



June, 1961

Here at last, is the first issue of our new Autopoint Newsletter ... AUTOGRAPHS! We intend to issue it monthly --- and, we hope to make our new AUTOGRAPHS a publication of genuine interest to everybody. We feel, and hope that you will agree that AUTOGRAPHS should publicize, communicate, and inform as to how all of us might do better in our business of living and working together.

We welcome information, news, ideas, and items of interest. Please send them to:

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

MEET YOUR AUTOPOINT ASSOCIATES



MESSAGE FROM THE PRESIDENT

Sol Shulman

It is particularly appropriate that the first issue of our new AUTOGRAPHS should appear at this time. We are on the threshold of a great opportunity --- for, our record of accomplishments these past few months has been excellent,

Your company is enjoying the highest sales volume we've had in the last four years. We've added many new "knights-of-the-road" --- and, greatly expanded our sales organization. We are about ready to introduce several of the most exciting, new and exclusive items that promise to be the talk of the industry. Several items already in the line are being magnificently repackaged --- and, we have many more surprises in store.

Yes, fellow Autopointers --- the future looks bright --- and, my sincere thanks to you. It is your cooperation --- your effort --- and, your assistance that has made this possible.

The AUTOGRAPHS will keep you informed --- and, I'm certain that your contributions will help make our newsletter a tremendous success.

SOL SHULMAN

THE SALESMAN'S CORNER

TERRIFIC RESULTS FROM SALES TRACKDOWN!

To all of you who are taking part in "Sales Trackdown": Contest results --terrific! And those point credits are really building up.

March was the biggest month we have had in six years! March 31st, the biggest single day! (Who said there was a recession?) If you are not getting your share of business, whose fault is it?

As of April 15th, we had sent out 81 point certificates. We expect to send even more on next mailing, which as stated in contest rules., would be every 15 days from beginning of contest. Your next check --- (or your first) should reach you within a day or so. Will you be included?

The momentum is building, and as we have said before "we're willing to work overtime to fill those orders, if you are willing to put that extra effort each day --- to secure that extra order --- which in turn will put those extra commissions on your checks, and add those extra point credits to your account for those beautiful prizes (for your wife - son - or just for you)."

Keep up the good work, save those certificate checks, because as the Chinese laundryman says "no tickee - no laundry" (prizes).

Remember "Make Sales Hum in '61"!

Win Soon

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A FEATHER IN OUR COMPANYS HAT

The following is a letter from the Royal Globe Insurance Group. This certainly speaks well of our organization:

Mr. Mel Nelson
Autopoint Company
1801 Foster Avenue
Chicago, Illinois

Dear Mr. Nelson:

This past month Globe Indemnity Insurance Company was most pleased in awarding your plant a certificate of merit for operating a full year without a lost time accident.

The certificate signifies that a determined effort was made by all employees to make the Autopoint Company a safe place to work. All employed by Autopoint should have a feeling of satisfaction that they work in a safe plant.

As a safety engineer of the Globe Indemnity Company, may I offer my congratula-

tions to all employees of Autopoint in receiving this safety certificate.

Yours very truly,

(Signed)

Raymond A. Caboor, Engineer
Loss Prevention & Engineering Dept.

(Congratulations to everyone at the plant,)

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OUR VIEW

By R. Van Uum

Have you presented the "calling card" idea lately'?

Our #64 AUTOPOINT Pencil with a White barrel lends itself to a facsimile of anyone's business calling card.

You know the story I'm sure --- but a calling card wrapped around the pencil indicates the same information is on both. The calling card is thrown away but a calling card on the pencil is naturally retained for a long time to come.

With Sales Managers today so interested in cutting costs on their salesmen's calls, here is an opportunity to bridge the gap between their salesmen's calls on customers, with the "calling card" pencil idea, as the best type of insurance to keep their salesmen's name in the minds of their prospects and customers,

It is just good insurance! It will save money on the salesmen's calls, because the cost of the call is insured and reduced. In sight and in mind --with the "calling card" pencil idea.

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AUTOPOINT ACES

These men lead the April Sales Parade for having the greatest volume of shipments:

B. B. Dokmo

C. A. Fuerst

R. D. Laymon

R. D. Fredrickson

Doc Dokmo, the "Mr. Flash", led the parade with an outstanding personal sales shipment of \$11,326.355 (Next month, we'll include the reps' names, too!)

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One of our men, Fred Harper, here in Chicago, has been "burning the wires" testing our new Mystic Memo --- and frankly --- the results are SENSATIONAL! Samples will be on the way, soon! All we can tell you at the moment is that it's MM-MM good!

Here's Fred's grand results:

Date	Quantity	Business Classification	Volume	Orders
3/17/61	100	Garbage Disposal	\$ 295.00	1 - New
3/18/61	100	Typographers	345.00	1 - New
3/20/61	50	Building Supplies	167.50	1 - New
3/21/61	100	Disposal Co.	315.00	1
3/22/61	25	" "	78.75	1 - New
3/22/61	25	" "	78.75	1 - New
3/27/61	100	Kitchen Cab. Dist.	340.00	1 - New
3/28/61	50	Drywall Co.	167.50	1
4/ 5/61	100	Chemical Mfgr.	315.00	1 - New
4/ 8/61	100	Building Supplies	315.00	1 - New
4/24/61	12	Vending Co.	45.38	1 - New
4/28/61	100	Ready-Mix Co.	315.00	1 - New
4/29/61	<u>25</u>	Building Supplies	<u>77.75</u>	1 - New
	887	Pieces	\$2,855.63	13 -11 New Accts

Congratulations, Fred!

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MAKE THE MOST OF WHAT YOU HAVE

The No. 6 Pencil can be put to another good use! A 3" ruler can be imprinted on one of the hexagon-shaped panels. This doubles the utility value of the pencil. This is considered as one line of imprint --- and means no additional price, since our prices include one line of imprint, (Additional lines of copy, 4¢ per line.)

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@DAILY SELLING DOES IT

"Selling is like shaving --- miss a day and you're a bum !"

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A GOOD SALESMAN

"A good salesman must be a man of vision and ambition, a speaker, a 'bon vivant' and a teetotaler, one who can entertain customers and wives gracefully --- able to work all day, drive all night and appear fresh the next day. He must be a man's man, a model husband, a good father, and a good provider, a Democrat, and a good Republican, technician, politician, and mathematician -

an expert driver, talker, dancer, bridge player, poker hound, golfer, diplomat, -financier, capitalist and an authority on psychology, dogs, horses, blondes, etc. He must be a good judge of human nature, know when to stop talking and reach for the order book and leave the buyer happy in the thought that he got a bargain."

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TIRED OF GETTING CAUGHT IN THE " NUMBERS RACKET" ?

So many of our people are telling us that they are " fed up" with cheap unbranded ball pens --- that they find it easy to trade their customers up to a good Autopoint mechanical pencil. Seems that no matter at what low price they sell a pen --- some " joker" always comes along with a lower price. Result? Their customer thinks they've been " taken" --- and the recipient automatically places a low value on the pen --- regardless of what the pen actually sold for. Psychologically it seems that " all" pens --- particularly those of unknown brands --fall into the " nickel and dime" category. It seems also, that nearly everybody has a pocket full or drawer full of pens --- but, they'll cherish and use a good mechanical pencil for a long, long time.

What can we, as salesmen, do about this situation? First of all --- sell a good quality pen --- from a reliable, reputable manufacturer with a recognized, established brand name. Secondly, take advantage of the psychology involved --and trade your customer up to an AUTOPOINT PENCIL --- where the recipient will use the pencil --- and cherish it --- for a long time to come. AUTOPOINT pencils have an established, advertised, retail price and are recognized the world over as the standard for excellence. They'll perform faithfully and perfectly for years to come. AUTOPOINT Pencils show that the buyer selected them with care and thoughtfulness -- and that he attaches a value to his customers when he presents one to them.

BE SMART --- get out of the " numbers racket" --- TRADE YOUR ACCOUNTS UP TO AUTOPOINT!

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A WORD ABOUT COMPETITION

If you are worried about competition, a recent article in Marketing Magazine might be helpful. It is called " 15 Ways to Outwit Competition" and reads:

" All other things being equal, there is only one reason that a customer should buy from you rather than from another. The reason is that you deserve his business. You " outdeserve" your competitor. Here's how: (1) You go beyond the call of duty; You give more than is strictly necessary; (2) You go to bat for him with your company. When he has a complaint, you see that it's settled --- fast; (3) You are available; (4) You advise your customer when not to buy, You try to help your customer, not just sell to him; (5) You put your contacts to work in his behalf; (6) You give him a personal assist when he asks for it or needs it; (7) You are alert for trouble before it happens; (8) You get him off the hook when trouble strikes; (9) You point out opportunities to him; (10) You offer solutions to his problems; (11) You

are scrupulously honest with him; (12) You are dependable, meeting, deadlines and keeping promises; (13) You are friendly, generous with your time and your smiles; (14) You are solicitous. You follow through to see that he's satisfied with what you do for him; (15) You keep him posted on privileges and "extras", on policy changes and new developments.

"In other words: Think of all the things your customers have no right to expect from a salesman. Then do them!"

How do you measure up against these points?

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SAVE MONEY WHEN YOU TRAVEL

Here's a jiffy checklist of items for which the government agrees the salesman who travels away from home may generally deduct:

Airline, railroad, bus, taxi and other fares.

Lodging, meals, hotel expenses and tips.

Telephone and telegraph costs.

Cost of public stenographers' services in preparation of reports for home office.

Charges for checking, shipping and insuring baggage.

Cost of attending conventions if required by employer.

Such automobile expenses as gasoline, oil, grease, oil changes, winterizing and summerizing, repairs, towing, garage rent, parking fees, tolls, license plates, registration fees, auto-use stamps, inspection fees, AAA dues, insurance costs, interest charges on financing, depreciating, loss from theft or from damages not reimbursed by insurance.

If you've noticed just one item on this list you have been overlooking as you prepare your income tax report, it has paid you to check it over.

A salesman was able to deduct \$7,050 of travel costs against a gross income of only \$9,000 because he kept a current expense diary!

The Treasury regs officially accept a daily diary or record showing the amount and nature of business travel expenses as good proof that these amounts were spent. But the regs also want supporting documents to back up the diary especially for larger or exceptional outlays, although this doesn't require keeping receipts for every meal and night's lodging.

How will these general Treasury rules apply to a specific expense diary --that's the practical problem a salesman faces when his return is examined. Chances are that a well-kept current diary will be accepted by the Treasury as proof even without many supporting receipts if the total outlay bears some reasonable relationship to the salesman's income and the time spent on the road.

But if the expense-income ratio is out of line for some reason (or some unusually large item is deducted), the examining agent will probably disallow deductions despite the diary, if there is a lack of supporting receipts. One

traveling salesman caught in this squeeze took his case to the Tax Court which, despite the scarcity of supporting documents, upheld his deductions because of the well-kept diary.

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A little book can be awfully important. A manufacturer's representative just sustained all but \$131 out of a \$7,248 deduction for automobile and travel expenses in 1958. How did he do it? With his little book --- a daily diary showing his travel expenditures. (WOULDN'T SURPRISE US A BIT IF THIS WAS THE MEMORAMA!) The Tax Court said the diary was an adequate form of substantiation. And the Commissioner's new Regulations say so, too.

INCIDENTALLY, WE HAVE A TREMENDOUS OFFER OF TWO FREE WITH EACH 25 ON THE MEMORAMA. THIS FREE GOODS OFFER PERTAINS TO BOTH THE #908 AND #909 --AND, WE URGE YOU TO SELL THE MEMORAMA FOR 1962 NOW. IN CASE YOU DON'T HAVE A CATALOG SHEET --- WE'RE ENCLOSING ONE WITH THIS ISSUE.

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BUSINESS GIFTS

An article in the October issue of Advertising Requirements caught our eye, and we thought you'd be interested in it. It listed seven rules to follow for successful buying, selling, and giving of business gifts. As you read these seven rules, we think you'll agree that AUTOPOINT is the perfect answer for business gifts,

1. Gifts should be of modest value in relation to each recipient.
2. Choose your gifts carefully, considering the recipient and the image of your company that you are trying to convey,
3. Choose only high quality items that are useful, durable, and dependable. (Cheap, unknown merchandise of shoddy or poor quality is a reflection on the giver and could be an "insult" to the recipient.)
4. Personalize the gift, if possible.
5. Be sure they are attractively packaged.
6. Accompany each package with a personal note, greeting card or special gift label.
7. Deliver each gift with a flair.

Agree that AUTOPOINT fills the bill perfectly?

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M I S S P R I N T Z ?

In St. Louis I heard a story about a new salesman for a big outfit who was full of ginger but illiterate. His first written report to the home office read, "I seen this creep which ain't never bought a dime's worth of nothing from us and nailed him for a cupple thousand dollars of guds. Next stop Sinsnati."

The sales manager was still mopping his brow when a second letter arrived, postmarked Cincinnati: "I cum here in the knick of time and sole them the en-

tire line."

What the president did was to post this notice on the bulletin board:

"We have been spending too much time around here trying to spell instead of trying to sell. Let's watch those sails. I want everybody should read those letters from our new salesman which is out on the rode doing a great job for us, and you should go rite out and do like he done!"

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We just finished exhibiting our Autopoint line at the National Association of College Stores Convention, in Miami Beach. Attendance at this convention was unusually high --- and, as usual Autopoint merchandise was received with great interest on the part of these store buyers.

Everyone was most enthusiastic about our new items --- the beautiful new Jet liner Set the new pencil display easel, the No. 210 and No. 212 Memo Cases in charcoal gray, and the wonderful new Indexes. And', it looks like "we've got winners in our stable". Wouldn't surprise us a bit --- if we show sizable in creases in our college store business!

TO ALL AUTOPOINT SELLING PERSONNEL:

KEEP YOUR EYE OUT FOR THE MAILMAN!

HE'LL BE BRINGING YOU SOME

INTERESTING, NEW, QUALITY PRODUCTS,

THAT HAVE BEEN PRETESTED WITH SUCCESSFUL SALES RESULTS!