



SALES DEPARTMENT NEWSLETTER

June, 1964



Gas Displays Best Ever in 1964 Home Show

The ultimate in Southern California outdoor-living will be the feature display of the two Gas Companies at the 1964 Los Angeles Home Show, which will run from June 11 through June 21 at the Sports Arena. The artist's rendering above shows the elegant cabana and swimming pool display that will be a major attraction at the show.

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Home Show (Cont.)

Sponsored by the Natural Gas Bureau, the display is being built by Oakhurst Builders, Inc. The cabana will contain a complete gas kitchen featuring Waste King appliances, an outdoor living area with a Dyna Flame gas fireplace, a bathroom and a deluxe master bedroom suite. The Blue Haven pool will feature fountains and underwater gas burners. Additional gas equipment, such as outdoor barbecue broilers, gaslights, a pool heater, and infra-red post heaters will also be shown.

A second display also sponsored in conjunction with Oakhurst Builders, Inc., will consist of a replica of the kitchen, livingroom and conversation area of the Balanced Power home now being built for Mr. John Vergona, President of the Oakhurst firm.

N.G.B. is also cooperating with the Mechanical Contractors Association, the Associated Plumbing Contractors, and the P.I.P.E. organization in sponsoring an all-gas kitchen. Other N.G.B. displays include the Home Savings' mobile kitchen and, at the head of the Natural Gas Bureau display area, a working model fuel cell producing electricity from a small gas burner.

Always a major attraction at the Home Show are the model homes. This year, we are again fortunate to have a Balanced Power home built by the R. A. Watt Construction Company, "The Hillhaven." A 2,700 sq. ft. deluxe two-story home that is available in a number of prestige tract locations throughout Southern California, it features Waste King gas appliances and Payne gas air conditioning.



FRANCE? - MEXICO? - - Guess Again these pictures were taken during two recent internationally flavored promotions at the Lakewood Cal Store "April in Paris" and "Cinco de Mayo" celebration days, both of which substantially increased range sales. Bill Gilchrist, Southeast Division Dealer Sales Representative, chose the "April in Paris" theme to introduce the new Magic Chef "Chateau" gas range. Turtleneck sweaters, neckerchiefs and berets were the uniform of the day. Crepe Suzettes were prepared and French perfume was given to range prospects and buyers.

Several weeks later the "Oui Oui's" were replaced with "Si Si's", the berets and sweaters turned in for sombreros and serapes, and the Mexican holiday "Cinco de Mayo" was celebrated. Typical Mexican foods were prepared by Home Economists, Wilma Burley and Sharon McCray, and the 5 day promotion was concluded with a drawing for a Magic Chef gas range, won by a lucky Lakewood housewife.

SEARS DISPLAY CONTEST WINNERS SELECTED - Many impressive window display areas, including one from the Boyle store that is being considered for a national theme next year, were the result of the display contest held in conjunction with the Sears Spring Range Campaign. A select group of judges - Adrian Brown, Vice President of McCann Erickson; Dick McEntyre, Western Regional Promotion Manager of Mobil Oil Company; and T. L. Stromberger, Executive Vice President of Fuller & Smith & Ross Advertising, decided on the four winners listed below. Two were chosen from the Los Angeles Group stores, one from the Cal Zone stores, and one special winner.



Sears Inglewood - Hint Ellis, Dealer Sales Representative, Southwest Division, collaborated with Jim McCracken, Sears' Display Manager, in selecting the "Classic" theme for their display.



Sears El Centro - "Smart Women" and the "Key to the Magic Oven" proved to be a winner in the Imperial Valley for Les Bryant, Dealer Sales Representative, Eastern Division. Of the 3,000 keys mailed in conjunction with the display, an unprecedented 66% were returned.



Sears Downey - The efforts of Wes Grady, Downey Store Manager, and Bill Gilchrist, Dealer Sales Representative, Southeast Division, were acknowledged by a special award. "A Dream of a New Kenmore Classic" was the theme of this well done display.



Sears Boyle - An authentic Mexican theme developed by Metropolitan Division, proved quite successful in the Boyle store. The unusual four-sided display was exemplified by genuine Mexican costumes for the Sales people who prepared Mexican food and gave Mexican gifts to their customers.



OUTDOOR LIVING TIME - Gas appliances can do a great deal to make outdoor-living on balmy summer evenings enjoyable and relax and the San Fernando Valley Division's summer promotion of patio appliances should encourage many Valley residents to include them in their future plans.

Titled "Summer Living-Valley Style", the program invites organized groups to hold their meeting in the outdoor-living display area at the Van Nuys office. Brochures were sent to all Valley Women's Clubs, church organizations, and other groups. Del Ehlers, Senior Home Economist, makes reservations and arranges to have dessert and coffee served, followed by a demonstration in "Easy Gourmet Patio Entertaining." Clubs are invited to sell tickets provided by the Gas Company, if they care to make their meeting a benefit.

COMBINATION ADS PROVE SUCCESSFUL - The impact of a large ad such as this 3-column by 16-inch Balanced Power layout is considerably greater than several small ones. Unable to place a large ad for one builder, Jim Ruiz, New Business Sales Representative, Southwest Division, solicited the help of New Business Sales Representatives, Nick Rognick, Gordon Snider and Rick Hansen, and together they arranged to advertise eight apartment projects in one ad. The cost was only fifteen dollars per job, and it gave them the opportunity to stress the economy and common sense of Balanced Power apartment living. Builder reception to the ad was very good, and plans are being made to continue the same format with copy being changed to emphasize various advantages of Balanced Power living.

HIGH UTILITY BILLS GOT YOU DOWN?? CHOOSE A **BALANCED POWER APARTMENT** YOU WILL SAVE ALMOST A MONTH'S RENT PER YEAR ON UTILITY COSTS

LOOK FOR THE **BALANCED POWER SYMBOL**

SEE THESE **BALANCED POWER APTS.**

- 21724 S. Western Ave.—Torrance
- 1141 S. Prairie Ave.—Hawthorne
- 25900 Narbonne Ave.—Lomita
- 2013 Rockefeller Ln.—Redondo Beach
- 200 Virginia Ave.—El Segundo
- 10720 Burin—Lennox
- 3843 W. 102nd St.—Inglewood
- 13020 Kornblum—Hawthorne

Other visible ads include: 'Brand New 3 BEDROOM Beauties', 'FREE RENT', 'DEL AMO VILLAGES', 'STARLINE APTS.', 'VILLA SC...', 'LUXURY APARTMENTS', 'THE ISLANDER'.

TOTAL ENERGY PROJECT SET - On July 15, 1964, ground will be broken on another total energy project in Southern California, this one to serve 478 apartment units. It all started when Rex Sowden, B.I.S.R., San Fernando Valley Division, made a routine call on the Jerry Lawrence Corporation. When he discovered that a major condominium project was being planned, things began to happen. First, Jack Gibson, Air Conditioning Staff, was called in to discuss financing. Then, John Belson, of the same Staff, was brought in to discuss total energy.

Just as the job was taking shape, the builder sold the project to Harlan Lee and Associates, another San Fernando Valley developer. Rex and John were soon back presenting their proposal to the new owner, and finally a decision was reached that the 478 unit condominium apartments would use the total energy package. Equipment to be used will include gas ranges, dryers, gaslights, domestic hot water and hot and chilled water for air conditioning, as well as the generation of electricity. The project will also include a fabulous recreation area equipped with outdoor gas appliances.



PEOPLE LIKE TO SEE THEIR NAMES IN PRINT - "For Your Scrapbook" is the title of a folder Jim McDowell, Senior Food Industry Representative, San Fernando Valley Division, has developed to mail clippings of items he finds in the newspapers having to do with a food service establishment, the owner and his family, their employees or of just plain general interest. The folder has Jim's name and photograph, and the reaction to it has been very good. It certainly enhances the feeling on the part of the establishment that Jim is thinking of them.

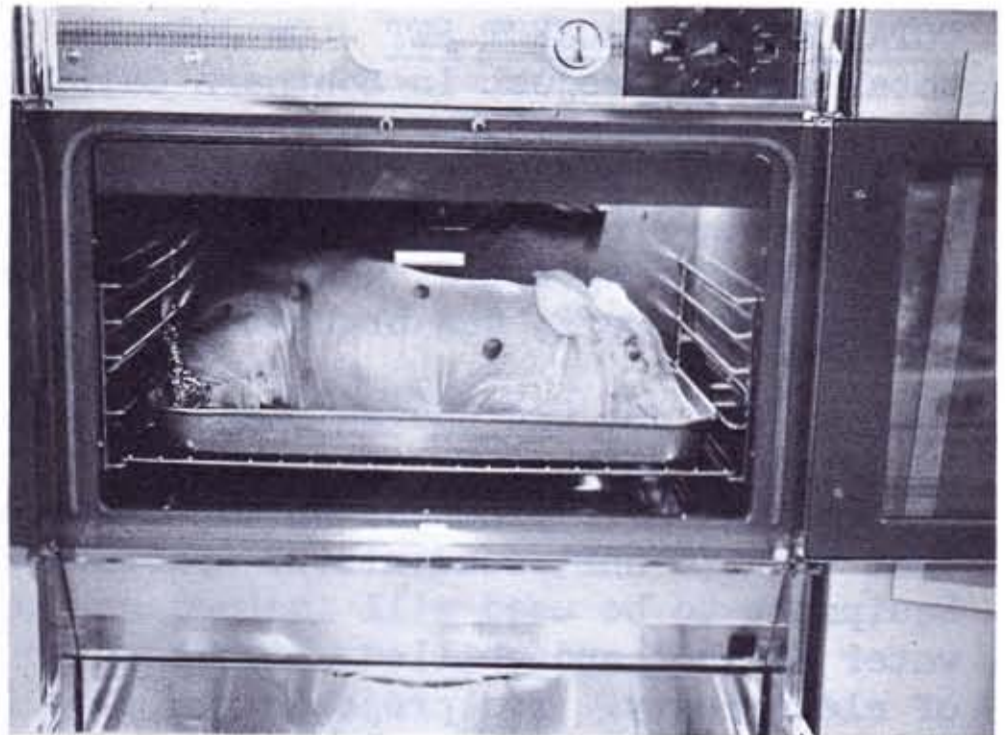


FIFTEENTH FLOOR GAS METERS - Our Meter Readers have had some strange locations to read meters, but never before on the fifteenth floor. Long a stumbling block in assuring the gas appliance load in high-rise buildings has been the location of the gas meters. For the first time, conditions were such that we were able to work out a satisfactory arrangement for the placement of the meters. The 200 unit, twin tower, Fountain View West apartment building at Fountain and LaCienega in Hollywood is now all gas, thanks to the planned installation of gas meters on every other floor.

Although originally planned as a Gold Medallion project, Jim Martin, then a B.I.S.R., Northwest Division, was able to present a promotion plan that switched the project to gas equipment. The job appeared to be all set until the builder decided that to keep his rent comparable to others in the area he could not provide utilities and, therefore, was again ready to accept the Edison proposal that included meters on each floor. With the help of Ken O'Donnell, B.I.S.R., the New Business Staff and the Engineering Department, a proposal was presented that included meters on every other floor. This was accepted by the builder, Simon Construction Company According to Lin Mandell, B.I.S.R., who now contacts Simon, the Balanced Power project is underway.



KERN GOES "HOG WILD" - to develop added sales impetus to the final weeks of the Sears' Spring Range Campaign, Bruce Campbell, Dealer Sales Representative in Kern Division, developed a special promotion with a rural flavor - a "Hog Wild" sale at Sears, Bakersfield. Sears responded with some rather flamboyant advertising, and Gerry Jobe, Appliance Demonstration Representative, stopped traffic in the appliance section by roasting a suckling pig in the oven of the Kenmore "Classic." To show the versatility of the range, chickens were prepared on the rotisserie throughout the two day promotion, which produced 4 top-of-the-line "Classic" sales, among the 8 ranges sold. Drawings were held every hour for the broiled chickens, and the pig was given away at a drawing at the close of the sale.



OUTSTANDING SALESMAN AWARD - At a recent Eastern Division Sales Department meeting, an "Outstanding Salesman Award" was presented by B. C. von Esch, Division Sales Manager, to E. A. Josi, Senior Air Conditioning Sales Representative. Mr. Josi's excellent air conditioning sales record for 1963 was the basis for his receiving a beautiful trophy. He sold 195% of his 1963 air conditioning quota, in addition to unselfishly devoting his time to the assistance and training of other sales classifications in the selling of gas air conditioning equipment.

SALES SLANTS FROM HERE AND THERE -

The 1964 Spring Gas Dryer Campaign recently came to a successful conclusion with an increase of 168 dryers sold over the 1963 campaign. Leading the divisions was Southeast with 122% of quota, closely followed by San Fernando Valley with 111%, Northern 105% and San Bernardino 104%.

Gas Range Demonstrations played an important role in the new store opening festivities of Tamura and Co. in Metropolitan Division.

Northwest Division recently held the first of four tours planned to our Playa del Rey facilities. Included in the first trip were leading builders, remodeling contractors and their wives.

SALES SLANTS FROM HERE AND THERE (Cont.)

A Walnut Plaque was presented to Braverman Bros., Northwest Division appliance dealer, who was honored for his consistent promotion of gas appliances.

Eastern Division has a dealer promotion that ties in six appliance dealers with a local bowling alley. The dealers are giving away a Wedgewood gas range and other prizes to the bowlers, and the bowling alley is giving away 52 free games with the purchase of a gas range from the participating dealers.

"Gas Has Got It" was the consensus of the Board of Supervisors, Chamber Presidents, and Board of Trade members of Kern County at a recent Chefs Class held in the meeting room of the Kern Division office.

New Assignments, New Faces

Janet L. Hasler, from Home Service Representative, Home Service Staff, Headquarters, to Home Economist, Northern Division.

Deborah Preble, Graduate Home Economist from University of Colorado, to Home Service Representative, Home Service Staff, Headquarters.

Johanna Zimmerman, Graduate Home Economist from U.C.L.A., to Home Service Representative, Home Service Staff, Headquarters.

Joseph F. Trabbic, Sr. Food Industry Sales Representative, from Metropolitan Division to Southwest Division.

C. E. Joiner, from Food Industry Sales Representative to Sr. Food Industry Sales Representative, Metropolitan Division.

Jerome L. Hess, from New Business Sales Representative to Air Conditioning Sales Representative, Northwest Division.

C. B. Tanner, Graduate Mechanical Engineer from Cal Poly, Pomona, to Industrial Sales Engineer, Industrial Sales Staff, Headquarters.

D. J. Rutten, from Building Industry Sales Representative, Eastern Division, to Administrative Aid, Appliance and Dealer Staff, Headquarters.

STAFF NEWS NOTES

A New Program Has Been Developed by the Kitchen Planning Bureau for presentation to husband and wife groups. Designed to stress the importance of the kitchen and good kitchen design, the program also covers the fast-growing remodeling market and our Company's important role in it and the new construction field. In addition, the presentation gives the facts about the benefits of gas. The program is ideal for Company employees and other appropriate groups.

The Home Service Department will participate in the "Textile Fibers and Fabrics Workshop" again this year. The course, designed basically for Home Economic teachers is being held at San Fernando Valley State College in August, and will cover the care and use of fabrics. In addition to assisting with the program, the two gas companies will offer scholarships to qualified applicants. The workshop presents an excellent opportunity to show the advantages of gas in the home laundry.

A New Gas Appliance Became Available under the provisions of the Employee Appliance Purchase Program, when the recently introduced Dyna Flame decorative fireplaces received A.G.A. approval.

Sales Training Has Made Available an interesting article on air conditioning. Titled, "Why Buy Air Conditioning for Commercial Establishments", it gives useful information on the benefits, cost information and how to buy. Copies may be obtained from Sales Training, Station 2340.

Sales Training Staff, in cooperation with the Air Conditioning Staff and Arkla Air Conditioning Company, has developed a comprehensive one week training program for Arkla dealer salesmen. Arkla is embarking upon a pilot manpower development program whereby, in cooperation with certain franchised dealers, they will in part subsidize salaries of new dealer salesmen for a period of three months. The first portion of the training, commencing on May 11, was presented by our Sales Training Staff and dealt with product knowledge, competitive information, principles of salesmanship and the use of the "Arkla Success Kit", a recently developed visual aid sales presentation kit. In addition, the dealer salesmen are to receive three weeks of training on application and job bidding conducted by Arkla factory representatives and participating franchised dealers. Following this, they will have two months of actual field selling experience to complete the development program. This is an excellent opportunity to educate these salesmen on the advantages of gas air conditioning and thus stimulate sales for this vital summer load.

STAFF NEWS NOTES (Cont.)

Plans Are Under Way For The Western Regional Restaurant Show to be held in Los Angeles in August. Nineteen participating manufacturers attended a recent meeting where representatives of the two Gas Companies explained what background materials, signs, decorations and other items would be provided, and requested the cooperation of the manufacturers in setting up their displays in a manner not to detract from the entire exhibit. The two Gas Companies plan to assist in bringing people to the show and in providing personnel for the booths. This early meeting is an indication of the determination of both the Gas Companies and the manufacturers to make the show a tremendous success.

The Importance of Financing, especially to the sale of gas air conditioning, has become increasingly apparent in recent months. Since some terms used in financing are new to many of us, a glossary of financing terms has been developed that should be quite helpful. Copies may be obtained from Sales Training, Station 2340. ✓

The First Quarterly Dealer Sales Representative Meeting, scheduled for June, is the forerunner of what should prove to be a very beneficial series. The meetings have been planned to help broaden the Dealer Sales Representative's outlook and promotional ability. Top industry talent will be scheduled at each meeting to discuss advertising, display, promotion, promotional materials, and new products.

Kitchen Planning Advisors Tom Taft and Don Garvey worked together with Dietitian Charlene Holabird, Home Service Staff, in planning a program for school lunch supervisors and Loma Linda University dietetic interns. The classes included basic blueprint reading, specifications and equipment selection.

Special Reduced Prices Are Now Available to employees on some models of Arkla gas air conditioning equipment. The new prices represent savings from \$100 to \$194. Division Air Conditioning Sales Representatives have further details - - - remember, 5 years to pay - - no interest - - no carrying charges, payroll deductions.

Southern Counties Announces a seventeen story Santa Monica residential structure that will soon become the West Coast's first "total energy" high-rise apartment building. The Gas Energy System will utilize three natural gas engines driving 250-KW generators which will supply all electricity, as well as all gas needs for the building's 138 apartments.

APPLIANCE AND INDUSTRY NEWS NOTES

A recent issue of Consumer Reports contained an interesting article on the G.E. self-cleaning oven. Testing of the range was delayed for nearly a month while Company servicemen attempted repairs. Finally, the oven that cleans on the principal of pyrolysis - decomposition of matter by the action of heat - was found to work.

A third element installed in the insulation space around the oven door opening works with the other elements in the cleaning process. The oven, that heats to 840 - 920 degrees, takes 2 - 2-1/2 hours to clean and an additional hour to cool off. Parts of the outside area attain temperatures of over 220°, hot enough to burn.

Heavy insulation has reduced the usable oven space; excess grease and boil-overs may smoke and spit flame; and odors are noticeable. Cost of a single cleaning is from 15 - 20 cents, but the initial purchase cost is about \$80 over the price of a similar range without that feature. It appeared doubtful that the self-cleaning parts would last the life of the range.

The newly formed Electric Heating Association has developed a three-phase program that will concentrate energies in areas where work is not now being done by other groups. The first phase is market development, where objectives are to interest architects and engineers in electric heating. Secondly, the Association will work on the upgrading of equipment and, third, they plan to coordinate the activities of the industry.

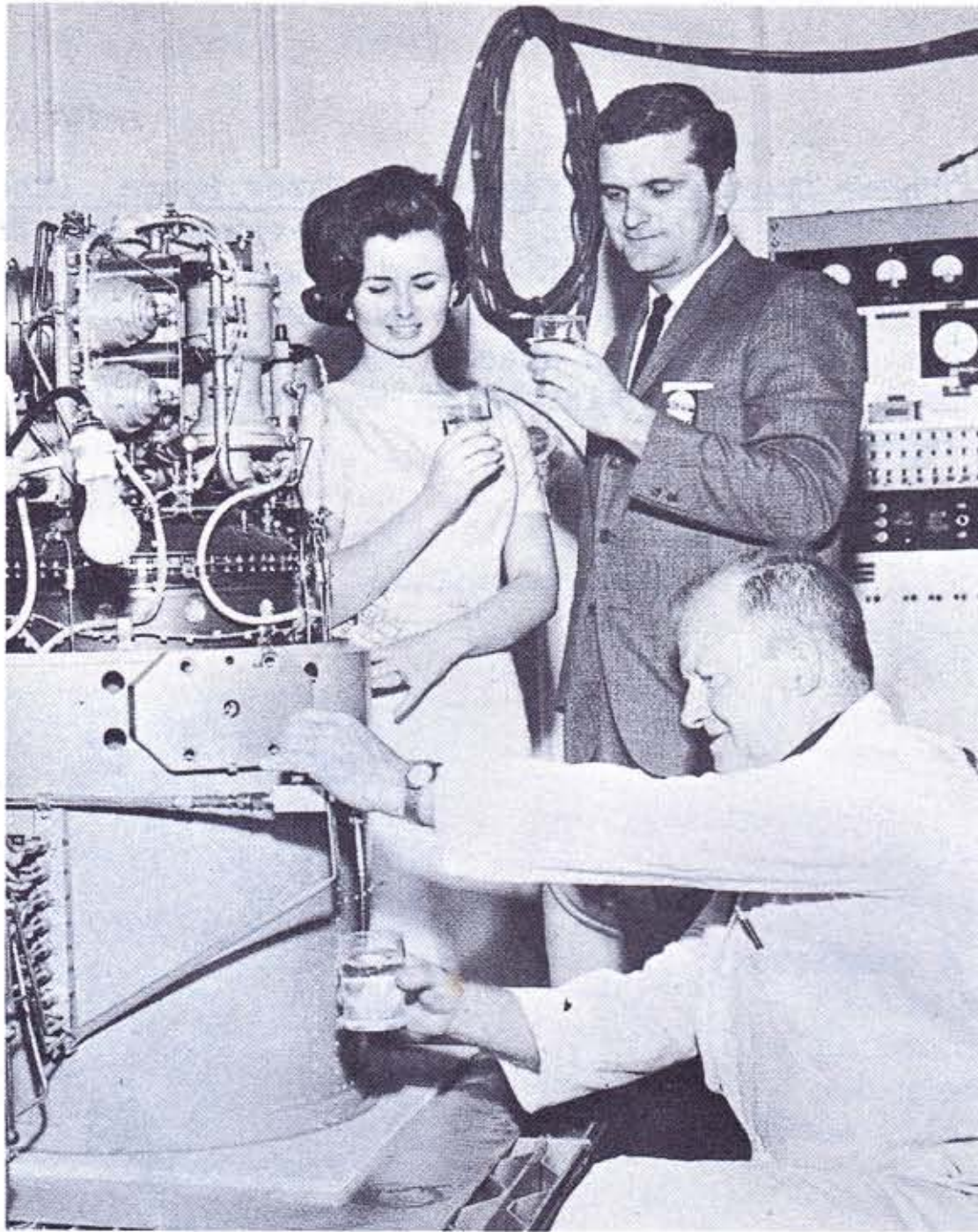
Kits are available to correct a warping problem in Arkla gasgrills. A model change has been made that should prevent the problem, henceforth.

So-Cal Gasgrills is the new distributor of Arkla gaslights and gasgrills. The firm is located at 1521 Robin Road in Orange, California - Telephone - KE 8-9336.

Total energy can result in tremendous savings. A recent installation at the Burns Brick Company, Macon, Georgia, saves an estimated \$37,000 per year in utility costs.

\$22 million electric bill - - would it shock you? The New York City Commission of Water, Gas and Electric reportedly "blew a fuse" when the city got hit with the high tab. An investigation found the culprits - - vending machines. At last reports thousands of coffee, soup and soft drink machines were being removed from city buildings.

APPLIANCE AND INDUSTRY NEWS NOTES (Cont.)



DRINKABLE WATER FROM FUEL CELL - Three laboratory workers at North American Aviation space division in Downey, California, treat themselves to pure water produced as a by-product from a fuel cell. The cell is the "Powercel" developed by Pratt & Whitney for the Apollo manned space vehicle. The space generator is currently undergoing tests at North American Aviation.

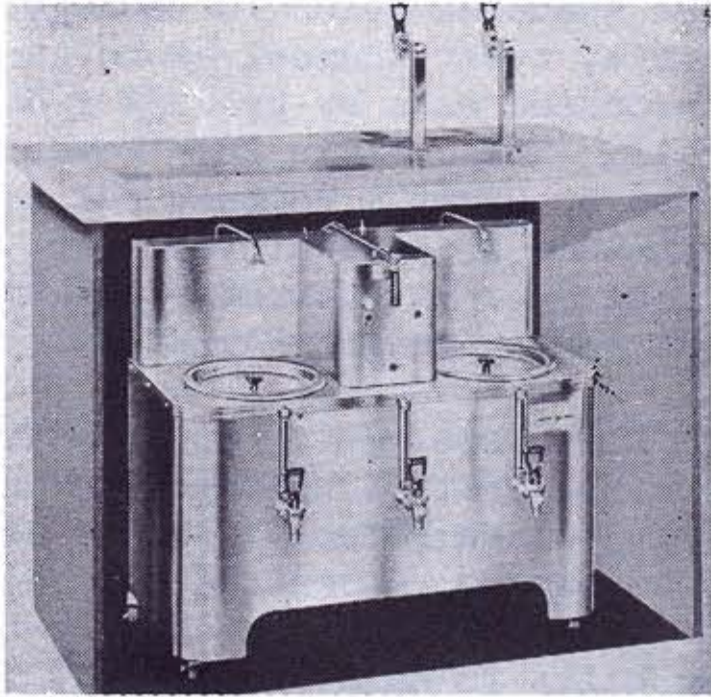
William Patterson, Jr., Requirements Engineer for Pratt & Whitney, in an interview to the Phoenix Gazette at a recent aerospace convention told how a home power plant, which could cut utility bills in half, may result from knowledge gained in development of fuel cell power plants for Apollo space craft. "Only a few years in the future" is his forecast for the advent of the gas-operated home power plant.

New Gas Cart Featured at World's Fair -

A revolutionary new gas cart will allow the chef of the future to cook at table-side. On display at the Festival of Gas pavilion at the World's Fair, the unit was designed in cooperation with Corning Glass Works, using their new Corning Glass ceramic burners, called "Cercor", that cook through infra-red heat. In the "Cercor" process, gas is released through very fine holes in the glass ceramic material and ignited on the surface, causing the entire burner to glow without visible flame.



APPLIANCE AND INDUSTRY NEWS NOTES (Cont.)



"Under Counter" Coffee Maker Saves Space, Labor and Time - A compact, under-the-counter brewing center, with automatic counter top service has been placed on the market by Best Products. The new unit saves space, labor and time. It is available in six gallon to twenty gallon capacity.

New Furnace Design Tops Lennox '64 Line - A completely new and different design of heat exchanger offers "a new era of quiet furnace operation", according to the claim of Lennox Industries, Inc. in their new 1964 gas furnace line. The unit is especially adaptable to year-round air conditioning.

The new furnace offers more durability and expects to eliminate the common "ticking" noise problem. It also has a new and improved design burner assembly.

