

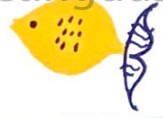


BUDDY NEWS

BIRTHDAY-BUDDY CAMPAIGN

JANUARY 1 - MARCH 31, 1958

FT. LAUDERDALE



VOL. III NO. 1

JANUARY 10, 1958

DO A FRIEND A FAVOR



PRESIDENT GEORGE H. SCOTT

Follow the red line to a big Birthday Bonus

I was sitting in the meeting room
And I heard a fellow say
"Why should I bring in a Buddy?
It really doesn't pay."

That set my mind to working
About guys who think that way -
About fellows who are shirking
Instead of making hay.

I thought of all the money
The factory has as prizes
50,000 dollars -
And this guy criticizes!

Our Distributor, too, has a program
Of cash and merchandise
For bringing in real salesmen...
We want men and not just mice.

70 trips to Florida
For the winners and their wives,
To live like blooming millionaires
And have the time of their lives.

We'll celebrate the birthday
Of our President, George H. Scott
We'll grasp his hand in pleasure
And say, "Gee, George, thanks a lot!"

We win cash trips and parties
We win in lots of ways
It's sure that bringing in a Buddy
Just pays and pays and pays.

But the greatest thrill of all
The one that adds real flavor
Is the gratitude of your Buddy
Because you've done your friend a favor.



Follow the red line



DEALERS WILL WIN

\$50,000,000 IN CASH

Buddy Sponsors, 178 of them, will share this handsome bundle of cash. The cash you will receive as a winning Sponsor will depend on how many Buddies you have, how quickly you get them, and how effective you are in helping them get started. The more sales your Buddies make, the more points you will receive. The cash prize you win will depend on your total points, and you can win anywhere from \$100 to \$1000.



SAND 'N' SUN AND LOTS OF FUN



THE NEW AND MODERN
YANKEE CLIPPER HOTEL
FORT LAUDERDALE, FLA.

7 FLORIDA VACATIONS

For Top Sponsors

The Sponsors who capture one of the top seven winning positions will receive, in addition to their \$1000 cash prize, a glorious one-week vacation in Ft. Lauderdale for themselves and their wives. They will stay at the ultra modern Yankee Clipper Hotel where they can relax and enjoy the numerous Florida events and attractions. First Class living, all expenses paid. To top it all off, they will each become one of the exclusive "Kirby Seventy" who participate in the gala Birthday Celebration in honor of President Scott's 70th Birthday.



YOUR ROOM AT THE YANKEE CLIPPER

7 FLORIDA VACATIONS

For Top Salesmen

Your personal sales can also qualify you as one of the "Kirby Seventy" at the Birthday Celebration which will climax your week-long, all-expense-paid vacation in Ft. Lauderdale with your wife. No quotas, no organizational restrictions. Just be one of the top seven salesmen during the campaign, and you will be flying to Florida next April with the other winners.



THE BAREFOOT MAILMAN HOTEL -
ANOTHER UNIQUE AND FAMOUS
HOTEL WHICH YOU WILL VISIT AS
A WINNER

21 FLORIDA VACATIONS

FOR DISTRIBUTORS

20 for OVER QUOTA SALES

Manpower produces sales and sales can make you, Mr. Distributor, one of the twenty over quota winners who will live it up at the Yankee Clipper in Ft. Lauderdale. Sand 'N' Sun and Lots of Fun pretty well describes your stay, but no simple statement can explain the honor and distinction which will be yours as a member of the exclusive Kirby Seventy at President Scott's 70th Birthday Celebration. Hire, train, and inspire . . . and you will make your organization a winner in the BIRTHDAY-BUDDY CAMPAIGN.

1 for TOTAL SALES VOLUME

Somewhere there is a Kirby Distributor who will lead his organization so skillfully and inspire his men so well that they will sell more Kirbys during the campaign than any other Kirby Organization. He will win the Florida Vacation on sales volume alone with no regard for quota. Already, we can see that this will be a close, hard-fought race, but the winner will receive National acclaim as the biggest in the land - an honor greater than any prize ever awarded.

BIRTHDAY BONUS OFFER

Because you have demonstrated your interest in this Campaign by reading to the last page of this paper, we want to reward you with an opportunity to receive a valuable award. Fill out the coupon pledge and mail it on or before midnight, January 25th to: President George H. Scott, The Scott & Fetzer Company, 1920 West 114th Street, Cleveland 2, Ohio.

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BONUS COUPON

Dear President Scott:

I will be a winner in the Birthday Buddy Campaign and pledge to talk "Kirby Opportunity" to my friends and acquaintances and ask them to become my Kirby Buddies.

NAME OF KIRBY DEALER

NAME OF KIRBY ORGANIZATION

CITY & STATE OF ORGANIZATION

DATE

SIGNATURE

