SOURCES, RESOURCES, CREDITS

Selected Bibliography


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"Japanese Modernism and Consumerism: Forging the New Artistic Field of Shōgyō Bijutsu (Commercial Art)" in Being Modern in Japan: Culture and Society from the 1910s to the 1930s, edited by Elise K. Tipton and John Clark, pp. 75-98 (Honolulu: University of Hawaii Press, 2000).


Footnotes

1. Shiseido began producing cosmetics in 1896.


4. Fukuura Arinobu’s stewardship of the pharmacy at the prestigious and modern Tokyo Hospital, founded by Doctor Takagi Kanehiro, inestimably contributed to consumer confidence in the Fukuura name.


8. Shiseido also marketed two liquid white powders: Blanc de Perles and Eau de Neige. Ibid., p. 22, pp. 34-35.


10. Shiseido promoted the popular European trend of putting an open bottle of perfume in one's drawers to infuse one's clothing with scent rather than apply the scent to a handkerchief. *Shiseido Geppō* 2, December 1924, p. 1


13. The Hanatsubaki-kai and its coupon books were introduced in *Shiseido Graph* 43, February 1937, pp. 18-19.


15. *Shiseido Graph* 17, December 1934, cover.

16. "Ginpa o kōshite," *Shiseido Graph* 3, September 1933, p. 9; *Shiseido Graph* 5, November 1933, p. 9.


18. The Chainstore Research 9, March 1936, cover.


24. For a discussion of this compendium and commercial art trade journals of the period, see Weisenfeld, "Japanese Modernism and Consumerism: Forging the New Artistic Field of Shōgyō Bijutsu (Commercial Art)."


27. The Chainstore Research 28, October 1937, cover.

29. *Shiseido Chainstore Alma Mater* 2, no. 11, November 1940, cover.


32. *Shiseido Chainstore Alma Mater* 2, no. 9, August 1940, back cover.


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MIT Visualizing Cultures:

John W. Dower
*Project Director*
*Ford International Professor of History*

Shigeru Miyagawa
*Project Director*
*Professor of Linguistics*
*Kochi Prefecture-John Manjiro Professor of Japanese Language and Culture*

Ellen Sebring
*Creative Director*

Scott Shunk
*Program Director*

Andrew Burstein
*Media designer*

In collaboration with:

Gennifer Weisenfeld
*Associate Professor*
*Art, Art History & Visual Studies*
*Duke University*

Author, essay: "Selling Shiseido: Cosmetics Advertising & Design in Early 20th-Century Japan"

Shiseido Co., Ltd.

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