

## **Local Frigidaire Dealer Wins Award**

Mr. Paul Knobloch of the Knobloch's Refrigeration was presented the Frigidaire One Hundred Percenter Plaque by Mr. Harry G. Corn, Division Manager of Cox & Blackburn, Inc. Frigidaire Distributor in this area. In making the award, Mr. Corn reviewed the outstanding accomplishments of Knobloch's Refrigeration and of Mr. Paul Knobloch. The award is presented to Frigidaire Dealers throughout the nation who attained the sales goal for the year 1952 set by Frigidaire. It was stated that this includes the sale of all types of Frigidaire Air Conditioners and Commercial Refrigeration sold by Knobloch's Refrigeration.

In accepting the award on behalf of his entire organization, Mr. Knobloch said that he and his organization was grateful to the people of Giddings and vicinity for their purchases of Frigidaire products including display cases, beverage coolers, reach-ins, water coolers, commercial compressors, and store window-type air conditioners.

At the presentation Frigidaire set for Knobloch's Refrigeration their 1953 goal. In accepting this goal, Mr. Knobloch said he felt sure his attainment of this 1953 goal depended largely on availability of products and materials at manufacturer's level. Restriction of critical materials will, of course, create a shortage in this type of merchandise.