

CALPIS and the Formation of the Modern Japanese Family during the 1920s: Exemplifying Late-Taishō Advertisement Strategies

Takane SUZUKI

This paper focuses on the establishment of the popular soft drink known as CALPIS, as well as the advertisement strategies used to promote this new drink. The birth of CALPIS is deeply connected with the rise of modernization and capitalization in Japan. Launched in the Taishō period, CALPIS's initial purpose was to promote the population's health based on scientific knowledge. However, as modernization's cultural aspects developed in the middle of the 1920s, the advertising images of CALPIS aroused admiration toward building the westernized, modern family. This paper aims to establish the cultural history of CALPIS by referring to its representation in literary sources.