

GOLD ★ STAR'S 'ALL-PRO'

STYLE 53-21

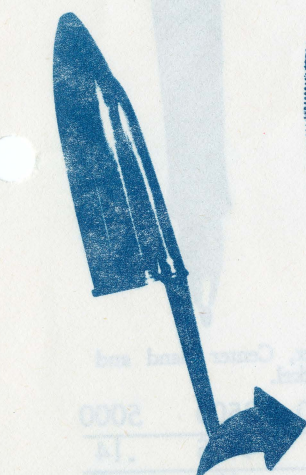
a nickel still buys a lot!

**ONLY
5¢**

in lots of 500



**HUGE INK SUPPLY
SMOOTH WRITING
HOT STAMPED
-AD- MESSAGE**



Caps Available

Clipped caps 2¢ (P)



Caps Available

Bullet caps 1½¢ (P)

PRE-INFLATION-PRICES!

500	1000	2500	5000
.05	.04¾	.04½	.04¼

NO UNDER MINIMUM ORDERS ACCEPTED.

COLORS: Blue, Red and Black. Pen color is ink color. Unless specified, all assorted orders are shipped in an assortment of 80% blue, 10% black, 10% red.

IMPRINT: One line, Hot-Stamped in white only. 40 characters and spaces.

Monarch Novelty Co. 1331 14th STREET, NORTHWEST WASHINGTON, D. C. 20005 **HObart 2-5533**

THE VISTA DOME® BALL PEN

ORIGINAL DESIGN BY BLUE RIBBON



Offers more ad copy space than the average retractable ball pen plus other advantages:

- ADVERTISING COPY is printed on an INNER CAP of your COLOR CHOICE. Inner Cap is pressed into a clear OUTER CAP and permanently staked in, to provide protection to the ad copy for the life of the pen.
- ADVERTISING COPY, at the Top of the pen is in view, even when in use.
- ADVERTISING COPY can be PRINTED IN 2 COLORS at small extra charge (see additional charges below).

... ALL THREE VISTA-DOME® NUMBERS OFFER ...

Imprinting: Up to 5 lines copy. Small cuts or borders may be used. Any one standard color may be specified. 2-color printing available at small additional charge, (see additional charges below).

Choice of Inner Cap Colors: White, Yellow, Gold, Silver, Orange, Light Blue, Light Green, Pink or Standard Assortment, DARK COLOR INNER CAPS NOT AVAILABLE, since they are not satisfactory for legible imprint.

Choice of Barrel Colors: 4066-VD7 and 4066-VD8 ONLY: White, Yellow, Orange, Red, Dark Green, Dark Blue, Maroon, Light Blue, Light Green, Grey, Gold, Black.

Choice of Barrel Colors: 4066-VD10 ONLY: Black, Red, Dark Blue, Dark Green, White, Yellow.

Standard Refills: 4066-VD7 — Plastic, Blue Ink, Medium Point.
4066-VD8 and 4066-VD10 — Brass, Blue Ink, Medium Point.

Findings: Military Style Clip, Plunger Cover, Center Band and Metal Tips (when used) are Finished in Nickel.

	250	500	1000	2500	5000
4066-VD7	.16	.155	.15	.145	.14
4066-VD8	.20	.195	.19	.18	.175
4066-VD10	.22	.21	.205	.20	.17

→ AVAILABLE AT SMALL ADDITIONAL CHARGE

Special Packaging:

Cello Bagging	
(One pen to individual bag)	\$2.00 per C (A)
Individual Boxed	
(Gold coated folding carton)	\$4.00 per C (A)
See page 23 for illustration.	

2-COLOR IMPRINT:

All three Vista Dome numbers may be printed in two colors at \$2.00 net extra per order. 2 colors maximum.

Refills:

4066-VD7, Medium point brass refills, blue ink, substituted for plastic medium point, blue ink	.03 (R)
Red, black ink in plastic refill	.01 (R)
Red, black ink in brass refill — medium point	.04 (R)
Fine point brass refill substituted for standard point, blue ink	.04 (R)
Red, black ink in fine point brass	.05 (R)
4066-VD8 and 4066-VD10, Fine point brass refill substituted for medium point brass, blue ink	.03 (R)
Red, black ink in brass refill — fine point	.04 (R)
Red, black ink substituted for blue ink in brass refill — medium point	.02 (R)

PLASTIC COATED BUTTON PRICES

Diameter	PER LOT				PER THOUSAND		
7/8"	100	250	500	1000	2500	5000	10000
1"	\$27.50	\$37.40	\$47.30	\$73.70	\$61.60	\$57.20	\$56.10
1 1/4"	\$28.60	\$38.50	\$52.80	\$81.40	\$69.30	\$62.70	\$61.60
1 1/2"	\$31.90	\$40.70	\$57.20	\$93.50	\$80.30	\$73.70	\$71.50
1 3/4"	\$35.20	\$48.40	\$67.10	\$113.30	\$100.10	\$92.40	\$91.30
2 1/4"	\$38.50	\$59.40	\$88.00	\$149.60	\$134.20	\$127.60	\$124.30
3"	\$53.90	\$84.70	\$133.10	\$234.30	\$215.60	\$207.90	\$206.80
4"	\$73.70	\$117.70	\$188.10	\$331.10	\$305.80	\$294.80	\$291.50
1 3/4" X 2 3/4" OVAL	\$44.00	\$67.10	\$102.30	\$176.00	\$155.10	\$151.80	\$148.50
1 3/4" X 2 3/4" RECTANGULAR	\$52.80	\$78.10	\$122.10	\$210.10	\$190.30	\$184.80	\$180.40
EXTRA COLORS							
PER COLOR	\$9.90	\$11.00	\$12.10	\$14.30	\$12.10	\$11.00	\$9.90
NUMBERING	\$9.90						
3/16" (ACCURATE)		\$13.20	\$17.60	\$24.20	\$23.10	\$20.90	\$20.90
LARGER (ACCURATE)	\$14.30	\$17.60	\$23.10	\$36.30	\$36.30	\$36.30	\$36.30

Prices are based on one color of dark printing on any stock light colored or white background, with your copy set in type. Thus, a button that is printed black on yellow is considered one color as far as pricing is concerned. Backgrounds that are normally in stock are pale pink, rosebud, straw, canary, goldenrod, light green, light blue, gray, orange, red, and lilac. In addition is metallic gold, also metallic silver. For either of these two background colors, or gold or silver printing, figure one extra color.

Buttons will be printed blue on white unless customer specifies otherwise.

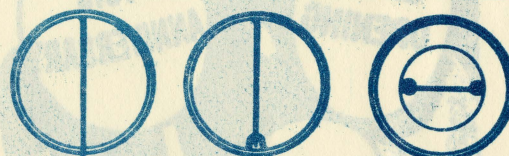
Our employees belong to the Electrical Workers Union (I.U.E.R.M.W. - AFL-CIO) and the "Union Made" label can be used when requested, at no extra charge.

For overall matte finish (writing surface), add 15% to the regular button price.

Prices are F.O.B. factory

Approximate minimum preparation costs for special artwork and engravings are:

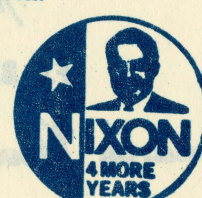
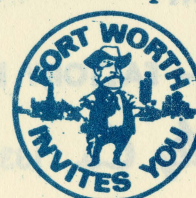
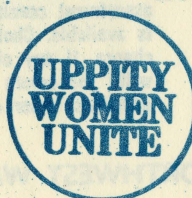
1 color, \$20.00; 2 colors, \$35.00; 3 colors, \$45.00; 1 color halftone combination, \$35.00; 2 color halftone combination, \$45.00. "Reverse" engraving from typeset copy, \$10.00. For 3" or larger buttons, add 20% to these prices (6x).



Straight Pin Lock Pin Safety Pin Back

STRAIGHT PINS ARE FURNISHED ON BUTTONS UP TO AND INCLUDING THE 1 3/4" SIZE. METAL BACKS AND SAFETY PINS ARE FURNISHED ON BUTTONS 2 1/4" DIAMETER AND LARGER, AND ALSO THE OVAL AND RECTANGULAR SIZES. LOCK PINS CAN BE FURNISHED ON BUTTONS FROM 7/8" TO 1 3/4" SIZES FOR \$5.50 PER THOUSAND EXTRA. SAFETY PINS CAN BE FURNISHED ON 1 1/2" AND 1 3/4" BUTTONS FOR \$11.00 PER THOUSAND EXTRA.

Shipments are usually made in from ten to sixteen days after receipt of orders. Production of exact quantities of our products isn't possible; thus, an overage or shortage not exceeding 5% will be considered a complete order, and billed pro rata.



TYPE-SET

"REVERSE" TYPE-SET

SPECIAL DESIGN

HALFTONE COMB.

ITEM NO.	DESCRIPTION	500	1,000	2,500	5,000	10,000	25,000
21-418	4"x18" LONG PRINTED 1 SIDE	\$26.50	41.00	44.55/M	30.83/M	28.08/M	25.71/M
22-418	4"x18" LONG PRINTED 2 SIDES	\$30.50	49.00	41.82/M	37.50/M	34.23/M	31.43/M
21-426	4"x26" LONG PRINTED 1 SIDE	\$30.50	49.00	41.82/M	37.50/M	34.23/M	31.43/M
22-426	4"x26" LONG PRINTED 2 SIDES	\$34.50	57.00	49.09/M	44.17/M	40.38/M	37.14/M
21-524	5"x24" LONG PRINTED 1 SIDE	\$33.50	55.00	47.27/M	42.50/M	38.85/M	35.71/M
22-524	5"x24" LONG PRINTED 2 SIDES	\$37.00	63.00	54.55/M	49.17/M	45.00/M	41.43/M
21-070	7" ROUND PRINTED 1 SIDE	\$28.50	45.00	38.18/M	34.17/M	31.15/M	28.57/M
22-070	7" ROUND PRINTED 2 SIDES	\$32.50	53.00	45.45/M	40.83/M	37.31/M	34.29/M
21-090	9" ROUND PRINTED 1 SIDE	\$32.50	53.00	45.45/M	40.83/M	37.31/M	34.29/M
22-090	9" ROUND PRINTED 2 SIDES	\$36.50	61.00	52.73/M	47.50/M	43.46/M	40.00/M
21-110	11" ROUND PRINTED 1 SIDE	\$40.50	69.00	60.00/M	54.17/M	49.62/M	45.71/M
22-110	11" ROUND PRINTED 2 SIDES	\$44.50	77.00	67.27/M	60.83/M	55.77/M	51.43/M
21-140	14" ROUND PRINTED 1 SIDE	\$50.50	89.00	78.18/M	70.83/M	65.00/M	60.00/M
22-140	14" ROUND PRINTED 2 SIDES	\$54.50	97.00	85.45/M	77.50/M	71.15/M	65.71/M

TO DETERMINE YOUR LIST PRICES FOR 20-(UNPRINTED) BALLOONS, SHOWN ABOVE, REDUCE THE 21-(PRINTED ONE SIDE) LIST PRICES BY THE FOLLOWING AMOUNTS:
UNPRINTED BALLOON PRICING

1,000	2,500	5,000	10,000	25,000
LESS	LESS	LESS	LESS	LESS
\$15.12	\$13.49M	\$12.13M	\$10.98M	\$10.00M

ASI 7478 PQST PRICES SUBJECT TO CHANGE WITHOUT NOTICE. dw F.O.B. - FACTORY JANUARY 1974



F.O.B. - FACTORY IN OHIO

Normal Production Time
2 Weeks



PROMOTION BALLOONS

IMPRINT COPY—On round and paddle balloons you may have 3 lines, 15 letters to the line, printed on 8" balloons—larger sizes will take 4 lines, 20 letters to the line. On airship balloons we can print 3 lines, 20 letters per line, on the 12" size and 4 lines, 25 letters per line on larger sizes. Attach your copy layout to this order, making sure you designate the balloon numbers on which it is to appear.

TRADEMARK IMPRINTS—Trademarks and other special designs may be imprinted on your balloons. We make plates for these imprints and bill them at cost which averages \$15 to \$20 for most balloon sizes provided we are furnished finished art or clear reproducible black and white copy. Plates for Giant 30" Balloons cost up to \$40. If you want such an imprint, attach your artwork to this order, designating the balloon numbers on which it is to appear. Write your approximate additional plate charge here

2-COLOR IMPRINTS—Priced same as balloons printed on two sides by the standard method. If you wish to reproduce your trademark in two colors, color separated line artwork must be furnished from which we will make plates costing \$20 to \$40. If desired, be sure to designate on the artwork the balloon numbers on which it is to appear and write your approximate additional plate charge here

PHOTO BALLOONS—An outstanding new technique now permits you to reproduce a photograph of yourself, a new store front or a new product on OAK BALLOONS. Plates cost \$15 to \$20 additional. If desired, attach a good photo (5" x 7" or larger) noting the balloon numbers on which it is to appear and write your approximate additional plate charge here

BALLOON COLORS—All balloons supplied in assorted colors, the usual assortment consisting of red, yellow, orange, blue, green and pink. White is available. Choice of any one of these colors is subject to a 5% extra charge. If any of the balloons selected above are to be one color only, write the colors and balloon numbers on the line below and write your additional color charge here

Monarch Novelty Co. 1331 14th STREET, NORTHWEST WASHINGTON, D. C. 20005 **HObar 2-5533**

FAMOUS NAME PERFUMES

4 DIFFERENT PERFUMES IN PURSETUBE



F4 NIP PURSETUBES

INDIVIDUAL APPLICATIONS
OF GENUINE ORIGINALS



EXAMPLES OF SPECIAL
DESIGN LABELS

Famous Name Perfumes have an irresistible appeal to women. You can take advantage of this appeal with these individual applications of assorted brand names. Gold foil Pursetubes contain four vials, each with a different well know perfume, Intoxication by D'Orsay, Fleurs d'Amour by Roger & Gallet, Folie de Minuit by Lanier, and Indiscret by Lucien Lelong. Retail price for these perfumes averages over \$25.00 per ounce.

Excellent thank-you gift, door opener, souvenir, etc. Widely used by many of our largest companies such as General Motors, A.T.&T., General Electric, C.B.S., Johnson & Johnson, Procter & Gamble and many others.

Pursetubes have wrap around labels with imprint space for your name and message. In quantities of 5,000 or more a special design one color label can be supplied at no extra charge.

REPRODUCTION OF ACTUAL LABEL
showing space for imprinting



For Imprinting Labels

Send wording for your imprint. Describe the kind of lettering preferred. Specify imprint color (Blue recommended).

For Special Design Labels

(Prices include one color printing only)

Supply rough sketch of design, black and white copy of emblems, trademarks or logos, samples of color. Finished proof will be submitted.

F4 PERFUME PURSETUBE PRICES (including imprinting):

QUANTITY	With Imprinted Label				With Imprinted or Special Design Label		
	250	500	1,000	2,500	5M	10M	25M
PRICE (ea.)	.25	.22	.20	.18	.17	.15	.14

Size: 3" x 3/8" diameter

Classification: 3R2S2T

Packing: 500 per carton 4" x 7" x 14", weight 5 lb.

DELIVERY:

Two days if imprint is from our typesetting.

Seven days if cut is required.

Three weeks for special design label.

If required for a special event, give exact date of event.

PROOFS:

Allow several days additional delivery time when proof approval is required.

FAMOUS NAME PERFORMANCES

FAMOUS NAME PERFORMANCES

PERFORMANCES
DIFFERENT
PERFORMANCES
IN THE FUTURE

INDIVIDUAL APPLICATIONS
OF CERTAIN ORIGINALS



Jumbo Plush Sitting Bull.

Giant Bear

St. Bernard



SITTING

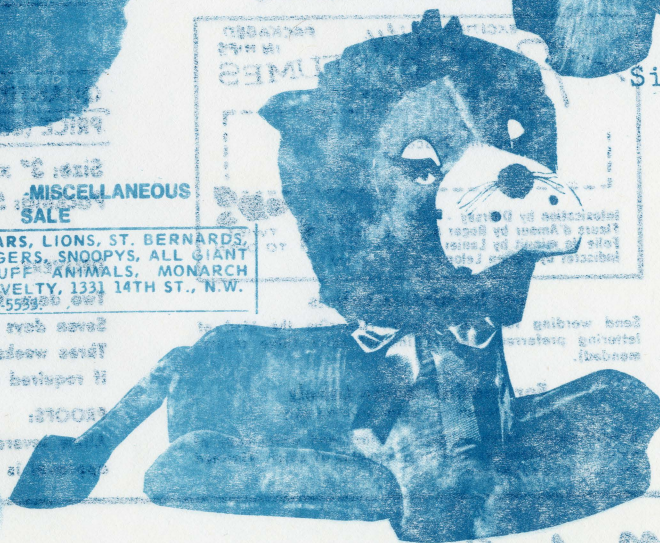
TIGER



Sitting Shaggy

MISCELLANEOUS
SALE

BEARS, LIONS, ST. BERNARDS,
TIGERS, SNOOPYS, ALL GIANT
STUFFED ANIMALS, MONARCH
NOVELTY, 1331 14TH ST., N.W.
462-5559



"Custom Printed" SERVICE TAGS

**ALL BLACK INK, TWO PART TAGS
CONSECUTIVELY NUMBERED.
ACTUAL SIZE 2 1/4 x 5 1/2 Inches.**

These tags are for those who want their own copy printed on BOTH portions of tags — any copy or set-up — just so size does not exceed 2 1/4 x 5 1/2 inches and position of perforation line and numbering does not change. All printing on these tags is in black ink.

Copy on upper part should be limited to 12 lines or less at the prices shown. If more than 12 lines are necessary add 10¢ a line for each extra line. The less copy, the bolder the type. No complicated set-ups or plates.

Regular prices include numbering, punching and perforating in the position shown—specify starting number, otherwise we start with 0001. Copy on stub can be printed in 5 or 6 lines. No choice of type style, no cuts printed.

ORDER LT CUSTOM TAGS

"Custom Printed" SERVICE TAGS OR TICKETS

Flat Printed In All Black Ink On Manila Stock — Customer's Copy Is Printed on Both Parts — Numbered and Perforated. If Customer wants one hole punched at top of tag ADD \$2.50 to price of order.

Quantity	(Minimum 5,000)	10,000	25,000
PRICE	\$42.85	\$80.75	\$144.00

Shipping Weight: 18 Pounds per 5,000 Tickets.

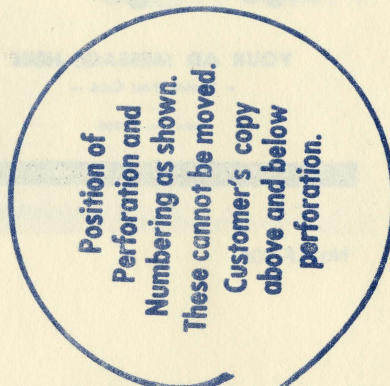
F.O.B. ILLINOIS

1331 14th STREET, NORTHWEST WASHINGTON, D. C. 20005

MOBart 2-5533

<input type="checkbox"/> Wash <input type="checkbox"/> Bleach <input type="checkbox"/> Dry <input type="checkbox"/> Bluing		Name _____ Address _____ Phone _____	
West Portal Launderette 15 East Midway Valley Stream, N. Y. LO 1-8855 Green Acres Shopping Center <small>Not Responsible for Loss or Damage or Laundry Left Over 30 Days.</small>		Nº 99995	

HOB0 CARNIVAL AT COUNTY FAIRGROUNDS MONTOOK, ILLINOIS 1st PRIZE — NEW PLYMOUTH 2nd PRIZE — WASHER & DRYER DRAWING AUGUST 25, 1969 Drawing 25¢ 5 Tickets for \$1.00		Nº 25005	
NAME _____ ADDRESS _____ CITY _____ STATE _____		Nº 25005	



Above Illustrations Are Only Examples of Customer's Set-ups. Customer supplies copy and sketch of his own set-up. We do the rest subject to limitations shown.

Monarch Novelty Co.

9" x 12" Standard Poly Plastics Litterbags

... Still More Action Selling Ideas



STANDARD DESIGNS 9" X 12" SIZE

Quantity	1,000 Min. Quantity	3,000	5,000	10,000	25,000	50,000
Cost Per M	\$63.55	\$56.50	\$50.60	\$43.55	\$35.00	\$32.75
Total cost	\$63.55	\$169.50	\$253.00	\$435.50	\$875.00	\$1637.50

Absolute Minimum Quantity 1,000

Write for larger quantity prices – Intermediate quantities are pro-rated

DESIGNS CAN NOT BE ASSORTED – COLORS MUST REMAIN AS SAMPLED

IMPRINT – 5 lines of straight copy in ad space only. Additional lines \$2.00 (A) each line. Imprint color as shown on sample.

NATIONAL TRADEMARKS – Enclose copy with order to assure proper identification. \$2.00 (A) extra charge for each trademark.

SPECIAL CUTS – \$10.00 minimum net charge up to 15 sq. inches. (See complete plate costs in General Information page; inside back cover)

SHIPPING TIME – Normal shipping is two to three weeks after receipt of order. Rush and dated orders may be shipped sooner at times but must be confirmed with factory.

SHIPPING WEIGHT – 23 lbs per M, packed 1M per shipping case.