

Craftsmanship in Writing

SHEAFFER'S®

GUARANTEE

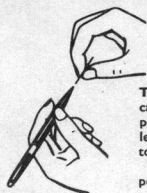
All Sheaffer's writing instruments are made of fine materials by fine craftsmen. For a period of one year from the date of purchase, Sheaffer guarantees to replace defective parts without charge.

If your pen, pencil or ball-point needs attention, deliver it to an authorised Sheaffer's service station or to a Sheaffer dealer for service.

Never attempt to repair or transfer nibs and assemblies yourself.

W. A. SHEAFFER PEN CO. (ENGLAND) LTD., HEMEL HEMPSTEAD, HERTFORDSHIRE

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

Ballpoint Pens

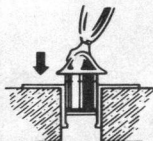


Sheaffer's is the ballpoint with a difference. **A DIFFERENCE IN THE CLIP:** New Reminder Clip makes it impossible to clip pen in pocket with tip exposed ... ends pocket stains. **A DIFFERENCE IN THE REFILL:** Sheaffer's is the only pen that writes with Dokumental 303 Skrip ballpoint fluid, the world's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

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.

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.

When it comes to writing, come to Sheaffer's

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. Craftsmanship is a tradition at Sheaffer.

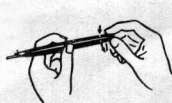
Design leadership is also a Sheaffer tradition. For example, you'll notice some models incorporate an *inlaid* pen nib, some others a *wrap-around* nib. These Sheaffer designs provide greater strength and a handsome appearance.

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 Cadet and Imperial pens) . . . and cartridge pens that fill quickly and easily with drop-in *Skip* cartridges (including the Student Special and De Luxe cartridge pens, Lady Sheaffer collection and Decorator desk sets).

Free booklet on the History of Writing available on request

It's easy to use Sheaffer's "Snorkel" 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.*



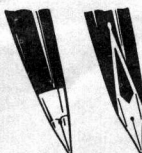
4—Now push plunger quickly down just once. Keep tube in the ink for a good ten seconds as you watch your pen "drink the ink."



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.

*However, on filling your new pen for the first time, the tip of point should be moistened in ink.

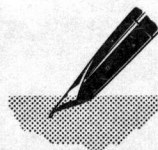
How to use Sheaffer's "Touchdown" action



Your new Sheaffer fountain pen drinks in a barrel-ful of ink at a single stroke. Follow these simple instructions to enjoy the full benefits of Sheaffer's advanced design.



1—Unscrew the tapered end of your pen and pull out plunger to its full length.



2—Immerse the point in ink. Immerse pens with *inlaid* points until lower aperture is covered. On other models, entire point must be below the level of the ink.

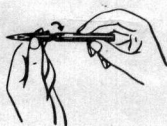


3—Push plunger quickly down just once. Hold for ten seconds as the pen fills completely. (NOTE: PEN FILLS ON THE DOWN-STROKE.) Tighten plunger knob. Wipe point clean with cloth or tissue.

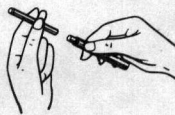
How to fill your Sheaffer Cartridge Pen



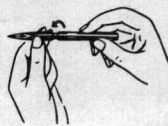
Skip cartridges are available everywhere. Choice of permanent or washable colours.



1—Pull off cap, then grip point holder between friction ring and pen point. Unscrew barrel.



2—Insert *Skip* cartridge in barrel, either end first.



3—Grip point holder as in Step No. 1 and replace barrel by screwing up tightly.

When NEW cartridge pen is loaded for first time, squeeze cartridge gently.