

SQUIRE KNOWLES AND ASSOCIATES + Advertising

730 MONTGOMERY STREET, SAN FRANCISCO 11, CALIFORNIA

April 4, 1958

Takahashi
1661 Post Street
San Francisco 15

EXBROOK 2-7422

MEMO

Attention Tami and Martha

Inclosed are copies of proposed letters to trade magazines of the Florist and Display groups. Also a letter for the magazine "Seventeen".

Please check these letters. I have copies so you can call me and make any suggestions you feel desireable.

Squire

Letter to the Editor - Seventeen

Sir:

The inclosed brochure sheet illustrates and describes new additions to the Takahashi line of authentic Japanese folk art imports. I am sure these items will be of great interest to your young readers in terms of decorative material for parties, apartments and weddings. The parasols are of best quality workmanship and materials and are utilitarian as well as ~~xxxxfukx~~ decorative.

These new imports will be found in most gift shops throughout the country. If not available they may be ordered directly from Takahashi Imports, 1661 Post Street, San Francisco 15, Calif.

Photos for reproduction are attached. Approximate retail prices are noted on the sheet.

Sincerely,

Letter to the Editor - Display Magazines

Sir:

The inclosed brochure sheet illustrates and describes new additions to the Takahashi line of authentic Japanese folk art imports. I am sure these items will be of great interest to display men everywhere. Photos for reproduction are attached.

If used editorially please inform your readers that they may receive complete information as to color, sizes and prices from:
Takahashi Imports, 1661 Post Street, San Francisco 15, Calif.

Sugg: give info in this letter -

Letter to the Editor - Florist Magazines

Sir:

The inclosed brochure sheet illustrates and describes new additions to the Takahashi line of authentic Japanese folk art imports. I am sure these items will be of great interest to your readers as material available for use in floral displays and decorations. Photos for reproduction are attached.

If used editorially please inform your readers that they may receive complete information as to colors, sizes and prices from:

Takahashi Imports, 1661 Post Street, San Francisco 15, Calif.

Suggest info be in this letter.