



Our Sales Department is shown in an informal pose at the annual sales conference in September. Left to right, they are: Marion Hutton, styling and design; Art Lavadge, advertising representative; C. P. Wirsching, vice-president in charge of sales; Bob Lewis, New York Office; Sid Muller, West Coast Representative; Ed Hall, Chicago Office; J. H. Millis, President; Frank Smith, High Point Office; John Idol, salesman; Francis White, New York Office; Goley Marellette, research and development; Percy Idol, salesman; John Merrick, Chicago Office; Frank Gordon, Kansas City, Missouri, salesman; Jim Manning, stylist; P. T. Houser, Dyersburg, Tennessee, salesman; Jim Jarvis, West Coast Representative; Tom Houser, Main office; L. B. Heilig, vice president.



CHARLES CULLEN

Charles Cullen of Charlotte gave our salesmen an EASY formula to follow in sales. Mr. Cullen, an executive of the Major Appliance Company, is a salesman and is in great demand as speaker to sales organizations. To sell successfully, Cullen pointed out, the representative must be Enthusiastic about his product. He must believe in the product as the best made for the price. He must be enthusiastic about the organization he represents and the people who make the product. Then a salesman must have Audacity, personal Audacity. No salesman can be a defeatist. He must have the courage and Audacity to carry through. A salesman must have Showmanship. Many products are sold on the basis of the showmanship put into the salesman's presentation. Finally, the salesman must put Youmanship in