



July, 1961

MEET YOUR AUTOPOINT ASSOCIATES



MESSAGE FROM THE VICE-PRESIDENT, MFG.

Melven V. Nelson

Autopoint has built its business on quality and service for over forty years. Most machining operations are done by automatic machines, but at Autopoint, inspection and assembly are all hand operations performed by skilled operators. This makes our pencil the equivalent of one that is custom built.

It is the "Grip in the tip" that makes Autopoint the better pencil. There are two important features that a successful mechanical pencil must have:

- (1) Most important, the manner in which the lead is held;
and
- (2) A simple and fool-proof mechanism to extend the lead.

Many of you have seen the method by which we test our "Grip-Tite Tips", using a lead slide and pressure test on every tip, in the final assembly and inspection operation.

The illustration of the "Grip-Tite Tip" mechanism in your catalog (Page 1) shows the perfect alignment of the plunger and lead. The "Grip-Tite Tip", with and without lead, is also shown on this page. The perfect alignment of plunger and lead, and the "Grip-Tite Tip" permits Autopoint to guarantee their pencil for life.

This illustration should be used in your everyday selling to help make your "Sales Hum in '61."

REAL AUTOPOINTSMANSHIP

There follows a memo from Fred Harper:

"I just want to take a few minutes to tell you of my actual experience in regard to the Executive Desk Diary,

"Over the last fifteen years in the Advertising Specialty field, I have believed in (and enjoyed selling) leather books and diaries - but, I was certainly slow to realize that we have, in our new Executive Desk Diary, the best one on the market - in a range of prices that are ideal.

"Following up a lead that Dick Van Uum had given me, I called on the Executive Vice President of one of Chicago's largest banks - and, was promptly and cordially received. I started off by showing this prospect our Mystic Memo, which he liked immensely - and then, the Diary - and, told him further about our Blanket Order Program. He called in his purchasing agent and he, likewise, liked all of these items. Their response was, 'We'll give you an order in June' - but, the Vice President, in turn, asked for a sample of the genuine leather Diary immediately (I had shown him the Red simulated leather sample that I had).

"The first call that I made on these people was on Friday morning. I got the leather piece, went back the following Tuesday, and he was so much impressed, he said, 'This, I will send to accountants and lawyers. What is the price?' I quoted him in hundred lots and told him that these books were custom-made and that we should have the order today. He arose, walked over to the purchasing agent's office and said'. 'Give Mr. Harper an order for 100 of these Diaries at \$8.20 each.' This was a pleasant remark for me!

"The purchasing agent also ordered one hundred fifty Mystic Memos. He intends to use one hundred fifty of these pens and No. 680 Pen on a Blanket order - so, here was a new account I landed - and, had over \$1300 in business on just two calls.

"Thanks for your help, Sol - these items are tremendous and it looks like the line we have will certainly 'make sales hum in '61."

"P.S.: Incidentally, he's carrying and using our No. 52G pencil and loves it."

(Incidentally, Fred Harper has sold over 2,000 Mystic Memos to date. Here's a record for you "hot shots" to shoot for. And, Vic Nielsen just picked up an order for 500!)

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JOE SHAVER'S GOT THE BIG IDEA

"I am in perfect agreement with Dick Van Uum in his method of presenting the MYSTIC MEMO. That is, placing them where you feel they will do some good. Just this week I sold a customer 200 and the customer asked, 'You mean you don't have one of these to leave with me so I can show to others when they come

into my Office?' Of course, my reply was that he would have one in the very near future, with his own name on it. (Sample order has been sent in for same.)

"I have also sent in other sample Mystic Memo orders, to be personalized and given to good prospects, and I immediately make a follow-up call as soon as the items are received by the prospect.

"May I say, that out of the calls I have made (about ten) this item looks like a hot number and I plan on doing a real selling job with it. I've ordered a dozen or more for use with prospects.

YOU CAN'T SELL MERCHANDISE FROM AN EMPTY WAGON.
(and you know I believe in SAMPLES.)
IF A SALESMAN DOES NOT GIVE AWAY PENS, PENCILS, ETC.
HE IS DEFEATING THE IDEA HE IS TRYING TO SELL."

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LIKE FATHER. LIKE SON

That big, broad smile on Dick Laymon's face tells us that he and his charming wife, Peggy - are the proud parents of a new, healthy baby boy -Stephen Eric Laymon.

Don't miss the significance of the youngster's initials S E L. Dick hasn't because he's been burning the midnight oil, Here's one youngster who's had his career chosen at birth.

Congratulations to the proud parents.

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AUTOPOINT 1961 GOLF OWING (A Report by Larry Kasper)

The time is fast approaching again for our annual Autopoint Golf Outing. In fact, this is the eleventh consecutive one. This year, like last, the Outing will be at the Mohawk Country Club, located near Irving Park Road (Route 19) in the vicinity of Bensenville, Illinois. The date -SATURDAY, JULY 15th. Starting time - 9:00 A.M.!

As usual, there will be a prize for every player and these will be distributed under the Peoria Handicap System. As an added incentive for the sharp-shooting par-3 contestants a prize will be offered for the player closest to the pin on one of the par-3 holes to be selected.

Prominent Autepointers already scheduled for participation in the Tournament include Sol Shulman, Mel Nelson, Herman Nelson, Kane Senda, Larry Kasper, Gene Caron, Fran Duenser, Jim Martin, Gene Dudzinski, Ed Feig, E. Liska, and Ed Sonnenberg.

The President's Cup will be presented, by Sol Shulman, to the winner of the Golf Tournament. Judging of the winner will be based on the Calloway Handicap System.

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WHAT EXACTLY IS THE LEAD IN A PENCIL?

The so-called lead in a pencil is graphite. This soft and oily, gray-black mineral is related to shiny black coal, which is not hard to believe. It is also related to the clear, sparkling diamond, As a chemical, graphite is more closely akin to the diamond, for both are forms of pure carbon.

In its history, graphite is more closely akin to coal. The story of the so-called lead in a pencil may have started almost 300 million years ago.

It began as our coal beds began, in a strange and ancient forest, rooted in a stagnant swamp. There were tree ferns, lavish mosses and giant horsetails.

The logs and fallen foliage of a forest usually decay. This debris is attacked by tiny bacteria which breaks it up into simple chemicals.

These chemicals provide the nourishment for new generations of plants. The new generations will in time decay to feed still newer generations. This decay cycle did not happen in the ancient swamp forests.

For the stagnant waters were without oxygen and decay bacteria must have oxygen to survive, Debris from the carboniferous forests fell into the stagnant water and collected in soggy layers and huge piles.

In time, the swamps drained and the swamp vegetation was buried under deeper and deeper layers of earth and rocks.

After millions of years, it became a bed of lignite, a low grade brown coal which is about 65 per cent carbon. With more time, more heat and more pressure it became glassy black bituminous coal which is about 88 per cent carbon,

In some regions, bituminous coal became hard anthracite, which is 90 per cent carbon. Through the ages, the coal became a better and better fuel.

The carbonizing process does not stop with hard anthracite coal, With more time and pressure, the bed of ancient debris becomes graphite. It is now of no use as a fuel, for graphite can withstand terrific heat, but it is an excellent material for writing, Who'd have thought there was this much romance in a little pencil lead? (Putting some "romance" in your selling will often increase your sales. Try it!)

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AUTOPOINT STILL TOPS We have test-written a competitor's Repro Pen against Autopoint's #680-R. Here are the grand results:

Competitor's Pen - - - 4,032 feet of writing
Autopoint #680-R Pen - 7,940 feet of writing

The above test shows that the Autopoint No. 680-R pen contains approximately 97% more ink than the competitor's, and therefore, would write, or last, twice as long. The life of the Autopoint No. 680-R is equal to two of the competitor's pen, according to our test!

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SUGGESTED HINT

Remember: those who sell so cheap that you "can't see how they can do it" are usually smart enough to cut quality so you can't see how they do it either!

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S A L E S

T R A C K D O W - N

W I N N E R S

CONGRATULATIONS!!!

YOU WILL HE HEARING FROM

SGT. WIN SOON

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The D-18 Cory Jubilee Perc is a hot item! Hundreds are being sold, and many Autopoint men are taking advantage of the special sales opportunity afforded them through the special price on this fast-selling item. It brews 4 to 18 cups of delicious coffee!

OUR VIEW

B Y

R V U

Selling is everybody's business.

Enthusiasm generates business.

Listen and help yourself to sell more.

Learn - knowledge is power.

Ideas are the life blood of creative business.

Need for the AUTOPOINT line is greater than ever.

Guts makes the difference.

Here is the framework of your entire selling career and how you, as an individual RESPOND TO IT WILL BE THE MEASURE OF YOUR SUCCESS.

Some take selling as a job. The successful ones plan it as a career!

What are you planning to do?

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CLOSING THE SALE

Probably one of the most important assets in this business of selling, is to be expert in "closing the sale." WATCH for closing signals -- for instance, a prospective buyer might pick up a pencil (out of a group of pencils submitted to him): this would be an excellent opportunity to try for a close.

If you have presented the plan as to how the prospect can use pencils profitably and he picks one up and says, "How much is this model?" you say, "How many can you use?" Answer his questions by asking other questions, and so get down to the matter of how many, what color, etc., and his mind is definitely off whether he will buy or not. If an interview is handled smoothly, you can lead him right up to where he thinks he is making up his mind, when, in reality you are making it up for him,

A good example of this took place when one of our Sales Managers was visiting one of his representatives, This representative said he had called several times on a bank which seemed to be interested, but he couldn't get the bank to sign up.

The manager inquired if he had ever asked for the order and he said, "Yes, but

they were thinking it over.'" So they called on the bank and after being introduced, the manager said, "Mr. Jones tells me you are figuring on using some of our pencils." The banker said, "Well, we've been thinking about it." Opening the sample case the manager said, "Is this the model you've been considering?" at the same time handing him the pencil that had been discussed. He said, "Yes, how much are they?"

"In 1,000 quantities, 48 cents, and there's a special discount of 7½ percent."

"How much for 500?"

"The discount is not so great. Same price with 5 percent discount, Do you think 500 will be enough?"

"Oh yes -- plenty"

"Would you rather have the green or the blue barrel?"

"I think the green will be O.K."

"All right, green. And how about just putting the bank name and town on one line?"

"That will be O.K."

A successful close. A successful sale!

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AUTOPOINT ACES

These men led the May sales parade for having the greatest volume of shipments:

Cecil A. Fuerst
Frances Penn
Richard D. Layman
Joseph B. Overton

Cecil Fuerst, Philadelphia's pride and joy, led the D. S. M. May shipments with a fine dollar volume of \$8,260.87! Give yourself a raise!

Now, for the line-up of representatives (like we promised last time). These men led the May sales parade for having written the greatest number of orders:

Guido Meneghini Merritt M. Bacon
Leland E. Heinke Roy L. Johnson
Harold F. Oyaas

Every month the Representative who leads in orders shipped, will be awarded twenty-five Autopoint pencils! Congratulations to Guido for leading in May!

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Cory, in one of their bulletins to their sales force, printed this definition: Alcatraz: The pen with the life-time guarantee!

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WELCOME TO OUR NEW DISTRICT SALES MANAGER

Albert J. Wilkins joined our company June 19th as a District Sales Manager in Kentucky and Tennessee. He makes his home in sunny Louisville.

Al was formerly with Associated Stationers, Mystic Tape Co, and luck Tape Corp. He comes to Autopoint with valuable experience in selling and merchandising.

Welcome, Al, It's nice having you with Autopoint. We are solidly behind you and wish you good luck, good selling, and God Speed!

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FELLOW AUTOPOINTERS

We're still (and always) quite anxious to get your suggestions, ideas, and items of interest to publish in Autographs, Send them to:

Editor, Autographs
Autopoint Company
3200 West Peterson Avenue
Chicago 45, Illinois

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Watch for the August issue!

It'll be a special issue with photos, and reports

from our Annual Sales Conference

at the Edgewater Beach Hotel; July 6th, 7th and 8th!