



THAT KEEPS FINGERS

Well keeps fingers in because it is not sary to dip into botell. Only SKRIP has well. All other fluid containers pm-well bottles.

FOR V-MAIL

V-Black SKRIP writes a lustrous ebony black that stays black! And black photographs best in reproducing V-Mail! SKRIP makes all pens write better, last longer, require less servicing. Ask for V-Black SKRIP in the 4-ox. DOUBLE SIZE—25c.



LOOK TO SHEAFFER

Throughout the literate world the spotlight of public acclaim is clearly focused on Sheaffer writing instruments. Achievements in beauty of design, meticulous craftsmanship and lasting performance—unmatched for writing ease—Sheaffer's *Lifetime** pen sets fully merit the leadership they have been accorded.

The demands of war have necessitated converting much of Sheaffer's plant and personnel to 100% armament production. Of the pens and pencils being produced by War Production Board authority, a substantial percentage is available for civilian use. W. A. Sheaffer Pen Company, Fort Madison, lowa; Toronto, Ontario, Canada.

Above: "TRIUMPH" *Lifetime* * pen, with clip, \$12.50; pencil, \$5—"TRIUMPH TUCKAWAY" model, without clip, for men or women, carries safely in all positions in purse or pocket—pen, \$12.50; pencil \$4.

*All Lifetime pens, identified by the White Dot, are unconditionally guaranteed for the life of the first user except against loss and willful damage—when serviced, if complete pen is returned, subject only to insurance, postage, handling charge—35c.





ASK FOR SHEAFFER'S WHEN YOU ASK FOR LEADS

Most of the better stores have complete Sheaffer lead departments containing all sizes, colors and grades—strong, smoothwriting, grit-free—the original, genuine Fineline leads developed for Sheaffer by the Jos. Dixon Crucible Company. Economy package, 25c; regular package, 15c.

> Listen to SHEAFFER'S PARADI with UPTON CLOSE

NBC Complete Network—Sundays 3 to 3:30 P.M. E.W.T.; 2 to 2:30 P.M. C.W.T.; 1 to 1:30 P.M. M.W.T.; 12 to 12:30 P.M. P.W.T.

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