

# Auto-graphs

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## Meet your Autopoint Associates

A message from WALTER F. PREUSSNER, Credit Manager

THE CREDIT DEPARTMENT of Autopoint



Company has always enjoyed the very best relationship with Salesmen because the Company follows a

liberal credit policy. This helps Salesmen get orders shipped even on those accounts where payment may not always be made in as prompt a manner as we would like. It is, of course, necessary to draw the line somewhere. The Credit Department asks for a prepayment on an order *only* when circumstances dictate.

Considering the number of orders we receive, only a very small fraction are ever held for credit reasons. Occasionally, however, it is necessary to hold up an order, and most Salesmen understand that the order would be approved immediately if it was possible for us to do so.

### GET ALL ORDERS

All orders received pass through the Credit Department. It is interesting to note that some Salesmen call on only certain types of customers. For example, one Salesman might sell to many banks and loan companies, while another Salesman never sends in an order for this type of business. The Salesman who considers every type of business a good prospect comes through with consistently increasing commissions.

### ANXIOUS TO HELP

We in the Credit Department are just as anxious to approve an order as the Salesman is to get the order approved. In those cases where a prepayment is necessary, it is surprising how often the orders are prepaid by the customers, even though they may have requested open-account shipments. Most business concerns are very practical about this, and see no reason why they should not prepay

an order, and they'll do so if the merchandise is really desired quickly.

Some years ago, we had a Salesman in Wisconsin, who was full of pep and ambition - even though he was an older man. Each time he came into the office, he had four, five or six goodsized orders. He came in one day with five orders - all from a very small town in the central part of Wisconsin. We complimented him on all of this business. It seemed that he had sold virtually every outlet in the town. After some discussion about sales prospects in that area, we brought out our Dun & Bradstreet book and showed him the names of several highly rated concerns away from the main highway which he didn't even know existed.

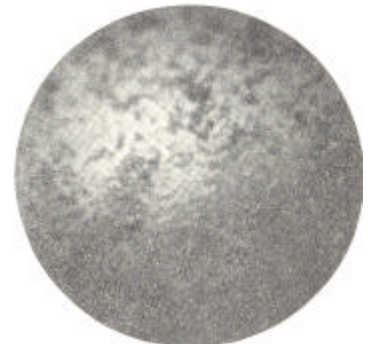
When he found how many prospects there actually *were* in this little town, he was doubly anxious to get back to call on them. This simply proves that a Salesman shouldn't take anything for granted, even a "go-getter" type of Salesman.

We recognize that the Credit Department is where "the ball starts rolling" - and, it is our sincere desire to help you in every way possible.

### PRICE CUTTERS

As evidence of Wes Steesy's opinion and observation of price cutters, he sent us the following:

"Never speak unkindly of price cutters. Don't knock 'em, because God made them the same as He made crabs, hornets, lizards, roaches, ants, centipedes, fleas, lice, bugs, wasps, snakes, skunks and other unpleasant things. In His inscrutable wisdom He made them. JWhy He made them, only He knows. Someday He may enlight" en us . . . but up to now . . . I'll be darned if I understand. They surely cut the standards of living for themselves, and for so many others, too. To live American, a fair price is necessary."



This photo shows a portion of a Tungstar Ball magnified 760 times. Only with the very high magnification in this picture, does the porosity of the surface become evident.

### What's special about our Tungstar Ball?



WE ALL KNOW the famous Autopoint Tungstar Ball has two claims to fame. It gives extra writing traction, and its special surface makes exceptional writing smoothness possible.

But just what is there about this Tungstar Ball that enables it to provide these twin virtues?

*The answer is porosity.*

The accompanying laboratory photo shows the Tungstar Ball highly enlarged.

The ball's surface appears to be smooth. And, indeed, to run a pen with a Tungstar Ball across a sheet of paper gives one the impression that the surface of the ball is perfectly smooth. This accounts for the fine "feel" in using a pen with a Tungstar Ball. It literally glides across the writing surface. Special equipment at the University of Chicago Research Laboratories magnified the Tungstar Ball 760 times. The porosity of the surface showed up. It's this special porous surface which increases the writing traction and enables a pen equipped with a Tungstar Ball to lay-down ink on a glossy, glazed or even greasy surface.

## 31 Autopointers win Service Pins

JUST AS A MAN IS KNOWN by the company he keeps, a company is often known by the employees it keeps. Autopoint has an enviable number of employees who have been with us for many years.



During 1962, 23 employees in our factory, seven employees in our Peterson Avenue offices, and one District Sales Manager become eligible for Service Pins.

Factory employees become eligible for Autopoint Service Pins for having completed 5, 10, 15 or 20 years with the Company. Upon completing five years, an employee receives a bronze pin; after ten years, a sterling silver pin; after 15 years, a gold pin; and after 20 years, a gold pin with a diamond. A factory employee completing 25 years with the Company receives a Hamilton watch.

Five factory employees complete 20 years with us in 1962. They are: Eleanor Connors, Francis Duenser, Marie Riebandt, Joseph Cada and Eugene Dudzinski.

Six factory employees complete 15 years: Margaret Werner, Hazel Czaja, Adeline Schutter, Edna Stroberg, Mary Doyle and Lillian Rohden.

Two factory employees receive 10-year pins: Lillis Byrne and Mary Risko.

Ten employees from the factory receive five-year pins: Dorothy Sedwall, Evelyn Nettin, Andrew Vazquez, Jozef Jasek, Elizabeth Gruwell, Harriet Benz, Gisela Kungel, Mary Schultz, Loretta Turner and Myrtle Lang.

Autopoint office personnel at our Peterson Avenue offices receive Cory Service Pins upon completing 2, 5, 10, 15, 20 and 25 years with the Company. All Cory pins are similar except for the number of years completed and that each 10-, 20- and 25-year pin has a coffee-pot pendent.

Office personnel eligible for pins during 1962 include Bess Johnstone (25 years), Harriet Linard and Edith Detterbeck (both five years), and Georgia Nordendale, Lillian Sirkin, Jane Caudill and Richard Van Uum (all two years).

In addition to our factory and office personnel, one District Sales Manager, R. D. Fredrickson, is eligible for a Cory Service Pin this year. He has been with us for ten years.

### Spreitzer wins 18,000 Green Stamps

THE S&H PROGRAM got off to a skyrocketing start. No one was more surprised than Fran Spreitzer when he was presented with 18,000 S&H Green Stamps at the Chicago Regional Sales Meeting March 3. Fran earned these stamps during just the first two weeks of the program. Many other salesmen present at the meeting were almost as surprised as Spreitzer, because the green-stamp bonus program was well in effect and giving dividends to the salesmen long before the salesmen themselves even knew of the program's existence!

Gifts of top-quality merchandise are now available to all Autopoint Specialty Representatives through the new green-stamp bonus program - this, PLUS their regular high commissions. We have hundreds of thousands of stamps ready to send out. Come on, you Reps - get on the band wagon and take advantage of this marvelous opportunity!

### SALES CLINIC COMPLAINT:

I sell a lot of ball-point pens of different makes and models, and I notice that white barrels seem to discolor more than barrels in colors other than white. I've noticed this, incidentally, not only with Autopoint, but with all brands. Why?

### DIAGNOSIS AND CURE:

In the first place, it's the very nature of "white" to discolor. The barrels of *all* white pens are lacquered. This lacquer picks-up dirt, grease and grime, and collects carbon-paper stains from the fingers. The acid in the writer's system is also an important factor in the discoloration of white pen barrels. Yet, even when merely displayed on an easel or in a case - white barrels will discolor. The simple solution is to sell another color or, if white must be sold, sell the pen with a white *cap* and the pen's *barrel* in another color. In this way, the hand will not be in such close and constant contact with the white section of the pen.

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: Editor, "Auto-graphs," Autopoint Company, 3200 W. Peterson Avenue, Chicago 45, Illinois.

### New Retail "Rep" in Seattle



C.W. Cavalli

PRESIDENT Sol Shulman has announced the appointment of a new Autopoint Retail Representative for the far Northwest area.

The welcome newcomer to our ranks is N. W. Cavalli. He will call on stationery wholesalers and retailers, college bookstores and department stores in Idaho, Washington and Oregon.

Mr. Cavalli has worked in the office equipment and stationery fields since 1933. He served in the Navy during both World War II and the Korean conflict. He has one son and one daughter.

The ever-intensifying Autopoint retail territorial coverage is designed to give customers even better service than before, and to increase the number of Autopoint retail distributors.

### Are your samples "up to snuff?"

FRESH, CLEAN, CRISP samples are of utmost importance to every salesman. No customer is apt to be very impressed with samples that are shopworn from constant use.

If you have samples which should be *repackaged*, simply drop a note to Bess Johnstone and order new packages, cartons, displays, etc. She'll rush what you need to you. Then, simply dispose of the old packaging materials.

If you have samples of *merchandise* which are no longer presentable, return them to the factory. Be sure to show your name and address clearly on the carton, and it would be a good idea to enclose instructions with your name and address.

Here's the address to use: Attn: Edla Johnson, Autopoint Company, 1801 Foster Avenue, Chicago 40, Illinois. We'll get new merchandise samples to you as quickly as possible.

## CREDIT UNION HONORED ON 25th BIRTHDAY

THE AUTOPOINT Employees' Credit Union received a special honor at its annual meeting in February. A plaque was presented by the Illinois Credit Union League in recognition of the 25 successful years of operation by our Credit Union. Presentation of the plaque was made to Edla Johnson, who has been a Director of our Credit Union for 20 years.

In making the presentation, Mr. Felt of the Illinois Credit Union League stated that only through the untiring efforts and zeal of all Directors and Officers, past and present, has the Autopoint Employees' Credit Union built and maintained its successful operation.

Officers of our Credit Union are Larry Kasper, president; Eugene Dudzinski, vice president; and Beatrice Maloney, secretary-treasurer.

Members of the Credit Committee include Imogene Grist, chairman; Edla Johnson and Jim Martin.

Rose Ostrand is chairman of the Supervisory Committee and assisting her are Margaret Lachmann and Harold Borman.

Edla Johnson and Margaret Lachmann also serve on the Membership Committee.

### New #218 Deskmate



A HANDSOME NEW addition to our ever-expanding line is the practical Deskmate. Here

is the perfect answer to all of those notes and scraps of paper that are forever getting

Deskmate holds 100 sheets of 4" x 6" memo paper on the top with a deep storage tray on the bottom - a handy place to keep "follow-up" notes. Beautifully made in black, brown, gray or ivory to match our #612 Pensette or #307 Princess Index, the Deskmate will give you *continuity* of gift-giving over a period of years.

One of the nicest features of the Deskmate, is the unusually large space for reproduction of your customer's ad - right on top where it can be seen every day. This is a *great new item* and one that can be sold in *quantity*



**Edla Johnson, a Director of the Autopoint Employees' Credit Union for 20 years, holds the plaque presented by the Illinois Credit Union League in recognition of the 25 successful years of operation by our group.**

### GOLF, ANYONE?

Shine up those golf clubs! Clean up the balls!

Believe it or not - Autopoint's already ready planned its Annual Golf Tour" nament. Our "pro", Larry Kasper, has made arrangements for June 23rd Mohawk Country Club - tee-off at 9:30 A.M.!

It promises to be bigger and better than ever.



The Deskmate will be featured at \$1.75 each in stationery stores throughout the country.

### What's "normal" shipping time?

WE'RE OFTEN ASKED by Salesmen, "Just what is the normal shipping time for a regular order."

*Generally, you should expect about 20 days to elapse between the date you*

*receive the order and the date that order can be shipped.*

### "Best darned pencils in the world"



A DISTINGUISHED-LOOKING elderly gent ambled up to the Autopoint booth at the N.S.O.E.A. Show in San Francisco in mid-February. He surveyed the Autopoint products on display, then introduced himself to President Sol Shulman, who was manning the booth at the time.

"If all Autopoint products are as good as its pencils, you've got quite a line," commented the visitor. "You people put out the best darned pencils in the world - and I've got one to prove it. I've been using an Autopoint pencil for over 32 years. Have it right here in my pocket, as a matter of fact. Use it every day. It works as good now as the very first time I ever used it 32 years ago."

The elderly gentleman reluctantly parted with his ancient Autopoint pencil in exchange for a new Model #76 Pencil, and we've added his old pencil to our extensive collection of unusual or especially old Autopoint writing instruments. Mel Nelson, Vice President, Manufacturing, has several specially constructed drawers containing literally hundreds of "old-timers" of every size, shape and description.

We so frequently hear of an Autopoint product that has been in use for a very long time that it's easy to take long service for granted. We should remember, however, each and every report of unusually long service is a compliment to the fine quality and design of our Autopoint products.

You've got to consider the several factors that can affect a shipping date. For one thing, mails are often slow. Sometimes we don't receive a Salesman's order until three or four days after the customer placed it.

Weekends and holidays, of course, affect the time it takes for the order to reach us.

Then, there are other things such as printing plates or blankets which must be made up. And, it doesn't happen often, but sometimes our work schedules get overloaded and this can cause delays in shipping orders

## Factory Wins Safety Award

THE AUTOPOINTERS at our factory have earned an important and unusual award for their exceptional safety record.

As of late February, our factory workers had compiled an amazing 718,575 man hours of work without a single lost-time accident. Just one year ago, the factory received an award for having completed 356,000 man hours of work without a lost-time accident. The latest award covers a two-year period. In other words, we have not had a single lost-time accident at the factory for over two years.

Safety doesn't just "happen". The fine safety record at our Autopoint factory has resulted from excellent cooperation between Company and employees - the Company has contributed by trying to provide the safest possible working conditions; the employees have contributed by their increasing safety consciousness.



Special award to the Autopoint factory is for 718,575 man hours worked without a lost time accident.

### OUR VIEW BY R.V.U.

CONGRATULATIONS are in order for the following Specialty Reps who turned in the largest numbers of orders in 1961:

Merritt Bacon led the field with a whopping 184 orders. Merritt's big sales spurt in December sent his year's total to the top. Roy Johnson was a close second in 1961 with 162 orders, and Charles Balew placed third with 132 orders.

To lead off the new year, Ed Feig skooted to the top and placed 22 orders.

District Sales Manager Bob G'Sell has earned special plaudits by leading all other district managers in appointments of Specialty Representatives in 1961. Bob is our head man in the Indiana territory, where there were 18 new Specialty Representatives appointed last year.

Mel Nelson, Vice President, Manufacturing, points out that the special award was earned by all the factory employees, and that the Safety Committee members deserve special congratulations. Larry Kasper is Safety Director and heads the committee. Other members are Mildred Robinson, Beatrice Maloney and Margaret Lachmann.

The award was presented to Autopoint by Mr. Raymond A. Caboor of the Royal Globe Insurance Group.

### Sales meeting

THE FIRST OF a series of regional sales meetings got off to a flying start Saturday March 3. The meeting was held in Chicago's newest and most plush motel - The Hyatt House.

Attending the meeting from the field were:

L. S. Pollock, R. R. G'Sell, R. D. Fredrickson, F. W. Nichols, Merritt M. Bacon, Clarence Bogenberger, Raymond J. Schueneman, Jr., Edward M. Roach, John M. Parker, Francis J. Spreitzer, Joseph J. Streff with Dick Sutton, Jules Jaffe, Dom J. Marisie, Donald W. Larrisey, C. J. Guinan, Jr.

R. L. Johnson, E. C. Feig, Jerry Beyersdorff of Advertising & Publicity Associates, Victor Breitenbach, Lloyd Dunnuck, Charles Hruska, Norman Thomas and Ralph Ettlinger. The office was represented by Mel Nelson, Jim Edwards, Paul Cushing, Lee Hart, Bess Johnstone, Kane Senda, John Baldwin and Larry Kasper.

Sol Shulman and Dick Van Uum discussed new ideas, new policies, new merchandise and the new catalog.

Merrit Bacon received special honors during the banquet-luncheon: he was awarded a beautiful marble and brass trophy for being the Autopoint 1961 National Order Champion Representative.

### IN MEMORIAM

We note with deep regret the death on March 6, of Mrs. Catherine McCutcheon. She was the mother of Helen McCutcheon, former Autopoint Assistant Sales Manager for more than 30 years. Many of you remember Helen for the excellent service she gave to Autopoint, and the Company wishes to express its deepest sympathy.

### Guarantee good?

#### You bet it is!

A CUSTOMER CHALLENGED Autopoint - but, as always, we were ready, able and willing to follow through on our promises. Every Autopoint mechanical pencil is sold with this written notice:

"LIFETIME GUARANTEE -Your Auto. point Pencil is unconditionally guaranteed against any malfunction or wear. If this pencil should ever require repair for any reason whatsoever, simply send it to: Service Department Autopoint Company, 1801 Foster Avenue, Chicago, 111. The repair will be made free of charge."

In early February, W. Kennedy of Robertsdale, Alabama, wrote to us saying:

This is a reproduction of the actual note friend Kennedy sent to us.

With his note, Mr. Kennedy returned an Autopoint pencil with a worn tip. The pencil shaved lead. The clip missing.

Immediately, we wrote to Mr. Kennedy assuring him that, indeed, our lifetime guarantee on all our mechanical pencils is good as gold. We pointed out that Autopoint spends many thousands of dollars yearly to keep the quality of our products at an exceptionally high level. Every employee is carefully trained to think and work in terms of quality production. Many employees work all day every day doing nothing but checking and re-checking to see that the high-quality standards are maintained.

We pointed out that our business has been increasing yearly for the past 40 years. Obviously, our unusual lifetime guarantee has not hurt our business at all. On the contrary, it has helped to publicize the exceptionally high quality of our products.

By now, our customer in Robertsdale, Alabama, has his perfectly repaired pencil back. We're sure he now has a much better understanding of what Autopoint means when we talk about "highest possible quality."