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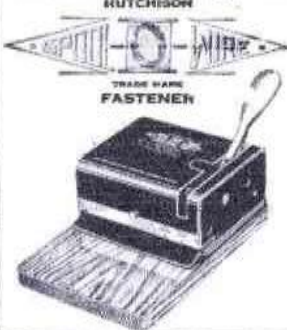
2015 Newsletter Index

1922 Stapler Ads

1922 Stapler Ads

The Early Years

Economy and Efficiency Will be the Keynote of Increased Business in 1922



HUTCHISON
TRADE NAME
FASTENER

And you must do your share to promote business prosperity during the coming year. Economy means buying efficient working materials that give the utmost return in good service for the money invested.

The Hutchison Spool-O-Wire binding machine is the most efficient and economical fastening device on the market. Each machine is equipped to make and clinch over 15,000 staples, at an approximate cost of ten cents per thousand, before it becomes necessary to put in another spool of wire.

From two to forty sheets of paper can be bound together without any adjustment of the machine. The papers are bound flat with no unsightly or protruding clips that easily lose their grip and scatter through the file. Fully fifty per cent. of filing space is saved by using this machine.

The new model Hutchison Spool-O-Wire Fastener is now in use in thousands of offices throughout the country and there are thousands more customers waiting to be sold.

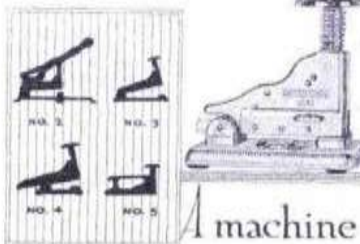
Why not get some of this business?

Several choice territories are still open, waiting for dealers to take advantage of this opportunity.

The new retail price of the Spool-O-Wire Fastener, effective January 1, 1922, is \$20.00 for the machine and \$1.00 for refill spools.

Write now for full information and dealer discounts.

HUTCHISON OFFICE SPECIALTIES CO., Inc., 501 Fifth Ave., N.Y. City



A machine
for every Customer

ONE Way to build sales for an article made in several models is to help the customer select the one best suited to his needs.

Take Hotchkiss Paper Fasteners—made in five styles of different capacities. If you sold a number 2 machine to a business man with little paper fastening to do you might make a dissatisfied customer. Whereas if you sold him a No. 1 model he would probably thank you and remember the service rendered by giving you other business.

CAUTION!

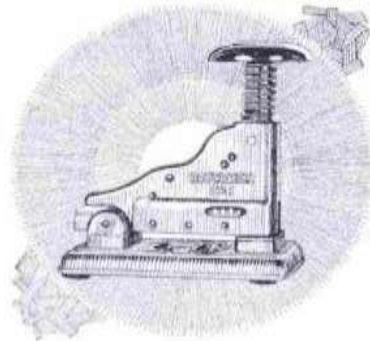
Hotchkiss Fasteners are guaranteed only when used with genuine Hotchkiss Staples. The genuine have Blank Ends on each strip and the red "H" on every box. Sell only these.

Try to gauge your sales to the needs of your customers and you will increase both good-will and sales volume. It is the service you give that makes your business grow.

To be able to render such service to your trade you should carry all models of Hotchkiss Paper Fasteners. Then—instead of pushing any one model—help the buyer choose the one he can use best. If you do not now have the full Hotchkiss line in stock write us.

HOTCHKISS SALES CO.
Norwalk, Conn.

HOTCHKISS
PAPER FASTENING MACHINES



**CONCENTRATE ON
HOTCHKISS, Here's Why—**

THERE are hundreds of items in every stationer's stock. There are many makes of each item. Standardizing on those more in demand and of better quality increases profits by reducing overhead and hastening turnover.

For instance, take Hotchkiss Paper Fasteners and Hotchkiss Staples. They have been sold successfully for over 25 years. Experience tells you that Hotchkiss is the easiest to sell and the most satisfactory to your customers.

CAUTION!


Hotchkiss Fasteners are guaranteed only when used with genuine Hotchkiss Staples. The genuine have Blank Ends on each strip and the red "H" on every box. Sell only these.

The last is important—for satisfied customers always come back for more—are most easily interested in your other merchandise—insure the growth of your business. Our sales department is ever ready to co-operate with you in building your trade. We believe it will pay you to write us—now.

HOTCHKISS SALES CO.
Norwalk, Conn.

HOTCHKISS
PAPER FASTENING MACHINES

CHALLENGE



Eyelet and Press quick and perfect

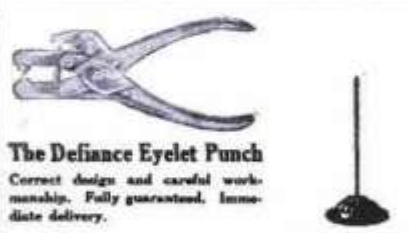
Unequaled in fastening capacity, neatness and convenience

IT REMOVES ITS EYELET

A Written Guarantee With Each Machine

No. 1 LIST \$7.50

EDW. L. SIBLEY MFG. CO., Inc. BURLINGTON VERMONT




The Defiance Eyelet Punch

Correct design and careful workmanship. Fully guaranteed. Immediate delivery.

Stick Files and Harp Files in many styles.

Stationers' Glassware Hardware and Specialties

"House of Service"



DEFIANCE MANUFACTURING CO.

384 Broadway New York



How The Hotchkiss Guarantee Helps Sales

BACK of every Hotchkiss Paper Fastener is the Hotchkiss Guarantee. It is unconditional. It is honor bound. It means something.

In effect it states that if any Hotchkiss machine proves defective within one year the dealer will replace that machine with a new one. (The dealer returns the defective machine to us and receives full credit.)

CAUTION!

Hotchkiss Fasteners are guaranteed only when used with genuine Hotchkiss Staples. The genuine have black ends on each side and the red "H" on every box. Sell only these!

Tell your customers this. It is a sure way to overcome their hesitation in buying. It establishes confidence. It gives them the feeling of safety in dealing with you. It makes every Hotchkiss Fastener of equal value. It builds sales.

Try it and see!

HOTCHKISS SALES COMPANY
NORWALK CONN.

HOTCHKISS
PAPER FASTENING MACHINES

The Early Years

Before I was a fastener collector and created the web site, Stapler Exchange, I was more of a typewriter collector and generally collected anything office. Coming home to Florida pretty much ended any contact with fellow collector as many lived in the northern states. At the time, there were no collectors in Florida, Georgia or Alabama.

When the financial need was there, I sold nearly all of my typewriters, leaving me with boxes of vintage office supplies and smaller machines. These were the items I found when typewriters just weren't available at the flea markets, antique shops or yard sales. Yes this predated Ebay.

As I went through the boxes, I discovered that through the years I had acquired many fasteners.

The rest is history, or as I like to call it. "The History of Antique and Vintage Fasteners".

As I recall, I found around a dozen staplers. These pictured below were some of those earlier pieces of my now 300 strong collection.

As you look at these fasteners, do you notice that the earliest fasteners are from the late 1930's? It took many hours on the Patent and Trade Mark web site to discover the truth. Again, when I wanted to know who were the inventors and who were the companies when the first fasteners were developed. This was information that just wasn't available.

As information was found, things began to fall into place. The history began to unfold. I knew that I had found a new hobby, one that was new, one that I was able to contribute to with research and ideas. I found that collecting, researching and writing about antique and vintage fasteners, was "Fastenating".



(1995 Fastener Collection)

(January 25, 2015)