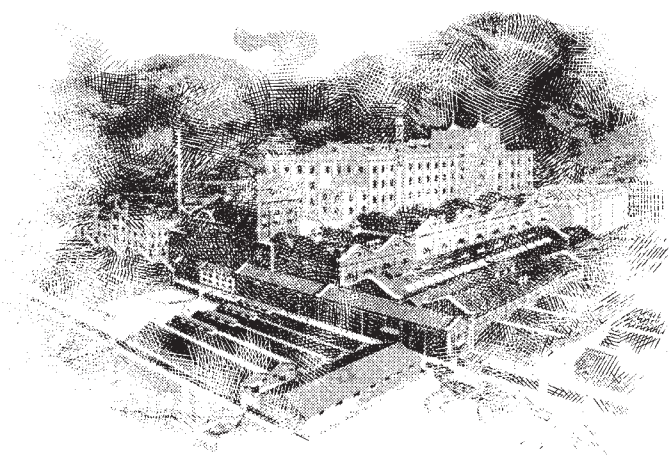
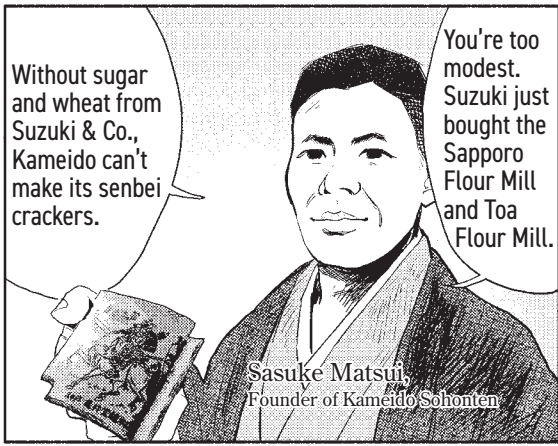


Chapter 4

Introducing a new food culture with wheat,
beer and further diversification of business

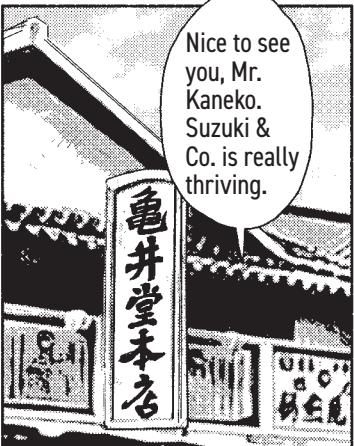




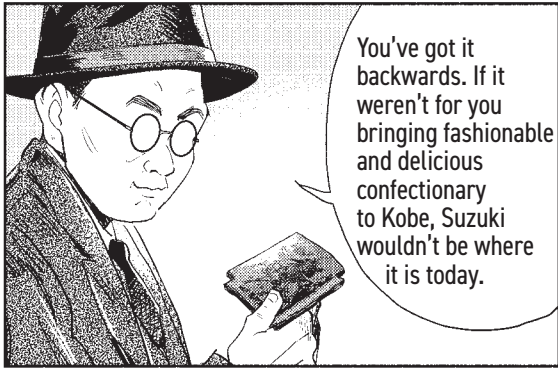
Without sugar and wheat from Suzuki & Co., Kameido can't make its senbei crackers.

You're too modest. Suzuki just bought the Sapporo Flour Mill and Toa Flour Mill.

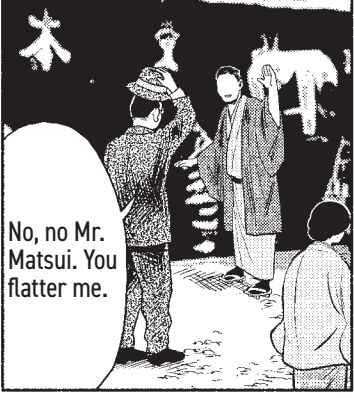
Sasuke Matsui, Founder of Kameido Sohonten



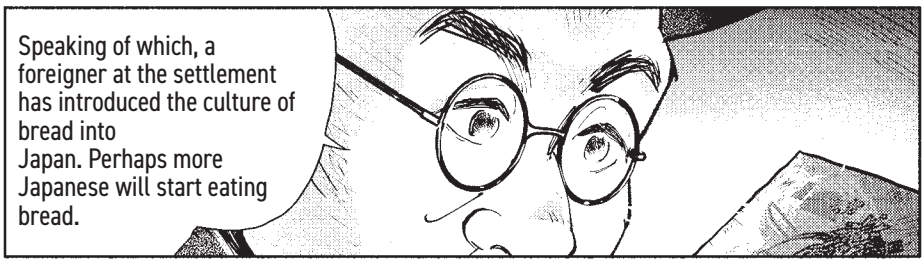
Nice to see you, Mr. Kaneko. Suzuki & Co. is really thriving.



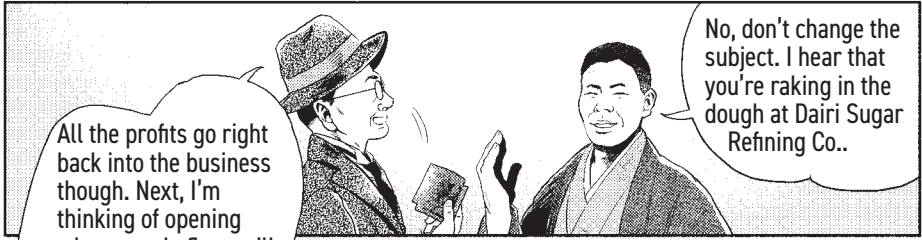
You've got it backwards. If it weren't for you bringing fashionable and delicious confectionary to Kobe, Suzuki wouldn't be where it is today.



No, no Mr. Matsui. You flatter me.

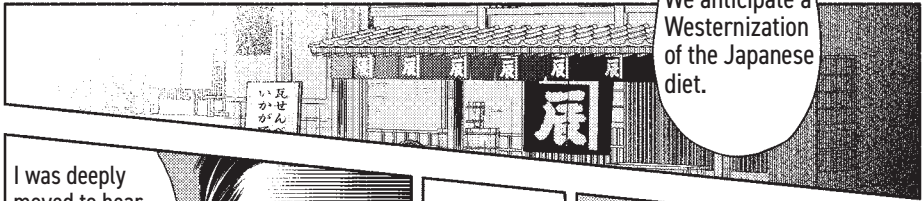


Speaking of which, a foreigner at the settlement has introduced the culture of bread into Japan. Perhaps more Japanese will start eating bread.

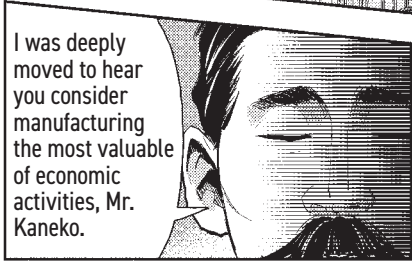


All the profits go right back into the business though. Next, I'm thinking of opening a large-scale flour mill in Dairi.

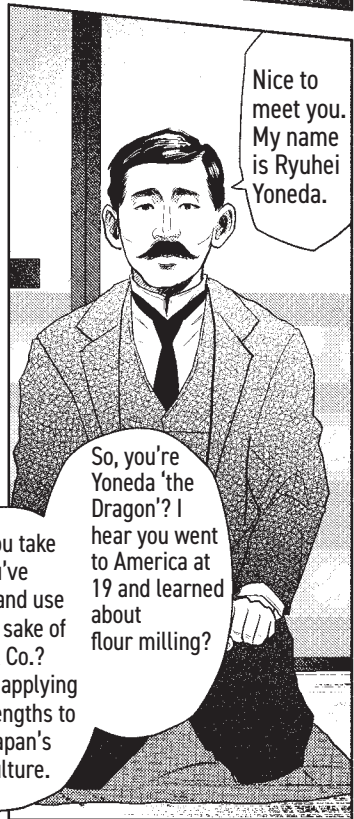
No, don't change the subject. I hear that you're raking in the dough at Dairi Sugar Refining Co..



We anticipate a Westernization of the Japanese diet.



I was deeply moved to hear you consider manufacturing the most valuable of economic activities, Mr. Kaneko.



Nice to meet you. My name is Ryuhei Yoneda.

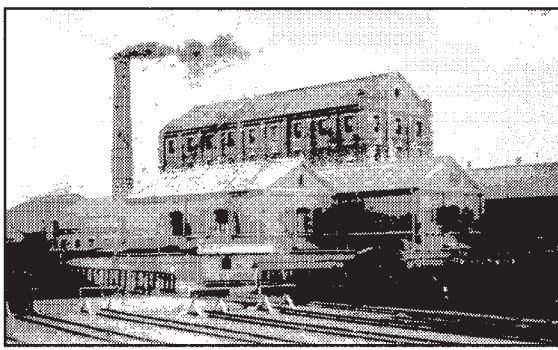
Leave the flour milling to me.

Naokichi Kaneko hired diverse talent in a wide variety of fields.



Can you take what you've learned and use it for the sake of Suzuki & Co.? You'd be applying your strengths to enrich Japan's food culture.

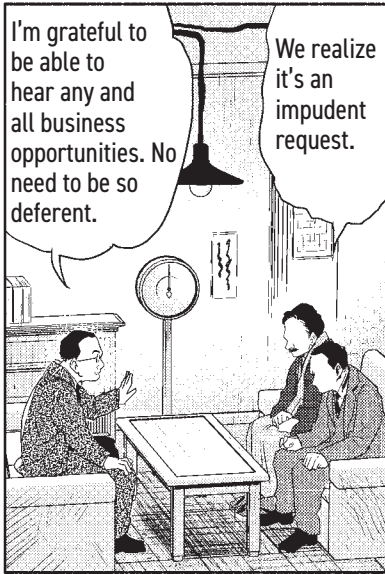
So, you're Yoneda 'the Dragon'? I hear you went to America at 19 and learned about flour milling?



Under Yoneda's guidance, the mill began selling Red Diamond and Green Diamond products, which spread to regions around Japan.

In 1911, Suzuki established the Dairi Flour Mill (later to become today's NIPPON Corporation).

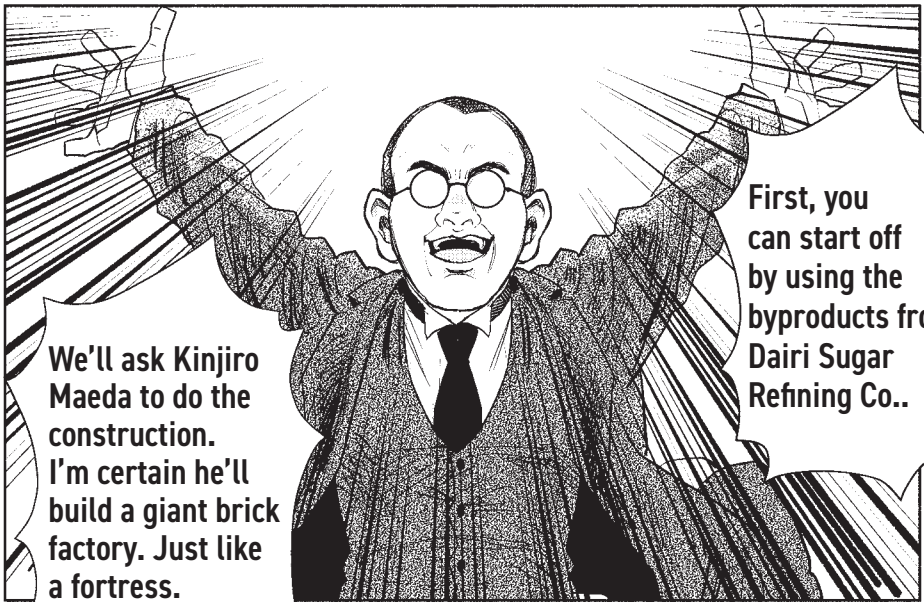
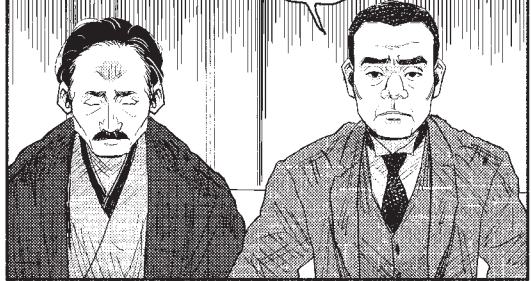
During the same period, businessmen in Moji were planning to build a local beer factory.



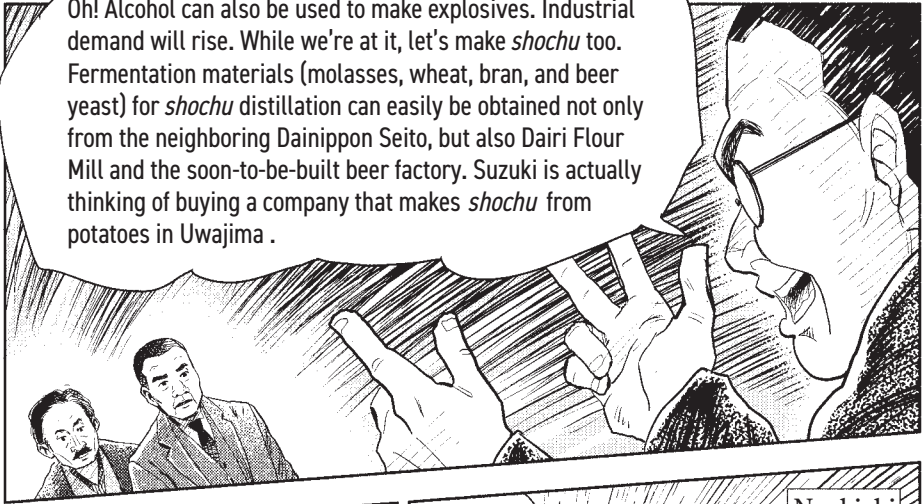
We realize it's an impudent request.

We've heard of Suzuki & Co.'s notable contributions in Dairi's Moji ward, and we thought it would be a great opportunity for you to help build Kyushu's first beer factory.

We tried to build a local beer factory, but we ran short on capital.



Oh! Alcohol can also be used to make explosives. Industrial demand will rise. While we're at it, let's make *shochu* too. Fermentation materials (molasses, wheat, bran, and beer yeast) for *shochu* distillation can easily be obtained not only from the neighboring Dainippon Seito, but also Dairi Flour Mill and the soon-to-be-built beer factory. Suzuki is actually thinking of buying a company that makes *shochu* from potatoes in Uwajima .



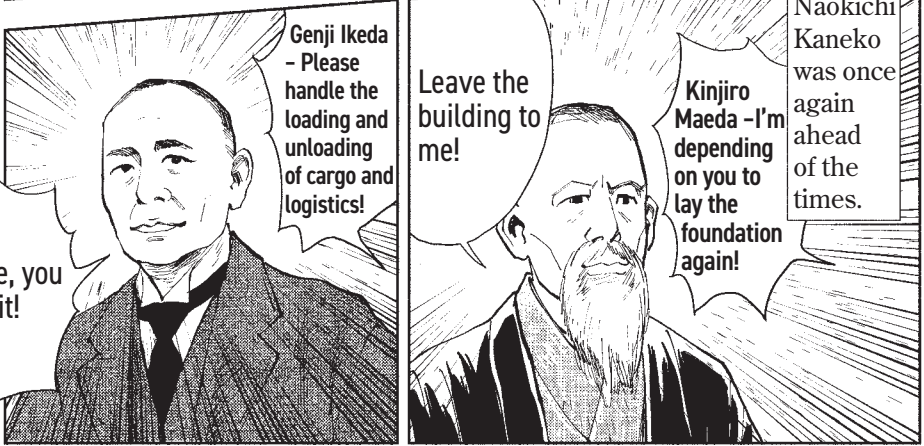
Genji Ikeda - Please handle the loading and unloading of cargo and logistics!

Leave the building to me!

Kinjiro Maeda - I'm depending on you to lay the foundation again!

Naokichi Kaneko was once again ahead of the times.

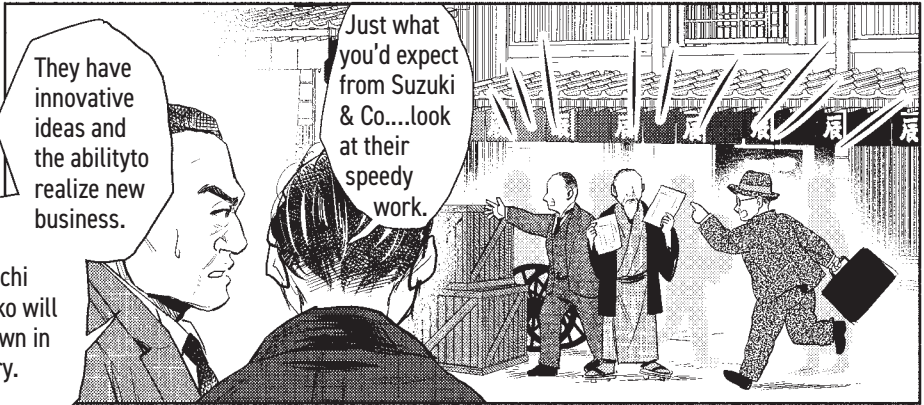
Sure, you got it!



They have innovative ideas and the ability to realize new business.

Just what you'd expect from Suzuki & Co....look at their speedy work.

Naokichi Kaneko will go down in history.

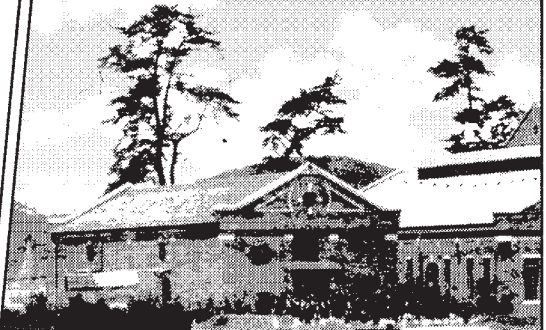




Imperial Beer's "Sakura Beer" brand boasted around a 10% share of Japan's beer market, the third largest share in the country.

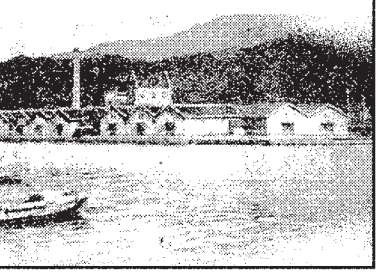


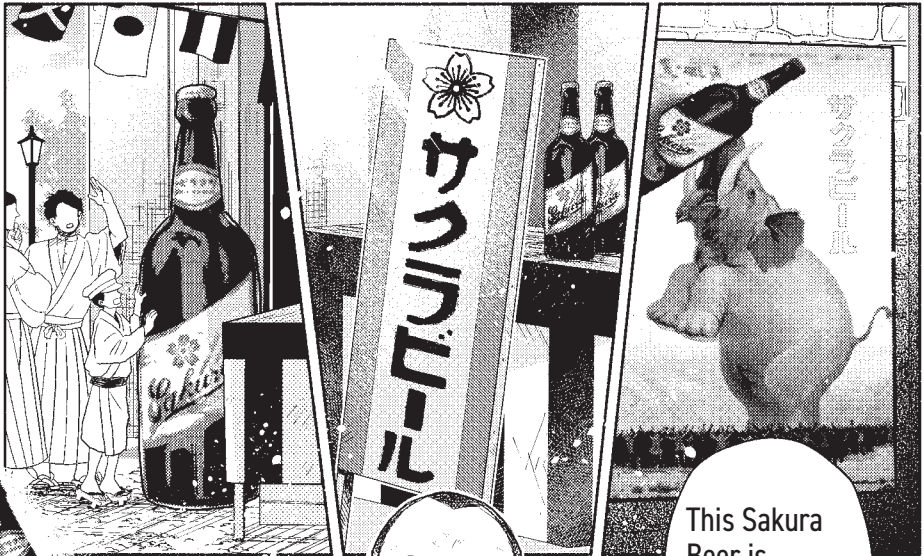
In 1912, Imperial Beer was established (today's Sapporo Beer).



In 1914, the Dairi Sake Brewery was established (today's Nikka Whisky Moji factory).

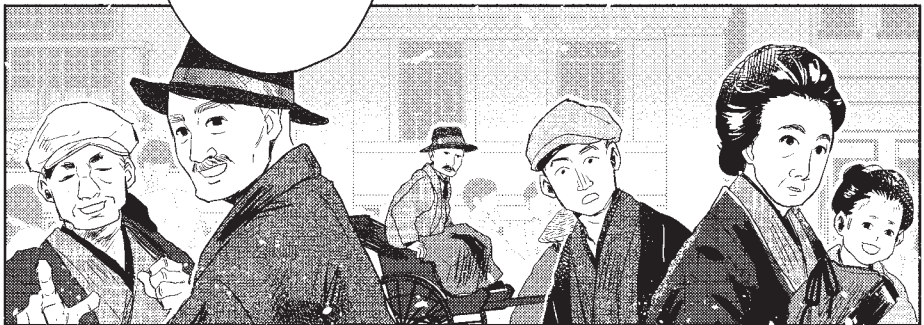
In 1917, Suzuki acquired Uwajima sake brewery. The Diamond Mark *shochu* and Rising Sun *shochu* were the two major selling brands.

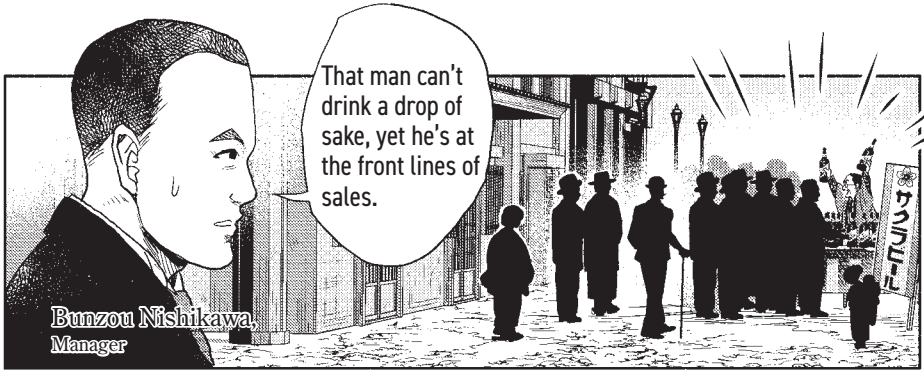




This Sakura Beer is brewed in the traditional German style!

I invite everyone to give it a taste.

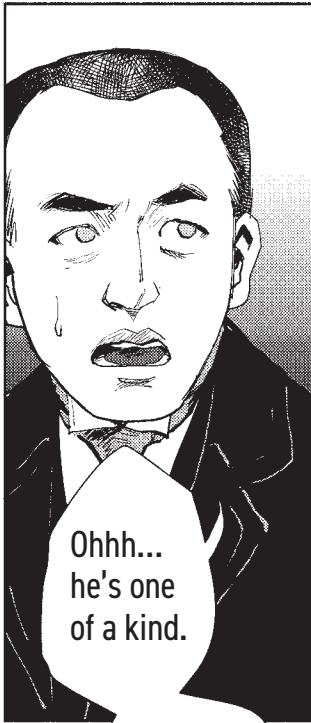




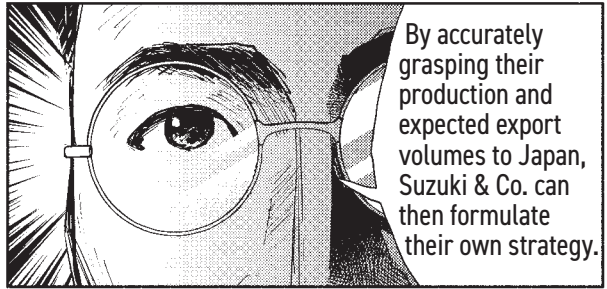
Bunzou Nishikawa,
Manager

Oh Nagai,
it's you.
And why
might that
be?

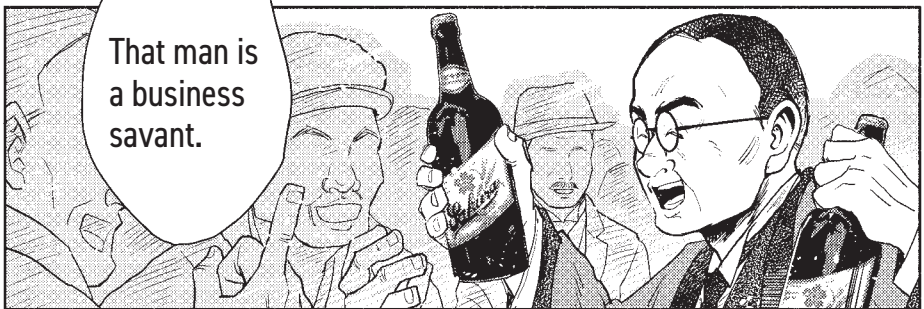
Actually, did you know
Mr. Kaneko secretly
dispatched workers to
Hong Kong?
Apparently, they
report on a rival sugar
refinery. Mr. Kaneko
is notified of the dates
and times smoke is
emitted from their
factory.



Ohhh...
he's one
of a kind.



By accurately
grasping their
production and
expected export
volumes to Japan,
Suzuki & Co. can
then formulate
their own strategy.



That man is
a business
savant.



Yone Suzuki had another residence in Kobe's Wakinohama.

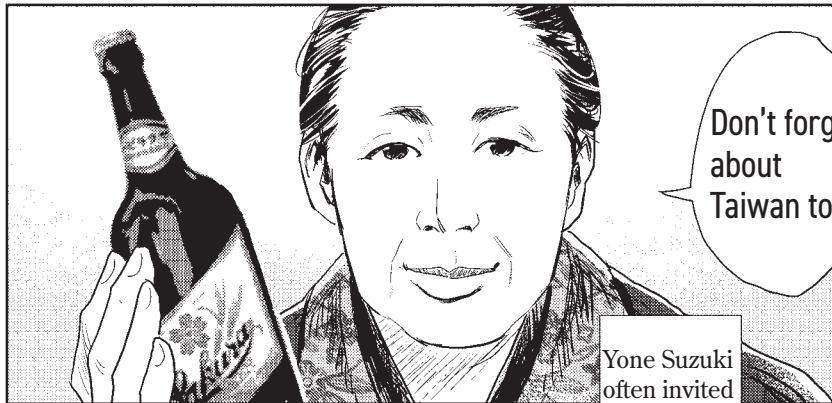
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Yes, Dairi is a Suzuki stronghold. The Suzuki enterprise will continue to grow.



Mr. Kaneko says he's going to fill the Hanshin and the Kanmon Straits with Suzuki & Co.'s logo.

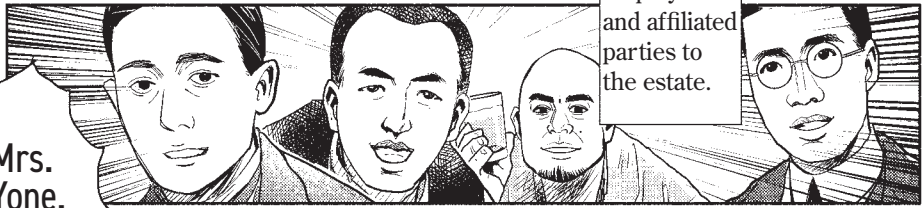
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Don't forget about Taiwan too.

Yone Suzuki often invited employees and affiliated parties to the estate.

Mrs. Yone.



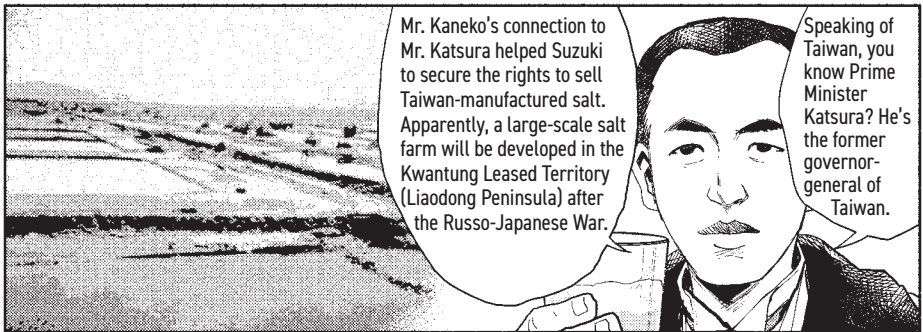


Taiwan's climate is well suited to sugar production.

Suzuki & Co. has been buying up sugar factories in Taiwan through its connection with Shimpei Goto. Even if we were to sell the Dairi sugar refinery, Suzuki will still have plenty of opportunities to expand its sugar sales.

Not a problem. Drink up.

Thank you, Mrs. Yone.



Mr. Kaneko's connection to Mr. Katsura helped Suzuki to secure the rights to sell Taiwan-manufactured salt. Apparently, a large-scale salt farm will be developed in the Kwantung Leased Territory (Liaodong Peninsula) after the Russo-Japanese War.

Speaking of Taiwan, you know Prime Minister Katsura? He's the former governor-general of Taiwan.



Yes. Tobacco too.

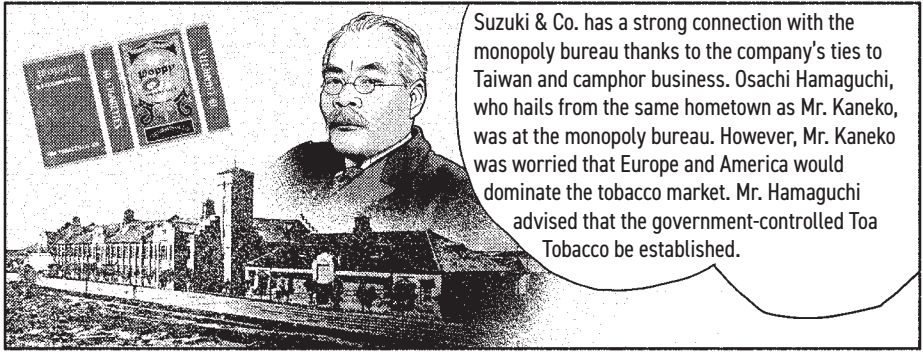
Dairi has a restored salt factory. The raw material for salt is brought in from Taiwan and Kwantung Leased Territory then?



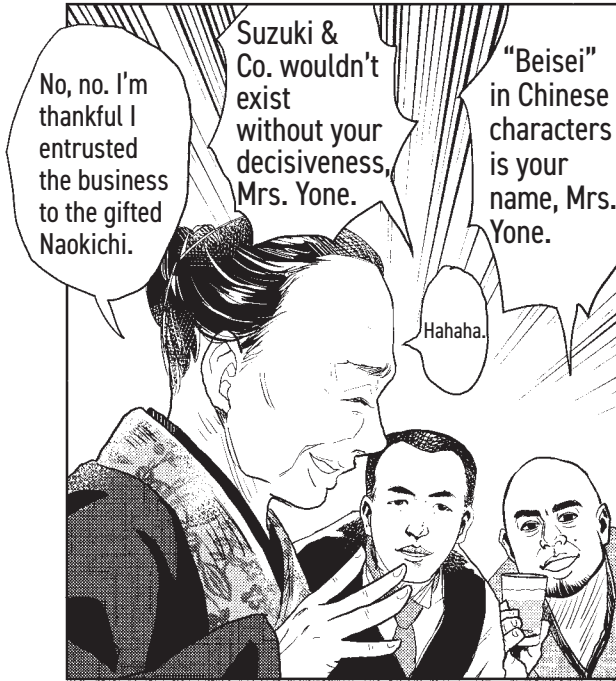
You might be right. Dainippon Salt Co., Ltd. (currently Nichien Co., Ltd.) has an exciting future ahead.

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After sugar, there's salt! The whole dining table will be covered by Suzuki's products.



Suzuki & Co. has a strong connection with the monopoly bureau thanks to the company's ties to Taiwan and camphor business. Osachi Hamaguchi, who hails from the same hometown as Mr. Kaneko, was at the monopoly bureau. However, Mr. Kaneko was worried that Europe and America would dominate the tobacco market. Mr. Hamaguchi advised that the government-controlled Toa Tobacco be established.

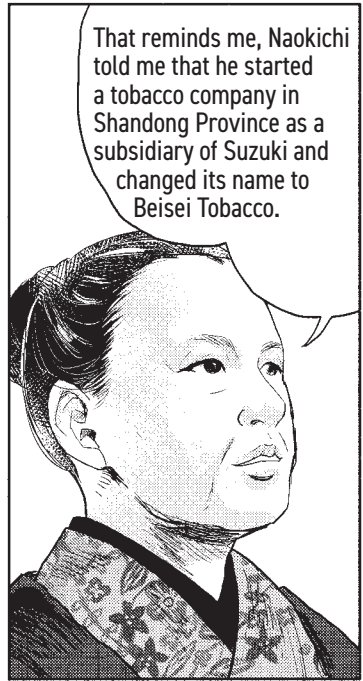


No, no. I'm thankful I entrusted the business to the gifted Naokichi.

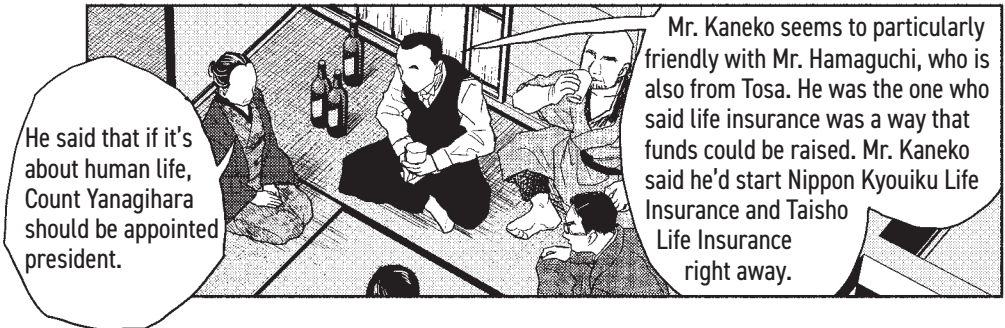
Suzuki & Co. wouldn't exist without your decisiveness, Mrs. Yone.

"Beisei" in Chinese characters is your name, Mrs. Yone.

Hahaha.

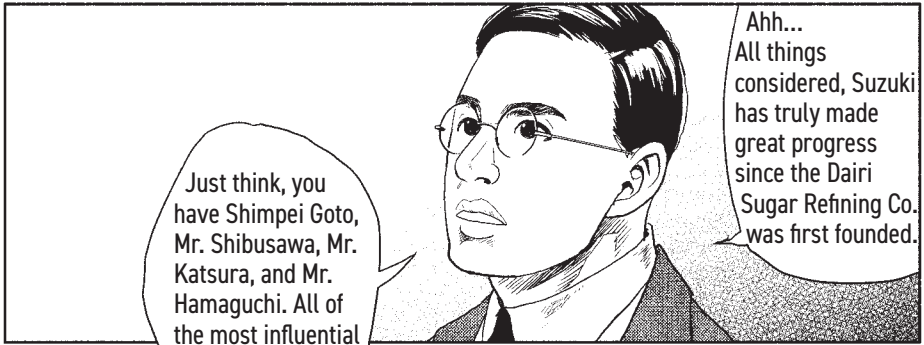


That reminds me, Naokichi told me that he started a tobacco company in Shandong Province as a subsidiary of Suzuki and changed its name to Beisei Tobacco.



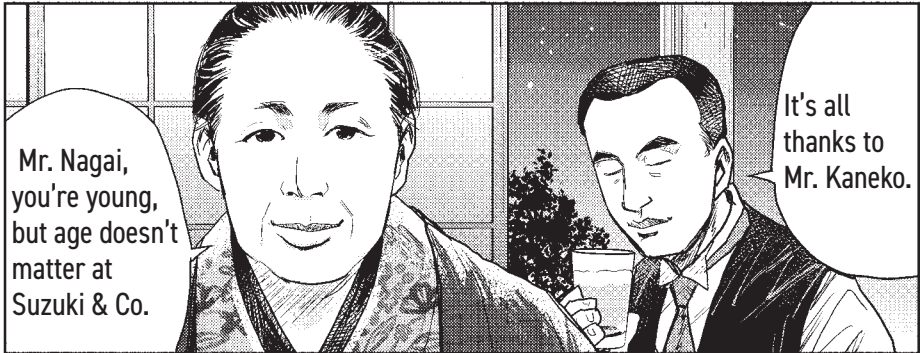
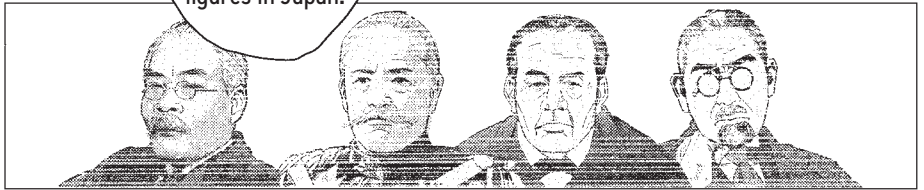
He said that if it's about human life, Count Yanagihara should be appointed president.

Mr. Kaneko seems to particularly friendly with Mr. Hamaguchi, who is also from Tosa. He was the one who said life insurance was a way that funds could be raised. Mr. Kaneko said he'd start Nippon Kyouiku Life Insurance and Taisho Life Insurance right away.



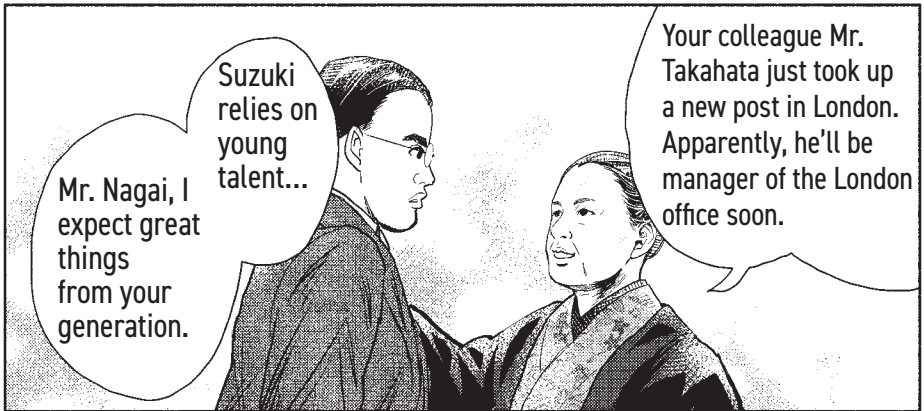
Just think, you have Shimpei Goto, Mr. Shibusawa, Mr. Katsura, and Mr. Hamaguchi. All of the most influential figures in Japan.

Ahh... All things considered, Suzuki has truly made great progress since the Dairi Sugar Refining Co. was first founded.



Mr. Nagai, you're young, but age doesn't matter at Suzuki & Co.

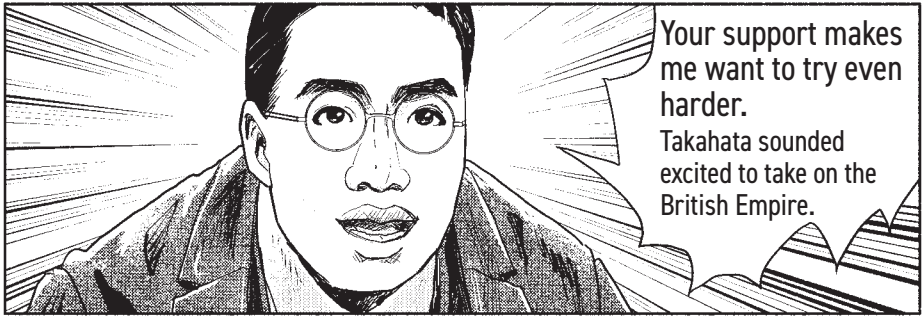
It's all thanks to Mr. Kaneko.



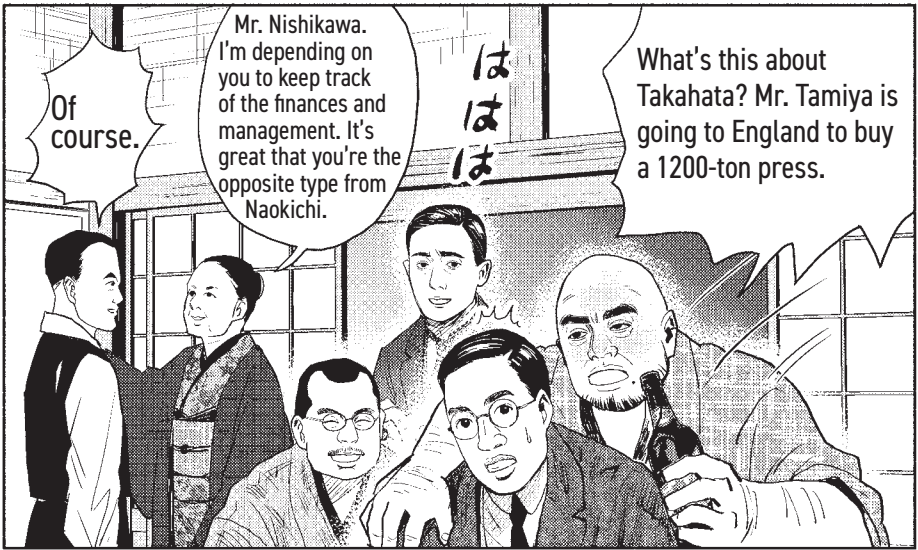
Mr. Nagai, I expect great things from your generation.

Suzuki relies on young talent...

Your colleague Mr. Takahata just took up a new post in London. Apparently, he'll be manager of the London office soon.



Your support makes me want to try even harder.
Takahata sounded excited to take on the British Empire.



Of course.

Mr. Nishikawa. I'm depending on you to keep track of the finances and management. It's great that you're the opposite type from Naokichi.

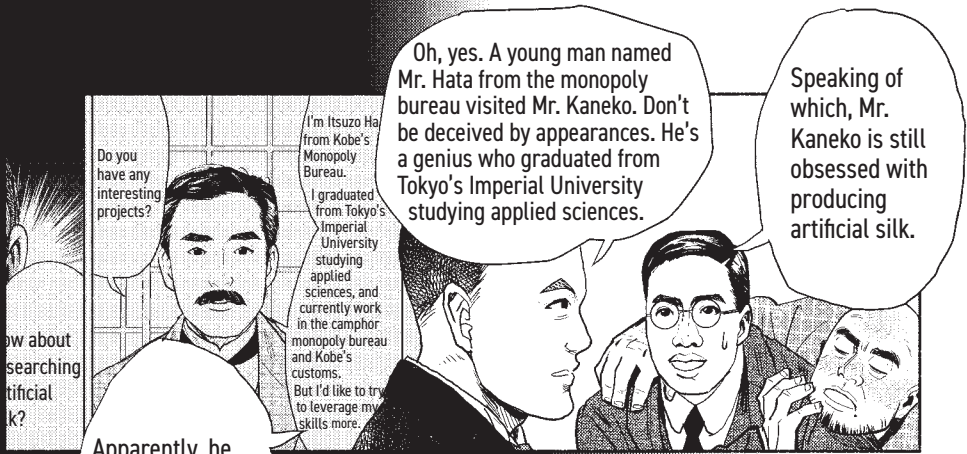
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What's this about Takahata? Mr. Tamiya is going to England to buy a 1200-ton press.



At the time, many Suzuki employees gathered at the estate, which demonstrates Yone Suzuki's personal commitment to valuing employees.

There is a photograph that remains from a naval review in 1908.



Do you have any interesting projects?

I'm Itsuzo Hata from Kobe's Monopoly Bureau. I graduated from Tokyo's Imperial University studying applied sciences, and currently work in the camphor monopoly bureau and Kobe's customs. But I'd like to try to leverage my skills more.

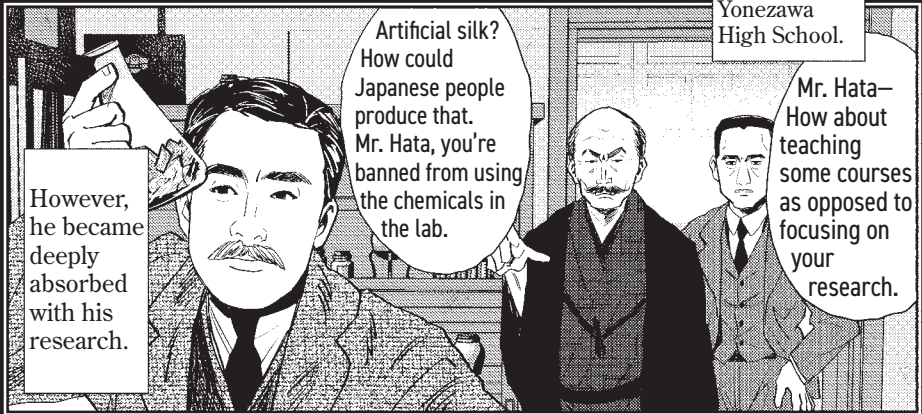
Oh, yes. A young man named Mr. Hata from the monopoly bureau visited Mr. Kaneko. Don't be deceived by appearances. He's a genius who graduated from Tokyo's Imperial University studying applied sciences.

Speaking of which, Mr. Kaneko is still obsessed with producing artificial silk.

Apparently, he quit the monopoly bureau.



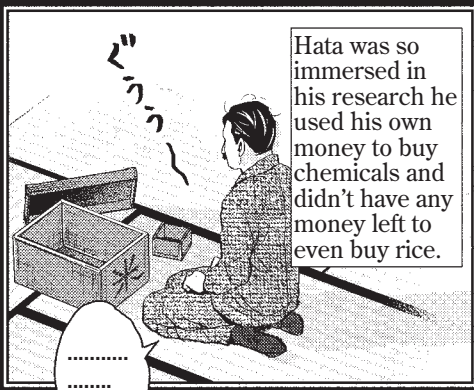
Mr. Hata was appointed as a lecturer at the Department of Applied Chemistry at Yonezawa High School.



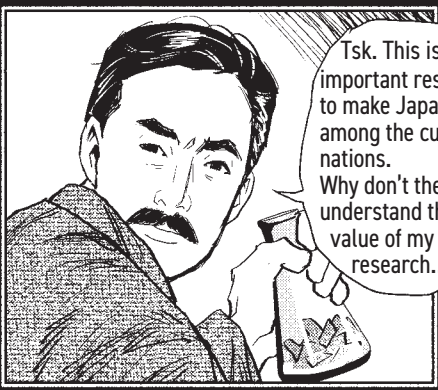
However, he became deeply absorbed with his research.

Artificial silk? How could Japanese people produce that. Mr. Hata, you're banned from using the chemicals in the lab.

Mr. Hata— How about teaching some courses as opposed to focusing on your research.



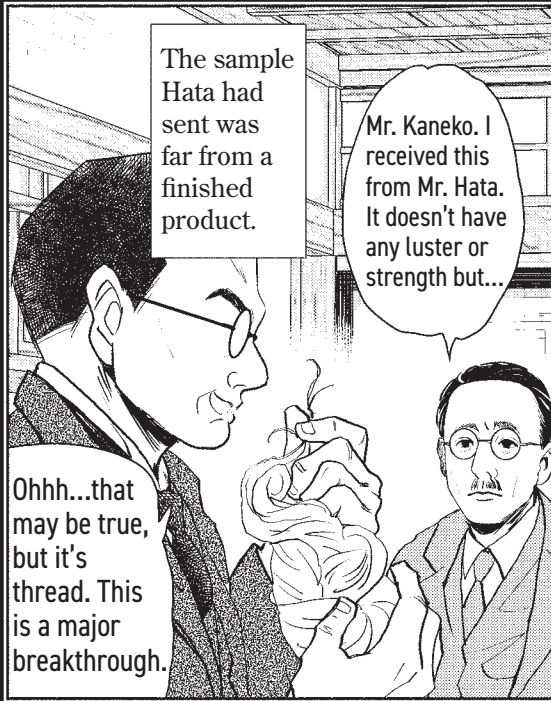
Hata was so immersed in his research he used his own money to buy chemicals and didn't have any money left to even buy rice.



Tsk. This is important research to make Japan among the cultured nations. Why don't they understand the value of my research...!



Hmmm. Come to think of it, one of my classmates from Imperial University, Seita Kumura, works at Suzuki & Co. He got a patent for frosted leather while still in school, which caught Suzuki's attention. If I remember correctly, he started his own company called Higashi Leather. Maybe I'll contact him.



The sample Hata had sent was far from a finished product.

Mr. Kaneko. I received this from Mr. Hata. It doesn't have any luster or strength but...

Ohhh...that may be true, but it's thread. This is a major breakthrough.



A letter from Hata? Is this a sample of artificial silk? Sounds like he's having a tough time. In any case, I better show this sample to Mr. Kaneko.



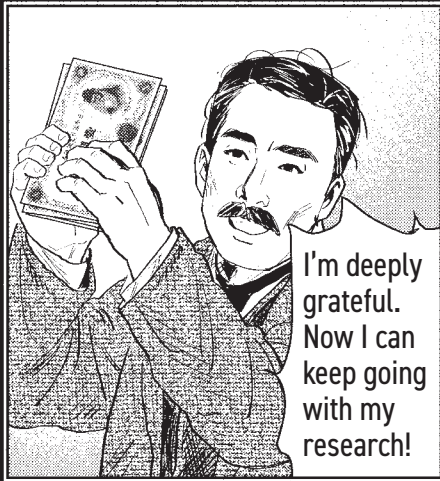
Yes, understood. I have a bad feeling....

いやな予感...

なんか

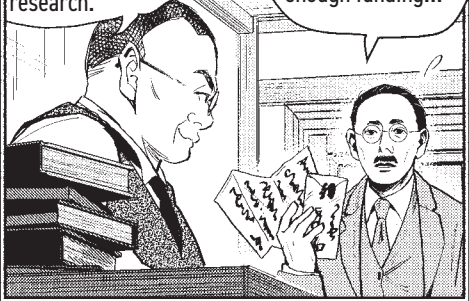
Mr. Kumura - you're from the same university department, right? Help him out, won't you?

Thanks to the support from Suzuki & Co., Hata was able to continue with his research on artificial silk.

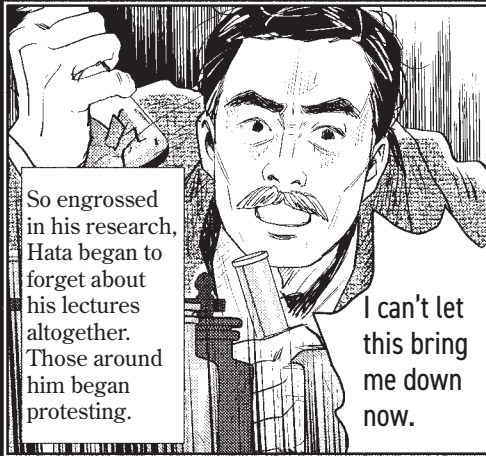


I'm deeply grateful. Now I can keep going with my research!

It will take too much time to apply for a grant from the Ministry of Agriculture and Commerce. Suzuki will fund his research.

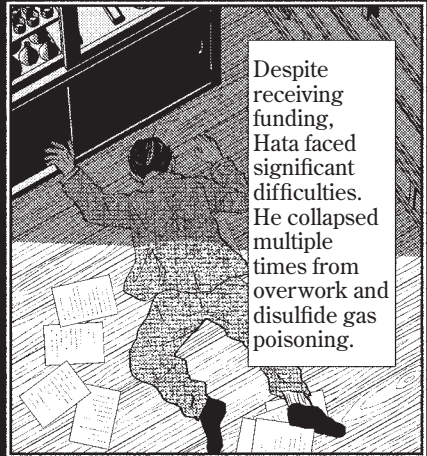


Mr. Kaneko, as you directed, Hata has continued to make progress with his research. The only thing is that he said he doesn't have enough funding...

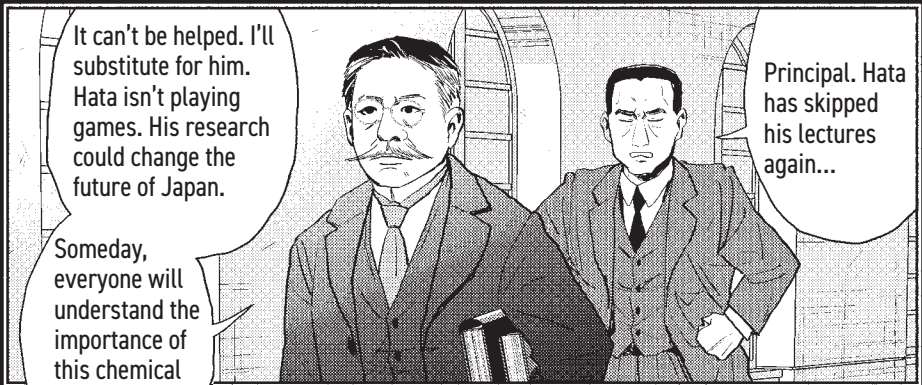


So engrossed in his research, Hata began to forget about his lectures altogether. Those around him began protesting.

I can't let this bring me down now.



Despite receiving funding, Hata faced significant difficulties. He collapsed multiple times from overwork and disulfide gas poisoning.



It can't be helped. I'll substitute for him. Hata isn't playing games. His research could change the future of Japan.

Someday, everyone will understand the importance of this chemical research.

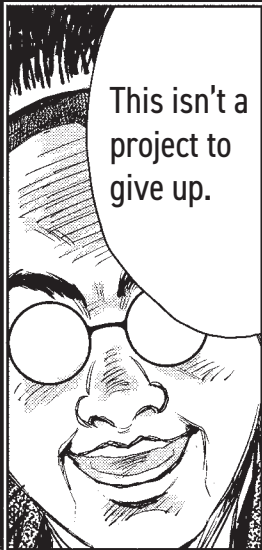
Principal. Hata has skipped his lectures again...

Hata's school refused the additional donation of 30,000 yen. They don't want him continuing his artificial silk research anymore.

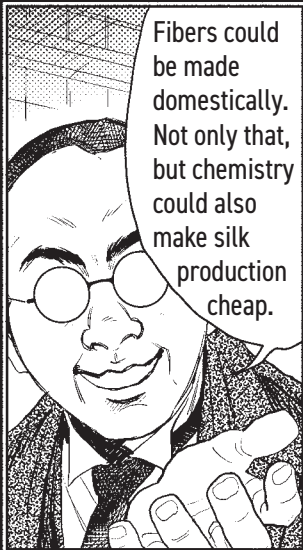


Although the principal was understanding of Hata's research, the rest of the university was not as forgiving.

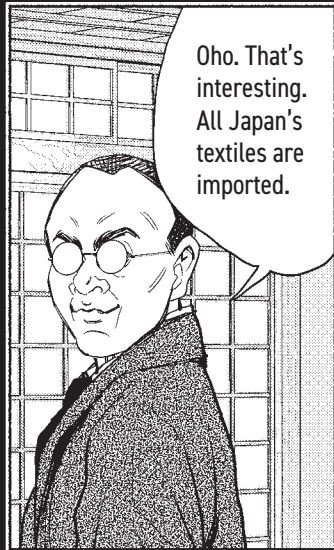
This isn't a project to give up.



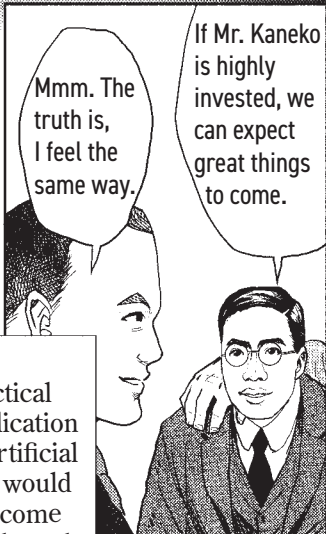
Fibers could be made domestically. Not only that, but chemistry could also make silk production cheap.



Oho. That's interesting. All Japan's textiles are imported.

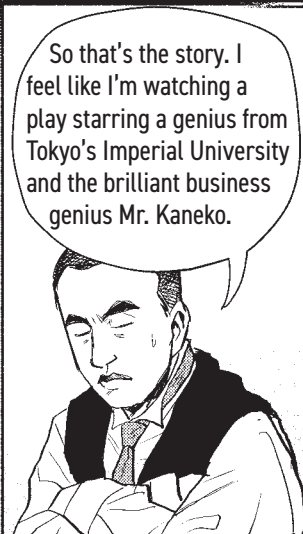


Mmm. The truth is, I feel the same way.



If Mr. Kaneko is highly invested, we can expect great things to come.

So that's the story. I feel like I'm watching a play starring a genius from Tokyo's Imperial University and the brilliant business genius Mr. Kaneko.



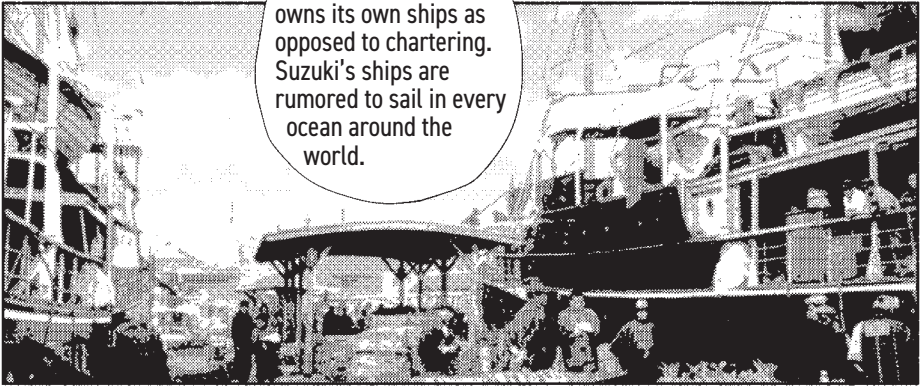
We must help Hata continue his research.

Y-yes.

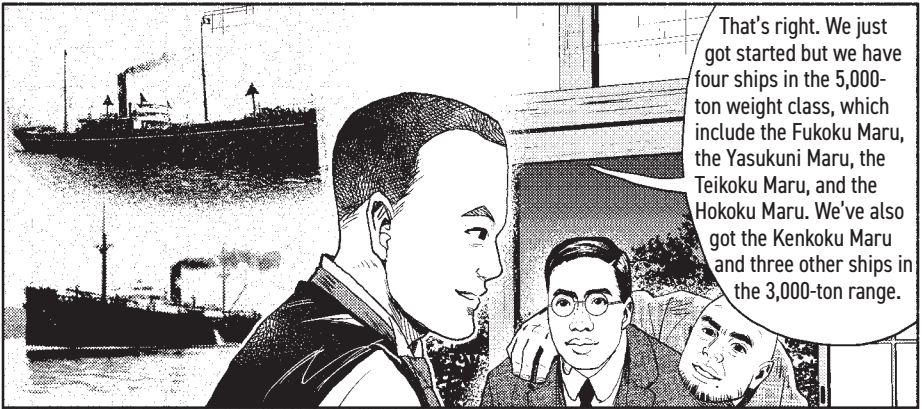


The practical application of artificial silk would not come until much later...

Speaking of which, Suzuki & Co. owns its own ships as opposed to chartering. Suzuki's ships are rumored to sail in every ocean around the world.



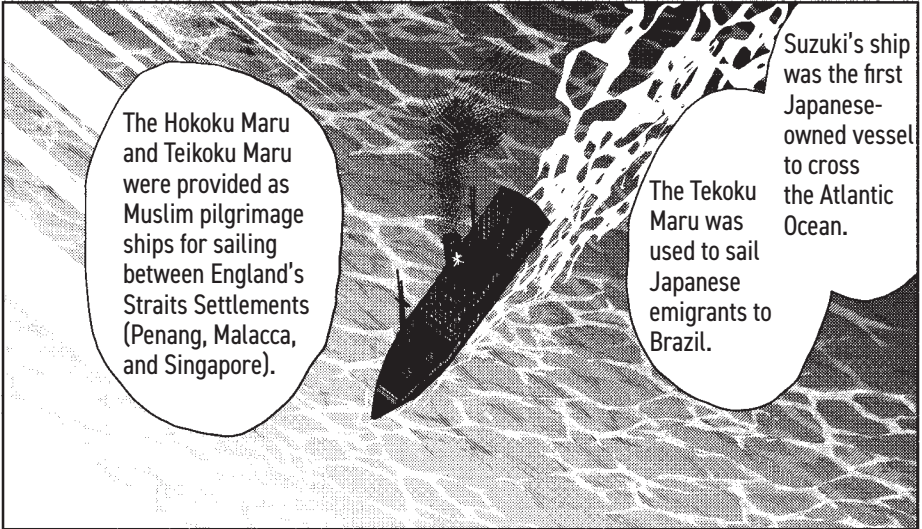
That's right. We just got started but we have four ships in the 5,000-ton weight class, which include the Fukoku Maru, the Yasukuni Maru, the Teikoku Maru, and the Hokoku Maru. We've also got the Kenkoku Maru and three other ships in the 3,000-ton range.



The Hokoku Maru and Teikoku Maru were provided as Muslim pilgrimage ships for sailing between England's Straits Settlements (Penang, Malacca, and Singapore).

The Tekoku Maru was used to sail Japanese emigrants to Brazil.

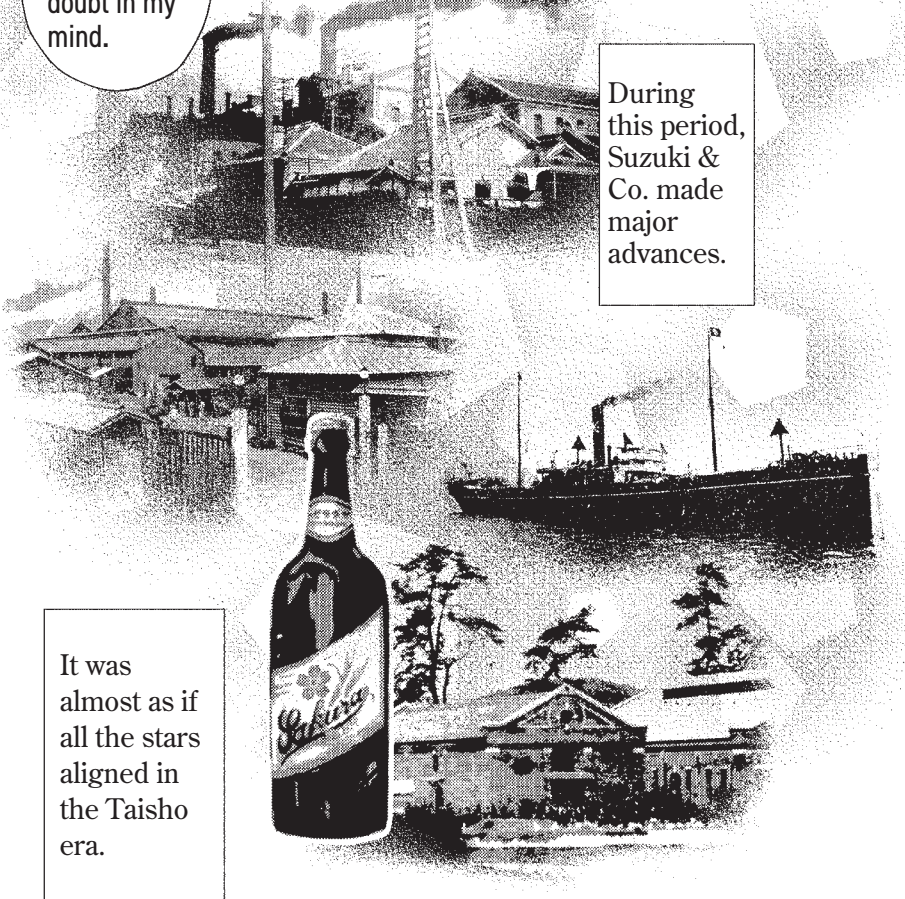
Suzuki's ship was the first Japanese-owned vessel to cross the Atlantic Ocean.





Certainly. If we're talking about Suzuki, I have no doubt in my mind.

One day Suzuki's ships will be greeted enthusiastically around the world.



During this period, Suzuki & Co. made major advances.

It was almost as if all the stars aligned in the Taisho era.



What kind of world will we see going forward?

The long Meiji era, which started from the Meiji Restoration, has come to an end. We are now entering the Taisho era...



We will not rely on foreign countries for Japan's industry.

Domestic manufacturing shall be our true industrial revolution.

The world is expansive. We will carve a path as pioneers.

Suzuki's ascent has just begun.

