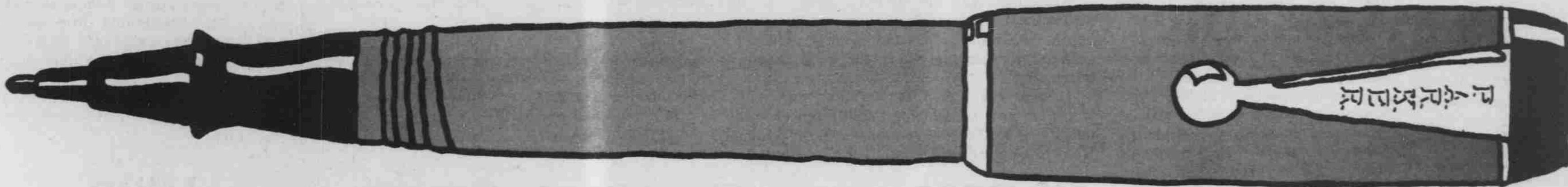


This is Big Red.



The pen no one will give you for Christmas.

This has to be the ungainliest pen to get off the drawing board in years.

And we want you to know it wasn't easy.

Our Parker designers are still in shock.

Pens are supposed to shine a lot, they said. And be silvery. Or gold. And be slim.

But that's just it, we cried. Isn't it time the world had a pen that looks like it's not supposed to?

Like why can't a pen be a nice funky red? So you can see it for miles on a clear day. And can't lose it

even if you want to.

And why can't it be reassuringly thick? Everyone needs something to cling to, with the world the way it is.

Why can't it come with a business-like clip? To clamp on your boot. Or on your headband.

And why not a big soft tip? To write it like it is. One that won't go fuzzy. There's enough fuzzy thinking around!

We know you'll make it refillable, we inserted. (Parker always does.) The scene is littered enough, without more throw-away pens.

Well, in the face of sheer logic, what else could they do?

Our designers gave us Big Red. Ugly, but beautiful, Big Red. \$5.

Even if nobody at home will give you Big Red, there's no law that says you can't give one to a friend.

Big Red for Men writes black. Refills with 4 colors in stores campus-wide. Also downtown. Five bucks. There's a Big Red for Women, too. Don't you know somebody worth it?

PARKER

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