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.

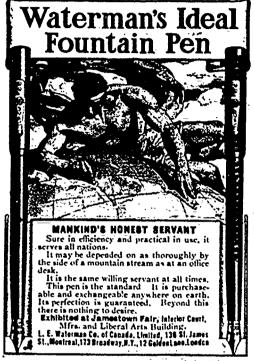
You can't afford to skip these or any one of half a dozen other articles in this number of the Pen Prophet.

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.



July Adver.



L. E. Waterman Co. of Canada, Limited, 136 St. James St., Montreal 173 Broadway, NEW YORK 12 Golden Lane, LONDON