

Wed. April 30, 1958

Dearest Henri,

How is your leg? Have you had a chance to have it looked at? Maybe there is something quite good for it in Japan, or someone who can do it a lot of good. No sense in letting it go, as it must be really miserable. Dr Key was real anxious and insisted that I cable you, it was two Saturdays ago.

About the warehouse, I haven't told the boys to go on a four day week yet bec. acc to Martha, there are lamination orders and so on they have to handle as well as do the shipping. I also infer from what she says that Monday is not a busy day, that the orders come in on Mon and they are typed and Tues is their big day and the end of the week. So we can close the warehouse on Monday altogether if nec. and put a notice on the door saying for the month of May, the place is closed on Mondays only, to leave deliveries at Hansen's, or something.

Nothing further has been done about stock damage there, eitherhand we have held up payment of the month's rent pending further friendly discussion with owners, noone is mad or anything, so it's OK.

Dorothy told me condition of business, and we are short of funds about \$1,400. as today is payday, and Wade got \$200 on commission acct. yesterday, we shipped \$192.04 to Saiki, \$100 on acct in advnce to buy antiques for us. I told Jim to write J letter describing what we could sell, so it will tell him what to be looking for, but thought he could do nothing unless he had a little money beforehand to enable him to bid on good buys. If I were in his shoes that would be my situation. Dorothy wanted to borrow \$1100 from me & I have it in Far East acct \$2200 plus but today she says she is \$775.00 overdrawn and since all checks aren't cashed at one time, she thinks maybe we will squeeze thru. If not, I'll have a little in cash to tide us by without borrowing from the bank so things will be OK til you get back. I guess you expected this, and even earlier, but it hasn't been as bad as other years.

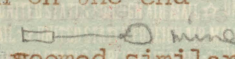
About getting advice in our business, I talked with many people and have not been truly satisfied with old men accts. referred to me by well-meaning people in the real estate business, stocks and bonds salesmen, etc whom I've asked for info re: business advisors and estate planners and tax men.

I have been told that real business engineers don't fool with small people, and that they send in men with stop watches and do time-motion studies and cost thou0 sands of dollars and so on. But today I found a good outfit that will analyze for \$100 and give you cold facts. Tell you more later.

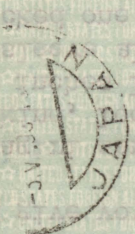
Today Otagiri sent us matches you ordered, 50¢ seller. Covered in Mingei paper printed kind, looks exactly like the genuine. 36 pcs matches with lavender color heads, 9 inches long in each paper box. Inside box is white paper, slick finish. outside sleeve also paper, covered in mingei printed stuff, 6 asst desngs per dozen packed one dozen boxes in thin cardboard mailer, lined with silver foil laminated onto it on the inside surface making it shippable. box is 3/4 inch deep and 9 1/4 inch long outside measure, and 2 1/2 inches wide. Has JAPAN tiny gummed sticker on one end. NO OTHER PRINTING TO INDICATE THEY ARE MATCHES INSIDE, OR MAKER'S IDENTITY. WE SHOULD HAVE TAKAHASHI ST ON EVERYTHING TO HELP ON REORDERS AND ON NEW ACCTS WHO WANT OUR STUFF. VERY IMPORTANT, THIS SIG. CUT. PUT ON SMALL ON EVERYTHING. Where it is located depends on each item, on matches should be on one end. Like sig cut on matches 9/pkg we used to sell and discontinued. Same size as that, about eighth to 1/4 inch high is good enough. Rubber stamped is OK rather than none. There is still plenty of room for us in matches. So let's get going. Be sure our name is on it like in the past, but in English for all to read and order from us. This last is terribly important.

I was in Tro Harpers today, they had Pon-pon Amma from "F M Nonaka, Importers, 6-- Battery St S F" see, if anyone wanted it for their store, they could order some, source is not secret, it advertises source for other possible items, & we have a retail store to cover the entire field of market. From Now on, we must have NOT a TRADEMARK but the whole NAME on it in sticker in gold, or indelibly on an item. I'm emphatic about this. I went around tipping things over for source myself and found Otagiri had some good looking crackleware wash trays for 50¢ per own shop should retail. Pon-Pon Amma was \$1.00. The Kōbū Kōbū nuts in wooden tube cannister with red cord-tassel was \$1.50 but look out for the tassel business.

FOLD SIDES OVER AND THEN FOLD BOTTOM UP
MOISTEN FLAP WELL AND APPLY PRESSURE TO SEAL
NO OTHER ENVELOPE SHOULD BE USED

Pon-Pon said Sakura Jirushi on it, had the rubber ball facing down on the end instead of the one I bought which is stuck on the end facing out.  white rubber ball, flexible metal black strip, wooden handle seemed similar. Should be glamorised for national selling and every beauty salon and slimming reducing and health studio should be sold some to resell. Handle should be pink, blue, aqua, peacock blue, emerald green, orange, red, etc colors of Kashu lacquer and tied with a ribbon somewhere in satin, not cheap rayon PRESENTO tying J stuff. Better not to use at all than to cheapen it with that stuff. Better to use satin. Give it class, with only few cents. Yokohama garment people use this good stuff so I know it's to be had. Can you contact Mr. Nakazawa or Nakajima ?? of 3-Stars Trading Co who advertises in the American-man issued mag. Oriental America for this type of stuff since he is exp. shipper and ex-SF resident, and has contact with soft goods & novelties? He can work up the glamour if you insi st. Market it with a catchy name. Not pounder or taper but something else. I'll ask Squire & get it for free. Going to see him Friday night, I'm his dinner date for a sculptor O'Hanlon who's going to Brussel Fair rep. US artists, for whom Will photographed at Cal, who wants to kn w about Japan...his wife goes, too. 1st time Japan

FIRST FOLD



NO TAPE OR STICKER MAY BE ATTACHED
IF ANYTHING IS ENCLOSED, THIS LETTER
WILL BE SENT BY ORDINARY MAIL

高橋新一
東京
Room 777

AÉROGRAMME
AIR LETTER



MAY 2 AM 9 PAR AVION

New York
Tokyo
JAPAN

VIA AIR MAIL



NO STICKERS SHOULD BE USED
NO WRITING ON THE REVERSE OF ENVELOPE
NO WRITING ON THE REVERSE OF ENVELOPE

SECOND FOLD

3. Sending two Sympathy cards out today bec. Geo Murakami's wife Toki's father died, Kimoto's father died, butler at Dr. Kaye's, I've seen there twice at parties

Went to Housing Luncheon today. \$1.56 but got \$15 worth out of it. All big shots there, 8 men, top men in city development, officially. Western Add. goes in big or little parcels to highest bidder unless organized group who merit separate hearings for 'public interest' like YFCA coop dormitory, low-cost housing, etc. So we as TTCO's out. Competitive bidding, so we can't do it vs. big guys. Price pegged at \$2.50 sq foot residential, for re-use appraisal of West. Addition proj. and \$6-7 sq ft commercial, best values being Franklin-Post-Geary-O'Farrell bec. next to big hotel coming up. Excavation all finished, building start soon. Let's buy around Post-Franklin-Sutter, then, can't we? There's Barnett's Antiques for sale or can be had, I'm told, on Sutter near Franklin, with lease to run for 1 1/2 yr more. Know the place? 1/2 block down from Safeway, across the street. Old but strong looking, may be better than the bldg nr Anthon which is the candy deal. If near Abbey rents, it's even better, if we can find something. Haven't done a thing to our house, yet, but caution is the rule, I think. Dry now so not worried. Take care of the leg. Let me know. Love, t