

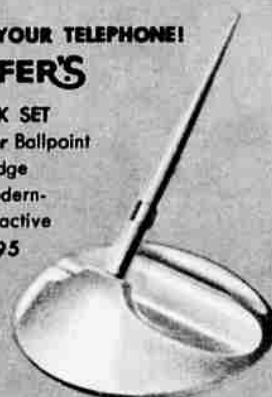


\$3.95 \$5

MATCHES YOUR TELEPHONE! SHEAFFER'S

DECORATOR DESK SET
Sheaffer's *Skipriter* Ballpoint
or *Skipsert* Cartridge
Fountain Pen in modern-
styled base. In attractive
gift box, from \$3.95

Your choice of 6
Telephone colors:
Black, Green, Blue,
Beige, Red, Ivory



\$5 GIFT OF THE YEAR

SHEAFFER'S *Skipsert*

CARTRIDGE FOUNTAIN PEN
Loads like a rifle with handy
Skip writing fluid cartridges.
Smooth, easy writing.
Holds more ink in one
load than any other
fountain pen made
in America.
Attractively
gift boxed. \$5



Your choice
of 5 colors,
7 point styles.

10 BIG GIFT IDEAS FROM SHEAFFER

Gifts of lasting pleasure for
everyone on your Christmas list

\$10 \$14.95

NEWEST GIFT FOR A MAN!

Sheaffer's *PEM*

Pen For Men
New bold styling. New inlaid
point—only one in the world.
New loss-proof clip. Choice
of 4 colors, 8 point styles.
Snorkel Pen filling.
In handsome gift box.

Pen \$10

Matching Pencil \$4.95

Gift Set \$14.95



No-dunk
Snorkel Pen
filling action.
A Sheaffer
exclusive!

REFILLS LIKE HER LIPSTICK!

Lady Sheaffer®

"SKIPPERT" FOUNTAIN PENS
MATCHING "FINELINE" PENCILS

"Paisley" Pen refills like her
lipstick with drop-in *Skip*
cartridges. Holiday gift-
boxed with purse case
and cartridge pouch.

Pen \$10

Matching Pencil \$4.95

Gift Set \$14.95



Choice of
Jet black,
Periwinkle
blue, Ivory.

\$15 \$22.75

FOR HOME OR OFFICE!

SHEAFFER'S *JET* JET CRYSTAL DESK SET

Lustrous, beautifully hand-polished,
black crystal base holds
Black *Snorkel* Desk Pen,
Pencil or *Skipriter*
Ballpoint. In gift
box, \$15



See Sheaffer's complete line of
desk sets at the fine store near you.

14 KT. GOLD POINT PEN!

SHEAFFER'S *ADMIRAL*

"ADMIRAL" GIFT SET

Distinctive styling, smooth
writing. 14 kt. gold point.
Gold-filled clip and
band. *Snorkel* Pen
filling. In handsome
gift box. Pen \$10

Matching Pencil \$6

Gift Set \$16



Choice of
Black, Burgundy,
Vermillion,
Sage Green,
Blue, Beige

FAMOUS WHITE DOT QUALITY!

SHEAFFER'S *STATESMAN*

"STATESMAN" GIFT SET

Features famous *Snorkel* Pen
filling action—instant, clean,
no-dunk. Lightweight, air-
tight cap. In handsome gift
box. Pen \$15.50

Matching Pencil \$7.25

Gift Set \$22.75



Exclusive
patent-
silver, wrap-
around point.



\$27.50

HAND-CRAFTED LENOX CHINA BASE!

SHEAFFER'S

"THE SEA WAVE" WRITING SET

At home in contemporary or
traditional settings. Flawless
china base is edged with
24 kt. gold. With golden
moire pen in charming
gift box, \$27.50

Choose from 8 new
Sheaffer's Lenox China
Writing sets...from \$19



FIRST CHRISTMAS AVAILABLE!

Sheaffer's *PEM IV*

Pen For Men
The newest gift for any man!
New loss-proof clip. New
massive capacity. Man-
sized grip and balance for
writing comfort. *Snorkel*
Pen filling action. In
velvet-lined gift box.

Pen \$20

Matching Pencil \$7.50

Gift Set \$27.50



Features
14 kt. gold
point—only
inlaid point
in the world!



SEE JIMMY DURANTE

Sunday, December 6, in Sheaffer's spec-
tacular holiday show, "Give My Regards
to Broadway," NBC-TV, 8-9 p.m., EST.