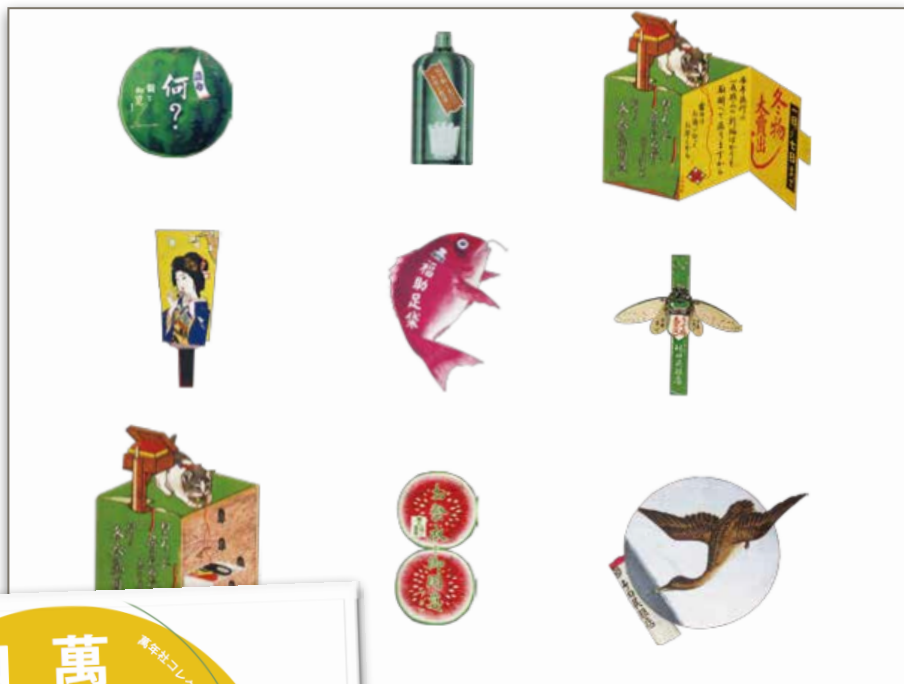


# MANNENSHA Collection



MANNENSHA Collection Archiving & Research Project

# The Development of Mannensha

1890 (June 1, Meiji 23): Founded in the 4<sup>th</sup> district in Imabashi, Osaka by Sadae Takagi (1857-1940).

1894 (Meiji 27): Tokyo Branch opened in Nihonbashi Ward, Ueshin Town.

1895 (Meiji 32): Kyoto Branch opened in Sanjou Takakura.

1909 (Meiji 42): Founder Sadae Takagi travels abroad.

1910 (Meiji 43): Begins operations as an advertising agency; Sponsors advertising exhibition (200 books, 500 magazines, 400 posters, and the like).

March 1911 (Meiji 44): Establishes Osaka Advertising Research Society.

September 1920 (Taisho 9): Mannensha Corporation founded.

1922 (Taisho 11): Shizuka Nakagawa, retired professor from Kobe School of Business, enters company; becomes head of the Planning Division.

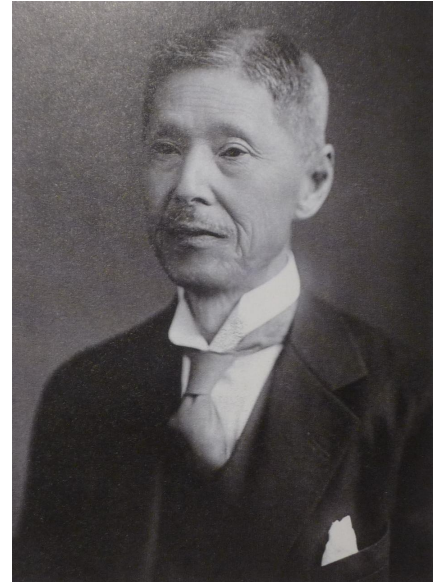
April 1923 (Taisho 12): First issue of 'Advertising Digest' published.

1925 (Taisho 14): First issue of 'Advertising Almanac' published.

September 1926 (Taisho 15): Completion of Mannensha's company office building in the 5<sup>th</sup> district of Kouraihashi, Osaka.

June 1940 (Showa 15): 50 Year Anniversary of the founding of Mannensha; October 22: Founder Sadae Takagi passes away.

1941 (Showa 16): Publication of 'Advertising Digest' and 'Advertising Almanac' suspended due to paper regulations.



Founder Sadae Takagi



Company office building in the 4<sup>th</sup> district of Kouraihashi (Oct. 1898-Sept.1926)



Interior of offices in the 5th district of Kouraibashi (Sept.1926-May 1971)

1943 (Showa 18): Daitou Advertising Co. founded by national policy; inherits Tokyo Branch's business.

1950 (Showa 25): Publication of 'Advertising Digest' and 'Advertising Almanac' resumed after ten-year suspension.

1952 (Showa 27): Kobe Branch upgraded; Nagoya Branch opened.

April, the same year: Investigation Department separates from Planning Division, forms new Research Division (Survey Department, Statistics Department, Publishing Department, and Advertising Research Department).

1955 (Showa 30): New Tokyo Branch building constructed; Radio and Television Division established—weekly publication boom, neon advertisements.

1957 (Showa 32): Company president system reinstituted under Sadaji Takagi: Ohata becomes the fifth company president.

July, the same year: Inaugural 'Television Viewing Conditions Survey' implemented concerning public television programs (continued for approximately five years).

1960 (Showa 35): First issue 'The Ad Report' published; Tokyo Branch office upgraded (519 company employees).

1964 (Showa 39): Tokyo Olympics; Average trading volume per employee reaches approximately one million Yen.

1990 (Heisei 2): 100 Year Anniversary of the founding of Mannensha: The 100-Year History of Mannensha Advertising published.

1999 (Heisei 11): Voluntary bankruptcy ends approximately 110-year company history.

# **Mannensha Collection:**

## **History and Outline**

The Mannensha Collection is a collection of advertising materials which belonged to Mannensha, an advertising agency established in Osaka in 1890 (Meiji 23). Enthusiastically involved in advertising research from its inception, this company became a pioneer in the advertising field, providing a wide range services to its sponsors, from design and draft to marketing. Mannensha long represented Japan as one of its premier advertising agencies both prior to and following World War II, only to regrettably go bankrupt in 1999.

The agency's enormous stock of advertising materials and literature was purchased by sympathizers in the Osaka economic world at the time and donated to the Osaka City Museum of Modern Art; Planning Office. In 2009, a research team headed by Osaka City University's Graduate School of Literature and Human Sciences began a research project on this collection of materials. After titling it the 'Mannensha Collection,' the team classified it into four categories; Books, Hikifuda (advertising handbills), Paper and Printed Materials, and Videotapes. The team completed its final inventory in approximately five years, opening the collection (Paper and Printed Materials/Videotapes) to the public as a web database in 2014.

This collection ranges from paper advertisements of the Meiji Era at its oldest to internal documents, radio and television commercial reels revealing the company's marketing scheme at its dawning. We hope the research team's accomplishments using this

extensive collection of original materials will reach the hands of a wide range of researchers and, as a cultural resource, contribute to the development of historical advertising research throughout Japan.

## Mannensha Collection:

### Summary of Paper and Printed Materials/Videotapes

Category	Classification	Number of Boxes (pieces)
Mannensha's Collectibles	Old, large-scale materials	152 boxes (9954 pieces)
Internal Materials	Company history	21 boxes (610 pieces)
Business Materials	Files divided by company	24 boxes (204 files)
	Event materials	11 boxes (312 pieces)
	Advertising products	2 boxes (57 pieces)
	Sales	13 boxes (376 pieces)
Posters	Old posters	169 pieces
	1990's posters	266 types
Videotapes	Visual/Audio (commercials)	204 boxes (approximately 30,00 pieces)

## **Description of Contents**

### **Old, large-scale materials (Mannensha's Collectibles)**

A diverse collection of original resources including international and domestic advertisements, specialized international newspapers, including those designated for Japanese immigrants, and scraps from domestic newspapers as well. Small advertisements, flyer clippings, and prewar newspaper ads, which were normally discarded, were preserved and passed down through this company's careful management system. Pieces range from the Meiji Era up to the early Showa Era.

### **Company history (Internal Materials)**

A diverse, enormous collection of internal documents, including account settlements from the company's founding, proceedings records revealing the start-up conditions for organizations in the industrial world, and founder Sadae Takagi's instructional manuscripts and lecture records, defining the company. Through the varied brush-drawn and cord-bound pieces, as well as mimeograph prints from the War, we can learn about the operations of Mannensha, which served as both a pioneer and recorder of the advertising world.

### **Business materials**

A collection of business plan presentation boards, the manufacturing department's files from Mannensha's bankruptcy, as well as paste ups, galley proofs, and comps, demonstrating the step-by-step production process. The progression of the handmade production process remains frozen prior to digitalization in this collection.

## **Posters**

The collection of 'Old posters' is composed of three varieties: European industrial posters prior to 1910, European posters during World War I, and Japanese domestic posters during World War II. Despite considerable deterioration, more noteworthy than the posters' aesthetic value is their brush-drawn label, thought to be a product of Mannensha. There is a distinct possibility that a portion of the posters which bear the seal 'Nakagawa' may have belonged to Professor Shizuka Nakagawa, summoned by Mannensha from the Kobe School of Business.

The '1990's posters' is a collection of posters produced by Mannensha prior to bankruptcy.

## **Videotapes**

The content of these videotapes includes public relations films, television and radio commercials, every kind of sound source, as well as a collection of products for said commercials. 6mm music tapes, cassette tapes, 16mm film, 35mm film and one-inch film, Betacam, VHS tapes, Beta tapes, U-Matic tapes, and the like: approximately 9,000 pieces remain in 204 boxes.



## **Publications**

Report: Mannensha Collection Archiving & Research Project – 2010 Report, March 2011, Osaka City University.

Report: Mannensha Collection's Commercial Database Document Collection (2010 edition), March 2012, Osaka City University.

Catalog book: Mannensha Collection—Paper Resources from the Beginning of Advertising (2011 edition), March 2012, Osaka City University.

Report: Mannensha: Company-History Documents Collection (2011 edition), May 2012, Osaka City University.

Report: Mannensha: Company-History Documents Collection (2012 edition), March 2014, Osaka City University.

Report: Mannensha: Company-History Documents Collection (2015 edition), March 2015, Mannensha Collection Archiving & Research Project.

## **Research Exhibitions**

Co-sponsored by Osaka City University Graduate School of Literature and Human sciences, Osaka City Museum of Modern Art Planning Office.

Event title: a Collection of Osaka City Museum of Modern Art Planning Office; the Mannensha Collection—From the paper advertisements at the dawn of advertising to the television era—.

Event dates: February 1, 2012-February 27, 2012

Location: Osaka City University, Graduate School of Literature and Human sciences Building, Information Editing Room (2<sup>nd</sup> floor, Room 201)

## **Web Database**

'Mannensha Collection: Osaka Advertising History Database,' Osaka City University Urban Culture Research Center.

<http://ucrc.lit.osaka-cu.ac.jp/Mannensha/>

## **Research grants-in-aid received to this point**

2008 Osaka City University Priority Research (as part of a collaborative project)



2009-2010 Hideo Yoshida Memorial Foundation, 'Basic research of Osaka's post-war advertising history through materials of the former Mannensha advertising agency' (Research representative: Reiko Tuchiya)

2010 Scientific Research Grant: Public promotion of research accomplishments (database), 'Mannensha Collection's television commercial database' (Representative: Hajime Nakao (Kyoto Seika University), Partners: Saeko Ishita, Reiko Tuchiya)

2010-2011 Osaka City University Research Donation (Mainichi SPC), 'Mannensha Collection Archiving & Research Project.'

2010 Public-Service Trust: Shinzou Takahashi Memorial Broadcast Cultural Reconstruction Fund, 'Mannensha Collection Archiving & Research Project: Constructing a radio commercial digital database' (Representative: Saeko Ishita)

2011 Osaka City University Urban Problems Research, 'Comprehensive research concerning the construction of television cultural history/advertising history archives – Priority research of Osaka's advertising history through materials of the former Mannensha advertising agency' (Representative: Saeko Ishita)

2011 Osaka City University New Industrial Production Research, 'Creation of "sentimental value" in advertisements from the handmade-analog era: Rediscovery through materials of the former Mannensha advertising agency' (Representative: Saeko Ishita)

2011 Scientific Research Grant: Public promotion of research accomplishments (database), 'Mannensha Collection's television commercial database (second term)' (Representative: Hajime Nakao (Kyoto Seika University), Partners: Saeko Ishita, Reiko Tuchiya)

2011 Public-Service Trust: Shinzou Takahashi Memorial Broadcast Cultural Reconstruction Fund, 'Mannensha Collection Archiving & Research Project: Constructing a radio commercial digital database (second term)' (Representative: Saeko Ishita)

2012-2015 Scientific Research Foundational Grant (C), 'Research of Osaka's advertising history through materials of the former Mannensha advertising agency' (Representative: Yukie Takeuchi)

2012-2015 Scientific Research Foundational Grant (B), 'Searching for an integrative perspective of television program and commercial analysis' (Representative: Saeko Ishita)

2013-2014 Osaka City University Strategic Research; Priority Research (B), 'Constructing a data archive of cultural resources and urban social surveys in Osaka—Creating a new research subject through secondary data analysis' (Representative: Saeko Ishita)

## Mannensha Collection Archiving & Research Project

Osaka City Museum of Modern Art, Planning Office,  
Osaka City University (Graduate School of Literature and Human Sciences,  
Urban Culture Research Center)

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Date of Publication: March 2015