

WE NEED PRICELISTS (HAVE BEEN WITHOUT NOW FOR OVER A MONTH) BOTH FOR THE SHOWROOM AT 225 AND FOR THE TRADE SHOW BUILDING DURING THE GIFT SHOW 8/23-29.

Jan Howell



DECORATIVE ACCESSORIES

August 7, 1958

Dear Martha:

Sorry you have been bewildered by which samples to send us. They should all be sent to us, with the possible exception of very heavy iron pieces. There are many Kessler items which we do not show, so you should not be concerned about duplication, especially because Takahashi is our first Japanese Import supplier so our first allegiance is to Takahashi, as I tried to make clear at the December conference.

We have been promising our customers new Takahashi matches for over a year now and will be most happy to see the new ones from you. We have not found matches in different lines a deterrent to the sale of any with the exception of Martin Drayson's domestic packs. His Swedish match prices simply could not compete with the Japanese ones and we discontinued his line shortly after Takahashi brought in matches. However, we continue to sell Mr. Mack's Portugese matches as well as a few but few of Elizabeth Hanna's Swedish match and case. Our Takahashi match sales have fallen off because our customers, who like to be in there first, have grown weary of the Horse match which is now being shown in every Japanese import showroom. As we also mentioned at the December discussion, Takahashi designs...not only in matches but in everything...are superior to any other importer of Japanese merchandise....We don't think you will find less sales of your matches because we have other inferior ones. Just as you in your retail shop sell other matches than the ones you import... I doubt you would buy them if you felt they were hurting the sale of your own. Very often it works the other way and people buy more because they see what an attractive and inexpensive package it is.

On the iron Ashtrays, we have consistently sold yours so there is no conflict there. On the heavy castiron pieces, lanterns or such, where there is duplication (is there...we don't know what you have...by duplication we mean the identical piece?)we might have a problem, but I cannot feel it an important problem because as we have explained before, we sell very little of the heavy iron pieces because of the prohibitive freight. We would like to see the new candlesticks as I am sure we can sell them. We have no others in cast iron except the ones that Elizabeth has had in her line for five years, and she will not object.

On the Zabuton covers...since we sold your Zabutons, and only yours, and in fact asked for the Zabuton covers...by long distance phone call from us I can see no reason why we would not be happy to have the samples, so please do not hesitate to send them.

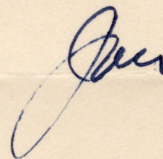
We are desperately in need of the new samples as we have already had several buyers in for their Fall purchases, who do not plan to be back....like Gomprecht and Benesch yesterday. That was their Fall buying trip and they will not be back before Christmas. We sold them the new duster without a sample because they would not repeat on the other. I hope there are by now samples of other new things so that I will have them here at the showroom as well as the ones which go to the Trade Show from Chicago. We can either return the extra samples to S. F. from the Show or will try to sell them here.

We have heard nothing further from Cat and Fiddle and I hope the shipment as turned up there.

The small calendar is a peacherino....I was waiting for more new things to give you reaction. So far I think the pencil box, calendar and small plastic toy are very good. The bead trivet has not moved too well, which may be because our sample is badly warped. The gold and teak trays are wonderfully priced but the customers do not care much for the finish on either...too shiny. G & B passed them both up yesterday (Mr. B. finally allowed the buyer to take 6 of the gold, but he personally felt it looked like a shiny tin tray.) The teak everyone feels is too shiny.... I know the problem...a good lacquer coating so the tray can be used for beverages....but these are just a little too shiny.

All reports from Elizabeth say the L. A. Show was good and that the Chicago one started out very well too. Hope we can do a repeat performance in New York.

Best regards,

A handwritten signature in blue ink, appearing to be 'J. B. Benesch', written in a cursive style.

jh:h