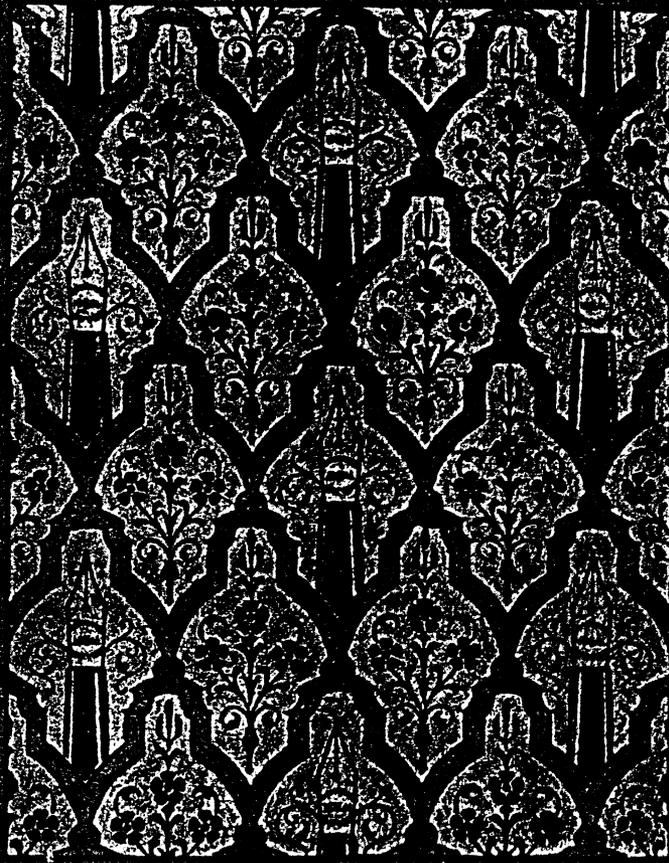


Waterman's  
Ideal  
Fountain Pen



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**TO DEALER**

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

*S. E. Waterman Co.*

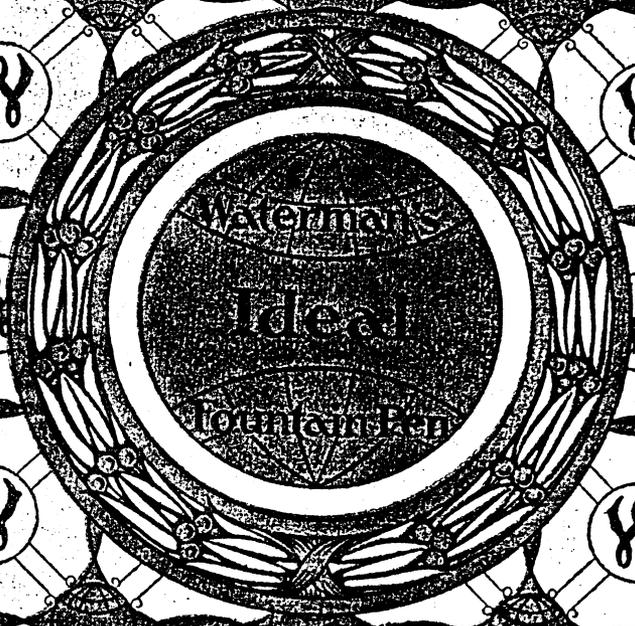
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FILE DISCOUNT SHEET SEPARATELY

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The Standard of the World

Th

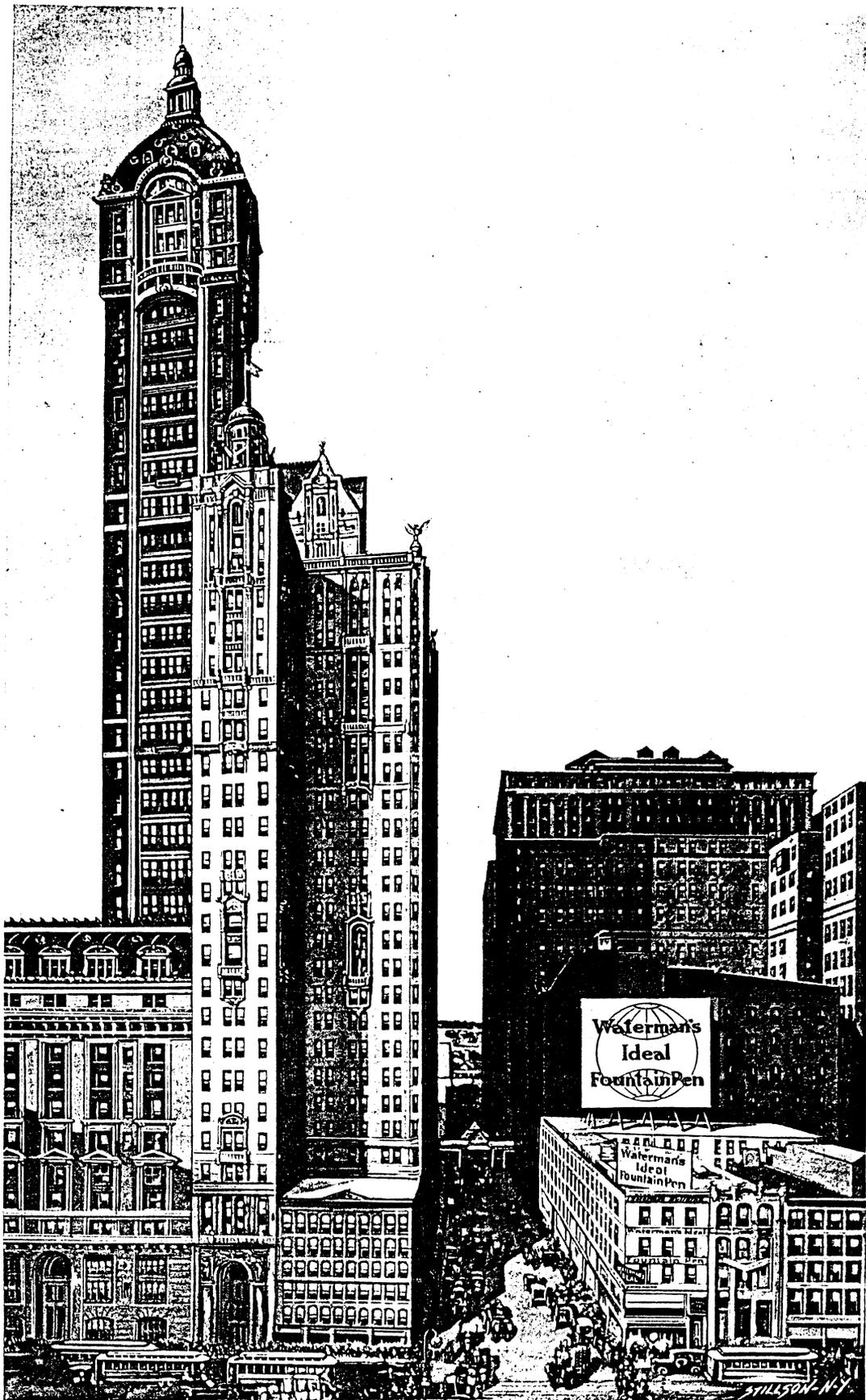


Waterman's Ideal Fountain Pen

Wat

Copyright, 1908, by  
L. E. Waterman Company  
New York





Broadway, corner Cortlandt Street, New York

# Waterman's Ideal Fountain Pen



*W. L. Waterman Co., 173 Broadway*

Broadway "The Pen Corner" Cortlandt St.

New York, U. S. A.

Boston Chicago San Francisco Oakland Montreal

London, E. C.  
Vienna

Paris  
Santiago

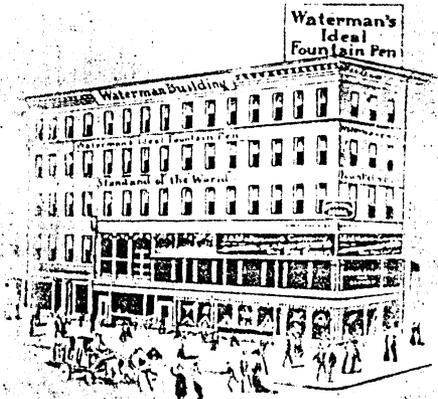
Milan  
Buenos Ayres

Dresden  
Mexico, D. F.

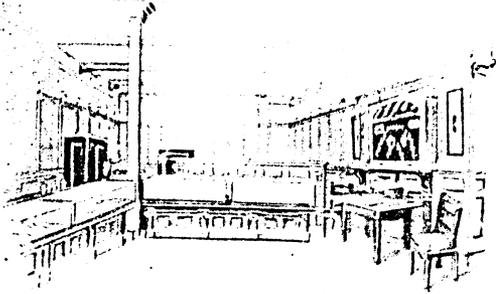
Gold Pen Factories: New York City

Ink Factory: Brooklyn, N. Y.

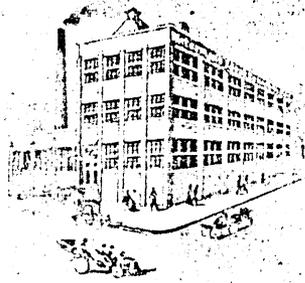
Rubber Factory: Seymour, Conn.



NEW YORK STORE



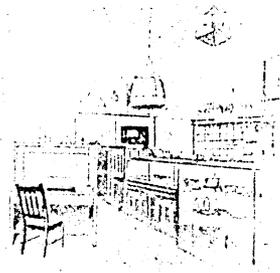
BOSTON



CANADIAN FACTORY



MONTREAL



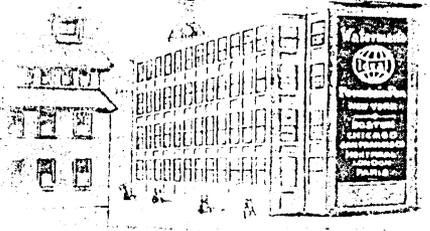
SAN FRANCISCO



LONDON



CHICAGO



RUBBER FACTORY



NEW YORK FACTORY





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

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

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

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

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

When, in 1883, he had completed his first pen, he termed it "Ideal". Now this was, and ever has been, more than word, as there is always an ideal to be maintained in the making of Waterman's Ideal Fountain Pens; the ideal being to make a pen which gives perfect service to the average man.

So in making his pen Mr. Waterman made it simple and of the fewest parts possible. He knew that ink was a difficult and dangerous liquid to carry in the pocket, and that even a small amount of it could cause damage out of all proportion to the quantity employed. He knew also that as most ink dries it forms a gum, which, in time, resolves itself almost into cement.

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

The Ideal must stand for simplicity, safety and service.

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

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

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

Mr. Waterman had observed the tendency to cut the price on advertised articles, and realized that price-cutting not only robbed the dealer of his legitimate profit, but destroyed his incentive to push the goods and give the necessary care. He resolved that his business should not suffer from this practice. In this, however, there were difficulties to be surmounted. It was unfair for the dealer to sign a rock-ribbed agreement not to cut prices on goods he had purchased,

when there was a possibility that he would not be enabled to sell them at list prices. Therefore, Mr. Waterman announced that he would sell only to dealers who would agree to maintain prices, and that he would buy back any, or all, unsold pens in stock, at the full price paid for them.

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

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

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

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

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

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



SOME AWARDS RECEIVED IN  
 COMPETITION WITH THE WORLD  
 FROM 1884 TO 1903

- 1883 Mechanics Institute, N. Y., Excellence n
- 1884 Mechanics Institute, N. Y., Superiority n
- 1885 Mechanics Institute, N. Y., Special s
- 1886 Mechanics Institute, N. Y., Superiority n
- 1887 Mechanics Institute, N. Y., Superiority n
- 1888 Mechanics Institute, N. Y., Superiority n
- 1889 Mechanics Institute, N. Y., Excellence n
- 1889 Exposition Universelle, Paris, Highest n
- 1893 World's Col'bian Exposition, Chicago n
- 1894 California Mid-Winter, San Francisco g
- 1895 Cotton States International, Atlanta, Ga. g
- 1897 Tennessee Centennial, Nashville g

Key: n, Bronze. g, Gold. s, Silver

THE ENGRAVER'S COMPANY, N. Y.



- |  |   |
|--|---|
| 1898 Trans-Mississippi, Omaha, Neb.          | G |
| 1900 International Exposition, Paris         | B |
| 1901 Glasgow International Exhibition        | G |
| 1901 Pan-Amer. Exposition, Buffalo, N. Y.    | S |
| 1901-2 Inter-State Expo'n, Charleston, S. C. | G |
| 1903 Osaka Exposition, Osaka, Japan          | G |
| 1904 Louisiana Purchase, St. Louis, Mo.      | G |
| 1905 Lewis & Clarke, Portland, Ore.          | G |
| 1906 Dominion Exposition, Halifax, N. S.     | G |
| 1906 International Exposition, Milan, Italy  | G |
| 1907 International Book & Paper Exp., Paris  | B |
| 1907 Jamestown Exposition, Norfolk           | G |

Key: B, Bronze. G, Gold. S, Silver

WATERMAN'S PATENT

WATERMAN'S PATENT

WATERMAN'S PATENT



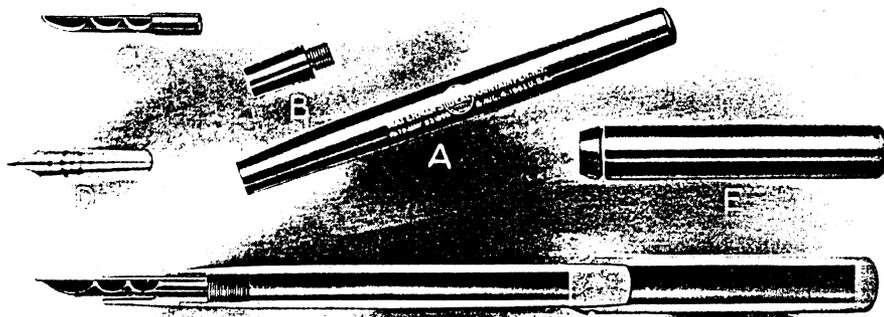
S. J. Waterman

WATERMAN'S PATENT

# W SIMPLICITY W

*"To be simple is to be great."*—EMERSON

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



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

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

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

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

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

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

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

Thus, has been made possible the combination of pen and ink into one, designed to be carried by the writers of the world, and to serve them faithfully and continually.

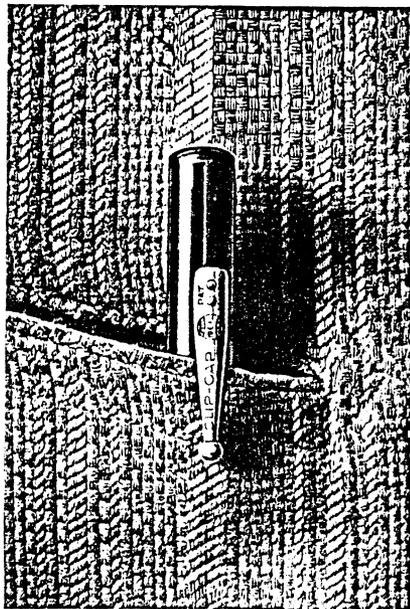
## CLIP-CAP and the SPOON FEED

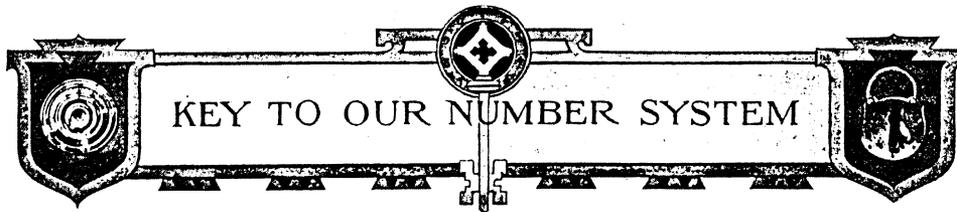
The Spoon Feed and the Clip-Cap. Two distinctive L. E. Waterman Company patented features which made possible the wonderful success and ecumenical use of Waterman's Ideal. Each serves to attain a superiority that has never been reached in any other writing instrument, in the world.

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

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

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





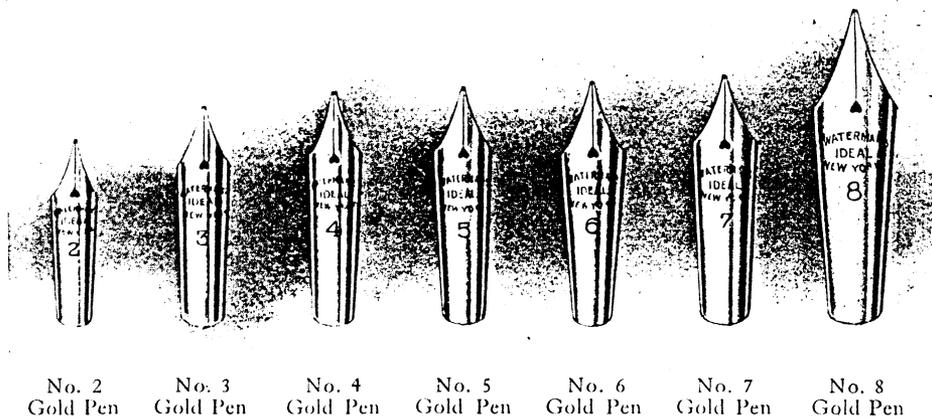
## KEY TO OUR NUMBER SYSTEM

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

- 2 *The figure in the Unit Column* indicates the size of the gold pen contained in the holder.
- 22 *The figure in the Tens Column* indicates the shape of the holder.
- 402 *The figure in the Hundreds Column* indicates a metal mounting and its style.
- 0512 *The prefix 0* indicates Gold Filled.
- 12P *The suffix P* indicates Pump-Filling styles.
- 12V *The suffix V* indicates Vest Pocket sizes.
- 12S *The suffix S* indicates Safety styles.

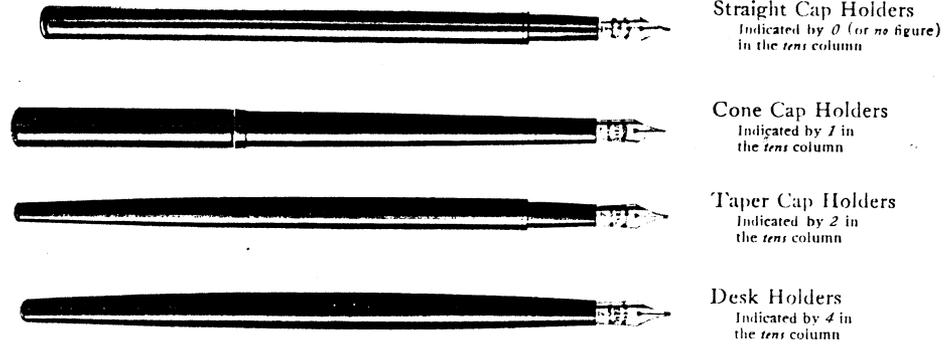
The *Finish* of the holder or the *Design* of the mounting, however, is always indicated by the addition of a descriptive word; for instance, "Black", "Mottled", etc., on the unmounted pens, "Chased", "Barleycorn", etc., on the mounted pens.

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



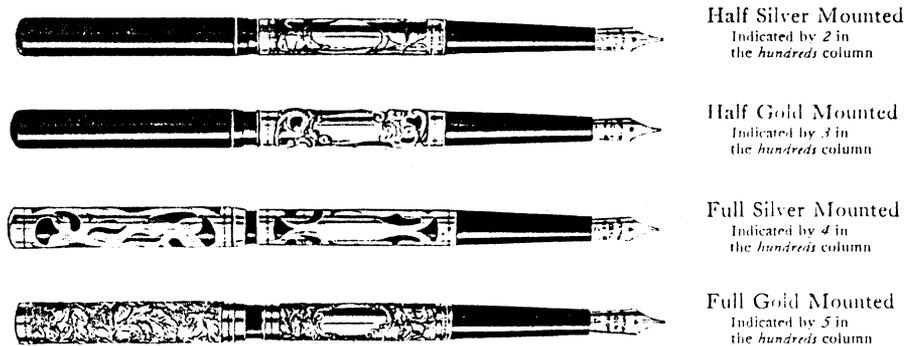
The Shape of the Holder  
Is indicated by the figure in the Tens Column of all numbers

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



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

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

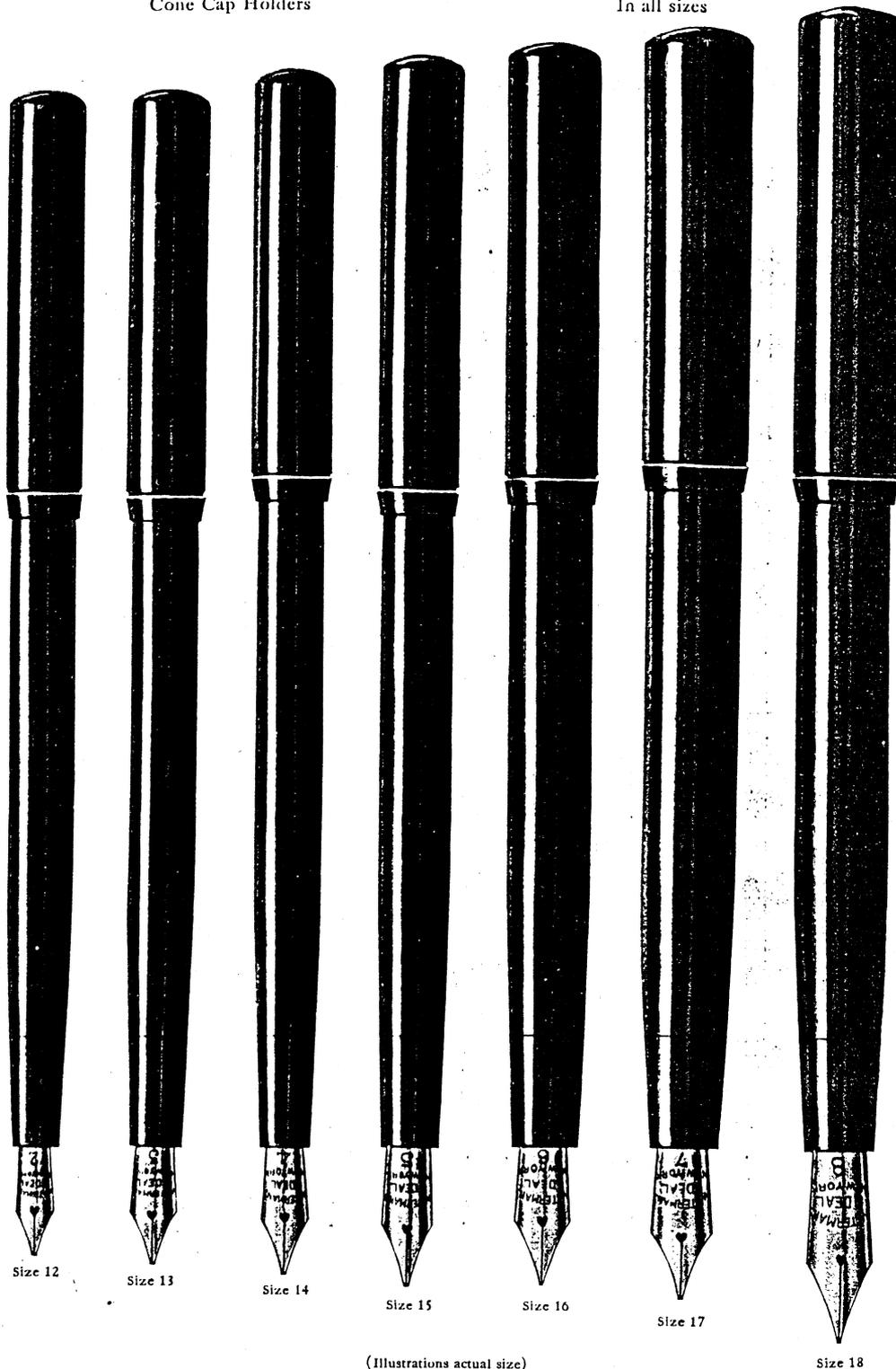


The prefix 0 when included in the number indicates *Gold Filled*  
*viz.* : 0324 would be gold-filled, half-gold-mounted, taper cap, No. 4 size gold pen

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

Cone Cap Holders

In all sizes

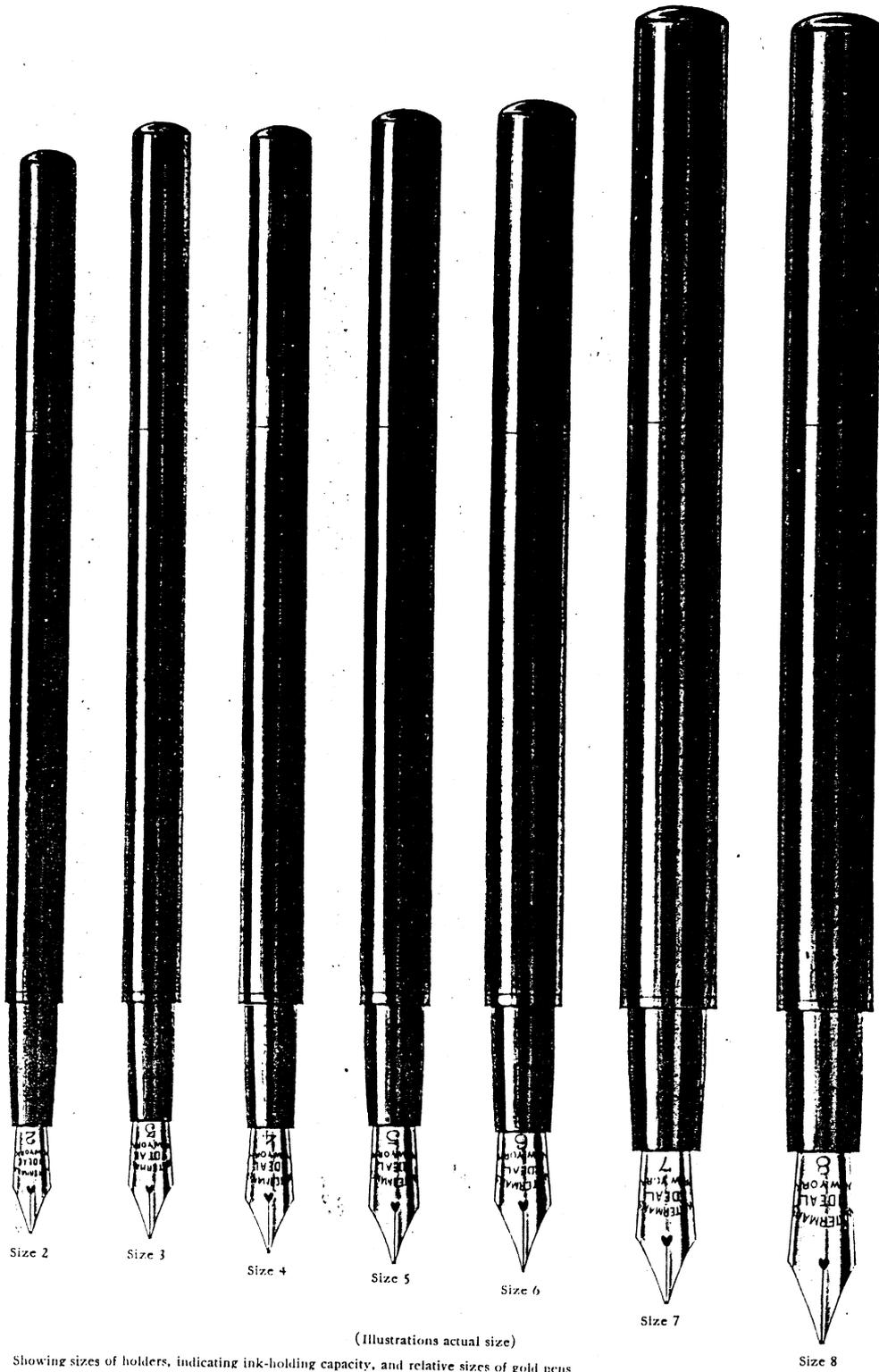


(Illustrations actual size)

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

Straight Holders

In all sizes

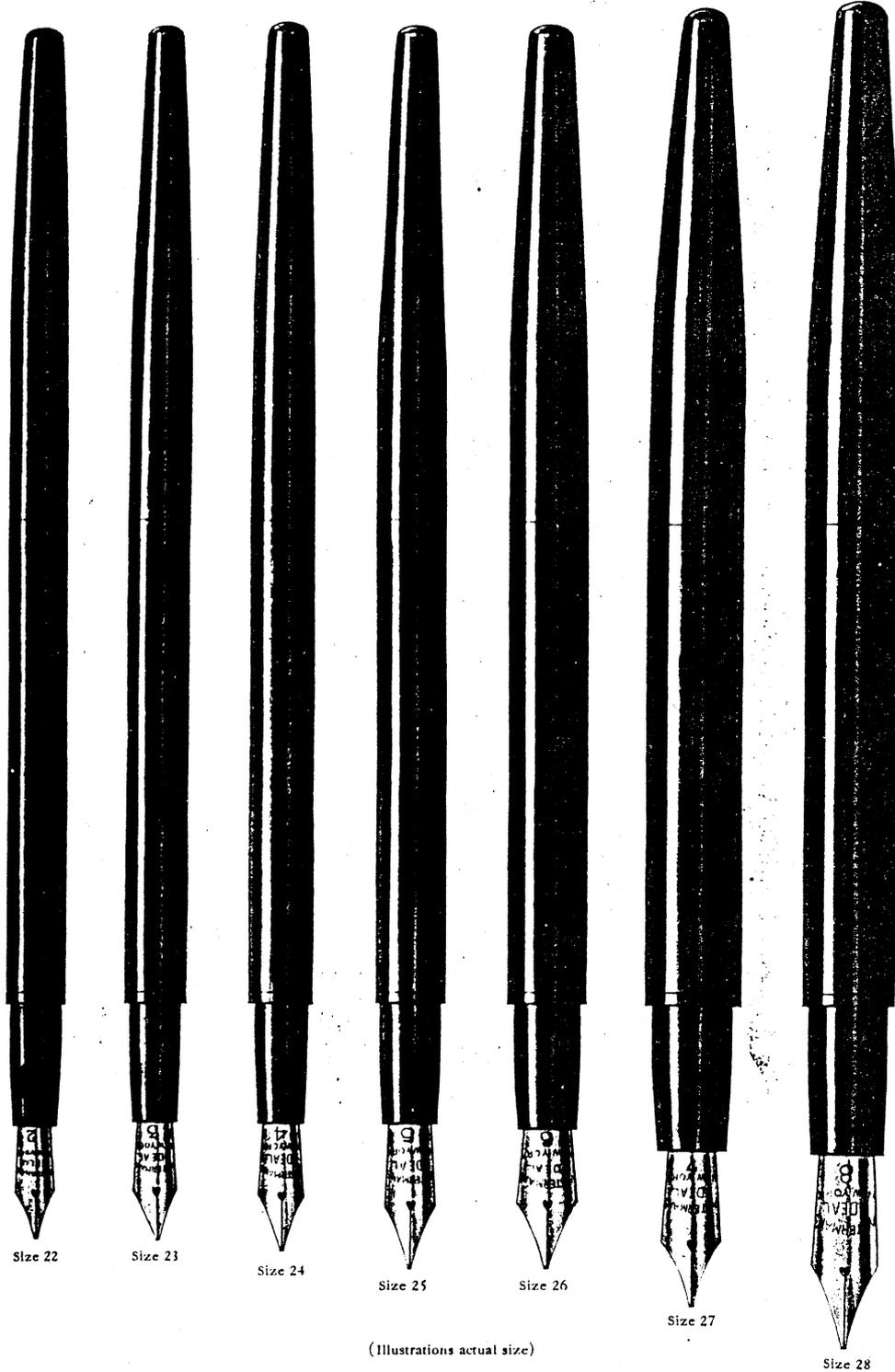


(Illustrations actual size)

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

Taper Cap Holders

In all sizes



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

Straight

Holder



Plain

Chased

Mottled

Hexagon

No. 2.....	\$2.50
No. 3.....	3.50
No. 4.....	4.00
No. 5.....	5.00
No. 6.....	6.00
No. 7.....	7.00
No. 8.....	8.00

No. 2.....	\$2.50
No. 3.....	3.50
No. 4.....	4.00
No. 5.....	5.00
No. 6.....	6.00
No. 7.....	7.00
No. 8.....	8.00

No. 2.....	\$2.50
No. 3.....	3.50
No. 4.....	4.00
No. 5.....	5.00
No. 6.....	6.00
No. 7.....	7.00
No. 8.....	8.00

No. 2.....	\$3.00
No. 3.....	4.00
No. 4.....	4.50
No. 5.....	5.50
No. 6.....	6.50
No. 7.....	7.50
No. 8.....	8.50

Illustrations are size of No. 4

Comparative sizes shown on page 18

Cone Cap

Holders



Plain

No. 12.....	\$2.50
No. 13.....	3.50
No. 14.....	4.00
No. 15.....	5.00
No. 16.....	6.00
No. 17.....	7.00
No. 18.....	8.00

Chased

No. 12.....	\$2.50
No. 13.....	3.50
No. 14.....	4.00
No. 15.....	5.00
No. 16.....	6.00
No. 17.....	7.00
No. 18.....	8.00

Mottled

No. 12.....	\$2.50
No. 13.....	3.50
No. 14.....	4.00
No. 15.....	5.00
No. 16.....	6.00
No. 17.....	7.00
No. 18.....	8.00

Cardinal

No. 12.....	\$2.50
No. 13.....	3.50
No. 14.....	4.00
No. 15.....	5.00
No. 16.....	6.00
No. 17.....	7.00
No. 18.....	8.00

Illustrations are size of No. 14

Comparative sizes shown on page 17

Cone Cap Holder



Threaded

No. 12.....	\$2.50
No. 13.....	3.50
No. 14.....	4.00
No. 15.....	5.00
No. 16.....	6.00
No. 17.....	7.00
No. 18.....	8.00



Plain

No. 22.....	\$2.50
No. 23.....	3.50
No. 24.....	4.00
No. 25.....	5.00
No. 26.....	6.00
No. 27.....	7.00
No. 28.....	8.00

Taper Cap Holders



Chased

No. 22.....	\$2.50
No. 23.....	3.50
No. 24.....	4.00
No. 25.....	5.00
No. 26.....	6.00
No. 27.....	7.00
No. 28.....	8.00



Mottled

No. 22.....	\$2.50
No. 23.....	3.50
No. 24.....	4.00
No. 25.....	5.00
No. 26.....	6.00
No. 27.....	7.00
No. 28.....	8.00

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

Illustrations shown are size of No. 24  
Comparative sizes on page 19

Straight Holders

Vest Pocket Styles

Cone Cap Holders



Black

No. 2 v.....	\$2.50
No. 3 v.....	3.50
No. 4 v.....	4.00
No. 5 v.....	5.00
No. 6 v.....	6.00



Chased

No. 2 v.....	\$2.50
No. 3 v.....	3.50
No. 4 v.....	4.00
No. 5 v.....	5.00
No. 6 v.....	6.00



Black

No. 12 v.....	\$2.50
No. 13 v.....	3.50
No. 14 v.....	4.00
No. 15 v.....	5.00
No. 16 v.....	6.00



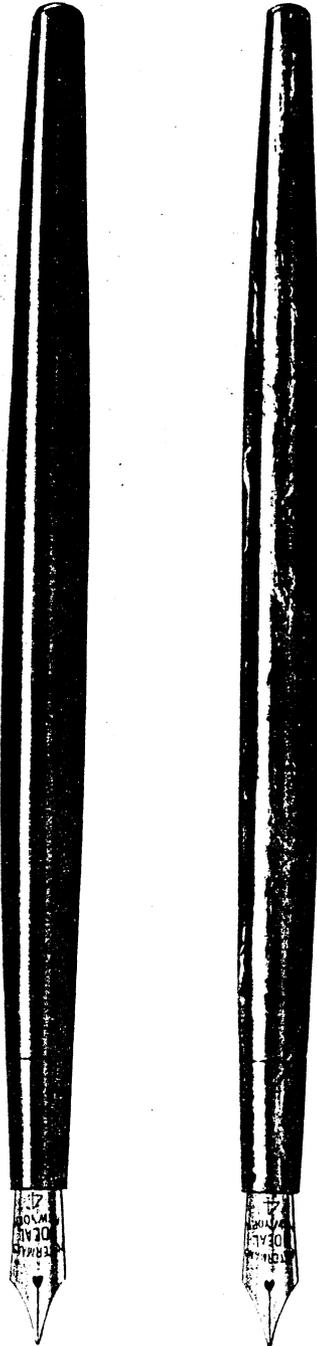
Chased

No. 12 v.....	\$2.50
No. 13 v.....	3.50
No. 14 v.....	4.00
No. 15 v.....	5.00
No. 16 v.....	6.00

Illustrations shown are size of No. 4 v.  
Comparative sizes of pen points on page 18

Illustrations shown are size of No. 14 v.  
Comparative sizes of pen points on page 17

Desk



Plain

No. 43.....	\$3.50
No. 44.....	4.00
No. 45.....	5.00
No. 46.....	6.00

Mottled

No. 43.....	\$3.50
No. 44.....	4.00
No. 45.....	5.00
No. 46.....	6.00



Threaded

No. 43.....	\$3.50
No. 44.....	4.00
No. 45.....	5.00
No. 46.....	6.00

Illustrations are size of No. 44

Holders



Sectional View

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

Comparative sizes indicated on page 19

Cone Cap  
Self-filling

Pump Pens  
Holders



Plain

No. 12 P.....	\$3.00
No. 13 P.....	4.00
No. 14 P.....	4.50
No. 15 P.....	5.50
No. 16 P.....	6.50
No. 17 P.....	7.50
No. 18 P.....	8.50



Chased

No. 12 P.....	\$3.00
No. 13 P.....	4.00
No. 14 P.....	4.50
No. 15 P.....	5.50
No. 16 P.....	6.50
No. 17 P.....	7.50
No. 18 P.....	8.50



Mottled

No. 12 P.....	\$3.00
No. 13 P.....	4.00
No. 14 P.....	4.50
No. 15 P.....	5.50
No. 16 P.....	6.50
No. 17 P.....	7.50
No. 18 P.....	8.50



Sectional View

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

Illustrations are size of No. 14 p.

Comparative sizes shown on page 17

Gold-mounted

Straight Holders



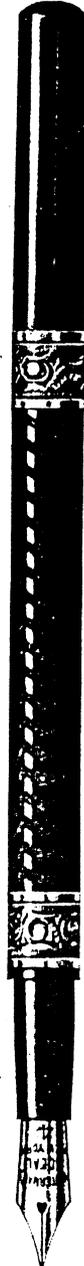
Plain Bands

No. 2 G.M.	.....\$3.50
No. 3 G.M.	..... 4.50
No. 4 G.M.	..... 5.00
No. 5 G.M.	..... 6.00
No. 6 G.M.	..... 7.00



Ribbed Bands

No. 2 G.M.	..... \$3.50
No. 3 G.M.	..... 4.50
No. 4 G.M.	..... 5.00
No. 5 G.M.	..... 6.00
No. 6 G.M.	..... 7.00



Chased Bands

No. 2 G.M.	.....\$3.50
No. 3 G.M.	..... 4.50
No. 4 G.M.	..... 5.00
No. 5 G.M.	..... 6.00
No. 6 G.M.	..... 7.00



Chased Bands

No. 2 V.G.M.	.....\$3.50
No. 3 V.G.M.	..... 4.50
No. 4 V.G.M.	..... 5.00
No. 5 V.G.M.	..... 6.00
No. 6 V.G.M.	..... 7.00

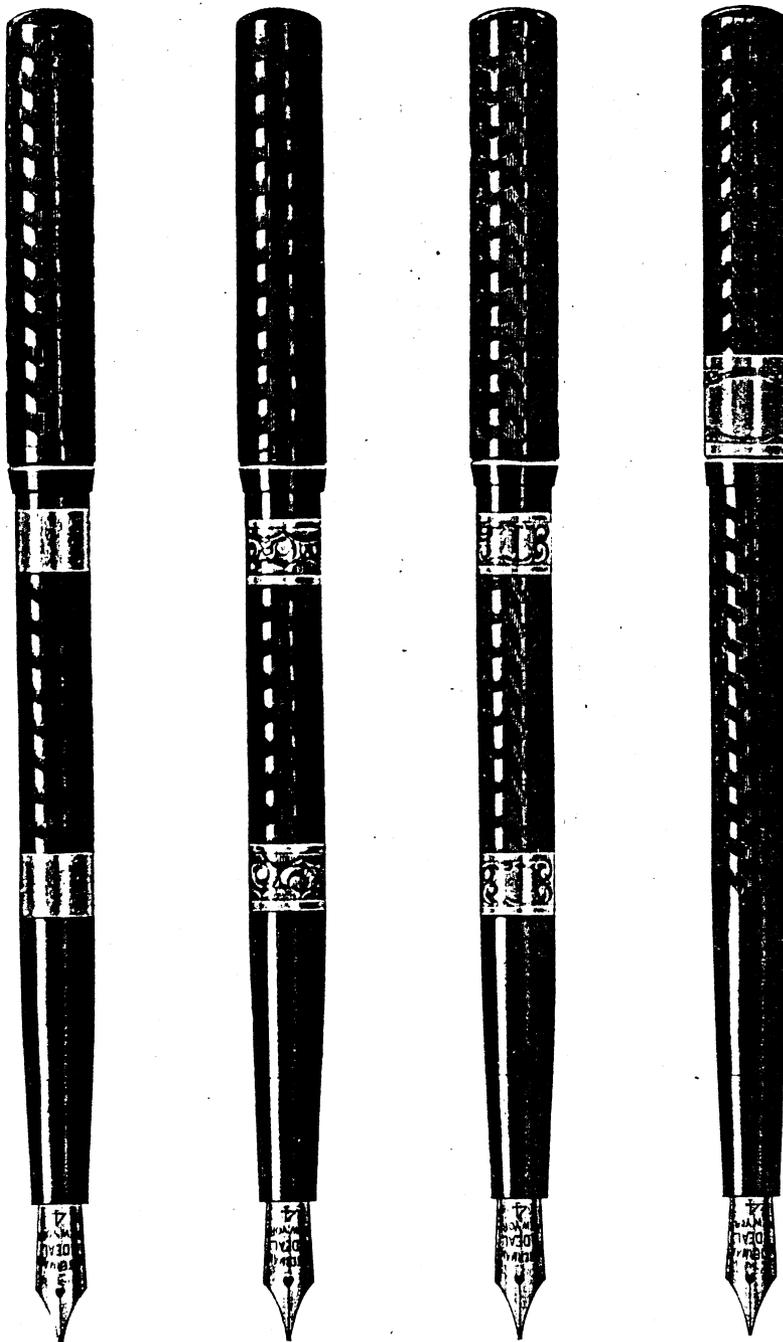
Also with Plain Bands

Illustrations are size of No. 4

Comparative sizes shown on page 18

Gold-mounted

Cone Cap Holders



Gold Filled, Plain Bands  
 No. 12 G.M. .... \$3.50  
 No. 13 G.M. .... 4.50  
 No. 14 G.M. .... 5.00  
 No. 15 G.M. .... 6.00  
 No. 16 G.M. .... 7.00

Gold Filled, Chased Bands  
 No. 12 G.M. .... \$3.50  
 No. 13 G.M. .... 4.50  
 No. 14 G.M. .... 5.00  
 No. 15 G.M. .... 6.00  
 No. 16 G.M. .... 7.00

Solid Gold, Chased Bands  
 With Nameplate  
 No. 14 G.M. .... \$8.00  
 No. 15 G.M. .... 10.00  
 No. 16 G.M. .... 12.00  
 Also with Plain Bands

Gold Filled,  
 Chased Band on Cap  
 No. 12 G.M. .... \$3.50  
 No. 13 G.M. .... 4.50  
 No. 14 G.M. .... 5.00  
 No. 15 G.M. .... 6.00  
 No. 16 G.M. .... 7.00  
 No. 17 G.M. .... 8.00  
 No. 18 G.M. .... 9.00

Illustrations are size of No. 14

Comparative sizes shown on page 17

Gold-mounted

Cone Cap Holders



Gold Filled, Narrow Band  
 No. 12 G.M.M.....\$3.50  
 No. 13 G.M.M..... 4.50  
 No. 14 G.M.M..... 5.00  
 No. 15 G.M.M..... 6.00  
 No. 16 G.M.M..... 7.00

Solid Gold

No. 12 G.M.M.....\$6.50  
 No. 14 G.M.M..... 8.00



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



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



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

Illustrations are size of No. 14  
 Comparative sizes on page 17

Gold-mounted

Taper Cap Holders



Gold Filled, Plain Bands  
 No. 22 G.M. .... \$3.50  
 No. 23 G.M. .... 4.50  
 No. 24 G.M. .... 5.00  
 No. 25 G.M. .... 6.00  
 No. 26 G.M. .... 7.00

Gold Filled, Chased Bands  
 No. 22 G.M. .... \$3.50  
 No. 23 G.M. .... 4.50  
 No. 24 G.M. .... 5.00  
 No. 25 G.M. .... 6.00  
 No. 26 G.M. .... 7.00

Solid Gold, Chased Bands  
 With Nameplate  
 No. 22 G.M. .... \$6.00  
 No. 24 G.M. .... 8.00  
 Also with Plain Bands

Gold Filled, Plain Band  
 No. 22 G.M.M. .... \$3.50  
 No. 24 G.M.M. .... 5.00  
 Solid Gold, Plain Band  
 No. 22 G.M.M. .... \$6.50  
 No. 24 G.M.M. .... 8.00

Illustrations are size of No. 24

Comparative sizes are shown on page 19

Half Silver Covered

Cone Cap Holders



Lace  
No. 214.....\$8.00



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



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



Etched  
No. 212.....\$5.00  
No. 214.....7.00  
No. 215.....8.50  
No. 216.....9.50  
No. 217.....11.00  
No. 218.....12.00

Illustrations are size of No. 214

Comparative sizes on page 17

Half Silver Covered

Taper Cap Holders



Barley Corn  
 No. 222.....\$4.00  
 No. 224..... 7.50



Cable Chased  
 No. 222.....\$6.00  
 No. 224..... 9.00



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



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

Illustrations are size of No. 224

Comparative sizes on page 19

Half Silver Covered  
Taper Cap Holders

Full Silver Covered  
Straight Holders



Golph

No. 224..... \$9.00



Chased

No. 222..... \$6.00  
No. 224..... 8.00



Plain

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



Barley Corn

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

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

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

Full Silver Covered

Straight Holders



Puritan

No. 402.....\$7.50  
No. 404.....10.00



Golph

No. 402.....\$7.50  
No. 404.....11.00



Chased

No. 402.....\$7.50  
No. 404.....10.00



Indian Scroll

No. 404.....\$11.00  
Also in Solid Gold  
No. 504.....\$45.00

Illustrations are size of No. 404

Comparative sizes shown on page 18

Full Silver Covered

Straight Holders



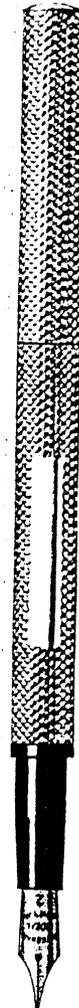
Heavy Flower  
No. 404.....\$12.00



Repoussé  
No. 404.....\$11.00



Cable Chased  
No. 402.....\$7.50

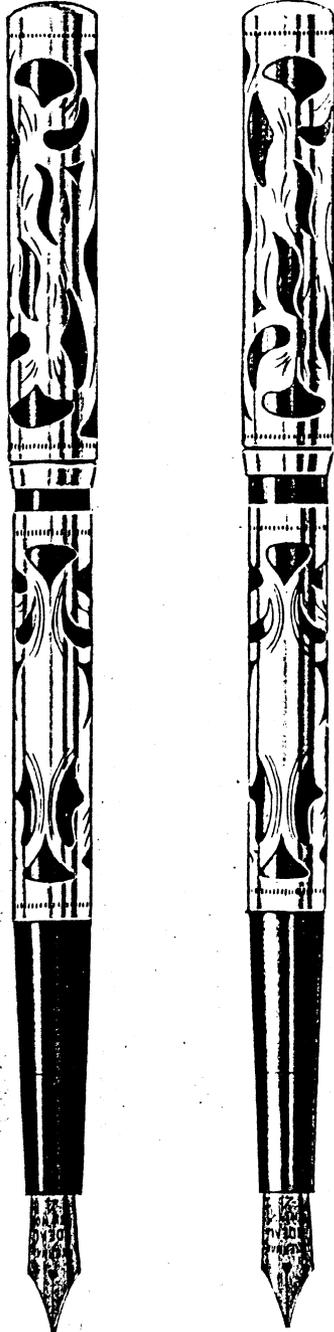


Barley Corn  
No. 402 v.....\$5.00

Illustrations are size of Nos. 404 and 402

Comparative sizes shown on page 18

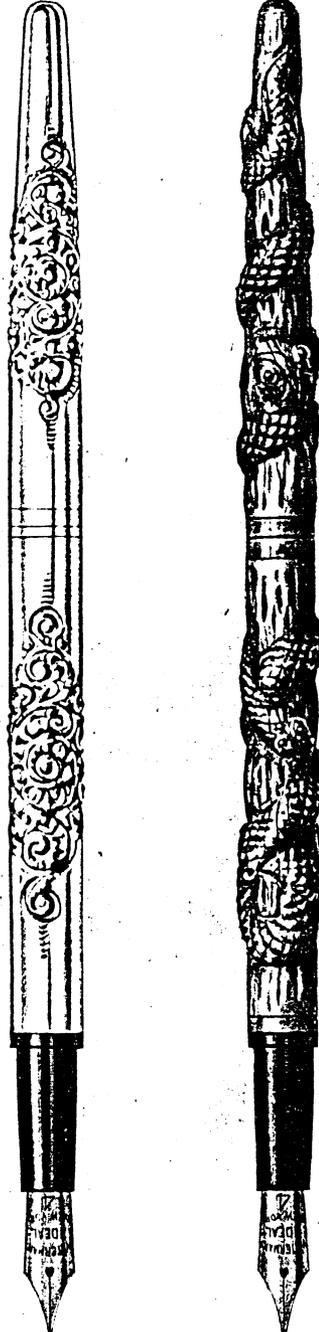
Full Silver  
Cone Cap Holders



Filigree, Black		Filigree, Cardinal	
No. 412.....	\$5.00	No. 412.....	\$5.00
No. 414.....	7.00	No. 414.....	7.00
No. 415.....	8.50	No. 415.....	8.50
No. 416.....	9.50	No. 416.....	9.50
No. 417.....	11.00	No. 417.....	11.00
No. 418.....	12.00	No. 418.....	12.00

Illustrations are size of Nos. 414 and 424

Covered.  
Taper Cap Holders



Chased		Snake	
No. 424.....	\$12.00	No. 424.....	\$15.00

Comparative sizes shown on pages 17 and 19

Full Silver Covered

Half Gold Covered



Taper and  
Cone Cap  
Holders



Pineapple  
No. 424.....\$12.00  
Also Gold Filled  
No. 0524.....\$15.00  
Solid Gold  
No. 524.....\$35.00

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

Pump, Filigree, Black,  
No. 412 P.....\$5.50  
No. 414 P..... 7.50  
No. 415 P..... 9.00  
No. 416 P..... 10.00

Chased Filigree  
No. 0314..... \$8.00  
Solid Gold  
No. 314.....\$20.00

Illustrations are size of Nos. 424, 414 P and 314

Comparative sizes shown on pages 17 and 19

Half Gold

Covered

Taper Cap Holders



Plain  
 No. 0322.....\$5.00  
 No. 0324..... 7.50  
 Solid Gold  
 No. 322.....\$10.00  
 No. 324..... 15.00

Barley Corn  
 No. 0322.....\$6.00  
 No. 0324..... 8.50  
 Solid Gold  
 No. 322.....\$15.00  
 No. 324..... 20.00

Plain Wreath  
 Solid Gold  
 No. 324.....\$16.00

Chased  
 No. 0322.....\$7.50  
 No. 0324.....10.00  
 Solid Gold  
 No. 324.....\$25.00

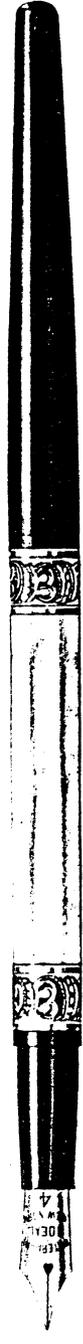
Illustrations are size of No. 324

Comparative sizes shown on page 19

Half Gold Covered

Gold-mounted Pearl

Taper Cap  
Holders



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

Golph  
No. 0324.....\$10.00  
Solid Gold  
No. 324.....\$25.00

Puritan  
No. 0324.....\$10.00

Pearl  
Gold Mounted  
No. 622 G.M.....\$6.00  
No. 624 G.M..... 7.50  
Also in Cone Cap style  
No. 612 G.M.....\$6.00  
No. 614 G.M..... 7.50

Illustrations are size of Nos. 324 and 624

Comparative sizes on page 19

Full Gold

Covered



Straight  
Holders



Golph  
No. 0502..... \$10.00  
No. 0504..... 15.00  
Solid Gold  
No. 504.....\$40.00

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

Repoussé  
Solid Gold  
No. 504.....\$40.00

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

Illustrations are size of No. 504

Comparative sizes shown on page 18

Full Gold

Covered



Straight  
Holders



Plain  
No. 0502..... \$7.50  
No. 0504.....10.00  
Solid Gold  
No. 504.....\$25.00

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

Barley Corn  
No. 0502..... \$9.00  
No. 0504..... 12.00  
Solid Gold  
No. 504.....\$30.00

Chased  
No. 0502.....\$10.00  
No. 0504..... 15.00  
Solid Gold  
No. 504.....\$35.00

Illustrations are size of No. 504

Comparative sizes shown on page 18

Full Gold

Covered



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



Filigree, Black  
No. 0512.....\$10.00  
No. 0514..... 12.50  
No. 0515..... 15.00  
No. 0516..... 18.00  
Solid Gold  
No. 514.....\$25.00  
No. 515..... 30.00  
No. 516..... 40.00

Straight,  
Cone and  
Taper Cap  
Holders



Chased Filigree  
No. 0514.....\$15.00  
Solid Gold  
No. 514.....\$35.00



Pansy  
No. 0524.....\$15.00  
Solid Gold  
No. 524.....\$35.00

Illustrations are size of Nos. 504, 514 and 524

Comparative sizes shown on pages 17, 18 and 19

Taper Cap Holder



Colonial  
Solid Gold  
No. 322.....\$12.00

Cone Cap Holders



Colonial  
Silver  
No. 412, \$8.00 No. 414, \$9.50  
Solid Gold  
No. 514.....\$45.00  
Half Mounted—Silver  
No. 212, \$5.00 No. 214, \$6.50  
Half Mounted—Solid Gold  
No. 314.....\$20.00

Mounted  
Styles



Majestic  
No. 0512.....\$15.00  
No. 0514..... 16.50  
Solid Gold  
No. 514.....\$55.00

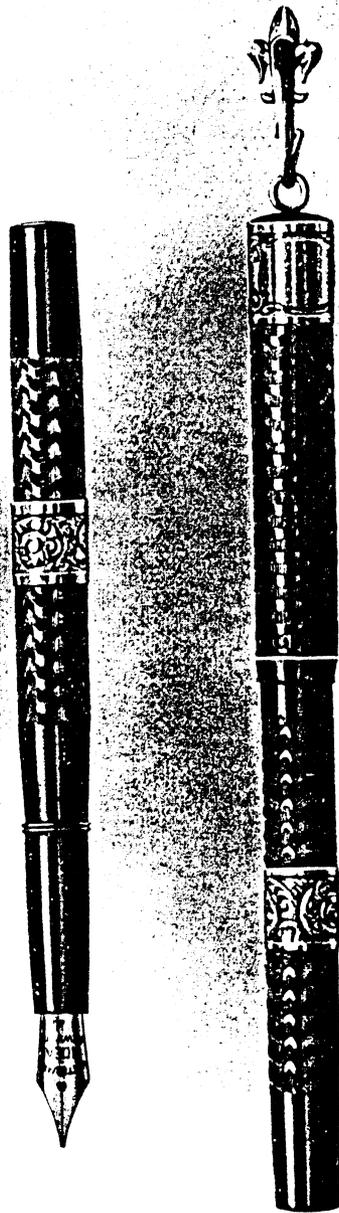


Plain  
No. 0512.....\$8.50  
No. 0514..... 10.00  
Solid Gold  
No. 514.....\$30.00

Illustrations are size of  
No. 322 and No. 514

Comparative sizes shown on pages 17-19

# Waterman's Ideal Fountain Pen



## Chatelaine Pen

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

Made in 6 sizes, each with 2 gold bands.

Prices include pins.

No. 12 G.M. Chatelaine.....	\$5.00
No. 14 " " .....	7.00
No. 15 " " .....	8.50
No. 16 " " .....	9.50
No. 17 " " .....	11.00
No. 18 " " .....	12.00

Name plate on top band for engraving.

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

## Safety Pen

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

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

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

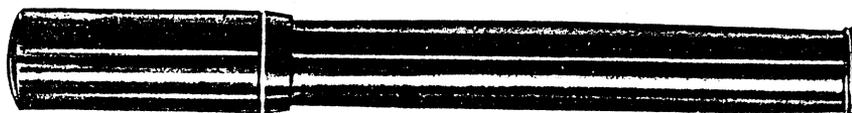


Showing how it is sealed when closed



Showing how it is sealed when open

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



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

This style in the 3 sizes shown

No. 12 v.s. (4¼ in.) .....\$3.00	No. 14 v.s. (4¾ in.).....\$4.00	No. 15 v.s. (4½ in.) .....\$5.00
No. 12 s. (5 in.).....\$3.00	No. 14 s. (5¼ in.).....\$4.00	No. 15 s. (5¼ in.) .....\$5.00

Also in long sizes

Made in Plain, Chased, Mottled and Cardinal



Actual size No. 14, Vest Safety, G.M.—open

This style in the 3 sizes shown

No. 12 v.s.G.M. (4¼ in.).....\$4.00	No. 14 v.s.G.M. (4¾ in.).....\$5.00	No. 15 v.s.G.M. (4½ in.) .....\$6.00
No. 12 s.G.M. (5 in.).....\$4.00	No. 14 s.G.M. (5¼ in.) .....\$5.00	No. 15 s.G.M. (5¼ in.) .....\$6.00

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



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

This style in the 3 sizes shown

No. 412 v.s. (4¼ in.) .....\$5.50	No. 414 v.s. (4¾ in.).....\$7.00	No. 415 v.s. (4½ in.) .....\$8.50
No. 412 s. (5 in.) .....\$5.50	No. 414 s. (5¼ in.) .....\$7.00	No. 415 s. (5¼ in.) .....\$8.50



Open  
Plain Check Book Pen  
(Actual size)



Closed

### Check Book Pen

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

In three styles

- Plain Black .....\$2.50
- Plain Cardinal ..... 2.50
- Filigree Mounted..... 5.00

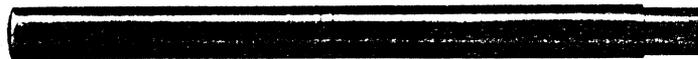


Closed



Open

Filigree Check Book Pen  
(Actual size)



The Baby Pen—actual size. \$2.50

### The Baby Pen

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

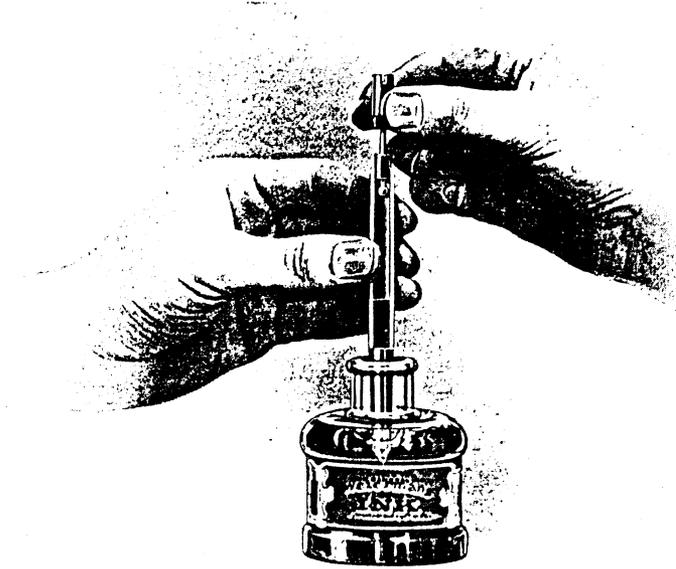
## Pump-Filling Styles

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

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

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

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



Operation of Filling

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

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

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

## Secretary Pen

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

(Illustrations actual size)



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



No. 12½ Chased .....\$2.50  
Also made in plain and mottled



No. 12½ G. M. ....\$3.50  
Also with chased bands or one middle band



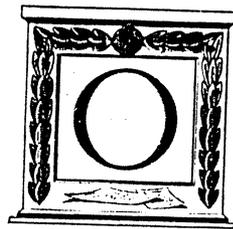
No. 512½ Colonial ..\$23.50  
(Solid Gold)

Showing pen closed

Other styles of the Secretary Pens are:

No. 12½ 1 Solid Gold middle band .....	\$5.00	No. 312½ Colonial, ½ gold covered .....	\$15.00
No. 212½ Colonial, ½ silver covered .....	5.00	No. 312½ Barleycorn, ½ gold covered .....	18.00
No. 412½ Filigree, full silver covered.....	5.00	No. 512½ Filigree, full gold covered.....	23.50
No. 412½ Colonial, full silver covered.....	8.00	No. 512½ Barleycorn, full gold covered.....	25.00
No. 0512½ Plain, full gold-filled covered.....	\$6.50		

For description see pages 15 and 16. For styles of mounting see foregoing pages.



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

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

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

The appropriateness increases with the consistency in preparation.

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

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

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

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

**The Professional Man;**

**The School Child;**

And last, but not least, **The Lady at Home**, or in business, is the most enthusiastic of all, in her ownership of that "dear little life companion—Waterman's Ideal."

## Emblematic Mountings

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

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

### College Emblem Pens



Yale



Harvard



Princeton



Univ. Penna.



Univ. Mich.



Columbia



Stanford Univ.



Cornell



West Point



Vassar



Univ. of Va.



N. Y. Univ.



Annapolis

### Fraternal Orders and Clubs



Mystic Shrine



Odd Fellows



Elks



Scottish Rite



Royal Arcanum



Boost



Knights of Columbus



Blue Lodge



Knights of Pythias



Eagles



Knight Templar

### Canadian Emblems and Coats of Arms



Maple Leaf



Fleur de Lis



Winnipeg



British



Halifax



New Brunswick



St. John City, N. B.



Nova Scotia



Dominion



McGill College

All prices shown on following pages

College

Emblem Pens



No. 14  
University of  
Michigan



No. 14  
Stanford  
University



No. 14  
Yale



No. 14  
Vassar

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

Yale, Harvard, Princeton, Columbia, Cornell, Vassar, University of Pennsylvania, University of Michigan, Leland Stanford University, University of Virginia, New York University, Annapolis, West Point.

Fraternal

Emblem Pens



No. 14  
Knights of Columbus

No. 514. Solid Gold  
Mystic Shrine

No. 14  
Blue Lodge

No. 14  
Elks

Emblem	No. 12	No. 13	No. 14	Emblem	No. 12	No. 13	No. 14	No.	Emblem	Price
Maple Leaf	\$6.00	\$7.00	\$7.50	St. John City	\$6.00	\$7.00	\$7.50	14	Shrine	\$12.00
Fleur de Lis	6.00	7.00	7.50	McGill College	5.50	6.50	7.00	14	Knights of Columbus	12.00
Dominion	6.00	7.00	7.50					14	Royal Arcanum	12.00
British	6.00	7.00	7.50					14	Odd Fellows	12.00
Nova Scotia	6.00	7.00	7.50	No.			Price	14	B. P. O. Elks	16.00
New Brunswick	6.00	7.00	7.50	14	Blue Lodge		\$12.00	14	Boost Club	12.00
Winnipeg	6.00	7.00	7.50	14	Knight Templar		14.00	14	Eagles	12.00
Halifax	6.00	7.00	7.50	14	Scottish Rite		14.00	14	Knights of Pythias	12.00

No. 514. Solid Gold Mounting—any Emblem listed, \$35.00

In handsome leather cases with ink dropper

Clip-Cap extra; see page 58



### Gift Styles

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

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

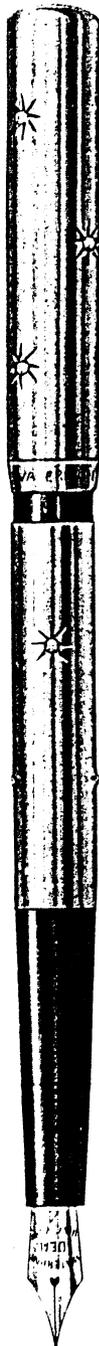
Complete information upon request.

Pompeian Ink Filler.....	\$7.50
Leather Case.....	2.50
Pen as Selected	
Cut Glass, Deposit Silver Desk Ink Filler.....	7.50



Special

Mountings



Diamond Mounted  
\$150.00



Emerald End Special Fluted  
\$50.00



Professional Design  
\$75.00



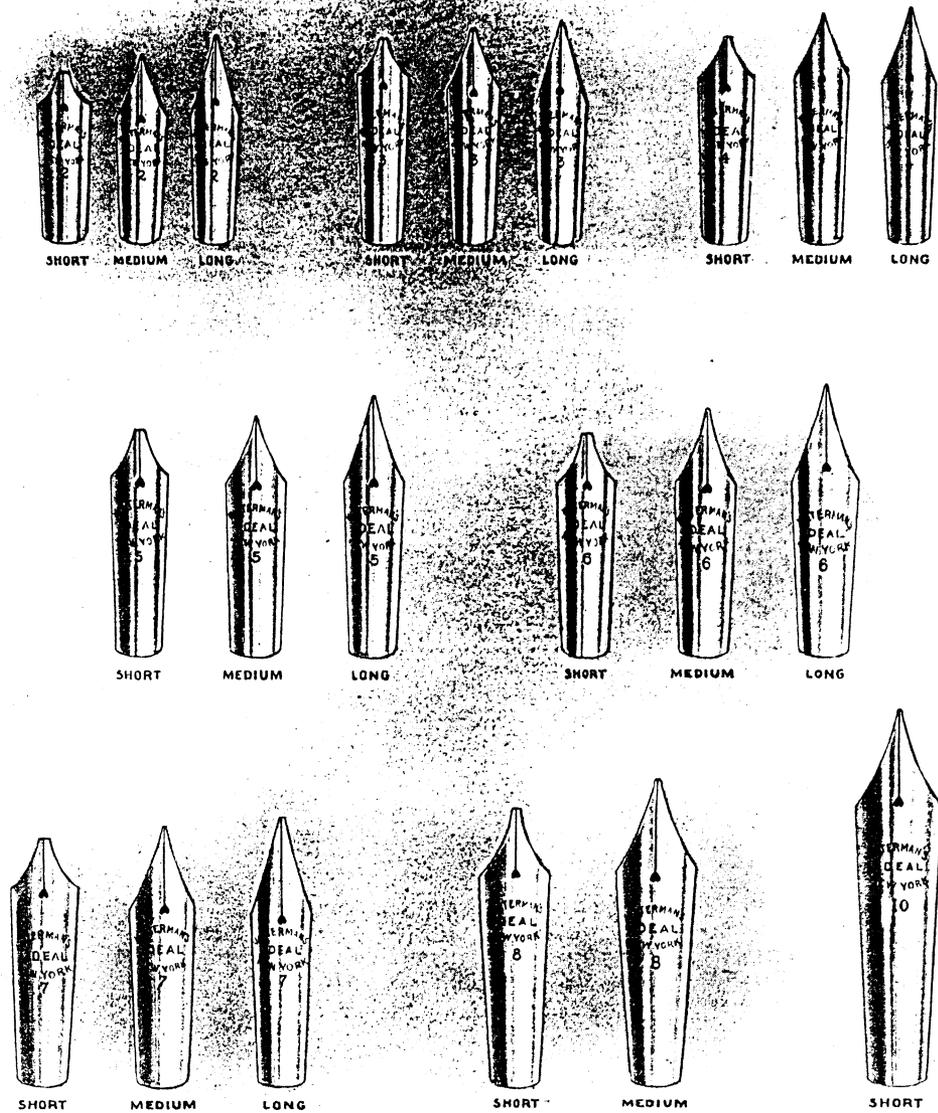
Masonic Design  
\$75.00

We are prepared to furnish any special mountings which may be required, and of which the above designs are suggestive. We are always pleased to supply suggestions and quote prices upon request. Clip-Cap extra; see page 58.

## Gold Pens

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

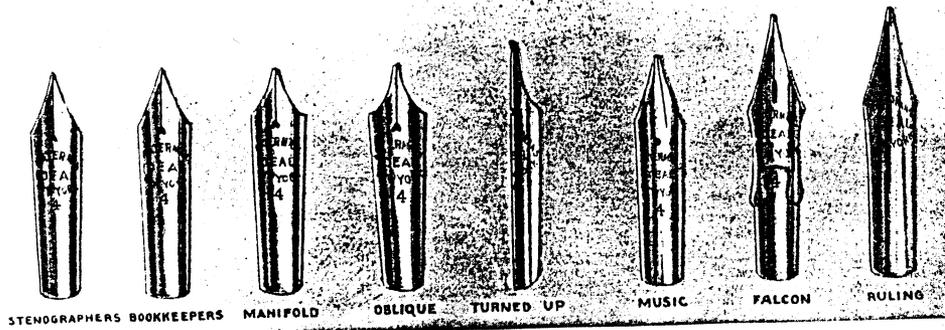
Below are illustrated, in actual size, gold pens Nos. 1-10, showing the various length nibs in which each size is made.



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

## Gold Pens

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



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

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

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

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

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

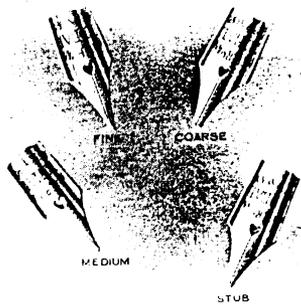
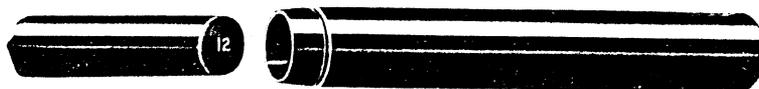


Illustration shows comparison of fine, medium, coarse and stub points in which each size pen is made, as described on opposite page. Stub pens can be had with narrow, medium or broad points.

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

## The Five Styles of Holders

There are five styles of Waterman's Ideals:



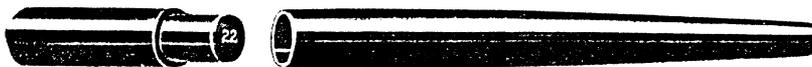
Cone Cap Holder

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



Straight Cap Holder

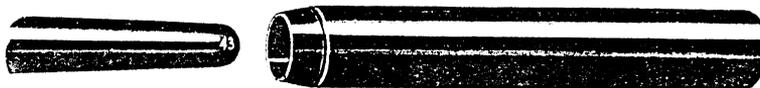
Our original style, which is still preferred by some writers. The cap fits up against the shoulder at both ends, but when in place affords a symmetrical appearance, which cannot be excelled.



Taper Cap Holder

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

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



Desk Holder

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



Safety

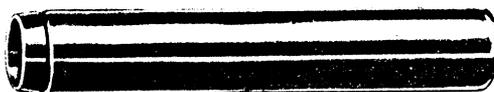
The latest development in Waterman's Ideals; was planned for those who require a pen that can be carried in any position without spilling.

## The Five Styles of Caps

(See page 67 for prices)

### Cone Caps

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

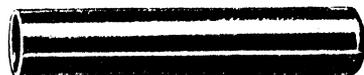


Styles: Plain, Chased, Mottled and Cardinal

### Desk Holder Caps

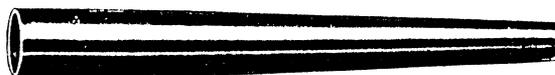
are identical with the regular Cone Cap as shown.

### Straight Caps and Taper Caps

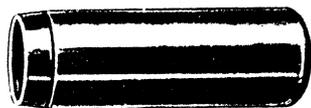


Straight; styles: Plain and Mottled

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



Taper; styles: Plain, Mottled and Cardinal



styles: Plain, Chased, Mottled and Cardinal

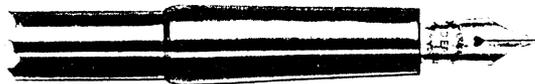
### Safety Pen Caps

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

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

### Thimble Cap

A clever, yet simple, device for protecting fingers, that by habit of the writer creep so far down on the holder, as to sometimes touch the



gold pen. These caps are the same price as our ordinary Cone shape caps, and are made in all sizes. This device is simply a two-piece cap, both parts of which are removable.

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

## Ideal Clip-Caps

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

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



Clip  
Separate

### Made in Four Qualities

Costs of Clips, separate, in the various metals

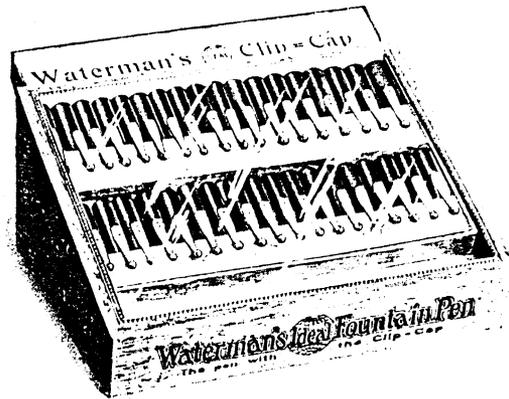
German Silver.....\$ .25	Rolled Gold.....\$1.00
Sterling Silver......50	Solid Gold..... 2.00

### Cost of Complete Clip-Caps

Nos.	Cap with Clip attached	German Silver	Sterling Silver	Rolled Gold	Solid Gold
2, 12, 22	" "	\$.50	\$.75	\$1.25	\$2.25
3, 13, 23	" "	.50	.75	1.25	2.25
4, 14, 24	" "	.50	.75	1.25	2.25
5, 15, 25	" "	.55	.80	1.30	2.30
6, 16, 26	" "	.65	.90	1.40	2.40
7, 17, 27	" "	.75	1.00	1.50	2.50
8, 18, —	" "	.75	1.00	1.50	2.50



Clip-Cap



Glass Front Case, with Drawer

Actual Size, 9 1/4 x 7 x 3 3/8

3 dozen Assorted Clip-Caps in Show Case, complete, \$18.75

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

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

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

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

The numbers on the butt end of any Waterman's Ideal denote the size of cap to fit.

# E N G R A V I N G

**G**OLD and Silver mounted pens, in most styles, have a plain space, or name plate, for engraving. We maintain an engraving department especially for the convenience of our trade, and we are, therefore, prepared to handle all orders for this class of work promptly and skillfully.

Style E1      Style E2      Style E3      Style E4      Style E5      Style E6      Style E7      Style E8



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

We do no engraving for less than 15c

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

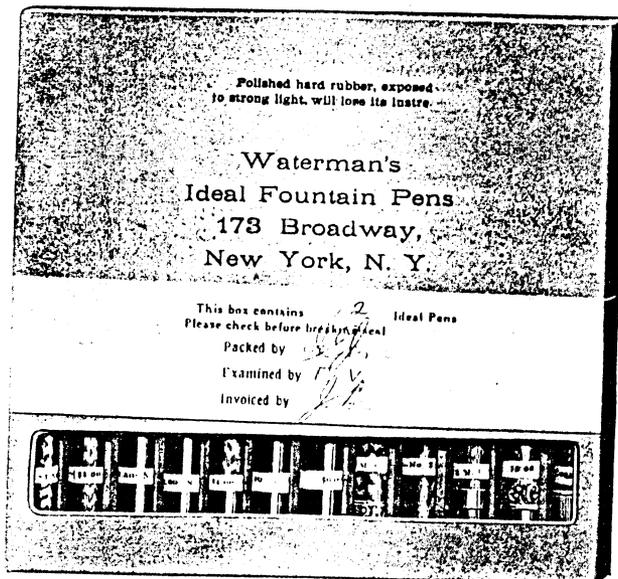
During the Christmas Season orders cannot be executed promptly if received later than December 15th.

## Method of Boxing

For Wholesale and Retail

**T**HE convenient and consistent method of boxing Waterman's Ideals, in a uniform manner, has long been a great aid to our dealers, and the particular style of blue boxes used has become established as part of our trade mark.

The illustration below shows the style of box employed in shipping pens to dealers. In packing pens for shipment, they are placed in these boxes, containing six, nine or twelve pens, which are carefully sealed. Af-



ter sealing, they are checked in three departments, as the label bearing style, size, kind of gold pen point and price on every one of our pens can readily be seen through the opening in the box, and every possibility of removal is eliminated unless the seal is broken. In this manner dealers can

readily check invoices, and if the seal is unbroken there is no possibility of loss, unless tampered with in transit. If shortage should occur, immediately return entire shipment to us, with the wrapper, at our expense.

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

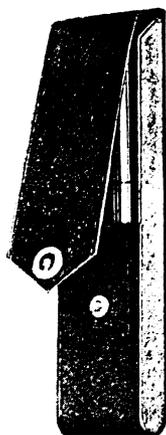
## Method of Boxing For Retail

The illustrations below suggest the various handsome grades of cases in which Waterman's Ideals, of the various styles, are supplied.

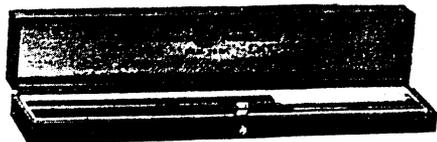
Each case contains filler and instructions.

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

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



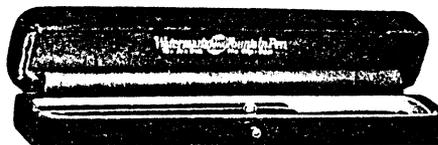
**Knapsack**  
Imitation leather, lined with purple velveteen  
In two sizes  
No. 4, Small, 25c; No. 6, Large, 25c



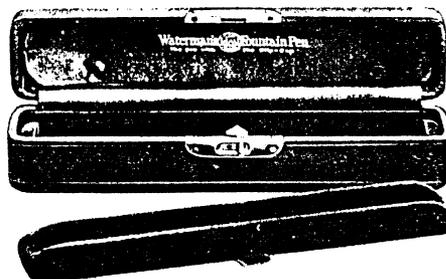
**Imitation Morocco**  
Lined with purple velveteen and satin  
In three sizes  
No. 24, Small, 25c; No. 26, Large, 25c;  
No. 28, Extra Large, 35c



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



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



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

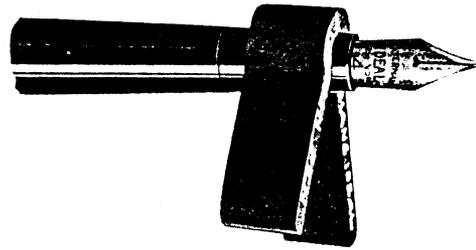
Illustrations are one-third actual size

### Ideal Joint Openers

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



Opener



Opener on Joint Section

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

Price, \$1.20 per dozen.

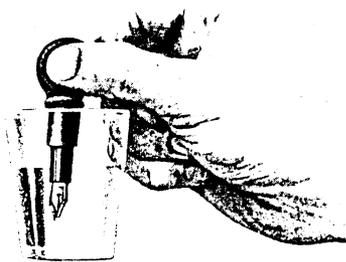
### Ideal Pen Cleaners

The use of different kinds of ink in a fountain pen, some of which may be muddy and thick, will in time clog its most delicate part—the Feed.

This, then, should be thoroughly cleansed from time to time, and as the gold pen should never be taken apart or separated from the feed in any way, we designed this Pen Cleaner,



Cleaner



Cleaner in use

for the greatest convenience in use. It is only necessary to place this bulb over the screw-end of any size section, and drawing and discharging water by the use of the bulb thoroughly cleans the inner parts and dissolves any gummed ink.

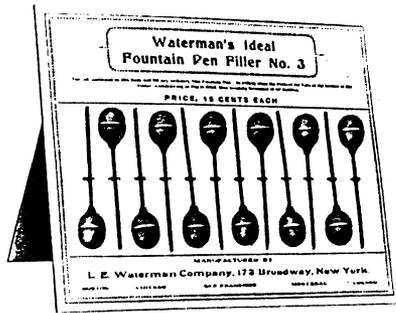
Attractively carded on display stands of one dozen each, the use of which enhances the sale.

Price, \$1.80 per dozen.

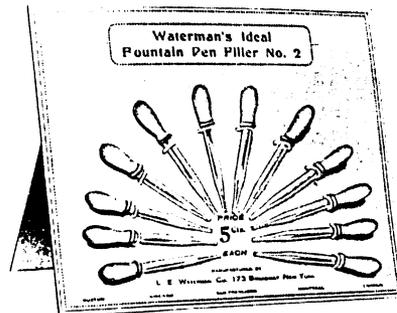
## Ink Fillers

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

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



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



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

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

## Mercantile Snapper-Catches

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

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

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

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

Price, \$1.20 per dozen.



## Safety Pockets

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

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

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

Vest Pocket Styles with Safety Fastener on back

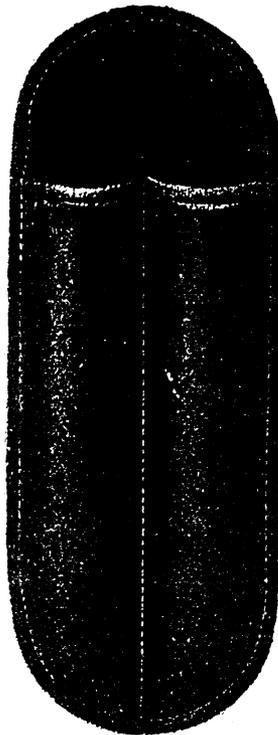
One Part



Leather  
Colors: Black, Russet and Tan  
Price, \$1.80 per Doz.

Velvet  
Colors: Green and Brown  
Price, \$2.40 per Doz.

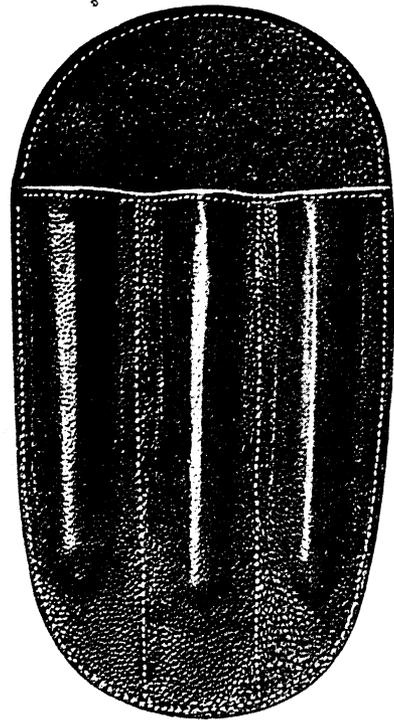
Two Parts



Velvet  
Colors: Green and Brown  
Price, \$3.60 per Doz.

Leather  
Colors: Black, Tan and Russet  
Price, \$2.40 per Doz.

Three Parts



Leather  
Colors: Black, Russet and Tan  
Price, \$3.00 per Doz.

Velvet  
Colors: Green and Brown  
Price, \$4.80 per Doz.

Special prices quoted in quantities of a gross or more

## Safety Pockets

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

One Part



Velvet

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

Leather

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

Two Parts



Leather

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

Made with one or two parts with snap-loop or safety attachment to attach on belt or dress



**T**HE five simple parts of the regular styles of Waterman's Ideals are plainly illustrated and described on page 13 of this book. Each of these parts pass final inspection in their respective departments and are guaranteed perfect when sold.

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

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

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

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

#### Directions

1. Whenever a new gold pen is wanted, or any adjustment of parts is necessary, the complete holder must be sent to us.
2. Empty out the ink before mailing a fountain pen.
3. Positively mark your name and address plainly on the package in order that we may identify it and connect it with your letter of instructions.
4. To insure safety, packages should always be registered. We note in what mail class the pen is received and return it through the same class (charging mailage costs), and if not registered, at the risk of the sender.

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

## Repair Department—Continued

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

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

No. on Holder	Gold Pens—D		C Feed Bar	B Point Section	A Barrel	E Cap	Complete Holder
	Price on New	Allowance on Old					
2—12—22	\$1.25	\$0.20	\$0.75	\$0.75	\$0.75	\$0.25	\$1.75
3—13—23—43	1.50	.30	.75	.75	.75	.25	2.25
4—14—24—44	1.75	.40	.75	.75	1.00	.25	2.50
5—15—25—45	2.25	.50	.75	.75	1.25	.30	2.75
6—16—26—46	2.75	.60	.75	.75	1.50	.40	3.25
7—17—27	3.25	.70	.75	1.00	2.00	.50	4.25
8—18—28	3.75	.80	1.00	1.00	2.00	.50	4.25

Numbers are stamped on the butt end of every holder

### Price List of Separate Parts of Pump-Filling Pens

See pages 25 and 46

No. on Holder	Gold Pens		Feed Bar	Plunger with Piston	Barrel	Cap	Complete Holder
	Price on New	Allowance on Old					
12 P.	\$1.25	\$0.20	\$0.75	\$1.25	\$0.75	\$0.25	\$2.25
13 P.	1.50	.30	.75	1.25	.75	.25	2.75
14 P.	1.75	.40	.75	1.25	1.00	.25	3.00
15 P.	2.25	.50	.75	1.25	1.25	.30	3.25
16 P.	2.75	.60	.75	1.25	1.50	.40	3.75
17 P.	3.25	.70	.75	1.25	2.00	.50	4.25
18 P.	3.75	.80	1.00	1.50	2.00	.50	4.75

Numbers are stamped on the butt end of every holder

### Price List of Separate Parts of Safety Pens

Read page 44 carefully

No. on Holder	Gold Pens		Feed Bar	Interior Spiral	Barrel	Cap	Complete Holder
	Price on New	Allowance on Old					
12 v. s.	\$1.25	\$0.20	\$0.75	\$0.75	\$0.75	\$0.25	\$2.25
14 v. s.	1.75	.40	.75	.75	1.00	.25	2.50
15 v. s.	2.25	.50	.75	.75	1.25	.30	2.75
12 s.	1.25	.20	.75	.75	.75	.25	2.25
14 s.	1.75	.40	.75	.75	1.00	.25	2.50
15 s.	2.25	.50	.75	.75	1.25	.30	2.75

Numbers are stamped on the butt end of every holder

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

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

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

## Waterman's Ideal Ink

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

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

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

The superior advantages of Waterman's Ideal Ink are :

**1st. Its Permanently Fluid State.**

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

**2d. Its Non-corrosive Feature.**

Being made under the direct supervision of the best chemists in the world, the constituent parts are chemically pure, and the minimum of acids is used.

**3d. Its Record Qualities are Everlasting.**

This feature is a most important one, and is lacking in many of the so-called high grade inks.

**4th. Its Uniformity.**

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

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

### Desk Filler and Traveler's Filler Styles

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

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

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

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



Style of Packing

## Waterman's Ideal Ink

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

*Illustrating various styles. For prices see following page.*



Illustrating 2, 4 and 6-oz. bottles. Made in all colors.

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



Desk Filler style. 4-oz. size holds approximately 50 fillings. With solid rubber stopper, dropper and nickel screw cap. See following page for display case.



Combination Filler and Stopper



Traveler's Filler

including a solid rubber stopper and dropper in bottle, held firmly in place by a spring in neat wooden, screw top box. See following page for display case.

Nickel Traveler's Filler

Similar in construction to wood filler. Neatest and most durable style ever produced. Furnished with display case, same style as wood filler.



Half Pint  
In all colors



Quart  
In all colors



Pint  
In all colors

All prices shown on following page

## Waterman's Ideal Ink

**T**HE prices of our superior ink compare favorably with those of all other makes which have no specific use other than for ordinary writing purposes and supplied by means of the old-fashioned ink well. Advisable  $\frac{1}{2}$ , 1, 3 and 5 gross assortments have been arranged to allow dealers, in ordering, to obtain the increasing quantity discounts, and to retain full case lots as far as possible, reducing freight charges to a minimum, in addition to insuring convenience and safety in handling. Write for our assortment suggestions and discounts.

### Retail Price List

Blue Black		Combined Writing & Copying		Red	
	Per Doz.		Per Doz.		Per Doz.
2-oz.	\$1.20	2-oz.	\$1.20	2-oz.	\$1.80
Size F—4-oz.	1.80	Size F—4-oz.	2.40	Size F—4-oz.	3.00
4-oz. Desk Filler	3.00	4-oz. Desk Filler	3.60	4-oz. Desk Filler	4.20
6-oz.	3.00	6-oz.	4.20	6-oz.	4.80
6-oz. Desk Filler	4.20	6-oz. Desk Filler	5.40	6-oz. Desk Filler	6.00
Traveler's Filler, Wood	3.00	Traveler's Filler, Wood	3.60	Traveler's Filler, Wood	3.60
Traveler's Filler, Nickel	6.00	Traveler's Filler, Nickel	6.60	Traveler's Filler, Nickel	6.60
$\frac{1}{2}$ -pint.	4.20	$\frac{1}{2}$ -pint.	5.40	$\frac{1}{2}$ -pint.	7.20
1-pint.	7.80	1-pint.	9.00	1-pint.	12.00
1-quart.	12.00	1-quart.	13.20	1-quart.	18.00

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

Our Combined Writing and Copying Ink produces perfect copies and will not gum.

Our Red Ink will render several perfect copies.

Copying Ink can be supplied, but for fountain pen use, the combined make is recommended. Combination Filler and Stopper, per dozen, \$1.20.

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

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

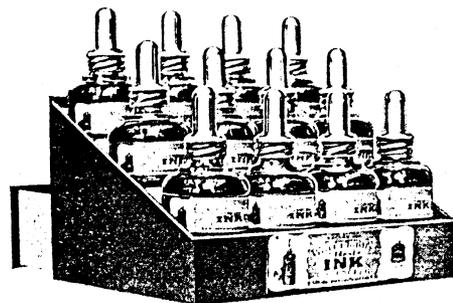
### Counter Display Stands furnished with Desk and Traveler's Fillers



Traveler's Filler Display Stand

Furnished with orders for 1 dozen, or more, either Nickel or Wood Fillers. Complete weight, cased, 6 lbs.

The attractive manner in which Waterman's Ideal Ink is boxed and labeled, and the handsome display stands furnished, for display purposes, contribute largely to the constantly increasing sale.



Desk Filler Display Stand with Drawer

Showing improved style filler. Furnished only with orders for 3 dozen. Complete weight, cased, 6 lbs.



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

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

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

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

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

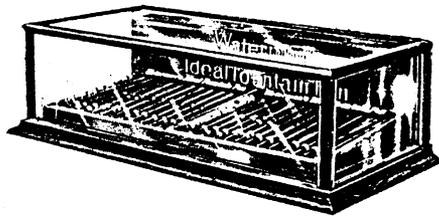
The space required for display is small and the profits more than justify its use for a well organized fountain pen department.

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

## Show Case Assortments

Read Page 71

### 2 Dozen Assortment



Illustrating Show Case No. 2

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

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

### 4 Dozen Assortment

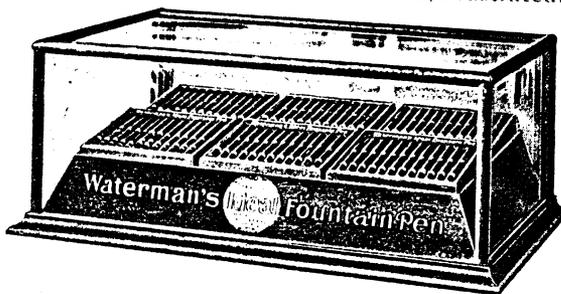
With orders for 4 dozen Waterman's Ideals, of styles as may be selected, we will loan our No. 8 Show Case, illustrated. Size,  $18\frac{1}{2} \times 21 \times 11\frac{3}{4}$  inches high. Fitted with cabinet drawer, partitioned and labeled to hold extra stock, repairs, selling aids and accessories. Either oak or cherry wood trimming and four plush-lined trays holding one dozen pens each. With spring back and special lock and key.



Illustrating Show Case No. 8

### 6 Dozen Assortment

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



Illustrating Show Case No. 13

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

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

We offer special terms for initial orders for these assortments.

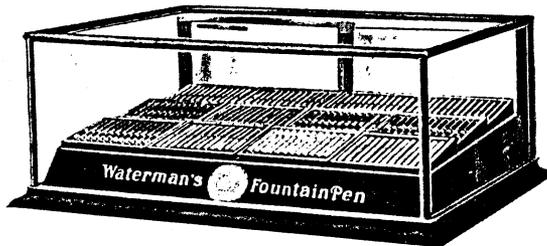
## Show Case Assortments

Read Page 71

### 12 Dozen Assortment

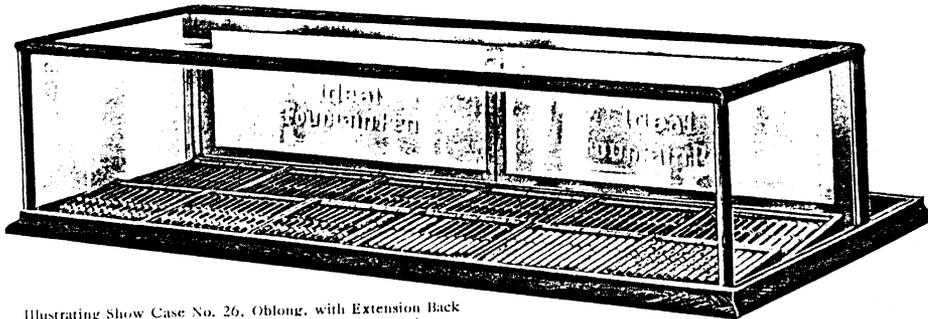
**W**ITH orders for 12 dozen Waterman's Ideals, of styles as may be selected, we will loan either of the three Show Cases illustrated on this page, as may best be adapted to any surrounding displays. Either of these styles are made with oak or cherry trimmings and handsomely finished. Each contains

twelve plush-lined trays, holding one dozen pens. These cases have spring doors in back, with special lock and key. Styles Nos. 24 and 27 contain cabinet drawer, partitioned and labeled to hold extra stock, repairs, selling aids and accessories.



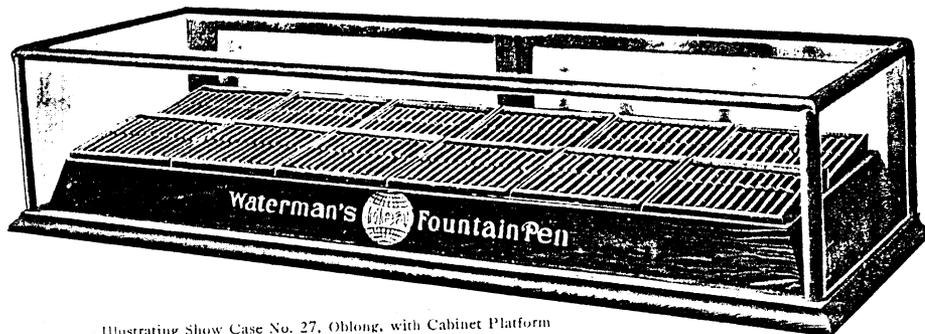
Illustrating Show Case No. 24 Size, 34 $\frac{1}{2}$  x 25 $\frac{1}{4}$  x 11 $\frac{1}{2}$  inches high

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



Illustrating Show Case No. 26, Oblong, with Extension Back  
Size, 49 x 16 $\frac{1}{4}$  x 11 $\frac{1}{2}$  inches high, with 8-inch extension

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



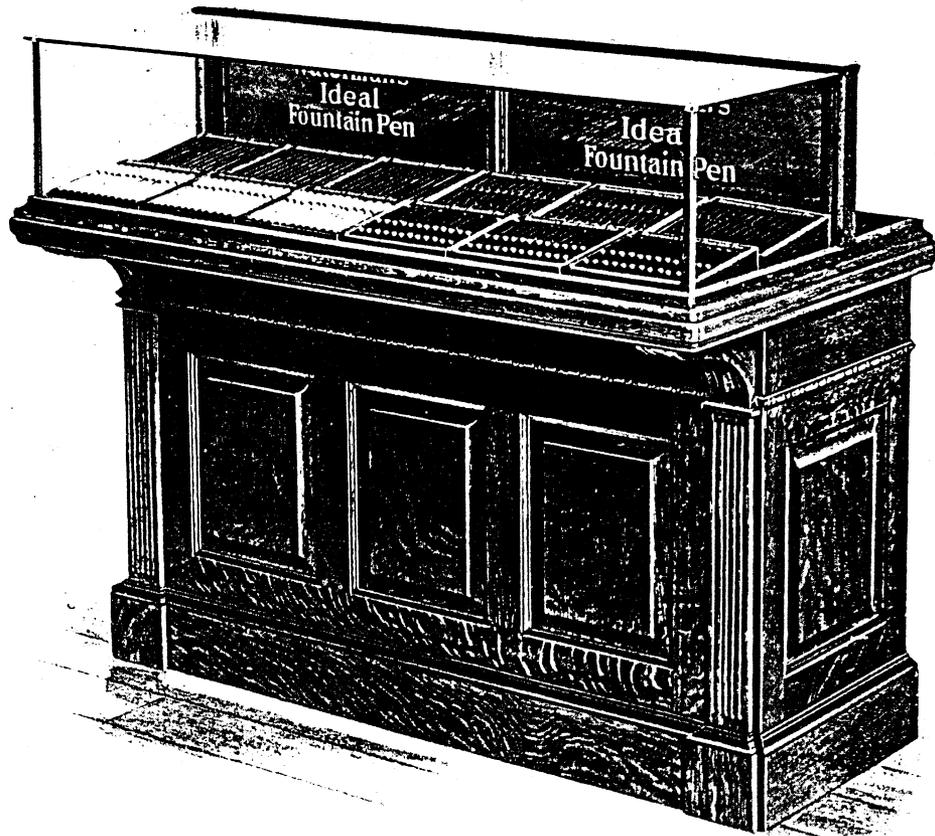
Illustrating Show Case No. 27, Oblong, with Cabinet Platform  
Size, 49 x 16 $\frac{1}{4}$  x 11 $\frac{1}{2}$  inches high

We offer special terms for initial orders for six dozen assortments.

## The Complete Department

Read Page 71

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



Glass show case we will loan. The finished base to fit it we will supply from our manufacturer at cost price or send blue print drawing, with all necessary details for making.

Make your pen department an ornament to your store. You should be proud of its completeness and jealous of your reputation for carrying the best goods and sparing no pains to serve your customers. Give the business a chance to grow by transplanting it from its present position, confused with other stock, to a handsome and convenient department of its own with an assortment of twenty-five to fifty dozen Waterman's Ideal Fountain Pens. It will develop new vigor that will surprise you.



## MANAGING *the* DEPARTMENT

**I**T is the purpose of this company to so aid dealers, selling Waterman's Ideals, in the managing of their department, that their stock will not only be in the finest possible condition, but safeguarded. We aim also to so instruct our dealers that they may become expert in their knowledge of the line, and so command the business of a community.

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

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

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

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

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

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

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

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

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

This system has been found invaluable where diligently carried out.



**W**ATERMAN'S IDEAL, when suggested in any part of the world, will immediately be recognized as the standard make of fountain pens.

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

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

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

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

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

### Selling Advantages—*Continued*

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

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

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

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

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

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

## The Care of the Pen

**T**O FILL a regular style Waterman's Ideal, unscrew the point section (see page 13), and with the use of the ink dropper fill the barrel nearly full with fluid ink.



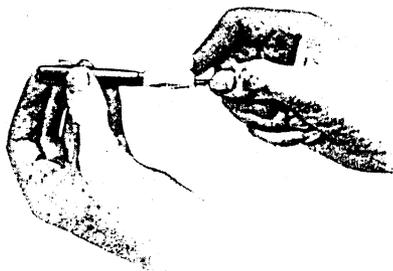
Hold the point of the filler against the side of barrel, allowing the ink to flow down. Dry the end of the barrel and the screw threads with a blotter, then screw the section down firmly, thus preventing all possibility of ink on the outside of the pen. In the event of the point section not unscrewing readily, the aid of an opener, as illustrated on page 62, will serve satisfactorily.

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

*To clean* the point section, after having unscrewed it from the holder,

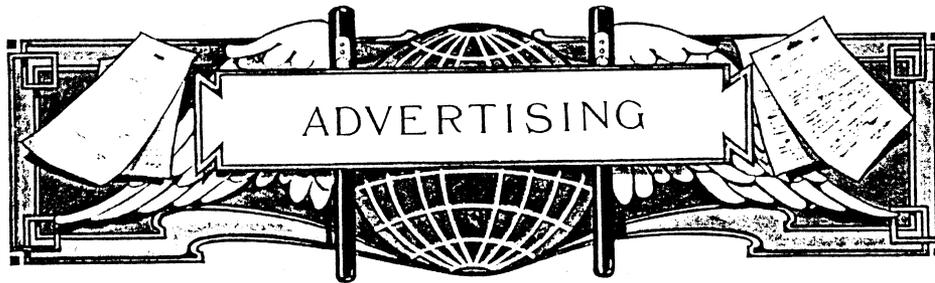


A clean, dry *cap*, is necessary for cleanliness of the entire pen. It should always be removed from the holder by a slight twist from left



to right, permitting easy removal and avoiding suction or jarring. This should be done with the pen point up. If the cap becomes soiled inside, by a fall or jar, clean it with tissue paper on the end of a match, or with a blotter as illustrated. Vent holes in the cap should be open when the pen is to be carried in the pocket, and

closed with wax if it is to remain lying on the desk.



**H**ONEST advertising is business news. When backed by quality and merit of merchandise, and well presented, it is the bone and sinew of commercialism. We plan to reach about twenty-five per cent of the population of the United States (that means about twenty million people) each month, with interesting purchasing talk about Waterman's Ideals, invariably referring the reader to the local dealer for selection. In answering retail inquiries which are addressed to us we enclose an introduction card requesting the correspondent to present it to his local dealer. What are you doing to concentrate the trade resulting, to your own Fountain Pen Department? Let us help you.

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

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

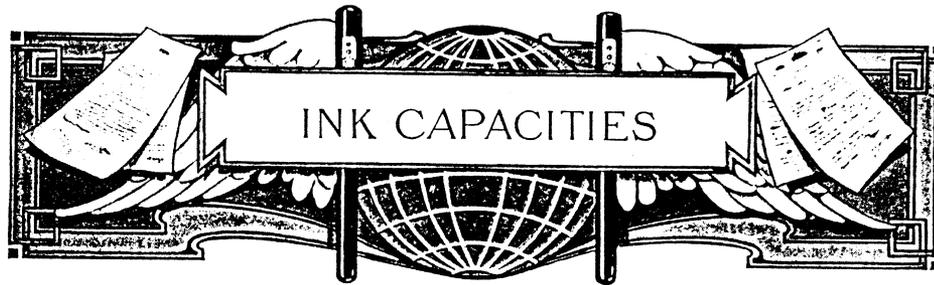
Arrange consistent window displays frequently, and especially when you advertise the line. This will serve as the connecting link with your advertising in the press. Window displays are continually proving of enormous value to many of our most active dealers, and particularly, appropriate displays for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

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

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

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

If you will instruct your pen clerk to keep in advance of the seasons in his thought of the sale of Waterman's Ideals, and carefully read the pages of our quarterly house publication, the *Pen Prophet*, we can assure you ever-increasing sales of the line.



A GREAT many people, many of whom have used a fountain pen before, and some who have not, are anxious to know how much ink a fountain pen will hold and how long it will write; and while it is practically impossible to tell this definitely, because of the variation in pen points, an approximate idea can be given, as indicated by the figures shown on the last three columns below.

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

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

Style	No.	* Outside Diam.	* Lengths		Drops of Ink Held	Contains Ink to Write		
			Open	Closed		† Pages	Words	Hours
Straight Cap	2	$1\frac{1}{32}$	$6\frac{1}{4}$	$5\frac{1}{4}$	60	75	16,000	11
	3	$1\frac{1}{32}$	$6\frac{1}{4}$	$5\frac{1}{4}$	70	90	18,000	13
	4	$1\frac{2}{32}$	$6\frac{3}{8}$	$5\frac{1}{4}$	75	100	20,000	15
	5	$1\frac{3}{32}$	$6\frac{3}{8}$	$5\frac{1}{2}$	100	125	25,000	20
	6	$1\frac{4}{32}$	$6\frac{3}{8}$	$5\frac{1}{2}$	125	150	30,000	25
Cone Cap	12	$1\frac{2}{32}$	$6\frac{7}{8}$	$5\frac{3}{8}$	75	100	20,000	15
	13	$1\frac{2}{32}$	$6\frac{7}{8}$	$5\frac{3}{8}$	75	100	20,000	15
	14	$1\frac{2}{32}$	$6\frac{7}{8}$	$5\frac{3}{8}$	75	100	20,000	15
	15	$1\frac{4}{32}$	7	$5\frac{1}{2}$	100	125	25,000	20
	16	$1\frac{5}{32}$	7	$5\frac{1}{2}$	125	150	30,000	25
Taper Cap	22	$1\frac{1}{32}$	$6\frac{7}{8}$	$5\frac{7}{8}$	50	60	12,000	10
	23	$1\frac{1}{32}$	$6\frac{7}{8}$	$5\frac{7}{8}$	60	75	15,000	12
	24	$2\frac{3}{64}$	$6\frac{7}{8}$	$5\frac{7}{8}$	75	100	18,000	13
	25	$1\frac{3}{32}$	$6\frac{7}{8}$	$5\frac{7}{8}$	100	125	22,000	18
	26	$1\frac{4}{32}$	$6\frac{7}{8}$	$5\frac{7}{8}$	125	150	28,000	22
Desk	43	$1\frac{2}{32}$	$6\frac{1}{2}$	$6\frac{3}{4}$	90	110	23,000	18
	44	$1\frac{2}{32}$	$6\frac{1}{2}$	$6\frac{3}{4}$	90	110	23,000	18
	45	$1\frac{4}{32}$	$6\frac{1}{2}$	$6\frac{7}{8}$	115	135	28,000	22
	46	$1\frac{5}{32}$	$6\frac{1}{2}$	$6\frac{7}{8}$	140	160	33,000	27

\* In Inches. † Note Paper.



**A**LL packages containing fountain pens should be forwarded by registered mail or express. Quantities of less than 6 should be sent by registered mail, and 6 or more by express. Either of these routings permit the placing of responsibility for losses.

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

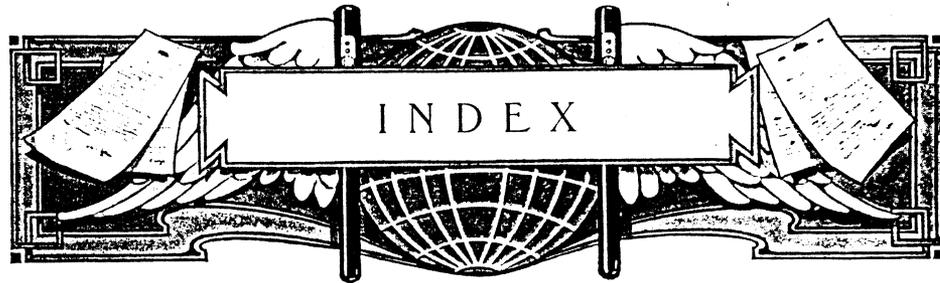
Small packages of advertising matter are frequently enclosed with other shipments from New York, as our dealers find them too light for freight and rather expensive by express.

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

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

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

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



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