

Letter #19, April 25, 1958

Dear Henri:

Received revised order from Mr. Hirai this morning and we are disturbed about your cutting out the swirl. They are going very well, and we need them too. I will give you this morning's inventory of the 72" umbrellas:

K- (Character) : 4 only rust  
C (solid colors): 5 turquoise  
                  5 rust  
                  10 black  
                  11 white  
                  8 persimmon  
                  no beige  
H (Half/half) : 7 red/white  
                  4 rust/beige  
S (swirl): 11 black/white  
              6 rust/beige

From the above, the solids are least popular thus far. If it weren't for Gump's, we would have enough until the next shipment, but how were we to know? In my letter #12, when I first mentioned our alarm about the 72" umbrellas, I gave you Gump's order by pattern and colors, and assumed you could tell from that that they ordered swirls, characters and  $\frac{1}{2}/\frac{1}{2}$  so that we would not have stock on these three patterns. They ordered a gross altogether.

We just got a long distance call from Patio Suburban in Illinois for ~~XX~~ the 72" parasols, but as we have so few of the K,S, and H left, he could only order 11 pieces, but he wants 11 more later when the other colors come in. He remarked at our good price. I guess he doesn't know that Kessler sells at same price now.

Speaking of Kessler, they are out of stock on the 72" umbrellas and called to ask if they can have 10 doz. of ours! They said they don't expect theirs ~~xxx~~ for two weeks. We are surely going to run out before the next shipment and hope you can change the order and get some swirls, and cut down on the solids.

I hear that the weather is nice in the mid-west. The Patio Suburban man said it was beautiful in Illinois and he just got our brochure this morning so called in his order and wanted the umbrellas in a big rush. We expect more response from our catalogs and we are rather worried.

It is wonderful to see ~~xxx~~ the good response from our brochures and feel that we should do more of it. We have been getting mail orders quite steadily. Next year, we should be sure to have a good stock of the umbrellas early in spring and boost the spring sales. Because you didn't show them at the Spring Show, many of the mid-west and eastern customers, as well as the Southern Calif. customers don't realize that you handle them. Now that the brochures are out, they are really going. In ~~\$/¢~~, the 72" are doing much better than the small 36" in April, now that the weather is better.

Hirai says the factories are all tied up and (Jim will tell you exactly what he said in his letter today). We sur hope they can ship as soon as possible.

We received the gift wrap samples from Kato today. They can sure make the same thing, and we marveled at the similarity in color, but the Japanese ones are a bit too stiff and easily splits. That is probably because ours are so much wider than their usual width. Can they make it just a little less stiff? I sincerely think ~~they~~ we should get some in Christmas colors. As you probably know, the half brown and half white is not a very good seller. Neither is the white with narrow grey.

If you can add come that go with the gift wrap paper you are getting, that is most important. The ribbon should be gay. In fact they should be slightly wild. That would be very different. Those marked that you like are ok, but they can be substitutes for the  $\frac{1}{2}$  brown and  $\frac{1}{2}$  white which doesn't sell too well. #1 fushia, the red #24 and some good green or combinations in bright colors, unusual combinations. How will they be packaged? Like the sample received? Anyway, the ribbon must look well with the paper to sell together and help sell each other. If the paper is heavily patterned, the ribbon should be rather simple. If the paper is plain, the ribbon can be fancy. The printed ribbon are interesting also. When someday, your present huge stock of ribbon runs out, you could get some printed for the store? Hope you are also getting some gay paper. Need not be hand blocked but printed in real bright colors. The quality ~~xx~~ of the paper can be the type the department stores there use for ordinary wrapping paper, I think. They would be stronger than hand-made paper like our PGW. Maybe some other paper place can do it in the more modern abstract designs that they are so good at. The folk art designs appeal to a minority, whereas the market for regular modern designs in bright cheerful colors will appeal more generally and perhaps you will do a huge volume. With solid color background, I have seen very clever continuous line drawings. I will ask Tami where she got the wrapping paper she has in the store that says "Thank you". They aren't the best they make, but that idea. The sheets are nice and large, too, I notice.

Sorry to hear that your leg is worse. Why don't you see a doctor? Your letters of April 20th was most welcome. We hope you made many wise purchases. We are waiting to see the samples of your purchases, especially the paper ornaments, \$2000.00 worth you mentioned. We can't imagine your going wild over the bumble bees and red bugs and we are dying to see them. It must be good or you wouldn't get them, right? Tami was shocked, but we shall wait and see as it may not look anything like what we imagine. Please give us further details on that particular purchase if you think they should be shown and sold. Tami's rugs came from Mexico yesterday. They are quite nice, though small. Miss Ito sent Tami quite a few boxes of post cards, the plain kind Tami wanted for the store. No letter from her as to what we owe her for them.

Just got some Otagiri matches \$2.40/doz., 1 doz. per package, same as Vandor small matches only in assorted colors with "mon" designs. The colors are rather washed out looking, however. The package of doz. wrapped in cellophane, like Vandor. 24 sticks of matches per Approx.  $3/8$ " X  $3/4$ " X  $2\frac{1}{4}$ " box, and the box, both cover and bottom are wood covered with paper. As I said, the color combinations are quite sad and hickish. E.g., pink/lt.green, kelly green/tan, lt.blue/lt.brown, red/grey, aqua/tan, green/yellow, red/black, aqua/tan, etc. Each half has a different mon design. Dorothy says our ~~package~~ small box had 30 matches. Hope you have some luck with matches, but it seems that everyone is in it and we just have to have unusually nice ones.

Tami is out with Mr. Nagata of Kobe Chemics again today. She sure is busy with all these visitors and hope they appreciate the trouble they are putting her into. Hope you get more paper balls, PB-4. They are so nice. After seeing all the junky things, I have come to the conclusion that they are really good. They are not only ornamental, but can be played with. Everyone who comes to our house admire our faded paper balls. If you feel they are too cheap, put more to the package and sell them for more. No one complained when ~~they~~ we raised the price to 1.50/doz. We have no more in stock and Celebrity House wanted a gross. They are doing pretty well, and Jack calls on them regularly now, and they pay promptly so far. Jack also got an order from the Tea Garden, and will be calling on them regularly. They say that the place is always packed, even during the week from early in the AM. Nut tree was really upset about the moldy YO=YO's. It's amazing too that more people haven't complained about the rusty bells on the circus banks.

I think the woven goza mats are good. We should see if they will sell. We would have to compete with the woven paper fiber mats sold at Sears, etc., so the designs

and colors must be very nice. Will they be bound or unbound?

I notice that the iron Hibachi with characters (Kessler's) 12" with wood base, is 9.50 each. His iron ducks, 13"14" pair 18.00; 18"20" pair 25.00. I guess you have all the prices in his catalog.

We are having very good weather and hope it keeps up. The store seems to be doing fairly. Dorothy has the sales figures: This month's retail will probably be about same or slightly better than last year.

Wholesale shipments so far this month including yesterday is 17,263.75. We have hit just about 86,000.00 for this year so far. We received quite a few orders today from Jan and other mail so we will be pretty good on Monday. Then with the week end orders, we always have quite a few to ship on Tuesdays and Wednesday we can start shipping the May 1st orders. This means the last three days of April will average higher and we should exceed 20,000.00 this month. That will be about 22 $\frac{1}{2}$ % better than same period last year. I mention this same thing each letter, but hope you don't mind. You told me to watch it when you left, and know that you want to know. Dorothy reports that accounts receivables went down to less than 2 30,000. but will have to get more accurate figures later. So far this month, we received 19,199.14. So keeping slightly ahead of shipments.

Re: EB-5 Birds of Paradise. Think we have more than enough of these. We sell the plain doves in all three sizes more. The storks don't seem to sell as well as the doves, but we must give it a little more time.

As soon as Dorothy finishes the week's sales figures, I'll get the data together and send you the inventory and total sales again. Wish that paper weren't so thick and heavy.

We are getting low on some items. I will list them when I get the inventory.

Will write again. martha

Letters from Japan: 4/25/58 (Ltr. No. 19)

1) Naigai Jochukiku Co., Ltd. - 29 Andojibashi-dori 2-chome, Minami-ku, Osaka  
Tel. Manufacturers and exporters

Sent us samples of their "Moon Tiger" brand mosquito coils with price list.  
Price quoted - CIF S.F. per box (10 coils of 5 couples in box, 300 boxes  
per wdn c/s, US\$0.1730

2) Kagawa T & T:

Sent us a list of the U-72 parasols you told him to work on which did not  
include the HS-72 (swirl design). According to sales and stock this number  
is in much need so we instructed Hirai to include the US-72's in the list  
for shipment to us.

Concerning the price we instructed him to revert to the old price in order  
to maintain quality.

Hirai has 120 dz of the U-36 series ready for shipment soon and he will  
include your pom-pom drum and kites in the shipment.

We will arrange L/C for the 480 dz U-36's and what he will have ready on  
the U-72's for May delivery.

3) Misce:

a. Increased K. Kato's L/C by \$1,500.00 and extended it to mid/May for  
the next round of shipments. He has one scheduled for early May and  
he should have about \$3,000 for it.

Kato is planning to ship your kitchen-ware (\$1,500 or so) by the end  
of this month via President Hoover.

b. Sent Dai-Ichi Shoji L/C for the 1st 600 dz of DLN.

This should make them happy and eager to please you in the way of getting  
new samples, etc.

c. Nanri Osaka - Sent \$890.00 for the 1st half of the order for G-17 grass  
mats (100 grs). Remaining 100 gross to be shipped by end of May.

d. Mr. Nagai of Kobe Wood Chemics is here. Tomoye is taking him around.

He is going to stay here till the 26th and then he will go to New York.

e. Ocean freight - I guess you have heard about it already but Frank Chin  
of PFE just called me up and told me that the rates are going up from  
the 1st of June (average about 10% to 15%).

e.g. mfrs of bamboo (bamboo ware) NOS	18.75	to	22.00
brass-ware	24.25	"	28.50
brooms, whisk	27.50	"	32.00
scrub brushes		"	32.00
celluloid mfrs	24.25	"	27.50
iron ware NOS	22.00	"	22.00
copper ware	24.25	"	28.50
cotton mfrs	29.75	"	34.00
cotton/rayon mfrs		"	34.00
cutlery, table & kitchen	32.00	"	36.50
cotton, rayon, nylon, nets		"	38.50
furniture .....(metal, wd, lacq.)	21.00	"	26.50
glass mfrs, NOS.....	19.75	"	23.00
lantern, including paper	24.25	"	25.50
lighter, component & parts	32.00	"	36.50
linen goods	35.25	"	39.50
mats and pads (grass mats)	19.75	"	20.00
novelties, Easter, etc.	22.00	"	23.00
paper mfrs, NOS	25.25	"	29.50
porcelain ware, NOS	18.00	"	20.00
rugs & carpets		"	21.00

rubber, mfrs .....			27.50
rayon & woolen mixed goods .....	33.00	to	39.50
silk piece goods .....	33.00	"	39.50
silk wearing apparel .....	33.00	"	39.50
silk & rayon mixed goods .....	33.00	"	39.50
slippers, grass and straw			
with or without leather soles .....	22.00	"	25.50
stationary & supplies .....	28.50	"	33.00
tiles, building bricks .....	19.75/W	"	21.00/W
tools, hand .....	24.25	"	26.50
toys and games, NOS .....	22.00	"	23.00
umbrella and parasols, NOS			
(over 16" in length).....	33.00	"	37.50
(under 16" in length get novelty rate)			
wood mfrs .....	19.75	"	23.00
X'mas ornaments .....	22.00	"	23.00
zippers and fasteners .....	35.25	"	38.50

This change in rate is to be observed by members of the trans-Pacific shipping companies and I should say it is wise to bear these points in mind when future purchases are made.

On the other hand, I talked with Mr. MulCay of HB Thomas and he told me that import duty rates on certain items will be reduced as of 7/1/58, a fact which I noted in the list of "rates" I prepared for you the other day.

All in all it may be wise to base your figuring on the basis that the average cost of importing will rise somewhat due to the advance in ocean freight, etc., towards the end of the year.

- f. The wooden toys from Mie Trdg gets "moldy" after arrival here. I guess the wood contains quite a bit of moisture when it left Japan and this causes the molding in the warm and dry atmosphere in the warehouse. Most of the XYOYO's are very moldy (white, silky variety of mold) inside but it can be removed quite easily. ~~It~~ However, it is quite troublesome to remove it from each one at the time of shipping. The overall quality of Mr. Saiki's wooden toys is not as good as he claimed they were - yoyo's are not well balanced and some cracked open at the edges. Makers will guarantee you anything, often with sincerity, according to their standards in Japan but that won't do over here where everything is quite different. I guess we'll have to keep on educating and training our suppliers.
- g. I am sorry to hear that your skin condition is not getting better. I once helped a friend of mine recover from a very severe case of athlete's foot by crushing a large lump of natural sulphur in hot water and then immersing the feet in it for about 30 minutes. A liberal sprinkling of the same in dry form on and between the toes afterwards helped cure the condition which required two months steady medical attention. The condition improved overnight in this case. There should be something that'll help besides thinking about it all the time. It'll be nice if you had a chance to expose the affected part in the air and let it dry. Can't you take some time off to relax and give it a chance to heal?

April 25, 1958 L/C position:

C/SF 39	Kyoto Bito	354.00	4/27
76	Kuwamura	720.00	"
78	Oka	480.60	"
		<u>1,554.60</u>	4/27
77	Nanri Osaka	997.00	4/30
82	Kagawa T & T	451.32	"
		<u>1,448.32</u>	4/30

Total E/R amount by end of April,  
\$3,002.92

75	Serizawa	1,200.00	5/31	
96	Mie Trdg			205.60 5/4
15	Ichikawa			1,244.00 5/10
57	Nanri Osaka			<u>1,170.75</u> "
				<u>2,414.75</u> 5/10
88	John Motoyoshi	589.50	4/30	710.50 5/11
94	Hashimoto			478.00 5/14
39	Kyoto Bito	256.98	4/28	
93	Tsunoda	500.00	4/30	
95	Sobisha	300.00	5/15	
100	K. Kato	3,000.00	4/30	
105	D. Nagata	550.00	4/30	
106	S. Kamei	2,000.00	4/30	
116	Sumi Shoten	500.00	5/10	
117	K. Kato	4,500.00	5/19	
119	Kuwamura	900.00	5/10	
120	Kagawa T & T	500.00	5/18	
	S. Tanaka	944.00	6/2	
	Nanri Osaka	890.00	5/15	
	Dai-Ichi	1,118.40	6/30	
		<u>\$17,748.80</u>		
				\$17,748.80
				<u>6,811.77</u>
				<u>\$24,560.57</u>

Bk/Am - FETC a/c  
Ichikawa 1,500.00 5/10