

4/26/96

WARNER BROTHERS  
GRAND OPENING

Remarks on Commerce Secretary Brown.

I'M GLAD TO BE HERE THIS MORNING IN SUCH DISTINGUISHED COMPANY, INCLUDING MR. NAKAUCHI, MR. ROMANELLI, AND BUGS BUNNY, WHO IS A FRIEND OF EVERY AMERICAN CHILD AND SOON TO BECOME FLUENT IN JAPANESE. AND HERE, NEXT TO ONE OF THE BUSIEST TRAIN STATIONS IN THE WORLD, WE ARE AMONGST THOUSANDS OF THE WONDERFUL PEOPLE WE ALL LOVE TO SERVE -- THE JAPANESE CONSUMER.

MR. NAKAUCHI IS A RETAILING VISIONARY AND A TRUE FRIEND OF THE JAPANESE CONSUMER. IT IS ALWAYS A PLEASURE TO SEE WHAT HE IS ABLE TO DO TO MATCH PRODUCTS WITH CONSUMER NEEDS. IN FACT, DAIEI AND MR. NAKAUCHI SEEM TO BE AT THE FOREFRONT OF EVERY RETAIL INNOVATION IN JAPAN.

WARNER BROTHERS, REPRESENTED HERE BY MR. ROMANELLI, HAS CERTAINLY DONE ITS HOMEWORK AND IS ESTABLISHING A GOOD RELATIONSHIP WITH AN EXCELLENT PARTNER. TIME WARNER IS ONE OF THE

WORLD'S FINEST MEDIA COMPANIES, WITH A LONG HISTORY IN JAPAN IN THE FILM, PUBLISHING, MUSIC, AND CABLE TV INDUSTRIES.

TO HAVE THESE TWO VIBRANT CORPORATIONS JOIN FORCES HERE IN TOKYO IS TRULY EXCITING. AND I ANTICIPATE THAT YOUR JOINT EFFORTS, CHARACTERIZED BY THIS FANTASTIC NEW STORE, WILL REACH OUT TO THE JAPANESE WITH GUSTO.

(BUT DON'T REACH TOO QUICKLY, BECAUSE YOUR CUSTOMER BASE IS LIMITED TO ABOUT TWO MILLION PEOPLE WHO PASS THROUGH THIS NEIGHBORHOOD DAILY -- YOU WOULD NOT WANT TO SATURATE THE MARKET IN ONE AFTERNOON!)

THIS NEW STORE IS UNIQUE AND STYLISH. MIXING ENTERTAINMENT WITH RETAILING, IT IS ALSO GREAT FUN FOR THE SHOPPING PUBLIC. IT DOES NOT TAKE A CARTOON BUFF TO APPRECIATE THE SELECTION, DESIGN, AND PRICE THAT YOU WILL FIND -- THE NEW AND INTERESTING FASHIONS AND OTHER QUALITY MERCHANDISE ON SALE ARE AS DIVERSE AS THE MYRIAD CHARACTERS WE KNOW FROM LOONEY TUNES.

~~FROM MY STANDPOINT~~ AS A CONSUMER, AND AS AMBASSADOR, THIS OPENING IS IMPORTANT BECAUSE

*as well*

IT DEMONSTRATES THAT AMERICAN EXPORTS OF  
CONSUMER GOODS ARE WELL RECEIVED IN JAPAN --  
~~U.S.~~<sup>US</sup> SALES OF CLOTHING, FOODS, SPORTS EQUIPMENT,  
FURNITURE, AND BEVERAGES ARE ALL BOOMING.

WARNER BROTHERS JOINS OTHER FINE AMERICAN  
STORES -- SUCH AS TOYS-R-US, EDDIE BAUER, TOWER  
RECORDS, TIFFANYS, AND THE GAP -- AS SUCCESSFUL  
RETAILERS IN JAPAN, AND THE SUCCESS OF  
AMERICAN RETAIL CONCEPTS HERE IS OF LONG-TERM  
SIGNIFICANCE TO OUR BILATERAL TRADE RELATIONS.

ON BEHALF OF ALL OF THE GUESTS THIS MORNING,  
I OFFER MY WARMEST CONGRATULATIONS. I  
UNDERSTAND THAT TWO MORE WARNER BROTHERS  
STORES ARE SOON TO OPEN IN JAPAN, AND I HOPE TO  
SEE MANY MORE OPENING OVER TIME.

THANKS YOU FOR HAVING ME OVER FOR THIS  
GRAND OCCASION, AND BEST WISHES.



# MINNESOTA HISTORICAL SOCIETY

Copyright in the Walter F. Mondale Papers belongs to the Minnesota Historical Society and its content may not be copied without the copyright holder's express written permission. Users may print, download, link to, or email content, however, for individual use.

To request permission for commercial or educational use, please contact the Minnesota Historical Society.



[www.mnhs.org](http://www.mnhs.org)