

Henri

RETAIL SALES 4/1-10/58

4/1/58	51.14
4/2/58	59.43
4/3/58	58.98
4/4/58	104.41
4/5/58	137.19
4/7/58	159.44
4/8/58	61.84
4/9/58	213.37
4/10/58	<u>89.53</u>

\$935.33 gross sales

Letter #10  
April 12, 1958 Saturday

Dear Henri:

Enclosed are some reports I had Dorothy write up for you. Thought you took the sales record for wholesale with you (shipping ) but she found it in her desk. I looked everywhere and couldn't find it. Well, looks like April will be pretty sad. Later I will have Dorothy do the shipments in territories. Jan hasn't been writing many orders lately so it should show up. Well, business is slow, but hope it will pick up. The retail does show an upturn, in spite of the bad weather. Now that we are having summer weather suddenly, it should be much better. The Mall Hall convention Hall at the civic center was just opened yesterday and the Chemists convention will use it next week. Let's hope that this means more conventions and more tourists to increase the retail business.

Weather in other parts of the country should begin to improve and perhaps people will leave their houses to buy. I read in the papers that the biggest problem now is to try and induce the public to BUY. Too many people are saving their money now. Eisenhower also is urging the people to go out and buy. Well, we hope they buy our stuff.

Yesterday we sent out some brochures and again will send some Monday. As we already have the labels typed up, it won't be so hard. I think we should have an addressing machine and see if we could conceivably use that one you have.

Eiichi is cutting off the wholesale prices and using the brochure for umbrellas for some retail too. The mail orders as a result is coming in steadily though not in over-whelming numbers. At least during these dull days, it's not putting a strain on the boys.

Re: Bamboo hot pad, the general opinion is that it is too high priced at \$4.50/dz. Wish it could be 3.00 anyway. It really isn't worth 75¢, so they say. Of course we should price others and see, but we feel if the beans are larger, it would look better and will seem to look like it's worth more, somehow. There's room for improvement in the design.

Just got the mail, and we got almost \$1300.- today, thank goodness. The orders weren't many, however. Hopenthe brochure will do some good.

Did Jim tell you that the shipping cartons for the ZIMX are too weak and Joe says most of them are split or broken. They can't use the same ones for the wooden mats as the grass mats because they are so much heavier. Or else they should use smaller boxes or

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or smaller boxes.

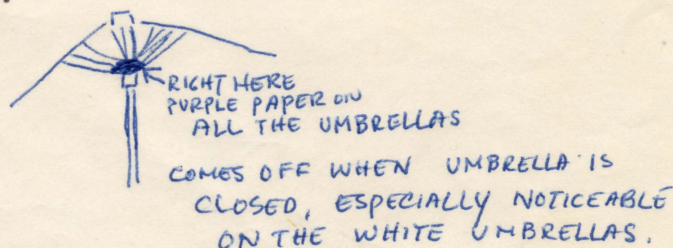
Have to do the estate income tax, state and federal as well as my own today so will be very busy. Only have until Tuesday, you know.

I read that if no distribution of the estate, the estate pays the income tax so I guess the estate will be paying about \$500.00 in taxes. Can't deduct the attorneys and executrix fees as they were already deducted in the estate tax return. Tami hasn't kept the records at all so I will have to do the whole bookkeeping from December 1956 and try to get it up to date. I think it should be done meticulously as she is getting paid for it and the other party can always ask to see the books. They probably won't but it should be kept straight.

Well, I'm sending this to Tokyo so that you will be sure to get it. Let me know if you are getting all our mail. I think you should number yours too, but if that's too much trouble, it's ok.

I notice on the white umbrellas 72" large ones that they use purple paper inside (The part that goes up and down to open and close) and it rubs off on the white paper, looking messy. Can anything be done?

They should use white or natural paper here or something that doesn't rub off. I just noticed it now. I also decided to take one home to try it out. There may be other things I will notice. The holes in some of the umbrellas are not always caused by the stick I mentioned in an earlier letter. It is due to carelessness, I think. After examining them, some holes are not related to anything and must have been caused during manufacture. We should be very careful with these because the freight to and from our customers is so high. Ichikawa wrote today and says he is ready to ship another 2040 lighters and wants LC. \$1,500.00. Will take care of it right away. Tami still hasn't decided on a name. That is, name of the new company.



Have to do the taxes now so. Until next time,

martha

P.S. We love your humor. Miss you here at the office, though we may be getting more work done, and drinking fewer cups of coffee.

How's the leg?