



# Six Mice Selling Watermelon

六隻老鼠賣西瓜

**Author:** Fang Su-Chen **Illustrator:** Hao Lou-Wen **Publisher:** Global Kids

**Date:** 09/2023 **Rights contact:** bft.children.comics@moc.gov.tw

50 pages | 25.5 x 25.6 cm **Volume:** 1

**BFT2.0 Translator:** Helen Wang

The elephant's field brimmed with large, sweet watermelons, but he didn't know how to sell them. Fortunately, six cute and clever little mouse friends heard about his dilemma and rushed to help him sell the watermelons.

Mouse No. 1 opened a "Watermelon Specialty Store," selling each watermelon for twenty New Taiwan dollars. Mouse No. 2 attracted customers with the name "Watermelon King." Mouse No. 3 focused on decoration, creating a space called "The World's Biggest Watermelon" where customers could sit and enjoy their watermelons. Mouse No. 4 wasn't to be outdone, and his luxurious "Cosmic Watermelon" offered a new experience to customers. Mouse No. 5 focused on affordability, his "Super Cheap Watermelon Shop" sold each watermelon for just fifteen New Taiwan dollars! Mouse No. 6 took a different approach. Rather than selling watermelons directly, she filled a store with various watermelon-themed products, drawing in many curious customers.



Author **Fang Su-Chen**

Children's literature writer, known as Grandma Hua, loves to sow the seeds of reading. She authored *The Toy Clinic is Open!*, *Every Wednesday*, *I Have Friendships for Rent*, and translated nearly 200 picture books. She has served as chairman of the Cross-Strait Children's Literature Research Association, a textbook committee member for Kangxuan Publishing, a Chinese language consultant for the Hong Kong Education Press, and a picture book course instructor for the primary school affiliated with Peking University.



Illustrator **Hao Lou-Wen**

Raised in rainy Keelung, Hao Lou-Wen graduated from the National Art College. She began his career with graphic design, 3D design, and fabric design before transitioning to illustrating children's books in 1996. She enjoys traveling, watching movies, creating, painting, and especially making picture books. She is now a full-time children's book illustrator.

# Seeking Innovation and Change: A Note from the Author

by Fang Su-Zhen

Many years ago, I accompanied my husband in reading a business book titled *Blue Ocean Strategy*. The main idea was how to shift from “price competition” in the red ocean to “innovation and research” in the blue ocean.

One of the most memorable sections described the competition between Rolex and Swatch watches. Rolex, seen as a symbol of prestige and stability, was a key accessory for many successful individuals, but its designs were more traditional and did not appeal to younger consumers. This is where Swatch came in, collaborating with renowned artists and creating watches with stunning colors, materials, and designs inspired by the seasons and celebrations. Most importantly, they were affordable. Swatch sparked a buying frenzy and successfully segmented the consumer market, establishing its own niche in the watch industry.

Although I am not a businessperson,

the concept of embracing innovation and change deeply resonated with me. This principle applies across all industries; discovering unique characteristics are essential to finding one’s own blue ocean.

I have previously written stories related to “IQ” and “EQ,” and I have long wanted to create a picture book on “financial literacy” suitable for class discussions and parent-child reading. For over a decade, I have been busy promoting reading across the Taiwan Strait. It was only when the pandemic broke out, and I could no longer travel so frequently, that I finally organized the stories about “financial literacy” that had been on my mind.

First, I needed to decide who the main character of this book would be. Initially, I had planned for this story to be illustrated by Hao Luo-Wen, who has included little mice in nearly every book we’ve collaborated on. Since she has such a fondness for these “side characters,”

I decided to make the mice the main protagonists. They would come up with various “effective marketing” strategies to sell the elephant’s watermelon.

In my original story, there were various animal customers, but Hao felt that the size differences between the animals would make it difficult to match with the mice. So, when she showed me the first draft, she had drawn all the watermelon-buying customers as mice. There were about 500 mice scattered throughout the pages, and with the butterfly pages at the front and back, the total came to over 800 mice! It took her three full years to complete.

If you have the patience to count them and observe their various poses, you’re sure to be amazed and fascinated.

And don’t forget the most exciting part—the Watermelon Creative Goods Store, packed with a dazzling array of products that make you want to step inside and shop. Hao Luo-Wen is

particularly talented at hiding fairy tale characters in her illustrations. Can you find Little Red Riding Hood, the Little Prince, and Snow White hidden throughout the pages?

I still remember 1996, the year my words first met Hao Luo-Wen’s illustrations—it was love at first sight, a perfect match. Friends often remark on the remarkable chemistry between Hao Luo-Wen and me, which is why our collaborations result in such a harmonious blend of text and illustration. I like to say, “Words are the soul of a picture book, and illustrations are its beauty.” Together, we strive to create works that marry inner depth with outer charm.

*This afterword has been edited for the purposes of this booklet.*



Watermelon Universe

Super Cheap Water Melon Shop

Watermelon Department Store

She dreamed of creating all kinds of different things  
to attract customers and...

Finally, she opened her own shop:

### “Watermelon Department Store”

Customers bought watermelons and drank watermelon juice at the other shops,  
then went to her department store to buy watermelon hats, watermelon T-shirts,  
watermelon beds, watermelon neck warmers... her business was booming!









