

NEWSLETTER

VOL. X, NO. XIII, SEPTEMBER 4, 1974

Timeless — Major T.V. Introduction Underway!



Pictured are several scenes from the Timeless television commercial. The commercial, filmed in color, depicts the contemporary quality of Timeless, and the unique Timeless bottle. The Calypso Band, which follows the model throughout the commercial, illustrates the lasting quality of the Timeless fragrance.



An exciting, approximately \$1 million national advertising campaign for Timeless will begin September 14 on all three networks, opening the way for the Representative's call.

The advertising presents Timeless as an exciting, new idea in fragrance. It is different from all other Avon fragrances because it is ultra-lasting. Timeless won't disappear on you like other fragrances. It lingers and lingers...like a beautiful melody. What's more, advertising shows Timeless to be young, fashionable, feminine.

And, the Timeless advertising on TV is specifically designed to attract many of our

younger customers so Representatives can expect to sell Timeless to women who have never bought fragrances from them before.

"Timeless" Introductory 'Road-block' Schedule (First 4 Days)

Saturday Sept 14
8-8:30pm ABC New Land
CBS All in the Family
NBC Emergency

Sunday Sept 15
8-8:30pm ABC Sunday Night Movie
CBS Apple's Way
NBC Walt Disney

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Volunteers for Project Live

Project Live will be starting again in the fall at Avon. Although many of last year's tutors will be participating in the program, there is a need for more volunteers.

Sponsored by the Federation of Protestant Welfare Agencies, Project Live stands for "Learning through Industry and Volunteer Educators." Through this program, approximately 30 junior high school students come to Avon each Thursday afternoon for tutoring on a one to one basis.

Each tutor is assigned one child for the entire school year. Reading and math are the primary subjects covered in a tutoring session. The company and the Federation supply books, games, counselling, and whatever help the tutors need. All we ask from a tutor is his time.

We are looking for tutors who care enough to commit themselves to a child one afternoon a week from 4:00 to 6:00. We also need substitute tutors.

The students arrive at the cafeteria at 3:30, where they have snacks, and are picked up by their tutors at 4:00. The child and his or her tutor spend the first hour in either a group activity, such as a tour, or in an individual activity, which could involve anything from a game of checkers to ice-skating in Central Park. The second hour is spent tutoring.

Project Live is a challenging, rewarding, and fun experience! If you are interested in tutoring, please complete the form below and send it to Marus Johnson, H.O. Personnel, 28th floor. If you have any questions concerning Project Live, please call Marus on ext. 4255.

I am interested in becoming a Project Live Tutor.

Full-time Tutor
Substitute Tutor

Name _____

Dept. _____

Bob McMillan Heads Up Information Services

Robert R. McMillan has been appointed Vice-President-Information Services, reporting to Edmund W. Pugh, Vice President-Finance.

Mr. McMillan becomes head of the Information Services Department and responsible for worldwide information services comprising development and operation of computer programs and data processing.

Mr. McMillan joined Avon

in 1968 as Director of Government and Public Affairs. In January, 1973, he was named General Manager - Home Office, and later that year, Vice President-Administration.

Charles G. Blake, also Vice President-Information Services, becomes responsible for that portion of the Information Services Department that services the International Subsidiaries.

BENEFITS :

Retirement Questions

The following questions are frequently asked about Avon's retirement policy:

1. *I am 55 years old and have been working at Avon for 13 years; when will I be eligible for Early Retirement?*

When you have 15 years service. For Early Retirement, you must be at least 55 years old and have at least 15 years service.

2. *As an Avon Retiree do I receive any medical benefits?*

Yes, if you retire on a Normal, Early, or Hardship Retirement you are covered for Hospital and Surgical Benefits. These benefits are coordinated with Medicare (if you are eligible for Medicare). If you retire prior to age 65 or if your eligible dependents are under 65, you can also be eligible for Major Medical insurance. A small contribution is required for this.

In addition to the medical benefits, you are covered by a \$5,000 life insurance policy paid entirely by Avon throughout your lifetime.

3. *If I should leave Avon prior to age 55, do I receive any Retirement Benefits?*

Only if you are at least 45 years of age and have at least 10 years' service. If you meet this requirement, you then have a vested right in Avon's Retirement Plan, which entitles you to an allowance at age 55 or later.

For further information concerning retirement, or any Avon benefit, please call Evelyn Napolitano, Supervisor - Employees Benefits, on Ext. 4136.

New Yoga Classes

Yoga classes will be held again this fall beginning Thursday, September 17th. The course includes ten classes and costs \$25.00. All those interested in attending should call Marus Johnson on ext. 4255.

Cafeteria To Feature Daily Special

Beginning Monday, September 9th, the Avon Cafeteria will offer a Daily Special each lunchtime.

The Special will vary every day, and will include:

- Hot Entree
- Vegetable
- Roll and butter
- Beverage

All for only \$1.50!

The Daily Special will be posted on the Cafeteria menu each day, and, at such a reasonable price, will be cheaper than the same lunch ala carte.

Survey Results

In the May issue of the Newsletter, we published a questionnaire, asking you, our readers, to tell us your opinion of the Newsletter. The following are the results of the survey:

1. On rating the Newsletter:

59	Excellent
157	Good
52	Fair
10	Poor
2. I generally read of each issue:

All	205
Half	58
Less than half	14
None	1

As a source of information, the Newsletter was rated third, after the "grapevine" and employees' Supervisors.

The survey indicated readers felt the following subjects were well covered in the Newsletter: Personnel changes, Benefits, Company information, New Equipment and Procedures, while they would like to see more articles on the various departments at Avon.

The total number of employees who receive the Newsletter each month is 1700. The total surveys returned were 278. We are extremely appreciative to those employees who participated.

Inquiring Photographer

Question: "What's your Favorite Avon Decanter?"

Where Asked: Avon Cafeteria



Gene Arthur, Internal Audit:
"The Silver Duesenberg is my favorite. Some day I hope to buy the larger version."



Jack Shimell, Sales Promotion:
"I like the Stutz Bearcat best. It is a very handsome decanter, and has a fine design."



Paul Bunzalik, H.O. Central Services:
"Since trains have always been a hobby of mine, I would have to say that the Silver Locomotive gets my vote."



Jane Pratt, District Management Operations:
"I have several favorites, but I think the Butterfly Fantasy Porcelain Treasure Egg is number one. It looks so different and beautiful."



Shiron Plowden, Treasurer's:
"Bell Jar is my favorite. I love the effect of the flowers suspended in the middle of the glass bell- it's really lovely."



Lois Levy, Medical Department:
"The Moonwind line is beautiful. The combination of silver and blue is so attractive."

TIMELESS...

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Monday Sept 16
8-9:00pm ABC Rookies
CBS Gunsmoke
NBC Born Free

Tuesday Sept 17
9-10pm ABC Tues. Movie of the Week
CBS Hawaii Five-O
NBC World Premier

After these initial appearances, the Timeless commercial will continue to run on a wide range of popular programs through-out the 4th Quarter.

In total, 9 out of every 10 women will see the Timeless commercial an average of 5 times each. Never in Avon's history will we have reached so many women so quickly to introduce a new fragrance.