

May 13, 1939

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# Collier's

THE NATIONAL WEEKLY



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**Hopkins  
Now Warming Up**  
**BY WALTER D**

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May, 13, 1939



# PLEDGED FOR A LIFETIME

## SHEAFFER'S LIFETIME<sup>®</sup> WEDDING AND GRADUATION GIFTS

More than almost any other wedding gift, your Sheaffer Lifetime<sup>®</sup> Dry-Proof desk set gift is equally the bride's and the groom's, for both will use it frequently. As a wedding gift, or as a gift to a graduate, it conveys in truest sense both your own sentiment and the meaning of the occasion—for Sheaffer Lifetime<sup>®</sup> pens will serve as long as their owners live. Where the Dry-Proof desk set has been given as a wedding present, or a Lifetime<sup>®</sup> ensemble as a graduation gift, those receiving them have prized them higher than almost any other gift because they serve during their entire lifetime. When, at a moderate price, you can buy such a lasting, practical and useful gift, which you are sure will be so much appreciated by the recipient, isn't it the logical thing to do?

**All Sheaffer pen points are made of genuine 14K gold for longer life and better writing qualities. Some companies are substituting cheap gold-plated brass and steel to increase profits. Have your dealer guarantee the pen you buy has a genuine 14K gold point. If you buy a Sheaffer this guarantee is not necessary.**

All Lifetime<sup>®</sup> pens are unconditionally guaranteed for the life of the owner except against loss and willful damage—when serviced subject only to insurance, postage, handling charge—35c

**SHEAFFER PENS AND GIFT SETS  
ALL COLORS—\$2.75 TO \$150**



THERE IS ONLY ONE LIFETIME<sup>®</sup> PEN  
**SHEAFFER'S**  
IDENTIFY IT BY THE WHITE DOT  
W. A. SHEAFFER PEN CO., FORT MADISON, IOWA • TORONTO, ONTARIO, CANADA

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NATIONAL PEN INSPECTION WEEK • MAY 15-20

FOUNTAIN PENS, LIKE FINE WATCHES, SHOULD BE INSPECTED ANNUALLY. YOUR SHEAFFER DEALER INVITES YOU TO BRING IN YOUR PEN FOR INSPECTION AND CHECK-UP WITHOUT CHARGE DURING THIS WEEK.