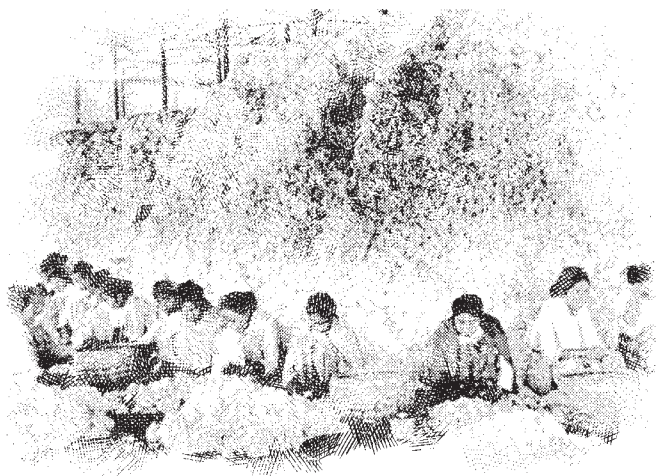


Chapter 5

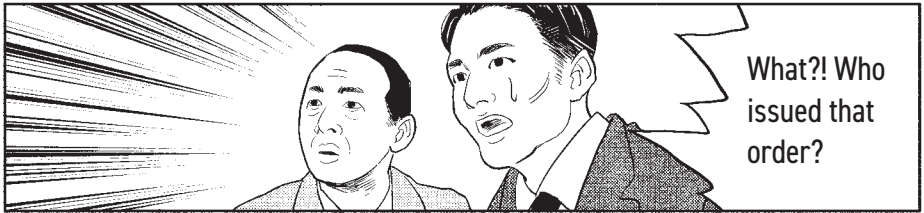
Japan Cotton Trading Co., Ltd.

The emergence of President “Napoleon” Kita

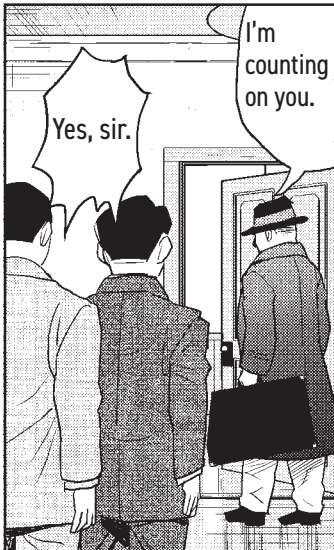




Purchase
10,000 bales
of U.S.
cotton.

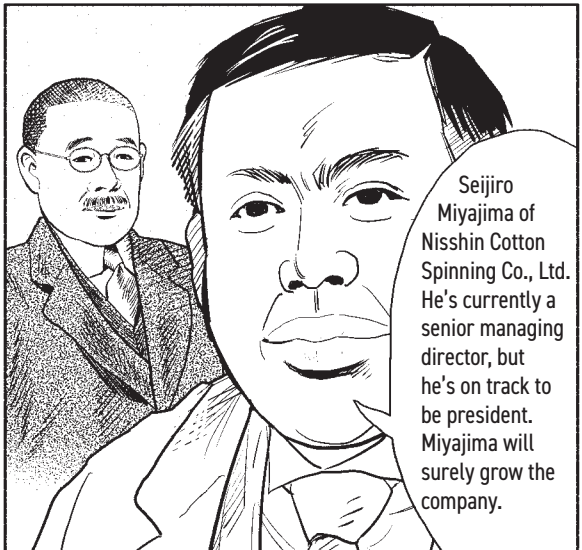


What?! Who
issued that
order?

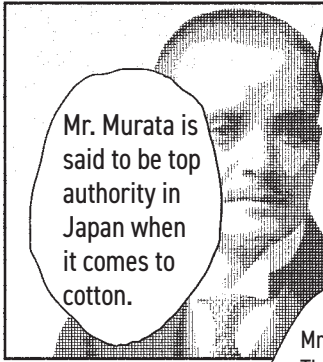


Yes, sir.

I'm
counting
on you.



Seijiro
Miyajima of
Nisshin Cotton
Spinning Co., Ltd.
He's currently a
senior managing
director, but
he's on track to
be president.
Miyajima will
surely grow the
company.



Mr. Murata is said to be top authority in Japan when it comes to cotton.

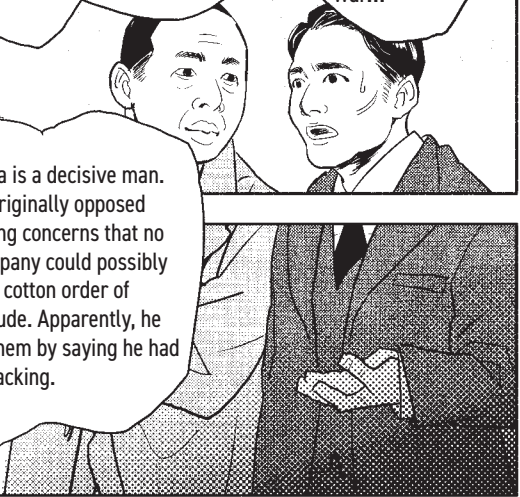
Apparently Mr. Miyajima is on good terms with Mr. Yoshizou Murata, who flew around the world with Mr. Kita and his staff. So they are trying to help each other out in hard times?

Isn't Nisshin is the company established in 1907? It must be rough for them with the chaos brought by the war...

Mr. Miyajima is a decisive man. The board originally opposed his plan citing concerns that no trading company could possibly fulfill a bulk cotton order of that magnitude. Apparently, he convinced them by saying he had Mr. Kita's backing.

In the following months, the cotton market boomed.

So that means...



So, your sights are set on China? Your company name, Nisshinbo, symbolizes hope for prosperous trade between Japan and China (at that time the Qing Dynasty). Japan will one day begin building cotton spinning factories in China.

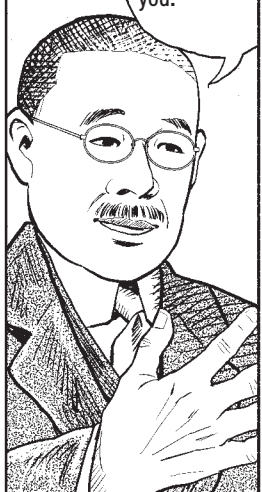
Not at all. It's not about whether prices rise. Exports from England will decline due to the war and that will give Japan a chance. All I did was ensure we didn't miss an opportunity.

Mr. Kita, I would like to express my deepest gratitude to you.

I think Mr. Murata will come in handy then.



All things considered you have excellent staff. Would you allow Yoshizou Murata to come work with me?



Kita correctly anticipated the influx of orders to Japan. He had already obtained a high volume of orders from cotton spinning companies.

Can you really procure all of this cotton?

Leave it to me. I will have Japan Cotton's executives go to the lengths of the earth to buy cotton.
We'll then sell cotton products around the world. Let's take over the British Empire's markets during the war.

In 1917, the impacts of WWI led New York's cotton market prices to rise to levels that hadn't been seen since the Civil War.

Expand our cotton procurement networks further. Don't miss this opportunity. It's now or never for Japan to rise to the top cotton spinning country in the world. Go east of India! And west too!

Next, I have a report from east of India. We've started procuring cotton from East Africa and have dispatched employees to the Congo, Somaliland, Sudan, and Ethiopia!

President Kita, we've succeeded for the first time in procuring cotton from Burma (present-day Myanmar)! We will establish a branch office in Rangoon (present-day Yangon)!

Yeesssssssss!

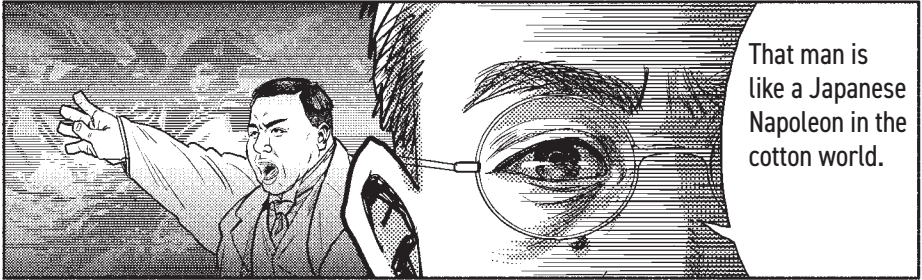
Alright, let's show off Japan Cotton's pioneering spirit! We shall not only procure cotton, but also sell cotton cloth.

Kita had also earned Muto's trust.

Matazo Kita... a man who doesn't miss an opportunity. Kita is working to change the world's cotton industry.

Sanji Muto put forward the cotton spinning consolidation theory and conducted multiple mergers and became known as the "King of Cotton Spinning."

Sanji Muto, Director Kanegafuchi Boseki



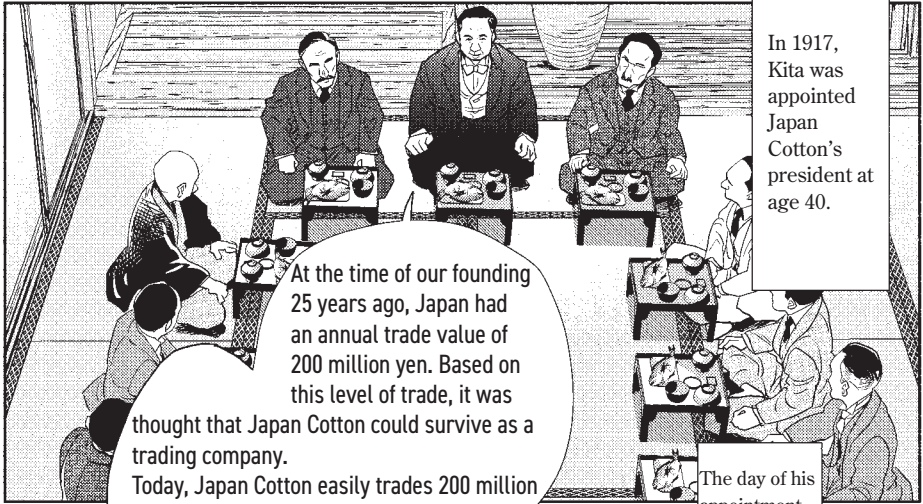
That man is like a Japanese Napoleon in the cotton world.

In 1918, Dainippon Spinners (today's Unitika Ltd.) was formed through a merger of Settsu Spinning, Amagasaki Spinning, and Dai Nihon Boseki which were companies invested in and managed by the founders of Japan Cotton.

In 1914 during WWI, Toyobo Co., Ltd. was established from a merger between Mie Boseki and Osaka Boseki. Eiichi Shibusawa had originally led the establishment of Osaka Boseki.

Thus, a three-company structure was created that included Toyobo, Dainippon Spinners, and Kanegafuchi Boseki.

These three companies would record Japan's highest industrial production value and lead Japan's cotton spinning industry into the future.



In 1917, Kita was appointed Japan Cotton's president at age 40.

At the time of our founding 25 years ago, Japan had an annual trade value of 200 million yen. Based on this level of trade, it was thought that Japan Cotton could survive as a trading company. Today, Japan Cotton easily trades 200 million yen on its own as a single company.

The day of his appointment coincided with the 25th anniversary of Japan Cotton's founding.



In honor of our 25th anniversary,

we will offer 100% dividends with 20% regular dividends, 20% special dividends, and 60% commemorative dividends.

What?!

100-percent dividends???

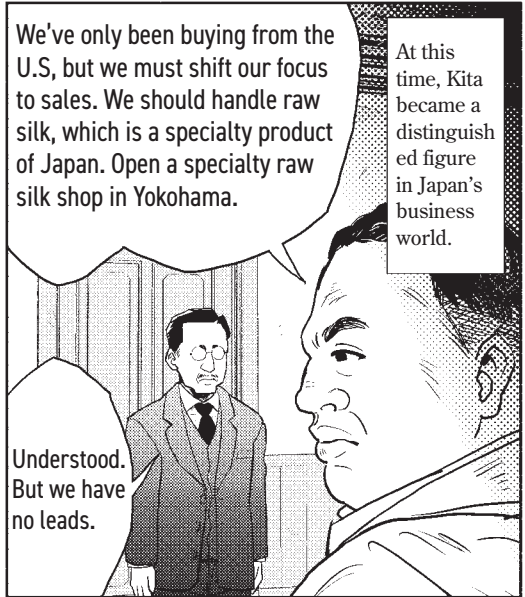


All- one!!

Moving forward, let's demonstrate an All-one mentality. We must join hands to take on challenges together.



Well, I'm working with Kintaro Sugiyama, one of my upperclassmen from the Osaka City Commercial School, on conducting a trade business with China from Tokyo. Let's build on that business to create an export business for the U.S. market.



We've only been buying from the U.S, but we must shift our focus to sales. We should handle raw silk, which is a specialty product of Japan. Open a specialty raw silk shop in Yokohama.

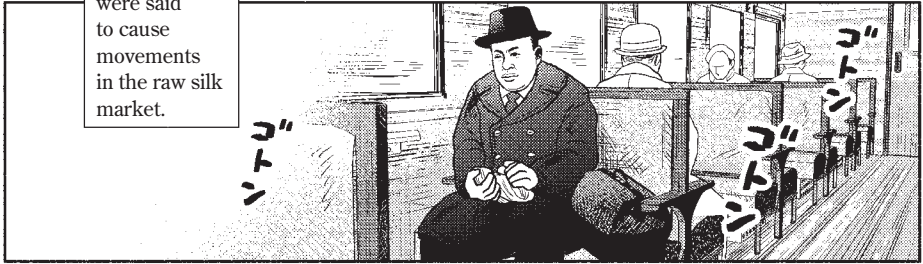
At this time, Kita became a distinguished figure in Japan's business world.

Understood. But we have no leads.



Matazou Kita is going to Tokyo? Speculators will be jumping in to boost the market!

Kita's movements were said to cause movements in the raw silk market.



At some point down the line, we must also handle man-made silk. Better yet, we should manufacture it ourselves.



That reminds me. Mr. Kaneko from Suzuki & Co. is rumored to be putting a lot of effort into creating artificial silk.



A face-off between Japan Cotton and Suzuki & Co. was on the horizon.