

New Free Metal Counter or Wall Display in Four Beautiful Colors Featuring—

WISS *Pinking Shears* DISPLAY AND ASSORTMENT NO. **3-4-1**

This new display will increase your business at least three times. That is why we have named it the Three-For-One (No. 3-4-1).

Wiss Pinking Shears are the fastest-selling quality Pinking Shears in the world—as a matter of fact, among the fastest-selling individual products in cutlery. Dealers who display them sell them in profitable quantities. Dealers who do not display them do not do much business.

Here for the first time is a permanent metal display showing the four types Model C Pinking Shears considered by most people to be the finest Pinking Shears made. Place it on your counter or hang it on your wall where your customers can see it.

They will come to your store in response to our national advertising campaign in color half-pages in *The Saturday Evening Post*, *Ladies' Home Journal*, *Good Housekeeping*, *McCall's*, *Country Gentleman*, *Capper's Farmer*, and other magazines.

Each pair of scissors is individually boxed and is protected on display by the transparent plastic-covered window.



NO. 3-4-1 ASSORTMENT

Wiss Model CB-7	\$ 6.95
Wiss Model CC-7	\$ 7.95
Wiss Model CB-9	\$ 7.95
Wiss Model CC-9	\$ 8.95
Retail Value of Assortment	\$31.80
Dealer's Price	\$21.20

SIZE
15¾ high x 11" wide

WEIGHT
3½ lbs.



J. WISS AND SONS COMPANY, NEWARK 7, NEW JERSEY