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Study of Economic Magazines in the Later Stages of the Meiji Era: Using *Jitsugyo no Nihon* as an Illustration.

Tokyo Keizai Zasshi (Jan. 1879 - Sept. 1923) and *Toyo Keizai Shinpo* (Nov. 1895 - June 1930) are well-known economic magazines from the late Meiji era. However, a glance at other magazines published in that era reveals that many of them include the word '*Jitsugyo*' (Business) in their titles. *Jitsugyo no Nihon* was one of them. It was launched in June 1897, its existence straddling three centuries until the final issue in March 2002. This makes it, surely, the longest running magazine in modern Japanese history.

This paper concentrates on the period from launch until 1907, when *Jitsugyo no Nihonsha* cemented its standing as a magazine publishing company. In the latter Meiji period, however, a publisher that raised the banner of '*jitsugyo*' came to occupy the position of a cultural organization. This could be seen as proof that capitalism was now firmly established in Japanese society.