CALL REPORT — ORGANIC DIVISION MARKETING DEPARTMENT

DICTATE:
1. HEADING INFORMATION
2. NAMES OF ADDRESSEES AND CARBONEES

REPORT:
1. IMMEDIATE ACTION REQUIRED
2. PERSONS CONTACTED
3. OBJECTIVE
4. RESULTS
5. FURTHER ACTION REQUIRED

CUSTOMER NAME	DATE OF CALL
AL OLNEY — file	11/26/68
CITY AND STATE: SANTA ANA, CALIFORNIA	CHANGE REQUIRED CALL UNITS

CONTACT DATA AND MAILING LIST CHANGES - DISTRICT OFFICE USE ONLY

NAME AND TITLE	PUT ON	TAKE OFF	MP	MAG.	CATEGORY CODES
					DER
L. A. Fale					ES
					NTJ

TO Norm Johnson - St. Louis

CC George Fague, Detroit
J. R. Fallon, Detroit

1 copy to J. Fale DER

CONTACTED:
Al Olney, Heater Manufacturer

PURPOSE OF CALL:
Follow-up on impending Therminol Systems

RESULTS:
The most immediate job that Al has going is with Jersey Maid in Los Angeles for a fresh milk plant. This will be a sizeable system and will produce 10,000 gallons per hour of milk. The heating system will employ an Olney Heater, rated at 3.5 million of BUT's per hour. The system will utilize approximately 500 gallons of Therminol FR-1 for all heating applications. These include pasturization, bottle washing and steam generation for plant clean-up. This system will be in operation in the middle of January and will be very closely watched by other dairy products manufacturers on the West Coast.

ATTN: George Fague - Al also has a system going in Milwaukee at National Dairies. This will be a very large plant where heating requirements will be 15 million BTU's per hour in a fresh milk operation. As in the Jersey Maid plant, Therminol will be utilized for pasturization and for the generation of steam in bottle washing and clean-up operations. The contact at National Dairies is Dexter Free, who is the decision maker on this project. His exact title is unknown, but Al thinks that he is General Manager of a division of National Dairies.

Olney is an independent operator who manufacturers liquid phase heaters. He has licensed Purex to sell his heaters and Purex is already working with National Dairies on this project. Since Olney recommends only Therminol with his heaters, and he gave us the lead on this system, please do not notify other heater manufacturers on this job in your area. All engineering for this system will be done here on the West Coast, but your contact at National will be appreciated and should solidify our position on this job.

DSW 343599

DISTRICT OFFICE	SALESMAN	DATE REC'D	DATE TYPED
Los Angeles	Jerry Davidson/eb	11/27/68	12/3/68

S-331 (REV. 2/66)

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