

The Publishing Business in the Early Edo Period and Ise

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On this occasion I was able to contact a Matsue family that had been a notable publisher of various books in the early Edo period. There is no extant historical material regarding the family, but they informed me that their home was in Ise. As merchants and the technique of calendar publishing existed in Ise, I assume that there is some possibility of early Edo publishers having originated from Ise. In this paper, I deal with the Matsue family's birthplace, a publisher Matsue and Ise, Ise merchants in Edo, and calendar publishing in Edo.