**Ephemera Collection Finding Aid**

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| NLA CALL# JAP Eph 5 / JAP pic 200 **Ephemera materials on Yoshichu Co., Ltd.** |
| Background |

Background

Yoshichu Co, Ltd. was established as a kimono business in 1875 and is Japan’s oldest comprehensive apparel company. After WWII, the company’s focus shifted to western style clothing comprising of textile, apparel and mannequin sectors. Yoshichu does not just import the fabric, but also designs and makes their own original clothes with their pattern. In order to promote their original products, they has produced well-designed advertisements such as booklets, pamphlets, and magazines, as well as organised many exhibitions and sales. The quality of their clothes and promotions have contributed to gain popularity.

 (Source:

Yoshichu Co,Ltd. corporate site <https://www.roman-yoshichu.co.jp/>, viewed 5 October 2018

Wikipedia <https://ja.wikipedia.org/wiki/%E5%90%89%E5%BF%A0>, viewed 5 October 2018)

Content

Materials in this collection are pamphlets, flyers advertising the sale, postcards, tickets, colour samples, fabric samples, calendars, awards certificate, booklets, posters, semi-annual magazines and a sugoroku produced by Yoshichu between 1946 and 1970.

Access

The ephemera may be accessed through the Library’s Asian Collections Reading Room by eCallslip request: <https://nla.gov.au/nla.cat-vn7460895>

**Folder 1: Pamphlets of Textile Sector (1)**

Item 1-Item 7: Booklets of Sekai no tabi shirizu (世界の旅シリーズ)

　 Item 8-Item 14: Pamphlets ofKenbikai (研美会)

Item 15-Item 21: Pamphlets ofKyoto Yoshichu (京都吉忠)

Item 22-Item 56: Pamphlets ofMode Collection

**Folder 2: Pamphlets of Textile Sector (2)**

Item 1-Item 29 Pamphlets ofRomantex Collection

**Folder 3: Pamphlets of Textile Sector (3)**

 Item 1-Item 39 Pamphlets ofRoman Print Collection

**Folder 4: Pamphlets of Apparel Sector**

 Item 1-Item 64 Pamphlets ofRoman Collection

**Folder 5: Miscellaneous materials**

Item 1-Item 27 Flyers advertising the sales

 Item 28-Item 40 Pamphlets of Mannequin Sector

 Item 41-Item 63 Other pamphlets, postcards, colour samples, fabric samples, calendars,

 tickets, awards certificate and booklet.

**Box 1: Magazine “Roman fabric” (1956-1963)**

No. 208-217; 219-220; 222; 224-227

**Box 2: Magazine “Kimono (きもの)” (1950-1955)**

　　 No. 194-195; 197-207

**Box 3: Large size of posters and pamphlets**

Item 1-Item 17 Posters

Item 18-Item 46 Pamphlets

**Sheet materials: Large pamphlets, sugoroku and posters (JAP Pic 200)**

1. Romansai (朗満祭)
2. Freezing touch ‘62
3. Kokyu obajiten (高級オーバー地展)
4. Romantex collection for spring 1960
5. Romantex Jadin des couleurs 1962-1963
6. Roman [5, 6, 7 Apr.]
7. [Advertisement on Nikkan Shports newspaper]
8. Roman haru no kichoshoku tokubetsu happyo (Roman 春の基調色特別発表)
9. Romantikkusu gonaikenkai (ロマンティックス御内見会)
10. Roman purinto dai 2-kai happyokai (ロマンプリント第2回発表会)
11. Roman silks
12. From the new world
13. Fuyu no hi no akusento modo (冬の日のアクセントモード)
14. Shizukana iro to chowa (静かな色と調和)
15. Sekai no tabi sugoroku (世界の旅双六)
16. 1962 Spring Romantex, Roman Print