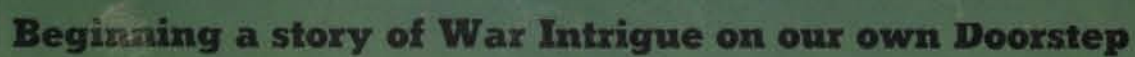


A large, bold, red capital letter 'C' is centered on a piece of white paper with horizontal blue lines. The letter is slightly tilted to the right.

THE N A XLY



By JOHN AUGUST

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For those starting new lives
Brides..Grooms..Graduates

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Brides and grooms—boy and girl graduates—all starting new lives—you wish them all of the best throughout life. And what gift better expresses your lifetime wish than a *Lifetime* gift itself? On every gift occasion, and every day thereafter, the proud White Dot on a Sheaffer's *Lifetime*^o pen brings you to the owner's mind. You'll find recipients of Sheaffer's LIFETIMES value them more than almost any other gift . . . because they serve daily throughout their lives. Compare prices of fine gifts and you'll see that Sheaffer's are your logical choice—that the *Lifetime* pen, matched with the new permanently sharp Fine-line pencil, costs less than other gifts that are the finest of their kind. Give Sheaffer's.

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