

San Francisco, Calif.
October 10, 1951

Mr. B. E. Bostwick

Dear Burt:

I understand Kraeuter is coming out with a most attractive green rubber handle on their imitation of our Metal Master Snip.

Today I saw an H.K. Porter wire cutter with a red rubber dipped or molded handle. I think that we should do some investigating along the lines of rubber dipping or vulcanizing on handles, for it is a coming thing, and greatly enhances the appearance and value of any tool.

The feature of a neoprene covered handle on Corona's version of our 5600 is going to take, and will be a talking point. More than one jobber has bought this shear for no other reason.

I do not think we should forever stand still, making no improvements in some of our numbers until we are forced into it by competition. This is particularly true on garden tools, for if you have noted manufacturers of electric hedge shears, lawn mowers, even shovels, etc., make changes or improvements every year. Garden tools are style merchandise and should be kept up to date, and advanced in design. I might also add that buyers of our English Pattern Hedge Shears do not like the rubber we are using in the bumpers. It does not stand up. Also the pins in the bumper bend over, and sometimes come out. The new shock is not liked as well as our old one and should be improved on.

I would also like to see some sort of a sheath for our shears and scissors, similar to Joy. Many department stores have asked for this and I have seen sales made of Joy as against Wiss due to this one feature alone. The average woman wants to protect a shear for which she pays \$3.00 to \$4.50.

We also should definitely get busy on a grass shear with the Miracle type action. It is here to stay, and more dealers and jobbers are saying this all the time. We might as well face the facts, and act.

There is no earthly reason why we should have let True Temper take the business they have taken on their Dynamic hedge shear. They are in the shovel and hoe business, not the shear business. It is nevertheless a fact, that their Dynamic hedge shear outsells any number we have 4 to 1 or more. Their cheaper price on the A pattern is of course one reason, but the main and most important reason is the individual style and design they created including the handle.

I don't know why it is that we cannot employ a design engineer. Someone could in my opinion be kept busy working up new and improved versions of garden tools alone. I should think that such a man would be of great value to our firm.

In August of last year I wrote Norman in regard to an electric hedge trimmer, copy of the letter is attached. I have never heard whether or not Norman looked into this. It seems to me it is worth going after.

To the list of pinking shears sold in this territory, you can add Trans-o-matic, and B.M.C. The former \$5.95, the later \$1.95.
Regards.

Neal D.