

America's shapeliest pen with the miracle point... holds 17.4% more ink



In the beginning

We lost money on every Duofold

—Then the day came when unparalleled demand with large scale production enabled Parker to offer

This Guaranteed for Life Pen at \$5 (as well as at \$7 and \$10)

Some guaranteed for life pens in Junior and Lady sizes, with 17.4% to 69.4% less ink capacity than the Parker, are priced at \$7.50—exactly 50% higher—and some at even \$8.25. Yet they do not have the streamlined beauty of the Duofold, or its miracle point that writes with Pressureless Touch.

Today Parker prices command the attention of millions more people than ever, because more people than ever demand for their dollars the old-time, pre-war buying power.

Nothing but output on the Parker scale can produce such style and value as the Parker Duofold Jr. or Lady Duofold Pen at only \$5, Guaranteed for Life, the same as the Parker Duofold Over-size Pens at \$7 and \$10.

To give you value nowhere else obtainable, Parker at the start made no profit on this super pen. Now Parker far outsells all others—every independent pen census proves this conclusively, *again and again!*

If you use a less inspiring pen, or carry none at all, you haven't a

THE SAME PEN TWO WAYS



As a pocket Pen, —converted for Desk

chance to get so far in your work, or make so much of your opportunities.

You want—you need this famous Duofold that lets you write as easily as you breathe. It's the best assistant you can put your hand to. It will work for you the rest of your life, for only \$5, just as Parker's \$7 and \$10 Over-size Duofolds.

Birthdays, Graduation, all Prize-giving and Gift occasions, call for Parker Duofold Pens, Pencils and Desk Sets. You can scarcely think of a Gift at these prices for friends or loved ones that will serve them so long, or thrill them so completely.

Step up to the nearest pen counter tomorrow—see these Parker Matched Pen and Pencil beauties—try these Pressureless pen points. See how Parker leads the way in making your dollar as big in buying power as before the war.

THE PARKER PEN COMPANY, JANESVILLE, WISCONSIN
Chicago Branch and Service Station: Century Bldg., corner State and Adams, Phone Wabash 1706

Parker Duofold

PEN GUARANTEED FOR LIFE \$5 - \$7 - \$10

Other Parker Pens, \$2.75 and \$3.50; Pencils to match them all, \$2.50 to \$5

A GOOD IDEA FOR THE PRIZE COMMITTEE . . . AND A BIRTHDAY GIFT THAT WILL MAKE SOME ONE THINK OF YOU EVEN MORE—AND EVEN MORE OF YOU