



here at FMC
John Kieft looks harder
for a need than a sale



Don't misunderstand. John Kieft is an FMC salesman. A very good salesman. But he is also a packing house specialist. Like others who represent us, John spends more of his time analyzing a prospect's operations, understanding his problems, than he does talking machines and services. ■ He does it for good reason. He looks for areas where FMC equipment can improve your operation, by saving labor, improving efficiency, and, most important, recommends equipment compatible with long range projections. ■ Case in point. A new palletizing system recently installed at the Goleta Lemon Association packing house. It will do the work of an entire crew, only quicker and with greater efficiency. It will presently handle 3 patterns and two pallet sizes automatically, including a carton turnover for export, and may be adapted to meet future palletizing requirements. ■ It takes longer to do business this way. But it is well worth it. After all, it is problem solving, in terms of your needs, that keeps you a long-term customer. This is what we at FMC are interested in. Well worth the extra effort people like John Kieft and our other salesmen put forth.



Putting Ideas to Work

FMC CORPORATION · RIVERSIDE DIVISION
RIVERSIDE, CALIFORNIA