

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



BALANCE
The only Balance pen and pencil is Sheaffer's.



No. HGR,
\$3.00.

No. SHT,
\$5.00,
others lower.

No. H8TC
\$10.00,
others lower.

New garb. New design. New ability in Balance Lifetime pens and pencils

Marine Green—luminous color of ocean deeps where sunken treasure ships glow in vagrant sun and velvet shadow—that is the rich and restful color of the new Lifetime writing companions. And with that color come modern design, and restfulness in your hand, the results of the perfect Balance engineered into these new instruments. Give away your old style pens and pencils! Carry graceful Balance Lifetimes, matched in line and color! So fine are these pens that each is guaranteed against everything excepting loss for the owner's lifetime; each owner, of course, chooses his individualized point. For such reasons Sheaffers outsell all others. At your Sheaffer dealer's, see the beautiful Marine Green Lifetimes, and enjoy the eager feel of perfectly balanced pens and pencils!

Four-piece Ensemble, \$24.
Others \$14.50 to \$50.50



AT BETTER STORES EVERYWHERE

The only genuine Lifetime pen is Sheaffer's. Do not be deceived!
Jade Green and Jet Black Lifetime pens, \$8.75; Ladies', \$8.25. Marine Green and Black and Pearl De Luxe, \$10; Ladies', \$9.50. Petite Lifetime pens, \$7 and up. Pencils \$5 and lower.

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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SAFETY SKRIP, SUCCESSOR TO INK, SKRIP-FILLED, 50c TO \$10.

Every literate person between the ages of five and one hundred should have a package of Safety Skrip—saves furniture, rugs, clothing, keeps the fluid fresh, makes all pens write better.