

GAMA's General Equipment Division plans exhibit

MANUFACTURING members who make up the General Equipment Division of the Gas Appliance Manufacturers Association will exhibit for the first time the equipment they produce for the natural gas industry at a conference of gas utility officials who are engaged in all phases of the operation of gas distribution companies.

The display is being sponsored by GAMA and will be seen at the 1969 American Gas Association Distribution Conference, to be held May 11-14 at the Sheraton Hotel in Philadelphia.

GAMA's General Equipment Division, which was formed less than two years ago, now has 84 member companies and is the largest of that group's 22 divisions.

Delegates to the annual A.G.A. Distribution Conference include operations personnel, chief engineers and district superintendents, and superintendents of maintenance.

In addition, the conference is attended by representatives of interested government agencies, research organizations, and universities.

"These men determine or influence purchases made by gas utilities of the types of products to be exhibited," said William E. Murphy, chairman of the General Equipment Division and vice president-marketing of Mueller Company. "They are involved in the purchase, installation and maintenance of meters, computers, telecontrols and vehicles; also equipment used in communications, dispatching, construction, ditching, earth moving and welding."

Murphy pointed out that the nation's natural gas industry will spend almost \$1 billion on distribution equipment in 1969. "As suppliers of that industry, the membership of the General Equipment Division has an outstanding sales promotion opportunity in this exhibit," he added.

Mrs. Pauline Dunckel, GAMA's director of governmental services, is exhibit manager. She is accepting applications for booth space from eligible exhibitors at the trade association's Washington, D. C., office: 2000 K Street, N.W., Suite 455.

Wedding cake signifies merger



Cutting a wedding cake that symbolizes the merger of their two companies into Connecticut Natural Gas Corp. are Robert H. Willis (left), former president of Hartford Gas Co. and now president of the newly formed Connecticut Natural Gas, and Edgar G. Rhodes, former president of New Britain Gas Light Co. and presently a member of CNG's board of directors. The new corporation's logo replaces the traditional ornament on the wedding cake at the cake-cutting ceremony held recently during a luncheon for Hartford area financial analysts.

Minnegasco to buy Calcinator

PAUL W. KRAEMER, president of Minneapolis Gas Co., and William R. Hebert, president of Calcinator Corp. of Bay City, Mich., have announced an agreement in principle for the acquisition of Calcinator by Minnegasco for an undisclosed amount of money.

The transaction is subject to approval of Minneapolis Gas directors and Calcinator shareholders.

Water pollution problem told

A SERIES of reports describing effective alternatives to industrial water pollution in 10 industries has been prepared by the Federal Water Pollution Control Administration of the U.S. Department of the Interior.

Titled "The Cost of Clean Water," the profiles describe the source and quantity of pollutants and the cost involved in dealing effectively with them. The studies do not discuss incineration to any great extent but rather provide a generalized framework for analyzing individual plant situations, so as to stimulate industry efforts to find more efficient ways to reduce wastes.

The series contains reports on water pollution from blast furnaces and steel mills, companies manufacturing motor vehicles and parts, paper mills, textile mill product manufacturers, petroleum refineries, canneries and frozen fruit and vegetable processors, leather tanneries, meat processors, dairies, and manufacturers of plastics materials and resins. Costs of the reports vary from 55¢ to \$2.

The studies are available from the Superintendent of Documents, U.S. Printing Office, Washington, D. C. 20402.

New merger terms agreed on

OFFICERS of The Brooklyn Union Gas Co. and New Jersey Natural Gas Co. have announced that they have agreed in principle to a combination of the two companies under terms slightly modified from those announced last October 9.

Under the arrangements, if consummated, Brooklyn Union would exchange a new convertible preferred stock on a share-for-share basis for New Jersey's common stock. The preferred would carry a cumulative annual dividend of \$1.75.

The preferred would be convertible into a full share of Brooklyn Union common stock if called within the first five years, at the rate of 1/10 of a share if called within the next five years, and at the rate of 3/10 of a share if called after ten years. If the preferred stock is converted voluntarily, it would be at the rate of 8/10 of a share of Brooklyn Union common at any time. The call price of the preferred stock is \$33 a share.

Consummation of the transaction is dependent upon approval by the boards of both companies of the definitive agreement still to be negotiated, receipt of an appropriate tax ruling, and necessary approvals of stockholders and regulatory authorities.

CGA offers Hawaiian holiday

A TEN-DAY vacation for two in Hawaii will be awarded to the winners of a contest sponsored by the Canadian Gas Association at the 1969 National House Builders Convention, February 2-5, in Vancouver, British Columbia.

The contest, known as the NHBA Hawaii Adventure, will be open to all delegates, except gas industry and NAHB staff members, who register for the three-day convention.

A Hawaiian motif will be carried over into the display the Canadian Gas Association will maintain at the convention. Theme of the display will be "Natural Gas Living Is the Name of the Game," with a natural setting where gas industry representatives and builders can discuss problems of mutual interest.

Leading economists will be dressed in Hawaiian attire and be available to consult with builder delegates.

GAES announces 1969 conference

THE 1969 Annual Conference of the Gas Appliance Engineers Society will be held in Cleveland, Ohio, May 5-6, at the Cleveland Scientific and Engineering Center.

Louis P. Hine, Jr., of Luxaire, Inc., is the program chairman and coordinator. He has named Walter B. Kirk, chief research engineer of the A.G.A. Laboratories in Cleveland, to be chairman of the technical sessions.

The GAES board of directors will meet on May 5. On the next day delegates will hear speakers from both inside and outside the appliance industry. Those from outside will be national figures with consumer-related interests.

Non-members may receive an advance copy of the conference program by writing to the GAES National Secretary, Miscoc Road, Mendon, Massachusetts 01756.

Urban environment to be topic at ASHRAE meeting

PROBLEMS in urban environment will be one of the many topical subjects to be discussed at the 1969 Semiannual Meeting of the American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc., to be held January 27-30 at the Conrad Hilton Hotel in Chicago.

About 3,000 members and guests are expected to attend the four-day meeting, and about 20,000 persons are expected to visit the 19th International Heating and Air-Conditioning Exposition held concurrently at the International Amphitheatre. The American Gas Association will exhibit at the Exposition, which is sponsored by ASHRAE.

"Urban Environment Planning" will be the subject of the opening session of the meeting. This will be followed by a symposium entitled "Your Stake in Urban Environment." Papers for the symposium will cover the following topics: Air Pollution—Is It Permanent?, The Transportation Crisis, Urban Growth and Its Root Causes, Some Thoughts on the Application of Computers

to Urban Design, The Minnesota Experimental City, What Manufacturers Can Do to Help Rebuild Cities, How Environmental Engineering Can Alleviate Urban Problems.

On Tuesday there will be a symposium on world trade.

These two symposiums are part of a program that will offer five technical sessions, 12 more symposiums, and nine forums.

ASHRAE President William L. Holladay will report on the "State of the Society" at the Monday Welcome Luncheon. Banquet speaker on Tuesday evening will be Bergen Evans, professor, author, columnist, and television personality. He will discuss "Understanding Misunderstanding."

The Heating and Air-Conditioning Exposition will feature more than 500 exhibits by major manufacturers in the industry. Displays will be directed mainly toward industrial, commercial, and institutional applications. About 40% of the exhibitors will show residential equipment for home building and improvement.

Launch 'Operation Attack' to boost range sales

A MILLION-DOLLAR nationwide campaign—called "Operation Attack"—that will help promote the sale of gas ranges, including the new self-cleaning ones, has been launched by the American Gas Association.

Seven regional meetings designed to acquaint gas utility and range manufacturer marketing executives with the campaign have been held in New York City, Boston, Chicago, Pittsburgh, Seattle, Los Angeles, and New Orleans.

Henry P. Stockbridge, A.G.A. director of marketing, predicted that by the end of 1969 Operation Attack would result in gas range sales of 53% of the total range sales for the year, as opposed to 47% for electric ranges. This would reestablish for gas ranges the sales lead they held until last year.

"Operation Attack is the most ambitious advertising and merchandising program ever undertaken by the gas industry," Mr. Stockbridge said. More than \$1.3 million will be

spent in the campaign. Besides the residential gas range, the campaign will promote the industrial and commercial sale of gas and gas equipment.

To boost range sales, national television commercials and advertisements in consumer and trade magazines will provide about 350 million sales impressions. These will be reinforced with sales promotion, public relations, and sales training programs.

Highlighting the sales phase of the program will be a merchandising plan developed by a leading merchandising consultant for use by gas companies and appliance retailers.

A.G.A. will also provide its member companies with a programmed instruction course for salesmen.

Other facets of the residential aspect of Operation Attack include a national dealer display contest and a national sales contest, with gas companies and retail appliance dealers eligible to participate.

Coal reserves held sufficient for gas needs

AMERICA'S vast coal reserves offer the gas industry an opportunity to provide the nation's economy with adequate gas supplies for centuries in the future.

This was the view of Neal P. Cochran, chief of the Division of Utilization, Office of Coal Research, U.S. Department of the Interior, when he spoke at a recent American Gas Association conference on converting coal to pipeline-quality gas.

Cochran said that developing coal gasification plants "offer substantial opportunity for commercial investment, and the manpower required for both the mining and processing creates job opportunities in many of our rural areas and may lead to a slowdown or reversal of the movement of population to our already overcrowded urban centers."

Such plants would also help reduce air pollution by converting coal—"a fuel containing substantial amounts of sulfur"—to what he called a "clean fuel."

The coal used in gasification plants is distributed widely across the nation, Cochran said, adding that "the most abundant supplies" are in the northern Great Plains states.

As an example, Cochran said that a multiple-product gasification plant could be built in one of these states using lignite and sub-bituminous coal to turn out liquid fuel for gasoline, pipeline gas, electric power, and re-formed coal. "In addition, sulfur and other mineral materials might well be recovered," he said.

Cochran said that the basis for a multiple-product gasification plant stemmed from a process now being developed for the Office of Coal Research by the Institute of Gas Technology in Chicago. The project, he noted, is being cosponsored by his office and the American Gas Association as part of the gas industry's long-term interest in the development of a broad resource base for the future.

At the same conference, Frank C. Schora, Jr., IGT associate director for process research, gave a progress report on the Institute's hydrogasification process. He reported that it is entering the pilot plant stage and "continues to show promise as a potential means of producing reasonably priced high-Btu gas from any coal or lignite material."

Servicemen in Vietnam receive home-baked goods

OVER 200 packages of home-baked goods were sent to servicemen in Vietnam for Christmas as the result of a baking contest held by Boston Gas Company.

Cookies, brownies, fruit cakes and other holiday baked goods suitable for shipment to Vietnam were submitted by Boston Gas personnel. Added incentive was given to the contest with three U.S. Savings Bonds contributed by Boston Gas as prizes. In addition, the company mailed the food.

Idea for the contest originated with Julie Chapman of the sponsoring company's home service department. Selected as judges for

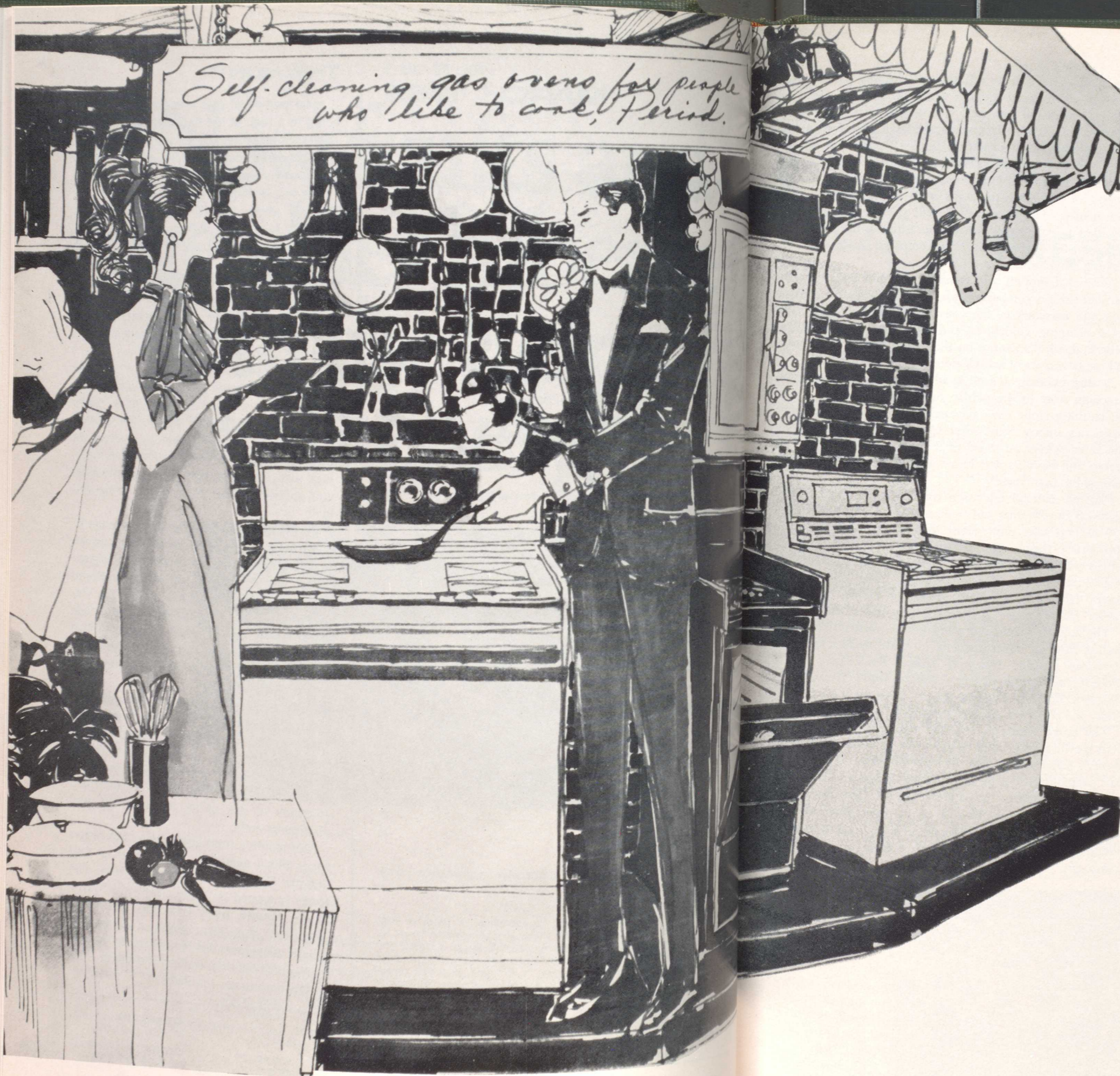
the contest were Dorothy Crandall, food editor for the *Boston Globe*, Gus Saunders, whose radio program "Boston Kitchen" is heard on WCOP, and Major Avalon Dougan of the U.S. Army Natick Laboratories, representing the armed services.

Gift packages were sent by the company to the Third Field Hospital and elements of the 14th Combat Aviation Battalion, including the 71st Assault Helicopter Co., 132nd Assault Support Helicopter Co., 114th Assault Helicopter Co., 176th Assault Helicopter Co., and 178th Assault Support Helicopter Company.

25th Annual National Association of Home Builders Convention & Exposition
Astrohall—Houston, Texas
January 13-17, 1969

The Gas Industry unified exhibit will be located in Booth 1500. The Exhibit will combine a "live" marketing show with a patio living center. Eleven manufacturers of gas outdoor equipment will participate, featuring gaslights, grills and patio heaters. Additionally, a message center will be maintained. The telephone numbers are:

Area Code 713 748-4550 Exts. 400 & 401



A.G.A. Marketing Division sets the stage for an all-out sales attack on the residential range market keyed to the self-cleaning oven

Operation Attack

The most ambitious coordinated advertising and merchandising program ever undertaken by the gas industry will jump off on April 15 when A.G.A.'s "Operation Attack" opens an intensive promotion and marketing campaign aimed at the household range market.

From that date through June 15 the collective efforts of A.G.A.'s marketing division, regional gas associations, utility companies and manufacturers will be keyed to promotion of the gas self-cleaning range.

First announced last fall, the groundwork for Operation Attack has been carefully laid in a series of regional meetings to acquaint utility companies and other organizations with the nationwide campaign and to enlist their participation. Meetings in the New York City, Boston, Chicago, Pittsburgh, Seattle, Los Angeles, Jacksonville and New Orleans areas developed widespread support of the nationwide campaign to re-establish the gas industry's position in the range market.

The immediate goal will be a 15% increase in gas range sales; the ultimate goal will be to again make the gas range number one in the household market as it is in the commercial market. Theme for the national campaign will be "Now the Self-Cleaning Gas Range for People Who Like to Cook, Period" to focus the housewife's attention on one of her major dislikes—cleaning the oven.

To obtain the greatest benefit from the united effort, participating utility companies and organizations have been asked, and many have already committed themselves to promoting under this national theme.

The sales thrust will be made at the local dealer, department store and chain department store level. To assist gas

Operation Attack—continued

companies in stimulating action and involvement locally, A.G.A. will provide merchandising and display guidelines. In addition an A.G.A. contact program has been actively soliciting department and chain stores to key their own merchandising programs to the dates and national theme of Operation Attack.

More than 200 major department stores have been alerted to the campaign; among chain stores, J. C. Penney and Sears have already committed themselves to collaboration. In addition, 127 utility companies have announced their intention to support the program in their service areas.

The action plan will encompass national television and commercials, national print advertising to consumer and builder, national utility and dealer sales and marketing contests, display and point-of-purchase aids, premiums, press kits to develop magazine and newspaper publicity, regional market information, a contact support program, and trade show exhibits. A wide selection of "how-to" materials providing guidelines on selling gas ranges for dealers, builders, national chain distributors, department stores and merchandising utility companies has been prepared by A.G.A. Special promotions will tie in with National Kitchen Remodeling Month and National Home Improvement Month.

Among scheduled contests will be a dealer display competition to promote visual merchandising of self-cleaning gas ranges. This contest will be open to independent dealers, chain stores, department stores and discount houses, and will be administered on the local marketing level by participating gas utilities. Dealers will receive help in display design from local utility representatives and from A.G.A., which has published a "how-to" retail sales book on various ways by which contestants can improve their merchandising techniques for gas ranges.

Each utility will nominate three local winners for national recognition plus a super-award to be given for the best self-cleaning gas range display in the nation.

Also scheduled for the April 15-June 15 period is a national gas range sales contest for both retailing and non-retailing utility companies. This contest, which also will emphasize the self-cleaning feature, will give both types of companies an opportunity to compete for awards based on sales per thousand meters. The companies also will have the option of naming a dealer in their territory who has done an outstanding marketing job.

An in-store sales training program will be available to utility companies. This will provide both guidelines for train-

ing salesmen in how to sell the self-cleaning gas range effectively and material through which floor salesmen can provide customers and prospects with salient facts on the range features. A.G.A. also is making available a professional in-field merchandising consulting service through an arrangement with an organization with a wide experience in market-by-market merchandising, promotion and selling under the concept of industry campaigns with multi-sponsorship and participation. The organization will provide the manpower and ideas in collaboration with the utility to develop a comprehensive dealer participation campaign under the self-cleaning range banner.

Additional support will come from Home Service personnel of the utility companies, who will be enlisted to carry the campaign messages to the consumer. They will receive detailed planning guidelines, and workshop sessions will include in-depth discussions on the merits of both the pyrolytic and catalytic types of self-cleaning ovens.

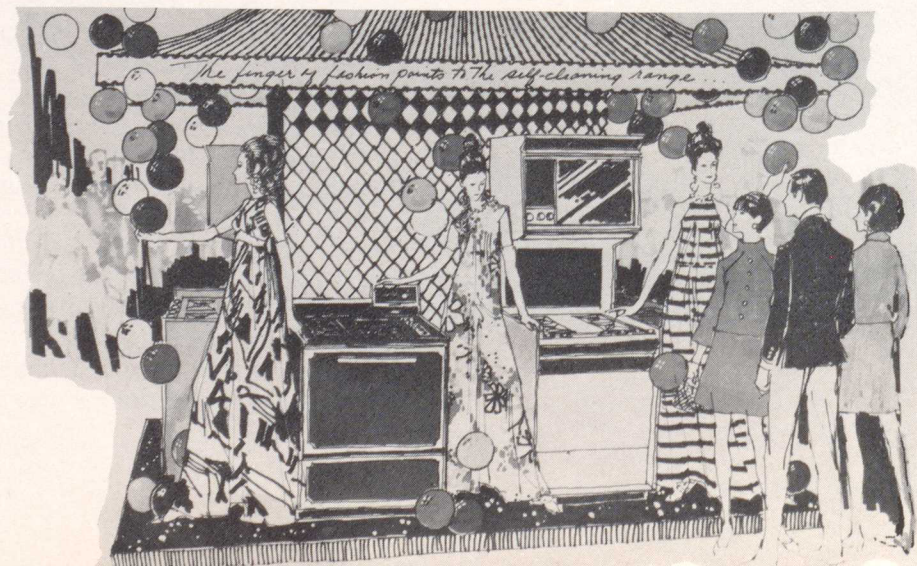
Product publicity as well as advertisements are carrying the campaign story to the public. Several articles about the gas self-cleaning range have appeared in a number of consumer magazines, among them *Ladies' Home Journal*. The trade press also is being kept informed of the industry's activities so that dealers and builders will know what is going on and be encouraged to participate.

Planned national television commercials and print advertisements in consumer and trade magazines will provide some 350 million sales impressions. Advertisements keyed to the appropriate themes for self-cleaning and continuous-clean ranges will appear in such outstanding national consumer magazines as *Life*, *Reader's Digest*, *Good Housekeeping*, *Better Homes & Gardens*, *American Home Furnishings*, *Ladies' Home Journal*, *House & Garden*, and *House Beautiful*.

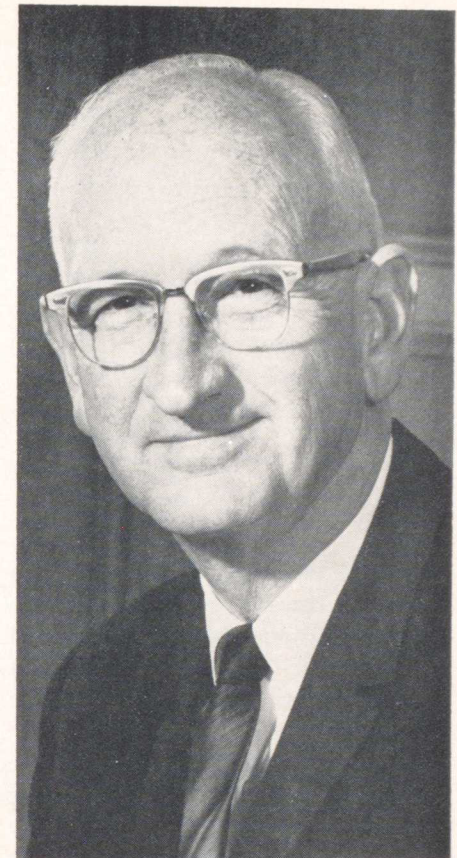
The industry's campaign story will be carried to the builder market through advertisements in trade magazines such as *American Builder*, *House & Home*, *Professional Builder*, *NAHB Homebuilding Journal*, *Builder Supply News*, *Kitchen Business*, *Builders Kitchen Guide*, *Apartment Construction News* and *American Builder Supplies*.

The range campaign will be supported on television by four specifically oriented commercials on three of the gas industry's television specials. The overall effect of these broadcast promotions will be to bring the industry's message into two of every three of the nation's homes at least once.

Described by some observers as the most ambitious advertising and merchandising program ever undertaken by the gas industry, more than \$1.3 million will be invested in the campaign.



THE PRESIDENT'S PAGE



W. Morton Jacobs

In the last eight to ten weeks, many of our member companies and members of our industry's regional associations have been told of a marketing plan called "Operation Attack."

The presentations have been staged by Henry Stockbridge and his marketing-oriented team of the American Gas Association's staff. This is the team that Stocky has amalgamated in the few short months since he came to A.G.A. as director of marketing—the nucleus of the team that he has envisioned for the full implementation of the Association's Total Industry Marketing Effort—T.I.M.E. Program.

The "operation" kicks off in mid-April and continues until mid-June. It is designed to help the gas utilities, gas appliance dealers, and manufacturers put self-cleaning and continuous-cleaning ranges of six manufacturers into the dwellings of millions of people who love to cook! (That's what the national ads and TV commercials say in a most believable message.)

It is not my purpose to go into the details of this program—and besides, these are spelled out in other pages of this edition of the MONTHLY.

There are some observations related to "Operation Attack" and the T.I.M.E. Program which, I think, can bring the immediate operation into perspective as it relates to the long-range future.

In the first place, let me repeat one fact that Stocky and his team emphasize in their presentations. For the first time in the gas industry's long history, in 1968 the shipment of gas ranges to market fell below 50% of the total range

shipments. This, I believe, was a marketing fault of the industry—in which the manufacturers must be included.

The marketing campaign plan of the "operation" is aimed directly at bringing the homemaker's preference for gas ranges to its traditionally dominant level.

In the second place, the acceptance and the enthusiasm with which the presentations were received have put the brand of vitality on this project even before it gets into the green pastures of the marketplace.

This acceptance, I am told, has been virtually unanimous by the people who have attended the A.G.A. presentations. And the enthusiasm generated at these meetings has been typical of the new vigor that is being demonstrated time and time again in the industry's new approach to the modern marketing concepts.

Thirdly, this immediate project is only the beginning. We, of course, cannot stop with the completion of one project which helps do a marketing job for one gas appliance. The Association cannot rest on laurels bestowed because of the success of this one project. And, if I read the signs right, there is no intention so to do.

The T.I.M.E. Program is not yet, for all practical purposes, eighteen months old. The director of marketing has been in residence only since May of 1968. Yet, we now have this all-out effort on behalf of the new gas ranges—plus plans that will come to fruition as rapidly as the membership support allows them to grow.

The reorganization of the A.G.A. staff functions has progressed well. They will

go forward at an increased pace. As market managers are assigned to departmental functions, more marketing projects will develop.

Two of these lie in the stimulation of industrial and commercial sales. One of our member companies is more concerned with developing this kind of volume than it is in promoting an appliance like the clothes dryer, with its relatively low-unit revenue. Another is concerned about the competition for all-gas high-rise apartments. Another looks to supplying the energy for the production of pre-prepared foods.

All of these areas—and more—are the concern of the Association and are part and parcel of its dedication to the help, expertise, and know-how it can give to its members who embrace the total marketing concept.

Don Hart, Stockbridge, Harold Walker, Bob Stewart, and all the others sitting in the departmental directors' chairs are well aware of this. They are working on all the next steps that will follow "Operation Attack."

So, therefore, I can say that the project which is activated on April 15th is only the beginning of an adventure in marketing competition. All of us have an obligation to keep it moving forward.