

May 27, 1958 This is my last letter from Japan for this trip and I do hope it gets to you before I do.

On May 23rd Nissho prexy and Kurokawa came again and showed me some waste nylon (stocking) butterflies in three sizes. Bought a few gross of each size @ \$5.25 grs., \$7.20, and \$8.80. I thought they were cute and the best in the country, after looking all over Asakusa and studying all of them. I jotted down the best supplier and gave the name to both Ken Kato and Nissho and Nissho traced the maker and gave me the cheapest prices. Think this firm can be relied upon for more work in the future, for the young prexy is on the ball and can ferret out makers after one look. Experienced man from Nanri like Kurokawa. His dolls are cheaper than Tsunoda and Kato both of whom buy from the same wholesaler in Asakusa, but Nissho buys from the maker direct. You must have detected the difference in prices from their samples. Too bad I did not meet them sooner before buying my lousy dolls from Kato. However, I have stopped the purchase of half of my 1000 dozen, since half was almost all completed. We can work freely with Nissho from now on especially on decorations. The football player should be a good hit this fall in department stores and get our FETC operation on a good sound footing.

Later that afternoon I went to the printer of my calendars where we discussed future operations. Saw more proofs of the calendar and I must admit that they were superb in execution and not far from the original. The only thing lacking was the washed and unironed effect of our somegami. I do believe that this calendar will be an instant success, and I have a feeling that the 1200 dozen that I ordered will not be sufficient.

With this kind of precision workmanship I shall now make my selections of gift wraps and should have a pretty good line of folk art papers to sell at a reasonable price, say around 50¢ a sheet retail. Since the papers will cost us 10¢ a sheet, we can land them for 12¢ each. We can wholesale at 25¢ sheet with discounts of 10% for 250 sheets and 20% or 20¢ ea. sheet for purchase of 500 sh. That will be a quick sale of \$100 per transaction. I think we can work out some kind of discount to attract large buyers. I am hoping to lower the price here in Japan to about 7¢ a sheet to land for not more than 9¢ each. We can then wholesale at 20¢ and provide the same 10%-20% discounts. This will enable our customers to sell at 3/\$1 and make a handsome profit. Should wholesale @ \$20 a 100, \$36 per 200, \$64 per 400, and 500 sheets or more at \$15 per 100.

Daiichi Shoji came with the manager and I gave them a chewing out for they had raised my prices of napkins after having made my purchase. I told them that they had taken advantage of me by doing such a thing so close to my day of departure so that I was unable to negotiate with other firms for a better price, and that I had trusted them so I did not make any attempts to try to haggle with various firms before placing my order for this year. I told them that I will not pay a higher price and that I would prefer to discontinue selling my napkins than to be high jacked by them. I said that a price rise of 10% at this date was like stealing my pocketbook. Who was I working for, I asked them. I wanted to make some money on this transaction. I told them that after I purchased their napking I had to storage them and sell them by the dozens and that it took time, not like their method of selling where a profit is made on receipt of L/C --one sale, one transaction and a clean profit, no dead stock or afterheadaches of selling piece-meal. They went home to revise prices.

I bought some pop guns from Kato, rocket type at 90¢ dozen. I also bought some demi tasse sets from Fukunishi thru Kyoto Bito, lacquer ware, plain black and red with gold rim. Sells them to J. Hirano with gold insides.

Yesterday I went to Kusunoki-do and negotiated for telephone book covers like the portfolios Tami bought long time ago, only this time made like a sheath, no flaps at all. Should be considerably cheaper and we should ask our agents to measure the various phone books in the metropolitan areas for proper selling sizes. We can have two kinds, large and small. Should be very chic or very handsome for the livingroom or office, I believe. Also got some designs for future stationary sets from Kusunokido. He does the wood-cut designs in copper plates and prints, just the way I have always intended, so now I think I can work with the right man. His prices will be cheaper and he also knows his papers thoroughly. It has taken me two years to find the proper people to work out our new ideas, and I do think that this trip will enable to plan our future more wisely and constructively. At least we were stronger in printing, teak wares, lacquer ware, decorations, ironwares, lanterns, folk art papers, novelties, dolls, etc. We have a very sound foundation this year.

Negotiating with K. Kato for Kobu nuts, found maker and will buy and can in teacannister--super can in looks, to sell. But cannot use name "kobunuts" but we can use something else. 何か別の名前を載せよう I plan to have teacannisters with inside edge rounded out to prevent sharpness and pack various senbei in 3 ounce pliofilm bags in the cannisters to sell at the gift shows. So far I have Iso peanuts, kobunuts, and persimmon seeds, what do you want? The cans can later be used as cigaret containers, and the can is black with gold specks, similar to our PGW gift papers. We can use black, red, and other colors, including white. What say. Shall bring back a few cans and senbei for samples.

Went to Japan publications and found out that they sold to Homnami and to Goshada at \$1.25 less 40%. Will sell to me, also. But they are in the midst of preparing a cheaper edition to sell in quantity. I asked for exclusive on this item. They will ship us a sample of the proof as soon as ready in a month. We shall try to get our name printed on the back flap as sole agent in US. I promised to purchase at least 10,000 copies if acceptable to us and they were definitely interested in us. Well so long, and hope I get there after this letter.

折込線

Norman's Nomads
1661 Post Street
San Francisco 15
California USA

PAR AVION
航空

Gays and Dolls
1661 Post Street
San Francisco 15
California
USA

この郵便物には何物も封入又は添附できません
Nothing may be contained in or attached to this letter.



折込線

2. I feel that I have made a tremendous amount of purchases (little ones) this year. Since I have felt all along that there was more security in spreading out my buying in low-end goods in various miscellaneous fields, I have stabbed at items we would ordinarily have ridiculed in prior years, but somewhere in the back of my head a little imp has urged me to attempt such an adventure throughout my stay here in Japan. I feel that my better conscience has curtailed my venturing too far afield, but since I have not assembled all my purchases in one place I do not know what I actually have bought this year, though I do feel in my mind that most of what I bought should sell quite readily, and I do say this with tongue in cheek, legs crossed and fingers crossed, not to mention my eyes, which will later on be stressed upon me, I am afraid.

But, nothing ventured, nothing gained was my program this year. Can't win any money in poker if you drop out of every pot. We have to give every item a fair chance. Even those paper birds sold, despite my opinions. So why not some of my attempts? We can always dump them if unsuccessful.