



SUGGESTIONS
— FOR —
ADVERTISING



J. Wiss & Sons Co.

HIGH GRADE

Shears and
Scissors



FREE ELECTROTYPES

What Do You Do To Increase your Cutlery Sales

Do you use newspaper space? If not, you should. We firmly believe that it is one of the most successful methods of publicity for booming a retail business. Your cutlery department should be the best paying department in your store. If it isn't—you should make it so by making it larger and more attractive, by keeping your line in the neatest manner possible, by making imposing show window displays of cutlery as often as possible and by JUDICIOUS ADVERTISING.

We know that often you haven't the time to devote to the making ready of

copy and designs necessary for a cutlery ad. Many times perhaps you have left it to your printer with results which were, in the majority of cases, quite disappointing.

That is why we herewith offer to you, absolutely free, complete advertisements, designs and copy—most of them all ready to send to your printer and have your name and address inserted. Some of these ads. are fac-smiles of the Wiss advertisements now appearing in the Best Woman's Magazines and are the work of one of the most successful ad. writers in this country.

This shows the cuts we
Furnish Free.



If you don't see this WISSESONS NEWARK N.J. U.S.A. it isn't the Wiss

When Ordering Electros,
Order by Number.

This shows one of the ads. when
printed in your paper.



Every woman needs a good shear. A cheap shear or scissors is never economical, never stays sharp, never gives satisfaction. As a household shear we guarantee that the Wiss shear will give better satisfaction than any other. Call and see them. We have all kinds and sizes.

If you don't see this WISSESONS NEWARK N.J. U.S.A. it isn't the Wiss

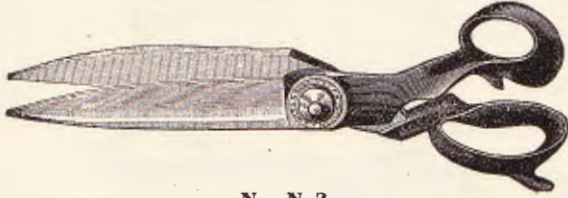
Pocket Knives with blades that are
guaranteed to hold an edge.

Our large and varied stock offers
unequalled opportunities.

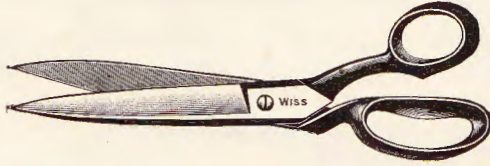
WIDE-A-WAKE HARDWARE CO.
UP-TO-DATE, O.

Small cuts we can furnish for advertising.

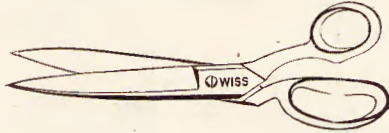
Please order by number.



No. N 3.



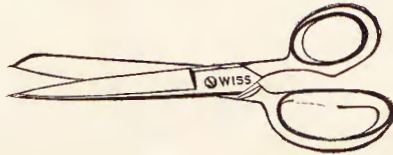
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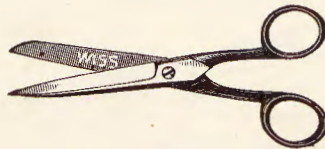
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No. 32½.



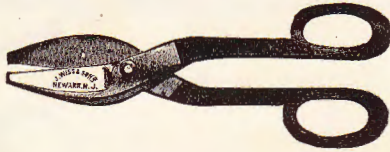
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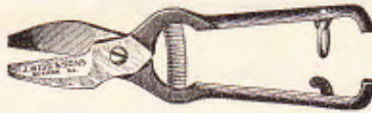
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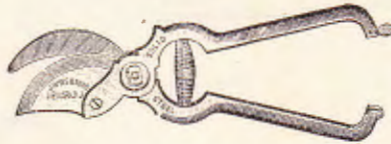
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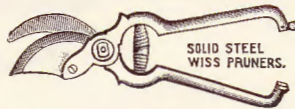
No. S 2.



No. O. C. 2.



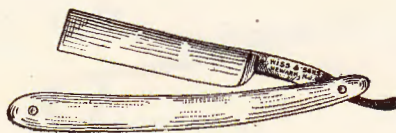
No. 112.



No. 111½.



No. 111¼.



Razor No. 1.



WISS SHEARS

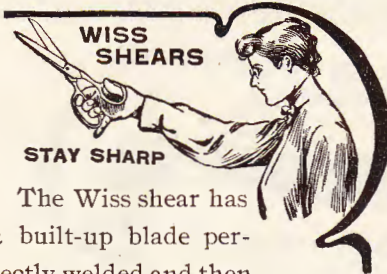
CUT CLEAN

It isn't hard to put a pretty finish on a miserable pair of scissors, but it does not take long to discover the saw-y edges, soft temper and poor quality. Don't take chances—ask for the Wiss brand. They outlast many pairs of cheap scissors.

If you don't see this WISS NEWARK, N. J. U.S.A. it isn't the Wiss.

WIDE AWAKE HARDWARE CO.

Cut No 8. 2nd Single Column Ad.



The Wiss shear has a built-up blade perfectly welded and then mathematically tempered so that the cutting edges are perfectly alike in temper. They work smoothly and hold an edge longer than any other make without regard to maker or higher prices.

If you don't see this WISS NEWARK, N. J. U.S.A. it isn't the Wiss.

Wide Awake Hardware Co.,

UP-TO-DATE, O.

Cut No. 7. 4th Single Column Ad.



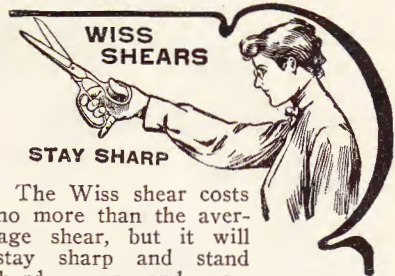
WISS SHEARS FOR THE HOME

Every woman needs a good shear. A cheap shear or scissors is never economical, never stays sharp, never gives satisfaction. As a household shear we can guarantee that the Wiss shear will give better satisfaction than any other. Call and see them. We have all kinds and sizes.

If you don't see this WISS NEWARK, N. J. U.S.A. it isn't the Wiss.

Wide Awake Hardware Co..

Cut. No. 2. 3rd Single Column Ad.



The Wiss shear costs no more than the average shear, but it will stay sharp and stand hard wear and continued use better than any other, either in the factory, cutting room or the household. We have the stock of Wiss shears and would like to show them to you.

If you don't see this WISS NEWARK, N. J. U.S.A. it isn't the Wiss.

Wide Awake Hardware Co.,

UP-TO-DATE, O

Cut No. 9. 3rd Single Column Ad.

We furnish only the cuts for illustrations, reading matter to be set up by your printer. Have him use same type as ours.



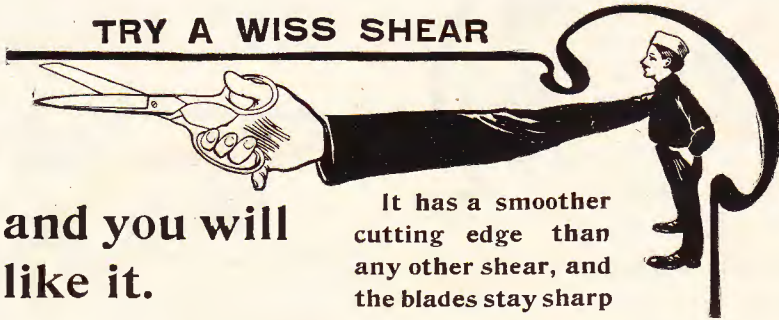
No other shear is so useful for the cutting-room or the household. Each blade is perfectly tempered, so that the Wiss shear stays sharp longer than any other.

If you don't see this J. WISS & SONS
NEWARK, N. J.
U. S. A. it isn't the Wiss

WIDE AWAKE HARDWARE CO.

Cut No. 4. 2½" Single Column Ad.

TRY A WISS SHEAR



and you will like it.

It has a smoother cutting edge than any other shear, and the blades stay sharp

The WISS SHEARS have had more improvements in the manufacturing and finishing processes the last three years than all other makes put together.

The WISS SHEAR is the standard with the tailor, seamstress and others who use a pair of shears as a working tool.

A special WISS SHEAR made for every purpose.

Call and see the samples.

If you don't see this J. WISS & SONS
NEWARK, N. J.
U. S. A. it isn't the Wiss

WIDE AWAKE HARDWARE CO.,

Up-To-Date, Ohio

Cut No. 13. 4" Double Column Ad.

We furnish only the cuts for illustrations, reading matter to be set up by your printer. Have him use same type as ours.



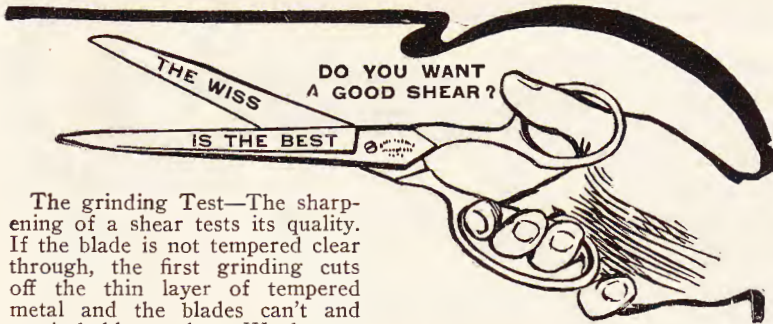
The Wiss shear is made of the finest quality of tool steel, and the temper of both blades is exactly alike—thus insuring a smooth and easy cutting shear.
 Every Wiss shear is so carefully inspected before leaving the factory that the manufacturers are able to guarantee every pair. Call and let us show you some samples. The prices are no more than for any other good shear.

**If you don't see this J. WISS & SONS
NEWARK N. J.
U. S. A. it isn't the Wiss**

WIDE AWAKE HARDWARE CO.,

Up-to-date, Ohio

Cut No. 10. 3" Double Column Ad.



The grinding Test—The sharpening of a shear tests its quality. If the blade is not tempered clear through, the first grinding cuts off the thin layer of tempered metal and the blades can't and won't hold an edge. We have a pretty firmly fixed conviction that the Wiss shears are much better than any other shear. Once you have used a Wiss shear you will not need to have us at your elbow to prove it.

**If you don't see this J. WISS & SONS
NEWARK N. J.
U. S. A. it isn't the Wiss**

WIDE AWAKE HARDWARE CO., Up-To-Date, Ohio

Cut No. 12. 3" Inch Double Column Ad.

We furnish only the cuts for illustrations, reading matter to be set up by your printer. Have him use same type as ours.



We carry the Wiss shear in stock and would like to prove its superior features to you. The price of the Wiss shear is no more than the price charged for ordinary shears of the same size and general appearance, but when closely compared the Wiss shear is much superior in quality, material, finish and workmanship. Every pair guaranteed.

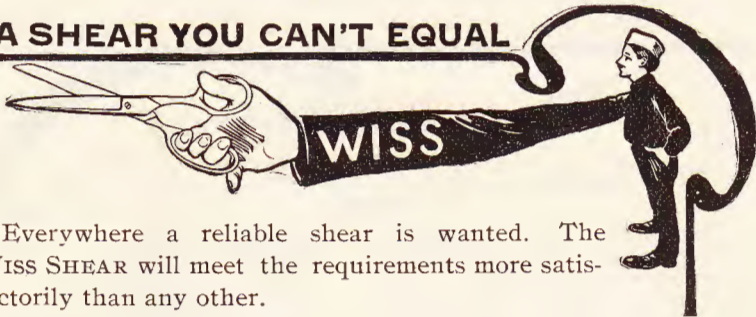
If you don't see this J. WISS & SONS
NEWARK, N. J.
U. S. A. it isn't the Wiss

WIDE AWAKE HARDWARE CO.,

Up-to-Date, O.

Cut No. 11. 3" Double Column Ad.

A SHEAR YOU CAN'T EQUAL



Everywhere a reliable shear is wanted. The WISS SHEAR will meet the requirements more satisfactorily than any other.

The peculiar adjustment of the blades—a feature found in no other brand—gives an even and elastic touch of one cutting edge upon the other—so light that it will cut the finest tissue, yet so firm that the heaviest fabric will not strain the adjustment.

The WISS SHEAR stays sharp—it is made to stay sharp.
Let us show you samples.

If you don't see this J. WISS & SONS
NEWARK, N. J.
U. S. A. it isn't the Wiss

WIDE AWAKE HARDWARE CO.

Up-To-Date, Ohio.

Cut No. 15. 4" Double Column Ad.

We furnish only the cuts for illustrations, reading matter to be set up by your printer. Have him use same type as ours.



The exclusive Wiss "Stielweld" process insures a cutting edge that will stay sharp forever, and also a frame proof against breakage.

WHY take all this trouble to make a Wiss Shear blade, when it is possible to make a casting of iron, "convert" it into so-called "steel," give it a coat of enamel or nickel and have it look almost like a genuine Wiss "Stielweld"?

BECAUSE we make Shears not alone for looks, but for perfect and lasting cutting power.

Wiss Shears are adjusted to a hair's breadth. They cut evenly from heel to point of blade, and never pinch or chew the cloth, even after a lifetime of constant use.

All shears stamped "Wiss" are guaranteed to give you satisfaction. If for any reason they should fail, we will exchange them. We have a full line on hand. Let us show you some samples—also our large variety of high-grade cutlery, razors, pocket knives, table cutlery, etc. An unusual opportunity to obtain the best at reasonable prices.

WIDE AWAKE CUTLERY CO., 157 Main St.

No. A2. 4 Inch Double Column Ad.

"Stielweld" that's why

The Name

WISS

ON

Shears and Scissors

means they will cut thick cloth like this, or the daintiest of lace, clean to the point without "chewing or pinching." The Wiss "Stielweld" process is the reason. The blades are made by *welding* a piece of *crucible* steel (which makes the best cutting surface and one that holds its edge the longest, to the toughest and strongest frame possible to be made. Afterward the blades are hardened like flint, evenly tempered, shaped, ground, polished, matched to a hair's breadth, and finally so joined they will never work loose.

AN UNUSUAL OPPORTUNITY TO GET THE BEST AT REASONABLE PRICES

WIDE-A-WAKE HARDWARE CO.

No. 66. 4-Inch Double Column Ad.

We furnish the above plates complete, including all type matter, ready to have your name and address added.

WISS


"Stielweld" Shears



Nothing will give the wonderful Wiss cutting edge except the finest of crucible steel. Nothing but the finest material enters into the tough, break-resisting Wiss frame.

When these two shear essentials have been welded into a one-and-inseparable piece, we have a Wiss "Stielweld" blade that can be tempered to take the edge of a razor and yet so tough that it is proof against breakage.

Wiss "Stielweld" Shears cut uniformly from heel to point, never stick and work with almost no friction.

To be sure that you are not getting the "cast-iron," easy dulling, easily breakable kind, look for the name on the blade, thus 

We guarantee every pair so stamped. If for any reason they fail to satisfy, we will exchange them.

Special sale in Cutlery Department. An unusual opportunity to get the best at reasonable prices.

WIDE-A-WAKE HARDWARE CO.
157 MAIN STREET

No. B2 - 7 1/2 Inch Single Column Ad.

We furnish the above plates complete including all type matter, ready to have your name and address added.

WISS


"Stielweld" Shears



This picture shows the construction of a Wiss Shear Blade—a frame pliable, tough, proof against breakage, a plate of the finest crucible steel that will take a razor edge and hold it forever.

When these two are welded together under tremendous pressure, you get a Wiss "Stielweld" Blade. Two such blades are joined and adjusted so that their edges match to a hair's breadth from heel to point. Result—a pair of Wiss "Stielweld" Shears that are used as the standard of perfection by tailors and dressmakers everywhere.

They cost you no more than ordinary shears, but cost more to make than any other shear on the market.

All shears stamped thus  are guaranteed to give satisfaction. If for any reason they fail, we will exchange them free of charge.

J. WISS & SONS
NEWARK N.J.
U.S.A.

Call and let us show you samples of the Wiss, and also our full line of high-grade cutlery.

JOHN GETTHERE CO.
151 SMITH STREET

No. C2. 6-inch Single Column Ad.



WISS SHEARS

are preferred by tailors and dressmakers, people using shears every day, and who are good judges of quality. They want the best—will have none but the best.

They must have shears that will cut any material—from the heaviest woolsens to the lightest of silks—and stay sharp.

SPECIAL SALE

Genuine Wiss Shears and Scissors

All Guaranteed

- 3-inch Extra fine Embroidery Scissors 50c.
- 6-inch Ladies' Scissors, No. 56 50c.
- 8-inch Cloth Cutting Trimmer, No. 38, 75c.

Also all sizes of left Hand Shears

An unusual opportunity to buy
the Best Shears and Scissors
at Reasonable Prices

JOHN SMITH HOWE, CO.,

871 Roanoke Ave.

No. J5. 6-Inch Single Column Ad.



A GIFT YOU WILL BE THANKED FOR

Wiss Shears and Scissors are so far superior to the common sort that they are a delightful revelation to every woman using them for the first or hundredth time. As a gift they insure long and grateful remembrance of the giver.

We guarantee Wiss Shears to always stay true and keep sharp without continual adjusting and sharpening. We have all kinds and sizes of Wiss Shears and Scissors.

Our popular prices for these Ideal Gifts should appeal to every purse.

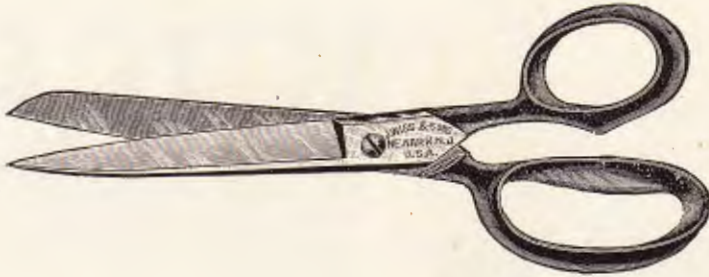
- 1 pair Cloth Cutting Shears . \$1.00
(In a fine box)
- 2 piece Embroidery Scissor Set 2.00
- 3 " Manicure " " 3.75
- 4 " Dressmakers " " 5.00

We have complete assortment of these Sets—call and inspect them at our Cutlery Counter.

James Hardware Co.,
362-364 Jefferson St.

No. 116. 6-inch Single Column Ad.

We furnish the above plates complete including all type matter, to the dotted lines.



Cut No. 30



YOU WANT GOOD SHEARS OR SCISSORS?

We have the "WISS"—any size and kind.

Correct temper—They will meet any test you may give them. Absolutely guaranteed.

We know thousands of homes where the one WISS SHEAR or scissor has been in constant use for 20—yes, 25 years. A better recommendation is hardly necessary.

Call—we have a full assortment.

This trade mark insures satisfaction.

J. WISS & SONS
NEWARK, N.J.
U.S.A.

Cut No. 16. 4-Inch Single Column Ad.



WE ARE BUILDING A TRADE FOR GOOD SHEARS with the celebrated WISS line.

The cutting edges always stay sharp. They cut easy—don't chew the cloth.

Can be used on heavy, rough material or on the finest of silks.

Let us show you the WISS SHEAR. We guarantee you perfect satisfaction.

J. WISS & SONS
NEWARK, N.J.
U.S.A.

Look for the trade mark.

Cut No. 17. 4-Inch Single Column Ad.

We furnish the above plates complete, including all type matter, ready to have your name and address added.



Cut No. 12 1/4



**Shears for the Home—
or for the Shop**

WISS SHEARS are acknowledged the best by those who use a shear the whole day.

Blades adjusted just right prevent quick dulling.

WISS SHEARS cost no more than the average shear but they last longer.

Call and see our assortment. Perfect satisfaction guaranteed.

Look for the trade mark.

Cut No. 18. 4 inch single column Ad.

J. WISS & SONS
NEWARK, N. J.
U.S.A.



**Cheap
Shears—Then
Disappointment**

Don't buy a cheap shear—it is false economy.

Buy a WISS SHEAR—a fully guaranteed cutting tool—acknowledged the best by cutlery men for more than half a century.

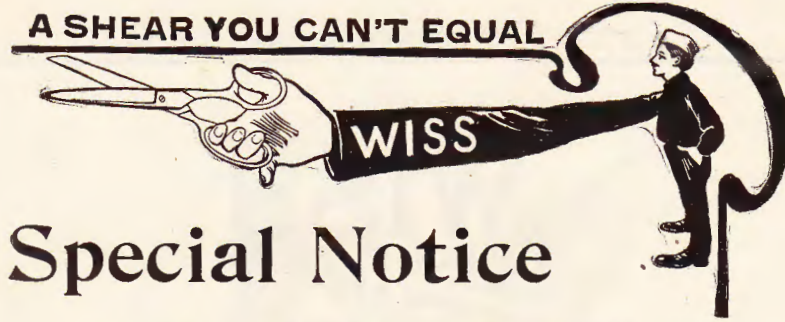
They will out-last any other shear. In many homes the same pair of WISS SHEARS or Scissors has been in use since Grandma was a little girl. We have a full line.— Call and see them.

Note the trade mark.

J. WISS & SONS
NEWARK, N. J.
U.S.A.

Cut No. 19. 4 Inch Single Column Ad.

We furnish the above plates complete including all type matter, ready to have your name and address added.



TO USERS OF WISS SHEARS

For several years we have been selling the reliable Wiss shears.

Every time we have sold a pair we have said to the purchaser, "Now if these shears are not perfectly satisfactory bring them back."

J. Wiss & Sons Co. who have been making their famous shears for 58 years stand back of our guarantee. Next week their representative is going to call on us to take our order for another big shipment of shears and scissors and, at that time, will "make good" any shears or scissors that have not been satisfactory in every way.

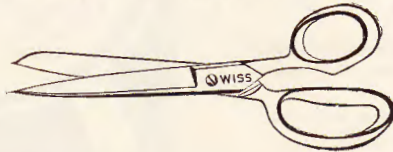
Now if you have a pair of "Wiss" shears or scissors that you have used and not abused and they are not giving you perfect satisfaction, we want you to bring them to us and we will, without any red tape, give you another pair that will please you.

We promise you satisfaction with Wiss shears and we don't forget our promise.

WILLIAM SMITH, The Up-To-Date Hardware Store

Cut No. 20. 4" Double Column Ad.

They Didn't Come Back



Last week we gave special notice to all users of our famous Wiss Shears, asking them to bring back any Wiss Shears that have not given perfect satisfaction:

Not One "Wiss" Has Come Back

Hardly a day passes that we do not sell several Wiss Shears—Monday of this week we sold five—It's a pleasure to sell so many Shears that give such excellent satisfaction.

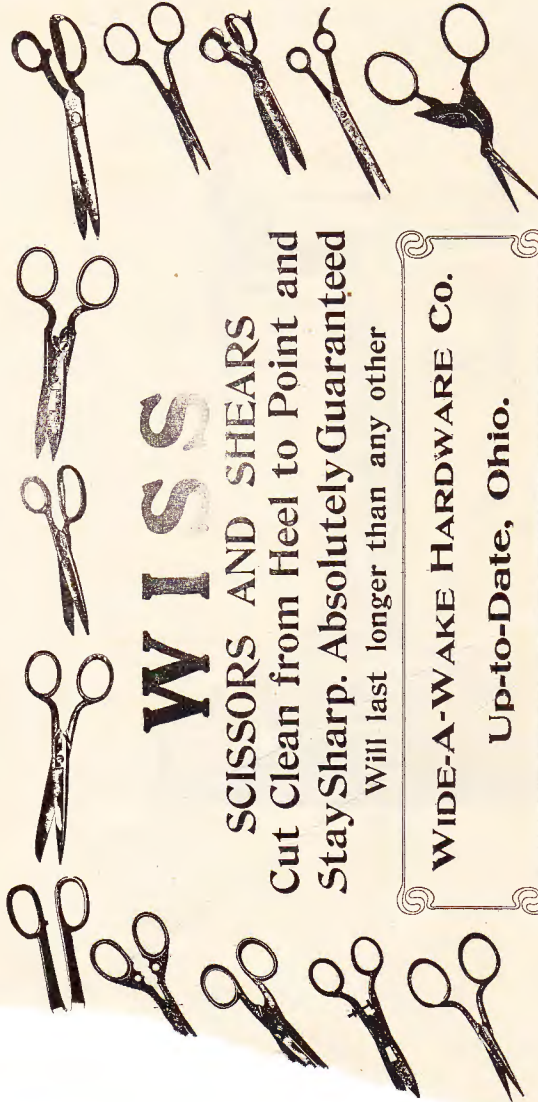
WILLIAM SMITH, The Up-to-Date Hardware Store

Cut No. 21. 3½" Double Column Ad.

This Ad. to appear one week after using Cut No. 20.

We furnish the above plates complete, including all type matter, ready to have your name and address added

STREET CAR SIGNS



WISS
SCISSORS AND SHEARS
 Cut Clean from Heel to Point and
 Stay Sharp. Absolutely Guaranteed

Will last longer than any other

WIDE-A-WAKE HARDWARE CO.

Up-to-Date, Ohio.

Regular size 11" x 21", good quality 4-ply cardboard. Printed in two colors, very attractive. We will furnish same free of charge to dealers who can use them, printed with name and street address. As street car advertising is proving a very strong factor today these signs should become very popular, try one for thirty days in the cars of your vicinity. You will surely get results.

