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AIRING THE

# News

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VOLUME VI • SECTION 3

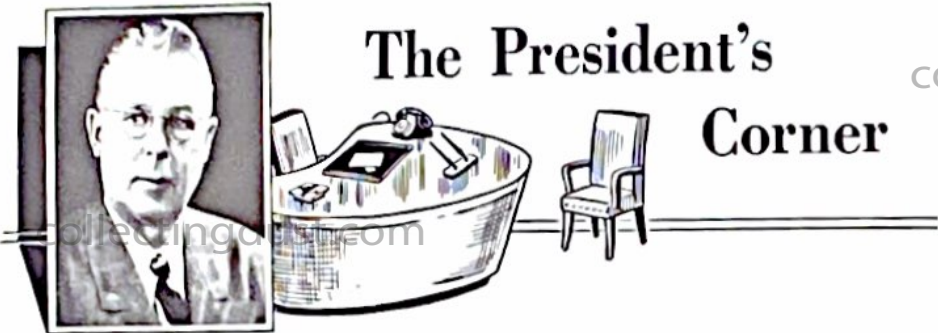
THE SCOTT & FETZER CO., CLEVELAND 2, OHIO

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*In Cleveland*

**WITH THE HOMECOMING WINNERS**



## The President's Corner

### YOU ARE A PROFESSIONAL

Whenever someone mentions a professional man, the majority of people promptly visualize a doctor, or a dentist, or a lawyer, or some similar line of endeavor. These men or women have invested many of the best years of their lives in learning how to use the "tools" of their chosen profession. A medical doctor has to learn the human body and how to diagnose its ailments. A dentist has to learn the structure of teeth and how to use the tools necessary for their maintenance. A lawyer must learn the basic laws by which we govern our country and our lives and how to apply them for the betterment of the society in which we live.

All of these so called professional men have had to learn the basic knowledges or "tools" of their particular line of endeavor, and how to use them to the advantage of society and for their own personal advancement in that society.

If we stop to think about it, we will observe that there are many other vocations within our society which also require the learning of many techniques or "tools" for their profitable execution. Few people, however, refer to them as professions, or to the men and women who pursue them as professional people. That quirk in our thinking is regrettable because it unjustly detracts from the prestige which these people should be able to attain.

We of the Kirby Sales Organization are among this second group, and we have every right to think of ourselves as professionals in our field. We have had to learn the use of many, many "tools" in the pursuit of our vocation and when we execute them in the proper way, we contribute to our society just as much as the doctor, the dentist, or the lawyer. We do, however, have one advantage in that we can best learn our profession by working in it, and as we work we earn. Consequently we are able to enjoy the best years of our lives, and are not required to spend them in some formal institute. We do not receive a diploma as such, but what doctor can make a good living on his diploma alone? He must prove to society through his contributions that he is worthy of the advancement he makes. We carry our diplomas within us, and it is obvious to all we contact just how successful and how well versed we are in our chosen profession.

The more "tools" we learn to use, and the better we learn to use them, the more successful we become. When we start to learn the profession of selling, our success is measured in small amounts, but there IS a return for our efforts. As we increase our knowledge and perfect our skills, we become more and more successful. If we continue to learn new skills and to apply them properly we can attain a height of success limited only by our own ambition and willingness to work. As soon as we stop learning and stop improving our skills we stand still on the ladder of success. While we stand still the society in which we live continues to move on and we soon find that we can no longer maintain our level of achievement and begin sliding downward. The same law applies to the doctor who fails to continue his quest for knowledge of new methods, techniques, or "tools".

A Salesman is a professional man and his success depends on him—how willing he is to learn, and how well he applies what he has learned. Like any other profession, it isn't learned in six weeks, four years, or even twenty years. We must learn constantly and what we are tomorrow depends on what we learn and apply today.

Sincerely

G. H. SCOTT  
President

**AIRING THE NEWS**  
VOLUME VI SECTION 3  
DECEMBER, 1954

A bi-monthly publication of  
THE SCOTT & FETZER COM-  
PANY, Cleveland 2, Ohio,  
U.S.A. for Kirby Men and  
Women everywhere.

S. C. Blackburn, Editor  
E. R. Suttle, Associate Editor

Litho in U.S.A.

### SANTA ANA, CALIF.



SPEED GANAHL, JOE VAZANKO AND  
ERNIE YACONELLI

We see here Santa Ana's top salesmen  
before news of the President Scott Home-  
coming was received.



In the above photograph Cliff Lamb,  
Distributor, reads the telegram advising  
of their Homecoming Victory to the men he  
has selected to represent him in Cleveland.  
Speed and Ernie were so elated when they  
heard the news that their heads were right  
up against the ceiling. This feeling of  
elation was captured by the very clever  
photograph below.



# PRESIDENT SCOTT HOMECOMING WINNERS 1954

#### CENTRAL STATES DIVISION

Dwight and Kay Hamblin  
CEDAR RAPIDS, IOWA  
Richard and Margery Kurth  
Delbert and Eleanor Luze  
JOPLIN, MO.

Leo and Pauline Loyd  
John and Loretta Shearer  
ST. JOSEPH, MO.  
Virgil and Maxine O'Banion  
Joseph and Hazel Tilman

#### SOUTHWESTERN DIVISION

Jim and Mabel Lou Sperry  
AMARILLO, TEXAS  
Steve and Rosemary Hezmall  
Rolland and Betty Hinrichs  
TYLER, TEXAS  
T. D. and Inez Kendrick  
T. W. and Christene Rivers

#### MID-EASTERN DIVISION

Jim and Lucille Bugg  
CAMDEN, N. J.  
Les and Nellie Ainsworth  
Milford and Joan Laysar  
TRENTON, N. J.  
Tony and Trudy Gervasio  
Steve Bodzo

#### WASHINGTON, D. C.

Bob and Dora Russell  
Chuck and Shirley Wood

#### MID-SOUTH DIVISION

George and Bess Bissitt  
ANNISTON, ALA.  
Jim Gunnels

#### NEW ORLEANS, LA.

Cyril and Peggy Austill  
Gerald and Magdalen Tool

#### SHREVEPORT, LA.

Jim and Lily Perry  
J. L. and Mary Salsbury

#### MID-WESTERN DIVISION

Vern and Eudene Adams  
BENTON HARBOR, MICH.  
Clintor and Marian Emmert

#### WEST ALLIS, WISC.

Jerry and Joanne Altenburg  
Ken and Margie Hoeft

#### NEW YORK STATE DIVISION

Harry and Bertie Gorman  
BELLEROSE, N. Y.  
Gene and Sally Goldberg  
Gene and Helen Jordan  
Hy and Penny Spiegel

#### HUNTINGTON STATION, N. Y.

Mike and Eleanor Sofia  
Rudy and Mary Yandoli



#### NORTH-CENTRAL DIVISION

Warren and Eleanor Blank  
EVANSVILLE, IND.  
J. D. and Esther Bozeman  
Luther and Luver Hawkins  
Jim and Nadine King  
WHEELING, W. VA.  
George and Carmella Reass

#### SOUTHEASTERN DIVISION

John and Nell Franklin  
MIAMI, FLA.  
Don and Julia Hepburn  
George and Margaret Jordan

#### EASTERN CANADA

Lou and Helen Maurice  
QUEBEC CITY, QUEBEC  
Gerard and Gilberte Goyette  
Rossire and Laurette Cormier

#### NATIONAL CHAMPIONS

Noland Gregory  
Oakland, Calif.  
Alma Ferrari  
St. Louis, Mo.

#### WESTERN DIVISION

Henry Reznichak  
BELLINGHAM, WASH.  
Gene and Marlow Haag  
Gordon and Gerry Storrar  
CALDWELL, IDAHO  
Elmer and June Neilson  
COMPTON, CALIF.  
Henry and Irene Espinoza  
Jerald and Doris Fenner  
Gary and Beverly Hall

#### DENVER, COLO.

Clara and Clarence Cook  
Louis and Elsie Knochel  
James and Clara Nierstheimer

#### FRESNO, CALIF.

Earl and Mildred Huddleston  
Jack and Katherine Proctor  
MINNEAPOLIS, MINN.  
Frank Norman  
Jay and June Sanders

#### NO. HOLLYWOOD, CALIF.

Russ and Dorothy Kirsan  
John and Jan Tucci  
OAKLAND, CALIF.

Sam Benjamin  
Ted and Nina Ramfert  
PORTLAND, ORE.  
Ray and Irene Ludlow  
Florence McBride

Wallace and Genevieve Murdock  
SANTA ANA, CALIF.  
John and Aline Ganahl  
Ernie and Peggy Yaconelli

# 1954 Homecoming

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Among the early arrivals at the Cleveland Airport were Mr. and Mrs. Rolland Hinrichs, Amarillo, Texas, Mr. and Mrs. Gene Haag, and Mr. and Mrs. Gordon Storrar of Bellingham, Washington.

## ARRIVING IN CLEVELAND

Mr. and Mrs. Gene Haag of Bellingham, Washington are pictured just before boarding the Airport Limousine for their trip to Hotel Statler.



Mr. and Mrs. Mike Sofia and Mr. and Mrs. Rudy Yandoli of Huntington Station, are given an assist with their Homecoming Luggage by the Bellboy in Hotel Statler.



In spite of our hopes and prayers for bright, sunshine-filled days during the Fourth President Scott Homecoming Celebration, the early arrivals on Sunday, October 31st, were forced to land at the Cleveland Hopkins Airport in the middle of Cleveland's first snowstorm of the season. It was a damp, sticky snow but it takes more than inclement weather to dampen the spirits of victorious Kirby People.

With gay hearts and stardust in their eyes, all Homecoming Representatives were whisked from the Airport to Hotel Statler in downtown Cleveland, by special Airport Limousines, where they were met by representatives of The Scott & Fetzer Company.



Jan and John Tucci of No. Hollywood register at The Scott & Fetzer Desk.

Here is a view of the busses which transported the Homecoming Winners while in Cleveland.



# Festivities



Noland Gregory, National Champion from Oakland, Calif. receives the President's Club Award from President George H. Scott.



Mrs. Alma Ferrarie, National Champion from St. Louis, Mo., addresses the Homecoming Guests after receiving the President's Club Award from President Scott.



Vice President Carl S. Fetzer congratulates Cyril Austill of New Orleans, La., after presentation of the Five Star pin.



J. L. Salsbury of Shreveport, La., receives the President's Club Award and warm congratulations from President Scott at the breakfast meeting.

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## BREAKFAST MEETING MONDAY, NOVEMBER 1ST, HOTEL STATLER



The President's Club Award is presented to Jerry Altenburg of West Allis, Wisc., at the Homecoming breakfast meeting.

Representatives from Camden, N. J., Trenton, N. J. and Washington, D. C. in the "Dobber Division" are shown at the breakfast meeting in Hotel Statler's Grand Ballroom.



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*A Tour of the  
Scott & Fetzer  
Factory*  
**HOME OF THE KIRBY**



LUNCHEON IN THE SCOTT & FETZER CAFETERIA



FRONT AXLE ASSEMBLY



VISITORS FROM THE PACIFIC COAST DIVISION



*Style Show By Halle's*

On Monday evening, the Homecoming Representatives gathered in the Euclid Ballroom of Hotel Statler for a turkey dinner which was highlighted by a Fall Style Show presentation narrated by Miss Marjorie Reich of Halle Bros. in Cleveland. During the Show, the Kirby Ladies made their selection of gowns and on Tuesday morning went to The Halle Bros. Co. to have them fitted.



HANDLE INSPECTION AND PACKING



A KIRBY GETS A SERIAL NUMBER

*Kirby Ladies at Halle's*

MRS. MARGIE HOEFT,  
WEST ALLIS, WISCONSIN



MRS. CARMELLA REASS,  
WHEELING, W. VA.



THE FITTING ROOM AT HALLE'S



FINAL INSPECTION



MOTOR ASSEMBLY



THE SMORGASBORD  
AT THE WESTWOOD COUNTRY CLUB



The Four Wades

Unknown to the Homecoming Representatives, the formal entertainment began as soon as they were seated at their tables. Mr. Jack LeRoy, ostensibly a Representative from Brantford, Ontario, Canada, proceeded to embarrass the visitors in his presence by singing boisterous songs and passing loud comments which were carefully designed to attract unfavorable attention to him. His antics reached a climax during the formal entertainment and many Kirby Representatives attempted to restrain him without success. His heckling caused riotous laughter throughout the Floor Show and it was not until he actually began to participate in the Floor Show that people realized he was simply a professional comedian who had chosen this way of entertaining them. I am sure all who were present will testify to their enjoyment of his antics.

AT THE  
*Westwood Country*  
Club



Master of Ceremonies,  
Lee Simmons



Mr. and Mrs. Earl Huddleston, Fresno, Calif.



The Eastern Canada Representatives



Jackie Burtell



Jack Le Roy



Jack Le Roy, our notorious friend, was part of the "Curry, Byrd and LeRoy" team and it was their act which received the brunt of Jack's heckling.



Bellingham, Wash.,  
and Amarillo,  
Texas  
Representatives

North Central  
Division  
Representatives



The Roving Trio



Mr. and Mrs. Tucci and Mr. and Mrs.  
Kirsan, No. Hollywood, Calif.

**SMORGASBORD DINNER**  
After a brief Cocktail Hour in the Grill Room of the Westwood Country Club, the Representatives selected delightful tibits from the Smorgasbord and then had their choice of a prime rib or roast turkey dinner in the Main Dining Room. Kirby enthusiasm ran high during the banquet and a Roving Trio led the group in Kirby and popular songs.



*Luncheon  
at the  
Clifton Club*



*The Kirby People enter the Exclusive Clifton Club on Wednesday.*



*SOUTHWESTERN DIVISION*

*Divisional  
Groups  
at  
Homecoming  
1954*



*EASTERN CANADA*



*WESTERN DIVISION*



*WESTERN DIVISION*



*NORTH CENTRAL DIVISION*



*SOUTHEASTERN DIVISION*

*Afternoon at the Kirby Estate*



*Buses unload at Kirby's*

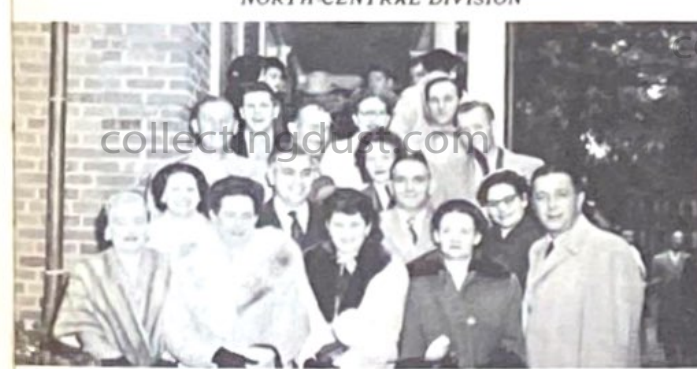


*On the balcony in the Kirby Home*



*On the lawn at Kirby's*

*Coffee and Cider*



*CENTRAL STATES DIVISION*



*MID-EASTERN DIVISION*



*Jim Kirby jokes with Visitors*

After a superb cream chicken luncheon at the Clifton Club in Cleveland's exclusive Clifton Park section, the Kirby Representatives traveled in glass-topped sightseeing busses to the country estate of inventor James B. Kirby. Here they were greeted by the warm hospitality of Mr. and Mrs. Kirby and taken on a personally conducted tour of the home, farm and Kirby Workshop.

After a barrage of questions, the group once again boarded their busses for the short drive to Schuckert's Chalet.



*MID-SOUTH DIVISION*



*NEW YORK STATE DIVISION*



*MIDWESTERN DIVISION*

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JAMES B KIRBY

# Farewell Banquet at Schuëkert's Chalet



CARL S. FETZER, MRS. FETZER,  
ELLIOTT SUTTLE, PRESIDENT SCOTT



JIM BUGG, MID EASTERN DIVISION



CENTRAL STATES DIVISION REPRESENTATIVES



KEN HOEFT, WEST ALLIS, WIS.,  
PRESENTS A PLAQUE OF  
APPRECIATION TO  
PRESIDENT SCOTT



After the exquisite Farewell Banquet at the Chalet, President Scott, Vice President Fetzer and Jim Kirby expressed their appreciation and the appreciation of all at The Scott & Fetzer Company for the opportunity of entertaining such a wonderful and enthusiastic group of Kirby People. When the final ceremonies were concluded, the busses, loaded with tired but well satisfied Kirby People, returned to the Hotel Statler for a good night's rest. Starting Thursday morning, the Representatives began to leave for their homes and families. Members of The Scott & Fetzer Company were on hand to assist them on any necessary details and to bid them a fond adieu.

Mr. and Mrs. J. L. Salesbury of Shreveport, La. (left) have the distinction of being the last couple photographed during the Homecoming Celebration and we see them as they are about to enter the Airport Limousine for their return home.



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## WHEN THE TIDE ROLLS IN

DON MILLER and WIMPY FLETCHER of the Longview Branch recently were working through the smaller coastal towns in Washington and living in a small cabin along the shore. They worked like beavers all week and on Sunday decided to do some fishing. When they got through fishing they decided to satisfy the "inner man" and drove their car on the beach, headed toward a restaurant in the next small town. Suddenly, the car got stuck in the sand and try as they would, they couldn't budge it. They happened to look out toward the ocean and to their horror saw one of those quick, freak high tides rolling in toward shore. They scampered like mad to rescue their Kirbys and supplies and got them out in the nick of time. But Don's car was a total loss. Don isn't too unhappy about it, however. The insurance company paid off, thus enabling him to get a different car. On top of that, their experience received so much publicity that when they went knocking on doors thereafter, and mentioned "Kirby", people would say "Oh yes, you're the fellow that lost his car in the ocean" and it was mighty easy to get into the house. Don feels that his loss was also his gain as he made quite a number of sales the following week which he indirectly attributes to losing his car.

## NOW I'VE SEEN EVERYTHING

Doc Christy writes that he and Emma were driving on a stretch of highway which was under construction—17 miles of it. It was 2:00 A.M. and one-way traffic was heavy. Suddenly a piece of heavy equipment broke down across the highway and a truck with a generator was brought up to give light. A two-hour wait was in the offing, and it was hot as the hinges of a well-known place. Doc got out of the car and struck up a conversation with a rancher who was also tied up in traffic. Kirby came into the middle of the conversation and, before you could say Jack Robinson, Doc hooked the Kirby into the generator (low voltage) and put on a demo in the middle of the highway. Result? ONE SALE AND THREE APPOINTMENTS. Also a publicity write-up in the local paper captioned "Now I've Seen Everything".

## GOOD NEIGHBOR

Don Briggs of Denver, Colorado, was canvassing one evening when he heard a loud blast coming from a back yard. He walked over and noticed a fellow having great difficulties erecting a clothes line. Don immediately started to help him but found he didn't have the proper tools, so he got in his car and went home and brought back his tool equipment. When he got through, the fellow said, "I don't know how you happened to be here but whatever it is, I'll buy!" Don suggested he had better see what he was selling first. The fellow laughed and took him into the house. His wife put on the coffee pot, and two hours later Don walked out with a sale—which goes to prove that the "Good Neighbor" policy does pay off.

## ANY TIME, ANY PLACE

J. C. Compton of Vallejo, California had an appointment to show the Kirby to a lady who worked as a waitress, and in order to demo, he had to show her the machine while she was working. So—Clarence set up shop on the sidewalk in front of the cafe. No electricity to work with, lunch hour, etc., but she kept looking out the window and once in awhile came outside and asked a few questions. Clarence made a complete demo in front of an audience on the sidewalk as well as those in the cafe. Result—two more happy Kirby owners.

## "THE PROOF OF THE PUDDING . . ."

WALLACE MOON, Branch Distributor for Les Hall in Long Beach, Calif. was demonstrating to a doctor one night who was troubled with asthma, but he was reluctant to be convinced that rug and mattress dirt was helping to irritate his allergy, so after about three hours of demonstrating and talking like a "Dutch Uncle", Wallace told him to rub a little of the mattress dirt on his wrist and see if it would itch. The doctor said, "I'll do better than that" and scratched his arm with a needle and rubbed some of the mattress dirt into the scratch. The doctor then said the sale depended on the reaction of the dirt test on his arm. After a few minutes he told Wallace to come and look at his arm . . . there was a large red circle around the test area. The doctor then said, "Mr. Moon, you have made a sale—write it up and take my old cleaner with you. I'm glad to get you to haul it away." The next morning the doctor called to say that he thought he had bought the best piece of equipment money could buy and that he was glad that Wallace had knocked on his door.

## IT'S WORTH REPEATING

One afternoon Ed Cain of Boulder, Colorado found himself in need of tires for his car. He rushed to the station, and after quite a sales talk from the station attendant, bought the tubeless tires. As he was waiting very impatiently to get the tires put on, the station attendant broke the machine with which he sands the rims before he puts the tires on. Then he said it would take quite a while to repair the machine. Ed being a quick thinker and well acquainted with the Kirby Handi-Butler said, "Gosh, there is no need for delay—we can do that with the Kirby Handi-Butler. The station man said, "Isn't that a vacuum cleaner?" Ed said, "Oh, yes, you can vacuum with it too." The station man was astonished when Ed brought out the Kirby and fixed his own rims and got the tires on. "Now," Ed said, "What is your home address? I'll come over and show you what else the Kirby will do and how much it will help your wife in her housework." With this statement, Ed got three appointments with three different fellows that worked at the station. Ed said he might as well let his tires pay for themselves.

## MAN KISSES DOG . . .

After striving in vain for three years to show the Kirby to a couple who stated they could not afford it but who kept assuring him they would never buy any other make until they had seen the Kirby, Jack Albin of San Jose managed to talk them into letting himself and George Traminglino put on a demo for them. The demo was made with the positive understanding there would be no sale for at least 6 months as they could not afford to buy anything now. After 5 hours of skillfully and masterfully demonstrating, and when it still looked like a losing battle, George came up with his 87th and final close. Giving "Pop", the man of the house, a pat on the back, George said, "Buy it for Pop and then she will be happy and you will be happy because she is happy and Jack will be happy because both of you are happy, and I will be happy because everybody else is happy." Then George proceeded, "Mom will kiss Pop and Pop can kiss Mom, and I will kiss the pup!" "That I want to see!" exclaimed Pop, "I'll take the machine now!" Now all are happy except the pup, but after much effort and a convincing demo, they had a cash sale. Moral of the story—A lot of folks who can't afford to buy, can also pay cash!

## GET THEIR ATTENTION AND SELL

It seems as though Tom Miller of Ogden, Utah, decided to drive his car on the lawn in front of his house in order to give it a thorough cleaning with his mother's Kirby. He proceeded to take out the seats and put them on the lawn so he could pile dry foam on them from the Suds-o-Gun. After piling the suds a foot and a half high, one of the neighbor ladies became attracted by the foam and came over to see what Tom was doing. To show her what he was doing, Tom piled on more suds and he soon had a lawn full of curious onlookers. Result—Tom gave three complete demos—spent four hours cleaning his car and made two sales!

## THE WEAKER SEX?

Here's a little story about a deal of Norm Davis'. He hit this house where Mr. & Mrs. D.K. live and made an appointment to go there in the evening and show them the Kirby. When he arrived that evening, Mr. K., a 6-foot 3, red-headed logger met him at the door and said, "We ain't buying no d--- vacuum cleaner." Whereupon he left. Davis figured he didn't have much chance of making a deal under the circumstances, but as long as he was there, he proceeded to demo the machine to Mrs. K. When the demo was over, she said, "I don't give a d--- what he said, I'm buying the machine." She was writing out a check for the down payment and Davis was writing up the contract when the husband returned. Davis thought he'd probably land out in the middle of the street with the Kirby wrapped around his neck. Instead, the husband asked his wife, "Did you buy it?" She said that she had. He said, "It looks like a good one," and took the book out of Davis' hand and signed the contract! You never know!



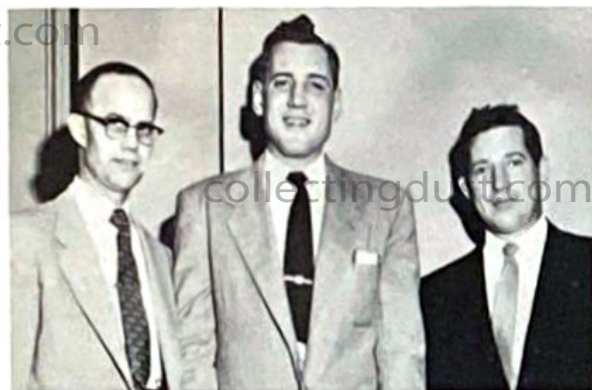
**JACK PROCTOR, FRESNO, CALIF.**  
Jack is justifiably proud of the eleven sales achievement trophies which he won from Distributor M. L. Warner during the past year.

## Western Division

**HENRY REZNICHEK, Divisional Supervisor**

**MINNEAPOLIS, MINN.**

George Burke, Office Manager, John Steinwarth, Service Manager, Jay Sanders, Sales Manager.



## DENVER'S ANNUAL PICNIC



**MR. & MRS. DOUGLAS DANRON**

Each year Mr. and Mrs. Ray George, Distributor, hold a picnic for the Kirby Men and families at their home. From the pictures, we can readily understand why all in Denver eagerly look forward to this outing.



**SALES MANAGER PAUL BIGANDT AND HIS SON**

## THE WORD IS "AH GOO!"



Crew Manager Don Miller receives a 4" deep Chocolate cream souffle pie from LeRoy "Johnny" Johnson, proprietor of Norm's Drive Inn. Pie was personally baked by Johnny Johnson who entered into the spirit of things and invited the entire Longview Branch to have dinner on him the evening of September 1, 1954.

L. to R.—"Wimpy" Fletcher, Don Miller, "Johnny" Johnson, "Hank" Sutter, "Barney" Pace.



Just a second before this picture was snapped, Don Miller helted this pie and said, "I sure do hate to do this". With feet widespread and hands clasped behind his back, Hank Sutter was prepared for the worst.



All we can say is, "Ah, Goo!" Seriously, this is a picture of one of the best sports we have ever seen. All of us could learn a lesson in sportsmanship from Hank Sutter.

## IN PORTLAND, OREGON

There was plenty of excitement in the Portland office on the morning of September 1st. While they have been working the Vancouver area, the Longview boys have been attending sales meetings each morning in Portland. During August Longview Crew Managers Don Miller and Henry Sutter had a bet on—high crew manager for the month was to have the pleasure of chocolate souffle cream pie into the face of the loser! What a contest! Neck and neck all the way! As a matter of fact, the two crews were tied at 6 P.M. on August 31st and Mrs. McBride was in a nervous tizzy because the fellows decided that if the bet ended in a tie, she would be on the receiving end of the pie!

The pie—4 inches deep—was personally baked and donated to the event by LeRoy "Johnny" Johnson, proprietor of Norm's Drive Inn, where the crew meets for lunch and Johnny attended the meeting and personally presented the pie to the winner. The Bechtold boys, Dick and Jerry, owners of the Palace Laundry, donated the necessary evil of cleaning the clothing of the loser. Then, Johnny Johnson invited the entire Branch to a free banquet at Norm's Drive Inn.

The fellows in each crew really went to bat for their managers... Ken Lawther, Wimpy Fletcher and Bud Belz in Don's crew and Barney Pace, Art Poston and Waldon Dailey in Henry's crew. The deals counted had to have the down payments and/or trade-ins turned in with the deals.

Hank Sutter was so positive that he had won that he didn't bring a change of clothing with him, whereas Don did. Also, on the way to Portland Art Poston had the dubious honor of holding the pie in the car. Hank was driving and Johnny Johnson told Art not to jiggle the pie too much as it would get too "runny". Whereupon Hank Sutter exclaimed, "Good, that's exactly what I want!" and proceeded to jiggle the car as much as possible!

Well, at 8:30 A.M. on the morning of September 1st the results of the bet were announced—DON MILLER was the WINNER and HANK SUTTER the LOSER. Naturally, everyone congratulated Don, who immediately proceeded to throw the pie into the face of Hank. It was just about the gooiest, messiest glop we have ever seen!

But, everyone heartily agrees with Don Miller's sentiments on the affair—Don said that Henry Sutter is one of the best sports he has ever met and that his show of sportsmanship in taking that horrible mess in his face without flinching one iota made Henry the winner in Don's book. To that we say a fervent "Amen!"

**CONGRATULATIONS** to two very, very fine fellows!



Harry Gorman, Empire State Div. Supervisor, presents the President Scott Trophy to Distributor Jim Iorio of Syracuse, N. Y., for outstanding sales achievement during April, 1954.



Robert Stark's Rochester, N. Y. crew had 50 sales during the month of August, 1954. The productive members of this crew are Richard Wood, Andy Meier, Jas. Watson, Dick Rutan, Geo. Craig and D. M. Bob Stark.

## Empire Division

**HARRY GORMAN**  
Divisional Supervisor

Mr. and Mrs. Harry Gorman and their son Robbie entertained Mr. and Mrs. C. T. Hill, Rochester Distributor, at their summer home at "Lake Home."



On hand to receive two of the first 1955 Cadillacs delivered in Cleveland were Ray George, Dist. from Denver, Colo. and Jim Nierstheimer his leading Crew Manager. They are pictured above with Vice President Carl Fetzer, President George Scott and Vice President John Kemper.





# BELLEROSE, L. I., NEW YORK

Alma Mater for many distributors



John Arceri, President Scott Club Member, and recently appointed Distributor in Huntington Station, L. I., appointed June 1, 1954.

Elliott Daxe was promoted to his Distributorship in Hackensack, N. J., on September 26, 1952.

Joe Durachko was promoted from The Tinker-Kirby Organization on October 29, 1952 and is now the Distributor in Camden, N. J.

The Bellerose, L. I., Distributorship, under the inspiring hand of Al Tinker, has long been known for its enthusiasm and ability to produce. Any questions as to why, can be easily answered when you realize that the six men pictured at the top of this page are just some of those who have earned their "Kirby Wings" in the Bellerose Organization. "Empire State" Divisional Supervisor, Harry Gorman, reports that Mr. Tinker has promoted more men to Distributor than any other Distributor in his Division, and more are on the way up. When such a situation exists, it is always reflected in

the attitude of the men working in the organization—they know that their efforts will be rewarded and consequently are eager to prove their ability.

Not only was the Bellerose Organization a winner in the recent President Scott Homecoming Contest, but two of the recent graduates from the "Tinker College of Kirby Knowledge" were also victorious. This is certainly a graphic example of the excellent training received by these men while in the Tinker-Kirby organization.



Paul Semack was promoted from Sales Manager to Distributor in New Haven, Conn., on November 1, 1954.

Joe Martinetti was promoted to a Distributorship in Jersey City on January 9, 1954.

John Crawford was promoted from The Bellerose Organization to his own Distributorship in Manasquan, N. J. on December 5, 1952.

Nelson Lundy's Crew



Eugene Jordan's Crew



Managers and Men of The Bellerose Organization

Hy Spiegel's Crew



Gene Jordan, Gene Goldberg and Hy Spiegel were the Top District Managers who won the Homecoming Trip.



Irv Handelsman, Personnel Manager for The Tinker-Kirby Corp.

## PROPERLY INSPIRED MEN DO MORE --- SELL MORE --- EARN MORE

# Central States Division

DWIGHT N. HAMBLIN  
Divisional Supervisor



The Kirby Co. of Western Nebraska under Distributor M. E. Pinkerton held a banquet at Tupper's Lounge to celebrate their outstanding sales achievements during 1954.



In the St. Joseph, Mo., Organization, we find "Happy" Pearson (Trainer), "Doc" Bartells (D.M.), Norm Bevan (Dist.), Virgil O'Banion (D.M.), Roland Herod (D.M.) and Jim Bertucci (Kneeling).

# Selling Sense



## TRADING

After a demonstration, a Kirby Man walked out of the house with a practically new tank type cleaner, on which he had allowed the good lady twenty dollars as a trade-in allowance. This Kirby man sold this trade-in the same day to a filling station for thirty dollars.

On this deal he made his regular Kirby profit, plus a ten dollar profit on his trade-in.

Now this is how he did it. First, he put on an enthusiastic, thorough, selling demonstration. Secondly, he built value. He did such a good job of building value that the lady guessed the price to be around \$300.00. This lady wanted to own the Kirby. She had been sold.

This Kirby man then had the stage properly set for the trade. He picked up his brief case and pulled out his vacuum cleaner Blue Book and a clipping out of a local newspaper advertising a rebuilt tank cleaner for \$9.95. He proceeded as follows: "Mrs. Watkins, when you purchased your cleaner, you bought it to get the dirt out of your home. Isn't that right? There is proof (pointing to the dirt samples) that your equipment is not doing the thorough job that you want done. Mrs. Watkins, in the first place, no one wants to buy any used appliance. In the second place, many people have found out that your type of equipment will not do a thorough job of cleaning. That is why they are advertising them in the paper for \$9.95. (Shows her the ad). Many people read this ad, and that makes it almost impossible for us to sell a used machine for more than \$10.00. Now, here is a vacuum cleaner Blue Book that shows the actual market value of the various types of used cleaners. You will notice that your model machine is listed at \$10.00. Mrs. Watkins, as you can see, the actual market value of your equipment is \$10.00."

This Kirby man then went over and picked up her machine and placed it in the middle of the dirt samples. He then said, "Since your machine has been leaving this condition in your home, you can readily see why it is not worth more than \$10.00."

The customer felt she should have a larger allowance. The Kirby Man stuck to his guns, and did not make another offer. He forced her to make a statement as to what she would take for her machine. She wanted \$30.00, and they compromised on the \$20.00 figure. — Why don't you try this method and get more profit from each sale.



Mrs. Bevan assists her husband as home economist.

Distributor Norm Bevan, is always happy when he makes out those big commission checks for St. Joseph, Mo., salesmen.



Gib Harris, Distributor in Davenport, Iowa, is pictured with the "Corn Queen," Miss Shirley Kibler at the Mississippi Valley Fair.



Teddy Nath, Service Manager in Davenport is affectionately known as "Dr. Kirby". He wore a white shirt to the shop to celebrate his 75th birthday.



Bill Meyer, Davenport, Iowa, proudly displays the trade-ins from his biggest day's work.



The Kirby Co. of Joplin, Mo., celebrated the largest month in their history with a luncheon at Connor Hotel on September 3rd.

John Carroll, Belleville Sub-Distributor under St. Louis is top all time producer. John always says "Kirby has been kind to me" and Sales Manager Ollie Scellin in St. Louis goes one step further and says "It is men like John Carroll who have been kind to me and Kirby."



Herb Mathews (right) shown with Vice President John Kemper, has been one of the mainstays of the St. Louis Kirby Co. for the past 3 1/2 years.



## THERE'S DANGER IN DUST AND DIRT



John and Don Holem form a terrific "Brother" team for the St. Louis sales force.



High producer in St. Louis for September with 26 sales is Floyd Hickbotham.



St. Louis has always been proud of its service dept. which is in the hands of "Chief" Hildebrand and his assistant "Red" (Muscles) Smith.



St. Louis Service Manager, "Chief" Hildebrand, has purchased his new Studebaker with Kirby "Wampum".





Homecoming congratulations are extended to Hinrichs and Hezmall by Distributor A. L. Wallis of Amarillo, Texas.



A President Scott Homecoming Victory Banquet was held at Rice's in Amarillo, Texas by Distributor A. L. Wallis.



BEAUMONT, TEXAS

D. L. Sperry, Dist., held a sales meeting and luncheon in the Charleston Hotel, Lake Charles, La., to celebrate the high monthly production of the Lake Charles organization under Mr. Paul Lewis, sub-distributor.

Mr. D. L. Sperry offered a wrist-watch to the man with the highest number of sales over quota. The watch was won by Minos Thibodeaux with 24 sales. Minos has been out of Kirby for a while but started back in business with a bang by making his 24 sales within ten days.

The runner-up for the watch was John Reddoch with 18 sales during the last ten days of the month. John had been recuperating from an operation.

Southwestern Division  
R. J. SPERRY  
Divisional Supervisor



Steve Hezmall, Ralph Randall, Jake Farquhar, Rollan Hinrichs, A. L. Wallis and V. O. Wallis comprise the hard-hitting group which, with the help of Mr. T. P. Sides, sold Kirbys galore during the President Scott Homecoming Contest.



Mr. and Mrs. A. L. Wallis are very proud of their new, modern Kirby Office in Amarillo. Located in a new Shopping Center, this office has ample parking and loading facilities.

Midwestern Division  
VERN C. ADAMS  
Divisional Supervisor



Bob Johnson, Muskegon Kirby Representative, was M. C. for the Miss Michigan Pageant of 1954. Bob is pictured above with Miss Janice Somers, the victorious queen, at the presentation of her trophy. We regret the inability to picture the man whose elbow appears at the edge of the photograph and we are wondering just which direction he is looking.



Lowell Maxson, Escanaba, Mich., Distributor, entertained Governor Williams and State Fair Queen Miss Margaret Mackin at his Kirby booth.



The Lubbock, Texas, organization under the direction of T. J. Sanders acted as "free baby sitters" while the mother signed up for the free Kirby which would be given away at the South Plain's Fair on November 4, 1954.



Mr. Ralph Randall, B.M., Clovis, N. Mex., Mr. R. C. Hinrichs, D.M., Amarillo, Texas, Mr. C. H. Martin, S.M., Amarillo, Texas, Mr. A. L. Wallis, Dist., Amarillo, Texas, and Mr. Steve Hezmall, 24 Plus Member, Clovis, N. Mex.



Jim Sperry, Div. Supervisor, (center) with John Hawk and John Harrison of Dallas, Texas.



JERRY ALTENBURG

Jerry is the son of West Allis Distributor Clayton Altenburg and completed his education at Marquette University. After three years in Korea, Jerry returned to his Father's Kirby organization last winter. During the President Scott Homecoming Contest, Jerry sold 25 and 38 Kirbys for a contest total of 63 sales. This gives Jerry a total of 18 months with 15 or more sales and qualified him for the presentation of the President's Club award while in Cleveland as a Homecoming Contest representative.



Bill Grant, long-time Kirby producer, has taken a wife and is moving into the Western Michigan territory to continue writing Kirby history. Our congratulations and best wishes to Mr. and Mrs. Grant on their two new adventures.



Earl Schmidt from Grand Rapids, Mich., has accepted an appointment as Branch Distributor in Greenville, Michigan.

# "I Like IT"



"Gentlemen:

My Kirby Vacuum Cleaner was returned to me today, after a thorough refinishing at the factory. (I think it must have been completely rebuilt because everything I've looked at is brand spandy new.) I plugged in "Old Susie" and it was just like a new machine—only better—and I am so pleased and grateful that I want you to know it RIGHT NOW!

It is difficult for me to remember how long I've had my Kirby, but by various methods of checking, it must be over a period of eight or nine years. I realize that all of your users are enthusiastic, and that the many Name owners (M.I.T. etc.) are probably all that you ever need for references. However, I am happy to place my name at your disposal to use in any way you may choose.

Our home has not only a dog and cat, but also a steady flow of teen-ager traffic which is a much stiffer test of a vacuum cleaner than all the fancy gadgets the laboratories can conceive. The Kirby passes this test with flying colors—and even when it is worn out it is more efficient than many other machines in their prime! (I know this is true because I borrowed my neighbors' cleaner while mine was being repaired!) Other vacuum cleaners on the market probably all have one good feature—but the Kirby has combined every one of them, with additional advantages the others haven't thought of, as yet!

After reading thus far, I think you can see that I belong to the vast number of satisfied Kirby owners.

In closing, may I add, that Mr. Anderson, your Boston Kirby representative, is a thoroughly efficient and conscientious member of your organization. In addition, he has tactfulness and consideration, qualities which are essential in a man who is often the only local contact with the parent company.

Thanking you again for your courtesy."

Yours sincerely,  
Mrs. L. S.  
Wellesley, Mass.

"Gentlemen:

Just a note to tell you how much I enjoy using the Kirby I purchased August 11th from Harry Taub.

I have used almost all of the attachments at least once, but the rug cleaner and floor duster I have used many times and am so very pleased with the beautiful, thorough cleaning job they do.

Thank you very much for sending a Kirby Man to my neighborhood."

Sincerely yours,  
Mrs. F. J. B.  
Hamburg, N. Y.

"Gentlemen:

I bought my "Kirby" from Mr. "Happy" Fears in Bisbee, Arizona while in the Army there, and am now located down here in the end of Texas where there is no Kirby Man, to my knowledge, so I am writing this to you, and hope that you can send me a 4 oz. bottle of the above mentioned deodorant (would take an 8 oz. bottle should there be one) for my Kirby machine. I can't say enough good words for this deodorant since we had a skunk get in our quarters in Arizona while in the Army. I just put a healthy portion of this in some water and used the sprayer on my machine—and within 10 minutes or so the room was most pleasant and you could never tell there was a skunk near the place. Anything that is that good, I will personally tell anyone about it! This is the reason that most of my deodorant disappeared and I am in need of more.

Will appreciate your early attention to this order."

Yours very truly,  
R.E.R.  
Harlingen, Texas



Mr. F. C. Zahler, Branch Distributor at Lewistown, Mont. presents a new Kirby to a customer who lost hers in a fire.

"Dear Sirs:

Many thanks to The Scott & Fetzer Co. for the fast service in replacing my fire damaged Kirby with a new one which arrived long before our new house was ready to move into.

The Kirby was the only personal property with insurance which we owned at the time of the fire."

Mrs. C.R.L.  
Lewistown, Mont.

"Dear Sirs:

I want to thank you for my new Kirby Cleaner that I received from your Company in place of my original one that was destroyed by fire. I have always enjoyed the service a Kirby gave me, and I will always be ready to tell my friends about your wonderful product."

Sincerely yours,  
Mrs. Z.D.  
Carrollton, Ga.

"Gentlemen:

I want to thank you for your letter of August 2, regarding our purchase of the Kirby Home Sanitation System.

It is impossible to tell you how pleased I am with the Kirby. I thought I was doing a fair job of cleaning, but I was both amazed and ashamed when I saw the dirt and grit the deep cleaning Kirby got out of my rug. I feel sure we will be healthier, and at the same time save money with the Kirby Sanitation System to keep our home and furnishings free of dust. Kirby does a marvelous job all over the house, and I am very happy to be one of the proud owners of a Kirby. To use an old southern expression, "I wouldn't take a farm in Texas for my Kirby."

I shall always be grateful to Mr. Peterson for showing the Kirby in our home and for handling purchasing arrangements. I also wish to extend my thanks to Mr. Rosenblad. I will be very glad to recommend the Kirby Home Renovation System to all my friends."

Sincerely,  
Mrs. B. M. T.  
Grand Island, Nebraska

"Gentlemen:

Please send me a new brush (complete) and a new dust bag for Kirby Model 2C.

We purchased this vacuum cleaner in 1938 and it has been giving excellent service ever since.

I cannot recommend your product too highly as it has never needed repairs in all these years of constant use.

You may use this letter in any way you wish."

Yours truly,  
C.C.  
Cheboygan, Mich.

"Dear Sir:

I planned on writing as soon as I received my Kirby after you had rebuilt it but, of course I didn't, I want to tell you how very happy I am with my sweeper, it works just wonderful. No longer do I hate to see my rug get dirty because it is no trouble to get it clean with my Kirby. That was the best money ever spent—of anything I ever did—when I decided to have it rebuilt. I tell everyone what fine service I received. And I want to Thank You."

Yours truly,  
Mrs. J.O.  
Caro, Mich.



## North-Central Division

WARREN BLANK  
Divisional Supervisor

On Sept. 24, 1954, Mr. F. R. Nicodemus, Dist., opened his new sales offices in Dayton, Ohio. To celebrate the occasion, he invited the members of the Cincinnati and Columbus organizations to attend the opening. Pictured at the left are his honored guests, Warren Blank (Div. Supervisor), Frank Contos (Distributor in Columbus), Dick Ryan (Distributor in Cincinnati), Bob Campbell (Distributor in Richmond, Ind.) and Asst. Sales Manager of The Scott & Fetzer Company, Elliott Suttle. Nick is seated in the center of the group.



## Mid-South Division

GEORGE BISSITT  
Divisional Supervisor



The hard-hitting organization from Tuscaloosa, Ala., under the direction of Geo. B. Mitchell, Sr.



Miss Eloise Hutchins started with The Kirby Co. of Tuscaloosa as a canvasser and has been greatly responsible for the increased production. Eloise will soon be promoted to Saleslady and we look forward to some new sales records in the South.



The Anniston, Ala., Organization under Distributor H. N. Sewell: left to right, back row, Mr. Cook, Kelley, Mr. Greenwood; front row, Mrs. H. N. Sewell, Mr. H. N. Sewell, Mr. Bill Inzer, Mrs. Bill Inzer, Mr. Curtis Malery, James Gunnells.



In March of this year, Mr. Mitchell (left), Distributor in Tuscaloosa, Ala., interviewing a young man by the name of Mack Ward. After Mr. Ward was hired, he asked if enough Kirbys were kept in stock to supply his needs. Mr. Mitchell took it as a joke and assured Mack that his requirements could be met without delay. However, it turned out that Mack's production soon drained the warehouse and forced the supply room personnel to scurry about the area in search of additional Kirbys.

Mr. Ward was recently presented the Five Star Pin, with a 24 Plus Tab, by Mr. Bissitt. Mack's production has continued and he needs only two more months of 24 Plus to qualify for the President Scott Club.

## BIRMINGHAM, ALABAMA



Mr. M. A. Blythe and Leon F. Taylor above and several members of the Birmingham organization, below.





FARM JOURNAL uses more than thirty pages to tell of a Cumberland county, Pennsylvania, farm family with more than 200 electric switches on the farmstead. Heroine of the story is the farmer's wife, Mrs. John Stamy. "Wonderful One Woman Workshop" headlines Editor Jeanne Homm's story of "all the electrical equipment imaginable to make things easy." There's a vacuum cleaner, of course. As to that appliance, Dr. Elaine Knowles Weaver, professor, household equipment, Ohio State University, writing in the same issue, says:

"The use of the vacuum cleaner was studied by twenty-four New Jersey home-makers under the supervision of Columbia University. For a month they kept records of the time they spent cleaning with their old vacuum cleaners and the other cleaning tools they used. Getting the dirt out of their houses, they found, averaged about 5 hours and 40 minutes a week. Then each woman was given a new vacuum cleaner. But the picture didn't change much. Their time was about the same and they removed about the same amount of dirt.

"Finally, they were asked to put aside all dust mops, brooms, brushes, dust cloths, everything but the vacuum cleaner with its attachments.

"Results: They cut their cleaning time more than 2 hours a week, and took out nearly three times as much dirt! Furthermore, they didn't have to clean as often because the cleaners actually took the dirt out of the house, instead of just moving it around from one place to another."

In the column "Today's Fabulous Figures," November issue of "The American Magazine" we note this interesting fact: "The offspring of just 6 moths can, in one year's time, eat the weight of a baby grand piano."

## Mid-Eastern Division

JAMES S. BUGG  
Divisional Supervisor



A recent deep sea fishing trip netted the Jim Bugg's and Al Edwards, Asbury Park Distributor, 30 Blues.



Jim Crane, Baltimore Distributor, (left) congratulates top district manager John Faherty for his wonderful production record. John averages better than \$10,000 a month.



Jack Cavanaugh, Philadelphia outside Sales Manager, proudly wears the Five Star Pin.



Urban Hubert and Jim Benoit were recently promoted to divisional assistants under Jim Bugg.

Walt Miller, Philadelphia Sales Manager, is a Five Star—24 Plus man.

## Southeastern Division

JOHN FRANKLIN  
Divisional Supervisor

### MIAMI, FLORIDA



Winning organization in President Scott Homecoming 1954 Kirby Home Sanitation Associates, Miami, Florida.—Cliff Fouse, Distributor.



Don Hepburn, Miami representative to Homecoming with 26 sales in September.



George Jordan, Miami representative to Homecoming with 31 personal sales in September.

# Opportunity Knocked!

## EMIL J. NUNEZ Tells His Kirby Story

When I started with Stapp Kirby Company in Orange, N. J. I was told about the wonderful opportunities there were for advancement and making money. So I began working hard as a salesman and learning every detail. I enjoyed my work more each day and as I had the finest product and believed in what it could do, my progress was insured. Within 6 months time I was pleasantly surprised with being made District Manager.

I still continued working with my men and pushing myself even harder for I knew now my goal was to be a Factory Distributor someday. The question was where and in how long? Sixteen months after, on February 1st, 1954 Harry Gorman, Divisional Supervisor and James Stapp, my Distributor sat down and outlined the greatest thing that ever happened to me. They told me they were putting me on "The Thrift Club Plan". I knew then my efforts were well rewarded and I was on my way. The challenge was made and it was up to me to produce.

In the next 6 month period, with the help of a hard working crew (some have since moved up the ladder) my men wrote the average of 71 Sales per month, topping production off in July with the terrific sum of 131 Sales. This established a new "Empire" Divisional Crew Record. This last 6-month period of course gave me the required experience and capital I needed to go into my own Factory Distributorship.

In what other company can a man with no previous sales experience rise to being his own boss in 22 months.

Naturally, success and money go hand in hand with hard work and any man who is willing to put forth an honest effort and a good days work can certainly reach the top with the fabulous KIRBY.



E. M. ADAMSON of Austin, Texas, was recently promoted to Sales Supervisor in the "Bryan" territory by Dist. E. J. Stanley. Mr. Adamson earned an S.P.D.P. his first ten days in Kirby and sold 18 Kirbys in his first full month. In August, he earned his membership in the 24 Plus Club.



RAY WILSON, former radio announcer, served his apprenticeship in the Washington, D. C. and Baltimore, Md., organizations. He has recently been appointed to a distributorship in Arlington, Va.



HANK MCVEY is just 24 years old but has already been promoted from Sales Manager in Trenton, N. J. to a distributorship in New Brunswick, N. J.




P. J. Long congratulates DON MILLER on his promotion to Branch Distributor in Albany, Oregon, while Mrs. F. L. McBride looks smilingly on in the background. Mrs. McBride hired Don, trained him, showed him the opportunities available to him in Kirby, and encouraged him to work for this promotion. Laurie loses a good man but is proud of her boy, Don.




# 24 Plus CLUB

A CLUB OF SUPERIOR KIRBY SALESMEN  
To qualify, a member must have sold 24 or  
more personal sales in one calendar month.




**24 + CLUB**  
Godfrey W. Aloiau  
HONOLULU,  
HAWAII  
Date *Sept., 1954*  
has qualified for  
membership in the  
  
**24 + CLUB**



**24 + CLUB**  
Herman Kerber, Jr.  
NORFOLK,  
NEBRASKA  
Date *Sept., 1954*  
has qualified for  
membership in the  
  
**24 + CLUB**




**24 + CLUB**  
Jerome J. Campbell  
HONOLULU,  
HAWAII  
Date *Sept., 1954*  
has qualified for  
membership in the  
  
**24 + CLUB**




**24 + CLUB**  
Steve Hesmall  
AMARILLO, TEXAS  
Date *Aug., 1954*  
has qualified for  
membership in the  
  
**24 + CLUB**



**24 + CLUB**  
William H. Zuiches  
HONOLULU,  
HAWAII  
Date *Oct., 1954*  
has qualified for  
membership in the  
  
**24 + CLUB**




**24 + CLUB**  
J. A. Tomlin  
WICHITA, KANSAS  
Date *Aug., 1954*  
has qualified for  
membership in the  
  
**24 + CLUB**



**24 + CLUB**  
John Line  
KANKAKEE,  
ILLINOIS  
Date *Sept., 1954*  
has qualified for  
membership in the  
  
**24 + CLUB**




**24 + CLUB**  
C. J. Colbert  
PITTSBURGH, PA.  
Date *Sept., 1954*  
has qualified for  
membership in the  
  
**24 + CLUB**


# 24 Plus CLUB

A CLUB OF SUPERIOR KIRBY SALESMEN  
To qualify, a member must have sold 24 or  
more personal sales in one calendar month.




**24 + CLUB**  
B. Paul Pinkham  
TRENTON, N. J.  
Date *Jan., 1954*  
has qualified for  
membership in the  
  
**24 + CLUB**




**24 + CLUB**  
Roland Barbeau  
LORAIN, OHIO  
Date *July, 1954*  
has qualified for  
membership in the  
  
**24 + CLUB**




**24 + CLUB**  
James E. Gunnells  
ANNISTON, ALA.  
Date *Sept., 1954*  
has qualified for  
membership in the  
  
**24 + CLUB**




**24 + CLUB**  
George Morgan  
LOUISVILLE, KY.  
Date *Aug., 1954*  
has qualified for  
membership in the  
  
**24 + CLUB**




**24 + CLUB**  
Seymour Millard  
FLINT, MICHIGAN  
Date *Aug., 1954*  
has qualified for  
membership in the  
  
**24 + CLUB**



**24 + CLUB**  
E. M. Adamson  
AUSTIN,  
TEXAS  
Date *Aug., 1954*  
has qualified for  
membership in the  
  
**24 + CLUB**



**24 + CLUB**  
Tom Reno  
WEST ALLIS, WISC.  
Date *Feb., 1954*  
has qualified for  
membership in the  
  
**24 + CLUB**

MR. DISTRIBUTOR:—

SEND IN PHOTOS OF YOUR NEW

24 PLUS MEN

collectingdust.com

Hats Off To The

# KIRBY SALES TRAINING PROGRAM



Within a few weeks, the new Kirby Sales Training Program was introduced into the entire Kirby Sales Organization. It was not an easy job but with the cooperative help of Vice President Carl Fetzer, Vice President John Kemper and Asst. Sales Manager Elliott Suttle, it was accomplished in 'jig' time. El Suttle, himself, conducted 14 meetings in just 22 days.

The entire Introduction Program was planned in advance and each Divisional Supervisor had his meeting location all set up and ready to go at the scheduled time. The meetings were attended by the Distributors in the area and their sales trainers and key personnel. At each meeting all phases of the Training Program were explained in detail and explicit instructions for its operation given.

### ENTHUSIASTICALLY ACCEPTED

Even before the first meeting was completed, orders for the training material started to roll into The Scott & Fetzer Order Department. The immediate acceptance surpassed our wildest hopes and our printer and Shipping Department had to work many overtime hours to keep up with the demand. It was a 'labor of love' however, because it pleased everyone to find the long months of preparation and production were really going to do a job in the Field.

### EARLY USERS REPORT SUCCESS

Even before the Program had been introduced to all Kirby Organizations, reports began to come in outlining the success of the new training manuals. Here are a few of the comments:

"We have been able to put into action the new Training Program and feel it is very good and extremely beneficial not only to the Distributor

but also to the new men. It certainly has proven to be a guidepost—something which tells a new man where to go and what to do regardless of the predicament he might encounter."

"We have found that it consumes less time due to its outline form and the fact that it provides a definite plan to follow during the two-day Training Period. During the month of September, we hired 36 applicants and realized 72 sales from these men."

"The men we have trained under this Program have gone into the Field after seeing a sale and have closed sales by themselves in their first week."

"After presenting the program to our test crew, their production took an immediate rise of 50% in the next nine days over the previous period. We have continued to work the Program at morning meetings and production is still running 50% over the same period last month."

"We have followed the new Training Program to the letter and have trained three new men under it. They are all producing!"

### MUST FOLLOW OUTLINE

It is interesting to note that the greatest success is experienced when the person doing the training follows the outline to the letter and does not introduce personal asides. The relating of personal stories is often interesting but it can either extend the time required for the training or cause the exclusion of important factors in the sales demonstration.

We cannot emphasize strongly enough the necessity of following the Trainer's Guide when offering this course to new men.

(continued)



Ollie Scellin, Bill Arbeiter and Tony Smith comprise the sales training team in the St. Louis, Mo., organization.



Florida Distributors' Meeting held at the Angebilt Hotel, in Orlando, Florida, on Saturday, September 11, 1954. Assistant Sales Manager, Elliott Suttle, presented new training program, and the smiling faces indicate the enthusiastic approval of those present.

Carl S. Fetzer, Elliott Suttle and our Printer, Rudy Perlmutter discuss production problems.



Mid-South Division Distributors' meeting in Birmingham, Ala.



Key figures at the New England divisional meeting.



Mid-Western Kirby Distributors' Meeting Sept. 7, 1954 at the Conrad-Hilton Hotel, Chicago, Ill., was held for the Distributors and key personnel in the Mid-Western Division.

Mid-Eastern Distributors' meeting in Philadelphia, Pennsylvania.



Close teamwork produced quality.



Here's The Team  
Which Helped In  
Field Tests



E. C. BISHOP    ELLIOTT SUTTLE    DWIGHT HAMBLIN    HAROLD HECHT    FLOYD LUTZ



Glenn Graham demonstrates actual program during St. Louis, Mo., meeting.

# Training Program Introduction Meetings

## ALL SHOULD UNDERSTAND PROGRAM

The Program has proved to be excellent for training new men. However, it should also be employed in re-training or re-educating the older men in your organization. Particular attention should be given to your Sales Managers and Crew Managers. These are the men who work with your trainees in the Field and unless they fully understand the training method, they will not be able to capitalize on the program.

Many Distributors have already decided that one of the qualifications for advancement within the organization will be a demonstration of complete familiarity with the new Sales Training Program.

## READY TO HELP

Even with our relatively short experience in the Field with this Program, we have noticed several pitfalls into which a sales trainer can fall, and are developing various ways of assisting the trainer to overcome his difficulties. It has been proven that the training course will work effectively if the Trainer's Guide is followed but should you experience any difficulty whatsoever, we urge you to contact The Scott & Fetzer Company with the request for assistance. Many times, the problem can be solved simply through correspondence or by a telephone conversation. Plans are under way for the provision of additional training for key personnel and more information on this will be made available to you in the near future.

It is very gratifying to us to find so many Distributors operating successfully under the Training Program and we sincerely hope that we have laid a foundation for the advancement of our selling organizations throughout the country.



Southwestern Distributors warmly accepted training program in Dallas, Texas.



The Distributors in the Empire Division really took off their coats and got down to work when the training program was presented to them.



Virginia and N. Carolina Distributors meet in Greensboro



New England Distributors' meeting in Springfield, Mass.



Western, Central States Distributors meeting in Omaha



Eastern Distributors of the Central States Division meeting in Peoria, Ill.



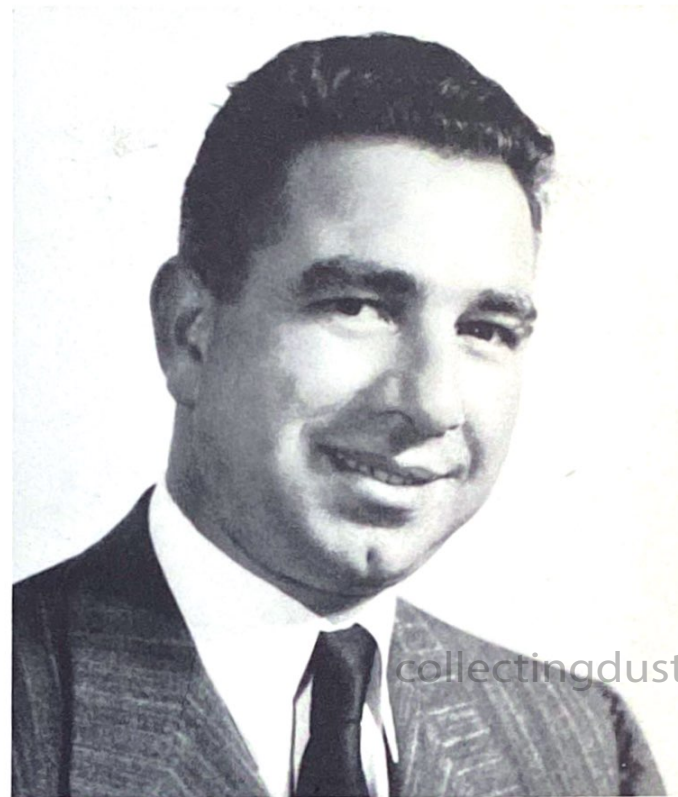
Southeastern Division meeting in Atlanta, Ga.





## It Happened To ME!

Millions of people the world over have experienced a never to be forgotten thrill as their ship pulls into New York Harbor and they see for the first time a huge bronze statue which stands on Bedloe Island—The Statue of Liberty. This statue is a symbol of freedom, the American way of life, and is only one of the hundreds of thousands of symbols that have existed since time began. Our "It Happened to Me" story this time concerns a man who symbolizes the hopes and dreams of every ambitious, determined man that has ever joined Kirby. Our story has its beginning in 1937 when this man first started in the cleaner business. At this time, he was 22 years of age, married and was working as a laborer for 75c an hour at Bonneville Dam—his ambition—to earn \$1.00 an hour. Like many, his first experience at selling proved disheartening. He put on many demos but failed to close. He knew nothing about mental attitude, but was determined to make good. It took about 30 days before he discovered what was wrong, and after overcoming his error, he closed five sales straight. While working as a salesman, he and his wife lived in a three room house. Later he was promoted to a Crew Manager, Sales Manager, Branch Distributor and then to a full Distributor in 1939. In order to begin his operation as a full Distributor in Southwest Washington, he managed to raise \$450 on his car to put up \$250 with the bank to start his reserve account, he paid out \$50 to the hospital at the time their first child was born, leaving him a balance of \$150 in ready cash to begin his Distributorship. What he lacked in ready cash, he made up with hard work and a determined spirit to build a sizeable organization. The more sales he made, the more money the bank insisted upon having in his reserve account and as a result he was forced to take only cash sales, but this didn't dampen his spirits. He never relied solely upon his men, but relied principally on his own personal sales. As a result of his efforts, approximately 85,000 Kirbys have been sold in his district with a top month of 2,290 sales. He started with one man, built his organization up to well over 100 and has 12 people in his office. From the little home, the size of the home and the family increased. He now has three fine children, Lauretta, Dwight and Wayne, and his present home consists of nine rooms, he has two Cadillacs and carries approximately a half million dollars worth of Kirby paper. Since becoming a Distributor, he has promoted 16 men to Distributorships of their own. There is no secret to his success, and anyone who is willing to try his formula should find the results extremely gratifying. This is his recipe: He has never given up the idea of making personal sales—enjoys going out with the men in the field at least three or four nights every week—



**PERRY J. LONG**  
**PORTLAND, OREGON**

shows new and old men how to get in—continually makes two to five personal sales each week in the presence of other men—holds a morning meeting every morning—continually has an ad running and hires new men every week - is training new men every day and everyone of these men that are hired and trained, definitely see a sale closed in the field. In fact, he is working just as hard, or harder, today than he did when he was worth \$450, even though he might be worth one-third of a million today. Many of our Distributors today would be wise to test this recipe, and if they followed the ingredients explicitly, we are sure they would receive the taste of success they are looking for. Our hats are off to you, PERRY LONG, and to your wife, LUCILE, who has so capably assisted you in your Kirby career!

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# THERE'S DANGER IN DUST & DIRT!!!

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