

No. 1059, complete with Lifetime<sup>o</sup> desk fountain pen, \$55.

This white dot identifies Sheaffer's, the ONLY genuine Lifetime<sup>o</sup> pen.

No. 903, complete with desk fountain pen, \$7.50.

No. 818, complete with Lifetime<sup>o</sup> desk fountain pen, \$15.

No. 831, complete with Lifetime<sup>o</sup> desk fountain pen, \$12.

## There IS Vast Difference Between Fountain Pen Desk Sets

First, Sheaffer's White Dot (1) on the pen signals the only genuine Lifetime<sup>o</sup> guarantee. Next, to keep the pen tip moist—ready for instant duty—Sheaffer's patented shoulder (2) air-seals the point as it rests within the socket. And third—in the interest of writing efficiency—Sheaffer's patented spring ratchet (3) maintains the pen at "Attention!", the correct 45-degree-ready-writing angle. At ease—when the pen lies flat within your desk—the ratchet secures it like a Zeppelin at anchor (4), supplying the "give" that prevents breakage. Sheaffer's pen, resting free in the socket (5), answers your summons to duty without jerking or slightest resistance, for it slides easily in and out without the point-damaging hazards of spring grips. Unmatched beauty is one reason why Sheaffer desk sets outsell all others, but the factor of greatest importance to you should be Sheaffer's mechanical superiority for your lifetime. With that as your basis of selection, your choice must be Sheaffer's.

### AT BETTER STORES EVERYWHERE

Sheaffer desk sets from \$5; Sheaffer pens and pencils from \$3 to \$100—each the leader in its class. In the \$5 and \$3 classes Sheaffer pens and pencils are guaranteed to give best performance, and are the finest in the world at these prices.

# SHEAFFER'S

PENS · PENCILS · DESK SETS · SKRIP

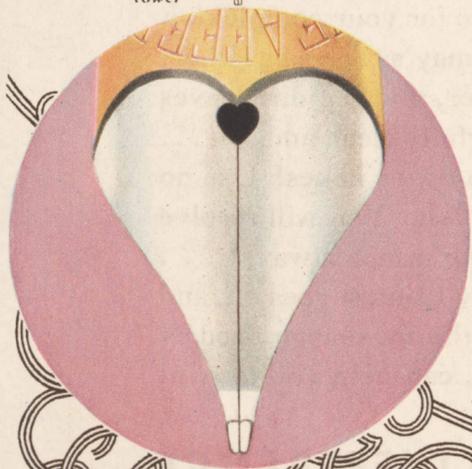
W. A. SHEAFFER PEN COMPANY · FORT MADISON, IOWA, U. S. A.

Chicago Office, 209 South State Street

Reg. U. S. Pat. Off

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No. H75TC, \$15. Others lower



Sheaffer's new Feathertouch Point with Gold Body and Platinum-Covered Channel.