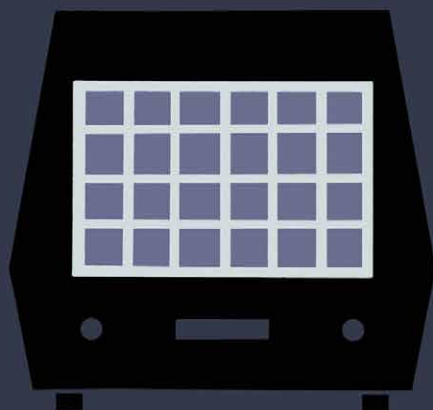
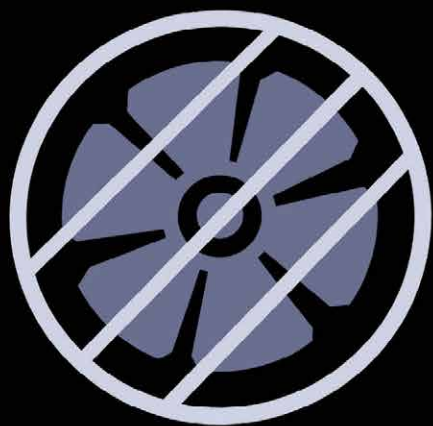
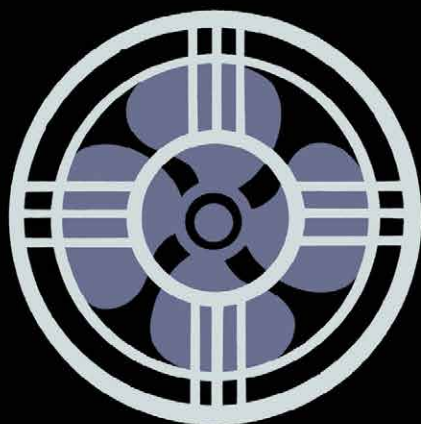
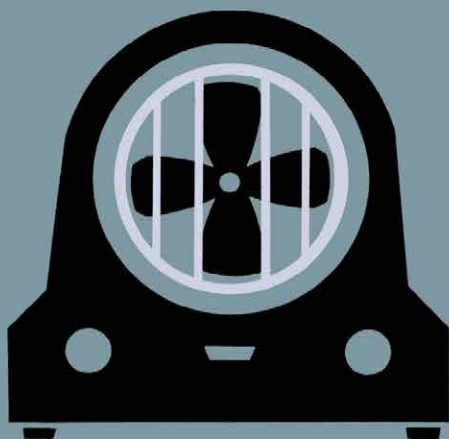
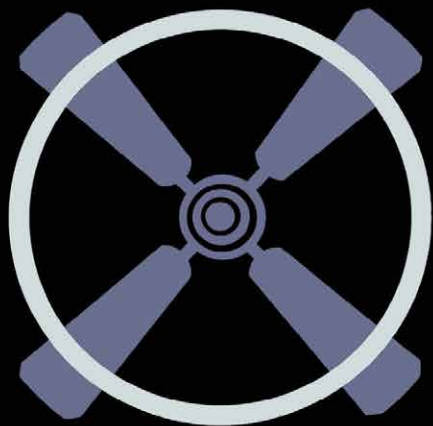
A stylized illustration of a brick building facade. The background is a dark grey brick pattern. In the upper center, there is a window with a dark frame and a small, light grey triangular shape inside. Below the window is a decorative horizontal band with a repeating V-shaped pattern. In the center, there is a large, light blue rectangular area containing the title 'CLYDE FANS' in white, bold, sans-serif capital letters. To the right of this area is a dark grey door with a small, light grey rectangular handle. Above the door is a small, light grey rectangular area containing the number '159'.

CLYDE FANS

159

A PICTURE • NOVEL BY SETH



EMoir 4-1516
 ...LOmbrd 0955
 .KENwd 9143
 LLoydbk 2778

war Curtains
 2.....Midwy
 9
 ...KENwood
 423Mayor
 Arquette 8681



**BLE
ORS**

**INSECTS
SERVICE
SUREANCE**

251

SSOCIATION

/
 dbrook 0733
 Kingdl 2215
 D
 Lmth 5-5251

Mhrst 1-2008
 OLivr 4041
 LTD

Alpha Manufacturing (Easter) Ltd Commercial
 Ventilating Equipment
 717Church.....Klingdl 5129
ARNOLDI MANUFACTURING
 1136Davenport....OLivr 1433
BEVERLY FANS
IMPERIAL ELECTRIC MOTORS Commercial,
 Industrial, Domestic
 785QueenW.....EMpir 8-3127

CLYDE FANS LTD.

159
QUEEN W.

MFRS.
DIST.

**24
HOUR
SERVICE**



**WE
RENT
FANS**

Keeps The Heat Away!

EXHAUST AND CIRCULATING FANS
 FOR OFFICE, FACTORIES, STORES
 HOUSES, BARNs, APARTMENTS, ETC.

EM5-9541

CORONET FANS



**INDUSTRIAL
COMMERCIAL**

RISEB
 Sloan H
 Sullivan
 Temple
 Vitafeed

F
W
GA
LIN
PLA
FEN
PR
PL5

FE
WI
CHA
FEN
L55

PEER J
 RISEB
 Sloan H
 Sullivan
 Temple
 Vitafeed



HOW WE GROW 'EM.



CLYDE FANS
COMPANY

159 QUEENS ST. WEST, TORONTO
PHONE: EM5-9541 24 HOUR SERVICE

CLYDE FANS

159 QUEENS STREET W.

TORONTO, ONTARIO

PHONE: EM5-9541

FOR OFFICES,
 FACTORIES, STORES,
 HOUSES, BARNs,
 APARTMENTS, ETC.

INSTALLATION
 AND SERVICE
 24 HOUR SERVICE

Last Month

1957

JANUARY

S.M.T.W.T.F.S
 1 2 3 4 5 6 7
 8 9 10 11 12 13 14
 15 16 17 18 19 20 21
 22 23 24 25 26 27 28
 29 30 31

1957

FEBRUARY

SUN • MON • TUE • WED • THU • FRI • SAT
 L.Q.3 N.M.11
 5 6 7 8 9 10 11
 12 13 14 15 16 17 18
 19 20 21 22 23 24 25
 26 27 28 29
 T.O.18 F.M.28

Next Month

MARCH

S.M.T.W.T.F.S
 4 5 6 7 8 9 10
 11 12 13 14 15 16 17
 18 19 20 21 22 23 24
 25 26 27 28 29 30 31



CLYDE FANS





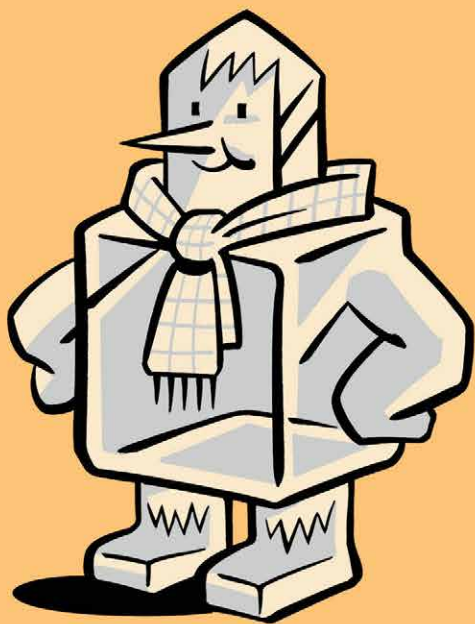
A PICTURE

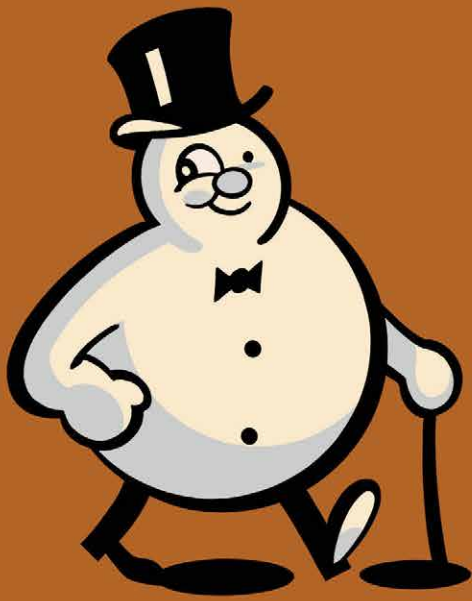


NOVEL BY SETH



THE CLYDE FANS co. LTD.



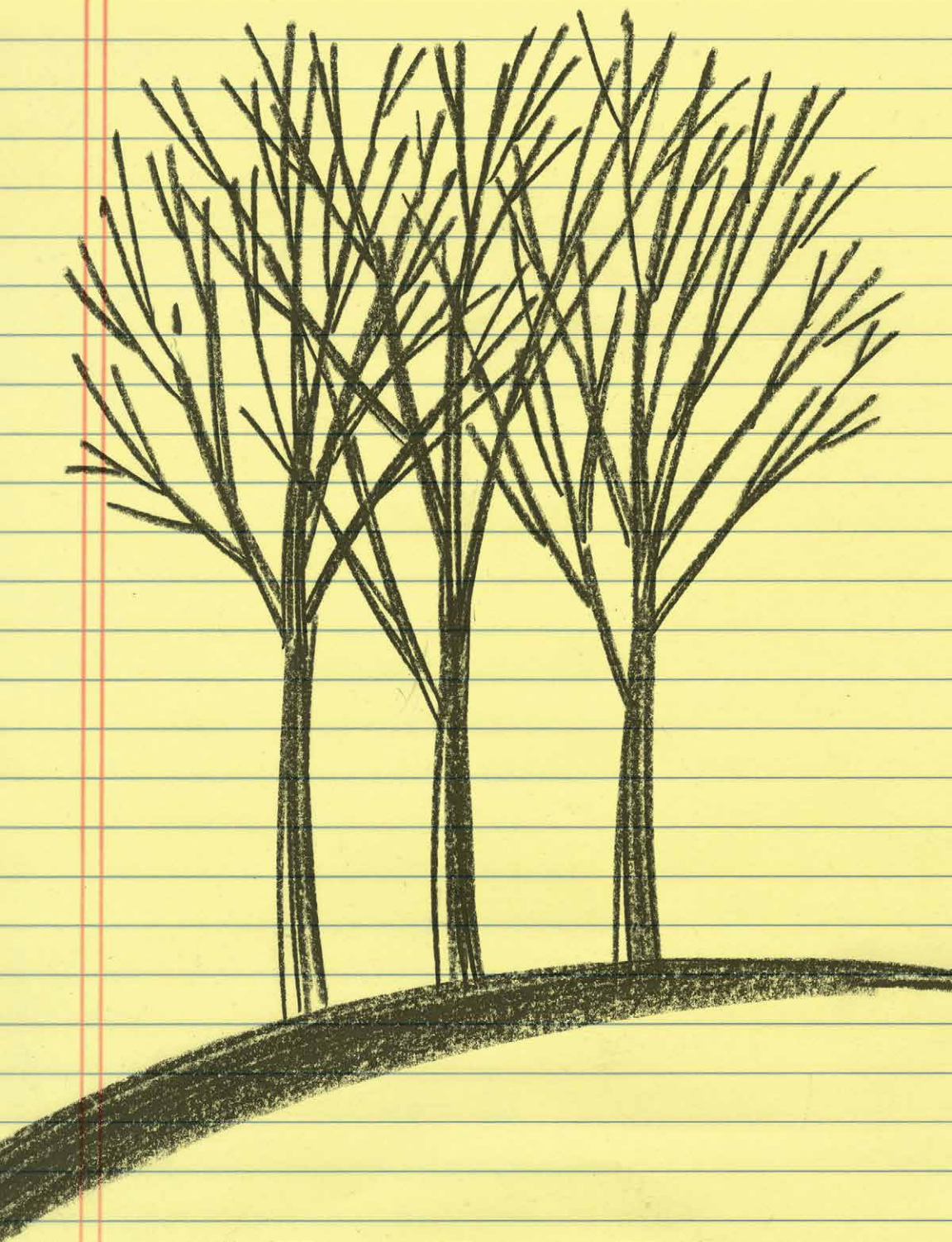


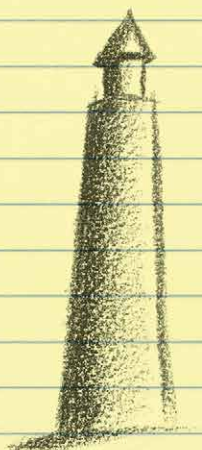
Keeps The Heat Away!









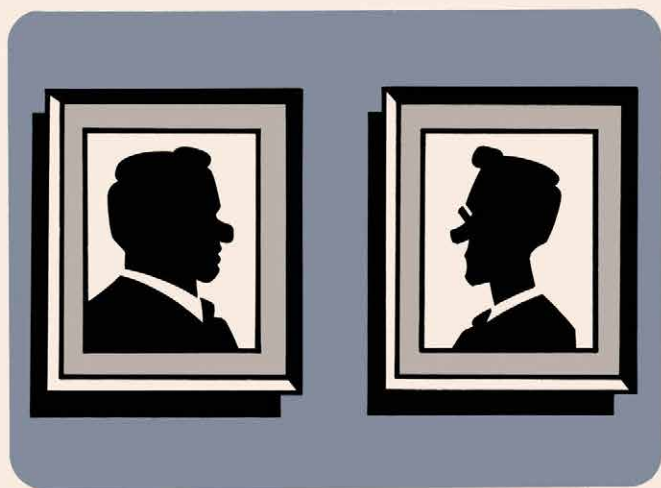




CLYDE FANS
• COMPANY •

CLYDE FANS

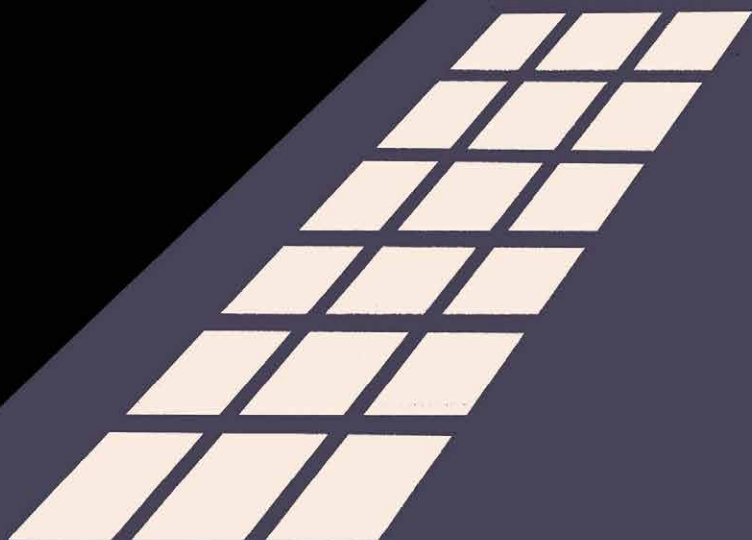
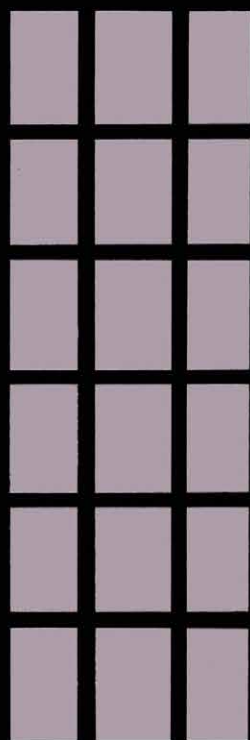
A PICTURE·NOVEL
IN FIVE PARTS



SETH

DRAWN & QUARTERLY
MONTREAL

DEDICATED TO
MY PRECIOUS WIFE,
TANIA.



**CLYDE
FANS**

**CLYDE
FANS**

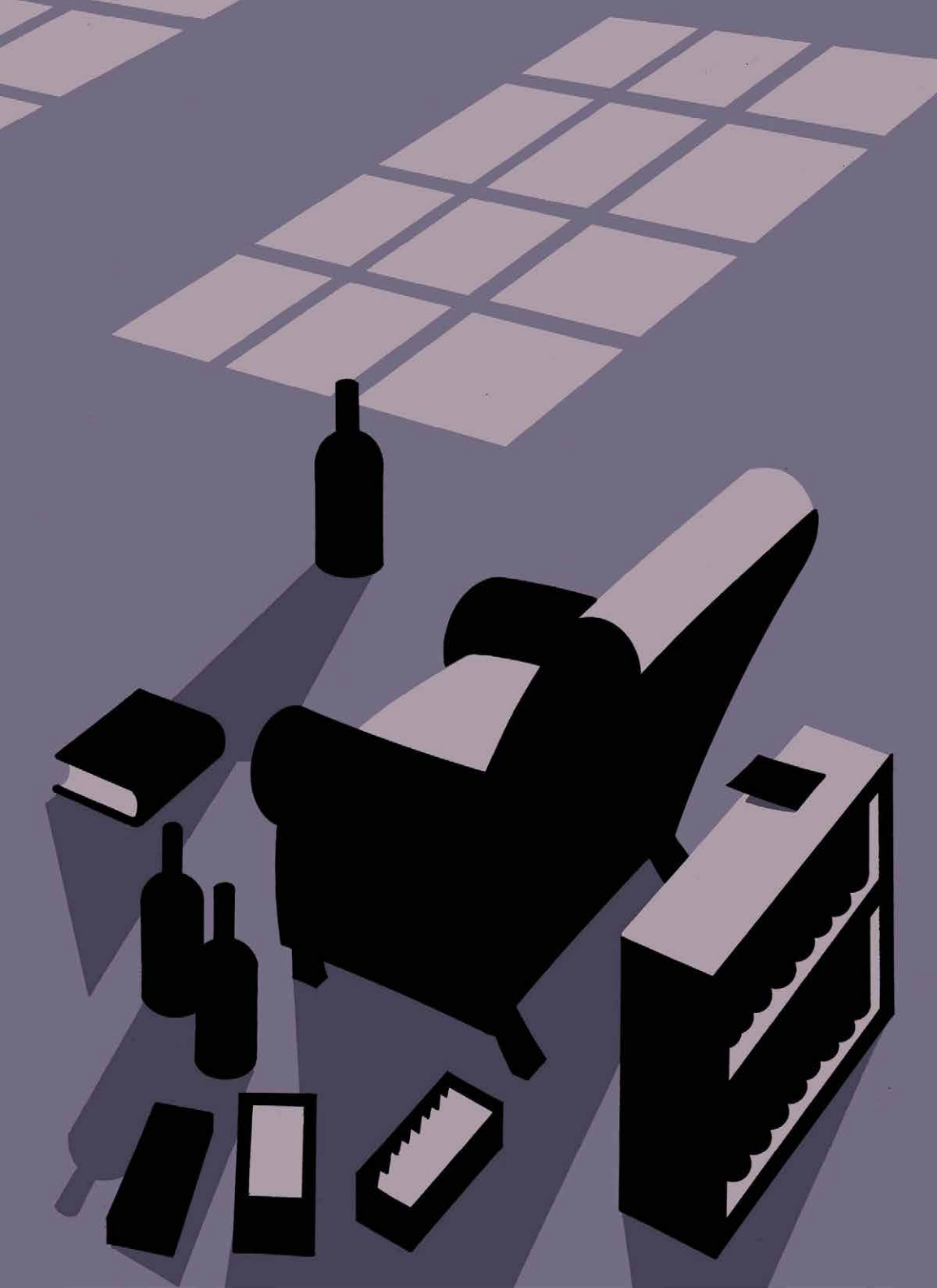












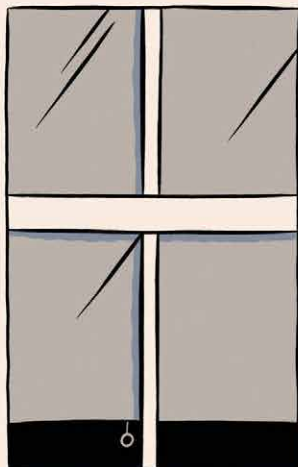
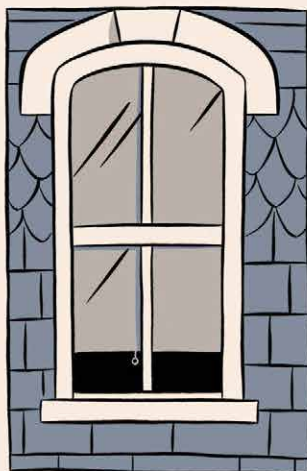
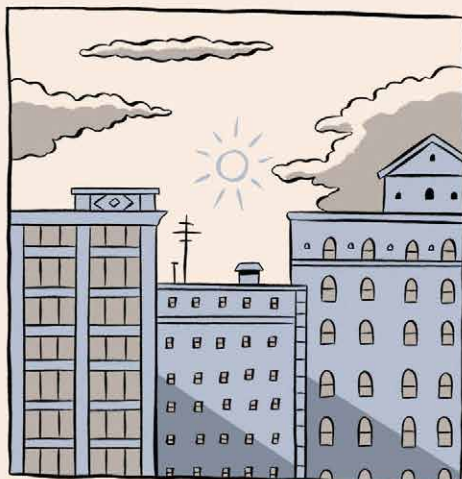


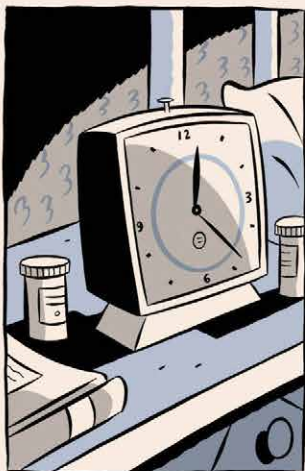


1997











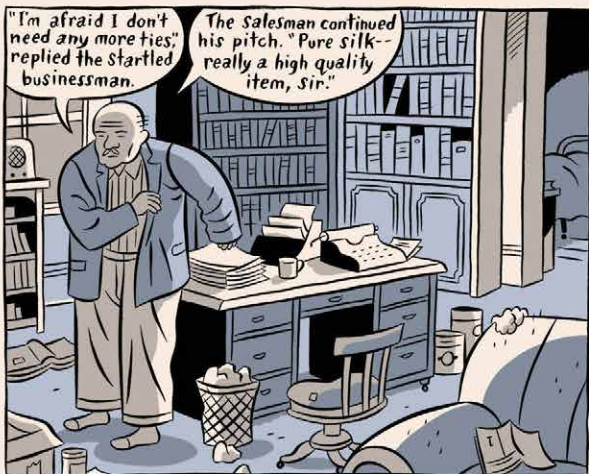
A salesman rushes into a busy executive's office, right past his flustered secretary.



"Would you like to buy some beautiful neckties today, sir?" he says.

"I'm afraid I don't need any more ties," replied the startled businessman.

The salesman continued his pitch. "Pure silk-- really a high quality item, sir."



"I don't want any ties! Now beat it!" yells the businessman. The salesman carries on. "Sir, if I may tell you of"--but before he can finish...



.. he's grabbed and tossed out the door. His sample case follows him out in a flash.



He stands up, brushing himself off and gathering up his samples.



"Well," says the salesman, "now that we've got that ugliness out of the way, how about buying some ties?"



This was back in 1949, when I was still a traveller. In those days we were trying to open up new territory for our fans.



I'd been working for more than a few years at that point so I wasn't exactly green...but I had been somewhat spoiled by the post war sales.



In those days, when demand was high and supply was low, you could sell just by presenting what was available and taking down the order.



Things were changing though--there was a lot more competition. Still, I took my job seriously.



I'll have you know, I read many a book on modern sales methods. I knew my stuff.

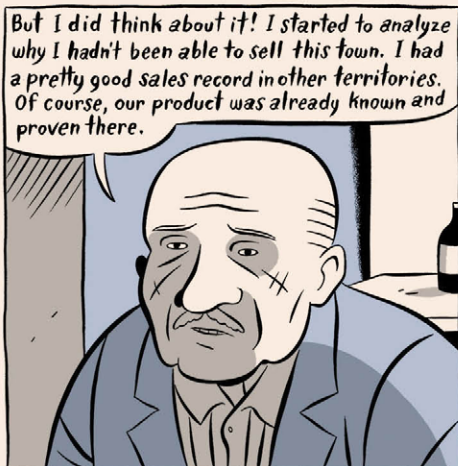
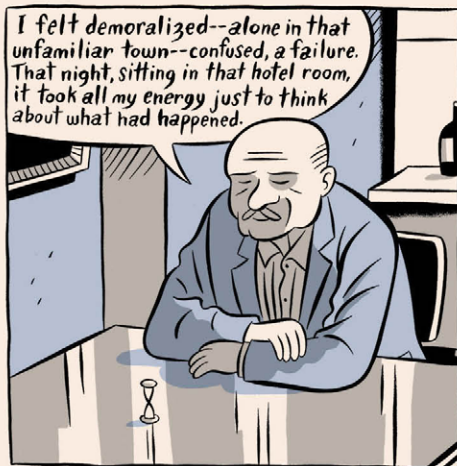


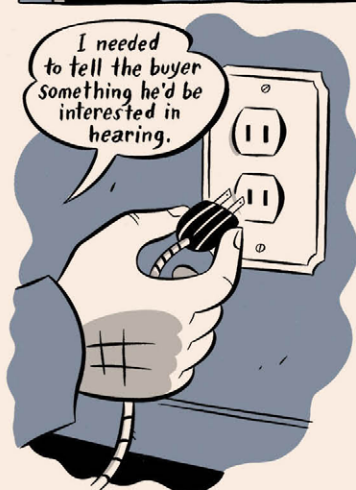
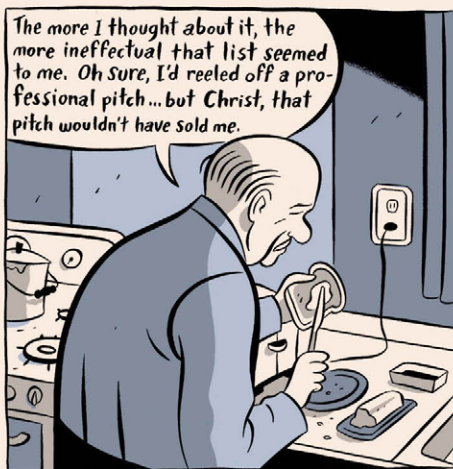
I often spent my spare time on the road trying to glean selling tricks from the old travellers I met.

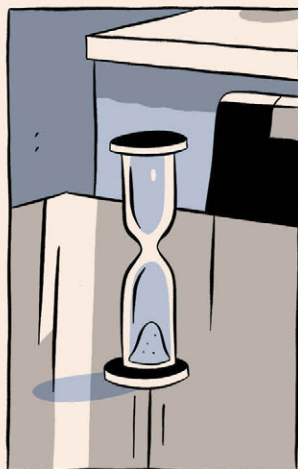


So, as I said, we were opening up new territory. I was covering some small towns and making my way toward Sarnia.

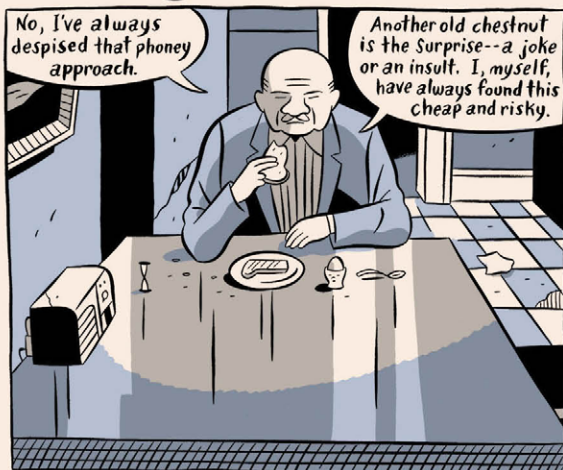








This may be true... people can be pretty vain and stupid. But still...



Another old chestnut is the Surprise--a joke or an insult. I, myself, have always found this cheap and risky.



I used a much more direct method. I simply walked back into those stores and said-- "Mr. Blank, you've already said no, so I'm not expecting you to buy any of my fans..."



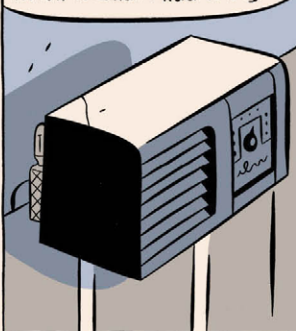
"...however, do you know, Sir, that my products can make you a profit of 20¢ per fan over that of my competitors?"



You see, I'd taken the time to do the math and I now had something to say that a businessman wants to hear.



I had removed myself from the equation. Since they had no obligation to buy from the salesman, they were willing to listen to what I had to say.



And they did listen.



I told the truth. We had high quality fans, maybe better than those of Westinghouse or General Electric. We had a better price... and most important...

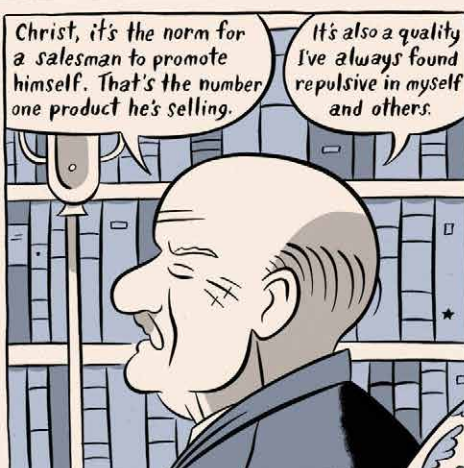
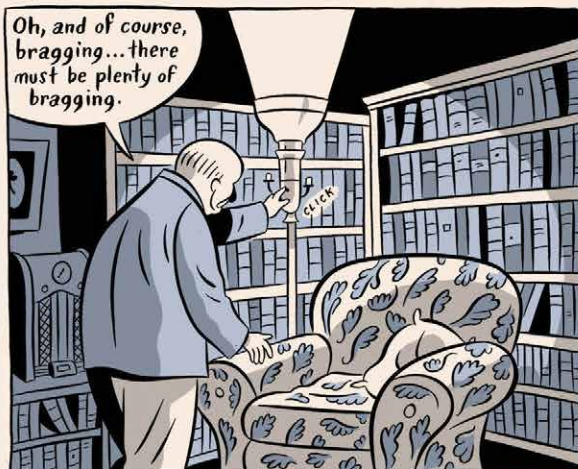
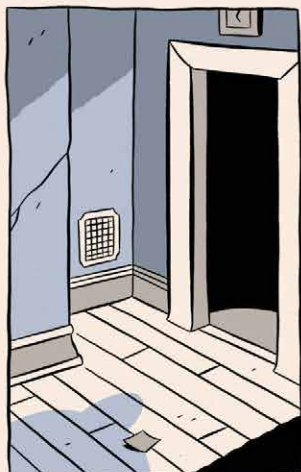


"...being a local company, we had quicker and more accessible service. To an appliance dealer, service is just as important as per unit profit."









Now, don't get me wrong. I've acquired quite a lot of practical experience in sales over the years and it is something I'm proud of.



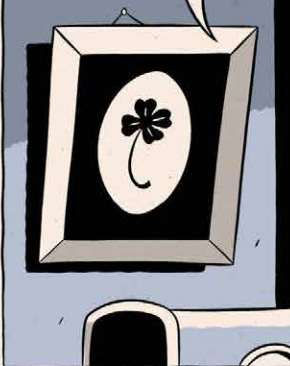
I was never one of the great salesmen... but, well, I did pretty good.



I say this with a certain amount of pride because I can't think of anyone less inclined by nature to be a salesman.



No, that's not entirely true. I forgot my brother Simon.



But then, I never think of Simon as a salesman. No sir. Except for that brief incident... when he came back with his tail between his legs.



No, if I had to envision a vocation for Simon, I think something like prisoner would be more in line.

