

Auto-graphs

Published for your
information
by *Autopoint*
a division
of **CORY**



3200 W. Peterson Avenue
Chicago 45, Illinois

JANUARY-FEBRUARY, 1963

Autopoint's Man of the Year



Doing what he likes ... and, doing it well - ED ROACH, Autopoint's Man of the Year, 1962.

Autopoint's Man of the Year

SOME QUESTIONS ONLY *sound* simple, like: "What salesman showed the greatest *all-around* growth in the year 1962?"

But, digging-out the answer is something else again!



Ed Roach

THE BITTER HOURS

Having just concluded one of our best years, the sales increases we enjoyed in '62 were obviously the result of the efforts of many people, not just one. There must be other factors to consider in trying to select a "Man of the Year." The job, obviously, was not going to be easy. It was

thought best to first define

the terms: "What combination of accomplishments does it take to be *THE* top-notch?"

Bob Newell, our General Sales Manager, commented, "Every measuring and evaluating standard that could be applied was used in making a decision: Total dollar volume, number of accounts, number of orders, number of new accounts, promotional ideas, creative sales promotions, greatest percentage growth, etc."

As the 1962 records were scanned, screened and compared, one man's name kept coming to the top time after time. He was first on more tabulations than any other salesman, and only on two did he rank lower than fourth. Sure, there were some men that did more dollar volume, and there was one who had more orders, but for *all-around* growth only one name kept popping up. Here, then, was the answer: Ed Roach, our man in Havana (Illinois) was easily the 1-9-62 Man of the Year!

SOMETHING SPECIAL

Examination of the records makes it clear why Roach was picked as top man. Here was a newcomer to the industry, and to Autopoint, who quickly established some enviable records. Starting late in 1961, Ed's first year in the business, he quickly chalked-up 89 orders totaling almost \$8000 in volume. It was an auspicious beginning that marked him as a man to watch. In 1962, his 235 orders gave him a tremendous 378 percent increase in dollar volume. This outstanding fact alone pointed to Ed Roach as Number One man.

But, that wasn't all: Account-wise, his customers were distributed among a wide variety of classes of trade: organization-use customers, advertising-use customers, incentive and premium buyers, and business gift buyers.

Creative "idea" selling is Ed Roach's approach. He tries to visualize the

"problem" and come up with an idea to resolve it. He proves the superiority of our merchandise and shows conclusively the benefits to his account. Orders come easy after that.

IMAGINATIVE

Everybody agrees that Ed's *imaginative approach* to selling and his absolute conviction that he must supply his customers with *quality merchandise* are responsible for his selling achievements.

Asked to name his favorite Autopoint or Cory product, Roach's reply indicated his versatility and wide range of creative interests. "I don't have any favorites. They all sell just fine - and, I don't get any kicks or complaints from my customers." (To prove it, he turned in the very first order for the new Cory "Quick Defrost." The order called for 24 units to be used as "a starter" in his customer's incentive program.)

REALIZED AMBITION

Roach's success is especially interesting because he's new in the field of selling. Formerly, as catering manager of a hotel in central Illinois, he became acquainted with Bob Fredrickson, who stayed there on his downstate trips. He admired Bob and his Autopoint line. He envied the freedom of a sales position and recognized the need for a superior line of merchandise that had wide sales appeal and versatility. Coupled with Roach's wide circle of friends and his pleasant personality, Fredrickson recognized that Ed "had plenty on the ball," despite the fact that he had no previous Specialty Sales experience. It was a happy combination when Ed Roach received his Autopoint sample line in late 1961.

Ed and his lovely missus were honored recently (at a luncheon in Chicago) by his "proud as a peacock" District Manager Bob Fredrickson and Mrs. Fredrickson, General Sales Manager Bob Newell, and President Sol Shulman.

Though it's been a mercurial rise for Ed, it's been a rise which indicates a lasting stability for success. His charm and personality and his ability to increase the profits of his customers by instilling promotional ideas in their minds, makes us proud to have Ed in our Autopoint organization. He's doing what *he likes to do*. We salute Ed Roach **1962's Autopoint Man of the Year!**

Autopoint Company sales organization members and employees are encouraged to submit items of information and general interest for publication in future issues of "Auto-graphs."

Address your communications to: Jim Edwards, Editor, "Auto-graphs," Autopoint Company, 3200 W. Peterson Avenue, Chicago 45, Illinois.



News from Newell

By General Sales Manager Bob Newell

"Every human being has greater potentiality than he knows or shows."

SURE, IT'S A textbook statement; it is the underlying principle of every human relations lecture, all self-improvement courses, and every sales clinic any of us have ever participated in or attended. The statement, originally attributed to industrialist James Lincoln of the Lincoln Electric Company, is a truism that defies argument.

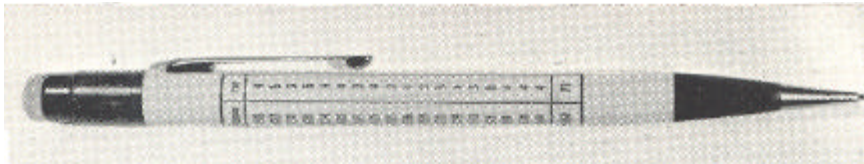
Let's not simply agree with the statement. Let's do something about reaping the profit of the untapped potentiality all of us have.

Here is a fundamental way you can develop your potential and earnings with Autopoint: *study and digest the salient points of Autopoint's bulletins, catalog pages, special promotions, etc.*, to improve your knowledge of our line. Selling, as in all professions, requires *knowledge and skill*. One without the other is wasteful. Develop your skill, and *apply* your knowledge, by using the multitude of suggestions and ideas forwarded to you regularly.

If you have become indifferent, blasé, or perhaps sophisticated, so that your reception of new selling ideas prevents you from becoming enthusiastic and eager to add them to your sales techniques, you won't come close to receiving any benefit from that God-given capacity and potentiality you have.

Add to that knowledge, and polishup your skill in presenting our line. The other important and rewarding factors necessary for full realization of your potential - enthusiasm and self-confidence follow knowledge and skill as night follows day.

Maybe you don't know how good you are!



Ideas like this can be easily translated into dollars and cents.

Win a \$100 Savings Bond

SIMPLE, PRACTICAL IDEAS are often the ones which pay the biggest dividends. Autopoint sales climb higher year after year -and one of the important "reasons why" stems from the fact that Autopoint salesmen keep coming-up with good ideas that help sell more and more products.

To help exchange these sales ideas with you, "Auto-graphs" initiates a new feature, the "Big 'A' Creative Corner." We're on the prowl for any ideas which a salesman has found to be effective in selling, in promotion, in new products' new uses for old products, new methods, time-savers, etc.

For every idea that we publish, Autopoint will give the originator 100 ball point pens with his name and address printed on each. The pens can be used for presentation to customers and prospects to stimulate more sales.

At the end of the year, we'll forward a \$100 U.S. Savings Bond to the salesman who has had the most ideas published.

"SALESMEN SHOULD encourage customers to use slogans on Autopoint products," suggests Joe Shaver. "These slogans often help increase the size of a sale. And it works for both business and organization prospects," says Joe.

Suppose, for example that a company wants pencils both for its own office use and for promotional distribution. By using a safety or sales slogan and the customer's name and trademark on each pencil, the purchase price might be split between the customer's office supply and his safety or sales budgets.

writing instrument with which to keep his score as well. Marty has been selling the #164CH for this purpose, and has sold them to numerous country clubs, and, of course the "Pro's" name is on the pencil with the club's name, address, and phone number.

The same pencil, with a four-percent financing-charge table, has been sold to a Philadelphia bank. Other uses include pencils with sales-tax tables printed on them for waitresses in restaurants, department store clerks, etc. And, incidentally, the #64T Dialer Pencil adapts beautifully to barber-pole stripes-a natural barber-shop customer-increaser! When artwork (for special applications to go on pencils) is supplied by the customer, the cost is only \$5 per color used.



Martin Jaeger has been Direct Factory Representative in the Philadelphia area only since July, 1962. His hobby is creative writing and he has come up with several dandy ideas for creatively selling

pencils. For example, Martin is selling "golf" pencils (above) which bear the number, distance, and par for each hole. With such a pencil, a golfer not only has the information he needs, but a quality

National Ad Campaign

A GRAND TOTAL of 2,360,663 pre-qualified business buyers will soon be reading Autopoint advertising on a regularly scheduled basis.

Advertising space contracts were signed in mid-January marking the entry of the Autopoint Company into a heavy business advertising campaign. This new advertising will be in addition to the regular trade campaigns and publicity programs.

HIGHLY REGARDED

This decision was reached by management after a survey revealed "that Autopoint enjoys a tremendous business franchise despite their limited consumer advertising." This survey further pointed out that "Autopoint is held in extremely high regard by industrial buyers as a blue-chip manufacturer of quality merchandise. The image projected by the Company is one of stability and reliability. In a field, now cluttered by 'unknown' brands whose business ethics are often suspect or whose concern for quality falls far short of acceptable standards, Autopoint stands almost alone."

The first step toward strengthening this image and further acquainting millions of new customers with the Autopoint "story" came on September 5, 1962. On that date, Autopoint entered into an agreement with Robert Haas Advertising, a young, aggressive, creative agency. Haas' new client had a tremendous base upon which to build, as the survey pointed out. Now they demanded a new, bold, imaginative advertising approach.

MARKET AIM

For the past few months, Haas' marketing experts have been quietly, but efficiently, probing and asking questions and seeking-out the answers. The result of this preliminary work has been an unusual, coordinated series of ads designed to reach the widest possible markets: A. The office-use field; B. The advertising-incentive field; and C. The premium field.

The entire campaign will be "interrelated" to establish Autopoint as a *fullline* producer of top-quality writing instruments and desk accessories.

As of this date, advertising has already been scheduled on a monthly basis in the following publications: *Wall Street Journal*, *Dun's Review*, *Purchasing*, *The Office Modern*, *Office Procedures*, *Premium Practice*, and others. Look for 'em. They'll be bringing business your way.

REAL LEADERS ALL

Jan. 1-Dec. 31, 1962

1. Ed Feig (247)Chicago, Ill.
2. Ed Roach (235)Havana, Ill.
3. Harold Oyaas (214)Kirkwood, Mo.
4. Roy Johnson 1181)Chicago, Ill.
5. Frank Lewis (159)Missoula, Mont.
6. John Stredney (154)Lyndhurst, O.
7. Charles Ballew (153)Jefferson, Mo.
8. Guido Meneghini (136)Carnegie, Pa.
9. Reub Ahlberg (130)Minneapolis, Minn.
10. Tom Alcott (115)North Syracuse, N.Y.
11. Francis Spreitzer (102)Chicago, Ill.
12. Leland Heinke (101)Coshocton, O.
13. Jack Chellew & Sons (93)Cincinnati, O.
14. Clarence Bogenberger (90)Brookfield, Wis.
15. Herb Mattson (88)Minneapolis, Minn.

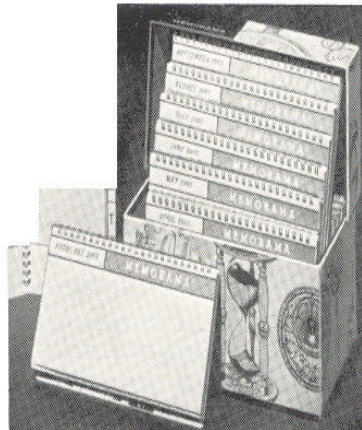
New tax laws make Memorama a "must" for record keeping

BUSINESSMEN AND WOMEN are concerned and confused about new Bureau of Internal Revenue rules governing travel and entertainment expenses. Better record keeping by all is a must.

You'll do yourself a favor by using the new Memorama to keep schedules, notes, records of your appointments, etc., to substantiate your tax claims. Indirectly too, you'll also be opening the door to future Memorama sales by proving its daily usefulness to your customers

THIS IS THE LAW

1. All taxpayers must substantiate by adequate records all claimed deductions for entertainment, travel, and business gifts.
2. No entertainment deductions will be allowed unless the taxpayer establishes that the expense is directly related to the active conduct of his trade or business. But an entertainment item which directly precedes or follows a bona-fide business discussion will be deductible.
3. Spending on clubs, hunting lodges, yachts, and the like, will not be deductible unless the facility is used more than 50 percent of the time in furtherance of the taxpayer's trade or business.
4. There is a \$25 limit on deductions for business gifts to one person in a year, with minor exemptions.



Autopoint's Memorama



Is there good customer acceptance of the Memorama? You bet there is. The letter reproduced here is typical of many we've received to support our contention that our Memorama is the best designed, easiest to use product of its kind on the market.

December 12, 1962

Autopoint Company
Chicago, Illinois

Dear Sirs:

I have recently seen your new product "Memorama".

To me this represents the finest thing of its kind and I am very anxious to secure four sets of this item as Christmas Gifts.

I have tried every conceivable outlet in Portland and Seattle to no avail.

Will you ship me by return mail the above mentioned four sets.

You may send C.O.D.

Very sincerely,

Lee Stewart
Lee Stewart

aw/ls

Uses growing

AMERICA TODAY is in the whirl of a numbers game that undoubtedly will grow in the years to come. And each of us will need a "memory drum" for numbers only.

Everybody and everything, it seems, is being assigned numbers.

Banks give you a special number for deposit accounts and this also should be on the tip of your memory drum for quick service.

And with the electronic age, the telephone companies have gone all out with direct dialing, which requires, in some cases, a seemingly endless list of digits.

In case of emergencies, there is the police phone number, fire department number, and your hospitalization policy number.

If you are a motorist, it's an auto license number, driver's license number, in some cases a city drivers permit number, etc.

Or, if you're in the bakery, butcher shop, or supermarket . . . grab a number.

Before most of us are permitted to do an honest day's work, we must have a social security number.

In an age of continual "cold war," interspersed with "hot war brinkmanship," there always will be draft numbers for some, and military serial numbers for others.

And then there's our ages, some of which never go beyond 29.

This "numbers game" also makes our *list-finders* all the more valuable.

5. Expenses (which are considered lavish or extravagant) for meals and lodging during business travel will be disallowed.

6. Expenses not really allocable to business are not deductible at all. If a business trip takes more than one week and the time spent on nonbusiness is 25 percent or more of the total time away, a fractional allocation of transportation costs must be made.

What's cooking in your "prospect pot?"

IN SELLING, there's no better insurance against the loss of a piece of business, whether it be big or small, than having plenty more prospects "in the pot."

Some may have just arrived in your "prospect pot," some are simmering and some "well done" and ready. And, it's fortunate they are in different stages of readiness, because how else could any salesman cope with all of them at once.

Contrast the salesman who has a full "prospect pot" as against the thin and anxious pot stirrers who depend for a meal on one or two slow-cooking prospects in an almost empty pot.

Which position do you prefer? It's entirely up to you.

Chitchat ... from S. S.

By President Sol Shulman

KUDOS to **Bob Martin** and the entire CORY staff who cooperated so magnificently in getting out all CORY gift items in the face of tremendous handicaps. A shortage of a few vital parts for the DEC Party Chef and a vicious snowstorm preventing their earlier delivery, and kept the Cory team working overtime to get our orders out. Shipments of the red-hot Cory line kept going-out right up to the filial wire-thanks to Bob and all the others.

Orchids too, to **Jean Nelson, Mary Ellen Sorenson and Lillian Haugan** who, though "shorthanded" in their departments, assumed the additional burdens cheerfully and accomplished the "impossible." And, don't forget the wonderful job done by **Clara Loderbauer** and her staff. These girls really put the heat on in handling a record number of orders without undue delay, The list is much too long to mention everyone by name but, our thanks to all who worked so hard and so willingly to make 1-9-62 a banner year.

FACTORY HELP

We would be remiss if we did not note our special thanks to the wonderful cooperation of our factory personnel. The job that these people did simply cannot be overlooked. It was truly magnificent! They proved their mettle in the quantity and in the quality of their work, and in the efficient manner in which they established new production records, set a new record in pencils, and a new high in ball point pens and desk accessories; meeting all delivery schedules and, most important, maintaining at all times our high standards of quality control! We doff our hats to everyone who made this possible.

Meanwhile, behind locked doors, our Research and Design staff has been busier than usual. New designs, new ideas, and new items are coming off the drawing boards. Many of them are revolutionary, and these will be tested thoroughly before their release to the field.

Soon to be released is a magnificent new version of our #210 Memo Case. (Did you know that the #210 is America's most popular memo pad, and found on more desks in more offices than any other item of its kind?) Your customers will love the sleek, new, modern profile, the basic utility and the quality built into the new #220. (Note new stock number.) We'll bet that the new #220 becomes a bigger seller than even America's current favorite, the #210!

Our designers have already come up with a "big brother" to the new #220 Memo Case, and I've just seen a handmade model of the new 4" X 6". It's breathtakingly beautiful. (I was told not to breathe a word about it, but I never could keep a secret.) This

is scheduled to be released late in the year.

Soon to be introduced, also, is a beautiful, new, economy-priced ball point pen. So graceful-that we've actually named it "The ELEGANTE." And, its low price will amaze you. We predict that "The ELEGANTE" will take its place with the d'Largo as a best seller.

Also coming closer to a reality are a number of new pen and pencil sets. Our designers have come up with a number of interesting sets, several of which are receiving serious scrutiny and consideration. An early decision is expected and, we dare say, you'll welcome them.

That hush-hush project going on behind locked doors is more than a rumor. We've been sworn to secrecy, but we can tell you it's called "Project-Contempera."

Already hard at work are our "scouts," searching the markets for new, exciting, distinguished business gifts for the 1963 line. Samples are already coming in for our consideration. After an initial screening and study, they'll be market tested, and a final decision will be made by men in the field. When finally offered, you can be sure they will be well received by your customers.

It isn't at all strange that the fellows who do the best job year after year, who get the greatest number of reorders (and new accounts), and

FAST START

JOE OVERTON started the new year off with a blast. For the week ending January 5, Joe reported a whopping \$10,331.83 in sales! Total orders and contracts were from 21 companies and organizations.

A great start-and it was a short week at that. Joe began beating the bushes for business on January 2, but helped make-up for the fewer selling days that week by picking-up \$543.75 of the total on Saturday. Congratulations, Joe!

whose sales, commissions and earnings increase annually, are the fellows who have "gotten the Autopoint *pencil* message" loud and clear. We can't impress on anyone too strongly that once you've sold your customer Autopoint *Pencils*, you can count on reorders regularly, year after year, just as surely as Monday follows Sunday. And, further, you can anticipate constant *growth* with the account, not only with pencils and refills, but also in desk items and pens. The fellows who ignore Autopoint Pencils are the men who overlook the tremendous advantage and opportunity that is theirs, and *their's exclusively*. These are the fellows who work the hardest and earn the least.

ONLY YOU, HAVE THE *EXCLUSIVE* AUTOPOINT *PENCIL*. ONCE YOU'VE SOLD IT, YOU HAVE A REPEAT CUSTOMER FOR LIFE. PUSH PENCILS. IT'S THE BACKBONE OF YOUR BUSINESS!

West Coast Stationery Show coming up! We always look forward to the NSOE A Show, for it gives us a wonderful opportunity to say "hello" and greet our many stationery customers throughout the country. This year, the West Coast Show is being held in Los Angeles late in February, which gives us a chance to escape the wintry blasts we've been experiencing these last few weeks. On hand will be **Harold Bass**, our West-Coast Retail Rep., who has already laid the groundwork for a successful Autopoint exhibit. We've several "firsts" to unveil at the West Coast Show: • full page four-color national advertising • the lovely new #220 Memo Case, and • several new items and new displays.

If past years are any barometer, we look forward to a very good reception by the dealers and a successful Show. (Hope Harold has arranged some warm weather for us, too.)

(This Retail activity and distribution makes our direct-selling efforts so much easier. Customers know they can obtain refills for all Autopoint merchandise at their local stationers.)

BACON DIES

MERRITT BACON, a mainstay in our sales organization, passed away suddenly December 10. He capably represented Autopoint as a Direct Factory Representative since joining us in 1953. He made his home in Antigo, Wis.

Don Schnell, an experienced Autopoint Direct Factory Representative, has been named to handle Merritt's territory.

"I AM A PENCIL"

Memoir of an Autopoint

By Zelda S. Kaluzna

Editor's Note: We are indebted to Zelda Kaluzna (see related stories, facing page) for this wonderfully whimsical and imaginative tale about the life of an Autopoint pencil. Our only regret is that space limitations made it necessary to edit and shorten her story. Consequently, it does not appear exactly as it was originally published in "The Pencil Collector."

I AM A MECHANICAL PENCIL, one of millions in use every day around the world, unsung and unpraised, taken for granted, working hard and long throughout our lifetimes. I figure it's time I let you humans know a little about our feelings. Like you humans, we pencils are entitled to our "writes."

My memoir is being penned at the ripe old age of 42.

IN THE ROARING '20's

I started life in 1920, the second pencil model made by the now famous Autopoint Company. I lay in the showcase of an old time stationery store in Chicago, settled comfortably in my nook, smug and pleased at my shiny black and chrome outfit, with clip to match.

I was new and desired, young and strong, and bore the proud name of Autopoint.

A middle-aged man arrived. He asked the salesman to show him a tray of Autopoints. First he fingered my right partner, then my left partner, and then me.

"I'll take this one," he said, and the next thing I knew, he put me in his vest pocket, paid for me, and walked out. I was settled next to a big, fat, black fountain pen.

My owner was an accountant, and he gave me quite a run for my lead. I went to clients with him and lay on all sorts of desks. I wrote and wrote - figures and reports, forms and statements, bank checks and memos. I helped him fill-in impressive profit and sad loss statements. You name it; I wrote it.

And so it went. My life became a pleasant routine. Five days a week lie and I started at 8:30 every morning and ended at 5 p.m. At times, I would work much later. I cooperated and never shirked my duty. It was not uncommon to hear the client say, "Ready to push your pencil, Edgar?" So you see, I was noticed in my heyday. Often, someone in the office would try to borrow me, but my boss soon noticed my absence and let-out a bellowing

where's my pencil?" I'd soon be back comfortably in his hand where I belonged.

OFF DUTY

The part of the day I liked best was going home. The boss always patted his vest pocket to see that I was there. Somehow I felt that the pat really meant, "you've been a friend to me and helped me make a good living for my family."

Even home, there was little rest for me. The boss' daughter often plucked me from my warm vest home and used me to do her homework. Then, the boss' wife might come over to borrow me to write the next day's marketing list. I led a double life in those days, but I could take it because I was strong and came from good stock.

This routine went-on for years and years. As men's clothing styles changed, I was moved from the vest pocket to the breast pocket, sometimes lived in the outer coat's handkerchief pocket, and later, in the early 1960's, I was placed in one of those new plastic pencil holders.

One day my old boss' son took me over. After all those years, I missed my dear original owner and the good old days when I was in my prime.

I could see the handwriting on the wall. My days were numbered. I was used less and less and was replaced by newer and more modern Autopoints, more useful to a businessman -DoubleEnder Autopoints with fine, thin leads that wrote red or black at the flip of the fingers. I don't mind telling you I wished I was a youngster again, and active in the modern

business world. Though my replacements were Autopoints and kinfolk, I was heavy hearted. More and more, I was left out of the pencil holders until one day, I was relegated to a bureau drawer, out of sight and out of mind. My days of activity were over, the sting of old age was setting in.

COLLECTOR ITEM

One day, while I was brooding over my sad fate, my old boss' son reached into the drawer and took me out. He looked at me fondly for a moment, and then placed me in a box with some other pencils and put the cover on.

"Oh, dear, what next?" I thought. Bad enough to lay unused in a drawer, but not knowing my future was even worse. I heard him tell his wife he was sending me to some pencil collector friend. So I was leaving the family, my home for over 40 years. I was heartsick and worried. So this was to be my sad ending! Didn't loyalty and hard work pay any more?

But I was in for a pleasant surprise, because the collector turned out to be a pleasant young woman who placed me in the center of a group of other old but friendly pencils. Many of them were my cousins from the Autopoint Co.

My life had not been in vain, after all, for I am once again popular and the center of attraction. I have an honorary spot and seem to be someone special in her collection.

Friends who view me are given a summary of my background, still useful life, and age, and I am "oh'd" and "ah'd" over by adults and children alike. They marvel that I still can function well at the age of 42.

So, all in all, dear friends, I can say I have really led a good and useful life, and am glad I was born an Autopoint, for with a good name and reputation, it's my quality and sturdiness that have made me recognized and respected.

A GOOD SALESMAN is like a key. Sometimes he must have brass. He must always go around poking in the right places. He will always make pockets jingle. Above all, he must be able to open a closed door.

-Frank McInnis



TOP: An Autopoint Double-Ender Pencil - about 35 years old. BOTTOM: A 42-year old Autopoint Pencil, the second model ever produced by our Company. Both pencils are in perfect working order. Both were presented to our president, Mr. Shulman, by Mrs. Kaluzna, a pencil collecting enthusiast

Pioneers Club formed by owners of old Autopoints

BIRTH OF THE NEWLY FORMED Autopoint Pioneers Club came little by little. The idea of such an organization started to take form when President Sol Shulman began to discover the existence of a rather substantial number of people who collect and study old pencils. There are hundreds of people, he found, who are more than mere collectors; they are interested in the *history* and *romance* of pencils.

Professor Lester C. Taylor of Sterling, Kansas, for example, has a collection of over 32,000 pencils. He is also president of the American Pencil Collectors Society. Another member of that organization in Rhode Island has collected more than 16,000 old pencils.

OUT OF THE PAST

At the 1961 NSOEA (stationer's) convention, President Sol Shulman was approached at our Autopoint booth by a vivacious lady - an avid old-pencil collector. She presented Mr. Shulman with a prize from her collection - a 35-year-old Doubl-Ender!

Again, in 1962, this same lady, Zelda Kaluzna, was back at the NSOEA convention and presented President Shulman with another Autopoint relic still in excellent working condition, this time a 42-year old pencil. This one was so old that it was not at first easily recognizable as a genuine Autopoint - but it worked *perfectly*, just like an Autopoint should.

Zelda is secretary of the American Pencil Collectors Society - and she's quite a gal. She's an avid contest fan and has garnered many awards. She's an accountant by profession. In 1955, she was a saleswoman (selling stationery supplies, including Autopoint products) for the Marshall Jackson Co., and was named by the Chicago "Tribune" as one of the top salespeople of the year."

ELIGIBILITY

From his meeting with Zelda, Mr. Shulman put together the idea for an Autopoint Pioneers Club. It is open to any person who owns an Autopoint pencil 25 or more years old. Each new member will receive an appropriate certificate (see photo) signed by the president of Autopoint.

President Shulman observed, "It's easy to see why Autopoint Pencils have retained their popularity through the years. They have a story, a romance, and a *tradition*. Pencils, actually, are one of



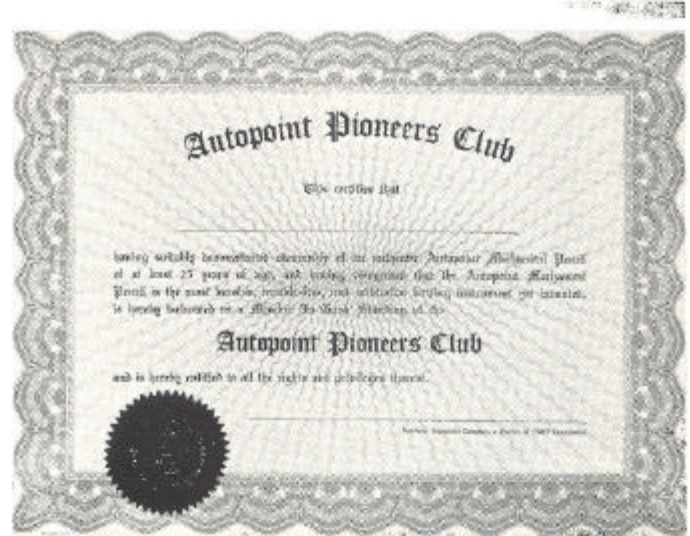
President Sol Shulman presents a membership certificate for the Autopoint Pioneers Club to charter member Zelda Kaluzna. Membership in the Autopoint Pioneers Club is open to any person who owns an Autopoint pencil 25 or more years old.

the best barometers of the business industry: pencil *sales* indicate pencil *use*' and pencil use is a definite indication of the rise and decline in business conditions."

Any person having a friend or

acquaintance who owns an Autopoint Pencil 25 or more years old is invited to contact the editor of "Auto-graphs:" We'll be happy to enroll the person in the new club.

This certificate will be presented to all members of the Autopoint Pioneers Club. Each is to be personally inscribed with the "Pioneer's" name and signed by the president of our Company. The handsome certificates are printed in gold and black and have an embossed metallic red seal.



Our factory-as seen thru the eyes of tourist

(EDITOR'S NOTE: Mrs. Kaluzna, charter member of the Autopoint Pioneers Club -see accompanying story - recently toured our Autopoint factory. We thought our plant employees as well as members of our sales organization might be interested in her reactions to her trip., Here is Zelda's story:)

I was taken on a personally conducted tour by Larry Kasper, Autopoint's industrial engineer in charge of methods and standards. It was a wonderful experience.

I never would have believed it takes 57 operations to produce this famous pencil! It does, and I saw the greater portion of them during my tour.

We started in a section where the raw Bakelite resins are moulded in a unit of heat that starts the formation of the body of the pencil. From there, we proceeded step-by-step to such departments as Chemical (where the metal parts that form clips, body mechanisms, tips, etc., are bathed in special solutions to give them texture and proper coating), to Parts, Testing, Lead Inspection, Assembly, Engraving and Embossing, and through Packing and Shipping.

EXPERIENCE COUNTS

Every pencil was given thorough inspection and handling by experienced employees who impressed me as taking real interest and pride in their work.

The factory hummed with activity and it must take a pretty fine accounting system to keep track of the parts inventory, for everything was handled so efficiently.

Autopoint is capable of producing 20,000 to 30,000 pencils per day! That's 7,650,000 pencils per year - a lot of writing.

After the tour, I met the firm's vice president, Mel Nelson, who showed me drawers and drawers full of a vast collection of all Autopoint Pencil models from the year 1919 to, the present.

Auto-Pointers

A POTENT virus bug evidently caught up with **Estelle Iwinski** of Timekeeping. She's been ill and away from her job since before Christmas. We hope she's back with us by the time this issue is off the press.

Her many friends throughout the entire Autopoint organization extend sincere sympathy to the family of **Alice Harris**. Alice was employed in our Imprint Department. She died January 2, following an extended illness.

Jim Martin has reached the oneyear mark as foreman of both the Pen and Pencil Assembly groups and deserves congratulations for a job well done. Jim took over on the important job upon the death of Maury Jensen.

And finally it's a niece for Catherine Plennert of the Print Room. The niece, born January 1, was preceded by four nephews.

We have a new daddy in the plant, too. It's Richard Mullins of the Molding Department, who is the father of a bouncing baby girl.

We welcome back Winnie Barber, who has returned to work following a stay in the hospital.

Purchasing Director Lee Hardt completed his first and very busy year as an Autopointer on December 18. He copes successfully with a host of intricate and important problems, and is constantly searching for newer and better materials with which to do the job.

Our Clip Department's Lulu Mae Navy has a son, Hal, at the Airforce



PHOTO OF THE MONTH: This smiling personality trio comprises our hard-working factory Personnel Department. Head man Herman Nelson is seated; standing left to right are Elaine Seidler and Marie Riebandt.

Base in Amarillo, Texas, who surprised his mother by getting a "hop" home for a two-day visit during Christmas.

The Christmas holidays were spent in Washington, D.C., by **Rena Craig** of the Assembly Department. She visited in the East with her son.

Welcome back to **Anna Goetz**, who recently returned to her job following a two-week illness.

The Autopoint factory departments were, literally, pretty as a Christmas tree. In fact, Christmas trees were what prettied-up the place during the holidays. The Pen Department went all out and erected a silver metal tree with loads of ornaments. How come you didn't hang pens on the tree, girls?

Congratulations and best wishes go to the following who have birthdays in January and February.

JANUARY: Jean Gilbert, Elaine Miller, Kane Senda, Astrid Jansson, Norma Ostrand, Rose Ostrand, Veronia Rice, Violet Weisenberger, Anna Grudzien, and Imogene Grist.

FEBRUARY: Marie Riebandt, Violet Balaja, Olga Carlson, Bessie Govis, Edna Harcq, Magdaline Laas, Amy Oliver, Mary Regeis, Lucy Schneider, Bertha Webb, and Phyllis Youngquist.

Know your Autopoint Associates

A message about **GEORGE MENNING**. Factory Manager

IF THERE'S A SINGLE nook or cranny in the entire Autopoint Plant unknown to Factory Manager George Menning, it would surprise us. What's more important we doubt that there's a single piece of manufacturing equipment or job in the factory with which George isn't thoroughly familiar.

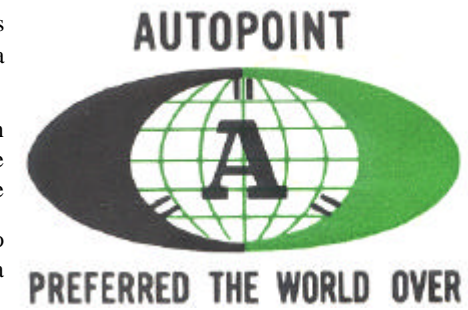
This vast manufacturing know has come from a wealth of training and experience gained by George in his nearly 33 years with the Company. He joined us August 1930.

George started as an operator in

our Buffing and Grinding Department, and later moved up to be foreman.

Upon being transferred, he learned the trade of tool-and-die maker in our factory. Then, he was moved again this time to the Printing Department as foreman. At that time, the Printing Department was responsible for the combined functions of fabrication and assembly of all round pencil barrels.

With his experience and knowledge of machinery growing steadily, he was



New Autopoint symbol of excellence

New Autopoint symbol

A STRIKING NEW symbol designed to signify the world-renowned quality of our products has been designed and is now in use.

Utilizing our popular "Grip-Tite-A" idea, and incorporating into it a globe and "preferred the world over" copy, the new symbol was designed for dramatic impact. It can be used both on our products and in our advertising and promotional literature.

Already in use on new Autopoint letterhead stationery and business envelopes, it will shortly be used in our sales literature and advertising to further create and implant the quality-image of our Company.

transferred once again, this time back to the Tool & Die Department where he became foreman. It was then that his proficiency with our machinery really paid off. In our factory, where an estimated 60 percent of all equipment is custom made, it takes an intimate knowledge of each machine to keep things running smoothly.

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After a highly successful stint as foreman of Tool & Die, George was rewarded for his efforts by being made Factory Manager. With his background of long service and extensive manufacturing experience, George is constantly overseeing our production operations to help us maintain our reputation for quality and service.

When George decided to take himself a wife, he didn't have to look far-in fact, no further than our own Buffing and Grinding Department. It was there he met Barbara. The Mennings now have three children, George, Barbara, and Jacob.