



Robert Notte  
Divisional Supervisor

Divisional  
Assistants

Joe Catrone,  
Sid Baumann and Dick Ventura

Esther Tessmer  
Editor

## TOP IN MARCH

TOP DISTRIBUTOR



HERB KESLER - Appleton, Wis.

TOP DEALER IN  
ATTACHMENT SALES



LARRY VEZINA - Superior, Wis.

TOP AREA DISTRIBUTOR



STEVE GRIFFITH - Sterling, Ill.

DEALER OF THE MONTH



LARRY VEZINA - Superior, Wis.

OUTSTANDING NEW DEALER



DAVE FUQUA - Highland, Ind.

TOP PART-TIME DEALER



ROBERT HALL - Crystal Lake, Ill.

HONORABLE MENTION



JOE LENNARTZ - Rockford, Ill.





# IN THE CROSSROADS OF AMERICA

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## TOP TEN DISTRIBUTORS BY VOLUME YEAR TO DATE

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1. Appleton, Wisconsin	Herb Kesler
2. Madison, Wisconsin	Dick Young
3. Green Bay, Wisconsin	Ken Jensen
4. Rockford, Illinois	Tom Lokken
5. Waunatona, Wisconsin	Dale Michael
6. Waukesha, Wisconsin	Kaye Boldon
7. Waukegan, Illinois	Hugh Young
8. Eau Claire, Wisconsin	Arvel Tegels
9. Superior, Wisconsin	Clint Nelson
10. Chicago, Illinois	Bob Betts

## TOP PERCENTAGE INCREASE YEAR TO DATE

Arvel Tegels	Eau Claire, Wis.	50
Al Potter	Michigan City, Ind.	50
Dale Michael	Greenfield, Wis.	27
Tom Lokken	Rockford, Ill.	24
Larry Edmonds	Chicago Hts., Ill.	23
Bob Betts	Milwaukee, Wis.	17

## TOP TEN SFR DISTRIBUTORS

Clint Nelson	Superior, Wis.	294
Butch Johnson		329
Ken Jensen	Green Bay, Wis.	393
Chuck Pierson	Schofield, Wis.	451
Kaye Boldon	Waukesha, Wis.	683
Herb Kesler	Appleton, Wis.	763
Jerry Altenbury	West Allis, Wis.	830
Al Potter	Michigan City, Ind.	884
Arvel Tegels	Eau Claire, Wis.	981
Dale Michael		996

MEET THE

CHAMPS



"EXTRA EFFORT MAKES THE DIFFERENCE."



# IN THE CROSSROADS OF AMERICA

## TOP SIX AREA DISTRIBUTORS



STEVE GRIFFITH - Sterling, Illinois



DON BYRD - Janesville, Wisconsin



BOB PANKOW - Knox, Indiana



WALTER STOCKWELL - Loves Park, Illinois



ROGER GRONKE - DePere, Wisconsin



LOUIE BERNA - Wis. Rapids, Wisconsin

# Congratulations to a Group of Champions



TOP TEN  
DISTRIBUTORS BY SALES

( MARCH )

1. Appleton, Wisconsin	Herb Kesler
2. Madison, Wisconsin	Dick Young
3. Green Bay, Wisconsin	Ken Jensen
4. Waukesha, Wisconsin	Kaye Boldon
5. Eau Claire, Wisconsin	Arvel Tegels
6. Rockford, Illinois	Tom Lokken
7. Milwaukee, Wisconsin	Ron Wear
8. Schofield, Wisconsin	Butch Johnson
9. Superior, Wisconsin	Clint Nelson
10. West Allis, Wisconsin	Jerry Altenburg

TOP TEN  
DISTRIBUTORS BY PURCHASES  
OF ATTACHMENTS YEAR TO DATE60KA - 20 M/H - 20 HB -  
20 RR - 10 M/W

Points

DISTRIBUTORS		Points
Don Shekles	Racine, Wis.	120.0
Tom Lokken	Rockford, Ill.	113.7
Bob Lee	Oconomowoc, Wis.	98.0
Joe Piazza	Highland, Ind.	95.7
Clint Nelson	Superior, Wis.	95.1
Dick Young	Madison, Wis.	94.2
Mickey McClay	Chicago, Ill.	92.7
Ken Jensen	Green Bay, Wis.	92.3
Ron Wear	Milwaukee, Wis.	92.0
Will Hart	Oak Park, Ill.	90.8

ATTACHMENT  
SALES

## PROMOTIONS

Gerald Cook	Wauwatosa, Wis.	Area Distributor
Roland Hermandson	Rockford, Ill.	Field Counselor
Gary Hagen	Knox, Ind.	Field Counselor
Ron Suchalla	Waukesha - Mil. Br.	Crew Manager
John Dermody	Waukesha - Mil. Br.	Crew Manager
Dave Simmons	Aurora, Ill.	Branch Manager
Steve Rosik	Green Bay, Wis.	General Manager
Ole Hagen	Knox, Ind.	Sales Manager

KIRBY LEADS THE WAY!

## TOP TWELVE DEALERS



LARRY VEZINA - Superior, Wisconsin



LEONARD KNABLE - Madison



BOB BUSIEL - Chicago, Illinois



BOB WOJCIECHOWSKI - Milwaukee



MIKE RAMKER - Schofield, Wis



RUSS GROVES - Oak Park, Illinois



DAN AUSMAN - West Allis, Wisconsin



BILL SCHOOLEY - Waukesha, Wis



STANLEY BLICHARZ - Madison



ALLEN ATWOOD - Milwaukee, Wis.



BEN HAWKE - Madison, Wisconsin



GORDON LARSEN - Schofield, Wis



# IN THE CROSSROADS OF AMERICA

## TOP DEALER SALES

Larry Vezina	Superior, Wis.	24	Floyd DeBruin	Appleton, Wis.	11
Leonard Knable	Madison, Wis.	22	Ron Suski	Green Bay, Wis.	12
Bob Busiel	Chicago, Ill.	22	Mike Eckley	LaCrosse, Wis.	12
Bob Wojciechowski	Milwaukee, Wis.	17	Dorsey Snyder	Sterling, Ill.	12
Mike Ramker	Schofield, Wis.	17	Jack Quinlan	Waukesha, Wis.	12
Russ Groves	Oak Park, Ill.	16	Wally Yokom	West Allis, Wis.	12
Dan Ausman	West Allis, Wis.	16	John Jorgenson	Elmhurst, Ill.	11
Bill Schooley	Waukesha, Wis.	16	Dave Fuqua	Highland, Ind.	11
Stanley Bicharz	Madison, Wis.	16	Ron Suchalla	Waukesha, Wis.	11
Allen Atwood	Milwaukee, Wis.	15	Don LaCombe	Green Bay, Wis.	11
Ben Hawke	Madison, Wis.	15	Robert Hall	collectingdust.com	11
Gordon Larsen	Schofield, Wis.	15	Chris Dalbec	Schofield, Wis.	11
Mike Kosh	Elmhurst, Ill.	14	Ed DeBoer	Crystal Lake, Ill.	11
Bill Courtney	Wauwatosa, Wis.	13	Bob Peck	Loves Park, Ill.	10
Roger Szarkowitz	Schofield, Wis.	13	John Dermody	Waukesha, Wis.	10
Gary Schroeder	Janesville, Wis.	13	Jeff Bergeth	Aurora, Ill.	10
Ron Peterson	Janesville, Wis.	13	Gerald Cook	Schofield, Wis.	10
Eugene Jaul	Madison, Wis.	13	Bill Hackett	Wauwatosa, Wis.	10
Craig Wenner	Green Bay, Wis.	13	Bob Wright	Algoma, Wis.	10
Norb Meyerden	Crystal Lake, Ill.	13		Madison, Wis.	10

## FIVE STAR PINS

Dick Genthe	Waukesha, Wis.	5 Star Pin
Larry Vezina	Superior, Wis.	3rd leg
Russ Groves	Oak Park, Ill.	2nd leg

## TEN PINS

Roger Szarkowitz	Schofield, Wis.
Harold (Butch) Hall	Oconomowoc, Wis.
Craig Wenner	Green Bay, Wis.
Ole Hagen	Knos, Indiana
Dave Fuqua	Highland, Indiana
Chris Lobos	Superior, Wis.
Ron Suchalla	Waukesha, Wis.
John Dermody	Waukesha, Wis.

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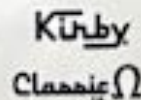
# IN THE CROSSROADS OF AMERICA

## SALES AWARDS

Allen Atwood	Milwaukee, Wis.	1 complete Kirby w/accessories, watch, pen & pencil, \$10 gas, \$75 clothes, dinner, leisure suit
Allen Freibert	Milwaukee, Wis.	gas
John Ellis	Milwaukee, Wis.	gas
Roger Szarkowitz	Schofield, Wis.	shirt, tie, \$46 money board
Wayne Draeger	Schofield, Wis.	shirt, tie, \$43 money board
Jeff Bergeth	Schofield, Wis.	\$116 money board
Larry Teuge	Schofield, Wis.	\$42 money board
Chris Dalbec	Schofield, Wis.	\$100 money board
Charles Sanders	Schofield, Wis.	\$12 money board
Mike Ramker	Schofield, Wis.	Steak Dinner
Gordon Larsen	Schofield, Wis.	Steak Dinner
Jim McKee	Oconomowoc, Wis.	35 gal. gas, RR
Harold (Butch) Hall	Oconomowoc, Wis.	20 gal. gas, PP
Scott Dentlaff	Watertown, Wis.	10 gal. gas
Dan Ausman	West Allis, Wis.	Shoes
Dale Coleman	West Allis, Wis.	Leisure suit
Gwynn Ellis	Green Bay, Wis.	50 gal. gas
Bob Busiel	Green Bay, Wis.	gas, \$100 bonus, gas
Craig Wenner	Green Bay, Wis.	Cash
Doug Vercauteren	Green Bay, Wis.	Cash
Noem Miller	Green Bay, Wis.	RR
Russ Groves	Oak Park, Ill.	1 Kirby upright
Adrian Cottle	Oak Park, Ill.	Kirby Ski jacket
Dave Fuqua	Highland, Ind.	100 gal. gas, \$1000 bonus, corn popper
Tim Dann	Highland, Ind.	Mixer, crock pot, Black Angus oven
Dave Sammons	Aurora, Ill.	1 pc. slacks, watch
Jim Coats	Aurora, Ill.	Cash
Richard Palonka	Aurora, Ill.	Cash, watch, champagne
Sally Jeffrus	Lafayette, Ind.	Camera, necklace, \$30
Cody Michaels	Lafayette, Ind.	Camera
Bob Wojciechowski	Milwaukee, Wis.	Shoes
Larry Vezina	Superior, Wis.	24+ ring, 5-in-a-day trophy
Chris Lobos	Superior, Wis.	\$100 bonus, motorcycle
Jack Quinlan	Waukesha, Wis.	RR
John Dermody	Waukesha, Wis.	RR
Ron Suchalla	Waukesha, Wis.	MH, MW
Russ Koth	Waukesha, Wis.	HB
John Zawodny III	Elmhurst, Ill.	Hair dryer
John Jorgenson	Elmhurst, Ill.	Cadillac Eldorado for 1 week
Mike Kosh	Elmhurst, Ill.	Digital watch
Louie Berna	Wis, Rapids, Wis.	Dealer of the Month trophy
Jerry Lund	Rockford, Ill.	Kirby jacket
Fred Bull	Rockford, Ill.	25 gal. gas
Gary Trippitt	Rockford, Ill.	25 gal. gas, sports coat
Terry Chesak	Rockford, Ill.	Gal. of Scotch
Bob Peck	Loves Park, Ill.	Dealer of the Month

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# Opportunity is happening NOW in Kirby!



## BUILD WITH THE BASICS





# IN THE CROSSROADS OF AMERICA

MICHIGAN CITY, INDIANA

AL POTTER, Distributor

## B.M.I.B.

Hello from Michigan City!

I want to thank BOB and LINDA PANKOW for doing a fantastic job their first month as an Area Distributor in Knox, Ind. BOB is a Kirby Pro and keep watching for his name to show up in all the magazines, because we are rolling. The Michigan City office is just about all remodeled and we are on a hiring program to obtain all the people we can, and get them to making all those Kirby \$\$\$\$.  
See you all at Pleasant Run

Area Distributor No. 1 - BOB PANKOW

Things Look Great!!

We have been hiring and training every day. Sold 25 Kirbys in March and we are shooting for at least 40 in April. OLE HAGEN was promoted to Sales Manager. GARY HAGEN was promoted to Field Counselor.



Happy Kirby crew of Knox, Indiana. (l to r) Toni and Ole Hagen, Gary and Donna Hagen, Bob and Linda Pankow



Dist. Al Potter (l) with Bob and Linda Pankow signing his Area Distributor papers.



Ole Hagen (r) receiving his 10-Pin from Bob Pankow.



Bob Pankow with 2 new men who are ready to go to work. (l to r) Wayne Landry, Rick Baber and Bob Pankow.



Pat Kinner, phone girl, making all those important appointments.

### A GOOD PLACE TO FIND A HELPING HAND IS AT THE END OF YOUR ARM



# IN THE CROSSROADS OF AMERICA

MICHIGAN CITY, INDIANA

AL POTTER, Distributor (cont.)



Kirby Banquet, March 29, 1975. Eating all those steaks.



Kirby Banquet - March 29, 1975.

ELMHURST, ILLINOIS  
JIM MOLLOY, DISTRIBUTOR

## B.M.I.B.

Well, Kirby of Elmhurst hit another B.M.I.B. in the month of March. MIKE KUSH led the office in sales followed closely by JOHN JORGENSEN, DAVE CASTOR and MIKE OLEJNICZAK also did their share in helping this office attain our Best Month In Business. We would like to extend a warm welcome to the newest member of our team, TOM DOWNER, who sold four out of his first eight demos.

Everyone here is excited about Vegas and really determined to be on that plane. The month of April should be another B.M.I.B.



Tom Downer sold four out of his first eight demos.



John Jorgensen won the Cadillac for a week and let Mike Kush beat him for salesman of the month.



John Zavodny III, continuing to use his magnetic personality to sell KIRBYS.





# IN THE CROSSROADS OF AMERICA

ELMHURST, ILLINOIS  
JIM MOLLOY, DISTRIBUTOR  
CONTINUED



Mike Kush (r) receiving Salesman of the Month award for March from Div. Supervisor Bob Nette.



Leslie Pietruszewski, James Stone, Jeff Monroe, Patrick Timms and Richard Rossi, learning how to display the new Omega.



Mike Kush (l) with Div. Supervisor Bob Nette and awards - 300 Dollar Club, 3-in-a-day and Salesman of the Month for March.



Div. Supervisor Bob Nette (r) presenting Salesman of the Month award for February to John Jorgensen.



Div. Supervisor Bob Nette presenting John Zovoday III with his 10-Pin.



John Jorgensen - Top attachment sales, 300 Dollar Club, Salesman of the Month trophy.

**Men and Women get SALES!**  
So get men and women through  
**THE BUDDY SPONSOR PROGRAM**  
Start looking today



# IN THE CROSSROADS OF AMERICA

**SUPERIOR, WISCONSIN**  
CLINT NELSON, DISTRIBUTOR

**B.M.I.B.**

We may not be tigers - more like Superior Alley Cats, to live in this climate. Even with the near like blizzard conditions we were able to come up with our most fantastic month in business.

LARRY VEZINA led the office with 24 sales; with 5 sales in 1 day, the last day of the month.

CHRIS LOBOS (our woman's libber) won a T.V. set for selling the most Kirbys in one week and also \$100 for selling 3 in one day. CHRIS also won the big grand prize for the month which was a Suzuki 1000 motorcycle.

CLINT NELSON and DICK HATTON took a well deserved one week vacation to tour a few Kirby offices.

LYNDY RITTER, number 1 telephone girl in Kirbyland, Wisconsin, set at least 1 sale a day for the month.

DICK HATTON hired LARRY VEZINA (full time), 24 sales first month, and BILL LIBERTY (part time), bringing in a few deals. DICK also is training 2 more men - LARRY MCTAVISH and KENNY GUNDERSON.

Our Motto - People who never do more than they get paid for never get paid for more than they do.

Thought for the day: If you like animals, you'll like our salesmen.



Chris Lobos winning the motorcycle drawing.



Lyndy Ritter, our telephone girl.



Our Big Boss, Clint Nelson, a man of SUCCESS!



Dick Hatton with his Kirby Classic trade-in for the month.



Dick Hatton, our Sales Manager, with 6 Consecutive B.M.I.B.'s.



Larry Vezina, 24 sales, with a 5 sales in one day trophy.





## IN THE CROSSROADS OF AMERICA

### OAK PARK, ILLINOIS

WILL HART, DISTRIBUTOR

We are building with bricks. ADRIAN has interviewed and recruited some fantastic people such as, GENE ROWAN, NICK DEMAO, BEN GARZA, RALPH MORGAN III, RICHARD KASPUSKI, JOHN DENICOLA, JOE GRIFFIN, DICK ROOS, JAMES FOLAMI. RUSS brought a customer in as a buddy, ROOSEVELT SAIN, Jr., who has sold 2 Kirby's his first week. RUSS GROVES led the sales with 16 in March. RUSS realizes he will have to sell in the 20's in April to hopefully stay on top. LOUISE wrote 2 cash deals the first 2 days of April. We have had about 8 cash deals this week. Lots of money out in the world and we're going to get our share.

The way to sell in a recession is to WORK, and that's what we will do. Right, Mr. NOTTE!



Adrian guarantees this group will go down in Kirby history as being the greatest ever heard of.



Adrian (L) takes Top Honors in February



Roosevelt Sain, Dick Roos and James Folami have already written business from this group

## CHICAGO, ILLINOIS

MICKEY McCLAY, Distributor

### HELLO FROM CHICAGO'S SOUTH SIDE:

Our Guys and Gals are all excited about Las Vegas and now to the man to make the trip! Things are starting to happen here and the reason is TONY KRATON. TONY has a five man crew, all making sales and placing a crew of at least 15 by June. GEORGE TEVERBAUGH is back from the hospital and has his crew of FRANK JUDON and RUSSELL GAINES back in production. GEORGE says "TONY will never beat me". So - we'll see.

On bids to BILL CAMERON, who is back in action and really looks like he means business this time.

Regards,  
MICKEY



## IN THE CROSSROADS OF AMERICA

### LAFAYETTE, INDIANA

RUSSEL HUNT, Distributor



Ted presents Charlie Parks with a pair of Kirby roller skates for being the best improved in training class. Congratulations, Charlie!



Joe Pross receives a bottle of Champagne from Ted for being the most improved in the training class.



Nancy Kestemeyer on the phone. Nancy's doing a fine job keeping the dealers booked up.



Sally Jeffries wins a lady's watch from Randy Cox for winning a weekend contest. Nice going, Sally!



Ted, showing some of the Kirby's fine points to one of our training classes.



Sally Jeffries received a camera from Randy Cox for winning one of our weekend contests.

Put on the demos -  
the sales will take care of themselves





IN THE CROSSROADS OF AMERICA

GREEN BAY, WISCONSIN

KEN JENSEN, Distributor

We did it again in March! This is the third year in a row that the month of March resulted in over 100 Sales. A BIG "THANK YOU" GOES OUT TO MR. SID BAUMANN for the many good ideas that he left us with. Now we must follow thru in April.

Our King of the Month was none other than "Old Pro", RON SUSKI. He ended up the month just barely edging out a new man, CRAIG WENNER. CRAIG actually sold 1 more KIRBY than RON, but RON beat him on ATTACHMENT sales.

We have 4 men here that have vowed 24 sales in April. In fact RON SUSKI and I have a little bet, one big creamy pie in the face for one of us. Good Luck, RON

Our Goal for April is 140 sales. All our "Old Pros" anticipate a big month of April. Back from Hawaii, and ready to sell is CAROL TREMBLE. She really liked Vegas last time and wants another try at those tables. NORM MILLER, DAVE DUFFEK, DON LaCOMBE, SAM RAMKER and AL GARDIPEE have started the month off in grand style. (VEGAS in their blood).

Our new KIRBY Dealers really helped boost our total in March and all hope to make even more KIRBY \$\$\$ in APRIL.

They are as follows, STEVE HATTON, MARTY BAUER, DON BROSIG, JERRY KABACINSKI, DAVE KIELER, RON PASOWICZ, R. G. STATHIAS, ROBERT TURNER, ED VANDENPLAS, DOUG VERCAUTEREN, JERRY WENTLAND and last but surely not least, our three new gals, GLADYS VANEREM, GWENN ELLIS and KATHY PINCHART. KATHY and GWENN are also setting appointments along with SAMMY.

I would like to announce the promotion of STEVE ROSIK to General Manager for Kirby of Green Bay.

Behind the scenes, but most valuable are our office help, BUCKY BURNS, JOYCE MILLER and my wife, FAY.

Remember we are in business for ourselves, but not by ourselves. Togetherness is needed in this business as much as on any championship sports team. TEAM, that's the Key Word. As a TEAM, we will reach the Top of this Division by the end of '75.

THANKS EVERYONE FOR THE GREAT MONTH OF MARCH!

See you at RHEASANT RUN!

As ever, KEN



Kirby Buddies are everywhere!

GET KIRBY BUDDIES! BE A LEADER!

Remember...

No one can help another without helping himself.



GREAT LAKES DIVISION 100% CLUB

DINING - DANCING - SHOPPING - ENTERTAINMENT - SWIMMING

Every Sale is a Credit

A FUNTASTIC AFFAIR!

Every Sale is a Credit

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



- 4 DAYS
- 3 NIGHTS
- GOLFING
- SWIMMING
- ENTERTAINMENT SHOWS

A FANTASTIC 4 DAYS AND 3 NIGHTS IN LAS VEGAS!

Every Great Lakes Division Dealer Can Win



APRIL 1, 1975 through JULY 31, 1975







CHAIRMAN HAMMINK'S

# Plot Your Course

Campaign

MARCH 1 - MAY 31, 1975



# 30

KIRBY DISTRIBUTORS  
AND THEIR SPOUSES

A TOTAL OF

# 50

KIRBY COUPLES



Every Sale  
is a  
Credit

# 20

MEMBERS  
OF WINNING  
ORGANIZATIONS  
AND THEIR  
SPOUSES

PLUS...

# WILL WIN!



# 8

DAY HOLIDAY OF HIGH ADVENTURE  
AND RELAXATION ON THE SPANISH MAIN.

Aboard The Luxury Cruise Liner



# CUNARD ADVENTURER

484 FEET LONG & 71 FEET WIDE - COMPLETELY AIR CONDITIONED & GYRO STABILIZED FOR SMOOTH SAILING



BE PAMPERED 24 HOURS A DAY IN FIRST CLASS LUXURY



ENJOY AN UNENDING VARIETY OF GOURMET DELIGHTS (6 TIMES A DAY!)



FABULOUS CABARET ENTERTAINMENT



ATTRACTIVELY LARGE SWIMMING POOL



SAUNA



CASINO



DUTY FREE SHOPS



CINEMA

SPECIAL  
EVENTS

Captain's Reception Dinner AND MUCH MORE!



Kirby  
Classic

IN THE CROSSROADS OF AMERICA

CRYSTAL LAKE, ILLINOIS

BOB KIMBLE, Distributor



Norb Mercedis after another fantastic day of merchandising Kirbys.



Distributor Bob Kimble and new dealer Troy Henry manning the booth at the Boat Show.



Keith and Troy eagerly awaiting another demo.



A. D. Kriz Blomeyer setting up another "lay-down".



Part of the Crystal Lake crew registering prospects at the "Home Improvement Show".

**GOOD LEADERS** inspire others with confidence in them;  
**GREAT LEADERS** inspire them with confidence in themselves.



APRIL - MAY - JUNE - JULY  
OCTOBER 2, 3, 4 & 5 - STARDUST HOTEL



**CONTEST RULES:**

STATION KIRBY DEALERS with 1000 points per month or maximum total of 4320 points for 4 months will qualify.  
KIRBY PART TIME DEALERS with 540 points per month or maximum total of 2160 points for 4 months will qualify.  
AREA DISTRIBUTORS with 2700 points per month or maximum total of 9000 points for 4 months will qualify.  
AREA DISTRIBUTORS CAN QUALIFY AS SENIOR DEALERS.  
NEW DEALERS coming on within 30 days of conclusion of contest also qualify with 1000 points.

KIRBY'S - 50 points  
ATTACHMENTS - 10 points  
MIRACLE HEADS - 20 points  
HANGAR BUTTERS - 20 points  
RUG RENOVATIONS - 20 points  
MIRACLE MAKERS - 10 points

Step Out And Be Recognized

Kirby  
Classic

Kirby  
Classic





## IN THE CROSSROADS OF AMERICA

SCHOFIELD, WISCONSIN  
**BUTCH JOHNSON, Distributor**

We are beginning to come alive in '75.

ROGER SZARKOWITZ led the group followed close by CHRIS DALBEC, JEFF BERGETH, LARRY TEIGE, WAYNE DRAEGER, STEVE DAVIS, CHARLES SANDERS and DALE NEGLAY.

We are building the foundation of a very fine Kirby Organization, we are proud of them all.

Our girls BEVERLY STREHLOW and MARY BROWN have done an outstanding job of keeping us in appointments. BEVERLY is a real gal Friday. This makes JOANN happy she can resume her title as Mr. JOHNSON's Sales Manager at home.

PEG NEGLAY keeps the office shining like a silver dollar, we are proud of her and our business.

If MOTHER NATURE cooperates with us we will see you at the top.



Neglay at work as usual.



A Good Kirby crew - (l to r) Mike Ward, Chris Dalbec, Dale Neglay, Dist. Butch, Roger Szarkowitz, Jeff Bergeth, Wayne Draeger and Larry Teige.



Roger Szarkowitz, high man for the month.



Jeff Bergeth with teacher.



Sales meeting at Kirby Company, Schofield North.



Roger S. receiving his 10 Pin from Dist. Butch Johnson.



## IN THE CROSSROADS OF AMERICA

MILWAUKEE, WISCONSIN  
**MEL GALL, Distributor**

What a wild deal March was - new man AL ATWOOD was roaring around here all month. For a while we thought he took over the joint - and what enthusiasm! Believe it or not, that's what he is after and his goal is set.

"Little" AL FRIEHHERR was introduced to us by "Big" AL. They may call FRIEHHERR little and he may be quiet, but still water runs deep. So far he has earned a complete Kirby unit for Big AL for sponsoring him.

Both these fellows are well on their way, thanks to the training and efforts of DENNIS DAVIS. DAN GALL has taken over the Service Dept. while NORM FABIAN is on leave of absence, but says he'll still sell Kirbys evenings because he wants to be with the rest of us in Las Vegas.

With JOHN TOOHEY back in the saddle, it should be interesting to see who wins the Spark Plug Award. I have a feeling there will be quite a gang representing this office.



Big Al Atwood receives his 10 Pin from Dist. Mel Gall (r), who has already ordered the stars to go with it, because Al's goal is the 5 Star Pin and more.



Linda, the gal that helped Al get the demos that helped him get the sales to win all the prizes and make all that money.



Dennis Davis (r) presenting Big Al with a couple of prizes (Watch and Cross pen set), which he earned. There were many more for the month.



Better late than never - Dan Gall gets the pin which he missed out on for not getting his quota in February. Notice how "The Old Man" (Dist. Mel Gall) seems to relish what he is doing.



Dan Gall, in a candid shot, behind the service counter and doing a good job.



Al Atwood on the left, shaking hands with his Buddy Al Frieher, who was responsible for the free Kirby complete which was given to him by Dist. Mel Gall.





## IN THE CROSSROADS OF AMERICA

### OCONOMOWOC, WIS.

**BOB LEE, Distributor**

Our first month as a Distributor has been fun and hectic.

I would like to thank everyone in our organization for the great job they did. We came in with forty and lots of attachments.

Congratulations to HAROLD (Butch) HALL for winning his 10 Pin. He is doing a fine job. He won himself a miracle brush and thirty-five gallons of gas for the month. (Plus some good checks).

I would like to give special thanks to JIM McKEE for his help in setting appointments. Thanks, JIM. Plus all the help he has given me, he still managed to come in with five personals. He also won himself a Rug Renovator and fifty gallons of gas.

SCOTT DETTLAFF is now a branch in Watertown, Wisconsin. . . . He is doing an excellent job running his own leads, setting his own appointments and selling. SCOTT predicts to come in with twenty sales during the month of April.

With all this help we expect to have a BMIB during the month of April.



Harold (Butch) Hall receiving trophy for 3-in-a-day from Dist. Bob Lee (l).



Jim McKee receiving Rug Renovator and check for 25 gallons of gas for one days work from Dist. Bob Lee.



Harold (Butch) Hall receiving 10 Pin from Dist. Bob Lee (l).



Scott Dettlaff receiving check for gas from Dist. Bob Lee.

**THE MAN WHO WAITS FOR HIS SHIP TO  
COME IN IS ALWAYS MISSING THE BOAT**



## IN THE CROSSROADS OF AMERICA

### WAUKESHA, WISCONSIN

**KAYE BOLDON, Distributor**

Congratulations to RON SUCHALLA and JOHN DERMODY for receiving their 10-Pins, and in both being promoted to Crew Managers in ED BLUMBERG'S Milwaukee Branch Office. They are both doing a fine job and totaled 21 sales between them for the month of March.

Welcome to the new dealers, RUSS KOTH, BOB TREET, GARY BARTLY, DAVID HAAS, RALPH HARTH, Jr., KEVIN JOHNSON, DEAN OKRENT and ARTHUR PIETENBRINK. ED BLUMBERG (Branch Manager) and HERB ROBINSON (Trainer) are doing an excellent job of hiring and training new people. Six of their new dealers sold 32 the month of March.

MIKE FRIEDMAN was the leader in sales for March with 18, followed by BILL SCHOOLEY, RON SUCHALLA, JOHN DERMODY, DICK GENTHE and part-timer EDITH KING.

We are all "SHOOTING" for a big month in April. See you all at Pheasant Run.

KAYE



Milwaukee Branch (l to r) Crew Manager - Ron Suchalla, Dealer - Bob Treet, Dealer - Gary Bartly and Crew Manager - John Dermody



John Dermody (l) and Ron Suchalla (r). Top Dealers out of Milwaukee branch of Waukesha. Recently promoted to Crew Managers.



Sales meeting. All new dealers all trained by Herb Robinson (far left) and managed by Ed Blumberg (not shown).



New Dealers, Milwaukee Branch (l to r) Russ Koth, Bob Treet and Gary Bartly. Total sales, 9 in 2 weeks.



Brand new dealers with trainer Herb Robinson (far right)



New Dealers: David Haas, Ralph Harth, Jr., Kevin Johnson, Dean Okrent and Arthur Pietenbrink.





## IN THE CROSSROADS OF AMERICA

### MILWAUKEE, WISCONSIN

RON WEAR, Distributor

Wow, did we come alive last month. With the help of DICK VENTURA and an all around effort from the "Ole Pro's", I know we're on the move again.

BOB "WOJO" led the group in total sales again. BOB had the thrill of his life when he got to throw the pie in the eyes of the other salesmen, as you'll see in the pictures. He also won the car for the THIRD time, and I know he intends to keep it up. Great Going, BOB.

PAUL MOODY, the no. 2 man in the organization this past month, says it will never happen again. PAUL lost a little selling time by helping DICK VENTURA, but from what he learned, he is going to be hard to beat in the future. JIM JOHNSON from Milwaukee is doing a super job hiring and training and working with the men in the field. JIM very graciously took the pie in the eye, but was heard to make the remark, "never again". With the knowledge and experience this man has, look out no. 1, here he comes.

RICK GAGO said if it's good enough for MOLLOY, it's good enough for me. But I think both will agree they're glad it's over. Glad to have you back, RICK. RICK sold 3 deals the first week back and couldn't lift the Kirby. Lordy help the person that lets him in when he starts feeling better. GARY GREIVELL, brand new man in the business, with 3 big sales his first weekend. Congratulations and keep up the good work.

GARY SCHULTZ, another new man with 3 super sales his first weekend. With this type of people we will be no. 1. Welcome aboard, GARY. BEN MALACARA - what a super dude he is. Four completes his first weekend out. Keep selling those "KARMBW's", that's what wins contests. TILLES JONES, the new repair man, is really ready now. Since he took over repairs he has sold more in 2 weeks part-time, than he did all month full-time. So keep on keeping on, T.J. "Keep those cards and letters coming in".

ED CYGAN, our new man in Lake Geneva is starting to get with the program. With all the people this man knows, look out Las Vegas, here comes the man with the plan. JIM JENNINGS, the young man with the V.W. As long as it doesn't snow, this tiger is really going to do a job. DAN MORGAN calls in on his C.B. radio to tell us the "lone cat" scratched up another sale. Keep that channel 7 open for another call.

JOHN KLAPPAUF is so ready he bought his wife "KITTY" a new car. This man is really positive and will make lots of Kirby \$\$\$\$. JIM HOEGER, the hillbilly with the H<sub>2</sub>O bed - keep trading in those Micro-wave ovens and making those wild deals. It makes life so much more interesting. "GO GO, JIM".

A real big thanks goes to all the help from the side lines, because we can't do it without you. Thanks DARLENE, GI GI, JUNE and LAURA.

The thing to remember, "Ya Gotta Wanna"

P.S. A real big welcome back to BRIAN and KATHY STAUFF.



## IN THE CROSSROADS OF AMERICA

### MILWAUKEE, WISCONSIN

RON WEAR, Distributor cont.



Super crew in Milwaukee. Johnson, Jennings, Greivell, "Wojo", Hoeger and Jones.



Gary Schultz (1) with three big sales over his first weekend. Paul, showing Gary how to win the car.



Paul Moody (1) giving John Klappauf his first check. "Welcome to the Kirby Company."



Tilles Jones gets pie in the eye from "Wojo."



Jim Johnson gets pie in the eye from "Wojo."



Jim Hoeger getting pie in eye from "Wojo."



Gary Greivell with three super deals after first weekend. What a super job!



Bob "Wojo" wins car for the third time. Go Go, "Wojo."



Rick Gago, back after a serious appendectomy and boy is he ready to go.





## IN THE CROSSROADS OF AMERICA

### APPLETON, WISCONSIN

HERB KESLER, Distributor

#### Appleton Office

The crew here in Appleton has been "up and at 'em" in the month of March. JIM is driving a new Vega as a result of his hard and profitable work. Now with the new wheels and excellent gas mileage, JIM will be able to make more demos, use less gas and as a result, make more money.

ROLF, ROY, MARILYN and STEVE are all looking forward to the 100% Club in Vegas. Talk about being "turned on"! Where else but in Kirby can you look forward to such great weekends plus make money doing it?

FLOYD is busy hiring and ROY is doing the training so with the great increase in manpower, Appleton Distributorship intends to lead the field in sales for the rest of 1975.

All offices associated with Kirby Co. of Appleton have been doing an excellent job in hiring, training and retaining manpower and the results show in our sales total for March. We wish all the new members of the organization well and continued success in the field of Kirby. There is only one way to go with determination, drive and desire and that way is UP!

AREA 4 led the way in hiring and AD JIM is doing an excellent job in opening doors of opportunity to new Kirby dealers. JIM knows how important it is to keep those new men enthused and selling Kirbys.

AREA 7 - Congratulations to LOUIE, AD. LOUIE was named Dealer of the Month and walked off with a beautiful trophy as well as a great big pat on the back from all the other dealers. LOUIE worked hard to get the trophy and the end result was a B.M.I.B. Of course that was not too hard to take along with the trophy. Success can be found in many ways!

AREA 1, led by AD BOB, has been doing a great job. Also Congratulations are due to BETTY and BOB on the arrival of a beautiful new daughter, a new Caprice Chevrolet and 24 sales.

AREA 6 has come in with it's usual super sales total. AD LES along with JEFF and PETE are working hard and the end result is that everyone is making money, which is the name of the game.

AREA 3 and Branch Manager, JERRY, are sure that next month they will lead all the offices in sales. JERRY is very determined and with the drive and desire he certainly may succeed. However the other offices will not sit back and let the challenge go unanswered. Right?



Jim Tellock, Office Manager Shirley Schick, Serviceman. Carole Black and Roy Glaska, all eating Jim's birthday cake.



Winners from contest J. Selwitschak, Rolf Hendrix, John Walker, Jeff Kocher, Marilyn Swick, Jim Tellock.



## IN THE CROSSROADS OF AMERICA

### APPLETON, WISCONSIN

HERB KESLER, Distributor (cont.)



A.D. Louie Betina, winning Top Salesman Trophy for month of March.



John Kowalski, Randy Konecni, Jim Paru, Jerry Paru, Ken Severi - real go-getters.



Distributor H. C. Kesler congratulating A. D. Jack Galmire on new Cherokee.



Top Dealer of the week, John Walker.



Jim Tellock showing off new Vega.



A.D. Jack Galmire in front of his new office.

# MAKE 60 DEMOS A MONTH A HABIT!





## IN THE CROSSROADS OF AMERICA ROCKFORD, ILLINOIS TOM LOKKEN, DISTRIBUTOR

### BEST MONTH IN ROCKFORD

At this time we would like to announce that the Rockford Crew WON the Pie in the face contest with Kirby of Elmhurst!! Also the only person from that office with enough Pump to come up and take his Pie was JOE CATRONE!! Of course MIKE KUSH and JIM MOLLOY have invited us to their banquet where they will get their's!! It was a fun contest and we hope that the Crew from Kirby of Elmhurst have learned that you DON'T fool with "THE BEST"!!

We would like to Welcome back ROLLY HERMANDSON, who has come back as a Field Counselor!!

Every Man in this office has decided to go to Vegas and one of them will be going to the Spanish Main!! Our Personnel Manager, CHET CYRUS, is busy hiring and training new men so we will be there!!

WALLY STOCKWELL in the Loves Park office has decided that his office will be the Top A.D. office in the division this month!! With good men like JOE LONERGAN, BOB PEEK and BOB GENZ, he can't miss!

JOE, ORIN, BRUCE, KEN, JERRY, GARY, TERRY, FRED, CHET and ROLLY have decided that this office will be NUMBER ONE in the division!! This group of men know how to do it!!

See everyone at Pheasant Run!!



Det. Tom Lokken presenting Terry Chisak (L) with the gallon of Scotch he won for being Top Dealer for one week. From what I hear, there isn't much left in that bottle now!



Joe Catrone (L) warning patiently at Chet Cyrus shows him the pie he is about to receive.



New men in LaSalle: John and Dick Evans



Gary Triplett with the \$ 100 sports coat that won him the new Sports Coat he is wearing.



Wally Stockwell presents Bob Peek (R) with Top Dealer Award for March.



## IN THE CROSSROADS OF AMERICA ROCKFORD, ILLINOIS TOM LOKKEN, DISTRIBUTOR cont.



Open wide, Joe!! Here comes the Bean and Mustard and Whip Cream Pie!! Compliments of Wally Stockwell!! You shouldn't fool with the big boys!!



Det. Tom Lokken proudly displays the trophy presented to him by Joe Catrone for winning the Pie in the Eye contest! You're right, it is only the back half of the horse.



Joe Lennartz, General Manager - 56 sales.



Another "Only Kirby could do—!" Marlene Lokken with her new Eldorado.

## HIGHLAND, INDIANA JOE PIAZZA, Distributor

Sales are looking up. March was a good month, but not good enough. April will be better.

We would like to welcome new man DAVE FUQUA, who in his first 14 days with Kirby sold 11 Kirbys. Also new part-time man, LEN SIUREK, who sold 3 out of 4 after starting late in the month. Also adding to our total for the month, TIM DUNN, JIM SZPANSKI, RAY KAUFMAN and PAUL KORAK. Your efforts are appreciated.

Let's push for those extra demos and those sales will follow. Good selling!



Det. Piazza (L) awarding Dave Fuqua his 10-Pin.



Tim Dunn (R) receiving prizes won in monthly contest from Det. Piazza.





## IN THE CROSSROADS OF AMERICA

### GREENFIELD, WISCONSIN

DALE MICHAEL, Distributor

The March winds blew here in Kirbyland and with the winds came a lot of changes at DALE MICHAEL'S office.

JERRY COOK was promoted to A.D. and took over the Wauswatosa office. One of his first official duties was to present the TEN PIN, earned in March, to his brother DUANE COOK. You will be hearing more of the COOK BROTHERS!

The main office moved to a new store on S. 76th Street in Greenfield, Wisconsin. It's a beautiful location in a shopping center and the place is so large that we will have room to train lots more Kirby men and women.

We plan to have many B.M.I.B.s there. And, we'll see you in LAS VEGAS!



Jerry Cook (l) presenting Duane with 10 - Pin.



Jerry Cook, signing his A.D. papers.

## AURORA, ILLINOIS

NICK GOLICH, Distributor

Greetings!

10 inches of SNOW.....this is SPRING!

Congratulations to DAVE SIMMONS on his promotion to Branch Manager in Lisle, Illinois. He had his office open 24 hours the first day, not by choice, but by SNOW. Good things do happen during a snowstorm as he set up appointments with other stranded merchants. DAVE has really proven himself a true Kirby Pro. We know he will succeed and we wish Kirby best, to him and his lovely wife, CHARLENE.

DALE SLAUGHTER is busy selling and learning the different phases of management. He will be a great asset to DAVE, right, DELL? ? ?

JIM COATS missed his stereo by just a few sales, but promises the next time it's offered, it's HIS. JIM is doing an outstanding job for us in our main office and is working towards his own branch office in the near future. Keep those deals rolling, JIM. . . . .

RICH PALUSKA is getting into the Kirby 'swing'. Determination is the keyword, so go get them, RICH. . . . .

Our gang is still sailing the "Kirby seas" with the "Plot Your Course" contest, so with increasing manpower we have our "sails" set.

Tomorrow Can Be Better Than Today. . . .

Good selling, Tigers. . . .

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



## IN THE CROSSROADS OF AMERICA

### MADISON, WISCONSIN

RICHARD YOUNG, Distributor

Hello from Madison! March was just like spring had sprung in everyone and turned spring fever into a Selling Fever. All our dealers are doing a fantastic job! Sales are going so good we have to keep hiring to help deliver those Kirbys so we would like to welcome new dealers BOB MAYO and BOB BLICHARZ into the Kirby Business. They were hired as buddies by RON WOLFE and STAN BLICHARZ. We would like to thank all our dealers in Madison for their efforts: BOB WRIGHT, TOM POWERS, RON WOLFE, JUDY KAVANAUGH, WAYNE LASEK, STAN BLICHARZ and LEE FITZNER and JACK KALSCHER. Thanks again!

Branch No. 1: BEN HAWKE

BEN definitely recuperated after last month because he sure sold Kirbys in March. He was trying to win the Cadillac for a week and in the process made enough Kirby \$\$ to buy one. But, he said he was going to drive it for a week first--so watch out for BEN in April.

Branch No. 2: GENE JUUL

GENE must have selling on his mind because he is selling like the GENE JUUL of yesteryear so there will be diamonds going on his 24+ Ring. Good job, GENE!

Branch No. 3: LEONARD KNABLE

Now that LEONARD is settled in his office he gave himself a goal for sales in March so he will have to sell like heck to have a B.M.I.B. in April in his new place of business.

Area No. 1: DON BYRD

Janesville had another fine month in March from those tigers of Janesville GARY SCHROEDER, RON PETERSON and LEO LANG. Great Job, Men!

Area No. 2: ROGER JEWELL

ROGER JEWELL keeps improving each month in sales. With this in mind we look for him to be receiving alot of trophies and awards at our next meeting in Madison.

P.S. STAN and NANCY had a baby Boy--ANTHONY JAMES on March 14, 1975 at 11:32 a.m. 7lb., 5 oz. 20 1/2 in. long.



The reason Leonard is smiling so much - he's receiving his extra bonus check for \$200.



Part of the Madison Organization.



Dist. Dick Young (l) presenting Ron Wolfe with his 10-Pin.



TOP SIX IN  
**ATTACHMENT  
SALES**



LARRY VEZINA - Superior, Wis.



MIKE RUSH - Elmhurst, Ill.



RUSS GROVES - Oak Park, Ill.



JOHN JORGENSEN - Elmhurst, Ill.



ALLEN ATWOOD - Milwaukee, Wis.



BILL COURTNEY - Wauwatosa, Wis.

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**ATTACHMENT SALES = PLUS PROFITS !!**