

EXTRA STRONG,  
LIGHT WEIGHT  
BELL-SHAPE CAP

DRIVE SHAFT TUBE  
—NO THREADS  
TO STRIP

BARREL OF NON-  
BREAKABLE  
RADITE

PUSH ROD—NON-  
CORROSIVE WASP-  
ALUMIN—\$1.70  
A POUND

PROPEL SPIRAL  
—CUT FROM  
SOLID ROD

SOLDERLESS EX-  
PANSION BLOCK—  
HOLDS MECHANISM  
SECURELY

WASPALUMIN  
LEAD CARRIAGE—  
AUTOMATICALLY  
HANDLES LEADS  
OF VARYING SIZES

## For sheer pleasure in writing, all this was done

First, all writing needs were weighed. Then this Lifetime<sup>o</sup> Pencil was made to meet those requirements supremely well. Costly Waspalumin, that tough and non-corrosive metal, was used generously. Only unbreakable Radite would do for the barrel. Solder loosens; solder was eliminated. Parts were machined to 1/1000 inch limits . . . This fleet, beautiful instrument writes with lightest touch, operates with unflinching sureness that betokens endless service. There is no other like it in all the world. See it demonstrated. Then write; you'll know you have found a lifetime writing companion.

*That is our Pledge.  
Your Lifetime Pen  
is guaranteed un-  
conditionally for  
your life, and your  
Lifetime Pencil is  
forever guaran-  
teed against defect*



Identify the  
Lifetime pen by  
this white dot

DE LUXE "LIFETIME" PEN, \$10—PENCIL, \$5. REGULAR "LIFETIME" PEN, \$8.75—PENCIL, \$4.25  
OTHERS LOWER. PRICES SLIGHTLY HIGHER IN CANADA

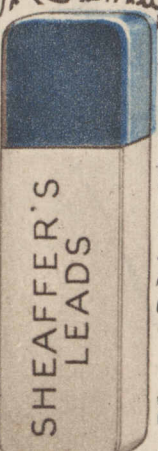
At better stores everywhere

# SHEAFFER'S

PENS · PENCILS · SKRIP

W. A. SHEAFFER PEN COMPANY FORT MADISON, IOWA, U. S. A.  
Chicago Office, 209 South State Street

<sup>o</sup>Reg. U. S. Pat. Off.



Uniform  
Blue Cap  
Leads,  
15 cents