

March 22, 1966

Dear Tami and Suzukis,

Today we had a window broken in Ghirardelli Square and our full day's receipt (Monday, Mar. 21st totalling \$400) was stolen. A huge ash tray containing sand used in Ghirardelli Square was thrown into the window and a hole large enough for a man to enter. Carol was notified at 7:30 this morning by the nightwatchman. It seemed that the window was broken about 1:30 AM and Carol was not notified until 7:30 in the morning.

When the police inspectors arrived we were told that NOONE had entered from the window, according to all indications since there were no disturbance on the window sills--dust and pieces of glass not being touched by anyone or anything on either side. It WAS DEFINITELY an internal robbery, or so Carol and the police inspectors suspect. Since we have no proof we cannot do anything about it at this time. We called Warren Glass and we hope that we can do something soon. We may have to replace the locks and also have Pacific Fire Extinguisher Co. wire the door for us as we have at Kansas and 15th. We called today to have an estimate.

Otherwise everything is going along very well. We are moving little by little to Kansas, with Counterpoint merchandise already moved last week. We have been shipping every day from Kansas since the latter part of last week. Joe is doing very well by himself, and he is taking it very pleasantly. He is very helpful, cheerful and very cooperative, and whenever there is other work to do he does it cheerfully and very rapidly. He has made an about face in his character, so pleasant and easy going--just as though he has gone to a psychiatrist. He is a changed man today.

We are knocking down some walls at Kansas today and we expect to move some TTCO stock this weekend. We worked overtime this weekend and we may have to work overtime this coming weekend for we have an awful lot of orders yet and we must also move within two weeks. The Fire inspector came to inspect Main Street after the minor flood we had and we were told to clear out the basement within one month and we don't have much of this month left to move out. We must show good faith and we must move as much as possible before the month is out.

GOOD NEWS. Today I was told that at Grant we sold 22 dozens Paper DAZY flowers in FOUR DAYS. Isn't that spectacular? That means we have another BEADY and CANISTER. We are selling equally well at GHIRARDELLI SQUARE, although not in such great quantities at Main St. And so the 1200 dozens I just ordered will be gobbled up in less than one month if above indications prove nation-wide popularity and I have confidence that we have hit on another sensational item. On inspection I see that we have sold about 1900 dozens even before the first flower package was shipped out this week. And so you can imagine the crisis that is building up in the very near future if we don't get some more in quickly. So please hasten the last order as quickly as possible and I do believe that we may have to buy at least 1200 dozens monthly until October--and what does that total? That should be about 8400 dozens more or over \$13,000 of paper daisies. What a number. However I guess we should not be too enthusiastic at this time but buy a little more cautiously and order 2400 dozens at this time...now, that is. Please make this one-half solids and one-half multi-pak.

It seems that we sell about a gross multi to a gross solids, and it could be that the solids sell slightly slower than multi-pak. But since I have just bought 1200 multi in the last letter written last weekend, I want to supplement that order so I can get some solids as soon as possible.

Nut Tree picked up 12 dozens Friday morning and Monday morning Jack got a phone call ordering 48 dozens to be shipped out immediately,

add white & brown center. Double Pink & orange. Solid also. (TT)

→
→
→
→
1/2 + 1/2 multi
Solid

purple
dark olive
& olive

2 2 2 2 2 2

If Nut Tree can buy so much in such a short time, it must indicate that we have another BEADIE on our hands. In the SOLID PAKS I would like to have 600 dozens packed so that we have one package of each color in a dozen, since we sell so many that way, and since so few people buy a dozen of a color (Wholesale speaking). You know what I mean, because the first shipment came in 50 dozen cartons, each carton containing one color. But if we can have Goko pack them so that each dozen box will contain 12 colors (solid pack per dozen flowers), it would make shipping very easy. But we do need some in solid pack per dozen bunches since we will now be getting reorders where some colors will be specified more frequently over others. We do not know what they are at this moment, but we will know before the half year is up. We will buy adequate amounts for this fall so we will be able to satisfy all kinds of customers, I think. If Goko is able to produce these flowers in smooth quantities monthly, let me know what that quantity is. I would like to have shipments made twice a month if possible so that we will never run out of flowers to our best customers, which includes our own retail stores. We sold them to JOSEEH MAGNIN, you know, just around the corner.

If we get the first 3600 dozens by the end of April (in SF) and since you have already shipped the first 2400 dozens, although we know of only the first 1600 dozens, I think that we will be able to fill back orders as they come in before the next 2400 dozens are made and shipped to us. Since we have sold the first 1900 dozens already, we will be anxiously awaiting the next 1200 dozens ordered in the last letter. I hope that I have made myself clear. This last order makes a total of 6000 dozens.

Today, March 23, Jack told me that Nut Tree had ordered 120 dozens, the first 48 dozens to be picked up immediately and the balance of 72 dozens to be shipped on April 1st. Blanchard told Jack that he expects to sell approximately a gross every 4 days, which is very similar to our experience at Grant Avenue and Ghirardelli Square. Jack feels that most of our gift show orders were all trial orders of 3 dozens each so the reorders will come in rapidly in gross lots, much faster than the Beadies. This appeals to a larger audience, it seems. And timing is perfect, since it is being introduced in the SPRING.

So it all adds up to Goko being pressed for quick delivery of above orders. We will probably need more in the summer, but I think I will place more orders when I go this spring. So now, how about more paper flowers? It seems that we have hit a gold mine and we should elaborate on this theme for this fall, don't you think? We should be able to find some companion line to augment the paper daisies, something just as charming and attractive.

Jack is still asking for the foil daisies, or anything foil in flowers. This will appeal to the carriage trade this Christmas, he thinks--such as lotus, mums, daisies, marigolds etc. You name them. He thinks that this market is still untapped and we should be the first to be in it. What do you think?

On the order of BUTTERFLY MUGS to Motoyoshi, please tell him that I want 360 dozens of the green/blue colors and less of the red/orange/pink--240 dozens. I prefer to replace the pink color with a different stronger red color if possible, or perhaps it could be better if the orange and pink colors were reversed--the orange would thus become more predominant. I would like to make the pink area as little as possible. It seems that the orange color is least noticeable, when orange should be most predominant. It seems that pink has the largest area of all and that is what I would like to overcome.

I had hopes that we could add another combination of colors for the butterflies so that we would have three good ones and I had hopes that the match cubes would furnish those three.

Just talked to Rene and she figured that Main Street sells about 24 packages per day. That means we are selling at least a gross a day in the three stores. Isn't that something?

→
2x month

→

FOIL
花

MOTOYOSHI

(DAISIES)

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Norman wants to know when Okada is shipping the LSB-Apples. We have run out and have been waiting for them. I see that we ordered them when Martha left for Japan in February. We do need them so we ~~ca~~ could have even a partial shipment immediately--like 25 dozens assorted.

Have not received any viscose mats as yet. It is the 23rd today. I see it was shipped over a week ago.

S. TANAKA has not shipped out any new MAT-GRUV mats or runners as yet. Please tell him to hurry. It is getting into Spring and we must ship out to our customers. I thought that we would get better results this spring. We haven't heard as of today and that means that any shipment made even at the end of this month won't arrive until the middle or end of April. That means May for our customers.

Takahimaya bought over a \$1000 lately and included plastic trays 60 doz. TP-9/13, 10 doz TP-9/13G, 15 doz TL-85G, 117 doz TL-85P, March 24th: Another day has passed and we haven't finished this letter. How time flies.

Yesterday Cowell Hospital called and said that Pinky was in the hospital with a slight case of measles. She got it Tuesday or Wednesday and will be released tomorrow, or Friday. Imagine getting it at this time. Beverly was out for a few days with the measles last week also.

Yesterday we received your viscose mats, in the afternoon. The finish on the sewing was not as good as I had expected. Compared to the OMC mats, the sewing is very inferior, like amateurs had sewn them. We must be awful careful about the sewing. And the fringes were cut very unevenly. We were quite disappointed, to say the least. And since we will not be able to get a very good margin at \$3.60 a dozen, and since our mats look so inferior next to the OMC mats, I'm wondering about them at all. We were very disappointed that the mats came in two tones. Now the manufacturer will be able to make them for others if we do not buy them, and there is a great possibility that these mats which look so much like the MAT-1913X will outsell the MAT-1913X only because of the cheaper prices. So where does that leave us with the paper mats? We are our own competitor. We just want to buy the solid colored mats only, and I WISHED that only the solid colored mats were made. I believe that I mentioned earlier this year that I did not want any two tone mats until the solid colored ones were produced in sufficient volume. As it is we don't know where we stand with them at all at this date. What is the production? How many and how soon can they be made? CAN I GET BETTER WORKMANSHIP? Straighter fringes and straighter sewing? We know what the material is, since it is ordinary. It is the sewing and cutting that must be supervised. We MUST BE AT LEAST AS GOOD AS OTAGIRI. From the looks of it we cannot equal the quality and the prices are about the same. And so it seems that the best thing we can do is to have them made in small quantities and sell them only in our stores. We certainly don't want to compete against our MAT-1913/1913X because we can make a better profit. At \$3.60 a dozen we are barely making 33% at wholesale and that is not very profitable, as you know. We will be chasing our own tails and ruining a good item as MAT-1913.

The oval mats are beautiful, but expensive. They will have to sell at \$10.80 a dozen, because \$9 dozen is too close a margin. That means that prices have gone up since we first started with them many years ago. Materials, no doubt. I'm wondering if we can sell them at \$10.80 dozen. We can only try and see. How fast is production? We can show them to GUMPS and other large buyers locally and get their reaction. We'll let you know. In the meantime get me such information as production and delivery dates from order. I see at the bottom that oval mats can be made at the rate of 300 doz. monthly and MAT-1812 viscose at the rate of 600 doz. monthly. That answers my question. Now I will see Jack about them.

Just helped Mrs Uchida unpack some FAZY packages. The boxes are too big. packages are loose in the boxes. We can condense much more!

MAT

Tama shima city

OVAL MATS

GORO

PAISY PACK TOO LOOSE.

44 4 4 4 4 4 4

I'm sorry, I'm talking about the DAZies. Goko packs them in boxes of a dozen packages. That is fine. But the boxes are too large and the packages rattle around inside. We can condense those boxes so that approximately another half dozen can go inside the same boxes. MAKES THE BOXES SMALLER SO 12 PACKAGES FIT VERY TIGHTLY. Smash them as much as possible for nothing will break. We will save some freight--approximately 50% saving, I would imagine. PLEASE DO SO IN THE NEXT SHIPMENTS OF ORDERS RECENTLY PLACED.

100Z
BOX

After talking with Jack and Howard and Jim Nomura and Jim Chumley and a few others, it seems that we should order more DAZY flowers NOW. Please raise this order to 4800 dozens and ship about 2400 dozens immediately and 2400 dozens 30 days later. That means that shipping should be 1200 dozens twice monthly for two months. *April-May = 4800 doz.*

→
4000 doz now
2 weeks
2400 doz
+1200 doz
2x's/MO
(2400 doz)
MONTHLY
for 2
MO.
this year

Those customers who are ordering 3 dozens to start are now ordering by the grosses. If that remains constant throughout the country, we will have to buy 4 times 1900 dozens just to fill the re-orders. And since they keep on selling, we will have to buy more for the fall. Maybe we should expect to sell about 2000 dozens per month from now on. That would mean that we will sell 18000 dozens more for the balance of the year. At \$6 a dozen we will exceed \$100,000 this year. This will be by far the best item we have ever bought from Japan--better than beadies and canisters. We will see.

The rate of sales in the retail stores are picking up. The weather is mild today and very good for sales.

NEWS FOR WHAT IT IS WORTH: We have signed a lease for a spot in SAUSALITO AND CORTE MADERA. Two stores, the Sausalito one opening in May and the other in September. The spot in Sausalito is next to TIDES BOOK SHOP and is only 410 sq. feet, but is located at Street level and is in the middle of town. It is a striking location and is a SURE THING if there is any such animal. Since it is only half the size of GHIRARDELLI SQUARE we will sell only the BEST SELLING items we have--as experienced at the Square. We will have to make every square inch count, you know. Rent is 300 month--and no more. We do not have to pay any percentages, thank goodness. We expect to sell at least \$6000 a month during the poorest season, but we should do very well in the SUMMER months and during Christmas. This is an ideal place to sell our flowers, beadies, mugs, canape trays, enamelware, mats, hats, bags, linens, aprons, feather dusters, etc. OUR OWN IMPORTS will dominate the store so we will make a double mark up.

The store in Corte Madera is a different matter. It is run by the COOP that is located in Berkeley. There will be all the COOP services, including a supermarket, and we will be one of the few non-COOP enterprises in the project. This is the first Marin project and COOP is determined to have a nice selling center. We were solicited and we feel ~~that~~ that the area surrounding the COOP will grow in population two-fold within the next 5 years. And so it would be to our advantage to get the place before it is too late. It caters to the whole of Marin County and so it would be very good, especially in the future. And it will be 1200 square feet and the premises will be fixed for us except for fixtures, painting, wiring and shelving. Sausalito also will be turned over to us--just like Ghirardelli Square. These two stores will not take too much trouble to maintain, I feel and this is the best way to sell our own merchandise. No one else gives our items as much attention as will our own stores.

We are also being wooed by Palo Alto air conditioned mall that is going up this September. We have been offered a space of 936 square feet at \$475 a month and 8% of gross, whichever is higher, and the 8% will be according to the annual gross, so if we make less than 8% in any one month it will be evened out at Christmas--which is definitely in our favor. So we will not have to pay over 8% per annum. There is a slight fee of 18¢ per square foot for parking or about \$15 a month.

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AN ASIDE: Norman and Frank decided to join the summer bowling league (Nisei). So they signed up in the "D" beginners" league and also entered Rene and Martha Suzuki. They hope that Martha will not mind but thought that it would be fun to bowl as a team together this summer as the TAKAHASHI team. Risuke-san and myself are not entered because we probably will not be here all summer to bowl constantly, but we will be present to give all kinds of moral support. I hope Martha doesn't mind. I think it sounds like fun, and more power to the team.

SAKAMOTO → PAPER BOXES. Some are WARPING VERY BADLY and some are coming apart. Evidently the adhesives used are not STRONG. The drawers fit inside a box which is pasted to the outer box. The inside boxes are not sticking to the outside boxes very well and there is a gaping hole where the glue became undone. The outside boxes are bowed out, if you can imagine what I mean. It looks especially bad in the 5 drawer boxes. Please instruct Sakamoto-san to use stronger adhesives especially when pasting the outside boxes. When it is dry and hot all paper goods suffer you know.

Paper boxes are selling very well, nonetheless. We are quite happy and we feel that we should do very well this fall. I like the idea of wrapping paper made in Japan. Will they roll them up for us too? How about packing? How many to export cartons? That is the way to sell them. By the carton. We are now selling paper boxes by the carton and some lacquer items by the carton and NB-SS and a few isolated other items. What a joy to sell them that way. So easy and so quick.

→ DAITO MATCH MATCHES: I had hoped that Tami would iron out the colors when she met them and had expedited them by now. We need them very badly and the sooner they are made and shipped the more we can sell this year. Please iron out this mess. It is not such a great problem, easily ironed out if time is given to this project. We hope to sell at least \$50,000 worth of matches and we should devote as much time as we can to complete this project. It is a big seller and we should not delay. Matches will pay for several trips to Japan annually, so do not neglect them. Please see the matches in the proper perspective. Other new items must be tested before we will know anything about them, but we do KNOW HOW MATCHES SELL.

S. TANAKA
runners → I see that S. Tanaka did ship a few runners, but we would like to get more shipments.

MARUMI MUGS are arriving in such small amounts and in such slow fashion, can't we speed that man up a little bit? Light a fire under him please. We need them badly and we think that we will have to order more, but how can we if production is so slow?

If we sell the viscose mats at \$4.50 a dozen, that is the same as OMC, I believe, so we will have to go into two-tones in order to compete. That definitely means that we will not sell any more MAT-1913 in the paper mats. One will outsell the other and replace. What is your opinion? At \$4.50 we will make enough profit so we can eliminate the paper mats. Will Yamashita-san appreciate that fact?