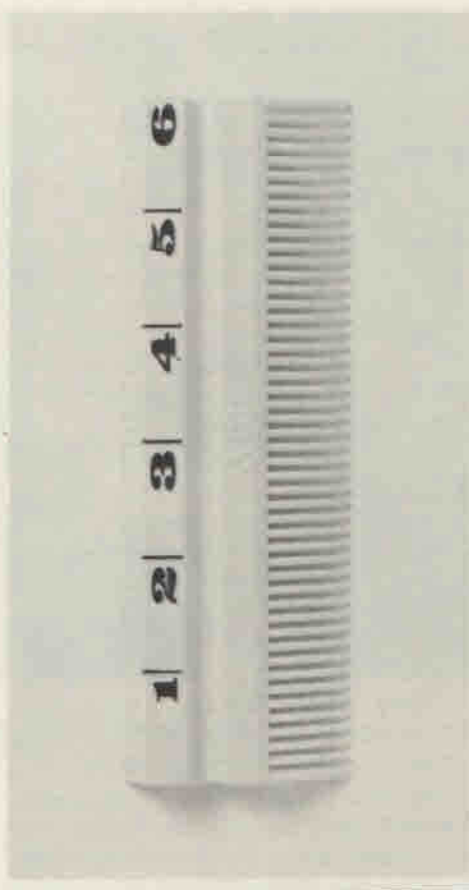


(Special note to Order-Assemblers and Packers: Keep a special eye on perfumed talcs, Sweet Honesty, and lipsticks and nail enamels. They're priced so low that we're expecting each of these offers to move 1,000,000 units.)

**Half Pricing.** Bargains will keep the buying momentum going in Campaign 16, and you can look for extra action through half-pricing of hair brushes, 16 ounce Bubble Bath and five decanters. Also watch out for the new, striking Abalone Bracelet and the Lowest Price This Year re-launch of Timeless, still our most successful fragrance ever.

**Sunny and Clint** The Sunny Star Necklace in gold was such a wild success that we're introducing a silver-toned companion in Campaign 17. You'll also meet Clint and his cologne in this campaign. Half of the non-Avon users who tested it said they'd switch to Clint. So, we're thinking big numbers here.

**"LPTY."** That's how our marketing people refer to Lowest Price This Year offers, and there are 25 pages of LPTY products in the Campaign 18 brochure. (Might be a good time for you to do some Avon-shopping yourself.)



**Get Ready for Fall.** Campaign 19 begins the summer-to-fall transition with appropriate seasonal products, like the cunning, little School Days Ruler-Comb, Crystal Palace Jewelry Collection and Cape Cod Wine Goblet Candlette (to go with our other highly successful Cape Cod pieces). The President's Celebration competition also starts this campaign. (Kansas City won last year. Which Branch will win this year?)

That's our Greatest Summer Ever, all leading up to what we're sure will be our Greatest Year Ever.

## Who will be Number One?

Bright banners around the plant, buttons with slogans, "Employee-of-the-Month" drawings, progress boards in the cafeterias, make-a-poster contest...it's our big Sales Leadership Program, kicked off at the beginning of the year.

Every Branch is doing it differently...coming up with their own themes and spurs and creative promotions. But the goal is the same: to be No. 1 in sales percent increase for 1976 over 1975.

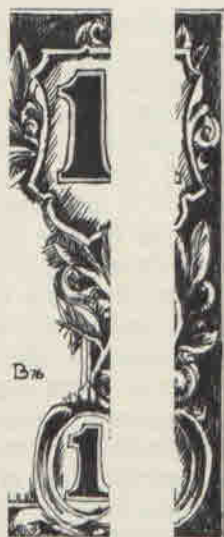
Winning Branch will be honored at a happy Sales Leadership Day early next year. There will be a special employee luncheon celebration, with President David Mitchell present to offer congratulations...a trophy or plaque for the Branch...and individual mementoes for everyone.

Here's how Branches stand for the year to date through Campaign 10...and the different themes they've each adopted:

	Theme
#1 Atlanta	"Let's Make It Happen"
#2 Newark	"Making It Happen"
#3 Kansas City	"Be No. 1 in Sales"
#4 Springdale	"Make Springdale No. 1 in Sales"
#5 Pasadena/ Monrovia	"2 for 1... Sales + Service = #1"
#6 Glenview/ Morton Grove	"The Great Race"
#7 Rye	"Put Rye in Orbit"

We'll keep you posted.

7¢—Dividends paid to 35,200 shareholders—many of them Avon employees.



4¢—Earnings retained for future growth. This is an especially key amount, because it's used for future expansion, future new jobs. As somebody said, profits are the fuel of our economic system.

11¢—Corporate income taxes paid to federal, state and local governments, including taxes paid by our foreign subsidiaries. Total taxes on earnings for 1975 were \$142-million.