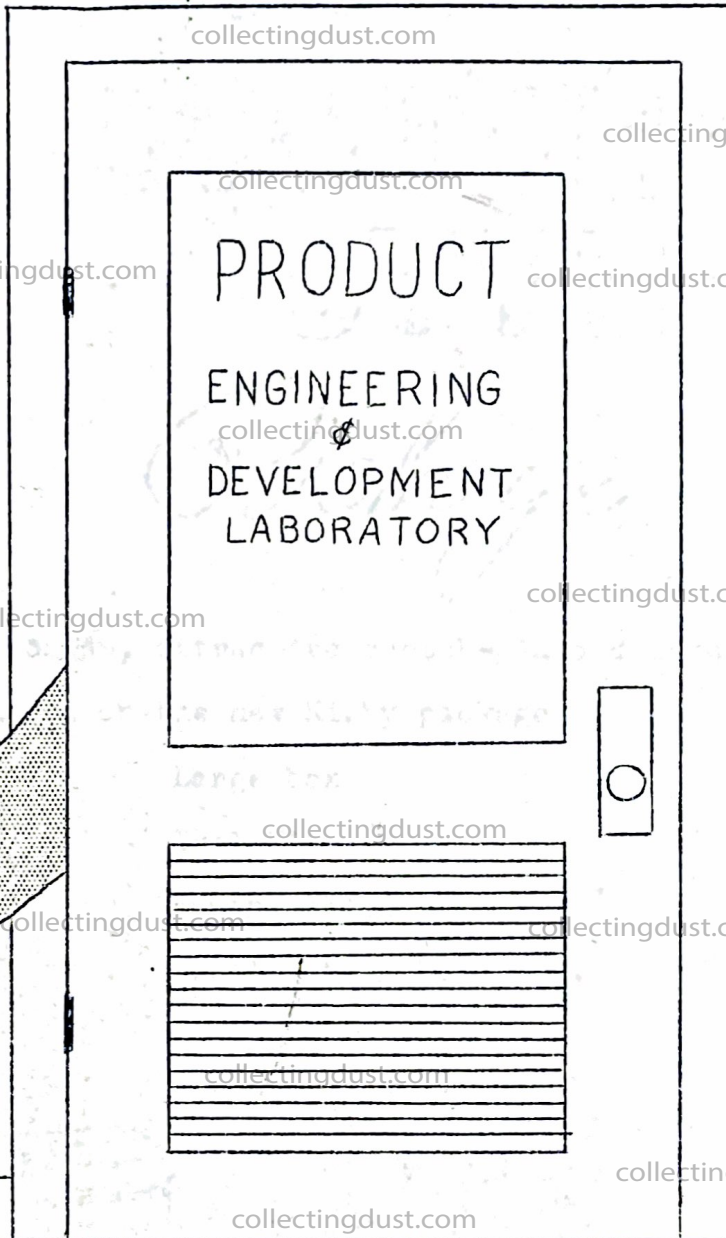
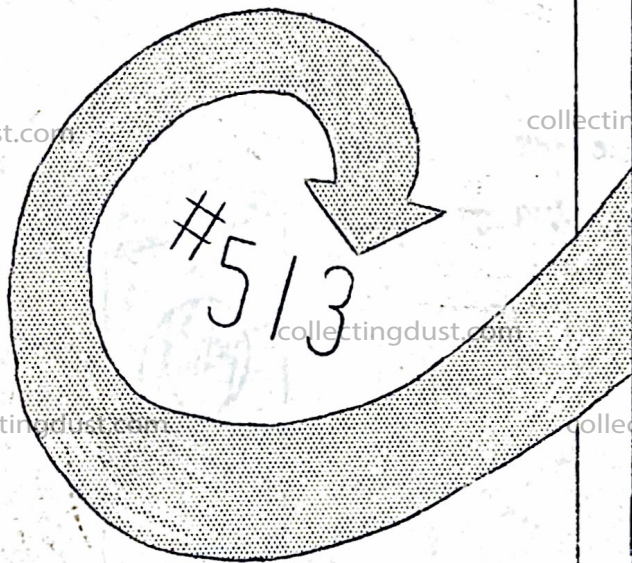


February 15, 1953

BEHIND THIS DOOR



Creativeness, progressiveness and persistence in research in our Engineering Laboratory has resulted in continuous progress in the design and manufacture of the Kirby Home Sanitation System.

constantly and everlastingly keeping at it, making things progressively better and better

Some things get better all of the time! But, you can be sure they don't just "happen", it takes

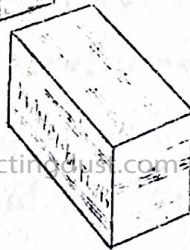
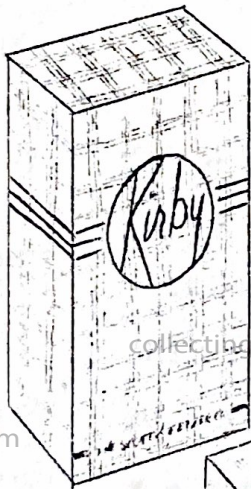
Yes, #513 is the product of those working behind this door, their vision and their persistence!

Expect a real thrill!



New SCOTCH- STYLE Package

The crisp, attractive scotch-plaid design
printed on the new Kirby packages -



Large box

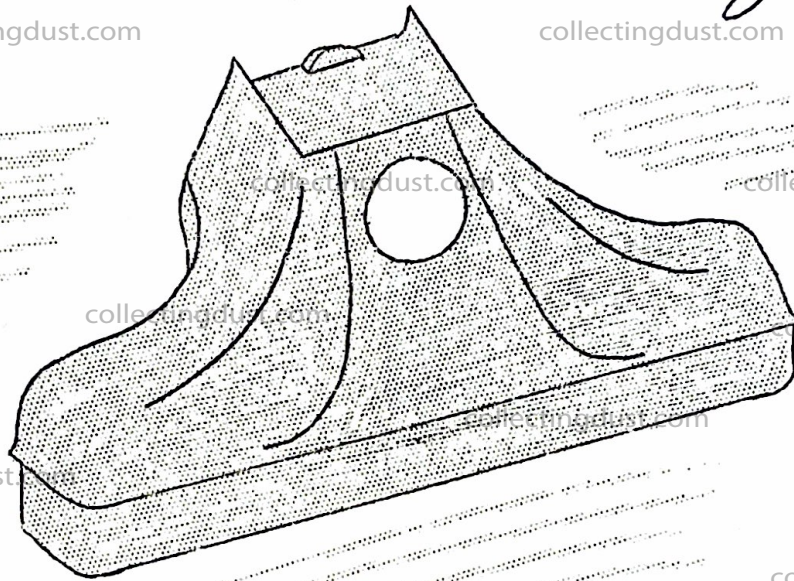
Tool Kit

Power Polisher Box

Handi Butler Box

Has a significance of "Economy" attached
to its idea!

A New Miracle in Metal-Craft



NEW DIECAST NOZZLE

Metal-working has been extended to new limits with this new Die-cast nozzle. Engineers admire its predecessor but really enthuse over this new product of the metal-worker.

It is extra-strong and a full one-third pound lighter in weight. Its smooth interior increases the air flow, resulting in more cleaning efficiency than ever before.

Years of experience made possible this new casting method.

*New design features result
in excess of 10% more dirt lift*

Color



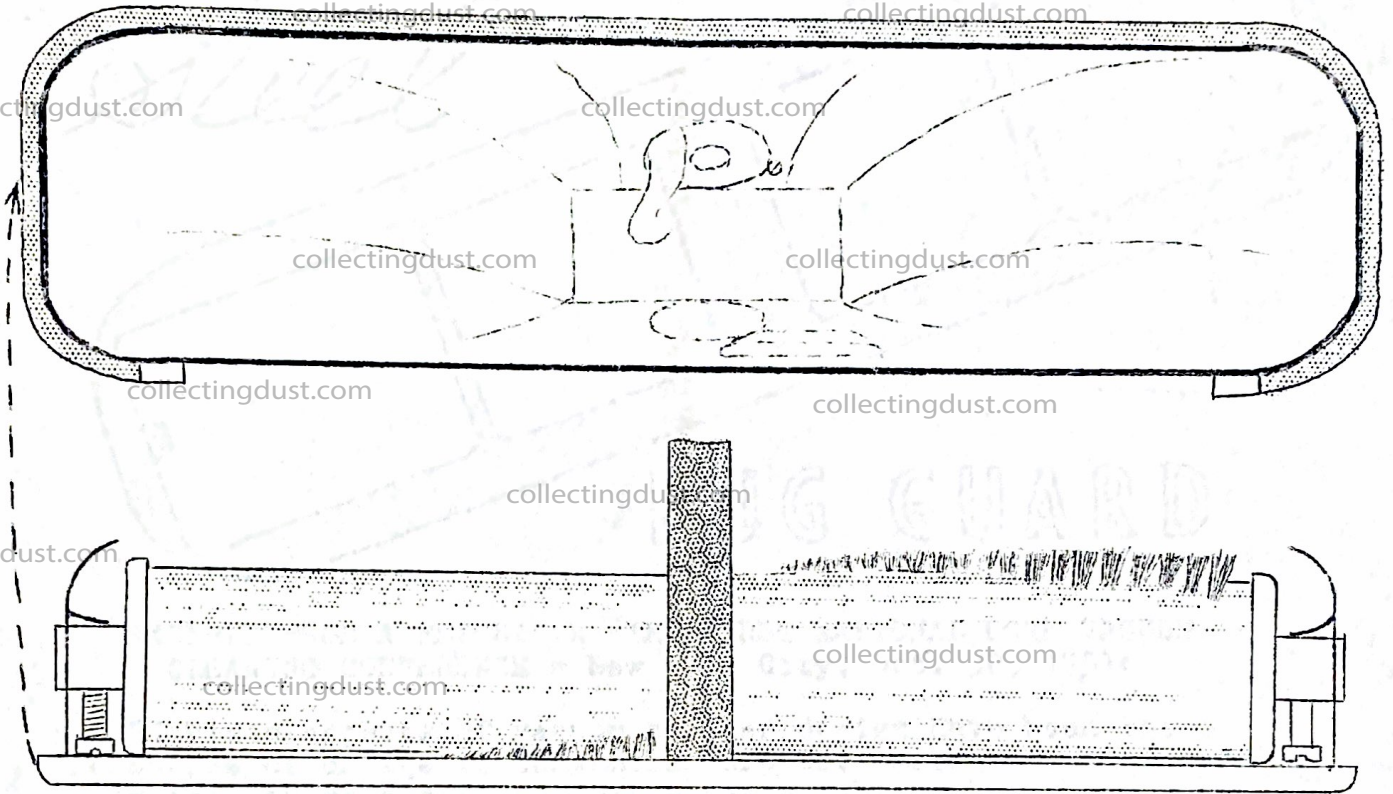
COLOR IS THE TOUCH THAT SELLS

Color is the touch that "Sells"!

We have used color only sparingly and as an 'Accent' mark, rather than all over....This is the way to use color on a product with which people have to live day-in and day-out.

This addition of color is an important contribution.

Improved —



BRUSH ASSEMBLY

- mounted as a unit on the Rug Guard Plate.

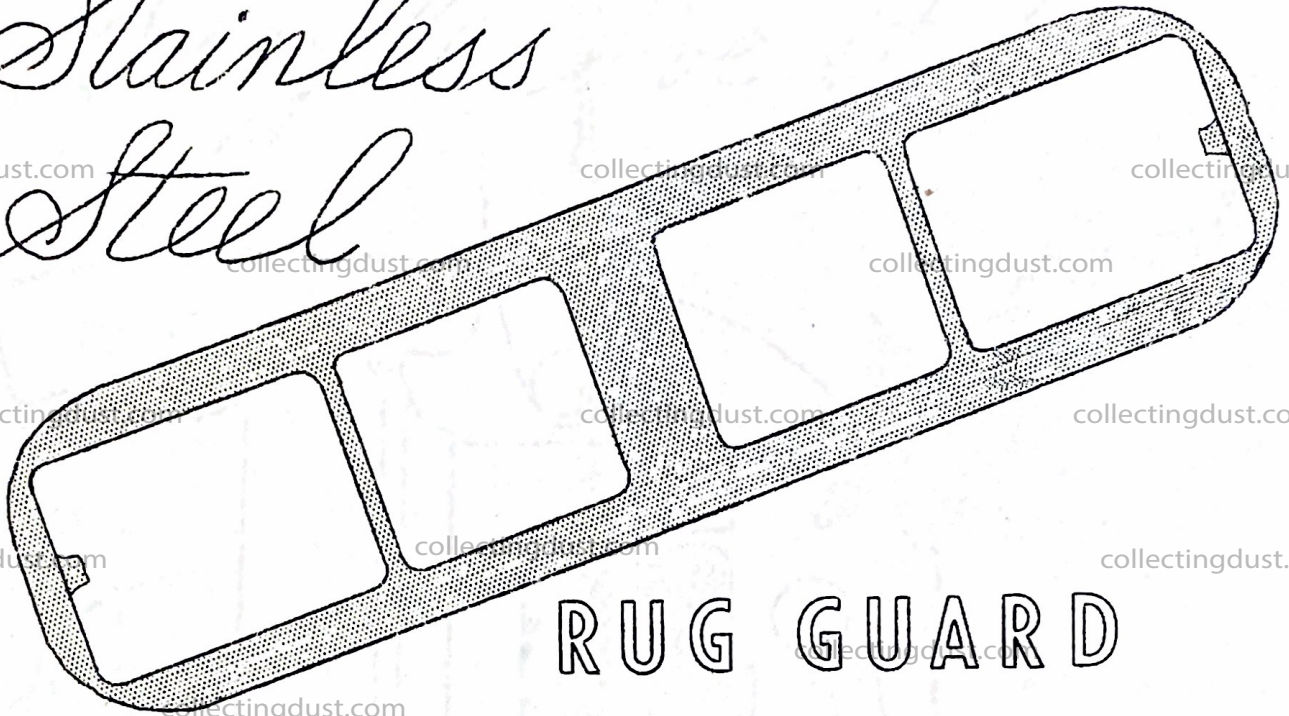
It can be slipped out as a unit for inspection or adjustment.

It can be adjusted without removal from the nozzle, too.

Since the adjusting screws are no longer fixed in the nozzle, it is easier to "get at them", in the new removeable Brush Assembly.

Yes, this is an example of Kirby ingenuity at work!

*Stainless
Steel*



RUG GUARD

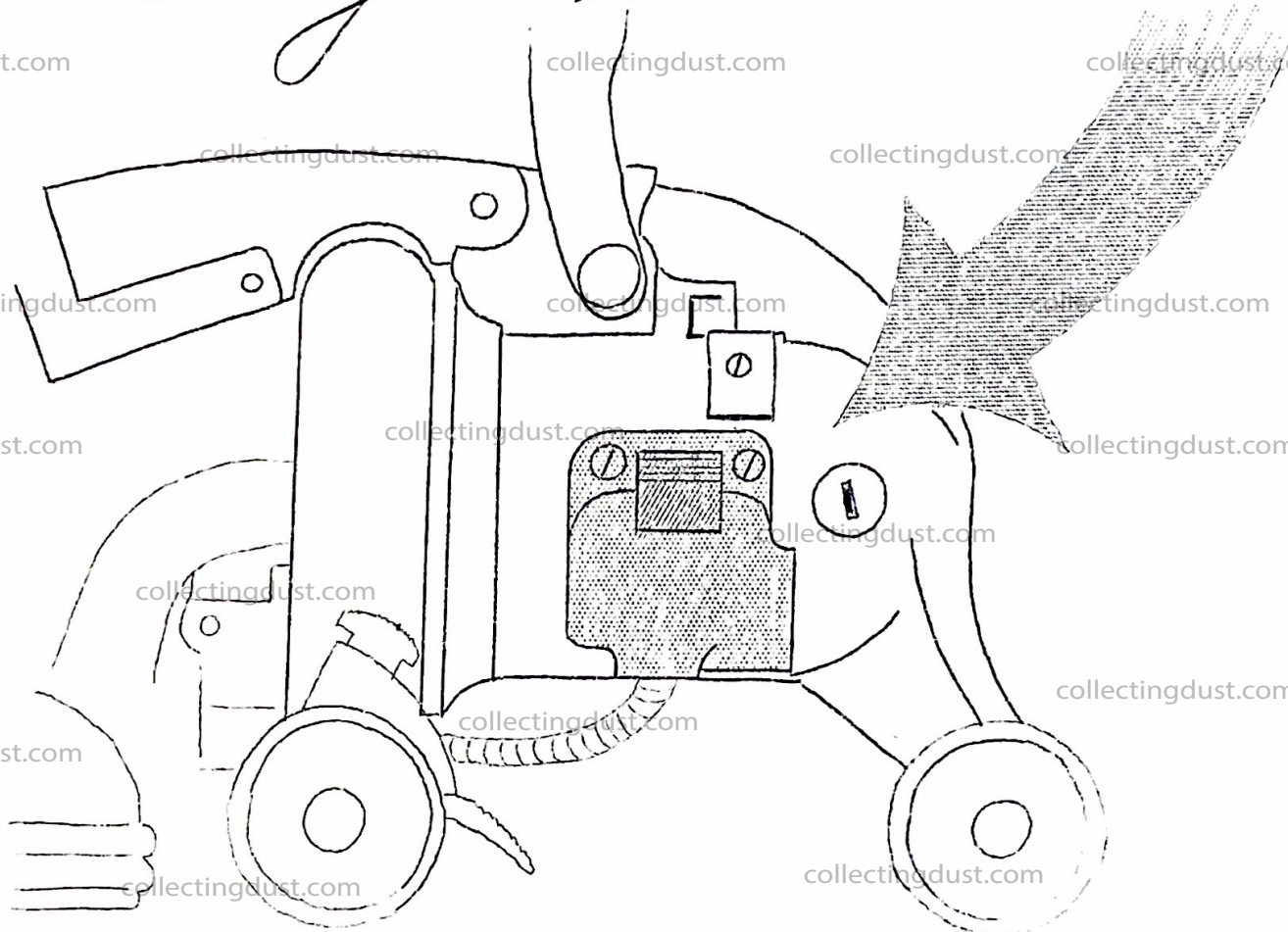
EXCERPT FROM A REPORT ON "THE FIRST NATIONAL HOME VACUUM
CLEANING CONFERENCE * New York City, Oct. 30, 1951:

"Certain aspects of vacuum cleaner design have been the source of damage to consumers carpets. Metals for nozzles which smudge and discolor the pastel shades have been and are continuing to be used despite their known weaknesses. Combs which catch in the loops of round wire carpet can cause rupturing and snagging of the yarns. Nozzle designs with sharp edges have been shown to cause excessive cutting of the fibers with a resultant decrease in carpet durability. Although these are problems of the individual cleaner manufacturers, it does point up the need for a more careful evaluation of cleaner design upon the carpet itself and the need for more research in this field."

The new Kirby Stainless Steel Rug Guard will not smudge even the most delicate of pastel shades of rugs and glides more easily over the rugs than ever before...there are no sharp edges or combs to snag or wear rugs.

*This is important among the many
new Kirby advantages!*

They'll love it!



NEW PUSH - PUSH SWITCH

Use it!
collectingdust.com

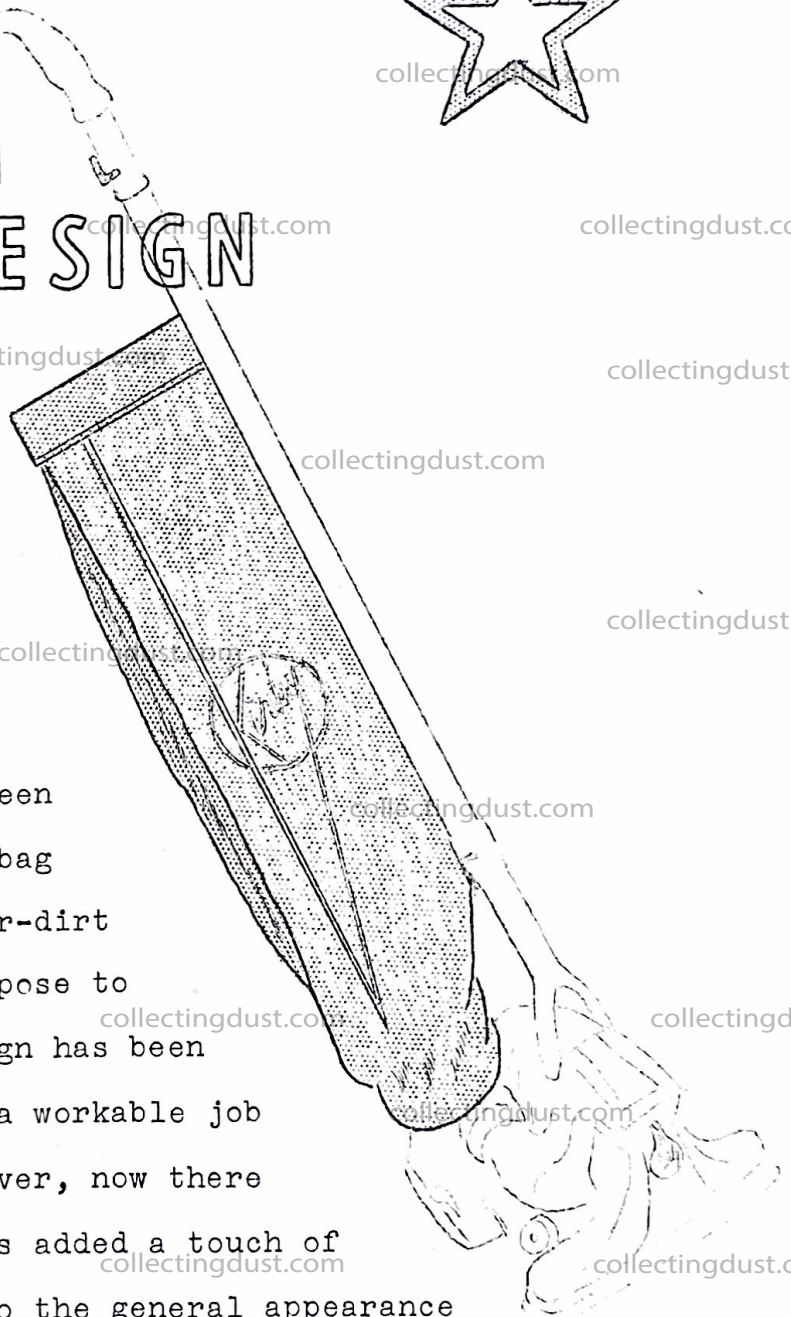
Abuse it!

We know it takes a darn good switch to stand up
collectingdust.com under the punishment our customers give it!
collectingdust.com

Also, it's design has been streamlined so it
collectingdust.com "fits" against the chassis, like the integral
collectingdust.com part it is.
collectingdust.com

It's easy to operate!

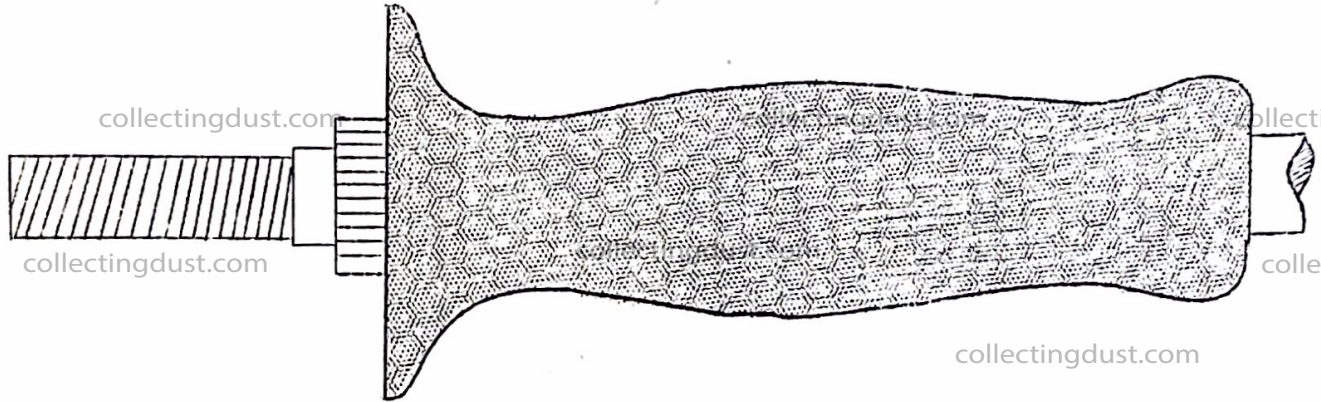
NEW MODERN STYLE BAG DESIGN



Design follows function, as all expert product designers know! It has long been accepted that the Kirby bag is the most efficient air-dirt filter known for the purpose to which it is put. A design has been placed upon it that did a workable job of identification. However, now there is a new design which has added a touch of "Zing", smart styling, to the general appearance of the Kirby.

Styling is important!

NEW HAND - HOLD GRIP



Something new has been added to—
THE HANDI-BUTLER'S FLEXIBLE SHAFT...

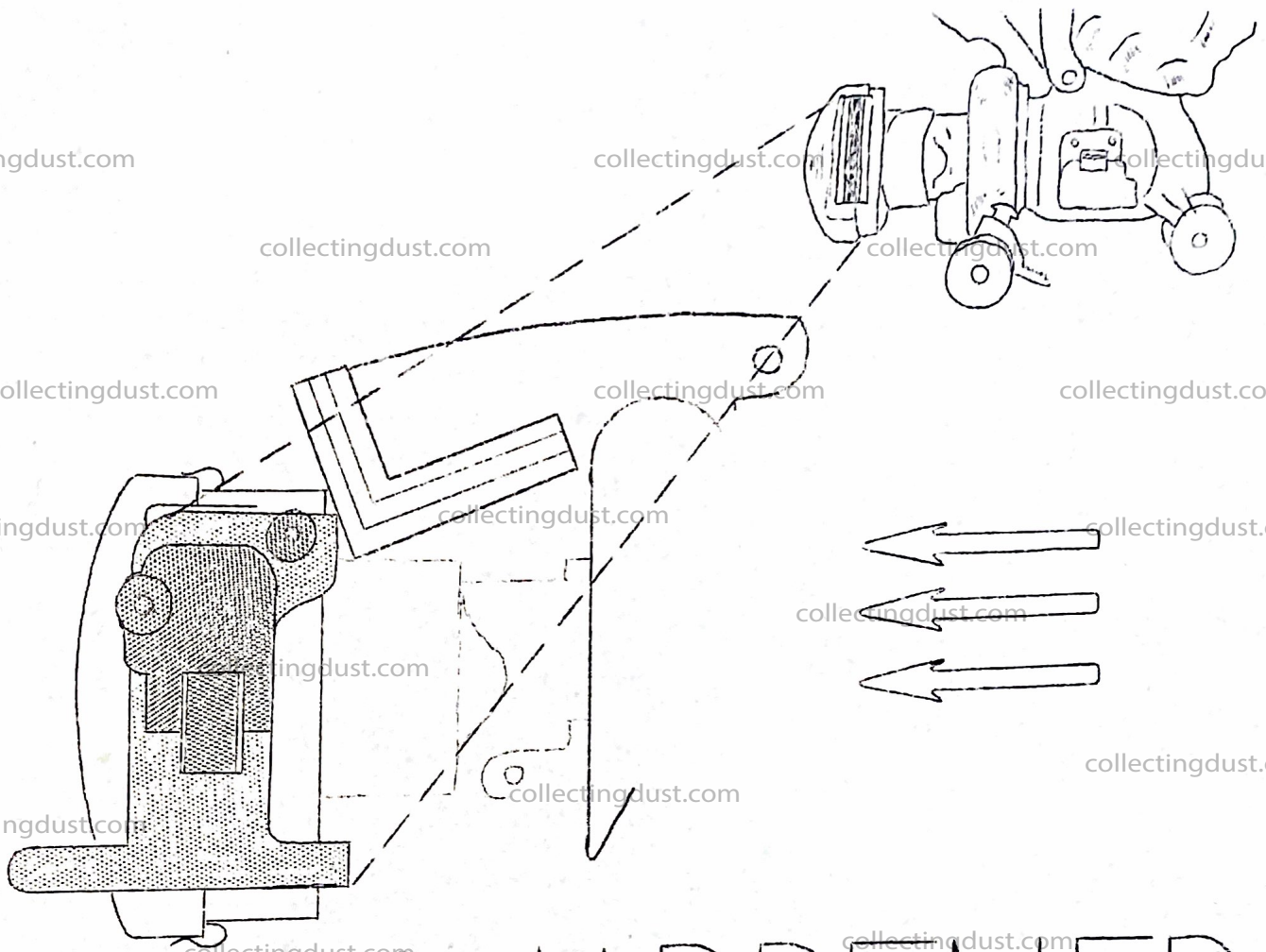
THE NEW HAND-HOLD GRIP!

Now, you can hold the Flexible-Shaft firmly and surely. This eliminates any chance of the shaft twisting out of hand or the scraping of fingers against a rapidly rotating wire brush.

Now, the molded-to-fit-your-hand grip enables you to hold it without tiring your hand. This grip is molded on the shaft in the manufacture of the shafts. Grips are not available for old type shafts.

The material of which the hand-hold is made is POLYSTYRENE, a perspiration resistant material which will also not dirty your hand.

*The new Hand-Hold Grip plus the
Flex-Shaft plus the Handi-Butler
equals a Winning Combination.*



New SHARPENER

Now anybody can.....Sharpen Knives

Sharpen scissors

Sharpen edged tools (axes, chissels, etc.)

Also, edges can be "hollow-ground" with a little practice and a reasonably close attention to instructions supplied the distributor.

A continuous need is now supplied...make home life easier with your new "SHARPENER."

Sharpen 'em the expert way!