



**NOW WE CAN WORK SMARTER**



Moving ahead is a part of us—a tradition that has meant hard work—and smart work—for all of us. But, the expansion that's ahead will call for even smarter ways for us to work in the future.

The next few years will see growth in our country such as we have never seen before—195 million people by 1965—nearly 20 million more than today. And, by 1965 we at Allstate will have grown from a family of 14,000 to 20,000 people working together serv-

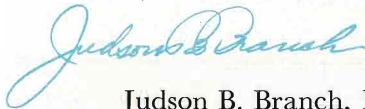
ing almost twice as many customers as our present 5,000,000.

That's quite a few folks to serve. That's something we have to start thinking about now. That's why we have to keep looking for smarter ways to work.

This is a wonderful age we live in. Every day new ways are found to make life better for us—both at home and at work. Now, we almost take for granted such modern day miracles as Hi-Fi, Color Television, and

Jet Airplane Travel. And, we've come to expect modern day miracles to help us in our work, too.

Take a look on the following pages for the latest step in our progress towards working smarter and giving better service.



Judson B. Branch, President

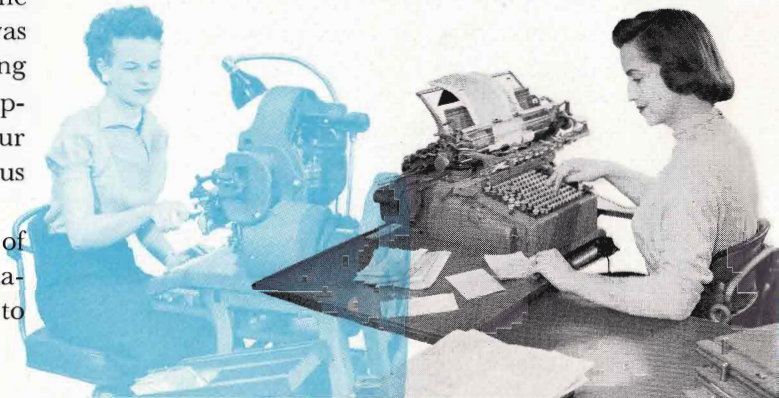


From our very beginning we have tried to use machines wherever they could do a job. Back in 1931 we had a few typewriters to help us. But, as our business grew we had to look for help from other machines.

The first new office machinery on the scene was Addressograph equipment. This was followed by the R. C. Allen policywriting machines and the Ozalid reproducing equipment. All these machines helped us give our customers better service and they helped us grow as a company.

Then a new age dawned—the age of our IBM Punch Card machinery. These machines helped us give even better service and to grow even faster.

## EARLY OFFICE HELPERS



## MODERN OFFICE HELPERS

Naturally, other companies have been moving along, too. This means we have to keep up our pace. Machines and methods that were the latest thing five years ago are becoming obsolete today. There are newer, faster, and more accurate ways of serving our customers. Allstate is adopting these ways.

In the last year or two you probably have heard a lot of high sounding words like Datatron and Computer. The machine we're



getting is a high-speed electronic computer called the Datatron. This is the finest computer for our needs.

Basically, these new machines are designed to handle routine jobs (like premium billing) fast and accurately. They also have another big advantage. They can store great amounts of information in a small space.

## HOW THE NEW MACHINES HELP YOU

Let's get one thing straight. These new machines do not replace people. Instead they depend on people—just like a typewriter does. The work they do is only as good as the work you do.

Their great speed and accuracy in handling routine and tedious jobs will release us for more important and interesting jobs. And, because there is no limit to the amount of new customers we will be able to serve, more jobs will be created.

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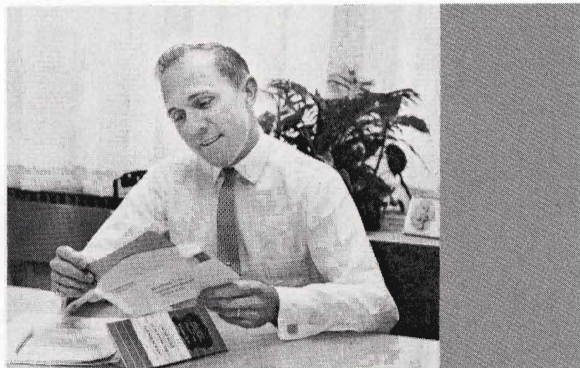


## HOW THE NEW MACHINES HELP OUR CUSTOMERS

One of the reasons for our fabulous growth has been the excellent service we have been able to give our customers. To continue growing, we must continue to give top-notch service.

With these new machines we can cut even more “red tape”. We can give even faster and more efficient service.

Customers who are served speedily and efficiently are happy customers—customers who will stay with Allstate.









## OUR SUCCESS DEPENDS ON SPEED

To give top service to all our customers we have to move fast. In the few working hours we have each day we must be able to prepare thousands of payment notices, thousands of renewals, and thousands of endorsements.

The system we have been using is fine—it has provided all our customers the best service in the finest Allstate tradition. But, this system is no longer the best for our needs—it doesn't have the speed to serve the addi-

tional thousands of new customers coming to Allstate every day.

The new machines have the speed we need. Their speed is limited only by the speed of light. And that's 186,000 miles per second. In one minute they can perform 324,000 additions/subtractions, 30,000 multiplications, or 15,000 divisions.

It would take an army of people with pencil and paper to keep up with these machines.



## OUR SUCCESS DEPENDS ON ACCURACY

In addition to speed we can depend on our new machines to prepare payment notices, renewals, endorsements, extension certificates, and to perform other tasks with absolute accuracy. Once we have given them the correct information to work with they won't make a mistake.

We must remember, though, the ma-

chines are only tools to help us work smarter. They depend on us. If the information we give them is right, they won't let us down. And they won't let the customer down.

Customers whose bills are right, whose changes are recorded with speed and accuracy, are loyal customers. We're giving them the kind of service they depend on and want.

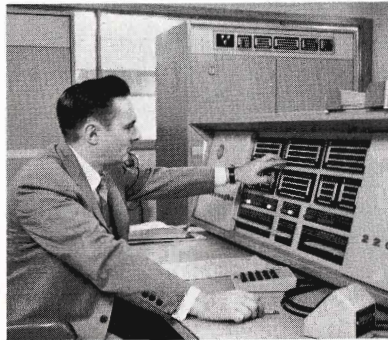
# THE MACHINE DOES MANY JOBS. HERE'S HOW IT PREPARES CUSTOMERS' BILLS



Customer information is stored here on **magnetic tape**.



This **control unit** selects and transfers information to **processing unit**.

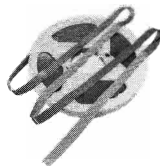


The **processing unit** finds out how much the customer owes.



This high-speed printing machine prepares the customer's bill.

## HOW THE MACHINE REMEMBERS



A big advantage of the new system is that large amounts of information can be stored in a small amount of space.

Under the punch card system, it takes hundreds of thousands of cards to store information. Now, this same information can be stored on reels of magnetic tape. One reel of tape, which looks like a reel of movie film, can

hold the information found on 100,000 punch cards.

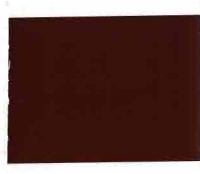
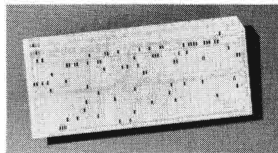
Magnetic tape accounts for much of the machine's speed. Because the information the machines work with is stored so compactly, the machines can print 250 payment notices every minute—15,000 notices every hour. This means speedier service to our customers.



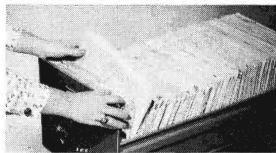
# THIS IS MAGNETIC TAPE

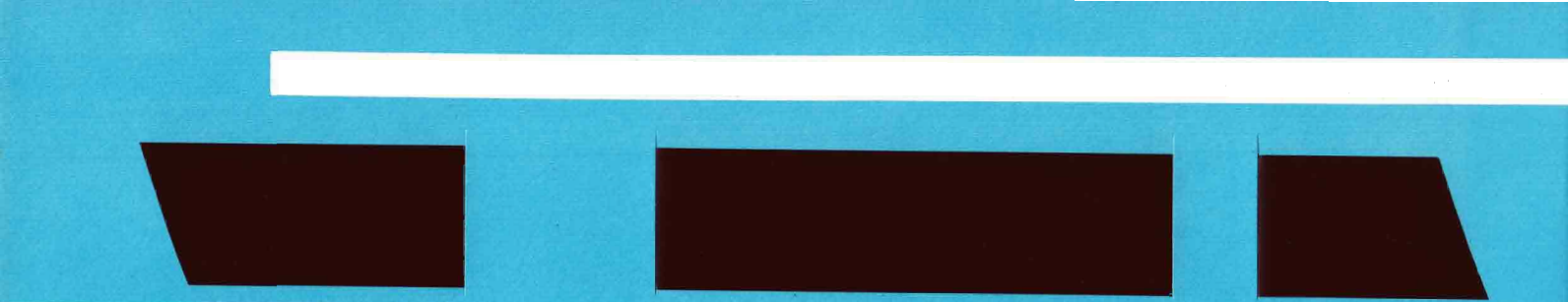


*All the information contained on a completely punched 80-column punch card can be recorded on a strip of tape this size.*



*A strip of magnetic tape this size can record all the customer information contained in the average complete policy file.*





What do these new Datatron office helpers mean to us? What do they mean to our customers?

**FOR AN AGENT** they mean another helping hand to make the burden of service work as light as possible. They mean another helping hand to smooth out trouble spots and give more time to sell.

**IF WE WORK INSIDE** they mean relief from many routine and tedious office tasks. They mean more time to improve our performance in areas machines can't touch. They mean more important and more interesting jobs for us.

**TO THE CUSTOMER** they mean faster and more efficient service. They mean

## TO SUM IT ALL UP



modern service—service that is absolutely dependable.

These new machines add up to our latest step on the road to better service. They're not only helping us give better service to our present customers, they're helping us get ready for the thousands, the millions of new customers coming to Allstate. These new

machines are the ultimate in progress.

But progress is a tradition at Allstate, we can't stand still. We will find ways to cut even more "red tape". We will keep looking for newer, faster, and smarter ways to give our customers greater service—greater values. That's the Allstate pledge; the Allstate way.

You're in good hands



with **ALLSTATE**

**ALLSTATE INSURANCE COMPANIES**



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