

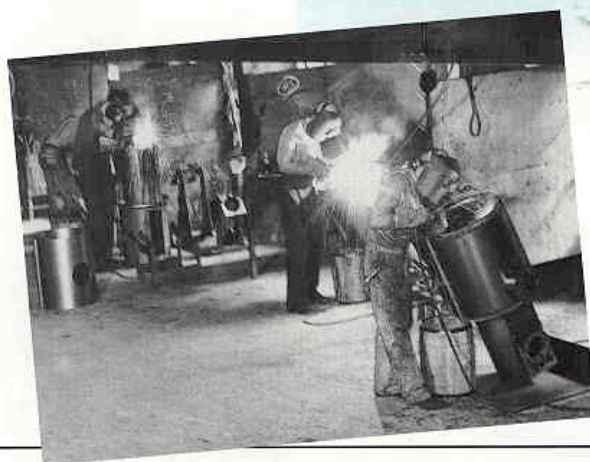
Erne Helland began drawing 'Lennie Lennox' in 1946 as part of a series of illustrations for a furnace handbook. As the character grew in popularity, Lennox intended him to become "as identifiable with the warm-air heating industry as Reddy Kilowatt is with electricity." (Lennox News, 1950).

heating grills and registers to the entire industry. The demand for Lennox products became so great more outlets were needed, resulting in nationwide expansion in 1948: branches were established in Fort Worth, Salt Lake City, Los Angeles, and Decatur, an Atlanta suburb.

"Only Death Could Have Stopped Him"

Just as Lennox was about to become a household word from New York to Los Angeles, Dave Lennox died quietly in his home in Marshalltown in 1947 at the age of 92. The man who bought the company from Lennox in 1904 for \$54,000 — D.W. Norris, still the company president — died in 1949 of a heart attack at the age of 73, while on a business trip to Columbus. "Only death could have stopped him," a family member said. Lennox factories throughout the nation stopped work briefly at the hour of his funeral service.

"When I came to Marshalltown," D.W. Norris had written in the Marshalltown newspaper a few months before his death, "I did not foresee automobiles, movies, radio, television, or paved roads. What will the people of this community accomplish during the next 50 years?"



Welders building furnaces at the Columbus, Ohio plant, early 1950s.



Let's see how development stage
Lennox's Proven Heating system was developed at Lennox machinery, with an idea that would make it really easy for you to use.

This new system combines the best of warm air circulation and mild radiant heat. You can have the best of both worlds. You can have the best of both worlds. You can have the best of both worlds.

The Lennox Proven Heating system is a new Lennox revolutionary heating system. It's the best of both worlds. It's the best of both worlds. It's the best of both worlds.

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So-o-o-o comfortable!

Like this baby, you can relax in comfort in your home. The quiet, automatic operation of Lennox's Proven Heating system is just what you need for a more comfortable home.

The Lennox Proven Heating system is a new Lennox revolutionary heating system. It's the best of both worlds. It's the best of both worlds. It's the best of both worlds.

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As Advertised in
THE SATURDAY EVENING POST • COUNTRY GENTLEMAN
BETTER HOMES AND GARDENS • AMERICAN HOME • TIME
NEWSWEEK • AMERICAN MAGAZINE • SUCCESSFUL FARMING

An important factor in Lennox' growth was its first national co-operative advertising campaign, launched in major city newspapers in 1949. "Many dealers report they have always had to first sell the prospect on who Lennox is," stated an article in a special advertising issue of the *Lennox News*. "This co-operative advertising program will go a long way toward helping solve that problem."


The first co-op campaign was a huge success, and the second campaign in 1950 was the first to feature a popular new character: 'Lennie Lennox.'



- First appearance of 'Lennie Lennox'
- UN General Assembly meets for the first time
- Churchill coins term 'Iron Curtain' in speech in Fulton, Missouri

Dave Lennox dies at 90 in Marshalltown, Iowa

George Marshall, U.S. Secretary of State, offers plan to rebuild Europe



Dead Sea Scrolls found
Transistor invented by Bell
Laboratories

Lennox branches established in Fort Worth, Salt Lake City, Los Angeles, and Atlanta

Mahatma Gandhi assassinated



Life At Lennox, 1948

"... I decided on a career in the heating industry. My dad arranged an interview in Marshalltown, Iowa with the Lennox treasurer, Ted Booth, who then brought in John Norris. John asked me what kind of work I'd like to do and I told him research and development. I was hired at \$300 a month ... I asked about housing in Marshalltown and Ted Booth told me about the Lennox Addition, which was funded by Lennox. The homes were brick with two

bedrooms and were available to anyone, but Lennox employees received top priority. Ted said there was one left if I was interested. We drove out to the house, but Ted didn't have a key so we just looked in the windows. The house sold for \$7,600 with zero to \$700 down and \$54 a month, so I snapped it up.

"The Lennox Addition nestled up to the east end of the factory complex in Marshalltown, so employees had two or three blocks to walk at most. The Marshalltown city bus ran by our house at the time, so getting into town wasn't a problem either.

"Of course, many of my neighbors were Lennox employees, but we also had an interesting mix of neighbors who were not connected with Lennox — scrap dealers and engineers from other industries in



town. They were real handy to have around when we had special projects going that drew on their expertise and even their access to materials at special prices.

"Since all of the houses were new, there was little landscaping ... we had one long backyard the length of our block. We set up croquet, volleyball and horseshoe games available to all the neighbors. One guy would go around the neighborhood with a can of beer in each hand, recruiting croquet players ... my problem was the novice horseshoe players would more often ring my tomato plants than the horseshoe stake."

— a retired Lennox employee

Russians halt traffic from Berlin to the West; Berlin airlift begins
Joe Louis retires from boxing

Truman defeats Dewey in presidential election, despite some early published reports



1949

D.W. Norris dies; John Norris Sr. becomes Lennox president

Lennox launches its first national co-op advertising campaign

USSR tests its first atomic bomb

Eleven U.S. communists convicted of conspiracy to overthrow the government



Communists win civil war in China; Mao Tse-tung heads new People's Republic of China

1950

North Korea invades South and quickly takes Seoul; UN troops led by U.S. aid South Korea; Red China enters war on North's side

Richard Nixon is central figure in prosecution of Alger Hiss

'Lennie Lennox' featured in second annual co-op advertising campaign

New R&D Lab built in Marshalltown



Lennie was the brainchild of Lennox artist Ernie Helland, who first drew the character in 1946 to illustrate furnace instructions and later adapted Lennie for use in advertisements, sales brochures, cut-out display sets, and even salt-and-pepper shakers. A 1950 *Lennox News* article hoped Lennie would become "as identifiable with warm-air heating as Reddy Kilowatt is with electricity."

While the company moved toward developing a higher public profile, the Lennox research and development laboratory worked behind the scenes to continue developing groundbreaking products. John Norris' engineering background and instinctive genius for innovation made research and development a top company priority. A new lab was built in Marshalltown in 1950, almost three times the size of the previous lab.

LENNOX

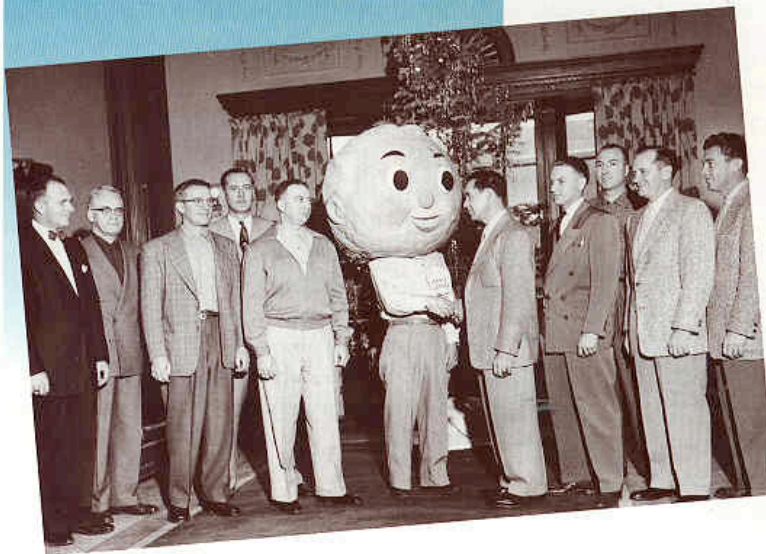
Aire-Flo® AIR CONDITIONING



Built for the Home

... and adaptable to ANY TYPE home

An advertisement for the unit used in Lennox' first residential central air conditioning system, 1952. While many experts in the industry were skeptical of Lennox' move into the cooling business, the company scored an overnight success and continues today as a leader in the field.



Dealers shake hands with a life-size Lennie Lennox, mid-1950s.

1950

Lennox develops its first residential perimeter heating system

1.5 million TV sets in use in US



'Doo-wop' begins rise in popularity

1951

General MacArthur calls for use of nuclear weapons against North Korea and is relieved of command by Truman



Popular films: *The African Queen*, *An American in Paris*, *Strangers on a Train*, *A Streetcar Named Desire*

Plutonium discovered

1952

Lennox develops first residential central air conditioning system

Lennox Industries-Canada established

Eisenhower elected President, promising to 'go to Korea'

Revised Standard Version of the Bible, Steinbeck's *East of Eden*, and Hemingway's *Old Man and the Sea* published



Lennox Research and Development, c. 1950

"The entire R&D lab consisted of thirteen people, and we had to provide our own hand tools. Only one guy in the lab had a complete set of tools. When he was transferred out of the lab, testing really slowed down until some of us finally bought our own. We often drew on the services of other departments such as the tin shop or body shop, since we didn't have our own model shop until years later.

"Occasionally someone from another department would ask us to do this or that and it could be disruptive to our main projects. John Norris Sr., the president and chief executive officer of Lennox at the time, instructed us to respond by telling the person demanding the service to 'go to hell.' One day a worker was busy welding something when John Sr. tapped him on the shoulder and asked for something. The worker raised his welding mask, turned to John and said, 'go to hell.' Then John remembered his instructions to us and had a big laugh...

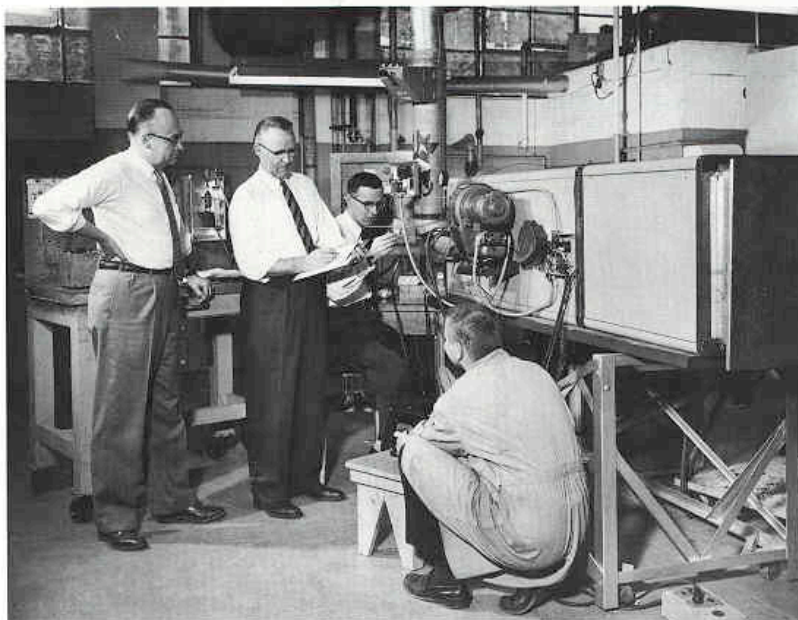
"John could walk through the factory and call most of the employees by name. They all seemed to simply call him 'John.' He did spend a lot of time out on the factory floor and visiting our lab... his door was always open to all and as often as not he answered his own phone.

"He was always friendly and pleasant and didn't stand much for formal bureaucracy. One day we were meeting with a

group of engineers from another company when John walked in to hang up his coat in a nearby closet. I said, 'Hi John,' and was about to resume our meeting when one of our visitors said, 'When the president of our company walks into the room we all stand up.' 'That's bull,' snapped John. 'I'd rather see our people continue being productive.'

"We frequently tested new equipment in our own houses. I spent many hours in John Sr.'s basement testing oil burners... one of the first perimeter heating systems was tested in my house. We had just installed new carpeting in my house, and my wife told me that after cutting holes in her carpeting and floor, the system better work."

— a retired Lennox employee



Company president John Norris Sr. (with clipboard) helps conduct an oil burner test at the Lennox R&D laboratory, 1957. Beginning with his "secret" testing lab in a corner of a Lennox warehouse in the early 1930s, Norris remained highly interested in product development.

Hank Williams releases *Your Cheatin' Heart*

1953

Lennox builds factory in Etobicoke, Toronto, Ontario
Korean War ends



Stalin dies; struggle for power ensues in USSR

I Love Lucy is the #1 show on US television

Elizabeth II crowned Queen of England

Lung cancer first attributed to smoking



Sir Edmund Hillary expedition conquers Mount Everest

1954

Supreme Court's *Brown vs. the Board of Education* decision rules that segregation by color in public schools is unconstitutional

Inoculation of schoolchildren with Salk antipolio vaccine begins in US

McCarthy hearings nationally televised

Lennox builds distribution center in Calgary, Alberta

Roger Bannister runs first sub-four minute mile

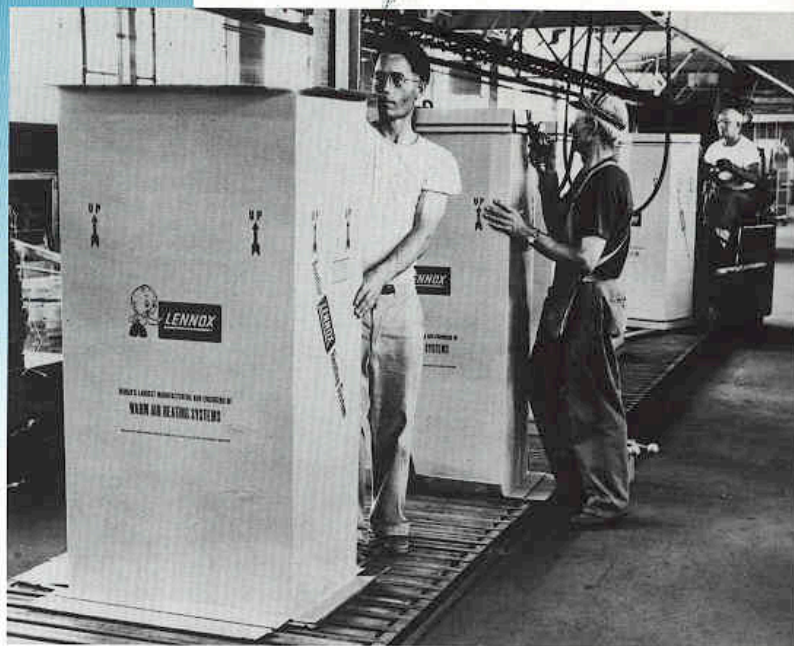


Lennox developed the first residential perimeter heating distribution system in 1950. In 1952, Norris visited several air conditioning manufacturers to discuss the possibility of buying a compressor for use in designing its first residential central air conditioning system. Business associates advised him against the idea, claiming a furnace company did not have the experience or expertise to handle the new complexities of the cooling business. But Norris saw a bright future in residential cooling and led the drive to develop a 3-ton water-cooled air conditioner, which Lennox began to sell in 1952.

"Recent developments in the air conditioning industry indicate cooling will be just as much a part of homes in the near future as heating is now," Norris wrote in 1952. Only 12 months later he was writing, "Interest in residential air conditioning has skyrocketed so much this year the entire refrigeration industry is sold out for the season and has been for some time... we are helping our refrigeration suppliers get the parts they need to make our assemblies."



Children race for the finish line at a company picnic, 1950s.



Workers box Lennox units for shipment, early 1950s.

1955

Lennox Furnace Company officially named Lennox Industries Inc.

African-Americans boycott segregated buses in Montgomery, Alabama

Bill Haley's *Rock Around the Clock* is first rock and roll hit



1956

Egypt seizes Suez Canal, precipitating international incident

Elvis Presley hits include *Blue Suede Shoes*, *Hound Dog*, and *Don't Be Cruel*

Oral polio vaccine is developed

Rocky Marciano retires undefeated as heavyweight champ

1957

USSR launches Sputnik I & II, first artificial Earth satellites

Dr. Seuss' *The Cat in the Hat* is published

Eisenhower sends troops to deter violence in Little Rock, Arkansas desegregation crisis

Ford introduces the Edsel

13 year-old Bobby Fischer is U.S. chess champion

West Side Story and *The Music Man* are big hits on Broadway



Sell Those Units! Sales Meetings in the 1950s

"Our sales meetings in those days were fabulous, inspirational, and great fun for everyone. I especially remember one in the Marshalltown coliseum. Each of the sales divisions came dressed in clothes befitting their area. Of course the Texans came dressed sporting cowboy attire, ten gallon hats, and loaded cap pistols. Those from Minnesota were decked out in Paul Bunyan gear... the St. Louis division wore gambler's eye shades... Iowa salesmen wore hib overalls. During the banquet, the Texans weren't satisfied with sitting on chairs — they ate from saddles which were mounted on sawhorses.

"The stage was filled with valuable merchandise, including major appliances. An auction was held for all of the merchandise and, as I recall, bidding was based on what percentage a salesman thought he could exceed his sales quota for the year. If he didn't meet the bid, he had to pay for that percentage of the merchandise out of his own pocket. Some of the bidding was downright reckless, but some of the territory managers were feeling little pain."

— a retired Lennox employee



27



LOTS OF DRIVE IN '55



1958

Alaska becomes 49th state

NASA established to aid US space exploration

'Beatnik' movement, originating in California; spreads throughout America and Europe



American Van Cliburn wins Moscow Tchaikovsky piano competition

1959

Castro takes power in Cuba, seizes US-owned sugar mills



Pope John XXIII calls Ecumenical Council known as Vatican II
Hawaii becomes 50th state

1960

Lennox International Division established in Basingstoke, England

US admits spying on Russia when Francis Gary Powers' U-2 spy plane is shot down over USSR



John Kennedy elected president

Students stage sit-ins to protest segregation at lunch counters in Greensboro, NC

13 arrested for perjury in TV quiz show scandal

"We Are Grateful Indeed"

Canada became a new market for Lennox in 1952 with the establishment of Lennox Industries (Canada) Ltd., with Ray C. Robbins as the general manager of the Toronto division.

By 1953 Canadian sales were so impressive Lennox built a factory in Etobicoke, Toronto, Ontario to service all of Canada. "We are holding schools in Canada to teach Lennox principles just as we have for years in the United States," Norris wrote. A distribution center was opened in Calgary, Alberta in 1954.

On December 30, 1955, the company's name was officially changed from Lennox Furnace Company to Lennox Industries Inc. The name change reflected the company's growth — not only into air conditioning, but also into agricultural equipment such as crop dryers and processors. By 1960, Lennox had established an International Division, with a facility in Basingstoke, England and sales offices and warehouses in Holland and Germany.

In terms of innovation and growth, the 1950s were almost overwhelming for Lennox. "We are grateful indeed," wrote John Norris in the early 1960s, "that in less than the span of one lifetime, this company — which had its start literally in the heart of an Iowa cornfield — has been privileged to grow up to serve so many people around the world."

"No! It's too cold down there!"



Can your home pass the "Floor Comfort Test"?

Think this picture is far fetched? Not entirely, for heat rises to the ceiling in a poorly-heated home. Floors are cold and often drafty.

Your home CAN pass the "floor-comfort" test if you have Lennox Aire-Flo heating to give you even, floor-to-ceiling temperatures and WARM floors.

Heat, alone, is not enough for complete indoor comfort. With Lennox, you get MORE than just heat. Drafts and cold floors are eliminated by continuous, gentle circulation of the air, heated to just the right temperature. The air is filtered clean and is free from staleness.

Ask your certified Lennox dealer to show you the many PLUS advantages of Lennox over ordinary heating.

Write for your free copy of the valuable booklet, "How To Select Your Heating System." Address Department S-411-55, nearest Lennox office.

HEAT, ALONE, IS NOT ENOUGH
for complete indoor comfort!



58 YEARS

Our home comfort specialists make LENNOX Air, Lennox Aire-Flo Air Conditioning the finest you can buy.

See Your Certified Lennox Dealer

—Look for his sign—or find his name in your classified telephone directory. There are more than 92 different Lennox models for gas, oil, coal or LP Gas.



THE LENNOX FURNACE COMPANY

World's Largest Manufacturers and Engineers of Warm Air Heating Systems
Marshalltown, Iowa • Syracuse, N. Y. • Columbus, Ohio • Fort Worth, Texas • Pasadena, California
Salt Lake City, Utah • Decatur, Ga. • Toronto, Ont.

PRINTED IN U. S. A.

Prairie Schooners, Holiday Houses, and Other Diversions

When most people think of Lennox, they think of furnaces and air conditioners. But in the 1950's Lennox also made a variety of other products. A retired Lennox engineer recalls some of them:

Prairie Schooner: "We mounted a heat exchanger, fan, and oil burner on a flat oil tank with wheels and put a casing on it. It kind of looked like a



miniature Conestoga wagon, so we named it the Prairie Schooner. It was a popular way to spot heat auto garages and building construction sites."

Holiday House: "Furnace and burner sales were highly seasonal, falling off during the summer. To help keep everyone busy during the summer, we designed, built, and sold Holiday Houses. The aluminum parts for these houses were made in the factory and assembled on site. They could be installed as a garage or a screened-in entertainment center."

Tobacco Drier: "Lennox management was convinced by one of our southern territory managers that we could penetrate the southern tobacco farming market with an improved tobacco drier.



an entirely different use for it."

Later many of these units were used to provide warehouse heating to keep stored canned goods from freezing. It always amazed me how we would develop a product for one use and then some Lennox salesman would come along and find

Oil Burner Demonstrator: "This was a spin-off of the tobacco drier, with the same pot and gun burner mounted on a small oil tank with two wheels and wheelbarrow-type handles. We roasted marshmallows over the demonstrator at sales and dealer meetings to show how our oil burners burned oil completely and cleanly."

Crop Drier: "An engineer brought expertise in both air handling and crop drying to Lennox, having worked for a crop drier manufacturer. As a kind of spin-off project from his

performance evaluations, we began work on a crop drier. The result was the Lennox Cropmaster. Farmers were interested in crop drying because it wasted less grain than field drying. In fact, in the mid-1950's, a whole division at Lennox — the Lennox Agricultural Division — focused on making grain and hay drying fans, crop dryers, and batch bins."



Lennox' entry into the lawn maintenance market was dubbed the 'Kittytrack' and featured tracks in the place of wheels.

Nothing Else Like It!

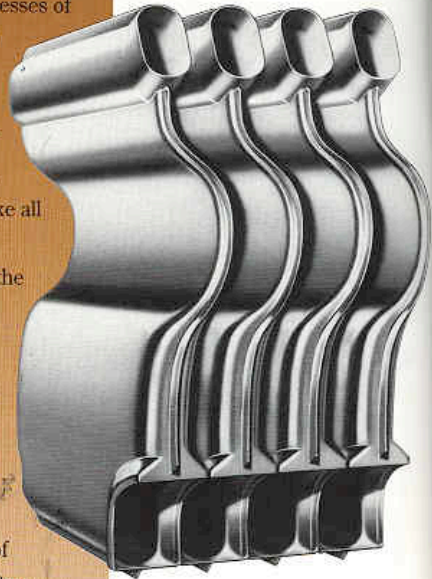
LENNOX
Kittytrack™ LAWN TRACTOR

5. New Times, New Ideas: 1961-1979

Riding on a new wave of cool air, the Lennox successes of the 1950s continued into the 1960s.

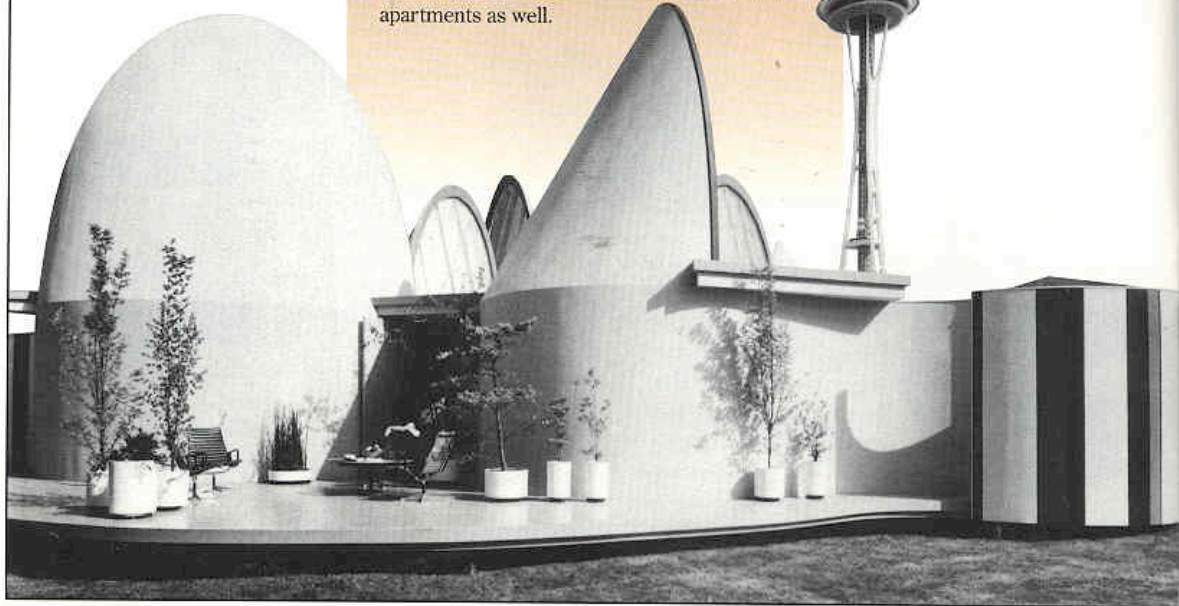
"Lennox has come of age in the air conditioning industry," announced a 1963 *Lennox News* article. Air conditioning sales for that year broke all previous records.

But sales were only half the story: the company made another major design breakthrough in 1964 with the Duracurve® heat exchanger. The Duracurve was recognized industry-wide as a major break-through in the search for answers to noise problems in gas furnaces. Lennox' innovations continued in 1965 with the production of the first packaged direct multizone rooftop heating/cooling units. Originally designed for schools, the direct multizone systems (DMS) proved to be flexible enough for offices, libraries, retail stores, factories, churches, and apartments as well.



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A symbol of the Space Age, the 'Home of Living Light' at the 1962 Seattle World's Fair featured two Lennox heat pumps.





First produced in 1964, the Lennox Duracurve® heat exchanger (left) eliminated the 'ticking' sounds common in gas furnaces. Above, a Lennox factory worker welds a Duracurve.

In the wake of such innovations as the Duracurve heat exchanger and DMS, the company's decision on September 14, 1965 to stop producing and selling coal furnace parts by the end of that year was barely noticed. But it marked the end of an era: Lennox coal furnaces

had been produced and sold since Dave Lennox built the first one in 1895. New times were demanding new ideas, and the coal furnace could no longer play a part in the company's increasingly high-tech future.

In 1968, Ted Booth retired as secretary-treasurer. Many of his basic ideas for dealer-related accounting, credit, and time-payment programs are still in use today. Richard Booth, Ted's son and a member of Lennox' credit management team since the 1950's, was promoted to secretary-treasurer.



Alive with the freshness of a new spring ... Lennox air conditioning

It is yours only with Lennox: this wonderfully new kind of air conditioning.

We call it "Nature's Freshness."

It is warmth gentle as sunlight. Coolness crisp as an autumn forest.

It is the freshness of air in silent motion. Filtered and polished clean in a net of spun glass.

Lennox is summer wrong dry of fatiguing humidity. With summer's dirt locked outside and summer noises silenced.

Lennox is the soft freshness of air moisturized against winter's desert dryness.

Lennox is springtime all year long.

The total comfort system.

Call your Lennox Comfort Craftsman, listed in the yellow pages. Or send for a copy of "The Freshness Story."

Address: Lennox Industries Inc., 600 South 12th Avenue, Marshalltown, Iowa.

AIR CONDITIONING • HEATING **LENNOX**