

Contents

- 4 Introduction
- 5 Foreword



1 History and development

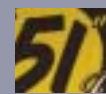
- 8 **History**
 - The company in the 1930s
 - The beginnings of the 51 story
 - The design team
- 12 **Design**
 - Filling system
 - Putting the design together
 - New features
 - Major components
- 18 **Marketing**
 - The choice of name
 - Early test marketing
 - Store tests
 - Introducing the pen to the public
 - The 51 Club Contest



2 Evolution of the range

- 26 **First Year**
- 28 **Vacumatic**
 - American production
 - English production
 - Canadian production

- 38 **Red Band**
- 40 **Development**
 - From Vacumatic to Aerometric
- 42 **Aerometric**
 - Introduction
 - Early American models
 - Luxury American models
 - The American Special
 - Later American models
 - Changing American design
 - Early English models
 - Later English models
 - Argentinian production
 - Changing English design
 - Contrasting styles
- 62 **Demi size**
- 64 **Pencil**
- 66 **Ballpoint**
- 68 **Liquid Lead pencil**
- 70 **Desk pen**
- 72 **2002 special edition**



3 Components and designs

- 76 **Barrels**
 - Styles
 - Colours
- 78 **Caps**
 - Introduction
 - Gold Blue Diamond
 - Other early caps
 - Later caps

- 82 **Clips**
- 84 **Nibs**
- 86 **Demonstrators**
 - Early models
 - Later models
 - Other examples
 - Dummy testers
- 90 **Inks**
 - Introduction
 - V Mail
- 94 **Prototypes**
 - Design process
 - Nibs and caps
- 98 **Customised pens**
- 101 **Replicas**
- 102 **Patents**
 - The Donato suit
 - Patent infringements
- 104 **Repairs**



4 Presentation and marketing

- 108 **Advertising**
 - Introduction
 - Early advertisements
 - Campaign to sell less
 - Blue Diamond guarantee
 - Famous Parker hands
 - Promotion of the new model
 - Norman Rockwell
 - Later advertisements
 - Point of purchase displays

- Television
- Influence of aviation
- Other strategies
- Strange but true
- Worldwide
- England
- 130 **Dealerships**
 - Displays
 - Sales techniques
- 132 **Packaging**
 - Designers
 - American production
 - English production



5 Provenance, valuation and further information

- 138 **Provenance**
 - Famous 51 owners
- 142 **Valuation**
 - Introduction
 - Where to buy and sell
 - Price guidelines
- 146 **Dating**
 - By imprint
 - By design
- 148 **Anatomy**
 - Drawings from the Parker manual
- 149 **Glossary**
- 150 **Chronology**
 - Key dates
- 151 **Contacts**
- 152 **Index**