Finding aid for the Japanese poster collection 3020

Rebecca Corbett and Bo Doub
USC Libraries East Asian Library
2020 April
Doheny Memorial Library
3550 Trousdale Parkway
Los Angeles, California 90089-1825
URL: http://libraries.usc.edu/locations/east-asian-library
Contributing Institution: USC Libraries East Asian Library
Title: Japanese poster collection
Creator: Asai Shiiten (Tokyo, Japan)
         Dainihon Seito Kabushiki Gaisha
Creator: Gōshi Kaisha Chidoriya Shōten (Tokyo, Japan)
Creator: Ichida Ofusetto Insatsu Kabushiki Kaisha (Ichida Offset Printing Co., Ltd.) (Osaka, Tokyo, and Shanghai)
Creator: Kabushiki Kaisha Tōkyō Tsukiji Kappan Seizōsho (Tokyo, Japan)
Creator: Machida, Ryūyō, 1871-1955
Creator: Mayama, Kōji, 1882-1981
Creator: Mitsuma Insatsu Gōmei Kaisha (Tokyo, Japan)
Creator: Mitsuma Insatsujo (Mitsuma Printing Works) (Tokyo, Japan)
Creator: Mitsumura Printing Co., Ltd. (Kobe, Japan)
Creator: Nagahara, Kotaro, 1864-1930
Creator: Nakayama Taiyodo
Creator: Nippon Shuzō Kabushiki Kaisha (Yonezawa, Japan)
Creator: Okano, Sakae, 1880-1942
Creator: Sugiura, Hisui, 1876-1965
Creator: Sugiyama, Sueo
Creator: Tada, Hokuu, 1889-1948
Creator: Tōkyō Inshokan
Identifier/Call Number: 3020
Physical Description: 3 Linear Feet3 oversize folders
Date (inclusive): 1915-1929
Language of Material: Japanese , Chinese
Storage Unit: 1
Storage Unit: 2
Storage Unit: 3

Scope and Contents
The collection contains posters on the following topics: Japanese products and design; railways, ocean liners and tourism; Japanese art and design exhibitions; Japanese imperial modernity (including colonies in Korea, Manchuria, and northeastern China); and Japanese Ministry and Telecommunications campaigns. The posters reflect both Japanese painting techniques (nihonga) and Western painting techniques (yōga). Pictorial styles range from neo-traditionalism derived from woodblock prints (ukiyo-e) to modernism. The prominence of beautiful women (bijin) as an aesthetic category in the collection is of note. Most of the posters were produced using the offset lithographic printing technique. They were created by prominent designers, commissioned by large Japanese corporations and government ministries, and produced by Japan's major offset printing companies.

Conditions Governing Access
Advance notice required for access. Please contact Japanese Studies Librarian, Dr. Rebecca Corbett [rcorbett@usc.edu].

Conditions Governing Use
All requests for permission to publish or quote from manuscripts must be submitted in writing to the Manuscripts Librarian. Permission for publication is given on behalf of the East Asian Library as the owner of the physical items and is not intended to include or imply permission of the copyright holder, which must also be obtained.

Preferred Citation
[Box/folder no. or item name], Japanese poster collection, Collection no. 3020, East Asian Library, USC Libraries, University of Southern California

Processing Information
This collection was previously named the "Asian poster collection" and included description for three boxes of Chinese posters (numbered 4, 5, and 6). The description for the Chinese posters was removed, as they will be described separately.
"Asian poster collection" still appears as a collection title in the USC Digital Library metadata for digitized posters from this collection.

**Custodial History**
The provenance of the USC Libraries Japanese poster collection is unknown, as is the date of acquisition. The collection, consisting of 45 posters (including some duplicates) was uncovered during an inventory process of an off-site storage facility in 2013.

**Subjects and Indexing Terms**
Commercial art -- Japan -- Taishō period, 1912-1926 -- Posters
Design -- Japan -- History -- Taishō period, 1912-1926
Offset lithography -- Japan -- Taishō period, 1912-1926 -- Posters
Posters, Japanese -- Taishō period, 1912-1926 -- Archival resources
Printing -- Japan -- History -- 20th century
Propaganda, Japanese -- Taishō period, 1912-1926 -- Posters
Travel posters -- Japan -- Taishō period, 1912-1926 -- Archival resources
Offset lithographs
Posters
Asai Shiten (Tokyo, Japan)
Dainihon Seito Kabushiki Gaisha -- Posters
Gōshi Kaisha Chidoriya Shōten (Tokyo, Japan) -- Posters
Ichida Ofusetto Insatsu Kabushiki Kaisha (Ichida Offset Printing Co., Ltd.) (Osaka, Tokyo, and Shanghai) -- Posters
Kabushiki Kaisha Tōkyō Tsukiji Kappan Seizōsho (Tokyo, Japan) -- Posters
Machida, Ryūyō, 1871-1955 -- Posters
Mayama, Kōji, 1882-1981 -- Posters
Mitsuma Insatsu Gōmei Kaisha (Tokyo, Japan) -- Posters
Mitsuma Insatsujo (Mitsuma Printing Works) (Tokyo, Japan) -- Posters
Mitsumura Printing Co., Ltd. (Kobe, Japan)
Nagahara, Kotaro, 1864-1930 -- Posters
Nakayama Taiyōdo -- Posters
Nippon Shuzō Kabushiki Kaisha (Yonezawa, Japan) -- Posters
Okano, Sakae, 1880-1942 -- Posters
Sugiura, Hisui, 1876-1965 -- Posters
Sugiyama, Sueo -- Posters
Tada, Hokuu, 1889-1948 -- Posters
Tōkyō Inshokan -- Posters