



*Balanced Sheaffer Lifetime^o pens
—leaders in school and for all writing*

At school, the good that can be gained in classes depends pretty nearly upon the speed and ease of one's pen; in 73 of the 119 leading colleges of America Sheaffer's lead in actual sales. Sheaffer's Lifetimes^o lead everywhere else in America, too, and no wonder. They BALANCE—that exclusive quality giving them grace of line and easy, swift writing ability. And so dependable are they that we guarantee them for the owner's whole life. See them. You'll agree they set the style. Then write, and you'll know you've met a Lifetime^o writing companion. For yourself or another, what nicer gifts than such as these?

At better stores everywhere

^oGuaranteed unconditionally for your lifetime. Green and black Lifetime^o pens, \$8.75; Ladies', \$7.50 and \$8.25; Black and pearl De Luxe, \$10.00; Ladies', \$8.50 and \$9.50. Pencils, \$5.00. Others lower.

Identify the Lifetime^o pen by this white dot.

Genuine Brazilian Onyx, Italian Marble, jet or crystal glass Lifetime^o desk fountain pen set, \$12, others lower.



SAFETY SKRIP.
Successor to ink, 50c.
Refills, 3 for 25c. Non-breaking, can't spill. Carry it to classes!

SHEAFFER'S
PENS · PENCILS · DESK SETS · SKRIP

W. A. SHEAFFER PEN COMPANY • FORT MADISON, IOWA, U. S. A.

Chicago Office, 209 South State Street

^o Reg. U. S. Pat. Off.

