



PS-5 New Counter Display and Assortment!

WISS PINKING SHEARS

featuring... **1. LOWER PRICES!**
2. A NEW MODEL!

Here is a sparkling, new display in four colors, featuring the most popular shears ever made—Model C Pinking Shears—and the new, medium-priced Pinking Shears, Model E. Use this new display to tie up with the Wiss advertising campaign and enjoy unprecedented cutlery sales.

PS-5 ASSORTMENT

3 pairs new Model E, retail price \$3.95 each. Made to meet the wide demand for quality Pinking Shears at a medium price.

2 pairs Model C, new reduced retail price \$7.50 each. These are the world's finest Pinking Shears, choice of professionals and home sewers.



RETAIL VALUE	
OF ASSORTMENT\$26.85
DEALER'S PRICE\$18.92

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

NATIONAL ADVERTISING

DRAMATIC COLOR, ONE-HALF PAGE ADVERTISEMENTS, FEATURING WISS PINKING SHEARS, START IN THE JUNE ISSUES OF—

- The Saturday Evening Post—June 10th
- Ladies' Home Journal
- Country Gentleman
- McCall's

NOTE: Please do not advertise or display PS-5 or Model E Pinking Shears until June 5th.