

WAHL-EVERSHARP
Personal-Point
FOUNTAIN PENS

FOUNTAIN PEN DESK SETS • PENCILS
RED TOP LEADS



1929

GENERAL CATALOG 298

The WAHL COMPANY

Main Office and Factory

1800 ROSCOE STREET • CHICAGO

Western Office

234 Montgomery Street
San Francisco
California

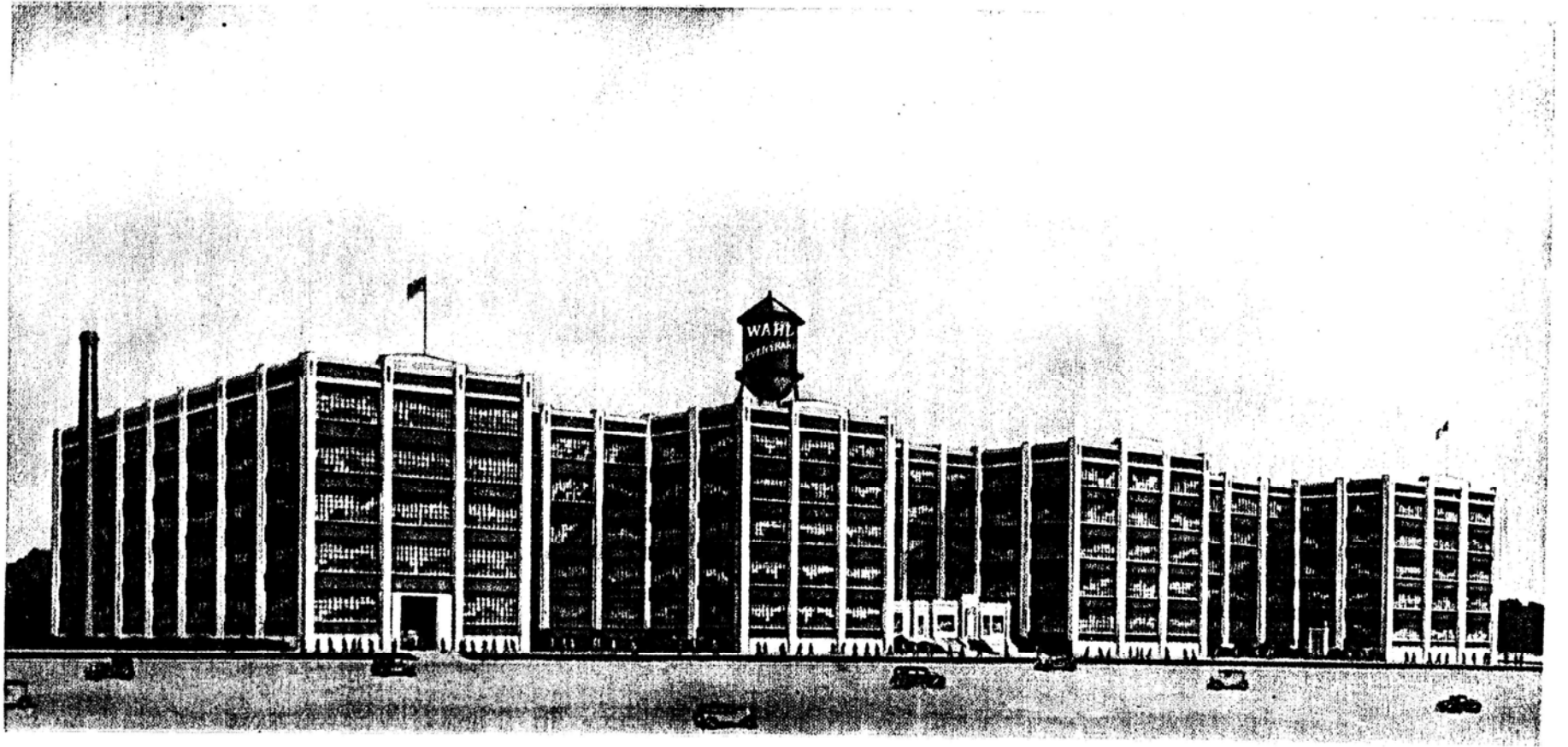
Eastern Office

570 Seventh Avenue
(Times Square)
New York, N. Y.

THE WAHL-EVERSHARP COMPANY, LTD.
197 Great Portland St.
London, W 1 England

THE WAHL COMPANY, LTD.
100 Stirling Road
Toronto, Ontario
Canada

S. A. FRAZER—France
5 Rue DAUNOU
Paris, France



The Home of Wahl-Eversharp

Seven acres of floor space devoted to manufacturing Wahl-Eversharp Products

HERE is the first stop on our picture tour of the WAHL-EVERSHARP plant. A complete manufacturing plant—fireproof, of brick, stone and concrete construction—five full floors contain seven acres of floor space. Four floors are given to manufacturing, the fifth houses the executive, sales, product development and general offices.



SPACE will permit only a few brief words of explanation as we pass from one department to another—Gold points are alloyed from pure gold, tipped with iridium, ground to jeweler's precision and fitted into pen barrels of every color, style and size required by an exacting public. Permanency must be the keynote of fountain pen value, so Rubber, Gold, Silver and Pyralin are used for beauty, strength and lightness.

In the Pencil Department we see the famous "EVERSHARP" assembled step by step under the watchful eyes of a score of critical inspectors. Because all parts are interchangeable, each one must be perfect. "EVERSHARP," the first mechanical pencil to use thin lead, long ago established a standard of mechanical pencil manufacture.

No pencil would be complete without perfect lead—EVERSHARP Red Top Lead has gained world-wide recognition because of these exacting requirements that make diameter variations less than 1/1000th of an inch.

The wide distribution of EVERSHARP Leads makes the sale of all other mechanical pencils possible and their use in other pencils makes them write better. The three lead diameters now commonly called "Standard" were established by WAHL-EVERSHARP and because they were adopted by all, they soon became "Standard."

First—The .046 lead made a mechanical pencil possible. EVERSHARP originated this size and its practica-

bility is determined by the fact that it is used today in all mechanical pencils.

Second—The .075 lead is commonly called "thick writing lead" and is designed for those who prefer a lead that can be used for checking and manifolding purposes as well as for general writing.

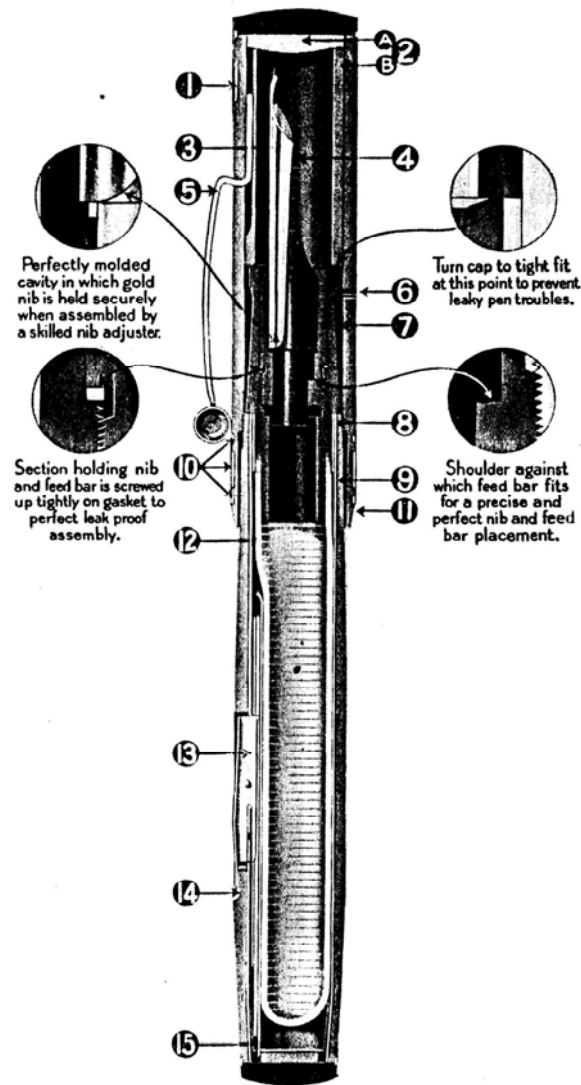
Third —The .120 checking lead has a very definite place in the pencil field. This lead is sometimes known as "Executive" lead, it being especially adapted to checking work and where heavy marking is necessary.

Thus it is that no pencil could be a success were it not for EVERSHARP Red Top leads. They are the standard by which all pencils are sold today.

Last, but by no means least, we come to the Fountain Pen Desk Set Department, where a product of rare beauty and unexcelled utility holds forth. The most remote parts of the earth are searched for materials for desk set bases—Green Onyx from Argentine, Pedrara Onyx from Mexico, and Italy furnishes Portoro (Black and Gold) Marble. In addition to these are Black Carrara Glass, Genuine Bronze and Rare Wood, on which are carved designs created by the masters.

Thus we approach the display rooms in the pages of this catalog, where we get a "close-up" of each item. They must stand on their merits before you, our dealers, to whom our offering is respectfully submitted.

Superior Features of *Personal-Point* Pens



- (1) "Gold Seal"—the mark of a WAHL-EVERSHARP perfect pen with the Interchangeable Nib Unit.
- (2) Soft rubber pad (A) compressed by inner cap walls.
(B) When cap is turned on tightly and firmly, it remains a tight leak-proof fit because the specially ground knife edge shoulder prevents ink or other substances from interfering.
- (3) Sturdy 14K Gold Nib.
- (4) WAHL comb feed controls flow evenly to the last drop.
- (5) Exclusive roller clip holds pen securely in place, yet does not tear or otherwise wear the pocket.
- (6) Cap air vent prevents condensation on pen section and avoids soiling fingers when writing.
- (7) Shapely section most comfortable to finger grip.
- (8) Metal collar for easy placement of section into barrel for "sac" renewals.
- (9) Metal insert strengthens all barrels—lightest weight.
- (10) Unique gold-filled bandings strengthen and beautify pen cap.
- (11) Beautifully shaped and fitted terminal of cap.
- (12) Strong, heaviest wall rubber ink sac. Will not twist.
- (13) 100% efficient filling lever assembly.
- (14) Thumb slot for easy access to lever filler.
- (15) Lever lock holds filling pressure bar in place within barrel. Bar cannot release and fall out of barrel.

SHOWN here are just a few of the exclusive features of the WAHL-EVERSHARP *Personal-Point Fountain Pen*. The Interchangeable nib feature, the result of years of careful study and experimental development, is one of the most important engineering changes made in a fountain pen since the introduction of the self-filler.

All WAHL-EVERSHARP Pens shown in this catalog having either No. 4 or No. 6 Gold Seal nibs are fitted with the Interchangeable nib feature and are *Personal-Point Pens*.

The customer selects the holder according to size, style and color. Then he selects the point that fits his personal writing style.

The two are instantly joined by the dealer and the customer goes away happy with his *Personal-Point Pen*.



WAHL-EVERSHARP
Personal-Point
FOUNTAIN PENS

The Gold Seal Line

IT IS a source of pleasure and gratification for us to offer our dealers, in this catalog, the WAHL-EVERSHARP line of *Personal-Point Fountain Pens*, identified by the Gold Seal of quality and incorporating what is undoubtedly the greatest improvement ever made in a fountain pen—the Interchangeable Nib.

Never before has it been possible for all dealers to carry sufficient stock to offer their customers exactly the points they desire, in the great variety of styles, colors, and sizes of holders.

The introduction of the Interchangeable Nib does not affect any sale that can be made without it. The advantages are paramount when the customer is pleased with the size, style and color of one pen, but prefers the point in some other. In cases like this, the sale would be lost were it not possible for the sales person to make the change. Only one minute is required to make a custom-built pen for the customer.

The Gold Seal line is complete in every detail, yet it is possible for the dealer to carry only one-fourteenth as much stock to make an equal number of sales as he could with any other line.

All No. 4 and No. 6 WAHL-EVERSHARP *Pens* priced at \$5.00 and up are fitted with the Interchangeable Nib Unit, identified by the Gold Seal of quality. All No. 4 and No. 6 Desk Pens have the Interchangeable Nib feature and *points in desk pens are interchangeable with those in pocket pens* as well.

The *Personal-Point Pen* offers a number of exclusive advantages:

1. Greater Consumer Appeal—"A Personally Selected Point."
2. Exclusive Sales Feature.
3. Smaller Investment.
4. Faster Turnover.
5. More Variety—It tempts more buyers.
6. Highest Profit Per Square Foot of Counter Space.
7. Assured Profit—No "dead" stock.
8. Complete stock in smallest space.
9. Easier Sales.
10. Highest average unit price.
11. Only WAHL-EVERSHARP Dealers "get it."

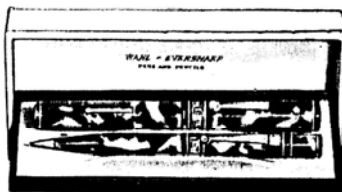
"A Mile Wide and A Foot Deep" characterizes your stock of WAHL-EVERSHARP *Personal-Point Pens*. "A mile wide" because of the great variety offered by four styles, six colors and fourteen points—each instantly interchangeable. Such a variety tempts more customers—thus giving them the urge to buy.

"A foot deep" because with a limited stock of *Personal-Point Pens*, you can make every sale. The inventory value of your stock is at a minimum.

WAHL-EVERSHARP
Personal-Point
FOUNTAIN PENS

WAHL-EVERSHARP *Personal-Point Pens*, identified by the Gold Seal of quality, are the standards of comparison. The roller clip is an exclusive feature—all mountings are gold-filled. The distinctive engraved banding design is a product of master designers. Pens are fitted with Gold Seal No. 6 Interchangeable nibs in a choice of fourteen points. The Interchangeable nib feature makes it possible for the customer to select from fourteen nibs and six different colors.

- No. 8607C—ROSEWOOD
Code: TOOVY List Price: \$7.00
No. 8610C—JET BLACK
Code: TRIKT List Price: \$7.00
No. 8612C—JADE GREEN
Code: TOUNT List Price: \$7.00
No. 8604C—BLACK AND PEARL
Code: TRATZ List Price: \$8.00
No. 8605C—BRONZE-GREEN
Code: URAWS List Price: \$8.00
No. 8611C—LAZULITIC BLUE
Code: TOUHM List Price: \$7.00

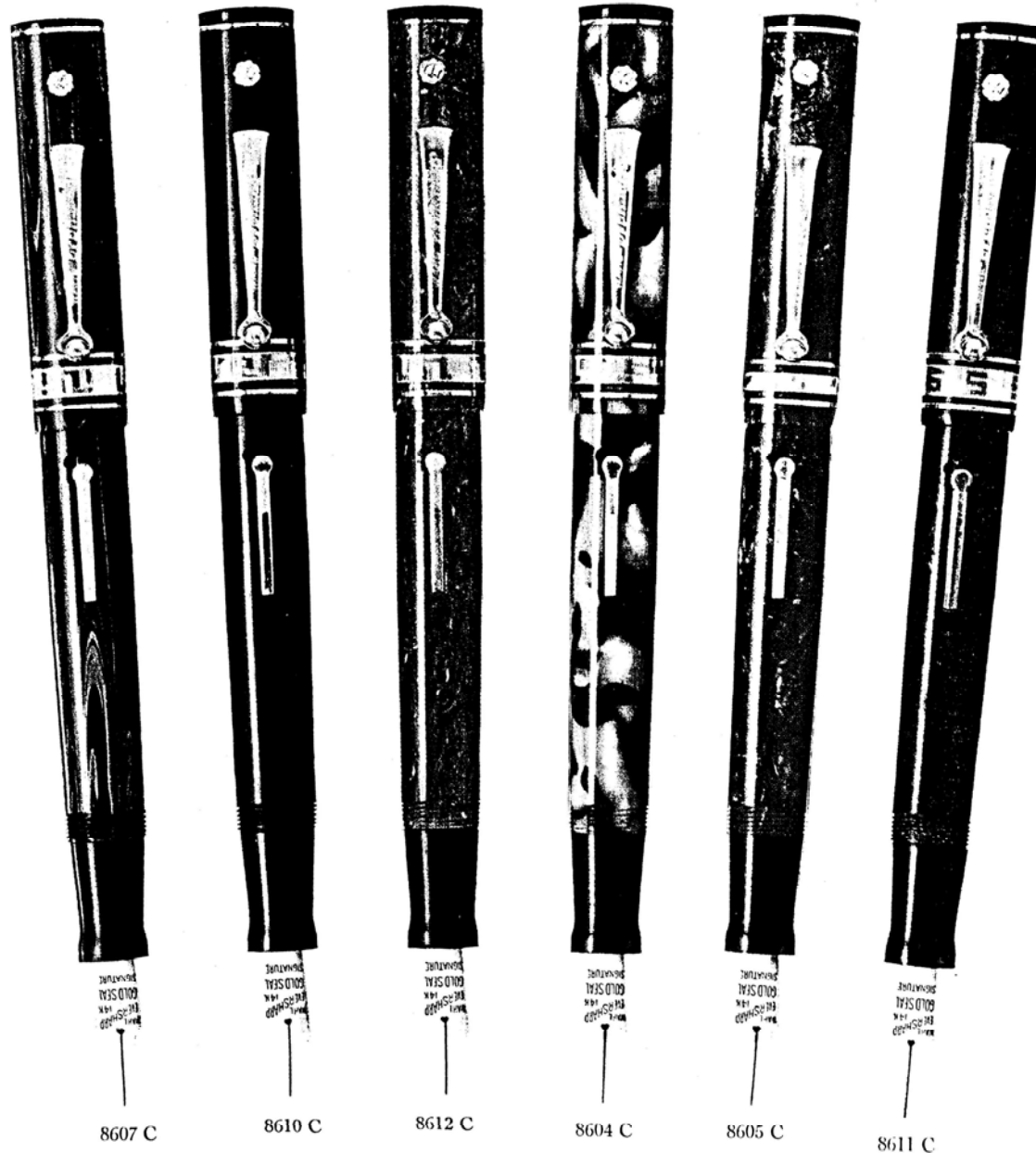


8604C-4204C

COMBINATION SETS

- | | | |
|------------------|-----------------|---------------------|
| Pen No. 8604C | BLACK AND PEARL | List Price: \$12.50 |
| Pencil No. 4204C | | |
| Pen No. 8610C | JET BLACK | List Price: \$11.00 |
| Pencil No. 4210C | | |
| Pen No. 8612C | JADE GREEN | List Price: \$11.00 |
| Pencil No. 4212C | | |

Packed in Attractive Gift Boxes.
See opposite page for additional sets.



WAHL-EVERSHARP
Personal-Point
FOUNTAIN PENS

For those who desire style, quality and appearance in a fountain pen, and at the same time prefer a thinner barrel, we offer the No. 84 *Personal-Point* Pen line. All mountings are gold-filled with two narrow bands around cap. The Gold Seal of quality appears on each one just above the exclusive roller clip. Each pen fitted with No. 4 Gold Seal Interchangeable nib, in a choice of fourteen points. The Interchangeable nib feature makes it possible for the customer to select from fourteen nibs in any of the different colors.

No. 8412C - JADE GREEN

Code: SPULY List Price: \$5.00

No. 8404C - BLACK AND PEARL

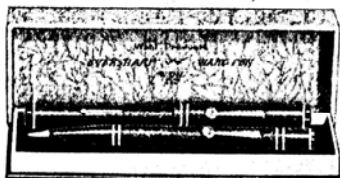
Code: TRAXB List Price: \$6.00

No. 8407C - ROSEWOOD

Code: SPOLX List Price: \$5.00

No. 8411C - LAZULITIC BLUE

Code: SPURD List Price: \$5.00



8412C-4012C

COMBINATION SETS

Pen No. 8412C JADE GREEN

Pencil No. 4012C List Price: \$8.50

Pen No. 8404C BLACK AND PEARL

Pencil No. 4004C List Price: \$10.00

Packed in Attractive Gift Boxes.

See opposite page for additional sets.



WAHL-EVERSHARP
Personal-Point
FOUNTAIN PENS

THESE WAHL-EVERSHARP Ladies' models in *Personal-Point Pens* are the last word in beauty and utility. The caps are fitted with gold-filled rings—also standard narrow bands except Bronze-Green as illustrated. Each pen is fitted with No. 4 Gold Seal Interchangeable nib in a choice of fourteen points. The interchangeable nib feature makes it possible for the customer to select any of these fourteen nibs in any one of the different colors.

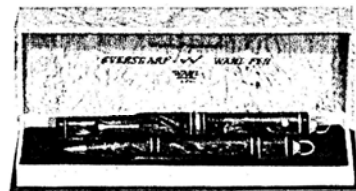
No. 6404W - BLACK AND PEARL
Code: UPUNK List Price: \$6.00

No. 6409W - RED
Code: RYUJD List Price: \$5.00

No. 6410W - JET BLACK
Code: UPIXS List Price: \$5.00

No. 6411W - LAZULITIC BLUE
Code: STAMB List Price: \$5.00

No. 6405W - BRONZE-GREEN
Code: URADZ List Price: \$6.00



6405W-4005W

COMBINATION SETS

Pen No. 6405W	BRONZE-GREEN	List Price: \$10.00
Pencil No. 4005W		
Pen No. 6409W	RED	List Price: \$ 8.50
Pencil No. 4009W		
Pen No. 6410W	JET BLACK	List Price: \$ 8.50
Pencil No. 4010W		

Packed in Attractive Gift Boxes.
See opposite page for additional sets.



6404 W



6409 W



6410 W



6411 W

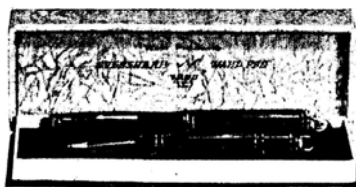


6405 W

WAHL-EVERSHARP
Personal-Point
FOUNTAIN PENS

THESE WAHL-EVERSHARP ladies' models in *Personal-Point Pens* are the last word in beauty and utility. The caps are fitted with gold-filled rings, also standard narrow bands. Each pen fitted with No. 4 Gold Seal Interchangeable nib in a choice of fourteen points. The Interchangeable Nib feature makes it possible for the customer to select his personal point in the holder of his choice. Each of these pens is identified by the Gold Seal of quality. These models in the most attractive colors will meet with the approval of the most exacting buyer.

- No. 6406W - EBONY BLACK
Code: SAALM List Price: \$5.00
No. 6407W - ROSEWOOD
Code: SIOXB List Price: \$5.00
No. 6412W - JADE GREEN
Code: SMOTS List Price: \$5.00
No. 6413W - CORAL
Code: STAFT List Price: \$5.00



6407W-4007W

COMBINATION SETS

- Pen No. 6407W ROSEWOOD
Pencil No. 4007W List Price: \$8.50
Pen No. 6406W EBONY BLACK
Pencil No. 4006W List Price: \$8.50
Packed in Attractive Gift Boxes.

See opposite page for additional sets.

