

June 24, 1954

Dear Tamie:

Received your most welcome letter of the 22nd and thank you ever so much for taking your precious time in writing me. Sorry indeed to hear that you have such a bad cold, do take care of yourself as you really can not afford to loose any weight, as well as you need all the energy possible.

Things are well in the office but business is quiet, so whatever has not been taken care of up to now we are trying to straighten out so everything will be running most smoothly before our rush season starts. The Lamp orders are coming in as well as expected I suppose. Screens we are getting orders quite well, manufacturing and sending it out is a problem now, but until the warehouse boys can get more experienced we can not expect 100% production. Just a few minutes ago we received our new Lamp and Screen brochure. Very nice and neat don't you think?

Altho you may feel lacquer and bamboo ware might be a good item for us--as you state Pacific Coast and United are marketing heavy for such items but in our position perhaps if we concentrate on new items such as steak knives, silverware earrings, etc., we probably will be able to hit the market good. Trying to compete with others on same merchandise and knowing they are not getting too fast prosperous on that line, perhaps we should try other new fields which should go like hot cakes. For instance on steak knives, after making the few necessary improvements and make it our own design we hope to sell at our Gift Shows about 400 dozen sets--not that is not figuring in any re-orders. Before the year is over we anticipate on selling 1,000 dozen sets with too much difficulty. Our price will be \$18.00 per dozen set, deducting our cost would we estimate to about \$10.00, minus our 15% commission and office expense the net amount with the volumn should pay for your wages as well as your trip. As previously written to you by others there is a few suggestions for the improvement on the steak knives. Namely: shorter handle, longer blade, blade to be on the reverse side than what the sample shows. The latest delivery should not be later than October 15, 1954. Work with the suppliers and have them manufacture as to our specifications and have them confirm definitely that they will supply us and not disappoint us on any shipments.

The photograph which you mentioned will go out today with this letter.

Yes do work on the stainless steel tableware. Fraser's have it also Nanny's. Jack has told us he was going to purchase a set or two and bring it to the office so we can see it but as yet nothing has been done. We must be ahead of everyone on NEW ITEMS and be the first to introduce merchandise to our customers as well as new prospective customers.

It will be nice if you can arrange it so that you can attend the Gift Shows. Perhaps S.F. show Jack and Frank Itaya can handle. Henri was saying that he, you and Frank should attend the L.A. show. The greatest problem now is on the Chicago Gift Show. We must concentrate on keeping our expenses low as possible as that show will cost us plenty--transportation, etc. My suggestion to Henry was have you and Henri attend the Chicago show and introduce yourself--since we are an oriental store, but Henri seems to feel Karen should go too. That would mean an extra \$500.00 or more. She had planned on to go see her folks sometime this year and to accommodate her by paying her plane fare might be fine, but is it necessary to incurr that extra expense. Wouldn't you and Henri be able to handle--since that is somewhat a new territory for us, having the Takehashi's there might be a great difference. Perhaps Karen would love to go as that would save her expenses, but when I think how she tricked Henri and convinced ~~him~~ that she would like to go on a selling trip down South last week of May, purely because she wanted to save her expense on plane fare and etc., (perhaps she did not realize I got her scheming). ????

We were planning on to add another personnel to our staff but after serious thinking and talking to Henri we have come to the conclusion to keep the present personnel and have them produce much more. Mr. Morioka is working part time for us now, getting the inventory lined up so we can keep stock control. Of course, he will have to produce before he becomes a permanent employee. Another bottle neck is Jim. He is a problem and I don't know if we ever can solve it. If he would

FOLD SIDES OVER AND THEN FOLD BOTTOM UP AND SEAL
NO OTHER ENVELOPE SHOULD BE USED

Your children seem to be enjoying their summer vacation. Playing hard in the back yard with the neighbor children.

I suppose by now you know Toshi Lee has quit as she is to become a Mother. I believe she is on her third month, and being not too strong she had to ask if she could quit because it was very hard for her.

Regards from all. Hope you are able to find good items for our gift show as well as for Xmas. Remember we have to hit the show and the holidays with a big BANG, as next year we are going to operate on our own money and be proud of it.

FIRST FOLD

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AIR LETTER

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VIA AIR MAIL
PAR AVION

MESSAGE MUST APPEAR ON INNER SIDE ONLY
NO TAPE OR STICKER MAY BE ATTACHED
IF ANYTHING IS ENCLOSED, THIS LETTER
WILL BE SENT BY ORDINARY MAIL

SECOND FOLD

My sincere gratitude to you and Henri for allowing me to bring the baby to work so that I may be able to make few dollars to make ends meet. Mas sends his best regards to you and told me to tell you to take care of yourself and will be looking forward seeing you upon your return. I incidentally he passed his Army physical examination so one of these days he will have to go. Much to my sorrow.

Anyway Temple concentrate on NEW ITEMS that no other competitors have. Send samples but if you plan on to leave shortly perhaps if you can arrange to bring it with you it might save some expense. NEW ITEMS AND GOOD SELLING IS WHAT WE MUST AIM TO HAVE OUR GIFT SHOWS AND HOLIDAY SEASON'S PAY.

My show some initiative toward the company and assist Henri more it is good, but still a ??? He and Kai Matsuka seem to be pretty close and we do wonder what is cooking between them.