



This white dot identifies Sheaffer's, the ONLY genuine Lifetime pen.

BALANCE

The ONLY Balance pen and pencil are Sheaffer's

100% of Sheaffer's sales proves Balance° conquers obsolete styles

Balance° in pens and pencils . . . Sheaffer's innovation . . . sweeps to world-wide acceptance! Today one hundred per cent of all Sheaffer's sales are Balance° pens and pencils, and Sheaffer outsells all others! So give away your obsolete flat top pen and pencil and equip yourself with the accepted Balance° Lifetime°. Symmetrical in their tapered beauty, incisive in their swift, free stroke, these self-poised writing instruments have made handwriting modern. This new, unfettered freedom is yours for life in Sheaffer's Lifetime° pens—forever guaranteed to serve you faultlessly. Mated with Skrip, successor to ink, they offer you all that is fine in writing. Today matched writing equipment is the vogue—see the Sheaffer ensembles.

AT BETTER STORES EVERYWHERE

The ONLY genuine Lifetime° pen is Sheaffer's; do not be deceived! All pens are guaranteed against defect, but Sheaffer's Lifetime° is guaranteed against everything excepting loss for your lifetime. Sheaffer's Lifetime° pens from \$7; Sheaffer's Lifetime° 14 Karat solid gold-band Autograph pens with duplicate of your actual signature (serving for identification) from \$12.75. Autograph pencils from \$9. Other Sheaffer pens from \$3.

SHEAFFER'S

PENS · PENCILS · DESK SETS · SKRIP

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

Chicago Office, 209 South State Street

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Six-piece Matched Balance Ensemble, No. WQ16, \$40. Others higher and lower.



Matched Balance° Writing Equipment is the Vogue.



SKRIP, SUCCESSOR TO INK. This brilliant writing fluid cannot clog or thicken. Makes all pens write better, and Lifetime° pens write best. 2 oz. bottle, 15c. For 66 2/3% more money, you get 100% more Skrip in the 4 oz. bottle, at 25c.