



*100  
Years  
of*

SHEAFFER®



*100 Years of*



**SHEAFFER®**

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Sheaffer Slovakia s.r.o., Priemyselna 1, 926 01 Sered, Slovak Republic

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Photos of historical pens by .art, pens & culture / León Hepner


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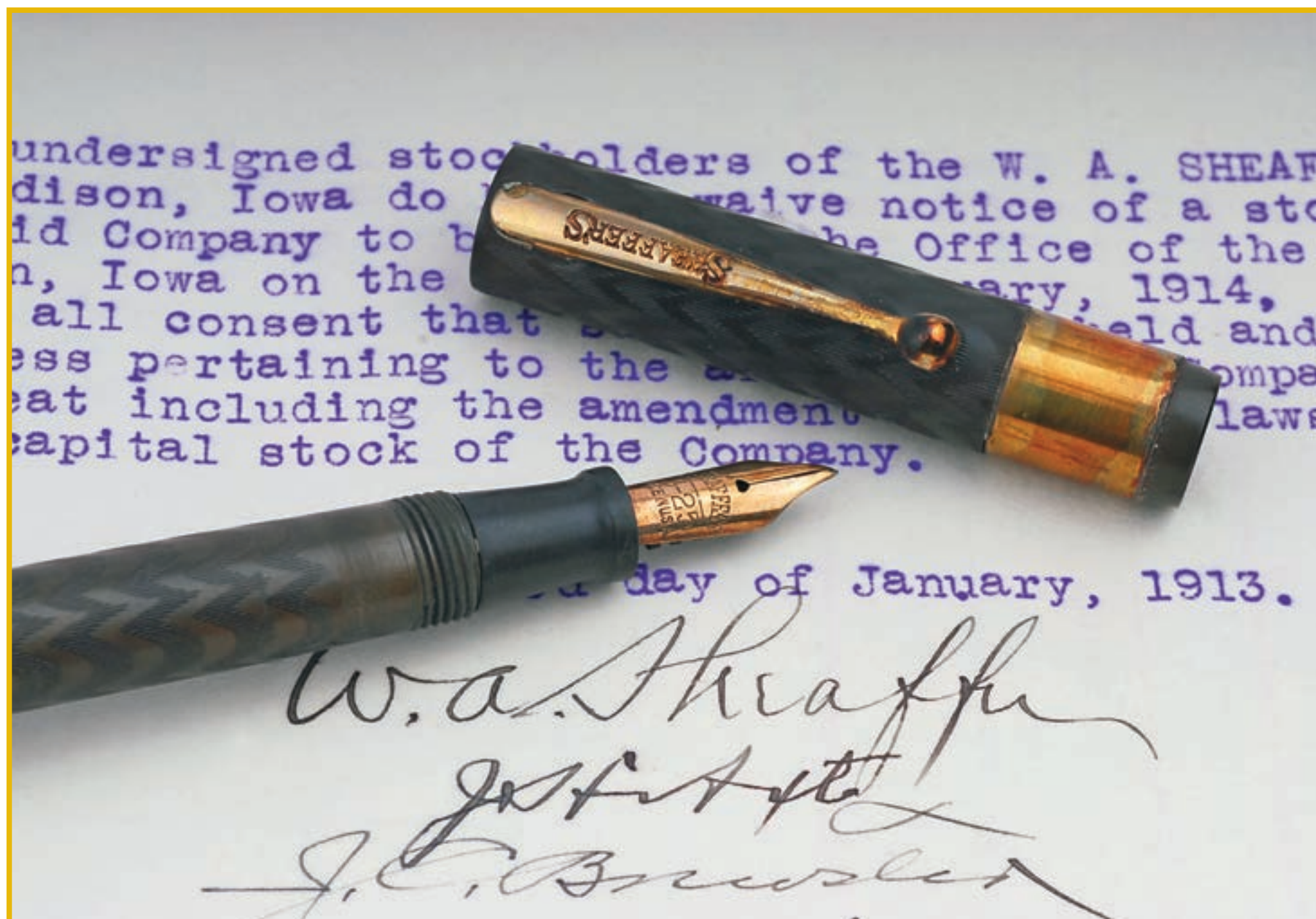




1913

SHEAFFER'S

2013



Signatures of 3 of the original 5 stockholders in the W.A. Sheaffer Pen Company, in preparation for the official founding date of May 16, 1913

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Fig. 1

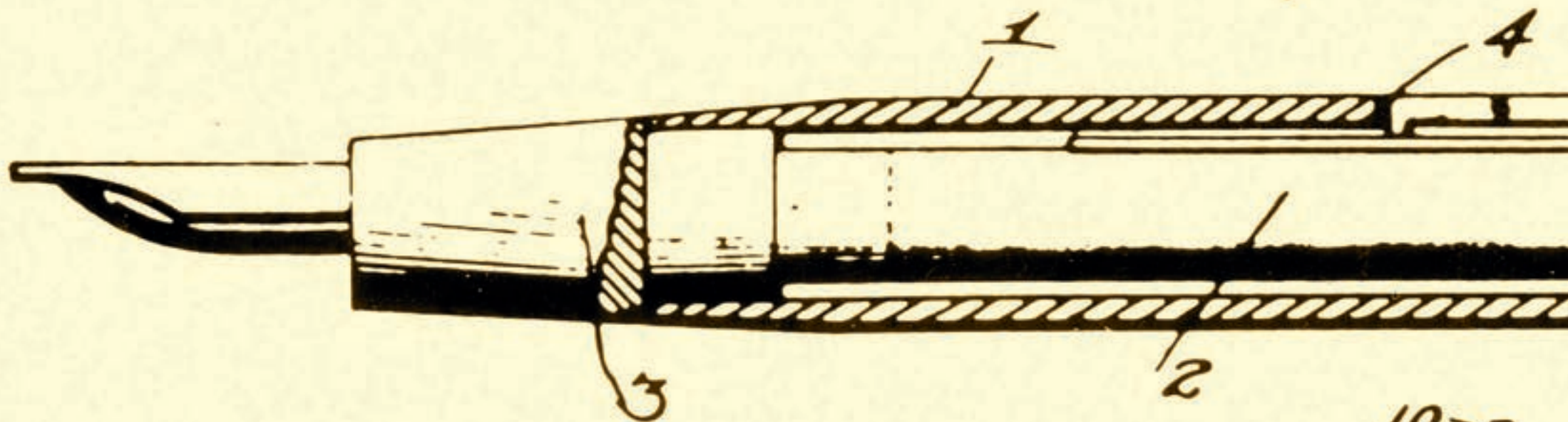


Fig. 3

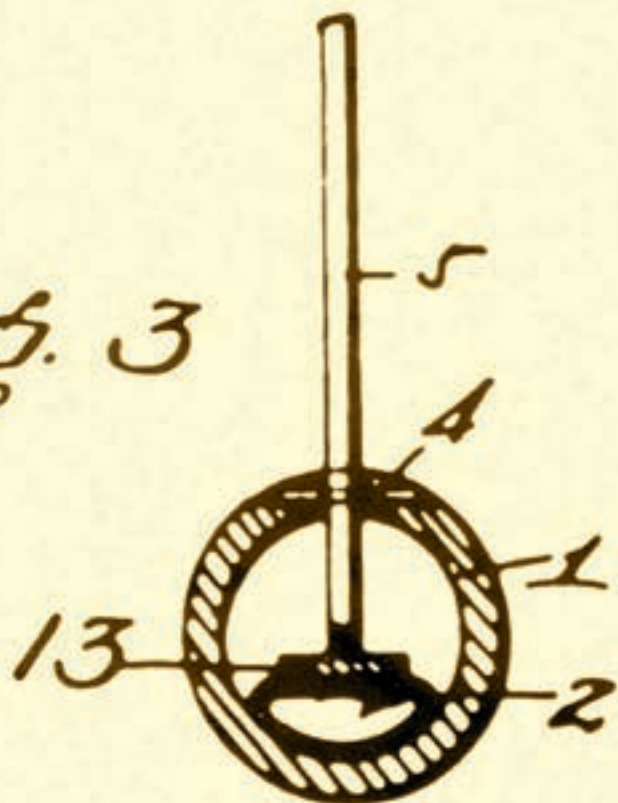
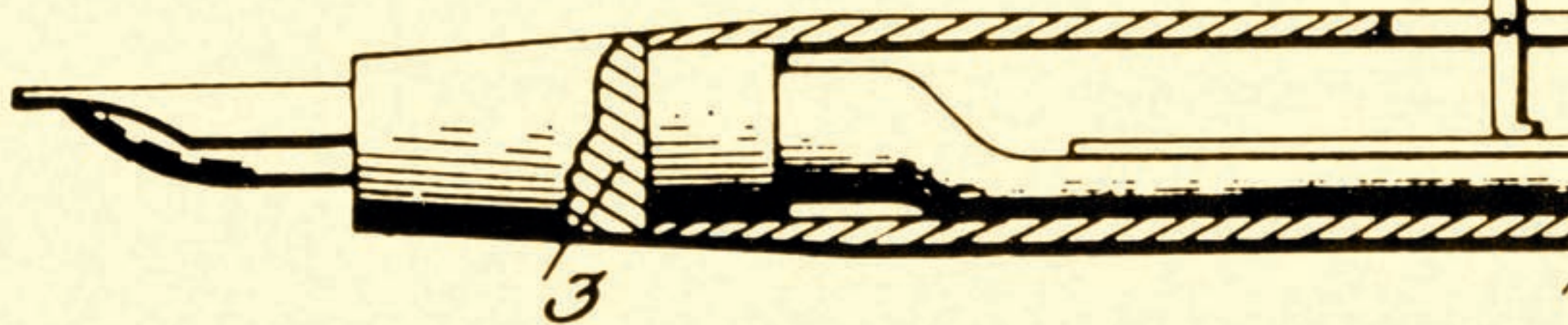
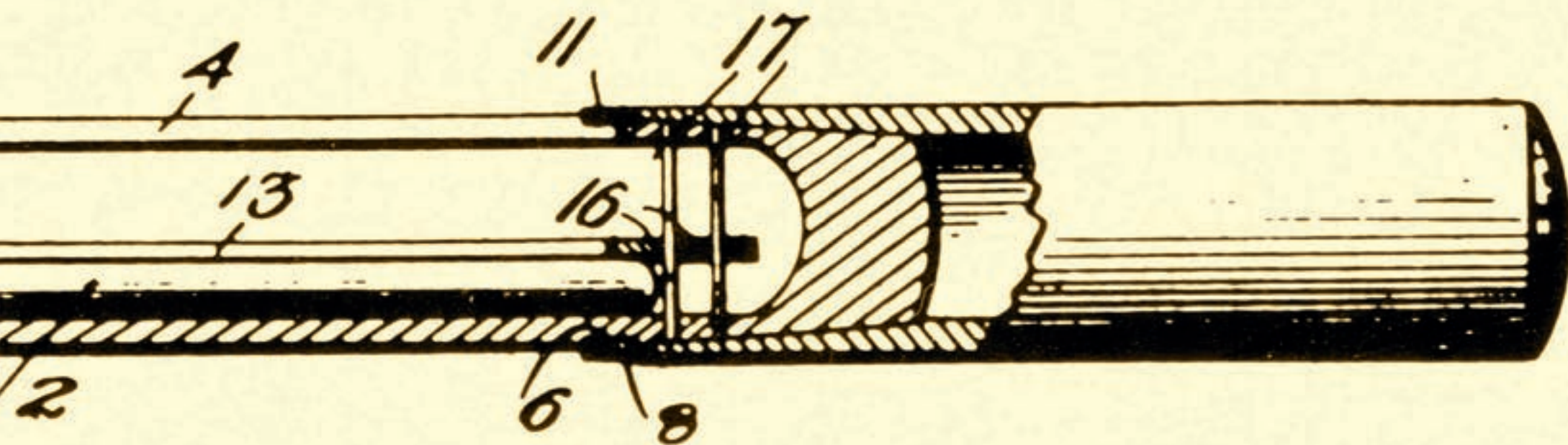
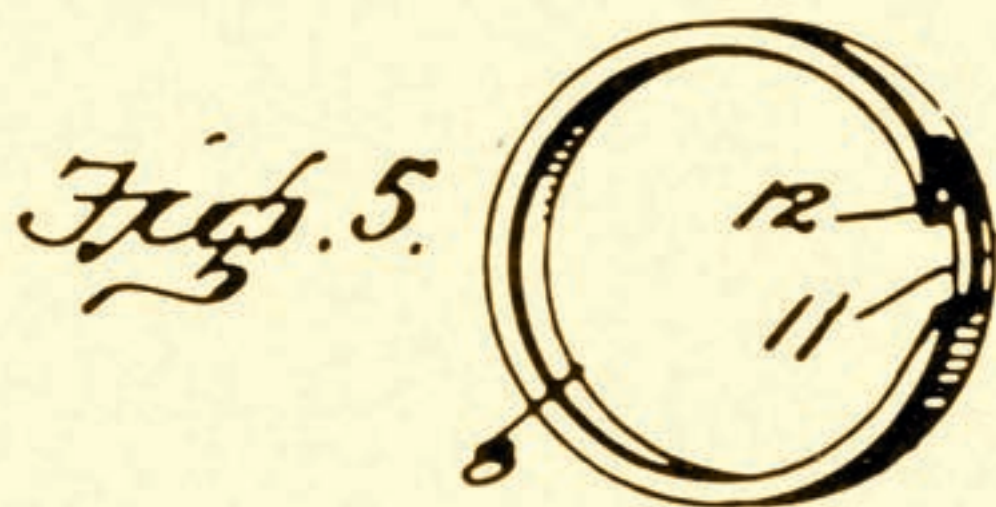
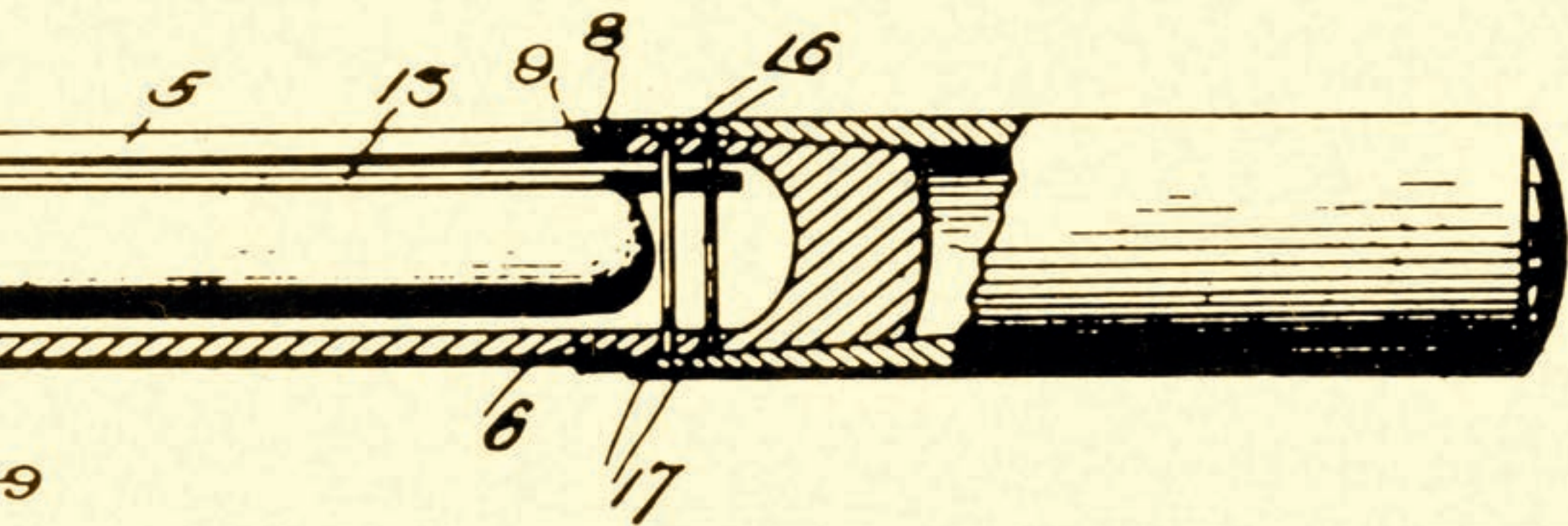


Fig. 2.











*"I have always admired the story behind the W.A. Sheaffer Pen Company and most certainly the man behind the name. I think anyone who understands quality and craftsmanship will appreciate the creativity, enterprise and American spirit behind these beloved pens. It is one reason Sheaffer fans are so loyal, believing in the strength of the Sheaffer brand, its quality and heritage.*

*If you look back through the last one hundred years, you can find only a small, elite collection of companies who were founded by people with a vision, that have prospered and evolved through the decades, and continue to thrive today. With Sheaffer now an important part of the BIC Group, I like to think that both BIC and Sheaffer are among this very highly energized group.*

*Sheaffer's long-standing commitment to the art of communication and handwriting began with the creation and perfection of the lever-fill mechanism, which continues to be a source of focus and pride for the company. Every new pen, each new innovation, no matter how big or small it might be, adds to the Sheaffer legacy and its relevancy.*

*Walter A. Sheaffer understood the importance of his people and how they are the everpresent heart of a successful company. He saw that part of his legacy would be finding and keeping people who understood the need to evolve and push through innovation -- and never, ever tell the same story, but rewrite it every day.*

*A legacy is more than something that is passed down through the years. A legacy is etched with history, values, and soul. So, I ask you take a moment before you write your first word with your new pen. Look at the detail of the pen, the attention to quality, its heartbeat -- and then, with your first stroke...*

*..... I wish you the very same inspiration that Walter A. Sheaffer felt one hundred years ago."*

*Bruno Bich  
Chairman, BIC S.A.\**

*\*Since 1997, Sheaffer® is a brand of BIC group*





Walter Sheaffer, Founder of the W.A. Sheaffer Pen Company

*"We can all think of famous international corporations which have been in existence for many years. But in fact very few companies can trace their lineage for 100 years. It is exceptional for any organization to maintain name and trademark recognition for so long a period.*

*It is remarkable that Sheaffer quality has an international image. Great credit is due Sheaffer and BIC management for broadening the Sheaffer® product line of gift merchandise which sends a message of elegance and style.*

*Walter A. Sheaffer, founder of the Sheaffer Pen Company 100 years ago - my grandfather whom I loved and knew well - would be as excited about Sheaffer® products today as he was then. I speak for all of us when I say the Sheaffer name is in good hands and Sheaffer products exude beauty, ingenuity, and craftsmanship. The many hundreds of individuals who take great pride in their personal workmanship and endeavors must also share in the Sheaffer story."*

*John D. Sheaffer  
Grandson of Walter Sheaffer,  
and former Senior Manager at the Sheaffer Pen Company*







*“Welcome to this wonderful book celebrating Sheaffer’s Centenary.*

*When Walter Sheaffer started the W. A. Sheaffer Pen Company, I wonder if he really believed that 100 years later, his company would be marketing fine writing instruments in over 90 countries, with the Sheaffer name having considerable brand awareness around the world.*

*This brand awareness is something I truly appreciate. On my travels to India, time and again, I have met people who tell me that their love affair with Sheaffer began when their father offered them a Sheaffer fountain pen as a schoolboy. The name remains etched in their mind, and is just part of the basis for growing Sheaffer around the world now, in the 21st century.*

*In speaking to various retailers a few years ago, I asked for the first and foremost thing they think of with Sheaffer. “Quality” was the Number One response. So today, knowing we have much to live up to in Sheaffer, we strive to maintain and improve that very important ‘Quality’ aspect, fundamental to our brand throughout its history.*

*Sheaffer products are fine writing instruments. We tell our public that they are “The Gift that Matters” – a gift for both ladies and gentlemen – and if we look back to the American television adverts from the 1950’s for Sheaffer, there they are extolling the virtues of Sheaffer as a gift. The world moves on but the important basics remain.*

*I think of the thousands of people who have been part of Sheaffer’s success, the faithful Sheaffer consumers, the all important retailers and distributors, and of course the thousands of dedicated people who have made up Sheaffer’s workforce, in Fort Madison as well as all around the world.*

*Indeed, we remember Sheaffer’s history at the Sheaffer Pen Museum in Fort Madison, Iowa, run by a dedicated group of volunteers. If you are ever in that area, do go and visit. You will not be disappointed.*

*Now, as we look to Sheaffer’s future, I am so pleased to see a growing company – driven by wonderful new product launches and partnerships, and a dedicated team who is passionate about Sheaffer. We strive to continue building Sheaffer worldwide.*

*It is an honour for me as General Manager of Sheaffer to be given the opportunity to be a part of this book. I hope you enjoy reading it as much as I.*

*Here’s to Sheaffer’s next 100 years!”*

*Tim Williams  
Sheaffer General Manager*

# 1913

Walter A. Sheaffer founds the W.A. Sheaffer Pen Company, crafting his patented lever-fill pens, first in his small jewelry store workshop and later in his factory on the third floor of the Hesse building in Fort Madison, Iowa, U.S.A.

# 1920

Sheaffer Pen Company successfully markets the famous *Lifetime* pen at \$8.75 – three times the cost of most competitive pens – proving that the consumer public welcomes the dependable, durable and quality *Lifetime* writing instrument.

# 1924

*The White Dot*, symbol of Sheaffer's *Lifetime Warranty*, appears for the first time on the brand. Sheaffer is the first pen company to introduce colorful celluloid (Radite™) pens and pencils as well as single and double desk sets.

# 1930

The popular *Balance* line appears on the market. During this decade, some parts like the lever-fill pen barrel for the *Crest Lifetime* were produced in molding machines, thus reducing manufacturing costs and facilitating mass-production. A *Feathertouch* point, ground to write on both sides of the nib, is introduced.

# 1946

Walter A. Sheaffer dies and son Craig seamlessly continues his father's skillful leadership with visionary plans for new products and a multi-million dollar plant expansion. Sheaffer launches its first ballpoint pen, the *RAI Stratowriter*.

# 1950

This decade celebrates the launch of numerous new Sheaffer lines including the *Snorkel* and *Snorkel TM* (Thin Model), the *Lady Sheaffer*, and the *PFM* (Pen For Men) with a spectacular inlaid nib molded into the gripping section. The Sheaffer Pen Company counts 70 distributors worldwide.



1961

Craig Sheaffer dies, succeeded by his elder son, Walter Sheaffer II. During the 1960s, Sheaffer celebrates the Fiftieth Anniversary of the Company. The Safeguard actuating mechanism ("Reminder" clip) is introduced on the Sheaffer ballpoint. Sheaffer merges with Textron.

1970

During the 1970s, the high-fashion *Targa* line (1976) is launched. *Nostalgia* pens in silver and gold filigree are introduced. The *Guys and Dolls* (1969) and *Kaleidoscope* (1977) lines evolve into the *NoNonsense* line. Sheaffer merges with Eaton Paper, forming the Sheaffer-Eaton Division of the Textron Group..

1985

Sheaffer announces the new *Connaisseur* line with 18K gold nibs. This decade also features the introduction of the *Targa* slim diameter writing instruments, a variety of *NoNonsense* style pens, the newly-designed *Delta Grip* roller ball, the *TRZ* line of medium-priced writing instruments and a line of high quality writing-related leather goods. The Sheaffer-Eaton Division is sold to Gefinor U.S.A., Inc. in 1987.

1990

During this decade, a new *Crest* pen appears with the *Triumph* conical style nib; the new line also includes ballpoints and roller balls (1991). The reengineered *Triumph Imperial* series is launched in 1995. The *Prelude* collection is first introduced in 1997 and the *Balance II* regular production in 1998. By the end of this decade, the *Legacy* line, first introduced in 1995, is the flagship for the Sheaffer brand.

1997

*Crest* and *Targa* pens are issued in Limited Editions. The multinational BIC Company purchases the Sheaffer Pen Company.

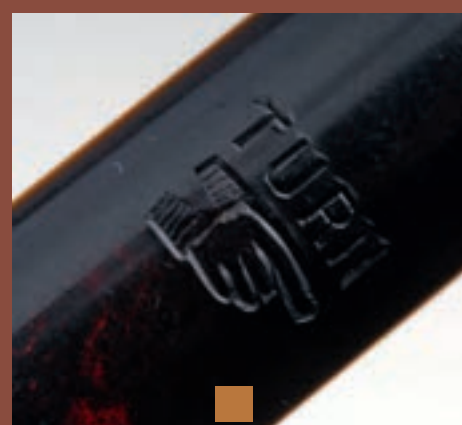
2000

Sheaffer debuts the *Intrigue* fountain pen with inlaid nib and dual filling system. During this decade, another Sheaffer icon is introduced: the *Valor* pen recognized for its inlaid nib, striking angular clip and trademark *White Dot*.

2013 100<sup>th</sup> ANNIVERSARY

Sheaffer proudly celebrates its Centenary. The Sheaffer Pen Company, 100 years after its original incorporation, continues to grow and adapt to the changing market while it holds fast to the original principles of its founder, Walter A. Sheaffer. The legendary *White Dot* is a symbol of that promise.





'10

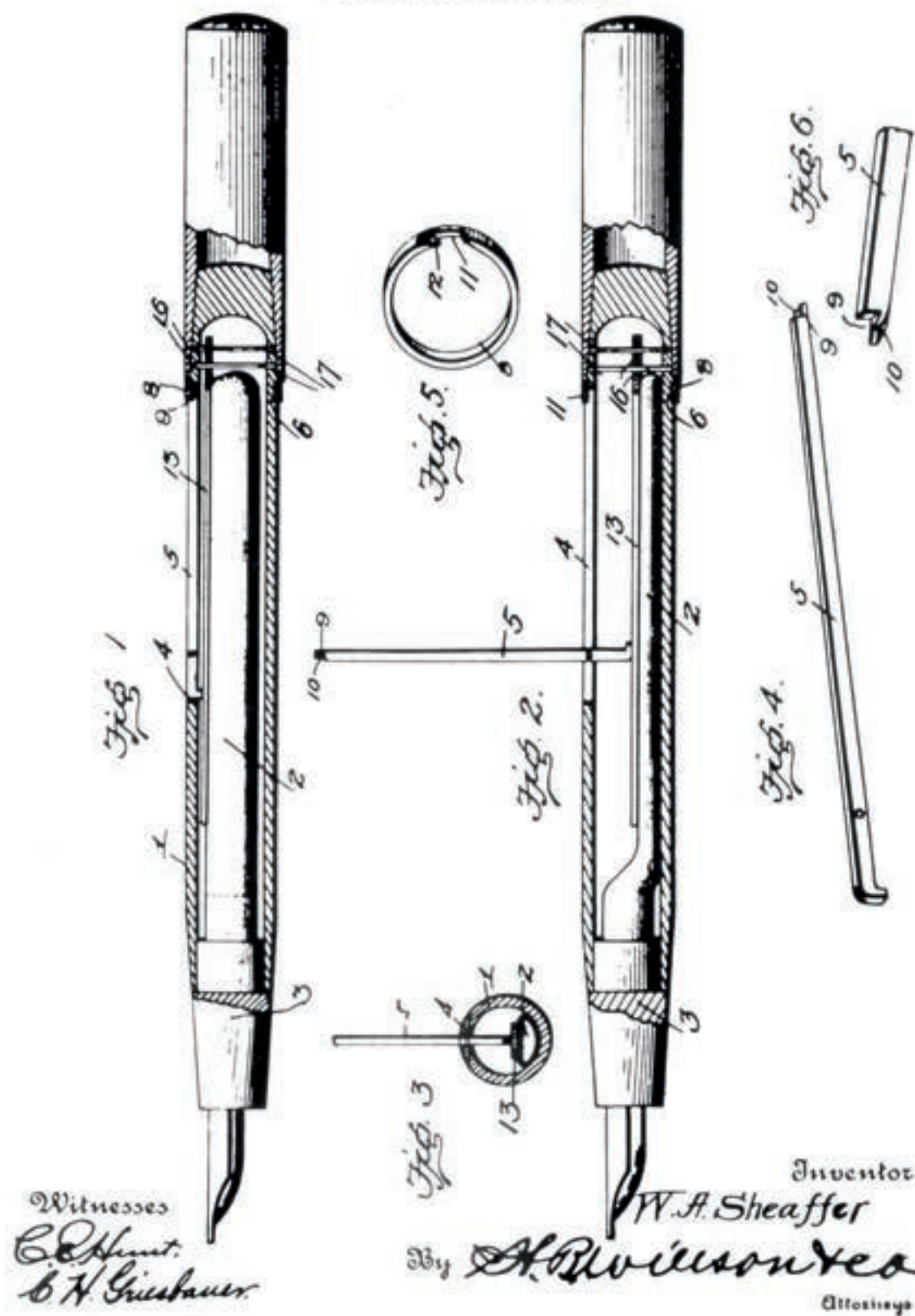
SHEAFFER'S  
GREAT  
INVENTION



No. 896,861.

PATENTED AUG. 25, 1908.

W. A. SHEAFFER.  
FOUNTAIN PEN.  
APPLICATION FILED MAR. 9, 1908.



The Sheaffer brand of pens did not appear slowly in the way that some other pen brands had. The Sheaffer brand burst forth from the mind of an innovative genius - out of necessity, born of a completely revolutionary concept. This concept, the brain-child of a jeweler's son, revolutionized penmanship and the culture of writing instruments for years to come.

In 1907, Walter A. Sheaffer invented an ink-loading system for fountain pens, utilizing a small lever on the side of the pen's barrel. This system, in effect, doomed the two antiquated and often messy methods used at that time by generally all fountain pen manufacturers: the eyedropper filler and the half-moon filler superimposed on the pen's body.

The following year Sheaffer patented his lever filling system and subsequently began to manufacture fountain pens bearing his name. These Sheaffer pens were one of the most modern in the world.



# The Sheaffer Family Story

Walter A. Sheaffer was born July 27, 1867 in Bloomfield, Iowa – one of five children of Jacob Royer Sheaffer and Anna Eliza Sheaffer (nee Walton).

As a young man, Walter's father, Jacob, a native of Lancaster County Pennsylvania, was lured to California during the Great Gold Rush. Disillusioned, however, Jacob turned east again in 1854, stopping first in Ottumwa, Iowa and later settling in Bloomfield, Iowa, a modest-sized town with only a few hundred inhabitants.

There he founded a small jewelry store. Later he joined a partnership in a flourishing insurance company – Bloomfield Assurance. Unfortunately, according to all accounts, the shareholders of Bloomfield Assurance voted for a merger with the larger and more important Chicago Great Western Assurance – just before Chicago's Great Fire in 1871. The catastrophic fire not only bankrupted Chicago Great Western but all of its shareholders, including the ones from Bloomfield.

Coupled with this disaster and the ensuing banking panic of 1873, Jacob Sheaffer had no alternative but to sell his jewelry store to pay off his debts. Faced with virtual poverty, the family needed help from every member just to survive. Thus, at the tender age of eleven, young Walter A. Sheaffer went to work.

Finally, by 1880, Walter's father, Jacob, had managed to scrape

together enough cash to open a new jewelry store in Bloomfield. Still, Walter continued to work for other jewelers near Bloomfield, following his father's trade and helping support the family.

Although Jacob's original jewelry store had shown a profit, his second venture in the jewelry business was much less successful. Sales were declining and the store was losing money when, in 1888, Jacob asked Walter to return to work in the family business. Walter Sheaffer later remembered this particular period as "a sad memory; our chances of turning the business around seemed very remote."

However, with a new line of products and a strategy of innovation through careful promotional and sales planning, developed and implemented by Walter, the Sheaffer Jewelry Store slowly began to recover. Walter introduced a line of musical instruments to the store, including pianos and parlor organs. He even added a popular line of sewing machines.

During this period, Walter Sheaffer married Nellie Davis of Pulaski, Iowa. Two children were born to this marriage: a daughter, Clementine, born in 1889 and a son, Craig, born on Christmas Day in 1897.

Coincidentally, Walter noticed an ad in a trade magazine that listed a Fort Madison, Iowa jewelry store for sale. Walter's response to that ad would eventually alter his own life, the history and economy of Fort Madison, and the fountain pen industry forever.



# The Invention of the Lever Filling System

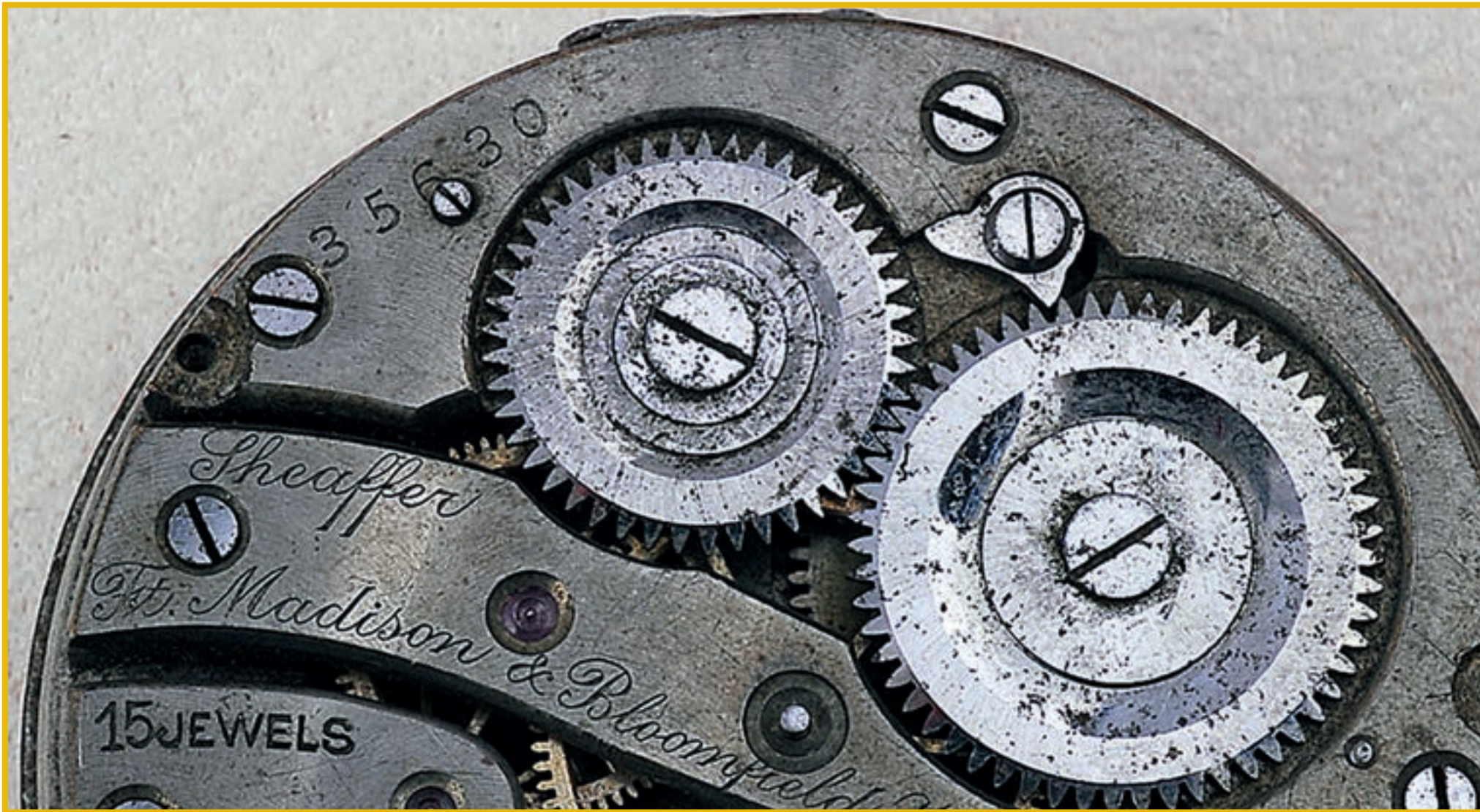
One day, in the fall of 1907, Walter A. Sheaffer, now an established jeweler in Fort Madison, Iowa, was idly flipping through a weekly periodical when an illustration of a fountain pen caught his attention. The hump in the middle of the fountain pen barrel was unattractive to his jeweler's eye. The pen was filled, using a small coin inserted into the aperture of the barrel once the "hump" was turned – all the while holding the nib in the ink bottle. All pens of this period were filled either in this manner or by means of a clumsy eyedropper to transfer ink from bottle to pen. Sheaffer considered the possibility of filling a pen without all the fuss and bother of searching for a coin or fiddling with an eyedropper; he was sure he could design a better, cleaner, more aesthetically-pleasing ink-filled fountain pen. A few days later, he was convinced he had the solution. . .

The offending little hump had to go, to be replaced by a small India rubber ink sac inside the pen barrel. The ink sac would be free to inflate and deflate according to the ink content. A hinged metal lever would lie flush with the pen's contours in a small groove. This lever, when raised with a thumbnail, would cause the ink sac to deflate, and

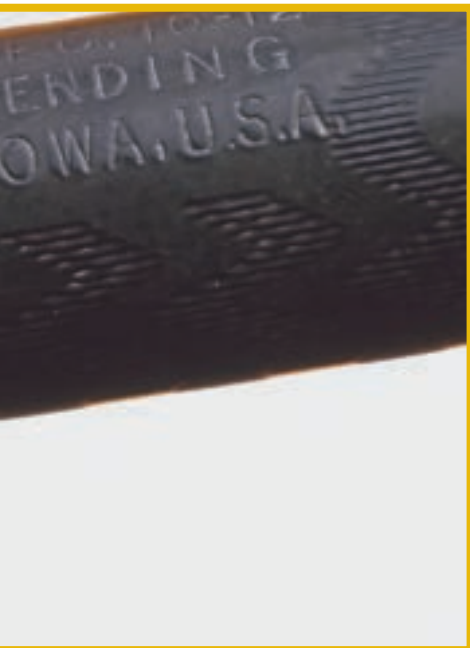


Closeup of black chased hard rubber cap end Hand imprint indicates which direction to rotate to unthread cap / Very early self-filling barrel imprint





Inner works of "Sheaffer Special" pocket watch stamped "15 jewels Ft. Madison Et Bloomfield, Ia."



Very early self-filling barrel imprint



when released, would directly suck ink into the pen via the ink feed behind the nib. This would eliminate the aperture for filling the pen as well as the unsightly hump on the pen's barrel.

In his tiny workshop at the rear of his jewelry store, W. A. Sheaffer produced the first model of his easy-to-fill fountain pen. On August 25, 1908, he registered the patent U.S.A. No. 896,861 for his new revolutionary design, "Lever Filling System for Fountain Pens." The application of this innovative system would change writing habits, not only in the U.S., but also throughout the world.

In the following years, Sheaffer shared his interests between his father's jewelry store in Bloomfield, his own store in Fort Madison, and his desire to improve his new invention – a precision writing instrument which had to be perfect. In 1912, Sheaffer further improved his own original design ( Patent No. 1, 046, 660), introducing a small internal bar which automatically closed the filling lever, independent of the pressure from the filled rubber ink sac.

Walter's instinctive marketing sense told him he had developed a pen of great potential value. Still, he developed several more prototypes to assure himself that the system worked; these he handed to acquaintances to use. Feedback that he received was nearly always positive. However, when the time came for Sheaffer to launch his new project, his friends and potential financiers in Fort Madison were very cautious. Walter Sheaffer was forty-five years old. There were at that time as many as fifty-eight pen manufacturers in the U. S. His advisers consid-

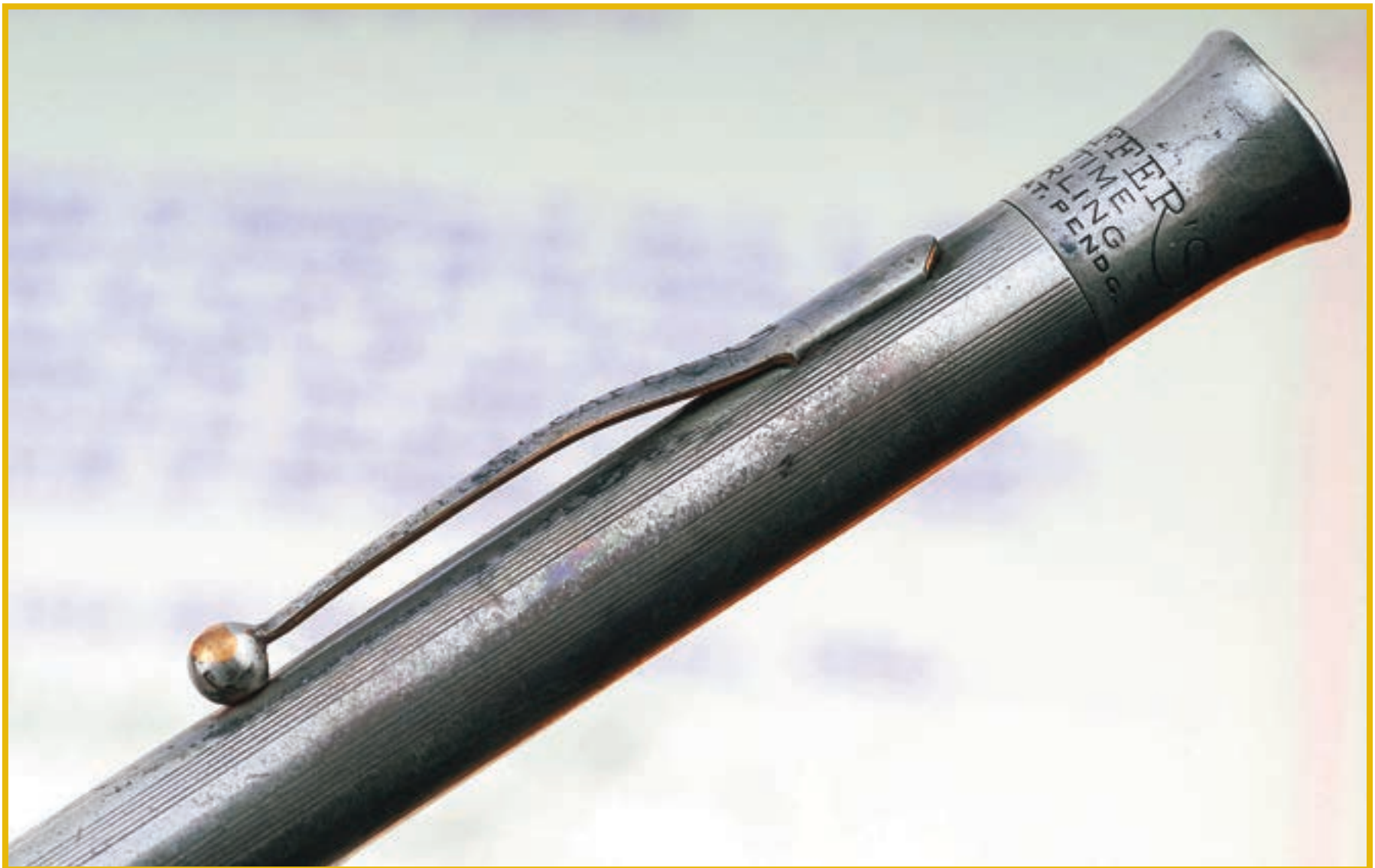
ered his proposed venture an unwarranted gamble, one that would destroy the safe position he had achieved in the jewelry store business.

Notwithstanding these convincing arguments, Sheaffer decided to rely on his own strong conviction that his improved pen was a commercial winner. Thus, in the spring of 1912, he converted his jewelry workshop into a modest factory. Seven employees squeezed into the tiny area to produce the first commercial line of pens with the new lever filling design – the first Sheaffer pens. One of the seven workers was Walter's son, Craig.

W. A. opened a sales outlet in Kansas City, Missouri. The new company thrived. In January 1913, the proud owner registered the name "W.A. Sheaffer Pen Company," with Kraker and Coulson as minority stockholders. That same year, Sheaffer sold the jewelry store and the company moved to the top floor of the landmark Hesse Building in downtown Fort Madison.

Sheaffer's first lever filling pen was made of hard rubber and was characterized by its smooth outline with no jutting protuberances on the barrel. The pen projected an attractive silhouette and provided aesthetic satisfaction to the user. Of even greater importance, the ink reservoir was firmly sustained by the pen's structure, making the writing experience cleaner, more secure and certainly more practical.

In the years that followed, the brand flourished. Sheaffer pens with their reliable technology and innovation became a household word in the U.S.



Lifetime sterling pencil, patent pending, with engraved vertical lines and spaces





Much of the Sheaffer success story stems from the Company's abiding commitment to W. A.'s original business philosophy, written by him in a book begun, but never completed. Regarding good business practice, Walter penned, "It always pays in all cases to be fair. . . Close application to any business, giving it serious thought, almost day and night, so that you are able to make the right decisions, is what makes any business successful." Regarding automation, he wrote, "There is a great deal said that is erroneous about technology and labor-saving machines causing unemployment. As far as I have investigated, the contrary is true. They have brought many labor-saving devices into existence and in every case have increased employment."

In the early 1920s, the Sheaffer brand introduced other significant changes that raised the bar for the rest of the fountain pen manufacturers: the production of brightly-colored plastic pens, the trademark White Dot and Lifetime Warranty and the invention of *Scrip* – Successor to Ink.

Hard rubber fountain pens: 1 black chased with wide gold hand-engraved cap ring / 1 black and red mottled



Ringtop, clip and clipless hard rubber models

“Sheaffer’s first lever-filling pen was characterized by its smooth outline with no jutting protuberances visible on the barrel.”



Very early self-filling barrel imprint



# SHEAFFER'S

## Self Filling FOUNTAIN PEN and SHARP POINT PENCIL

THE WORLD'S BEST  
WRITING INSTRUMENTS

*There's a style to suit the taste  
and purse of every giver*



35 E. M. 18K  
140 Gold  
Filled  
\$10

C. B. Gold  
Filled \$10.50  
B. B. Ster-  
ling \$10.00

No. 2 Long  
or Short  
with Clip  
Cap \$6.75  
without clip  
\$6.50

35 18K 140  
Gold Filled  
\$12  
Same in  
Short

35 14K Solid  
Gold Band  
\$5.00  
Same in  
Short

35 S. C. 18K  
140 Gold  
Filled  
Ring End  
\$13.50

35 M.  
Sterling  
Silver  
\$7.00

35 10 S. 14K  
Solid  
Gold Band  
\$4.50  
Same in  
Long

B. A.  
Sterling  
Silver \$6.50  
C. A. Gold  
Filled \$5.00  
A. B.  
Silver Filled  
\$1.50

2 M  
without clip  
\$6.50

C. C. 10 year  
Gold  
Clased  
\$1.50  
B. C. Ster-  
ling \$3.00

2 10 Long  
or Short  
140 Gold  
Filled Band  
\$1.00  
Without  
Clip Cap  
\$1.00

35 18K 140  
Gold Filled  
Band  
\$3.50

No. 4 Long  
or Short  
with Clip  
Cap \$4.00  
without clip  
\$4.00

**I**N selecting a Sheaffer Pen or Sharp  
Point Pencil for a Christmas gift, you  
can feel sure that it will not only meet  
with instant appreciation but will become doubly prized as time proves  
its daily usefulness and unfailing reliability. For the Sheaffer Pen  
does not blot nor leak and the Sharp Point Pencil is always sharp and  
always ready. The Gift of Gifts for Army and Navy boys.

**Sold by Good Dealers Everywhere**

UNDER MONEY BACK GUARANTEE

W. A. SHEAFFER PEN CO.  
Fort Madison,  
Iowa

SERVICE STATIONS  
202 Broadway, New York City  
1004 Consumers Bldg., Chicago  
Rosedale Bldg., San Francisco



**A Never-Forgotten Gift**

At any hour—in any place—day after day—the SHEAFFER pen proves itself the perfect writing instrument.

The SHEAFFER is a favorite gift for Yuletide, because like a story without end, this gift goes on—It *always writes all ways*. At the lightest touch, with ease and precision it goes—smoothly—fluently—flexibly.

Fluency of thought is never interrupted by blot—blur—sputter or skip. So perfect is the SHEAFFER'S response to the guiding hand, the thought seems transferred of itself to paper.

Special SHEAFFER Features distinguish it from all others. Many beautiful models and mountings—for men, women—little folks, too. Give this never-forgotten Christmas gift—discover its two-fold joy—a joy to give, a joy to receive. Sold by good dealers everywhere.

**W. A. SHEAFFER PEN COMPANY**  
359 Sheaffer Building, Fort Madison, Iowa

New York City, 440-4 Canal St. SERVICE STATIONS { Kansas City, Gateway Station  
Chicago, 504 Consumers Bldg. } San Francisco, Monarch Bldg.

**\$2.50 and up;** with clip cap, **\$2.75 and up**

SHEAFFER Pen illustrated is No. 41-C, with band and clip of rolled gold, price, \$6.00.


**SHEAFFER'S**  
SELF-FILLING  
FOUNTAIN PEN

**\$1 and up**

**THE SHEAFFER Sharp-Point PENCIL** is "as good as the pen." The pencil illustrated is known as the "Engine Turned" Design, No. BB sterling silver, \$3.00; CB, 20-year gold filled, \$3.50. Other designs from \$1.00 in nickel to \$40.00 in solid gold.

"Always writes all ways," "A never-forgotten gift" advert, 1919





## The Sheaffer hikes Alaskan trails

**Always Writes All Ways**

UP in the North World where primitive men once took what came—and weighed the price in gold—they're getting "fussy-like" now.

And why not? Civilization has long since come. Civilization and the SHEAFFER Pen. It's kind o' fitting, too, Alaska's the land of *do things*. The SHEAFFER'S the pen that does things.

The SHEAFFER Pen *always writes all ways* so long as there's a drop of ink inside. It does not leak or blot, flood, sweat or skip.

In Greenland—in Patagonia—wherever men make marks—someone has introduced the SHEAFFER—the world's best pen. Its use is a happy habit. Sold by good dealers everywhere.

**W. A. SHEAFFER PEN COMPANY**  
106 Sheaffer Building, Fort Madison, Iowa

New York, 440-4 Canal St.    Service Stations:    Kansas City, Gateway Station  
Chicago, 504 Consumers Bldg.    San Francisco, Monadnock Bldg.

**\$2.50** The SHEAFFER Pen sells for \$2.50 and up—with clip-cap \$2.75 and up. No. 5 illustrated above price \$5.25.

SHEAFFER Sharp-Point PENCILS—a new idea in simplicity—are priced from \$1 to \$50. Illustrated is the Engine Turned design in silver filled \$1.50.

**\$1 and up**

**SHEAFFER'S**  
FOUNTAIN PEN    SHARP-POINT PENCIL

"Always writes all ways," "Alaskan trails" advert, 1919





'20

SHEAFFER  
AND THE  
ROARING  
20s

# An Age of Pure Vitality

Only relatively few people credit the period following World War I with an upsurge of the arts and creative architecture, together with the emergence of gigantic corporations. Rather, the 1920s are commonly associated with the Wall Street Crash and the Great Depression, giving little or no importance to the energetic human creativity and inventiveness which blossomed during this period.

Literature gifts this decade with many epithets: *The Crazy Years*, *La Belle Epoque*, and *The Post-war Frenzy*, among others. In reality, however, it was a time when the spirit of freedom reverberated and astounded, a glad moment of the infant century which saw great changes in western mores and morals, as well as important technological and industrial innovations. Men of genius emerged: Albert Einstein, Berthold Brecht, Marcel Duchamp, Andre Breton and Pablo Neruda are just a few who come to mind.

On either side of the North Atlantic, two separate realities were emerging regarding a New Code of Behavior following "The War to End All Wars." It was the era of magnates, gangsters and worldwide immigration to the "Lands of Opportunity."

Meanwhile, in war-torn Europe, a brave vanguard of aesthetes generated new forms of visual art such as Art Deco and Surrealism. In Britain, the BBC began popular radio broadcasting in 1922. In the

U.S., jazz assumed a cultural role. Commercial aviation took off when Charles Lindbergh completed the first solo Atlantic crossing in an airplane. Horses and carriages were seen less and less in city streets. Almost overnight, the first skyscrapers cast their jagged silhouettes in large cities. Internationally, clothing fashions changed radically. All the while, young and old danced the hours away to the syncopated beat of the *Charleston* and the mesmeric rhythm of the *Black Bottom*.

The movie industry became the new mass entertainment medium when in 1924 New York's Rivoli Theater aired the first public "talkie" movie, a romantic drama, *Love's Old Sweet Song*, directed by J. Searle Dawley and starring the lovely Una Merkel.

Pictorial magazines brought magic and mystery to millions of avid readers. *Esquire*, *The New Yorker* and *Vanity Fair* all began to emulate the contemporary innovations of the era.

Formalism and obsequiousness were out the window. In the words of the old ballad, "*The times they were a-changin'.*"

In 1928, Sheaffer stock was listed on the New York Stock Exchange. Manufacturing operations were underway in both Fort Madison and Kansas City. Sales and repair offices had been established in Chicago, San Francisco, and New York – as well as in Canada and England.

## Art Deco and Innovation

During this early 20th century decade, ten years after the introduction of their first lever fill fountain pen, the W.A. Sheaffer Pen Company brought beautiful multi-colored pens to the marketplace. Their sophisticated appearance and advanced design, redolent of the Art Deco movement, swept away traditionally austere designs and colors in functional objects such as portable writing instruments.

The Company had already achieved a reputable name for itself with the lever fill fountain pen, but fountain pens had remained a luxury for most people of that time.

However, in 1924, with the production of the beautiful and functional Jade Green series, Sheaffer again pioneered innovation in the field of writing instruments with the mass-production of cellulose



**1,653,151**

Filed March 24, 1922



# “During this early 20th Century decade, the first multi-colored Sheaffer fountain pens were produced.”

nitrate (celluloid) pens. This material was developed under the name *Radite*. (Hard rubber, used until 1924 by Sheaffer, was not only easily broken but precluded the use of color.)

This Radite-bodied pen initially appeared in a black color; then came the jade green version, followed by a complex filigree overlay – a pocket-sized gem of a pen, seemingly straight out of an Art Deco text. Later, Sheaffer introduced cherry red, bright coral red, black and pearl, and the rare royal blue (1928).

Other pen manufacturers were stunned by Sheaffer's bold marketing strategy: at a minimum \$8.75, the price was three times that of most competitive products. Still, Sheaffer touted it as a better investment and a better value than a less expensive pen. The Company backed their iconic and colorful *Radite* pen with a lifetime warranty. It proved to be a daring and successful move for Sheaffer. His new pen became a dependable everyday necessity for all, instead of a luxury item for the few.

In short, during this period, the Sheaffer Pen Company initiated changes in pen production that had other well-known penmakers scrambling to duplicate.

Toward the end of this decade, Sheaffer conceived another great pen – the *Balance* fountain pen, launched and patented in 1929. Boasting a streamlined shape, this model was specially balanced for writing ease. The concept was – and still is – unique.



Selection of 3 Balance writing instruments in ebonized pearl Radite, Gold filled and nickel trim





Clockwise:

Balance White Dot lever fill fountain pen in black and pearl marble with matching rod stock / White Dot guaranteed fountain pens with Sheaffer Lifetime warranty/  
Vintage glass desk set with fishing scene and White Dot lever fill fountain pen





Balance-style celluloid ringtop golf pencils Clockwise from bottom: red veined silver gray marble, marine green marble, and black and pearl marble

The *Balance* came in a variety of color choices during production years. Many of the color choices were exceptional: green mottled, gray pearl with red veins, blue and black with white veins, rose glow striped and ebonized pearl.

In honor of this unique and commercially successful pen, the *Balance Lifetime Senior* was reborn in 1997 as a Limited Edition. This recreation of the rare original pen carried the famous *White Dot trademark* symbol as an inlay on the cap's crown.

Other major Sheaffer innovations to pandom in the Twenties included production of the first desk sets and the first spiral-type propel-repel pencil mechanism, capable of automatically expelling the "stub" of lead at the end of its forward movement – a feature still in use today with almost all spiral-type pencils.

## Birth of the White Dot

The now-traditional White Dot was first applied to Sheaffer pens in 1924. The identifying mark regularly appears on the upper portion of the cap. This simple hallmark automatically draws the potential buyer's eye to the line of Sheaffer pens on display and proudly identifies Sheaffer quality when clipped in a jacket or shirt pocket.

The White Dot was first placed on the upper part of the cap on the new Senior celluloid pens. The location was later changed to the upper portion of the cap, just above the clip. (On the desktop pens, the White Dot was placed near the end of the barrel.)

The original purpose of the White Dot was to indicate that the pen carried a Lifetime Warranty. The first Sheaffer advertisements



Selection of gold filled and 14K engraved ringtop fountain pens with examples of chasing designs available





Balance cutaway pens showing the "inner workings"

from 1924 announced that the pens bearing the White Dot were "Unconditionally guaranteed to work for a lifetime." These ads were accompanied by a logo showing the White Dot ringed in color to draw attention to the symbol, with the slogan "Recognize the pen for a lifetime with this White Dot."

## Ink or "*Skrip*"

Yet another Sheaffer product born in the "Roaring '20s" was a marvelous enduring invention: *Skrip* ink. This writing fluid was specially formulated to avoid problems of pen erosion caused by acid-based inks. The remarkable effect on the general public was that, shortly after its commercial introduction, buyers asked specifically for a bottle of "*Skrip*" instead of "ink." The bottles were glass and changed their shape and label design over the years; nevertheless, the requests remained, "*Skrip*, please," not just "ink."

The ingredients of *Skrip* writing fluid were so secret that suppliers shipped them by a code number, instead of the name of the material. Only a few persons in the Company's laboratory knew the formula.

Letters to the Company over the years even suggested that *Skrip* was used for more than simply filling a pen. For example, a plywood manufacturer, having discovered that red *Skrip* was ideal for marking his product, wanted to purchase it by the barrel. During WWII, when nylons were difficult to find, enterprising women found that brown *Skrip*, if painted skillfully on the back of the legs in the proper amount, could pass for the nylon's seams.

The consumer public saw that the combination of writing with a lever fill pen and *Skrip* was the best method to load ink safely without having to resort to a messy eyedropper and unwanted stains. It was a value-added advantage for both buyer and manufacturer.

All these innovations helped prepare the Sheaffer Pen Company to meet and weather the next decade - with the Great Depression looming.





Hand-engraved sterling silver pencils and one hand-enameled and lacquered gold filled metal pencil

Balance ebonized pearl lever fill pen with Feathertouch nib introduced in 1931







# The *Roaring 20's* Pen

*Sheaffer's Limited Edition Roaring 20's* model (2008) paid tribute to the trends created and the advances made during that exciting "age of pure vitality" – all by means of a miniature mural covering the surface of the pen.

The engraved pictorial begins on the cap. At the right side of the clip is Walter Sheaffer who founded the firm in 1913 (as described in the previous chapter), using the then-novel method of a lever to compress and decompress a rubber ink sac inside the barrel of a pen. Below this figure is a family of new immigrants gazing at the Statue of Liberty in New York Harbor. Following is an image of the *Spirit of St. Louis*, piloted by Lindbergh on his solo trans-Atlantic flight. In an engraved film splice, we are reminded of the great advances made in the movie industry.

The *Roaring 20's* mural continues on the sterling silver barrel with several engravings evocative of the decade: the W. A. Sheaffer Pen Company manufacturing plant in Fort Madison; the word *JAZZ*, lettered in Art Deco style and a baseball player. Also included are images of a "flapper," symbolic of women's changing role in society as well as an engraving of the iconic Art Deco Chrysler Building. Just above that is a ticker tape image symbolizing the making and breaking of this prosperous and carefree decade.

The limited edition of this splendid pen model, consisting of 1913 items (1108 fountain pens and 805 roller balls) was produced in sterling silver, hallmarked by London's Goldsmiths Company. The nib is encrusted in 18K gold and plated with palladium. It is presented in a box of rich cherry wood. The fountain pen comes with a piston fill convertor to allow for filling from a bottle – staying true to a pen that marks the special era for which it is named.



Sheaffer Limited edition Roaring 20's, (2008)



# SHEAFFER'S

PEN PENCILS



*"I call it my true Companion"*

*R*ES, the SHEAFFER Fountain Pen, though a small, is a faithful companion; it says to those light hearts who receive it at graduation or any other gift occasion: "The one who sent me was not only generous in his gift, but thoughtful in his concern for your happiness. Generous be-

cause he paid the price of the most beautiful of pens; thoughtful because he was insistent on obtaining the SHEAFFER which will never defile your lovely fingers with ink stains, nor cause the shadow of a frown to cross your brow through failure to write at your bidding." Ask at leading stores or write for catalog.

Illustrated — Pen No. 29; smart ebony finish with solid gold nib and band; \$6

W. A. SHEAFFER PEN COMPANY, 226 SHEAFFER BUILDING, FORT MADISON, IOWA  
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO





Variety of Sheaffer Skrip containers including: 1929 hard rubber traveling Skrip, air-sealed and with hand-turned threads; V-Black Skrip used in WW II for photostatting; and Skrip Top-Well bottles (first introduced in 1933)





Washable Skrip—15 and 25 cents a bottle—in blue, green, violet, red, black. Permanent Royal Blue Skrip—25 cents a bottle

De Luxe Black and Pearl Lifetime® Pen, \$10



## Skrip, successor to ink, makes all pens write better and Lifetime® pen write best

If you believe that all writing fluids are alike, you don't know Skrip. Think—Skrip cannot clog your pen! Because of its guarded formula, Skrip remains forever fluid in pens, yet, dries quicker on paper. Skrip-filled pens write instantly and without stutter or blot. A joy to use! Buy two bottles—Washable Skrip, smooth and brilliant, for school and home (washes easily out of clothing), and fast-color Permanent Royal Blue Skrip for business. In a Sheaffer's Lifetime® pen, peer of writing instruments, Skrip forms the finest alliance of all. Try them, you'll wish you'd met them sooner!

<sup>®</sup>Guaranteed unconditionally for your lifetime

At better stores everywhere

# SHEAFFER'S

PENS · PENCILS · DESK SETS · SKRIP

W. A. SHEAFFER PEN COMPANY • FORT MADISON, IOWA, U. S. A.  
New York • Chicago • San Francisco  
Wellington, N. Z. • Sydney, Australia • London—199 Regent St.

© Reg. U. S. Pat. Off.



Identify the Lifetime pen by this white dot



Uniform Blue Cap Leads, 15 cents

Lifetime Desk Fountain Pen Set, Jet or Crystal-clear Glass, Green Brazilian Onyx or Genuine Italian Marble, \$10



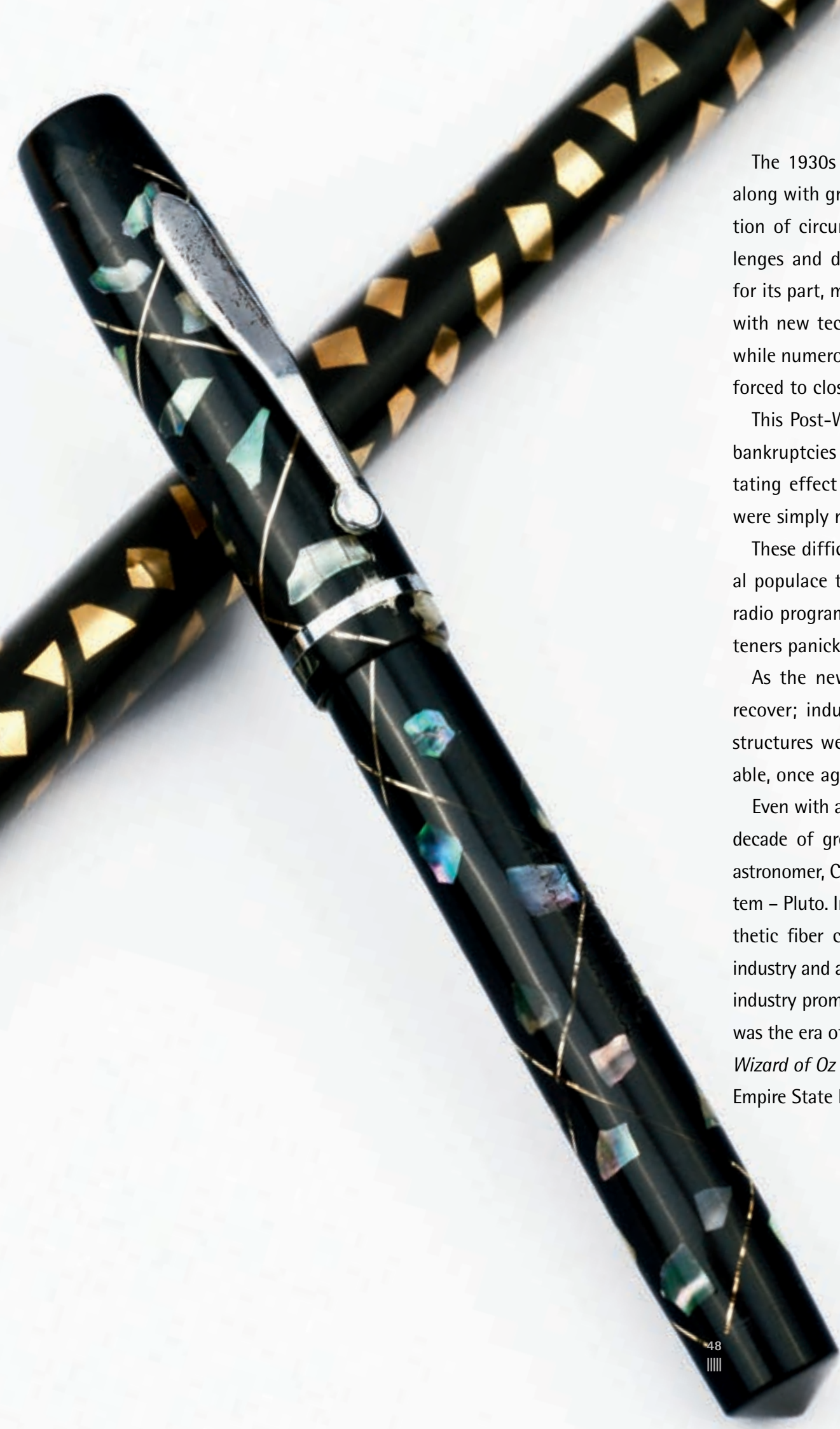




'30

THE DECADE  
OF THE  
GREAT  
DEPRESSION





The 1930s ushered in a decade of economic and social turmoil along with grueling poverty and much introspection. This combination of circumstances found its greatest reward in meeting challenges and discovering opportunities. The Sheaffer Pen Company, for its part, managed to confront the crises of the Great Depression with new technology and design, keeping the Company profitable while numerous other companies, including many competitors, were forced to close.

This Post-World War I era affected the entire world. In the U.S., bankruptcies and the 1929 stock market collapse had such a devastating effect on labor that the economy was in grave peril. There were simply no jobs.

These difficult times generated such fear and angst in the general populace that, in 1938, when Orson Welles aired his Halloween radio program, an adaptation of H.G. Wells' *War of the Worlds*, listeners panicked, believing the "Martian invasion" was real.

As the new decade crept along, the banking system began to recover; industrial activity was regenerated; social and economic structures were revitalized, and employers believed they might be able, once again, to map out a viable future.

Even with all the general tumult of the Great Depression, this was a decade of great accomplishment. In the early 1930s, an American astronomer, C. W. Tombaugh, discovered a new planet in the solar system – Pluto. In 1934, a DuPont Company chemist invented a new synthetic fiber called Nylon. This fiber would revolutionize the textile industry and a number of other industries as well. The American movie industry promoted Technicolor and the use of color photography. This was the era of such epic films as *Gone With the Wind* (1937) and *The Wizard of Oz* (1939). *King Kong* (1933) dramatically featured the new Empire State Building – the tallest edifice in the world at the time.

The W.A.S.P. Clipper fountain pen

Opposite page: Examples of one of Sheaffer's inexpensive lines of fountain pens and pencils with rod stock not known to have been used



Sample Strip.....\$11.70  
Total Retail.....FREE  
6 Display Boxes.....FREE  
1 Counter Salesman.....FREE

The WASP  
DIVISION OF THE CLIPPER

Clipper

SOLID GOLD, IRIIDIUM TIPPED POINTS

457 Ped  
base with  
silver trim  
diameter  
with W  
PER des  
in attrac  
Retail

1 Gold  
base  
gold  
3 1/2"  
VASP  
pen.  
active  
tails

Black Bakelite  
3" x 3" with  
black and silver trim.  
tipped with a U911  
P CLIPPER  
pen. Packed in  
gift box.  
\$2.95.

9748  
Gra  
974  
975  
Ret  
Tys  
Per  
Per

WASP

GOLD POINT \$1.25  
TIPPED WORLD  
1 IN PEN

New! Modern!  
MATCHED WRITING SETS  
1299 1399 1499

MADE IN CAPITAL OF  
SON IOWA, U.S.

No. 1479 WASP CLIPPER  
ustrated above is included FREE with Merchand  
unger Set.....\$ 4.95  
er Set..... 3.95  
er Set..... 3.95  
er Set..... 2.95

1 9248 Gray P  
1 8250 Green P  
1 456 3 1/2" rou  
TOTAL RETA

nt listed below.  
et..... 2.95  
Set..... 2.95  
nyx Desk Set.. 2.95  
\$24.65

1 Dozen card of real value \$1.25  
CLIPPER Lever Type. Each fitte  
gold point, tipped with genuine ir  
assorted in Black, Silver Lahn, Br  
Green Lahn.  
No. 900 Card Assortment. Total  
Printed in U. S.



In architecture, New York's breathtaking Empire State Building was rivaled for size and beauty in 1937 by the magnificent Golden Gate Bridge, guarding San Francisco.

The fastest steam locomotive in the world was built in England. Operated by the London North Eastern Railway, No 4468 *Mallard* consistently hauled trains at over 100 mph. Also in England, the first radar was patented by Robert Watson-Watt. Germans Otto Hahn, Meitner Lise and Fritz Strassman achieved the first nuclear fission.

In the sphere of the arts, some famous (and historical) works appeared, marked by the desire to both denounce and echo the reality of a convulsed world. The Social Realist Movement appeared in the U.S. in the media of Dorotea Lange, Paul Cadmus and Russell Lee. Mexican Muralism, a new art genre, was created and popularized by Diego Rivera, Jose Clemente Orozco and David Alfaro Siqueiros.

Meanwhile the Art Deco Movement continued to broaden its forms, both in furnishings and luxury articles such as jewelry, wrist watches and writing instruments.

“Although the famous *Balance* pen was created in 1929, it was not until the following year that it reached the market.”



Balance mechanical pencil in black / Demonstrator pencil

Opposite page: Unusual vintage desk set with 3 Lifetime pens in gorgeous veined marble / Sheaffer was the first company to produce desk sets







# Sheaffer Pens

It was Art Deco that would chart the design course for the Sheaffer Pen Company during this era, but Sheaffer had no intention of revising either its standard of quality or the successful marketing strategies that had become synonymous with its reputation.

Although the *Balance* pen was created in 1929, it was not until the following year that it reached the market. This spindle-shaped, well-balanced pen was elegant and quite sophisticated for its time; plus, it came in a variety of appealing colors – obviously a key attraction to buyers.

In 1931 Sheaffer launched a revolutionary nib known as the *Feathertouch*. Both sides of this nib could be used. One side would lay a medium-sized line; the other side would lay an extra-fine line. This was an extraordinary innovation for its time.

1934 saw the appearance of a pen totally different from the *Balance*. This was the *W.A.S.P. Clipper*, featuring a geometric design, somewhat longer and slimmer than its successful predecessor. Sheaffer also introduced a new ink filling mechanism in this pen. This was the *Vacuum-Fil*, which would be used on later models too.

A new Sheaffer propelling pencil with an extendable exposed eraser, the *Fineline*, appeared on the American market in 1938. The following year, the firm introduced a new "comb" type feed for its fountain pens.

It was evident during the first dark years of the '30s that Sheaffer worked tirelessly to build a new future for the Company. Engineers and chemists labored side by side to produce the innovative *Feathertouch* bi-directional nib, the Top-Well *Skrip* bottle, the suction-filling mechanism, the transparent viewable ink reservoir, the *Fineline* pencil and the line of *Para-Lastik* adhesives.

Another example of Sheaffer sub-brands: the Craig, named for the founder's son, Craig R. Sheaffer





Balance lever fill fountain pens and pencil in red veined silver gray marble Radite





Radite Balance 3-25 set and 3-25 Lady Balance in uncommon blue and black with white vein Lever fill Gold filled trim





Balance lever fill fountain pens and pencil in iconic Sheaffer Jade green with matching rod stock



# Sheaffer Pen: A Community-Minded Employer

From the beginning, the W. A. Sheaffer Pen Company was heavily invested in its employees, their health, their families, and the well-being of the Fort Madison community.

The Company provided a well-outfitted Clubhouse and Park for its employees and their families. There were numerous Company-sponsored athletic teams, picnics, dances and holiday parties. The Sheaffer Pen Company promoted employee involvement in all community activities, including, in later years, the Tri-State Rodeo and Junior Achievement.

Sheaffer's was one of the first companies to introduce a profit-sharing system for its employees.

There was an employee-management relations council (WASPCO), a retirement plan and an accident-prevention plan. (A safety report issued in 1963 stated that the Company's accident frequency rate was less than one-third the national average for similar industries.)

In 1938, W.A. Sheaffer, then in his seventies, transferred the firm's operational responsibility to his son Craig. As the new President of the Company, Craig R. Sheaffer would provide a seamless transition of innovative leadership into a new decade.



Prototypes and items not put into production





Balance White Dot fountain pens in brown and green stripes with an advert touting the "genuine Lifetime pen"



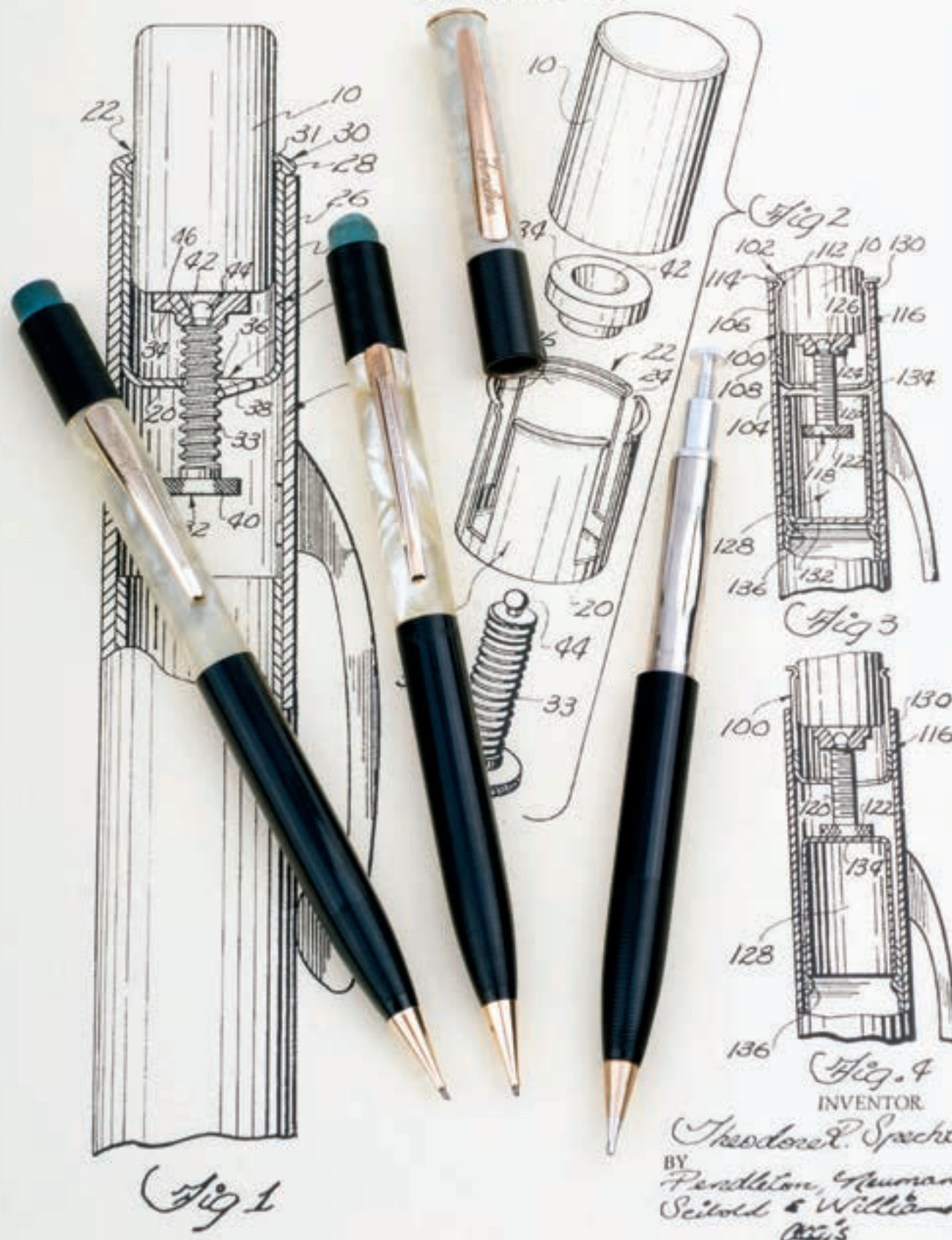
Aug. 31, 1965

T. R. SPECHT

3,203,401

ERASER RETAINING AND ADJUSTING MECHANISM

Filed Oct. 15, 1963

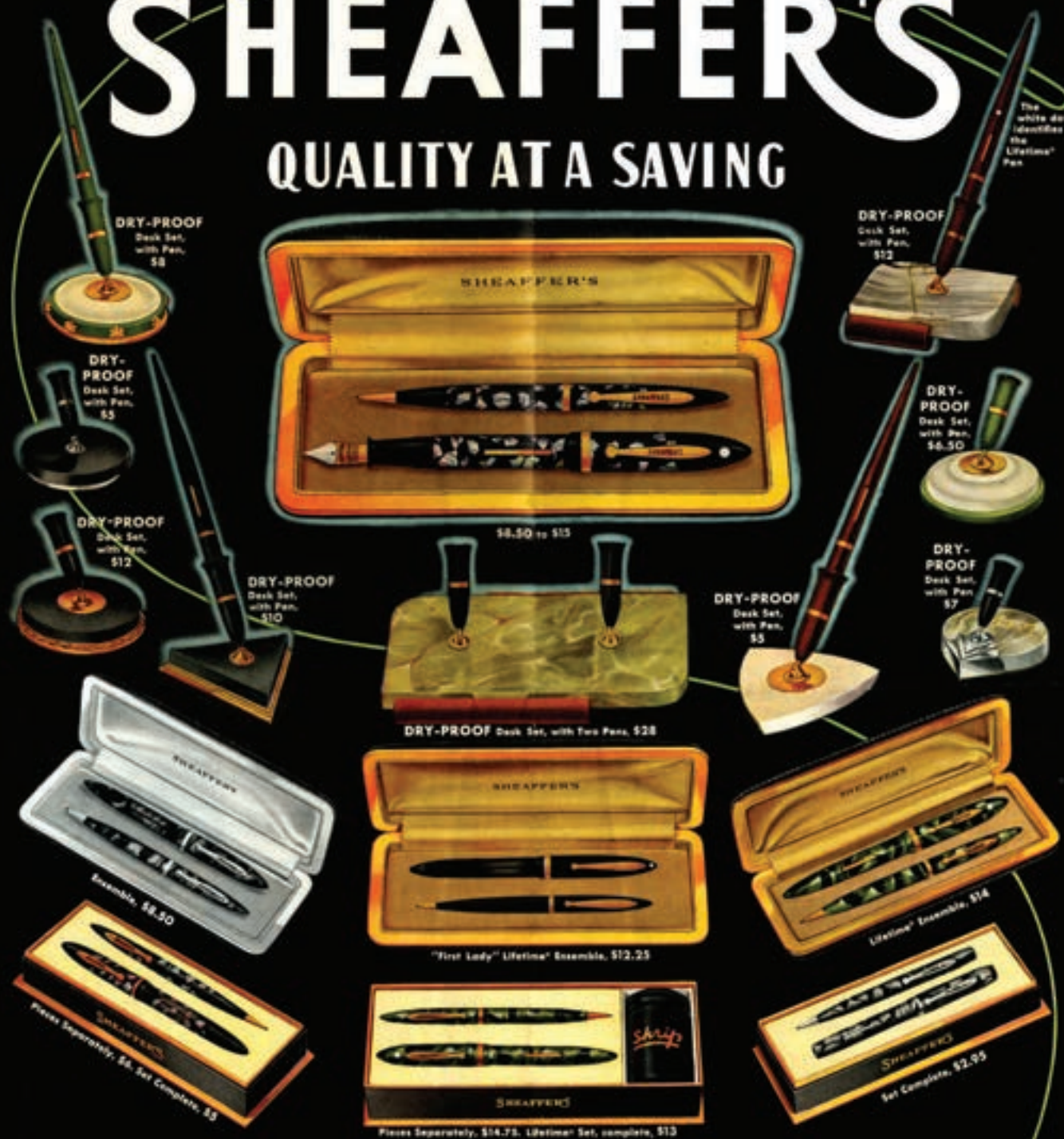


Inexpensive Finesline pencils with pearlized cap and exposed adjustable eraser with later patent for eraser mechanism (1965)



# SHEAFFER'S

## QUALITY AT A SAVING



Sheaffer's newest, exclusive creations in pens and desk sets—new gifts never before given for Christmas:

... new Dry-Proof desk sets ... First Lady pens ... Lifetime "Visible" pens ... and others, all beautifully cased and carrying pride of possession.

These acknowledged masterpieces of the writing world are \$2.25 up. Special savings on matched ensembles.

W. A. SHEAFFER PEN CO., Fort Madison, Iowa, and Toronto, Canada.





Colorful die cut cardboard motion display demonstrates the ease of the Sheaffer One-Stroke Vacuum-Fil action



All Fiction Field—Sept. 21, 1935

(Love Story)  
(Wild West)  
(Western Story)

# FREE PENCIL Skrip

**PEN-SKRIP**

SUCCESSOR TO INK

**PENCIL-SKRIP**

SUCCESSOR TO LEADS

## THIS REVOLUTIONARY OFFER

only lasts from September 10th to November 1st and will not be repeated! One package of Pencil-Skrip, "Successor to Leads", is being given free with every bottle of Blue or Blue Black Pen-Skrip between these dates only! Since Pen-Skrip is already so generously used by the American public we are using it to introduce our new Special H B Pencil-Skrip, "Successor to Leads", which fits all pencils using round or square leads.

It takes six gallons of liquid to make one gallon of Pen-Skrip, the famous writing fluid which is absolutely free of sediment. Permanent Pen-Skrip is for business—washable Pen-Skrip for schools. Pencil-Skrip for mechanical pencils is in round stick form. It writes blacker, smoother, and has greatest tensile strength.

Purchase your supply of Pen-Skrip in the family size bottle with the Skrip-Well that allows you to use the last drop of fluid. No smudgy fingers. Remember during the period of this offer a free package of Pencil-Skrip, "Successor to Leads", is included free with your purchase of Pen-Skrip. Buy your winter supply while this offer lasts.

(This offer applies only in the United States)

SKRIP-WELL

Uses the Last Drop



FAMILY SIZE

4 1/2 ounces, 50c • 2-ounce size, 15c  
Both have Skrip-Well



For pencils using ROUND or SQUARE LEADS



ROUND LEAD

Sectional Views of round and square leads. These round or square leads shown in diagram fit the same pencil.



SQUARE LEAD

# SHEAFFER'S

W. A. SHEAFFER PEN CO., Fort Madison, Iowa  
Toronto, Ontario, Canada

© W. A. S. P. Co., 1935



A black and white photograph of a large group of students and faculty posing in front of a building. The group is arranged in several rows, with some individuals standing on a raised platform or steps in the back. The building behind them has a prominent entrance with a pediment and a large window above the door. The overall scene suggests a formal group portrait, possibly for a school yearbook or a commemorative photo.

**TRIUMPH**  
by **WARRANT**  
*Lifetime*

READ: FIRST PUBLIC ANNOUNCEMENT  
"LIFE" MAGAZINE JULY 29

...the most important...  
...the most important...  
...the most important...

**SHEAFFER'S**

...the most important...  
...the most important...  
...the most important...

CUSTOMER  
GIFTS OF

*Quality*  
by  
**SHEAFFER'S**  
*Fineline*

**LASTING! WELCOME!  
YET INEXPENSIVE!**

The custom contemporary gift that says  
last, and so abundant, isn't every gift you  
give you give double about the quality  
of your gift—durability, usually, may be  
abundant. It is.

Just imagine the lasting, national repu-  
tation of Sheaffer's Fineline in thoughtful and  
imprinted gifts.

For one person? Imagine Sheaffer's  
most famous—the gold Fineline and  
diamond—can be given, almost, any-  
time. The only perfect occasion, and that  
signifies the personality, study your  
recipient, and be equally pleased with a  
Sheaffer gift, and they'll use it a long, long  
time. Imagine Fineline too, the strength,  
and lasting trademarks of all such events.

*Imaginative!*

For Sheaffer will figure with you on the  
quality occasion—and Sheaffer's won't  
give a 100% possible surprise. You will  
see the pencil of your Sheaffer's, elegant,  
durable, or memorable gift, and you'll  
know, the gift means it is last!

1000 50  
FINELINE  
FINELINE 6600

Sheaffer's Fineline pens are available in a variety of colors and finishes. The quality and durability of these pens make them a perfect choice for any occasion. For more information, please contact your nearest Sheaffer's dealer.

[illegible][illegible]

PRINTERS INK, May, 1941

*The WASP* **Clipper**

**"PLUS"  
GIFTS**



Matching pen and pencil sets, beautifully boxed. From \$1.75 to \$7.00 retail.

WRITING instruments meet the ready "idea" of everyone because they are so universally needed and so definitely practical.



Wasp-Bite-O-Way desk set, complete with Sheaffer's WRHP and pen. Retail \$10 and \$12.50.

MANY promotional articles fail to give lasting consumer satisfaction because they do not have "bull-it" quality. Quality is inherent in Wasp Pen Company merchandise—that explains the instant national success of this line.



Wasp Crispline pencils using the new long, thin leads—7½c and \$1 retail.

THERE'S a further "plus" to Wasp Clipper—Continuously since 1934, this has been nationally advertised in full pages in the Saturday Evening Post, Collier's and Liberty. Your customers know it's good merchandise.

Looking for new ideas? Check the Wasp Pen Company line and you'll find at least one item that will fit into your promotional plans.

**WASP  
PEN CO., INC.**

Division of Sheaffer Pen

**Fort Madison, Iowa, U. S. A.**

'40

THE NEW ERA



## GUARANTEE ON

ER'S NEW

*Lifetime*

POINT



The White Dot on the "TRIUMPH" identifies it

This large cylindrical 14-K gold point, the LIFETIME\* imprinted in the gold. It is guaranteed as long as you live against everything except accidental or willful damage. This guarantee cannot be transferred from the first user for whose benefit it is. During your life, this LIFETIME\* POINT should need fixing for any cause other than willful or accidental damage, return the complete pen to the factory or branch office in Chicago, New York City or San Francisco. LIFETIME\* POINT will be repaired, adjusted or replaced without charge other than return postage and insurance. If the LIFETIME\* POINT does not suit your hand when you receive it, a point exchange will be made without charge other than postage and insurance if complete pen is received at factory or at branch office within 30 days.

### SHEAFFER'S SERVICE COMPANY

### ON NEW TYPE "TRIUMPH" PEN

The White Dot appears on all "TRIUMPH" pens. The new LIFETIME\* POINT. The complete pen is guaranteed against defective materials and workmanship. An "exchange" charge will be made for unusable parts of cap or holder which were not defective if complete pen is returned—full charge will be made for parts. If inconvenient to call for pen in person, it will be shipped O. D. unless sent in for you by an authorized Sheaffer dealer.

*W. A. Sheaffer*

President

W. A. SHEAFFER PEN COMPANY

MADISON, IOWA, U. S. A.

Printed in U. S. A.

\*Reg. U. S. P.

7/45 H-95R

White Dot lever fill Triumph pen Gold filled trim Wrap-around Triumph nib First introduced in 1942, it was Sheaffer's NEW Lifetime nib



Every decade is marked by its outstanding historical events and the decade of the 1940s was certainly no exception. The U.S. entry into World War II had an impact on virtually every aspect of American society.

Since many famous fashion houses in Europe had been forced to close their studios, New York City gladly assumed the role as the new fashion center with a new "American look." Claire McCardell adopted fabrics not in demand by the military. Cotton denim, jersey, gingham and calico were functional and comfortable for everyday wear. *Rayon* was the new widely-accepted fabric of choice because of its versatility; it did not shrink or crease and could be produced in either light or heavy weights. Fabric designers substituted wool blends made of recycled wool and rayon in place of wool.

*Film Noir*, a film style that incorporated crime dramas with dark images was popular. *The Maltese Falcon* and *Casablanca* are classics from this period and helped launch the careers of legendary actors such as Humphrey Bogart and Ava Gardner.

*Swing Music* and the appearance of "The Voice" – Frank Sinatra, swayed the emotions of the age.





# Sheaffer's New Era

Craig Sheaffer was now the head of the Sheaffer Pen Company, and while still firmly dedicated to the philosophy and counsel of his father, Walter, adopted a course of both restraint and renewal for the firm.

Despite the wartime difficulties of acquiring materials for pen production, Sheaffer successfully launched a new *Triumph* line of pens with a special sheath-type circular "wrap-around" nib with a welded mounting end spun onto a point holder.

In 1941, the decorative bands on all desk pens and pencils were discontinued to preserve raw materials.

In May 1942, the shortage of basic materials for the production of pens, coupled with the patriotic demands of the country, compelled the Company to manufacture war material at a former Fort Madison paper mill that had recently been acquired and renovated. Sheaffer's war efforts were promptly distinguished for its workers' skill and dedication to both quality and quantity. In 1944, the Sheaffer Pen Company was presented with its first prestigious *Army Navy "E" Award* in recognition of its excellent wartime performance. (*The Army Navy "E" Award* was presented to only four per cent of the companies doing war work at that time.) Seven employees, representing all other Company employees, accepted the token pins, presented before a crowd of 5,000 - 6,000 people.)

A Sheaffer pen salvaged from the *USS Oklahoma*, at the bottom of Pearl Harbor, was used by a Toledo, Ohio printing and paper company to inscribe special promotional material in its WW II Victory Bond sales drive. Each bond sold in this manner was accompanied with a decorative Christmas envelope, lettered with the recovered USS Oklahoma Sheaffer pen. Each envelope read: "*So there'll always be a peaceful Christmas, My Victory Bond Gift to you.*"



Touchdown filler in a later production Sheaffer Skrip bottle demonstrating how the pneumatic filling system functioned / Round Finline Skrip set "for use with any 2 oz. Top-well bottle of Skrip"

July

F. B. WALLIS

2,474,996

FOUNTAIN PEN

Filed Oct. 12, 1945







Selection of Tuckaway pens and pencils Available in a variety of styles and colors Also available in either Touchdown or Vacuum-Fil





Pens and pencils with military clips sat lower in a uniform pocket to meet military regulations. / 1,000,000th bomb fuse produced by the Sheaffer Pen Co. and dated July 9, 1943





During the war, the number of female employees increased steadily as the male employees were inducted into military service. By 1944, four hundred ninety workers had been called up – four of whom earned Gold Stars for bravery.

Unable to satisfy dealer orders for Sheaffer pens and pencils during this period, President Craig R. Sheaffer issued the following public statement: ". . . Judged by all pre-war standards, the Sheaffer merchandise that will be available to the public in limited quantities in the months to come will be finer, more beautiful, and functionally better than any handwriting instruments we have hitherto manufactured. They will give the purchaser the most for his money. . . We hope that the discriminating will keep this in mind when a Sheaffer dealer, for lack of Sheaffer merchandise, offers a place on his 'reservation' list."

With World War II finally over in 1945, Craig spearheaded an intensive Company effort to regain the ground lost in the field of writing instruments. An ambitious strategy of renewed growth and expansion included the opening of two new plants in Quincy, Illinois and Mt. Pleasant, Iowa. The Fort Madison plant quickly returned to normal operations and an old button factory in the same city was purchased, remodeled and pressed into production. There were plans for a strong marketing campaign, sales drives worldwide and for new equipment.

A particularly significant improvement was the installation of equipment to mold pen caps and barrels. This molding procedure not only reduced production costs but also substantially improved the durability of the writing instruments.

Another writing milestone in the 1940s was the introduction of the ballpoint pen to the public. First invented in Europe and later developed in Argentina, this revolutionary writing instrument was also used in high-altitude aircraft, with the objective to reduce ink leakage. Following the war, the ballpoint was introduced to the mass consumer market, while still in the developmental stages, leaving much to be desired as a dependable writing instrument. However, this proved to be only a temporary stumbling block. The ballpoint pen was here to stay.

Army-Navy Excellence plaque with a selection of later writing units





From a double desk set: 1 of 2 matched Sheaffer fountain pens used to sign the United Nations Charter



”Sheaffer’s first ballpoint pen was called ‘*RAI*’ *Stratowriter* and was a streamlined, gold filled, button-actuated model.”



Variety of fountain pens with two-tone 14K Triumph nibs and mechanical pencils

Sheaffer's first ballpoint, a retractable gold-filled metal writing unit, was manufactured and sold in 1946 – the “*RAI*” *Stratowriter*. The *Stratowriter* used an oil based ink and a one millimeter writing ball.

An interesting detail from this era was the introduction of a miniature version of a Sheaffer pen – the *Tuckaway*, an obviously Art Deco-styled line of pens, with a redesigned “stubby” clip (complying with military regulations requiring the pen to sit lower in the shirt pocket). The model numbers generally coincided with the suggested retail price. For example: No 875 was \$8.75; No 1000 was \$10.00; No 1250 was \$12.50.

The post-war period is particularly notable for numerous new and successful Sheaffer launches including: *Masterpiece*, *Crest Lifetime*, *Premier*, *Statesman*, *Admiral*, *Milady*, *Sovereign*, *Lady Sheaffer*, *Craftsman*, and *Junior*.

The colorful synthetic materials, the combinations of precious metals and the novel Art Deco-based pen styles of this period still charm us today. When these aesthetic qualities were skillfully combined with the precision engineering so inexorably linked to the Sheaffer brand, they proved to be among the best and most collectible writing instruments of the 1940s.

Toward the end of the decade, Sheaffer once again surprised the writing instrument market with a quantum technological leap forward: the *Touchdown* ink-loading system.

This decade ended with a general belief that the future shone brighter and more promising than it had for a very long time.

July 28, 1953

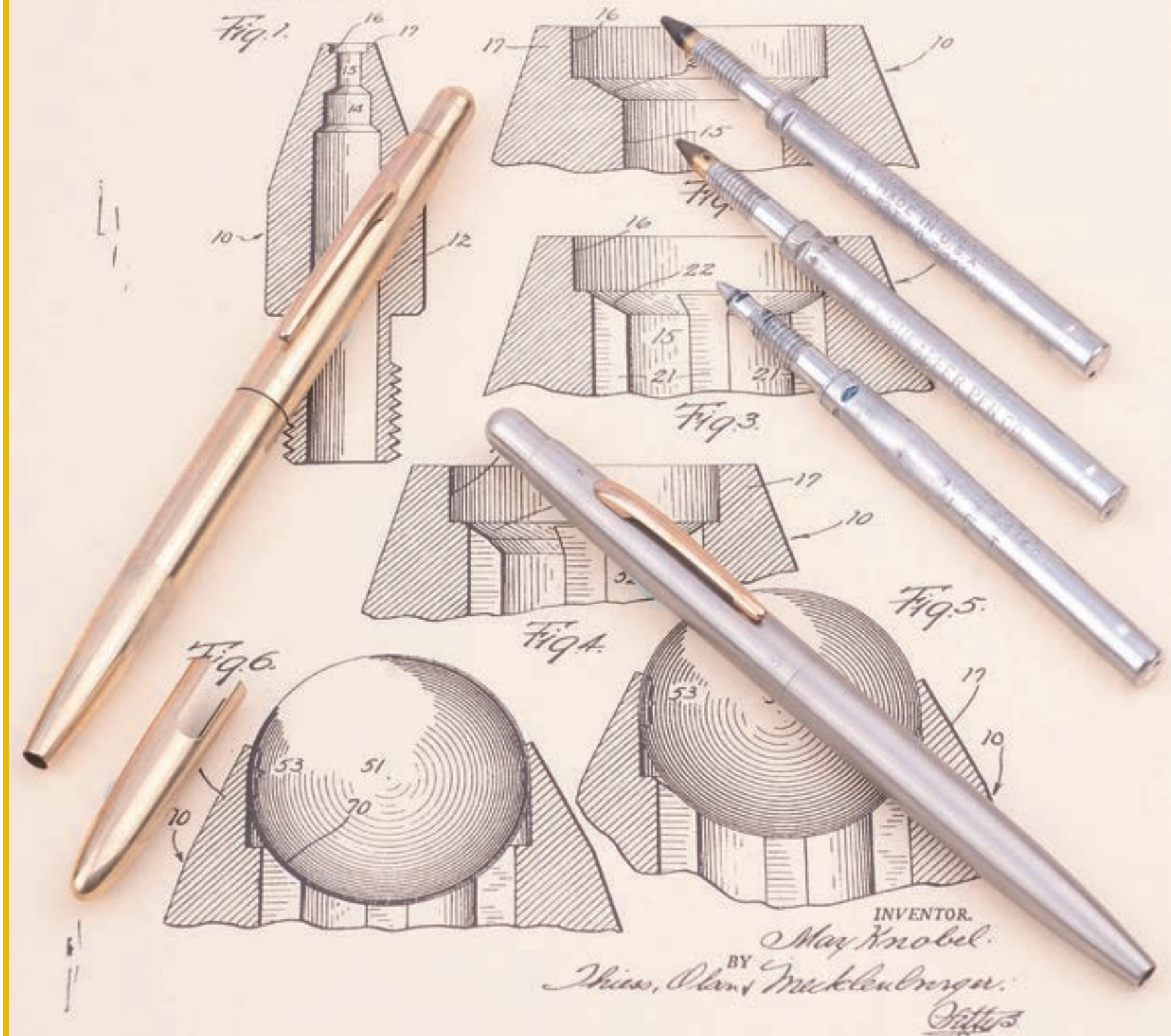
M. KNOBEL

2,646,761

METHOD OF MAKING BALL-TYPE WRITING TIPS

Filed Aug. 13, 1947

2 Sheets-Sheet 1



"RAI" Stratowriter - Sheaffer's first ballpoint pen Gold filled metal with a button twist retractable refill





Sheaffer Transitional Balance fountain pen, salvaged from the *USS Oklahoma* at the bottom of Pearl Harbor. Shown with the 1,000,000th bomb fuse, produced by the W. A. Sheaffer Pen Company on July 9, 1943.



Unless it's **SHEAFFER'S** it isn't a  
*Lifetime*\* - Know the Pen by this White Dot  
REG. U.S. PAT. OFF.



YOUR *Lifetime*\* GIFTS  
WILL KEEP THIS EASTER  
LASTINGLY FRESH in MEMORY

...Give Sheaffer's for Easter, Weddings,  
Birthdays, Anniversaries, Graduation  
or all other Gift Occasions....

This Easter marks only the beginning of  
enjoyment your *Lifetime* pen gifts will  
bring. The White Dot identifies the *Lifetime*  
pen which is guaranteed for the life of  
its owner. Proudly exposed on the pen cap  
it shows he possesses the finest. Two-way  
writing (fine or regular) made perfect by  
platinum IN the pen point slit increases the  
pen's usefulness. Forceful ONE-stroke filling  
and flushing action keeps your gift in good  
operating condition. *Lifetime* Feathertouch  
pens matched with Sheaffer's permanently  
sharp Finline pencils are not expensive.

\* ALL *LIFETIME* pens are unconditionally guaranteed for the life of the  
owner except against loss and without damage when service.  
If complete pen is returned, subject only to treatment,  
refillage, handling charge—10c.

ONLY SHEAFFER PENS CAN CARRY THE TRADE-MARK "Lifetime"

## KENTUCKY FLOOD COULDN'T RUIN SKRIP

A TRUE STORY

OH MY GOSH, MR. COMBS, EVERY RECORD IN THE BANK WILL BE RUINED IN ALL THIS WATER.

YES, JIM, IT LOOKS PRETTY BAD. THESE WATERS WILL PROBABLY NOT SUBSIDE FOR AT LEAST TWO WEEKS.

AWFUL, ISN'T IT? EVERYTHING WILL BE RUINED IN MY STORE.

SURE IS, PHIL, THEY SAY IT'S EVEN WORSE DOWN LOUISVILLE WAY.

TWO WEEKS LATER

THE STOCK IN MY STORE IS RUINED AND MANY OF MY RECORDS ARE WORTHLESS... I CAN'T EVEN READ THE WRITING.

WELL, WE WERE LUCKY. WE USE PERMANENT SKRIP THROUGHOUT OUR BANK AND EVERY RECORD WRITTEN WITH SKRIP IS VIRTUALLY AS GOOD AS THE DAY IT WAS WRITTEN.

EVEN THOUGH EVERYTHING IN OUR VAULTS, SAFES, LOCK BOXES AND BANK WERE SOAKED BY THE FLOOD FOR TWO WEEKS... EVERY RECORD MADE WITH SHEAFFER'S PERMANENT SKRIP STOOD THE EFFECTS PERFECTLY AND WAS LEGIBLE WHEN DRIED OUT.

**CHEMOPURE PERMANENT Skrip**

Water damages important records more than any other cause. Protect yours with permanent SKRIP—permanent from the moment it touches paper. Permanent Royal Blue, Red, Blue-Black and Jet Black. Red SKRIP is the only permanent, sediment-free Red writing fluid in the world today. Have all records SKRIP-permanent!

Chem-O-Pure Washable SKRIP. Ideal for use in homes, schools, hospitals, easily washes off clothing, toys, walls, with soap and water. Mothers! get Washable SKRIP for school!

Plots and quarts in handy "grip" design bottle

**FREE** Send a dime to cover cost of postage and handling.

A 25c Brush tube of **Para-Lastik**

the new way to paste! No curl or wrinkle even on thinnest sheets. Does cleaner work. Handy brush tube feeds PARA-LASTIK to paper like a fountain pen.

Prove to yourself PARA-LASTIK is best. Send a dime (to cover mailing and handling) wrapped in a SKRIP bundle carton. Sheaffer will send you a genuine 25c brush tube of PARA-LASTIK. Act! Free offer expires April 15, 1940. Better stores everywhere carry SKRIP. Buy it today, mail us the carton with a dime (to cover mailing and handling), get 25c brush tube of PARA-LASTIK FREE!

W. A. SHEAFFER PEN COMPANY • FORT MADISON, IOWA • U. S. A.





Brown striped Sheaffer lever fill pen recovered from the wreckage of the *USS Arizona* – 18 months after it was sunk on December 7, 1941 Shown with bottle of WW II Sheaffer V-Black Skrip

# The Handiest Writing Set !...

## SHEAFFER'S "TRIUMPH" TUCKAWAY



### FINELINE LEADS

for your pencil—the original, strong, smooth-writing Fineline leads. Developed for Sheaffer by the Jos. Dixon Crucible Co. Economy package, 25c; regular package, 15c.

### V-BLACK Skrip

When writing V-Mail to our men overseas—use V-Black SKRIP! V-Mail letters are photographed on 16 mm. film—flow overseas—reproduced and delivered. Black photographs best and V-Black SKRIP writes black—stays black! Ask for V-Black SKRIP in the 4-oz. DOUBLE SIZE—25c.

Utterly graceful . . . streamlined balance tip to tip . . . the "Triumph" Tuckaway—newest *Lifeline* for men or women—is designed to be carried safely in any position. Both the pen—and the matching Fineline pencil with special rounded tip to prevent jabbing into cloth linings—are clipless! . . . made to fit snugly and securely into shirt, trouser, coat or watch pockets—handbags, almost anywhere! And, men! . . . here's a tip for hot weather comfort and convenience! Carry this handiest writing set safely in trouser pockets when you're without your coat and vest!

Sheaffer makes implements of peace and war. The peacetime products, by their very nature, are much in demand in wartime, but are necessarily curtailed, along with all similar products of other companies, by WPB order. Therefore, they are rationed to dealers and by them to the public. About half as many are available now as in 1941. The men and women of Sheaffer who have been freed from pen and pencil production are hard at work on their war jobs. W. A. Sheaffer Pen Company, Fort Madison, Iowa; Toronto, Ontario, Canada.

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

\*All *Lifeline* 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.

Listen to  
SHEAFFER'S  
WORLD NEWS  
PARADE  
with UPTON CLOSE

NBC Complete Network—Sundays  
2:15 P.M. S.W.T.; 2:15 P.M. C.W.T.  
1:15 P.M. M.W.T.; 12:15 P.M. P.M.T.





'50

THE  
FABULOUS  
50s





# Sheaffer's Presence Worldwide

Following two decades of continuous efforts to overcome limitations and restrictions in the U.S., Americans in the 1950s enjoyed a general resurgence in the arts, the economy, technology, architecture, and fashion. This was the long awaited rebirth promptly coined "the American way of life."

Music experienced an exciting revolution. This was the age of "The King of Rock 'n Roll" – Elvis Presley and a number of others including: Bobby Darin, Pat Boone, Ray Charles and Chuck Berry, the likes of whom had virtually replaced the Big Band sound of the 40s.

The movie industry introduced the "star system" in its studios, playing on the glamour of the leading actors and actresses rather than the story line itself. Following these storied idols provided the public with fanciful hope and enthusiasm that had been lost during the previous two decades.

On the other side of the Atlantic, a parallel process was transpiring. Obviously, the post-war advances in communication and the surging airline industry were major catalysts. These two developments, for instance, opened the door for Sheaffer to host its International Convention in Fort Madison in 1956. Representatives for the brand from seventy countries around the globe met and mingled for the first time. Sheaffer distributors from Asia, Africa, Europe, Latin America and Australia attended, as well as representatives from Canada and Mexico – Sheaffer had gone international.



Rare PFM (Pen For Men) Demonstrator Oversized snorkel with Sheaffer's exclusive inlaid 14K nib Gold filled trim PFM I-PFM II burgundy barrel / Salesman's "Select a pen for every purpose" aid aimed at sales of the Snorkel Autograph, Snorkel Sentinel and Snorkel Valiant

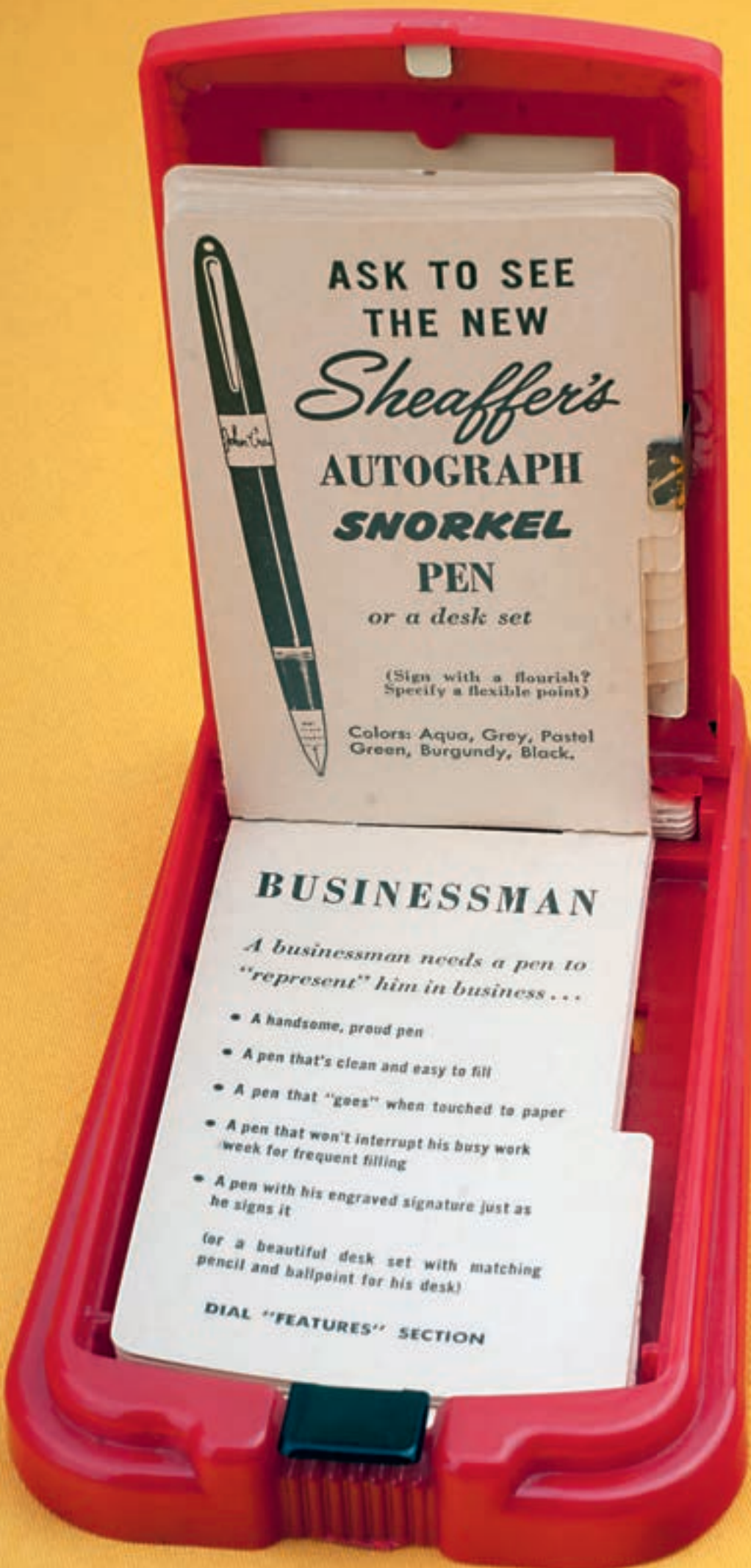
Opposite page: Green PFM IV Rare PFM Demonstrator PFM I-PFM II burgundy barrel



ser a declaré. Par lequel; desquelle Leber  
ux. Somme de Mil. Livres Et de eux  
carame quatre Livres dix. Sol. na  
dit Sieur Leber. Et en presentement ed a  
isi et a declaré. En l'acte content de l'ais  
ie et en cons. ren. denonce a paie  
mai rien. Et de l'acte. Et de l'acte. Et de l'acte.  
dit Sieur (Quebert) et de l'acte. Et de l'acte.  
adites l'acte de. Cinq. Livres. Et de l'acte.  
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ie et en cons. Et de l'acte. Et de l'acte.  
mai rien. Et de l'acte. Et de l'acte.  
dit Sieur (Quebert) et de l'acte. Et de l'acte.  
adites l'acte de. Cinq. Livres. Et de l'acte.







In 1951, cognizant of the Company's history of technological achievements, and celebrating the construction of a new main state-of-the-art manufacturing plant, Craig Sheaffer decided to commemorate the occasion by sealing a time capsule in the wall of the lobby of the new building; the time capsule would be opened fifty years later. (In 2001, the capsule was duly opened. It contained a single pen set and a photograph of W.A. Sheaffer with his father, J. R. Sheaffer, standing in front of the family jewelry and music store in Bloomfield, Iowa – prior to W. A. moving to Fort Madison.) For Craig Sheaffer, these items represented the firm's heritage and the steady, successful course the Company had pursued to 1951. The items also prodded the Company to hold fast to its original tradition of precision engineering, coupled with innovation, dependability, and artistic form.

All the positive indicators at the outset of this decade generated a framework of enthusiasm and stability in the Sheaffer Pen Company. The Sheaffer models produced during the 1950s reflect the feeling of optimism in the country's economic growth and the exuberance of the consumer. The advances in technology and the aesthetic explosion of Art Deco in architecture and industrial design created an additional impact.

In 1951, the fifty-millionth Sheaffer pen rolled off the assembly line to meet the burgeoning world market demand for high quality writing instruments. This fifty-millionth pen, a symbol of the progress possible when management and employees worked together, was presented to the factory employee with the most seniority: a woman who had first started working at Sheaffer in 1916. She had seen phenomenal changes over the previous thirty-five years; hard rubber and lathe-turned caps and barrels were now plastic and injection molded. The Company's sales volume had increased over one hundred times what it had been in 1916. The new \$3,000,000 plant, ready for production in 1952, was designed to produce the best and the finest

Salesman's "Select a pen for every purpose" aid, open to "Sheaffer's Autograph Snorkel Pen"

Opposite page: Lady Sheaffer fountain pens and pencils, first introduced in 1959







Sheaffer writing units ever, while at the same time providing a safe, healthy, and pleasant work environment for its employees.

Piggy-backing on the *Touchdown* filling mechanism developed and introduced in the previous decade, Sheaffer announced its incredibly innovative *Snorkel* pen line in 1952. The *Snorkel*, named after a submarine periscope tube, incorporated the Touchdown filling mechanism with an extensible filling tube to eliminate immersing the point and feed when filling. (First-year *Snorkels* boasted a gold filling tube and are a "must have" for serious pen collectors.) Clear plastic *Snorkel* demonstrator models were frequently used by Sheaffer representatives to demonstrate the new *Snorkel* technology to customers. The innovative mechanism defied pen-filling logic as the pen filled on the downstroke. *Snorkels* can be found with both conventional and *Triumph* nibs in both 14K gold and palladium.

The *Lady Sheaffer*, introduced in 1958, was designed especially for women as a fashion accessory. The model had the already-popular cartridge filling system, but was quite revolutionary in its styling. It was available in a wide variety of colors, finishes and trims. The clipless model could be stowed safely in its own pouch in a lady's purse.

The iconic and highly collectible *PFM (Pen For Men)* was developed and introduced in 1959. This large diameter pen was the first fountain pen ever to have an "inlaid" nib molded directly into the gripping section. The *PFM* is strikingly innovative in appearance, while incorporating the *Touchdown* mechanism and extensible filling tube for a clean, easy filling process.

For the Sheaffer Pen Company, the 1950s proved to be a decade of innovation, growth and stability in a global market.



Selection of various Finline Division writing instruments / Lady Sheaffer clipless fountain pens (3 shown of many patterns) Original finishes designed for women Cartridge fill

Opposite page: Snorkel Valiant cutaway in pastel green with 1st year snorkel tube White Dot, gold filled trim and wide cap band



Pastel colors - so typical  
of Art Deco in architecture  
and High Fashion - can  
be seen on the Sheaffer  
*“Valiant Snorkel”*  
and the *“Sentinel  
Snorkel.”*







2 Statesman Snorkel fountain pens Gold filled trim Palladium silver Triumph nibs 2 TM (Thin Model) pencils Clockwise: Buckskin, Fiesta Red, Pastel Blue, Sage Green





Lady Sheaffer Skripsert Fountain pens. Note the later Lady Sheaffer nib.



4 of the 19 Lady Sheaffer Skripsert designs available





3 Lady Sheaffer Skripsert instruments, each with a different jewel-design cap end Cartridge fill

Black PFM III



# Sheaffer's Selling Points

## 16 WAYS TO PLEASE YOUR CUSTOMERS

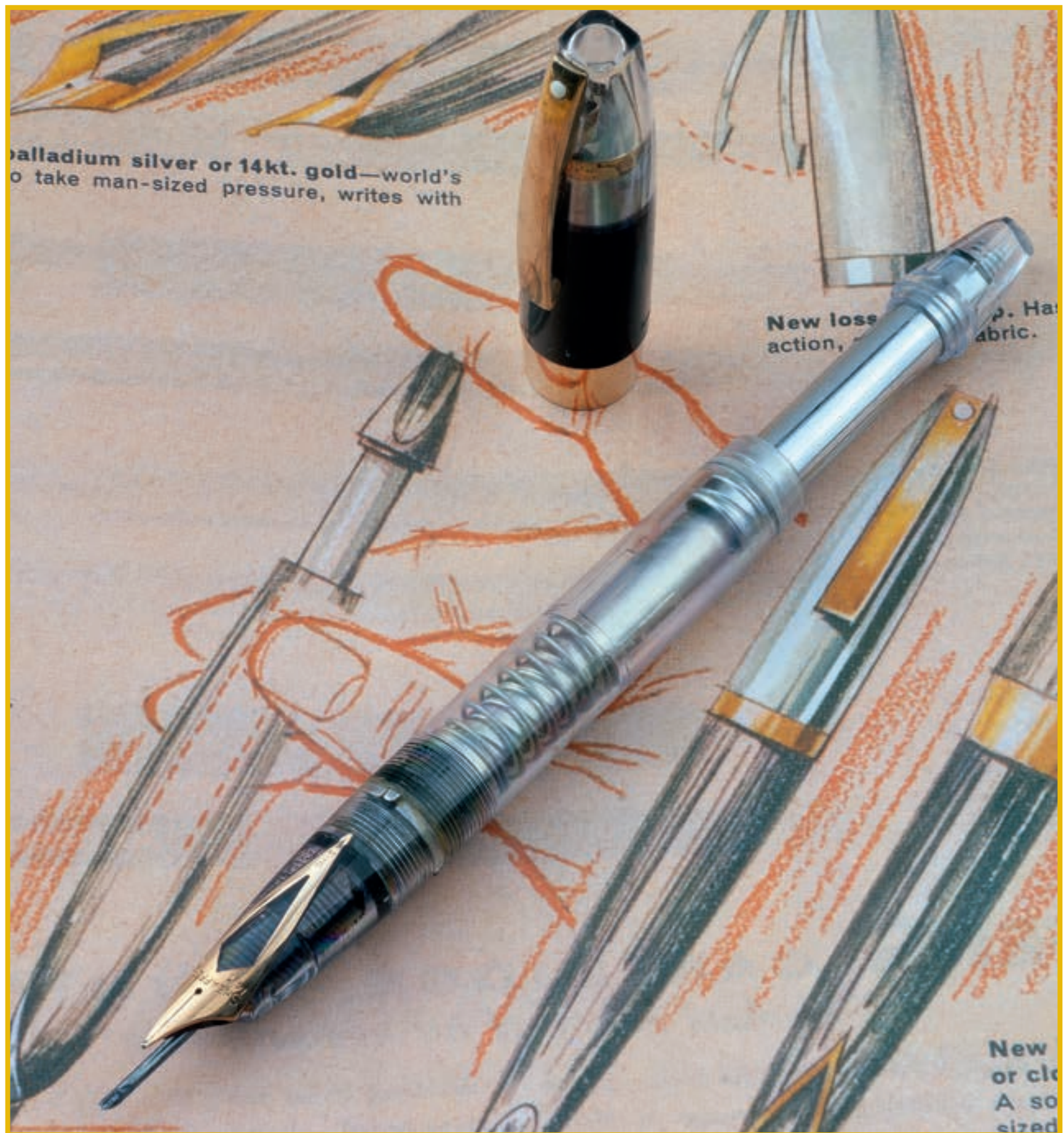
Sheaffer's pens make friends and win customers . . . for you. Yes, even the most critical buyer can select a point to fit his exact writing from Sheaffer's selection of sixteen all-inclusive styles. Out in the open—for all to see—Sheaffer's points are 14K gold, precious metal generously used to create the finest writing instrument anyone has been privileged to own. By all means, give your customers a choice . . . and remember: You make a friend when you sell a Sheaffer's pen!



**SHEAFFER'S**  
America's *First Choice*

W. A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA, U. S. A. • IN CANADA: MALTON, ONTARIO





PFM Snorkel demonstrator in clear plastic with Sheaffer's first 14K inlaid nib Gold filled trim PFM advert / Opposite page: Valiant TM advert, 1952



# COMPARE

# Sheaffer's

# TM\*

## WITH ANY OTHER PEN IN THE WORLD!

### TOUCH DOWN

*plus*

#### INNERSPRING CLIP

A Sheaffer exclusive! Holds fast to any fabric, thick or thin. Self-adjusting. Won't spread or bend under any normal conditions.

### TOUCH DOWN

*plus*

#### AIR-SEAL HUMIDOR CAP

A Sheaffer exclusive! Cap screws on barrel, enclosing point in airtight chamber. Point stays moist, ready-to-write. A positive seal not found in less efficient, slip-type caps.

### TOUCH DOWN

*plus*

#### TM DESIGN WITH GREAT CAPACITY

A Sheaffer exclusive! New slimmer, trimmer TM design provides perfect balance in the hand, yet Touchdown gives large fluid capacity because it fills brim full.

### TOUCH DOWN

*plus*

#### SHEAFFER'S EXCLUSIVE POINT FASHIONED FROM A 14K KING

More gold, more value, more smooth writing pleasure. Ground in 16 individual styles.

*\*THIN MODEL*

Exclusive pen design by Sheaffer's



### TOUCH DOWN

The sensational one-shot pneumatic filler. Fills full on one downstroke, cleaning the pen in the same operation. Just 10 seconds instead of the minutes required for other less positive fillers.

If you got nothing more than *TOUCH DOWN* you'd get more for your money. Ask your dealer to demonstrate *TOUCH DOWN* one-stroke filling—then make your own comparison!



*Valiant TM\**

One of the famous "White Dot" family. There is a Sheaffer's Pen to fit every hand and budget!

## SHEAFFER'S

WHITE DOT OF DISTINCTION

W. A. SHEAFFER PEN COMPANY, FORT WORTH, TEXAS, U.S.A. IN CANADA: WALTER DUNBAR

COPYRIGHT 1944, W. A. S. P. CO.





**The Sheaffer was made for state occasions.  
It gives your writing a touch of diplomacy.**

In Sheaffer Desk Set today the most  
by world-famous Sheaffer pen is  
given to a world of people.  
And the new gold Sheaffer writing is still  
the most elegant and practical and money  
to Sheaffer Desk Set is an extraordinary gift  
for anyone who appreciates the finest in  
the world of writing.

**Sheaffer Desk Sets**

1965...and to 1966...and to 1967...

**"The Christmas Gift"**  
featuring a galaxy of new Sheaffer stars



**SHEAFFER'S**

1965...and to 1966...and to 1967...



**When you wear a TV set on your wrist...  
you can still be writing with your 1963 gift:  
the Sheaffer LIFETIME® Fountain Pen**

Sheaffer introduces the one pen as  
nearly perfect it's guaranteed for life.  
Please write your name with this new  
pen. Feel the comfortable "give" of  
the 14K gold point. The craftsmen  
at Sheaffer have created their "per-  
fect point" - making the 14K gold for  
extra strength - gently covering the  
point spread (the exclusive Formed-  
up Tip) to make your signature as  
personable as your handwriting.  
We sincerely believe you'll experi-  
ence such a smooth writing sensation  
you'll never want another pen (even  
in the 21st century).  
Don't you know someone who de-  
serves a gift as fine as the Sheaffer  
LIFETIME Fountain Pen?

**SHEAFFER'S**

Advertisement prepared by  
Sweeney International, Inc., 401, South  
Broadway, New York, N.Y. 10038  
© 1963 Sheaffer Pen Co., St. Louis, Mo.



**Easiest way to fill a fountain pen (and a gift list)**



**SHEAFFER'S**



**SHINE IN  
SCHOOL  
WITH  
SHEAFFER'S**

**NO WEEP!  
NO SKIP!  
NO GOOP!**

**THE ONLY BALLPOINT THAT WRITES WITH SKRIP!**

It's what's ON the ball that makes the big difference in how a ballpoint  
writes...and only Sheaffer's writes with new "Dokumental" "SKRIP" Sharp  
ballpoint fluid. It's the cleanest and most free flowing ballpoint fluid in the  
world...and it's a Sheaffer exclusive. So, when it's time  
to make "trial" and "sketch" - learn the writing to  
Sheaffer's all-new ballpoint. Choose from 4 smart colors.

**\$149**

**SHEAFFER'S**

**For smooth,  
easy writing  
there's no  
substitute  
for a true  
fountain pen**

**THE POINT'S THE REASON!**  
This Sheaffer point is pre-  
cision-ground for effort-  
less, personal writing in  
the style you prefer—from  
extra fine to extra broad.  
And 14K gold has a knack  
of adjusting to your way  
of writing.

**GIFT DAYS AHEAD!**  
Thinking of Mother's Day?  
Father's Day? Graduation?  
Wedding gift? A Sheaffer  
writing instrument is a gift  
that says thank you every  
time it is used.

From \$10.00 (Sheaffer's new  
inspired pen, \$12.00,  
selecting pen, \$15.00)

**SHEAFFER'S**



**"Here...use my Sheaffer"**

**New "TVI" Cartridge Pen has a point like pens costing much more**

Don't you wonder why you're not at the point  
of a Sheaffer pen? It's the TVI Cartridge Pen  
with precision point - the kind of smooth writing  
the TVI Cartridge Pen has a point like pens costing much more.

**SHEAFFER'S**

**Today's Biggest  
Ballpoint Buy!**

**SHEAFFER'S SPECIAL!**

- Features the all-new Sheaffer Stylor Stylor (complete with nib) **\$2.49**
- Plus an extra nib **79¢**
- Plus "1-Step Stylor" to Speed Handwriting! **FREE**

**REGULAR VALUE \$3.28**

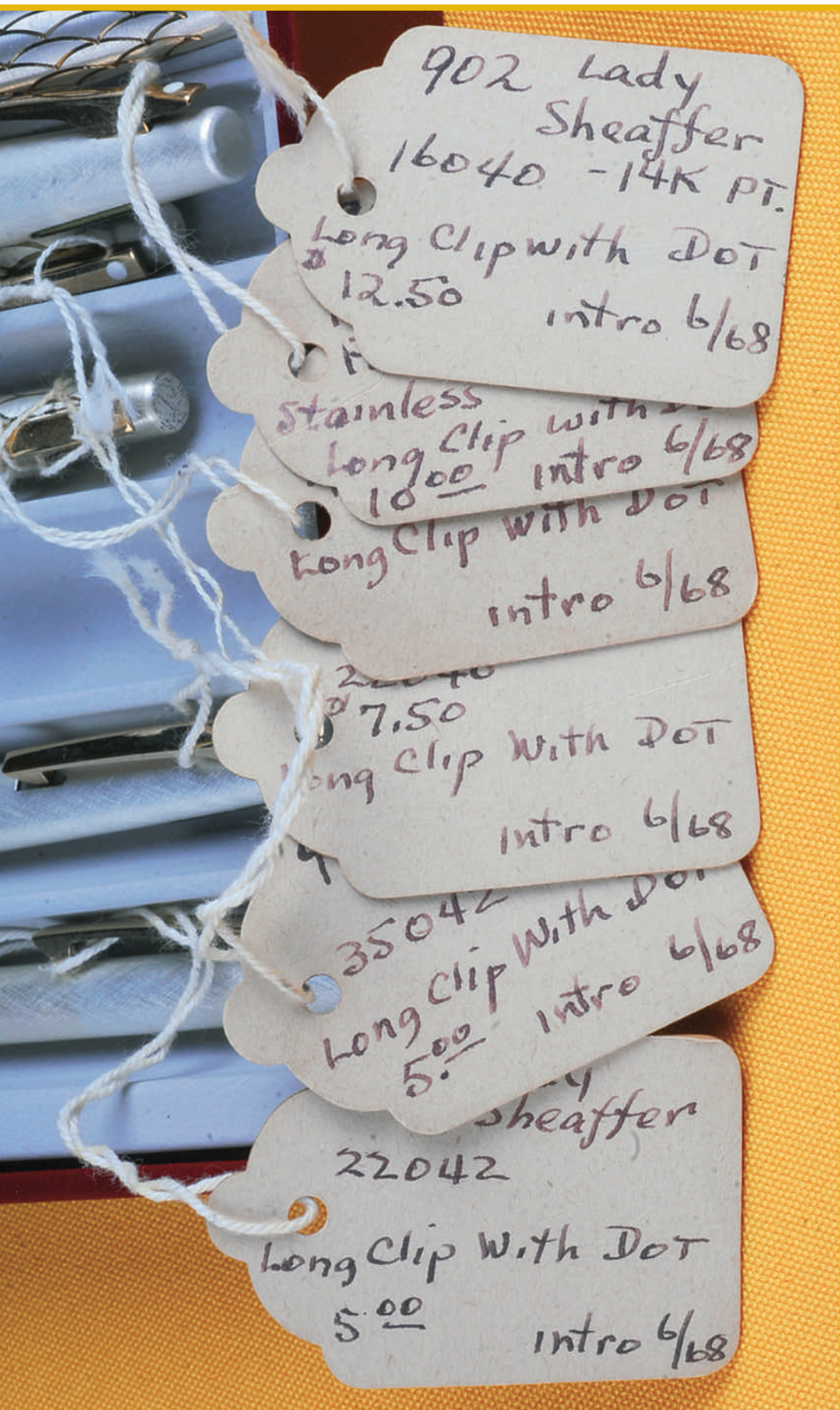
**NOW JUST 98¢**

**SHEAFFER'S**

'60

THE  
SWINGIN'  
60s





# Profound Changes Worldwide

Curvaceous screen idol Marilyn Monroe died tragically in this decade and a group of young musicians – The Beatles – were discovered, with their distinctive “Liverpool Sound.” “Beatlemania” and London’s Carnaby Street fashions dominated nearly every country in the world.

The 1960s were indelibly marked with turbulent events. This was the decade of the Vietnam War, Mao Tse-Tung’s Cultural Revolution, the deaths of John Fitzgerald Kennedy, Martin Luther King, and “Che” Guevara in Bolivia. Fidel Castro’s Cuba allied itself with Khrushchev’s U.S.S.R.

While the world was experiencing profound geo-political transformations, humankind was looking up at the stars with increased interest. It was not enough to study the Universe through dusty old books. The first photographs of Earth were snapped by Russian satellites; then, shortly thereafter by the U.S. satellite, *Tiros I*, which transmitted the first images of Earth taken from space for all to see. The Space Race between the U.S. and the U.S.S.R. during this period heated to a frenetic pace, with both countries competing to be first in space technology and astronaut achievements.

A most spectacular feat took place on July 20, 1969 when two American astronauts – Neil Armstrong and “Buzz” Aldrin, landed the lunar module on the surface of the moon while a third crew member, Michael Collins, circled the Command vehicle for some twenty-two hours awaiting their return from the momentous exploration. Armstrong, upon stepping out of the Module onto the moon’s surface, uttered the phrase that was heard around the world, “That’s one small step for a man, one giant leap for mankind.”

Production inventory identification tags for Lady Sheaffer fountain pens

Opposite page: Black and chrome cartridge fountain pens: 1 with conventional nib and

1 with bottle-nosed nib



lancé en conséquence il deno  
en prétendant mander  
Quebec ni a l'autre  
partie de la langue  
nt en, ncip qu'inte  
l'al'as, a quelle  
esente nt de tre le  
un iv troi quin M  
ngt tri Et l'eux tro  
dent el q' Dece  
e cent rix a Deux  
Son el D' mille  
ram mat Livres  
el ie Lebo S en pr  
si et de da En l'ave  
ie et n con quence  
rien prétend  
bert M







The Hippie Movement sprang up, and its social and cultural expression, its "Flower Power," would endure throughout the decade. The year 1969 saw the wildly memorable Woodstock concert in New York State, an event that made a lasting impression on an entire generation of young people because the decade was, after all, the decade of youth – of their rebelliousness and their hope in those troubled times.

## Sheaffer Celebrates 50 Years

The 1960s were important years for Sheaffer also. In 1963, the W.A. Sheaffer Pen Company celebrated its 50th Anniversary. The gala event was attended by a number of celebrities who lauded the courageous leadership and foresight of Walter A. Sheaffer and his son, Craig. In commemoration of this special anniversary, Sheaffer launched a new *Lifetime* pen, the first since 1947. During the 1960s, a number of circumstances dictated a change in the course of the Company.

Early in the decade, Craig Sheaffer died, leaving behind a sense of great loss within the Company. Walter Sheaffer II was the first to succeed Craig as President. Then, in 1964, Walter II was named Chief of the Governing Committee; and for the first time in the history of the Company, a President from outside the Sheaffer family was named – John Keenan. Two years later, in 1966, following months of negotiations, Sheaffer's stockholders voted to sell the brand to Textron, Inc. – a corporation based in Providence, Rhode Island that produced and marketed a variety of consumer goods. As a part of the Textron organization, Sheaffer was one of twenty-five operational divisions and companies producing and selling well-known consumer products.

Solid brass base with agate inset P30 Electroplated fountain pen with 14K nib – Part of Connaissance series

Opposite page: Sheaffer simulated pewter and green leather desk ensemble -Ballpoint pen and ashtray / Solid walnut, orange Art Deco desk base and matching ball point







In 1961, the Company introduced a retractable ballpoint pen with a Safeguard actuating mechanism on the clip itself. This ingenious innovation made it impossible to clip the pen in a shirt or jacket pocket when the writing tip was extended. The "reminder clip" thus prevented unwanted ink stains.

Another success during this decade was the series of eight desk sets custom-designed for Sheaffer by Lenox, world-famous maker of fine china. Sheaffer completely redesigned the *Skripsert* pen for this series, which is highly valued by pen collectors today.

Other significant examples of Sheaffer technological research and development in writing instruments during this period, included the *Smooth Squeak* color markers which ensured the user a steady, consistent line without gaps; the *Guys and Dolls* line, a large diameter colorful pen with flat cap and barrel ends; the *PUT-ABLE* desk set with adhesive base that could be securely applied to almost any surface anywhere. The first pen in the *Vintage* line was also born during this decade. Interestingly, this pen recreated the early writing instruments by W. A. Sheaffer at the start of the 20th Century. Sheaffer's Research and Development team developed a "convertor" for use in cartridge pens, thus adding a self-filling option.

Special *Snorkel* desk sets were designed for the Lincoln Historical Associates. Each contained an authentic piece of original brick from Abraham Lincoln's Springfield, Illinois home, purchased by the State of Illinois in 1954. The best pieces were treated with a preservative before mounting them on a desk base. Former U. S. President Richard Nixon was one of the owners of these prized desk sets.

In this decade, Sheaffer's traditional role of Research and Development was boosted by an R & D expansion and related staff training. Technological advances and a thirst for new products by

Square Lenox china base with Lady Sheaffer desk pen

Opposite page: Cartridge fountain pens in bright colors / Chrome and black pencil









consumers were familiar factors that Sheaffer had always dealt with well. Intent on demonstrating that its historical ability to produce quality, well-designed writing instruments was alive and flourishing, the Sheaffer Pen Company, now a division of Textron, Inc., was ready to meet the challenge.

The same Sheaffer tradition of creating modern, state-of-the-art writing instruments, while respecting the history that identified the brand, would continue to be perpetuated during the 1970s when pen design would once again take center stage. . .

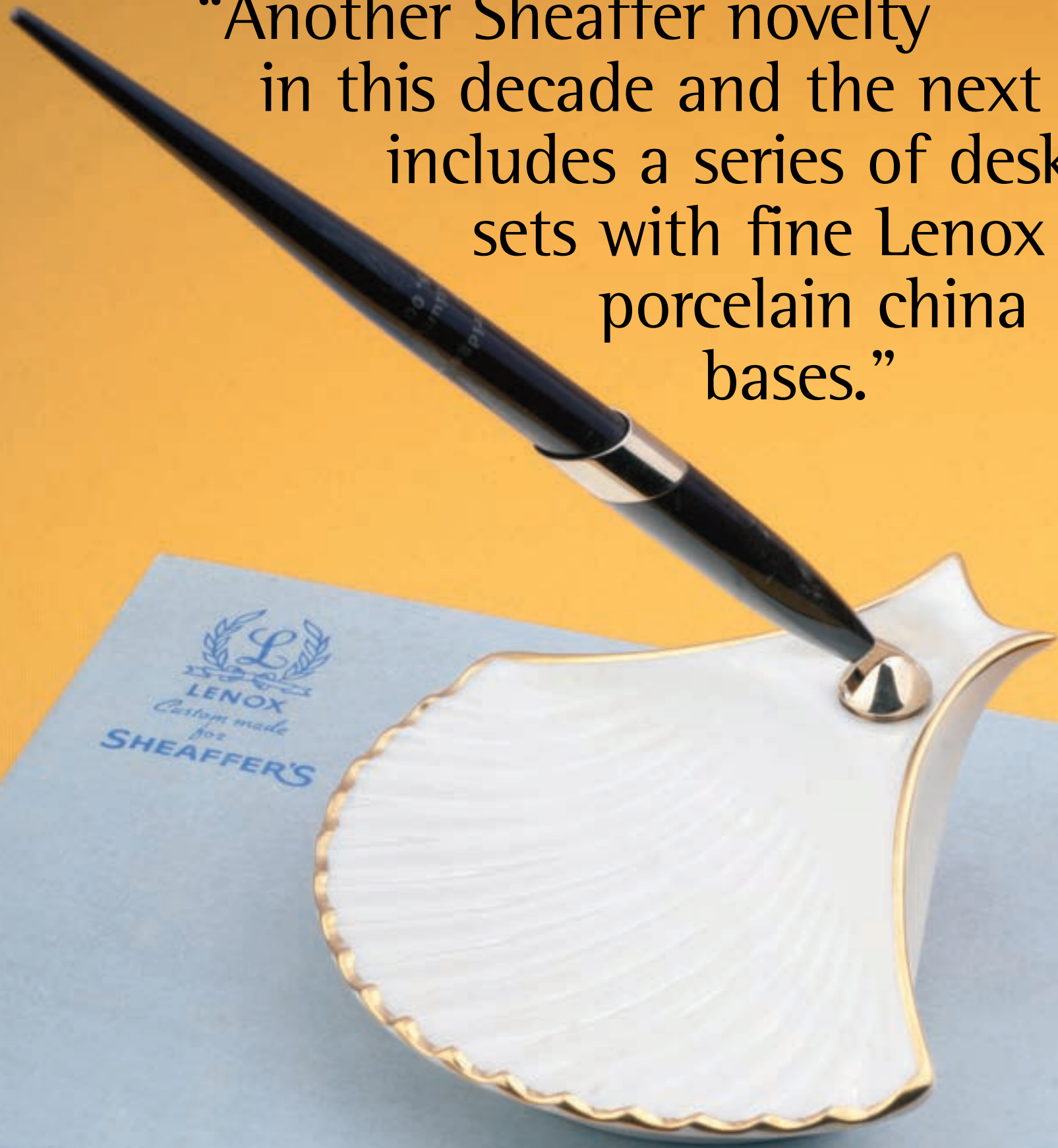
Guys & Dolls line of large diameter pens with flat ends Similar in design to much earlier Lifetime pens Precursor to NoNonsense line

Opposite page: Sheaffer Lenox china desk set Shell-shaped base Fountain pen





“Another Sheaffer novelty  
in this decade and the next  
includes a series of desk  
sets with fine Lenox  
porcelain china  
bases.”







"Reminder clip" ballpoint pens Left: with perpetual calendar Right: with White Dot



This is a photo of actual high school students. If you would like their names and addresses, send a post card to W. A. Sheaffer Pen Co., Fort Madison, Iowa.



*"Here...use my Sheaffer"*

## *New \$1.95 Cartridge Pen has a point like pens costing much more*

*Good news — whether you're editor of the school newspaper or a student facing a Monday morning exam. Sheaffer tips its \$1.95 Cartridge Pen with precious metal — the kind of smooth writing tip formerly found only in luxury pens costing much more.*

*Fill this pen anywhere. Just drop a leakproof cartridge of Skrip writing fluid into the barrel. You're back in business. Without blue thumbs. Without messy ink bottles.*

*Isn't it nice to know that you can buy this pen for only \$1.95? Other fine Sheaffer pens \$1.00 and up.*

### **TRY A TWOSOME!**

Give yourself Sheaffer's \$4.95 set! This handsome, gift-boxed twosome teams up Sheaffer's popular \$2.95 Cartridge Pen with a matching Sheaffer pencil. Besides, you get four free Skrip cartridges, the only cartridges that coax a top performance from your pen every time.

Go ahead! Be good to yourself! Try a Sheaffer Twosome!

©1964, W.A.S.P. Co.



**SHEAFFER**  
your assurance of the best





WASHABLE BROWN  
**Skip**  
WRITING FLUID  
WASHES FROM WASHABLE FABRICS  
**SHEAFFER'S**  
14  
SUCCESSOR TO INK

WASHABLE BROWN  
**Skip**  
WRITING FLUID  
WASHES FROM WASHABLE FABRICS  
**SHEAFFER'S**  
14  
SUCCESSOR TO INK

Lighten cap, tip bottle to fill the well

This advertisement appears in Tobacco Leaf—November 15, 1960

### Can you answer these 6 easy questions about the writing accessories business?

A 60-SECOND QUIZ FOR PROSPECT-MINOR RETAILERS

**Q** How much extra business should you expect from writing accessories for every \$1 in sales of writing instruments?

**A** 91¢

**Q** What writing fluid accounts for 75% of the consumer ink business because it has the greatest customer acceptance?

**A** **Skip** Writing Fluid

**Q** What cartridge for cartridge fountain pens accounts for 90% of the total cartridge fountain pen sales (all others combined)? Over 110,000,000 sold last year alone!

**A** **SHEAFFER'S Skip** CARTRIDGES

**Q** Which brand and manufacturer is the only one with a king-sized supply of famous **Skip** writing fluid—fits all **Sheaffer** ballpoints?

**A** **Sheaffer's**

**Q** Which brand of writing accessories makes off your shelves the fastest?

**A** **SHEAFFER'S**

Want the business? Then make further profitable trading. Just call Mike Keith at the W. A. Sheaffer Pen Co., Fort Madison, Iowa, for the story of Sheaffer's Popular Price writing instruments and accessories.

© 1960 W. A. Sheaffer Pen Co., Fort Madison, Iowa. All rights reserved. No part of this advertisement may be reproduced without permission.

Advert: Sheaffer writing accessories

NOW SHOWING

# "The Christmas Gift"

featuring a galaxy of new Sheaffer stars

"...brilliant"



Stylish, brilliant chrome ballpoint and pencil set, \$10.

"...classic"



Rubbed-walnut base Sheaffer desk set with matching pen and ballpoint, \$25.

"...will live forever"



Famous Sheaffer Lifetime® pen has 14K gold inlaid point, available with Skrip® cartridge and Skrip® converter, \$12.50.

"...tip-top performance"



Stylpoint® Cartridge Writer, a completely new experience in writing, \$1.00.

"...tasteful elegance"



Elegant gold electroplated ballpoint, \$7.50.

"...economy price"



The Sheaffer ballpoint with exclusive Safeguard® Clip, \$1.95.

©1965, W. A. Sheaffer Pen Company, Fort Madison, Iowa

Sheaffer ballpoints, pens, pencils, cartridge writers, matching sets and desk sets range from \$1.00 to \$225.00.



**SHEAFFER®**  
your assurance of the best

Life - December 3 and December 17, 1965

This advertisement will also run in 43 major newspaper Sunday Supplements





'70

THE  
DAZZLING  
70s





Illi style desk base and bookends Distinctive sculptured stone base, designed by noted painter and sculptor, Rodney Winfield White Dot fountain pen



SHEAFFER. 94

# Modernism Peaks

Although the Modernity Movement was conceived earlier in the 20th Century as artistic, musical, literary, and architectural, it was only in the 70s that the design of each object manifested itself in both private and public spaces.

In practically every aspect of modern life, cosmopolitan visual aesthetics swept in a new wave of change in the 1970s with respect to shapes, styles, colors and materials (like plastic and lightweight alloys).

Pop Art and Minimalism – the last two artistic movements to be considered in Modernism – began to shoulder aside Art Deco that had held sway in the modern aesthetic scene for quite some time. Andy Warhol, with his flamboyant flair for pop artwork, became an icon of the period.

Young people danced to *Disco, Symphonic and Melodic Rock* with themes based on medieval tunes and harmonies. Even old hymns were rejuvenated and syncopated. Rhythms from the Caribbean and Brazil, such as the *Lambada, Calypso and Bossa Nova* were popularized. The Argentine *Tango* became a familiar sound in the U.S., Europe, and even Japan.

Many moviegoers believe that the 70s produced some of the best films ever. Among the most remarkable are Woody Allen's *Manhattan*, the science-fiction *Star Wars* series. Audiences around the globe thrilled to *Rocky, Apocalypse Now*, and the great musical movie *All That Jazz*. Not to be forgotten either are *A Clockwork Orange, The Godfather, Straw Dogs*, and *Carrie*.

Medical science made great strides in both technology and nuclear medicine. Non-invasive imagery such as Ultrasound made it possible to diagnose various illnesses and conditions in the human body. In 1972, the first computer-assisted tomography was clinically tested in the U.S. and Great Britain. The first successful Magnetic Resonance examinations in humans were performed in 1977 by an American doctor, Raymond Vahan Damadian. Today, these revolutionary 1970s medical breakthroughs are commonly utilized the world over.

Major developments, notably in computers and other electronic devices, supported miniaturization – thus reducing cost. This was due primarily to the introduction of micro-circuitry and the use of silicon chips to form integrated electrical circuits. A significant end result was the disappearance of Processing Centers for large companies and the appearance of desktop computers in small businesses and private homes.

Yet another breakthrough in this dazzling decade came with an Anglo-French venture: the supersonic *Concorde*. Flying at stratospheric heights, this modernistic airplane made it possible to connect people in Europe and North America in a mere three hours and forty minutes.

NASA's Space Program continued to flourish with photographic fly-bys to Venus, Mars, Mercury, Jupiter and Saturn. In 1975, astronauts from the U.S. and the U.S.S.R. rendezvoused in Space.

Opposite page: The Targa line offered more than seventy different finishes including brushed steel, engraved sterling and solid gold. Available in regular Targa and slim Targa Fountain pens with inlaid nibs. The Targa line also included ball points, markers, roller balls and pencils.





Sheaffer Targa 1005 fountain pens in Classic and Slim diameters (1981)

Sheaffer Targa 1000 fountain pen and ballpoint Chrome plate







Targa regular and slim fountain pens in highly desirable metal finishes. Note the factory tag on the 1005 model.





Beautiful polished agate AG40 double desk set



Petrified wood base with B5 ballpoint pen





Sheaffer Special Limited Edition desk set, commissioned from Royal Doulton 5,000 pieces White Dot, cartridge fill fountain pen Handmade, hand decorated porcelain desk set in original presentation box



Close up: Sheaffer Special Limited Edition desk set, commissioned from Royal Doulton



“Sheaffer marketed the retro-designed *Nostalgia* – a high-quality filigree pen, reminiscent of the 1920s – originally available in sterling silver and gold.”



# *Nostalgia* and Innovation at Sheaffer

In 1970, in keeping with the celebration of producing fine writing instruments for more than sixty years, Sheaffer marketed the retro-designed *Nostalgia* – a high-quality filigree pen, reminiscent of the 1920s – originally available in sterling silver and gold models. Both models featured a 14K gold nib. When George H. Walker Bush was inaugurated the 41st President of the United States in 1989, a friend presented him with a Sheaffer sterling silver *Nostalgia* fountain pen engraved with his initials: G.H.W.B.

After a decade of intensive research and design in the '60s, Sheaffer in the '70s was ready to meet public demand for hi-tech, visually-pleasing products among writing instruments. In high contrast to the *Nostalgia*, Sheaffer created the modern *Targa* line of pens – an absolutely new minimalist design that incorporated a highly-functional finish. The *Targa* fountain pen with its inlaid nib (as originally introduced in the *PFM*) was first launched in brushed steel in 1976.

The 1970s *Targa* Collection marked a dramatic change in Sheaffer's pen design: from spindle-shape to absolute geometry; from heavy to delicate; from dark hues to bold and bright – over seventy different finishes in all. Even the heretofore iconic Sheaffer clip was redesigned for the *Targa* Collection – replaced with a unique and very attractive slotted clip bearing the quintessential Sheaffer White Dot.

Among the notable models was the *Targa* 1000, a chrome-plated pen boasting a lined pattern, chrome trim and a steel nib available in

XF, F, M, B, and S point grades. Sheaffer also produced a *Targa* 1000 ball point. The *Targa* 1005 was a later gold-plated model with a similar lined pattern and gold clip. As with the Model Number 1000, all point grades were available. Model 1024 in sterling silver had vertical-line engraving and chrome-plated trim. The *1097 Targa Masterpiece*, produced in France in 1982, was an 18K solid gold pen with "basketweave" engraving. The "basketweave" design was the second and most popular of the *Targa Masterpiece* designs.

In March 1976, the Company founded by Walter A. Sheaffer merged with the Eaton Paper Company in Pittsfield, Massachusetts. Eaton, a Division of the Textron Corporation, was a well-known brand in the paper industry, founded in the previous century. It produced a top-grade line of products for domestic and corporate use: fine stationery, file covers, personal diaries, calendars and accounts books plus myriad other printed materials for offices and schools. Sheaffer Eaton moved corporate headquarters to Pittsfield.

Besides maintaining its home office and a manufacturing plant in Pittsfield, the Sheaffer Eaton Division had production sites in Fort Madison, Iowa; Pawpaw, Michigan; and McMinnville, Tennessee. Additionally, Sheaffer Eaton secured foreign licenses and opened a number of offices and plants outside the U.S.

The 1970s was an era when Modernity was "king" and Sheaffer Eaton royally hit the mark with its quality, aesthetically-pleasing writing instruments.





A limited edition of this commemorative White Dot Pen available at selected stores.  
Each with registered serial number. 14K gold or silver filigree. From \$180.00

NOSTALGIA/1924

SHEAFFER • still the proud craftsmen

W. A. SHEAFFER PEN COMPANY, A  COMPANY, FORT MADISON, IOWA 52627







SHEAFFER.

**Targa 1005**  
Gold-plated water-resistant car pens, pen-lined with 14kt gold instant-ink, matching ballpoint, rolling ball pen and pencil.

SHEAFFER L. & CO. INC.

JEWELRY COLLECTION

SHEAFFER.

SHEAFFER.

MASTERPIECE

SHEAFFER.

What do you get when you add six brilliant new ideas to six colorful conversation starters?

SHEAFFER.

SHEAFFER.  
JEWELRY FOR WRITING

SHEAFFER.

**Targa 1001**  
Water-resistant with bright chrome-rip, pen-lined with stainless steel instant-ink, matching ballpoint, rolling ball pen and pencil.

SHEAFFER L. & CO. INC.

'80

CHANGING TIMES  
IN THE  
ELECTRONIC  
ERA





In the 80s, the word "technology" came to be widely associated with all the new consumer gadgets appearing on the mass market. A seemingly endless stream of electrical and electronic products was considered "indispensable" in both the home and the office. Personal computers, microwave ovens, VHS movie cameras, the Walkman and the Fax machine are only a few such gadgets. These handy, highly-appreciated objects brought with them the advantage of immediacy, practicality, and independent action – apart from the fact that they were also viewed as status symbols. Scientists and engineers achieved major breakthroughs in this cybernetic race and managed to insert the microchip into the consumer goods market. Video games appeared in the 1980s as a new digital culture. Today the digital culture has grown exponentially to provide a new way of learning, of interaction, of thinking, of entertaining, of distracting...

"Contemporary" art appeared on the scene – not as a school or movement as such, but more of a trend, not directly connected to aesthetics. Contemporary art, music and dance became familiar modes of self-expression. The age can best be described as purposeful and revisionist – and noticeably free from academicism.

In the mid-80s, the relationship between the two world superpowers (the U.S. and the U.S.S.R.) warmed considerably, largely due to the policies known in the West as Glastnost (transparency of leadership in the public sector) and *Perestroika* (political, social and economic restructuring). The most telling symbol of this breakthrough between the two great powers was the tearing down of the Berlin Wall in 1989, signaling the end of "the Iron Curtain" which had divided Europe since the end of WW II. Moving forward, many companies including Sheaffer would be able to tap into new markets thanks to this momentous occurrence.

Another noteworthy development in the 80s was the appearance of multi-media conglomerates. The giant television network CNN made its debut as an overriding news and entertainment medium – airing "live" on all of the continents of the world.

Opposite page: TRZ fountain pens with TRZ progressive nib die. The TRZ was introduced first only as a ball point and later transitioned to a fountain pen and roller ball





Crest line Modeled after the iconic Triumph with conical style nib Available in laque, nova laque, opalite and metal finishes, including 23K gold electroplate, palladium and sterling silver





Closeup: Crest line Modeled after the iconic Triumph



# Winds of Change for Sheaffer

During this decade's early years, Sheaffer Eaton R & D engineers continued to update and improve its line of writing instruments. A notable contemporary design trend for a medium-priced line appeared in 1981 under the name *TRZ*. The following year, an innovative propelling pencil featuring continuous feed and a push-button mechanism was introduced.

At the same time, new facilities were designed with the express purpose of applying the very popular writing instrument finishes in colorful lacquer and enamel. Sheaffer's "Laqué" writing instruments were finished with seven individually buffed coats of lacquer. A "clean room" was designed for the Fort Madison plant to perform lacquering operations that had previously been overseas. The room contained high efficiency filters to keep out lint and dust, circulating fans, epoxy-sealed walls and floors, lint-free caps and smocks for workers, and a special mat at the entrance to trap dirt and dust on the shoes of those entering. All parts entering the "clean room" were subjected to an "air shower." Such was Sheaffer's mission to produce the perfect final finish on each writing instrument in the Laqué line.

The multi-colored *Kaleidoscope* line was expanded during the 80s with contemporary comic personalities as well as with a new mix of brilliant colors and pastel shades.

In 1987, the Company introduced a new line of pens with an inno-

vative grip – the *Delta Grip*. This all-important part of the pen's body was carefully designed with three grooved surfaces, each separated by smooth curves, for comfort and ease of writing.

To comply with changes in the firm's strategic objectives, Textron sold its Sheaffer Eaton Division in the summer of 1987 to Gefinor U.S.A., Inc., a branch of a Luxembourg investment bank, based in Geneva, Switzerland.

The Division was reorganized under Delaware law as a new company under the name Sheaffer Eaton, Inc. International offices were also reorganized as subsidiaries or branches of Sheaffer Eaton, Inc.

In January 1989, Sheaffer Eaton, Inc. moved its home office and its plant administration offices to the Crownmark Plant in Lincoln, Rhode Island. (The Sheaffer offices had been temporarily based in Lenox, Massachusetts during a brief period in 1988.) That same year Sheaffer launched its famous *Targa* pen in a brass finish model, the *Targa 1020 Imperial Brass*.

The new Sheaffer *Crest* line was first reintroduced in England in 1989 in four different models. The line was later moved to the U.S. where production continued well into the 90s.

At the end of the 1980s, Sheaffer Eaton, Inc. was positioned to successfully meet the promise and challenge of the final decade of the 20th Century.



Targa 1020 Imperial Brass, introduced in 1989

“At the end of the 80s, Sheaffer launched its famous *Targa* pen in a brass finish model.”





NoNonsense "Play Pen" Cap has grid of random letters and a cursor to use in playing anagram-style games / More NoNonsense pens





What do you get  
when you add  
six brilliant new ideas  
to six colorful  
conversation starters?





Grande Connaisseur fountain pens in black laque and tortoiseshell



Grande Connaisseur ballpoints in tortoiseshell, black laque and sterling silver



A selection of Targa writing instruments





Top to Bottom: NoNonsense, NoNonsense Vintage and NoNonsense last generation pens





Delta Grip instruments with comfortable gripping section: 3 curved smooth areas alternating with 3 flat grooved areas Available in fountain pen, ballpoint and roller ball





Connaissanceur fountain pens in burgundy, ivy green and blue



●  
SHEAFFER®





'90

THE GLOBAL  
NETWORK  
- A REALITY



SHEAFFER'S  
**BALANCE**  
LIMITED EDITION



The world took on a new dimension in the 90s with the appearance and wide acceptance of the World Wide Web. This was an informatics interface that, for the first time in human history, allowed instant and universal audiovisual communication at a time when every imaginable type of digital information circulated at warp speed.

A new language permeated every aspect of private, public and business life while social conversation was plagued with neologisms like "email," "web browser," and "blog" – to name only a few.

At about the same time, the first portable cellular telephones appeared. These unwieldy "bag" phones quickly evolved into pocket-sized phones offering unimagined multimedia options. The CD emerged as a new format for storing digital information, replacing vinyl recordings, cassettes, and the unreliable diskettes for computers. Digital devices and tools were so quickly absorbed across cultures that they seemed always to have been a part of daily life.

Contemporary Art also began to embrace Digital Art, making room for multimedia works. The traditional Venetian Biennale was one of the most notable scenarios for this type of art, together with similar venues in Berlin, Sao Paulo, New York, and Geneva.

The breakup of the U.S.S.R., the Middle East as an emerging focal point in world diplomacy, the formation of the European Union – the whole process of globalization coupled with the informatics explosion took the 90s by storm. It was a time of no-set-limits, a world without frontiers in which an individual was a citizen of the larger planet.





# Sheaffer and Bic

During this decade, Sheaffer concentrated both on the launching of new products and technologically updating and re-engineering the best of previous lines.

By 1992 all production of the Sheaffer *Crest* line had been transferred to the USA. The successful, updated *Crest* – torpedo-shaped like those of the 50s and 60s – was modeled after the *Triumph* with a conical style nib and was available in the early 90s in fountain pens, roller balls and ballpoints. Finishes available were lacquer, opalite and a variety of metal finishes, including 23K gold plate, palladium and resin.

The design of the *Triumph Imperial* series, launched in 1995, harkened back to the squared-off pen designs of the 70s. However, this re-engineered series featured a fountain pen with a gold plated Sheaffer inlaid nib as well as roller balls and ballpoints. Finishes were offered in gold plate, palladium, and plastic.

The *Legacy* line was first launched in 1995. In appearance, *Legacy* resembled the wildly-popular *PFM*, but the filling system was modernized from the 50s *Snorkel* to a much more practical choice: touchdown system, and later cartridge/convertor. This first series was available in fountain pens, roller balls and ballpoints. *Legacy II*, launched by Sheaffer in 1999 in three different series, was redesigned with more-rounded ends. It was also available in fountain pens, roller balls and ballpoints. By the end of the 90s, the *Legacy* had become the flagship for the brand. A luxury, medium-sized writing instrument, elegant yet modern, this fountain pen was characterized by its 18K gold inlaid nib and its striking finishes in shimmering lacquer, 22K gold plate, palladium plate, and engraved sterling silver.



Targa black spiral fountain pen and ballpoint with Targa orange ronce fountain pen and ballpoint / W. A. Sheaffer Commemorative Pen Limited Edition of 6,000 Lever fill Scrolled two-tone 18K nib Gold plated, including trim The engraved lid of the special presentation box displays a copy of W. A. Sheaffer's original 1908 lever fill patent, No. 896,861

Opposite page: Balance II fountain pen in crimson glow 18K gold nib Double cap bands Rollerballs and ballpoints were manufactured from matching acrylic rod stock.









The *Balance II* regular production was launched in 1998, a year after the *Balance Limited Edition* series. Characterized by two cap rings, and similar in style and appearance to the *Balance* pens of the 1930s, these over-sized *White Dot* fountain pens, roller balls and ballpoints were produced in beautiful jade green, amber glow, crimson glow, and cobalt glow marbled acrylic.

In early 1997, Sheaffer brought out a fountain pen, roller ball, ballpoint and pencil collection named *Prelude*. This medium-priced line offered traditional styling with modern functionality. Comfortable, with a balanced, cigar-shaped profile, the *Prelude* was available in a wide range of colors with choice of trim in gold, nickel, chrome, and palladium plate.

Significant Sheaffer news of the decade was the purchase of the firm by the BIC Corporation of Connecticut. Thus, the Sheaffer Pen Corporation became a subsidiary of the BIC Corporation and rekindled the spark in the nearly century-old American brand of quality writing instruments.

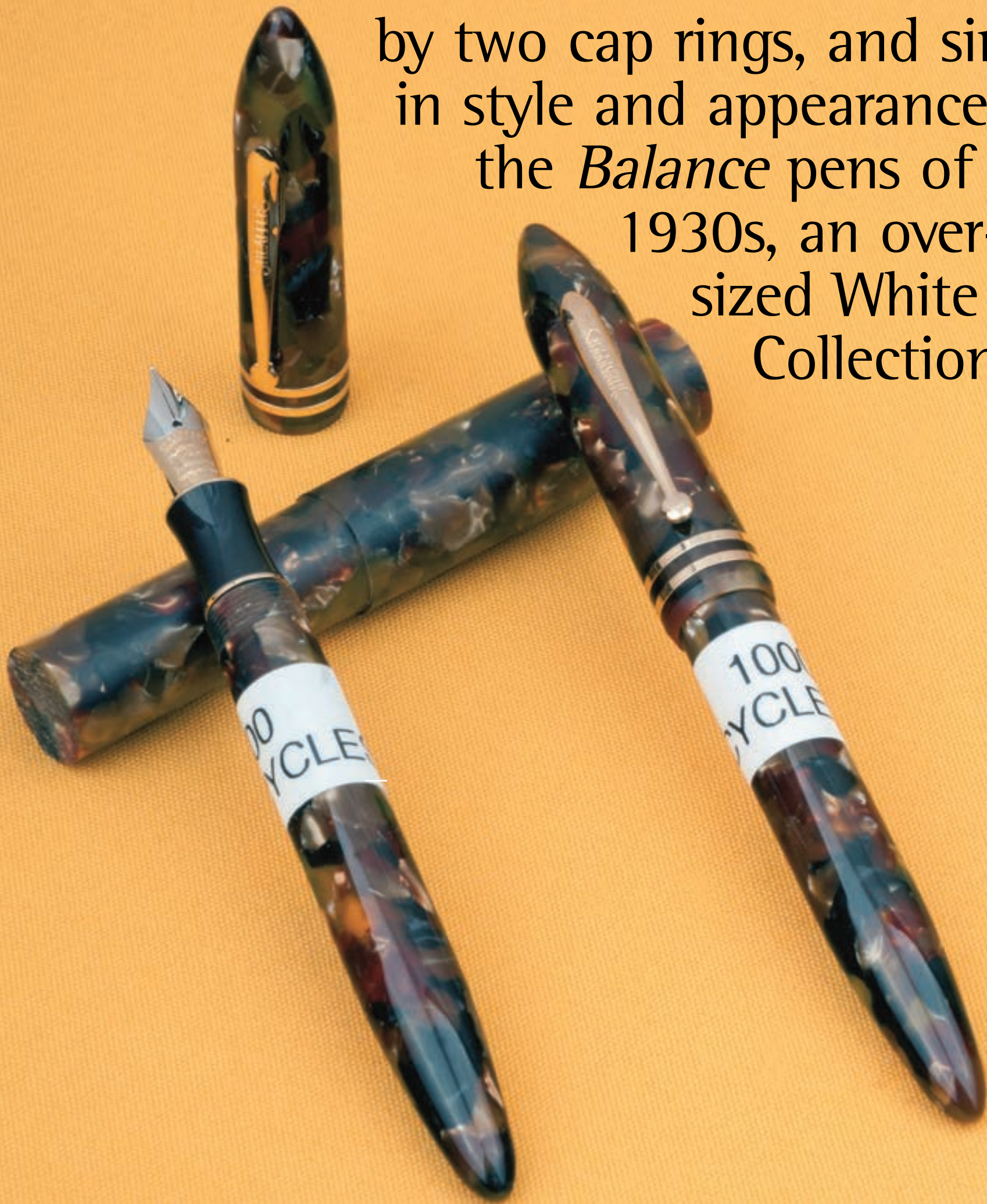


Balance II Limited Edition 6,000 pieces White Dot Single cap band / Cartridge fountain pens in a bright array of neon colors

Opposite page: Balance II in aspen glow (Manufacturing samples: No White Dots)



“*Balance II* was characterized by two cap rings, and similar in style and appearance to the *Balance* pens of the 1930s, an oversized White Dot Collection.”







Fashion pens Wide range of traditional and high fashion finishes Brushed chrome with gold-plated or chrome-plated trim

Balance II roller ball and fountain pens in classic navy blue resin 14K yellow gold nib White Dot Single cap band







Sheaffer Jade green acrylic Balance II 18K two-tone nib White Dot Double cap band





Fashion gold-plated, engraved fountain pens and ballpoint



Prelude black onyx barrel Chased palladium-plated cap featuring 22K gold-plated clip



Royal Selangor Asia Series Pewter Bamboo in sculptured relief



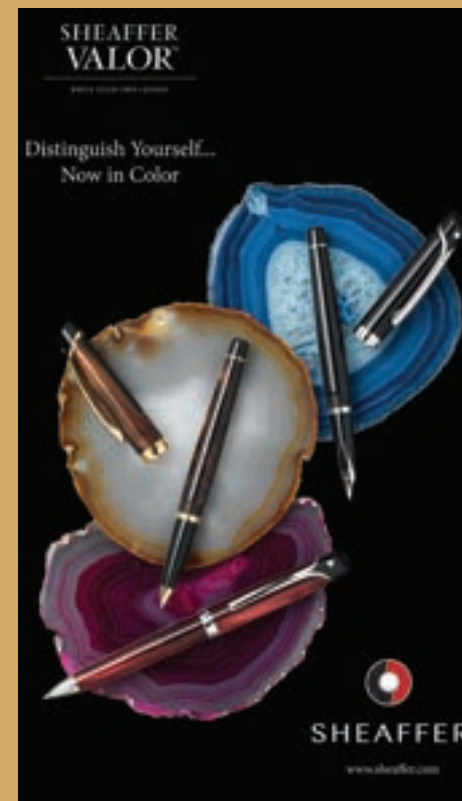


Fashion "Weave" fountain pens in red, blue, green and gray lacquer Cartridge / Convertor fill









2000

THE NEW  
WORLD  
OF THE NEW  
MILLENNIUM





Selection of Valor® fountain pens and roller balls

As the 21st Century dawned, celebrations around the world demonstrated renewed hope and fresh enthusiasm. Those celebrations were transmitted live on television in High Definition images and sound – ushering in yet another audio-visual breakthrough.

In London, to the midnight chimes of Big Ben, Queen Elizabeth II and Prime Minister Tony Blair inaugurated the Millennium Dome. An audience of fifty thousand attended a special concert by Jean Michel Jarré at the Great Pyramid of Cheops. The Millennium Temple, a mammoth structure in the form of a sundial, was constructed in Beijing. In Germany, five hundred thousand young people gathered to celebrate; while in New York's Times Square, one and a half million people turned out to welcome the new millennium.

The auguries of the end of the world and of the dreaded Y2K Effect – a predicted massive computer system meltdown – never materialized. A collectible, almost-audible sigh of relief could be heard when the dire catastrophic predictions proved false.

The European Union agreed to launch a single currency, initially in eleven member countries. Thus, on January 1, 2002 the Euro was placed in circulation, relegating currencies such as the Italian lira, the Spanish peseta, the German mark and the French franc to history.

During the first decade of the 21st Century, scientific research made major strides in the field of genetics.

Loud electronic dance music pervaded gatherings where young people expressed a new social attitude that emerged with the new millennium. These dance parties were commonly dubbed "Raves."

Movies in 3D were popular worldwide, competing strongly with home theaters and the high quality offered by the DVD format.

Electronic gadgets became part and parcel of everyday life as their designs grew smaller, their prices decreased and their capabilities were vastly enhanced. Cellular telephones first shrank in size from the original "bag" phones and then increased in size in keeping with larger LCD screens and more "intelligent" options. Both adults and children developed a new passion for the video game.





Valor®



Intensity®



Agio Compact®



Agio®



VFM®

## Pens in 2000 and beyond

The new millennium brought a new line available in fountain pen, roller ball and ballpoint: the successful Sheaffer® Valor®. A variety of striking finishes were available, complemented with 22K gold plate or palladium plate trim. In all five models, the distinguishing clip displayed the Sheaffer® White Dot® prominently yet with exquisitely fine taste. The fountain pen in the series bore the exclusive Sheaffer inlaid nib in 14K gold or palladium plating.

Sentinel®, an excellent ballpoint and pencil for the student or professional, launched in the 1990's, was enthusiastically received in the first decade of this century, and continues its success today. Its classic styling and convenient push-button mechanism make it a popular writing instrument. It is available as a ballpoint & pencil set or as an individual ballpoint.

Joining Sentinel®, new Sheaffer lines of fountain pens, roller balls, and ballpoints appeared under the slim concept in a wide variety of colors, ranging from pastel shades to stronger, vibrant hues, including the Agio®, and Sheaffer® Intensity®.





Sagaris™ Collection

Taranis™ Fountain Pen

The Agio® line, available in fountain pen, ballpoint, roller ball and pencil was designed with a textured resin grip on the fountain pen and roller ball. Also made available as Agio® Compact for carrying ease, it readily converted to full size by simply posting the cap.

Sheaffer® Intensity® is a sleek, streamlined collection offered in a variety of contemporary finishes. Its smooth twist-action mechanism and elegant appearance appeals to a wide audience.

Also available are the heftier Sheaffer® 100, Sheaffer® 300 and Sheaffer® 500 series, making up the Sheaffer® Gift Collection. Each series varies as to design, finish and availability as fountain pen, roller ball, ballpoint and pencil to satisfy the most discriminating taste and need.

Sheaffer® VFM is vibrant, fun and modern. Geared to students and entry level professionals, the Sheaffer® VFM ballpoint boasts a variety of contemporary finishes with nickel plate trim.

As Sheaffer enters the second decade of the 21st Century, initiatives and actions within the Sheaffer Company are fueling the launch of new portfolios – Sheaffer® Sagaris™ and Sheaffer® Taranis™. Those who value quality and craftsmanship will appreciate the creativity, industry and American spirit behind these new products.



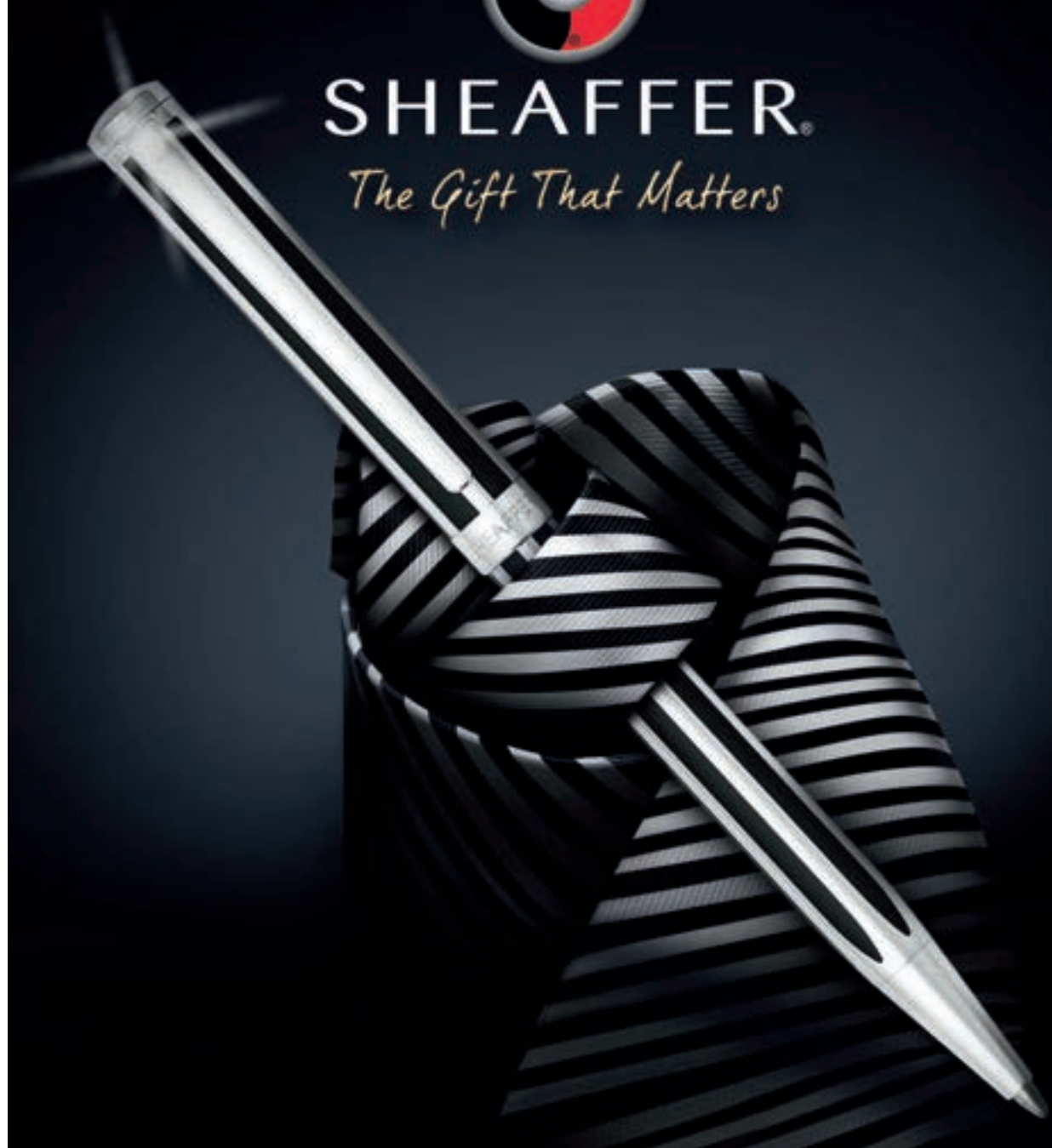
Selection of Sheaffer Prelude® Signature® fountain pens






SHEAFFER®

*The Gift That Matters*



SHEAFFER®  
**INTENSITY®**

[www.sheaffer.com](http://www.sheaffer.com)

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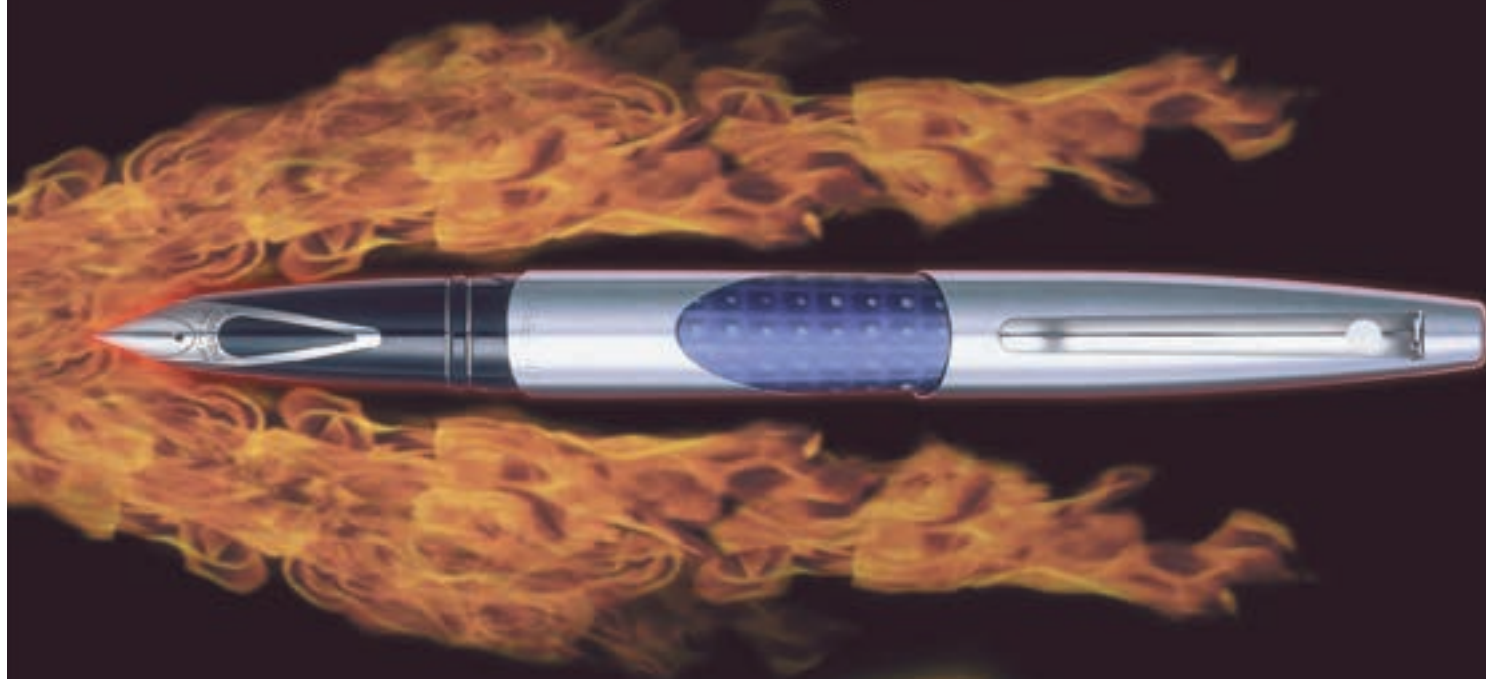


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Un diseño que inspira e intriga  
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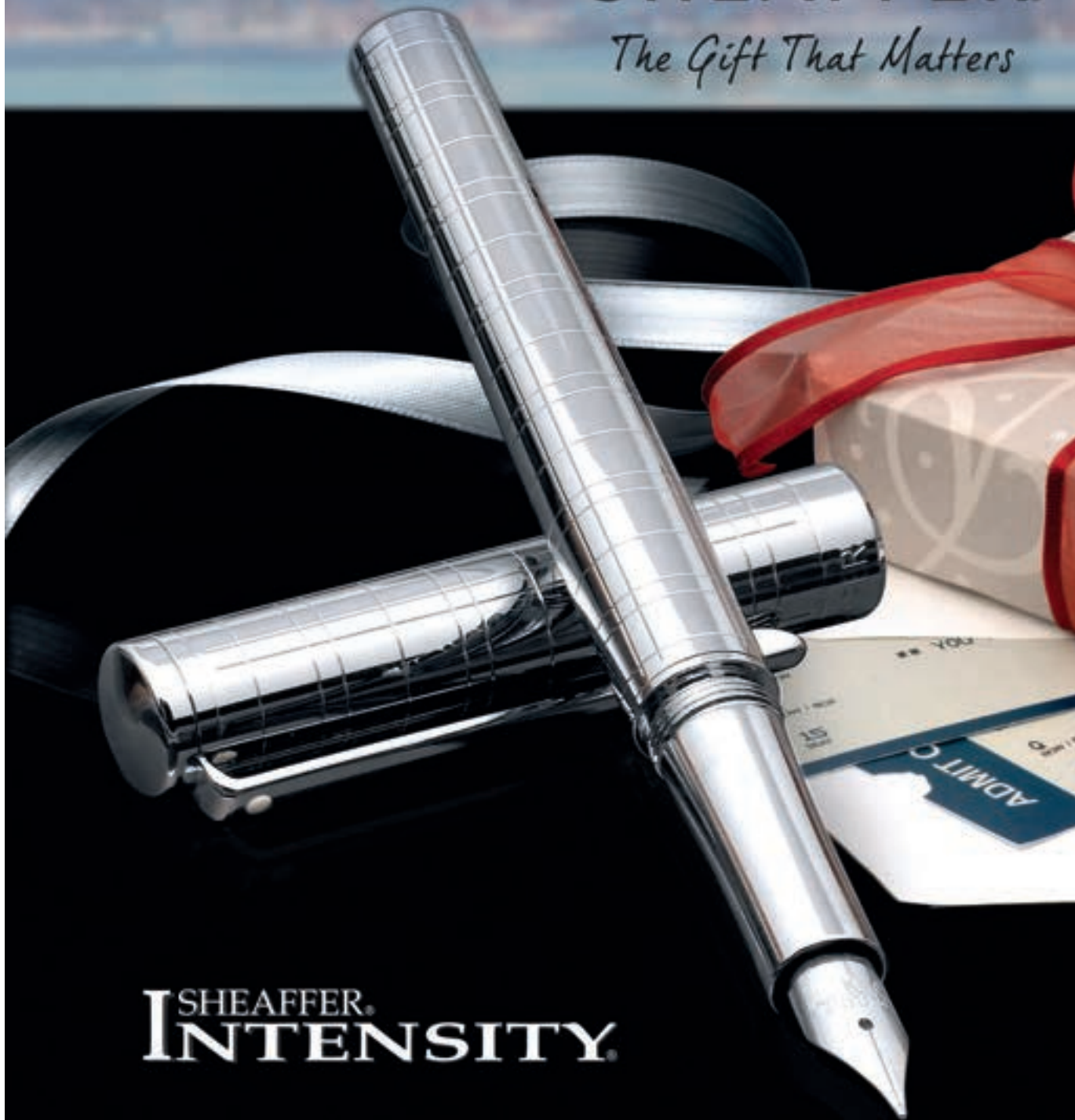
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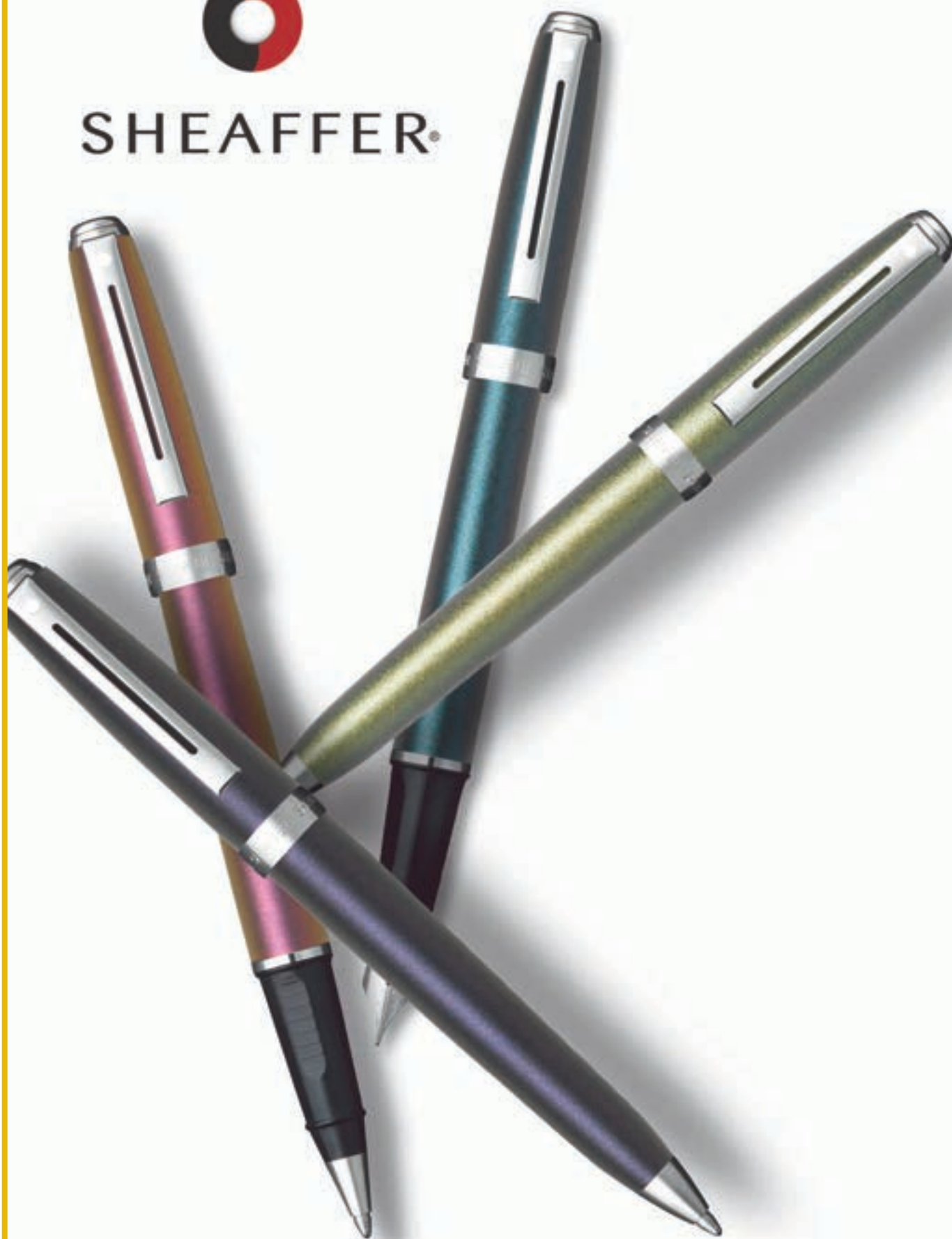
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*Sheaffer® 300  
New Finishes*

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Prelude® Shimmers Collection





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Sheaffer® 100 - Gift Collection



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**Prelude®**  
*Signature*  
COLLECTION



A close-up, diagonal shot of a Sheaffer fountain pen, showing the barrel and the nib. The nib is engraved with 'SHEAFFER', '750', and '18K'. The background is a dark night scene with colorful fireworks exploding in the sky and a bridge with lights reflected in water. The Sheaffer logo, a circle with a red and black design, is in the top right corner.

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# Sheaffer Stars of Egypt limited edition

Discover a pen 5,000 years in the making.

This collection is expressly limited to 30 Solid Gold Fountain Pens with .25 carat diamond,  
360 Sterling Silver Fountain Pens and 139 Sterling Silver Roller Balls

©2006 Sheaffer Manufacturing Co., LLC, Fort Madison, IA 52627 USA



Available at distinguished fine pen dealers

# The Limited Editions

The "luxury concept" changed in this decade. Brand and design were no longer the most important criteria in an expensive article; more value was attributed to the time spent crafting an article, using skill and time-proven techniques. Viewing this as an opportunity rather than a challenge, Sheaffer surprised the world of fine writing with the creation of "A Pen 5000 Years in the Making. . ." - the Sheaffer® Stars of Egypt Collection. The solid gold fountain pen edition was limited to 30 pieces, hallmarked with a 0.25 karat diamond as the ultimate White Dot®, bore the Sheaffer® exclusive inlaid nib of 18K gold and was complemented with a custom-made crystal inkwell.



Sheaffer® "Stars of Egypt Limited Edition" sterling silver





Sheaffer's® Roaring 20's™ Limited Edition Fountain Pen

The sterling silver fountain pens, with the Sheaffer® exclusive inlaid nib of palladium plated 18K gold and palladium plated clip, were limited to 360; the sterling silver roller balls were limited to 139. The sterling silver instruments were packaged with a custom-made blue glass inkwell (fountain pen) or blue glass paperweight (roller ball). Each elegant Sheaffer® Stars of Egypt pen came in a luxurious gift box with engraved gold plated panels (solid gold fountain pen) or silver imprinted panels (sterling silver fountain pen or roller ball). All instruments were individually numbered on the band and came with a polishing cloth, certificate of authenticity and commemorative booklet.

Sheaffer scored again in 2008 with the launch of another new Limited Edition Collection. This time it was the fabulous Sheaffer's® Roaring '20s™ Limited Edition fountain pen and roller ball.



Sheaffer's® Roaring 20's™ Limited Edition Fountain Pen and Rollerball





Collection Ferrari® by Sheaffer®



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Ferrari 300

**Ferrari**

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# The Centennial Editions

For Sheaffer's 100th Birthday, exquisite Limited Editions are available during 2013. The company is unveiling not one but two special commemorative Limited Edition pens, both featuring intricate relief-engraved images from Sheaffer's history.

The Sheaffer® Centennial Limited Edition writing instrument is crafted in solid 18K gold or solid sterling silver. This collection of fountain pens is limited to 45 18-Karat solid gold and 516 sterling silver instruments worldwide.

The Sheaffer Legacy® Heritage Centennial Limited Edition writing instrument – available only in solid sterling silver with palladium plated trim – is limited to 1,913 pieces worldwide.

Packaged in a unique gift box with commemorative booklet, each Limited Edition instrument has its own engraved serial number and a certificate of authenticity.

These highly collectible pens, as well as the full line of Sheaffer® writing instruments, are available in over 90 countries throughout the world. They represent Sheaffer's 100-year-old commitment—delivering premium, quality products and services that touch the lives of all people who wish to express themselves in a meaningful way.

The Sheaffer Pen Company has a rich one hundred year history. Born of need and innovation, it thrived on tenacity, teamwork, patriotism, community-mindedness and fair play. It is what it is because W. A. Sheaffer in 1908 had an idea. . .and that idea grew. . .

"A certain percentage of the people are producers, a certain percentage middlemen, a certain percentage white collar workers, but we are all consumers." (W. A. Sheaffer)

Today this vital company is proudly celebrating 100 years of innovation and progress, and, in the spirit of its founder, is eagerly anticipating its second '100 years' and even greater success!





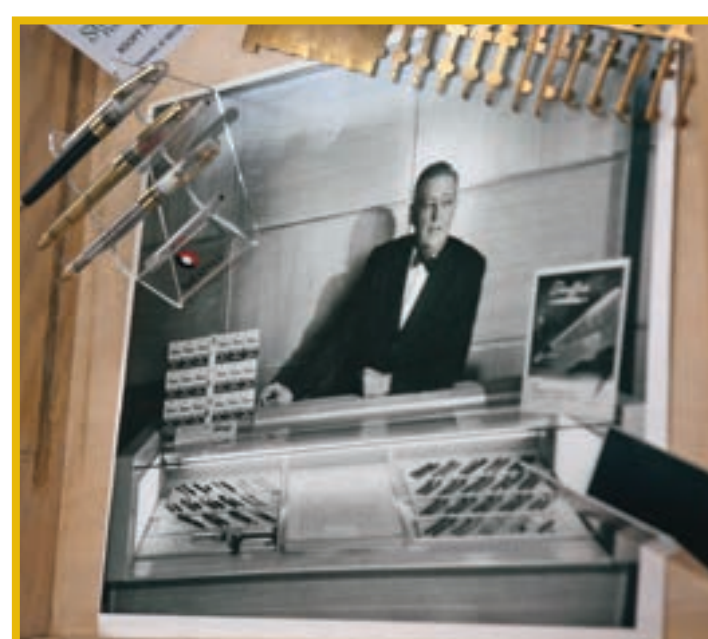
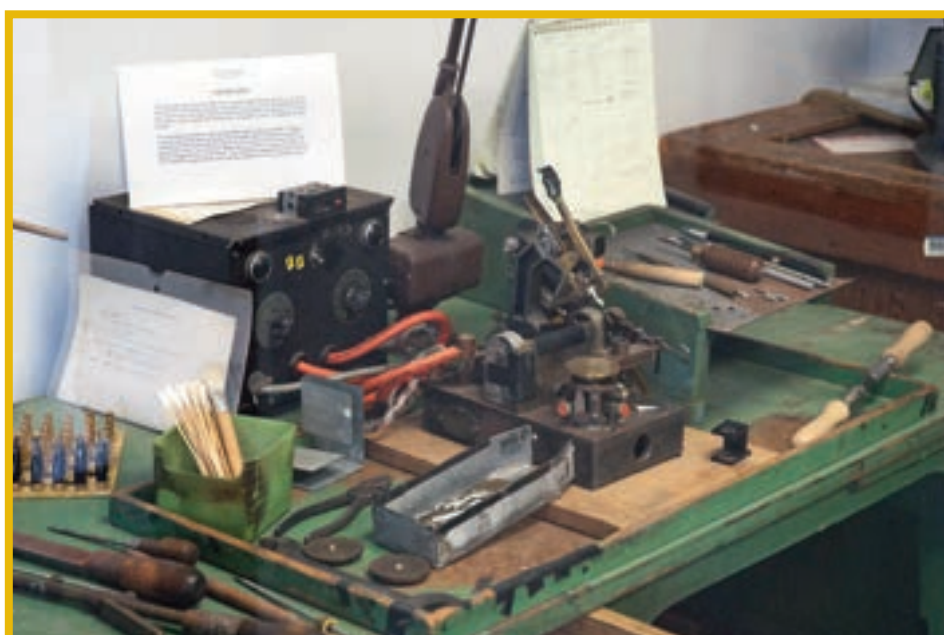
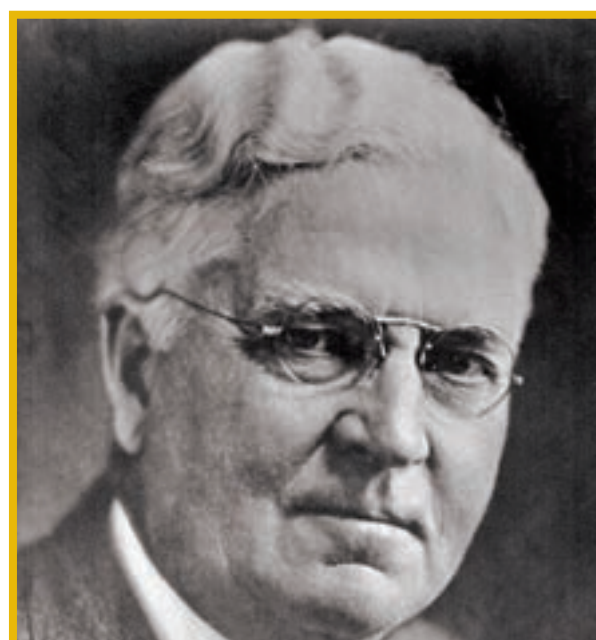


Sheaffer® Centennial Silver Limited Edition



Sheaffer® Centennial Gold Limited Edition







Sheaffer® Legacy Heritage Centennial Limited Edition

Anticipating its Centenary, a few dedicated Sheaffer Pen Company devotees decided to create a museum as a permanent tribute to its founder, W. A. Sheaffer, to his son Craig, to his grandsons Walter II and John D., and to all those persons, who for successive generations, have contributed to the monumental success of the Company. At a Gala held in 2011, the Sheaffer Pen Museum was formally inaugurated in . . . where else . . . but Fort Madison, Iowa.

Mr. Tim Williams, General Manager of Sheaffer Pen hosted the festivities – welcoming local dignitaries, members of the Sheaffer family and Sheaffer aficionados, recognizing generous Friends of the Museum and generally making all those in attendance feel the genuine spirit of Sheaffer – past and present. Activities included a dinner featuring original recipes from the Sheaffer Club House, an auction of historical pieces to raise money for the Museum, and guided tours to local Sheaffer points-of-interest – including the gravesite of the founder. Museum volunteers provided guests with historical and anecdotal information regarding the exhibits.

From the walls of the Museum, portraits of W. A. Sheaffer (1867 – 1946) and his son Craig (1897 – 1961) appear to gaze proudly at the extensive exhibition spanning the last century.

This new Museum encapsulates the world of Sheaffer fine writing instruments and that of lovers of writing instruments in general. A veritable penman's Mecca, it is a space where Sheaffer pens – their long history and guarded secrets– are revealed, to be discovered by the curious who admire them.

This book and the Museum itself document a unique legacy of the effort and passion of all those who were – and are – engaged in this glorious adventure: the legendary story of Sheaffer.



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