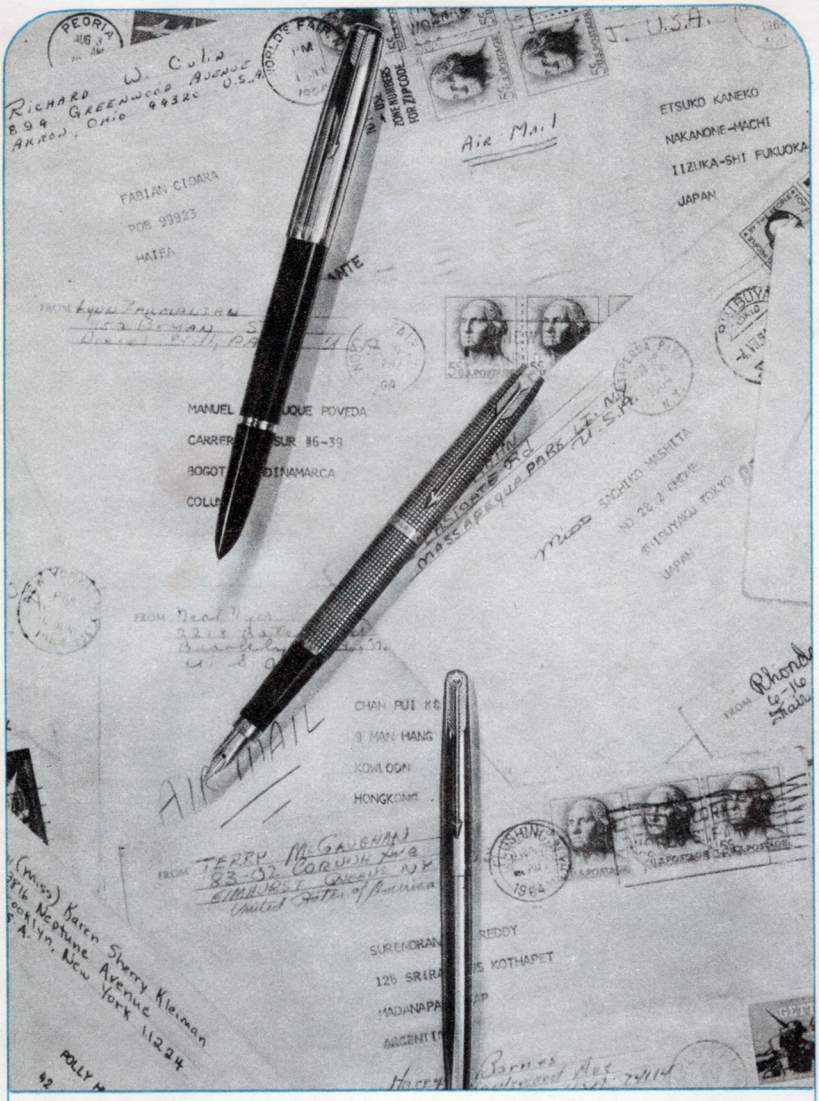


Welcome to the PARKER International Penfriend Program

Dedicated to "Peace through Understanding through Writing"

If people of all races, creeds, colors, of all nations, understood each other, the likelihood of peace on earth would be enhanced. Parker believes this, earnestly—that is why the principal feature of Parker's World's Fair Pavilion is the International Penfriend Program.

By bringing people together through the exchange of letters, the Penfriend Program will be planting a million little flowerings of friendship. As these friendships grow, with the discovery of mutual likes and interests, the prospect for world peace will be closer to reality.



A Penfriend correspondence is born ... created by a mutual interest that transcends international boundaries

Some typical linkages in the International Penfriend network:

College Station, Texas and Cali, Colombia, South America
An American male, in the 19-23 age group, is corresponding in English with a Colombian of a similar age on the ever-fascinating subject of chess.

Sunnyvale, California and Quezon City, Philippines
Two gentlemen in the 41 to 60 age group found a mutual interest in the practice of law. They write in English.

Greenwich, Connecticut and Nijmegen, Gelderland, Netherlands
Two high school girls are not only exchanging views on collecting antiques, but are also practicing their French through their correspondence.

Louisville, Kentucky and Haifa, Israel
The subject of music formed the basis for this correspondence in English between two teen-age girls in distant lands.

Jersey City, New Jersey and Lisbon, Portugal
These young people, an American girl and a Portuguese boy, are corresponding in English about international auto racing.

Clearfield, Pennsylvania and Barcelona, Spain
Two college-age women are exchanging ideas about their favorite hobby, photography. They correspond in Spanish.

Chanute, Kansas and Kowloon, Hong Kong
Two high school boys, brought in touch with each other through their hobby, are corresponding about stamp collecting.

Plainview, Long Island and Tokyo, Japan
Two college-age girls, corresponding in English, will be exchanging ideas and photographs on the art of flower arranging.

"The purpose of Parker at the World's Fair is to start a million friendships between individuals of all nations...friendships that will start from a simple common interest or hobby and thereafter develop and deepen and broaden."

THE PARKER PEN COMPANY

JANESVILLE · WISCONSIN · U·S·A

NO. 19778/PRINTED IN U.S.A./3-65



PEACE THROUGH UNDERSTANDING THROUGH WRITING

THE PARKER

INTERNATIONAL PENFRIEND PROGRAM



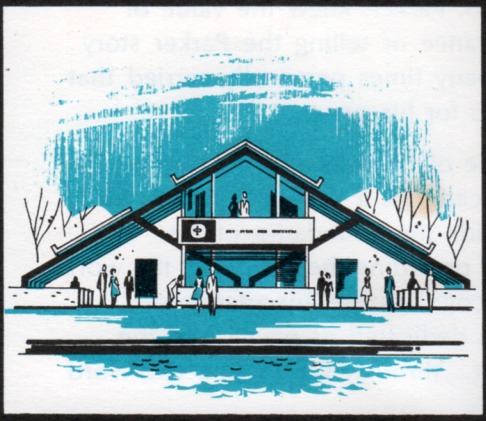
IT IS ESPECIALLY FITTING that Parker, a company that is both international in concept and scope, should participate in the New York World's Fair. Its nineteenth century founder, George S. Parker, knew the value of communication. He realized the importance of telling the Parker story to the four corners of the world and many times personally carried that message as he established world markets for his pens.

Today, as a result of his efforts and those of his sons and grandsons, twenty-one individual companies are located in a dozen countries with two-thirds of all Parker sales made outside the boundaries of the United States. With its 75-year history of providing the people of the world with tools of communication, Parker recognizes the importance of understanding between peoples and has dedicated its pavilion to the theme of "Peace through Understanding...through Writing," a two-word extension of the Fair's own noble theme.

At the Fair, Parker inaugurates the biggest international letter-writing program ever conducted. People of all nations, of all ages and interests, will be matched by means of an electronic computer housed in the Parker Pavilion. The computer is a major exhibit in the crisply modern Parker Pavilion located on the rim of the Pool of Industry with its spectacular Fountain of the Planets.

Visitors to the Pavilion simply indicate their special interest, where they would like to write and in what language. Within seconds, the computer selects a name and the visitor is given a personal Penfriend whose age and interests are similar to his. Correspondence between Penfriends gets started right at the Parker Pavilion, thanks to the special correspondence forms which are automatically addressed by the computer. Visitors are invited to one of the many comfortable writing stations where they can add a personal note to their new Penfriends, with a Parker pen, of course! With his first letter in the mail, the visitor can relax in the Parker Pavilion while writing postcards to friends and relatives back home.

Pavilion hostesses, from Parker operations as far away as Hong Kong, Brazil, Italy, Austria, Norway, England and France, and as near as Mexico, Canada and Janesville, Wisconsin, welcome visitors and assist them with their every writing need.



The Parker Pen Pavilion at the New York World's Fair

...headquarters for Parker's International Penfriend Program

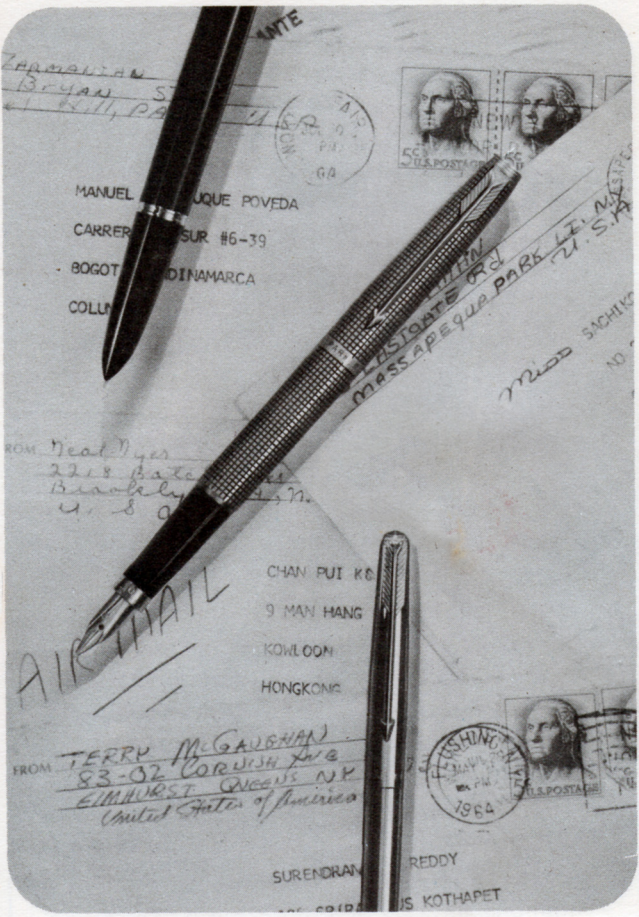


THE
PARKER
PEN
COMPANY

JANESVILLE, WISCONSIN, U.S.A.

Maker of the World's Most Wanted Pens

NO. 19594/ PRINTED IN U.S.A./4-64



If a man does not make new acquaintances as he advances through life, he will soon find himself alone. A man, sir, should keep his friendship in constant repair.

...Samuel Johnson

Our cover quotation, written some two hundred years ago, will seem particularly appropriate to you today. As a member of Parker's International Penfriend Program, you have taken the first step toward making a new acquaintance, one that will grow into a rewarding friendship.

While Samuel Johnson addressed himself to the conduct of people, we at Parker Pen like to think that a *company* should keep its friendships in constant repair.

We do this by making the finest pens possible. What better way to make friends, and keep them, than to equip the public with writing instruments that perform flawlessly year after year.

This business practice has proved correct, for in the Company's seventy-seven year existence, we number our friends in the millions, in every part of the globe. Indeed, we are proud to be known as the maker of the world's most wanted pens.

If you are not already a Parker pen owner, we hope you will make that "new acquaintance" soon. This booklet will serve as a guide to the pens of our manufacture, some of which are quite new in the marketplace. We would be most pleased to welcome you to our circle of valued friends.



THE MAGNIFICENT PARKER 75

Sculptured in solid sterling silver, the 75 is an unusual and elegant personal possession. As a superb and thoughtful gift, it is without equal. Its unique design—a contoured grip and adjustable writing angle—attunes it precisely to the person who receives it, to the exact way he writes. Twenty-five dollars.

THE REMARKABLE PARKER 61

This is the pen that fills itself by itself, through the magic of capillary action. Only the ink moves in this remarkable pen, so there are no parts to manipulate or go out of adjustment. As leakproof as a pen can be. As low as fifteen dollars.

THE AWARD-WINNING PARKER 51

Cited among the top five of the world's best-designed products, the Parker 51 has been imitated, but never equalled. Unexcelled ink control, 14K gold point, assure reliable performance. Ten dollars.

AN EXPERIENCE YOU'LL WANT OTHERS TO SHARE...

As an ambassador for world peace, we're sure you'll want some of your friends to join the Penfriend Program. Show them this partial list of interests below. Let them discover, as you will, how correspondence about a mutual interest will grow into friendship.

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IT'S EASY! HERE'S ALL A FRIEND DOES TO JOIN:

Print clearly a list of the following on plain paper or postcard: 1. Name. 2. Address. 3. Language of correspondence. 4. Preferred sex of Penfriend. 5. Own sex. 6. Major interest. 7. Own age.

Send to: PARKER INTERNATIONAL PENFRIEND PROGRAM
The Parker Pen Company • Janesville, Wisconsin 53546

Because the Penfriend computer will be busy twelve hours a day selecting Penfriends for the many visitors to the Parker Pavilion, please tell your friends they will be given a Penfriend after the World's Fair closes in October. At that time, the Penfriend Program will be headquartered in Janesville where it will continue to promote international understanding through personal correspondence.



THE PARKER 45 CONVERTIBLE

A wonderfully versatile pen for people who appreciate convenience! This pen fills two ways . . . quickly, cleanly and easily. It loads with large-capacity Tap-Tank reserve ink cartridges, each one good for up to 10,000 words, or slip in the handy "converter" and your Parker 45 fills from an ink bottle. Choice of seven points. It costs as little as five dollars.

THE PARKER SUPER 21

A champion of a pen, and at a price far lower than you'd expect to pay! Designed into the Super 21 are many of the features usually found in Parker's more expensive pens. Its smooth-writing Octanium point keeps its perfect shape indefinitely. Five dollars.

THE PARKER ARROW TAP-TANK PEN

Something brand new in cartridge pens! A cartridge that won't let you run out of ink. When it stops writing, tap the cartridge smartly and enough ink flows down into the pen to get you past any emergency. Two dollars and ninety-five cents.



THE PARKER INTERNATIONAL JOTTER

This is the ball pen that's guaranteed to perform flawlessly for a lifetime (with normal refill replacement) or we'll give you another! Slim-silhouette styled, it is engineered with the care and precision shown a fine watch. The socket that houses the writing point is tough stainless steel to write a clean, clear line from first word to last. As low as five dollars.

THE FAMOUS PARKER T-BALL JOTTER

The fine quality ball pen that will give you years of smooth, dependable writing. The stainless steel writing point gives you a clean, clear line of up to 80,000 words. Choice of four point sizes. It costs just one dollar and ninety-eight cents.



PARKER'S NEW COMPACT JOTTER

Just right for "girl-size" hands, the Compact is smaller and slimmer than our regular-size Jotter ball pen, yet it holds the same big refill! Because of the magic of stainless steel, it writes a clean, clear line of up to 80,000 words. It's the girl size version of America's favorite ball pen . . . slim, petite, so graceful looking! Choice of four point sizes and ink colors. One dollar and ninety-eight cents.

THE PARKER PEN COMPANY

JANESVILLE · WISCONSIN · U·S·A

Maker of the world's most wanted pens

NO. 19777/PRINTED IN U.S.A./3-65