

CHRISTMAS

Greatest Pleasure
is the giving of

Waterman's

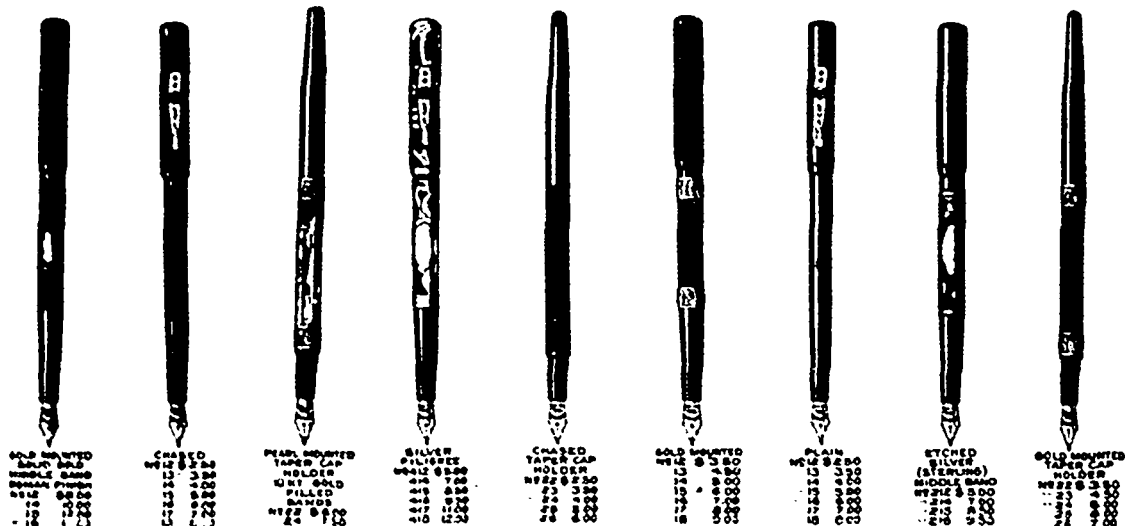
The Pen with **Ideal** the Clip-Cap

Fountain Pen



The value of Waterman's Ideal as one of the most appropriate and inexpensive Christmas gifts has been Nationally recognized and during this season of the year affords one of the most extensive and profitable lines that can be handled by the trade. It is the leader of all other makes. We extend to the trade every possible aid that we can in the way of advertising literature, show cases, electrotypes and window displays to properly present and advertise the line. Our broad National advertising creates a very extensive demand which can readily be localized by you with a little publicity.

Write for complete information to-day. Our pens are salable throughout the entire year and the Christmas trade will permanently establish your department.



If not already received, write for our holiday issue of the Pen Prophet. Our trade publication of great value to dealers.

L. E. Waterman Co. of Canada, Limited

136-138 A St. James St., MONTREAL

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