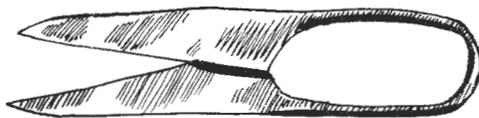


WISS SALES MANUAL

HOW TO SELL SHEARS AND SCISSORS AT RETAIL

HISTORY OF SHEARS AND SCISSORS

Scissors were among the earliest implements produced by the ingenuity of man. They were one of the first essential do-it-yourself tools, dating back to the Third Century B.C. Scissors of that period were more in the form of shears but of a different shape from those we have today, large and crudely made, and used to cut everything, from hair to hedges!



Primitive Shears

The first cross-bladed shears, with a center screw or pivot, are thought to have come into use in the First Century A.D. Today there is a great variety of shears and scissors available with a multitude of modern applications.

IMPORTANCE OF SHEARS AND SCISSORS IN THE HOME

Very few products have such a usefulness in daily living, and are so commonly a part of regular household equipment, as shears and scissors. Yet relatively few people own really good ones, and fewer still know anything about them. Because of this the market is enormous, and the opportunity for educating while selling is one of the reasons why trained sales people are so important, and can be so effective.

Stop to think for a moment how difficult it would be if we were suddenly deprived of the use of shears or scissors. We would soon realize that they are among the very real necessities of everyday life.

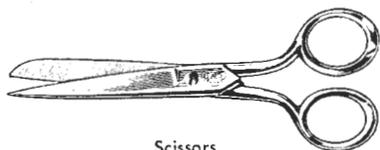
The primary requirements of a tool are its quality and efficiency, and this must be impressed upon the mind of a prospective customer — that it is an economy in the long run, to pay a little more for high quality shears and scissors which will give satisfaction in performance and lasting service.

J. WISS & SONS COMPANY

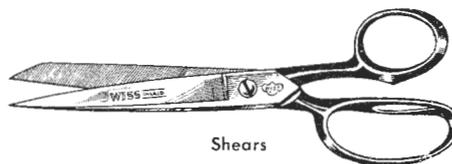
was established in Newark, New Jersey in 1848, and has more than a hundred years of cutlery experience, each year adding to its reputation for quality manufacturing. Jacob Wiss, a Swiss toolmaker, the founder of the company, brought the making of shears and scissors to a fine art in America, and enabled this country to surpass the techniques of the cutlery centers of Europe in the manufacture of these products.

THE DIFFERENCE BETWEEN SHEARS AND SCISSORS

To distinguish between them, shears have one handle larger than the other to accommodate two or three fingers for better leverage, and are manufactured in sizes from six to fourteen inches in length. These are made to do the heavier cutting jobs. Scissors are made with ring handles of equal size, and generally range in length from three to six inches. They are intended for the lighter cutting tasks.



Scissors



Shears

Difference between Scissors & Shears

TYPES OF WISS SHEARS AND SCISSORS

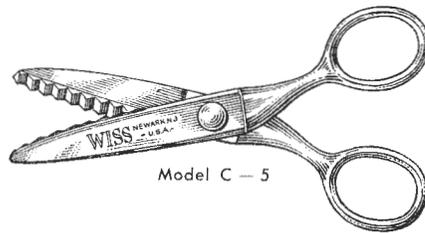
It is important to realize that there are more than one hundred styles and sizes of Wiss Shears and Scissors. *Your sales volume depends upon this point.* Among these types there will be one more perfectly suited than any other for the particular task requirement of your customer.

In selling anything, you should know more about what you are selling than the person to whom you are selling it. So, in addition to the technical facts of superiority of Wiss Shears and Scissors, familiarize yourself with the different types listed below, as to their various sizes, prices and uses.

PINKING SHEARS

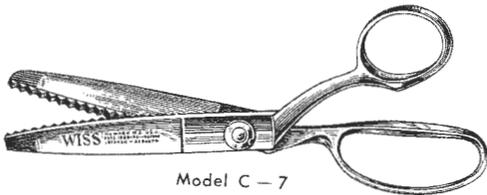
Wiss was responsible for the initial distribution and popularity of pinking shears, and continues to be the foremost producer of pinking shears of quality.

Pinking shears are made with meshing teeth which cut a neat, regular zig-zag edge that is ravel resistant, and give an attractive finish to materials of all kinds. Pinking seams is the modern professional method which makes tedious binding, overcasting, rolling and whipping unnecessary.

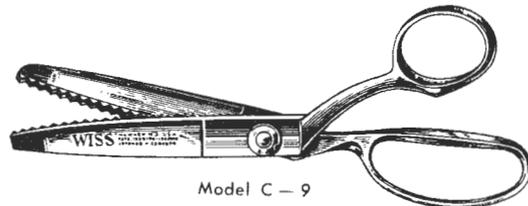


Model C - 5

Although primarily designed for fabrics, pinking shears can be used as well on plastics and synthetics for their decorative effect. They may even be used to cut light aluminum foil as used, for example, in the manufacture of artificial flowers.

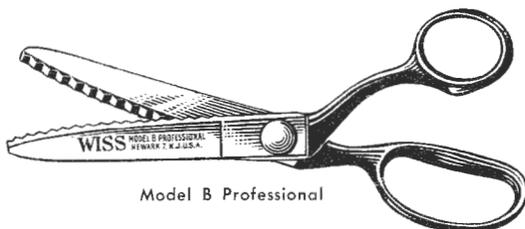


Model C - 7

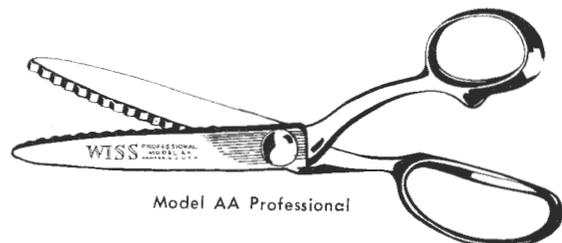


Model C - 9

In selecting pinking shears, the customer should look for ease of operation, and wide cutting range — from sheerest silk or nylon to several thicknesses of wool. These qualities are found only in *Wiss Pinking Shears*. It is well to have small pieces of fabric available so that the prospective customer may prove to herself the efficiency of these shears, and decide whether she prefers the 5½", 7½" or 9" size. All Model C Pinking Shears have the same size teeth and the same cutting range. Model B Professional Pinking Shears, 9" long, and Model AA Professional Pinking Shears 11" long have larger teeth useful for pinking coarse or loosely woven fabrics.



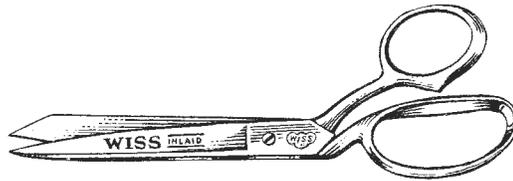
Model B Professional



Model AA Professional

Note: More than twenty patterns for home and school projects have been developed according to the attached list, which we are happy to mail to consumers at the prices shown. It enhances any retail display to show one or more of the articles that can be made with Wiss Pinking Shears, such as jewel cases, spectacle cases, slippers, etc.—to name some of the more popular. Pinking shears facilitate the making of distinctive, attractive, inexpensive gifts for Christmas or other gift-giving occasions.

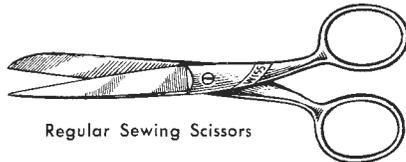
DRESSMAKERS' SHEARS



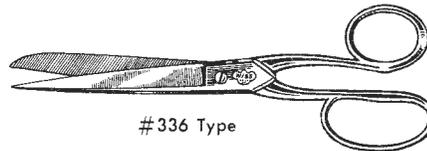
These shears are designed for effortless and accurate cutting. The handles are offset, or bent, like the handles of professional tailors' shears to permit the blade to rest flat on the table, making it easier to follow straight lines and a pattern outline more accurately. Dressmakers' Shears or bent trimmers, as they are sometimes called, are the basic shears for the home sewer who makes clothes, slip covers, draperies, etc.

Wiss Bent Handle Dressmakers', Tailors' and Upholsterers' Shears are available in sizes from 6" to 14", but the most popular sizes for the home dressmaker are the 7", 7½" and 8".

SEWING SCISSORS



Regular Sewing Scissors

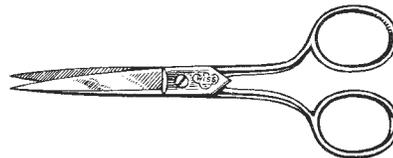


#336 Type

These scissors are ideal for lighter work such as cutting light materials, darning, ripping, millinery and similar jobs. Perfect for the sewing basket. Available in 4", 4½", 5", 5½" and 6" sizes.

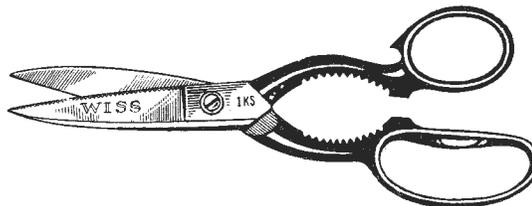
Numbers 336-6" and 337-7" are premium quality sewing scissors, also called light trimmers.

EMBROIDERY SCISSORS



These scissors have fine, thin blades and needle sharp points for embroidering, lace making, drawing threads and all fine cut work. Some people prefer the two sharp points for all light cutting, and therefore embroidery scissors are made in a full range of sizes 3½", 4", 4½", 5", 5½" and 6".

KITCHEN OR UTILITY SHEARS

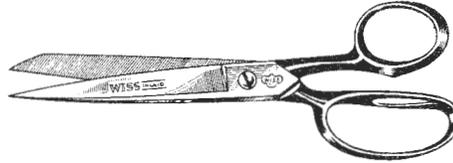


These shears are indispensable to the well equipped kitchen. With one serrated blade to prevent slipping, they are excellent for cutting up fish, meat, fruits, vegetables, salads, and for

cutting stems when arranging flowers. The handles will unscrew tight jar tops and lift bottle caps. Because of their rugged construction they are suitable for light pruning and cutting heavier things such as rope, screening, and light wire.

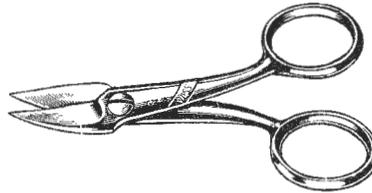
Kitchen Shears are made with red, green, yellow, turquoise or pink handles. They make a good hostess gift, bridge prize or shower gift.

HOUSEHOLD SHEARS



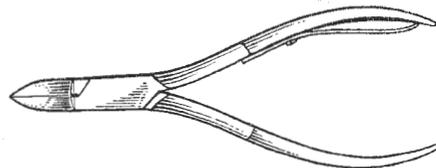
These are perhaps the basic shears of a general purpose nature. They are often substituted for a variety of the more specialized kind, as for dressmaking as well as for heavy cutting, gift wrapping and general household chores. When a customer announces that she needs a pair of scissors, "...for just about everything," household shears or straight trimmers, as they are also known, are your wisest suggestion. They are available in 6", 6½", 7", 7½", 8" lengths and larger sizes for industrial or professional use.

NAIL OR PEDICURE SCISSORS



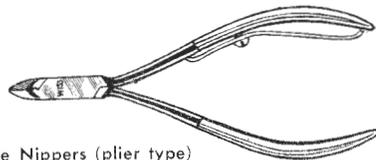
These scissors have sturdy curved blades, thin uniform edges and cut the heaviest nails smoothly, leaving no ragged edges. Wiss Nail Scissors are available in 3", 3½" and 4" sizes.

NAIL NIPPERS

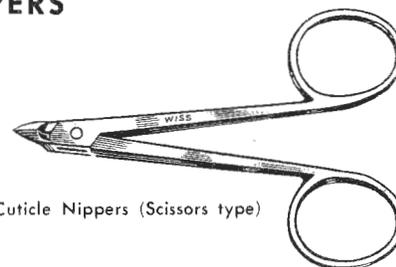


These nippers will cut the toughest toe nails. Accurately fitted box joints provide perfect lasting adjustment. You will find that men customers will often prefer nail nippers to nail scissors

CUTICLE NIPPERS



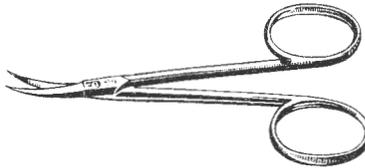
Cuticle Nippers (plier type)



Cuticle Nippers (Scissors type)

These nippers come in the plier type (like the nail nippers) and also with scissors handles. Sharp and precise, both types cut with professional precision and retain their adjustment.

CUTICLE SCISSORS



Wiss Cuticle Scissors have extremely delicate, razor sharp blades for close cutting, and are adjusted to permit use by either hand with equal ease. It would be well to suggest the Professional Pattern #563½ to customers because although they are slightly higher in price, they are well worth the difference.

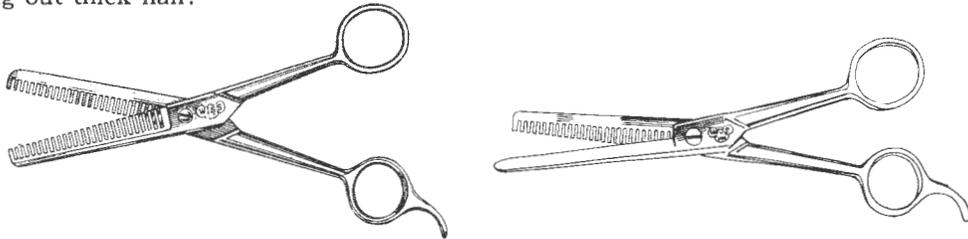
BARBERS' SHEARS



These shears are being used more and more by families who wish to save frequent trips to the barber shop.

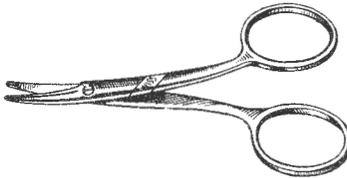
BARBERS' THINNING SHEARS

These shears are becoming more and more popular and are used, as their name indicates, for thinning out thick hair.



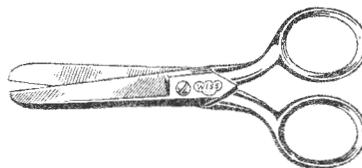
Note: There are two types of hair thinning shears, one with both blades notched, the other with one blade notched. The number of notches determines the amount of hair cut at one time. Shears with fewest notches cut the most hair and are, therefore, less useful. The choice of one notched blade or two notched blades is a matter of personal preference.

BABIES' NAIL SCISSORS



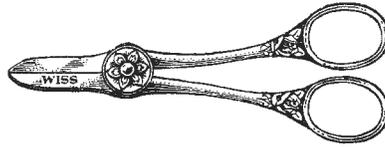
These scissors have blunted points for safety in cutting babies' toe and finger nails—a thoughtful gift to a young mother.

POCKET SCISSORS



Excellent for the school child who must be protected against sharp points. These small, sturdy scissors with blunted points are also used by textile salesmen who carry scissors in their pockets.

WISS FLOWER SHEARS (FH-4)



These shears will cut and hold a flower with one hand, in one motion. They are also convenient for cutting flowers in thick growth, and for cutting roses without danger of getting scratched. These fully chrome plated shears with stainless steel blades can be well recommended for bridge and garden club prizes, and bridal showers.

Note: A folder with illustrations of five basic flower arrangements is included in the box with these shears.

LEFT HAND SHEARS AND SCISSORS

Household Shears No. 37½, LH and Dressmakers' Shears No. 27½ LH are specially made for left hand use. 5½" Pinking Shears and scissors with unfitted handles are suitable for left or right hand use.

OTHER SHEARS AND SCISSORS

The list can be expanded with the mention of Buttonhole Scissors, Bandage Scissors, Lobster Shears (with a description of their use in each box), Rug Shears, Metal Cutting Shears, Folding Scissors, Nose Scissors, plus many specialties such as Hedge Shears, Pruning Shears and Grass Shears. The Wiss assortment also includes tweezers, nail files, pocket, toe and fingernail clippers, and cuticle pushers.

From this list it is easy to understand that just about everybody is a prospect. While many people think of shears and scissors only in connection with sewing, and sewing does require the use of several different kinds, shears and scissors have many other uses, and are home-making necessities in the fullest sense of the word.

FACTS ABOUT WISS SHEARS AND SCISSORS

1. Wiss Shears and Scissors are hot drop-forged of the finest high carbon cutlery steels. Hot drop-forging produces steels of superior strength, durability, and quality unmatched by any other process of steel fabrication.
2. All Wiss Shears and Scissors are hardened and tempered, and have blades of equal hardness scientifically attained so that one blade will never cut into the other and impair the life of the product. This is a common cause of failure in many inferior shears and scissors.
3. Durability tests show that Wiss Shears and Scissors are harder than most other brands, stay sharp longer and are therefore giving perfect service long after other brands have had to be discarded.
4. Wiss Shears and Scissors are fitted with accurate screws made in our own factory to closer tolerances than are available commercially. Properly placed, accurately made screws are at the heart of perfect adjustment, which keeps each Wiss blade in constant stress in relation to the other so that Wiss Shears and Scissors never "chew" or spread.
5. Wiss Shears and Scissors may be resharpened when necessary and, if this work is properly done, they will cut like new. Pinking Shears may be returned to the Wiss factory, and for \$1.65 they will be sharpened and reconditioned. This answers a query that will often be asked you.
6. The purchase of a pair of Wiss Shears or Scissors is a lifetime investment. There are hundreds of letters in our files from people who have had Wiss Shears and Scissors in their families for generations.
7. Wiss Shears and Scissors are fully guaranteed against defects in workmanship and material.

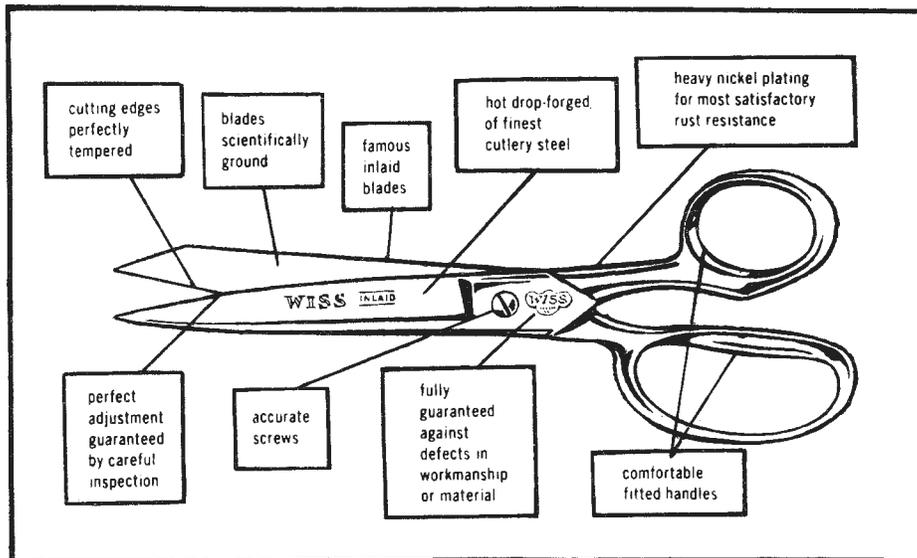
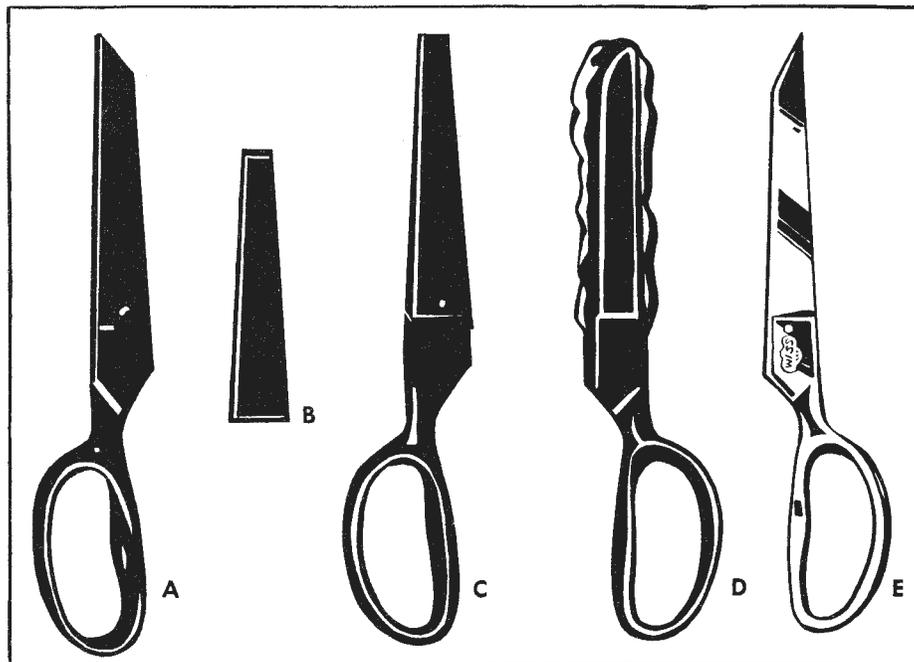


Illustration of a pair of Wiss Shears showing the most important features of construction. Note and remember these selling points.

8. **WISS SHEARS ARE MADE BY THE EXCLUSIVE INLAID BLADE PROCESS.** Various kinds of steel have different qualities. For example, some are malleable; that is, they may be bent and twisted, and exhibit great toughness. Others are very hard but brittle. The property of holding an edge requires very hard, high carbon steel; whereas toughness is an attribute of a softer steel. In Wiss Shears, therefore, the two kinds are combined. The frame is hot drop-forged of tough steel, which is workable to achieve perfect adjustment. To the frame is welded a high carbon inlay of a hardness impossible to attain in one-piece construction. This provides a combination of qualities making for unsurpassed lasting keenness and enduring efficiency.

Other companies trying this method of manufacture have found it too difficult or expensive, so that today the inlaid process is practically an exclusive Wiss feature.



- (A) – The tough steel-forged frame
- (B) – The high-carbon crucible steel blade
- (C) – Steel-forged frame and high-carbon blade ready to weld
- (D) – The welding completed
- (E) – The finished blade

These points add up to the fact that **Wiss Shears and Scissors** cut more easily and stay sharp longer than any other similar products. The shears that you sell for the home are exactly the same shears that are preferred industrially throughout the world for their efficiency, superiority and economy.

SOME OF THE DEFECTS OF INFERIOR SHEARS AND SCISSORS

1. Some cheap shears and scissors are made of cast iron or cast steel, may break if dropped, and do not hold an edge comparably with those made of fine cutlery steel hot drop-forged.
2. Inferior shears and scissors are often made with a rivet instead of a screw. Once the rivet is worn slightly, there is no way to maintain the blade stress, resulting in "chewing" instead of cutting, or blade spreading, making accurate cutting impossible.
3. Inferior shears and scissors have to be resharpened frequently. Often after a few cutting jobs have been done the edges become so dull as to be useless, even if the blades have retained their adjustment.
4. In inferior shears and scissors one blade is often softer than the other, and the ~~softer~~ one cuts into the other, ruining the cutting ability.
5. Inferior shears and scissors do not have a smooth run; that is, smooth, light action when opened and closed. This is tiring during extensive cutting, and impairs accuracy.
6. The handles of inferior shears and scissors are often rough, causing blisters or discomfort.

COMPARISON OF WISS SHEARS AND SCISSORS WITH GERMAN MAKES

Our tests upon dozens of German brands show three main faults: 1. The blades are frequently soft so that after relatively brief use they become dull. 2. One blade is often harder than the other, which may be demonstrated by forcing one blade against the other while closing the blades. 3. The screws in German scissors and shears are seldom fully threaded so that they easily become loose in use. The screws in most German scissors and shears are so loosely inserted that they can easily be removed with little effort, whereas it is almost impossible to loosen the screw in a pair of **Wiss Shears or Scissors** using the ordinary hand effort of a screw driver.

There are no imported shears incorporating the superior **Wiss** feature of inlaid blades.

There are certain specialties manufactured in Germany which are not duplicated in the United States such as, for example, cuticle and nail nippers. These are made in Germany for us to our own specifications.

A word about Italian shears and scissors: The Italians, unlike the Germans, have never been noted for fine cutlery, but recently have been exporting large quantities of shears and scissors to the United States. Their quality in general is inferior to that of German shears and scissors.

J. **Wiss & Sons Co.** imports some shears and scissors for special sales.

SELLING POINTERS FOR WISS SHEARS AND SCISSORS

Because scissors are so specialized in their function, the first thing to do when helping a prospective customer is to inquire what he or she wants to use the scissors for. Then show her the pattern most suitable for that function.

It is often possible to sell her more than one pair, if her needs would be better served by two or more different types of scissors. For example, show pinking shears after purchase of dressmakers' shears, show buttonhole scissors after purchase of sewing scissors.

When showing shears and scissors handle them as if you were proud of them. Present them to customers, handles first. **Keep** a chamois or wiping cloth handy so you can remove fingerprints and dust on shears handled by customers, or dust from exposure.

Change your counter display from day to day to create interest among passing shoppers. Plan to feature, by display and sales talk, a different pattern each day and so learn what is the most effective way of selling to the customers who visit your store.

Always have fabric available for cutting tests.

Show your customer how **Wiss Shears and Scissors** will cut. With shears cut several thicknesses of fabric to demonstrate how the shears cut cleanly and perfectly at every point along the blade, right up to the points. Demonstrate on lighter material with scissors, and particularly point out that there is never any catching or pulling of threads at the point. Then let your customer try them for herself.

Shears and scissors are made in different sizes both to do better the specific tasks intended, and to permit selection by the customer of the size most suitable for her hands and her sense of "feel". Let the customer choose the exact size she wants from among the several available in almost every style.

Some shears and scissors are "tighter" than others. It is well therefore to suggest that the customer try several pairs to make sure that she is satisfied with the one she selects. This is particularly important when selling pinking shears. If shears and scissors seem not smooth enough in operation, run your thumb along the inside of each blade. The natural oil will restore perfect operation.

Point out to a prospective customer some of the many things which can be done with pinking shears. Do this, if possible, by displaying some pinked accessories such as belts, collars, eyeglass cases, etc. Show how quickly and easily these can be made with **Wiss Pinking Shears**.

Suggest them as a tool for occupational therapy for convalescents, or as a means of keeping a child amused on a rainy day. The model C-5 is ideal for young children. It is also comfortable for left handed people who find shears with contoured handles difficult to use.

Suggest all types of **Wiss Shears and Scissors** as wonderful gifts for such gift-giving occasions as:

| | |
|---------------|----------------|
| Anniversaries | Easter |
| Birthdays | Bridal Showers |
| Mothers Day | Weddings |
| Fathers Day | Christmas |

The Christmas season is the biggest season of the year for the sale of **Wiss** products, and sales will increase each week starting immediately after Thanksgiving day. Sales during the month of December should be four to five times greater than in any other month. **Kitchen Shears, Pinking Shears and Gift Sets** are among the most popular items during this period.

Refer to the following material for supplementary information about **Wiss Shears and Scissors**.

1. The **Wiss** Catalog.
2. Circular "What You Should Know About Shears and Scissors"
3. Circular "What You Can Do With **Wiss Pinking Shears**"
4. Circular "How To Manicure and Pedicure at Home"
5. Book "Story of Shears and Scissors"
6. The **Wiss** Price Sheet.
7. Circular "**Wiss Pinking Shears**" packed in each pinking shears box.
8. Gift Set Catalog.

