1981

Autopoint Pencils 1981

Autopoint Inc.

Robert L. Bolin depositor
University of Nebraska-Lincoln, rbolin2@unl.edu

Follow this and additional works at: http://digitalcommons.unl.edu/tradecatalogs

Part of the Marketing Commons, Other Business Commons, and the Sales and Merchandising Commons

http://digitalcommons.unl.edu/tradecatalogs/1

This Article is brought to you for free and open access by the Libraries at University of Nebraska-Lincoln at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Trade Catalogs by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.
AUTOPPOINT PENCILS

The most reliable mechanical pencil you can give

AUTOPOINT JANESVILLE
The 60-year heritage of Autopoint as a supplier of superior American-made quality will continue to pay off for you. Millions are sold annually to discriminating buyers looking for complete user satisfaction.

Lead Storage
Holds an ample supply of Autopoint lead.

Generous Eraser
Eraser gripper holds the last half of the eraser as firmly as the first half... no eraser waste.

Durable Plastic Barrel
"Football helmet tough"... takes rough handling without breaking, chipping, or bending. Provides a surface for lasting, durable imprint.

Plunger
Only one moving part! It can be bent, twisted, and abused... but will still work every time.

Keyed Engager Head
Fits precisely in the guide-slotted barrel, making the movement exact, unvarying.

Precise Lead/Plunger Alignment
Two strong plunger teeth perfectly align plunger with lead. As barrel turns, plunger uniformly exerts 1 1/2 pounds of firm pressure to propel the lead through the mechanism.

Precision Spiral Guide Tube
Extends deep into the shank of the pencil tip... pulls (does not push) lead/plunger downward, so plunger cannot jam or bend. Carefully guides the lead, thus prevents clogging.

Model No. 3007
- Hexagonal barrel for traditional comfort grip
- Sturdy chrome pocket clip; chrome ferrule
- Popular .9 mm lead; (1.1 mm lead also available)
- Maxi-Size eraser
- Price includes one line of hot stamped copy in one color... 34 letters and spaces in 8-point type.

Patented "Grip-Tite" Tip Plunger
Vise-like jaws expand under pressure to hold the lead. Grip-Tite supports the lead uniformly at the point of greatest writing pressure... lead can't turn, wobble, jam, or fall out. Makes lead usable down to the last 1/16th of an inch.
3000 Series

The popular jumbo-size pencil is smartly styled... yet offers extra large imprint area. Preferred by those who want a heavier, well-balanced pencil. Features the patented Grip-Tite tip that won't allow the lead to turn, wobble, jam, or fall out.

Model No. 3107
- Round barrel provides billboard-size message area
- Sturdy chrome pocket clip; ivory ferrule
- Popular .9 mm lead; (1.1 mm lead also available)
- Maxi-Size eraser
- Price includes one color surface imprint on barrel or ferrule
- Maximize advertising effectiveness by imprinting the ivory ferrule. Add 10¢ (net) per color per ferrule; imprint area 1/4" high x 3/8" wide.

Most popular chart imprint is the current year calendar. Add your company logo and name. Autopoint has over 30 other standard charts available, and even gives you the opportunity to design your own custom chart. For complete details refer to the Autopoint Chart Imprint Catalog. For calendar or charts, add 10¢ (net) per piece per color.

<table>
<thead>
<tr>
<th>3000 Series Model Nos. 3007, 3107</th>
<th>Sugg. Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>100-249</td>
</tr>
<tr>
<td>2.98</td>
<td>2.48</td>
</tr>
</tbody>
</table>

(ABCDE)

Barrel colors available: Ivory, Yellow, Blue, Black, Red.
1000 Series

The most popular series of Autopoint pencils. A perfect choice when dependability is a must and economy a consideration. Features the patented Grip-Tite tip that won't allow the lead to turn, wobble, jam, or fall out.

Model No. 1007
- Hexagonal barrel for traditional comfort grip
- Sturdy chrome pocket clip; chrome ferrule
- Popular .9 mm lead; (1.1 mm lead also available)
- Over-Size eraser
- Price includes one line of hot stamped copy in one color... 34 letters and spaces in 8-point type
- New orange barrel now available

Model No. 1107
- Round barrel provides generous imprint area
- Sturdy chrome pocket clip; ivory ferrule
- Popular .9 mm lead; (1.1 mm lead also available)
- Over-Size eraser
- Price includes one color surface imprint on barrel or ferrule
- Maximize advertising effectiveness by imprinting the ivory ferrule. Add 10¢ (net) per color per ferrule; imprint area ½" high x 1½" wide.

| 1000 Series Model Nos. 1007, 1107 |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Sugg. Retail    | 100-249         | 250-499         | 500-999         | 1000-2499       | 2500-4999       |
| Price           | 1.98            | 1.88            | 1.68            | 1.48            | 1.28            | 1.14            |

5000 Series

Contains all the features that have made Autopoint a household word, plus the ultraprecision of .5 mm lead... for a neater, finer, more precise line. Great for engineers, architects, students, businessmen. Features the patented Grip-Tite tip that won't allow the lead to turn, wobble, jam, or fall out. And it is the only .5 mm mechanical pencil made in the U.S.A.!

Model No. 5007
- Hexagonal barrel for traditional comfort grip
- Sturdy chrome pocket clip; chrome ferrule
- Ultrathin .5 mm lead; Over-Size eraser
- Price includes one line of hot stamped copy in one color... 34 letters and spaces in 8-point type

Model No. 5107
- Round barrel provides generous imprint area
- Sturdy chrome pocket clip; ivory ferrule
- Popular .9 mm lead; Over-Size eraser
- Price includes one color surface imprint on barrel or ferrule
- Maximize advertising effectiveness by imprinting the ivory ferrule. Add 10¢ (net) per color per ferrule; imprint area ½" high x 1½" wide.

Most popular chart imprint is the current year calendar. Add your company logo and name. Autopoint has over 30 other standard charts available, and even gives you the opportunity to design your own custom chart. For complete details refer to the Autopoint Chart Imprint Catalog. For calendar or charts, add 10¢ (net) per piece per color.

<table>
<thead>
<tr>
<th>5000 Series Model Nos. 5007, 5107</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sugg. Retail Price</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>100-249</td>
</tr>
<tr>
<td>250-499</td>
</tr>
<tr>
<td>500-999</td>
</tr>
<tr>
<td>1000-2499</td>
</tr>
<tr>
<td>2500-4999</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>2.98</td>
</tr>
<tr>
<td>2.98</td>
</tr>
<tr>
<td>2.68</td>
</tr>
<tr>
<td>2.38</td>
</tr>
<tr>
<td>2.18</td>
</tr>
<tr>
<td>1.98</td>
</tr>
</tbody>
</table>

Barrel colors available: Ivory, Yellow, Blue, Black, Red.
Fingergrips: Black.
Colorful gift box.
2000 Series

The unique Autopoint Twinpoint writes with both black and red lead. Ideal for business and professional people . . . teachers, accountants, engineers, secretaries. Features two patented Grip-Tite tips that won't allow the leads to turn, wobble, jam, or fall out.

Model No. 2007
- Hexagonal barrel for traditional comfort grip
- Sturdy chrome pocket clip
- Popular .9 mm size for both black and red leads (1.1 mm lead also available)
- Blue lead and blue fingergrip available on special order.
- Price includes one line of hot stamped copy in one color . . . 34 letters and spaces in 8-point type

Model No. 2507
- Ultrathin .5 mm size for black lead; popular .9 mm size for red lead
- Hexagonal barrel for traditional comfort grip
- Sturdy chrome pocket clip
- Price includes one line of hot stamped copy in one color . . . 34 letters and spaces in 8-point type

.5 mm lead writes a neater, finer, more precise line . . . and it's U.S. made!

<table>
<thead>
<tr>
<th>2000 Series Model No. 2007</th>
<th>2000 Series Model No. 2507</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sugg. Retail Price</td>
<td>Sugg. Retail Price</td>
</tr>
<tr>
<td>2.98</td>
<td>3.98</td>
</tr>
<tr>
<td>100-249 2.88</td>
<td>100-249 3.88</td>
</tr>
<tr>
<td>250-499 2.58</td>
<td>250-499 3.48</td>
</tr>
<tr>
<td>500-999 2.28</td>
<td>500-999 3.08</td>
</tr>
<tr>
<td>1000-2499 1.98</td>
<td>1000-2499 2.78</td>
</tr>
<tr>
<td>2500-4999 1.78</td>
<td>2500-4999 2.48</td>
</tr>
</tbody>
</table>

The Autopoint Pencil-Pointer is excitingly new, dramatically different! Automatic lead-feed mechanism is featured in the .5 mm Ultrathin pencil ... top of pencil extends to 20 inches for use as a pointer.

Model No. 4107
- Ultrathin .5 mm lead writes a neater, finer, more precise line
- Pointer feature is great for teachers, salespersons, executives, engineers
- Sturdy chrome pocket clip
- Round barrel provides generous imprint area
- Price includes one color surface imprint on barrel
- Can also be engraved in block type, copy only; letters show as white metal through the barrel color, maximum of 25 letters and spaces per line. $1.50 (net) per line per piece.

4000 Series Model No. 4107

<table>
<thead>
<tr>
<th>Sugg. Retail Price</th>
<th>100-249</th>
<th>250-499</th>
<th>500-999</th>
<th>1000-2499</th>
<th>2500-4999</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5.98</td>
<td>5.38</td>
<td>4.88</td>
<td>4.38</td>
<td>3.98</td>
</tr>
<tr>
<td>(ABCDE)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3.58</td>
</tr>
</tbody>
</table>

Barrel colors available: Cobalt Blue, Deep Apricot, Lime Green, Lustrous Black.

Deluxe gift box.
Autopoint Leads

<table>
<thead>
<tr>
<th>Color</th>
<th>Diameter</th>
<th>Unit Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>1.1 mm</td>
<td>9.00/box</td>
</tr>
<tr>
<td>Black HB</td>
<td>810-1</td>
<td>870-1</td>
</tr>
<tr>
<td>Black H</td>
<td>811-1</td>
<td>891-1</td>
</tr>
<tr>
<td>Red</td>
<td>813-1</td>
<td>893-1</td>
</tr>
<tr>
<td>Blue</td>
<td>814-1</td>
<td>894-1</td>
</tr>
</tbody>
</table>

Autopoint, Grip-Tite, Twinpoint, and Pencil-Pointer are registered trademarks of Autopoint-Janesville.

General Information

Orders for imprinted merchandise accepted only when submitted by a recognized Specialty Advertising Distributor.

Acknowledgments
All orders are acknowledged via post card.

Selling prices
Items without advertising copy use next larger quantity price. No intermediate pricing.

Billing prices
Products are invoiced to the second place to the right of the decimal point.

Less than minimum quantities
Not available for imprinted merchandise; unimprinted add $6 (net) per order.

Production time
Normal production time is four weeks from receipt of order on imprinted merchandise; five working days on unimprinted items.

Shipping
Orders are shipped from Wisconsin prepaid with shipping charges added to the invoice. C.O.D. orders not accepted.

Split shipments; split destinations
Add $3 (net) for each after the first.

Mail-lite bags
For single pieces 20¢ (net) each not inserted.

Overruns and/or underruns
We reserve the right to ship and bill up to 5% over or under the amount of imprinted items ordered.

Additional imprint lines and panels
Add 10¢ (net) per piece per additional line on the hexagonal barrel units. Add 10¢ (net) per piece per additional panel on the round barrel units—both the barrel and the ferrule are each considered a panel.

Additional imprint colors
Add 10¢ (net) per piece per color per panel if surface imprint of more than one color is desired.

Change in imprint color
Add $6 (net) per imprint color change within an order.

Autopoint Erasers

<table>
<thead>
<tr>
<th>Color</th>
<th>Diameter</th>
<th>Unit Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ivory</td>
<td>8.10/box</td>
<td>1.1 mm</td>
</tr>
<tr>
<td>Over-Size</td>
<td>820-1</td>
<td>8.10/box</td>
</tr>
<tr>
<td>Maxi-Size</td>
<td>821-1</td>
<td>8.10/box</td>
</tr>
</tbody>
</table>

Change in imprint copy
Add $6 (net) per imprint copy change within an order.

Ferrule changes
Imprintable ivory ferrules are available at no extra charge on hexagonal barrel units if specified on an order of 250 pieces or more. Chrome ferrules are available at no extra charge on round barrel units if specified on an order of 250 pieces or more.

Fingergrip changes
Fingergrips in cataloged colors other than black are available at no extra charge on either hexagonal barrel units, or round barrel units, if specified on an order of 250 pieces or more.

Proofs
Add $6 (net) per color. Die, screen, plate charges are extra.

Dies, screens, plates
On new orders for logo, trademark, or special typeface, add $15 (net) per color one-time charge for the die, screen, or plate. Please supply clean black-and-white artwork—and indicate approximate imprint size desired. There are no "stock cuts." Extra charges—not to exceed $15 (net)—may be assessed to bring the "art" supplied up to proper quality or size or strength for photography.

Repeat orders
No makeready charge will be made on repeat orders with identical copy and layout.

Patents
Many of the products in this catalog are protected by U.S. and foreign design and mechanical patents.

Warranty
Any defect in material or workmanship will be corrected without charge.

Autopoint, Grip-Tite, Twinpoint, and Pencil-Pointer are registered trademarks of Autopoint-Janesville.

Autopoint, Grip-Tite, Twinpoint, and Pencil-Pointer are registered trademarks of Autopoint-Janesville.