St. Louis - General Office

October 24, 1966

NATIONAL TEA COMPANY
THE FOOD INDUSTRY

H. S. Bergen - HBERG
A. G. Eades
A. R. Hempel/D. L. Hoemer - CHICAGO
R. C. Isham/C. L. Grisham - RISHA
[redacted]

G. R. Buchanan

A $15,000 to $20,000 THERMINOL sale was committed in the food industry today. Through excellent implementation of plans to sell THERMINOL for food processing combined with space heating, and through team effort of the field and product group, National Tea in Chicago has committed to bulk quantities of THERMINOL FR-1 for a new 48 million btu central plant heating system. This is the concept being pushed in our present ad series and direct mail campaign to the food industry.

We also received news today that representatives of the doughnut industry, recognising the 50 successful THERMINOL doughnut friers, see this concept as a way of combating super market competition. They are vitally interested in the concept of a central plant system for process (and space) heating for many bakery goods.

Sales of the West Bend THERMINOL frypan have now penetrated 270,000 homes (a quarter of a million pounds of THERMINOL), and in fact, Jim Mahoney will be presenting these frypans as gifts to our board of directors.

It looks like some major successes for THERMINOL in the food industry. Stan's industry sales plan, being published now, spells out our need for still further penetration of this market.

Richard Davis

/ecd

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