



SALES NEWSLETTER



ARKLA SPECIFIED FOR INSTANT CLASSROOMS

Markall, Inc., builder of revolutionary "instant" classrooms has just completed their latest project at Hollydale School in the City of Paramount. Each of the eight new classrooms are air conditioned with Arkla 751-C chiller-heater. "Instant" classrooms can be built for 30% or more savings over conventional structures and, even though they are referred to as "portable", this does not imply that these structures are temporary in nature. They are pre-fabricated buildings with a life expectancy of 40 years.

However, once their need in a specific area is past, due to shifts in school population, the rooms are easily disassembled and moved to new sites where they are needed. This moving can be accomplished over a weekend, and includes disassembling at the old site, moving and reassembling on the new site.

Pictured above discussing the Arkla gas air conditioner are (left to right), Bill Gould and Jim Gay of Markall, Inc., John Reuter, New Business Sales Supervisor, Jim Brown, Senior Air Conditioning Sales Representative and Dewayne Harrison, Senior Food Industry Sales Representative of Southeast Division.



IN THE CHIPS - BLUE, THAT IS

At a recent dinner meeting of the Sears Hollywood salesmen and their wives, *Maurice Hill*, Dealer Sales Representative, *Northwest Division*, offered 50,000 Blue Chip Stamps as an incentive during the Spring Dryer Campaign. The stamps will be given to the wives of the salesmen who exceed gas dryer sales quotas.

Pictured here is *Sharon Schooping*, Home Economist, explaining to the contestants how everything is dried for 2¢ a ride in a gas dryer.

Standing from left to right assisting Sharon are *Leo Rollans*, Division Sales Manager, *John Neman*, Sears' Store Manager and *Maurice Hill*.

NEW BENCH MARK FOR BALANCED POWER

Here is a promotional item that will remain at the corner of Downey Boulevard and Firestone Boulevard for an entire year. The idea was developed by *Gordon Snider*, New Business Sales Representative, *Southwest Division*, as the latest in a series of new promotional tools used to influence his builders in their decision on Balanced Power and gas air conditioning. These benches can be rented for a nominal charge from Bench Advertising Company of Monterey Park. They are painted on both sides and arrangements can be made to rotate them to different locations in the Los Angeles area.





B.C.A. OFFICER PRESENTED PLAQUE

When *Tom Tobin*, Building Industry Sales Representative, *Northern Division*, found out that *Sol Gangi*, President of the Glendale-Burbank Chapter of the Building Contractors Association, was planning to build his own new home, he called Mr. Gangi and offered him the use of our Kitchen Planning Department. As a result of the special kitchen designed by *Ted Haddeman*, Kitchen Planning Advisor, the Gangi residence qualified as a Balanced Power home and also included a Char-Glo gas broiler. Sol is shown here accepting the Balanced Power plaque from *Roger Crossman*, Staff Supervisor of Kitchen Planning, while Tom looks on.

NEW PRODUCTS SHOW

Home Economists *Betty Fletcher* and *Norma-Ree Naglich* of *San Bernardino Division* hosted the first New Products Fair for the Citrus District, California Home Economics Association. The event was used to raise funds for the group's scholarship plan. A total of 160 Home Economists and their guests from San Bernardino and Riverside Counties attended the event held January 23, 1965. Pictured: Home Economics Teachers *Jean Anderson* of Colton High, *Marge Merchant* and *Donnaken Moore* of Cope Jr. High, Redlands listen as *Norma-Ree* explains how she is able to serve rolls kept at an ideal serving temperature in the low temperature oven.



BALANCED POWER STORY TO FUTURE ARCHITECTS

"I can assure you that as a result of this presentation, you now have 26 gas-minded young architectural students." This was the enthusiastic remark by Dave Church, AIA, to *Southern Division* Building Industry Sales Representative, *Merle Sherar*, at the dinner meeting held at the Compton Auditorium on January 18 for the night school student architects of Compton Jr. College. Merle arranged the meeting for which the students received class credit at the request of Mr. Church, who is a local architect and teaches the class. Twenty-six students attended the three-hour class, which went over another half-hour because of the many interested questions.

The class consisted of five lectures, designed to tell the gas story in a factual, forceful way. Merle, who acted as Master of Ceremonies, opened the program and presented the speakers: *M. L. Scott*, of Public Relations Department, spoke on "Blue Energy"; *Jim Heuer*, Sr. Air Conditioning Sales Representative's topic was "Gas Air Conditioning"; *Phil Lowitz* of Kitchen Planning talked on "Kitchen Planning"; *Larry Hubbard*, Residential Sales Supervisor, gave a graphic and convincing talk on "Odds, 6 to 1", a competitive cost comparison; and *Richard Poper*, AIA lectured on "Architectural Coordination."

Each of the students was presented with a plastic brief case and a folder containing a complete set of literature on gas appliances, as well as a Total Energy brochure. Comments of the class described the meeting as interesting, exciting and factual "without running down the competition."

NEW AUDITORIUM KEPT BUSY

A three meeting seminar for nursing home and sanitarium administrative personnel and food service workers in Riverside and San Bernardino Counties was recently held in *Eastern Division's* new auditorium in Riverside.

Subjects included in the meetings were kitchen planning, equipment, convenience foods, menu planning, foods and nutrition, time and motion principles and kitchen operation. The success of the seminar was the result of the combined efforts of *Kingsley Bird*, Senior Food Industry Sales Representative, *John Andres*, Air Conditioning Sales Supervisor, *Don R. Garvey*, Senior Kitchen Planning Advisor and *Charlene Holabird*, Dietitian.

GAS DRYERS: BABIES NEED 'EM, NEEDHAM SELLS 'EM

Ned Lewis, *Southern Division* Dealer Sales Representative, has found that babies help in gas dryer sales. One of his dealers, *Needham Appliances*, is known as one of the top gas dryer dealers, having sold over 500 Maytag appliances in the past year. Their sales in the Fall Gas Dryer Campaign were given a big boost by "Needham's Baby Sale", a three day special promotion in which the dealer, the Gas Company and Maytag Corporation cooperated. *Needham Appliances* offered a special deal for young mothers on Maytag washers and gas dryers. Fifty appliances were sold, among them 20 gas dryers.

BACK-TO-BACK WINNERS BACK TO CAMELBACK



Pictured above are the winning members of *Southwest Division* Sales Department, and special winners from other divisions, and their wives as they arrived at Camelback Inn in Phoenix, Arizona, for a weekend of fun. For the second consecutive year, this group won the trip by attaining the highest percentage of quota in the 1964 Package Air Conditioning Contest.

R. W. DOW RETIRES

After 31 years of service, R. W. (Bob) Dow, Staff Supervisor of Appliance Operations, has elected to retire from the Company March 1. Except for a few years at the Butadiene plant during World War II, Bob has been a member of the Sales Department since joining the Company in 1934. During this time, his duties have been concerned with the sale and promotion of gas appliances, including establishing and maintaining Company contacts with appliance manufacturers and distributors, and with the procurement and logistics related to the Company's appliance requirements. Over the years, he has become a recognized "expert" in the appliance field and has established for the Company a rapport with manufacturers and distributors, both locally and nationally, that has resulted in mutually profitable and important working relationships. Sales Newsletter joins Bob's many friends inside and outside the Company in wishing him a long and most enjoyable retirement. Replacing Bob is *Henry Garcia*, who moves from Assistant Supervisor to Staff Supervisor of Appliance Operations.

TEAMWORK RESULTS IN SUCCESSFUL PROMOTION

Over 200 builders and their wives recently attended a preview showing of the 1965 Caloric gas appliances at Kafton Sales Company showroom in Van Nuys. Through the combined efforts of *Murray Podolsky*, New Business Sales Representative, *San Fernando Valley Division*, *Mike Rice*, District Manager Caloric and *Jules Kaufman*, Manager of Kafton Stores, the following objectives were attained by the promotion: Strengthened Caloric's reputation in the minds of the builders and introduced the new Caloric "75"; introduced Kafton Sales to new builders and improved their relationship with existing accounts; promoted the Balanced Power concept to San Fernando Valley builders. A mock up of an Arkla "428" was also displayed on the sales floor. *Phil Wire* and *Cal Camp*, Senior Air Conditioning Sales Representatives, manned the Arkla display which generated much interest and produced a number of good prospects. . . Both Mr. Kaufman and Mr. Rice were enthusiastic over the success of the promotion. Mr. Rice had the opportunity to meet a builder to whom he had been trying to show his new line of built-in gas ranges. At last report, it seems almost certain that Caloric built-ins will be installed in this builder's new tract of 40 homes.

CONTEST WINNERS HONORED

An award luncheon was held at the Chateau Briand, February 10, to announce the top 10 winners of the 1964 Food Industry Sales Representative Achievement Contest. The winners were: (1) *J. F. Trabbic*, Southwest Division; (2) *J. I. McDowell*, San Fernando Valley Division; (3) *W. L. Cooper*, Southern Division; (4) *C. A. Maiolfi*, Northwest Division; (5) *G. R. Kahler*, Northwest Division; (6) *H. L. Taylor*, San Fernando Valley Division; (7) *C. E. Joiner*, Metropolitan Division; (8) *F. H. Charters*, Southwest Division; (9) *D. L. Harrison*, Southeast Division; and (10) *J. R. Wells*, Northeast Division.

Mr. P. R. Shea presented the checks to the winners. He complimented all of the Food Industry Sales Representatives, as well as the winners, for an excellent load building job - especially in gas air conditioning restaurants. Many Division Managers and Division Sales Managers attended to cheer the winners.

DIGEST OF CAMPAIGNS, CONTESTS, SPECIAL PROMOTIONS

CALENDAR FOR MARCH, 1965

- March 1 - 7 - Imperial County Fair - El Centro
- March 6 - End of Sears Spring Dryer Campaign
- March 11-21 - National Orange Show - San Bernardino
- March 21-27 - National Gas Air Conditioning Week
- March 29 - Start of Sears Spring Range Contest
(Ends May 29, 1965)
- Continuing - Super Heavy Duty Gas Range Promotion and Sales Contest
(Ends April 15, 1965)
- 1965 Used Range Sales Contest
(Ends July 31, 1965)
- Food Industry Sales Achievement Contest
(Ends December 15, 1965)
- 1965 Package Air Conditioning Sales Contest
(Ends December 31, 1965)
- 1965 Large Tonnage Air Conditioning Sales Contest
(Ends December 31, 1965)
- 1964 - 1965 F. S. Wade Architectural Scholarship Award
- 1964 - 1965 Balanced Power Architectural Scholarship Award

PROGRESS REPORTS

Judging of the Balanced Power Architectural Scholarship Award preliminary contest at each college will start in March.

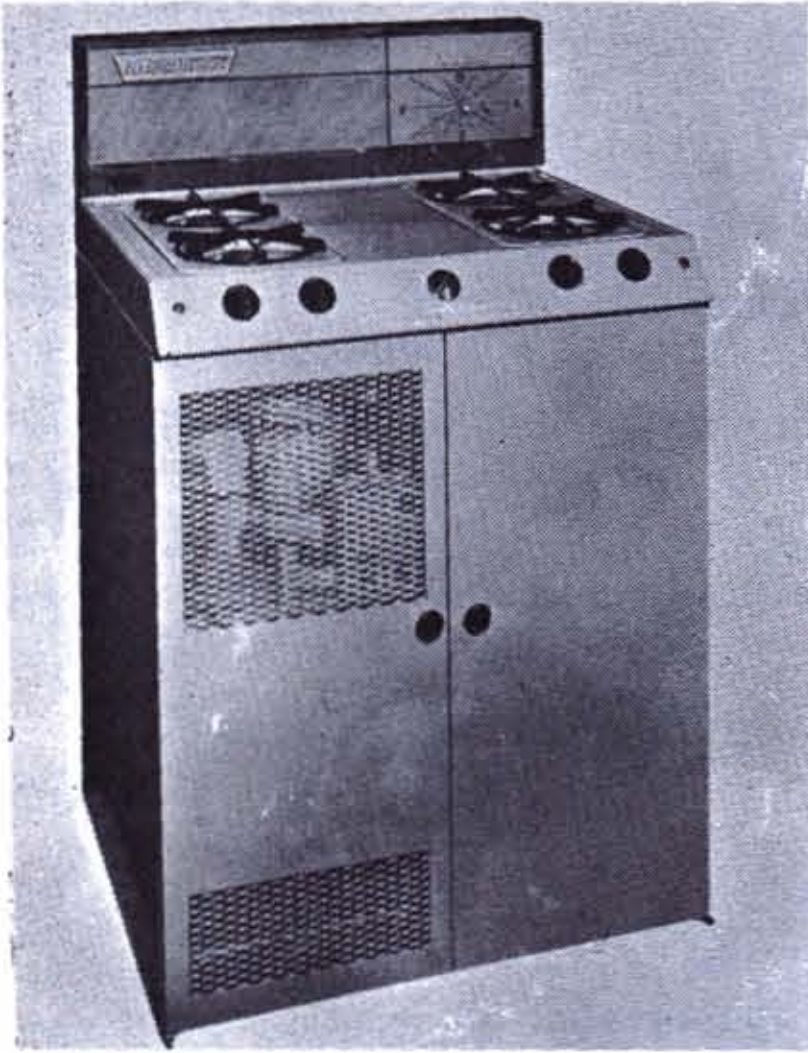
FINAL RESULTS

1964 Food Industry Sales Representative Achievement Contest - See article on preceding page.

EMPLOYEE PRICES

Reduced employee prices make possible savings of up to \$300.00 on Payne gas air conditioning equipment.

GAS APPLIANCE AND INDUSTRY NEWS



A new product unveiled at the Heating and Air Conditioning Exposition in Chicago was a "gas center", a combination cooking, heating, and hot water heater appliance from Hydrotherm, Inc. Components in the 30-inch wide, 25-1/2 inch deep unit are a four burner range top, 45,000 or 60,000 BTU heater, and 3 gallon per minute heat exchanger for producing hot water. It is designed for use with a wall oven in apartments, condominiums and small homes.

The model of the Festival of Gas pavilion at the New York World's Fair has won first prize in the Fifth Annual Merchandising Award Contest of the Point-of-Purchase Advertising Institute.

The Nu Tone line of gas ranges was recently added to our Company's sales promotion program. Mr. Leo Shibley has been named Utility Sales Manager for the Cincinnati, Ohio firm.

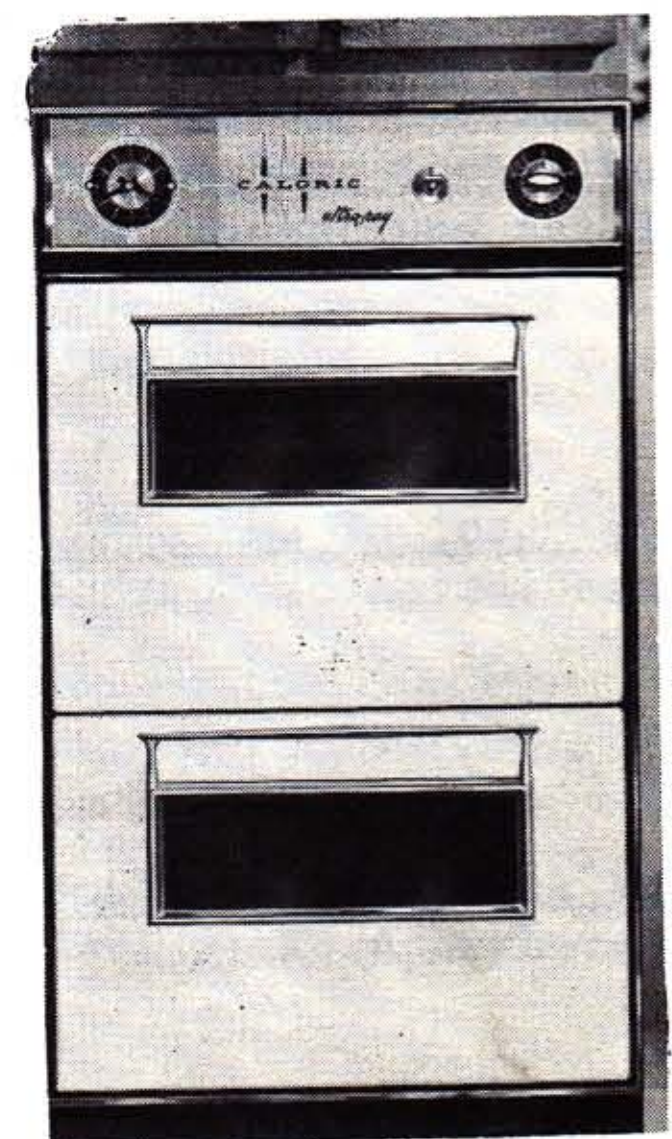
A new line of Glascote water heaters has been introduced by A. O. Smith Corporation consumer products division. The water heaters for home use cover 31 models, both gas and electric. All are glass-lined. The home gas models feature a modulating control called Magic Heet, which is designed to provide hot water twice as fast when it is needed. The control changes the water heating rate automatically to replace hot water as fast as it is used. When using only a little water, Magic Heet operates the burner on an economical low flame, but when quantities of hot water are called for, the burner flame increases in intensity.

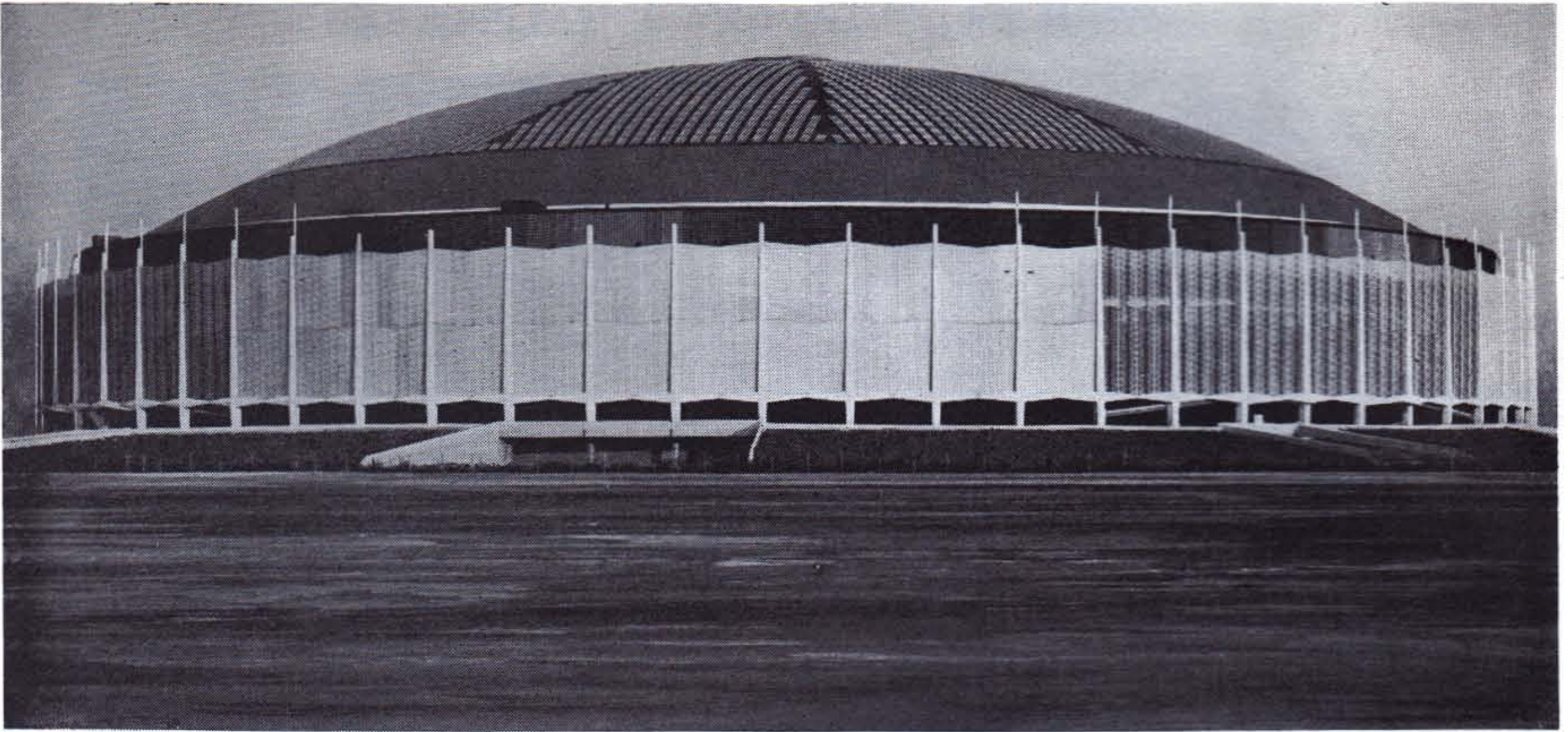
Shown here is Fedders new washer with matching dryer. (Available in gas or electric.)



Norge has introduced a gas dryer with a coppertone cabinet and simulated wood grain on the slant-back control panels. The dryer has a matching automatic washer and together the two are known as the "Copperwood Pair".

Caloric's gas "CW" built-in range offers infra-red broiling through Ultra-Ray. The patented Dual-Aire airflow system prevents pilot outage and eliminates the need for sealed cabinets. Air for cooling the range is kept separated at all times from air for combustion. Other features include: Roto-Ray rotisserie, automatic meat probe, rotating spit beneath the infra-red burner, keep-warm level and space for a large roast.





Pictured here is the Harris County Domed Stadium in Houston, Texas. It's the only major league field with a full roof - "the dome that made the raincheck obsolete." Naturally, the 45,000 spectators will enjoy the game in cool comfort because engineers specified 4,400 tons of gas air conditioning.

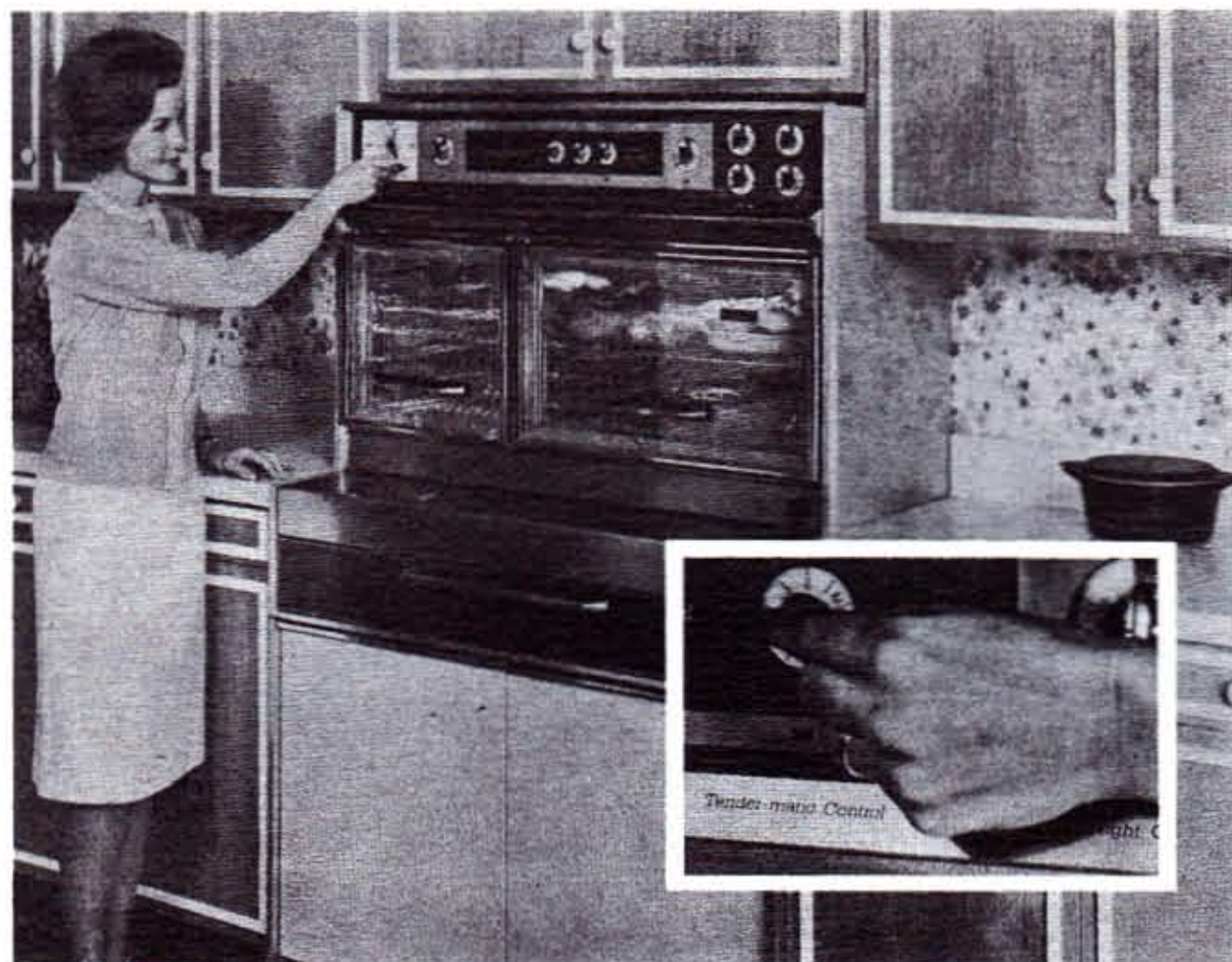
The American Gas Association will hold its 1965 convention October 10-13 at Bal Harbour, Florida.

The National LP-Gas Association's Market Development Council has designated March "National LP-GAS Month." Symbols specially designed to call attention to the industry's special month have been created for use in advertising and promotion of individual producers, wholesalers, marketers, transporters and manufacturers of LP-gas equipment.

Guy Muto, of Laars Engineers, Inc., has been elected president of Swimming Pool Association of Southern California - largest such group in world.

Gas Appliance Manufacturers Association reported that shipments of gas ranges increased 4.5% in 1964, and gas dryers 17.9%.

WHAT'S NEW WITH THE COMPETITION



Frigidaire Flair 40-inch range features a new kind of automatic cooking. The "Meal Minder" is designed to cook and keep foods serving-ready without danger of overdone-ness. A two-step operation for cooking involves setting the Meal Minder control (upper left) to recommended hours of cooking and then the Tender-matic control (inset) to the tenderizing setting for the degree of doneness desired. The manufacturer claims that Tender-matic cooking breaks down meat's connective tissue and results in tastier, juicier and more tender roasts - even with budget cuts.

Norris-Thermador has expanded its market coverage by purchasing Trade-Wind Fans Inc., a builder of kitchen ventilating hood and exhaust-fan products. The acquisition makes Thermador a full-line manufacturer of built-in appliances, says General Manager H. J. Meany. Thermador intends to expand the Trade-Wind line sharply and to increase the number of factory warehouses throughout the country.

A used car dealer has diversified into General Electric appliances on his automobile lot. The new dealership, William Lehman Appliance Center, started selling GE white and brown goods in a 500-square-foot-store in the midst of their used car lot in Miami, Florida. According to store manager, Fred Augustine, the move was made to take advantage of the firm's already existing financing setup. The used car business makes it particularly adept in handling its own financing, he said, and the diversification is thought to fit in well with the over-all operation.

Electric utilities are conducting carefully designed seminars around the country in an effort to win architects and engineers over to electric heating for commercial and industrial buildings.

NEW ASSIGNMENTS — NEW FACES

M. P. Nadell, Graduate Engineer from Northrop Institute of Technology to Sales Engineering Representative, Industrial Sales Staff, Headquarters.

Gene Baca, from Food Industry Sales Representative to Air Conditioning Sales Representative, Northwest Division.

A. M. Richmond, from New Business Sales Representative to Food Industry Sales Representative, Northwest Division.

E. J. Gregory, from Administrative Aid, Advertising, to a training assignment in Northwest Division.

W. R. Buckler, from Building Industry Sales Representative to Senior Air Conditioning Sales Representative, Northeast Division.

C. F. Hudson, from Senior Air Conditioning Sales Representative to Building Industry Sales Representative, Northeast Division.

A. B. Engelstad, from Senior Air Conditioning Sales Representative to Senior Food Industry Sales Representative, Northeast Division.

Cecelia Dougherty, from Home Service Representative, Headquarters, to Home Economist, San Joaquin Valley Division.

A. J. Thompson, from Senior Industrial Sales Engineer, Metropolitan Division to Administrative Aid, Area Development Staff, Headquarters.

Nancy Petraborg, from Senior Home Economist, Metropolitan Division, to Staff Aid, Home Service Staff, Headquarters.

Albert J. Vessa, to Industrial Designer, Sales Service Staff, Headquarters.

R. G. Kercheval, from Staff Supervisor, New Business Staff, Headquarters, to Division Sales Manager, Southeast Division.

C. E. Flanders, from New Business Sales Representative to Air Conditioning Sales Representative, Northern Division.

James F. Doulas, from New Business Sales Representative to Air Conditioning Sales Representative, San Bernardino Division.

Charles M. Griffin, from Air Conditioning Sales Representative to New Business Sales Representative, San Bernardino Division.

Vola Jean Stults, Graduate Home Economist, California State College, Long Beach, California, to Home Service Representative, Home Service Staff, Headquarters.

Shari Farney, Graduate Home Economist, University of Arizona, Tucson, Arizona to Home Service Representative, Home Service Staff, Headquarters.

R. B. Reynolds, from Supervisor of Display and Design, Headquarters, to a temporary training assignment as Administrative Assistant in Advertising Department.

R. G. Smith, Administrative Assistant, Headquarters, will administer the Display and Design Staff as a temporary assignment during Reynolds' absence.

Howard J. Johnson, from a training assignment as Division Service Superintendent, Southwest Division, to Division Sales Manager, Southwest Division.

Henry Garcia, from Assistant Supervisor to Staff Supervisor, Appliance Operations, Sales, Headquarters, replacing R. W. Dow, who retired in February.