

From the Editor's Desk—10th Anniversary Edition

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A decennary, a decennium—did you know that those are synonyms for a decade? If you did, I congratulate you on your excellent vocabulary. I will admit to never having seen them before I was desperately casting around for a hook to begin the opening essay for the tenth anniversary issue since the founding of *Shashi: The Journal of Japanese Business and Company History*. Ten years, or a decade, decennary or decennium if you prefer, is a lot of water under the bridge and we feel it is note-worthy.

Those of you with superior math skills might be saying to yourselves, “Hey, but this is only Volume Seven. I thought you were an annual publication. Isn’t it premature to celebrate ten years?” Well, it has been ten years, but you are not wrong. We try to keep on schedule but sometimes life gets in the way. For example, this humble editor has moved four times (twice internationally) in the last ten years. We know you look forward to each issue with anticipation and humbly apologize for any disappointment this may have caused.

Even with only seven parts, reaching a tenth birthday is something to celebrate. Ten is, after all, a magical number. According to Pythagoras, ten was representative of perfection because $1+2+3+4=10$. This demonstrated the unity of multiplicities. Ten is the completion of one cycle and the beginning of a new one. While at *Shashi*, we would never claim perfection (no matter how hard we try), over the last ten years we have been honored to publish a range of fascinating research and offer a variety of research tools to help the scholar. Articles have covered communications systems, Hiroshima newspapers, zaibatsu, Shibusawa Eiichi and banking, and Shiseido cosmetics and their marketing in northeastern Asia.

In this issue we offer yet more exciting looks into company and business history in Japan. Steven Ivings gives us Part II of his fascinating biographical look at the Anglo-Dutch trader John Duus and his activities in the much under-researched treaty port of Hakodate. His article provides insight into the difficulties of trading in the shifting political landscape in the early years of the Meiji period. Our second article by Qing Xia and Pierre-Yves Donzé



The Birthday Cake. Harry Whittier Frees. 1914.
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moves forward chronologically a hundred years to a significant article on tea company ITO EN and the survival of green tea in a modernizing, westernizing world. It details the strategies that ensured that survival. The research note by Steven Ericson looks at the foreigners who helped stabilize the new Japanese currency in the Meiji period. And of course, we have some great reviews of some great books.

Looking forward, we hope you will continue to join us in our exploration of the world of Japanese business and its environment. For that we need your help, to provide content, to cite our articles, to tell your friends, to skywrite our URL and otherwise spread the word. A journal, after all, is only as good as its readers and contributors. We intend to maintain our annual publication schedule so submit with confidence that your work will receive prompt attention and timely publication.



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