

April 9th already yet. Tempus flit.

Dear Distaff,

I got the pitch concerning the Men's kimono size and immediately phoned Kamei for changes to be made. Mr. Isobe, young assistant who handles our account, is coming over today to discuss details at which time I shall turn over the drawings. I have received letters from #1 to #4 up to yesterday and today just now in fact I (8:30 AM) I received #4, with inventory.

If L/C has not been opened for Kuwamura, please do so immediately. A request has been sent I am told. Second shipment, I believe. I also ordered 100 dozen of the bamboo hat pads yesterday at \$1.80 dozen FOB. Should be ready in May. Only \$180 investment plus charges of about \$60 more. We should sell for about 75¢ each, and wholesale at \$4.50 dozen with the usual discount of 10% in gross lots. Sample was sent, I hope. I also asked for them in red, black and orange like our bamboo baskets with the round beads in natural. We shall know what they will look like when they are made. Shall I order the 3 x 3 bamboo curtain? Might be a good \$5 retailer.

From all appearances our financial situation is still not in dire condition, although not in the pink either. However, with March sales being what it was we should receive quite a bit this month to cover expenses, I hope. There is always Sumitomo Bank, I guess.

Sorry to hear that the tremendous rainfall there has hurt Easter sales. It must be bad for the newspapers here have short daily articles about the bad rains in California. Let's hope that our houses weather the storms.

Tami has written about T. Kusano. What a mess, and how lucky we are no longer connected.

Yesterday I purchased a few kitchen items for the store, not more than 24 dozen of each item and maybe double that for the peelers, tawashi and back scratcher. A purchase will be sent to you via Kato. If good we should make some kind of assortment and sell them in that manner--like a dozen of each for \$25 or something like that.

I also bought some scroll like calendars (one sheet hung on bamboo or wooden pole) that J. Merkel saw one year at 55¢ each FOB Japan in box. We should land them in SF for about 70¢ each to retail at about \$3, I hope. We got to make some money somewhere. I also ordered 1000 boxes of Xmas Cards from Serizawa boxed 36 assorted to a box, or 36,000 cards in total. About 4" x 5" @ 8¢ card with envelop. Should cost us 10¢ landed. How about \$7.50 a box of 3 dozen cards and less in quantity lots? Samples will be sent soon.

Yesterday I discussed cheaper Xmas cards and postcards and hang tags or small gift cards with Serizawa's representative and everything is working along smoothly. They will be printed like our horse matches (ZEMLE) only by a printer who is expert in reproductions and who does superb work on artists such as Kiyoshi Saito and others who have national reputation. Remember the calendar I brought back last year? That's the man. Prices for these cards will be such that I do believe that we will be able to retail these 4 x 5 cards with envelop (Japanese hand-made paper) at \$1 retail for a box of a dozen assorted cards. The box will be handmade with a Serizawa design on the cover. How about that for quality and price. I can envision thousands of boxes being sold. I expect to get about 24 assorted designs and packed in two assortments of 1 dozen each, so that we can sell at least two dozen boxes as minimum sale.

And in the same process (printing) we should have our desk calendars printed at about \$1.50 a dozen so we should land them in SF for about \$1.85 a dozen. And if so we can sell them for \$1 retail. This will enable to make up the difference in the large calendar which we should reduce to eliminate any competition from Kyoto and Nelson of NY. I am anxiously awaiting the time when I can get a hold of samples. This should be a sensation. Our entering the gift card and stationary business with such an array of material and at such attractive prices should be a tremendous boost to our reputation.

Mr. Isobe has just arrived and is waiting downstairs and so I must regretfully end this letter. However, just letting you know what is transpiring from day to day, as much as possible.

Please get the dove and parasol brochures out as soon as possible. And as much as possible include our present catalogue to everyone this time to remind them to reorder this Spring before the next show. Send me new brochure.

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This space is also for correspondence.

折込線

PAR AVION
航空

Tokyo Joka
1661 post St.
San Francisco
California
USA

Guys and Gals
% TAKAHASHI TRADING CO.
1661 Post Street
San Francisco
CALIFORNIA U. S. A.



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Nothing may be contained in or attached to this letter.

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