

K. OKUNO

REKLAME  
IN JAPAN

ADVERTISING  
IN JAPAN

日本ノ廣告状態ヲ回顧スルト全ク日本ニ於テ歐州風ニ  
隨ヒ新聞雜誌ガ發行セラレ然テ茲ニ始テ廣告ヲ讀ムニ  
至クハ四十年以來ノ事ヲ有ル。日本ノ商人ハ古來ヨ  
リ廣告ヲナスコトハ商業上絶對的ニ必要ナル事ト夫レニ  
依リ大ナル利益ヲ得ル事ハ既ニ能ク識テ居タノデ有ル。  
夫レ故彼等ハ回來ヨリ極ノテ勿推ナル方法ニモ不拘種  
々ノ材料ヲ以テ廣告スルコトヲ試タ。店ノ周圍ニ大ナ  
ル文字ヲ以テ記レク看板ヲ撰ケ又ハ市内及ヒ地方ニ至  
ル迄廣告ヲナス為メ或ル他ノ方法ヲモ應用シタ。一例  
ノ擧グレバ日本ノ風習禮儀ヲ知ラザル者ニハ了解スル  
コト困難ナル可シ日本ニハ二種ノ扇ガアリ之ハ竹ト紙  
ヨリ作ラレ暑キ氣候ノ為メ日本人ニハ欠ク可カラザル

Eine Seite des japanischen Ma-  
nuscriptes zum unten stehenden  
Artikel



Foto Yva

WHEN we take a retrospect of Japanese advertising, we find that the first newspapers and magazines in American style with advertisements began to appear about forty years ago. Since the most ancient times, Japanese merchants have been aware of the necessity of advertising and its advantages in business. Long ago, therefore, they employed the most various methods of advertising, some of them extremely primitive. They were accustomed, for instance, to stick placards with giant lettering around their shops. Other means of advertising will only be comprehensible to those who are in some measure familiar with Japanese habits and customs. In Japan, two kinds of fans are in use, those of paper and those of bamboo. Everyone uses them, the warmth of the climate makes them indispensable. Formerly when everything was much cheaper, it was possible to buy a pretty round fan (Uziwa) for about a half-penny. A simple advertisement in one or two colors, the Japanese sign-writing harmonizing tastefully with the design, was printed on these fans. This form of advertising was practically universal. Japanese inns and restaurants used the small sake bowls (Sake is the Japanese national beverage) as a medium of advertising, and also small cotton towels. The miniature sake bowls are as indispensable in a Japanese household as the long narrow towels (Tenugui). Every guest of a Japanese inn is presented with a little sake bowl on his departure as a souvenir and the same time an advertisement for the proprietor. The two Japanese amusements which have been traditional for centuries, wrestling and the theatre, also indulge in advertising. Every actor and wrestler owns a banner, three or four yards long, printed with his name. The actors also distribute hairpins decorated with their coat of arms. The wrestlers, of whom there are about a hundred, wander all over the country. When a new eating-house, fish-shop, barber's or what not, is to be opened, the whole shop-front is decorated with the many congratulatory messages received from the friends and acquaintances of the proprietor, in order to proclaim his popularity in advance. These messages of congratulations consist of large