

Volume Records Are Broken Again In Our Most Successful Founder's Month

BOB BENNETT IS THE TOP MAN

Again this year, August set another record high point in Vernon history. We received more Vernon orders for more Vernon volume than during any other Founder's Month in our history.

In past years we offered prizes as an incentive, and this year we again offered them for the top-notchers—Weatherman Barometers for the Top 58 and Bound Vernon "Mirrors" for the Top 135.

It took a lot of points to win those Top 58 prizes and quite a few for the bound volumes, but all of you men took the bit in your teeth and really did a selling job to commemorate our anniversary.

And each week during the month of August, you did just a little bit better indicating to us that the next 3 months, too, should be record breakers. The business is there if you go after it.

We are very proud of all of you and would like to thank you for making this our best Founder's Month to date.

The Winner

Top Man for the month of August, and Top Man in the contest was Bob Bennett of Minnesota. As you will recall, Bob came in with the biggest order of the month selling 60,000 Thin Man Tapes to a large nation-wide wholesaler.

And besides landing this big, big order, Bob wrote many other good orders. We would like to congratulate Bob for this stellar performance and know that in the years to come he will turn in consistently good volume.

As you know, the Top 135 men for the month of August were figured on the basis of Stairway Points accumulated during the month of August. All of the men that normally would have been in the Top



BOB BENNETT, MINNESOTA

Ten for the month turned in a remarkable amount of business.

We are going to note each of these Top Ten men and list a few of their best items. The rest of the Top 135 men we will list in the order that they placed.

THE REST OF THE TOP 10

Ted Parrish, Washington, is in second place. Ted concentrated almost wholly on Phone Book Covers during the month and needless to say it paid off for him with a terrific amount of business.

In third place is Verne Goodlaxson, Iowa. Verne had a very good month and is just getting into high gear for this booming fall season. Verne's best sellers were Gift items, Shorty Paring Knives and large Economy Phone Book Covers.

Jack Templeton, Penna., is in fourth place. As you will recall from a past issue of the "Mirror," Jack came in with a dandy order of 10,000 Special Mold Americana Silhouettes to help him achieve

this position. Jack also had several very nice Gift orders. Jack is a new man and this is his first time in the Top Ten.

Floyd Ashby, Oklahoma, is in fifth position with a very nice month. Floyd's best sellers were "PS" Signs, Gifts and Silhouette Calendars.

In sixth place is Bill Bryan, Indiana. Bill is another fellow that's starting to roll now. Bill has some of his best sales on GOYC, Switchplates and Mirrors.

Bob Cook, Kentucky, is in seventh place. Some of his better sales were on Big 60 Mirrors, Switchplates and Signs.

Dell Wood, Minnesota, is in eighth place getting some of his best volume on Phone Book Covers, Gifts and the Shorty Paring Knife.

In ninth place is Frank Sprague, New York. This is the first time he has ever been in the Top 10 and his best sellers were the Plastic Bound 12 Pocket Calendar, the Spach-A-Fork, the Weatherman Barometer and Silhouette Calendars.

Ted Briley, Oklahoma, is in tenth place. His best sellers were Decor Switchplates and Gifts.

All of these fellows are certainly to be congratulated for their outstanding achievement for the month of August. Each of the men listed above will receive suitably engraved Weatherman Barometers for their efforts and a bound volume of the 1959 "Vernon Mirrors."

Here are the rest of the 58 men who will receive Weatherman Barometers . . . one for each of the 58 years the Vernon Company has been supplying Idea Advertising to the world:

11. Fred Sage, Iowa
12. Jimmie Mauk, New York
13. Harold Hansen, Mont.