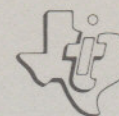


Texas Instruments

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 [®] case, matching metal bracelet
TI-441-4	43.00	21.50	Constant	Golden tone Lite Era [®] 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 [®] case, black plastic strap
TI-558-2	20.00	12.57	Constant	Golden tone Lite Era [®] case, brown plastic strap
TI-558-3	20.00	12.57	Constant	White Lite Era [®] case, matching metal bracelet
TI-558-4	25.00	15.75	Constant	Golden tone Lite Era [®] 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 [®] case, black plastic strap
TI-656-25	30.00	18.00	None	Women's super thin, golden tone Lite Era [®] case, blue plastic strap
TI-656-30	30.00	17.97	None	Women's super thin, white tone Lite Era [®] case, matching metal bracelet
TI-656-40	36.00	21.60	None	Women's super thin, golden tone Lite Era [®] case, matching metal bracelet
TI-741-1	26.00	13.00	Constant	Women's white tone, Lite Era [®] case, black plastic strap
TI-741-2	30.00	15.00	Constant	Women's golden tone, Lite Era [®] case, black plastic strap
TI-741-3	30.00	15.00	Constant	Women's white tone, Lite Era [®] case, matching metal bracelet
TI-741-4	40.00	20.00	Constant	Women's golden tone, Lite Era [®] 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
TPLCD-20D	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
TPLCD-10	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
TYPE	LCD	LCD	LCD	LCD	LCD	LCD	LCD	LCD	LCD	LCD	LCD	LCD	LCD	LCD
MALLORY DURACELL	—	10L130	10L125	10L125	10L125	10L123	10L123	10L125	—	10L130	10L122	10L125	10L122	10L125
EVEREADY	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

TEXAS INSTRUMENTS
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