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
Because 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

The 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, so that he may keep his stock representative and complete.

Second, as a book of information so that merchants may be thoroughly informed as to technical details, a knowledge of which insures larger and more rapid sales, and

Third, as a guide book which can be shown to customers who desire to buy 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 offices.

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

Every 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 contained will find it of great assistance in making more sales, each of enduring value.

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

After the style of holder or pen 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 and is constantly thought about; it has continuous influence. For this reason the merchant or clerk selling a fountain pen should be consistent that the pen he sells is suitable to the customer in every particular.

The pages of this catalog give him the information he needs to enable him to meet every demand 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.
COMMENTS 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-Filling Type: page 16
- The Pocket Type: page 43
- The Safety Type: page 50
- The Regular Type: page 51
- Pencils: page 60
- Waterman's Ideal Ink: page 78
- Women's Pens: page 96
- The Gift Practical: page 77
- Waterman's Combination Writing Sets: page 70
- Show Cases: page 82
- Pen Points: page 37
- For Counter and Window Display: page 68
- Why Sell Waterman's: page 12
- Dealer Services: page 89
- Store System: page 90
- Advertising: page 92
- Complete Stock: page 91
- The Care of a Pen: page 93
- Pens as Gifts: page 94
Organization Units

Many 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.
At every national exhibit at which Waterman's Pens have been shown, a medal for superiority of product has been awarded.
On these two pages are illustrated a number of the medals awarded to the J. E. Waterman Company.
Why Sell Waterman's

Because 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.
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.
Key to Standard Numbering System

The following table will fully explain the system which is used in the numbering of all Waterman's Ideal Fountain Pens. We believe that this table, with the accompanying explanation of the meaning of each figure in every number, will greatly facilitate the reordering, checking, and billing of all fountain pens at our mills.

<table>
<thead>
<tr>
<th>Size or Gold Fill</th>
<th>Number in Third Column</th>
<th>Mounting Style Indicated by Figures in Third and Fourth Column</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular Type (R)</td>
<td>1</td>
<td>1. Gold Plated Brass Cap</td>
</tr>
<tr>
<td>Regular Type (C)</td>
<td>2</td>
<td>2. Gold Plated Cap</td>
</tr>
<tr>
<td>Regular Type (G)</td>
<td>3</td>
<td>3. Gold Plated Gold Plated Cap</td>
</tr>
<tr>
<td>Regular Type (G)</td>
<td>4</td>
<td>4. Gold Plated Gold Plated Cap</td>
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<tr>
<td>Slide-Fill, R</td>
<td>5</td>
<td>5. Slide-Fill Cap</td>
</tr>
<tr>
<td>Pocket Type</td>
<td>6</td>
<td>6. Pocket Cap</td>
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</tbody>
</table>

Gold-filled mounting indicated by figures 7, 8, and 9.

Mounting style indicated by figures 10, 11, and 12. Gold-filled mounting indicated by figures 13, 14, and 15.

The four figures in each line indicate the type of filling, the third being the number of the column, the fourth in base metal or gold-filled.

Example: 

<table>
<thead>
<tr>
<th>No. 1</th>
<th>No. 2</th>
<th>No. 3</th>
<th>No. 4</th>
<th>No. 5</th>
<th>No. 6</th>
<th>No. 7</th>
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</tbody>
</table>

The KEY TABLE is read top to bottom in all instances, e.g., filled with No. 2 and gold nips — as shown.

[Page 11]
Manufacturing

There are certain details of manufacture with which every merchant and salesman should be familiar.

The information about the materials used in the manufacture of Waterman's Ideal Fountain Pens.

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 indium, the hardest metal known. Only the finest quality of indium is used in Waterman's Ideal Fountain Pens.

This rubber, gold and indium 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 make Waterman's Ideal Fountain Pen as different and superior as the spoon seat which is responsible for perfect writing accomplishment, and the clip-cap which resists against pen loss and accident.

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

The spoon seat, which lies under the pen point, controls the flow of ink. Made of the finest Porcelain, 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 spoon seat makes Waterman's the perfect writing instrument it is. Without the spoon seat it would be more like other fountain pens.

The clip-cap 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 flush of the pocket without injuring the material of the wallet. This is a marked advantage. The clip-cap not only holds the pen securely in the pocket but prevents it 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 skilled workmen it has been possible to develop.
The Self-Filling Type

The 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—Bowl  B—Point Section (with ink tube attached)  C—Suction Feed  D—Gold Pen  E—Cap with clip  F—Sectional View

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, motiled and cardinals, plain and ornamental, also withring on the short lengths especially for women's use.
Any of the above pens may be had with either chased or plain holders, fitted with points as illustrated on page 39.
Waterman's Ideal Fountain Pen

Self-Filling Type

Comparative Sizes

Illustrations Are Actual Size

Any of the above pens may be had fitted with points as illustrated on page 59.
Waterman's Ideal Fountain Pen

SELF FILLING TYPE

COMPARATIVE SIZES

Illustrations Are Actual Size

Any of the above pens may be had fitted with pens as illustrated on page 59.
Illustrations Are Actual Size

<table>
<thead>
<tr>
<th>Pen Type</th>
<th>Color</th>
<th>Clip</th>
<th>Band</th>
<th>Price</th>
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<tr>
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<td>Light Gold</td>
<td>Levenger</td>
<td>Lip at Cap</td>
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Any of the above pens may be had fitted with pens as illustrated on page 90.

Page 20
### Self Filling Type

<table>
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<th>Style</th>
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<th>Price</th>
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### Gold Banded and Gold Mounted

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<tbody>
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**Illustrations Are Actual Size**

Any of the above pens may be had fitted with points as illustrated on page 10.
Illustrations Are Actual Size

Any of the above pens may be had fitted with points as illustrated on page 39.
Waterman’s (Ideal) Fountain Pen

Illustrations Are Actual Size

Above 14 Kt. Solid Gold pens and No. 057½ Plan and Gothic Gold Filled are made in yellow and green gold.

Any of the above pens may be had fitted with points as illustrated on page 19.
Waterman's Ideal Fountain Pen

Self Filling Type
Sterling Silver Mounted

Illustrations Are Actual Size

Any of the above pens may be had fitted with points as illustrated on page 79.
Waterman's Ideal Fountain Pen

Illustrations Are Actual Size

No. 6537. Plain, E. C., and G. A. 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

Illustrations Are Actual Size

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
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
Above pens are also made in yellow gold.

A handsomely mounted Waterman's Ideal Fountain Pen is a dashing decoration and appendage for any purpose or occasion. We are prepared to fit any 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 Ideal Fountain Pen

Illustrations Are Actual Size

Any of the above pens may be had with either chased or plain holders, fitted with points as illustrated on page 39.
Illustrations Are Actual Size

Any of the above pens may be had fitted with points as illustrated on page 30.
Waterman's Ideal Fountain Pen

Illustrations Are Actual Size

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

Fill no. L V
Sterling Silver No. 452 1/2 Y with Ring $6.00
No. 452 1/2 Y with Trimmed Cap and Ring $8.00

Flux no. L I
Sterling Silver No. 452 1/2 Y with Ring $6.00
No. 452 1/2 Y with Trimmed Cap and Ring $8.00

Poin No. E C
Sterling Silver No. 452 1/2 Y with Ring $7.00
No. 452 1/2 Y with Trimmed Cap and Ring $9.00

Parkovski E C
Sterling Silver No. 452 1/2 Y with Ring $8.00
No. 452 1/2 Y with Trimmed Cap and Ring $10.00

14 Kt. Solid Gold
No. 552 1/2 Y with Ring $32.00
No. 552 1/2 Y with Trimmed Cap and Ring $45.00

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.
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.
Illustrations Are Actual Size

Above 14 Kt. Solid Gold pens also No. 0572½ V for. Plain and Gothic Gold Plated are made in yellow and green gold.

Any of the above pens may be had fitted with points as illustrated on page 59.
Illustrations Are Actual Size

Waterman's Ideal Fountain Pen

Telescope Cap with Ring
with Gold Filled S. C. Self Filling Pen

Telescope Cap with Silver Band Self Filling Pen

Telescope Cap with Half Silver Band Self Filling Pen

Telescope Cap with Sterling Silver Band Self Filling Pen

Telescope Cap with Sterling Silver Band Self Filling Pen

The Cap Will Also Serve as a Vase when Not in Use. The Telescope Cap Is Strongly and Securely Attached at the Cap of the Pen Yet Permitting the Pen to Be Quitted Easily Detached for Use. See Pages 35, 36, 37, 38, 39, 40, 49.

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 59.
The Safety Type

For Women and Others

The 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:

Everyone 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.

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A—Barrel  B—Gold Pen  C—Cap  D—Sectioned View
G—Pen Charged  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 section 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 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.

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[Page 36]
Illustrations Are Actual Size

Any of the above pens may be had fitted with ports as illustrated on page 59
Any of the above pens may be had fitted with points as illustrated on page 59.
SAFETY TYPE [Drop-in Filling]

Illustrations Are Actual Size

GOLD AND SILVER MOUNTED

Any of the above pens may be had fitted with points as illustrated on page 55
Waterman's Ideal Fountain Pen

SAFETY TYPE [Dropper filling]
SHORT [V] LENGTH
GOLD BAND MOUNTED

Illustrations Are Actual Size

No 434 V yr. Pn. ed.

Plain with Gold Filled Ring
No. 333 $3.50

Capped with Gold Filled Ring
No. 343 $1.25

Gold Filled Plain Band at Top of Cap with Gold Filled Ring
No. 394 $4.75

Gold Filled Plain Middle Band with Gold Filled Ring
No. 424 $9.25

Gold Filled Skeleton Middle Band with Gold Filled Ring
No. 424 $4.25

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

Any of the above pens may be had fitted with many as illustrated on page 59.
Waterman's Ideal Fountain Pen

SAFETY TYPH | [Copper Nickel]  
SHORT TYPH LENGTH  
SILVER AND GOLD MOUNTED

Illustrations Are Actual Size

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

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

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.
Pocket Typ [Drop Dee Filling]

Illustrations Are Actual Size

Any of the above pens may be had fitted with points as illustrated on page 59.
**Waterman's Ideal Fountain Pen**

**Pocket Type** [Dropper Filling]  
**Gold Band Mounted**

**Illustrations Are Actual Size**

<table>
<thead>
<tr>
<th>Pen Type</th>
<th>Clip</th>
<th>Gold Filled Middle Band</th>
<th>Gold Filled Middle Band with Gold Filled Clip</th>
<th>Gold Filled Middle Band with Gold Filled Clip</th>
<th>Gold Filled Middle Band with Gold Filled Clip</th>
</tr>
</thead>
<tbody>
<tr>
<td>No 7</td>
<td>3 15</td>
<td>$2.00</td>
<td>$2.35</td>
<td>$2.15</td>
<td>$2.35</td>
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<tr>
<td>No 14</td>
<td>3 15</td>
<td>$3.00</td>
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<td>3 15</td>
<td>$3.75</td>
<td>$4.00</td>
<td>$3.75</td>
<td>$4.00</td>
</tr>
<tr>
<td>No 18</td>
<td>3 15</td>
<td>$4.75</td>
<td>$5.00</td>
<td>$4.75</td>
<td>$5.00</td>
</tr>
</tbody>
</table>

Any of the above pens may be had fitted with points as illustrated on page 50.
Waterman's Ideal Fountain Pen

Pocket Type [Dropper Filling]  Gold Banded and Gold Mounted

Illustrations Are Actual Size

<table>
<thead>
<tr>
<th>Model</th>
<th>Material</th>
<th>Banding</th>
<th>Clip</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>777</td>
<td>14 Kt. Gold</td>
<td>Solid</td>
<td>Gold Clip</td>
<td>$10.00</td>
</tr>
<tr>
<td>774</td>
<td>14 Kt. Gold</td>
<td>Solid</td>
<td>Gold Clip</td>
<td>11.00</td>
</tr>
<tr>
<td>773</td>
<td>14 Kt. Gold</td>
<td>Solid</td>
<td>Gold Clip</td>
<td>10.00</td>
</tr>
<tr>
<td>772</td>
<td>14 Kt. Gold</td>
<td>Solid</td>
<td>Gold Clip</td>
<td>9.90</td>
</tr>
</tbody>
</table>

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

Page 403
Any of the above pens may be had fitted with points as illustrated on page 39.
## Waterman's Ideal Fountain Pen

**Pocket Type (Dipper Filling)**

**Short Length**

**Gold Band Mounted**

*Illustrations Are Actual Size*

<table>
<thead>
<tr>
<th>Plain</th>
<th>Chased</th>
<th>Gold Filled</th>
<th>Gold Filled</th>
<th>14Kt. Solid Gold</th>
<th>Gold Filled</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 21 1/2 w</td>
<td>4 1/2</td>
<td>No. 21 1/2 w</td>
<td>3 1/2</td>
<td>No. 21 1/2 w x 8 1/2</td>
<td>6 1/2</td>
</tr>
<tr>
<td>No. 21 1/2 w</td>
<td>4 1/2</td>
<td>No. 21 1/2 w</td>
<td>3 1/2</td>
<td>No. 21 1/2 w x 8 1/2</td>
<td>6 1/2</td>
</tr>
<tr>
<td>No. 21 1/2 w</td>
<td>4 1/2</td>
<td>No. 21 1/2 w</td>
<td>3 1/2</td>
<td>No. 21 1/2 w x 8 1/2</td>
<td>6 1/2</td>
</tr>
<tr>
<td>No. 21 1/2 w</td>
<td>4 1/2</td>
<td>No. 21 1/2 w</td>
<td>3 1/2</td>
<td>No. 21 1/2 w x 8 1/2</td>
<td>6 1/2</td>
</tr>
<tr>
<td>No. 21 1/2 w</td>
<td>4 1/2</td>
<td>No. 21 1/2 w</td>
<td>3 1/2</td>
<td>No. 21 1/2 w x 8 1/2</td>
<td>6 1/2</td>
</tr>
<tr>
<td>No. 21 1/2 w</td>
<td>4 1/2</td>
<td>No. 21 1/2 w</td>
<td>3 1/2</td>
<td>No. 21 1/2 w x 8 1/2</td>
<td>6 1/2</td>
</tr>
</tbody>
</table>

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

[Page 48]
Waterman's Ideal Fountain Pen

Pocket Type [Dupe E. W.] Short [V] Length Silver and Gold Mounted Illustrations Are Actual Size

No. 3412 2 1/4, Hand Engraved, Monogram E. C., Sterling Silver (Closed)

<table>
<thead>
<tr>
<th>Material</th>
<th>Model</th>
<th>Ring</th>
<th>Cap</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sterling Silver</td>
<td>No. 272</td>
<td>$6.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gold Filled</td>
<td>No. 272 Fl.</td>
<td>$8.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14 k. Gold</td>
<td>No. 272 Gld</td>
<td>$12.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18 k. Solid Gold</td>
<td>No. 272 St.</td>
<td>$16.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Above 14 k. Solid Gold Pen also No. 2572 4 1/4, w.r. 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 39.
Pocket Type [Dripper Filling] Short | V | Length | Gold and Silver Mounted

Illustrations Are Actual Size

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

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 point 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.
Illustrations Are Actual Size

Any of the above pens may be had fitted with points as illustrated on page 59
Waterman's Ideal Fountain Pen

REGULAR TYPE [Dropper Filling]  GOLD BAND MOUNTED

Illustrations Are Actual Size

Any of the above pens may be had fitted with points as illustrated on page 39.
Illustrations Are Actual Size
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.
The Duplex Pen

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

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

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

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

Duo-Point Gold Pen

The Waterman's Ideal patented Duo-Point Gold Pen marks an advance step in conformity with our policy of manufacturing a point practical for every purpose for 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 softer action, making a finer mark, thus offering a distinct and practical advantage for bookkeeping, mafhncfolding and for many other writing purposes.

Both sides of the Duo-Point pen have the hard, midium 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

The 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 14kt gold tipped with indium. 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 the 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 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 sized nibs to fit different sizes of barrels so that the pen buyer may select 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.

Muscle, Ruling in No. 4 size only and Social 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 practical to determine from the way a writer holds his pen 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 his 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 hand it looks like this, offer him a pen with a medium point that looks like this.

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

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

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

If the writer is left-handed and holds his pen like this, a ball point will write smoothly and evenly for him. It looks like this.
Gold Pens

Two types of gold pens are the most of the efficiency and tremendous popularity of Waterman's Ideal Fountain Pens.

The test of a fountain pen is not in its action and the service rendered when the point of the 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 imprints, "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, which can be found in a variety of sizes 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 rubber which gives a smooth long-wearing point not found in other gold pens.

SPECIAL POINTS
Illustrating No. 4 A Line Size

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

<table>
<thead>
<tr>
<th>ENGRAVING PEN</th>
<th>PATENTED GOLD</th>
<th>BALL POINT</th>
<th>MANHATTAN</th>
<th>SPECIAL BROAD STUB</th>
<th>BALL POINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>FINEST PEN</td>
<td>ALL 14-CART</td>
<td>NO 4 RUBBER</td>
<td>NO 4</td>
<td>SPECIAL BROAD STUB</td>
<td>NO 4 RUBBER</td>
</tr>
<tr>
<td>SPECIAL POINTS</td>
<td>NO 4 RUBBER</td>
<td>NO 4 RUBBER</td>
<td>NO 4 RUBBER</td>
<td>NO 4 RUBBER</td>
<td>NO 4 RUBBER</td>
</tr>
<tr>
<td>SPECIAL POINTS (EXCEPT 4 RUBBER)</td>
<td>NO 4 RUBBER</td>
<td>NO 4 RUBBER</td>
<td>NO 4 RUBBER</td>
<td>NO 4 RUBBER</td>
<td>NO 4 RUBBER</td>
</tr>
<tr>
<td>MANHATTAN</td>
<td>NO 4 RUBBER</td>
<td>NO 4 RUBBER</td>
<td>NO 4 RUBBER</td>
<td>NO 4 RUBBER</td>
<td>NO 4 RUBBER</td>
</tr>
<tr>
<td>BALL POINT</td>
<td>NO 4 RUBBER</td>
<td>NO 4 RUBBER</td>
<td>NO 4 RUBBER</td>
<td>NO 4 RUBBER</td>
<td>NO 4 RUBBER</td>
</tr>
</tbody>
</table>

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

For sizes see page 59. For prices see page 87.
Regular Sizes and Styles

For Special Points, see page 38
Waterman's Pencils

Waterman’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 in the public today.

Waterman’s Pencil is the highest pencil made. This is a marked advantage. Waterman’s Pencil is made of hard, durable rubber which makes it attractive. 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 finger 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 finish. It 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.

1. 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.
2. The barrel is in perfect balance, correct in length and diameter, made of durable, astonishingly light, plastic hard rubber, the pencil with leads weighing less than quarter of an ounce, a simplicity of construction that accomplishes with utmost accuracy the work for which it is intended.
3. A safety clip that holds the pencil securely in the pocket until the writer needs it and prevents it from 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 finest pen numbers. Styles which he lacks can be immediately supplied by us.
Some 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.
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 0125N—match perfectly 018 series of Waterman's pens, in black, mottled and cardinal. Illustrations are actual size of pencils that retail for $2.00
Waterman's Ideal Fountain Pen

Illustrations Are Actual Size

Any of the above pencils may be had with leads of varying degree as listed on page 67
Illustrations Are Actual Size

Any of the above pencils may be had with leads of varying degrees as listed on page 67.
Illustrations Are Actual Size

<table>
<thead>
<tr>
<th>Model</th>
<th>Color</th>
<th>Price</th>
<th>Lead Type</th>
<th>Cap Type</th>
<th>Clip Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold Filled</td>
<td>Gold Filled with Gold</td>
<td>$5.00</td>
<td>No. 110</td>
<td>Filled Clip</td>
<td>$1.50</td>
</tr>
<tr>
<td>14 Kt. Solid Gold</td>
<td>14 Kt. Solid Gold</td>
<td>$12.00</td>
<td>No. 111</td>
<td>Filled Clip</td>
<td>$2.00</td>
</tr>
<tr>
<td>14 Kt. Solid Gold</td>
<td>14 Kt. Solid Gold</td>
<td>$4.00</td>
<td>No. 112</td>
<td>Filled Clip</td>
<td>$1.50</td>
</tr>
<tr>
<td>14 Kt. Solid Gold</td>
<td>14 Kt. Solid Gold</td>
<td>$12.00</td>
<td>No. 113</td>
<td>Filled Clip</td>
<td>$2.00</td>
</tr>
<tr>
<td>14 Kt. Solid Gold</td>
<td>14 Kt. Solid Gold</td>
<td>$2.00</td>
<td>No. 114</td>
<td>Filled Clip</td>
<td>$1.50</td>
</tr>
</tbody>
</table>

Above 14 Kt. Solid Gold Pencils also No. 122 Flair 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 Ideal Fountain Pen

Illustrations Are Actual Size

Any of the above pencils may be had with lead of varying degrees as listed on page 67.
Illustrations Are Actual Size

Any of the above pencils may be had with leads of varying degrees as listed on page 67.
Illustrations Are Actual Size

Above 14 Kt. Solid Gold pencils also No. 0771 V w t. Plain and Groove Gold Filled are made in yellow and green gold.

Any of the above pencils may be had with leads of turning degree as listed on page 67

Page 96
There 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
- B: Medium Soft
- HB: Medium
- F: Medium Hard
- H: Hard
- 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.
For Counter and Window Display

The 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 showcases.

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 unfiled 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 DOUBLE AND NO 0502 DOUBLE

NO 402 AND NO 0502

Guards With One Spring Ring For Carrying Pen or Pencil
Black Silk Ribbon
with brass, steel, silver, gold, or gold
No. 402 $1.00
No. 0502 $1.20

Guards With Two Spring Rings For Carrying Pen and Pencil
Black Silk Ribbon
with two spring rings, silver springs, rings and slides No. 8025 $1.90
with two gold filled springs, rings and slides No. 06025 $1.90

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Waterman's Combination Writing Sets

Waterman'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. 14X. Black Closed, $3.75
14X-31 Black (Clad on Ruthenium) Clip—Pen nibs match in color. $3.74
No. 52 Black (Clad on Ruthenium)—Same set in special hinged case 4.50

No. 14X.335V. Black (Clad on Ruthenium) with Nickel Lever and Cap. A short barrel, slender ten—Faucet to work. In blued box. $3.75
No. 14X.11V. Black (Clad on Ruthenium)—Same in original hinged case 4.25

No. 14X.0185. Leviathan—White Gold (Clad on Ruthenium) Clip and Barrel Hand polished—Pen nibs matched in color. $3.50
No. 14X.0185. Cardinal—Same set in hinged case 3.50
No. 14X.0185. Ceylon—Same set in same case 6.50

No. 14X.0185.3 V. Black (Clad on Ruthenium) with Nickel Lever and Cap. A short barrel, slender ten—Faucet to work. In blued box. $3.50
No. 14X.17V. Black (Clad on Ruthenium)—Same in original hinged case 4.00
No. 14X.0185.1V. Black (Clad on Ruthenium)—Same in original hinged case 5.00
No. 14X.0185.2V. Black (Clad on Ruthenium)—Same in original hinged case 5.50
Waterman's Combination Writing Sets

No. DX-0185A, Matteled—With Gold Plated Lever, Cap, and Barrel. $5.50

No. DX-0185B, Matteled—Same set in hard rubber case. $5.00

No. DX-0185C, Matteled—Same set in hard leather case. $5.00

No. DX-0185D, Matteled—Same set in hard silk plush case. $5.00

No. DX-0185E, Matteled—With gold and barrel band at top of cap. $5.00

No. DX-0185F, Matteled—Same set in hard leather case. $5.00

No. DX-0185G, Matteled—Same set in hard leather case. $5.00

No. DX-0185H, Matteled—Same set in hard silk plush case. $5.00

No. DX-0185I, Matteled—Same set in hard leather case. $5.00

No. DX-0185J, Matteled—Same set in hard silk plush case. $5.00

No. DX-0185K, Matteled—Same set in hard leather case. $5.00

No. DX-0185L, Matteled—Same set in hard silk plush case. $5.00

No. DX-0185M, Matteled—Same set in hard leather case. $5.00

No. DX-0185N, Matteled—Same set in hard silk plush case. $5.00
Waterman's Ideal Fountain Pen

Waterman's Combination Writing Sets

No. DX-41, $10.00
14-karat gold filled clip—Sent in silk lined box.

No. DX-42, $10.00
14-karat gold filled clip—Sent in leather box.

No. DX-43, $10.00
14-karat gold filled clip—Sent in leather box with 14-karat gold filled leather case.

No. DX-45, $10.00
14-karat gold filled clip—Sent in leather box with 14-karat gold filled leather case.

No. DX-46, $10.00
14-karat gold filled clip—Sent in leather box with 14-karat gold filled leather case.

No. DX-47, $10.00
14-karat gold filled clip—Sent in leather box with 14-karat gold filled leather case.

No. DX-48, $10.00
14-karat gold filled clip—Sent in leather box with 14-karat gold filled leather case.

*May be had in yellow or green gold.
Waterman's Combination Writing Sets

No. DX-2450. Black with Gold Plate. $7.75
- No. DX-2451. Black with Gold Plate. $7.75
- No. DX-2452. Black with Silver Plate. $7.75

No. OE-525. Silver Plate. $4.50

No. OE-526. Gold Plate. $15.00

No. OE-451. Vermeil Plate. $15.00

No. OE-521. Vermeil Plate. $15.00

No. OE-522. Vermeil Plate. $15.00

No. OE-452. Vermeil Plate. $15.00

No. OE-453. Vermeil Plate. $15.00

No. OE-454. Vermeil Plate. $15.00

No. OE-455. Vermeil Plate. $15.00

No. OE-456. Vermeil Plate. $15.00

No. OE-457. Vermeil Plate. $15.00

No. OE-458. Vermeil Plate. $15.00

No. OE-459. Vermeil Plate. $15.00

No. OE-460. Vermeil Plate. $15.00

No. OE-461. Vermeil Plate. $15.00

No. OE-462. Vermeil Plate. $15.00

No. OE-463. Vermeil Plate. $15.00

No. OE-464. Vermeil Plate. $15.00

No. OE-465. Vermeil Plate. $15.00

No. OE-466. Vermeil Plate. $15.00

No. OE-467. Vermeil Plate. $15.00

No. OE-468. Vermeil Plate. $15.00

No. OE-469. Vermeil Plate. $15.00

No. OE-470. Vermeil Plate. $15.00

No. OE-471. Vermeil Plate. $15.00

No. OE-472. Vermeil Plate. $15.00

No. OE-473. Vermeil Plate. $15.00

No. OE-474. Vermeil Plate. $15.00

No. OE-475. Vermeil Plate. $15.00

No. OE-476. Vermeil Plate. $15.00

No. OE-477. Vermeil Plate. $15.00

No. OE-478. Vermeil Plate. $15.00

No. OE-479. Vermeil Plate. $15.00

No. OE-480. Vermeil Plate. $15.00

No. OE-481. Vermeil Plate. $15.00

No. OE-482. Vermeil Plate. $15.00

No. OE-483. Vermeil Plate. $15.00

No. OE-484. Vermeil Plate. $15.00

No. OE-485. Vermeil Plate. $15.00

No. OE-486. Vermeil Plate. $15.00

No. OE-487. Vermeil Plate. $15.00

No. OE-488. Vermeil Plate. $15.00

No. OE-489. Vermeil Plate. $15.00

No. OE-490. Vermeil Plate. $15.00

No. OE-491. Vermeil Plate. $15.00

No. OE-492. Vermeil Plate. $15.00

No. OE-493. Vermeil Plate. $15.00

No. OE-494. Vermeil Plate. $15.00

No. OE-495. Vermeil Plate. $15.00

No. OE-496. Vermeil Plate. $15.00

No. OE-497. Vermeil Plate. $15.00

No. OE-498. Vermeil Plate. $15.00

No. OE-499. Vermeil Plate. $15.00

No. OE-500. Vermeil Plate. $15.00

*May be had in yellow or green gold.
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

Nothing 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

[Table showing net prices for various styles of engraving]
The Gift Practical

Gift-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.
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 incurs 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 Ideal Ink

For Fountain Pen and General Use

Blue Black is a Permanent Record Ink

For Boxing, Weights and Shipping Instructions see Page 81
Waterman's Ideal Ink

For Fountain Pen and Lettering Use

Blue Black is a Permanent Record Ink

For Boxing, Weights and Shipping Instructions see Page 81
Waterman's Ideal Ink
For Fountain Pen and General Use

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

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

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

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

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**Boxing and Weights**

<table>
<thead>
<tr>
<th>Description</th>
<th>Packed per Carton</th>
<th>Net Weight per Case</th>
<th>Weight per Carton</th>
<th>Weight per Case</th>
<th>Weight per Gross</th>
<th>Weight per Gross</th>
</tr>
</thead>
<tbody>
<tr>
<td>111-710</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>111-708</td>
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<tr>
<td>111-711</td>
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<td>100-708</td>
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<tr>
<td>100-707</td>
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</tr>
</tbody>
</table>

*On orders less than one gross of No. 111 (12 or 24) an extra charge of 50c per gross is made when packed in cartons of four dozen each.

*Orders received three weeks in advance of shipment will be shipped within 30 days, if such shipment can be made. For further information, address Waterman Pen Co., 444 Tenth Ave., New York. All orders will be shipped promptly. The packing season extends generally from April 1 to November 30. Orders for and sent must be received in good time."
Show Cases

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 unhappily 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.
Show Cases

Display A: Waterman's Ideal Fountain Pen

Display B: Waterman's Ideal Fountain Pen

Display C: Waterman's Ideal Fountain Pen

Display D: Waterman's Ideal Fountain Pen

Display E: Waterman's Ideal Fountain Pen

Display F: Waterman's Ideal Fountain Pen

Display G: Waterman's Ideal Fountain Pen

Display H: Waterman's Ideal Fountain Pen

Display I: Waterman's Ideal Fountain Pen

Display J: Waterman's Ideal Fountain Pen

Display K: Waterman's Ideal Fountain Pen

Display L: Waterman's Ideal Fountain Pen

Display M: Waterman's Ideal Fountain Pen

Display N: Waterman's Ideal Fountain Pen

Display O: Waterman's Ideal Fountain Pen
Show Cases

Display 12 Waterman's Ideal Fountain Pen or Pencil.

12 A
Size: 12 inches long, 24 inches high, 12 inches deep. Two glass doors with lock in center. Two small drawers in base for storage of supplies. Finished in oak or mahogany. Price $5.00
Displays 124 Waterman's Ideal Fountain Pen or Pencil.

12 B
Size: 12 inches long, 13 inches high. Sliding door with lock. Length of display 12 inches. Finished in oak or mahogany. Price $3.50
Displays 124 Waterman's Ideal Fountain Pen or Pencil.

6 A
Size: 12 inches long, 15 inches high, 6 inches deep. Two glass doors with lock in center. Three drawers in base for storage of supplies. Finished in oak or mahogany. Price $5.00
Displays 12 Waterman's Ideal Fountain Pen or Pencil.

6 B
Size: 12 inches long, 15 inches high, 6 inches deep. Two glass doors with lock in center. Three drawers in base for storage of supplies. Finished in oak or mahogany. Price $5.00
Displays 12 Waterman's Ideal Fountain Pen or Pencil.
Labels and Boxes

Labels

The L. E. Waterman Company's business policy embraces more than the manufacture of the best fountain pen it is possible to make. It also includes a fixed purpose and a constant effort to render every practicable assistance to dealers in handling and selling Waterman's 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 band showing character of point of gold pen, type of holder and style of mounting and list price to aid in checking trade discount. Occasionally, while in the dealer's show case, these bands become detached or soiled from the handlingincident 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 warded 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 short 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 clip-caps may be checked. To prevent pilfering while in transit each box is carefully sealed with a band bearing a list of the contents.

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

Waterman'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 owners 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. Refill 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

All 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 S. 11th Street, Chicago, Ill.
40 School Street, Boston, Mass.
17 Stockton Street, San Francisco, Calif.
179 S. James Street, Montreal, Canada

1. Before enclosing pen in envelope, remove all ink.
2. Send complete pen for all repairs or adjustments.
3. Indicate in letter all repairs needed and your FIMM name and address.
4. Enclose proper postage.
5. Mail to the nearest mail, first class postage.

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

Note—For list of usual parts see pages 16-17.

<table>
<thead>
<tr>
<th>Parts of Pen</th>
<th>New Parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of Pen of Holder</td>
<td>Parts List</td>
</tr>
<tr>
<td>Platinum</td>
<td>Gold</td>
</tr>
<tr>
<td>121</td>
<td>121</td>
</tr>
<tr>
<td>144</td>
<td>144</td>
</tr>
<tr>
<td>151</td>
<td>151</td>
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<td>161</td>
<td>161</td>
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<td>171</td>
<td>171</td>
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<tr>
<td>181</td>
<td>181</td>
</tr>
<tr>
<td>191</td>
<td>191</td>
</tr>
</tbody>
</table>

Repair Charges:

Sail and Cleaning—25c
Packing and Recondition—5c

REPAIR CHARGES

<table>
<thead>
<tr>
<th>Description</th>
<th>Repair Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Parts</td>
<td>Gold Plated Ring</td>
</tr>
<tr>
<td>Platinum</td>
<td>$1.00</td>
</tr>
<tr>
<td>Gold</td>
<td>$1.50</td>
</tr>
<tr>
<td>Gold Filled Clip</td>
<td>$2.00</td>
</tr>
</tbody>
</table>

Numbers are stamped on the Bath and Baloney Holder.
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.

<table>
<thead>
<tr>
<th>Names of Parts</th>
<th>Repair or Replacement Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 1. Barrel</td>
<td>Rubber Barrel</td>
</tr>
<tr>
<td>No. 2. Hard Rubber Point Section</td>
<td>Rubber Point Section</td>
</tr>
<tr>
<td>No. 3. Hard Rubber End Cap</td>
<td>Rubber End Cap</td>
</tr>
<tr>
<td>No. 4. Aluminum Propeller Case</td>
<td>Aluminum Propeller Case</td>
</tr>
<tr>
<td>No. 5. Lead Propeller</td>
<td>Lead Propeller</td>
</tr>
<tr>
<td>No. 6. Magazine for Leads</td>
<td>Clips regular 25c, Sterling Silver 50c; Gold Filled $1.00, 14 Kt. Solid Gold $2.00</td>
</tr>
</tbody>
</table>

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 repel 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

In 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 inestimable value if it is right and rightly used but which may be of constant 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 prolifically induces other sales.

For this reason it will pay the merchant and his clerk 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 special 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 ought to be filled and cared for.

Sixth, the buyer should be convinced that a perfect pen is being bought, that with care 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 pen 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 systemized 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 near 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.
Pens stock should be frequently examined and all parts should be carefully cleaned.
Concentrate on one make of pens. You may lose 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 booklets, "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

During 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 town 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 conditions. 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 90% of the fountain pen users, and those who cannot be satisfied from the 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 agents.

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 twenty-fifth. It is a fixed rule with them that stock books shall be examined and orders sent in to complete stock on these dates. Others find that one order 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

Not a article 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.

Fifty 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 on safe and sane lines. Never has a desire 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 deterrent 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 other 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 where 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 leaflets, folders, and lantern slides, so imprinted that they advertise the merchant who distributes them. We are at all times prepared to cooperate, through our Advertising Department, by supplying copy for newspapers and necessary engravings and electrype types.

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 seasonal 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 names and address, to be mailed or distributed by the states to customers and prospects. They are furnished free of expense to the merchants 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

The 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 satisfy 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 self-filling, regular, and pocket types when carried 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, but water never, as it destroys the luster 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 im-erred will remove all ink deposit.

A reference to pages 16, 36, 41, 71 which show the detail of construction of all types of Waterman's Pens—will make these instructions very clear.
Pens as Prizes

During 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 product, to men making the best territorial reports. Manufacturers had 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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Founder, Lewis E. Waterman

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{P A P E R 96}
Waterman's Fountain Pen

Waterman's Fountain Pen has achieved world-wide popularity because they are ruggedly built by master craftsmen to give perfect writing. Nibs, made of 14kt gold, tipped with the very finest grade of interchange nibs. A patented flow-control delivers ink in an even steady flow until the very last drop is used up. Holders made of light weight, non- inflammable, metal proof. Pen rubber which assures a definite writing comfort and balance not found in other pens. A simple, efficient device fills 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 1884. Pens shown below are in actual colors but in approximately one-quarter reduced sizes.

**WATERMAN'S No. 7 COLOR BAND CHART**

<table>
<thead>
<tr>
<th>Color Band</th>
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<tr>
<td>Red</td>
<td>Slender</td>
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<tr>
<td>Green</td>
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<td>Blue</td>
<td>Standard</td>
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<td>Pearl</td>
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<td>Yellow</td>
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<tr>
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No. 61752

- **Color:** Black
- **Gold Plate:** Yes
- **Price:** $5.50

No. 61753

- **Color:** Blue
- **Gold Plate:** Yes
- **Price:** $5.50

No. 61754

- **Color:** Red
- **Gold Plate:** Yes
- **Price:** $5.50

No. 61755

- **Color:** Green
- **Gold Plate:** Yes
- **Price:** $5.50

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**Note:** Prices may vary and are subject to change without notice.
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 Blugreen which sells for $7.00 for the set.

Waterman's Ideal Inks

Chosen from a line of very light or dark inks that are made from a dimer quinonodimethane medium in colors, flow and consistency. Made in Blue Black and Jet Black strengths, as well as in Gold, Violet, Red and Blue for other uses. Sold in 16 ounce bottles. Sold in sets of four. Ideal for1840 and earlier documents—44 post, Arabic 1 pen, ruled margins. Ideal for1840 and earlier documents—44 post, Arabic 1 pen, ruled margins. Ideal for1840 and earlier documents—44 post, Arabic 1 pen, ruled margins.
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.

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 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.
SHOW CASE No. 2
Size over all: 8½ inches wide; 9¼ inches deep; 17¼ 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: 15½ inches wide; 9½ inches deep; 17½ 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. 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. Sliding 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. 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 sliding, mirrored doors back of upper display compartment. Display compartment in lower front—inside: 55 inches wide; 7¾ inches deep; 14½ inches high, with sliding plate glass doors in front and highly polished wood 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.

This is as Important as Your Window Display
SHOW CASE No. 30

Size over all: 73 3/8 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 3/4 inches deep; 14 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.

And Greatly Decrease Your Selling Effort!