

Commemorating the 80th anniversary of Shibusawa Eiichi's death
 Special Exhibition "Shibusawa Eiichi and
Jitsugyo no Nihon: Businessmen as Seen in Magazines"



No. 2011-03, September 1, 2011

From October 1 to November 27, 2011, the Shibusawa Memorial Museum will present a special exhibition entitled "Shibusawa Eiichi and *Jitsugyo no Nihon: Businessmen as Seen in Magazines*."

First published in June 1897, *Jitsugyo no Nihon* (Business Japan) was one of the representative business magazines of modern Japan along with *Tokyo Keizai Zasshi* and *Toyo Keizai Shimpō*. In commemoration of the 80th anniversary of Shibusawa Eiichi's death, the exhibition will take a retrospective look at Shibusawa's contributions to the magazine as well as the articles of contemporary businessmen and entrepreneurs.



"Shibusawa Eiichi and *Jitsugyo no Nihon: Businessmen as Seen in Magazines*"

- Organized by: Shibusawa Memorial Museum, Shibusawa Eiichi Memorial Foundation
 Supported by: Jitsugyo no Nihon Sha, Ltd.
 Dates: Saturday, October 1 – Sunday, November 27, 2011
 Hours: 10:00 – 17:00 (last entry by 16:30)
 Closed: Mondays (except October 10); October 11, November 4 and 24
 Venue: Special Exhibition Hall, Shibusawa Memorial Museum
 (2-16-1 Nishigahara, Kita-ku, Tokyo)
 Admission: Adults 300 yen, children (up to 18 years) 100 yen
 Groups of 20 or more: adults 240 yen, children (up to 18 years) 80 yen per person
 * Admission free October 1-2 and November 6

Lecture

- Title: The Past, Present and Future of Jitsugyo no Nihon Sha
 Speaker: Mr. Yoshikazu Masuda, Chairman, Jitsugyo no Nihon Sha, Ltd.
 Date: Saturday, November 19, 2011 13:30-15:00
 Venue: Meeting Room, Shibusawa Memorial Museum
 Attendance limited to 40 (reservations required).
 No fee beyond regular museum admission is required.
 The lecture is in Japanese only.

Shibusawa Foundation

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or visit www.shibusawa.or.jp/english for details.

Contact:
 Shibusawa Eiichi Memorial Foundation
 Public relations: Ruri Kato
 Curator: Hitoshi Sekine
 Tel. 03-3910-0005 Fax.03-5567-7289

While active in business in many roles including as president of the Daiichi Bank, Shibusawa Eiichi was also involved in transmitting his ideas to society at large through lectures and contributions to magazines.

Jitsugyo no Nihon (Business Japan) is one of the magazines to which Shibusawa contributed most frequently. First published in June 1897, it was one of the representative business magazines of modern Japan along with *Tokyo Keizai Zasshi* and *Toyo Keizai Shimpo*. *Jitsugyo no Nihon* often published Shibusawa's articles on various topics including economy, finance and current affairs as well as his thoughts on life and his experiences based on his ideal of "harmony between ethics and economy."

As this year marks the 80th anniversary of Shibusawa Eiichi's death, the exhibition will take a retrospective look at Shibusawa's contributions to *Jitsugyo no Nihon* and also introduce articles by contemporary businessmen and entrepreneurs. We hope this exploration of *Jitsugyo no Nihon* will shed light on the relationships between businessmen and magazines in modern Japan.

Exhibition contents:

Prologue: The Age of Business Magazines

I. The Start of *Jitsugyo no Nihon*

II. Shibusawa Eiichi's Age as Traced through *Jitsugyo no Nihon*

III. *Jitsugyo no Nihon* and Shibusawa Eiichi

Epilogue: Magazines and Businessmen

Main items to be exhibited:

First issue of *Jitsugyo no Nihon*



Jitsugyo no Nihon was first published on June 10, 1897. The cover of the magazine, emblazoned with the word "jitsugyo" (business), and a map of Japan on a bright red background surrounded by statistical charts, was cutting edge at the time. The design became popularly known as the symbol of the magazine and was used until 1919. The first publisher was an organization called *Dainihon Jitsugyo Gakkai* (Great Japan Business Studies Association). In 1900 Masuda Yoshikazu, the editor of the magazine from the first issue, established and became first president of *Jitsugyo no Nihon Sha*, Ltd.

Jitsugyo no Nihon Sha 30th Anniversary Dinner , 1927



Jitsugyo no Nihon Sha celebrated its 30th anniversary in 1927. The photo was taken at a celebratory dinner at the Nihon Kogyo Club on July 1. The caption on the back reads "from left: Okuma Nobutsune, Asano Soichiro, Baron Okura Kihachiro, Masuda Giichi, Shibusawa Eiichi, Takada Sanae, Naito Hisahiro, Okawa Heizaburo, Tokutomi Iichiro and Miyake Yujiro." This

photograph is thus a visual representation of the personal relationships that made up *Jitsugyo no Nihon*.

Other items include:

- Letter from Masuda Giichi to Shibusawa Eiichi
- Portrait of Shibusawa Eiichi taken by the official photographer of *Jitsugyo no Nihon*, 1924
- Books published by *Jitsugyo no Nihon Sha*: *Jitsugyo Koshu Roku*, *Jitsugyo no Teikoku*, etc.
- *Jitsugyo no Nihon Sha Nanajunenshi* (70 year history of *Jitsugyo no Nihon Sha*)