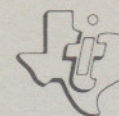


# Texas Instruments

## U.S. Watch Retail Price List



Effective January 1, 1981

Model	Suggested Retail†	Dealer Price	Backlight	Description
TI-131-11	28.00	14.00	Incand.	Water-resistant, 5-function digital, black plastic, matching strap
TI-131-21	28.00	14.00	Incand.	Water-resistant, 5-function digital, black plastic, matching strap
TI-255-10	30.00	17.10	None	Women's super thin, white metal case, black strap
TI-255-20	35.00	19.95	None	Women's super thin, golden tone metal case, brown strap
TI-255-30	35.00	19.95	None	Women's super thin, white metal case, matching metal bracelet
TI-255-40	45.00	25.65	None	Women's super thin, golden tone metal case, matching metal bracelet
TI-262-31	42.00	21.00	Incand.	Women's alarm, white metal case, matching mesh bracelet
TI-262-41	52.00	26.00	Incand.	Women's alarm, golden tone metal case, matching mesh bracelet
TI-263-31	45.00	27.00	Incand.	Women's alarm, white metal case, matching integrated bracelet
TI-263-41	55.00	33.00	Incand.	Women's alarm, golden tone metal case, matching integrated bracelet
TI-264-31	54.00	27.00	Incand.	Women's alarm chrono, white metal, matching mesh bracelet
TI-264-41	64.00	32.00	Incand.	Women's alarm chrono, golden tone metal, matching bracelet
TI-363-31	40.00	20.00	Incand.	Alarm, 7 functions, white metal, matching metal bracelet
TI-363-41	50.00	25.00	Incand.	Alarm, 7 functions, golden tone metal, matching metal bracelet
TI-441-3	33.00	16.50	Constant	White Lite Era <sup>®</sup> case, matching metal bracelet
TI-441-4	43.00	21.50	Constant	Golden tone Lite Era <sup>®</sup> case, matching metal bracelet
TI-555-10	15.00	8.97	None	Black plastic case, matching plastic strap
TI-558-1	19.00	11.95	Constant	White Lite Era <sup>®</sup> case, black plastic strap
TI-558-2	20.00	12.57	Constant	Golden tone Lite Era <sup>®</sup> case, brown plastic strap
TI-558-3	20.00	12.57	Constant	White Lite Era <sup>®</sup> case, matching metal bracelet
TI-558-4	25.00	15.75	Constant	Golden tone Lite Era <sup>®</sup> case, matching metal bracelet
TI-562-10	17.00	10.17	None	Wristwatch, 15 min. stopwatch, black plastic case, matching plastic strap
TI-574-FK	35.00	17.50	Incand.	Black plastic chronograph, dual time zone, matching plastic strap, aerobic book and chart
TI-576-11	30.00	15.00	Incand.	Black plastic alarm, matching plastic strap
TI-584-11	35.00	17.50	Incand.	Black plastic alarm chrono, dual time zone, snooze alarm, matching plastic strap
TI-584A-11	35.00	17.50	Incand.	Black plastic alarm chrono, dual time zone, matching plastic strap
TI-656-10	23.00	13.77	None	Women's super thin, navy blue plastic case, matching strap
TI-656-15	23.00	13.77	None	Women's super thin, white plastic case, matching strap
TI-656-20	26.00	15.57	None	Women's super thin, white tone Lite Era <sup>®</sup> case, black plastic strap
TI-656-25	30.00	18.00	None	Women's super thin, golden tone Lite Era <sup>®</sup> case, blue plastic strap
TI-656-30	30.00	17.97	None	Women's super thin, white tone Lite Era <sup>®</sup> case, matching metal bracelet
TI-656-40	36.00	21.60	None	Women's super thin, golden tone Lite Era <sup>®</sup> case, matching metal bracelet
TI-741-1	26.00	13.00	Constant	Women's white tone, Lite Era <sup>®</sup> case, black plastic strap
TI-741-2	30.00	15.00	Constant	Women's golden tone, Lite Era <sup>®</sup> case, black plastic strap
TI-741-3	30.00	15.00	Constant	Women's white tone, Lite Era <sup>®</sup> case, matching metal bracelet
TI-741-4	40.00	20.00	Constant	Women's golden tone, Lite Era <sup>®</sup> case, matching metal bracelet
TI-742-20	25.00	12.00	None	Women's 5-function, brown plastic, matching strap
TI-742-30	25.00	12.00	None	Women's 5-function, navy blue plastic, matching strap
TI-742-40	25.00	12.00	None	Women's 5-function, white plastic, matching strap
TI-801-1	90.00	45.00	Constant	Alarm chrono, military time, white metal, matching metal bracelet
TI-801-2	110.00	55.00	Constant	Alarm chrono, military time, golden tone metal, matching metal bracelet
TI-804-31	50.00	25.00	Incand.	Alarm chrono, white metal case, matching adjustable bracelet
TI-804-41	60.00	30.00	Incand.	Alarm chrono, golden tone case, matching adjustable bracelet
TI-806-31	60.00	30.00	Incand.	Alarm chrono, dual time zone, white metal case, matching adjustable bracelet
TI-806-41	70.00	35.00	Incand.	Alarm chrono, dual time zone, golden tone metal case, matching adjustable bracelet
TI-808-31	70.00	35.00	Incand.	Alarm chrono, dual time zone, timer, hourly chime, white metal case, matching bracelet
TI-808-41	80.00	40.00	Incand.	Alarm chrono, dual time zone, timer, hourly chime, golden tone case, matching bracelet
TI-809-31	80.00	40.00	Incand.	Alarm chrono, 7-day programmable alarm, timer, hourly chime, white metal, matching metal bracelet
TI-809-41	90.00	45.00	Incand.	Alarm chrono, 7-day programmable alarm, timer, hourly chime, golden tone metal, matching metal bracelet
TI-831-11	60.00	30.00	Incand.	Men's 5-function analog, white metal, black simulated leather strap
TI-831-21	70.00	35.00	Incand.	Men's 5-function analog, golden metal, brown simulated leather strap
TI-831-31	70.00	35.00	Incand.	Men's 5-function analog, white metal, matching metal bracelet
TI-831-41	80.00	40.00	Incand.	Men's 5-function analog, golden tone metal, matching metal bracelet
TI-862-11	70.00	35.00	Incand.	Analog alarm/chrono, snooze alarm, chime, white metal, black simulated leather strap
TI-862-21	80.00	40.00	Incand.	Analog alarm/chrono, snooze alarm, chime, golden tone metal, brown simulated leather strap
TI-862-31	80.00	40.00	Incand.	Analog alarm/chrono, snooze alarm, chime, white metal, matching metal bracelet
TI-862-41	90.00	45.00	Incand.	Analog alarm/chrono, snooze alarm, chime, golden tone metal, matching metal bracelet

## Product Assortments

Model	Suggested Retail†	Dealer Price	Description
<b>TPLCD-20D</b>	593.00	306.40	19 watches, 15 models, men's and women's LCD watches
	N/C	38.00	POP-7901 counter-top display
	38.00	N/C	Assortment bonus watch, TI-356A-41 men's metal or equivalent value watch(es)
	631.00	344.40	Total assortment TPLCD-20D
<b>TPLCD-10</b>	442.00	200.80	10 watches, 8 models, men's and women's LCD watches

Every effort will be made to ship assortments as described. However, Texas Instruments reserves the right to substitute models of the same cost. **POP-7901 Point of Purchase Displays** may be ordered separately on POP order form. Contact your Texas Instruments representative for details.

**ORDERING INFORMATION** (1) Single model orders must be in multiples of 5 watches.  
 (2) Minimum order is 50 watches.  
 (3) Minimum shipment is 10 watches per store location.

All orders are subject to acceptance by Seller's authorized representative, Lubbock, Texas.

Prices are FOB, Lubbock, Texas

†The suggested retail prices shown are suggestions only and it is the customer's responsibility to independently determine the prices at which he sells the product. The suggested retail prices are Texas Instruments' assessment of the retail value of the merchandise as compared to other product offerings in the marketplace.

Texas Instruments reserves the right to make changes in materials and specifications without notice.

Price subject to change upon reasonable notice or pursuant to current contracts.

A nominal insurance charge will be added to cover loss of value unless otherwise instructed by customer.

3% Co-op allowance applies to all watches listed in this price sheet.

## TI Watch Battery Cross-Reference Table

WATCH SERIES	250	262	263	350	363	441	550	574/576/584	656	741/750	801	803	806	804/808
<b>TYPE</b>	LCD	LCD	LCD	LCD	LCD	LCD	LCD	LCD	LCD	LCD	LCD	LCD	LCD	LCD
<b>MALLORY DURACELL</b>	—	10L130	10L125	10L125	10L125	10L123	10L123	10L125	—	10L130	10L122	10L125	10L122	10L125
<b>EVEREADY</b>	397	391	392	392	392	393	393	392	397	391	389	392	389	393

## U. S. Sales Offices

### Arizona

8102 N. 23rd Ave., Suite A  
 P.O. Box 35160  
 Phoenix, Arizona 85069  
 (602) 249-1313

### California

#### Orange County Area

3186-J Airway  
 Costa Mesa, California 92626  
 (714) 540-7311

#### Los Angeles Area

831 S. Douglas St.  
 El Segundo, California 90245  
 (213) 973-2571

4333 View Ridge Avenue (B)  
 San Diego, California 92123  
 (714) 565-0406

#### San Francisco Area

776 Palomar Ave.  
 Sunnyvale, California 94086  
 (408) 732-1840

### Colorado

9725 Hampden  
 Denver, Colorado 80231  
 (303) 695-2800

### Florida

#### Southern Florida Area

2765 NW 62nd St.  
 Ft. Lauderdale, Florida 33319  
 (305) 973-8502

#### North Central Florida Area

1850 Lee Road, Suite 115  
 Winter Park, Florida 32789  
 (305) 644-3535

### Georgia

3300 Northeast Expwy., Bldg. 9  
 Atlanta, Georgia 30341  
 (404) 452-4600

### Illinois

#### Chicago Area

515 W. Algonquin Rd.  
 Arlington Heights, Illinois 60005  
 (312) 640-2954

### Indiana

2346 S. Lynhurst, Suite J-400  
 Indianapolis, Indiana 46241  
 (317) 248-8555

### Massachusetts

#### Boston Area

400-1 Totten Pond Road  
 Waltham, Massachusetts 02154  
 (617) 890-7400

### Michigan

#### Detroit Area

26211 Central Park Blvd.  
 Southfield, Michigan 48076  
 (313) 353-0830

### Minnesota

#### Minneapolis Area

7625 Park Lawn  
 Edina, Minnesota 55435  
 (612) 830-1611

### Missouri

8080 Ward Parkway  
 Kansas City, Missouri 64114  
 (816) 523-2500

2368 Schuetz Road  
 St. Louis, Missouri 63141  
 (314) 569-2264

### Nebraska

407 N. 117th St.  
 Omaha, Nebraska 68154  
 (402) 330-2510

### New Jersey

#### New York/New Jersey Area

292 Terminal Ave. West  
 Clark, New Jersey 07066  
 (201) 574-9011

### New York

#### Northern New York Area

1210 Jefferson Road  
 Rochester, New York 14623  
 (716) 461-1800

### North Carolina

8 Woodlawn Green  
 Suite 100  
 Charlotte, North Carolina 28210  
 (704) 527-0930

### Ohio

#### Cleveland Area

23408 Commerce Park Rd.  
 Beechwood, Ohio 44122  
 (216) 464-6100

4124 Linden Avenue  
 Suite 100, Kingsley Bldg.  
 Dayton, Ohio 45432  
 (513) 258-3877

### Oregon

#### Portland Area

10700 S. W. Beaverton Hwy.  
 Beaverton, Oregon 97005  
 (503) 643-6750

### Pennsylvania

#### Pittsburgh Area

420 Rousser Road  
 Three Airport Office Park  
 Coraopolis, Pennsylvania 15108  
 (412) 771-8550

### Philadelphia Area

575 Virginia Ave.  
 Ft. Washington,  
 Pennsylvania 19034  
 (215) 643-6450

### Texas

P. O. Box 225214 MS393  
 Dallas, Texas 75265  
 (214) 238-6544

9000 S. W. Freeway  
 Suite 400  
 Houston, Texas 77036  
 (713) 776-6598

1938 N. E. Loop 410  
 Suite 191  
 San Antonio, Texas 78217  
 (512) 828-9104

### Utah

3672 West 2100 South  
 Salt Lake City, Utah 84120  
 (801) 973-6310

### Virginia

#### Washington, D. C. Area

1745 Jefferson Davis Hwy.  
 Suite 600, Crystal Sq. 4  
 Arlington, Virginia 22202  
 (703) 553-2226

### Washington

#### Seattle Area

2723 152nd Ave. N. E.  
 Bldg. 6  
 Redmond, Washington 98052  
 (206) 881-3080

Artwork: Joerg Woerner  
 Datamath Calculator Museum

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