

Words of Interest to the Canadian Stationer or His Pen Clerk

The Story of **Waterman's Ideal Fountain Pen** *told in Five Words*

First Word—THE PEN



EVERYBODY writes. Almost everybody writes differently. Each has some preference in the selection of a pen. This we recognize.

Therefore, for the man who wishes a stub pen we have a stub pen; a Falcon for the man who likes a Falcon pen; for manifolders we make a stiff pen that writes like a pencil and makes a better copy; for stenographers we have special points, and much of our success has been due to our ability to satisfy stenographers; for bookkeepers we have pens that make fine lines and deposit little ink, so that blotting paper is unnecessary.

In short, pens are made for the finest work and the most delicate shading.

These pens are made in all sizes, and the size of the gold pen determines the price; because, as the pen increases in size the barrel increases in ink-holding capacity and the whole increases in price.

Make your mark with Waterman's Ideal Fountain Pen, whether you want the finest of fine lines or the coarsest of coarse ones. We have a pen to suit your hand. *Initi* on being satisfied.

Pens are of 14-Kt. gold unaffected by the acid in any ink. Points are tipped with iridium.

Second Word—THE SPOON FEED



WHEN the Spoon Feed was first introduced it was the only one of its kind on the market. It was flat and broad. At the present time almost every fountain pen has a flat broad feed. There is no virtue, however, in mere width of rubber. The merit of the Spoon Feed lies in the semi-circular pockets cut into the side, which are not visible ordinarily, and which hold any overflow of ink caused by air pressure or otherwise. This is the feature that is patented. This is the Spoon Feed.

It eliminates the flooding so common to all ordinary fountain pens. It makes it a safe pen for bookkeepers and other careful writers.

The feed question is the rock upon which all other makes have foundered, whereas with the Ideal this proper feed principle has had the effect of making it the Standard of the World. No other feed will give such a perfectly uniform flow of ink, no other pen gives always enough and never too much. This is perfection. Beyond it there is nothing to attain.

It has been said that every man can make of himself what he will, and the experience of many stationers who have applied the principles of good salesmanship to the Ideal Pen has proved that any stationer can make of these goods one of the most profitable lines which he carries; in fact, he can make it a head line instead of a side line.

SPECIAL INVITATION

We are always glad to correspond with any stationer who may be on the verge of making a decision in favor of stocking a line of Waterman's Ideal Fountain Pens.

Those now entering the stationery business, or at points where our travellers do not call regularly, are especially requested to send us their names and inquiry for further information.

HEAD OFFICE

L.E. Waterman Co. of Canada, Limited, 136 St. James St., Montreal
NEW YORK and LONDON

Third Word—THE CLIP-CAP



This Clip is fastened to the cap in such a way as to make it almost a part of the Cap itself. It enables one to carry a fountain pen in either coat or vest pocket with a positive sense of security. When vests are discarded it is a boon. It will hold your pen securely either inside or outside of your loose summer coat. It will keep the pen from rolling off the desk and dropping to the floor.

Clips add to the cost of the Cap or the pen as follows: German Silver, 25c.; Sterling Silver, 50c.; Rolled Gold, \$1.00; Solid Gold, \$2.00.

The careful writer needs it. The careless one cannot keep a pen without it.

Fourth Word—STYLES



THE plate of pens shown, illustrates gold pen sizes from No. 2 (the smallest) to No. 8 (the largest), and indicates the relative sizes of our cone cap holders, No. 12 to No. 18. These are shown in the most popular styles. Almost every one of the different styles shown is made in all of the sizes illustrated—but the ones shown in the illustrations are only a few of those we carry.

Waterman's Ideal Fountain Pen has come to be regarded by people of good taste as an Ideal gift and, therefore, many presentation styles are manufactured, because a gift should be beautiful as well as useful.

It is an exceptionally appropriate gift from employer to employee, because it will be a convenience to the recipient and a satisfaction to the donor, in that it will save time for both.

Fifth Word—THE BEST WORD IN THE "IDEAL" WORLD



This word makes all the difference in the world, because it means the genuine. It enables you to select the best. You will find this word "Ideal" stamped on every Waterman's Ideal Fountain Pen. It means extra care taken in the process of manufacture; it means the best materials, the widest range of pen points (which is an important matter); it means the most valuable patents in the fountain pen world; it means reliability and satisfaction and the guarantee of exchange until satisfied.

The word "Ideal" is your protection. Look for the word in the world. Almost a quarter century old.