Avon Outlook

ONE - for the Money - TWO - for the Show - THREE - to Make Ready Campaign
WILL YOU DO THESE THINGS IF I TELL YOU THAT THEY MEAN BIG MONEY TO YOU?

They Certainly Do!

*Three To Make Ready*—remember how many times you have put the final touches onto getting ready while those words sounded the challenge in your ears? Today they sound just the same way; they bring just as close the need for immediate action, and the will to do your double best.

There is only one element that is different as you hear the words *Three To Make Ready* again—you aren’t in competition with anyone else, you are only measuring yourself. There is big money to be earned in your territory in the two months just ahead, and will you get ready now to earn it?

These next three weeks are your time of final preparation for Christmas selling, and there are three things to be done. Just opposite I tell you what they are. They require nothing more than you can do by giving a reasonable amount of time each day, and working conscientiously. And they certainly will mean big earnings for you.

This Outlook gives you everything to work with these coming weeks. Use them for your earning now. Use them to be ready for Christmas selling. I’m counting on you!

BRING OUT YOUR CUSTOMER RECORD BOOK AND LET IT GUIDE YOUR FOOTSTEPS THIS CAMPAIGN.

*The First Week* let it point out to you half-blocks and whole blocks of homes where you have not called before. Go there and call on every home to get acquainted and write first orders. Get the names of all the new customers that you can into your Customer Record Book. You will have greatly increased profits this campaign from these New Customer calls, and you will have the way paved into all of these homes when you call the next time with your Christmas gifts.

PLANNING YOUR PRECIOUS HOURS

Now is the time to get everything adjusted in your home for longer hours in your territory during Christmas selling. Make your plans now for getting out in your territory earlier each day. Plan to spend at least 5 hours a day in your territory. This probably will call for more careful budgeting of your time at home, and for a little more help from members of your family. If you plan it and practice it now, you will have everything running smoothly when Christmas selling begins.

So many Avon Representatives have told us that their whole family enters into the spirit of Avon Christmas selling. They help

**HAVING CHRISTMAS DEMONSTRATION GOODS READY**

You will receive Avon’s offer of Christmas Demonstration Goods—several of the beautiful gift sets that show first hand the quality and beauty of Avon gifts. Be sure you follow the instructions in good time that will bring these things to you before the close of this campaign. In other words, “get set” for the morning when Christmas selling begins. Avon is seeing to it that you will have everything else to show the Christmas line, but you have to order your Demonstration Goods. So be sure you take care of it as directed. It will be in your hands at the right time if you do.
Mrs. Allen will have regrets when Christmas selling begins—but you won't have any.

Mrs. Allen will start Christmas selling by calling on a half-dozen regular customers who will simply fall in love with Avon Christmas gifts. She will find herself writing big orders just as fast as she can go from home to home.

"Oh, how I wish I had more customers," Mrs. Allen will sigh. "How I wish I had called at a lot of new homes these last few campaigns. Now I've got to spend a lot of time getting acquainted."

But you won't let this happen to you; you will make many calls these next three weeks. Smart You!

* * *

Mrs. Keller will be in a perfect flurry when Christmas selling begins—but you won't be.

Mrs. Keller will realize after her first day of Christmas selling that time is money. She will write big orders, and write them fast, and have simply wonderful earnings that first day, but her home duties will be stacked up around her so that she can't get out at all the next morning. She will get help from her family after a while, but she will lose a lot of time before she gets them moved to action.

"If I had just made my plans earlier—" Mrs. Keller will wail. But you won't; you'll work this problem out during these next three weeks. Smart You!

* * *

Mrs. White will start selling Christmas Gifts without any Demonstration Goods—but you won't.

After three or four people say to Mrs. White, "They are beautiful in the pictures, but I wish I could see even one of the actual sets," Mrs. White will feel a bit desperate.

"I intended to get my Demonstration Goods on time, but why, oh why, did I fail to do it? Now here I am making my work hard, limiting my sales..." she will lament. But you will have your Demonstration Goods. You'll see to that. Smart You!
ONE — FOR THE MONEY
Right Now

Avon Perfumes
Are Specials!

GARDEN OF LOVE * COTILLION

3-dram......Special $2.39
Regularly $3.00

1-dram......Special $.99
Regularly $1.25

20% Federal Tax must be added to all Perfume Prices

CRIMSON
CARNATION

3-dram......Special $2.99
Regularly $3.75

1-dram......Special $1.19
Regularly $1.50

Write Big Perfume Orders Now — For Fall

With the exception of “Here’s My Heart” you can offer Avon’s entire perfume line at these Special Prices, and you can count on big perfume profits! Customers save from 51 cents to 91 cents on the 3-dram sizes, and savings on the 1-dram size are in proportion.

Fall and winter are the big perfume selling seasons, and Avon announces its drastically reduced prices on perfumes to bring you many orders.

With this Outlook you received Special Value Markers for all of these perfumes. Put them into your Catalog so that they lay across the color photographs of Ballad, the bouquet perfumes, and the floral perfumes. Then when you turn through your Catalog you show the customer what savings she is making. It is more impressive than merely telling her. Use your Catalog on every call and let customers see these savings for themselves.

These Special Prices will not be repeated during the Christmas Campaigns. Tell your customers this and urge them to place their gift perfume orders with you now. This will push your perfume sales far ahead this campaign. It gives you a chance to focus a lot of attention on perfumes—more than you will be able to give them when you are selling them as part of the complete Avon gift line.

Sell these Avon Perfumes for personal use this Fall, too. Perfume clings best and creates its greatest allure during cool or cold weather. It matches the richness of wool and silk fabrics, and is at its best when touched to furs. So suggest that every Avon customer choose at least one bottle of Avon Perfume for herself, regardless of her gift purchases. The Avon Perfume she loves will be the crowning touch to her Fall wardrobe. Help her choose it.

Have confidence in the high quality of Avon
Avon's True Scent Florals

GARDENIA

LILY OF THE VALLEY

Beautiful Ballad

3-dram.......Special $3.59
Regularly $4.50

1-dram.......Special $1.19
Regularly $1.50

SPECIALS
for the first time in 4 Years!

For Christmas

perfumes as you offer them for the odors are fine, and these perfumes have excellent lasting qualities. You are offering three bouquet perfumes—Ballad, Cotillion, and Garden of Love. All of them have long since proven their popularity, each has a big following. The three floral odors—Crimson Carnation, Lily of the Valley and Gardenia, are exquisite, identical replicas of the fragrance of the fresh flowers. Every one of these perfumes will sell on its own merits, which means that new customers will order them just as readily as regular perfume customers.

Wear one of these perfumes yourself this campaign; demonstrate one of them by showing how lovely it is when worn, as you go into every home. Customers will notice and ask you. You can carry the proof of the quality of all Avon Perfumes with you this way.

All through the war years it wasn’t possible to put Special Prices on Avon Perfumes—supplies were not big enough to allow greatly stimulated sales. But now they are. Every Avon shipping point has ample supplies of all of these perfumes. They can sell and sell in your territory, and throughout the whole United States, and your next order will bring you just what you ask for.

Get Avon Perfumes started in a big way in your territory this campaign. The brand new, and oh-so-practical sampling offer on the next page tells you how to do it. Your commissions on perfumes are good size, and you can pile up some handsome earnings this campaign.
To tie in with the big Special Price Offer on Avon Perfumes, Avon announces its new Perfume Samples. They open up a new era of big perfume profits for every Avon Representative. You no longer have to sell Avon Perfumes by describing them, but can demonstrate them by applying them on your customer’s skin where she will get the true odor. You can be certain that you are selling her perfumes she will like.

Each individual perfume sample comes in a slender glass tube. The glass used is so delicate that it breaks easily, and will not cut the fingers. The amount of perfume in each sample is generous. As it empties out on the customer’s arm, when both of the tapered ends are broken off, it provides a 100 per cent opportunity for the woman to smell the perfume. She gets the true odor of the perfume just as it will be when she wears it. Smelling a perfume from a bottle, on a blotter, or on cloth, cannot give the fullness or perfection of the odor as it comes out when applied to the skin.

No Waste. There is no waste of perfume you have purchased for sampling when it is put up in the little individual tubes, no danger of spilling or evaporation. Every bit of the precious sample is used to demonstrate the perfume right on the customer’s skin.

Always Fresh. With constant demonstration from a bottle there is slow but steady evaporation and the odor gradually loses its natural lightness and true quality. But with these new individual samples, each odor is fresh and at its rounded best when applied to the customer’s skin.

Neatness Impresses Customer. Women will appreciate the immaculate way you demonstrate perfume—the neat, brand-new little samples just for them alone. This good impression will play a big part in forming a good opinion of Avon Perfumes.
let Customers Smell Perfumes

Ever Has Used — It Means Big Upturn In Your Perfume Business

PERFUME SAMPLES COME TO YOU LIKE THIS

Each of the 5 tubes holds 8 of the slender glass Perfume Samples — each tube holds a different odor. You get 40 Samples of five different odors.

Price of one envelope of Perfume Samples — $0.50, plus tax

You will have one envelope of Perfume Samples to begin using as this campaign opens — 40 samples of 5 different odors, 8 of each. As you send in your Fall Business Campaign order you may request an additional set of samples, in any odors that you prefer, if you want more than 40 samples to use during this campaign when Avon Perfumes are Specials. Avon has ample supplies of these new Perfume Samples and you can order as many as you wish. If you do not state the odors you want when you order Perfume Samples, you will receive an assortment of five odors.

How To Use These Samples

You have received Special Value Markers for all Avon Perfumes except "Here’s My Heart." Fasten these markers in your Catalog where they belong before this campaign opens and let the markers help you announce the Special Prices. As you describe the various Avon Perfumes to your customers, follow the descriptions in your Catalog, they will select one or two odors that they would like to try. We do not suggest sampling more than two perfumes on a single call — one on each of your customer's arms. Sampling more than this will be confusing to her.

Use the Samples as shown in the sketches on the opposite page. Let her keep smelling her skin occasions for five minutes or so, while you discuss Avon Perfumes or other products, then she will be able to place her order with confidence.

Use The Samples While You Are There. Some customers may ask you to leave the Perfume Samples for them to try when they dress later in the day or for some special occasion. Try not to do this for this is not the purpose of your samples. She may forget to try the sample, or she may forget how she felt about the perfume before you call again. Tell her, "Oh, let’s try the sample now. You will enjoy the lift it will give you even though you are busy." Then you will know her reaction first hand, and no doubt write her order.

Use These Samples Widely, They Are So Inexpensive, Not Bulky To Carry. The price of these Perfume Samples is only a little more than a penny each, and Avon Perfumes sell at good prices and offer excellent commissions. So use these samples that cost so little to earn a lot. The samples are packaged ideally for your use — so little and light to carry, no danger of spilling. So put them to work for you in a big way.

PROVEN METHOD OF PACKAGING PERFUME

These little glass tubes for packaging small amounts of perfume have been in use for years. They are proven over and over as highly satisfactory. We know you will find them ideal for Avon Perfumes.
FOR TEEN-AGERS. Just right for their young skins, for removing make-up before washing face, and as a gently lubricating night cream.

A FINE CLEANSING CREAM: An excellent cleansing cream for all types of skin.

TO SOFTEN CHAPPED SKIN: Rose Cold Cream, applied regularly to chapped skin, quickly overcomes chapping.

FOR PROTECTION IN COLD WEATHER. Children like to play out of doors and often men work out of doors, and faces, hands and wrists get red and chapped. Rose Cold Cream prevents this if applied before exposure.

FOR CHAPPED LEGS. Women's hose are thin and legs chap badly in winter. Rose Cold Cream massaged over skin at night keeps legs in good condition. May be worn under hose in daytime, too, since it isn't greasy.

BEFORE AND AFTER SHAVING. If a man's beard is tough, making shaving difficult, suggest use of Rose Cold Cream a few minutes before shaving. If his skin is dry or sensitive, Rose Cold Cream is ideal for after-shave use.

A 30-cent saving on the large size jar of Rose Cold Cream — this is another of the appealing Specials you have to offer as you go out to line up a large number of customers for your Christmas business! And you will accomplish this, and you will also earn many, many dollars in profits on this product. For customers will order this big jar of cream at this amazingly low price. Ordinarily they would get the medium-size jar for 59c; now you offer them twice as much cream for their money. Make this point clear as you offer this Special.

Why We Say "It's Extra Special"

We realize that all Avon prices are reasonable and in order to attract new buyers for a product a Special Price has to be greatly reduced. For this reason Avon prices every Special as low as possible. But it is only occasionally that one can be offered at as great a saving to customers as Rose Cold Cream is this campaign — one-third off the regular price. This definitely makes it an Extra Special and assures you of a sale wherever you call. It is sure to attract new customers, and write orders for two or three jars for every regular customer.

One Of Avon's Profitable Daily Dozen

A good, all-purpose cream like Rose Cold Cream is in daily use in every home. It sets on the cabinet shelf and answers the needs of every member of the family, as described on this page. This means it is quickly used up, frequently re-ordered, a continuous money-maker for you. So work for many new customers for Rose Cold Cream this campaign. Show this cream, tell its uses and its Special Price, and you will write the orders.
Rose Cold Cream is one of your Demonstration Products and there isn't a prettier cream made than this one. It is so white, so very, very smooth, and the Rose perfume in it has nation-wide appeal because it is fresh and clean smelling, and not too sweet to appeal even to the men in the family.

Take the lid off your demonstration jar in every home and say with pride to every customer, "Here is a fine cold cream, the type of cream your mother always kept on hand for family use. Every member of your family will get so much satisfaction, comfort, and all-around good from using it."

Have it clear in your mind just what you have to sell as you go out to offer Rose Cold Cream at Extra Special Price this campaign. Realize that you can offer it in every home even though you sell Avon Cleansing Creams and Night Creams in many of those homes. For Rose Cold Cream is an all-purpose, family product. Read in the column on the opposite page the uses for Rose Cold Cream. Notice that men, teen-agers and youngsters, all have real need for a soothing cold cream. They would not be apt to use Mother's Cleansing Cream or her Night Cream, but Rose Cold Cream that is softening without being oily, appeals to them.

Many women use Rose Cold Cream, to be sure. There are many of them who want their cream needs answered by an all-purpose cream that they can use as a cleansing cream when they like, and also as a night cream. You will sell many jars of Rose Cold Cream to these women, but you will also sell it in homes where women are devoted users of cleansing and night creams. I point this out to show you that Rose Cold Cream stands on its own. It belongs in every family toiletry cabinet, and now, when cold days are drawing near, you can sell this family product in every home.

The Fastest-Selling Cream

Has Avon focussed your attention so strongly on the new creams brought out this year that you have more or less overlooked Rose Cold Cream? Well, don't do this. Don't ever do this. For there is no such thing as replacing an all-purpose, family type cream like Rose Cold Cream with any others. Across this country there are millions of women who buy only this cream, millions of families who depend on it. You will discover this anew when you go into your territory and enthusiastically present this cream this campaign. Get the big profits and the many new customers this Extra Special positively assures you!
Cream Lotion
59¢
plus tax
Regularly—75¢, plus tax

Another of the very loveliest and most popular products in the big Avon line is a Special this campaign. In the few years of its wonderful existence, Cream Lotion has won millions of enthusiastic users from Maine to California. Watch your profits on it pile up with this Special Price to help you!

The Lotion with Imm

FOR AFTER BATH USE

So rich and soothing, yet quick drying and not sticky, Avon Cream Lotion holds a high-ranking place as a body rub after the bath. Particularly in hard water areas the skin may become dry during cold weather, so point to this need as cold weather approaches and write the orders now.

SUPER HAND LOT

For hands that are frequently in water, Cream Lotion offers real help. Suggest its use several times a day. Also suggest Cream Lotion to keep legs, arms, and elbows smooth. And offer it as a make-up foundation to those women who want a protective non-tinted lotion base.

WEATHER IS COLDER—SKINS ARE DRYER

This is one big reason why Cream Lotion is all set to sell big now. All skin softening products sell better in cold weather because people feel the need of them, and use them much more often. Avon selected this Cream Lotion Special to answer a seasonal demand, and this will give you a running start in writing orders for it. Show it and you will sell it.

GIFT BUYING IS STARTING NOW

Avon has selected as Specials this campaign its perfumes and Cream Lotion because they are popular gift items. Women who have been through the spending and the hard work that last-minute gift buying demands, try to start their gift buying early. They will be glad to place their orders with you this campaign.
Whatever you have accomplished with sales of this product up to this time, it probably isn't half what you can do.

Cream Lotion is a product it is fun to sell for it seems to have a touch of magic. It is a super-softening lotion which means that it can win friends and influence women to reorder it continuously. But right along with this, it is fit for a Queen's taste in appearance—that soft pink color, the unusual bottle, the delicately-pink label and carton that compliment the color of the lotion. To sum it all up here is a product that has everything—performance and good looks.

See if you can't double your Cream Lotion customers this campaign!

SPECIAL PRICE WILL BOOST SALES

A Special Price never loses its appeal. Customers are saving 16 cents when they purchase a bottle of Cream Lotion now. And the big 6-ounce bottle of rich, creamy lotion for 59 cents looks like a real value—and it is. Just another reason why your sales of Cream Lotion will be big—why you will get many new customers for this product.

Think of the homes where you sell Avon. Isn't it true that in the homes where the family has used our products long enough to know them well that you never have any difficulty in making a sale? Why is this so? I am not bringing up this fact to praise Avon, but to give you assurance that there are certain things about the line you are selling that mean increasing business and larger earnings to you as you add the names of new customers to your list.

One of the reasons is Avon Quality. Out in Ohio is a family where a third generation of Avon users now is growing up. And this is true of families all over the country. This continued use, this allegiance to Avon, definitely is due to Avon quality. There are other similar products on the market, dozens and hundreds of them, but where Avon quality is known it holds its own.

Another reason is Avon prices. The average American isn't rich. He is a long way from it. The dollars in his family, even the dimes, have to be well spent. And here Avon wins popularity and holds customers for Avon prices are right. I do not say they are low, for it costs money to make high quality products. But Avon prices are fair, every customer can see that full value is received for money spent for each product.

You definitely are selling products that are out in front both in quality and price. Always keep this in mind for it tells you over and over that Avon will be well liked in every home in your territory once it is known.

Wayne Skidlin
Vice President In Charge of Sales
More Good News! Avon continues its Special Prices on Avon Foundations and Face Powder through this campaign!

Because there are certain to be many homes where you have not yet had an opportunity to offer these popular, fast-selling make-up products . . . because the Fall season is such an ideal time to write orders for them . . . because you have your Demonstration Goods and can go right on writing orders, the Special Prices remain in effect.

KEEP ON MAKING THE MANY SALES—
AND EARNING THE BIG PROFITS

After three weeks' experience in offering Avon Foundations and Face Powder you can continue to demonstrate these products without any extra effort. And the Special Prices assure you of continued sales and increased profits. And when this campaign closes you are certain to have built your customer list for these make-up products to a much higher point than it ever has reached before. There are two big avenues for continued sales open to you:

1. Sales to new customers. To them this opportunity to buy Avon make-up at a great saving is very appealing. Call on as many new customers as you possibly can.

2. Completing regular-customer orders. Perhaps you have some regular customers who ordered only a foundation, or only two boxes of Face Powder, when you called the last time. Try to sell them the related product this time . . . Try to have every customer you serve with other Avon products a make-up buyer when this campaign closes.
Prices Continue Campaign

You have your full-color ad for Color Pick-Up Foundations so continue to carry it in your Catalog and show it to customers. The magazines carrying this ad have now been read, the ad has caught the attention of women throughout your territory. They now are familiar with the fact that Avon has outstanding foundations and, it follows naturally, an extremely fine Face Powder to wear with them. The effect of this ad is now 100 per cent in creating a demand for Avon make-up for Fall, so be sure that you give every woman in your territory an opportunity to place her order.

WHEN YOU DELIVER MAKE-UP THIS CAMPAIGN

The inside spread of your Demonstration Guide, so handy there in your Catalog, shows customers how to apply their Color Pick-Up Foundation. Show this spread as you make your deliveries; make certain that every customer will use her products correctly, will like them, and reorder. This means a steady business.

TO EACH HER OWN

The men’s clothing store down the block is featuring “The Hat Of The Season” and the big window is full of felt hats—all alike. Every single hat is like every other hat, same style, same ribbon band, close similarity in subdued color. Across the street a milliner has a busy little shop. She has named it “Your Own Hat Box” and her slogan is “Every hat an original.”

We women are like that. We want things that are personal. In fact, if a woman can’t see a thing in relation to herself or her own, she just refuses to become interested.

It is good to bear in mind this little quirk of feminine psychology and turn it to advantage with “Avon has a foundation that was made just for your type of skin . . .” or “With your coloring, this Avon shade will do wonders for you . . .” or “This make-up just seems to belong to you . . .”

Yes, we women like things that are individual. We know when a product or a shade in a line is so right for us that it seems to have been designed especially for us, that it will emphasize our good features. Your careful showing of Avon’s three foundations and Avon Face Powder with its perfect texture and color-fast quality, will create this “It’s definitely for me” feeling on the part of every woman. For Avon make-up products offer such variety to choose from, such perfection in the way of a beautiful complexion.
In operation for several months as you read this Outlook, the new Avon Branch Office in Chicago is now operating full force. Every man who was selected for a management position in Chicago had a long Avon service record, so efficient work in this new branch got under way very rapidly. The states served by the Chicago Office are Michigan, Wisconsin, Illinois, Indiana, Ohio, Kentucky and Tennessee. All Representatives in these seven states send their orders to Chicago, work under the direction of Managers there, receive their merchandise from Chicago. This complete handling of the work of seven states by the Chicago Branch not only assures top-notch service to Avon Representatives in those states, but it is the means of providing faster and better service to Representatives served by New York, by relieving the work at this point.

The Chicago Branch is the second major expansion of Avon service since 1947. The Founder’s Campaign Outlook announced the opening of Avon’s new Laboratories and Manufacturing Division in Pasadena, California, and the moving of the West Coast Branch Office from Los Angeles to Pasadena. This new plant in the far West is handling all merchandise manufacturing, and the filling of all orders, for the Western Division of
READY FOR CHRISTMAS BUSINESS

Open And Giving Service

Avon. It is well equipped to give the very best of service to western Representatives. At Kansas City improvements have been made in the past year that will greatly speed the handling of orders.

It is with these three developments in Avon service that this company looks forward to perfect handling of Christmas orders for all Representatives throughout the United States. Through 1946 and much of 1947 Avon worked to build the West Coast Plant and to acquire space for a Chicago Branch. Now it is done, well in advance of Christmas. Merchandise is ready to fill orders at all shipping points. People are ready to handle orders expertly and on time. Avon has "made ready" for Christmas business. We announce this fact, and the reasons behind it, as you start this campaign. We give you the reasons why we urge you to plan ahead, through many calls and budgeting of your time, to a big and profitable Christmas business in your territory. We tell you how well prepared Avon is to handle your big Christmas business.

Behind each Avon representative stands the service facilities of one of the four Avon centers. Above, Avon Laboratories at Suffern, New York. On opposite page, Merchandise Mart, home of the Chicago Branch. At right, the Kansas City Branch. Below, new Pasadena plant.
Get Ready For The Days Of Big Deliveries

PRICE — $2.50
PLUS 20% FEDERAL TAX

★ Made of extra-sturdy, waterproof material—will keep its nice appearance and last through many hundreds of deliveries.

★ Longer zipper (20-inch opening) on these new Delivery Bags makes them very easy to use. Puts a new touch of pride into your work on delivery days.

★ Bags holds 20 pounds of merchandise. Eliminates wrapping customer orders separately, builds sales by letting you show merchandise you are delivering to other customers.

★ Handles are rounded so they do not cut fingers as bag is carried.

★ Flat metal feet protect bag against wear and moisture.

★ Nice looking — black imitation leather has attractive grain. Bag trimmed in light brown.

Your orders for the coming campaigns are going to be big, especially your Christmas orders. Just let your mind run ahead to those days when the big boxes of Avon merchandise, ready to be delivered, arrive at your home. If you do this you will make plans now to make those deliveries as easy as possible for yourself — you will order an Avon Delivery Bag.

Avon presents this bag now so that you can order it as you mail your next order. Just ask that it be charged to your account. Then you’ll have the bag when you need it, not just wish that you had it.

For Carrying Christmas Demonstration Goods, Too

You soon will have double use for your Delivery Bag, too. You have already received the offer on this bag that suggests that you buy it to use all through the Christmas Campaigns, to carry your Demonstration Sets. It is ideal for this — easy to open, no crowding, won’t wear out. You can vary your gift showing as much as you wish. So help yourself to easy calls and big sales by ordering a Delivery Bag right away.

Plenty Of Bags

Your Delivery Bag will reach you as soon as the mails will carry it after your request is received for there are ample supplies of them at all Avon shipping points.
About Dollars. You joined Avon to earn them, didn’t you? Now you are faced with the big-earning-season of the year—the time when you can double and triple your earnings.

About Dollars. We have to admit they are important. Right now we are thinking about warm coats, and winter fuel, of some Fall refurbishing of the house, and of our Christmas giving. We think of all the things dollars will do for us, for we are living in this happy land where the things we want may be had for the money, and where the Christmas spirit invades every street and every home.

The Year’s End Crescendo of Avon selling, big earnings, and being happy, now holds out its beckoning hand to every Avon Representative. Hours spent at Avon selling are highly profitable the year round, but right now the money earned begins doubling and tripling. Advance-guard of Christmas selling is this “Make Ready” Campaign with gift numbers already included in the Specials. The dollars begin rolling in now.

About Sense. Not one of us expects a miracle in the way of money coming our way; what we want is an opportunity to earn. And yours is here now. The calendar says so, the Avon gift line you soon will see, says so, and you know it for yourself.

But Planning Makes All The Difference. To make the most of Christmas selling, you have to have customers to sell to, you have to give your time to making calls, and the more enthusiastic, interested, and helpful you are, the bigger your orders will be.

Every detail of this “Making Ready” Campaign is planned to help you get ready for a highly profitable Christmas business. Please re-read Mr. Rooks’ three suggestions on pages 2 and 3 of this Outlook. Be a wise one, and get ready.
You need only $217 in net sales to win a Jewelled Pin this year.

How near are you to winning a Jewelled Pin? Maybe, as in the “Jewelled Pin Statement” for an Avon Representative which is shown above, you need only $200 to $300 in sales to earn a Jewelled Pin before this year closes. You know she is going to earn her Jewelled Pin. No doubt you are, too. And many Representatives who need $500 to $1000 in net sales to win their Pin or Higher Numeral, are going to earn it with their order for this campaign and their Christmas business. For your sales are going to run high during the next few campaigns.

Please follow these suggestions: First check the calendar to see when your Avon year ends. Then total your orders so far in your Avon year. See how much more you need in net sales in order to have a total of $1000 for the year. (Net sales is your total sales minus your commission.) Or, if you wish, you may ask your Department Manager to tell you how much more you need to sell in your Avon year in order to earn a Jewelled Pin. She will be glad to tell you.

How You Win The Jewelled Pin

Avon’s Jewelled Pin is awarded to any Representative whose total net sales amount to $1000 in a 12-month period, or less.

Representatives’ Names Listed Here

Printed on these two pages are the names of Avon Representatives who have earned the Jewelled Pin or a higher numeral since the last Outlook was prepared.
MRS. F. M. LEATHERMAN IS NEW CITY MANAGER AT LINCOLN, NEBRASKA

It was with keen anticipation that Lincoln, Nebraska, Representatives attended Mrs. F. M. Leatherman’s first sales meeting, June 3rd, 1947. They were eager to become personally acquainted with her, and soon felt her ability as a leader.

Before coming to Lincoln, Mrs. Leatherman was a very successful Representative. Fine sales work quickly earned for her the promotion as Assistant Manager to Mrs. J. Shepherd, at Fort Worth, Texas. In less than one year’s time, she established an outstanding record in this capacity. During that period she contacted hundreds of Representatives who were interested in Avon work, bringing them into contact with Avon sales plans and helping them increase their profits.

Mrs. Leatherman’s intelligence and inspiring leadership have already come to mean much to Lincoln Representatives. They know they can depend upon their new Manager for encouragement in furthering their success.

"I EARN MORE WITH AVON THAN I EVER HAVE BEFORE"

"Being an Avon Representative by far surpasses the work I formerly did; I was a sales clerk behind a counter. I don’t have to wait for customers to come to me—I go out in my territory and get the customers. The degree of my success is up to me. As a result I make more money than I ever made before, and have earned Avon’s Highest Award three times in a year and a half." These words of Mrs. Sally Robbins, Lansing, Michigan, Representative, tell in a nutshell the story of her success.

Proof that Mrs. Robbins “goes after” customers is the story her weekly report card tells. She averages 14 new customers every week, and nine out of ten interviews result in sales.

“I get many new customers by making evening calls,” Mrs. Robbins reports. “And my record book is a big help, too—especially when I think I have my territory pretty well covered. When I check my book, I usually can find plenty of homes to call on—people who were not at home when I called previously.”

Letters From You

Dear Avon,

You cannot imagine my joy upon receiving a personal letter from Avon’s President, congratulating me for winning Avon’s Highest Honor! However, I believe it is I who should congratulate Avon for what it has done for me!

From the beginning, I have been proud to be the Representative of a firm that has such a reputation for fine products and so many satisfied customers. My primary purpose in joining Avon was to make money, but I had not been with the organization long before I realized how much more I could get out of my work besides earnings; I learned how much cosmetics can do to improve one’s appearance; Monday Meetings have given me a wealth of knowledge about my products, too, and taught me how to present them to customers.

Of equal importance, I learned to have confidence in myself, and the guidance of my City Manager, Mrs. Ruth Suhr, has kept me inspired and encouraged. Finally, the fine contacts I have made among other Representatives is not to be overlooked. The fairness and cooperation of Avon Representatives cannot be outdone. Theirs is a friendly, helpful attitude which I enjoy so much.

I earned the Pin nine months after joining Avon, and my numeral 2 eight months later!

Sincerely yours,
Mrs. Esther N. Olsen
St. Paul, Minnesota, Representative
Mrs. Viola Thomson Is Crowned Avon’s Anniversary Queen

AT A BANQUET HONORING
SAN DIEGO REPRESENTATIVES

by William G. Clevenger
Western Divisional Manager

This is the story of Avon’s 1947 Anniversary Queen Banquet, just as it was told to the Outlook by Mr. Clevenger.

From the moment the great news was broken to Mrs. Viola Thomson, until the last guest left the Banquet Hall, Thursday, July 24th was a day of thrills and excitement for San Diego Representatives and their Manager!

It all started about 9 o’clock that morning, when I dropped in at Mrs. Thomson’s office on the pretext that I was making a routine visit to City Offices. (Mrs. Thomson’s Campaign Managers, Mrs. Martha Hangar, and Mrs. L. C. Gray, had been notified in advance and were waiting outside the office with the dress). As Mrs. Thomson and I were discussing business matters, Mrs. Gray and Mrs. Hangar entered the office, shielding the dress box from view. That was my cue to break the good news to Mrs. Thomson, and to congratulate her on becoming Avon’s Anniversary Queen. As soon as she realized that I was really in earnest, and saw the beautiful dress which was the gift of J. A. Ewald, she and her Assistants really went wild! Tears of joy made it difficult for Mrs. Thomson to say anything!

As soon as Mrs. Thomson was told about the Banquet plans, her Campaign Managers whisked her away to prepare for the evening’s celebration. First came a visit to the hairdresser, — then to the dressmaker for a fitting. The Queen’s gown fitted perfectly and no alterations were necessary. The banquet arrangements had been made in advance, and there was nothing for Mrs. Thomson to do but prepare herself for this momentous occasion.

102 Representatives Attend The Banquet

One of the biggest Anniversary Banquets ever held was this one at San Diego, with 102 Representatives present. The banquet was held in the El Cortez Hotel Banquet Room and all Representatives were seated before the arrival of the Queen. A three-piece orchestra provided music in the interim. The tables were beautifully decorated with a profusion of California flowers, and a flower-decorated throne awaited the Queen. As Mrs. Thomson entered the big double doors, the orchestra played a flourish, and then all the Representatives sang to the music of Lohengrin’s Wedding March.

"Here comes our Queen, fair to be seen
First on the West Coast to reign supreme.
Her wishing well helped ring the bell.
Let’s give a cheer to our own lovely Queen.”

(Continued on next page)
MISS EDITH YOUNGBLOOD RECEIVES THE YEAR'S HIGHEST HONOR AT BANQUET IN EVANSVILLE, INDIANA

92 Representatives From Her District—Indiana "G"—Were Present To Hear Their Sales Work Praised And To See The Crown Placed On Their Manager's Head

Lovely music by a string ensemble playing in the big hotel dining room, and the rapturous smiles and ringing applause of 92 Representatives, greeted Miss Edith Youngblood when she entered the banquet room at the Hotel McCurdy in Evansville, Indiana, on the arm of her Divisional Manager, Robert Detwiler. District Sales was crowning its first Anniversary Queen. Two weeks previous Representatives in Miss Youngblood's District had been notified that they had won the nationwide honor for their Manager. They kept their secret and set aside the day of August 7th to attend the noon-day banquet in Evansville.

But Miss Youngblood did not know of the great honor and happiness in store for her until the day before the banquet when Mr. Detwiler called on her, made the announcement that Managers from coast to coast had hoped to hear, and presented her with the Anniversary Queen gown. She was so moved and overwhelmed by the news, and the beauty of the gown that was her gift from Avon's President, that at first she was at a complete loss for words. But her first words, when she recovered her voice, were those of deepest appreciation for the fine work and the loyalty of her Representatives. There followed the busy whirl and the joyous excitement—to the hairdresser, to the manicurist, trying the dress to make sure it fit perfectly (and it did), telling her family and friends the great news.

Then the banquet, when she could see those wonderful Representatives who had earned this place of honor for her, and praise them with her own words. And it was a great.

Miss Edith Youngblood wearing the white chiffon gown with satin applique that was her gift from J. A. Ewald, President of Avon. On her head the crown of white roses that officially made her the first Queen of Avon District Sales.
PICTURES BRING TO LIFE THE ANNIVERSARY MOMENT

The Queen is escorted into the dining room.

Reading congratulatory telegrams.

Bringing in the Queen’s crown.

CROWNING THE QUEEN

CONGRATULATIONS!

CONGRATULATIONS!

Miss Youngblood received many hearty handshakes, and these three were photographed. At far left, Mr. Gregory congratulates the Queen, next Mr. Davis, then Mr. Detwiler.
ERSARY QUEEN BANQUET AT EVANSVILLE, IND.

of DuPont, Indiana, were the Representatives who appraised the work of Miss Youngblood in such high terms.

It was the appearance of Sharon Sue Whitney, 10-year-old niece of Miss Youngblood who came into the room with the crown of white roses on a blue pillow, that announced the greatest of all — the crowning of the Anniversary Queen. Applause rocked the room as the crown was brought forward, then quiet reigned as Mr. Gregory, in the name of the entire Avon organization crowned Avon’s first District Sales Anniversary Queen. So beautiful and full of meaning was this crowning of the Queen that it brought tears to the eyes of many Representatives, and it left Miss Youngblood temporarily speechless. But her words, when she spoke, showed how deeply she appreciated the honor, and how highly she regarded it. She expressed over and over her sincere appreciation to her Representatives both for the Crown she wore and for the pleasure of working with them.

As the banquet closed, Miss Youngblood’s Representatives crowded around her, admiring her dress, congratulating her, expressing their determination to bring the honor to her again in some future year. And so it was that Miss Youngblood took her place in Avon history as the first District Sales Anniversary Queen. This proof of her outstanding leadership, and of the extraordinary interest and sales ability of her Representatives, will long be discussed and written about.

THEY ATE GOOD FOOD

REPRESENTATIVES HAD A WONDERFUL TIME

THEY HEARD THEMSELVES AND THEIR MANAGER PRAISED

WITH HER JEWELLED PIN REPRESENTATIVES
New
District Sales
Managers

Carefully selected and well trained
are these new Managers that Avon is
proud to announce. Representatives in
their Districts can look to them for busi-
ness-building ideas, and for help with
problems, for they bring the thinking
and constructive planning of the Avon
company directly to their Represent-
atives.

MISS EVELYN
SEYFORTh—
Washington "P"
and Idaho "P"

MRS. IRENE
OLSEN—
Arizona "B"

MRS. ELEANOR
BRANDEL—
Ohio "F"

MRS. ZUE HAll—
Georgia "G" and
Florida "G"

These Are Great Days
IN DISTRICT SALES

In the last issue of the Out-
look, and in this one, we have
announced thirty new District
Managers. This year District
Sales held its first Anniversary
Queen Contest, which culmi-
nated in the crowning of Miss
Edith Youngblood at Evans-
vile, Indiana, as the First Dis-
trict Sales Queen, as reported
in this Outlook. These are only a part of the fruits of this year’s
work, the things that are obvious to every District Sales Repre-
sentative as you read the Outlook. And there are many others; District
Sales has continued to grow in national organization so that now
there is only a very, very small part of the United States where
Representatives are not working under the direction of a District
Manager; the average order of District Sales Representatives has
increased in the first nine months of this year. And there are other
things I could point out, but these are the big ones that stand out
in my mind as I look at the opportunities and the accomplishments
of District Sales Representatives.

But they are enough to show you that Avon District Sales is “on
the forward march.” Managers now are experienced in their dis-
tricts, and Representatives have learned through working with their
Managers, ways to increase business. Through this teamwork a new,
larger business has been developed in every Avon District. The
pattern has been set, and this year the results are beginning to show.
For every Representative who is a part of this great sales work, it
is bound to show in earnings, and in more customers, and greater
promise for the future.

As this Outlook tells you, you are now on the threshold of the
greatest earning season of this year. And you are ready to take
advantage of it, of that I am certain. You have my congratulations,
and my heartfelt appreciation, for all of your fine work this year.
You also have my good wishes and encouragement for a wonderful
Christmas business. May you enjoy truly wonderful earnings, and a
great satisfaction from your work.

Very sincerely yours,

Paul Gregory
Massachusetts
Miss Ila Dyer, City Manager
Mrs. John Mosson—4
Mrs. Leta McDonald, City Manager
Mrs. Edith H. Wood—8

Minnesota
Mrs. Dorothy Corey, City Manager
Miss Mae E. Joeckel—7

Missouri
Mrs. Loda May Spaulding, City Manager
Mrs. Arnette Ledbetter—2
Mrs. Stella Long
Mrs. Rebecca Norris—2
Mrs. Mary Johnson

Nebraska
Mrs. Frances M. Leatherman, City Manager
Mrs. Edward Chrostil
Mrs. Ethel Paulson, City Manager
Mrs. Eveline Cuffman—8

New Jersey
Mrs. Irene Darrow, City Manager
Miss Edna Clinger—15
Mrs. Winifred Scroggin, City Manager
Mrs. Edith Laver—13
Mrs. Erma Usanget, City Manager
Mrs. Theresa Anderson

New York
Miss S. J. Baker, City Manager
Mrs. Emily Hambrecht—3
Mrs. Ethel Sennakolk, City Manager
Mrs. Ethel Klotz—4
Mrs. Clara Weldon, City Manager
Mrs. D. G. Callihan—5

Oklahoma
Mrs. Laura Jordan, City Manager
Mrs. Mhna Swain
Mrs. Fred C. Neal, City Manager
Miss Maurine H. Chenoweth—2
Mrs. G. F. Moose

Oregon
Mrs. Ruth Montgomery, City Manager
Mrs. Mabel Border
Mrs. Edna Wilson—2

Pennsylvania
Mrs. W. B. Beisel, City Manager
Mrs. Joseph Weidner—2
Mrs. Marion Cooke, City Manager
Mrs. Ruth Coates—2
Mrs. Mattie Cox, City Manager
Miss E. Glock—8
Mrs. Anna Eggemeier, City Manager
Mrs. A. P. Ely—4
Mrs. Calvin Wertz—2
Mrs. Gertrude Grand, City Manager
Mrs. Estella Boyer—11
Mrs. A. M. Williams—2
Mrs. Gladys Wilson—23
Mrs. W. A. Greene, City Manager
Mr. William A. Greene—4
Mrs. Georgia Smith, City Manager
Mrs. R. Shufeldt—2
Mrs. Orpha Wible, City Manager
Mrs. Helene M. Becker—5

Texas
Mrs. Clara Day, City Manager
Mrs. Lucille Berry—9
Mrs. J. T. Cole—5

Mrs. Fern Fleharty, City Manager
Mrs. Frances Croadock—7
Mrs. R. E. Ivy—11
Mrs. Angie Davis Payne
Mrs. Conley K. Stevens—8
Mrs. George M. Terry—15

Mrs. Virginia Griffin, City Manager
Mrs. Dora Brethauer—7
Mrs. H. D. Lott—4

Mrs. Frank Howard, City Manager
Mrs. Olivia Allen—3
Mrs. A. Davidson—2
Mrs. A. S. Raymond—2

Mrs. Lucina Morano, City Manager
Mrs. Margaret Jenkins—11
Mrs. Lusia Montemayor—3

Mrs. J. Shepherd, City Manager
Mrs. J. H. English—3
Mrs. Willa Reeves—14

Mrs. Clara M. Wiley, City Manager
Mrs. Rose Brooks—4

Mrs. Muriel Wilhite, City Manager
Mrs. Roy L. Underwood—2

Utah
Mrs. Gladys Van Sickle, City Manager
Mrs. Eva Hallstrom
Mrs. Florence Parry—3

Virginia
Mrs. Dottie Lucy, City Manager
Mrs. J. G. Lane

Washington
Mrs. Mary Eynatten, City Manager
Mrs. Florence Barker—7
Mrs. Nell Broadwell—5
Mrs. Fern A. Phibbs
Mrs. Martha Thompson—2
Miss Nellie McDonald, City Manager
Mrs. Florence Banks—6
Mrs. E. S. Combs—4
Mrs. Celia M. Dudley—2

Free Goods
Cotillion Talcum
Hand Lotion

On orders of $40 or more at customers’ prices, you will receive Free Goods valued at $1 at customers’ prices.
You're on the line, ready for the start-off of this Campaign —

1. You've checked your Customer Record Book very carefully before this start-off. Where was there a block of houses where you haven't called before? Where was there part of a block? You're ready to call on them, in strict order, so that you don't waste a minute of your time.

You've also checked the names of customers who haven't ordered for a campaign or two. Yes, they're all due for a call during this campaign when you're determined to have things in good shape for Christmas selling.

2. And things are beginning to happen at home. "Mother has really turned into a business woman," they're all saying, for you have started them on some home duties that will save time for you. And will they cooperate? And will they keep track of what you do? You just bet they will. And they'll be proud of this lady in their family who can take off her apron and slip into a suit and earn as much money as Father.

So here's to you, every Avon Representative. May you enjoy your work, make many new friends, write many orders this campaign. Then your Christmas success will be assured you. You'll never forget the thrills and the profits that were yours in 1947!