



## **"Support the Little Guys"** *"Keep in Touch!"*

I have fond childhood memories of growing up in a little town during the 60's and 70's. Our small town was a one square mile gem located 29 miles outside one of the most magnificent cities in the world, New York. My graduating class consisted of about 150 students; most of us whom felt like brothers and sisters rather than co-students, and our neighbors were fondly referred to as Aunt and Uncle or Mr. and Mrs. It was a magnificent childhood and I felt like I belonged.

The feeling I had back then of belonging to our community was not restricted to the feelings I had towards my classmates and neighbors, but also to the local merchants whom WE relied upon for their goods, support and advice. I recall Mom telling me to walk downtown to see Bill; our local Pharmacist, and ask him what to do about the rash on my hand or Dad saying, "Walk to town and ask Mr. Hall"; the owner of the local hardware store, "for a cotter pin big enough to fix my wheel". As a child and young adult my small world was positively accentuated, secured and supported by the local people that ran the local businesses. There was an unspoken trust and a great feeling in our community. Most of the people that lived there knew each other, which did bother me as a teen as there was always someone watching me that would get in touch with my parents.

Our Mom and Dad were both proponents for patronizing the small shop owners in our area. They often said to us kids, *"Support the Little Guys"*. I guess they felt this way because they too, were small business owners. At that time I didn't understand what they meant and what difference it made who they bought from but ... I surely do now. I recall Dad saying when the big orange "Do it yourself" supply chain came into existence, "Boy, our local hardware stores are going to have a tough time competing with them". He was right and I sure miss Mr. Hall; there was always something really nice about walking into his store and being asked, "How's the family?" and the sense that his interest wasn't solely my money and his bottom line.

Large businesses have done a great job at bringing consistency, convenience and selection to our consumer purchases. Between individual locations of the big chains it is hard to find inconsistency in their products and quality; (this is due to main distribution hubs that ensure conformity across the country) which is quite convenient. Most of them have carefree return policies; (buying larger quantities creates greater leverage for negotiating lower purchasing prices creating larger profit margins, which in-turn allows for a more lenient return policy), more exposure; (huge advertising budgets) and larger selections; (capital). This puts *"The Little Guys"* at a direct competitive disadvantage; but really "What difference does it make if WE don't have small businesses to deal with?" A question WE can answer defensively being the majority of "Our Industry" are *"The Little Guys"*; WE want to survive and flourish; but other than that, "What importance does a small establishment hold?"

### ***"What importance does a small establishment hold?"***

This country was founded on small businesses. Without the local mercantile, blacksmith or farmer, our country would not have succeeded. Local merchants and suppliers are the thread that tie the residents to their community. They are the schools, pharmacies, delicatessens, mechanics, local grocers, hardware stores, 5 & 10's, piano teachers and book stores (forgive me if I have forgotten some). They are the providers of first jobs, memories, supporters of children and their sport's teams and their buildings often help provide locations for the community to gather. "A farmer must tend to his sheep if he wants wool for his clothing."

Our amazing country is still full of wealth and opportunity, although in my opinion there is a growing sense of entitlement; it is still a country full of tremendous possibilities for anyone living here or emigrating here. Many immigrants, including our Grandparents, came to this country drawn to the appeal of its freedom, immense opportunities and the idea that they could promote themselves independently in business. They could persevere, work hard and hopefully prosper in owning their own business; at least the possibility is greater here than some other countries. How blessed WE are. So ... "What does it matter if small businesses survive? ... because most of our Auto Trim Industry is made up of them!"

### ***"Support the Little Guys!"***

Kimmy 8/13

***Electron Top Mfg.***

(800) 221-4476 (718) 846 7400

E-Mail: [info1@electrontop.com](mailto:info1@electrontop.com) or [kimmy@electrontop.com](mailto:kimmy@electrontop.com)







# Electron Top Mfg. Co.

C  
U  
S  
T  
O  
M



Lincoln Two Tone  
Mainly Convertibles Fla.

## "Custom Quality at a Fair Price"

This has been our Family's motto since 1960. We continue this tradition by producing replacement convertible tops not only with the original details from the O.E. manufacturer, but also, by producing **"Custom Tops by Electron"**. Our custom tops can be modified to your specifications and be produced in many unique, less conventional materials or colors; doing our best to accommodate any needs or desires your customer may have in order to make their top unique while maintaining our commitment to ... **"Custom Quality Tops at a Fair Price"**.



Dual Ghia  
Dr. Paul Sable & Whitehall Restoration Mass.

T  
O  
P  
S

Call Toll Free (800) 221-4476





# NS5410

## 2004-09 Nissan 350Z

### ATTENTION:

*(These Instructions Must be Followed.)*

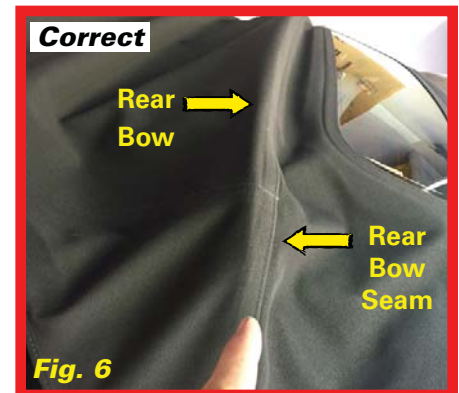
*Electron Top* cannot warranty any of these damages to the top.

There are major issues affecting the Nissan 350Z tops, below are reliable solutions.



1) The "Christmas Tree" plug holding the defroster lines (fig. 1) is poking holes in the rear section near the bottom quarter panel seam of the top (fig. 2). This plug needs to be removed and replaced with a wire tie.

**\*IMPORTANT -** (Be sure the sharp cut edge of the tie is facing down and towards the center of the vehicle (fig.3)).



2) Tears occur in the bottom of the quarter panel (fig. 4) behind the door glass when the rear bow is positioned behind the rear bow seam (fig. 5) as the top is being stretched forward to attach to the header during installation. Be sure to position the rear bow in front of the rear bow seam (fig. 6) before stretching forward. This tear may also occur if the elastic straps used to keep the bows properly positioned during frame operation are not properly installed; (not stretched enough will also cause pinch holes around the rear glass window).

**\* IMPORTANT -** (The elastic straps must be stretched using FULL TENSION).

3) The window regulators that drop the door window (indexing) when the door latch is pulled must be working properly or the windows will hit the top and cause damage to it when closing or opening the doors.

Nissan has posted TSB's (Technical Service Bulletins) regarding this convertible top.

"Our instructions/warnings are simplified and intended as a guide for a professional Craftsman. To protect our quality, reputation and the perpetuation of our Auto Trim Industry we will only warranty our products that have been installed by an experienced Upholsterer/Trimmer."

*Electron Top Mfg. Co. (800) 221-4476*





# "Keep in Touch!"

## American Flag Etiquette

Since September 11th, 2001, our beautiful American Flag has gained popularity and is displayed in abundance. It reminds me of my childhood especially during patriotic holidays like Memorial Day, Fourth of July and Labor Day. I remember the parades that closed down the main street and the excitement I felt seeing all the Red, White and Blue. Our Flag is such an incredible icon of freedom.

WE at *Electron Top* have always had an American Flag inside our building but we wanted to join the many and show our American Pride to the world so WE moved it outside. This issue brought up questions as to the respectful positioning when a flagstaff is not available. WE all had input as to the proper and improper way to display our flag, but each one of us received an education after reading the "Code of Etiquette for Use of The American Flag."

WE would like to state that the proper etiquette should be followed without personal interpretation. These are the rules that were set forth for respectfully displaying our sign of freedom. BUT, this was not made part of our newsletter to criticize, bring forth discontent or to pursue self righteousness. It is elating to see our flag being displayed so proudly and abundantly, as it should be.

Our flag should be hoisted on a staff briskly to the top and then lowered ceremoniously and always kept from touching the ground. It should be displayed on all days especially legal holidays, and other special occasions. It is customary to display it from sunrise to sunset on buildings and on stationary flagstaffs in the open. The Union (blue field with stars) should not be facing downward, except when signifying distress. It should never be carried flat or horizontally, but always aloft and free.

It may be displayed at night, however, on special occasions, and with proper lighting. Note: It flies 24 hours a day at several places including Ft. Mc Henry in Baltimore, M.D. where it inspired Francis Scott Key to write "The Star Spangled Banner".

Flying our flag at half-staff is a sign of mourning. First, it should be hoisted to the top of the staff briskly for an instant, and then brought down to half-staff. Also, it should be hoisted to the peak again before ceremoniously lowering it for the night. In addition, the flag should fly at half-staff for a limited time, 10-30 days, depending upon the death. On Memorial Day the flag should fly at half-staff until noon and then be raised to the peak for the remainder of the day.

Our flag should be kept clean and in good condition. When it is in a condition no longer a fitting emblem for display, it should be destroyed in a dignified manner, preferably with a respectful burning or burial. I usually bury my old flags underneath a newly planted shrub or flower. To me this represents the perpetuation of freedom and life.

Prohibited uses of the Flag are: dipping the flag to any person or thing (exception - saluting ships; Dipping colors). It should never be used as a covering, nor have words, designs, or drawings placed on it. It should not be used for advertising purposes, nor be embroidered or printed on disrespectful items (i.e. handkerchiefs, stools, undergarments) or things you may tread on (i.e. rugs, carpets, and soles of shoes etc.). It also should not be printed or embossed on any item meant for temporary use, discard or disposal (i.e. boxes, flyers, plastic or paper bags). Please make sure flags on vehicles are securely attached, prevent them from falling to the ground and being shredded and destroyed.

This information was taken out of context from "The World Almanac". WE tried to pass along important guidelines but were unable to print it in its entirety. We found it enlightening and WE will be modifying some of our uses of the American Flag.

WE must express our discontent with the Supreme Courts decision in 1990 which decided that the law **AGAINST** burning and defacing Our Flag in public **IS** a violation of the free-speech guarantee. There are certainly other means of expressing oneself than destroying a symbol of freedom that so many gave their lives for and others who lost so much defending it. Our Flag should not be taken for granted.

### "Freedom, Without Responsibility, is Soon Lost!"

Copies of this information, in its entirety are available to you. Please give us a call to request them.

Kimmy 10/01

*Electron Top Mfg.*

(800) 221-4476 (718) 846 7400

E-Mail: [info1@electrontop.com](mailto:info1@electrontop.com) or [kimmy@electrontop.com](mailto:kimmy@electrontop.com)





“Did you know our  
Auto Trim Industry  
has a website? ”

Check out  
**[www.thehogring.com](http://www.thehogring.com)**  
... and see what's going on in  
our Industry.

*Electron Top Mfg. Co.*

We are a proud sponsor of [thehogring.com](http://thehogring.com).