

Leslie Franklin Hauck Jr.



Gambles Store in Steamboat Springs

The Steamboat Springs Pilot front page, December 9, 1948:

First Anniversary Of Gamble Store In Steamboat Springs Is Observed Owner Leslie E. Hauck Welcomed Many Visitors At Birthday Party

(By Betty Fulton)

Over 1,000 cups of coffee and accompanying doughnuts were passed out at Gamble's first anniversary celebration Saturday. The occasion marked one year of being in business in Steamboat Springs for Mr. and Mrs. Leslie Hauck.

Asked how the past year had compared in actuality with the hopes he had when the store first opened Mr. Hauck expressed entire satisfaction with the business he has enjoyed. He attributed the steady increase since his opening to the fine people of Steamboat Springs and its trade area and their reception of his store.

This Gamble store is the first selling business Mr. Hauck ever engaged in, having been associated with Lockheed Aircraft company at Burbank, California, after his graduation from the University of Missouri in mechanical engineering and from the University of California in aeronautical engineering. His entry into selling came as a result of a vacation visit to the home of Mrs. Hauck's parents in Boulder, Colorado.

It was while on this vacation that Mr. Hauck looked over the Gamble store there and liked the setup. He then made a trip to the Denver headquarters of Gamble people. Here he investigated the proposition made to Gamble store independent dealers and learned that one of the likeliest spots for a good store, according to a company survey, was Steamboat Springs. He and Mrs. Hauck came to this town, made inquiry into possibilities of securing a business location, liked the people they talked with, the setting of the community and its cooperative spirit.

Result of this visit was that Mrs. Hauck and the four children remained in Boulder with her parents while Mr. Hauck and his brother-in-law, Chris Plank, went back to California to clean up all details there preparatory to moving the family to Steamboat Springs.

Early last fall the Hauck family purchased the A. F. Cruse property on Crawford hill and started readying their store on Lincoln avenue for a grand opening. Plagued by many delays, Mr. and Mrs. Hauck remained cheerful about business prospects and their delight at becoming residents of Steamboat Springs, and worked ceaselessly to get their store open.

Fall drew into early winter, but finally the last touches were added to the store and its doors were opened for business on December 4, 1947. Located strategically for both farm and town trade and making a bright spot in a formerly dark building, the Gamble store and merchandise combined with the friendly service offered by Mr. and Mrs. Hauck, quickly caught on, and has increased steadily thru the past year.

Explaining the Gamble independent store system, Mr. Hauck said that this is one of 2,000 independent dealer stores in the system whose only obligation is to purchase from the Gamble companies. Gamble's also has 600 company owned stores. Just prior to the war it bought out Western Auto, giving it a much larger retail outlet.

In return for exclusive use of its wholesale outlets Gambles offers its retail affiliates services of a field representative well schooled in store management, in new items which may be offered the retailer, in bookkeeping systems and many other phases of the business which are

During their residence in Steamboat Springs Mr. and Mrs. Hauck have become interested in civic and church affairs and have given largely of their talents to the community. Mrs. Hauck is a member and past president of the Newcowers club, a P. E. O., organist for the Methodist Sunday school and is active in all musical circles. Mr. Hauck is a member of the Lions club, president of the board of the Methodist church and on the board of directors of the Winter Sports club.

In telling why they moved from California both recounted that it was much too crowded a country and they wanted to have space and a good wholesome atmosphere in which to bring up their four children, three boys and one girl. Untrammelled space for picnicking, good outdoor activities and pure healthful air were among their desires, and these they have found in abundance in Steamboat Springs.





DILLEY GOES TO ST. JAMES

ST. JAMES, MINN.—Ralph Dilley, until recently manager of the Gamble branch store at Mason City, Ia., has been transferred to the unit in this city where he will serve in a similar capacity.

BOWLERS LEADING LEAGUE

SHELDON, IA.—The bowling team representing the Gamble store is leading the league with seven wins and two losses. Scene of the trundling is Sheldon's new six alley bowling center.

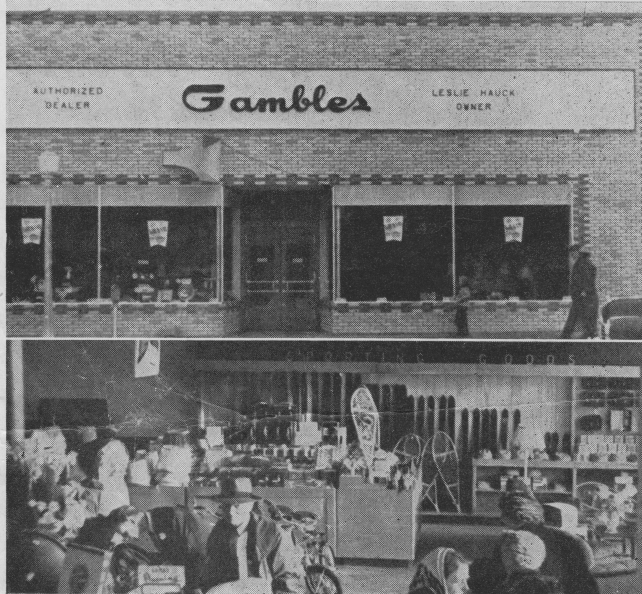
HARRINGTON AND CONLON PROMOTED

ABERDEEN, S. D.—Ray Conlon, until recently outside salesman for the Gamble store, has been appointed promotion sales manager. His new duties, which he began December 1, of last year, will include the coordination of radio and newspaper advertising; supervision of window and store displays, planning promotions and training personnel.

Jerry Harrington, of the downstairs store, has been named outside salesman for the store. He was agreeably surprised with his sales and commissions for the first month in his new job.

The employees had a "Dutch Treat" Christmas party on December 15, at the Ward Hotel. Approximately 50 guests enjoyed an exchange of presents, dancing, singing of carols, and an excellent lunch.

New to the staff is Tom Evans, outside salesman. He has been making a house to house canvass for "the buy of the month."



OPENS STORE IN RESORT AREA

STEAMBOAT SPRINGS, COLO.—While employed as an engineer at the Lockheed Aircraft Corporation at Burbank, Calif., Leslie Hauck, for some remote reason, became interested in the Gamble dealer plan. After the war he decided to embark on his new venture in this city.

Northwest of Denver in the Rocky Mountain National Park and in the center of Colorado's Snow Bowl, this city of 1,600 people boasts the largest single span ski tow in America and one of the nation's best ski jump courses. Mineral springs, which surround the area, provide warm water for indoor and outdoor swimming pools.

Rich coal fields are located in this district and some of the finest purebred Hereford cattle are raised on the range lands.

With the complete cooperation of the landlord, one of the oldest buildings in town was remodeled to house Leslie's new store. Bright colors and fluorescent lighting make the store one of the brightest along the main street. Fix-

tures are all new and factory-built.

Because this spot is a year-around playground center for sports lovers, a 16 foot sporting goods display has been made one of the features of the store.

During the two days of the opening sale Mrs. Hauck served some 2,000 visitors with free coffee and doughnuts. A dozen huge baskets of fresh flowers represented the congratulatory expressions of other businesses.

Among those who attended the opening sale were Ray Young and Jerry Barr, zone superintendents; Werner Schwingdorf, display superintendent; Milt Hudspeth, dealer relations man from the company warehouse at Denver; Mr. and Mrs. Wally Rodine, from the dealer store at Kremmling, Colo., and Mr. and Mrs. Bill Littel, from the dealer store at Craig, Colo.

Leslie invites any of the company people on tour along U. S. Highway 40 to stop and visit his Gamble dealer store.

The front of Hauck's store is shown in the upper picture, and a section of the interior may be seen in the lower.

PARTY FOR ALBIA EMPLOYEES

ALBIA, IA.—Gamble store employees met at the Kendall Place on the night of December 8, for their annual Christmas party. A buffet supper was served and the remainder of the evening was spent exchanging gifts, dancing and playing games.

STREATOR STARTED IT

When Tom Hansbrough, manager of the Gamble branch at Streator, Ill., innocently enough submitted a news item for the December TEMPO (see page 37) stating that one of his staff, Gordon Sunnen, had sold \$41.29 worth of toys to a single customer, he unwittingly "stuck out his neck." C. Fiala, owner of the dealer store at Cold Spring, Minn., writes that one of his salespeople, Leander Weisman, sold \$47.86 worth of toys to one customer. By way of evidence he included the cash register receipt, which shows that the largest single item was for \$10.95.

Next, G. W. Sargeant of the branch store at Havre, Mont., writes that sales of that size are nothing unusual in Montana where everything—even the wide open spaces—is to be had in generous doses. Sargeant states that \$50 sales were not uncommon, and that one rancher bought \$67 worth of toys, the most expensive of which was a \$6.39 item.

Hansbrough admits that perhaps his assumption of having established a record was unwarranted, but he calls attention to the fact that none of the other claimants has contested Streator's performance for having shipped to the most distant point, namely, Australia.