

Al Olney - *file*
Santa Ana, Calif.

8/30/68

Born Johnson - St. Louis

Don Fague - St. Louis
Stan Shaw - St. Louis
J. S. Pullman - New York

Persons Contacted

Al Olney - Consultant

Purpose of Call

Meet Olney and discuss his heater, which will be marketed by the Turco Division of Purex in the future.

Results

Olney has just completed a deal on a partnership in which he will manufacture the patented Olney heater to be marketed by Purex. The negotiations just completed are the combination of several years work by Olney and others and follows the successful operation of four heating systems in bottle washing applications at the Coca-Cola Company. Purex, who sold the systems to Coca-Cola, hope to expand the applications into many fields and within the next year hope to be selling some 30 to 40 heating systems per month ranging in size from 1 million to 10 million BTU's per hour. This seems quite optimistic but Olney was emphatic that Purex was thoroughly sold on his system and were committed marketing-wise 100% to its success.

Olney has subcontracted the building of these heaters to several people and manufacture of the units will begin within the next two months. He has specified that every unit will contain Therminol or he will not guarantee it. This is the culmination of some two years work by Don Fague with Olney. Olney is very favorably disposed towards Monsanto and has nothing but kind words to say about everyone he has met from Monsanto.

When the manufacture of these units begins and as Purex sells each unit, Olney will notify us where the unit is going and the timing. This will allow Monsanto contact with the ultimate customer and the Purex representative.

DSW 343600

Los Angeles

J. H. Davidson/njs

9/4/68

9/9/68

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