



ORCHIDS AND CONGRATULATIONS to "Jumpin' Joe Shaver - who had 34 orders and over \$6,000 volume last week! Joe continues to set a red-hot pace after winning the "New Account" contest a couple of months ago.

.....Congratulations also to Ed Roach, "our man in Havana"(Illinois, that is) - who has consistently done an outstanding job - and, who has recently come in with some "beauts".

.....Just noticed a quarter-page ad in today's Wall Street Journal -Brooks Brothers (the Madison Avenue haberdashers) are featuring a diary for \$12.50 each which they claim is "the most unusual and useful diary ever printed." I was amazed to see that this one in no way compares to our Executive Desk Diary which sells for half the price. Feature for feature, our Diary - published by the Saturday Review of Literature, simply can't be beat. Suggest you show it to your Executive customers.

.....Speaking of ads - our first consumer ad in many a year is going to appear in the Wall Street Journal on October 12th. It'll be a modest beginning - but, will lead up to what we hope is an impressive amount of well placed advertising to help you sell more, This one-hundred line ad will feature the MEMORAMA and will solicit direct-mail orders for single sets at the full retail price of \$8.95. The leads, in turn, will be forwarded to you so that you can follow-up and solicit quantity orders at the low, low price! The MEMORAMA, by the way, is a tremendous set - the best organized... containing the most complete and useful features found anywhere. And, the price is the lowest anywhere - positively! And, man, that repeat business - year after year after year is fabulous. Don't forget - two free with twenty-five on the MEMORAMA!



..... Amazing how many of you hopped on to the MYSTIC MEMO (#225). Here's a real winner for those looking for something a "little different." It's unique and unusual and at the same time so useful, It's "Sell The MYSTIC MEMO Time Of The Year." Your customers will appreciate the two free with twenty-five deal on this item.

..... We've just finished a very successful convention the NSOEA (National Stationers and Office Equipment Association). Thousands of stationers stopped by our booth to say "hello" and look over our new items and place orders. It was so good to hear the wonderful comments from the dealers - who sell every conceivable brand of writing instrument. They still claim "AUTOPOINT is the best writing instrument made - bar none." "Never a bit of trouble when I sell an AUTOPOINT", etc. Our hat's off to the people in our plant who have consistently maintained the high standards of quality-control throughout the years,

..... Those CORY specials continue to sell and sell and sell - even better now that we're approaching the Holiday Season. The D-18-P Jubilee Perc and the DEC Party Chef at \$14.40 each are red-hot gift items. Don't pass these by: The Saratoga Heat Massager at \$ As a matter of fact - all CORY items are "naturals" for Holiday selling - so, get on the CORY bandwagon today.

..... AUTOPOINT pencils, of course, remain the "backbone" of our business - and, it looks like we'll set another record in pencil sales this year: (Who said, "pencils are dead?")

..... Our new JETLINER pen (#620) with its metal "hood" tip) is a beauty, isn't it? And, what a gorgeous set it makes with the JETLINER pencil (#20 and/or #120) in the Starlite Box. And, those prices: This is a bonafide, nationally advertised \$2.95 retailer ... no wonder sales are skyrocketing.

..... Our Ball Point pen volume has shown tremendously large growth this year - like "double"...that's a fact! We've actually doubled our Ball Pen sales this year! Proves conclusively that "quality pays." The same meticulous care and quality control goes into our pens as into our pencils - and, the customer appreciates it. He knows he can rely on you - and on AUTOPOINT - and, that he'll be completely satisfied. To keep your customers from seeing "red" - sell 'em AUTOPOINT - and, keep 'em "tickled pink," The best selling pens? That's easy the #658 and #659 d'LARGO - the #692 L-O-N-G L-I-N-E-R -

Our new Magnet pen is making a big hit. Jerry Walters has been having fun - really going to town with this unusual item. Get "attracted" to this - if you want extra sales and commissions.

.....Tremendous new interest and sales in our Telephone indexes - all three of them. With the advertising and publicity about the new, all digit Direct Distance Dialing -Telephone Indexes are a new "best seller." "We cover the waterfront" - with three models - good, better, best - in three price ranges. Another sales opportunity for you:

.....And, by the way - AUTOPOINT - and, only AUTOPOINT will pay the freight on PLASCOLINE orders. You have a tremendous advantage over your competitors if you'll sell PLASCOLINE and send the order to us. Highest commissions - immediate service - finest merchandise - plus, prepaid freight - by AUTOPOINT! A winning combination.

.....Congratulations to Harold Oyaas - our first millionaire". Hal was the first man in the country to send us the eleven coupons with eleven orders. His "suitcase full of goodies" is ready for shipment - and, will go out in time for Christmas. Come on youse guys - you want to be a millionaire capitalist, too, don't you?

Incidentally, how come so many of you are not attaching the coupon to your orders? You're not worried about calories, are you? If you are, then we can tell you that all of the delicacies are "low-caloried." Don't come back after the contest ends on December 3rd and say - "I forgot to attach the coupon." It'll be too late - and we'll have no way of checking.

That's about all for now. See you later.

Good selling

A handwritten signature in cursive script, appearing to read "S. Shulman", written in black ink on a light-colored background.

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SOL SHULMAN
PRESIDENT

P. S. Almost forgot to mention that our #570/24 Card-Pak has really taken off. This is a genuine leather piece for credit cards and our price is absolutely outstanding. You're missing a bet if you're not selling this one!

Betcha a dollar that Walter Shirra, our latest Space Hero carried an "AUTOPOINT ASTRONAUT" pencil as he made his six orbit flight. AUTOPOINT is the only pencil found to be absolutely foolproof on exacting flights, such as these, We're looking forward to the "planting of an AUTOPOINT on the moon."