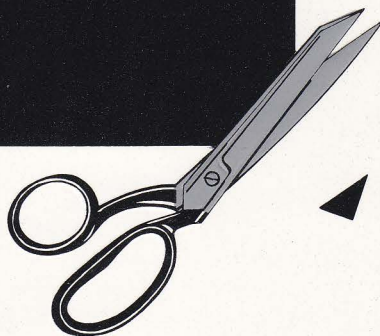
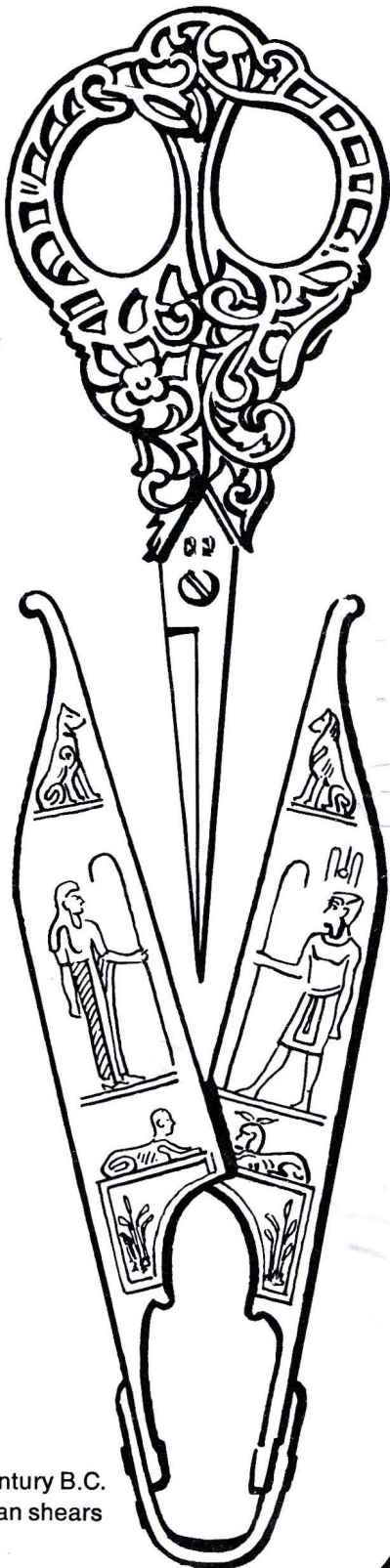


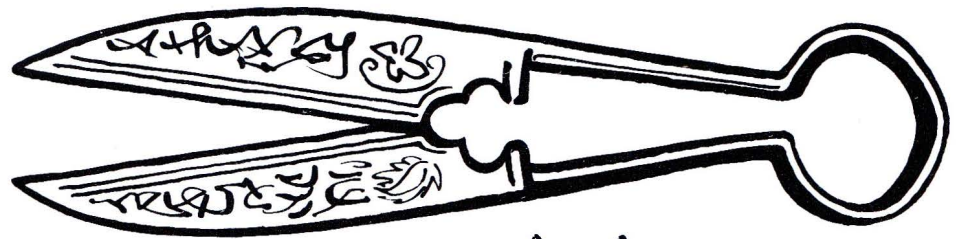
WISS
The Edge of
Excellence
since 1848



19th Century Italian scissors



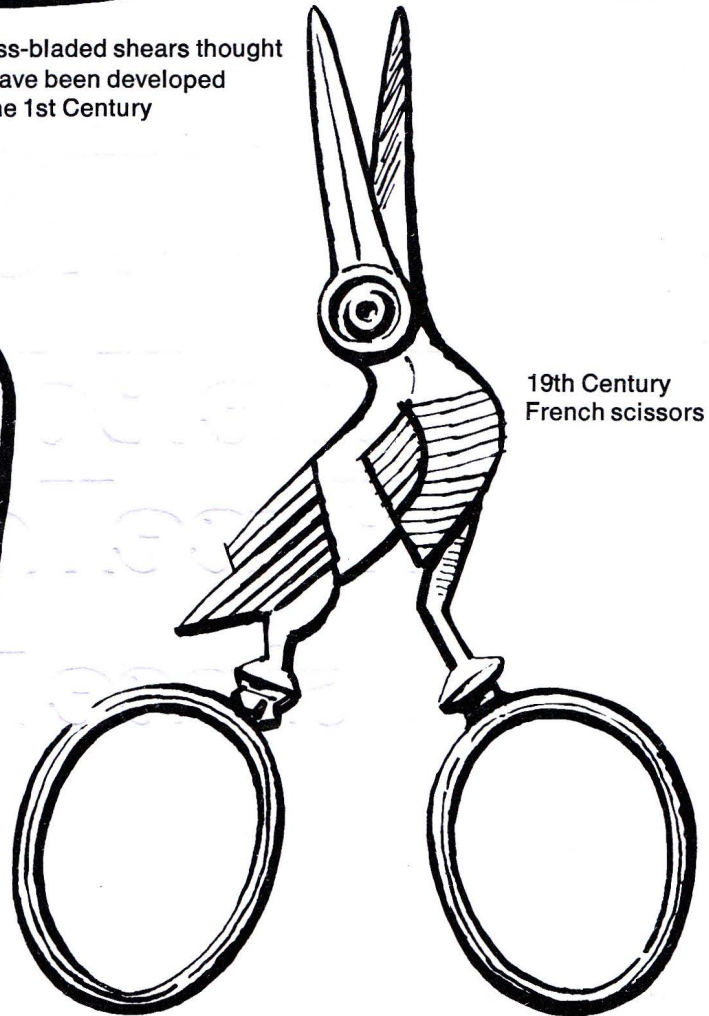
16th Century bow-spring design



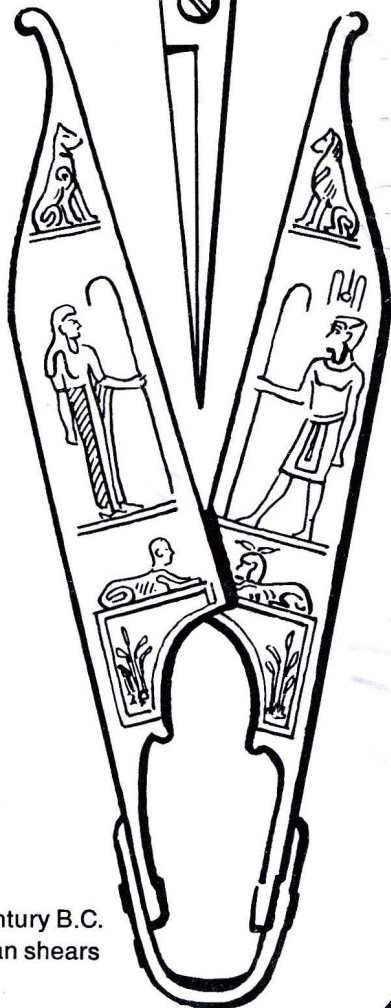
Cross-bladed shears thought to have been developed in the 1st Century



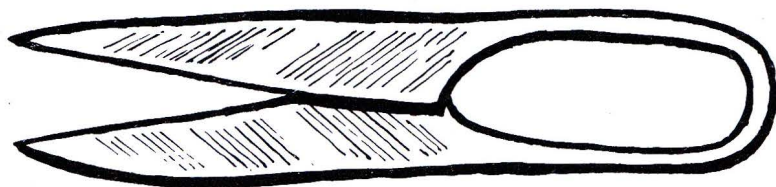
19th Century French scissors



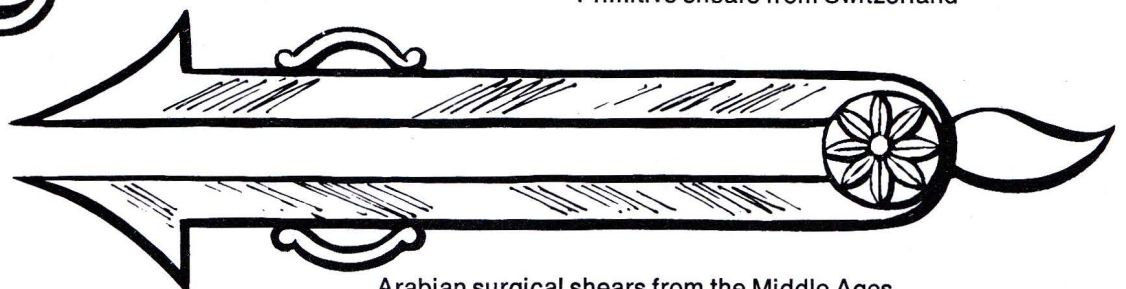
3rd Century B.C. Egyptian shears



Primitive shears from Switzerland



Arabian surgical shears from the Middle Ages



The Recollection of Quality remains long after price is forgotten

These words hung in the office of Frederick Charles Wiss, son of Jacob Wiss who founded J. Wiss & Sons Co. in Newark, New Jersey, in 1848. With simple eloquence, they tell the story of Wiss policy and Wiss products over the 125 years of the Company's existence.

Wiss has grown and prospered since 1848. Five generations of the Wiss family have been active in the management of the Company. There have been wars, depressions, fierce competition, lean years and rewarding years. Through it all, Wiss has kept as its cutting edge in the marketplace a standard of excellence second to none. Indeed, Wiss products *are* the standard of excellence.

To commemorate its 125th Anniversary and to honor its employees and its customers, Wiss presents this booklet with pride in the past and a pledge of continued quality craftsmanship in the future.

Nature made the first cutting edges—sharp stones, including flint. And over the years, early man found that he could sharpen flint better than nature could.

Shears and Scissors through the Ages

The earliest known appearance of opposed cutting edges—as in shears and scissors—occurred in the Celtic culture of the La Tene period, circa the Third Century B.C. Graves in France and in northern Italy have yielded shears dating back to this latter phase of the Iron Age. But other cultures must surely have made a parallel contribution. A pair of handsome bronze shears, inlaid with silver, survives from Egypt's Nile Valley, also in the Third Century. Early Oriental cultures were also shears users and Greek mythology has its Atropos, one of the three Fates, whose gloomy task was to snip the thread of life.

Ancient shears were principally used for clipping wool from sheep. In early times, a common characteristic was their design. A single bar of bronze or iron was flattened into blades at either end, then the bar was bent to a springy U-shape so that the blades worked against each other under hand pressure. There were variations, of course, as time went on. During the First Century, A.D., craftsmen of Pompeii riveted blades of iron to a bronze spring, while the Egyptians devised detachable blades to facilitate sharpening. Later the end of the "U" was expanded into a partial circle—as with some sugar tongs of today—so as to give the spring greater range without increasing its width. Ultimately, cross-bladed or pivoted shears were developed, probably during the latter part of the First Century A.D.

The seeds of today's manufacturing techniques were said to have been sown in the Thirteenth Century with the establishment of the cutlers' guilds in Europe. The guilds developed an exacting system of apprenticeship and an emphasis on individual craftsmanship which characterizes the industry to this day. Craft standards were maintained by the guilds and secrets zealously protected. Sons typically followed in their fathers' footsteps, and so the lore of shear-making passed down through families.

The great cutlery centers were Sheffield, England, Solingen, Germany, and Thiers, France. They had a common asset in the availability of power from nearby rivers to turn their wheels, and they had a common problem in the unpre-

dictability of the metal produced by the smelting facilities of the time. Up to the Eighteenth Century, a crude steel was made by repeatedly spreading charcoal on red-hot iron bars, then hammering the residual carbon into the bars. In 1870, however, Benjamin Huntsman of Sheffield produced a crucible steel by dissolving carbon in molten iron. First rejected by local cutlers as too tough, the new metal—forerunner of today's open-hearth steel—soon proved its superiority.

While the grinding of fine blades remained the first priority, much artistry was also lavished on the handles. French scissors of the Eighteenth and Nineteenth Centuries sported handles in the shape of birds, castles and ladies' legs. Persian and Austrian scissors often featured animals. Italian versions favored delicate fretwork. Fine design, along with fine workmanship, was the artisan's personal signature.

From this lineage of craftsmen came Rochus Heinisch of Austria and Jacob Wiss of Switzerland, both of whom were to emigrate to America and found an enterprise which made Newark a world center of superior cutlery.

If Jacob Wiss ever had a power failure in his first cutlery shop at 9 Bank Street, Newark, he knew where the problem lay: The dog was tired.

The Edge of Excellence Since 1848

It was 1848 and steam power had not yet come to Bank Street. Jacob ran his grinding and polishing wheels with a belt connected to a treadmill, and the treadmill was powered by a St. Bernard.

Jacob Wiss had come to America from Switzerland in 1847 and gone to work for Rochus Heinsch, an Austrian who had already established a thriving cutlery business in Newark. A year later, Jacob struck out for himself and began to build a business and a reputation for superior and durable shears.

Wiss steps out in front

By the time the War Between The States erupted, the Wiss shop had twice been moved to larger quarters on Bank Street, and the St. Bernard had been replaced by steam. The military looked to Wiss and his craftsmen for scissors to cut surgical dressings, and for tailor's shears to cut uniforms. Improvements in design and manufacturing techniques stemming from this war work were put to good use in the years that followed, when the advent of the sewing machine and of inexpensive textiles expanded the market for women's sewing scissors.

The post-war era also saw the emergence of America as the acknowledged leader in a field once dominated by shears and scissors from Sheffield, England. As American tailors soon became well aware, Sheffield products simply could not match Newark quality for strength, balance and cutting edge.

Frederick Charles Wiss, who had succeeded his father Jacob upon the latter's death in 1880, lost no time in publicizing this superiority with an aggressive sales program both in this country and abroad.

If Frederick needed further proof that Wiss was the hallmark of quality, he got it in Sheffield itself—the capital of English cutlery—during one of his trips abroad. "Let me see your finest pair of shears," he said to the Sheffield clerk. The clerk, noting Mr. Wiss peering into a large case of Sheffield wares, said, "You'll not find them in there, sir." He reached under the counter and pulled forth a single pair. "These are the finest shears available anywhere." Frederick focused on the Wiss trademark with deep satisfaction.

drop forging revolutionizes the industry

In 1906, Wiss merged quality with indestructibility. At the Littleton Avenue factory in Newark, the first power drop-hammers for hot drop-forging steel shears frames were installed. With this development, Wiss was able to weld tough high-

—Where it all began on Bank Street,
Newark, N.J.

WISS

carbon steel blades to strong frames of softer, more malleable steel resulting in an end-product that was virtually unbreakable.

Six years later, Frederick Wiss pushed his business another step forward with an innovation then thought to be impossible. At this time tailor's shears were still being made with malleable iron handles which tended to break. Wiss decided to forge the tailor's shears of steel, but expert tool and diemakers said it couldn't be done. Wiss persisted, and after numerous failures, the new Wiss-perfected steel forged method revolutionized the industry.

merchandising and the march to leadership

With the perfection of the drop-forged method of manufacturing quality shears and scissors in quantity, Frederick Wiss decided to take his story directly to the consumer. At this point a national advertising campaign was launched and Wiss products, formerly released solely through cutlers and grinders, were placed on sale in hardware stores.

There was resistance at first. Merchants were used to lower-priced imports from England and Germany. But the superior Wiss products, well promoted, found their way to leadership.

By 1914, this leadership was to encompass not only quality, but quantity, for J. Wiss & Sons in that year bought out R. Heinisch Sons Company, thus becoming the world's largest producer of fine shears and scissors.

the debut in department stores

The boom imposed on the cutlery industry by World War I was quickly followed by the post-war bust. The United States sought to aid Germany by permitting duty-free imports of various items—including shears and scissors.

Fortunately superior Wiss quality survived this cut-rate competition, and sales-minded Frederick took a look at the expanding world of department stores which had blossomed in the wake of the war.



—The first power drop hammers were installed in 1906, a major step that revolutionized the industry.



—St. Bernard dog in a treadmill supplied power for the first grinding and polishing wheels.

Distribution through department stores proved to be the acid test for Frederick's motto: "The recollection of quality remains long after price is forgotten." At the outset, buyers geared to dealing in the cheaper imported scissors and shears felt that the public was not prepared to pay for the superior workmanship inherent in Wiss products. They were wrong.

The American consumer had had enough of blades that would not hold an edge, of handles that pinched, of pivot screws that came loose, of breakage and especially of shears that as often as not—spoiled the fabric it was supposed to shape. As buyers became aware of consumer insistence on Wiss quality, product displays were soon commonplace in leading stores across the nation, and sales climbed.

serving national defense effort

Frederick Wiss died in 1931 and was succeeded in the presidency by his oldest son, J. Robert Wiss. There were two significant product developments in the Nineteen Thirties. In 1934, Wiss introduced pinking shears with zig-zag edges designed for the sewing industry to keep hems from unravelling. In 1939, the Company brought out its new Metalmaster® line of cutting tools for the industrial market.

Then, two years later, came Pearl Harbor and subsequently a big demand for Wiss products in many phases of the war effort. The military looked to Wiss for scissors to cut surgical dressings and

for shears to snip metal for tanks, cut uniforms, make parts for airplanes and ships, and cut wire for radar and radio equipment.

further expansion and diversification

In 1948, Wiss celebrated its 100th anniversary. It remained the largest producer of quality shears and scissors, but it was not content to let matters rest there. The first quarter of the Company's second century was to see substantial growth in plant facilities, major diversification into new product lines complementary to the shears and scissors business, and a dramatic increase in sales.

After Richard R. Wiss had become the fourth-generation president in 1955, a second plant was opened in Maplewood, New Jersey, primarily to centralize and expand production of garden shears. This plant achieved a reputation for fine craftsmanship in the manufacture of cutting instruments for grass, hedges, shrubbery, flowers and trees; its products are notable for ease of action, precision and dependability.

Within another 10 years, in 1966, the Wiss Company had purchased a maker of farm and garden tool replacement handles. This was the Crook-Miller Company of Ohio which brought to Wiss their superlative Northern white ash handles—durable, resilient and ideal for the longer shears used in trimming hedges or shrubbery, in pruning and in lopping larger branches and vines.

The year 1970 saw two more significant developments. Wiss purchased the 133-year-old Boker Manufacturing Company of Maplewood, producers of the famous Boker Tree Brand pocket and hunting knives, thus joining two of America's oldest and finest teams of cutlery craftsmen. Wiss also completed an expansion program which included a new administration building on West Market Street, Newark.

In its 125th Anniversary Year, 1973, Wiss elected a new president and chief executive officer, Paul G. Richards. The founding family continues to be ably represented by Frederick D. Wiss, executive vice president and treasurer, and by Kenneth B. Wiss, vice president-marketing and secretary—fourth generation members who joined the company in 1947. Since 1967, there has also been a fifth generation Wiss serving the firm: R. Garin Wiss, who is product manager of garden shears.

Through all the years, Wiss has constantly kept and renewed its dedication to quality. It means to continue to do so.

The edge of excellence begins in the mind of the maker. It begins with the craftsman's commitment to the best.

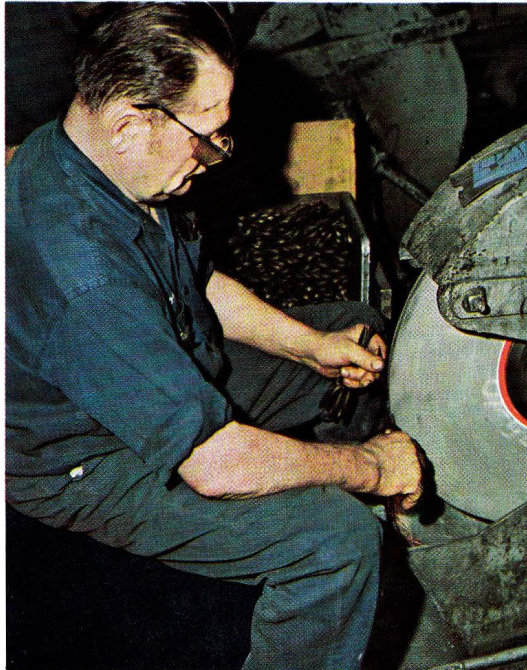
The Story of Wiss Quality

This sense of dedication runs strong at Wiss where—as in the ancient guilds—it is not unusual for son to succeed father at the forge or the polishing wheel. Pride of workmanship is matched by depth of experience, and the cumulative time that Wiss craftsmen have spent developing their skills would run to several hundreds of years.

On this foundation, Wiss has built a comprehensive knowledge of metallurgy and of the physics of the cutting edge in relation to a broad spectrum of materials. The result is a line of shears, scissors and snips whose quality may fairly be said to be unequalled.

the INLAID® process

There have been many technical innovations in the manufacture of Wiss products. One of them is the INLAID blade. Where ordinary shears are typically of one-piece steel construction, Wiss, by a special process welds high-carbon steel blades to hot drop-forged steel frames. This double-forging technique results in a long-lasting cutting edge impossible to obtain in run-of-the-mill shears.



—Grinding is one of the many examples where handcraftmanship continues to make the difference in the manufacture of Wiss products.

blades paired from birth

In all scissors, shears and snips, the opposed cutting surfaces obviously must work together as a "team". No metallurgical alchemy and no amount of sharpening will suffice to make an effective cutting instrument out of two blades which are mismatched.

Wiss long ago ruled out the "malocclusion" (as the dentists would put it) which often occurs in ordinary mass-produced cutting tools. Wiss craftsmen, from the beginning of the manufacturing process, make blades in matching pairs—keeping them together every step of the way until they are "wedded" by the pivot that ultimately joins them.

This careful procedure is the customer's assurance that the blades are not strangers to each other, but are made to be, and remain, in perfect adjustment.

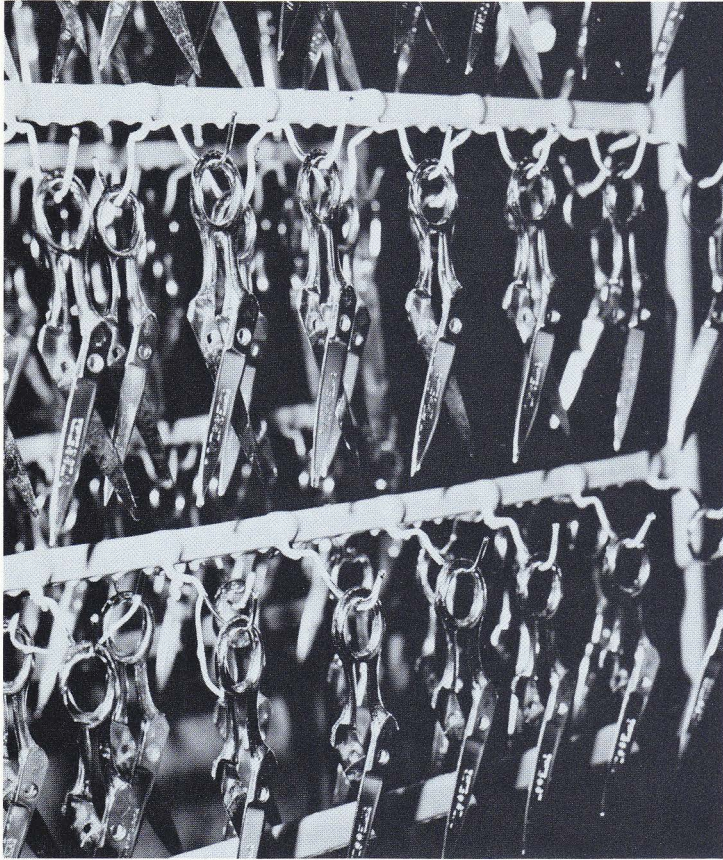
On the average, there are more than 150 operations required in the manufacture of a pair of shears, and about the same procedure is used in the making of a pair of scissors, except the welding process is omitted.

The major steps are die and tool making, forging, grinding, heat treating, polishing and finishing, in that order. At each step the key element is the individual hand-craftsmanship for which Wiss products are renowned throughout the world.

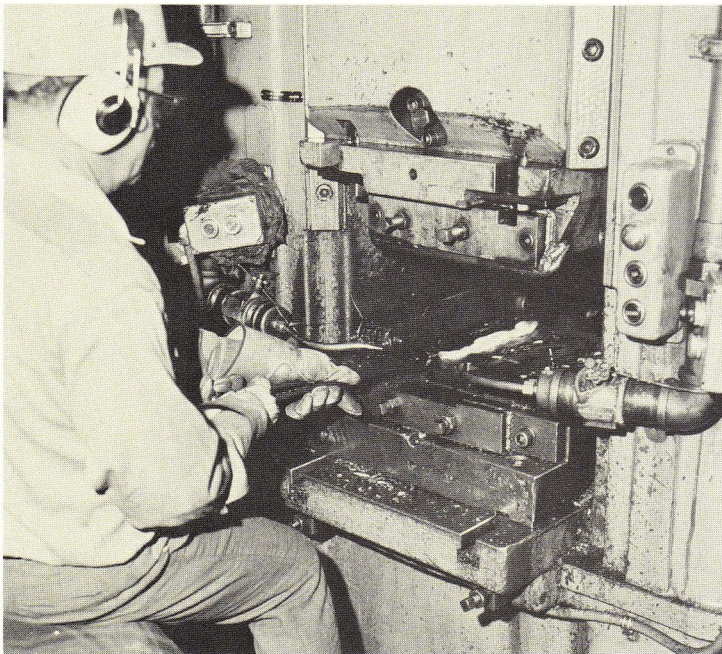
the Set-Easy™ pivot

Another Wiss quality feature is the patented Set-Easy Pivot* used to join the blades of INLAID shears. Unlike riveted shears in which the pivot is permanently fixed in place, the Set-Easy series allows the user to adjust the run of the shears to his or her own liking. Furthermore, this pivot may be removed so the blades can be properly resharpened.

*Patented



—Before final assembly, blade and handle are fully nickel plated to prevent rust, and to provide a quality product that will retain its attractive appearance and insure high performance after extensive use.



—Hot drop-forging requires the use of power hammers weighing up to 2,500 lbs. In this operation, red hot bars of cutlery steel are drawn and forged in the dies and represent the first manufacturing step in developing the edge of excellence.

what goes for the seamstress goes for the gardener

Garden shears—grass shears, pruners, hedge trimmers, loppers and the like—are sometimes thought to be the poorer country cousins of the precision shears and scissors used in the home.

The Wiss Maplewood plant takes a different view, according the same care and craftsmanship to garden equipment as is given to fine scissors for fashion. The best cutlery steel is used—and Wiss quality is especially evident in the development of features designed to give maximum efficiency with maximum comfort for the user.

Of the many advances in garden shears technology at Maplewood, two might be singled out. One is the use of the Dupont blade finish, Teflon-S®. This coating is self-lubricating so that the gardener is spared the annoyance and extra effort involved in excessive friction or blades sticking together. The coating also prevents rust and permits easy cleaning.

A second development is the neoprene shock absorber used on heavier pruning and lopping shears. Placed at the heels of the blades, the neoprene cushions the impact of the closing blades and so reduces muscle fatigue.

Whether for gardening, home sewing, handi-crafts or for industrial use, product excellence is the overriding consideration.



—Final inspection: shears undergo rigid cutting tests and examination before packaging.



The Creative Cut

The Nineteen Seventies may one day be celebrated as the age of self-expression, of individual creativity. We play our own guitars. We photograph. We paint. We do our own repairs—or try to. We practice high chemistry in the kitchen.

We've resurrected hand crafts. And, increasingly, we make our own clothes—which is perhaps the most individualistic, self-expressive art of all.

More than 55 million women are said to be sewers, most of them on the sunny side of 30. They turn out more than one in three of all women's garments made today, creating an annual market for fabrics, notions and patterns estimated at over \$3 billion—and growing.

the new variety in fashions

The surge in sewing stems partly from the new profusion of patterns and materials. The basic blouse, skirt or dress is no longer the whole show. Today's innovative woman, making the most of the new man-made fabrics, is turning her hand to jackets, bodysuits, vests, ponchos, belts, tote bags, swimsuits and even lingerie.

For material, she draws from a veritable grab

bag of wovens and non-wovens — polyesters, corduroy, denim, canvas, knits, velours, vinyl, leather, fun fur. Accordingly, she needs a variety of shears and scissors designed for these materials. For accurate pattern-cutting is the critical first step in the making of any garment.



—New hardened pinking shears were especially designed for use with polyesters and other synthetic fabrics.



—Where cutting is the assignment, Wiss will see to it that the human hand is never without the high-quality products to get the job done.

to meet the need . . . a wardrobe of shears

Wiss meets this need with a complete line of creative products. In its family of shears there are dressmaker shears for cutting silk, wool, linen and cotton; and there are knife-edge shears—one blade ground extremely sharp—for polyesters, acrylics, double-knits and other synthetics. Dressmaker shears have bent handles, permitting the lower blade to lie flat on the table so that pattern and fabric layouts are undisturbed. And now pinking shears, with their traditional zig-zag blades, have been especially hardened, thus enabling the sewer to save time by cutting paper patterns and finishing seams all at once.

For sheer fabrics, lingerie shears are the answer. Their long, narrow blades—one serrated to prevent slipping and stretching—trim close to the stitching line, while a finger guide assures accuracy. At the other end of the range are canvas and other heavy fabrics which require finishing touches inside the garment—easily mastered with Wiss' sturdy tailor's points.

Where fashion departs from the straight line, there are pinking and scalloping shears for decorative, ravel-resistant edges on all types of fabrics—especially in trim and applique designs. Friction and finger fatigue are minimized by a special ball-bearing pivot for the blades.

. . . and of scissors

Basic to home fashion are sewing scissors. There are five-inch and six-inch models with one sharp point and one blunt point to prevent snagging when trimming fabric. There are also sewing scissors from 3½ to 6 inches long which are designed for other special sewing needs.

Another important cutting tool for the home fashion designer is embroidery scissors which have extremely slender blades with needle-sharp points. These features are essential in embroidery and fine needlework of any kind, and they have also endeared themselves to those whose hobby is decoupage, papier tole, collage, or other intricate crafts.

A recent and versatile addition to the sewing scene is the Quick-Clip® Speed Cutter—an especially efficient tool at the sewing machine. Easily palmed so that the fingers are largely free for other chores, the Speed Cutter snips thread cleanly at the beginning and end of every stitching line. A small but important labor-saver is the spring action which instantly and automatically reopens the blades after each cut. The stainless

steel blades—available with sharp or blunt points—are replaceable.

shear buccaneering

The seamstress of the house faces a constant threat which might be called "shear buccaneering". Analogous to bulb snatchers, shear buccaneers—mainly non-sewers—remove sewing scissors from the sewing basket for various purposes of their own: cutting twine, say, or cardboard or opening boxes. Their intentions may be good, but they never return their loot to the sewing basket.

shears for all seasons

The best defense against these predators is to stock the house with some of the many shears developed by Wiss for nearly every domestic cutting job. One such is household shears, a multipurpose cutting tool which has been a favorite in American homes for years. Another is kitchen shears.



—For fun fur polyester, and other miracle fabrics, today's sewing enthusiast relies on special knife-edge shears.



—Pinked and scalloped edges add graceful touch to home furnishings,

Kitchen shears, first of all, catch the housewife's eye because they come in five different decorator colors. More important, they can cut nearly everything around the house — not only twine, rope and cardboard; but also poultry, fish, celery, lettuce, etc. As an added attraction, serrated jaws on the handle side of the pivot can be used to crack nuts or unscrew reluctant jar tops.

crafts and cuticles

Embroidery scissors, as noted, and cuticle scissors are perfect for the intricate paper-cutting of papier tole and decoupage.

Collages—with their layered use of many materials and fabrics — gain an added decorative dimension when cut with pinking or scalloping shears. The re-glorification of the empty egg as a niche for artistic figures and scenes makes cuticle scissors a must for the delicate cutting of the oval window in the shell.

This is not to say that cuticle scissors should be taken off their regular job. They are part of a complete Wiss line for personal care which in-

cludes scissors for nails, nose, moustache and pedicure, nippers for cuticle and nails, and clips and tweezers.



—Quick-Clip® Speed Cutters. A convenient, versatile tool for a myriad of home cutting projects.

Wiss makes it easy for the gift-giver confronted by Christmas, birthdays, graduations, anniversaries or any other occasion.

A Galaxy of Gift Sets

There are beautifully styled sewing sets designed for everyone from the beginner to the advanced dressmaker. Handsomely packaged or cased in zippered top-grain cowhide or simulated leather available in decorator colors, the sets contain two, three or four pairs of scissors and shears. The Heritage set, for example, features four matched cutting instruments—seven and a half-inch pinking shears, seven-inch dressmakers' shears, six-inch sewing scissors and four-inch embroidery scissors.

Wiss has a way with grooming, too. For travelers or stay-at-homes, there are ladies' manicure sets cased either in luxurious genuine cowhide or in rich-looking simulated leather. Everything from cuticle scissors to nail files are snugly fitted within.

Wiss also offers a full line of men's grooming kits—mostly in soft, top-grain cowhide. Every necessity for the well-turned-out male is represented—nail nippers, clips, and files; cuticle and nose scissors; pushers, cleaners, scrapers and tweezers.

Even mayors and governors can look to Wiss for individually boxed gold-plated ceremonial shears when ribbon-cutting is the order of the day.



—Heritage typifies the line of beautifully styled gift sets.

WISS



The Industrial and Professional Cut

You know about your tailor and seamstress. Now meet a few other people who depend on shears and scissors in their respective fields. Carpet layers, draftsmen, shoemakers, upholsterers, tire makers, barbers, bookbinders, cartographers, bandage makers, garment workers, florists, paperhangers, leather workers, food processors, editors, art directors, dental technicians, electricians, auto workers, canners, tinsmiths, plumbers, roofers, sail-makers and fly-tiers (as in fishing).

special cutting tools for specific jobs

Wiss not only manufactures a long line of industrial shears and scissors custom-designed for the specific job; its engineering staff stands ready to meet changing requirements through adaptation of existing products, or the development of new ones.

Representative of the variety of designs required by industry are these random samples:

For picking and thinning grapes, there are shears with curved blades with a spring for automatic re-opening.

For auto body trimming, there are shears with short heavy blades and longer handles for extra leverage.

For rugs, there are shears with offset handles, thin sharp points and perfect balance for spreading or clipping thread loops and levelling threads with minimal effort.

For radio and television manufacturers, there are scissors with narrow pointed blades for cutting wire filaments.

For custom tailors, there are shears ruggedly constructed for precision cutting on heavy or light fabrics.

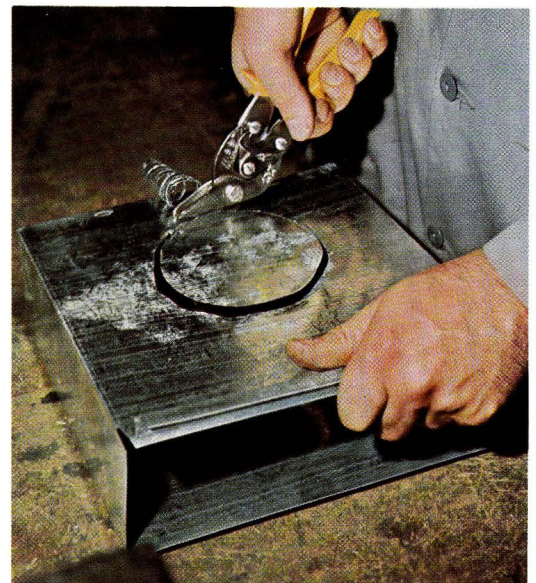
the essential metal cutting snip

In the gallery of cutting tools for industry and the do-it-yourselfer, one of the most important is the metal cutting snip—a Wiss specialty of long standing. Like Wiss scissors and shears, snips are hot drop-forged of the finest cutlery steels. Similarly, many have INLAID blades in which two kinds of steel are combined to produce ruggedness and lasting keenness. Also of great durability and cutting efficiency are the Wissaloy® Steel Snips which utilize an exclusive Wiss formula of extra-strong, extra-tough steel. The INLAID models, with high-carbon cutlery steel welded along the full face of each blade,

are the traditional choice of skilled professionals. The ruggedness and durability of the INLAID metal cutting snips meet the exacting needs of the sheet-metal worker, roofer, plumber, mechanic, tinsmith or furnace installer. The solid steel counterparts of INLAID snips are of one-piece hot drop-forged construction. They are hardened, ground, edged, adjusted and pivoted to provide a tool of efficiency and durability to meet the needs of the man who wants a good cutting tool for his home workshop.

Of special interest to the professional is the Metalmaster® line. These snips have blades of molybdenum steel and handles of electric-furnace alloy steel with strength far beyond the limit of the hand power that can be exerted. The compound action of Metalmasters makes the cutting of metal easy, with only half of the effort that would be required with ordinary metal cutting tools in handling such fixtures as cornices, leader boxes, flashing, air conditioning ducts, kitchen cabinets, and metal signs. The élite of the Metalmaster group is a series with specially hardened blades to cope with space-age metals like titanium, stainless steel and inconel.

The snip family has several segments. There are straight or “regular pattern” snips designed for cutting straight ahead as the name suggests. There are “combination pattern” snips which can cut straight or curved patterns. There are “curved blade” snips which cut curves or circles to the left or right. There are heavy duty “bull-dog” snips which have long handles and short blades for maximum leverage on heavy-gauge metals.



—M41-R: compound action metal cutting snips cut with amazing ease.

a pair of proud snip newcomers

A relatively new arrival on the Wiss snips scene is the Metalmaster pipe and duct snips designated M-41R, first introduced in 1966. Like the rest of the Metalmaster series, these have compound action in which hand power is transmitted first to a center screw, then to the blades. M-41R is a unique engineering development because it cuts sheet metal ducts of any shape—round, square or rectangular. It slices through as many as five seams without difficulty. It cuts flat sheetmetal stock and vinyl tile with amazing ease and without distortion of the cut material.

The point of the blade is extra sharp for piercing metal to facilitate the start of hole-cutting in ducts or other surfaces. Offset vinyl comfort handles afford ease of handling and greater protection.

Another popular tool is Metal Wizz® (MPC-3) utility snips which made its debut in 1963 and is to the home craftsman what the M-41R is to the professional. With the same compound action and the same comfortable vinyl grips, Metal Wizz Snips are a veritable Jack-of-All-Trades around the house—its serrated sure-grip blades ideal for cutting downspouts, weather stripping, wire, metal strapping and the like, and for doing all kinds of repair and maintenance, again with half the effort of the standard snips.



Wiss Goes Gardening

If you have a green thumb, nothing will please it more than to tuck a Wiss garden tool in your palm. The Wiss Company has long been specialists in making shears for clipping grass, pruning, trimming hedges and shrubbery, and generally grooming the greenery. The Wiss line stresses ease of operation, comfort in the hand, high-quality cutting and long, trouble-free service life.

barbering the grass

What the lawn mower doesn't get, the shears must—and Wiss has a number of them to suit any hand or pocketbook. An important extra on many models is a coating of DuPont's Teflon-S® on the blades. First utilized by Wiss in 1967, Teflon-S provides a self-lubricating, friction-free finish which is easy to clean, will not stick and helps to prevent rust.

Other models feature blades of Wissaloy steel, coated or uncoated, and many have patented floating blade action. This action makes it easy to cut the toughest grass; the power of the hand is mechanically assisted in such a way that power is actually increased as the grass offers more resistance.

Wiss shears also commonly offer comfortable vinyl grips, convenient positive latches to lock the blades closed in storage, and hang-up holes so the tool can be readily put away on a nail or hook. One model, aptly called the Backsaver®, mounts shears at the end of a long tubular handle. One simply walks and cuts with no stooping, while the shears ride close to the ground on a pair of wheels.

perfection for pruning

Wiss pruning shears can be generally divided into two types: those in which a single cutting blade opposes a flat anvil, and those which have a hook-and-blade pattern.

There is a model for every kind of pruning—from heavy cutting to lighter precision work like that required in rose cultivation. In the anvil models, two of which utilize Teflon-S coating on the blades, the anvils are self-aligning and many have parts which are replaceable. In all models, the emphasis is on power, ease of cutting and durability. The key is Wiss's insistence on the finest cutlery steel, hot drop-forged, hardened, tempered and hand-edged.

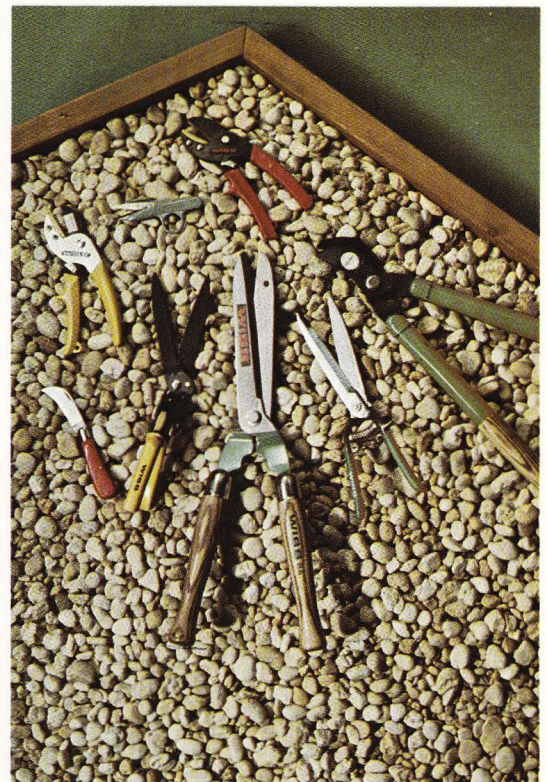
As with the grass shears, contoured vinyl grips and hang-up holes insure comfort and convenience.

the light touch for flowers

For lighter pruning and trimming in the flower garden or orchard, Wiss has flower shears with long narrow blades for cutting in thick growth. The versatility of these same shears has won them favor among florists who find them handy for a variety of cutting jobs in assembling displays.

A sister tool which helps keep the fun in flower picking and arranging is cut-and-hold shears. You simply clip the stem and the flower stays put between the stainless steel blades until you're ready to drop it in a basket or vase. Anyone who has run afoul of thorns while picking roses will appreciate the beauties of this little instrument.

Smallest of the flower-fancier's helpers is the lightweight Flower Clipper—an exceptionally versatile device which fits in the palm of the hand and is held there by a finger ring. It is so designed that it need not be put down as you snip flowers, ribbons or wrappings, or perhaps do a bit of light trimming or budding. The stainless steel blades of this 4¾" wonder are replaceable, and they have an automatic spring action which instantly reopens them for the next snip.



—Green thumb enthusiasts have long known the pleasures that Wiss shears bring to gardening.

WISS

keeping hedges and shrubbery in trim

Ruggedness is the distinctive characteristic of Wiss shears for hedges and shrubbery. It is inherent not only in the hardened, ground and edged steel blades, but also in the fine handles of select Northern white ash.

For hedge and shrubbery work, one shear blade is typically serrated to prevent slippage, and notched to provide a sure cut on heavier branches. Two models have Teflon-S coated blades. One has extra long handles to reach tall hedges and shrubs; overall length is 33½ inches.

A special Wiss feature is a neoprene shock absorber mounted where the "heels" of the blades come together as shearing action is completed. Hedge-cutters everywhere are familiar

with the jolt you feel when shear blades slam shut. The neoprene cushion minimizes the impact and so makes trimming less tiring.

lopping the big ones

Lopping shears for pruning large branches are long-handled and short-bladed. The line includes heavy-duty hook-and-blade-pattern shears—some with Teflon-S coated blades—that can handle branches up to two inches in diameter. Lighter models are designed for less arduous but continuous pruning in vineyards.

Northern white ash handles, including the especially desirable Char-Grain® type, are fitted with extra long ferrules—the metal sleeves by which the handles are attached to the blades. These provide the endurance, strength and resilience required to cope with heavy cutting chores.



A Pageant of Pocket Knives

When the 122-year-old Wiss Company doubled its Maplewood, N.J. production facilities in 1970 with the purchase of the 133-year-old Boker Manufacturing Company, two of the oldest and finest names in American cutlery were brought together. Still under the famous Boker Tree Brand label, the pocket and hunting knives which flow today from the Maplewood plant are a testimonial to what more than 250 years of combined experience can mean to quality.

the large Boker Tree Brand Family

Pocket knives? Well, that would include pen knives and jack knives. But meet some of the relatives who may not be so well-known to you:

The Barlow, the Swell End Jack, the Utility Jack, the Serpentine Pen, the Senator Pen, the Dogleg Jack, the Equal End Jack, the Varmint or Texas Jack, the Congress, the Premium Stock, the Carpenter and Whittler, the Folding Fishing and Hunting, the Electrician's, the Camper's, the Pony Stock, the Muskrat, the Sleeveboard Pen, the Dress Pen.

Each is made of the finest cutlery steel under the careful supervision of master craftsmen whose skill, experience and dedication are evident in the finished product. Each component is expertly tooled and fitted to insure that blades open smoothly, remain firmly in position and fold back at the right pitch to lie flat in the handle.

the sportsman's partner

The hunter, the fisherman—anyone who looks to the great outdoors for pleasure—seldom sets out without a dependable knife in his pocket. There are tent stakes to be sharpened, firewood to be prepared, fish to be cleaned, game to be skinned, lines to be cut, food to be readied, and maybe some old-fashioned whittling to be done after dinner.

Tree Brand meets every conceivable need. The Deluxe Camper's Knife, for example, has a large spear and a small pen blade, a separate can opener, a screwdriver and bottle cap lifter, an awl and a corkscrew—all set in improved Stag Type handles. The Trapper's or Muskrat Knife has two slender specially ground skinning clip blades. The Deluxe Dress Pen Knife has stainless steel spear and file blades plus a small pair of scissors for personal grooming. And there are many more, including fine sheath knives for the outdoorsman who needs a heavier instrument.

on the job

A good pocket knife is equally the partner of the electrician, the nurseryman, the rancher, the farmer, the carpenter, the professional and amateur repairman and numerous others. Knife designs of course vary with the job. A single massive hawkbill blade makes the Utility Knife a superior tool for light pruning. Farmers and ranchers often favor the Medium Premium Stock Knife which is good for anything from cutting the sisal twine from a bale of hay to jabbing a barn beam in search of termites. The Electrician's Knife features a spear blade and a combination insulation scraper and screwdriver—the latter with a brass lock which keeps it from closing while in use.

hobbies on the rise

The world of pocket knives is widening as America returns to arts and crafts. Whittling is one of the earliest of those arts, and there are several types of Boker Tree Brand models which do the trick. The Whittler Knife, for example, has sabre clip, coping and pen blades. The Medium Premium Stock Knife features clip, sheepfoot and spey blades.

All who work creatively in wood, leather, linoleum or soap, or indeed, in Halloween pumpkins will find a Boker Tree knife to fit his hand.

Wiss has long believed that customers prefer to be *educated* customers, that they want to get the most out of the things they buy.



—Boker Tree Brand is the oldest and one of the most respected names in pocket and hunting knives.

So the Consumer will Know

In that belief, the company carries on a comprehensive consumer education program which attempts to bring to every user of shears, scissors and snips practical information on their function, their care, and the myriad items that can be made with them.



—Color coding on displays and product packages helps shopper quickly locate the right shears, scissors for the right cutting job.

The program begins by providing wall charts and literature to schools—especially to teachers of home economics—so that the young homemaker or future designer will learn proper cutting and proper cutting instruments at the outset. Wiss fashion coordinators—highly skilled young women—also give demonstrations at schools, as well as at department stores and trade shows. The program proceeds directly to the point of purchase—the fabric or department store counter. Here the retail display panel incorporates an information guide which provides pertinent facts about the various types and styles of shears and scissors available. The panel is color-coded to help the customer locate the products which are themselves packaged in color-coded see-through vinyl pouches. The pouches, in turn, contain leaflets with further specific information about the proper use and maintenance of shears.



—See-through protective vinyl case and information folder, provide customer with pertinent tips on care and use of product.



—Demonstration of cutting techniques at sewing classes in retail stores and before home economics groups is one of the important consumer services provided by Wiss fashion co-ordinators.

Wiss is also developing a series of new pamphlets on how to create things with shears and scissors and on how to get any cutting job well done. The craftsman or hobbyist will find step-by-step data on working in papier tole, decoupage, collage and applique for handbags, belts, dresses, jeans and all manner of wearing apparel; and on trimming, pruning and shaping in the garden.

Similar tips, ideas and how-to information are regularly distributed to fabric and department stores, so that retailers will be in a position to be of maximum help to customers seeking advice on technique and creative design concepts.

At the same time, the Company mounts the most

extensive national advertising campaign in the industry. In a broad spectrum of major magazines dealing with the home, fashions and women's interests, Wiss presents up-to-the-minute information on new products, new uses, new things to make.

Collaterally, a broad public relations program supplies material to editors and to radio and TV media which they in turn may pass on to readers and listeners throughout the country.

America, now more than ever going the do-it-yourself route in kitchen, sewing room, hobby shop, workshop and garden, has a growing appetite for good counsel on how to cut and make and do. Wiss aims to feed that appetite.

Chronology

J. Wiss & Sons Co. 1848-1973

1848—J. Wiss & Sons Co., founded by Jacob Wiss at 9 Bank Street, Newark, New Jersey. Founder, from Solothurn, Switzerland, was one of seven children of Catherine and Christian Wiss II.

1861—Wiss manufactures scissors for surgical dressings and tailors' shears for making uniforms during the Civil War.

1875—Frederick Charles Wiss takes over the business upon Jacob's death.

1887—First factory is built on Littleton Avenue, Newark, N.J., and a separate showroom and retail sales store established on Broad Street.

1906—Wiss installs first power drop-hammers in cutlery industry and the INLAID process is developed.

1912—The steel-forged process for tailors' shears is perfected by F. C. Wiss.

1914—Wiss acquires R. Heinisch Sons Company, established in 1825, to become the world's largest producer of shears and scissors.

1923—Distribution to the department store trade is begun.

1931—J. Robert Wiss, eldest son of F. C. Wiss, becomes President upon his father's death.

1934—Pinking Shears introduced on market as a solution to raveling hems.

1939—Metalmaster® cutting snips line is introduced.

1941—Wiss devotes almost entire production to the war effort.

1948—At its 100th anniversary, Wiss is still the largest producer of quality shears and scissors.

1955—Richard R. Wiss, son of J. Robert Wiss, becomes fourth generation President upon his father's death.

1957—Second plant is opened in Maplewood, N.J., principally for manufacture of garden shears.

1958—New skalloping shears are patented.

1966—Wiss purchases Crook-Miller Co., of Ohio, manufacturers of farm and garden tool replacement handles.

1967—Teflon-S® and Neoprene Shock Absorber are added to garden shears.

1970—Wiss purchases 133-year-old Boker Manufacturing Co., Maplewood, N.J., producers of the famous Boker Tree Brand pocket and hunting knives.

1970—Multi-million dollar expansion program is completed, including new office building on West Market Street, Newark.

1970—New Quick-Clip® Speed Cutter, versatile spring-action cutting tool, gains immediate acceptance in home sewing industry.

1971—Complete redesign of packaging and merchandising displays for both consumer and industrial products meets with wide trade approval.

1972—Extra-sharp Knife-Edge Shears are hailed by country's leading fashion editors.

1972—New Hardened Pinking Shears that cut paper patterns and polyesters are introduced.

1972—New patented Set-Easy™ Pivot in shears further improves Wiss quality.

1973—Wiss celebrates 125th Anniversary.

1973—Paul G. Richards elected President and Chief Executive Officer.

Turning the Clock Forward

WISS is a company with a rich tradition and a 125-year heritage of manufacturing and marketing the finest cutting tools available with known technology. The legacy of our founder, Jacob Wiss, was high quality, and a continuing restlessness for excellence has established the Wiss reputation of leadership in the high quality market places of the world.

This 125th Anniversary book is a synopsis of The Wiss Story: where the company was in the past and where it is today. It serves as our way of paying special tribute to our customers, our distributors, suppliers, our employees and our stockholders. Their loyalty and dedication have made it possible for us to reach a significant milestone—125 years in the business of manufacturing cutting edges of uncompromised quality.

The future of the Wiss Edge of Excellence is bright and our ability to meet the constantly changing consumer and industrial needs is constantly improving. When the "miracle" synthetic fibers arrived on the scene, Wiss engineers developed a special edge to cut these new materials. In the future, not only fabrics but metals, alloys and plastics will evolve. Man will work with these new materials, in new places, under strange new conditions which are beyond our reach today—in space, on other planets, and at ocean depths. The tools man will use may have to function at extreme temperatures, in volatile gases under unusual magnetic and gravitational conditions. All these will severely test our engineering and management abilities.

Technology continues to advance at a dazzling pace. The astronaut moves our frontiers outward; the nuclear physicist inward; but, whatever the complexity and sophistication of science, *its ultimate instrument is the human hand.*

Where cutting is the assignment, Wiss will see to it that the human hand is never without the high quality cutting tool to do the required job.

Paul G. Richards

Paul G. Richards
President



WISS[®]
The Edge of Excellence

J. WISS & SONS CO. • 400 West Market Street • Newark, N.J. 07107