



3200 W. Peterson Avenue
Chicago 45, Illinois

MAY-JUNE, 1962

Meet your Autopoint Associates

A message from CLARA LODERBAUER, Order-Department Head

THE ORDER DEPARTMENT acts as a liaison between our Salesmen, our production operations at the factory, and other intra-company departments. Our main function, of course, is to expedite your orders with the speed, accuracy, and efficiency that Autopoint customers have learned to expect.



Clara Loderbauer

When a new order comes in, five or six people must handle it to record various information, before this order comes to the Order Department for checking "protection", recording, typing, and dispatching preparation and given at any time by the Order Department. Incidentally, did you know that about one out of every two orders we receive is marked, "Rush"? In these cases, we sometimes wonder if the customer is anxious about the order, or if the Salesman believes that an order marked "Rush" will get preferred attention (which, of course, it will.) Oddly, however, when we ask the Salesman if we should ship these "Rush" orders *by air*, we are told to simply use Parcel Post which, of course, is not really following-through with the "Rush" request at all. In any event, one of our principal concerns is to make sure that all our customers receive

to the factory for shipment.

After the factory schedules the shipping date, acknowledgement copies are then sent to the Salesman and to the customer. Then, when the merchandise is shipped, the Order Department gets the shipping orders and passes them on to the Accounting Department for billing.

In checking the order, should the price be wrong, no color indicated, cut charges omitted, etc., it is necessary to write the customer (or the Salesman) *before* we can process the order.

It is particularly important that both customers and salesmen understand that we must have clear and unmarred black-and-white trademark or logo reproductions if we are to make effective cuts for printing. (Our art department has accomplished "wonders" in the past when we have been forced to use less than satisfactory material for making our cuts-but this naturally delays the order, and all other orders which are waiting for attention.)

When an order is placed, it is best for the salesman to ask *immediately* for a sharp, clean "black-and-white". The majority of firms using a trademark not only have these available, but they are happy to give them to a supplier for an effective reproduction of their logo or trademark.

Information on the progress or shipping-date of an order will be gladly

VACATIONS!

TOO EARLY to think of vacations? Nonsense! It's never too early to think of lollygagging in the sun, or pulling those whoppers out of a cold northern lake-or what have you?

The factory will shut down for vacations July 30 through August 13. A skeleton crew will remain for special or unusual needs-but it's well for our Salesmen to remember these vacation dates so as not to disappoint customers on their orders.

their orders on the specified arrival-dates.

May we also mention that most of you have been very cooperative in securing all the necessary information for us, as well as supplying proper "black- and -whites" for trademark reproduction. But, I must admit that we do have trouble on occasion in reading some of your handwriting. It would

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Astronaut pencil? Autopoint, of course!



The "Astronaut" No. 148G Pencil

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|--|--------------|--|---|----------|
| DOMESTIC SERVICE Check the class of service desired; otherwise the message will be sent as a flat telegram. | | WESTERN UNION TELEGRAM W. P. MARSHALL, PRESIDENT | INTERNATIONAL SERVICE Check the class of service desired; otherwise the message will be sent as a flat telegram. | |
| TELEGRAM | DAY LETTER | | NIGHT LETTER | TELETYPE |
| NO. REC'D. BY DIV. | PO. OR COLL. | CASH NO. | CHARGE TO THE ACCOUNT OF | |
| Send the following message, when in the areas on back hereof, which are hereby agreed to | | TIME FILED | | |

FLA147 CTB429 PA346
P 51A101 NL PD SILVERSPRING MD 1
SOL SHULMAN PRES

AUTOPPOINT CO 3200 W PETERSON AVE CHGO
PERSONALLY DELIVERED TO ASTRONAUT JOHN GLENN TODAY ONE HUNDRED
AUTOPPOINT PENCILS. JOHN WAS VERY IMPRESSED AND APPRECIATIVE AND
PROMISED TO SEE THEY RECEIVE MOST PROPER DISTRIBUTION AMONGST
PROJECT MERCURY PERSONNEL. JOHN ASKED I EXTEND TO MY COMPANY
HEARTFELT THANKS ON BEHALF OF THE MERCURY GROUP. MY REAL PLEASURE
WESLEY STEESY-

It might well be that the very first notes taken on the moon by an American astronaut will be written with an Autopoint pencil. And, why not! ALL of the Project Mercury personnel have received Autopoint No. 148G pencils (and, appropriately, the pencils have blue tips, white barrels, and red

caps). The pencils (100 of 'em) were presented personally to Astronaut John Glenn by Wes Steesy. There was personal as well as national pride in John Glenn's earth orbits for Wes, inasmuch as he and Glenn were once roommates at Largely Air Force Base,

Fore words

Golfers to vie Saturday, June 23

CLUB-SWINGIN' dazzlers and duffers alike are invited to compete Saturday, June 23, in the twelfth annual Autopoint Golf Outing. The big shindig will be held at the Mohawk Country Club, located near Irving Park Road (Route 19) in the vicinity of Bensenville, 111. Tee-off time is 9:30 a.m.



Sol Shulman and the President's Cup

In addition to the fun and merry making, *every* player will win a prize. All Autopoint employees and friends are welcome to compete. Those wishing to play should register with Larry Kasper *before* June 16.

Prizes will be distributed under the Peoria Handicap System—where your score on six holes (which holes they'll be will not be known to the players until after the competition is complete) will determine your handicap.

The Calloway Handicap System will be used to determine the winner of the President's Cup (see photo).

So that all employees, players and non-players alike, can get in on the fun, three big prizes will also be awarded in a Calcutta. As in last year's Calcutta, employees can "vote" for one of the individual players and try to guess what his net score will be. Those coming closest win the Calcutta prizes.

A "new account"

THERE'S BEEN a bit of confusion as to just what constitutes a "new account" insofar as salesmen and their incentives are concerned.

A "new account" is an order from an, customer who has not *purchased* Autopoint brand merchandise since January 1, 1961.

A "new account" can be opened with the order of any item in our line, but only *branded* Autopoint items count in the big Sales Stamped.

Four Sales Meetings held, more planned

THE SUCCESS OF our March 3 Chicago Sales Meeting proved to be an appropriate keynote for subsequent meetings.

The purpose of these meetings is threefold: to get to know each other better; to learn how we can better serve you, and to show you how you can make more money with Autopoint.

Dick Van Uum presided over the very successful Buffalo, New York, Sales, Meeting at the Clinton Aire Hotel March 17. Present were: Lou Byron, Ray Reformat, Bob Amo, Marty Welch, and, of course, Francis Twohey.

On March 31, Sol Shulman directed another meeting in Cleveland at the Somerset Motel in Shaker Heights. Attending this meeting were: Frank Pingitore, Alonzo Shannon, G. A. Strassmeyer, John Stredney, G. R. Allanson, Robert Bork, Ralph Conrades, John Lyons, Arch Marks, Gene Shroyer; Paul Rinehardt and Francis Hultquist. Dick Laymon was presented with a set of Bavarian China to commemorate his 25 years as an Autopoint District Sales Manager.

Sol Shulman then went to Philadelphia April 7 for a sales meeting at the Marriott Motor Hotel. Charles Canfield, with the most new accounts in his district, was presented a "Go-Getter-of-The-Year" trophy. Present at this meeting were: Cecil Fuerst, District Sales Manager in the Philadelphia area, and Joe Overton, District Sales Manager in the Baltimore area. Along with these men were: Harry Hodson, Ed Bonner, Emerson Harris, Jack Stockman, Wortley Hughes, Charlie Canfield, Ed Kienzle, Lee Orth, Steve Kochan, Joel Sugarman, Harry Dubbs, Mel Melziner, Bill Allbrook (plus three of his associates) and Bill Hamilton.

Sales meetings scheduled for May include New York on the 11th, to be conducted by Sol Shulman; and Cincinnati on the 19th and St. Louis on the 26th. Both Sol Shulman and Dick Van Uum will attend the latter meetings. Additional meetings will be scheduled later this year. This year, regional meetings are being held (rather than one big national meeting) so that more people will be able to attend.

Grab the ball and RUN!

The new Specialty Catalogue is out - but that's hardly news. Most of you have already received yours.

In addition to the sigh of relief heard throughout the office when distribution of the catalogue was completed, there's also been another reaction - an avalanche of congratulatory letters complimenting and praising this new silent salesman.

We appreciate each and every letter. But, all this new catalogue represents will go for naught if it isn't used. It isn't going to help anyone if it's left in a desk drawer or in a car.

The catalogue, with its brilliant presentations of the entire Autopoint line, is meant to make your selling easier. It can't help unless it's used with your customers. It can stimulate sales with established accounts, and it can help turn new prospects into customers. You won't find a better silent salesman in the entire specialty industry.

"Calendar" and "Chart" prices slashed'

PRESIDENT Sol Shulman has announced that prices on the No. 64C and No. 64CH pencils have been *substantially* reduced across the board!

The price reduction was possible because of special new manufacturing techniques which decrease the costs involved in making these pencils. This will undoubtedly mean additional business for you on these popular and useful models.

Pressure-sensitive price stickers are now being prepared to bring the catalog and price lists up-to-date with the good news. The stickers will be distributed to all concerned in about four weeks.

LODERBAUER

(Continued from page one)

help immeasurably if everything would be clearly printed on your orders.

When new information on any product or policy is bulletined to you especially on the "ABC" letterhead, we appreciate your keeping these sheets handy for reference, as this eliminates unnecessary correspondence later, and naturally speeds the preparation of your orders.

While our new catalog answers most of your questions, it would also be particularly helpful if all Salesmen would take special note of "without copy" deductions: on Bakelite pencils -40, up to 4999 units, 36 over 5000 units; on the Pacemaker Pencil--3c in any quantity; on pens-26.

Let's keep those orders coming in, especially the pencil orders, which are the ones that make this department really "roll." It's always a pleasure to serve you.

56,649 Green Stamps to Hruska

YEP, fifty-six thousand, six hundred and forty--nine of 'em! That's the number of S&H Green Stamps won recently in one fell swoop by Charles Hruska in the new Autopoint contest.

Some other recent big winners (all on single orders): Byron Paris, 38,000;

NEW!

THE "PACKETTE"

IN OUR ever-continuing search



for new items, we've come up with a "natural." It's the brain child of Bob G'Sell.

Bob has customers using extra-long ferrules on our No. 76 pencils. Bob realized that these extra-long ferrules offered unusual possibilities. He reasoned that if he could put an eraser in both ends and use the "container" for extra leads, he'd have a terrific "followup" item. It's practical, it's useful, and it has great advertising value.

Bob G'Sell

The Packette also makes a great direct mail piece. Bob had us make up some samples, and his customers went for the idea but, BIG!

Our hat's off to Bob for this wonderful idea.



The "Packette"-a new and useful refill item destined for large-quantity sales. Two erasers (standard or oversize) plus a full "tube" of extra leads make the Packette perfect for "follow up" or "reminder" advertising.

Fran Spreitzer, 18,000; H. S. Jassen, 15,709 and M. L. Keeler, 12,000 stamps.

Roy Johnson's wife puts an S&H stamp on the plate under his coffee cup each morning as a "gentle" reminder. It seems to work, too. Roy has earned thousands of stamps during the Sales Stampede.

These stamp totals represent a whale of a lot of bargaining power at any S&H Green Stamp redemption center. You can use them to get any of 1500 top-brand items.

Remember -there'll be a bonus of 5000 S&H Green Stamps (plus a national award and national recognition) for the Sales Representative who garners the greatest number of *new* accounts before June 30. There'll also be a bonus of 2500 stamps for *every* "Rep" in the district which attains the biggest average increase in new accounts. To qualify for the bonus, a "Rep" must sell a minimum of three new accounts during the contest period.

The above bonus-awards are in *addition* to the *double* number of stamps being given to salesmen for *all new account* business and, of course, the regular S&H Green Stamps that go hand-in-hand with *all* Autopoint brand business during the current quarter.

New Retail "Rep"

PRESIDENT Sol Shulman has announced the appointment of O. A. Gregory & Company as our new Retail Representative in the Rocky Mountain states.

"Greg" will sell and service wholesale and retail stationery accounts in Colorado, Utah, New Mexico, and El Paso County in Texas.

Both Autopoint and "Greg" have sold and serviced stationers in this area for some time. "Greg" has been in business for nine years and represents five outstanding stationery lines.

"Greg", with his Denver headquarters, has an established reputation for "quality" lines, so Autopoint will be in the proper "company". His new appointment will intensify the effectiveness of our sales and service in this important Southwest territory.



O. A. Gregory

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 Ave. nue, Chicago 45, Illinois.

Lee Hardt is new Purchasing Agent

WE CAN'T possibly produce the best quality products at competitive prices unless we demand and obtain the best quality raw materials from our suppliers at fair prices. This is



Lee W. Hardt

the major responsibility of

our newly appointed Purchasing Agent, Lee W. Hardt.

Lee is a native Chicagoan, owns his own home at 7727 Palatine, and has a 15-year-old son in high school. He came to Autopoint last December 18 after two years with The Kleen-Stik Corporation. Before that, Lee was Purchasing Agent with Bowman Dairy Company for 131/2 years and Arvey Corporation for four years. He has excellent experience to help us keep-up our "quality-line" reputation.

OUR VIEW

BY R. V. U.

LEW POLLOCK'S Chicago District overwhelmed the field in volume gains for shipments in March. Chicago came through with a whopping \$16,790 as its volume gain!

Other districts ranking in the top five in volume gains in March were: Minneapolis-St. Paul (Stan Rindfleisch) with a gain of \$6913; New York (Frances Penn) with a gain of \$3500; Indiana (Bob G'Sell) with a gain of \$2721; and Michigan (Joe Shaver) with a gain of \$2598.

Stan Rindfleisch and his Twin City crew attained the highest *percentage* gain in sales during the month.

Other volume gainers in March included: Northwest ("Cowboy" Doty), Maryland (Joe Overton), Cincinnati (Bill Stocker), Kentucky (Mike Moss), California (Ed Placko), and Georgia (Dave Warren).

Volume losses (alas!) in March came from: Illinois (Bob Fredrickson), Cleveland (Dick Laymon), Buffalo (Fran Twohey), Philadelphia (Cecil Fuerst), and Omaha (Vic Nielsen).

New Display Easels

WE'RE COMING OUT with two beautiful new easels, both in brilliant orange set-off by "icy" black. There's an easel for our pencils, and an easel for our Tungstar Pens! Slated for pen-easel display right away are the sleek Lancers as well as those magnificent pens with the "jewelry-store" look, the No. 518-19's!

These new easels are as attractive as the merchandise they'll display, and we know they'll be widely used by retailers to stimulate point-of-purchase impulse buying.



New pencil easel

Reactivator Cards are huge success

THE ACCOUNT Reactivator Cards (*Autographs*, October, 1961) are doing a real job. You'll recall that we mail a card to each account in our files -asking each to check their name and address, and then return the postagepaid reply card to us. For his courtesy, we promise him a free Autopoint pencil. After correcting our files, we send these leads to you with the pencil so that you can use this as a selling opportunity.

We mailed over 50,000 cards, received almost 40,000 replies, and sent over 20,000 leads to Salesmen. Each lead was accompanied with a pencil. How many of these leads turned into actual orders? Hard to tell, but we have hundreds and hundreds of "new" customers on our books so far this year.

There are still another 25,000 cards to go. They'll be mailed within the next 60 days. You will receive leads from many of these, so it's important that you follow up quickly. Be sure you give the prospect the pencil *first* and thank him for his courtesy, THEN use this as your selling opportunity. Be sure, also, to give us a short report on each call.



New pen easel

SALES CLINIC

COMPLAINT:

I find that the Long Liner pens satisfy just about every pen-writing need, but one thing puzzles me...

Since all of the cartridges are the same extra-long size, why does the Steno point and the Auditor's point last longer than the Medium Utility point?

DIAGNOSIS AND CURE:

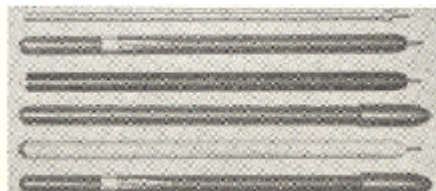
This happens because of what is known as "lay-down." The Medium "Utility" Point is the broadest of the three point sizes. Therefore, it lays down (on the writing surface) more ink per line of writing than either of the thinner point sizes ... thus, the ink supply in the cartridge with the broadest point is used up at a faster rate than the ink supply in the cartridges with narrower points.

COMPLAINT:

Since the Long Liner pens have so many combinations and variations, how can I be certain that I'm picking up a pen with Reproducing Ink?

DIAGNOSIS AND CURE:

AUTOPOINT L-O-N-G L-I-N-E-R-S with Reproducing Ink have a white button on the end of the barrel for quick identification. In addition, the barrel of each Long Liner is the same color as the ink inside. Additional ease-of-identification is accomplished



Long Liners have extra-long cartridges, are available in three point sizes, and feature our famous Tungstar Ball.

First, the D18P and the DEC, NOW -the DHC Perc 'N Cool

WE'VE DONE a great job on the D18P and DEC Cory Gift Items. Both items have a retail list price of \$29.95, but our special selling price is only \$14.40 each.

NOW, because we've proved that we can recognize a value and can SELL it, we're pleased to offer a special on the DHC Perc 'N Cool. This item has a retail list price of \$9.95, and our regular quantity price has been \$5.97. For a limited time, you now can offer it to

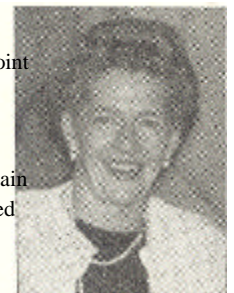


your customers at the low, low price of only \$3.98 each (minimum: 6). This is a tremendous value. We anticipate that the Perc 'N Cool will be the biggest "volume" item yet. *Order your sample today.* Your cost for each sample DHC is only \$3.18.

World Cruiser

ELIZABETH LISKA, veteran Autopoint Accounting Supervisor, bid goodbye to daily chores May 1.

We won't see her again until June 4. Liz departed for a vacation that will



take her around **Elizabeth Liska**

the world! Just to make our envy even stronger, we're hoping she'll drop us a card from some of those intriguing, romantic, far-away places,

by "blind-stamping" (that is, printing raised letters on the barrel in the same color as the barrel itself) the point size, ink type, and stock number on pens that bear customer's advertising copy; or, gold-stamping the same on pens that carry no advertising copy.