72 Rue Chaigneau, Saigon,<sup>156</sup> and “Đại-lý Saigon-Cholon” (Agent in the Saigon-Cholon area) was Seibudo, 49 Boulevard Galliéni, Saigon. The price was one piaster. The advertisement had no pictures.

Another side of the front cover from the 46<sup>th</sup> to the 50<sup>th</sup> and 52<sup>nd</sup> issues had the advertisement of a book titled “Oanh-tạc và phòng- thủ thụ-động” (Bombing and Passive defense), which was published under the supervision of the Japanese military headquarters in Indochina. The advertiser wrote: “In order to understand the method of air defense to save the whole family and its property, we have to read [this book].” It is evident that the book was edited and published in late 1944, when the Allied planes started bombing against Indochina. The advertisement printed the address of both the Saigon and the Hanoi office of Sở Du-lịch Đông-Á, as well as that of A Sau as the general agent and Seibudo as the agent in the Saigon-Cholon area. The price was one piaster. The advertisement had no pictures.

The back cover page of the 63 issue (published on 1<sup>st</sup> June 1945, three months after the Japanese

<sup>154</sup> The correct spelling for “Quốc” should be “Quốc.”

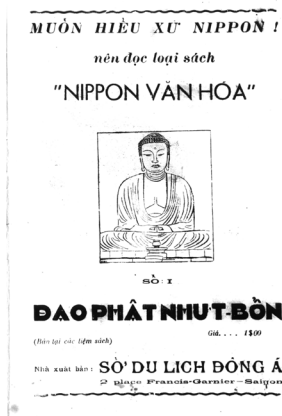
<sup>155</sup> The correct spelling for Zyozekan should be Nyozezan. He was the author of 『日本の性格』 (Japanese characteristics).

<sup>156</sup> Maison A Sau was the general agent for Magazine Tân Á. See Shiraishi, Masaya, “Tân Á (New Asia)—Japanese Propaganda Magazine Published in Vietnam During the Second World War (I),” in *Journal of Asia-Pacific Studies*, no. 36, p. 134.

coup) announced the reprinting of “Oanh-tạc và phòng- thủ thụ-động” as well as that of “Niti-Hutu-An Kaiwasho” (Japanese-French-Annamese conversation book).

Another side of the front cover in the 51<sup>st</sup> issue advertised the fourth volume of “Nippon Văn hóa”, which featured “Truyện thần tiên Nippon” (Japanese Legends). It wrote down the address of both the Saigon and the Hanoi office of Sở Du-lịch Đông-Á, but did not mention A Sau nor Seibudo. The price was not marked either (see Image 39).

**Image 36.** Advertisement of “Nippon Văn hóa”, Volume 1, in the 29<sup>th</sup> Issue (Same pattern in Nos. 28 and 29)



**Image 37.** Advertisement of “Nippon Văn hóa”, Volume 2, in the 31<sup>st</sup> Issue (Same pattern in Nos. 30–36)



**Image 38.** Image 36: Advertisement of “Nippon Văn hóa”, Volume 3, in the 38<sup>th</sup> Issue (Same Pattern in Nos. 38–41)



**Image 39.** Advertisement of “Nippon Văn hóa”, Volume 4, in the 51<sup>st</sup> Issue



The following three companies had a one-page advertisement (with no pictures) but only one time in the magazine: the Yokohama Specie Bank in the 1<sup>st</sup> issue, the Mitsui Bussan Kaisha Ltd in the 3<sup>rd</sup>

issue, and the Mitsubishi Shoji Kaisha in the 4<sup>th</sup> issue. The Yokohama Specie Bank Saigon branch was located at no. 9, Quai de Belgique. The Mitsui Bussan Kaisha Ltd had the Saigon office at 13 Rue Chaigneau, the Hanoi office at 114 Boulevard Gambetta, the Haiphong office at 72 Boulevard Paul Bert, and the Phnom Penh office at 149 Rue Galliéni. The Mitsubishi Shoji Kaisha Saigon office was located at 213 Rue Catinat.

Image 40. Advertisement of the Japanese pavilion at the Saigon Exposition in the 5<sup>th</sup> Issue (same pattern in Nos. 5 and 6)



Image 41. Map of the Japanese trade and technology pavilion and the Japanese fine arts pavilion at the Saigon Exposition in the 5<sup>th</sup> Issue (same pattern in Nos. 5 and 6)

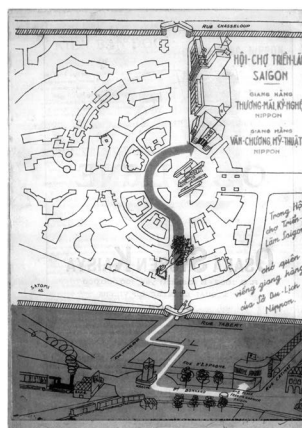


Image 42. Article on the Saigon Exposition in the 5<sup>th</sup> Issue (right page) (The article in the left page was on Japanese music records)



Another interest case was the advertisement of the Japanese activities in the Saigon Exposition. The 5<sup>th</sup> issue (dated 20 December 1942) and the 6<sup>th</sup> issue (dated 5 January 1943) printed the advertisement of the Japanese pavilion at the Saigon Exposition in another side of the front cover (Image 40), and the map of the Japanese trade and technology pavilion and the Japanese fine arts pavilion at the Exposition in the back cover (Image 41).

In addition, the 5<sup>th</sup> issue had a one-page article “Hội chợ: Triển lãm các tài liệu văn minh Nippon” (Exposition: displaying Japanese cultural materials) (see Image 42). The author’s name was not mentioned. It said that at the Saigon Exposition which started on 20 December, advanced Japanese technology and products were shown. More importantly, there were many items and events to demonstrate the spiritual aspects of the Japanese culture including fine arts and calligraphy exhibition, flower garden, tea ceremony, movies and music records. Finally, the article urged readers to compare the Japanese and Vietnamese culture to find the similarity between the two and thus understand the solid common basis for the Greater East Asia co-prosperity sphere.<sup>157</sup>

The 6<sup>th</sup> issue had an article entitled “Phim Nippon tiếng Annam” (Japanese movies in the Annamese language). The author’s name was not marked. According to the article, four Japanese films were shown at the Saigon Exposition, as mentioned earlier in the previous issue of the Journal.<sup>158</sup>

### [Readers’ Opinion]

In the first issue (dated 20 October 1942), the magazine editor addressed to readers as follows:

«Tân Á is your magazine. If you have any manuscript such as short essay, funny story, and commentary, please feel free to send it to us. We welcome it and pledge to publish it as much as possible.

Please follow the rules as below:

I. Salons de Thé (funny story): Any topic will be good, only if it is fresh and funny. One story should be less than 150 words, preferably written on postcard. If your manuscript is printed in the magazine, we will give you a suitable gift.

We welcome your comments to the magazine.

II. Short Essay, Commentary: Please discuss on Greater East Asia co-prosperity.

One essay should be less than 1,500 words. We will pay for your manuscript, if it is printed in the magazine.

Note: Please send your manuscript by 10<sup>th</sup> or by 25<sup>th</sup> of every month, because of time constraints for printing”.<sup>159</sup>

It is difficult to figure out which essays printed in the magazine were actually sent by readers. However, at least some of them can be identified as such. For instance, the 28<sup>th</sup> issue printed an essay

<sup>157</sup> TA no. 5, p. 7.

<sup>158</sup> The present author has mentioned about this article in Shiraishi, *op.cit.*, pp. 152–153.

<sup>159</sup> “Kính cùng độc giả,” TA no. 1, p. 16.



"Cảm tưởng về phim giáo dục Nippon" (Impression on Japanese educational movies" written by H.A. a student at a school teaching Japanese.<sup>160</sup> Another article in the same issue, "Cùng nông dân Việt-Nam trong thời kỳ chiến tranh" (Together with Vietnamese peasants in the war time) was written by "Một người An Nam" (an Annamese). It might be an essay sent by a reader.

As mentioned earlier, some poems printed in the magazine were also sent by readers.<sup>161</sup>

In the meantime, the column of "Ý-kiến bạn đọc" (Readers' Opinion) was printed from the 3<sup>rd</sup> issue (20 November 1942). At the beginning, the space for the readers' opinion was less than one page (see

Image 43. Column of "Readers' Opinion" in the 4<sup>th</sup> Issue

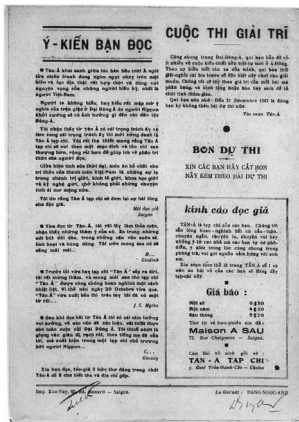


Image 44. Column of "Readers' Opinion" in the 22<sup>nd</sup> Issue

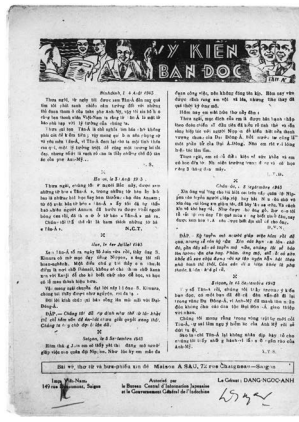


Image 45. Column of "Readers' Opinion" in the 24<sup>th</sup> Issue

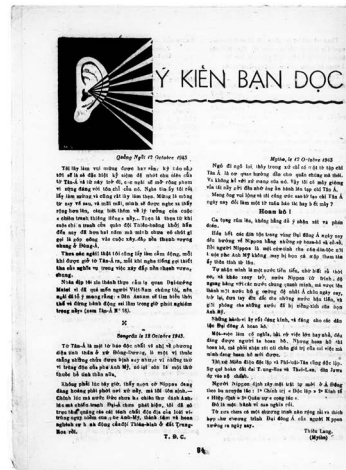


Image 46. Column of "Readers' Opinion" in the 43<sup>rd</sup> Issue



<sup>160</sup> See Shiraishi, *op.cit.*, p. 155.

<sup>161</sup> See *Ibid.*, pp. 150-151.

Image 43 as an example). However, the magazine from the 15<sup>th</sup> issue (20 June 1943) to the 22<sup>nd</sup> issue (5 October 1943) had a full page (see Image 44 as an example), and the magazine from the 23<sup>rd</sup> issue (20 October 1943) to the 38<sup>th</sup> issue (5 July 1944) (except for the 32<sup>nd</sup> and the 33<sup>rd</sup> issues<sup>162</sup>) devoted two pages to “Ý-kiến bạn đọc” (see Image 45 as an example). The 39<sup>th</sup> issue (printed in July 1944) had one page and a half, and the magazine from the 40<sup>th</sup> issue (5 August 1944) to the 55<sup>th</sup> issue (23 March 1945) (except for several issues<sup>163</sup>) had one page of readers’ opinion (See Image 46 as an example). The magazine from no. 60 (4 May 1945) had no column of readers’ opinion.

[Special Features]

Some issues of the magazine had special features (see Table 2: The Number of Pages and Special Features of *Tân Á*).<sup>164</sup>

No. 4 (published in December 1942) was a special issue to celebrate the first-year anniversary of the start of the Daitoa War (Greater East Asia War, i.e., Asia-Pacific War, which broke out on 8 December 1941). Its cover page clearly marked “Décembre 8” and “Số Đặc Biệt” (Special Issue) (see Image 3).<sup>165</sup> The issue actually contained such articles as “8 Décembre 1942” (no author’s name), “Hạm đội Thiên Hoàng Bách chiến Bách thắng” (Emperor’s fleet ever-victorious) written by Tei Shun Sho, “Đại Đông-Á trường cửu” (Greater East Asia for ever) (no author’s name) (see Image 47), and “Cuộc kiến

Image 47. “Greater East Asia for ever” in the 4<sup>th</sup> Issue



<sup>162</sup> The 32<sup>nd</sup> issue had one page, and the 33<sup>rd</sup> issue had no page for “Ý-kiến bạn đọc.”

<sup>163</sup> The issues of 44, 48, and 51 had no page for “Ý-kiến bạn đọc.” In the meantime, the issues of 53, 54, 56, 57, 58, and 59 are missing in the author’s collection.

<sup>164</sup> Table 2 is printed in Shiraishi, *op.cit.*, pp. 136–137.

<sup>165</sup> Image 3 is printed in *ibid.*, p. 138.

thiết Đại-Đông-Á tiến hành mau lẹ” (The construction of Greater East Asia is progressing swiftly) written by Miyamoto. It also printed a message by Iwataro Uchiyama (special envoy of Japan), as mentioned in the section of 《Writers in the magazine》 of this paper.<sup>166</sup> The back cover page printed a world map, with big letters “Kỷ niệm Đại Đông Á chiến tranh Đệ nhất chu niên: Lực lượng Anh-Mỹ tiêu diệt!” (Commemoration of the first anniversary of the Daitoa War: British and American Forces should be annihilated!).

No. 7 did not explicitly call itself Special Issue, but just marked “Xuân 1943” (Spring 1943) at the bottom of the cover page. However, it was sufficient to remind the readers that this was a special issue to celebrate the new year of 1943. It actually contained articles such as “Lễ tết Nippon” (New Year Holidays in Japan) written by M.M. (see Image 48); “Thơ Xuân Nippon” (Spring Poems) of Toson Shimazaki and Shungetsu Ikuta translated by Ng. Văn. Sinh into Vietnamese; “Tết trong Quân lữ” (New Year’s celebration in Japanese troops) written by S.K.; and “Thực phẩm đầu xuân” ([Japanese] Foods in New Year days) (no author’s name).

**Image 48.** The first page of “New Year Holidays in Japan” in the 7<sup>th</sup> Issue (the pictures on the right page were drawn by “Satomi”, according to the table of contents in the first page)



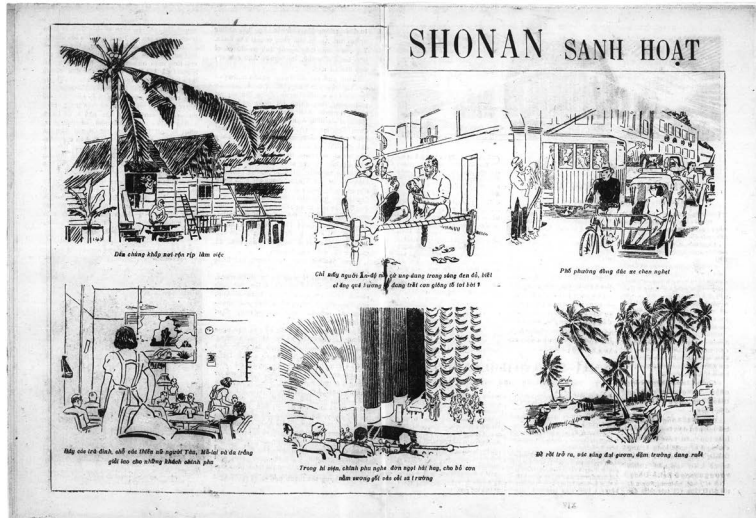
No. 8 (dated 15 Feb. 943) explicitly marked “Số Đặc Biệt Singapore” (Special Issue on Singapore) at the bottom of the cover page. It actually included articles “Trận đánh Malai” (Battles in Malay) written by Matsuzaki; “Trung tướng Yamashita: Người đã thắng trận Singapore” (Lieutenant General Yamashita, who won the battle in Singapore)<sup>167</sup> written by M.M; and “Shonan phục hưng” (Revival of

<sup>166</sup> A brief description on Uchiyama’s message is in *ibid.*, p. 142.

<sup>167</sup> Tomoyuki Yamashita was the commander of the Japanese army which occupied the Malay Peninsula and Singapore.

Shonan<sup>168</sup>) written by Kozeki; as well as some sketch images of “Shonan sanh hoạt” (Life in Shonan) (painter’s name was not signed) (see Image 49). As such, the issue was to commemorate the first anniversary of the Japanese victory in Singapore.

Image 49. “Life in Shonan” in the 8<sup>th</sup> Issue



No. 9 (dated 5 March 1943) explicitly wrote “Số đặc biệt Mãn-Châu” (Special Issue on Manchuria) at the bottom of the front cover page (see Image 50). It actually included articles “Mãn Châu Quốc—11 năm kiến lập” (Manchukuo: 11 years of the establishment) written by M.M.; and “Quân đội Mãn châu Quốc” (Manchukuo troops) (no author’s name).

Image 50. Front Cover of the 9<sup>th</sup> Issue

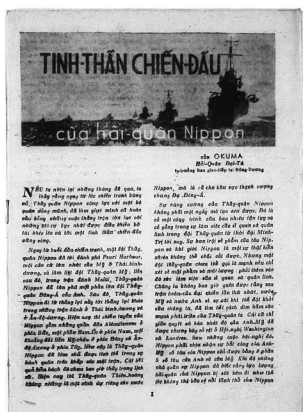


<sup>168</sup> Shonan was the Japanese name for Singapore.

Tân Á (New Asia)

No. 14 (20 May 1943) called itself “Số đặc biệt” (Special Issue) and marked “27 Mai, ngày kỷ niệm hải quân Nippon” (27 May, Anniversary of the Japanese navy) at the bottom of the cover page. The main article of the issue was literally “Ngày kỷ niệm hải quân Nippon” (Anniversary of the Japanese navy) (3 pages including two photos) written by S. Matuzaki. Other articles were “Tinh thần chiến đấu của hải quân Nippon” (Fighting spirits of the Japanese navy) contributed by Navy Colonel Okuma (liaison office chief in Indochina)<sup>169</sup>; “Đô-đốc Yamamoto, anh hùng của thế-kỷ” (Admiral Yamamoto, hero of the century) written by M.M.<sup>170</sup>; and “Bí quyết sự thắng trận của thủy-quân Nippon” (Secret of a key to the success in battles of the Japanese navy) written by Tei Shun Sho. The magazine also printed advertisement of two books related to the Japanese navy: *Thái Bình Dương đại chiến* (Great war in the Pacific Ocean) and *Hải quân Nippon vô địch* (Japanese Navy invincible).<sup>171</sup>

Image 51. First Page of “Fighting spirits of the Japanese navy” in the 14<sup>th</sup> issue



No. 16 (published in July 1943) was “Số đặc biệt Tân Trung-Hoa” (Special Issue on New China) (see Image 6).<sup>172</sup> The first article in the issue “Tân Trung-Hoa: Bước đầu trên cuộc phục hưng Đông-Á” (New China: The start of East Asia’s reconstruction) by Matuzaki (3 pages including 2 photos) said “7 July coming soon is the 6<sup>th</sup> anniversary of the Sino-Japanese [military] clash.” The issue also printed another article “Quân lực Tân Trung Hoa” (Military power of New China) translated by Đỗ-Văn-Có (3 pages including 2 photos).

No. 19 (dated 20 August 1943) was “Số đặc biệt Miến điện độc lập” (Special Issue on Burmese independence) (see Image 8).<sup>173</sup> It included articles “Miến Điện độc lập: Một phần tử vùng Đông-Á đã tiến

<sup>169</sup> The fact that Colonel Okuma contributed an article is briefly mentioned in Shiraishi, *op.cit.*, p. 143.  
<sup>170</sup> Admiral Isoroku Yamamoto was Commander-in-chief of the Combined Fleet from 1939 until his death in 1943.  
<sup>171</sup> The advertisement was printed in another side of the front cover. The first book was written by Tei-Shun-Sho, who had many articles in magazine Tân Á. The second book was co-authored by S. Matuzaki and S. Kimura.  
<sup>172</sup> Image 6 is printed in Shiraishi, *op.cit.*, p. 139.  
<sup>173</sup> Image 8 is printed in *ibid.*, p. 140.

một bước dài trên đường vinh quang của lịch-sử” (Burmese Independence: A member of East Asia has made a big step on the glorious road in the history) by M.M. (2 pages including one photo); and “Lời tuyên bố Miến-điện độc-lập” (Independence declaration of Burma) (2-page summary). It had also a column on “Lá cờ Miến-điện độc lập” (Flag of independent Burma) and a two-page collection of photos on “Tình hình Miến-điện độc lập” (Current situation of independent Burma) (see Image 52).

Image 52. “Current situation of independent Burma” in the 19<sup>th</sup> Issue



No. 23 (dated 20 October 1943) was “Số đặc biệt kỷ niệm đệ nhất châu-niên” (Special Issue to celebrate the one-year anniversary [of the magazine publication]) (see Image 53). However, it contained only one article (two-page long) “12 tháng giao-tình” (12-month friendship), in which the editor looked back over the past year and spoke of aspiration toward the second year publication.

Image 53. Front Cover of the 23<sup>rd</sup> Issue



No. 24 (5 November 1943) printed a picture of a Philippine girl with the national flag and marked “Phi Luật Tân độc lập” (Philippine Independence) on the front cover, thus indicating it was a special issue for the independence of the Philippines. Actually, it included articles such as “Phi Luật Tân độc lập” (Philippine Independence) by M. Kozeki (3-page long including one photo); “Nhân ngày độc lập: Cảm tưởng của một kiều dân Phi-luật-tân” (On the occasion of independence: Impressions of a Philippine resident in Saigon) (2-page long); “Hiến pháp Phi-luật-tân” (Constitution of the Philippines) (2-page summary); and “25 Octobre—cuộc dạ hội chia mừng Phi-luật-tân độc lập” (25 October: Evening Ceremony to celebrate the Philippine Independence) (3-page long including one photo, with no author’s name) (see Image 54). It had also a column on “Lá quốc kỳ Phi-luật-tân” (National flag of the Philippines) and a two-page collection of photos in the Philippines.

Image 54. “25 October: Evening Ceremony to celebrate the Philippine Independence” in the 24<sup>th</sup> Issue



No. 26 (dated 8 December 1943) marked “8 Décembre” on the cover page (see Image 55) and “Kỷ niệm đệ nhị châu niên chiến tranh Đại Đông Á” (Commemorating the second anniversary of the Daitoa War) at the top of the table of contents on the first page. The issue printed Foreign Minister Mamoru Shigemitsu’s declaration on 15 November “Con đường đi đến một thế-giới mới” (Road to a new world) (2 pages and a half); a 5-page column “Sự quyết định của Á Châu trong ngày kỷ niệm chiến tranh lần thứ hai” (Determination of Asia on the occasion of the second anniversary of the War) which included the voices of four persons from China (Chinese in abroad), the Philippines, India, and Vietnam: a two-page poem “Bài ca Đại-Đông-Á” (A song of Greater East Asia) by Kiyoshi Komatu<sup>174</sup>;

<sup>174</sup> See also Shiraishi, *op.cit.*, p. 143,

and a three-page collection of cartoons drawn by Y. Kurakane “Đại Đông Á chiến kỷ—ngày khai chiến 8 Décembre 1941” (Record of Greater East Asia War: 8 December 1941, anniversary of the outbreak of the war) (see Images 56 and 57); as well as a three-page article written by M. “Vùng thịnh vượng chung kiến thiết hoàn thành” (Co-prosperity sphere to be built completely), the subtitle of which was “Về ý nghĩa cuộc chiến tranh và tình hình kiến thiết Đại-Đông-Á” (On the significance of the war and the current status of the construction of Greater East Asia); and a two-page article by Kozeki “Cuộc kiến thiết Đại Đông Á và Đông-dương” (The construction of Greater East Asia and Indochina).

Image 55. Front Cover of the 26<sup>th</sup> Issue



Image 56. Collection of cartoons “Đại Đông Á chiến kỷ—ngày khai chiến 8 Décembre 1941” (Record of Greater East Asia War: 8 December 1941, anniversary of the outbreak of the war) (1), in the 26<sup>th</sup> issue



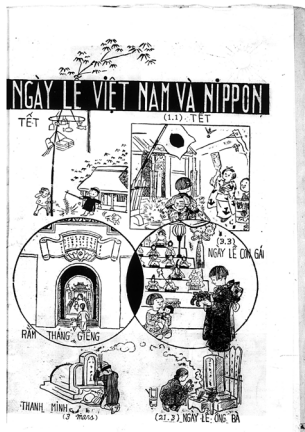
Image 57. Collection of cartoons “Đại Đông Á chiến kỷ—ngày khai chiến 8 Décembre 1941” (Record of Greater East Asia War: 8 December 1941, anniversary of the outbreak of the war) (2), in the 26<sup>th</sup> issue





No. 28 did not explicitly call itself as a special issue, but marked “Xuân 1944” (Spring 1944) at the bottom of the cover page, and “Cung chúc Tân Xuân” (A happy new year) at the top of the table of contents on the first page. It had a cover picture of a Japanese girl wearing kimono and a Vietnamese girl wearing áo dài (see Image 7).<sup>175</sup> The issue contained a new year’s congratulatory address by Ambassador Kenkichi Yoshizawa (see Image 18),<sup>176</sup> and a three-page collection of illustrations drawn by Y.Kurakane on “Ngày lễ Việt nam và Nippon” (Vietnamese and Japanese holidays) (see Images 58 and 59).

**Image 58.** “Vietnamese and Japanese holidays” (1) In the 28<sup>th</sup> issue



**Image 59.** “Vietnamese and Japanese holidays” (2) In the 28th issue



No. 29 (dated 10 February 1944) did not explicitly call itself a special issue, but contained two articles concerning Syonan (the Japanese naming for Singapore): “Từ Singapour đến Syonan” (from Singapore to Syonan) written by K.; and “Tiến đánh Singapore” (Victorious march to Singapore) written by M.; as well as a one-page collection of photos “Quang cảnh thành Syonan” (Scenery in the city of Syonan); and a two-page collection of photos “Syonan 2 năm kiến thiết” (Two years of the construction of Syonan). Thus, the issue was actually to commemorate the second anniversary of the Japanese victory in Singapore.

No. 31 (dated 10 March 1944) marked “Số Lục quân” (Issue on the Army) (see Image 4),<sup>177</sup> but it contained only a two-page feature article written by Tei Shun Sho “10 Mars ngày kỷ niệm của lục quân Nippon” (10 March, anniversary of the Japanese Army).

No. 35 (dated 20 May 1944) marked “Số Hải quân” (Issue on the Navy) (see Image 60). It printed a four-page article by Kubota “Hải quân Nippon vững lòng chờ vận hội” (Japanese massive Navy waiting for good chances). It also contained a one-page advertisement of a Japanese film on the navy: “Thủy quân đại chiến” (Navy’s great war).

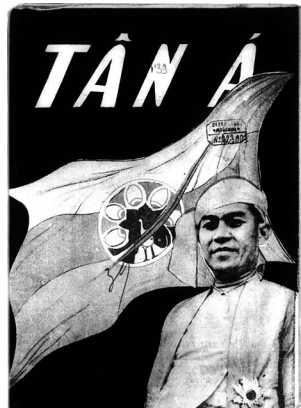
<sup>175</sup> Image 7 is printed in *ibid.*, p. 139.

<sup>176</sup> Image 18 is printed in *ibid.* p. 144. And the fact that Ambassador Yoshizawa contributed a congratulatory address is mentioned briefly in *ibid.*, p. 143.

<sup>177</sup> Image 4 is printed in Shiraiishi, *op.cit.*, p. 139.

**Image 60.** Front Cover of the 35<sup>th</sup> Issue

No. 39 (published in July 1944) did not explicitly call it was a special issue,<sup>178</sup> but the cover page had a picture of a Burmese with the national flag (see Image 61). The first article (3 pages) was “Miến Điện một năm độc lập” (One year of Burma’s independence) written by Kubota; and the second (2 pages) was “Ký ức bên Miến Điện” (Memory in Burma) written by Oyamatu.

**Image 61.** Front Cover of the 39<sup>th</sup> issue

No. 40 (dated 5 August 1944) did not call it was a special issue either, but the cover page had a picture of flying airplanes (see Image 62). The first article (3-page long written by Ohta) was “Chuyện phi cơ” (A Story on airplanes); the second (2-page long written by Kubota) was “Đào tạo phi công” (Training of air pilots); the third (3-page long including 8 illustrations with no author’s name) was “Chuyên môn về các trận không chiến” (Professionals about air battles); and the fourth (1-page long

<sup>178</sup> However, the last page in no. 38 had a notice that the forth-coming 39 issue would be “Số đặc biệt kỷ niệm đệ nhất châu-niên Miến-Điện độc-lập” (Special issue to commemorate the first anniversary of Burmese independence).

with no author's name) was "V.I?".<sup>179</sup> In the last pages of the same issue, two other articles were printed: "Một chiến cụ vá trời lấp biển- Hàng không mẫu hạm" (Military equipment playing a big role to cover the sky and the sea: air force of craft career) (2-page long written by L.M.); and "Máy bắt tin phi cơ" (Machines to catch sounds of air planes) (2-page long written by S.). As such, this issue actually dedicated the majority of pages to air planes.

**Image 62.** Front Cover of the 40<sup>th</sup> issue



No. 41 (dated 20 August 1944) did not call it was a special issue,<sup>180</sup> but the cover page had a picture of a (Japanese) female student at a medical college (see Image 11).<sup>181</sup> The first article (2 pages with no author's name) was "Học sinh Nippon và chiến tranh" (Japanese students and the War); the second (3 pages with no author's name) was "Chế độ giáo dục ở Nippon" (Educational system in Japan); the third (3 pages written by Đ.N.A.) was "Đạo học trong một nước" (Teaching in a country); and the fourth (1 page written by Đỗ Văn Lý, secretary of the Japanese students' club in Japan) was "Bức thơ bên Nippon: Tình hình sinh hoạt của du học sinh Việt Nam ở Nippon" (A letter from Japan: Daily life of Vietnamese students in Japan). The issue had also a one-page photo of two little girls hand-in-hand going to school (see Image 63), and a two-page collection of photos of "Ấu trĩ viên bên Nippon" (Kindergartens in Japan).

<sup>179</sup> V.I. was a German missile.

<sup>180</sup> However, the last page of the 40th issue had a notice that the forth-coming 41<sup>st</sup> issue would be "Số đặc biệt về <Giáo dục và Thanh niên>" (Special issue on education and the youth).

<sup>181</sup> Image 11 is printed in Shiraishi, *op.cit.*, p. 140.

**Image 63.** Photo in the 41<sup>st</sup> issue: Two little girls hand-in-hand going to school

No. 44 (dated 5 October 1944) did not call it was a special issue, but the cover page had a photo of a farming machine in the Philippines. The first article (3 pages with no author's name) was “Phi Luật Tân độc lập đệ nhất châu niên—Độc lập-Tuyên chiến, Đông Á phải thắng” (First year anniversary of independence of the Philippines: Independence Declaration, East Asia should win); and the second article (4 pages written by Lê Ái Việt) was “Jose Rizal: Cha đẻ cuộc độc lập Phi Luật Tân” (Jose Rizal: Father who brought independence to the Philippines). It had also a three-page collection of photos “Phi Luật Tân độc lập: Tranh thời sự” (Independent Philippines: photos of current situation).

No. 48 (dated 5 December 1944) did not call clearly that it was a special issue either. However, it was published on the occasion of the third year anniversary of the Daitoa War. In actuality, the front cover had several photos related to the war, such as parachute soldiers, snipers, and artillery soldiers. At the bottom of the cover page, the letters “8 Décembre 1944” were also marked. The first article (3 pages written by Kubota) was “Qua năm thứ tư chiến tranh Đ.Đ.A” (Entering the fourth year of the Greater East Asia War). In the next two pages, the magazine printed the congratulatory remarks “Nhân ngày kỷ niệm đệ tam chu niên chiến tranh Đ.Đ.A” (On the occasion of the third anniversary of the Greater East Asia War) written by Rear Admiral Kuroki and Taizo Watanabe.<sup>182</sup>

No. 50 (published in January 1945) did not call it was a special issue. However, it contained a two-page article “Hãy nắm tay nhau tấn bước” (Let's advance hand-in-hand) written by Mrs. Yamamoto, Presidnet of Dai Nippon Women's Association; a two-page article “Đặc điểm của phụ nữ Đông Phương” (Characteristics of Eastern women) written by L.M.; a two-page article “Hồng thập tự Nippon” (Japanese Red Cross) (with no author's name); and a two-page article “Phụ nữ Việt Nam trong lịch sử” (Vietnamese women in history) written by D.N.A.. It had also a one-page picture of a Japanese woman with the arm band of Red Cross working together with a nurse; and a two-page photo collection of “Phụ nữ Đại Đông Á” (Women in Greater East Asia) (see Image 64). Thus, this issue

<sup>182</sup> The fact that Rear Admiral Kuroki and Taizo Watanabe contributed their messages is briefly mentioned in *Ibid.*, p. 143.

dedicated many pages to women in Japan and the rest of Greater East Asia.

Image 64. Women in Greater East Asia in the 50<sup>th</sup> issue



No. 51 did not call it a special issue, but marked “Tết 1945” on the front cover (see Image 15).<sup>183</sup> Actually, the editor’s congratulatory address “Tết, nguồn hi vọng—nhân dịp nguyên-đán” (Tết, A source of hope: on the occasion of the New Year’s Day) was printed in the first page. It was followed by a two-page article written by A.F. “Tết Việt Nam và Tết Nippon” (Vietnamese Tết and Japanese Tết). The same issue also contained a poem written by Minh-Nhật “Thiệp Xuân” (Welcome the Spring); a one-page essay written by ASAD “Xuân về” (Spring comes); and a three-page story written by Tử-Phùng Nhị- Lang “Hoa đào vườn cũ” (Peach Flowers in the Old Garden) (see Image 65).

The Japanese army carried out a coup de force against the French in Indochina on 9 March 1945. Due to the confusion, the author’s collection of the magazine becomes very irregular. The first issue published after the coup in the author’s collection is no. 55 (dated 23 March 1945).

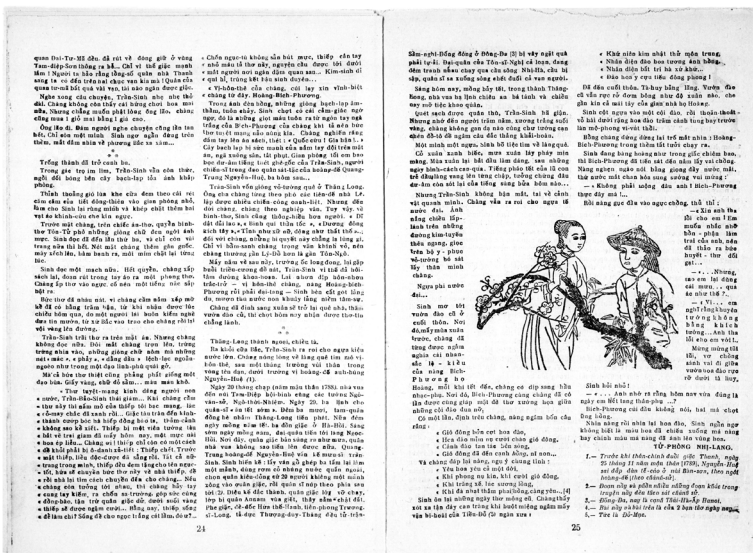
The style of the magazine was very different from that of the earlier issues published before the coup. The magazine was now printed weekly (instead of bi-weekly). Each issue had usually 16 pages including front cover and back cover pages (see Table 2: The Number of Pages and Special Features of Tân Á).<sup>184</sup> The magazine had very few photos and pictures.

In the author’s collection, there is only one special issue published after the Japanese coup. That was no. 65 (dated 17 June 1945), whose cover page marked ““Số đặc biệt truy-niệm 13 nhà cách-mạng bị hành-hình tại Yên Bái” (Special Issue to mourn the 13 revolutionaries [of Việt Nam Quốc dân Đảng]

<sup>183</sup> Image15 is printed in *Ibid.*, p. 141.

<sup>184</sup> Table 2 is printed in Shiraiishi, *op.cit.*, pp. 136-137.

Image 65. The Second and the Third Pages of "Peach Flowers in the Old Garden" in the 51<sup>st</sup> Issue



who were executed in Yên Bái [on 17 June 1930]" (see Image 17).<sup>185</sup> Following a three-page preface by the editor "Đánh dấu một trang sử" (Marking a historical page), the magazine printed a six-page story (with no author's name) "Nguyễn-Thái-Học: Chiến-sĩ quốc-gia cách-mạng" (Nguyễn Thái Học: revolutionary warrior of the nation). All the other pages were also dedicated to praise the heroes and heroines of the Party, such as Đoàn-Trần-Nghiệp alias Kỳ-con, Miss Nguyễn-Thị-Giang, Mrs. Nguyễn-Thị-Bắc, Mrs. Đỗ-Thị-Tâm, Mrs. Trần Thị Thuật and Mrs. Nguyễn-Thái-Học.

### Concluding Remarks

Magazine *Tân Á* was one of the precious information sources to understand the Japanese political and cultural policy toward Vietnam during the Asia-Pacific War. It also shed light on the war-time situation of the Vietnamese society and people.

Our detailed list of its contents compiled by Masaya Shiraishi and Trần Thị Huệ will be soon registered in the Waseda University Central Library Repository.<sup>186</sup>

<sup>185</sup> Image 17 is printed in *Ibid.*, p. 142.

<sup>186</sup> Its tentative title is *Detailed List of Contents: Tân Á (New Asia)—Japanese Propaganda Magazine Published in Vietnam During the Second World War* to be compiled by Masaya Shiraishi and Trần Thị Huệ, and registered in Waseda University Central Library Repository.