TO DEALER

Please put this catalogue in your show case drawer and keep it there for reference

Elewaterman Co.

FILE DISCOUNT SHEET SEPARATELY
Waterman's Ideal Fountain Pen

Waterman Co., 1730 Broadway

Broadway "The Pen Corner" Cortlandt St.
New York, U.S.A.

Boston Chicago San Francisco Oakland Montreal
Vienna Santiago Buenos Ayres Mexico, D.F.

ANY of the world’s great achievements originated in a dream. First comes the appreciation of a great universal need; next, the dream solution; and, sometimes, though infrequently, there follows the realization—often after the dreamer is no more. Mr. L. E. Waterman, inventor of Waterman’s Ideal Fountain Pen, was one of such, but he lived to see the development of many of his plans.

First there came to him an appreciation of the world’s need. Here was all mankind a slave to the ink bottle. The time and energy, throughout the world, wasted in the dipping of pens in ink was almost beyond calculation. The “dip pen” was ever inconvenient and unready. There was every reason why mankind should be supplied with a pen that required no dipping.

Fountain pens had been known for many years, but, as they had not given satisfactory service the world would have none of them, and the journeys of millions of pens, from paper to ink bottle, continued.

Mr. Waterman saw the need and realized that the fountain pen would fulfil it if made to give satisfaction, and resolved to make the pen as it should be made.

The fountain pen was not invented by Mr. Waterman, but the application to the fountain pen, of the principle of the feed of the split reed, was originated by him, and to him is due the credit for making the fountain pen a practical writing instrument.

When, in 1883, he had completed his first pen, he termed it “Ideal”. Now this was, and ever has been, more than word, as there is always an ideal to be maintained in the making of Waterman’s Ideal Fountain Pens; the ideal being to make a pen which gives perfect service to the average man.
So in making his pen Mr. Waterman made it simple and of the fewest parts possible. He knew that ink was a difficult and dangerous liquid to carry in the pocket, and that even a small amount of it could cause damage out of all proportion to the quantity employed. He knew also that as most ink dries it forms a gum, which, in time, resolves itself almost into cement.

He refused, therefore, to entertain any of the ingenious ideas which, in manufacture, promised the millennium in fountain pens, and which would have fulfilled it if the pen were to contain water instead of ink.

The Ideal must stand for simplicity, safety and service.

The making of a superior article is only one-half of the battle. When Mr. Waterman had produced a fountain pen that would give perfect service, there was no disposition on the part of the public to rush in and buy it. They were sold, a pen at a time, only by the most strenuous effort.

Mr. Waterman believed, however, that his pens were his missionaries. The Ideal was rigidly adhered to; the pens gave satisfaction, and their owners, with unstinted praise, helped to make Waterman’s Ideal pen far easier to sell.

An ideal established in the making was followed by an ideal in selling. In order to pay the rental of the modest quarters which he occupied, Mr. Waterman was obliged to sell pens; but he was unwilling to hold the money of the person who was dissatisfied with the purchase. Every buyer fully understood “If your pen does not suit you, bring it back and exchange it, or we will return your money.” Such a business was bound to grow, and grow it did. When the receipts finally began to exceed the expenditures, Mr. Waterman began to advertise in a modest way, and to employ salesmen as the business increased. As the results of the selling force became more effective, relations with the trade assumed increasing importance. Thus, was the Ideal broadened to include relations with the dealer.

Mr. Waterman had observed the tendency to cut the price on advertised articles, and realized that price-cutting not only robbed the dealer of his legitimate profit, but destroyed his incentive to push the goods and give the necessary care. He resolved that his business should not suffer from this practice. In this, however, there were difficulties to be surmounted. It was unfair for the dealer to sign a rock-ribbed agreement not to cut prices on goods he had purchased,
when there was a possibility that he would not be enabled to sell them at list prices. Therefore, Mr. Waterman announced that he would sell only to dealers who would agree to maintain prices, and that he would buy back any, or all, unsold pens in stock, at the full price paid for them.

Here, then, was a three-sidedIdeal: to make an Ideal writing instrument, and to hold Ideal relations with the public and with the trade. The business, launched with this fairness and energy by Mr. Waterman, soon showed, in the hands of his successors, the results which were confidently expected.

In twenty-four years the business has progressed from one with desk space in a cigar store, in Fulton Street, to the occupancy of two entire buildings of thirty-one thousand square feet of floor space, on one of New York’s greatest corners. The corner of Broadway and Cortlandt Street is now universally known as “The Pen Corner”, owing to its identification with the largest fountain pen manufacturers in the world and their ecumenical advertising. Branch stores have been established in the principal cities of the United States, Canada, Mexico and South America. The ocean has proven to be no barrier, and, from headquarters in London, pens are distributed to the principal cities of Great Britain, and to the branch stores and dealers throughout the continent.

The output has grown from six dozen pens in 1883, until in 1907 the value of pens sold was $2,500,000.00.

Here indeed, then, is an Ideal and its realization.

Mr. Waterman died in 1901. During the year of his death, in the business which he had inaugurated, pens were sold to the retail value of $600,000.00; he had received twenty gold medals, each being the highest award for superiority, and, taken all in all, his was one of the finest records attained by any of the great American inventors.

The ideals which have made the past history of Waterman’s Ideal Fountain Pen still govern the business. It ever was, is now, and always will be the aim of the L. E. Waterman Company to make and sell a simple and serviceable fountain pen, and to maintain mutually satisfactory business relations with the trade and the public.
Some Awards Received in Competition with the World from 1881 to 1903

1881 Mechanics Institute, N.Y., Excellence
1884 Mechanics Institute, N.Y., Superiority
1885 Mechanics Institute, N.Y., Special
1886 Mechanics Institute, N.Y., Superiority
1887 Mechanics Institute, N.Y., Superiority
1888 Mechanics Institute, N.Y., Superiority
1889 Mechanics Institute, N.Y., Excellence
1889 Exposition Universelle, Paris, Highest
1893 World's Columbian Exposition, Chicago
1894 California Mid-Winter, San Francisco
1895 Cotton States International, Atlanta, Ga.
1897 Tennessee Centennial, Nashville

Key: B, Bronze; G, Gold; S, Silver
1893 Trans-Mississippi, Omaha, Neb.  
1900 International Exposition, Paris  
1903 Glasgow International Exhibition  
1901 Pan-American Exposition, Buffalo, N. Y.  
1902-3 Inter-State Expos'n, Charleston, S.C.  
1904 Osaka Exposition, Osaka, Japan  
1904 Louisiana Purchase, St. Louis, Mo.  
1905 Lewis & Clarke, Portland, Ore.  
1905 Dominion Exposition, Halifax, N. S.  
1906 International Exposition, Milan, Italy  
1907 International Book & Paper Exp., Paris  
1907 Jamestown Exposition, Norfolk  

Key: b, Bronze  
  g, Gold  
  s, Silver
"To be simple is to be great." — Emerson

Five Simple Parts. The highest grade materials manufactured, by the best of skilled craftsmen, into five simple yet mechanically perfect parts, carefully assembled in a technical manner, have made Waterman’s Ideal “The World’s Standard Writing Instrument.”

The four rubber parts are made from the very finest grade of Para rubber that can be bought by our representatives visiting the South American forests. In process of manufacture, these parts pass through no less than 130 careful operations, each being the work of the highest class of skilled mechanics.

The Barrel, Section A, bears our trade mark—your guarantee—and is finished in a very high polish, and made with the largest possible ink capacity.

The Point Section, Section B, in which the gold pen and spoon feed are carefully fitted, screws firmly into the barrel, leaving no shoulder whatever, at the point.

The Spoon Feed, Section C, is described on following page.

The Gold Pen, Section D, is made of 14-karat gold, by a well-trained corps of skilled mechanics, who have devoted a lifetime to the art of evolving this product of the craftsman’s skill. The gold pen, from start to finish, passes through 80 operations and, upon completion, is absolutely perfect. Being hand-tempered and the point tipped with specially selected iridium—the hardest known metal—renders the point permanently durable, and never-changing in its character.

The Cap, Section E, is finished exactly like the barrel, and fits over the pen point and section, gripping the barrel firmly.

The five parts are carefully assembled, in a separate department, then minutely inspected; and the finished pen, having passed this department, bears our permanent guarantee.

Thus, has been made possible the combination of pen and ink into one, designed to be carried by the writers of the world, and to serve them faithfully and continually.
The Spoon Feed and the Clip-Cap. Two distinctive L. E. Waterman Company patented features which made possible the wonderful success and ecumenical use of Waterman's Ideal. Each serves to attain a superiority that has never been reached in any other writing instrument, in the world.

The Spoon Feed, with its various grooves and pockets, is made solid, from a perfect piece of the best vulcanized Para rubber. It removed the last objection that was ever pronounced in connection with the fountain pen. It regulates automatically, by the act of writing, a capillary flow of ink, to the very point of the pen, as required, and this to the last drop in the barrel. The pockets, being arranged scientifically, hold any surplus flow of ink, which may be caused by the heat of the hand, until carried off in writing, or set back into the barrel, thus eliminating the last possibility of overflow.

The principle is one that is deducted from the split reed—one of the earliest known writing methods of man—and its application, in the Spoon Feed, to the fountain pen, in patents which fully protect it from general use, was founded by Mr. L. E. Waterman.

The Clip-Cap, identified only with Waterman's Ideal Fountain Pen, was designed as the most compact and effective attachment to prevent loss from the pocket, or the pen rolling when laid on any surface. "The Pen with the Clip-Cap" is a phrase now universally known and connected with our pens. Its use and appearance, in the pocket, has become a general fad, but, owing to its service, one that will last forever. This is another of the extremely simple Waterman patents, which may be attached to any of our pens, and, in use, is a positively effective device that firmly grips the pocket, protecting the pen against loss, but allowing it to be very easily and handily removed. In all, it is an exceptionally low rate for fountain pen insurance, that lasts indefinitely.
KEY TO OUR NUMBER SYSTEM

Our simple system of numbering has been planned to aid the trade in the quick determination of a size or style of pen, aiding materially in its sale, as well as in ordering, stock taking, etc. Each figure in the number, on the butt end of every Waterman’s Ideal Fountain Pen, invariably represents a fixed size or style of the several parts, as shown below (the numbers are divided into units, tens and hundreds, from right to left).

2 The figure in the Unit Column indicates the size of the gold pen contained in the holder.

22 The figure in the Tens Column indicates the shape of the holder.

402 The figure in the Hundreds Column indicates a metal mounting and its style.

0512 The prefix 0 indicates Gold Filled.

12P The suffix P indicates Pump-Filling styles.

12V The suffix V indicates Vest Pocket sizes.

12S The suffix S indicates Safety styles.

The Finish of the holder or the Design of the mounting, however, is always indicated by the addition of a descriptive word; for instance, “Black”, “Mottled”, etc., on the unmounted pens, “Chased”, “Barleycorn”, etc., on the mounted pens.

The Size of the Gold Pen
Is indicated by the figure in the Unit Column of all numbers
viz.: No. 214 carries No. 4 gold pen

No. 2    No. 3    No. 4    No. 5    No. 6    No. 7    No. 8
The Shape of the Holder
Is indicated by the figure in the Tens Column of all numbers

viz.: No. 24 would be taper cap
and a No. 4 gold pen

Straight Cap Holders
Indicated by 0 in the tens column

Cone Cap Holders
Indicated by 1 in the tens column

Taper Cap Holders
Indicated by 2 in the tens column

Desk Holders
Indicated by 4 in the tens column

The Metal Mounting and Its Style are indicated
by the figure in the Hundreds Column of all numbers

vix.: No. 314 would be half-gold-mounted, cone cap
and a No. 4 size pen

Half Silver Mounted
Indicated by 2 in the hundreds column

Half Gold Mounted
Indicated by 3 in the hundreds column

Full Silver Mounted
Indicated by 4 in the hundreds column

Full Gold Mounted
Indicated by 5 in the hundreds column

The prefix Ø when included in the number indicates Gold Filled
vix.: Ø324 would be gold-filled, half-gold-mounted, taper cap, No. 4 size gold pen

On the following pages are reproduced, exactly, illustrations of
the various sizes of gold pen points, shapes of the various styles of
holders, a complete line of styles and mounting, etc., to which this
forms a complete key.
Cone Cap Holders

In all sizes

Size 12  Size 13  Size 14  Size 15  Size 16  Size 17  Size 18

(Illustrations actual size)

Showing sizes of holders, indicating ink-holding capacity, and relative sizes of gold pens.
Straight Holders

In all sizes

Size 2  Size 3  Size 4  Size 5  Size 6  Size 7  Size 8

(Illustrations actual size)

Showing sizes of holders, indicating ink-holding capacity, and relative sizes of gold pens.
Taper Cap Holders

In all sizes

Size 22
Size 21
Size 24
Size 25
Size 26
Size 27
Size 28

(Illustrations actual size)

Showing sizes of holders, indicating ink-holding capacity, and relative sizes of gold pens
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<th>Mottled</th>
<th>Hexagon</th>
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*Illustrations are size of No. 4.*

*Comparator sizes shown on page 18.*
Cone Cap

Plain

No. 12........... $2.50
No. 11........... 1.50
No. 14........... 4.00
No. 15........... 5.00
No. 16........... 6.00
No. 17........... 7.00
No. 18........... 8.00

Chased

No. 12........... $2.50
No. 11........... 1.50
No. 14........... 4.00
No. 15........... 5.00
No. 16........... 6.00
No. 17........... 7.00
No. 18........... 8.00

Mottled

No. 12........... $2.50
No. 11........... 1.50
No. 14........... 4.00
No. 15........... 5.00
No. 16........... 6.00
No. 17........... 7.00
No. 18........... 8.00

Cardinal

No. 12........... $2.50
No. 11........... 1.50
No. 14........... 4.00
No. 15........... 5.00
No. 16........... 6.00
No. 17........... 7.00
No. 18........... 8.00

Illustrations are size of No. 14

Comparative sizes shown on page 17
### Straight Holders

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<td>Black V</td>
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<th>Price</th>
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<td>$5.00</td>
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Illustrations shown are size of No. 4 V.
Comparative sizes of pen points on page 18

### Vest Pocket Styles

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<tbody>
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<td>14</td>
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<td>15</td>
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<table>
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Illustrations shown are size of No. 14 V.
Comparative sizes of pen points on page 17
Plain
No. 41.......... $1.50
No. 44.......... 4.00
No. 45.......... 5.00
No. 46.......... 6.00

Illustrations are size of No. 44

Mottled
No. 41.......... $1.50
No. 44.......... 4.00
No. 45.......... 5.00
No. 46.......... 6.00

Threaded
No. 41.......... $1.50
No. 44.......... 4.00
No. 45.......... 5.00
No. 46.......... 6.00

Desk

Holders

Sectional View
Showing cap on pen
All sizes furnished with caps at prices as listed

Comparative sizes indicated on page 19.
Cone Cap Self-filling Pump Pens Holders

Plain Chased Mottled

No. 12 $1.00 No. 12 $1.00 No. 12 $1.00
No. 14 4.00 No. 14 4.00 No. 14 4.00
No. 15 5.50 No. 15 5.50 No. 15 5.50
No. 16 6.50 No. 16 6.50 No. 16 6.50
No. 17 7.50 No. 17 7.50 No. 17 7.50
No. 18 8.50 No. 18 8.50 No. 18 8.50

Illustrations are size of No. 14 pen.

See page 46 for description.
Made also in Cardinal at same prices as Plain
See page 36 for Silver Mounted

Comparative sizes shown on page 17
Gold-mounted

Plain Bands
No. 2 G. M........ $1.50
No. 3 G. M........ 4.50
No. 4 G. M........ 5.00
No. 5 G. M........ 7.00
No. 6 G. M........ 7.00

Ribbed Bands
No. 2 G. M........ $1.50
No. 3 G. M........ 4.50
No. 4 G. M........ 5.00
No. 5 G. M........ 6.00
No. 6 G. M........ 7.00

Chased Bands
No. 2 G. M........ $1.50
No. 3 G. M........ 4.50
No. 4 G. M........ 5.00
No. 5 G. M........ 6.00
No. 6 G. M........ 7.00

Also with Plain Bands

Comparative sizes shown on page 18

Illustrations are size of No. 4
Gold-mounted Pens

<table>
<thead>
<tr>
<th>Model</th>
<th>Gold-Filled</th>
<th>Plain Bands</th>
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<td>G.M.</td>
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<tr>
<td>No. 14</td>
<td>G.M.</td>
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</tr>
<tr>
<td>No. 15</td>
<td>G.M.</td>
<td>6.00</td>
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<tr>
<td>No. 16</td>
<td>G.M.</td>
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<table>
<thead>
<tr>
<th>Model</th>
<th>Gold-Filled, Chased Bands</th>
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<td>G.M.</td>
<td></td>
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<tr>
<td>No. 14</td>
<td>G.M.</td>
<td></td>
</tr>
<tr>
<td>No. 15</td>
<td>G.M.</td>
<td></td>
</tr>
<tr>
<td>No. 16</td>
<td>G.M.</td>
<td></td>
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Cone Cap Holders

<table>
<thead>
<tr>
<th>Model</th>
<th>Gold-Filled, Chased Bands with Nameplate</th>
<th>$8.00</th>
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</thead>
<tbody>
<tr>
<td>No. 14</td>
<td>G.M.</td>
<td></td>
</tr>
<tr>
<td>No. 15</td>
<td>G.M.</td>
<td></td>
</tr>
<tr>
<td>No. 16</td>
<td>G.M.</td>
<td></td>
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<td>No. 17</td>
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<td>No. 19</td>
<td>G.M.</td>
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<table>
<thead>
<tr>
<th>Model</th>
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<tbody>
<tr>
<td>No. 12</td>
<td>G.M.</td>
</tr>
<tr>
<td>No. 14</td>
<td>G.M.</td>
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<tr>
<td>No. 15</td>
<td>G.M.</td>
</tr>
<tr>
<td>No. 16</td>
<td>G.M.</td>
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</table>

Illustrations are size of No. 14

Comparative sizes shown on page 17
Gold-mounted

Gold Filled, Narrow Band
No. 12 G.M.M. ..... $1.50
No. 13 G.M.M. ..... 4.50
No. 14 G.M.M. ..... 5.00
No. 15 G.M.M. ..... 6.00
No. 16 G.M.M. ..... 7.00

Solid Gold, Wide Band
No. 12 G.M.M. ..... $8.00
No. 14 G.M.M. ..... 10.00
No. 15 G.M.M. ..... 12.00
No. 16 G.M.M. ..... 15.00

Solid Gold, Scroll Band
No. 12 G.M.M. ..... $8.00
No. 14 G.M.M. ..... 10.00
No. 15 G.M.M. ..... 12.00
No. 16 G.M.M. ..... 15.00

Solid Gold, Fancy Band
No. 12 G.M.M. ..... $8.00
No. 14 G.M.M. ..... 10.00
No. 15 G.M.M. ..... 12.00
No. 16 G.M.M. ..... 15.00

Cone Cap Holders

Solid Gold
No. 12 G.M.M. ..... $6.50
No. 14 G.M.M. ..... 8.00

Illustrations are size of No. 14
Comparative sizes on page 17
Gold-mounted
Taper Cap Holders

Illustrations are size of No. 24

Comparative sizes are shown on page 19
Lace
No. 214...........$8.00

Rose Wreath
No. 214...........$8.00

Heavy Flower
No. 214...........$8.00
In Rose or Lily Pattern

Cone Cap Holders

Illustrations are size of No. 214

Comparative prices on page 17
Half Silver Covered

Taper Cap Holders

Barley Corn
No. 222............. $8.00
No. 224.............. $7.50

Cable Closed
No. 222............. $6.00
No. 224.............. $9.00

Indian Scroll
No. 224............. $9.00

Rose Wreath
No. 224............. $9.00

Illustrations are size of No. 224

Comparative sizes on page 19
Half Silver Covered Taper Cap Holders

Golphi
No. 224........ $9.00

Closed
No. 222........ $6.00
No. 224........ 8.00

Plain
No. 402........ $5.00
No. 404........ 8.00

Full Silver Covered Straight Holders

Bartlet Corn
No. 402........ $5.00
No. 404........ 8.00

Illustrations are size of No. 224
Comparative sizes shown on page 19

Illustrations are size of No. 404
Comparative sizes shown on page 18
Full Silver Covered

Straight Holders

<table>
<thead>
<tr>
<th>Puritan</th>
<th>Golfph</th>
<th>Chased</th>
<th>Indian Scroll</th>
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Illustrations are size of No. 404

Comparative sizes shown on page 18
Full Silver Covered

Straight Holders

Henry Flower
No. 404...........$12.00
Repousse
No. 404...........$11.00
Cable Chased
No. 402...........$7.50
Barley Corn
No. 402...........$5.00

Illustrations are size of Nos. 404 and 402

Comparative sizes shown on page 18
Full Silver Cone Cap Holders

<table>
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<th>No.</th>
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<tr>
<td>415</td>
<td>8.50</td>
</tr>
<tr>
<td>416</td>
<td>9.50</td>
</tr>
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<td>417</td>
<td>11.00</td>
</tr>
<tr>
<td>418</td>
<td>12.00</td>
</tr>
</tbody>
</table>

Filigree, Black

Filigree, Cardinal

Covered Taper Cap Holders

<table>
<thead>
<tr>
<th>No.</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>424</td>
<td>$12.00</td>
</tr>
<tr>
<td>424</td>
<td>$15.00</td>
</tr>
</tbody>
</table>

Chased

Snake

Illustrations are size of Nos. 414 and 424

Comparative sizes shown on pages 17 and 19
Full Silver Covered

Pineapple
No. 424......$12.00
Also Gold Filled
No. 6324......$15.00
Solid Gold
No. 524......$15.00

Rose Wreath
No. 424......$12.00

Half Gold Covered

Pump, Filigree, Black
No. 412 P.......$5.10
No. 414 P.......7.50
No. 415 P.......9.00
No. 416 P.......10.00

Chased Filigree
No. 6314......$8.00
Solid Gold
No. 114......$20.00

Comparative sizes shown on pages 17 and 19

Illustrations are size of Nos. 424, 414 P and 114
Half Gold

Taper Cap Holders

Covered

Plain
No. 0322.............85.00
No. 0324.............7.50
Solid Gold
No. 122.............$10.00
No. 124.............15.00

Barley Corn
No. 0322.............65.00
No. 0324.............8.50
Solid Gold
No. 122.............$15.00
No. 124.............20.00

Plain Wreath
Solid Gold
No. 124.............$16.00

Chased
No. 0322.............87.50
No. 0324.............10.00
Solid Gold
No. 124.............$25.00

Illustrations are size of No. 124

Comparative sizes shown on page 19

17
Half Gold Covered

Gold-mounted Pearl

Taper Cap Holders

Rose Wreath
Solid Gold
No. 124 .......... $25.00

Golph
Solid Gold
No. 0245 ........ $10.00

Puritan
Gold Mounted
No. 0244 .......... $10.00

Also in Case Cap Style
No. 612 ......... $6.00
No. 614 ......... $7.50

Comparative sizes on page 19

Illustrations are size of Nos. 124 and 624
Full Gold

Golf
No. 0502......... $15.00
No. 0504......... $15.00
Solid Gold
No. 504......... $40.00

Illustrations are size of No. 504

Puritan
No. 0502........ $10.00
No. 0504........ $15.00

Covered

Reposée
Solid Gold
No. 504........ $40.00

Rose
Solid Gold
No. 504........ $45.00

Comparative sizes shown on page 18
Full Gold

Plain
No. 0602........ $7.50
No. 0604........ 10.00

Solid Gold
No. 504........ $25.00

Plain Wreath
Solid Gold
No. 504........ $20.00

Straight Holders

Bagley Corn
No. 0602........ 8.00
No. 0604........ 12.00

Solid Gold
No. 504........ $10.00

Covered

Chased
No. 0604........ $10.00
No. 0604........ 35.00

Solid Gold
No. 504........ $15.00

Illustrations are size of No. 504

Comparative sizes shown on page 18
Full Gold

Grecian

Solid Gold

No. 504............. $45.00

Filigree, Black

No. 512............. $10.00
No. 514............. 12.50
No. 515............. 15.00
No. 516............. 18.00

Solid Gold

No. 514............. $25.00
No. 515............. 10.00
No. 516............. 40.00

Illustrations are size of Nos. 504, 514 and 524

Covered

Chased Filigree

No. 514............. $15.00

Solid Gold

No. 514............. $15.00

Panay

No. 524............. $35.00

Comparative sizes shown on pages 17, 18 and 19
Taper Cap Holder

Colonial
Solid Gold
No. 322 $12.00

Colonial
Silver
No. 412 $8.00 No. 414 $9.50
Solid Gold
No. 514 $45.00
Half Mounted—Silver
No. 212 $5.00 No. 214 $6.50

Illustrations are size of No. 322 and No. 514

Mounted Styles

Majestic
No. 0512 $15.00
No. 0514 $16.50
Solid Gold
No. 514 $55.00
Half Mounted—Solid Gold
No. 514 $20.00

Plain
No. 0512 $8.50
No. 0514 $10.00
Solid Gold
No. 514 $10.00

Cone Cap Holders

Comparative sizes shown on pages 17-19
Chatelaine Pen

A most practical style for ladies' use. Can readily be carried pinned to the dress; is always convenient and ready to write by unscrewing the barrel from the cap. If desired the cap also may be slipped off of the lip of the neat little, fleur-de-lis design, gold pin to which it is attached.

Made in 6 sizes, each with 2 gold bands.

Prices include pins.

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 12</td>
<td>Chatelaine</td>
<td>$5.00</td>
</tr>
<tr>
<td>No. 14</td>
<td></td>
<td>7.00</td>
</tr>
<tr>
<td>No. 15</td>
<td></td>
<td>8.50</td>
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<tr>
<td>No. 16</td>
<td></td>
<td>9.50</td>
</tr>
<tr>
<td>No. 17</td>
<td></td>
<td>11.00</td>
</tr>
<tr>
<td>No. 18</td>
<td></td>
<td>12.00</td>
</tr>
</tbody>
</table>

Name plate on top band for engraving.

Illustration is size of No. 14. Comparative sizes shown on page 17.
Safety Pen

A style that can be carried in any position, upside down, right side up, side ways or end ways, and cannot spill.

All the superior features and patented parts in the regular Waterman's ideals are combined in this fountain pen, in addition to it being so made that the gold pen conveniently screws back into the barrel permitting the cap to screw down on the open end and positively seal the barrel.

An excellent style for ladies' use as they may be carried in purse, hand-bag or trunk with perfect safety. A general traveling style of fountain pen.

Made in 3 styles and 6 sizes as described, with increasing ink capacities and sizes of gold pens.

---

Actual size No. 12, Vest Safety, Plain—closed

This style in the 1 sizes shown

No. 12 v.s. (4 1/2 in.) .......... $1.00
No. 14 v.s. (4 1/2 in.) .......... $1.00
No. 15 v.s. (4 1/2 in.) .......... $1.00

Also in long sizes

No. 12 s. (5 in.) .......... $1.00
No. 14 s. (5 1/2 in.) .......... $1.00
No. 15 s. (5 1/2 in.) .......... $1.00

Made in Plain, Chased, Mustard and Cardinal

---

Actual size No. 14, Vest Safety, g.m. —open

This style in the 1 sizes shown

No. 12 v.s.g.m. (4 1/2 in.) .......... $4.00
No. 14 v.s.g.m. (4 1/2 in.) .......... $5.00
No. 15 v.s.g.m. (4 1/2 in.) .......... $6.00

Also in long sizes

No. 12 s.g.m. (5 in.) .......... $4.00
No. 14 s.g.m. (5 1/2 in.) .......... $5.00
No. 15 s.g.m. (5 1/2 in.) .......... $6.00

Made with 2 gold bands, Chased (as shown), or Plain, and with 1 Plain middle band

---

Actual size No. 415, Vest Safety, Filigree—open

This style in the 1 sizes shown

No. 412 v.s. (4 1/2 in.) .......... $5.50
No. 414 v.s. (4 1/2 in.) .......... $7.00
No. 415 v.s. (4 1/2 in.) .......... $8.50

Also in long sizes

No. 412 s. (5 in.) .......... $5.50
No. 414 s. (5 1/2 in.) .......... $7.00
No. 415 s. (5 1/2 in.) .......... $8.50
Check Book Pen

A perfect Waterman's Ideal, in miniature, which has met with great favor. Designed as a convenient size for vest pocket or purse use, for handiness in signing checks or making notes, or for compact combination with diary or pocket memorandum book.

<table>
<thead>
<tr>
<th>Style</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plain Black</td>
<td>$2.50</td>
</tr>
<tr>
<td>Plain Cardinal</td>
<td>$2.50</td>
</tr>
<tr>
<td>Filigree Mounted</td>
<td>$5.00</td>
</tr>
</tbody>
</table>

The Baby Pen

A perfect little Waterman's Ideal which is very satisfactory for general use where a small pen is required. A splendid style for children's use. One which is extensively used for birthday or christening gifts.
Pump-Filling Styles

A SELF-FILLING style of perfect action, without any complicated parts. Of the highest quality and finest manufacture, which the trade-mark guarantees.

In all the styles illustrated on page 25, and Filigree on page 36.

There are no soft rubber parts to be affected by acids in the ink.

The pump-filling pen is filled without the use of a dropper, by simply unscrewing the butt end of the holder, and, after inserting

the pen point in ink, slightly oscillating the small plunger. The ink is drawn right up into the barrel. When filled, the end may be readily screwed on again. The same operation, using water, cleans the inner parts of the pen. The small slot at the butt end (see page 25) permits a coin to be inserted for use in unscrewing the part easily.

Made with all styles and sizes of gold pens, and fitted with the superior Spoon Feed.

Made also with gold band on cap, at prices $1.00 higher than the plain styles shown on page 25.
Secretary Pen

This fountain pen is adapted particularly as a dainty style for library and writing desk purposes. Delicate, yet very strong and durable, and of that fineness and pattern which make it so popular and appropriate. Many writers find great permanent convenience in a small pen of this kind. A perfect and complete Waterman's Ideal of a de Luxe style for general use and particularly appropriate for ladies. In one size only and of the several styles shown below.

(illustrations actual size)

The Secretary Pen is of the regular Cone Cap wrtn in reduced size

<table>
<thead>
<tr>
<th>Showing pen closed</th>
<th>No. 12½ Closed</th>
<th>No. 12½ G. M.</th>
<th>No. 12½ Colonial</th>
<th>Solid Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$2.50</td>
<td>$3.50</td>
<td>$8.50</td>
<td></td>
</tr>
<tr>
<td>Also made in plain and mounted</td>
<td>Also with chased bands or one middle band</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Other styles of the Secretary Pens are:

<table>
<thead>
<tr>
<th>No. 12½</th>
<th>Solid Gold middle band</th>
<th>$6.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 21½ Colonial, 1½ silver covered</td>
<td>$8.00</td>
<td></td>
</tr>
<tr>
<td>No. 4½ Colonial, full silver covered</td>
<td>$12.50</td>
<td></td>
</tr>
<tr>
<td>No. 4½ Colonial, half silver covered</td>
<td>$13.50</td>
<td></td>
</tr>
<tr>
<td>No. 4½ Colonial, full gold covered</td>
<td>$18.00</td>
<td></td>
</tr>
<tr>
<td>No. 4½ Colonial, half gold covered</td>
<td>$22.50</td>
<td></td>
</tr>
<tr>
<td>No. 4½ Colonial, full gold covered</td>
<td>$25.00</td>
<td></td>
</tr>
</tbody>
</table>

For description see page 15 and 16. For styles of mounting see foregoing pages.
THE PEN AS A GIFT

For all the occasions that present themselves from the first to the last day of every passing year there is positively no other one article, among the staples of the world, that affords as useful, beautiful and appropriate a gift as a fountain pen. It is a lasting reminder of the giver, and in the hands of the receiver, is an object of great pride, whether in the possession of a youth or an elder.

That the standard quality, which has been recognized the world over for a quarter century, increases the value of the pen, to the receiver, is acknowledged by the donor in his selection of a Waterman's Ideal at an agreeable cost.

The gibes and slings of old have ceased where Waterman’s Ideals are known, and their distribution continues to grow year after year to permanently supplant all other tools for handwriting purposes.

The appropriateness increases with the consistency in preparation.

For College Students, Lodge Members or Fraternal Orders the Emblematic Mountings are exceptionally apropos.

Provincial Emblems are also always appreciated in their home countries, by the natives or travelers.

Handsome Sets, as suggested on page 52, are, without doubt, the finest gifts for Christmas, Weddings, etc., that can be conceived.

So on, with the Business Man, in his every branch, there is a special pen for every purpose;

The Professional Man;
The School Child;

And last, but not least, The Lady at Home, or in business, is the most enthusiastic of all, in her ownership of that “dear little life companion—Waterman’s Ideal.”
Emblematic Mountings

of the various Colleges, Fraternities, Lodges and Provinces, here illustrated, when mounted on a Waterman's Ideal, afford most appropriate gifts for all occasions, particularly at Lodge Installations, College Commencements, or as Tourists' Souvenirs.

The pronounced beauty of these emblems cannot adequately be reproduced, but in reality, being enameled in colors on solid gold, they are, indeed, exquisite; and when mounted on a gold band around the cap of pen they are rich beyond description.

College Emblem Pens

Columbia  Stanford Univ.  Cornell  West Point  Vassar  Univ. of Va.  N. Y. Univ.  Annapolis

Fraternal Orders and Clubs

Mystic Shrine  Odd Fellows  Elks  Scottish Rite  Royal Arcanum

Knights of Columbus  Blue Lodge  Knights of Pythias  Eagles  Knight Templar

Canadian Emblems and Coats of Arms

Maple Leaf  Fleur de Lis  Winnipeg  British  Halifax
New Brunswick  St. John City, N. B.  Nova Scotia  Dominion  McGill College

All prices shown on following pages
Each of the below-named emblems, in stock, mounted on No. 14 pen, as shown above, in leather case, with ink dropper, $12.00

Yale, Harvard, Princeton, Columbia, Cornell, Vassar, University of Pennsylvania, University of Michigan, Leland Stanford University, University of Virginia, New York University, Annapolis, West Point.
<table>
<thead>
<tr>
<th>No. 14</th>
<th>No. 14, Solid Gold</th>
<th>No. 14</th>
<th>No. 14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fraternal</td>
<td>Emblem Pen</td>
<td>Emblem Pens</td>
<td>Emblem Pens</td>
</tr>
<tr>
<td>Emblem</td>
<td>No. 12</td>
<td>No. 11</td>
<td>No. 14</td>
</tr>
<tr>
<td>Maple Leaf</td>
<td>$7.00</td>
<td>$7.50</td>
<td>$7.50</td>
</tr>
<tr>
<td>Fiery Red</td>
<td>$6.00</td>
<td>$7.00</td>
<td>$7.50</td>
</tr>
<tr>
<td>Dominion</td>
<td>$6.00</td>
<td>$7.00</td>
<td>$7.50</td>
</tr>
<tr>
<td>British</td>
<td>$6.00</td>
<td>$7.00</td>
<td>$7.50</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>$6.00</td>
<td>$7.00</td>
<td>$7.50</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>$6.00</td>
<td>$7.00</td>
<td>$7.50</td>
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<tr>
<td>Winnipeg</td>
<td>$6.00</td>
<td>$7.00</td>
<td>$7.50</td>
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<tr>
<td>Halifax</td>
<td>$6.00</td>
<td>$7.00</td>
<td>$7.50</td>
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</table>

<table>
<thead>
<tr>
<th>No. 14</th>
<th>No. 14, Solid Gold</th>
<th>No. 14</th>
<th>No. 14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knights of Columbus</td>
<td>Emblem Pen</td>
<td>Emblem Pens</td>
<td>Emblem Pens</td>
</tr>
<tr>
<td>Emblem</td>
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<td>No. 14</td>
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<td>Maple Leaf</td>
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<td>$7.00</td>
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<td>Fiery Red</td>
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<tr>
<td>Winnipeg</td>
<td>$5.00</td>
<td>$6.00</td>
<td>$6.50</td>
</tr>
<tr>
<td>Halifax</td>
<td>$5.00</td>
<td>$6.00</td>
<td>$6.50</td>
</tr>
</tbody>
</table>

No. 14, Solid Gold Mounting—any Emblem listed, $13.00

In handsome leather cases with ink dropper

Clip-Cap extra: see page 88
Gift Styles

The accompanying illustrations merely suggest the many handsome diversities of our extensive gift styles.

We have prepared, in this line, numerous fine cases, leather, etc., in which can be placed any style pen which may be selected, with a Pommelian Copper Travellers' Ink Filler (as illustrated). We show also our handsome Cut Glass Desk Ink Filler, sterling deposit mounting.

Complete information upon request.

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pommelian Ink Filler</td>
<td>$7.50</td>
</tr>
<tr>
<td>Leather Case</td>
<td>$2.50</td>
</tr>
<tr>
<td>Pen as selected</td>
<td></td>
</tr>
<tr>
<td>Cut Glass, Deposit Silver Desk Ink Filler</td>
<td>$7.50</td>
</tr>
</tbody>
</table>
Special
Diamond Mounted $75.00
Emerald End Special Plated $50.00
Professional Design $75.00
Mountings
Masonic Design $75.00

We are prepared to furnish any special mountings which may be required, and of which the above designs are suggestive. We are always pleased to supply suggestions and quote prices upon request. Clip-Cap extra; see page 55.
Gold Pens

All pens bearing our imprint are made of 14-karat gold, hand-tempered and tipped with selected iridium (the hardest metal) for everlasting use. Pens are made in all styles and sizes and are carefully ground to every imaginable kind of point in order that every writer may be perfectly suited with a favorite style. The action of any steel pen can be exactly duplicated, upon receipt of sample.

Below are illustrated, in actual size, gold pens Nos. 1-10, showing the various length nibs in which each size is made.

All short and medium nibs made with fine, medium, coarse and stub points.
All long nibs are made with fine, medium and coarse points.
Comparison of fine, medium, coarse and stub points shown on opposite page.
Gold Pens

MOST of the sizes shown opposite can be had with various special points for specific writing purposes, a few of which are illustrated below. This specializing in manufacture assures that the requirements of every writer can be exactly fulfilled.

Stenographers' Pens are made in various grades of flexibility to shade properly for any system.

Bookkeepers' Pens are made to write so finely, distributing the ink lightly, that, although legible, no blotting is necessary.

Manifold Pens are made with nibs so stiff that the necessary pressure to make several carbon copies may be brought to bear, and so smooth as to be perfect for general use.

Oblique Pens for writers who hold the pen between the first and second fingers, or other odd positions.

Turned-up Pens or ball points of different degrees of fineness.

Illustration shows comparison of fine, medium, coarse and stub points in which each size pen is made, as described on opposite page. Stub pens can be had with narrow, medium or broad points.

In short, our gold pens are the best that can be made, in every respect. The purity of the gold makes them non-corrosive; the unexcelled workmanship, the variety of points, and the grades of flexibility, all tend to the perfection of Waterman's Ideal. We are thus enabled to suit everyone with his favorite pen, warranted unconditionally and guaranteed to be satisfactory or refund money.
The Five Styles of Holders

There are five styles of Waterman’s Ideals:

Cone Cap Holder

The cone cap holder embodies many principles, which are far in advance of all other styles of fountain pen holders ever made. This style, original with us, is the result of years of constant study and experiment. The holder is smooth and regular and easy for the fingers of the writer, as it prevents exhaustion of muscles. This style may be held without the strain of the usual tight grip and hard pressure. The caps may be duplicated by mail in any part of the world, without requiring the holder to be fitted, owing to the self-adjustment of the cap over the evenly-tapered cones, both at the neck of the holder, to cover the gold pen, and at the tip end when writing. The cap fits on the barrel, over the ink joint, avoiding its loosening or tightening in removal, and protecting it from breaking. The caps of a certain size will fit exactly on either end of any holder stamped with a similar number.

Straight Cap Holder

Our original style, which is still preferred by some writers. The cap fits up against the shoulder at both ends, but when in place affords a symmetrical appearance, which cannot be excelled.

Taper Cap Holder

A combination of the straight and taper styles, for pocket or desk use, and particularly appropriate for ladies, being slender and a very gracefully-shaped holder.

This style we neglected to patent; hence, have been complimented by most manufacturers copying it.

Desk Holder

The best style for office or library use. A long, taper barrel, as slim as is possible for the size of the pen carried, and with a smooth surface from pen to tip.

Safes

The latest development in Waterman’s Ideals; was planned for those who require a pen that can be carried in any position without spilling.
The Five Styles of Caps
(See page 67 for prices)

Cone Caps

MENTION the number appearing on the butt end of any holder of the Cone shape, and the finish desired, and we can supply any cap required. The Cone Caps listed can be supplied mounted with plain or chased gold band, or etched silver band, with name plate, at $1.00 additional.

Desk Holder Caps are identical with the regular Cone Cap as shown.

Straight Caps and Taper Caps

To replace either a Straight or Taper Cap, it is necessary that we receive the holder in order to fit them accurately against the shoulder. There is always some variation in the size of the holder, depending upon the length of time it has been in use.

Safety Pen Caps

These caps are threaded inside. To insure a proper fit, the holder must be submitted in order that they will be absolutely ink tight.

Above caps mounted in any style, with gold or silver to match the mounting on the barrel, can be furnished promptly. Write for information.

Thimble Cap

A clever, yet simple, device for protecting fingers, that by habit of the writer creep so far down on the holder, as to sometimes touch the gold pen. These caps are the same price as our ordinary Cone shape caps, and are made in all sizes. This device is simply a two-piece cap, both parts of which are removable.

For bookkeepers, stenographers and expert writers we make a hard rubber bell-shaped finger guard that fits over the joint, acting as a rest for the finger and preventing cramping. Fitted to cone cap holders only. Price, 25c each.
Ideal Clip-Caps

The patented Clip-Cap described on page 14, is without doubt one of the greatest factors in rendering Waterman's Ideals the practical pocket writing instrument of all time. They are demanded everywhere, owing to their broad publicity and their satisfactory use.

A simple but strong device that grips the pocket, and is a positive protection against loss.

Made in Four Qualities

Costs of Clips, separate, in the various metals

<table>
<thead>
<tr>
<th></th>
<th>German Silver</th>
<th>Sterling Silver</th>
<th>Rolled Gold</th>
<th>Solid Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.25</td>
<td>.50</td>
<td>$1.00</td>
<td>2.10</td>
</tr>
<tr>
<td></td>
<td>.50</td>
<td>.75</td>
<td>1.25</td>
<td>2.25</td>
</tr>
</tbody>
</table>

Cost of Complete Clip-Caps

<table>
<thead>
<tr>
<th></th>
<th>German Silver</th>
<th>Sterling Silver</th>
<th>Rolled Gold</th>
<th>Solid Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nos. 2, 12, 22 Cap with Clip attached</td>
<td>.50</td>
<td>.75</td>
<td>$1.25</td>
<td>2.25</td>
</tr>
<tr>
<td>&quot; 3, 13, 23</td>
<td>&quot; 4, 14, 24</td>
<td>&quot; 5, 15, 25</td>
<td>&quot; 6, 16, 26</td>
<td>&quot; 7, 17, 27</td>
</tr>
</tbody>
</table>

If your customer desires to trade in his Waterman's Ideal Cap for a Clip-Cap of the same size, accept it, and charge only for the clip, providing the cap returned is in good condition. We will exchange any such caps for Clip-Caps, to replenish your stock, and charge for the clips only.

When a clip is desired in connection with the sale of a complete new pen, add the cost of the clip to that of the pen.

For the convenience of the trade in fitting Clip-Caps on any Cone Shape pen that may be presented, we have prepared a small, well selected assortment, in an attractive counter display case as illustrated.

To ascertain the cost of any separate Clip-Cap, add the price of the Clip (see above) to that of the Cap (see page 67).

The numbers on the butt end of any Waterman's Ideal denote the size of cap to fit.
GOLD and Silver mounted pens, in most styles, have a plain space, or name plate, for engraving. We maintain an engraving department especially for the convenience of our trade, and we are, therefore, prepared to handle all orders for this class of work promptly and skillfully.

<table>
<thead>
<tr>
<th>Style E1</th>
<th>Style E2</th>
<th>Style E3</th>
<th>Style E4</th>
<th>Style E5</th>
<th>Style E6</th>
<th>Style E7</th>
<th>Style E8</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Style E2, Script ........................................ 4c per letter
Style E8, Script ........................................ 4c per letter
Style E7, Block .......................................... 6c per letter
Style E3, Old English, small ......................... 10c per letter
Style E3, Old English, capitals only ............... 15c per letter
Style E1, Dropped cipher ......................... (3 letters or less) 40c per pen
Style E6, Script monogram ......................... (3 letters or less) 40c per pen
Style E4, Ribbon monogram ......................... (3 letters or less) 75c per pen
Style E5, Block monogram ......................... (3 letters or less) 75c per pen

We do no engraving for less than 15c

We illustrate above the several regular styles and quote prices for the work. In ordering engravings exceptional care should be taken to write initials, name or date very distinctly, as alterations cannot satisfactorily be made.

During the Christmas Season orders cannot be executed promptly if received later than December 15th.
Method of Boxing
For Wholesale and Retail

The convenient and consistent method of boxing Waterman's Ideals, in a uniform manner, has long been a great aid to our dealers, and the particular style of blue boxes used has become established as part of our trade mark.

The illustration below shows the style of box employed in shipping pens to dealers. In packing pens for shipment, they are placed in these boxes, containing six, nine or twelve pens, which are carefully sealed. After sealing, they are checked in three departments, as the label bearing style, size, kind of gold pen point and price on every one of our pens can readily be seen through the opening in the box, and every possibility of removal is eliminated unless the seal is broken. In this manner dealers can readily check invoices, and if the seal is unbroken there is no possibility of loss, unless tampered with in transit. If shortage should occur, immediately return entire shipment to us, with the wrapper, at our expense.

With shipments of unmounted pens, we include a supply of our regular individual blue paper boxes, containing filler and instructions. With shipments of pens for the Christmas Season, we supply our special design individual Holly Boxes, which are so much appreciated. When requested, we can also supply attractive and properly designed boxes for the Easter Season.
Method of Boxing

For Retail

The illustrations below suggest the various handsome grades of cases in which Waterman's Ideals, of the various styles, are supplied. Each case contains filler and instructions.

Small size boxes hold pens, sizes 12 to 15
Large... 16 and larger

The two styles shown in this column supplied free of charge with mounted pens, retailing at $3.50 to $7.50.

Green Morocco
Lined with fine green velvet and satin
In two sizes
No. 24, Small, 50c; No. 26, Large, 50c
Furnished free of charge with pens retailing at $7.50 to $10.00

Purple Velvet
Lined with finest purple velvet and satin
In one size only
No. 126, $1.00
Furnished free of charge with pens retailing at $10.00 to $15.00

Knapsack
Imitation leather, lined with purple velveteen
In two sizes
No. 4, Small, 25c; No. 6, Large, 25c

Imitation Morocco
Lined with purple velveteen and satin
In three sizes
No. 24, Small, 25c; No. 26, Large, 25c;
No. 28, Extra Large, 35c

Leather with removable block
Lined with finest green velvet and satin
In one size only
No. 226, $1.50
Furnished free of charge with Solid Gold Pens

Illustrations are one-third actual size
Ideal Joint Openers

Many fountain pen users are in the habit of screwing down the neck or joint very tightly and sometimes lay the pen aside for weeks, with the result that the unscrewing of the joint becomes a difficult matter, as there is so little room to grip. It was for this reason that our Joint Opener was designed to fit any style fountain pen, taking a tight grip on the section, permitting same to be readily unscrewed without in the least injuring the finest holders.

Attractively carded on display stands of one dozen each, the use of which greatly aids in their sale.

Price, $1.20 per dozen.

Ideal Pen Cleaners

The use of different kinds of ink in a fountain pen, some of which may be muddy and thick, will in time clog its most delicate part—the Feed. This, then, should be thoroughly cleansed from time to time, and as the gold pen should never be taken apart or separated from the feed in any way, we designed this Pen Cleaner, for the greatest convenience in use. It is only necessary to place this bulb over the screw-end of any size section, and drawing and discharging water by the use of the bulb thoroughly cleans the inner parts and dissolves any gummed ink.

Attractively carded on display stands of one dozen each, the use of which enhances the sale.

Price, $1.80 per dozen.
Ink Fillers

For years past our dealers have been called upon to supply to their customers, without charge, ink fillers for fountain pens, in cases where they have been lost or broken. To do this it has been necessary to remove them from the regular stock boxes, furnished to pack the individual pens in for sale.

In order that this trouble might be eliminated, and dealers enjoy the additional profits, which would result from the sale of these fillers, we prepared two styles and mounted them attractively on display cards, as shown. The result of this has been a demand for them that has never been known.

The No. 3 Style is indestructible and holds a sufficient quantity of ink to completely fill any ordinary size of fountain pen. The tube is sufficiently long to place at the bottom of any holder, thus avoiding the formation of air bubbles by withdrawing the bulb as pen is filled.

Mercantile Snapper-Catches

A convenient holder, designed for those who require an article to hold pen or pencil in pocket, and that is interchangeable and adjustable to any size.

The price is low and the demand is continually proving to be very large for a holder of this kind.

Made of highly-tempered spring steel, in gun metal finish, in three sizes: No. 11, Small; No. 12, Medium; No. 16, Large.

Attractively mounted—three dozen assorted sizes—on handsome, embossed celluloid card.

Price, $1.20 per dozen.
Safety Pockets

For convenience and safety in carrying fountain pens. Made in vest pocket or châtelaine styles. The greatest security against loss of pens where the Clip-Cap is not employed or for ladies' use.

Our complete line is made very substantial in quality and from selected skins of leather or finest grade velvet.

A full stock will show increased sales and interest in your fountain pen department and prove a ready seller.

Vest Pocket Styles with Safety Fastener on back

One Part  Two Parts  Three Parts

Leather
Colors: Black, Russet and Tan
Price: $1.30 per Doz.
Velvet
Colors: Green and Brown
Price: $2.40 per Doz.

Leather
Colors: Black, Russet and Tan
Price: $1.50 per Doz.
Velvet
Colors: Green and Brown
Price: $2.40 per Doz.

Leather
Colors: Black, Russet and Tan
Price: $1.50 per Doz.
Velvet
Colors: Green and Brown
Price: $2.40 per Doz.

Special prices quoted in quantities of 1 gross or more
Safety Pockets

As Waterman’s Ideals increase in their popularity with ladies the various accessories that are used in conjunction therewith continue to increase in sale. It is our opinion that one of these pockets can be sold to every lady, who purchases or uses a fountain pen. For gift purposes they are very popular, being inexpensive, yet appropriate, and of the finest quality. Especially desirable for business or professional women.

One Part

Velvet
Colors: Green, Brown
Price: $6.00 per doz.

Leather
Colors: Black, Tan and Russet
Price: $3.60 per doz.

Two Parts

Leather
Colors: Black, Tan and Russet
Price: $4.80 per doz.

Made with one or two parts with snap-loop or safety attachment to attach on belt or dress
THE five simple parts of the regular styles of Waterman’s Ideals are plainly illustrated and described on page 13 of this book. Each of these parts pass final inspection in their respective departments and are guaranteed perfect when sold.

Our Repair Department is maintained for the convenience of our customers in cases of loss or accident.

In order that the high reputation of Waterman’s Ideals may be maintained we desire that all dealers send them to us for repairs. This must be done whether the repair is to be made on the gold pen or any of the parts, for in any case our expert and careful attention is necessary.

No one can have so great an interest in repairing pens perfectly as ourselves, nor can anyone else be expected to have as good knowledge of the pens, and what is required to put them in the most serviceable condition, as the makers, who guarantee them and have built the reputation for “the best and standard fountain pen of the world.”

In most instances pens can be repaired and returned the same day they are received, and especially so where instructions are explicit and these directions followed:

Directions

1. Whenever a new gold pen is wanted, or any adjustment of parts is necessary, the complete holder must be sent to us.

2. Empty out the ink before mailing a fountain pen.

3. Positively mark your name and address plainly on the package in order that we may identify it and connect it with your letter of instructions.

4. To insure safety, packages should always be registered. We note in what mail class the pen is received and return it through the same class (charging mailage costs), and if not registered, at the risk of the sender.

Repaired holders will show the effects of wear and use but can be made to give as good service as new ones.
Repair Department—Continued

Price List of Separate Parts—Plain, Chased, Cardinal or Mottled

The following prices refer to styles—Cone, Taper and Straight Cap, Check Book and Secretary. See Page 13 for illustration of parts.

<table>
<thead>
<tr>
<th>No. on Holder</th>
<th>Gold Pens—D</th>
<th>C Feed Bar</th>
<th>B Point Section</th>
<th>A Barrel</th>
<th>E Cap</th>
<th>Complete Holder</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Price on New</td>
<td>Allowance on Old</td>
<td>$0.75</td>
<td>$0.75</td>
<td>$0.75</td>
<td>$0.25</td>
</tr>
<tr>
<td>2—12—22</td>
<td>$1.25</td>
<td>$0.20</td>
<td>$0.75</td>
<td>$0.75</td>
<td>$0.75</td>
<td>$0.25</td>
</tr>
<tr>
<td>3—13—23—43</td>
<td>1.50</td>
<td>.30</td>
<td>.75</td>
<td>.75</td>
<td>.75</td>
<td>.25</td>
</tr>
<tr>
<td>4—14—24—44</td>
<td>1.75</td>
<td>.40</td>
<td>.75</td>
<td>.75</td>
<td>1.00</td>
<td>.25</td>
</tr>
<tr>
<td>5—15—25—45</td>
<td>2.25</td>
<td>.50</td>
<td>.75</td>
<td>.75</td>
<td>1.25</td>
<td>.30</td>
</tr>
<tr>
<td>6—16—26—46</td>
<td>2.75</td>
<td>.60</td>
<td>.75</td>
<td>.75</td>
<td>1.50</td>
<td>.40</td>
</tr>
<tr>
<td>7—17—27</td>
<td>3.25</td>
<td>.70</td>
<td>1.00</td>
<td>1.00</td>
<td>2.00</td>
<td>.50</td>
</tr>
<tr>
<td>8—18—28</td>
<td>3.75</td>
<td>.80</td>
<td>1.00</td>
<td>1.00</td>
<td>2.00</td>
<td>.50</td>
</tr>
</tbody>
</table>

Numbers are stamped on the butt end of every holder.

Price List of Separate Parts of Pump-Filling Pens

See pages 25 and 41

<table>
<thead>
<tr>
<th>No. on Holder</th>
<th>Gold Pens</th>
<th>Feed Bar</th>
<th>Plunger with Piston</th>
<th>Barrel</th>
<th>Cap</th>
<th>Complete Holder</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Price on New</td>
<td>Allowance on Old</td>
<td>$1.25</td>
<td>$0.75</td>
<td>$0.75</td>
<td>$0.25</td>
</tr>
<tr>
<td>12 p.</td>
<td>$1.25</td>
<td>$0.20</td>
<td>$0.75</td>
<td>$1.25</td>
<td>$0.75</td>
<td>$0.25</td>
</tr>
<tr>
<td>13 p.</td>
<td>1.50</td>
<td>.30</td>
<td>.75</td>
<td>1.25</td>
<td>.75</td>
<td>.25</td>
</tr>
<tr>
<td>14 p.</td>
<td>1.75</td>
<td>.40</td>
<td>.75</td>
<td>1.25</td>
<td>1.00</td>
<td>.25</td>
</tr>
<tr>
<td>15 p.</td>
<td>2.25</td>
<td>.50</td>
<td>.75</td>
<td>1.25</td>
<td>1.25</td>
<td>.30</td>
</tr>
<tr>
<td>16 p.</td>
<td>2.75</td>
<td>.60</td>
<td>.75</td>
<td>1.25</td>
<td>1.50</td>
<td>.40</td>
</tr>
<tr>
<td>17 p.</td>
<td>3.25</td>
<td>.70</td>
<td>.75</td>
<td>1.25</td>
<td>2.00</td>
<td>.50</td>
</tr>
<tr>
<td>18 p.</td>
<td>3.75</td>
<td>.80</td>
<td>1.00</td>
<td>1.50</td>
<td>2.00</td>
<td>.50</td>
</tr>
</tbody>
</table>

Numbers are stamped on the butt end of every holder.

Price List of Separate Parts of Safety Pens

Read page 44 carefully

<table>
<thead>
<tr>
<th>No. on Holder</th>
<th>Gold Pens</th>
<th>Feed Bar</th>
<th>Interior Spiral</th>
<th>Barrel</th>
<th>Cap</th>
<th>Complete Holder</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Price on New</td>
<td>Allowance on Old</td>
<td>$0.75</td>
<td>$0.75</td>
<td>$0.75</td>
<td>$0.25</td>
</tr>
<tr>
<td>12 v.s.</td>
<td>$1.25</td>
<td>$0.20</td>
<td>$0.75</td>
<td>$0.75</td>
<td>$0.75</td>
<td>$0.25</td>
</tr>
<tr>
<td>14 v.s.</td>
<td>1.75</td>
<td>.40</td>
<td>.75</td>
<td>.75</td>
<td>1.00</td>
<td>.25</td>
</tr>
<tr>
<td>15 v.s.</td>
<td>2.25</td>
<td>.50</td>
<td>.75</td>
<td>.75</td>
<td>1.25</td>
<td>.30</td>
</tr>
<tr>
<td>12 s.</td>
<td>1.25</td>
<td>.30</td>
<td>.75</td>
<td>.75</td>
<td>.75</td>
<td>.25</td>
</tr>
<tr>
<td>14 s.</td>
<td>1.75</td>
<td>.40</td>
<td>.75</td>
<td>.75</td>
<td>1.00</td>
<td>.25</td>
</tr>
<tr>
<td>15 s.</td>
<td>2.25</td>
<td>.50</td>
<td>.75</td>
<td>.75</td>
<td>1.25</td>
<td>.30</td>
</tr>
</tbody>
</table>

Numbers are stamped on the butt end of every holder.

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

Gold Pens are repointed or straightened for 50 cents each. Repointed pens cannot be warranted to wear well, nor to have the same quality of point or flexibility as new pens. We do not guarantee repointed pens. Pens smaller than No. 5 are seldom worth repointing.

Caps for Cone Cap Holders (12—18) and Desk Holders (43—46) can be supplied on order. In fitting shoulder necks, however (Straight Holders, 2—8; and Taper Cap Holders, 22—28), we require that the holders be sent to us to have caps fitted.
Waterman’s Ideal Ink

Satisfaction in writing is impossible without the use of a suitable ink.

Waterman’s Ideal Ink is the result of years of experience in an endeavor to obtain a grade that will fulfill every requirement for a uniform ink that is absolutely the best for fountain pen purposes, as well as all general uses.

We guarantee our Ink to be the best fluid Ink that can be manufactured.

The superior advantages of Waterman’s Ideal Ink are:

1st. Its Permanently Fluid State.
   This means the elimination, by filtration, of all sediment in the pen or bottle, insuring a free and even flow of ink, and no loss.

2d. Its Non-corrosive Feature.
   Being made under the direct supervision of the best chemists in the world, the constituent parts are chemically pure, and the minimum of acids is used.

3d. Its Record Qualities are Everlasting.
   This feature is a most important one, and is lacking in many of the so-called high grade inks.

4th. Its Uniformity.
   There is never any variation in our ink, the contents of each bottle being identical as to quality, quantity, color and consistency.

To give the maximum of satisfaction in Waterman’s Ideal Fountain Pens, it is an absolute necessity for us to supply the best ink that can be manufactured.

Desk Filler
and Traveler’s Filler Styles

furnish low-priced and convenient forms of put-up, which are constantly demanded. Hundreds of thousands of users of Waterman’s Ideal Fountain Pens (realizing the fact that other inks may be used) continue to insist upon having our ink.

Our combined writing and copying ink produces perfect copies, and will not gum.

“Waterman’s Ideal” is the guarantee of the best ink that can be made; as it has been, for the past quarter of a century, on the most successful fountain pen ever produced.

All styles and sizes are neatly, attractively and securely boxed for the most advantageous carrying of stock and handling, and are strongly cased for shipping purposes.
Waterman's Ideal Ink

Colors: Blue Black, Combined Writing and Copying, Red, Jet Black, Green and Violet

Illustrating various styles. For prices see following page.

The Traveler's Filler supplies the only style of package that is mailable, owing to its safety. The additional cost of mailing a single wood filler is 8 cents.

1 oz. size, 85% full, in case. 4 oz. size, 85% full, in case. 8 oz. size, 85% full, in case. 16 oz. size, 85% full, in case. 25 oz. size, 85% full, in case. 100 oz. size, 85% full, in case. 500 oz. size, 85% full, in case. 1000 oz. size, 85% full, in case.

All prices shown on following page
Waterman's Ideal Ink

The prices of our superior ink compare favorably with those of all other makes which have no specific use other than for ordinary writing purposes and supplied by means of the old-fashioned ink well. Advisable ½, 1, 3 and 5 gross assortments have been arranged to allow dealers, in ordering, to obtain the increasing quantity discounts, and to retain full case lots as far as possible, reducing freight charges to a minimum, in addition to insuring convenience and safety in handling. Write for our assortment suggestions and discounts.

Retail Price List

<table>
<thead>
<tr>
<th>Blue Black</th>
<th>Combined Writing &amp; Copying</th>
<th>Red</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Per Doz.</td>
<td>Per Doz.</td>
</tr>
<tr>
<td>2-oz.</td>
<td>$1.20</td>
<td>2-oz.</td>
</tr>
<tr>
<td>4-oz. Desk Filler</td>
<td>$3.00</td>
<td>4-oz. Desk Filler</td>
</tr>
<tr>
<td>6-oz. Desk Filler</td>
<td>$4.20</td>
<td>6-oz. Desk Filler</td>
</tr>
<tr>
<td>Traveler's Filler, Wood</td>
<td>$3.00</td>
<td>Traveler's Filler, Wood</td>
</tr>
<tr>
<td>Traveler's Filler, Nickel</td>
<td>$6.00</td>
<td>Traveler's Filler, Nickel</td>
</tr>
<tr>
<td>½-pint</td>
<td>$4.20</td>
<td>½-pint</td>
</tr>
<tr>
<td>1-pint</td>
<td>$7.80</td>
<td>1-pint</td>
</tr>
<tr>
<td>1-quart</td>
<td>$12.00</td>
<td>1-quart</td>
</tr>
</tbody>
</table>

The above prices apply also to Jet Black, Green and Violet.

Copy Ink can be supplied, but for fountain pen use, the combined make is recommended.

Combination Filler and Stopper, per dozen, $1.20.

Above prices are F. O. B. New York, Boston, Chicago, San Francisco or Montreal.

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

Counter Display Stands furnished with Desk and Traveler’s Fillers

The attractive manner in which Waterman’s Ideal Ink is boxed and labeled, and the handsome display stands furnished, for display purposes, contribute largely to the constantly increasing sale.
The SELLING ADVANTAGES of a COMPLETE STOCK

The old trade statement that "goods well displayed are half sold" undoubtedly applies to the fountain pen department more than to any other.

A complete stock is advisable in order to fulfill the many varied demands on this branch of your business. The field for the sale of fountain pens is unlimited, as everyone who writes—from school days on through life—is a possible purchaser. There are many different styles of handwriting, each requiring a certain character of pen point. It is well known that the purchasing public quickly recognizes the condition of where to go to obtain the best selection of any article. In this respect the complete stock is invaluable to increased sales. A demand for a style not in stock often causes not only the loss of a sale but of a customer.

In addition to a good-sized assortment of pen points in the regular styles, having and displaying a representative line of Gold and Silver mounted pens, daily proves its value and sense in the sales of higher-priced pens, not only for gift purposes but for the permanent use of purchasers. A Waterman's Ideal will last its owner a lifetime; therefore, the selling of a handsomely mounted pen becomes an easy matter; the additional cost divided into its years of service is small indeed. The large sizes are also in demand by business and professional men.

Waterman's Ideals, in each style, are advertised in every State, county and city of the country, every month of each year. The prices are uniform throughout the United States. As a result purchasers will patronize the dealers, who, through the display of the line, have made it generally known and identified with their stores.

It is impossible for a dealer to carry in stock every pen shown in this catalogue, but the representative assortments will serve to attract new and profitable trade.

The space required for display is small and the profits more than justify its use for a well organized fountain pen department.

Our show case service, shown on the following pages, will be of great assistance to all dealers.
Show Case Assortments

Read Page 71

2 Dozen Assortment

With orders for 2 dozen Waterman's Ideals, of styles as may be selected, we will loan our No. 2 Show Case, illustrated. Size, $8\frac{1}{2} \times 17\frac{1}{2} \times 5\frac{1}{2}$ inches high. Either oak or cherry wood trimming and two plush-lined trays holding one dozen pens each. With spring back and lock and key.

Where a 3 Dozen assortment is preferred we will gladly arrange for proper Show Case for display purposes, upon request.

4 Dozen Assortment

With orders for 4 dozen Waterman's Ideals, of styles as may be selected, we will loan our No. 8 Show Case, illustrated. Size, $18\frac{1}{2} \times 21 \times 11\frac{1}{2}$ inches high. Fitted with cabinet drawer, partitioned and labeled to hold extra stock, repairs, selling aids and accessories. Either oak or cherry wood trimming and four plush-lined trays holding one dozen pens each. With spring back and special lock and key.

6 Dozen Assortment

With orders for 6 dozen Waterman's Ideals, of styles as may be selected, we will loan our No. 13 Show Case, illustrated. Size, $18\frac{1}{2} \times 29\frac{1}{2} \times 11\frac{1}{2}$ inches high. Fitted with cabinet drawer, underneath trays, partitioned and labeled to hold extra stock, repairs, selling aids and accessories. Either oak or cherry wood trimming, and six plush-lined trays holding one dozen pens each. With spring back, special lock and key.

When desired we will gladly furnish our suggestions for advisable assortments of any quantity, made up according to the size of a city, locality, etc., and containing as general assortment as the quantity will allow.

Any pens in stock, and in good condition, which are found to be slow sellers, will be exchanged at any time. In the event of a desire to discontinue the sale we undertake to buy back any, or all, pens unsold and in stock.

We offer special terms for initial orders for these assortments.
Show Case Assortments
Read Page 71

12 Dozen Assortment

With orders for 12 dozen Waterman's Ideals, of styles as may be selected, we will loan either of the three Show Cases illustrated on this page, as may best be adapted to any surrounding displays. Either of these styles are made with oak or cherry trimmings and handsomely finished. Each contains twelve plush-lined trays, holding one dozen pens. These cases have spring doors in back, with special lock and key. Styles Nos. 24 and 27 contain cabinet drawer, partitioned and labeled to hold extra stock, repairs, selling aids and accessories.

When desired we will gladly furnish our suggestions for advisable assortments of any quantity, made up according to the size of a city, locality, etc., and containing as general assortment as the quantity will allow.

Any pens in stock, and in good condition, which are found to be slow sellers, will be exchanged, at any time. In the event of a desire to discontinue the sale we undertake to buy back any, or all, pens unsold and in stock.

We offer special terms for initial orders for six dozen assortments.
The Complete Department
Read Page 71

This equipment, consisting of an attractive all glass show case, with plush trays, may be placed on one of your permanent counters or on a special base of the design suggested below, which may be conveniently arranged to contain everything that the pen salesman needs. Under this system of displaying and handling stock, your pen business is transformed into a department of primary interest to your customers as well as profit to yourself.

Make your pen department an ornament to your store. You should be proud of its completeness and jealous of your reputation for carrying the best goods and sparing no pains to serve your customers. Give the business a chance to grow by transplanting it from its present position, confining with other stock, to a handsome and convenient department of its own with an assortment of twenty-five to fifty dozen Waterman's Ideal Fountain Pens. It will develop new vigor that will surprise you.
IT is the purpose of this company to so aid dealers, selling
Waterman's Ideals, in the managing of their department, that
their stock will not only be in the finest possible condition, but
safeguarded. We aim also to so instruct our dealers that they may
become expert in their knowledge of the line, and so command the
business of a community.

A few suggestions, outlaying a system for the department, we
believe are in order.

First: Keep the pen case locked at all times except when pen
customers are at the counter.

Second: Appoint one clerk in full charge of the pen stock and case,
except at lunch hour or vacation time, when his understudy or
associate takes charge.

Third: Before 9 o'clock every morning have every tray filled with
pens in the order adopted.

Fourth: Insist on the sale of every pen, or an exchange for cash,
being reported, daily, to the cashier, or buyer, on a ruled blank.

Fifth: After each sale, place in the vacant space in the tray, a
colored wooden stick, or lead pencil, of a certain style, each
color representing a different price. These indicators of sold
pens to be handed to the salesman by the cashier, upon receipt
of the price of the pen sold. This little dummy is absolute
security against petty thieves, where attention is given to the
system to see that no tray is ever placed on the counter unless
every space is occupied by either pen or dummy.

Sixth: In making free exchanges resort to the reserve stock, for
there is a possibility of becoming mixed by substituting dummies
for pens when no sale has been made.

Seventh: Keep all pens in show case filled with fluid ink, capped, and
placed in trays with points up. Every Wednesday morning, we
will say, between 8 and 11 o'clock, examine every pen, filling
empty vent holes in caps with red wax, relabeling where
necessary, and preparing for express to this company all pens in
need of small attentions, or repairs, and recording same in a
book especially kept for this purpose.

Eighth: Check up sales record at 5:30 p.m. with the number of
dummies in the show case and be certain they balance, sending
the day's record sheet to the office.

This system has been found invaluable where diligently carried out.
WATERMAN'S IDEAL, when suggested in any part of the world, will immediately be recognized as the standard make of fountain pens.

The large margin of profit enjoyed through their sale, justifies a careful study of the line by at least one of your salesmen. This course of study will aid greatly in the development of your department, and as a result, your customers, through entire satisfaction, will constitute an unequalled standing advertisement.

We desire to impress upon you the fact that Waterman's Ideals have a uniform retail value throughout the United States; consequently you can serve your customers with as good return for their money as any other dealer handling the line.

All pens should be carried in Show Case, filled, and vent holes in cap closed. In serving your customer, hand out filled pens for trial; owing to the immediate response, in writing, as soon as the point touches the paper you will find direct satisfaction and confidence will follow.

Inquire for what purpose the pen is to be used most generally, for herein lies a strong feature of the line. A pen point can be furnished that will exactly satisfy the demand of every writer, and unless the requirement is fulfilled the greatest contentment will never result. For bookkeepers, stenographers, artists, or manifolding purposes there are special points. If for general use, show a few medium points and carefully watch the result. A knowledge of pages 54 and 55 will insure satisfactory service.

If, by chance, any customer is desirous of experimenting with Self-Filling or Safety Pen departures, you can, without hesitation, present to him either of the styles which we have described on pages 44 and 46.
Selling Advantages—Continued

Assure your customer that the pen desired is on trial until satisfactory, and exchange it until perfectly right. Rather refund the money—as long as the pen is in good condition—than have a dissatisfied customer. We are always pleased to send you a memorandum assortment for the inspection, or selection, of any style not in stock.

Guarantee every part of the entire pen to be absolutely perfect when sold, for the careful inspecting departments of this company guarantee that perfection to you when the imprint is placed upon the pen.

It has never been necessary to change the general principles of Waterman’s Ideal since its inception, but it is continually being improved. The cone shape, new styles, and such other features as are mentioned below, are continually developing from our Department of Manufactures to meet all modern requirements.

The explanation of the superiority and working of the Spoon Feed (see page 14) and its individual success in Waterman’s Ideal will prove exceptionally convincing and account partially for the value of this pen. You will secure many purchasers upon explaining the patented Clip-Cap, which has overcome the bad feature of losing a pen or placing it upside down in the pocket, as well as preventing its rolling off a desk and breaking.

A brief explanation of the simple construction is invaluable, mingled with a few directions how to fill and clean the pen. Another volunteered suggestion, although most always asked, is the ink to be used. Although any good fluid ink may be used, you can always assure both yourself and customer that the use of Waterman’s Ideal Ink will give better satisfaction than any other make. We know the requirements, and the result is in each bottle of our ink. (See pages 68–70.)

Fountain Pens of our make are always in demand and have a fixed face value in any part of the United States.
The Care of the Pen

To fill a regular style Waterman's Ideal, unscrew the point section (see page 13), and with the use of the ink dropper fill the barrel nearly full with fluid ink. Hold the point of the filler against the side of barrel, allowing the ink to flow down. Dry the end of the barrel and the screw threads with a blotter, then screw the section down firmly, thus preventing all possibility of ink on the outside of the pen. In the event of the point section not unscrewing readily, the aid of an opener, as illustrated on page 62, will serve satisfactorily.

To clean the point section, after having unscrewed it from the holder, allow cold water to run through it, or fit over the screw threads the cleaner illustrated on page 62, and force water back and forth through the feed. The barrel can be rinsed out repeatedly until it is clean. Hot water should not be used, as it destroys the polish on the rubber. A drop or two of ammonia, used occasionally, will cleanse it thoroughly.

A clean, dry cap, is necessary for cleanliness of the entire pen. It should always be removed from the holder by a slight twist from left to right, permitting easy removal and avoiding suction or jarring. This should be done with the pen point up. If the cap becomes soiled inside, by a fall or jar, clean it with tissue paper on the end of a match, or with a blotter as illustrated. Vent holes in the cap should be open when the pen is to be carried in the pocket, and closed with wax if it is to remain lying on the desk.
Honest advertising is business news. When backed by quality and merit of merchandise, and well presented, it is the bone and sinew of commercialism. We plan to reach about twenty-five per cent of the population of the United States (that means about twenty million people) each month, with interesting purchasing talk about Waterman's Ideals, invariably referring the reader to the local dealer for selection. In answering retail inquiries which are addressed to us we enclose an introduction card requesting the correspondent to present it to his local dealer. What are you doing to concentrate the trade resulting, to your own Fountain Pen Department? Let us help you.

Plan a consistent means of announcing your merchandise. A frequent advertisement in your local paper, which mingles right in the homes of your customers, will create the purchasing desire and establish your store as a headquarters for the line.

Advertise a special pen, with its price, to a certain class of people, and the results will be manifold.

Arrange consistent window displays frequently, and especially when you advertise the line. This will serve as the connecting link with your advertising in the press. Window displays are continually proving of enormous value to many of our most active dealers, and particularly, appropriate displays for special seasons, such as Easter, School Commencement, Vacation, School Opening, Christmas, etc.

Frequently use an attractive little folder price list, to distribute without cost, in your daily mail, invoices, packages, and from your counter, and see what excellent salesmen they make.

Most important of all, place your Show Case in a conspicuous place in your store. Waterman's Ideals, when well displayed, will show large profits, out of all comparison with the small space required for the display.

We will gladly co-operate with you at any time, in the way of furnishing electrotypes for use in your advertising or cataloguing. In planning window displays we will assist, where it is possible, with display signs and other aids. We frequently arrange the folders above referred to, which we will furnish to dealers, prominently imprinted with their names.

If you will instruct your pen clerk to keep in advance of the seasons in his thought of the sale of Waterman's Ideals, and carefully read the pages of our quarterly house publication, the Pen Prophet, we can assure you ever-increasing sales of the line.
A GREAT many people, many of whom have used a fountain pen before, and some who have not, are anxious to know how much ink a fountain pen will hold and how long it will write; and while it is practically impossible to tell this definitely, because of the variation in pen points, an approximate idea can be given, as indicated by the figures shown on the last three columns below.

These figures are, however, governed entirely by the fineness of the pen and the individual handwriting. A drop of ink may write one hundred words and it may write five hundred words, so that there is a wide margin for deviation. These calculations are based on an average of one hundred and fifty words to a page of note paper, which is fair for the ordinary writer.

Styles, Dimensions and Capacity of Principal Styles
Waterman's Ideal Fountain Pen

<table>
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<th>Style</th>
<th>No.</th>
<th>* Outside Diam.</th>
<th>* Lengths</th>
<th>Drops of Ink Held</th>
<th>Contains Ink to Write</th>
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<td></td>
<td></td>
<td></td>
<td>Open</td>
<td>Closed</td>
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<tr>
<td>Straight Cap</td>
<td>2</td>
<td>1 1/2</td>
<td>6 3/8</td>
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<td>3</td>
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<td>6 3/8</td>
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<td>6 3/8</td>
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<td>5</td>
<td>1 1/4</td>
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<td>5 3/4</td>
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<tr>
<td></td>
<td>6</td>
<td>1 1/4</td>
<td>6 3/8</td>
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<td>1 1/4</td>
<td>6 3/8</td>
<td>6 3/4</td>
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* In Inches.  † Note Paper.
ALL packages containing fountain pens should be forwarded by registered mail or express. Quantities of less than 6 should be sent by registered mail, and 6 or more by express. Either of these routeings permit the placing of responsibility for losses.

When shipping show case or advertising matter, we invariably find that it is less expensive to ship by freight, except to within a radius of 150 miles of New York or our other branch office shipping centres—Boston, Chicago, San Francisco and Montreal.

Small packages of advertising matter are frequently enclosed with other shipments from New York, as our dealers find them too light for freight and rather expensive by express.

Ink should invariably be shipped by freight, as the proper casing to insure safe transportation increases the weight sufficiently to consume a good portion of the profit when sent by express. Ink shipments can be forwarded from New York or any of our branch cities, or we will have your order delivered from your nearest jobber carrying the line.

When sending us pens for repair or any other attention, we respectfully request you to protect yourself by sending same by registered mail, or express, as above suggested, marking name and address prominently in the corner of the package.

All packages of pens containing any writing or checking on envelopes should be forwarded by letter postage, unless sufficiently heavy for express.

Our shipping service is careful and prompt, and is diligently planned for the best interest of our dealers, as we have explained on page 60.
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