



SALES NEWSLETTER



BALANCED POWER HOME TO LUCKY WINNER

The sixth annual Long Beach Home-O-Rama opens February 24 at the Long Beach Arena and marks the opening of the 1965 Shows and Exhibits schedule of Southern California - Southern Counties Gas Companies.

Sure to be a traffic stopper is the 1100 square foot gas model home shown above, which will be awarded as a prize on closing night. This "leisure" home, a ready-to-build model, constructed of prime pre-cut cedar, features a complete O'Keefe and Merritt kitchen (shown on page 2), which will also be awarded to the winner. Tiki torches and Schwank patio heaters will be installed around the model home, to be located just outside the Arena.

Manufacturers featuring gas appliances in the show, which runs through February 28, are: Dyna Manufacturing Company, Perfection-Schwank, Tappan-O'Keefe & Merritt

Company, Vent-A-Hood and Waste King Corporation. Gas appliances and equipment displays are concentrated in a 100 ft. aisle in the center of the Arena, and include tract and condominium displays calling attention to the locations of Balanced Power dwelling units.



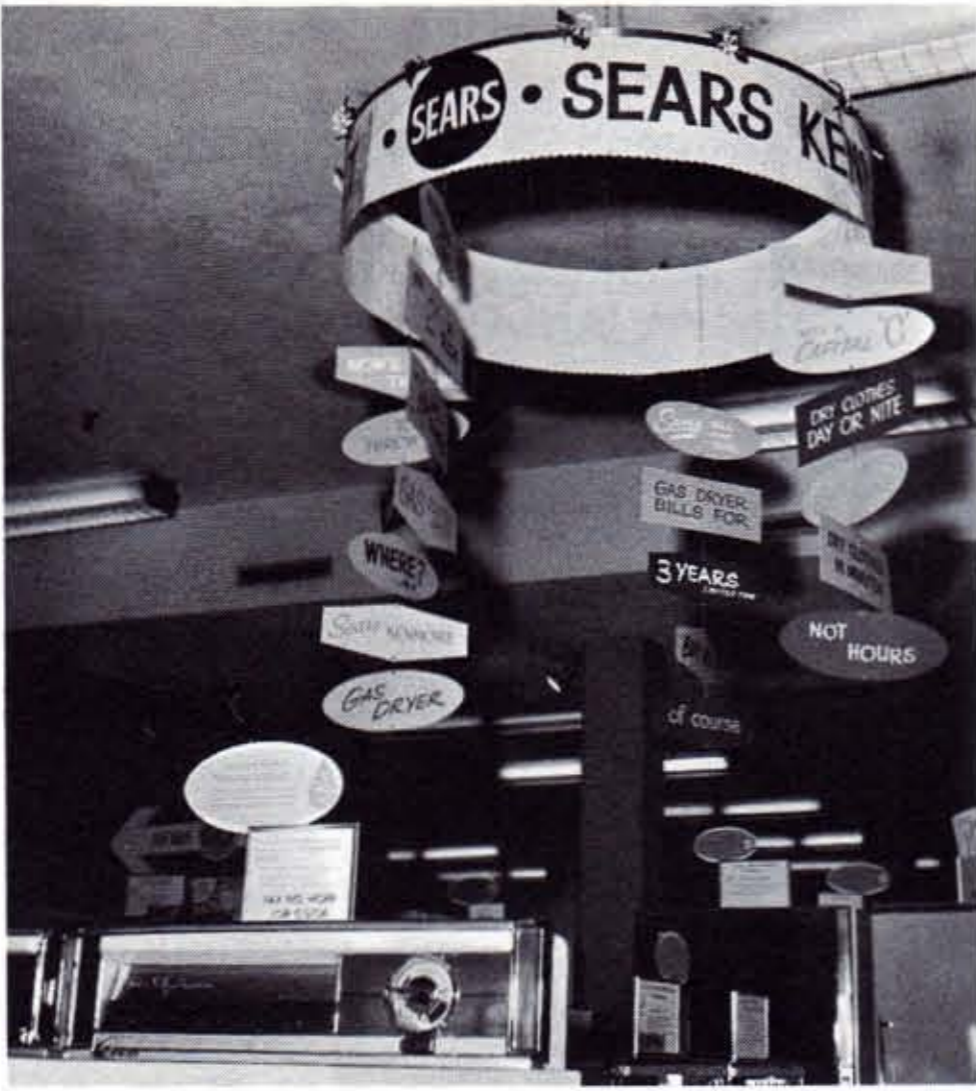
(The Long Beach exhibit is the first to be produced by the Shows and Exhibits Staff under its new name. Formerly known as the Natural Gas Bureau, or N.G.B., the Shows and Exhibits Staff performs the same two-Company functions as before, and T. F. McGowan continues to be in charge, his title changing from Manager of N.G.B. to Staff Supervisor of Shows and Exhibits, reporting as in the past to R. B. Reynolds, Supervisor of Display and Design. The change eliminates a name that has often created confusion in the minds of our

customers. Also, maintenance of the Natural Gas Bureau as a separate entity had caused needlessly cumbersome accounting and other procedures, a situation this move corrects.)

OUTSTANDING DEALER HONORED

Mel Durham, buyer of major appliances for *Southeast Division's* largest volume dealer, Cal Store of Lakewood, is shown here receiving an award from Division Manager C. T. Schweitzer, while Dealer Sales Representative, Dick Ferris looks on. This award was presented to promotionally minded Mel in recognition of his "Outstanding Qualities of Leadership and Merchandising in the Appliance Field." This is the first time that a Balanced Power "Dealer" award has been presented. A regular B/P Builder Plaque was used, replacing the inscription plate with one appropriately inscribed for a dealer. This makes a striking placque and one that was well received by Cal management.





EYE CATCHER

Ken Hill, Dealer Sales Representative, San Joaquin Valley Division, developed the mobile sign shown here for the Sears' stores in Visalia and Hanford. Each sign carries a separate message in multi-colored cards. Sears' people were very pleased because the signs have attracted many customers to the appliance department.

TOUR DEVELOPS TOTAL ENERGY PROSPECT

Merle Sherar, Southern Division Building Industry Sales Representative, recently hosted over 50 architects of the Bay Area Chapter, AIA and local mechanical engineers at a dinner meeting and tour of the Garrett Corporation. Much interest was expressed in the total energy concept. As a result of the tour, one of the architects is now working with Garrett Corporation on one of his projects. So far, chances that it will go total energy look very good.

PROMOTION WINS NATIONAL AWARD

Local promotion planning by Hint Ellis, Dealer Sales Representative, Southwest Division, really paid off for Chase Appliance Store in Inglewood. In a national contest sponsored by Mart Magazine, the store won the first place award of \$500 for the best promotion in conjunction with a national "Waltz Through Washday" campaign.

In preparation for the one week Maytag gas dryer - washer sale, here's what was done: Inserted two full-page ads in local newspapers; distributed 11,000 handbills, which were full page reprints in color of the newspaper ads; set up displays in two well known clothing stores (Boston Stores) and offered 2 Arrow - Dectolene shirts free with purchase of a gas dryer; painted appliance store window and decorated inside of store with signs, banners and cards.

The results of this sale were really fantastic considering it started during an October hot weather spell. During the week, 70 appliances were sold by the dealer. Here is a good example of how our Dealer Sales Representative and the dealer can produce a truly outstanding promotion by planning and working at it.

IT "CAN" BE DONE

Ed Snidecor, Senior Industrial Sales Engineer, San Bernardino Division, is in the process of selling gas to a new industrial customer who has purchased property in the Fontana area. This doesn't sound like news, but when the industry is a "planned customer", it becomes more interesting. By planned customer, we mean one which didn't just happen.



It all began a couple of years ago when Fred Brear of Kaiser Steel decided that Kaiser had some products to sell, as well as some property, at Fontana. Fred knew the Gas Company also had something to sell at Fontana so he enlisted the aid of the Gas Company Area Development Department. The team was enlarged to include Ed Snidecor and eventually it included persons from banks, railroads, Chambers of Commerce, electric companies and anyone else who had information which would help to locate an industry and enlighten them to the profit potential in a Fontana installation. After following up numerous leads and completing various studies, the team leveled on the National Can Company.

The results of their efforts have already been published in various newspaper articles telling that National Can will open a new plant in Fontana - worth in excess of a million dollars, that employment will begin at 150 and is expected to expand to 250, that the new plant will be a real stimulant to the Fontana area economic growth and giving other interesting facts about the National Can Company. But, what the articles don't cover is the teamwork that brought this about, or that National Can will be using raw material direct from their neighbor, Kaiser Steel, or that Ed is gleefully "sliding the stick" calculating the profitable revenue from National Can's 50M to 100M cfh firm load, or that he is also submitting bids on air conditioning for the offices.

TRAINING PROGRAM HELD FOR MANUFACTURERS' REPRESENTATIVES

Sales Training and Home Service, in cooperation with the New Business and Dealer Promotion Staffs, have just completed a sales training program for the salesmen of Wedgewood-Holly Range Company. Normally, our training efforts are confined to Company employees, but the reasons for providing this training were somewhat unusual.

Wedgewood had hired three college graduates into their sales force - men with some theoretical background in marketing, no practical experience in the selling field, and of course no product knowledge. Turning to the Gas Company for assistance, Wedgewood asked for a two-point program: product knowledge and salesmanship. As plans matured, they asked to send all of their builder and dealer contact salesmen too. The Sales Training Staff put together a two-day training course covering basic customer buying motives, development of sales techniques, information on natural gas and the Gas Companies, plus product information By way of measuring this new idea in training, constructive comments were elicited from the Wedgewood salesmen, who offered some good ideas for materials and direction of additional training sessions.

DISPLAYS YOU CAN BANK ON

You can't get banking service at an appliance store and you can't buy an appliance

at a bank, but you can deposit an appliance display in a bank and draw interest from the first day. For example, *Glen Craighead, Northern Division Dealer Sales Representative*, developed a combination appliance-banking promotion that resulted in 30 gas dryer sales and benefits to both dealer and banker. *Clover's Furniture and Appliances in Burbank* set up an eye-catching dryer display in the lobby of the busy Bank of America, offered free trips to Las Vegas and tied-in their Appliance Store with Bank Americard financing. More than 850 certificates for the Las Vegas trips were picked up at the bank and later deposited at Clovers. Publicity pictures of the display, published in nine different newspapers, added substantially to the value of the promotion.



Shown in the picture here are *Diane Carlson, newly crowned Miss Burbank*, *Albert Bragg, Advertising Manager, Clover's Furniture and Appliances*, and *Phil Kini, R.C.A. Whirlpool Sales Counselor*.

Another promotional display in a bank is paying dividends in *Southern Division*.

Interest is exceptionally high in the model kitchen located in the lobby of the Security First National Bank, Lynwood. Just as an example of the traffic in the bank lobby, over 1,000 people are exposed to the model kitchen on a busy Friday from 3:00 to 6:00 p.m. *Donna Barkdull, Home Modernization Advisor*, is planning a Chefs Class for bank employees to provide them with information which will be helpful in answering customers' questions regarding the model kitchen. Pictured left to right: *Larry Hubbard, Residential Sales Supervisor*, *Donna Barkdull, Jim Santangelo of Kitchen and Bathroom Beautiful*, and *Russell Hodge, Manager, Security First National Bank*.



GAS DRYER LEADS WAY TO MEDALLION CONVERSION

Paul La Gue of 5272 Castle Road, La Canada has decided that a gas clothes dryer does the job best. Through the efforts of *Clay Flanders*, New Business Sales Representative in the *Northern Division*, Mr. La Gue had gas plumbing installed in his formerly Gold Medallion home. The gas dryer stub located next to the electric dryer outlet will serve a Maytag dryer. Mr. La Gue is now a firm advocate of Balanced Power and plans to eventually convert the complete house to gas. This first step towards Balanced Power involved an excess service charge of 45 feet, which in Mr. La Gue's words is a small investment to be able to enjoy the benefits of natural gas.

DYNA FLAME SPECIFIED FOR NEW HOMES

When *Jim Ruiz*, New Business Sales Representative, *Southwest Division*, saw the custom 3 story homes in Manhattan Beach planned by his builders, Bill Juckes and Bruce Wilson, he felt that they were "naturals" for the new Dyna Flame gas fireplace. The builders had been using Swedish type wood burning fireplaces, which they felt were too expensive and difficult to install. Jim took Bill Juckes directly to the Dyna Flame factory for a live demonstration of the units. Results: Bill placed an order for fifteen units as a starter, and buyers of his new homes will soon be enjoying all the benefits of Balanced Power living, plus the beauty and convenience of automatic gas fireplaces.

DEMOS AID CHARITY, PROMOTE GAS IN COMPETITIVE AREA

Marilyn Hall, Senior Home Economist and *Vicki Pellerito*, Home Economist, *Southwest Division*, shared the spotlight in presenting outdoor-living demonstrations at the Palos Verdes Junior Woman's Club Bridge Marathon. Programs were held three times each day in the Monte Verde display home patio-pool area. Gaslights, patio heaters and 2 Char-Glo's were used in the demonstration. Emphasis was placed on the modernity of gas appliances and the built-in gas range, and char-broiled steak samples were served to prove the keep-warm value of low temperature ovens. Over 350 members, guests and husbands attended. Proceeds from this fund-raising event go towards scholarships and the American Field Service. An important result of this effort was that tremendous good will was created in the division's most competitive area. Many requests have since been received for similar programs there.

BUILDER CREDITS GAS A.C. FOR HOME SALES

100,000 bill stuffers, uniquely designed brochures emphasizing Arkla air conditioning, tract signs, plus several months of diligent effort resulted in a swing to Balanced Power by builder John C. Hug. Mr. Hug credited all-year gas air conditioning as helping sell more than 90% of his first 84 unit Camden Woods Subdivision. N. J. Schwartzman, Senior Air Conditioning Sales Representative, and W. M. Hamburg, New Business Sales Representative, San Fernando Valley Division, also feel that arrangements for deferred payments on the Arkla equipment and additional financing guaranteed by All-Year Weather contributed to the builder's swing to Balanced Power. As an added service, the tract salesmen were thoroughly indoctrinated in the sales advantages of gas air conditioning. Pictured here are W. M. Hamburg on the right with builder John Hug in the center and Mike Blazey, Arkla dealer on the left.



Pictured here as they arrived at Mt. Shadow Resort in Scottsdale, Arizona are the Commercial Equipment dealer salesmen and their wives who won the trip by their outstanding performance in the 1964 Golden Opportunity Commercial Equipment Campaign.

DIGEST OF CAMPAIGNS, CONTESTS, SPECIAL PROMOTIONS

CALENDAR FOR FEBRUARY, 1965

- February 1 - Start of 1965 Used Range Sales Contest
(Ends July 31, 1965)
- February 21 - End of 1964 Fall Dryer Campaign
- February 24 - Long Beach Home-O-Rama
- Continuing - 1965 Package Air Conditioning Sales Contest
(Ends December 31, 1965)
- 1965 Large Tonnage Air Conditioning Sales Contest
(Ends December 31, 1965)
- Food Industry Sales Representative Achievement Contest
(Ends December 31, 1965)
- Sears Spring Dryer Campaign
(Ends March 6, 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 the tenth week in the 1964 Fall Dryer Campaign, the system's average has reached 50% of quota.

After one month of the Super Heavy Duty Gas Range Promotion and Sales Contest reports from the field are that 33% of quota has been reached.

FINAL RESULTS

1964 Package Air Conditioning Contest - *Southwest Division* is the winner of the prize trip award to Camelback for the second consecutive year, having attained 113% of quota. *Northern Division* with 74% and *Northeast Division* with 68% of quota finished second and third in the standings.

1964 Large Tonnage Air Conditioning Program - *Northern Division* is the winner with 238% of quota. *Eastern Division* placed second with 207% and *Northwest Division* was next with 126% of quota.

Used Appliance Sales Contest - Total of 260 used ranges were sold in this contest.

SPECIAL EMPLOYEE PRICES

A saving of approximately \$18 per appliance is being offered on Hamilton washers and dryers. This special price expires February 21, 1965.

Payne air conditioning equipment is now available at a reduced price making possible savings of up to \$300.

GAS APPLIANCE AND INDUSTRY NEWS

The American Institute of Building Design presented its "Outstanding Product Design for 1964" to Dyna Flame, nation's first pushbutton remote control gas fireplace. The new AIBD Award was based on the achievement of three primary aims of good design: functionalism, beauty and versatility in home planning.

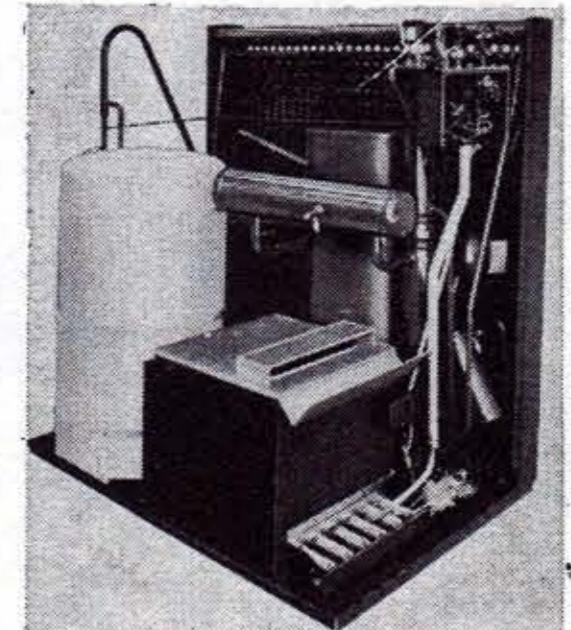


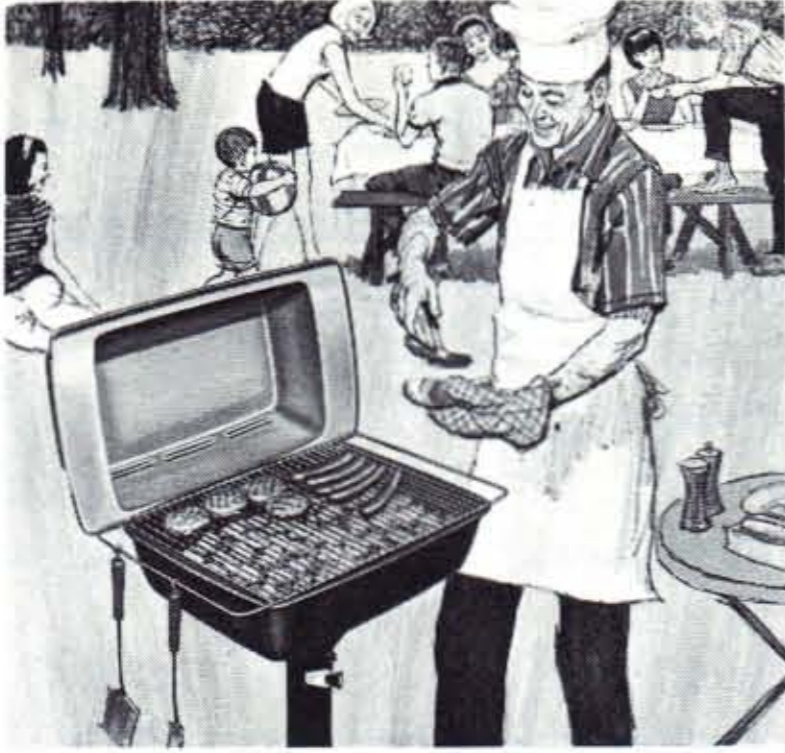
A 57-year old Ruud copper-coil instantaneous automatic gas water heater is still in daily operation in the Louisville home of Tom Wintersmith. It was discovered by the Ruud Water Heater Sales Company as a part of its observance of the 75th anniversary of the nation's first successful automatic water heater, invented by Edwin Ruud and built by him in 1889.

A. E. Scalzitti, president of the water heater distributing firm, estimates that the unit has heated over 2½ million gallons of water in its long life to supply two kitchens, five bathrooms and one pantry sink. Throughout the years, occupancy has averaged six persons. In the 57-year period of its operation, all maintenance costs have averaged \$2.87 per year.

Boon for cooks: Institutional chefs for years have used "thermo pins" to cut cooking time and obtain better results. Now a Mineola, New York firm, called Thermo Pins Corp. of America, is offering them to housewives. Essentially, the device is a thin, hollow pin, resembling a meat thermometer, filled with a small amount of DuPont's Freon-12 to transfer heat to the interior of roasts or fowl. Result: cooking time cut by 50 per cent.

A more compact and efficient gas air conditioner has recently been introduced by Bryant Manufacturing Co. The new remote gas water chiller, Model 451, is 27% smaller, 16% lighter and 12% more efficient than previous models. Weather-resistant for outdoor installation, it can be utilized with a variety of indoor cooling coils and is available in 35,000 and 54,000 Btuh cooling capacities. The basic absorption cycle is an ammonia-water combination.





Shown here is the new Caloric outdoor gas-fired grill. It has an exceptionally large grate - 13-1/16 x 20-5/8 inches, or a full 269 square inches. Gas control has pre-set positions for low, medium and high, in addition to a variety of cooking heats in between.

O'Keefe & Merritt Company has introduced a gas-fired outdoor barbecue called the Ranchero II. The unit, carrying a list price of \$99.75, has a hinged cover, is made of cast aluminum, is equipped with ceramic briquets, and can be installed permanently in the ground with its post support or remain movable by using a disc-shaped base. The cooking grill measures 12 x 19½ inches.

Note: Only the portable units in each of these two lines are approved for use in the City of Los Angeles.

A new pilot adjustor has been developed to make easier the conversion of gas ranges from LP to natural gas and from natural to LP gas. Developed by Robertshaw Control Company, "Select-A-Gas" provides a simple adjustment by which oven control systems can be converted from one gas to another. Turned to one extreme, the adjustor switch automatically provides properly adjusted pilots for natural gas. Turned to the opposite, it converts to LP. No further adjustments are required at the time of installation. The design compensates for varying gas pressures.



Nutone enters the gas range field with this 30-inch model shown here.

WHAT'S NEW WITH THE COMPETITION

"Start Clean - Stay Clean" will be the promotional slogan for the annual spring electric range campaign sponsored by Southern California Edison Company and the Los Angeles Department of Water and Power.

The campaign, offering retail salesmen and store owners or manager trips to Las Vegas, will run February 1 through April 30, kicking off a month earlier than a year ago.

The utility companies will support the campaign with heavy advertising in metropolitan and community newspapers, billboards and radio from February 9 to June 10. The ad push will run a month longer than last year.

Retail salesmen will be awarded 10 catalog merchandise points for every electric range sold. An additional five points will be awarded if an electric range sale replaces a range operated by "competitive cooking fuel" - gas. A two-day, all-expense-paid trip to Las Vegas will be awarded retail salesmen for 15, electric range sales during the promotion; a second trip ticket will be given for range unit sales of 30 or more. There is a two-trip limit.

Store owners or manager will be given trips on the same unit-sale schedule, but based on sales for the entire store.



Modern Maid has just introduced a space-saving installation which combines a 21-inch wide oven and a four-burner cooktop (available in gas or electric) plus a 14-place-setting-dishwasher in only 30-inches of space. The combination utilizes the Modern Maid Manor House eye-level range, a Modern Maid automatic dishwasher, and requires no conversion kit or cabinet alterations. The automatic dishwasher is installed under the range countertop. Perma-Coil elements are featured in the electric Prestige Manor House range and the automatic dishwasher.

Arvin Industries has introduced a new portable electric clothes dryer. The manufacturer claims it will quickly dry shirts, undergarments and washable dresses. Thermostat adjusts from 55° to 130°, or fan may be operated without heat for air drying. The unit weighs 11 pounds and has convenient carrying handle.

NEW ASSIGNMENTS — NEW FACES

Dorothy Cazares, from Home Service Representative, Home Service Staff, Headquarters, to Home Economist, Metropolitan Division.

Judith Campion, from Home Economist to Senior Home Economist, Eastern Division.

Terrill L. Morris, Graduate Home Economist from University of Cincinnati, to Home Service Representative, Home Service Staff.

Michaelinda Garrity, Graduate Home Economist from U.C.L.A., to Home Service Representative, Home Service Staff, Headquarters.

Cynthia Ardell, Graduate Home Economist from U.C.L.A., to Home Service Representative, Home Service Staff, Headquarters.

Marion Rodd, Graduate Home Economist from Cornell University, Ithaca, New York, to Home Service Representative, Home Service Staff, Headquarters.

L. B. Miner, from Service Representative in Customers Department to Group Supervisor in Sales Department, San Bernardino Division.

Barbara LaVelle, from Customers Department, Northern Division, to Appliance Sales Counselor, Northwest Division.

J. E. Beech, from Air Conditioning Sales Representative to Senior Air Conditioning Sales Representative, Metropolitan Division.

W. C. Key, from Air Conditioning Sales Representative to Senior Air Conditioning Sales Representative, Metropolitan Division.

G. G. Jackson, from Division Sales Manager, Kern Division, to Division Sales Manager, East San Fernando Valley Division.

D. M. Lackstrom, from New Business Sales Representative, San Fernando Valley Division, to Building Industry Sales Representative, Southwest Division.

Georgia Gibeaut, from Home Economist to Senior Home Economist, San Joaquin Valley Division.

Frank L. Mattox, from Division Sales Manager, Southwest Division to Appliance and Dealer Sales Manager, Headquarters.

David Armitage, from New Business Sales Supervisor, Northwest Division, to Special Engineer, Special Projects Sales Staff, Headquarters.