

# J. WISS & SONS CO.

Manufacturers of High Grade

SHEARS - SCISSORS - SNIPS

PINNING SHEARS

MANICURE PEDICURE SCISSORS, HEDGE GRASS PRUNING SHEARS ETC.



ESTABLISHED 1840

11-45 LITT ETCH AVENUE  
NEWARK 7 NEW JERSEY, U. S. A.

Los Angeles, Cal.

January 21, 1961

Dear Burt:

Why dont we stop rubbing Aladin's Lamp hoping for sales miracles and face facts.

We dreamed of making over a Grape Shear into a Lobster Shear' sold a few, but basically what have we accomplished to add volume: A Gizzard Shear, a Liver Shear, a Heart Shear which may be used with or without a catchers mit, and in addition all three chrome plated with stainless steel screws for a total of 6 numbers. So what; an added \$20,000 worth of business possibly, at a selling cost of \$10,000?

Burt, why dont we face facts, there is a million dollars worth of business that is offered to us by our regular customers, who have pleaded with us for years to get off the dime and at least keep up with the competition which we should be leading.

We in the field are embarrressed at the mention of a thread clip, a double cut, a secondary line of Wiss trimmers, a Miracle grass shear etc.

We have all but been eliminated from the stationery field by Clauss and Metropolitan for lack of an intermediate priced line of Stationers shears for banks, defense plants, schools, state and county offices which is big business.

For years we have talked of the need of pole pruners, and a cheap hooked type hand pruner to make our line more complete, not to mention a replaceable blade anvil type hand pruner.

We have a 116 - 120 - 110 and a 600 brite finish which jobbers ordered from samples several months ago. These were ordered for dealer delivery by January 1st at the latest, for this Fall selling, but where are they. Distributors eliminated other comparable items, now they are loosing sales. This does not build confidence in our manufacture among our distributors.

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In my opinion we have an ambitious and aggressive sales force the best distributors in the country, but how long can we maintain them unless the manufacturing department delivers per sample, on schedule. We should have more aggressive action in the production and completion of new items to keep pace with competition and maintain our leadership in all three divisions of our line. Complete new lines have sprung into existence while we spend years trying to bring out an item.

For the 42 years that I can remember we have been the greatest name in the manufacture of shears, snips, and more recently, garden tools. We have a great reputation for quality, a sound policy, and fair dealing. We have had at least 90% of the finest distributors in the United States. We have had a most active and outstanding advertising program for a firm of our size. Our point of sale packaging has kept pace with modern standards, and in some instances surpassed others. However, in one category and one alone we are "weak as a widows heart" and that is progress in the development of new ideas, new items, and new lines. In most every call one makes on a dealer, jobber or department store, or elsewhere, the first question asked is "what's new". It would take few lines to list what has been new in the last 20 years, and by new I don't mean a warmed over model.

Today as you know the life blood of every manufacturer in the country is new items, and expanding lines. In some cases 50% or more of the net profits are spent in research and development for this purpose.

As I see it the salvation of our business lies in progress through new development and expansion. The consumers business on \$3.50 to \$5.00 scissors, and \$4.50 to \$6.00 shears is diminishing. General Motors, Stanley, Nicholson, Ames, and thousands of others have found ways of meeting this situation through added items, expanded lines, and meeting competition one way or another. It would seem to me that we should and could do likewise. Surely nothing in the manufacture of the many items and lines we have discussed for the last 5 - 10 - or 20 years is unsurmountable. Many small unknown manufacturers have invaded our field producing and marketing items and lines within months that we have been toying around with for years.

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Manufacturers of  
SHEARS - SCISSORS - SNIPS  
DRESSING SHEARS

MANUFACTURE BY J. WISS & SONS CO. 15 1/2 ST. N. NEWARK, N. J. 07102



ESTABLISHED 1878

15 1/2 ST. N. NEWARK, N. J. 07102  
NEWARK, NEW JERSEY U.S.A.

Of the many items we have had on the drawing board for years what lies ahead for 1962 to keep us in the forefront of our industry. I think a review would be appreciated by all our salesmen.

Best regards

*Walter Dorman*