

Increase On U.S. Savings Bonds

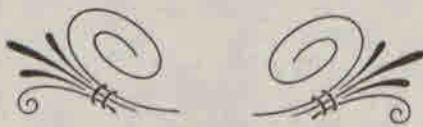
On October 6, 1980, the Treasury Department announced that President Carter approved a 1 percent increase in the interest rate paid on United States Savings Bonds and Notes.

The interest rate on Series EE Bonds purchased on and after November 1, 1980 is being increased from 7 to 8 percent compounded semiannually, when the bonds are held to original maturity. Also, the term to maturity is being shortened from 11 to 9 years.

The interest rate on Series HH savings bonds purchased on and after November 1, 1980 is being increased from 6½ to 7½ percent to their original maturity, which remains at 10 years.

The interest rate on all outstanding Series E, EE, H, and HH savings bonds and notes will also be increased by 1 percent if held to maturity. These increases on outstanding savings bonds and notes will begin with the first semiannual interest period that begins on or after November 1, 1980.

(Any questions on this article may be directed to the Finance department.)



Did You Know?

Avon was the first beauty company to use a highly sophisticated computer to match colors and ensure shade consistency in every single product.

All our pressed powder eye shadows, blushers, and facial powders are micronized (broken into the tiniest particles). This ensures that they always apply smoothly without streaking.

Two of the 5 best selling women's fragrances in America are Avon's Zany and Candid—and 7 are among the top 15.

Letters by Luise

Our second article on Graphoanalysis by Luise Gladden. We will go to Illustration 2.

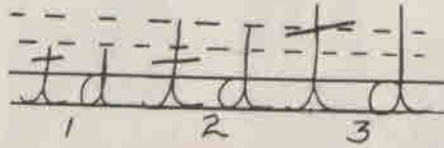


Illustration 2 shows pride. This person has a wholesome desire for approval which creates a measure of self-esteem and a driving force for accomplishment. They strive to think well of themselves, and also desire others to hold them in high regard. We are not talking about arrogance, but an attitude of pleasure in accomplishments and appearance. Pride is measured by rising 2 to 2½ times the mundane letters.

(Explanation of illustration 3 will appear in the December issue)



Deborah Kerr to promote Timeless.

Starting early in 1980, actress Deborah Kerr will appear in brochures as spokesperson for the Timeless line. Ms. Kerr, who was photographed in London by international photographer Lord Lichfield, is under exclusive contract to Avon for two years of Timeless promotion.

Football Fans May Not Find This As Easy As They Think

So you think you know football? Then guess the names of these pro teams with the clues given. (Answers on page 6.)

- | | |
|------------------------------|-----------------------------|
| SIXSHOOTERS _____ | CREDIT CARD USERS _____ |
| \$1.00 FOR CORN _____ | MIDNIGHT SNACKERS _____ |
| FISH ARMS FOR A GIRL'S _____ | LUBRICATORS _____ |
| TOY _____ | HALF BOVINE, HALF MAN _____ |
| LOADERS _____ | _____ |
| 6 RULERS _____ | INDIAN LEADERS _____ |
| WISE SUNBATHERS _____ | PETER & PAUL _____ |
| FOOLISH SUNBATHERS _____ | UNCLE'S SPOUSE IN THE _____ |
| PROTECTED SPECIES _____ | ARMY _____ |
| WASHINGTON'S FISHER _____ | TYPE OF TIGER _____ |
| GOES _____ | MARINE BIRDS _____ |
| KING OF BEASTS _____ | FUNDAMENTAL RULES _____ |
| SEVEN SQUARED _____ | SHOPLIFTERS _____ |
| HENRY'S FIRST COMPACTS _____ | 747's _____ |
| STREAKERS _____ | EQUINE RODEO _____ |
| EWES MATES _____ | PARTICIPANTS _____ |
| I.O.U.'s _____ | _____ |

AVON ANNIVERSARIES

FIFTEEN YEARS:



Martha Roberts
Field Operations
10/13/65

TEN YEARS:

Evelyn Dispain
Shipping
10/19/70

Carolyn Oliver
Field Operations
11/16/70

Mildred Atchley
Shipping
10/19/70

Mary Wells
Field Operations
11/23/70

Betty Goodson
Field Operations
11/2/70

Kathy Bennett
Field Operations
11/23/70

Audria Book
Field Operations
11/4/70

Butch Mason
Service
11/30/70

FIVE YEARS:

Annette Gresham
Shipping
11/13/75

Phong Quang Dam
Maintenance
11/10/75

MANAGEMENT MOVES

October and November were months for management changes in our branch. We saw a District Manager join our branch staff, a promotional opportunity within our current management staff, and a promotion into management within the branch.

Carol Detwiler, our new Management Associate in Field Operations, served as a District Manager for seven years in the metropolitan area. Before joining Avon in a permanent capacity, she was a successful Representative and Stand-in Manager (President's Club member) for nine years.



Carol achieved Circle of Excellence in both 1978 and 1979, won her division's President's Celebration in 1974 and 1979, and won the Atlanta Branch President's Celebration in 1978. She served as a Panel Member for two years and also as a Field Support Manager in Dogwood Division. Earlier this year Carol was selected to become a Field Trainer supporting the Branch Training and Development Manager in conducting Presentation Skills Workshops for District Managers. A real team builder, Carol inspires people to work together and accomplish more than they ever dreamed.

We congratulate John Henson, Coordinator of Collating/Printing, who has been promoted to Supervisor-in-Training in the Shipping Department. John joined Avon in 1976 as a Tray Handler while working and attending night college. Soon he was selected through JOP for a position on the Maintenance staff where he remained while continuing his education. Finally, in 1979 John was given the opportunity to move into management in the Support Services area.



Replacing John is Donnie Brooks who has been with Avon in the Shipping Department since 1972. Having served in a number of positions while also continuing his education at night, Donnie has worked the past few years as Line Balance Binfiller. We congratulate Donnie on his new opportunity in management.

COMING ATTRACTION

For you antique buffs, you can look forward to the High Museum of Art's Annual Antique Show to be held at the Atlanta Apparel Mart, Spring Street at Harris, on November 20-23. Sponsored by Sabena Belgian World Airlines, the theme will be "A Salute to Belgium's 150th Anniversary" and will feature top quality antiques and accessories from America's outstanding dealers. Admission is \$4.00 daily or in groups of 10 or more, \$3.00 each. Proceeds will benefit the High Museum of Art.

AVON AROUND THE GLOBE...

In the U.S.—Starting early in '81, actress **Deborah Kerr** will be under exclusive contract to Avon for two years of Timeless promotion. The C19 launch of our most prestigious makeup line ever, **Spunsilk**, marked our successful entry into high-fashion makeup—a category formerly dominated by Lauder, Rubinstein, and Revlon's Ultima. In C20, we introduced the new "**Avon Highlight**" Brochure to Representatives—a new eight pager to help them go after and convert their non-customers who think our products are not upscale enough for them. A low-cost accidental death benefit policy will be test

marketed in Colorado, Iowa and Nebraska by the **Great Oak Insurance** Company in its first offering to a non-Representative market.

In other countries—Year-to-date sales in the **Pacific** market are some 20% ahead of '79 and over projection. For the first time since entering Malaysia, Thailand and New Zealand, we will be **redistricting** for better coverage in early '81. We will also open up two mail districts in outlying Eastern Malaysia. In the year's largest gathering of managers anywhere in our Avon world, over 600 zone managers met in **Tokyo** at Japan's national conference in August.

Argentina's new shipping facility at San Fernando shipping its first orders in late August. **Venezuela** will soon initiate zone manager training based on the U.S. module system.

Puerto Rico's first computerized orders were shipped in July following successful installation of the ARMS computer. In **Mexico**, plans are on schedule for a fifth assembly line and the first automated dock system in Latin America—both scheduled for full operation by mid-fourth quarter. "**Avon Special Edition**"—the C12 merchandising theme developed to top Operation Smile in the European market, achieved spectacular sales gains.