



# Roto-Rooter Celebrates 75 Years!

Like most great inventions and ideas, Roto-Rooter was born when Sam Blanc decided there had to be a better way to clear a clog in a drainline at his sons home. This was back in 1935, At that time, the only way to clear a drainline clog seemed to be to dig up the yard and find the clog. Clear it and fill in the dirt. It was expensive, time consuming and destructive. But Sam was a thinker. He saw a problem and figured out a way to solve it. With a motor from his wife's washing machine and some cable, he created the first Roto-Rooter machine. It worked. Boy did it work!

Sam knew he was onto something. A quick, easy and non-destructive way to clear drains.

That was 75 years ago.

Sam also knew that this idea-this machine-would have applications all over the country. In addition, in the 30s, with the country suffering through a depression, people were looking for jobs. Looking for ways to make a living. Sam realized he could sell this idea of the "Roto-Rooter Electric Drain Cleaning Machine" to others. As a result, one of the first franchising business was created. Soon, people were joining Roto-Rooter from all over the country. They saw a device that worked, pleased the customer AND made them money.

What started out as a washing machine motor on a wooden frame became a sophisticated operation with franchises coast to coast. And it took off. People loved it. And why not? What used to be

a day or longer problem was solved in minutes.

As Roto-Rooter evolved, newer drain cleaning machines were

created, Small machines that were ideal for sinks or roof vents. Larger machines that could muscle through tree roots in large main drains.

And Roto-Rooter was clever about advertising too. When Captain Stubby and The Shipwrecks first sang "and away go troubles down the drain" on the WLS radio "Chicago Barn Dance Program" an advertising icon was born. Everyone knew that phrase and could even sing it!

Advertising combined with reliable fast service kept Roto-Rooter growing and prospering. All over the country Roto-Rooter trucks could be seen going to jobs-cleaning drains-pleasing customers.

Those same values: get there fast-do a good job-leave the work area clean-are still with us today, as Roto-Rooter celebrates 75 years of keeping America-and now the world- free of clogs and drain problems. Roto-Rooter also expanded their expertise to plumbing too. Now Roto-Rooter plumbers can be seen everywhere, installing drain systems in new construction, repairing problem drains, installing water heaters, toilets and more.

It's been a long run. Any company that can maintain a profitable, respected business for 75 years has got "the right stuff".

We hope you will help us celebrate the 75 years of service and pride that IS Roto-Rooter. Think about your yellow page ads, local advertising, billboards and more. Mention in them that we have been here 75 years and are still

going strong. Customers love nothing more than knowing the company they call is in it for the long run. And we are!

