

1976

## Autopoint 1976 catalog

Autopoint, Inc.

Robert L. Bolin Depositor

*University of Nebraska-Lincoln*, [rbolin2@unl.edu](mailto: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](#)

---

Autopoint, Inc. and Bolin, Robert L. Depositor, "Autopoint 1976 catalog" (1976). *Trade Catalogs*. 3.  
<http://digitalcommons.unl.edu/tradecatalogs/3>

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.

GIFTS  
3753  
74  
FLOWERS

# Autopoint®



## 1976



## SLIM UTILITY PENCILS .9mm or 1.1mm Lead



The most popular of all Autopoint pencils, the Slim Utility is the perfect choice for general use where economy is a consideration and dependability is a must.

**Barrel Colors:** Round or paneled barrels in black, yellow, red, blue, green, or white. Fingergrips are black unless otherwise specified.

**Ferrules (area above clip):** Available with white or yellow ferrules imprinted in one, two or three colors.

**Lead:** Round barrel, No. 107 (.9mm lead), No. 7

(1.1mm lead). Paneled barrel, No. 106 (.9mm lead), No. 6 (1.1mm lead).

**Packaging:** Bulk.

**Minimum Order:** 100 pencils.

**Shipping Weight:** 3 lbs./100 pencils.

**Price Includes:** Nos. 107 & 7 - one to five lines of copy printed on barrel (trademarks, logotypes and stock art can also be reproduced). Nos. 106 & 6 - one line of copy "hot stamped" on barrel (34 letters and spaces in 8 pt. type).

PRODUCT	ITEM NO.	SUGG. RETAIL	100	250	500	1000	2500
SLIM UTILITY*	107,7,106,6	\$1.49	.82	.80	.78	.72	.66

\*Printed Ferrules: 1 color add .09 (E) per unit; 2 colors .12 (E); 3 colors .20 (E).

3CDE

## JUMBO UTILITY PENCILS .9mm or 1.1mm Lead



These general purpose pencils feature bold "big grip" styling for those of your customers who prefer the heft of a larger pencil.

**Barrel Colors:** Round or paneled barrels in black, yellow, red, blue, green, or white. Fingergrips are black unless otherwise specified.

**Ferrules (area above clip):** Available with white or yellow ferrules imprinted in one, two or three colors.

**Lead:** Round barrel, No. 157 (.9mm lead), No. 57

(1.1mm lead). Paneled barrel, No. 156 (.9mm lead), No. 56 (1.1mm lead).

**Packaging:** Bulk.

**Minimum Order:** 100 pencils.

**Shipping Weight:** 4 lbs./100 pencils.

**Price Includes:** Nos. 157 & 57 - one to five lines of copy printed on barrel (trademarks, logotypes and stock art can also be reproduced). Nos. 156 & 56 - one line of copy "hot stamped" on barrel (34 letters and spaces in 8 pt. type).

PRODUCT	ITEM NO.	SUGG. RETAIL	100	250	500	1000	2500
JUMBO UTILITY*	157,57,156,56	\$1.75	1.00	.98	.96	.89	.82

\*Printed Ferrules: 1 color add .09 (E) per unit; 2 colors .12 (E); 3 colors. 20 (E).

3CDE



## SLIM DELUXE PENCILS .9mm or 1.1mm Lead



These stylishly slim performers feature the added touch of chrome on the distinctive ribbed cap covering the eraser.

**Barrel Colors:** Round or paneled barrels in black, yellow, red, blue, green, or white. Fingergrips are black unless otherwise specified.

**Lead:** Round barrel, No. 117 (.9mm lead), No. 17 (1.1mm lead). Paneled barrel, No. 116 (.9mm lead), No. 16 (1.1mm lead).

**Packaging:** Bulk.

**Minimum Order:** 100 pencils.

**Shipping Weight:** 3 lbs. 8 oz./100 pencils.

**Price Includes:** Nos. 117 & 17 - one to five lines of copy printed on barrel (trademarks, logotypes and stock art can also be reproduced). Nos. 116 & 16 - one line of copy "hot stamped" on barrel (34 letters and spaced in 8 pt. type).

PRODUCT	ITEM NO.	SUGG. RETAIL	100	250	500	1000	2500
SLIM DELUXE	117,17,116,16	\$1.98	1.25	1.23	1.21	1.12	1.03

3CDE



## JUMBO DELUXE PENCILS .9mm or 1.1mm Lead



"Big-grip" styling plus a choice of eraser cap color makes these pencils universally appealing.

**Barrel Colors:** Round or paneled barrels in black, yellow, red, blue, green, or white. Fingergrips are black unless otherwise specified. Eraser caps: red, black, blue, white, Kelly green.

**Lead:** Round barrel, No. 167 (.9mm lead), No. 67 (1.1mm lead). Paneled barrel, No. 166 (.9mm lead), No. 66 (1.1mm lead).

**Packaging:** Bulk.

**Minimum Order:** 100 pencils.

**Shipping Weight:** 4 lbs./100 pencils.

**Price Includes:** Nos. 167 & 67 - one to five lines of copy printed on barrel (trademarks, logotypes and stock art can also be reproduced). Nos. 166 & 66 - one line of copy "hot stamped" on barrel (34 letters and spaced in 8 pt. type).

PRODUCT	ITEM NO.	SUGG. RETAIL	100	250	500	1000	2500
JUMBO DELUXE	167,67,166,66	\$2.25	1.50	1.48	1.46	1.35	1.25

3CDE

## EXECUTIVE PENCILS .9mm or 1.1mm Lead



The top of the slim line pencils, the Executive offers an unsurpassed combination of styling and durability. The Executive is distinguished by its black-topped chrome cap.

**Barrel Colors:** Round or paneled barrels in black, gray, red or blue. Fingergrips are black unless otherwise specified.

**Lead:** Round barrel, No. 127 (.9mm lead), No. 27 (1.1mm lead). Paneled barrel, No. 126 (.9mm lead), No. 26 (1.1mm lead).

**Packaging:** Bulk.

**Minimum Order:** 100 pencils.

**Shipping Weight:** 5 lbs./100 pencils.

**Price Includes:** Nos. 127 & 27 - one to five lines of copy printed on barrel (trademarks, logotypes and stock art can also be reproduced). Nos. 126 & 26 - one line of copy "hot stamped" on barrel (34 letters and spaced in 8 pt. type).

PRODUCT	ITEM NO.	SUGG. RETAIL	100	250	500	1000	2500
EXECUTIVE PENCIL	127,27,126,26	\$2.25	1.50	1.48	1.46	1.35	1.25

3CDE



## DIRECTOR PENCILS .9mm or 1.1mm Lead



The top of the jumbo line pencils, the Director is styled for those who prefer a heavier, well-balanced pencil designed specifically for big hands. The smart styling is complemented by a distinctive black-topped chrome cap.

**Barrel Colors:** Round or paneled barrels in black, yellow, red, blue, green, or white.

**Lead:** Round barrel, No. 187 (.9mm lead), No. 87 (1.1mm lead). Paneled barrel, No. 186 (.9mm lead), No. 86 (1.1mm lead).

**Packaging:** Bulk.

**Minimum Order:** 100 pencils.

**Shipping Weight:** 5 lbs./100 pencils.

**Price Includes:** Nos. 187 & 87 - one to five lines of copy printed on barrel (trademarks, logotypes and stock art can also be reproduced). Nos. 186 & 86 - one line of copy "hot stamped" on barrel (34 letters and spaced in 8 pt. type).

PRODUCT	ITEM NO.	SUGG. RETAIL	100	250	500	1000	2500
DIRECTOR PENCIL	187,87,186,86	\$2.49	1.65	1.63	1.61	1.48	1.36

3CDE



# TWINPOINT® PENCILS



Perfect choice for those who do a large volume of writing — accountants, editors, engineers, teachers, etc. With two points, this pencil is always ready to write — twice as useful.

**Barrel Colors:** Black, or white with black & red or black & blue fingergrips.

**Lead:** No. 8 (1.1mm lead), No. 108 (.9mm lead), No. 508 (.9mm & .5mm leads).

**Packaging:** Bulk.

**Minimum Order:** 100 pencils.

**Shipping Weight:** 4 lbs./100 pencils.

**Price Includes:** One line of copy "hot stamped" on barrel (34 letters and spaces in 8 pt. type).

PRODUCT	ITEM NO.	SUGG. RETAIL	100	250	500	1000	2500
TWINPOINT PENCIL	<b>8,108</b>	\$2.49	1.65	1.62	1.59	1.44	1.30
TWINPOINT PENCIL	<b>508</b>	3.50	2.49	2.47	2.45	2.25	2.08

3CDE

# ULTRA-THIN® PENCIL/UTL® .5mm Lead



UTL pencils are specifically designed for jobs requiring a constant ultra-thin line. An indispensable working tool for accountants, engineers and architects.

**Barrel Colors:** UTL — Red round barrel, black tip & ferrule. Deluxe UTL — Black paneled barrel, black tip & yellow-topped chrome cap.

**Lead:** UTL & Deluxe UTL — .5mm lead.

**Packaging:** Bulk.

**Minimum Order:** 100 pencils.

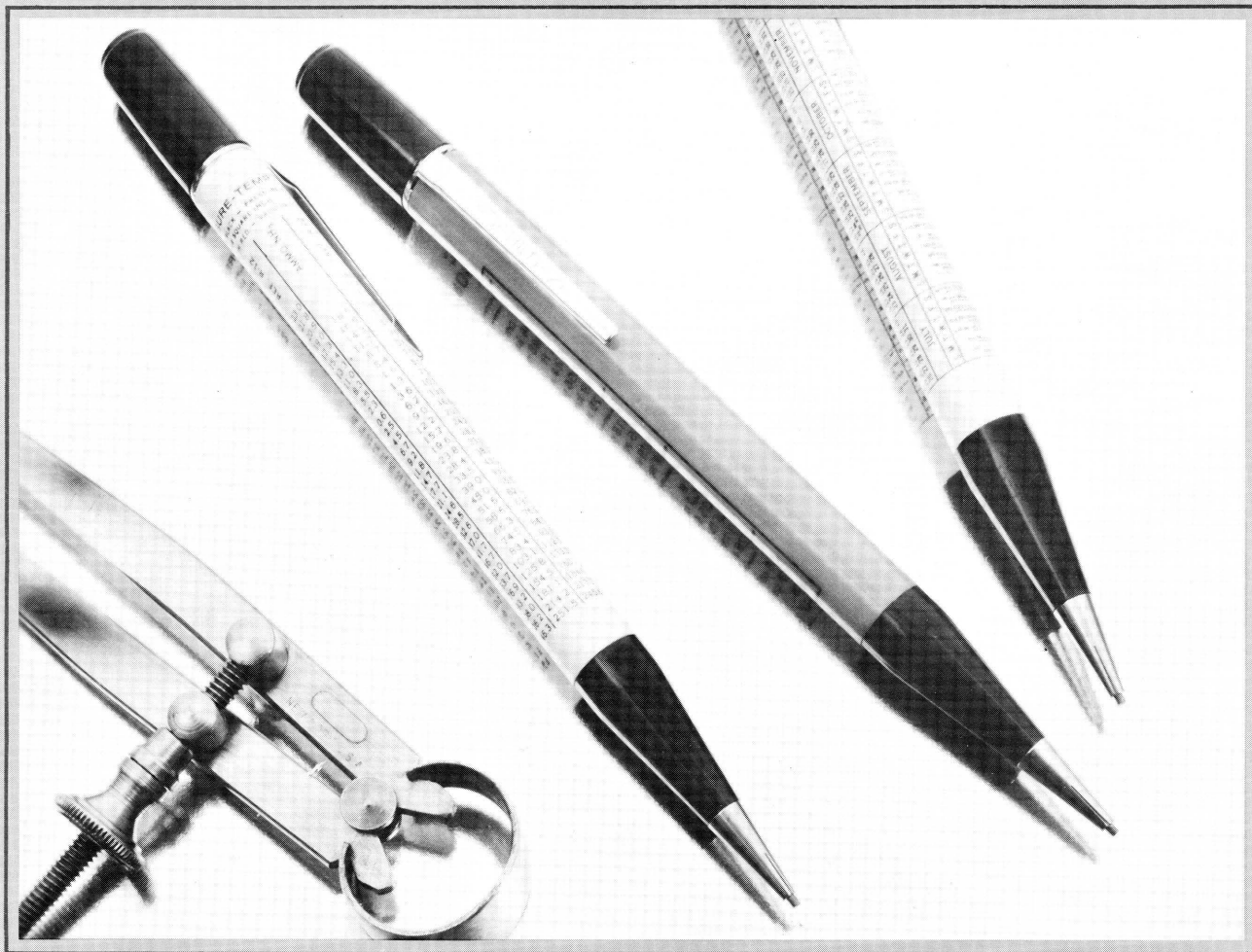
**Shipping Weight:** 4 lbs./100 pencils.

**Price Includes:** UTL — one to five lines of copy printed on barrel (trademarks, logotypes and stock art can also be reproduced). Deluxe UTL — one line of copy "hot stamped" on barrel (34 letters and spaces in 8 pt. type).

PRODUCT	ITEM NO.	SUGG. RETAIL	100	250	500	1000	2500
DELUXE UTL PENCIL	506	\$2.98	2.15	2.13	2.11	1.95	1.80
							3CDE
UTL PENCIL*	507	1.95	1.80	1.62	1.47	1.35	1.25
							ABCDE



## CALENDAR and CHART PENCILS



A practical and extremely effective advertising vehicle. Your sales message is delivered each and every time the user refers to or writes with the calendar or chart pencil.

## CALENDAR and STOCK CHARTS

A full-year calendar, starting January, plus a selection of over 100 stock charts covering a wide variety of subjects are available printed on any Jumbo round barrel pencil. Calendar and charts are printed in one color (or two colors where required) along with two lines of advertising copy. Note: some charts are available printed on slim barrel pencils. Contact your Autopoint representative for details.

When ordering calendar or stock chart pencils be sure to specify pencil model, calendar or chart, color(s), advertising copy and quantity.

## CUSTOM CHARTS

Custom charts designed to your specifications are also available. For costs, provide complete details including advertising copy requirements.

Here are some examples from our file of over 100 stock charts.

Calendar & Charts (Round Barrel Pencils): Add .09 (E) per pencil.

## METRIC CONVERSION #CH 136

## U.S. to Metric for Length, Area, Weight, Volume.

# DECIMAL EQUIVALENTS #CH 115

1/64" to 1" in 1/64" Increments

**WALLPAPER #CH 7** — Number of Rolls of Wallpaper Based on Room Size and Ceiling Height.

CH 136

CH 115

CH 7

METRIC  
CONVERSION  
CHART

LENGTH

inch.....	2.54 cm
cm.....	0.394 in
foot.....	0.3048 m
meter.....	3.28 ft
yard.....	0.9144 m
meter.....	1.0936 yd
mile.....	1.609 km
km.....	0.6275 mi

AREA

sq in.....	6.4516 cm <sup>2</sup>
cm <sup>2</sup> .....	0.155 sq in
ft <sup>2</sup> .....	0.0929 m <sup>2</sup>
sq ft.....	10.764 sq m

WEIGHT

ounce.....	28.35 g
gram.....	0.0353 oz
pound.....	0.4535 kg
kilogram.....	2.205 lb
ton.....	0.907 mt
metric ton.....	1.1025 t

VOLUME

cu yd.....	0.765 m <sup>3</sup>
m <sup>3</sup> .....	1.35 cu yd

DECIMAL EQUIVALENTS

1/64	0.15625	33/64	515/625
1/32	0.03125	17/32	531/25
3/64	0.46875	35/64	546/875
1/16	0.0625	9/16	56/25
5/64	0.78125	37/64	518/725
3/32	0.09375	19/32	593/5
7/64	1.09375	39/64	609/375
1/8	1.25	5/8	625
9/64	14.0625	41/64	640625
5/32	15.625	21/32	65625
11/64	17.1875	43/64	671875
3/16	18.75	11/16	6875
13/64	20.3125	45/64	703125
7/32	21.875	23/32	71875
15/64	23.4375	47/64	734375
1/4	25	3/4	75
17/64	26.5625	49/64	750625
9/32	28.125	25/32	78125
19/64	29.6875	51/64	796875
5/16	31.25	13/16	8125
21/64	32.8125	53/64	828125
11/32	34.375	27/32	84375
23/64	35.9375	55/64	859375
3/8	37.5	7/8	875
5/8	39.0625	57/64	890625
13/32	40.625	29/32	90625

SIZE OF ROOM	HEIGHT OF CEILING				YARDS OF BORDER		ROLLS OF CEILING	
	7' 12 1/4 Bolts	8' 12 1/4 Bolts	9' 10 1/4 Bolts	10' 11 1/4 Bolts	12 1/4 Bolts	12 1/2 Bolts	12 3/4 Bolts	13 1/4 Bolts
6 x 10	1	2	2 1/2	3	11	3 1/2		
6 x 12	2	2 1/2	3	12	3 1/2			
8 x 10	2	2 1/2	3 1/2	14	1			
8 x 14	2 1/2	2 1/2	3 1/2	15	1			
10 x 12	2 1/2	2 1/2	3 1/2	16	1 1/2			
9 x 12	2 1/2	2 1/2	3 1/2	16	1 1/2			
9 x 14	2 1/2	3	3 1/2	17	1 1/2			
10 x 14	2 1/2	3	3 1/2	17	1 1/2			
12 x 12	3	3 1/2	4 1/2	18	1 1/2			
12 x 14	3	3 1/2	4 1/2	18	1 1/2			
16 x 16	3	3 1/2	5	20	1 1/2			
16 x 18	3 1/2	4	5 1/2	22	2			



## EXECUTIVE SET



Slim, designer styling and gleaming chrome cap and tip are featured in this distinctive gift set. Your advertising message is presented with prestige when imprinted on these fine writing instruments. Pen or pencil also available separately.

**Barrel Colors:** Black, blue, saddle tan or bone white.

**Lead:** Pencil contains .9mm lead.

**Refill:** Pen contains standard Perfecto® medium

point, blue ink refill. Optional refills available, see refill items page 21.

**Packaging:** Sets - Gift Boxed; Pens or Pencils - Bulk.

**Minimum Order:** 8 lbs./50 Sets; 4 lbs./100 Pens; 4 lbs./100 Pencils.

**Price Includes:** One to five lines of copy printed on barrel (trademarks, logotypes and stock art can also be reproduced).

PRODUCT	ITEM NO.	SUGG. RETAIL	50	100	250	500	1000	2500
EXECUTIVE SET	<b>542</b>	\$5.95	3.60	3.58	3.56	3.28	3.03	
PENCIL ONLY	<b>642</b>	3.50	—	2.46	2.44	2.42	2.22	2.05
PEN ONLY	<b>147</b>	2.50	—	1.14	1.12	1.10	1.00	.92

3CDE

## PENCIL AND PEN SET



These writing instruments provide consistent performance while conveying your advertising message in a style that belies their surprisingly low price. Pencil or pen also available separately.

**Barrel Colors:** Black, red or blue.

**Lead:** Pencil contains .9mm lead.

**Refill:** Pen contains standard Perfecto® medium point, blue ink refill. Optional refills available. See refill items page 21.

**Packaging:** Sets — Gift Boxed; Pencils or Pens — Bulk.

**Minimum Order:** 50 sets or 100 pencils or 100 pens.

**Shipping Weight:** 6 lbs. 4 oz./50 Sets; 3 lbs./100 Pencils; 3 lbs./100 Pens.

**Price Includes:** One to five lines of copy printed on barrel (trademarks, logotypes and stock art can also be reproduced).

PRODUCT	ITEM NO.	SUGG. RETAIL	50	100	250	500	1000	2500
PENCIL/PEN SET	548	\$3.95	2.00	1.98	1.96	1.81	1.68	—
PENCIL ONLY (.9mm lead)	648	2.50	—	1.35	1.33	1.31	1.21	1.12
PEN ONLY	348	1.50	—	.65	.63	.61	.56	.50

3CDE



## HOLIDAY PENS



Especially designed to provide comfortable, tireless writing. Features extra long copy area, "contoured" black finger grip and chrome-plated clip and trim. Contains standard Perfecto® medium point, blue ink refill. Optional refills available, see refill items page 21.

**Cap Colors:** Black, deep blue, bone white or deep red.

**Packaging:** Bulk.

**Minimum Order:** 100 pens.

**Shipping Weight:** 3 lbs. 8 oz./100 pens.

**Price Includes:** One to five lines of copy printed on cap.

PRODUCT	ITEM NO.	SUGG. RETAIL	100	250	500	1000	2500
HOLIDAY PEN	371	\$1.98	.79	.77	.75	.68	.62

3CDE



## POCKET PEEPER® PENS



The constant exposure of a billboard — plus a quality retractable ball point pen — that's the Pocket Peeper. In a pocket or in use, the Pocket Peeper displays your trademark, logotype or advertising slogan in one, two or three colors on a white ferrule. Contains standard Perfecto® medium point, blue ink refill.

**Barrel Colors:** Black, blue, red, white, orange or yellow.

**Ferrules (area above clip):** Available with white ferrules imprinted in one, two or three colors.

**Packaging:** Bulk.

**Minimum Order:** 100 Pens.

**Shipping Weight:** 2 lbs./100 pens.

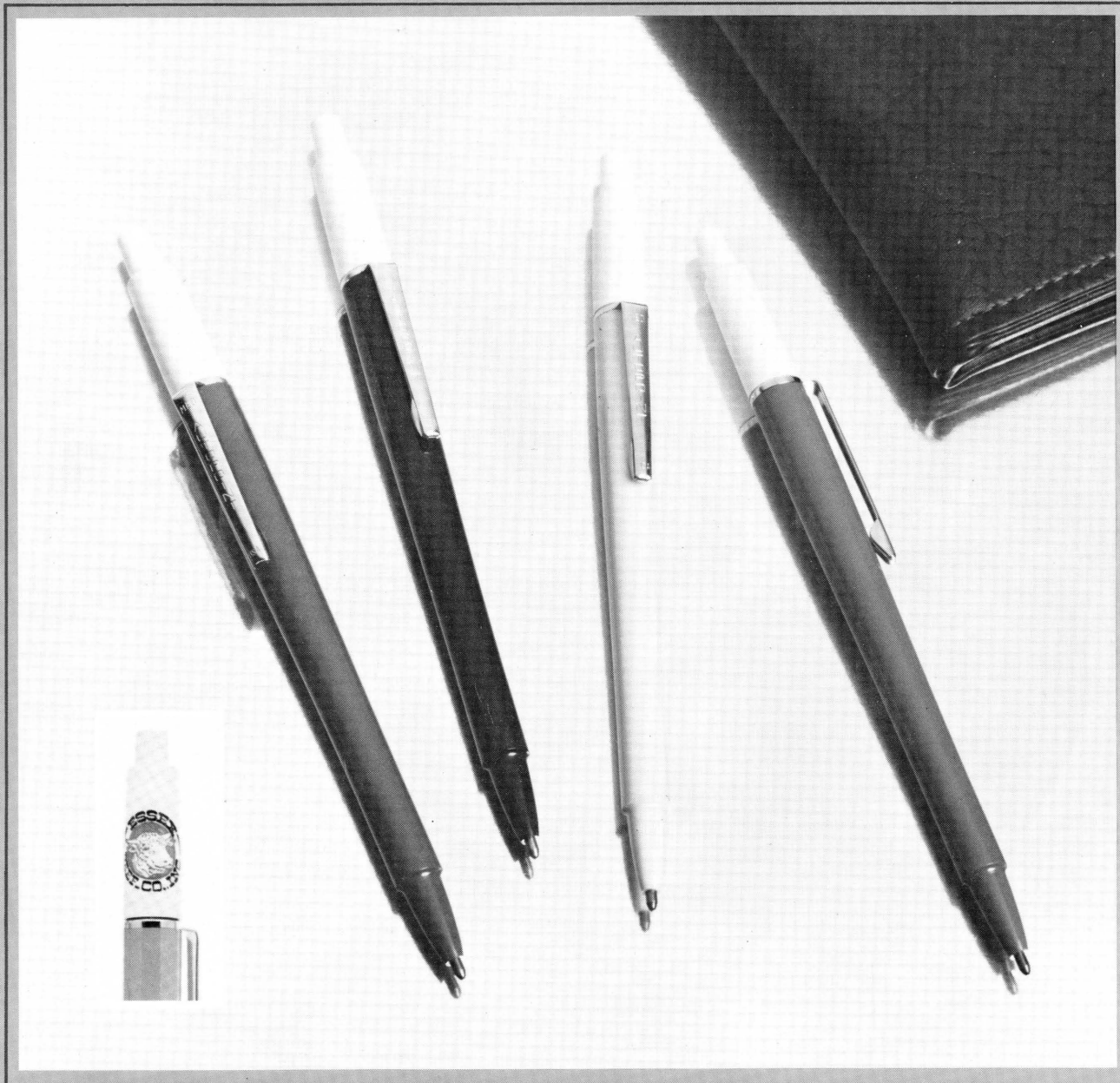
**Price Includes:** One to five lines of copy on barrel and one-color trademark printed on ferrule.

PRODUCT	ITEM NO.	SUGG. RETAIL	100	250	500	1000	2500
POCKET PEEPER PEN*	576	\$1.29	.85	.83	.81	.74	.68

\*Printed Ferrules (area above clip): 1 color no charge; 2 colors .06 (E) per unit; 3 colors .15 (E) per unit.

3CDE

## LANCER PENS



Here's a non-refillable pen with a dual advertising personality all its own. The Lancer provides maximum advertising impact in or out of your customer's pocket. Features long white copy area above clip that allows your message to be continually present, continually read. Contains standard Perfecto® medium point, blue ink refill. Black pen available with black, fine point refill at no extra charge upon request.

**Barrel Colors:** Black, blue, red, orange and yellow.

**Ferrules:** Available with white ferrules imprinted in one or two colors.

**Packaging:** Bulk.

**Minimum Order:** 100 pens.

**Shipping Weight:** 2 lbs. 8 oz./100 pens.

**Price Includes:** One to five lines of copy surface printed on barrel, plus one-color copy above clip.

PRODUCT	ITEM NO.	SUGG. RETAIL	100	250	500	1000	2500
LANCER PEN*	322	\$ .59	.44	.435	.425	.39	.36

\*Printed Ferrules: (area above clip): 1 color no charge if same as barrel copy, otherwise add .06 (E) per unit; 2 colors add .12 (E) per unit.

3CDE



## CHALLENGER PENS



These stylish, colorful pens provide dependable performance at an economical price. The lustrous wear-resisting finish of the barrel is complimented by the ultra-thin chrome barrel ring and barrel tip. Contains medium point, blue ink refill.

**Colors:** Olive, black, aqua, blue, red, yellow or white with matching caps and barrels.

**Packaging:** Bulk.

**Minimum Order:** 100 pens.

**Shipping Weight:** 2 lbs./100 pens.

**Price Includes:** One to five lines of copy printed on barrel.

PRODUCT	ITEM NO.	SUGG. RETAIL	100	250	500	1000	2500
CHALLENGER PEN	801	\$1.50	.65	.63	.61	.56	.50

3CDE

## LONG LINER OFFICE PENS



The smooth, extra long writing of the Autopoint tungsten ball cartridge and the economical price combine to make the Long Liner a pen for all reasons. Autopoint inks assure reproduction on all modern office duplicators.

**Barrel Colors:** Blue, black, red or green (barrel color is ink color). Also available in white with

medium point, blue ink or black ink refill.

**Packaging:** Bulk.

**Minimum Order:** 100 pens.

**Shipping Weight:** 2 lbs. 8 oz./100 pens.

**Price Includes:** One to five lines of copy printed on barrel.

PRODUCT	ITEM NO.	SUGG. RETAIL	100	250	500	1000	2500
LONG LINER PEN* (Medium pt.)	696	\$ .25	.25	.24	.23	.21	.19
LONG LINER PEN* (Fine pt.)	696-31	.25	.25	.24	.23	.21	.19

\*Cost of cap and clip not included. Cap: Add .03 (E) per unit. Clip: Add .03 (E) per unit.

3CDE



## SLIM MEDALLION PENS



The durability of burnished brass or gleaming chrome gives the Medallion — and your advertising message — the recognition and prestige only an all-metal pen can provide. Expertly crafted, these fine writing instruments feature a satin finish cap, standard Perfecto® medium point, blue ink refill, and a price small enough to surprise you. Optional refills available, see refill items page 21.

**Colors:** Brass or chrome.

**Packaging:** Bulk.

**Minimum Order:** 100 pens.

**Shipping Weight:** 3 lbs./100 pens.

**Price Includes:** One to five lines of copy printed on barrel.

PRODUCT	ITEM NO.	SUGG. RETAIL	100	250	500	1000	2500
SLIM MEDALLION Brass	<b>518</b>	\$1.98	1.24	1.22	1.20	1.10	1.00
SLIM MEDALLION Chrome	<b>519</b>	1.98	1.24	1.22	1.20	1.10	1.00

3CDE

# ATTACH-A-PEN®



A striking accessory, as handsome as it is useful. With its chrome-plated holder, the Attach-A-Pen keeps a black Taper pen — and your advertising message — always within easy reach. Strong self-stick adhesive on its ebony plastic base secures Attach-A-Pen in seconds — to desk, counter, telephone or any other smooth, solid surface. All pens furnished with standard Perfecto® medium

point, blue ink refill. Optional refills available, see refill items page 21.

**Packaging:** Individually boxed.

**Minimum Order:** 50 Sets or 100 Pens.

**Shipping Weight:** 8 lbs./50 Sets; 4 lbs./100 pens.

**Price Includes:** One to five lines of copy printed on barrel.

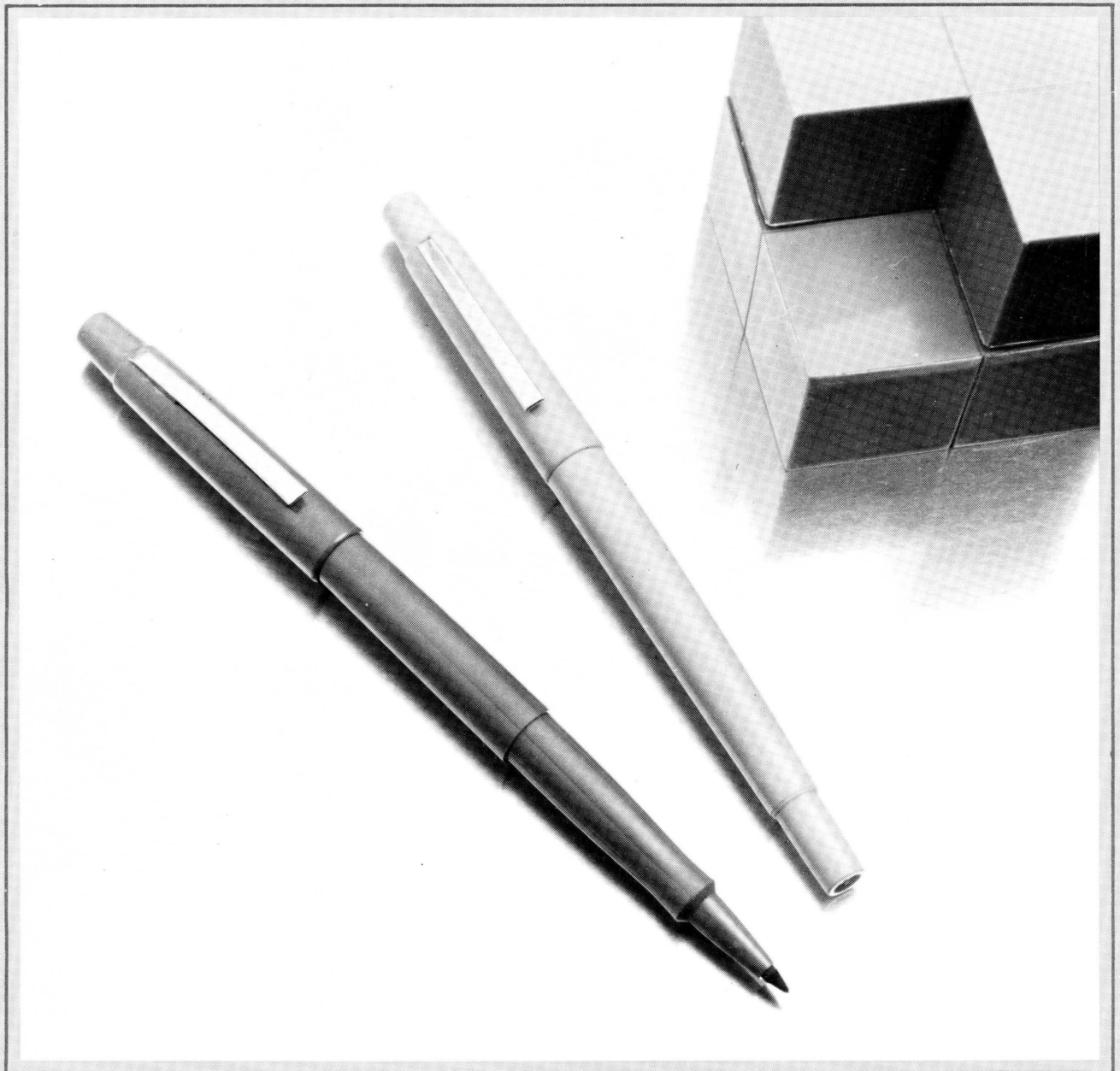
PRODUCT	ITEM NO.	SUGG. RETAIL	50	100	250	500	1000	2500
ATTACH-A-PEN SET WITH CHAIN	<b>250C</b>	\$3.50	2.40	2.38	2.36	2.17	2.00	—
TAPER PEN*	<b>626</b>	.80	—	.50	.49	.48	.44	.40

\*Cost of chain not included. Add .36 (E) each for pens with chains.

3CDE



## POROUS POINT PENS



Autopoint's tough nylon tip stays firm and sharp so you can write bold, write fine — write the way you feel. These economically priced pens offer you enough solid bright colors to "write a rainbow" or color code a manuscript. The Click-Seal cap minimizes ink dry-out for a minimum four-year shelf life.

**Colors:** Blue, red, black or green.

**Packaging:** Bulk.

**Minimum Order:** 250 pens. Minimum release for co-ops 100 each.

**Shipping Weight:** 2 lbs. 8 oz./100 pens.

**Price Includes:** One to five lines of copy printed in one color on the cap.

PRODUCT	ITEM NO.	SUGG. RETAIL	250	500	1000	2500	5000
POROUS PEN	920	\$ .49	.30	.29	.28	.26	.23

3CDE

# MAGNETIC INDEX and MEMO CASES



## Magnetic Index

A prestigious gift, the magnetic index uses a lifetime Alnico 5 magnet to select the correct index card at the flick of a finger. Your corporate symbol or advertising message receives invaluable desk top exposure when foil stamped or silk screened on the 3" x 5" cover.

**Index Colors:** Walnut, jet black or charcoal gray.

**Packaging:** Individually boxed.

**Minimum Order:** 50 Indexes.

**Shipping Weight:** 55 lbs./50 Indexes.

**Price Includes:** One to four lines of copy (28 letters and spaces in 10 pt. type OR 45 in 6 pt. type) foil stamped in white, silver or gold OR one-color silk screen.

## Memo Cases

Smartly styled, these smartly styled plastic memo cases assure your advertising message or logotype the prominence of desk-top-billing. Each case contains approximately 200 sheets of quality memo paper.

**Colors:** Walnut, black or charcoal gray.

**Packaging:** Individually boxed.

**Minimum Order:** 50 Memo Cases.

**Shipping Weight:** 34 lbs./50 #220; 45 lbs./50 #222.

**Price Includes:** Model No. 220 (3" x 5") - one to four lines of copy (45 letters and spaces in 6 pt. type OR 28 in 10 pt. type); Model No. 222 (4" x 6") - one to four lines of copy (34 letters and spaces in 6 pt. type OR 21 in 10 pt. type).

PRODUCT	ITEM NO.	SUGG. RETAIL	50	100	250	500	1000
MAGNETIC INDEX	<b>304</b>	\$12.00	9.95	9.93	9.91	9.15	8.49
3CDE							
PRODUCT	ORDER NO.	SUGG. RETAIL	50	100	250	500	1000
MEMO CASE (3"x5")	<b>220</b>	\$2.50	1.99	1.97	1.95	1.79	1.65
MEMO CASE (4"x6")	<b>222</b>	3.50	2.90	2.88	2.86	2.63	2.43
3CDE							



## Autopoint Refill Items

All leads are 85mm(13/8") in length.

Item No.	Description	Previous Item No.	Suggested Retail	Price (E)
<b>.9mm (.036" diam.)</b>				
<b>Real-Thin Lead (Black)</b>				
<b>REGULAR GRADES</b>				
603-22-6	Soft	512	.40/tube	.22/tube
603-23-6	Medium	512	.40/tube	.22/tube
603-24-6	Hard	512	.40/tube	.22/tube
<b>TECHNICAL GRADES</b>				
603-25-6	F	512	.40/tube	.22/tube
603-26-6	H	512	.40/tube	.22/tube
603-27-6	2H	512	.40/tube	.22/tube
Packed 12 tubes per item number, 24 leads per tube.				

<b>.9mm (.036" diam.)</b>				
<b>Real-Thin Lead (Colors)</b>				
600-21-6	Medium, Blue	513	.40/tube	.22/tube
600-22-6	Medium, Green	513	.40/tube	.22/tube
600-24-6	Medium, Red	513	.40/tube	.22/tube
600-25-6	Medium, Yellow	513	.40/tube	.22/tube
Packed 12 tubes per item number, 12 leads per tube.				

<b>1.1mm (.046" diam.)</b>				
<b>Standard Lead (Black)</b>				
<b>REGULAR GRADES</b>				
603-32-6	Soft	43N	.40/tube	.22/tube
603-33-6	Medium	43N	.40/tube	.22/tube
603-34-6	Hard	43N	.40/tube	.22/tube
<b>TECHNICAL GRADES</b>				
603-35-6	F	43N	.40/tube	.22/tube
603-36-6	H	43N	.40/tube	.22/tube
603-37-6	2H	43N	.40/tube	.22/tube
Packed 12 tubes per item number, 24 leads per tube.				

<b>1.1mm (.046" diam.)</b>				
<b>Standard Lead (Colors)</b>				
600-31-6	Medium, Blue	338N	.40/tube	.22/tube
600-32-6	Medium, Green	338N	.40/tube	.22/tube
600-34-6	Medium, Red	338N	.40/tube	.22/tube
600-36-6	Medium, Yellow	338N	.40/tube	.22/tube
Packed 12 tubes per item number, 12 leads per tube.				

<b>1.1mm (.046" diam.)</b>				
<b>Mark Sensing Lead Std.</b>				
603-54-6	Black	42DM	.50/tube	.29/tube
Packed 12 tubes per item number, 24 leads per tube.				

<b>.5mm (.0225" diam.)</b>				
<b>Ultra-Thin Lead (Black)</b>				
603-14-6	Medium	2250-HB	.75/tube	.50/tube
603-16-6	Medium Hard	2250-H	.75/tube	.50/tube
Packed 12 tubes per item number, 12 leads per tube.				

<b>Standard Size Erasers (For Slim Utility, UTL, Executive, Director, Deluxe Pencils)</b>				
605-03-6	Gray	40B	.40/tube	.22/tube
605-02-6	Red	40E	.40/tube	.22/tube
Packed 12 tubes per item number, 4 erasers per tube.				

<b>Jumbo Size Erasers (For Jumbo Utility Pencils Only)</b>				
605-53-6	Gray	39B	.50/tube	.28/tube
605-52-6	Red	39E	.50/tube	.28/tube
Packed 12 tubes per item number, 3 erasers per tube.				

Leads also available in bulk packs. Contact your Autopoint representative for details.

Item No.	Description	Previous Item No.	Suggested Retail	Price (E)
<b>Small Erasers</b>				
605-47-6	Gray	41B	.40/tube	.22/tube
Packed 12 tubes per item number, 4 erasers per tube.				

<b>Erasers (bulk)</b>				
<b>Standard Size Erasers</b>				
606-03-1	Gray	34B	\$3.95/box	\$2.79/box
606-02-1	Red	34E	\$3.95/box	\$2.79/box
Packed 72 erasers per item number.				

<b>Jumbo Erasers</b>				
606-53-1	Gray	35B	\$4.95/box	\$3.25/box
606-52-1	Red	35E	\$4.95/box	\$3.25/box
Packed 72 erasers per item number.				

<b>Memo Case Refills</b>				
607-46-6	3"x5" memo paper	—	\$9.50/dz.	\$5.80/dz.
Packed 1 dozen per item number.				
607-35-6	4"x6" memo paper	—	\$10.50/dz.	\$6.45/dz.
Packed 1 dozen per item number.				

<b>Magnetic Index Refills</b>				
609-44-6	Refill	304-B	\$3.00/ea.	\$1.72/ea.

<b>Replacement Ink Cartridges</b>				
<b>Perfecto® Plastic Cartridge</b>				
619P	Medium point, Blue or Black	—	.29/ea.	.125/ea.
619P-31	Fine point, Blue or Black	—	.29/ea.	.125/ea.

<b>Tungstar® Metal Cartridge</b>				
619TC	Medium point, Blue, Red, or Black	—	.49/ea.	.26/ea.
619TC-31	Fine point, Blue, Red or Black	—	.49/ea.	.26/ea.

<b>Jumbo Cartridge</b>				
619J	Medium point, Blue or Black	—	.89/ea.	.50/ea.
619J-31	Fine point, Blue or Black	—	.89/ea.	.50/ea.

<b>Optional Ink Cartridges</b>				
Add the following charges to your order when specifying other than the standard Perfecto® Medium Point, Blue Ink cartridge.				
	<b>When Specifying</b>		<b>Add</b>	
619P	Medium Point, Black		.02 per unit	
619P-31	Fine Point, Blue or Black		.02 per unit	
619TC	Medium Point, Blue or Black		.10 per unit	
619TC-31	Fine Point, Blue or Black		.10 per unit	
619J	Medium Point, Blue or Black		.25 per unit	
619J-31	Fine Point, Blue or Black		.25 per unit	

**MINIMUM ORDER:** A minimum order requirement of \$25.00 (net) applies to all orders for refill leads, erasers, memo sheets and index.

**ALL DESCRIPTIONS AND PRICES SUBJECT TO CHANGE WITHOUT NOTICE.**



## General Information

### General Pricing Policy

#### Writing Instruments, Desk Accessories, Refills

Published prices are user's costs and not subject to further discount.

#### Combination Pricing

Total quantity of Autopoint items specified per order determines item price. Example: 250 pens and 250 pencils carry the 500 unit price for both.

#### Credit

Orders are subject to approval of Autopoint's Credit Department. Please provide complete credit information when submitting orders for new accounts.

#### Terms

Net thirty days. All shipments are F.O.B. factory. Freight will be prepaid by Autopoint and billed on invoice.

#### Change In Instructions; Cancellations

Since all items are manufactured and assembled in accordance with the customer's specifications and copy instructions, changes in copy or cancellations must be approved by the Sales Department. All manufacturing expenses incurred prior to date of change or cancellation must be paid by the customer.

#### Minimum Order Requirements

Prices shown are "quantity" prices, therefore minimum requirements must prevail. These quantities are indicated on each sheet and represent the smallest quantity that can be shipped without extra charges.

#### Less Than Minimum Charges

All orders for less than the minimum (but not less than one-half the minimum) will bear a \$5.00 (Net) charge.

#### Refill Item Minimum Orders

A minimum order of \$25.00 (Net) applies when a refill item solely are ordered.

#### Change of Copy, Change of Copy Color

Any change of copy or color of copy will bear a \$2.50 (Net) charge per change. The published minimum (See "Less Than Minimum Quantities" above) must be ordered.

#### Split Shipments

A charge of \$2.50 (Net) will be made for each additional shipping instruction included with an order.

#### Increased Quantity on Orders

An order may be increased if notification reaches Autopoint prior to production of the original order. If production has started, the increase will be considered a separate order.

#### Overruns and Underruns

Every effort is made to ship the exact quantity of merchandise ordered. However, we must reserve the right to over-ship or under-ship no more than 5% and bill accordingly.

#### Blanket/Coop Policy

Customers may place an estimate for their 12-month requirements of 2,500 or more Autopoint units. The total quantity of estimated units will determine the price per unit. This merchandise may be withdrawn during the ensuing twelve month period, subject to the following charges per withdrawals:

#### Quantity Set Up Charge

Lowest published quantity of product to 499 units . . \$2.50 (Net) 500 units and over . . . No charge.

## Copy Application Information

### Artwork Requirements

If a trademark or special lettering or artwork is to be used, please provide the following:

When a one-color copy application is required, provide two sharp black and white copies of the trademark, lettering or artwork. If copy is to be in two colors, provide three copies of the artwork. Include one additional black and white copy for jobs requiring three colors. Be sure to specify colors to be used, and exactly where the colors are to be used.

Artwork must not be folded or defaced with staples, tape, paper clips, etc. Avoid illustrations from match-book covers, wrappers, napkins, etc. Half-tone (Ben Day) screen prints are not suitable for reproduction. Line drawings can usually be reproduced. The artwork should not be smaller than it will be printed on the item, nor should it be over six times larger than it will be printed.

Unless the artwork supplied by the customer is suitable for reproduction, Autopoint will complete the necessary artwork and bill the customer at cost. Charges of less than \$5.00 will be done without contacting the customer. Charges of \$5.00 or more will require customer approval.

### Proofs

On-Product: \$5.00 (Net) plus cut cost(s) (If any) plus cost of product.

### Copy Applications

**Paneled Barrel Pencils:** One line of copy, "hot stamped" into the material in gold, silver, white, blue, red, green or yellow foil, is included in the price of all paneled pencils. Additional lines—add .05 (E) per line. Type size for "hot stamping" is as follows:

6PT. BLOCK TYPE      8PT. BLOCK TYPE

**Round Barrel Pencils:** Copy is applied to surface of pencil ferrules and round barrel pencils or pens, then covered with a protective coating. Price includes one color of standard printing. No cut charge is made for nationally syndicated trademarks or if a suitable cut is on file. If not, add \$5.00 (Net) per color cut charge to the initial order. 2nd color add .05(E) per unit. 3rd color add .09(E) per unit.

**Desk Accessories:** One to four lines of copy included in price. Additional lines: .05(E) per line per item.

**SILK SCREEN PRINTING:** Used when special lettering or a trademark is required on desk accessories. Cost of screen(s): \$22.00(E) for the first color. Each additional color: \$11.00(E) per screen cost plus .11(E) per color per unit for application.

**PACKAGING:** Standard packaging is specified in the catalog description of each product.

Special Packaging: Combination Box one pencil with tube of lead and erasers in:

presentation box.....	.25(E)
Tuck-end box.....	.04(E)
Poly Bag.....	.02(E)
Dozen.....	18/dz.(E)

**MAILING SERVICES:** Sturdy mailing containers are available for all Autopoint products. Tubes for pens and/or pencils—.22 each(E); for pen and pencil sets—.27 each(E).



## Autopoint mechanical pencils — an accomplishment of more than fifty years of design refinement

In today's world of things mechanical, it is a pleasure to encounter a mechanical device that functions, that is, a device that continually accomplishes the task for which it was designed.

In a word, Autopoint mechanical pencils are functional. Their performance is unfaltering, guaranteed unconditionally.

The following features assure you of Autopoint's excellence — an excellence resulting from more than a half century of design experience.

❶ Patented "Grip-Tite"™ Tip surrounds lead at the point of greatest writing pressure, minimizing breakage and making lead usable to the last 1/16 of an inch. Vise-like jaws, with dependable spring tension, lock the lead in position. The lead will not turn, wobble, jam or fall out.

❷ Precise Lead/Plunger Alignment eliminates the possibility of lead jamming. The 1 1/2 lbs. of pressure uniformly exerted by the plunger propels the lead through the spiral guide tube.

❸ The Spiral Guide Tube further eliminates jamming or binding by pulling, rather

than pushing, the lead plunger forward.

❹ Stainless Steel and Nylon Acetol connection of the finger-grip and barrel allow movement of the spiral guide tube while resisting slippage between the barrel and finger-grip when finger-grip is turned.

❺ Unique Safety Zone automatically restricts plunger travel when last of lead is used.

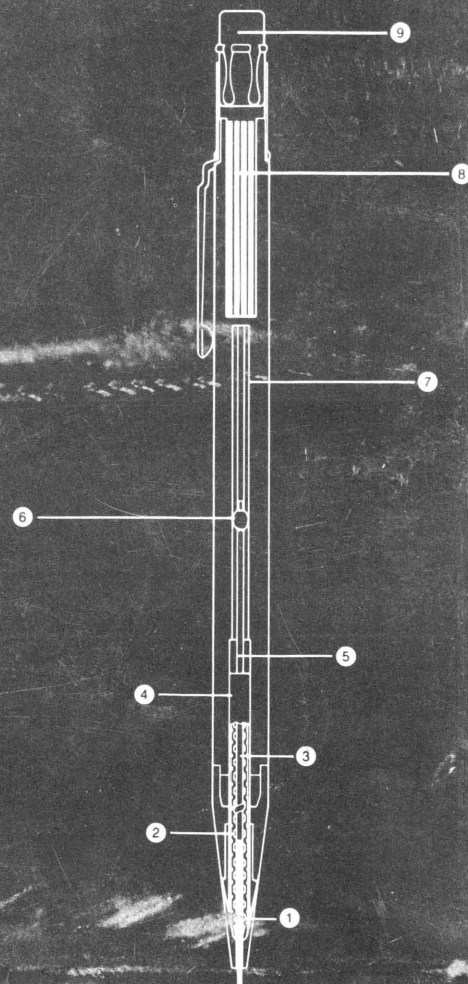
❻ The Keyed Engager Head fits precisely in the guide-slotted barrel, making the movement exact, unvarying.

❼ ABS (Acrylonitrile Butadiene Styrene) Plastic Barrel is "football helmet tough" — takes rough handling without breaking, chipping or bending. Although expensive, ABS provides the surface necessary to a lasting, durable imprint.

❽ Lead Magazine stores an ample supply of your favorite lead.

❾ Smudge-Free Eraser eradicates unwanted marks quickly, completely.

Reloading is fast — simply remove finger-grip, unscrew plunger, insert lead in rear of finger-grip and replace plunger. Insert the finger-grip in the barrel and you're ready to write.



### Unconditional Guarantee

Autopoint mechanical pencils are unconditionally guaranteed to perform properly or they will be repaired or replaced without question or charge.

Autopoint®

ASI NO. 3753