



Waterman's  
Ideal  
Fountain Pen





*Known the World*

Copyright 1925  
by  
L. E. Waterman Company  
New York

# Waterman's Ideal Fountain Pen



*Waterman Company*, 191 Broadway  
NEW YORK CITY

Newark, 140 Thomas St. ~ Chicago, 129 South State St.  
Boston, 40 School St. ~ San Francisco, 17 Stockton St.  
Montreal, 179 St. James St. ~ Paris  
London, 41 Kingsway, W.C.2.

# Waterman's Fountain Pen



*L. E. Waterman*

*Who Founded the Waterman Pen Industry in 1864*

**B**ECAUSE LEWIS E. Waterman gave to the world an article of universal need, the name Waterman is perhaps better known than any other word that identifies an article of commerce.

In every country on the globe, the word Waterman's is known and used to identify pen preference.

Forty years ago parents began to teach their children what the name Waterman's stood for and today those children, now become parents and grandparents, are passing the message on to their descendants who, in turn, will pass it on to theirs.

Lewis E. Waterman put into the pen he created the essence of enduring excellence, otherwise Waterman's Ideal Fountain Pen could not have come down through the years steadily adding to the popular favor with which it is regarded.

The general acceptance of Waterman's Pen as the greatest writing implement is itself the highest tribute to the man whose name it bears.

## This Catalog

**T**HIS CATALOG is issued with a threefold purpose in mind. First, to enable the merchant to easily determine just what styles of pens and pencils, inks and accessories, we are prepared to supply quickly so that he may keep his stock representative and complete. Second, as a guide to ordering. Third, as a book of information so that merchants may be thoroughly informed on technical details, a knowledge of which insures larger and more satisfactory sales, and Fourth, as a guide book which can be shown to customers who desire models which the retail merchant may not have in stock but which may be selected from the catalog and quickly obtained through any of our service stations.

Because of this triple usefulness, merchants and their clerks will find it of advantage to keep this catalog where it can frequently be reviewed and is accessible.

## An Aid to Better Business

**E**VERY MERCHANT and every clerk who desires to increase his fountain pen sales should carefully read the following pages. Those who do and who adopt the information the pages contain will find it of great assistance in making more sales, each of enduring influence.

There are few articles in common use today where knowledge of the product is as essential as it is in the sale of fountain pens. This is because of the varying character of demand.

Different people have preferences for different styles. One person wants a self-filling, another, the regular type, a third, a safety pen. One will choose a black pen, the second, a pocketed, and the third a cardinal. Some want plain pens, others want them mounted in gold or silver.

After the style of holder has been determined, the size of the barrel must be decided upon, which is influenced by the size of the hand or the natural preference for a large or small holder.

The style and size of pen having been determined, there is point preference to be considered. A fine, a medium or a broad point may best suit the writer; a stiff or a flexible point may be desired.

A fountain pen, unlike many articles purchased, may be used for a long time. It is used daily, it is constantly thought about; it has continuous influence. For this reason the merchant or clerk selling a fountain pen should be insistent that the pen he sells is satisfactory to the customer in every particular.

The pages of this catalog give him the information he needs to enable him to meet every desire that arises and to sell fountain pens to the greatest advantage.

Again we urge you to read this catalog carefully and to become informed upon the many selling advantages its pages offer.

# Waterman's Fountain Pen

**C**OMMENTS on the Special Features influencing the sales of Waterman's Ideal Fountain Pens, Pencils, Ink and Accessories that will prove of interest and advantage to you will be found on the following pages

*You are urged to read these pages carefully*

|                                     |         |
|-------------------------------------|---------|
| THE SELF-WILLING TYPE               | page 16 |
| THE POCKET TYPE                     | page 43 |
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## Organization Units



**M**ANY MILLION fountain pens are made and distributed each year by the L. E. Waterman Company.

Eighty thousand merchants in all parts of the world assist in the distribution of Waterman's Ideal Fountain Pens, Waterman's Pencils and Waterman's Ink.

More than twenty-five hundred men and women are directly employed in Waterman's factories and service stations.

Three factories are necessary to manufacture Waterman's product: the rubber parts' factory at Seymour, Connecticut; the parent plant at Newark, New Jersey, where Waterman's Pens, Waterman's Pencils and Waterman's Ink are manufactured, and a large factory at St. Lambert, Quebec, Canada.

Six Waterman's service stations located so that they can best serve merchants in different localities. The "Pen Corners" in New York, Boston and London, and the service stations in Chicago, San Francisco and Montreal, each serves merchants in its respective territory.

The factories and service stations are illustrated on the following pages.

It is always an inspiration to know that a vast organization is back of the product sold. An examination of the illustrations of the various Waterman units will furnish that inspiration.

# Waterman's Fountain Pen



The Pen Corner  
New York



The Pen Corner  
London



Waterman  
Factory  
Newark  
N. J.

Newark  
N. J.



The Pen Corner  
Boston



Waterman Building  
Chicago



# Waterman's Fountain Pen



Rubber Factory, Seymour, Conn.



San Francisco Store



Waterman Building  
Montreal



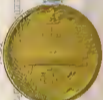
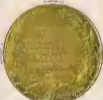
Canadian Factory, St. Lambert, Quebec

1884



1925

# Waterman's Fountain Pen



AT EVERY NATIONAL EXHIBIT at which Waterman's Pens have been shown, a medal for superiority of product has been awarded.

# Waterman's Fountain Pen



On these two pages are illustrated a number of the medals awarded to the L. E. Waterman Company

## Why Sell Waterman's



**B**ECAUSE Waterman's are the best pens the merchants can sell and because they are the best pens that writers can buy.

### *Here Are Fifteen Specific Reasons Why Waterman's Are the Best Pens to Sell.*

Because for more than forty years they have held a preeminent place in public favor.

Because for more than forty years they have been consistently advertised to both young and old.

Because of this the words "Waterman's" and "fountain pens" have become synonymous.

Because for over forty years the prices of Waterman's have not changed. The consumer has always been able to secure a duplicate at the same price he paid for his original purchase.

Because every Waterman's is guaranteed perfect when sold and perfect in use. This obviates the dissatisfaction that results from the sale of inferior pens.

Because Waterman's may be offered in a variety of styles and sizes so that any fancy for size or style may be perfectly satisfied.

Because Waterman's maintain a series of service stations ready to cooperate with the merchant; to sell for his account such styles as are wanted but because of more limited stocks he is unable to supply.

Because at these service stations complete stocks are constantly carried, the merchant is assured of quick delivery of needed styles from a convenient supply.

Because of the complete system of cooperation Waterman's have developed both in selling and in advertising.

Because of the effective window displays Waterman's supply to merchants who will accept suggestions, at no cost to the merchant.

Because of the assistance that is given in perfecting these displays.

Because of the cooperative advertising Waterman's furnish, without cost, in the form of posters, booklets, folders, car cards, window cards, store signs, etc.

# Waterman's Fountain Pen

Because of the painstaking effort of Waterman's to bring to merchants and salesmen the most effective methods of selling fountain pens.

Because Waterman's have designed and are prepared to supply the most appropriate styles of show cases and display trays.

Because Waterman's terms are fair and inflexible the merchant always knows exactly where he stands and is never subjected to unfair competition.

In brief, because Waterman's offer not only the best and most popular pen but in connection with it every feature of cooperative effort that is known.

## *Why the Public Buy Waterman's*

Because through a period of more than forty years Waterman's has been recognized by father and son, mother and daughter, as the "pen of preeminence."

Because no Waterman's Pen has ever been sold that was not backed by a guarantee of service and perfection.

Because the price of Waterman's Pen has always been fair and the buyer has never been overcharged.

Because the buyer has always been able to get a size and a pen point perfectly adapted to the size of hand and style of writing.

Because there has been a maintenance of styles and sizes and duplicates of original purchases could always be easily obtained.

Because Waterman's advertising has always adhered strictly to the truth and the buyer could rely on every promise being fulfilled.

Because Waterman's dealers have recognized the wisdom of making repairs without quibble or question and have made repairs at very nominal cost.

Because of the low cost of Waterman's Pens and their preeminent reliability.

Because of the facility with which a pen not satisfactory in every detail can be exchanged immediately for a pen that is.

These are the influencing features in the popularity of Waterman's Ideal Fountain Pens which through the cooperation of the most reliable merchants Waterman's have been able to maintain.

These are some of the reasons why Waterman's business is the largest and most successful in the fountain pen field and which being continued will always make Waterman's the best pen to buy and the easiest and most satisfactory pen to sell.





# Waterman's Fountain Pen

## Manufacturing



**T**hrough the certain details of manufacture with which every merchant and salesman should be familiar.

He should know about the material that is used in a product and something of the skill that is exercised in manufacture.

Only selected rubber of the highest grade is used in the manufacture of Waterman's Ideal Fountain Pens.

Only fourteen-carat gold is used for pen points—only fourteen-carat gold is suitable for perfect pen points. All gold is procured direct from the United States Government so that its fineness may be guaranteed, and is made into pen points in our own factories.

Every pen point, regardless of the price at which a pen is sold, is tipped with iridium, the hardest metal known. Only the finest quality of iridium is used in Waterman's Ideal Fountain Pens.

This rubber, gold and iridium are fashioned into parts in our own factories by skilled workmen who have been with us for years, and assembled and finished in our own factories.

More than two hundred separate and distinct operations are necessary to make a perfect pen. Each and all of these operations are performed in our own factories by skilled employees, many of them having worked with the Waterman organization for more than twenty-five years.

Although every detail of a Waterman's Pen is of great importance, there are two patented features that mark Waterman's Ideal Fountain Pen as different and superior.

The **SPRING** which is responsible for perfect writing accomplishment, and the **CLIP** which resists against pen loss and accident.

These two features can be had only in Waterman's Pens.

The **SPRING**, which fits under the pen point, controls the flow of ink. Made of the finest Phosphor Bronze with channels and reservoirs scientifically designed and constructed, it acts as a governor which automatically regulates the passage of the ink, causing a steady flow whether the ink is warm or cold and whether the reservoir is full or only partly full of ink.

The **SPRING** makes Waterman's the perfect writing instrument it is. Without the **SPRING** it would be more like other fountain pens.

The **CLIP** is distinctive because of the way it is attached to the cap and because of the ball end. It is made of highly-tempered metal that will give without bending and is attached to the cap with double rivets which hold it firmly in place indefinitely.

The ball end slips over the cloth of the pocket without injuring the material of the waistcoat. This is a marked advantage. The **CLIP** not only holds the pen securely in the pocket but prevents its rolling from desk or table.

When selling a Waterman's Ideal Fountain Pen, you can do so with a feeling of confidence that every part is made of the finest selected material by the most skillful workmen it has been possible to develop.

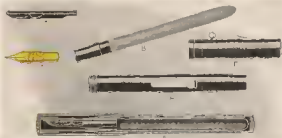
## The Self-Filling Type

**T**HE Waterman's Self-filling Type is today by far the most universally used fountain pen.

The ease with which it may be filled is the strong appealing feature.

The operations of the Self-filling Type should be clearly understood. Just as a clear mental picture of the gear shifts in an automobile assists the chauffeur in shifting gears, a clear vision of what happens when a Self-filling fountain pen is filled helps the person who fills the pen.

The accompanying illustration shows the six major parts which make up the Self-filling Type.



A—Barrel B—Point Section (with Ink Tube attached) C—Steam Feed,  
D—End Pen E—Cap with clip attached F—Section of Pen

Part B shows the point section to which is cemented a flexible rubber reservoir which holds the ink supply.

This flexible reservoir when introduced into the barrel A rests against the filling device which is made part of the barrel.

When the lever, which you will notice on the barrel, is raised the air which the reservoir contains is immediately exhausted. When the lever is reset the rubber ink tube expands, drawing ink into the tube.

The process is very simple but very effective.

To fill the Self-filling Type all that is necessary is to pull out the lever, completely immerse the point section in a bottle of Waterman's Ink, replace the lever and after two seconds remove the pen and it is filled.

After filling, the pen and point section should be carefully dried.

The Self-filling Type is made with and without pocket clip because it is used for all purposes. It is made in all sizes and styles as shown in this Catalog and in black, mottled and cardinal, plain and ornamented, also with ring on the short lengths especially for women's use.

# Waterman's *Ideal* Fountain Pen

SELF-FILLING TYPE

COMPARATIVE SIZES

*Illustrations Are Actual Size*



Classed  
with Clip  
No. 57 5  
\$7.75

Classed  
with Clip  
No. 52  
\$5.25

Classed  
with Clip  
No. 52  
\$5.75

Classed  
with Clip  
No. 54  
\$4.25

Classed  
with Clip  
No. 50  
\$5.25

Classed  
with Clip  
No. 50  
\$5.25

Classed  
with Clip  
No. 50  
\$5.25

Any of the above pens may be had with either chased or plain holders, fitted with points as illustrated on page 59

# Waterman's Fountain Pen

SELF-FILLING TYPE

COMPARATIVE SIZES

*Illustrations Are Actual Size*



|  |  |  |  |  |  |
|--|--|--|--|--|--|
| <p><b>Combed</b><br/>with <b>Gold</b> Filler<br/>Key, <b>Gold</b> Nib<br/>and <b>Gold</b> Tip of<br/>Nib<br/>No. 9545 \$4.90</p> | <p><b>Combed</b><br/>with <b>Gold</b> Filler<br/>Key, <b>Gold</b> Nib<br/>and <b>Gold</b> Tip of<br/>Nib<br/>No. 9546 \$4.90</p> | <p><b>Combed</b><br/>with <b>Gold</b> Filler<br/>Key, <b>Gold</b> Nib<br/>and <b>Gold</b> Tip of<br/>Nib<br/>No. 9547 \$4.90</p> | <p><b>Combed</b><br/>with <b>Gold</b> Filler<br/>Key, <b>Gold</b> Nib<br/>and <b>Gold</b> Tip of<br/>Nib<br/>No. 9548 \$4.90</p> | <p><b>Combed</b><br/>with <b>Gold</b> Filler<br/>Key, <b>Gold</b> Nib<br/>and <b>Gold</b> Tip of<br/>Nib<br/>No. 9549 \$4.90</p> | <p><b>Combed</b><br/>with <b>Gold</b> Filler<br/>Key, <b>Gold</b> Nib<br/>and <b>Gold</b> Tip of<br/>Nib<br/>No. 9550 \$4.90</p> |
|--|--|--|--|--|--|

Any of the above pens may be fitted with points as illustrated on page 59

# Waterman's Fountain Pen

SELF FILLING TYPE

COMPARATIVE SIZES

Illustrations Are Actual Size



| Model                           | Model                           | Model                           | Model                           | Model                           | Model                           |
|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| with Gold Leaf Tip and No. 1000 | with Gold Leaf Tip and No. 1000 | with Gold Leaf Tip and No. 1000 | with Gold Leaf Tip and No. 1000 | with Gold Leaf Tip and No. 1000 | with Gold Leaf Tip and No. 1000 |
| Barrel at Top of 4 1/2 in.      | Barrel at Top of 4 1/2 in.      | Barrel at Top of 4 1/2 in.      | Barrel at Top of 4 1/2 in.      | Barrel at Top of 4 1/2 in.      | Barrel at Top of 4 1/2 in.      |
| No. 01855 \$4.00                | No. 01855 \$4.00                | No. 01855 \$4.00                | No. 01855 \$4.00                | No. 01855 \$4.00                | No. 01855 \$4.00                |

Any of the above pens may be had fitted with points as illustrated on page 59

# Waterman's Fountain Pen

SELF-FILLING TYPE

Illustrations Are Actual Size

COMPARATIVE SIZES



Thin  
14 K Gold Filled  
with Lever Lip and  
Band at Lip of  
Cap No. 01855 \$4.00

Thin  
14 K Gold Filled  
with Lever Lip and  
Band at Lip of  
Cap No. 01857 \$4.00

Thin  
14 K Gold Filled  
with Lever Lip and  
Band at Lip of  
Cap No. 01854 \$5.50

Thin  
14 K Gold Filled  
with Lever Lip and  
Band at Lip of  
Cap No. 01853 \$5.50

Thin  
14 K Gold Filled  
with Lever Lip and  
Band at Lip of  
Cap No. 01856 \$7.50

Thin  
14 K Gold Filled  
with Lever Lip and  
Band at Lip of  
Cap No. 01858 \$9.50

Any of the above pens may be had fitted  
with joints as illustrated on page 59

14 K Gold Green  
Gold Lever Lip and  
Band No. 1854 \$10.00

# Waterman's Ideal Fountain Pen

SELF FILLING TYPE

GOLD BANNED AND GOLD MOUNTED

Illustrations Are Actual Size



Gold Filled  
 Made in U.S.A.  
 No. 1001 \$1.25  
 No. 1002 1.50  
 No. 1003 1.75  
 No. 1004 2.00

Gold Filled  
 Made in U.S.A.  
 No. 1005 \$1.25  
 No. 1006 1.50  
 No. 1007 1.75  
 No. 1008 2.00  
 No. 1009 2.25  
 No. 1010 2.50  
 No. 1011 2.75  
 No. 1012 3.00  
 No. 1013 3.25  
 No. 1014 3.50  
 No. 1015 3.75  
 No. 1016 4.00  
 No. 1017 4.25  
 No. 1018 4.50  
 No. 1019 4.75  
 No. 1020 5.00  
 No. 1021 5.25  
 No. 1022 5.50  
 No. 1023 5.75  
 No. 1024 6.00  
 No. 1025 6.25  
 No. 1026 6.50  
 No. 1027 6.75  
 No. 1028 7.00  
 No. 1029 7.25  
 No. 1030 7.50  
 No. 1031 7.75  
 No. 1032 8.00  
 No. 1033 8.25  
 No. 1034 8.50  
 No. 1035 8.75  
 No. 1036 9.00  
 No. 1037 9.25  
 No. 1038 9.50  
 No. 1039 9.75  
 No. 1040 10.00  
 No. 1041 10.25  
 No. 1042 10.50  
 No. 1043 10.75  
 No. 1044 11.00  
 No. 1045 11.25  
 No. 1046 11.50  
 No. 1047 11.75  
 No. 1048 12.00

Gold Filled  
 Made in U.S.A.  
 No. 1001 \$1.25  
 No. 1002 1.50  
 No. 1003 1.75  
 No. 1004 2.00

Gold Filled  
 Made in U.S.A.  
 No. 1001 \$1.25  
 No. 1002 1.50  
 No. 1003 1.75  
 No. 1004 2.00

Gold Filled

Gold Filled  
 Made in U.S.A.  
 No. 1001 \$1.25  
 No. 1002 1.50  
 No. 1003 1.75  
 No. 1004 2.00

\*Has a Patent View shown on Hand and Tip \$7.00 + \$1.00 + \$1.00 tax

Any of the above pens may be had fitted with pens or  
 illustrated on page 74

# Waterman's Ideal Fountain Pen

SEMI-FILLING TYPE

STERLING SILVER MOUNTED

Illustrations Are Actual Size



| Saratov |        | Gotha   |        | Wylmas  |        | Penny Pencil |        | Havel   |        |
|---------|--------|---------|--------|---------|--------|--------------|--------|---------|--------|
| Serial  | with   | Serial  | with   | Serial  | with   | Serial       | with   | Serial  | with   |
| No.     | Price  | No.     | Price  | No.     | Price  | No.          | Price  | No.     | Price  |
| No. 423 | \$9.50 | No. 411 | \$8.50 | No. 415 | \$7.50 | No. 451      | \$6.50 | No. 451 | \$5.00 |
| No. 452 | 8.50   | No. 412 | 7.50   | No. 416 | 7.50   | No. 452      | 6.50   | No. 452 | 5.00   |
| No. 454 | 8.50   | No. 413 | 7.50   | No. 417 | 7.50   | No. 453      | 6.50   | No. 453 | 5.00   |
|         |        | No. 414 | 7.50   | No. 418 | 7.50   |              |        | No. 454 | 5.00   |
|         |        | No. 415 | 7.50   | No. 419 | 7.50   |              |        |         |        |
|         |        | No. 416 | 7.50   | No. 420 | 7.50   |              |        |         |        |
|         |        | No. 417 | 7.50   | No. 421 | 7.50   |              |        |         |        |
|         |        | No. 418 | 7.50   | No. 422 | 7.50   |              |        |         |        |
|         |        | No. 419 | 7.50   | No. 423 | 7.50   |              |        |         |        |
|         |        | No. 420 | 7.50   | No. 424 | 7.50   |              |        |         |        |

Any of the above pens may be had fitted with points as illustrated on page 59



# Waterman's *Ideal* Fountain Pen

SELF FILLING TYPE

Illustrations Are Actual Size

GOLD MOUNTED



| Plain Gold Filled with Gold        |        |
|------------------------------------|--------|
| No. 1000                           | \$9.50 |
| No. 1052                           | 2.40   |
| No. 1054                           | 11.00  |
| No. 1055                           | 13.50  |
| No. 1056                           | 15.00  |
| 14 Kt. Solid Gold with Gold Filled |        |
| No. 235                            | 24.00  |
| No. 254                            | 29.70  |

| Plains Gold Filled with Gold       |        |
|------------------------------------|--------|
| No. 1057                           | 11.00  |
| No. 1058                           | 211.00 |
| No. 1059                           | 11.00  |
| No. 1054                           | 11.50  |
| No. 1055                           | 16.00  |
| No. 1056                           | 19.00  |
| No. 1058                           | 22.00  |
| 14 Kt. Solid Gold with Gold Filled |        |
| No. 235                            | 24.00  |
| No. 254                            | 29.70  |

| Pattern Based Gold Filled with Gold |         |
|-------------------------------------|---------|
| No. 1057                            | \$11.00 |
| No. 1058                            | 11.00   |
| No. 1054                            | 11.50   |

| Monogram Gold Filled with Gold     |         |
|------------------------------------|---------|
| No. 1057                           | \$11.00 |
| No. 1058                           | 11.00   |
| No. 1054                           | 11.50   |
| 14 Kt. Solid Gold with Gold Filled |         |
| No. 235                            | 24.00   |
| No. 254                            | 29.70   |

| Gold Mounted Gold Filled with Gold |         |
|------------------------------------|---------|
| No. 1057                           | \$11.00 |
| No. 1058                           | 11.00   |
| No. 1054                           | 11.50   |
| No. 1055                           | 16.00   |
| No. 1056                           | 19.00   |

Above 14 Kt. Solid Gold pens and No. 1057, 1054 Plain and Cuttle Gold Filled are made in yellow and green gold

Any of the above pens may be had fitted with points as illustrated on page 10

# Waterman's Ideal Fountain Pen

SELF-FILING TYPE

STERLING SILVER MOUNTED

*Illustrations Are Actual Size*



Plain, F. C.  
Sterling Silver with  
Black & Silver Grip  
No. 457 27 90



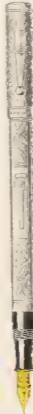
Embossed, F. C.  
Sterling Silver with  
Engraved Silver Grip  
No. 458 58 70



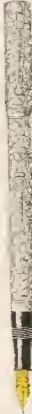
Gothic, F. C.  
Sterling Silver with  
Engraved Silver Grip  
No. 459 58 70



Blenheim, E. C.  
Sterling Silver with  
Black & Silver Grip  
No. 460 38 00



Purser Patent, E. C.  
Sterling Silver with  
Engraved Silver Grip  
No. 461 58 90



Broad Threaded,  
E. C.  
Sterling Silver with  
Engraved Silver Grip  
No. 462 58 90

*Any of the above pens may be had fitted with points as illustrated on page 59*

# Waterman's Idea Fountain Pen

WET FILLING TYPE

GOLD MODEL

*Illustrations Are Actual Size*



Plain, E. C.  
Gold filled with 18K  
No. 85227 . . . \$10.00

Patrol, E. C.  
Gold filled with 18K  
No. 85227 . . . \$11.00

Artist, E. C.  
Gold filled with 18K  
No. 85227 . . . \$11.00

Sensation, E. C.  
Gold filled with Gold  
No. 85227 . . . \$11.00

Patrol, E. C.  
Gold filled with 18K  
No. 85227 . . . \$12.00

No. 85227, Plain, E. C. and Patrol, E. C. are made in yellow and green gold  
Any of the above pens may be had fitted with points as illustrated on page 59

# Waterman's Fountain Pen

SELF FILLING TYPE

44 RD MOUNTED

Illustrations Are Actual Size



Plum B 1  
14 Kt. Solid Gold  
with 14 Kt. Solid  
Gold Clip  
No. 552 \$27.00

Plum F C  
14 Kt. Solid Gold  
with 14 Kt. Solid  
Gold Clip  
No. 553 \$27.00

Plum E L  
14 Kt. Solid Gold  
with 14 Kt. Solid  
Gold Clip  
No. 554 \$27.00

Plum H L  
14 Kt. Solid Gold  
with 14 Kt. Solid  
Gold Fragmented  
Clip  
No. 557 \$27.50

Plum J L  
14 Kt. Solid Gold  
with 14 Kt. Solid  
Gold Clip  
No. 558 \$27.00

Hand Engaged  
Plum K  
14 Kt. Solid Gold  
with 14 Kt. Solid  
Gold Fragmented  
Clip  
No. 559 \$27.50

Above pens are made in yellow and green gold

Any of the above pens may be fitted with penic as illustrated on page 59

# Waterman's Fountain Pen

SELF-FILLING TYPES

Illustrations Are Actual Size

GOLD MOUNTED



Plain & L.  
14 Kt. Solid Gold  
with 14 Kt. Gold  
Gold Clip  
No. 554 \$47.00

Engraved & C.  
14 Kt. Solid Gold  
with 14 Kt. Gold  
Gold Clip  
No. 554 \$47.00

Engraved & L.  
14 Kt. Solid Gold  
with 14 Kt. Gold  
Gold Clip  
No. 554 \$52.00

Engraved & L.  
14 Kt. Solid Gold  
with 14 Kt. Gold  
Gold Clip  
No. 554 \$52.00

Hand Engraved Vase  
& C.  
14 Kt. Solid Gold/ster-  
ling  
14 Kt. Solid Gold  
Hand Engraved & L.  
No. 554 \$47.00

Patent Patent & C.  
11 Kt. Solid Gold  
with 14 Kt. Solid  
Gold Filled Bar  
No. 554 \$47.00

Above pens are made in yellow and green gold

Any of the above pens may be had fitted with points as illustrated on page 59

# Waterman's Fountain Pen

SPECIAL MOUNTINGS

Illustrations Are  
Actual Size



6-6-Filling  
No. 374 Plain 14 Kt  
14 Kt Solid Yellow Gold  
with 14 Kt Solid Gold  
Cap \$175.00



6-6-Filling  
No. 374 Plain 14 Kt  
14 Kt Solid Yellow Gold  
with 14 Kt Solid Gold Cap  
and Gift \$217.00



Gift  
No. 342 1/2 14 Kt. Filled  
gilded Yellow Gold  
with 14 Kt. Solid Gold  
Cap and with Two  
Chain and Ring \$117.00



6-6-Filling  
No. 354 Plain 14 Kt  
14 Kt Solid Yellow Gold  
with 14 Kt Solid Gold  
Cap \$175.00  
with 14 Kt Solid Gold  
Cap and Ring \$217.00



6-6-Filling  
No. 354 Plain 14 Kt  
14 Kt Solid Yellow Gold  
with 14 Kt Solid Gold  
Cap \$175.00

Above pens are also made in yellow gold

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

Any of the above pens may be had fitted with points as illustrated on page 59

# Waterman's Fountain Pen

SELF-FILLING TYPE

SHORT [ V ] LENGTH

COMPARATIVE SIZES

*Illustrations Are Actual Size*



Clasped  
with Metal Ring  
No. 513A, w. C. \$2.75



Clasped  
with Metal Ring  
No. 525 w. C. \$2.75  
No. 525 w. P. 4.25  
No. 525 w. G. 4.25  
No. 525 w. F. 6.10



Clasped  
with Clip  
V \$2.75



Clasped  
with Clip  
V \$2.75



Clasped  
with Clip  
No. 555 ... \$5.25

*Any of the above pens may be had with either clasped or plain holders, fitted with points as illustrated on page 59*

# Waterman's Ideal Fountain Pen

SELF-FILLING TYPE

SHORT [V] LENGTH

COMPARATIVE SIZES

*Illustrations Are Actual Size*



Faceted  
or Marbled  
with  
Gold Filled  
Lever, Ring and  
Narrow Band at  
Tip of Cap  
No. 1000, \$ 1.75  
\$ 2.00

Faceted  
or Marbled  
with  
Gold Filled  
Lever, Ring and  
Narrow Band at  
Tip of Cap  
No. 1000, \$ 1.75  
\$ 2.00

Smooth  
or Marbled  
with  
Gold Filled  
Lever, Ring and  
Narrow Band at  
Tip of Cap  
No. 1000, \$ 1.75  
\$ 2.00

Faceted  
or Marbled  
with  
Gold Filled  
Lever, Ring and  
Narrow Band at  
Tip of Cap  
No. 1000, \$ 1.75  
\$ 2.00

Faceted  
or Marbled  
with  
Gold Filled  
Lever, Ring and  
Narrow Band at  
Tip of Cap  
No. 1000, \$ 1.75  
\$ 2.00

*Any of the above pens may be had fitted with pointers as illustrated on page 39*



# Waterman's Fountain Pen

SELF-FILLING TYPE

SHORT [ V ] LENGTH

GOLD BAND MOUNTED

*Illustrations Are Actual Size*



**Cap and**  
with 1.50 Filled Reser-  
voir No. 90.  
No. 515 V. w. \$3.00  
No. 215 w. 2.00  
No. 255 w. 4.50  
No. 555 w. 5.50  
No. 555-92 6.50

15.41 30.50 Gold  
Line and Bands.  
No. 215 V. w. \$9.50

**Plain**  
with Filled Reser-  
voir and No. 90.  
No. 115 w. 2.00  
No. 115-17 V. w. 2.50

**Plain**  
with Filled Reser-  
voir and No. 90.  
No. 115 V. w. 2.50  
No. 115-17 w. 3.00

**G. W. Feltz**  
Platinum or Sterling Band  
with Cap and Filled  
Reser-  
voir No. 105 V. w. \$4.50  
No. 105-17 w. 5.50  
No. 105-17 w. 6.50

**J. J. King**  
Platinum or Sterling  
Band with Cap and  
Filled Reser-  
voir and Reser-  
voir No. 107 V. w. \$11.50

**J. J. King**  
Platinum or Sterling  
Band with Cap and  
Filled Reser-  
voir No. 107 V. w. \$12.00

**J. J. King**  
Platinum or Sterling  
Band with Cap and  
Filled Reser-  
voir No. 107 V. w. \$13.00

*Any of the above pens may be had fitted with points as illustrated on page 59*

# Waterman's Ideal Fountain Pen

SELF FILLING TYPE

SHORT & MEDIUM LENGTH

STRIPLING SILVER MONIUMED

Illustrations Are Actual Size



Fig. No. L. V.  
sterling silver No.  
452 V with 10K  
\$6.00



Fig. No. F. C.  
sterling silver No.  
451 V with 10K  
\$6.00  
No. 442 V with  
Tribuna City and  
10K \$6.00



Fig. No. L. I.  
sterling silver  
No. 447 V with  
2.10K



Para. Prod. E. C.  
sterling silver No.  
441 V with 10K  
\$2.10  
No. 442 V with  
Tribuna City and  
10K \$2.10



Fig. No. H. C.  
sterling silver No.  
422 V with 10K  
\$2.00  
No. 422 V with  
Tribuna City and  
10K \$2.00  
14 Kt. Solid Gold  
No. 552 V with  
10K \$2.00  
No. 422 V with  
Tribuna City and  
10K \$2.00

Above 14 Kt. Solid Gold pens are made in yellow and green gold  
Any of the above pens may be had fitted with points as illustrated on page 39

# Waterman's <sup>Ideal</sup> Fountain Pen

SELF-FILLING TYPE

SHORT [ V ] LENGTH

STERLING SILVER MOUNTED

*Illustrations Are Actual Size*



Model Engraved Silver,  
F. C.  
Sterling Silver  
No. 121 V, with Ring  
\$27.00  
No. 15<sup>1</sup>/<sub>2</sub> V, with Telescope Cap and Ring  
\$34.00

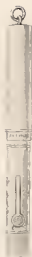
14 Kt. Solid Gold  
No. 35<sup>1</sup>/<sub>2</sub> V, with Ring  
\$35.00  
No. 35<sup>1</sup>/<sub>2</sub> V, with Telescope Cap and Ring  
\$45.00



Model F. C.  
Sterling Silver  
No. 45<sup>1</sup>/<sub>2</sub> V w. r.  
(Closed)



Model F. C.  
Sterling Silver  
No. 4 1/2 V, with Ring  
\$1.00  
No. 121 V, with Telescope Cap and Ring  
\$2.00



Model F. C.  
Sterling Silver (Closed)  
No. 45<sup>1</sup>/<sub>2</sub> V, with Ring  
\$1.00  
No. 45<sup>1</sup>/<sub>2</sub> V, with Telescope Cap and Ring  
\$2.00



Model F. C.  
Sterling Silver  
No. 45<sup>1</sup>/<sub>2</sub> V, with Ring  
\$1.00  
No. 45<sup>1</sup>/<sub>2</sub> V, with Telescope Cap and Ring  
\$2.00

Above 14 Kt. Solid Gold pens are made in yellow and green gold

Any of the above pens may be had fitted with points as illustrated on page 59

# Waterman's *Ideal* Fountain Pen

SELF-FILLING TYPE

SHORT 1 1/2" LENGTH

GOLD MOUNTED

Illustrations Are Actual Size



14 Kt. E. C.  
Gold Filled  
No. 6552 1/2 V. with  
Ring \$10.00

14 Kt. Solid Gold  
No. 652 1/2 V. with  
Ring \$18.00

14 Kt. E. C.  
Gold Filled  
No. 6552 1/2 V. with  
Ring \$9.00  
No. 6552 1/2 V. with  
Telescope Cap and  
Ring \$22.00

14 Kt. Solid Gold  
No. 652 1/2 V. with  
Ring \$20.00  
No. 652 1/2 V. with  
Telescope Cap and  
Ring \$43.00

14 Kt. E. C.  
Gold Filled  
No. 6551 V. with  
Ring \$10.00  
No. 6551 1/2 V. with  
Telescope Cap and  
Ring \$27.00

14 Kt. Solid Gold  
No. 652 1/2 V. with  
Ring \$20.00  
No. 652 1/2 V. with  
Telescope Cap and  
Ring \$43.00

14 Kt. E. C.  
Gold Filled  
No. 6542 1/2 V. with  
Ring \$10.00  
No. 6542 1/2 V. with  
Telescope Cap and  
Ring \$42.00

14 Kt. Solid Gold  
No. 652 1/2 V. with  
Ring \$20.00  
No. 652 1/2 V. with  
Telescope Cap and  
Ring \$43.00

14 Kt. E. C.  
Gold Filled  
No. 6552 1/2 V. with  
Ring \$10.00  
No. 6552 1/2 V. with  
Telescope Cap and  
Ring \$22.00

14 Kt. Solid Gold  
No. 652 1/2 V. with  
Ring \$20.00  
No. 652 1/2 V. with  
Telescope Cap and  
Ring \$43.00

14 Kt. E. C.  
Gold Filled  
No. 6552 1/2 V. with  
Ring \$10.00  
No. 6552 1/2 V. with  
Telescope Cap and  
Ring \$22.00

14 Kt. Solid Gold  
No. 652 1/2 V. with  
Ring \$20.00  
No. 652 1/2 V. with  
Telescope Cap and  
Ring \$43.00

Above 14 Kt. Solid Gold pens also No. 6552 1/2 V. in r. Plain and Green Gold Filled are made in yellow and green gold

Any of the above pens may be had fitted with pens as illustrated on page 59

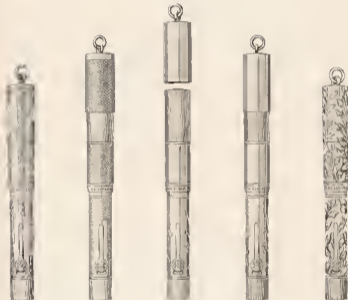
# Waterman's Fountain Pen

TELESCOPE CAPS [Self-Filling Pens]

SHORT JVI LENGTH

STERLING SILVER MOUNTED

*Illustrations Are Actual Size*



Telescope Cap  
Class 1  
with R. B. 10  
No. 1000, L. C.  
Sterling Silver  
Self-Filling Pen

Telescope Cap  
Class 2  
with R. B. 10  
No. 1000, L. C.  
Sterling Silver  
Self-Filling Pen

Telescope Cap  
Class 3  
with R. B. 10  
No. 1000, L. C.  
Sterling Silver  
Self-Filling Pen

Telescope Cap  
Class 4  
with R. B. 10  
No. 1000, L. C.  
Sterling Silver  
Self-Filling Pen

Telescope Cap  
Class 5  
with R. B. 10  
No. 1000, L. C.  
Sterling Silver  
Self-Filling Pen

Telescope Caps offer practical convenience when pens are carried in the pocket, as they can be slipped on the cap of the pen, yet permitting the pen to be quickly and easily detached for use. See pages 34, 35, 41, 45, 46, 50.

Can also be supplied in 14 kt. Solid Yellow or Green Gold except Scroll also in Gold Filled except Barleycorn and Hand Engraved Vine.

*Any of the above pens may be had fitted with points as illustrated on page 39*

# Waterman's Ideal Fountain Pen

## The Safety Type

For Women and Others

**T**HE SAFETY TYPE differs from all other types of fountain pens. When the top is properly placed on a Safety Pen it is impossible for any ink to leak from it, no matter what position the pen assumes.

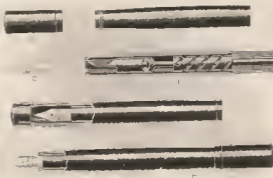
This fact has made the Safety Pen popular among travelers, those who desire to carry a pen in the lower vest pocket, and among women who wish to carry a pen in their trunks, traveling bags or hand bags.

The Safety Type is positive insurance against inadvertent ink stains.

As the reward in service and security from the Safety Type is great, there is a compensating reason for the proper handling of the Safety Type.

Every one who sells and every man and woman who uses a Safety Type should clearly understand how to use it.

The accompanying illustration gives a clear idea of how it is made.



A—Barrel B—Cap C—Gold Pen D—Cap E—Sectional View  
G—Pen Closed H—Pen Open

The pen automatically disappears into the barrel when the friction end of the holder is turned and acts as a cork which seals the ink in the barrel and when the cap is adjusted the pen is hermetically sealed. This is a perfect device for the prevention of ink leakage.

Every Safety Pen buyer should be carefully and accurately informed as to how to fill and to use the Safety Pen.

Lacking this knowledge, the buyer of a Safety may have trouble.

The directions are simple.

To fill, hold the pen in an upright position and screw off the cap. You will notice that the pen is sunk in the barrel. With a dropper fill the barrel to the top. Keeping the open end up, place the cap on the lower end of barrel and turn to the right. This will cause the pen point to rise from the barrel and lock the pen sections securely in place. Now wipe all ink from the end and the pen is ready to write.

To close the pen, hold it in an upright position, turn the cap to the left and the pen point will recede into the barrel, keep on turning until the cap comes off the barrel, then place the cap over the pen end and screw securely into place. It is very simple.

Women particularly will buy the Safety Type if their attention is called to its efficiency and simplicity.

To open, fill or close this pen, hold in an upright position

# Waterman's Fountain Pen

SAFETY TYPE [Dropper Filling]

COMPARATIVE SIZES

*Illustrations Are Actual Size*



Claslet  
with  
Gold J. B. No. 10  
R. 10  
No. 10  
R. 10

Claslet  
with L. No. 11  
R. 11  
No. 11

Claslet  
with L. No. 12  
R. 12  
No. 12

Claslet  
with L. No. 13  
R. 13  
No. 13

Claslet  
with Clip  
No. 14  
R. 14

Claslet  
with Clip  
No. 15  
R. 15

Any of the above pens may be had fitted with points as illustrated on page 59

# Waterman's Fountain Pen

SAFETY TYPE [ Dropper Filling ]

GOLD BAND MOUNTED

Illustrations Are Actual Size



25.00  
 Gold Filled Tip  
 No. 47 34.00  
 No. 47 4.00  
 No. 47 5.00  
 No. 47 6.00  
 No. 47 7.00  
 No. 47 8.00



4.00  
 Gold Filled Tip  
 No. 47 4.00  
 No. 47 5.00  
 No. 47 6.00  
 No. 47 7.00  
 No. 47 8.00



Gold Filled  
 Metallic M'Chain  
 Band with  
 Gold Filled Tip  
 No. 47 10 50  
 No. 47 5.00  
 No. 47 6.00  
 No. 47 7.00  
 No. 47 8.00  
 No. 47 10.00



Gold Filled  
 Plain or Shaded  
 Bands with  
 Gold Filled Tip  
 No. 47 5.00  
 No. 47 6.00  
 No. 47 7.00  
 No. 47 8.00  
 No. 47 10.00



Gold Filled  
 Plain or Shaded  
 Bands  
 Gold Filled Tip  
 No. 47 5.00  
 No. 47 6.00  
 No. 47 7.00  
 No. 47 8.00  
 No. 47 10.00

Any of the above pens may be had fitted with points as illustrated on page 39



# Waterman's Fountain Pen

SAFETY TYPE [Duyper Filing]

Illustrations Are Actual Size

GOLD AND SILVER MOUNTED



|  |  |  |   |  |  |  |   |
|--|--|--|---|--|--|--|---|
| 14 Kt. Solid Gold<br>Plain Narrow Middle<br>Band with 14 Kt.<br>Soft Gold Lin.   | 18 Kt. Solid Gold<br>Wide or 8-val. Bands<br>Middle Band with 14<br>Kt. Soft Gold Clip | 18 Kt. Solid Gold<br>Wide or 8-val. Bands<br>Middle Band with 14<br>Kt. Soft Gold Clip | 18 Kt. Silver with<br>Silver Inset<br>No. 441 20 00<br>No. 442 6 00<br>No. 443 7 50<br>No. 444 8 00<br>No. 445 10 00                                      | Plain<br>Covered in Platinum<br>Soft Gold lined with<br>Soft Tiled Clip                            | Enamel<br>Covered in Enamel as<br>Plain Gold lined with<br>Gold Tiled<br>L.H.                      | Enamel<br>Covered in Enamel as<br>Plain Gold lined with<br>Gold Tiled<br>L.H.                      | Hard Engraved Vene<br>Covered in Licking<br>Hard 14 Kt. Solid<br>Gold with 14 Kt.<br>Soft Gold Hard En<br>graved 4 50 |
| No. 107 29 00<br>No. 142 9 00<br>No. 248 27 00<br>No. 117 11 00<br>No. 740 14 00 | No. 108 22 00<br>No. 112 17 00<br>No. 7 24 20<br>No. 12 26 00<br>No. 2 28 00           | No. 109 22 00<br>No. 112 17 00<br>No. 7 24 20<br>No. 12 26 00<br>No. 2 28 00           | No. 441 20 00<br>No. 442 6 00<br>No. 443 7 50<br>No. 444 8 00<br>No. 445 10 00  | No. 074 59 00<br>No. 075 20 00<br>No. 076 20 00<br>No. 077 11 00<br>No. 078 13 00<br>No. 079 13 00 | No. 054 27 00<br>No. 055 27 00<br>No. 056 27 00<br>No. 057 27 00<br>No. 058 27 00<br>No. 059 27 00 | No. 054 27 00<br>No. 055 27 00<br>No. 056 27 00<br>No. 057 27 00<br>No. 058 27 00<br>No. 059 27 00 | No. 51 5 50<br>No. 52 37 50<br>No. 54 41 50   |
| 14 Kt. Solid Gold<br>with 14 Kt. Soft<br>Gold Clip                               | 18 Kt. Solid Gold<br>with 14 Kt. Soft<br>Gold Clip                                     | 18 Kt. Solid Gold<br>with 14 Kt. Soft<br>Gold Clip                                     | 18 Kt. Silver with<br>Silver Inset<br>No. 044 16 00<br>No. 045 15 00<br>No. 046 15 00<br>No. 047 15 00<br>No. 048 15 00<br>No. 049 15 00<br>No. 050 15 00 | 14 Kt. Solid Gold<br>with 14 Kt. Soft<br>Gold Clip   | 14 Kt. Solid Gold<br>with 14 Kt. Soft<br>Gold Clip   | 14 Kt. Solid Gold<br>with 14 Kt. Soft<br>Gold Clip   | No. 51 5 50<br>No. 52 37 50<br>No. 54 41 50   |

Any of the above pens may be had fitted with points as illustrated on page 59

# Waterman's Fountain Pen

SAFETY TYPE (Druggist filling)

SHORT (V) LENGTH

GOLD BAND MOUNTED

*Illustrations Are Actual Size*



No. 473 V w.r. Plain (left)



Plain  
with Gold  
Filled Ring  
No. 473 V w.r.  
\$3.75



Leased  
with Gold  
Filled Ring  
No. 12 V w.r.  
\$3.25



Gold Filled  
Plain Band at  
Top of Cap with  
Gold Filled Ring  
No. 012 V w.r.  
\$4.50

14 K Solid Gold  
No. 912 V w.r.  
\$10.00



Gold Filled  
Plain Middle Band  
with Gold Filled  
Ring  
No. 014 V w.r.  
\$4.50



Gold Filled  
Serrated Middle  
Band with  
Gold Filled Ring  
No. 016 V w.r.  
\$4.25

*Any of the above pens may be had fitted with points as illustrated on page 53*

# Waterman's Ideal Fountain Pen

SAFETY TYPE [ Dropper Filling ]

SHORT [ V ] LENGTH

GOLD BANNED AND GOLD MOUNTED

Illustrations Are Actual Size



No. 9425 V. w. Shorten 1 in. covered Gold Filled [Closest]



14 Kt Solid Gold  
Plain Narrow Band  
etc. Band with 14  
Kt Solid Gold Ring  
No. 9425 V. w. 1  
\$1.00

14 Kt Solid Gold  
Plain Wide Middle  
Band with 14 Kt  
Solid Gold Ring  
No. 9425 V. w. 2  
\$1.00

14 Kt Solid Gold  
Small Wide Middle  
Band with 14 Kt  
Solid Gold Ring  
No. 9425 V. w. 3  
\$1.00

14 Kt Solid  
Gold Filled  
No. 9425 V. w. 4  
Ring  
\$2.50

14 Kt Solid  
Gold Filled  
No. 9425 V. w. 5  
Ring  
\$2.50

Shorten  
Full Covered  
Gold Filled  
No. 9425 V. w. 6  
Ring  
\$2.50

Above 74 Kt Solid Gold Full Covered Pens are made  
in yellow and green gold

Any of the above pens may be had fitted with points  
as illustrated on page 59

14 Kt Solid Gold  
No. 9425 V. w. 7  
Ring  
\$2.50

14 Kt Solid Gold  
No. 9425 V. w. 8  
Ring  
\$2.50

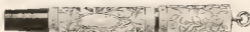
# Waterman's Fountain Pen

SAFETY TYPE [Dropper filling]

SHORT [V] LENGTH

SILVER AND GOLD MOUNTED

Illustrations Are Actual Size



No. 4225-V with Hand Engraved Cap (Close)



|   |  |   |   |   |  |
|---|--|---|---|---|--|
| <p><b>Tulane Sterling Silver</b></p> <p>No. 4625-V with Ring \$6.00</p> | <p><b>Wood Pen and Vene Sterling Silver</b></p> <p>No. 4315-V with Ring \$5.00</p> <p>No. 4415-V with Telescope Cap and Ring \$10.00</p> | <p><b>Plain Sterling Silver</b></p> <p>No. 4625-V with Ring \$5.00</p> <p>No. 4415-V with Telescope Cap and Ring \$7.00</p> | <p><b>Hand Engraved Silver Full Covered</b></p> <p>No. 4415-V with Ring \$11.50</p> <p>No. 4415-V with Telescope Cap and Ring \$14.00</p> | <p><b>Ballpoint Making Silver</b></p> <p>No. 4425-V with Ring \$5.00</p> <p>No. 4425-V with Telescope Cap and Ring \$8.00</p> | <p><b>Silver Full Covered Spring Silver</b></p> <p>No. 4415-V with Ring \$5.00</p> <p>No. 4415-V with Telescope Cap and Ring \$10.00</p> |
| <p><b>Gold Filled</b></p> <p>No. 4645-V with Ring \$10.00</p>           | <p><b>14 Kt. Solid Gold</b></p> <p>No. 4415-V with Ring \$10.00</p> <p>No. 4425-V with Telescope Cap and Ring \$15.00</p>                | <p><b>Gold Filled</b></p> <p>No. 4645-V with Ring \$7.50</p> <p>No. 4625-V with Telescope Cap and Ring \$10.00</p>          | <p><b>14 Kt. Solid Gold</b></p> <p>No. 4415-V with Ring \$11.00</p> <p>No. 4425-V with Telescope Cap and Ring \$14.00</p>                 | <p><b>14 Kt. Solid Gold</b></p> <p>No. 4425-V with Ring \$7.00</p>  |  |

Any of the above pens may be had fitted with points as illustrated on page 59

## The Pocket Type

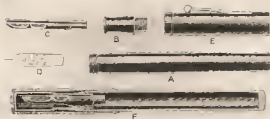


ON THE pages immediately following are illustrations of what is universally known as Waterman's Pocket Type, which differs from the Regular Type, the Self-filling Type and the Safety Type

The Pocket Type differs from the Regular Type in two minor details. The point section is made with a flange instead of plain and with a screw thread on the barrel which engages a screw thread in the cap, thus making it impossible for the cap to come off until screwed off.

Because this type was designed particularly for pocket use, it should always be sold with the patented Waterman's Clip.

Like the Regular Type, the Pocket Type must be filled with a dropper and the same filling instructions apply.



A—Barrel B—Point Section C—Point Section  
with clip attached D—Gold Pen E—Cap  
F—Threaded Barrel and Cap

To fill pen remove cap, unscrew point section, fill barrel (using dropper) with Waterman's Ink, readjust point section by screwing tightly into barrel; wipe thoroughly pen and joint and the pen is ready for use.

The accompanying cut shows the construction of the Pocket Type, differing from the Regular Type only in the shape of the point section and the threaded barrel and cap.

# Waterman's Fountain Pen

POCKET TYPE [Deegee Filing]

COMPARATIVE SIZES

*Illustrations Are Actual Size*



Class  
with Gold  
Fountain  
No. 525V.  
\$2 75

Class  
with Gold  
Ball Point  
No. 77V.  
\$2 75

Class  
with Gold  
Ball Point  
No. 74V.  
\$2 75

Class  
with Gold  
No. 72V.  
\$2 75

Class  
with Gold  
No. 73V.  
\$2 75

Class  
with Gold  
No. 74V.  
\$2 75

Class  
with Gold  
No. 75V.  
\$2 75

Class  
with Gold  
No. 76V.  
\$2 75

Any of the above pens may be fitted with barrels as illustrated on page 39

# Waterman's *Ideal* Fountain Pen

POCKET TYPE (Dropper Filling)

GOLD BAND MOUNTED

*Illustrations Are Actual Size*



| Pen with Clip | Price  |
|---------------|--------|
| No. 27        | \$2.75 |
| No. 28        | 3.00   |
| No. 29        | 3.25   |
| No. 30        | 3.50   |
| No. 31        | 3.75   |
| No. 32        | 4.00   |

| Plain  | Price  |
|--------|--------|
| No. 33 | \$2.50 |
| No. 34 | 2.75   |
| No. 35 | 3.00   |
| No. 36 | 3.25   |
| No. 37 | 3.50   |
| No. 38 | 3.75   |

| Gold Filled                            | Price  |
|--|--------|
| Plain Model Band with Gold Filled Clip | \$4.50 |
| No. 39                                 | 4.75   |
| No. 40                                 | 5.00   |
| No. 41                                 | 5.25   |
| No. 42                                 | 5.50   |
| No. 43                                 | 5.75   |

| Gold Filled                                | Price  |
|--|--------|
| Shell or Marble Band with Gold Filled Clip | \$4.50 |
| No. 44                                     | 4.75   |
| No. 45                                     | 5.00   |
| No. 46                                     | 5.25   |
| No. 47                                     | 5.50   |
| No. 48                                     | 5.75   |

| Gold Filled                                | Price  |
|--|--------|
| Shell or Marble Band with Gold Filled Clip | \$4.50 |
| No. 49                                     | 4.75   |
| No. 50                                     | 5.00   |
| No. 51                                     | 5.25   |
| No. 52                                     | 5.50   |
| No. 53                                     | 5.75   |

Any of the above pens may be had fitted with nibs as illustrated on page 59

# Waterman's Fountain Pen

POCKET TYPE [ Dropper Filling ]

GOLD BANDED AND GOLD MOUNTED

*Illustrations Are Actual Size*



|   |  |
|---|--|
| 14 Kt. Solid<br>Plain Narrow Middle<br>Band with 14 Kt.<br>Gold Cap | No. 717 L . . . . . \$4.00<br>No. 717 . . . . . 10.00<br>No. 714 . . . . . 11.00 |
|---|--|

|   |   |
|---|---|
| 14 Kt. Solid<br>Plain Wide Middle<br>Band with 14 Kt.<br>Gold Cap | No. 721 L . . . . . \$10.00<br>No. 721 . . . . . 11.00<br>No. 714 . . . . . 11.00<br>No. 715 . . . . . 10.00<br>No. 716 . . . . . 17.00 |
|---|---|

|  |   |
|--|---|
| 14 Kt. Solid<br>Gold<br>Band with 14 Kt.<br>Gold Cap | No. 722 L . . . . . \$10.00<br>No. 722 . . . . . 11.00<br>No. 715 . . . . . 11.00<br>No. 715 . . . . . 11.00<br>No. 716 . . . . . 17.00 |
|--|---|

|   |  |
|---|--|
| Gold Plated<br>Band with 14 Kt.<br>Gold Cap | No. 717 L . . . . . \$5.00<br>No. 717 . . . . . 9.00<br>No. 714 . . . . . 6.00 |
|---|--|

|   |   |
|---|---|
| 14 Kt. Solid<br>Plain<br>Band with 14 Kt.<br>Gold Cap | No. 717 L . . . . . \$9.00<br>No. 717 . . . . . 9.00<br>No. 714 . . . . . 11.00<br>No. 715 . . . . . 11.00<br>No. 716 . . . . . 16.00 |
|---|---|

*Any of the above pens may be had fitted with points as illustrated on page 59*



# Waterman's Ideal Fountain Pen

POCKET TYPE [Deeper Barrel]

Illustrations Are Actual Size

SILVER AND GOLD MOUNTED



| FATHER          |                  | MOUNTING |         |
|-----------------|------------------|----------|---------|
| Sterling Silver | with Silver Clip | No. 244  | No. 417 |
| No. 457         | 25 00            | No. 244  | 25 00   |
| No. 458         | 3 50             | No. 417  | 34 00   |
| No. 459         | 7 50             |          |         |
| No. 460         | 6 00             |          |         |
| No. 461         | 10 00            |          |         |

| FATHER          |                  | MOUNTING |         |
|-----------------|------------------|----------|---------|
| Sterling Silver | with Silver Clip | No. 244  | No. 417 |
| No. 457         | 25 00            | No. 244  | 25 00   |
| No. 458         | 3 50             | No. 417  | 34 00   |
| No. 459         | 7 50             |          |         |
| No. 460         | 6 00             |          |         |
| No. 461         | 10 00            |          |         |

| MOUNTING        |                  | MOUNTING |         |
|-----------------|------------------|----------|---------|
| Sterling Silver | with Silver Clip | No. 244  | No. 417 |
| No. 457         | 25 00            | No. 244  | 25 00   |
| No. 458         | 3 50             | No. 417  | 34 00   |
| No. 459         | 7 50             |          |         |
| No. 460         | 6 00             |          |         |
| No. 461         | 10 00            |          |         |

Any of the above pens may be had fitted with points as illustrated on page 50

# Waterman's *Ideal* Fountain Pen

POCKET TYPE [Deeply Filled]

SHORT [V] LENGTH

GOLD BAND MOUNTED

*Illustrations Are Actual Size*



No. 77V, w. 1.15 (Small)



Plain  
No. 77A Gold Band  
No. 77B w. 1.15  
No. 77C w. 1.15  
No. 77D w. 1.15

Fluted  
with Gold Filled Band  
No. 77E w. 1.15  
No. 77F w. 1.15  
No. 77G w. 1.15

Gold Filled  
with Gold Band  
No. 77H w. 1.15  
No. 77I w. 1.15  
No. 77J w. 1.15  
No. 77K w. 1.15  
No. 77L w. 1.15

Gold Filled  
with Gold Band  
No. 77M w. 1.15  
No. 77N w. 1.15  
No. 77O w. 1.15  
No. 77P w. 1.15

14 Kt. Solid Gold  
with Gold Band  
No. 77Q w. 1.15  
No. 77R w. 1.15  
No. 77S w. 1.15

Gold Filled  
with Gold Band  
No. 77T w. 1.15  
No. 77U w. 1.15  
No. 77V w. 1.15

*Any of the above pens may be had fitted with points as illustrated on page 39*

# Waterman's Ideal Fountain Pen

POCKET TYPE [Dapper F. 5g]

SHORT [V] LENGTH

SILVER AND GOLD MOUNTED

Illustrations Are Actual Size



No. 412 5V W. L. Hand Engraved Van- E. C. Sterling Silver (closed)



**Plain F. C.**  
Sterling Silver  
No. 111 5V with  
Ring 45 00  
No. 111 5V with  
Interchange Cap 45 00  
Ring 85 00  
  
No. Gold Filled  
No. 057 5V with  
Ring 25 00  
No. 057 5V with  
Interchange Cap 25 00  
Ring 45 00  
  
No. 14 Kt. Solid Gold  
No. 057 5V with  
Ring 225 00  
No. 057 5V with  
Interchange Cap 225 00  
Ring 375 00



**Van- E. C. F.**  
Sterling Silver  
No. 477 5V with  
Ring 50 00  
  
No. Gold Filled  
No. 051 5V with  
Ring 110 00



**Stanton E. C.**  
Rolling Silver  
No. 372 5V with  
Ring 51 00  
No. 473 5V with  
Interchange Cap and  
Ring 59 00  
  
No. Gold Filled  
No. 051 5V with  
Ring 110 00  
No. 051 5V with  
Interchange Cap and  
Ring 112 00



**Small E. C.**  
Sterling Silver  
No. 474 5V with  
Ring 27 00  
No. 474 5V with  
Interchange Cap and  
Ring 30 00  
  
No. Gold Filled  
No. 057 5V with  
Ring 110 00  
No. 057 5V with  
Interchange Cap and  
Ring 112 00



**Hand Eng. 512**  
Van- E. C.  
No. 046 5V with  
Ring 45 00  
No. 046 5V with  
Interchange Cap and  
Ring 85 00

Above 14 Kt. Solid Gold Pens also No. 057 5V, with Plain  
E. C. Gold Filled are made in yellow and green gold

Any of these pens may be had fitted with points as illustrated on page 59

# Waterman's Fountain Pen

POCKET TYPE [Dropper Filling]

SHORT LENGTH

GOLD AND SILVER MOUNTED

Illustrations Are Actual Size



Model 213 with extra nib and extra nib holder



**Patent F. C.**  
Gold Filled  
No. 412 V with  
Ring \$18.00  
Nobles Silver  
No. 412 V with  
Ring \$5.50



**Patent Pearl F. C.**  
Gold Filled  
No. 412 V with  
Ring \$18.00  
No. 412 V with  
Tubular Cap and  
Ring \$5.50



**Patent L. C.**  
Gold Filled  
No. 412 V with  
Ring \$18.00  
No. 412 V with  
Tubular Cap and  
Ring \$5.50



**Patent E. C.**  
Gold Filled  
No. 412 V with  
Ring \$18.00  
No. 412 V with  
Tubular Cap and  
Ring \$5.50



**Patent E. C.**  
Gold Filled  
No. 412 V with  
Ring \$18.00  
No. 412 V with  
Tubular Cap and  
Ring \$5.50

Any of the above pens may be had fitted with points as illustrated on page 90

# Waterman's Fountain Pen

## Regular Type

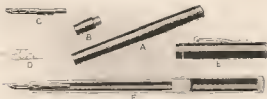


ON THE pages immediately following are illustrations of what are universally known as Waterman's Regular Type as identified from the Self-filling, the Pocket Type and the Safety Type

The Regular Type is made with a plain point section without threads and when the cap is adjusted over the point it is held in place by friction.

It may be had with or without clip.

The accompanying illustration clearly indicates the simplicity of construction.



A—Barrel B—Point Section C—Spoon Feed D—Gold Pen E—Cap  
with clip attached F—Sectional View

Note that there are but five parts: the pen point, the spoon feed, the point section, the barrel and the cap.

The spoon feed, when properly adjusted under the pen point, insures a constant and steady flow of ink when the pen is in use.

The Regular Type must be filled with a dropper.

To fill pen remove cap, unscrew point section, fill barrel (using dropper) with Waterman's Ink, readjust point section; wipe thoroughly pen and joint and pen is ready for use.

The Regular pen is often preferred for office or home desk use because of the plain point section and because it holds a large quantity of ink.

# Waterman's Fountain Pen

REGULAR TYPE: [Deeper Filling]

COMPARATIVE SIZES

*Illustrations Are Actual Size*



Closed  
with Clip  
No. 17  
\$2.50



Closed  
with Clip  
No. 25  
\$2.75



Closed  
with Clip  
No. 34  
\$2.75



Closed  
with Clip  
No. 15  
\$2.25



Closed  
with Clip  
No. 36  
\$2.75



Closed  
with Clip  
No. 44  
\$2.75

Any of the above pens may be had fitted with points as illustrated on page 10

# Waterman's Ideal Fountain Pen

REGULAR TYPE [Dropper Filling]

GOLD BAND MOUNTED

Illustrations Are Actual Size



Flap  
with Clip

|    |   |
|----|---|
| 1  | 1 |
| 2  | 1 |
| 3  | 1 |
| 4  | 1 |
| 5  | 1 |
| 6  | 1 |
| 7  | 1 |
| 8  | 1 |
| 9  | 1 |
| 10 | 1 |

Band  
with Clip

|    |   |
|----|---|
| 1  | 1 |
| 2  | 1 |
| 3  | 1 |
| 4  | 1 |
| 5  | 1 |
| 6  | 1 |
| 7  | 1 |
| 8  | 1 |
| 9  | 1 |
| 10 | 1 |

of Filled  
Band  
with Filled  
Clip

|    |   |
|----|---|
| 1  | 1 |
| 2  | 1 |
| 3  | 1 |
| 4  | 1 |
| 5  | 1 |
| 6  | 1 |
| 7  | 1 |
| 8  | 1 |
| 9  | 1 |
| 10 | 1 |

Gold Filled  
Band with  
Gold Filled  
Clip

|    |   |
|----|---|
| 1  | 1 |
| 2  | 1 |
| 3  | 1 |
| 4  | 1 |
| 5  | 1 |
| 6  | 1 |
| 7  | 1 |
| 8  | 1 |
| 9  | 1 |
| 10 | 1 |

Gold Filled  
Band with  
Gold Filled  
Clip

|    |   |
|----|---|
| 1  | 1 |
| 2  | 1 |
| 3  | 1 |
| 4  | 1 |
| 5  | 1 |
| 6  | 1 |
| 7  | 1 |
| 8  | 1 |
| 9  | 1 |
| 10 | 1 |

Any of the above pens may be had fitted with points as illustrated on page 99

# Waterman's Ideal Fountain Pen

REGULAR TYPE (Orange Plume)

GOLD AND SILVER MOUNTED

Illustrations Are  
Actual Size



Plain  
1. Solid Mountain  
Inkset with 100  
N. 113 26.00  
N. 114 26.00



3500  
1-1/2 L. 1 1/2 L. with 1 1/2  
1.700 L. 1 1/2  
N. 3517 49.00  
N. 3518 49.00



4700  
4700  
1.4 L. 1.4 L. 1.4 L.  
1.4 L. 1.4 L. 1.4 L.  
N. 4711 25.00  
N. 4712 25.00  
N. 4713 25.00



Yellow  
1. Solid Mountain  
Inkset with 100  
N. 113 26.00  
N. 114 26.00

1.4 L. 1.4 L. 1.4 L.  
1.4 L. 1.4 L. 1.4 L.  
N. 5111 27.00  
N. 5112 27.00



Yellow  
Gold 1.4 L. 1.4 L.  
1.4 L. 1.4 L.  
N. 5111 27.00  
N. 5112 27.00

1.4 L. 1.4 L. 1.4 L.  
1.4 L. 1.4 L. 1.4 L.  
N. 5111 27.00  
N. 5112 27.00

Any of the above pens may be had fitted with  
pens as illustrated on page 39



# Waterman's Ideal Fountain Pen

EMBLEM MOUNTINGS

Illustrations Are Actual Size



King of the Sea  
Scottish Whisky  
Horse  
Horse  
Horse  
Knight of Pythias  
Knight of Columbus  
Horse  
Horse  
Horse  
Horse

No. 204 No. 7 Filling Pen, with 14 Kt. Solid Gold Lever Clip, Monture and Emblem at Top of Cap

|                   |         |                    |         |
|-------------------|---------|--------------------|---------|
| Emblem Mounted    | \$18.00 | Knight of Columbus | \$21.00 |
| Scottish Whisky   | 17.00   | Royal Assorted     | 17.00   |
| Emblem Mounted    | 17.00   | Horse              | 17.00   |
| Star Emblem       | 1.00    | B. P. O. Emblem    | 21.00   |
| Emblem Mounted    | 2.00    | Emblem             | 1.00    |
| Knight of Pythias | 21.00   |                    |         |

Emblem Pens furnished only in Yellow Gold, Roman Finish

These Emblems may be mounted on any other style of Waterman's Ideal Fountain Pen at a special price.

No. 204  
Filling  
14 Kt. Solid  
Gold with  
14 Kt. Solid  
Gold Clip and  
Emblem  
\$44.00

# Waterman's Fountain Pen

## The Duplex Pen

**W**ATERMAN'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 stuff 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 Fountain Pen.

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.



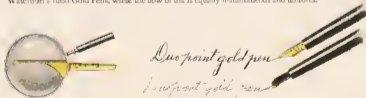
Waterman's Ideal Duplex Pen, Regular Type, No. 4, \$1.25  
Waterman's Ideal Duplex Pen, Regular Type, No. 4, \$1.25  
Waterman's Ideal Duplex Pen, Regular Type, No. 4, \$1.25

## Duo-Point Gold Pen

**T**HE 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, and comes in fine, medium and coarse points, 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, misfolding and for many other writing purposes.

Both sides of the Duo-Point pen have the hard sapphire 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. Prices on Duo-Point Gold Pens are \$1.00 extra to cost of all holders containing No. 4 size pen.

## Pen Points

**T**he real test of a fountain pen is in its action, the facility and comfort with which it writes.

Much of the enormous success that Waterman's Ideal Fountain Pen has enjoyed is due to the superior quality of Waterman's pen points. Every Waterman's pen point is made of pure 14 Kt. gold tipped with sardium. Fourteen-karat gold may be permanently tempered so that it will always maintain exactly the desired firmness or flexibility. Pointed with indium, the hardest metal known, writing does not affect the point and Waterman's point will last a lifetime.

Every Waterman's Pen is manufactured from gold bars in our own factories. They are die cut, shaped and pointed by skilled artisans who have devoted their lives to fashioning and finishing perfect pen points. It is because of this that each pen point may be relied upon as perfect in construction and suitable for the exact purpose for which it is purchased.

Every Waterman's Pen bears the Waterman's trademark, registered in the United States Patent Office. No pen without this trademark is a genuine Waterman's pen and can be expected to give the service and satisfaction that Waterman's gives.

Waterman's Pens are made in five regular and ten special points. These points are made in varying steel nibs to fit different sizes of barrels so that the pen buyer may secure exactly the pen point he desires and at the same time secure exactly the character of pen point that best suits his style of writing.

### PRICES

All regular points and some special points are furnished without extra charge.

For the following special points an extra charge is made.

Manifold in Nos. 2 and 4, Falcon and all sizes of Accounting, Ball Point, and Extra Broad Stub 50 cents more than the regular price.

Music, Ruling in No. 4 are only and Special Broad Stub in Nos. 4, 5, 6 and 8, \$1.00 more than the regular price.

An observation of thousands of pen users has demonstrated that it is practicable to determine from the way a writer holds his pen just which pen point will give him the greatest satisfaction.

Although there are exceptions, it will be found that the following is a reliable guide when suggesting a particular point to a customer.

The pen merchant or his clerk who will notice the way his customer holds a pen will find that these illustrations will aid him greatly in making a satisfactory sale.

This formula is recommended only in connection with the following pen points, which are illustrated.



If he holds his pen so that when you look at his bar it looks like this offer him a pen with a medium point that looks like this.



200



If his hand leans to you like this, he will get greatest satisfaction if he uses the manifold point, which looks like this.



201



If he holds his pen like this between his first and second fingers, many writers do, he should have a stub pen—an oblique stub that looks like this.



202



Most accountants hold their pens as shown at the left. The grip is firm and short. The accountant's point is what they need. It looks like this.



203



If the writer is left-handed and holds his pen like this, a ball point will write smoothly and every inch. It looks like this.



# Waterman's Ideal Fountain Pen

## Gold Pens

**T**HESE 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," or "Waterman's Reg. U. S. Pat. Off." 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-carat gold, hand tempered by the Waterman process that insures a maximum of permanent elasticity. Every pen is heavily tipped with selected hard platinum which gives a smooth long-wearing point not found in other gold pens.

### SPECIAL POINTS

Illustrating No. 1 - A Gold Pen



Men's script

Business

Huber

Accounting

Manifold

Ball Point

Man's

Woman's

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

STENOGRAPHERS (1) flexible point

DOUBLE POINTS (5) or (10) points

ALCOHOL (1) and (2) points No. 14 Regular Extra Huber only

ACCOUNTING (1) and (2) points

MANIFOLD

BALL POINT

EXTRA BROAD STUB

MUSIC

WOMAN'S

SPECIAL BROAD STUB

SHARP POINT

SPECIAL POINTS (except Talon) may be had in any style holder of the following additional prices

Stenographers and Ball Point pens add 10c. Double Point

Manifold or No. 1 and 4 Ball Point and all extra Accounting Ball Point and Extra Broad Stub add 20c.

50 cents additional for special pens

Man's, K. 1000 Special Broad Stub and Man's Pen add to it \$1.00 additional to regular price

All pens

All pens

For 4 (1) only

All pens

All pens

All pens

All pens

No. 4 man only

No. 4 man only

No. 4, 3, 2 and 1

No. 4, 3, 2 and 1

No. 4, 3, 2 and 1

No. 4, 3, 2 and 1

No. 4, 3, 2 and 1

No. 4, 3, 2 and 1

No. 4, 3, 2 and 1

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 page 59. For prices see page 67.

# Waterman's Fountain Pen

Illustration of Regular Points which are made in every degree of flexibility



## Regular Sizes and Styles

Size No. 1



Size No. 1

Made with Points  
Fine  
Medium  
Coarse  
Stiff  
Flexible



Medium No. 2

{ Fine  
Medium  
Coarse



Large No. 2

{ Fine  
Medium  
Coarse

Size No. 3



Short No. 3

Made with Points  
Fine  
Medium  
Coarse  
Stiff  
Flexible



Medium No. 3

{ Fine  
Medium  
Coarse



Long No. 3

{ Fine  
Medium  
Coarse



No. 1 Nib

Made with Points  
Fine  
Medium  
Coarse  
Stiff  
Flexible



Medium No. 3

{ Fine  
Medium  
Coarse



Large No. 3

{ Fine  
Medium  
Coarse

Size No. 4



No. 4 Nib

Made with Points  
Fine  
Medium  
Coarse  
Stiff  
Flexible



Medium No. 4

{ Fine  
Medium  
Coarse



Long No. 4

{ Fine  
Medium  
Coarse



No. 4 Nib

Made with Points  
Fine  
Medium  
Coarse  
Stiff  
Flexible



Medium No. 4

{ Fine  
Medium  
Coarse



Large No. 4

Made with Points  
Fine  
Medium  
Coarse  
Stiff  
Flexible

For Special Points, see page 58

## Waterman's Pencils

**W**ATERMAN'S Pencils offer an enormous opportunity to increase sales.

Every buyer of a Waterman's Pen will buy a pencil, too, if properly approached.

Even those who do not buy pens, if the merits of Waterman's Pencils are explained to them will buy. Waterman's Pencils have a number of marked advantages over any other pencil offered to the public today.

Waterman's Pencil is the lightest pencil made. This is a marked advantage.

Waterman's Pencil is made of hard lustrous rubber which makes it into a live

instrument. The construction is simplicity itself, there being but six simple parts. For this reason Waterman's Pencil will never get out of order. It will work satisfactorily for years.

The accompanying illustration shows how simple the construction is.



A hard rubber barrel, point section and end cap, an aluminum propeller case and propeller make up the entire mechanism.

An extra supply of leads is carried in a magazine in the barrel at the butt end.

To fill—Take a lead from magazine and insert it into the point section by holding the point section between thumb and thumb and turning barrel from right to left, the lead is propelled from the point section so that a desirable length of lead is exposed by holding the point section between thumb and finger and turning barrel from left to right.

Every Waterman's Pencil is supplied with Waterman's patented clip, double riveted into barrel, so that it cannot bend or become loose.

This clip is a desirable feature as it holds the pencil securely in the pocket, does not injure the fabric that holds it and prevents rolling when pencil is laid on table or desk.

Here are a few of the strong selling points which every salesman selling Waterman's Pens and Pencils should remember.

The point is tapered to conform to the correct and comfortable position of the guiding finger and because made of rubber holds the lead firmly but does not cause it to break.

The barrel is in perfect balance, correct in length and diameter, made of durable, automatically light, lustrous hard rubber, the pencil with leads weighing less than quarter of an ounce, a simplicity of construction that accomplishes with unerring accuracy the work for which it is intended.

A safety clip that holds the pencil securely in the pocket until the writer needs it and prevents its rolling from desk or table.

An adequate lead supply that may be renewed at a nominal cost.

Waterman's Pencils are made to match all styles of Waterman's Ideal Fountain Pens. This makes it possible for the merchant every time he sells a pen to offer a pencil of similar design.

Every merchant should carry in stock pencils to match his leading pen numbers. Styles which he lacks can be immediately supplied by us.

# Waterman's Fountain Pen

**S**OME MERCHANTS sell pens alone; some sell pencils alone, and then there are others who, when pens are sold, make it a point to suggest pencils that match and make a double sale.

It is because there is so strong a vogue today for pens and pencils that match that we make a pencil to match every pen we make.

The three pencils shown on the reverse side of this sheet match our 018 pen models.

We suggest that you insert this sheet in your catalogue between pages 60 and 61. It will act as a permanent reference.

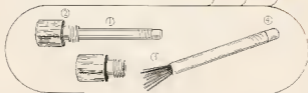
[SEEN REVERSE SIDE]

# Waterman's is a Real Feature Pencil

From the metal-covered rubber tip to the unique leads container it is unusual. The metal tip prevents breaking but does not eliminate the rubber grip that holds the lead securely.

Outline drawing below illustrates the mechanism of the refill chamber. A metal barrel (1) which slips into the hard rubber end (2) holds a dozen extra leads (3). A superior rubber eraser (4) is in one end of this metal barrel which may be easily removed and used. The unique selling point creates interest whenever shown and results in many sales.

Models shown 0725N—match perfectly 018 series of Waterman's pens, in black, mottled and cardinal. Illustrations are actual size of pencils that retail for \$2.00



[READ REVERSE SIDE]



# Waterman's <sup>Ideal</sup> Fountain Pen

WATERMAN'S PENCIL

GOLD BANDS

Illustrations Are Actual Size



Plain with 1 lip  
No. 02238 \$4.00

Plain with Gold Filled  
with Gold Filled  
Plain. No. 02239  
with Gold Filled  
Plain. No. 02240  
with Gold Filled  
Plain. No. 02241

with Gold Filled  
Plain. No. 02242  
with Gold Filled  
Plain. No. 02243  
with Gold Filled  
Plain. No. 02244

Mottled  
with Gold Filled  
Plain. No. 02245  
with Gold Filled  
Plain. No. 02246  
with Gold Filled  
Plain. No. 02247

with Gold Filled  
Plain. No. 02248  
with Gold Filled  
Plain. No. 02249  
with Gold Filled  
Plain. No. 02250

Canal  
with Gold Filled  
Plain. No. 02251  
with Gold Filled  
Plain. No. 02252  
with Gold Filled  
Plain. No. 02253

with Gold Filled  
Plain. No. 02254  
with Gold Filled  
Plain. No. 02255  
with Gold Filled  
Plain. No. 02256

Plain with Gold Filled  
with Gold Filled  
Plain. No. 02257  
with Gold Filled  
Plain. No. 02258  
with Gold Filled  
Plain. No. 02259

with Gold Filled  
Plain. No. 02260  
with Gold Filled  
Plain. No. 02261  
with Gold Filled  
Plain. No. 02262

Plain with Gold Filled  
with Gold Filled  
Plain. No. 02263  
with Gold Filled  
Plain. No. 02264  
with Gold Filled  
Plain. No. 02265

with Gold Filled  
Plain. No. 02266  
with Gold Filled  
Plain. No. 02267  
with Gold Filled  
Plain. No. 02268

Any of the above pencils may be had with leads of varying degrees as listed on page 67

# Waterman's Fountain Pen

WATERMAN'S PENCIL

STERLING SILVER MOUNTED

Illustrations Are Actual Size



|  |   |  |  |  |   |
|--|---|--|--|--|---|
| Plain<br>Sterling Silver with<br>Nickel Clip<br>No. 41 | Three<br>Stripes<br>Sterling Silver with<br>Nickel Clip<br>No. 42 | Caricac<br>Sterling Silver with<br>Nickel Clip<br>No. 43 | Marston<br>Sterling Silver with<br>Nickel Clip<br>No. 42 | Shield Engraved<br>Sterling Silver with<br>Nickel Clip<br>No. 44 | Photo Part<br>Sterling Silver with<br>Nickel Clip<br>No. 45 |
| \$1.50   | \$1.50  | \$1.50   | \$1.50   | \$1.50   | \$1.50  |

Any of the above pencils may be had with leads of varying degrees as listed on page 67

# Waterman's <sup>SP</sup> Ideal Fountain Pen

WATERMAN'S PENCIL

GOLD MOUNTED

Illustrations Are Actual Size



| Plain   | Flower  | Cells   | Star & U  | Penic Penel   | Wash Engraved Silver  |
|---|---|---|---|---|---|
| Gold Filled with Gold<br>2 1/2" Clip<br>No. 9571                | Gold Filled with Gold<br>Edged Clip<br>No. 9571                 | Gold Filled with Gold<br>Edged Clip<br>No. 9571                 | Gold Filled with Gold<br>Edged Clip<br>No. 9571                 | Gold Filled with Gold<br>Edged Clip<br>No. 9571                 | Gold Filled with Gold<br>Edged Clip<br>No. 9571                 |
| \$2.00  | \$4.00  | \$4.50  | \$4.00  | \$4.50  | \$6.00  |
| 14 Kt. Solid Gold<br>with 14 Kt. Solid<br>Gold Clip<br>No. 9571 | 14 Kt. Solid Gold<br>with 14 Kt. Solid<br>Gold Clip<br>No. 9571 | 14 Kt. Solid Gold<br>with 14 Kt. Solid<br>Gold Clip<br>No. 9571 | 14 Kt. Solid Gold<br>with 14 Kt. Solid<br>Gold Clip<br>No. 9571 | 14 Kt. Solid Gold<br>with 14 Kt. Solid<br>Gold Clip<br>No. 9571 | 14 Kt. Solid Gold<br>with 14 Kt. Solid<br>Gold Clip<br>No. 9571 |
| \$5.00  | \$12.00   | \$11.00   | \$12.00   | \$12.00   | \$20.00   |
| 14 Kt. Solid Gold<br>with 14 Kt. Solid<br>Gold Clip<br>No. 531  |   |   |   |   | Willow Diamond<br>No. 531                                       |
| \$4.00  |   |   |   |   | \$7.00  |

Above *W K* Solid Gold Pencils also No. 6221 Plain and Gothic Gold Filled are made in yellow and green gold

Any of the above pencils may be had with leads of varying degrees as listed on page 67

# Waterman's Fountain Pen

WATERMAN'S PENCIL

SHORT (V) LENGTH

GOLD BANNED

*Illustrations Are Actual Size*



Plain  
with Gold Filled  
Tip  
No. 215, w.r.  
\$1.00

Classical  
with Gold Filled  
Tip  
No. 217, w.r.  
\$1.00

Plain  
G. M. Tyle  
Plain or Engraved  
Middle Band and  
Ring  
No. 217 1/2, w.r.  
\$2.00

Plain  
G. M. Tyle  
Plain or Engraved  
Middle Band and  
Ring  
No. 217 1/2, w.r.  
\$2.00

Engraved  
with Gold Filled  
Tip  
Plain or Engraved  
Middle Band and  
Ring  
No. 217 1/2, w.r.  
\$2.00

Plain or Engraved  
with Gold Filled  
Tip  
Middle Band and  
Ring  
No. 217 1/2, w.r.  
\$2.00

Plain or Engraved  
with Gold Filled  
Tip  
Ring and Loop  
No. 217 1/2, w.r.  
\$2.00

14 Kt. Solid Gold  
No. 215, w.r.  
\$5.00

14 Kt. Solid Gold  
Hand Engraved  
Vine Band and  
Ring  
No. 221, w.r.  
\$7.50

14 Kt. Solid Gold  
No. 215, w.r.  
\$5.00

*Any of the above pencils may be had with leads of varying degrees as listed on page 67*

# Waterman's Fountain Pen

WATERMAN'S PENCIL

SHORT [ v ] LENGTH

STERLING SILVER MOUNTED

*Illustrations Are Actual Size*



Plain  
Sterling Silver  
with Band  
No. 2117, w. r.  
\$ 3.00

Small  
Sterling Silver  
with Band  
No. 2118, w. r.  
\$ 2.00

Geometric  
Sterling Silver  
with Band  
No. 2119, w. r.  
\$ 3.50

Textured  
Sterling Silver  
with Silver  
No. 2120, w. r.  
\$ 3.50

Plain  
Sterling Silver  
with Band  
No. 2121, w. r.  
\$ 3.50

Plain  
Sterling Silver  
with Band  
No. 2122, w. r.  
\$ 3.50

Hand Engraved  
Sterling Silver  
with Band  
No. 2123, w. r.  
\$ 6.00

*Any of the above pencils may be had with leads of varying degrees as listed on page 67*

# Waterman's Fountain Pen

WATERMAN'S PENCIL

SHORT ; V J LENGTH

GOLD MOUNTED

*Illustrations Are Actual Size*



|   |  |  |   |   |  |  |
|---|--|--|---|---|--|--|
| 14 Kt. Solid Gold<br>No. 0-213, w. r.<br>\$4.50 | Fillmore<br>Gold Filled<br>with Black<br>No. 0013, w. r.<br>\$2.75 | Golden<br>Gold Filled<br>with Green<br>No. 0013, w. r.<br>\$4.50 | Shaw<br>Gold Filled<br>with Green<br>No. 0117, w.<br>\$4.50 | Excelsior<br>Gold Filled<br>with Green<br>No. 0217, w. r.<br>\$4.50 | Plaid Pencil<br>Gold Filled<br>with Red<br>No. 0213, w. r.<br>\$4.50 | Hard Engraved<br>Gold<br>No. 0117, w. r.<br>\$4.50 |
| 14 Kt. Solid Gold<br>No. 0117, w.<br>\$11.00    | 14 Kt. Solid Gold<br>No. 0117, w. r.<br>\$16.00                    | 14 Kt. Solid Gold<br>No. 0117, w. r.<br>\$16.00                  | 14 Kt. Solid Gold<br>No. 0117, w. r.<br>\$16.00             |   | 14 Kt. Solid Gold<br>No. 0117, w. r.<br>\$17.00                      |  |

Above 14 Kt. Solid Gold pencils also No. 0121 V w. r. Plain and Golden Gold Filled are also in yellow and green gold

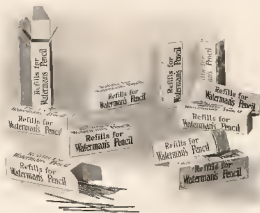
Any of the above pencils may be had with leads of varying degrees as listed on page 67

## Waterman's Leads



THESE are various preferences for different kinds of leads. To supply this demand, to enable every Waterman's Pencil user to perfectly satisfy his preference, Waterman's leads are supplied in SIX degrees of hardness as follows:

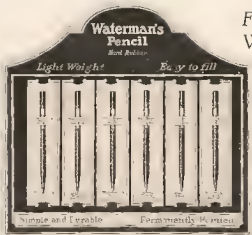
|    |             |    |             |
|----|-------------|----|-------------|
| 2B | Soft        | F  | Medium Hard |
| B  | Medium Soft | H  | Hard        |
| HB | Medium      | 2H | Very Hard   |



These leads are packed one dozen in a box and may be profitably sold at 15 cents a box. Each box is marked plainly so that the character of its contents may readily be noted.

If at the time of sale a customer is asked what character of lead he prefers and is sold a lead of the degree of hardness he prefers, his pencil will give him the greatest degree of satisfaction.

# Waterman's Fountain Pen



## For Counter and Window Display

These display cards illustrated on this page are beautifully lithographed.

They offer the merchant an opportunity, with a very limited stock, to permanently feature Waterman's Pencils and Waterman's Pen and Pencil Guards in his windows and show cases.



These display cards are unique. Back of the merchandise is a perfect reproduction in colors which is hidden until each article is sold.

When a pencil or a guard is sold from the card, the reproduction fills the place of the sold unit and avoids the bad impression which unfilled racks always create.

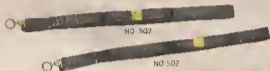
These special displays are furnished when requested, without cost, when one-half dozen pencils or guards are ordered.



# Waterman's Ideal Fountain Pen

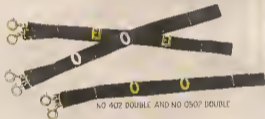
## Waterman's Silk Ribbon Guards

LENGTH 24 INCHES

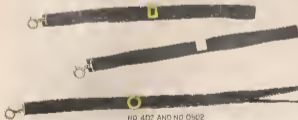


NO 502

NO 502



NO 402 DOUBLE AND NO 0502 DOUBLE



NO 402 AND NO 0502



Guards With One Spring Best For Carrying Pen in Pocket

|  |   |   |  |
|--|---|---|--|
| Black 20" Ribbon   | Black 24" Ribbon  | Black 24" Ribbon  | Black 24" Ribbon   |
| with one gold filled spring, Ring and slide No. 402 \$1.50 | with one gold filled spring, Ring and slide No. 0502 \$1.50 | with one gold filled spring, Ring and slide No. 402D \$1.50 | with one gold filled spring, Ring and slide No. 0502D \$1.50 |

Guards With Two Springs-Best For Carrying Pen in Pocket

|  |   |
|--|---|
| Black 24" Ribbon   | Black 24" Ribbon  |
| with two gold filled springs, Ring and slide No. 402D \$1.50 | with two gold filled springs, Ring and slide No. 0502D \$1.50 |

## Waterman's *Combination* *Writing Sets*



**W**ATERMAN'S Pen and Pencil Sets may be had in unlimited variety.

So popular have these sets become that we now manufacture pencils to match all of the many designs of Waterman's Pens. The person buying the plain or the chased pen or one elaborately engraved in solid gold or silver may now have a pencil that perfectly matches it in appearance and quality.

These pen and pencil sets are packed in leather or plush-covered, satin-lined boxes and are especially suitable for gifts.

We are illustrating in this catalog only a few of the more popular numbers, but the merchant may order sets by indicating any pen in this catalog and it will be matched with a corresponding pencil.

Every merchant should have a few of these combination sets in stock. They will always find ready sale wherever shown.

## Waterman's Combination Writing Sets



No. 1A—Black Case—\$3.75

NO. 1A—Set of Black Case with Fountain Pen (Fountain Pen) and Ballpoint Pen in the same case \$3.75

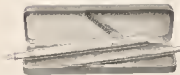
NO. 1A—Set of Black Case with Fountain Pen and Ballpoint Pen in the same case \$4.50



No. 1A—Set of Black Case—\$3.75

No. 1A—Set of Black Case with Fountain Pen and Ballpoint Pen in the same case \$3.75

No. 1A—Set of Black Case with Fountain Pen and Ballpoint Pen in the same case \$4.50



No. 1A—Set of Black Case—\$3.75

No. 1A—Set of Black Case with Fountain Pen (Fountain Pen) and Ballpoint Pen in the same case \$3.75

No. 1A—Set of Black Case with Fountain Pen and Ballpoint Pen in the same case \$4.50

No. 1A—Set of Black Case with Fountain Pen and Ballpoint Pen in the same case \$4.50

No. 1A—Set of Black Case with Fountain Pen and Ballpoint Pen in the same case \$4.50



No. 1A—Set of Black Case—\$3.75

No. 1A—Set of Black Case with Fountain Pen and Ballpoint Pen in the same case \$3.75

No. 1A—Set of Black Case with Fountain Pen and Ballpoint Pen in the same case \$4.50

No. 1A—Set of Black Case with Fountain Pen and Ballpoint Pen in the same case \$4.50

No. 1A—Set of Black Case with Fountain Pen and Ballpoint Pen in the same case \$4.50

# Waterman's Fountain Pen

## Waterman's Combination Writing Sets



No. DX 0184 Black \$ 6.25

- No. DV 0185 Matched With Cold Filter Lever, Cap and Reserve Band at Lip of Cup—Fits in snugly. In this case \$5.50
- No. QV 0186 Matched—Same set as cold filter lever case 6.75
- No. FV 0187 Matched—Same set as cold filter lever case 6.75
- No. PV 0188 Matched—Same set as hand case with all glass case 6.50



No. DX 0185 Silver Matched \$5.90

- No. DV 0189 Silver Matched—With Gold Cold Filter Lever, Cap and Reserve Band at Lip of Cup. A short length, slender Pen—Fits in snugly. In this case \$5.50
- No. QV 0190 Silver Matched—Same set as gold filter lever case 7.00
- No. FV 0191 Silver Matched—Same set as gold filter lever case 7.00
- No. PV 0192 Silver Matched—Same set as hand case with all glass case 7.50



No. DX 0186 Black Matched \$6.25

- No. DV 0187 Black—With Cold Filter Lever, Cap and Reserve Band at Lip of Cup—Fits in snugly. In this case \$5.50
- No. QV 0188 Black—Same set as cold filter lever case 6.75
- No. FV 0189 Black—Same set as cold filter lever case 6.75
- No. PV 0190 Black—Same set as hand case with all glass case 6.50



No. PV 0186 Silver Matched \$5.50

- No. DV 0193 Silver Matched—With Cold Filter Lever, Cap and Reserve Band at Lip of Cup. A short length, slender Pen—Fits in snugly. In this case \$5.50
- No. QV 0194 Silver Matched—Same set as cold filter lever case 7.00
- No. FV 0195 Silver Matched—Same set as cold filter lever case 7.00
- No. PV 0196 Silver Matched—Same set as hand case with all glass case 7.50

# Waterman's Fountain Pen

## Waterman's Combination Writing Sets



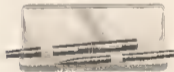
No. PA-1—Fishes \$10.00

- No. DX-45 5 1/2 oz. Steel Barrel and Section—  
Carrying Case—For use with 15 ball point pens. \$ 9.00
- No. DX-152 1/2 oz. Same as No. PA-1 but with fountain pen. 10.00
- No. FX-45 3/4 oz. Same as No. PA-1 but with fountain pen. 10.00
- No. FX-45 3/4 oz. Same as No. PA-1 but with fountain pen. 10.00
- No. DX-45 5 1/2 oz. Steel Barrel and Section—  
Carrying Case—For use with 15 ball point pens. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00



No. PA-45 5 1/2 oz. Steel Barrel and Section—Fishes \$14.00

- No. DX-45 5 1/2 oz. Steel Barrel and Section—  
Carrying Case—For use with 15 ball point pens. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00



No. PA-100 5 1/2 oz. Steel Barrel and Section—Fishes \$7.00

- No. DX-45 5 1/2 oz. Steel Barrel and Section—  
Carrying Case—For use with 15 ball point pens. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00



No. DX-45 5 1/2 oz. Steel Barrel and Section—Fishes \$14.00

- No. DX-45 5 1/2 oz. Steel Barrel and Section—  
Carrying Case—For use with 15 ball point pens. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00
- No. DX-45 5 1/2 oz. Same as No. PA-1 but with fountain pen. 16.00

\*May be had in yellow or green gold

# Waterman's <sup>THE</sup> Ideal Fountain Pen

## Waterman's Combination Writing Sets



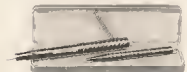
No. OX 6952 Black, \$7.75

- No. OX 6952 Black with Gold Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink  
 No. OX 6952 Black—same set in yellow leather case \$7.75  
 No. OX 6952 Black—same set in leatherette case \$6.00  
 No. OX 6952 Black—same set in leatherette silk plush case \$7.00



No. LX 2315V Black, \$10.00

- No. LX 2315V Black with Gold Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink \$10.00  
 No. LX 2315V Black with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink \$11.00  
 No. LX 2315V Black with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink in leatherette case \$10.00  
 No. LX 2315V Black with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink in leatherette silk plush case \$11.00  
 No. LX 2315V Black with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink in leatherette case \$11.75  
 No. LX 2315V Black with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink in leatherette case \$15.00  
 No. LX 2315V Black with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink in leatherette case \$15.50  
 No. LX 2315V Black with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink in leatherette silk plush case \$15.50



No. GX 575 Black, \$4.50

- No. GX 575 Black with Gold Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink \$4.50  
 No. GX 575 Black with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink \$4.50  
 No. GX 575 Black with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink in leatherette case \$4.50  
 No. GX 575 Black with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink in leatherette silk plush case \$5.00



No. PX 4815 Black, \$10.00

- No. PX 4815 Black with Gold Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink \$10.00  
 No. PX 4815 Black with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink \$11.00  
 No. PX 4815 Black with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink in leatherette case \$10.00  
 No. PX 4815 Black with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink in leatherette silk plush case \$11.00  
 No. PX 4815 Black with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink in leatherette case \$11.75  
 No. PX 4815 Black with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink in leatherette case \$15.00  
 No. PX 4815 Black with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink in leatherette case \$15.50  
 No. PX 4815 Black with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink in leatherette silk plush case \$15.50



No. PX 452 Gold, \$10.00

- No. PX 452 Gold with Gold Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink \$10.00  
 No. PX 452 Gold with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink \$11.00  
 No. PX 452 Gold with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink in leatherette case \$10.00  
 No. PX 452 Gold with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink in leatherette silk plush case \$11.00  
 No. PX 452 Gold with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink in leatherette case \$11.75  
 No. PX 452 Gold with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink in leatherette case \$15.00  
 No. PX 452 Gold with Silver Filled Lever 1 1/2 oz. of Narrow Band set with end of Holder—Fountain pen with 1 1/2 oz. of Ink in leatherette case \$15.50

\*Now in gold in yellow or green gold

# Waterman's Ideal Fountain Pen

## Engraving

We illustrate below a variety of monograms and letterings from which to make selection



For prices see page 76

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

## Engraving



**N**OTHING gives as much distinction or individuality to a gold or silver mounted fountain pen or pencil 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 a style that will fit well in the space on the 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

*(See styles on page 75)*

|  |   |                     |
|--|---|---------------------|
| Style M 1                                | Monogram, three letters or less, complete | \$0 40              |
| Style M 2                                | Monogram, three letters or less, complete | 40                  |
| Style M 10                               | Monogram, three letters or less, complete | 50                  |
| Style M 11                               | Monogram, three letters or less, complete | 50                  |
| Style M 32                               | Monogram, three letters or less, complete | 1 00                |
| Style M 33                               | Monogram, three letters or less, complete | 75                  |
| Style M 31                               | Monogram, three letters or less, complete | 75                  |
| Style M 35                               | Monogram, three letters or less, complete | 1 00                |
| Style M 34                               | Monogram, three letters or less, complete | 75                  |
| Style M 36                               | Monogram, three letters or less, complete | 75                  |
| Style M 37                               | Monogram, three letters or less, complete | 75                  |
| Style M 38                               | Monogram, three letters or less, complete | 75                  |
| Style M 39                               | Monogram, three letters or less, complete | 1 00                |
| Style M 40                               | Monogram, three letters or less, complete | 1 75                |
| Style M 100                              | Monogram, three letters or less, complete | 1 50                |
| Style M 101                              | Monogram, three letters or less, complete | 1 50                |
| Style M 152                              | Monogram, three letters or less, complete | 1 75                |
| Style M 151                              | Monogram, three letters or less, complete | 2 00                |
| Style M 200                              | Monogram, three letters or less, complete | 2 00                |
| Style M 202                              | Monogram, three letters or less, complete | 2 00                |
|  |   |                     |
| Style L 1                                | Lettering, No. 1, small                   | price per letter 10 |
| Style L 10                               | Lettering, No. 1, small                   | price per letter 10 |
| Style L 20                               | Lettering, No. 1, small                   | price per letter 10 |
| Style L 30                               | Lettering, No. 1, small                   | price per letter 12 |
| Style L 31                               | Lettering, No. 1, small                   | price per letter 15 |
| Style L 32                               | Lettering, No. 1, small                   | price per letter 15 |
| Style L 33                               | Lettering, No. 1, small                   | price per letter 15 |
| Style L 34                               | Lettering, No. 1, small                   | price per letter 15 |
| Style L 35                               | Lettering, No. 1, small                   | price per letter 15 |
| Style L 36                               | Lettering, No. 1, small                   | price per letter 15 |
| Style L 37                               | Lettering, No. 1, small                   | price per letter 15 |
| Style L 38                               | Lettering, No. 1, small                   | price per letter 15 |
| Style L 39                               | Lettering, No. 1, small                   | price per letter 15 |
| Style L 40                               | Lettering, No. 1, small                   | price per letter 15 |
| Style L 50                               | Lettering, No. 1, small                   | price per letter 25 |
| Style L 51                               | Lettering, No. 1, small                   | price per letter 25 |
| Style L 52                               | Lettering, No. 1, small                   | price per letter 40 |
| Style L 53                               | Lettering, No. 1, small                   | price per letter 35 |
| Style L 54                               | Lettering, No. 1, small                   | price per letter 35 |
| Name, machine engraved, on rubber holder |   |                     |



## The Gift Practical



**G**IFT-GIVING is universal. People of all countries show their appreciation of friendship by making presentations to those they love or esteem.

Christmas, New Year's, Easter, school and college commencements, birthdays, weddings and wedding anniversaries, and celebrations in honor of individuals are all occasions for liberal giving and special opportunities for increased sales.

The merchant who takes this fact into consideration realizes the wisdom of being prepared to supply gifts of suitable character.

There is no gift more suitable for all ages—from thirteen years and over and for all occasions than a Waterman's Ideal Fountain Pen.

For the child at school, the boy or girl at college, the clerk at his or her desk, the salesman on the road, the woman in the home, the man at home or in his office; at business, or on vacation; for the artist and the artisan; the student or the scholar; the soldier, the sailor, the employer and the employee, the lawyer, the merchant, in fact, regardless of vocation or profession, irrespective of age, Waterman's Ideal Fountain Pen is always an acceptable gift.

Whether the donor desires to spend as little as two dollars and fifty cents or as much as two hundred and fifty dollars, a Waterman's Ideal Fountain Pen may be selected at the price it is desired to pay.

For gift-giving, in addition to regular Waterman's styles, Waterman's Pens may be had with emblematic mountings. On page 55 will be found suggestive styles for fraternal orders, class, fraternity, college, club and society emblem designs.

For gift-giving, combination sets—a pen and pencil, or a pen, pencil and guard, in a case—are strongly recommended. Your attention is directed to pages 70, 71, 72, 73, 74, on which Waterman's Combination Sets are fully described.

## Waterman's Ideal Ink

*For Fountain Pen and General Use*



THE SALE of Waterman's Ideal Ink offers three marked advantages to the merchant

First, it is one hundred per cent satisfactory to the user; second, it is the best known, best liked, writing fluid in existence, and, third, it yields the merchant a satisfactory profit.

Although Waterman's Ideal Ink was first made to satisfy the fountain pen need for a superior ink, its exceptional quality soon caused its adoption for office work as well and today it is universally used for every writing ink purpose

To perfectly function, a fountain pen demands an ink free from sediment, that will not corrode, that will flow freely and never clog and yet has full color and permanency. Waterman's Ink was made to fill these requirements which were partly if not entirely lacking in many inks offered

When Waterman's Ideal Fountain Pen and Waterman's Ideal Ink are used in combination, the highest writing efficiency is attained.

In addition to being the best ink offered, Waterman's Ideal Ink is so packaged that it insures rapid sale

Waterman's Ideal Ink may be had in containers of various sizes and shapes, ranging from gallon jugs for commercial use to two-ounce bottles.

In designing these various styles of containers, the convenience of both the user and the merchant has been kept constantly in mind

On the following pages are illustrated the various styles and sizes of containers that are always available, together with prices

It is an axiom that Waterman's Pens help to sell Waterman's Ink and Waterman's Ink helps to sell Waterman's Pens.

The merchant who has this thought in mind will familiarize himself with the various styles and sizes of containers and carry ample and varied stocks

READ THE FOLLOWING PAGES NOW

# Waterman's Fountain Pen

## Waterman's Ideal Ink

For Fountain Pen and General Use

Blue Black is  
a Permanent  
"Record Ink"



|         |                |         |
|---------|----------------|---------|
| No. 211 | 1/2 oz. Black  | 50 each |
| No. 204 | 1/2 oz. Blue   | 15 each |
| No. 202 | 1/2 oz. Red    | 15 each |
| No. 203 | 1/2 oz. Green  | 15 each |
| No. 205 | 1/2 oz. Silver | 15 each |



DRIP-FILLER with Dropper

|                      |         |
|----------------------|---------|
| No. 105—Blue Black   | 20 each |
| No. 05—Green         | 10 each |
| No. 08—Red           | 10 each |
| No. 09—Blue          | 10 each |
| No. 10—1/2 oz. Black | 10 each |



4 Oz.

|                       |         |
|-----------------------|---------|
| No. 105—Blue Black    | 10 each |
| No. 05—Green          | 20 each |
| No. 08—Red            | 20 each |
| No. 09—Blue           | 20 each |
| No. 10—1/2 oz. Black  | 20 each |
| No. 104—1/2 oz. Black | 70 each |



SAFETY TRAVELER'S FILLER

For 5/16 Filling Pen—Nickel Case

|                       |         |
|-----------------------|---------|
| No. 115—Blue Black    | 50 each |
| No. 116—Green         | 10 each |
| No. 117—Red           | 10 each |
| No. 118—Blue          | 10 each |
| No. 119—Silver        | 10 each |
| No. 120—1/2 oz. Black | 10 each |



SAFETY TRAVELER'S FILLER

with Dropper—Nickel Case

|                    |         |
|--------------------|---------|
| No. 110—Blue Black | 20 each |
| No. 111—Green      | 10 each |
| No. 112—Red        | 10 each |
| No. 113—Blue       | 10 each |
| No. 114—Silver     | 10 each |



DRIP-FILLER for SAFETY TRAVELER'S PENS

|                       |         |
|-----------------------|---------|
| No. 115—1/2 oz. Black | 10 each |
| No. 116—Green         | 10 each |
| No. 117—Red           | 10 each |
| No. 118—Blue          | 10 each |
| No. 119—Silver        | 10 each |
| No. 120—1/2 oz. Black | 10 each |



SAFETY TRAVELER'S INK

with Dropper—Nickel Case

|                    |         |
|--------------------|---------|
| No. 109—Blue Black | 10 each |
| No. 109A—Green     | 10 each |
| No. 110—Red        | 10 each |
| No. 111—Blue       | 10 each |
| No. 112—Silver     | 10 each |



SAFETY TRAVELER'S INK

For 5/16 Filling Pen—Nickel Case

|                       |         |
|-----------------------|---------|
| No. 110—Blue Black    | 10 each |
| No. 111—Green         | 10 each |
| No. 112—Red           | 10 each |
| No. 113—Blue          | 10 each |
| No. 114—Silver        | 10 each |
| No. 115—1/2 oz. Black | 10 each |

For Boxings, Weights and Shipping Instructions see Page 81

# Waterman's Fountain Pen

## Waterman's Ideal Ink

For Fountain Pen and General Use

Blue Black is  
a Permanent  
Record Ink



1 Gallon

|                    |             |
|--------------------|-------------|
| No. 122—Blue Black | \$4.00 each |
| No. 228—Green      | 4.00 each   |
| No. 1.3—Violet     | 4.00 each   |
| No. 206—Red        | 3.00 each   |
| No. 226—Blue       | 4.00 each   |
| No. 128—Jet Black  | 4.00 each   |



1 Quart

|              |           |
|--------------|-----------|
| 1—Blue Black | 1.00 each |
| 1—Green      | 1.00      |
| 1—Violet     | 1.00      |
| 1—Red        | 1.00 each |
| 1—Blue       | 1.00 each |
| 1—Jet Black  | 1.00 each |



1 Gallon

|                    |             |
|--------------------|-------------|
| No. 164—Blue Black | \$7.75 each |
| No. 226—Green      | 5.00        |
| No. 226—Violet     | 5.75 each   |
| No. 226—Red        | 5.75 each   |
| No. 226—Blue       | 2.75 each   |
| No. 101—Jet Black  | 1.25 each   |



1 Pint

|                    |           |
|--------------------|-----------|
| No. 122—Blue Black | 2.00 each |
| No. 228—Green      | 2.00      |
| No. 1.3—Violet     | 2.00      |
| No. 206—Red        | 1.50 each |
| No. 226—Blue       | 2.00 each |
| No. 128—Jet Black  | 2.00 each |



1/2 Pint

|                    |             |
|--------------------|-------------|
| No. 122—Blue Black | \$0.30 each |
| No. 228—Green      | 0.30 each   |
| No. 1.3—Violet     | 0.30 each   |
| No. 206—Red        | 0.25 each   |
| No. 226—Blue       | 0.30 each   |
| No. 128—Jet Black  | 0.30 each   |



1/2 Pint

|                    |             |
|--------------------|-------------|
| No. 122—Blue Black | \$0.45 each |
| No. 228—Green      | 0.45        |
| No. 1.3—Violet     | 0.45 each   |
| No. 206—Red        | 0.45 each   |
| No. 226—Blue       | 0.45 each   |
| No. 128—Jet Black  | 0.45 each   |

For Boxes, Weights and Shipping Instructions see Page 81



## Show Cases



On the following pages are illustrated various forms of show cases and trays which we are prepared to supply at all times. Show cases, in our opinion, are so important to a successful pen business that we supply these units with trays, at cost to us.

We believe that the proper display of pens in the store is quite as important as window display. The way in which pens are shown has a marked effect on pen buyers.

An attractive show case with an orderly and complete stock not only multiplies sales but makes selling easier.

So that show cases may be in harmony with the store's appearance, we supply show cases in different kinds of wood and are always prepared to match store trim when merchants send us a sample of their wood work.

A show case works to its fullest power when it is used for the purpose for which it was intended. Its value is lessened when used for other purposes.

If you want Waterman's show cases and trays to give you the best results, use them only for Waterman's Pens and Pencils.

Keep the pens and pencils properly arranged and the glass and show case clean and the advantages of a show case will immediately be seen.

We unhesitatingly say that a merchant who has been able to do a fair pen and pencil business without a show case will double his sales if he uses Waterman's show case as it should be used.

Select your show case now from the illustrations on the following pages.

# Waterman's Fountain Pen

## Show Cases



3B

Size 17 inches long, 8 inches deep, 6 inches high. Shows in 12 pens. In making complete set of 12 pens. Price \$5.00  
 Display 3B Waterman's Ideal Fountain Pen in Pen Case



4B

Size 18 inches long, 8 inches deep, 10 inches high. Two clear glass doors. Shows in 12 pens. Finished in Oak or Mahogany. Price \$10.00

Display 4B Waterman's Ideal Fountain Pen in Pen Case



5B

Size 14 inches long, 6 inches deep, 6 inches high. Shows in 12 pens. In making complete set of 12 pens. Price \$5.00  
 Display 5B Waterman's Ideal Fountain Pen in Pen Case



6A

Size 4 inches long, 14 inches deep, 17 inches high. Shows in 12 pens. In making complete set of 12 pens. Price \$10.00  
 Display 6A Waterman's Ideal Fountain Pen in Pen Case

Display 6A Waterman's Ideal Fountain Pen in Pen Case



6B

Size 16 inches long, 8 inches deep, 17 inches high. Shows in 12 pens. In making complete set of 12 pens. Price \$10.00  
 Display 6B Waterman's Ideal Fountain Pen in Pen Case

Display 6B Waterman's Ideal Fountain Pen in Pen Case

# Waterman's Fountain Pen

## Show Cases



6B

Size 16 1/2 inches long, 16 3/4 inches deep, 17 1/2 inches high. Two rows glass front. Locking lid. Drawers in base for storage of supplies. Finished in Oak or Mahogany.

Price \$16.00

Display 422 Waterman's Ideal Fountain Pens or Pencils.



12A

Size 16 inches long, 17 1/2 inches deep, 42 inches high. Sliding door with lock in center. Two drawers in base for storage of supplies. Finished in Oak or Mahogany.

Price \$15.00

Display 144 Waterman's Ideal Fountain Pens or Pencils.



6C

Size 20 1/2 inches long, 9 inches deep, 14 inches high. Two rows glass front. Locking lid. Center space in base for storage of supplies. Finished in Oak or Mahogany.

Price \$14.50

Display 21 Waterman's Ideal Fountain Pens or Pencils.



12B

Size 31 inches long, 13 1/2 inches deep, 45 inches high. Sliding door with ribbon lock in center. Locking lid. Center space for storage of supplies. Finished in Oak or Mahogany.

Price \$35.00

Display 144 Waterman's Ideal Fountain Pens or Pencils.



26B

Size 20 1/2 inches long, 24 1/2 inches deep, 4 inches high. Sliding door with ribbon lock in center. Two drawers in base for storage of supplies. Finished in Oak or Mahogany.

Price \$10.00

Display 288 Waterman's Ideal Fountain Pens or Pencils.



# Waterman's Ideal Fountain Pen

## Labels and Boxes



### LABELS

**T**HE 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 Ideal Fountain Pens.

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 box 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 Ideal Fountain Pens 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 Ideal Fountain Pens 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 clog-caps may be checked. To prevent puffing 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.

## About Repairs



**W**ATERMAN'S IDEAL FOUNTAIN PENS are guaranteed perfect when sold. They are also guaranteed perfect in service.

Because of this it is essential that both you and we must be in position to maintain the service which we guarantee when we sell.

This means the maintenance of complete facilities to repair fountain pens that for any reason get out of order.

Every Waterman's Ideal Fountain Pen is carefully inspected before it leaves our factory. It is in perfect condition when it leaves your store. But after it leaves you and us we cannot control what happens.

Fountain pen users are often careless and even when careful have unavoidable accidents. The perfect pens they buy get out of order and a pen doctor must be called upon.

It is because we know this that we maintain repair departments at our various Service Stations. These departments are at your service always.

There is little immediate profit to you or to us in repairs but making repairs promptly and efficiently, results in good will and this good will brings large profits eventually in the form of increased business.

Repairing a fountain pen often requires even more skill than making a new pen. For this reason we employ in our Repair Departments only the highest type of skilled labor, men whose experience and ability enable them to quickly determine pen troubles and remedy them.

These men are ready to serve you. Consequently it is better to send to our nearest service station, (see page 87) any of our pens in need of repair, than to attempt to do it yourself.

If you will do this and adhere closely to instructions on the following page, you will find that repairing pens will cease to be an annoyance and will prove a source of increased sales and increased income.

To emphasize the necessity of closely following instructions, please have the following thoughts in mind:

Unless pens are carefully marked, and a complete system of identification is maintained, it is impossible for us to make prompt and satisfactory returns.

To avoid errors and annoying delays, we supply repair envelopes so printed that the merchant can quickly fill in all the information we need to perfectly repair a pen and make quick return. Rarely is a letter of information needed when these envelopes are used.

Please read the following directions carefully.

# Waterman's Ideal Fountain Pen

## Directions for Repairs

**A**LL REPAIRS should be sent to nearest Service Station from which you receive supplies. Waterman's Service Stations may be addressed as follows:

140 THOMAS STREET, NEWARK, N. J.  
129 SO. EL ST. STREET, CHICAGO, ILL.  
40 SCHOOL STREET, BOSTON, MASS.  
17 STOCKTON STREET, SAN FRANCISCO, CAL.  
179 ST. JAMES STREET, MONTREAL, CANADA.

- 1 Before enclosing pen to envelope, remove all ink.
- 2 Send complete pen for all repairs or adjustments.
- 3 Indicate on top of envelope all repairs needed and your FIRM name and address.
- 4 Enclose pen in envelope.
- 5 Mail to the requested mail, first class postage.
- 6 If level, wobble and pulled separately which is rarely necessary—get full details, date pen was made, style and size of pen and fountain pen. This will enable us to identify your pen.
- 7 Communications about repairs or exchanges should always be signed with FIRM name.

### Price List of Separate Parts for All Types of Waterman's Ideal Fountain Pen

Note—For illustration of various parts see pages 15, 16, 17, 18.

| NUMBER OF Pcs. OF EACH | FIELD PENS   |                    |                    | NEW PARTS          |                      |                                    |                 |                    |
|------------------------|--------------|--------------------|--------------------|--------------------|----------------------|------------------------------------|-----------------|--------------------|
|                        | Pen and Case | 4 in. Pen (to Old) | 5 in. Pen (to Old) | Point and Ink Line | Regular (not Silver) | Set Silver with Point and Ink Line | Cap (100% Gold) | Cap with 100% Gold |
| 121 No. 1-3            | \$1.25       | \$0.10             | \$0.11             | \$0.15             | \$0.25               | \$2.00                             | \$0.65          | \$1.75             |
| 122 4                  | 1.25         | 0.20               | 0.15               | 0.15               | 0.25                 | 2.00                               | 0.65            | 1.75               |
| 71 14, 15, 22, 74      | 1.25         | 0.25               | 0.15               | 0.15               | 0.25                 | 2.00                               | 0.65            | 1.75               |
| 51                     | 1.50         | 0.30               | 0.15               | 0.15               | 0.25                 | 2.00                               | 0.65            | 1.75               |
| 4, 24 16 44 34 54 14   | 1.75         | 0.40               | 0.15               | 0.15               | 0.25                 | 2.00                               | 0.65            | 1.75               |
| 15, 45 16 44 34 54 14  | 2.25         | 0.50               | 0.15               | 0.15               | 0.25                 | 2.00                               | 0.65            | 1.75               |
| 10 55 56, 56, 56       | 2.50         | 0.60               | 0.15               | 0.15               | 0.25                 | 2.00                               | 0.65            | 1.75               |
| 13                     | 2.75         | 0.70               | 0.15               | 0.15               | 0.25                 | 2.00                               | 0.65            | 1.75               |
| 18 48 58 68 18         | 3.25         | 0.80               | 0.15               | 0.15               | 0.25                 | 2.00                               | 0.65            | 1.75               |
| 24                     | 3.75         | 1.00               | 0.15               | 0.15               | 0.25                 | 2.00                               | 0.65            | 1.75               |

Match 22 on No. 1 and 4 ink and brass caps on ink. The Point and Ink Line Field Pen now in addition to the above parts listed in the table.

Point and Ink Line Field Pen \$0.15

Regular (not Silver) \$0.25

Set Silver with Point and Ink Line \$2.00

Cap (100% Gold) \$0.65

Cap with 100% Gold \$1.75

### REPAIR CHARGES

**See next Column—25c**  
This price includes the following: 1. A check and a return, the said pen.

**Point and Ink Line—25c**  
This price includes the following: 1. A check and a return, the said pen.

**Regular (not Silver)—25c**  
This price includes the following: 1. A check and a return, the said pen.

**Set Silver with Point and Ink Line—2.00**  
This price includes the following: 1. A check and a return, the said pen.

**Cap (100% Gold)—0.65**  
This price includes the following: 1. A check and a return, the said pen.

**Cap with 100% Gold—1.75**  
This price includes the following: 1. A check and a return, the said pen.

**Gold Price which has been established by the Board of Directors of the Waterman Pen Company, Inc.**

# Waterman's Fountain Pen

## Repairs for Waterman's Pencil



THE six simple parts of this Pencil, as numbered below, have passed careful inspection and are guaranteed perfect when sold.

| NAMES OF PARTS                   | REPAIR OR REPLACEMENT COSTS   |
|----------------------------------|---|
| No. 1. Barrel                    | Rubber Barrel \$0 25  |
| No. 2. Hard Rubber Point Section | Rubber Point Section 25   |
| No. 3. Hard Rubber End Cap       | Rubber End Cap 15   |
| No. 4. Aluminum Propeller Case   | Aluminum Propeller Case 25  |
| No. 5. Lead Propeller            | Lead Propeller 10   |
| No. 6. Magazine for Leads        | Clips regular 25c, Sterling Silver 50c;<br>Gold Filled \$1 00, 14 Kt. Solid Gold \$2 00 |

### TO OPERATE

Hold Point Section (2) firmly, and turn Barrel (1) to the right. A slight turn will propel the lead to the desired length. To re-lead, hold Point Section (2) firmly, turn Barrel (1) to the left, lead can then be pushed back with slight pressure.

### TO RELOAD

Hold Point Section (2) firmly, and turn the Barrel (1) to the left until it comes to a stop; this places the Lead Propeller (5) in position to take full length of lead. Now hold Barrel (1) firmly, and turn Hard Rubber End Cap (3) to the left, opening Magazine for Leads (6) where extra supply is carried. Replace Hard Rubber End Cap (3). Push lead in the end (or nose) of the Hard Rubber Point Section (2) until about one-eighth inch of lead projects. Length of lead point can now be regulated by same method as directed under "To Operate," by holding Hard Rubber Point Section (2) firmly, and turning Barrel (1) to the right.

Refill leads, full or short length (12 leads in a box) 15c per box

WATERMAN'S PENCIL is manufactured and gauged to use standard small-sized leads.

## Dealer Service

**I**N determining the amount of service he shall render, the merchant should recognize the fact that when a pen is sold an article that will be in almost constant use is being placed in the consumer's hand.

He is selling an article that is of measurable value if it is right and rightly used, but which may be of continual annoyance if it is not right or if it is carelessly used.

For this reason, the merchant and his clerk should be sure that a suitable pen is sold and that the buyer be carefully informed as to its proper use and care.

The time and attention required to properly sell a fountain pen are richly rewarded by the profits that result from a pen department where real service is rendered.

There is not a single item in a merchant's stock that offers a larger return on a small stock than results from the sale of fountain pens.

There is no article on which a larger turnover may be enjoyed.

There is no article which so profitably induces other sales.

For this reason it will pay the merchant and his clerks to render the highest type of pen service. The best pen service consists of:

First, displaying prominently and attractively Waterman's Ideal Fountain Pens in special Waterman's cases or in show cases in special Waterman's trays or boxes.

Second, adequate window displays that will attract passersby and cause them to enter your store.

Third, clerks who are informed on the detail and advantages of the construction of Waterman's Ideal Fountain Pens.

Fourth, a willingness, even insistence, on passing this pen knowledge on so that the customer may know the superiority of the pen that is being bought.

Fifth, instructions to the buyer as to just how the pen bought should be filled and cared for.

Sixth, the buyer should be convinced that a perfect pen is being bought, that with careful usage it will remain perfect, but it must be considerably used and cleaned.

Seventh, that if a pen is not satisfactory, it will always be exchanged for one that is.

Eighth, that if for any reason a pen does not act satisfactorily or gets out of order, it will be repaired at a very nominal cost.

Ninth, that only a perfect ink is suitable for a perfect pen and that for this reason Waterman's Ideal Ink should always be used in Waterman's Pens.

Real service begins when the proper pen is sold.

The proper pen can be sold only when the salesman knows thoroughly the article he has to sell and gets accurate knowledge of what the customer requires.

A customer may be expected to know about the price he desires to pay and the general style of pen wanted but because he lacks complete knowledge of different types of pens and character of pen points, unless questioned his real need is not disclosed. Hence, it is of great importance that the salesman instantly ascertain the use to which the pen is to be put and to show the type best suited for that purpose.

## Store System



SO AS to be able to render the best pen service at all times, the merchant should observe carefully the following

### General Rules

A properly systematized and well located pen case or department.

Displayed stock should be so classified and placed as to immediately produce the exact style and price of pen desired.

Pens should be kept in trays and classified according to type: Self filling, Regular, Pocket Type, Safety.

Each pen should be properly labeled.

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

Vent holes in caps of Regular Type should be kept filled with wax furnished by us for that purpose, until sale is made. For all other types vent holes should be kept open.

When pen is sold from tray replace it with duplicate pen from stock so that trays will always be full.

Maintain an accurate record of stock, compiled according to price, type and pen point. Deduct daily sales and add new shipments, thus maintaining a continuous record of pens in stock.

Keep a careful record of sales, with name and address of purchaser when possible. This will make a valuable mailing list.

Order new pens to replace those sold, at frequent intervals. This will maintain a complete stock, essential to a successful business.

Have handy neat pads of scratch paper upon which the customer may test the points of pens when making selection.

Labels that become soiled should immediately be removed and new labels, which we supply, attached in their place.

Pen stock should be frequently examined and all parts should be carefully cleaned.

Concentrate on one make of pens. You may live an occasional sale but selling one make demonstrates your confidence in the pen you offer and will make many extra sales for every sale you might otherwise lose.

More complete and detailed instructions for the guidance of sales people are contained in our booklet, "Hints to Dealers," and our series of "Talks to Salesmen," which we furnish free and which should be kept in all pen departments so that salesmen may familiarize themselves with the details of pen salesmanship.

## Complete Stocks



**D**URING the past few years there have been marked changes in the merchandising methods of the more successful merchants.

It is recognized that many merchants lose sales because they are unable to supply the actual need of the prospective buyer and because of a surplus of slow-selling numbers they fail to secure an adequate turnover. The more successful merchants realize that the solution of the problem lies in what may be termed complete stocks.

By "complete stocks" is not meant an infinite variety of styles but rather a sufficient number of styles to satisfy a popular demand, each in a complete range of sizes so that the greatest number of customers may immediately be satisfied.

A "complete stock" is comparative and must be measured by the opportunity of the merchant to do business. A small stock may be complete, a large stock may be incomplete.

Whether a merchant be in a small town or a large city, he can to advantage carry a complete stock.

The well-located merchant in a large city can wisely carry a more diversified stock than the merchant in a small town, but neither can afford to ignore the advantages offered by a complete stock.

The two most important features in selling fountain pens are the size of the barrel and the character of the pen point.

The ease with which a pen may be held and the adaptability of the pen point to the style of writing have far more weight with the average buyer than the way a pen is ornamented.

A fifty-dollar pen becomes a nuisance if it does not conform to the habits of the writer. A five-dollar pen that does conform is a constant joy and satisfaction.

A "complete" stock consists of a sufficient number of styles so that a satisfying style may be shown, each of these styles in a full range of sizes and pen points.

A careful study of the demands of thousands of successful pen merchants in large cities and small towns enables us to recommend what may be considered a complete line under any condition. Suggestions, based on our experience, will be cheerfully given to those who desire to take advantage of the things we have learned.

With a complete stock, made up of a limited number of styles, the average merchant can satisfy 95% of the fountain pen users, and those who cannot be satisfied from his stock, by selecting the style desired from this catalog can through the dealer satisfy in a few hours any pen want through any of our service stations.

A good rule to follow to insure complete stocks at all times is to have a definite ordering date. Many merchants, many successful merchants, order twice a month—on the tenth and the twenty-fifth. It is a fixed rule with them that stock book shall be examined and orders sent in to complete stock on these dates. Others find that one date a month—preferably the fifteenth—is sufficient.

If you will first establish a complete stock and then determine to keep it complete, you will find your pen business will rapidly grow.

## Advertising

**N**ON ADVERTISING that is today in common use has been more consistently and effectively advertised than Waterman's Ideal Fountain Pen.

Not only has Waterman's Pen been advertised by the L. E. Waterman Company but it has been consistently advertised year after year by merchants in every country who have appreciated the benefits of cooperation.

Forty years ago L. E. Waterman adopted advertising as an effective and economical method of increasing sales. He did this at a time when the power of advertising was little recognized and little used.

Advertising has played a big part in the development of the Waterman business. The Waterman business has likewise played an important part in the development of advertising.

Waterman's advertising has always been conducted along safe and sane lines. Never has a device for excessive advertising led us into expenditures out of proportion to the returns which advertising might logically be expected to yield.

A fixed determination to consider advertising as a selling force, to increase its power by actual results, has enabled us to gradually increase our appropriation for advertising without a corresponding increase in the price of our product.

We have always realized that advertising unscientifically used may become a disastrous rather than an effective force.

Waterman's advertising has for years appeared in magazines and newspapers of tested value.

Where it could be done to advantage, billboards and street cars have been effectively used.

Waterman's have always recognized the fact, however, that the most important link in the merchandising chain is the merchant to whom the consumer turns for service.

To strengthen this link, to insure cooperation whose cooperation is vital, Waterman's have ever been ready to supply dealers with such advertising material as could be used to the greatest advantage.

## Available to Merchants

We are at all times prepared to supply, without cost to our customers, illustrated, forceful posters in colors, street car cards, window cards, illustrated direct by mail helps, folders, and letter-plates, so imprinted that they advertise the merchant who displays or distributes them. We are at all times prepared to cooperate, through our Advertising Department, by supplying copy for newspapers and necessary engravings and electrotypes.

A feature of Waterman's advertising which has proved of marked advantage to merchants who have availed themselves of it is our annual series of reasonable direct-by-mail folders.

These folders, which are timely, appealing to the school, vacation and Christmas opportunity, are beautiful in design and lithographed in many colors. They are supplied to merchants in desired quantities, imprinted with their name and address, to be mailed or distributed by the stores to customers and prospects. They are furnished free of expense to the merchant and prove a great sales help.

There is not sufficient space in this catalog to fully describe the full scope of Waterman's advertising plans. This is clearly outlined in a separate pamphlet on Advertising which will be forwarded upon request.



## The Care of a Pen



**T**HE fact must be recognized that a fountain pen requires care.

Persons using a fountain pen for the first time often do not realize this. Even those who have used fountain pens for years sometimes neglect to accord their pens the consideration they must be given if they are to write perfectly at all times.

The simplicity of Waterman's Ideal Fountain Pen lessens the chance of its getting out of order but even Waterman's must be given care if the best results are desired.

Because of this, no fountain pen sale has been properly made unless the buyer is cautioned that he must care for his pen and instructed how to care for it.

He should be told that when filling the self-filling type the gold pen should be completely immersed in Waterman's Ink and left in the ink for two seconds after the lever has been snapped into place, otherwise the filling operation will not be complete.

If he buys a regular, pocket type or safety, he should be carefully instructed how to fill it and his attention called to the "instruction sheet" which accompanies every Waterman's Pen.

He should be told never to attempt to remove or regulate the gold pen or feed which have been scientifically adjusted by skilled workmen, that if the action or flow of ink are not exactly as desired, to send the pen to us and we will adjust it without charge.

He should be told that the vent holes in the cap should always be kept free from dust or dirt and that if the regular type is used for desk purposes, if the vent holes are filled with wax—which we supply—evaporation of ink will be prevented.

He should be told that the self-filling, regular and pocket types when stored in the pocket should be in an upright position, with vent holes open to permit the evaporation of moisture due to the heat of the body, that the safety type may be carried in any position as no evaporation is possible.

He should be told how to cleanse his pen, that the point section, the gold pen and spoon feed should occasionally be given a thorough cleansing to remove particles of dust that are apt to accumulate and prevent a free flow of ink. Cold water and a few drops of ammonia should be used, hot water never, as it destroys the lustre on the rubber.

After cleansing or filling, the thread and barrel should be thoroughly dried.

To thoroughly cleanse the self-filling type, all that is necessary is to insert the point in cold water and operate the lever up and down, forcing the water in and out through the feed until clean.

The safety type may be cleaned by permitting ink to drop out of barrel and then allowing pen to remain for a short time in half a glass of cold water, it will cleanse itself.

If the inside of the cap becomes soiled, a thin cloth or piece of tissue paper wrapped about a match and inserted will remove all ink deposit.

A reference to pages 16, 36, 41, 47 which show the detail of construction of all types of Waterman's Pens—will make these instructions very clear.

## *Pens as Prizes*



**D**URING the past few years there has developed a strong tendency to offer prizes as a reward for more efficient effort.

Many manufacturers, intent on stimulating greater effort among their salesmen, offer prizes to those excelling in special tasks: to men selling the greatest amount in a given territory, to men increasing their sales on a given character of products, to men making the best territorial reports. Manufacturers find a dozen reasons for offering a special reward.

The same is true of merchants. They offer special prizes for definite accomplishment.

Insurance companies award hundreds of prizes to solicitors as a reward for greater effort and bigger results.

There is no form of award that can be offered to greater advantage than a Waterman's Ideal Fountain Pen.

Here is an opportunity many merchants overlook that may be taken advantage of with a most satisfactory profit return.

The fact that the actual value of a Waterman's Ideal Fountain Pen is always evident makes Waterman's a most desirable award on occasions of this kind.

This catalog will prove of advantage if shown to those desiring to purchase a number of pens for award purposes and who do not find in your stock styles exactly suitable for their purpose.

On quantity orders, such as these, individual or firm names (not exceeding two lines) will be imprinted at special prices which will be quoted upon application.

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# Waterman's Ideal Fountain Pen

Waterman's Ideal Fountain Pen has achieved world-wide popularity because they are ruggedly built by Waterman's craftsmen to deliver perfect writing. Each nib made of 14 kt. gold, tipped with the very finest grade of carbide, maintains a patented, patented delivery ink in an even steady flow until the very last drop is used up. Holders made of light weight, non-inflammable, non-proof Para rubber which assure a definite writing comfort and balance not found in other pens. A simple, efficient device with the extra large ink reservoir quickly and conveniently Waterman's writing instruments have been fully guaranteed against all defects since they were first made in 1887. Pens shown below are in actual sizes but in approximately one-quarter reduced size.

## WATERMAN'S No. 7 COLOR BAND CHART

|  |
|--|
| <b>RED BAND</b><br>—Standard<br>No. 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 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2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, |
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# Waterman's "Treasure Chest"

There is a Waterman's Automatic Pencil to match each and every

Waterman's Fountain Pen—the combination set being sold in the attractive "Treasure Chest" gift case illustrated herewith. Case is made of light but sturdy metal covered with green and lined with handsome tan plush. The combination pen and pencil set shown above is Waterman's TX 01852 V, two-tone Ripple-Rose which sells for \$5.50 for the set—and set shown to the right is Waterman's TX 94, two-tone Ripple Bluegreen which sells for \$7.00 for the set.



## Waterman's Guro's Health Desk Set

There is a Guro's Health Desk Set in any position, in any color, in any size, in any shape, in any material, in any price. There are also hundreds of other desk sets to choose from.



No. 7262—  
1 x 4 1/2" B. ink  
(variegated) Marble or Onyx, gold finish frame and wire plate. \$19.00 complete.



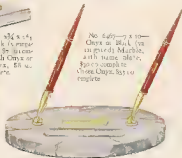
No. 6043—3 1/2 x 4 1/2"  
Onyx or Black (variegated) Marble, 9/16" complete. French Onyx or Green Onyx, \$14.00 complete.



No. 6044—3 1/2 x 4 1/2"  
Green Onyx, Hard Rubber Green, \$ 8.00 complete. White Onyx or Black (variegated) Marble case, \$19.00 complete.



No. 6042—  
4 x 6"—French Onyx Black (variegated) Marble or Onyx, \$19.00 complete.



No. 6041—3 1/2 x 4 1/2"  
Onyx or Black (variegated) Marble, with same plate, \$19.00 complete. Green Onyx, \$19.00 complete.

## Waterman's Ideal Inks

Compared with the very best of other fountain pen inks that are sold from a dozen countries to give uniform in color, flow and consistency. Made in Blue Black and Jet Black permanent, non-bleeding and ink for the white it is essential that the writing be permanent in a permanent liquid state, red is Green, Violet, Red and Blue for other uses. Sold in 1 oz. and 2 oz. bottles. 1 gal. 100% pure and permanent—also 100% pure and permanent, 1 gal. pick up in a minute, convenient, permanent in tone.



# A Waterman's Show Case will be one of your very Best Salesmen!

A WATERMAN'S SHOW CASE will not only add immeasurably to the general attractiveness of your store but will prove one of your very best pen and pencil salesmen! In fact, the merchant who has been able to do a fair pen business without a show case, very often doubles his sales when he uses a Waterman's show case for the exclusive display of Waterman's Pens, Pencils, and Inks—as it should be used.

And we are, therefore, anxious to furnish you an attractively designed, well constructed and beautifully finished show case, with trays to fit, at actual cost to us to manufacture it.

You will find on the following pages illustrations of Waterman's show cases in a variety of designs and capacities and in finishes that will suit your store trim—all of the cases being built in our own factory by master cabinet makers and with the same expert care and attention to details that we use in the manufacture of our pens, pencils, and inks.

Any of our sales representatives will be very glad to fully explain to you just how you can obtain a Waterman's show case—or write

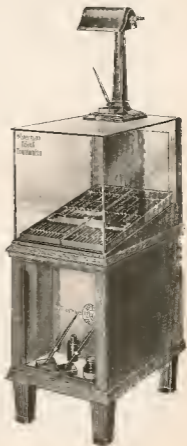
## L. E. Waterman Company

191 Broadway  
New York City

129 So. State Street  
Chicago, Ill.

40 School Street  
Boston, Mass.

609 Market Street  
San Francisco, Cal.



SHOW CASE No. 6

Size over all: 17 inches wide; 24 inches deep; 42 inches high. Displays 6 dozen Waterman's Ideal Fountain Pens (including space for 2 Combination Sets) on two No. 21 trays. Slide-down mirrored door in back. Lower display compartment—inside: 13 inches wide; 8 inches deep; 15 $\frac{1}{2}$  inches high, with a sliding plate glass door in front and highly polished wood back and sides. Storage compartment in back. Show Case finished in Oak, Mahogany, or Walnut.

# A Waterman's Show Case, Properly Used,

## SHOW CASE No. 2

Size over all:  $8\frac{1}{2}$  inches wide;  $9\frac{1}{4}$  inches deep;  $17\frac{3}{4}$  inches high. Displays 2 dozen Waterman's Ideal Fountain Pens on a hinged, swing-down, plush covered tray—and including 1 Combination Set in Treasure Chest on a stationary shelf above. Door in back that swings down far enough to allow easy access to hinged display tray (same arrangement as in Show Case No. 4). Strip of plush top of swing-down door forms a background to shelf. Show Case finished in Oak, Mahogany or Walnut.

## SHOW CASE No. 4

Size over all:  $15\frac{1}{2}$  inches wide;  $9\frac{1}{4}$  inches deep;  $17\frac{1}{2}$  inches high. Displays 4 dozen Waterman's Ideal Fountain Pens on a hinged, swing-down, plush covered tray—and including 2 Combination Sets on stationary shelf above. Door in back that swings down far enough to allow easy access to hinged display tray. Strip of plush top of swing-down door forms a background to stationary shelf. Show Case finished in Oak with green plush and Mahogany or Walnut with gray plush.



SHOW CASE No. 4 (back closed)



SHOW CASE No. 2



SHOW CASE No. 4 (back lowered)

A Proper Display of Pens in Your Store is



# Will Double Your Waterman's Business!

## SHOW CASE No. 12

Size over all: 31 inches wide; 24 inches deep; 42 inches high. Displays 12 dozen Waterman's Ideal Fountain Pens (including space for 4 Combination Sets) on four No. 21 trays. Slide-down mirrored door in back. Display compartment in lower front—inside: 25 inches wide; 9½ inches deep; 13½ inches high, with a sliding plate glass door in front and highly polished wood back and sides. One full width drawer and a storage compartment with two hinged, swing-out doors, back of lower compartment. Show Case finished in Oak, Mahogany or Walnut. Equipped for electric lighting, if desired.



SHOW CASE No. 12

## SHOW CASE No. 24

Size over all: 60 inches wide; 24 inches deep; 42 inches high. Displays 24 dozen Waterman's Ideal Fountain Pens (including space for 8 Combination Sets) on eight No. 21 trays. Two slide-down, mirrored doors back of upper display compartment. Display compartment in lower front—inside: 55 inches wide; 7½ inches deep; 14½ inches high, with sliding plate glass doors in front and highly polished wood in back and sides. Eight storage drawers, four to a tier, in back of lower compartment. Show Case finished in Oak, Mahogany or Walnut. Equipped for electric lighting, if desired.

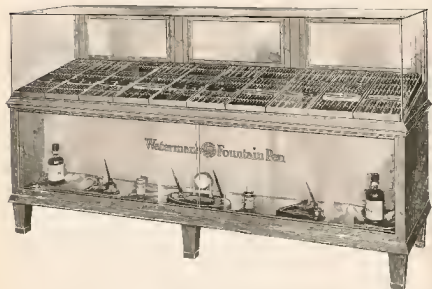


SHOW CASE No. 24

is as Important as Your Window Display

# Show Cases Multiply Waterman's Sales

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## SHOW CASE No. 30

Size over all: 73 $\frac{3}{4}$  inches wide; 24 inches deep; 42 inches high

Displays 30 dozen Waterman's Ideal Fountain Pens (including space for 10 Combination Sets) on ten No. 21 trays. Three slide-down, mirrored doors back of upper display compartment.

Display compartment in lower front—inside: 69 inches wide; 7 $\frac{3}{4}$  inches deep; 14 $\frac{1}{2}$  inches high, with sliding plate glass doors in front and highly polished wood back and sides. Twelve storage drawers, four to a tier, in back of lower compartment.

Show Case No. 30 finished in Oak, Mahogany or Walnut.

Equipped for electric lighting if desired.

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## And Greatly Decrease Your Selling Effort!

