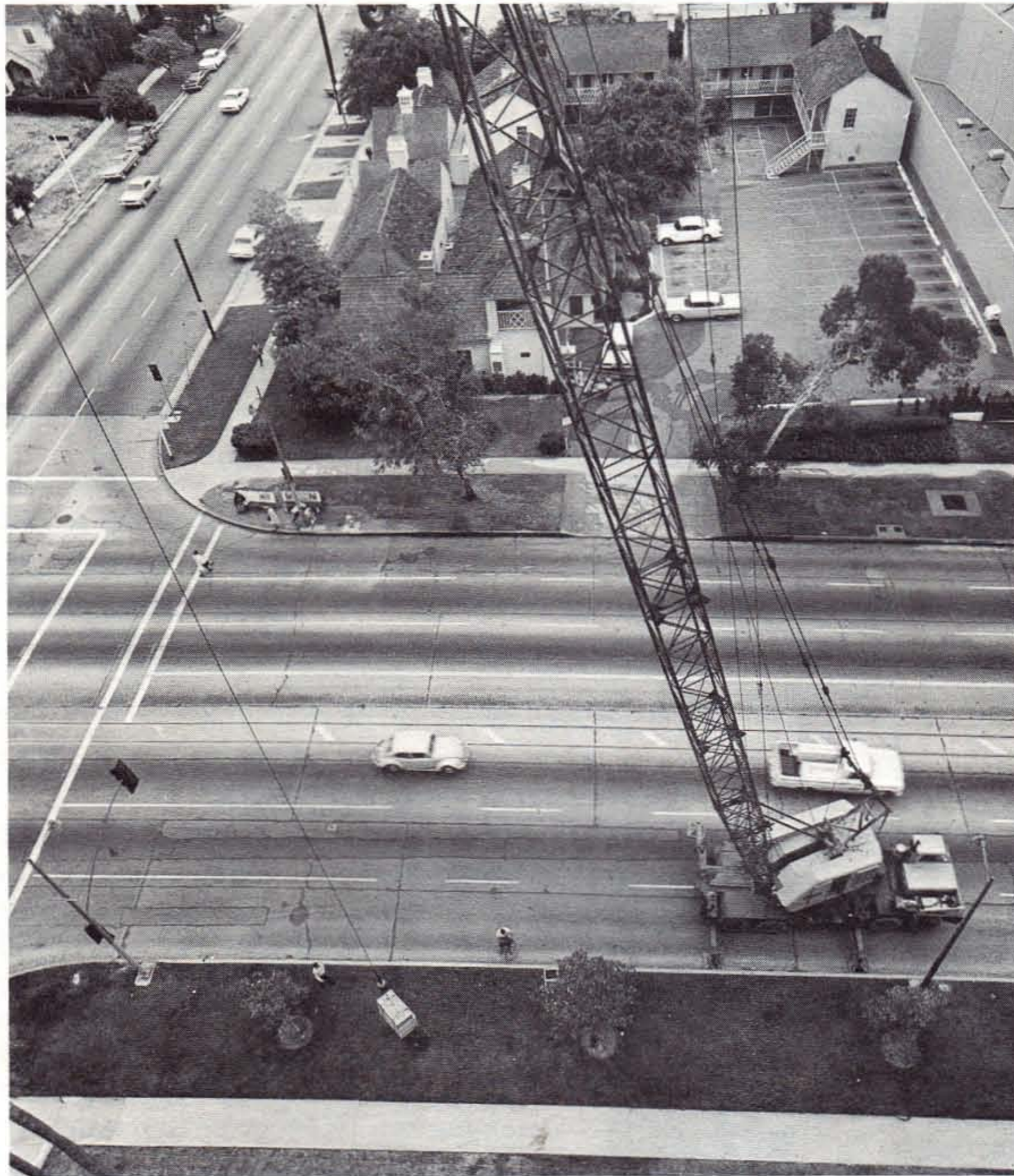




SALES NEWSLETTER



FAREWELL TO LONG HOT SUMMERS

Mrs. Grace Grossman, a builder, asked New Business Sales Representative *Tom Gray*, and Air Conditioning Sales Representative *Bob Lutz*, both of *Northwest Division*, how she could solve the problem of the uncomfortable summer heat in her apartment. Here, you see the result of the sound advice they gave her. With the help of a mobile derrick, her eleventh floor penthouse apartment at 10401 Wilshire Boulevard, Westwood, is about to receive the ultimate in comfort living . . . a Payne 540 GAC gas air conditioner.

After years of experience in the building industry, Mrs. Grossman was well aware, as she said, "you only get the quality you pay for", knowing that quiet operation, dependability and low-cost operation would more than justify the additional purchase costs.

REALTORS HEAR HOME MODERNIZATION TALKS



The Downey Board of Realtors have an annual breakfast get-together. For this year's affair, they accepted *Southeast Division's* invitation to use the Gas Company's Downey auditorium facilities and an offer to stage a home modernization presentation.

Home Modernization Advisor *Zella Leverett* and *Phil Lowitz* of Kitchen Planning developed and put on the program which was attended by over 175 people. Zella talked about our Gas Company home modernization and kitchen planning program, emphasizing the advantages to both realtors and their clients of referring home modernization problems to the Gas Company. The second part of the program was a kitchen planning talk given by Phil Lowitz, which he followed with a slide presentation showing typical solutions to various kitchen improvement and remodeling problems.

Carl Jones, President of the Downey Board of Realtors, presents a Golden Rule for Outstanding Service to Zella Leverett. Others from left to right are Phil Lowitz, Jim Hartley, Program Director of the Realty Board and "Art" Johnson, Division Manager.

The realtors expressed appreciation for the presentations and stated that the knowledge they had gained would certainly prove helpful in selling older houses.

CONVERTIBLE DISPLAY



Pictured here are Home Economist *Debby Preble* and Appliance Merchandising Representative *Bob Braman* of *Northeast Division*, with a new floor-traffic display designed for in-store use to demonstrate either gas ranges or gas dryers. The principal features are the interchangeable signs and clip-on flowers which can carry gas range or gas dryer sales messages. The display was created from ideas generated by the *Southeast Division* Sales Department and further developed by the Display and Design group.

Another big advantage of the design is that the interchangeable signs clearly identify it as a Gas Company display. This tends to overcome the natural reluctance of some customers to approach a dealer's display for fear of being subjected to a "hard-sell" sales pitch. The soundness of this reason-

ing was amply demonstrated the first time it was used on a dealer's floor, when much better than usual results were achieved in attracting people to the display for a gas appliance benefits story.

Mr. Restaurateur

It's true Gas Air Conditioning gives you LESS for your money!

LESS to go wrong. LESS noise because there are no moving parts in the heating and cooling system.

LESS trouble. LESS worry for you because we have a complete warranty, maintenance and service program.

LESS operating costs plus a special Gas Air Conditioning rate during the 6 summer months.

LESS effort in obtaining low interest, long term financing because the Gas Company stands behind every job.

LESS replacements. We have some units that have been in operation over 20 years.

LESS customer complaints. Gas Air Conditioning is never too hot, never too cold.

LESS work for you. All you have to do is set the thermostat, the Gas Air Conditioning unit does the rest.

To prove our point that the LESS you buy the MORE you get we are giving away a 24" x 36" U.S. griddle for each Gas Air Conditioning unit purchased or rented between April 15 and July 15, 1966 and installed before August 1, 1966.

In LESS time than it takes to drink a cup of coffee I can explain all the details to you. Please phone me at 638-0561 or fill out and mail the enclosed card.

Bill Cooper

Food Industry Sales Repr.

GAS AIR CONDITIONING
GIVES YOU LESS FOR
YOUR MONEY???

Bill Cooper, Southern Division Food Industry Sales Representative, hit the hot button with the cleverly worded letter reproduced here. Bill sent the letter to 200 selected cafes, hospitals, caterers and other food service organizations in his area. The mailing brought in 30 requests for a sales call, resulting to date in the sale of 14 gas air conditioning units with several more sales expected.

1200 VISITORS AT HOME IMPROVEMENT FAIR

Participation by the Gas Company, Waste King Universal and Interpace Tile in South Gate's recent 2-day Home Improvement Fair was arranged for by *Southern Division's* Home Modernization Advisor, *Donna Barkdull*, working with South Gate's Parks and Recreation Department and Chamber of Commerce.

Featured at the Fair was Waste King's gas air conditioned trailer equipped with Interpace Tile counters and kitchen area walls, two different sized char-broilers and an eye-level gas range with built-in oven and top burners.

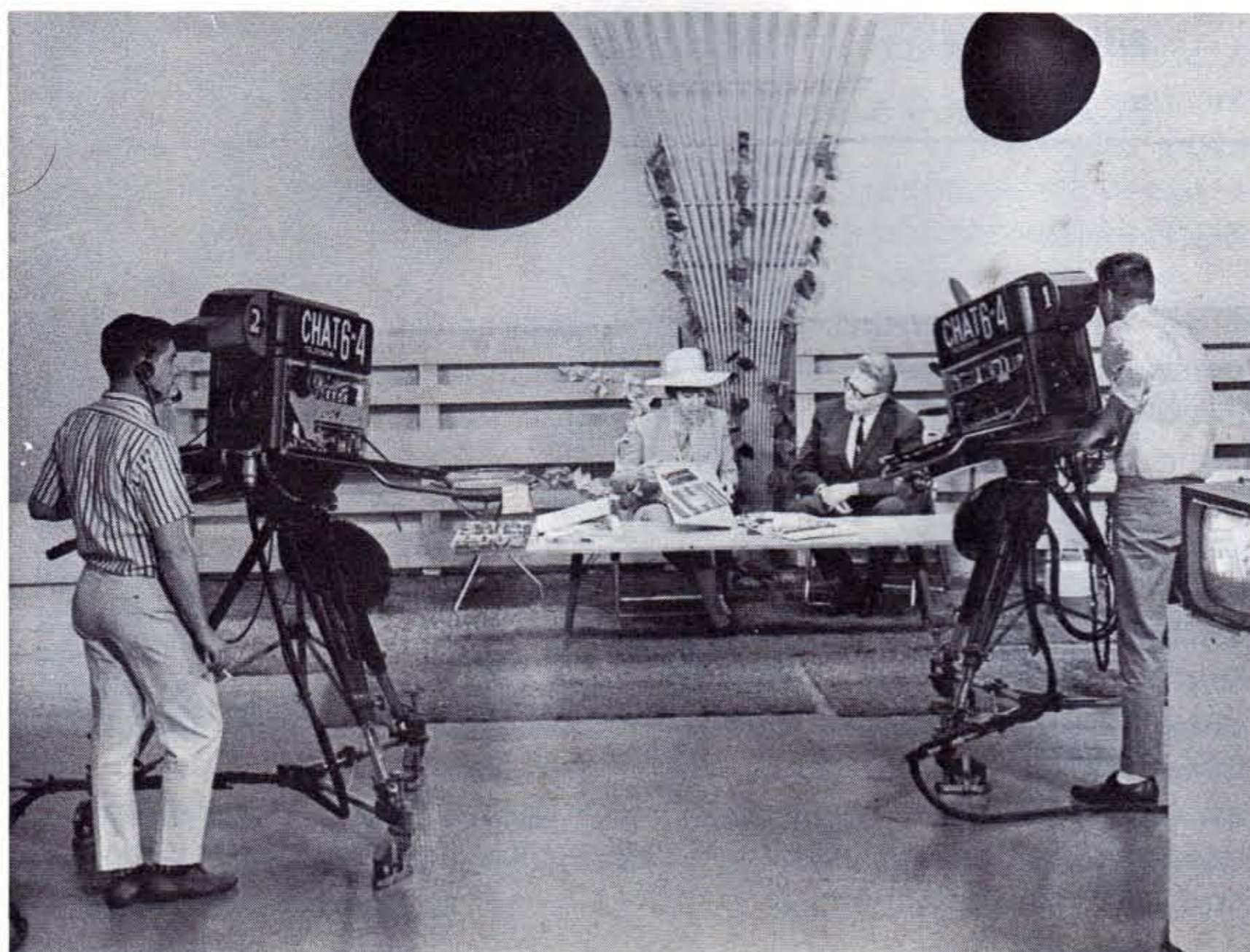
Ken Hill of Interpace and Kitchen Planning Advisor *Phil Lowitz*, gave tile and kitchen planning presentations to interested groups. *Donna*, *Jim Heuer*, Senior Air Conditioning Sales Representative and *John Kleinbauer*, Air Conditioning Sales Representative, who also manned the trailer, talked to many of the 1200 visitors and reported that they picked up several good air conditioning prospects.

A BREAKTHROUGH IN A NEW INDUSTRIAL UTILIZATION OF NATURAL GAS

The Mineral Wool Company in Fontana makes rock wool insulating material from steel mill slag from the Kaiser mills. Slag is the hard material left when iron is separated from the ore by melting in a blast furnace. Processing the slag into mineral wool involves remelting it and passing it through a spinner where it is blown by steam pressure into long fibrous strands. Melting of the slag is done in what is known as a cupola furnace, a small version of a blast furnace, at temperatures in the range of 2,700 to 2,900 degrees Fahrenheit. Heretofore, the cupola furnaces have been fired exclusively with coke.

At Mineral Wool Company a technique has been developed which replaces 65% of the coke with natural gas, at a considerable reduction in production costs. Industrial Sales Engineer E. K. Snidecor of *San Bernardino Division*, who has been working with the Mineral Wool Company people on the process for the past five years, says it is hoped that a much higher replacement of coke can be achieved. The advantages to Mineral Wool Company of increased production at lower costs, along with reduced air pollution, have resulted in its converting a second furnace at its Fontana plant. The company also plans to convert the two furnaces at its Belton, Texas plant and the two at its plant in Pueblo, Colorado.

Conversion of Mineral Wool's two furnaces at the Fontana plant will mean an increase in gas usage of about 175 million cubic feet a year, with a commensurate increase in revenues to us. More important is the potential for application of the technique to other cupola furnace operations. It is expected, for example, that it will be adaptable to cupolas for iron melting.



GOOD COMMERCIAL,
WRONG SPONSOR

Constance Panchuck, New Business Sales Representative in *Northwest Division*, recently found herself in a predicament something like the little boy who got locked in the candy store - so, unable to get out of it, she made the most of it. While combining business with pleasure during a vacation in Canada, she appeared by prearrangement on a number of shows channeled to homemaker audiences. Everything went well most of the time, but in the Edmonton show on live

television disaster nearly struck - - - after the show was on the air, she discovered that it was being sponsored by Gold Medallion! !

Constance made a quick decision to confine her discussion to kitchen design in general without referring to fuel preferences. This charitable approach, however, was blasted when the program moderator asked her specifically what was new in appliances in California. Caught on the horns of this dilemma, she decided to throw caution to the winds and forthwith launched into a detailed sales pitch on top burner temperature controls, hold-warm ovens and closed-door smokeless broiling - all found exclusively on modern gas ranges.

Surprisingly, the station did not cut her off in the middle of the presentation, but not so surprisingly, she later received a call from a prominent Edmonton company which advertises over the same television station. The caller was an official of the local gas company who wanted to thank her for the excellent 30-minute commercial. He was doubly grateful because his usual commercials not only cost him money, but also only last 2 minutes.

PATIO SHOW PRODUCES ON-THE-SPOT SALES

Southwest Division recently staged a two-evening Gas Patio Equipment Show, which went over with smashing success. The idea originated with New Business Sales Representative *Ed Price* and Air Conditioning Sales Representative *Jim Ruiz*, with the objective of exposing Southwest's builders, architects and designers to live demonstrations of a wide variety of gas-fired barbecues, patio heaters and gaslights.

Highlight of both evenings was the comparison of modern, convenient gas barbecuing versus old fashioned charcoal cooking. The two methods were humorously, but convincingly, demonstrated to over 750 attentive and receptive guests by the division's Home Economists - "Good Neighbor Sam" (*Vicki Pellerito*), and "Charley the Charcoal Champ" (*Rosemary Clark*.)

The seven patio equipment manufacturers who participated made several on-the-spot sales and picked up many other solid leads. A consensus of their enthusiastic comments was, "Holy Patio Living! This is what we've been looking for! Let's have more shows like this."



Left to right: Harry O. Turner, Builder, of Rolling Hills; Mrs. Turner; Jim Ruiz; and Ned Choate, Solarflo Sales Manager, who is demonstrating Solarflo's newest outdoor heating product.



White Front stores recently took on the new line of Arkla gaslights and gas grills. The trio who engineered the arrangement and who, appropriately, appear quite pleased are (left to right): L. R. "Andy" Anderson, White Front's major appliance buyer; Administrative Aid *Tom Tobin* of our Appliance and Dealer Staff and Dale Cheyne, Southern California Arkla distributor.



Guests at the Payne Company's conference on gas air conditioning, held at the Valley Country Club, got an advance look at a new low-profile gas air conditioning unit Payne plans to introduce this year. Left to right are Air Conditioning Staff Supervisor *Joe Twedt*, New Business Sales Manager *Hank Ley*, and President *Ray A. Tritten* and General Sales Manager *William F. Steiner* of Payne. The conference, attended by more than 100 gas utilities people, included a product show, presentations by Payne on its gas air conditioning sales program, a putting contest and dinner.

ANOTHER TROPHY FOR "MEL"

B. M. "Mel" Jones, Staff Photographer on the Display and Design Staff, added another "first" to his large collection of photographic awards, when he recently won the top prize trophy and blue ribbon in the monthly contest held by the Industrial Photographers of Southern California. His entry was judged the best color print submitted in the competition. It pictures a section of the Music Center, bathed in the afternoon glow of a golden sunset with a glowing gaslight in the foreground.

Wish we could show the print here, but its photographic beauty lies in the subtle colors Mel has captured, which black and white reproduction could not do justice to. However, an enlarged and framed color copy may be seen in *Bob Smith's* office at Flower Street.

HILLTOP HACIENDA

Northeast Division co-hosted a press-party with Nyberg and Bissner, A.R.A., to open the doors of "Casa Azulejo", a new prestige Balanced Power home at 2120 Kinclair Drive, Pasadena. "Casa Azulejo", meaning the "house of tile", is the architectural product of research in tile, lightweight thin-shell concrete and environmental shape.

Impressive styles and applications of tile are featured throughout, including kitchen counters and floors of quarry tile. The roof is a thin-shell lightweight structural concrete, three inches thick, spanning twenty feet and topped with Spanish mission tile. Its 5200 square feet of living area is year-round gas air conditioned by Arkla-Servel with individual room temperature controls. Other gas appliances include a Gaffers & Sattler built-in oven and counter top burners, gaslights and pool heater.



Located high on a foothill-top, the wheel spoke design takes full advantage of a near 360° degree view of surrounding mountains, valleys and cities.

A project of *Bud Fulwiler*, Building Industry Sales Representative, who developed the promotion and is coordinating sales and publicity tie-ins, the home will be given extensive coverage in a forthcoming issue of the Los Angeles Times Home Magazine.

TO BE EFFECTIVE, BE SELECTIVE

In the *Southwest Division* recently, traffic and sales at one of their Balanced Power gas air conditioned tracts suddenly became scarcer than American tourists in Havana. The usual Gas Company promotional helps had been used in this high-grade development, and the builder had saturated the area with billboards and on-site signs. On top of all this, the builder had run a full-page advertisement once each week in the Los Angeles Times.

As a possible solution to the difficulty, *Dave Lackstrom*, Building Industry Sales Representative, suggested the use of a selective mailer. The builder agreed, and an attractive and attention-getting brochure with a self-addressed, post-paid return card was developed by *Pat Bousquet* of Display and Design. These were then mailed to carefully selected residents in the better areas of *East San Fernando Valley*, *Northern* and *Northwest Divisions*.

To date, several sales have resulted - over 350 qualified prospects have visited the tract, and over 1,500 return cards have been received. These leads are being worked by the builder's salesmen and should result in additional sales. The builder feels that the mailer has been a successful promotional piece and appreciates having had such effective advertising matter developed for him at a bargain rate.

GAS APPLIANCE AND INDUSTRY NEWS



1816 - A FULL CIRCLE - 1966

In 1816, Rembrandt Peale, the noted American artist, introduced gas for illumination in Baltimore, and thereby became the father of the nation's gas industry. In the years that followed, use of gas for illumination disappeared as the gas industry became largely a supplier of fuel for cooking and heating. Today, in a complete turn of the wheel, gas has once again become a symbol of modern illumination, a resurgence which has brought more outdoor gaslights into use now than were in use at the height of the gaslight era of the early 1900's, and a new interest in outdoor living. In commemoration, a Baltimore gas utility official and the Director of the Rembrandt Peale Museum light up two new gaslights in front of the Museum.



INFRA-RED RADIANT CHAR-BROILER

Waste King Universal has announced that an infra-radiant char-broiler is featured in their new "Sculptured Touch" series of penthouse gas ranges. The special burner spreads a sheet of flame across a ceramic porcelain radiant that blankets the broiler pan with infra-red rays. Waste King literature states that their char-broiler is 40% faster than conventional broilers, since more flame is spread faster and farther and that it can broil up to 25 hamburgers at one time. Holdamatic or Keepamatic programmed cooking controls, either of which will keep food at serving temperatures without over-cooking, are available on many of the "Sculptured Touch" models.

Hamilton and Speed Queen will have new models of laundry appliances around September. Philco and Norge have introduced their new line of laundry appliances. The Norge line is specially developed to care for durable press garments, with cool-down rinse and cool-down drying period, both required for durable press.

O'Keefe & Merritt has redesigned its Starline series 36-inch free standing ranges for presentation in late August. There will be some changes in their eye-level models in November. They will again have an O'Keefe & Merritt outdoor patio broiler (manufactured by Charmglow) probably in August.

Gaffers & Sattler will present their new free standing line in September and their built-in double oven probably in October.

The first Admiral eye-level gas range has been introduced.

Mercedes A. Bates, who many will remember was a So Cal Home Economist and later Home Service Supervisor during World War II, has been elected a corporate Vice President of General Mills, Inc. She becomes the first woman in General Mills history to be named to a vice presidential post.

When the mercury drops in Paris, diners at the Eiffel Tower's balcony restaurant keep comfortably warm with gas-fueled infra-red heaters made in Cleveland! Because radiant gas heating units warm people and objects rather than the surrounding air, heating costs are cut by as much as 50 per cent . . . Chances are that gas dried the barley used in making your favorite beer. Toast-drying of germinated barley into malt is one of the most important steps in beermaking. One large midwestern brewery turns out up to 20,000 bushels of malted barley per day, using precisely controllable gas burners to dry the grain . . .

WHAT'S NEW WITH THE COMPETITION

Westinghouse is reported to have developed an air flow baffle for adapting low-voltage (110/115v) dryers to temperatures required for permanent press clothing. Low voltage dryers normally reach a maximum temperature of 120°, whereas permanent press garments must be tumbled at temperatures of 150°/160° to remove wrinkles. In use, the adapter is placed across the lint collector to restrict the air flow and correspondingly raise the drying temperatures.

White Front will begin to market a Tappan 110 Volt, eye-level oven-broiler with gas surface units.

According to Merchandising Week, the eye-level oven is the "here and now", the self-cleaner is the "about to become", and the micro-wave oven is the "future comer." GE found 75% of people surveyed would spend \$75 to \$100 more for a self-cleaner. Tappan has the first DuPont approved Teflon-coated gas oven and expects to sell 8,000 micro-wave ovens this year to lead the pack of appliance makers jumping on the electronic bandwagon.

DIGEST OF CAMPAIGNS, CONTESTS, SPECIAL PROMOTIONS

CALENDAR FOR AUGUST

- Continuing - New Business Patio Stub - Patio Living
Equipment Sales Contest
(Ends Oct. 31, 1966)
- Food Industry Sales Achievement Contest
(Ends Dec. 15, 1966)
- New Business Patio Stub Promotion
(Ends Dec. 31, 1966)
- 1966 Golden Opportunity Super Heavy-Duty
Range Campaign
(Ends Dec. 31, 1966)
- 1966 Package Air Conditioning Campaign
(Ends Dec. 31, 1966)
- Operation "Cool-Flame"
(Ends March 31, 1967)

CAMPAIGN RESULTS

Eye Level Gas Range Campaign - Final results show the system reached 113.6% of quota. *San Bernardino Division* topped all divisions with 186.3% of quota.

Golden Opportunity Fryer Campaign - *H. L. Taylor*, Food Industry Sales Representative, led *West San Fernando Valley Division* to first place in the final division standings with 136.8% of quota. System-wide percentage attained was 83.3% of quota.

PROGRESS REPORT

Patio Stub Campaign - Spirited competition is now evident as the campaign rolls into its third month. Most outstanding achievements in June were made by *Eastern* and *Southeast Divisions*, with each selling more than 70 patio stubs and appliances. Eastern led in percentage for June, with Southeast running a close second. In cumulative percentage for May and June, Southeast moved all the way up from last place to the top position, followed by *Metropolitan* and then *San Bernardino*. In volume, Eastern Division has sold the highest total number of stubs and appliances.

Food Industry Sales Achievement Contest - At the half-way point, *Vern Osburn* of *East San Fernando Valley* leads in total points. Close behind only a few points off the leader's pace, are *Bill Cooper* of *Southern* and *Joe Trabbic* of *Southwest*, second and third respectively.

EMPLOYEE PURCHASE PLAN CHANGES

Employees may now spread payments for gas air conditioning equipment and installation over a 10-year period, at no interest charges. The new plan doubles the time formerly allowed and also provides an added 5-year extension of warranty on the sealed refrigeration system. Details of the plan have been issued to all divisions.

MISCELLANY from the MARKETPLACE

BUYERS' REGRESSION - OR PREFERENCE? - A Wall Street Journal story tells about the surprising number of products from the "good old days" that are reappearing on the American scene - and making profitable comebacks - after nearly everyone had them relegated to history. These include: buggy whips, hand ice cream freezers, Mack Sennett bathing suits, grandfather clocks, bloomers, suits with vests, gaslights, tandem bikes, wringer washing machines and "Sweet Caporal" cigarettes, a brand produced from 1870 to 1920.

M. Frances Estep, research psychologist who conducted interviews for an explanation of this trend, found that there is a "growing undercurrent among consumers against shoddy new products that don't last", and that some people react by "going back to the security and firmness of things they know and trust." The return of the gaslight has also been aided by new comforts and conveniences for fuller enjoyment of outdoor and patio living.

* * *

CRYSTAL BALL DEPT. - Howard Ahmanson, Chairman of the Board of Home Savings and Loan, is quoted in Newsweek as predicting that "by September, 1966, 50 per cent of the workers in the Southern California housing construction will be unemployed . . ." In the same article, industry economists also predict that housing starts will continue to slip in the months ahead.

* * *

SEX AND THE SINGLE-FAMILY HOUSE - The Marketing Information Network's Minfax reports that today the nation's birth rate is 19.1 per 1,000 population, close to the all-time low of 18 per 1,000 in the 1933 depression, and far below the 25 per 1,000 peak in 1957. Businesses whose growth depend on children are getting concerned, and many of them attribute the low rate to the increasing use of "The Pill", although some population experts do not. One result of the decline is more childless couples going into apartments, thus reducing the need for single-family houses. However, the report also states that 50 per cent of American families say they want a second home, and 10 per cent say they are saving for one.

* * *

A church magazine observes that education is a process occurring between the ages of 4 and 16 - - at 4, we have all the questions, and at 16, we know all the answers.

* * *

CLUB WOMEN AND BUYING ATTITUDES - Edwin Lee Co., a research and consultant organization for Printer's Ink, found in a nation-wide survey of Women Club members' buying attitudes that over 60 per cent of those under age 45 believed "keeping up with the Jones" was more important now than it used to be. In the over 45 age group, however, 71 per cent said "this no longer matters." The older group also said they preferred the appellation of "housewife" to that of "homemaker", the latter being the preference of those under 45.

* * *

RECOMMENDED READING - Article by Dr. Henry Linden, Director of the Institute of Gas Technology, in a June issue of Public Utilities Fortnightly - Title, "The Case For Supplying All Energy Needs With Gas." Dr. Linden presents strong and convincing reasons why gas should dominate the energy market of the future. He logically contends that the user's electricity requirements are more efficiently and economically satisfied by onsite generation from gas at the point of use. An excellent digest of this article appeared in the July 11 Management News Letter.

* * *

. . . and then there was the all-electric builder who had a one tract mind

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NEW ASSIGNMENTS — NEW FACES

Nicholas Di Maria, from Building Industry Sales Representative to Senior Air Conditioning Sales Representative, Northwest Division.

A. P. Pizano, from Serviceman #1 to School Service Representative, Metropolitan Division.

W. M. Najarian, from Administrative Aid, Industrial and Commercial Sales Staff, Headquarters, to Sales Supervisor, Southern Division.

G. W. Anderson, from Sales Training Assistant, Sales Service Staff, to Administrative Aid, Industrial and Commercial Sales Staff, Headquarters.

D. E. McMurray, from Sales Supervisor, Southern Division, to East San Fernando Valley Division.

R. H. Root, from Sales Supervisor to Special Sales Representative, Newhall District, East San Fernando Valley Division.

J. W. Miller, from Distribution Department to New Business Sales Representative, Northeast Division.

L. W. Carlo, Graduate Engineer from Cal Poly at San Luis O'Bispo, to Industrial Sales Engineer, Industrial and Commercial Staff, Headquarters.

H. B. Knapp, Graduate Engineer from Long Beach State College, to Industrial Sales Engineer, Industrial and Commercial Staff, Headquarters.