

May 22, 1958 10:30 AM waiting for Tokano of Ichikawa to show up at 10 AM. It seems as though we are forever waiting for them. What a mixed up firm.

Well this is 5 PM and I have had a rather full day. The Ichikawa people showed up as I was sitting at this desk, including the Lord High Executioner, His Honor Mr. Ichikawa. I gave him a tongue lashing and complained about the looseness of his company and how much trouble we have had in every transaction to date and that I was not in the least interested in continuing with them if we had so much trouble with them in the near future. I insisted that no other experienced company gave us any trouble, except Ichikawa. The Big Cheese then admitted that they were new in this export business and that they were mainly distributors and suppliers here in Japan and had only in the past several years entered into exporting.

The new samples of salt and pepper sets and salad bowls I saw and immediately rejected as not suitable for our type operation. He wanted me to suggest new ideas but I told them that until our staff in San Francisco trusted his firm (Shinyo shitareba) then we can freely submit new ideas to them, but if we should accept past experience as our only criterion, we were not in a position to wholeheartedly accept them as reliable shippers. They promised to do better.

Then I saw Suzuzen's Mr. Suzuki Junior who brought me a new color sample of the new white that we asked for and the new cigaret box looks just wonderful and should prove tremendous. I would like to have one myself, if I smoked. Guess I had better start now, eh Tami? The white lacquer box painted black inside is just stunning (pronounced in the accepted 'decorator' gush and goo). I think that the young fellow, though he may appear smart alecky to Tami, must be a sharp kid for he took the suggestions and hints without much explanations and reproduced his samples immediately and approached most satisfactorily our type ideas of all the samples I have seen to date. He is young and is open to new ideas, unlike the stodgy old makers, I'm afraid. So let us develop this firm, for it is easier to talk to one who is open minded and flexible. This young fellow must depend on his own initiative for his livelihood and must carve out his future on his own, while most of the other makers are now past their prime and as we all know, it's hard to teach an old dog new tricks. His new samples will be sent to you immediately, so please look them over and we can discuss them on my return. I still think that they require some minor changes but I just can't say where and I'm afraid to make the changes here without giving much thought to the problems involved. Haste makes waste. We should go easy and come out in full bloom instead of half dressed, pardon the attempt at similes, but I do hope you dig my talk.

Then we had lunch of fried chicken in the Ginza and then I went over to the Kagawa-ken showroom where I met Hirai and promptly ordered 60 pieces of 30" square lacquer tables, half red/black, and 36 pieces of 30" x 42" lacquer tables also half-half to be shipped in three months, each month in equal lots. The legs are clubbed-footed. This table is the best made and least trouble, according to the experience of the maker and best seller. We can change later if that is not satisfactory to all of you, but I wanted to get started immediately, so please send Hirai more money to cover these tables. Send him \$1000 and extend his L/C because the daily rains here in Japan has delayed drying of parasols (for everyone too) and cannot be helped. I also bought 3000 uchiwa we can give away to our customers at the gift shows and also in our store @ 15¢ each. It is quite attractive and portrays a geisha with kanzashi in her hair, and should prove quite good for advertising purposes. They are being given away at Brussels this year and are gobbled up like mad. And I think the fans are nice, too, so there. The fans cost us 15¢ each FOB and can be sold if you don't want to give them away.

I also ordered some teak bowls and trays. Bowls are not made yet, but I told Hirai that they should not cost over \$3 each FOB and should be made as large as possible for the price. I also ordered the trays at \$1 each. Altogether I bought about \$6000 worth including some salt and pepper sets to be shipped in three equal shipments of about \$2000 per month. I think that we should do well with our salad sets and so forth, including our trays. Now we are able to offer something we can boast as a full line. I shall ask Hirai to air freight us some complete sets for our gift shows and also to photograph for advertising purposes. We should do at least \$30,000 this year on teak at wholesale, I do believe, or I miss my guess. Should be good for George Jensen, Bonnier, Van Kepple Green, Gumps, Balinese Shop, Berkeley, Royals, Bordelon, etc. Should prove sensational and will also enable us to get into department stores.

Pacif Coast type work to do work for us. I could not trust their work, even if the prices were attractive. I told Kurokawa that instead of price I was more interested in quality, for we were selling to a different class of people where a few pennies did not mean much, especially where good lacquerware was concerned. They also had some cute toys, including a baseball player and a cute football player. I thot of this year's Giants and the 49'ers and told them to send samples to you immediately and that we would discuss the items together on my arrival. So you shall get the samples shortly, I am hoping.

At Kato Seiju I ordered some more items for our store and for wholesale. Some gift ribbons--12 color selections chosen by Marthat--200 dozens of each pattern or a total of 2400 dozens at 22¢ dozen. Partial shipment will be made end of June. Also a Sen Ryo Bako savings bank which is a stunner which I worked on since last year. With simple lock and black iron corner pieces like our tansu chests, purchased 100 dozens @ \$7.50 dozen. Also HB50 wind bells, 50 doz. and 100 new ones at 22¢ set too. Tami should like that. Time is running out.

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2/ The small lacquer tables 30" square, cost us \$9.30 FOB and the longer ones cost us \$12.60 FOB and should be better than the ones we have imported through Fujita of Osaka. Evidently these same tables come from Kagawa, because the same catalogues were used and Kagawa is the only place making these tables. And the top plywood will be slightly thicker than the 1/4" ones we received. Should be about 1/2" anyway, so we are now getting a better product at the same price as before. They will be packed 4 to a carton and each top plywood table will be in individual cartons.

Yesterday I met Kurokawa and Nissho president and ordered 100 gross @ \$8 gross an assortment (of 4) of wooden Santa Clauses (head on spiral spring) which I think we can retail 4/\$1 or 30¢ each. Each packed in vinyl bag with ventilated holes and should prove a good item for kids. They also made some Salt/pepper sets in lacquer as I suggested but since the work was done in Shizuoka I rejected them even if the prices were good and the designs were good. I did not want to do business with Shizuoka lacquerers who do nothing but cheap