

Taken from a Zaner-Bloser ad for oblique penholders in *The Business Educator*, December 1928.

ZANERIAN OBLIQUE PENHOLDERS

The main idea of the oblique penholder is to assist in making smooth shades. When using a straight holder it is necessary to turn the hand to the left to some extent in order that smooth shades may be made if desired. When using the oblique holder the hand can remain in the usual and more natural position since the pen is held by the holder at the proper angle at which smooth shades can best be made. Of course, it is all right to use the oblique holder in executing unshaded writing, since very smooth lines can be secured, but it is indispensable when executing Shaded writing.

There are numerous oblique penholders on the market today, some of which are made by persons who, not being penmen themselves, do not understand the requirements of correct adjustment. It requires more than a wood-turner to produce a good oblique holder. If the adjustment is not correct in an oblique holder, it is practically worthless as an instrument for fine writing, no matter how fine the holder may be otherwise. Many students who enter the Zanerian College (the school of penmanship conducted by The Zaner-Bloser Co.) bring with them oblique holders which are miserably adjusted, and with which they have been laboring at a great disadvantage, not knowing where the trouble lies. It is no wonder that some persons should become discouraged with such instruments.

In purchasing oblique penholders it is undoubtedly safest to secure them from persons who know how to use them most successfully, and therefore know what the proper adjustment is. Of course, inferior holders can be sold for less money than perfect ones, since practically no time is spent in securing the proper adjustment. On each of our holders considerable time is spent on the adjustment by one who thoroughly understands what is best in this particular. Not only this, but we are confident that a careful comparison of our holders with others will reveal the fact that Zanerian holders are also the most perfect in workmanship. We originated and popularized the long oblique holder, and, as was to be expected, it is being imitated.

Our oblique holders are all adjusted for ornamental penmanship, and intended to fit the Zanerian Fine Writer or Gillott's Principality No. 1 pen, these two being the same in size. If a smaller pen is to be used, such as the Zanerian Ideal, Gillott's 604, or a Spencerian No. 1, anyone can easily contract the pen slot by pressing against it so that it will fit these pens. If one of the long holders should draw slightly crooked, as sometimes happens when wood is turned so long and slender, it can be easily straightened by holding it over a lighted lamp until the wood becomes heated, when, if care is taken, it can be straightened without danger of breaking.