

1-1-1981

## Autopoint 1982

Autopoint Janesville

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](#)

---

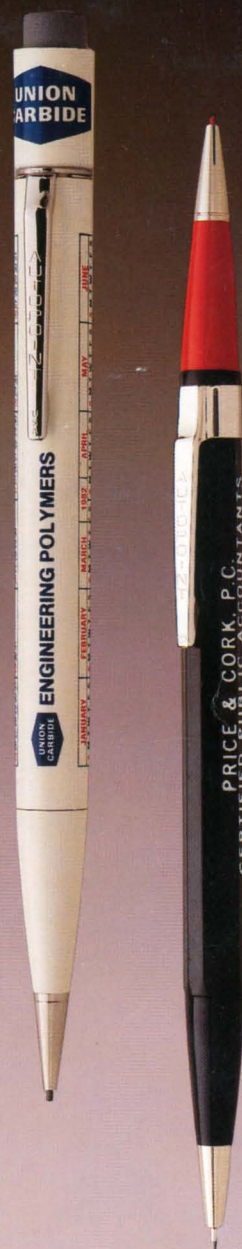
Autopoint Janesville and Bolin, Robert L. Depositor, "Autopoint 1982" (1981). *Trade Catalogs*. 5.  
<http://digitalcommons.unl.edu/tradecatalogs/5>

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.

Autopoint 1982


**AUTOPOINT**

Expand your sales opportunities with Autopoint  
 Mechanical Pencils • Pencil-Pointers  
 Pencil Cups • Clip Dispensers • Calendar Holders  
 List Finders • Ashtrays • Memo Holders  
 Wastebaskets • Staplers • Other Accessories



Effective January 1, 1982



# Index

## AUTOPOINT

	Page
<b>All-American Pencils</b>	
No. 1007 (hexagonal).....	3
No. 1107 (round).....	3
<b>Twinpoint™ Pencils</b>	
No. 2007 .9 mm Black, .9 mm Red. ....	4
No. 2507 .5 mm Black, .9 mm Red. ....	4
<b>Jumbo Pencils</b>	
No. 3007 (hexagonal).....	5
No. 3107 (round).....	5
<b>Pencil-Pointers</b>	
No. 4107 .5 mm Pencil/20" Pointer. ....	6
No. 4707 .7 mm Pencil/20" Pointer. ....	6
<b>Feedback™ Pencils</b>	
No. 4977 .7 mm Pushbutton Retraction. ....	7
<b>Office UTL Pencils</b>	
No. 5007 (hexagonal) .5 mm. ....	8
No. 5107 (round) .5 mm. ....	8
<b>Leads and Erasers</b>	
Leads: Black, Red, Blue, Green, Black Mark Sense.....	8
Erasers: Over-size, Jumbo. ....	8
<b>Desk Accessories—1300 series</b>	
No. 1372-40 Ashtray, beige. ....	10
No. 1372-41 Ashtray, ebony. ....	10
No. 1373-40 Memo holder, beige. ....	10
No. 1373-41 Memo holder, ebony. ....	10
No. 1374-40 Calendar holder, beige. ....	10
No. 1374-41 Calendar holder, ebony. ....	10
No. 1376-40 Pencil cup, beige. ....	10
No. 1376-41 Pencil cup, ebony. ....	10
<b>Desk Accessories—1500 series</b>	
No. 1576-41 Pencil cup, ebony. ....	11
No. 1576-43 Pencil cup, smoke. ....	11
No. 1576-47 Pencil cup, putty. ....	11
No. 1577-43 Wastebasket, smoke. ....	11
No. 1589-41 Paper clip dispenser, ebony. ...	11
No. 1589-43 Paper clip dispenser, smoke. ...	11
No. 1589-47 Paper clip dispenser, putty. ....	11

### Desk Accessories—2000 series

No. 2072-41 Ashtray, jet black. ....	12
No. 2072-47 Ashtray, putty. ....	12
No. 2073-43 Memo holder, smoke. ....	12
No. 2074-43 Calendar holder, smoke. ....	12
No. 2076-41 Pencil cup, jet black. ....	12
No. 2076-43 Pencil cup, smoke. ....	12
No. 2076-45 Pencil cup, polar white. ....	12
No. 2076-47 Pencil cup, putty. ....	12
No. 2076-48 Pencil cup, solar yellow. ....	12

### Desk Organizers

No. 1630-43 The Stationer™ desk-top organizer, smoke. ....	13
No. 1630-47 The Stationer desk-top organizer, putty. ....	13
No. 1652-43 The Notery™ desk-top organizer, smoke. ....	13
No. 1652-47 The Notery desk-top organizer, putty. ....	13
No. 1652-48 The Notery desk-top organizer, yellow. ....	13
No. 2026-47 Elf™ address/phone file, smoke/putty. ....	13
No. 2027-47 Elf business card file, smoke/putty. ....	13

### List Finders

No. 1312-40 Horizontal, beige/walnut. ....	14
No. 1312-41 Horizontal, ebony/walnut. ....	14
No. 1313-40 Vertical, beige/walnut. ....	14
No. 1313-41 Vertical, ebony/walnut. ....	14
No. 1520-44 Horizontal, chocolate brown/bronze/cork. ....	14
No. 1520-46 Horizontal, chocolate brown/bronze/leatherlike. ....	14

### Staplers

No. 40 Office Stapler. ....	15
No. 50 Home and School Stapler. ....	15
No. 57 Plier Stapler. ....	15

<b>General Information.</b> ....	16
----------------------------------	----



# the All American

## AUTOPOINT

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.

### 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 1/2" high x 1-1/8" wide.

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Most popular chart imprint is the current year calendar. Add your company logo and name. Autopoint has over 30 other standard charts available, and also 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.

### Model Nos. 1007, 1107

Sugg. Retail

Price	100-249	250-499	500-999	1000-2499	2500-4999
2.49	2.18	1.88	1.68	1.38	1.34

(ABC2D)

Barrel colors available: Ivory, Yellow, Blue, Black, Red, Green.  
Fingergrip colors available: Ivory, Yellow, Blue, Black, Red, Green.  
Black fingergrips shipped unless otherwise specified.  
Colorful gift box.

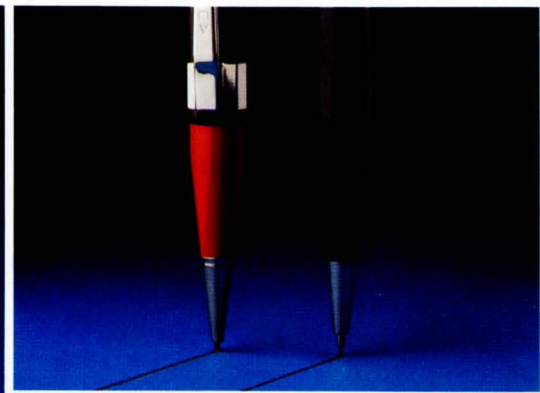




# Twin Point

## AUTOPOINT

The unique Autopoint Twinpoint writes with both black and red lead. Ideal for business and professional people . . . teachers, accountants, engineers, architects, 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, green lead and green 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 and .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.



### Model No. 2007

Sugg. Retail Price	100-249	250-499	500-999	1000-2499	2500-4999
3.98	3.38	2.98	2.68	2.38	2.28

(ABC2D)

### Model No. 2507

Sugg. Retail Price	100-249	250-499	500-999	1000-2499	2500-4999
3.98	3.68	3.28	2.98	2.58	2.48

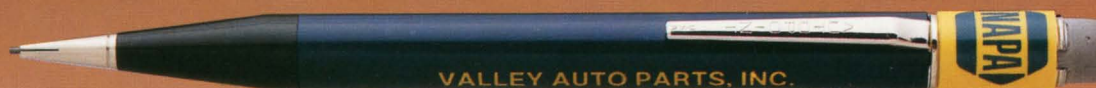
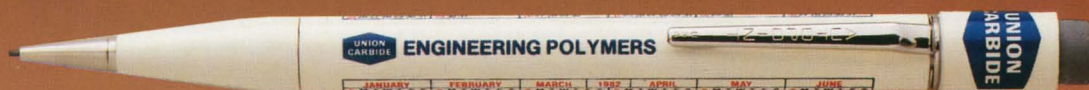
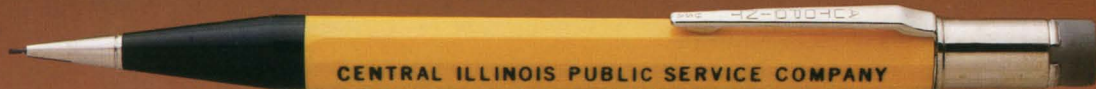
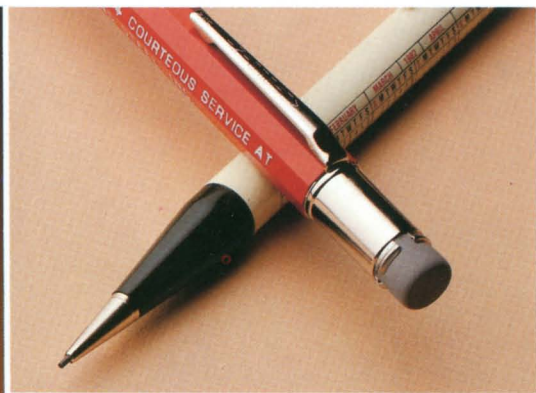
(ABC2D)

Barrel color: Black.  
Fingergrips: Black and Red standard.  
Colorful gift box.



# Jumbo AUTOPOINT

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



## 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.

## 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 1/2" high x 1-3/8" wide.



JANUARY	FEBRUARY	MARCH	1982	APRIL	MAY	JUNE
SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	

Most popular chart imprint is the current year calendar. Add your company logo and name. Autopoint has over 30 other standard charts available, and also 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.

## Model Nos. 3007, 3107

### Sugg. Retail

Price	100-249	250-499	500-999	1000-2499	2500-4999
	2.98	2.68	2.38	2.08	1.88
					1.78

(ABC2D)

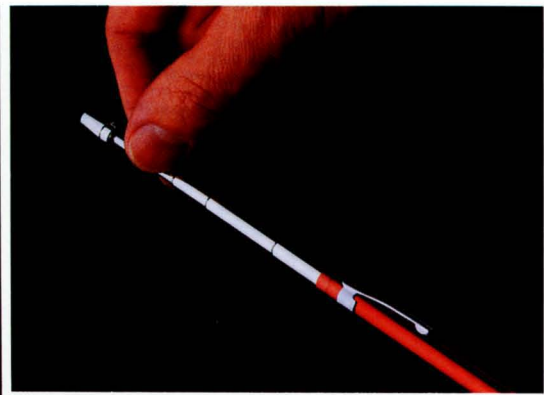
Barrel colors available: Ivory, Yellow, Blue, Black, Red, Green.  
Fingergrip colors available: Ivory, Yellow, Blue, Black, Red, Green.  
Black fingergrips shipped unless otherwise specified.  
Colorful gift box.



# Pencil-Pointer

## AUTOPOINT

The Autopoint Pencil-Pointer is much more than a pencil. Automatic lead-feed mechanism is a feature of both .5 mm Ultrathin models and the new .7 mm Slimline . . . and the top of the pencil extends to 20 inches for use as a pointer. Strikingly different colors include new Cloud Silver.



- Barrel provides generous imprint area for one-color imprints. Maximum imprint area is 3/4" high x 3" wide.
- 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.

### Model No. 4707

- Pointer feature is great for students, teachers, salespersons, executives.
- Slimline .7 mm lead is excellent for general use writing.

### Model No. 4107

- Pointer feature is great for engineers, architects, accountants, artists.
- Ultrathin .5 mm lead writes an extremely fine, precise, neat line.

### Model Nos. 4107, 4707

#### Sugg. Retail

Price	100-249	250-499	500-999	1000-2499	2500-4999
6.98	6.38	5.68	5.08	4.58	4.38

(ABC2D)

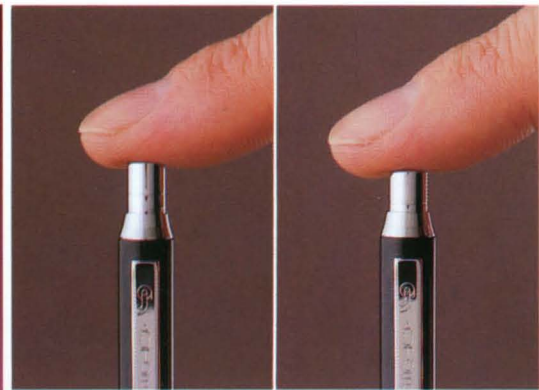
Barrel colors available: Cobalt Blue, Deep Apricot, Cloud Silver, Lustrous Black. Deluxe gift box.



# Feedback

## AUTOPOINT

An exclusive Autopoint pencil with unique automatic lead feed and retraction design. Gently press top a half click and lead extends . . . firmly press top in all the way—a full click—and lead retracts. Saves lead breakage in pocket, purse, or desk drawer. Available in .7 mm Slimline point size. Strikingly different colors include Cloud Silver and match the Pencil-Pointer colors.



### Model No. 4977

- Slimline .7 mm lead writes neatly, more firmly.
- Round barrel provides generous imprint area for one-color imprints. Maximum imprint area is 3/4" high x 3" wide.
- Unique automatic lead feed and retraction mechanism.
- Beautiful deep tone colors.
- 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.



### Model No. 4977

Sugg. Retail Price	100-249	250-499	500-999	1000-2499	2500-4999
4.98	4.68	4.18	3.78	3.38	3.28

(ABC2D)

Barrel colors available: Cobalt Blue, Deep Apricot, Cloud Silver, Lustrous Black. Deluxe gift box.



# Office UTL AUTOPOINT

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, accountants, students. Features the patented Autopoint Grip-Tite tip that won't allow the lead to turn, wobble, jam, or fall out—and makes a cleaning needle unnecessary. It's the only .5 mm that doesn't need one. American made!



## Model No. 5107

- 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.
- Ultrathin .5 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 1/2" high x 1-1/8" wide.



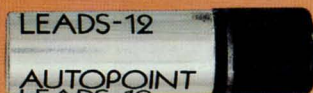
## Model Nos. 5007, 5107

Sugg. Retail

Price	100-249	250-499	500-999	1000-2499	2500-4999
2.49	2.44	2.14	1.94	1.74	1.64

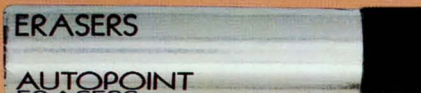
(ABC2D)

Barrel colors available: Ivory, Yellow, Blue, Black, Red, Green.  
Fingergrip colors available: Ivory, Yellow, Blue, Black, Red, Green.  
Black fingergrips shipped unless otherwise specified.  
Colorful gift box.



## Autopoint Leads

12 leads/tube	1.1 mm	.9 mm	.5 mm
Black B (Soft)	810-1	890-1	—
Black HB (Medium)	811-1	891-1	851-1
Black H (Hard)	812-1	892-1	852-1
Red B (Soft)	813-1	893-1	—
Blue B (Soft)	814-1	894-1	—
Green B (Soft)	—	895-1	—
Black Mark Sense	816-1	—	—
Sugg. Retail Price	Any Catalog Quantity		
9.00/dz	8.10/dz		
	(A)		



## Autopoint Erasers

4 erasers/tube	Over-size	820-1
	(fits All-American and Office UTL pencils)	
3 erasers/tube	Maxi-size	821-1
	(fits Jumbo pencil)	
Bulk pack:	Over-size	822-1
60 erasers/box		
48 erasers/box	Maxi-size	823-1
Sugg. Retail Price	Any Catalog Quantity	
9.00/dz	8.10/dz or box	
	(A)	



# About our Desk Accessories

## AUTOPOINT

Autopoint is the exclusive advertising specialty source for Eldon® Products and Acco® staplers. These products are widely recognized for their design, high quality, and delivery dependability.

From the broad spectrum of these product lines, Autopoint has selected only the most popular items . . . for advertising space, color, and function. A total of 48 new products to help you increase sales.

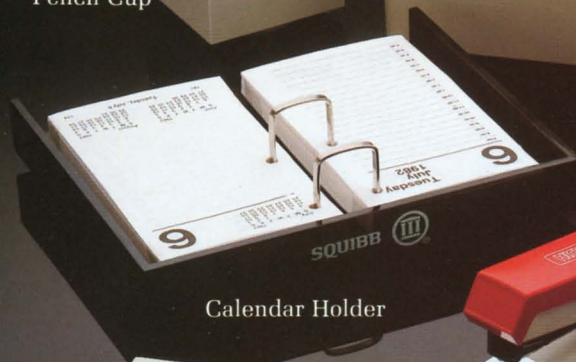
Pencil Cup



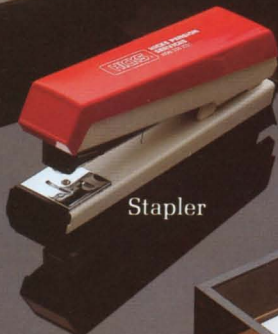
Desk Organizer



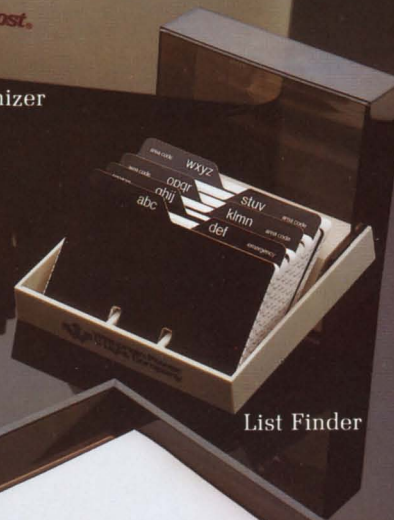
Calendar Holder



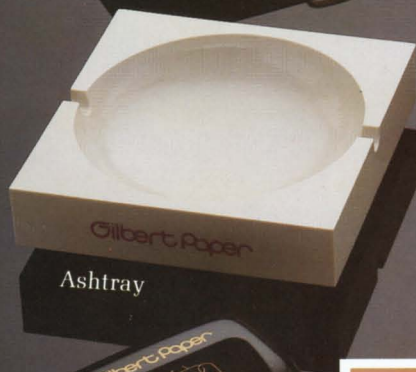
Stapler



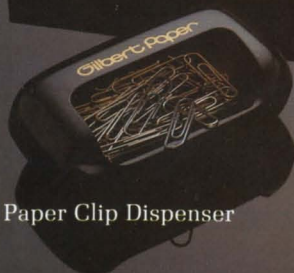
List Finder



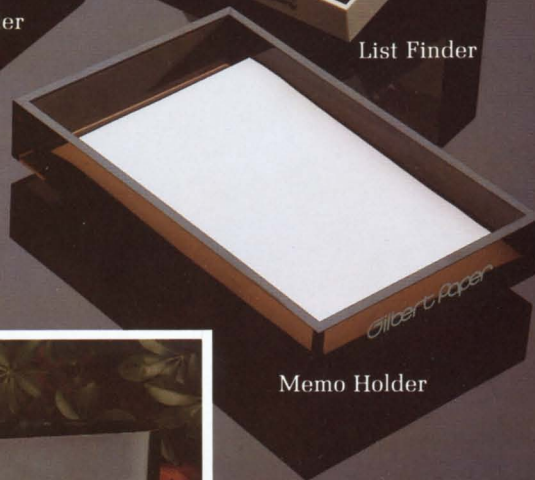
Ashtray



Paper Clip Dispenser



Memo Holder



Wastebasket



# 1300 Series Desk Accessories AUTOPOINT

These popular desk accessories by Eldon offer quality, durability, and traditional beauty. Large prominent imprint areas to carry your message. No. 1300 series available in ebony or beige with handsome walnut accent trim.



## Desk Calendar

with Calendar—Model Nos. 1374-40 (Beige), 1374-41 (Ebony)

25-49	50-99	100-249	250-499	500-999
9.18	8.28	7.48	6.88	6.78

(ABC2D)

Maximum imprint area: 3" x 3/4". Shipping weight: 61 lb per 50 pcs.

## Pencil Cup—Model Nos. 1376-40 (Beige), 1376-41 (Ebony)

50-99	100-249	250-499	500-999	1000-2499
4.38	3.92	3.58	3.28	3.22

(ABC2D)

Maximum imprint area: 1-1/2" x 7-1/2". Shipping weight: 11 lb per 50 pcs.

## Wastebasket—Model Nos. 1372-40 (Beige), 1372-41 (Ebony)

50-99	100-249	250-499	500-999	1000-2499
6.10	5.58	5.08	4.68	4.58

(ABC2D)

Maximum imprint area: 3" x 3/4". Shipping weight: 43 lb per 50 pcs.

## Notepad Holder with Paper—Model Nos. 1373-40 (Beige), 1373-41 (Ebony)

50-99	100-249	250-499	500-999	1000-2499
5.08	4.58	4.08	3.68	3.58

(ABC2D)

Maximum imprint area: 3" x 3/4". Shipping weight: 29 lb per 50 pcs.



# 1500 Series Desk Accessories AUTOPoint

Image 1500™ accessories by Eldon dramatically capture today's contemporary look with their softly rounded corners and smooth radiused edges. True state-of-the-art design to carry your advertising message. New paper clip dispensers and pencil cups available in ebony, smoke, or putty colors. Wastebasket in smoke only.



**Pencil Cup—Model Nos. 1576-41 (Ebony), 1576-43 (Smoke), 1576-47 (Putty)**

100-249	250-499	500-999	1000-2499	2500-4999
3.18	2.88	2.58	2.36	2.32

(ABC2D)

Maximum imprint area: 3" x 1". Shipping weight: 23 lb per 100 pcs.

**Paper Clip Dispenser with 50 Paper Clips—Model Nos. 1589-41 (Ebony), 1589-43 (Smoke), 1589-47 (Putty)**

3.68	3.28	2.98	2.72	2.68
------	------	------	------	------

(ABC2D)

Maximum imprint area: 1-3/4" x 1/4". Shipping weight: 17 lb per 100 pcs.

**Wastebasket—Model No. 1577-43 (Smoke)**

25-49	50-99	100-249	250-499	500-999
10.78	9.68	8.78	8.08	7.98

(ABC2D)

Maximum imprint area: 9" x 5-1/2". One-color imprint only.

Shipped six per carton. Weight 12 lb. Shipping weight: 48 lb per 25 pcs.



# 2000 Series Desk Accessories AUTOPOINT

The clean classic design of Reflection 2000™ accessories by Eldon provides outstanding imprint visibility. Adds a dramatic and prestigious look to any desk—office, school, or home. Brighten the impact of your promotions with Reflection 2000.



**Pencil Cup—Model Nos. 2076-41 (Black), 2076-43 (Smoke), 2076-45 (Polar White), 2076-47 (Putty), 2076-48 (Solar Yellow)**

50-99	100-249	250-499	500-999	1000-2499
6.48	5.88	5.32	4.88	4.82

(ABC2D)

Maximum imprint area: 2-1/2" x 2-1/2". Shipping weight: 24 lb per 50 pcs.

**Desk Calendar with Calendar—Model No. 2074-43 (Smoke)**

25-49	50-99	100-249	250-499	500-999
11.78	10.58	9.88	8.88	8.78

(ABC2D)

Maximum imprint area: 3" x 3/4". Shipping weight: 37 lb per 25 pcs.

**Ashtray—Model Nos. 2072-41 (Black), 2072-47 (Putty)**

12-99	13-119	120-239	240-499	500-999
12.98	11.68	10.62	9.78	9.68

(ABC2D)

Maximum imprint area: 3" x 3/4". Shipping weight: 14 lb per 25 pcs.

**Memo Holder with Paper—Model No. 2073-43 (Smoke)**

7-99	10-119	120-239	240-499	500-999
7.08	7.12	6.48	5.92	5.88

(ABC2D)

Maximum imprint area: 3" x 3/4". Shipping weight: 20 lb per 25 pcs.



# Desk Organizers

## AUTOPOINT

The Stationer by Eldon has four conveniently sized compartments for organizing a multitude of home and office items: stationery, file folders, envelopes, memo paper, file cards, business forms, pencils, pens, scissors, recipes, bills, coupons . . . plus extra-large imprinting surface.

The Notery by Eldon offers unmatched efficiency, convenience, and styling for home or office. There are five slots for sorting notes and messages, file cards, checks, mail. Plus a convenient storage compartment for holding pencils, blank 3 x 5 cards, message pads, scissors, and other small materials. Large imprint area for your message.

The Elf Phone/Address file by Eldon will earn its keep in any office or home—and do it in style. The 125 index cards have plenty of space for typing or writing names, phone numbers, addresses, birthdays, anniversaries, or other information. Autumn Smoke top, Putty bottom. Your message can go on top or bottom front.

The Elf Business Card file by Eldon will hold more than 100 business cards organized for instant reference. Comes with an alphabetical index of 20 extra-heavy tabbed guides. The see-through Autumn Smoke dust cover raises the cards for viewing, keeps them securely in place when closed. An excellent business gift; imprint top or bottom front.



**The Stationer—Model Nos. 1630-43 (Smoke), 1630-47 (Putty),**

50-99	100-249	250-499	500-999	1000-2499
5.78	5.22	4.72	4.28	4.22

(ABC2D)

Maximum imprint area: 2-3/8" x 11-1/2". Shipping weight: 60 lb per 50 pcs.

**The Notery—Model Nos. 1652-43 (Smoke), 1652-47 (Putty), 1652-48 (Yellow)**

100-249	250-499	500-999	1000-2499	2500-4999
3.18	2.88	2.58	2.36	2.32

(ABC2D)

Maximum imprint area: 2-1/2" x 2-1/2". Shipping weight: 23 lb per 50 pcs.

**Elf Phone/Address File—Model No. 2026-47 (Smoke top, Putty base)**

50-99	100-249	250-499	500-999	1000-2499
5.78	5.22	4.72	4.28	4.22

(ABC2D)

Maximum imprint area: Top 3-3/4" x 3-3/4"; Bottom Front 3" x 1/2".  
Shipping weight: 22 lb per 50 pcs.

**Elf Business Card File—Model No. 2027-47 (Smoke top, Putty base)**

5.48	4.92	4.48	4.08	3.98
------	------	------	------	------

(ABC2D)

Maximum imprint area: Top 3-3/4" x 3-3/4"; Bottom Front 3" x 1/2".  
Shipping weight: 22 lb per 50 pcs.



# List Finders

## AUTOPOINT

Telephone list finders by Eldon are beautifully designed . . . smart trim styling with invisible recessed base. Choice of vertical or horizontal models. All have large area for advertising message effectiveness.

(On each model, the Selector Bar can be imprinted. Maximum imprint space is 1/4" x 3", with three lines maximum.)



**Horizontal List Finder—Model Nos. 1312-40 (Beige), 1312-41 (Ebony)**

**Vertical List Finder—Model Nos. 1313-40 (Beige), 1313-41 (Ebony)**

25-49	50-99	100-249	250-499	500-999
15.58	14.08	12.82	11.78	11.68

Model No. 1312—Maximum imprint area: 6-1/2" x 3".

Model No. 1313—Maximum imprint area: 2-3/4" x 2-3/4".

Shipping weight: 22 lb per 25 pcs—all 4 models.

**Horizontal List Finder—Model Nos. 1520-44 (Cork Insert)**

**1520-46 (Leatherlike Insert)**

23.38	21.08	19.18	17.62	17.52

Model No. 1520-44—Maximum imprint area: 1/4" x 3".

(Imprint Selector Bar only)

Model No. 1520-46—Maximum imprint area: 2-1/2" x 6".

Shipping weight: 27 lb per 25 pcs—either model.

(ABC2D)

(ABC2D)



# Staplers

AUTOPPOINT

For office, home, school, or briefcase—these selected staplers from Acco are tastefully designed to present your advertising message effectively. Smooth, dependable operation with easy front-load feature. Uses standard staples.



## Office Stapler—Model No. 40

25-49	50-99	100-249	250-499	500-999
14.78	13.38	12.18	11.18	10.98

(ABC2D)

Specify color: Putty cap/Putty base, Red cap/Putty base, Blue cap/Putty base, Black cap/Black base.

Maximum imprint area: 5-1/2" x 3/4". Shipping weight: 29 lb per 25 pcs.

## Home and School Stapler—Model No. 50

25-49	50-99	100-249	250-499	500-999
9.48	8.58	7.78	7.08	6.98

(ABC2D)

Specify color: Putty cap/Putty base, Red cap/Putty base, Blue cap/Putty base, Black cap/Black base.

Maximum imprint area: 4-1/4" x 3/4". Shipping weight: 19 lb per 25 pcs.

## Plier Stapler—Model No. 57

50-99	100-249	250-499	500-999	1000-2499
4.68	4.18	3.78	3.48	3.38

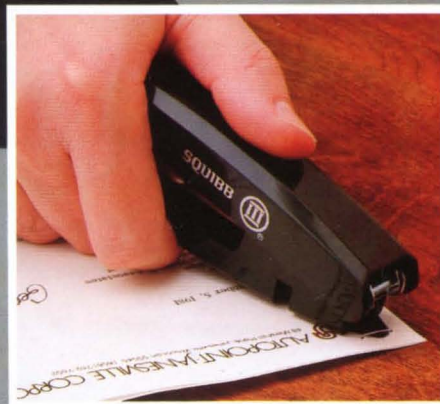
(ABC2D)

Specify color: Putty cap/Putty base, Black cap/Black base.

Maximum imprint area: 2-1/2" x 1/2". Shipping weight: 16 lb per 50 pcs.

**Staples—Model No. 73751—5000 per box (Chisel Point) 1.75 per box**

(A)





# General Information

## AUTOPOINT

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

### Acknowledgments

All orders are acknowledged via post card. When requesting information about an order, please reference AJC work order number as shown on acknowledgment 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.

### Combining for quantity

Quantities can be combined to earn a larger quantity price if exactly the same size and configuration of imprint are used.

### Less than minimum quantities

Imprinted: not less than 50% of beginning quantity, add \$25 (net). Unimprinted: if less than 50% of beginning quantity, add \$6 (net).

### Production time

Normal production time is four weeks from receipt of order on imprinted merchandise; three 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 \$5 (net) for each after the first.

### Mail-lite bags

For single pieces 20¢ (net) each not inserted. Available for pencils and Pencil-Pointers only.

### 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 hot-stamped line on the hexagonal barrel pencil units. Add 10¢ (net) per piece per color per additional panel on the round barrel pencil units and on all Eldon and Acco units. Both the barrel and the ferrule on Autopoint pencils are considered as separate panels. On Eldon and Acco units, any surface after the first is considered an additional 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 \$10 (net) per imprint color change within an order.

### Change in imprint copy

Add \$10 (net) per imprint copy change within an order.

### Ferrule changes

Imprintable ivory ferrules are available on hexagonal barrel units if specified on order. Chrome ferrules are available on round barrel units if specified on order.

### 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 order.

### Proofs

Add \$10 (net) per color. Die, screen, plate charges are extra.

### Dies, screens, plates

On new orders for logo, trademark, or special typeface, add \$20 (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 \$25 (net)—may be assessed to bring the "art" supplied up to the 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.

### Spec samples

\$10 (net) plus logo and art charge.

### Co-op policy

Pricing: End quantity as shown in 1982 catalog.

Minimum: Beginning quantity as shown in 1982 catalog.

Copy Charge: \$10.00 net.

Release Charge: \$3.00 net per order.

Verification: Please send copy of brochure in which item appears.

Pricing Duration: Good through December 31 of current catalog year—1982.

Orders: Must be marked "Co-op Order" for proper billing.

Autopoint, Grip-Tite, Twinpoint, Pencil-Pointer, and Feedback are registered trademarks of Autopoint-Janesville. Eldon, Image 1500, Reflection 2000, The Stationer, The Notery, and Elf are registered trademarks of Eldon Office Products, Division of Eldon Industries, Inc. Acco is a registered trademark of Acco International Inc.

 AUTOPOINT·JANESVILLE

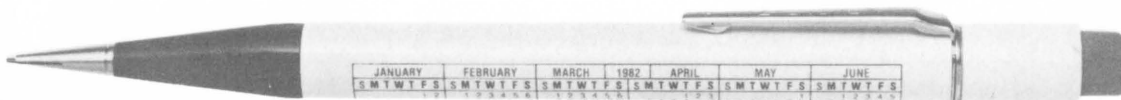




## 1982 Distributor Salesman Personalized Samples SPECIAL ORDER FORM

### Jumbo #3107

White barrel, Blue finger-grip. Blue calendar and distributor/salesman copy.



1982 Calendar Imprint Retail Value \$2.98

**YOUR PRICE .99**

Min. Order 25 pcs

Your Order \_\_\_\_ pcs

### All-American #1007

Red barrel, Black finger-grip. White hot stamp copy. Up to three lines, must include distributor name.



Paneled Barrel Retail Value \$2.49

**YOUR PRICE .75**

Min. Order 25 pcs

Your Order \_\_\_\_ pcs



### Pencil-Pointer #4707

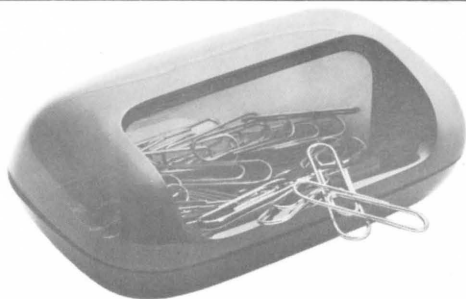
Apricot barrel, .7 mm lead. Chrome pointer and pocket clip. Pointer extends to 20 inches. Imprint in one color of Autopoint choice, to include distributor name.

Round Barrel Retail Value \$6.98

**YOUR PRICE 1.99**

Min. Order 25 pcs

Your Order \_\_\_\_ pcs



### Paper Clip Dispenser by Eldon #1589-47

Patented. New model. Complete with 50 paper clips. Putty color. Imprint in one color of Autopoint choice, to include distributor name.

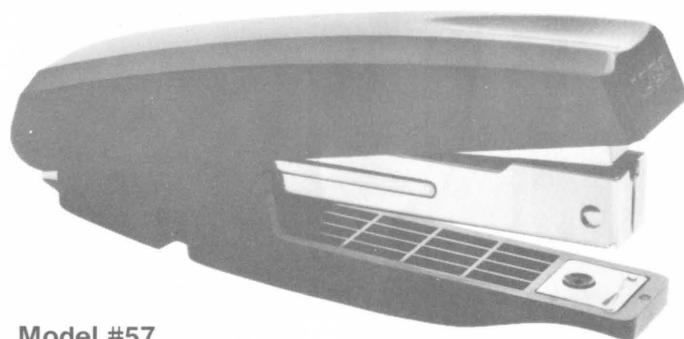
#### PAPER CLIP DISPENSER

Retail Value \$3.69

**YOUR PRICE 1.99**

Min. Order 25 pcs

Your Order \_\_\_\_ pcs



### Model #57

Plier Stapler by Acco. Putty color.

#### PLIER STAPLER

Retail Value \$4.50

**YOUR PRICE 1.99**

Min. Order 25 pcs

Your Order \_\_\_\_ pcs

#### IMPRINT:

Line 1 \_\_\_\_\_

Line 2 \_\_\_\_\_

Line 3 \_\_\_\_\_

BILL TO: (Please print)

Firm \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

**NOTE:** Imprint must include distributor firm name.

**IMPRINT:** Models 3107, 4707, 1589-47, 57: Max. three lines—one color.  
Model 1007: Three lines—max. 34 letters and spaces each line.

SHIP TO: (Please print)

Firm \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_



To All Our Advertising Specialty Friends,

December 1981

From Autopoint ... excitement for you in '82!

Big, exciting things are happening at Autopoint-- and they mean more excitement, more sales, and more profit for you. You'll have your biggest year ever with Autopoint, with new products and a whole new line that will put extra sales dollars on your books.

NEW-- Autopoint Feedback Pencil

An Autopoint exclusive! A pencil that retracts lead automatically, with a button push. In sparkling deep-tone colors to match the Pencil-Pointer. Your customers will go for this pencil ... make sure you let them know about it. Check it out in the new catalog, page 7.

NEW-- Eldon Desk Accessories

Beautifully styled for tasteful message-carrying appeal. Eldon desk-top accessories are now available for the first time in ad specialty and exclusively from Autopoint. These styling leaders have been carefully selected to provide you with bestsellers on every catalog page.

NEW-- Acco Staplers

Another first timer in ad specialty-- Acco staplers are also another Autopoint exclusive. In attention-getting Flag Red, Flag Blue, Putty, and Black colors, these staplers will provide a real "message center" for your customers-- and will get used.

NEW-- Cloud Silver Color

Gorgeous Cloud Silver-- now on Pencil-Pointer as well as on new Feedback pencils. Makes customer imprints really come alive. You'll have to see it to appreciate the beauty. Your customers will welcome the chance to imprint logos in blues, reds, greens, and oranges on this deep-tone silver background.

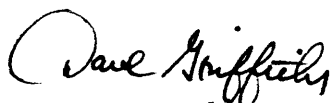
NEW-- .7 mm Pencil-Pointers for fine line general use writing

Pencil-Pointers now in both .5 mm and .7 mm point sizes. Same 20" extension for use as pointer ... sparkling deep-tone colors including new Cloud Silver.

Plus ... new sample kits. Newly designed Autopoint Pencil Kit ... plus two new kits containing Eldon and Acco samples. See Sample Kit Order Form for details.

Plus ... new 1982 catalog. In full color, 16 pages of photographic illustrations and information that will help you make every call a sale.

Be sure you use our new P. O. Box 1125 in placing your orders now ... and begin enjoying the Autopoint line ... the excitement's for you in '82!



Dave Griffiths, President