

GUARANTEE

For a period of one year from date of purchase, Sheaffer guarantees to replace without charge, except for transportation and insurance, any parts which upon factory inspection are found to be defective.

Should your Sheaffer product need attention because of damage or mechanical difficulty, call on any of the 200 authorized Sheaffer repair stations in the United States or send the pen direct to the W. A. Sheaffer Pen Company, Fort Madison, Iowa.

W. A. SHEAFFER PEN COMPANY—Fort Madison, Iowa, U. S. A.
In Canada: Goderich, Ontario • In Australia: Melbourne • In Great Britain: London • In Brazil: Sao Paulo

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SHEAFFER'S

Craftsmanship in Writing

Look to SHEAFFER'S first for the finest in writing instrument design

Your new Sheaffer pen is carefully made to give years of satisfactory service. It is the result of as many as 255 separate operations involving close inspections and the assembly of many parts. Yes, craftsmanship is a tradition at Sheaffer.

Design leadership is also a Sheaffer tradition. For example, you'll notice some models incorporate an *inlaid* pen point, some others a *wrap-around* point. These Sheaffer designs

provide greater strength and a handsome appearance.

You will see other indications of Sheaffer quality in White Dot models: most of the clips and bands are richly *gold-filled* . . . points are precision-ground in many gradations to fit your style of writing (no other writing instrument gives you this selection) . . . clips have an innerspring so they grip any thickness of fabric, preventing loss and damage to the clip. And only Sheaffer's offers a choice of *three* clean, convenient ways to fill a fountain pen: the exclusive Snorkel pen filling action, where point never touches ink (with PFM, Pen For Men) . . . single stroke Touchdown filling action (with Target and Imperial pens and desk sets) . . . and cartridge pens that fill quickly and easily with drop-in *Skrip* cartridges (including the compact cartridge pen, Lady Sheaffer Collection and desk sets).

Complimentary Handwriting booklet available on request

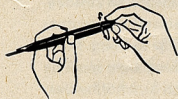
PROPER CARE ASSURES LONGER WEAR

Your pen is not a *delicate* instrument, but it is precision-made and therefore deserves considerate handling. It is not necessary to dismantle it in normal usage and you may damage it if you attempt to do so.

Keep your pen closed whenever it is not in use. Otherwise the ink, like most liquid solutions, will evaporate.

Sheaffer's *Skrip* writing fluid, however, is unlike all other inks in that it does *not* leave an insoluble residue. Evaporated *Skrip* writing fluid is moist and redissolves when immersed in water or fresh *Skrip* writing fluid. A pen which has not been used for a long time may be refreshed by flushing the pen with warm (not hot) water.

It's easy to use Sheaffer's Snorkel pen clean filling action



1—Unscrew plunger knob by turning it to the left... using gentle forward pressure on knob while turning. UNSCREW UNTIL DEFINITE "CLICK" IS FELT. The filling tube is now fully extended.



2—Hold filling tube over ink bottle and pull plunger out as far as it will go.



3—Place only the filling tube in ink. It is not necessary to "dunk" the pen point.

HOWEVER, ON FILLING YOUR NEW PEN FOR THE FIRST TIME, THE TIP OF POINT SHOULD BE MOISTENED IN INK.



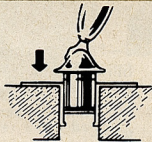
4—Now push plunger all the way down just once. Keep tube in the ink for a good ten seconds as you watch your pen "drink the ink."

5—Screw plunger knob to right and watch the filling tube retract. Because point and barrel never touch ink, no wiping is needed. You're ready to write.



Sheaffer's desk sets

TO ASSEMBLE: Push socket into hole in the base until you hear it "click." Socket is now held firmly, but revolves freely in any position you wish. If necessary to remove socket from base, hold base firmly in one hand, grasp socket tightly near base in other hand and pull up.



FINISHING AND REPAIR SERVICE. When repairs are needed, send only the part that requires attention...socket, base or pen. Do not send complete set. If base should ever be chipped or nicked, send base only. We'll quote cost of refinishing.

For best results, always use Sheaffer's *Skrip* writing fluid

Top-well bottle makes filling easy...uses *all* of the ink. *Skrip* writing fluid cleans and protects all the inner parts of the pen. Contains RC-35, a luminescent additive to safeguard your writing.



REPRODUCING ON AN OFFICE COPYING MACHINE? Black Reproduction *Skrip* writing fluid will reproduce on every type of office copying machine. This advantage can be particularly important to the business executive.

Ballpoint pens



Sheaffer's is the ballpoint with a difference. A DIFFERENCE IN THE CLIP: New Reminder Clip makes it impossible to clip pen in pocket with tip exposed...ends pocket stains. A DIFFERENCE IN THE REFILL: Sheaffer's is the only pen that writes with Dokumental 303 *Skrip* ballpoint fluid, the world's most perfect ballpoint ink.

TO REFILL: Unscrew lower portion of barrel and remove old unit. Insert new refill in upper portion of barrel and re-assemble.

Mechanical pencils



Sheaffer pencils are made to the same demanding standards of quality and precision as the pens they match. Mechanism is shielded against shock. Special tip design holds lead steady and reduces breakage.

TO REFILL: Hold barrel of pencil and turn cap to the right until metal rod appears at the point. Then turn back completely...insert lead...press lead gently against hard surface to engage the clutching mechanism.

To remove extra leads from magazine, hold pencil with tip up (cap off and eraser removed) and rotate magazine back and forth. Leads will readily fall out.

ALWAYS USE SHEAFFER'S FINELINE LEADS AND ERASERS