

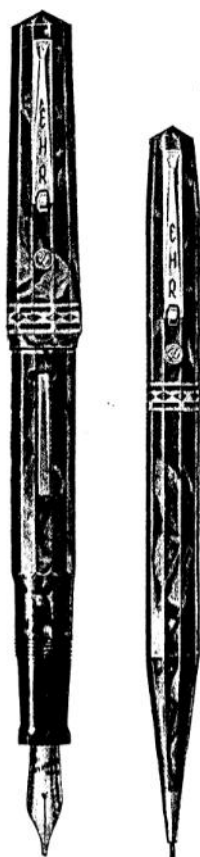
EVERSHARP ●

THE FINEST WRITING INSTRUMENTS

THE NEW EVERSHARP

DORIC*

The World's Most Beautiful Pen and Pencil



MOROCCO PEARL

TEST after test . . . at famous American colleges . . . along Fifth Avenue . . . at Lake Placid . . . everywhere smart, style-conscious men and women were gathered . . . proved the new Eversharp Doric to be the most popular pen and pencil on the market today. When folks were asked to compare them with round model pens, they instinctively chose Doric for its exquisite modern style and jewel-bright colors. This should mean much to you in determining what pen and pencil stocks you will carry in your cases this year.

No expense has been spared to make the new Doric the most distinctive . . . most up-to-date pen and pencil on the market. This revolutionary advance in pen and pencil styling . . . multi-sided design with colors never before

duplicated . . . makes Doric stand out above all others . . . regardless of price! Let your customers see them . . . these modern pens and pencils that have set the standard by which all the rest are judged!

And, remember, Eversharp's exclusive interchangeable point feature helps you get sales . . . enables you to fill any point requirement in Doric pens, with less than half the inventory required in fixed point pens.

The pens and pencils illustrated here can only give one an idea of the beauty and brilliance of these superb writing instruments. They must be seen to be appreciated. Exclusive colors all of them . . . *Cathay*, a beautiful silver-green pearl . . . *Morocco*, a ruby pearl and black . . . *Kashmir*, Emerald Pearl and black . . . *Burma*, a blue-black pearl . . . *Jet*, rich ebony black.

Unconditionally Guaranteed for Life

MOROCCO PEARL

PENS —	64108DSC (Ill.)	\$6.00
	86108DC	8.50
	64108DC	6.00
	64108DK	6.00
	64108DW	6.00

PENCILS —	40108DSC (Ill.)	\$4.00
	40108DC	4.00
	40108DK	4.00
	40108DW	4.00

*(EVERSHARP DORIC SETS ARE PROTECTED BY PATENTS DES. 81,741 AND 81,742)

The new *EVERSHARP* DORIC

THE new Eversharp Doric comes in four different styles in the five oriental treasure colors — two clip models, a clasp model and a ring model. The mountings on all Eversharp Doric pens and pencils are 14 Karat gold filled. The Kashmir Pearl, Jet Black and Morocco have yellow gold mountings. Mountings on the Cathay and Burma Pearl models are white Platonic gold. A brief description of the different models is given here:

Doric Pens and Pencils with Side Clip (DC Models)—Pens are twelve sided — the pencils are ten. Only the finest materials and workmanship are used to produce these superb writing instruments. Clips are set low on the caps. Colors are Cathay, Jet Black, Kashmir, Burma and Morocco. Both pen and pencil are unconditionally guaranteed for life (Ill. in Kashmir Pearl).

Doric Pens and Pencils with Soldier Clip (DSC Models)—Soldier Clip models are slightly shorter than Side Clip models, with clips set at top of caps. Those who prefer to have their pens and pencils set low and unexposed in the pocket will select this model. The same colors, superior style and mountings throughout. Both Pen and Pencil are Unconditionally Guaranteed for Life. (Illustrated in Morocco Pearl on opposite page).

Doric Pens and Pencils with Clasp (DK Models)—An ideal pen and pencil for the ladies' purse. Slightly shorter than side clip models with new style clasp for engraving. In all five oriental treasure colors. Both Pen and Pencil are Unconditionally Guaranteed for Life. (Illustrated in Cathay Pearl).

Doric Pens and Pencils with Ring (DW Models)—Same size as Soldier Clip models with ring at the top of pen and pencil. Plate for engraving on barrels. This model should appeal to many nurses, students, etc. In all five oriental treasure colors. Both Pen and Pencil are Unconditionally Guaranteed for Life. (Illustrated in Burma Pearl).

Doric Pens and Pencils with solid 14 Karat Gold Mountings—Pens, \$13.50 and \$15.00; Pencils to match, \$10.00.

PENS and PENCILS



KASHMIR PEARL

PENS—	86101DC (Ill.)...	\$8.50
	64101DC.....	6.00
	64101DSC.....	6.00
	64101DK.....	6.00
	64101DW.....	6.00
PENCILS—	40101DC (Ill.)...	4.00
	40101DSC.....	4.00
	40101DK.....	4.00
	40101DW.....	4.00

JET BLACK

PENS—	64102DC (Ill.)...	\$6.00
	86102DC.....	8.50
	64102DSC.....	6.00
	64102DK.....	6.00
	64102DW.....	6.00
PENCILS—	40102DC (Ill.)...	4.00
	40102DSC.....	4.00
	40102DK.....	4.00
	40102DW.....	4.00

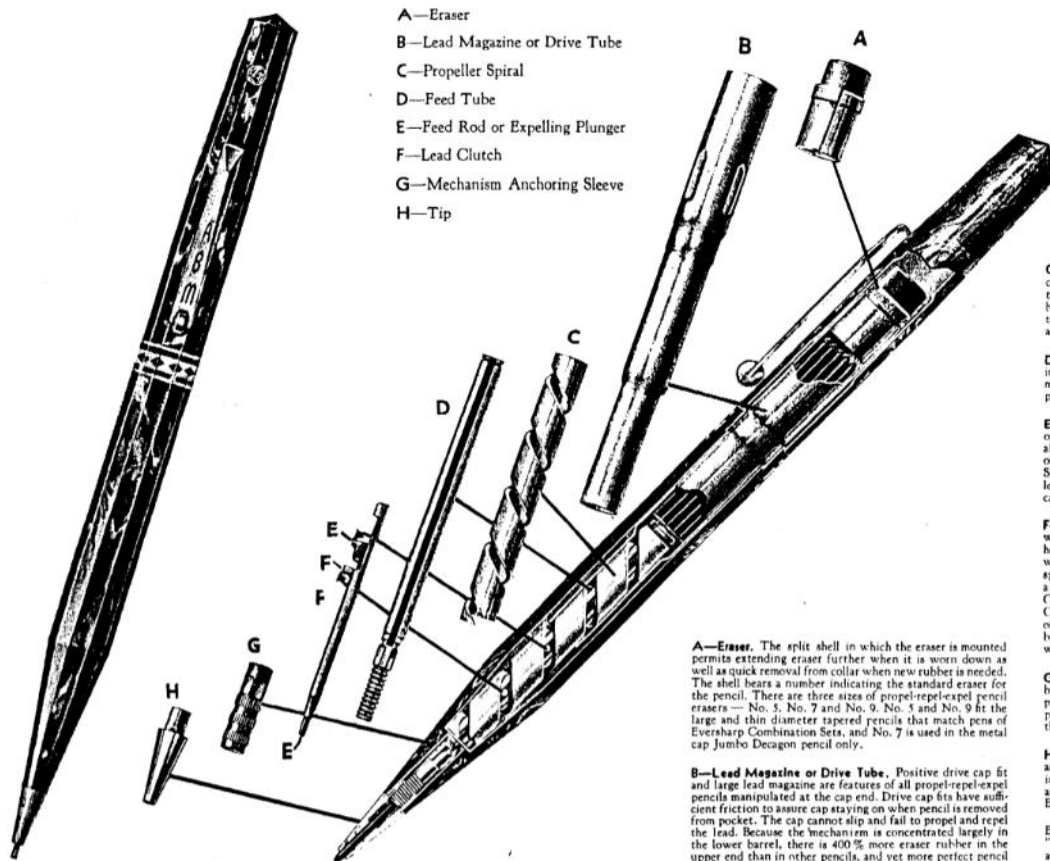
CATHAY PEARL

PENS—	64103DK (Ill.)...	\$6.00
	86103DK.....	8.50
	64103DC.....	6.00
	64103DSC.....	6.00
	64103DW.....	6.00
PENCILS—	40103DK (Ill.)...	4.00
	40103DC.....	4.00
	40103DSC.....	4.00
	40103DW.....	4.00

BURMA PEARL

PENS—	64102DW (Ill.)...	\$6.00
	86102DW.....	8.50
	64102DC.....	6.00
	64102DSC.....	6.00
	64102DK.....	6.00
PENCILS—	40102DW (Ill.)...	4.00
	40102DC.....	4.00
	40102DSC.....	4.00
	40102DK.....	4.00

FEATURES THAT MAKE *EVERSHARP* THE OUTSTANDING MECHANICAL PENCIL



- A—Eraser
- B—Lead Magazine or Drive Tube
- C—Propeller Spiral
- D—Feed Tube
- E—Feed Rod or Expelling Plunger
- F—Lead Clutch
- G—Mechanism Anchoring Sleeve
- H—Tip

C—Propeller Spiral. The propeller spiral is made of a special, hard, wear-resisting alloy and is the means by which the mechanism is propelled and repelled. It is of light weight but sturdy construction. The machining is precise and exceptionally smooth in order to provide an easy propel-repel action.

D—Feed Tube. A special alloy tubing, arbor drawn to insure smoothest travel of the lead clutch tube, F. It is moved forward and backward within the Feed Tube to propel and repel the lead.

E—Feed Rod or Expelling Plunger. This assembly is an original Eversharp design—of sturdy construction for which all wobble in Propeller Spiral has been eliminated by reason of the high shoulder of E, which provides a bearing within Spiral C. The Expeller Plunger always ejects the last bit of lead from the Clutch with no danger of lead jamming, because there is no granulation or crushing of lead resulting.

F—Lead Clutch. A positive clutch made of special alloy with strong spring tension, which can be depended upon to hold lead safely and surely with all danger of lead breaking within clutch eliminated. There is no lead wobble as the split and bowed shape of the rear portion of the Clutch is a feature which provides dependable friction between the Clutch Tube, F and the Feed Tube, D in which latter the Clutch Tube is assembled. There is no so-called "back lash" of the lead — which is that tendency of the lead to push back when writing pressure is applied and drop forward when writing pressure is removed.

G—Mechanism Anchoring Sleeve. A sturdy, one-piece brass tube heavily knurled so as to lock-mold securely into place within the pencil barrel with a precision that assures perfect pencil assembly. Soldering is eliminated throughout the entire mechanism.

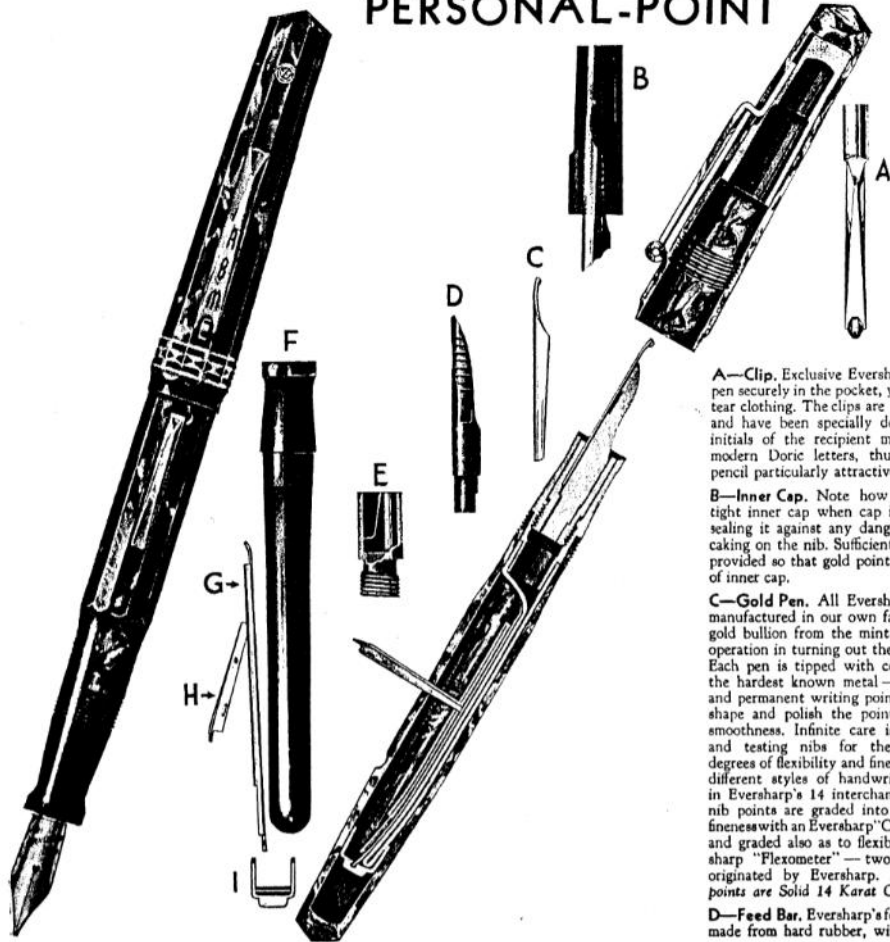
H—Tip. The tips of all Eversharp propel-repel-expel pencils are made with a smaller-caliber hole, through which the lead is propelled, than any competitive pencils, thus preventing any side movement or wobble of the lead when original Eversharp diamond calibered Red Top Leads are used.

Eversharp pioneered the first thin leads . . . leads that were "ever-sharp." Eversharp Red Top Leads are dependable, and can be relied upon to give perfect pencil satisfaction at all times.

A—Eraser. The split shell in which the eraser is mounted permits extending eraser further when it is worn down as well as quick removal from collar when new rubber is needed. The shell bears a number indicating the standard eraser for the pencil. There are three sizes of propel-repel-expel pencil erasers — No. 5, No. 7 and No. 9. No. 5 and No. 9 fit the large and thin diameter tapered pencils that match pens of Eversharp Combination Sets, and No. 7 is used in the metal cap Jumbo Decagon pencil only.

B—Lead Magazine or Drive Tube. Positive drive cap fit and large lead magazine are features of all propel-repel-expel pencils manipulated at the cap end. Drive cap fits have sufficient friction to assure cap staying on when pencil is removed from pocket. The cap cannot slip and fail to propel and repel the lead. Because the mechanism is concentrated largely in the lower barrel, there is 400% more eraser rubber in the upper end than in other pencils, and yet more perfect pencil balance is maintained.

SUPERIOR FEATURES OF *EVERSHARP* PERSONAL-POINT PENS



A—Clip. Exclusive Eversharp roller clip holds pen securely in the pocket, yet does not wear or tear clothing. The clips are 14 Karat Gold Filled and have been specially designed so that the initials of the recipient may be engraved in modern Doric letters, thus making pen and pencil particularly attractive as gift items.

B—Inner Cap. Note how pen fits into air-tight inner cap when cap is screwed on, thus sealing it against any danger of ink drying or caking on the nib. Sufficient clearance has been provided so that gold point can not touch wall of inner cap.

C—Gold Pen. All Eversharp pen points are manufactured in our own factory. We buy the gold bullion from the mint and perform every operation in turning out the finished pen point. Each pen is tipped with costly osmiridium—the hardest known metal—to give it a hard and permanent writing point. Expert craftsmen shape and polish the points to a "glass-like" smoothness. Infinite care is taken in grading and testing nibs for the various standard degrees of flexibility and fineness required for all different styles of handwriting, and supplied in Eversharp's 14 interchangeable points. The nib points are graded into various degrees of fineness with an Eversharp "Comparator" machine and graded also as to flexibility with an Eversharp "Flexometer"—two ingenious devices originated by Eversharp. All Eversharp pen points are Solid 14 Karat Gold.

D—Feed Bar. Eversharp's feed bars are specially made from hard rubber, with sufficient supply

reservoirs provided so ink flows readily the moment pen tip is applied to the paper. A large sweat pocket at the rear of the feed bar provides a reservoir for ink and makes its flow uniform, while many competitive pens flow irregularly with temperature changes. Note, also, that a small recess has been provided at the top of the bar which comes under the heart of the gold nib. This prevents heart bleeding—that annoying experience when ink gushes out of control and blots the paper.

E—Inner Section. After the point and feed bar are fitted together, the two are surrounded by a collar, known as the inner section, which is moulded on under great pressure. The point is in this way clamped into place and cannot possibly work loose. It is easier to maintain a constant, measured flow of ink through the feed channels and temperature changes cannot force the point out of line.

F—Ink Sac. A strong, live rubber sac which is especially designed so it will not twist. Each sac is made to exacting specifications for volume content and sac wall thickness, with sufficient air space surrounding it to provide necessary air insulation. This prevents flooding and excessive ink flow, due to temperature changes with consequent expansions of air and ink in sac. (Note cup shaped thin edge of sac section face which is designed to fit snugly against face of inner cap. This positively seals pen against any danger of flooding or leakage when cap is screwed on.)

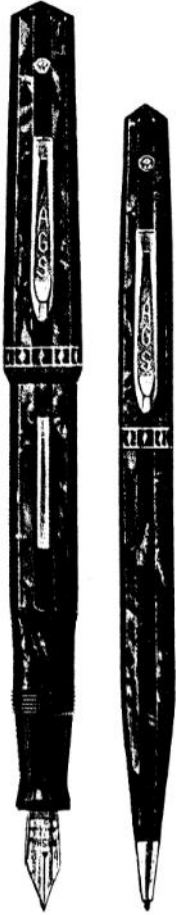
G—Presser Bar. Flat metal bar which runs the full length of the ink sac, putting maximum pressure on sac when lever is raised. In filling, the presser bar of Eversharp pens exerts pressure on the rear end of ink sac first, then the full length of sac—thus forcing all air and ink out of the sac. Forward end has been upturned to prevent pinching sac. When lever is released, presser bar slides back to original position at the top of the barrel, thus allowing sac to be inflated to its maximum capacity.

H—Lever. All levers, bandings and clips on Eversharp pens are 14 Karat Gold Filled, insuring long wear.

I—Presser Bar Anchor. Split metal anchor in which lower end of presser bar is locked, thus permitting bar to slide freely from top to bottom of barrel with inflation and deflation of rubber sac. Prevents presser bar from falling out when sac is removed.

The New Popular-priced

EVERSHARP DORIC



MOROCCO PEARL	
Pens—	
642108DC (Ill.)	\$3.00
642108DK	5.00
Pencils—	
36108DC (Ill.)	\$3.30
36108DK	3.30

THE same exotic colors—the same slim, tapering lines which characterize the new Eversharp Doric—are found in the popular-priced Doric as well. Here is a pen and pencil which will appeal particularly to those who do not wish to pay \$10 for a pen and pencil set—yet who admire and appreciate the smartness of the new Doric.

With interchangeable points—the same ink capacity as the Number 4 Doric line—the popular-priced Doric is certain to fill the need for smart,

modern merchandise in the moderate price class—pens and pencils that can be sold at a lower price than many ordinary round model pens and pencils now on the market. The popular-priced Eversharp Doric has new attractive filigree bandings as well as new style clasps and clips suitable for engraving.

And, remember, the popular-priced Doric line also bears the Eversharp Gold Seal—thus guaranteeing both pen and pencil for a lifetime of unfailing service.

Unconditionally Guaranteed for Life

The new popular-priced *EVERSHARP* DORIC

THE new line of popular-priced Doric pens and pencils come in three Oriental colors—Cathay, Kashmir and Morocco and Jet Black. They are made in both the popular Side Clip model and in the smaller Clasp model.

Popular-Priced Doric Models with Side Clip (DC Models)

Side Clip models in the popular-priced line are found in three colors—Kashmir, Morocco and Jet Black. Pen has the same size barrel as the No. 4 Doric, with the same large ink capacity. Pen point is interchangeable, yet slightly smaller than the No. 4 point—may be had in any of Eversharp's famous 14 interchangeable points. Bandings and new style clips are all 14 Karat Gold Filled. Both pen and pencil are unconditionally guaranteed for life. (Illustrated in Morocco Pearl and Jet Black).

Popular-Priced Doric Models with Clasp (DK Models)

Clasp models come in four colors—Cathay, Kashmir and Morocco Pearl and Jet Black. Clasp models are slightly shorter than Clip models and are particularly suited for the ladies' purse. The small clasp foreengraving is at the top end of cap. Pen points are instantly interchangeable to any holder the customer prefers. Bandings and clasps are 14 Karat Gold Filled. Pen and pencil are both unconditionally guaranteed for life. (Clasp models illustrated in Cathay Pearl, Kashmir Pearl and Jet Black).



JET BLACK

PEN— 64210DC.....\$5.00
PENCIL—3610DC..... 3.50

JET BLACK

PEN— 64210DK.....\$5.00
PENCIL—3610DK..... 3.50

CATHAY PEARL

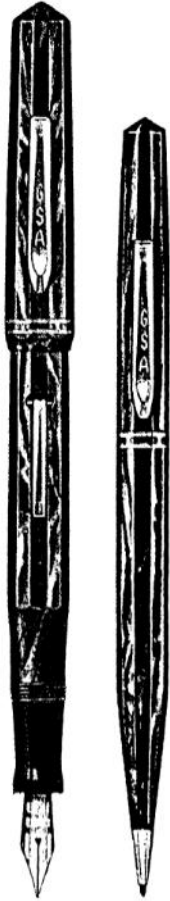
PEN— 642103DK.....\$5.00
PENCIL—36103DK..... 3.50

KASHMIR PEARL

PEN— 642101DK (Ill.).....\$5.00
642101DC..... 5.00
PENCIL—36101DK (Ill.).....\$3.50
36101DC..... 3.50

EVERSHARP REPEATS ITS CHALLENGE!

Now—Junior Size DORIC
The Smartest Pen and Pencil in the
Lower Priced Field



TOPAZ PEARL
PENS— 72116DC (III.).....\$3.50
62116DK 3.50
PENCILS—35116DC (III.).....\$2.50
35116DK 2.50

WITH the introduction of the new Doric design in pens and pencils, Eversharp issued the plain spoken challenge —“What is there to match the new design and treasure colors of Doric?” The answer has not been found.

The challenge is made again—“What is there to match Junior Size Doric—the lower priced member of the popular Doric family?”

Junior Size Doric was made to be a volume seller—to fill the need for a lower priced pen with Doric style. We believe this to be the first time that unusual design and fineness of manufacture have been combined in pens and pencils in the lower priced field. You'll need a complete

assortment of them to round out your Doric line.

Junior Size Doric comes in both Clasp and Side Clip models in Green Kashmir Pearl, Jet Black and two new colors—*Carnelian* and *Topaz*. Carnelian is a deep reddish brown color, a reproduction of the semi-precious Carnelian stone, and is certain to become very popular. Topaz, a rich golden brown and pearl, closely resembles the semi-precious gem by that name.

The pens have large ink capacities and are fitted with number 2 points of standard Eversharp quality. Pencils are equipped with genuine Eversharp propel-repel-expel mechanisms.

The New Junior Size *EVERSHARP* DORIC



CARNELIAN PEARL
PENS— 72117DC (Ill.).....\$1.50
62117DK.....3.50
PENCILS—35117DC (Ill.).....2.50
35117DK.....2.50

JET BLACK
PENS— 7210DC (Ill.).....\$3.50
6210DK.....3.50
PENCILS—3510DC (Ill.).....2.50
3510DK.....2.50

TOPAZ PEARL
PENS— 62116DK (Ill.).....\$3.50
72116DC.....3.50
PENCILS—35116DK (Ill.).....2.50
35116DC.....2.50

KASHMIR PEARL
PENS— 62101DK (Ill.).....\$3.50
72101DC.....3.50
PENCILS—35101DK (Ill.).....2.50
35101DC.....2.50

Specifications

PENS

Doric Pen — (Clip Model DC) — No. 72 size barrel with No. 2 fixed point — mountings of chain filagree band, moderne filling lever and new style clip. No Gold Seal.

Doric Pen — (Clasp Model DK) — No. 62 size barrel with No. 2 fixed point — mountings of chain filagree band, moderne filling lever and new style clasp. No Gold Seal.

PENCILS

Doric Eversharp Pencil — (Clip Model DC) — Long, No. 36 diameter, propel-repel-expel mechanism — mountings of chain filagree band at open end of barrel and new style clip in moderne design. No Gold Seal.

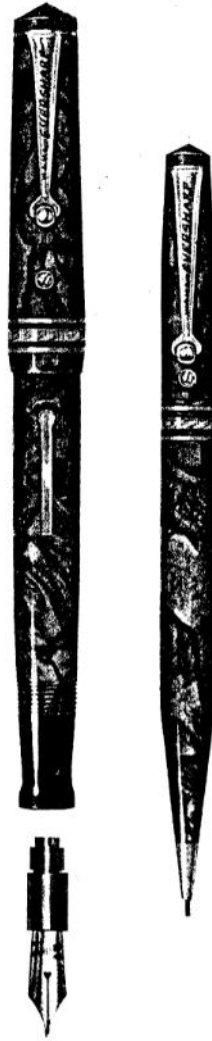
Doric Eversharp Pencil — (Clasp Model DK) — Short, No. 36 diameter, propel-repel-expel mechanism — mountings of chain filagree band at open end of barrel and new type clasp in moderne design. No Gold Seal.

EVERSHARP

REGARDLESS of price, no other round model pen and pencil offers so much for the money as do these Gold Seal pens and pencils. They are modern—better balanced and less bulky in the pocket than ordinary pens and pencils. And in addition, the pens are fitted with the famous Eversharp interchangeable points, assuring you of fitting every pen customer with the point best suited to his or her hand-writing style.

The companion pencil to the Eversharp Gold Seal pen also carries the Gold Seal of Unconditional Guarantee for life. This is the only mechanical pencil today (with the exception of the new Eversharp Doric) carrying a life guarantee. All pencil models illustrated

64109TSC Tunis Pearl
Gold Seal Personal-Point
Pen with Soldier Clip.
Unconditionally Guaranteed for Life.....\$5.00



GOLD SEAL PENS AND PENCILS

here are equipped with the popular propel-repel-expel mechanism.

Eversharp Gold Seal pens and pencils come in Side Clip, Soldier Clip and Ring models. There are six colors: *Black and Pearl*—Brazilian Green, light green streaked with gold—*Jet*, a rich ebony black—*Jade Green*, a plain light green—*Kashmir*, a rich emerald pearl and black and *Tunis*, a rich red pearl and black.

These Gold Seal items have the patented Eversharp roller clips which hold the pen and pencil securely in the pocket, yet do not wear or tear

the clothing. Clips, rings and bandings, are 14 karat gold filled. Pen points are solid 14 karat gold.

40109TSC—Tunis Pearl
Gold Seal Pencil with
Soldier Clip. Unconditionally Guaranteed for Life.....\$3.00

EVERSHARP GOLD SEAL PENS and PENCILS



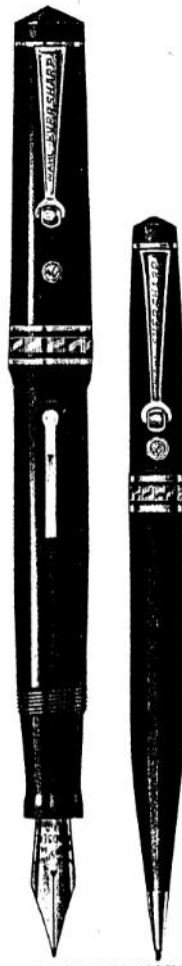
SIDE CLIP MODELS

PENS	
8604TC (Ill.) Black & Pearl	\$7.00
8605TC Brazilian Green	7.00
8610TC Jet Black	7.00
8612TC Jade Green	7.00
PENCILS TO MATCH	
4004TC (Ill.) Black and Pearl	3.00
4005TC Brazilian Green	3.00
4010TC Jet Black	3.00
4012TC Jade Green	3.00



SIDE CLIP MODELS

PENS	
64101TC (Ill.) Kashmir Pearl	\$5.00
6404TC Black and Pearl	5.00
6405TC Brazilian Green	5.00
6410TC Jet Black	5.00
6412TC Jade Green	5.00
64109TC Tunis Pearl	5.00
PENCILS	
40101TC (Ill.) Kashmir Pearl	3.00
4004TC Black and Pearl	3.00
4005TC Brazilian Green	3.00
4010TC Jet Black	3.00
4012TC Jade Green	3.00



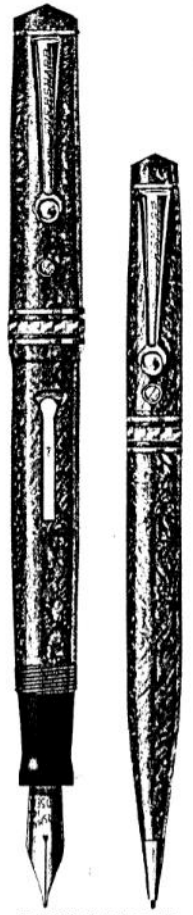
SOLDIER CLIP MODELS

PENS	
8610TSC (Oversize) (Ill.) Jet Black	\$7.00
8604TSC Black and Pearl	7.00
8605TSC Brazilian Green	7.00
8612TSC Jade Green	7.00
86101TSC Kashmir Pearl	7.00
PENCILS	
4010TSC (Ill.) Jet Black	3.00
4004TSC Black and Pearl	3.00
4005TSC Brazilian Green	3.00
4012TSC Jade Green	3.00
40101TSC Kashmir Pearl	3.00



RING MODELS

PENS	
6405TW (Ill.) Brazilian Green	\$5.00
6404TW Black and Pearl	5.00
6410TW Jet Black	5.00
6412TW Jade Green	5.00
64101TW Kashmir Pearl	5.00
64109TW Tunis Pearl	5.00
PENCILS	
4004TW (Ill.) Brazilian Green	3.00
4004TW Black and Pearl	3.00
4010TW Jet Black	3.00
4012TW Jade Green	3.00
40101TW Kashmir Pearl	3.00



SOLDIER CLIP MODELS

PENS	
6412TSC (Ill.) Jade Green	\$5.00
6404TSC Black and Pearl	5.00
6405TSC Brazilian Green	5.00
6410TSC Jet Black	5.00
64101TSC Kashmir Pearl	5.00
64109TSC Tunis Pearl	5.00
PENCILS	
4012TSC (Ill.) Jade Green	3.00
4004TSC Black and Pearl	3.00
4005TSC Brazilian Green	3.00
4010TSC Jet Black	3.00

Equi-Poised Pens and Pencils

THESE pens and pencils are exactly what the name implies — slender — light — better balanced for perfect ease in writing. The pens are equipped with Eversharp's famous smooth-writing points — the pencils

have the improved Eversharp propel-repel-expel mechanisms. Extra lead supply and eraser are concealed underneath the cap. Mountings, clips, rings, etc., are yellow gold filled—No. 2 points are 14 Karat Solid Gold.



SIDE CLIP MODELS

PENS	
7217TC Flamingo (Ill.)	\$3.00
7204TC Black & Pearl	3.00
7210TC Jet Black	3.00
7212TC Jade Green	3.00
72101TC Kashmir Pearl	3.00
PENCILS	
3617TC Flamingo (Ill.)	2.00
3604TC Black & Pearl	2.00
3610TC Jet Black	2.00
3612TC Jade Green	2.00
63101TC Kashmir Pearl	2.00

RING MODELS

PENS	
6204TW Black & Pearl (Ill.)	\$3.00
6210TW Jet Black	3.00
6212TW Jade Green	3.00
6217TW Flamingo	3.00
62101TW Kashmir Pearl	3.00
PENCILS	
3604TW Black & Pearl (Ill.)	2.00
3610TW Jet Black	2.00
3612TW Jade Green	2.00
3617TW Flamingo	2.00
36101TW Kashmir Pearl	2.00

CLASP MODELS

PENS	
6210TK Jet Black (Ill.)	\$3.00
6204TK Black & Pearl	3.00
6212TK Jade Green	3.00
6217TK Flamingo	3.00
62101TK Kashmir Pearl	3.00
PENCILS	
3610TK Jet Black (Ill.)	2.00
3604TK Black & Pearl	2.00
3612TK Jade Green	2.00
3617TK Flamingo	2.00
36101TK Kashmir Pearl	2.00

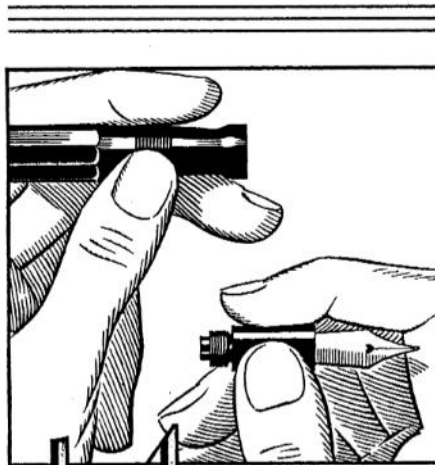
LADIES' PURSE MODELS

PENS		PENS		PENS		PENS	
22107TK (Ill.) Borneo Pearl	\$3.50	22105TK (Ill.) Canton Pearl	\$3.50	22104TK (Ill.) Ceylon Pearl	\$3.50	22106TK (Ill.) India Pearl	\$3.50
2210TK Jet Black	3.00	2212TK Jade Green	3.00	2217TK Flamingo	3.00	22101TK Kashmir Pearl	3.00
2204TK Black & Pearl	3.00	2205TK Brazilian Green	3.00	2218TK Persia Pearl	3.50	22107TK Borneo Pearl	3.50
PENCILS		PENCILS		PENCILS		PENCILS	
36107TSK (Ill.) Borneo Pearl	2.50	36105TSK (Ill.) Canton Pearl	2.50	36104TSK (Ill.) Ceylon Pearl	2.50	36106TSK (Ill.) India Pearl	2.50
3610TSK Jet Black	2.00	3612TSK Jade Green	2.00	3617TSK Flamingo	2.00	36101TSK Kashmir Pearl	2.00
3604TSK Black & Pearl	2.00	3605TSK Brazilian Green	2.00	3618TSK Persia Pearl	2.50	36107TSK Borneo Pearl	3.50

EVERSHARP . . . the only pen with point instantly interchangeable at the counter

ONLY Eversharp offers a point for every writing style—14 different points which are instantly fitted to the exact style and color holder the customer prefers. This exclusive advantage permits you to carry a “mile wide” assortment at 1/14 the inventory and investment required with other lines—and guarantees 100% customer satisfaction every time.

It stands to reason that the heavy fist of a six foot man and the slender fingers of a woman can not write comfortably with the same pen point. Each requires a point fitted to his or her particular handwriting style for perfect writing satisfaction. If the pen point isn't right, the customer is either dissatisfied or invents some excuse to return the pen. Either way you lose. Tests have



14 Interchangeable
Points

Your Customers

they don't all write alike!
they don't all hold their pens alike!
they don't all use the same writing pressure!

NATURALLY, THEY DON'T ALL
WANT THE SAME PEN POINT

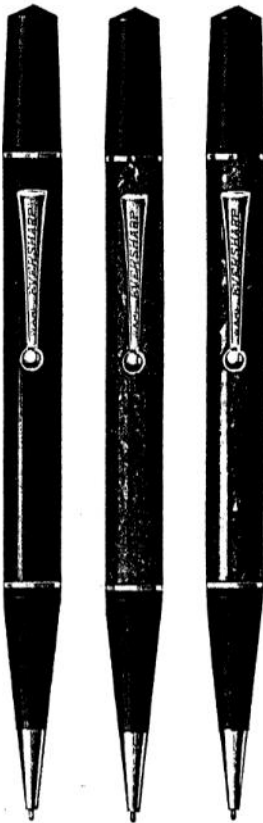
shown that one customer out of every three walks out with a point that doesn't suit when you sell fixed point pens, to say nothing of the loss of sales from customers who fail to find the right point in the proper holder.

With the Eversharp line of Personal-Point pens you can offer a selection of 14 individual points and be sure of satisfying not just 60 out of 100, but every customer that comes into your store. There are *Flexible*, *Signature* (semi-flexible) and *Manifold* points—each in fine, medium and broad variations—nine in all. Then there are the *Right* and *Left Obliques*, *Stub*, *Half Stub* and *Ball* points—completing a selection of 14 points so varied that everyone can find a pen that suits his handwriting style exactly.

The Popular-Priced Line of Ladies' and Men's Propel—Repel—Expel Pencils

THIS line of Ladies' and Men's \$1.00 and \$1.50 pencils is one of the finest on the market today. They are genuine Eversharp — tip operated — with the famous Eversharp propel-repel-expel mechanism — of the same, standard quality used in our higher priced pencils. They operate smoothly and

faultlessly, with no danger of lead jamming, slipping or wobbling. Both the Men's and Ladies' models come mounted on attractive counter cards, and are sure to sell if displayed where your customers can see them. Extra lead supply and extensible eraser are concealed beneath the cap.



\$1.50 Pencils (Gold Filled Mountings)
4110TC Jet Black
4113TC Jade Green
4112TC Silver Ebony

\$1.00 Pencils (Chrome Mountings)
4062TC Plain Green
4063TC Plain Red
4064TC Jet Black



34107K—Ladies' Pencil with Borneo tipped cap and Gold filled mountings\$1.00



34104K—Ladies' Pencil with Ceylon tipped cap and Gold filled mountings\$1.00



34106K—Ladies' Pencil with India tipped cap and Gold filled mountings\$1.00



3411K—Ladies' Pencil with Lapis barrel and cap and Gold filled mountings\$1.00



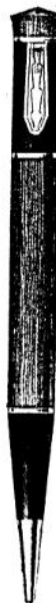
3413K—Ladies' Pencil with Coral barrel and cap and Gold filled mountings\$1.00



3410K—Jet Black Ladies' Pencil with Chrome finish mountings\$1.00



34113K—Lavender Moire Ladies' Pencil with Chrome finish mountings\$1.00



34114K—Ladies' Green Moire pencil with Chrome finish mountings\$1.00



34115K—Red Moire Ladies' Pencil with Chrome finish mountings\$1.00

EVERSHARP Red Top Leads

THE ORIGINAL THIN DIAMETER LEAD (.046 diameter)

Smoother—Stronger—Blacker

EVERSHARP ERASERS

All Eversharp erasers are made of firm, smooth, red rubber and have excellent erasing qualities. Each can be replaced with a new one when worn down, and several are of the extensible type. The various styles of erasers and the Eversharp pencils for which they are intended are indicated here.



REG

REG (6 to box) — Mounted eraser for use with all metal pencils and No. 40 pencils with caps.



SJ

SJ (4 to box) — Short, mounted Jumbo eraser for use with Oversize Eversharp pencils.



No. 3

No. 3 (5 to box) — Extensible eraser which can be adjusted as rubber wears down. For propel-repel-expel pencils.



BM

BM (6 to box) — Mounted eraser for use with 30c Eversharp having exposed erasers.



LJ

LJ (4 to box) — Mounted eraser for Oversize Eversharp without caps.



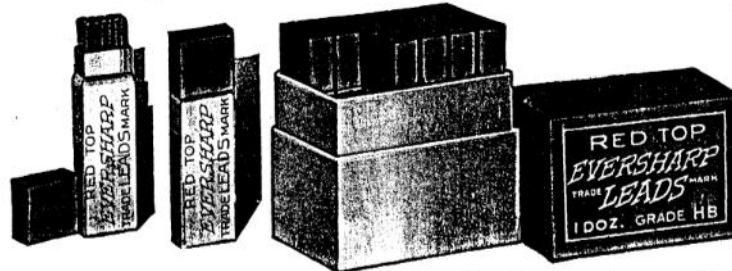
No. 7

No. 7 (2 to box) — Extensible eraser (rubber only) for Oversize propel-repel-expel pencils.

No. 9 (6 to box) — Extensible eraser (rubber only) smaller than No. 7 for tapered pencils.

List Price — \$1.20 per dozen boxes. Minimum package one dozen boxes — may be ordered as follows:

A — One dozen boxes assorted sizes.
B — One dozen boxes of any one size.



RED TOP EVERSHARP LEAD is the only lead made by a mechanical pencil manufacturer especially for mechanical pencils. It is the lead that made the mechanical pencil possible. It is made of the very finest imported graphite right in our own factory — the world's most up-to-date lead plant.

THE NEW No. 32 LEAD STAND



Lead Assortment No. 32

This new No. 32 Lead Assortment contains 1 gross of assorted leads in all grades of black and all colors and 18 boxes of erasers. Stand is compact and convenient for counter. Stand is mahogany finish — top is metal — an exact reproduction of the famous Red Top Lead box. Feeds from rear. Works on gravity feed principle — no springs to get out of order. List price of No. 32 Assortment.....\$23.40

No. 32 Lead Display Stand Free with above assortment or Free (empty) with any order of two gross tubes of Red Top Lead.

Lead Assortment No. 24B

24 tubes of lead packed in self-dispensing cardboard easel carton — List price.....\$3.60

Lead Assortment No. 100

1 1/2 gross assorted lead and 18 boxes erasers packed in attractive mahogany stand — List price.....\$34.65

Lead Assortment No. 12

8 1/2 dozen assorted leads and 14 boxes of erasers in mahogany lead stand — List price.....\$16.70

Each stick of Red Top Lead is made to fit Eversharp and all mechanical pencils exactly — the diameter never varies as it is diamond-die cut to a precision of 1/10,000 of an inch. There is no slipping, jamming or wobbling with Eversharp Red Top Lead. And as an additional safeguard against breaking, each stick is super-waxed. This not only makes it stronger than ordinary lead, but also makes it glide over the paper easier.

Eversharp Red Top Lead writes better and lasts longer — there are thousands of extra lines of writing in every tube of Red Top Lead.

Made in the Following Grades and Colors:

Black	Colors
(Seven grades)	(Medium grade only)
2B Extra soft	H Medium
B Soft	2H Hard
HB Medium soft	4H Extra hard
F Firm	
	Red
	Blue
	Green
	Yellow
	Purple copying
	(Indelible)

List Price: 13c per tube (18 sticks black, 12 sticks colored). \$21.60 per gross tubes — packed 18 or 12 sticks in Red Top metal tube — 12 tubes to a carton. Minimum order, one dozen tubes of one grade or color. Cartons will not be broken.

Eversharp Red Top Leads for the Office

(.046 diameter)

Eversharp thin diameter leads are also packed in gross lots in sliding pasteboard boxes for office use. The same grades and colors that are packed in the Red Top metal tubes.

List Price: (Black) 144 sticks of one grade, 75c.
\$9.00 per dozen boxes.
(Colors) 144 sticks of one color, \$1.50.
\$18.00 per dozen boxes.

EVERSHARP CHECKING LEADS

(.120 diameter)

Black Red Blue Green Yellow

Eversharp checking leads are made for use in Eversharp checking pencils. Black comes in two grades — No. 1 Medium — No. 2 Extra Soft. Colored lead is in one grade "medium" — Red, Blue, Green and Yellow.

Black checking Lead No. 1 is preferred by executives — the No. 2 grade is suited for price marking and for marking on china and glass. Packed 9 sticks to a Red Top sliding box — 6 boxes to a carton. Cartons will not be broken.

List Price — \$21.60 per gross.

EVERSHARP THICK WRITING LEADS

(.075 diameter)



BLACK (Graphite) Medium Soft Red Blue Purple Copying (Indelible) Green Yellow

Eversharp medium-thick writing leads for use in Eversharp pencils are made for those who like to write with a heavy line, and who prefer a lead that can be used for checking and manifolding. They are .075 of an inch in diameter as compared with the standard .046 leads. Black comes in two grades — medium and soft. Colored — Red, Blue, Green, Yellow and Purple Copying (Indelible).

Packed 8 sticks to a Red Top metal tube — 12 tubes to a carton. Minimum order, one dozen tubes of one color or one grade of black. Cartons will not be broken.

List Price — \$21.60 per gross.



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