



No. KGR, \$3.00

No. K74TC, \$9.50

No. KTSC, \$4.00

No. J74TC, \$8.25

No. JTSC, \$3.75

No. JGR, \$2.50

BALANCE
The only Balance pen and pencil is Sheaffer's

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Sheaffer, alone among pen makers, has exclusive government right to use these words: Balance and Lifetime. 'Balance' means scientific weight distribution, ending pen top-heaviness, abolishing the tight, cramped finger grip, bringing you speedy, relaxed writing, and giving these instruments their fresh, modern lines. As for 'Lifetime', that stands for our promise that your pen will perform perfectly as long as you live. Lifetime pens now duplicate even the action of any steel point. Choose the point suiting your hand and see what Balance has done for writing!

At better stores everywhere

All fountain pens are guaranteed against defects, but Sheaffer's Lifetime is guaranteed unconditionally for your life, and other Sheaffer products are forever guaranteed against defects in materials and workmanship. Green and black Lifetime Pens, \$8.75; Ladies', \$7.75 and \$8.25, black and pearl De Luxe, \$10.00; Ladies', \$9.00 and \$9.50; Pencils, \$5.00. Three-piece Lifetime set including golf, handbag or watch-chain pencil, \$18 for men, \$16.50 for ladies. Others priced variously.

SHEAFFER'S

PENS · PENCILS · DESK SETS · SKRIP

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

Chicago Office, 209 South State Street

Reg. U. S. Pat. Off.

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Identify the Lifetime pen by this white dot.

No. 37 \$11



SAFETY SKRIP,
Successor to ink,
Skrip-filled, 50c