

鬼は外! 福は内!

That's all this direct response by mail package says. In Japanese it reads: Demons (oni) out! Luck in! What's unique about the package is that it contains soybeans, which are used for that ritual held on Feb 3rd wherein the soybeans are tossed out the door or at an oni.

Along with the soybeans is the address for Maruhan Pachinko at the Shinjuku Toho Bldg. in Tokyo.

The logic is that the association between performing the good luck ritual and the notion of having improved luck will increase customer turnout at the pachinko parlor.