

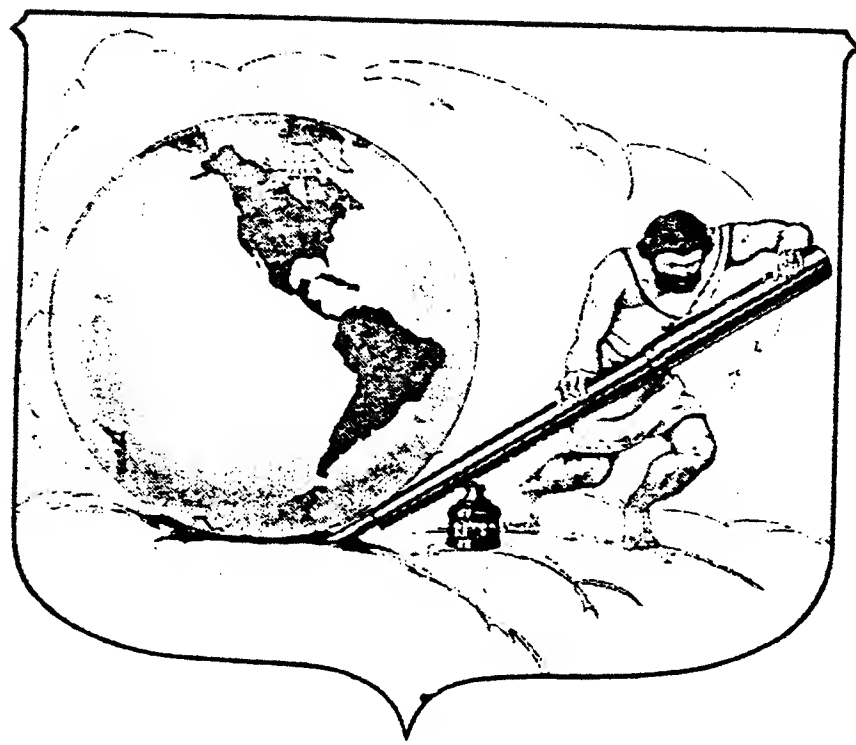
Waterman's
Ideal
Fountain Pen



Waterman's
Ideal
Fountain Pen

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by
L. E. Waterman Company
New York

Waterman's Ideal Fountain Pen



*Waterman Company, 191 Broadway
New York*

Boston, 24 School St.

San Francisco, 17 Stockton St.

Paris

London, W.C., 41 Kingsway

Milan

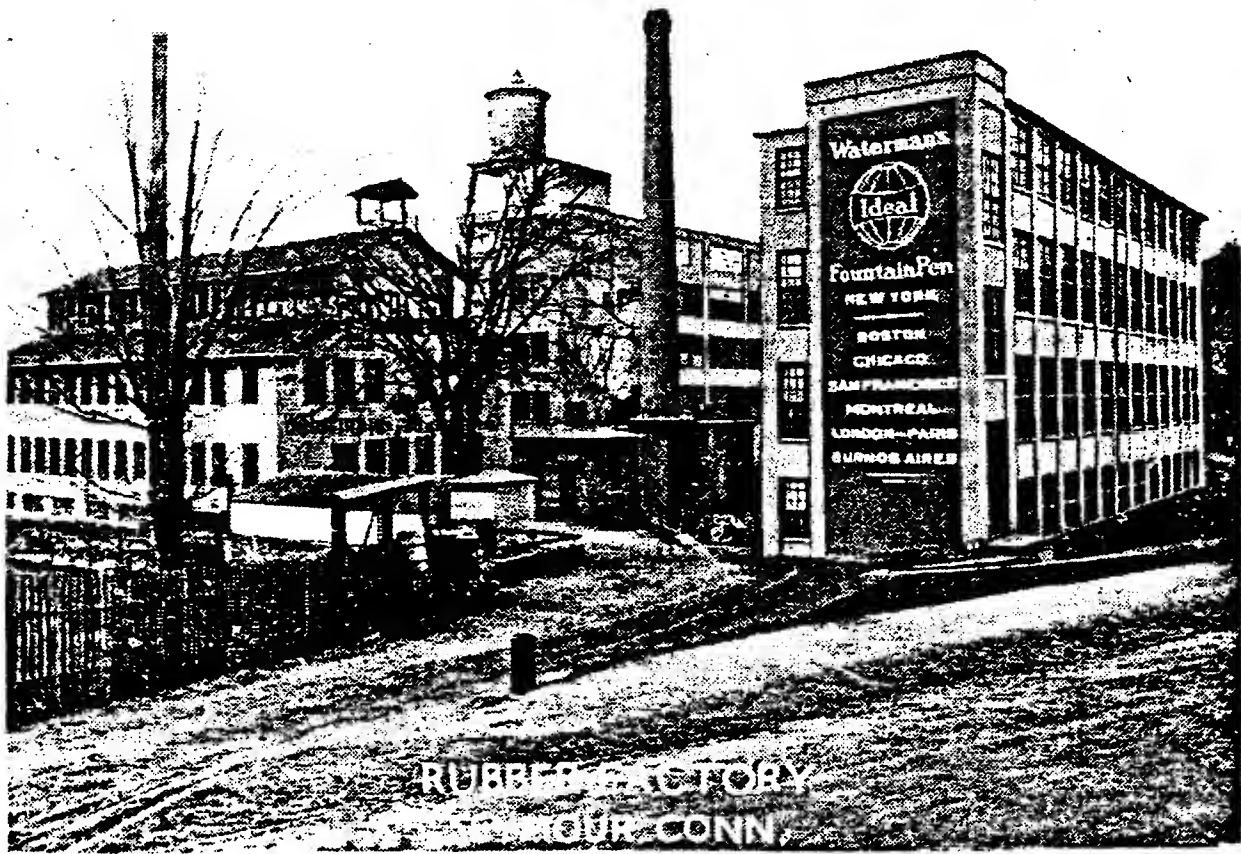
Chicago, 127-129 So. State St.

Montreal, 179 St. James St.

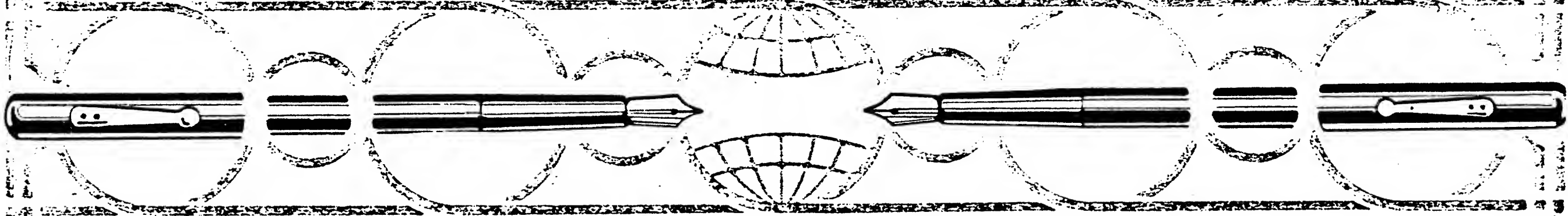
Buenos Aires



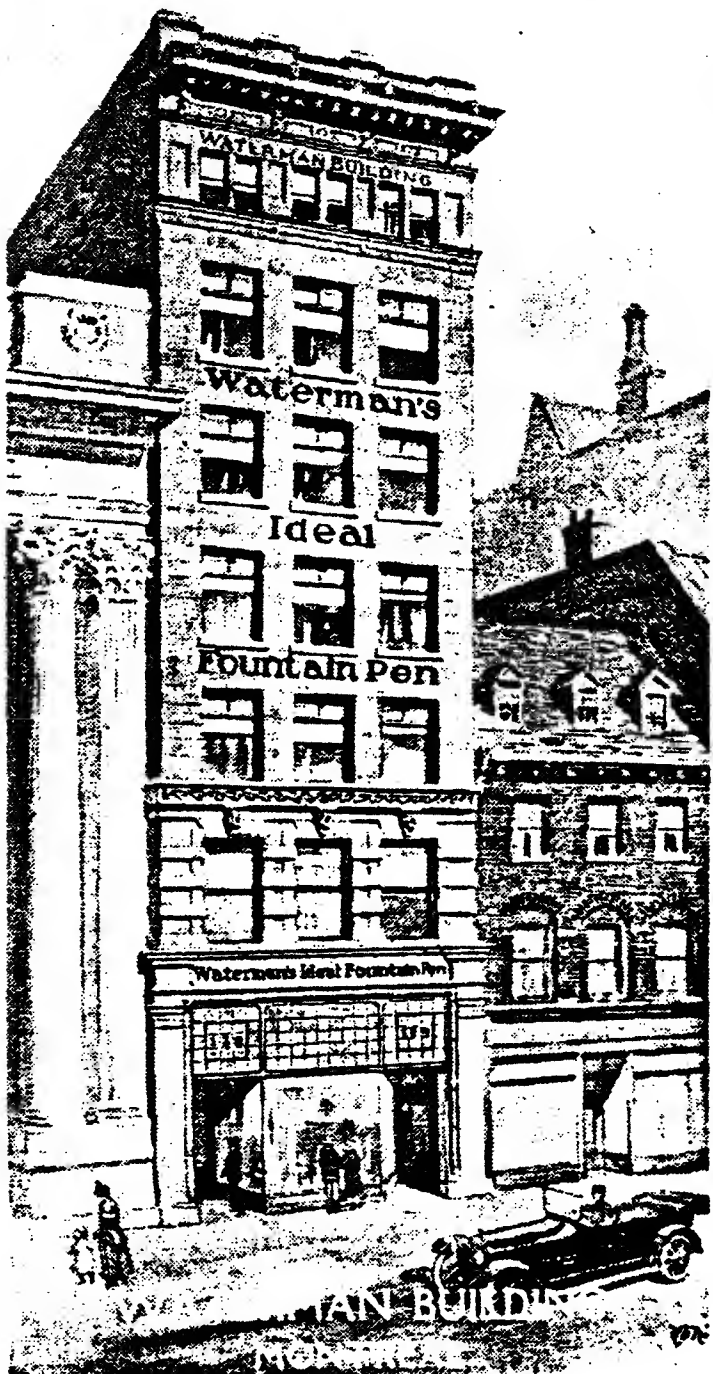
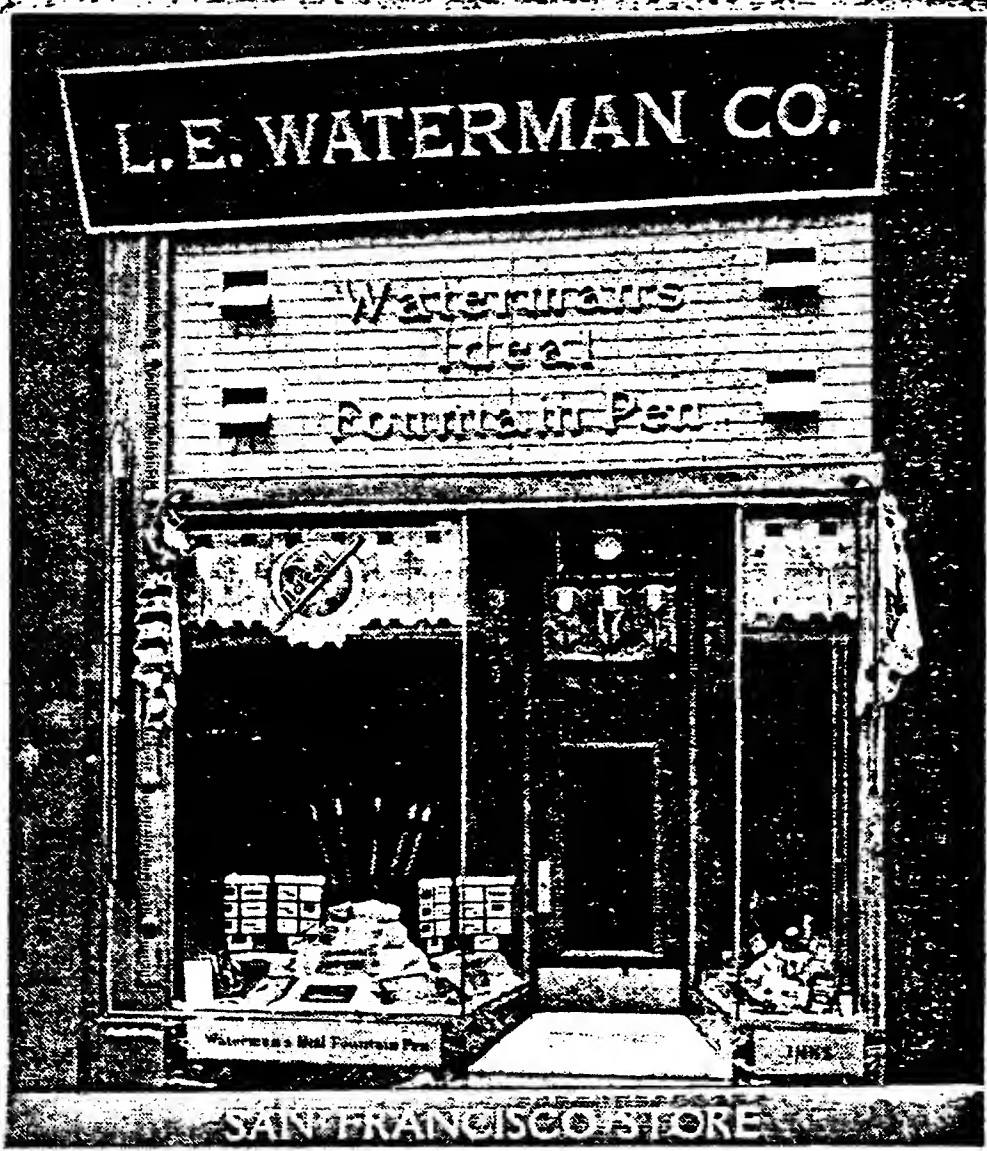
CANADIAN FACTORY
ST. LAMBERT, CAN.

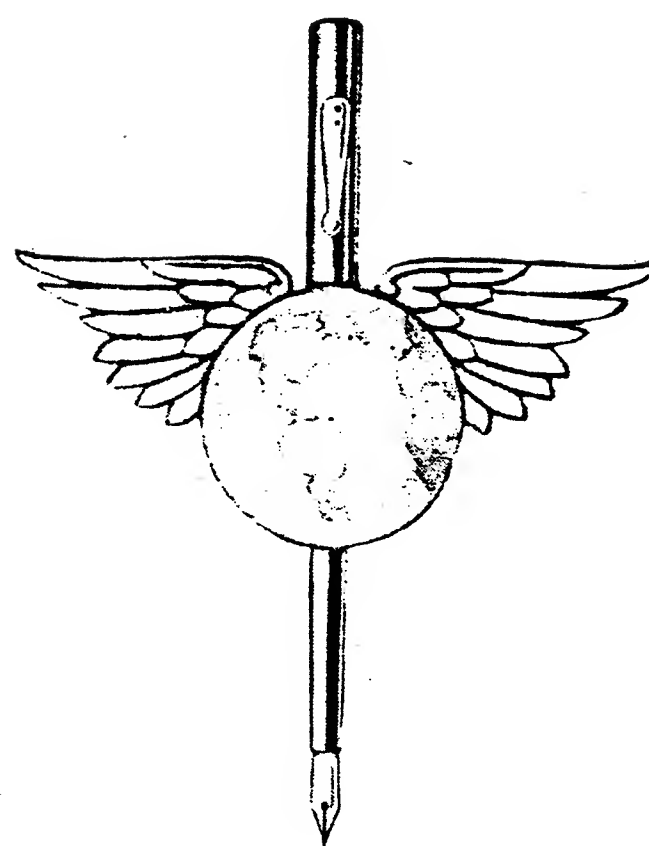
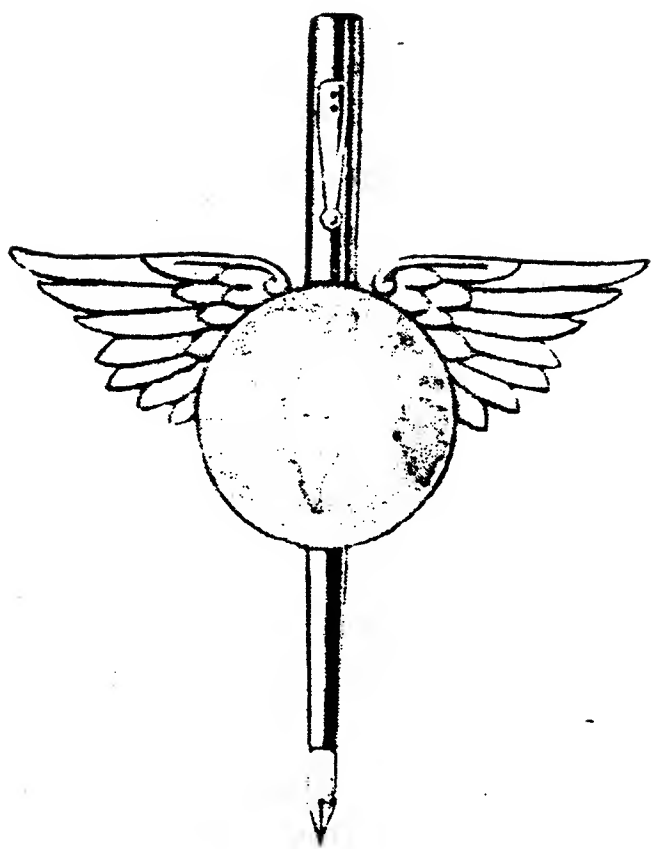


RUBBER FACTORY
HARTFORD, CONN.



GOLD PEN FACTORIES
NEW YORK





L. E. Waterman

Founder of the Waterman Pen Industry



IN publishing this edition of our catalog, we are prompted by the desire to place in your hands a reference book, the high character of which will at once not only command your attention but favorably impress your customers with the fact that the L. E. Waterman Company stands foremost in the Fountain Pen Industry.

“Waterman’s Ideal Fountain Pen,” a standard trade-mark, originated by the inventor of the pen that bears his name, has a broader and fuller meaning than that of a mere phrase. It not only stands for a pen that is perfect in its workmanship and service rendered to the user, but it also stands for a Business Policy, a relationship between manufacturer and merchant, one that was established with the beginning of the industry and one which we have always been careful to maintain.

Pioneers in the field of scientific fountain pen making, it has been our proud boast for over a third of a century that Waterman’s Ideal Fountain Pen is the peer of any pen made, and that every whim of the fountain-pen-using public can be satisfied from our line.

That this is not an idle claim is substantiated by the fact that nearly thirty million Waterman's Ideals are in daily use in all parts of the civilized world.

From a modest beginning, comprised principally of an idea, with its first home consisting of desk space in a cigar store, the business has developed, growing year by year, ever in the forefront, until five large factories and ten branches with a staff of nearly two thousand loyal associates and employees are now required to supply the constantly increasing demand for our pens.

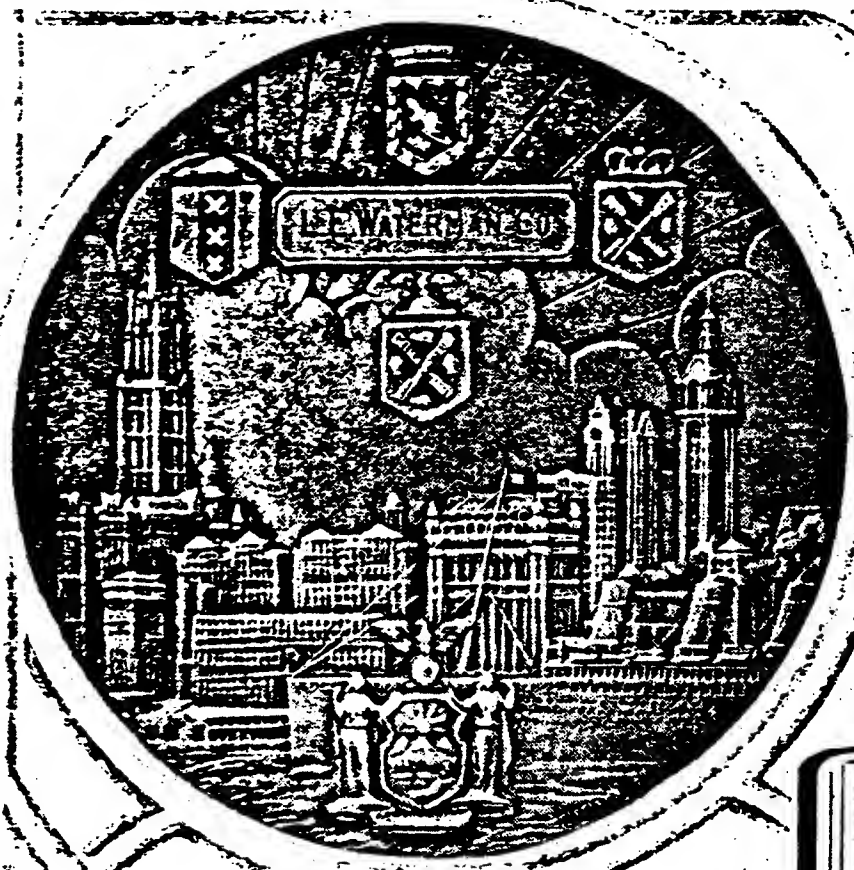
The growth of the L. E. Waterman Company marks the progress of the fountain pen industry.

Simplicity, Safety, Service and Satisfaction mark the high standard maintained by Waterman's Ideal Fountain Pens. To attain this achievement, only the very best grade of materials are used, fashioned by the most modern tools in the hands of none but highly skilled mechanics. Every element required to produce a perfect article is used in the production of Waterman's Ideals.

Every pen that bears the name of "Waterman's Ideal" is the product of the most scientific knowledge and skilled labor it is possible to employ in the manufacture of a fountain pen, and is backed by our iron-clad guarantee to give absolute satisfaction.

We have endeavored, in the following pages, to convey a general idea of the business and this staple line as it is today. There are four important types of holders, with a world-wide demand of varying proportions for each. The different types are made in a range of practical sizes, adaptable to different "hands," fancies and writing customs. The varying sizes in the different types are mounted with gold and silver in many conventional, floral and other designs, as illustrated and described. The line of Waterman's Ideals is unique in many ways, particularly so because it meets both the personal fancies and unlimited handwriting requirements of all writers. Handwriting requirements are as varied as are the personalities of the writers. Notwithstanding, everything that is wanted in fountain pens can be had in Waterman's Ideals. The entire line of merchandise that is described within these pages is being presented constantly to the writing public through the medium of advertising. It is therefore our earnest suggestion that these pages be carefully read by our dealers and their sales force, and the book retained for ready reference until our next catalog, marking another forward step in the fountain pen industry, reaches you.

L. E. Waterman Company.



*Medals and Certificates Received by
L. E. WATERMAN CO.*

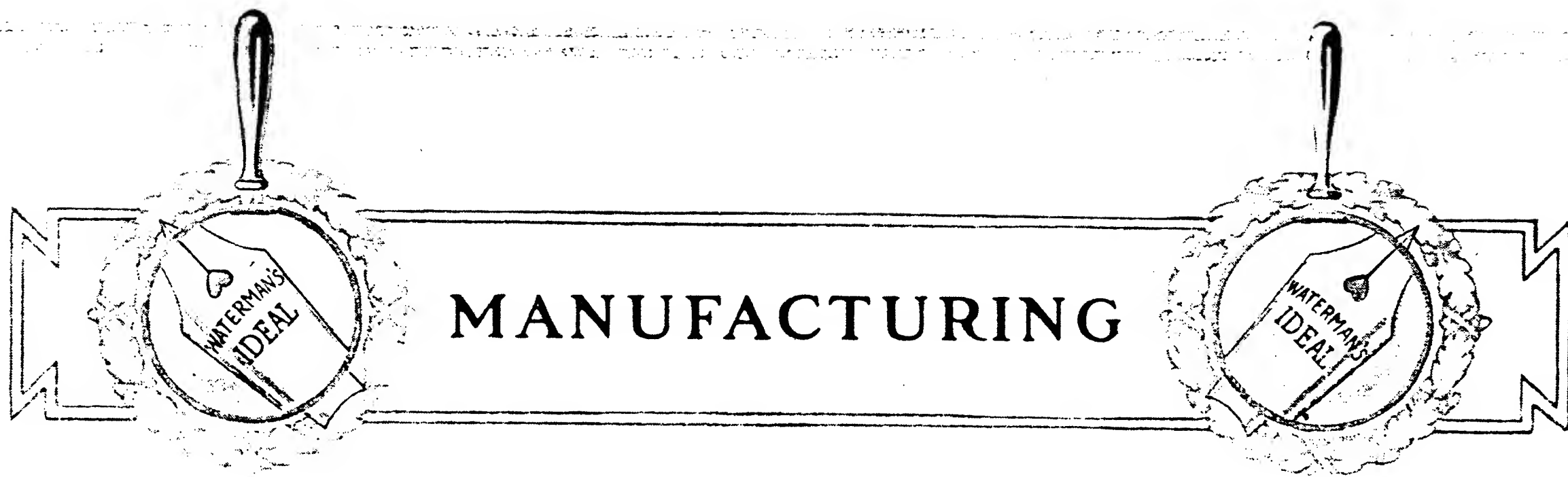
- 1883 Bronze Medal, American Institute, N. Y., Medal of Excellence
- 1884 Bronze Medal, American Institute, N. Y., Medal of Superiority
- 1885 Silver Medal, American Institute, N. Y., Special Medal
- 1886 Bronze Medal, American Institute, N. Y., Medal of Superiority
- 1887 Bronze Medal, American Institute, N. Y., Medal of Superiority
- 1888 Bronze Medal, American Institute, N. Y., Medal of Superiority
- 1889 Bronze Medal, American Institute, N. Y., Medal of Superiority
- 1889 Bronze Medal, Exposition Universelle, Paris
- 1892 Bronze Medal, World's Columbian Exposition, Chicago
- 1894 Gold Medal, Calif. Mid-Winter Internat. Expo., San Francisco
- 1895 Gold Medal, Cotton States and Internat. Expo., Atlanta, Ga.
- 1897 Gold Medal, Tennessee Centennial Exposition, Nashville
- 1898 Gold Medal, Trans-Mississippi and Internat. Expo., Omaha
- 1900 Gold Medal, Universelle International Exposition, Paris



Medals and Certificates Received by
L. E. WATERMAN CO.

- 1901 Silver Medal, Pan-American Exposition, Buffalo, N. Y.
- 1901 Gold and Silver Medal, S. Carolina Interstate and West Indian Exposition, Charleston, S. C.
- 1901 Commemorative Diploma, Glasgow Internat. Exhib., Glasgow
- 1903 Diploma, Osaka Exposition, Osaka, Japan
- 1904 Gold Medal, Louisiana Purchase Exposition, St. Louis
- 1905 Gold Medal, Lewis and Clark Centennial Expo., Portland, Ore.
- 1906 Gold Medal, Dominion Exposition (Industrial), Halifax, N. S.
- 1906 Tablet Medal, International Exposition, Milan, Italy
- 1907 Gold Medal, Jamestown Tercentennial Expo., Norfolk, Va.
- 1907 Bronze Medal, International Book and Paper Expo., Paris
- 1910 Hors-Concours Exposition Universelle de Brussels
- 1910 Award of Merit Diploma, Ohio Valley Exposition, Cincinnati
- 1911 Award of Merit, Milan Exposition, Milan, Italy
- 1914 Bronze Medal, Hudson-Fulton Tercentennial, N. Y. City





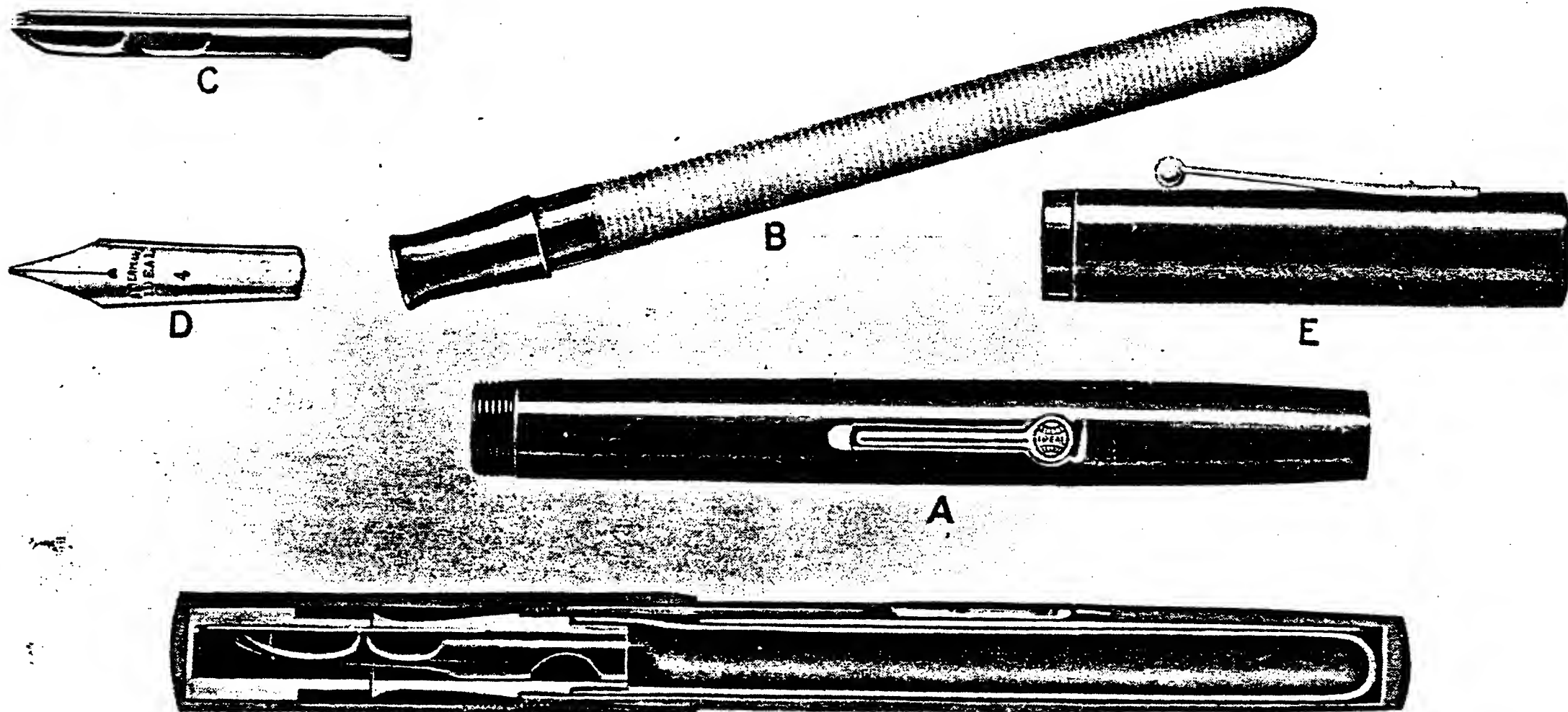
Rubber—Gold—Iridium—gathered from distant parts of the Earth and fashioned by modern machinery in the hands of highly skilled operators epitomizes the elements and the manufacture of Waterman's Ideal Fountain Pens.

Rubber: The finest Beni-Bolivian Para rubber is procured from the remote forests of South America, and shipped to our factories to go through the Waterman processes and after being vulcanized is made into the rubber parts composing our various types of fountain pens.

Gold: Bought from the United States Government and guaranteed to assay pure, is alloyed to 14 kt. fine, then put through our special hardening and rolling processes until the degree of fineness and temper characteristic of Waterman's Ideal Gold Pens is reached.

Iridium: A rare and costly mineral of unusual hardness is obtained from the Ural Mountains in Russia. Cheaper and softer Iridium may be obtained from other localities, but only the best is ever used on the point of a Waterman's Ideal Gold Pen—that is why they have that superfine contact point and remain a source of supreme satisfaction long after cheaper pens have been discarded.

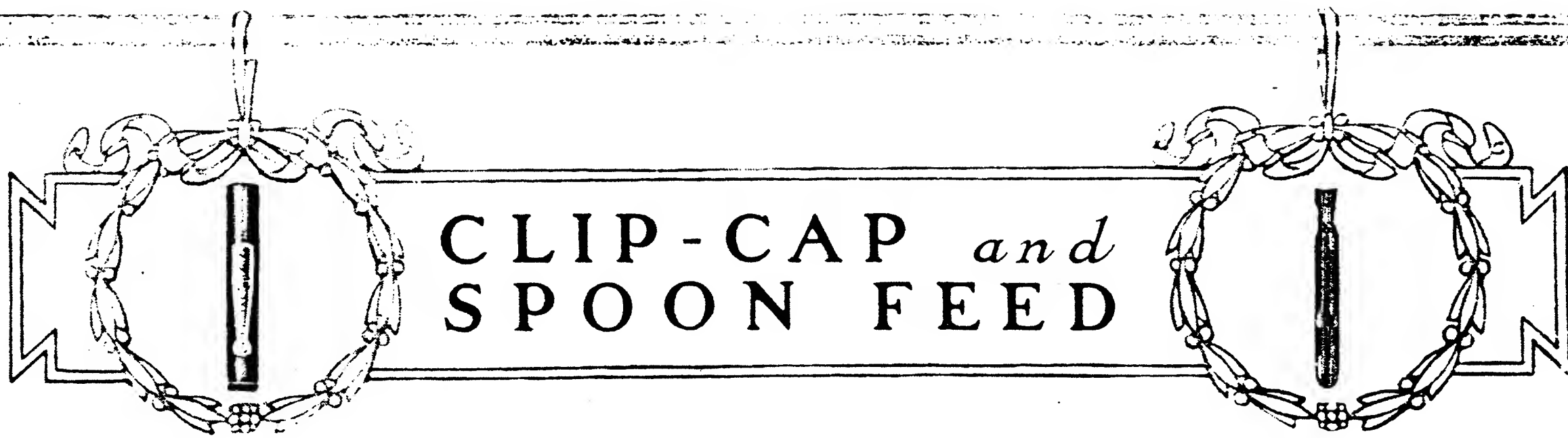
Manufacture: Perfection can only result from efficiency. Efficiency can only result from time and effort conscientiously applied. In the hands of highly skilled craftsmen, many of whom have been in our employ for a quarter of a century, the carefully selected and tested materials described above are put through the two hundred and ten distinct operations that convert them into the finished product bearing the L. E. Waterman Company trade-mark.



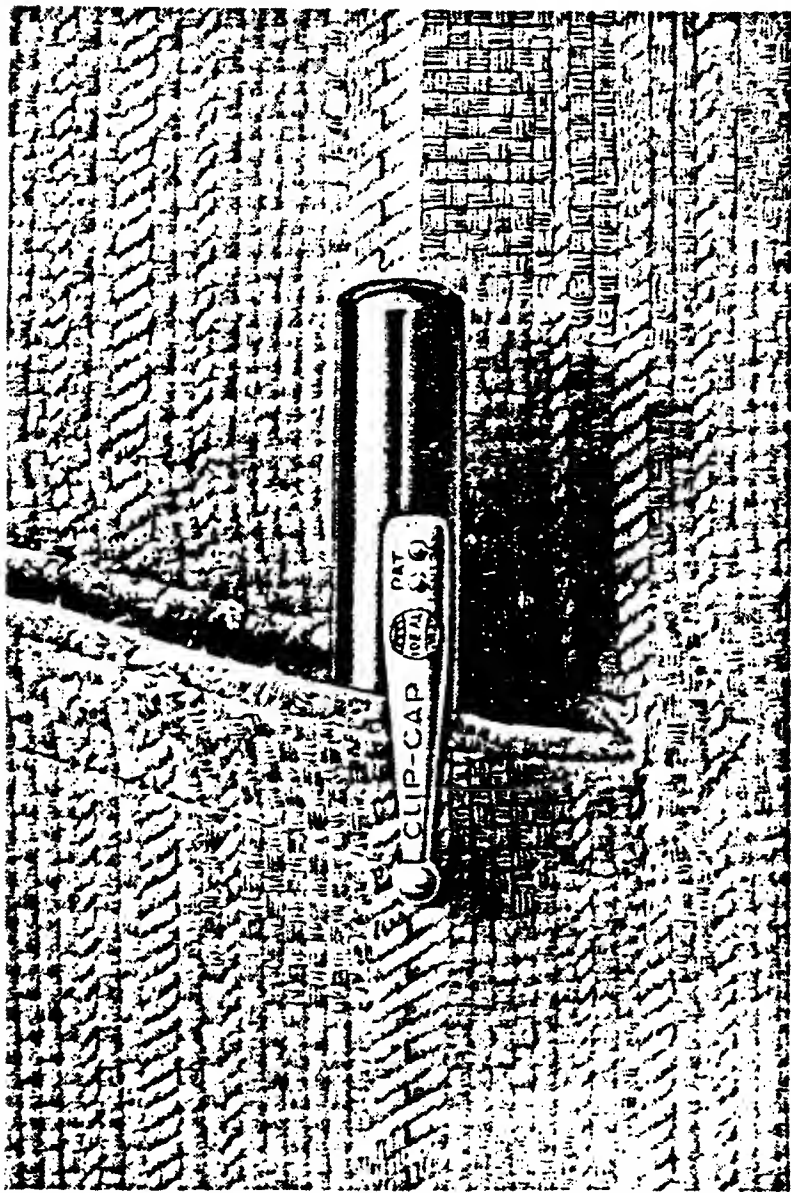
The Principal Parts of Waterman's Ideals

- | | |
|--|---|
| <p>A. The Barrel is finished in a very high polish, and made with the largest possible ink capacity.</p> <p>B. The Point Section (with Ink Tube attached), in which the Gold Pen and Spoon Feed are carefully fitted, sets firmly into the barrel, leaving no shoulder at the joint.</p> | <p>C. The Spoon Feed Section—described on opposite page.</p> <p>D. The Gold Pen—described on page 52.</p> <p>E. The Cap is finished exactly like the barrel, and fits over the Point Section, screwing firmly on to the barrel.</p> |
|--|---|

In the different types of Waterman's Ideals described herein, these parts are somewhat varied, but remain essentially the same in character and purpose. The greatest simplicity is retained in all Waterman's Ideals, affording durability, strength, and mechanical perfection. The several parts are fitted together with technical precision, and are individually and collectively tested.



CLIP-CAP *and* SPOON FEED



IT is important that these two patented features be not overlooked, contributing as they do, so much to the great superiority of Waterman's Ideal Fountain Pens.

CLIP-CAP means far more than merely a Cap with a Clip. It means a Clip riveted in place; a Clip that cannot slip out of position or become detached and lost.

Pens fitted with Clip-Caps cannot roll off the desk or fall from the pocket and be broken, thus making the Waterman's Ideal Clip-Cap a safety feature that well justifies its universal demand and use.

Clip-Caps are to be had only on Waterman's Ideal Fountain Pens.

SPOON-FEED:—The splendid success of Waterman's Ideal Fountain Pens is due not to any "lucky" accident, but to a long, careful study and application of the scientific principles involved in the construction of fountain pens.

The law of gravity produces a precipitation of ink in the barrel toward the point of the pen, but which must be under constant control so that only the exact amount of ink required will be fed at all times. Likewise the expansion of air in the barrel of the pen, due to heat from the hand must be controlled.

Waterman's Ideal Spoon Feed, made from the finest grade of Para rubber, with the channels and reservoirs scientifically designed and constructed, acts as a governor which automatically regulates the precipitation of ink in such a way as to produce, when in use, the steady capillary flow that is so distinctive of Waterman's Ideal Fountain Pens.

The Improved Spoon-Feed, a Waterman patent, and used only in Waterman's Ideal Fountain Pens, insures a steady, sure and instantaneous flow of ink and eliminates the "overflow" that makes dangerous the use of cheap and carelessly constructed fountain pens.



KEY TO STANDARD NUMBERING SYSTEM

THE following table and the illustrations on the following page will fully explain the system which is used in the numbering of all Waterman's Ideals. We believe that this table, with the accompanying explanation of the meaning of each figure in every number, will greatly facilitate the re-ordering, checking and billing of all fountain pens of our make.

SIZE OF GOLD PEN is indicated by number in unit column, i. e., 2-4-5-6-7-8

TYPE OF HOLDER is indicated by number in tens column, i. e., 0-1-2-4-5-6-7-8

Thus:

Regular Type (<i>Straight Cap</i>).....	=	0	in tens column
Regular Type (<i>Cone Cap</i>).....	=	1	in tens column
Regular Type (<i>Taper Cap</i>).....	=	2	in tens column
Safety Type.....	=	4	in tens column
Pocket Self-Filling Type.....	=	5	in tens column
Self-Filling Type.....	=	6	in tens column
Pocket Type.....	=	7	in tens column
Pump Type.....	=	8	in tens column

MOUNTINGS are indicated by number in hundreds column i. e., 2-3-4-5-6-7-8-9

Thus:

Silver, half covered.....	=	2	in hundreds column
Gold, half covered.....	=	3	in hundreds column
Silver, full covered.....	=	4	in hundreds column
Gold, full covered.....	=	5	in hundreds column
Two Gold Bands.....	=	6	in hundreds column
One Gold Middle Band.....	=	7	in hundreds column
One Gold Band on Cap.....	=	8	in hundreds column
Gold Band Top of Cap.....	=	9	in hundreds column

Slender Holder indicated by suffix $\frac{1}{2}$.

Vest Size indicated by suffix V.

Gold filled mounting indicated by prefix 0.

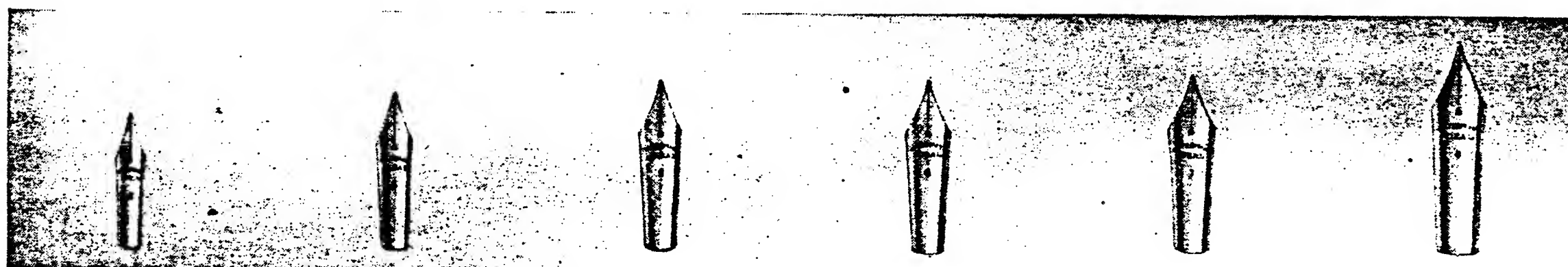
For example: 0852 $\frac{1}{2}$ V would indicate Slender Vest Pocket Self-Filling, with gold filled band on cap and with gold pen size 2, i. e.

Prefix..... 0—Gold Filled
 Hundreds Column..... 8—Gold Band on Cap
 Tens Column..... 5—Pocket Self-Filling Type

Unit Column..... 2—Gold Pen size No. 2
 Suffix..... $\frac{1}{2}$ —Slender
 Suffix..... V—Vest Length

This key table is made by using No. 2 in the unit column in all instances, i. e., fitted with No. 2 size gold pens see below.

Types of Holders	Full Length	Vest Length	Slender Size	Two Gold Bands (Filled)	Gold Middle Band (Filled)	Gold Band on Cap (Filled)	Gold Band Top of Cap (Filled)	Half Silver Covered	Full Silver Covered	Half Gold Covered (Filled)	Full Gold Covered (Filled)	Half Gold Covered (Solid)	Full Gold Covered (Solid)
Regular Type (<i>Straight Cap</i>)...	02	0602	402	502
Regular Type (<i>Cone Cap</i>).....	12	12 $\frac{1}{2}$	0612	0712	412	0312	0512	312	512
Regular Type (<i>Taper Cap</i>).....	22	0622	0722	222	422	0322	0522	322	522
Safety Type.....	42	42 $\frac{1}{2}$ V	42 $\frac{1}{2}$	0642	0742	0942 $\frac{1}{2}$ V	442	0542	542
Pocket Self-Filling Type.....	52	52V	52 $\frac{1}{2}$	0652	0752	0852V	0952 $\frac{1}{2}$ V	252	452	0352	0552	352	552
Self-Filling Type.....	62
Pocket Type.....	72	72V	72 $\frac{1}{2}$	0672	0772	0872V	0972 $\frac{1}{2}$ V	272	472	0372	0572	372	572
Pump Filling Type.....	82	0682	482	0582



In above table all types of holders in which Waterman's Ideals are made are shown in the left column while the various styles in which each holder is made are shown across the top of the table.

The finish of the holder, or the *design* of the mounting, however, is always indicated by the addition of a descriptive word after the number, for instance:

"Plain" or "Chased" on the unmounted pens. "Plain" or "Engraved" on gold banded pens. "Gothic" or "Filigree" etc., on gold or silver mounted pens.

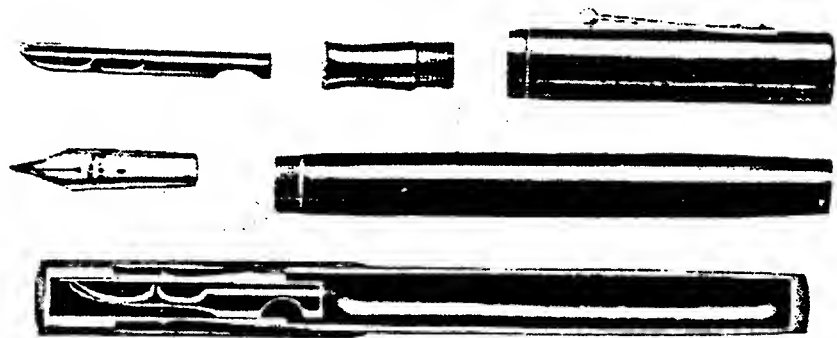
Size of Gold Pen is indicated by the figure in the unit column of all numbers, i. e., *Safety pen plain fitted with No. 6 gold pen is No. 46.*

Above illustrations one half actual size. For comparative sizes of Gold Pens see page 53.

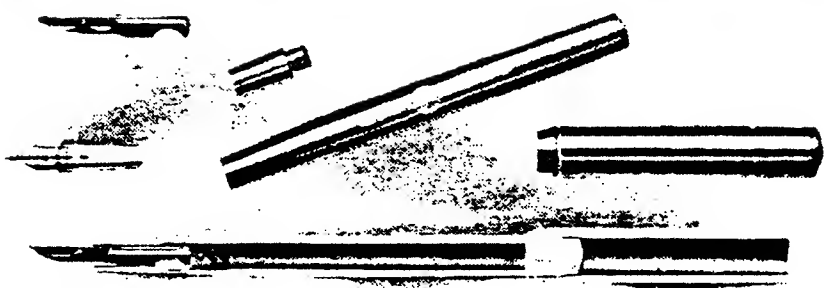
The Types of Holders

are indicated by the figure in the Tens Column of all Numbers, as shown on opposite page

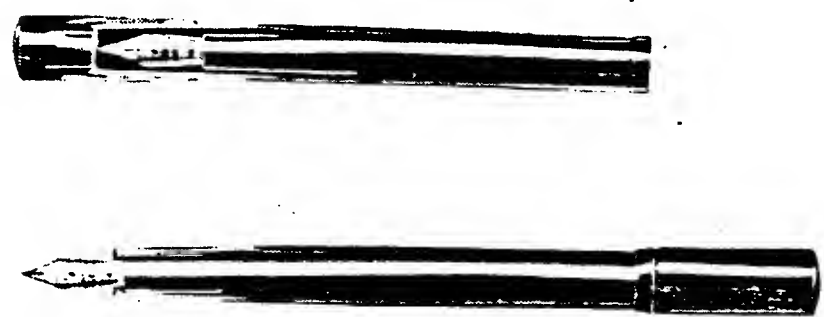
Pocket Self-Filling Type, Nos. 52½V to 58, shown in all sizes and styles on pages 14 to 23. Made to fill direct by suction from any ink supply by merely raising the lever and pressing it down. The lever locks. Fitted with our Screw Lock Security Cap, as shown in the complete sectional illustration of this type pen on page 10.



Pocket Type, Nos. 72½V to 78, shown in all sizes and styles on pages 24 to 30. Same general type of fountain pen as our well-known Regular Type, and fitted with our Screw Lock Security Cap.



Regular Type, Nos. 12½ to 18, shown in all sizes and styles on pages 31 to 37. This is the well-known Cone Cap style of holder, on which the cap fits by friction on either end.



Safety Type, Nos. 42½V to 48, shown in all sizes and styles on pages 38 to 43. The Gold Pen and Feed turns down into the barrel of this type in order that the cap may screw on to the pen end when not in use, and seal (or cork) the ink supply. The Gold Pen and Feed turn out into writing position by a slight twist of the cap when placed on the butt end. The Safety Type may be carried filled with ink upside down, sideways, or in any position and cannot spill.

The Mountings

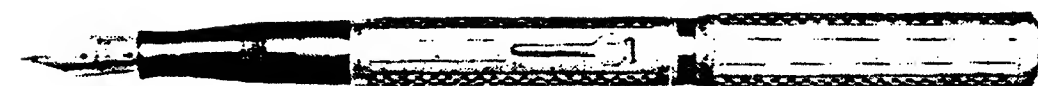
are indicated by the figure in the Hundreds Column in all Numbers as shown on opposite page



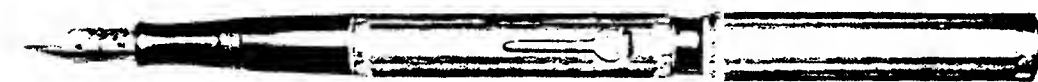
Half Silver covered is indicated by "2" in hundreds column.



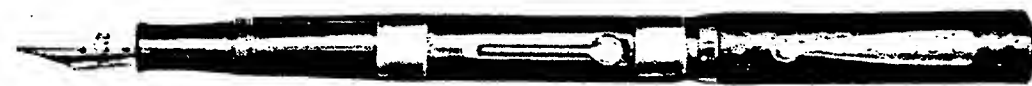
Half Gold covered is indicated by "3" in hundreds column.



Full Silver covered is indicated by "4" in hundreds column.



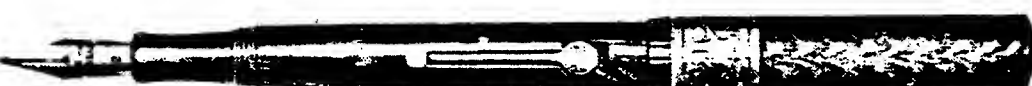
Full Gold covered is indicated by "5" in hundreds column.



Two gold bands are indicated by "6" in hundreds column.



One gold middle band is indicated by "7" in hundreds column.



Gold band on cap is indicated by "8" in hundreds column.



Gold band top of cap is indicated by "9" in hundreds column.

The prefix "0", when included in the number, indicates gold-filled mounting.

Self-Filling Type

Comparative Sizes



No. 52 1/2 V

No. 52 V

No. 54 V

No. 52 1/2

No. 52

No. 54

No. 55

No. 56

Illustrations are actual size.

For prices, general description and mountings on above see pages 14 to 22 inclusive.

Self-Filling

Type



Plain

Chased

Gold Mounted
Engraved Bands

Gold Mounted
Plain Bands

Gold Middle Band
Engraved or Plain

No. 52½.....\$2.50	No. 52½.....\$2.50	No. 0652½.....\$3.50	No. 0652½.....\$3.50	No. 0752½.....\$3.50
No. 52.....2.50	No. 52.....2.50	No. 0652.....3.50	No. 0652.....3.50	No. 0752.....3.50
No. 54.....4.00	No. 54.....4.00	No. 0654.....5.00	No. 0654.....5.00	No. 0754.....5.00
No. 55.....5.00	No. 55.....5.00	No. 0655.....6.00	No. 0655.....6.00	No. 0755.....6.00
No. 56.....6.00	No. 56.....6.00	No. 0656.....7.00	No. 0656.....7.00	No. 0756.....7.00
No. 58.....8.00	No. 58.....8.00			

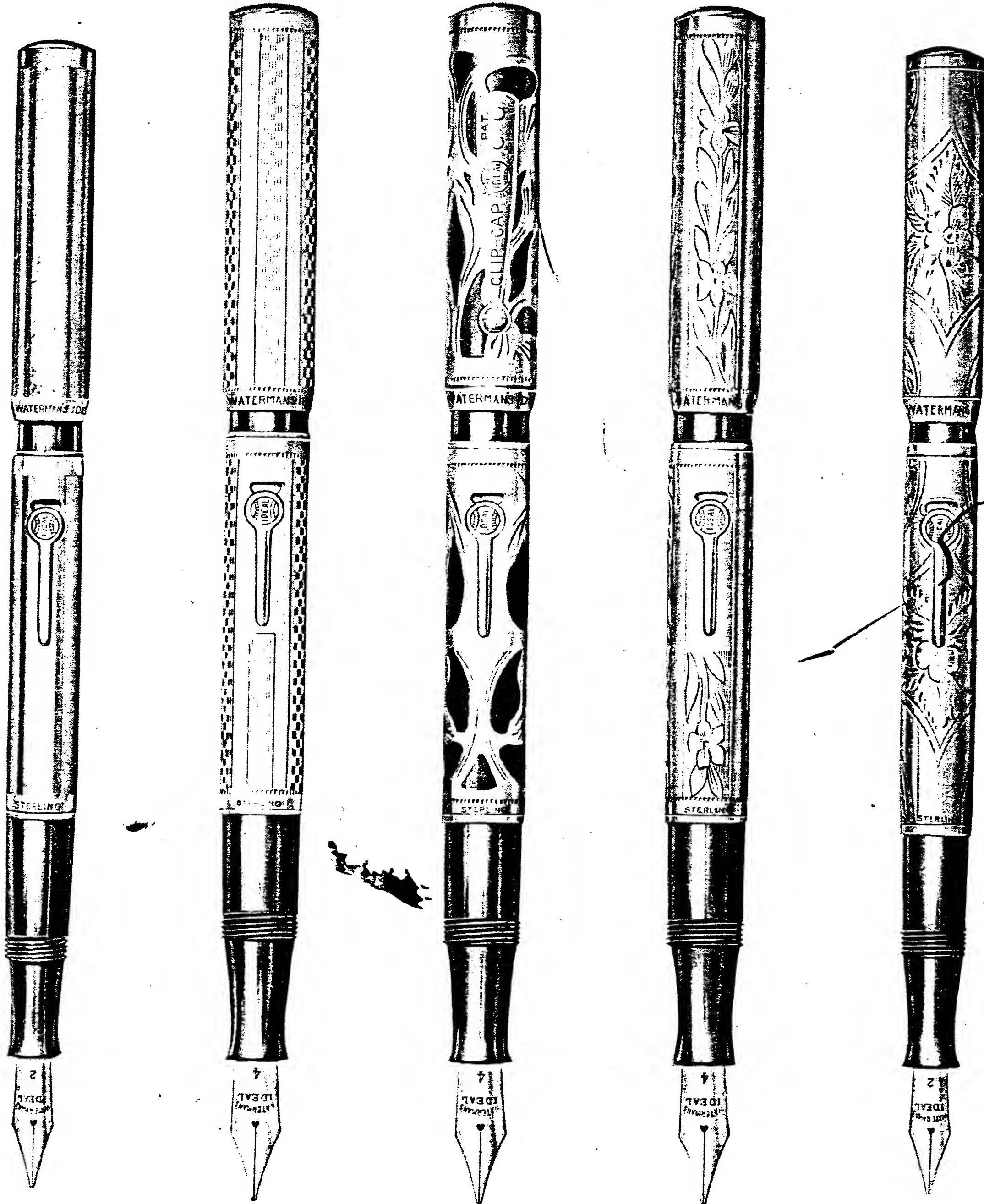
Illustrations are all size No. 54.

Comparative sizes shown on opposite page.
For description of this type, see page 10.

Clip-Caps cost extra; see list, page 54.

Self-Filling

Type



Sheraton
Sterling Silver
No. 452½.....\$6.00

Gothic
Sterling Silver
No. 452½.....\$5.00
No. 452..... 5.00
No. 454..... 7.00
No. 455..... 8.50
No. 456..... 9.50

Filigree
Sterling Silver
No. 452½.....\$5.00
No. 452..... 5.00
No. 454..... 7.00
No. 455..... 8.50
No. 456..... 9.50

Pansy Panel
Sterling Silver
No. 452½.....\$6.00
No. 452..... 6.00
No. 454..... 8.00

Oriental
Sterling Silver
No. 452½.....\$6.00

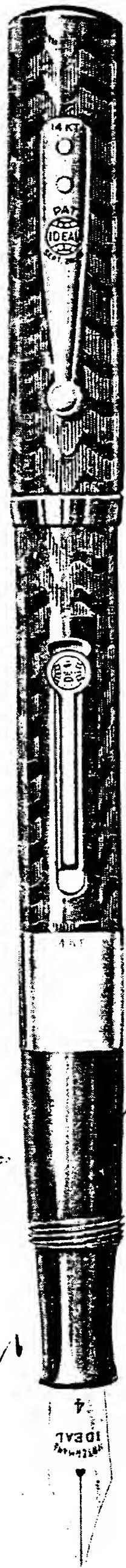
Illustrations are sizes Nos. 52½ and 54.

Comparative sizes shown on page 14.
For description of this type, see page 10.

Clip-Caps cost extra; see list, page 54.

Self-Filling

Type



14 Kt. Plain
Gold Middle Band

Pansy Pane
Gold Filled

Sheraton
Gold Filled

Gothic
Gold Filled

Plain
Half Mounted
Gold Filled

No. 752½.....\$9.00
No. 752.....10.00
No. 754.....12.00
No. 755.....14.00
No. 756.....15.00

No. 0552½.....\$10.00
No. 0552..... 10.00
No. 0554..... 12.50

No. 0552½.....\$10.00

No. 0552½.....\$10.00
No. 0552..... 10.00
No. 0554..... 12.50
No. 0555..... 15.00
No. 0556..... 18.00

No. 0352½.....\$5.00
No. 0352..... 5.00
No. 0354..... 7.00

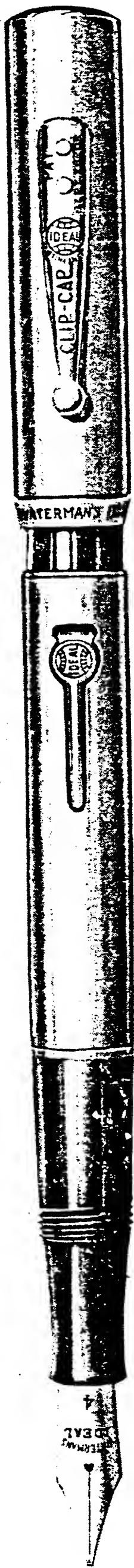
Illustrations are sizes Nos. 52½ and 54.

Comparative sizes shown on page 14.
For description of this type, see page 10.

Clip-Caps cost extra; see list, page 54.

Self-Filling

Type



Plain
Gold Filled
No. 0552½ \$8.50
No. 0552 8.50
No. 0554 10.00
No. 0555 12.50
No. 0556 15.00
Solid Gold
No. 552½ \$27.00
No. 554 37.00

Oriental
Gold Filled
No. 0552½ \$10.00

Filigree
Gold Filled
No. 0552½ \$10.00
No. 0552 10.00
No. 0554 12.50
No. 0555 15.00
No. 0556 18.00

Clip-Caps cost extra; see list, page 54.

Illustrations are sizes Nos. 52½ and 54. Comparative sizes shown on page 14.

For description of this type, see page 10.

Solid Gold
No. 552½ \$25.00
No. 554 35.00

Self-Filling Type

Vest Length



Plain

Chased

Plain Gold Band
on Cap

Engraved Gold Band
on Cap

Plain Gold Band
Top of Cap, and Eye

No. 52½V.....\$2.50
No. 52V..... 2.50
No. 54V..... 4.00

No. 52½V.....\$2.50
No. 52V..... 2.50
No. 54V..... 4.00

No. 0852½V.....\$3.50
No. 0852V..... 3.50
No. 0854V..... 5.00

No. 0852½V.....\$3.50
No. 0852V..... 3.50
No. 0854V..... 5.00

No. 0952½V.....\$4.00

Illustrations are all size No. 52½V.

Comparative sizes shown on page 14; Telescope Caps, page 45.

For description of this type, see page 10.

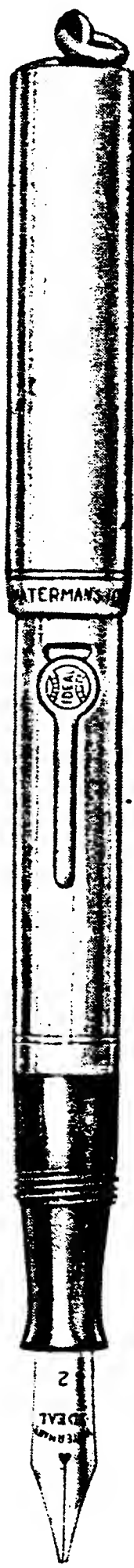
Self Filling Type

Vest Length



Filigree
Sterling Silver
No. 452 1/2 V..... \$5.00
No. 452 1/2 V with
Ring..... 5.50

E. C. = End Covered
w. r. = with ring
t. c. = with telescope cap

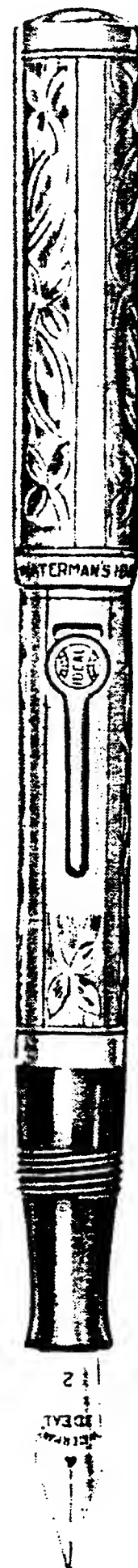


Plain, E. C.
Sterling Silver
No. 452 1/2 V..... \$5.50
No. 452 1/2 V, w. r. 6.00
No. 452 1/2 V, t. c. 8.00

Gold Filled
No. 0552 1/2 V..... \$8.50
No. 0552 1/2 V, w. r. 9.00
No. 0552 1/2 V, t. c. 11.00
Solid Gold
No. 552 1/2 V..... \$29.00
No. 552 1/2 V, w. r. 30.00
No. 552 1/2 V, t. c. 40.00

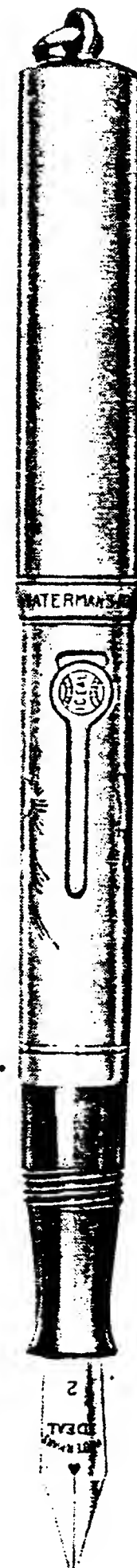


Filigree, E. C.
(closed)
No. 452 1/2 V..... \$5.50
No. 452 1/2 V, w. r. 6.00
Gold Filled
No. 0552 1/2 V..... \$9.50
No. 0552 1/2 V, w. r. 10.00
Solid Gold
No. 552 1/2 V..... \$27.00
No. 552 1/2 V, w. r. 28.00



Pansy Panel, E. C.
Sterling Silver
No. 452 1/2 V..... \$6.50
No. 452 1/2 V, w. r. 7.00
No. 452 1/2 V, t. c. 9.00

Gold Filled
No. 0552 1/2 V..... \$9.50
No. 0552 1/2 V, w. r. 10.00
No. 0552 1/2 V, t. c. 12.00



Scroll, E. C.
Sterling Silver
No. 452 1/2 V..... \$6.50
No. 452 1/2 V, w. r. 7.00
No. 452 1/2 V, t. c. 9.00

Gold Filled
No. 0552 1/2 V..... \$9.50
No. 0552 1/2 V, w. r. 10.00
No. 0552 1/2 V, t. c. 12.00

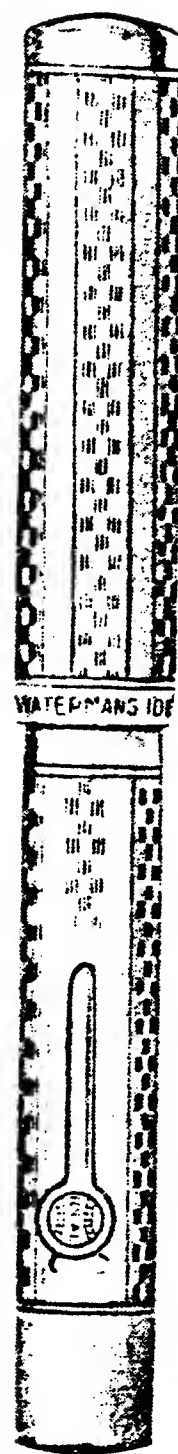
Illustrations are all size No. 52 1/2 V.
Comparative sizes shown on page 14; Telescope Caps, page 44.
For description of this type, see page 10.

Self-Filling Type

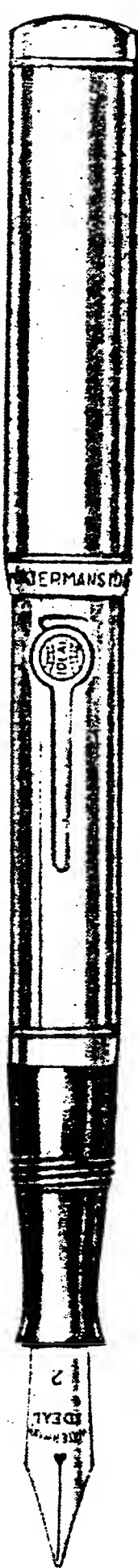
Vest Length



Hand Engraved Vine
E. C.
Sterling Silver
No. 452½V.....\$7.00
No. 452½V, with
Ring..... 7.50
No. 452½V, with
Telescope Cap... 9.00



Gothic, E. C.
Sterling Silver
(closed)



Sheraton, E. C.
Sterling Silver
No. 452½V.....\$6.50
No. 452½V, with
Ring..... 7.00
No. 452½V, with
Telescope Cap... 9.00



Scroll, E. C.
Sterling Silver
(closed)



Gothic, E. C.
Sterling Silver
No. 452½V.....\$6.50
No. 452½V, with
Ring..... 7.00
No. 452½V, with
Telescope Cap... 9.00

Illustrations are all size No. 52½V.

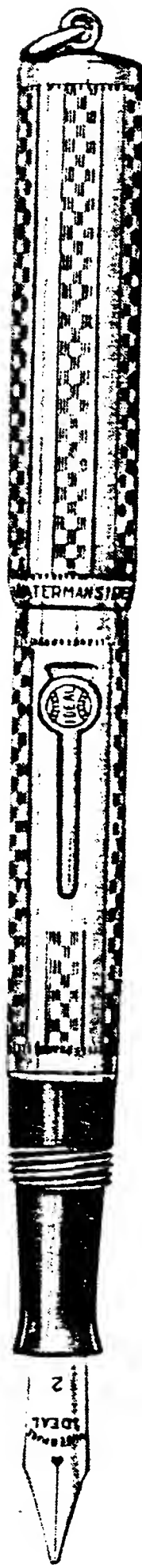
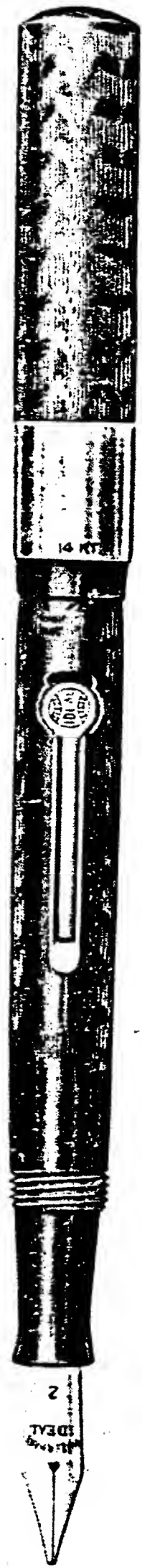
E. C. = End Covered.

Comparative sizes shown on page 14; Telescope Caps, page 44.

For description of this type, see page 10.

Self-Filling Type

Vest Length



Solid Gold Band on Cap
No. 852½V.....\$9.00

Scroll, E. C.
Gold Filled
No. 0552½V.....\$9.50
No. 0552½V, with
Ring.....10.00
No. 0552½V, with
Telescope Cap...12.00

Gothic E. C.
Gold Filled
No. 0552½V.....\$9.50
No. 0552½V, with
Ring.....10.00
No. 0552½V,* with
Telescope Cap...12.00

Sheraton, E. C.
Gold Filled
No. 0552½V.....\$9.50
No. 0552½V, with
Ring.....10.00
No. 0552½V, with
Telescope Cap...12.00

Etched, E. C.
Gold Filled
No. 0552½V.....\$9.50
No. 0552½V, with
Ring.....10.00
No. 0552½V, with
Telescope Cap...12.00

Illustrations are all size No. 52½V.

E. C. = End Covered.

Comparative sizes shown on page 14; Telescope Caps, page 44.

For description of this type, see page 10.

Regular Self-

Filling Type



No. 62.....\$2.50

No. 62.....2.50

No. 64.....\$4.00

No. 65.....\$5.00

No. 66.....\$6.00
No. 68..... 8.00

All sizes made in Chased at same prices as Plain.

Clip-Caps cost extra; see list, page 54.

Pocket Type

Comparative Sizes



No. 72½V

No. 72V

No. 74V

No. 72½

No. 72

No. 74

No. 75

No. 76

Illustrations are actual size.

For prices, and styles of mountings on above, see pages 25 to 30 inclusive.

For description of this type, see page 13.

Pocket

Type



Plain



Chased



Gold Middle Band
Plain



Gold Middle Band
Engraved



Gold Mounted
Engraved or Plain
Bands

No. 72½.....	\$2 50
No. 72.....	2.50
No. 74.....	4.00
No. 75.....	5.00
No. 76.....	6.00
No. 78.....	8.00

No. 72½.....	\$2.50
No. 72.....	2.50
No. 74.....	4.00
No. 75.....	5.00
No. 76.....	6.00
No. 78.....	8.00

No. 0772½.....	\$3.50
No. 0772.....	3.50
No. 0774.....	5.00
No. 0775.....	6.00
No. 0776.....	7.00

No. 0772½.....	\$3.50
No. 0772.....	3.50
No. 0774.....	5.00
No. 0775.....	6.00
No. 0776.....	7.00

No. 0672½.....	\$3.50
No. 0672.....	3.50
No. 0674.....	5.00
No. 0675.....	6.00
No. 0676.....	7.00

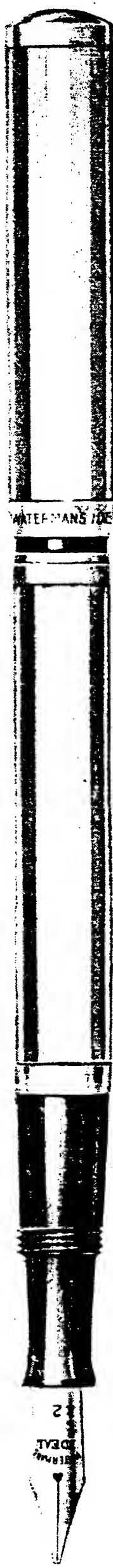
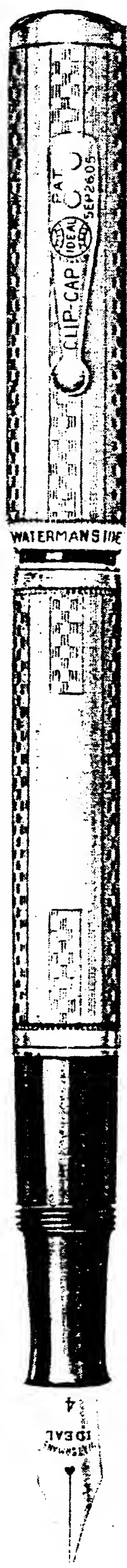
Illustrations are all size No. 74.

Comparative sizes shown on opposite page.
For description of this type, see page 13.

Clip-Caps cost extra; see list, page 54.

Pocket

Type



Gothic Sterling Silver
 No. 472½ \$5.00
 No. 472 5.00
 No. 474 7.00
 No. 475 8.50
 No. 476 9.50
 Gold Filled
 No. 0572½ \$10.00
 No. 0572 10.00
 No. 0574 12.50
 No. 0575 15.00
 No. 0576 18.00

Sheraton Sterling Silver
 No. 472½ \$6.00
 Gold Filled
 No. 0572½ \$10.00
 *Solid Gold
 No. 572½ \$23.00
 No. 574 32.00

*Filigree Sterling Silver
 No. 472½ \$5.00
 No. 472 5.00
 No. 474 7.00
 No. 475 8.50
 No. 476 9.50
 Gold Filled
 No. 0572½ \$10.00
 No. 0572 10.00
 No. 0574 12.50
 No. 0575 15.00
 No. 0576 18.00

Oriental Sterling Silver
 No. 472½ \$6.00
 Gold Filled
 No. 0572½ \$10.00

Pansy Panel Sterling Silver
 No. 472½ \$6.00
 No. 472 6.00
 No. 474 8.00
 Gold Filled
 No. 0572½ \$10.00
 No. 0572 10.00
 No. 0574 12.50

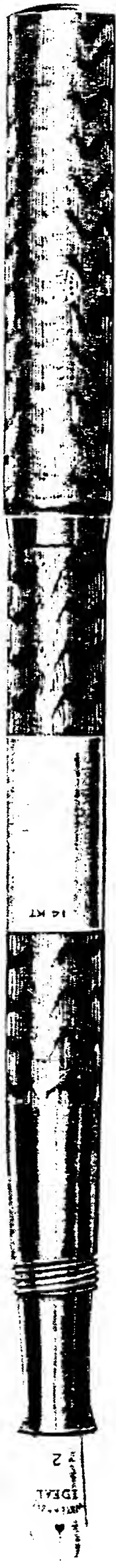
Illustrations are sizes Nos. 72½ and 74.

Comparative sizes shown on page 24.

Clip-Caps cost extra; see list, page 54.
 For description of this type, see page 13.

Pocket

Type



Gold Middle Band
Plain—Narrow
Solid
No. 772½ \$6.00
No. 772 8.00
No. 774 9.00

Gold Middle Band
Plain—Wide
Solid
No. 772½ \$8.00
No. 772 10.00
No. 774 12.00
No. 775 14.00
No. 776 15.00

Gold Middle Band
Scroll—Solid
No. 772½ \$8.00
No. 772 10.00
No. 774 12.00
No. 775 14.00
No. 776 15.00

Plain
Gold Filled
No. 0372½ \$5.00
No. 0372 5.00
No. 0374 7.00

Plain
Gold Filled
No. 0572½ \$8.50
No. 0572 8.50
No. 0574 10.00
No. 0575 12.50
No. 0576 15.00

Solid Gold
No. 572½ \$25.00
No. 574 34.00

Illustrations are sizes Nos. 72½ and 74.

Comparative sizes shown on page 24.
For description of this type, see page 13.

Clip-Caps cost extra; see list, page 54.

Pocket Type

Vest Length



Plain

Chased

Gold Mounted
Engraved or Plain
Bands

Gold Middle Band
Plain or Engraved

Plain Gold
Band on Cap
Solid Gold

Plain Gold Band
Top of Cap and
Eye

No. 72½V. \$2.50
No. 72V... 2.50
No. 74V... 4.00

No. 72½V. \$2.50
No. 72V... 2.50
No. 74V... 4.00

No. 0672½V,
\$3.50

No. 0772½V,
\$3.50

No. 872½V,
\$7.00

No. 0972½V,
\$4.00

Illustrations are all size No. 72½V.

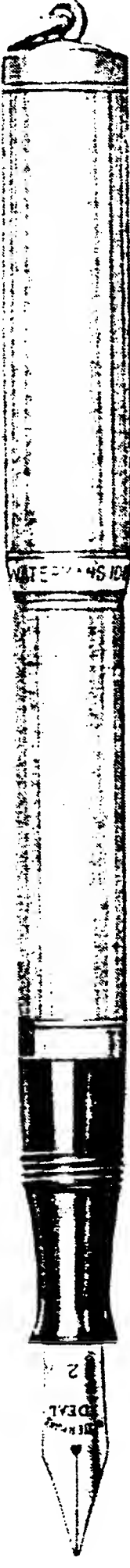
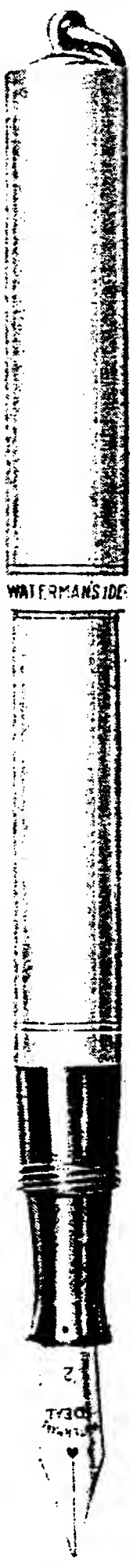
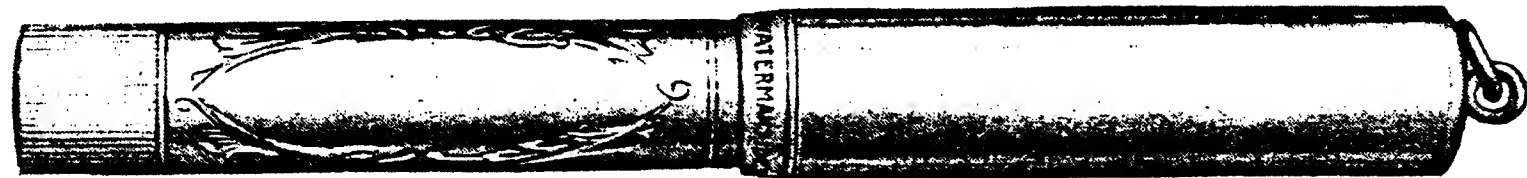
Comparative sizes shown on page 24; Telescope Caps, page 45.

For description of this type, see page 13.

1111

Pocket Type

Vest Length



****Plain. E. C. Sterling Silver**
 No. 472½V. \$5.50
 No. 472½V, t. c. . . . 8.00
Gold Filled
 No. 0572½V. \$8.50
 No. 0572½V, t. c. . . 11.00
Solid Gold
 No. 572½V. \$27.00
 No. 572½V, t. c. . . 40.00

***Filigree. E. C. Sterling Silver**
 No. 472½V. \$5.50
Gold Filled
 No. 0572½V. \$9.50
Solid Gold
 No. 572½V. \$25.00

Sheraton. E. C. Sterling Silver
 No. 472½V. \$6.50
 No. 472½V, w. r. . . . 7.00
 No. 472½V, t. c. . . . 9.00

Scroll. E. C. Sterling Silver
 No. 472½V. \$6.50
 No. 472½V, w. r. . . . 7.00
 No. 472½V, t. c. . . . 9.00

Hand Engraved Vine E.C. Sterling Silver
 No. 472½V. \$7.00
 No. 472½V, w. r. . . . 7.50
 No. 472½V, t. c. . . . 9.00

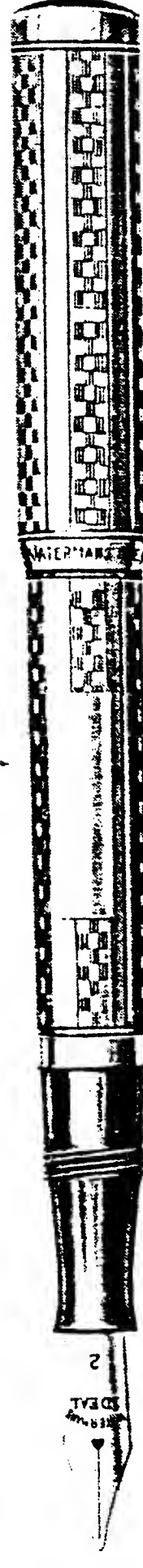
*With Ring: Silver or Gold Filled, 50c. extra; Solid Gold, \$1.00 extra.
 **Extension End No. 472½V: Sterling Silver, with Ring, \$7.00; with Telescope Cap, \$9.00.
 No. 0572½V: Gold Filled, with Ring, \$11.00; with Telescope Cap, \$13.00.

w. r. = with ring. t. c. = telescope cap. E. C. = End Covered.

Illustrations are size No. 72½V. For description of this type, see page 13. Comparative sizes shown on page 24; Telescope Caps, page 44.

Pocket Type

Vest Length



Scroll, E. C.
Gold Filled
No. 0572½V.....\$9.50
No. 0572½V, with
Ring.....10.00
No. 0572½V, with
Telescope Cap...12.00

Pansy Panel, E. C.
Gold Filled
No. 0572½V.....\$9.50
No. 0572½V, with
Ring.....10.00
No. 0572½V, with
Telescope Cap...12.00

Sheraton, E. C.
Gold Filled
No. 0572½V.....\$9.50
No. 0572½V, with
Ring.....10.00
No. 0572½V, with
Telescope Cap...12.00

Gothic, E. C.
Gold Filled
No. 0572½V.....\$9.50
No. 0572½V, with
Ring.....10.00
No. 0572½V, with
Telescope Cap...12.00

Etched, E. C.
Gold Filled
No. 0572½V.....\$9.50
No. 0572½V, with
Ring.....10.00
No. 0572½V, with
Telescope Cap...12.00

Sterling Silver
No. 472½V.....\$6.50
No. 472½V with Ring 7.00
No. 472½V, with
Telescope Cap...9.00

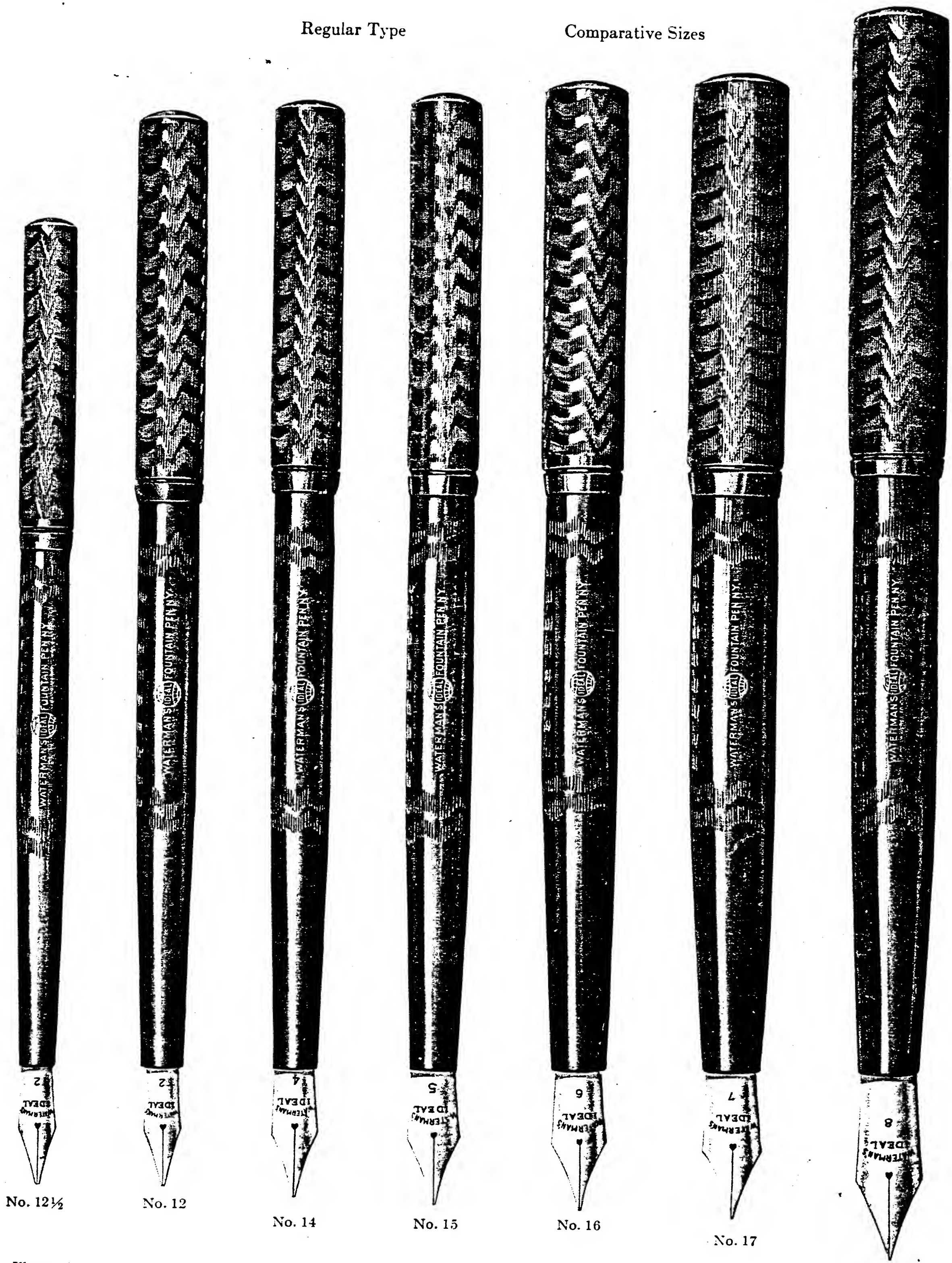
Sterling Silver
No. 472½V.....\$6.50
No. 472½V with Ring 7.00
No. 472½V, with
Telescope Cap...9.00

E. C. = End Covered.

Illustrations are size No. 72½V. Comparative sizes shown on page 24; Telescope Caps, page 44. For description of this type, see page 13.

Regular Type

Comparative Sizes



No. 12 1/2

No. 12

No. 14

No. 15

No. 16

No. 17

No. 18

Illustrations are actual size.
For description of this type, see page 13.

For prices, and styles of mountings on above, see
pages 32 to 34 inclusive.

Regular

Type



Plain

No. 12½.....	\$2.50
No. 12.....	2.50
No. 14.....	4.00
No. 15.....	5.00
No. 16.....	6.00
No. 18.....	8.00
No. 20.....	10.00



Chased

No. 12½.....	\$2.50
No. 12.....	2.50
No. 14.....	4.00
No. 15.....	5.00
No. 16.....	6.00
No. 18.....	8.00
No. 20.....	10.00



Gold Middle Band
Engraved or Plain

No. 0712½.....	\$3.50
No. 0712.....	3.50
No. 0714.....	5.00
No. 0715.....	6.00
No. 0716.....	7.00
No. 0718.....	9.00



Gold Mounted
Engraved Bands

No. 0612½.....	\$3.50
No. 0612.....	3.50
No. 0614.....	5.00
No. 0615.....	6.00
No. 0616.....	7.00
No. 0618.....	9.00



Gold Mounted
Plain Bands

No. 0612½.....	\$3.50
No. 0612.....	3.50
No. 0614.....	5.00
No. 0615.....	6.00
No. 0616.....	7.00
No. 0618.....	9.00

Comparative sizes shown on page 31.

For description of this type, see page 13.

Clip-Caps cost extra; see list, page 54.

Regular

Type



Solid Gold
Plain Middle Band
Narrow
No. 712½ \$5.00
No. 712 6.50
No. 714 8.00

Solid Gold
Plain Middle Band
Wide
No. 712½ \$8.00
No. 712 8.00
No. 714 10.00
No. 715 12.00
No. 716 15.00

Solid Gold
Plain Middle Band
Illustrating No. 712½
Narrow Band. Closed.

Gold Mounted
Chased or Plain Bands
Solid Gold
No. 614 \$8.00
No. 615 10.00
No. 616 12.00

Solid Gold Middle Band
Scroll
No. 712½ \$8.00
No. 712 8.00
No. 714 10.00
No. 715 12.00
No. 716 15.00

Comparative sizes shown on page 31.

For description of this type, see page 13.

Clip-Caps cost extra; see list, page 54.

Regular

Type



Plain
Gold Filled
No. 0512.....\$8.50
No. 0514.....10.00
Solid Gold
No. 512 1/2 (with
name plate)....\$22.50
No. 514 (with
name plate).... 30.00

Plain
Gold Filled
No. 0312 1/2.....\$4.25
No. 0312..... 5.00
No. 0314..... 6.50
Solid Gold
No. 312 1/2.....\$14.00
No. 314 (with
name plate).... 18.00

Barleycorn
Solid Gold
No. 512 1/2.....\$25.00
No. 312 1/2..... 18.00

Filigree
Gold Filled
No. 0312 1/2.....\$5.00
No. 0312..... 6.00
No. 0314..... 8.00
Solid Gold
No. 312 1/2.....\$14.50
No. 314..... 15.00
* Solid Gold
No. 512 1/2.....\$23.50
No. 512..... 23.50
No. 514..... 25.00
No. 515..... 30.00
No. 516..... 40.00

* Filigree
Sterling Silver
No. 412 1/2.....\$5.00
No. 412..... 5.00
No. 414..... 7.00
No. 415..... 8.50
No. 416..... 9.50
Gold Filled
No. 0512.....\$10.00
No. 0514.....12.50
No. 0515.....15.00
No. 0516.....18.00

Comparative sizes shown on page 31.
Clip-Caps cost extra; see list, page 54.

For description of this type
see page 13



Chased or Plain
 No. 22..... \$2.50
 No. 24..... 4.00



Gold Mounted
 Engraved or Plain
 Bands
 No. 0622..... \$3.50
 No. 0624..... 5.00

Regular Type



Chased
 Sterling Silver
 No. 222..... \$6.00
 No. 224..... 8.00

Gold Filled
 No. 0322..... \$7.50
 No. 0324..... 10.00

Solid Gold
 No. 324..... \$25.00

Taper Cap



Chased
 Full Covered
 Sterling Silver
 No. 424..... \$12.00

Gold Filled
 No. 0524..... \$15.00

Solid Gold
 No. 524..... \$35.00



Pineapple
 Full Covered
 Gold Filled
 No. 0524..... \$15.00

Solid Gold
 No. 524..... \$35.00

Sterling Silver
 No. 424..... \$12.00

Illustrations are all No. 24, actual size.

For description of this type see page 13.

Regular Type

Straight Cap



Plain		Chased	
No. 2	\$2.50	No. 2	\$2.50
No. 4	4.00	No. 4	4.00

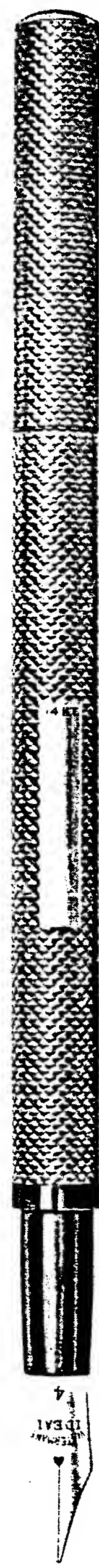
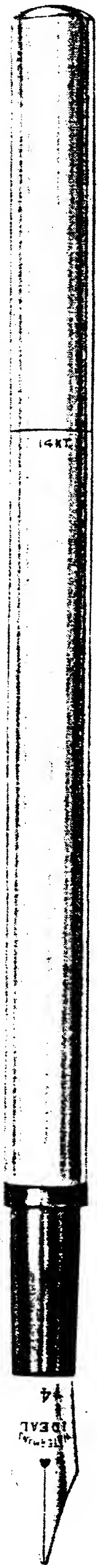
Chased Sterling Silver		Golph Sterling Silver	
No. 402	\$7.50	No. 402	\$7.50
No. 404	10.00	No. 404	11.00
Gold Filled		Gold Filled	
No. 0502	\$10.00	No. 0504	\$15.00
No. 0504	15.00		
Solid Gold			
No. 504	\$35.00		

Illustrations are all No. 4, actual size.

For description of this type, see page 13.

Regular Type

Straight Cap



Plain
Solid Gold
No. 504..... \$25.00

Grecian
Solid Gold
No. 504..... \$45.00

Puritan
Sterling Silver
No. 404..... \$10.00

Gold Filled
No. 0504..... \$15.00

Barleycorn
Solid Gold
No. 504..... \$30.00

Sterling Silver
No. 402..... \$5.00
No. 404..... 8.00

Plain Wreath
Solid Gold
No. 504..... \$26.00

Illustrations are all No. 4. actual size.

For description of this type, see page 13.

Safety Type

Comparative Sizes



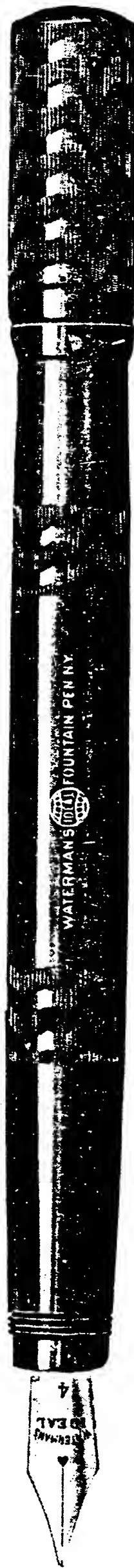
No. 42 1/2 V



No. 42



No. 42 1/2



No. 44



No. 45



No. 46

Illustrations are actual size.
Also made in size No. 48.

For description of this type see page 13.

For prices and styles of mountings on above
see pages 39 to 43 inclusive.

Safety

Type



Plain



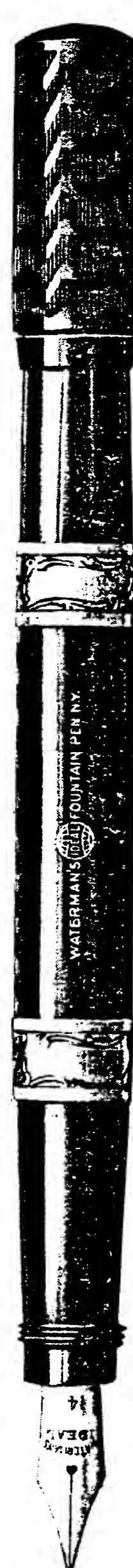
Chased



Gold Middle Band
Engraved or Plain



Gold Mounted
Plain Bands



Gold Mounted
Engraved Bands

No. 42½.....	\$3.00	No. 42½.....	\$3.00	No. 0742½.....	\$4.00	No. 0642½.....	\$4.00	No. 0642½.....	\$4.00
No. 42.....	3.00	No. 42.....	3.00	No. 0742.....	4.00	No. 0642.....	4.00	No. 0642.....	4.00
No. 44.....	4.00	No. 44.....	4.00	No. 0744.....	5.00	No. 0644.....	5.00	No. 0644.....	5.00
No. 45.....	5.00	No. 45.....	5.00	No. 0745.....	6.00	No. 0645.....	6.00	No. 0645.....	6.00
No. 46.....	6.00	No. 46.....	6.00	No. 0746.....	7.00	No. 0646.....	7.00	No. 0646.....	7.00
No. 48.....	8.00	No. 48.....	8.00	No. 0748.....	9.00	No. 0648.....	9.00	No. 0648.....	9.00

Illustrations are all size No. 44.

Comparative sizes shown on opposite page.
For description of this type see page 13.

Clip-Caps cost extra; see list, page 54.

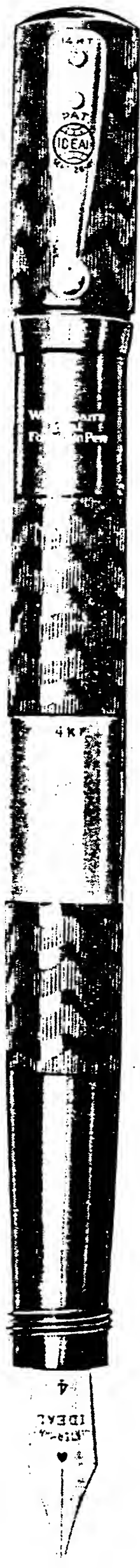
Safety

Type



Solid Gold
Plain Middle Band
Narrow

No. 742½\$7.00
No. 742 7.00
No. 744 8.00
No. 745 10.00
No. 746 12.00



Solid Gold
Plain or Scroll Middle
Band, Wide

No. 742½\$10.00
No. 742 10.00
No. 744 12.00
No. 745 14.00
No. 746 15.00

**Solid Gold

No. 542½\$23.50
No. 542 23.50
No. 544 25.00
No. 545 30.00
No. 546 40.00

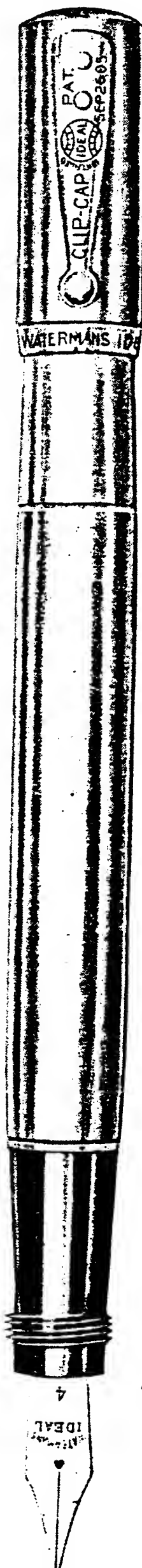


** Filigree
Sterling Silver

No. 442½\$5.50
No. 442 5.50
No. 444 7.00
No. 445 8.50
No. 446 9.50

Gold Filled

No. 0542½\$10.00
No. 0542 10.00
No. 0544 12.50
No. 0545 15.00
No. 0546 18.00



* Plain
Covered to Friction End
Gold Filled

No. 0542½\$8.00
No. 0542 9.00
No. 0544 10.00
No. 0545 12.50

Solid Gold

No. 542½\$30.00
No. 542 32.00
No. 544 35.00
No. 545 40.00



Etched
Covered to Friction End
Gold Filled

No. 0542½\$10.00

* Sterling Silver

No. 442\$7.50
Covered to Stuffing
Box only

Illustrations are sizes Nos. 42½ and 44.

Comparative sizes shown on page 38.

For description of this type, see page 13.

Safety Type

Vest Length



Plain

No. 42½V.....\$3.00



Chased

No. 42½V.....\$3.00



Plain Gold Band
Top of Cap with Ring
and Pin attached
Gold Filled

No. 0942½V.....\$5.50
Without Pin
No. 0942½V.....\$4.50



Gold Middle Band
Plain

No. 0742½V.....\$4.00



Gold Middle Band
Engraved

No. 0742½V.... \$4.00

Illustrations are all size No. 42½V.

Comparative sizes shown on page 38; Telescope Caps, page 45.

For description of this type, see page 13.

Safety Type

Vest Length



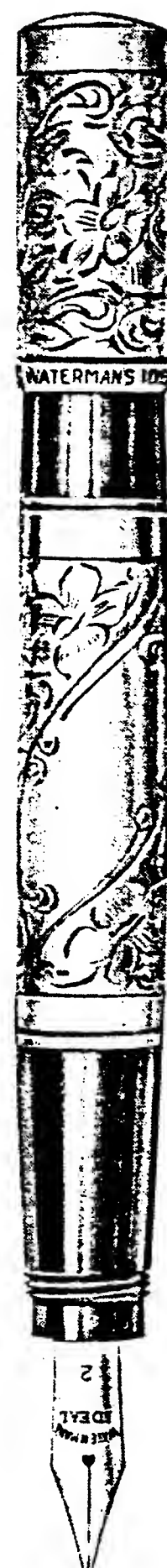
Plain Middle Band
Solid Gold
Narrow
No. 742½V.....\$7.00



Plain Middle Band
Solid Gold
Wide
No. 742½V.....\$10.00



Scroll Middle Band
Solid Gold
Wide
No. 742½V.....\$10.00



Etched
Gold Filled
No. 0542½V.....\$9.00
No. 0542½V, with
Ring..... 9.50
No. 0542½V, with
Telescope Cap... 12.00
*Sterling Silver
No. 442½V.....\$7.00
No. 442½V, with
Ring..... 7.50
No. 442½V, with
Telescope Cap... 9.00



*Full Plain
Entirely Covered
Gold Filled
No. 0542½V.....\$14.00
No. 0542½V, with
Ring..... 14.50
No. 0542½V, with
Telescope Cap.. 17.00
Solid Gold
No. 542½V.....\$40.00
No. 542½V, with
Telescope Cap.. 50.00

Illustrations are all size No. 42½V.
Comparative sizes shown on page 38; Telescope Caps, pages 44 and 45.

For description of this type see page 13.

Safety Type

Vest Length



Filigree
Sterling Silver
No. 442½V...\$5.50
Gold Filled
No. 0542½V...\$10.00
Solid Gold
No. 542½V...\$20.00

Hand Engraved Vine
Sterling Silver
No. 442½V...\$8.00
No. 442½V, with
Ring..... 8.50
No. 442½V, with
Telescope Cap. 10.00

*Plain
Sterling Silver
No. 442½V...\$5.00
No. 442½V, with
Telescope Cap. 7.50
Gold Filled
No. 0542½V...\$7.00
No. 0542½V, with
Telescope Cap. 10.00
Solid Gold
No. 542½V...\$25.00
No. 542½V, with
Telescope Cap 35.00

Scroll
Sterling Silver
No. 442½V...\$6.00
No. 442½V, with
Ring..... 6.50
No. 442½V, with
Telescope Cap. 8.50

Barleycorn
Sterling Silver
No. 442½V...\$6.00
No. 442½V, with
Ring..... 6.50
No. 442½V, with
Telescope Cap. 8.50
Solid Gold
No. 542½V...\$27.00

Full Scroll
Entirely Covered
Sterling Silver
No. 442½V...\$8.00
No. 442½V, with
Ring..... 8.50
No. 442½V, with
Telescope Cap. 10.00

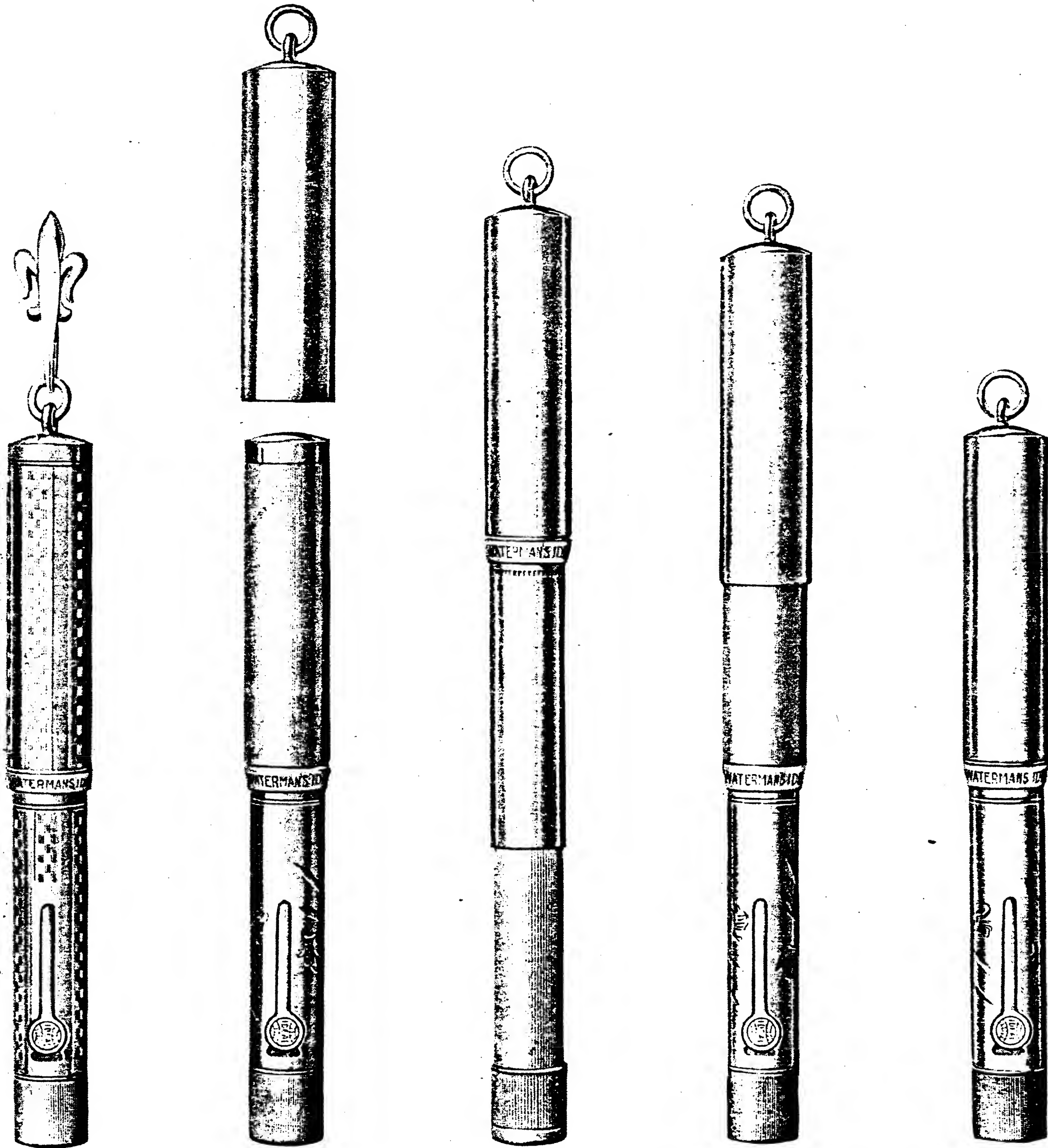
Illustrations are all size No. 42½V.

Comparative sizes shown on page 38; Telescope Caps, page 44.
For description of this type see page 13.

* With Ring: Silver 50c. extra; Gold Filled, 50c. extra; Solid Gold \$2.00 extra.
With Ring and Pin: Silver, \$1.50 extra; Gold Filled, \$1.50 extra; Solid Gold, \$4.00 extra.

Telescope

Caps



Telescope Cap, closed, with Ring and Chatelaine Pin, on Gothic E. C. Sterling Silver Self-Filling Type Pen.

Telescope Cap, open, with Ring, on Scroll E. C. Sterling Silver Self-Filling Type Pen.

*Extension End Pen. Made only in Plain E. C. Sterling Silver or Gold Filled, Vest Length, Pocket Type Pen. (Page 29.)

Telescope Cap, half open, with Ring, on Scroll E. C. Sterling Silver Self-Filling Type Pen.

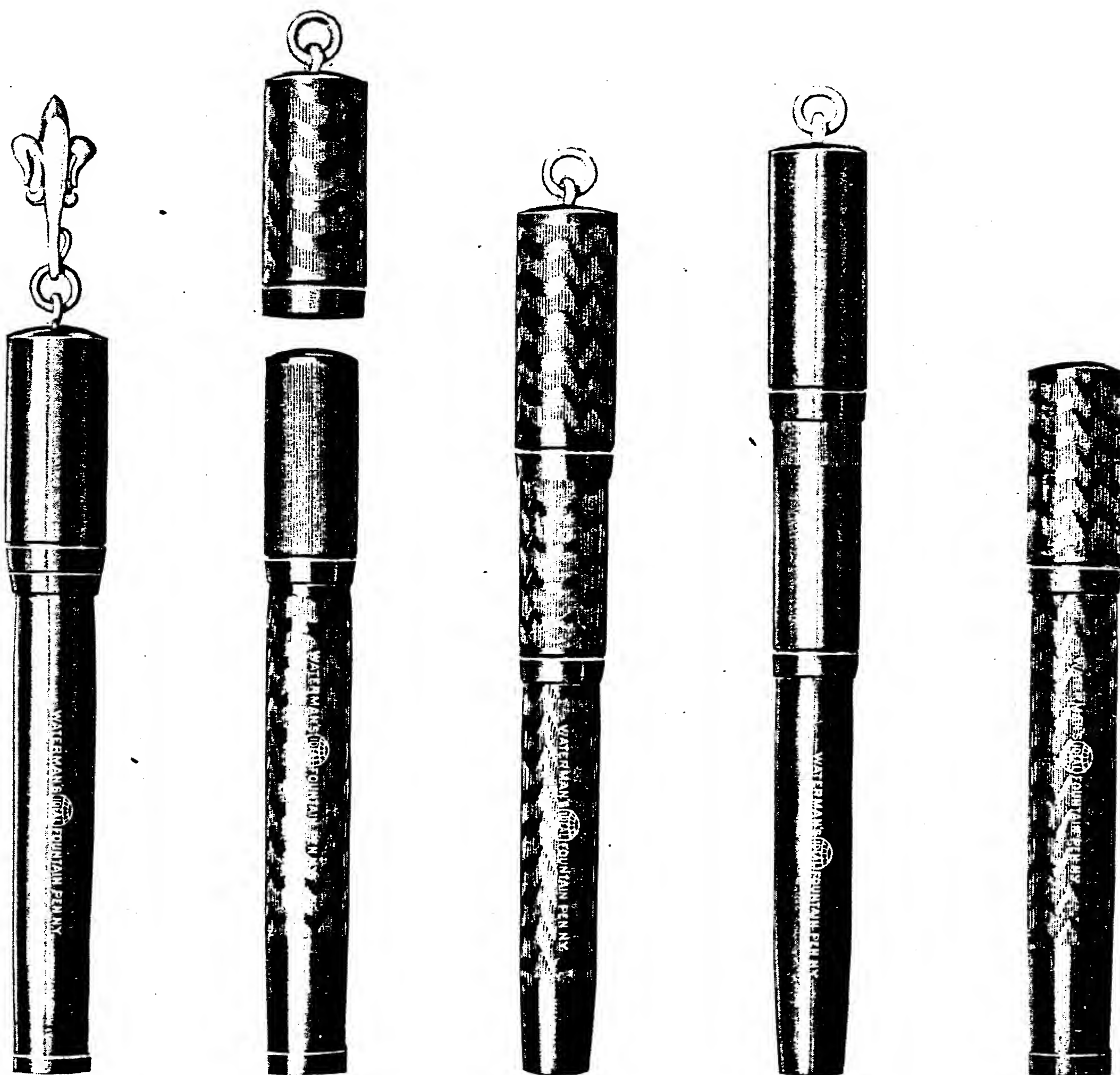
Telescope Cap, closed, with Ring, on Scroll E. C. Sterling Silver Self-Filling Type Pen.

Telescope Caps offer an added convenience when pens are carried in the vest pocket, on a chain or attached to the shirt waist by a Chatelaine pin. The Telescope Cap fits firmly and securely on the cap of the pen, yet permitting the pen to be quickly and easily detached for use.

*The Extension End pen, made in Vest Pocket Type, Plain Silver or Gold Filled only, has a telescope mounting, and may, by a slight pull, be extended to nearly twice its normal length if so desired by the user. Made with or without telescope cap; see page 29.

Telescope

Caps



Plain Telescope Cap, closed, with ring and chatelaine pin, on Safety Type Pen.

Chased Telescope Cap, opened, on Safety Type Pen.

Chased Telescope Cap, closed, on Pocket Type Pen.

Plain Telescope Cap, partly opened, on Pocket Type Pen.

Chased Regular Cap— not telescope—closed, on Safety Type Pen.

Rubber Telescope Caps complete (consisting of inner cap, outer cap and ring) and separate from holder—75c each. When ordered attached to Waterman's Ideals, the price of the pen is increased 50c over prices shown in preceding pages. Telescope Caps are made to fit any vest size pen of the Safety, Pocket or Self Filling types shown in this catalog.

Chatelaine Pins (as illustrated above and on opposite page), when furnished with Telescope Caps or with any vest length pen, add to cost of Telescope Cap or Pen: Sterling Silver and Gold Filled, \$1.00 each; Solid 10 Kt. Gold, \$2.00 each.

Pump

Type



Plain

No. 82.....\$3.00
 No. 84..... 4.50
 No. 85..... 5.50
 No. 86..... 6.50



Chased

No. 82.....\$3.00
 No. 84..... 4.50
 No. 85..... 5.50
 No. 86..... 6.50



Gold Mounted
Chased Bands

No. 0682.....\$4.00
 No. 0684..... 5.50
 No. 0685..... 6.50
 No. 0686..... 7.50



* Filigree
Sterling Silver

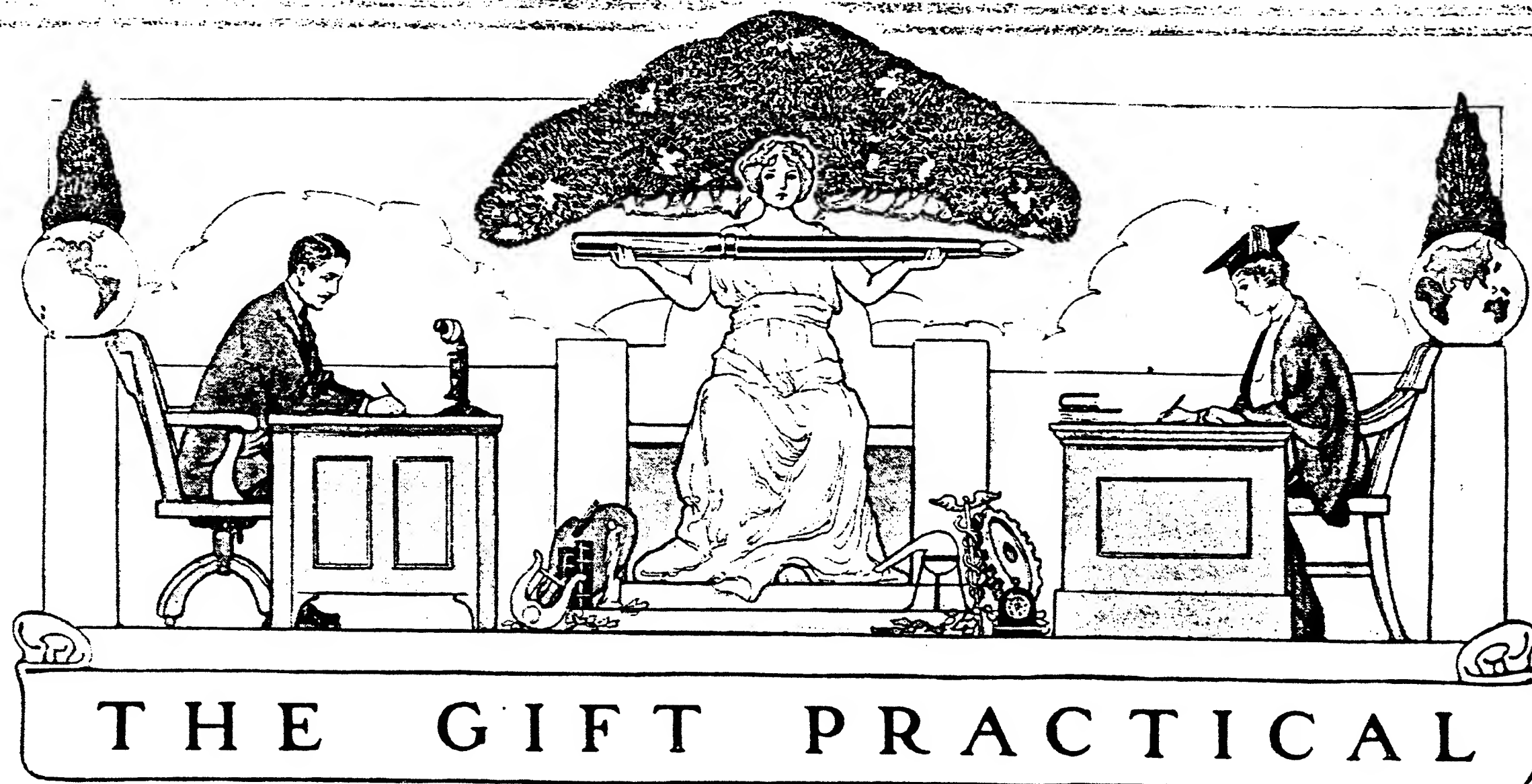
No. 482.....\$5.50
 No. 484..... 7.50
 No. 485..... 9.00
 No. 486..... 10.00



Transparent View
of Pump Filling
Type

* Gold Filled
 No. 0582.....\$10.50
 No. 0584..... 13.00

Illustrations are all size No. 84.



True Friendship finds expression in service and the selection of Gifts.

The measure of true Friendship is disclosed by the care we employ in choosing our tokens of esteem.

Nothing is more appropriate as a Gift than a Waterman's Ideal Fountain Pen. It is a constant friend and companion, ever ready to render faithful and efficient service, inspiring in the heart of its owner a feeling of gratitude that cannot be measured by any standard of intrinsic value.

Embodied in such a token are all the elements of the Gift Practical. It possesses the beauty that appeals to the artistic sense and the practical features essential to daily and constant use, making it a permanent, agreeable and useful reminder of the sincere feeling of friendship that prompted its selection.

Individualism may be expressed in the design of the mounting of the pen selected. Waterman's Ideals are made in a wide range of styles and special mountings from which a selection may be made suitable for any occasion.

Among the many types and styles illustrated in this catalog will be found silver and gold mountings fashioned into a variety of artistic and pleasing designs, and priced to suit every purse, while suggestions of more elaborate mountings of greater value are also shown (see pages 48 and 49).

Emblematic mountings of Class, Fraternity, College, Lodge, and many Clubs, Societies, etc., are shown on page 49.

When the Gift selected is a Waterman's Ideal Fountain Pen it is pre-eminently suitable for:—

Artist or Artisan
Student or Scholar
Soldier or Sailor

Employee or Employer
Lawyer or Merchant
Child or Adult

No matter what the age, sex, profession, business, or walk in life, a fountain pen may be selected from the pages of this catalog that will be cherished for a lifetime, by its recipient, as The Gift Practical.

775
275
S

Special

Mountings



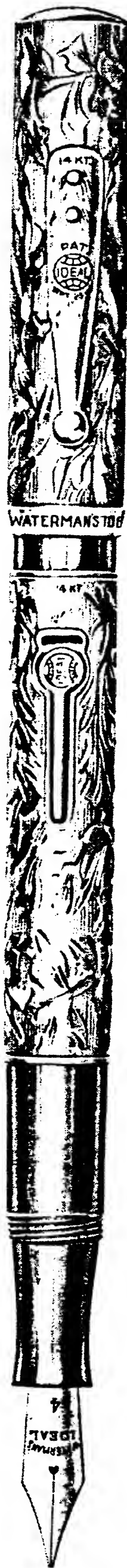
Self-Filling Type
No. 554
Diamond Set
With Clip
Solid Gold
\$200.00



Regular Type
No. 514
Majestic
Solid Gold
\$55.00



Safety Type
No. 542 1/2 V
Hand Engraved Vine
With Telescope Cap
Full Covered
Solid Gold
\$53.00



Self-Filling Type
No. 554
Hand Engraved Vine
With Clip
Solid Gold
\$47.50



Self-Filling Type
No. 554
Golf Special
Solid Gold
\$75.00

A handsomely mounted Waterman's Ideal Fountain Pen. in a design distinctive and appropriate, makes a perfect trophy, gift, or souvenir. We are prepared to furnish special mountings for any purpose or occasion, and upon request will submit suggestions and prices.

Emblem

Mountings



No. 514
Mystic Shrine
Plain Solid Gold
\$35.00



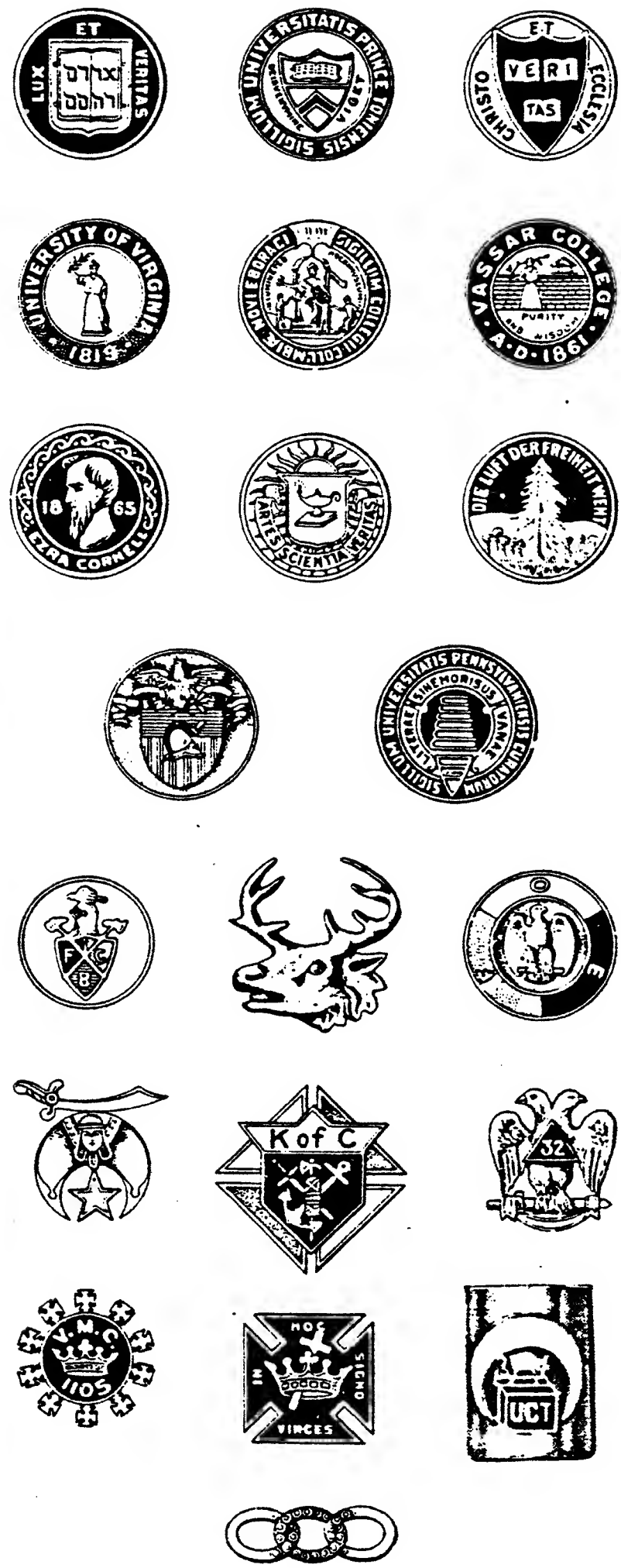
No. 814
Rotary Club
Solid Gold Mtg.
\$12.00



No. 814
Blue Lodge
Solid Gold Mtg.
\$12.00



No. 814
Annapolis
Solid Gold Mtg.
\$12.00



No. 814. Solid Gold mounting on chased pen with any of above Emblems in handsome leather case, as follows:

EMBLEM	PRICE
Mystic Shrine	\$35.00
Blue Lodge	35.00
Scottish Rite	35.00
Knight Templar	35.00
Elk	40.00
Yale	35.00
Mecca	35.00

EMBLEM	PRICE
Yale	\$12.00
Princeton	12.00
Harvard	12.00
Univ. of Va.	12.00
Columbia	12.00
Vassar	12.00
Cornell	12.00
Univ. of Mich.	12.00
Stanford Univ.	12.00
West Point	12.00
Univ. of Pa.	12.00
Knights of Pythias	12.00
B. P. O. Elks	16.00
Eagles	12.00
Mystic Shrine	12.00
Knights of Columbus	12.00
Scottish Rite	14.00
Royal Arcanum	12.00
Knight Templar	14.00
U. C. T.	12.00
Odd Fellows	12.00

Clip-Caps cost extra; see list, page 54.

THE DUPLEX PEN

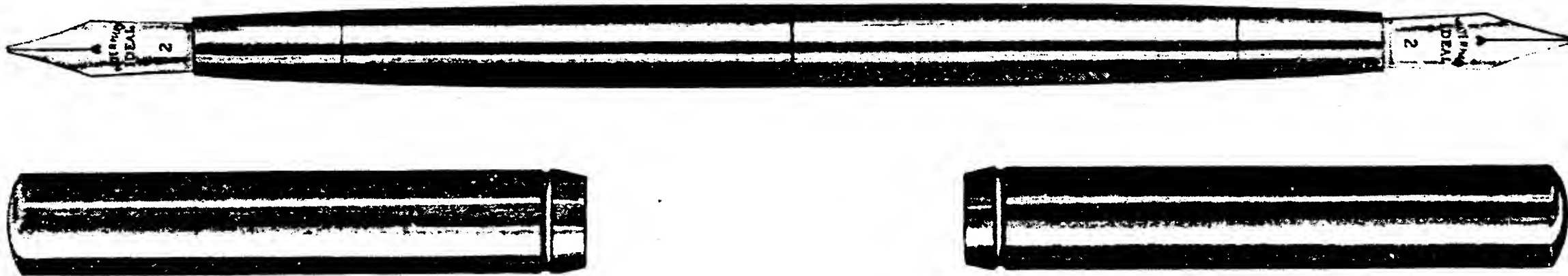
WATERMAN'S Ideal Duplex Pen is especially designed for Accounting, Bookkeeping, Checking and all purposes where the alternate use of two colors of ink is necessary. This pen possesses utility and time saving features that fully justify its popularity.

The holder (Regular Type) is made in two sections—one cardinal and one black—each section being a complete fountain pen within itself.

If desired the cardinal section, designed for red ink, may be fitted with a Gold Pen with a fine stiff point, while the other section may be had with a coarser point for general use.

When not in use the two sections may be disconnected and carried in the pocket in the same manner as any other Waterman's Ideal.

The extreme simplicity and great utility of Waterman's Ideal Duplex Pen makes an instant appeal that is fully substantiated by the results obtained by its use.



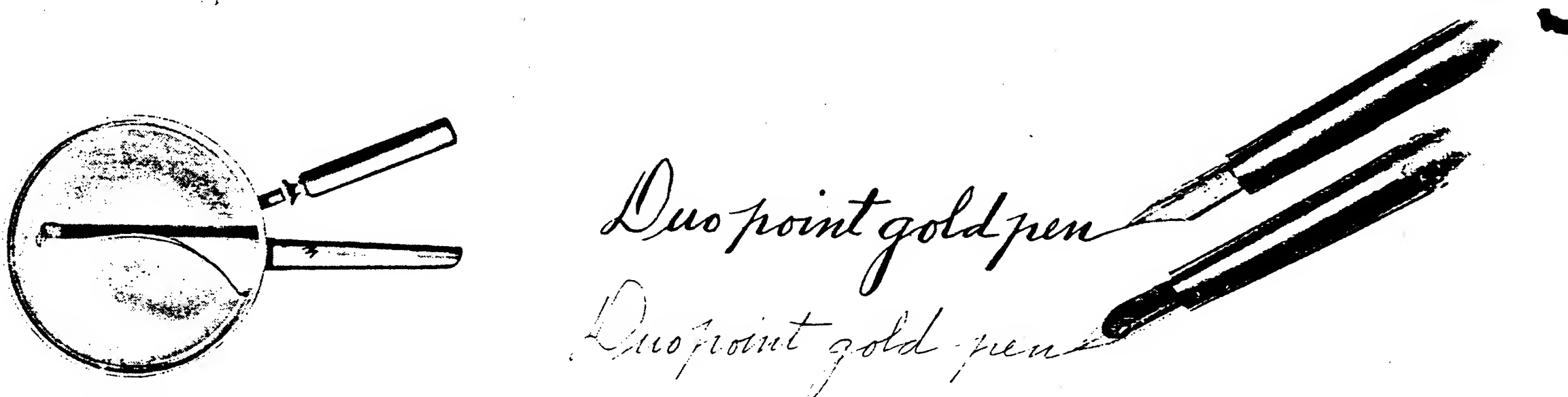
Waterman's Ideal Duplex Pen. Illustration is $\frac{3}{4}$ actual size
Prices, complete: No. 12, \$5.00—No. 14, \$8.00

DUO-POINT GOLD PEN

The Waterman's Ideal patented Duo-Point Gold Pen marks an advance step in conformity with our policy of manufacturing a point practical for every purpose to which a Gold Pen may properly be used.

The Duo-Point Gold Pen is made with a reversible point, and virtually comprises two Gold Pens in one. The regular, or side ordinarily used, writes in the usual manner, while the reverse side writes with equal facility, but with a stiffer action, making a finer mark, thus offering a distinct and practical advantage for bookkeeping and for many other writing purposes.

Both sides of the Duo-Point pen have the hard Iridium point (carefully ground) featured in Waterman's Ideal Gold Pens, while the flow of ink is equally instantaneous and uniform.



Waterman's Ideal Duo-Point Gold Pens are made in size No. 4 only and corresponding points as shown on page 53. Prices on Duo-Point Gold Pens are \$1.00 extra to cost of all holders containing No. 4 size pen.

PEN AND PENCIL SETS

THE Pen and Pencil sets illustrated below constitute a combination of unusual attractiveness together with a value assuring a continuation of their popularity and constantly increasing sales.

The Pens used in these sets are the regular high standard Waterman's Ideals as shown on pages 20, 21 and 22.

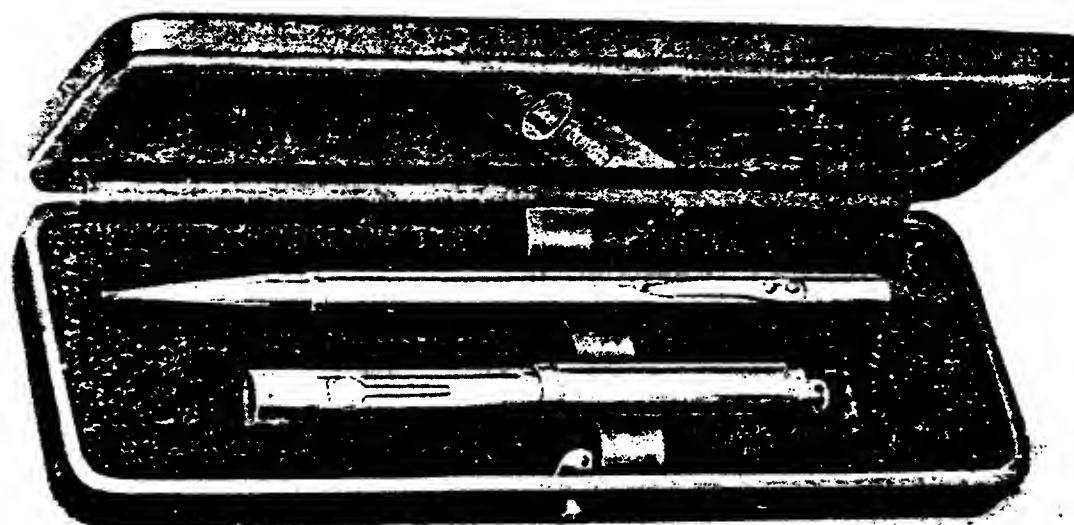
The Pencils manufactured by the well-known Aikin-Lambert Company are of a new type—a Magazine Pencil that does not have to be sharpened—made of heavy sterling silver or gold filled in attractive designs. Each pencil contains a sufficient number of leads to last for several months. The clutch at the point is made with an extra long inside sleeve that holds the lead firmly, while a slight turn permits the lead in use to drop forward, thus providing a new point ready for instant use. The reserve leads in the magazine automatically drop into place as they are needed.



240S

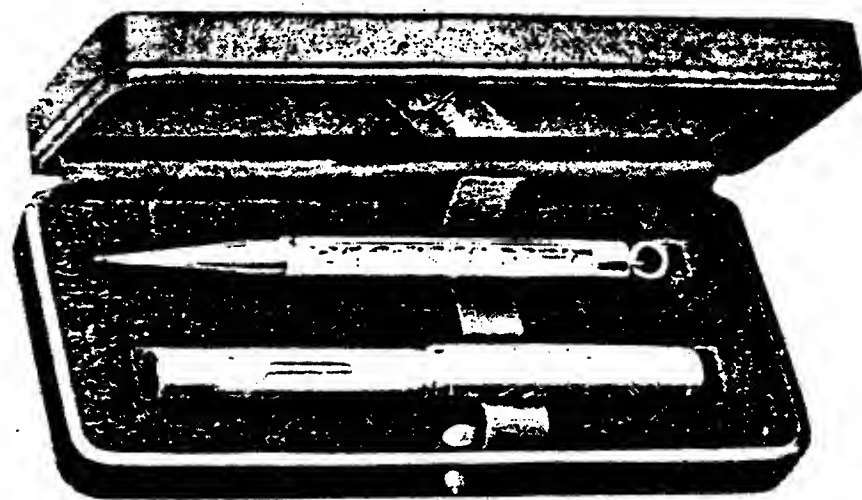
No. 240S. Plain Sterling Silver Magazine Pencil, with clip and No. 452½V Plain Sterling Silver end covered Pen, with ring..... \$9.50
 No. 240P as above—Gold Filled..... 12.50

No. 241S. Sheraton Sterling Silver Magazine Pencil, with clip and No. 452½V Sheraton Sterling Silver end covered Pen with ring..... \$11.00
 No. 241P as above—Gold Filled..... 14.00



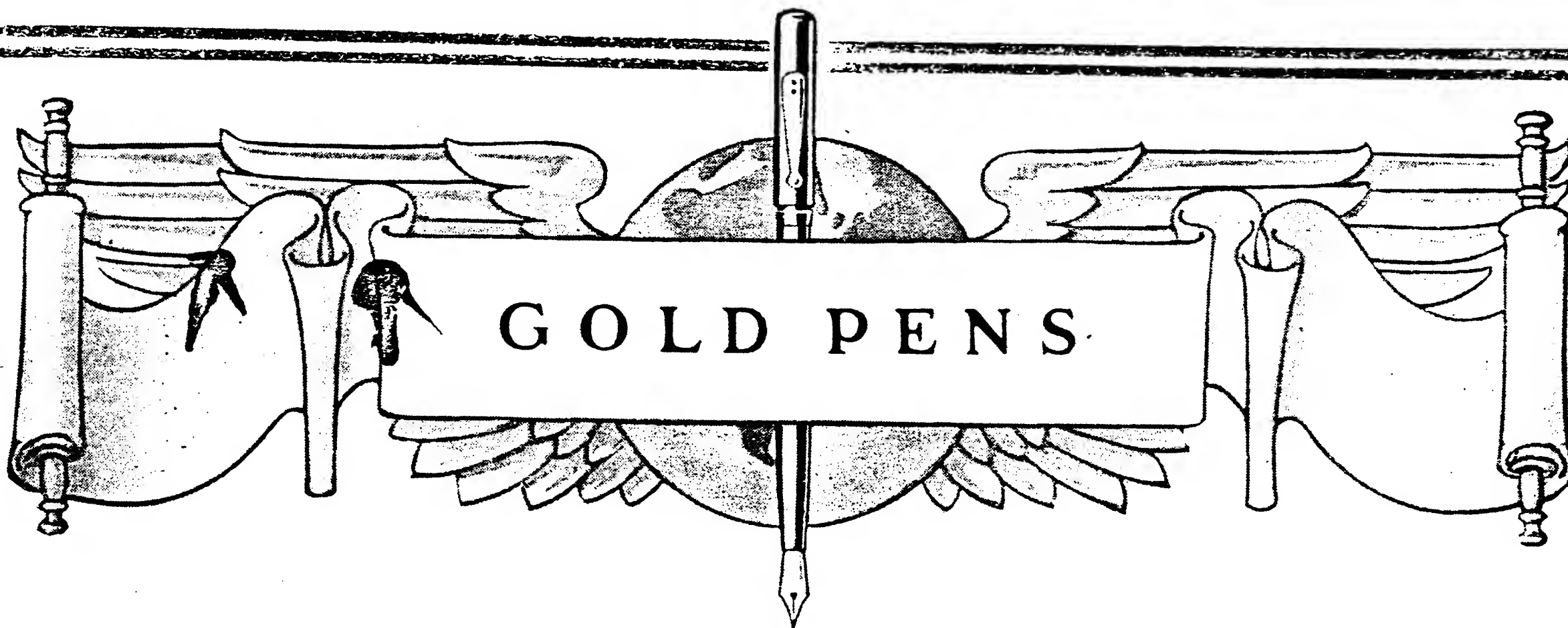
241S

No. 245S. Pansy Panel, Sterling Silver Magazine Pencil, with ring, and No. 452½V Pansy Panel Sterling Silver end covered Pen, with ring..... \$12.00
 No. 245P as above—Gold Filled..... 15.00



245S

The cases illustrated are handsomely made, covered with genuine leather and lined with high grade wine colored satin to match the leather, while the form for holding Pen and Pencil is covered with fine quality red velvet.



TO these Gold Pens is due much of the efficiency and tremendous popularity of Waterman's Ideal Fountain Pens.

The test of a fountain pen is in its action and the service rendered when the point of the Gold Pen is in contact with the paper in the process of writing.

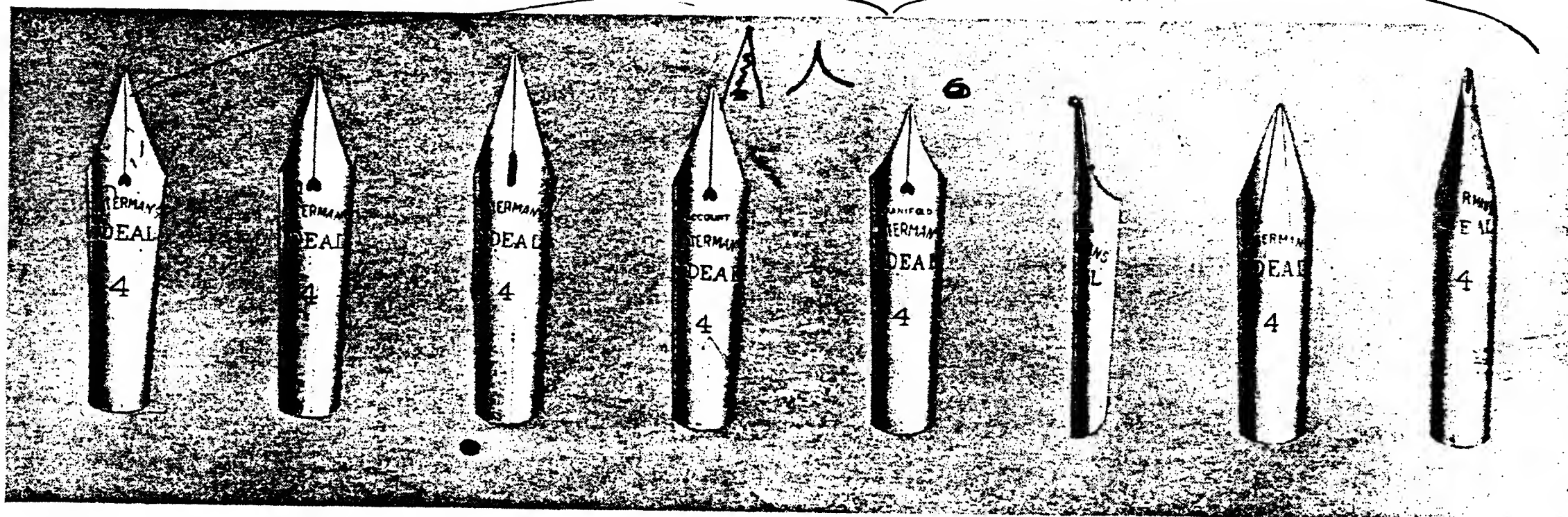
There are literally hundreds of different kinds of paper, each offering a different resistance to the action of the pen, while no two writers write from exactly the same angle or with the same pressure; hence a Gold Pen is called upon to render efficient service under widely varying and difficult conditions.

Each gold pen bearing the imprint, "Waterman's Ideal," is made to successfully stand every test to which a pen may be subjected—likewise in the line of Waterman's Ideal Gold Pens will be found a style suited to every purpose to which a pen may be put.

The Waterman's Ideal trade-mark is a guarantee that each pen is genuine 14 karat gold, hand tempered by the Waterman process that insures a maximum of permanent elasticity. Every pen is heavily tipped with selected hard Iridium which gives a smooth long-wearing point not found in other gold pens.

Special Points

Illustrating No. 4 Actual size



Stenographers Bookkeepers Falcon Accounting Manifold Turned-up Point Music Ruling

A Gold Pen for every profession, from the fine delicate pointed Accounting pen to a broad thick stub or the stiff Manifold pen for making carbon copies.

STENOGRAPHERS, fine flexible point	All sizes
BOOKKEEPERS, fine stiff point	All sizes
FALCON	No. 4 size only
ACCOUNTING, special fine point	No. 2-6 sizes
MANIFOLD	No. 2-6 sizes
TURNUED-UP POINT	No. 2-6 sizes
MUSIC	No. 2-6 sizes
RULING	No. 4 size only

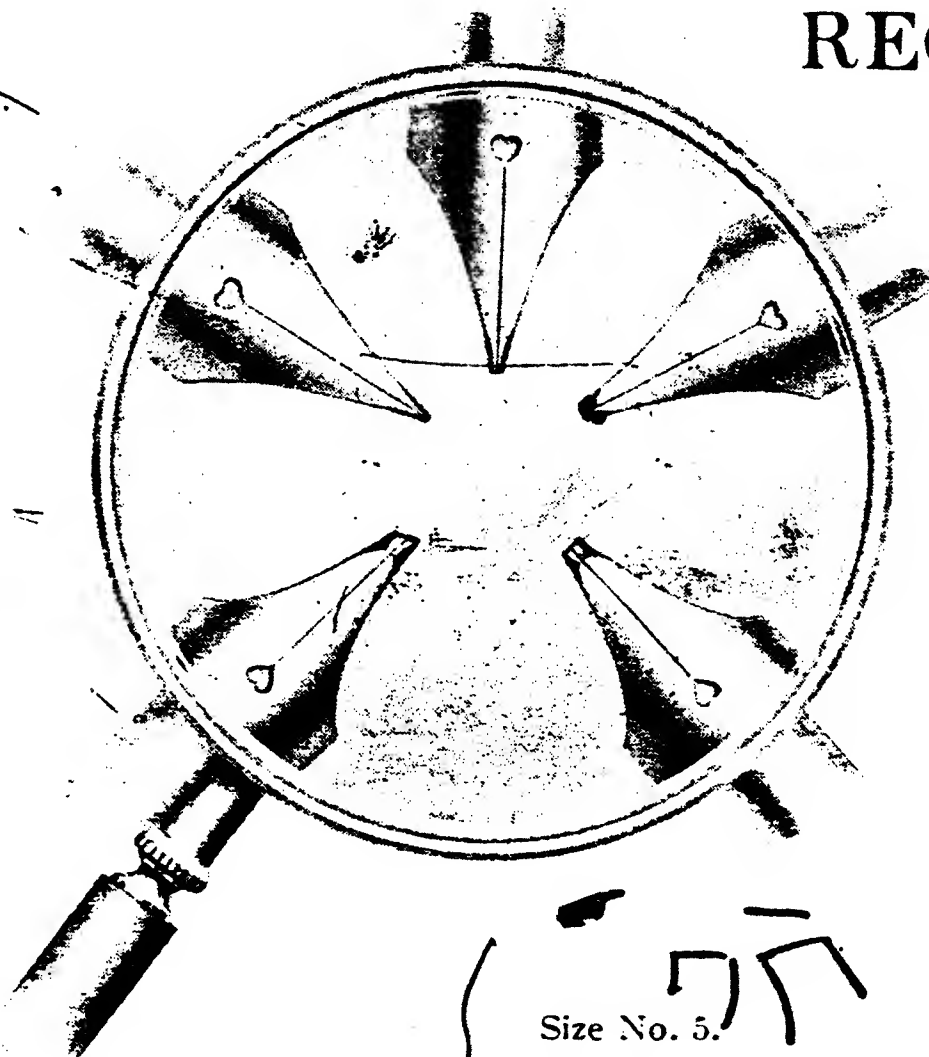
SPECIAL POINTS may be had in any style holder at prices indicated:
 Stenographers, Falcon, and Bookkeepers gold pens, regular price.
 Accounting, Manifold, and Ball point gold pens, 50 cents additional to regular price.
 Music and Ruling gold pens, \$1.00 additional to regular price.

In this line will be found pens duplicating the action of any steel pen and possessing the added smoothness and lasting qualities found only in high grade gold pens.

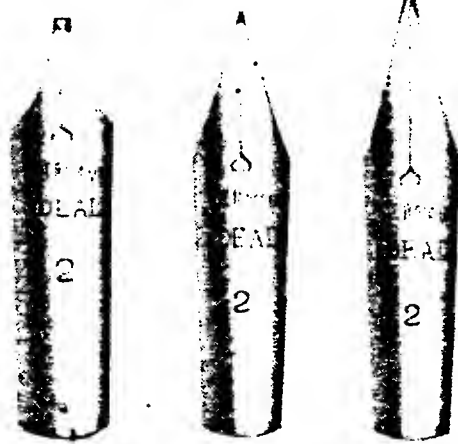
For sizes see following page. For prices see page 61

Illustration of Regular Points which are made in every degree.

REGULAR STYLES



Size No. 2:



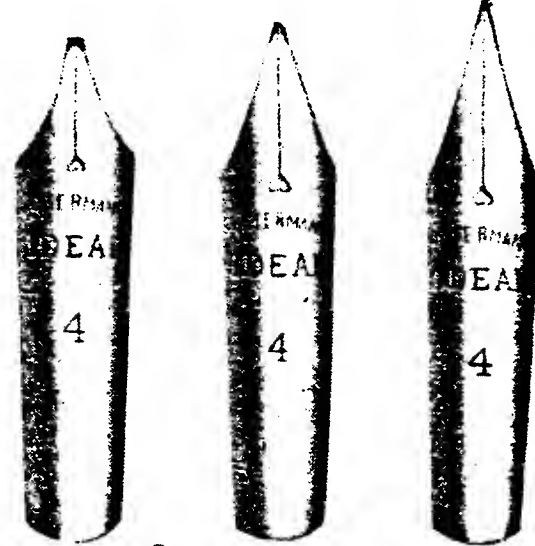
Short Nib Medium Nib Long Nib

Made with Points { Fine Medium Coarse Stub Oblique

{ Fine Medium Coarse Stub

{ Fine Medium Coarse

Size No. 4.



Short Nib Medium Nib Long Nib

Made with Points { Fine Medium Coarse Stub Oblique

{ Fine Medium Coarse

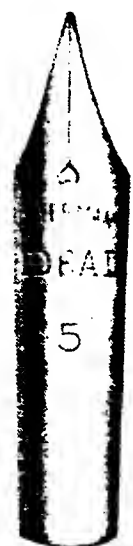
{ Fine Medium Coarse

Size No. 5.



Short Nib

Made with Points { Fine Medium Coarse Stub Oblique



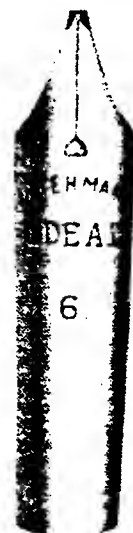
Medium Nib

{ Fine Medium Coarse



Long Nib

{ Fine Medium Coarse



Short Nib

Made with Points { Fine Medium Coarse Stub Oblique



Medium Nib

{ Fine Medium Coarse



Long Nib

{ Fine Medium Coarse

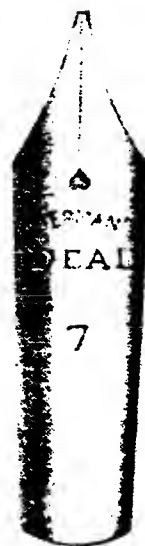
Size No. 6.

Size No. 7.



Short Nib

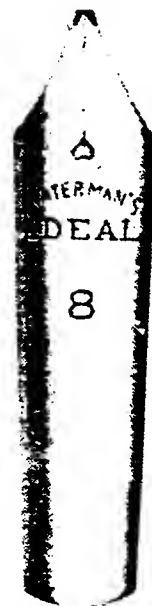
Made with Points { Fine Medium Coarse Stub Oblique



Medium Nib

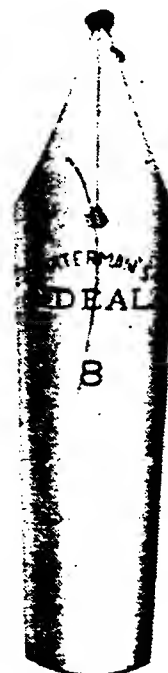
{ Fine Medium Coarse

Size No. 8.



Short Nib

Made with Points { Fine Medium Coarse Stub Oblique



Medium Nib

{ Fine Medium Coarse

Size No. 10.



Short Nib

Made with Points { Fine Medium Coarse Stub Oblique

IDEAL CLIP-CAPS

THE list prices of Waterman's Ideal Fountain Pens, as shown throughout our catalog, are always exclusive of Clip-on-Cap. When a Clip-Cap is desired it is necessary that the price of the Clip, as shown below, be added to the price of the pen.

If a customer desires to exchange a plain Cap for a Clip-Cap dealers are authorized to accept in exchange the old Cap (always provided it is in good condition) allowing full value upon it in accordance with the prices quoted below. Four grades of Clips are made each bearing our guarantee of perfect workmanship and quality.



Cost of Clips differ according to the metal

Regular.....	\$.25
Sterling Silver.....	.50
Rolled Gold.....	1.00
Solid Gold (14 kt).....	2.00

Cost of Caps differ according to the size

NUMBER ON HOLDER

12½—42½—52½—72½.....	\$.25
2—22—42—52—62—72.....	.25
13.....	.25
4—24—44—54—64—74.....	.25
15—45—55—65—75.....	.30
16—46—56—66—76.....	.40
17.....	.50
18—48—58—68—78.....	.50
20.....	.75



To arrive at price of Clip-Cap complete, add cost of Clip and Cap as shown above.

MERCANTILE ADJUSTABLE CLIP

An efficient Clip that grips firmly both the pen or pencil and the pocket. It stays "put" on the pen or pencil and is easily and quickly removed from or adjusted in the pocket.

Made of spring metal in two sizes:

No. 1 size for pencil, while No. 4 size is adjustable to most any size fountain pen.

For the convenience of the trade in displaying these Clips the following assortments are mounted on attractive easel cards as illustrated.

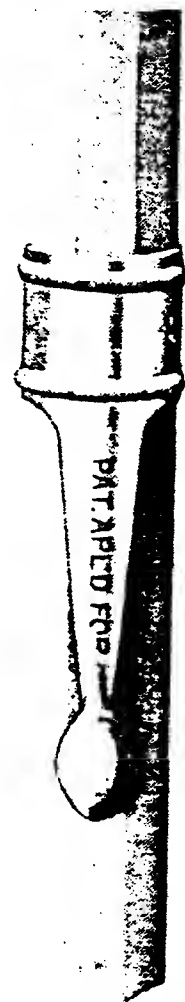


No. 4



Embossed Easel Display Card

No. 1—Pencil Size on ¼ Gross Display Cards.
 No. 4—Fountain Pen Size on ¼ Gross Display Cards.
 Assorted on Easel Display Cards, holding 3 Dozen each.
 (This card carries 2 Dozen No. 4 and 1 Dozen No. 1.)
 Price per Gross, \$7.20 all sizes.



No. 1

Mercantile Adjustable Clips are also made in:

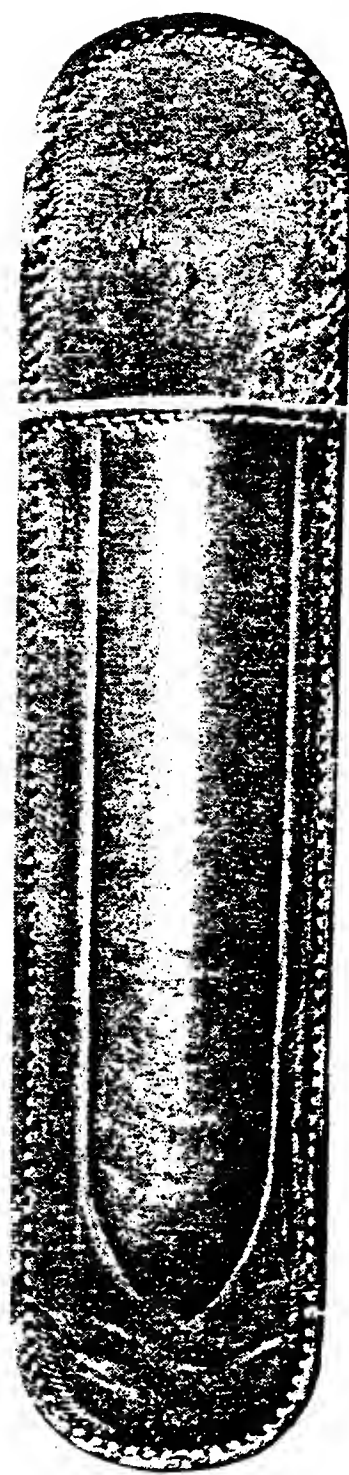
Gold Finished.....	\$.25 each	Gold—10 kt.....	\$2.50 each
Sterling Silver.....	.75 "	Gold—14kt.....	5.00 "

SAFETY POCKETS

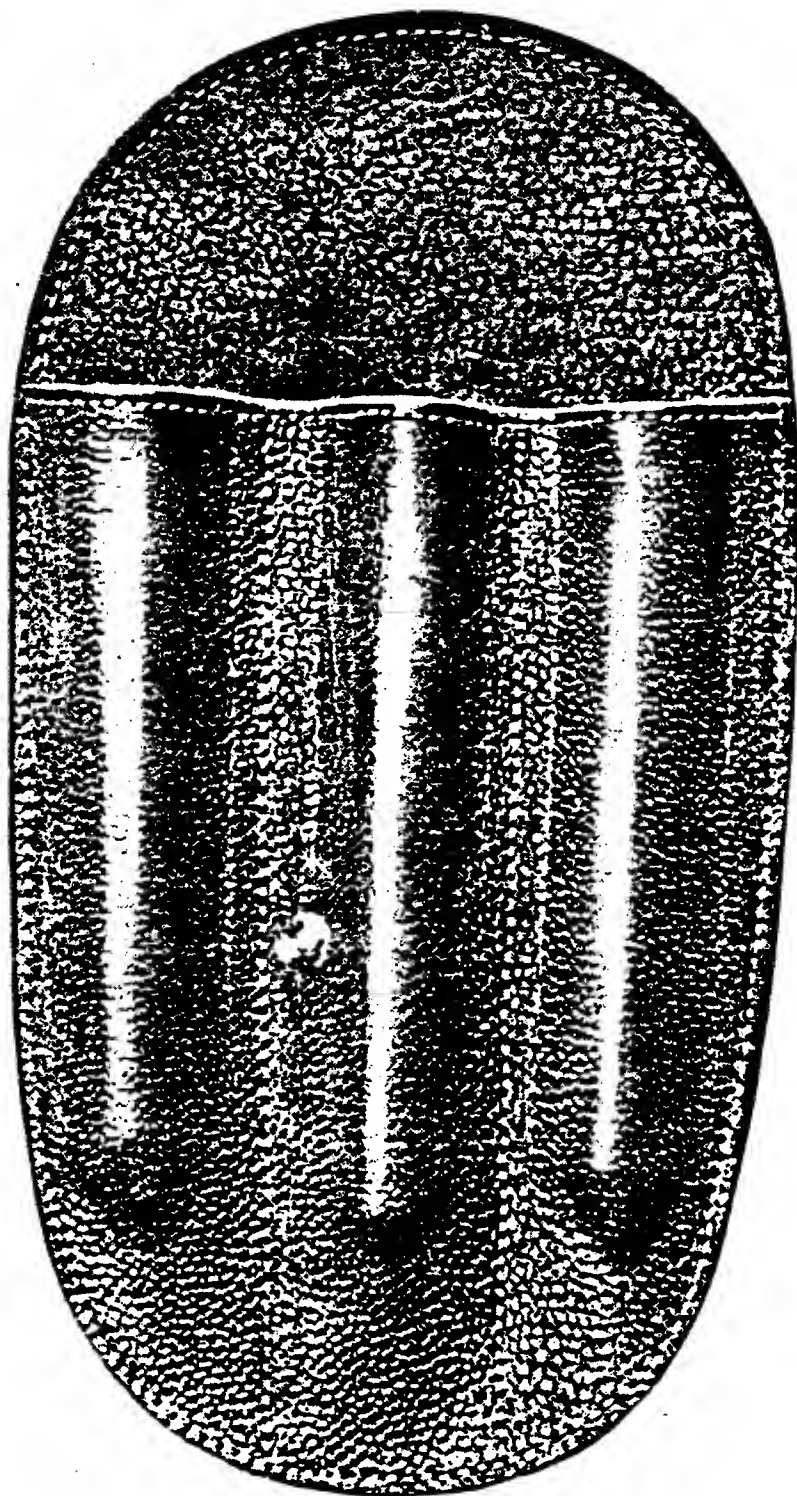
FOR business and professional women the Waterman's Ideal Safety Pockets, illustrated below, offer a convenience that cannot be measured.

Each style shown is made from selected high grade leather with one, two, three or four compartments. Each compartment is of proper size and shaped to grip the pen contained in it so as to prevent its becoming dislodged or lost.

Safety Pockets as illustrated are made in Black, Tan and Russet



No. 1



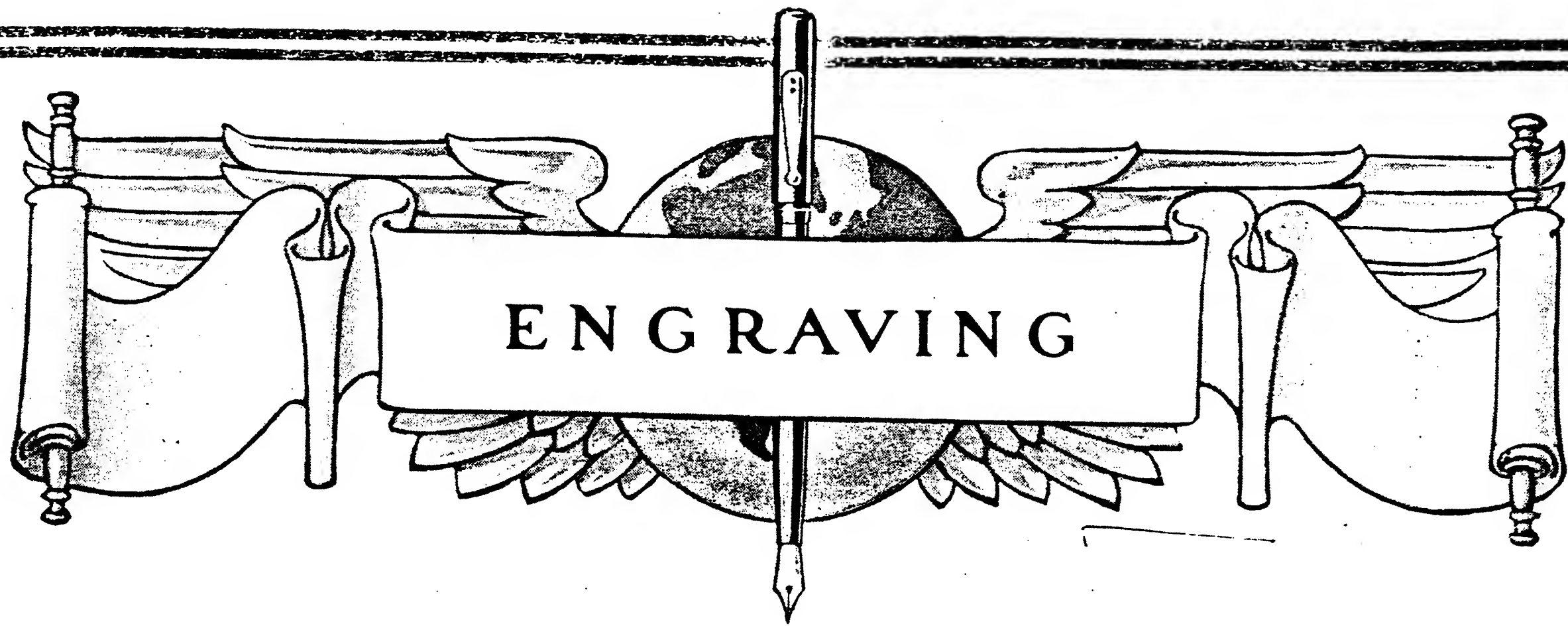
No. 3



No. 6

Nos. 1, 2, 3 and 4 are made with a Safety Pin for attaching to waist, skirt or in vest pocket
 Nos. 5 and 6 are made with a Chatelaine loop for attaching to the belt

No. 1. One Pocket.....	Price, \$1.80 per doz.	No. 4. Four Pockets.....	Price, \$4.80 per doz.
No. 2. Two Pockets.....	“ 2.40 “ “	No. 5. One Pocket.....	“ 3.60 “ “
No. 3. Three Pockets.....	“ 3.00 “ “	No. 6. Two Pockets.....	“ 4.80 “ “



NOTHING gives the distinction or individuality to a gold or silver mounted fountain pen as much as an artistic and well executed inscription. Our facilities enable us to provide our trade with a very wide range of designs from which to choose, together with assurance of prompt and skillful workmanship.

Special care should always be exercised by the customer to select an inscription that will fit well in the space on the pen mounting in which the engraving is to be done.

During the Christmas season orders cannot be executed promptly if received later than December 15th.

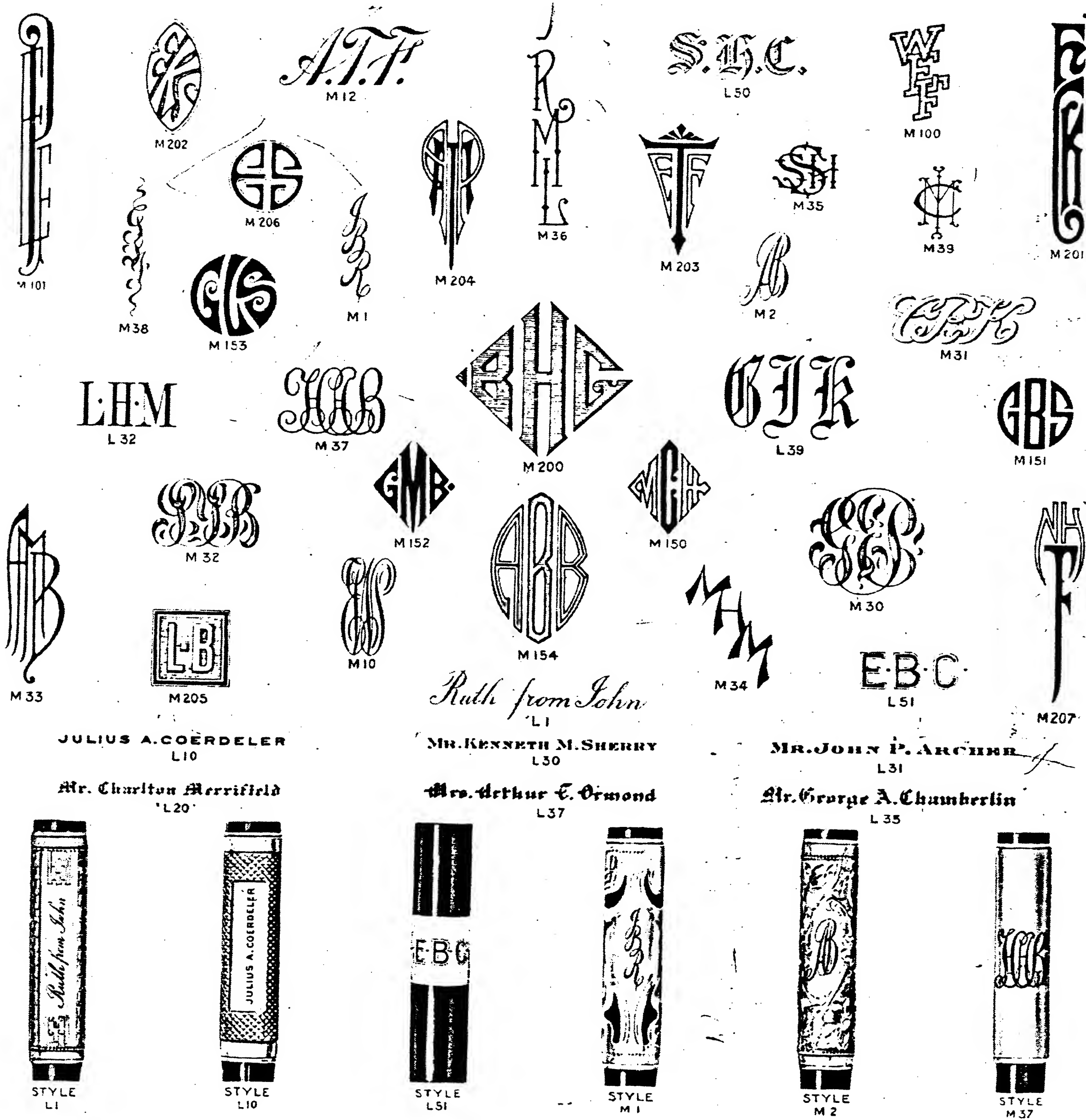
Net Prices on Engraving

For styles see page 57

Style M 1, Monogram, three letters or less, complete . . .	\$0.40	Style M 101, Monogram, three letters or less, complete . . .	\$1.25
Style M 2, " " " " " "40	Style M 102, " " " " " " . . .	1.25
Style M 10, " " " " " "50	Style M 150, " " " " " " . . .	1.50
Style M 12, " " " " " "50	Style M 151, " " " " " " . . .	1.50
Style M 30, " " " " " "75	Style M 152, " " " " " " . . .	1.50
Style M 31, " " " " " "75	Style M 153, " " " " " " . . .	1.50
Style M 32, " " " " " "75	Style M 154, " " " " " " . . .	1.50
Style M 33, " " " " " "75	Style M 200, " " " " " " . . .	1.75
Style M 34, " " " " " "75	Style M 201, " " " " " " . . .	1.75
Style M 35, " " " " " "75	Style M 202, " " " " " " . . .	1.75
Style M 36, " " " " " "75	Style M 203, " " " " " " . . .	1.75
Style M 37, " " " " " "75	Style M 204, " " " " " " . . .	1.75
Style M 38, " " " " " "75	Style M 205, " " " " " " . . .	1.75
Style M 39, " " " " " "75	Style M 206, " " " " " " . . .	1.75
Style M 100, " " " " " " . . .	1.25	Style M 207, " " " " " " . . .	1.75
Style L 1 Lettering, Script, small	price per letter		.04
Style L 10 Lettering, Block, small	price per letter		.06
Style L 20 Lettering, Old English Block, small	price per letter		.10
Style L 21 Lettering, Old English Block, capitals	price per letter		.15
Style L 30 Lettering, Roman Block	price per letter		.12
Style L 31 Lettering, Roman Shaded	price per letter		.15
Style L 32 Lettering, as illustrated	price per letter		.12
Style L 35 Lettering, Old English Shaded, small	price per letter		.15
Style L 36 Lettering, Old English Shaded, capitals	price per letter		.20
Style L 37 Lettering, Waterman Shaded, small	price per letter		.15
Style L 38 Lettering, Waterman Shaded, capitals	price per letter		.20
Style L 39 Lettering, as illustrated	price per letter		.15
Style L 50 Lettering, as illustrated	price per letter		.25
Style L 51 Lettering, as illustrated	price per letter		.25

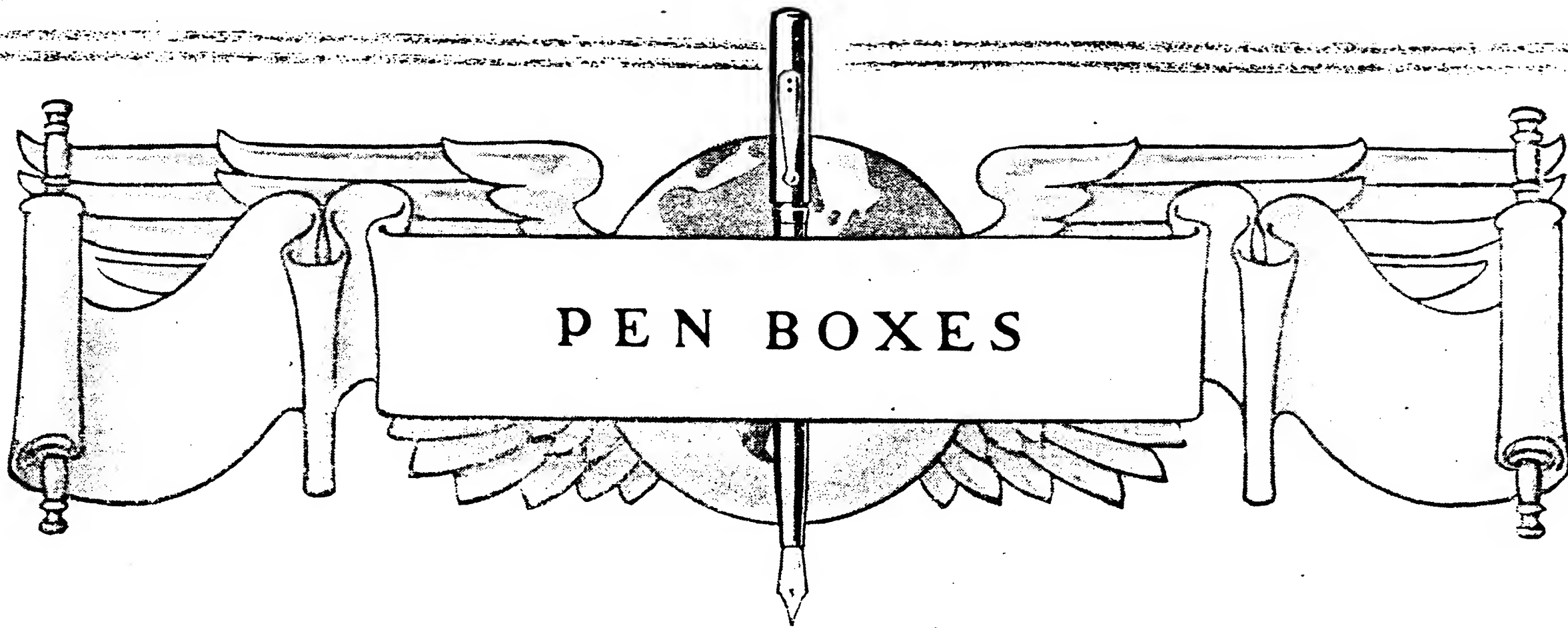
ENGRAVING

We illustrate below a variety of monograms and letterings pleasing to the most discriminating taste.



For prices see opposite page.

In ordering engraving it is urged that special care be used to write initials and name distinctly, as alterations can rarely be made.



THE standard blue box, illustrated below, has practically become a trade mark associated with Waterman's Ideal Fountain Pens.

These blue boxes are furnished to the trade separate from the pens and as our dealers may require them. Each box contains an instruction sheet for the care of the pen which salespeople should invariably call to the attention of the customer with an urgent request that it be read carefully. Boxes for Regular, Safety and Pocket Type pens are also equipped with ink filler.

Each box is contained in a wrapper on which is indicated the type of pen for which it is designed.



WATERMAN'S IDEAL FOUNTAIN PEN BOX

For mounted pens retailing for less than \$15.00 we furnish a better grade blue box, substantially constructed, and of suitable size for the pens they are designed to contain. The cover of each box is convex or "dome" shaped and bears a die stamped imprint of our trade mark.

For pens retailing from \$15.00 to \$50.00 we furnish cases of handsome design, covered with very dark green imitation leather and lined with emerald green satin and high grade velvet of the same color.

For pens retailing at \$50.00 or over we furnish an unusually handsome box covered with genuine leather and lined with satin and velvet well in keeping with the Waterman's Ideal it is designed to contain.

Dealers are cautioned to use these special cases only in connection with Waterman's Ideals and those retailing at the price indicated above and on the container of the box.

LABELS AND BOXES

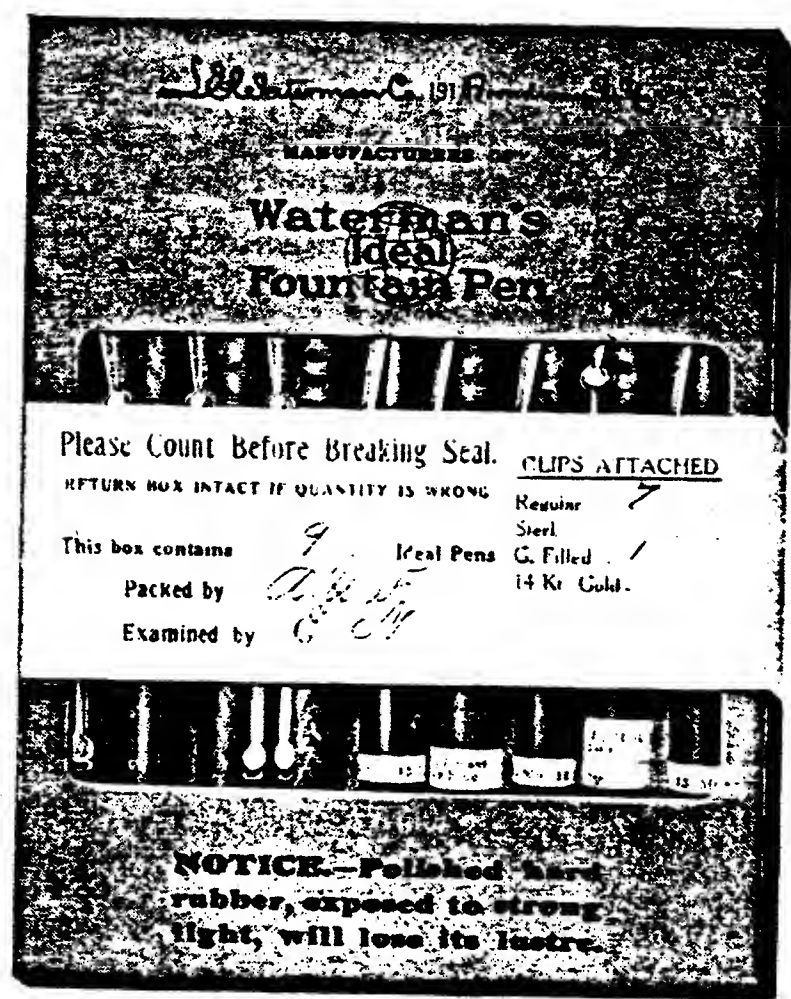
LABELS

THE L. E. Waterman Company's business policy embraces more than the manufacture of the best fountain pen it is possible to make—it also includes a fixed purpose and a constant effort to render every practicable assistance to dealers in handling and selling Waterman's Ideals.

In order to insure your customers getting exactly the pen that they want and for the purpose of easy identification, checking, etc., each pen, before shipment, is labeled with a printed band showing character of point of gold pen, type of holder and style of mounting and list price to aid in checking trade discount. Occasionally, while in the dealer's show case, these bands become detached or soiled from the handling incident to fountain pen sales. To meet this problem and enable dealers to keep their stock of Waterman's Ideals in fresh and attractive condition, we have prepared and are ready to supply without cost, new Labels for replacing those soiled or destroyed.

These descriptive Labels are put up in waxed envelopes. The different labels are classified and printed on separate sheets each bearing an identification letter, the labels being gummed and cut ready for instant and convenient use. With each set of labels is included a chart or classified index to enable dealers to order new labels from time to time to replace those used.

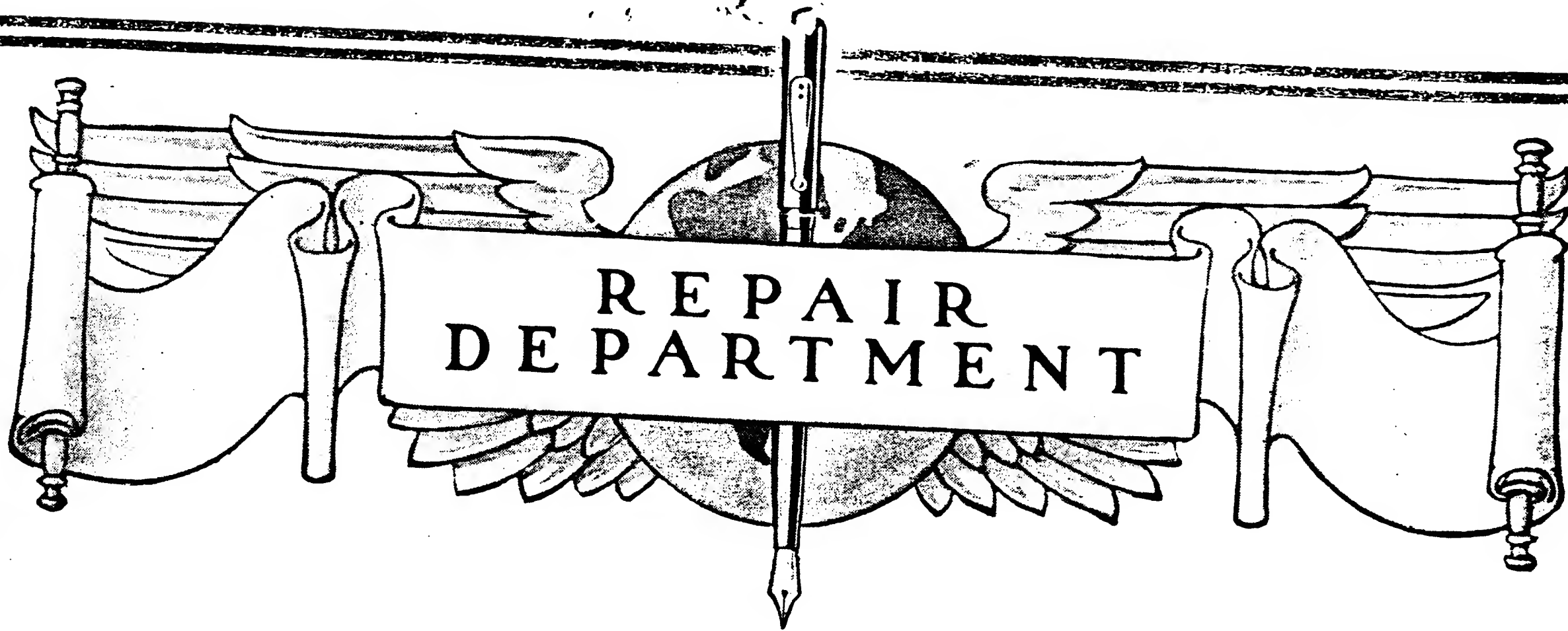
BOXES FOR SHIPPING



To reduce errors in shipment to an absolute minimum, a triple system of checking is employed in filling all orders. Pens are then packed in the especially made cartons, as illustrated, which are so designed as to enable the most inexperienced clerk to check an invoice of Waterman's Ideals with accuracy.

The Boxes are made in three sizes to contain six, nine or twelve pens. Each has two openings in the cover through which the quantity of pens and clip-caps may be checked. To prevent pilfering while in transit each box is carefully sealed with a band bearing a list of the contents.

In case of a discrepancy between the invoice and the contents of a carton, dealers are urged to return the carton to us at our expense—with seal unbroken.



Waterman's Ideals are recognized throughout the entire world as the standard of Fountain Pen perfection. No one may be expected to have as great interest in maintaining this reputation as ourselves.

Each and every one of the parts employed in the construction of our pens is carefully tested in its respective department and undergoes a final and thorough inspection in the complete pen before being shipped. Each part is guaranteed perfect when sold.

Our Repair Department is maintained for the convenience and benefit of our customers, but can render efficient service only with their full co-operation.

As Waterman's Ideals are sold with a positive guarantee it is important that dealers send to us all pens in need of repair or adjustment, otherwise complete assurance of satisfaction cannot be given to the customer.

Only highly skilled workmen are employed in our Repair Department as it is frequently far more difficult to make a repair than a new pen.

To insure the prompt service usually expected by Waterman's Ideal users, it is imperative that dealers should realize the absolute necessity of following our Directions for Repairs (see page 61) to the letter.

Do You Know—

- That many millions of Waterman's Ideals are in daily use?
- That when the pen you want repaired, or exchanged, reaches our Repair Department it becomes one among a thousand or more already on hand, and unless properly marked is like the proverbial "needle in a haystack?"
- That nearly 200 pens are received from various parts of the world each day unaccompanied by adequate instructions for repairs or exchange?
- That in every mail we receive dozens of pens that do not bear either the sender's name or address?
- That ninety percent of the delays in making exchanges or repairs are due to the failure of the dealer in not following directions in sending in pens for our attention?
- That it is usually not necessary to write a letter of instructions?
- That we furnish Repair Envelopes bearing printed directions for exchanges or repairs that need only to be "checked off?"
- That every package sent by mail should be Insured or Registered?

DIRECTIONS for REPAIRS

1. Read Directions carefully and follow explicitly.
2. Empty the ink.
3. Send entire holder for all repairs or adjustments.
4. Place pen in Repair Envelope, check repairs you want made and carefully fill in name and address.
5. If no Repair Envelopes are at hand write explicitly what repairs are wanted and *enclose with pen under first class postage.*
6. If a letter is written and mailed separately give exact information as to date pen was mailed, name of owner, and style and size of pen. Your pen may arrive several days later with a great many other pens, all exactly alike.
7. Communications about repairs or exchanges should always be signed with firm name.

Price List of Separate Parts for All Types

Note—For illustration of various parts see pages 10 and 13.

NUMBER ON END OF HOLDER	GOLD PENS		NEW PARTS					
	PRICE ON NEW	ALLOWANCE ON OLD	FEED BAR	POINT SECTION	BARREL	CAP WITH-OUT CLIP	PRESSURE BARS	BOX AND LEVER
2 12½-42½-52½-72½	\$1.25	\$0.20	\$0.75	\$0.75	\$0.75	\$0.25	\$0.30	\$0.30
2-22-12-42-52-62-72	1.25	.20	.75	.75	.75	.25	.30	.30
13	1.50	.30	.75	.75	.75	.25	.30	.30
4-24-14-44-54-64-74	1.75	.40	.75	.75	1.00	.25	.30	.30
15-45-55-65-75	2.25	.50	.75	.75	1.25	.30	.30	.30
16-46-56-66-76	2.75	.60	.75	.75	1.50	.40	.30	.30
17	3.25	.70	.75	1.00	2.00	.50	.30	.30
18-48-58-68-78	3.75	.80	1.00	1.00	2.00	.50	.30	.30
20	4.75	1.00	1.25	1.25	2.25	.75		

- Ink Tubes for Self-Filling Types, all sizes.....\$0.15 each
- Interior Spirals for Safety Type, sizes Nos. 42 to 46, inclusive, 75c each, No. 48. 1.00 "
- Plunger Complete for Pump Type, sizes 82 to 86, \$1.25; size 88. 1.50 "
- Gold Pens repointed or straightened......50 "

Clip-on-Cap adds to cost of Cap or Complete Pen

Regular 25c, Sterling Silver 50c, Rolled Gold \$1.00, Solid Gold \$2.00 (See page 54)

Numbers are stamped on the end of every holder.

The prices of gold pens, feed bars and point sections apply also to these parts of all mounted styles; the gold and silver mounted barrels and caps cost additional, according to the style of mounting.

Gold pens when straightened are usually softer and seldom have the original good qualities of new pens. We do not guarantee pens that have been straightened or repointed. No. 2 Gold Pens are, because of their smaller size, seldom worth repointing.

ACCESSORIES

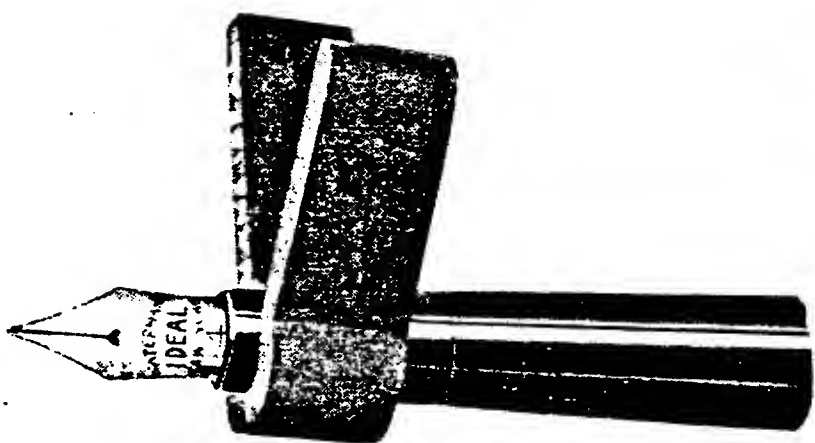
THE care of a fountain pen, although imperative, quickly becomes an agreeable duty. The simplicity of Waterman's Ideal Fountain Pen reduces to a minimum the need of appliances for its care.

The dealer should urge the importance of proper care and recommend the purchase of a set of the simple appliances for refilling and cleansing.

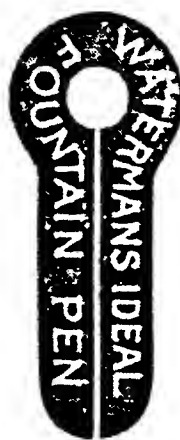
The quality of the materials used in the manufacture of these accessories is on a par with the well-known Waterman's Ideal standard of excellence.

Their use will add materially to the efficiency, increase the satisfaction and prolong the life and service of the pen purchased.

IDEAL JOINT OPENERS AND CLEANERS FOR REGULAR AND POCKET TYPE PENS



Opener on Point Section
Price, \$1.20 per dozen. One dozen on card



Opener (side view)



Cleaner



Cleaner in use

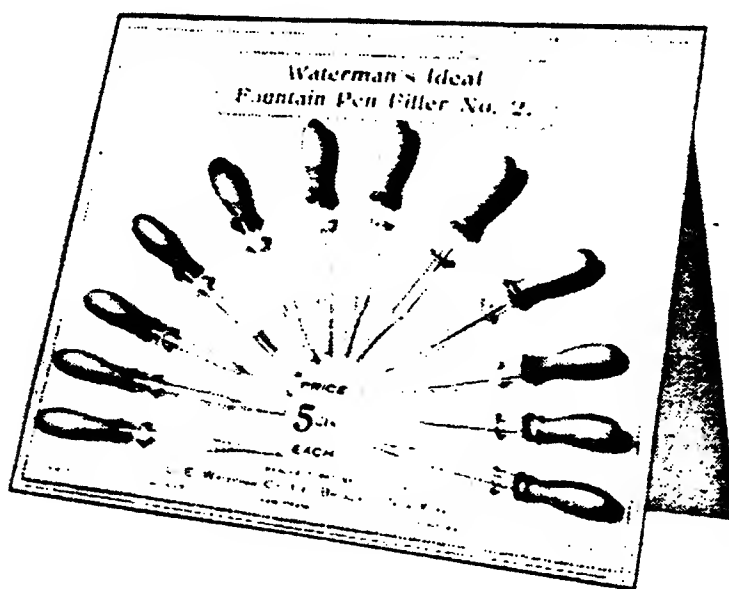
Price, \$1.80 per dozen. One dozen on card

Every fountain pen should occasionally be given a thorough cleansing and the channels of the Feed freed from minute particles that have a tendency to accumulate and retard the flow of ink.

In the Regular and Pocket type pens, if the joint has become over tight through disuse or because of a slight gumming of ink on the threads, the Joint Opener should always be used to avoid danger of breaking or displacing the pen.

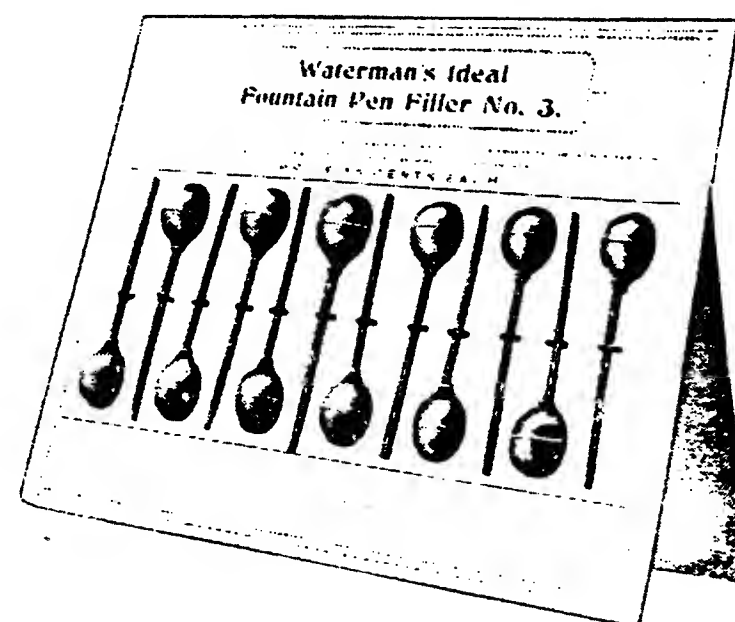
After removal adjust the Cleaner over the end of the Point Section, as illustrated, and force water through the Feed channels until thoroughly Clean. (This does not apply to Safety or Self-Filling Types, see page 74.)

Joint Openers and Pen Cleaners, made of high grade rubber, are attractively carded on display easels of one dozen each and should be included in sales to users of Regular and Pocket Type pens.



No. 2 Style—Glass Tube with Rubber Bulb.
Price, 60c. per dozen, carded.

INK FILLERS For Regular Safety and Pocket Type Fountain Pens



No. 3 Style—Rubber Tube and Bulb.
Price, \$1.80 per dozen, carded.

Style No. 3 made with a long hard rubber tube is especially recommended. The bulb holds sufficient ink to fill the average pen in one operation. The long tube reaches to bottom of holder avoiding the formation of air bubbles.



WHY GOOD INK IS IMPORTANT

Discriminating users of writing fluid realize the importance of good Ink and always desire the best.

Obviously the operation of a fountain pen makes unwise the use of a fluid not free from the coagulating properties of cheap and unscientifically made Ink.

For over a decade Waterman's Ideal Ink has maintained a standard of excellence that proclaims it to be the best Ink made and fully justifies the constantly growing demand for it.

Fountain pen satisfaction is inseparable from ink satisfaction. To insure this result we unhesitatingly recommend Waterman's Ideal Ink as the best Ink that years of experience coupled with conscientious effort and the use of only high grade ingredients can produce.

Dealers selling Waterman's Ideal Fountain Pens should caution their customers against the unnecessary use of cheap Inks containing sediment that quickly gums or clogs the channels of the Feed, or that is watery or weak in color.

Waterman's Ideal Combined Writing and Copying Ink is a rare product possessing as it does every element necessary in a superfine Copying Ink, yet, with an occasional cleansing of the point section, may be used in a fountain pen with absolute satisfaction.

We have a motive for manufacturing the best Ink it is possible to make—Waterman's Ideal Ink used in a Waterman's Ideal Fountain Pen helps to make possible our guarantee of absolute satisfaction.

It is desired to call attention to the unusual convenience of the type of bottles designed for Desk and Traveling use. A "Traveler's Filler" in either a wood or nickel container makes it unnecessary for the owner of a Waterman's Ideal to lower the standard of the pen's service by using the unsatisfactory Ink found in the open ink-wells of hotels, post offices, etc.

Our patented "pour out," with which the larger sizes are fitted, marks a distinct achievement, permitting the Ink to be poured from the bottles in a regulated stream, free from the sudden stoppage or rush that so often floods everything in the vicinity of the ink-well being filled.

An important feature of Waterman's Ideal Ink, of especial interest to dealers, is the neat, attractive and convenient manner in which the bottles are boxed (as illustrated on page 66).

WATERMAN'S IDEAL INK IS :

- A perfect chemical compound—
- Scientifically made—
- Practical for all Ink purposes—
- Free from sediment—
- Non-corrosive—
- Uniform in flow and consistency—
- Permanent in record properties—
- Made in four colors—

Packed in convenient and practical bottles.

For Display Cartons, Boxing, Weights and Shipping instructions, see page 66.

WATERMAN'S IDEAL INK

For Fountain Pen and Commercial Use

IN addition to its superfine qualities Waterman's Ideal Ink is sold in containers that offer a maximum of convenience to the user.



TRAVELERS' FILLER
Nickel Container

- No. 110—Blue Black.....\$.60 ea.
- " 210—Green..... .60 "
- " 310—Violet..... .60 "
- " 710—Jet Black..... .60 "

Illustrations show various styles of containers especially designed for desk and traveling use. Please order by number.



TRAVELERS' FILLER
Wood Container

- No. 109—Blue Black.....\$.35 ea.
- " 209—Green..... .35 "
- " 309—Violet..... .35 "
- " 709—Jet Black..... .35 "



DESK FILLER

- No. 105—Blue Black.....\$.30 ea.
- " 205—Green..... .30 "
- " 305—Violet..... .30 "
- " 505—Red..... .40 "
- " 705—Jet Black..... .30 "



DESK STYLE for SELF-FILLERS

- No. 103—Blue Black.....\$.20 ea.
- " 203—Green..... .20 "
- " 303—Violet..... .20 "
- " 503—Red..... .25 "
- " 703—Jet Black..... .20 "



TRAVELERS' FILLER
Nickel Container

- No. 115—Blue Black.....\$.50 ea.
- " 215—Green..... .50 "
- " 315—Violet..... .50 "
- " 715—Jet Black..... .50 "



TRAVELERS' FILLER
Wood Container

- No. 114—Blue Black.....\$.25 ea.
- " 214—Green..... .25 "
- " 314—Violet..... .25 "
- " 714—Jet Black..... .25 "

For Display Cartons, Boxing, Weights and Shipping instructions see page 66.

WATERMAN'S IDEAL INK

For Fountain Pen and Commercial Use

Waterman's Ideal Ink is made in Blue Black, Red, Green, Violet and Combined Writing and Copying. Any of these colors may be had in any of the various styles and sizes of containers illustrated.



1/2 Gallon

- No. 164—Blue Black.....\$2.25 ea.
- " 264—Green..... 2.25 "
- " 364—Violet..... 2.25 "
- " 464—Combined Writing and Copying 2.25 "
- " 564—Red..... 3.25 "
- " 764—Jet Black..... 2.25 "

1 Gallon

- No. 128—Blue Black.....\$4.00 ea.
- " 228—Green..... 4.00 "
- " 328—Violet..... 4.00 "
- " 428—Combined Writing and Copying 4.00 "
- " 528—Red..... 5.00 "
- " 702—Jet Black..... 4.00 "



1/2 Pint

- No. 108—Blue Black.....\$.45 ea.
- " 208—Green..... .45 "
- " 308—Violet..... .45 "
- " 408—Combined Writing and Copying .45 "
- " 508—Red..... .70 "
- " 708—Jet Black..... .45 "



1 Pint

- No. 116—Blue Black.....\$.75 ea.
- " 216—Green..... .75 "
- " 316—Violet..... .75 "
- " 416—Combined Writing and Copying .75 "
- " 516—Red..... 1.10 "
- " 716—Jet Black..... .75 "

1 Quart

- No. 132—Blue Black.....\$1.25 ea.
- " 232—Green..... 1.25 "
- " 332—Violet..... 1.25 "
- " 432—Combined Writing and Copying 1.25 "
- " 532—Red..... 1.75 "
- " 732—Jet Black..... 1.25 "



2 Oz.

- No. 102—Blue Black.....\$.15 ea.
- " 202—Green..... .15 "
- " 302—Violet..... .15 "
- " 502—Red..... .20 "
- " 702—Jet Black..... .15 "



4 Oz.

- No. 104—Blue Black.....\$.20 ea.
- " 204—Green..... .20 "
- " 304—Violet..... .20 "
- " 504—Red..... .30 "
- " 704—Jet Black..... .20 "



6 Oz.

- No. 106—Blue Black.....\$.30 ea.
- " 206—Green..... .30 "
- " 306—Violet..... .30 "
- " 506—Red..... .50 "
- " 706—Jet Black..... .30 "

For Display Boxes, Cartons, Weights and Shipping instructions see Page 66.

WATERMAN'S IDEAL INK

For Fountain Pen and Commercial Use

THE standard of quality maintained in the manufacture of Waterman's Ideal Ink is admirably supplemented by the features of safety and practicability obtained in our styles of bottling and packing.

In designing the various styles and sizes of bottles in which Waterman's Ideal Ink is sold, the convenience of both the user and the dealer is kept constantly in mind.

For fountain pen use, the Desk Filler, Travelers' Filler, and bottle for Self-Filling Pens are specially popular styles, while the neat, attractive method of boxing enables a dealer to carry and display his stock of Waterman's Ideal Ink to advantage.

All other types and sizes of bottles are packed either in cardboard or cellular containers that reduce to a minimum the danger of breakage and keep the contents fresh, and the stock attractive and free from shopworn appearance.



Style of Boxing
2—4—6 ounce sizes
(See page 65)

Illustrating
shelf, show case or
counter display
boxes



114 to 714 Travelers' Filler
Wood Containers— $\frac{1}{2}$ doz. to carton
(See page 64)



109 to 709 Travelers' Filler
Wood Container— $\frac{1}{2}$ doz. to carton
(See page 64)

SHIPPING WEIGHTS

Nos.	Packed	Weight
102 to 702	3 dozen	16 lbs.
103 " 703	3 "	17 "
104 " 704	3 "	28 "
105 " 705	3 "	30 "
106 " 706	1 "	13 "
108 " 708	1 "	17 "
109 " 709	3 "	16 "

Nos.	Packed	Weight
110 to 710	1 dozen	7 lbs.
114 " 714	3 "	14 "
115 " 715	1 "	7 "
116 " 716	1 "	30 "
132 " 732	1 "	53 "
164 " 764 Individual Bottles	9 "	9 "
128 " 728	" "	16 "

SHIPPING INSTRUCTIONS.—Enclosure directions are carefully followed when ink is to be shipped through jobbers in our branch cities. All orders are shipped promptly during the favorable season, extending generally from April 1st to November 1st. Send us definite routing instructions to save delays in transportation. Orders for assorted sizes are subject to quantity discounts.



LEADERSHIP

Waterman's Ideal is the recognized Fountain Pen standard of the World. Recognition of its supreme quality is universal.

Waterman's Ideal has stood the test of Time and Service for over a third of a century.

"Waterman's Ideal" and "Fountain Pen" have become interchangeable terms.

Waterman's Ideal is the widest advertised fountain pen on the market. World-wide and constant publicity in connection with an article so well known adds much to its Selling Advantage.

Basically correct in the beginning, the scientific principle involved in Waterman's Ideals has never been changed. A highly efficient engineering department is constantly employed refining the parts and designing the improved types and styles that have always been a distinctive feature of Waterman's Ideals, keeping them well in the forefront of popular favor and marking the milestones of progress in the fountain pen industry.

Every integral part of a Waterman's Ideal is made of the best material for the purpose that it is possible to obtain.

A summary of the reasons for the supremacy of Waterman's Ideal in the fountain pen world may be expressed in one word—QUALITY.

Quality of Principle

Quality of Materials

Quality of Construction

Quality of Type

Quality of Mounting

Quality of Design

Quality of Safety

Quality of Service

An analyzation of the features that combine to make Waterman's Ideals the universal standard of fountain pen perfection includes first and foremost the Spoon Feed (see page 11). The Feed is to the Fountain Pen what the Carbureter is to the Automobile. The Improved Spoon Feed, a scientific development and a Waterman patent, insures a steady, even and uniform flow to the last drop of ink in the barrel of the pen.

WHY A WATERMAN'S IDEAL IS ALWAYS DEPENDABLE

QUALITY is again conspicuous in Waterman's Gold Pens (see pages 52 and 53): the long heel gives strength and firmness to their position in the point section, and the higher tempered 14 karat gold and hard iridium pointed nibs warrant a long life of satisfactory writing service.

Merchants may sell Waterman's Ideals with the full knowledge that

- they have a uniform established value insuring a fair margin of profit.
- they are the most widely advertised fountain pens on the market.
- more of them are in daily use than any other make.
- each pen is warranted perfect in workmanship and construction and guaranteed to give complete satisfaction.
- the customer gets the very best fountain pen it is possible to make.
- every dollar invested by the purchaser is represented by actual value received.

The business policy, facilities and entire organization of the largest fountain pen company in the world are back of every pen sold. We are interested in every Waterman's Ideal wherever it goes and as long as it lasts. Our guarantee and service is behind every Waterman's Ideal.

Waterman's Ideals are made in five hundred and forty different styles and sizes including a style and holder appropriate for any profession or walk in life. Each and every pen is built to the same high standard of Quality.

Waterman's Ideals as a line appeal to practically the entire public. It is constantly found by retailers to be worth while to have one or more clerks especially well pen posted with such information and claims as are made for the line of Waterman's Ideals on this, and other pages of this reference book.

Retailers or their delegated clerks, are especially requested whenever possible, to arrange with us for a visit to any of our factories and operating departments where the interesting processes of manufacture can be seen and studied, and where our methods of co-operating with retailers are to be observed and explained in detail.

ADVANTAGES OF SELLING WATERMAN'S IDEALS

IT has always been a fundamental principle of L. E. Waterman Company's business policy to extend every co-operative facility possible to dealers handling and selling Waterman's Ideals.

As a part of this policy, and as a result of long study of the problems involved in the sale of fountain pens, we have compiled and respectfully submit the following summarized suggestions for guidance in considering and analyzing the elements involved in the creation and maintenance of a department devoted to marketing Waterman's Ideals.

Thousands of Dealers throughout the World, who began with a small stock, have, as a result of a careful study and a well-thought-out plan, installed a Fountain Pen Department so located and systemized as to multiply their annual sales many times.

Be assured that you are handling the best fountain pen made: one that can be recommended and sold to your customers without reservation.

The line of Waterman's Ideals is complete and should be handled exclusively to avoid danger of confusing the customer, and to increase the sales efficiency of the clerks selling them.

A Waterman's Ideal department enables dealers to supply the need of every customer with a minimum investment in stock on hand.

The merit of Waterman's Ideals is so well known, their appeal so universal, and their commanding position in the market so thoroughly established as to offer a distinct sales advantage to dealers handling them.

In proportion to the space necessary for their proper display, Waterman's Ideals offer as fair profit as any other article of merchandise. The most successful dealers add materially to their sales and profit, by creating a Fountain Pen Department devoted exclusively to Waterman's Ideals, prominently located and with adequate facilities for their advantageous display and sale.

Care should be taken in the adoption of the system for this department so that the purchase of a Waterman's Ideal may be accomplished with a minimum of effort on the part of the customer—to this end the Pen Department should be located in a place of such prominence as to readily catch the attention of the public. One or more clerks thoroughly familiar with our pens should be placed in charge of the department and held responsible for it.

Sales people in charge of this department should be impressed with its importance and instructed in the proper care and display of the stock together with the necessity of observing the rules for successful Fountain Pen Salesmanship as outlined on page 73.

ADVERTISING

WATERMAN'S IDEALS have been widely and steadily advertised for more than a third of a century. This effort backed by superior merit has largely caused the development of the crude writing tools of the past into the fountain pen of today.

The advertising of Waterman's Ideals has increased annually with the growth of our business. New fields, in remote parts of the world, a forgetful public, and new generations make necessary the continuity of our advertising, telling of the merits, new developments and variations of usage of Waterman's Ideal Fountain Pen. Millions of writers, by this means, are also constantly reminded of the name of the pen that they are using, and which is giving them such constant and satisfactory service.

Nearly every known medium of advertising, practical for pen publicity, is in constant and consistent use, keeping continually before the public the convenience, advantages and superior features of Waterman's Ideals.

TRADE HELPS SUPPLIED FREE TO DEALERS

In order that dealers handling our pens may link up with our efforts and take profitable advantage of this tremendous publicity, we have carefully and scientifically prepared plans for local campaigns embracing forceful posters, folders, blotters, car cards and lantern slides with the dealer's name imprinted, also show-case and window cards, together with a wide range of electrotypes for use in the columns of local papers and house publications.

The advertising matter furnished dealers handling Waterman's Ideals duplicates, or is largely suggestive, of the copy used by us in our national publicity campaign and designed to instantly recall to the customer's mind the other advertisements he has recently read.

Electrotypes and all other advertising matter for local use are *free* to dealers handling Waterman's Ideals. Every dealer should have one or more of our Waterman's Ideal Signs conspicuously displayed as a constant reminder of where Waterman's Ideals may be bought. Why not take advantage of our efforts to assist you to increase your sales by planning a systematic local campaign? Set aside one week in each month as Pen Week, and during this period devote a liberal portion of your newspaper and window space to Fountain Pen display, supplemented by a distribution of our folders and leaflets bearing your own imprint.

Every merchant handling Waterman's Ideal Fountain Pens earns the profits that are derived from this publicity, in exact proportion to the extent he takes advantage of our efforts and the demand created. Every customer thus secured also becomes a prospective purchaser of other merchandise as well. The result will both surprise and repay you in increased business.

Let us know the size of newspaper and window space you desire to use and we will be glad to supply the material needed to secure the best results.

ADVANTAGES OF A COMPLETE STOCK

THE successful merchants of today are those who are quick to recognize and meet the changing discriminations imposed by the public in buying.

The constantly increasing demands of the buying public make lax or obsolete merchandising methods fatal, and an incomplete or poorly displayed stock unwise.

No one condition standard in modern merchandising is as conspicuous as the preference for goods attractively displayed and offered in a complete range of styles and prices from which your customers may choose.

The purchasing public is becoming more and more particular and quickly learns where to go to find what is wanted and to buy advantageously what it desires and under the most agreeable conditions.

The space required for a proper display of a complete assortment of Waterman's Ideals is small, and the margin of profit and the volume of business possible well justifies a thoroughly organized Fountain Pen Department.

Waterman's Ideal Fountain Pens are made to fit every hand, with a point to suit every style of handwriting. For over a third of a century the public has recognized their supremacy. The very name has become a synonym for Fountain Pen. The first impulse of a customer desiring to purchase a fountain pen is to ask for a Waterman's Ideal. The demand, therefore, already exists to a large extent and it remains for the dealer to meet it by carrying a carefully assorted stock sufficiently large to provide the customer with the style and price of pen wanted. While it is not practicable for a dealer to carry every pen listed in our catalogue, a general stock should be kept on hand at all times and special care should be exercised to immediately replace the pens sold. The demand for a style not in stock will often cause the loss of a sale, and a customer as well.

The terms and conditions afforded by our selling plan, our salesmen's service and our service stores make it possible for dealers, no matter how large or how small, to carry a stock sufficiently complete to meet every requirement of his customers.

SYSTEM IN YOUR PEN DEPARTMENT

A PROPERLY systemized and well located Pen Case or Department will speed up your "turn over" and will increase the profits from fountain pen sales so materially that we cannot urge its importance too strongly upon dealers handling Waterman's Ideals.

Without specific information of the individual problems involved, in connection with the installation of such a department, it is necessary that the suggestions made here should be somewhat general in character.

A careful study should be made of this department and a system installed that will enable the customer to be served promptly and with every certainty of getting the pen desired.

Display stock should be so classified and placed as to enable the clerk to instantly produce the exact style and price of pen wanted.

GENERAL RULES

Keep pens in trays and classified according to type.

Each pen should be kept properly labeled (see page 59).

Display pens should be kept filled with ink ready for instant use.

Vent holes in Caps of the Regular Type should be kept filled with wax furnished by us for the purpose, until a sale is made. In all other types the vent holes are left open at all times.

Replace each pen sold at once, upon completion of sale, with a duplicate from reserve stock.

Maintain an accurate record of stock, classified in accordance with price of pen, type, and pen points.

Also keep a careful record of all sales, together with the name and address of purchaser when possible, and check frequently with stock record.

Order new pens promptly to replace those sold. It is important that a full assortment be maintained at all times.

Neat pads of scratch paper on which the customer may test the points of the pens should be kept convenient for immediate use.

Insist that the customer continue to test the Gold Pens until one having exactly the right "action" is found.

Keep constantly on hand a liberal supply of new price labels and other supplies furnished by us for the proper care of the Pen stock.

Labels soiled from handling should be replaced at once.

Show-case cards and advertising literature, supplied by us, should be kept prominently and attractively displayed at all times.

More complete and detailed instructions for the guidance of sales people in charge of the Pen Case are contained in our booklet entitled "Hints to Dealers," one or more copies of which should be kept in every Pen Department at all times. Clerks handling Waterman's Ideals should thoroughly familiarize themselves with the contents of this book—as well as this catalogue.

RETAIL SELLING

CLERKS waiting upon customers at the Fountain Pen Department should be careful not to underestimate the importance of being thoroughly familiar with the wide range of sizes, types and styles of mountings in which Waterman's Ideals are made as well as the many different degrees of Gold Pens from which a customer may choose.

A customer may be expected to know what price pen is wanted and quickly decide upon a style of mounting, but seldom is he familiar with the different features of the various types, Pocket, Regular, Safety, or Self-Filling—hence it is imperative that the clerk instantly ascertain the use to which the pen is to be put and show the type best suited for that purpose, explaining the principle of its operation clearly and fully.

Let your own knowledge of and confidence in the pen you are selling make the purchaser a loyal customer and enthusiastic recruit to the vast and rapidly increasing army of millions already using Waterman's Ideals.

Make it easy for the customer to buy by knowing your stock so as to be able to instantly find the exact pen wanted.

Do not substitute. A Waterman's Ideal will give years of daily service and every care should be used in the beginning to insure the selection of the exact kind of pen wanted—if it is not in stock we will if necessary send an assortment on memorandum charge from which the selection may be made.

Explain and demonstrate the superior quality of rubber used, the strength of clip, construction of pen, etc. (see pages 10 and 11).

Give positive assurance of absolute satisfaction.

Explain thoroughly and carefully the principle and operation of the pen selected, together with full directions for its proper care.

Urge the advantages to be obtained from the use of Waterman's Ideal Ink. Each sale of a fountain pen should include the sale of a bottle of Waterman's Ideal Ink as well.

THE CARE OF A PEN

DEALERS and their sales people should realize the fact that the service rendered by Waterman's Ideals is materially augmented when the pen is given proper care.

The simplicity of Waterman's Ideals reduces the chance of their getting out of order to a minimum. The care necessary for their continued satisfactory service is far less than that of a watch, but the very nature of their construction and operation makes it important that the rules given below, and included in the instruction sheet enclosed in every pen box, be observed.

No sale of a Waterman's Ideal is complete until the purchaser is impressed with the foregoing and given thorough instruction for the care of the pen purchased.

When filling a Self-Filling Type Pen the gold pen should be completely immersed and left in the ink for a second or two after the lever is snapped into place to complete filling operation.

Never attempt to remove or regulate the Gold Pen or Feed, as they are scientifically adjusted by skilled workmen. If the action or flow of ink is not exactly as desired, send the pen to us with instructions as to the changes wanted. They will be made without charge.

VENT HOLES:—Vent holes are made in the Cap of every Waterman's Ideal. While in stock or when used as a desk pen the vent holes in the Regular Type should always be kept sealed with wax supplied for the purpose, thus preventing the evaporation of the Ink.

When the pen is carried in the pocket it should be kept upright (unless it is a Safety Type, which may be carried in any position) and the vent holes kept open to permit the evaporation of moisture developed by the heat of the body.

CLEANSING:—The Point Section, Gold Pen and channels of the Spoon Feed should occasionally be given a thorough cleansing to remove the particles of dust, etc., that gather and prevent a free flow of the ink. Cold water with a few drops of ammonia should always be used for this purpose; hot water never, as it destroys the polish of the rubber. After cleaning, the threads on the point section of Regular and Pocket Types should be wiped dry before being screwed back into barrel. For detailed directions for cleansing Regular and Pocket Types see page 62.

To cleanse Self-Filling Type place the point in cold water and operate the lever, forcing the water in and out through the feed until clean.

The Safety Type should be cleaned by removing ink, the barrel then being allowed to stand overnight in half a glass of cold water.

If the inside of the Cap becomes soiled, clean it with a match covered with tissue paper or thin cloth.

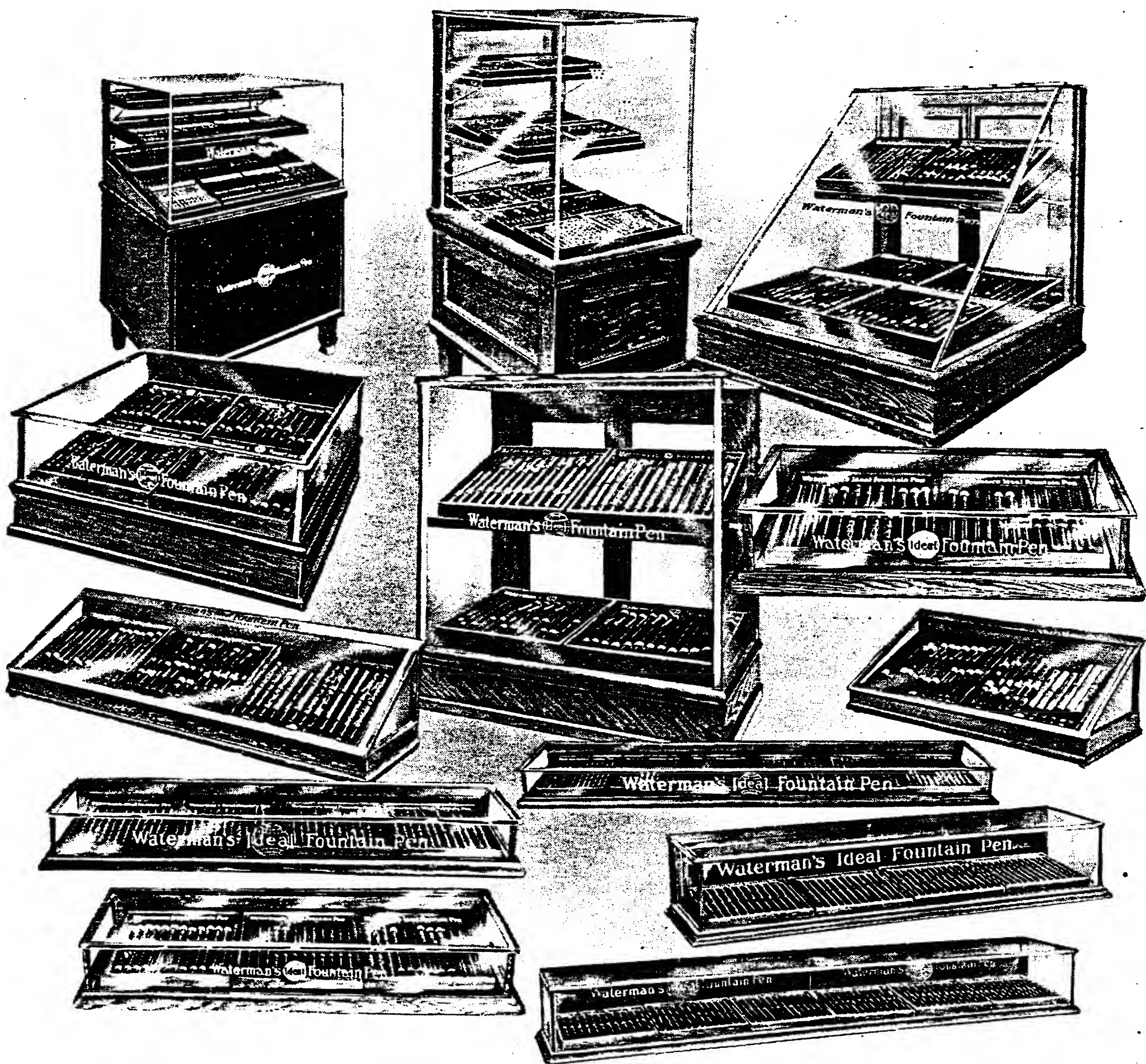
The construction of Waterman's Ideals makes their care a simple process, but the importance of an occasional thorough cleansing should not be underestimated, or neglected.

SHOW CASES

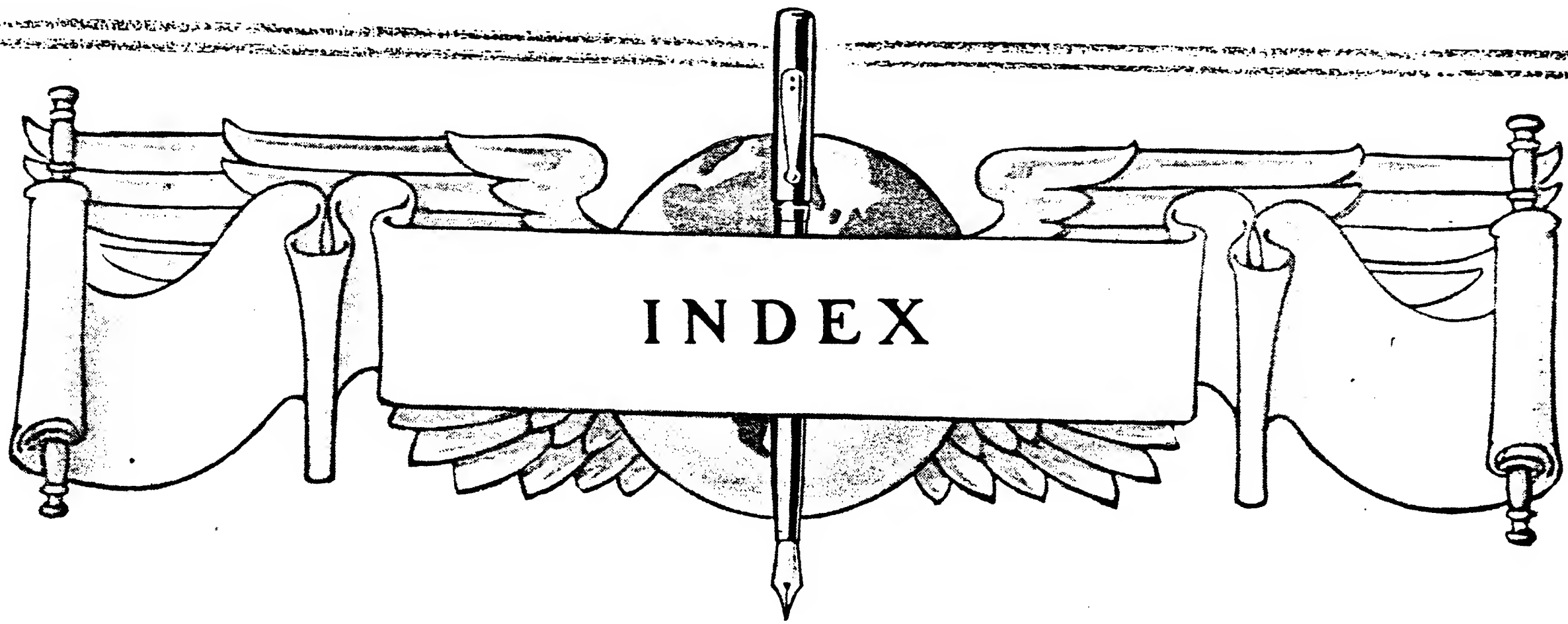
A PROMINENT feature of our service to dealers is our plan of selling show cases at cost, with installation assortments. These show cases are especially suitable for adequate and advantageous display of Waterman's Ideals. As these show cases are made up for us in large quantities and as we do not add a profit we are able to quote attractive prices. Prices on application.

Our aim is to co-operate in making a display that will instantly engage the favorable attention of your customers, while the stock is separately maintained in a manner providing a maximum of convenience and security.

The size of the show case needed is dependent upon the quantity of Waterman's Ideals regularly carried in stock—i. e., 2, 4, 6, 12 or 24 dozen, etc.



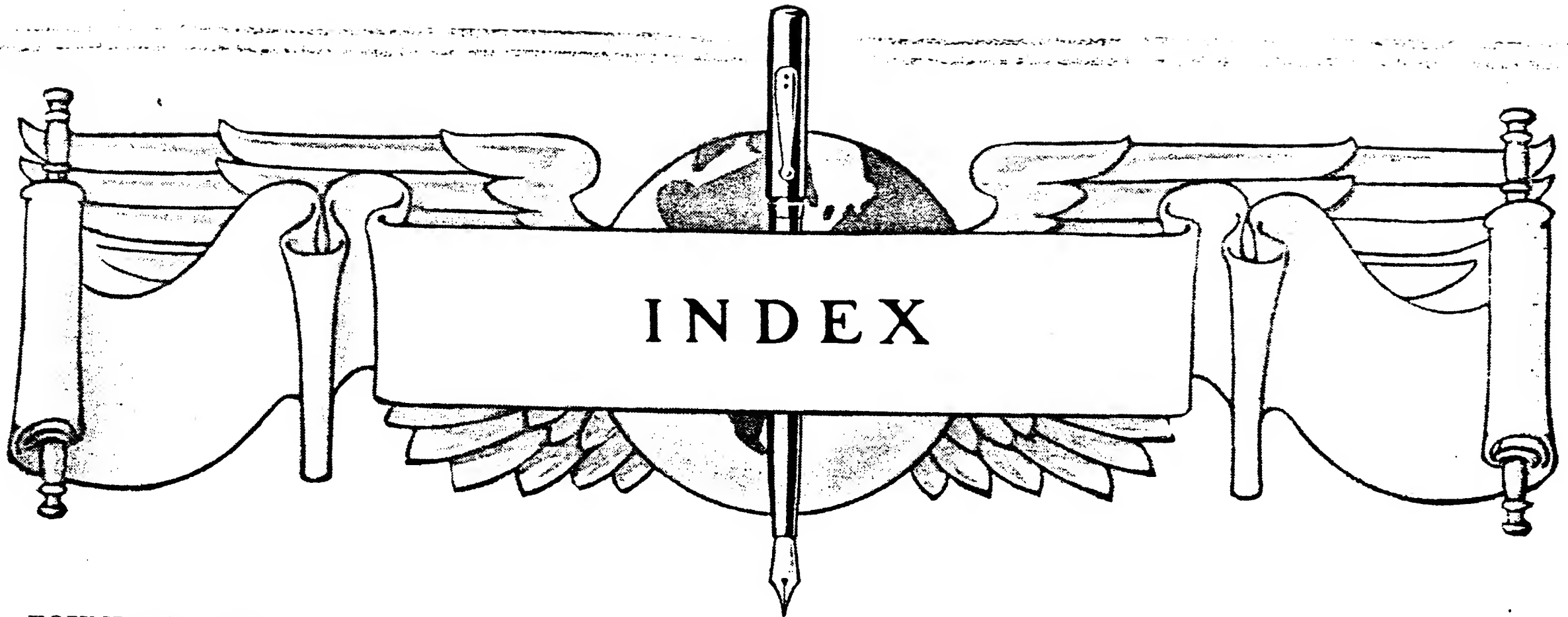
Our show cases are of superior workmanship and finish consistent with the merchandise to be displayed and the stores in which they are to be used. Supplied in either Oak or Mahogany. Plush lined trays are included with the cases or separately to fit and match show cases which dealers may have previously installed.



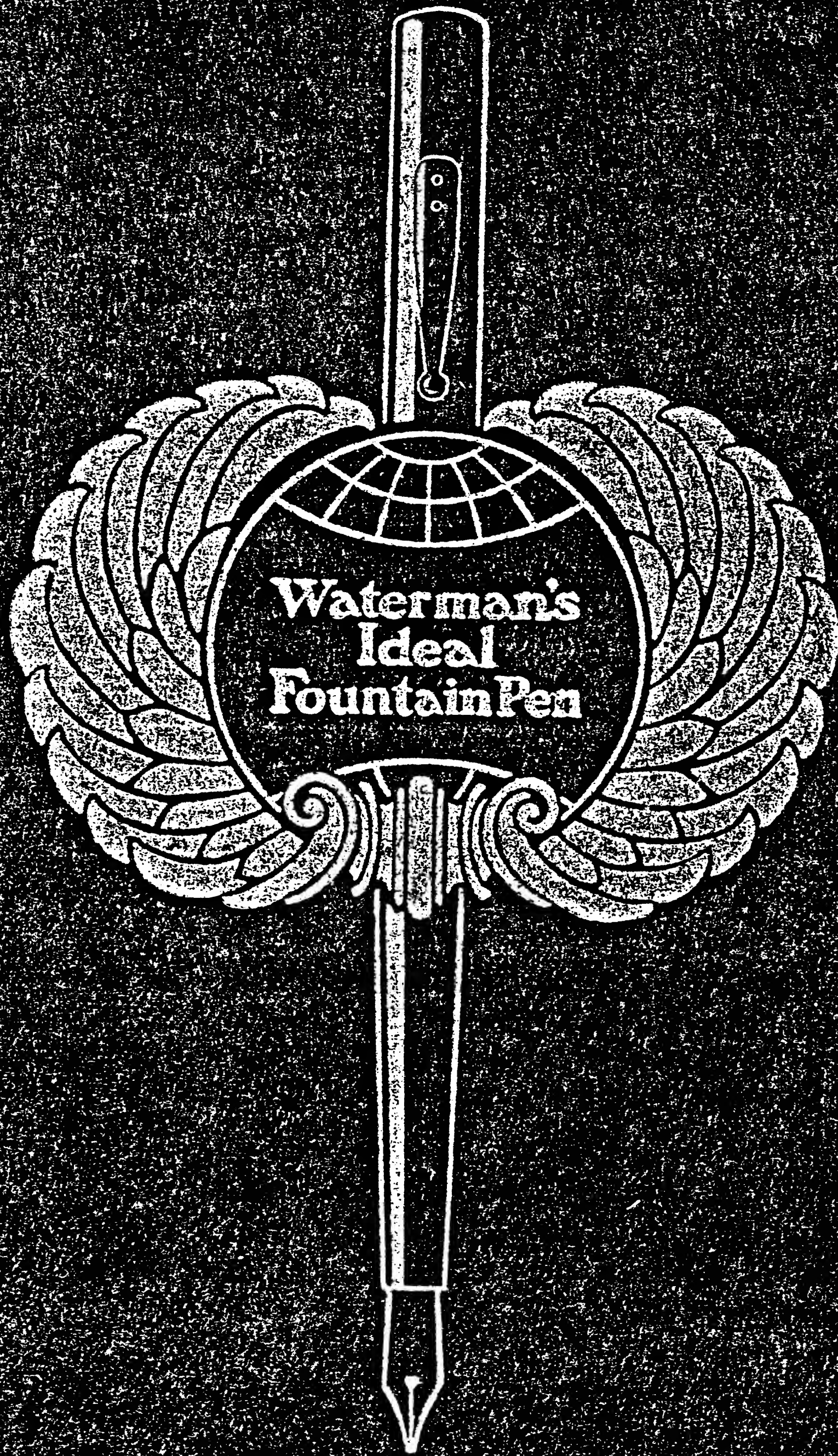
	Page
Accessories	62
Accounting Pen	52
Advantages of Selling Waterman's Ideals	69
Advantages of a Complete Stock	71
Advertising	70
Awards	8-9
Ball Point Pen	52
Bookkeepers Pen	52
Boxes for Shipping	59
Boxes, Pen	58
Boxes, Special	58
Branches	5
Caps, Separate	61
Caps, Telescope	44-45
Care of a Pen	74
Chatelaine Pins	45
Cleaners	62
Clip-Cap Price List	54
Clip-Cap and Spoon Feed	11
Clips, Mercantile Adjustable	54
College Emblems	49
Construction	10-13
Dealer Service	67
Desk Fillers, Ink	64
Directions for Repairs	61
Display Cases	75
Duplex and Duo-Point Pens	50
Electrotypes	70
Emblems	49
Engraving	56-57
Factories	4
Falcon Pens	52
Founder	6
Fraternity Pens	49

FOUNTAIN PENS

Pocket Type, Comparative Sizes	24
" " Plain, Chased and Gold Bands	25
" " Sterling Silver Mounted	26
" " Gold Bands and Gold Mounted	27
" " Vest Length, Plain, Chased and Gold Bands	28
Sterling Silver and Gold Mounted	29-30
Pump Type	46
Regular Type, Comparative Sizes	31
" " Plain, Chased and Gold Bands	32-33
" " Sterling Silver and Gold Mounted	34
" " Taper Caps, Plain, Chased, Sterling Silver and Gold Mounted	35
" " Straight Cap, Plain, Chased, Sterling Silver and Gold Mounted	36-37
" " Self-Filling, Plain and Chased	23
" " Special Mounts	48
Safety Type, Comparative Sizes	38
" " Plain, Chased and Gold Bands	39
" " Gold Bands, Sterling Silver and Gold Mounted	40
" " Vest Length, Plain, Chased and Gold Bands	41
Gold Bands and Gold Mounted	42



	Page
FOUNTAIN PENS	
Safety Type, Vest Length, Sterling Silver Mounted.....	43
Special Mounts.....	48
Self-Filling Type, Comparative Sizes.....	14
Plain, Chased and Gold Bands.....	15
Sterling Silver Mounted.....	16
Solid Gold Band and Gold Mounted.....	17-18
Vest Length, Plain, Chased and Gold Bands.....	19
Sterling Silver Mounted.....	20-21
Solid Gold Band and Gold Mounted.....	22
Special Mounts.....	48
Gift Practical, The.....	46
Gold Pens.....	52-53
Holders, Various Types.....	10-13
Ink.....	63, 64, 65, 66
Ink Fillers.....	62
Introduction.....	6-7
Joint Openers and Cleaners.....	62
Key to Standard Numbering System.....	12
Labels and Boxes.....	59
Leadership.....	67
Leather Pockets.....	55
Manifolding Pens.....	52
Manufacturing.....	10
Medals.....	8-9
Mercantile Adjustable Clips.....	54
Monograms.....	56-57
Mountings, Various Styles.....	13
Music Pens.....	52
Nibs.....	53
Numbering System.....	12
Openers, Joint.....	62
Pen and Pencil Sets.....	51
Pen Points.....	52-53
Pockets, Safety.....	55
Principal Parts of Waterman's Ideals.....	10-13
Repair Department.....	60-61
Retail Selling.....	73
Ruling Pen.....	52
Safety Pockets.....	55
Show Cases.....	75
Spoon Feed.....	11
Stenographers Pen.....	52
Styles of Mountings.....	13
System in Your Pen Department.....	72
Telescope Caps.....	44-45
Title.....	3
Travelers' Fillers, Ink.....	64
Types of Holders.....	10-13
Waterman, L. E., Founder.....	6
Why a Waterman's Ideal Is Always Dependable.....	68
Window Display.....	70



Waterman's
Ideal
Fountain Pen

