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MOBILE AMERICA CONTINUES TO GROW

GLENN'S MOBILE AMERICA IN AUSTIN OPENED ITS' DOORS ON APRIL 1, 1985 AND THE RESPONSE HAS BEEN TREMENDOUS. WITH CHRIS FINKE AS OUR GENERAL MANAGER, JOE PEQUIGNOT AND FREDDIE FORD AS SALES MANAGERS, THIS GROUP OF STRONG SALES PROFESSIONALS DELIVERED 17 HOMES THE FIRST MONTH THEY WERE IN BUSINESS.

SAN ANTONIO MOBILE AMERICA HELD ITS GRAND OPENING ON MAY 1, 1985. SAM RICE IS THE GENERAL MANAGER OF THIS SALES CENTER WITH CHRIS MATTHEWS AS HIS ASSISTANT. WE ARE ALL EXPECTING GREAT RESULTS FROM THIS TEAM OF PROFESSIONALS AND THEY ARE PROVING THAT THEIR OPPORTUNITIES ARE UNLIMITED. 25 HOMES HAVE BEEN SOLD SINCE MAY 1, 1985.

LUMBERTON MOBILE AMERICA OPENED ON MAY 15, 1985 WITH JON ZIMMERMAN AS GENERAL MANAGER. A NEW CREW HAS BEEN HIRED AND PROFESSIONALLY TRAINED TO GET THIS LOCATION BOOMING. WITHIN THEIR FIRST SIX WEEKS, LUMBERTON SOLD 20 HOMES.

*FOR FURTHER DETAILS ABOUT THESE LOCATIONS, SEE INSIDE.

MOBILE AMERICA IS RAPIDLY EXPANDING INTO NEW MARKET AREAS.

WE ARE EXCITED

OUR FUTURE LOOKS GREAT!

LET'S GO...TO THE "SHOW"

Each year, in late April, the Will Rogers Convention Center in Fort Worth becomes the center of attention for five hectic days of Mobile-homedom. It is the annual Southwest Regional Mobile Home Show - historically the largest and most widely attended mobile home trade show in the country.

The convention center, and its grounds, play host to a virtual who's who in the mobile home business. From the more than 50 manufacturers whose latest products cover acres of outdoor display area, to the 150 suppliers, contractors, lenders and insurers whose indoor display booths dot the convention center main building.

And let's not forget the thousands of attendees representing retailers from all over the state of Texas as well as from neighboring states. Among the crowds one can find lots of old friends and business acquaintances and one makes new friends and acquaintances by the minute.

A high level of excitement and activity abounds as one walks through the indoor displays collecting business cards and prospective business contacts, along with an overburdening assortment of pens, rulers, plastic clips, mugs and other trade show goodies.

Outside however, where the homes are displayed, is where the real action is. Manufacturer's Reps eagerly show their retailers the "latest and greatest". The homes are very attractively, and in some cases, uniquely displayed. This year for example, a home was displayed without

a side-wall. One could stand outside and look inside the entire furnished and decorated model.

Each manufacturer's display area is different and mirrors a given theme. Some are "carnival" in atmosphere while others are quiet and sedate. But all are unique and interesting. The steel drums of a caribbean band in one area contrasts with the smooth melody of a dixieland quartet in another. Everywhere one can enjoy a cold soft drink, beer, hot dog, chips and that often welcome five minute rest in a soft chair under a patio umbrella.

After a long day and many miles of walking through the displays the "action" resumes at the hotel. After a quick dinner one can make the "hospitality suite" circuit and enjoy a more relaxed "sales pitch" between cold boiled shrimp, cold cuts and an assortment of bar drinks. They're crowded and busy but a must for all show-goers.

The show is, for most of us, a two day "event" and hard to describe in a word. It is that once a year experience we all look forward to and are relieved to see over.

It renews the spirit, and honestly reminds us that we are, as an industry, a close knit family - sharing a common purpose.

The show is a good "indicator" of how the mobile home business will do in the near future. It reflects in peoples attitudes, and in the overall energy level at the show. This year's show was my fourth and honestly, the best.

If it is the "crystal ball" of the industry, we should have a very exciting year.

Craig Reynolds

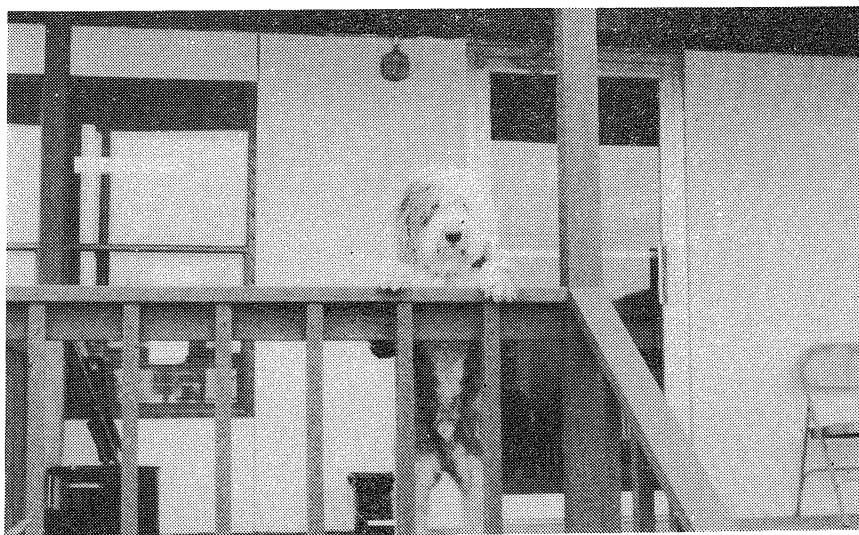
1984 - 1985 PRESIDENT'S CLUB FINALE

THE 1984-1985 PRESIDENT'S CLUB YEARS HAS COME TO AN END BUT WE ARE STILL ACCUMULATING THE SCORES. MOBILE AMERICA TEAM MEMBERS WHO HAVE ACHIEVED THE NECESSARY 50 POINTS THROUGH APRIL ARE:

<u>POINTS EARNED</u>	<u>NAME</u>	<u>LOCATION</u>
109	DON SIMONSON	MIDLAND
107	LAWRENCE CLAY	MIDLAND
73	RAYME McKINNEY	BEAUMONT
70	TOM KESTERSON	MIDLAND
62	FREDDIE BLACKBURN	ODESSA
60	SCOTT CHANEY	MESQUITE
58	MIKE WALLACE	GULF MA
52	LYNN SLY	MESQUITE

TOP PERFORMANCE PAYS OFF! WE ARE IN THE PLANNING STAGE FOR THE PRESIDENT'S CLUB BANQUET BUT WE ARE EXPECTING IT TO BE A HUGE BASH! MEMBERS WILL BE RECOGNIZED AT THAT TIME.

THE FINAL SCORES FOR MAY AND JUNE WILL BE POSTED IN AUGUST. GOOD LUCK TO EACH OF YOU!



PICTURED ABOVE IS SANFORD. JUST ONE OF THE TEAM MEMBERS IN MESQUITE. SCOTT CHANEY, GENERAL MANAGER, TAKES PRIDE IN TEACHING HIS GROUP HOW TO GREET THE CUSTOMER, AS DEMONSTRATED. SANFORD HAS BEEN AROUND FOR A LONG, LONG TIME AND HAS SEEN AN AWFUL LOT IF ONLY HE COULD TALK WE'RE PROBABLY BETTER OFF THAT HE DOESN'T!

SALES MANAGERS ANNOUNCED

SALES MANAGERS ARE THE BACKBONE OF OUR ORGANIZATION AND ASSURE THE DAY-TO-DAY SUCCESSES OF THEIR TEAMS. EACH SALES MANAGER REPORTS DIRECTLY TO THEIR GENERAL MANAGER AND IS ASSIGNED A TEAM OF HOUSING CONSULTANTS. IT IS FROM THESE INDIVIDUALS THAT FUTURE GENERAL MANAGERS ARE SELECTED.

WE HAVE HAD SEVERAL INDIVIDUALS MOVED INTO SALES MANAGER POSITIONS RECENTLY. THEY ARE -

JEFF BENOIST	-	HIGHWAY 288 MA
BRIAN BESCH	-	EASTEX MA
FREDDIE FORD	-	AUSTIN MA
BOB KLUTTS	-	BEAUMONT MA
FRANKIE MEASON	-	MESQUITE MA
ED OUBRE	-	SPENCER MA

GOOD LUCK TO EACH OF YOU

IN YOUR NEW ENDEAVOR!

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* NEWS FROM HOUSTON NATIONAL LIFE *
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HOUSTON NATIONAL LIFE INSURANCE, A MOBILE AMERICA HOUSING CORPORATION SUBSIDIARY, HAS TAKEN A BIG LEAP WITH THE INTRODUCTION OF AN IN-HOUSE MINI COMPUTER PROCESSING SYSTEM FOR PROCESSING ALL POLICIES AND COMMISSIONS. RONNIE RICHARDS, HOUSTON NATIONAL'S VICE PRESIDENT AND GENERAL MANAGER WILL TAKE ALL OF THE CREDIT FOR THIS SYSTEM ONCE IT'S PERFECTED. UNTIL THEN, WE WANT TO THANK OUR COMPUTER GENIUS, ROLAND HANCOCK FOR DEVELOPING AND DEBUGGING THIS SYSTEM.

NEITA FRENCH IS DOING A GREAT JOB ADMINISTERING HOUSTON NATIONAL'S

PROCESSING, RATING, UNDER-WRITING AND ETC. IF YOU HAVE ANY QUESTIONS REGARDING RATES, TERMS, CUSTOMER HEALTH OR AGE, CALL NEITA AT 528-3412.

TRIPLE CROWN SWEEPSTAKES

JIM BRAMLETT, SENIOR FOREMOST MARKETING REPRESENTATIVE FOR TEXA HAS JUST GIVEN THE MOBILE AMERICA TEAM ANOTHER REASON TO SELL TERM (multi-year) PHYSICAL DAMAGE INSURANCE WITH THE ANNOUNCEMENT OF FOREMOST TRIPLE CROWN SWEEPSTAKES THIS PROGRAM STARTED JUNE 1, 1985 AND RUNS THROUGH NOVEMBER, 1985.

POINTS ARE EARNED BY THE SALE OF TERM PHYSICAL DAMAGE INSURANCE STARTING WITH 3 YEAR POLICIES.

<u>POLICY TERM</u>	<u>POINTS</u>
3 YEARS	6
4 YEARS	8
5 YEARS	10
6 YEARS	12
7 YEARS	14

EACH GENERAL MANAGER MUST SCORE 100 POINTS TO QUALIFY, BUT EVERY POINT COUNTS. THAT MEANS IF YOU NOT GET 100 POINTS BY THE END OF NOVEMBER, YOU DO NOT QUALIFY TO PARTICIPATE BUT, IF YOU GET 101 POINTS, YOU GET CREDIT FOR ALL 100 POINTS.

SOME OF THE AWARDS WILL BE - TRIPS TO HAWAII, LONDON, ETC., ROLEX WATCHES, BROWNING SHOTGUNS, WEATHERBY RIFLES, MINK COATS, KRUGERRANDS, CUSTOM GOLF SETS, CARRIAGES, STEREO EQUIPMENT, JEWELRY, AND ON AND ON.

IF YOU WOULD LIKE ADDITIONAL INFORMATION, CALL JIM BRAMLETT OR COASTAL INSURANCE.

A WORD FROM OUR STATE CAPITOL

(THE FIRST, AND HOPEFULLY, THE LAST)

THIS IS TO INFORM ALL YOU FLEDGING, "U.S.F.L.-LIKE" SALES CENTERS THAT CHRIS "LOMBARDI" FINKE HAS PUT TOGETHER A TEAM OF SUPER BOWL CALIBER AND SIZE.

EFFORTS WERE MADE ON SEVERAL OCCASIONS TO ASSEMBLE THIS TEAM FOR A GROUP PICTURE TO ACCOMPANY THIS ARTICLE BUT, IT IS WITH REGRET, THERE WILL BE NO PICTURE. ONLY ONE CAMERA IN THE CITY OF AUSTIN COULD BE FOUND TO ACCOMMODATE THIS BEEFY, ROBUST GROUP AND WHEN EVERYTHING WAS SET UP FOR THE PORTRAIT, JOHN "CLUBBER" LYONS, UNNERVED BY THE PESTY, LITTLE PHOTOGRAPHER, GOT UPSET AND IMPULSIVELY ATE THE CAMERA.

ON THE FRONT LINE AT GLENN'S MOBILE AMERICA WE HAVE "CLUBBER" LYONS, 6'4" AND 240 LBS., ED "TOO TALL" RAMSEY, 6'3" AND 235 LBS., THE MOUNTAINOUS STEVE "WEST BY-GOD VIRGINIA" PAINTER, 6'0" AND 230 LBS. AND MIKE "GOT ANY CREDIT?" FRERICKS, 6'2" AND 230 LBS. IN THE BACKFIELD, WE HAVE CO-CAPTAIN JOE "DR. BOCK" PEQUIGNOT AT THE TAILBACK POSITION. HOLDING DOWN THE WINGBACK POSITION, WE HAVE THE FAST AND FURIOUS FREDDIE "SPIDERMAN" FORD. AT SPLIT END, CATCHING EVERYTHING IN SIGHT, INCLUDING THE BEEFY TEAM MASCOTS, STANDS EDDIE "SPACEMAN" DeROSA. AT QUARTERBACK, MARK "BAD THAD" KELLY, WHOSE PASSES ARE MOST OFTEN INTERCEPTED IN THE BARS ON 6TH STREET.

YA'LL MAY HAVE NOTED THAT THERE ARE NO DEFENSIVE PLAYERS ON THIS ROSTER. THIS TEAM IS SO BUSY BEING "OFFENSIVE" THEY HAVE NO TIME TO DEFEND THEMSELVES.

AUSTIN HAS BUT 3 MAIN GOALS -	#1	LUV UNCLE BUCK & GENE,
	#2	SELL LOTS OF TRAILERS, AND
	#3	<u>BURY</u> ROTTER!

BEWARE YOU "MESQUITOES" AND "BEAUMONSTERS", THIS TEAM IS HUNGRY FOR THE TITLE!

by

CHRIS I WANT CHANEY "LOMBARDI" FINKE

P.S. CHRIS, SEND THOSE RED SUNGLASSES BACK. LUV, LANETTE

P.S.S. CONGRATULATIONS, CHRIS, ON YOUR RECENT ENGAGEMENT! LUV, SCOTT.

EFFECTIVE TRAINING SHOWS RESULTS!

MOBILE AMERICA IS ONE OF THE FEW COMPANIES IN THE INDUSTRY OFFERING A COMPLETE TRAINING PROGRAM FOR ALL NEW SALESPeOPLE.

LANETTE HARRIS, VICE PRESIDENT OF SALES AND TRAINING DEVELOPMENT, CONDUCTS A 5-DAY SEMINAR DESIGNED TO TEACH OUR SALESPeOPLE A STEP-BY-STEP APPROACH ON PROFESSIONAL SELLING.

THE LAST TWO TRAINING SEMINARS WERE HELD IN JULY AND WE CERTAINLY HAD A FANTASTIC GROUP OF STUDENTS. THROUGHOUT THE TRAINING, SEVERAL ROLE-PLAYING CONTESTS ARE HELD AND WINNERS ARE CHOSEN BY MEMBERS OF THE CLASS.

BELOW IS A LIST OF THE WINNERS.

FEATURE/BENEFIT CONTEST

JUNE 10-14, 1985

- #1 LES BRECHT (SAN ANTONIO)
- #2 A.J. LEE & CINDY FINLEY
(MESQUITE) (MESQUITE)
- #3 SCOTT PETERSON (CHANNELVIEW)

JUNE 17-21, 1985

- #1 ED RAMSEY & MIKE FRERICKS
(AUSTIN) (AUSTIN)
- #2 RICKY GARCIA & MARK STAGG
(SPENCER MA) (AUSTIN)
- #3 BUDDY BERTHELOT, GERALD SAVOIE
(LUMBERTON) (BEAUMONT)

&

TOM JANIK
(LUMBERTON)

MOBILE AMERICA STORY

JUNE 10-14, 1985

- #1 RUSS MADDEN (SOUTHWEST)
- #2 ALISON CONNER (DICKINSON)
- #3 A.J. LEE (MESQUITE)

JUNE 17-21, 1985

- #1 GERALD SAVOIE (BEAUMONT)
- #2 RICK MENDEZ (BEAUMONT)
- #3 BUDDY BERTHELOT (LUMBERTON)

AS YOU WILL SEE BY THE FINAL EXAM SCORES, BY THE TIME THEY HAD COMPLETED THEIR TRAINING, THIS GROUP WAS PROFICIENT IN MOBILE HOME SELLING. THE FINAL EXAM WAS TOUGH. THERE WERE 75 QUESTIONS, NO TRUE OR FALSE OR MULTIPLE CHOICE, SO EITHER THEY KNEW THE MATERIAL OR THEY DIDN'T. BELOW ARE OUR HONOR STUDENTS.

FINAL EXAM

JUNE 10 - 14, 1985

- | | | | |
|------------------|---|-----------|------|
| #1 ALISON CONNER | - | DICKINSON | 100% |
| #1 LLOYD LABARGE | - | LUMBERTON | 100% |
| #2 CINDY FINLEY | - | MESQUITE | 98% |
| #3 LES BRECHT | - | AUSTIN | 97% |

JUNE 17 - 21, 1985

- | | | | |
|--------------------|---|-----------|------|
| #1 BUDDY BERTHELOT | - | LUMBERTON | 100% |
| #1 ED RAMSEY | - | AUSTIN | 100% |
| #1 DICK WHITLOW | - | LUMBERTON | 100% |

HOW DO OUR STUDENTS FEEL ABOUT THE TRAINING SEMINAR? HERE'S WHAT ONE OF THEM TOLD US -

"I'VE LEARNED MANY, MANY NEW WAYS TO BE EFFECTIVE IN EACH PHASE OF SELLING, FROM GREETING TO CLOSING."

WELCOME ABOARD SUPERSTARS!

WE'RE HERE!

LUMBERTON OPENS

JON ZIMMERMAN, ASSISTANT GM OF OUR NEW LUMBERTON LOCATION, HAS BEEN SPENDING ALOT OF TIME HIRING TOP SALESPeOPLE. THIS IS AN ENTHUSIASTIC GROUP AND WE'RE ANXIOUS FOR THEIR SUCCESS!

BUDDY BERTHELOT WAS AN INDEPENDENT JEWELRY SALES REPRESENTATIVE WORKING A FIVE STATE AREA BEFORE JOINING MOBILE AMERICA.

SHARON JOHNSON WAS AN INDEPENDENT AGENT FOR AUTOMOBILE SALES. SHARON TOLD US SHE HOPES TO GROW INTO A MANAGEMENT POSITION WITH MOBILE AMERICA.

TOM JANIK WAS A FORMER PROFESSIONAL FOOTBALL PLAYER FROM 1963 THROUGH 1971. HE PLAYED FOR THE DENVER BRONCOS, BUFFALO BILLS AND NEW ENGLAND PATRIOTS. ONE OF THE HIGHLIGHTS OF HIS CAREER WAS INTERCEPTING A JOE NAMOTH PASS AND RETURNING IT 100 YARDS FOR A TOUCHDOWN. TOM HOPES TO BE THE #1 SALESPERSON IN LUMBERTON IN THE VERY NEAR FUTURE (I doubt anyone will get in your way, Tom).

DICK WHITLOW WAS FORMERLY VICE PRESIDENT AND GENERAL MANAGER OF GASES INDUSTRIALES DE COLUMBIA S.A. IN BOGOTA, COLOMBIA. HE ENJOYED THE MOUNTAINS, FRESH AIR AND SCENERY.

LLOYD LABARGE WAS IN CONSTRUCTION FOR THE PAST 20 YEARS. HE IS A PROFESSIONAL BASS FISHERMAN. HIS FONDEST MEMORY WAS CATCHING AN 11 POUND, 4 OUNCE BLACK BASS WITH A 10 POUND LINE.

JIM RAY RECENTLY RETURNED TO MOBILE AMERICA. WITHIN HIS FIRST TWO WEEKS, JIM SOLD 3 HOMES. OBVIOUSLY, JIM HASN'T LOST HIS TOUCH!

WE ARE EXPECTING GREAT THINGS TO HAPPEN IN LUMBERTON. GOOD LUCK TO EACH OF YOU!

WE LOVE THE FAN MAIL!

MOBILE AMERICA HAS RECENTLY RECEIVED SEVERAL LETTERS FROM VERY SATISFIED CUSTOMERS ABOUT OUR OUTSTANDING SALES PROFESSIONALS. BELOW IS JUST ONE OF THOSE LETTERS.

"I WOULD LIKE TO EXPRESS MY DEEP APPRECIATION AND THANKS FOR THE WAY YOU HANDLED THE PURCHASE OF MY FIRST HOME. BOTH YOU AND YOUR STAFF WERE MOST COURTEOUS, HELPFUL AND FRIENDLY.

I ESPECIALLY APPRECIATE THAT YOU MENTIONED THE H.L. & P. REBATE CONCERNING THE AIR CONDITIONING UNIT BECAUSE AS I AM SURE, LIKE A LOT OF OTHER PEOPLE, I DID NOT THINK THAT IT APPLIED TO MOBILE HOMES.

ALL IN ALL, YOU MADE IT A MOST PAINLESS EXPERIENCE FOR ME. NOW, WHENEVER I HEAR OF A FRIEND WHO WANTS TO PURCHASE A MOBILE HOME, I WILL BE VERY HAPPY TO RECOMMEND YOUR LOCATION BECAUSE I KNOW THEY WILL BE ADVISED IN AN EFFICIENT, FRIENDLY AND MOST IMPORTANT, HONEST MANNER.

ONCE AGAIN, THANK YOU AND TAKE CARE."

HOLLY S. CHAUVIN

THIS IS EXACTLY WHAT WE WANT TO HEAR FROM OUR CUSTOMERS. REMEMBER, A SATISFIED CUSTOMER WILL SEND YOU REFERRALS WHICH IN TURN WILL MEAN MORE \$\$\$\$\$\$\$\$ IN YOUR POCKET!

WE WOULD LIKE TO RECOGNIZE TERRY VAUGHN, GENERAL MANAGER OF CHANNELVIEW MA, FOR HIS OUTSTANDING JOB IN GETTING THIS CUSTOMER INTO THE PERFECT HOME AND KEEPING HER HAPPY.

THESE LETTERS ARE ALSO GREAT PROOF-SOURCE ARTICLES. LET'S KEEP THEM COMING!

"SAM ANTONIO"

by STEPHANIE BANDY, DREW CHUPKA & CHRIS MATTHEWS

MOBILE AMERICA IS PROUD TO ANNOUNCE THE GRAND OPENING OF OUR SAN ANTONIO LOCATION. THIS SPECTACULAR EVENT TOOK PLACE ON MAY 10, 11 AND 12, 1985.

IN ATTENDANCE FOR THIS SPECIAL OCCASION WERE REPRESENTATIVES FROM CRESCENT, TRINITY, EATON PARK, SANDPOINTE AND OAK KNOLL. A SPECIAL THANKS TO KIM AT OAK KNOLL FOR SENDING THE BEAUTIFUL PLANT.

THERE WERE APPROXIMATELY 50 CUSTOMERS WHO VISITED OUR SALES CENTER FOR THE GRAND OPENING AND SAN ANTONIO'S SUPER STRONG STAFF TOOK ADVANTAGE OF THE SITUATION BY WRITING 14 DEALS. BAR-B-QUE AND REFRESHMENTS WERE SERVED ALONG WITH BALLOONS AND PRIZES.

WHO'S WHO IN SAN ANTONIO

SAM RICE, OUR LONGEST LASTING GENERAL MANAGER THROUGHOUT THE COMPANY WAS CHOSEN TO LEAD THIS GROUP. SAM HAS BEEN WITH MOBILE AMERICA FOR 6 YEARS AND AS FAR AS WE KNOW, THIS HAS BEEN THE ONLY DECENT JOB HE'S EVER HELD. SAM SHOULD HAVE A DEGREE FOR COMBINING LAUGHTER, EXCITEMENT AND HARD WORK. HE DIDN'T GET THE NAME "SMILING SAM" FOR NOTHING.

CHRIS MATTHEWS IS SAM'S SUPER ASSISTANT, AT LEAST FOR THE TIME BEING. CHRIS WILL BE OPENING A SECOND DISPLAY CENTER IN SAN ANTONIO WITHIN THE NEXT FEW MONTHS AND WILL HOLD THE TITLE OF GENERAL MANAGER.

DAVID CHEAK IS A GRADUATE OF THE UNIVERSITY OF TEXAS. HE BEGAN WORKING FOR MOBILE AMERICA IN OCTOBER OF 1982. DAVID HAS WORKED ON GULF AC, GULF MA AND NOW, SAN ANTONIO. WE'LL SEE THE RESULTS WITH THIS DYNAMIC PROFESSIONAL!

DREW "G.Q." CHUPKA JOINED OUR ORGANIZATION IN MARCH. HE WAS A MANUFACTURER REPRESENTATIVE FOR CAMEO, SUNRIZON & REMINGTON. DREW ALSO WORKED FOR DOUBLEWIDE EDDIES BEFORE LANDING THE SALES MANAGER JOB AT MOBILE AMERICA. DREW IS KNOWN AS ONE OF OUR BETTER DRESSERS, SECOND TO STEPHANIE, SAN ANTONIO'S SECRETARY.

LES BRECHT IS THE NEW KID ON THE BLOCK. HE BEGAN WORKING FOR SAN ANTONIO MA IN JUNE. LES HAS 16 YEARS IN RADIO AND T.V. AS A BROADCAST JOURNALIST. LES ALSO SPENT 10 YEARS IN THE MARINES WHICH EXPLAINS WHY HE IS SUCH A GO-GETTER. DURING OUR MOST RECENT TRAINING SEMINAR, LES WAS ONE OF OUR BRIGHTEST STUDENTS.

DANNY DEAN IS ANOTHER NEW ADDITION TO THE MOBILE AMERICA FAMILY. HE PREVIOUSLY WORKED FOR SOUTHPORT HOMES. HE WAS THEIR TOP SALESMAN AND EARNED MANY HONORS FROM OAK CREEK. THE WALLS IN HIS OFFICE MAKE THIS A PROVEN FACT. DANNY IS A FANTASTIC SALESMAN!

RUBEN HERNANDEZ DOES JUST ABOUT EVERYTHING AROUND THIS SALES CENTER. HE'S BEEN IN THE BUSINESS FOR FIVE YEARS. RUBEN HAS CERTAINLY BEEN AN ASSET TO THE COMPANY AND WE APPRECIATE HIM!

PATRA RUBAGO CLEANS EVERYTHING AND ANYTHING, INSIDE AND OUT. SHE HAS 33 GRANDCHILDREN AND IS MARRIED I MIGHT ADD.

JOE PEACE RECENTLY TOOK THE POSITION OF SERVICE MANAGER FOR SAN ANTONIO MA. HE HAS A SON, 17 AND DAUGHTER 15. JOE HAS BEEN IN THE MOBILE HOME BUSINESS FOR 17 YEARS, WORKING FOR FACTORIES MOSTLY. THE LAST 6 YEARS WERE SPENT WORKING FOR DEALERS. JOE ENJOYS 50'S MUSIC BUT THIS IS NO REFLECTION OF HIS AGE OF COURSE!

MARY MORTON CELEBRATES

10 YEARS

WITH THE #1 SALES TEAM

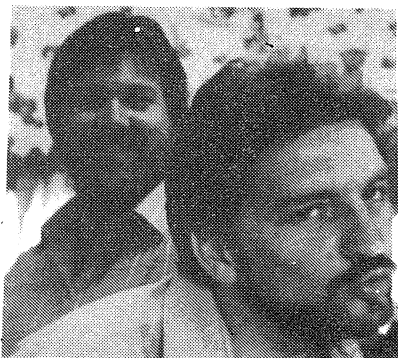
MARY "MOM" MORTON, VP OF OPERATIONS/COMPTROLLER, HAS BEEN WITH THE MOBILE AMERICA FAMILY FOR 10 YEARS NOW. IT MAY NOT HAVE ALWAYS BEEN EASY, BUT WE'RE SURE IT'S BEEN INTERESTING. A LUNCHEON WAS HELD IN HER HONOR ON FRIDAY, MAY 7, 1985 AFTER THE MANAGERS MEETING. BUCK TEETER AND GENE ESTILETTE PRESENTED MARY WITH A 10 YEAR SERVICE AWARD PLAQUE AND A DOZEN RED ROSES.

HAPPY ANNIVERSARY MARY!

FAREWELL PATTY

WE'LL MISS YOU!

PATTY ECKLER HAS LEFT DICKINSON MA TO DEVOTE HER TIME TO HER NEW FAMILY. PATTY AND HER HUSBAND, DAVID, ARE HAPPY TO ANNOUNCE THE BIRTH OF THEIR SON, CRAIG DAVID ECKLER. CRAIG WAS BORN ON FRIDAY, JUNE 21, 1985 AND WEIGHED 8 POUNDS 10 OUNCES. KEEP IN TOUCH PATTY.



A SPECIAL
GOODBYE
FROM
WES & TONY!

END OF THE MONTH

by ED CAMPBELL

SOUTHWEST MOBILE AMERICA

THE FAT WOMAN SAT UP STRAIGHT IN HER CHAIR AND LOOKED THE PERSPIRING SALESMAN RIGHT IN THE EYES, AND REPEATED HER QUESTION FOR THE UMPTEENTH TIME, "IS THAT THE BEST YOU CAN DO? I MEAN IS THAT IT OR NOT?" FIGHTING FOR COMPOSURE, THE SALESMAN REPLIED, TUGGING AT HIS TIE AS IF THE WOMAN WERE READING HIS MAIL, "YES MA'AM, YOU'VE ALREADY GOT THE WASHER, DRYER, CEILING FANS, UPGRADED FURNITURE, AN EXTRA SET OF STEPS, THE EXTENDED WARRANTY, NOT TO MENTION, IN AN ALMOST SHEEPISH VOICE, THE THOUSAND DOLLAR COUPON, A DISHWASHER AND THE CHINA HUTCH!"

IT WAS UNCANNY THE WAY THE FAT WOMAN HAD REVERSED THE QUALIFIER. SHE KNEW MORE ABOUT HIM THAN HE KNEW ABOUT HER! SHE KNEW HE WAS MARRIED TO A RED-HEAD, HAD 3 CHILDREN, A DOG AND FOUR CREDIT CARDS, TWO CAR PAYMENTS, AN ALIMONY PAYMENT PAST DUE AND HE IRONED HIS OWN SHIRTS.

WITH HIS HANDS DRIPPING LIKE OLD FAUCETS, HE HAD THE FEELING SHE ALSO KNEW IT WAS THE END OF THE MONTH AND HE WAS ONE HOME SHORT OF HIS MONTHLY PROJECTION. HE FUMBLER FOR THE KEYS IN HIS POCKET AND DECIDED, WHAT THE HELL, EVEN IF SHE IS MY LAST HOPE FOR SALVATION, I'M GOING FOR IT! STANDING UP, HE FORCEFULLY REPLIED, "ALRIGHT, MRS. SEIGLE, LET'S GO OUT AND LOOK AT SOME HOMES."

HAPPY BIRTHDAY BUCK

BUCK TEETER HAD ANOTHER BIRTHDAY ROLL AROUND ON MAY 16, 1985. EVERYONE PULLED TOGETHER TO GIVE HIM A SURPRISE PARTY. THE MOBILE AMERICA COOKS WERE BACK IN THE KITCHEN PREPARING DELICIOUS DISHES. BUCK, WE ALL WISH YOU MANY, MANY, MANY MORE!

"BRAIN" BESCH GRADUATES

WITH HONORS

BRIAN BESCH GRADUATED FROM THE UNIVERSITY OF HOUSTON WITH A BACHELOR'S DEGREE IN FINANCE ON MAY 11, 1985. BRIAN NOT ONLY CONTINUED TO SELL HOMES WHILE FINISHING HIS EDUCATION, HE ALSO MAINTAINED A 3.25 GRADE POINT AVERAGE.

WE INTERVIEWED BRIAN TO FIND OUT WHAT ULTIMATE GOALS HE HAS SET FOR HIS FUTURE AND THIS IS WHAT HE TOLD US -

"WELL, NOW THAT I'M A WELL-EDUCATED SALES MANAGER, I'M GOING TO GROW A BEARD JUST LIKE CHUCK CARNEY'S. I WOULD LIKE TO BECOME A MOVIE STAR SOME DAY LIKE SCOTT CHANEY AND THEN CONTINUE WITH MY WORK AT MOBILE AMERICA AS PRESIDENT. WATCH OUT BOB, I'M TRAILING RIGHT BEHIND YOU!"

WE ARE ALL VERY PROUD OF YOU

BRIAN!



SARAH KLINDWORTH

SARAH WALKS

SARAH KLINDWORTH, IN OUR SUPER EFFICIENT PAYROLL DEPARTMENT, SPENT A LONG, HOT DAY WALKING FOR CHARITY.

THE ANNUAL MARCH OF DIMES WALK-A-THON WAS HELD ON APRIL 28, 1985. SARAH AND A FRIEND BEGAN BRIGHT AND EARLY (10:00 a.m. to be exact) AND DIDN'T STOP UNTIL THEY REACHED 20 KILOMETERS (APPROXIMATELY 14 MILES). THIS ONLY TOOK 3 HOURS DUE TO SARAH BEING IN SUCH GREAT SHAPE!

SARAH COLLECTED \$226.00 FOR THE MARCH OF DIMES AND WON A HAT, TOTE BAG, T-SHIRT AND WALKMAN RADIO.

THAT'S A GREAT ACCOMPLISHMENT SARAH FOR A GREAT CAUSE!

VICKI ANDERSON'S "FOOD FOR THOUGHT"

"A SUCCESSFUL PERSON USUALLY KNOWS THE DIFFERENCE BETWEEN A STUMBLING BLOCK AND A STEPPING STONE"



NEW SECRETARIES
(Cont.)

KATHY TATAY IS MESQUITE'S NEW SECRETARY. KATHY WAS FORMERLY AN EXECUTIVE SECRETARY AT SOUTHLAND CORPORATION (7/ELEVEN) TO THE DEPUTY TREASURER AND VP/TREASURER FOR 3 YEARS.

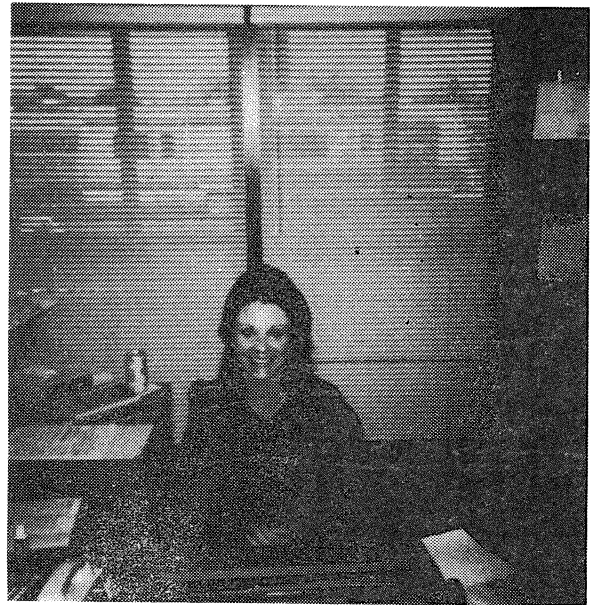
KATHY TOLD US SHE WANTED TO JOIN MOBILE AMERICA BECAUSE SHE PRESENTLY LIVES IN A MOBILE HOME AND WOULD LIKE TO EVENTUALLY SELL THEM.

HER HOBBIES INCLUDE STAINED GLASS CRAFTS, READING AND RAISING SIAMESE CATS.

WELCOME KATHY!



STEPHANIE BANDY



KATHY TATAY

GREAT SECRETARIES ARE HARD TO FIND BUT SAN ANTONIO SEARCHED UNTIL THEY FOUND STEPHANIE BANDY.

STEPHANIE WORKED FOR A MOBILE HOME DEALER IN 1979 AND HAS PLENTY OF EXPERIENCE IN THE INDUSTRY.

STEPHANIE LOVES THE SUMMER, THE OUTDOORS, ANY TYPE OF WATER SPORT, GOOD FOOD, GOOD WINE AND FIREPLACES. SHE ALSO ENJOYS CHILDREN AND SOMEDAY HOPES TO HAVE A FEW OF HER OWN.

STEPHANIE HAD THIS TO SAY ABOUT THE SAN ANTONIO SALES CENTER - "WE REALLY HAVE A GREAT TEAM OF PROFESSIONALS. WE GET ALONG GREAT AND WORK TOGETHER LIKE A FAMILY. WHEN YOU HEAR ABOUT THE MOBILE AMERICA FAMILY, IT'S NOT ONLY IN THE HOME OFFICE, BUT I BELIEVE IT IS AT EACH AND EVERY SUCCESSFUL LOCATION."

STEPHANIE, OUR FAMILY IS GROWING

WE ARE GLAD YOU'RE WITH US!

NEW SECRETARIES
(CONT.)

SUSAN LISENBY WAS A MOBILE HOME PARK MANAGER PRIOR TO JOINING MOBILE AMERICA IN LUMBERTON.

SUSAN LIKES SWIMMING, HYDRO-SLIDING, HORSEBACK RIDING AND FISHING.

SHE TOLD US SHE IS VERY SATISFIED WITH HER NEW JOB AND WOULD LIKE TO THANK JON ZIMMERMAN FOR BEING SO HELPFUL.



GOOD LUCK IN YOUR NEW POSITION

SUSAN LISENBY

CONGRATULATIONS AND THANK YOU GINGER!



GINGER SOMMERS

GINGER SOMMERS WAS PROMOTED IN FEBRUARY, 1985 TO TRAINING AND ADMINISTRATIVE COORDINATOR. HER RESPONSIBILITIES INCLUDE TRAINING ALL NEW SALES CENTER SECRETARIES, ORGANIZING AND KEEPING AN UP-TO-DATE SECRETARIAL MANUAL, WORKING ON SPECIAL PROJECTS, CONDUCTING SALES CENTER AUDITS AND ASSISTING DEAL CASHING AT THE END OF EACH MONTH.

THIS POSITION IS COMPLEX AND EXTREMELY CHALLENGING. GINGER TOLD US SHE LOVES THE POSITION BECAUSE THERE IS NEVER A DULL MOMENT.

ALL OF THE SALES CENTER SECRETARIES WOULD LIKE TO THANK GINGER FOR THE TREMENDOUS EFFORT SHE HAS DISPLAYED IN HER NEW POSITION. THE CONTINUOUS HELP SHE HAS GIVEN THE SECRETARIAL STAFF IS GREATLY APPRECIATED.

THE HOME OFFICE HAS SOME NEW FACES!

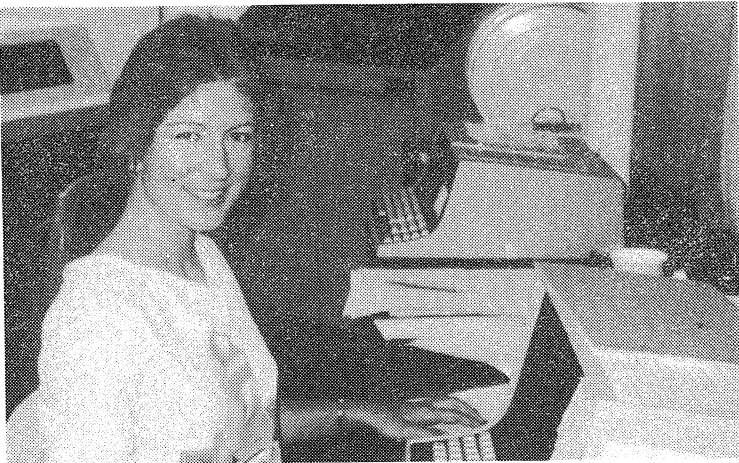
RHONDA RATLIFF - RHONDA RECENTLY BEGAN WORKING FOR MOBILE AMERICA IN ACCOUNT PAYABLES. SHE ATTENDED SOUTHWEST TEXAS STATE UNIVERSITY AND IS PRESENTLY ENROLLED AT THE UNIVERSITY OF HOUSTON. RHONDA PLANS TO OBTAIN A BACHELOR OF SCIENCE DEGREE IN ACCOUNTING AND UTILIZE IT IN THE FIELD OF AUDITING. RHONDA TOLD US SHE FEELS FORTUNATE TO BE EMPLOYED BY MOBILE AMERICA. RHONDA, WE FEEL FORTUNATE TO HAVE YOU!

ROBIN SHAFFER - ROBIN WILL BE 23 IN JULY. SHE PREVIOUSLY WAS A RENTAL MANAGER FOR A RENTAL TRUCK COMPANY. ROBIN LOVES BASEBALL. HER FAVORITE TEAMS ARE THE ASTROS AND PADRES. ROBIN SPENDS A LOT OF HER FREE TIME LAYING OUT IN THE WARM, TEXAS SUN (AS IF WE HADN'T NOTICED). IT'S GREAT HAVING ROBIN AS ONE OF OUR TEAM MEMBERS.



RHONDA RATLIFF & ROBIN SHAFFER

JUDY CHAPPELL - JUDY WAS BORN IN MINNESOTA BUT SPENT 14 YEARS IN LOUISIANA, 1 YEAR IN OKLAHOMA AND NOW RESIDES IN TEXAS. JUDY GRADUATED FROM LOUISIANA TECH WHERE SHE MET HER HUSBAND, BRIAN. THEY RECENTLY BOUGHT A HOME IN LEAGUE CITY AND JUST LOVE IT. SO THAT THEIR HOME WOULD BE COMPLETE, THEY ADDED AN ADDITION TO THEIR FAMILY, TWO DARLING KITTENS. JUDY ENJOYS SWIMMING, WATER SKIING, COOKING AND CROSS-STITCH. JUDY WILL BE WORKING IN OUR BUSY, BUSY REPO DEPARTMENT. NEXT CHANCE YOU GET, STOP BY AND WELCOME HER ABOARD.



TRISH HALL

PATRICIA HALL - TRISH IS WORKING IN DATA PROCESSING FOR MOBILE AMERICA. HER HOBBIES INCLUDE HORSEBACK RIDING, SAILING, FISHING AND ROLLER SKATING. TRISH HAS TWO HORSES. SHE TOLD US THAT HORSES ARE AN IMPORTANT PART OF HER LIFE AND SOME DAY SHE WOULD LIKE TO BE WELL KNOWN IN BARREL RACING OR CUTTING COMPETITION. BELLE STAR IS HER 10 YEAR OLD QUARTER HORSE WHO RECENTLY GAVE BIRTH TO A COLT, PAINTED SHADOW. TRISH SPENDS AS MUCH TIME AS POSSIBLE WORKING WITH HER HORSES. WELCOME TO MOBILE AMERICA, TRISH!



JUDY CHAPPELL

SPOTLIGHT ON NEW SECRETARIES

YOU MAY REMEMBER THE NAME BRENDA SHUMAN. BRENDA WORKED FOR MOBILE AMERICA ON THE GULF FREEWAY FROM SEPTEMBER, 1982 THROUGH JANUARY 1985. SHE LEFT US FOR A FEW MONTHS BUT BOUNCED RIGHT BACK INTO THE ROUTINE IN APRIL AS THE SALES CENTER SECRETARY FOR ALMEDA UMHC.

BRENDA TOLD US EXACTLY HOW SHE FEELS ABOUT WORKING FOR MOBILE AMERICA. SHE SAID, "I HAVE BEEN BACK TO WORK WITH MOBILE AMERICA AND AM VERY HAPPY. I TAKE GREAT PRIDE IN MY WORK. I ENJOY THE CHALLENGE AND SINCERELY LIKE MY JOB."

WE'RE GLAD TO HAVE YOU BACK

BRENDA!

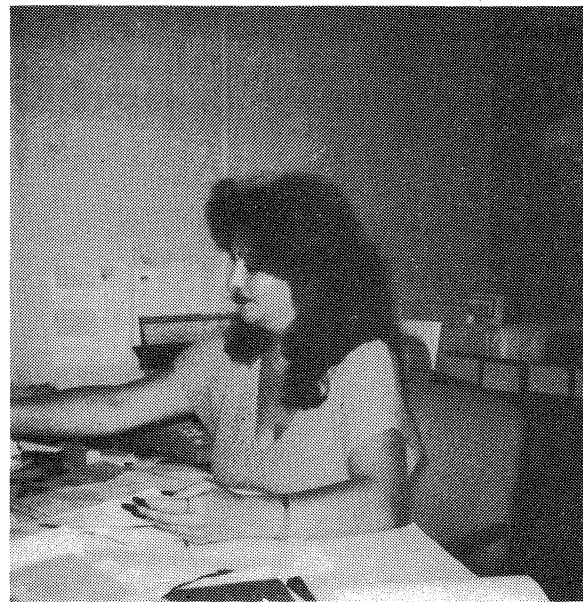
AUSTIN'S NEW SECRETARY IS R.J. (BECKY) McEVOY. BECKY WAS BORN IN CORSICANA, TEXAS AND NOW RESIDES IN BASTROP. SHE BEGAN WORKING IN REAL ESTATE IN 1976 AND HAS BEEN INVOLVED IN SALES AND PROCESSING EVER SINCE. IN 1977, SHE BEGAN WORKING FOR H & G LAND AND CATTLE, INC. WHERE SHE EVENTUALLY BECAME GENERAL MANAGER. IN THIS POSITION, BECKY TRAVELED THROUGHOUT THE U.S. OPENING SALES OFFICES AND TRAINING NEW PERSONNEL. THE COMPANY RELOCATED TO MINNESOTA AND BECKY DECIDED TO STAY IN TEXAS.

BECKY ENJOYS READING, MOVIES, MUSIC AND WATCHING DRAG STRIP RACING. SHE TOLD US SHE LOOKS FORWARD TO A LONG AND HAPPY ASSOCIATION WITH THE MOBILE AMERICA FAMILY.

BECKY, WE'RE GLAD YOU STAYED!



BRENDA SHUMAN

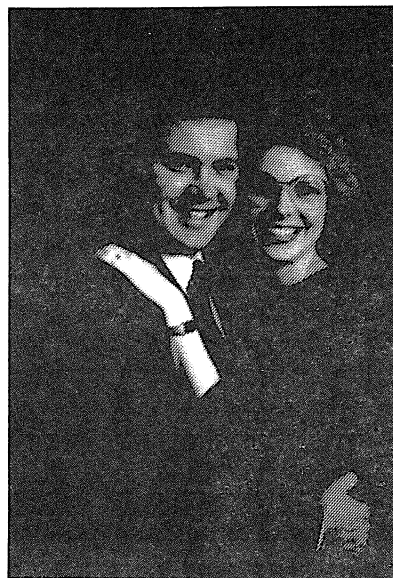


BECKY McEVOY

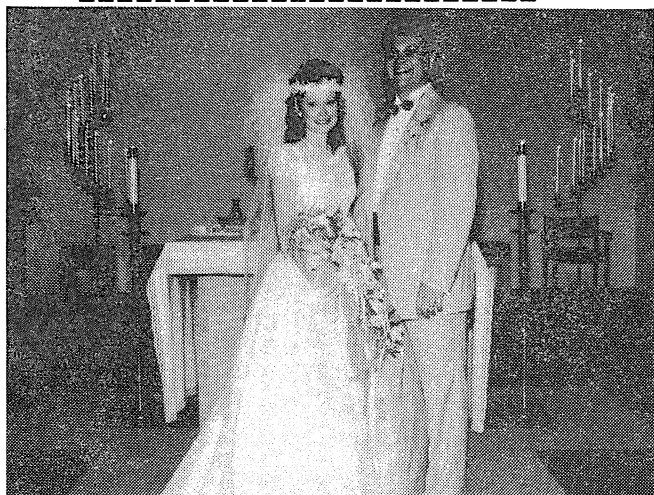
EVERYONE'S SAYING "I DO"

TERRY VAUGHN, GENERAL MANAGER OF OUR CHANNELVIEW SALES CENTER, MARRIED CATHY HATFIELD ON MAY 11, 1985. THE HAPPY TWOSOME SPENT A FUN-FILLED HONEYMOON ON THE RIVER IN SAN ANTONIO AND ON THE BEACH IN CORPUS CHRISTI. CATHY IS AN EXECUTIVE SECRETARY IN THE COMPUTER SERVICES DIVISION OF ARAMCO.

CONGRATULATIONS CATHY & TERRY!



ABOVE: TERRY & CATHY VAUGHN



ABOVE: EDDIE & DENISE FERRANTI

TOM KESTERSON, GENERAL MANAGER OF OUR MIDLAND SALES CENTER, MARRIED DARCI ALLEN ON MAY 18, 1985 (and broke a lot of hearts in the meantime). A HUGE RECEPTION WAS HELD AT FORT NOTCH COUNTRY CLUB. THE NEWLYWEDS ENJOYED A VACATION IN SAN DIEGO AND ACAPULCO AFTERWARDS. WE ARE ALL VERY HAPPY FOR YOU DARCI AND TOM. CONGRATULATIONS.

TOM, WE HEARD YOU WERE A "CONFIRMED BACHELOR"????

DENISE LAMBERSON, SUPER ASSISTANT FOR BUCK TEETER, GENE ESTILETTE AND WAYNE TOWNSEND, MARRIED EDDIE FERRANTI ON APRIL 20, 1985. AFTER A RECEPTION AT CLEAR LAKE COUNTRY CLUB, DENISE AND EDDIE SPENT A WEEK ON A PRIVATE YACHT IN FORT LAUDERDALE. THIS COUPLE DIDN'T STOP CELEBRATING WITH THAT THOUGH, THEY FLEW TO EDDIE'S HOME TOWN, YOUNGSTOWN, OHIO, WHERE ANOTHER RECEPTION WAS HELD IN THEIR HONOR. WE HOPE YOUR CELEBRATION NEVER ENDS, MR. & MRS. FERRANTI!

SUGAR, SPICE & EVERYTHING NICE!

SCOTT CHANEY, OUR SPECTACULAR GM IN MESQUITE, ALONG WITH HIS WIFE, KATHY AND 3 YEAR OLD SON, SEAN, WELCOMED A NEW ADDITION TO THEIR FAMILY. ERIN WAS BORN ON APRIL 26, 1985 AND WEIGHED 6 POUNDS, 11 OUNCES. SHE DEFINITELY IS THE "APPLE OF HER DADDY'S EYE".

OH, BY THE WAY CHUCK, SCOTT SAYS - "EAT YOUR HEART OUT!"

BEAUTY IS IN THE EYE OF THE BEHOLDER
AND IN THE HOME OFFICE!



OUR VERY OWN LORENDA OXSHEER (ACCOUNT PAYABLES) WON THE 1985 MISS STRAWBERRY OF PASADENA CONTEST. COMPETITION WAS TOUGH WITH EIGHT GORGEOUS LADIES COMPETING FOR 1ST PLACE. DID ANYONE DOUBT LORENDA WOULD WIN?

ON APRIL 21, 1985 IT WAS ANNOUNCED THAT NOT ONLY DID LORENDA WIN THE CONTEST, SHE CAME IN 1ST PLACE IN ALL SCORING CATEGORIES.

AND BEAUTY PAYS OFF! LORENDA WON A SWIMSUIT, EVENING GOWN, DINNERS AT SOME OF HOUSTON'S MOST EXCLUSIVE RESTAURANTS, JEWELRY CERTIFICATES AND ON AND ON

YOU'LL PROBABLY BE SEEING LORENDA OUTSIDE OF MOBILE AMERICA NOW THAT SHE'S BEEN ASKED TO MAKE APPEARANCES THOUGHOUT HOUSTON AT SPECIAL EVENTS. WHO EVER SAID BEAUTY AND BRAINS DON'T MIX?

DON'T LINE UP TOO SOON GUYS, WE'VE HEARD LORENDA'S
ALREADY SPOKEN FOR!