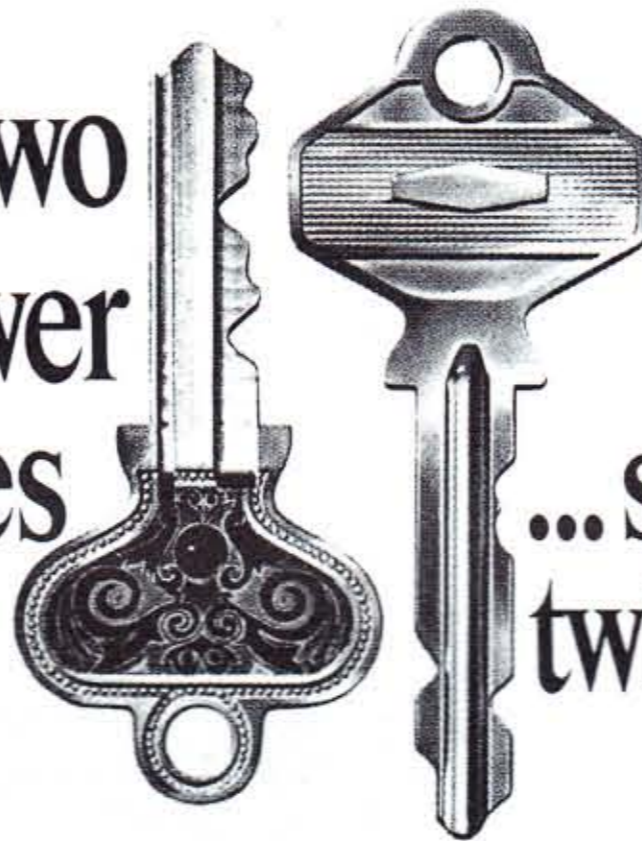




# SALES NEWSLETTER

Buy two  
Balanced Power  
Homes



...save  
twice as much!

## ADVERTISING PROGRAM WILL EMPHASIZE BALANCED POWER

Themes and emphases to be used in the Southern Cal and Southern Counties advertising program for the balance of the year and into 1966, were outlined recently by *Jack Moore*, Advertising Manager, and *Jerry Parrick* of McCann-Erickson.

The Balanced Power message will continue to be stressed in various ways. A series of eight outdoor posters featuring a different ad each month, will appear on approximately 300 Foster & Kleiser and Pacific outdoor boards throughout the two-company area. The third and latest in the series is shown above. The posters are designed to accommodate a builder banner across the bottom to give added support to the New Business Sales Program. Balanced Power will also be featured in newspaper and magazine ads, which combine a light touch with strong appeal and are aimed at typical apartment dwellers - bachelors, newlyweds, young-married couples, retired people - emphasizing that they can enjoy better living at lower cost in Balanced Power apartments.

All major sales programs will receive advertising support, attention-getting and provocative, and timed with campaigns or other sales needs as necessary.

## NEW SUBSIDIARY TO PROMOTE RENTAL OF AIR CONDITIONING EQUIPMENT

Pacific Lighting Corporation announced the formation of a new wholly owned subsidiary, Uni-Plant Leasing Company, Inc. The new Company became operative April 7.

Manager of Operations *C. T. Dierker* reports that the function of the newest member of the Pacific Lighting family will be to rent equipment. Its first venture will be in packaged Arkla and Payne air conditioning equipment, specifically in units under 10 tons.

The rental plan will provide another sales tool to be used in opening new markets for gas air conditioning. It also appears to be an excellent vehicle for the replacement of existing electric equipment. Owners of old electric equipment, who are keeping it in operation through costly servicing, can now replace it with modern gas equipment at a very small cash outlay.

The function of the gas utility companies with respect to the new rental plan is limited to promoting the benefits of gas air conditioning. The equipment to be rented consists of air conditioners and cooling towers which will be purchased and installed by the dealer. When the installation is completed the dealer will sell the equipment to Uni-Plant who will rent it to the customer, retaining ownership with no purchase option provided.

It appears at this time that the rental plan is most applicable to small commercial type installations, with some possibilities in the multiple housing field.



### LAS VEGAS TRIP WINNER

Mr. Kenneth Turn, 8235 Owensmouth Avenue, Canoga Park, was one of the lucky individuals to win a two-day, one-night trip for two to Las Vegas in our recent Fall Dryer Campaign Customer Incentive. *Steve Bennett*, West San Fernando Valley Division Dealer Sales Representative, is shown presenting Mr. Turn with his airline tickets and trip certificate and offering his congratulations. Mr. Turn, a retired safety engineer from Pennsylvania, was most pleased and appreciative of winning the trip.

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EYE-LEVEL GAS RANGES - - THEN AND NOW



Seventy years ago, this almost eye-level Detroit Jewel gas and wood range on the left was the very latest thing when it was installed in the home of L. C. Brand in Glendale in 1895. It had six top burners, two ovens - high and low, low broiler, warming oven and hood - - - all completely vented. It has been in continuous use until just recently when it was replaced by a modern gas range through the efforts of *Glen Craighead, Northern Division Dealer Sales Representative.*

Mr. Brand, a prominent early settler in Glendale, gave several hundred acres of land to the City of Glendale in 1925, and subsequently willed him home, now known as "Brand Castle", and 30 more acres to the City for use as a library and park.

Shown on the right is an example of what our dealers' show windows and sales floors will be showing during the Eye-Level Gas Range Campaign, which starts May 3, 1965.

#### OUTDOOR-LIVING FEATURED IN LOS ANGELES TIMES

The Garden Pavilion, featured in the April 18 edition of the Los Angeles Times, Home Magazine, received a lot of attention. Emphasizing the versatility of wood and outdoor-living gas appliances, Pavilion plans and working drawings are offered free to the public. Over 3,000 requests for plans have already been received by our Company and the Wood Information Bureau.

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#### DIETITIANS GO TO CLASS

Modern commercial gas fired cooking equipment was the subject of an all day class for the Loma Linda dietetic interns held recently at the Commercial Equipment Center, Pico Rivera.

These dietitians of the future learned specifications and kitchen planning, care and use of equipment, the properties of natural gas, proper installation and ventilation and saw the latest in commercial gas equipment demonstrated by Gas Company dietitians.

Taking part in the program were Senior Kitchen Planning Advisors, *Tom Taft* and *Don Garvey*; *Doris Rave* and *Charlene Holabird*, Dietitians; *Bob Ziegler*, Customer Service and *M. L. Scott*, Public Relations.

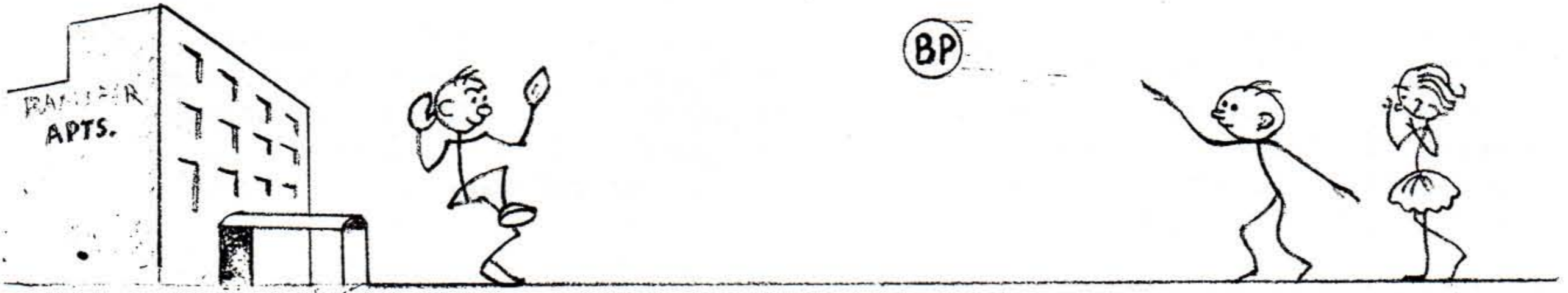
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#### UNITED CRUSADE HELPED BY SALES TEAM

*Southwest Division* was honored recently with another First Place Award for a selling effort of which they can be especially proud. An enthusiastic group consisting of New Business Sales Representatives, *Rick Hansen*, *Nick Roknick*, *Ed Price*, *Jim Ruiz*, and *Gordon Snider*; Air Conditioning Representative, *Bob O'Neal*; and Home Modernization Advisor, *Jewell Marshall*, rolled up their sleeves and solicited for the United Crusade Drive in Torrance. Devoting a lot of their personal time on after-hours calls, their efforts produced 152% of quota, and won them a trophy for the highest quota achievement for the entire Harbor Area Campaign in the Commerce and Industry Drive. The formal presentation was made at the Ports O'Call Restaurant in San Pedro at an Award Banquet for the happy winners!



## BALANCED POWER PITCH TO APARTMENT HOUSE MANAGERS



A new innovation for Chef's Classes in *Southeast Division* was conducted in the Downey Auditorium on March 23.

The Board Construction Company has a subsidiary company named Key Management, whose prime duties are to promote, advertise and rent units that are constructed by Board. Key Management has approximately 50 apartment houses which they are promoting and renting at all times. Their vacancy factor is way below average which proves the Balanced Power program is successful. There has always been one problem, however, which was hard to overcome - - that is, when a prospective tenant would see an apartment and ask the manager why they are furnished with a gas range instead of an electric one, the manager was sometimes at a loss for words.

*Al Haines*, Building Industry Sales Representative, *Southeast Division*, suggested to Board and Key Management that a Chef's Class at the Southeast Division Headquarters might be the answer. Arrangements were made and invitations sent to the managers of the numerous apartments owned by Board to attend a dinner and demonstration at the Gas Company auditorium.

*Sharon McCray*, Home Economist, conducted a gas versus electric cooking demonstration, at the same time pointing out many important factors on how the managers can keep their apartments cleaner and more attractive for their tenants, thus saving on cleaning and maintenance bills.

The Board Company apartment house managers can now point out the advantages of gas cooking to prospective tenants and improve their already outstanding low vacancy factors.

Key Management Company also took advantage of the group meeting to discuss their internal business with their apartment managers and present awards to the outstanding managers and give them a well deserved pat on the back.

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## AIR CONDITIONING PLAQUE WINNERS

In conjunction with National Air Conditioning Week, March 21 to 27, A.G.A. donated two "Special Award" plaques. *San Fernando Valley Division* Sales personnel won a "Special Award" for 276 air conditioning unit sales during the first quarter of 1965. *Les Radtke*, Senior Air Conditioning Sales Representative, *Northern Division*, won a "Special Award" for 126 air conditioning unit sales during the first quarter of 1965.

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## SAFEWAY SIGNS CONTRACT WITH CENTRAL PLANTS FOR NEW PRODUCE WAREHOUSE

Announcements have been made that Central Plants, Inc., non-utility subsidiary of Pacific Lighting Corporation, has been awarded contracts to serve two multi-million dollar projects now under construction. At both the Santa-Fe Springs Complex, a 50-acre industrial development in Santa Fe Springs, and the 40-story Connecticut General office building in downtown Los Angeles, central gas-fueled installations will supply various energy needs.

The Santa Fe Springs Complex is a unique energy concept to provide customers with a modern leased refrigerated warehouse and food processing center. It will build to customer requirements, and lease to them for twenty years, a facility to meet their needs. The Complex will provide the food processing industry with an industrial park designed to meet its specific requirements resulting in the lowest owning and operating costs.

In this new facility, the customer can do the job they know best - food processing or warehousing. Central Plants, Inc. can do the job they know best - provide refrigeration, steam and compressed air from a central plant - delivered by underground pipeline to the buildings. This service will greatly reduce operating costs, provide greater reliability, and minimize downtime of refrigeration equipment.

Safeway Stores, Inc. has signed a contract with Central Plants, Inc. to take service for their Pre-Pakt and perishable goods and future warehouses. Safeway can process up to the equivalent of 50 freight cars of bananas and 6 cars of tomatoes per week in the produce warehouse. In addition, stem and root vegetables can be cleaned, packaged, refrigerated and distributed from the new warehouse.

At the Connecticut General building, all-year comfort cooling and heating will be supplied from a plant now being designed by Central Plants for the Bunker Hill area. The skyscraper structure, to be located between 4th and 5th Streets and Figueroa Street and the Harbor Freeway, will contain more than 550,000 square feet of top quality office space, and will be Southern California's tallest office building.

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## INTERIOR DECORATING TIED TO GAS AIR CONDITIONING

When instructor Mrs. M. Russell of Bakersfield College requested some information on gas air conditioning for her adult evening Interior Decorating class, *Gerry Jobe*, Appliance Demonstration Representative *Kern Division*, seized the opportunity to arrange a discussion of gas air conditioning for the students. With the help of the Sales Training Department, a special 2-hour session was developed to cover the benefits of air conditioning as a whole and why gas-fired equipment was superior to electric. Soon the word was out at the college and other Home Economists asked if their adult evening classes could also attend the session. *R. A. Filip*, Sales Training Assistant, *Headquarters*, conducted the session to a gathering of 115 interested people. Many of the pupils brought their husbands along because they were planning to air condition their homes in the near future. Mrs. Russell feels the program was so successful that it should be done once each semester.

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#### SANDWICH CONTEST WINNER

*Bill Meehan*, Food Industry Sales Representative, *Metropolitan Division*, recently hosted the first annual Sandwich Contest conducted by the Chef's de Cuisine Association. Member chefs were asked to submit their favorite sandwich formulas, and the ten finalists were invited to prepare their culinary works of art in the Home Service Kitchen at 820 South Flower. Judging was based on salability, ease of preparation and appearance and was done by Jeanne Voltz, Los Angeles Times; Mike Roy, KNX Radio; *Charlene Holabird*, Dietitian, Home Service Staff; Richard Morgan, Chef's de Cuisine Association; Martha Kimball, Western Research Kitchens; and Carl Walker, Walker's Restaurant. After a great deal of nibbling and quibbling, the judges chose a club type sandwich prepared by Karl Roth of Karl's Catering as the winner. Pictured here is Bill presenting the winner with one of the many prizes that he won in the contest. The public was invited to witness the finals, so that they too could see for themselves that, "Where Food is Finest, It's Cooked With Gas."

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#### SALES PRESENTATION MADE TO PROPERTY MANAGEMENT GROUP

*Southwest Division* recently had an opportunity to beat the electric companies to the punch when *Gordon Snider*, New Business Sales Representative, went before an adult class on income property management at Morningside High School. Appearing as a guest speaker on behalf of the gas industry, Gordon quickly learned that he was faced with a group of potential builders, and that the Department of Water and Power would be represented at a later date.

As a result of this knowledge, he went into a hard-hitting sales presentation that covered everything from gas cooking to central gas air conditioning. Interest was so high that the hour presentation turned into a two hour discussion with everyone taking part.

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#### A BROKEN RECORD - - AT NATIONAL ORANGE SHOW

"The Fabulous Fiftieth" National Orange Show held in San Bernardino March 11 to 21 has now gone into the record books in more ways than one.

For the ninth consecutive year it has brought rain - - in fact, five days of generous precipitation. However, this did not deter very many because the attendance record was broken. The record attendance this year was 357,482, about eleven thousand more than in any previous year.

Of course, one of the major prize winning entries in the Commercial Display building was the Gas Company exhibit pictured here. Even though this display was institutional in basic concept and design, the meters and small air conditioning unit were operational. On the other side of the display, Waste King Universal had two live Char-Glo broilers with two girls preparing and serving barbecued meat tid-bits.

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#### COMFORT CLINIC A SUCCESS

*Northeast Division* launched its first Air Conditioning Comfort Clinic at the O. A. Poindexter, Inc., Heating and Air Conditioning plant in Pasadena. A combination of direct mail, a bank display and local newspaper ads and publicity drew a very satisfactory turnout April 2, 3, and 4, in spite of the rainy weather which prevailed.

Refreshments were served right in the shop area where air conditioning conversation was encouraged by unusual displays of ducting material, registers, controls and gas air conditioning equipment. A connected model 428 Arkla and mock ups of the new "R" series received considerable attention.

Poindexter, Inc., as well as the Gas Company, is very well pleased with the results of the Comfort Clinic - - it specifically triggered bidding on gas air conditioning in several small and a few large residential tracts.

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#### CHEF'S CLASS FOR "MAGIC" CHEFS

On April 19, seventy-three Magic Chef Range Company employees participated in a Chef's Cooking Class hosted jointly by Southern California and Southern Counties Gas Companies. *Nancy Petraborg*, Staff Aid, *Home Service Staff*, made the presentation, which was enthusiastically received. In fact, the Magic Chef people plan to use some of the Chef's Class ideas at demonstrations for their dealers and builders.



## DIGEST OF CAMPAIGNS, CONTESTS, SPECIAL PROMOTIONS

### CALENDAR FOR MAY, 1965

- May 3 - Start of 1965 Eye-Level Range Campaign  
(Ends July 4, 1965)
- May 6-16 - 16th Annual Home Furnishing Show
- May 29 - End of Sears Spring Range Contest
- Continuing - Super Heavy Duty Gas Range Promotional Sales Contest  
(Ends June 15, 1965)
- 1965 Golden Opportunity Fryer Campaign  
(Ends June 30, 1965)
- 1965 Used Range Sales Contest  
(Ends July 31, 1965)
- Food Industry Sales Achievement Contest  
(Ends December 15, 1965)
- 1965 Packaged 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

1965 Large Tonnage Air Conditioning sales at the end of March are about 45% of the annual sales goal.

One hundred and eleven used range sales in March sets a new record in the 1965 Used Range Contest.

Preliminary judging for the 1964-1965 Balanced Power Architectural Scholarship Award was concluded April 30. Final judging and the Award presentation will be made in May.

As of mid-April, 1965, Package Air Conditioning sales are slightly ahead of last year with 13.6% of quota attained. At the end of March, *Southwest Division* was in first place, with *Northeast Division* second, and *Metropolitan Division* third.

### FINAL RESULTS

The 1964-1965 Dryer Campaign which ended February 21 attained 113% of quota.

### EMPLOYEE PRICES

Price reductions on appliances for sale to employees have been announced on:  
Maytag washer and dryer - reduced about \$12 per appliance.  
Majestic Char Grill Broiler - reduced about \$24.  
Special employee prices on eye-level ranges will be announced early in May.

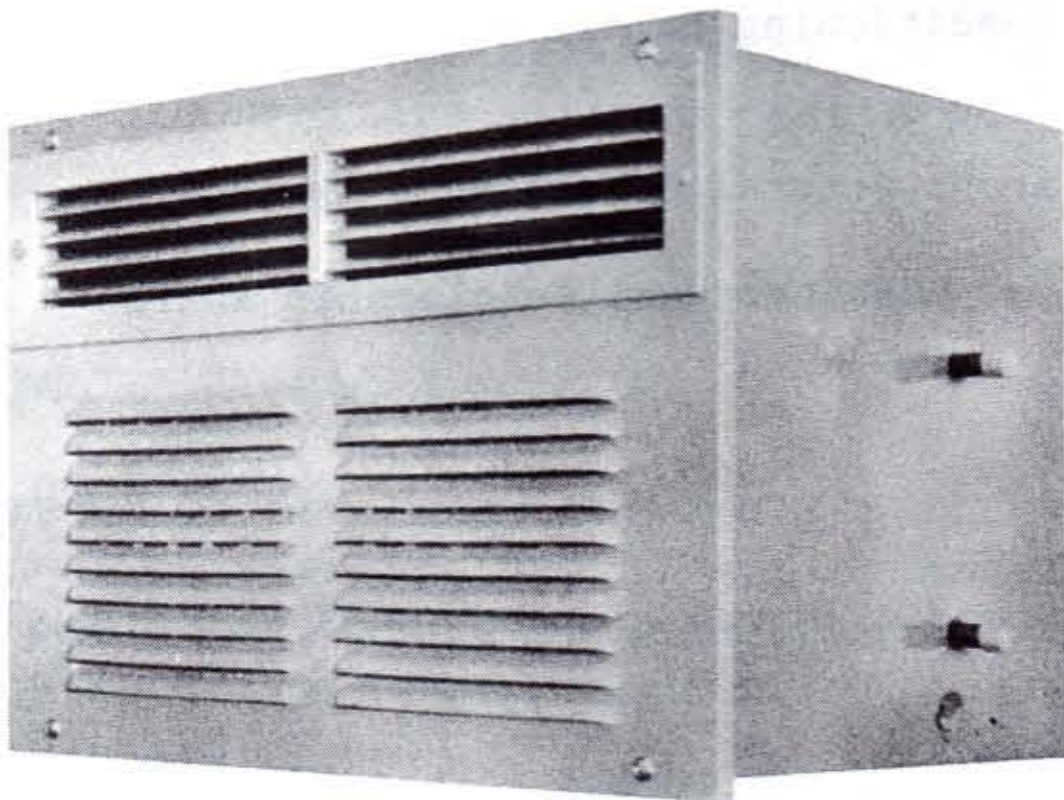
## GAS APPLIANCE AND INDUSTRY NEWS

Melvin A. Peters has been named to the new post of Vice-President, Marketing, of Gaffers & Sattler, major appliance producer. Mr. Peters also will direct marketing activities of Pioneer Manufacturing Company and General Water Heater Corporation, both subsidiaries, as is Gaffers, of Republic Corporation.

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Gaffers & Sattler Corporation has terminated its manufacturing agreement with Sunray Stove Co., Delaware, Ohio. Gaffers' management said the firm will be "divorced" from Sunray with the appearance in June of some new 30-inch, Gaffers-made ranges with eye-level ovens. Gaffers, since late 1963, has been buying its 30-inch, eye-level ranges from Sunray. Gaffers said the new ranges will be available in the firm's seven colors. Prices and model numbers were not immediately available.

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Pictured here is the new Magic Aire Model TC Air Handler that was developed primarily to replace old worn-out and noisy electric window units in motels and apartments. The TC unit can be designed to fit into the wall opening from which the old unit has been removed, connected to a gas chiller and/or boiler, resulting in quiet, well regulated, chilled water cooling and hot water heating. Units are available for either 2-pipe or 4-pipe systems, with the piping located outside the air conditioning space.

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Laar's new Aquadyne II swimming pool heater is available in four models and has been engineered to eliminate most problems of "flameout" due to wind and corrosion or rust damage caused by moisture. Major features include hermetically-sealed heater controls, completely enclosed gas burners and gas controls. A hot-dipped, all galvanized steel outer jacket, new design feature that channels rain runoff away from heater elements, and a new elevated housing that raises the heater above ground moisture. Tests have shown that the new heater will operate without incident in direct winds up to 45 mph gale force, and in severe conditions of rain, cold, and dampness. It is available in Btu input ratings from 154,000 to 385,000.

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## WHAT'S NEW WITH THE COMPETITION

In a move that generally broadens the range of permitted air conditioning applications, the U. S. Department of Defense has prohibited the use of packaged air-to-air heat pumps in living quarters. Dated March 8, 1965, the instruction is now being circulated to branches of the military. For practical purposes, it will become effective within the next several weeks.

Regarding heat pumps, the revised directive states: "Packaged air-to-air pumps shall not be used in any personnel living spaces and no heat pump of any type shall be used in family quarters. Built-up water-to-air or water-to-water heat pumps may be used in larger buildings where the air conditioning load exceeds 25 tons."

The ban on heat pumps, explains a spokesman for the Defense Department, has resulted from unsatisfactory experience with more than 10,000 such units.

"Compressor failure rate has averaged 30%", the spokesman says.

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Federal Power Commission Examiner M. E. Rendelman has filed an initial decision which would authorize Southern California Edison Company to acquire the Desert Electric Cooperative near Twentynine Palms. The decision is subject to FPC review. The California Public Utilities Commission had previously held hearings and authorized the sale.

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## NEW ASSIGNMENTS — NEW FACES

P. J. Malone, from Administrative Aid, Sales Service Staff, Headquarters, to Appliance and Dealer Sales Supervisor, San Joaquin Valley Division.

Virginia L. Puckett, from Group Supervisor in Division General Office, Southwest Division to Group Supervisor, Metropolitan Division.

I. C. McBride, from Engineering Sales Supervisor, Northwest Division, to Special Engineer, Special Projects Staff, Headquarters.

J. S. Reuter, from New Business Sales Supervisor, Southeast Division, to Special Engineer, Industrial Sales Staff, Headquarters.

E. A. Russell, from Special Engineer, Industrial Sales Staff, Headquarters, to Engineering Sales Supervisor, Northwest Division.

D. J. Rutten, from Dealer Sales Representative, Eastern Division, to Administrative Aid, Sales Service Staff, Headquarters.

H. E. Morris, Jr., from Residential Sales Supervisor, to New Business Sales Supervisor, San Joaquin Valley Division.

M. J. Belzano, from Supervisor of Credit and Collections, Customers Department, to New Business Sales Supervisor, Southeast Division.

E. J. Sonny, in the April Newsletter, should have been reported from Air Conditioning Sales Engineer to Senior Air Conditioning Sales Engineer, Northwest Division.

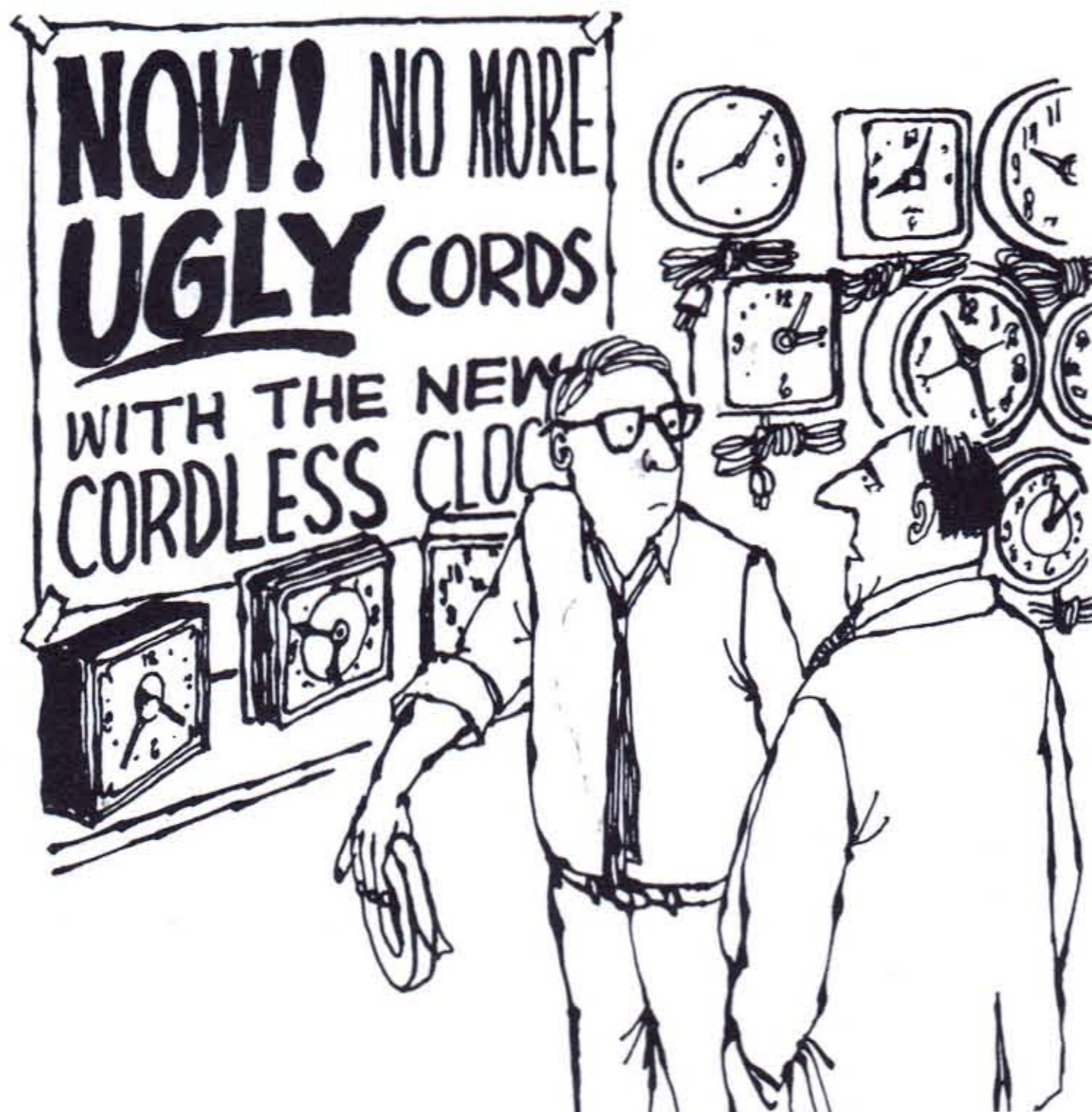


## "THERE IS ALWAYS A BETTER WAY..."

"COOKING FOR PROFIT", a monthly trade magazine sent to about 5,000 of our Food Industry customers, used to follow a pretty devious route before the customer ever got it. Printed in Wisconsin, they were mailed from the printer to the Food Industry Staff at Flower Street. Then they were sent to an outside mailing service, where address labels were printed and put on the magazines. They, they came back to Flower Street. Postage was applied and they were taken by our trucks to the Post Office. To keep the list up to date, Food Industry Sales Representatives reviewed a complete listing, prepared by the outside service, and sent to them each month. Changes were posted to the list, the list sent back to Flower Street and then to the outside agency.

As a result of the Food Industry Staff asking "WHY" about the cost of the outside service and then "HOW" to eliminate unnecessary handling, a less expensive and more efficient system has been designed and put into effect. The magazines go directly from the printer to a different outside mailing service firm, who address and mail them. To make changes, the Food Industry Representative merely sends a notice direct to the outside agency.

The customer now receives the magazine two to three weeks sooner, the Company saves a substantial amount of money and a lot of unnecessary and time consuming operations have been eliminated.



*"...Did it ever occur to you that we sell a lot of clocks with ugly cords?"*