

THE NEW
Autopoint
TRADE MARK
PENCILS

Regal, Royal, Writing Ease

A delight to the eye—a pleasure to use! New streamlined, regal beauty . . . plus the easy writing qualities of balanced, "hand-fitted" design.

● . . . "Pocket-level Clip" . . . built-in combination of smartness, long-life and security.

● . . . And, as always, "AUTOPOINT" dependability—the lead can't wobble, turn or fall out with the "Grip-Tite-Tip."

RETAIL

\$3.75

PLUS EXCISE TAX

Model 70 - Standard lead
Model 170 - "Real Thin" lead

There's an "AUTOPOINT" pencil
for every writing purpose

Hundreds of companies, large and small, have found "AUTOPOINT" pencils and related business gifts, an effective means of increasing sales—building good will.

For employee use, investigate the increased efficiency and economy resulting from the adoption of "AUTOPOINT" pencils throughout the organization.

AUTOPOINT COMPANY · 1801 FOSTER AVENUE · CHICAGO 40, ILL.

Autopoint
TRADE MARK
BETTER PENCILS

EASY TO LOAD . . .

Whenever the lead is out too far it can be pushed back by first turning barrel to left. The GRIP-TITE-TIP of this "AUTOPOINT" pencil is made for black lead. For an "AUTOPOINT" pencil with tip for colored copying or indelible lead, see your dealer.

NOTE: Do not insert lead through writing end of tip.

PULL OFF TIP

UNSCREW PLUNGER

INSERT LEAD

Only "AUTOPOINT" Pencils Have the GRIP-TITE-TIP

Notice the "end-views" of the "AUTOPOINT" pencil writing tip which illustrate how the tip *expands* as the lead is propelled through. Thus the lead is *gripped at the tip*—right at the point of writing pressure. Lead cannot wobble, turn or fall out because of this exclusive feature . . . the "AUTOPOINT" GRIP-TITE-TIP.



"AUTOPOINT" Erasers

The eraser unit permits adjusting the eraser for wear. Replacement erasers, complete with socket, are easily inserted.

"AUTOPOINT" Leads

For noticeably SMOOTH easy writing use "AUTOPOINT" leads. Available in "Real Thin", Standard and Thick sizes, in different degrees of hardness; also in colored, copying and indelible.