

—The Philosophy of Daimyou Ltd.—

Under our slogan of 'We deliver the YAMATO DAMASHII', the Daimyo Ltd offers information about the Japanese history and antique goods and aims at guiding our customers to the old Japanese world by fulfilling our customers demands to antique gears.

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**New Year's greeting**

Happy New Year! This is Takashi Hanamoto.

Thank you very much for taking care of me last year, too. Under the slogan of Chinese letter '掘'(digging deep), I have spent last year with bearing it in mind to give user-friendly services and goods and make a 'We deliver 'YAMATODAMASHII!' which has deep contents.

In 2016, I imagine to make strong ties with our customers this year and set a new slogan of Chinese letter, '固'(strong). I am going to operate our business with this slogan. I will begin new services to make strong relationship with the clients. I'm looking forward to working with you this year as well.



Happy New Year! This is Akemi Nakabori.

As my slogan in this year, I use this Chinese letter, '笑'(laugh). Through some auction sites and news letters, 'We deliver the YAMATODAMASHII', I can communicate with a large number of customers. 'I like this sword.' 'I have this kind of general armour.' 'Thank always.' 'I am looking forward to your newsletters.' I have received these plenty of delightful messages and they make me smile. I really appreciate them. While I cannot see the faces of our clients directly, I would like to keep it in mind that what we have sold enable our

customers to be happy when arriving at customers' hands. At home, I am driven by taking care of my children and housework. Sometimes, I find myself frowned. lol. I will appreciate your continued cooperation this year.



Happy New Year! This is Takako Shimatani.

I really appreciate your favor to our shop lat year. When I express my slogan in 2016 with one Chinese letter, I need to use '想'(respect)

I want our clients to be more happy and more satisfied with our services than last year. With my feeling, I set my slogan of '想'.

And when I talked with my children, I was unable to 'listen calmly' and

'speak slowly' so much last year. I regret it. I need to face to my children directly this year and I use this Chinese letter as my target. I hope your continued kind cooperation.



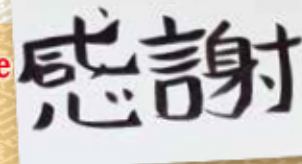
**Thank you visit Daimyou-auction always!**

Concerning with the point-cards(Kansya-card), we sent together when we shipped itens.

Benefits of Cards.

- Three 3 cards = 10%off    Five 5 cards = shipping free  
 Seven 7 cards = Daimyou 「Original Only one name on the tea bowl to the world」

Before



Seven 7 cards =

Daimyou 「Original Only one name on the tea bowl(Maccya-wan) to the world」

After

or  
 Daimyou 「Original Only one name on the Mug Cup to the world」

Maccya-wan



Here put your name

SAMURAI Mug



A handle has become in the form of SAMURAI

Please attracting more and more, and please return without hesitation. We waiting for your letter. DAIMYO STAFF!



Return envelope that arrived in the past

**Point-Cards Team**

**Daimyo Company Limited**  
 Charge name ... Shimatani  
 Daiichi Katsuta Building 3F, 2-1, Kurihara-cho, Onomichi-City, Hiroshima, 722-0022, Japan

**Feedbacks from our customers**

**Mr. H's comment (from Chiba prefecture)**

I am a mugged-up sword collector since six months approximately (\*^\*). My father had collected swords originally. But, he died last summer. I succeeded two swords and one short sword as keepsakes and touched them. That has made me get into swords. While I do not have the clear photos of swords, I want to place all of them in order and take the pictures. They have looked like what have been seized by police broadcasting in TV news program. I have a plan to present them with long acrylic cases.



**Our reply to this comment**

I need to have a look at your big swords' collection like photos of seized articles  
 I think putting the swords in acrylic cases will create good presentation.

How about this Yamatodamashii? We need your opinions and feedbacks more. We are waiting for them!

Please write as 'Sub: reply to the newsletter' and send it to us



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I am going to tell you about

# 大和魂

The story about Yamatodamashii

written by Shimatani

I am Akemi NAKABORI—the writer of this column. I have been talking about the Gokaden (classification of Japanese swords). The last one is only Minoden (Gifu).

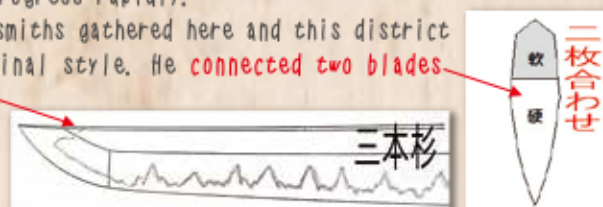
**Origin** It was the newest group in the classification of Japanese swords. Since they were made in Seki-shi, Gifu prefecture, these swords were called as "Sekimono". In The Period of the Northern and Southern Courts, Kanashige/Kinju, who was a apprentices of Masamune, migrated this place and created Soshuden. At the same time, Kaneuji Shidusaburo, who was an apprentices of Masamune as well and one of 'Masamune Jittetsu (ten best disciples of Masamune), migrated Shidu. But, he moved his home to Seki. Since Kaneuji was basically a prentice of Tegaki group, a mixture of Yamatoden and Soshuden was occurred and Minoden had been completed.

## Why Mino Province? Why Seki?

This area had the riches of Nature, which supplied good-quality material for swords, pure water and knife sharpeners. They were easy for producing good swords. In Mino Province and surrounding regions, there were a lot of dominant military commanders. From them, orders to make swords were flood in swordsmiths of this area. This region made a big progress rapidly.

As Seki-shi had little damage of heavy rain and so on, many swordsmiths gathered here and this district prospered. In these swordsmiths, Kanemoto Magoroku had his original style. He connected two blades to one sword practically and used blade's pattern of Sanmon-Sugi.

Because of his sword's characteristics, he was highly evaluated. Now, his works were called as excellent swords, 'Magoroku of Seki' and became classic examples of Minoden.



## By war

The swords in the Sengoku era were called as Sueseki-mono as well. And seven schools called as Seki Seven Schools (Zenjo, Sanami, Nara, Tokuin, Tokuei, Ryoken and Muu) were born. Most of swordsmiths were from the Yamato region and they wanted to share their nostalgia for home. So, the seven leaders of each group had a meeting and decided what swords they would produce. That meant that each swordsmith was unable to make swords without any permission. And they had produced a lot of stable and pragmatic swords for combat.

## For that.....

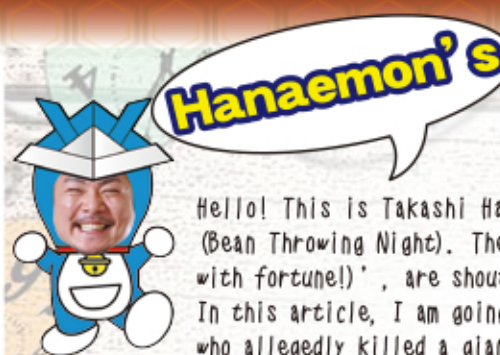
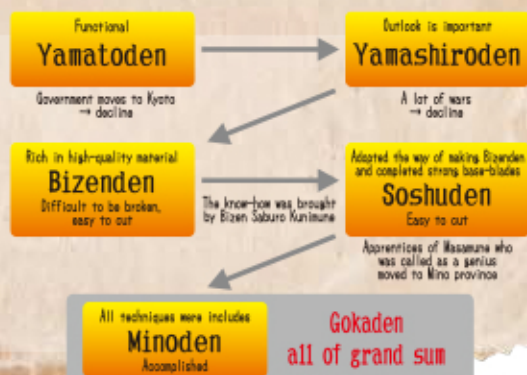
In order to make a strong and practical swords,

<p>To make Shinogi high and Kasane thin</p> <p>↓</p> <p>difficult to be broken, easy to cut</p>	<p>Few long swords, and to make grips easy to hold</p> <p>↓</p> <p>easy to move and swing</p>	<p>To make a quality of base metal fine</p> <p>↓</p> <p>become flexible and tenacious</p>	<p>To harden steel and it makes solid and sticky</p> <p>↓</p> <p>difficult to make nick in a blade</p>
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These swords are evaluated as the most excellent ones for actual combat. But the swords of Sueseki-mono had been mass-produced. So, from the point of artistic view, they are not so highly rated actually. How on earth many swords had been created? Probably, the number of produced swords might be surely beyond our imagination.

## Looking back of Gokaden's history

While required swords were different depending on the time period, I think swordsmiths shared their feeling 'to make a better sword than any other swords' in every era. I can say Minoden swords were a summing of techniques that swordsmiths who had produced other four classifications had souls in their products. I studied the history of Gokaden and felt the Japanese detailed skills and spirits to make a progress every day again



# Hanaemon's Make you Back in time



'Tametomo Minamoto'

Hello! This is Takashi Hanamoto. In February, we, the Japanese, have Setsubun (Bean Throwing Night). The words, 'Oni wa uchi, Fuku wa soto (In with ogres! Out with fortune!)', are shouted on 3rd Feb all over Japan with throwing beans. In this article, I am going to focus on and talk about Tametomo Minamoto who allegedly killed a giant and made it his servant.

Tametomo Minamoto was a general in the last years of Heian period. He was an uncle of well-known Yoritomo Minamoto and Yoshitsune Minamoto. He was born as the eight son of Tameyoshi Minamoto. Surprisingly, his height is said to be 210 cm. In addition, his left arm was longer than his right arm by 12cm. Since his physique was so big, he was so brave. Moreover, it was said that he was a terribly wild kid. Because of his rowdy character, he was disowned by his father and had been expelled to the Kyushu region when he was 13 years old.



## 13 years old...unprecedented...LoL

Furthermore, when he was 16 years old, three years after, he, a man of courage, suppressed the Kyushuu region. As he did it without any permission, he was called to come to the Imperial Court. But he declined it. Because of his misconduct, Tameyoshi, his father, had been deprived from his official post. He thought so sorry for his father and went to Kyoto.

## Hogen Rebellion

At that time, there was a struggle for power between Retired Emperor Sutoku and Emperor Go-shirakawa. He participated in this battle as the army of Retired Emperor with his father, Tameyoshi. His brother, Yoshitomo, got together to this battle as the army of Emperor Go-Shirakawa. Tametomo proposed to make a night attack and decide this battle at once. But his proposal was not accepted. On the other hand, he got the night attack from his brother, Yoshitomo, and had lost the battle.

## An episode when he stood face to face with his brother

He sent arrows as warning to his brother and hit to decoration of his brother's helmet.

Brother Yoshitomo: 'Hey, what are you doing? You drew a bow to your elder brother!'

Tametomo: 'You ALSO did same things toward your father!'

Brother Yoshitomo: '.....'

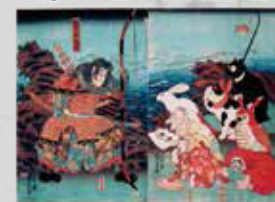
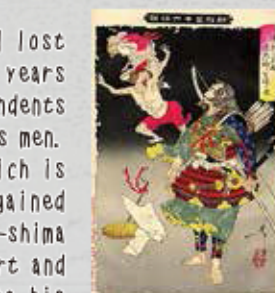
His objection had a good reason!!!

## After the defeat

Tametomo, who had lost this battle, was exiled to Izu Oshima Island. Ten years after, he sailed to Oniga-shima Island where descendents of Ogres were living, subdued them and made them his men. This story is said to be an origin of old tale which is called 'Momotaro' (Peach Boy). And he invaded and gained control over seven islands of Izu, including Oniga-shima Island. He never paid land tax to the Imperial Court and lived freely. The Imperial Court sent its army to his territory. He used Goukyuu, which was his favorite weapon, a strong bow that



three persons were required to string it. This made enemy's boats with 300 soldiers sink. But he saw numerous ships of the Imperial Court closing to his island and gave up. Finally, he had killed himself. As a legend, he allegedly ran away to Ryukyu and built the Rryukyu Kingdom. But it is created as an official history of Ryukyu Kingdom.



He was a record-breaking general and remained a lot of episodes. If his proposal had been accepted and a night attack had been implemented, the times might have been changed. If Retired Emperor Sutoku's side had won in the Hogen Rebellion at that time, the era of Kyomori Taira who had got power gradually since this battle might not have existed. But for the era of Kiyomori Taira, the day that a samurai governed Japan might not have appeared. Without the period that a samurai had administrative power, the Japanese history would have been terribly different after that. That is to say, 'The history changed at that time'. If Tametomo had not get his birth, the old tale of 'Momotaro' (Peach Boy) would not have been presented and we could not have enjoyed such tasty Kibidango (millet cakes).