

# HALINCO -LIGHTS

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**I.S.A. Meeting.** The trip to New York for the Instrument Society of America national meeting was reported successful by everybody. The first week, the men went to Chicago and Philadelphia to arrange licensing agreements for several new patents and to check details on new instruments that we have recently licensed. Many valuable contacts were established and much interest was shown in the instruments the men demonstrated at the show in New York. The paper that was presented by Vigo Smith of Shell Development about our new Amsterdam End Point Analyzer was received with a great deal of interest, especially on the part of our competitors. Norm Waner reported that the papers given at the technical sessions all pointed to the continued expansion of the instrumentation industry. At Mr. Schimbor's "Sales Breakfast" attended by 17 of our representatives, Mr. Hallikainen gave a short talk on the new instruments and the progress of the company, and Mr. Schimbor gave a "pep talk" on methods of increasing sales.

The glamorous new Hotel Americana proved to be so new that it wasn't even finished. They did have telephones and refrigerators in the bathrooms, but there was no hot water on the first day, the air conditioners worked only after Bill Breyer rewired them using the leads from a Thermotrol, the cleaning service lost Bill's and Norm's suits which were eventually located neatly tagged to be sent to the wrong room and half of the men they had taken reservations for had to be housed in an old hotel across town. I am told that conventions always turn out like this! Better luck next year, boys!

**Flood!!** The annual flood came early this year with the first heavy rain. This time it was nothing spectacular. The water started coming in while the janitor was on duty. He phoned Bill Stairs, cleared the storm drain, and a mop-up crew working for an hour and a half solved the problem. We understand that it wasn't quite so simple for some of the folks at home.

**United Crusade.** Monty Montgomery reports that \$149.50 was donated with 52% of the employees participating. This is the best we have ever done. The United Crusade thanks you.

**Christmas Party!** The company "Ball" this year is going to be a real dandy according to Opal Taylor who is busy getting her committees together to get the work done. Save the date Saturday, December 22nd!

**The Children's Christmas Party** will be on Sunday afternoon, December 23rd. By that time you won't be in a mood to do anything else, so bring the kids, turn them over to the committee and drown your hangover in "bloody marys" with the rest of the parents. We'll have more information in next month's paper.

**Personality Sketch!** In mid-1953, KEH needed somebody to organize a sales department, so he phoned Herman Held, a manufacturer's representative in San Francisco. The inimitable E. F. Schimbor, abounding with a ceaseless flow of ideas, was assigned to the detail. When he reported on the job, he was ushered into his present office (an unfinished store-room at that time) and was left to figure the rest out for himself. With his usual energetic approach, he ordered some wallboard, got out his hammer and nails, installed the walls and ceiling, painted the place and hung some curtains. We bought him a desk and the sales department was in business. He wrote up brochures on the instruments we then manufactured, typed them up with his two-finger method and ran them off on his "ditto" machine. To solve the problem of what to do with these brochures, he then contacted people who would act as our sales representatives in locations near oil refineries and arranged for them to represent us. Orders started coming in! Ten years of successful operations have proved that Mr. Schimbor knew what he was doing. He had been well prepared for the job with his education in chemical engineering and 25 years of technical sales experience. In September of 1957, it became evident that we needed his services full time, so we lured him away from his other job and hired him a secretary.

As vice-president and sales manager of the company, he now maintains contact with 27 sales representatives in the U.S. and Canada, answers all of his voluminous correspondence immediately (just ask Kay), keeps Hallikainen Instruments Ltd. in England advised of new foreign business, has a secretary, a billing clerk and an applications engineer working full time processing the work he turns out, manages to please most of the customers most of the time, serves on the board of directors and keeps Tom Hale in line. His direct and energetic manner has gained him a reputation in the company for being a "driver", but his direct answers to customers' questions bring in the orders, and even Tom Hale is willing to admit that "Ed goes to bat for you." In his leisure time Mr. Schimbor enjoys outdoor sports, manages to get out for golf once in a while and is an ardent baseball fan. He lives in Walnut Creek with his wife and his son Mark, 17. His son Dick, 23, is doing graduate work at the U. of Illinois.

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**Charlene Lewis**, bless her ever-loving heart, is back in the sales department with her pretty face, her pleasant smile and her un-failing good cheer. Baby Eloise is home with her aunt.

**Julius Rosin** is in Richmond Hospital and will be there until November 13 getting rid of a troublesome gall bladder.

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