A Salute....

Neil W. Stewart has retired as president of the Overhead Door Corporation after 41 years of service to the company.

Mr. Stewart will remain a member of the company’s board of directors and of the executive committee, and from time to time will undertake special projects for the company.

In his many years with Overhead Door, Mr. Stewart held a variety of positions and was largely responsible for development of our distributor organization which now numbers 380 distributors - the largest organization of its kind in the industry. He has been president since 1965 and, prior to assuming that post, he was executive vice president for 10 years.

COMPANY MILESTONES SINCE 1965

Because selling, installing and servicing The “OVERHEAD DOOR” products takes most of our waking hours, it is difficult to find enough time to keep up with the changes and accomplishments that are taking place in the corporation as a whole. Every now and then, however, it is good to review our activities.

What are we doing?

What is going on?

A quick look at the accomplishments of the corporation during the past two years reveals:

Our twelfth manufacturing facility, Overhead Door Company of Kentucky, was built in 1966. It is located in Covington, Kentucky. This new plant makes door hardware and electric operators for all the company's door factories.

A 20,000 square foot addition to the lumber processing facility in Dallas was completed early in 1966 to provide 50% more space for warehousing lumber.

The Oxnard, California, plant was expanded by 15,000 square feet, also increasing its size by 50%. Manufacture of rolling steel curtain doors was started at Oxnard in 1966.

A larger more efficient manufacturing facility in Cortland, New York, has been completed this year.

Caltron Industries of Flushing, New York, a leading manufacturer of quality rolling doors and grilles was acquired by Overhead Door Corporation in 1967.

A manufacturing-distributorship in Romford, Essex, England, was established March 1, 1967. P. C. Henderson, Ltd., will manufacture and distribute The “OVERHEAD DOOR” in the United Kingdom.

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NEW CORTLAND PLANT BEGINS PRODUCTION

A new facility at Cortland, New York, which has 100,000 square feet of floor space, was put into operation February 22, 1968.

G. Allan Marsted, Vice President of Overhead Door Company of New York, said, “The new plant provides more room in which to work and more room to improve the volume of sales with quality gains in all production items.”

Because of increased sales, the new facility is already operating near the capacity originally anticipated in about 3 to 5 years.

The new Cortland plant has about 40% more floor space than the former factory and has several new machines and equipment. The flush door and fiberglass door departments are completely new. The plant is laid out for improved material flow and increased efficiency of all operations.

Located on Route 281, the new plant is about one mile from the Cortland city limits, and one mile from intersection of highways from Syracuse, Ithaca, and Binghamton. Sidings have been constructed to give convenient and complete rail access.

Fifteen sectional wood, aluminum, fiberglass and rolling steel curtain doors are in the new building. Electric operators are on large doors to the truck well and the railroad car entrance.

The plant manufactures wood panel, flush, steel, aluminum, and fiberglass doors and door track.

The former plant site is now used by the State of New York for the University College at Cortland.

CORTLAND AREA DISTRIBUTORS MEET IN TWO-DAY SESSION

The distributors served by Overhead Door Company of New York, Cortland, New York attended a sales meeting Feb. 22 and 23. G. Allan Marsted, vice president; Don Nye, vice president, and Dick Harrington, district sales manager, did a fine job of directing the meetings.

The first day, distributors became acquainted with the sales efforts, goals, and long-range objectives of the company. The new raised hardboard panel and fiberglass doors and the R–80 operator were introduced after which the group made a tour of the new Cortland facility.

Attending from the General Offices were Dick Wittenbraker, president; Bob Haugh, executive vice president; and Jim Maguire, general sales manager.

The outlook resulting from the meeting is one of real optimism for a very successful 1968.
OVERHEAD DOOR COMPANY OF NEW YORK FACES EXPANDING SALES WITH NEW PLANT FACILITY

Duane Abbott, Manager Order Department
Dana Morgan, Office Manager
David Siedenburg, Engineer

Christine Canestaro, Bookkeeper
Ralph Marks, Payroll Clerk
Donald Abbott, Jr., Plant Accountant
Nina Field, Secretary

Christine Darling, Receptionist
Oscar Taylor, Draftsman
Phyllis Field, Order Dept.
Harriet Betts, Secretary

Marilyn Lansing, Secretary
Ruth Contento, File Clerk
Donna Greene, Order Dept.
Leslie Court, Superintendent

Pictured are those who attended a sales meeting at the Cortland Plant on February 22-23.
ALL-NEW RAISED PANEL DOORS AVAILABLE

Inexpensive but distinctive raised panel doors using pre-formed panels are now an exclusive product offered by Overhead Door Corporation. The new door is made of the same sturdy rail and stile construction as the 201 and 151 series doors, but specially designed, machine-molded, raised panel hardboard is used instead of the usual flat panel stock. This makes possible the distinctive design of the doors at affordable prices.

A 2-color leaflet, shown left, is available to you for $1.50 per 100.

FIBERGLASS DOORS TAKE NEW LOOK

The residential and light commercial fiberglass doors, which have been redesigned to offer quality doors at attractive prices, are now available in most areas. Three new pieces of literature are available to help introduce and sell the redesigned fiberglass doors.

1. For home builder contacts — is the Product Selector Sheet, A-116—Rev. '67. The layout and contents of this data sheet follow the recommendations of the National Association of Home Builders and the information is presented in a style familiar to most of your builder customers. The new sheet is available at $1.50 per 100.

2. For home owner contacts — is the full-color leaflet, form A-219, showing the 18’ wide green fiberglass door in a very attractive studio setting. On the back of the leaflet are scaled drawings and size information of the three standard colors in which the fiberglass is available. This leaflet is $3.00 per 100.

3. For light commercial builder and building owner contacts — is the new fiberglass door leaflet, form A-218. The door described in this leaflet is available in sizes up to 16’ 2” wide and 14’ 1” high. Because of its simplified design and its nominal 1 3/8” thickness, this door places you in a very enviable position to get door jobs in light commercial buildings. This leaflet is available at $1.50 per 100.
RESIDENTIAL DOOR SERVICE GUIDE
NAMES YOU AS DOOR EXPERT

This new Residential Door Service Guide is now available to you as a low—cost, effective way to get your name and phone number in the hands of hundreds of homeowners. This basic guide for “do—it—youself” servicing of garage doors is an up—dated and expanded version of our old lubrication chart. The guide is intended to get homeowners to focus their attention to the importance of good door maintenance, but the real message is for the door owner to depend on you for fast, expert, specialized door service. The brochure is available to you at $7.50 per 500, plus imprinting, if desired.

NEW WARRANTY KIT BACKS
FAMOUS REPUTATION OF THE "OVERHEAD DOOR"

A revised and up—dated warranty package is now available to help you better establish yourself with your customers. The new package is tangible evidence you should affix to every door you install to assure your customer that he has the quality and performance he has contracted for.

The new warranty kit replaces the old warranty card (Item No.525 in your merchandising materials Price List) and the wired brown kraft envelope (Item No.526 in the same Price List).

Be sure you order the new warranty kit to attach to each of your installations. The dependability and superiority of Overhead Door products is your greatest selling asset. Let your customer know about it. The new warranty package for doors can be purchased for only $3.50 per 100.
INQUIRES IN 1967 WERE UP,

Inquiries in 1967 resulting from our advertising and publicity exceeded those of 1966 by almost 50%. During 1967 we processed 20,664 inquiries. Over 1,000 of these were from architects interested in the automatic door and door designs. Over 3,000 of the inquiries were from builders. The balance were from individuals who are planning to build or remodel their homes. This averages about 1 inquiry per week, every week in the year for each distributor of The “OVERHEAD DOOR.” Have you made a personal follow-up on your share? Each inquiry represents a potential customer...a word to the wise.

COMPANY MILESTONES
(Continued from Page 1)

Royalwood, Inc., Monon, Indiana, was acquired during 1967. The company manufactures floors for trailers and railroad cars. Royalwood products are sold through the Todco Division, Marion, Ohio.

The formation of Overhead Door de Mexico, S.A., was also announced during 1967. This new company, headed by David Bramson, Mauricio and Enrique Merikanskas will manufacture and distribute The “OVERHEAD DOOR” in Mexico.

During the past two years, Overhead Door Corporation erected many milestones. Many new people have been welcomed into the Overhead Door family. New companies have joined us and new products are being offered. A few of the products recently added are:

Rolling steel service doors and grilles. Caltron Division of Overhead Door Corporation makes available a wide selection of rolling steel doors, fire doors and steel and aluminum lattice grilles.

The “OVERHEAD DOOR” Dock Seal. This new seal is for door openings in factory loading docks, warehouses, etc., designed to meet the ever increasing need for employee comfort and conservation of heat and cold. The product is available to all distributors to assist them to greater volume and profit.

The Model 80 Operator. The Model R–80 with its solid state, keyed—channel, radio controls is the most modern automatic door system operator available.

Inexpensive raised panel doors. These doors have specially designed, machine—molded raised hardboard panels. This new raised panel material makes possible the distinctive design of the doors that presently cannot be obtained from any other door source.

Fiberglass Doors for residential and light commercial buildings. Our new fiberglass and aluminum doors have been redesigned to offer highest quality, easy—to—install doors at attractive prices.

Overhead Door Corporation has been on the move. What does all of this activity mean to you? A wider variety of quality products...a greater international and national name recognition...increased earnings for you as a result of increased volume of business. The past has been good to us, but by knowing our markets and designing our products to meet market needs, the future should be even better.
ELECTRIC OPERATOR SESSION HELD AT CHICAGOLAND

An Electric Operator session was held January 26-27 at Overhead Door Company of Chicagoland to acquaint the personnel with the new R-80 operator.

Attending the meeting were John DeCicco, manager; his installers, service men and salesmen; Larry Lane, national factory representative of Telectron; and Neil Freese of the General Offices in Dallas.

Each installer had installed an R-80 operator during the day Friday. So, the Friday evening session served to answer any question about the operator and to explain installation and mechanics of the R-80 in detail.

During the Saturday work session, Larry presided as each person was given an opportunity to go through the steps of servicing the new radio control unit.

Servicing the earlier models of Telectron equipment was also reviewed. Getting to thoroughly know and understand the product is the first step to good sales and service.

Unimportance is the feeling you get when you make a mistake and nobody notices it.

Tony Greene

No. 2 SAYS WE’RE No. 1

New York to Chicago by jet...no time at all.
Then into busy O’Hare Airport Terminal...
Now, a car.
Which should it be?
Number one
or number two?
"We try harder" the sign read...why not?
"Good morning, Miss. I’d like to rent a car."
"Do you have a credit card, Sir?"
"Yes...
...here it is."
"Overhead Door Corporation. Oh, my parents have a new
"OVERHEAD DOOR,” Sir. They just love it.”
She was beaming. He was smiling, too. She knew his product’s
worth and she said so. Suddenly, the Number two car rental
service became number one.
BOSS OF THE YEAR ARMSTRONG

Philip C. Armstrong, owner-manager of Overhead Door Company of Clearfield, Pennsylvania, was selected 1967 Boss of the Year by the Clear-Penn Chapter of the National Secretaries Association. Mrs. Lola Youngren, Armstrong's secretary, nominated him for the honor.

The Boss of the Year award was reported in a front page story in the Clearfield newspaper...quite a public relations achievement for Philip and his company.

Congratulations, Boss of the Year Armstrong! A word of praise to Mrs. Youngren for her foresightedness and loyalty, too.

[I know you believe you understood what I said; however, I am not sure you realize that what I think you heard is what I meant.]

Spud Bailey

WILSON AWARDED BRONZE STAR

Don Wilson, who recently joined the staff of the Electric Operator Department of Overhead Door Company of New York, Cortland, New York, was awarded the Bronze Star Medal for heroism in connection with his military duty in Vietnam. We are proud to have Don in the Overhead Door family. He is a credit to us and to our country.

THRASHER RECEIVES 20-YEAR-PIN

Walt Thrasher, Overhead Door Company of Mt. Vernon, Ill., recently received his 20 year service pin.

Thrasher started as a production worker at Hartford City, Indiana. He was then an installer at Evansville, Ind. In 1957 Thrasher began the Overhead Door Company of Mt. Vernon which serves 13 counties in southern Illinois.

Walt Thrasher is an outstanding example of what one man can accomplish in the Overhead Door Corporation.

His achievements should serve as examples of the many opportunities that await energetic young men whether or not they are presently in sales, installation, service or factory work.

HEADLINER Needs Your Help

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