To kick-off the 1966 Employee Patio Living Campaign, a "Carnival of Modern Gas Appliances" was staged by Northeast Division Sales Department and drew more than 360 employees and members of their families. An area of the parking lot was enclosed with red and white striped canvas topped with colorful pennants. Sales personnel, holding to the carnival theme, wore straw hats, red and white vests and carried canes. Division Sales Manager John Belson is shown in photo with two of the young guests and the ever-present carnival balloon.

A full array of gas appliances were on display, including the new RCA Whirlpool gas air conditioning unit. Display boards and exhibits on varied Company activities and Sales programs were featured, too.
Seven Home Economists presented "live" demos on four gas barbecues, two gas ranges and one gas dryer, with gaslights and patio heaters providing an attractive background.

The new financing and incentive programs for patio appliances were presented in one area of the Carnival grounds and in another, at the RCA Whirlpool unit, the new 10-year employee financing program on air conditioning was explained.

Each family registered for prizes which included a gas barbecue and two gaslights. The children were given balloons. When groups of 10 to 15 gathered at the entry, they were hosted by a Sales Representative and taken on a tour through each presentation area, sampling foods and listening to an explanation on each appliance or program. At the conclusion of the tour each was served a delicious barbecued beef dinner.

Many sales and a steady stream of inquiries for more information and literature resulted from the Carnival and comments of those who attended, as well as those who presented it, rate the event a "tremendous success." Signing in at the Northeast Division Carnival is Mrs. Ed Arimond, while Mary Belzano, in straw hat and striped garb, welcomes her.

SURPRISE BARBECUE FOR EMPLOYEES

Headquarters and Metropolitan Division employees were "surprised" when they walked into the Flower Street lobby one day last month. It was a pleasant surprise, though, because they walked right into a barbecue in full swing, being presided over by Home Economists Shirley Dall and Dorothy Cazares. The girls wanted all the employees to see the modern, efficient and easy-to-regulate gas grills.

The guests recognized a familiar back yard scene when they saw Paul Frankie, Food Industry Sales Representative, having trouble with his "old fashioned" charcoal barbecue.

On each of the two days, one lucky employee carried home an 8-lb. rolled roast that had been rotisserie-cooked on the Perfection Swank gas barbecue. The 700-plus guests were very enthusiastic about the gas grills, and many excellent sales leads were developed from the surprise barbecue.
DEMOS AT SERVICE BASES

Some of the 235 employees who viewed special exhibit are shown in picture taken during barbecue demonstrations at service bases at 48th Street, 36th Street, Belvedere and Central Transmission and Special Services-Santa Fe Avenue. Arranged by George Meigs, Metropolitan Division Appliance Merchandising Representative, the four days of demonstrations were staged by Shirley Dall and Dorothy Cazares, Home Economists, who prepared shish-kabob appetizers.

Virginia Anderson, Appliance Sales Counselor, assisted in answering questions by employees who wanted to buy the equipment. Well over half of them expressed an interest in purchasing.

CARNIVAL NIGHT FOR BUILDERS

Northeast Division builders received a similar Carnival show with "a great deal of enthusiasm", reports Bob Torres, New Business Sales Representative. Three gas barbecues were installed by builders as a direct result of the show.

On display, in addition to gas barbecues, were gaslights, gas outdoor heaters and a Whirlpool gas air conditioner.

Assisting Bob with the event, attended by 74 people, were: Mike Hughes, Bob Braman, Chuck Craytor, Chuck Hudson, Bill Buckler, Debby Preble and Grace Meyer.

PRESS, PUBLIC PRÉVIEW "PREFABULOUS" HOME

East and West San Fernando Valley Divisions combined forces for an open house preview of the "Prefabulous House", located at 502 Fermoor, San Fernando. This new concept of building the unit is "premanufactured" at the factory - is transported in 2 sections on trailers to the site where it is set on the foundation, and can actually be completely assembled in 6 hours.

The open house model is a Balanced Power project, featuring all gas built-ins and a 3-ton Whirlpool gas air conditioning unit. Air Conditioning Sales Representative Mike Fennel, East San Fernando Valley, and New Business Sales Representatives Fred Alexander, East San Fernando Valley and Tom Reher, West San Fernando Valley, assisted at the opening. Lawrence W. Dick, contractor, and John Hurford, President of Prefabulous Homes, Inc., were both pleased with the results of the open house which, in spite of a pouring rain, drew exceptionally good crowds and produced several potential buyers. Representatives of the San Fernando Sun, Valley Greensheet, and the San Fernando Chamber of Commerce cooperated in publicizing the event.
"WHAT'S NEW" PROGRAM BIG HIT

More than 400 Southwest Division and Playa del Rey employees and their spouses attended a "What's New In The Gas Industry" program held for four nights at the Playa del Rey facilities.

Division Manager S. W. Lynch, spoke on recent news developments including the impact of the Gulf Pacific decision; a new process for converting natural gas to edible protein; and advances in the method of liquifying natural gas for storage and shipment. Division Sales Manager H. J. Johnson, acted as emcee and also described the patio living campaign for employees.

Air Conditioning Sales Representatives Jim Ruiz and Nick Roknick covered the new ten-year financing program for air conditioning available to employees. Home Economists Vicki Pellerito and Rosemary Clark staged a colorful "California Kaleidoscope", which pointed out all the benefits and year-round advantages of the newest in gas appliances.

Everyone then enjoyed refreshments and steaks (broiled on gas fired barbecues, naturally.) All agreed that such meetings are an excellent means of keeping up to date with the new programs and developments occurring both in the Company and the industry.

PAROCHIAL SCHOOLS PROJECT

Headquarters Home Service personnel participated in a two-day program for 67 Catholic parochial school administrators and teachers arranged by the Public Relations Department. The program was offered to acquaint these educators with modern business practices of an investor-owned public utility.

The program included tours of the Flower Street display kitchens and Playa del Rey facilities and presentations describing Sales and Home Service activities. Peg Stewart, Home Service Staff Supervisor, outlined the Company's sales promotion and Home Service programs. The training requirements and activities of Company Dietitians was entertainingly described in a skit patterned after the TV show "To Tell The Truth." Doris Rave, Dietitian, Barbara Smiley, Sales Secretary, and Libby Lafferty, Home Service Representative, playing the parts of 3 contestants, gave such accurate answers that the audience was stumped as to who the real Dietitian was - each getting an equal number of votes.

Joan Heyman, Home Service Representative, gave an appliance demonstration emphasizing new gas range features and gas patio appliances. Sylvia Meals, Home Service Representative, closed the program with "California Kaleidoscope", a wrap-up of all residential uses of natural gas.

Exceptional interest and appreciation in the program was shown by all attending. Many of those present expressed a need in their schools for new equipment with automatic controls.
THOUSANDS SEE 'PATIO LIVING'

While the City of Tulare was busy putting the finishing touches for the grand opening of the Tulare Plaza, Ken Hill, Appliance Merchandising Representative, San Joaquin Valley Division, was also busy installing a patio living center in our Tulare office featuring gas patio appliances.

Thousands of persons came to Tulare during the 3 day grand opening celebration, and merchants stayed open until 10 o'clock each night. There was excellent traffic into the office, where Georgia McCarthy, Senior Home Economist, assisted by Ken, rotisseried roasts and ham and cooked grilled foods on gas barbecues in the lobby. Visitors were served samples of the food, coffee and punch, and were shown the very latest patio gas equipment. For many, it was the first time they had heard of or seen gas patio heaters or barbecues.

PINK PIG IN THE "PINK" AGAIN

Otto's Pink Pig Restaurant re-opened on August 5, 1966 after extensive remodeling ($600,000) due to a fire earlier in the year. Approximately $200,000 of this cost was in the new kitchen, including many new ideas and equipment replacements developed by Mr. Nasser himself. Otto has always been a big booster of gas for commercial cooking, and in his new restaurant he selected 25 tons of Payne gas air conditioning for the comfort of his customers. Shown here at the grand opening of new facility are, left to right, Sherman Reynolds, East San Fernando Valley Division Manager, Vern Osburn, Food Industry Sales Representative and Otto Nasser, owner of Pink Pig.
HEMET FAIR TIME - - - HOT AND HUMID

Let the weather "git hot and humid" and you know it's Hemet Fair Time in Riverside County. Or, so it would seem, but Home Economists Judy Curtis and Pam Kaserman weathered the weather, and the three-day cooking school came off on schedule. The setting was an indoor one. The three days featured a different cooking theme each day, pointing out the ease of outdoor cooking. Lunch and dinner from a gas stove featured exotic foods with a touch of Hemet. A fashion show was put on by Tom Taft, Kitchen Planning Designer for the school. The setting was an indoor one.

DESIGNERS GIVEN GAS STORY

Southeast Division conducted a Chefs Class for the designers in the area, and combined it with an information program on gas air conditioning and gas outdoor-living appliances. The idea, of course, was to sell the guests on the idea of including such appliances in their future residential and commercial project plans.

Impressed with the presentation, several of the designers said they would specify gas patio stubs in tracts and apartment house projects. One, who is currently working on a 50-house tract, has arranged a meeting with the owner-builder to urge that gas air conditioning be offered on an optional basis.

Following the program, each designer was given a folder containing specifications and descriptive information on gas air conditioning, gas ranges and gas outdoor-living equipment. The folder, prepared by New Business Sales Representative Bob Thompson, was well received as a valuable addition to their planning files.

Participating in the program were Zella Leverett, Home Modernization Advisor, New Business Sales Representatives Jack Pearson, Warren Mitchell and Bob Thompson, and Al Haines, Building Industry Sales Representative.
L. A. TIMES DISPLAY FEATURES GAS APPLIANCES

"A room that can do everything" describes the display sponsored by the L. A. Times Home Magazine at the Annual Decorator Show and Furniture Fashions Exposition, being held October 8-16 at the Los Angeles Sports Arena. Built by Prudian Brothers, the display represents a deluxe utility room 20' x 30' in size, intended to be added to the end of a two car garage. Gas appliances displayed include a 5-ton air conditioning unit, dryer, water heater, fireplace, gaslights and a barbecue.

Included in the extensive list of convenience features are such items as a laundry area, a sewing center, package wrapping facilities, as well as a flower arrangement counter. An additional convenience for the do-it-yourselfer is the completely equipped work shop, which includes an electric bench saw, drill, sander, router and other woodworking tools.

Cabinets and counter tops are formica finished in colorful pastel shades. The gas fireplace pivots easily from indoors to outdoor use with the touch of a finger in spite of its 800-pound weight. Decorator Dorothy Paul, A.I.D., also included a canvas awning-covered entertainment center in the patio area. The gaslights and broiler, combined with the movable fireplace, serve to highlight this attractively landscaped outdoor setting.

Discount tickets to the show are available from Public Relations or at payment windows in Division Headquarters offices.
EXCEPTION TO RULE

As a rule, it's difficult to do something different to promote gas air conditioning with certain types of commercial accounts... Here's an exception to the rule.

The Lutheran Medical Center is a fine new ultra-modern building in Pacoima that emphasizes quality at every turn. It is the type of structure with which we are proud to have our equipment identified. Bob McConnell, Building Industry Sales Representative in East San Fernando Valley Division, was instrumental in the sale of 60-tons of gas air conditioning now installed in the Center.

To publicize that gas air conditioning is associated with high quality buildings, Bob hit on the idea of identification on the directory board shown here. Besides the usual listings of occupants, the board provides a permanent sales message to doctors, patients and all others who pass by. 

SMART WAY TO KEEP SMART WOMEN INFORMED

"Gourmet Flair" is the title of a colorful brochure that Southeast Division's Home Service department has designed for today's "Smart Woman." In search of a way to obtain more air conditioning leads, Home Economists Sharon McCray and Nancy Anderson decided to develop a mailing list to keep in touch with people who had previously seen a demonstration in which gas air conditioning had been discussed.

The mailer consists of information on features on the gas range or gas barbecue, as well as the recipe of the month. Dates of up-coming Home Service programs that are of interest to the general public are also included. In every issue a specific appliance, such as gas air conditioning, is featured.

Minfax, a publication of the Marketing Information Network, reports a new housing promotion with more money behind it than any in housing history. It is the Projection 70 house, brainchild of Ryan Homes, based in Pittsburgh and building regularly in 18 other cities in Pennsylvania, Ohio, New York and West Virginia. The house was designed by architect Herman York of Long Island. The list of participating manufacturers tying into the promotion, biggest ever assembled, includes U. S. Steel, General Electric, Anderson, Westinghouse, Emerson Electric, Armstrong, Nutone, Rheem, Crane, Pittsburgh Plate, Barrett, Formica, U. S. Rubber, Drexel, Callaway, Viking Sauna. The house will sport such Gee Whiz items as a teen-age message center, built-in hi-fi and TV, electronic oven, new kinds of lighting, automatic garage door opener. The marketing plan includes a simultaneous opening of the houses and 13 satellites around October 1. The house will sell in the mid-$40,000, plus lot.
Allied Builders, ranked among the largest remodeling contractors in the country, recently agreed to have 12 of their personnel attend a compact short course in kitchen planning staged by Northwest Division and the Kitchen Planning Bureau.

Pictured here are Gas Company people and the Allied Builders group at "graduation" ceremonies. The five graduates are Allied Builder's salesmen who took a final exam following the kitchen planning course and passed with straight "A's". Constance Panchuck, New Business Sales Representative, arranged for the course and got the mortarboards to lend authenticity to the commencement exercises.

"Very pleased" with the class, the contractor firm has requested that a short post-graduate course also be put on for them covering gas heating for add-on rooms, one of their specialties.

Security First National Bank's Monthly Summary, in an article saluting Los Angeles City on its 185th birthday, notes that in 1781 the City's population was 44. Today it is about 2,800,000, and the urban area centering on Los Angeles is about 9,700,000. Since 1960, the population in the urban center has increased an average equal to the City's original size - 44 persons - every 75 minutes.

PRIME MINISTER - - The airliner flew into a violent thunderstorm and soon was swaying and bumping around the sky. One nervous lady turned to the clergyman, who happened to be sitting next to her, and asked beseechingly, "Can't you do something?"

I'm sorry madam", replied the minister gently, "but I'm in sales, not management."

Herm Albright
DIGEST OF CAMPAIGNS, CONTESTS, SPECIAL PROMOTIONS

CALENDAR FOR OCTOBER

Continuing - Employee Gas Patio Living Appliance Campaign
(Ends October 31, 1966)

- New Business Patio Stub - Patio Living Equipment Sales Contest
(Ends Oct. 31, 1966)

- 1966 Fall Gas Dryer Campaign
(Oct. 1 through Nov. 30, 1966)

- Food Industry Sales Achievement Contest
(Ends Dec. 15, 1966)

- 1966 Golden Opportunity All Equipment Campaign
(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)

EMPLOYEE SPECIALS

Dryers and Matching Washers

Through November 30, $25 to $60 savings are available on Maytag, RCA-Whirlpool and Norge laundry equipment.

Air Conditioners

Arkla offers a free Arkla steel grill with permanent post and side trays with the purchase of an Arkla air conditioner. This offer is good up to Thanksgiving.

Whirlpool, effective October 1, reduced the employee price on their 3-ton air conditioner by $89.00.

PROGRESS REPORT

At the end of August, Southeast Division was maintaining its percentage lead in the New Business Patio Stub Campaign with 34.6%. Eastern Division is second in the percentage column with 25.4%, but is first in total sales of stubs and appliances.

Between July 25, when the 10 year payment plan for employee air conditioning sales was announced, and September 20, 81 employee sales had been made.
A SALUTE TO THE COMPETITION

The National Gas Industry celebrates its 150th anniversary this year, and we, for one, doff our editorial hat to that dynamic industry and to its accomplishments.

We salute the competition.

While the electric vs gas competition has been keen . . . and shows all indications of accelerating rather than decelerating . . . it IS competition.

And competition is good for everyone. It's what our economy was fashioned out of. It stimulates the economy . . . it stimulates activity in the marketplace. It promotes efficiency and better service. It influences product improvement. And it provides the electric industry with a yardstick to measure its performance.

The competition has not at all times observed the most gentlemanly of rules (and by that we mean the competition between the two industries). This competition has, in fact, on occasion resulted in more burdensome regulations upon both industries. But the end result of the competition has been an advantageous thing for the consumer . . . for the electric and for the gas customer.

So here's to competition. Long may it flourish. Hot and heavy. But tempered with an element of restraint and an avoidance of those excesses which the enemies of free enterprise use as excuses to extend their control over us all.

For should the day ever come when competition is regulated out of the marketplace, we will find that we have been regulated out of our heritage.

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Tappan is making an electronic double-oven for Montgomery Ward, to be sold in Los Angeles for around $1,000.
After 32 years with O'Keefe and Merritt, Bill Schenk, well-known to many Gasco Sales people, retired on September 16. Affectionately called "the old pro" by his fellow workers at O'Keefe and Merritt, he was a Field Representative most of his career, and was Sales Training Manager at the time of his retirement. He has personally asked Sales Newsletter to express his appreciation for the many years of "good business relations and personal friendships" he has enjoyed with Gasco people.

Whirlpool spokesmen say they will be coming out with a free standing "Blanket of Flame" gas range.

Despite the nationwide housing slump, the mobile home industry continues to grow. So far this year, national sales are up 5% over last year.

A recent study by the Mobile Home Manufacturers Association indicates that mobile homes now account for 76% of all low cost housing under $12,500. Another study, conducted by House & Garden's Housing Trends, revealed that newlyweds account for 43% of the mobile home purchases, and retired couples absorb another 25%.

According to the Trailer Coach Association, there are 20,000 mobile home parks in the U. S., and 1,200 new parks are being built each year. Last year, one out of every five new homes built in the U. S. was a mobile home. California has 2,400 mobile home parks and leads the nation in total sales and parks.

Roper -- who manufacturers Kenmore ranges for Sears -- -- has been on strike since June 30.

Charmglow Products, Inc., has been named exclusive distributor of the AGA-approved Snap-tite couplers. The couplers are easy to connect and disconnect to the portable barbecue. They may be used with complete safety and insure portability of gas-fired units heretofore impossible without extensive piping.

NEW ASSIGNMENTS - NEW FACES

Cecelia Iseman, from Home Economist to Senior Home Economist, San Joaquin Valley Division.

William Boyd, Graduate of Northrup Institute of Technology, to Industrial Sales Engineer, Industrial and Commercial Sales Staff, Headquarters.