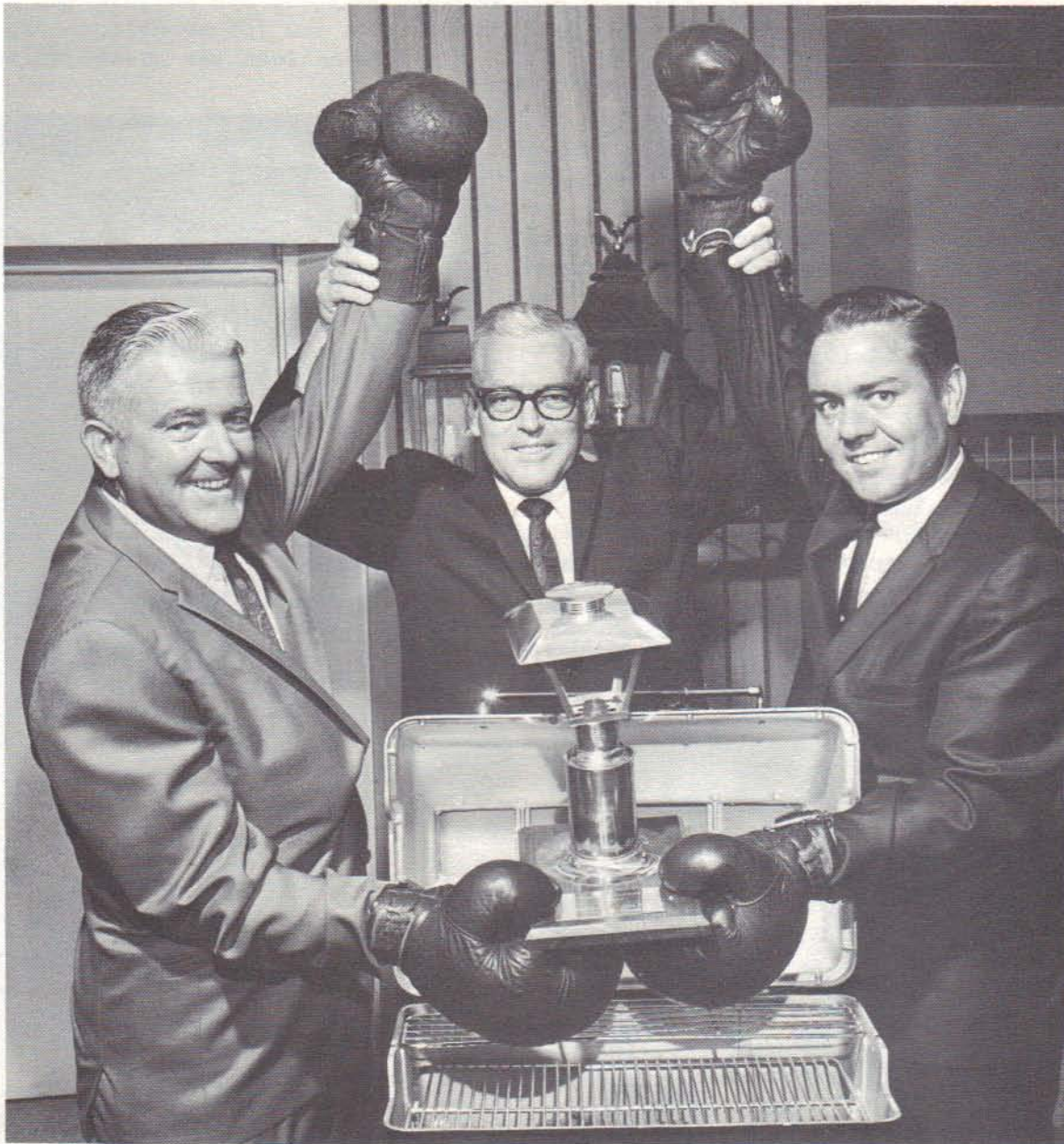




SALES NEWSLETTER



IT'S A DRAW

CO-WINNERS OF 1967 EMPLOYEE PATIO LIVING CAMPAIGN

Congratulations to both *East San Fernando Valley* and *Southeast Divisions* for sharing the top spot in the 1967 Employee Living Campaign.

(more)

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1967 EMPLOYEE PATIO LIVING CAMPAIGN (CONT.)

Bill Miller, Sales Manager, Southeast Division and Jerry Jackson, Sales Manager, East San Fernando Valley Division, answered the opening bell with a flurry and remained toe to toe throughout the contest. Referee Al Kemp, Staff Supervisor, Appliance Programs, shown above, designates that it ended in a draw. Each division's sales achievement exceeded 380% of quota. System wide, 1060 patio appliances were purchased by Company employees for better than 159% of quota.

1967 FALL RANGE KICKOFF

Sears' Downey, Lakewood and Norwalk store sales personnel, were hosted to a steak and egg breakfast, to kickoff the 1967 Fall Range Campaign.

Sharon McCray, Senior Home Economist, Southeast Division, presented an exhibition of magic which was skillfully tied in with the features of the Kenmore gas ranges. A flip chart illustrated talk on the elements of the campaign was given by Jim Brown, Appliance Merchandising Representative, stressing the local implementations.



Shown is Jim Brown, second from left, with Dryer Campaign trophy winner Pat Stanton and 3 of Pat's co-workers from Sears.

CO-SPONSORED PROGRAM WITH NEWSPAPER

"Homemakers Holiday" presented by Eastern Division and the Riverside Press-Enterprise scored its second success in as many years.

Judy Curtis, Senior Home Economist, Eastern Division, coordinated the program. The newspaper handled the advertising. As a result of this co-sponsoring, the program received good publicity, including many fine editorials.

A tip from Judy is to "tie-in" a local newspaper on your promotions. This reduces the cash outlay and insures excellent newspaper coverage.

Tourists are people who travel thousands of miles to take pictures of themselves standing next to the car.

SMART TEACHERS COOK WITH MODERN GAS

Thirty Los Angeles City School homemaking teachers were recently hosted at a pilot workshop in the *West San Fernando Valley Division*. This was a cooperative effort between *East and West Valley Home Economists* Rosemary Clark, Janet Timson, Marion Rodd and Judy Hughes.

The 5-day program was designed to give the teachers factual information about gas and gas appliances for use in the classroom and to impress them with the benefits of using modern gas appliances.

Due to the efforts of the *East and West Valley Home Economists* and *Home Service Staff* in presenting the program to Los Angeles City Schools, one unit of college credit was offered to each teacher who attended.

The program was designed to cover the gamut of features and benefits found on gas appliances. Special emphasis was placed on the gas appliances actually used by the teachers and their students in the classroom.

The majority of the program was presented by the *Home Economists*; however, guest speakers were Tom Taft, *Senior Kitchen Planning Advisor*, plus Gene Girdler and Ron Hughes of *Public Relations (Facts of Natural Gas)*. In order to add variety, movies slide presentation, problem-solving sessions and actual food preparation by the teachers were included.

Results??? Great!!! Without exception, the participants viewed the entire program as interesting and extremely informative.



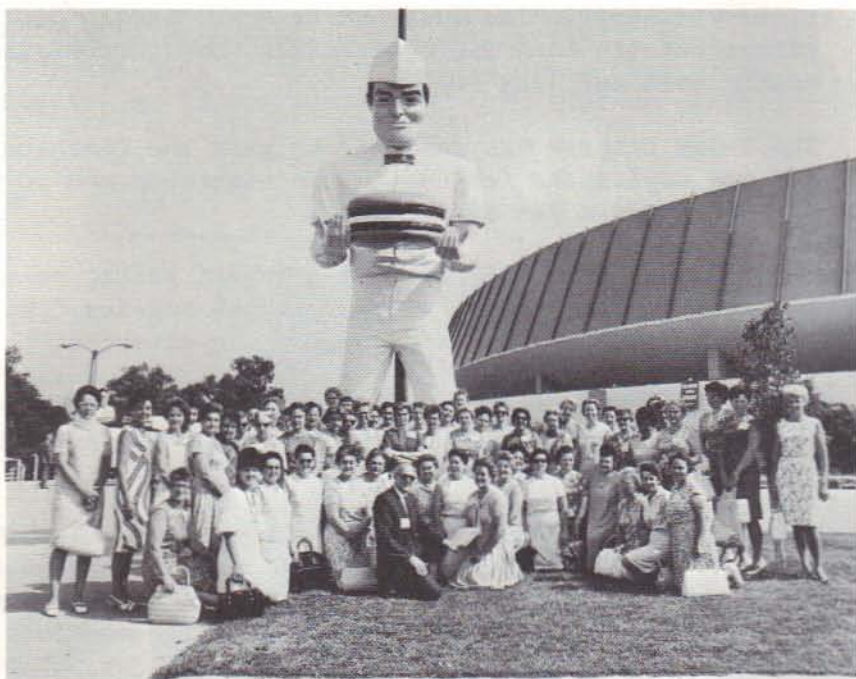
Judy Hughes, Senior Home Economist, West San Fernando Valley Division, pointing out features found on a modern gas range.



Janet Timson, Senior Home Economist, East San Fernando Valley Division, showing that the proof is in the final results.

KINGSLEY BIRD, SENIOR FOOD INDUSTRY SALES REP., EASTERN DIVISION HOSTS TWO GROUPS

Cafeteria Managers and Food's personnel from Riverside City Schools, 75 strong, visit the Pacific Coast Regional Restaurant Exposition. Kingsley extends cordial greetings to Jane Sonin, director of cafeterias, and reviews the day's schedule of events.



Food Service operators in the Riverside-Corona area unanimously agreed the only way to travel was to leave the driving to the "Blue Flame Driver." Ray Keon, owner of the La Paloma Restaurant, examines, with Kingsley, the list of exhibitors at the Exposition.

Escort to his date studying the restaurant menu: "Filet Mignon? - - It's pickled goats liver. Why?"

GAS BARBECUES LEND A HELPING HAND

East San Fernando Valley Division's Sales Department helped a charitable organization raise over \$1100, and at the same time gained valuable exposure for gas fired patio equipment.

For a benefit steak barbecue, gas lights, patio heaters and three gas barbecues - 2 Charmglow Chefs Choice and 1 Majestic - were loaned to the San Fernando Valley Chapter of National Auxiliaries of the American Medical Center. This medical center is dedicated to the treatment and research of cancer and chronic chest diseases. Originally, the group had planned that most of the 225 people attending would cook steaks over charcoal and just a few would use the gas barbecues. As it turned out, it was the old switcheroo, with gas barbecues doing most of the work.

After seeing the first batch of steaks to come off the gas units, the "people's choice" quickly became "Chefs Choice - and Majestic." For about an hour, *Rosemary Clark*, Senior Home Economist, had the steaks rolling off the production line in high gear.

Theme for the affair was "Around the World" with guests donning colorful outfits representing various nations of the world. Shown here is *Rosemary* with the couple who won the blue ribbon for the most original costumes. They also appear to have the most original way of getting their steaks.

A special "Award for Distinguished Service" was presented the Company for its assistance at the benefit, which enabled the group to exceed their annual quota 5 months ahead of schedule. It also enabled us to refer the many inquiries about gas patio appliances to dealers in the area, who reported many lookers and some purchases resulted from the event.



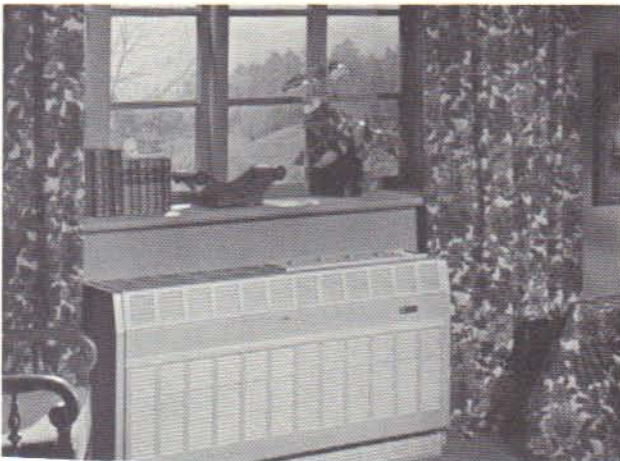
OUTSTANDING ACHIEVEMENT

George Milne, Sales Supervisor, Southwest Division, was recently honored by Toastmasters International as the "Outstanding Area Governor of District 50." "George Milne Night" was proclaimed by Hawthorne Toastmasters Club, and he was presented with a plaque and desk set attesting his achievements. George has been in Toastmasters for 3 years, during which time he has been President of the Hawthorne Club and also Area Governor of Area 4, Toastmasters International.

Left to right: Howard Johnson, Division Sales Manager; George Milne, Carl Anderson, Division Sales Engineer and Treasurer of Toastmasters; Bill Haynes, current President Toastmasters; Ed Price, New Business Sales Representative and past President.



GAS APPLIANCE AND INDUSTRY NEWS



TEMCO 4-SEASONS

The Temco 4-Seasons combination heating and air conditioning unit provides individual room control, compactness and economy of installation. The sealed combustion gas-fired wall furnace provides 25,000 BTU of instant warmth. The electric compressor delivers either 8,500 BTU of cooling or 12,000 BTU of heating.

GAS APPLIANCE AND INDUSTRY NEWS (Cont.)

GAS RANGES WORK WITHOUT PILOTS

Below is a summary of an article in the September issue of Good Housekeeping.

Starting this fall you can have a new kind of gas range comfort and convenience in your kitchen - pilotless gas ranges.

The new ignition systems, the result of advancements in compact solid-state components (no moving parts) are based on the spark-plug principle. Two systems are available: the plugged-in electric spark ignition and the piezoelectric spark ignition system releases a flow of gas that is ignited instantaneously.

The plugged-in electric spark ignition gets its energy from a wall outlet. When a control is turned on, electricity flows through solid-state circuitry, resulting in a spark. If the oven has been turned on, the spark ignites a standby oven pilot which, in turn, lights the oven burner. If a surface burner has been turned on, the spark ignites it directly.

The piezoelectric spark ignition works mechanically, does not need to be plugged into an electric outlet. A special ceramic (piezoelectric) crystal produces a spark when it is subjected to mechanical stresses--an impact or a squeeze literally forces a spark from the crystal. The spark then lights a standby oven pilot or directly ignites surface burners.

The systems are turned on in the same way that you turn on a regular gas range. Either you turn the control knob directly to the desired heat level or you turn it first to an "ignite" position, then to the heat level you want. The difference between the new and old ranges: When you turn the new control on, you'll hear a snapping sound at the instant of sparking.

Should there be an electric power failure you could use the oven and burners of a piezoelectric range as you normally would. With a plugged-in electric spark range, you could, by lighting a match, ignite surface burners and, in some models, the oven, too.

HAMILTON OFFERS TEFLON DRUM

Hamilton Manufacturing Company recently introduced two exclusive dryer features. First, transistorized gas ignition system completely eliminates all moving parts, is quiet in operation and will not create electrical interference in other appliances on the same circuit.

The second feature, Teflon coating over an aluminized steel drum is designed to supply a smooth drag-free surface for better tumbling. The teflon used is one of the newest compositions that resists scratches and assures safe drying of even the most delicate fabrics. The drum and its coating will carry a full five-year warranty against rusting, peeling and chipping.

WHAT'S NEW WITH THE COMPETITION

MAYTAG 
HALO-OF-HEAT® PORTA-DRYER/115 V



Hang it on a wall... with an optional wall mounting bracket... up out of the way on any convenient wall... can be easily removed when you want to change its location — or yours.

Rolls easily on casters to wherever you need it for drying clothes. Roll it to storage when finished. Perfect for small apartments, summer homes where there's no place to install a dryer.

PORTA-DRYER/115V

Maytag is on the market with a portable space-saver electric clothes dryer. Their advertising caption is, "Pick one up today - carry it home - plug it in and you're ready to dry." As advertised in the August 31st Home Furnishing Daily, it can be hung on the wall or put on casters and rolled from room to room. The Porta-Dryer will handle approximately half the load of a regular sized dryer and will cost about \$100.

UL APPROVAL GRANTED COATES POOL HEATER

The line of Coates electric swimming pool heaters has been listed by Underwriters Laboratories. The Coates heaters are available in ratings from 12 to 60 kw at standard voltages.

It measures 27 1/2" wide by 17 3/4" deep by 14 1/2" high



MISCELLANY FROM THE MARKETPLACE

LESS HOT AIR. People are getting cooler in the U. S., thanks to air conditioning. Texas now ranks first in the number of air conditioned homes. New York is second. California third. 1,136,000 families in California, or 18.8%, live in air conditioned homes.

- Marketing World -

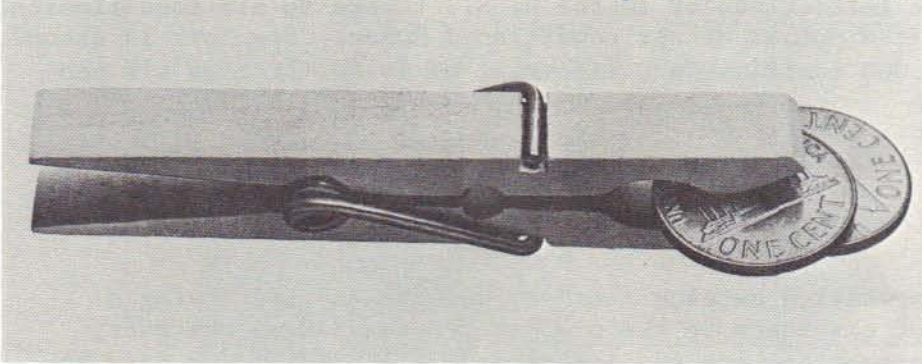
A PREMIUM YEAR. With competition getting tougher, advertisers are trying a variety of ways to attract consumers to the product. Sweepstakes, contests, premiums, and give-away promotions are running rampant. 1967 will, by far, be the biggest year ever for incentive promotions. Last year, national advertisers conducted over 2,300 such campaigns, offering everything from a Rolls Royce to a free trip to Africa.

- Marketing World -



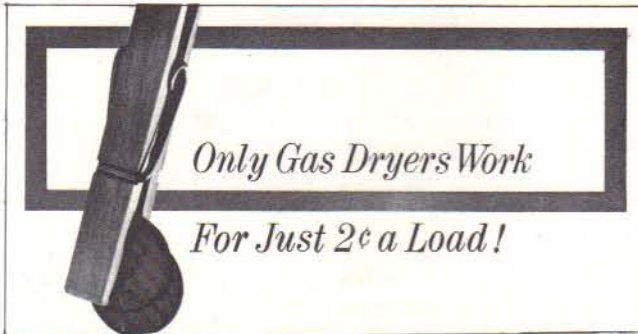
AD FACTS

Only **GAS** dryers work for just 2¢ a load



ZAP!
POW
BLAM!

OUTDOOR



BILL STUFFER

HOLY CLOTHES PIN! Shades of wash and wear! The good guys are on the march! Fall Dryer campaign gets off to a roaring start with hard-hitting advertising support. The softening up process started last month with the mailing of nearly 2 million bill stuffers. The momentum continues this and next month with heavy saturation in newspapers, television, and outdoor boards. Go get 'em tiger!

Only gas dryers work for just 2¢ a load.

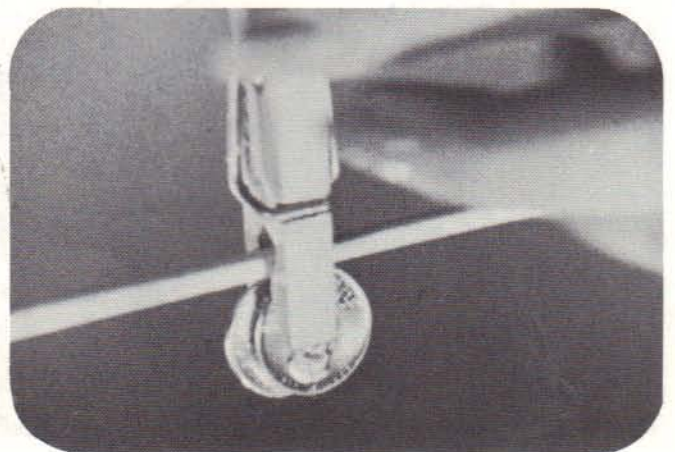
- It actually costs even less than 2¢ a load with gas.
- Any other kind costs 3 times as much.
- During the lifetime of your dryer you may save enough with gas to buy yourself a new one.
- On installation costs alone, gas can save you up to \$150.
- No dryer dries clothes faster, fresher or fluffier than a gas dryer.

gas
Southern California Gas Company
Southern California Gas Company

NEWSPAPER

BIFF!
SOCK!

TELEVISION



DIGEST OF CAMPAIGNS, CONTESTS, SPECIAL PROMOTIONS

		CAMPAIGN CALENDAR - 1967											
CAMPAIGN		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
System Gas Dryer:	Phase III									■	■		
	Phase IV											■	
Sears:	Fall Heating									■	■		
	Fall Range									■	■		
	Fall Dryer											■	
Golden Opportunity All-Equipment:										■	■	■	
Gas Air Conditioning:		■	■	■	■	■	■	■	■	■	■	■	■
New Business Patio Stub Promotion*		■	■	■	■	■	■	■	■	■	■	■	■
Employee Patio Living:							■	■	■	■			
Gas Air Conditioning-Dealer:								■	■	■	■		
New Business Gas Appliance Saturation:		■	■	■	■	■	■	■	■	■	■	■	■

*Division Incentive May 1 - October

TOP THREE IN EMPLOYEE PATIO LIVING CAMPAIGN

Southeast and East San Fernando Valley Divisions tied for top honors with patio appliance sales of 380% of quota. Runner-up spot went to *Eastern Division* whose sales achievement exceeded 298% of quota.

LATEST NEWS FLASH!!

DOYLE DANE BERNBACH, INC., one of the leading advertising agencies in the nation, has been chosen to handle sales promotion advertising for Southern California and Southern Counties Gas Companies.

The agency's clients testify to successful sales results as a consequence of DDB advertising. Among its clients are: Volkswagen, Avis, Bekins, Orbach's, Transamerica Corporation, Occidental Life, Crown Zellerbach, and American Airlines.

McCann-Erickson, the two-Company marketing agency for 35 years will continue to handle corporate public relations advertising.

NEW ASSIGNMENTS — NEW FACES

J. M. Kilcourse, from temporary assignment Special Services, to Staff Assistant, Sales Service Staff, Headquarters.

Gerry Goodrich, from Telephone Service Representative, Northeast Division, to Home Service Assistant, Headquarters.

Sharon Beckett, Graduate from California State College, Long Beach, to Home Service Representative, Headquarters.

Judith Kaufman, from Home Economist, Metropolitan Division, to Home Economist, East San Fernando Valley Division.

Janet C. Timson, from Home Economist to Senior Home Economist, East San Fernando Valley Division.

Patrick J. Malone, from Senior Air Conditioning Sales Representative, to Building Industry Sales Representative, Eastern Division.

John W. Meehan, from Food Industry Sales Representative to New Business Sales Representative, Metropolitan Division.

Nancy M. Howell, from Home Service Representative, Headquarters, to Home Economist, Metropolitan Division.

Seamus P. McKeever, from Customer Service to New Business Sales Representative, Northwest Division.

Joseph J. Ferrari, from Customer Service to New Business Sales Representative, Northwest Division.

Arthur G. Mendoza, from New Business Sales Representative, to Building Industry Sales Representative, Northwest Division.

Michael Williams, from Air Conditioning Sales Representative, to Building Industry Sales Representative, Northwest Division.

Clifford E. Joiner, from Senior Food Industry Sales Representative, Metropolitan Division, to Senior Food Industry Sales Representative, San Joaquin Valley Division.

M. J. Belzano, from Residential Sales Supervisor, Southeast Division, to a temporary assignment in New Business Sales Staff, Headquarters.

Richard Heintz, from Administrative Aid, New Business Sales Staff, Headquarters, to a temporary assignment as Residential Sales Supervisor, Southeast Division.

Philip Lowitz, from Staff Aid, New Business Staff to Administrative Aid, New Business Staff, Headquarters.

In most instances, all an argument proves is that two people are present.