

# 早春の東北

Eisenbahnplakat



創作  
板井花  
勝平得之作  
一九二二

仙臺鐵道局

Railway poster

## JAPANESE ADVERTISING ART

When some six years ago K. Okuno wrote a critical appreciation of the work that Japan was then producing in the sphere of advertising art, he stated in conclusion that the advertising art of his country was still in a "period of transition" but that one might well "expect it to evolve a style of its own in the course of its future development". And actually, on comparing Japan's former achievements in this domain with the work she produces to-day, it is obvious that Japanese advertising art has perfected itself and is well on the way to developing a style peculiar to itself. In order to understand the difficulties and the whole significance of this movement correctly, one thing must be taken into consideration, namely this, that the advertising artists of Japan for politico-commercial reasons and to guarantee their work widespread appreciation, were compelled to strive after such forms of expression as would not only fulfil the requirements of Japanese ideas with regard to style but would satisfy the tastes of other lands. Such deference to foreign countries was too great to