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The Onotoist[®]

Newsletter of The Onoto Pen Company

April 2011

Dear {FIRST_NAME|Onoto friend}

Welcome to the latest issue of **The Onotoist**.

In this issue, you'll get an update on the latest pen releases; delve into the Onoto archives for some interesting old advertisements; find out about our brand new US dollar website and take a look at just a few of the envelopes which arrive at Colney Hall from all corners of the world.

You'll also read just a few of the comments we've received from happy customers - it makes our involvement in the business so enjoyable!

If you would like to email me with any comments on any item in this edition of the Onotoist, or would like to make your own contribution to a future issue, please feel free to do so.

David Cooper

Editor

Email: david@onoto.com



Onoto 'The Simplest Pen to Use' advertisement dated December 11, 1919 from The Illustrated London News.

Another Classic Onoto!

In the last issue of 'The Onotoist', I told you about our latest range of pens - **The Magna Classic**. Since then we have added more pens to the range:

- in 18 carat gold with a barleycorn pattern
- in havana brown acrylic with a chased pattern (see photo below)

New weighty result!

Another new initiative we have just launched is the option to choose a light-weight or heavier pen in our complete acrylic pen range. Over the last 18 months we have noted that most customers love our light-weight pens: 27grams is perfect – easy to write with, and easy to carry in a suit or shirt pocket.

However, others prefer something a little weightier. So we have obliged! Now you can specify whether you want a lightweight pen (27 grams), or a heavier pen (34 grams). When you get to the Shopping Cart on our web site, simply specify your preference. There is no additional price, and of course both pens are perfectly balanced for comfort.

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You may also be interested to read what world-renowned nib 'guru' Richard Binder had to say about his Magna Classic on [Fountain Pen Network \(The Old, The New, The "Done Right"\) here](#).

For more information, click the following links:

[Magna Classic Black/Silver](#)

[Magna Classic Blue/Gold](#)

From all around the World

In the previous issue of The Onotoist, we told you about the ever expanding international network of Onoto retailers - in Australia, India, Japan, Singapore, Canada and now including the USA, where [Pendemonium](#) have a small range of Onotos for sale.

But that's not the most fascinating aspect of being a global 'brand'. Here at Colney Hall, there's hardly a day goes by without an envelope dropping through the letter box from some far-flung corner of the world. Whether it's



someone with a query about a vintage Onoto they've discovered at the bottom of a drawer or a recent purchaser returning their registration card, it brings alive the global nature of our business. They certainly brighten up our post every morning. And the best part? Almost without exception the address - and

the contents - are hand-written using an Onoto fountain pen!

Above, you'll see just a few of the envelopes we've received recently - from Japan, Spain, Canada, Australia, USA, Barbados, Malta, Germany and the Phillipines. What a colourful collection!

Prices in US dollars

We're on Facebook & Twitter

Now you can keep in touch with us on Facebook and Twitter (@OnotoPen) and get the latest information on shows, news releases, special offers etc.

facebook

twitter

WE ACCEPT PAYPAL

You can now use PayPal to purchase Onoto pens and accessories.

PayPal

Onoto stockists
In the UK

Asprey London Limited

167 New Bond Street
London
W1S 4AY
Tel: 0207 493 6767
www.asprey.com

Penfriend (London) Limited

Burlington Arcade Piccadilly
London
W1J 0QA
Tel: 020 7499 6337
www.penfriend.co.uk

Howards Jewellers

Stratford upon Avon
Warwickshire
CV37 6JG
Tel: 01789 205404
www.howardsjewellers.com

ABC Lloyds, Vintage Pens & Inkwells of Kendal

Kendal
Cumbria
LA9 4BN
Tel: 01539 723026
www.abclloyd.co.uk

Andy's Pens

Tonbridge
Kent
TN9 1NX
Tel: 01732 361381
www.andys-pens.co.uk

F. G. Thomas

25 Surrey Street
Sheffield
S1 2LG

As part of the ongoing improvements to our website, we've recently added a new facility for those of you who prefer to see prices - and pay for your pens - in US dollars.

Just go to any of the pen pages listed on the website and if you are recognised as having a US email address, the system should automatically show all prices for you in US dollars. In any event, you can select the US dollar option from the 'Select Currency' tick box on each product page. I hope you'll find it useful.

You'll see an example below.



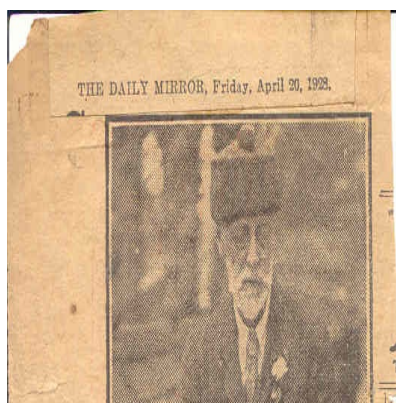
And if you want to check it out, why not take a look at [The Onoto Magna 261](#)?

We are getting very close to the end of the edition of this best-selling classic Onoto. Only 261 will ever be produced, so if you've been thinking about adding one to your collection, now's the time to do it!

Why not join WES?

If you would like to join the Writing Equipment Society (and we think you should... It's a marvellous organisation with a hugely popular and worthwhile magazine published 3 times a year) ...go to www.wesonline.org.uk

Dear Old George - a wheel at 87!



In the last issue of The Onotoist I mentioned George Sweetser, the roller-skater who invented the original plunger-filler system which was adapted by Evelyn De La Rue for the first Onoto pen.

One of our customers - the great grandson of dear old George - has recently purchased an Onoto for his daughter - thereby carrying on the

ST 2LG

Tel: 0114 275 7147

www.thomaspens.com

Penbox

Epworth

North Lincolnshire

DN9 1EG

Tel: 01427 874433

www.penbox.co.uk

Write Here

Shrewsbury

SY1 1SP

Tel: 01743 245950

www.writehere-uk.com

Tora Pens

Spalding

Lincolnshire

PE11 3FL

Tel: 01775 718319

www.torapens.co.uk

Websters

Webster Pen Shop

U001 Upper

Rose Gallery

Bluewater

Kent

DA9 9SP

Tel: 07900218943

www.websterspenshop.co.uk

Onoto stockists

Overseas

CANADA

Phidon Pens Limited

63 Dickson Street Cambridge,

Ontario

N1R 7A5

CANADA

Tel : 519 624 8787

Fax : 519 624 2044

www.phidonpens.com

SINGAPORE

Elephant & Coral Pen

Co Pte Ltd

501 Orchard Road,

#03-07,

Wheelock Place

SINGAPORE

238880

Tel: 65 6736 1322

www.elephant-coral.com

JAPAN

Maruzen Co Ltd

Stationery Kikakubu

Store Division, 4th Floor

Nihombashi 3-9-2

Chuo-ku, Tokyo

103-8244

JAPAN

Tel : 81-03-3273-1215

www.maruzen.co.jp

INDIA

Editions (Pens of the World)

S016 Ground Floor



line of connection with Onoto. What a sound idea!

He also provided us with another photo of George - a clipping from the Daily Mirror dated Friday 20th April, 1928. The text says *"Mr George Sweetser of London, at the age of eighty seven, is a keen cyclist and roller-skater. He sometimes cycles seventy-five to a hundred miles a day."* No wonder he thought he would live to be 100!

Incidentally, we are currently working on a prototype plunger-filler pen and hope to have images for you later in the year. If you are interested in putting your name down to be one of the first to hear about this pen, please [click here](#) to send us an email.

3010 Ground Floor
Express Avenue
Whites Road
Royapettah
Chennai – 14
India

www.editions.in

AUSTRALIA

Pen-Ultimate QVB

Level 2, 15-17 455

George Street

Sydney

NSW 2000

AUSTRALIA

www.pensdeluxe.com

Let it flow

I know many of our readers, particularly those who have acquired one of our University of Cambridge range, are relatively new to fountain pens. With that in mind, I thought the following feedback from one of our more experienced pen collectors might be useful for you. He has just acquired a Magna 261:

"A 10 minute soak of the nib in warm water followed by its first fill of Waterman's Florida Blue....

The pen felt balanced and handled well, unposted in my case. The nib was delightfully smooth and gave a pleasant but audible feedback as it moved across the page..... The unit responds best under a light touch..... So far score 10/10. The ink flow, however, felt near a '10' than a 7 on the ink flow scale. I swapped out the easy flowing Waterman ink to the dryish Pelikan 4001 Blue/Black. This swap seems to have tamed the flow and I can see and sense this is a great nib so, my score is here is 10/10...

Summing up after an hour and half of ownership.... Love this pen and everything it brings."

Ink flow is clearly important in assessing how well you can write with any fountain pen, and the higher or lower viscosity of different inks is a factor you need to take into consideration. Try a few different inks to see which one suits you - and your pen -best.

Try some Onoto ink, for example. We have seven different colours to

choose from and they are very affordable.

[See the range here.](#)

Sir Winston and Onoto

As you may be aware, last year we found evidence of Sir Winston Churchill's love of Onoto pens in letters the great man shared with his wife Clemmy during the First World War.

What better way, then, to recognise and honour that connection than with brand new Onoto pens dedicated to him?

We have been working with the Churchill family and their advisers over the past 6 months or so, to bring it to fruition and hope to release details of the range very shortly. Again, if you are interested in receiving priority information about these magnificent pens, please [click here to send us an email](#). There's no obligation, just a great opportunity to place yourself at the head of the queue. [Yes, please! Put my name on the list!](#)

New catalogue

The brand new Onoto catalogue is now available. If you'd like to receive a printed copy by mail, please send an email to me (david@onoto.com) marked 'new catalogue' and we'll send one to you. Remember to include your full postal address.



Goodbye Centenary!

The last Onoto Centenary was sold recently, bringing to an end the remarkable opening chapter in the life of the 'new' Onoto company. When we launched the Sterling Silver Centenary at the London Stock Exchange in March 2005, we had no idea whether it would find favour with discerning pen buyers, collectors and especially vintage Onoto fanatics.

The signs were good, but it wasn't until we had feedback from the first buyers that we realised we had got it right! Their comments were overwhelmingly positive. Since then, collectors around the world have expressed their delight with the Centenary's perfect balance, exquisite good looks and of course its sublime 18 carat gold nib.

Missed out on the Centenary? If you had thought about adding a Centenary to your collection, but didn't manage it before the edition closed, here's the next best option...

The Magna Classic in sterling silver bears many of the same design and decorative features as the Centenary - apart from the commemorative inscription, of course! [Take a look here.](#)

And finally!

We will be attending the **Northern Pen Show** at Lytham St Annes, Lancashire on Sunday 17th April. It's being held at the Clifton Arms Hotel and starts at 10.30am. Come along. We'd love to meet you.

www.onoto.com

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