

Dissemination and Reception of Advertising Pamphlets for Publishing: Focusing on Sample Books (*Naiyou-mihon*) in the Late 1920s

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This study examines the dissemination and reception of advertising pamphlets for publishing in modern Japan, focusing on "sample books (*Naiyou-mihon*)" during the late 1920s *Enpon boom* (the Complete Works boom). While the boom has been recognized as a "publishing revolution" due to the mass production and consumption of books, this paper highlights the proliferation of pamphlets. Sample books, alongside newspaper and magazine ads, physical samples, and book inserts, played a key role in consumer engagement. Examining Kaizousha's *Marx-Engels Collected Works* sample book, this study reveals its dual function as both an advertising and educational tool. The enrichment of content, including recommendations and commentary, endowed pamphlets with an additional role as a medium for the dissemination of literature and ideology.