

Onoto

*100 years of writing perfection
for collectors and connoisseurs*



The Onotoist

Newsletter of The Onoto Pen Company

First Edition April 2005

Welcome to the first edition of The Onotoist, the regular newsletter of The Onoto Pen Company published to keep you in touch with what is happening in the world of Onoto.

Named after Thomas De La Rue's in-house publication in the USA in the 1920's, The Onotoist will be sent to you free of charge – unless of course you tell us you would prefer not to receive it!

Not surprisingly, this issue focuses on the recent launch of the Company and The Centenary Pen at the London Stock Exchange.

I hope you enjoy this first issue. Please pass it on to your friends and colleagues who may also have an interest in Onoto pens, new or old!

James Boddy

Chairman

Company Launch

On 16 March 2005 The Onoto Pen Company, the Onoto Foundation and the Onoto Creative Writing Scholarship were launched at The London Stock Exchange.

Among the invited guests were Sir Brandon Gough, former Chairman of De La Rue plc and Miss Louise Fluker, General Counsel and Company Secretary of De La Rue plc (pictured right with James Boddy, Onoto Company Chairman).

In commemoration of the centenary of the first Onoto fountain pen manufactured by Thomas de la Rue & Co Ltd in 1905 and to celebrate De La Rue's long association with 110 Bunhill Road, London The Onoto Pen Company presented The Centenary number "110" to De La Rue plc.

For more about the launch see
www.onoto.com/launch.asp



The Centenary Onoto

Celebrating 100 years of Onoto and introducing the first Onoto pen to be made in the United Kingdom since 1958

Read the Stylophiles Magazine review www.stylophilesonline.com/03-05/03onoto.htm



A limited edition of 500 individually numbered sterling silver UK hallmarked fountain pens at £675*



20 in 18ct gold at £7950*

- London hallmarked solid sterling silver with 23ct gold-plated clip
- 3 gold-plated cap bands signifying the highest quality of Onoto pen ever produce
- Classic barleycorn pattern which makes the pen so tactile, it's hard to put down
- 18ct gold nib with exclusive Onoto engraving - Fine, Medium and Broad
- Limited edition number engraved on each pen
- Distinctive ONOTO ^{THE} PEN engraving on the barrel
- Commemorative inscription – The Centenary
- Exclusive Onoto cipher on the clip
- Beautiful balance
- Standard European cartridge or converter filler
- Of some 90 gram weight



Subject to availability choose the number of your pen.

Reserve your pen at
www.onoto.com/creserve.asp

or email centenary@onoto.com

or telephone +44 (0) 1603 811165

or fax +44 (0) 1603 812182



* In the UK/EU the price per pen includes VAT at 17.5%

There is an additional charge for insured secure delivery by Federal Express. For silver pen (UK £9.50) (EU, Europe Zone 2 (non EU) and North America \$50) (Europe Zone 3 (non EU), Asia and South America \$85) (Africa \$135)
Charge for delivery of gold pen on request. Prices correct at April 2005.

Global interest

Onoto the Pen® has a worldwide following - enquiries and orders have already been received from Brazil, US, Slovenia, UK, Austria, China, Singapore, Argentina, Canada, Japan, United Arab Emirates, Mexico, Spain, Netherlands, Australia, Italy, Germany, Russia, Hawaii, Belgium and France.

Lance White, one of the first US purchasers of The Centenary Onoto, said of his new acquisition

"The pen is extraordinary! I love it! It is everything I expected and more."

Send us your review for the next Newsletter to centenary@onoto.com

Where to see our pens

See The Centenary Onoto at the **Chicago Pen Show from 28 April to 1 May 2005**. The Show will be held at Westin O'Hare Hotel, 6100 River Road, Rosemont, Illinois 800-937-8461.



Meet David Cooper the Managing Director of The Onoto Pen Company. If you would like to pre-arrange a meeting with David please email him at david@onoto.com

See The Centenary Onoto at the **UK Northern Pen Show** at the Clifton Arms Hotel in Lytham on **24 April 2005**. Lytham is a beautiful town on the west Lancashire coast in Northern England. For details see www.northernpenshow.com/1112.html

View the pen and meet our Onoto expert Stephen Hull. If you would like to pre-arrange a meeting please email steve@onoto.com

Bid for the first prototype of The Centenary Onoto at the Bloomsbury Auctions, 24 Maddox Street, London W1 to be held on Wednesday 27 April 2005.

The auction will be conducted by Alexander Crum Ewing, the UK's leading pen expert formerly with Bonhams, who has forged a new relationship with Bloomsbury Auctions, a well established London auction house based in Mayfair.

Tel: +44 (0)20 7495 9494

For details see www.penhome.co.uk/bloomsburyauctions.htm

Proceeds from the sale of the pen will be donated to The Onoto Foundation.

Come and see the complete Onoto range at the **London Pen Show on Sunday 2 October 2005 between 10:00 and 17:00 at Kensington Town Hall, London** and meet the Onoto team. For details www.penhome.co.uk/penshow/Londonpenshow.htm

An historic insight - George Sweetser – inventor

In each Newsletter we will give a new or little known insight into the Onoto story.

George Albert Rowe Sweetser was key to Onoto's early success

Born on 29 May 1842 at 9 Hoxton Square, Hoxton Old Town London - now the address of the "Yelo Thai Restaurant" - Sweetser was to become an exceptionally talented inventor.

His father, George Astle Sweetser, a chemist and surgeon married to Mary Ann Rowe, tragically died of consumption in 1847 when his son was only 5 years old.



Little is known of George's early years. He married Maria Elizabeth Sanders on 20 September 1869 at St Saviour Church, Southwark and together with their daughter, Mary, lived with his mother at 2, St Thomas Street, Islington in the late 1860s. It is believed that Maria died in 1872 and that daughter Mary continued to live with her grandmother for the next ten years.

George trained as a Mechanical Engineer and by the 1890s was manufacturing Magic Lanterns. By 1891 George was married to Charlotte Kempton and they had three daughters, Maud, and twins Clara and Helen. Charlotte was a Ladies Outfitter and the three girls were employed in the business which at the turn of the century was based at their home in Croydon.

Throughout the latter part of the 19th Century and early 20th Century George held a variety of patents in the UK, US, Germany, France and Denmark - some are still in force. Of greatest interest here, are the patents relating to fountain pens.

George approached Thomas De La Rue and Co. Ltd. with a self-filling safety fountain pen which he had recently patented. Sweetser's pen was openly embraced by Evelyn Andros De La Rue, a Director of the company, who himself had recently patented a similar pen.

In the autumn of 1905 Thomas De La Rue & Co Ltd of 110 Bunhill Row, London EC1 launched the first self filling fountain pen guaranteed not to leak - the Onoto Patent Self-Filling Pen. It was unique. A new plunger filling system put an end to clumsy and time-consuming use of eye-droppers to fill a pen with ink. This remarkable innovation was to feature prominently in the many different styles of Onoto pens to be made over the next 50 years making it one of the most successful of all British fountain pens.

On a happy note George's first daughter, Mary, married John Blake and they with their child, John, lived next door to the Sweetsters when they lived in Lewisham in the 1880's.

George was a remarkable man - a talented engineer and a skilled roller skating champion. He wrote "How to Live to be a Hundred" but died aged 98 on 8 April 1941 at 14c Canham Road, London, with daughter Maud at his bedside. It is believed he may be buried in Highgate Cemetery.

Of his pen, he said, "It can not only be filled in a flash and written with, but could be used to syringe your ears, spray the geraniums with insecticide, and it is ideal for "ink splashers" as it will carry across the road." Could one ask more of a pen?

The last paragraph is reproduced from Lorna Houseman's "The House that Thomas Built" by kind permission of De La Rue Holdings plc.

What's new ?

In celebration of the bi-centenary of the death of Lord Nelson at the Battle of Trafalgar in 1805 we announce The Horatio Nelson and The Emma Hamilton Onoto fountain pens which are in their final design stage. A prototype of The Horatio Nelson pen will be at the Chicago Pen Show from 28 April to 1 May 2005. Details of the new pens will be on the Onoto website www.onoto.com in the next few weeks but if you would like to receive details as soon as they are available email info@onoto.com



The prototypes of The Horatio Nelson and The Emma Hamilton pens will also be displayed in St Paul's Cathedral, London on 19 May 2005 at the launch of Remember Nelson.
www.remembernelson.com

Also, Onoto propelling pencils, ballpens and other writing accessories will be available soon

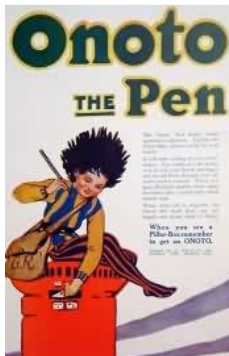
Free - "Onoto - A History "

For a short time we have a limited number of copies of "Onoto - A History" a booklet written for us by Stephen Hull together with some Onoto blotter samples. To receive yours, email info@onoto.com with your full name and postal address.



Your contributions are welcome

Do contact us, we would be pleased to hear from you. To give us your feedback on the Newsletter or contribute an article or suggest an item for inclusion in the next edition please email john@onoto.com



or write to

The Onoto Pen Co Ltd
Colney Hall
Colney
Norwich
NR4 7TY
United Kingdom

or phone +44 (0) 1603 811165

This Newsletter has been sent to you as you have either purchased an Onoto the Pen®, or you have registered with the Onoto website or we believe you would be interested in receiving the Newsletter. If you do not wish to receive the Newsletter in future please email john@onoto.com or write to the above address and you will be unsubscribed.

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