



# Japan Screen Topics

ISSUE No. 76-3

## I. THE LATEST IN HATS

59 feet 1 min. 38 sec.

### 1. CUTTING CLOTH (3 feet - 15 feet)

In Japan, spring is the season for fashion shows.

To start from the top, this means hats.

These ones are made in Tokyo by a high fashion firm determined to give its clients the best that both Japan and Europe have to offer.

The new hat styles went on display in March.

### 2. STORE EXTERIOR (15 - 25)

This style center is a joint venture between Christian Dior of Paris and Japanese interests.

It offers cloths originally conceived by Japanese designers, whose work is edited and brought into line with European trends by Dior's staff in London and Paris.

Now, on with the show.

3. RED HAT MODEL (25 - 59)

The spring shows are when fashion conscious women assemble their wardrobes for spring and summer... buying clothes to be worn in the mountains, at the seaside, in the heat of the big cities, or even on trips overseas.

Today they're viewing hats for indoors and hats for outdoors... hats for night and hats for day.

(bride) There's even something for the girl getting married in spring or autumn... a broad brimmed hat in bridal white.

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Chapeau 1976 ... trends in Japanese hat styles for mid-year.

## II. TV WITH A PERSONAL TOUCH

68 feet 1 min. 53 sec.

### 1. TAMA (3 feet - 7 feet)

Tama new town ... a vast apartment complex recently developed in southwest Tokyo ... today is the laboratory for an experiment in a new kind of television service.

### 2. ANTENNA (7 - 33)

Tama families receive the programs from Tokyo's seven regular TV channels on these community antennas, but they also have a special TV station of their own.

It gives them a variety of personalized services that would not be practical for big stations.

Tama's station offers local news, shopping advice, and even educational programs Tama residents want for their children.

(punching cards) At times when Tama's own station isn't broadcasting, it can relay news and special announcements to people watching the regular TV outlets.

It does this by printing the information on electronic tapes, which can be superimposed on the regular stations' broadcasts.

Thus if school gets out early or train service falls off schedule, Tama listeners learn about it right away.

### 3. ENGINEER (33 - 48)

One service the station offers Tama housewives is a daily broadcast of prices quoted by supermarkets, butcher shops and fish stores in the area.

Written on cards, the information is flashed on the TV screen, and the watchers get enough time to copy down the items they need.

Tama's personalized TV service is a one year experiment, not tried before in Japan. It is confined at present to 250 families, who receive the programs by cable rather than by broadcast.

Costs of the test run are being underwritten by the government, the network TV stations and also by several large Japanese industries.

#### 4. ROW OF ENGINEERS (48 - 68)

Many Japanese families are anxious for their children to learn English. On the theory that the best time to learn languages is childhood, Tama's TV station offers a course in English for small children.

A native speaker voices the English words, and a Japanese teacher does the necessary explaining.

Each family in the Tama TV network is linked by telephone to the station. Thus TV becomes a dialogue, rather than just a one-way street.

In the English teaching program, the children are free to call up the station, and practice their newly-learned English words on the teacher.

When Tama station's one-year test-run is over, it will go commercial and offer its programs for sale to everybody in the community.

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Japan pioneers in adapting television to greater usefulness in daily life.



### III. FOOD FOR THE EYES

90 feet 2 min. 30 sec.

#### 1. PARTY (3 feet - 19 feet)

A banquet fit for a king ... but the guests don't look enthusiastic.

Well, with beer like this, who could be?

(steak) The steak's a beauty ... but obviously beauty is only skin deep.

These are plastic models of dishes sold in Tokyo restaurants.

In Japan, most eating houses display these samples of the meals they offer ... usually in a showcase at the front door. The guests not only read the menu ... they actually see what their choice will look like.

#### 2. STEAK(19 - 39)

Manufacturing this food for the eyes only is an important small-scale industry in Japan.

Let's see how its done.

First, a quick hardening jelly is poured over the real items in a steak dinner. When the jelly solidifies, it captures their shapes in a mold.

Special wax that dries white and hard is streaked across the bottom of the mold. It is the fat for the steak.

(pour in vinyl) Next comes the plastic. It will be the lean meat.

(face) The watchful eyes of our chef tell him the steak is ready for the final touches.

3. PAINTING (39 - 50)

Artists of the kitchen take up their paint brushes and baste the steak to a mouth-watering brown.

When the paint dries, the meat goes on a serving platter with plastic vegetables and other artificial trimmings.

4. FISH (50 - 68)

Steak is not the only dish in our chef's repertoire. He also makes good Tai sea bream fish ... a famous Japanese delicacy.

(ebi) Here's a dinner with shrimp as the main course.

(deserts) Tempting deserts ... with whipped cream that dries hard as a rock and holds its shape for years.

5. RESTAURANT (68 - 90)

Enticed into restaurants by the samples, the guests savor the real thing.

The samples have to be washed at intervals to maintain their luster ... or at least dusted to keep them looking appetizing.

Food for the eyes ... a Japanese advertising gimmick speeds the flow of business for people who sell real food for the stomach.