



Robert Notte
Divisional Supervisor

Gil Paar & Roger Silvia
Divisional Assistants

Esther Tessmer
Editor

TOP IN FEBRUARY

TOP DISTRIBUTOR



DICK YOUNG-Madison, Wis.

TOP DEALER IN ATTACHMENT SALES



DICK GENTHE-Waukesha, Wis.

TOP AREA DISTRIBUTOR



VERN ALBRECHT-Mondovi, Wis.

TOP DEALER



DICK GENTHE-Waukesha, Wis.

OUTSTANDING NEW DEALER



OSCAR SANCHEZ-Waukesha, Wis.

TOP PART-TIME DEALER



DALE COLEMAN-West Allis, Wis.

HONORABLE MENTION



BOB COSTANZO-Waukesha, Wis.



IN THE CROSSROADS OF AMERICA

TOP TEN DISTRIBUTORS BY VOLUME YEAR TO DATE

1. Madison, Wisconsin.....Dick Young
2. Sterling, Illinois.....Steve Griffith
3. Waukesha, Wisconsin.....Kaye Boldon
4. Elmhurst, Illinois.....Jim Holloy
5. Appleton, Wisconsin.....Herb Kester
6. Eau Claire, Wisconsin.....Arvel Tegels
7. LaCrosse, Wisconsin.....Ernie Olness
8. Waukegan, Illinois.....Hugh Young
9. Milwaukee, Wisconsin.....Ron Wear
10. Lafayette, Indiana.....Russ Hunt

TOP PERCENTAGE INCREASE YEAR TO DATE

Jim Holloy.....Elmhurst, Ill.....	1191
Sid Baumann.....Racine, Wis.....	650
Arvel Tegels.....Eau Claire, Wis.....	271
Steve Griffith.....Sterling, Ill.....	149
Paul Moody.....Kenosha, Wis.....	144
Ken Jensen.....Green Bay, Wis.....	111
Mel Gall.....Milwaukee, Wis.....	77
Bill Atkinson.....Marquette, Mich.....	63
Kaye Boldon.....Waukesha, Wis.....	55
Bob Lee.....Oconomowoc, Wis.....	55
Larry Edmonds.....Chicago Heights, Ill.....	54
Bob Cutter.....Fond du Lac, Wis.....	43
Bob Byrne.....Chicago, Ill.....	33
Ernie Olness.....LaCrosse, Wis.....	28
Hugh Young.....Madison, Wis.....	26
Ron Wear.....Milwaukee, Wis.....	17
Joel LeCuyer.....Kankakee, Ill.....	17
Hugh Young.....Waukegan, Ill.....	10
Russ Hunt.....Lafayette, Ind.....	6

TOP TEN SFR DISTRIBUTORS

1. Ed Cygan.....Lake Geneva, Wis.....	262
2. Bob Bonk.....Manitowoc, Wis.....	363
3. Kaye Boldon.....Waukesha, Wis.....	435
4. Paul Moody.....Kenosha, Wis.....	550
5. Jim Holloy.....Elmhurst, Ill.....	600
6. Ken Jensen.....Green Bay, Wis.....	675
7. Hugh Young.....Madison, Wis.....	728
8. Arvel Tegels.....Eau Claire, Wis.....	820
9. Butch Johnson.....Streator, Ill.....	840
10. Jerry Altenburg.....West Allis, Wis.....	858

C H A M P S



IN THE CROSSROADS OF AMERICA

TOP SIX AREA DISTRIBUTORS



VERN ALBRECHT-Mendota, Wis.



MIKE FRIEDMAN-Milwaukee, Wis.



DAN AUSMAN-West Bend, Wis.



MAX DREW-DeKalb, Ill.



JOHN FISCHER-Dixon, Ill.



GARY LOVELADY-Escanaba, Mich.

Congratulations to a Group of Champions

M E E T T H E





IN THE CROSSROADS OF AMERICA

TOP TEN DISTRIBUTORS BY SALES FEBRUARY

1. Madison, Wisconsin.....Dick Young
2. Waukesha, Wisconsin.....Kaye Boldon
3. Elmhurst, Illinois.....Jim Molloy
4. Sterling, Illinois.....Steve Griffith
5. Appleton, Wisconsin.....Herb Kesler
6. LaCrosse, Wisconsin.....Ernie Olness
7. Green Bay, Wisconsin.....Ken Jensen
8. Waukegan, Illinois.....Hugh Young
9. Eau Claire, Wisconsin.....Arvel Tegels
10. Lafayette, Indiana.....Russ Hunt

TOP TEN DISTRIBUTORS BY PURCHASES OF ATTACHMENTS YEAR TO DATE

60KA - 20 M/H - 20 HB - 20 RR - 10 M/W

DISTRIBUTORS WITH 50 AVERAGE PURCHASES PER MONTH

Points

DISTRIBUTORS ATTACHMENT SALES

Hugh Young.....Waukegan, Ill.....	99
Larry Edmonds.....Chicago Hts., Ill.....	95
Russ Hunt.....Lafayette, Ind.....	91
Steve Griffith.....Sterling, Ill.....	89
John Henry.....Schofield, Wis.....	88
Ken Jensen.....Green Bay, Wis.....	87
Dick Young.....Madison, Wis.....	85
Kaye Boldon.....Waukesha, Wis.....	82
Chuck Yaeger.....Fond du Lac, Wis.....	81
Ernie Olness.....LaCrosse, Wis.....	80

FIVE STAR PINS

- Al Hirschbein.....Waukesha, Wisconsin.....Five Star Pin
- Bob Williams.....Lafayette, Indiana.....Five Star Pin, 24+
- Dale Coleman.....West Allis, Wisconsin.....4th leg
- Danny Sever.....Freeport, Illinois.....1st leg

THREE DEMOS A DAY KEEP THE \$\$\$ BLUES AWAY



IN THE CROSSROADS OF AMERICA

TOP TWELVE DEALERS



DICK GENTHE-Waukesha, Wis.



STANLEY BLICHARZ-Madison, Wis.



CAROL DAVIDSON-Waukegan, Ill.



BOB WILLIAMS-Lafayette, Ind.



AL HIRSCHBEIN-Waukesha, Wis.



DANNY SEVERS-Freeport, Ill.



GRANT PETERSEN-Waukesha, Wis.



DALE COLEMAN-West Allis, Wis.



RANDY MASTERSON-Mendota, Ill.



GENE ALBRECHT-Mendota, Wis.



BOB GUTTER-West Allis, Wis.



DANIEL GALL-Mendota, Wis.



IN THE CROSSROADS OF AMERICA

TOP DEALER SALES

Dick Genthe.....Waukesha, Wis.....46	Peter Emmert.....Manitowoc, Wis.....13
Stanley Blicharz.....Madison, Wis.....27	Charles Beach.....Janesville, Wis.....13
Carol Davidson.....Waukegan, Ill.....25	Teddy Sapida.....Waukesha, Wis.....12
Bob Williams.....Lafayette, Ind.....24	Bill Strege.....Kenosha, Wis.....12
Al Hirschbein.....Waukesha, Wis.....18	Donald Carnduff.....Milwaukee, Wis.....12
Danny Severs.....Freeport, Ill.....17	Tim Rutherford.....Madison, Wis.....12
Grant Petersen.....Waukesha, Wis.....17	John Keller.....Waukesha, Wis.....11
Dale Coleman.....West Allis, Wis.....16	Jack Freed.....Sterling, Ill.....10
Randy Masterson.....Mendota, Ill.....15	Ken Tuggle.....Waukesha, Wis.....10
Gene Albrecht.....Mondovi, Wis.....15	Oscar Sanchez.....Waukesha, Wis.....10
Bob Cutter.....West Allis, Wis.....15	Wayne Leverenz.....Waukesha, Wis.....10
Daniel Gall.....Milwaukee, Wis.....15	Jim Johnson.....Milwaukee, Wis.....10
Frank Pitts.....Waukegan, Ill.....13	Leron Krebill.....Kenosha, Wis.....10
Joe Hanns.....Lafayette, Ind.....13	Dale Durand.....Hudson, Wis.....10
Rick Gago.....Kenosha, Wis.....11	

TEN PINS

Larry Arendt.....Waukesha, Wisconsin
Kim Kusch.....Waukesha, Wisconsin
Tom Whelan.....Elmhurst, Illinois
Sue Assar.....Oak Park, Illinois
Dan Ranker.....Schofield, Wisconsin
Vern Boelter.....Appleton, Wisconsin
Ray May.....Mendota, Illinois
Gary Eagon.....Lafayette, Indiana
Robert Fletcher.....LaCrosse, Wisconsin
Gilbert Leonardson.....LaCrosse, Wisconsin
Dan Barkhurst.....DeKalb, Illinois
Hector Edwards.....Dixon, Illinois
Mike McConnell.....Dixon, Illinois
Debbie Krzewina.....Green Bay, Wisconsin

PROMOTIONS

Tom Whelan.....Elmhurst, Illinois.....Supervisor
Jack Freed.....Sterling, Illinois.....District Manager
John Sumner.....Sterling, Illinois.....District Manager
Danny Severs.....Freeport, Illinois.....Branch Manager
Ed Gray.....Mendota, Illinois.....Branch Manager
Randy Masterson.....Mendota, Illinois.....Branch Manager
Tom Lewandowski.....Rockford, Illinois.....Branch Manager
Peter Emmert.....Manitowoc, Wisconsin.....Sales Manager
Terry Adams.....Lafayette, Indiana.....Crew Manager
Teddy Sapida.....Waukesha, Wisconsin.....Crew Leader



IN THE CROSSROADS OF AMERICA

SALES AWARDS

Dick Genthe.....Waukesha, Wis.....\$200 cash, \$100 clothes, KA, KARMHB, Dinner, Top Dealer Trophy
Mike Friedman.....Waukesha, Wis.....KARMHB, \$200 cash, dinner, Top Office Trophy
Ed Blumberg.....Waukesha, Wis.....KA, Kirby jacket
Teddy Sapida.....Waukesha, Wis.....\$100 cash, computer watch, ADOP Cert., 3-in-a-day Trophy
Dave Schmidt.....Waukesha, Wis.....\$100 cash, CB radio
Dale Pluskota.....Waukesha, Wis.....\$75 cash, \$150 bonus
Oscar Sanchez.....Waukesha, Wis.....KA, \$25 cash
Wayne Leverenz.....Waukesha, Wis.....\$50 cash
John Keller.....Waukesha, Wis.....\$100 cash, \$75 clothes, RR, HB
Ken Tuggle.....Waukesha, Wis.....KA, computer watch
John Meizen.....Waukesha, Wis.....MH, HW
Dan Ausman.....Waukesha, Wis.....RR, HB
Ray Seeber, Jr.....Ft. Atkinson, Wis.....100 gal. gas, \$150, 2 RR's, 2 MH's
John Tremblay.....Waukesha, Wis.....60 gal. gas, \$75, 2 RR's
George Glenn.....Elmhurst, Ill.....8/W TV
Ken Kujawa.....Elmhurst, Ill.....KA
Tom Whelan.....Elmhurst, Ill.....RR
Jim Palmisano.....Elmhurst, Ill.....MH
Lori Reardon.....Elmhurst, Ill.....25 gal. gas
Hitch Simmons.....Elmhurst, Ill.....Dinner for 2
Dale Coleman.....West Allis, Wis.....Canon calculator
Bob Cutter.....West Allis, Wis.....Beefeaters
Larry Glander.....West Allis, Wis.....Dinner for 2
Adrian Cottle.....Oak Park, Ill.....CB unit
Reggie Chapman.....Oak Park, Ill.....CB unit
David DeNore.....Schofield, Wis.....Stereo, \$250 cash, 50 gal. gas
Dan Ranker.....Schofield, Wis.....50 gal. gas, \$125 cash, police band radio
Kevin Enigh.....Schofield, Wis.....\$125, 75 gal. gas
Larry Reese.....Schofield, Wis.....Radio, HB, 50 gal. gas
Gene Novitzke.....Schofield, Wis.....8-track tape player, \$250
Tom Mertens.....Schofield, Wis.....\$125 cash
Rick Krueger.....Schofield, Wis.....RR, MH
Lorn Gordon.....Schofield, Wis.....\$125 cash
Hike Lopez.....Aurora, Ill.....\$50 bonus, 25 gal. gas
Tim Merkel.....Aurora, Ill.....25 gal. gas
Hank Weddig.....Appleton, Wis.....(3) 3-in-a-day Trophies, money clip with \$75
John Walker.....Appleton, Wis.....(2) 3-in-a-day Trophies
Pete Bores.....Appleton, Wis.....4-in-a-day & 3-in-a-day trophies, money clip
Stacy Storm.....Appleton, Wis.....3-in-a-day trophy
Jerry Selwitschka.....Appleton, Wis.....4-in-a-day trophy, money clip
Floyd DeBruin.....Appleton, Wis.....Money clip with \$50
Roy Glocke.....Appleton, Wis.....Money clip with \$25
Vern Boelter.....Appleton, Wis.....Money clip, gas bonus
Marilyn Seefeld.....Appleton, Wis.....Money clip, felt tip pen, gas
Louie Berna.....Appleton, Wis.....Money clip
Ed Kocher.....Appleton, Wis.....Money clip
Elroy Barth.....Appleton, Wis.....Gas bonus, grease & oil change



IN THE CROSSROADS OF AMERICA

SALES AWARDS

Joe Hanns.....Lafayette, Ind.....	ADOP Award, \$150 bonus, 260 gal. gas
Bob Williams.....Lafayette, Ind.....	(2) ADOP Awards, Sno-Bob, Division ring, Leisure suit, 150 gal. gas, Presto Double Burger
Arnie Robbins.....Lafayette, Ind.....	\$16.25 bonus, 25 gal. gas
Terry Adams.....Lafayette, Ind.....	\$105 bonus, 40 gal. gas
Ray Ray.....Lafayette, Ind.....	\$20 bonus, 25 gal. gas
Gary Eagon.....Lafayette, Ind.....	\$37 bonus, \$85 rebate
Jim Root.....LaCrosse, Wis.....	\$37 bonus
B. J. Smith.....LaCrosse, Wis.....	\$10.50 bonus, \$95 rebate
Mike Eckley.....LaCrosse, Wis.....	\$20 bonus
Tom Woodcock.....LaCrosse, Wis.....	\$51.50 bonus (waxer)
Gary Fletcher.....LaCrosse, Wis.....	\$22 bonus
Gary Utting.....LaCrosse, Wis.....	\$40.50 bonus
Dave Schien.....LaCrosse, Wis.....	\$24 bonus
Daryl Benson.....LaCrosse, Wis.....	\$13.25 bonus
Bob Ketchum.....LaCrosse, Wis.....	\$9 bonus
Tom Arellano.....LaCrosse, Wis.....	\$93.50 bonus (RR)
Gil Leonardson.....LaCrosse, Wis.....	\$34.25 bonus
Paul Millerman.....LaCrosse, Wis.....	\$17.50 bonus
Bob Long.....LaCrosse, Wis.....	Free KA
Bill Fryer.....Kenosha, Wis.....	Cash
John Verhaeghe.....Kenosha, Wis.....	Cash
Joe Voss.....Kenosha, Wis.....	50 gal. gas
Dave Emerick.....Milwaukee, Wis.....	100 gal. gas
Rick Picard.....Milwaukee, Wis.....	25 gal. gas
Leonard Zolecki.....Milwaukee, Wis.....	25 gal. gas
Terry Stenper.....Milwaukee, Wis.....	25 gal. gas
Randy Plichta.....Milwaukee, Wis.....	25 gal. gas
JoAnn Quirke.....Milwaukee, Wis.....	25 gal. gas, tape recorder, calculator
Steve Rosik.....Green Bay, Wis.....	Multi-band radio
C. J. Schmidt.....Green Bay, Wis.....	Radar Sentry
Jim Morz.....Green Bay, Wis.....	20# rib-eye steaks, cash
Don LaCombe.....Green Bay, Wis.....	10# rib-eye steaks, RR
Kathy Fernin.....Green Bay, Wis.....	10# rib-eye steaks, RR
Mike DePetro.....Green Bay, Wis.....	10# rib-eye steaks, RR
Guenn Ellis & Jeannette Reuser.....Green Bay, Wis.....	RR, weekend at Pioneer Motel
Carol Tremble.....Green Bay, Wis.....	Weekend at Dore Motel

GIVE YOUR DAILY DEMOS MORE

OOMP!



IN THE CROSSROADS OF AMERICA

DISTRIBUTOR 100+ CLUB FOR FEBRUARY

- 1-DICK YOUNG-Madison, Wisconsin- 225+
- 2-KAYE BOLDON-Waukesha, Wisconsin-200+
- 3-JIM MOLLOY-Elmhurst, Illinois-200+
- 4-STEVE GRIFFITH-Sterling, Illinois-150+
- 5-HERB KESLER-Appleton, Wisconsin-100+
- 6-ERNIE OLNES- LaCrosse, Wisconsin-100+

AREA DISTRIBUTOR 40+ CLUB FOR FEBRUARY

- 1-VERN ALBRECHT-Mondovi, Wisconsin-40+
- 2-MIKE FRIEDMAN-Milwaukee, Wisconsin-40+

RECRUIT MORE MEN SELL MORE KIRBYS



IN THE CROSSROADS OF AMERICA ELMHURST, ILLINOIS **B. M. I. B.** JIM MOLLOY, Distributor

February was such a cold month that the Elmhurst Kirby gang had to really hustle to keep warm. The results of this hustling was a B.M.I.B. of 200 plus sales, and we haven't even scratched the surface. With the weather warming up and the Elmhurst Kirby gang red hot, we are on our way to being number one, not in the Great Lakes Division, but in the entire region.

Crew Supervisor, KEN KUJAWA, hit a high weekly pay check of over \$1,000.00 and had decided that since he is in the \$50,000.00 per year pay bracket he is going to give himself a raise to \$75,000.00 a year.

However, newly promoted Crew Supervisor, TOM WHELAN says KEN is tall, but that's all. He is planning on over-taking KEN in the month of March. Deciding to get married got him so shook up that it slowed up his production in February, but for March he is in the groove and flying high.

I would like to give my thanks to just a few of the people who helped make this month as successful as it has been. DOUG CHAPMAN, JIM PALMISANO, GEORGE GLENN, CAREY GREEN, ALLEN McCAULEY, LORI REARDON, HITCH SIMMONS, JIM MARTIN, BOB MORISSETTE, DENNIS DAILY and JIM BECKER.

Since we have no doubts about winning the van in our "Climb to Number One" in the region, we have decided to name it the "BLACK MARIA", in memory of all the other offices we surpass.

I would like to give special recognition to JEAN MACHALINSKI, who has just been promoted to Manager of our lead department.



Kenneth Kujawa receiving high weekly paycheck of \$1004.00 from Mr. Al Clay trainer.



Doug Chapman and Lori Reardon ready to rip up some records.

RECRUIT MORE MEN



SELL MORE KIRBYS



IN THE CROSSROADS OF AMERICA ELMHURST, ILLINOIS JIM MOLLOY, Distributor (Cont.)



Our resident artist Mr. Al McCauley.



Smiling George Glenn after winning black & white TV.



Mitch Simmons looking forward to the dinner for two he won.



Tom Whelan says there's nothing my crew can't do, watch out in March, Ken.

MARQUETTE, MICHIGAN BILL ATKINSON, Distributor

Hello from the Iron Mountain Crew. We are going to work and sell some Kirbys.

I would like to welcome to the crew MIKE PUMMILL, full-time since the first of February. MIKE is doing a great job - 9 sales the first four weeks. Keep it up, MIKE, and congratulations.

I would also like to welcome DENNIS STRAND, part-timer. He tells me that he is going to sell alot of Kirbys!! We moved into our new office building February 1st and sales are on the upward trend.

A.O., I. Pummill

RECRUIT MORE MEN



SELL MORE KIRBYS



IN THE CROSSROADS OF AMERICA

LAKE GENEVA
WISCONSIN

ED CYGAN
Distributor

B.M.I.B.

A big hello from the Lake Geneva Kirby Tigers to everyone out there in Kirbyland. Congratulations are in order to dealers ED KOLAN, MIKE ROBISON, JERRY SQUARE and SALLY HILL, our SUPERCALAFRAGILISTIC secretary and phone girl for helping make February a B.M.I.B. We're looking for a repeat in March.

Ole Pro, ED KOLAN, has really started to "click". After a good January, ED has come back with 15 big deals in February to earn a second leg on his Five Star Pin, a top dealer plaque, 4-in-a-day trophy, another A.D.D.P. Certificate and a whole lot of Kirby green.

A speedy recovery is wished to ED KOLAN, who had a "head on" with a tow truck. He totaled out his car and was pretty badly shaken up. Thank God for protecting old Kirby dealers. Hopefully, ED will be back with us very soon.

JERRY SQUARE and LARRY WHITING were at National Guard Summer Camp for two weeks, so we had to do without their help, but JERRY managed to turn in a couple of Kirby sales before he left. Good work, JERRY.

MIKE ROBISON also had a couple of sales in February to add to the total. Every little bit helps. We hope that the thought of Spring will turn everyone on to more and more and more and more Kirby sales in the months ahead.

Last, but certainly not least, we'd like to give a special THANKS to "OUR GAL SAL" for the great job she's doing running the office and setting those all-important appointments.

Keep on selling! We'll see y'all at The Abbey. - Ed

MANITOWOC, WISCONSIN

BOB BONK, Distributor

Congratulations to PETER EMMERT for his promotion to Sales Manager, and who also sold 13 units. I also found time to sell 16 fabulous Classic III's.

A big welcome to the new office girl, CONNIE, who is doing a fine job. Another welcome to a new dealer, THOMAS RHODES. TOM has a lot of fire and desire.

Special congratulations to JANET and PETER EMMERT on being the parents of a new baby girl. Things are moving in Manitowoc. - (UPWARD!)

RECRUIT MORE MEN



SELL MORE KIRBYS



IN THE CROSSROADS OF AMERICA

KENOSHA, WISCONSIN

PAUL MOODY, Distributor

B. M. I. B.

We did it, our 4th B.M.I.B. in a row!

February is our shortest month, but you could not prove it by our production. RICK GAGO led our pack of Tigers for February, also did some recruiting and training which helped us get our B.M.I.B. Thanks, RICK, for a Super, Super Job.

BILL STREGE came in second place for February. He said that will never happen again, because from now on he will be competing with A.D.'s. BILL, you did a great job as a dealer, I know you will be a fantastic A.D.

LERON KREBILL did a great job keeping up productions and working with and helping new dealers to obtain Kirby Success. Keep up the good work, you are an asset to our organization. CHUCK ZIELESCH, doing his usual job selling Kirbys, helped us to obtain our B.M.I.B. Keep up the good work, CHUCK. JOHN VERHAEGHE, one of our new Tigers, is doing a fine job for us, but if he ever gets turned on, watch this cat go.

Our newest Tiger is JOE VOSS. With the training and help he is getting, is doing a Super Fine Job. DONNIE SHECKLES, the Kitten of the pack, did a super job again this month. He is a chip off the block and with some more help and training he will be as good as his dad.

DON SHECKLES, what can you say about this man? He is a Super Kirby Person. DON has showered us with more Kirby knowledge and guidance. DON, thanks again for the help you have given the Kenosha Organization.

Last, but not least, we'd like to thank our office girls, JOAN PETERS, who is doing a fantastic job running the office and the increased book work, and CATHY LANG, who is also doing a fine job setting those appointments to keep our Tigers busy. So with everybody doing what they know best, we will -----



Dist. Paul Moody (l) and Don Sheckles, happy over 4 B.M.I.B.'s in a row.

Rick (l) and Leron determined to make it #5.

RECRUIT MORE MEN



SELL MORE KIRBYS



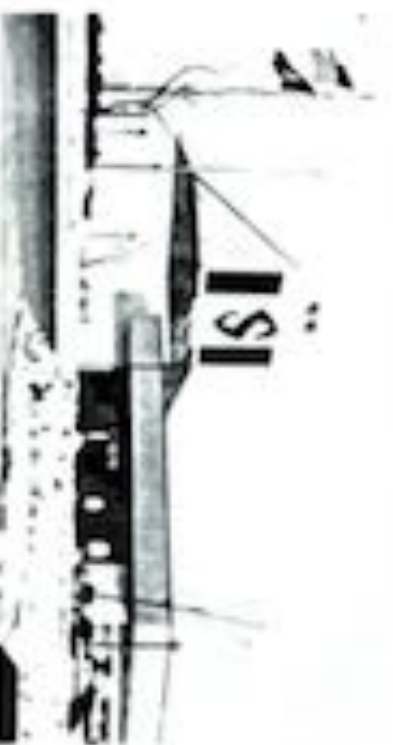
FEBRUARY 1st THROUGH MAY 31st, 1977



Every Great Lakes Division Dealer Can Win

A FANTASTIC WEEKEND AT SCOTSLAND

3 DAYS
2 NIGHTS
COCKTAIL PARTY
BANQUET
AWARDS



GOLF
TENNIS
HEALTH SPA
SWIMMING
SHOPPING

There's no place in the world quite like this...

Every Sale
is a
Credit

A FUNTASTIC AFFAIR!

Every Sale
is a
Credit

WON BY WHO? IT SHOULD BE Y-O-U!

DINING - DANCING - SHOPPING - ENTERTAINMENT - SWIMMING

GREAT LAKES DIVISION 100% CLUB



IN THE CROSSROADS OF AMERICA

KENOSHA, WISCONSIN

PAUL MOODY, Distributor (Continued)



Dist. Paul giving Leron his second place award.



Joan (Tiger Base) Peters keeping tabs on men in the field.



Steak and eggs or baby food-some didn't meet their quota.



Dist. Paul Moody (R) congratulating Chuck on job well done.



Bill Strage was given his award for a great week by Dist. Paul.

RECRUIT MORE MEN



SELL MORE KIRBYS

Fantastic
Family Van - Vanage

CAMPAIGN

Feb. 1 through April 30, 1977

28

KIRBY



**DISTRIBUTORS
WIN THEIR CHOICE OF...**



For weekend fun,
and weekday work.

**1977
FORD
CHATEAU
WAGON**

- CAPTAIN'S CHAIRS • 351 CU. IN. V8 ENGINE • AUTOMATIC TRANSMISSION
- AIR CONDITIONING • AM/FM RADIO • POWER STEERING
- POWER BRAKES • MAG-STYLE WHEEL COVERS • STEEL BELTED RADIAL TIRES
- ROOF MOUNTED LUGGAGE RACK, AND MORE!

OR

**1977
FORD
CRUISING
VAN**



An eye-catcher
that's fun to be
around and in.

- CAPTAIN'S CHAIRS • FULLY INSULATED AND CARPETED LIVING AREA
- PRIVACY WINDOW • POWER STEERING AND BRAKES • AIR CONDITIONING
- MAG-STYLE WHEEL COVERS • AM/FM RADIO • AUTOMATIC TRANSMISSION
- ROOF MOUNTED LUGGAGE RACK • 351 CU. IN. V8 ENGINE, AND MORE!

**Kirby
Classic****IN THE CROSSROADS OF AMERICA****SCHOFIELD, WISCONSIN**

JOHN HENRY, Distributor

We're moving with the season and getting hotter every month. The Kirby Company of Central Wisconsin is expanding and you're going to see a lot of things happening.

DAVE DEMORE was our top dealer during February and earned himself a new stereo. He's teamed up with new man, LORN GORDON, and both are really fired up about the Kirby Opportunity. DAN RANKER and KEVIN EHIGH earned over \$600.00 the last week of the month and are really getting on the stick. DAN won a new police-band radio during February.

GENE NOVITZKE and DAVID DAVIDSHOFER are finished vacationing and both are ready for action. GENE won a new 8-track tape player and DAVID got himself a mouthful of goodies. LARRY BEESE won a new radio and is doing a good job. He's got alot on the ball and is really ready to put it all together.

RICK KRUEGER has just started full-time and is starting to move out those Kirbys. He's young and ambitious, and is sure to do a really good job. TOM MERTENS has taught us the "Medford Stamp" and is out to sell lots of Kirbys. He's getting the hang of it and will be plugging in those fifteen's to get his Five Star.

We've got the manpower, now all we have to do is show the Kirby enough times. The Good Times for Kirby are HERE - all you've got to do is take advantage of them.

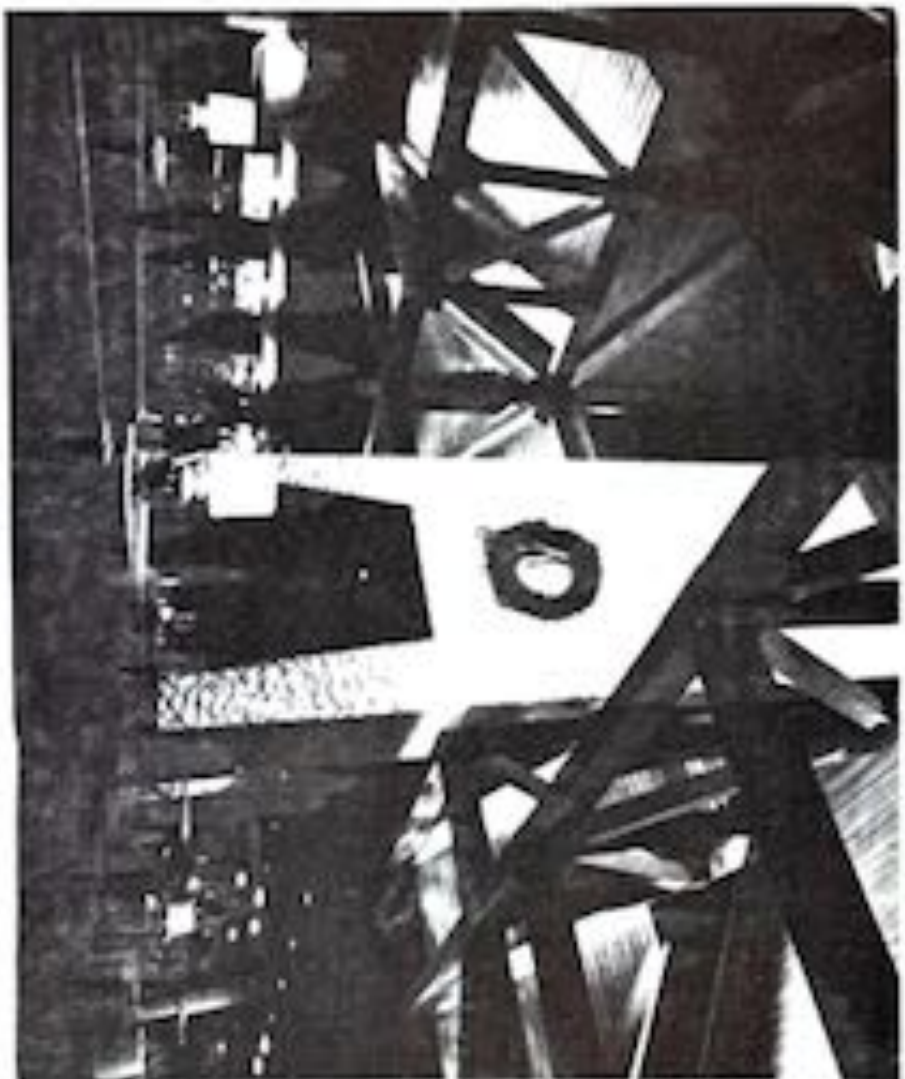


David Davidshofer is excited about the coming months.

Dist. John Henry (r) awards David DeMore a new stereo.

RECRUIT MORE MEN **Kirby
Classic****SELL MORE KIRBYS**

**FEBRUARY, MARCH, APRIL AND MAY
JULY 15, 16, & 17, 1977
SCOTSLAND RESORT - OCONOMOWOC, WISCONSIN**



SENIOR KIRBY DEALERS with 45 approved sales or 36, 3 out of the 4 month contest period.

JUNIOR KIRBY DEALERS with 30 approved sales or 24, 3 out of the 4 month contest period.

KIRBY PART-TIME DEALERS with 25 approved sales or 21, 3 out of the 4 month contest period.

4-8 KIRBY DEALERS: 90 days or less in Kirby during the contest period: with 20 approved sales, or 15, 3 out of the 4 month contest period.

AREA DISTRIBUTORS with 100 approved sales, or 75, 3 out of the 4 month contest period.

EVERY MAN HAS TO QUALIFY WITH AT LEAST 3 HOURS NETTER SALES.



IN THE CROSSROADS OF AMERICA

SCHOFIELD, WISCONSIN

JOHN HENRY, Distributor, Continued



Gene Novitzka won an 8-track tape player.

Rick Krueger, Larry Beese, Lorn Gordon, Dan Ramker and Tom Mertens comprise part of the fabulous crew in Schofield, Wis.

OCONOMOWOC, WISCONSIN BOB LEE, Distributor

February was not an outstanding month in Oconomowoc, as everyone was on vacation.

RAY SEEBER, Jr. was top man this month in sales. Followed by JOHN TREMBLAY. But JOHN says RAY won't be top man for March. Already he has 5 sales.

MIKE ENGLISH is still honeymooning. Although he is coming down off the clouds and says he will have a good month in March.

DAVE KOCHENDORFER was third in sales and says he'll be top in sales in March over JOHN and RAY! WAYNE finally has gotten that car running now, and is out working harder than ever. As for TERRY, his goal for the month of March is a new television. I'm sure he'll get it.

We really were crippled when our new office girl got sick for two weeks! But she's back and well. Keep that phone humming and stay well, LORENE.

Thanks to Everyone
For Work Well Done

RECRUIT MORE MEN



SELL MORE KIRBYS



IN THE CROSSROADS OF AMERICA

GREEN BAY, WISCONSIN

KEN JENSEN, Distributor

HELLO again from Green Bay, Wisconsin.

Our sales leaders for the month were GWENN ELLIS and JEANNETTE HEUSER, followed by JIM MORZ. Only 1 sale separated the leaders from the follower. Watch out next month, girls, as JIM has pledged to be No. 1.

The rest of the old pros contributed to our sales total and all have expressed desire to be at Scotland in July. We all know if we have desire, the outcome will be positive.

Congratulations to our new dealers, RICK VALENTINE, SCOTT WITHRO, DONNA OLSON, KATHY & ARMAND FERMIN, DEBBIE KRZEWINA and EMILY PALUCH. DONNA needs just one more order for her 10-Pin. DEBBIE KRZEWINA and KATHY & ARMAND have just earned their 10-Pins.

Just out of training and ready to GO, GO, GO are NORM BUSHMAN (the hustler), DALE JENSEN, CARLA SPELLMAN HUBERS, DAVE TREMBLE, CLAYTON GROCKER, PETE DePETRO and DIANE HENRY. The above mentioned group are part-timers. Two of the group have already won 50 gallons of gasoline as of this writing.

A big welcome back to RON SUSKI (preacher). We are all hoping he has found out this is the finest business in the world and is going to devote full-time effort to the job at hand. Rumor has it, he's out to prove differently.

Everybody in Green Bay has the right idea - ONLY FINISHED JOBS COUNT!! ANYONE CAN START A BUILDING - ANYONE CAN START A GARDEN - ANYONE CAN START A TRIP - ANYONE CAN START TO LEARN TO SELL ---- WE KEEP ON KEEPING ON UNTIL THE JOB IS FINISHED. A COMPLETE DEMO IS A SALE. WE ARE ALL FINISHERS, NOT JUST STARTERS. ONLY THE FINISHED JOB COUNTS. We in Green Bay consider the FINISHED JOB a phone call to the office after each and every DEMO!!!

Jim Morz for Ken Jensen



Gwenn Ellis & Jeannette Heuser smiling as they turn in several contracts to Dist. Ken Jensen.



Sales Mgr. Jim Morz awarding a 10-Pin to Debbie Krzewina.

RECRUIT MORE MEN



SELL MORE KIRBYS



IN THE CROSSROADS OF AMERICA AURORA, ILLINOIS

NICK GOLICH, Distributor

We're back into the Kirby swing again - with the Boss returning to the office so everyone's working towards a Bigger Goal!

NICK GOLICH, Jr. is doing an outstanding job for us and has just completed a good month for sales and manpower. He and BRENDA will enjoy the weekend at The Abbey.

RICH KOEMPEL has been added to our Kirby management, and he is hiring and training and of course selling for our office. MIKE LOPEZ is proving it can be done by constantly learning. His efforts have resulted in a \$50.00 bonus and 25 gal. of gas. Keep up the good work, MIKE.

TIM MERKEL, a new dealer, has a few sales to his credit and won 25 gal. of gas for his first sale. JERRY BOUSHAY just finished training and is raring to go. Welcome to BOB DUNLAP, our new service manager. BOB has the service dept. in tip-top shape. He's even doing some selling for us.

DEL GRAHAM has added manpower to his area office and he and MARLA are working together to make their office one of the top.

IF IT'S TO BE, IT'S UP TO ME!

STERLING, ILLINOIS STEVE GRIFFITH, Distributor

Now we have the foundation in, we now can finish the rest of the building! We are now 9 offices strong and now our goal is to put 10 dealers in every office. This, we think, is the only way to grow.

With the new branches are - ED GRAY, RANDY MASTERSON, DANNY SEVERS and TOM LEWANDOWSKI.

The top A.D. for the month was MAX DREW, and JACK FISCHER says that's the last time. They were followed by DICK LEON and DICK CARSON.

DANNY SEVERS led the organization with 17 big deals, with RANDY MASTERSON close behind with 14 deals. Great going, fellows, we know we'll hear alot from you! JACK FREED led the inside office with 10 deals - good enough for a microwave oven. DANNY SEVERS won a color TV.

These are our great sales people - DREW RAGUSE, JACK FREED, JOHN SUMNERS, SHIRLEY HATFIELD, PAT DEVINE, JOHN DEVINE, STEVE SCHMIDT, STEVE WEST, STEVE RUDE, JOHN WALKER, DAVE BARTH, BOB LILLY, IVAN GRIFFILHN, ANDY BLATZ, WILL FOSTER, DEBBIE CHAPMAN, JILL DILLION, JILL SMITH, JEFF HILL and BOB HUDSON.

See you at The Abbey!

RECRUIT MORE MEN



SELL MORE KIRBYS



IN THE CROSSROADS OF AMERICA

LA CROSSE, WISCONSIN
ERNEST OLNES, Distributor



Sales Mgr., Darly Benson [l], congratulates Dave Schein on 4 sales in a week.



Gai Leonardson receives his 10-Pin and a RR.



Rob Fletcher [r] receives his 10-Pin and a MW from Dist. Ernie Olness.



[l to r] Jim Root, Bob Ketchum, Dave Schein, Paul Millerman, and Tom Arellano with Kirby Classic III tie tacks for sales the last day of February.



New man, Adrian Elliot, receives a \$75.00 bonus for 3 sales his first weekend in Kirby from Dist. Ernie Olness [l].



Top A.D. Mike Eckley [l] congratulates his new man, Don.



Mike Eckley and Jim Root with their February rebate checks.

RECRUIT MORE MEN



SELL MORE KIRBYS



IN THE CROSSROADS OF AMERICA

WAUKESHA, WISCONSIN

KAYE BOLDON, Distributor

February was a super month with 224 sales. Listed below are the statistics and B.M.I.B.'s for our top people:

DICK GENTHE - 46 sales (8MIB)
 MIKE FRIEDMAN - 40 sales (8MIB)
 BOB COSTANZO - 27 sales (8MIB)
 AL HIRSCHBEIN - 18 sales (8MIB)
 TEDDY SAPIDA - 12 sales (8MIB)

I want to congratulate the above people for doing outstanding jobs the month of February. Also standing out were new dealer OSCAR SANCHEZ (10 sales, 10 days), GRANT PETERSEN (16 sales), KEN TUGGLE (10 sales), JOHN KELLER (11 sales), DAN AUSMAN (31 office sales), and General Manager ED BLUMBERG with 90 inside sales. We definitely have the momentum for a B.M.I.B. in March, so "away we go". See you all at The Abbey.

Kaye



New dealers just recruiting [l to r] Terry Lindgren, Dean Schneider and Dave Bowman.



New dealers with \$100.00 bonus checks [l to r] Dale Pluskota and Dave Schmitz.



John Keller [r] with "Buddy".



Top Office in February—Mike Friedman [l] Top Dealer in February—Dick Genthe.



Recent contest winners [l to r] John Keller, Dick Genthe, Ken Tuggle with Gen. Mgr. Ed Blumberg [r].

RECRUIT MORE MEN



SELL MORE KIRBYS



IN THE CROSSROADS OF AMERICA

WAUKESHA, WISCONSIN

KAYE BOLDON, Distributor (Continued)



Teddy Sapida, top dealer out of Ed Blumberg's branch office, just promoted to Crew Leader Feb. 1st.



Gen. Mgr. Ed Blumberg with his new "Blazer", 85 sales for his branches for February.



Conducting morning sales meeting, Branch Mgr. Bob Costanzo.



Al Hirschbein—Super 18 sales for February and earned his 5-Star Pin. Al works out of A.D. Mike Friedman's office.



Office solicitors "hard" at work—Peggy Neilow and Kathy Penning.



Telephone solicitor, Sue Diamond, doing her "thing".



[l to r] Wayne Leverenz, Bob Costanzo and Dan Ausman totaled 64 sales for Feb.

RECRUIT MORE MEN



SELL MORE KIRBYS



IN THE CROSSROADS OF AMERICA EAU CLAIRE, WISCONSIN

ARVEL TEGELS, Distributor

We're ecstatic in Eau Claire!!! **ROBERT NOTTE** for helping us kick off the Fantastic Add-Van-Tage Campaign. This campaign has brought about the electrification of our crew.

CONGRATULATIONS to our new Area Distributors, **BEN HAWKE** and **VERN ALBRECHT**. "VERN's out-done himself". His lightning has struck his men and thundered out 42 sales this month. Due to his BOOMING success, VERN is opening another office as of March. He is going to generate an electrical storm that will make the lights flash on his growing crew. What's it like to be a MILLION DOLLAR KIRBY MAN, VERN??? Even though BEN was down with the flu for a couple of weeks, he still managed to open this new office with a BOOM!!! He has recruited two new men which will be ready to strike as of March.

"FLASH"!!!!!! Our two top dealers **GENE ALBRECHT** and **DALE DURAND** stormed their way through February with a Bang!!! Both men were electrified to hit their best month ever. Even though GENE is planning on streaking through March, we hear some rumors that he is really going to have some competition in March. How about that, **DON** and **MIKE**??? **DALE** is the "Kirby Minuteman of Hudson" and we are sure that he will not be out-done by any of the racket in Eau Claire and Mondovi.

ANDY MOY has received his first ADDP award and is looking forward to a flashing success. And by flashing we don't mean down the highway, **ANDY**!!!

"We'll recruit, train and sell with a flare!" The Kirby electricity is exploding in Eau Claire.



Divisional Supervisor Robert Notte [r] showing Ben Hawke how to sign life into Kirby by starting his Area Distributor program.

RECRUIT MORE MEN



SELL MORE KIRBYS



IN THE CROSSROADS OF AMERICA EAU CLAIRE, WISCONSIN ARVEL TEGELS, Distributor, Cont.



Robert Notte [r] assisting Vern Albrecht in his first GIANT step in Kirby, while signing his A.D. papers.



Andy [Flash] Moy [r] starting his career with his first ADDP Certificate.



Eau Claire getting ready to strike.

OAK PARK, ILLINOIS

WILL HART, Distributor

ADRIAN and his lovely wife and my lovely wife and I took a nice two-week vacation cruise to Mexico. We rested and so did the sales around here. I'm all rested up and ready to roll with some positive work.

DEBBIE STRONG is now **DEBBIE JAMES** and she brought her new husband in as a Buddy in the Kirby business. She is tired of phone soliciting inside and wants to get back to selling tons of Kirbys. Congratulations to **STAN** and **DEBBIE JAMES**.

STEVE ZEPPELLO is getting married soon also and will be selling a ton of Kirbys. **HARSHAD SHAH** and **SUSI ASSAR** are beating the bushes hard and heavy and have promised at least 20 this month. **HANK** had a little bad luck, but being an old Pro, he'll put it all together. I've got to get **REG** to a new car dealer, although he and **KEITH** are working hard out of one car.

See you at The Abbey!



That's a big 10-4 good Buddy. Adrian and Reg win a C.B. in our poker game session.

RECRUIT MORE MEN



SELL MORE KIRBYS

**Kirby
Classic****IN THE CROSSROADS OF AMERICA****MADISON, WISCONSIN****RICHARD YOUNG, Distributor**

February was another great month for the Kirby Company of Madison and our sales force is growing fast and furious. We're training another class of Great Lakes's Tigers who are clawing at the Kirby opportunity already and are not even fully trained. All of our Field Counselors: STEVE HERBECK, JIM WEST, BRIAN HASHOK and JEFF BERGETH have been looking forward to nice weather and claim it's all they need to get the sales booming.

We would like to thank all our dealers in Madison: CRAIG SMITH, LEE KIRCHNER, PETER SIMONSON, GARY PEETZ, TIM RUTHERFORD, CHERI LANIER, DAN KEMP, KEVIN ALLRED, BEN LOFGREN, GINGER LOFGREN, DON FINUP, WAYNE WHITEHEAD, JACK FOIST, RANDY ALLSAGE, DENNIS WILLIAMS, TIM EHLERS and TIM BERG for making February another great month.

Branch GENE JUUL will be doing better than normal from now on with help from new dealers JEFF STOLL, CRAIG STOLL and MARK BRUNIG, who will be out working next month. GENE claims these dealers have even motivated him.

SKIP STOCKWELL did an outstanding job his first full month in his office with help from his dealers CHARLES BEACH and BARRY KEINERT. He promises even greater things from now on.

Area Distributor ROGER JEWELL is always doing a fine job with help from new dealers ARLENE UTLEY and JEAN KEISER and LUTIER JOHNSON. ROGER claims "You ain't seen nothin' yet."

Area WAYNE LASEK is getting things together in Rockford with help from BILL CIPPOLA. WAYNE says he will be ready to go starting the first of the month - if anyone can - WAYNE can.

Area JOE SHERMAN is steadily going up in sales each month, with the support of his new dealers. JOE says there is more room at the top and that's where you will find him in the near future.



Ben Lofgran with gifts he won on his count-down week-end. Ben had 4 sales the first week-end and received a screwdriver set, slow cooker, crystal decanter set and CB radio. A job well done!



Both Tim Rutherford and Jeff Bergeth won these pictures for their production in February. A great job from two great guys.

See Everyone at The Abbey!
Kirby Company of Madison

HIRE MORE MEN**Kirby
Classic****SELL MORE KIRBYS****Kirby
Classic****IN THE CROSSROADS OF AMERICA****MADISON, WISCONSIN****RICHARD YOUNG Distributor (Continued)**

Dennis Hallstrom, all wrapped up in his deal with his latest trade-in. We're looking forward to working with Dennis, who is finding his place in Kirby. Another good Kirby man trained by Joe Sherman.



Mark Hodge, back with us again on a full-time basis, brought in a brand new Lux trade. How about that for his first deal back in Kirby. Mark was brought back into the Kirby business by Joe Sherman. Watch him, he will be going places in Kirby.



Here is Norma Jean Sherman. Norma Jean is the auditor and controller of Kirby Sales & Service of Freeport, Ill. Norma Jean is a college graduate of So. Dakota University, holds a master's degree in accounting and is a certified accountant.



Joe Sherman's Kirby office in Freeport, Ill., located at 14 S. Chicago. Joe Sherman has been in the Kirby business since 1948. The people of Freeport and area have learned to rely on him for servicing their Kirby's.



Dennis Barrett, shown here with another deal. He is doing a terrific job. Dennis was trained by Joe Sherman and Dennis will prove himself in months ahead of being a top dealer, of Mr. Young's territory. Dennis is going to go a long way in Kirby. We're looking forward to Dennis's becoming a Distributor in the near future.

RECRUIT MORE MEN**Kirby
Classic****SELL MORE KIRBYS**

**Kirby
Classic**

IN THE CROSSROADS OF AMERICA MILWAUKEE, WISCONSIN

RON WEAR, Distributor

Spring is finally here and with the new season brings new Kirby sales and new dealers to the Milwaukee office.

Five new men the first week of contracting are MIKE, DAVE, RICK, RANDY and JOHN. This will be the first of many salesmen to show people that it pays to own a Kirby.

The older dealers doing a super job are JIM, HENRY, JOANN, MATT, DIANE, MIKE, BRIAN, ART and GUS. Office help include DARLENE, PENNY, KATHY and DONNA. With the help of these fine people and the new salesmen that I will be adding to the office, The Kirby Distributing Company will once again be on top.

We will do it because we have the motto of - "YA GOTTA WANNA"

Ron Wear



Dist. Ron Wear awards Joann Quirke a tape recorder.



The starting of a Super new Kirby crew of Kirby Pros in Milwaukee.



Mike keeps those Kirbys running great.



New man, Dave Emmerick, with 2 big sales.

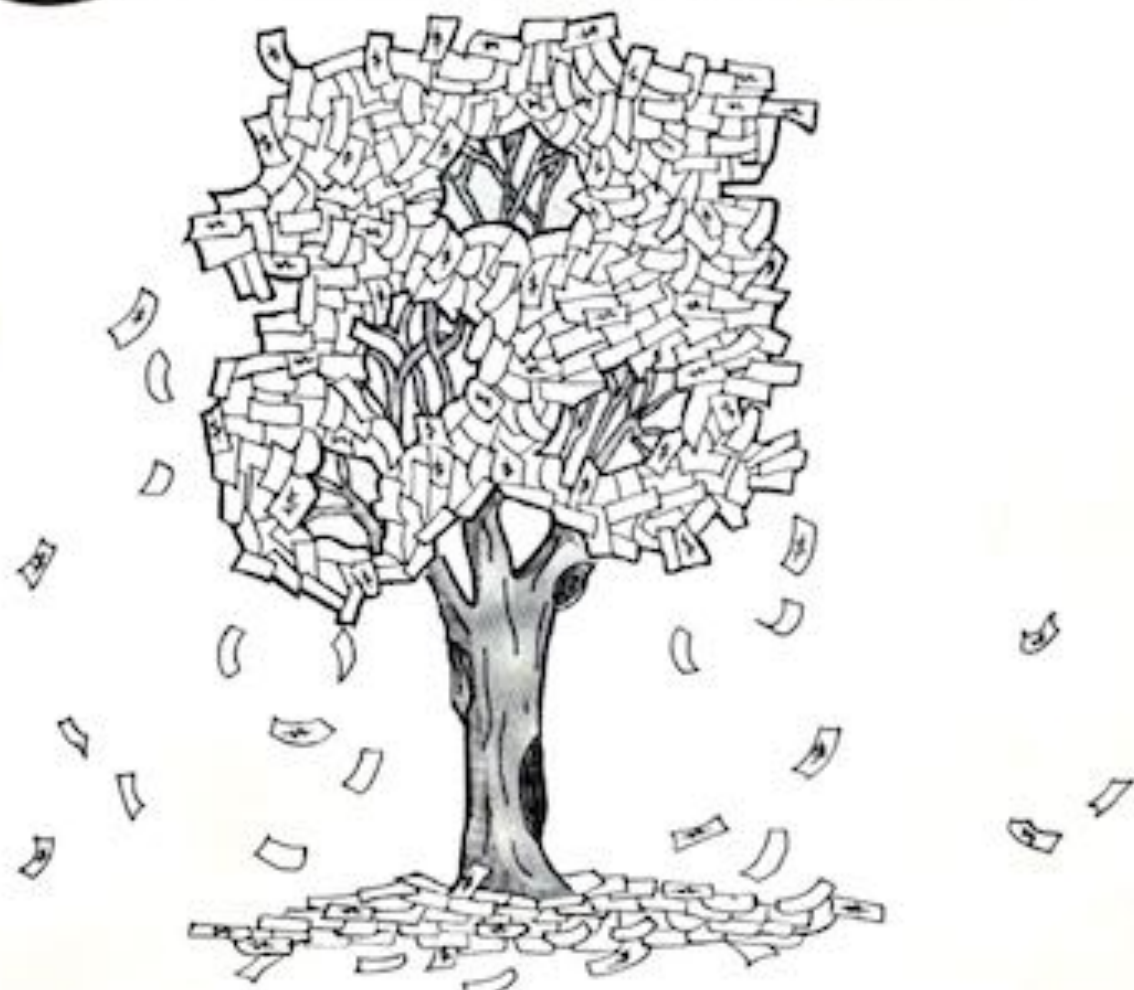
RECRUIT MORE MEN

**Kirby
Classic**

SELL MORE KIRBYS

**Kirby
Classic**

IN THE CROSSROADS OF AMERICA



**THIS TREE CAN BE YOURS FOR
60 DEMOS PER MONTH!**

HIRE MORE MEN

**Kirby
Classic**

SELL MORE KIRBYS

ATTACHMENT SALES



DICK GENTHE-Waukesha, Wis.



BOB WILLIAMS-Lafayette, Ind.



DANNY SEVERS-Freeport, Ill.



CAROL DAVIDSON-Waukegan, Ill.



RANDY MASTERSON-Mendota, Ill.



FRANK PITTS-Waukegan, Ill.

ATTACHMENT SALES = PLUS PROFITS !!