



**AIRING THE**

**News**

VOLUME VI • SECTION 4

THE SCOTT & FETZER CO., CLEVELAND 2, OHIO



PRESIDENT GEORGE H. SCOTT

HIGH DEALER SALES

HIGH CREW SALES

HIGH DISTRIBUTOR SALES

HIGH DIVISION SALES

HIGH NATIONAL SALES

HIGHEST NUMBER HIRED

HIGHEST NUMBER TRAINED

HIGHEST NUMBER CASH SALES

HIGH DAY'S PRODUCTION

HIGH WEEKLY PRODUCTION

**Make APRIL the BIGGEST month  
IN ALL KIRBY SALES HISTORY**





# The President's Corner



## "HE PROFITS MOST WHO SERVES BEST"

That is a motto long used by Rotary International, one of the leading civic organizations of the world.

Rotary membership is made up of several hundred thousand businessmen throughout the world, men who are leaders in their respective fields. The industries and professions they represent are all listed in a book of some 230 pages and number well into the five figures. Yet all these classifications have settled on the classic motto:

### "HE PROFITS MOST WHO SERVES BEST"

No better motto could guide the actions of a Kirby dealer.

If, as you entered upon your career of Kirby Opportunity, you determined to serve your own purposes to the utmost by seriously applying yourself to understanding and learning the Kirby presentation—then you have and will continue to profit. In this case you'll Profit Most because you have "Served" yourself to the "Best" of your ability.

If, in your every day relationship with your distributor and your fellow Kirby men, you search for and find opportunities to aid and serve their interests by either sound advice or actual assistance in the way of improved mental attitude or sales helps, you'll find that it will be you who "Profits Most", because you have put forth the effort to "Serve Best."

Also, as you go about your Kirby business in the field along with other Kirby men and women you can find many opportunities to serve your associates. Because you seek those opportunities, and because you "Serve" your associates, it will be you who "Profits Most."

Then, of course, comes the greatest opportunity to "Serve Best" and "Profit Most", namely, the wants and needs of Kirby prospects who will naturally become Kirby owners. First, because you have diligently applied yourself to learning your Kirby profession, you will be better able to "Serve" by putting on a Value Building, Desire Creating, Need Revealing Kirby Presentation.

Upon completion of the sale, still greater opportunities to "Serve" become available. A well satisfied Kirby owner is "Profit" to you. Profit that will continue to grow, because you have grasped the opportunity to "Serve." Continuous attention to Kirby owners is just plain good business, and truly,

### "HE PROFITS MOST WHO SERVES BEST"

Sincerely  
G. H. SCOTT  
President

... join the others in wishing

President Scott a Happy Birthday

## MAKE APRIL THE BIGGEST MONTH IN ALL KIRBY HISTORY

## AIRING THE NEWS

VOLUME VI SECTION 4  
MARCH, 1955



A bi-monthly publication of THE SCOTT & FETZER COMPANY, 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.

### • Factory Veterans •



Mr. David Hosso receives his watch in recognition for 25 years of faithful service to The Scott & Fetzer Company. Making the presentation is President George H. Scott.



Mr. Walter Williams receives his 25 year watch at The Scott & Fetzer Company Christmas Party on December 17, 1954.



Mrs. Rose Sheppard, who works in the Fan Balancing Dept. receives her 25 year service watch from President Scott.

# MEMBERS OF THE EMPIRE DIVISION



On January 14, 1955, Harry Gorman, Divisional Supervisor for the New York State Division, held a meeting of his distributors at Hotel Syracuse, Syracuse, New York. The meeting was attended by all of the Empire Division distributors and a large majority of the sales and personnel managers. Present to represent The Scott & Fetzer Company were Vice President Carl S. Fetzer, (center-front), and Treasurer Niles Hammink, who is at Mr. Fetzer's right. Host for the meeting was Distributor James G. Iorio.

## Austin, Texas

### NATIONAL BANQUET CONTEST

MAKE THIS OUR MONTH TO WIN!

WELCOME!

John Kemper • Jim Sperry



Distributor E. J. Stanley and his sales organization played host to Vice President John Kemper and Southwestern Divisional Supervisor Jim Sperry during their January tour throughout the State of Texas.

## San Antonio, Texas



The six San Antonio Kirby dealers pictured above sold 126 Kirbys in November, 1954, or an average of 21 sales each. Left to right: Carey Wells, Gilberto Garza, Leslie Bretzke, Maria Pultz, S. E. "Red" Morphis, and Bert Jarrell.







# NATIONAL BANQUET CONTEST

DECEMBER, 1954,  
CANTON, OHIO;  
THEY MADE THIS



JACK BRITTAIN  
Canton, Ohio,  
Distributor



WADE HUBER  
Youngstown, Ohio,  
Distributor



## CANTON-YOUNGSTOWN



JOHN KEMPER, Vice President of The Scott & Fetzer Co. addresses the combined organizations of Canton and Youngstown at the December National Banquet.



JACK BRITTAIN and WADE HUBER proudly display their victory trophies and congratulate each other on their success.

During the first five days of January, 1955, the December sales reports flooded into The Scott & Fetzer sales office. At three o'clock on January 5th, a review of the records was made and the December banquet winners were declared. The victorious distributors, Canton, Ohio; San Angelo, Texas; and Youngstown, Ohio, were promptly advised of their success and asked to inform us of the desired banquet date. San Angelo selected January 22nd for their banquet and since Canton and Youngstown were so close together geographically, they decided they would like to hold a joint banquet at the Cleveland Athletic Club in Cleveland, Ohio on January 15th.

Guests of honor at the Canton-Youngstown banquet were Mr. and Mrs. John Kemper, Vice President; Mr. and Mrs. Warren Blank, Divisional Supervisor; Dick Ryan, Cincinnati distributor; Frank Contos, Columbus distributor; and, of course, the victorious distributors, Wade Huber of Youngstown and Mr. and Mrs. Jack Brittain of Canton, Ohio.

To differentiate between the two distributorships, each member of the Canton organization was given a white carnation, while the Youngstown organization proudly wore red carnations. The combined enthusiasm of the two groups resulted in one of the most inspiring banquets we have attended in a good many months. The Canton people were particularly joyful over their victory because their success came during their first



# BANQUET CONTEST

SAN ANGELO, TEXAS;  
YOUNGSTOWN, OHIO  
THEIR MONTH TO WIN



## SAN ANGELO, TEXAS



JOHN KEMPER      JIM HALL      JIM SPERRY

month as an organization. We certainly congratulate Mr. Brittain on his success in building a winning organization so rapidly.

Jim Hall of San Angelo and Wade Huber of Youngstown, Ohio are older distributors, but are certainly to be warmly congratulated on the inspiring success of their organizations in this national contest.

Guests of honor at the San Angelo banquet were Mr. John Kemper, Vice President; Jim Sperry, Divisional Supervisor; and, of course, Mr. and Mrs. Jim Hall, Distributor.

The banquet was held at the St. Angelus Hotel in San Angelo and the trade mark of almost all Kirby men—a thick juicy steak—was the main dish on the menu.

If you think Distributor Jim Hall looks proud of his organization in the above photograph, wait until you see the next photograph of him in the forthcoming issue of "AIRING THE NEWS". As we go to press with this issue, we learn that the San Angelo organization has once again won the National Banquet Contest in the month of January. Prior to the January contest, Mr. Hall promised that if his organization won again, he would assign his leading branch organization to be the host. The January banquet will be held in Lubbock, Texas within a few days after this publication goes to press.



JOHN KEMPER presents the victory trophy to Distributor Jim Hall while smiling Jim Sperry directs your attention to the occasion for this presentation.



Divisional Supervisor, Jim Sperry and assistants study the new Kirby Training Manual and Demonstration. The Training program has been instrumental in the solid growth of the Southwestern organizations.



The victorious members of the San Angelo organization.





## ROCHESTER, NEW YORK

C. T. HILL, DISTRIBUTOR

I don't believe there is a distributor team which is any prouder of its sales organization than are Rose and "C. T." Hill. On this page we see a few of the pictures taken at the "\$1,000 Party," which was given by Mr. and Mrs. Hill for their sales organization. The party obtained its name from the fact that "C. T." gave prizes and cash bonuses to all present, which totaled to \$1,000. Members of the organization report that it was the most fabulous party they ever attended.

This group photograph was taken at the Rochester, New York party on December 18, 1954.



MR. AND MRS. C. J. O'BRIEN

"O'Bie" and his lovely wife, Jackie, have been an inspiration to many Kirby dealers throughout the Empire Division for many years. O'Bie still continues to sell well over 22 personals a month. He is a consistent producer and has qualified for membership in the President's Club many times over. For a short time following the second World War, O'Bie drifted away from Kirby and it was his wife, Jackie, who convinced him that Kirby should be his life's work. Once again we see evidence of the success possible when a man and wife work closely in this fabulous Kirby business.

## LAWRENCE, MASS.

ROBERT JACKSON, DISTRIBUTOR



Mrs. Jesse Macmillon and Dick Collins with two brand new tank type machines which they replaced with Kirbys. So powerful was Dick's demonstration that he was able to pull these machines even though they were brand new—that shows you how little his customers thought of their tank machines after seeing the Kirby in action.



Here are the three big reasons why "C. T." Hill likes being the distributor in Rochester: Mrs. Cathie Miro, Mrs. C. T. Hill and Mrs. Bertie Gorman.



Bertie Gorman, Cathie Miro—wife of Sales Manager Jimmy Miro—Harry Gorman, Divisional Supervisor and John Ettaro. Mr. Ettaro was recently made Sub-Distributor in Batavia, New York, under the Rochester organization.



Bob and Eva Stark are another fine Kirby couple. They have been working as a team in Kirby for over two years and on occasion, Eva has even pinch hit as a telephone appointment girl for Bob's crew.



"Gentlemen:

We have, in the course of 16 years of married life, owned many electrical appliances, and of many brand names.

Most of them have given excellent service, but never have we been as well pleased with any as we have been with our Kirby cleaner.

Not only has it given unexcelled service, but pleasure also in using it for many and various things.

When the hurricane Hazel struck this area on October 15th, we lost all of our possessions, or nearly all, and what we salvaged from the wreckage was ruined.

You could not possibly know the gratitude we felt when we found that the guarantee on at least one of our household appliances meant exactly what it was written for. We could not have possibly afforded another Kirby at this time, but due to your company and a very small charge, we now have as good as a new Kirby.

We will surely sing the praises of it louder than ever in the future.

Please accept our most heartfelt thanks for your splendid cooperation in this matter.

If you care to, you may use this letter in anyway you see fit and we hope in some way, even though small, it may help in the sale of more and more Kirby cleaners.

Sincerely yours,  
Mr. and Mrs. R. W. McL  
Shallotte, N. C."

"Dear Sirs:

After having used several other makes of vacuum cleaners, we decided, about ten years ago, to buy two of your cleaners, which have proved entirely satisfactory to such an extent that we now have four working five nights a week and eight hours a night each. Each machine is used by three different operators and picks up about twelve pounds of dirt, to say nothing of hair pins, bobby pins, tacks, paper clips, etc., a night.

Two of the machines were returned to you to be factory rebuilt, and I would like to compliment your Company on their work of rehabilitating the machines. It was hard to realize that they were the machines that were sent away for repairs.

Yours truly,  
V. C. S.  
Building Manager

Dear Sir:

Just a word of many thanks and appreciation, for returning our Kirby in a like-new condition. Lucky the day we invested in a Kirby, so long ago, for in a rebuilt job, we received so much for so little.

Sincerely,  
Mrs. Geo. M. T.  
Seward, Alaska

Gentlemen:

I would like to express my appreciation for your fine service in the rebuilding and speedy return of my Kirby cleaner, which I received by express today. It is working beautifully, and I am delighted with it.

I have now enjoyed the Kirby for over nine years, and it always gives me great pleasure to recommend it as an outstanding cleaner, made by a most reliable company.

Thank you again for your prompt and efficient service.

Sincerely,  
Mrs. J. D.  
Scarsdale, N. Y."

Gentlemen:

I received my sweeper about two weeks ago and I want to express my thanks for the fine job you did in repairing it and for the prompt service.

Being a widow this has meant so much to me to have my sweeper fixed like new again. Again many thanks.

Very sincerely,  
Mrs. J. C.  
Wellington, O.

## PRESIDENT'S SURPRISE CONTEST WINNERS

HARRY GORMAN

R. J. SPERRY

At the beginning of 1954, President George H. Scott announced to all divisional supervisors that he had planned a contest for them, which was to be based upon the purchases made by each division during the year. Mr. Scott announced that the prize would be in excess of \$5,000, but kept the actual prize a secret until the end of the contest.

When the records were checked at the end of 1954, it was found that there was a tie and in fairness to all, it was decided to award equal prizes to divisional supervisors Harry Gorman of the New York State Division and Jim Sperry of the Southwestern Division.

On January 22nd, Vice President John Kemper presented a certificate to Jim Sperry, which represented the 300 shares of Scott and Fetzer stock which was to be purchased and given to him. A few days later, a similar presentation was made to Supervisor Harry Gorman.

The market value of the 300 shares presented equaled approximately \$6,000.





# Opportunity Knocked!

**HAROLD PERRY**  
ITHACA, N. Y.



"I started to work for Kirby a little over three years ago in Albany, New York, under Bill Hart. When I was told of the promotional opportunities with the company, I just couldn't believe it was possible for an average high school kid like me, who never did a bit of selling in my life, to get anywhere near the top.

"I started as a Kirby salesman—never set any high records, but managed to build a new home, buy a new convertible and have my wife Pat quit work and stay home with out two children, just on the money I earned selling Kirbys.

"Realizing I had to put even more effort into my work in order to start climbing up the ladder of success, I trained under the careful, intensive guidance of Jimmy Iorio, who was by this time my District Manager. I worked harder and longer than ever in the field, following every word of advice from him. We were out until eleven and twelve o'clock on some nights. People were beginning to tell me that no job was worth the time and effort I was putting into this one . . . While they were taking life at its usual pace . . . I was out there pitching my head off, but the sales were coming in and so was the money.

"Finally, my efforts were rewarded. On October 1, 1953, Jimmy Iorio was promoted to a distributorship in Glens Falls, New York and he took me along as his District Manager. It was forty miles one way to work, but now I was on my way. My dream of climbing to the top was now a reality. It was up to me to prove myself. About this time, I had purchased another new convertible and had earned my 'Five Star' pin. I was never so excited and happy in all my life. Pat and I were pulling all kinds of money in the bank . . . which was something we couldn't ever do before.

"Six months later, Jimmy Iorio opened Syracuse, New York as a Direct Factory Distributorship and I went along with him. In our first month there, we won the President Scott Trophy for coming out on top (percentage-wise) in the Empire Division. A special trophy was also presented to me by Mr. Harry Gorman, our Division Supervisor, for my part in helping Syracuse win. By this time, I had bought a car for my wife and a sun-about motor boat to go with the summer home we rented.

"I kept working just as hard as I could and success kept coming my way . . . or so it seemed. On November 1, 1954, Harry Gorman and Jimmy Iorio presented me with Ithaca, New York as a Branch Distributorship. I just couldn't believe that all that territory was mine to turn into a 'pasture of prosperity'. At the conclusion of our first month in the business, we finished 'third' in the standings in our Division.

"At this point, one would think that I made the 'top', but this is just another 'step on the ladder'. I still have a higher goal in mind and should be able to make it within six months. By that time, I'll be satisfied and NOT until then. In what other business can a man achieve so much in so little time? If anybody can think of one, they'll have a tough time proving it to me, my wife or our kids."

**CHUCK BOLLEGAR**  
ST. LOUIS, MO.



"To follow a democratic way of life has always been my desire and through Kirby, I have found the answer to this life-long ambition. As I look back just one and a half years and realize the distance I have traveled, I can hardly believe what I see. To find myself in the very midst of everything I ever wanted in such a relatively short amount of time is almost like a dream. "Absolutely all I have in this world, I owe to a man I've never met—Mr. James B. Kirby, inventor of the Kirby, who made possible such a democratic sales organization.

"I am twenty-two years of age, married, own a new home, a new car, and command a salary of nearly \$10,000 per year. The promotion to Rural Sales Director in the St. Louis organization is not my ultimate goal, but is one important guidepost along the road to success with Kirby and direct selling. I would like to alter Horace Greeley's famous line a bit in summing this up. I am sure if he were alive, he would say instead of "Go West, young man"—"Go Direct Selling, young man," the oldest, most profitable and most honorable profession in the world.

"At this time, I would like to say, "Thank you, Mr. Kirby; thank you, Mr. Scott, Mr. Fetzer and all in Cleveland, and my deepest thanks to the most wonderful distributor in the land, Mr. Bill Arbeiter of the St. Louis organization."

**MARLYN WILT**  
TROY, OHIO



Mr. Wilt started with the Kirby Company of Dayton and worked his way up the ladder to the position of district manager. On January 1, 1955, Marlyn was again promoted, this time to that of a branch distributor in Troy and Piqua, Ohio.

## WAYNESBORO, VIRGINIA

JOHN W. WARD, DISTRIBUTOR



MR. AND MRS. RICHARD MILLER

Richard is a natural for the Kirby business and he has the full cooperation and support of his charming wife, Vella. A former welder, Richard decided he could make more money as a salesman and has proved his decision many times since joining Kirby.

GARLAND PARRISH

With the inspiration and help of his wife, Alise and his three children, Garland has reason to be a very successful Kirby Man. His consistent production over the past several years has won for him a five-star pin and multiple membership in the 24 Plus Club. His business for the year 1954 contained a high percentage of cash deals.



The Kirby booster in the pint-sized baseball uniform is none other than the nine-month old son of John Ward, Distributor. John reports that aside from baseball, Johnny's favorite pastime is playing with the Kirby.



A recent addition to the Waynesboro sales organization is John Sheffield. Before joining Kirby, John gained valuable sales experience as a car salesman, and brought to Kirby, not only his own enthusiasm, but also that of his wife, Dottie and his daughter, Kathie Sue.

## KIRBY COMPANY OF CHAMPAIGN, ILL.

**RAY BRADEN**  
DISTRIBUTOR



At the right, we find Robert Dicky turning in another Kirby sale. In only four short months, Bob has become one of the leading salesmen in the Champaign organization.



Harold Conley, a new man with the organization, turned in two sales after his first day in the field. Eager to achieve success in Kirby, Harold is shown as he repacks his third Kirby for demonstration.



The order and efficiency of the Champaign office is due to the capable direction of Office Manager Don Flaningam.

Don Henwood displays a day's tradings.



A leading salesman, Don Henwood, proudly receives his pay check for an eight sale week.





# KIRBY MEN ON GUAM



The Kirby Company of Honolulu, H., under the direction of Distributor Jack Sayre, is in the process of establishing branch organizations on various Pacific islands. Here are a few photographs which were taken on Guam. At the right we see Jack Sayre and Bill Zuchas. At the left are Jerry Campbell and Tom Ferguson. Below is Jack Sayre's new Austin-Healy.



# KIRBY MEN IN KANSAS



Throughout our experience in Kirby, we have heard of many unusual trades, but we believe that Rex Koob of the Wichita, Kansas organization has topped them all. Believe it or not, Rex actually traded for a casket. It was brought into the Wichita sales room and the boys filled it with an assortment of almost new trade-ins. In the one photograph, we see the members of the Wichita organization as they jokingly pay their respects to the trade-ins which have at last "bit the dust".

Rex Koob also set a record by selling six Kirbys his first week, five of which were full cash deals, and then proceeded to win his "Ten" Pin by the end of his second week in the business. We predict a long life for Rex in spite of his tendency towards caskets.



# KIRBY MEN IN MASSACHUSETTS



Larry Gimbel, Springfield, Mass. Distributor, is one of the most consistent contributors for "AIRING THE NEWS". Here again we see pictures of his organization at the bottom of this page. Immediately below, we find Sales Manager Henry Maskowski with his Cadillac, which he says is like the Kirby in that it is the "Standard of the World".

At the left we find Bill Barry, District Manager, preparing to go into the field with Jim Derry.

At the right, we find John Fox, who has recently been promoted to Distributor in Holyoke, Mass.; Robert Bascom, who has been promoted to a distributorship in Manchester, New Hampshire, after only one year in Kirby; and Mr. M. Pause, a new Kirby Man.



# Thrift Club



The Kirby Thrift Club has been designed to accomplish two main purposes. First, it is designed to help the distributor help his men become more successful. Second, it is designed to give everyone below the classification of distributor a planned method for promotion. In the beginning, this promotion may be only from the position of dealer to that of district manager, but once the man is enrolled in the Kirby Thrift Club, his promotions can and will be made on a pre-arranged basis, providing he performs according to the plan.

Naturally, one very definite goal of any solid Kirby Man is a direct factory distributorship. We all know that to become a successful distributor, a man must have several basic attributes. It is the purpose of the Kirby Thrift Club plan to clarify the various requirements and to assist

the Kirby Man in proving his ability to meet these qualifications. Promotions under the Thrift Club are made with the guidance of the distributor, the divisional supervisor and The Scott & Fetzer Company. Recent experience with this plan has proved its merit with favorable results from all concerned. Full details on this plan have been sent to distributors in Bulletin No. 5503, dated January, 12, 1955.

It is our hope to be able to give publicity to Kirby men who participate in this plan and whenever you have a member of your organization enrolled, we would like to receive his photograph along with a brief summary of his Kirby history. The following stories are an example of the type of publicity these men will receive.



MIKE REKEDA

Mike was put on the Kirby Thrift Club plan a year ago and since that time, he has been one of the outstanding crew managers in the Empire Division. Month-by-month, Mike satisfied conditions of the Thrift Club plan and saved the necessary funds to make it possible for him to go into business for himself as a Kirby distributor.

As of February 1, 1955, Mike was made factory distributor in Binghamton, New York and he attributes his ability to take on this operation to the Kirby Thrift Club plan. Mike is an excellent example of a Kirby Man who has made a major step toward even greater success, primarily because he was smart enough to take advantage of the Kirby Thrift Club plan and follow the schedule set forth for him. Our congratulations to Mike Rekeda on his appointment and our best wishes for his rapid growth and success.



MIKE SOFIA

Here in Mike Sofia's own words are his thoughts on his Kirby career, after having been appointed to Branch Distributor in Patchogue, L. I., as a result of his participation in the Kirby Thrift Club plan.

"Patchogue Kirby Center, 238 Medford Avenue, Patchogue, L. I., N. Y.

"When I look at the above address, it suddenly dawns on me that the address is me. I never thought that in less than a year, I would have an office of my own in this business. At that time, though, I didn't know this business.

"Last February, I was out of work, as the business of installing garage doors was dead. I decided to become a salesman, although I had never sold anything in my life. I answered the ad in the paper and found myself at the Tinker-Kirby organization in Bellerose. I heard about opportunity and money like I had never even imagined could be made by me. They told me about John Arceri and I imagined him a giant among men. Imagine my letdown, when I met him in the flesh. He was just an ordinary fellow and I said right then and there that if he could do it, so could I.

"My first break came when, after training, I landed in the fabulous John's crew. It didn't take me long to find out that he was really a giant inside, even though not on the outside. He not only told me, but showed me, what work could do. He directed me and kept after me to work, until I finally got the idea. "Show me a man who puts on four shows a day, and I will show you a man who is making money. Show me a man who is doing less, and I will show you a man who will fall flat on his face." Those are John's words, and they are the words that made a Kirby Man out of me. Direction, after training, by Paul Semack; by John Arceri, hard work; and an understanding wife, are the things that have made me a branch distributor. This is certainly a wonderful business. Thanks, fellows."



# COLUMBUS, OHIO

FRANK CONTOS, DISTRIBUTOR

Many of you will remember Frank Contos from National Championship fame and well know that this one-time Cleveland policeman has built himself and his Kirby ability through several years of practical field experience under Cleveland Distributor Corwin E. Riley. In August, 1954, Frank was promoted to a distributorship in Columbus, Ohio and since then has been working around the clock to build a solid sales organization in that city.

Five short months later, the organization had been built to a point where Frank felt that they were really ready to start writing new records for the North Central Division. A promotional banquet was planned and held on January 31st in the newly expanded office of the Columbus distributorship. Warren Blank, Divisional Supervisor was the guest of honor and assisted materially in building enthusiasm for the Kirby National Banquet Contest, the Kirby Sterling Silver Contest and a local promotional program, which were the features of the banquet.

Frank reports that the meeting was a terrific success and predicts that he will have several new 24 Plus Club members in February as a result of his promotional efforts.

We all take off our hats to the Contos-Kirby sales organization and wish them the "Best of Luck" for the year 1955. After we wished them the "Best of Luck," we couldn't help but recall the statement of President George Scott when he said, "The harder I work, the luckier I get."



Warren Blank, Supervisor, congratulates Ronnie Bianco and Maxine McDaniel on the winning of their first five-piece place setting in the Kirby Sterling Silver Contest. Frank Contos, extreme left, looks justly proud of his leading sales people.



Frank Contos, Distributor, awards one of the prizes in his local promotional program, which was designed to supplement the National Banquet. Frank makes it a practice to be available to his salesmen at all times so that he can give them telephone assistance in closing a sale, whenever such help is needed.

# ATLANTA, GEORGIA

ROY BROOKS, DISTRIBUTOR

"Opportunity knocked for 18 good men in Atlanta during January, our first month in our new organization. Up to press time, we have not lost one single man, nor do we intend to.

"Opportunity knocked extra loud—or let's say, Opportunity unlocked five doors the first day of February and five good men walked through that door. The following men were promoted to Supervisors: Jet Pilot Lt. Buck Arnold, Mr. Edgar Farr, Mr. Tracy Lindsey, and Brother Pace. And, of course, we have with us our good friend Mr. Jack Bevins. So Stan . . . pardon me, Herby-Kirby. . . let me say to you to keep your eyes on the above promoted new men. Their goal is up and up that Kirby ladder, and if Cousin Roy knows what he is talking about, right up and up they will go.

"I wish that space permitted telling you certain little success stories about all of our wonderful men, such as Little Brother Boyd, and Ken Chilcote, and others, but watch for the next issue of "AIRING THE NEWS" for a scoop from Atlanta that will make Herby-Kirby feel very good.

"With proper verification, and our good friend Mr. Jim Bone of the First Thrift, how can we do anything but go up and up.

"Our Goal: 'Ten good crews' within six months'. So watch our future promotions."

*Roy L. Brooks*

# DENVER, COLORADO

RAY GEORGE, DISTRIBUTOR



Christmas gathering at the home of Distributor Ray George.



Christmas decorations at the home of Ray George.

The expansive home and grounds of Distributor Ray George have proven, on many occasions, to be an ideal gathering place for the men and families of the Denver, Colorado organization.

It seems rather unusual for us Easterners to see a Christmas gathering without even a trace of snow and where the participants are able to expose themselves to the elements without even the protection of a suit coat. Nevertheless, what the above scene lacks in Eastern tradition, is more than compensated for with good solid Kirby enthusiasm. It is certainly an inspiration to see so many fine Kirby people gathered together and we can fully appreciate the regard Ray and Audrey George have for the members of their Denver organization.

At the left is a photograph of Mr. Al Fike, Emcee and song Stylist, who is a close friend of the Georges.

Mr. Fike sent this picture, just as you see it here, to the Ray George family at Christmas time and we thought you would enjoy the poem which he wrote and pasted over his photograph.



You can search the whole wide world  
And in every State on the nation  
You'll never find a way to clean  
Like Kirby Sanitation!  
I used to hire my cleaning done  
And pay and pay and pay  
But now I do it all myself  
The easy Kirby Way!



# 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

Patricia Riter  
CINCINNATI, OHIO

Date Jan., 1955  
has qualified for  
membership in the



24 + CLUB



## 24 + CLUB

James Tabler  
DAYTON, OHIO

Date Jan., 1955  
has qualified for  
membership in the



24 + CLUB



## 24 + CLUB

Larry Dolan  
DAYTON, OHIO

Date Jan., 1955  
has qualified for  
membership in the



24 + CLUB



## 24 + CLUB

Adolph Lopez  
LOS ANGELES,  
CALIF.

Date July, 1954  
has qualified for  
membership in the



24 + CLUB



## 24 + CLUB

William Fulk  
DAYTON, OHIO

Date Jan., 1955  
has qualified for  
membership in the



24 + CLUB



## 24 + CLUB

Jackie Ponty  
LOS ANGELES,  
CALIF.

Date Oct., 1954  
has qualified for  
membership in the



24 + CLUB



## 24 + CLUB

Leonard Loomis  
DAYTON, OHIO

Date Dec., 1954  
has qualified for  
membership in the



24 + CLUB



## 24 + CLUB

Danny Lapadula  
MILWAUKEE,  
WISC.

Date Nov., 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

John Toohy  
MILWAUKEE,  
WISC.

Date Nov., 1954  
has qualified for  
membership in the



24 + CLUB



## 24 + CLUB

Gilberto Garza  
SAN ANTONIO,  
TEXAS

Date Nov., 1954  
has qualified for  
membership in the



24 + CLUB



## 24 + CLUB

Howard Sawyer  
REDWOOD CITY  
CALIF.

Date Jan., 1955  
has qualified for  
membership in the



24 + CLUB



## 24 + CLUB

Thomas Turner  
WARREN, OHIO

Date Jan., 1955  
has qualified for  
membership in the



24 + CLUB



## 24 + CLUB

Allan Baker  
SALT LAKE CITY,  
UTAH

Date Dec., 1954  
has qualified for  
membership in the



24 + CLUB



## 24 + CLUB

Virgil Schmidt  
WICHITA, KAN.

Date Nov., 1954  
has qualified for  
membership in the



24 + CLUB



## 24 + CLUB

Leslie Bretzke  
SAN ANTONIO,  
TEXAS

Date Oct., 1954  
has qualified for  
membership in the



24 + CLUB



## 24 + CLUB

William Smith, Jr.  
WICHITA, KAN.

Date June, 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**  
K. C. Southern  
WICHITA, KAN.  
Date *Nov., 1954*  
has qualified for membership in the  
  
**24 + CLUB**



**24 + CLUB**  
John White  
WICHITA, KAN.  
Date *Nov., 1954*  
has qualified for membership in the  
  
**24 + CLUB**



**24 + CLUB**  
Jim Tomlin  
WICHITA, KAN.  
Date *June, 1954*  
has qualified for membership in the  
  
**24 + CLUB**

**MR. DISTRIBUTOR:—**

**SEND IN PHOTOS OF YOUR NEW**

**24 PLUS MEN**

## KIRBY COMPANY OF CENTRAL CALIFORNIA

### REDWOOD CITY, California

CLARENCE KUSEL, DISTRIBUTOR

Henry Reznicek and Clarence Kusel mulling over ideas for lots of sales and a big month.



Ray Bock, of the Monterey Branch, (National Champion in April, 1954), Clarence Kusel, Distributor, and Henry Reznicek, Regional Supervisor of the Western Division.



Distributor, Clarence Kusel, presenting a Kirby to Mrs. R. Dick, a happy winner of the Kirby Kwiz.

# Selling Sense



## CONCENTRATED EFFORT

"A good Kirby man told me the other day that he had at last discovered the importance of concentrating his efforts in a small area. This man had been skipping about from one place to the other. He was wearing out his tires instead of his shoe leather. He had fallen into the bad habit of believing the grass to be greener on the other side of the fence. This caused him to lose too much of the most valuable asset that he had - his time.

"He started concentrating his efforts two months ago. His sales doubled during this time. His expenses declined and he is now making more money in Kirby than he has ever made.

"We rode through the area in which he had been working for the past two months. It covered about five square blocks. Thirty-five Kirby's had been sold in this small area during this time. In one block, there was a Kirby in every home. He told me that he would get quite a few more sales in this area because there were still a number of people who had not seen the Kirby.

"This Kirby man's plan is working because it is based on plain ordinary "horse sense". First, it saves him a lot of time. His time is spent with customers and prospects instead of behind the steering wheel of an automobile. As an example, he saves a lot of time on re-demonstrations because they are in the same area in which he is working every day.

"Secondly, it's sales dynamite to say, 'Mrs. Smith, practically all of your neighbors own a Kirby. Mrs. Watkins, Mrs. Hughes, etc., are just a few of your neighbors who are my customers. You know you deserve to own one as much as they do.'

"Thirdly, concentration gets people to talking about you and your product. If the talk is favorable, and it will be if you conduct yourself properly, then it is the best advertising in the world.

"To further illustrate the importance of concentration, there is another true story which concerns a salesman who worked in the Southeast. This man did not have a car so his crew manager would take him out into the field in his car and put him out at nine in the morning with instructions to show his machine to anyone who would look at it. The crew manager would pick him up at 9 o'clock each evening. This man had to concentrate because he had to walk and carry his machine in his hand. He led the Southeast in sales for three months. He had made enough money to buy a car and when he bought a car, his sales dropped fifty per cent because he then started riding instead of demonstrating.

"Concentrated effort will pay off for both Dealers and Distributors. Try 'Operation Concentration' and watch your sales and profits increase."

## WHAT'LL IT DO FOR ME?

"We're forever indebted to Ed Graham, Jr. an Advertising Agency for passing along the fable of the salesman who took his phone apart.

"There was once a very successful telephone salesman who traveled all over the country selling shiny black telephones faster than his company could make them.

"One day a friend who sold vacuum cleaners asked him the secret of his success.

"Why, I just explain that telephones allow people to talk to their friends without getting out of bed,' he said, 'and for only a dime'.

"That's the silliest excuse for a sale story I ever heard,' roared the vacuum cleaner salesman. 'You don't even tell them how it works!'

"I don't really know how it works,' he admitted. His friend just laughed and laughed. 'Don't know how it works!' he screamed. 'How can you sell if you don't know how it works?'

"Right then and there the telephone salesman made up his mind to take one of the phones apart, so he got a screwdriver, sat down on the floor and started to work. Within a short time he became so involved in what he

found that he went to the library and took out 56 books—each of them explaining how telephones work.

"Night after night he poured over these books, learning that a central switchboard has 24,836 wires in it, how the dial system works, that it takes 17 years to grow a single telephone pole—all sorts of things about telephones.

"After he had memorized all this, he packed his bag and went into the field to make more sales.

"The telephone is a most remarkable instrument,' he told the first lady who came to the door. 'It took 43 laboratories filled with 43 engineering staffs 43 years to perfect our No. 2 voice amplifier alone.'

"I'm busy,' she said.

"Not as busy as the Alpha Phone Company,' the salesman answered. 'Alpha devotes 336 man hours a week just inspecting the brass parts for inter-connecting switches.'

"That's the silliest excuse for a sales story I ever heard,' the woman laughed. 'When I want to know how to run a telephone company, I'll get in touch with you.' And she closed the door in the salesman's face.

"Moral: The least silly excuse for a sales story is what the product does for the customer.

## LANGUAGE TO FIT THE PROSPECT

"Salesmen use a great variety of language on prospects—none of it the kind you may be thinking about! But some salesmen still use the wrong language—language over the heads of their audience.

"Few housewives care about the motor horsepower or

the kind of electricity, etc. Papa may, but mama wants to know if it is easy to use, how much time, effort and expense it will save her and when can she get it. 'Benefits of Use' language; easy-to-understand ideas in simple language—not 'talking down language.'"





## KIRBY TALK PAYS OFF

When Jack Brittain, Canton, Ohio Distributor, came into Ohio from out of state, it was necessary for him to take a driving test. The lady who took his application asked about his employment and when he told her it was "Kirby," the State Trooper, who was standing nearby, said, "Sell lots of them, boy, I own stock in the Company". So, naturally, Jack told him it was the "best stock in the world" and really went into a discussion about the Kirby.

The lady who took his application became so interested that he went out to the car and picked up a Kirby and put on a complete demo in the main office and that Kirby so captivated their interest, that people coming into the office couldn't get any service, so the result was, he had an audience of several people, along with two State Troopers.

Result, one sale closed on the spot and four appointments, one of which later turned into a sale, and he also arranged a Kirby party.—Proof positive that it pays to talk Kirby at every opportunity.

## KNOCK ON DOORS— NOT YOUR COMPETITORS

Dale Hall, Distributor in Omaha, Neb., tells of an interesting thing that happened... "The manager of a certain square, green tank machine company had been advertising Kirby and Polisher under "Household Goods" on Sunday. His men then took a used Kirby in the house and switched to the tank. The Better Business Bureau found out and wrote him a letter advising him to apply for a job at The Kirby Company, since he liked to advertise Kirby so well. It ended up that this Company lost the right to advertise in our local paper. Their man knocked Kirby so hard, they lost sales because of it.

"Don't knock anyone. Just build the value of your Kirby and forget about competitors' products. Sell that Kirby—it will pay off for you."

## PROSPECTS? YOU NEVER KNOW

JOHN HRUBEY, Cleveland, Ohio . .

"One morning as I was driving on my way to keep an appointment, I was involved in a minor accident. The driver of the other car was pulling out of a parking space. As I went by, I grazed his car slightly. We got out of our cars and as he approached he said, 'It was my fault, but I'm insured'. I asked him whether he'd like to settle now, since we were both in a hurry. He inquired how much it would be and quickly estimated the cost and told him I'd settle for \$10.00. He agreed, but said he would have to give me a personal check. Then he suggested we go to the corner beer parlor, where he was acquainted, to cash the check.

"On the way I asked him what kind of work he did. He replied he worked in a shop. I informed him that I was a Kirby salesman and then mentioned I didn't want his money because I knew he worked hard for it, but would like to come to his home to give him a demonstration and that he would not be obligated to buy. All I wanted to do was to show him what it could do.

"He suggested I come over after one o'clock Saturday afternoon. As we parted, I commented on what a strange way it was to make a friend, but a person never knows. The following Saturday, I sold him a Kirby.

"In conclusion, it seems to me we must eat, sleep and think Kirby. Everyone we know, see or meet, under any circumstances, is a prospect. You never know."

## SELL YOURSELF!!

Frank Crosby, who is with Ray George's organization in Denver, Colorado, tells this story . . . "One of the new salesmen had demonstrated to a lady, but was unable to close the sale because of the husband's objections. The name of the prospect and reason for not closing the sale were given to Frank and he called the lady on the telephone. She said she wanted a Kirby very badly. So, he asked her

what her husband's chief interests were and she said, 'Sports, especially baseball'. So Frank suggested that he call on them at 8:00 P.M. that same evening and asked her to let her husband answer the doorbell. Directions were followed and the gentleman came to the door. Frank opened the conversation by inquiring how he thought the World Series would come out, and the ice was broken. Then Frank gave him a little booklet, issued by the Gillette Safety Razor Company, which contained a record of all plays, games, etc. in baseball. After that Frank asked him if he would see the Kirby. He replied, 'Bring it in.' One hour later, complete outfit was sold and delivered."



## WELL HIRED— WELL TRAINED

Johnny deRaad of San Jose, Calif. demonstrated a Kirby to Mrs. Freda Joseph, who loved the Kirby but felt she couldn't meet the payments. Johnny suggested, if she wanted the Kirby badly enough, she could pay for it as a Kirby saleslady. Result—A sale plus one good saleslady for Johnny.

Sequel—Mrs. Joseph muffed her first demo at 9:00 P.M., but in about 15 minutes, she managed to canvass into another home three doors down the street. When she was three-quarters through her demo and on her fifth close, all of the lights went out. The husband said, "Sorry, but that kills the show, so I guess you'll have to go." Mrs. Joseph went—out to her car and came back with a flashlight—and in a few minutes, came up with her first Kirby sale plus two good leads. Incidentally, she won an S.P.D.P. her first month in the business.

# CANADA REPORTS

## SASKATOON, SASKATCHEWAN



Members of the Saskatoon sales organization: Walter Soltys, Cliff Scott, Percy Sanderson, Ron Smith, Jerry Rosenblum, Ernie Hedley, Buz Leach, Gordon Cave, John Kamphus, Joe Laturnus, Harold Hecht (factory representative) and Dewaine Erwin.



A group of men in training at Saskatoon with Canadian Divisional Supervisor Don Mowat instructing.



Joe Laturnus receives his "Ten" pin from Factory Representative Harold Hecht.

## TORONTO, ONTARIO



Wally Braniff, with the Toronto organization, won two four-piece place settings of silver in the "Lasting Spring" pattern during his first month as a Canadian Kirby Man.



Mr. R. J. Campbell, District Manager for Toronto, proudly drives the first new car of the year.



The R. J. Campbell crew in Toronto, Ontario: Wally Braniff, W. Wolfe, J. Clark, J. Ford, G. Glynn.

## VANCOUVER, BRITISH COLUMBIA



Scenes of the distributors' meeting in Vancouver, which was called for the purpose of introducing the Kirby Sales Training Program to the Western Canada Division under the supervision of Don Mowat. Distributors in attendance were: (left to right)—Stu Johns, Harold Brown, Laurie Coleman, Harold Hecht (factory representative), Herb Rosove, Jim Wallace and Alex Beck.



Enthusiastic study of the new sales training materials was the keynote of the meeting.

# SELL AT A PROFIT!



# "Why I Am Glad My Husband Is A Kirby Man"...

This is the statement which was made to the Kirby wives in the Midwest Division during December, 1954. Divisional Supervisor, Vern Adams, hit upon the idea of asking the wives of Kirby men in his division to express their opinions as to, "Why I am glad my husband is a Kirby man". He offered a bonus prize to the author of each letter which was accepted for publication in their divisional paper, MIDWEST NEWSCAST. It is with pleasure that we publish the winning letters for your consideration.



"Dear Mr. Adams:

"I am especially glad that my husband is a Kirby Man because Kirby has made an entirely new man out of him. It has given him self-confidence, self-reliance and last, but not least, self-determination.

"Three cheers for Kirby and the day he met up with it. He's going to prove to all of us with his newly developed self-determination that there's no limit to one's success.

Mrs. Ensio Leinonen"

"Dear Mr. Adams:

"I'm glad my husband is a Kirby man for many different reasons. Mainly because I learned to sell them through him and no one could dream the number of valuable things we've gained through Kirby.

"First of all, the knowledge I have gained in understanding people and the wonderful and educational work of a salesman is something I could never have accomplished in any other field.

"Caring for six children usually tends to tie one down, but associating with Kirby people and customers gives me a chance to keep up with the world in all the ways that mean so much to every woman, such as new ideas in clothes, recipes, home decorating and dinner parties, and gatherings, all put on interesting and special touches in my life.

"I put financial gain last because it has always been the least of my worries since I married my Kirby man eight years ago.

"One other thing—any man who can provide the best for his family is a happy, well adjusted and contented person to live with. Kirby did this for us and so it can and does for many, many others.

Mrs. C. J. Schmidt"



"Dear Mr. Adams:

"I am glad my husband is a Kirby Man because Kirby has so much to offer to the salesman, his wife and the customers. In the years that my husband has been a Kirby Man, he has not only made a good living, but has acquired new friends through sales. I, being his wife, find much contentment knowing he has a goal to reach, and that goal is with Kirby. I am very pleased right now with what he has achieved, and I know in the future, I will be more so.

"I am behind my Kirby Man 100%. I hope each and every Kirby Wife will be the same. It will bring you a Successful and Happy future . . . with Kirby.

Mrs. Morris Comptois"

"Dear Mr. Adams:

"I am very glad my husband is a Kirby Man. Here's why.

"We had been married nearly four years when my husband came to work for Kirby. We had 2 children and were expecting another.

"Before this time my husband has held 7 different jobs. He just wouldn't work because he didn't like the jobs he was doing. We owed bills, including our furniture. I don't know what would have happened if he hadn't gotten this job. Anyway he did, and he really likes his work now.

"We are getting along swell. We have no trouble paying our bills, and we have just recently moved into a very nice apartment.

"So please believe me when I say, 'I am very glad my husband is a Kirby Man, and so is he.

Mrs. Dave Gerou"

"Dear Mr. Adams:

"I am glad my husband is a Kirby Man, first of all, because making life easier for all homemakers is my husband's business; so he is a popular and important man in our community as well as a very understanding husband.

"I am glad for the interesting people we constantly meet through Kirby, many of whom have become our warm and dear friends.

"I am glad because my husband is always well groomed, with the prosperous air of a successful self-employed man, yet we have the secure feeling of belonging to the wonderful, friendly Kirby Family.

"I am glad for the income my husband earns with Kirby, which makes possible our comfortable standard of living and the security with which we can plan the future for our children.

"I like the challenge each new day brings and sharing the excitement and thrill of another Kirby Sale. We know that his efforts and hard work will be rewarded with a personal success.

"My husband is happy with Kirby and that is why, most of all, I am glad my husband is a Kirby Man.

Mrs. Fred O. Larson"

# MID-WESTERN DIVISION

V. C. ADAMS, SUPERVISOR



Our good friend, Vern Adams, was deliberately cut out of a photograph in the last issue of "AIRING THE NEWS" and we still do not think he is handsome enough to warrant his appearance in this issue. To compensate for this hardship, we decided to print a picture of his office instead. All kidding aside, Vern really does have a beautiful looking office and we are particularly interested in the "Do It Yourself" sign which he has in the window. Vern has found that the Kirby lends itself very well to the "Do It Yourself" appeal and has been using it to considerable advantage throughout the Mid-Western Division

In support of the "Do It Yourself" theme, Distributor Clayton Altenburg of West Allis, Wisconsin entered the Wisconsin State Fair with the booth pictured at the right.



The Milwaukee distributorship, under the direction of Distributor Fritz Schneider, has adopted the new Kirby training program wholeheartedly and at the immediate right we see Danny Lapadula instructing a class of new Kirby Men . . . At the extreme right is Kirby Man Al Czarnecki of Milwaukee, Wisconsin. Al earned his second leg on the President's Club last August and is one of the key figures in the Milwaukee sales organization.

In November of 1954, Divisional Supervisor Vern Adams set a quota for the Milwaukee organization and promised to give the top two men in the organization a trip to the Scott & Fetzer factory in Cleveland if they exceeded that quota. The enthusiasm of the Milwaukee organization soon made "hash" of the quota and we see the leading salesmen and their wives pictured during their visit to the factory. Left to right: John and Barbara Toohey, Danny and Mary Lapadula and Distributor Fritz Schneider. John and Danny lead the organization with 27 and 24 sales respectively.





## E. L. HOEFER



The Scott & Fetzer Company is glad to announce that effective January 1, 1955, Edward L. Hoefer has been appointed Divisional Supervisor in the Mid-South Division.

This promotion climaxes an eight year record of progress which Ed has made in the Kirby organization. Ed joined the ranks of Kirby Men in Baltimore eight years ago and went slightly more than three weeks before he made his first sale. Undaunted, however, he persevered and once he got the knack, began to set sales records. Promotions followed and from District Manager in Baltimore, Ed became Sales Manager in Wheeling, West Virginia.

From this post, almost four years ago, Ed transferred to the Southwestern Division, where he became Assistant Divisional Supervisor. During 1954, serving as assistant to Jim Sperry, Southwestern Division Supervisor, Ed was a key member of the division "team," which helped so many Southwestern Division distributors set new sales records.

We are sure that you all join us in wishing Ed Hoefer the very best of success in his new assignment.

## LOUISVILLE, KY.

JOHN R. BOLES, DISTRIBUTOR



PAT AND CY ALLEN  
Cy has been office manager for the Louisville office since 1949.



The above photographs were taken during promotional meetings in the Louisville sales room. One was to "kick-off" a new sales drive at the beginning of the year and the other was obviously to stimulate enthusiasm for a "local balloon contest".

## DAYTON, OHIO

F. R. NICODEMUS, DISTRIBUTOR



Members of the Dayton organization are: George Morgan, Sales Manager; David Profit, Service Manager; and Harold Mettner, who is in charge of hiring and training. Distributor F. R. Nicodemus is at the right.



It Happened To  
ME!

## GARY HALL COMPTON, CALIF.

We have all heard the saying, "Necessity is the Mother of Invention," and for this reason, one of our current Kirby distributors found it necessary to invent a method to overcome what he considered a big obstacle and, therefore, laid the first stepping stone for the Kirby success we are about to tell you.

Our Kirby Silhouette this month concerns a young boy whose Kirby career started at the age of 11. Because of illness in the family, this boy and his younger brother had to accompany their father during the day while he canvassed for Kirby leads and put on demos. In order to keep them occupied and out of mischief, the father decided to offer them 25c for each demo they got for him, plus \$1.00 for each sale he made from these demos. The results were gratifying and 50 sales were reaped from what seemed to be a hopeless situation.

Like the usual boy, he admired his father and watched everything he did with great admiration. By doing this, he soon learned how to completely tear down a Kirby and rebuild it. When he was 13, he worked in the service department for his dad, and at 14, he was their full time service man for the summer. The following fall, he re-demonstrated machines after school. From there he took over delinquent accounts, collected and sold an occasional Kirby. Although, at the age of 17, he was still interested in the service work, his dad thought he had more talent for selling. In two and a half weeks, he put on 69 demos without a sale, but he didn't become discouraged and by the end of the month he had made ten sales which resulted in a goodly amount of profit. It was at this time he decided to take on a "lifetime" partner in Kirby and became married.

On his 18th birthday, he became a crew manager and shortly thereafter produced 36 sales by the 22nd of the month. In August of that year, when he had only been selling for one year, he had 283 sales to his credit, only three reverts and was a member of the 24 Plus Club for three months. At this time, he was promised the position of Sales Manager when he qualified for the President's Club—he received this plaque along with the first charter members. After completing two full years, in addition to his other responsibilities, he had his highest month with 42 sales. He now hires and trains men for his dad's office as well as his three branches. He has averaged over \$12,000 each year, has nine 24 Plus months to his credit, owns a completely furnished three bedroom home, two new cars and many beautiful prizes he has won.

Gary Hall is the son of Les and Mary Ellen Hall in Compton, California. We salute you, Gary, for the outstanding work you have done in Kirby, and wish you continued success. And, to Beverly, who has been such a cooperative and understanding wife—our deepest appreciation.

(Our thanks to Kirby Kuttins for this fine article)

## J. B. DEMPSEY SAN BERNARDINO, CALIF.

As we approach the Christmas Season commemorating the birth of Christ, a feeling of warmth and goodwill comes over us as we recall the story of the first Christmas and the Star that led the Three Wise Men bearing gifts to the manger where the Christ Child lay.

Since the birth of Christ, we have carried on the tradition of giving gifts to others at Christmas, and since I first began writing the Kirby Kuttins, I became aware of the fact that every month must seem like Christmas to the men in our San Bernardino Distributor's organization as he offers them so many wonderful prizes each month of the year. Perhaps, you could say there was a "star" in his life, too, the star being the goal he set for himself and worked so hard to attain.

He was born in Cleveland, and when he was two years old, his father died. At this time, his mother owned a florist shop and earned the livelihood for her family at this occupation. As a very young lad, he sold newspapers in front of the old opera house in Cleveland, and as he watched the wealthy people come and go, he dreamed that someday he, too, would own a Cadillac. His career in Kirby, and a step closer to fulfilling this dream, began in 1934 in Cleveland where he worked for Corwin and Gordon Riley, who were the distributors in that area at that time. Later he was promoted to sales manager, and then in 1940, he moved to Detroit, where he was given the distributorship for all of Wayne County. Here, he and his wife and daughter had a nice home. Everything seemed to be taking him closer to his goal, when one day the doctor advised him he would have to move to a warmer climate as his daughter was suffering from a severe case of bronchitis. This meant giving up all he had worked for and starting over again.

Together the family moved to California in July, 1944, where he became a distributor in the Western Division. There wasn't a fine home awaiting them. They couldn't even find a nice apartment to rent, so for the next year, the three of them lived in one room. It was about this time he met, and became a very good friend of Les and Mary Ellen Hall, our distributor in Compton. In appreciation for the encouragement they gave him, he invited them to be his first guests when he finally had a home of his own.

The intervening years were not easy for this man. Every time he thought he was going forward, something happened. He gave up his home to move to California—he couldn't find a place to live—he had difficulty selling his home in the East—and an accident occurred that impaired his hearing, but he never quit trying, and now his name appears regularly on our High 15 list.

His dreams were realized in 1948 when he purchased his first Cadillac. Since that time, he has had four Cadillacs and now owns a very beautiful home. He has gained a son-in-law and is now a proud grandfather. He, like many of our other Kirby Silhouettes, would probably tell you a great deal of his success is due his wife, who has so capably assisted him. Because he only has partial hearing, at times things are difficult for him, but he always knows he can rely on her, and their combined generosity is what prompted us to write their story in our December issue of the Kuttins. You are doing a great job, Joe and Helen Dempsey! Our hats are off to you and we are proud to claim you in our Western Division.

(Once again we thank Marcy Stark for this fine article)





*It Happened To  
ME!*



RAYMOND A. GEORGE - DENVER, COLORADO - AUDREY F. GEORGE

By nature, we are all born curious, and if it were not for our curiosity, there would be little purpose in life—life would be dull and uninteresting. It is because of this inborn inquisitiveness that we read the papers, listen to our radios and watch television, and it is the thirst for knowledge that makes men strive for greater gains in life.

Madam Curie, a now famous woman, took her first step to success when she became curious as to what the substance was in pitchblende that exposed a negative in a drawer. Driven by her extreme desire to learn more, she began to investigate, and through her actions, discovered radium.

Our Kirby Silhouette for October took his first steps to success as a young man of 17, when he began selling cleaners in the Tacoma area. Later he sold electrical appliances and various cleaners through a store. When he heard his former employer had taken over a Kirby distributorship, he became curious, and because of his desire to better himself, he decided to join him.

Although he had only worked in Kirby a short time before the war, he had gained a thorough knowledge of the wonderful product the men and women in our organization represent, and during the war, he continued to take orders for future delivery. In 1946, when Kirbys were again available, he returned to work for his distributor on a full time basis, and for the next two years, he did an outstanding job of selling. As we look back in our files, we see where he was listed as one of the top dealers in the United States for two years running. In 1948, he was promoted to Sales Manager, and with the assistance of his wife, he almost doubled the production in his area.

He was still curious, and he still had a desire to do better, so he again set forth to do something about it, and after talking with his distributor and Mr. Reznicek, he was first promoted to a distributorship of his own. During his first year in business for himself, he became one of the winners in the Scott & Fetzer Company's big Cadillac contest and today we see his name listed near the top on our High 15 list.

During the four years he has been a distributor, he has accumulated many assets, among them a \$70,000 home situated on an acre of ground, where they have a corral for their son's two horses; they have two cars, a very nice office complete with a nice sales room and an extra fine service department, and recently accepted delivery on another new Cadillac.

But, this success story would not be complete if we ended it here, because, as you know, our Kirby Silhouette—Ray George—owes much of his success to the cooperation and assistance of his wife Audrey, who so capably assists him, even today, in all affairs pertaining to his business.

What would Madam Curie have done if it were not for the assistance she received from Pierre Curie? How successful would George Gershwin have been without the lyrics supplied by his brother Ira? What would Gilbert have been without Sullivan? What would Ray have been without Audrey? A success, of course, but, like these others, not so successful without the cooperation of his most efficient partner, Audrey.

We are proud of you, Ray and Audrey George. You have done a splendid job promoting Kirby in your district!  
*(Again, hats off to Marcy Stark for this success story)*

*Well Trained Manpower Will Do It*