

# NORTHCENTRAL NEWS

collectingdust.com

W. L. BLANK  
Divisional Supervisor  
Capitol 9072



512 Circle Tower  
Indianapolis,  
Indiana

collecti

BULLETIN NO. 26



APRIL, 1954

## SALESMAN *of the Month*



Although MILTON FRAYER is a newcomer to the Salesman of the Month spot, he has been a solid Kirby man for sometime. He is one of the key men in a very strong Evansville organization and heads up the Bedford, Indiana group. He not only did a marvelous job of selling during March, but also found time to lead the Bedford group to a high position in the Evansville organization. Keep up the good work.



MILTON FRAYER

### Top Ten Distributors

1. CLEVELAND
2. EVANSVILLE
3. CINCINNATI
4. DAYTON
5. YOUNGSTOWN
6. INDIANAPOLIS
7. LOUISVILLE
8. WARREN
9. SOUTH BEND
10. TOLEDO

### Top Ten Salesmen

- |                       |       |    |
|-----------------------|-------|----|
| 1. MILTON FRAYER      | ----- | 29 |
| 2. FRED GRAIR         | ----- | 28 |
| 3. OBIE WILLIAMS      | ----- | 26 |
| 4. KAYE LUKEN         | ----- | 25 |
| 5. JACK TOMASKO       | ----- | 22 |
| 6. CHARLES WEAVER     | ----- | 22 |
| 7. EDWIN LATTER       | ----- | 19 |
| 8. WAYNE ELLIOTT      | ----- | 17 |
| 9. DONALD RASNER      | ----- | 17 |
| 10. FIFTEEN TIED WITH | ----- | 16 |

### Territorial Top Ten\*

1. WARREN
2. RICHMOND
3. YOUNGSTOWN
4. CINCINNATI
5. SOUTH BEND
6. CLEVELAND
7. DAYTON
8. LOUISVILLE
9. FT. WAYNE
10. EVANSVILLE

\* Based on number of sales per 100,000 population.

collectingdust.com

collect

### Cleveland Capers

Two dozen years with the same company selling the same product at the same address. This is Cleveland's and CORWIN RILEY'S success story which should prove to you that there is opportunity and security being with a good company and selling a good product.

In honor of these twenty-four years there was a celebration meeting held on March 22nd in Cleveland attended by such honored guests as MR. FETZER, MR. KEMPER (who did an excellent job of Master of Ceremonies), WARREN BLANK, MR. SUTTLE and STAN BLACKBURN. We all thought it was the greatest sales meeting ever held in Cleveland. It was a very well planned and conducted meeting with everyone participating.

To celebrate these two dozen years of good Kirby business, we had a two week special contest with prizes of suits, sport coats, and sport shirts for the winners. The winners were: Suits—ED LATTEER, FRED GRAIR. Sport Coats—WALTER KAZMER, BOB BOWERS, WALTER BRAUER, VIRGINIA WRIGHT. Sports Shirts—RICHARD RADO, GEORGE FALUSKI, BOB STRELAN, GEORGE HARCHUCK, CARL PALAGYI, ROLAND BARBEAU, EUGENE KOWALEWSKI, BEN GRIPPE, WALTER WORTHINGTON, JERRY JOSLIN, MERWIN WACHSMITH, BOB RUST.

HOBERT SWAGGERTY has been promoted to Sub-Distributor in Painesville with his territory covering Geauga and Lake Counties. He has started out nicely in these two weeks and we know he will do very well. Watch him next month for another big promotion!

### Cincinnati

O'BIE WILLIAMS lead again with 26 sales. KAYE LUKEN came in a close second with 25 and CHUCK WEAVER was third with 22. One of OBIE'S suspects told him at the door she would not buy and wouldn't weaken and he was wasting his time. When he finished his demo, she again assured him she would not weaken. He assured her she must not weaken or the germs in the dust in her home would overpower her. Needless to say, she was one of his 26 sales.

ETHEL FIEDLER lost her mother and we wish we could help her share this loss, but all we can say is that we are very, very sorry.

April, we are going to increase our sales force, our individual efforts, and we want to trample Evansville and shipwreck Cleveland.

### Evansville Eruptions

March was our biggest month since April of 1953. All the boys really got in and pitched this month and the results were most gratifying.

CHARLES PREUSZ and his Vincennes organization led this month by a large margin. MILTON FRAYER and his Bedford organization did a wonderful job and accounted for almost 50% of the total Vincennes sales. This is the best month ever for our Vincennes boys and we are of course sizzling with pride over the success of these boys. JOE WOLCOTT helped a great deal, and CHARLES PREUSZ attributes a great amount of the success to JOE. JOHN BRAGG at Terre Haute had a wonderful month and JOHN says to watch his steam from now on. ALAN PETERSON was right on the heels of the other boys in this organization, and MARJORIE STAPP and TED HALL deserve a well done pat on the back. MILTON FRAYER, DON Rasner and John BRAGG were tops in personal sales.

ART PHILLIPS, ROLLIE HEARN and SID WERNER & CO. were second in group standings for April, with ROLLIE HEARN running on top in personal sales. ART PHILLIPS is rolling along in high gear and should be back on top in the next month or two.

For the first time in many months, our Madisonville organization led by L. T. HAWKINS and DOUG GAMBLIN crashed off of bottom spot in the big four and tell the writer that the top boys had better watch out, they are on their way to the top. They have done it before and will probably do it again. ABBOT, WALKER, GAMBLIN led this group in personal sales. Well done, boys, we will be watching the results of your drive to regain top spot. You can do it!

Our Southern Illinois organization led by NORMAN KREUGER came into fourth place this month and no apologies are necessary. They were mighty close to the leaders and probably would have been closer if it hadn't been for the fact that NORMAN has been busy getting set up with JOE ODUM to take over a new organization in Paducah, Ky. They are really going places down there and will be hearing from Paducah from now on. SID WERNER has been promoted to take over NORMAN KRUEGER'S job in Southern Illinois and starting this month we will be hearing more and more of SID WERNER. Best of luck, SID, in your new venture. We are all in back of you.

### Corbin

Corbin burst forth the last week in March with a completely new organization—everything from a new modernized office, new radio program, and five wonderful new men. We want to congratulate and welcome into the organization old personality plus, JACK PAYNE, and his brother, JIM PAYNE, with "Hot Shot" McFARLAND, PAPPY DEATRICK, and powerful CLIFF PETREY who has quite an interesting history behind him. He has just spent three years in a Red prison camp. Any explosion heard in Southeastern Kentucky is the Corbin cannons making business boom.

We wish to also welcome into our organization WILMA PENNINGTON, the Opportunity Girl, who makes appointments by the hand full, is certainly assisting us to become No. 1 in the Territorial Ten. Just watch our smoke.

We also would like to thank MARV MORGAN for his very helpful assistance while he was here and we're looking forward to May when he will visit us again and give us new ideas, pep, and enthusiasm.

### Youngstown Yells

We, here in Youngstown, have found that even though work isn't up to par, Kirbys will sell. TOMASKO, ELLIOTT, and SALLAZ were the big guns for the outfit and have been for the past several months. JACK TOMASKO has been with Kirby five months and has averaged over 20 a month. He has set up 30 for his goal the coming month.

Newcomers are EUGENE MILLER, BILL STIMMER, RUDY YURJEVICH, and JAMES FALK.

GILBERT JARRARD and CLYDE JACKSON did their usual fine job this month. Watch Youngstown Yell.

### Fairmont

Fairmont has a new manager, KENNETH M. BUTCHER, who has taken over as Branch Distributor since TED REYNOLDS left. We miss having MR. REYNOLDS here, but we wish him luck in Charleston. We think BUTCHER is a fine person, having won his S.P.D.P. and completed his eighth sale for March. EUGENE RADCLIFF also won his S.P.D.P. for March.

We are happy to welcome ROSSIE WILSON back with us. He was recently discharged from the Marines. We expect a lot of sales from him and know he can do it.

### Wheeling Whistles

With 50% sales increase in March over February, we are on our way upward. GEORGE REASS, our new Sales Manager, is out to put production where it belongs and is doing a good job.

Within the last several weeks, JOHN BOICH, WALTER SWANEK, TOM MURPHY, JOHN TYRAS, and LAWRENCE HILLEBRAND joined the Kirby organization here. A finer group of Kirby men you will find nowhere. These men know the score—that hard work plus know-how is the payoff—now and tomorrow. JOHN BOICH has already been promoted to District Manager. TOM MURPHY has qualified for his S.P.D.P., JOHN TYRAS has his first S.P.D.P., and WALTER SWANEK and LAWRENCE HILLEBRAND are coming along fast.

JIMMY LEOS continues to be our high man in sales and earnings. He is apt to be topped from his throne this month as the new men have that look in their eyes. JIMMY just bought a spanking, brand new car so he is really out for those sales.

We welcome back PETE PETERSON and sincerely wish his health continues to improve. It is automatic that PETE will give JIMMY a tough time this month.

A Bean and Steak Dinner was enjoyed on March 21st—particularly enjoyed by the Steak eaters—JIMMY LEOS and his crew. JOHN BOICH and his crew expect to be sitting on the other side of the table the next time.

### Canton

Five new men were added to the sales force in March. We welcome DALE WISE, WM. J. COBB, JEFF HUGHES, DON BLAZER, and HOWARD DOMER.

FRED ZUVER couldn't keep away from Kirby. He has returned to us and has been made manager of the Service Dept., and is also selling Kirbys.

Congratulations to MR. AND MRS. DALE WISE. A new, little daughter arrived at their home on March 23rd.

Mrs. Glenn Greenmeyer of Louisville was a very happy lady when her name was drawn as the lucky winner of a new Kirby in our Home Show. This lady did not own a Kirby, and needless to say, is a very happy new Kirby owner.

Our goal the next month is to double our sales. We lost the first week of this month as we were all working at the Home Show. However, there we gained many friends and have many good leads for sales.



Wheeling Bean Eaters

### Charleston

During the month of March, TED REYNOLDS moved to Charleston, W. Va. and our boys in Fairmont deserve a lot of credit for keeping up the sales during the month in that section.

Congratulations are in order for KENNETH M. BUTCHER of Fairmont who has been promoted to Branch Distributor in Fairmont. KENNETH has been with the organization there for some time and we could always depend on him to have a good sales record every month. We know he will work harder now to keep his branch on top.

H. C. WOLFE, formerly Branch Distributor of Grafton, W. Va., has joined BUTCHER in Fairmont. Welcome back WOLFE and we will be looking forward to the April Sales Report. We find GEORGE BOYCE, new man in Fairmont, on the report this month. GEORGE works part time since he is attending college. We also want to welcome another new man, TRADER. Come on JIM win your first S.P.D.P. in April. RALPH METZ is promising to bring up his average during the month of April.

Charleston is now ready to start the ball rolling. DICK BAKER has been with us the last couple weeks and we have several new men in this section. RANDALE HONAKER, formerly of Beckley, W. Va., is operating a crew in Charleston at the present time. We know RANDY is capable of a good sales volume, so watch our sales report in April. We also want to welcome WALTER WILSON, ROBERT K. KESSELL, CLINTON EDMONDS, WILLIAM TAYLOR, FRED DEAN, DOVENER DANIEL, ALONZO WALLACE, JOHN S. PARKER, W. LITTON, ROBERT L. GORDON and FRED L. HILTON.



Wheeling Steak Eaters

### Warren

Warren, Ohio's on the prowl with another good month on record, and no signs of letting up. In fact, our solid group of Kirby citizens are whooping it up so much that April promises to be a banner month too.

DICK BAKER spent a week with us and helped us in many ways. Recent Kirby arrivals, DICK BURNS and ROBERT MEALY did bang up jobs and promise to develop into real heavyweights. BORDELL'S crew are on a rampage and promise plenty of April Showers (Sales).

The 24 Plus Club will have several new members from the looks of things here in Warren. The "regulars" having to step to keep ahead of the newer men. Plenty of contests, new arrivals, lots of zip and vigor from everyone in the Warren organization indicates that April will see us climb upward, again, as predicted by our good friend, JOE WOLCOTT.

### Dayton Diggins

Dayton came in this month with just an average good job. Our three District Managers, MESSRS. WILT, BELLONE, and MATHES were separated by just a few sales. The GRIMM boys in Springfield came in with a fair month. We hope April will show a decided improvement in both Springfield and Dayton.

Top sales honors go to WHITE, EMERICK, and MAJOR. COOK and WILHELM'S were just behind. We welcome into the Kirby clan seven newcomers JAMES HARRIS, THOMAS PARMAL-LEE, E. G. RATLIFF, JOE HOELSCHER, CLAMFORD HOWARD, ULYSSES F. DAVIS and DAN KEISTER.

Our Branch Distributed in Troy, EARL NOXSEL, has been in the hospital. We wish him a very speedy recovery.

### Akron Actions

Akron is now in an extensive hiring program and has pledged an increase of 100% in our sales force by the end of April. The month of March was better than April with an increase of 40%. We have set April quotas with a 100% increase in men and sales.

With a complete rebuilding of sales personnel most men are new, but are doing a good job. Best of the new men is one "MOE" MORRIS. Although MOE is unable to demonstrate more than twice a day, his percentage is very high. Welcome to new men RICHARD ANGELLETTI, NELSON WILHELM, CLIFTON CONLEY, BILL BLAIR, and GENE PRIMERANO. Welcome back old men BEN ZABEC and MATTHEW JUHASZ.

High salesman for the month was JIM BARNETT earning his 10Pin. JIM is out for 24 in April. MOE MORRIS pulled in behind JIM BARNETT and will be out to overtake him in April.

Our star saleslady JOYCE MARCINI AK is in the hospital for surgery, but has five sales lined up from the hospital. We sure do miss her enthusiasm in the sales meeting. JOYCE, we are pulling for you.

### Louisville

Tempus Fugit—You bet time flies! And again we look at the totals for March. Down here in Louisville we got off to a rather slow start, but as usual, our lack of sales was due to our lack of demos. After getting that fixed in mind, the last three weeks proved to be as fine as or better than most of the previous weeks of this year.

DAN CARROLL and PAUL TINSLEY tied for top spot. Congrats to both of you. Close behind came CLARENCE WIEHEBRINK, one of our "old reliables." Glad to see you up there again CLARENCE. Let's get about twice as many sales in April. Prizes were won by most all. BILL ARDIES, across the river with PAT REGAN'S group, got his prize in a little over two weeks, as did CARL WOLFE and JOHNNY SMITH, one of our newer boys. And by the way, JOHNNY SMITH will be heard of a great deal. He will be a hard man to catch from here on. KENNY SMITH got his prize in spite of working only part time. Fine work, KENNY. CHARLIE MISKELL did a fine job, also.

We want to welcome another new man, HUGH CLARK. HUGH should be a natural in this business.

### Richmond Raves

Here's a salute to a fine Kirby gang. March came in and went out with a bang.

We had the biggest month in our long history.

What are the secrets of our success—well let's see.

The Kirby itself should head the list. And all at the factory—none can be missed.

Warren Blank and his assistants are next in line.

Without each of them, things wouldn't be so fine.

Now here are a few other names of which you'll hear more.

They are the men and women from the Richmond store.

Of each one of them, I am very proud. Any distributor would sing their praise long and loud.

Meet first the man in charge of sales, Here is a man who seldom fails.

Our Bill Borden is tops in the land. Both as a Sales Manager and as a friend.

Meet now if you will another grand guy. The hardest worker of all no one will deny.

Much of our success is due to him. That's Ted McKillip, our well liked D.M.

Our top man in sales in G. G. Click. First during March and first he'll try to stick.

The runner up is one Carl Brooks. He doesn't get orders just on his good looks.

Jack Stratton, too, works very hard. He'll make Click in first place stay on his guard.

Now I would like to present a bright new comer.

Ernie Lineberry should top our sales before summer.

Two more Kirby men who turned on the steam.

Are Bill Borden's son, Tommy, and Kenny Beam.

Gene Sheffield and Dick Cupp both gave their all.

And all of the others were sure on the ball.

Last, but not least, we would like to thank

Two girls for swell jobs on which we could bank.

Melba Haisley in the office and Marjorie Holt in the field.

Never before in Richmond has their work been equaled.

### South Bend Story

March was a good month for us. We almost doubled our sales, and are going to do even greater things in April. We have a Steak and Bean Contest on Ft. Wayne for April. We sure feel sorry for them. They don't have a chance of winning. I don't know why they don't just buy our steaks now and save themselves a lot of worry. How about that LEON? Give up yet?

We have a swell bunch of fellows here. They are just the best. Our LaPort office really went to town last month with CHARLES TERRY leading the pack and BOB PRICE coming in a close second. Those boys are really out for blood.

Our organization will be the best dressed in the territory after April. Every man is out to win a suit of clothes we are offering this month to everybody who makes 2 S.P.D.P.'s. There is also a trip to the factory for the entire organization if we hit a certain quota we have set for the month. We are really out for business this month.

### Ft. Wayne

Well, we up here in Ft. Wayne doubled our sales over last month and as we are superstitious need we say more for next month. Some news, though, we have two expectant fathers (I mean their wives, of course), GIL BECK and BILL HARRAH. Harrah for HARRAH (pronounced HARA). FRANK FRAZIER, our fair haired boy is coming right along, and I guess anybody that is BIG, DUMB, and UGLY just lets people take these Kirbys away from him. All I can say is that LOUIS BUCKER sure has a wonderful sense of humor to let those other fellows call him that, just so they keep taking those Kirbys away from you, huh, BUCKER?

We wish to welcome a goooood group —JERRY BUCHANAN, MARSHALL TARNEY, ROBERT KRECKEBERG, GEORGE CASPER, DON LONG, DALE MASEL, JOHN YORK, EUGENE MEYER, JAMES HENIGER, and DON LEWIS. Oh yes, we can't let out GIL BECK'S baby brother, LOWELL BECK.

To all of them and to all of you.

Thanks for the many wonderful things you do.

To make this the grandest business in the whole wide world.

Our hats are off and our Kirby Banners unfurled.