

WISS

National
Advertising
means
More Sales
for You

Read the
Advertisements
and List of
Publications
Inside this Folder



Wiss National Advertising Will Help You Sell More Shears and Scissors

Recently, a window display appeared in a Metropolitan drug store which featured a new and unknown brand of tooth paste. The very next week, the same window contained a display of a nationally advertised and well-known brand of paste.

The sales of the advertised tooth paste were *fourteen times greater*, according to data published by the merchandising service of a New York paper. Evidently it paid best to handle and advertise those goods which were already advertised by the manufacturer.

Wiss shears and scissors are known in every country of the world for their *high quality*.

They are nationally advertised in the Women's Fashion Magazines, and in the daily newspapers of 56 principal cities in United States and Canada.

This advertising will help you sell more Wiss shears and scissors—provided you display them, and "tell the world" you have the kind they've read about.

Why not cash in on this advertising—especially when the goods have the *quality* that makes *satisfied customers*, and builds solid business.

The Increasing Market for Wiss Scissors and Shears

Across the counters of retail stores, are sold millions of Wiss shears and scissors. This demand has increased steadily since 1848—principally because of their quality.

People who have used Wiss shears tell others they are the best obtainable—and in this way, the goods advertise themselves and have built up a large market.

Everyone wants the kind of shears and scissors that hold their edges, and that cut easily all the way to the points—but a recent investigation, conducted by J. Wiss & Sons Co., proved that very few families *have* a pair of good shears or scissors.

What Our Investigation Showed

This investigation was carried on in several different sections of United States at once—and between 5,000 and 10,000 actual calls on private families were made.

We found that only about 10 families in 1,000 have satisfactory shears or scissors—the other 990 having cutlery of the poorest useable quality, purchased simply because it was cheap.

Practically all of these 990 families were disgusted with their shears and scissors, and were interested in knowing how to distinguish between good cutlery and poor, and where to buy it.

We Take Advantage of These Facts

As a result of this survey, we decided to increase our advertising in the principal daily newspapers and in Women's Fashion Magazines—in order to "*tell the world*" why it pays to buy the best quality shears and scissors.

People are going to learn that cutlery manufacturers, like everyone else, have to cut costs in order to make *cheap goods*. One of the principal methods of cutting costs in the cutlery industry is not to harden the blades as they should be hardened. Soft shears are more easily made—but the edges will not stay sharp.

Another way of cutting costs is to use inexperienced labor—and this results in unsatisfactory quality.

This Advertising Will Help You

We are going to tell your customers that good scissors and shears, if properly taken care of, will last for years, and thereby prove cheaper in the end—and by explaining these points to the public, we are going to help boost *your* Wiss sales.

The market for Wiss cutlery is going to grow as never before, and the old idea of letting the goods advertise themselves is going to be vigorously *supplemented* and *backed up* by a big campaign of National Advertising. This publicity will reach eleven million persons through the daily newspapers, and three-and-a-half million through the Women's Fashion Magazines.

Examine the ads in this folder (there will be others of similar character) and then look over the list of publications and magazines with their circulation figures.

See Pages 8, 9 and 12 for *ways and means* to get the greatest benefit from this advertising campaign, and from this line of *quality goods*.

You can make it pay you well, in dollars and cents!

Wiss National Advertising In Daily Newspapers

CHICAGO DAILY NEWS, TUESDAY.
Some of the Reasons Why WISS Scissors Cut Best and Wear Longest

Remember, a coat of shiny nickel plate may hide poor quality and many defects. It makes all scissors and shears look alike. What is under the nickel plate is what you want to know.



- Perfect Adjustment**
An expert workman makes longer service without frequent readjusting.
- Cutting Edges Perfectly Tempered**
Edges are the best of the best—sharper with soft edges and uniform.
- Double Forged Blades**
Crucible steel blades are rolled in an unbreakable forged steel frame. This gives perfect cutting edges.
- Blades Scientifically Ground**
Uniformly through the entire length means blades that will cut clean.
- Accurate Screws**
Screws are precisely fitted as precisely as a watch. Every pair of WISS shears from working loose.
- Thorough Inspection**
Before leaving factory every pair is thoroughly tested, and the same careful attention.
- Guarantee**
25 years of WISS reputation means satisfaction to you. Every pair guaranteed.
- Look for the Trade Mark**
On every pair of genuine WISS.

Get a 6-inch WISS Household Shear, find the most popular pattern for home use. \$1.25 or \$1.50 according to finish. 250 different styles and sizes.

MADE IN U.S.A. BY
J. WISS & Sons Co.
 Newark, N.J. Since 1848
 The World's Largest Manufacturers of High Grade Scissors and Shears

Below are some of the features which have made WISS Scissors and Shears supreme. Only in WISS you can be sure of getting satisfaction.

THE SAN FRANCISCO CALL: A Burglar broke into a Par...
 THE EVENING STAR, WASHINGTON, D. C.: Made of the finest Steel
 SPOKANE DAILY CHRONICLE: WISS & Sons Co. Newark, N.J. Since 1848
 THE SEATTLE STAR: A Burglar broke into a Par...
 THE MINNEAPOLIS JOURNAL: A Burglar broke into a Par...
 LOS ANGELES EVENING HERALD: Shears like Grandmother's
 THE MINNEAPOLIS MORNING TRIBUNE: Clear to the Points
 THE SAINT PAUL PIONEER PRESS, SA...: Like a Fine Razor
 ST. PAUL DISPATCH: WISS & Sons Co. Newark, N.J. Since 1848
 THE HOUSTON CHRONICLE: Made of the finest Steel
 THE ATLANTA JOURNAL: They Cut
 NASHVILLE BANNER: WISS & Sons Co. Newark, N.J. Since 1848
 THE TIMES-PICAUNE: They Cut
 THE DAILY OKLAHOMAN, W...: A Burglar broke into a Par...
 DES MOINES, IOWA: Cut All the Way to the Points -
 THE DAILY OKLAHOMAN, THURSDAY, MAY II...: Clear to the Points
 THE SAINT PAUL PIONEER PRESS, TH...: Sharp at the Extreme Points
 ROCHESTER TIMES-UNION: Shears like Grandmother's
 EVENING WORLD-HERALD, THURSDAY: Some of the Reasons Why WISS Scissors Cut Best and Wear Longest
 THE TIMES-UNION, ALBANY, N. Y., THURSDAY: Some of the Reasons Why WISS Scissors Cut Best and Wear Longest
 THE POST-STANDARD, SYRACUSE, N. Y., THURSDAY: An Economical Purchase
 THE DETROIT FREE PRESS, SA...: Made of the finest Steel
 THE COMMERCIAL APPEAL, MEMPHIS, TH...: Some of the Reasons Why WISS Snips Cut Best and Wear Longest
 THE KANSAS CITY TIMES, THURSD...: An Economical Purchase
 THE NORTH AMERICAN, PHILADELPHIA: Shears like Grandmother's
 THE DETROIT NEWS, WEDNESDAY, MAY...: Sharp at the Extreme Points
 THE NEWS LEADER, RICHMOND, VA., THURSDAY: Cut All the Way to the Points -

Millions Will Know That It Pays to Buy Good Wiss Scissors and Shears

NEWSPAPERS IN WHICH WISS ADS APPEAR		Name	Daily Circulation	Name	Daily Circulation
Name	Daily Circulation	ST. LOUIS, MO.		SAN ANTONIO, TEX.	
BIRMINGHAM, ALA.		Globe-Democrat	177,342	Express	20,049
News	59,153	Post Dispatch	165,186	News	28,313
MONTGOMERY, ALA.		OMAHA, NEB.		FT. WORTH, TEX.	
Advertiser	17,131	World-Herald Evening		Star Telegram	82,811
LITTLE ROCK, ARK.		and Morning	80,000	WACO, TEXAS	
Gazette	39,816	KANSAS CITY, MO.		News-Tribune	12,594
LOS ANGELES, CAL.		Star	222,329	Times-Herald	9,133
Times	110,190	Times	218,253	SALT LAKE CITY, U.	
Herald	150,463	BUFFALO, N. Y.		DESERT NEWS	25,239
Express	65,876	News	106,964	SALT LAKE CITY TRIBUNE	42,176
Examiner	99,587	NEW YORK, N. Y.		RICHMOND, VA.	
SAN FRANCISCO, CAL.		Eve. Journal	654,967	News Leader	48,769
Examiner	150,557	Eve. World	280,152	SEATTLE, WASH.	
Call Post	94,067	Times	327,000	Star	73,567
Bulletin	81,466	Tribune	143,000	Post Intelligencer	47,754
Chronicle	90,761	Herald	199,000	SPOKANE, WASH.	
DENVER, COLO.		Sun	186,000	Chronicle	39,496
Post	134,997	Globe	165,000	Spokesman Review	46,480
WASHINGTON, D. C.		ROCHESTER, N. Y.		MILWAUKEE, WISC.	
Star	89,876	Democrat & Chronicle	53,550	Journal	114,676
JACKSONVILLE, FLA.		Times Union	63,707	CANADIAN NEWSPAPERS.	
Times-Union	33,281	SYRACUSE, N. Y.		VANCOUVER, B. C.	
ATLANTA, GA.		Herald	50,931	Province	60,153
Journal	62,813	Post Standard	43,038	WINNIPEG, MAN.	
Constitution	55,053	RALEIGH, N. C.		Free Press	23,585
CHICAGO, ILL.		News & Observer	24,005	Bulletin	45,112
News	397,584	CHARLOTTE, N. C.		HALIFAX, N. S.	
Tribune	499,725	Observer	20,788	Mail & Herald	16,495
INDIANAPOLIS, IND.		CINCINNATI, O.		TORONTO, ONT.	
News	116,904	Post	185,180	Telegram	106,018
DES MOINES, IOWA		Enquirer	176,000	Globe	100,598
Capital	60,186	TULSA, OKLA.		MONTREAL, QUE.	
Register & Tribune	122,074	World	35,066	La Press	111,770
LOUISVILLE, KY.		OKLAHOMA CITY, OKLA.		Star	107,649
Times	58,432	Oklahoman	55,864	QUEBEC, QUE.	
Courier Journal	50,420	PORTLAND, ORE.		Le Soleil	45,879
NEW ORLEANS, LA.		Oregonian	80,745	Telegraph	12,268
Times-Picayune	73,965	Telegram	58,377	Total	11,409,301
BALTIMORE, MD.		Journal	69,784	WOMEN'S FASHION MAGAZINES.	
News	115,446	PHILADELPHIA, PA.		Name	Circulation
American	60,277	Bulletin	494,499	Ladies' Home Journal	
Sun (Morn.)	116,079	Inquirer	203,205	Fashion Quarterly	149,000
Sun (Eve.)	105,854	North American	140,587	Pictorial Review Quarterly and Excella	
BOSTON, MASS.		PITTSBURG, PA.		Fashion Quarterly	651,757
Post	400,009	Press	144,643	McCall Quarterly	301,000
Globe (Morn.)	112,969	CLEVELAND, O.		Vogue Quarterly	80,000
Globe (Eve.)	171,755	Press	187,004	Butterick Quarterly and Designer Quarterly	700,000
DETROIT, MICH.		Plain Dealer	180,400	Modern Priscilla	626,445
News	225,301	MEMPHIS, TENN.		Needlecraft	1,053,417
Free Press	125,704	Commercial Appeal	83,113	Butterick Embroidery Book and Standard Designer Needlework Book	100,000
ST. PAUL, MINN.		NASHVILLE, TENN.		Grand Total	15,040,920
Dispatch	88,846	Banner	46,047		
Pioneer Press	71,138	DALLAS, TEX.			
MINNEAPOLIS, MINN.		Times Herald	49,124		
Tribune (Morn.)	64,510	News	60,646		
Tribune (Eve.)	52,970	Journal	33,382		
Journal	101,188	EL PASO, TEX.			
NEWARK, N. J.		Herald	19,788		
News	108,468	HOUSTON, TEX.			
ALBANY, N. Y.		Chronicle	48,768		
Times Union	35,018	Post	37,805		

Copy No. 206

Some of the Reasons Why WISS Shears Cut Best and Wear Longest

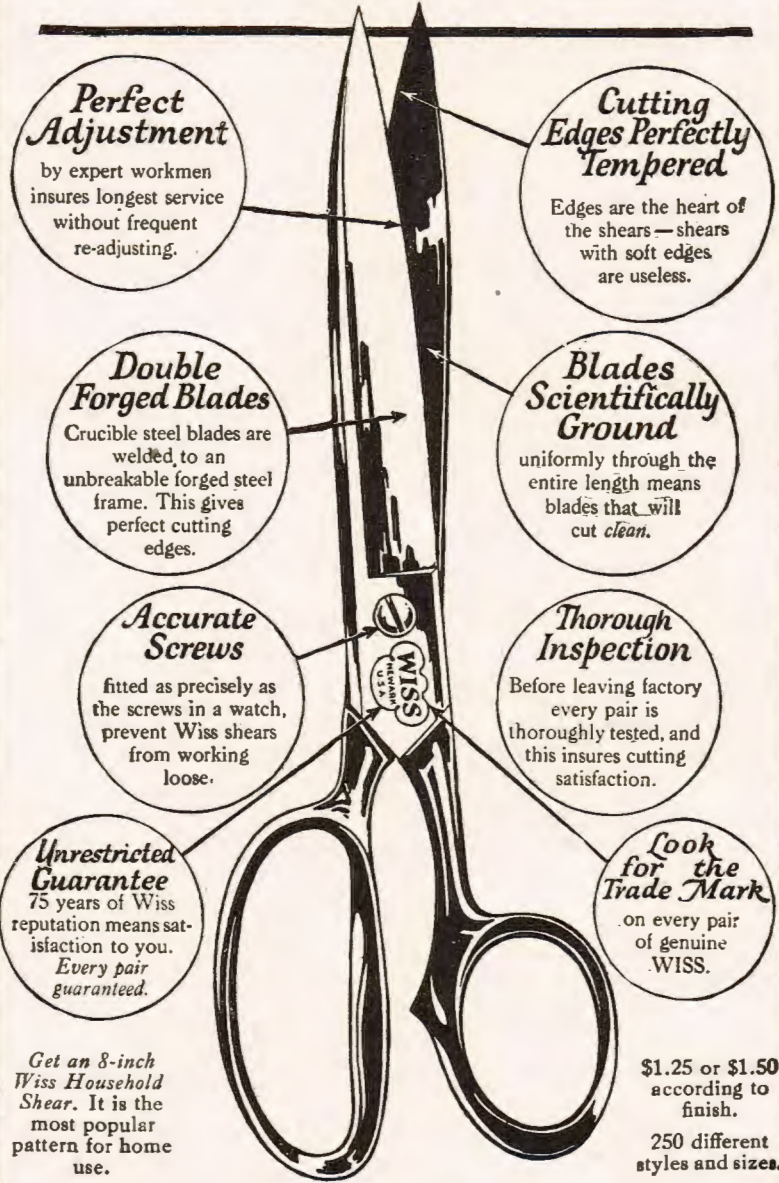
Remember, a coat of shiny nickel plate may hide poor quality and many defects. It makes all scissors and shears look alike. What is under the nickel plate is what you want to know.

WISS STRAIGHT TRIMMERS

Number Full Nickel Plated	Full Length	Number Japanned Handles
135½	5½ in.	35½
136	6 in.	36
136½	6½ in.	36½
137	7 in.	37
137½	7½ in.	37½
138	8 in.	38
138½	8½ in.	38½
139	9 in.	39
130	10 in.	30
131	11 in.	31
132	12 in.	32

Made for use with Left Hand

Number Full Nickel Plated	Full Length	Number Japanned Handles
137½ L.H.	7½ in.	37½ L.H.



Perfect Adjustment
by expert workmen insures longest service without frequent re-adjusting.

Cutting Edges Perfectly Tempered
Edges are the heart of the shears—shears with soft edges are useless.

Double Forged Blades
Crucible steel blades are welded to an unbreakable forged steel frame. This gives perfect cutting edges.

Blades Scientifically Ground
uniformly through the entire length means blades that will cut clean.

Accurate Screws
fitted as precisely as the screws in a watch, prevent Wiss shears from working loose.

Thorough Inspection
Before leaving factory every pair is thoroughly tested, and this insures cutting satisfaction.

Unrestricted Guarantee
75 years of Wiss reputation means satisfaction to you. Every pair guaranteed.

Look for the Trade Mark
on every pair of genuine WISS.

Get an 8-inch Wiss Household Shear. It is the most popular pattern for home use.

\$1.25 or \$1.50 according to finish.
250 different styles and sizes.

Above are some of the features which have made Wiss Scissors and Shears supreme. Only in Wiss you can be sure of getting satisfaction.
The World's Largest Manufacturers of High Grade Scissors and Shears

J. WISS & Sons Co.

Newark, N.J.
Since 1848

For Sale Wherever Good Cutlery Is Sold

Copy No. 207

Some of the Reasons Why WISS Shears Cut Best and Wear Longest

Remember, a coat of shiny nickel plate may hide poor quality and many defects.

It makes all scissors and shears look alike. What is under the nickel plate is what you want to know.

Perfect Adjustment

done by experts, insures better and longer service without repairs

Crucible Steel Cutting Edges

A piece of glass-hard, razor steel is forged on cutting side of each blade. Stay sharp in spite of hard use.

Accurate Grinding

sharpens the blades and gives them sufficient twist so they draw together at the edges and cut easily at extreme points.

Temper

accurate and uniform Poor temper in ordinary shears means blunt edges that "chew" rather than cut.

Perfect Screws

accurate to 1-1000 of an inch—of special, long-wearing material—prevent blades from working loose.

Look for Trade Mark

Every article branded WISS is guaranteed to give absolute satisfaction. Be sure you get a Wiss.

Handles Unbreakable

of drop-forged steel, are like the crank-shaft of an automobile. They never break!

Off-Set Handles

used by professional cutters for all day work. Blades lie flat against table. Follow pattern easily.



Get a WISS

8" Bent Trimmer—
an ideal cloth cutter
for Dressmaking

\$1.40 or \$1.65
according to finish.

250 Styles and Sizes
Every pair guaranteed

Above are some of the features which have made Wiss Scissors and Shears supreme. Only in Wiss you can be sure of getting satisfaction.

The World's Largest Manufacturers of High Grade Scissors and Shears

J. WISS & Sons Co.

Newark, N.J.
Since 1848

For Sale Wherever Good Cutlery Is Sold

WISS BENT TRIMMERS

Number Full Nickel Plated	Full Length	Number Japanned Handles
126	6 in.	26
126½	6½ in.	26½
127	7 in.	27
127½	7½ in.	27½
128	8 in.	28
128½	8½ in.	28½
129	9 in.	29
129½	9½ in.	29½
120	10 in.	20
121	11 in.	21
122	12 in.	22
123	13 in.	23

For use with Left Hand Japanned Handles only

Number	Full Length
20 L.H.	10 in.
21 L.H.	11 in.

Copy No. 208

Some of the Reasons Why WISS Scissors Cut Best and Wear Longest

LADIES' SCISSORS

Solid Steel

Full Nickel Plated Crocus Finish

Number	Full Length	Length of Cut
813½	3½ in.	1¾ in.
814	4 in.	1¾ in.
814½	4½ in.	2 in.
815	5 in.	2¼ in.
815½	5½ in.	2½ in.
816	6 in.	2¾ in.
816½	6½ in.	3 in.
817	7 in.	3½ in.

Sharp Cutting Edges
of best cutlery steel, accurately tempered—do not require frequent grinding—last from one generation to next.

Light Strong Blades
Wiss blades are of forged steel, strong yet dainty. Ordinary scissors have poor cast iron blades, easily dulled or nicked.

Perfect Adjustment
Every pair is skillfully set to cut smoothly all the way to the points. Perfect adjustment means long service.

Accurate Screws
fitted as precisely as screws in a watch, hold blades firm and in easy cutting adjustment.

Inspection
At factory every scissor is thoroughly tested. Only those found perfect are branded WISS. Remember the name.

Guarantee
Every article branded WISS is guaranteed to give user satisfaction. Be sure of this trade mark.

Get a WISS
Sewing Scissor—the 6 inch size is most popular—\$1.30 a pair.

They May Be Purchased
Wherever good cutlery is sold. 250 Styles and Sizes.

Above are some of the features which have made Wiss Scissors and Shears supreme. Only in Wiss you can be sure of getting satisfaction.
The World's Largest Manufacturers of High Grade Scissors and Shears

J. WISS & Sons Co.

Newark, N.J.
Since 1848

For Sale Wherever Good Cutlery Is Sold

Show your customer a pair of Wiss scissors in a way which will make them seem just what they are—a fine cutting tool—beautifully finished and perfectly adjusted. They are the finest thing of their kind in the world.

WALL CASE AND ASSORTMENT NO. 200



Oak Finish—31 x 43½ x 6 in. outside measurement. Contains 48 patterns, two to six of each, total 148 pairs.

Cost to dealer, including case \$138.46.

Wiss Wall Display Cases
Never Fail to Increase Sales

These attractive fixtures reduce by *half* the time necessary to close sales. The various patterns are in full view, and so arranged that an intelligent selection is possible at a glance. A price tag accompanies each pattern.

The assortment in each case is selected from the most popular patterns of the Wiss line. No. 200 contains two to six each, of 48 different styles and sizes. No. 100 contains three each, of 24 different patterns.

Results have more than justified the use of these cases. *Write for details.*

WALL CASE ASSORTMENT NO. 100



Oak Finish—17 x 33 x 3 in. outside measurement. Contains 24 popular patterns, 3 each. Cost to dealer, including case, \$62.87.



PLUSH TRAY ASSORTMENT NO. 2194

These fixtures consist of attractive wooden boxes, 14 x 11 x 3½ with compartments for containing stock, and plush covered trays which form covers of the boxes.

On these trays are mounted a sample of each pattern of shears kept in the box.

These fixtures are made for *shears*, for *scissors*—and also for a *combination* of shears and scissors. They are furnished with various assortments of goods.

Write for details.

Display and Advertising Material that Helps Sell Goods



ELECTROS

We can furnish electros of Wiss shears or scissors, suitable for newspaper advertising or catalogs, in the following sizes:

Line cuts 2" and 3" wide.
Wood cuts 2½" wide.
Half-tones 2" and 3" wide.

In addition, we can furnish electros of newspaper advertisements already set up in type, with space for a dealer's name and address.

These finished ads include practically all patterns of shears and scissors. They are furnished either 1, 2 or 3 columns wide. In ordering, specify style of shear and width of electro—for instance:

"ONE NEWSPAPER ELECTRO, STRAIGHT TRIMMER, 2 COLUMNS WIDE."



WISS WINDOW DISPLAY NO. 44

One of our best window trims is illustrated above. This five panel display is beautifully lithographed in colors.

An actual shear can be fitted into the hand of the woman in the center panel. Each of the smaller panels illustrates a different pattern of scissors or shears.

They can be used as counter cards when the display is removed from the window.

Furnished to all Wiss dealers without charge. Write for it.



"How Wiss Shears Are Made"
Sign No. 32

Actual shear blades in various stages of manufacture are displayed on this card. They attract attention and provide a demonstration of Wiss quality that requires no further explanation.

Sent to Wiss dealers on request.



An effective means for drawing customers into the Cutlery Department, are these signs and show cards.

No. 17 is a certificate of guarantee. No. 39, a three-foot pair of shears. No. 33 shows a shear blade in stages of manufacture. No. 45 is a counter pad.

Supplied without charge. Order by number.

Copy No. 204

150 lines

Clear to the Points

The little screw that holds Wiss Scissor blades together is accurate to the thousandth part of an inch; it won't work loose. That's one reason why Wiss Scissors don't wobble or spread apart. They cut, clear to the very points; and stay sharp.

Get a pair of *Wiss Manicure and Nail Scissors*. They are the most serviceable made.

Either Style \$1.10 a pair

Guaranteed
For Sale Wherever
Good Cutlery Is Sold.

J. WISS & Sons Co.
Newark, N.J.
Since 1848

MANICURE OR CUTICLE
SCISSORS

Solid Steel

Full Nickel Plated

Curved Blades Extra Fine Finish

Number	Full Length
573	3 in.
573 3/4	3 3/4 in.
574 1/4	4 1/4 in.

JOINTLESS PATTERN
(Illustrated)

Number	Full Length
503	3 in.

NAIL SCISSORS

Solid Steel

Curved Blades Full Nickel Plated

Number	Full Length
663	3 in.
663 1/2	3 1/2 in.
664	4 in.

JOINTLESS PATTERN
(Illustrated)

Number	Full Length
623 1/2	3 1/2 in.

Copy No. 256

Sharp at the Extreme Points

The most dainty and sharpest embroidery scissors made. Points as fine as needles, for snipping just the right thread. Ask your dealer.

Every pair is guaranteed.

FOR SALE WHEREVER GOOD CUTLERY IS SOLD.

J. WISS & SONS CO.
ESTABLISHED 1848 NEWARK, N. J.

*Sold by
Good
Cutlery
Dealers
\$1.15 up.*

EMBROIDERY SCISSORS

Solid Steel

Full Nickel Plated Crocus Finish

Number	Full Length	Length of Cut
773	3 in.	1 in.
773 1/2	3 1/2 in.	1 1/4 in.
774	4 in.	1 1/2 in.
774 1/2	4 1/2 in.	1 3/4 in.
775 1/2	5 1/2 in.	2 1/2 in.
776 1/2	6 1/2 in.	3 in.

JOINTLESS PATTERN

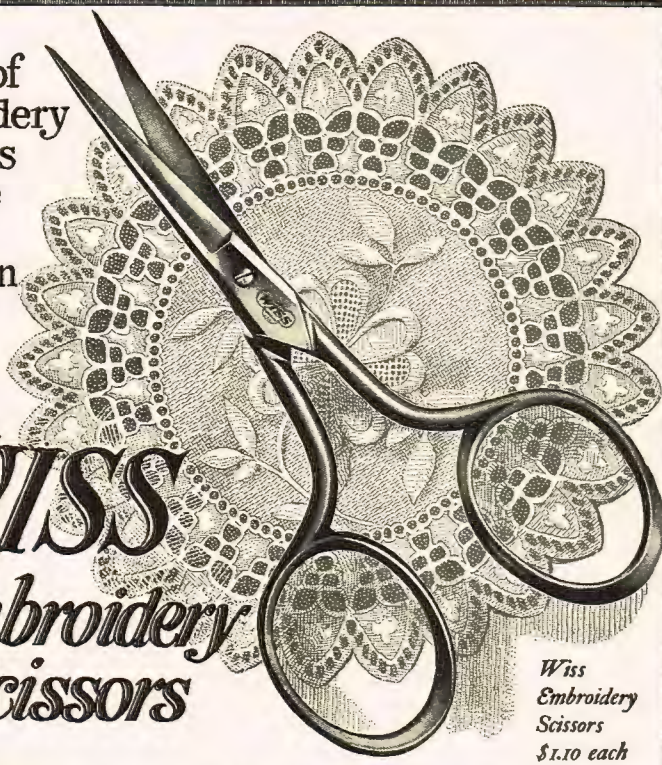
Number	Full Length	Length of Cut
703 1/2	3 1/2 in.	1 1/8 in.

Shears and scissors of the better grade require very little space to display, and they show a very nice profit.

If you will carry a good assortment of Wiss goods, and display them in such a way that customers realize that you specialize in cutlery, there will be no other space in your store of equal size that shows so good a profit.

The Art of
Embroidery
Requires
Patience
and
Precision

WISS
Embroidery
Scissors



Wiss
Embroidery
Scissors
\$1.10 each

THE DAINTIEST AND SHARPEST
EMBROIDERY SCISSORS MADE. Points as fine as needles,
for snipping just the right thread.

These scissors are not only a pleasure to use when
new, but retain their cutting qualities for an unusual
length of time. They are ABSOLUTELY GUARANTEED TO
give satisfaction.

*For Sale Wherever
Good Cutlery is Sold*

J. WISS & SONS CO.
ESTABLISHED 1848 NEWARK, N. J.

This ad appeared in the
Butterick Embroidery
Book.

A whole series of simi-
lar ads, featuring Straight
Trimmers, Ladies' Scis-
sors, Embroidery Scissors
and other patterns, is ap-
pearing in a long list of
Women's Fashion Maga-
zines.

Every woman should
have at least three differ-
ent styles of scissors.

Do you realize what
splendid Christmas gifts
these shear and scissor
sets can be?

We also furnish gold
plated scissors in jewelry
boxes at very moderate
prices.



A Practical Gift-
WISS
Shear and Scissor Set

SHARP scissors that cut all the way
to the points and hold their edges
are a great convenience. *Every pair
guaranteed.* Gift sets, in leather cases,
containing 2, 3 and 4 different patterns
with handsome gold-plated handles, at:

\$6.60 \$8.50 \$9.40 \$10.70

J. WISS & SONS CO.
NEWARK, N. J. SINCE 1848

FOR SALE
WHEREVER
GOOD CUTLERY
IS SOLD

How One Man Increased His Shear and Scissor Sales

"For many years my sales of shears and scissors were so small, I had no interest in this line of goods," said a big Eastern retail dealer.

"Then, one of the Wiss salesmen came along and made some suggestions that solved my problem, and made cutlery one of the most profitable lines I have.

"You know, shears and scissors occupy very little space, and if you can once get folks in the habit of coming to you, no spate of equal size in your store will show a better profit.

"The Wiss representative suggested:

1. A good assortment of high grade goods.
2. Inside store display.
3. Window displays.
4. Newspaper ads.

"This salesman explained that a complete assortment was *necessary*, if I really expected to do a good cutlery business—and I found that this was true.

"By carrying a larger number of patterns and sizes, my sales were increased, and customers were much impressed. When folks want a pair of scissors or shears, they remember having seen a lot of them in my store, and, naturally they come to me. I also found, in many instances, I could sell *two* pairs of shears instead of one—a Bent Trimmer for dressmaking, and a Straight Trimmer for general household use.

Inside Store Display

"At first I displayed shears and scissors in counter show cases, using plush covered trays, (each holding six or seven pair of trimmers of different sizes, or twelve pair of scissors). This was very convenient, particularly in waiting on customers, for I could place a tray of shears or scissors on the counter and let them make their own selection.

"Presently I decided to make a change, in order to display the goods more conspicuously. I put in a glass front wall case showing about fifty different sizes and patterns.

"This wall case was equally convenient in waiting on customers. They could point out exactly what size and style they wanted, and it was also a better advertisement for my cutlery department.

This case was so conspicuous that no one who came into the store could fail to notice and remember that I had a big assortment of shears and scissors—and *this idea brings business*.

Window Display

"I also make it a point to have a window display of cutlery at least four times a year, making a specialty of scissors and shears.

"The best time for a shear and scissor display is: (1) about a month before Easter, (2) about the first of May, (3) September 15th, and (4) December 1st. The first three dates are the principal dressmaking periods in the year—and my December show window helps with holiday sales—for shears or scissors make excellent Christmas gifts.

Newspaper Ads

"I always use a certain amount of advertising space in the newspapers, and whenever I have a window display of shears or scissors, I mention them in my advertising, often using electrotypes furnished by the Wiss factory.

"After all, retail business simply depends on: *having the goods people want—and making folks know you have them.*"

The foregoing may give you some idea of how your shear and scissor business may be increased. It is also of the utmost importance that the goods you sell be of the *best quality*, for customers soon forget what they paid for an article, but constant use reminds them of its quality, good or bad.

Remember! Every pair of Wiss Shears or Scissors is *guaranteed* to give your customers satisfaction, consequently they are easiest to sell.

ELECTROS, WINDOW TRIMS, SIGNS AND
POSTERS

Our Advertising Department offers Wiss dealers a service of much practical value.

Window Displays of Wiss scissors and shears have always produced splendid returns, and when used in conjunction with our national advertising they should be doubly effective. An assortment of signs, window trims, counter mats, etc., are shown on Page 9 of this folder. *Order them by number.*

Wall Cases, in which are displayed an assortment of popular patterns, never fail to increase business, and we offer such cases at less than cost to us. *See Page 8.*

Plush Covered Trays are recommended to those dealers who lack space for a wall case—or who prefer to exhibit scissors or shears in counter show cases. These trays, with boxes for containing stock, are illustrated on Page 8.

Electros for local newspaper ads, or for catalog and circulars, will be furnished on request. *See Page 9.*