

**Not Just Another Pretty Handle...**

**Wiss announces a new addition to it's line of  
lightweight Shears!**

# Contura-lite™ 7"

## #3727 Mini Dressmakers' Shears

**Perfect for petite hands...yet so versatile it can be used as  
a dressmakers' shears or a sewing scissors, by everyone.**

- All the quality features of the Contura-lite line but designed for the greater comfort of smaller hands.
- Easier to handle - greater maneuverability for those intricate cutting projects.
- Wiss exclusive steel-reinforced handles for extra strength and greater cutting control.
- Cuts all fabrics...even multiple thicknesses of polyester, synthetics and natural fabrics...with comparable ease.
- Knife Edge blade cuts quickly, easily and cleanly, right down to the tip of the point.
- A real "fun" shears - perfect for appliques, quilting... convenient for craft sewing projects.
- The lightweight shears Line with the built-in extras...  
Wiss quality and profitability.

Display the full line of  
Contura-Lite™ lightweight shears...  
for greater impulse sales & profits\*

Stock No.	Item	Shell Pack	Ship. Wt.	Sugg. Retail Ea.
#3727	7" Mini Dressmakers'	5	1.3 lbs.	\$ 8.95
#3728	8" Dressmakers'	5	1.9 lbs.	9.50
#3729	9" for Heavy Fabrics	5	2.5 lbs.	13.95
#3778	8" Left Hand	5	1.9 lbs.	9.50

Exciting, Informative, full-color ads in leading  
consumer magazines and pattern books will introduce the  
Contura-lite "Blue Angel" Line to your customers.

**WISS**  
THE EDGE OF EXCELLENCE

J. Wiss & Sons Co., 400 West Market Street, Newark, N.J. 07107

\*Full 45% Retailer profit...based on manufacturer suggested resale and list prices.

#3727  
Sugg.  
Retail Ea.  
**\$8.95**

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