

## The June Issue of

# *The Pen Prophet*

Is as interesting as it is instructive

### **DID YOU READ**

#### **On the Inside Front Cover**

the key to sizes? a valuable reference, as it is a catalog in miniature of most of our standard cone cap styles.

#### **Page Six**

is devoted to Ideal-caps and their sizes and is full of facts you ought to know.

#### **"Perfect Satisfaction"**

An interesting article on the following page of how to please the pen crank.

#### **Pages Eight and Nine**

devoted to an interesting article on the manufacture of Waterman's Ideal Fountain Pen. You can never be too well informed on the manufacture of any article you are selling.

#### **And Under "Pen Push"**

on pages twelve and thirteen, a most interesting talk on vacation business and advertising methods that bring profit.

#### **"Waterman, My Waterman"**

A jolly, ringing song; words and music by Arthur E. Godfrey, the London composer, who wrote the song out of pure gratitude to the inventor of the Waterman's Ideal.

Oh, yes!—and that lesson on "Pen Etiquette," page eighteen, is well worth your while.

You can't afford to skip these or any one of half a dozen other articles in this number of the Pen Prophet.

## The Force of Our Advertising

which is now more extensive than ever before, is sure to increase sales everywhere.

The July and August ads., of which reduced cuts are shown below, are particularly strong and seasonable.

Prepare for the demand with a well assorted stock, prominently displayed.

### Waterman's Ideal Fountain Pen



**MANKIND'S HONEST SERVANT**  
Sure in efficiency and practical in use, it serves all nations.  
It may be depended on as thoroughly by the side of a mountain stream as at an office desk.  
It is the same willing servant at all times.  
This pen is the standard. It is purchasable and exchangeable anywhere on earth. Its perfection is guaranteed. Beyond this there is nothing to desire.  
Exhibited at Jamestown Fair, Interior Court, Africa, and Liberal Arts Building.  
L. E. Waterman Co. of Canada, Limited, 136 St. James St., Montreal, 173 Broadway, N.Y., 12 Golden Lane, London

July Adver.



A most important thing in the vacation outfit is a  
**Waterman's Ideal Fountain Pen**  
It is intended to write with, not to fool with. It has no fads and no failures. It writes steady and constantly because its construction is simple and common sense and it is the most durable writing instrument for the same reason. The Clip-Cap keeps it handy without fear of loss, attached to coat or vest or outing shirt pocket.  
For Sale Everywhere  
L. E. Waterman Co. of Canada, Limited  
136 St. James St., Montreal  
173 Broadway, New York. 12 Golden Lane, London

August Adver.

**L. E. Waterman Co. of Canada, Limited, 136 St. James St., Montreal**

173 Broadway, NEW YORK

12 Golden Lane, LONDON