



# THE PARK CENTRAL

NEW YORK CITY 19, N.Y.

H. A. LANZNER, GENERAL MANAGER

CIRCLE  
7-8000  
CABLE ADDRESS  
PARKCENT

SEVENTH AVENUE · 55 TO 56 STREET

April 30/47

Dear David & Eric

Glad to get yours of 28th

Sent me a list of the apt's payable and I will tell you which I think should be paid. Get Dave to make it up to May 1st.

I bought some nice items at Prills - at Shrubsole about \$3000 in all and I would like to buy more. The Condelabra are not tall ones. The supper desk is old dishes on modern base. The reg desks have dividers. a nice fluted urn

The Turan is boat shape on a tray, large. I bought a very nice pr of C'abra at Shrubsole, some nice Tortales, fish server, 6 Bakeman spoons, etc.

I will see if Freeman will send out the Supper desk.

If we can sell antiques now it is right to freshen up our stock and that is what I have done.

Shrubsole has a fine Boulton Turan, he asks \$250 for it also some very fine coffee set. It would be easy to spend \$10,000! But they want sent saleable goods out on memo

Spent \$200

If the Eve cases were cheap, we  
could use some but until the  
cost situation improves it is  
as well to go easy.

I don't quite know when I can  
return but I think the Lawyers  
will get together one day this  
week and then I shall know  
better. I hope Clara will

see sense I haven't spoken to her ~~the~~  
since <sup>the day of</sup> arriving here but the Lawyers  
sees he can't get much from  
her so I hope he will advise  
her rightly.

We are having a good time  
anyway and enjoying our trip  
I hope you will have a  
good May

Best love to all

Dad

If Allan Foster buys a sale  
won't hurt, if it doesn't  
phase should to have  
a sale, it needn't  
worry us but make a  
good job of it, let's  
plan to do a  
\$20,000 month to  
June. I hope to  
be home about the  
middle of this  
month.

Love to all  
aff  
Dad



Park Central Hotel  
New York

May 2 1951

Dear David & Eric

glad to get your note telling  
me of your dinner with International, they  
are enthused you. but how much  
flexion did you see in April?  
and what was our inventory worth?  
I don't count Spitz, I mean regular  
sales? of course if we spend  
money advertising a low mark up  
item you will argue it brings  
other trade but most if not all  
at the dinner were Jewelers or  
Departmentals and they have a  
very different trade to us.  
I think it would be swell to  
have big names but don't lose  
your goodwill for good silver  
soon every little shop in town  
will show what Zimmerman,  
Werner, Coring and the others  
are forcing sales in new  
outlets. you stick to your  
own very fine clientele and

2/

don't cry if we lost flatware sales

All the same write today to Wallace, Goldman, Reed Burton Towle. Tuttle et al and say I am East and hope to call and see them and ask them if they have seen the write up of our store in the Jeweller's Circular

Don't be bashful.

Send me the <sup>names</sup> ~~names~~ of the group I have to see, ask Jensen. Ray Rubens & look up the files

C3

If Macy's come to B H they will have the best selection of everything and you will have to be a specialty store. When forces of antiquaries come into line with the pre-war standard of being just under woods, they will regain volume and we are not very far from that stage today.

Trade is bad in NY, very bad and today we need to be liquid

Plan your sale, get out all the old stuff and make it cheap.

4

will clear his eyes. I do not look for a good reason and think if you can do \$10,000 at a 50% on cost basis it is good.

What sort of prices have you been getting? Anyway, we don't have to worry about competitors, you haven't done worse since Sallge opened have you? Abe will put you on your toes and I think we can lick him anyway



Park Central Hotel  
New York

Friday  
May 2/47

Dear David - Eric.

Glad to meet to you

this evening.

If you want me to buy some items for a sale I will go see Tobet and pick up some cheap goods. He is anxious to sell and I would make up my mind what I wanted to buy and if I could not get my price I'd not buy.

For example, I would work on a basis of .50% on cost plus tax which means

Chantrellich pay	\$10 <sup>00</sup>	sell	\$18
Triple shell	10 <sup>00</sup>	"	18 <sup>00</sup>
Sharon Wagon	10		18
Donkey	15		24
Veg Dishes	25		\$42

2  
Would you gamble \$2000 on 3000 or  
goods of this class?

As for new goods, you can't  
buy quantities and I'd  
rather close out our own  
stock. In fact, I'd  
rather cut our old stock  
and replace with new  
items but I'd sweeten  
up a little.

As for Abe, you must  
expect a few more like  
him and we shall have  
to be above them in  
prestige but watch them  
for price. We are now  
in an extremely competition

3  
era, Abe will run his  
store on a low overhead  
and Ruben will slip him  
cheap goods. We can't  
desregard him but we  
don't need to fear him.

If the N.Y. pattern will  
come to L.A., you can  
expect slow business,  
we were in T. Harms &  
Gorhams and didn't see  
a customer and they have  
a large stock of flatware  
but little of their own  
holloware.

Abe will have a tough  
time but if there is  
a normal Xmas, he

Have you rented the  
back store? Did  
about return?

Try out sell the Junk  
from the back rooms,  
we need to convert  
everything we can into

Cash.

I would like to be nice  
and liquid with a smaller  
inventory by the end of  
June and so I want to  
get rid of our slow movers  
even if we ~~don't~~ break  
even. That is what  
N.Y. is doing today.

Love  
Des



Park Central Hotel  
New York

5

When Tiffany's or de Salvo  
open on our doorstep or  
some Ritz firm, then we  
will have to worry more  
than today.

But we mustn't lose a  
sale or waste a nickel,  
we have to watch our  
expenses.

I am afraid we can  
eat up our profits very  
easily if we don't watch  
out.

Would you rather put money  
into, if we can get it,  
flatware or in antique bargains?

6

Plummers have an attractive 10% discount sale. It is called the Newburyport plan, and is a small town whose merchants all cut prices (except fair trade items) 10% it fizzled after a week or so.

I figure you ought to get modern day business out June weddings to carry us this month and next and then go all out in July & August. If we find trade slips this month, we will have a sale in June.

7

But I would have very competitive prices from now on out so that when the customers do come in, <sup>for competitive articles</sup> they will be impressed.

You will have to work on doubling costs and paying tax out. if necessary chisel a bit but we must be salesmen and sell goods which show the biggest margin.

Salesmanship is going to mean a lot in the future.

8/ I would mark prices up and show big reductions and would use yellow sale tags on the things we want to sell. The other items I would give 10% off our usual prices.

I am not afraid of any of the manufacturers. I am sure their prices will be down at least 25% by Sept. So we must get liquors now. They all want our business, anybody's business even Al's myers. Our sale will be storewide. We need money, we need to do \$20,000 this month on a 33% on cost + tax. So if a Sack Tray costs \$50 we sell it for \$75 + tax = \$90. On the price tag show \$120. Do this on everything you want to sell.



Park Central Hotel  
New York

May 5/23

Dear David - Eric

As I see it, your collections were poor during April and we really must get in enough money this month to pay off the March a/c's. I guess about \$10,000.

I will not go to New England because until we get more liquors it will be a mistake to incur new debts. We have to cut out about \$10,000 of overstock and replace it with faster moving merchandise. That is the major problem of every retailer today. You can't sit on your hands and let the old stuff lay. Out it must go and the best time to sell it is NOW. So organize your sale. Get out penny postcards, flood Blev's Hill with them.

2/  
Do our own mailing list one week,  
the film list the next week  
South of Wales the 3rd week  
North of Wales a 4th week

Get nice attractive window  
cards to set inside the shop  
and get tables for special  
bargains. Don't be afraid to  
show your junk. Don't fix  
it up. Have notices  
"all sales final no exchanges  
during sale"

Make it a Ritzy sale to start  
with

I would have ~~papers~~ cards about 12 x 8  
with photos all over the shop (inside)  
Prices are reduced  
but wages are  
going up

This sale is an  
exceptional event  
Take advantage  
of it

~~our~~ ~~our~~ Inventory Reduction  
is the reason  
these bargains  
are available

Everything is reduced  
except these items  
sold under price  
~~for~~ agreement

I would take the old chambersticks  
and sell them at \$5.

I would not gift wrap cheap  
items without extra charge,  
let people know we are  
giving them values  
Clean ~~up~~ <sup>out</sup> the new goods we  
are overstocked on.

I would start my sale too  
soon as possible and  
get out a lot of <sup>heavy</sup> cards.  
I think the <sup>new</sup> papers are a  
waste of money and  
cheapen the store but  
we know the postcards  
pulled last time

the junk look worth having.

Anyway, you start looking up the goods you want to sell. Mark up the items you want to get yellow ticket on.

Get some of the cards printed and be ready to mail ~~within~~ 1

think we can leave off a date. It can be a sale without end or we can have it end when it freezes out but lets get as much of the June bride trade as possible

A J. Gu



Park Central Hotel  
New York

5  
My firm conviction is that business is bad in the East and prices will come down. Competition will be terrific. Lots of people will go broke and distress goods will be plentiful.

We have to learn the art of merchandising silver, we must promote sales, we cant wait for Ladies to walk in. anyway there is no such thing as a Lady when a bargain is around!

Lets give our competition  
a run for its money,  
lets pay off our bills,  
bills, lets have money  
in our jeans to come  
back to NY in ~~Oct~~ Sept  
and buy for Xmas.

I dont want Memo goods  
because it defeats our  
object, lets sell what  
we've got and have  
paid for. Those memo  
goods will be  
cheaper in Sept

My own reaction as a customer  
is I hate to buy anything,  
we chased over all the  
stores looking for things to  
bring home. We feel we  
can do better with our  
money later on. Granted  
a Macy's had no china ware  
I'd own. I couldnt see  
anything I wanted to buy  
for myself.

Our stores offer the best  
values I've seen and its  
a place to spend money  
so I am sure if we do  
run a sale on a high  
level, it will pay  
Dont turn the show into a  
junk shop but make



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CABLE ADDRESS  
PARKCENT

may 5/48

Dear David & Eric

Hope you are OK, we are, despite the rain which has not stopped in a week & I long for a bit of sunshine

I ordered a few items from Harsell's, mostly Bar goods

I paid the Park Central \$88<sup>50</sup>

I won't buy more antiques nor get any on menu but will adjust prices to replacement cost and get rid of our old stock. Dig it out from every corner. What isn't sold now will never be sold. NOW is the time to get rid of everything we have hidden away

I am not worried about Abe. First came Harris the wife, then Eve, then Sallye Silver and now poor Abe. If he makes good he will not harm us but do as we did - create his own clientele. You just keep that store of ours the smartest, cleanest, pleasantest shop in town and you'll always be on top. It means work

We are going to need money, you  
will have to see we get it.  
so get busy. We also have  
to sell and make profits.

Macey have a number of cheap  
plates it was by Gorham a  
Reed Barton but they are  
very cute. I also saw the  
Community Melon patterns about  
We need to clear out all  
our smaller firm items,  
I think the big boys will  
have plenty of goods come  
Fall. This is a bad  
time to buy - now we  
must sell.

I don't quite favor a sale  
but it is necessary. This  
time tho we reduce the  
things we have to clear  
out.

Best Love



240 3  
75

80



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CIRCLE 7-8000  
CABLE ADDRESS PARKCENT  
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May 8/50

Dear David

The Western Union money  
is missing. Keep it for her  
one pays the charges about \$11.  
out of our acct. You have a  
statement from them.

444 64

am still hangin' <sup>in</sup>  
round over the Clara affair.  
if I clean it up would  
like to get out of this  
town, it has rained every  
day we've been here.

Everybody is depressed.  
business is at a standstill  
but manufacturers say they  
can't produce checks.  
Jobs are very hard to  
get and Lerner told me

he can get people as  
many as he wants.

I still think prices will  
drop at least 25%  
by Fall and that we  
should clear everything  
out of every corner &  
cupboard and turn it  
into cash.

Tiffany's, Robinson's, Plummer  
everybody mark prices  
in windows and

some prices are very  
low. They show good

stuff as well as ordinary

if we don't clear our inventory  
up now, we will take a  
much bigger loss later on.

Get out to sell all of Shovel's junk at  
his cost or for whatever you  
can get.

Love Dad



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PARKCENT

May 9/45

Dear David

Tell Harris to carry on the policy and keep me covered. He usually gets a new rate every year. I think you must go over the inventory and find out how much our policy should be. We need a new inventory badly.

I am glad you are clearing out the Misalamba items but don't worry about the goods I bought. It will all sell. I have spent less than \$10,000 and we won't buy again until Oct so if you can't sell \$2500 a month, we ought to be ashamed of ourselves.

I only bought what you needed  
my biggest risk was on some  
Eller goods. We shall need  
- them and we cant yet pick  
only the fast movers, so  
I bought some of these  
trays which are hand chased  
and better than domestic

I am glad we are getting up  
Reed Barton

I bought practically no  
Commercial plates. I think  
it will be cheaper.  
but we should watch  
our competition and if  
you sell what <sup>antique</sup> I bought  
this trip at only 25% net  
profit, it will be a  
good deal.

Dont worry, you havent been  
over-bought  
See you soon Love  
Ward



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CABLE ADDRESS  
PARKCENT

May 9th 1947.

Dear David

Glad to hear your of  
May 5th and to learn business  
is better. I agree we should  
postpone our sale until after June  
but keep my letters and we  
will see how I react when  
I get back.

The enclosed  
one re window prices might  
react differently a month  
hence

Cancel the order on the  
Worcester Royal Porcelain Co  
(or drastically revise it)

on the grounds we cannot  
have open orders today  
but say when delivery & prices  
~~dates~~ are definite we would  
like to do business with  
them. Ask them for cancellations.

Confirmation. Their goods  
are not so hot and there  
will be no shortage of  
silver. They have a

few items en route for us  
but our order will then  
run into \$10,000 and we  
don't want a commitment  
like that.

I will go see Ellis again.  
also Freeman.

I saw Kornblom (H Black) he is  
not overfriendly and keeps his  
prices firm but the lowest  
price for a foot Trench is  
\$225. and they aren't so  
hot.

write Rose Lewis one kettle was \$68  
3 were \$70<sup>00</sup> ~~and he for~~  
~~cost~~ 3 Panambouts \$60 the lot.  
Other people want \$90 for  
ugly kettles. Mrs Lewis  
writes she is buying better  
which means lower prices  
the Fall.

will write tomorrow

Len

Dad



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SEVENTH AVENUE · 55 TO 56 STREET

May 11/47

Dear David - Son

Tobert needs money desperately. They are being pressed by the British Govt for money. Harry said he is packing men to save \$1000 a month each. They are shipping to the Colonies. So they are worrying Salye & Live for money. Their sales are off 75% from last year.

But I could not see anything at Tobert's that makes me worry about their competition. Their merchandise is unimaginative and I don't think they will increase their inventory. He is out of stock of many articles. He has thousands of Trays, Silver Revolving Trays, Veg Dishes etc and you can figure all these things to be cheaper because all the other importers have the same crestock.

We need to be clever, we will mark prices in our windows. I wouldn't buy Victorian ~~Plate~~ <sup>Tray</sup> but I would "doll" up a Dad's Tray, call it a used tray and sell it cheaper than his Victorian Junk.

We will show all the goods I  
bought from Tobert at his prices  
+ 25% + Tax

So I paid Egg Boxes \$ 15  
+ 25% 3 75  

---

18 75  
+ 20% 3 75  

---

22 50  
or may \$ 24 00

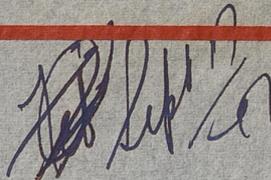
We will give her something to squeal  
about. We will also reduce  
Steels stuff when I get home.

But get hold of a really snappy  
imaginative showcard writer and we  
will do a good job. We will  
mark modern goods as well.

For instance everybody here shows the  
English Blue Co's Candelabra @ \$100<sup>00</sup> 12'  
Let's mark modern goods to prove they  
are cheaper now than they were  
last year.

We will be intelligent in our  
policy. I wouldn't worry  
but get busy with smart showcards  
I don't like window stickers but it  
may be worth getting some. See you soon  
Dm

VIA AIR MAIL

  
Dear David

Was glad to hear from  
Jon. I am sure Foster will  
not sell anybody on our street but  
Sally's sister has been going round  
N.Y. and she can buy all the  
silver she has money to pay  
for and you can look for a  
lot of competition from her on  
the cheaper end of the trade  
but just watch her and don't  
worry.

We have the finest goods in  
the country and if we work our  
cards intelligently the girl  
up the road will run out  
of cash

Alfy Harris is looking for a  
customer for his store

VIA AIR MAIL

and Ben Tobet told me Sewach  
phoned him from L. a today  
I guess he will be our next local  
headache. All the NY  
mfgs will be in L. a within  
the next couple months and  
there will be a lot of silver  
offered but we have the  
edge on them all.

I may order samples of Tobet's  
plate just to see. I got 24"  
falling trays from Freeman for  
\$55.00 Tobet's price is \$42.  
a for West of Intitank \$25!  
He is going to ruin the English  
Refers Trade

We arrive on Monday 7.30 AM  
on Flight 3. ~~at~~ check  
delay. Lon Dan

Will phone Wallace  
to see if he is in town.  
May also phone  
Mendelsohn



# Hotel Benson

Portland 5, Oregon

June 30/68

Dear David = Enc

We are certainly covering some miles! California, I have learned is bigger even than Los Angeles and the richest and most beautiful part seems to be up North. When New York discovers this part of America, the Powder California boom will seem like a midget. Oregon is most interesting and I am glad we made the trip. Its something you both ought to do some day.

We may go over to Victoria for a couple days but it is difficult to get accomodation. I want to see what the antique shops look like that give away such bargains to our customers. I hope everything is OK. Check at the Bank about the checks, if they are not paid, cancel them and tell the firms

we will issue new ones

make good the Martha Dean  
check.

I told Millie to tell a Mr Cook  
who did my wall that he  
must make good the gate.  
If he worries for money tell  
him I will be home July 12  
but the door must be fixed.

If I am able, will phone  
on Saturday but my plans  
are very vague so don't be  
surprised if we don't call.

Hope every thing is O.K.

Love to you Teddy - all

P.S. if any more cheques  
come back from the Larchmont  
Branch. Please alter address  
to Beverly Hills Branch Canyon Dr  
& Santa Monica. Someone ~~was~~ left  
me a wrong cheque book at home.  
Dear David & Eric.

aff

Dad

He are all alright and I hope everything  
is going smoothly. It's a pity I couldn't have made  
better plans but let Eric make a list of all he lays out  
for me, if the maid asks for 10 dollars on account of her  
wages give it to her also. I hope Martha Dean wasn't too  
uptet. I need a wrong bank check. how I do not know but Branch  
is Beverly Hills. Lots of love Mummie.

"ART COLOUR" POSTCARD. COPYRIGHT. PUBLISHED BY VALENTINE & SONS, LTD., DUNDEE AND LONDON.

VALENTINE'S

POST CARD

WASHINGTON  
OCT 1948  
4:45 PM



FOR CORRESPONDENCE  
The silver kettle drums presented by William IV. are richly ornamented with the Royal Arms, Regimental Insignia and scroll-work and weigh about 150 lbs. The Shabracque or Saddle Cloths, with the drum banners, beautifully embroidered with gold thread, and bears scrolls with the battle honours of the Regiment.



11 gms.

This is one of the series of P.C. I ordered, we must dope out a simple message to fit in this space. I also ordered some 500 very highly attractive Xmas Cards cost \$50 in all including 2 sheets of 3000 each of these cards. They will be good publicity. Tom orders case on

David Orgell  
410 N. Rodeo Drive  
Beverly Hills  
Calif  
U.S.A

A484 going Switzerland Love Dad

THE LIFE GUARDS



*Conrad Leitch*

THE DRUMMER AND BAND IN STATE DRESS

A. 484

Pills

Dear David,

They nearly  
kicked me out of  
the joint. Please  
send air mail the  
photographs of  
Hyde Park and we will  
send them the base  
if they want it  
do it today

Dea



LEXINGTON AVE. at 49th ST., NEW YORK 22, N. Y.

Dear David

The Paul Store Veg Dishes at Robinsons were very cheap. Every body here sells cheap and business is quiet. The Importers are overstocked. What I want to know is, is there enough interest in Viet 'plate' to buy, if so, tell me what price you think we can sell at and I will offer those prices less 50%

Includes Tax

For examples, could we pay \$30 for our Viet Veg Dishes, will they sell for \$60? Will Revolution's Turkeys sell for \$75. O.S 4 pieces sets cost \$250 more as trap \$250 but do we need any of that sort of thing. 1 bot 3 Ums from Fremont @ \$140 each 3 from Feenber about \$125 each. Nice ones. Can we get \$250 each for them.

I ordered some mirrors from Freeman  
On the run of the mill stuff  
it is hard to make a memo  
deal and its that sort of  
thing we need

my purchases to date on			
Ellis about	\$1000		
Freem	\$1500	(Pay Sept)	
Ferby	750	-	-
Roe Lewis (Keller)	400	-	avg
Black	250	-	-

There are no set prices either at  
Retail or wholesale but my fear  
is the public wont buy and I dont  
want to owe too much. So you  
sell and get goods out of all the  
corners you can. Dont return any  
of the memo goods till asked for,  
they havent any room for it.  
Send Tobert back his eperges if they  
are not nice, he sells every body  
at \$150 a Salye probabls well  
retail at wholesale price.



3

LEXINGTON AVE. at 49th ST., NEW YORK 22, N. Y.

Send me a statement of whom  
we owe & how much & I  
will tell you who to pay  
how much are our receivables  
and what is your balance.  
Go out after money Don't buy.  
make you our prices on the  
old stock.

I think Tobet sees the red light  
and is getting out of Victorian.  
I will see Harry now that Ben  
has gone to London.

As for new goods. 5 piece Silver Coffee  
set today on \$237<sup>50</sup> + tax!  
everybody is cutting prices

But don't you get depressed  
or panicky. I am not

going to buy my head off  
and you will do you  
figures this month. I'll  
bet you are long over  
the bonus mark' you'll  
do the same in may

Try and clear out any  
overstock on new goods  
such as Faber Trays, don't  
be afraid to sell even  
below full price, you  
can replace. Every body  
who takes a profit so  
long as it is from the right  
people. (Known chiseler)  
but hold your marked  
prices. Try a clear out the  
junk from the back room.  
Don't worry we are OK  
Love Dad