

Hear the voices of the winds and the gentle stream as time strolls by

~ Then take another step beyond Tobe ~

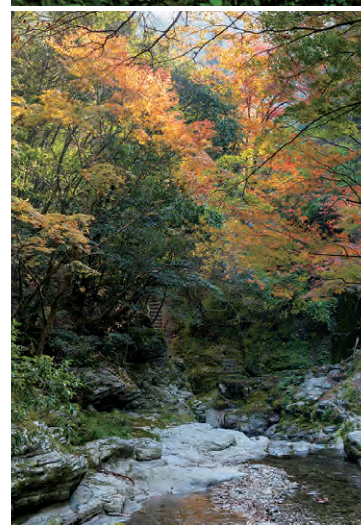
53 Stations of the
(Pottery) Tokaido
24

A scenic spot where you might happen to meet a real tengu

Senba Valley

The beautifully serene view of Senba Valley is created by the water that flows between craggy boulders. Yamano grass peeks out from between the rocks while the area is decorated with mountain camellia in the spring, hydrangea and dendrobium orchids in the early summer, and the changing colors of autumn leaves. Walk on the paths and feel both your mind and body being cleansed. Spend time being enveloped in the breath of nature.

Inside cover MAP D-3



Senbagatake is one of "Iyo's 12 Scenic Spots" that were selected in 1926. It is a mystic valley with a legend that says tengu (long-nosed goblins) used to live here.

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Cool and refreshing nagashi (flowing) sōmen Gongen-san

Gongen-san, 440 m in elevation, is a peak that has long been associated with the Shugendō faith. Duck through the *torii* gate along the clear-flowing Nakano River and you will see the Toyomine-jinja Shrine directly ahead, with spots to enjoy *nagashi sōmen* (flowing thin wheat noodles) to either side. Condiments and broth made with local ingredients perfectly complement the well-chilled noodles. The popular location bustles with people seeking the delicious flavor and refreshing coolness during the season when they are offered.

☎089-995-8853 (greensight)

Location: Gongen-san Rest Area, 1548 Sōzu, Tobe
Open: Nagashi sōmen July 1 through late Sept.
10am-3:30pm (last call 3pm)

Closed: Open every day during nagashi sōmen season
(inquire during severe weather)

Admission: ¥700 (middle school students & above), ¥500
(elementary school students), ¥200 (above 3 but not yet in
elementary school)

Parking: Free

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Experience pottery making and let nature help you forget the time

Farm Village Crafting Center

Just up the hill from the national highway is a building with a red pointed roof. The first floor has exhibits of pottery made by visitors and on the second floor is a multi-purpose hall. You can try your hand at pottery making and see what it's like to be a potter. It's also close to the Restaurant in the Mountains Hirota-no-mori.



The 12-sided building was built with wood donated by the local people.

☎089-969-5087

Location: 117 Sōzu, Tobe

Open: 9am-5pm

Closed: Tuesdays (if a national holiday,
the following day), Dec. 30-Jan. 3

Admission: See p.7 for pottery-making fees

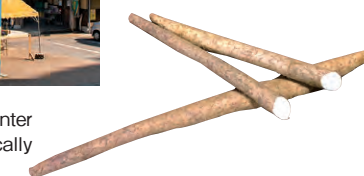
Inside cover MAP E-3

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Take a deep breath of mountain air and relax

Michi no Eki Hirota "Kyō no Yakata"

Michi-no-Eki (roadside rest area) sells fresh fruits and vegetables delivered by local producers every day, as well as processed foods, ceramics, and many other products. Shiitake mushrooms harvested from raw wood and jinenjo (wild Japanese yams), a local specialty, are especially popular. Visitors can also enjoy the rich natural beauty of the surrounding river and mountains.



Many fans look forward to the winter sales of these white, sticky, locally grown wild yams.

☎089-969-2070

Location: 162-1 Sōzu, Tobe

Open: 8:30am - 5pm

Closed: First Monday of the month (if a national holiday,
the following day)

Admission: See p.7 for pottery-making fees

Parking: Free

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Gaze at the calm, vast water surface and sky

Nagaso Pond Campground

Turn off of a prefectural road and go 3.1km uphill on a mountain road to arrive at the Nagaso-ike Pond located at 520 meters above sea level. Carp and other fish live in this large pond that has a Yatsuhashi (8-plank bridge) and gazeboes. It is a fun place to camp while taking in views of the season reflected on the water and of the star-filled sky.



The mountains and water surface are simultaneously colored by the cherry blossoms in the spring and tinted leaves in the fall.

☎089-962-6010 (Construction Division)

Location: 1485 Sōzu, Tobe

Open: Open all day, all year

Closed: Never

Admission: Free

Parking: Free

Inside cover MAP E-3

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Create while watching the flow of the river

Tōgeisha Pottery House

The Tōgeisha pottery house was established in 1986 to promote the development of the area as a pottery village, welcoming the Nakata-Gama kiln. Today, the number of pottery workshops in the area has grown, and there are now a total of three kilns.



[Nakata-Gama]

☎089-969-2077

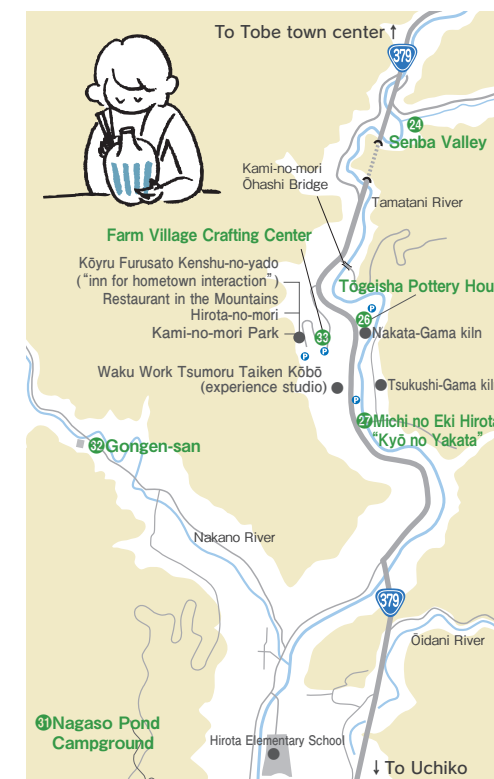
Location: 159-2 Sōzu, Tobe

Open: 9am-4pm

Closed: Irregular holidays

Parking: Free

Inside cover MAP E-3

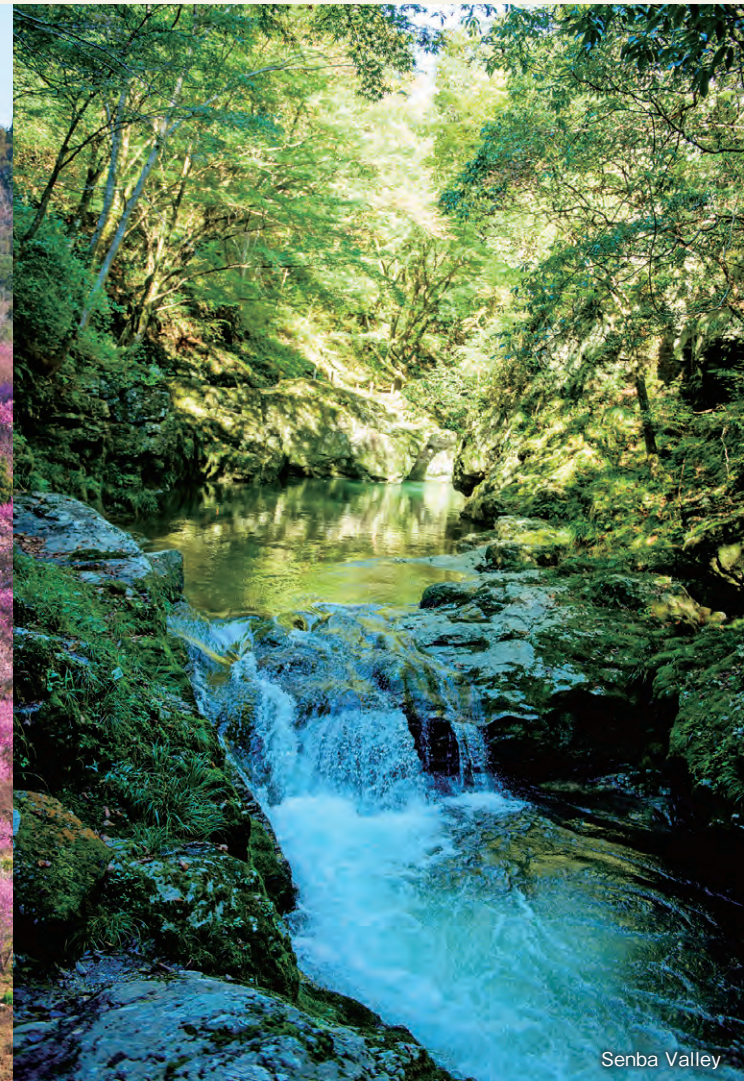




In front of SPA P-SPO Yutori-kan Onsen



Nanaore Plum Nursery



Senba Valley



Tōritani Pond

When you connect with the local people When you encounter a scene that catches your breath These are the things that color your trip

Seasonal Event Calendar

There's fun for every season in the villages of Tobe!

February

Nanaore Plum Festival

[around Feb. 20 till around March 10]

The first flower event of the year is held at a plum nursery in a mountain valley that has around 16,000 trees of 30 varieties. The event begins when the flowers bloom. Surrounded in blossoms and fragrance, many activities take place such as a plum seed spitting contest and mochimaki, a practice of scattering rice cakes to keep bad luck away. [Contact] Nanaore Plum Association ☎089-962-3064

May

Firefly Festival [late May to mid-June]

Events for admiring the wild fireflies that flit about the clear-flowing streams. Held at various locations including the Tsubouchi Residence in the Tobe district, and in the Hirota district, Tamatani and Takaichi. [Contact] Commercial and Industrial Tourism Section ☎089-962-7288

February

Kisaragiki [February 7]

Masao Inoue (1881-1950) was a renowned actor from Tobe who brought excitement to cinema and theater with his outstanding acting skills. On the anniversary of his passing, those who had connections to him and volunteer local residents pay tribute by visiting his grave and offering songs and stories. [Contact] Social Education Division ☎089-962-5952

April

Tobeyaki Festival [3rd Saturday and Sunday in April]

This is a highlighting event of Tobeyaki pottery, attracting over 70,000 visitors each year. Roughly 100,000 pieces, from daily wares to luxury items, are put on display. Special "gratitude prices" set by the local pottery kilns are not to be missed.

[Contact] Commercial and Industrial Tourism Section ☎089-962-7288

July

Gongen-san Nagashi Sōmen Noodles [July-early September]

Sōmen noodles flowing through bamboo pipes at the foot of Gongen-san is a local attraction of the summer season. The normally quiet and serene mountain valley fills up with people seeking the rustic flavor and cool air.

[Contact] greensight ☎089-995-8853

August

The Zoo at Night [summer and fall -inquire for dates and time]

A popular event at the Tobe Zoological Park of Ehime Prefecture to see the animals at night in a slightly unusual atmosphere, lit up in mystical illumination. Open rain or shine, except during weather warnings. [Contact] Tobe Zoological Park ☎089-962-6000

November

Autumn Tobeyaki Festival [early November]

Tobeyaki potters set up stalls to sell their own wares at this annual autumn festival. Their prices that show their gratitude for their customers are quite inviting. While you're there, treat yourself to live music, local performing arts, local specialty vendors, and gourmet food, too. [Contact] Commercial and Industrial Tourism Section ☎089-962-7288

Hirota Furusato Festa [early November]

This festival is held in the Hirota area that flows through the hills of Tobe, where folks gather to enjoy events such as local performing arts, children's hero characters on stage, and popular song shows, as well as a farmers' market selling highland vegetables.

[Contact] Hirota Branch ☎089-969-2111

December

Hirota Jinenjo Festival [early December]

Jinenjo, the wild yam that is a specialty of Tobe, is sold and dishes made with them are offered for tasting. Seasonal specialty products of the Hirota District are also sold.

[Contact] Michi no Eki Hirota "Kyo no Yakata" ☎089-969-2070

Please inquire for details, as plans may change due to weather and other circumstances.

Lucky if we meet! Tourist Events (Held year-round)

Tsubouchi Residence Event

The Kawanobori Market is held every 2nd Sunday at the residence of Tsubouchi, a former village headman who ran a water mill business for grinding pottery stone during the Edo Period. Things are happening here at other times too, such as vegetable spot sales, sōmen nagashi (eating noodles flowing through bamboo pipes), river games, harvest moon festival, and parties to enjoy country cooking. [Contact] NPO Tobe TOBE ☎089-962-2747

Tobe Sunday Market

Every Sunday morning until around noon, a market is held at its regular location in Ōminami, Tobe. Fresh vegetables and fruits, prepared food, and homemade sweets brought from around town line the market, attracting customers that include many regulars. [Contact] Tobe Sunday Market Group ☎089-962-2147

Tobe Rakuichi

The Tobe Rakuichi is a market that was started by people who wanted to bring back the hustle and bustle of the Edo Period. People gather twice a year around the Tobe Town Commerce & Industry Building (at 384 Ōminami) which becomes a fun area closed off to automobiles, selling various products including fresh produce, Tobeyaki pottery, and more. [Contact] Tobe Town Society of Commerce & Industry ☎089-962-2148 (Closed weekends and holidays)

More information on Tobe events can be found on the Tobe Tourism Association website.

Let the people of Tobe and their thoughts, skills,
and scenery come together in your small trip

The 53 Stations of the (Pottery) Tōkaidō

Selected in 2009 as one of Japan's Scenic Byways by the Ministry of Land, Infrastructure, Transport and Tourism
(Below are images of attractions that could not be included on pages 2-11)



The 53 Stations of the (Pottery) Tōkaidō for touring historical sites scattered throughout Tobe is known locally for the “stamp rally,” a game played carrying a guidebook to collect stamps from the 53 stations. The stations can be visited on foot or by car. You can also collect points for fun surprises.

- 1 100th monument depicting the words “Nenzureba Hana Hiraku”
- 2 Tōkaidō Yume Tower Eito-kun
- 3 Welcome to Tobe monument
- 4 Masumi-ga-kubo, legend of Hikoshichi Ōmori
- 5 Akasaka spring
- 6 Rishōin and Konpira-san of Asō
- 7 Mitsumata Kofun Park
- 8 Ehime Prefectural Sports Complex
- 9 Tobe Zoological Park of Ehime Prefecture(→8P)
- 10 Hikoshichi Ōmori Memorial Tower
- 11 Ceramic mural and chōzubachi wash basin(→9P)
- 12 Musée Satosanbō
- 13 Ehime Children's Castle(→8P)

- 14 Statue of Friendship at Central Community Center
- 15 Ceramic mural at Central Community Center
- 16 Shikisansui ceramic mural at a government office building in Tobe
- 17 Bust of Masao Inoue and resource room at the Cultural Center
- 18 Toban-zaka toward Tobe Tōkaidō Yutori Park Arena
- 19 Ceramic mural at SPA P-SPO Yutori-kan Onsen(→9P)
- 20 Noborigama (climbing kiln)
- 21 Ceramic mural at Matsuyama Minami High School, Tobe Branch
- 22 Tobe thrust fault
- 23 Miniature altar and dais for a Buddhist image at Iwaya-Reigan-ji Temple

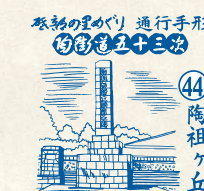
- 24 Senba Valley(→10P)
- 25 Kaminomori Ōhashi
- 26 Tōgeisha Pottery House(→11P)
- 27 Michi no Eki Hirota “Kyō no Yakata” (→11P)



▲Look for the blue stamp stand and flag

- 28 Mountain Village Immersion Center
- 29 Main house and brick smokestack at Sasaki Shuzō
- 30 Former Hirota Branch
- 31 Nagaso Pond Campground(→11P)
- 32 Gongen-san(→10P)
- 33 Farm Village Crafting Center(→11P)
- 34 Uebi-tōseki
- 35 Chōshi Dam Park
- 36 Chōshi Falls
- 37 Kawatomi Shrine
- 38 Tsubouchi Residence
- 39 Elutriation of Kawanobori-tōseki and Tobe ceramic materials
- 40 The Great Noborigama of Baizan(→3P)
- 41 Toishiyama Park

- 42 Tōri-ga-oka(→4P)
- 43 Route Tōban-no michi(→2P)
- 44 Tōso-ga-oka(→2P)
- 45 Tobe Town Pottery Creation Center(→4P)
- 46 Hatsuyukihai Sake Brewing Museum
- 47 Ōmiya-hachimangū
- 48 Tobe Old-Fashioned Living Pavilion
- 49 Ōminami Shopping Street Monument(→3P)
- 50 Site of a handmade soy sauce factory
- 51 Tobe Town Commerce & Industry Building
- 52 Ceramic mural and projector at JA Tobe
- 53 Tobe Pottery Traditional Industrial Hall(→3P)



▲Each stamp has a unique design



Visitors from outside the prefecture can receive a special Tobeyaki ceramic tour medal after visiting five stations.
Inquiries: Tobe Pottery Traditional Industrial Hall
Tel.089-962-6600

Access Information

Tobe borders Matsuyama and is a convenient town for sightseeing

Access to Tobe

	Matsuyama Airport	About 25 minutes by limousine bus	Matsuyama City Station		Iyotetsu Bus Tobe Line	Tobe
	Matsuyama Sightseeing Port	About 25 minutes by limousine bus				
	JR Matsuyama Station	About 7 minutes by streetcar				
	Matsuyama Interchange	To Tobe on Route 33 About 15 minutes to the Tobeyaki Dentō Sangyō Kaikan-mae (Tobe Pottery Traditional Industrial Hall)				

Times shown above are estimates



Getting to Matsuyama

-  By air: Connections to Matsuyama Airport from Tokyo (Haneda, Narita), Osaka (Itami), Nagoya (Chubu International), Fukuoka, Kagoshima, and Okinawa (Naha)
-  By sea: Routes from Hiroshima Port, and Yanai Port
-  By train: Yoson Line from JR Takamatsu Station and JR Okayama Station
-  By bus: Highway buses from Tokyo, Aichi, Osaka, Kobe, Kyoto, Okayama, Takamatsu, Kōchi, Tokushima, Fukuoka, and Shin-Onomichi / Fukuyama

The event that most completely fills Tobe with Tobeyaki pottery

Tobe Town hosts a variety of Tobeyaki events, and the one that draws the largest crowds from both within and outside the town is the Tobeyaki Festival. The Spring Festival, held on the third Sunday in April, features approximately 100,000 items ranging from everyday tableware to high-end pieces, while the Autumn Festival, held in early November, features open-air stalls where potters sell their wares directly to customers.



Taxi companies within Tobe

-  ●Tobe Taxi
Tel.089-958-3311

Made in Tobe

This very moment, we are blessed with the sky, the breeze, and the graces of the soil



Dried shiitake mushrooms grown with clean water and air

These dried shiitake mushrooms are jam packed with the blessings of Hirota's mountains. Enjoy their unique aroma that is distinctly different from that of fresh shiitake.



Tobe brand sake

Tobe's locally brewed sakes are loved for their old-fashioned production process. A new "Pottery Tōkaidō label" sake recently made its debut. A perfect souvenir for your trip.

Known only by a select few —this is the home of citrus fruits

Fresh citrus fruits grown amid the blessings of the local natural environment are readily available throughout the town, with varieties including the premium Beni Madonna, Setoka, and Kanpei (Ehime queen splash).



Wild yam from deep in the mountains of Hirota

The wild yam, the area's specialty, is guaranteed to be delicious and is loved by fans all across Japan.



Nanaore plum products made with utmost care by farmers

Famous for its quality, Nanaore Koume umeboshi (pickled plum) is characterized by its mild sourness and small seed. Wine, jam, and syrup made with the plums are also popular.



Konnyaku made with special care

Handmade konnyaku by a long-established shop using traditional Japanese konnyaku potatoes, still offering the same flavor.

Eat in Tobe

Stop by here and there - then there are places to eat and places to rest



jutaro

Lunch and café menu items that include fresh local ingredients.

☎ 089-960-7338
Location: 359 Senzoku, Tobe (inside Tobeyaki Visitors Center)
Open: 11am-5pm (by reservation after 6pm)
Closed: Every 2nd Thursday (except national holidays)



Inside cover MAP B-5



Handmade soba restaurant Tomisoba

Features noodles made only with stone-ground buckwheat and water.

☎ 089-962-2053
Open: Mar.-Oct. 11am-3pm, Nov.-Feb. 11:30am-3pm
*Only while noodles last.
Closed: Thursdays, every 2nd Wednesday (except national holidays)



Inside cover MAP B-6



Rest house and udon restaurant Hokuto, Tobe branch

Specializes in homemade noodles and soup made to perfection. Menu includes a great variety of dishes cooked with local Ehime ingredients.

☎ 089-962-7717 Location: 280 Kamihara-machi, Tobe
Open: 10:30am-9pm Closed: Wednesdays, Jan. 1



Inside cover MAP B-3



Restaurant in the Mountains, Hirota-no-Mori

Healthy Italian cuisine, close to Michi no Eki Hirota "Kyō no Yakata."

☎ 089-969-2258
Location: 117 Sōzu, Tobe
Open: 11:30am-3pm weekdays, 11am-3pm weekends (last order: 2pm)
Closed: Mondays & Thursdays (if a national holiday, the following day)



Inside cover MAP E-3



Zoo's Kitchen

Offers handmade daily lunch specials made with local Ehime Prefecture ingredients.

☎ 089-909-9868
Location: S Stage Bldg, 2F, 1404-1 Miyauchi, Tobe-chō
Open: 11am-6pm (6pm-11pm Fridays)
Closed: Wednesday



Inside cover MAP B-4



Sake brewery café Hatsuyuki

On the second floor of a sake brewery is a café that uses sake barrel tops as tables. Direct sales by brewery on the first floor.

☎ 089-962-2717 (Kyowa Shuzō)
Location: 400 Ōminami, Tobe
Open: Nov-Apr: 11am-3:30pm (last call 3pm)
May-Oct: 11am-4pm (last call 3:30pm)
Closed: Monday - Thursday(except national holidays)



Inside cover MAP B-6