

WISS SHEARS and SCISSORS, Advertised in Newspapers and Magazines, Read by 12,641,000

This Advertisement is read by you, Mr. Dealer

Dog-power Grinding Wheel used by Jacob Wiss, in 1848, at Newark, N. J.

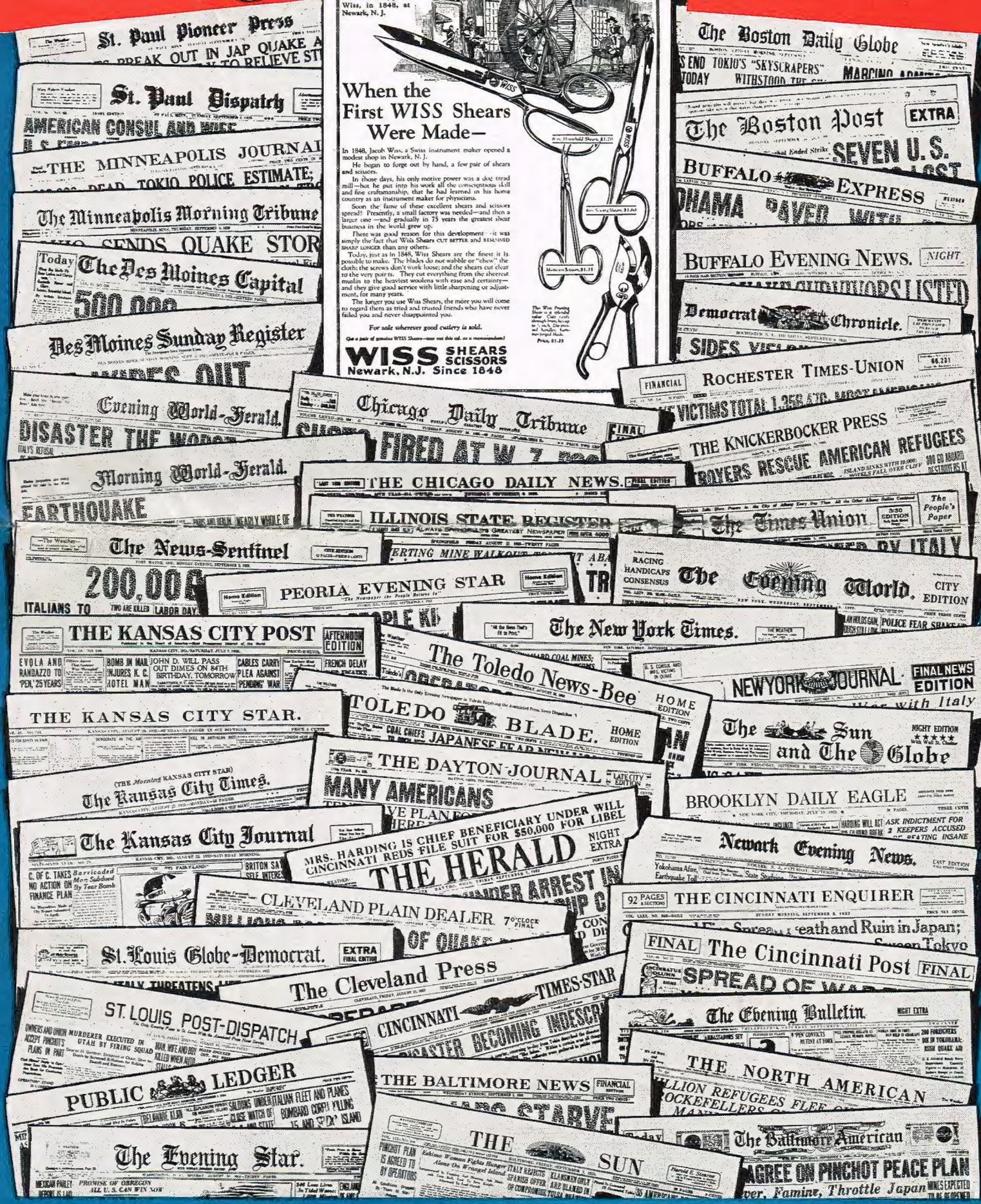
When the First WISS Shears Were Made—

In 1848, Jacob Wiss, a Swiss instrument maker opened a modest shop in Newark, N. J. He began to forge out by hand, a few pair of shears and scissors. In those days, his only motive power was a dead tread mill—but he put into his work all the conscientious skill and fine craftsmanship that he had learned in his home country as an instrument maker for physicians. Soon the fame of these excellent shears and scissors spread! Presently, a small factory was needed—and then a larger one—and gradually in 75 years the greatest shear business in the world grew up. There was good reason for this development—it was simply the fact that Wiss Shears cut better and remained steadier longer than any others. Today, just as in 1848, Wiss Shears are the finest it is possible to make. The blades do not wobble or “chew” the cloth; the screws don't work loose; and the shears cut clear to the very point. They cut everything from the sheetrock man to the heaviest woodens with ease and certainty—and they give good service with little sharpening or adjustment for many years. The longer you use Wiss Shears, the more you will come to regard them as tried and trusted friends who have never failed you and never disappointed you.

For sale wherever good cutlery is sold. One pair of genuine WISS Shears—never cut this out as a memento!

WISS SHEARS SCISSORS

Newark, N. J. Since 1848



Newspapers and Women's Magazines in Which WISS Advertising Will Appear

<i>Name</i>	<i>Daily Circulation</i>
BOSTON, MASS.	
Post, Morning.....	361,600
Globe, Morning and Evening.....	280,600
NEW YORK CITY	
Evening Sun.....	230,000
Morning Times.....	341,000
Evening Journal.....	643,500
Evening World.....	277,570
BROOKLYN, N. Y.	
Eagle, Ev.....	63,700
NEWARK, N. J.	
Evening News.....	110,600
PHILADELPHIA, PA.	
Evening Bulletin.....	500,000
Morning North American.....	141,000
Public Ledger, Morning and Evening.....	278,000
BALTIMORE, MD.	
Sun, Morning and Evening.....	230,000
News, Morning.....	112,000
American, Evening.....	60,277
WASHINGTON, D. C.	
Star, Evening.....	90,800
TROY, N. Y.	
Record, Morning and Evening.....	22,407
ALBANY, N. Y.	
Knickerbocker Press, Morning.....	33,394
Times-Union, Evening.....	33,800
ROCHESTER, N. Y.	
Democrat and Chronicle, Morning.....	58,395
Times-Union, Evening.....	64,617
BUFFALO, N. Y.	
Courier, Morning.....	56,000
News, Evening.....	110,170
CLEVELAND, OHIO	
Press, Evening.....	182,548
Plain Dealer, Morning.....	192,712
CINCINNATI, OHIO	
Times-Star, Evening.....	144,470
Post, Evening.....	162,800
Sunday Enquirer.....	180,000
DAYTON, OHIO	
Herald, Evening.....	33,800
Journal, Morning.....	26,800
News, Evening.....	45,500
TOLEDO, OHIO	
Blade, Evening.....	102,875
News-Bee, Evening.....	76,600

<i>Name</i>	<i>Daily Circulation</i>
CHICAGO, ILL.	
Tribune, Morning.....	537,140
Daily News, Evening.....	386,150
ST. PAUL, MINN.	
Dispatch and Pioneer Press, Evening and Morning.....	158,000
MINNEAPOLIS, MINN.	
Tribune, Morning and Evening.....	118,000
Journal, Evening.....	101,188
ST. LOUIS, MO.	
Globe-Democrat, Morning.....	205,367
Post-Dispatch, Evening.....	184,470
DES MOINES, IOWA	
Capital, Evening.....	62,780
Register and Tribune, Morning and Evening.....	134,280
KANSAS CITY, MO.	
Star and Times, Evening and Morning.....	460,900
Post and Journal, Evening and Morning.....	320,860
OMAHA, NEB.	
World-Herald, Morning and Evening.....	81,160
FT. WAYNE, IND.	
News Sentinel, Evening.....	38,000
SPRINGFIELD, ILL.	
State Register, Evening.....	25,235
PEORIA, ILL.	
Star, Evening.....	26,000
Total.....	8,087,065

Women's Fashion Magazines

Ladies' Home Journal Fashion Quarterly.....	130,000
Pictorial Review Quarterly.....	686,300
McCall Quarterly.....	350,000
Vogue Quarterly.....	65,426
Butterick Quarterly.....	600,000
Designer Quarterly.....	100,000
Modern Priscilla.....	626,445
Needlecraft.....	1,036,459
Butterick Embroidery Book.....	50,000
Standard Designer Needlework Book.....	50,000
LeBon Ton.....	38,663
Good Housekeeping.....	824,600
Total.....	4,554,893
GRAND TOTAL.....	12,641,958

WISS SHEARS and SCISSORS, Advertised in Newspapers and Magazines, Read by 12,641,000

This Advertising is for YOU, Mr. Dealer



Put This Shear and Scissor Display in your Window -- and Get the Benefit of Wiss National Advertising



Use This "Silent Salesman" In Your Store

Whether you put in a complete display or not, you should have this attractive window and counter card. Customers will point out one of the 12 shears or scissors and say, "I want a pair like that." We furnish this show card for \$17.39—list value of the goods mounted on the card. From this price, deduct your regular discount.

The large size advertisements shown on the following pages, will be published during the fall of 1923 in daily newspapers reaching over 8,000,000 persons each issue.

Additional advertising will appear in Women's Fashion Magazines reaching over 4,500,000 persons each issue.

Thousands of Your Customers Will Read These Ads

If you will use the window display illustrated above, customers will know where they can buy the shears and scissors advertised.

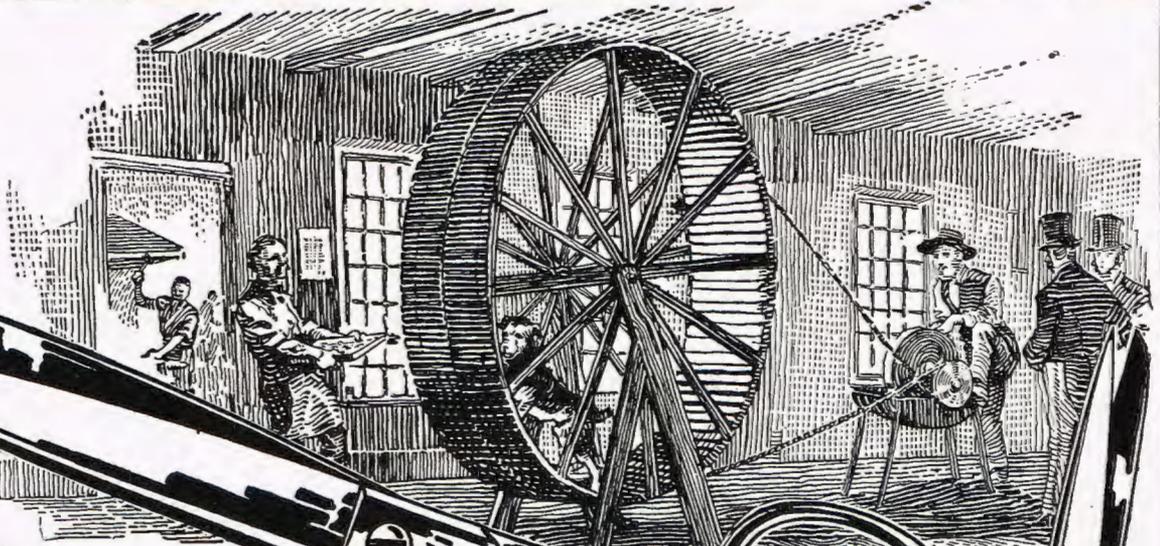
The best time for a Shear and Scissor display is NOW while these advertisements are appearing in the newspapers. Insertions begin October 15th, and continue for six weeks or more.

Above is illustrated our complete window display— attractively lithographed in seven colors. It is furnished without charge, other than \$17.39 for the 12 shears and scissors mounted on the display tray in the foreground, (list price subject to your usual discount). We include only one of these shear and scissor trays, with a window display, unless otherwise instructed.

These large size ads are certain to attract attention---

Copy No. 601

Dog-power Grinding Wheel used by Jacob Wiss, in 1848, at Newark, N. J.



When the First WISS Shears Were Made—

In 1848, Jacob Wiss, a Swiss instrument maker opened a modest shop in Newark, N. J.

He began to forge out by hand, a few pair of shears and scissors.

In those days, his only motive power was a dog tread mill—but he put into his work all the conscientious skill and fine craftsmanship, that he had learned in his home country as an instrument maker for physicians.

Soon the fame of these excellent shears and scissors spread! Presently, a small factory was needed—and then a larger one—and gradually in 75 years the greatest shear business in the world grew up.

There was good reason for this development—it was simply the fact that Wiss Shears CUT BETTER and REMAINED SHARP LONGER than any others.

Today, just as in 1848, Wiss Shears are the finest it is possible to make. The blades do not wobble or “chew” the cloth; the screws don’t work loose; and the shears cut clear to the very points. They cut everything from the sheerest muslin to the heaviest woolens with ease and certainty—and they give good service with little sharpening or adjustment, for many years.

The longer you use Wiss Shears, the more you will come to regard them as tried and trusted friends who have never failed you and never disappointed you.

For sale wherever good cutlery is sold.

Get a pair of genuine WISS Shears—tear out this ad. as a memorandum!

WISS SHEARS
SCISSORS
Newark, N.J. Since 1848



8 in. Household Shears, \$1.70



6 in. Sewing Shears, \$1.60



Manicure Scissors, \$1.35

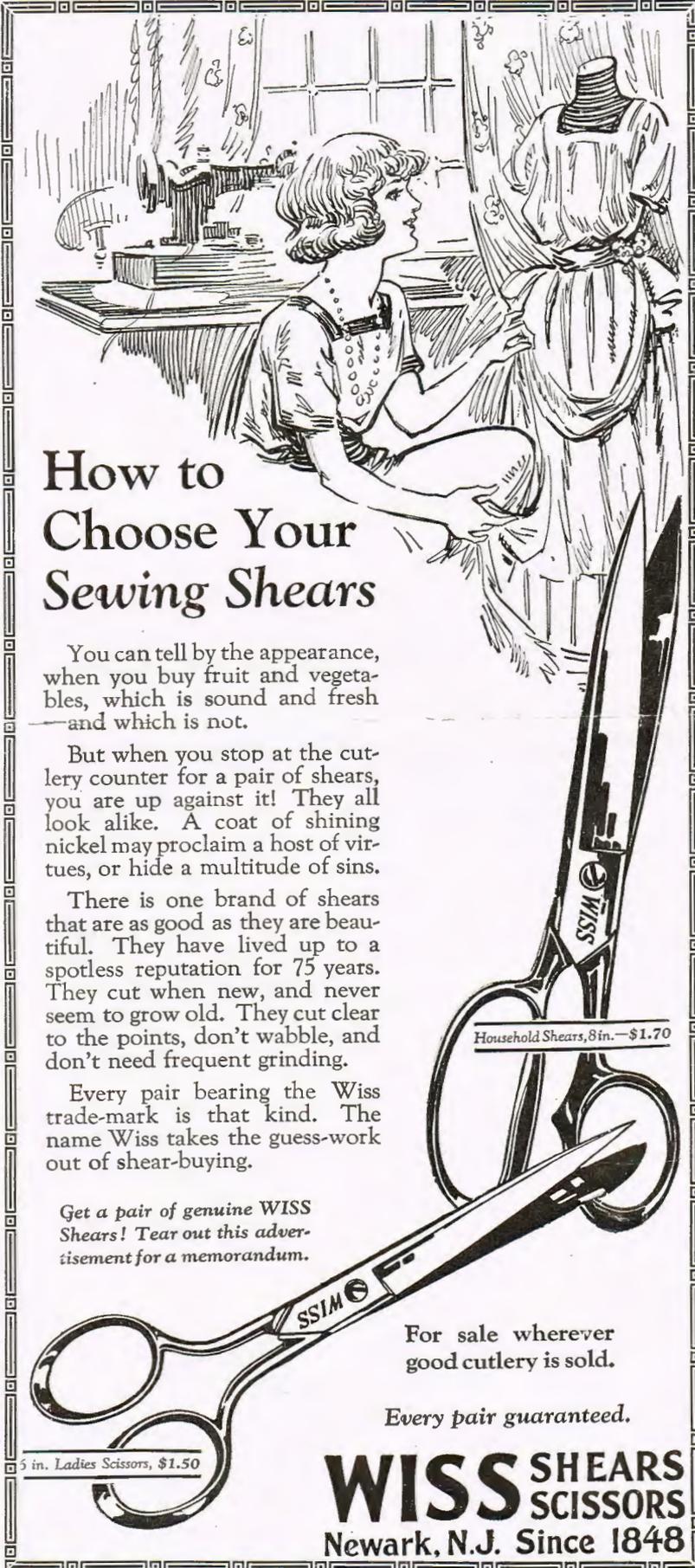
This Wiss Pruning Shear is a splendid value. Cuts easily through branches up to 3/4 inch. Die pressed handles, hammer-forged blade.

Price, \$1.35

There is more profit in *one* standard, well advertised brand of goods, than in several *little-known* and *un-advertised* brands.

Copy No. 302

133 lines



How to Choose Your Sewing Shears

You can tell by the appearance, when you buy fruit and vegetables, which is sound and fresh and which is not.

But when you stop at the cutlery counter for a pair of shears, you are up against it! They all look alike. A coat of shining nickel may proclaim a host of virtues, or hide a multitude of sins.

There is one brand of shears that are as good as they are beautiful. They have lived up to a spotless reputation for 75 years. They cut when new, and never seem to grow old. They cut clear to the points, don't wobble, and don't need frequent grinding.

Every pair bearing the Wiss trade-mark is that kind. The name Wiss takes the guess-work out of shear-buying.

Get a pair of genuine WISS Shears! Tear out this advertisement for a memorandum.

For sale wherever good cutlery is sold.

Every pair guaranteed.

WISS SHEARS
SCISSORS
Newark, N.J. Since 1848

Household Shears, 8 in. — \$1.70

5 in. Ladies Scissors, \$1.50

Standard Prices

You wouldn't expect to buy a pair of shoes for \$2.00.

You know that good shoes retail at \$6.00 to \$10.00 a pair.

One of the best things that our National Advertising is doing for the retailer is to let the people know what constitutes a FAIR PRICE for good shears and scissors.

People are gradually learning that a pair of shears or scissors at 50c are no better value than shoes at \$2.00.

Display goods that are advertised --- and make your store windows sell.

Copy No. 602

600 lines



**“The
Finest Present
I Ever Had!”**

“I like to bring my sewing when I come to see you,” said Mrs. Newbride to her husband’s mother, “because it’s such fun to use your scissors. How wonderfully they cut! You must have them sharpened very often.”

“On the contrary, it must be months since they were sharpened. I really treat them very shabbily for such old and faithful friends.”

“You have had them a long time?”

The older woman laughed. “My dear,” she said, “those shears were among the many useful things my mother gave me as a wedding present. But that’s nothing,” she went on, “my aunt Harriet has a pair that my mother used when she was a girl, and they’re doing splendid service today.”

“Why, I never heard of such a thing!” exclaimed Mrs. Newbride, “how can scissors last so long and still seem like new?”

“Well,” replied the old lady, “when I was a girl, money was very scarce—and even well-to-do people had little actual cash. Making even a small purchase was a serious matter, and everything was expected to last a long time—it had to.

“These shears were made with that idea in mind. The man who made them, away back in Mexican War days, put into them the best of steel, honest workmanship, the utmost skill and painstaking care. His successors have had the good judgment to follow in his footsteps and maintain his high standards. This make of shears is the same today as it was 75 years ago.”

“How wonderful,” exclaimed Mrs. Newbride. I’m going to buy a pair—right away. Where can I get them?”

“You can buy them in almost any store where good cutlery is sold. They are WISS Shears, and you can tell them by this little trade-mark stamped on the blade.”

Every pair guaranteed. For sale wherever good cutlery is sold.

**WISS SHEARS
SCISSORS**
Newark, N.J. Since 1848

Dressmaking Shears
8 in., \$1.55

6 in. Ladies Scissors, \$1.50

6 in. Sewing Scissors, \$1.60

Get a pair of genuine
WISS Shears—tear
out this advertisement
as a memorandum.

8 in. Household Shears, \$1.70

Wiss Shears and Scissors are the easiest line to sell--- because they have *quality*---and because they are *advertised*.

Copy No. 301

274 lines



In the Days of the "Forty-Niners"

Away back in the days when sturdy pioneers were making their perilous way across the continent, Wiss Shears were already finding their way into American homes.

Wiss Shears are pioneers, too! They set a new standard in the making of fine cutlery. For 75 years they have been undisputed leaders.

Nowadays, every woman who sews should have a pair of Wiss Shears or Scissors. They cut evenly, smoothly and easily, clear to the points, through the sheerest fabric or the heaviest. They do not break; they do not need frequent grinding. Three generations of women who love to sew have enjoyed their faithful, friendly companionship. You would enjoy it, too.



6 in. Sewing Scissors, \$1.60

Get a pair of genuine WISS Shears — tear out this advertisement as a memorandum.



Ladies Scissors
6 in. — \$1.50

For sale wherever good cutlery is sold.

Every pair guaranteed.

**WISS SHEARS
SCISSORS**
Newark, N.J. Since 1848

Mr. Dealer

You can sell almost any brand of merchandise—if you put sufficient effort into it.

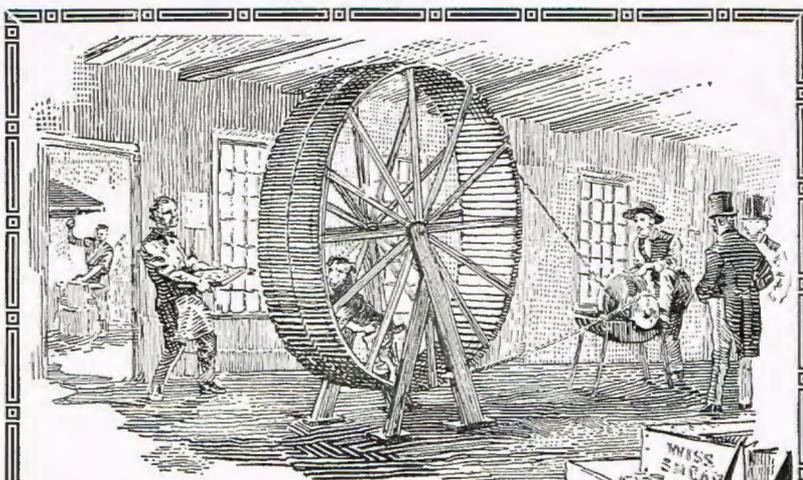
But why waste time and effort pushing unknown, un-advertised goods — when you can sell merchandise of the best quality that is well advertised, and that returns a larger profit on each individual sale?

Just think it over!

Only ten homes in a thousand have good scissors or shears!
Wiss advertising will help you sell the other *nine-hundred ninety*

Copy No. 303

288 lines



When the First WISS Shears Were Made—

In 1848, Jacob Wiss, a Swiss instrument maker opened a modest shop in Newark, N. J.

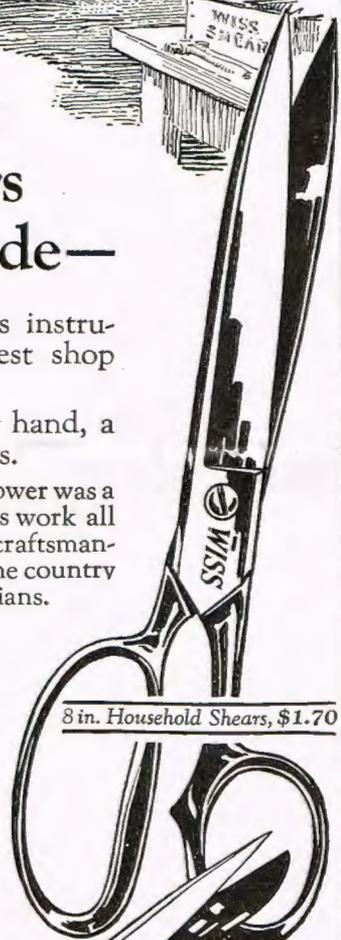
He began to forge out by hand, a few pair of shears and scissors.

In those days, his only motive power was a dog tread mill—but he put into his work all the conscientious skill and fine craftsmanship that he had learned in his home country as an instrument maker for physicians.

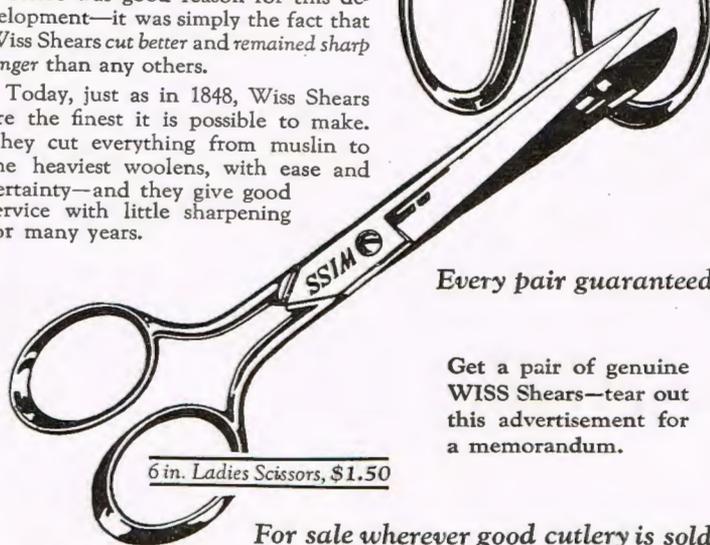
Soon the fame of these excellent shears and scissors spread! Presently, a small factory was needed—and then a larger one—and gradually in 75 years the greatest shear business in the world grew up.

There was good reason for this development—it was simply the fact that *Wiss Shears cut better and remained sharp longer than any others.*

Today, just as in 1848, *Wiss Shears* are the finest it is possible to make. They cut everything from muslin to the heaviest woolens, with ease and certainty—and they give good service with little sharpening for many years.



8 in. Household Shears, \$1.70



6 in. Ladies Scissors, \$1.50

Every pair guaranteed.

Get a pair of genuine *WISS Shears*—tear out this advertisement for a memorandum.

For sale wherever good cutlery is sold.

**WISS SHEARS
SCISSORS**
Newark, N.J. Since 1848

Who Gets The Benefit of Advertising

FIRST, the manufacturer, for he gains more business, and this makes possible quantity production, and consequently lower manufacturing costs.

Second, the retailer, for advertised brands sell easiest, turn-over quickest, and, therefore, yield the greatest yearly profit.

THIRD, the person who buys the advertised article—for the cost of production has been brought down by quantity production—and advertised, branded merchandise must be of standard and known quality.

Advertising is an investment which is, of itself, productive—and it benefits manufacturer—retailer—and consumer.

Like a Fine Razor

Some scissors chew the cloth; Wiss Scissors cut clear to the very points. The blades are made of the finest cutlery steel—just as a good old-fashioned razor.

Grandfather's razor or Grandmother's Wiss Shears are still giving the splendid service they gave in the days of the Civil War.

Get a pair of *Wiss Embroidery Scissors*. They are the best that can be made. 4 in. size \$1.20.

Guaranteed

FOR SALE WHEREVER GOOD CUTLERY IS SOLD

WISS SHEARS SCISSORS

Newark, N.J. Since 1848



4" Embroidery Scissors \$1.20

Made of the Finest Steel

The backs of the blades of *Wiss Shears* are made of open-hearth, drop-forged steel. That makes them unbreakable. The cutting edges are of fine crucible steel which gives the sharp razor-like edge; an edge that cuts anything from the sheerest fabric to 16 thicknesses of cloth.

Get a pair of 8-inch *Wiss Shears*. They are the best all-service shears that can be made. \$1.45 or \$1.70 according to finish.

Guaranteed

FOR SALE WHEREVER GOOD CUTLERY IS SOLD

WISS SHEARS SCISSORS

Newark, N.J. Since 1848



8 inch Shears

It is a fact—

That only 10 homes in 1000 have satisfactory shears or scissors.

We made an actual investigation, and called on several thousand housewives to gather this information.

Practically all of the 990 others wanted to own a really good pair of scissors or shears.

Why not sell them, Mr. Dealer?



Used by Three Generations

It is not an accident that *Wiss Shears* have been acknowledged leaders for 75 years.

Three generations of women have used them, because they have given better service, have lasted longer, and required less sharpening and adjustment than any other shears made.

A pair of *Wiss Shears* would be of daily usefulness in your home; essential to your work, your convenience, and your comfort.



8 in. Household Shears, \$1.70

For sale wherever good cutlery is sold.

WISS SHEARS SCISSORS

Newark, N.J. Since 1848

Have A Full Assortment.

Why?

Because there is a real market for every pattern of WISS Shears and Scissors.

Few dealers realize how many different patterns they can sell—until they do it.

If you display ALL the shears and scissors featured in this advertising, you can sell every one of them.

Copy No. 157



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

Nail Scissors No. 623½
Manicure Scissors No. 50

WISS SHEARS SCISSORS

Newark, N.J. Since 1848

Display Your Stock of WISS Shears — Scissors

And thereby cash in on these advertisements.

The Ads are interesting thousands of prospective customers who will purchase wherever they see the goods displayed.

Copy No. 105



You Need Them Both

This pattern of WISS Manicure Scissors was designed for professional manicurists; the thin, perfectly matched, curved points are suited to the most delicate work.

The Pedicure Pattern, Nail Scissors are daintily pointed and their peculiar shape gives a powerful cutting leverage.

For sale wherever good cutlery is sold

WISS SHEARS SCISSORS

Newark, N. J. Since 1848

Nail Scissors \$1.10
Manicuring Scissors \$1.35

Copy No. 202



When Grandmother Was a Belle!

If you have ever found, in an ancient trunk up in the attic, any of the quaint old gowns that grandmother wore, you must have noticed how beautifully they were made.

Many of these exquisite dresses were cut with WISS Shears.

Then, as now, the name WISS stood for shears made of the finest steel—and for cutting edges that stayed sharp indefinitely.

For your home sewing, and for every household use, you need a pair of WISS Shears.

For sale everywhere
good cutlery is sold.

Get a pair of genuine WISS Shears—tear out this ad. as a memorandum

WISS SHEARS SCISSORS

Newark, N.J. Since 1848

6 in. Sewing Shears, \$1.60



For the Woman Who "Loves to Sew"

Peep into the work basket of the woman who loves to sew. You will find a pair of Wiss Sewing Scissors. And, likely as not, she will tell you her mother "brought her up on them."

Three generations of women have enjoyed the faithful, friendly companionship of Wiss Scissors. They cut with marvelous ease when they are new; and when they are old, they cut like new!

For sale wherever good cutlery is sold.

WISS SHEARS SCISSORS

Newark, N.J. Since 1848



6 in. Ladies Scissors, \$1.50



Just ask your Dressmaker!

Your dressmaker will tell you, "Yes, I use Wiss Shears. These I am using now are ideal for cloth cutting. They fit your hand comfortably and lie flat against the table when in use."

"They cut easily; and don't require frequent sharpening."

"Really, they last for years and years. You ought to get a pair for your home sewing."

For sale wherever good cutlery is sold.

WISS SHEARS SCISSORS

Newark, N.J. Since 1848



8 in. Dressmaking Shears, \$1.55



Shears like Grandmother's

Seventy years ago money was hard to get; every penny was precious. Grandmother bought Wiss Shears, knowing they were worth their price. All through her long and busy life, they gave good service. They cut the dainty muslins for her girls; they cut the coarse, heavy woollens for her men—

year after year—
year after year.

Get a pair of 6½-inch Wiss Sewing Shears. They are extremely light and without question the finest that can be made. \$1.75 a pair.

Absolutely Guaranteed

FOR SALE WHEREVER GOOD CUTLERY IS SOLD

WISS SHEARS SCISSORS

Newark, N.J. Since 1848



6½-inch Sewing Scissors \$1.75

YOU Need them Every Day!

Long after ordinary shears are broken, or dulled beyond further sharpening, a pair of good Wiss Shears go on cutting smoothly, evenly, and easily—just like new.

For every household purpose, Wiss 8-inch Household Shears have no equal. You should have a pair in your home.

For sale wherever good cutlery is sold.

WISS SHEARS SCISSORS

Newark, N.J. Since 1848




8-in. Household Shears, \$1.70



Wiss Magazine Advertising Reaches Over 4,554,000 Persons
The Women in Your Locality Who Sew and Make Dresses Read These Magazines



Some Advertisements of Wiss Shears and Scissors, Which Appear in the Above Magazines