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(continued from page 1)

rig pulled himself out of the lineup. Gehrig died two years later of a rare form of polio.

Olsen gave professional baseball four years. After that he quit to enter business. He and a former professor established Gearench Manufactoring Co. in 1927.

For the past 30 years, Gearench has been the leading manufacturer for tools used in the oil, chemical, mining, plastic and atomic indus-

"No one has been luckier or had more fun than I have," he said. Gearench made Olsen a million-aire and with those millions, Olsen has given and given.

"It's no use being the richest S.O.B. in the graveyard," Olsen said.

"We do it because we love to do it." Every year, Olsen foots the bill to host former baseball players at the Hall of Fame induction and for several years, Olsen provided World Se-ries and All-Star tickets for Gehrig's

widow. "We surely have enjoyed doing it," he said.

Over the years, Olsen has purchased more than 15,000 series tickets - 13,000 of those he has given to friends, associates and even strang-

"I have had people leave England in the morning so they could be my guests later that day at the series," Olsen said.

During a series between the Yan-kees and the Dodgers, the Olsens rode down the hotel elevator with a newly-wed couple. The couple was talking about the series which was to begin[°] that afternoon, when the young bride mentioned she had al-ways dreamed of attending the World Series.

Olsen reached into his pocket, pulled out two box seat tickets and handed them to the woman.

'Enjoy the game," he said to

Olsen's giving does not end with tickets. His generosity also extends to his hometown of Clifton.

He has given land for a hospital, a helicopter field, a high school, a cemetery, an old folks home, streets, and county and state highways. He has provided money to build the high school clubhouse and press room, the entrance and fence for the cemetery, a museum and an old



Photo courtesy of Office of Public Informati

Pat Olsen and his wife Elsie reminisce.

was named as a Distinguished Alumni in 1981 and was inducted into the A&M Athletic Hall of Fame For his effort and support, Olsen as one of A&M's all-time great pitch-ers.

But honors and awards aren't why Olsen gives. He said he gives because he enjoys it and because of some advice someone gave him in 1930. "If you give from the heart, the need any horse traders."

that carry Ginnie Johansen Designs.

up a design staff, combing European

fabric fairs for the proper materials

and helping to manage this booming

company has had its share of sacri-

fices. One was dropping out of col-

Lord will bless you 10 times of Olsen said. "If you give and ex something in return, you're horse trader. And the Lord d

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Accessories business makes millions

By LORI BROOKS Reporter

In six short years Ginnie Johansen has built a small business geared to the designing of women's fashion accessories into a booming \$11-million enterprise

As an 18-year-old college freshman, Johansen happened upon a good thing at the right time. Just six weeks before the preppy craze took off with alligators and men on horses, Johansen was marketing her new product that would fit in perfectly with the new fad.

Johansen was at R. Rush and Co.

had accounts in 23 states.

Johansen's entrepreneurial father was impressed. He'd recently left his job as chief executive of a chemical company to become a management consultant. Little did he know his best prospect was to be his own daughter.

Johansen and her father, Gerald Johansen, each put up \$12,500 to form Ginnie Johansen Designs, Inc. "He helped me map it out from the very beginning," Johansen said.

We started out as Ginnie and Daddy, ās a team."

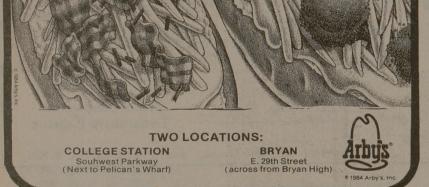
the company, and it was hard to make it to classes every day. I don't By 1982, Ginnie Johansen belts,

areas, including silk neckw sashes, various styles of belts Although her success has been rapid; it has not been easy. Heading jewelry.

Johansen said Ginnie Joh Designs has always placed emp on the quailty of its product service, so there is little room complaints and returns. This winning formula, keeping qu

After her freshman year at Sophie high priority. Newcomb College in New Orle she transferred to Southern Methodist University for two years. "I was under a lot of pressure with

Dedication set for today



Thursday giving free demonstrations of her products and how to use them

Founded in 1978, Johansen's business began to take shape when she needed a belt to go with her khaki pants and Izod shirt. When she could not find one, she created her own. It was a web and grosgrain ribbon belt with a Velcro closing.

Friends liked it and asked her to make belts for them. That gave her an idea; she took samples to shops in Dallas, Austin, Waco and San Antonio and came back with \$15,000 in orders. In just six weeks Johansen floppy bow ties and silk scarfs were displayed in 2,000 shops throughout the U.S. and Canada, and the company had sales of \$6.1 million.

Now, at 25, she is half-owner and resident, earning well over \$100,000. Her father is the chief executive.

Today, Johansen has 90 people working for her. The average worker's age is 28, and most of them have degrees.

Johansen said her company is very service oriented. She sends sales representatives to give seminars and train the sales associates in the stores

like to do anything imcompletely, so I dropped out. A very wise man told me that school will always be there, but your own business won't." hansen told the Dallas Times Herald in 1982.

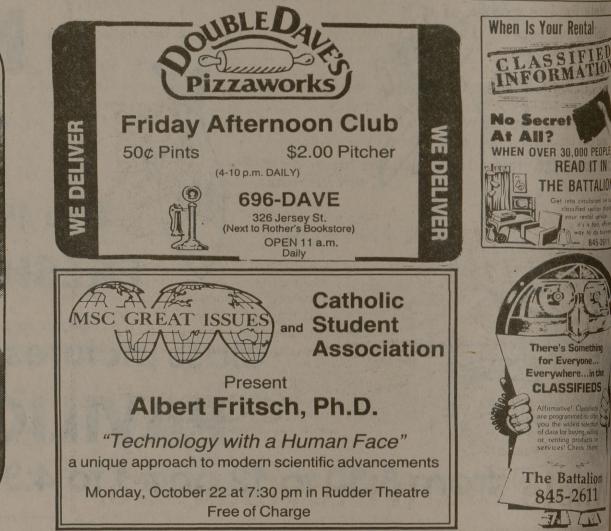
Johansen claims her first customer has always been herself. She just started designing accessories for herself. The company always mixes design and marketing in an effort to keep in close touch with its customers needs.

She started out with the first belt design, adding one silk tie and steadily growing to six different product

Texas A&M's Human mance Laboratories will be icated today at 10:30 a room 274 East Kyle. The laboratories, nam

Elouise Beard Smith, wid A&M tennis coach Oma serve as facilities for fac graduate student research Projects conducted at the

range from extensive ph and psychological evaluation volunteer faculty and staff effects of using sunscreen.



College Night Friday, October 19 3 p.m. to 11 p.m. Precision Haircut & Style - Only \$10 Terrific campus cuts at super savings with student I.D. Free gifts & refreshments. **Regis** *hairstylists*

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