

Santa Clara Applications Van Heads North

It's something like the old-time medicine show, only this traveling entertainment really offers cures — remedies for electronic problems.

This 1974 version of the medicine show offers the traditional entertainment in the form of exhibits of all Fairchild semiconductor products — exhibits that can be touched, operated and watched and, for a bonus, slide shows that demonstrate to visitors the applications of an entire line of devices.

Another in the newest series of Fairchild semiconductor applications vans is presently on its way to Portland where it will visit one of Fairchild's customers in that area, Tecktronics. This company along with Data I/O also supplied all of the test and display equipment in the four newest vans series free of charge, and its employees will see their products in action mounted in the van when the Fairchild crew arrives later this month.

Accompanying the van, which works out of the Santa Clara sales office, on the first leg of its journey to the North is Jerry Lawson, co-creator of the Fairchild applications van concept. He, along with Bill Bennett, now a regional sales manager of the Santa Clara office, developed the company's first mobile demonstration showroom in answer to the problem of how to get product explanations to customers throughout Northern California and Nevada. Bill Bennett explains that in 1972 his and Jerry's assignment was to cover literally hundreds of smaller,



Jerry Lawson with one of the newest applications vans which he, with Bill Bennett, conceived and designed.

*To Bill
From Jerry*

still undeveloped customers in this extensive territory. After investigating all vehicle possibilities on the market they settled on a 23-foot mobile home which they ordered without the usual interior. Working together with Geri Hadley, Jim Carter and Jim Courtice of Marketing Services and Bob Ricks, Gill Lane, Norman Doyle and Chuck Alford of Applications, they outfitted the vehicle with operating demonstrations of most of the semiconductor products. After a year on the road, the two men totalled up the sales performance that they could relate directly to the van's visits to potential customers and proposed that similar vehicles be put on the road throughout

the United States. Today, five such vans, which took shape under Jerry's careful direction, are visiting customers in different areas of the U.S.

After completing its tour of Portland and Seattle, the van assigned to the Santa Clara office will go on to Salt Lake City and Denver, returning to the Bay Area in late fall. To demonstrate the impact the van has had on the Santa Clara territory, Bill and Jerry report that at the time the van concept was originated they were the only salesmen covering the smaller accounts in the Northern California-Nevada region. Today, these sources require the attention of five sales persons and Jerry.