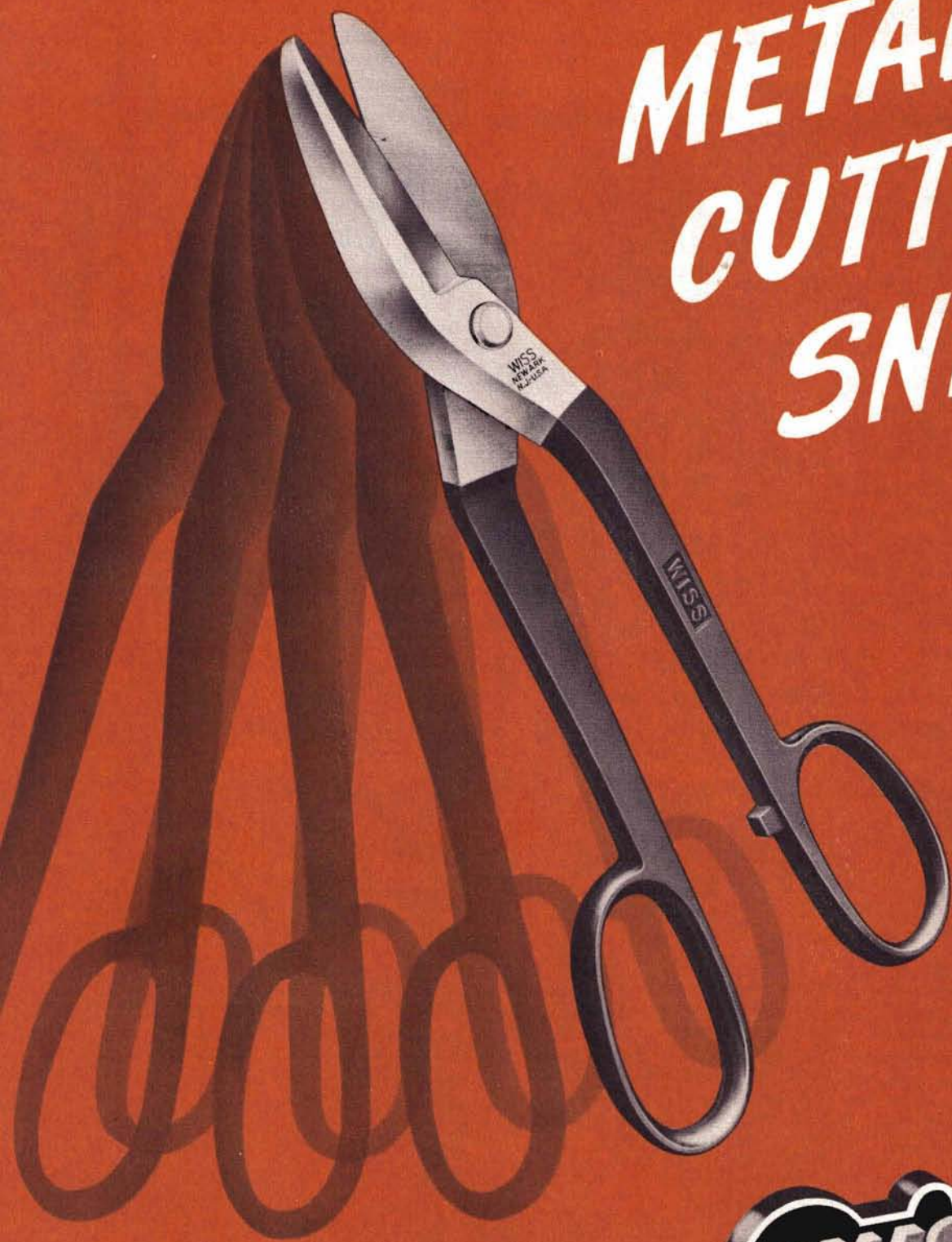


METAL CUTTING SNIPS



THE **DEMAND** FOR WISS SNIPS IS BASED ON SUPERIOR PERFORMANCE . . . *and here's why they do a better job:*

Wiss Snips are made from Specially Selected Steels



America's leading steel mills supply J. WISS & SONS CO. with the finest steels that science can produce for the purpose. We know from years of research and experience that different types of snips require steels of varying characteristics for top-flight performance. We use four special types of steel and each must meet exacting specifications to be accepted.

Wiss Snips are 75% Hand Work



Although the WISS factories are the largest of their kind in the world and have the finest equipment for forging, tempering, grinding, and polishing, the skill and experience of WISS craftsmen are primarily responsible for WISS quality. Fine snips call for expert craftsmanship and at J. WISS & SONS CO. over 75% of the labor involved is hand work.

Wiss Snips are Hot Drop-Forged



Hot drop forging produces strength and durability not achieved by any other method. This is the first step in the fabrication of all WISS products—and a basic reason for their long life and satisfactory performance.

Bolts and Nuts Accurate to Close Tolerances



All bolts and nuts are made by us and are not only accurate to very close tolerances, but are *heat treated* so they will wear long and will not prematurely impair the wearing quality of the snip. The size and placement of the bolt hole is likewise determined with the utmost precision to provide maximum cutting power.

Wiss Snips are Precisely Hardened and Tempered



The process of hardening and tempering WISS Metal-Cutting Snips is electrically controlled so that the blades are always of uniform hardness. This is important because when blades are of unequal hardness the harder blade will "bite" into the softer and destroy the efficiency and durability of the tool.

Handles Provide Ample Clearance



The handles of WISS Metal-Cutting Snips are correctly shaped and contoured for maximum comfort and efficiency. Years of experience in manufacturing snips of all types have enabled us to arrive at handle sizes large enough for any user—with or without gloves—yet not so large as to curtail the degree of jaw opening required for the most efficient cutting.

WISS Inlaid Blade Snips

The qualities in steel which make for greatest toughness in a snip do not provide lasting keenness. For example, the tougher, unbreakable, malleable steels which are ideal for the frame will not take and hold an edge. Conversely, high-carbon steels which yield a superior cutting edge are somewhat brittle. That's why WISS combines both types by the **INLAID PROCESS**; that is, a high-carbon crucible steel blade (B) is welded to a tough steel frame (A) producing a snip which is practically indestructible.

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



BASIC INFORMATION ON WISS SNIPS

to help you sell the Right Type and Size for the work to be done...

The reason WISS Snips give superior satisfaction is that they are built for specific cutting jobs. This is more than a matter of design and fabrication. It starts with the steel itself—which explains why WISS Snips fall within these three basic classifications:

1 CRUCIBLE STEEL FOR INLAID BLADES

Finest possible construction for a wide variety of conventional snips. Crucible steel cutting edge welded to a tough drop-forged frame.

2 MOLYBDENUM STEEL

Used for WISS Metal-Master Snips. Entire cutting head is forged of special Molybdenum Steel, extra tough and wear-resistant to withstand the exceptionally severe strains of cutting curves.

3 OPEN HEARTH STEEL

A quality steel of less specialized characteristics than Nos. 1 and 2, but entirely satisfactory for the production of strong, well-made, general purpose snips at a medium price. Used for WISS Solid Steel "A" and "V" Snips.

WISS SNIPS MEET U. S. GOVERNMENT SPECIFICATIONS*

FEDERAL STANDARD STOCK CATALOG GGG-S-291
SELECTION CHART

Type A, Tinners' Hand Shears, Straight Cut		Type C, Tinners' Hand Shears, Combination	
Approximate overall length 8"	Wiss No. A-12	Approximate overall length 7"	Wiss No. V-13
Approximate overall length 12¾"	Wiss No. A-9	Approximate overall length 12½"	Wiss No. V-19
Type B, Tinners' Hand Shears, Circular Cut		Type D, Tinners' Hand Shears, Straight Cut Extra Heavy	
Approximate overall length 12½"	Wiss No. 9-CB	Approximate overall length 16"	Wiss No. A-16

*WISS Inlaid Snips exceed government specifications in quality of construction and performance.

WORKING STANDARDS FOR SELECTING WISS METAL-CUTTING SNIPS

These are recommended standards—not maximum limits. Eighteen gauge sheet metal will, generally speaking, test the limit of hand strength that can be applied.

Gauge	Regular Pattern	Combination Pattern	Bulldog	Special Snips
Galvanized Iron				
16 (.065")				No. M-5 (for notching)
18 (.049")	Nos. 6½, 7		Nos. 5, A 16	Nos. M-1, M-2, M-3
19 (.042")	No. 8	No. 17		
20 (.035")	Nos. 9, A 9	No. 18		
21 (.032")	Nos. 10, A 10	Nos. 19, V 19, 9 CB		
22 (.028")	Nos. 10, A 10			
24	No. A 11			
25	Nos. A 12, V 13			

NOTE: When cutting stainless steel or nickel alloy steel, it is advisable to use snips two sizes larger for increased cutting power and ease of cutting.



Separate Catalogs on Request for
Shears & Scissors—Garden Shears—Gift Scissors Sets



METAL MASTER SNIPS

CUTS STRAIGHT



M-3

RUBBER HANDLES
SUPPLIED AT SLIGHT
EXTRA COST

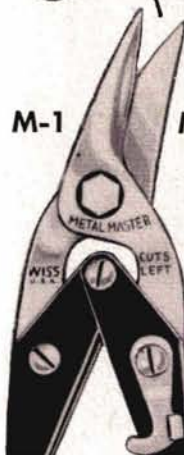


M-5

FOR
NOTCHING
AND
NIBBLING
UP TO
16 GAUGE

CUTS TO LEFT

CUTS TO RIGHT



M-1



M-2

COMPOUND ACTION METAL-MASTER SNIPS

One of the outstanding new developments in snip design and construction. Compound leverage produces amazing cutting power with minimum effort. Readily cuts circles, squares or any pattern, however intricate from Stainless, Dural, and Monel metals up to 18 gauge. Also cuts ends of tubing, exhaust manifolds, etc. Packed individually.

Special Features

Hot drop-forged Molybdenum steel jaws. Handles hot pressed from Molybdenum steel. Bolts and nuts of nickel steel made to U. S. Government specifications. Fine serration on both jaws is standard—deeper serration furnished if specified.

M-5 BULLDOG PATTERN

This powerful handy tool is used for the tougher notching work usually done by heavier and longer handled snips.

No.	Overall Length	Length of Cut	Average Wt. ea.
M-1 (Cuts Left)	10 in.	1 3/4 in.	12 oz.
M-2 (Cuts Right)	10 in.	1 3/4 in.	12 oz.
M-3 (Cuts Straight)	10 in.	1 1/2 in.	12 oz.
M-5 (Bulldog Combination)	9 1/2 in.	7/8 in.	12 oz.

M-1 and M-2 are preferred for cutting curves up to 18 gauge.
M-3 designed for cutting straight but will cut left or right up to 18 gauge.
M-5 is used for notching or nibbling up to 16 gauge.

REGULAR PATTERN OR STRAIGHT CUT SNIPS

CRUCIBLE STEEL INLAID BLADES



The basic snips for straight metal cutting. Gun Metal Finish Handles.

Number	Overall Length	Length of Cut	Average Weight Each
11	9 1/2 in.	2 1/4 in.	3/4 lb.
10	11 1/2 in.	2 1/2 in.	1 1/2 lbs.
9	12 1/2 in.	3 in.	2 lbs.
8	13 1/4 in.	3 1/2 in.	2 1/2 lbs.
7	14 1/2 in.	4 in.	3 lbs.
6 1/2	15 3/4 in.	4 1/2 in.	3 3/4 lbs.

Packed in individual boxes.

GENERAL UTILITY SNIPS

CRUCIBLE STEEL INLAID BLADES



JAPANNED HANDLES,
NICKELLED BLADES

Rugged construction; used extensively for auto body work, and by dental technicians and florists. Will cut light metal and wire.

Number	Overall Length	Length of Cut	Weight Per Doz.
1 D.S.	8 in.	2 1/2 in.	4 1/2 lbs.

Packed 6 in a box.

COMBINATION SNIPS



CRUCIBLE STEEL
INLAID BLADES

Made with straight blades, but ground and shaped in such a manner that they can be used as readily for cutting curves and irregular shapes as for straight work.

The choice of the metal worker when an assortment of specialty snips is not available.

Number	Overall Length	Length of Cut	Wt. Each
19	12 1/2 in.	3 in.	1 3/4 lbs.
18	13 1/2 in.	3 1/2 in.	2 3/4 lbs.
17	14 1/2 in.	4 in.	2 3/4 lbs.

Packed in individual boxes.



REGULAR PATTERN SOLID STEEL SNIPS

FOR STRAIGHT CUTTING



Solid steel snips are made for those who do not need the special qualities of WISS Inlaid Snips. WISS Solid Steel Snips meet U. S. Government specifications. Recommended for garages, machine shops, home workshops and on the farm.

GRAY JAPANNED HANDLES

Number	Overall Length	Length of Cut	Average Wt. each
A 12	8 in.	2 in.	8 oz.
A 11	9 3/4 in.	2 1/4 in.	14 oz.
A 10	11 in.	2 1/2 in.	1 1/4 lb.
A 9	12 1/4 in.	3 in.	1 lb. 10 oz.

Packed 6 in a box

SOLID STEEL COMBINATION SNIPS

GRAY JAPANNED HANDLES



Strong well made, solid steel combination pattern snips. Will cut curves and irregular shapes with ease. No. V-13 is a handy pocket size. Accurately tempered jaws and strong bolts.

No.	Overall Length	Length of Cut	Wt. Each
V-19	13 in.	3 in.	1 3/4 lbs.
V-13	7 in.	1 3/8 in.	6 oz.

Packed 6 in a box

BULLDOG HEAVY-DUTY SNIPS

INLAID STEEL BLADES



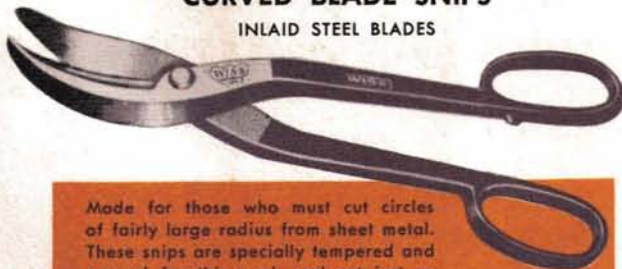
For cutting Monel Metal, Stainless Steel, Allegheny Metal, and other tough alloys. Invaluable for bench work for cutting strap iron bands, and notching. Regularly tested on 18-gauge galvanized iron.

No.	Name	Overall Length	Length of Cut	Aver. Wt. Each
5	Bulldog	17 in.	2 1/2 in.	3 3/8 lbs.

Packed in individual boxes

CURVED BLADE SNIPS

INLAID STEEL BLADES



Made for those who must cut circles of fairly large radius from sheet metal. These snips are specially tempered and ground for this work and cut just as easily as straight snips.

No.	Overall Length	Length of Cut	Average Wt. Each
9 C.B.	12 1/2 in.	3 in.	2 lbs.

Packed in individual boxes

COMBINATION PATTERN SOLID STEEL BULLDOG SNIPS

GRAY JAPANNED HANDLES



The most popular type for light metal work, by electricians, tinsmiths, plumbers, jewelers, dental workers—wherever light metal templates or patterns need to be cut. Light—strong—easily handled—made of fine tool steel, hardened and tempered. Curved blades shipped unless otherwise ordered.

Number	Overall Length	Cut	Wt. each
J-7 Curved	7 in.	1 1/4 in.	4 oz.
J-7 Straight	7 in.	1 1/4 in.	4 oz.

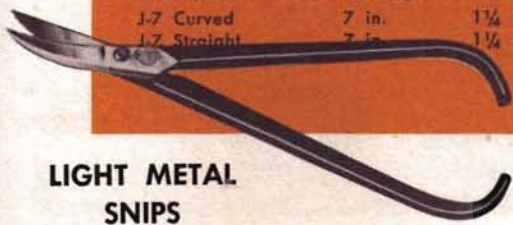
Packed 6 in a box

A moderately priced solid steel combination pattern Bulldog Snip for heavy duty work. Will cut curves and irregular shapes in the heavier metals. Short, powerful, tempered jaws—long handles provide extra leverage.

No.	Overall Length	Length of Cut	Wt. Each
A-16	16 in.	3 in.	3 3/4 lbs.

Packed in individual boxes

LIGHT METAL SNIPS



SELLING SUGGESTIONS

WISS Metal-Cutting Snips should be displayed where your customers can see them—preferably on a permanent wall panel—supplemented by suitable counter displays.

You'll also find it helps sales to have several strips of sheet metal of 20 or 22-gauge handy so that your customers can try out the cutting quality of the various snips that you recommend.

The qualities that make WISS Snips superior, and which your customers should know about, should be fully understood so that they can be presented briefly as well as explicitly. To that end, we suggest that you fix the following points clearly in mind:

1. WISS Metal-Cutting Snips are made of the finest steels available, selected in accordance with the kind of work for which they are intended.
2. The manufacture of WISS Snips is largely hand work, and each pair is perfect in every respect before it is allowed to leave the factory.
3. WISS Snips are hot drop-forged and scientifically hardened. The bolts of WISS Metal-Cutting Snips are precisely set to reduce wear, as well as to increase cutting power.

One of the best ways to build business is to know your customers and know the types of snips they want, or should have.

Tinners, mechanics, and professional users of all kinds will get maximum satisfaction from WISS Inlaid Snips. The high carbon steel inlay, which is used in the manufacture of this group of snips is so hard, for example, that it cannot be serrated. For all cutting that does not require intricate scroll work, WISS Inlaid Snips will stand up longer and remain sharp longer.

There are, of course, many satisfied tinners and professional users of WISS Solid Steel Snips who find them entirely satisfactory for their requirements.

And there are a great many householders and farmers who do metal work and require snips for whom WISS Solid Steel Snips will usually be adequate. Prices are considerably lower.

WISS Metal-Master, or Aviation Snips, are primarily for mechanics, tinsmiths and other professional users, who have a lot of intricate cutting to do. They represent a great advance in the art of metal cutting. They work on the principle of compound leverage and will cut metal more easily than any other snips. M-1 cuts to the left, and the most intricate scroll work can be easily accomplished. M-2 cuts to the right, and together they make a pair for every kind of curved cutting. M-3 cuts straight. Recommended for use on sheet metal up to 18-gauge. M-5 can be used for notching and nibbling up to 16 gauge.

A very popular item is the WISS No. 1 D.S. Snip. This is a general utility snip much used by Auto Body Workers, Dentists, Florists, and in factories, shipping rooms, and for general household use in cutting light wire, screening, etc.

It has crucible steel inlaid Blades, accurately hardened and tempered and will keep sharp a long time.

The most popular numbers for tinners are: Nos. 8 and 9 Straight-Cutting Snips, and Nos. 18 and 19 Combination Snips, and Nos. 5 and A-16 Bulldog Snips.

Florists use No. A-11, and No. 1 D.S.

Jewelers and workers on light metals, such as dentists, require J-7 with straight blades, J-7 with curved blades, as well as 1-D.S.

Perfect pocket snips for household use are V-13 combination snips.

COLORFUL, PERMANENT, ALL-METAL COUNTER OR WINDOW DISPLAYS

SHOW TYPES AND SIZES REQUIRED

No. M-35



METAL MASTER COMPOUND LEVERAGE
WORLD'S MOST VERSATILE SNIPS

No. A-35



SOLID STEEL
FOR FARM & HOME USE

No. 35



INLAID STEEL BLADES
FOR PROFESSIONAL USE

J. WISS & SONS CO.
NEWARK 7, N. J.



HIGHEST QUALITY SHEARS
FOR OVER A CENTURY