FIRST OVER - SECOND TIME AROUND

Here they are - the aggressive sales team from Southwest Division who became the first to go over quota in the 1964 Package Air Conditioning Contest. Georg Babbe, Division Manager, is seen here with the group, holding a plaque presented by Arkla for the second year in a row in recognition of Southwest Division having been the first division to achieve quota in the contest. At the time of this photo, they had already acquired 327 point credits representing 112% of quota. Southwest won last year's contest and the prize trip award to Camelback with 170% of quota.

It really was quite a problem getting this sales group together for the picture. A division spokesman says that this was because they want to spend all the time they can in the field selling more units to assure a repeat victory. You may have heard that before, but it seems understandable that the memory of those pleasant desert days enjoyed last January at Camelback could make them want to return. They say their theme song is "The Second Time Around." How about this one? - "I Wanna Go Back To That Million $ Shack at Camelback, Arizona."
New programs, new gas appliances and usages, new approaches to promoting gas sales — all of these made 1964 busy and interesting, a year full of challenges for Sales and Advertising people in the Gas Co. and in the Gas Industry. And they responded by meeting these challenges in a head-on, heads-up manner that produced some notable results. A quick review of last year's sales and promotional activities shows these to be just some of the highlights:

On the national scene ... The dominance of gas air conditioning at the New York World's Fair stimulated new interest in gas and gas appliances and put the progressiveness of the gas industry on display ... Manufacturers introduced many new products and developments to the gas appliance market. Products that appeared for the first time or gained a firmer popularity last year included: The many brands of attractive eye-level gas ranges -- New and improved gas dryer models, including some produced for the first time by major electric appliance manufacturers -- Infrared gas heat in various appliances with a multitude of applications -- Gaslights, still glowing and their number still growing -- New brands of outdoor gas broilers, patio and outdoor heating equipment -- A decorative indoor gas fireplace -- The super heavy duty commercial gas range -- Improvements and a greater variety in units from Arkla and Payne ....

Here in Southern California ... GasCo exhibits took new honors and new approaches. Among them: The Home Savings all-gas equipped trailer -- Ray Watt's "Hillhaven" model home at the Home Show -- Completion of the largest model kitchen display west of the Mississippi, with 12 model kitchens right here at Flower Street -- The Los Angeles Times "Home of the Year", a Balanced Power home -- The Pacific Regional Restaurant Convention and Exposition, with gas equipment lining the center aisle as well as being the center of attraction -- Our "Institutions Magazine" entries again walked off with top awards -- "Comfort Clinics" held throughout the system to tell the gas air conditioning story to more and better qualified buyers ... Air Conditioning Sales, both package and large tonnage, reached new highs. To boost volume sales, financing programs proved effective sales aids and helped to win many air conditioning sales in large tracts ... Range and dryer promotions with dealers produced sales topping even last year's all-time high ... Thanks to cooperation from other departments, our competitive position in the high-rise apartment market gained new and added strength through the increased use of medium pressure delivery ... A "first of its kind" on our lines occurred when arrangements were completed to sell gas for petrochemical use to an anhydrous ammonia plant in San Joaquin Valley, with sales expected to be as high as 4 million cubic feet daily ... Our serving area was expanded with P.U.C. authorization to serve the High Desert area of Eastern Division, the first meter being turned on in March. At the last count over 1500 meters had been set, plus authorization to serve 800 homes and other facilities at the Marine Base ....

A new Sales Section, the Special Projects Sales Staff, was established to handle opportunities for gas sales related to central plant and financing operations ... Total energy gas sales gained new ground in the two-company area with such installations as those at our Riverside and Downey Headquarters Building, AirResearch, Trend Mills and Pacific Trade Center ... Gas-fired central-plant and similar type installations achieved new status with the sale of central systems to Douglas Aircraft and Century City ... Further enhancing the visual image of gas appliances: A bright, appealing new advertising program was launched and, for the first time, included ads in regional editions of national magazines -- Also, gas appliance publicity through top-rated TV shows, movies and famous personalities in these fields, made '64 the biggest year yet for promotional tie-ins with Hollywood's show business ....

All in all, it was quite a year. And as they say in show business, it'll be a tough act to follow. But thanks to the examples set by the old year, 1965 should be able to match 64's performance. We think it'll do even better than that.
TEAMWORK RESULTS IN SUCCESSFUL DEMO

Joint teamwork in Northwest Division between Maurice Hill, Dealer Representative; Russell Kahler, Food Industry Sales Representative; Sharon Schooping, Home Economist and Chef Fred O'Canin of the Blarney Castle Restaurant, resulted in a successful promotion at Sears Hollywood. The combined promotion which featured the Lady Kenmore gas range and the celebration of the twelfth anniversary of Blarney Castle was an excellent example of cooperation between the Dealer and Food Industry programs. Shown here is Chef O'Canin passing out samples of hot tenderloin sandwiches to a few of the 200 persons that he served during the demonstration. Looking on is Sharon who is explaining to the audience the features and benefits of the Lady Kenmore gas range.

COOPERATION GETS ELECTRIC OUT, GAS IN

Here's an example of cooperation between departments in Kern Division that produced a new customer for gas cooking. When Paul Castle, Field Credit Representative in Customers Department, was contacting a customer recently, the conversation got around to the subject of ranges. It seems that the customer was using an electric range which had lost efficiency and needed some parts. Paul promptly passed this along to Gerry Jobe, Appliance Demonstration Representative, who phoned and offered to give a competitive demonstration for the lady and her husband. They accepted and, after seeing the program, decided that they probably would use gas appliances when they build. Gerry suggested that they could start cooking on one sooner than that, and took them to look at the used school ranges. They looked - They bought.

This kind of interdepartmental teamwork shows what can be done to help strengthen our competitive situation. Thanks to Paul's alertness to a sales opportunity, there's one less electric range and one more gas range on our lines.
CHEF CLASSES IN THE SNOW

Tom Ciarolla, New Business Sales Representative, San Bernardino Division, pulled a switch on the mountain to Mohammed bit recently. Tom has the Lake Arrowhead, Crestline territory and since the area is 25 to 30 miles away from San Bernardino Headquarters, it isn't easy to get builders in for demonstrations. So, Tom came up with an unique answer. He and Larry Martin, the Caloric Range Manufacturing Representative, loaded one of the new Caloric Ultra-Ray Infra-Red burner demonstrator units in their car, armed themselves with a number of juicy steaks and visited several projects of builders whom Tom was interested in exposing to gas cooking. Together, they prepared hot sizzling steaks for the builders and crews on each project. The weather was extremely cold with a few inches of snow on the ground and, to say the least, the demonstrations were warmly received.

WORKSHOP FOR INDUSTRIAL CAFETERIA OPERATORS

Trainees from the California State Department of Rehabilitation Program for the Blind attended a 3 hour workshop at the Commercial Equipment Center, as part of their training. Dietitian Doris Rave demonstrated use of gas-fired convection ovens, steam equipment, deep fat fryers and griddles. Upon completion of their training, these people will lease and operate small snack bars and industrial cafeterias.

SEARS HANFORD WINS DIVISION CONTEST

The Sears Hanford store went way over the top in the recent gas dryer promotion sponsored by the Gas Co. With an accumulated total of 177% of quota, the Hanford store won top honors in San Joaquin Valley competition, out-selling the Visalia store to win the Division Sales Contest.

Pictured here is Division Appliance Manager Bruce Warner (on left), with K. R. Hill, Dealer Sales Representative, holding trophy to be presented to Don Kirchert, third from left, who was top salesman in gas dryer sales. Other salesmen present who played an important part in winning this honor are Ken Henson, Ed Henderson, Ken Forrester, Manuel Sullivan and store executives, Store Manager Vernon Olson, William Nystrom, Merchandise Manager, and K. K. Hunter, Assistant Manager.
NORTHWEST SCORES WITH ALLIED BUILDERS PROMOTION

New Business Sales Representative Constance Panchuck, Northwest Division, sensed problems with Allied Builders, well-known remodelers located on La Cienega Boulevard, when she learned of their remodeling seminars held for the Department of Water and Power. Constance met the challenge by presenting a plan for a complete BALANCED POWER open house to Allied's president, Harold Hammerman. It impressed him enough that he left the entire project to her discretion. Her program included special invitations to 300 carefully selected clients, presentations by herself and Ted Haddeman, Kitchen Planning Advisor, and demonstrations by manufacturers' representatives.

Jay Niblo of Waste King was called on to demonstrate the portable Char-Glo broiler. His hamburger steaks more than kept up with the evening's increasing demand. A Solarflo portable heater was displayed at the entrance of the Allied building, offering both the arriving guests. Unexpected La Cienega sidewalk traffic stopped to ask about the Char-Glo and Solarflo throughout the evening.

When asked what Mr. Hammerman considered would be a successful evening he replied, "Just one sale!" At last count, Mrs. Panchuck reports that six good remodel jobs were assured! Looking ahead to the New Year she plans to keep Allied Builders, the largest remodeling contractor west of the Mississippi, thinking BALANCED POWER with follow-up promotions early in 1965.... Pictured here (left to right) are Rick Nicoletti and Harold Hammerman, Allied Builders; Constance Panchuck and Ted Haddeman.

ELECTRIC LEAGUE DIRECTOR REQUESTS BALANCED POWER PITCH

Joe Kenny, owner of Lakewood Home Appliances, the largest electrical retail outlet in the Southeast Division, finally requested Dealer Sales Representative, Dick Ferris, to conduct a Sales Training meeting for his employees to be held in his store. This climaxed months of selling Mr. Kenny on how we could help increase his sales by instructing his employees on gas appliance benefits and how to overcome objections. After it was pointed out that by familiarizing his staff with the functions of the Gas Co. and of its many services, they would be better informed in talking to prospective buyers.

Dick enlisted the aid of Zella Leverett, Home Modernization Advisor and Wilma Burley, Senior Home Economist, to make the meeting a success. In fact, Mr. Kenny was so impressed with this type of meeting that he has arranged with all manufacturers' representatives of the gas appliances he carries, to conduct similar meetings for his personnel. Incidentally, Mr. Kenny is a director of Southern California Electric League.
A NOVEL SALES APPROACH

Always interested in new sales tools, the Southwest Division has recently started employing the power of the written word. Based on an idea developed by Gordon Snider, New Business Sales Representative, a monthly letter is being prepared and sent out to all of the builders regularly contacted by the various sales representatives. A different representative writes the letter each month and chooses a specific topic of interest to builders. The letter is written in a personal manner, and can include such information as new products, new promotional ideas and merchandising concepts. The first letter, for example, discussed gas air conditioning. Builder interest in the letter has been good and many varied and enthusiastic ideas have already been proposed for future issues.

KITCHEN PLANNING PROGRAMS POPULAR WITH SCHOOLS

Public contact activities of the Kitchen Planning Bureau are expanding rapidly. During the months of November and December, Phil Lowitz, Kitchen Planning Advisor, gave presentations at 32 high schools and colleges in the two-company territory. Using kitchen design as the vehicle, important gas sales facts were conveyed to nearly 2,000 architectural and home management students. In addition, the new Balanced Power Kitchen Contest was launched in the architectural classes at seven junior colleges. Recent innovations made in the program are receiving enthusiastic approval from school officials, architects and students. At present, 15 junior colleges are scheduled to enter the competition, and the final count may go even higher.

SMART WOMEN DRY WITH GAS

A style show tied in with a dryer demonstration proved to be a successful combination recently in the Home Laundry Department of Sears Pasadena. Mike Hughes, Dealer Sales Representative, Northeast Division, coordinated the event and Helene Mahboub, Home Economist, was the commentator. The theme of the program emphasized how well-dressed a woman can be on a limited wardrobe when she owns a gas dryer. Shown here (left to right) are Helene Mahboub, models Marilyn Bullard and Billie Greenup, and Ray Cosgrove, Home Laundry Department Division Manager. Floor traffic and sales were excellent during the promotion.
DIGEST OF CAMPAIGNS, CONTESTS, SPECIAL PROMOTIONS

CALENDAR FOR JANUARY, 1965

January 1  - Start of 1965 Package Air Conditioning Sales Contest  
            (Ends December 31, 1965)
January 1  - Start of 1965 Large Tonnage Air Conditioning Sales Contest  
            (Ends December 31, 1965)
January 1  - Start of Food Industry Sales Representative Achievement Contest  
            (Ends December 31, 1965)
January 4  - Start of Sears Spring Dryer Campaign  
            (Ends March 6, 1965)
Continuing  - 1964 Fall Dryer Campaign  
            (Ends February 21, 1965)
            Super Heavy Duty Gas Range Promotion and Sales Contest  
            (Ends March 15, 1965)
            1964-1965 F. S. Wade Architectural Scholarship Award  
            1964-1965 Balanced Power Architectural Scholarship Award

PROGRESS REPORTS

At the end of four months in the Used Appliance Sales Contest the leader is  
Virginia Anderson, Appliance Counselor, Metropolitan Division with 32 sales.  
In second place is Marion Muenze, Appliance Counselor, Northern Division with  
17 sales, followed by Mickey Hrubik, Appliance Counselor, San Bernardino Division  
with 14 sales.

In the Package Air Conditioning Contest, Southwest Division is over quota and  
still leading, followed by Northern Division. Northeast Division has squeezed by  
Southeast Division in the race for third place.

Northern Division is still on top in the Large Tonnage Air Conditioning program  
with Northwest, Northeast and Kern Divisions following in that order.

FINAL RESULTS

Sears Fall Range Campaign - Ten Los Angeles Group stores have exceeded quota. The  
Glendale Store was winner, attaining 117% of quota. In the Cal Zone Group stores,  
twelve stores exceeded quota with the El Centro Store winning with 290% of quota.

SPECIAL EMPLOYEE PRICES

Special prices are still available on Hamilton washers and dryers until February 21,  
1965. Reduced prices make possible savings of around $18 per appliance.
Richard Heintz, from Building Industry Sales Representative, Southwest Division, to Administrative Aid, New Business Staff, Headquarters.

D. A. Armitage, from Administrative Aid, New Business Sales Staff, Headquarters, to New Business Sales Supervisor, Northwest Division.

G. R. Milne, from Staff Aid to Administrative Aid, Appliance and Dealer Staff, Headquarters.

J. A. Gibson, from Staff Assistant, Special Projects Sales Staff, Headquarters, to a position with Uni-Plant Co.

J. M. Wheeler, from Industrial Sales Engineer, Industrial Sales Staff, Headquarters, to Industrial Sales Engineer, Metropolitan Division.

C. O. Anderson, from Industrial Sales Engineer, Industrial Sales Staff, Headquarters, to Air Conditioning Sales Engineer, Northern Division.

D. E. McMurray, from Air Conditioning Sales Representative to Senior Air Conditioning Sales Representative, San Fernando Valley Division.

Rosemary A. Clark, from Home Service Representative, Home Service Staff, Headquarters, to Home Economist, San Fernando Valley Division.

B. J. Overland, from Industrial Sales Engineer, Metropolitan Division, to Industrial Sales Engineer, San Fernando Valley Division.

Marilyn F. Hall, from Sr. Home Economist, Northern Division to Sr. Home Economist, Southwest Division.

W. L. Dawson, from Administrative Aid, Industrial Sales Staff, to Staff Assistant, Special Projects Sales Staff, Headquarters.

K. L. O'Donnell, from Building Industry Sales Representative, Northwest Division, to Administrative Aid, New Business Staff, Headquarters.
WHAT'S NEW WITH THE COMPETITION

Another Home Modernization Center, sponsored by Southern California Edison Co., has recently been opened to the public. Located at the Edison office, 214 South La Brea Avenue, Inglewood, the Center is advertised as a "one-stop-shop" for those interested in home modernization.

The Westinghouse Electric Corporation introduced the company's new lines of refrigerator-freezers and ranges to distributors at a two-day meeting in St. Louis. Ranges include a new horizontal speed broiling system, and are available in a variety of colors.

Three of the range models feature the new no-turn speed broil which broils meat on both sides at once. Westinghouse says this cuts broiling time in half (electric broiling time, that is), and further claims that there are no smoke or splatter drawbacks. The second (bottom) broiling element stores above the top element when not in use. These models also include removable chrome panels, oven cooking selector, automatic bake and hold controls, fine tuning, full coil heating, and eye glance controls among the features.

Hotpoint division of General Electric Company showed a 30 inch double-oven version of its eye-level Hallmark electric range at the Home Builder Show in Chicago. The unit actually is packaged in three separate units - lower oven, upper oven and surface units - and by incorporating a variety of features such as with or without Teflon oven, provides 12 different combinations. Also shown was a new color - champagne - a sort of lighter copper tone.
The Chateau line of Magic Chef 30 in. ranges is being expanded with the addition of two new models: a built-in wall oven with slide-out cutting board directly below the oven, and a single oven eye-level model with its four-burner surface cooking unit mounted on a base cabinet.

Complete new lines of built-in ranges - both electric and gas - are being offered for the first time by Hupp Corp.'s Gibson Refrigerator Sales Corp.

They were introduced at the National Association of Home Builders' show in Chicago. Also shown for the first time is a Gibson garbage disposal unit. W. C. Conley, president, described Gibson's entry into the built-in cooking equipment field as "an accommodation for our distributors requiring these products to complement their present Gibson line when quoting builders."

"Many Gibson distributors who are active in the builder market," he explained, "have felt it would be to their advantage to offer both gas and electric built-in cooking equipment along with refrigerators and air conditioners to round out their package."

NuTone, Inc., presented a gas range with hood fan, backsplash, panel lighting, surface burners and oven - all in a one-piece unit - at the Home Builder's show in Chicago. NuTone's gas range-oven slides into a 30-inch opening in standard base cabinets, saving on installation costs of a separate hood, light and splash plate. Another NuTone innovation is eye-level controls for the medium-price gas range. The unit will be available in custom and deluxe models with automatic oven controls and thermostatically controlled surface burners. Colors are brushed chrome, white, turquoise, pink, yellow and Colonial copper.
Caloric Corporation, manufacturer of gas ranges, introduced a line of five built-in ovens featuring its Ultra-Ray burner, at the Home Builders show in Chicago. At the same time, Caloric unveiled a newly developed outdoor gas-fired grill, a dishwasher and a series of new kitchen ventilating hoods. According to Leroy Klein, vice-president-sales, the five ovens — differentiated by accessory packages — will be Caloric's G. W. series, and the units will go into full production in early 1965. Mr. Klein said, too, the most important feature is that the ovens are being manufactured to the exact specification sizes of Caloric's existing built-in oven line.

In explaining Caloric's renewed emphasis on infra-red cooking, Julius Klein, president of Caloric, said that surveys made by his firm throughout the United States and abroad indicate that the market for infra-red gas cooking "has only been scratched." He said that builders and home-owners "are only just beginning to realize that quick cooking is now possible with Caloric's Ultra-Ray broiler."

Sears has re-entered the field of washer-dryer combinations after being out of the business for two years. The giant retailer has introduced a new combination that is being sold in the Los Angeles metropolitan market for $459.95 (electric) and $499.95 (gas).

Waste King Corporation has introduced three free-standing gas ranges with eye-level ovens, marking the company's return to the free-standing range business after an absence of about two years, and their first production of eye-level ovens. The new 30-inch console ranges are an out-growth of Waste King's current slide-in range models, a spokesman said. Side panels of the new ranges can be removed for slip-in application by builders, but the units will be marketed only with side panels.

Full-width upper ovens are lined with chrome and have glass doors framed in stainless steel. A gold and beige panel at eye level controls both top and bottom oven, which has a full 24-inch interior measurement. Elm Weingarden, vice president, marketing, explained Waste King is returning to free-standing ranges not necessarily because the complexion of the market has changed significantly, but rather because the company itself is in more of a position to operate profitably in that market.
Gaffers & Sattler's 1965 line of built-in gas ranges and ovens will feature patterned glass oven windows and Swedish door handles. The contemporary print on the windows is continued on the control panel. Automatic controls include a dial setting for the type and weight of various meats and the desired "doneness," and a "keep warm" temperature control. Other features include a five-position, three-spit rotisserie, a broilrack that lifts or lowers at a touch, and for ranges, burners which are thermostatically controlled. Completing the G&S line are a series of eye-level, counter drop-in and free standing gas ranges; range vent hoods; built-in dishwashers and disposers.

Shelly, Taylor Join O'Keefe & Merritt - David L. Shelly, manager of the built-in products division of the Tappan Company and James W. Taylor, Tappan district manager for Southern California, Arizona and Nevada, were promoted to general sales manager of O'Keefe and Merritt and assistant general sales manager of O'Keefe and Merritt respectively, it was announced recently by T. B. Clark, President of the west coast-based appliance manufacturer.

The Colonial Products Co. of Dallastown, Pa., manufacturer of Yorktowne kitchen cabinets, has begun the sale and distribution of a complete line of major kitchen appliances. David Wepman, vice-president for sales, said all the new products carry the trade name of Yorktowne to match the name of the kitchen cabinets. Manufactured by the Tennessee Stove Works, Chattanooga, Tenn., for Colonial Products, the line includes refrigerators, dishwashers, sinks, ovens and garbage-disposal units.

Mr. Wepman described the new line as "very broad" and said the appliances are being manufactured for both electric and gas operation. Each appliance, he added, may be stripped down or obtained with several options.

A national gas air conditioning promotion is slated for March 21-27, according to the American Gas Association. It will be sponsored jointly by AGA and some 150 gas utility companies, and will concentrate on increasing sales potentials, particularly residential installations. Both So Cal and So Counties will be participants.