

Not Just Another Pretty Handle...

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

Catalog Page No. W-020

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	Shelf 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.



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

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

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