



4 Japanese Posters advertising Sake (Liquor) „White Crane“

They did not regard them as derogatory to their art; for this kind of picture has no essential connection with advertising.

During the last decade a new kind of advertising has rapidly developed. Japanese advertising, composed and painted in European style is carried out in order to correspond with more modernized taste. In European eyes, this budding productivity still seems to lack a good deal. The principal trouble is that Japan has no great advertising artists such as Europe can boast. In the two kinds of advertising mentioned above, the artist was not trained to advertising art, for in Japan there are no schools in which advertising art is taught. We hope that practical schools of advertising will soon come into being in Japan and that Japanese commercial art will develop in a manner better adapted to its purpose than has hitherto been the case. Trans. by E. T. Scheffauer

on the scene; they did not come from the artist class, but they carried out advertising placards in oils after the European manner. Along the railroad tracks and at every depot such large hoardings and posters were to be seen and the large department stores also attempted to encourage effective advertising by means of prize competitions.

Since painting for advertising purposes had for centuries been in the hands of the makers of lanterns, artists held the traditional view that such painting was unworthy of their attention. Every painter fought shy of undertaking advertising commissions, since he feared to lower his prestige as creative artist.

Business firms had in the meanwhile expended large sums on advertising and won influence over the broad masses of the public. Advertising competition became keener from year to year, but the kind of advertising used underwent no change, no growth, but was confined to the depicting of beautiful women and dresses. Artists also accepted commissions of this kind.

