

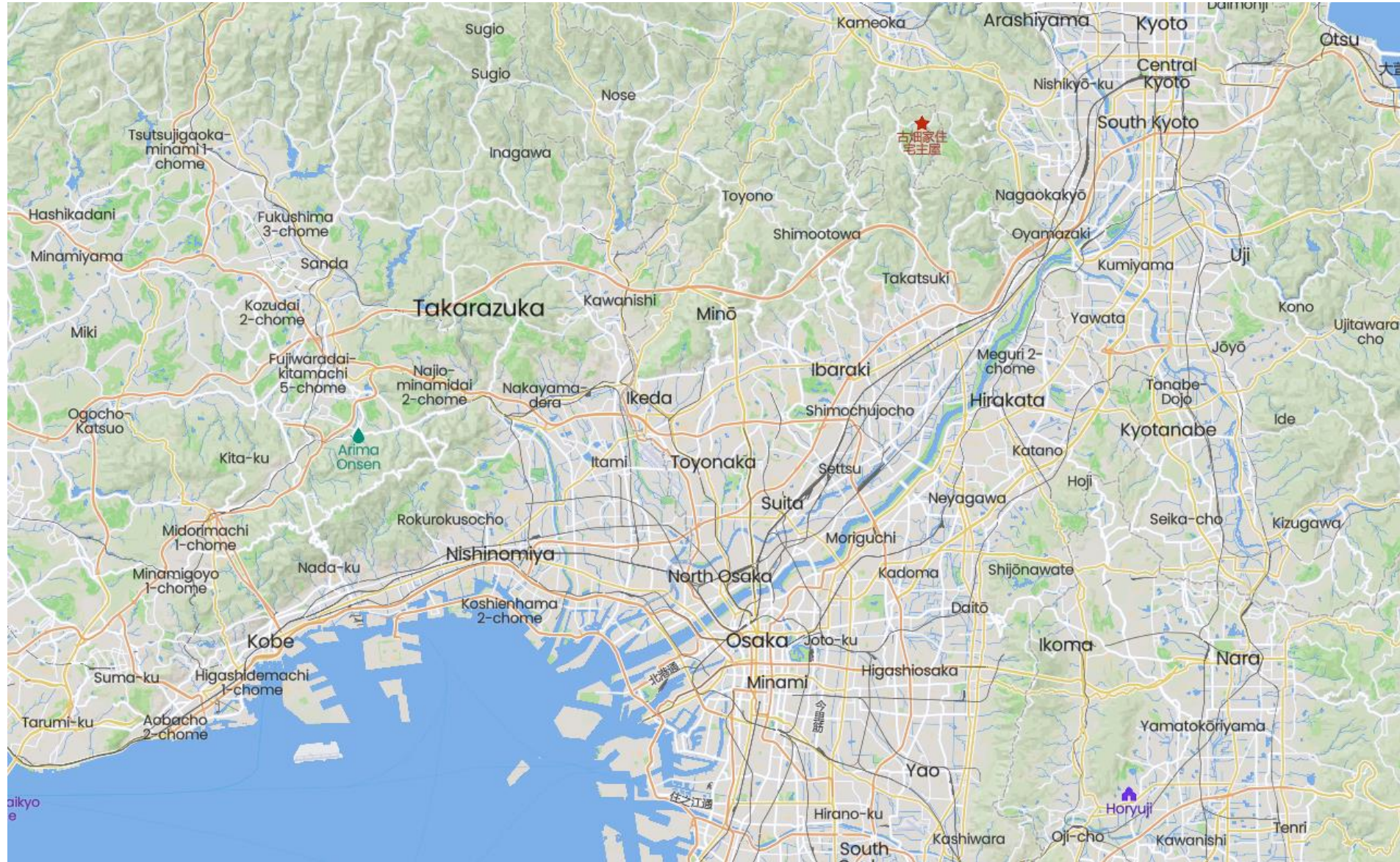
A BRITISH BUSINESS SUCCESS IN JAPAN:

Wilkinson Tansan Mineral Water

By Jason James



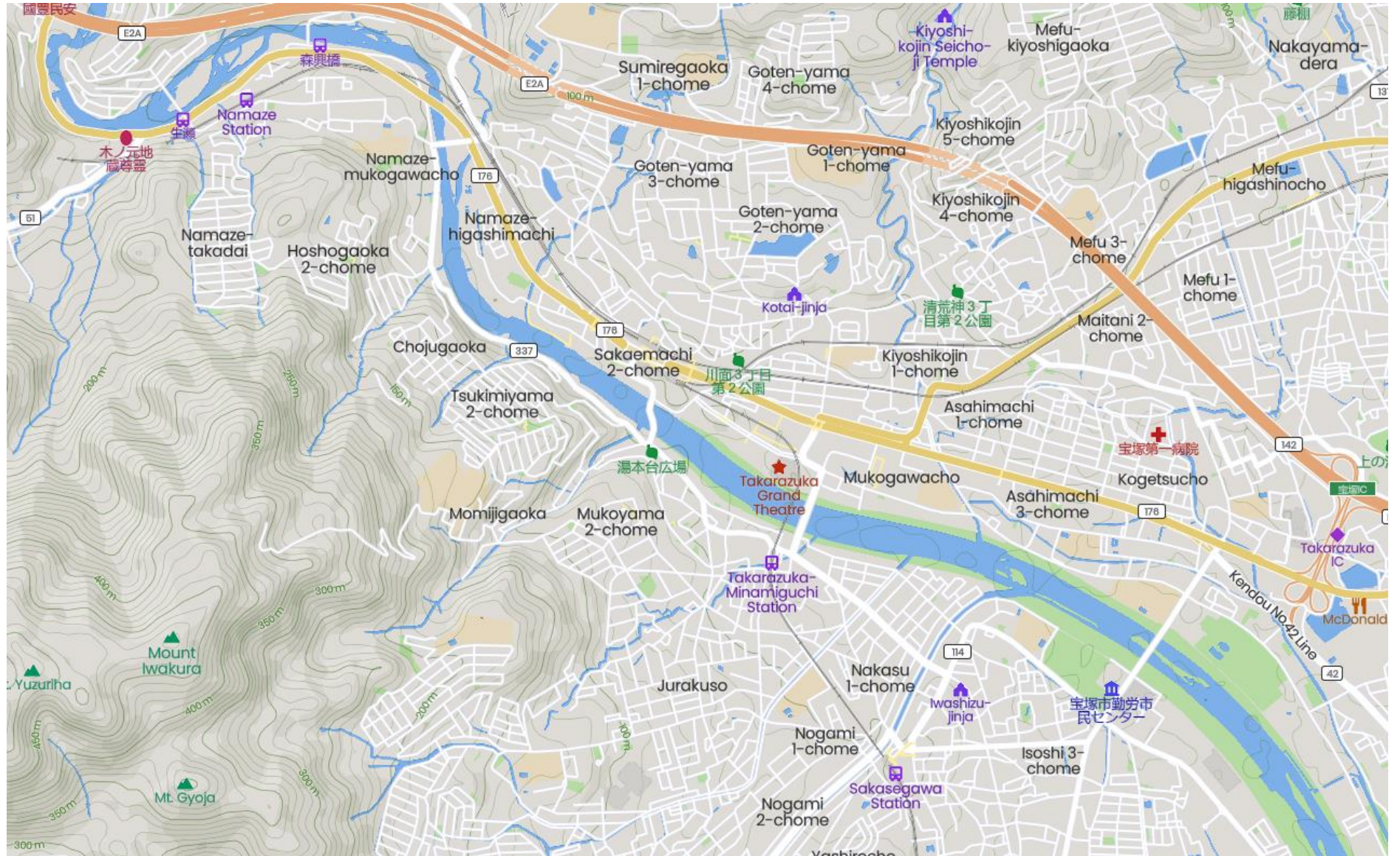
LOCATION OF TAKARAZUKA



THE TAKARAZUKA SPRING



CENTRAL TAKARAZUKA



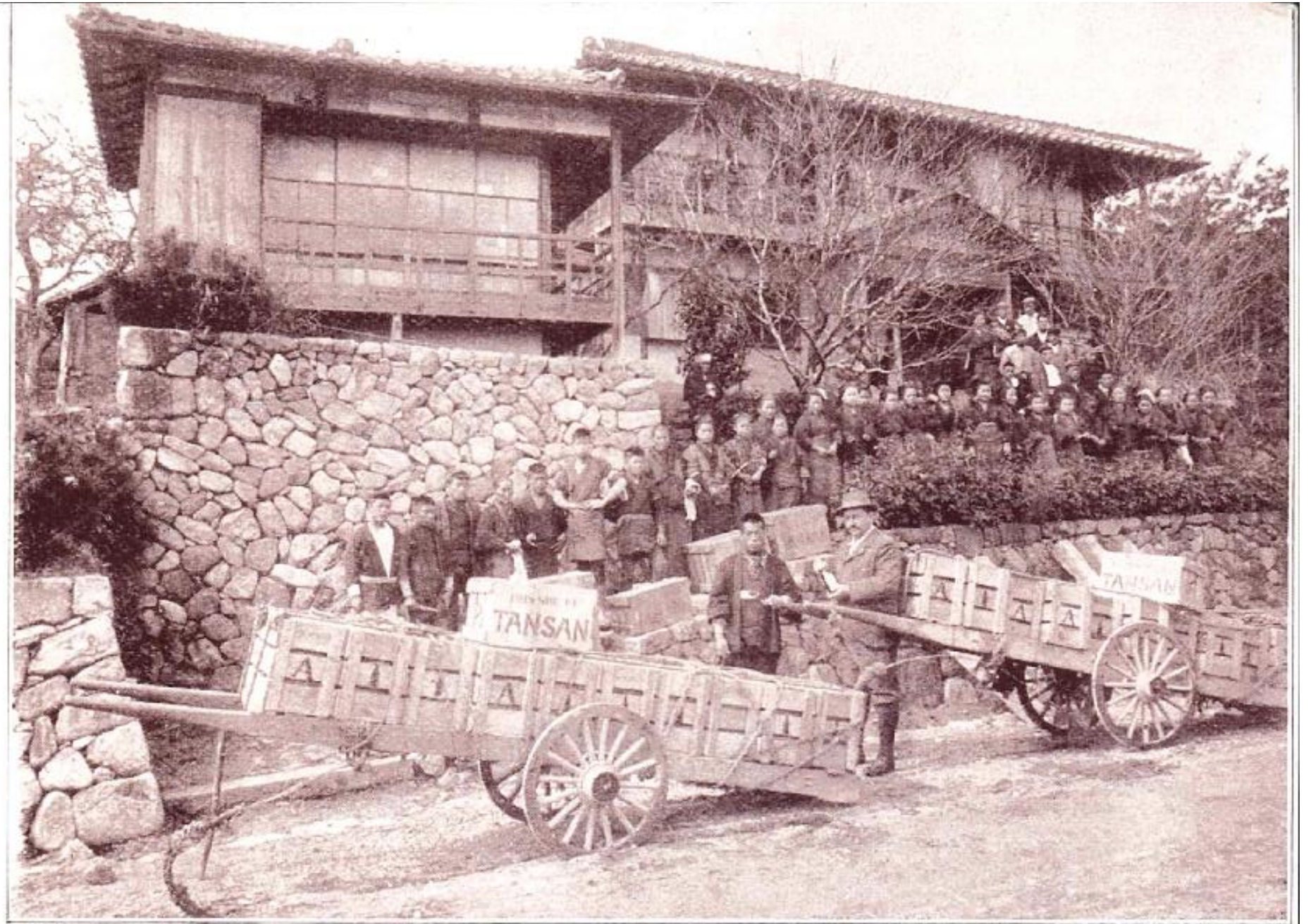
HIRAM CODD'S 1872 BOTTLE DESIGN



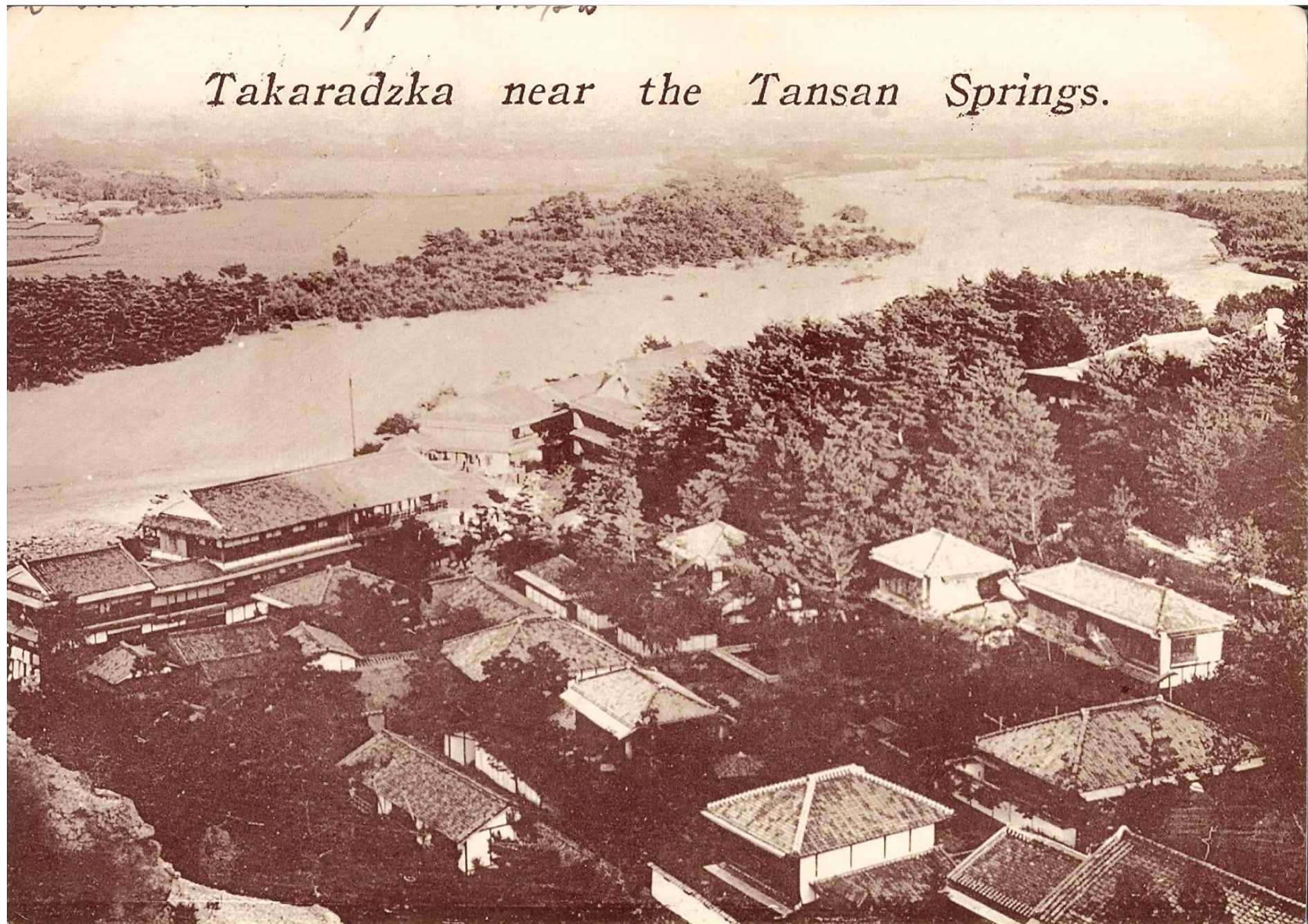
**RAMUNE —
LAUNCHED BY
ALEXANDER
SIM IN KOBE
IN 1884**



THE ORIGINAL WILKINSON TANSAN BOTTLING PLANT



ONE OF
WILKINSON'S
MARKETING
POSTCARDS



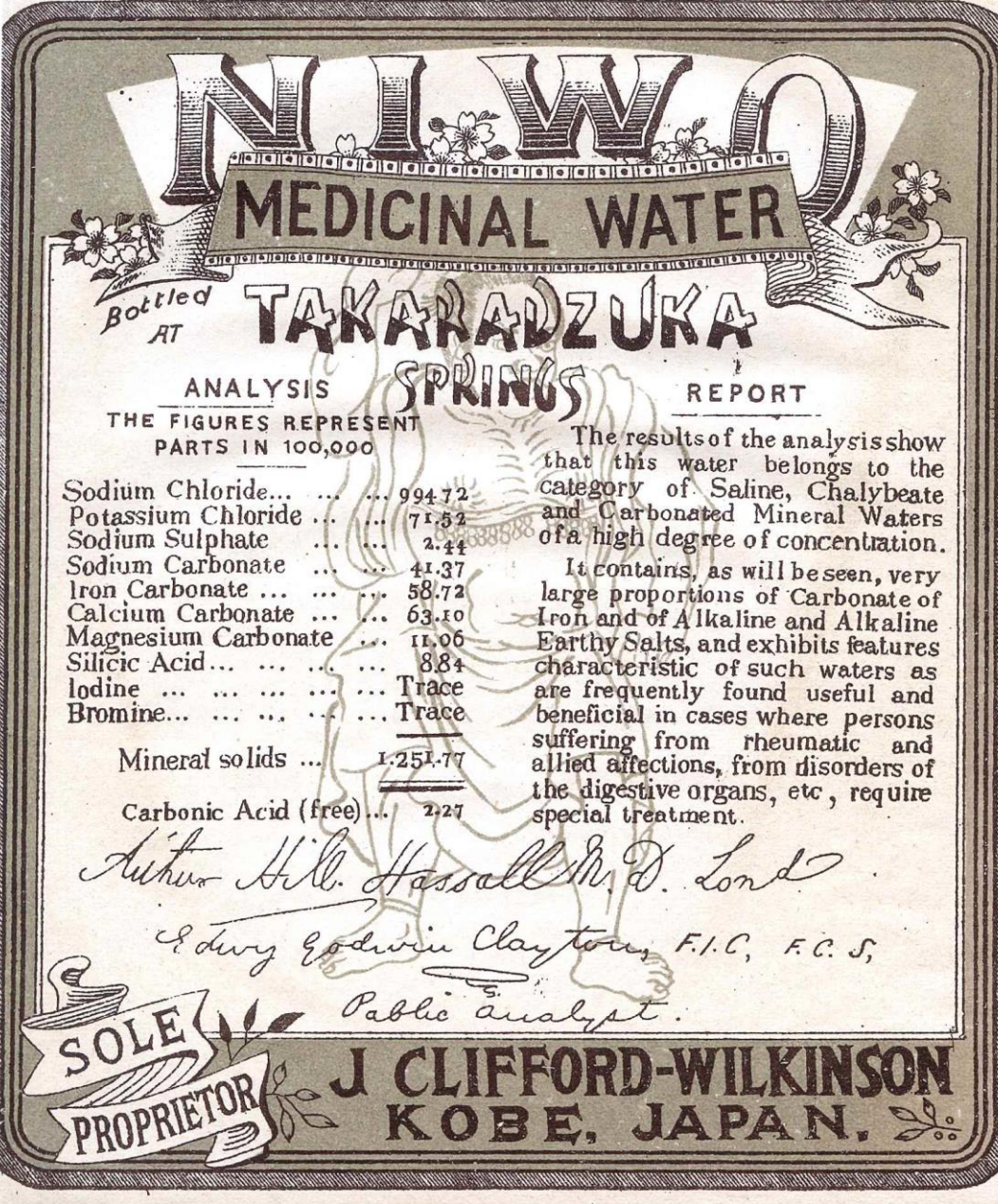
SITE OF THE ORIGINAL SPRING BY THE BRIDGE



The. Ho-rai Buridge, Takarazuka.

橋 來 蓬 塚 寶

COMPOSITION OF THE 'MEDICINAL WATER'



N.W.O.
MEDICINAL WATER

Bottled
AT **TAKARADZUKA**
SPRINGS

ANALYSIS **REPORT**

THE FIGURES REPRESENT
PARTS IN 100,000

Sodium Chloride...	994.72
Potassium Chloride ...	71.52
Sodium Sulphate ...	2.44
Sodium Carbonate ...	41.37
Iron Carbonate ...	58.72
Calcium Carbonate ...	63.10
Magnesium Carbonate ...	11.06
Silicic Acid... ..	8.84
Iodine	Trace
Bromine... ..	Trace
Mineral solids ...	1,251.77
Carbonic Acid (free)... ..	2.27

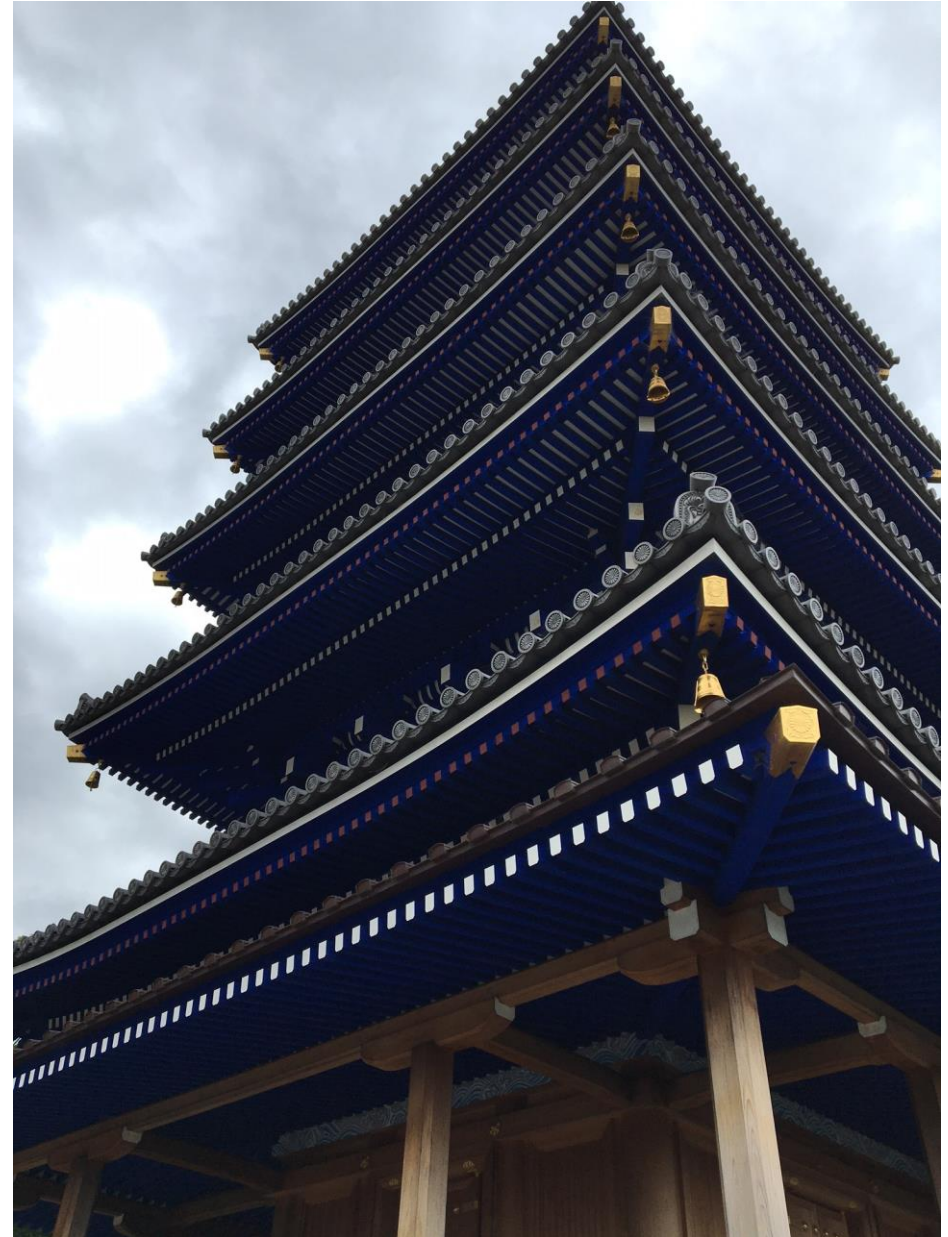
The results of the analysis show that this water belongs to the category of Saline, Chalybeate and Carbonated Mineral Waters of a high degree of concentration.

It contains, as will be seen, very large proportions of Carbonate of Iron and of Alkaline and Alkaline Earthy Salts, and exhibits features characteristic of such waters as are frequently found useful and beneficial in cases where persons suffering from rheumatic and allied affections, from disorders of the digestive organs, etc., require special treatment.

Arthur H. C. Hassall M.D. Lond.
Edw. Godwin Clayton, F.I.C., F.C.S.,
Public Analyst.

SOLE PROPRIETOR
J CLIFFORD-WILKINSON
KOBE, JAPAN.

PAGODA AT NAKAYAMADERA



‘NIWO’ AT NAKAYAMADERA



USE OF THE 'NIWO' IMAGE



A CROWN CORK OR CROWN CAP — INVENTED IN BALTIMORE IN 1892



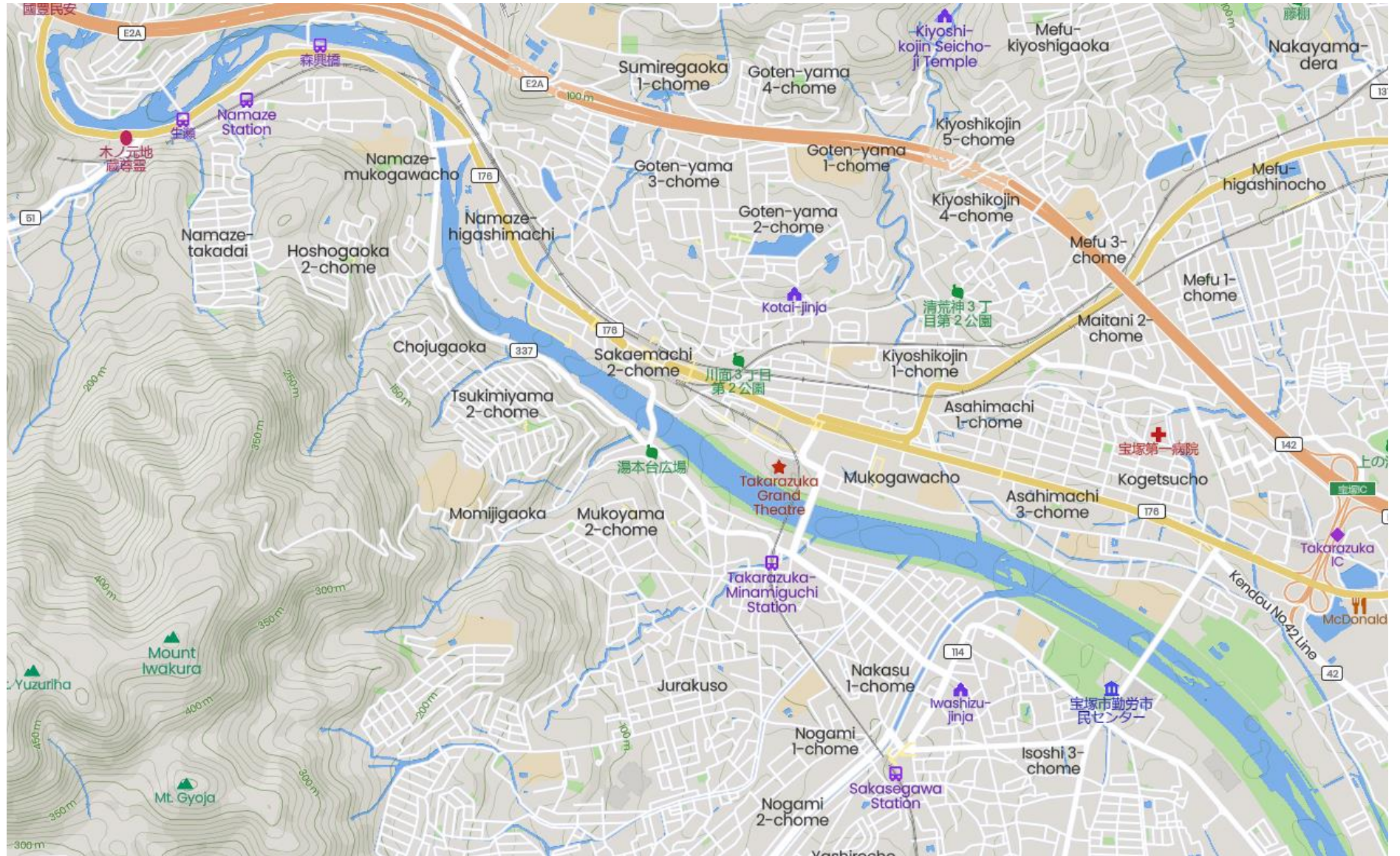
THE TANSAN HOTEL



MARKETING POSTCARD



CENTRAL TAKARAZUKA



MODEL OF THE 1904 NAMAZE PLANT



THE NAMAZE PLANT



A MARKETING IMAGE — THE FACTORY SITS IN A PRISTINE NATURAL ENVIRONMENT

1890 --- 1941

WILKINSON TANSAN

"The Aristocrat of Table Waters"



WILKINSON TANSAN—an incomparable Natural Mineral Water—radio-active, vital with proved tonic properties—Nature's finest refreshment. Its crisp, refreshing taste, absolute purity and distinctive excellence have won 8 highest awards in open competition against the leading Mineral Waters of the world. Internationally known, Wilkinson's Tansan is served on all the famous Pacific and European liners, in the U. S. A., the Philippines, in countless homes throughout the Japanese Empire, and everywhere where the best is the only standard.

THE CLIFFORD WILKINSON TANSAN MINERAL WATER CO., LTD.

ALL CODES USED
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SPRINGS: Takarazuka, Hyogo-Ken
BRANCHES: Tokyo, Yokohama & Osaka

P. O. Box No. 41
Kobe, Japan

DIVERSIFICATION



THE CLIFFORD-WILKINSON TANSAN
MINERAL WATER Co., Ltd.
KOBE — TOKYO — HONGKONG

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Clifford-Wilkinson's

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DRY
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THE

BOUQUET, AROMA
AND TANG ARE

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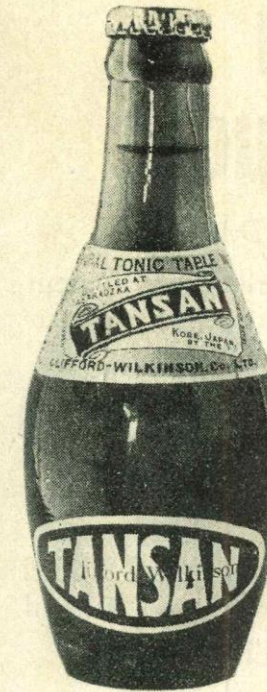
The **WEEKLY CHRONICLE** forms a cheap, handy, and reliable record of the political, commercial, and general news of Japan, Korea, Formosa, etc., and is specially suited for mailing in order to keep people abroad informed of Japanese and Far Eastern Affairs.

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TANSAN MINERAL WATER IS UNIQUE

It is an incomparable table-water absolutely free from impurities, with a delicious tang possessed only by waters of the highest quality. It is bottled as it gushes direct from the deep, hidden, and uncontaminated heart of a lofty mountain at Takaradzuka, Japan, and its wonderful limpidity and invaluable tonic properties have made it famous throughout the world. There are positively none better at any price, and very few indeed one-half as good.

The J. Clifford-Wilkinson Tansan is so noted among mineral waters that in 1909, at the First Session of the 61st Congress, a petition signed by 250 of the most distinguished medical practitioners of North America prayed Congress, on the broad principle of humanity, to remove the custom duties on Tansan water, and, because of its "exceptional purity and unrivalled and unique medicinal qualities," to allow it to enter the United States free of duty! (See the Congressional Record of that date.)

No thoughtful traveler unaccustomed to the changeable Japanese climate will drink freely of the river water supplied to the cities and towns.

To Keep Well on Your Trip

do not run risks with unknown waters. By drinking Tansan you can forget about your health, for it will take care of itself. Tansan is not only a gustatory delight, it represents the very highest form of intelligent economy, for one bottle at 15 sen may save you typhoid and six weeks in the hospital—with all that implies in expense, loss of time, etc. Hard water, and water carrying bacteria, harden the arteries, while soft, pure water keeps them pliant and their owners young. Tansan is the softest and most easily digested water known to science, as well as the most refreshing, invigorating and stimulating. Its appeal to persons of taste and refinement is direct and positive. Yet it costs no more than injurious imitations.

Tansan is the Champagne of Mineral Waters

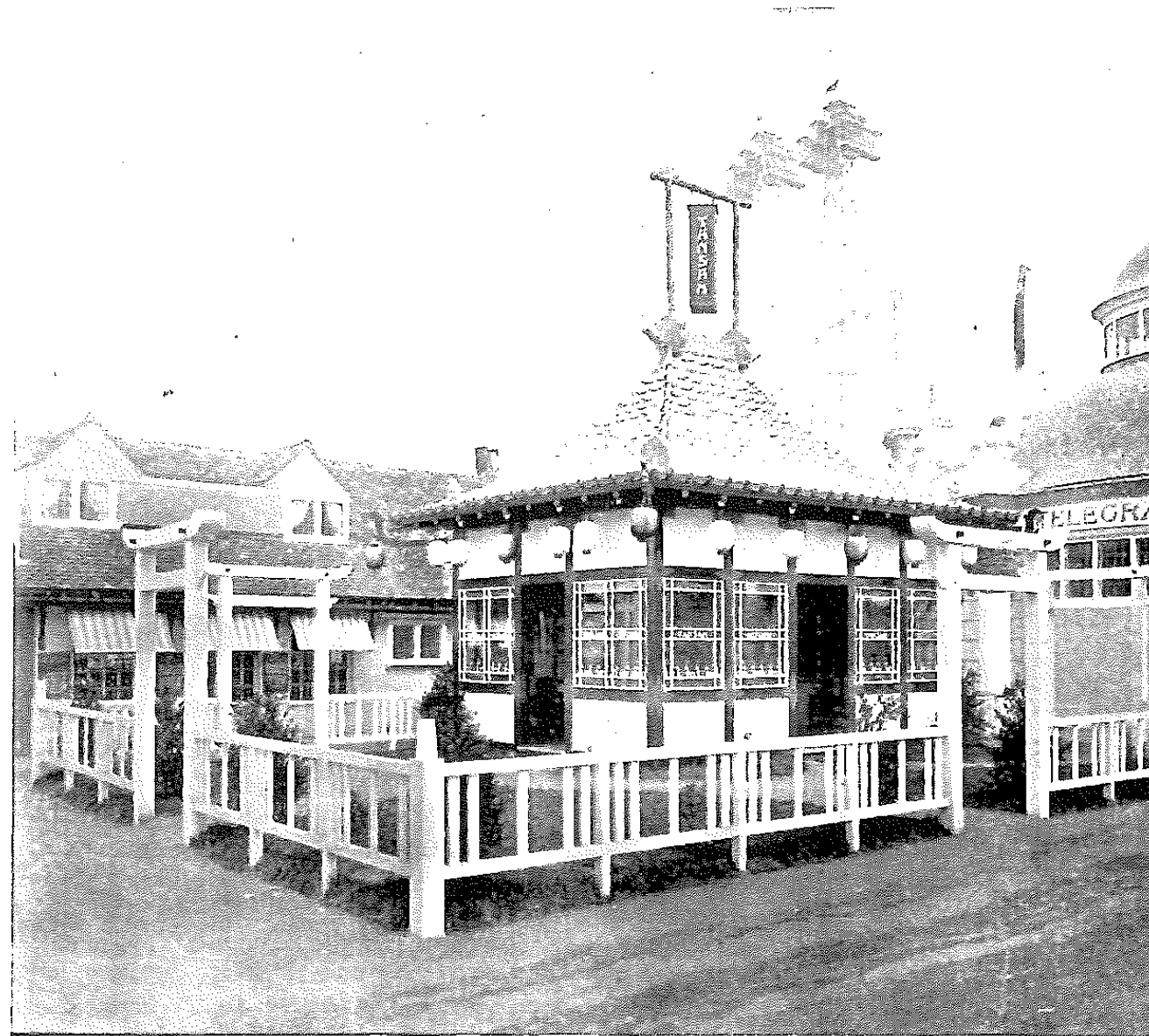
It is for sale everywhere, and because of its excellence it is copied widely. Demand the J. Clifford-Wilkinson Tansan, and you will get the original and best, while showing your disapproval of conscienceless counterfeiters.

Visit the Tansan Mineral Springs and you will be convinced.

The Real Tansan is bottled only by

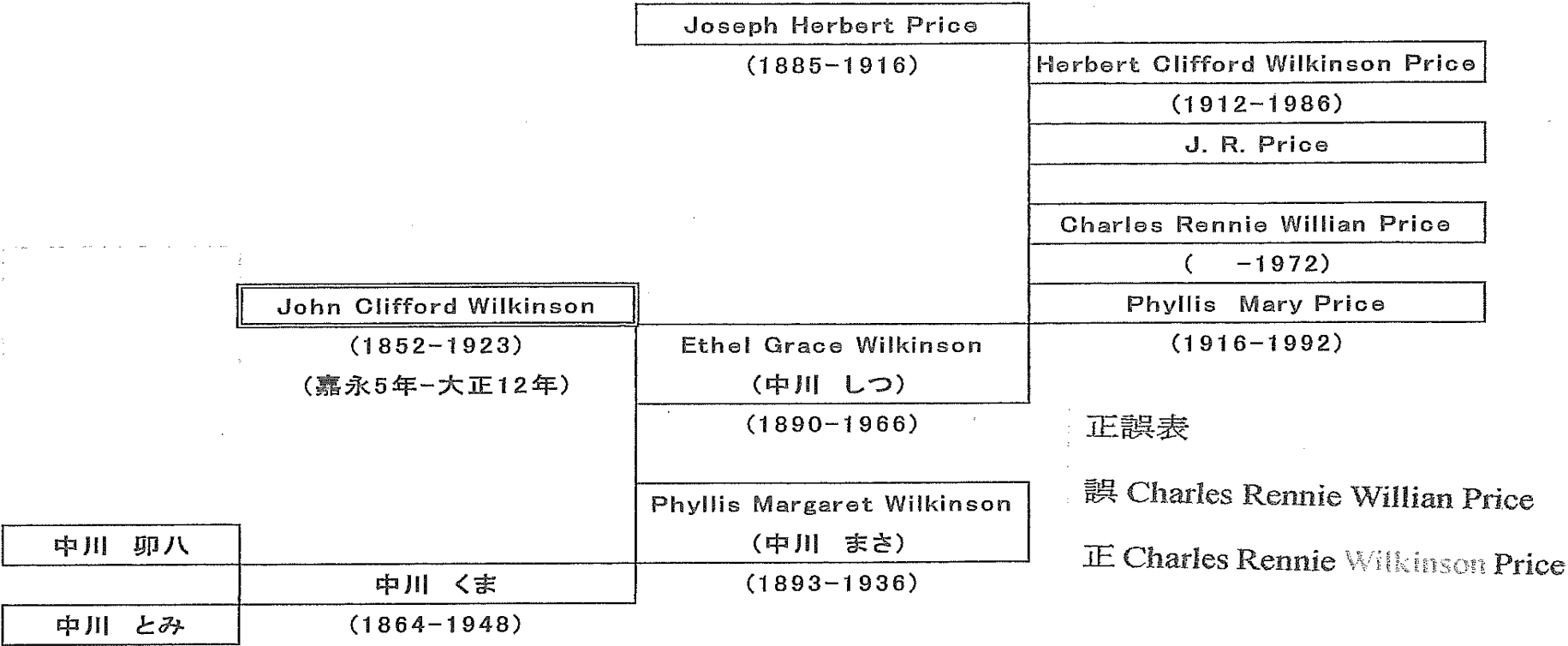
**The Clifford-Wilkinson Tansan Mineral
Water Co., Ltd., Kobe, Japan**

TANSAN
KIOSK AT
1910
JAPAN-
BRITISH
EXHIBITION



THE TANSAN KIOSK.

THE WILKINSON FAMILY TREE



WILKINSON'S HISTORY USED IN ITS PRESENT-DAY MARKETING

宝塚発祥、100年の歴史。

「ウィルキンソン タンサン」。1889年、
英国人ジョン・クリフォード・ウィルキンソンが
現宝塚市にて炭酸鉱泉を発見。
その後、1890年の発売より100年以上
愛され続ける炭酸水。

WILKINSON
Since 1904



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THE WORLD'S ONLY WILKINSON TANSAN VENDING MACHINE



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はじける!

ウヰルキンソン記念館

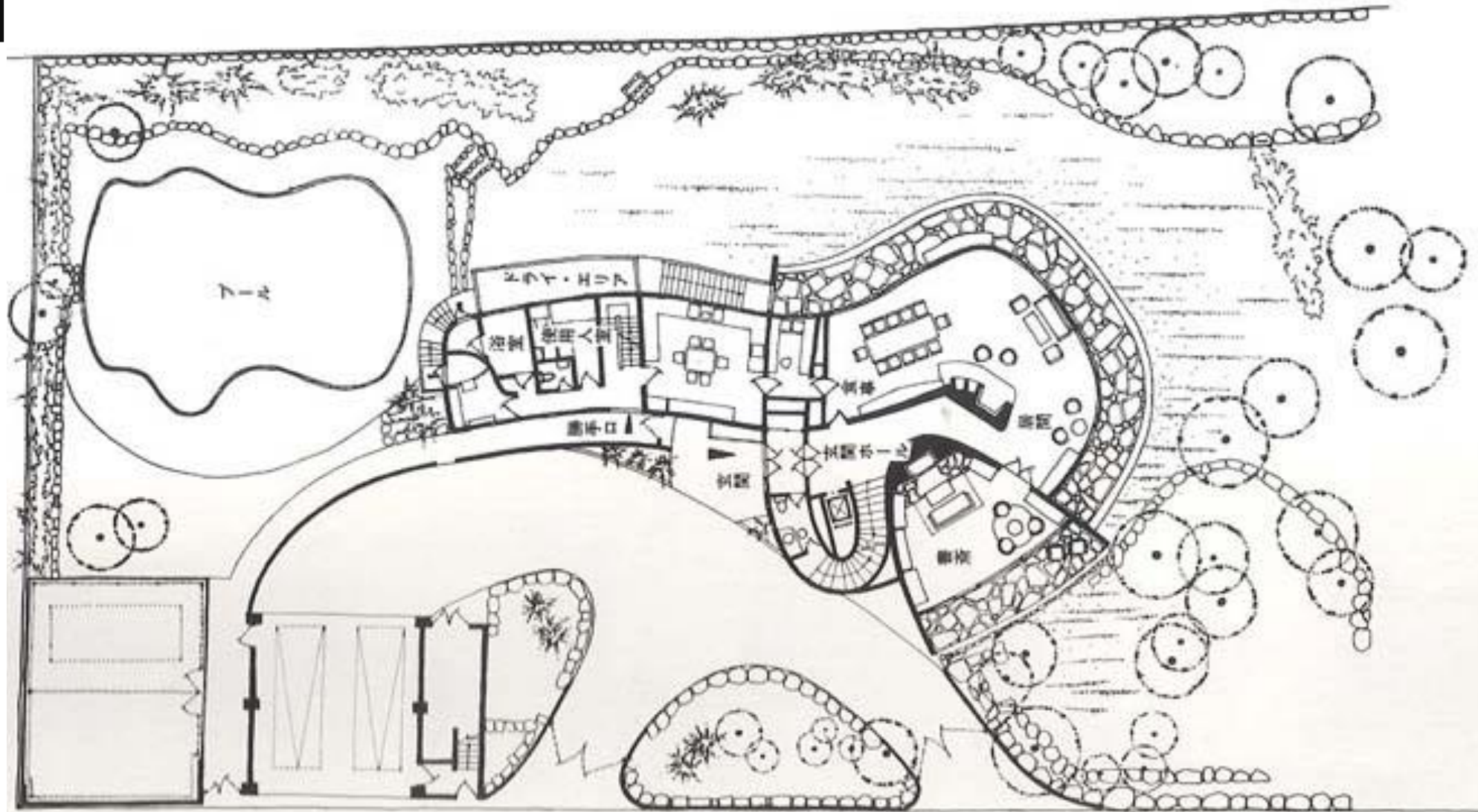


ウヰルキンソン記念館 推進委員会

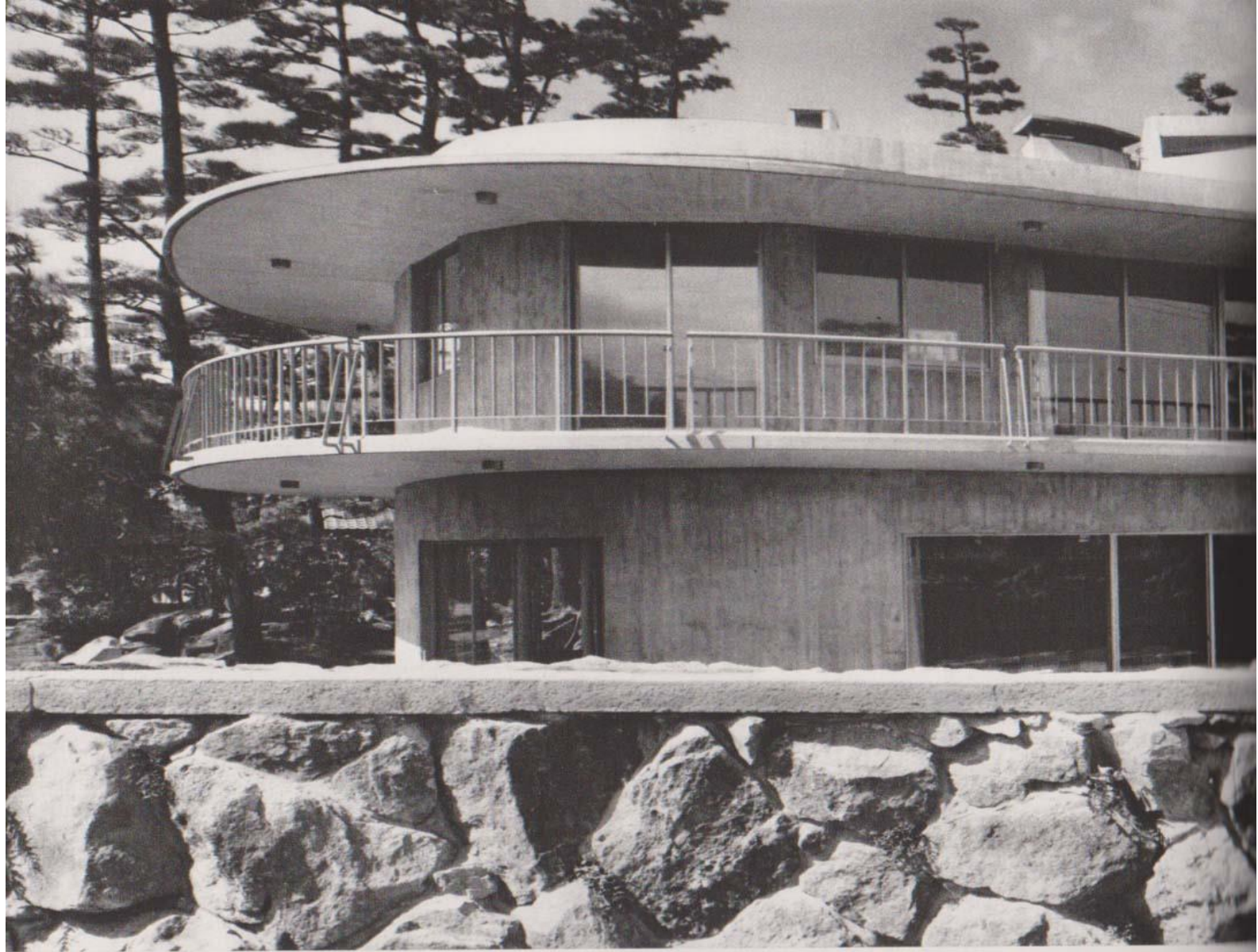
※上記活動は兵庫県民権センター「阪神南ふるさとづくり促進事業」より支援を受けております。



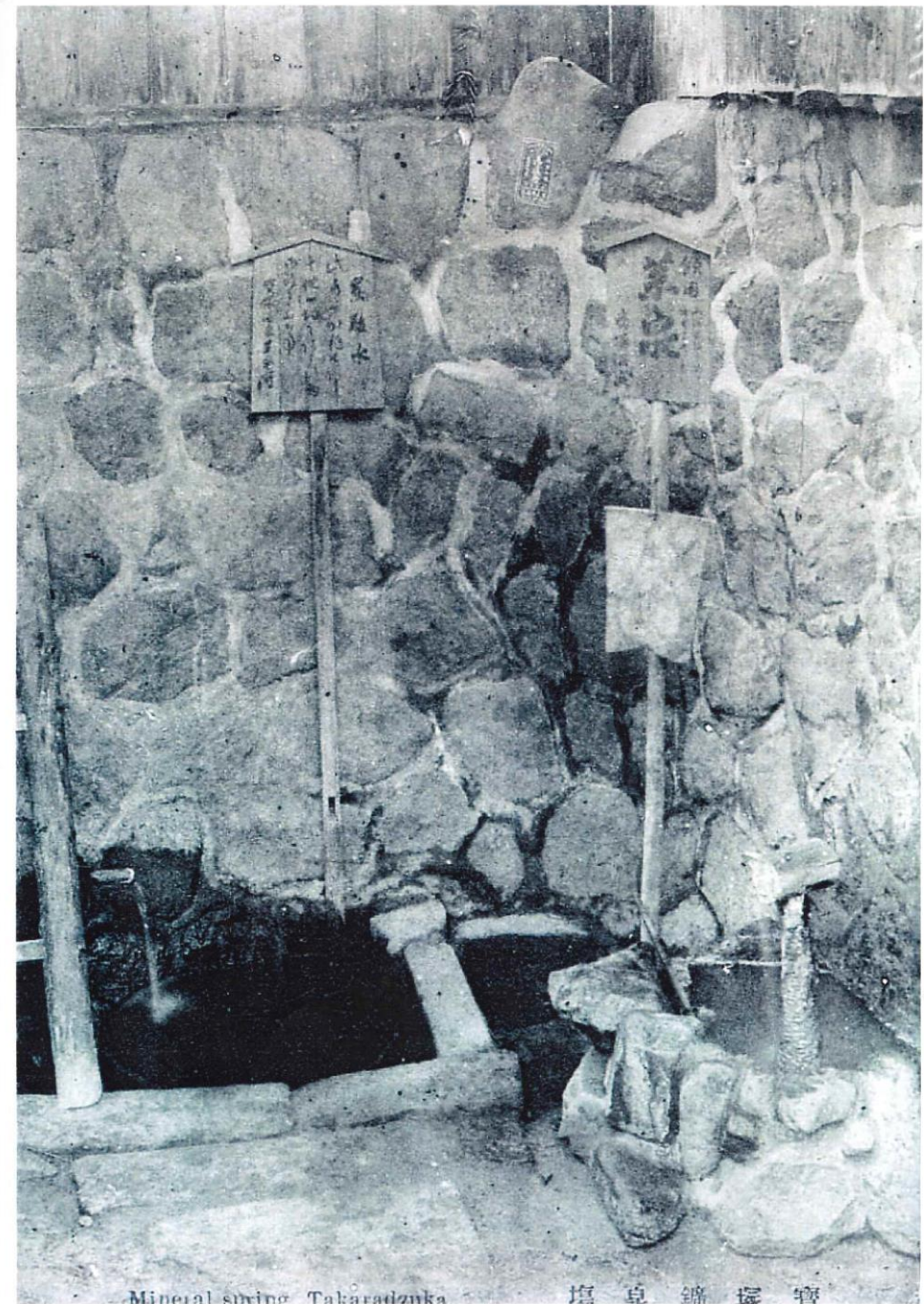
THE PRICE MANSION FLOOR PLAN



THE PRICE MANSION



SITE OF THE ORIGINAL SPRING



Mineral spring Takaradzuka

塩草錦堤