



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.

August 10, 1928

Gentlemen:

Enclosed is a proof of our new jobbers salesmen's catalog page on Wiss Gardening Tools.

Over 50,000 users of our "marvelous" new Wiss Hedge Shears alone, since these were introduced in the spring of 1928, pay tribute to their wonderful qualities.

The superiority of the Wiss Pruning Shears always made them big sellers. Wiss Grass Shears, brought out in 1927 - and since improved - "caught on" instantly with the trade. Now -- the new Wiss Hedge Shears -- introduced in the Spring of 1928, after exhaustive practical tests, have taken the trade and general public by storm.

The wonderful qualities of these Wiss Gardening Tools, helped by our National Advertising in the leading gardening periodicals, reaching over 1,155,000 garden enthusiasts, have created a big demand.

Dealers have had to repeatedly reorder.

Our new catalog page gives your salesmen full information on all selling points, advertising, and big demand.

Fill in section 1 on the enclosed card the number of salesmen's catalog pages you require, and we will be glad to forward the required quantity.

If you publish your own catalog, we shall be pleased to forward electros either 2", 2½" or 3" wide of the Wiss Hedge, Grass, and Pruning Shears. Just state size of electros required, in section 2 of enclosed card.

Very truly yours,

J. WISS & SONS CO.

