



LONDON OFFICE
118 TO 122 HOLBORN, E.C.

ESTABLISHED 1848
INCORPORATED 1900



J. WISS & SONS CO.

MANUFACTURERS OF HIGH GRADE

SHEARS, SCISSORS, SNIPS, ETC.

33 LITTLETON AVE., NEWARK, N.J., U.S.A.

May 1, 1929.

A. H. Winslow Inc,
Bennington Vt.

Handwritten notes in the right margin, including a vertical list of numbers: 130, 110, 200, 120, 150, 100.

Gentlemen:

Subject: New Prices Effective At Once.

We are mailing you, under separate cover, our latest catalog #52-29.

Enclosed find our NEW RETAIL DISTRIBUTORS PRICE LIST. You will note the cost prices are figured NET, and the suggested resale price is given on every item alongside the cost. This net price sheet is subject to a confidential discount of 5% in consideration of your carrying in stock a representative line of our goods, thereby becoming a Wiss distributor, and making your profit 60% on your cost.

Our resale prices have been carefully figured and are based on the prices at which millions of dollars of our goods are sold annually by the largest and best known retail distributors all over the country. Our advertisements appear in the best Women's Magazines and in the leading newspapers in the United States and Canada, having a circulation of over 18 million copies per issue. In every one of our advertisements we give the resale price of the articles illustrated, which helps our distributors secure the proper resale prices from their customers.

We further help our distributors by refusing to sell houses who would not adhere to the published resale prices on our lines. We shall not allow any dealer to use our brand of goods at cut prices as an advertisement.

We also enclose a resale price sheet (not showing cost). Give it to one of your clerks to check the prices you have marked on our goods, and make the changes wherever necessary.

Our policy is to help our customers increase their sales in our line and see to it that they secure a reasonable profit on same.

Yours very truly,

J. WISS & SONS CO.

CLG/kem

