

Nobody argues about gas heat (except the electric companies)
You never have to sell gas heat - or even to have unhappy customers when the heatexplain it. People just naturally know gas ing bills come in. My advice to prospects heats best and costs less. How about and homeowners is simple. Install clean, electric heating? In the first place, it takes economical gas heat. Why gamble? Just a lot of hard selling. And even if you convince prospects with the glib arguments phone your heating and plumbing contractor, or Gas Company, and ask about all of the electric power people, you're going the benefits and advantages of gas. heat.

## PENNSYLVANLA GAS

and KIATMR Company <

## - IN THE BACK MOUNTAIN -

Telephone ENterprise 2-0668 TOLL FREE for information and service

