

I Started a New Business

By *Elwyn Treat*

After four years of World War II and the restrictions on production of commercial products, the pent-up demand for many items was great. Many discharged military and civilian employees saw opportunities for starting their own business. Near the corner of S. Main and Patterson Blvd. in an old commercial building, three new businesses were born. Each was a separate entity; however, they soon learned that they needed all the help they could get, so they helped each other with manpower, tools, materials and, in some instances, finances.

Company No. 1 built jalousies for trailer homes and mobile homes. Company No. 2 built home chest freezers. Company No. 3 built high pressure steam cleaning machines and I was one of ten partners in this venture.

None of these items were hi-tech and they all had been previously produced by other companies.

The jalousies were made from aluminum sheet and extrusion, glass, and a simple opening device. The freezers were made from purchased parts except for the cabinet and expansion coils. The steam cleaner used a commercial oil burner, electric pump, thermostat and pressure gauge. The cabinet, modification of the one made for the freezer company, fuel tanks, soap tanks, and heater coils were manufactured on-site.

No major engineering problems were encountered

with the jalousies or freezers. However, the steam cleaner for most effective cleaning required a high pressure output of 90% water and 10% steam. This was difficult to control with thermostats available at the time, and required frequent adjustments of fuel and water flow by the operator.

Sales of jalousies were made direct to home trailer manufacturers; freezers were sold direct to homeowners; and steam cleaners were sold through automotive maintenance outlets. However, these outlets acted mainly as order takers. Most of the units were sold direct to the users. This required a salesman similar to selling vacuum cleaners, only was more complicated. In order to demonstrate a vacuum cleaner you have to connect to the customer's electric supply. A steam cleaner requires connection to the water and sewer as well as the electric.

After two years, the freezer company went out of business because they couldn't compete with major appliance manufacturers. The steam cleaner business was sold to Dayton Aircraft Company, who continued to produce the items for two years. The jalousie business was sold to Jessie Phillips Industries, which helped to make him a millionaire and a philanthropist in the Dayton area.

One out of three new businesses becoming successful is not bad!

Holiday Christmas Champagne Brunch

Sunday, December 17, 1995

Special Christmas Entertainment

Bring the whole family to this special champagne brunch.

Adults \$13 • Children 3 - 11 \$6 • Under 3 Free

All prices subject to service charge and sales tax

Menu:

Roast Prime Rib of Beef
Roast Leg of Lamb
Salads -
Caesar Salad,
Spinach Salad, Waldorf Salad
Heavenly Hash
Fresh Fruit and Vegetables

Breakfast items:

Omelets made to order
Belgian Waffles
Bacon and Sausage
Cheese and Fruit Blintzes
Assorted Danish
and Desserts

One Glass of Complimentary Champagne

*This special brunch sells out early.
Please make your reservations early.*

228-2148

