

*Interessantes
über*



Razors



TRADE-MARK

PUMA
SOLINGEN



Here the control-number is stamped in the handle of each PUMA razor which has been through all 26 examinations.

The manufacture of the razor has been developed upon scientific foundations that have made it famous throughout 20 countries and earned for it with just claim a special high reputation by the hairdresser.

THE GUARANTEE

You have chosen wisely when you buy a razor with the PUMA trade mark. The PUMA trade mark is a guarantee that the highest quality steel has been used and the greatest care taken in manufacture. The guarantee cannot of course be extended to cover the sharpening of the razor afterwards.

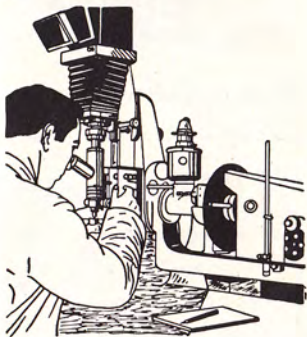
PUMA-Werk Solingen
Manufacturers of fine razors



The technical skill of the workers (some of whom have been with PUMA for more than forty years) together with the results of scientific research has brought the knowledge of razor grinding to the highest perfection. He who wants to be sure will demand PUMA. To ask for Solingen without a trade mark means nothing at all, for Solingen is not a trade mark but only a town in Germany.



The trade mark PUMA is known everywhere as the sign for high quality steel and the cut of a fine razor. The Puma factory is equipped with the most modern machines which are the development of long years of experience. Since 1769, the predecessors of the present proprietor have had a trade mark in Solingen. High class hairdressers for many years have taken advantage of this exceptional tool.





PUMA
SOLINGEN

In case you shouldn't be entirely
satisfied with your PUMA razor,
please contact

PUMA-Werk
Kanalstr. 9
565 Solingen/Germany

You don't have to pay for examinations, repairs or replacements provided complaints are justified.

Undermentioned you will find description of quality, production and instruction of use:



THE STEEL

Density, elasticity and durability are the characteristics of PUMA razor steel. By a special process of double forging etc., this steel receives the highest potential in manufacture of PUMA razors.

With a microscope you can see for yourself how the ingredients of carbon, chrome and manganese are bound together in the hard forged steel to a degree of fineness as of velvet. That is one of the reasons for the outstanding quality of the steel for the PUMA razor.



THE TEMPERING

The tempering of the sensitive steel of the PUMA razors is a decisive and important step. The higher the quality of the steel the more difficult it is to temper in order to gain the full effect of the high quality.



The workmen employed in the tempering of the PUMA razor blade are all masters of their craft. They are experienced in the work and can be relied upon to know just the correct degree of temper. That

is why the blade of every PUMA razor is guaranteed to be of the correct temper.



The Puma Razor, carefully hardened, undergoes a scientific ice hardening treatment by being exposed to a temperature of 80° celsius below Zero. By this procedure, the structure of the steel is brought to the highest degree of excellence that can not possibly be exceeded. Even if somebody would offer us \$ 250. – for a single razor, we could not do better.

The grain of the steel of the tempered PUMA razor is as fine as that of diamond powder.

That is one of the reasons why the PUMA razor has so fine an edge and such long life. You will praise the PUMA razor as soon as you first use it.

Of course it is not only necessary to have good steel to make a high quality razor. Of considerable importance is the grinding.



44 OPERATIONS

The grinding success depends on no less than 44 operations by the

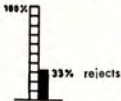
precise and long experienced PUMA grinders. Every PUMA razor is individually hand ground. The sensitive fingertip feeling of the PUMA grinder runs in the family of grinders, from generation to generation and from father to son.



grand-father father son

26 EXAMINATIONS

Every PUMA razor goes through 26 examinations to ensure that even those with the slightest fault are rejected. Frequently the rejects are as high as 33% of the total. In many cases even an expert



would not see such slight faults in the finished razor. All rejects are broken at once so that there can be no question

of them being used again. There are no two qualities of PUMA razors. Neither do PUMA-WERK manufacture a razor under any other trade mark. Think of this when you are offered one similar.



THE LIFE

of the PUMA razor is practically **unlimited** if only it is handled with

the necessary care and thought. Nearly every strop is dusty. Dust, which under the microscope is seen to be composed of partic-



les of grit, is very damaging to the edge of the razor. So make sure there is no dust on the strop before use. It is quite a good plan to make a practice of lightly rubbing the palm of the hand over the strop two or three times.

THE REGISTERED NUMBER

Every PUMA razor is stamped with its own individual number. If you have anything to say about your PUMA razor, be it for or be it against, we should like to know about it.

We are always interested to know that the hairdresser uses his PUMA razor with thought, and how he likes it.

You have only to quote the registered number which is stamped



on the handle, and we can trace back over the years, who tempered it, who ground it and who each of the examiners were.

At this place will be the registered number



The PUMA razor represents an edge product, the result of fine precision work. Every workman must have had years of practice and be exact before being engaged on this work.

Every PUMA razor is issued with a guarantee

The 6th examination

tests the stability of every PUMA razor and at the same time the temper is tested for correctness. Every blade, after tempering, is hit 4 times upon an anvil with a strike pressure of 17 lbs. In this test the blade would break if it were deficient in stability, or if there should be the slightest brittleness.



Every blade of a PUMA razor must stand up to these tests. Failure to do so and it is scrapped.

It is a fact that every blade of a finished PUMA razor must have successfully passed these tests.



The finished razor must never be brittle but always have correct flexibility.

Why are all Puma Razors reliably uniform in their cutting performance and durability? The head of our company insists that each consumers complaint be brought to his personal attention. No razor leaves our place that any member in our company would not use for himself.

Our standards are very high. After a flaw has been detected – and this happens very rarely indeed – immediate measures are being taken to prevent a repetition of such a flaw. The only reason such procedure is possible is due to the fact that the amount of complaints is extremely small.



After the grinding, but before the honing on the stone, every blade of a PUMA razor must undergo a special examination. During grinding quite a number of faults may show themselves. Then before the blade is finally set comes the

Fingernail Test

which is one of the tests after the grinding. The blade is drawn lightly over the thumb nail, with the pressure on the edge. The examiner can then ascertain whether the blade possesses the correct give with sufficient strength in proportion to the hollow of the grinding.

It is essential that the edge has sufficient give and yet strength or else after a time the soft fine cut will be lost, and the chief characteristic of the PUMA razor gone.



These examiners see and feel at the same time and it is necessary that they have both specialised knowledge and much experience. The PUMA examiners are masters of their craft and have a profound understanding of the work.

The edge of a finished and stropped razor should never be drawn along the finger nail otherwise the edge will certainly be spoilt.



Every PUMA razor is provided with a guarantee.

THE EDGE

of the PUMA razor is very fine and resisting. During the process of honing the edge is drawn many times over hard wood with a pressure of 200 g. The grain of this wood is even harder than that of ebony. PUMA razors have to go through this conditioning else they are not packed.

It is therefore impossible to find a vestige of grit on the edge of a finished razor.

One of the last examinations of all is the



HAIR TEST

which provides against the slightest irregularity whatsoever. Each millimeter of the edge is tested to cut a single hair held between the fingers.

So cuts every PUMA razor. There are sound reasons for saying

"PUMA" shaves . . . are caresses.



A SPOILT EDGE

There is an observation we should like to make known to you about buying a new razor, so that you are forewarned.

Some people when buying a razor from the cutler, choose one or two from the number set out before them, and then draw the edge along their thumb-nail eight to ten times, and then finish up by trying the edge on a piece of paper. After that they buy a different one. The other razors are then placed by the cutler back in the case, ready for the next customer. And this customer may be you. The edge of all the razors dealt with in this manner are ruined. No more will they shave light and soft.

How can you **protect yourself** against this? The trouble is that even the expert with the microscope cannot always see the damage. You must therefore have



your PUMA razor handed to you in exactly the same condition as when it passed the 26 examinations. That is why every PUMA razor is enclosed in cellophane and sealed with the PUMA seal.

Remember never purchase a PUMA razor that is not sealed in the wrapper. Then you can be sure that no hand has spoilt the fine edge.



The patent cases of the PUMA razors are made from compressed wood. It is watertight and shock proof. Under the PUMA head is the manufacture number printed in black. If you wish to efface this number you can do so easily with alcohol or petrol. The polish of the wood will not be spoilt. To be sure to receive a genuine PUMA razor, never buy one which is not packed in the patent wooden case. It is advisable, after a certain time of use, to polish the case and the silver inlaid PUMA mark with petrol. It will then look like new again.



INSTRUCTIONS FOR USE OF THE PUMA RAZOR.

The edge of the PUMA razor is so skilfully and finely ground that it becomes extraordinarily sensitive. This grinding is essential in order to reach absolute perfection. It is only when a razor is ground in this manner that a soft and thoroughly satisfactory shave can be obtained, without leaving aside any hair or remaining bristles.



A soft cut and a smooth shave are the prerequisites of a razor of high quality.

But the edge can only be expected to remain in this manner if a good quality strop is used. On one side of the strop apply a small amount of green PUMA paste. Rub it in firmly, using a

hot cloth. Do not apply any paste to the other side of the strop. (In exceptional cases – if it is necessary to treat the other side of the strop – use only the extra fine **black Puma** paste). We suggest the use of a soft russian leather strop.

For stainless, ice hardened razors a top quality paste is indis-



pensable. Therefore we enclose a piece of original Puma paste with each Puma-Inox.

Continued use of such paste is essential for the maintenance of your precious shaving tool.

For best results move the razor not more than 3 times back and

forth on the green side. Apply gentle pressure only. Stainless razors, Puma-Inox, however have to be moved back and forth 10 to 15 times on the green paste side.

Then wipe the blade clean with a piece of rag, making sure that no paste remains.



This is important so that no green paste is carried over to the other side of the strop.

Follow this by stropping the razor on the other side with light moderate strokes 20, 30, 40 or even 50 times. This will never cause any damage. Barbers with sensitive feeling in

their fingers, while honing on the clean leather side, can sense when the blade is sufficiently "leathered", as then the edge glides more smoothly over the strop.

In fact, stropping on pure leather means nothing but removing from the edge the last traces of roughness, which are caused by



the pastestopping, and
so to ensure a perfectly
soft shave.

Always handle the razor in this
manner and every hairdresser
will be sure that the PUMA razor
will give that perfect shave for
which it has become famous.

Use only a smooth strop and
strop with moderate pressure

making sure that the back of the razor is not raised. Do not press on the edge otherwise you will blunt the blade. It is as well to know that not every strop will suit the razor.

An unsuitable strop will spoil the delicate edge with the first stroke.

Ask the expert as to the paste, a too sharp paste can often spoil the edge. May we offer you this advice. – Shave as soon as possible after washing, and always with a good lather. – You will soon find that there is no better tool than the PUMA razor for your shave.

Printed In Germany