

33 1/3

NEW
Telescopic
Grass
Shears

902
See page 3

NEW

68
See page 5

NEW

8702
See page 2

**NEW
PROFIT ITEMS
FOR
1966-67 SEASON**

**WISS®
GARDEN SHEARS**

NEW
Extension
Adjustable.
Reach
Hand
Pruner

408
See page 5

NEW

702
See page 2

NEW

502 See page 3

NEW

318-SA
See page 7

NEW

322
See page 7

SUGGESTED DEALER
NET PRICE LIST
EFFECTIVE DATE
AUGUST 22, 1966
(Supersedes price list effective August 23, 1965)



A complete range of grass shears. Fourteen different styles priced to sell from \$.99 to \$9.95. Just hang them up and they'll practically sell themselves. Better still, use the special WISS displays or space saver racks to create an eye-catching mass display for high profit volume sales.



GR-1 Assortment—See page 11

STOCK NO.	SUGG. RETAIL PRICE EACH	SUGG. DLR'S COST EACH	O/A LGTH.	DLR'S SHELF PACK & WT. LBS.	DISP. CODE NO. & QUANT.
*5600	\$4.50	\$3.00	12"	6 prs. 6.8	A-3 B-6 C-6 D-6
5600-R	\$3.75	\$2.50	12"	6 prs. 6.1	✓
*711-G	\$3.98	\$2.66	12½"	6 prs. 6.5	A-6 B-12 C-12 D-12
8702	\$4.95	\$3.30	12½"	6 prs. 4.8	C-6
*702	\$3.50	\$2.34	12½"	6 prs. 4.8	B-6 C-6 D-6
*701	\$2.95	\$1.97	12"	6 prs. 6.5	A-3 B-6 C-6 D-6

NEW!

Button Latch



(Pat. Pend.)

GRASS SHEARS

PROFESSIONAL PATTERN NEW EASY RELEASE BUTTON LATCH

This professional pattern is the sturdiest of all grass shears. Hot drop-forged bright polished blades of finest cutlery steel. Offset handles are contoured to fit the natural position of the hand. Green vinyl comfort grips add extra ease of cutting. Features new Easy Release button latch. Individually carded. 6 pairs per box.

PROFESSIONAL PATTERN

The professional pattern without grips, hot drop-forged of finest cutlery steel. Polished blades. Handles offset and contoured to the natural position of the hand. Handles finished in bright red baked enamel. Handy closing latch. Individually carded. 6 pairs per box.



WISS/WIZZ® *Nationally Advertised*

Patented floating blade action makes cutting tough grass easy. Power increases as the cutting gets tougher. Hardened Wissaloy steel blades, edged and adjusted to cut perfectly. Green vinyl comfort grips. Easily disassembled for resharpening. Convenient closing latch. Individually carded. 6 pairs per box.

† "Award Winner" NHMA's Design Competition.

NEW!

STAINLESS STEEL BLADES



(Pat. Pend.)

WISS CREST® GRASS SHEARS — STAINLESS STEEL BLADES

These floating blade grass shears cut as well as they look. Stainless steel blades, hardened, ground, with floating blade action assure power for cutting the toughest grass quickly and easily. Features new positive latch, chrome plated handles and black vinyl comfort grips. Individually carded. 6 pairs per box.

NEW!



(Pat. Pend.)

HIGH POWER PATTERN

Here is a brand new model! Famous Wiss floating blade action that provides multiple power for cutting the toughest grass with maximum ease. Nickel plated blades. Blade edges hardened and ground for lasting sharpness. Convenient thumb latch and green vinyl comfort grips. Individually carded. 6 pairs per box.



"GRASS MASTER"®

Hardened cutlery steel blades, beveled and knife-edged, provide superior cutting ability. Positive easy action latch. Attractive green vinyl comfort grips.

Individually carded. 6 pairs per box.

*This item included in product assortment of display with quantity as indicated:

No. A — GT-67

No. B — GT-167

No. C — GT-267

No. D — GT-367

GRASS SHEARS

DELUXE "GRASS MASTER"

Chrome plated to resist rust and stains. Beveled knife edge, hardened cutlery steel blades provide superior cutting and maximum ease of operation. Thumb-operated latch. Black vinyl grips of exclusive comfort grip design. Individually boxed.



"QUICK-TRIM" T.M.

Medium price grass shears. Nickel plated steel blades are hardened for longer-lasting edges. Handles comfortably contoured. Closing latch. Green handles. Individually carded. 6 pairs per box.



RED HANDLE "SPECIAL"

Floating blade design. Hardened cutlery steel, especially edged. Positive power cutting action. Closing latch. Individually carded. 6 pairs per box.



HORIZONTAL ACTION

Economy priced horizontal action grass shears. Specially edged and hardened blades cut toughest grasses. Comfortable contoured, green vinyl grips. Closing latch. Individually carded. 6 pairs per box.



WISS "SPECIAL"

Lowest priced Wiss quality, vertical, fast-action shears. Blades hardened for lasting keenness and nickel plated for stain resistance. Yellow baked enamel handles. Individually carded. 6 pairs per box.



RED TAG "SPECIAL"

Sturdy, easy cutting shears. An outstanding value in the low price field. Hardened blades. Bright red, baked enamel handles. Packed 12 to a display carton.



LONG HANDLE "BACKSAVER"®

The attractive green "Backsaver" walk-and-cut long handle grass trimmer. Floating blade action. Bright blades hardened for long life. Comfortable contoured handles. Convenient locking latch. Two wheels for easy guidance. Packed two pairs per carton. Individually packaged in mailing carton at 25¢ net per pair extra.

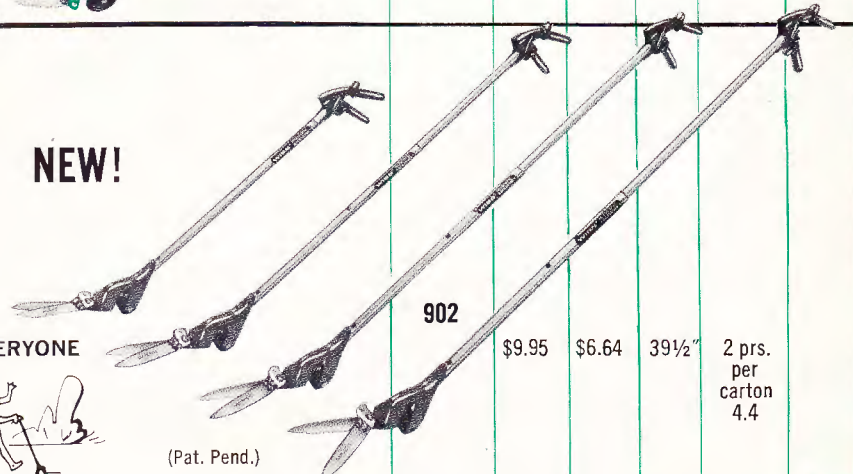
NEW!



TELESCOPIC BACKSAVER GRASS SHEARS

At Last! Long handle grass shears that will fit everybody. Exclusive telescoping design features a four position shaft adjustment from 26" to 39½". Insures proper cutting angles and maximum cutting ease. Unique power transfer supplies same cutting force at each telescoped position. Roller wheel provides exceptional mobility. The 902 boasts eye-catching red handles and grips with a rich looking satin anodized shaft. Hardened WISSALOY steel blades with floating blade action. Requires 30% less display or storage space. Packed two pairs per carton. Available in individual carton 25¢ net per pair extra.

NEW!



FITS EVERYONE



(Pat. Pend.)

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No. A — GT-67

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No. C — GT-267

No. D — GT-367

3



Here's the ultimate in self service merchandising: Famous **WISS** pruning shears individually carded and enclosed in clear, protective vinyl envelopes. And only **WISS** offers a selection of 10 different models to satisfy every pruning requirement. It's a proven **WISS** fact: The more you show—the more you'll sell!

PR-3 Pruning Assortment—See page 11



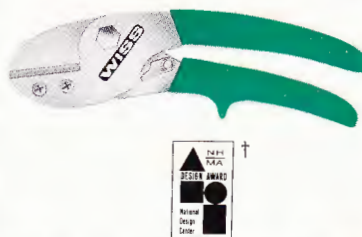
PRUNING SHEARS

STOCK NO.	SUGG. RETAIL PRICE EACH	SUGG. DLR'S COST EACH	O/A LGTH.	DLR'S SHELF PACK & WT. LBS.	DISP. CODE NO. & QUANT.
*908	\$3.95	\$2.64	8"	6 prs. 5.5	A-3 B-6 C-3 D-6
907	\$3.50	\$2.34	7"	3 prs. 2.0	
*708	\$3.50	\$2.34	8"	6 prs. 5.0	A-3 B-6 C-3 D-6
*707	\$3.25	\$2.17	7"	3 prs. 1.5	A-3 B-3 D-3
*609	\$5.50	\$3.67	9"	3 prs. 2.8	C-3
*808	\$4.95	\$3.30	8"	3 prs. 4.9	C-3



"HY POWER"® ANVIL PRUNER

"Hy Power" Anvil Pattern. Hot formed of special Wissalloy steel. Specially ground blade hand honed, has extra rigidity and strength for heavy cutting. Perfect blade adjustment to anvil permits clean, quick cutting. Nickel plated. Thumb-flick latch. All parts replaceable. Two sizes: 7" and 8". Individually carded in clear, protective vinyl envelope.



ANVIL PRUNER— *Nationally Advertised*

Maximum cutting ease. Anvil pattern. Chrome plated. Non-slip grips. Thumb latch has two positions to facilitate rapid, light pruning, thinning and picking, or to accommodate larger cuts. Alloy steel blade specially edged, hardened, and tempered. Offset bolt gives added leverage for cutting. All parts replaceable.

Individually carded in clear, protective vinyl envelope. 6 pairs per box.

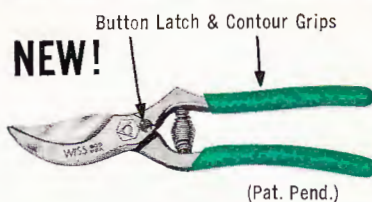
†"Award Winner" NHMA's Design Competition.



POWERFUL POCKET PRUNER

Powerful pocket size pruner. Streamlined and lightweight. Fine cutlery steel blades specially edged, hardened and tempered. Two position latch. Ideal for pruning, trimming, flower cutting and arranging. Chrome plated. Non-slip green vinyl grips.

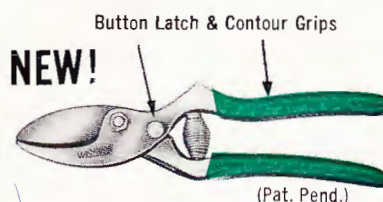
Individually carded in clear, protective vinyl envelope. 3 pairs per box.



PROFESSIONAL HOOK PATTERN

Large 9" size. Hook and blade pattern professional shears. Hot drop-forged of finest cutlery steel, hardened, tempered and hand edged. Green vinyl comfort grips, new Easy Release button latch. Contoured handles. Ideal for orchard pruning and grafting, park and government maintenance work.

Individually carded in clear, protective vinyl envelope. 3 pairs per box.



PROFESSIONAL DRAW-CUT PATTERN

Medium 8" size hook and blade pattern. Powerful draw-cut action and keenly beveled blade provide unparalleled ease of cutting without slipping. Cut close with precision. Hot drop-forged of finest cutlery steel, hardened and tempered. New green vinyl comfort grips contoured for non-slip operation. Features new Easy Release button latch.

Individually carded in clear, protective vinyl envelope 3 pairs per box.

PRUNING SHEARS

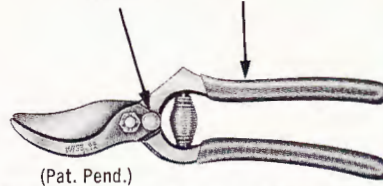
PROFESSIONAL HOOK PATTERN

Hook and blade pattern professional shears. Rapier-like blade. Sharp beveled hook adds cutting power, minimizes bruising. Hot drop-forged from the finest cutlery steel, hardened and tempered for lasting keenness. New Easy Release button latch. New yellow vinyl comfort grips contoured for non-slip operation.

Individually carded in clear, protective vinyl envelope. 3 pairs per box.

NEW!

— Button Latch & Contour Grips



(Pat. Pend.)

HOME PATTERN

Sturdy medium size home pruner. Hook and blade pattern. Hot drop-forged from the finest cutlery steel, hardened and tempered for extra durability, expertly edged for lasting sharpness. Handles finished in bright red baked enamel.

Individually carded. 3 pairs per box.



LIGHTWEIGHT PATTERN

Sturdy, lightweight hook and blade pattern. 7 inch pocket size. Hot drop-forged from the finest cutlery steel, hardened and tempered, hand edged. Selected by orchardists and nurserymen for lighter, precision-requiring pruning jobs. Ideal also for rose pruning and flower cutting.

Individually carded in clear, protective vinyl envelope. 3 pairs per box.

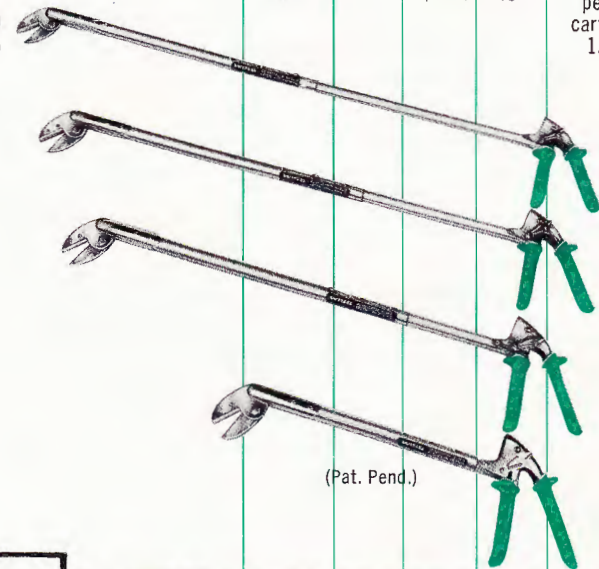


EXTENSION ADJUSTABLE REACH — HAND PRUNER

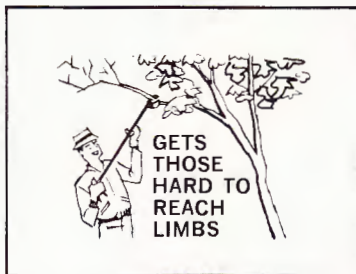
Talk about Sales Appeal, this new WISS adjustable pruner will attract gardeners like a magnet. Its four position telescopic adjustment (from 27" to 40") and lightweight construction, makes it ideal for pruning hard-to-reach bushes or branches. Features bright nickel plated head, satin anodized shaft and green vinyl comfort grips. Precision fitted anvil and blade insure quick, clean cuts everytime.

Packed in individual carton.

NEW!



(Pat. Pend.)



GETS
THOSE
HARD TO
REACH
LIMBS

FLOWER SHEARS

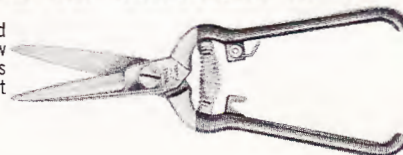
Cut-and-hold shears for easy flower picking, arranging and protection from thorns. Fully plated with stainless steel blades.

Individually blister carded.



For picking fruit or flowers, for trimming and light pruning. Hot drop-forged with long narrow blades for cutting in thick growth. Florists favorite for cutting ribbon, flower stems and soft wire, for bouquets and flower arranging.

Individually boxed.



STOCK NO.	SUGG. RETAIL PRICE EACH	SUGG. DLR'S COST EACH	O/A LGTH.	DLR'S SHELF PACK & WT. LBS.	DISP. CODE NO. & QUANT.
*68	\$4.75	\$3.17	8"	3 prs. 4.3	A-3 B-3 C-3 D-3
608	\$3.98	\$2.66	8"	3 prs. 4.0	
*607	\$3.75	\$2.50	7"	3 prs. 1.5	B-3 C-3 D-3
408	\$9.95	\$6.64	40"	1 pr. per carton 1.7	
STOCK NO.	SUGG. RETAIL PRICE EACH	SUGG. DLR'S COST EACH	O/A LGTH.	DLR'S SHELF PACK & WT. LBS.	DISP. CODE NO. & QUANT.
FH-4	\$2.95	\$1.97	6½"	6 prs. 1.6	
C-4AR	\$4.25	\$2.84	8"	6 prs. 2.3	

*This item included in product assortment of display with quantity as indicated:

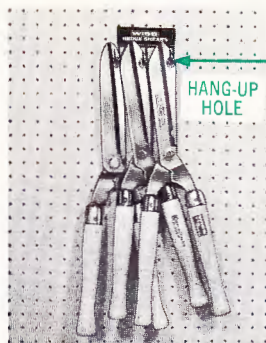
No. A — GT-67

No. B — GT-167

No. C — GT-267

No. D — GT-367

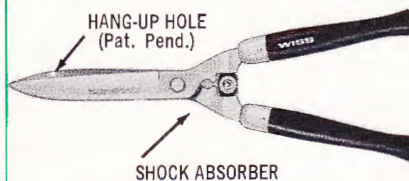
HEDGE AND SHRUBBERY SHEARS



Perfect balance, blades hardened and edged for lasting sharpness, a serrated blade to prevent slipping, a special notch for cutting heavier branches and an exclusive hang-up hole in the blade are just a few of the many reasons why **WISS** hedge shears are preferred by gardeners everywhere... why **WISS** garden shears mean volume business.

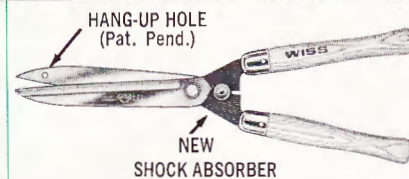
HS-5 Assortment—See page 11

STOCK NO.	SUGG. RETAIL PRICE EACH	SUGG. DLR'S COST EACH	BLADE LGTH.	DLR'S SHELF PACK & WT.	DISP. CODE NO.
*9 1/2-E ✓	\$7.95	\$5.30	9 1/2"	6 prs. 17.5	B-2 C-2 D-2
*8 1/2-E	\$7.25	\$4.84	8 1/2"	6 prs. 15.5	C-2
*9-A	\$6.75	\$4.50	9 1/2"	6 prs. 14.9	C-2
*8-SC	\$5.98	\$3.99	8 1/2"	6 prs. 14.3	B-2 C-2 D-2
*8-A ✓	\$4.95	\$3.30	8 1/2"	6 prs. 13.5	A-2 B-4 C-4 D-4
6-A	\$3.75	\$2.50	6 1/2"	6 prs. 8.6	
8-C ✓	\$3.95	\$2.64	8"	6 prs. 12.9	
8-H ✓	\$3.00	\$2.00	8"	6 prs. 13.3	
*218	\$6.50	\$4.34	8 1/2"	4 prs. 13.3	C-2



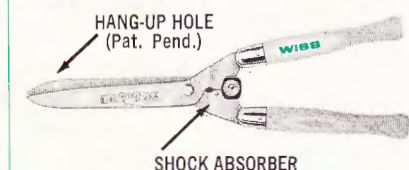
PROFESSIONAL PATTERN

Professional pattern hedge shears. Blades tapered for superior balance. Exclusive, neoprene shock absorber reduces shock and muscle fatigue. Hot drop-forged. Hardened and hand edged. One blade serrated and notched. Tapered natural grip hardwood handles. Hang-up hole in blade.



HEAVY DUTY PROFESSIONAL PATTERN

Now! With shock absorber. Superior cutting power requiring a minimum of effort. Polished cutlery steel, hot drop-forged and hardened blades. Bottom blade notched and serrated. Round, tapered natural grip handles. Hang-up hole in blade.



LANDSCAPER PATTERN

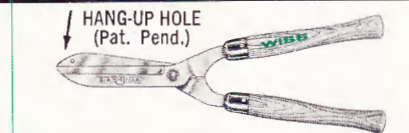
Chrome plated finish prevents rust and stain. Balanced for cutting ease. Neoprene shock absorber. Finest cutlery steel blades edged for lasting sharpness. Natural grip, round, hardwood handles. One blade serrated and notched. Hang-up hole in blade.



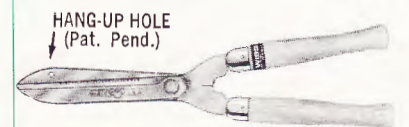
AMERICAN CUTLER PATTERN—

Nationally Advertised

A rugged distinctive pattern with hardened blades. Bottom blade serrated and notched for branches. Round, tapered, natural grip, ash handles. Hang-up hole in blade.

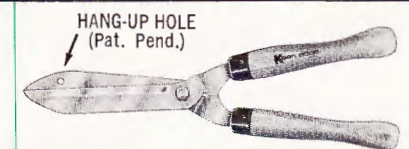


Lightweight, sturdy pattern. Hardened blades. Bottom blade serrated and notched. Round tapered natural grip handles. Handy hang-up hole.



MEDIUM PRICE PATTERN

Moderately priced, quality hedge shears. Keen, hardened, high compression edge. Top blade serrated, notched for heavy branches. Selected ash handles. Hang-up hole in blade.



KEEN-EDGE® BRAND

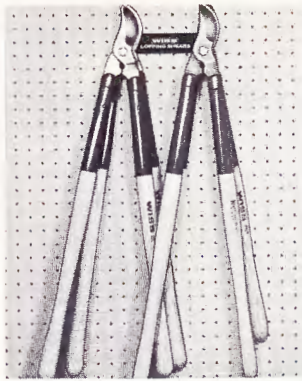
Rugged design and construction for superior service. Medium weight with bottom blade notched. (Product branded "Keen-Edge by Wiss") Hang up hole in blade.



LONG HANDLE HEDGE SHEARS

LONG REACH PATTERN

Extra, long handles to reach tall hedges and shrubbery, 31 1/2" inches overall. Hot drop-forged blades hardened and tempered for long life, one blade serrated with special limb notch. Neoprene shock absorber. Hang-up hole in blade.



Heavy duty pruning separates quality WISS lopping shears from the ordinary. It takes blades of fine cutlery steel, hardened and then precision ground to slice consistently through heavy limbs. WISS has ten different models with cutting capacities from 1 1/4" to a full 2".

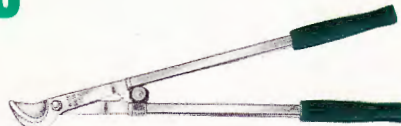
LS-7 Space Saver Assortment—See page 11



LOPPING SHEARS

TUBULAR STEEL HANDLES — GENERAL PURPOSE PATTERN

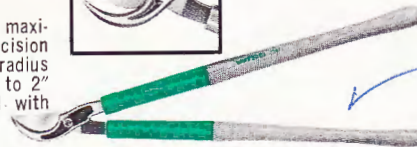
New blade and hook contour permits easy cutting of branches up to 1 1/2" diameter. Chrome plated Wissaloy forged head and shanks. Tubular steel handle construction. Exclusive tapered vinyl grips. Neoprene shock absorber.



NEW!

HEAVY DUTY INDUSTRIAL UTILITY PATTERN

Professional loppers for those who require maximum cutting capacity. Hot drop-forged, precision ground, hardened blade and hook. Blade radius designed for extra power to cut limbs up to 2" in diameter. Selected ash handles fitted with extra long ferrules for added strength.



HEAVY DUTY TREE PATTERN—WOOD HANDLES

Heavy duty loppers with built-in capacity for cutting 1 1/2" diameter branches with maximum ease. Wissaloy forged head and shanks. Polished head. Sturdy shanks fastened to selected ash handles strengthened by long black ferrules.



NEW!



HEAVY DUTY PATTERN

Made for tree, vine and shrubbery pruning. These shears are ideal for heavy cutting up to 1 3/4" diameter branches. Lighter weight than #224-T for ease of handling in reaching, cutting and cleaning out brush. Hot drop-forged, hardened, polished blades. Ash handles fitted into extra long steel ferrules, for added strength.



VINE & SHRUBBERY PATTERN—*Nationally Advertised*

Vine and shrubbery pattern. Chrome plated blade and hook resists stain and rust and reduces cutting friction. Fine cutlery steel, hardened. Blade precision ground and edged for easy, precise cutting. Selected ash handles. Extra long steel ferrules. An ideal pattern of powerful size for home use. Up to 1 1/2" cutting capacity.



PROFESSIONAL VINEYARD PATTERN

Professional vineyard pattern. Hot drop-forged of high carbon cutlery steel. Long a favorite for vineyard pruning where work is continuous, but not requiring the weight and power of heavier, longer patterns. Cuts up to 1 3/8" with ease. Specially edged for long edge cutting life. Light-weight selected ash handles with extra long steel ferrules for added strength.



STOCK NO.	SUGG. RETAIL PRICE EACH	SUGG. DLR'S COST EACH	HAND LGTH. O/A LGTH.	DLR'S SHELF PACK & WT. LBS.	DISP. CODE NO. & QUANT.
318-SA	\$8.50	\$5.67	20"/27 3/4"	4 prs. 11.8	
230	\$8.95	\$5.97	30"/36"	6 prs. 29.0	
*224-T	\$8.50	\$5.67	24"/30"	4 prs. 19.0	C-2
*322	\$6.95	\$4.64	22"/29 1/4"	4 prs. 11.3	B-2 D-2
*324-T	\$6.95	\$4.64	24"/30"	4 prs. 13.8	C-2
*222	\$6.25	\$4.17	22"/27"	4 prs. 11.6	A-2 B-2 C-2 D-2
*19-BF	\$6.50	\$4.34	20"/25"	4 prs. 11.5	C-2

*This item included in product assortment of display with quantity as indicated:

No. A — GT-67

No. B — GT-167

No. C — GT-267

No. D — GT-367

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STOCK NO.	SUGG. RETAIL PRICE EACH	SUGG. DLR'S COST EACH	HAND LGTH. O/A LGTH.	STRD. PACK & WT. LBS.	DISP. CODE NO.
*120 ✓	\$4.95	\$3.30	22"/27"	6 prs. 17.5	B-2 D-2
116 ✓	\$4.75	\$3.17	16"/21"	6 prs. 14.0	
110 ✓	\$4.25	\$2.84	10½"/16"	6 prs. 11.5	



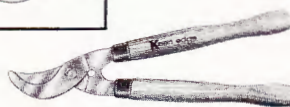
KEEN-EDGE® BRAND

Hardened hook and blade with cutting capacity up to 1½" branches. Clear ash handles 22" long are permanently attached to the tangs. (Product branded "Keen-Edge by Wiss")



KEEN-EDGE® BRAND

Promotion priced, medium size pruners. 16" lacquered ash handles are permanently attached to the tangs. Cutting capacity up to 1½" branches. (Product branded "Keen-Edge by Wiss")



KEEN-EDGE® BRAND

Two handle pruner meets the need for a light easy-to-use lopper. Trims vines, bushes, roses and light tree branches. Ideal for the lady gardener, yet sturdy enough for commercial use where light weight and control are important. Cutting capacity up to 1¼". (Product branded "Keen-Edge by Wiss")

CITRUS FRUIT CLIPPERS

STOCK NO.	SUGG. RETAIL PRICE EACH	SUGG. DLR'S COST EACH	O/A LGTH.	STRD. PACK & WT. LBS.
C-6	\$3.25	\$2.17	6"	6 prs. 1.8
C-1	\$3.40	\$2.27	6½"	STRD. PACK & WT. LBS.
C-4 ✓	\$3.50	\$2.34	7½"	6 prs. 2.1
C-4A	\$3.75	\$2.50	8"	6 prs. 2.2
C-4AS	\$3.65	\$2.44	8"	6 prs. 2.1

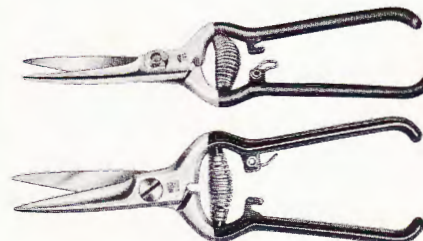


Designed for close cutting with rounded ends that do not bruise the fruit. Hot drop-forged. Equipped with long wearing steel screw, bolt and spring.



Hot drop-forged. Similar to C-6 in design but with blades a little longer. Fitted with a closing latch.

GRAPE THINNING SHEARS



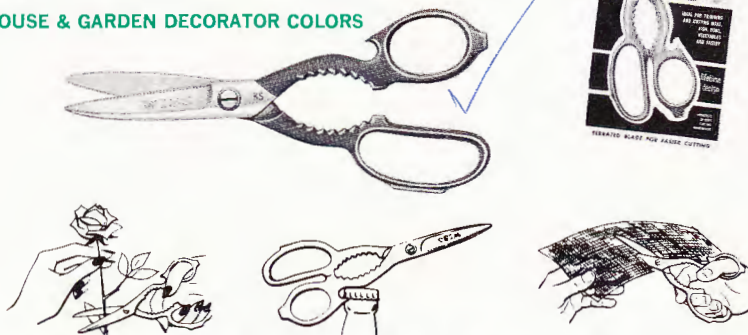
Specially constructed for grape picking and thinning. Hot drop-forged and hardened. Tapered blades, rounded, perfectly matched points. Also suitable for flower cutting. Handle latch is up front—out of the way when the shears are in use. No. C-4 and C-4A have curved blades. No. C-4AS has straight blades.

GARDEN-KITCHEN SHEARS

These versatile shears are ideal for the many miscellaneous cutting jobs in and around the home — flower arranging, opening bottles, cutting wire screening, light metal and cord. Individual self service package "Award Winner" PACKAGING INSTITUTE.

2 pairs shelf pack
Standard pack — 3 shelf packs

* HOUSE & GARDEN DECORATOR COLORS



METAL WIZZ® COMPOUND ACTION ALL PURPOSE CUTTERS

Cuts with half the effort of cutters twice their size.

Compound Action means that you can cut through the toughest materials such as: sheet metal, wire, rubber, canvas or plastic with amazing ease. It is truly indispensable for the home, garden, or work bench.

Individually carded.



STOCK NO.	RETAIL PRICE EACH SUGG.	SUGG. DLR'S COST EACH	O/A LGTH.	STRD. PACK & WT. LBS.
KSA 5 pairs 1 each Assorted Colors	\$24.75	\$14.85		one assort. 5 prs. 2.1
KSC (Full Chrome)	\$5.95	\$3.57	8"	2 prs. .8
KSR (Tange- rine)*	\$4.95	\$2.97	8"	2 prs. .9
KSY (Pine- apple)*	\$4.95	\$2.97	8"	2 prs. .9
KSG (Fern)*	\$4.95	\$2.97	8"	2 prs. .9
KST (Jade)*	\$4.95	\$2.97	8"	2 prs. .9
KSK (Copper- tone)	\$4.95	\$2.97	8"	2 prs. .9
MPC-3	\$2.99	\$1.80	9"	5 prs. 4.0

GIFT PACKAGED ASSORTMENTS



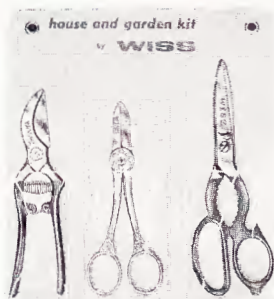
No. GT-101

LAWN, HEDGE & SHRUBBERY SET

Holds 5 most needed gardening aids — Our finest Grass Shears, Pruning Shears, Hedge Shears — Plus 46 Page Pruning Guide and Garden Gloves.

Suggested Dealer's Cost \$ 9.67

Suggested Retail Value \$14.50



No. HG-3

HOUSE & GARDEN KIT

Vinyl hang-up case with 3 clear vinyl pockets. Holds — Rose Pruner, Cut-and-hold Flower Shears and Multi-Purpose Kitchen Shears. May be rolled up for easy compact storage.

Suggested Dealer's Cost \$ 8.67

Suggested Retail Value \$13.00



No. GT-202

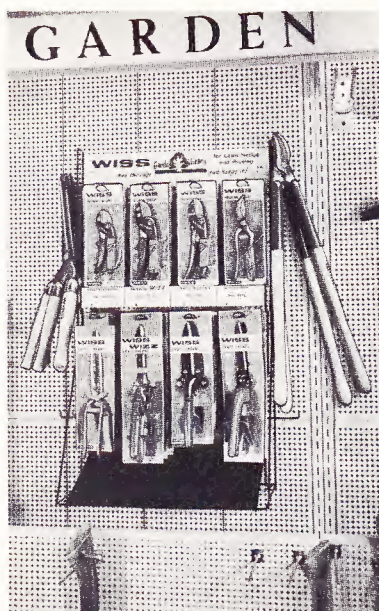
"GARDENER" KIT

Holds 3 essentials to good gardening: Grass Shears, Pruning Shears and 46 Page Pruning Guide.

† "Award Winner" NHMA's Design Competition.

Suggested Dealer's Cost \$5.34

Suggested Retail Value \$8.00



GT-67

WISS GT-67 GARDEN SHEARS MERCHANDISER

Consists of 10 different models for a total of 34 shears.
Suggested Retail Price of Assortment **\$126.92**
Suggested Dealer Cost **84.61**
Shipping Weight with assortment . . 49 lbs.

WISS GT-167 ROTARY GARDEN SHEARS MERCHANDISER

Consists of 16 different models for a total of 65 shears—PLUS 6 #711-G Grass shears **FREE!**
Suggested Retail Price of Assortment \$265.43
Plus 6 #711-G FREE 23.88
Total Retail Value **\$289.31**
Suggested Dealer Cost \$176.95
Cost of Display to dealer—offset
by free goods 21.00
Total Suggested Dealer Cost **\$197.95**
Shipping Weight with assortment . . 121 lbs.



GT-167

WISS GARDEN SHEARS MERCHANDISERS

SELECT THE WISS MERCHANDISER THAT BEST FITS YOUR STORE LAYOUT

These merchandisers mean volume sales because they're designed to fit your particular needs—because your "selling a line" not an item. Your customers can be sold on all four types of garden shears if they're exposed to them and can actually try them.

GT-67: A perfect starter or refill assortment. Only a low investment required for a minimum selection of best sellers. Ideal for wall or counter use—19½" wide x 34" high x 12" deep.

GT-167: Here's our most popular assortment and merchandiser. Its four-sided rotary design makes self service easy. Requires only 1½ square feet of floor space. 60" high. Illustrated stock cards are included for easy reordering and inventory control.

GT-267: We've put our most comprehensive assortment on a handsome rotary merchandiser to create a complete garden shears department in only 1½ square feet of floor space. It literally puts the turn in turnover and produces extra sales per foot. Stock cards are included for inventory control and easy reordering.

GT-367: It's a bin on wheels that makes volume sales a snap. It goes where the sales are: Garden tool center, nursery or lawn furniture department. Features the same popular assortment as the GT-167—31" wide x 62" high x 22" deep.

INDIVIDUAL CATALOG PAGES ILLUSTRATING THE ABOVE ASSORTMENTS ARE AVAILABLE UPON REQUEST.



GT-267

WISS GT-267 ROTARY GARDEN SHEARS MERCHANDISER

Consists of 21 different models for a total of 70 shears—PLUS 6 #711-G Grass shears **FREE!**
Suggested Retail Price of Assortment \$343.54
Plus 6 #711-G FREE 23.88
Total Retail Value **\$367.42**
Suggested Dealer Cost \$229.03
Cost of Display to dealer—offset
by free goods 21.00
Total Suggested Dealer Cost **\$250.03**
Shipping Weight with assortment . . 150 lbs.

WISS GT-367 MOBILE GARDEN SHEARS MERCHANDISER

Consists of 16 different models for a total of 65 shears—PLUS 6 #711-G Grass shears **FREE!**
Suggested Retail Price of Assortment \$265.43
Plus 6 #711-G FREE 23.88
Total Retail Value **\$289.31**
Suggested Dealer Cost \$176.95
Cost of Display to dealer—offset 21.00
Total Suggested Dealer Cost **\$197.95**
Shipping Weight with assortment . . 121 lbs.



GT-367

BUILD VOLUME SALES!!

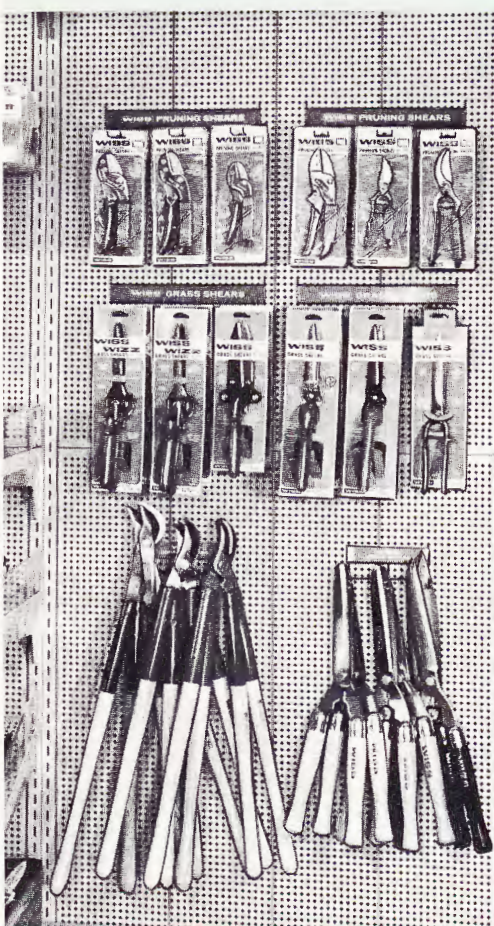
SPACE SAVER

GARDEN SHEARS ASSORTMENTS

Designed for flexibility, the SPACE-SAVER racks permit you to tailor your garden shears department to fit available wall space. All racks designed to display harmoniously with each other.

SPACE SAVERS FEATURE:

- Perfect refill assortments . . . ideal for branch stores.
- Grass and Pruning Shears are individually carded with hang-up holes.
- Hedge Shears with hang-up holes in blade.
- Stock control cards provided for easy reordering and inventory control.



SPACE SAVER ASSORTMENT SP-1

SPACE SAVER ASSORTMENT

SP-1

6 FREE SPACE SAVER RACKS AND INVENTORY CONTROL CARDS WITH EACH ASSORTMENT

Shipping weight with assortment 89 lbs.

Total Suggested Retail Price of Assortment **\$265.43**

Total Suggested Dealer Cost **\$176.95**

ITEM ASSORTMENT	Stock No.	Quantity	Sugg. Retail, ea.
GRASS SHEARS 2 Free Space Saver Racks	5600	6	\$4.50
	711-G	6	3.98
	702	6	3.50
	701	6	2.95
	502	6	1.99
PRUNING SHEARS 2 Free Space Saver Racks	68	3	4.75
	908	6	3.95
	607	3	3.75
	708	6	3.50
	707	3	3.25
HEDGE SHEARS 1 Free Space Saver Rack	9½E	2	7.95
	8SC	2	5.98
	8A	4	4.95
LOPPING SHEARS 1 Free Space Saver Rack	322	2	6.95
	222	2	6.25
	120	2	4.95

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MORE SPACE SAVER ASSORTMENTS TO CHOOSE FROM!

- 2 GRASS SHEARS
- 2 PRUNING SHEARS
- 2 HEDGE SHEARS
- 2 LOPPING SHEARS

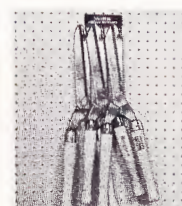
ASSORTMENTS	SUGG. RETAIL	SUGG. DLR. COST	SHIPPING WEIGHT
GR-1 (6)-711G/(3)-701/(3)-801	\$38.70	\$25.80	13
GR-2 (6)-702/(3)-502/(3)-8702	41.82	27.88	10
PR-3 (6)-708/(3)-707/(6)-908	54.45	36.30	12
PR-4 (3)-607/(3)-68/(3)-609	42.00	28.00	9
HS-5 (2)-8-H/(2)-8-C/(2)-8-A	23.80	15.87	14
HS-6 (2)-8-SC/(2)-9½-E/(2)-9-A	41.36	27.58	16
LS-7 (2)-222/(1)-322/(1)-120	24.40	16.27	12
LS-8 (2)-19-BF/(1)-324-T/(1)-318-SA	28.45	18.97	13



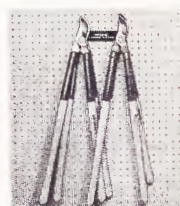
GR-1



PR-3



HS-5



LS-7

PROMOTION SPECIALS ASSORTMENT of Nationally Advertised Numbers

WPS-1

Regular Suggested Retail **\$144.46**

Regular Dealer Cost . . . **\$ 96.31**

Special Dealer Cost **\$ 86.68**

SHIPPING WT. WITH ASSORTMENT 50 LBS.

Item	Stock No.	Quantity	Reg. Sugg. Retail	Sugg. Retail each Promotion Price
Grass Shears	711-G	12	\$3.98	\$2.98
Pruners	708	12	3.50	2.69
Hedge Shears	8A	6	4.95	3.69
Lopping Shears	222	4	6.25	4.69



WISS PACKAGING HAS EYE APPEAL! IT'S PROTECTIVE...IT'S INFORMATIVE!

- **WISS Pruning Shears**—self service package...individually carded in clear, reusable vinyl envelope. Protects merchandise and permits customer to try shears.
- **WISS Grass Shears**—Individually carded for modern, self service operation.
- **WISS Hedge Shears**—Features exclusive "hang-up" hole in blade. Ideal for merchandising or storage.
- **WISS Lopping Shears**—Balanced to hang from pegboard or hook.

WISS PRODUCTS ARE EASY TO SELL!

WISS quality is pre-sold for you by consistent, attention-getting National Advertising. Tie-in with this tremendous exposure with consumer flyers, newspaper advertising and in-store promotions.

CAPITALIZE on the exceptional consumer acceptance of the famous WISS name. WISS products: Shears, Scissors, Pinking Shears, Garden shears and Metal Cutting Snips are

seen and used by millions of Americans everyday. Get your share of this profitable business...Trade up to WISS!

WISS HAS THE EDGE ...AND KEEPS IT!®

SALES TIPS

TALK ABOUT: Hot drop-forging—the finest method of fabricating steel to provide toughness and edge holding properties.

The following WISS products are hot drop-forged:

Grass shears 5600, 5600-R

Pruning shears 609, 808, 68, 608, 607

Hedge shears, 9½-E, 8½-E, 9-A, 218

Lopping shears 230, 224-T, 324-T, 19-BF

TALK ABOUT: Fine cutlery steel. All WISS products are made of selected steels with the qualities needed to provide excellence in use.

TALK ABOUT: Professional quality. WISS products for home users are the same tools selected by professional and commercial users.

TALK ABOUT: Customer testing. Let your customer test the cutting capacities of the various tools. Use dowels for testing pruning and lopping shears, burlap or corrugated cartons for grass shears, ¼" plywood for hedge shears.

TALK ABOUT: Convenient latches on grass and pruning shears, in most cases located for one hand operation.

TALK ABOUT: Ease of cutting. Proper edging and blade thickness, bolt location and polishing provide unparalleled

ease of operation. Consequently less bruising of plant growth.

TALK ABOUT: Guarantee. All WISS products are guaranteed against defects in workmanship or material.

TALK ABOUT: Natural grips for most comfortable use of hedge and lopping shears.

TALK ABOUT: Vinyl comfort grips on pruning and grass shears.

TALK ABOUT: Efficient shock absorbers on selected numbers of hedge and lopping shears.

TALK ABOUT: Convenient hang-up holes in hedge shears blades. Ideal for merchandising or storage.

TALK ABOUT: Mechanically assisted power, floating blade action, makes the toughest cutting easy, as for example shears 711-G, 8702, 702, 502, 901, 902.

TALK ABOUT: Price range. There is a WISS garden cutting tool for every customer's spending level.

TALK ABOUT: Selecting the proper tool for the job to be done and refer to catalog page for specific information about each WISS product.

J. WISS & SONS CO. 33 Littleton Avenue, Newark, N. J. 07107, U. S. A.