

A Significance of “Ladies Home Journal” in Producing Posters during Prewar Japan

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During the prewar period, many Japanese designers saw various visual materials in producing advertisement posters, and “Ladies Home Journal,” a well-known female magazine in the United States, was one of the examples of their source. By examining the posters made in Japan, more than 50 works took inspiration from the magazine published from 1915 to 1941. It shows that Japanese designers and printing companies at that time recognized “Ladies Home Journal” as the perfect sample to produce the posters. Unfortunately, using works by others without permission was quite common during the prewar period in Japan; however, it is also true that how to edit them requires specific skills and talents of individual artists. It is important to reevaluate those works, admitting their background instead of dismissing them merely due to making use of other images.