

March 17, 1966

Dear Suzukis and Tami,

I guess it is about time that I write to you. Much has happened since you all left for Japan. And many have been very exciting indeed. I see that this typewriter is PICA type so I will be writing many pages, since I am very voluminous once something pushes my writer button. It is very hard to begin a newsy letter, but here goes.

The air shipment of GOLD FLUTED MUM TRAYS arrived Monday morning. We picked them up in the afternoon and Jack showed them to GUMPS in the late afternoon and phoned in that night that he had tentatively sold (HFC) about \$5000 to \$6000 for their fall selling: including 144 sets of the giant 3-tiered trays and 244 sets of the smaller 3-tiered trays. We scored a bulls eye there that time. Mr. Dewey, the new buyer who replaced Ron Mennish was very delighted with the 3-tiered trays and wanted them just as they were. So we sold them at \$81 a doz. for the larger size and \$54 a dozen for the smaller set. We checked with Hoyt and the customs men and we were told that Otagiri was bringing them in for 17% plus 21¢ per pound. Since they were heavy they are not so cheap. Customs have been liquidating them at the higher rate but OMC is protesting the larger sizes--over 13 inches in diameter. Since the rims of the trays slope upwards like dishes and platters they are considered as plates or platters and not as trays.

Whatever the duty rate we must all compete on the same plane and we must be very competitive since Mr. Dewey gave the large order to Jack the first time we showed him the new samples. We know that OMC is quoting \$18 for the 10½" fluted trays while we quoted \$13.50 a dozen so we feel that we will get the order for this Christmas, and it could be quite large--something like 250 dozens, we hope. For the 15½" trays we quoted \$25 a dozen, which is under the price for OMC's 13" trays. So we have made Mr. Dewey respect our prices more. Jack also hinted broadly without mentioning any names that TAKAHASHI did not sell to DISCOUNT HOUSES as some other firms do.

GUMPS also bought the MUM bowls with lids--5¼" and 6" sizes nested only. They did not want the largest set (7 7/8"). We quoted a price of \$36 a dozen sets of two. I hope that they will be cheaper when packed in pairs, and that the quotations you gave me were for each set boxed separately.

The smaller of the two lazy suzans (12") we sold to GUMPS for \$24 a dozen although we will quote them at \$30 a dozen to everyone else. GUMPS wanted 144 of them.

GUMPS also wanted 100 dozens of the 7" fluted gold trays. Jack quoted \$7.20 a dozen and Jack thinks that it should be sold at \$6 a dozen and then we could sell plenty this fall. I think so too. So please get this price down so we can sell them in bunches. How about an opening order of 1000 dozen? We must buy them cheaper than at \$2.94 a dozen because we will have to pay on weight also (duty, that is). The ideal buying price should be around \$2.30 FOB and we will land them for around \$3.60 a dozen. At \$6 we can get 40% markup. If we must buy 2000 dozens to get that price, buy that many so we can be very competitive. We should be all alone at this price in the USA. Jack thinks that it should sell like the canape trays. Maybe we should buy some in plain colors so we can get the price of the plastic down. Please quote me in colors on all the trays--although we prefer to sell only the GOLD TRAYS for this Fall. But we can sell these 7" dishes in colors only to get a better bargaining position in buying them this year. Of course we don't want to receive them all at once, but at regular intervals. Please draw up a regular shipping schedule for them.

In summary, GUMPS will buy the new fluted trays from us this fall, Jack thinks, so it is now time for us to negotiate and buy them so we will be able to have some stock this fall. I do hope that OKADA will be able to produce these items, because this will be a very strong GOLD FOIL year if we sell them as well as we anticipate they will. The other gold items will also sell well this fall so we should tell OKADA to expect heavy orders from now on and that he had better be preparing for a good year with good experienced gold leafers on hand.

And so, here is my opening order of the new fluted gold mums. Please renegotiate with the plastic manufacturer to get the best prices. If we must buy a little more than I am ordering now, please do not hesitate to increase my order, in order to obtain the lowest prices.

500 dozens	TF-MUM-11G	(10-5/8)	@	6.23	doz	13.50
500 dozens	TF-MUM-12G	(11-3/4)	@	7.60	doz	
300 dozens	TF-MUM-13G	(13)	@	8.30	doz	
300 dozens	TF-MUM-14G	(14 1/4)	@	9.34	doz	
240 dozens	TF-MUM-15G	(15 1/4)	@	11.40	doz	25.00

600 sets	TF3-MUM Lge		@	33.60	doz	81.-
1200 sets	TF3-MUM Sm		@	21.60	doz	rd.-

(Please make hardware "brass plating" with utmost care.)

300 dozens	TF-MUM-C/BG	5 1/4"; 6" nested set (?)	set			36.-
(Please use nice box and pack well.) (Natsumegata)						

1200 pieces	TF-MUM-SUZ	(11-7/8")	@	11.04	doz	24.-
(Lazy suzan, or compote was well liked.) <i>Black gold</i>						

1200 dozens	TF-MUM-7G	(7")	@	2.94	doz	7.20 6.00
(We prefer a much lower price. I am anticipating it for we sold them at \$7.20 a dozen to GUMPS. We don't want to pay over \$2.60 per dozen for them.)						

GUMPS also bought 72 ALL GOLD FOIL 10" salad bowls and 24 dozens DEEP 6" salad bowls, ALL GOLD. How about negotiating for better prices. They sound quite high.

If we can get solid BRASS hardware for the 3-tiered trays at a lower price we would like them better. But if SANSHIN-san can finish the steel hardware to look like brass (best plating job that can be done) and at a lower price, that would be fine. But since these items are ONLY purchased by the best stores in the country and by the richest people in the UNITED STATES, it behooves us to sell the best quality in this situation. This is the kind of item that we can sell to the carriage trade, including Barbara Hutton and the President of the USA.

The prices I have typed above in the purchase order are yours and they are there just to identify the items and not necessarily the prices I would like to pay. Since you mentioned in your letter that you may get better prices once an order is placed I thought I could give you an order so that you could negotiate. Possibly we could sell more this year, according to how quickly they are made and shipped to our customers. They should prove sensational this summer at the gift shows and it would be something terrific if we could deliver them starting July-August. BY THE WAY, GUMPS is cataloguing the 3-tiered trays for this Christmas, which is a feather in your cap because such quick results are this side of AMAZING. Congratulations.

A quick rundown on the above purchases shows that I have just made a \$24,000 purchase of gold fluted trays and bowls. Now if that isn't a good opening order I don't know what is. OKADA should be very happy---delirious, I should say. But please remind him that the other gold trays and mum trays are also on order and that he can not delay making them. We intend to PUSH HARD on the selling of the gold trays because the economy here seems to call for more expensive items and we think that more people will be GOLD TRAY minded this Christmas. We are getting CITY OF PARIS to catalogue them this fall and we are working on NIEMAN-MARCUS, where the former GUMPS buyer is now stationed--remember Ron Mennish. Well, we hope to sell quite a few trays to Niemans this fall. We should know within a month, and since I am anticipating a good Christmas anyway throughout the country we must get a good slug of gold trays early this fall. We are going to produce a brochure on all our gold items and this should accelerate our sales.

In the works soon is Ed Henikoff of Chicago who plans to sell our lines in the midwest this year starting this summer. And when this comes to pass we will have another 13 salesmen selling our lines. That is how many salesmen working with Ed Henikoff. And that would mean that we will cover more stores and we will sell more gold trays. We must have something for the department stores, and we are of the opinion that these fluted mum gold trays are excellent there.

Please be sure to see to it that Okada make a few of each item ordered each month so that we will have even stock throughout the coming months. This is a must as you well know. What worries me most is whether OKADA can produce for us this fall--I mean in the quantities we are anticipating. How is he financially? Will this be our bottleneck? Be helpful and treat him kindly for we can't afford to lose him this year. I'm banking on him to come through for us. Keep him so busy that he will not be tempted to sell to OMC or to anyone else. Give him lots of work and keep him busy for us.

Sales have been going along very briskly all along and we are very busy. Gold tray orders are coming in rapidly especially since we made some contacts with good customers and gave them some special prices.

We have a CONFIRMED order from EMPORIUM of San Francisco dated March 10th for delivery this October for \$3,768 worth of gold trays. They consist of 84 doz TP-12G; 60 doz TP-14G; 36 doz TP-16G; 36 doz TP-1812G and 60 doz TL-85G. This is for EMPORIUM's Christmas catalogue. How about that? Jack showed DORMAN's our new prices and the buyer turned PALE, but did not buy. This was last Thursday. Sunday morning we found out why. They had just advertised gold trays and he had just placed his order thru OMC for a large stock of gold items. Prices enclosed.

Reviewing my sales in gold trays, I find that a few are good sellers---TP-12G, TP-14G, TP-16G, TP-1812G, and TP-GTG. So we should put in a good supply for this fall along these sizes. Since the prices we are presently quoting are so far under everyone else's prices we should do exceptionally well this year. And thus the enthusiasm today. And it also seems that the SAKAI plywood trays are not selling as well since we raised the prices last year. No matter how well a tray is made, you just can't compete with low prices. SAKAI gold tray orders have fallen rapidly this year and we will be lucky if we sell half as much as we did last year especially if GUMPS do not buy. Mr. Dewey is trying so hard to make an impression with Mr. GUMPS that he is very price conscious. But we feel that he is gradually coming over to our side, although OTAGIRI is telling everyone (Texas, New York, Los Angeles, for instance) that TAKAHASHI is out at GUMPS and that OTAGIRI is NOW IN. OTAGIRI is also broadcasting all over that TAKAHASHI is quitting wholesale and is going into retail.

JOHN MOTOYOSHI: Shipments of CANISTERS are NOT in VANS and the cartons are arriving in very bad condition--banged in, dented, etc. And each carton of canisters was NOT TAPED at all, but only weak staples were used and made each carton very weak. And many of the covers were open when we received them--about 30 to 40 cartons per shipment. So please tell the CANISTER maker to paper tape each carton. DO NOT USE STAPEES because there are chances of the staples damaging the canisters. Each carton is very weak because of the staples. They may be all right for domestic shipments but the very rough treatment export cartons receive especially when loading them on the freighters in Japan make staples boxes very weak. PLEASE PAPER TAPE ALL EXPORT CARTONS. Paper will ADD strength to the boxes, you know.

Ask Motoyoshi's Hayashi to HURRY on the porcelain MUGS. What happened to MARUMI-san? He hasn't shipped any mugs as yet. We need them very badly. Concentrate on porcelain mugs immediately.

WE NEED MORE PUSSY CATS. Please ORDER 360 dozens more immediately.

CANISTERS: Please order 24 dozens of each color combination packed 1 dozen per color per carton. This is in addition to my present order of canisters. We need some in solid colors per carton for those who order by colors. Please rush this order.

Sales note #251 3/16/66 MOCs (120 day increase) NEW ORDER

Tell Hayashi of Motoyoshi that we DO NOT WANT ANY MORE HORIUCHI earthenware. I do not care if there is any outstanding orders because they have long been overdue and I do NOT WANT ANY MORE. I do not want to pay for any more. I notice that some were just sent to me. I am disgusted.

NEW ORDERS: NEW ORDERS NEW ORDERS NEW ORDERS

SANSHIN COMPANY

100 dozens HBE Book ends
100 dozens HOLD Napkin holders

GOKO COMPANY

1200 dozens F-DAZY multi-pak
Please see to it that the packing is CHANGED to show each color of dazy as TAMI did for Gift Shows.

JOHN MOTOYOSHI

600 dozens Butterfly mugs
288 dozens Strawflowers (duckweed)

ISHIKAWA HORO

1200 pieces N-POT-Small
600 pieces NB-10 Bowls 10"
300 pieces N-CAULD-3
300 pieces N-CAULD-7
240 dozens NBQ-8
600 pieces N-CAS-2

FUKUNISHI

1200 pieces LSP
1200 pieces LSP-3
600 sets LNR-Gold
1200 dozens JBR assorted sizes (diam.)

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OKADA TRAYS

1200 dozens	TL-85P
120 dozens	TL-85PLaage
1440 pieces	TP-11G
1440 pieces	TP-12G
720 pieces	TP-14G
720 sets	TP-GT
720 sets	TP-MUM-GT
1200 sets	LD-3MUM 3-tier trays

IGARASHI or SUZURI or ANYONE

600 sets	LC-6P
600 pieces	LCBN
600 sets	LCB-2

And the way that the HBE and HOLD sold I think that we will be ordering more soon, but I'm wondering about production. Can Sanshin do all the orders we have placed with them?

Paper dazies are selling very fast--like we sold 5 dozens the first day at Grant ave. and 5 dozens the very next day. We aren't selling as fast at the other stores but they are still doing well. I thing that we will be needing quite a bit this fall--something like 10,000 dozens in all. We have ordered 2400 dozens and today's 1200 dozens so we are about one-third there and we hope to buy more later on but I don't need all that stock at one time so I am holding back until I will be needing them. I must order again on my trip to Japan soon.

We sure do need the HATS, especially the NET HATS. They are selling SENSATIONALLY, especially at the SQUARE. In fact all the hats are selling, but we SORELY NEED THE NETHATS. Please have Yamashita concentrate on NET HATS and all the HATS at this time. Hold back the round mats for a while since we have adequate supply for the spring.

Enamelware is still holding its own, with the N-KET-20's selling like mad. What an item! We will continue to sel enamelware thru this year. It could be that it has become a staple seller in the stores.

LLS still continue to sell and it really amazes me no end. We will be placing another on my trip to Japan. So does LNR keep on selling. We will place another order too.

BEN FRANKLIN GLASSES are now being SOLD everywhere for \$1-- Woolworth, Emporium, etc. so they have stopped selling in our stores. We must meed our competition's prices today if we want to sell any at this late date/ I hope you cancelled the glasses----SOOOOOO LATE!

I see you airmailed some viscose mats. Have not received any as yet, but I hope that they are good. At least the same as OMC mats. OMC mats are beautifully sewn and look very professional. I see that we will have to sell them for about the same prices with fringes. Jack is selling them at \$43.20 per gross/assorted colors. We can go this I think without too much trouble, but I do hope that the quality is good.