

# CROSS®

*perfect gifts* TO CELEBRATE  
DADS AND GRADS



OUR GIFT TO YOU  
**FREE STANDARD SHIPPING**

on any order of \$90 or more. Enter promotion code  
SPRINGSHIP at checkout. Offer expires 6/16/12.

SPRING 2012 [cross.com](http://cross.com)

# CROSS® *gift thoughtfully*

This is a season of many celebrations. From Father's Day and graduations to weddings, anniversaries and birthdays, Cross pens and accessories are the perfect way to mark the occasion and say "Here's to you!"

Our online Gift Finder at [cross.com/giftfinder](http://cross.com/giftfinder) makes shopping simple: just tell us who you're looking for, or what you've got in mind, and our Gift Finder will help you zero in on that perfectly thoughtful gift.



## FOR THE **CLASSIC DAD**



CLASSIC® CENTURY®  
10 Karat Gold Pen and  
Pencil Set

ADVANTAGE  
Mosaic Chrome

## FOR THE **MODERN GRAD**



SAUVAGE  
Blue Crocodile

AUTOCROSS  
Pebbled Leather  
Pen Case

### DON'T FORGET!

Add engraving or de-bossing and gift wrap to make your gift even more special!

### GET STARTED NOW!

Go to [cross.com/giftfinder](http://cross.com/giftfinder) to see gift ideas, or call 1-800-282-7677 and talk with one of our knowledgeable Gift Advisors.



The screw-off cap  
hides a pencil eraser.

## PERFECT GIFT FOR THE *multi-tasker*

### TECH3

#### TACKLE EVERYTHING WITH STYLE

With a simple twist of the barrel, they can switch from a black ballpoint to red ballpoint to a .5mm pencil. Whether they focus on the big picture, the fine details, or both — they can do it all with the Tech3.

- A **FROSTY PINK** #AT0090-6C \$55
- B **SATIN BLUE** #AT0090-2C \$55
- C **SATIN BLACK** #AT0090-3C \$55
- D **SATIN CHROME** #AT0090-5C \$55



#### THREE WRITING OPTIONS IN ONE!

The pen goes from black to red to pencil and back to black.

See a video of Tech3 at [cross.com/tech3](http://cross.com/tech3).

Do even more with the new Tech4 featured on the back cover.



# FOR THE STYLE SETTER AND *go-getter*



All journals come with a complimentary Cross pen.

## TEXTURED JOURNALS

Designed for to-do lists and meeting notes. Comes with an attractive, textured nylon cover, plus ribbon page marker, expandable inner pocket and perforated acid-free paper. Available in medium (7" x 9.75") and small (4" x 5.75").

### NEW COLORS FOR SPRING!

- A **BLUE** (medium) #AC249-3MC **\$25**
- B **RED** (small) #AC249-4SC **\$20**
- C **GREY** (small) #AC249-2SC **\$20**

## SIGNATURE JOURNALS

The detailing and size make it perfect for the note-taking Dad or Grad. Comes with a ribbon page marker, cleverly integrated pen sleeve, expandable inner pocket and acid-free paper. Shown in small, also available in medium.

- D **BLACK** #AC236-1S **\$20**
- E **WHITE** #AC236-6S **\$20**
- F **PINK** #AC236-3S **\$20**
- G **GREEN** #AC236-4S **\$20**
- H **BLUE** #AC236-5S **\$20**
- I **BROWN** #AC236-2S **\$20**

**MORE DESIGNS AVAILABLE AT CROSS.COM.**



**FREE STANDARD SHIPPING** on any order of \$90 or more. Enter promotion code SPRINGSHIP at checkout.



**ADD A PERSONAL TOUCH WITH ENGRAVING.**

Now available with a soft touch, non-slip grip.

## C-SERIES THE COMMANDING, CAP-LESS ROLLERBALL

Fusing automotive detailing and distinctive finishes, the C-Series is precision engineered to deliver gripping performance. Can easily convert to a ballpoint pen.

- J **MONACO BLUE SMOOTH TOUCH**  
Rollerball Pen #AT0395-5ST **\$100**
- K **PERFORMANCE BLACK SMOOTH TOUCH**  
Rollerball Pen #AT0395-1ST **\$100**
- L **QUICK SILVER SMOOTH TOUCH**  
Rollerball Pen #AT0395-6ST **\$100**
- M **CARBON BLACK**  
Fountain Pen #AT0396-3 **\$185**



**PAIR MATCHING CUFFLINKS WITH A C-SERIES PEN FOR A TRULY SPECIAL GIFT.**

**CARBON BLACK CUFFLINK #AC217-2 \$70**



# SMART AND CONTEMPORARY, JUST *what they want*

## CENTURY® COLORS COMBINE STYLE, PERFORMANCE AND WHIMSY

Slim, delicate and distinctly feminine, the Century Colors are ideal for the woman who knows how to balance business and pleasure.

- A **VIOLET Ballpoint Pen** #AT0082-49 **\$50**
- B **TENDER ROSE GINGHAM Ballpoint Pen** #AT0082-67 **\$50**

More colors available at [cross.com](http://cross.com).



## CROSS SENTIMENT

A favorite gift with a removable heart-lock and key charm in a velvet pouch.

- C **SCARLET RED Ballpoint Pen** #AT0412-3 **\$85**

Black and Ivory finishes also available.

## CROSS AFFINITY

Wrapped in gloss and Hollywood glamour, this pen mixes vintage looks with a lightweight feel.

- D **OPALESCENT BLACK Fountain Pen** #ATO426-1 **\$100**

Also available as ballpoint and rollerball in red and blue finishes.



## TEXTURED JOURNAL

For full description, please turn to page 4.

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## ATX® A PLEASURE TO HAVE AND TO HOLD

Contemporary style in a chic, ergonomic design. Delivers great performance and practicality.

- E **MATTE CHROME Fountain Pen** #886-1 **\$85**
- F **NEW! TRANSLUCENT BLUE LACQUER Ballpoint Pen** #882-37 **\$60**
- G **NEW! BLACK LACQUER Rollerball Pen** #885-36 **\$75**
- H **BASALT BLACK Ballpoint Pen** #882-3 **\$55**
- I **NEW! PEARLESCENT WHITE LACQUER Rollerball Pen** #885-38 **\$75**  
**Fountain Pen** #886-38MS **\$90**



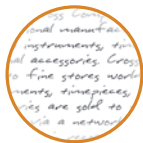
## WALKER READERS

A fashionable, full-frame reader featuring precisely aligned lens centers to reduce eye strain and maximize reading comfort. Includes unique reusable storage/travel case. Available in magnification strengths from +1.00 to +3.50 diopter. #RD0090-1 **\$30**



## CROSS ASPHERIC LENSES

Thinner and lighter with a wider field of vision.



Conventional Lens



Aspheric Lens



# CLASSIC STYLES FOR *classic tastes*

Always appreciated, always distinctive. Gift the sleek, original Classic® Century®, the bolder Century II or the executive Cross Townsend®. For full information on all finishes and writing options, please visit cross.com. And to complete your gift, add an ink refill.

## CLASSIC CENTURY A CLASSIC OF AMERICAN DESIGN

The pen that started a design revolution. Universally recognized for its slim silhouette, conical tapered top, and subtle appointments. Unanimously appreciated for its iconic silhouette and authenticity.

A **10 KARAT GOLD-FILLED .7mm Pencil** #450305 **\$85**

B **CLASSIC BLACK Rollerball Pen** #2505 **\$65**

C **LUSTROUS CHROME Ballpoint Pen and Pencil Set** #350105 **\$60**

*Most finishes available as pen and pencil set.*



## MAKE YOUR GIFT *extraordinary*



For a special graduation gift, add custom engraving for \$8.00 and our signature gift wrapping for only \$3.00.

Pair matching cufflinks with any of the pens on this page for an extraordinary gift for Dad. More finishes available at cross.com.



## CLASSIC CENTURY CONICAL CUFFLINK

A statement cufflink for the self-assured. Features rhodium-plated accents with enamel. #AC160-2 **\$55**

**FREE STANDARD SHIPPING** on any order of \$90 or more. Enter promotion code SPRINGSHIP at checkout.

## CROSS TOWNSEND A STATEMENT OF STYLE AND CONFIDENCE

Inspired by Art Deco design, with distinctive finishes, precious metals and the signature double band. A perfect gift for anyone who values individuality and impeccable style.

- D **10 KARAT GOLD-FILLED Fountain Pen** #706 **\$385**
- E **BLACK LACQUER/RHODIUM-PLATED Rollerball Pen** #AT0045-4 **\$150**



## CENTURY II A BOLD TWIST ON A CLASSIC

A little wider than the Classic Century, finessed with fine metals, it's everything Cross is famous for, only bigger.

- F **CLASSIC BLACK Ballpoint Pen** #2502WG **\$80**
- G **STERLING SILVER Ballpoint Pen** #HN3002WG **\$155**
- H **MEDALIST Rollerball Pen** #3304 **\$95**
- I **10 KARAT GOLD-FILLED Fountain Pen** #4509 **\$295**

*Most finishes available as pen and pencil set.*





# DESIGNED FOR THOSE WITH *distinctive style*

## 2012 YEAR OF THE DRAGON SPECIAL EDITION

Lustrous hand-polished lacquer is encircled by an intricately-etched 23 Karat gold-plated dragon and appointments for a pen that embodies the beauty and fiery spirit of the imperial symbol.



With unique gift packaging and specially-designed pen stand, this is the gift of a lifetime for the pen aficionado.



**A RED LACQUER**  
Rollerball Pen  
#AT0315-9C **\$300**

**B BLACK LACQUER**  
Ballpoint Pen  
#AT0312-8C **\$250**

*Also available as fountain pens.*

## APOGEE®

### THE POWER SUIT OF PENS

A perfect balance of streamlined style and classic proportions. Choose from an array of elegant finishes that are anything but business as usual.



**C FROSTY STEEL**  
Ballpoint Pen #AT0122-6 **\$135**

**D TITIAN RED LACQUER**  
Rollerball Pen #AT0125-3 **\$150**

**E BLACK STAR LACQUER**  
Fountain Pen #AT0126-2 **\$230**

*For full information on all finishes and writing options, please visit [cross.com](http://cross.com).*

## AUTOCROSS LEATHER PASSPORT WALLETS

Impeccably crafted in full-grain leather and designed for accessibility, it's the perfect gift for people with places to go. Includes a passport pocket, five card slots, full-length multi-purpose pocket, and a Cross mini pen.

**F BLACK** #AC246-1 **\$65**

**G BROWN** #AC246-9 **\$65**





GIFTS THAT MIX  
*work and play*



**CROSS EDGE**  
**THE MOST FUN YOU’LL HAVE WITH A PEN**

For the giftee who knows that life is more than just hard work. Slide it open to write, then snap it shut. Switch out the refill with red, blue or purple gel inks. You won’t be able to resist the temptation to play with Edge.

See a video of the Edge pen at [cross.com/edge](http://cross.com/edge).

- A NITRO BLUE Gel Ink Pen #AT0555-3C \$40
- B TITANIUM Gel Ink Pen #AT0555-5C \$40
- C OCTANE GREEN Gel Ink Pen #AT0555-4C \$40
- D JET BLACK Gel Ink Pen #AT0555-2C \$40

Easily converts to a ballpoint pen.

**FREE STANDARD SHIPPING** on any order of \$90 or more. Enter promotion code SPRINGSHIP at checkout.



**MELVILLE RIMLESS READERS**

Updated elegance and style. The precisely aligned lens centers reduce eye strain and maximize reading comfort. Includes unique reusable storage/travel case. Available in magnification strengths from +1.00 to +3.50 diopter. #RD0030-2 \$30

*Aspheric lenses are thinner and lighter than conventional lenses, with a wider field of vision. (See example on page 7.)*



**MEDIUM SIGNATURE JOURNAL**

F For full description, please turn to page 4.

**AUTCROSS® LEATHER PADFOLIO AND JOTTER**

As comfortable in the boardroom as the living room. Our Autocross line features supple, full-grain leather and signature perforated detailing.

**PADFOLIO**  
The Padfolio includes expandable pockets and card slots.

E **BLACK** #AC245-1 \$145

**JOTTER**  
The Jotter is sized to fit in a jacket pocket and includes a pen loop.

G **BROWN** #AC131-9 \$55

For more colors and sizes, visit [cross.com/autocross](http://cross.com/autocross).



All padfolios, jotters and journals come with a complimentary Cross pen.



## GREAT GIFTS FOR *every taste*

### CROSS TORERO

The beautiful texture and tactile sensation of luxurious wraps give this collection unrivaled comfort and warmth.

- A **BORDEAUX CROC EMBOSSED**  
Ballpoint Pen #AT0542DC-2 ~~\$85~~ \$28
- B **BRAIDED BLACK**  
Ballpoint Pen #AT0545DC-1 ~~\$85~~ \$30
- C **DESERT DIAMONDBACK**  
Rollerball Pen #AT0545DC-3 ~~\$95~~ \$30



### LEGACY PADFOLIO

Includes a Cross accessory pen, a notepad, additional inner pen loop, expandable document pocket, 2 small note pockets and 4 card slots.

D #AC237-3 ~~\$100~~ \$55

### DUBAI PEN AND PENCIL SET

A beautiful and affordable Cross pen and pencil set. This classic ballpoint pen and .7mm pencil is a popular gift with Graduates.

- E **BLACK/CHROME**  
#AT0271A-7 ~~\$30~~ \$12



### CARDINAL PEN AND NOTECARD GIFT SETS

- F **CHROME PEN/GREY NOTECARD** #AT0192-6NC ~~\$25~~ \$9
- G **WHITE PEN/PINK NOTECARD** #AT0192-7NC ~~\$25~~ \$9
- H **BLACK PEN/BLUE NOTECARD** # AT0192-8NC ~~\$25~~ \$9



MAKE IT EXTRA SPECIAL  
WITH ENGRAVING.



### MEN'S CHICAGO ROSE GOLD DIAL WATCH

Classic appeal meets Swiss quartz movement that's water resistant to 100 feet.

I #WMAJ35 ~~\$120~~ \$50

### SUN READERS

Perfect for heading outdoors or to the office, and outfitted with precisely aligned lens centers that reduce eye strain and maximize reading comfort. Aspheric lenses are thinner and lighter than conventional lenses, with a wider field of vision.

- J **COLLINS** #RD0071-1 ~~\$30~~ \$7

- K **CLANCY** #RD0061-1 ~~\$30~~ \$7

Available in magnification strengths from +1.00 to +3.50 diopter.





## SATISFACTION GUARANTEED

Get a full refund on non-engraved items returned within 30 days, no questions asked.

## YOURS FOR A LIFETIME

Whether it's brand new or you've had it forever, our pens & pencils are guaranteed for life.

Shop our complete selection at [cross.com](http://cross.com)

\*On any order of \$90 or more. Enter promotion code SPRINGSHIP at checkout. Offer expires 6/16/12.

# CROSS

A.T. CROSS Company  
One Albion Road  
Lincoln, RI 02865-3700

Customer Number

PRSR STD  
U.S. POSTAGE  
**PAID**  
A.T. CROSS CO.

## FREE STANDARD SHIPPING\*

# PERFECT FOR DOING FOUR THINGS *at once*

## NEW FOR 2012!

### TECH4

#### TAKE CARE OF BUSINESS

Tech4 takes the versatility of the Tech3 up a notch. Start your document using black ink, and with a simple twist, make mark-ups in red, blue or pencil. The option of our new smooth-touch non-slip finish adds a new dimension in comfort.

- A **PERFORMANCE BLACK SMOOTH TOUCH**  
Multi-Function Pen #ATO610-1 \$75
- B **LUSTROUS CHROME**  
Multi-Function Pen #ATO610-3 \$75
- C **FORMULA RED SMOOTH TOUCH**  
Multi-Function Pen #ATO610-2 \$75

*Eraser automatically "pops up" when the pencil is selected.*

#### FOUR WRITING OPTIONS IN ONE!

The pen goes from black to blue to red to pencil and back to black.

