

It will have a big spread in the July issue. We also have a new ad for this issue featuring the new pattern and tail lamp. The U.S. seems to become more optimistic about Japan each month. I anxiously hope each little emphasis helps.

July 8, 1954

*Handwritten: KIMURA*

Dear Tami,

We received your wire this morning regarding money, but are unable to take advantage of this exchange now as we cannot bring merchandise in on these terms. Henri says to tuck the information away in your mind for future reference.

Jim is sending order to Seiki Cutlery for minimum of 16,000 steak knives. We're asking them to send up to 4,000 pieces a month until November. Hope they can increase Sept, October, and November shipments to 5,000 or 6,000. Jim is sending our drawing to them. The handle will be your length, our blade. We want them to shorten sheath 3/8" to 1/2"—the overall piece will have shape of sword. Please talk to Seiki representative in Tokyo and tell him we must have a minimum of 4,000 a month. Tell them we have asked home office to send by air one dozen samples to be shipped from Japan not later than July 20th. This is most important; please try to impress them with this time urgency. If we don't have samples for the shows we will miss the whole promotion, and may have to cancel the order. From the drawing and minute instructions in our order we want them to go ahead with production. If there are any changes to be made we will make them on the second shipment—not now. Is there any other manufacturer from whom we could buy these knives as we want to have larger shipments? Perhaps we could buy from two companies at the same time. Can you find another source or urge them to increase production.

We do not want any lacquered fans or Butterfly papers now—have enough to handle here.

We desperately need wooden toys for the shows and Xmas. So far the paper mache toys are all too high for us. Need items around 10¢ Japan price. We don't care about the authenticity, but have to work on price. Can't someone make substitute toys that will not sell for such high prices. U.S. market will not absorb toys that sell for so much money. Back to wooden toys: Nanri quotes \$2.40 a dozen for the Rabbit ring toss. Tsunoda quotes \$2.68 for the cat-toss. Can't they make it smaller or do something so the price can be brought down to \$2.00? We will buy immediately if they can do this. Henri asks that you forget freight and bring back samples from Tsunoda, Nanri, and Kato-Seiju with price lists as well as production rates and minimum shipments. If we can get this it will be possible to order during gift show time and still use these items for the Xmas rush which we are banking on so much. We must have these items two months after L/C or we will fall short of hitting this big business. These SMALL ITEMS are of the essence.

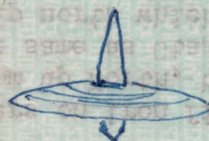
Can you ask Tsunoda concerning these tops or find where we can buy them. Henri says he has had the samples for some time but has not been able to find the source. *SHOULD BE 1¢ a piece.*

TOP VIEW



concentric circle bands of color

SIDE VIEW



Do you remember them.

sized - 2"  
2 1/2"  
3"  
in diameter.

NO OTHER ENVELOPE SHOULD BE USED.

is now completed. It will have a big spread in the July issue of Interiors. We also have a new ad for this issue featuring the new screen and tall lamp. The U.S. seems to become more conscious of beauty from Japan each month. I surely hope each little emphasis helps Takahashi.

Bye for now...we'll see you in a week.

Karon

Dear Sam,

We received your wire this morning regarding money, but are unable to take advantage of this exchange now as we cannot bring merchandise in on these terms. I want to thank the information away in your mind for future reference.

SECOND FOLD



PAR AVION

AIR LETTER

Takahashi Trading Co.  
1661 Post Street  
San Francisco 15, Calif.

TOMOYO TAKAHASHI  
Misshokan Hotel  
2-11 Surugadai  
Kanda, Chiyoda-ku, Tokyo  
JAPAN

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

FIRST FOLD

2271-1 CHOME  
E G O I A  
NAKANO-0-10  
Tokyo, Japan

We have withheld our orders on iron fish so far as we had hoped for new designs from up North, but we are forced to buy the old fish now, the same as Otagi has. Did you find anything on your trip north which we can work on? We're all excited to see you again and will look forward to the 15th with wild glee! Hope so much that you are not all tired out, but we will do our best to help with anything we can when you return. Right now we are trying to work ahead on preparations for the shows as much as possible. So glad you will be back for them as you will surely bubble with fresh ideas for the customers and you know how they do like that! I sure of hitting this time. Great wish which we are pointing on so much. We must have these items by the way, the Japanese home at the Metropolitan Museum

II