



*The Students Pen*

*The Best that can be Made*

## The Business Pen

Waterman's Ideals were invented by a business man for business men. The original ideas were the outcome of a broad knowledge of a great necessity. Mastered in a practical manner and developed in a most careful way, the pen was a success from the start.

The first use of Waterman's Ideals was by business men—the best advertisers in the world of successful things. From this start there developed the never-diminishing demand which has made this pen the standard writing instrument of the office and home in every country of the world. In the business world to-day

## Waterman's Ideal Fountain Pen

is as indispensable to the active manager and inactive office boy as it is to the book-keeper, salesman and stenographer in their special work. There are special points for all.

The great success of Waterman's Ideal Fountain Pens lies not alone in their high quality but in that they can be supplied to meet the individual requirements of every writer or style of writing, and this is all-important in a pen that is to last for years.

The styles are Standard (CONE-CAP, ILLUSTRATED), Safety and Self-Filling. There are 300 patterns and sizes—34 varieties of pen points in each size—Prices \$2.50 and upwards.

FROM THE BEST DEALERS EVERYWHERE

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