

1966


## Autopoint Business Aids catalog 1966

Autopoint, a division of the Cory Corporation

Robert L. Bolin Depositor

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

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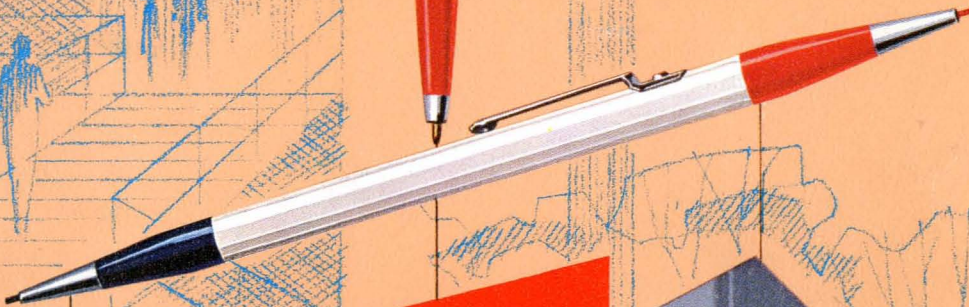
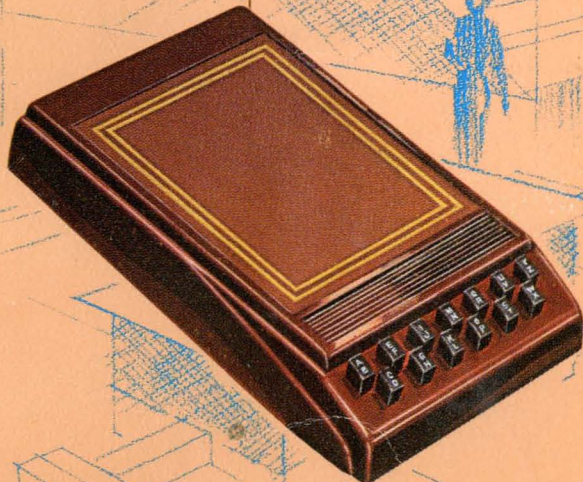
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**BUSINESS  
AIDS**





AS AN AUTOPOINT CUSTOMER,  
YOU'RE AMONG THE LEADERS  
OF THE NATION'S  
HIGHEST RANKING INDUSTRIES

...and Autopoint is used  
effectively by 149 of the 200  
largest American  
Industrial Corporations!\*

\* From a recent survey by FORTUNE, America's Prestige  
Magazine of Commerce, Finance and Industry.



A division of CORY Corporation

3200 West Peterson Avenue Chicago, Illinois 60645, U.S.A.

© Autopoint Company 1966



3200 West Peterson Avenue • Chicago, Illinois 60645 • U.S.A.  
COMPANY

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# GENERAL INFORMATION

## INSTRUCTIONS FOR WRITING ORDERS

All orders must be signed by the customer—and, to insure accuracy should be accompanied by customer's letterhead or other printed material.

Please check each order carefully so that it can be put into production promptly. State clearly: Stock Number; Quantity; Description; Colors; Copy; Price; Packaging; etc. Note also special instructions such as: Shipping Date; Mailing Containers; Special Cuts; Dies; Screens; etc.

All orders are subject to approval by our Credit Department. Credit information should accompany all orders from new customers to help expedite processing.

## 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 charge.

All orders for less than the minimum (but not less than one-half the minimum) will bear a \$2.50 (net) charge. Full Retail List Prices apply to quantities of less than one-half the minimum—no copy included.

A minimum requirement of \$15.00 applies on orders consisting only of Refill items. Orders for less than this minimum are filled at full Retail prices.

CORY PRODUCTS are subject to minimum requirements as shown on the CORY schedule, and cannot be combined with AUTOPOINT items to meet order requirements.

## PRICES

All prices are "net" and not subject to further discounts (except Refill items). Refill items are subject to quantity discounts as shown on catalog sheet.

The correct price for each item is determined by the total number of items ordered per order. (Example: 250 pens and 250 pencils carry the 500 unit price).

Where applicable, state and city taxes will be added to the invoice price.

Terms are Net 30 Days. Shipment—F. O. B. our Chicago factory. All prices subject to change without notice.

## CHANGE OF COPY

Each copy setup should meet the minimum quantity of that item. For quantities of less than the minimum (but, not less than one-half the minimum) a \$2.50 (net) charge must be made for each copy setup. Items that require the identical copy and utilize the same process of application can be combined to meet the minimum quantity requirement.

## OVERRUNS AND UNDERRUNS

Production methods require copy application before final assembly, thus we reserve the right to ship and bill approximately 5% over or under the amount specified on the order. When "no overruns" are specified, we reserve the right to ship 5% under the amount specified.

## PROOFS

Paper proofs—\$1.00 net. Proof on actual item—\$2.50 net plus cost of item and cost of dies, screens, or cuts.

## BLANKET ORDERS

Customers may place a firm order for their annual requirements of 2,500 or more units. The total number of units ordered will determine the price per unit. This merchandise may be withdrawn during a twelve-month (maximum) period, subject to following charges per withdrawal:

### Merchandise with copy:

QUANTITY	SETUP CHARGE
Minimum to 249 pieces —	\$ 2.00
250 to 499 pieces —	1.00
500 pieces and over—	No Charge
<b>Merchandise without copy:</b>	<b>No Charge</b>

All withdrawals should be for at least minimum quantity per item as indicated on catalog sheet. CORY items cannot be considered as part of a Blanket Order.

## REPRODUCTION OF ADVERTISING COPY

**IMPRINTING:** Copy is "hot stamped" into the material using upper case, block type letters. Paint filled for permanency.

**THIS IS 10 PT. BLOCK TYPE**

**THIS IS 6 PT. BLOCK TYPE**

**THIS IS 4 PT. BLOCK TYPE**

**INDIVIDUAL NAMES OR INITIALS** imprinted on pencils or pens, add .15 (net) to unit price—on desk accessories, add .20 (net) to unit price.

**PRINTING OR SILKSCREEN PROCESS:** Copy applied to surface of material using a cut or a screen, then covered with transparent protective coating.

**TRADEMARKS AND SPECIAL COPY** require special dies, cuts or screens. Submit good black and white glossies of such trademarks or copy.

**SUBMITTING MATERIAL FOR QUOTATION:** Material should not exceed six times the actual size, nor should it be smaller than the actual size it is to appear on the merchandise. Avoid newspaper ads, book match covers, cloth labels. Ben-Day or half-tone prints are not suitable.

**Artwork must not be defaced** in any way and should be shipped flat. All signatures should be written in black ink. Unless customer provides specifications, AUTOPOINT assumes the responsibility of arranging copy and layout to the best advantage.

**FOR BLACK & WHITE REPRODUCTION:** Submit two clear black and white drawings for photography.

**FOR COLOR REPRODUCTION:** Submit a separate copy for each color (2 copies for 2 colors; 3 copies for 3 colors). All copies should be clean, unmarred and identical in size and appearance.

## PENCIL IDENTIFICATION AND CONTROL

Pencils may be ordered in different colors for each department of an organization. Example: Black pencils for traffic department, blue for accounting department, and red for sales, etc., etc. Pencils can further be identified imprinted, "Property of \_\_\_\_\_ Co." Accurate control can be obtained by having pencils numbered. One hundred pencils numbered consecutively, numbers 1 through 100, costs only \$1.44. (Only ¼ of one cent per digit).

## MAILING SERVICE

Sturdy mailing containers are available for all AUTOPOINT products. Tubes for pens and/or pencils—.05 each (net); for Pen and Pencil Sets—.10 each (net). Other mailers are priced on individual catalog sheet.

Individual Mailing Service includes enclosing cards, when supplied; packing; sealing; labeling and mailing. If pre-addressed labels are supplied, individual AUTOPOINT items will be mailed for .05 (net) per item—individual CORY items .25 (net) per item. Add .05 to each item if we are to address labels. The cost of the mailing carton, postage and insurance is additional, of course.

## CANCELLATIONS

Since all items are manufactured and assembled in accordance with the customer's specifications, cancellations cannot be accepted without prior written approval from the AUTOPOINT Company.

## GUARANTEE

AUTOPOINT "Grip-Tite" Tip pencils are Unconditionally Guaranteed for the User's Lifetime in accordance with written guarantee accompanying each pencil.

All AUTOPOINT merchandise is guaranteed against defective workmanship or materials. Any product found to be defective in these respects will be repaired at no charge when returned to our factory. Products misused or damaged will be repaired at cost.

## THE "INSIDE STORY" OF AMERICA'S FINEST MECHANICAL PENCIL

- The exclusive "GRIP-TITE" Tip
- The precision SPIRAL GUIDE TUBE
- The keyed ENGAGER HEAD
- The multiple-LEAD MAGAZINE
- The perfect LEAD/PLUNGER ALIGNMENT
- The spring-tension CRESCENT FRICTION PADS
- The special SAFETY ZONE
- The efficient ERASER GRIPPER

- 1 The exclusive "GRIP-TITE" Tip  
Three vice-like jaws expand under pressure to hold the lead with resilient spring-tension. Supports lead uniformly at the point of greatest writing pressure . . . lead can't turn, wobble, or fall out. Makes lead usable down to the last  $\frac{1}{16}$ th of an inch . . . Even when broken into pieces, the lead will function efficiently.
- 2 The precision SPIRAL GUIDE TUBE  
Goes right into the shank of the pencil tip . . . pulls (does not push) lead-plunger downward, so plunger cannot jam or bend. Guides the lead and prevents clogging.
- 3 The special SAFETY ZONE  
Automatically limits plunger-travel to keep pencil from being turned too far after last particle of lead is used.
- 4 The keyed ENGAGER HEAD  
Precisely fits into the guide-slotted barrel to make movement absolutely unvarying.
- 5 The perfect LEAD/PLUNGER ALIGNMENT  
Two strong plunger teeth infallibly align plunger with lead. As barrel turns, plunger uniformly exerts  $1\frac{1}{2}$  lbs. of pressure to propel lead.
- 6 The spring-tension CRESCENT FRICTION PADS  
Engineered for just the right resistance when fingergrip is turned. Holds fingergrip firmly in place when re-inserted after lead change. Never too loose—never too tight.
- 7 The multiple-LEAD MAGAZINE  
The exact leads of the writer's choice kept

right inside the pencil for quick refilling when another lead is necessary.

- 8 The efficient ERASER GRIPPER  
High-quality erasers are held between "Grip-Tite" talons that hold the last half of the eraser as firmly as the first half. Quickly slips in and out for eraser extension or new eraser installation.

### The easy INSTANT ADJUSTMENT

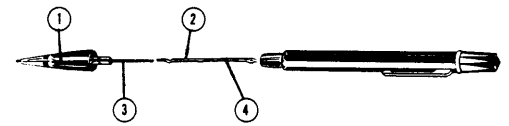
Easy load; pull off fingergrip, unscrew plunger, insert lead. Writing continues with only an occasional twist of the fingergrip to extend lead.

The superlative MATERIAL COMPONENTS  
Molded barrels cured for additional strength, with Bakelite cones molded right into the tip. Over-strength metal parts throughout. Autopoint pencils thrive on the toughest use, yet have precision limits comparable to those of a fine wristwatch.

### The exacting 57 INSPECTIONS

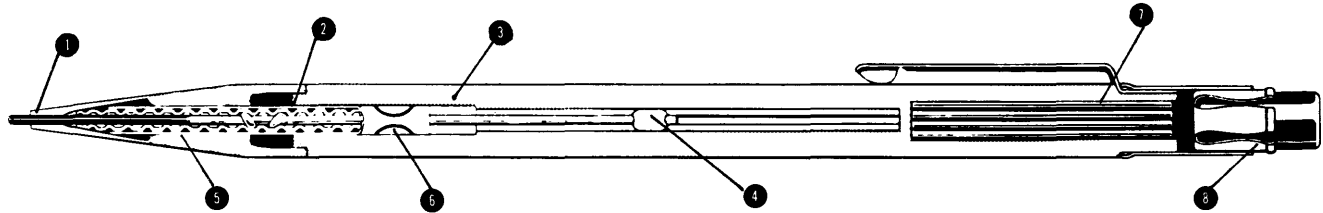
Over 57 different, carefully engineered inspections insure every Autopoint pencil to be a precision-built machine-in-miniature.

### HOW TO REFILL YOUR AUTOPOINT PENCIL

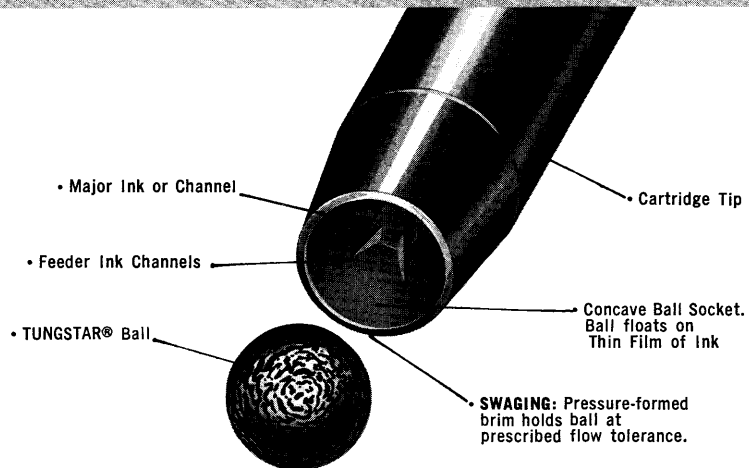


**IMPORTANT:**  
Do NOT insert lead thru writing tip.

1. Pull Off Tip.
2. Unscrew Plunger.
3. Insert Lead.
4. Insert Plunger.



## THE FAMOUS AUTOPOINT TUNGSTAR™ BALL!



Autopoint Ball Point Pens are scientifically designed to provide the finest in writing ease and dependability.

As illustrated in the above drawing, ink is fed to Autopoint's exclusive TUNGSTAR® Ball through the main ink channel plus five microscopic feeder channels. This insures complete ink coverage of the ball at all times. The ball is held in suspension by swaging which keeps it in perfect feed clearance . . . and it rotates on a thin film of ink. The result: perfect writing ease and performance from the instant you set the pen on paper!

In addition, Autopoint pens employ only the finest inks, composed of expensive dyes and special solvents. These inks will not fade, smear or transfer. They flow smoothly—even in temperature extremes—and dry almost instantaneously. They are constantly checked for homogeneity, feathering, drying time, penetration, resistance to water and light, and microfilm reproduction. They meet the most rigid government and bank specifications—and are constantly checked and re-checked according to the most modern quality control methods.

# *Autopoint* PENCILS

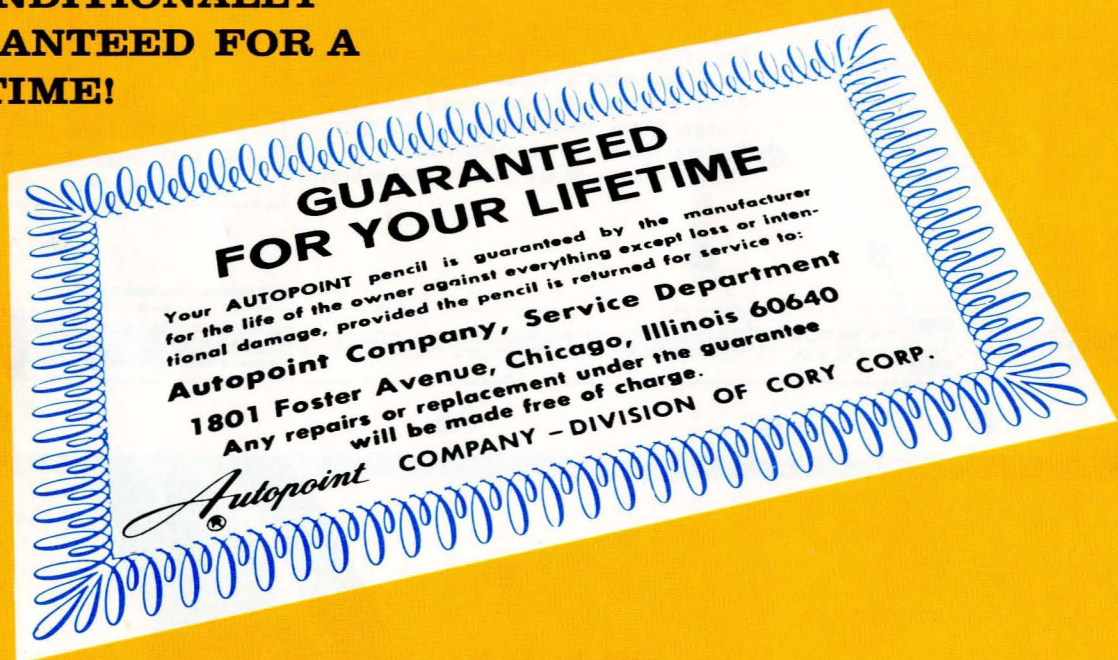
*featuring the world famous*



## "GRIP-TITE" TIP

Lead can't wobble, twist, jam or fall out . . . ever. If for any reason (except intentional damage) your Autopoint "Grip-Tite" Tip pencil fails to operate properly, return it to Autopoint and it will be repaired or replaced at no cost whatsoever.

**UNCONDITIONALLY  
GUARANTEED FOR A  
LIFETIME!**



# *Autopoint* PENS

*with the always dependable*



## TUNGSTAR™ BALL

*and finest quality inks*

Guaranteed to write over greasy, glossy or glazed surfaces and give smoother writing without hop, skip or jump.

# CROWN JEWEL



by AUTOPOINT

*In Lustrous Chrome  
Retail Price:  
Seven Ninety-Five*



*In 12K Gold Filled  
Retail Price:  
Fifteen Dollars*

*The Ultimate In  
Performance And Prestige*

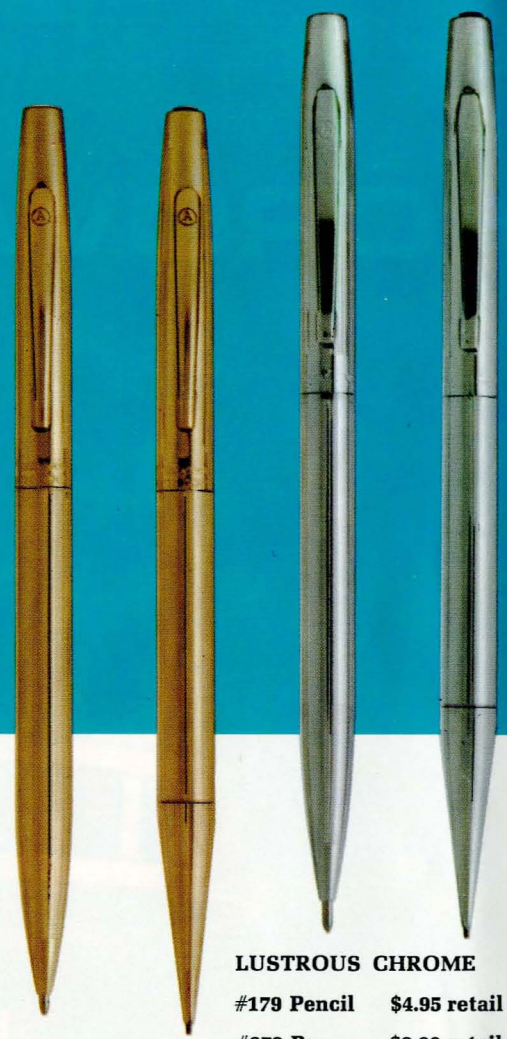


**ELEGANT  
GIFT  
PACKAGING**



**12K GOLD FILLED**  
**#179F Pencil \$8.50-Retail**  
**#679F Pen \$6.50-Retail**  
**#179F/679F Set \$15.00-Retail**

All CROWN JEWEL writing instruments are guaranteed by Autopoint to provide a lifetime of writing satisfaction. The pencil features Autopoint's famous "Grip-Tite" Tip with "Real Thin" lead. The CROWN JEWEL pen presents the new "Twistip"® action plus Autopoint's exclusive Tungstar® Ball set in a socket of stainless steel. This tough, corrosion-proof metal provides infinitely smoother and longer writing through the magic of "controlled laydown". Pen available in blue ink with Medium point or Stenopoint®. Choose the pen, pencil or set for a perfectly balanced, delicately engine-turned, precision writing instrument. A gift of discriminating good taste. (All items tastefully gift packaged.)



**LUSTROUS CHROME**  
**#179 Pencil \$4.95 retail**  
**#679 Pen \$3.00 retail**  
**#179/679 Set \$7.95 retail**

**CROWN JEWEL IN 1/20 12K GOLD FILLED**

	$\frac{12}{24}$	$\frac{25}{49}$	$\frac{25}{124}$	$\frac{50}{249}$	$\frac{125}{249}$	$\frac{250}{499}$	$\frac{500}{999}$	$\frac{500}{1249}$	$\frac{1000}{2499}$	$\frac{1250}{2499}$	$\frac{2500}{4999}$
The Set #179F/679F	10.50	—	10.05	—	9.92	9.77	—	9.62	—	9.45	9.26
The Pencil #179F	—	5.80	—	5.55	—	5.48	5.40	—	5.32	—	5.23
The Pen #679F	—	4.70	—	4.50	—	4.44	4.37	—	4.30	—	4.22

**CROWN JEWEL IN LUSTROUS CHROME**

	$\frac{12}{24}$	$\frac{25}{49}$	$\frac{25}{124}$	$\frac{50}{249}$	$\frac{125}{249}$	$\frac{250}{499}$	$\frac{500}{999}$	$\frac{500}{1249}$	$\frac{1000}{2499}$	$\frac{1250}{2499}$	$\frac{2500}{4999}$
The Set #179/679	5.25	—	4.90	—	4.81	4.73	—	4.65	—	4.53	4.42
The Pencil #179	—	3.15	—	2.95	—	2.90	2.85	—	2.80	—	2.73
The Pen #679	—	2.10	—	1.95	—	1.91	1.88	—	1.85	—	1.80

Above prices DO NOT INCLUDE COPY. We strongly recommend engraving on barrel. If uniform printed copy (up to five lines in one or two colors) is desired, add 5¢ per unit (10¢ per set) to above prices.

**ENGRAVING:** Jewelry style engraving of individual names or initials, block type, add 50¢ per unit (net) or \$1.00 per set. For jewelry engraving of **standard** copy (same name on all items), add 35¢ per **line** (net). Minimum of 24 pieces or 12 sets. Maximum engraving area: Two lines, 25 characters and spaces per line.

**COMPANY TRADEMARKS OR EMBLEMS** riveted to the clips of the CROWN JEWEL, add a new dimension in recognition and prestige to business gifts and service awards. Suggested size of emblem should not exceed 3/8" diameter. Submit illustration and description for a complete quotation. Minimum quantity, 100 pieces.

**MAILING CARTONS:** 10¢ each (net).

All specifications subject to change, correction, or improvement without notice.



T.M.

A division of **CORY** Corporation  
 3200 West Peterson Avenue  
 Chicago, Illinois 60645, U.S.A.

# The Autopoint **JETLINER** pen and pencil sets

*Styled For Tomorrow . . . Crafted For A Lifetime*

**CHOOSE FROM  
TWO POPULAR STYLES  
IN CHOICE OF GIFT PACKAGING**

**STAPLE CLIP MODEL**  
No. 20/620 Standard Lead  
No. 120/620 "Real Thin" Lead  
Retail Price 2.95



TWO PIECE  
GIFT BOX

**MILITARY CLIP MODEL**  
No. 21M/621M Standard Lead  
No. 121M/621M "Real Thin" Lead  
Retail Price 2.95



*Autopoint's Starlite Presentation Case . . .  
adds the crowning touch of elegance to the  
Jetliner Pen and Pencil Sets\**

Brilliant chrome caps and tips enhance your choice of colorful plastic barrels. Jetliner pencils feature Autopoint's patented "Grip-Tite" tip that locks the lead firmly in position . . . It can't turn, wobble, or fall out. Jetliner pens feature the famous Tungstar Ball® guaranteed to write over greasy, glossy surfaces without hop, skip or jump.

# THE AUTOPOINT **JETLINER**



No. 120



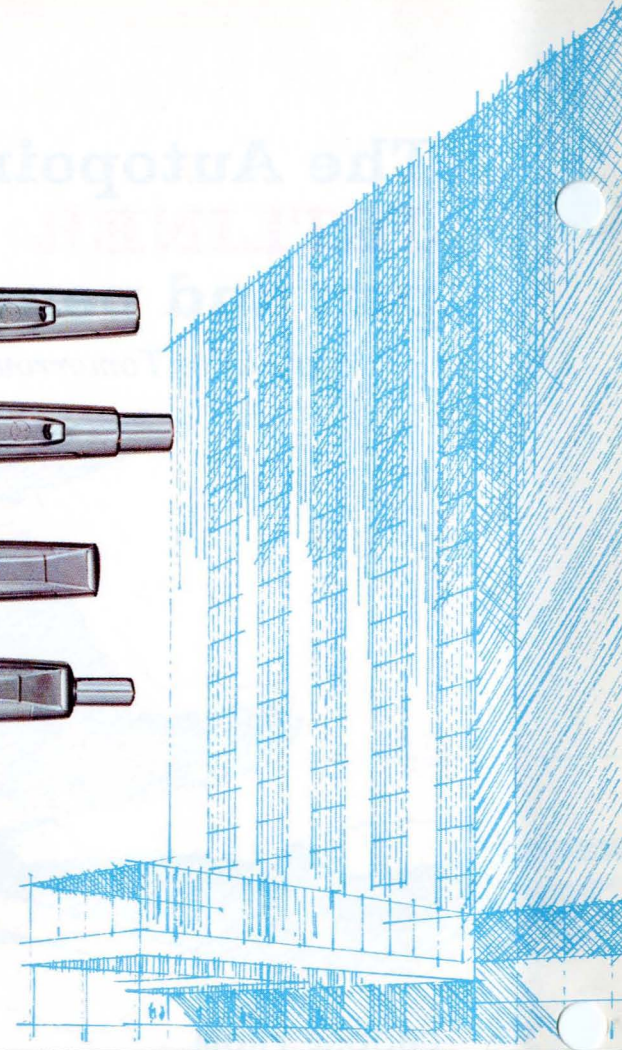
No. 620



No. 21M



No. 621M



### STAPLE CLIP

- No. 20 Pencil (Standard Lead)
- No. 120 Pencil (Real-Thin Lead)
- No. 620 Pen (Indicate Point Size)

### MILITARY CLIP

- No. 21M Pencil (Standard Lead)
- No. 121M Pencil (Real-Thin Lead)
- No. 621M Pen (Indicate Point Size)

Brilliant chrome metal caps top the elegant plastic barrel in this perfect writing instrument team. You'll be proud of its graceful appearance—and, delighted with its smooth, effortless performance. Jetliner Pens feature the TUNG-STAR® Ball—and the Jetliner Pencils feature Autopoint's exclusive "Grip-Tite" Tip—fully guaranteed for the owner's lifetime!

Autopoint's Tungstar Ball is guaranteed to write over greasy, glazed surfaces without hop, skip or jump . . . is available in Medium Point with blue, red, green and black regular or Perfect-Copy Reproducing Ink and in Black Laundry Marking Ink, too. It's also available in the Stenopoint® with Regular or Reproducing Ink in the same

colors. "Super Thin" point has a stainless steel ball with either blue or black regular ink. (All pens will be furnished with Medium point and blue regular ink, unless otherwise requested).

**CHOICE OF COLORS:** Barrels—Black, Gray, White, Dubonnet (#20, #120, #620 also available in red). Printing—Blue, Black, Gold, Silver, Red, White, Green.

**PACKING:** Pencils—2-Piece Gift Box. Pens—Individual Presentation Package. Sets—2-Piece Gift Box unless "Starlite Presentation Case" specified.

**MAILING CONTAINERS:** For individual pieces, .05 (net) each. For sets, .10 (net) each.

**PRICES INCLUDE:** 1 to 5 lines of standard printing in 1 or 2 colors (on barrels only).

Retail—Pencil 1.95 Pen 1.00 Set 2.95

	50	75	125	250	500	500	1000	1250	2500	5000	5000	7500	10,000	15,000
The Jetliner® Pencils #20, #120 or #21M, #121M	124	249	249	499	999	1249	2499	2499	4999	7499	9999	9999	14,999	19,999
	X	.95	X	.93	.92	X	.90	X	.88	X	.86	X	.83	.81
The Jetliner® Pens #620 or #621M	X	.65	X	.64	.63	X	.62	X	.60	X	.58	X	.57	.55
The Jetliner® Sets #20, #120 620 620 or #21M, #121M 621M 621M	1.60	X	1.57	1.55	X	1.52	X	1.48	1.44	1.40	X	1.36	X	X

\*(Add .30 (net) each for "Starlite Presentation Case")  
**WITHOUT COPY:** For single items, deduct .02 from unit price.  
 For sets, deduct .04 from unit price.



A division of **CORY** Corporation  
 3200 West Peterson Avenue  
 Chicago, Illinois 60645, U.S.A.

# AUTOPOINT PEN *and* PENCIL SETS for...

## Gracious Giving, Utility, Economy



### THE TEMPO (No. 100)

A fine economy pen and pencil set. Plastic cap and barrel available in Black, Dark Blue, Red, Dark Green, Yellow, White. Handsome two piece Presentation Box. Retail \$1.59



A division of **CORY** Corporation  
3200 West Peterson Avenue  
Chicago, Illinois 60645, U.S.A.



### THE WHITEHALL (No. 300)

Gleaming chrome from clip to tip . . . for those discriminating customers who desire an ultra-slim prestige gift. An outstandingly beautiful set enhanced by the Starlite Satin-lined box . . . at an exceptionally low price. Retail \$4.95



### THE PATRICIAN (No. 200)

Chrome cap tops your choice of Black, Dark Blue, Dark Green, Red, White or Yellow barrels; ready for gift-giving in a DeLuxe Kleer-Vu gift box. Retail \$2.50

Select any of these three sets to meet your goodwill or promotional plans. All sets feature smart styling, quality construction and gift packaging . . . at prices to meet your budget.

These pencils feature a **PROPEL-REPEL** mechanism with "Real-Thin" lead only. The Tempo has a superior "Front Action" mechanism. The Patrician and Whitehall have the finest "Back Action" mechanism available. All pens feature Autopoint's exclusive **TUNGSTAR®** Ball refill—in your choice of ink colors and point sizes. Blue ink, Stenopoint® shipped unless otherwise specified.

**PRICES INCLUDE:** 1 to 5 lines of copy printed on both pen and pencil.

	$\frac{50}{124}$	$\frac{75}{124}$	$\frac{125}{249}$	$\frac{250}{499}$	$\frac{500}{1249}$	$\frac{1250}{2499}$	$\frac{2500}{4999}$	$\frac{5000}{7499}$	$\frac{7500}{12,499}$	$\frac{12,500}{17,499}$	$\frac{17,500}{24,999}$	$\frac{25,000}{\text{Over}}$
No. 100	X	.75	.73	.71	.69	.67	.65	.63	.61	.58	.53	.49
No. 200	1.25	X	1.20	1.15	1.10	1.05	1.00	.97	.95	.92	.90	.85
No. 300	2.25	X	2.15	2.10	2.00	1.90	1.85	1.75	1.70	1.60	1.55	1.50

**WITHOUT COPY:** deduct .04 per set in all quantities. All specifications subject to change, correction or improvement without notice.

# TOP DRAWER STYLING... PERFORMANCE...VALUE

*guaranteed for the  
owner's lifetime*

## THE TOP DRAWER

**No. 72** (Standard Lead)

**No. 172** (Real-Thin Lead)

Medium in size, long on quality. Concealed eraser. Tip, clip and cap in long-lasting Silvonite finish. Retail, \$1.25

## THE TOP DRAWER, JR.

**No. 72X** (Standard Lead Only)

All the quality features of Top Drawer, but only 4" long. Retail \$1.25

## THE EXECUTIVE DIRECTOR

**No. 52G** (Standard Lead)

**No. 152G** (Real-Thin Lead)

A blue chip, deluxe, man-sized pencil with tip, band and inlaid trim in 12K rolled gold plate. Diamond cut cap conceals eraser. Retail, \$1.95

## CHOICE OF COLORS:

#72, #172, #72X—Barrel . . . Black, Red, Green, Maroon, Blue and White\*. Fingergrip . . . Furnished in Black unless another color is specified. (Colors matching barrels are also available)

#52G, #152G—Barrel, Cap and Fingergrip . . . Black, Green, Maroon. Gold-finish trim.

## LETTERS AND SPACES PER LINE:

#72, #172, #52G, #152G—45 in 6 pt. type.

#72X—24 in 6 pt. type.

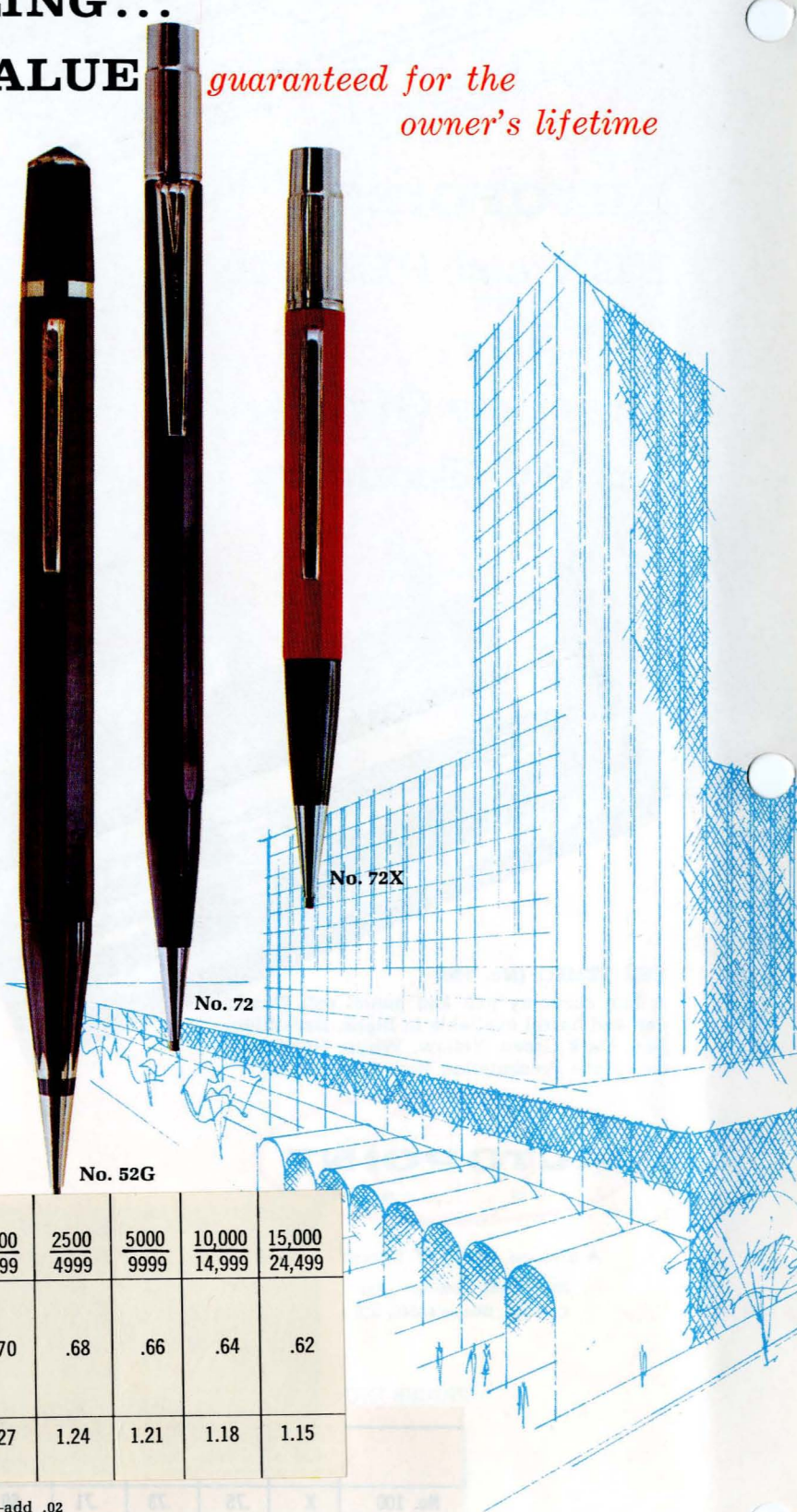
## PACKING:

#72, #172, #72X—Individual Presentation Package.

#52G, #152G—2 Piece Gift Box.

## PRICES INCLUDE:

1 line of standard imprinting\*\*



	$\frac{50}{249}$	$\frac{75}{249}$	$\frac{250}{499}$	$\frac{500}{999}$	$\frac{1000}{2499}$	$\frac{2500}{4999}$	$\frac{5000}{9999}$	$\frac{10,000}{14,999}$	$\frac{15,000}{24,499}$
The Top Drawer #72 or #172	X	.74	.72	.71	.70	.68	.66	.64	.62
The Top Drawer, Jr. #72X									
The Executive Director #52G or 152G	1.35	X	1.32	1.29	1.27	1.24	1.21	1.18	1.15

**\*WHITE:** White Barrels—add .05 (net) to unit price. White Tips—add .02 (net) to unit price. (Not available on #52G series.)

**\*\*ADDITIONAL IMPRINTING:** Add .04 (net) per line to unit price, up to 4999 units; add .03 (net) per line to unit price for 5000 or more units.

**WITHOUT COPY:** Deduct .04 from unit price up to 4999 units; deduct .03 from unit price for 5000 or more units.

# Executive PENCILS

Exclusive Styling . . . Expert Craftsmanship . . . Top Performance †

## THE EXECUTIVE

No. 48 (Standard Lead)

No. 148 (Real-Thin Lead)

Band, clip and tip of long-lasting Silvonite topped with a "Diamond Cut" plastic cap. Also available with Merchandise-Display cap, and Can-Top Cap (See Ferrule Catalog). Retail, \$1.25

## THE GOLDEN EXECUTIVE

No. 48G (Standard Lead)

No. 148G (Real-Thin Lead)

Gold plated clip; tip and band in 12K rolled-gold plate, topped with a "Diamond Cut" plastic cap. Also available with merchandise-display cap, or Can-Top Cap (See Ferrule Catalog). Retail \$1.75

## THE EXECUTIVE IMPERIAL

No. 28 (Standard Lead)

No. 128 (Real-Thin Lead)

A masterpiece of writing perfection and good looks, smartly accented by the Silvonite crown and trim, plus the anodized aluminum cap. (Uses small size eraser.) Retail, \$1.35

## THE GOLDEN EXECUTIVE IMPERIAL

No. 28G (Standard Lead)

No. 128G (Real-Thin Lead)

The aristocrat of Pencils—crowned with 12K rolled gold plate. An appropriate gift for top flight executives. Retail \$1.95

**LETTERS AND SPACES PER LINE:** 45 in 6-pt. type.

Charcoal Gray, Tangerine, Yellow, White\* (Tangerine and Yellow not available on #28 series). Tip and Cap—#48 series . . . Black unless otherwise specified. #28 series . . . Black only.

**PACKING:** #48, #148—Individual Presentation Package. Others—2 Piece Gift Box.

**CHOICE OF COLORS:** Barrels . . . Black, Red, Maroon, Green, Blue,

**PRICES INCLUDE:** 1 line of standard imprinting\*\*

† Guaranteed For The Owner's Lifetime



	50 249	75 249	250 499	500 999	1000 2499	2500 4999	5000 9999	10,000 14,999	15,000 24,999
The Executive #48 or #148	X	.82	.80	.78	.77	.75	.73	.71	.69
The Golden Executive #48G or #148G	1.18	X	1.16	1.14	1.12	1.09	1.06	1.03	1.00
The Executive Imperial #28 or #128	X	1.00	.98	.96	.94	.92	.90	.88	.85
The Golden Executive Imperial #28G or #128G	1.35	X	1.32	1.29	1.27	1.24	1.21	1.18	1.05

\*WHITE: White Barrels—add .05 (net) to unit price. White Tips—add .02 (net) to unit price. (White Tips not available on "Imperial" series.)

\*\*ADDITIONAL IMPRINTING: Add .04 (net) per line to unit price up to 4999 units; add .03 (net) per line to unit price for 5000 or more units.

WITHOUT COPY: Deduct .04 from unit price up to 4999 units; deduct .03 from unit price for 5000 or more units.

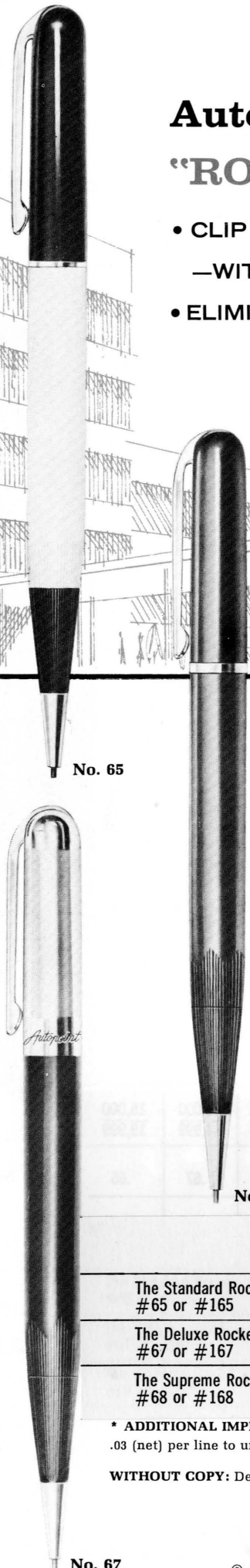
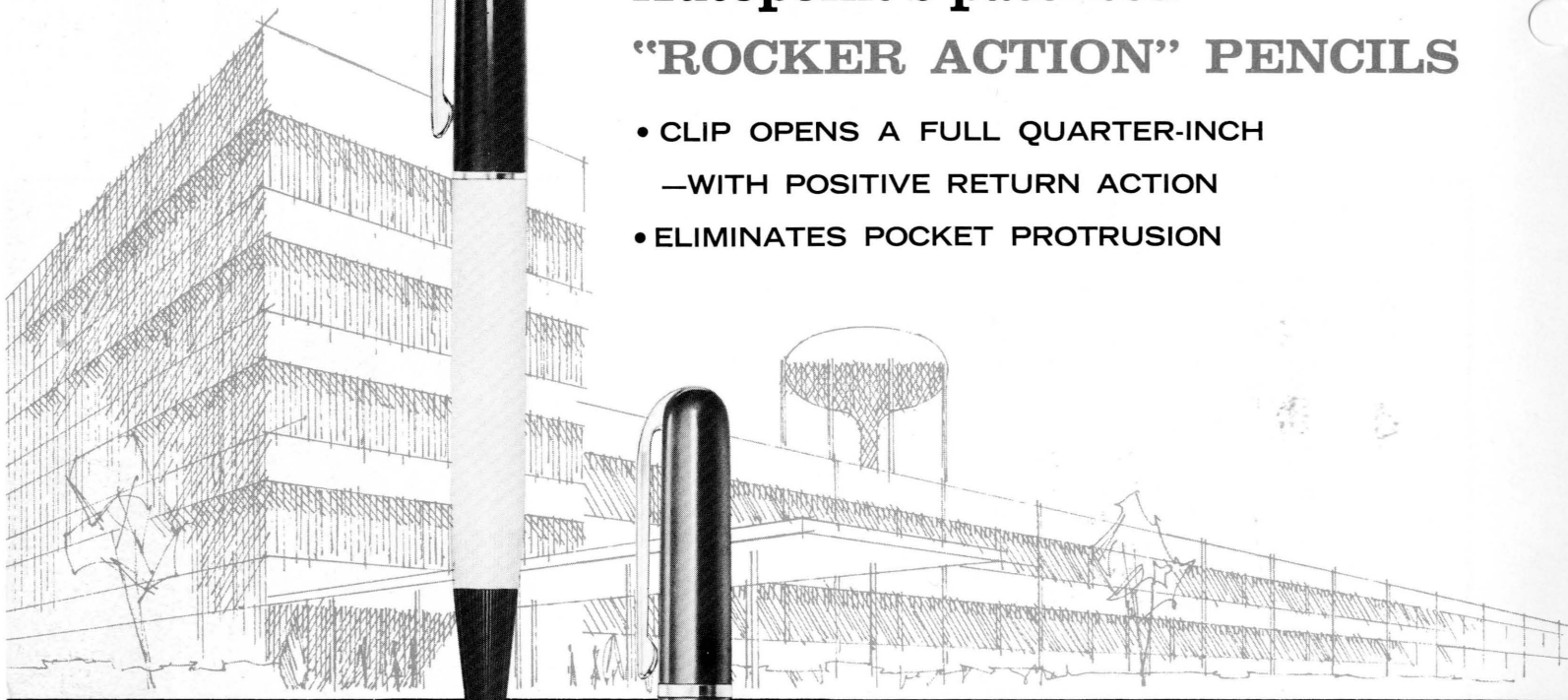


A division of CORY Corporation

3200 West Peterson Avenue  
Chicago, Illinois 60645, U.S.A.

# Autopoint's patented<sup>†</sup> "ROCKER ACTION" PENCILS

- CLIP OPENS A FULL QUARTER-INCH  
—WITH POSITIVE RETURN ACTION
- ELIMINATES POCKET PROTRUSION



### THE STANDARD ROCKET

**No. 65** (Standard Lead)  
**No. 165** (Real-Thin Lead)  
Durable plastic cap and barrel, Silvonite finished clip and tip. Retail \$1.50

### THE DELUXE ROCKET

**No. 67** (Standard Lead)  
**No. 167** (Real-Thin Lead)  
Engine turned chrome cap enhances plastic barrel and Silvonite tip. Retail \$1.95

### THE SUPREME ROCKET

**No. 68** (Standard Lead)  
**No. 168** (Real Thin Lead)  
12K rolled gold band, clip and tip. Retail \$2.25

### CHOICE OF COLORS:

- #65, #165—Barrels . . . Black, Gray, Dubonnet, White, Yellow. Caps and Fingerrips . . . Black, Gray, Dubonnet, Red, Green, Blue (Furnished in Black unless color-choice is specified.)  
#67, #167—Barrels and Fingerrips . . . Black or Dubonnet. Caps . . . Chrome Finish  
#68, #168—Barrels, Caps and Fingerrips . . . Black or Dubonnet. Gold-finish trim.

### PACKING:

2-Piece Gift Box.

### PRICES INCLUDE:

- #65, #165—1 to 5 lines of standard printing in 1 or 2 colors  
#67, #167, #68, #168—1 to 5 lines of standard printing in Gold or Silver, or 1 line of standard imprinting\*

<sup>†</sup> Patent No. 2,537,793

	<u>50</u> 249	<u>75</u> 249	<u>250</u> 499	<u>500</u> 999	<u>1000</u> 2499	<u>2500</u> 4999	<u>5000</u> 9999	<u>10,000</u> 14,999	<u>15,000</u> 24,999
The Standard Rocket #65 or #165	X	.98	.95	.93	.92	.90	.88	.86	.83
The Deluxe Rocket #67 or #167	1.23	X	1.20	1.17	1.15	1.12	1.09	1.06	1.03
The Supreme Rocket #68 or #168	1.40	X	1.38	1.35	1.33	1.30	1.26	1.23	1.19

\* **ADDITIONAL IMPRINTING:** Add .04 (net) per line to unit price up to 4999 units; add .03 (net) per line to unit price for 5000 or more units.

**WITHOUT COPY:** Deduct .02 from unit price.

**NUMBER 6**

**America's Most Popular**

**"ALL PURPOSE"**

**SLENDER BARREL PENCIL**

*featuring . . . Autopoint's  
lifetime guarantee*

**THE ALL-PURPOSE SLIMLINER**

**No. 6** (Standard Lead)

**No. 106** (Real Thin Lead)

Undoubtedly America's most popular slender-barrel, all purpose pencil. Exposed standard size eraser; Silvonite tip, clip and ferrule. Trademark or ad message can be reproduced on ferrule (See Ferrule Catalog). Retail .85



**CHOICE OF COLORS:**

Barrels . . . Red, Maroon, Green, Blue, Charcoal Gray, Tangerine, Yellow, Black, White\*.

Fingergrips . . . Furnished in Black unless color is specified.

**LETTERS AND SPACES PER LINE:**

45 in 6-pt. type.

**PACKING:**

Bulk

**PRICES INCLUDE:**

1 line of standard imprinting\*\*.

Minimum Order: 100	$\frac{100}{249}$	$\frac{250}{499}$	$\frac{500}{999}$	$\frac{1000}{2499}$	$\frac{2500}{4999}$	$\frac{5000}{9999}$	$\frac{10,000}{14,999}$	$\frac{15,000}{24,999}$
The All-Purpose Slimliner #6, #106	.56	.55	.54	.53	.52	.50	.48	.46

\*WHITE: White Barrels—add .05 (net) to unit price. White Tips—add .02 (net) to unit price.

\*\*ADDITIONAL IMPRINTING: Add .04 (net) per line to unit price, up to 4999 units; add .03 (net) per line to unit price for 5000 or more units.

WITHOUT COPY: Deduct .04 from unit price up to 4999 units; deduct .03 from unit price for 5000 or more units.



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3200 West Peterson Avenue  
Chicago, Illinois 60645, U.S.A.

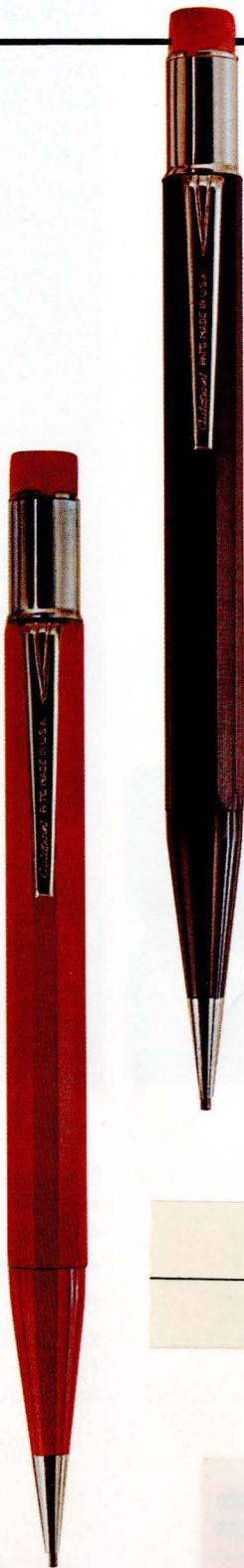


**NUMBER 76**

# JUMBOLINER PENCIL

**America's most popular  
Jumbo-Barrel Pencil**

*featuring Autopoint's famous  
Lifetime Guarantee*



### THE JUMBOLINER

**No. 76** (Standard Lead)

**No. 176** (Real-Thin Lead)

A real man-sized all-purpose pencil with an exposed oversize eraser. Eraser ferrule can become a giant pocket billboard for trademark or other ad message—(see Ferrule Catalog). Retail \$1.10

### CHOICE OF COLORS:

Barrels . . . Red, Maroon, Green, Blue, Charcoal Gray, Tangerine, Yellow, Black, White\*.

Fingergrips . . . furnished in Black unless color is specified.

Tip, Clip and Ferrule . . . Silvonite finish.

**LETTERS AND SPACES PER LINE:** 42 in 6-pt. type.

**PACKING:** Individual Presentation Package.

**PRICES INCLUDE:** 1 line of standard imprinting\*\*



Minimum Order: 75	$\frac{75}{249}$	$\frac{250}{499}$	$\frac{500}{999}$	$\frac{1000}{2499}$	$\frac{2500}{4999}$	$\frac{5000}{9999}$	$\frac{10,000}{14,999}$	$\frac{15,000}{24,999}$
The JUMBOLINER #76, #176	.74	.72	.71	.70	.68	.66	.64	.62

**\*WHITE:** White Barrels—add .05 (net) to unit price. White Tips—add .02 (net) to unit price.

**\*\*ADDITIONAL IMPRINTING:** Add .04 (net) per line to unit price, up to 4999 units; add .03 (net) per line to unit price for 5000 or more units.

**WITHOUT COPY:** Deduct .04 from unit price up to 4999 units; deduct .03 from unit price for 5000 or more units.



IMAGINE A PENCIL  
 THAT WRITES SO THIN (00.5mm)  
 —SO SMOOTH—THE LEAD NEVER  
 SEEMS TO WEAR FLAT!  
**IT'S THE NEW**

*Autopoint*

**UTL™**  
**ULTRA-THIN  
 LEAD PENCIL**

Standard Lead ——— Ultra-Thin-Lead ———  
**No. 2106 UTL SLIMLINER**  
 World's thinnest, smoothest line of writing (00.5mm)  
 created especially for those requiring a consistent ultra-  
 thin line: Accountants, engineers, architects, auditors,  
 designers, bookkeepers, draftsmen, artists, surveyors,  
 editors, secretaries, etc. Packaged in individual box.  
 Retail \$1.65.

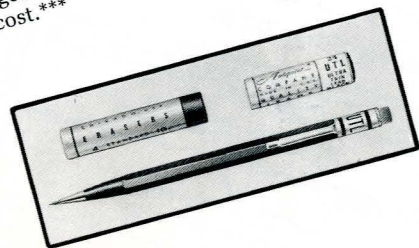
**CHOICE OF COLORS**  
 Barrels—Red, Maroon, Green, Blue, Gray, Tangerine,  
 Yellow, Black, White\*, Fingergrips—In Black only.

**LETTERS AND SPACES PER LINE**  
 45 in 6 pt. type

**SPECIAL PRESENTATION PACKAGING—**  
 An ideal combination is a U T L Slimliner plus a tube  
 of U T L leads (#2250) and a tube of erasers (#40E).  
 When ordered together, this combination will be pack-  
 aged in a 2-Piece Presentation Box at no additional  
 cost.\*\*\*



UTL pencil has the famous  
 "Grip-Tite" Tip,  
 exposed eraser, extra  
 lead storage compart-  
 ment, Silvonite tip  
 and clip with  
 distinctive U T L  
 ferrule.



PRICES INCLUDE ONE LINE STANDARD IMPRINTING\*\*

Minimum Order: 75	75 249	250 499	500 999	1000 2499	2500 4999	5000 9999	10,000 14,999	15,000 19,999
UTL Slimliner #2106	.90	.87	.85	.82	.80	.78	.75	.73

\*White Barrels—Add .05 (net) to unit price

\*\*Additional Imprinting—Add .04 (net) per line to unit price, up to 4999 units; add .03 (net) per line to unit price for 5000 or more units.

WITHOUT COPY—Deduct .04 from unit price up to 4999 units; Deduct .03 from price for 5000 or more units.

U T L LEADS—Available in HB, H & 2H degrees—#2250 Tube of 24 sticks—00.5 mm—30c per tube;

#2251 Box of 72 sticks—75c.

\*\*\*When packaged in this manner, each set constitutes 3 units, and combination pricing prevails; i.e., 500 sets are entitled to 1500 unit price for each item.



#2250 Tube of 24 sticks—00.5 mm

*Autopoint* **COMPANY** 3200 West Peterson Ave., Chicago, Ill. 60645  
 DIVISION OF CORY CORPORATION



# TWIN POINT®

00.5mm ultra-thin black lead plus real-thin color

Ideal For Accountants, Engineers, Architects, Artists, Bookkeepers, Designers, Draftsmen and Auditors

**No. 2108 UTL TWINPOINT ULTRA-THIN BLACK... "REAL-THIN" IN COLOR**

Autopoint's famous Twinpoint Pencil features the world's thinnest line of writing (00.5mm) in black in one end, plus your choice of color in Real-Thin (.036") in the other. Fully guaranteed "Grip-Tite" Tips at both ends. Silvonite finish tips and clips. Packaged in Individual Box. Retail \$2.50.

**CHOICE OF COLORS**

Barrels—Black, Charcoal Gray, White\*.  
Fingergrips—Black, Red, Blue, Green, Purple, Yellow  
in Real-Thin tip to denote color of lead. Black only in U T L tip.

**LETTERS AND SPACES PER LINE**  
42 in 6 pt. type.

**PRESENTATION PACKAGING—**

The No. 2108 Twinpoint plus a tube of black U T L Leads (#2250) and a tube of Real-Thin Leads (#513), in the color of your choice, makes an excellent combination. When ordered together, these three items will be packaged in a special 2-Piece Presentation Box.\*\*\*

*Autopoint* UTL  
guaranteed for your lifetime

Your AUTOPOINT UTL (ULTRA-THIN-LEAD) PENCIL is guaranteed by the manufacturer for the life of the owner against everything except loss, lead breakage or intentional damage, provided the pencil is returned for service to

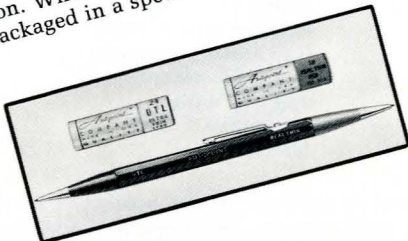
AUTOPOINT CO., SERVICE DEPT.  
1801 Foster Ave., Chicago, Ill. 60640

Any repairs or replacement under this guarantee will be made free of charge.

*Autopoint*  
A Division of Cory Corporation Form No. 1197

Made in U.S.A.

Black UTL (00.5mm) in This End



PRICES INCLUDE ONE LINE STANDARD IMPRINTING\*\*

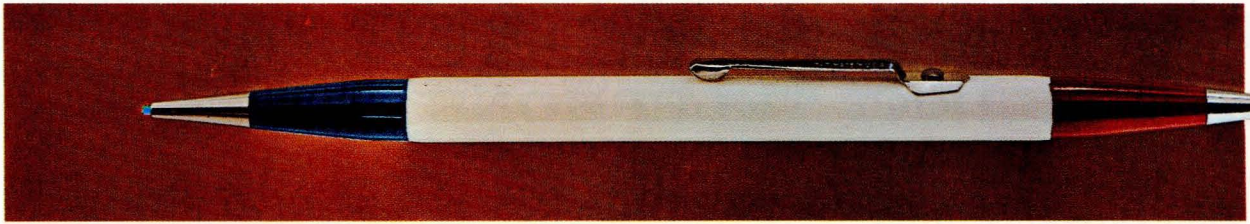
Minimum Order: 50	50 249	250 499	500 999	1000 2499	2500 4999	5000 9999	10,000 14,999	15,000 19,999
UTL Twinpoint #2108	1.40	1.35	1.32	1.30	1.26	1.23	1.20	1.17

\*White Barrels—Add .05 (net) to unit price  
\*\*Additional Imprinting—Add .04 (net) per line to unit price, up to 4999 units; add .03 (net) per line to unit price for 5000 or more units.  
WITHOUT COPY—Deduct .04 from unit price up to 4999 units; Deduct .03 from price for 5000 or more units.  
U T L LEADS—Available in HB, H & 2H degrees—#2250 Tube of 24 sticks—00.5 mm—30c per tube; #2251 Box of 72 sticks—75c.



#2250 Tube of 24 sticks—00.5 mm

\*\*\*When packaged in this manner, each set constitutes 3 units, and combination pricing prevails; i.e., 500 sets are entitled to 1500 unit price for each item.



**NUMBER 8**

# TWINPOINT®

GUARANTEED AT BOTH ENDS FOR THE OWNER'S LIFETIME

*...twice as useful—*

*....twice as good!*

**THE TWINPOINT**

**No. 8** (Standard Lead)

**No. 108** (Real-Thin Lead)

The ideal pencil for accountants, engineers, draftsmen, teachers, artists, etc. Retail \$1.50

**THE CHECKER**

**No. 10** (Uses .076" Thick Lead)

Standard size pencil holds thick leads ideal for receiving and shipping rooms, labeling, pricing, editing. Retail \$1.70

**CHOICE OF COLORS:**

Barrels . . . Black or White\* (#8 or #108 also available with Charcoal Gray barrel)  
 Fingergrips . . . Red, Blue, Green, Purple, Yellow, and Black to denote color of lead.  
 Tips and Clips . . . Silvonite finish.

**LETTERS AND SPACES PER LINE:**

42 in 6 pt. type.

**PACKING:**

Individual Presentation Package

**PRICES INCLUDE:**

1 line of standard imprinting\*\*



A division of **CORY** Corporation

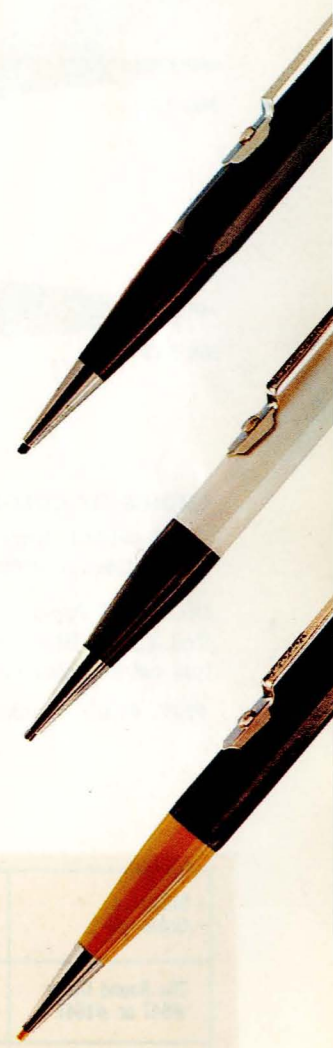
3200 West Peterson Avenue  
 Chicago, Illinois 60645, U.S.A.

	50 249	75 249	250 499	500 999	1000 2499	2500 4999	5000 9999	10,000 14,999	15,000 24,999
The Twinpoint #8 or #108	X	.94	.92	.90	.88	.86	.84	.82	.80
The Checker #10	1.05	X	1.03	1.00	.98	.96	.94	.92	.90

\*WHITE: White Barrels—add .05 (net) to unit price.

\*\*ADDITIONAL IMPRINTING: Add .04 (net) per line to unit price, up to 4999 units; add .03 (net) per line to unit price for 5000 or more units.

WITHOUT COPY: Deduct .04 from unit price up to 4999 units; deduct .03 from unit price for 5000 or more units.



# AUTOPOINT'S DIAL-RITE PENCIL GUARANTEED "GRIP-TITE" TIP PLUS AN EFFICIENT TELEPHONE DIALER

*In Two Barrel Shapes*

*Dialer Top Fits All Telephone Dial Openings*



No. 12T

## THE DECAGON DIALER

No. 12T (Standard Lead)  
No. 112T (Real-Thin Lead)  
Decagon shaped barrel with rotating dialer-ball top. Black tip, barrel and dialer top. Silvonite tip and clip. Retail 1.50



No. 64T

## THE ROUND DIALER

No. 64T (Standard Lead)  
No. 164T (Real-Thin Lead)  
Round barrel with rigid dialer top. Fingergrip and dialer top available in four colors. Silvonite tips and clips. Retail 1.20

### CHOICE OF COLORS:

#64T, #164T—Barrels . . . Black, Red, Green, Orange, White, Yellow, Gray.

Dialer-Ball Top and Finger-grip . . . Black, Red, Green, Blue. (Furnished in Black unless color-choice is specified).

#12T, #112T—Black only.

### LETTERS AND SPACES PER LINE:

#12T, #112T—37 in 6-pt. type.

### PACKING:

Individual Presentation Package.

### PRICES INCLUDE:

#64T, #164T—1 to 5 lines of standard printing in 1 or 2 colors; #12T, #112T—1 line of standard imprinting.\*

Minimum Order—75	$\frac{75}{249}$	$\frac{250}{499}$	$\frac{500}{999}$	$\frac{1000}{2499}$	$\frac{2500}{4999}$	$\frac{5000}{9999}$	$\frac{10,000}{14,999}$	$\frac{15,000}{24,999}$
The Round Dialer #64T or #164T	.74	.73	.72	.71	.68	.66	.64	.62
The Decagon Dialer #12T or #112T	.90	.88	.86	.84	.82	.80	.78	.76

\*ADDITIONAL IMPRINTING: #12T, #112T—Add .04 (net) per line to unit price up to 4999 units; add .03 (net) per line to unit price for 5000 or more units.

WITHOUT PRINTING: #64T, #164T—deduct .02 from unit price.

WITHOUT IMPRINTING: #12T, #112T—deduct .04 from unit price up to 4999 units; deduct .03 from unit price for 5000 or more units.



# Full Year Calendars or Useful Charts on **ROUND AUTOPOINT** **QUALITY PENCILS**



No. 64



No. 64X

**THE CHIEF No. 64** (Standard Lead) **No. 164** (Real-Thin Lead)  
An extremely versatile advertising medium available with printed Can-Top, Dialer Top or Display Top. Silvonite clip and tip. (See Ferrule Catalog)  
Retail 1.20

**THE JR. CHIEF No. 64X** (Standard Lead) **No. 164X** (Real-Thin Lead)  
A duplicate of the Chief, but only 4" long.

**THE CALENDAR No. 64C** (Standard Lead) **No. 164C** (Real-Thin Lead)  
A full year calendar at your fingertips. Calendar printed in your choice of colors on a white barrel. Your advertising message seen daily all year long.  
Retail 1.50

**THE CHART No. 64CH** (Standard Lead) **No. 164CH** (Real-Thin Lead)  
Double the value of this guaranteed pencil with a useful, informative technical chart plus your advertising message. Check the Ferrule Catalog for a complete list of charts available. Retail 1.50

**CHOICE OF COLORS:**

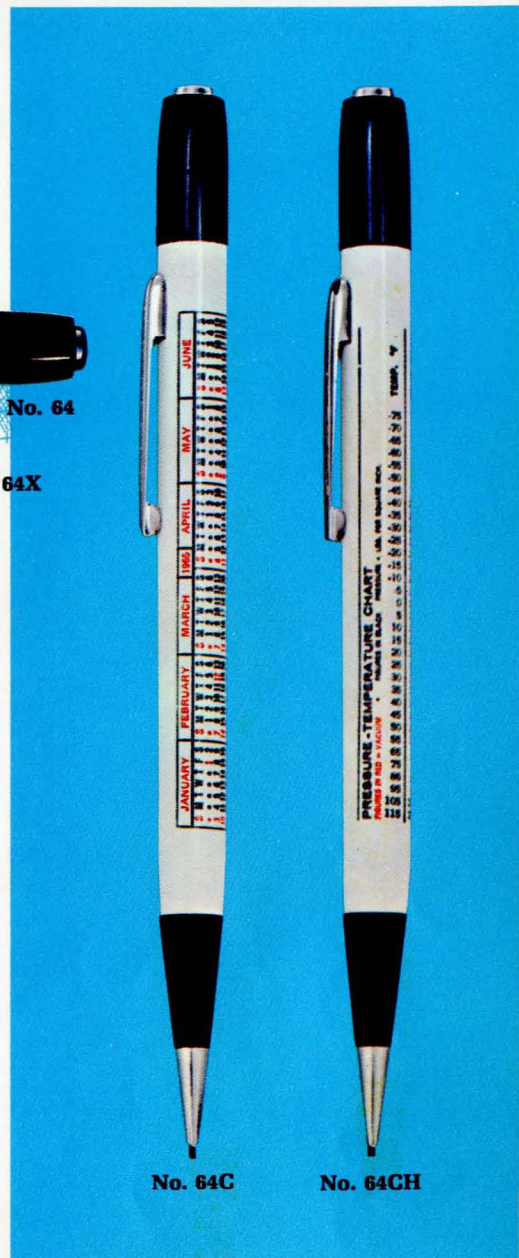
Barrels . . . Black, Red, Green, Orange, White, Yellow, Gray. Calendar and Chart pencils available in White Barrel only. (Calendar is 2¾" long.)  
Caps and Finger-grips . . . Black, Red, Green, Blue.  
Tips and Clips . . . Silvonite finish.

**PACKING:** Individual Presentation Package.

**PRICES INCLUDE:** 1 to 5 lines of standard printing in 1 or 2 colors; Calendar or Chart Pencils—calendar or chart and 2 lines of standard printing in 1 or 2 colors.

Minimum Order—75	75 249	250 499	500 999	1000 2499	2500 4999	5000 9999	10,000 14,999	15,000 24,999
The Chief #64 or #164	.74	.73	.72	.71	.68	.66	.64	.62
The Jr. Chief #64X or #164X								
The Calendar #64C or #164C	.78	.76	.75	.74	.72	.70	.68	.66
The Chart #64CH or #164CH								

**WITHOUT COPY:**—Deduct .02 from unit price.



No. 64C

No. 64CH



A division of **CORY Corporation**  
3200 West Peterson Avenue  
Chicago, Illinois 60645, U.S.A.

# AUTOPOINT'S "YEAR ROUND" PENCILS GUARANTEED FOR THE OWNER'S LIFETIME

*... available with full-year calendars*



No. 30



No. 30C

### THE ROUND

No. 30 (Standard Lead) No. 130 (Real-Thin Lead)

Available with printed ferrule (See "Ferrule Catalog") Retail .75

### THE YEAR-ROUND CALENDAR

No. 30C (Standard Lead) No. 130C (Real-Thin Lead)

Full year calendar printed in 1 or 2 colors on white barrel.

Available with printed ferrule (See Ferrule Catalog) Retail .95

### THE ROUND DELUXE

No. 32 (Standard Lead) No. 132 (Real-Thin Lead)

Topped with gleaming metal cap. Retail .90

### THE YEAR-ROUND CALENDAR DELUXE

No. 32C (Standard Lead) No. 132C (Real-Thin Lead)

Full year calendar printed in 1 or 2 colors on white barrel.

Retail 1.10

### PACKING:

#30 Series—Bulk, 100 per box.

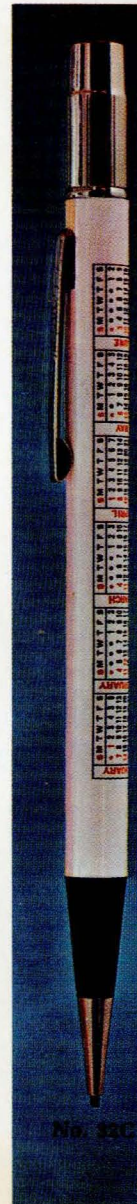
#32 Series—Individual Presentation Package.

### PRICES INCLUDE:

#30, #130, #32, #132—1 to 5 lines of standard printing in 1 or 2 colors; Calendar Pencils—calendar and 2 lines of standard printing in 1 or 2 colors.



No. 32



No. 32C

Minimum Order—100	100	250	500	1000	2500	5000	10,000	15,000
	249	499	999	2499	4999	9999	14,999	24,999
The Round #30 or #130	.49	.48	.47	.46	.45	.44	.43	.42
The Round Calendar #30C or #130C	.55	.54	.53	.52	.51	.50	.49	.48
The Capped Round #32 or #132	.58	.57	.56	.55	.54	.53	.51	.49
The Capped Round Calendar #32C or #132C	.64	.63	.62	.61	.60	.59	.57	.55

WITHOUT COPY: Deduct .02 from unit price.

### CHOICE OF COLORS:

Barrels . . . White, Green, Yellow, Red, Gray, Black, Blue, Dubonnet and Orange. Calendar Pencils available in White barrel only. (Calendar is 2 $\frac{3}{4}$ " long.)

Finger-grips . . . Green, Red, Black, Blue, Dubonnet. (All Finger-grips furnished in Black unless color-choice is specified.)

Tips, Clips, Caps and Ferrules . . . Silv-nite finish.

# "MAGIC GRIP" PENCILS

## PREVENT LEAD WOBBLE

*...in economy models*

### ROUND BARREL PENCILS WITH PROPEL-REPEL MECHANISM!

#### THE CHALLENGER

**No. 40** (Standard Lead)    **No. 140** (Real-Thin Lead)  
Smooth comfortable barrel, Silvonite trim, exposed eraser.  
Printed ferrule available (See Ferrule Catalog) Retail .65

#### PANELLED-BARREL PENCILS WITH EXTRA-LEAD SPACE

... and printed ferrule, if desired!  
(See Ferrule Catalog.)

#### THE LONG-SPIRAL PACEMAKER

**No. 90** (Standard Lead)    **No. 190** (Real-Thin Lead)  
Long spiral, multiple-lead mechanism . . . holds extra leads for longer writing without lead replacement. No lead magazine. Retail .65

#### THE SHORT-SPIRAL PACEMAKER

**No. 90S** (Standard Lead)    **No. 190S** (Real-Thin Lead)  
Standard-length  $1\frac{3}{8}$ " spiral, plus extra lead-storage compartment. Retail .65

**CHOICE OF COLORS:** #40, #140—White, Green, Yellow, Red, Gray, Blue, Black, Dubonnet, Orange.

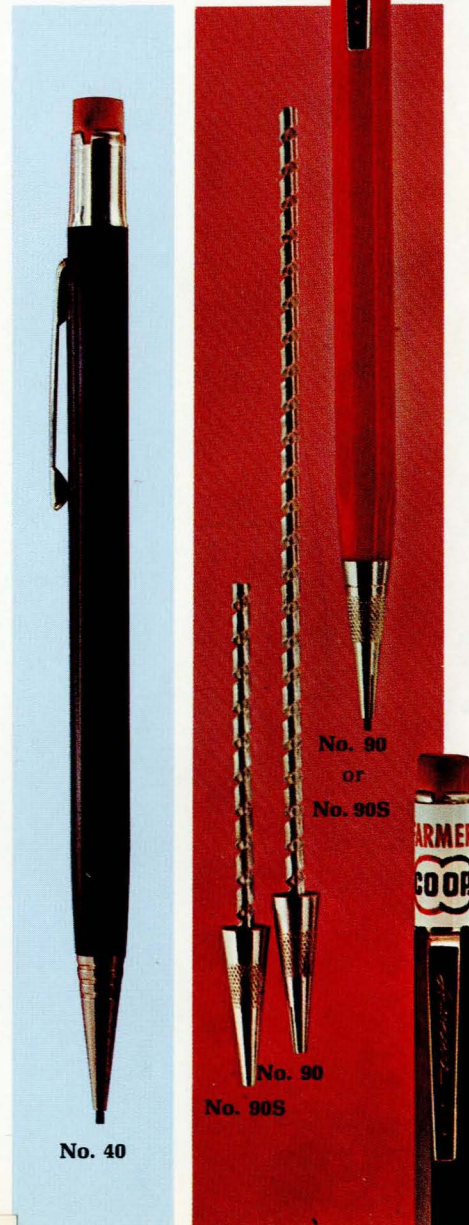
#90 Series—Black, Red, Green, Blue, Maroon, Yellow.

**LETTERS AND SPACES PER LINE:** #90 Series—42 in 6-pt. type.

**PACKING:** Bulk, 100 per box.

**PRICES INCLUDE:** #40, #140, 1 to 5 lines of standard printing in 1 or 2 colors.

#90 Series—1 line of standard imprinting\*.



Minimum Order—100	$\frac{100}{249}$	$\frac{250}{499}$	$\frac{500}{999}$	$\frac{1000}{2499}$	$\frac{2500}{4999}$	$\frac{5000}{9999}$	$\frac{10,000}{14,999}$	$\frac{15,000}{24,999}$
The Challenger #40 or #140	.38	.37	.36	.35	.34	.33	.31	.30
The Pacemakers #90 or #190; #90S or #190S	.36	.35	.33	.31	.28	.27	.26	.25

\*ADDITIONAL IMPRINTING: (#90 Series Only)—Add .03 (net) to unit price.

#### WITHOUT COPY:

#40, #140—Deduct .02 (net) from unit price.

#90 Series—Deduct .03 from unit price.



A division of **CORY** Corporation

3200 West Peterson Avenue  
Chicago, Illinois 60645, U.S.A.





THE  
*Contemperra*  
 TUNGSTAR  
 BALL PEN

A  
 COMBINATION  
 OF BEAUTY,  
 PERFORMANCE,  
 AND DEPENDABILITY

**No. 669**—Satin finish Chrome with "Bands O' Gold" in engine turned circular line design enhance the modern-as-tomorrow design of CONTEMPERA. All metal barrel and "tunic" cap blend together perfectly forming a sleek, comfortable writing instrument. Military Clip practically eliminates pocket-top protrusion. Silk 'n Satin TUNGSTAR BALL delivers smooth, flawless writing.

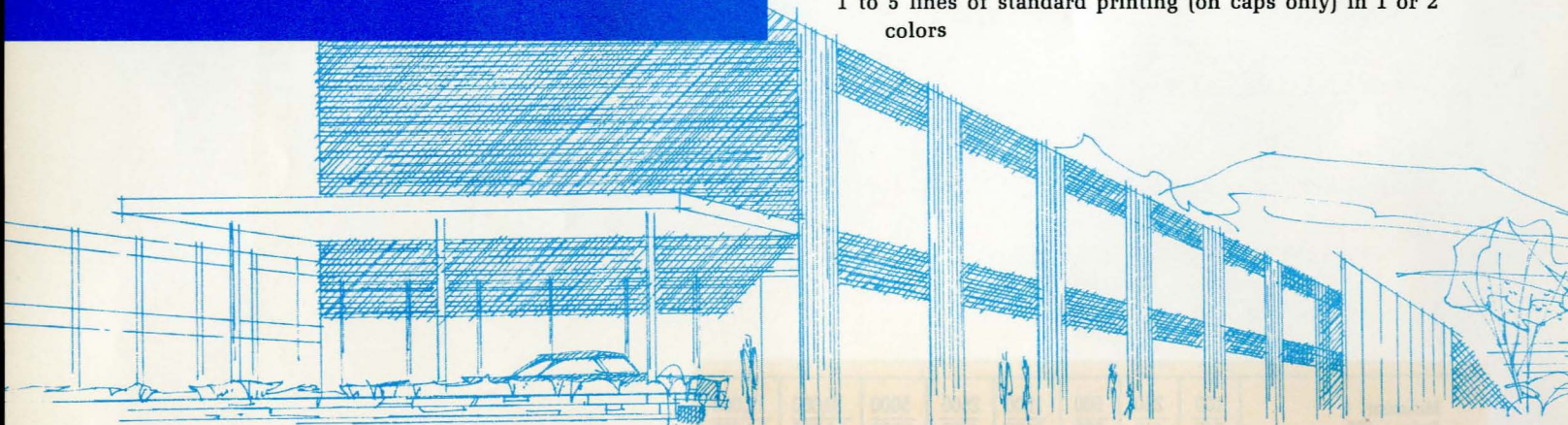
**THE FAMOUS AUTOPOINT TUNGSTAR® BALL** is guaranteed to write over greasy, glossy, or glazed surfaces, and to give smoother writing without hop, skip or jump! Auto-point's TUNGSTAR BALL is available in the Medium point with Blue, Red, Green, and Black Regular or Perfect Copy Reproducing Ink and Black Laundry-Marking Ink, too! It's also available in the Stenopoint® with Regular or Reproducing Ink in the same colors. The Super Thin Point has a Stainless Steel Ball with either Blue or Black Regular Ink. (All pens will be furnished in the Medium Point with Blue Regular Ink, unless otherwise specified.)

**COLOR:**  
 Satin finish Chrome with "Bands O' Gold."

**PRINTING:**(On Caps Only)—Black, Blue, Red, Green.

**PACKING:**  
 Each packed in individual presentation package. For 2-tone "See Thru" box, add .05 each (net). For deluxe "Vu-More" plastic box, add .10 each (net).

**PRICES INCLUDE:**  
 1 to 5 lines of standard printing (on caps only) in 1 or 2 colors



SEE-THRU PLASTIC BOX  
 .05 each (net) extra



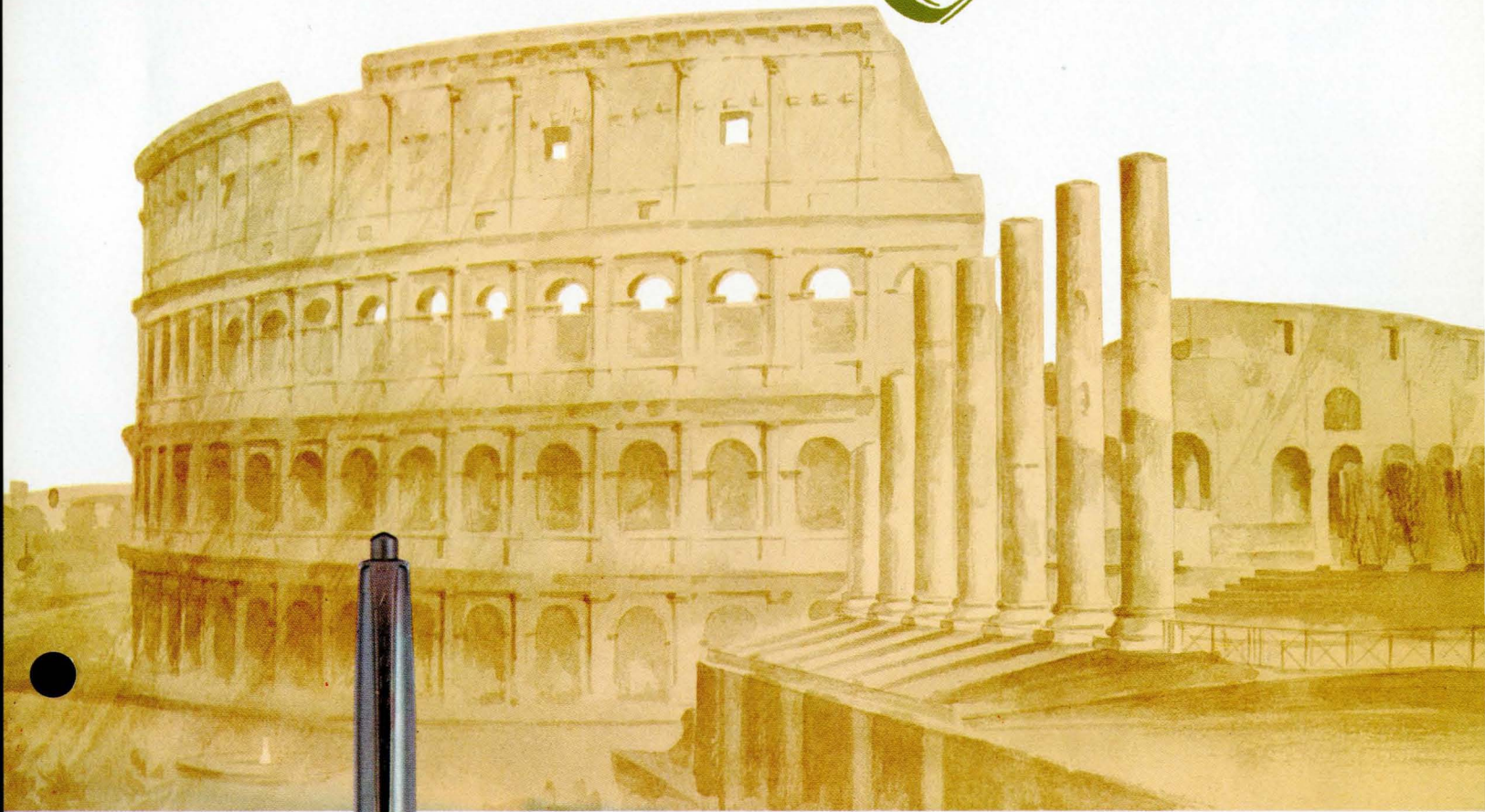
VU-MORE PLASTIC BOX  
 .10 each (net) extra

Minimum Order: 100	100	250	500	1000	2500	5000	10,000	15,000
	249	499	999	2499	4999	9999	14,999	19,999
#669 Contemperra	.59	.57	.56	.55	.53	.50	.49	.48

**WITHOUT COPY:** Deduct .02 from unit price.  
 All specifications subject to change, correction, or improvement without notice.

*Introducing... an exciting new  
concept in Ball  
Point Pen Style and Comfort*

# Contoura



*Contoura* ...America's most modern  
look in Ball Point Pens...designed,  
contoured and crafted for new elegance in pen  
styling and writing comfort, plus  
Autopoint's guaranteed dependability.



T.M.

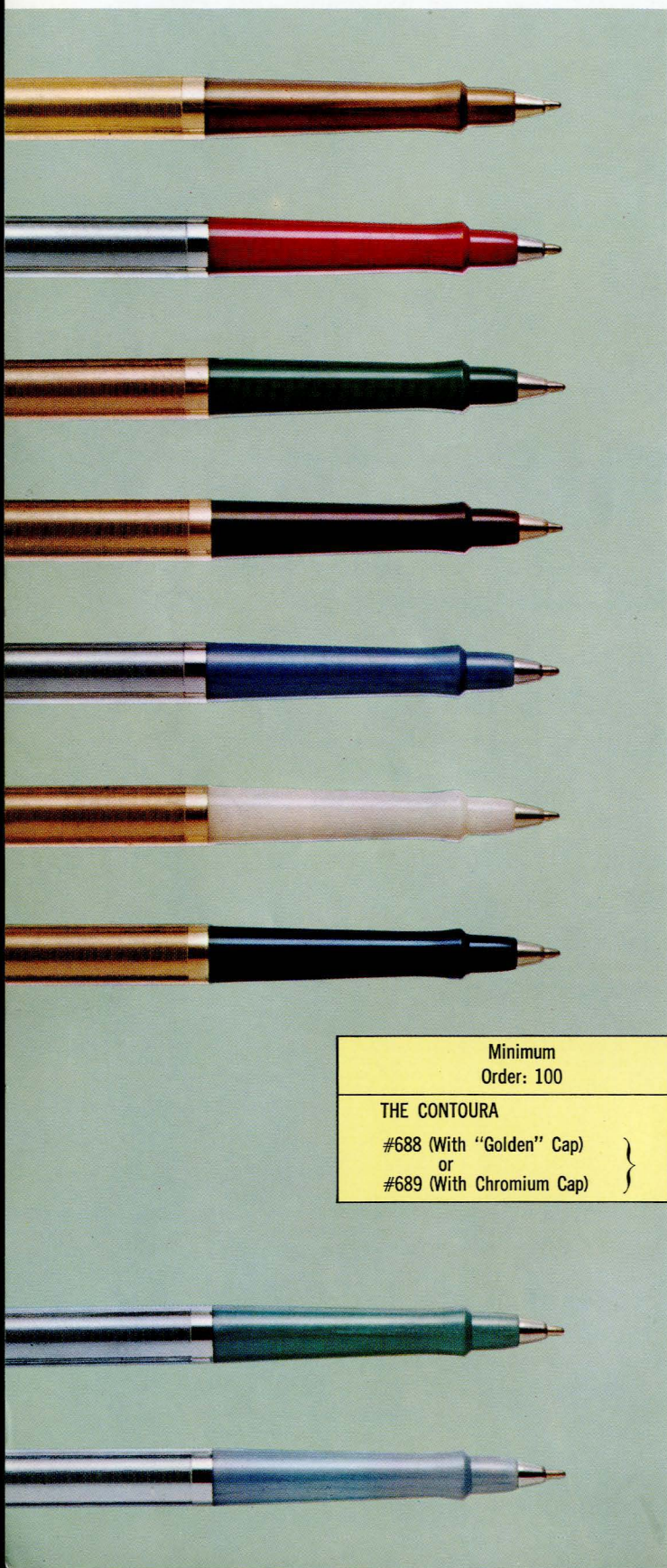
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3200 West Peterson Avenue  
Chicago, Illinois 60645, U.S.A.

**AUTOPOINT MEANS BUSINESS**

# Contoura

...New in Style and Comfort

Old In Guaranteed Dependability



No. 688 (With "Golden" Cap)

No. 689 (With Chromium Cap)

Contoura combines the popular extra-long, all metal "tunic" cap with a new comfort-contoured plastic barrel that makes writing pure pleasure. Military style continental clip eliminates pen top protrusion above pocket level. Your message is enhanced by the soft elegance of the circular-line, engine turned metal cap.

**FEATURING . . . THE FAMOUS AUTOPOINT TUNGSTAR® BALL**—guaranteed to write over greasy, glossy, or glazed surfaces, and give smoother writing without hop, skip, or jump!

Autopoint's Tungstar Ball is available in the Medium Point with Blue, Red, Green and Black Regular or Perfect Copy Reproducing Ink—and Black Laundry-Marking Ink, too! It's also available in the Stenopoint® with Regular or Reproducing Ink in the same colors. The Super Thin Point has a Stainless Steel Ball with either Blue or Black Regular Ink. (All pens will be furnished in the Medium Point with Blue Regular Ink, unless otherwise specified.)

**CHOICE OF COLORS:**

Barrels—Black, Ivory, Dark Green, Red, Brown, Metallic Blue, Metallic Green, Metallic Gold, Metallic Gray. (Any barrel color available with "Golden" or Chromium tip and cap.)

Caps, Tips, Clips—#688 . . . "Golden" finish.

#689 . . . Chromium finish.

**PRINTING** (On Caps Only)—Black, Blue, Red, Green.

**PACKING:**

Bulk—in cellophane tubes.

**PRICES INCLUDE:**

1 to 5 lines of standard printing (on caps only) in 1 or 2 colors.

Minimum Order: 100	100	250	500	1000	2500	5000	10,000	15,000
	249	499	999	2499	4999	9999	14,999	19,999
THE CONTOURA								
#688 (With "Golden" Cap) or #689 (With Chromium Cap)	.39	.38	.375	.37	.36	.35	.34	.33

**WITHOUT COPY:** Deduct .02 from unit price.

All specifications subject to change, correction, or improvement without notice.



T.M.

A division of CORY Corporation

3200 West Peterson Avenue  
Chicago, Illinois 60645, U.S.A.

20B

# THE *d'Largo* BALL POINT PENS

*unparalleled performance plus dramatic high-style*

**No. 658 (With "Golden" Cap)**

**No. 659 (With Chromium Cap)**

Extra-long, all-metal "tunic" caps give the "d'Largo" Pens a look that is distinctively individual, with their sleek, brilliant-plastic, slim barrels (so comfortable-to-grip) . . . cap-matching metal tips . . . and Military Clips for minimum pen-top protrusion above pocket-level. Satin-smooth, flawless, Tungstar Ball writing-performance underscores the distinction and prestige of your message on the circular-line, engine-turned caps in your choice of appropriate "precious-metal" finishes.

**FEATURING . . . THE FAMOUS AUTOPOINT TUNGSTAR® BALL**—guaranteed to write over greasy, glossy, or glazed surfaces, and give smoother writing without hop, skip, or jump!

Autopoint's Tungstar Ball is available in the Medium Point with Blue, Red, Green and Black Regular or Perfect Copy Reproducing Ink—and Black Laundry-Marking Ink, too! It's also available in the Stenopoint® with Regular or Reproducing Ink in the same colors. The Super Thin Point has a Stainless Steel Ball with either Blue or Black Regular Ink. (All pens will be furnished in the Medium Point with Blue Regular Ink, unless otherwise specified.)

**CHOICE OF COLORS:**

Barrels—Black, Ivory, Dark Green, Red, Brown, Metallic Blue, Metallic Green, Metallic Gold, Metallic Gray. (Any barrel color available with "Golden" or Chromium tip and cap.)

Caps, Tips, Clips—#658 . . . "Golden" finish.  
#659 . . . Chromium finish.

**PRINTING** (On Caps Only)—Black, Blue, Red, Green.

**INDIVIDUAL NAME OR INITIALS:**

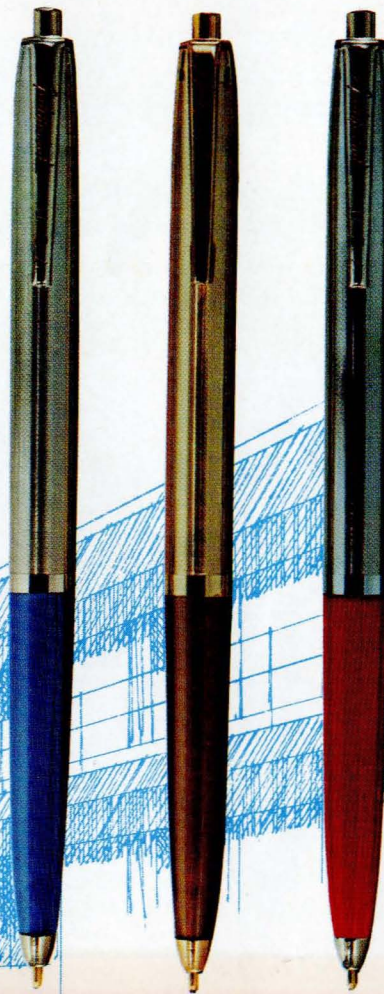
(Imprinted in 24K Gold or Silver on barrels only)—Add .15 (net) each. (Gold is standard unless otherwise specified.)

**PACKING:**

Bulk—in cellophane tubes.

**PRICES INCLUDE:**

1 to 5 lines of standard printing (on caps only) in 1 or 2 colors.



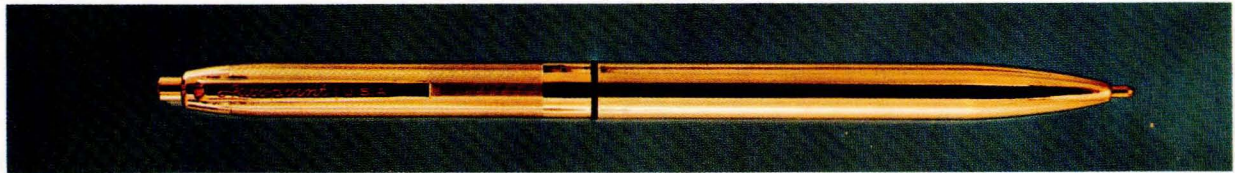
Minimum Order: 100	100	250	500	1000	2500	5000	10,000	15,000
	249	499	999	2499	4999	9999	14,999	19,999
THE <i>d'Largo</i>								
#658 (With "Golden" Cap) or #659 (With Chromium Cap)	.39	.38	.375	.37	.36	.35	.34	.33

**WITHOUT COPY:** Deduct .02 from unit price.

All specifications subject to change, correction, or improvement without notice.

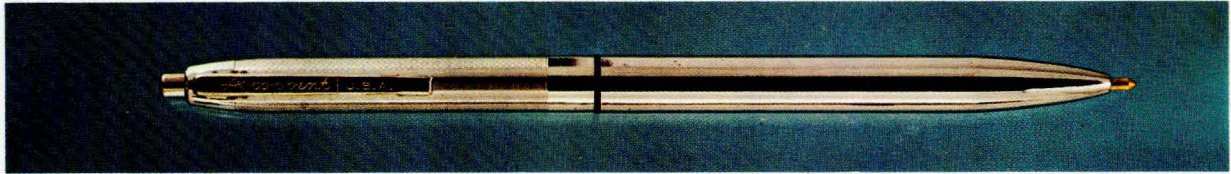


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Chicago, Illinois 60645, U.S.A.



## ULTRA SLIM MEDALLION

in Burnished Brass or Gleaming Chrome



### No. 518 GOLDEN MEDALLION

### No. 519 SILVER MEDALLION

These ultra slim pens are expertly crafted from fine metals to produce writing instruments of striking appearance and superior performance. The appreciation and prestige gained from giving these pens is out of all proportion to their small cost. Engine turned satin finish on cap . . . your advertising message on the barrel.

**FEATURING . . . The Famous Autopoint Tungstar® Ball**—Guaranteed to write over greasy, glossy, or glazed surfaces and give smoother writing without hop, skip, or jump!

Autopoint's Tungstar® Ball is available in the Medium Point with Blue, Red, Green, and Black Regular or Per-

fect-Copy Reproducing Ink—and Black Laundry-Marking Ink, too! It's also available in Stenopoint® with Regular or Reproducing Ink in the same colors. The Super Thin Point has a Stainless Steel Ball with either Blue or Black Regular Ink. (All pens will be furnished in the Medium Point with Blue Regular Ink, unless otherwise specified.)

#### CHOICE OF COLORS:

#518—Polished brass finish.

#519—Glistening chrome finish.

Printing—Blue, Black, Red, Green.

**PACKING:** Bulk—in cellophane tubes—100 per box.

**PRICES INCLUDE:** 1 to 5 lines of standard printing in 1 or 2 colors (on barrel only).

Minimum Order—100	<u>100</u> 249	<u>250</u> 499	<u>500</u> 999	<u>1000</u> 2499	<u>2500</u> 4999	<u>5000</u> 9999	<u>10,000</u> 14,999	<u>15,000</u> 24,999
The Golden Medallion #518	.39	.385	.375	.37	.36	.35	.34	.33
The Silver Medallion #519	.39	.385	.375	.37	.36	.35	.34	.33

**WITHOUT COPY:** Deduct .02 from unit price.



# THE *Elegante* BALL POINT PENS

PLASTIC CAP AND BARREL  
COMPLETELY DEPENDABLE  
SMARTLY DESIGNED  
ECONOMICALLY PRICED

Minimum Order: 144	144 249	250 499	500 999	1000 2499	2500 4999	5000 9999	10,000 14,999	15,000 19,999
The <i>Elegante</i> #654	.27	.26	.25	.245	.24	.235	.23	.225

**WITHOUT COPY:** Deduct .02 from unit price.

### No. 654 (Slim Barrel; Staple Clip)

With the flair of continental styling, the ELEGANTE has a slim, plastic cap and barrel, Silvonite trim, and features satin-smooth Tungstar® Ball writing-performance at an economy price.

**THE FAMOUS AUTOPOINT TUNGSTAR® BALL**—is guaranteed to write over greasy, glossy or glazed surfaces, and to give smoother writing without hop, skip, or jump!

Autopoint's Tungstar® Ball is available in the Medium Point with Blue, Red, Green, and Black Regular or Perfect-Copy Reproducing Ink—and Black Laundry Marking Ink, too! It's also available in the Stenopoint® with Regular or Reproducing Ink in the same colors. The Super Thin Point has a Stainless Steel Ball with either Blue or Black Regular Ink. (All pens will be furnished in the Medium Point with Blue Regular Ink, unless otherwise specified.)

**PRICES INCLUDE:** 1 to 5 lines of standard printing (on caps only) in 1 or 2 colors.

**CHOICE OF COLORS:** Caps and/or Barrels—Black, Ivory, Dark Green, Red, Brown, Metallic Blue, Metallic Green, Metallic Gold, Metallic Gray. (Over 80 different color-combinations!) Printing (on caps only)—Blue, Black, Red, Gold, Silver, White, Green.

**PACKING:** Bulk.

All specifications subject to change, correction, or improvement without notice.



A division of **CORY** Corporation  
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Chicago, Illinois 60645, U.S.A.

No. 624



No. 624



No. 501



## THE CHALLENGERS... *quality pens at economy prices*

### No. 624 SLIM No. 501 ULTRA-SLIM

For effective direct advertising at extremely low costs, the Challengers can't be beat. These two quality pens are available in exciting color combinations for effective goodwill advertising at extremely low costs. Despite the economy prices, your Challenger pens will be appreciated and used for a long time. Your choice of colors in plastic barrels and caps, plus a Silvonite metal band, clip and plunger.

**FEATURING . . . THE FAMOUS AUTOPOINT TUNGSTAR® BALL**—guaranteed to write over greasy, glossy, or glazed surfaces, and provide smoother writing without hop, skip, or jump!

Autopoint's TUNGSTAR® Ball is available in the Medium Point with Blue, Red, Green, and Black Regular or Perfect Copy Reproducing Ink—and Black Laundry-Marking Ink, too!

It's also available in the Stenopoint® with Regular or Reproducing Ink in the same colors.

The Super Thin Point has a Stainless Steel Ball with either Blue or Black regular ink.

(All pens will be furnished in the Medium Point with Blue Regular Ink, unless otherwise specified.)

#### CHOICE OF COLORS:

Caps and Barrels—Black, Dark Blue, Dark Green, Light Green, Red, White, Yellow, Orange (State color combination).

Printing—Blue, Black, Red, Gold, Silver, White, Green.

**PACKING:** Bulk

**PRICES INCLUDE:** 1 to 5 lines of standard printing in 1 or 2 colors.

Minimum Quantity—144	144 249	250 499	500 999	1000 2499	2500 4999	5000 9999	10,000 14,999	15,000 19,999	
The Slim #624	}	.22	.215	.21	.20	.198	.195	.19	.185
The Ultra-Slim #501									

**WITHOUT COPY:** Deduct .02 from unit price.



No. 801M



No. 644M



No. 644M

*budget-priced pens  
with military clips*

**THE IMPERIALS**

**No. 801M REGULAR    No. 644M SLIM**

Outstanding values in price, appearance, quality! Note the Military Clips—both models fit snugly into the pocket with a minimum of protrusion. Bright plastic barrels and caps in either matching or contrasting colors make a strikingly attractive ad medium for your message. Despite the budget price these are fine quality writing instruments.

**FEATURING . . . THE FAMOUS AUTOPOINT TUNGSTAR® BALL**—guaranteed to write over greasy, glossy, or glazed surfaces, and provide smoother writing without hop, skip or jump!

Autopoint's Tungstar® Ball is available in the Medium Point with Blue, Red, Green and Black Regular or Perfect Copy Reproducing Ink—and Black Laundry-Marking Ink, too! It's

also available in the Stenopoint® with Regular or Reproducing Ink in the same colors.

The Super Thin Point has a Stainless Steel Ball with either Blue or Black Regular Ink.

(All pens will be furnished in the Medium Point with Blue Regular Ink, unless otherwise specified.)

**CHOICE OF COLORS:**

Caps and Barrels—Black, Dark Blue, Dark Green, Light Green, Red, White, Yellow, Orange.

Printing—Blue, Black, Gold, Silver, White, Green.

**PACKING:** Bulk.

**PRICES INCLUDE:**

1 to 5 lines of standard printing in 1 or 2 colors.

Minimum Quantity—144	144 249	250 499	500 999	1000 2499	2500 4999	5000 9999	10,000 14,999	15,000 19,999
The Regular Imperial #801M	.25	.24	.235	.23	.225	.22	.215	.21
The Slim Imperial #644M	.28	.275	.27	.265	.26	.255	.25	.24

**WITHOUT COPY:** Deduct .02 from unit price.

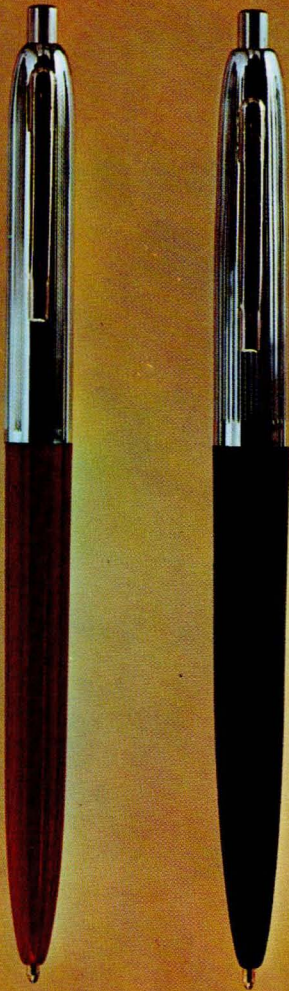


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# "Custom"

styling with  
regular or slim barrels



No. 629

No. 809



No. 649M

No. 629 CLUB (Slim Barrel, Standard Clip)

No. 809 SCEPTRE (Regular Barrel, Standard Clip)

No. 649M CROWN (Slim Barrel, Military Clip)

Metal caps for elegance, plastic barrels for eye-catching colors—these pens will completely satisfy your most discriminating and valued customer. Quality performance, guaranteed thru superior craftsmanship and materials, makes these pens a valuable sales aid.

**FEATURING . . . THE FAMOUS AUTOPOINT TUNGSTAR® BALL**—guaranteed to write over greasy, glossy or glazed surface, and provide smoother writing without hop, skip, or jump!

Autopoint's Tungstar® Ball is available in the Medium Point with Blue, Red, Green, and Black Regular or Perfect Copy Reproducing Ink—and Black Laundry-Marking Ink, too! It's also available in the Stenopoint® with regular or Reproducing Ink in the same colors. The Super Thin Point has a Stainless Steel Ball with either Blue or Black Regular Ink. (All Pens will be furnished in the Medium Point with Blue Regular Ink, unless otherwise specified.)

**CHOICE OF COLORS:**

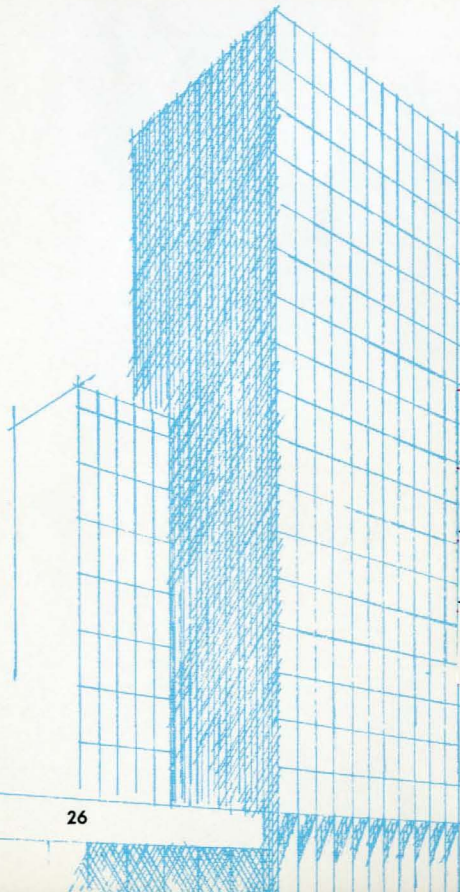
Caps, Clips, and Plungers—Chrome Finish  
Barrels—Black, Dark Blue, Dark Green, Light Green, Red, White, Yellow, Orange  
Printing—Blue, Black, Red, Gold, Silver, White, Green.

**PACKING:**

Bulk—in cellophane tubes.

**PRICES INCLUDE:**

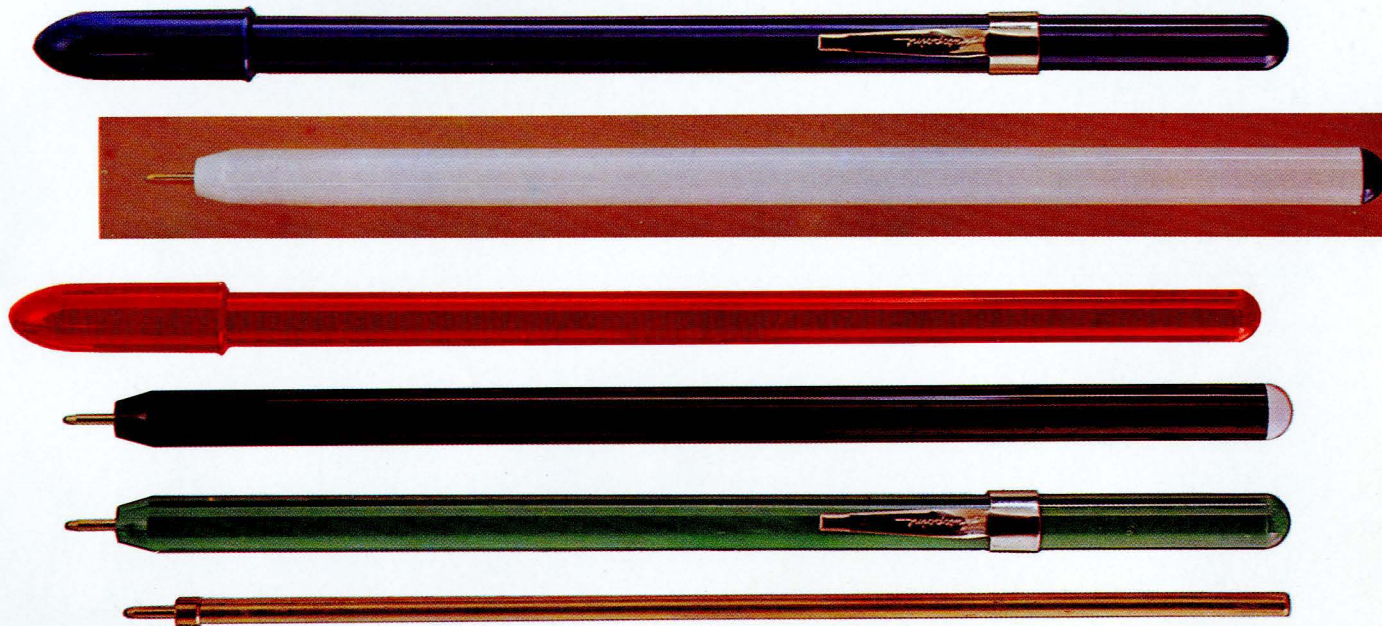
1 to 5 lines of standard printing in 1 or 2 colors.



26

	$\frac{100}{249}$	$\frac{144}{249}$	$\frac{250}{499}$	$\frac{500}{999}$	$\frac{1000}{2499}$	$\frac{2500}{4999}$	$\frac{5000}{9999}$	$\frac{10,000}{14,999}$	$\frac{15,000}{24,999}$
The Club #629	X	.30	.29	.285	.28	.275	.265	.26	.255
The Sceptre #809	.32	X	.315	.31	.30	.295	.285	.28	.27
The Crown #649M	.33	X	.32	.315	.31	.305	.295	.285	.28

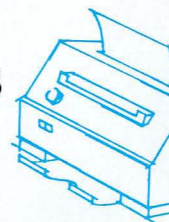
**WITHOUT COPY:** Deduct .02 from unit price.



Actual Size Photographs

## L·O·N·G L·I·N·E·R O·F·F·I·C·E P·E·N·S

by **AUTOPOINT** / *perfect utility pens...  
for every use in every office*



**AUTOPOINT**  
"PERFECT COPY"  
**REPRO-INK**  
Ideal for all  
Modern Office  
Duplicators

### L·O·N·G L·I·N·E·R·S

**#682**—"Super-Thin" Auditor's Point  
**WRITES OVER 13,600 FEET!**

**#692** . . . in two point sizes:

Medium "Utility" Point—WRITES OVER 7,030 FEET!  
"Real Thin" Stenopoint®—WRITES OVER 10,120 FEET!  
Featuring Autopoint's Famous Tungstar™ Ball and an E-X-T-R-A L-O-N-G cartridge guaranteed to write l-o-n-g-e-r and s-m-o-o-t-h-e-r. A wide variety of colors and point sizes, in both Regular and Repro Inks, to suit every office requirement. The L·O·N·G L·I·N·E·R is America's finest writing instrument created especially for office use where quality and economy is paramount. Non-refillable "throw-away."

### CHOICE OF COLORS:

**#682** or **#692**—Color of barrel is color of ink—or, White barrel with button and cap to match ink. Repro-Ink pens have White button for easy identification.

### POINTS AND INKS:

**#682**—"Super-Thin" Auditor's Point in Blue or Black Regular Ink only. Stainless Steel Ball.

**#692**—Medium "Utility" Point or "Real Thin" Stenopoint® in either Regular or Repro Ink in Blue, Black, Red or Green. Black Laundry-Marking and Dry Cleaning Ink in "Utility" Point only. Featuring Autopoint's famous TUNGSTAR™ Ball. (All pens will be furnished in the Medium "Utility" Point with Blue Regular Ink, unless otherwise specified.)

**PRINTING:** Blue, Black, Red, Gold, Silver, White, Green.

**PACKING:** Bulk.

**PRICES INCLUDE:** 1 to 5 lines of standard printing in 1 or 2 colors.



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Chicago, Illinois 60645, U.S.A.

LONG LINERS	144	250	500	1000	2500	5000	10,000	15,000
	249	499	999	2499	4999	9999	14,999	19,999
#682 #692	.20	.197	.194	.19	.185	.18	.175	.17

**CAPS and CLIPS:** Add .01 for cap and/or .01 for clip, if desired, in all quantities.

**WITHOUT COPY:** Deduct .02 from unit price.

All specifications subject to change, correction, or improvement without notice.

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# Autopoint's<sup>®</sup> New Feature-Filled PENSTIK... America's Greatest Writing Bargain!

The #672 PENSTIK—without eraser

The #673 PENSTIK—with eraser

- New long-length cartridge—60% more ink
- Inexpensive as a “throw-away”—yet refillable
- Available with or without “Super-Grit” replaceable erasers
- Hexagonal finger barrel—for comfort
- Round “Top” for advertising copy area
- New extended point for writing ease
- Featuring AUTOPOINT's famous TUNGSTAR™ Ball Cartridge for unequalled performance!

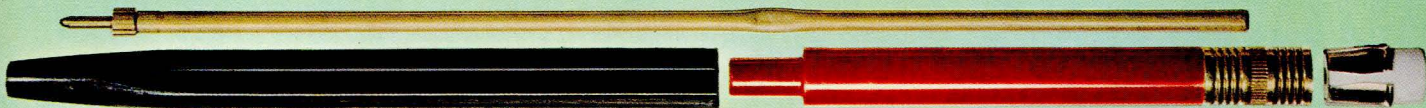
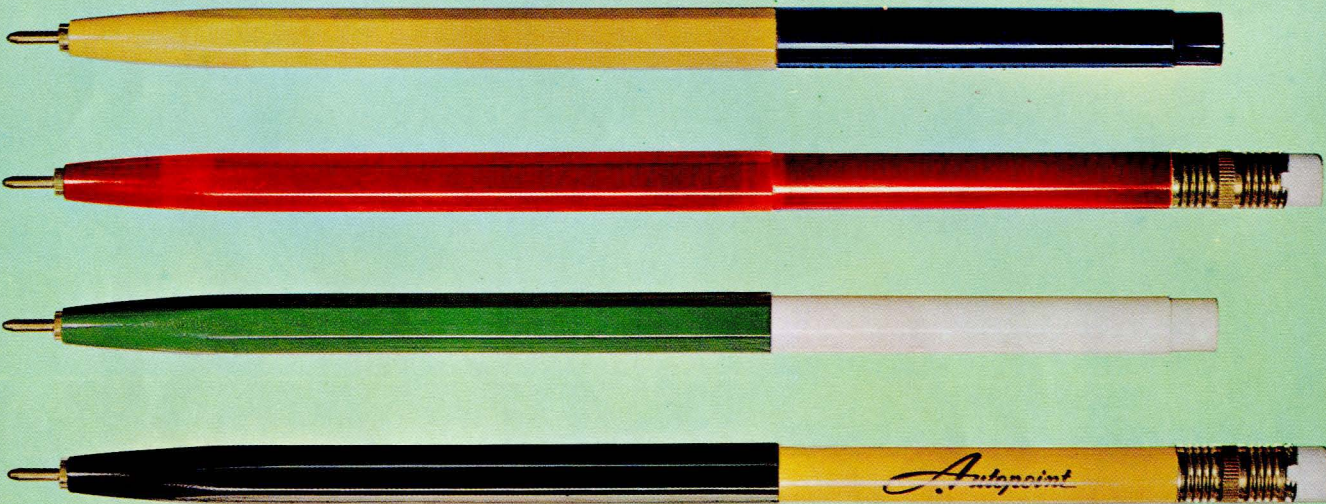
**PRINTING:** On tops only: In Blue, Black, Red, Gold, Silver, White or Green. **COPY AREA:** Up to five lines of copy 1½" in length.

Autopoint's TUNGSTAR™ Ball is available in the Medium “Utility” point with blue, red, green and black Regular or Perfect-Copy Reproducing Ink—and Black Laundry Marking and Dry Cleaning Ink, too! It's also available in the “Real-Thin” Stenopoint® with Regular or Reproducing Ink in the same colors. The “Super-Thin” Auditor's Point has a Stainless Steel Ball with either Blue or Black Regular Ink. (All pens will be furnished in the Medium “Utility” Point with Blue Regular Ink, unless otherwise specified.)

**CHOICE OF COLORS:** Select your own combinations of barrels and tops: Yellow, Red, White, Green, Blue and Black.

**PACKING:** Bulk.

**PRICES INCLUDE:** 1 to 5 lines of standard copy on top only in 1 or 2 colors.



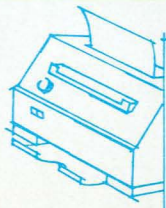
Actual Size Photograph

**LONG LENGTH INK CARTRIDGE 12¢ ea.**

- REFILL STOCK NUMBERS ONLY**
- { #672TC—Med./Utility Point
  - { #672TCR—Med./Utility Point Repro-Ink
  - { #672TC-31—Stenopoint
  - { #672TCR-31—Stenopoint Repro-Ink
  - { #672C-25—Auditor Point

- SUPER GRIT ERASERS**
- { #674E—Tube of 4.....10¢ ea.
  - { #675E—Box of 72.....80¢ ea.

Minimum Quantity: 144	144	250	500	1000	2500	5000	10,000	15,000
	249	499	999	2499	4999	9999	14,999	19,999
#672 without eraser	.21	.207	.203	.20	.195	.19	.185	.18
#673 with eraser	.24	.235	.23	.225	.22	.215	.21	.205

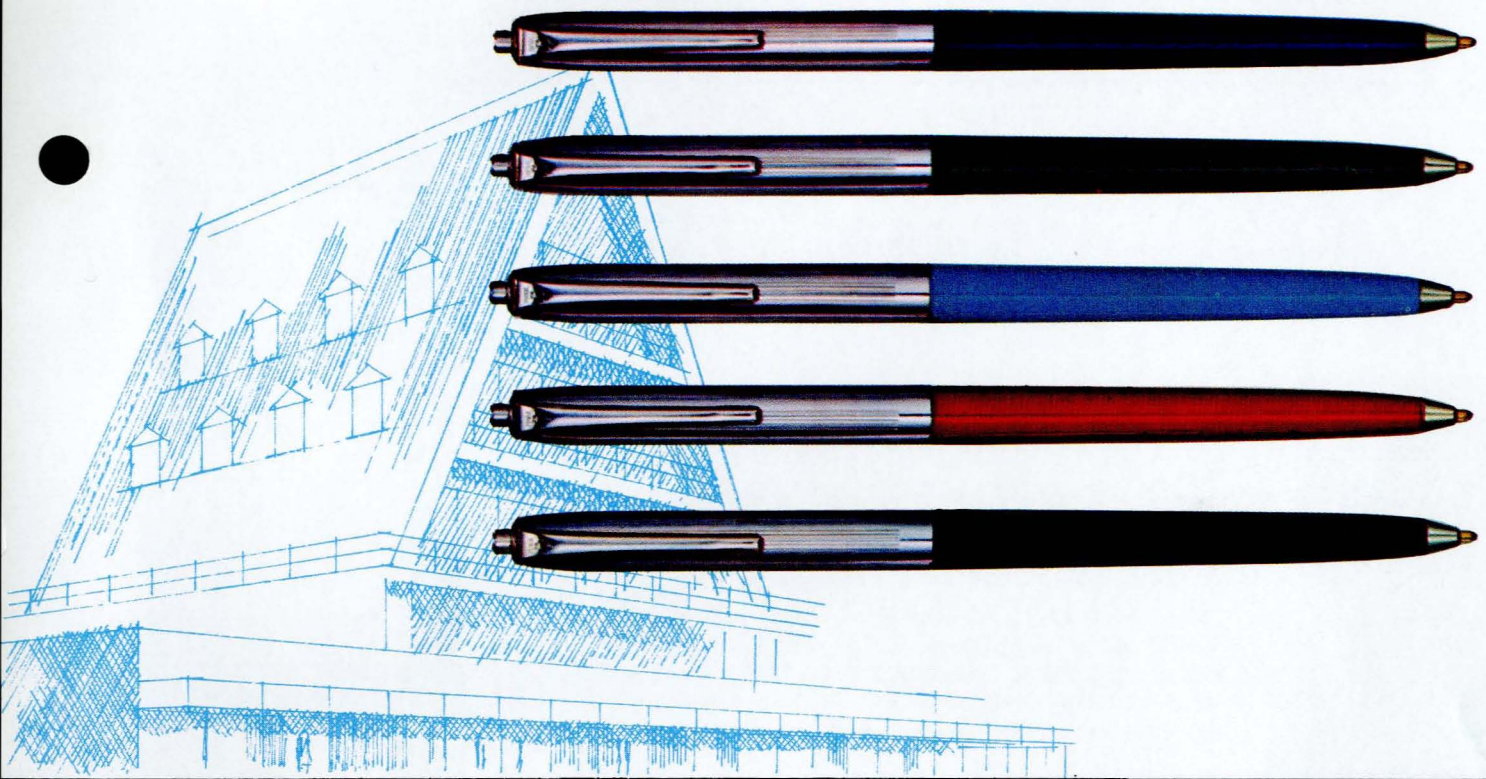


**AUTOPOINT**  
“PERFECT COPY”  
**REPRO-INK**  
Ideal for all  
Modern Office  
Duplicators

**Without Copy:** Deduct 2¢ from unit price.

**When Ordering:** Specify correct stock number, barrel and top colors, point size, ink color and type.

All specifications subject to change, correction, or improvement without notice.



*“custom” styling with modern*

## ULTRA-SLIM SIGNET

### No. 549M Signet

Picture your ad on the colorful barrels of this ultra-slim economy priced model. Note the elegance of the serrated chrome cap and military type clip. The Signet will provide an excellent medium for your message and convey the quality image of your company.

**FEATURING... THE FAMOUS AUTOPOINT TUNGSTAR® BALL**—guaranteed to write over greasy, glossy, or glazed surfaces, and provide smoother writing without hop, skip, or jump!

Autopoint's Tungstar® Ball is available in the Medium Point with Blue, Red, Green and Black Regular or Perfect Copy Reproducing Ink—and Black Laundry-Marking Ink, too! It's also available in the Stenopoint® with Regular or Reproducing Ink in the same colors.

The Super Thin Point has a Stainless Steel Ball with either

Blue or Black Regular Ink. (All pens will be furnished in the Medium Point with Blue Regular Ink, unless otherwise specified.)

#### CHOICE OF COLORS:

Barrels—Black, Dark Blue, Light Blue, Dark Green, Light Green, Red, White, Gray, Orange, Yellow, Maroon  
Printing—Blue, Black, Red, Gold, Silver, White, Green.

#### PACKING:

Bulk—in cellophane tubes

#### PRICES INCLUDE:

1 to 5 lines of standard printing in 1 or 2 colors (on barrel only).

Minimum Quantity—144	144 249	250 499	500 999	1000 2499	2500 4999	5000 9999	10,000 14,999	15,000 19,999
The Signet #549M	.30	.295	.285	.28	.275	.27	.26	.25

**WITHOUT COPY:** Deduct .02 from unit price.



A division of **CORY** Corporation  
3200 West Peterson Avenue  
Chicago, Illinois 60645, U.S.A.

# Smooth Writing, Economy Priced DESK PENS

*... place your advertising message on your customer's desk*

**No. 626 TAPER** (With Slim Barrel) Silvonite Band

**No. 826 SILVER LANCER** (With Regular Barrel) Silvonite Trim

**No. 826G GOLDEN LANCER** (With Regular Barrel) Golden Trim

These high quality desk pens blend utility, style, writing comfort and economy into one of the most effective goodwill pieces available today. These gracefully tapered pens feature matching caps and barrels, fit into any office decor, and place your message right at your customer's fingertips.

**FEATURING... THE FAMOUS AUTOPOINT TUNGSTAR® BALL**—Guaranteed to write over greasy, glossy, or glazed surfaces and give smoother writing without hop, skip or jump!

Autopoint's Tungstar® Ball is available in the Medium Point with Blue, Red, Green, and Black Regular or Perfect-Copy Reproducing Ink—and Black Laundry-Marking Ink, too! It's also available in Stenopoint® with Regular or Reproducing Ink in the same colors. The Super Thin Point has a Stainless Steel Ball with either Blue or Black Regular Ink. (All pens will be furnished in the Medium Point with Blue Regular Ink, unless otherwise specified.)

**CHOICE OF COLORS:**

#626—Black, Red, White.

#826 or #826G—Black, Brown, White.

**Printing**—Black, Blue, Red Green, Gold, Silver, White.

**PACKING:**

Bulk.

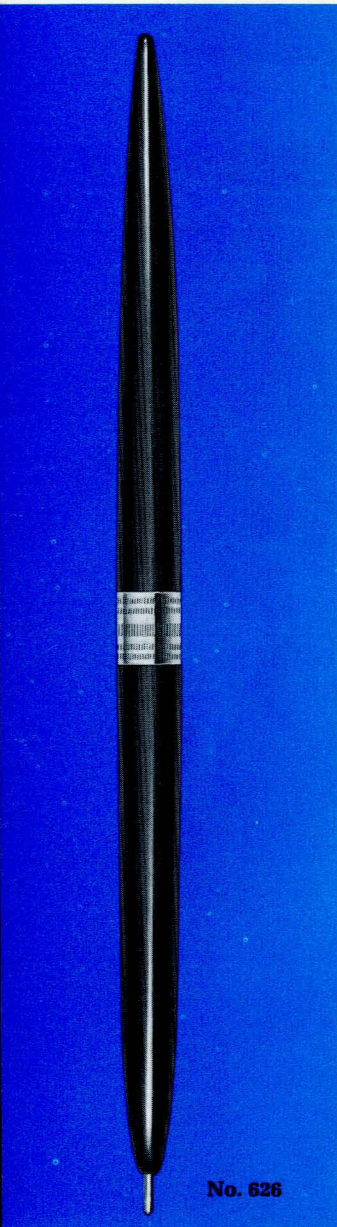
**PRICES INCLUDE:**

1 to 5 lines of standard **printing** (on barrel only)



No. 826

No. 826G

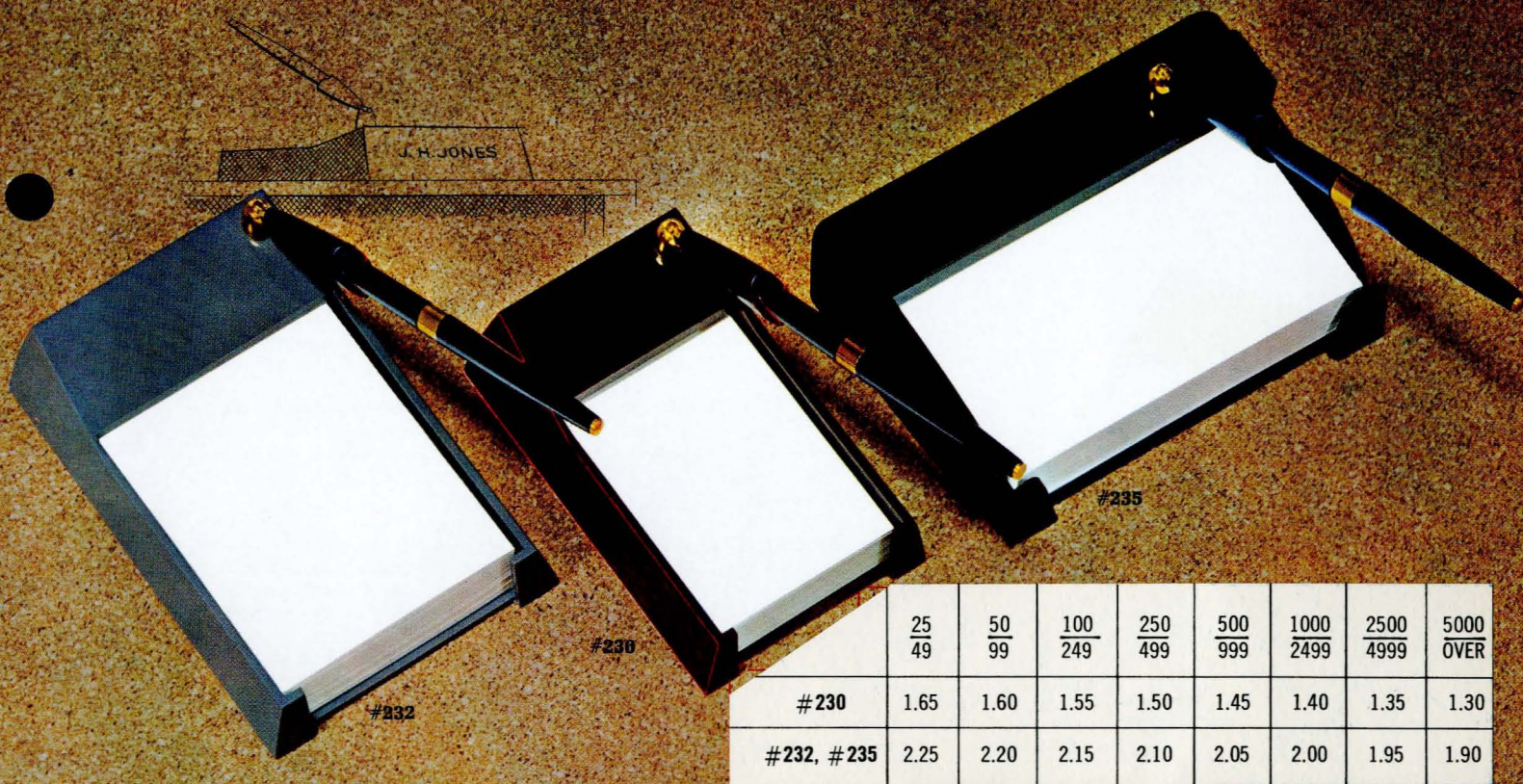


No. 626

Minimum Quantity—144	144 249	250 499	500 999	1000 2499	2500 4999	5000 9999	10,000 14,999	15,000 19,999
The Taper #626	.22	.215	.21	.20	.195	.19	.185	.18
The Lancer #826 or #826G	.29	.28	.27	.26	.25	.24	.23	.22

With Silvonite-finished bead chain add .15 (net) to unit price.

**WITHOUT COPY:** Deduct .02 from unit price.



	25 49	50 99	100 249	250 499	500 999	1000 2499	2500 4999	5000 OVER
#230	1.65	1.60	1.55	1.50	1.45	1.40	1.35	1.30
#232, #235	2.25	2.20	2.15	2.10	2.05	2.00	1.95	1.90

PRICES INCLUDE: 1 to 4 lines of standard block type IMPRINTING\*\* or 1 color screen printing\*\*\* on memo case. (Cost of screen—\$5.00 (net) per color—not included). Gift boxed at no additional cost.

## AUTOPOINT'S FAMOUS *Exec-U-Pad* MEMO CASES *plus* The Dependable Lancer Pen

Add the beautiful LANCER pen to the always popular memo cases and you have a double-barreled sales aid working for you every day! EXEC-U-PAD memo cases are molded from impact-resistant plastic with rubber feet that prevent sliding and scratching. AUTOPOINT'S LANCER pen features the famous TUNGSTAR™ Ball guaranteed not to hop, skip or jump. These gracefully tapered pens are furnished in Medium/Utility point with Blue ink, unless otherwise specified. Each case furnished with 200 sheets of high quality memo paper.

**MODEL #230:** Holds standard 3" x 5" paper. Just right for the short note or memo. Pen and funnel in Black only. Overall size: 6 $\frac{1}{16}$ " x 4 $\frac{1}{8}$ " x 1 $\frac{1}{2}$ ". Copy area: 34 characters in 6 pt. type; 21 in 10 pt. type. **Retail—\$2.95**

**MODEL #232:** Holds standard 4" x 6" memo paper. Pen and funnel in Black only. A handsome, deluxe desk accessory—used and appreciated for years. Overall size: 5" x 7 $\frac{1}{2}$ " x 1 $\frac{1}{2}$ ". Copy area: 45 characters in 6 pt. type; 28 in 10 pt. type. **Retail—\$3.50**

**MODEL #235:** Holds standard 4" x 6" memo paper in horizontal position. Pen and funnel in Black only. Your good-will ad will be a daily reminder for years. Overall size: 5" x 6 $\frac{1}{4}$ " x 1 $\frac{1}{4}$ ". Copy area: 45 characters in 6 pt. type; 28 in 10 pt. type. **Retail—\$3.50**

**MEMO CASE COLORS:** Walnut, Black, Charcoal Gray\*, Desert Sand\*, Mist Green\*. (\*Add 15¢ per unit for these colors).

**INDIVIDUAL NAMES OR INITIALS:** IMPRINTED in 10 pt. type on front panel of #230 or #232 or top panel of #235—Add 20¢ each, Net.

**TRADEMARK or SPECIAL COPY:** Screen or printing cut cost \$5.00 (net) per color.

**MAILING CARTONS:** 10¢ each, (net).

**WITHOUT COPY:** Deduct 05¢ from unit price.

**WITHOUT PAPER:** Deduct 05¢ from unit price.

**MEMO PAPER REFILLS:**

200 3" x 5" sheets per pack. Dozen packs—\$1.90  
200 4" x 6" sheets per pack. Dozen packs—\$2.50

\*\* Additional imprint—add, 03¢ (net) per line.

\*\*\* For each additional color printing—add \$5.00 (net) per color cut cost, plus 075¢ (net) per unit.



A division of **CORY** Corporation

3200 West Peterson Avenue  
Chicago, Illinois 60645, U.S.A.

All specifications subject to change, correction, or improvement without notice.

# SMART... USEFUL... LONG LASTING SALES AIDS

## ...AUTOPOINT MEMO CASES

Any of these handsomely styled new desk memo cases will **guarantee** your advertising message a prominent and permanent spot on your customers' desks. Molded from gleaming impact-resistant plastic with rubber feet to prevent sliding or scratching of desk tops. Furnished with 200 sheets of standard size high quality memo paper. Used daily, AUTOPOINT memo cases will guarantee long lasting advertising.

**MODEL #220:** The new sleek modern look of America's most popular memo case. Handsomely styled and gracefully tapered for maximum beauty and utility. Holds standard 3" x 5" memo paper. Overall size: 6 $\frac{1}{16}$ " x 4 $\frac{1}{8}$ " x 1 $\frac{1}{2}$ ". Copy area: 34 characters in 6 pt. type; 21 in 10 pt. **Retail—\$1.35.**

**MODEL #222:** Executive sized version of the popular Model #220. The standard 4" x 6" memo paper is "just right" for home or office—and perfect for a quick note or memorandum. Overall size: 5" x 7 $\frac{1}{2}$ " x 1 $\frac{1}{2}$ ". Copy area: 45 characters in 6 pt. type; 28 in 10 pt. **Retail—\$1.85.**

**MODEL #212:** Many an executive's "standby". A favorite for those who prefer the standard 4" x 6" memo paper horizontal. Classic design fits any home or office decor. Overall size: 5" x 7 $\frac{1}{4}$ " x 1 $\frac{1}{4}$ ". Copy area: 45 characters in 6 pt. type; 28 in 10 pt. **Retail—\$1.85.**

**MODEL #218:** A double duty desk top utility memo case. Top tray holds 100 sheets of standard 4" x 6" memo paper. Bottom tray for easy file or follow-up notes. Overall size: 4 $\frac{3}{8}$ " x 6 $\frac{3}{8}$ " x 1 $\frac{1}{4}$ ". Copy area: 40 characters in 6 pt. type; 24 in 10 pt. **Retail—\$1.75.**

**COLORS:** #218—Black, Brown, Charcoal Gray, Ivory.  
#220, #222, #212—Walnut, Black, Charcoal Gray\*, Desert Sand\*, or Mist Green\*. (\*Add 15¢ per unit for these colors).

**INDIVIDUAL NAMES or INITIALS:** IMPRINTED in 10 pt. type on front panel of #220, #222—or on top panel of #212 or #218—Add 20¢ (net) each.

**TRADEMARK or SPECIAL COPY:** Screen or printing cut cost \$5.00 (net) per color.

**MAILING CARTONS:** 10¢ each (net).

**PRICES INCLUDE:** 1 to 4 lines of standard block type IMPRINTING\*\*—or 1 color screen printing\*\*\* (cost of screen—\$5.00 (net) per color—not included). Gift boxed at no additional cost.

\*\* Additional imprint—Add 03¢ (net) per line.

\*\*\* For each additional color printing—Add \$5.00 net per color cut cost, plus 075¢ (net) per unit.

**WITHOUT COPY:** Deduct 05¢ per unit.

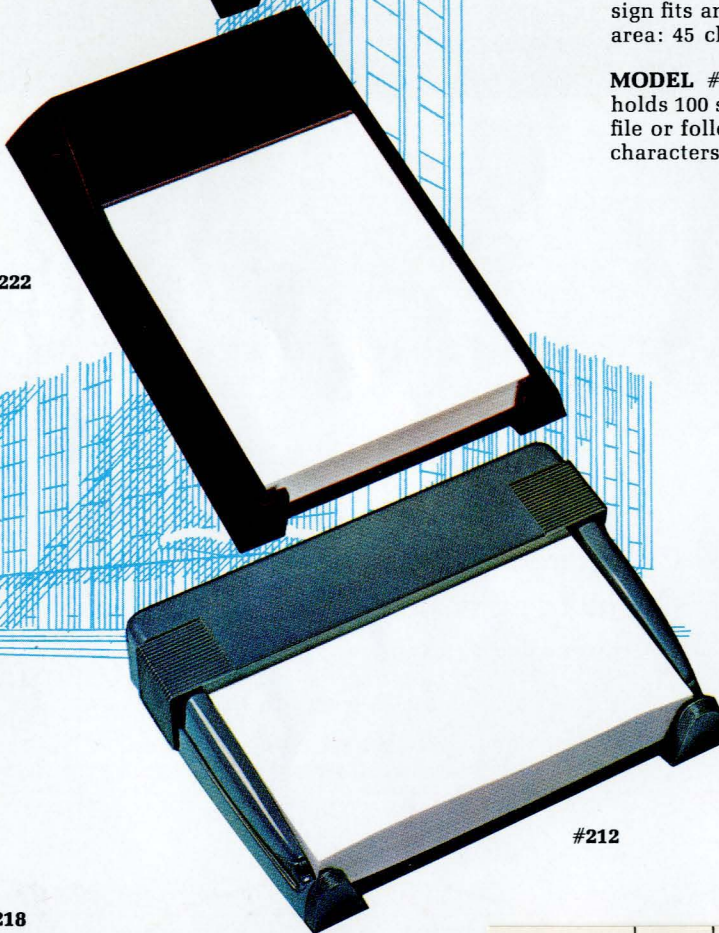
**WITHOUT PAPER:** Deduct 05¢ per unit.

**MEMO PAPER REFILLS:**

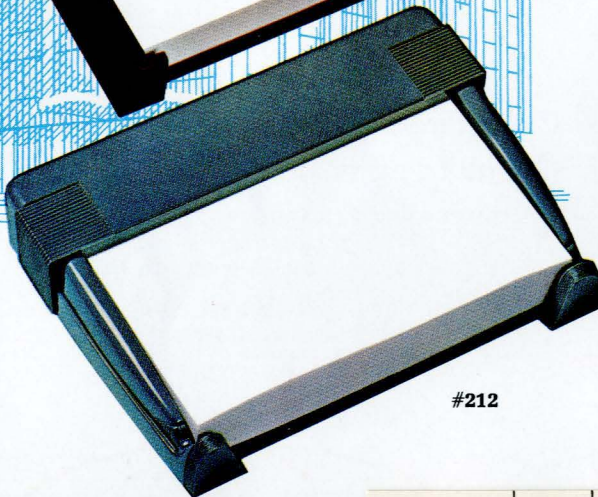
200 3" x 5" sheets per pack. Dozen packs—\$1.90  
200 4" x 6" sheets per pack. Dozen packs—\$2.50



#220

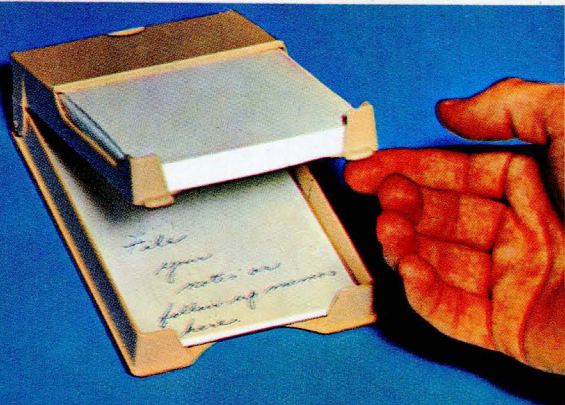


#222



#212

#218



Minimum Quantity:	25	50	100	250	500	1000	2500	5000
	49	99	249	499	999	2499	4999	OVER
# 220	1.05	1.00	.95	.90	.87	.84	.82	.80
# 222, # 212	1.50	1.45	1.40	1.35	1.30	1.25	1.20	1.15
# 218	1.15	1.10	1.05	1.02	1.00	.98	.96	.94

All specifications subject to change, correction, or improvement without notice.

*Brand New!  
the pen you can't lose  
locks on Notebook Ring*

**FOR THE AD YOU CAN'T LOSE!**

*Autopoint* **RING-O\***

**THE LOOSE-LEAF PEN**

**RING-O** is new, unique, useful and inexpensive . . . a perfect good-will advertising item. Every student, teacher, nurse, secretary, clerk, salesman, engineer, indeed, anyone who works with a notebook or catalog—will use and appreciate RING-O. Your sales message on these pens will be seen over and over day after day.

**POINTS AND INKS:** Autopoint's Tungstar® Ball is available in Medium point (No. 640) or Stenopoint® (No. 650). Both points are available in Blue, Black, Red and Green Ink. All pens will be furnished with the Medium point and blue ink unless otherwise specified.

**CHOICE OF COLORS:** **Barrels:** Blue, Black, Red and Green to match color of ink or white. White barrel has button and cap to match color of ink.  
**Caps:** Neva-Lose Cap® will match color of ink.

**PRINTING:** Blue, black, red, gold, silver, white, green.

**PACKING:** Bulk

**PRICES INCLUDE:** 1 to 5 lines of standard printing on pen in 1 or 2 colors\*\*—for additional printing (up to 5 lines) on cap in 1 or 2 colors, add .05 per unit in all quantities. Printing on cap only (not on barrel): add .03 per unit in all quantities.

\*Trademark of the Autopoint Company

Minimum Quantity—144	144 249	250 499	500 999	1000 2499	2500 4999	5000 9999	10,000 14,999	15,000 19,999
No. 640—Medium Point No. 650—Stenopoint	.25	.24	.235	.23	.225	.22	.215	.21

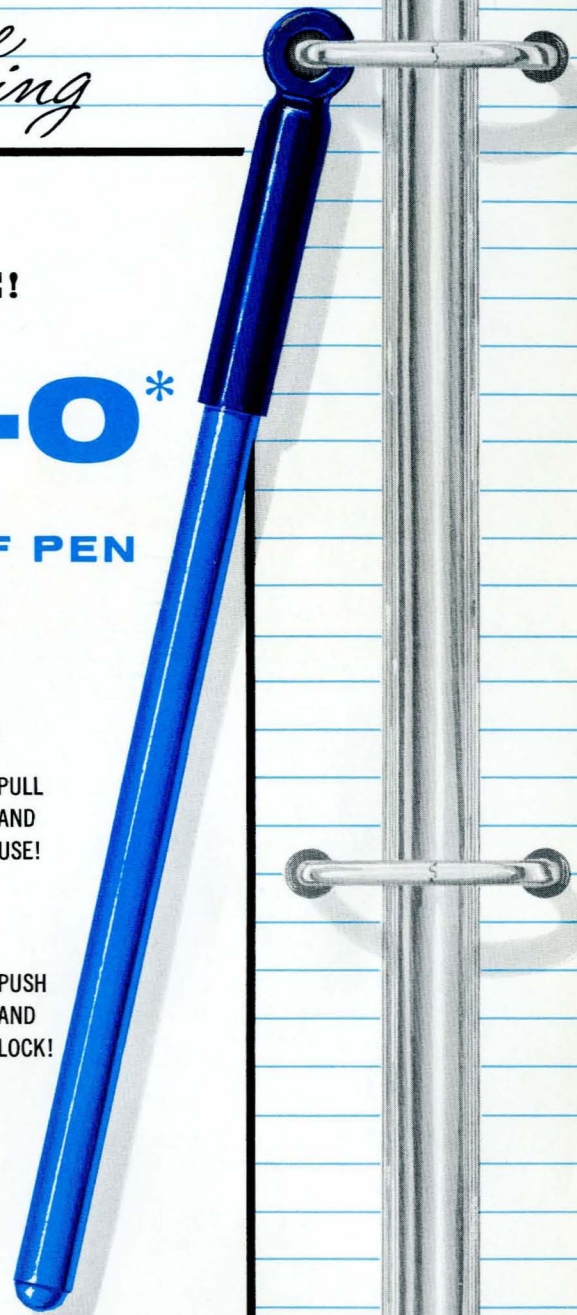
\*\*Without Copy on pen deduct .02 from unit prices.



PULL  
AND  
USE!

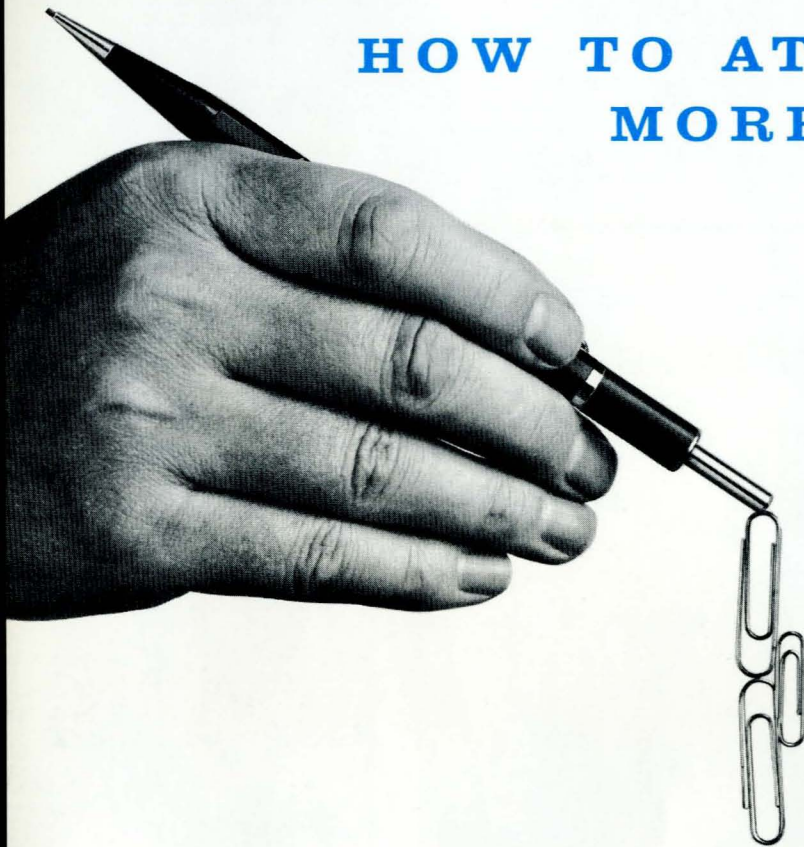


PUSH  
AND  
LOCK!





# HOW TO ATTRACT AND HOLD MORE BUSINESS



Now you can make your Autopoint pen and pencil productive at both ends. To "attract" more prospects and "hold" more customers—add a powerful permanent Lifetime Alnico 5 magnet to the famous Autopoint writing instruments illustrated here. Alnico 5 is the finest magnet available today, and the longer length and greater diameter magnets used in these instruments guarantee maximum power and long life.

**COST**—Only 30¢ added to the unit price of each pen and pencil. (See catalog pages on the pens and pencils illustrated here for specific pricing and descriptive information). When ordering be sure to specify "Magnet Plunger" on pens, "Magnet Cap" on pencils.

All Autopoint pens feature the exclusive TUNGSTAR® BALL guaranteed not to hop, skip or jump.

Autopoint "Grip-Tite" tip pencils are guaranteed for the owner's lifetime.



A division of **CORY** Corporation  
3200 West Peterson Avenue  
Chicago, Illinois 60645, U.S.A.

All specifications subject to change, correction, or improvement without notice.

Add a Genuine  
Lifetime  
GENERAL ELECTRIC  
ALNICO 5 MAGNET  
To Your  
*Autopoint*  
PEN OR PENCIL



Contempera—#669



d'Largo—#658, #659



Slim Imperial—#644M



Custom Club—#629



Regular "Imperial"—#801M



Eleganté—#654



"Custom" Sceptre—#809



Slim "Challenger"—#624



"Custom" Crown—#649M



Military Clip "Jetliner"—#621M



Executive Pencil—#48M



Calendar Pencil—#64M

# THE MAGNETIC DIRECTOR INDEX

*America's most stylish and efficient list finder*

**No. 304** (Without Insert)

**No. 304-I** (With Leather-Like Insert)

**No. 305** (With Vista Dome, Without Illustration)

Here is the unmistakable look of prestige and quality . . . plus unparalleled efficiency. Lifetime Alnico V magnet correctly selects the index card you want in one clean, smooth operation. Room for 36 entries on each page. New telephone area code map on last card. Cover lies flat for handwritten entries—cards slip out easily for typewritten entries. The Magnetic Director Index will reflect the giver's good taste and thoughtfulness for years to come. Choose from three styles and four colors. Size: 6½" x 7¾" x 1¼". (U. S. Patent No. 2,794,282) **Retail 6.95**

**CHOICE OF COLORS:**

Index—Mahogany Brown, Jet Black, Charcoal Gray, Classic Ivory.

Inserts—(#304-I)—Brown, Black, Gray.

Imprinting or Printing—on index or insert, in Gold or Silver only. On Vista Dome, silk-screening will be in Black with Silver background unless otherwise specified.

**LETTERS AND SPACES PER LINE:**

28 in 10-pt. type; 45 in 6-pt. type; 55 in 4-pt. type. (Copy Area: 3" x 5" on cover, insert, or Vista Dome; 1¼" x 5" on base panel under cover.)

**TRADEMARK OR SPECIAL COPY:**

Printing-cut cost, or screen-printing cost, 7.50 (net) per color. Each additional color 7.50 (net) cut cost, plus .075 (net) per unit for application.

**INDIVIDUAL NAME OR INITIALS:**

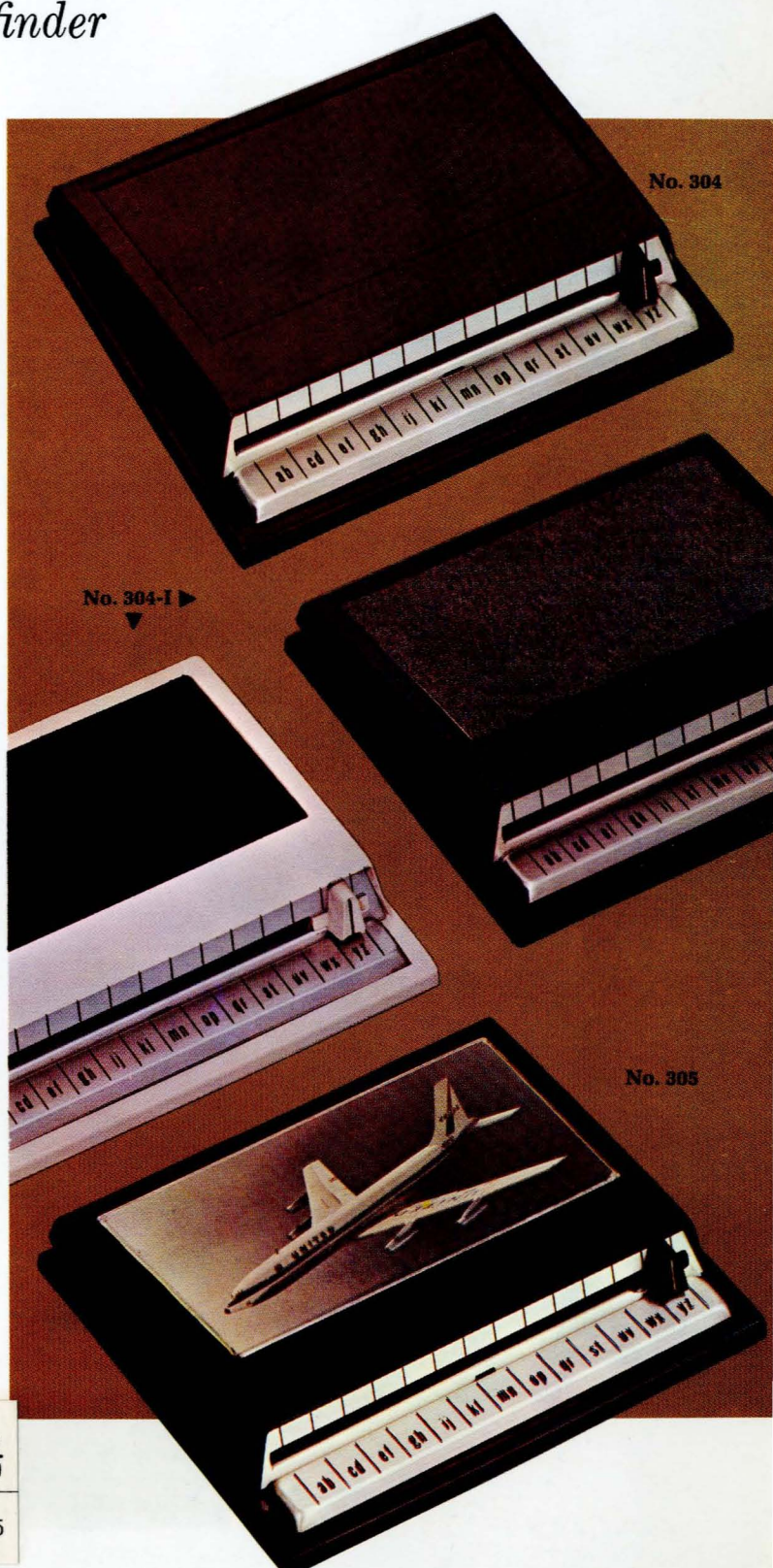
Add .20 (net) to unit price for imprinting.

**PACKING:**

Gift Box, Nested in strong shipper at no extra cost.

**PRICES INCLUDE:**

1 to 4 lines of standard imprinting\*, or 1-color printing on lid or base.\*\*



No. 304

No. 304-I

No. 305

Minimum Quantity—12	$\frac{12}{24}$	$\frac{25}{49}$	$\frac{50}{99}$	$\frac{100}{249}$	$\frac{250}{499}$	$\frac{500}{999}$
The Magnetic Director #304 or #304-I or #305	5.95	5.90	5.85	5.80	5.75	5.65

**\*ADDITIONAL IMPRINTING:** Add .05 per line to unit price.

**\*\*ADDITIONAL PRINTING:** For each additional color add 7.50 (net), and add .075 (net) per unit.

**WITHOUT COPY:** Deduct .05 per unit.

**PHOTOGRAPH: #305—**When customer furnishes insert material, add .10 per unit (net). When Autopoint prepares Black and White photos from customer's negative or photo, add 5.00 (net) for set-up cost, and add .35 (net) per unit. (Prices for color photo on request.)

**REFILLS:** Index Cards—#304B. Complete Set, .75

Compact, Convenient, Moderately Priced  
**PRINCESS AUTO-PHONE INDEX**

by *Autopoint*

#307



Takes up only inches on a desk, but has room for 778 listings on easy to remove cards. Select-O-Matic fingertip control for fast easy selection. An extremely useful and appreciable gift that will keep your message in view constantly. Size: 6 $\frac{7}{8}$ " x 4 $\frac{1}{4}$ " x 1". **Retail 2.50**

**CHOICE OF COLORS:**

Index—Black, Brown, Gray, Ivory.  
 Inserts—Black, Brown, Gray.  
 Copy—in 24K Gold, unless otherwise specified.

**LETTERS AND SPACES PER LINE:**

26 in 10-pt. type; 38 in 6-pt. type.

**TRADEMARK OR SPECIAL COPY:**

Screened on cover—7.50 (net) per color cut cost. Each additional color, 7.50 (net) cut cost, plus .075 (net) per unit.  
 Printed on insert—7.50 (net) cut cost (one color only).

**INDIVIDUAL NAMES OR INITIALS:**

Add .20 each (net).

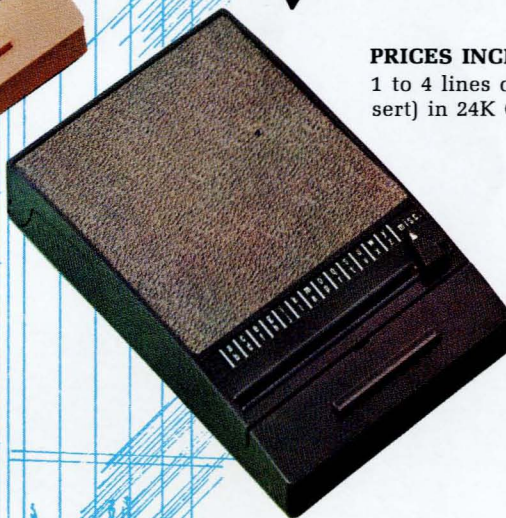
**PACKING:**

Gift box, nested in strong shipper at no extra cost.

**PRICES INCLUDE:**

1 to 4 lines of uniform copy imprinted on cover (or insert) in 24K Gold.

#307-I



A division of **CORY** Corporation  
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 Chicago, Illinois 60645, U.S.A.

Minimum Quantity—25	$\frac{25}{49}$	$\frac{50}{99}$	$\frac{100}{249}$	$\frac{250}{499}$	$\frac{500}{999}$	$\frac{1000}{2499}$	$\frac{2500}{4999}$	$\frac{5000}{\& \text{over}}$
# 307 or # 307-I	1.95	1.90	1.86	1.82	1.79	1.76	1.73	1.70

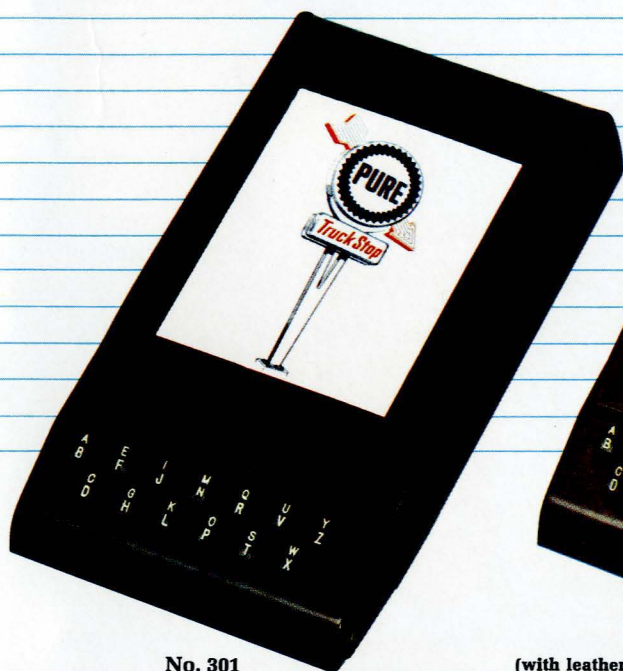
**ADDITIONAL COPY:** Add .04 per line to unit price.

**WITHOUT COPY:** Deduct .05 per unit.

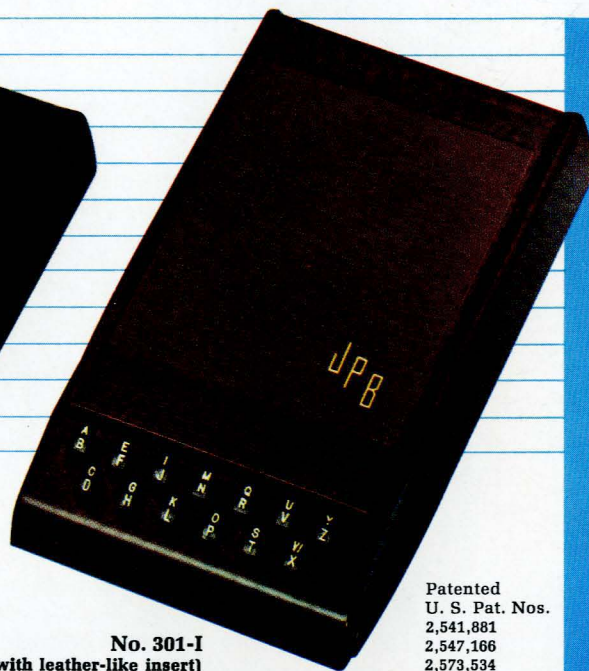
**REFILLS:** #307B—.35 per set.

# THE No. 301 EXECUDEX®

## INDEX By *Autopoint*



No. 301



No. 301-I  
(with leather-like insert)

Patented  
U. S. Pat. Nos.  
2,541,881  
2,547,166  
2,573,534

### ONE FINGER TYPEWRITER ACTION

#### Needed Information

- at your Fingertips:
- Names and Addresses
  - Telephone Numbers
  - Reference Data
  - Salesmen's Lists
  - Price Information
  - Account Files
  - Inventory Records
  - Supply Sources
  - Stock Records
  - Club Records
  - Securities Files

The Execudex® is undoubtedly the most convenient, useful and trouble-free index available. Press the letter of your choice and presto . . . there's your information. Room for more than 673 entries including a special page for emergency numbers, plus 100 3" x 5" memo sheets. Index cards of finest quality bristol, instantly removable and replaceable. Rubber "feet" prevent index from slipping or scratching.

Size 5" x 8¼" x 1¼"  
Retail \$6.95

#### CHOICE OF COLORS:

Index—Walnut, Black, Gray.  
Insert—Brown, Black, Gray.  
Copy—in 24K Gold, unless otherwise specified.

#### LETTERS AND SPACES PER LINE:

26 in 10-pt. type; 40 in 6-pt. type; 45 in 4-pt. type.

#### PRICES INCLUDE:

1 to 4 lines of uniform copy imprinted in 24K Gold on cover (or insert).

#### INDIVIDUAL NAMES OR INITIALS:

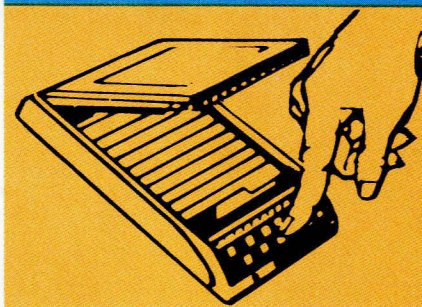
Add .20 each (net).

#### PACKING:

Gift box, nested in strong shipper at no extra cost.

#### TRADEMARK OR SPECIAL COPY:

Screened on cover—\$7.50 (net) per color for screen cost.  
Each additional color—\$7.50 (net) plus .075 (net) per unit.  
Imprinted on Insert—\$7.50 (net) for cut cost (gold only).



A division of CORY Corporation

3200 West Peterson Avenue  
Chicago, Illinois 60645, U.S.A.

Minimum Order—12	$\frac{12}{24}$	$\frac{25}{49}$	$\frac{50}{99}$	$\frac{100}{249}$	$\frac{250}{499}$	$\frac{500}{999}$	$\frac{1000}{2499}$	$\frac{2500}{4999}$	$\frac{5000}{\text{\& over}}$
#301 or #301-I	5.50	5.45	5.40	5.35	5.30	5.25	5.20	5.10	4.90

**ADDITIONAL COPY:** Imprinted on cover—add .04 (net) per line to unit price.

**WITHOUT COPY:** Deduct .05 per unit.

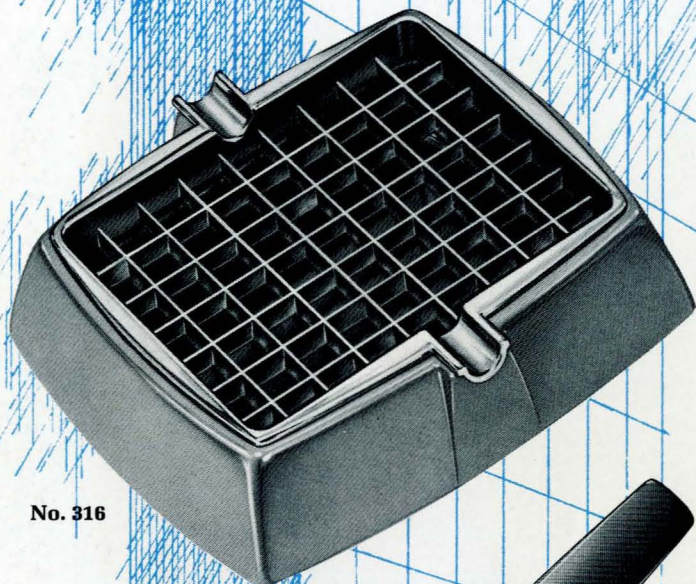
**REFILLS:** Index Cards—#301B. Per set .55.

Memo Sheets—100 3" x 5" sheets per pack. Dozen packs, 1.25.

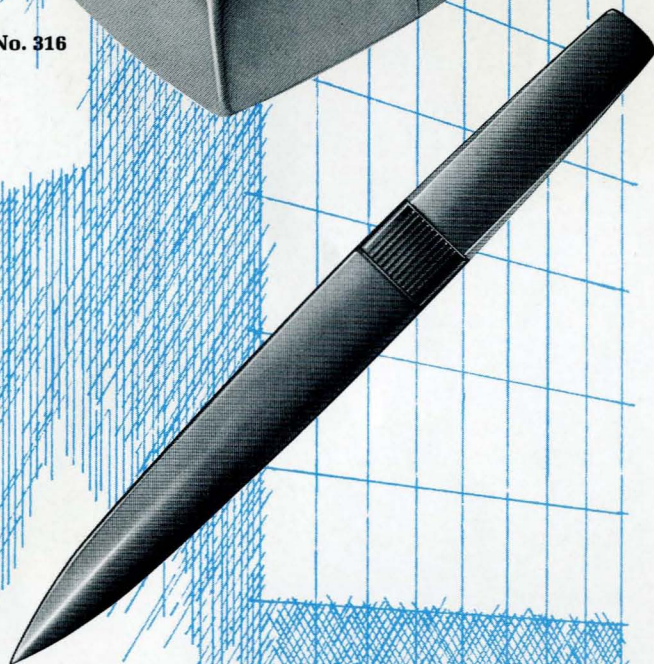
# ATTRACTIVE UTILITIES FOR EVERY DESK

from

*Autopoint*<sup>®</sup>



No. 316



No. 202

## THE DELUXE ASH RECEIVER

### No. 316

Brilliant chrome-plated grill makes ash tray completely wind-proof—drafts cannot scatter ashes. Lustrous molded plastic base has fire-proof metal lining, felt feet to protect furniture tops.

Size: 6<sup>7</sup>/<sub>8</sub>" x 5<sup>5</sup>/<sub>8</sub>" x 1<sup>1</sup>/<sub>2</sub>"

## THE ELITE LETTER OPENER

### No. 202

Smart, modern design fits any office or home decor. Grooved non-slip band on handle. Lightweight, durable plastic is washable. 8<sup>5</sup>/<sub>8</sub>" long. Retail .25

## CHOICE OF COLORS:

**No. 316**—Mahogany Brown, Charcoal Gray, Dubonnet, Black.

Printing—Black, White, Red, Green, Blue

**No. 202**—Clear Ruby, Opaque Gray, Opaque Brown, Academy Blue, with Gold imprinting.

## LETTERS AND SPACES PER LINE:

**No. 316**—Copy Area 1" x 3<sup>1</sup>/<sub>2</sub>"

**No. 202**—31 in 6 pt. type; 19 in 10 pt. type

## TRADEMARK OR SPECIAL COPY:

**No. 316**—Cut-cost 5.00 (net) per color. Additional colors, 5.00 (net) per color, plus .075 (net) per unit.

## PACKING:

**No. 316**—Two-piece Gift Box

**No. 202**—Bulk

## MAILING CONTAINERS:

**No. 316**—.10 (net) each

**No. 202**—.05 (net) each

## PRICES INCLUDE:

**No. 316**—1 to 4 lines of copy printed\* on side

**No. 202**—1 to 3 lines of standard imprinting on handle.

	<u>25</u> 49	<u>50</u> 99	<u>100</u> 249	<u>200</u> 499	<u>250</u> 499	<u>500</u> 999	<u>1000</u> 2499	<u>2500</u> 4999	<u>5000</u> 9999	<u>10,000</u> 14,999	<u>15,000</u> 24,999
The Deluxe Ash Receiver # 316	2.35	2.30	2.25	—	2.20	2.15	2.10	2.05	2.00	—	—
The Elite Letter Opener # 202	—	—	—	.19	—	.18	.175	.17	.165	.16	.155

\*ADDITIONAL PRINTING: For each additional color add 5.00 (net) cut cost, and add .075 (net) per unit.

WITHOUT COPY: Deduct .05 from price of #316; .02 from price of #202

# NEW *Autopoint* AUTOLITER...

as light as a match!

This precision built, American-made lighter features the exclusive Perma-Etch engraving process—permanently guaranteed for life! Anodized aluminum in Goldmist or Silvermist brushed Satin finish. AUTOLITER makes the ideal business gift, incentive award and good will builder.



**MAKE-READY CHARGE: FOR INITIAL ORDER ONLY—** No color—\$5.00; One color—\$7.50; Two colors—\$10.00; Three colors—\$12.50. These costs are net and contingent on customer furnishing good black and white artwork suitable for photography. (See next item.)

**FACTORY FURNISHED ARTWORK:** Where we furnish art, an artwork charge of \$12.50 net applies on initial order.

**ENGRAVING SURFACES:** Each AUTOLITER can be engraved on both sides (or on cap). For second side—no color—add 10¢ per lighter plus \$5.00 make ready charge on initial order. For second side—one color—add 20¢ per lighter plus \$7.50 make-ready charge on initial order. (For two colors—add 30¢ and for three colors, add 40¢.) These charges are net and based on customer furnishing suitable artwork (see above).

**INDIVIDUAL NAMES OR INITIALS:** Engraved—35¢ net each lighter. Specify Script or Block type names—Old English or Block type initials.

**EMBLEMS:** Must be supplied with order. Add 10¢ per lighter (net) for affixing.

**PACKAGING:** Each AUTOLITER in handsome gift box. Deluxe plastic jewelry box available—only 15¢ each, net.

**MAILERS:** 10¢ each, net.

**WEIGHT:** . . . as light as a match! Only 8 lbs. per 100 lighters.

**GUARANTEE:** Each AUTOLITER contains AUTOPOINT's Certificate of Guaranteed Perfect Performance. Complete satisfaction assured with paper proof furnished for customer's approval before final processing.

#310 GOLDMIST #311 SILVERMIST  
PLEASE SPECIFY STOCK NUMBER AND FINISH

**ONE SURFACE—PERMA-ETCH ENGRAVING**

MIN. QTY. 50	50	100	250	500	1000	2500	5000
	99	249	499	999	2499	4999	OVER
No Color	1.30	1.25	1.20	1.15	1.05	.95	.85
One Color*	1.55	1.50	1.45	1.40	1.25	1.15	1.05
Plus Initial Make-Ready or Artwork Charges as Shown Above							
*For additional colors, add 10¢, net per color.							
For lighters without engraving (plain)—							
	50	100	250 & over				
	.85	.80	.75				



Another Quality Product from AUTOPOINT Company  
Famous for Writing Instruments for 50 Years  
3200 W. Peterson Ave., Chicago, Ill. 60645

All specifications subject to change, correction, or improvement without notice.

**NEW**

*Autopoint*  
COMPANY

**POCKET KNIVES and  
LETTER-OPENER KNIFE**

Made in U.S.A.

Slender and lightweight, Autopoint knives make useful and long lasting advertising and goodwill gifts. Custom built by master craftsmen. All blades are of the finest quality tramped high carbon steel with edges honed under oil. Essence of pearl handles with full brass liners. All gift boxed.

**PRICES INCLUDE:** 1 or 2 lines of standard imprinting in 1 color. For additional lines of imprint, add 2¢ per line (net). Without copy, deduct 3¢.

**INDIVIDUAL NAMES OR INITIALS:** Imprinted, 15¢ each item (net).

**PRINTING OR IMPRINTING COLORS:** Black, Red, Green, Blue (blue standard unless otherwise specified).

**MAILERS:** 5¢ each (net).

**LETTERS AND SPACES PER LINE:** 20 in 10 pt.; 32 in 6 pt.; 34 in 4 pt. type.

**TRADEMARK & SPECIAL COPY:** Cut cost—\$5.00 (net) per color. For 2 color printing, add 5¢ each (net).

**PRINTING ON REVERSE SIDE:** If same copy is used on both sides, add 5¢ (net) per color each. If new copy used on reverse side, add \$5.00 (net) per color for cut costs, plus 5¢ (net) per color each.

Another Quality Product from



A division of **CORY** Corporation

3200 West Peterson Avenue  
Chicago, Illinois 60645, U.S.A.

Actual Size Photographs

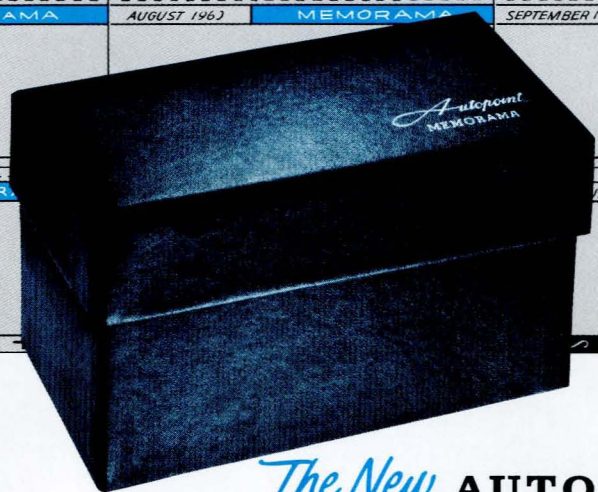
No. 411

No. 412

No. 415

Min. 50	50 99	100 249	250 499	500 999	1000 2499	2500 4999	5M and over
#411	1.25	1.20	1.15	1.10	1.05	1.03	1.00
#412	1.25	1.20	1.15	1.10	1.05	1.03	1.00
#415	1.95	1.90	1.85	1.80	1.75	1.73	1.70

All specifications subject to change, correction, or improvement without notice.



*The New* **AUTOPOINT**  
**MEMORAMA** / *The businessman's most useful*  
*gift . . . SELLS everyday because it's USED everyday!*

The simplest, most efficient and convenient way to plan, organize, and record daily and future business activities. The complete MEMORAMA set contains 12 slim wire-bound monthly diaries, and Futurama Planning Guide—complete in a self contained handsome filing case. Each booklet lies flat. A complete secretary, accountant, and salesman—all in one!

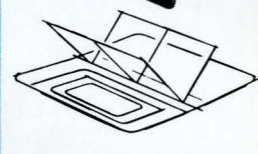
**CHECK THESE EXCLUSIVE FEATURES:**

1. Day-by-day, month-by-month record of all expenses to satisfy I.R.S. demands. Four special pages list "who," "when," "where," "why," and "how much." This exclusive feature alone is worth the price of the MEMORAMA.
2. Jot down important notes and details when they occur, as they occur. Two full pages in each book . . . each day tabbed with proper date. One page lists your hourly appointments—the other your daily notes.
3. Plan ahead—for a month—6 months—or even a year. The special Futurama Planning Guide transfers easily from one booklet to another.
4. List a full month's appointments in advance—on a separate "Appointment Schedule" in each book.
5. Plan your month's travel itinerary on the "Travel Plan" section in each booklet.
6. A complete file of all important phone numbers, area codes, and addresses in each booklet.
7. A handy 3 year calendar conveniently located on the inside cover of each booklet.
8. List your daily expenses—on the day they occur, as they occur on the itemized daily expense section.
9. A handy monthly recap for expenses on the inside back cover of each book.
10. MEMORAMA's sturdy, handsome, leather-like file case provides a permanent record and handy storage for future reference.

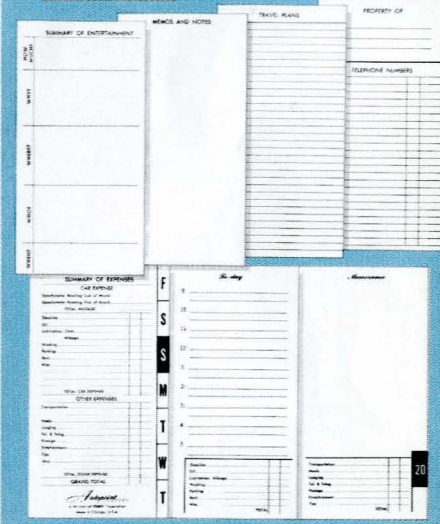
Minimum Quantity: 12	12	25	50	100	250	500	1000	2500	5000
	24	49	99	249	499	999	2499	4999	OVER
#910 MEMORAMA Set	5.95	5.85	5.75	5.65	5.60	5.50	5.45	5.40	5.30
#911 MEMORAMA with Vinyl Secretary	6.75	6.65	6.50	6.40	6.35	6.25	6.20	6.15	6.00
#912 MEMORAMA with Genuine Morocco Secretary	10.95	10.80	10.60	10.50	10.40	10.35	10.25	10.20	10.00



912



#911—Complete Set with Slim, leather-like black vinyl secretary with extra pockets for credit cards, business cards, etc.  
 #912—Complete Set with luxurious, slim, genuine leather English Morocco secretary.



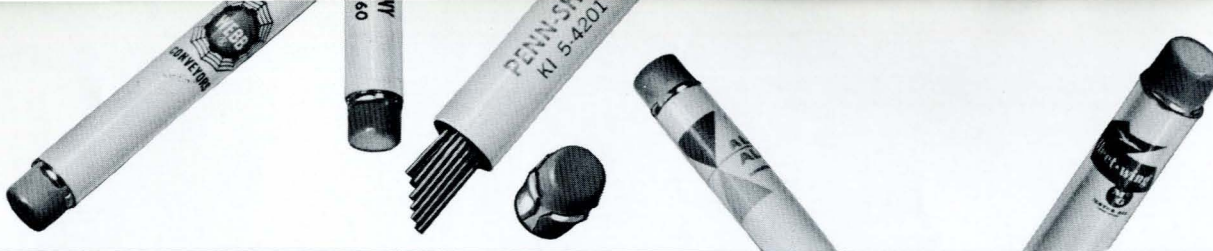
**PRICES INCLUDE:** #910—1 to 5 lines of copy on front cover of each book.  
 #911 and #912—1 to 4 lines of uniform copy in 24K gold on Secretary plus copy on each booklet.

**WITHOUT COPY:** On #910—Deduct 25¢ per set. On #911 and #912—Deduct 30¢ per set.

**PERSONALIZATION:** In 24K gold, on Secretary only (#911 and #912)—Add 20¢ each.

**MAILING CARTONS:** 10¢ each (net).





# THE AUTOPOINT PACKETTE

... Smart New Idea!



Follow-up your presentation of an Autopoint Pencil with a gift of The Packette!

Clever and "novel," The "Packette" is perfect for "reminder" advertising because of its usefulness. Extra leads and erasers are together in a single, handy unit—and the brass tube becomes a comfortable "wand" for extra ease in erasing, if desired. The "Packette" makes any Autopoint Pencil more appreciated and effective—another example of your thoughtfulness.

**CONTENTS:**

Each Packette contains 2 top-quality erasers, and either 24 sticks of Black Lead in any degree or 12 sticks of Colored Lead (Red, Blue, Green, Orange, Yellow, Brown, Purple, Silver, and Indelible).

**TRADEMARK OR SPECIAL COPY:**

Printing-cut cost 5.00 (net) per color. (1 or 2-color printing on White or light-colored background gives a 2 or 3-color effect!)

**PACKING:**

Bulk. [If packed in individual cellophane tubes, add .01 (net) to unit price.]

Add The Packette to a pencil of your choice and give "custom" sets in "important" 2-piece presentation boxes, at no extra charge! (Don't forget, an order for 250 Packettes with 250 pencils, earns the 500-quantity discount for each item ordered!)

	With Standard-Size Erasers	With Oversize Erasers	<b>PRICES INCLUDE:</b> 1 to 5 lines of standard printing in 1 or 2 colors. [Printing charge of 5.00 (net) per color for cut or special copy, not included.]  The Packette #36-L&E, #136-L&E or #37-L&E, #137-L&E
With Standard Lead (.046")	#36-L&E	#37-L&E	
With "Real Thin" Lead (.036")	#136-L&E	#137-L&E	

250	500	2500	5000	10,000	15,000
499	2499	4999	9999	14,999	24,999
.24	.23	.225	.22	.21	.20



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 Chicago, Illinois 60645, U.S.A.

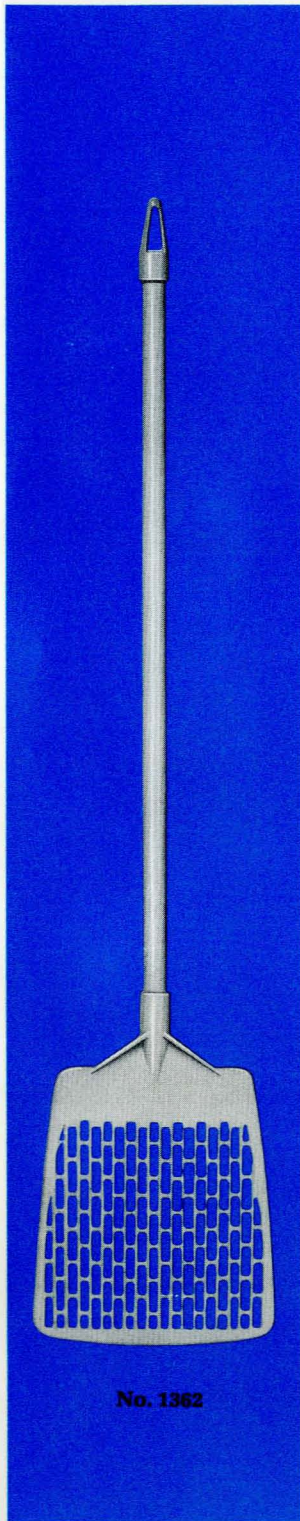
**WHEN ORDERING:**

State stock number, degree and color of lead. Black Lead, available in all degrees, will be furnished in HB Degree, unless otherwise specified.) Minimum Order: 250 Packettes.

All specifications subject to change, correction, or improvement without notice.

# QUALITY ACCESSORIES FOR HOME OR BUSINESS from

# Autopoint



No. 1362

## THE SLIDING BLADE KNIFE

No. 400

No. 400C (With Key Chain)

Finest surgical steel blade locks in three different lengths to match the job to be done.

Especially honed razor sharp edge and point resist dulling. Matching or contrasting barrel and tip colors. **Retail \$1.10 (\$1.25 with Key Chain)**

## "FASHION HOUSE" FLY SWATTER

No. 1362

Made from rugged, washable, fadeproof plastic. The "Fashion House" Fly Swatter combines utility, styling and color, plus durability. 19 $\frac{3}{8}$ " long. **Retail .49**

Idea! Mail the "Fashion House" Fly Swatter handle to customers. What about the business end? The customer gets it when he visits your store, office, exhibit or when you call on him.

## CHOICE OF COLORS

No. 400 & 400C—Barrel and cap . . . Green, White, Yellow, Red, Black. (State color combination).  
Printing . . . Green, Red, Blue, Black

No. 1362—Sky Blue, Canary Yellow, Antique Ivory.

## LETTERS AND SPACES PER LINE:

No. 400 & 400C—Maximum copy area, 2" long by 1" high.

No. 1362—Maximum copy length, 4 $\frac{1}{2}$ "

## TRADEMARK OR SPECIAL COPY:

Printing-cut cost \$5.00 (net) per color

## PACKING:

Knife in Individual Presentation Package; Fly Swatter in bulk.

## MAILING CONTAINERS:

Available for Sliding Blade Knife—.05 (net) each.

## PRICES INCLUDE:

No. 400 & 400C—1 to 5 lines of standard printing in 1 or 2 colors.

No. 1362—1 to 5 lines of standard 1-color printing on handle.



No. 400

No. 400C

CUSTOM INLAID BAND can be added to your knife to give it name-brand identification. Trademarks can be reproduced in 1 or 2 colors on white or light-colored bands to give a 2 or 3-color effect. If cuts required are not nationally syndicated or on file, a charge of \$5.00 (net) per color applies. Minimum: 250. Add .12 (net) to unit price of knife.



	$\frac{75}{249}$	$\frac{200}{499}$	$\frac{250}{499}$	$\frac{500}{999}$	$\frac{1000}{2499}$	$\frac{2500}{4999}$	$\frac{5000}{9999}$	$\frac{10,000}{14,999}$	$\frac{15,000}{24,999}$
The Sliding-Blade* #400	.82	X	.80	.78	.76	.74	.72	.70	.68
The Fashion-House #1362	X	.28	X	.27	.26	.25	.24	.23	.22

\*#400C Sliding Blade with Key Chain—add .12 (net) to unit price.

WITHOUT COPY: Deduct .02 from unit price.

# SMART, MODERN "PRESENTATION" PACKAGING

... adds dignity, "importance" and extra value to your thoughtfulness!

—for pencil with leads and erasers

—for pencil and sliding-blade knife

—for pen and sliding-blade knife

—for pen and pencil sets

## HANDSOME, 2-PIECE GIFT BOX

Perfect for sets of your own creation—at no extra charge! (Quantity-price determined by total number of all items ordered—i.e., an order for 500 pencils, 500 tubes of lead, and 500 tubes of erasers would be priced at the 1500-quantity discount for each item ordered.)



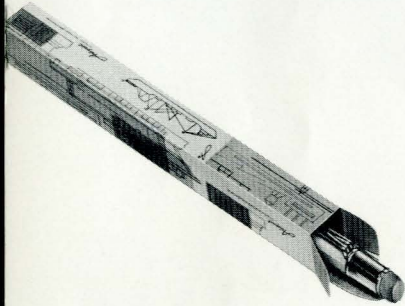
## 2-TONE "See-Thru" Plastic GIFT BOX

An "important" presentation case for standard-length pens and pencils. Clear top hinged to black bottom. Each .05



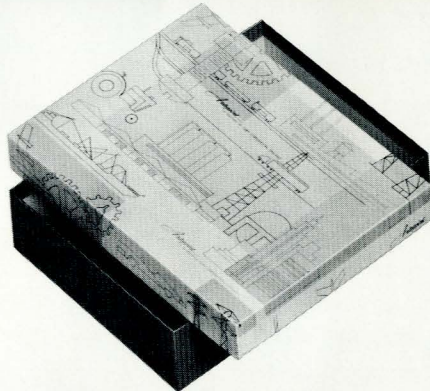
## The "PONCHO PAK"

Handy, novelty packaging for any standard-length Autopoint Pen and extra refill! Vinyl package with "see-thru" front-backs in beautiful assorted colors. Ten packs per strip . . . packs tear-off easily for presentation. Add .12 to quantity-price of pen.



## INDIVIDUAL PRESENTATION PACKAGE

Each .02 (when not specified as standard packaging of item).



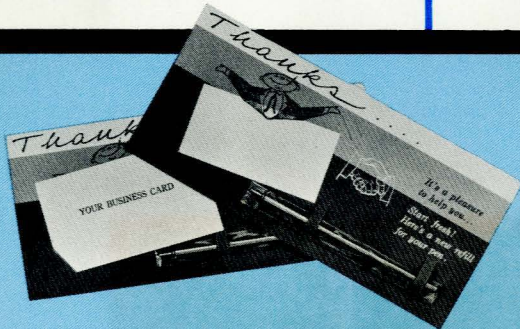
## ATTRACTIVE GIFT CARTONS . . .

to add prestige to your gift. (Available with all Autopoint merchandise, unless otherwise specified.)



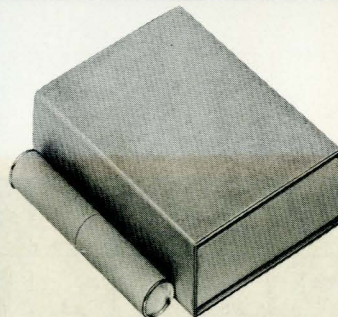
## VU-MORE PLASTIC BOX

Luxurious gift box has a red velure-like base that will enhance any Autopoint pen. Sparkling clear acetate protective cover adds the final touch of glamour. Each .10.



## THE "REFILL-A-CARD"

Completely versatile "Thank You" message on 2-color lightweight card. Space for write-in message as well as flaps for securing business card. Shipped assembled with cellophane-wrapped Tungstar™ refill cartridge. (Cartridge with Medium "Utility" Point and Blue, Regular Ink, unless otherwise specified.) Only requires .05 postage when mailed. Packed 50 per box. Minimum: 144. Each .15. (See "Refill" Page for quantity discount.)



Sturdy mailing tube for individual pens or pencils. Each .05.

Rugged individual mailing containers are available for all Autopoint items. (See specific catalog sheet.)

Be sure to specify any special packaging desired, when writing order.

**AUTOPOINT MEANS BUSINESS!**



A division of CORY Corporation  
3200 West Peterson Avenue  
Chicago, Illinois 60645, U.S.A.

**ADD VALUABLE**

**NAME-BRAND IDENTIFICATION**

**TO YOUR**

*Autopoint* **PENCILS!**

*...Product or company identification constantly exposed,  
whether viewed over a pocket's edge or on the desk!*



**MERCHANDISE-DISPLAY TOPS\***

For oils, salts, ore, sand, paint. Nickel band is topped by a transparent plastic display section which contains your actual product.

(Available on pencils #48, #48G, #52G, #64, #64C).



**CAN TOPS\***

Perfect reproductions of actual product packages, plus your name and trademark on the pencil, insure the fact that your customers cannot forget you.

(Available on pencils #48, #48G, #52G, #64, #64C).

**PRINTED FERRULES\***

A trademark in 1 or 2 colors on white or light-colored eraser ferrules gives a 2 or 3-color effect.

(Available on pencils #6, #30, #30C, #40, #40C, #76, #90).

Add the appropriate unit price to price of pencil:

	250	500	1000	5000	25,000
	499	999	4999	24,999	(and over)
Ferrules	.08	.07	.06	.055	.05
Can Tops	.10	.09	.08	.075	.07
Display Tops:					
Plain Band	.16	.16	.16	.16	.16
Printed Band	.22	.21	.20	.19	.18

Minimum order: 250.

\*If cuts required are not nationally syndicated or on file, a charge of \$5.00 (net) per color applies. Stock Printed Ferrules are available in quantities of 100 or more at above prices.

-see "Ferrule" Catalog for more information-



A division of **CORY** Corporation

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Chicago, Illinois 60645, U.S.A.

# CREATE YOUR OWN "CUSTOM" DESIGN

Autopoint pencils are so versatile, and offered in such a wide variety of models, colors, and styles—all with so many different applications available—that one can virtually create his own custom pencil design. There are countless ways that an Autopoint Pencil can help you in your daily business!

## PICTURE YOUR ADVERTISING MESSAGE!

**Pictured** advertising has **double** impact on any Autopoint round-barrel pen, pencil, or eraser ferrule!



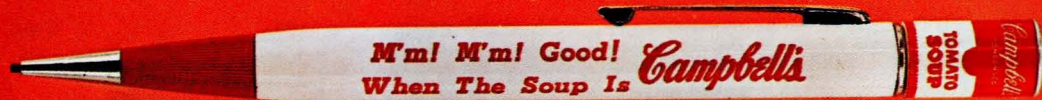
**Introduce a Salesman** (Photo on #30 Pencil with Printed Ferrule)



**Introduce a New Product** (Product-cut and copy on #64 Pencil with plain band under Merchandise-Display Cap)



**Promote an Established Product** (Slogan, product-name, and insignia on #64 Pencil with printed band under Merchandise-Display Cap)

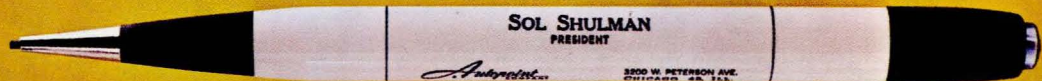


**Tie-In With Your Advertising** (Slogan, Can Top, and logo on #64 Pencil)

To reproduce your photo, caricature, plant, product or trademark, a good black and white photo or artwork is required (color photos are not suitable). Cut cost: \$5.00 per color (net).



**Promote Dealer Sales** (Caricature and cut of car with copy on #64 Pencil)



**REPRODUCE YOUR BUSINESS CARD FOR REAL REMEMBRANCE-VALUE!** (Calling Card on #64 Pencil)



**HAVE A DISTINCTIVELY DIFFERENT DESIGN** that is completely exclusive . . . one that is "YOURS AND YOURS ALONE". . . made by the repeated application of your own art, trademark, logo, or pictures of your various products!

Consult your Autopoint Representative on ways Autopoint Pencils can be "Custom-Made" to increase your profits!

ITEM NO.	QUANTITY	RETAIL PRICE	LIST
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### AUTOPOINT LEADS

#### BLACK LEADS

(Degrees: 2B extra soft, B soft, HB Medium, F Firm, H medium hard, 2H hard, 3H extra hard, 4H very hard.)

#### UTL (Ultra thin lead)

(00.5 MM, .0225")—HB, H, 2H

2250	Tube of 24	.30	.50
2251	Box of 72	.75	1.25

#### "Real-Thin" (.036")—All Degrees

512	Tube of 24	\$.12	.25
514	Box of 144	.45	.80

#### Standard (.046")—All Degrees

43N	Tube of 24	.12	.25
30N	Box of 72	.25	.50

#### Thick (.076") 7B, 5B, 4B, 2B, HB, 2H, 3H, 4H only.

41K	Tube of 8	.12	.25
32K	Box of 36	.45	.80

#### Mark Sensing—Standard (.046")

42DM	Tube of 24	.15	.30
29DM	Box of 72	.40	.80

### COLORED LEADS

(Red, Blue, Green, Orange, Yellow, Brown, and Purple Crayon; Purple Indelible, Medium Degree only.)

#### "Real Thin" (.036")

513	Tube of 12	.12	.25
515	Box of 72	.45	.80

#### Standard (.046")

338N	Tube of 12	.12	.25
31N	Box of 72	.45	.80
44SN	Tube of 12 (Silver)	.12	.25

#### Thick (.076")

441K	Tube of 6	.12	.25
33K	Box of 36	.45	.80
44SK	Tube of 6 (Silver)	.12	.25

#### Purple Hecktograph

45PHN	Tube of 12	.15	.25
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### COLORED LEADS

#### China-Marking Crayon—Thick (.076")

41KC	Tube of 6 (Black)	.12	.25
32KC	Box of 36 (Black)	.45	.80
441KC	Tube of 6 (Red, Blue, Yellow)	.12	.25
33KC	Box of 36 (Red, Blue, Yellow)	.45	.80

### BALL POINT PEN CARTRIDGES

"Super Thin" point available in Blue and Black Regular Ink only. All other cartridges available in Green, Red, Blue, and Black Regular and "Perfect Copy" Reproducing Inks. Autopoint No. 619 cartridges fit all pens which take a standard refill.

619C-25	Stainless Steel Ball—"Super-Thin" Point	.12	.25
619TC	Tungstar® Ball—Medium Point (Regular Ink)	.12	.25
619TC-31	Tungstar® Ball—Stenopoint® (Regular Ink)	.12	.25
619TC-R	Tungstar® Ball—Medium Point (Repro. Ink)	.12	.25
619TCR-31	Tungstar® Ball—Stenopoint® (Reproducing Ink)	.12	.25
619TCL	Tungstar® Ball—Medium Pt. (Black Laundry-Marking Ink)	.12	.25
672TC	Tungstar® Ball—Medium Point (Regular Ink)	.12	.25

ITEM NO.	QUANTITY	RETAIL PRICE	LIST
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672TCR	Tungstar® Ball—Medium Point (Reproducing Ink)	.12	.25
672TC-31	Tungstar® Ball—Stenopoint® (Regular Ink)	.12	.25
672TCR-31	Tungstar® Ball—Stenopoint (Reproducing Ink)	.12	.25
672C-25	Stainless Steel Ball—Super Thin Point (Regular Ink)	.12	.25
679TC	Tungstar® Ball—Medium Pt. (Regular Ink)	.35	.60
679TC-31	Tungstar® Ball—Stenopoint (Regular Ink)	.35	.60
919	Refill-A-Card	.15	

### AUTOPOINT ERASERS

Standard Erasers (for all pencils, except No. 76, 176, 28, 128, 28G, 128G).

40E	Tube of 4 erasers	.12	.25
34E	Box of 72 erasers	.95	2.00

#### Oversize Erasers (for No. 76 or 176 pencil only).

39E	Tube of 3 erasers	.12	.25
35E	Box of 72 erasers	1.10	2.25

#### Small-Size Erasers (for No. 28 pencil series and No. 300 pencil only).

41E	Tube of 4 erasers	.12	.25
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#### Ink Erasers (for No. 673 pen).

674E	Tube of 4 ink erasers	.12	.25
675E	Box of 72 ink erasers	.95	2.00



### MEMO CASE AND INDEX REFILLS

#### MEMO CASE REFILLS

4x6" Memo Sheets, 200 per pack, per dozen packs	2.95	3.95
3x5" Memo Sheets, 100 per pack, per dozen packs	1.25	1.95
3x5" Memo Sheets, 200 per pack, per dozen packs	2.00	2.95

#### INDEX REFILLS

301B	Index Cards, bristol, per set.	.75	1.00
304B	Index Cards, bristol, per set.	.75	1.00
307B	Index Cards, bristol, per set.	.35	.50

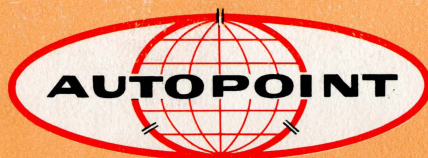
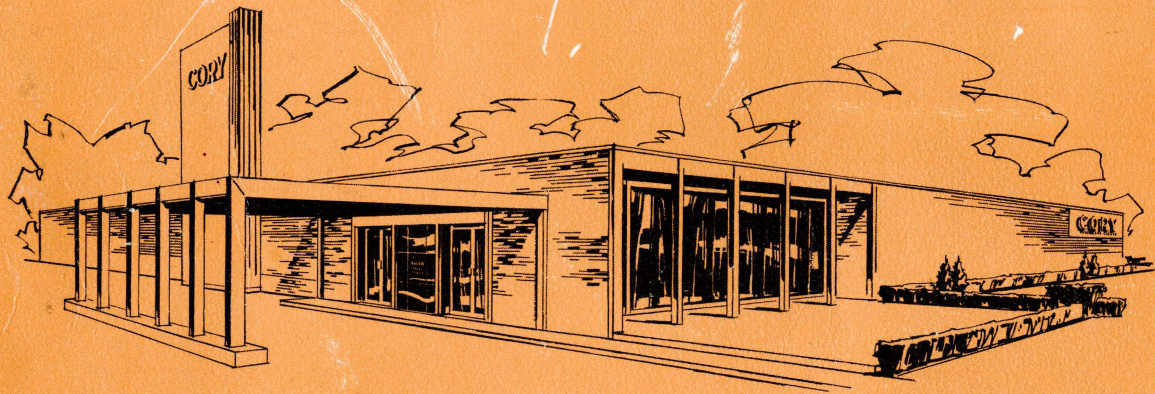
### ALL SPECIFICATIONS SUBJECT TO CHANGE, CORRECTION, OR IMPROVEMENT, WITHOUT NOTICE

Following discounts are applicable on quantity purchases of refill items—EXCEPT MEMO CASE & INDEX REFILLS

500 — 2,499	5%
2,500 — 4,999	7½%
5,000 — 9,999	10%
10,000 — 14,999	12½%
15,000 — 24,999	15%
25,000 — 34,999	20%
35,000 — 49,999	25%
50,000 & over	30%

#### MINIMUM ORDERS ON REFILL ITEMS

A minimum-order requirement of \$15.00 (net) applies to all orders of refill leads, erasers, ball point pen cartridges, memo sheets or index cards. Orders for less than this minimum are filled at full retail list prices.



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It's unwise to pay too much . . . but it's worse to pay too little. When you pay too much, you lose a little money . . . that is all. When you pay too little, you might lose everything, because the thing you bought was incapable of doing the thing it was bought to do.

The common law of business balance prohibits paying a little and getting a lot—it can't be done. If you deal with the lowest bidder it is well to add something for the risk you run. If you do that, you will have enough to pay for something better.

**John Ruskin**



*... over 20 pencil styles  
for every pencil purpose*

*by **CORY***

*... over 40 years, America's finest  
mechanical pencils and desk accessories*