



May 2015

Happy Mother's Day

For most of us here at *Electron Top* Mother's Day has become a day of remembrance rather than a day of celebration. WE have been so very blessed to have had a Mother that was a pillar of strength and a vision of love.

Most Mothers are special and in the very least WE can be grateful for the sacrifices made for the 9 months they endured whilst carrying us.

Happy Mothers Day to all the Moms not just on this day but always.



Remembering our Mom, Kitty (1922-14)
(L to R Cathy, Fina, Tracey, Mom, Kimmy)

Important Note

AD5160

2003-09 Audi A4 & S4 Cabriolet, Quattro

Our 2003-09 Audi A4 & S4 Cabriolet top is a great fitting top that looks terrific and installs with ease. In order for us to manufacture this top WE must reuse the original window brackets that are attached to the glass. WE have 2 options available for you to return the brackets in an effort to simplify this process when placing an order.

GLASS BRACKET RETURN OPTIONS

1) Remove the entire window section and send it to us and WE will attach the old brackets to the new top that WE have partially produced. (Your customer will be without a vehicle during this process).

2) WE produce the top utilizing our inventory of brackets and charge you a core charge of \$350.00 until the original brackets are returned.

For your convenience WE offer a pick-up service for \$25.00 your cost which includes \$1000.00 of insurance.

**** Please Send the entire glass with the brackets attached! ****

"Keep in Touch!"

"Charge What You're Worth!"

If you sell by the price, then you know its real nice on the 15th when you look in your pocket.



Now the 30th is near, and you start to feel fear, cause you didn't "Charge what you're worth".



The 1st comes around, things a little unsound, but a customer walks in once again.

Thoughts of your bills, overhead and some frills, you repeat the mistake from before.

You don't charge enough, but cover last months bluff and the 1st comes around once again.



The better way to succeed, is charge enough ... don't have greed and get fair pay for fair work.

It's not as hard as it seems, to turn red into green it's inevitable when you "Charge what you're worth".

Kimmy

* Trimmers are Craftsman and deserve to be paid accordingly. If you don't want to turn down a job that requires you to install a top brought in by a retail customer then at the very least ... "Charge what you're worth."

Clear, Concise & To The Point

Sometimes WE get inundated with updates, price increases or new information. Time doesn't always allow us the opportunity to gracefully compose this information, so ... here it is ... "CLEAR, CONCISE & TO THE POINT."

Price Increase

2004-09 Nissan 350z cables have increase to \$225.00 list price per pair. Please change the price in your catalog.

One Mans trash ...

WE give credits on account for original tops, headliners, pads and wells. WE use them for patterns and also for our graveyard collection of original tops. WE would like another 2010-13 Nissan 370z for our graveyard collection. First come first serve.

Just a Thought

Bureaucracy; over concern with procedure at the lack of common sense and logic."

Electron Top Mfg.

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“Auf Wiedersehen”

Till we meet again

“Keep in Touch!”

Our Mom “Kitty” Strauss passed away quietly at her home of 64 years, days following her 92nd birthday celebration.

It has been said that “The human language is inadequate in expressing heartfelt emotions”; the pain of losing our Mother is severe and sometimes paralyzing; yet we are so very grateful and feel so very privileged for the time we had together. Mom was a constant companion, loving friend and an incredibly strong woman that was a ballast in our lives both at home and here at Electron. Mom loved coming into work on Mondays and continued to do so up until her last month.

She promoted a strength and wisdom admired by us all.

A profoundly positive woman, she never let life pose a negative shadow on anything she did; she seemed infallible in her beliefs which carried her throughout her whole adult life. Mom worked like a man but acted like a lady and had simple elegance that was not begot with the use of expensive props or wear, but was procured by the manner in which she conducted herself; she was a true lady whom could never shed a nasty word or act. Mom appreciated peoples human nature and did not scorn them for being such, but found ways to seek forgiveness and implored that we do the same. “Write your blessings in stone and your hurt in sand” she often recited.

Mom did not want her death to be mourned but insisted we remember the wonderful life we had together and all the beautiful memories of times that we shared. “Don’t shed a tear over something you cannot change”; her unselfishness was paramount in death as well as it was in life.

Our existence will forever be changed .. as the void of our Mothers physical presence will always be missed.

8/22 - 8/14



Our favorite picture of Mom in her youth. circa. 1942

Momma holding her Valentines Day bouquet from her favorite son-in-law (The family joke is she only has one son-in-law).



“Founders Day”

Every year we celebrate our Founders, Fred & Kitty Strauss, on Flag Day in June. It is an annual dedication to our Mother & Father whom thru their hard work will continue to give so much. (L to R) Kimmy, Mom, Skip & Rick.



Mommacita (a nickname Tracey gave Mom) adored the E.T. girls and loved coming into work. L to R Tracey, Kimmy, Fina, Cathy & Mom.

“Out of joy sorrow is born.”

Edgar Allan Poe



Mom standing in front of a dedication to Dad in “Auto Trim News”. She and Dad had a wonderful and loving marriage of 56 years and they made a great team.

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