

To: Syraun
From: Nina
Date: February 3, 1988
Re: GIFTS FOR BOOKSTORE

I went to a showroom of wholesale gift and Christmas items today. There are unlimited ideas for our gift shop. They can even have a deacon made out of wood and hand-painted, which will hold incense. The smoke will come out of his incense holder. We can have hand-painted ceramic tile note-boards made to order. Beautiful ornaments which we can have gold Armenian crosses painted on (wholesale \$1.00). Also there were these unusual three-dimensional wall hangings, (very tasteful) that can be made-to-order.

Maybe next Christmas we can advertise that we have available gift baskets with our "get-a-goodies" and gift items in them.

I have a number of new catalogues if you are interested.

To: Syraun Palvetzian
From: Nina Marson
Date: January 21, 1988
Re: BOOKSTORE

There are loads of things we could do for that bookstore, but each item would take time.

- 1) cloth bookmarks depicting Armenian saints, Etchmiadzin, Mt. Ararat, etc.
- 2) beautiful tree ornaments - I have called a place in Frankenmouth, MI which has handmade ornaments saying "Soorp Zanoont" on them. They are supposed to be beautiful. They will also do made-to-order and sell to us wholesale. I'm sure there are also outlets for this in New York.
- 3) Queenie's pottery personalized in Armenian. Also, I was hoping that the money donated to the Diocese for the Avaks would be spent on an arts and crafts room, which is what I was told. I was also told there would be a pottery wheel. Some of those Avaks are very good with their hands, and we could sell some of their handicrafts. Many of them are good at needlepoint too. Pillows, framed, etc. with Armenian expressions or pictures ...
- 4) Armenian baked goods - we have to put more effort into it.
- 5) art - that field is wide open. My mother bought a few paintings in Florida from an Armenian artist. You can tell the woman in the paintings is Armenian. They were reasonable in price, too. He comes to NYC often. Very Armenian, very interesting work.

There are millions of ways to revamp the bookstore. Somebody needs to make a commitment though. Ideas are one thing. Executing them is another. We could waste time talking about it if we end up doing nothing. It's like the baked goods. Nothing takes off on its own. Somebody has to be assigned to it and committed.

To: Syraun
From: Nina
Date: February 2, 1988
Re: REVAMPING IMAGE OF BOOKSTORE

It would be nice if we could have greeting cards in our bookstore for all occasions, Armenian and American. (Vartanantz Day, Valentine's Day, Feast of Lights, etc.) all written in Armenian. I think we could get the artists to do it for free if we give them a percentage from what we sell. Should I pursue it?