

Tokyo Nov. 4, 1955

Dear Henri,

PAN AMERICAN WORLD AIRWAYS

en route by "Clipper"



In the Nippon Times slid under my door every morning, there has been an attractive ad for a place in SanShin Bldg at Yurakusho called PACIFIC HOUSE for lamps, furniture, draperies, accessories. I cut it out, & yesterday I dropped by. Dale Keler and a Schroeger, Keler from Seattle are partners. The showroom is beautiful...like anyplace of like sort in US...Jackson Square, Merch. Mart Chicago. Keler knows Alan Vance Salsbury, & his shop from the very start, and so knows our items, our name, our G D Awards, our distribution. He is typical architect or interior decorator type....tall, med. blonde, lanky, soft-spoken with soft, gentle, blurry voice well modulated and controlled with trained enunciation. He wore a cashmere sweater of light flecked grey, grey slacks, and an easy manner and was very cordial to me, so we talked from 5-6 pm in his showroom. He speaks Japanese well enough to get along with his makers.

Came to Japanese university (Tokyo U.) 2½ yrs. ago to study J architecture, stayed to go into business. As you know, there is no one here who could blend the best of the two cultures...the J. like Kenmochi blend the worst of the US with the J. and make a hodge-podge result. I told you of a young man who this spring set up a business and was booming. Well, I've met his partner, for the name mentioned to me was Schroeger who is now in the states, due back soon, has looked over NY, Chicago, & SF now, to find distributors. They have excellent taste, and cost may be high, but everything is technically wonderful. Having lunch with Keler next week for he goes to Osaka over the weekend. His trip to Okinawa tomorrow is cancelled. 3 plane-loads of Army furniture got loaded today & he was to go to oversee the set-up. 3 plane loads went to another place too. 12-ft sofas, etc for officers clubs. He laughed & said that was the army, flying a decorator with furniture on 3 planes, not 1, but 3. General Twining or some one expected there. Osaka is where he has country-type weaving done....48" & 52" upholstery, drapery etc fabrics, equal to Thaibok & ½ the Price...Thaibok lands for \$8/yd....his, \$4/yd. Keler is a weaver

Get Jan's letter of Oct 27 in yesterday's
 Hattori do some things with the
 guarantee - think I should in blue
 minimal Melba's sample or send diagram in exact proportion or photo - am waiting. Trying to get
 too, and can sit down and show them Imported all the 52" yooms from
 States & owns them. Has Wajima (Wakayama) lacquerware made...beautiful..
 1,000 pcs at a time, tsuyakeshi (dull finish) black lacquer, shape like LB5
 but much larger (by one inch?), taller, with 2" diam. (aprox) circles spott
 around lid and largest part of diam. in alternate gold and silver areas.
 Gold leaf and silver leaf....so its beautiful and looks precious, and can
 sell for about \$6.95 or more each, with lid. The distribution of any of
 their things, furniture, fabrics, etc, have not been committed to any-
 one, but each type or kind will be assigned for a set period to an outlet
 long enough to fairly test mutually the merits of the arrangement for an
 exclusive on that one item or several related items. Maybe we may be in-
 terested in subcontracting like we do the LB5 with financing done the way
 Harry Lawenda always seems to succeed in getting the others to do for him.

445

#11 Surugadai 2chome
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 Japan

Genryu Takahashi

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for work of Melba's - 15-17% but no longer than 20%
 for Tomoye Takahashi for Genryu

3. I'm to have lunhh next week with Mr. Keler on his return from Osaka.
 He did the Time-Life offices here, the American club, several other places
 & also some Airlines, officers clubs, etc, and retail is 10% of their work,
 contract work is the rest. Time-Life gave them \$25,000 and 3 months, and
 said go ahead boys, and we'll see you in 3 months, & gave them free rein.
 How about that? Their fabrics are beautiful...Thaibok-like coarser stuff
 they can land in SF at \$4/yard 52" wide, and no limit as to quantity, Thai-
 bok lands for \$8, they say. They've been 2 1/2 yrs in preparation and about
 a year in business, and they have 25 people on the force. They were forced
 into retail to keep the women out of the office so they could get some
 work done. For instance, they'd wo work for the BOAC or Dutch consulate, &
 the wives want their homes done, & they can't throw them out. Tomorrow I'm
 buying books from Tuttle for retail, getting robe made for whsle, buying a
 color chart for dyeing. Wrote \$750 check