

1936

## Autopoint Mechanical Pencil Brochure (1936)

Autopoint Company, Chicago, Illinois

Robert Bolin , depositor

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## Advertising Without Waste

**Y**OU have a product or service to sell; we have an approved way of selling it—the AUTOPOINT way.

Distribute AUTOPOINTS, with your advertising message imprinted in the barrel, among your select list of prospects. The writing comfort and reliability of AUTOPOINT will insure its use; it is 100% utility plus 100% advertising. Daily, month after month, your message is before his eye, at the fingertips of your customer. Such advertising space, on the desk of your prospect, is impossible of attainment by other media. It is a permanent "Indoor Billboard" of your product.

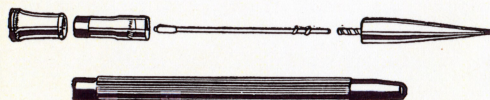
There is no waste in your AUTOPOINT advertising—you appeal to those whose business you seek. Every line of your AUTOPOINT display is constantly before a real prospect—you focus your advertising where the business is.

The convincing proof of AUTOPOINT's advertising value is in its repeated use by Lilly Varnish, Murphy Door Bed, Jones & Lamson, Harrington & Richardson Arms, National Vulcanized Fibre, Long-Bell Lumber, McWane Cast Iron Pipe Company and other nationally known concerns. AUTOPOINT can serve you to your equal satisfaction and profit, in augmenting your sales volume.

"Your ad in his hand is worth twenty in the waste basket."

**A**UTOPOINT Pencils are made under combined patents of the AUTOPOINT and REALITE Companies, having the sturdy REALITE plunger construction and other outstanding features which make AUTOPOINT so well known as *The Better Pencil*.

AUTOPOINT barrels are made of moulded Bakelite, a light but very durable material. Equally dependable for long service are the metal parts of silvonite—an alloy that will not tarnish. The simple mechanism is a final assurance of lasting, reliable service.



### Simplicity of Mechanism

Refills (leads and erasers) for AUTOPOINT pencils are supplied in a most unique and practical container, called the AUTOPOINT Cartridge. It holds a supply of leads and two erasers. Leads and erasers are also furnished separately in cartridges, and in bulk for large users.

PRINTED IN U.S.A.

### 4 Big Features

1. But two moving parts.
2. Always "works," cannot "jam."
3. Bakelite barrel.
4. Lead does not wobble.

No. 48  
\$1.00

**AUTOPOINT COMPANY**

1807-31 Foster Avenue

CHICAGO





## Imprinted Autopoints

**I**MPRINTED AUTOPOINTS are divided into two classes:

(1) *Individual Name Imprints*, a different name being imprinted on each pencil, and

(2) *Uniform Imprints* (all alike) the same imprint appearing on all pencils.

While the customary price for individual imprints is 25c per pencil, the cost is 10c per line in lots of a dozen or more pencils so imprinted.

The imprint prices given herein are for uniform imprints (all alike) and include one line of imprint. Where individual names are required, add 10c each to the quantity prices quoted. For example, one thousand No. 6 pencils are priced at 36c each, which includes one line of uniform imprinting. If individual names are ordered instead of, or in addition to, uniform imprinting, the price would be 46c each. This 10c charge applies in quantities of one dozen or more pencils so imprinted.

The \$1.00 grade No. 46 is 62c in one thousand quantity, including one uniform line of imprint—72c with individual name imprints instead of, or in addition to, the uniform imprinting.

Extra lines of individual imprinting (such as addresses) cost 10c per line. Extra lines of uniform imprinting, 2c per line.

No. 6  
60c AUTOPOINT'S imprint type is impressed deeply into the Bakelite barrel,



No. 46  
\$1.00

the indentations being filled with the best oil pigment and given a final coat of lacquer. Thus your advertising message is assured a permanence, with the long-lived usefulness of AUTOPOINT, on your prospect's desk.

One face of No. 5, No. 6 or No. 48 barrel will accommodate an imprint up to 50 characters or spaces—45 is the maximum on Nos. S-76 and 46. This applies to uniform imprint (same on all pencils); individual imprint type requires a little more space, and respective maximums are, 45 on Nos. 5, 6, 48; 40 on S-76 and 46.

Any barrel color or assortment can be promptly supplied in all of these models, from: Solid Maroon, Green, Red, Blue, Yellow or Black; Mottled Orange, Green or Maroon. Assorted barrel colors will be furnished unless otherwise specified.

Writing tips on these numbers, together with cap on No. 48, are furnished in black Bakelite only.

Each No. 46 and No. 48 pencil is packed in two-piece white individual box.

The 75c model S-76 is packed in blue tuck-end box. If the two-piece white box is desired instead of tuck-end box, these can be furnished at a cost of one cent per box.

The two-piece white box if desired with the 50c model No. 5, or 60c grade No. 6, is supplied at 2c per box.

A substantial two-piece mailing box, with clip ends, can be supplied at 2c per box. Pencil in individual box can be packed therein if desired.


A cardboard container and heavy brown envelope therefor, can be supplied at 4c. This container and envelope are convenient when forwarding AUTOPOINTS by first-class mail, with letter enclosed. Both pencil and letter can be sent under one cover at a cost of 6c postage on Oversize pencils, 4c on Nos. 5 and 6.

## Black Tip Autopoints

No.	Price
5	Full length with open eraser, no clip ..... \$0.50
6	Full length with open eraser, flat clip ..... .60
S-76	Full length Oversize with open eraser, ball clip ..... .75
46	Full length Oversize with ball clip, bell cap over eraser ..... 1.00
48	Full length Oversize with ball clip, black Bakelite cap over regular size eraser ..... 1.00

## Quantity Prices

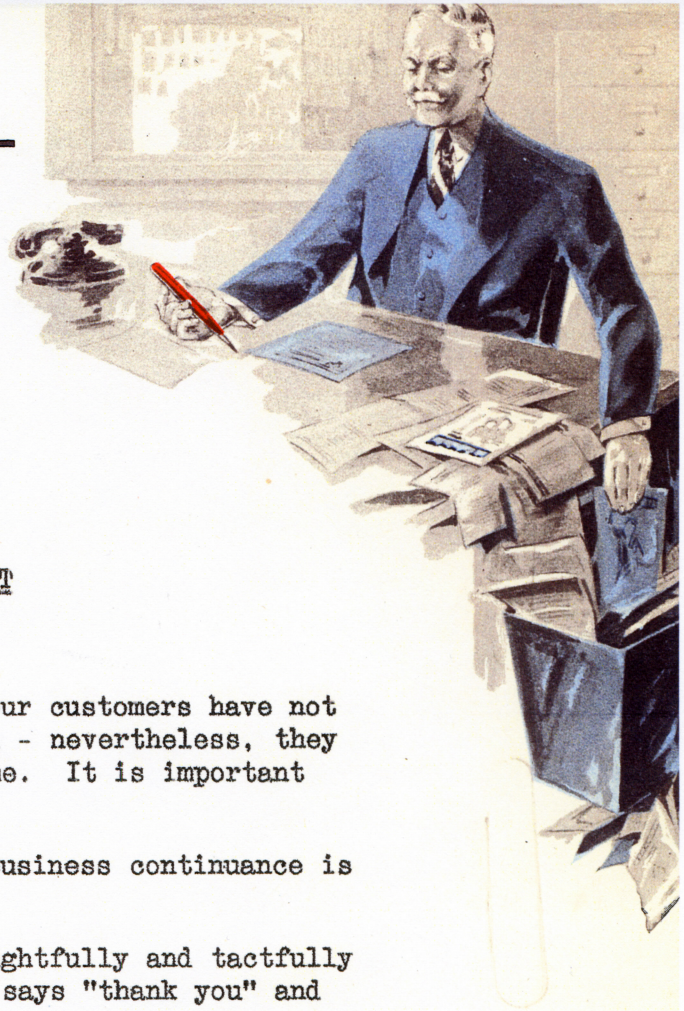
		50c	60c	75c	\$1.00
Quantity	Grade	Grade	Grade	Grade	
3	10,000	\$0.25	\$0.30	\$0.38	\$0.50
4	5,000	.27	.32	.41	.54
5	2,500	.29	.34	.44	.58
6	1,000	.31	.36	.47	.62
7	500	.33	.38	.50	.66
8	300	.35	.40	.53	.70
9	144	.37	.42	.56	.74
10	72	.39	.45	.59	.78
11	36	.41	.48	.62	.82
12	24	.45	.53	.68	.90
13	12	.50	.60	.75	1.00
14	1	.75	.85	1.00	1.25

 **Re-Orders must be for same quantity to obtain original price** No. S-76 75c





# YOUR CUSTOMERS - *A Christmas Problem*



## ATTENTION PRESIDENT

Although times have not been good, and your customers have not been giving you as much business as usual - nevertheless, they should not be overlooked at Christmas time. It is important that you remember them.

Appreciation of their loyalty and their business continuance is a most important factor.

Christmas affords the opportunity of thoughtfully and tactfully remembering them in a dignified way that says "thank you" and keeps business coming.

When Christmas Business Remembrances are well chosen, are practical, and are of the lasting type, they are appreciated and retained. Instead of going the way of all print matter - into the waste basket - they are kept for constant use.

AUTOPOINT pencils make especially fitting Christmas business gifts, because they are a business instrument that business men like, they have commanding appearance, daily utility, and survive practically all other forms of Christmas Remembrances.

## FOR CHRISTMAS GIVE AN AUTOPOINT

To the man who INITIATES, INFLUENCES, or PLACES the order - give an AUTOPOINT pencil for Christmas. When you distribute AUTOPOINTS imprinted, you never stop advertising to your prospect. The enclosed folder gives complete information on quantity prices, color range and imprint. To avoid Christmas delay - order today.

MHH:CRL-1

Very truly yours,  
AUTOPOINT COMPANY

*Martin H. Higgins*



**AUTOPOINT COMPANY**

1807-31 FOSTER AVENUE  
AT RAVENSWOOD AVE.

**CHICAGO, U.S.A.**