

# MAART

JANUARY  
1965

Business partner of 50,000 home appliance/electronics retailers

*magazine*



Three generations of retailing are represented by the Cohen family, owners of Lechmere Sales, Cambridge, Mass.

**ANNUAL  
OUTLOOK  
ISSUE:**

**“Who Will Run  
Tomorrow’s  
Stores?”**

*Also In This Issue:*

**Who’s At  
The Winter  
Markets?**

(See Page 5)

**SPECIAL  
ELECTRIC  
HOUSEWARES  
SECTION**



Electric slicing knife demonstration creates consumer traffic at Abraham & Straus, Brooklyn.



# Now another Admiral



**Exclusive Admiral 21"**  
(overall diagonal)  
**flat-faced, slimmed  
squared picture tube...**

(23% more picture area than 19" TV)

**makes this slim  
new Admiral 21"  
portable possible!**



**Sell the**

Specifications subject to change without notice. TV set shown: Admiral Promenade: PG 2127, 21" overall diagonal.



# Exclusive!



Watch the  
Andy Williams Show  
in color on NBC-TV  
every Monday night,  
for Admiral  
starting January 25th!

## It's almost all picture...the only 21" Portable TV. Nobody but Admiral has it!

19"



**Again Admiral pioneers in Portable TV!** The famous Admiral 19-inch started a trend, was copied by competitors, even became the industry standard.

Now comes the exclusive Admiral 21" Portable, with flat-faced movie-square screen . . . 40 square inches more viewing area than 19's . . . in the same size cabinet as most 19's!

And Admiral precision-engineering planned the components to hug that picture tube, make it secure to take the

jolts and jars a portable gets. Add two speakers, one on each side, for all-around sound . . . add all the other Admiral quality features . . . and you've a brand new super-sellable size!

Since exclusive means "Only Admiral has it!" . . . only Admiral Dealers have the new Admiral 21 to sell. Call your Admiral Distributor right away . . . find out how you can cash in on the one-and-only 21" Portable TV! (And ask him how Admiral Dealers can have a week's Holiday in Rio de Janeiro!)

# exclusives...sell **Admiral**

 MARK OF QUALITY THROUGHOUT THE WORLD

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WRH



# WHAT'S NEW?

Plenty New!  
More New Now  
Than Ever Before!  
New Tape Recorders!



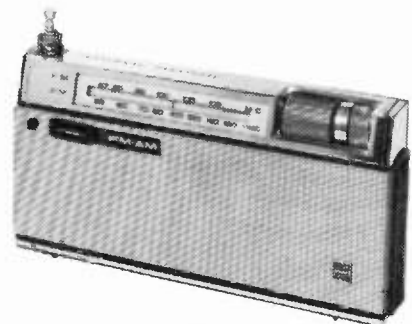
New Radios!  
New Televisions!  
Now! The Biggest, Most  
Complete Line In PANASONIC History!



R-1000 RADAR-MATIC FOR TOUCH 'N' TUNE DIALING \$49.95  
10 transistors plus 3 diodes



R-807 BRILLIANTLY STYLED PORTABLE \$39.95  
WITH AM AND SHORT WAVE BANDS  
8 transistors plus 2 diodes



RF-800 ALL-TRANSISTOR FM/AM PORTABLE \$54.95  
9 transistors plus 5 diodes plus 1 multiple rectifier



RS-755S SOLID STATE 4-TRACK STEREO TAPE RECORDER  
complete with accessories \$199.95



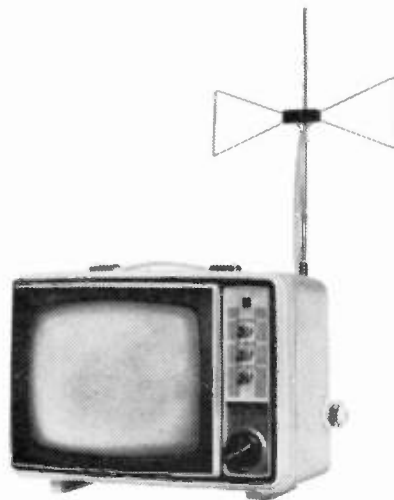
SPT-501 EXTENSION SPEAKER \$7.95



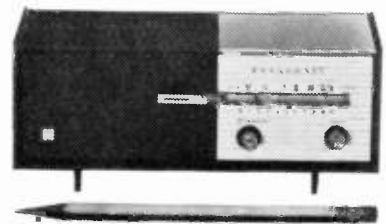
RQ-116 FULLY TRANSISTORIZED 4-TRACK MONOPHONIC  
TAPE RECORDER  
complete with accessories \$129.95



RF-811 POCKETABLE FM/AM PORTABLE \$39.95  
8 transistors plus 4 diodes



AN-12D DELUXE ALL-CHANNEL PORTABLE 12" TV \$129.95



R-8 WORLD'S SMALLEST TABLE RADIO \$16.95  
WITH FULL-SIZE SOUND  
6 transistors plus 1 diode

SEE AND HEAR ALL THE NEW EXCITING PANASONIC PRODUCTS!



**PANASONIC**

Executive Office: Matsushita Electric Corp. of America, Pan Am Bldg., 200 Park Ave., New York, N. Y. 10017

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See Us At The Show  
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January 3-14  
Space 54-55

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# MART *magazine*

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A Buttenheim Publication



**COVER:** One help to orderly succession in an independent retail operation is to bring in sons. The three generations of Cohens above are (left to right): Douglas, Norman, and Abraham.

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Financial 6-4611

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A KEEP IN TOUCH PRODUCT—FROM WESTINGHOUSE

# NEW! WESTINGHOUSE MESSAGE CENTER™ TAPE RECORDER



Actual size: model 30RI Suggested retail price: \$39.95\*

## To leave a message: push a button and speak up To get the message: push another button and lend an ear

Here's another brand new, sparkling idea from Westinghouse. It will bring family communication up to date. (And bring the family in to see you.)

It's the Westinghouse Message Center Tape Recorder. It goes on the hall table, in the kitchen or by the phone. (Any central place, actually.) Here's how it works:

When one member of the family wants to leave a message, he just presses a button and records. Up to three minutes worth. A light stays on, telling the rest of the family the message is there. They just press another button and listen. Then they can leave their own message, in turn. Etc.

(The pad and stubby little pencils in the hall table—the ones that never seem to have points—

are through. Gone are the days of messages people didn't see. And couldn't read, anyway.)

All this ingenuity takes place in a handsome, small (27/8" x 5 1/2" x 10") package that will enhance the décor of any room in the house. It has a built-in speaker/microphone, a transistor chassis, a pilot light to tell when the tape is in motion. Even a hold button that allows the person recording to pause and collect his thoughts.

What about merchandising? You'll have ad mats and point of purchase material—the works. A counter top display, for instance, tells your customers what the Message Center does for them. It's also a silent salesman that gives complete instructions for a self demonstration. For full

details, and all the help you can use, call your Westinghouse distributor. (If he isn't in, leave a message and he'll call you right back.)



\*Local Dealer determines actual selling price. Prices slightly higher in West.

You can be sure if it's Westinghouse 

For more facts, use Request Card and circle No. 193



# Deadline Roundup...

..... Latest News Of The Industry .....

**THE COUNTRY'S NEWEST** line of white goods--from Fedders Corp.--will begin making its debut this month. Initially, Fedders is fielding refrigerators, freezers, washers, and dryers, all made by the Franklin Div. of Studebaker Industries (but not "off the shelf," but to Fedders' specifications.) Ranges will come later. At company's stockholders' meeting last month, Board Chairman and President Salvatore Giordano, in response to a shareholder's query, points out that Fedders' contract with Franklin is a "requirements" contract, which doesn't obligate Fedders beyond the acceptance of what it orders. It is understood reliably that there is no minimum amount of merchandise involved in the five-year contract, but there is a stipulation that 70 per cent of whatever white goods Fedders markets have to be bought at Franklin. In cases where existing Fedders distributors have white goods lines they don't want to give up, Fedders will name new wholesalers for the white goods line. In another move, Fedders announces purchase of 100 acres of land in Edison Township, N. J., where it plans to build an 800,000-sq.-ft. facility to replace five plants currently making air conditioning and parts.

**YOU MAY WONDER** where the yellow went, but it hasn't gone, as far as major appliances are concerned. Color in major appliances is doing well, according to A. B. Kight, president of the Norge Div., Borg-Warner Corp. In his year-end review and outlook, Kight points out that sales of refrigerators in color have grown from 18 per cent of the total to 31 per cent in the two years from 1962. Even laundry equipment is feeling the effects; sales of washers and dryers in color have doubled in the past three years and now account for about 10 per cent of total industry volume, says Kight.

**A WESTERN "BRANCH"** of the NARDA Institute of Management conducted annually at the American University, Washington, D. C., comes closer to reality as discussions with the University of Utah in Salt Lake City near completion, according to Earl T. Holst, 1963-1964 president of NARDA. A school patterned along the present Institute lines should be operating in the West by 1966, Holst says. The move westward for the Institute is part of a big planned expansion of NARDA's educational program. This year, NARDA is setting a limit of 200 on the attendance at the Institute of Management in Washington, which will take place August 8 to August 13.

## NEMA Award



**HIGHEST RECOGNITION** of personal achievement in the electrical industry — the James H. McGraw Manufacturers Medal — is presented to U. V. Muscio, (center) executive vice president, Fedders Corp., for his work in initiating and executing the room air conditioner certification program. Making the award is N. J. MacDonald, president, Thomas & Betts Co., Inc., and at left is W. R. Persons, chairman and president, Emerson Electric Co.

## Fairly High Frequency



**AMERICAN AIRLINES** is showing this scale duplicate of first-class jet plane cabin around the country to publicize its "Astrovision" equipment, basis of which are the Sony small-screen TV receivers shown between the seats. The mock-up is demonstrated for press, travel agents, American Airlines employes, and commercial accounts.

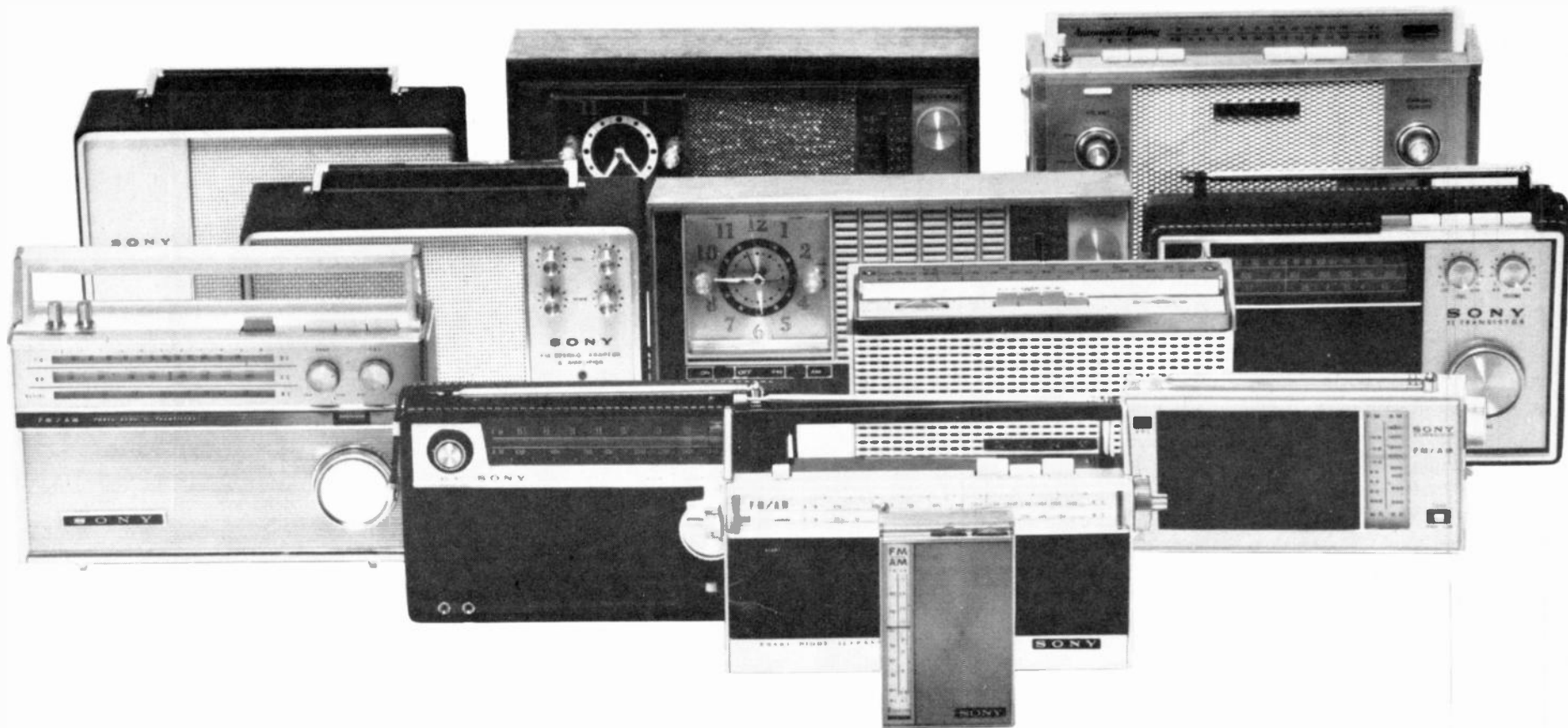
**A SHIFT** in product emphasis marks the U. S. Steel major appliance promotions for 1965 (the 11th straight year the big steel producer has engaged in these promotions). Products to be promoted this year are ranges, home laundry, and room air conditioners. Missing from the lineup this year are refrigerators and freezers and automatic dishwashers. U. S. Steel will promote ranges in April, room air conditioners in May, and automatic washers and dryers in October, according to Harold O. Drosethes, manager, consumer industry marketing for the steel company. In addition to these nationwide programs, U. S. Steel is also sponsoring a "Washday Magic" promotion of home laundry in San Francisco/Oakland and Los Angeles in March. As in the past, U. S. Steel will conduct intensified campaigns in selected markets and will provide newspaper service (editorial and advertising) in both the selected markets and across the country.

**CHRISTMAS ALL YEAR** rather than the seasonal sales push for home electronics is the right idea, according to Jack N. Williams, vice president, advertising and sales promotion, RCA Sales Corp. Williams told the Sales Promotion Executives Club of New York that the industry needs "pre-promotion," so that the family will think about buying a color TV set in August and September, even if the purchase is not made until December. Williams estimates that 35 per cent of home electronics business takes place during the Christmas season, but, he says, increased sales promotion and ad campaigns have extended this cycle.

**FUNNY COINCIDENCE DEPT.:** Dealers in Philadelphia pause in the pre-Christmas rush long enough to raise an eyebrow at electric shaver ads run by Sears and Gimbels on the same day in the same paper, in which the prices of three different makes of shavers (Remington, Schick, and Sunbeam) show up as exactly the same, down to the penny. Sample identical prices: Remington Lektronic II, \$21.97; Lady Remington, \$10.47.



# Sony makes the world's most complete line of transistor FMs



## Now you can send all your

Don't be shocked if you don't find much to complain about.

We not only have the most complete lines; we also have the best made lines. (So well made, for instance, that we give a 5 year replacement warranty on all our transistors.)

Of course, there's always the customer who thinks the best way to tune a set is to pound on it. Which is why we have the most

complete service facilities in the country. (So even if the Sony takes a beating, you won't.)

Some dealers refuse to sell our FMs and TVs. Why should they waste their time when the sets sell themselves?

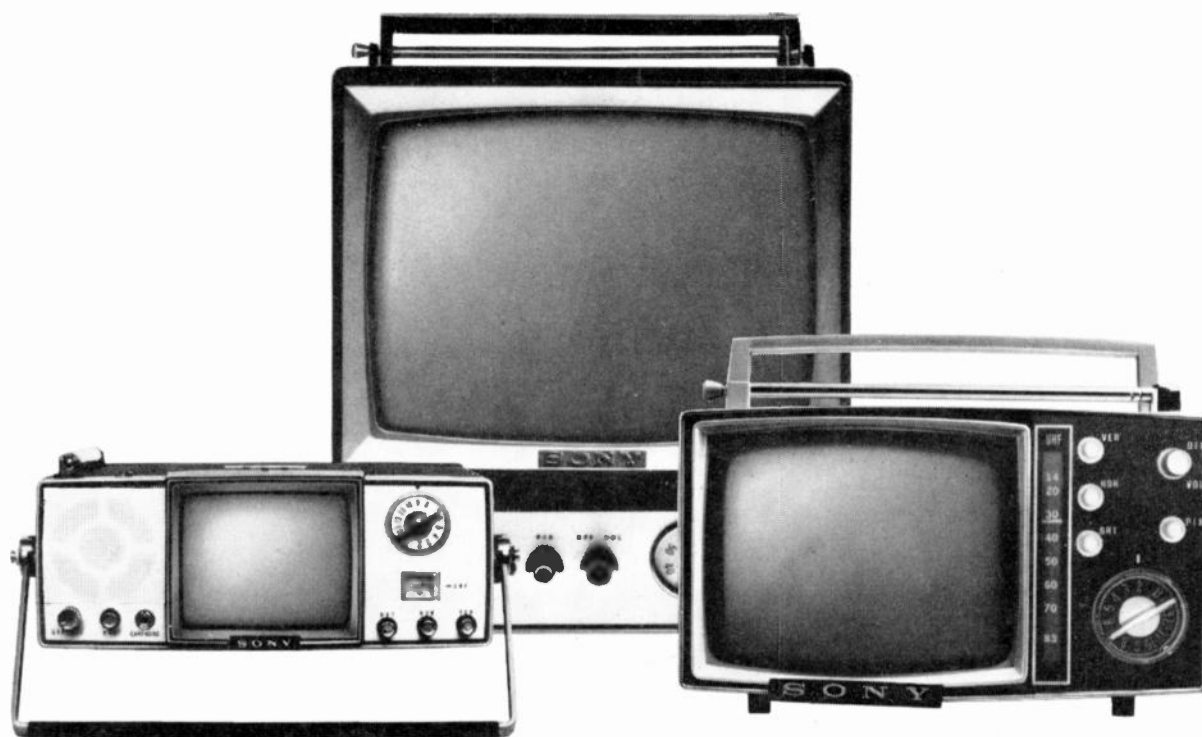
Some of our best salesmen are shown on these pages.

The radios on the left are: TFM-825, 8 transistor FM/AM pocket

See the Sony line at: Chicago Home Entertainment Exhibit, Jan. 3-14, (Essex Inn, Suites 50 and



# Sony also makes the world's most complete line of transistor TVs



## complaints to one place.

size (\$39.95). TFM-916, FM/AM portable; power supply; 6 pen-light batteries (\$49.95). TFM 917W, 9 transistor FM/AM portable (\$59.95). TFM-951, 9 transistor FM/AM car radio and portable (\$79.95). EFM-117, 11 transistor FM/AM portable (\$84.95). TFM-119A, 11 transistor FM/AM marine radio (\$89.95). TFM-116A, 11 transistor FM/AM luxury portable and marine radio (\$99.95). AFM-152,

15 transistor FM/AM portable (\$165.00). BFC-1821, FM/AM tube clock radio (\$54.95). BFC-1822, FM/AM tube clock radio (\$69.95).

The TVs on the right are: 9-304UW, 9", 29 transistor UHF/VHF (\$189.95). 5-305UW, 5", 28 transistor UHF/VHF (\$149.95). 4-203UW, 4", 32 transistor UHF/VHF (\$199.95 in black, \$212 in gold). Prices shown are suggested retail prices.

**SONY**  
580 FIFTH AVE., N. Y.

51); National Motorboat Show, Jan. 18-20, (New York Coliseum, 3rd floor, Suites C156 and C157).

For more facts, use Request Card and circle No. 194





Richard E. Snyder

# A-R-TV Market Outlook: Smaller Gains

1964's "percentages of potential realized" are highest recorded since 1959.

By Richard E. Snyder, Economics Editor

The "expansion explosion" within our national economy continued its noisy booming in 1964, blasting most of the broad activity indicators to hitherto unattained heights. On the basis of comparative seasonally-adjusted annual rates for the third quarters of both years, we may estimate the following approximate gains in main GNP components, 1964 over 1963 (dollar basis): GNP +7 per cent; Personal Consumption Expenditures +7.2 per cent; Gross Private Domestic Investment +5.4 per cent; and Government Purchases of Goods and Services +5.5 per cent. Meanwhile, there was an estimated rise of about 8 per cent in Disposable Personal Income.

With billions of bucks flying in all directions the huge Appliance-Radio-TV industry could not fail to "garner-in" a sizeable batch. A year ago we estimated the 1964 total dollar sales potential for A-R-TV at \$11,493,000,000. This represented a rise of 5.2 per cent over the 1963 potential of \$10,928,000,000, the latter figure being 5.6 per cent larger than the comparative 1962 total. (See Table 1.) The slight lowering of the "potential" growth rate to 5.2 in 1964 from 5.6 in 1963 was predicted on the basis of an expected shrinkage in residential building. The final result for this field of activity probably will justify that prediction, inasmuch as the increase in actual building during the first 10 months of 1964 was 4.2 per cent over 1963, compared to a whole-year 1963 gain over 1962 of 6.3 per cent. By the same token, we expect the total A-R-TV sales potential for 1965 to show an increase of only 3.9 per cent over that of 1964 mainly because of an expected decline in multiple dwelling construction activity—the marketing area in which "builder sales" are centered.

Market "potentials," as such, can stand very well on their own feet as important measures of "what the market will bear," i.e., as targets or goals to shoot at. In this analyst's view, having a good "fix" on the potential helps to avoid the pitfalls of gross optimism as well as undue pessimism. The acid test, however, resides in the appraisal of actual results against the potential—and part of this annual effort is devoted to just such appraisals insofar as they relate to the "overall" picture.

Our preliminary estimate of "actual" grand total A-R-TV sales for the year 1964  
(Continued on page 56)

TABLE 2. 1965 Total Retail Store Sales Potential For A-R-TV Merchandise, By Regions And States

Region and State	1965 A-R-TV Sales Potentials For Retail Stores	% of U.S.
<b>United States</b>	\$7,971,000,000	100.00
<b>New England</b>	473,477,000	5.94
Connecticut	137,898,000	1.73
Maine	30,290,000	0.38
Massachusetts	235,144,000	2.95
New Hampshire	23,116,000	0.29
Rhode Island	34,275,000	0.43
Vermont	12,754,000	0.16
<b>Middle Atlantic</b>	1,691,446,000	21.22
New Jersey	337,173,000	4.23
New York	883,187,000	11.08
Pennsylvania	471,086,000	5.91
<b>East North Central</b>	1,655,577,000	20.77
Illinois	500,579,000	6.28
Indiana	200,869,000	2.52
Michigan	361,086,000	4.53
Ohio	427,246,000	5.36
Wisconsin	165,797,000	2.08
<b>West North Central</b>	624,927,000	7.84
Iowa	113,188,000	1.42
Kansas	86,884,000	1.09
Minnesota	134,710,000	1.69
Missouri	183,333,000	2.30
Nebraska	60,580,000	0.76
North Dakota	23,116,000	0.29
South Dakota	23,116,000	0.29
<b>South Atlantic</b>	1,036,231,000	13.00
Delaware	25,507,000	0.32
District of Columbia	59,783,000	0.75
Florida	243,116,000	3.05
Georgia	137,898,000	1.73
Maryland	135,507,000	1.70
North Carolina	156,232,000	1.96
South Carolina	70,145,000	0.88
Virginia	149,855,000	1.88
West Virginia	58,188,000	0.73
<b>East South Central</b>	374,637,000	4.70
Alabama	105,217,000	1.32
Kentucky	96,449,000	1.21
Mississippi	54,203,000	0.68
Tennessee	118,768,000	1.49
<b>West South Central</b>	628,913,000	7.89
Arkansas	53,406,000	0.67
Louisiana	110,797,000	1.39
Oklahoma	86,087,000	1.08
Texas	378,623,000	4.75
<b>Mountain</b>	306,882,000	3.85
Arizona	65,362,000	0.82
Colorado	82,898,000	1.04
Idaho	26,304,000	0.33
Montana	26,304,000	0.33
Nevada	18,333,000	0.23
New Mexico	35,072,000	0.44
Utah	38,261,000	0.48
Wyoming	14,348,000	0.18
<b>Pacific</b>	1,178,910,000	14.79
California	973,259,000	12.21
Oregon	74,927,000	0.94
Washington	130,724,000	1.64

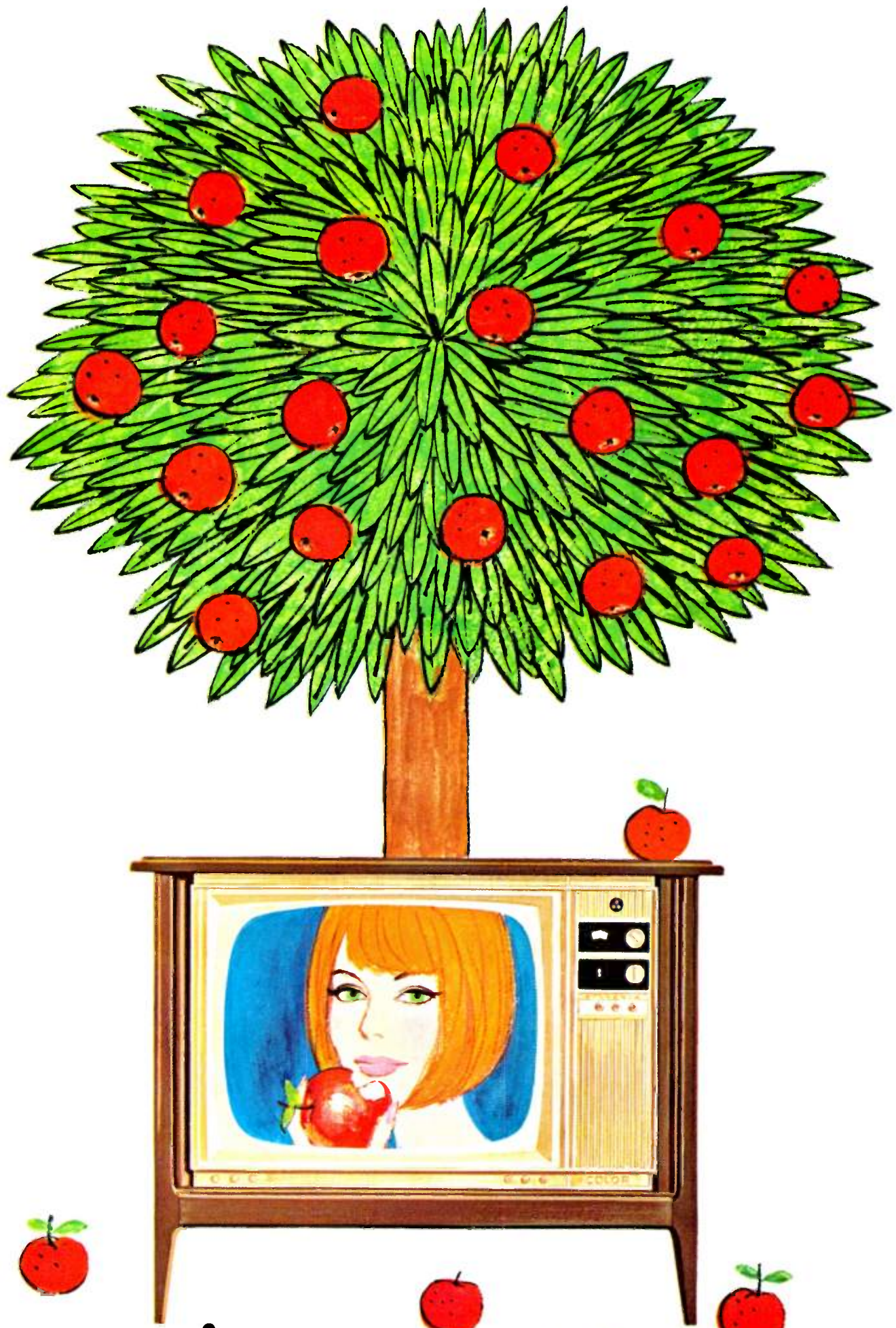
TABLE 1. 1965 vs. 1964, 1963, 1962, 1961, 1960, 1959, and 1958 Total Dollar Sales Potentials By Types Of Outlet

(All dollar figures are in millions; add 000,000)

Types of Outlet	% Change		1964	1963	1962	1961	1960	1959	1958
	1965	1965/1964							
<b>Measured Sales</b>									
A-R-TV Dealers, Dept. Stores, Furniture Stores, Hardware Stores (Combined)	\$ 6,761	+4.6	\$ 6,464	\$ 6,178	\$ 5,828	\$ 5,236	\$ 4,980	\$ 4,734	\$ 4,500
All Other Retail Stores	\$ 1,210	+5.0	\$ 1,152	\$ 1,091	\$ 1,023	\$ 935	\$ 887	\$ 836	\$ 781
<b>Total Retail Stores</b>	\$ 7,971	+4.7	\$ 7,616	\$ 7,269	\$ 6,851	\$ 6,171	\$ 5,867	\$ 5,570	\$ 5,281
<b>Non-Measured Sales (Blanket Estimate)</b>									
Mail Order Sales, House-to-House Sales, Utility Sales, Service Sales, Builder Sales (Combined)	\$ 3,969	+2.4	\$ 3,877	\$ 3,659	\$ 3,495	\$ 3,183	\$ 2,980	\$ 2,930	\$ 2,619
<b>Grand Total Potential</b>	\$11,940	+3.9	\$11,493	\$10,928	\$10,346	\$9,354	\$8,847	\$8,500	\$7,900
Estimated "Actual" Sales	?		\$11,167*	\$10,060R	\$ 9,323	\$ 8,456	\$ 8,405	\$ 8,660	\$ 7,580
<b>Percent of Potential Realized</b>	?		97%	92%R	90%	90%	95%	102%	96%

\*Advance estimate, subject to revision. R-Revised.





*Sylvania  
upsets the  
Applecart  
in color tv*



& Sylvania Franchised Dealers  pick the profit!

Sylvania TV  
with the

**color bright 85<sup>®</sup>** picture tube!

Now! From \$398.70 straight through to new rectangular sets

*This*  
is the 1965 Sylvania  
Profit Line in color

...with the greatest advance in TV—  
the color bright 85 picture tube



Model 21C17W. Contemporary 21" color TV. Grained vinyl clad, finished in Walnut. Also available in Mahogany finish, Model 21C17M.



Model 21C17K. Early American 21" color TV. Maple grained cabinet.



Model 21TC10N. Contemporary 21" Table Model with color bright 85 tube at a new low price! Legs optional.



Model 21LC32W. Contemporary 21" color TV. Walnut grained finish. Also available in Mahogany finish, Model 21LC32M.

Model 21LC31W. Contemporary Lowboy 21" Color Console. Two 6-inch speakers. Walnut grained finish. Also available in Mahogany, Model 21LC31M.



Model 21LC32K. Early American 21" color TV. Maple grained finish.

21" is overall diagonal measure; 260 sq. in. viewing area  
25" is overall diagonal measure; 300 sq. in. viewing area

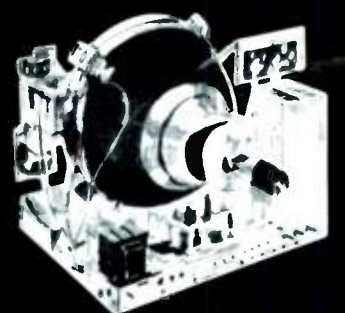
Only Sylvania makes the color bright 85 picture tube with rare-earth phosphor Europium... plus.

Plus a patented process of applying screen phosphors... plus Sylvania control of phosphor manufacture and an exclusive milling technique... plus Sylvania-made tubes and solid-state components in the all-new color bonus chassis.



Now—the most advanced color chassis in TV

The new color bonus chassis designed and built by Sylvania from start to finish. Here's new power to keep the color bright 85 tube the brightest in sight!





Sylvania goes all-out to keep your sales rolling where the profits are...in **color**

Something brilliant happened to TV when Sylvania introduced the color bright 85 picture tube! Suddenly there was a bright new difference you could see—a difference you could sell. And ordinary color tubes became old-hat. Thousands saw it during the coast-to-coast Color TV Performance Poll. Sylvania was chosen best by more than 66% of the viewers for brightness, clarity and all-around performance!



*Here's the newest look in color*

...with the new Sylvania 25-inch rectangular color bright 85 picture tube



Model 25LC10M. Contemporary 25" Color Console. Genuine Mahogany veneers and hardwood solids.



Model 25LC10K. Early American 25" Color Console. Here is the characteristic charm and warmth of Colonial styling in genuine Maple veneers and hardwood solids.

**Exclusive Color Level Monitor**—makes color tuning easier than anything that's come before! Keeps the color level constant at all times. When tuning, while changing channels. Even through outside interference.

**Automatic Degaussing**—built-in circuitry purifies color. It's automatic when the TV goes on.

**Distortion Killer**—no "border sag" on Sylvania's new 25" rectangular tubes. Built-in push-pull circuit keeps pictures stable, framed just-right on the tube.

**Contrast Amplification**—a new Sylvania Strap Frame Grid Video Amplifier tube provides increased contrast in the color as well as increased sensitivity.

**New Servicing Features**—Sylvania has included extra chassis features to make the serviceman's job an easier one... and faster! Plug-in tuner and control panel. Centralized color tube set-up control panel. "Floating" convergence control panel.



*follow the Apple*

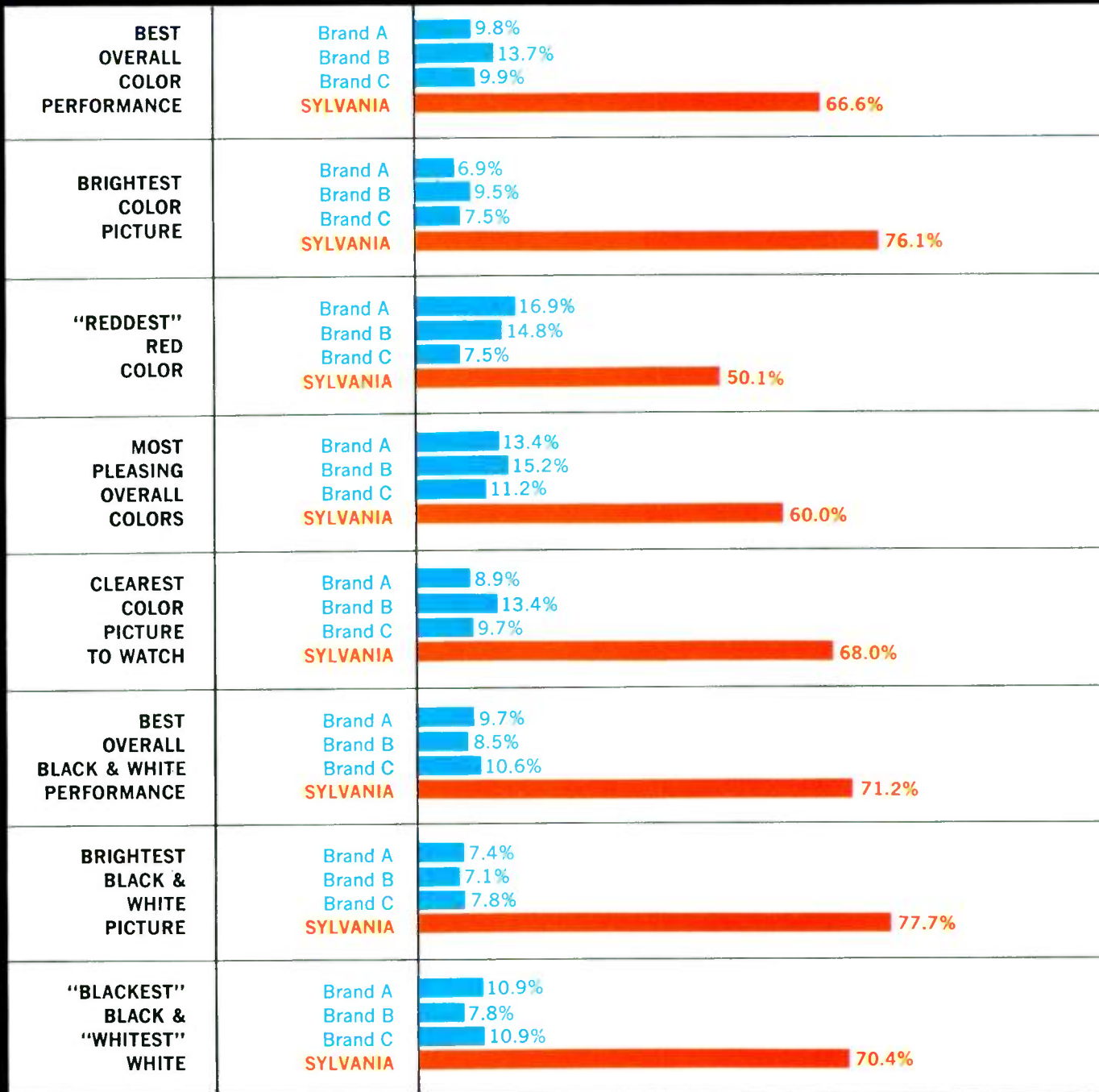
It's going to lead Sylvania Franchised Dealers to a big new profit harvest in color TV!



**PROOF POSITIVE:**  
*Sylvania Upsets  
the Applecart in Color TV...*

Here's how your prospective color TV customers voted in judging four leading color TV manufacturers in the most challenging performance test that could be devised...

**NEW SYLVANIA COLOR TV WINS BY A LANDSLIDE!**



Test made under supervision of John S. Henderson and Associates. Note: Not all people answered all questions — votes tabulated for 100% of answers to each.

**Plus** a complete merchandising program and powerful consumer advertising campaign that directs your profits where the sales are—in color! Get the details at your local Open House.

*This*

is the profit line that puts you in the picture. Sylvania is the total opportunity franchise... the one that combines key product advances like color bright 85 tube with a policy dedicated to more dealer profit.

**SYLVANIA**  
SUBSIDIARY OF  
GENERAL TELEPHONE & ELECTRONICS **GTE**





# Who's At The WINTER MARKETS?

Following is a list of manufacturers who will be exhibiting products or maintaining hospitality suites in Chicago during the Winter Home Furnishings Market and the Home Entertainment Exhibit (Jan. 3-14):

- Admiral Corp.** — Permanent Salon, 643 N. Michigan Ave.  
Hospitality Suite — Pick Congress Hotel
- Amana Refrigeration, Inc.** — Merchandise Mart, room 1127
- Brown Stove Works, Inc.** — Furniture Mart, space 549 A
- Channel Master Corp.** — Hospitality Suite — Conrad Hilton # 2239-40  
open 9 a.m. to 8 p.m.
- Concord Electronics Corp.** — Hospitality Suite — Avenue Motel,  
Michigan Ave.
- Delmonico International** — Furniture Mart, space 545 D  
Hospitality Suite — Watertower Inn, opens 6 p.m.
- Fridgette/National** — Essex Inn
- General Electric Co.** — Edison Bldg., Clark & Adams, open 9 a.m.  
to 5 p.m.
- Gibson Refrigerator Co.** — Ambassador East, 1300 N. State Pkwy.  
Hospitality Suite — Ambassador East, 7th Floor, open 5 to 8 p.m.  
January 3rd, 4th and 5th
- Guild Radio & TV Corp.** — Merchandise Mart, room 1525; Furniture  
Mart, room 436
- Hardwick Stove Co.** — Furniture Mart, room 1530  
Hospitality Suite — Sheraton Chicago Hotel, penthouse, opens  
4:30 p.m.
- Hamilton Mfg. Co.** — Continental Hotel, Consulate Room
- Hitachi Sales Corp.** — Essex Inn, 2nd Floor, Rms. 47 and 48
- Hotpoint Div.** — Hotpoint Display Center, 68 W. Adams St., Hospitality  
Suite — Palmer House, Suite 2368-9, open 5 to 7 p.m.
- Kelvinator Div.** — Drake Hotel, M 10 and M 11
- Magnavox Co.** — Palmer House, Victorian Room
- Matsushita Electric Corp. of America** — Essex Inn
- The Maytag Co.** — Merchandise Mart, room 11700
- Norge Div.** — Merchandise Mart, space 234
- Philco Corp.** — Hospitality Suite — Ambassador East Hotel, 1300 North  
State Pkwy., Suite 1705 - 1708, Open 9 a.m. to 9 p.m.
- Pilot Radio Corp.** — Sheraton Blackstone Hotel, Suite 608-609-610
- Revere Wollensak Div.** — Merchandise Mart, space 249
- G. D. Roper Sales Corp.** — Merchandise Mart, 11th Floor
- Sharp Electronics Corp.** — Congress Hotel, Roosevelt Room,  
Hospitality Suite — Congress Hotel, open 6 - 10 p.m.
- Sony Corporation of America** — Essex Inn, Suites 50 & 51
- Speed Queen Div.** — Merchandise Mart, space 1160-61
- Sunray Stove Co.** — Lake Tower Motel, Lakeshore Dr. at Ohio St.,  
Hospitality Suite — Pier Room East, 9 a.m. to 9 p.m.
- Sylvania Electric Products** — Sheraton Blackstone Hotel, The Presidential  
Suite
- Symphonic Radio & Electronics Corp.** — Essex Inn, 2nd Floor, Space 56
- Webcor Sales Co.** — McCormick Place, Booth 557-9-61-63
- Whirlpool Corp.** — Hospitality Suite — Palmer House Towers, room  
2334-W, opens 5 p.m.

## Coming EVENTS 1965

Jan. 25-28: American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc. Semi-annual meeting and show, Conrad Hilton Hotel, Chicago.

Feb. 21-23: Institute of Appliance Mfrs' 33rd Annual Convention, Sheraton-Park Hotel, Washington, D. C.

Feb. 24-26: National Warm Air Heating and Air Conditioning Ass'n 51st Annual Convention, Netherland Hilton Hotel, Cincinnati, O.

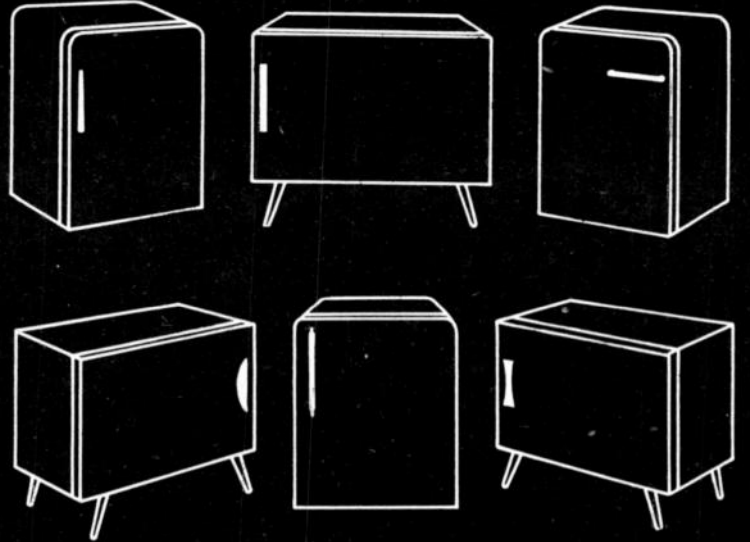
Feb. 25-26: National Wiring Bureau. National Wiring Sales Conference. Sheraton-Jefferson Hotel, St. Louis.

March 18-19: Annual Washington Conference on Business-Government Relations in Marketing. Shoreham Hotel, Washington, D. C.

March 31-April 4: The 1965 Electronic Parts Distributors Show, New York Hilton and Americana Hotels, New York.

## TWO WAYS TO EARN \$50 PROFIT

1.



SELL 6 (or more) INEXPENSIVE IMPORTS

or 2.



SELL 1 AMERICAN MADE ACME!

Bank statements read in dollars, not in units sold; "how you look at the bank" depends on the final, righthand figure on your statement, and that figure depends on profit, *net profit!* Turning over units will produce a larger gross profit, but the realistic end-result of business effort is the *net*.

Dealer-conscious Acme compacts are geared to that end-result. From the picture above, start figuring that you will eliminate up to *eighty-seven and one-half percent* of selling costs, handling and service. Using your own cost figures and estimates, see for yourself the all-important difference in *your net profit*.

And Acme products never forget our customers (yours and ours): they represent a luxury market . . . they want a luxury product. With Acme, you can show them just that: they see immediately the solid, American-built construction and decorator styling and you give them a guarantee that really means something.

Acme compacts *show* thirty-four years in the business; Acme policies *show* thirty-four years experience in depending on good dealers as business partners at the sales end. But there's more — much more — dealer good-news in Acme-National Refrigeration Products . . . write for the Acme selling story; it begins with the "how" of painstaking quality design and production controls . . . and ends with customer satisfaction — and *yours!*

"where inches count"  
**ACME**

**NATIONAL REFRIGERATION CO.**  
P.O. BOX 188, ASTORIA 5,  
NEW YORK

For more facts, use Request Card and circle No. 196

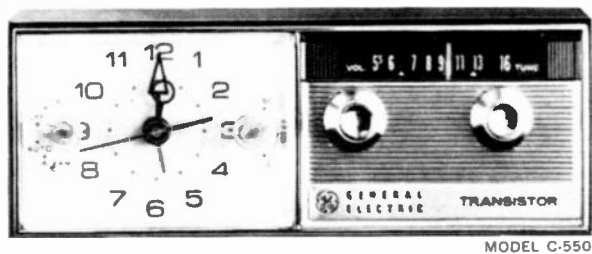


Who's putting the new excitement  
in radio today?

General Electric.

No wonder G-E radios move twice as fast  
as any other make!

You can't afford not to sell the line that brings  
you America's largest selling miniature clock-radio.



MODEL C-550

That brings you this new style in multibands.

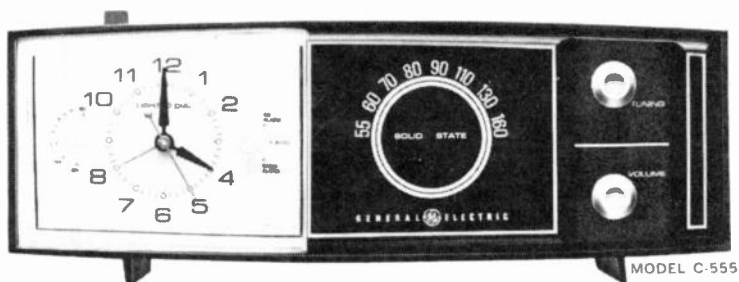


MODEL P-965

MODEL P-968

MODEL P-975

That brings you this new low, sleek look.



MODEL C-555

Innovative?

Yes.

Saleable?

Just watch them go.

Stick with the line that gives you  
the big news in radio —  
G.E.

GENERAL  ELECTRIC

For more facts, use Request Card and circle No. 197

WRH



# Edgar J. Buttenheim Dies At 82

Publishing career that began at age 15 continued through start of new publication just launched in January, 1965.



Edgar J. Buttenheim  
Photo by Fabian Bachrach

Edgar J. Buttenheim, founder and chairman of the board of the Buttenheim Publishing Corp., which issues MART Magazine and five other business publications, died last November 23 at the age of 82. His long career in publishing (he was regularly in his office for a full day's work until his sudden death) began at age 15, when he went to work for the *Street Railway Journal* on the early death of his father, and extended to his active interest in the development of *Engineering and Construction World*, a new magazine, in five languages, being launched this month by the firm he founded.

In 1911, Mr. Buttenheim and his brother Harold purchased *The American City*, then a small insolvent publication. They built it into a magazine leader in the field of municipal management and engineering. At the same time, they developed other publications: *Contractors and Engineers Magazine*, created in 1920 for the heavy construction field; *Municipal Index*, an annual; and *American School and University* in the educational field.

In 1913 the two Buttenheim brothers also founded The American City Bureau, Inc., a fund-raising organization, which has raised millions of dollars for Community Chests, Young Men's Christian Associations, schools, colleges, and similar agencies.

"But these were not the reasons that Mr. E. J. occupied a special place in the hearts of those around him," says Editor William S. Foster in his tribute in *The American City*. "He had that quality of warmth that inspired loyalty and stimulated confidence. The door of his office always was open. Everyone, from the most recently hired messenger boy to the most veteran editor, advertising solicitor or circulation manager could and did enter through his door and bring his problems frankly to him. He remembered personal things about an individual that made one feel he was not simply a cog in a business machine, but a vital part of a dynamic and progressive organization.

"Some way or other, one always felt that Mr. E. J. was eternal. When we thought at all about his age, it was only to give us confidence that a man does not lose his usefulness merely because of the dictates of the calendar. While he was small physically, he exuded life and vitality. . . .

"His philosophy of life was perhaps his most important attribute. He did not accept negative thoughts. One of his most cherished quotations was that of Ralph Waldo Emerson: 'There is no defeat except from within, no insurmountable barrier except your own inherent weakness of purpose.'"

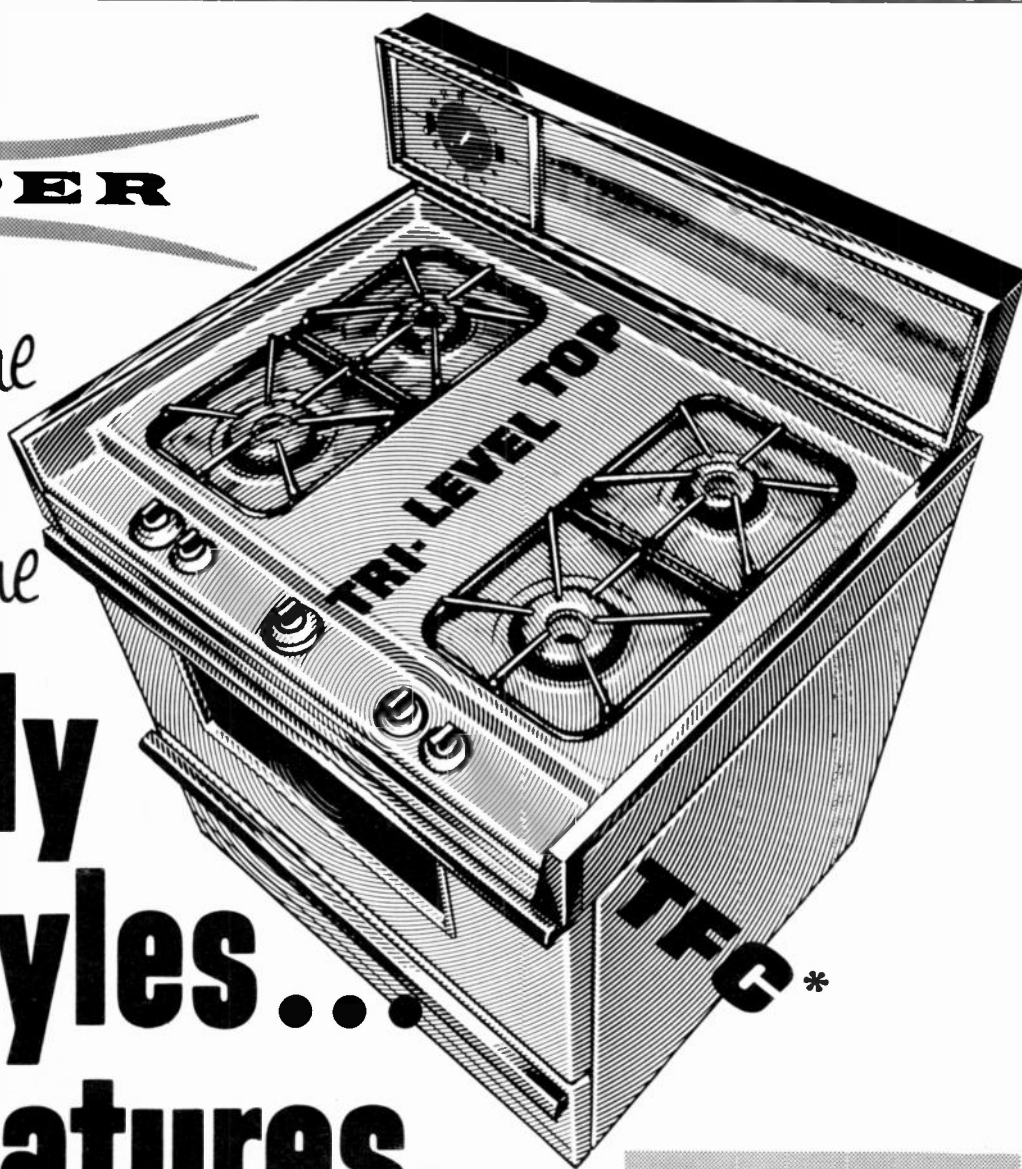
Born in Jersey City, N. J., Mr.

Buttenheim was one of seven brothers and sisters. He is survived by his brother Arthur W. Buttenheim, his three sons (all principals in the firm that he established), three daughters, and 21 grandchildren. ■

**ROPER**

thru the  
whole new,  
full new line

**totally  
re-styles...  
re-features  
'65 gas ranges**



*the most see-able, sell-able features on your floor!*

for 1965: no minor face-lifts, no tack-on gadgetry!  
New TRI-LEVEL TOP . . . side panels fit flush with countertop, dripless cook top at lower, easier-to-use height (34 $\frac{1}{8}$ " ), and TFC (top front controls) mounted on third level—below and away from heat and cooking utensils—in new easy-see, easy-set upright position. You have the two new and terrific see-able, sell-able features all through the only totally new, full new 30-inch and 36-inch lines! You're really in the range business—in '65 with Roper!

**ROPER**

**IS ON  
THE GO!**

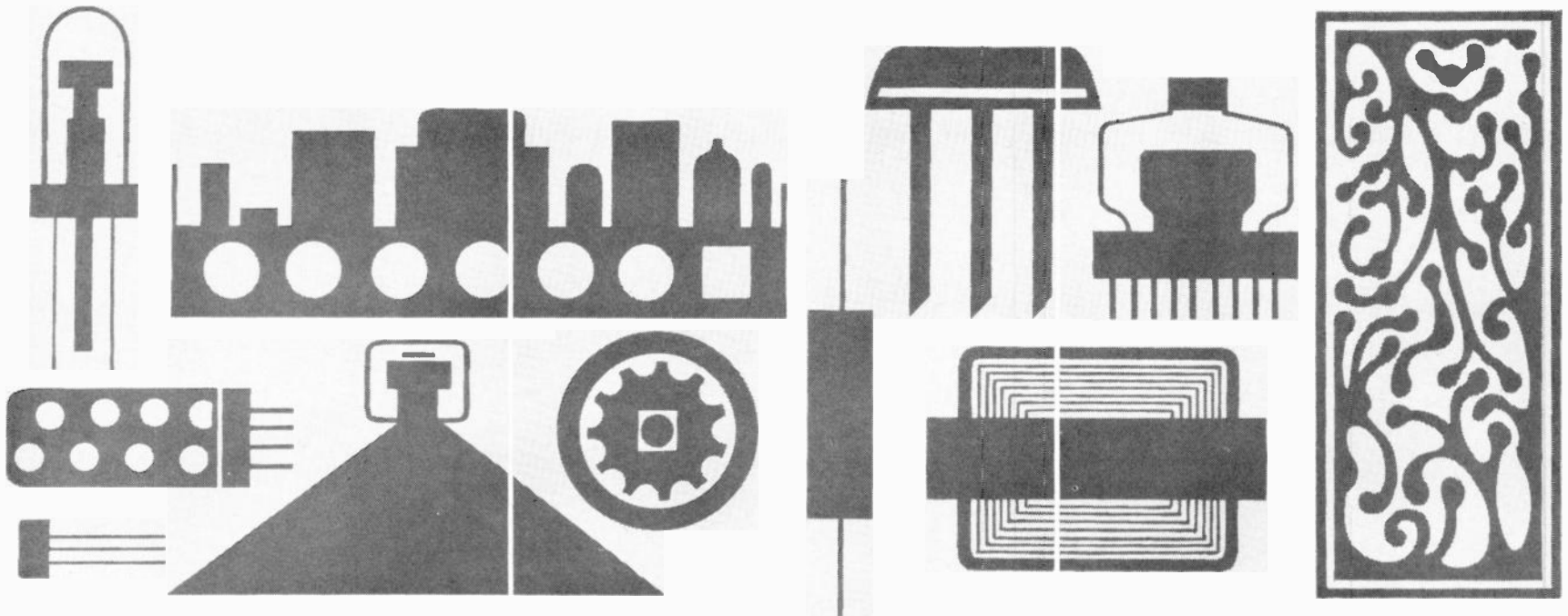
**GO...  
GROW...  
WITH  
ROPER!**

**GEO. D. ROPER SALES CORPORATION Kankakee, Illinois**

For more facts, use Request Card and circle No. 198



where "the state of the art" is heading...



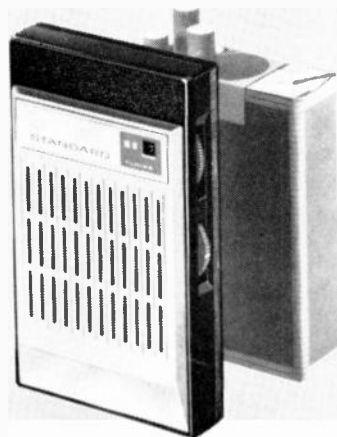
...there **STANDARD** is staying ahead



**Model SR-H436**

Your customer favors "something different"?

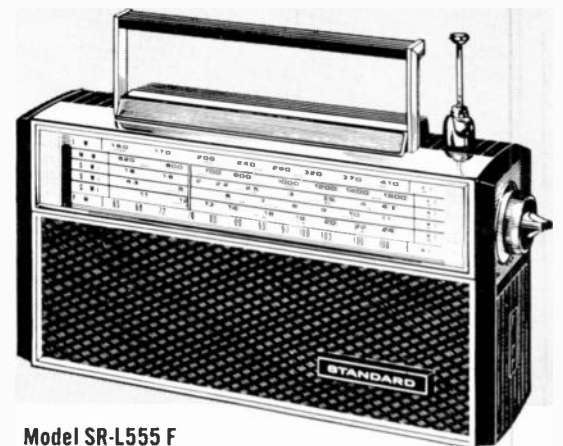
This conversation-piece and companion-piece to other "Micronic Rubies" owes its distinction to dynamic symmetry... the ancient Greek idea of beauty of proportions. Besides, its exact dimensions are startling... 1 1/8" x 2 1/8" x 7/8" ... and that's tinier than the smallest pack of cigarettes! True superhet, 8 transistors, 1 diode, 1 thermistor... even a large ferrite core antenna for greater sensitivity. A particular pleasure to sell to a particular buyer. Profit and pride for you... at \$39.95.



**Model SR-F415**

Your customer will be sold on YOU!

That is one lasting advantage of selling him on the world's thinnest radio. For here is a pocketable receiver without the usual bulge, even in a vest pocket. As a gift, it can be engraved on its faceplate with initials, etc. Your customer will come back to you, on the strength of your selling him Model 415. But it won't be flooding the market in 1965... even Standard's giant factories find it hard to keep up with world demand for radios of this quality. Six transistors yet "big set" tone and volume. One-finger tuning, Superhet. Profit and pride for you... at \$14.95.



**Model SR-L555 F**

You are waiting on a finicky customer?

Win him with the exceptional tuning ranges of this Standard® FM-AM-SW & LW receiver. Let him test operate it throughout its ranges so he appreciates its precision-engineering attainments, its tone control. If he is sophisticated, so are its features! 450 MW power output, 2 3/4" by 4 1/4" dynamic speaker, 12-transistor superhet circuitry, audio jack, dial light, full-time AFC. Profit and pride for you... at \$99.95.

**A Retailer is entitled to both...profits and pride!**

You know where the hot sales area is, in radios! It's in *micro-miniaturization*. This is the field, the special sector, that Standard has made its own. Here Standard leads.

Proof? Five... count them, five... successful models of the original Micronic Ruby. And a sales increase in 1964, *all* products, of 228%... just one year's progress!

*Imitated?* Oh yes, at long last. Although the Micronic Ruby is still the world's smallest radio, another manufacturer has come out with an almost same-size case.

But the trade may have to wait a while for this one to equal Standard's engineering *inside* the case. Less than 2% of all Standard radios sold in the U.S. have required any service.

And retail merchants do not overlook the mark-up they have been getting, due to freedom from local competition... 30%, 35%, even on one model, 48%!

Stay with *the state of the art*... stay with micro-miniaturization... stay with Standard!

**STANDARD RADIO CORP.** 410 East 62nd Street, New York, N. Y. 10021 • 212 TE 8-4040

For more facts, use Request Card and circle No. 199









**RCA  
VICTOR**

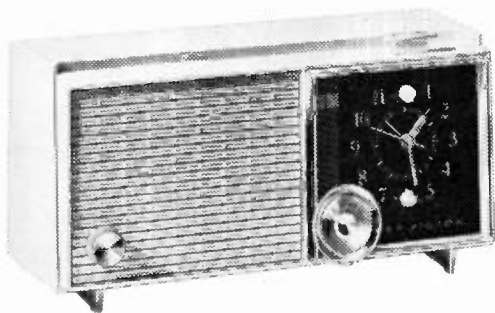


**COME IN &**

Your '65 action starts right now



Offer true-to-life Color TV . . . then stand back and get ready for plenty of action! **The Chandler** (GF637), all-round, all-channel performer.



Wake up sales with this precision-engineered clock radio! **The Slumberette** (RGD24) has Automatic Drowse Alarm, automatic "wake to music" feature.

Budget-priced 8-transistor radio! **The Thor** (RFG25-G) uses two economical "D" cells. Complete with earphone and batteries.



Offer handsome 8-transistor radio that can pay for itself! **The Marathon** (RFG20) runs on two long-life, low-cost "D" batteries—has exceptional pulling power.



# COMPARE

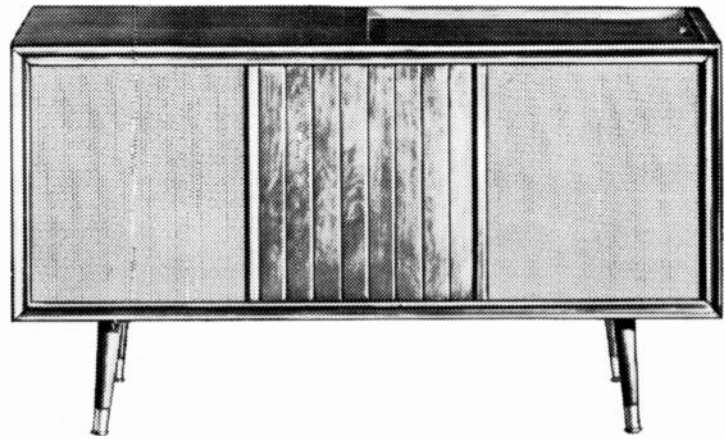
with this crowd-pulling promotion!



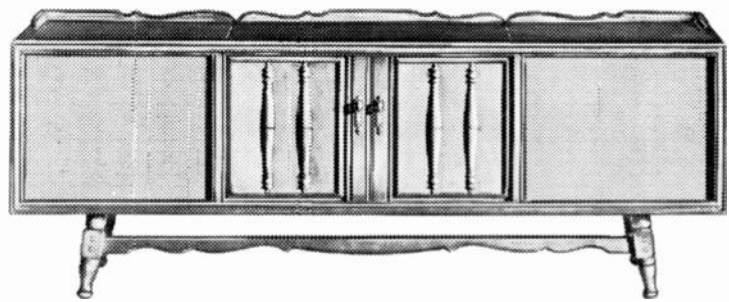
**DAYS...  
ARE HERE  
AGAIN!**



Talk about pulling power . . . this big-screen, black and white console has it to spare! **The Taunton (CF274)** delivers crisp, clear pictures even on hard-to-get channels.



Music to your ears! You'll ring up sales galore with this value-packed RCA Victor Stereo combination, **The Bryce (VFT22)**.



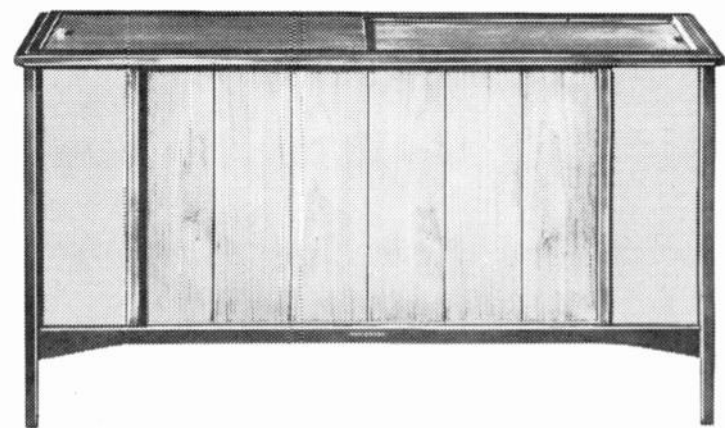
Big six-speaker sound gives faithful musical reproduction. New luxurious all-wood 72 in. cabinet. **The Maryville (VFT31)** can't miss getting big response!



RCA Victor Solid State portable stereo in rugged "Duralite" case with 4 big speakers. **The Skyjet (VGP59)** warms up instantly, has no tubes to burn out.

**The Warbler (VFP19)** is packed with higher priced model features including 4-speed Studiomatic Changer, True-track Tone Arm.

Ask your distributor how you can use portable stereo stands as an extra sales booster!



Realism that rivals the concert hall! End-fired oversized speakers offer best possible stereo separation from a compact cabinet—only 4 ft. wide—**The Norra (VFT26)**.

This year's "Come in and Compare Days" event promises to be an even bigger business-builder than last year's great success. So—call your RCA Victor distributor now. Make sure you have plenty to show—and *sell!*



SEE WALT DISNEY'S "WONDERFUL WORLD OF COLOR," SUNDAYS, NBC-TV NETWORK

"HIS MASTER'S VOICE"



The Most Trusted Name in Electronics

For more facts, use Request Card and circle No. 200 Tmk(s)®



# BUILT FOR RUGGED PERFORMANCE & ECONOMY

the way you'd want a TV Built

- New circuitry, rotary type tuner, pressure-proof safety glass shield, built-in U.H.F. tuner, sturdy cabinet,.....
- All combine to provide extra durability and economy.
- Smartly-styled compact personal TV that makes handsome addition to any room.
- Bright full-size picture on 11" screen-crisp even in fringe areas.
- Designed for customer satisfaction and priced to spark sales.

**All channel - 11" Portable T.V. receiver**

## **AIWA 11T-04**

Suggested List Price **\$ 99.95**

### ■ SPECIFICATIONS

Channel Coverage: V.H.F. 2-13 channels (U.S.A.)  
U.H.F. 14-83 channels (U.S.A.)

Picture Tube: 11" 114° Deflection

Tubes: 11

Diode: IN60A...1, IN60P...2, SD82...1, SD-1...1

Maximum Sensitivity: input signal voltage less than 45 db.

Antenna Input Impedance: 300 ohm balanced

Audio Output Power: more than 0.5 watt

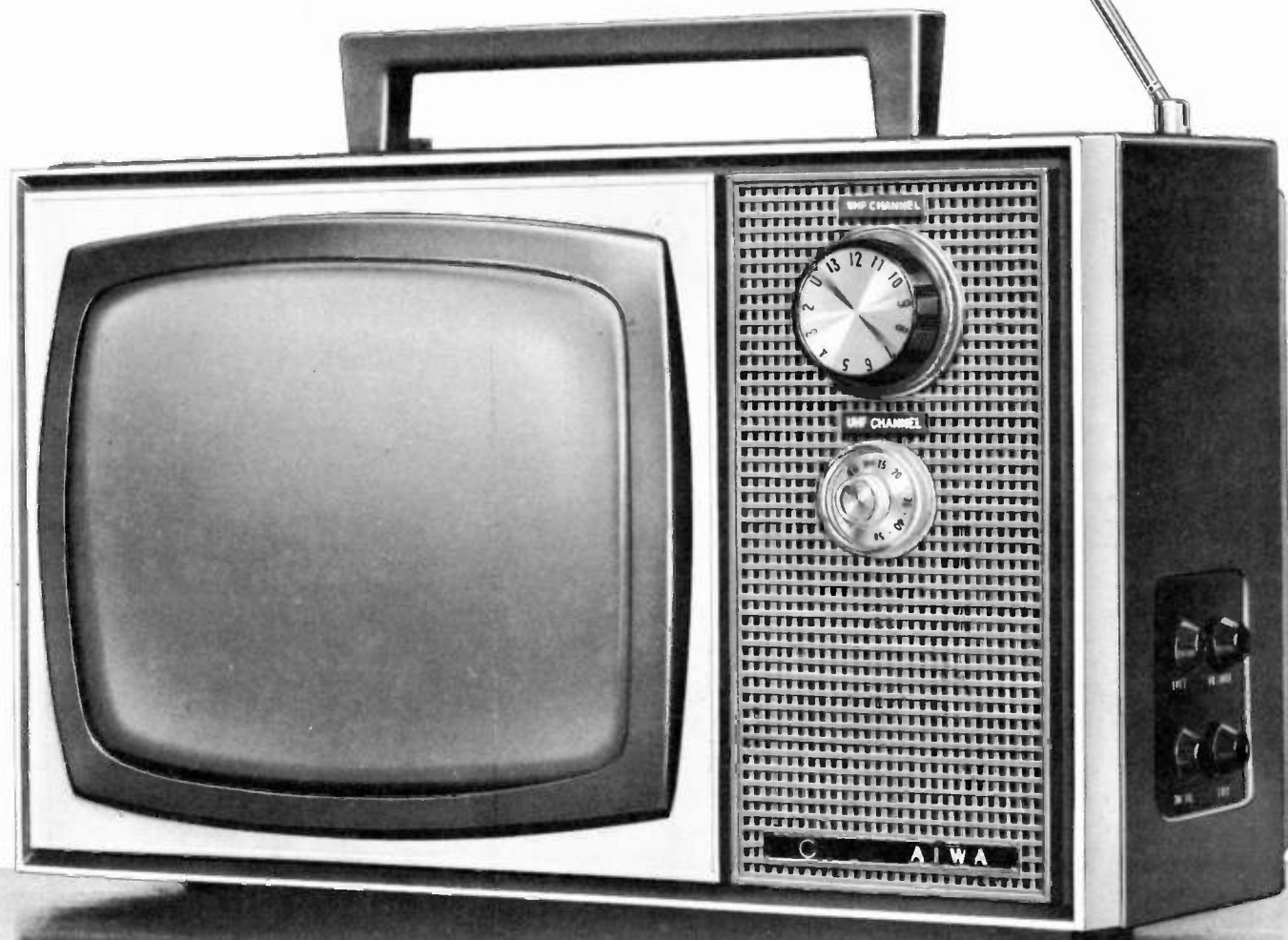
Power Source: 117V A.C. 60 c/s (Power Consumption 110 watts)

Size: 16 3/8" (width) x 12 3/8" (height) x 9 3/8" (depth)

Weight: 18 lbs. (Net)

### ■ ACCESSORIES

V.H.F. Rod Antenna (built-on)/U.H.F. Ring Antenna (externally adaptable)



## **AIWA**

### **SELETRON INTERNATIONAL CO.**

4215 WEST 45TH STREET, CHICAGO, ILLINOIS, 60632/TWX:910-221-2709

CABLE:SELECTINTL AREA CODE: 312 254-7900





# RETAIL ROUNDUP

**AKRON** — Business here was described as good but retailers are skeptical that it will surpass last year's volume. Brown goods were said to be holding their own with color TV leading the product parade. Home laundry sales were described as steady with a noticeable increase in the number of dryers sold. One dealer remarked that consumers are increasingly asking to see both washers and dryers whereas in the past their primary wish was to buy only the washer with the thought of purchasing a dryer at a later time.

**ATLANTA** — "Generally good business" was the comment of most retailers in this city. At the same time, however, several independents were filing Chapter XIs. (Their competitors were blaming suburban shopping centers.) Clothes washers and refrigerators were said to be moving well, as were electric housewares. Brown goods business was called "steady, and over last year."

**BOSTON** — Color TV was called the "top" product by some retail and distributor sources. However, other retailers claimed a recent price war conducted by one of the major department store chains hurt their color biz. New UHF station (channel 38) has had no noticeable affect upon the sale of converters here. Stereo moved at a steady pace. Home laundry equipment showed some gains over last December.

**DENVER** — Good but not sensational was the pre-Christmas report on business in this city. Brown goods were leading the sales parade while white goods business was described as slow. Dealers noted a pickup in clock radio business, and reported radio sales in general were the best they've seen them in recent years. Housewares were running slightly ahead of last year.

**LOS ANGELES** — Retailers out here were most enthused about housewares sales. Dealers reported that toothbrushes, Teflon frypans, knives, and hair dryer sales were running well ahead of last year. One retailer reported a near sellout on most of these items. Brown goods sales were said to be excellent also, particularly in color TV.

**MEMPHIS** — Sales started out slowly here the beginning of December but in the past few days have increased to near record proportions. Best movers are 19-in. portable TV's, color TV, stereo units, and a wide variety of housewares including electric knives, toothbrushes, and shoe polishers. Range and refrigerator

sales were also reported to be up over last December.

**MIAMI** — Color TV moved at a "phenomenal" rate, according to most retailers. Stereo was also said to be a "booming" business. Portable black and white television receivers — in all sizes — were running at a steady pace. Refrigerator-freezers and dishwashers did fairly well. Laundry equipment sales were below last December's level. One major retailer noted a trend toward eye-level ranges, and claimed the product is taking over some of the high-end free-standing range biz.

**NEW YORK** — "Excellent" Color TV biz here due to promotion by Con Edison, New York City utility, according to dealers. One major distributor noted a trend toward consumer preference for higher-priced clothes dryers (while washers continue to be part of a price lure). This same source realized "great" upright freezer sales, due to promotion. Dishwashers and eye-level ranges moved well, while refrigerator sales were down.

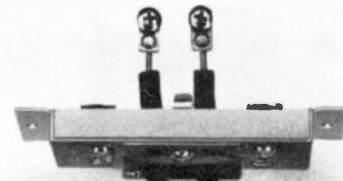
**PHILADELPHIA** — "Excellent" business was reported by dealers. Color TV was the "brightest" product; some sources noted sales gains over December '63 of up to 50 per cent. Stereo was also said to be very strong. White goods made a surprisingly strong showing. The tail-end of local support of "Waltz Through Washday" was credited with good clothes dryer business (both fuels). A promotion in behalf of dishwashers by the local utility helped make this a popular product. Black and white portables were holding their own.

**SALT LAKE CITY** — Business here continues to be excellent in most product categories. Color TV sales are up considerably from last year, but stereo business is just fair. Portable TV sales continue to be good with a heavy interest in 16-in. models. Electric housewares, particularly knives and blenders were selling especially well during the days immediately before Christmas.

**SAN ANTONIO** — Retailers reported an excellent pre-Christmas holiday shopping period. Portable TV sales were described as way ahead of last year. Color sales were up but not as much as some sources had anticipated. Housewares sales were exceptionally good with the heaviest volume in electric knives. Dealers reported the best year yet for toothbrushes.

□ Another hot idea from Chromalox

**fits  
88%  
of all  
electric  
ovens!**



**This patented Chromalox hinged mounting plate eliminates receptacle blocks, installs in less than 20 minutes.** Let's say

you go out on an oven service call. The old center-mounted unit can't be fixed. Now . . . do you spend 2 weeks searching or waiting shipment for a replacement? You do not. You pull from your truck a Chromalox all-purpose bake unit (either 13" ROA-N or 20" ROA-W) with the patented Hinged Mounting Plate. You remove the receptacle block. In that opening—no matter what size it is—you install the ROA-N or ROA-W in 15 to 20 minutes! Besides fast service, Mrs. Range Owner gets a bonus: the hinged Chromalox unit swings upward to make cleaning a breeze. Chromalox: the Company you count on to be first with new servicing aids for electric ranges, water heaters, and dryers.

**Write today for Chromalox Oven Unit Cross-Reference Chart M30300.**



**CHROMALOX**  
electric range units

**EDWIN L. WIEGAND COMPANY**  
7759 Thomas Blvd., Pittsburgh, Pa. 15208  
STOCKED BY DISTRIBUTORS WITH YOUR PROFIT IN MIND

WM-450

For more facts, use Request Card and circle No. 202



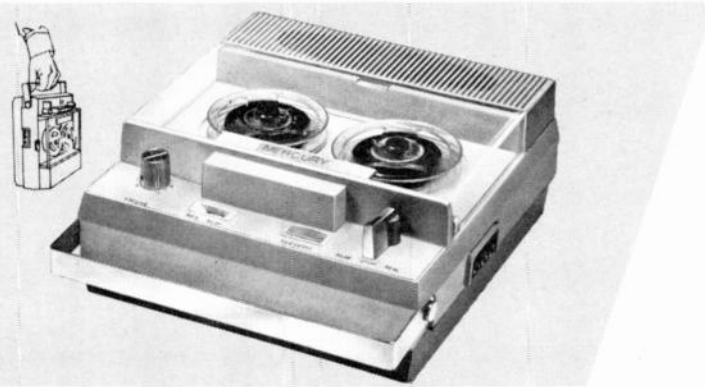
# MERCURY IS ON THE MOVE!



## NEW! RP5000 PORTABLE RADIO-PHONOGRAPH

It's an all-transistorized radio and phonograph that plays all size, all speed records, monaural and stereo. Weighs only 5 lbs., measures 11" x 6½" x 4". Features plug-in stereo cartridge and diamond stylus, each with 10 year guarantee; ticonal, distortion-free speaker; automatic shut-off; weighted turntable; solid state circuitry; professional-performance tuner; independent radio-phonograph switching; heat-free operation with drift and fade eliminated; break resistant case. Plays for months on 6 standard flashlight batteries. Retail \$59.95

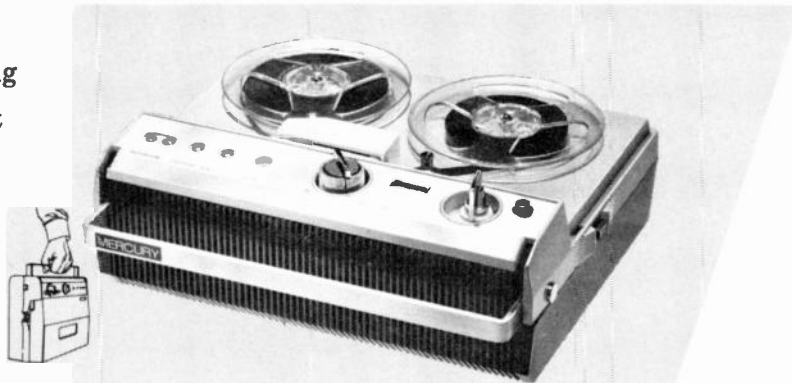
# WITH 3 EXCITING NEW PORTABLES



## NEW! TR 3300 PORTABLE TAPE RECORDER

Can be played even while being carried. Weighs only 5¾ lbs., measures 8½" x 9" x 4". Features capstan drive, the same system found in professional units; 2-speed operation; dual track recording; remote control on-off switch; solid state circuitry; break resistant case. Plays on 4 standard flashlight batteries. Includes 3¼" reel, tape, microphone and magnetic earphone. Retail \$59.95.

In '64 there were three top-quality, fast-selling Mercury portables. Now there are six—and wait 'til you see the new ones move! They're designed and priced for gift-giving and for people on the move, and they're moving Mercury straight to the top! Advertising? Merchandising? Promotions? All it takes to get to the top—fast! Make your move today. Call your Mercury distributor, or write: Mercury Record Corp., Home Entertainment Division, 35 East Wacker Drive, Chicago, Illinois 60601.



## NEW! TR 3500 PORTABLE TAPE RECORDER

Dual motors in capstan drive guarantee matchless performance every time. Includes 2-speed operation; dual track recording; remote control on-off switch; solid state circuitry; break resistant case; 5" reel, tape; microphone and magnetic earphone. Weighs 8 lbs., measures 12" x 9" x 4½". Plays on 4 standard flashlight batteries.

Retail \$89.95.

## COMING TO THE SHOW?

Visit our offices  
and see the new  
1965 Mercury line

**Now Increase your sales with the complete line of Mercury Portables for people on the move!**



AG 4126; Deluxe All-Transistor Portable Phonograph has big 7" ticonal speaker, weighs only 8 lbs.! \$59.95



AG 9125; The finest in Basic Home Stereo Equipment, portable or permanent! \$139.95



AG 4000; The Compact, Battery Operated Phonograph that goes and plays everywhere! \$39.95

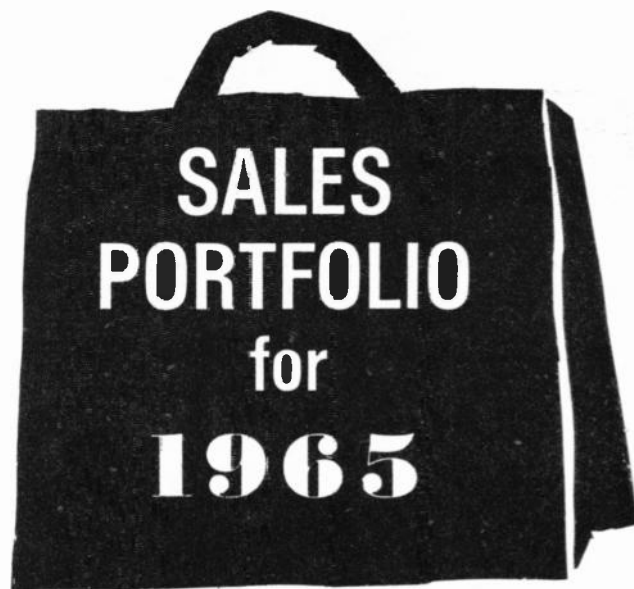


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**A collection of display, promotion, advertising, and management ideas that may be adaptable to your store.**



**COST COMPARISON**—Reminder to consumers that color TV today costs no more than early small screen black-and-white sets is contained in display in Sid's Appliance Center, Tucson, Ariz. Jerry Alpert of store is shown with receiver, sign on which reads: "Now color TV at the price of black-and-white. This RCA Victor TV was advertised in 1948 by Sid's stores in Boston with a total selling price of \$381. This price would be equivalent to \$550 in current dollar value. So you see, how you can have beautiful living color in your home at a better price than your old black-and-white set."



**REASON FOR BUYING** is provided in "Ideal for . . ." signs spotted on bigger ticket electric housewares displayed by Walker Scott, five-outlet department store operation in San Diego County, Cal. Example of another sign is one reading, "Ideal for Indoor Barbecues . . . Rotisserie Ovens . . . Glorious, Golden Browning." Scott's housewares buyer says signs have proven effective, furnishing prospects with reasons for buying products they might not normally.

### Free Insurance Premium Makes Novel Giveaway

**1** Here is a promotion for long-term customer goodwill that involves no merchandise, no advertising, and almost no work on the part of the dealer, and it is virtually guaranteed to keep the store favorably in the consumer's mind for years:

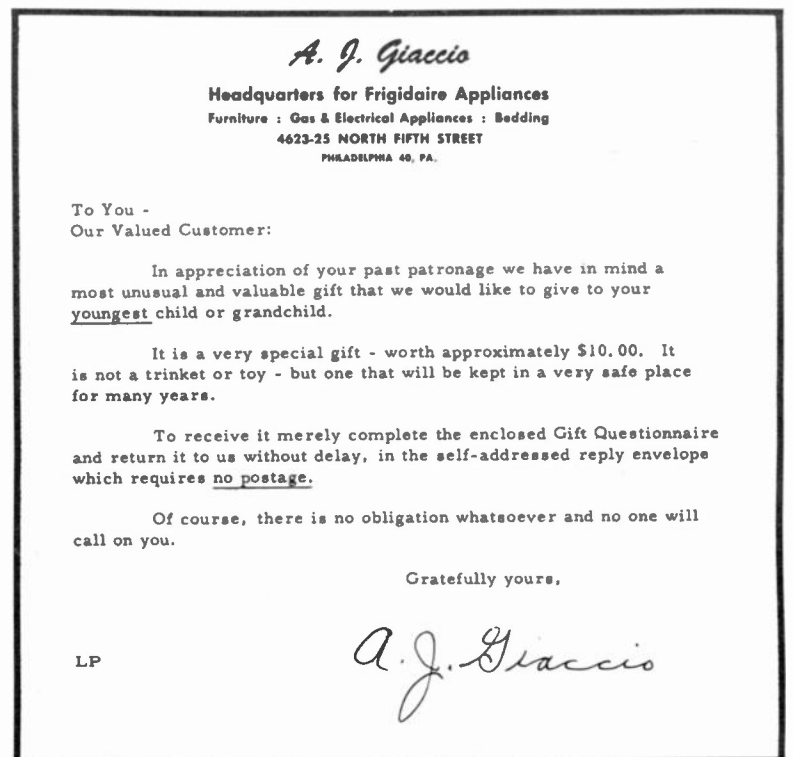
The store gives the consumer the first year's payment on a \$500 life insurance policy for a child or grandchild under 18 years of age.

Dealer A. J. Giaccio, Philadelphia, a seasoned promoter who almost always has "something going," says this is one of the most unusual promotions he has ever come across.

The promotion begins by mail. In Giaccio's case, a letter went out to about 1,100 key customers (under Giaccio's letterhead) advising the customer that "in appreciation of your past patronage we have in mind a most unusual and valuable gift that we would like to give to your *youngest* child or grandchild. It is a very special gift—worth approximately \$10. It is not a trinket or a toy — but one that will be kept in a very safe place for many years."

The letter does not tell the customer just what the gift is, but asks him to fill out a small form containing name and age information of youngest child and return it, in a self-addressed stamped envelope to A. J. Giaccio in Chicago.

*INITIAL LETTER* in life insurance promotion at A. J. Giaccio, Philadelphia, asks customer to fill out small form, but doesn't reveal what the "unusual and valuable" gift is.







The reason the return envelope is addressed to Giaccio in Chicago is that the paper work of the promotion is actually being handled by the "promoter behind the promoter," namely the Old Republic Life Insurance Co. of 307 North Michigan Ave., Chicago.

After a while, the customer gets another letter, again on Giaccio's letterhead, telling him to come to the store to pick up the life insurance policy, on which the first year's premium has been paid by the store.

"Not only does this promotion force the customer to come into the store," says Giaccio, "but it has the added value that every time the customer makes a payment on this policy, he'll think of the store."

Cost to Giaccio of the policies was \$2 apiece, including the mailings. So with a mailing of 1,100, total cost comes to \$2,200. Practically everybody who came in to pick up a policy bought something, says Giaccio, adding that by luck, the time for picking up the policies fell neatly into the pre-Christmas season.

This is one promotion that Giaccio didn't originate. The insurance company representative called on him to get the ball rolling. There is one small catch, Giaccio thinks: not many stores in a given area can run this promotion, lest its effects be dissipated.

## Free Turkeys Are Fine, But Price Must Be Right

**2** Regardless of what you give away, you've got to throw in some attractive prices if you want to move merchandise, says Dealer Peter Zadis, Westbury Appliances, Westbury, N. Y.

Zadis practiced what he preaches last fall in a turkey raffle-range promotion. All told, the store raffled off 50 20-pound turkeys in a period of about six weeks. Customers had to make a major purchase in order to get their names into the raffle. (One reason for working it this way rather than an outright give-away with each purchase is that under the latter system, you run into trouble with Fair Traded items, says Zadis.) Among the advertised ranges were some loss leaders.

Cost of flyer, mailer, and turkeys came to about \$300. Zadis arranged with a local supermarket to have the winners receive certificates for the turkeys, which they then picked up at the market. This means that the turkeys were never handled by the appliance store at all (they were, however, bought at retail.)

The promotion moved between 60 and 70 ranges.

## "Sleepwalker Sale" Rouses Customers' Buying Instincts

**3** Having in the past tried night sales, "under-the-star" sales, and "all-night" sales, B. J. "Bud" Green of Green Radio, Kalamazoo, Mich., in June, 1964 decided to stage a "sleepwalker's sale. A three-quarter page newspaper ad heralded that the sale would begin at 5 a. m. and listed a number of specials that would be available only until 9 a. m.

Green's also tied in with a number of other merchants in the Washington Square shopping center where it is located. A variety store in the center advertised that it also would open at 5 a. m. and offer 10 per cent off the original prices of merchandise until 9 a. m. Green's ad advised that the shopping center barber shop would be open at 5 a. m. Free coffee at a nearby restaurant was also offered from 5 a. m. to 9 a. m. Moreover, readers were told that those who purchased a TV set or hi-fi set during the 6 a. m. to 9 a. m. period would receive free ham and eggs at the restaurant.

Total dollar volume for the day was \$6,000 which Green says he considers good for that time of year. The store handles only brown goods, and merchandise moved during the sale included four color TV sets.

## Appliance Business "Goes To Dogs"

**4** The appliance business went to the dogs in Janesville, Wis., when Dealer Lee Bell, owner, Bell Appliance Store, highlighted an anniversary sale with a drawing for four registered French poodles.

More than 3,000 people registered for the dogs during the 10-day event. Contestants had to write—in 25 words or less—why they wanted a new appliance. Entry coupons were available in the store, and in the newspaper ads announcing the promotion.

The poodles were dyed the colors of Frigidaire appliances; turquoise, Aztec copper, yellow, and pink. They were on display in one show window during the entire sale, and were occasionally walked around town to create further interest. Each was valued at \$150. (Bell purchased them for \$85 each.)

Bell noted that, when conducting a drawing of this type, it's important to gain the blessing of the local humane society chapter, "or else your reputation is ruined!"

The promotion cost Bell \$1,600, but he feels that he gained this back "many times over in sales and goodwill."

Colored Poodles star in Bell's ad.

Ad announcing Green's "Sleepwalker's Sale."

## Private Sale Invitations Don't Mention Any Prices

**5** Dealer Vincent Alonzi, Royal Appliance City Corp., Freeport, N. Y., didn't mention any prices when he sent out mailers announcing the store's first private sale in 30 years.

"We feel it is better," Alonzi's letter said, "not to mention the authentic original or the sale prices of the merchandise for fear they will sound grossly exaggerated. But if you are interested in a new washer, dryer, refrigerator, stereo, range, or color TV, you owe it to yourself to buy during this sale."

The store sent out 10,000 mailers to customers on its own list. Alonzi stresses the importance of a store's using its own mailing list rather than getting one elsewhere. Cost of mailer, door prizes, and refreshments (coffee and cake) came to a total of about \$750.

Hours for the three day event were from 5 until nine in the evening. There was a guard at the door to see to it that only ticket-holders got in, but he had instructions to check with Alonzi if anyone showed up without a ticket (some people forgot to bring their tickets along.)

Business during the three days of the sale was about 500 per cent above what would be considered normal for those days, says Alonzi.

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*DISTRIBUTOR SALESMAN OF THE YEAR Edward H. Arel (left), The Burden-Bryant Co., is seen discussing white goods with firm's president Sol D. Freeman in dealer display room. In addition to Whirlpool, Arel sells KitchenAid, Geneva, and Kitchen Kompact. Arel covers more than 30,000 miles a year on the job.*



*PREPARING for road trip. Wholesaler Arel loads his station wagon with sales promotion material — and boots — for trudging through snow in Vermont, his territory. At present he has 68 active accounts; some of these are kitchen specialists.*

Distributor Salesman of the Year

# Massachusetts Wholesaler Wins Top Honors In Annual MART Contest

Edward H. Arel, sales veteran of 30 years, covers 68 active dealers throughout rugged terrain of Vermont.



*DEALER SALES VOLUME is subject of discussion between Distributor Salesman of the Year Arel (left) and Thomas McGowan, controller of The Burden-Bryant Co.*

**A** wholesaler with 30 years' experience in selling has been named Distributor Salesman of the Year for 1964.

Edward H. Arel of The Burden-Bryant Co., Springfield, Mass., has been selected for this honor in the seventh annual competition sponsored by MART Magazine. The selection was made by a committee of judges comprised of Arthur W. Hooper, executive director of the National Ass'n of Electrical Distributors, T. N. "Big" Biglieri of Kaemper & Barrett, San Francisco, Distributor Salesman of the Year for 1963, and Charles Krauss, managing editor of MART Magazine.

The dealer letter which caught the eye of the judges was written by Emerson M. Humphrey, sales manager, Citizens Utilities Co., Newport, Vt. He writes: "Like any business, we have problems and complaints. We accept this as normal but we do want answers, and fast, because we are in close contact with the consumer . . . in fact he is usually sitting right across the desk from us, banging on the desk with his fist. This is where Ed (Arel) really shines. He usually scoops up the telephone, calls his office and supplies us with the needed answers right away.

"We know that Ed keeps his superiors thoroughly informed on all activity in his district, because whenever we have to communicate with them, we find they are fully aware of what we're doing, why, and what problems we are likely to encounter," continues

Humphrey in his letter.

The winner of this seventh annual competition covers the state of Vermont, driving more than 30,000 miles a year. At present he has 68 active accounts; some of these are kitchen specialists. He sells four lines: Whirlpool, Geneva, KitchenAid, and Kitchen Kompact.

Arel is well-equipped for the job—he is a graduate of the Geneva school of design and planning, and of the RCA Whirlpool school of business management. He is also a member of the Sales and Marketing Executives International Club.

The working day begins at 7 a. m. each morning for Arel. His territory is such that it is not uncommon for him to have a 50-mile drive between dealers. He uses his own car (a station wagon), and pays all his own expenses. Each night he is on the road, he sends a memo to the home office describing the day's business activities.

He keeps monthly tabs on his accounts by using a dealer sales analysis form supplied by his firm. He discusses the report with each dealer, and attempts to shore up any weak spots that may exist.

Arel has been with the firm since 1946. Prior to that, he was

*(Continued on page 55)*





# Brighten Your Sales In '65 With Colorful Display Aids

From MART Magazine you can order easy-to-use display kits that cover holidays, special days, and store events.

## TO AID MY SEASONAL SELLING IN 1965

Please rush me the following kits:

Kit Number	Type	Quantity	Cost
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
Total Cost			\$ _____

NOTE: Add 20 cents for handling on all orders under \$5.

Send check or money order in exact amount to:  
MART Magazine, P.O. Box 997, Buffalo, N.Y. 14203

BE SURE TO FILL IN BELOW (Please Print)

Your Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Vivid, eye-catching colors and messages designed to help you make sales during 1965's seasons and special days and your own store events can be obtained in handy kits through MART Magazine. These display aids, printed on durable stock, can be put on a wall, show window, or other surface with scotch tape or other adhesive.

Most of the kits consist of two-color, seven-piece sets that include: one streamer, 40 in. x 10 in.; one poster, 20 in. x 10 in.; two pennants, 10 1/4 in. x 15 in.; one streamerette, 20 in. x 5 in.; and two die-cuts, 10 in. x 10 in. Kits that vary from these pieces will be indicated in the list that follows.

In ordering kits, use the blank provided, filling in your name, firm name, address, and the quantity of each kit desired. Check or money order in the exact amount of the total order (plus 20 cents for handling on all orders under \$5) should be made out to "MART Magazine." Send your orders to: MART Magazine, P. O. Box 997, Buffalo, N. Y. 14203.

Following is a list of kits and items available for use through Mother's Day:

**VALENTINE'S DAY Kit 61-V.** In fluorescent pink and royal blue. Readings include: "For that special someone, your Valentine" and "Valentine gifts." \$2.08.

**Kit 63-V.** In fluorescent pink-glo and purple. Three die-cut hearts, 12 in. in diameter, read: "Use our layaway," "Or say charge it," and "But remember your Valentine." Streamer, 42 in. x 14 in., says: "Remember Your Valentine, February 14th." Four pennants, 14 x 21 in.; readings include: "Valentine gift headquarters," "Complete selections, lowest prices." \$2.30.

**Kit D-57.** Nine pieces. Die-cut heart, 45 in. x 38 in., bright red with white lace border, reads: "Valentine's Day, February 14th." Also, all red with no readings: two 12-in. hearts, two 8-in. hearts, and four 5 1/2-in. hearts. \$2.17.

(Continued on page 57)



## Who Will Run Tomorrow's Stores?

- Finding salesmen and service men at all is a difficult task for some appliance dealers, and most retailers find it extremely hard to find individuals in these two categories who are competent.
- More than 54 per cent of dealers plan to expand their sales staff in the next five years as their markets and volumes grow.

Finding people who are *capable* of handling a retail sales position is more of a problem for appliance dealers than finding individuals who *want* to sell appliances or brown goods, according to a survey recently completed by MART Magazine.

The survey was made as part of a MART Magazine study for this issue of the question "Who will run tomorrow's stores?"

The study reflects a growing concern in the industry as to the availability of competent managerial, sales, and service personnel to staff the stores of the present and to a greater extent the outlets of the future.

The retail manpower survey was conducted by mail among dealers in all parts of the U. S. From the 710 questionnaires which were mailed, the editors received a total of 232 usable replies for a return of 32.7 per cent.

The survey established that nearly 60 per cent of dealers do find securing retail salespeople a problem. Almost 38 per cent of survey respondents said they have no problems in locating sales personnel.

Slightly more than 2 per cent of respondents failed to supply an answer.

The editors conclude from other responses that one reason the number of dealers who experience difficulties in locating salesmen is not higher is because 42 per cent of those who answered the survey report state that they do not plan to increase the size of their sales force during the next five years.

However, 54.2 per cent of the retailers do plan to increase the size of their sales staffs during this same period, and responses to other questions indicate that they will have a difficult time locating people at all and more specifically competent people. A bit more than 4 per cent of the dealers foresee a decrease in the size of their sales force during the five-year span.

Of the dealers who report difficulty in finding salesmen, nearly 75 per cent say the greatest problem lies in finding competent people. Slightly more than 25 per cent say the problem is finding a salesman at all.

MART Magazine's editors, no more than the survey participants, do not conclude that the problem of finding able salespeople is one unique to the retail appliance business. In fact, a number of respondents volunteered the opinion that it is difficult to find capable salesmen or even competent employees of any type in any industry today.



CHILDREN of employees of Polk Bros., Chicago-based retail operation, get close-up of home entertainment industry during 1964 Music Show in Chicago. Some 60 youths visit manufacturer displays to ask questions about products and marketing programs.

Says one dealer: "... It seems to be a problem of the times. Young people today want a title, prestige, lots of money, and little work."

The size of the sales staffs of dealers who took part in the survey vary considerably. Less than five salesmen are employed by 143 of the respondents. Fifty-five dealers employ five to ten salespeople. Ten to 15 salesmen hang their hats in the stores of 12 dealers, while only three retailers employ between 15 and 20 salesmen. Sales staffs of 20 to 25 salesmen are maintained by four stores. Two organizations employ between 25 and 50 salesmen, and three dealers have over 50 salespeople.

Ten dealers provided no answer to this question.

Although a preponderance of dealers do not plan to expand their sales staffs, survey responses indicate that normal turnover will put them in the market for new faces that can close sales. Sixty-two dealers, or more than one-fourth of the survey participants say that the average length of time that people on their sales force have been em-

ployed by the store is less than five years. In fact, 35 dealers report that average tenure of their salesmen is two years or less. Sixty-one retailers say the average time of employment for salesmen in their store(s) is from five to 10 years; 62 dealers report that it ranges from 10 to 15 years, and 13 say it is between 15 and 20 years.

That youth does not dominate the sales forces of the nation's retail appliance stores was indicated in survey returns. More than 85 per cent of the participating retailers reported that the average age of their salesmen is 35 years or more. In fact, 60 per cent said the average age is 40 or more, and slightly more than 30 per cent of the respondents said the average age of their salesmen is 45 or over. Nine per cent of respondents peg the average age of salesmen at between 30 and 35 years, and slightly more than 4 per cent say the average is between 25 and 30 years of age.

How do dealers go about looking for new salesmen, or how would they if they found themselves in the market for one?

The largest number of retailers (45) said they would utilize classified newspaper advertising. The second largest group (27) replied they would seek to hire a salesman from a competitor. The next largest number (25) stated that they have no idea or are not sure where they would seek a new salesman.

Sixteen dealers would draw upon the services of an employment

(Continued on following page)



agency, either one operated privately or by the government. Twelve dealers narrow it down to finding someone "within the industry," possibly a manufacturer's "rep" or a person employed in a factory service department.

Eleven survey participants would not limit themselves to a single source but would search "everywhere" or "anywhere." Nine dealers would seek leads from customers or acquaintances. Eight would strive to attract young people just out of high school, business school, or college. Five would approach salesmen employed in other fields.

Three specifically cite Sears, Roebuck as a desirable source for salesmen.

Only two dealers state they have enough names in their own files to draw upon, and one retailer reports that he is in a position where candidates for sales jobs "come to us."

Nearly 23 per cent of the retailers who took part in the survey

note that they do employ one or more saleswomen, but only slightly more than 59 per cent of those who have "salesladies" say their performance is as good as that of men.

If finding sales people, good or poor, is difficult, are dealers doing anything in an attempt to ease the situation?

Forty-one dealers say they have instituted a special program or approach to the problem. In most instances this takes the form of selecting a person with no sales experience and training him from the ground up.

A spokesman for Lederer, Inc., Bridgeport, Conn., has this to say: "Competent help in our business is going to be an increasing problem. . . . The long hours will get longer and the overall salary will shrink, with salary divided into hours worked. Young people in our area simply do not want a permanent career in appliance

(Continued on page 53)

## Who Will Run Tomorrow's Stores?

# Distributive Education: A Reservoir For Business

Although this government-sponsored program has been in existence since 1937, it has received its greatest growth in recent years.

"Selling is a decision making process, but the average retailer doesn't think of his salesmen as making decisions. Yet, in selling there are two variables and only one constant. The constant is the merchandise, and the variables are the customer and the salesman.

"That is why you cannot train a person in a series of steps that will invariably work in making a sale."

The speaker is John A. Beaumont, Director of the Distributive Education Branch that comes under the Office of Education in the Department of Health, Education, and Welfare.

In so speaking Beaumont is perhaps indicating the greatest benefit of the part school-part work programs which his office seeks to set up in various institutions of learning in co-operation with state offices of education: "they introduce youngsters to the realities of life while they have someone they can reach out to, and the intermingling of education with experience gives youngsters an understanding of why they have failed if they do fail."

"If a youngster is on his own and fails," the director states, "it can be devastating."

Dealers were asked in MART Magazine's retail appliance manpower study if the distributive education program of the government has been of any help to them in providing young people for on-the-job training in sales.

Only 23 dealers indicated that the program has been of assistance to them. A number of dealers reported that they have never heard of "distributive education."

Actually though it has been on the books since 1937 as part of a vocational education program, distributive education has been stymied by lack of funds and by such unforeseen events as the Korean War. Also the program has been tripped up in the past by various terminology which required a legal interpretation to determine who was eligible for training.

Since it was a depression-born baby, the program for years was aimed at extending the skills of people who had already been employed rather than preparing people for employment. According to Beaumont, the program has had its greatest growth in the past six or seven years, and, in fact, has become national in scope only during that time.



JOHN A. BEAUMONT . . . "The average retailer doesn't think of his salesman as making decisions, yet in selling there are variables."

Under the Vocational Education Act of 1963 greatly increased funds have been made available for establishing programs in local schools. Too, the recent legislation provides that funds be allotted according to where the greatest employment opportunities exist.

Under a grant-in-aid program, states submit plans for programs within their boundaries to the federal government. If the plans are approved, the state is eligible to receive funds to implement them. Programs are conducted under the direction of the individual states in high schools, junior colleges, and colleges. For every dollar allotted by the federal government for conduct of training programs, between \$5 and \$6 is spent by state and local funds for the same purpose, Beaumont reports.

The Vocational Education Act of 1963 provides for funds of \$118,500,000 in 1965, but not all of this is for distributive education, Beaumont notes. Rather it encompasses all types of vocational education.

Briefly, distributive education is defined as a program of instruction in merchandising, marketing, and management. Approximately 2,000 high schools throughout the U. S. are now conducting

programs where students receive instruction in these subjects which they combine with supervised job experience under the direction of a "teacher coordinator."

A recently concluded study of graduates of a distributive education program in Virginia during the period 1957-1961 shows that 61 per cent of these graduates are still employed in distribution and marketing, Beaumont says.

Distributive education programs at the post-high school level are being conducted in 26 states today, Beaumont reports. Generally these are two-year programs and in some instances are restricted to one field such as petroleum.

Organizations such as Sears, Roebuck & Co. and The Great Atlantic and Pacific Tea Co. have taken an intense interest in distributive education and are working closely with schools in various areas, the distributive education director states. Some corporations are taking a hard look at the junior college level distributive education programs as a possible source of store managers, he adds.

The Distributive Education Clubs of America is a foundation based in Washington, D. C., that is supported by a number of major companies. Local chapters of DECA, located in 46 states, conduct a continuing program of activities that is highlighted by an annual convention each year. DECA expects its total membership to climb to more than 50,000 in 1965.

One activity of the organization is a scholarship program designed to aid youths in continuing their education.

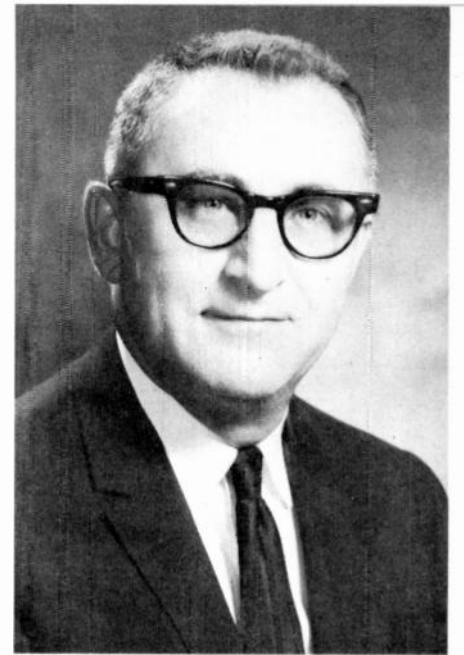
Working under Beaumont in Washington are four specialists, each of whom is assigned a region of the U. S. These specialists consult with state offices of education in their regions and assist local teacher coordinators in various states in developing distributive education programs for students.

Beaumont credits the "de" programs with easing the drop-out problem in schools where they have been employed. He describes the typical distributive education enrollee as an "outgoing kind of student who is people-oriented."

"They don't respond to the normal academic program," he asserts, "not because they don't have the ability, but rather because they are people who like to move about." ■



# Educational System Blamed For Lack Of "New Blood" In Industry



Maurice Cohen

Adoption of business curriculum in secondary schools urged by Dealer Maurice Cohen, president, Lechmere Sales, Cambridge, Mass.; firm's program for recruiting retail salespeople is examined.

By JACK STOCKMAN

"Unless the American educational system is revised—and quickly—retail businesses will soon suffer from a shortage of salesmen. And even if changes are immediately forthcoming, the appliance industry still faces a shortage of qualified people."

This is the opinion of Maurice Cohen, president, Lechmere Sales, Cambridge, Mass., who, while successful in recruiting "new blood" into his business, admits that it is becoming more difficult each year to get good salesmen.

Young people have no desire to get into retail businesses, according to Cohen, and for this he blames the curriculum followed in the nation's secondary schools.

Cohen believes that, with rare exceptions, high school students are never brought into contact with the workings of the free enterprise system. He also claims that most teachers have no experience or relations with economics and business. "Consequently," he says, "they never broach the subject in or out of their classrooms."

This lack of education in the ways of the retail world, plus incidents such as the price-fixing scandals a few years back involving two major manufacturers, "certainly does not create a favorable impression on the minds of young people," according to Cohen. "If this thinking is to be changed," states Cohen, "these impressions must be changed in the classrooms."

Cohen is optimistic about the Harvard-Newton Project in Business History and Economic Concepts (see page 32 in this issue). "Though it will take a while to show any results," he says, "at least it's a start."

Cohen was so impressed with the initial report on the Project that he brought it to the attention of the National Appliance & Radio-TV Dealers Ass'n (NARDA), of which he is a member of the board of directors. The organization contributed \$250 toward the work of the Project.

Getting "new blood" into the business is no problem at Lechmere Sales, especially within the Cohen family itself.

Brothers Maurice, Norman and Phillip are active in the business, as is their father Abraham, founder of the company, who began by selling automobile tires many years ago. Maurice's 17-year-old son Lewis works in the store during summer vacations from New Hampton Prep School, Hampton, N. H. Last year he attended Whirlpool's "Am I My Father's Successor?" course in Benton Harbor, Mich.

Maurice Cohen reports that his son was very favorably impressed with the course, "and is more inclined toward entering our business now than he was prior to attending the school." (At this time, the senior Cohen notes that his son is wavering between a career in medicine or one in Lechmere Sales.)

Norman's son Douglas (seen on cover with his father and grandfather) has already made up his mind to enter the family business. An 18-year-old sophomore at Harvard University, Douglas is working toward a degree in economics. He hopes then to earn an MBA (at Harvard, naturally).

Douglas has grown up during the years when Lechmere Sales experienced rapid growth, and he has worked there part-time

during the summers. He admits that his decision to study economics, and to enter the retail field, was influenced by the fact that his family owns a successful retail business.

However, he feels no obligation to continue in his father's footsteps, but is genuinely interested in the retail business.

What attracts Douglas to the retail field?

"I like the idea of being able to see immediate results which occur from everyday decisions," he says.

Douglas notes a "sad lack of interest" among his fellow students in a career in the retail field. He recalls that his own secondary school education was devoid of any study of retailing. "There was a complete void as regards the history of business in this country," he says.

One way to develop interest in retailing, suggests Douglas, would be for some retail "giant" to establish a "chair" at Harvard.

Lechmere Sales has an active program for recruiting retail salespeople, which includes solicitation of schools (Bentley College and Northwestern University). Within the past three years, several schools in the Boston area have inaugurated programs in which students attend classes part-time, and work part-time; Lechmere Sales gets some of its people from these sources.

Youth is the byword at Lechmere; the average age of the 9 executives and 18 managers is under 40. "We look for young people," says Cohen, "with the thought in mind that they wish to make retailing a career; we hope that many of them will be trained to be managers. We let applicants know this when we're interviewing them."

The firm has a full-time director of training for both new and established employees. The course for new employees—spread over a two-week period—covers: credit procedures, telephone techniques, personality, getting along with people, accent on the importance of the firm in the community, and company policies. "Most training programs in the industry are product oriented," states Cohen, "but ours is company oriented."

The company's profit sharing-retirement fund is considered even more important than its "esprit de corps" in keeping employees, and keeping them happy.

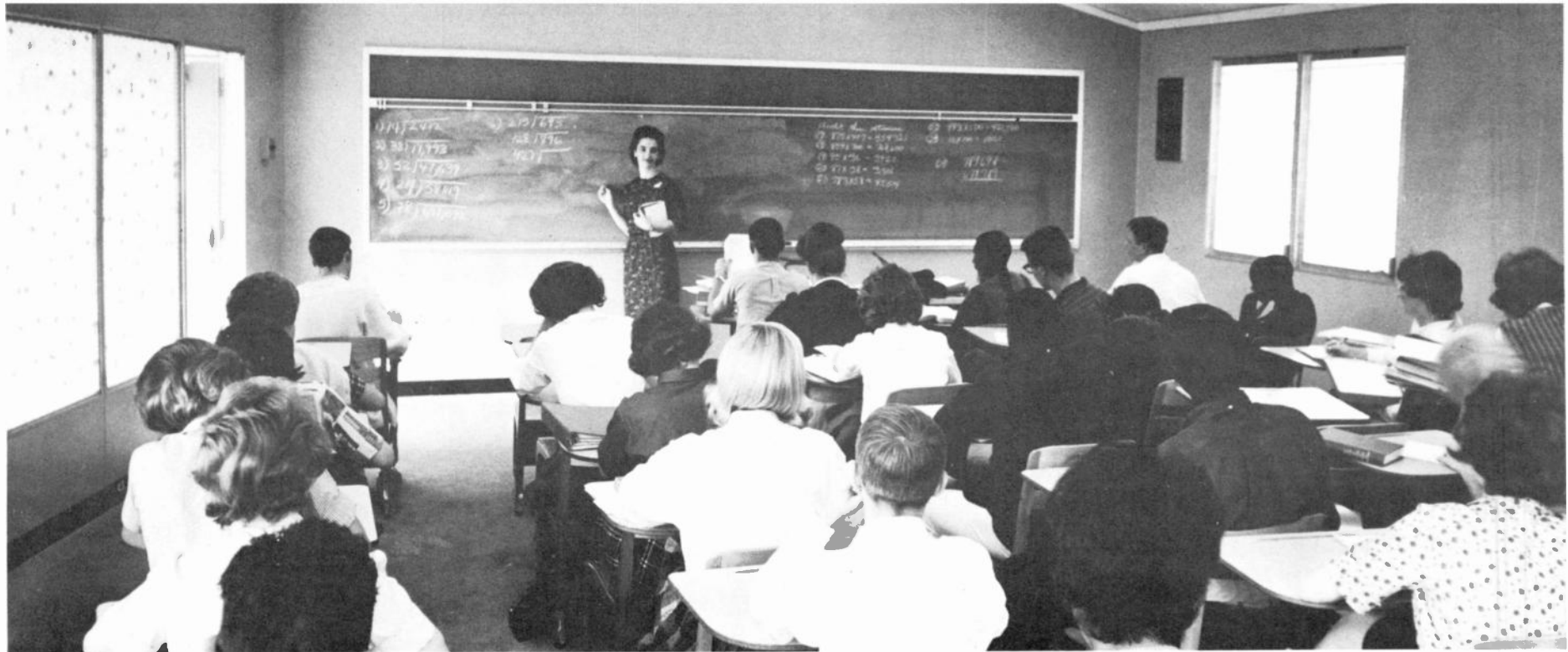
Under this plan, which is now in its eighth year, 15 per cent of employees' wages are automatically invested in the fund each year.

According to Maurice Cohen, this plan has many benefits: it makes employees aware of the need for company profits; it is an incentive for them to develop a "customer" attitude, rather than a "single-sale" attitude; it has virtually eliminated the pilferage problem; and it acts as a "death" insurance.

Other fringe benefits that Cohen believes have been instrumental in keeping good employees are: liberal vacations, paid holidays, sick leave, employee purchases at cost, and company-sponsored parties.

All training programs are conducted in a professionally-accredited classroom which is also utilized when manufacturer's "reps" and guest speakers are invited to address employees. (The firm invites speakers from other businesses.) ■





*HIGH SCHOOL STUDENTS* participating in Harvard-Newton Project are exposed to economic concepts through case studies of corporations. Cur-

riculum requires that they make decisions once faced by management. Begun in 1962, Project may result in getting "new blood" into retailing.

## **Educational Project May Help Solve Problem Of: "Who'll Run Tomorrow's Stores?"**

**Harvard-Newton Project aims to encourage high school students to seek understanding of economic concepts; benefit to retail appliance business pointed out.**

**A** new approach to the teaching of social studies, begun in a secondary school classroom in Newton, Mass., in 1962, may provide the most significant answer to the question: "Who'll Run Tomorrow's Stores?"

There, eighth-grade students at Weeks Junior High School were asked to make decisions that were once faced by the managements of ten corporations, most of which are still in operation today. The aim of this unusual curriculum is to encourage high school students to seek some understanding of economic concepts.

This new approach, called the Harvard-Newton Project, was undertaken that year by a group of social studies teachers in the Newton Public Schools in cooperation with business historians from the Harvard (University) Graduate School of Business Administration.

Their goal was to prepare factual case studies in American business history which could be introduced into regular history and social studies courses. Although the project began in a Junior High School, the cases were prepared primarily for high school students.

Sponsors of the Project felt that the history and social studies courses offered in most American secondary schools frequently fail to provide students with the background necessary to handle the activities of business and the operation of the economy.

Paul E. Cawein, project director and assistant principal of Weeks, explains: "We feel the solution to the problem of economic education in the secondary schools requires something more than the introduction of a senior-level course in formal economics. Most high school seniors today are unprepared for complex economic theories. Frequently they fail to develop sufficient interest to lead them to elect such a course where it is available. *What seems to be needed is a gradual introduction to the vocabulary and concepts of American economic life throughout the social studies curriculum.*"

"Despite his success, Sears became fed up with the frenzied activity, long hours, and uncertainty of the mail-order business. In 1889, at the age of 25, he sold his watch company for \$72,000 and moved to a small town in Iowa to become a banker.

Sears' retirement from the mail-order business was short-lived; a banker's life was too quiet for him. He found he needed activity and challenge and an opportunity to use his imagination and advertising skill in selling merchandise. He returned to the selling of watches and jewelry. Since these articles generally had a high markup—often 100 per cent or more—he found it easy to undersell established retail merchants and still make a profit. In 1893, after several successful ventures and several retirements, he joined with a former employee and friend to form Sears, Roebuck and Company."

"Sears was eminently fitted to overcome the farmers' suspicions of mail-order buying. He knew the farmers' needs, he knew what they could afford to pay, and he knew how to appeal to them in language that they could read, understand and believe. His rough, homely language and crude appeals made experienced advertisers quiver in horror, but they sold goods in vast quantities. This, to Sears was the only criterion of good advertising."

Excerpts from case study of Sears, Roebuck And Co., written under auspices of The Project in Business History and Economic Concepts. Sponsored by The Newton Public Schools with the cooperation of The Harvard Graduate School of Education.

He continues: "Since World War II there has been published much scholarly research in business history. However, most of our school textbooks have failed to keep up with the flow of new materials. The presentation of business continues to be unbalanced and frequently misleading: *too often, there is not enough acknowledgment of the constructive achievements of American business.* The object of the contemporary business historian is neither to praise nor to condemn — but to understand."

In the summer of 1962, Newton teachers wrote four case histories; Harvard professors collaborated. Every attempt was made to introduce and define basic economic terminology. The cases centered on individual businessmen and their policy decisions regarding organization, production, distribution, finance and other business

functions. At the same time, the cases described the interaction of these individuals and their organizations with their social, political and economic environment.

During the ensuing school year, these case studies were tested in a variety of secondary school classrooms. The evaluation showed that student interest had been aroused and learning improved.

A second writing workshop was conducted in the summer of 1963, during which the Newton teachers and Harvard professors were joined by teachers from North Kansas City, Kan.; Tenaflly, N. J.; Lexington, Mass.; and Pittsburgh, Pa. Six more case studies were written during this meeting.

*(Continued on page 50)*





ENCOURAGING dealer's sons to go into their fathers' business ought to be an industry program, says Thomas F. Joyce, president of Raymond Rosen & Co., Inc. One of Joyce's two sons is already in the Rosen firm, and the other plans to enter after college.



TWO OFFICIALS of Raymond Rosen Co. closely connected with the Philadelphia distributor's dealers' sons program are Bob Blumenthal (right), in charge of firm's Dealer Development Program, of which the sons' concept is part, and Treasurer George Minter, to whom Blumenthal reports.

## Who Will Run Tomorrow's Stores?

# Question By Dealer's Wife Triggers Youth Program At Raymond Rosen Co.

Philadelphia distributor gives dealers' sons a look at their fathers' business, but doesn't directly ask them to go in.

By CHARLES KRAUSS

Too many good appliance dealerships are being liquidated, says Thomas F. Joyce, president of Raymond Rosen & Co., Inc., Philadelphia distributor of RCA Victor and RCA Whirlpool products.

Through its "Dealers of the Future" seminars, the big distributing firm has taken one step to correct this situation.

When Joyce speaks of the fact that too many good dealerships are being liquidated, the words have to be noted carefully. He is not talking about bankruptcies or receiverships, a certain amount of which are inevitable in any line of business, but he is talking primarily about independent appliance stores whose owners (and frequently founders) did not provide for an orderly succession in the event of death.

Formal provision for orderly succession is one thing, but at the moment it is the step before that, namely the bringing in of young people who would provide *automatic* succession, that occupies the attention of the Rosen firm.

Joyce's interest in the matter of getting young people into the retail appliance business was sparked a couple of years ago at a dealer meeting when one of the dealer's wives, Mrs. Frances Bolno, of Philadelphia, asked, "What are you doing to interest our sons in going into their fathers' business?"

"I had to tell her," says Joyce, "that we weren't doing anything along those lines (and as far as I know, neither was anyone else) but that we would." Not long after, the "Dealers of the Future" seminars became a part of the Dealer Management Program at Raymond Rosen.

Too many young people nowadays, Joyce thinks, are enamored of the trappings of big business — the famous company names, the hospitalization and retirement plans, and the like. All too often, consideration of going into the retail business, even among the sons of dealers, gets lost in the shuffle.

"If you want to cut through everything else and get right down to financial compensation in this matter of owning your

own appliance retail business or working for a large concern," says Joyce, "I can name any number of dealers who make between \$25,000 and \$30,000 a year. There are mighty few so-called big business executive jobs that pay that kind of money.

"You want to talk about security? Well, you can't get fired if you run your own retail business. Not as long, of course, as you continue to serve your boss — the customer. But in any big company, or even a smaller one, that you may be working for, there could be a change in management, you could have a disagreement with your superior, all sorts of things can happen that would either force you to quit or get you fired."

Joyce is well aware that some sons of appliance dealers show a reluctance to go into their fathers' business because they feel a certain lack of challenge by being "handed something."

His answer to this is: "What you're being handed is only a foundation. It's up to see what you can build on this foundation. And if you don't think that's a challenge you probably shouldn't go into the business in any event."

"Your father's business," Joyce told a group of dealers' sons at the Whirlpool Corp.'s "Am I My Father's Successor" seminar last summer (an outgrowth of the Raymond Rosen dealers' sons program), "needs in it one or more dynamically interested young men. They must be sons — or sons-in-law — if it is to continue as your family's business . . . every business — large or small — needs to be revitalized and reinvigorated with young blood."

Joyce has high praise for the way Whirlpool Corp. picked up the ball on the dealers' sons idea, but he thinks the whole question should be carried still further. It should, he says, be an industry program.

As part of the Dealer Management Program at Raymond Rosen, the dealers' sons concept falls into the bailiwick of Bob Blumenthal, whose sole job at Rosen is that of running the Dealer Management Program. Blumenthal reports not to sales,

(Continued on following page)





*DEALERS OF THE FUTURE seminar at Raymond Rosen's Philadelphia headquarters is addressed by President Thomas F. Joyce (left).*

but directly to George M. Minter, treasurer and member of the board.

"In our dealers' sons seminars," says Blumenthal, "we've tried to give the young men a little broader outlook on the business their fathers are in. We tell them something about our own operation, and we of course try to outline the potentialities of the appliance business to them.

"We never tell them they should get into the business. We simply try to make them better equipped to decide if they want to get into the business."

About 30 sons of dealers have been exposed to the Rosen seminars so far, Blumenthal says. One of these sons is Fred Singer, who joined his father's retail store full time last June, soon after going through a Rosen seminar. Young Singer is a graduate of Temple University, where he majored in accounting. He served his hitch of military service after college and then had to make up his mind whether to go into accounting or to join his father's store.

"My mother wanted me to go into accounting, and my father said I'd be welcome in the store," Singer says, "but neither one of them pressed.

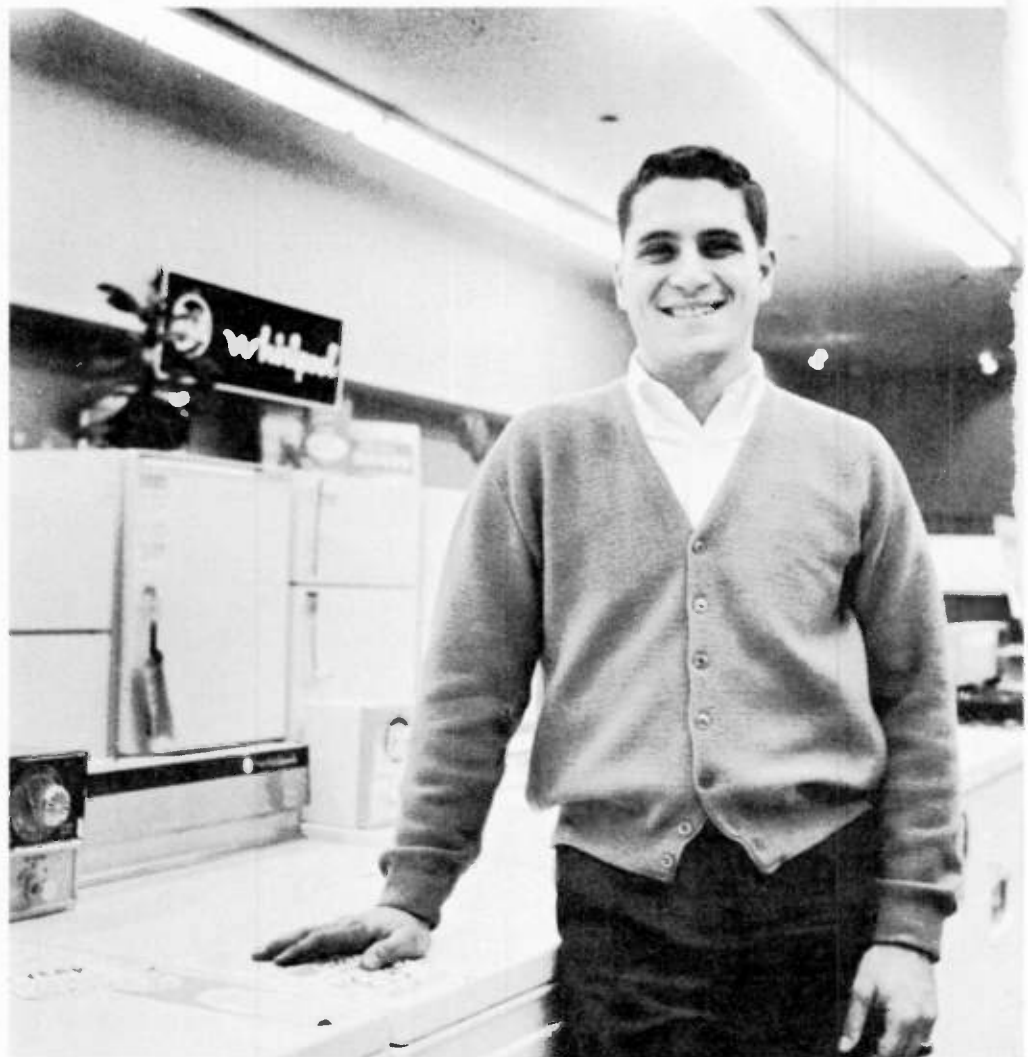
"I don't think the Raymond Rosen seminar was a deciding factor in my joining the store, but I will say it gave me an insight into the possibilities of this business that I never had before, and I've worked here on and off for quite a while."

Singer's father, of course, was pleased to have his son in the business. His mother, the son says, took the decision gracefully, although "she sometimes needles me when I complain about the hours." Young Singer says he is astounded at how subtle and complex the business of selling can be. He is absorbing this kind of knowledge, he says, just by watching his father in action.

Where does the Raymond Rosen dealers' sons program go from here, if it is to avoid simply re-covering ground?

"We're not sure," says George Minter, the treasurer. "We've been thinking of several angles. Maybe we'll bring them in for a line showing, to let them see the excitement of a presentation. Maybe we'll just have a sort of post-graduate course to let them take a deeper look at the business. We are, of course, encouraging that they stick to their formal education. We've thought of the possibilities of scholarships of some kind and will probably explore this topic further with our suppliers. We're also thinking of getting some college level instructors in to talk to the young people."

Whatever happens, the Rosen firm has the advantage of a good example when it comes to sons' following in their fathers' footsteps: President Tom Joyce has two sons, one already in the business, the other in college, but preparing to enter the business. ■



*A "GRADUATE" of one Raymond Rosen dealers' sons seminar is Fred Singer, Philadelphia, who joined his father's store full time soon after the seminar. He says seminar was not a deciding factor in his decision, but gives it full credit for helping him make up his mind (which is the function of the seminar).*





*DEALERS' SONS interviewed at Whirlpool meeting include (seated left to right) Ronald Blumkin, Nebraska Furniture Mart; Jim Slezak, Good Housekeeping Shop; Ronald Whitford, Whitford's Appliance. Standing (left to right) are Lewis C. Cohen, Lechmere Sales; Ed Navlen, Trader Horn; and Roger Kritz, Alan Radio, Inc.*

## Who Will Run Tomorrow's Stores?

# Am I My Father's Successor?

Here's what the sons of six dealers had to say on the subject.

By ALAN C. ROSE

**R**CA Whirlpool Corp. recently ran a series of four-day seminars for the sons of some of its dealers. The theme of the seminars was "Am I My Father's Successor?"

During one of the four-day sessions in Benton Harbor, Mich., MART Magazine conducted an exclusive interview with six of the young men to get their impressions of the appliance industry as they view it. The six sons interviewed were: Ronald Blumkin, 16, Nebraska Furniture Mart, Omaha; Jim Slezak, 20, Good Housekeeping Shop, Appleton, Wis.; Ronald Whitford, 21, Whitford's Appliance, Eustis, Fla.; Lewis C. Cohen, 17, Lechmere Sales, Cambridge, Mass.; Edward Navlen, 24, Trader Horn, New York City, and Roger Kritz, 23, Alan Radio, Inc., Chicago.

Following are their answers to questions posed by a MART Magazine editor:

*Question: Why do you want to be in your father's business?*

**RON BLUMKIN:** The reason I want to follow in my father's footsteps is that my whole family is in the appliance and furniture business. My father and my grandmother own Nebraska Furniture Mart. I have an uncle in the bedding department and an uncle in the upholstery department. So you could almost say I was brought up in this business.

I started working at the store about five years ago in the shipping department. I stayed there about three years, taking orders and loading merchandise for customers and sweeping floors. My father then promoted me to the lawn furniture department. There I sold lawn furniture for over a year. That was the first time I

came in contact with customers. Last year I got promoted to the bedding department where I sold mattresses and box springs and learned a sales pitch. I gained information on how to handle customers and how to sell goods. The main reason I want to go into the business is that I find it interesting and challenging.

**JIM SLEZAK:** I guess I'm not sure what I want to do. Right now I'm more interested in the manufacturing end of the appliance business. These people here at Whirlpool are trying to tell me that the retailers have a nice easy job. I'm really not convinced.

*Q: Let me ask you this, Jim, what doubts do you have?*

**SLEZAK:** I see my father coming home at night at 10 o'clock. It seems like a lot of work, and I'm not sure I want to start. I don't know whether I'm going to fit into our organization. I might have problems with the personnel if I do come in. I feel that there might be lots of friction involved. I'd like to get some experience in some other phase of the appliance industry before I go into my dad's operation.

**ED NAVLEN:** I have been active in my father's business since I graduated from college two years ago. The reason I'm so enthusiastic about it is because I think the future of this business is something tremendous. I think it's going to get bigger and bigger each year. With color television getting more popular we are running into a cycle similar to when people bought washers and refrigerators after the war. Now, as then, customers are looking for new products.



**ROGER KRITZ:** I think originally my entrance into the appliance business was primarily out of loyalty, but once in it, I found it was tremendously challenging. Of course, I'm glad that this loyalty brought me to the threshold of something which is as challenging as I found the appliance business to be. It is a fascinating business. The monetary rewards are taken for granted more or less, as far as I'm concerned. In going through school I worked part time, but then I was more interested in doing as little work as I possibly could. But now as I'm older, the 40, 50, and 60 hour weeks make me realize what life is all about more or less, at least at a philosophical level. The only way you can become a success is through hard work. I've seen it in my family and I plan on it. I know it's a difficult position as a boss's son to be accepted. With this inborn disadvantage the only way to be accepted is to work hard and gain the respect of others in the business. Once you've gained this respect and you are working hard, then you are a success. One hand kind of washes the other, as the expression goes.

**RON WHITFORD:** I started out following my father's footsteps when I was very young. He was the service manager of a large appliance store. I started out helping him with service.

**SLEZAK:** I prefer not to think about the odds, myself. I wouldn't want to look at it from a pessimistic attitude. If I were going into the business fresh out of college which I would be, I would be thinking of expanding. There would be no thought in my mind whatsoever about the depressing idea of going down. I think this trend is mainly the result of one dealer buying out another dealer and expanding and it may be the reason there are fewer individual dealers. I know in our locale there aren't any less. In fact, I think there are more.

**BLUMKIN:** We are the largest store in the state. The reason we got that way was low prices and good merchandise and as long as we keep that motto, we're going to stay on top.

**LEWIS COHEN:** I believe that a store can't go downward as quickly as people think. Our store is built on a solid foundation of people and quality merchandise. I know from watching my father work both at home and at the store the many ingredients required for a successful business. I've seen him check and double check everything he's done and often ask for advice from his employees. When they give their advice management discusses it among themselves, and even with distributors to find what they think is best. If I were to own the business, I'd probably follow the same manner. I'd discuss the problems with different people and find out their views on one set path.

*Q: Do you feel that manufacturers in general are doing all they can today to help people such as your fathers, and if not, what do you think they can do in addition to what they are doing?*

**KRITZ:** Anything that I could say would be more or less a limited educational guess because I'm not exposed to it too much, but as far as I'm concerned I'd have to answer yes and no. They seem to give you the impression or the illusion that they are doing all that they can for you, but I don't believe it's true. On one hand, the large private brand companies like Sears and Montgomery Ward seem to get more complete cooperation from manufacturers than the independent retailers. This is the impression I got by comparing prices, by comparing promotions, etc., and by touring factories. I think the manufacturer and distributor should do a lot more, but they in turn are in business for themselves as we are for ourselves, and they have to weigh it accordingly.

**NAVLEN:** I feel that some of the manufacturers in some areas of the country do not make some products as attractive as they could be. In other areas of the country they do. Some manufacturers have a closer working relationship with the distributors.

**SLEZAK:** I think that the manufacturers do a much better job than the distributor. Right now I don't work at the store. I just hear about such things. Since my mother and father both are at the store, this is the topic of conversation at every meal. I have found that the wholesaler is at fault once a week at least. It's nothing but a headache, the so-called service that you get from a wholesaler. I've heard many compliments on the service the manufacturer gives. From all of the discussions I gather that the manufacturer seems to be doing an awful lot, especially in comparison to the distributor.

**NAVLEN:** Sometimes in local markets, such as New York, or New Jersey, there are certain products sold by distributors without any regard for price. In New York, for example, some TV's go for five or six dollars over the sheet list and that's considered normal. And, the distributors don't do anything to get the prices in line. I don't like the situation.

*Q: If you were going into your dad's business tomorrow, what would you say was the biggest single problem you would have to face based on your present knowledge of the business?*

**COHEN:** Well, I really don't think from what I know there would be any one particular problem. I know that I've seen my father take pamphlets home with him full of price sheets. Right now I know nothing about those price sheets. In fact I know nothing about prices or inventory, and have a limited knowledge of the goods themselves. I think that learning this would be the most important problem I would have to face along with getting employees in a favorable mood as far as having me in the business.

**BLUMKIN:** The first thing I'd do is straighten out our service department. They are running a little behind. Five years ago we had three men in the service department and we've still got three men in the service department even though our business has grown 25 per cent or better. We need some new men.

**SLEZAK:** I'm sure that my biggest job would be getting along with my father. Everything we do, it seems, has to be done his way. The things I've learned in college I would have trouble applying in our operation. Ninety per cent of them would be done his way and 10 per cent of them would be done my way. He would be right 90 per cent of the time, but still I would have no feeling of accomplishment myself. I would not know that I had done something wrong or I could never find out through experience by making a mistake. That is why I would like some experience in some other part of the industry first, so that I can make my own mistakes, prior to joining him in the business.

(Continued on page 43)



*WELCOME TO special MART Magazine interview is extended to Lewis Cohen by Dick Cox (left) and Tom Bartley (second from left) of Whirlpool. Other boys invited to participate include (left to right) Jim Slezak, Ronald Blumkin, Ronald Whitford, Roger Kritz and Ed Navlen.*

At first I didn't care for it, but as time progressed, I learned to like it, and actually started enjoying it. My Dad and I have always worked together and I enjoy working with him. He and I are opposites. He's — well, he's quiet and very religious, and I'm sort of loud-mouthed sometimes. I enjoy working with him and he enjoys working with me. The things he doesn't say I will say, and things I say, he takes and smooths out for me. We work as a team and we've only been in the business two-and-a-half years. In that time we've increased two-fold each year. This year I think we will triple our sales. Each year more people are developing a need for different appliances and appliances that we can service. Service is our bread and butter and our appliance sales are the topping for it.

*Q: Each year there are fewer and fewer independent retailers in the country. The trend is downward as far as the number of stores is concerned. How do you feel you could reverse the trend so as to keep your business going and successful just as your dad has done over the years? The odds are somewhat against you.*



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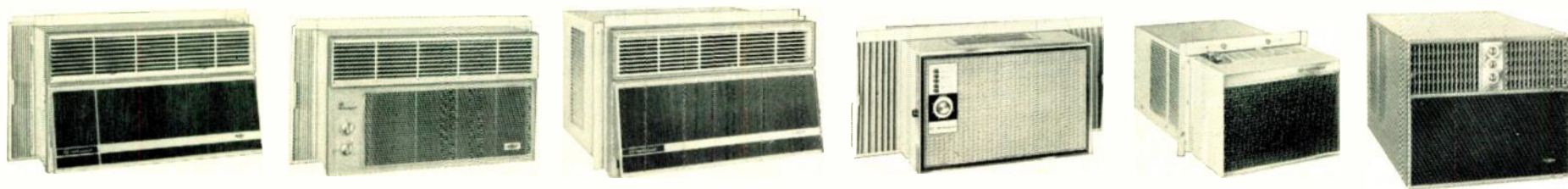
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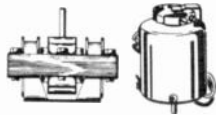



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# Who Will Run Tomorrow's Stores?

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## Why I Am Going Into Business With My Father

By WILLIAM C. SHARPE, 1st Lt., U. S. Air Force



**A veteran appliance dealer's son who is a college graduate will seek to disprove his professor's statement that today's youths "don't have the guts" that their dads did.**

**M**y name is Bill Sharpe. I am 25 years old and in August will finish my service with the U. S. Air Force. At that time I will return to Atlanta and go into the appliance business with my dad.

In preparation for my career in the appliance business, I attended Georgia Tech and received a BA degree in industrial management. I entered the Air Force as a second lieutenant three years ago and have had the opportunity to travel and know many people as a result of this.

There are many compensations for going into business with your dad. Not the least of these is the money which I can make in his established business. There is a prestige not only in the appliance world but also in the community as a result of owning your own business. I feel that I can render a definite service to my community and to mankind as a competent and honest businessman.

The appliance business offers a flexibility of my time and a chance to develop my special interests and abilities. It offers many "extras" which are enticing—such as trips, bonuses, and contacts with business leaders throughout the United States.

These are only a few of the reasons why I decided to go into the appliance business.

I explored the business from every angle as a young man going through school. During high school years I worked summers and holidays as a delivery man, shop assistant, file clerk, parts clerk, floor sweeper, and general pest. I worked in the credit department checking customer credit and making collections.

In the office I did everything from filing to keeping books. As I went through college, I worked in the selling and display end of appliance work and discovered an affinity and challenge in working with people. I found that the appliance business was not

dull and routine. I discovered that people in the community had confidence in my dad and in the business. Many people would call and order an appliance over the phone, never asking the price, terms, or expecting to see it before it was delivered. This confirmed the confidence which I had in his integrity which had been developed throughout the years.

The appliance business, I have found is exciting and progressive. The new advances which are constantly being made make me realize that this is a growing and dynamic field in which progress is synonymous with the passing years. The challenge of display, merchandising, buying, and directing people is one which I do not feel you can find in any other business.

I realize that for the first five years I would probably make more money as a "corporation man." In the long run, the sky is my limit, and I know that I can make as much as my ingenuity and ability will allow.

I will work more hours than my contemporary who is working 8 to 5 six days a week. But the choice of hours is mine to a large extent.

Dr. Moore, a professor at Georgia Tech, told his class, "You boys don't have the guts that your dads did 35 years ago."

This made me mad and started me thinking whether I did have the guts that he did. I determined then that I would not become the "corporation coward" but would gladly trade the corporate security for the adventure which I could have.

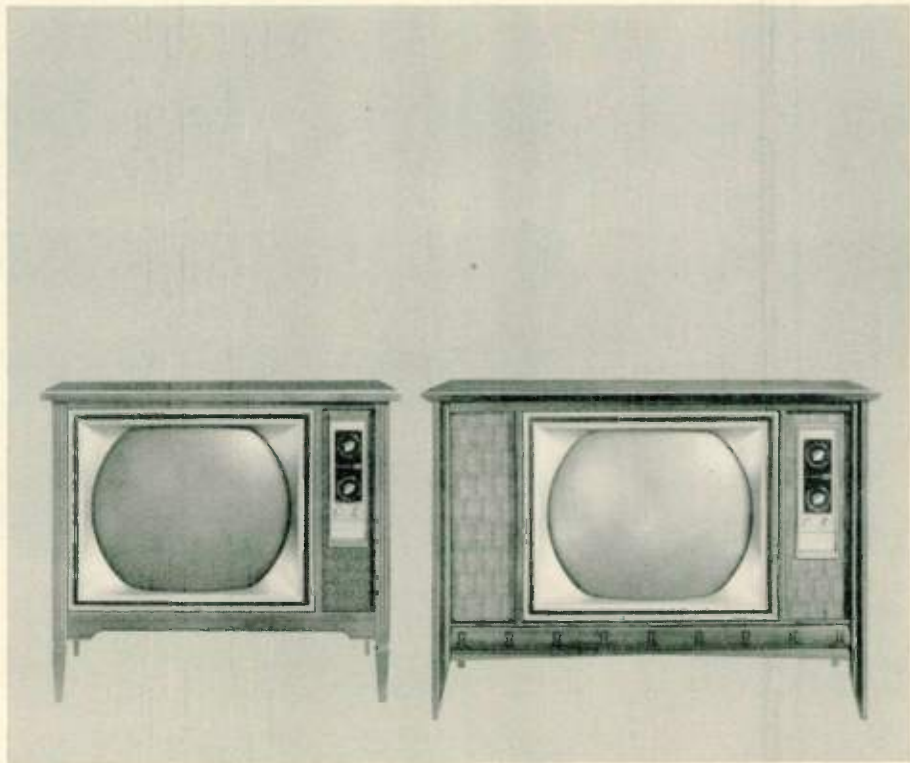
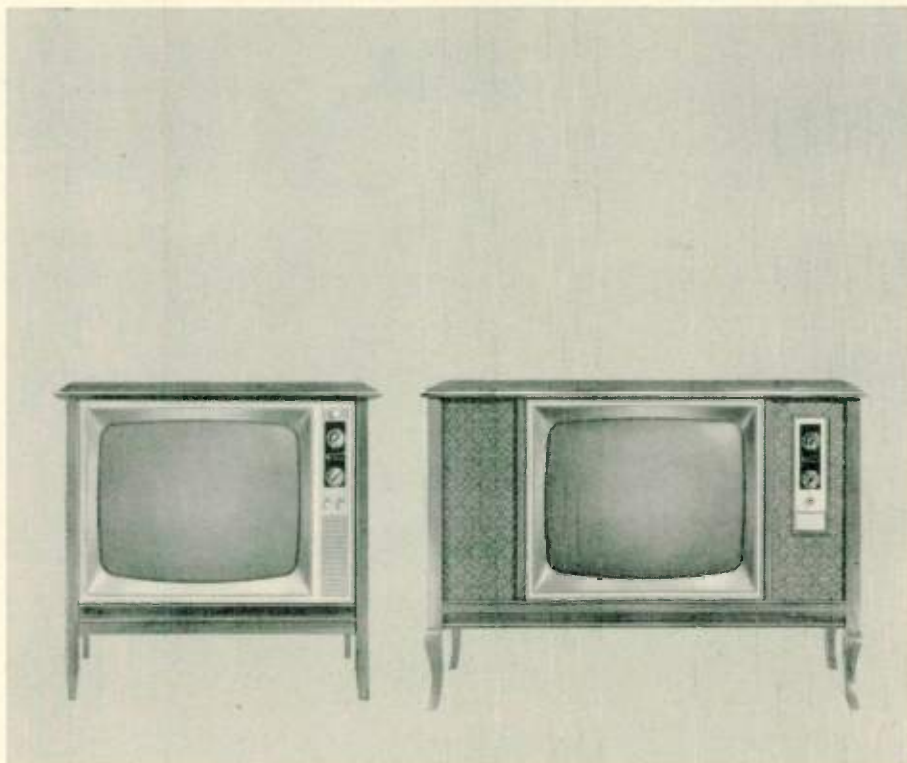
I realize that my dad walks in pretty big shoes and that it will not be easy for me to follow him. The job is difficult and will call for the best I can give, but this just adds to the challenge. I feel that I can meet the challenge and as I do, I hope that the admiration and respect that I feel for my father will be repaid in the feelings others will have for me. ■





**Philco makes this the hottest winter in years**

# HERE COMES THE PHILCO WINTER



**HOT VALUES IN 23-INCH TV!** Here's your chance to offer extra-reliable Philco Cool Chassis TV at incredible Winter Wonderland of Values prices. 23-inch table models! 23-inch consoles in virtually every style! Values are greater than ever before—and there's still lots and lots of profit room for you.



**HOT TRADE-IN PROMOTION FOR COLOR TV!** Want an easy way to turn black-and-white-TV customers into profitable color sales? Philco has it—an unprecedented trade-in promotion during the Winter Wonderland of Values. It's another reason why Winter Wonderland is much too good to miss.

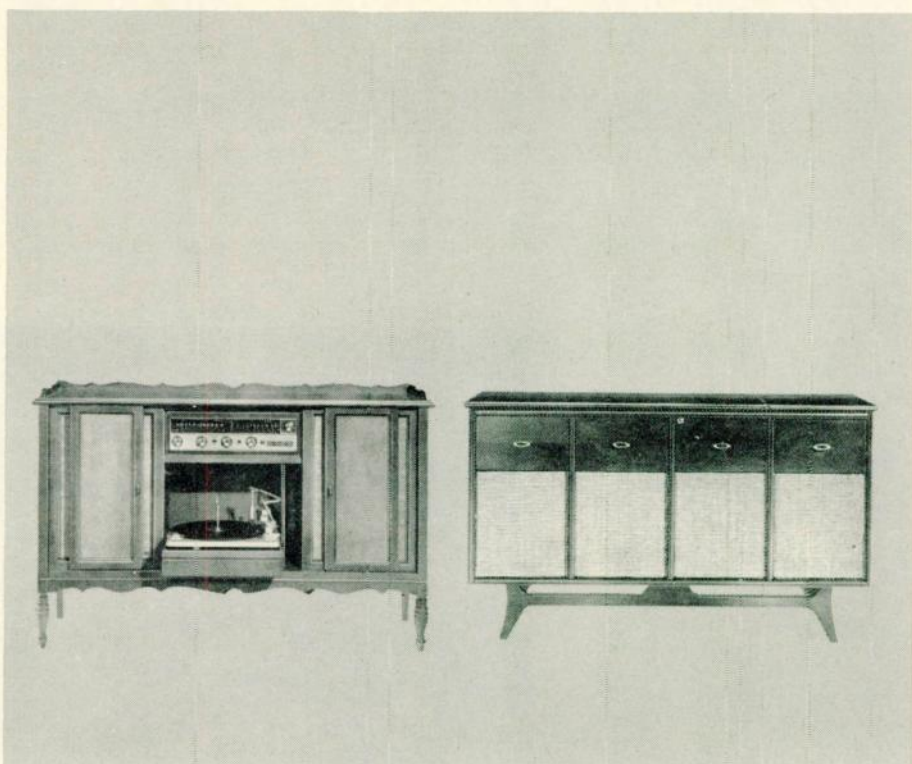
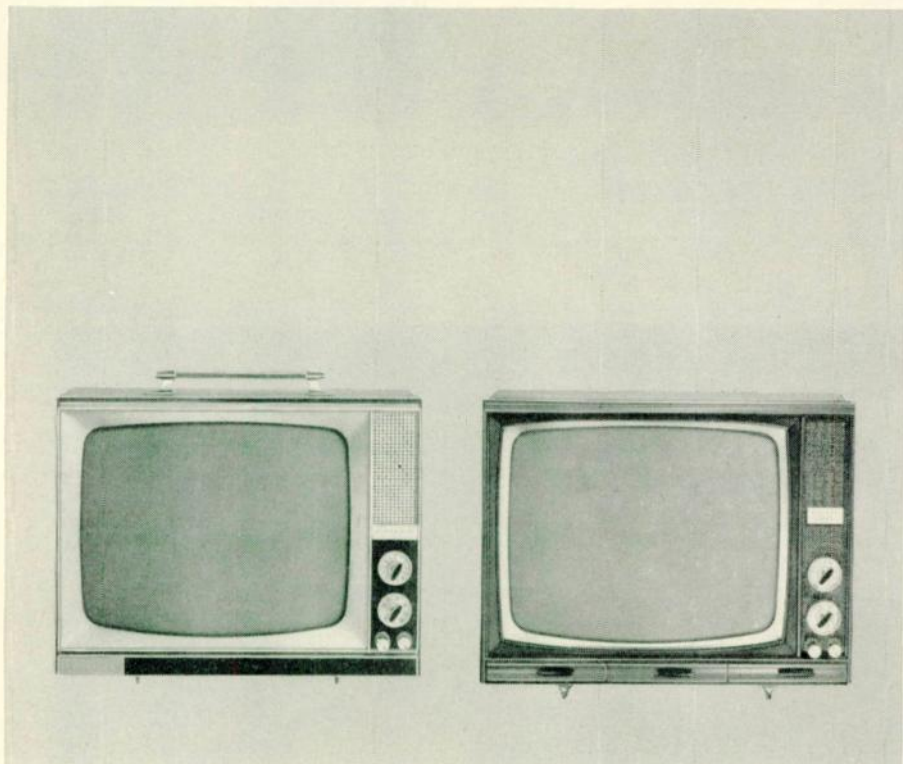


**HOT TRAFFIC-STOPPING WINDOW DISPLAY!** Philco makes it easy for you to build traffic and profit during the Winter Wonderland of Values. Your store can feature one of the most eye-catching retail window displays ever designed! The entire display is in full color, with an appealing snowman centerpiece. Best of all, your Philco distributor will arrange for it to be professionally installed. And, to top it off, there are free jumbo snowman balloons to help you encourage family shopping trips. Plus a customer mailer, with special trade-in certificate, in convenient statement-stuffer size!





# WONDERLAND OF VALUES!



**HOT NEW TV PORTABLES!** The proven dependability of Philco Cool Chassis now comes in these great new styles. The Woodstock 19, 1964's sales sensation, is here in a brand-new

Danish Modern design. More good news in good looks—the 1965 Philco Starlite 19 is priced better than ever. And there's an even greater choice of colors and finishes!



**HOT VALUES IN STEREO!** Your customers can't get a better value than 1965 Philco stereo! Beautiful sound, beautiful cabinets—and the lowest-priced all-solid-state AM-FM-Stereo

console of any top-name brand! Philco Stereo is more profitable than ever in the Winter Wonderland of Values.



**HOT NEWSPAPER ADVERTISING CAMPAIGN!** Just to make sure the word gets around, Philco is running hundreds of thousands of lines of hard-hitting newspaper advertising

for the Winter Wonderland of Values. Your customers will be reading all about the great values. Be sure you're ready when the Winter Wonderland excitement begins.

## DON'T BE LEFT OUT IN THE COLD. CALL YOUR DISTRIBUTOR TODAY.

FAMOUS FOR QUALITY THE WORLD OVER

# PHILCO®

A SUBSIDIARY OF *Ford Motor Company*



- TELEVISION
- STEREO PHONOGRAPHS
- RADIOS
- HOME LAUNDRY
- REFRIGERATORS
- RANGES
- AIR CONDITIONERS

For more facts, use Request Card and circle No. 206





# Industry's "Tired Blood" Needs Cure, Says Ex-NARDA President

Before looking for "new blood," industry should cure its "tired blood," says Dealer Sam Boyd, Bailey-Wagner, Springfield, Mass.



Sam Boyd

**T**he appliance industry doesn't need 'new blood,' it needs a remedy for the 'tired blood' that exists within its body."

This is the opinion of Dealer Sam Boyd, Bailey-Wagner, Springfield, Mass. He is referring to a situation which most dealers agree is a problem — that of finding and keeping capable retail salesmen.

Boyd, who is past-president of the National Appliance & Radio-TV Dealers Ass'n (NARDA), believes that if the industry corrected its malpractices, the result would be an immediate improvement in the quality of today's retail salespeople.

The major malpractices, claims Boyd, are the lack of meaningful franchises and the inconsistency of pricing and service to consumers. He lays the blame at the feet of manufacturers.

He claims that if these malpractices were corrected, there would be more profit for dealers, and in turn, more profit for their salesmen. "If salesmen were better compensated," he notes, "their employers could demand more of them. As it is, many salesmen today are unwilling to exert themselves for that 'extra sale.'"

An overall upgrading of the industry would also result in making retailing more attractive to young people, claims Boyd. "Let's face it," he says, "there just isn't enough margin of profit in this business to properly compensate the type of people we want. This, plus the lack of fringe benefits and long hours certainly doesn't present an attractive picture to the youth of our country."

Boyd feels that one of the most unattractive aspects of the retail appliance business is the long hours that must be put in. This is one of the unfortunate bad habits that the industry has let itself slip into, he claims. "It's almost impossible to do without our night hours," he points out, "as we do approximately 50 per cent of our volume during the hours of 6 and 9 p.m."

This dealer does not look for "new blood" when he needs to add to his sales force. He wants experienced men, and doesn't care *how old* they are.

He explains that it takes from three months to a year to train an inexperienced man, and costs in the neighborhood of \$3,000.

For some years his firm did train new men, but he found that many of them, after having been schooled at the company's expense, were easy prey for the "pirates" from the "discount houses." Now the firm's thinking runs along the lines: "Why not let another firm give a man his experience?"

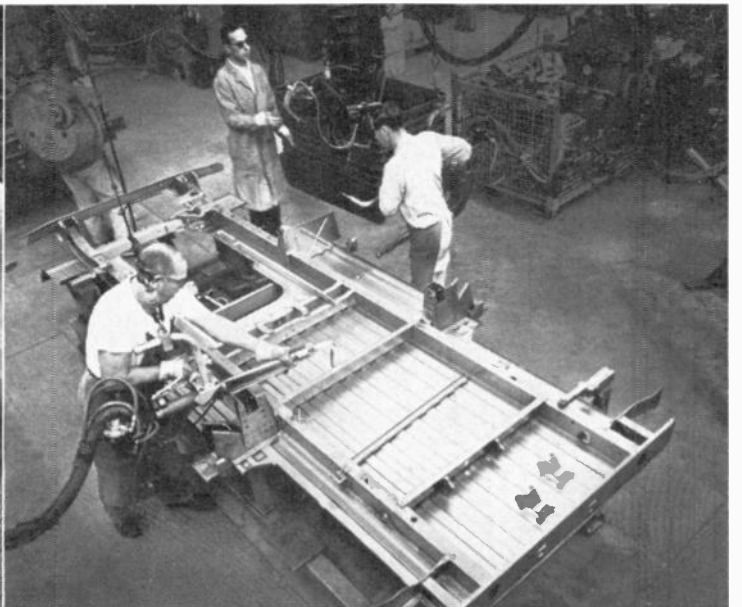
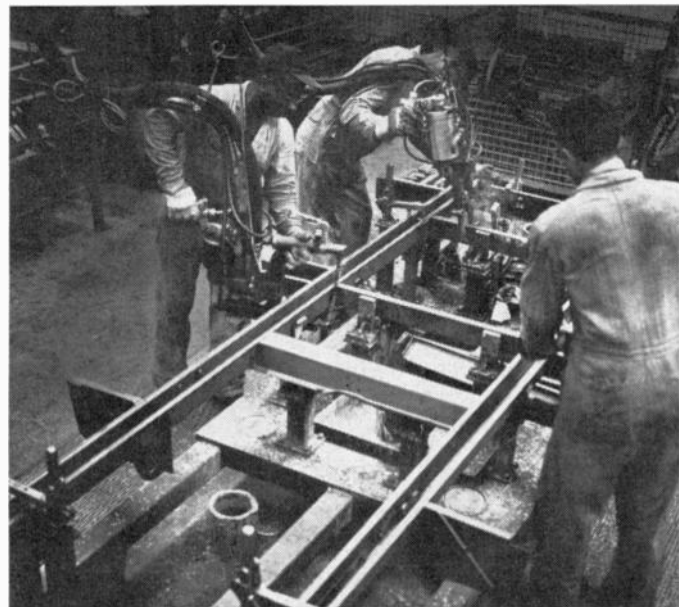
Education is not a primary requi-

site for a retail appliance salesman, according to Boyd, who notes that approximately 50 per cent of his firm's salesmen don't have a high school education (about 25 per cent are high school graduates and the re-

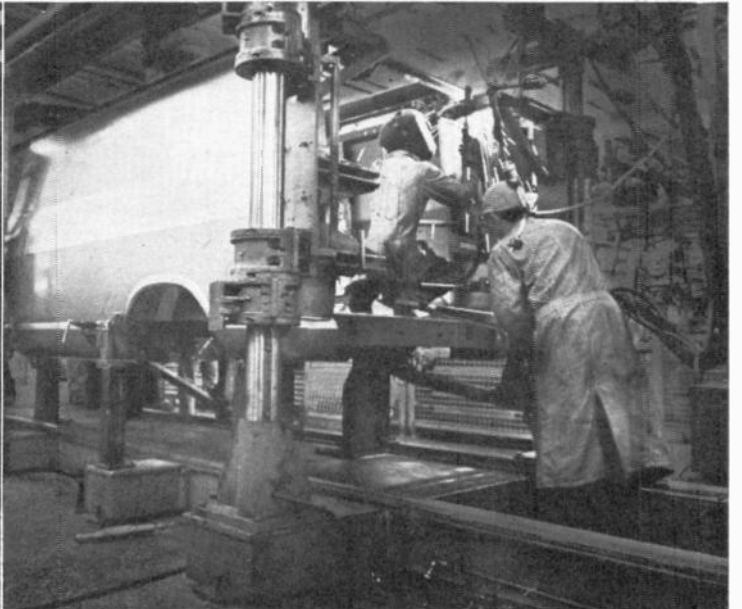
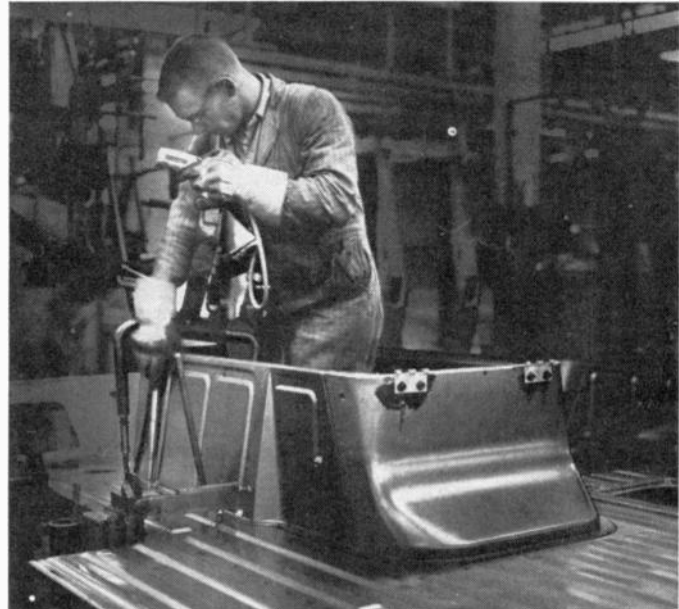
maining 25 per cent have had some college.)

When interviewing men for selling jobs, Boyd judges them on manners, appearance, and background. He also imparts his belief that "the most

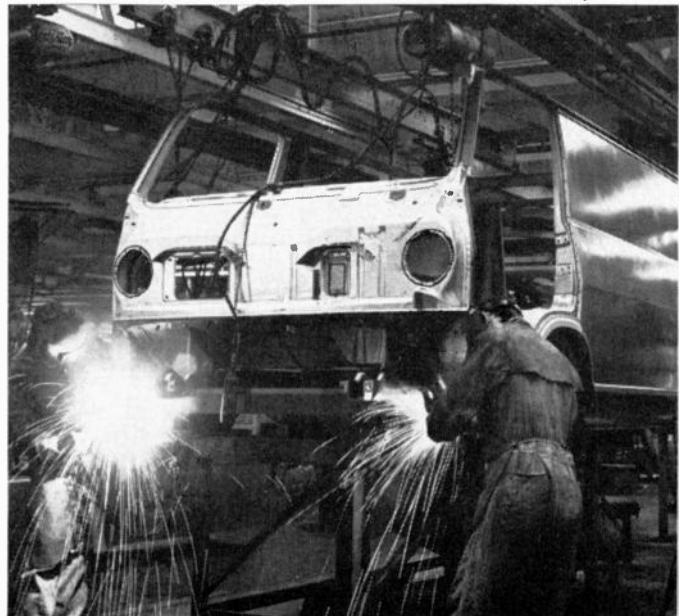
pleasant, easiest way for a man to reach the upper earning brackets is to become a professional salesman."



Body starts here with heavy-gauge framing members... one-piece floor panel is added...



welded-in engine box stiffens assembly... then reinforced side panels are welded in place...



followed by front end panels, many galvanized... and a ribbed roof panel caps the structure.



## Father's successor?

(Continued from page 36)

**NAVLEN:** My single problem is I'd like to do more than I'm doing but I realize that you just can't conquer the world overnight. It takes time and in two years I realize I can't learn what it took my father 25 or 30 years to learn.

**KRITZ:** My main problem over the last year of being in the business was trying to grab hold of myself and the fact that I personally would like to push my theories around. I fancy myself as quite the objective evaluator. I try to control myself, to be patient enough to allow myself to

grow, and use the experience that is afforded me. The people (I call it a brain trust) who are in the business know so much more than I do and it is somewhat difficult to listen to them without interrupting. I must take advantage of their knowledge in order to grow.

**WHITFORD:** I'd like to learn more business administration, more about the service end, more about the product, and more about the general business before I can even consider taking my father's place. I feel that if I can ever learn those things that I could make a good go of it.

*Q: What do you men think about Sunday openings? Are you for or against them?*

**SLEZAK:** I've seen my father

working so many hours the way it is now that I couldn't imagine Sunday openings. I just couldn't go for that at all.

**BLUMKIN:** No, I can't go for it either. My father puts in about 55 to 60 hours a week and that's enough.

**COHEN:** Our store is open from 9:30 a.m. to 9:30 p.m. every day and I've seen dad go into the store at 8:00 o'clock in the morning and come home at 11:30 at night. He doesn't take a day off. I just couldn't see him working seven days a week, although even now he goes in to catch up on his paper work on Sunday.

**NAVLEN:** First of all, I think legally and morally it's not right for a city or state to tell you have

to keep your store closed on Sunday, but I'm sure glad that they did it in our case.

**KRITZ:** I think the stores, if they choose to be open on Sunday, should be able to do so. I think in our particular case it's necessary because we're in a large city and competition is very keen. I believe also that some studies in Chicago have been made as to what are becoming the shopping hours, and I think that there is a growing trend toward the weekend shopper. I know we've been extremely busy during the summer on Sundays. I don't think that any government, city or federal, should make a law and tell you that you can't stay open on Sunday.

**WHITFORD:** We go along with our competitors. If they have to open on Sunday to sell their products, then we will have to open to stay with them or pass them.

*Q: Why do you fellows want to go into a profession where you have to work 65 or 70 hours a week when you could probably make as much money working 40 or 50 hours a week, other than the fact that your father is in the business?*

**COHEN:** Well, I've seen the joy my father gets out of it and, too, the heartache my mother gets out of it. She's always complaining that he's working too hard and too long. But I know he likes it and from what I've seen of it, I like it too. I wouldn't mind spending that much time on the job. I'm prepared to spend that much time if I do follow in his footsteps, because as I say, I like the job and I like the idea of helping people.

**SLEZAK:** The only thing that makes me consider it at all is when I hear from my father about the 20 years of hard luck he's had. After 20 years he's gotten a store of his own. I can sit back and see his accomplishment. He started from nothing at one time and has built up a large organization. I can anticipate the same thing happening if I would take it over now. In 30 years I could sit back and be able to say that it had grown again as much.

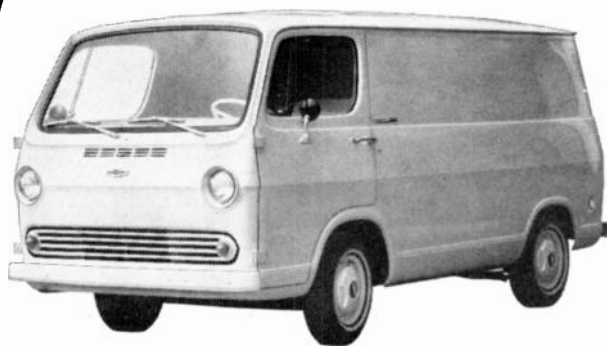
**WHITFORD:** At my age right now, 65 hours a week seems out of this world for me. I like to do other things besides work, but if it came to the point where I would have to take it over, I could do it.

**KRITZ:** All I can say is that I want to work for myself. Probably I could make a good income working for someone else, but I want my time to be my own and what I put into something, I want to get out of it for me, not for someone else. I do want to share accomplishments with other people but I definitely want to work for myself.

**NAVLEN:** I feel that it's a rough industry but I think it's been pretty good to a lot of other people who went into it. They've done a lot with it. It's hard work, but I think you have to work hard to build anything up.

*Q: If and when you fellows do go full time into the retailing business, what would you do to curtail the price cutting that is going on in the industry?*

## CHEVY-VAN DURABILITY —THE SUM OF A LOT OF LITTLE THINGS



**... like the 3,400-plus spot welds holding the body shell together, fewer panel joints, special steels in key areas, and a variety of special corrosion-preventive measures at assembly—little things that add up to security-plus to protect your investment for years and years to come.**

In designing the Chevy-Van, Chevrolet engineers recognized the potential corrosion problems plaguing vehicles of this type, and they did something about them—but PLENTY!

First off, they called for large body panels to minimize the number of joints that form corrosion's favorite footholds. Then they turned thumbs-down on light-gauge structural framing. Instead they called for sub-floor framing of heavy-gauge steel to resist the weakening effects of prolonged corrosion. And for wheel housings, inner body sills, front inner shell, front step panels and front outer rocker panels, they specified galvanized steel for extra corrosion protection. And since underbody panel joints could not be completely eliminated, they called for special high-zinc weld-through primers to be applied to the joining surfaces before welding, greatly reducing the susceptibility to rusting. Then, for such enclosed areas as underbody sills and lower door sections

(also high-zinc primed), internal coating with a special paraffin-aluminum spray was put on the list. And as a final step before painting, they called for sealing all underbody and exterior joints, using special sealers capable of being painted over without cracking or bleed-through—costly hand labor, but worth it. Enough? Well, not quite—for one last word in corrosion resistance, plus sound deadening, an undercoating step for wheelhouse, sill and toeboard areas was added to the manufacturing process.

The result is Chevy-Van—a low-cost front-engine delivery van with a difference. And it's a difference that will become increasingly apparent over a few years of day-to-day delivery service. The Chevy-Van will still be looking as good as it works, and its owner will have a smile on his face. Why not let your Chevrolet dealer put a smile on yours—today? . . . Chevrolet Division of General Motors, Detroit, Mich.

## THE LONG STRONG LINE FOR '65



For more facts, use Request Card and circle No. 207



*Again* **NUMBER ONE IN QUALITY!**

# ZENITH PRESENTS EXCITING NEW

***See all these see-able, sell-able features  
new 1965 Leadership Line at your Zenith***



## **ALL NEW ZENITH QUALITY COLOR TV**

Color TV Console values with elegant fine furniture styling to make Zenith the most competitive quality line in the industry!

Space Command® 600 with new color control feature —you can demonstrate how to adjust the hue from across the room!

## **ALL NEW ZENITH QUALITY B&W TV**



New 12"\* and 16"\* compact portables to build extra sales volume!

New design features to make Zenith 19"\* portables more in demand than ever!

New escutcheon, new cabinetry to give 23"\* portables a new fine furniture look!

New consoles, volume priced, styled for every decor!

*Plus*

**POWERFUL NEW DEALER MERCHANDISING PROGRAMS AND  
THE GREATEST DEALER DIVIDEND PLAN IN ZENITH HISTORY!**

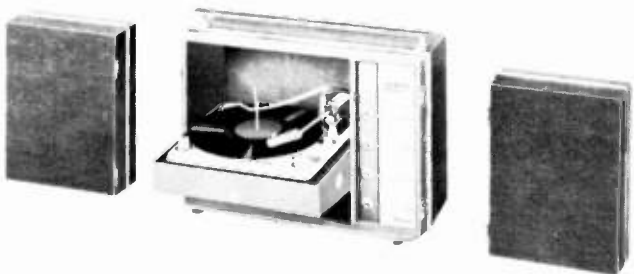


*Again* **NUMBER ONE IN LEADERSHIP!**

# ALL NEW PRODUCTS, PROGRAMS FOR '65!

*in the all  
Distributor's now!*

## ALL NEW ZENITH QUALITY STEREO PORTABLES



New volume-priced stereo portables—MP10-4 and MPS40-4—with new-design deluxe automatic record changer!

New Solid State Micro-Touch® portable stereo MPS90W with 6 speakers, 32 watts power, and more features than ever before!

\*12" overall diag. meas., 74 sq.in. rect. picture area  
16" overall diag. meas., 125 sq.in. rect. picture area  
19" overall diag. meas., 172 sq.in. rect. picture area  
23" overall diag. meas., 282 sq.in. rect. picture area

**ZENITH** *The quality goes in  
before the name goes on*

Specifications subject to change without notice.

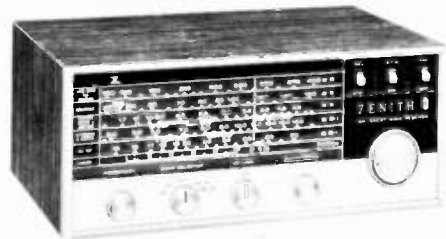


## ALL NEW ZENITH QUALITY STEREO CONSOLES

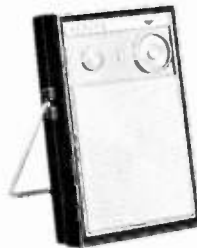
Now Zenith Solid State all-transistor amplifiers in many new stereo console models!

Newly designed console stereos with the new long, low look!

The industry's greatest values in full-feature FM/AM Stereo Phonos in fine furniture cabinetry!



## ALL NEW ZENITH QUALITY RADIOS!



New popular-priced portables—R280G and R705—with Zenith quality performance features for a better-than-ever consumer value!

The all new 5-Band Explorer . . . "biggest surprise" in the radio market! Styled to sell—with all the famous Zenith shortwave reputation built right in!

Plus new step-up styling and performance in AM, FM/AM, and clock radios!

For more facts, use Request Card and circle No. 208

WRH



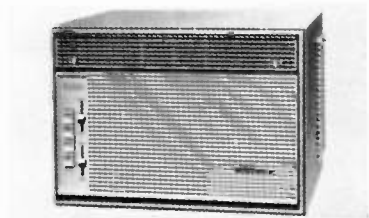
Pick the fresh ones for profits in '65!



## Room Air Conditioners

Completely new, decidedly different! Fresh as spring with a new personal touch! Full range—5500 to 23,500 Btu's!

### Deluxe WEATHERMAKERS® 7000 to 23,500 Btu's



#### Cooling power that is far-reaching

For the biggest rooms—or two or three rooms. Finished in Tuscan Ivory, accented by matching Cinnamon Brown trim. Six models, from 11,000 to 23,500 Btu's. Dual voltage, 208- or 230-, is available on three models. TA Series.



#### Smartly sized, quick to respond

The clean, classic grille design blends effortlessly with any decor. Compact casing—only 15½ inches deep—permits smart, window-flush mounting. Four models, from 7000 to 11,000 Btu's, in 115-, 208- and 230-volts. RA Series.

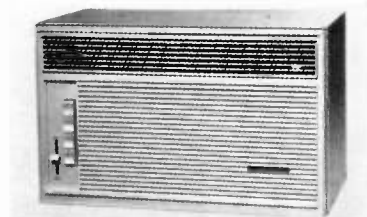
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### WEATHERMAKERS 7000 to 12,500 Btu's



#### Spacious cooling at modest cost

Big-room cooling without the big-room price tag... durability and performance your customers expect to find only in higher priced models. Attractive Tuscan Ivory finish. One model, 12,500 Btu's, 230-volts. Model TC.

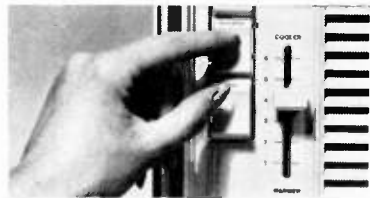


#### Compact in size and economy

Made-to-order for the thrifty—with a low price matched by economical operation. This popular-priced series includes 115-volt "plug-ins" as well as 208- and 230-volt models. Three cooling capacities from 7000 to 9000 Btu's. RB Series.

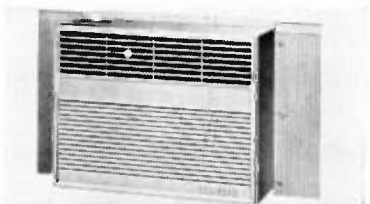






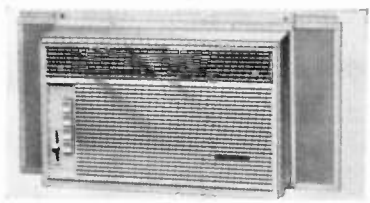
**New Carrier Touch Control Comfort Center** offers automatic response and a wide range of temperature settings. Simply press "HI COOL" to quickly cool overheated rooms, or "LO COOL" for extra-quiet operation and greater dehumidification.

### WEATHERMAKER Ready-Mounts 5500 to 8300 Btu's



#### Quickly installed, quickly enjoyed

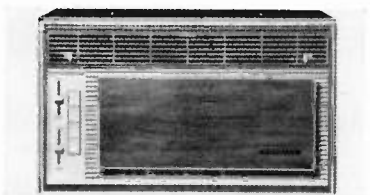
This lightweight is only 11<sup>3</sup>/<sub>16</sub> inches front to back, yet provides 5500 Btu's of cooling. Operates on 115-volts. Matching wing panels can be quickly custom-cut to fit any double-hung window from 27 to 40 inches wide. Model GF.



#### Easy installation, more capacity

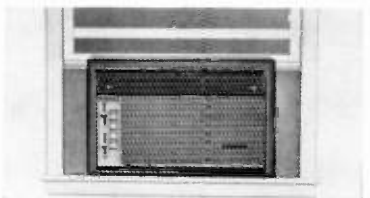
This unit features weather-resistant, adjustable wing panels . . . fits any double-hung window 31<sup>1</sup>/<sub>2</sub> to 44<sup>1</sup>/<sub>2</sub> inches wide. Touch Control Comfort Center offers wide range of temperature settings. Two models, 7000 and 8300 Btu's, 115-volts. RC Series.

### Carrier DECORATOR PANELS



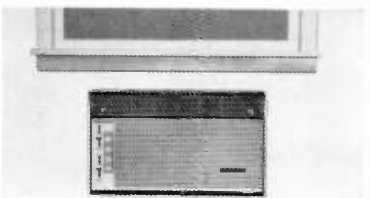
An accessory item in three flawless, hardwood grain finishes—Fruitwood, American Walnut and Random Cherry—for deluxe and standard Weathermakers. It takes only seconds to install a Decorator Panel.

### Choice of window or wall installation



#### In-the-window

New Rapid-Mount installation kit with fewer parts and new engineering features cuts your installation time 30% . . . provides a fit that seals out dust, dirt and outdoor air. In fact, a unit can stay in the window year round.



#### Thru-the-wall

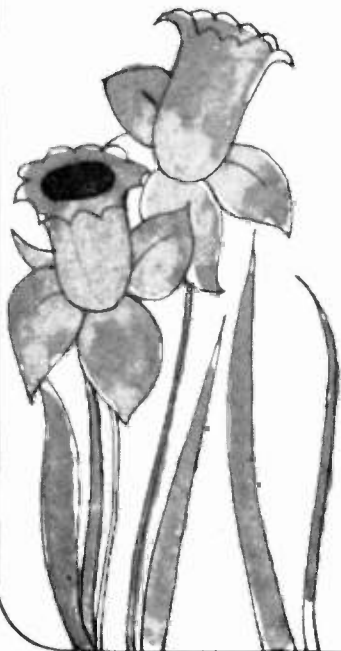
Preassembled wall sleeves provide the answer for that built-in look in new and existing structures. Once sleeve is installed, unit slides into position, exposing flush wall grilles. Available for deluxe and standard Weathermakers.

WEATHERMAKER Heat Pumps offer climate-balanced year-round heating or cooling. Four models with cooling capacities from 8100 to 18,700 Btu's; heating, from 7900 to 22,000 Btu's.

For complete information about the fresh new Carrier line of Room Air Conditioners . . . and a fresh new merchandising program, too . . . call your Carrier Distributor listed in the Yellow Pages.

**Carrier** Air Conditioning Company

More people put their confidence in Carrier air conditioning than in any other make





# NEW

# 2-SPEED

## SPEED QUEEN®

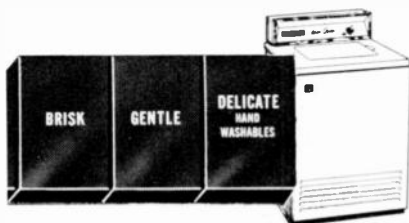
### Fabric-care Wringer Washers

Now with 2-Speed agitation . . . plus the all-fabric, self-stop timer . . . Speed Queen dealers have two deluxe "automatic" features that can capture an even bigger share of the still-sizeable conventional washer market.

Adding the Speed Queen Stainless Steel bowl tub, gives you a benefit story far beyond the reach of competition.

It's your **total** profit that counts at the end of the year! Speed Queen wringer washer sales can add substantially to that year-end profit.

*1 out of 6 washer sales is still a wringer washer*



Model A46F  
Speed Queen Automatic  
has 3-SPEED  
push-button selection



All Speed Queen  
Washer transmissions  
carry a 5-year guarantee  
of component parts

Ask about  
Model 80 Special in COLOR

See us at / Merchandise Mart-Space 1160-Chicago — Jan. 3-10  
Merchandise Mart-Space 2616-Dallas — Jan. 10-15  
Merchandise Mart-Space 1211-Atlanta — Jan. 12-16



# SPEED QUEEN®

a division of McGraw-Edison Co., Ripon, Wisconsin

For more facts, use Request Card and circle No. 210

## Father's successor

(Continued from page 43)

**BLUMKIN:** I'm afraid I have to stick with price cutting because that is what the reputation of our company is built on, the best for less!

**NAVLEN:** There is not much that the individual dealer himself can do about it. It's a very big problem. I think if a retailer like Korvette wants to push their products and put them in the paper for a ridiculously low price, and use that to bring people into their stores to sell them stockings or underwear or T-shirts, there is not much a dealer can do about it. He can't fight that. They're using your means of a livelihood as a means to draw people into the stores to make money on something else. I don't think you can fight them.

**SLEZAK:** I think this is the big downfall of the independent dealer and if we could solve it here, I think we all would be millionaires tomorrow.

**Q:** Do you feel that being a servicing dealer is a profitable portion of the business?

**WHITFORD:** Most definitely. We sell our service hard and it pays off by satisfying old customers and by bringing in new ones.

**SLEZAK:** My father's whole business since it was started was built on the slogan that service isn't their motto, it's their business, and we've gotten many customers who have come back time and time again and bought new merchandise from us simply because our service was so outstanding. We've got two of the best service men in Wisconsin. Half of our store is devoted to service, and this is what brings in the customers, new and old.

**KRITZ:** I've taken my lesson from Marshall Field in Chicago, because they have built such a fantastic image of service, not only of servicing the product but of satisfying the customer even if they have to lose money on it. This is what has put them over, and if we didn't satisfy the customer's complaint involving an exchange or sending a man out the next day and not a week later, we would lose that customer to Field's or Polk's. We would also lose the customers we have. When our competitors fall down on service, we can pick up some of their people by doing a better servicing job. We can't help but expand because of this.

**COHEN:** I know that in my father's store there are four men full time on service alone. There is no charge for labor if a customer can prove that he made the purchase at our store. If an item can't be repaired at the store, it will be sent away with no extra charge. Part of the store's slogan is "sales, service and integrity." I believe that our service is tremendous. I've seen letters that my father has gotten in the mail that have acclaimed the store's service as actually the best part of the entire business.

**Q:** Are you fellows proud of the fact that your fathers are in the retail business?

**Answer:** A unanimous "YES." ■



# Trends

## IN THE MARTS OF TRADE

ABOUT 70 participants — the largest single-industry trade mission in history — will leave for Europe next month to study possible potentials of European markets for American housewares products. The project, sponsored by the National Housewares Mfr's. Ass'n, is called "NHMA Housewares Operation Europe — 1965." The NHMA calls the mission a two way affair, explaining that the U. S. manufacturers will explore European market possibilities for their goods while in Europe, and at the same time will encourage European buyers to come to the NHMA housewares exhibit next July.

### Timely Sign



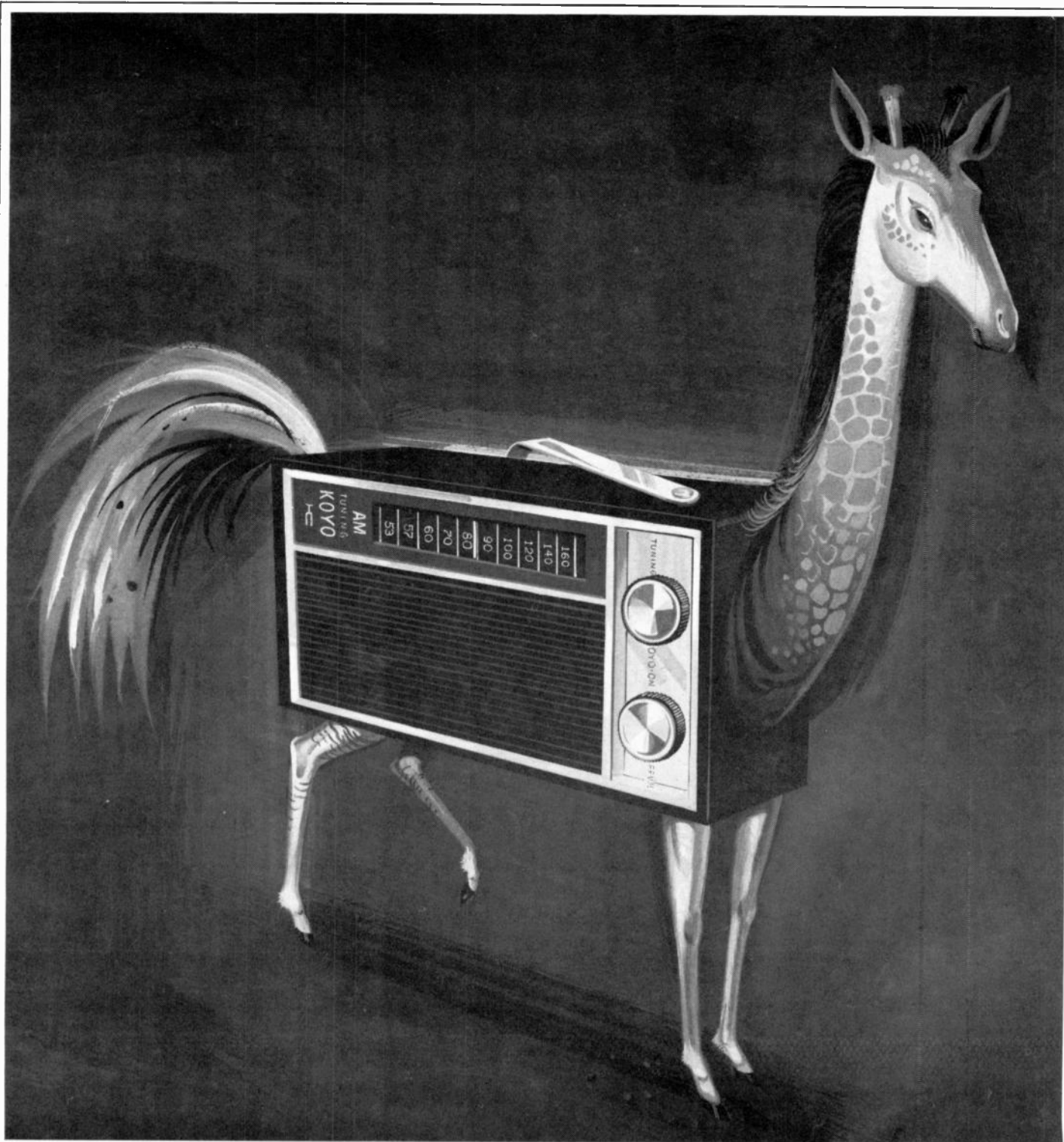
**FAMILIAR FACE** added to Duffy Sq. in the Broadway Times Sq. area of New York City is that of the Big Ben clock. This one is 25 feet in diameter, took six men over a week to install, and is equipped with an electronic version of Westminster chimes.

CRYSTAL BALL season is in full swing, and appliance manufacturers like what they see in the polished orb. The year 1965 should mark the second consecutive all-time record sales year, both in units and dollars, says John W. Craig, vice president, Hupp Corp. Craig predicts that 1965 will be a milestone in that for the first time the industry will sell more than 25,000,000 units during the year (1964 was also a milestone, with the industry registering retail sales of more than \$5 billion for the first time.) Harry M. Kane, vice president and general manager, Westinghouse Appliance Sales and Service Co., has a more conservative crystal ball. Unit sales of major appliances in 1965, says Kane, should reach 18,600,000. The Gas Appliance Mfr's. Ass'n reports that combined sales of gas ranges, clothes dryers, water heaters, and central heating equipment climbed 5.8 per cent in 1964 over 1963's levels, and predicts that 1965 will exceed 1964 by as much as 5.3 per cent. Richard Kelly, president, Easy Appliance Div. of Hupp Corp., says 1965 will set a post-war precedent in home laundry: five consecutive years of growth in both unit and dollar sales. Dryer

sales will hit the 2,000,000 mark for the first time in 1965, says Kelly. At Gibson Refrigerator Sales Corp. subsidiary of Hupp Corp., President William C. Conley predicts 1965 will be the "best year yet" for major appliances, adding that Gibson expects to put record breaking years back-to-back this year. In television, the industry's outlook is for another peak sales year in 1965, says Raymond W. Saxon, vice chairman, RCA Sales

Corp. Saxon made his comment at a distributor meeting during which he told the group that RCA's TV sales for the first 11 months of 1964 exceeded by 11 per cent the volume for the whole year of 1963. Joseph F. Miller, executive vice president, National Electrical Mfr's. Ass'n, says industry sales of major electric appliances for 1964 will probably wind up at \$1.84 billion in 1964, and that 1965 will exceed this figure by 3.3 per cent. Dishwashers and food waste disposers led the volume rise in 1964, both attaining an increase of 19.3 per cent. Miller expects these two products to be the leaders in percentage gains again in 1965, with a gain of 8.6 per cent in dish-

washers, and 6.2 per cent in food waste disposers. Dehumidifiers, the only category that failed to show a gain in 1964, should equal last year's figure of 205,000 units in 1965, says Miller. Total TV industry sales reached 9,000,000 in 1964, and this year should hit 10,000,000, says Ross D. Siragusa, chairman of the board, Admiral Corp. Black-and-white TV should climb about 4 per cent to 8,000,000 units, says Siragusa, while color TV will establish another record by reaching 2,000,000, for a 54 per cent gain over the 1,300,000 sets estimated sold in 1964. Siragusa sees a 5 per cent increase in radio sales, and a 9 per cent hike in stereo phonos.



## THE NEW BREED!

Like nothing you have ever heard before, this KOYO transistorized radio is a precision instrument which recreates broadcast sound and tone comparable to a fine hi-fi system. ■ Scrap those old-fashioned ideas about inexpensive imported radios. This is the NEW BREED—combining the engineering skill of Japan's finest technicians with rigid quality control of uniform parts. ■ You simply must see KOYO to believe it! Look to KOYO and hear the NEW BREED! It's a beautiful radio . . . with a market advantage.

SEE THE COMPLETE KOYO LINE AT THE CHICAGO HOUSEWARES SHOW. JANUARY 9 TO 14. BOOTHS 664-666

Koyo ELECTRONICS, 330 Madison Avenue, New York 10017  
Ask for Al J. Barra, Sales Manager ■ YUkon 6-0141

For more facts, use Request Card and circle No. 211





## Educational project may help . . .

(Continued from page 32)

Copies of the casebook (which contained all ten case studies) were made available for limited use by the teachers who participated in the workshop. In addition, the cases were used experimentally in classes in Medford, Brookline, and Wellesley, Mass.

To fit into existing courses in U. S. history and problems in democracy, the cases deal with a variety of businesses widely spaced in historical periods, all the way from the

disappointments of the Virginia Co. in settling America to the international expansion of United Fruit Co.

In a case of the Standard Oil Co. (N. J.), for example, the focus is on the era of trusts at the turn of the century. Discussion of Ford Motor Co. centers on the life of Henry Ford and ends with his death in 1946. On the other hand, Denison Mfg. Co., the maker of paper products, is traced from its 1854 beginnings to the present day.

Retailers—Brooks Brothers and Wanamaker's—are brought in to shed light on the development of marketing and on the complexities of modern merchandising. Another study compares Sears, Roebuck & Co. with Montgomery Ward & Co., Inc.

Discussion of the factory system focuses on its early development in New England textile mills, the influence of immigration, and the seeds of issues that led to growth of modern labor unions. The role that banking has played in history is traced through a look at Bank of America.

The studies are enlivened by appropriate historical passages, organi-

zation charts, graphs, and tables.

During the summer of 1964, the major activity of the Project was a six-week Teacher-Training Institute meeting conducted under the auspices of the Harvard Graduate School of Education for 20 teachers from 12 different states. In addition to studying business history, the teachers assisted in the preparation of expanded introductory material to be included in the new teacher's edition of the casebook.

Twenty-five hundred copies of the experimental casebook are presently in use; the majority are being utilized in the school systems represented by the teachers who attended the meeting. The remainder are being used in the Greater Boston area, and in other parts of the country.

The Project is offering five \$1,000 Fellowships for secondary school teachers who write case studies in New England Business and economic history. The announcement of the offer reads, in part: "A typical case study should deal with a comparatively limited segment of historical experience and raise issues suitable for classroom discussion. A wide range of topics is acceptable, including one or more aspects of the history of a New England firm industry, businessman, business institution, or governmental policy. Cases based upon primary sources are desirable, but not essential."

Applicants must be available to participate in a one-month case-writing workshop in the summer of 1965 at Harvard. Applications are invited from teachers throughout New England.

### Hopes for case study

Project Director Cawein hopes that one of these Fellowships will result in a case study of an independent retail business. Thus far, no independent retailer in the appliance and/or electronics business has been approached by members of the Project.

Though the program will provide a more accurate understanding of business, past and present, corporate management hasn't rushed to offer its financial backing. Companies are in the habit of giving money to colleges and science projects, says Cawein, and the idea of giving to high schools is new to them.

However, the first-year expenses of \$6,500 were underwritten by U. S. Steel Foundation, the education foundation of Jersey Standard, and the Calvin K. Kazanjian Economic Foundation. These three supporters were joined in 1963 by Sears, Roebuck Foundation and International Business Machines Corp.'s foundation in supplying the budget of \$20,000.

The Project has received verbal and financial support from the National Appliance & Radio-TV Dealers Ass'n (NARDA). Its board of directors recently voted to contribute \$250 toward the work.

Jules Steinberg, executive director of NARDA, explains that this award was presented in the hope that case studies of independent retailers would be drawn up "to help upgrade the image of independents throughout the school system." ■

**Now!**  
**You can sell**  
**more air conditioners!**  
**Now!**  
**You can sell**  
**bigger air conditioners!**  
**Now!**  
**You can make more money!**  
**How? With this!**

With the new Barlow Surge Limiter. What's that, you say? It's a new device that reduces an air conditioner's starting surge by 40%! Now you can sell **more** air conditioners because the Surge Limiter eliminates many of the problems that often keep customers from buying — overloaded wires, blown fuses and dim bulbs.

Thanks to the Barlow Surge Limiter, you can now sell **bigger** air conditioners and make more **money**. With the Surge Limiter, a 12 amp. unit can be installed in place of a smaller 7.5 amp. unit—without the need for special wiring. What's more, the Surge Limiter can make any room

air conditioner a "portable." It can easily be moved from room to room with the air conditioner. This gives you a chance to sell portable stands in the bargain.

The Barlow Surge Limiter is UL approved and will be advertised in LIFE, local newspapers and in a local TV campaign. Point of sale and promotion pieces available for your store.

Call or write Sales Manager for complete details on the new Barlow Surge Limiter...every room air conditioner's companion: Barlow Controls, Inc., 28 Magee Avenue, Stamford, Connecticut.

For more facts, use Request Card and circle No. 212







(Continued from page 26)

### Special Purchase Sale Moves Brown Goods

**6** A special purchase sale for regular customers produced good results for Cordes Appliance and Furniture Co., St. Louis, Mo. The week-long event is conducted annually prior to the Christmas selling season, and is designed to clear out the firm's inventory.

Highlight of the promotion is a four-page mailer which is sent to 5,000 customers who are on the firm's mailing list. This is the only

Kitchen Calendar Coupon.

form of advertising used. Costs \$500. Prospects are urged to bring the mailer with them to the store, and to pick up a free calendar.

Giveaways included \$25 worth of stereo LP records with the purchase of any Zenith stereo console, and rollabout decorator carts plus five stereo records with the purchase of any Zenith hi-fi or stereo portable—for from \$7.95 to \$9.95.

### "Nick & Scratch" Sale Digs Out Good Response

**7** An annual 10-day "nick & scratch" sale conducted by Baity-Arrington, Winston-Salem, N. C., was credited with "wonderful" response.

While the basic pitch of the newspaper advertisements was price, no prices were mentioned. Copy stated: "Drastic reductions on over \$15,000 worth of famous GE appliances, TV & stereos to be sold this week! All brand new items, some slightly damaged . . . But all are fully guaranteed! We buy for less and sell for much less!" See us now and save . . . our Loss is your Gain! Lowest Prices We've Ever Offered!"

Owner Arrington (he bought out Baity last year) notes that, through trial and error he's found that running ads without prices is more effective because it creates curiosity . . . "and curiosity creates sales," he says.

Nick & Scratch Sale Ad.

### "Grand Opening" Sale Moves Brown Goods

**8** A "Grand Opening" sale, conducted to announce new and enlarged quarters, resulted in "excellent" movement of brown goods. The week-long event was conducted by co-owners Bill Vaughn and Arnold Steele, A. G. S. Appliances, Greensboro, N. C., when they purchased the firm. (They kept its original name because of its good reputation.)

They offered free gifts—salt and pepper shakers, key chains, and bal-

(Continued on page 52)

# This man has 50,000 new customers for you.



For their names and addresses, call (201) WA 3-4900 collect.

Ask for Henry Mack.\*

\*or see him at the Oki suite in the Palmer House, starting January 6th through the 14th during the Chicago Show.

Where did Henry Mack, sales manager of Chancellor Electronics, get these leads? From direct replies to Oki's tape recorder ads in Playboy, Esquire, Life, Ebony, Modern Photography, Cue, New York Times Magazine, High Fidelity, Hi Fi Stereo Review and FM Guide.

Henry's heard from the prospects. They are being processed through our authorized dealer network. These dealers will be backed up by the most powerful national and local advertising and merchandising program in the industry.

Oki's full line of solid state tape recorders is ready for immediate delivery. Its newest models are as expertly engineered as the highly acclaimed Oki 555, and carry a full year guarantee. They start as low as \$129.95.

Don't forget to call Henry for complete details. If you can't get to a phone, write him at:

Chancellor Electronics, Inc.,  
457 Chancellor Avenue, Newark, N. J.



OKI 222: 4 track monaural record-playback. \$179.95\*



OKI 555: 4 track full stereo and monaural record-playback \$349.95\*



OKI 333: 4 track full stereo and monaural record-playback. \$289.95\*



OKI 111: 2 track monaural record-playback \$129.95\*

\*Suggested list price  
For more facts, use Request Card and circle No. 213



# SALES PORTFOLIO for 1965

(Continued from page 51)

loons for children—to consumers who registered at the store for a drawing of a color television receiver.

Newspaper advertisements noted that consumers could obtain a Bell

& Howell movie camera for only \$9.95 when they purchased an RCA tape cartridge recorder for \$99.95. Other bargains were based on a trade-in, and required no down payment. The firm was open every night until 9 during the sale.



Grand Opening Sale Ad.

## World Series Promotion Results In Sales Score

**9** A promotion tying-in with the World Series baseball games resulted in the sale of 31 color television receivers and 26 black and white sets for Pete Knight, Inc., Winston-Salem, N. C.

The three-day event was announced by one newspaper ad (running in the morning and evening editions) which offered consumers a free 8-transistor radio with the purchase of a Color TV set, and a free roll-about stand with the purchase of a portable black and white set.

A baseball player in action illus-

trated the ad, and copy stated: "See . . . Hear the World Series on a new 1965 television set. See Pete Today! No payments 'till December 1st when you trade!"

Owner Pete Knight notes that the ad was *not* designed to encourage people to come to the store and watch the baseball games, but to get them to buy sets so they could watch the games in their homes. His offer of same-day delivery was of great help in moving the sets, he adds.

## "Close-Out" Sale Results In Sell-Out

**10** A "close-out" sale conducted by Pegram - West, Inc., Greensboro, N. C., resulted in a "sell-out of 19-in. black and white portables. The sets were VHF-only, and were available in colors of off-white and tan only, at \$129.90. A roller base for the sets, valued at \$12.95, was given free with each purchase.

Dealer Bob Brooks notes that the sets advertised—Westinghouse models—did not have the "Instant-On" feature, and this enabled him to step prospects up to models that did. Thus, he not only liquidated his supply of VHF-only portables, but moved some consoles. The sale lasted one week.

TV Close-out Sale Ad.

# Last year they asked, "What will Magic Chef think of next?"



Here's the answer!

It's hard to find an encore for a success like Chateau, Magic Chef's first eye-level oven range. But here it is: the economy Chateau, featuring much of the elegance of the top-of-the-line model.

To bake or broil to a turn, she needn't guess... just glance at the picture window. AutoMagic Cook and Keep Warm cooks while she's away... adds hours

to the day. Lower storage cabinet keeps pots and pans at her fingertips.

Put new Chateau in your showroom. And watch your profits soar!



SPACE 11-116 • MERCHANDISE MART  
**MAGIC CHEF**  
CLEVELAND, TENNESSEE

For more facts, use Request Card and circle No. 214



## Tomorrow's stores...

(Continued from page 30)

selling, so we will turn more and more to older retired men and hope for the best. Some of these senior citizens have more pep than men half their age."

Just how do hours worked and income in appliance selling compare with those in other fields?

Only five dealers who co-operated in the MART Magazine survey reported that their salesmen work less than 40 hours a week. Salesmen in 83 organizations work between 40 and 45 hours a week. Seventy-two retailers require their salespeople to work between 45 and 50 hours a week. In 48 operations the total is between 50 and 55 hours; in 13 stores it is between 55 and 60 hours, and in 12 organizations hours worked exceed 60.

Average yearly income of 29.9 per cent of the salesman is \$5,000 or less. Almost exactly the same percentage earn between \$6,000 and \$7,000 yearly. Approximately 23 per cent of salesmen fall into the \$7,000 to \$8,000-a-year bracket. Slightly less than 9 per cent are in the \$8,000 to \$9,000-a-year group. About 4 per cent are credited with earning \$9,000 to \$10,000, and 3.4 per cent are in the \$10,000 to \$12,000-a-year bracket.

Only one survey participant admits to paying a salesman more than \$12,000 a year.

Hours per week worked and annual income in other industries vary all over the landscape, but MART Magazine asked the U. S. Department of Labor for a few examples for comparison.

According to the government agency, tabulating clerks in the U. S. work a scheduled 39 hours a week and average \$5,330 in yearly income. Senior draftsmen work the same number of hours and average \$6,734 in income.

Asked about employe benefits, 31 of the survey participants reported they offer a retirement program for their employes. The balance either do not or did not answer the question.

The vast majority of dealers grant their salesmen an annual vacation. Of those who answered a question relating to this, only two said they do not give vacation time. More than 65 per cent of the dealers permit two weeks vacation annually. Slightly more than 25 per cent give one week.

Not quite 3 per cent of the retailers grant three weeks vacation a year, and the balance have varied programs that grant up to four weeks a year.

Approximately 22 per cent of the dealers indicate they have no additional employe benefits such as hospitalization or life insurance for their salesmen. The other respondents offer one or both. In some cases employer and salesman share the cost, and in other instances, the employer assumes the entire cost.

Slightly more than a third of the dealers have a management training program for their salesmen. How-

ever, only one dealer states that his program is designed to enable the salesman to replace him should the situation present itself.

Most management training programs are designed to enable the salesman to take over a job as department manager or sales manager and in some cases have the aim of making the men involved "better salesmen."

However, more than 30 per cent of the respondents state that their salesmen are given an opportunity to acquire at least partial ownership of the business.

Also, more than a third of the dealers report they have someone else primed to take over the business

should they "be removed from the scene." In more than half the cases this person is a relative (wife, son, brother, daughter, nephew). In about 10 per cent of the cases a partner would take over.

Other successors include store managers, vice presidents, and salesmen. Of the dealers who report having a son, 37 per cent said he is in or plans to enter their business.

How do dealer principals themselves fare income-wise?

About sixty per cent of them report earning \$10,000 a year or more. In fact, almost a third earn over \$25,000 a year, and several receive more than \$50,000 a year from their business.

What do these dealers feel is the greatest reward they have received from their jobs?

The greatest percentage like being their "own boss" or "being free to come and go." Second choice is prestige or reputation. A "good living" is in third position.

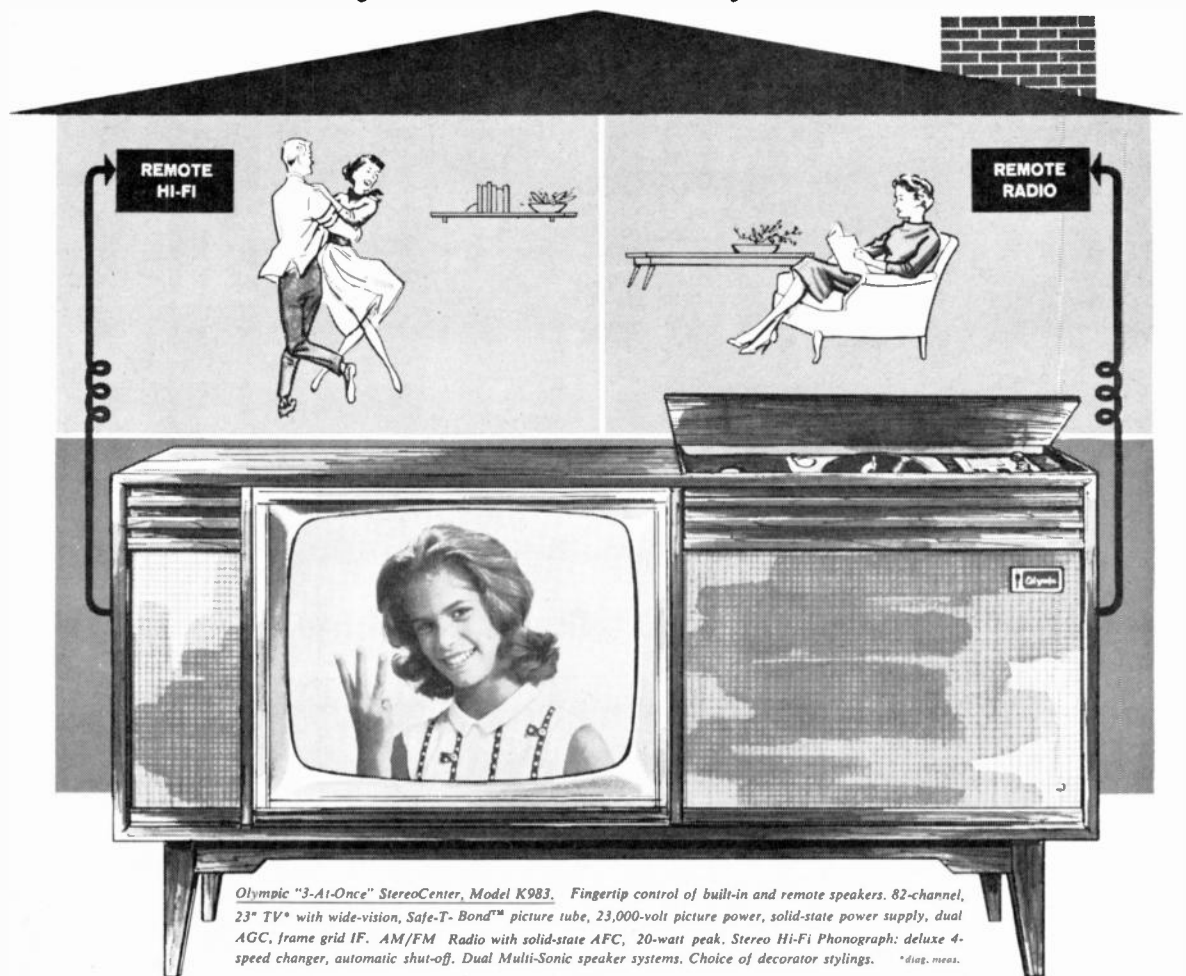
If they had it to do over again, how many of the dealers would enter the retail appliance business?

More than 60 per cent say they would. Slightly more than 27 per cent say they would not, and the rest failed to answer the question.

Moans one of those who would not follow the same route if given a second chance: "Oh, why did I ever leave a steady job?"

# PLAYS ALL 3 AT ONCE

tv • hi-fi • radio • in any 3 rooms!



Olympic "3-At-Once" StereoCenter, Model K983. Fingertip control of built-in and remote speakers. 82-channel, 23" TV\* with wide-vision, Safe-T-Bond™ picture tube, 23,000-volt picture power, solid-state power supply, dual AGC, frame grid IF. AM/FM Radio with solid-state AFC, 20-watt peak. Stereo Hi-Fi Phonograph: deluxe 4-speed changer, automatic shut-off. Dual Multi-Sonic speaker systems. Choice of decorator stylings. \*diag. meas.

## OLYMPIC'S THE ONE

for this "house full of fun" demonstration!

EXCLUSIVE! Make this amazing demonstration and watch Olympic's great new "3-at-Once" StereoCenters waltz off your floor! Just hook up two remote speakers and show the many ways your customers can enjoy this home entertainment center...

- Play choice of 23" TV\*, FM or AM radio, or Stereo hi-fi in one room...
- Or, while TV is on, flick a switch to play radio programs in a second room...
- And, at the same time, play hi-fi record music in a third room... All three playing magnificently, at once!
- Or, switch off TV and sound at the set, and play remote radio and remote hi-fi... either one or both... anywhere in the home!

Now here's your clincher: Your customers get "3-At-Once" value for what they'd expect to pay for fine-furniture TV alone... plus Olympic's exclusive 3-Way Quality/Performance Guarantee! And here's our clincher: you'll enjoy big profits, full margin, from every sale... plus extra profits too from remote speakers sales! Ask your Olympic distributor for full details.

radios • phonographs • television  
from the space age laboratories of

ISI / Olympic



from the space age laboratories of LEAR SIEGLER, INC. / OLYMPIC RADIO & TELEVISION DIVISION  
OLYMPIC BUILDING, LONG ISLAND CITY 1, N. Y.

For more facts, use Request Card and circle No. 215



Completes A Load Every Four Minutes  
 No Bleaching Or Hand Treating  
 Saves Water, Soap, Softener, Electricity  
**NO OTHER TYPE WASHER CAN MATCH**

## DEXTER QUICK TWIN



FAIRFIELD, IOWA

See Your Dexter Distributor or Write Dexter, Fairfield, Iowa

For more facts, use Request Card and circle No. 216

FOR A VACATION TO REMEMBER

# RUTTGER'S

## By THE SEA



*This is the Life! Gracious living in clublike atmosphere. Private ocean beach and fresh water pool. King-size rooms. Sumptuous suites with private balconies. Seaside marine dining room. Close to all Florida fun spots. Planned entertainment program. Personal friendly hospitality by owner-management.*

AAA approved.

Efficiency Apts. — Rooms  
 One Bedroom Apts. — Heated

Affiliated with Ruttger Resorts  
 in Minnesota and Florida

For Color Brochure write  
 W. D. Ruttger Box 8697  
 Ft. Lauderdale, Fla.



**FORT LAUDERDALE, FLORIDA**

For more facts, use Request Card and circle No. 217

# I Believe

by **F. Hardy Rickbeil**  
 Worthington, Minn., dealer



I was reading a Whirlpool Management Bulletin entitled "HERE LIES A GOING BUSINESS—IT DIED WITH ITS OWNER" when the news came over my radio that a good friend of mine, 53 years old, had been stricken with a heart attack that took his life. He has a sizeable trucking business with a number of large warehouses. His death was a shock to me and pointed up sharply the numerous questions raised in the above-mentioned article that starts out like this:

"Could your wife carry on your business if you were to die? What would happen to your family? Would your estate consist largely of your business? Are there ways in which you can now protect your estate? Conserve its assets?"

After reading this article by Richard L. Runyard of RCA Whirlpool, I wrote him for permission to refer to its contents. He answered me immediately and granted me permission to invite you to write to: Marketing Services, Whirlpool Corp., Benton Harbor, Mich. and ask for Bulletin GEN. 327, "Here Lies A Going Business—It Died With Its Owner." Just ask them to send you a free copy. *After you've read it, do what I am doing:*

1. With the help of my accountant for the past three years, my wife and I have carefully prepared a PERSONAL (not business) financial statement that shows what our assets and liabilities are *together* and *individually*.

2. Tomorrow I am going to our attorney and ask him to study each and every asset and liability and explain what would happen to them when and if either or both of us should die tomorrow.

3. When this is done we will make new wills and make other changes that will give us every tax-saving opportunity that is made possible under today's state and federal estate laws.

I want this business that my father started to build in 1906 to go on after my death. Our 26-year-old son is now in the business and will be gradually learning every detail of its operation. My wife and I will be talking over our estate problems with him as we study our assets and liabilities one at a time. I've set up a loose-leaf notebook with a separate page for each entry, so that every item will be given individual attention and depth analysis. Our insurance programs will be thoroughly evaluated by our Chartered Life Underwriter. We will also be calling on our banker for advice. Our corporation borrows the money to carry all of our receivables, so we will want to explore all problems that will arise in this important department of our business.

I can't help but look back over the years that we have been in business and count the many, many independent businesses that have disappeared from the scene when the owner passed away. In most cases these had been successful going businesses, but on the owner's death the captain of the ship was suddenly gone and those remaining were engulfed by financial, tax, and management problems that could not be successfully coped with.

*How can the comparatively small independent expect to compete with the large, growing mass merchandisers like Sears who have no continuity problems because of the death of the owner?* We must learn to plan wisely, so that our businesses can survive the sudden loss of its owner. There is no logical reason why a business should go on the rocks when the owner dies, or why it should be sold out at a price far below its real worth. However, this is what happens over and over again because of lack of foresight or planning.

*I believe* we must ANTICIPATE the inevitable and plan for it in detail *right now*. If we don't, we're leaving the door wide open for our business to quickly go down hill on our demise. Talk with your accountant, your attorney, and your banker and then follow through and put your house in order, so that your life's work isn't lost when you die. Unhappy thought, but we must be objectively realistic about our various situations. ■



**K. Weed, Regional Manager For Maytag Co., Dies At 59**

Kenneth M. Weed, 59, regional manager at Flint, Mich., for the Maytag Detroit Co., Inc., and one of the eight regional winners in MART Magazine's Distributor Salesman Of The Year contest in 1963, died at a Flint hospital following a cerebral hemorrhage. That year he also received a "President's Award for Creative Selling" in a competition among Maytag regional managers throughout the country.

Weed was a member of the Twenty-Five Year club and his credited service with Maytag totaled nearly 29 years. His brother, R. W. Weed, is Maytag's Chicago branch manager.

**Wholesaleman . . .**

(Continued from page 27)

with the War Production Board in Hartford, Conn., following seven years as a branch manager for the Kalamazoo Stove and Furniture Co. Prior to that he was a route foreman for Hathaway Bakery Co. He has three daughters and 12 grandchildren.

According to his employer, Sol D. Freeman, president of The Burden-Bryant Co., Arel "is one of the hardest-working, most conscientious, and dependable salesmen I have ever had the pleasure to be associated with."

Freeman continues: "Many times a dealer will call him back, and although it means many miles of driving, he'll return without question or complaint to follow through with product training or designing a kitchen."

"Incidentally, when we have a sales meeting he sometimes has to drive 260 miles down here . . . and he never complains. The back of his station wagon is loaded with circulars, prices, literature, displays, ad mats, etc. He gives service to his dealers second to none."

Arel's performance is a reflection of his firm and employer. All salesmen are paid on a straight commission basis, and according to Freeman, "Arel never earns less than five figures a year, and wins most of the sales contests."

Freeman claims to be in the "top tenth" of Whirlpool's distributor organization in terms of sales volume. His company is growing at the rate of six per cent a year. This growth is due in large part to increased penetration into the builder field, according to Freeman.

Facilities at Burden-Bryant include a classroom for dealer training sessions, and a display room for the lines carried. In addition to warehouse space in the Springfield location, there is a warehouse in Essex Junction, Vt.

As winner of the annual competition, Arel will receive a \$500 cash award and a special plaque. These will be presented to him in a meeting to be conducted in his home territory early in 1965.

**"Waltz" winners**

(Continued from page 19)

mium tie-in to create interest among consumers; (4) A merchandising approach that would involve a national brand manufacturer of "wash and wear" apparel in co-operation with the Maytag West Coast Co.

Dealer Chase accepted the challenge and placed an order for 42 dryers to be shipped immediately from the factory. The promotion date was set for the week of October 5 through October 10.

Upton and Chase next secured permission from Ira Kaufman, owner

of the Boston Department Stores to redeem gift certificates for two Arrow "Dectolene" shirts given as a free premium with each gas dryer sold.

Kaufman also agreed to provide window space for a display in two of his stores that would include a Maytag washer and dryer as well as "wash and wear" clothing. The stores were located in Inglewood, Cal. and Hawthorne, Cal.

The gas utility provided an imitation orchid as a free door premium.

The promotion was kicked off with a full-page newspaper ad on Sunday, October 4. This was followed with a second full-page ad the following Thursday. In addition, 11,000 cir-

culars were distributed in an area not covered by the newspaper.

Displays in the appliance store were designed to feature Maytag laundry equipment during the promotion period. A display of shirts from the Boston Store was installed in B. B. Chase Appliances, and messages promoting the dryer sale and shirt premium were placed on the show windows of the appliance store.

In the one-week period the store sold 31 automatic washers, 21 gas dryers, eight electric dryers, three gas ranges, and eight refrigerators. Chase is quoted as saying that the activity was the most successful and complete promotion ever staged in his store.

**WE KNEW THIS AM FM STEREO-BAR WOULD SELL BUT WE NEVER DREAMED IT WOULD BE SO 'HOT'!!**



can be profitably promoted as low as **159<sup>95</sup>** model 122

**am fm fm multiplex-ready radio... self-contained stereo phono... built-in bar - complete with glasses**

4-speed fully automatic intermix stereo changer with automatic 'shut-off'. Diamond needle. 6 speakers: 2 - 8" round, 4 condenser tweeters. Measures 28½" wide, 30" high and 15¾" deep.

Delmonico International

a division of Thompson Starrett Co. Inc.

 120EA (ALSO AVAILABLE IN MODERN)	 SPH-4 (ALSO AVAILABLE IN EARLY AMERICAN)	<b>Delmonico Nivico</b>	 246EA (ALSO AVAILABLE IN MODERN)	 224 (ALSO AVAILABLE IN EARLY AMERICAN)	
MAIN OFFICE: 50-35, 56th Road Maspeth, N. Y. 11378 Tel.: EX 2-7100 Area Code: 212	MID-WEST SHOWROOM: (SPACE 545-D) American Furniture Mart 666 Lake Shore Drive Chicago, Ill. 60611	NEW ENGLAND BRANCH: 680 Columbus Avenue Boston, Mass. Tel.: 442-7880 Area Code: 617	BALTIMORE BRANCH: 2330 Hollins Street Baltimore, Maryland Tel.: 566-8400 Area Code: 301	DETROIT BRANCH: 7511-15 Intervale Detroit 38, Mich. Tel.: 931-0650 Area Code: 313	WEST COAST BRANCH: 2710 Supply Avenue City of Commerce Los Angeles, Calif. 90022 Tel.: 685-6464 Area Code: 213

SEE THE COMPLETE DELMONICO LINE AT INTERNATIONAL HOME FURNISHINGS MARKET, JAN. 3-9... SPACE 545-D, AMERICAN FURNITURE MART, CHICAGO, ILL. AND — INDEPENDENT HOUSEWARES EXHIBIT, JAN. 9-14... BOOTHS 1222-1224, NAVY PIER, CHICAGO, ILL. For more facts, use Request Card and circle No. 218



## Market outlook: smaller gains . . .

(continued from page 10)

\$11,167,000,000, representing a gain of 11 per cent over the slightly revised 1963 total of \$10,060,000,000. (This revised total is 1.1 per cent lower than the 1963 total of \$10,171,000,000 as given in the January 1964 issue of MART.) The 1963 "actual" sales gain over 1962 amounted to 7.9 per cent (as revised downward from the original 9.1). Our expectations of a 1964/65 increase smaller than +9.1,

were set aside by the gain of 11 per cent mentioned above.

Viewed in terms of "percentages of potential realized," the 1964 result of 97 per cent was the highest recorded since 1959. The comparatively low "penetration" figure of 92 per cent in 1963 is now (with the advantage of hindsight) seen to be one of the reasons for the higher-than-expected gain in actual sales for 1964 (i.e., +11).

Sometimes we expect too much. The 11 per cent rise in "actual" sales in 1964 brought the A-R-TV sales level to an all-time high—the third such record in as many years. (A new record was established in 1959, but this was not surpassed until 1962.) Thus, if sales in 1965 topped those of 1964 by only one-tenth of 1 per cent, that would result in a new record high dollar total. As of this writing, we believe the final 1965 showing may be very close to even with that of 1964.

Table 2 shows regional and state breakdowns of the indicated 1965 retail store sales potential for A-R-TV merchandise, totaling \$7,971,000,000 nationally. ■

## Industrial Designers Elect RCA's Madawick President

Tucker P. Madawick, manager of industrial design for RCA Sales Corp., has been elected president and a Fellow of the Industrial Designers Institute. The election was held in Philadelphia at IDI's annual meeting, convened jointly with the American Society of



T. P. Madawick

Industrial Designers.

As head of the design staff of the RCA Sales Corp., Madawick is responsible for the design of the entire line of RCA Victor home entertainment products, including "Victrola" phonographs, stereo instruments, radios, tape recorders, and color and b&w TV receivers.

Following the transfer of RCA's consumer products design staff from Camden, N. J., to Indianapolis in 1960, Madawick's expanded styling staff has introduced a number of design firsts in the home entertainment field, including the popular "hutch" series of stereo phonographs.

## Dealers Urged To Increase Traffic Appliance Promotion

Traffic appliances and their place in your merchandising program was the subject of a speech delivered recently to the Madison, Wis., Appliance Ass'n. by Alan Rose, midwest editor of MART Magazine.

Rose told the audience that traffic appliances cannot take a back seat to majors in a retailer's advertising, promotion and merchandising plans if he really wants to sell them.

He urged retailers to carry full lines of name brand housewares, display them attractively, and make sure that their salesmen are familiar with the features of the products they are selling.

Rose also reminded the Wisconsin dealers that profits in selling electric housewares shouldn't be measured only in dollars and cents, but must also be gauged by the number of customers a retailer serves, satisfies, and makes even better customers.

The MART Magazine editor told dealers to take advantage of the interest generated by the many new housewares being offered the public, and to include these products in their advertising plans during the weeks preceding the holidays.

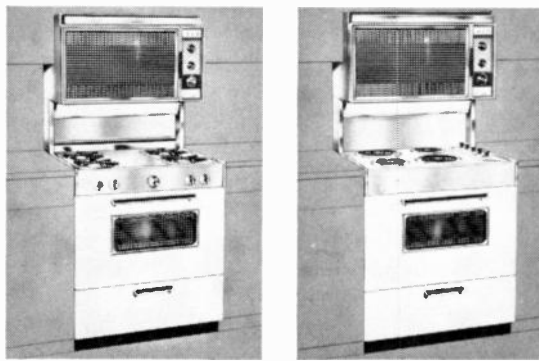
# 19 million conventional 36" Ranges just became old-fashioned

**this is  
the Range  
that did it!**



## Introducing the all-new 36" Debutante® Eye-Level Gas Range by HARDWICK

There are 19,000,000 potential customers awaiting the king-size cooking convenience of Hardwick's all-new 36" Gas Debutante . . . 19,000,000 kitchens with an old-fashioned conventional 36" gas range that couldn't be replaced with a glamorous new 36" Eye-Level until now! Also available in 30" Gas and 30" Electric models. The Debutante looks and cooks like an expensive custom built-in, yet it's completely freestanding . . . just slide it in, connect it and you're in business! Both the 30" and 36" Gas Debutante offer a choice of an eye-level bake oven or an eye-level broiler with Hardwick's exclusive MicroRay burner. The 30" electric Debutante offers two complete automatic bake and broil ovens. Plus many other exciting features!



A COMPLETE LINE... STYLED AND PRICED TO GIVE YOU FASTER SALES WITH FULL PROFIT



Gas and Electric freestanding, slide-in and built-in ranges, quality range hoods, titanium porcelain enamel sinks and dishwasher.



# HARDWICK

HARDWICK STOVE COMPANY • CLEVELAND, TENNESSEE

Hardwick ranges are backed by 86 years of engineering skill and manufacturing know-how . . . all devoted to kitchen appliances. Engineering skill . . . fine styling . . . universal acceptance—these Hardwick qualities add up to more sales and more profits for you.

For more facts, use Request Card and circle No. 219

### Correction

The manufacturer of the "Color Perception Restorer" pictured on page 26 of the December, 1964 issue of MART Magazine was incorrectly identified. The unit is manufactured by Hayakawa Electric Co., Ltd., Osaka.



## Display aids . . .

(Continued from page 28)

D-58. Giant heart, as above. \$1.86.  
D-59. Miniature heart kit, 8 pieces. 54¢.

Kit B-51. In bright red, black, and light blue. Streamer, 28 in. x 10½ in., reads: "Remember your Valentine Feb. 14th." Four die-cuts (hearts with "Valentine" banners), 11½ in. x 4½ in. 85¢.

B-45. In turquoise, rose and black. Streamer, 42 in. x 14 in., reads "Don't forget your Valentine, Feb. 14th." 52 cents.

B-47. Pennant, same as above but 22 in. x 14 in. 30¢.

**WASHINGTON'S BIRTHDAY SALE** Streamers, 42 in. x 14 in., and pennants, 14 x 21 in., read "Washington's Birthday Sale," feature stars and George's profile. These come in:

E-17. In blue and fluorescent, neon red. Streamer, 52¢.

E-18. Pennant, same, 30¢.

D-7. Streamer, red on white, 39¢.

D-8. Pennant, same, 22¢.

**CLEARANCE SALE** Kit 63-L. In fluorescent orange and brown. Readings: "Clearance Sale" plus "All prices reduced," "Storewide values," and "Top quality values." \$2.08.

Readings of "Clearance Sale" in yellow, light blue and red come in:

B-27. Streamer, 52¢.

B-28. Pennant, 30¢.

B-29. Poster, 21 x 28 in., 52¢.

**BIRTHDAY SALE** Readings of "Birthday Sale" in emerald green and gold design on white, gold-starred background come in:

D-77. Streamer, 42 x 14 in., 52¢.

D-78. Streamer, 21 x 7 in., 19¢.

D-79. Pennant, 14 x 21 in., 30¢.

D-80. Price tags, 2¾ in. x 3½ in., punched and strung. Package of 50, \$2.15.

**BARGAIN DAYS** With readings of "Old Fashioned Bargain Days" and illustrated with people dressed in "Gay 90's" style, the following pieces come in red, flesh and black design on peacock blue and white background:

OF-1. Double streamer, 60 x 20 in. (folded), \$1.26.

OF-2. Single streamer, 60 x 20 in., 63¢.

OF-3. Streamer, 42 x 14 in., 52¢.

OF-4. Pennant, 14 x 21 in., 30¢.

OF-8. Price card, 7 x 11 in., vertical, 11¢.

OF-9. Poster, 21 x 28 in., 52¢.

OF-10. Window tickets, 2¾ in. x 3½ in. Pad of 10, 28¢.

**SALE** Kit 61-K. In fluorescent yellow and black, 17-piece kit includes: two streamers, 40 x 10 in. (one horizontal, one vertical); poster, 20 x 10 in.; two pennants, 10½ x 20 in.; four die-cuts, 10 x 10 in.; four streamers, 10 x 5 in.; and four streamerettes, 20 x 5 in. Readings include: "Sale," "Money Saving Prices," "Pay Less, Save More," and "Low, Low Prices." \$4.06.

**SPRING** Kit 61-C. Fluorescent. In yellow-glo and green. Readings include "Spring savings spree" and "Everything that's new for Spring." \$2.08.

Kit 63-A. Fluorescent. Pink-glo and purple. Readings include: "Spring has sprung . . . spring sale," "New spring specials . . . spring sale" and "Spring savings spree." \$2.08.

With bees and flowers as illustrations, readings of "Spring Bargain Days," in yellow, bright red and black on sky blue

and white background come in:

B-63. Streamer, 42 x 14 in., 52¢.

B-64. Streamer, 21 x 7 in., 19¢.

B-66. Pennant, 14 x 21 in., 30¢.

In pink and apple green design on sky blue and white background, and with illustrations of robins and clouds, readings of "Everything For Spring" come in:

B-71. Streamer, 42 x 14 in., 52¢.

B-72. Pennant, 14 x 21 in., 30¢.

B-73. Poster, 21 x 28 in., 52¢.

**EASTER** Kit 63-B. Fluorescent, in pink-glo and purple, with a bunny illustration. Besides "Easter Values," readings include: "Shop now," "Bigger, better buys," and "Storewide Easter Values." \$2.08.

Kit 61-D. Fluorescent, 8-piece set in yellow-glo and purple, with Easter egg decorations on some items. Three die cuts are Easter egg-shaped. Readings include: "Easter Parade of Values" and "Easter

Specials." \$2.08.

C-76. Giant Easter bunny, 60 in. tall x 40 in. wide, die-cut from heavy white poster paper, printed in pink, sky blue, purple and yellow. Reads "Everything for Easter." \$1.97.

D-6. Giant Easter chick in Easter bonnet, 60 in. x 40 in., die-cut and printed in pink, tulip yellow, turquoise, and black. \$1.97.

Kit C-78. Eight die-cut eggs, 29 x 19 in., in various colors. Each item bears a different reading: "Candy," "Gifts," "Baskets," "Gift Wraps," etc. \$1.86.

B-75. Window tickets, with bunny and egg illustration, 2¾ x 3½ in. Package of 10, 28¢.

B-76. String tags, with bunny, 1¾ in. x 2¾ in. Package of 50, \$2.15.

Readings of "Parade of Easter Values," with bunny and Easter egg illustrations in yellow and deep purple on an orchid background come in:

B-82. Streamer, 42 x 14 in., 52¢.

B-83. Pennant, 14 x 21 in., 30¢.

B-84. Poster, 21 x 28 in., 52¢.

**MOTHER'S DAY** Kit 61-E. Fluorescent, in yellow-glo and purple. Readings include: "Mother's Day Gifts," "Remember Mom on her day" and "Gift ideas for Mother's Day." \$2.08.

Readings of "Remember Mom! Mother's Day" in medium blue, deep pink and black come in:

B-92. Streamer, 42 x 14 in., 52¢.

B-93. Pennant, 14 x 21 in., 30¢.

B-94. Poster, 21 x 28 in., 52¢.

Readings of "Gifts for 'Mom,' Mother's Day" in dark brown, yellow and mauve come in:

D-68. Streamer, 42 x 14 in., 52¢.

D-69. Streamer, 21 x 7 in., 19¢.

D-70. Pennant, 14 x 21 in., 30¢. ■



# deal yourself in... **NEW Arvin** **PHONO DEAL!**



Traffic builder, door buster or "early bird" special—whatever you call it, it's a profitable way to get more portable phono business! How can you miss, when you offer one of Arvin's most popular, compact portables with a bonus of ten big-name records for under \$19 and still make FULL PROFIT on the deal! Now's the time to see your Arvin distributor and ask him to deal you in!

## HERE'S WHAT YOU GET:

### ARVIN 4-SPEED PORTABLE PHONOGRAPH

- Plays 16⅓, 33⅓, 45 and 78 RPM
- Ruggedly Constructed Polypropylene Cabinet

Compact and lightweight with rugged polypropylene cabinet for years of hard use. 4-speed manual turntable has rubber bumpers to protect records. 45 RPM "pop-up" spindle. Dual sapphire needles. Large 4" speaker and reliable "copper-photo" circuitry for top performance and tone quality.

Arvin Model 45P25, Blue and White  
Arvin Model 45P23, Red and White

## PLUS

45 RPM Popular Record Pack of ten Hi-Fi records, featuring such well-known artists as: Connie Francis, Richard Chamberlain, Bobby Vee, Ralph Marterie, and many others.

For complete information, write, wire or call Arvin Industries, Inc., Consumer Products Division, Dept. E-9, Columbus, Indiana



Join the **Arvin** "Cavalcade of Profits"

For more facts, use Request Card and circle No. 220





DISPLAY OF BROWN GOODS in cartons (background) conveys "discount" image, according to Dealer Pete Knight (center), shown with Color TV prospect and his general manager Paul Jones. Knight claims that first impressions of consumers are important.

## "Discount" Image Helps Dealer Move COLOR TV

By displaying brown goods in cartons, Winston-Salem, N.C., dealer conveys "discount" image, "and first impressions count," he says.

First impressions are the most important, especially for a dealer who sells color TV, claims Pete Knight, owner of the firm of the same name in Winston-Salem, N. C.

Knight explains that maintaining an image as a discounter has helped his color TV volume immensely. He provides this image by displaying some brown goods in their cartons, rather than unpacked. "When people see a store is very clean," he says, "they think you're going out of business. Conversely, if you display products in their cartons, many people come to the conclusion that you're selling them so fast that you don't have time to unpack them."

Knight says this policy evolved within the past three years, starting about the time he closed his three other outlets and opened his present building.

His new policy has paid off—he says his color TV volume is now double what it was when he had the three outlets. (During the period of January, 1964, through October, he moved approximately 500 Color sets.)

Another method of conveying a "discounter" image, accord to Knight, is to have a large display of products. He displays over 50 color receivers, approximately 200 black-and-white sets, 100 stereo models, and approximately 300 radios. (This is just his brown goods display; the other half of his store is devoted to white goods.)

Knight claims that color TV doesn't have to be demonstrated any more; "Eighty per cent of my color customers are pre-sold," he states. He notes that only one prospect out of 10 asks him to turn the set on. The remaining 10 per cent of his color customers are switched over from

black and white television sets.

Consumers are no longer worried about service problems with color TV, says Knight. "This aspect doesn't come up too often in conversations," he states. Based upon the experience of his service men, color TV requires no more service than black-and-white, according to Knight.

This dealer says he tries as much as possible to emulate the policies developed by Sears, Roebuck & Co. "However, we beat them out," he states, "by offering three name brands of color (Admiral, Zenith, Sylvania), and through better service." (He'll deliver most purchases on the same day, and as late as 9 p.m.)

During the fall, Knight advertises color TV three times a week in the local newspapers. Further, he goes into other markets occasionally with spot commercials on television.

All his ads for color TV emphasize trade-ins; they figure in almost all of his color sales. Many of these are reconditioned and re-sold. The majority of his color sales run about \$500, with trade. Knight claims to average 31 per cent margin of profit on color; a figure which doesn't make him too unhappy.

Consumers who purchase color TV are in the higher-income brackets, according to Knight, who notes that many of his color sales are on a cash basis.

On top of his policies, one must take into account the fact that Knight is an aggressive salesman. This was illustrated recently when he sold a color TV to a judge who had just fined him for speeding.

"I got my own money back on the same day," Knight recalls wryly. ■



"COLOR TV doesn't have to be demonstrated anymore," states Dealer Pete Knight (left), seen with store's general manager Paul Jones and a prospect. "Eighty per cent of my color customers are pre-sold," he claims.



# YOUR KIND OF AD



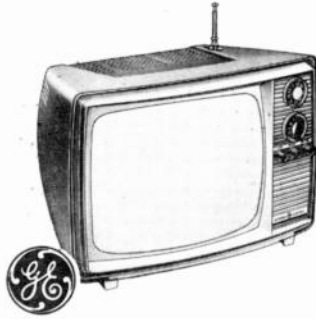
This is the kind of hard-hitting newspaper ad you like to run for your own sales events. GE is running it in over 100 markets, reaching over 100 million readers. Aren't you glad you're a GE Dealer?

**GENERAL**  **ELECTRIC**



# RED TAG SALE!

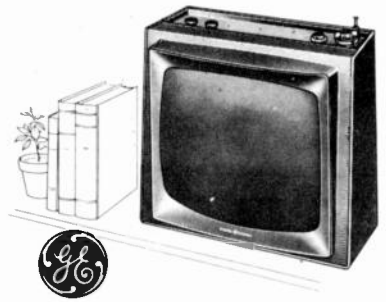
**Sensational TV and STEREO values... See Your G-E Dealer Now... QUANTITIES ARE LIMITED!**



### PERSONAL PORTABLE TV

Only 12 pounds light! Goes anywhere in the house. It's the set that changed America's viewing habits... get a couple at this low price. **\$000<sup>00</sup>**

MODEL PAM109



### 19-INCH\* PORTABLE TV

Unusual value. 82-channel VHF-UHF model with G-E system-controlled picture power gives crisp, sharp picture. Built-in antennas for VHF and UHF. **\$000<sup>00</sup>**

MODEL PAM203AEB

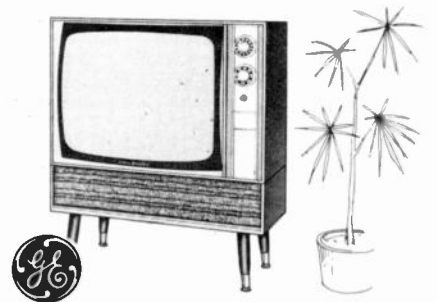
\*Diag. meas.



### SOLID STATE STEREO CONSOLE

Exciting sound, elegant styling! G-E Solid State circuitry; 4 speakers; deluxe G-E 4-speed record changer. Authentic fine furniture styling; in mahogany veneer. **\$000<sup>00</sup>**

MODEL RC7200

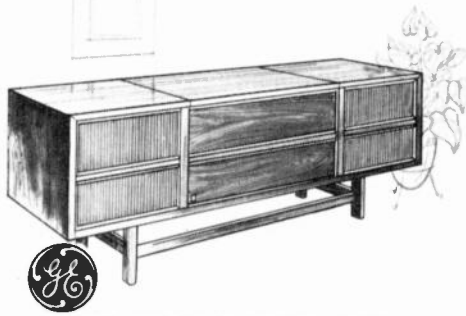


### 23-INCH\* TV CONSOLE

Handsome, big-screen TV with automatic fine tuning, all-channel reception. Mahogany grain finish on metal, for fine furniture look. Includes matching base. **\$000<sup>00</sup>**

MODEL M721AEB

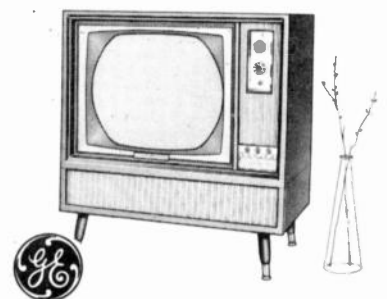
\*Diag. meas.



### DELUXE SOLID STATE STEREO

25 watts of music power! FM Stereo Tuner; two 12" and six 3" speakers; G-E custom 4-speed changer. Contemporary styling in genuine walnut veneer. **\$000<sup>00</sup>**

MODEL RC7631



### "COLOR-FAST" TV

Spectacular low price for this G-E quality color console! "Instant Color" controls, for quick, convenient tuning. Smart ebony finish. Matching base included. **\$000<sup>00</sup>**

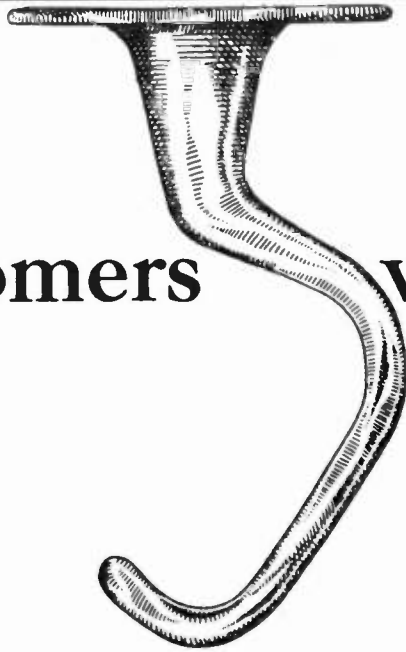
MODEL M919AEB

**HURRY TO YOUR NEAREST G-E DEALER LISTED BELOW:**

# SIGNATURE



If you have customers who knead dough



they need this

It's the dough hook for a KitchenAid Food Preparer. It's the answer for women (by the hundreds of thousands) who are baking bread again.

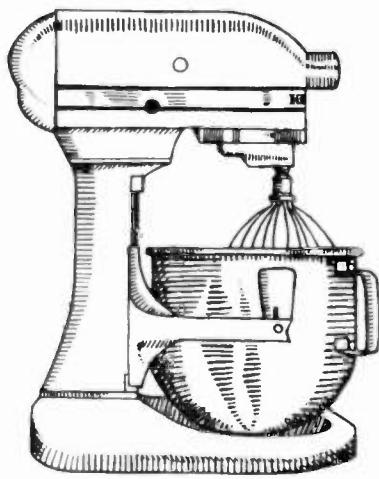
The bread baking boom is here. We know. Our national ads featuring the dough hook are pulling inquiries by the thousands.

Put a K45 with a dough hook, on display. You'll pick up sales you can't get with ordinary mixers.

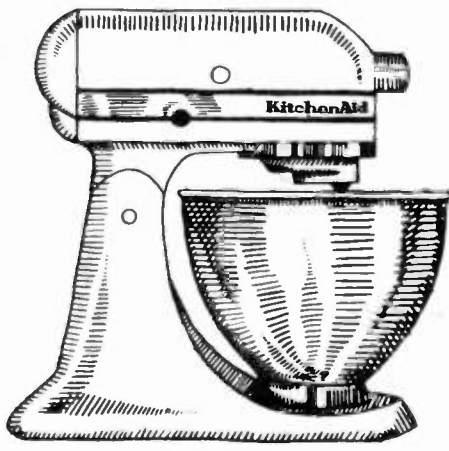
The KitchenAid K45 and K5-A handle anything from an egg white to a batch of yeast dough. With

attachments (full margin to you) they juice, shred, mash, mix, slice, freeze, chip, chop, open cans—and more.

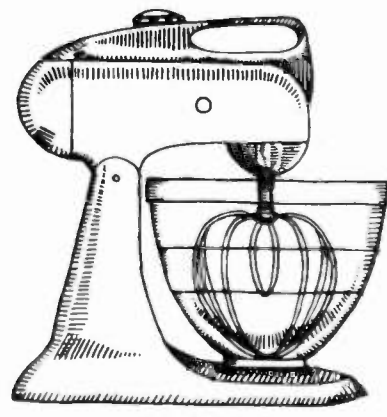
So—be prepared for the customer who wants a mixer that handles bread dough with ease and wants KitchenAid quality. Display at least one KitchenAid Food Preparer—with the dough hook and other attachments. If your customer wants a lower priced KitchenAid Food Preparer—recommend the 4-C. It does everything but knead yeast dough.



Model K5-A



Model K45



Model 4-C

If you have customers who love good coffee, they need this

THE KitchenAid Electric Coffee Mill is a great gift item for folks "who have everything". Everything but a truly wonderful cup of coffee. The KitchenAid Coffee Mill stores coffee beans in its pound-plus hopper, grinds them just before brewing—before the flavor-giving oils that make great coffee possible vanish into thin air.

Display it prominently and promote it as the unique gift. You'll find (as others have) that one sale leads to another . . . and another . . . as coffee lovers tell each other about the KitchenAid and *where* to buy it. Why not your store? Colorful new display material and literature now ready.



(Send the coupon for more information. Or ask your KitchenAid representative.)

KitchenAid Electric Housewares Division, Dept. KMM-5  
The Hobart Manufacturing Company, Troy, Ohio

Send me literature and prices. We are:  Dealer  
Have your representative call   Distributor

Name \_\_\_\_\_ Title \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

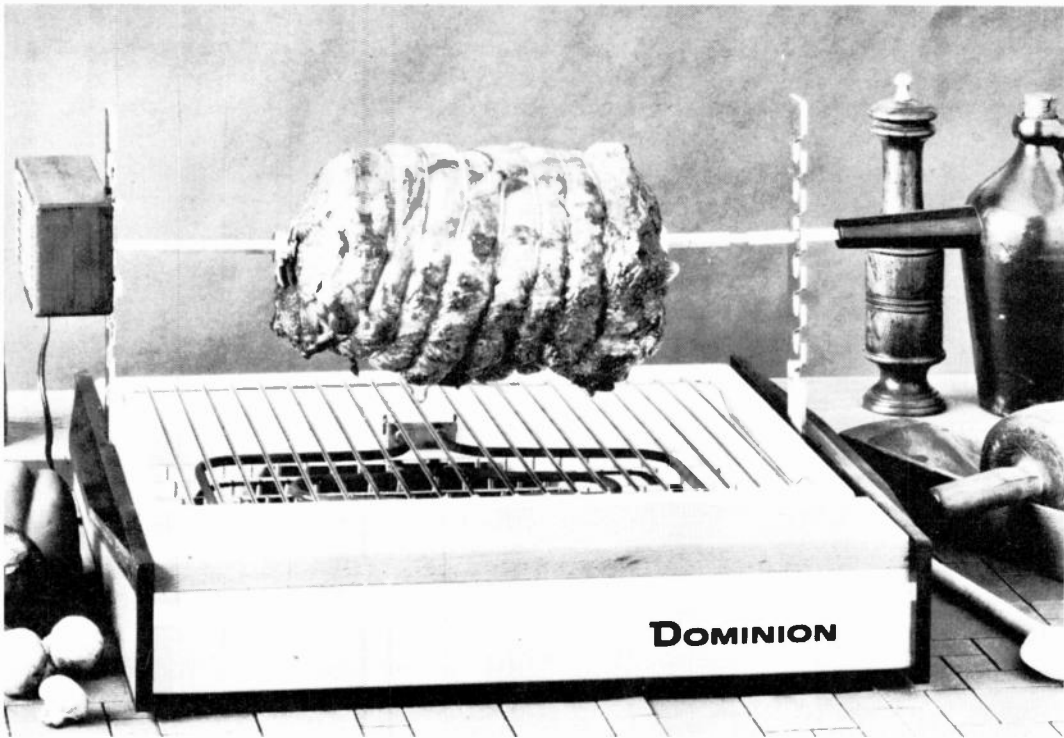
Booth No. 757-759  
NHMA Show  
January 11-15

ELECTRIC HOUSEWARES

by  
**KitchenAid®**



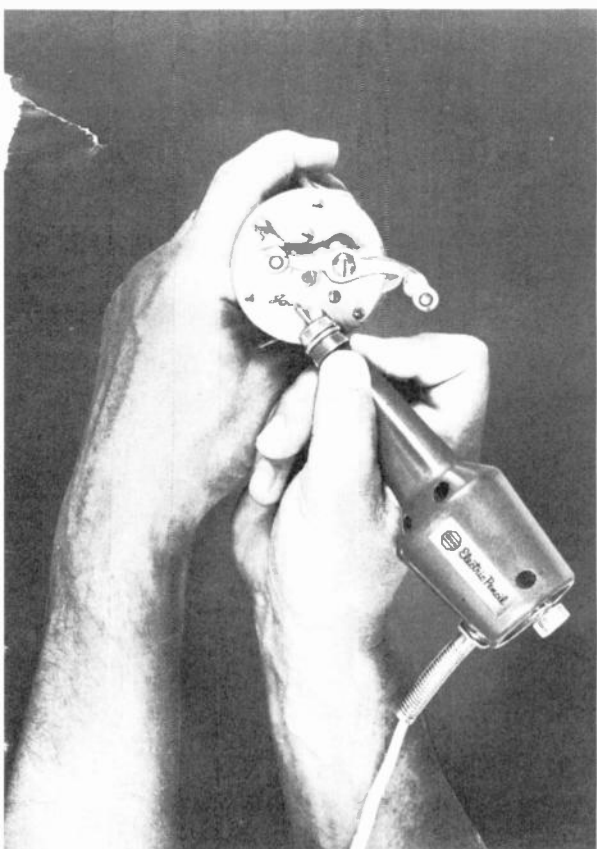
# ELECTRIC HOUSEWARES SECTION.....



*Dominion model 2550*

**D**OMINION has introduced a new item designed to "capture the flavor of outdoor cooking": a smokeless rotisserie/broiler. Model 2550, which may be used as a broiler or set up as a rotisserie, features a "magic mirror" tray that reflects heat up for faster cooking, and drains juices away from heat to prevent smoke and spatter. While not in use, motor and all rotisserie parts store in a compartment under a hinged, hardwood cutting board. Both the broiling rack and rotisserie posts can be adjusted to different heights. Included with unit is a shish-kebabber with four skewers. The grease-catching lower pan is made of vitreous enamel for fast cleaning. Unit carries one-year, over-the-counter guarantee. Price, \$47.95. Also introduced: buffet range, model 1459, with a "Temp-Senser" automatic element, at \$37.95; and a new electric slicing knife, model 2805, at \$24.95. *Dominion Electric Corp.*

*Circle No. 101 on request card.*



**B**URGESS VIBROCRAFTERS has introduced an "Electric Pencil," model V-69, for marking "every hard item around the house." The unit is housed in red high-impact plastic, weighs less than 10 oz., and is less than 5½ in. long. Useful for marking owner's name on fishing equipment, cameras, tools, and other property, unit handles like a pencil; it quickly engraves a permanent, clean mark on metals, wood or plastics in the owner's own handwriting. Unit is easy to operate: just place the "electric pencil" in writing position and the motor starts; put it down and the motor turns off, automatically. All marks made with the unit are permanent, because they are actually engraved. A steel hardened point is standard equipment. *Burgess Vibrocrafters, Inc.*

*Circle No. 102 on request card.*

*BVI "Electric Pencil"*



*Oster "Thermo" coffeemaker*

**O**STER has introduced the "Thermo" automatic electric coffeemaker, featuring "unique triple-wall thermo-insulated construction that keeps coffee piping hot for hours." The 4-to-10-cup unit, 6 in. x 9¼ in. x 12¾ in. high, is said to be the first on the market to combine coffee making and cordless, keep-warm serving in one unit. Temperature control sets itself automatically for perfect coffee every time. Keep-warm feature is provided by thermo-insulation between walls of durable "Cyclac." Other features: detachable power cord, and cover with transparent, removable "perk knob." Unit, it's said, can be cleaned with any standard coffeepot cleaner. The 650-watt model is available in ceramic white or green. Price, \$24.95. Also introduced: the "Juice-All," which operates automatically or manually (\$49.95); and the "Snoflake," portable electric ice crusher in white and gold housing with transparent turquoise tray (\$24.95). *John Oster Mfg. Co.*

*Circle No. 103 on request card.*



*West Bend automatic corn popper*

**W**EST BEND has introduced two new 4-qt. electric corn poppers — an automatic unit and a non-automatic model — which have tapered sides that concentrate maximum heat on the kernels and vegetable oil. Heat distribution is also helped by a polished aluminum reflector plate which surrounds the 450-watt ceramic-type heating element. Automatic model 4506 shuts itself off when the kernels are through popping; signal light flashes on when the popcorn is done. Non-automatic model 5407 has a clear-view, heat-resistant glass knob which lets user know when kernels are through exploding. Units have heat-resistant, stay-cool plastic handles and legs; automatic has buffet-styled side handles; non-automatic has single, easy-grip handle. Both models can be used for heating or warming soups, chili, or "left-overs." Price, under \$10 for automatic model; under \$5 for non-automatic. Also introduced was model 3291, a "Teflon"-coated buffet skillet, 11 in. x 11 in., with 4-qt. capacity. Price, under \$23. *West Bend Co.*

*Circle No. 104 on request card.*



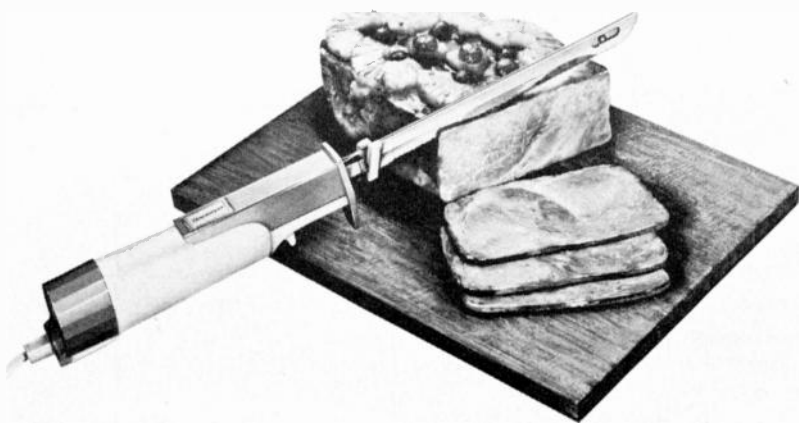
# ELECTRIC HOUSEWARES

**I**ONA has introduced a new cordless electric knife said to store more than enough power to carve a 12-lb. roast or 21-lb. turkey, plus everyday slicing or carving needs. Model EKC-1 has a combination recharging and storage case; its handle encloses a "Super Torque" motor and six permanent, rechargeable nickel-cadmium batteries. Twin reciprocating blades offer a newly developed serrated edge, said to provide faster, more efficient cutting action. Safety switch guard button which may be locked when the knife is not in use prevents it from being turned on accidentally. Recharging and storage unit is fabricated of high impact plastic, incorporates a transparent styrene door and serves to keep knife handle and blades clean when not in use. Unit carries firm's five-year guarantee. Price, \$39.95. Other new products: Model R-12, portable mixer, at \$11.95; Model R-12B, bowl and stand mixer unit, at \$19.95; Model C-7 electric can opener, at \$12.95. *Iona Mfg. Co., Inc.*

Circle No. 113 on request card.



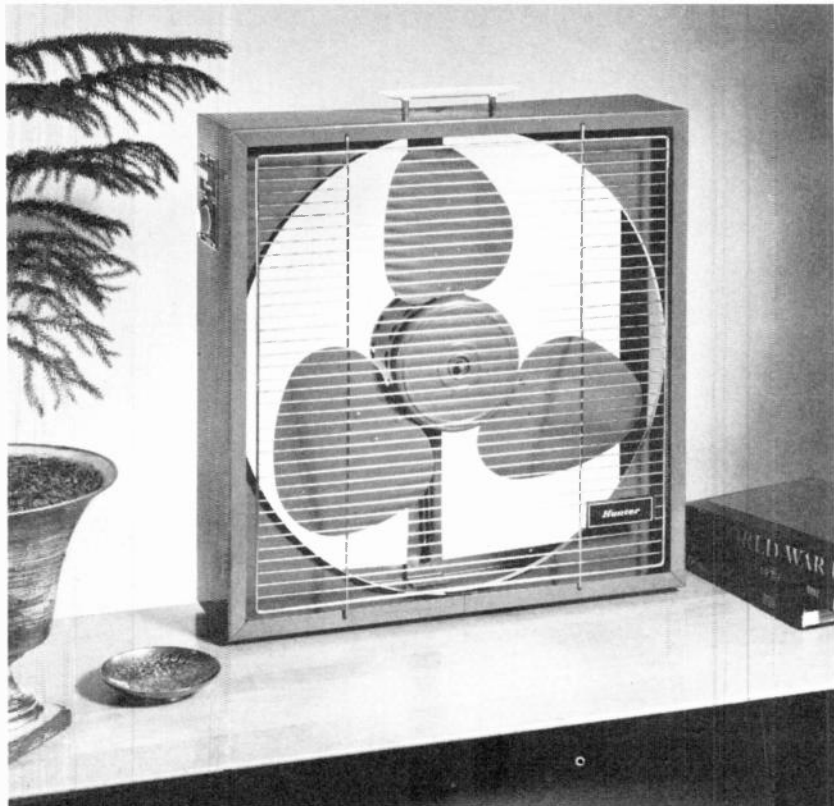
*Iona cordless electric knife*



*Dormeyer "Electricarver"*

**D**ORMEYER has introduced the "Electricarver" slicing knife, model EK-1, said to slice meats, fish, poultry, cheese, bread, cakes thick or thin — easily and professionally. Features include: slim trigger-handle with fingertip safety switch; reciprocating stainless steel blades with serrated stay-sharp cutting edges; built-in grease shield. Knife is 18 in. overall, weighs 2 lbs., 6 ozs. Price, \$27.95. Other new products: model TR-5-WH, two-slice pop-up toaster, provides five shades of toast; price, \$18.95; model ST-7-WH, spray-steam dry iron, features "Fabric Dial" that selects heat for all fabrics; price, \$21.95; model SM-6-WH, "Mix-Well" stand mixer, has 10 full-power speeds; price, \$41.95. *Dormeyer Div., Webcor Sales Co.*

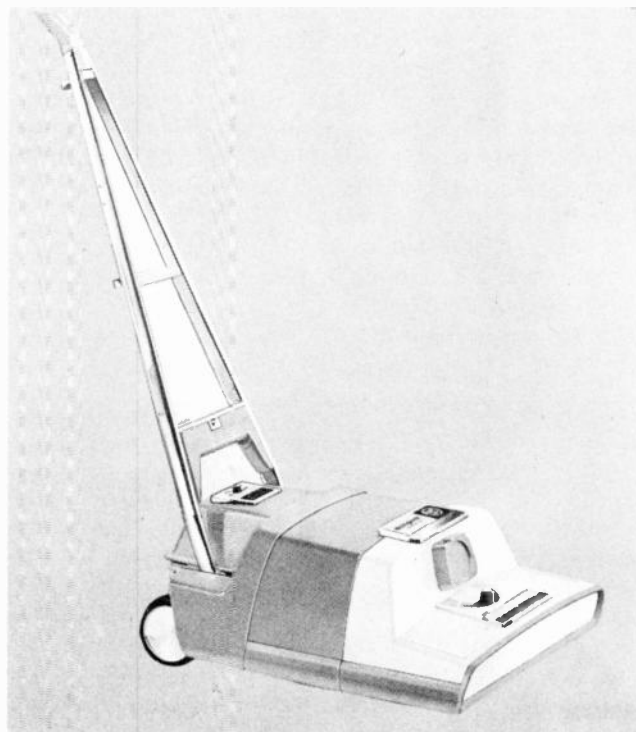
Circle No. 114 on request card.



*Hunter model FL20RT*

**H**UNTER has introduced model FL-20RT, deluxe unit in the firm's all-purpose fan line for 1965. Controlled by pushbutton, unit has 20-in. blades which operate at three speeds. The cabinet is woodtone; carrying handle is white; and the grille is chromed wire. Circulation is 6,000 c.f.m. at high speed. Pilot light and thermostat are standard on this model, which is electrically reversible. Price, \$45.95. *Hunter Div., Robbins & Myers, Inc.*

Circle No. 115 on request card.



*Westinghouse "Converto-Vac"*

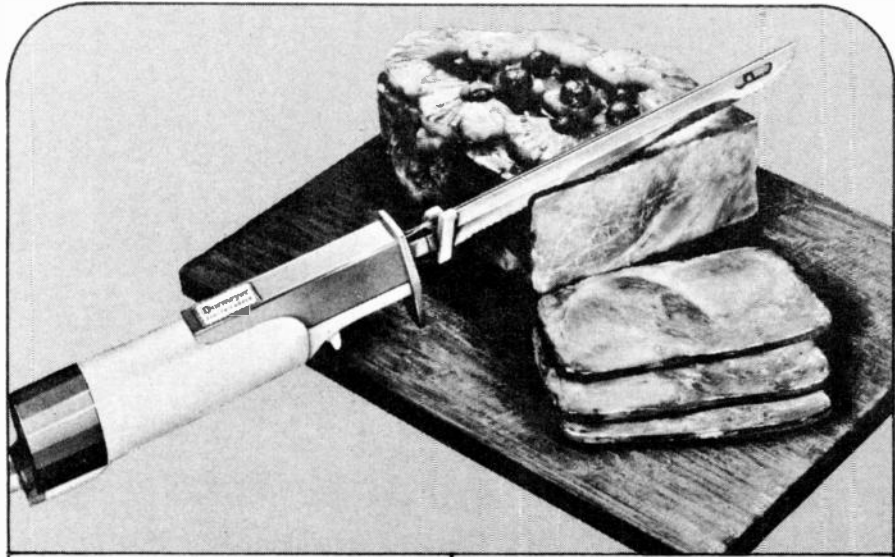
**W**ESTINGHOUSE has introduced the "All-Purpose Converto-Vac," model VU-30, a combination upright and canister vacuum cleaner. Unit has two motors: an 800-watt, 22,000-r.p.m. motor for the canister end, and a 3,000-r.p.m. motor for the upright end. Upright version uses carpet agitator bar with nylon brushes. Handle is removable for true canister use and easier storage. Rug level headlight for upright features access door so lamp can be replaced from the top. Dust bag for canister version is placed in front of its motor. Agitator has infinite height adjustment control and indicator. Unit also features germicidally treated toss-away bag. "Stratovac I," Model VS-30 canister vacuum cleaner, features automatic cord reel and full bag indicator. In its fan line, Westinghouse introduces "Flipper Fan," model AL-10, which serves as a table fan, wall unit, or floor fan, delivers 600 c.f.m. at a velocity of 860 feet per minute. *Westinghouse Electric Corp.*

Circle No. 116 on request card.



Lightest! Smallest! Most Convenient Electric Slicing

Knife on the Market

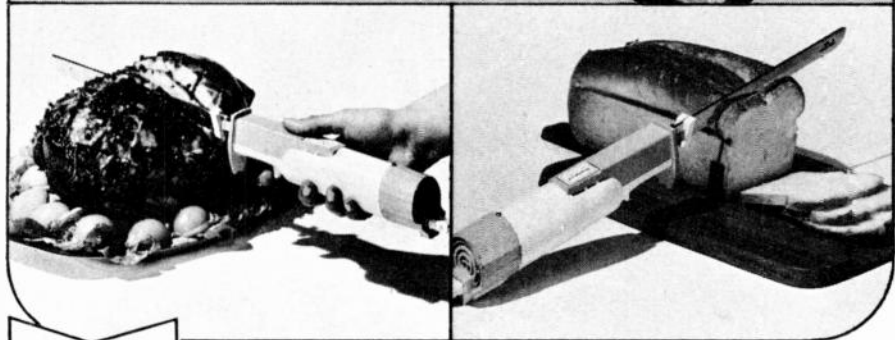


**Dormeyer**<sup>®</sup>

**“ELECTRICARVER”**

The Dormeyer “Electricarver” is built to last, built to sell. The slim line features hollow-ground surgical stainless-steel reciprocating blades, easy-hold handle, built in grease shield. It is the lightest (22 oz.), smallest (18”), and most convenient (8’ cord) electric knife on the market today!!!!

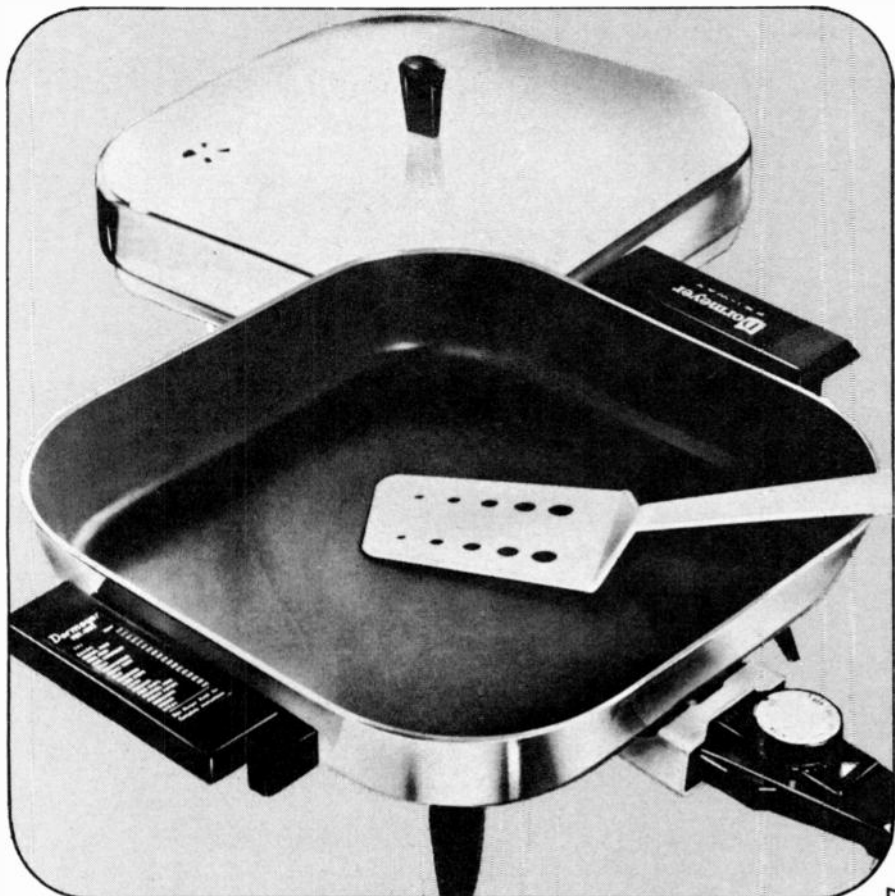
Model EK-1. Suggested retail: **\$27<sup>95</sup>**



Dormeyer Division, Webcor Sales Co., Chicago

**Dormeyer** Delivers the Products.  
Quality · Prices · Promotions and Profits!

A New Easier Selling, More Profitable



**Dormeyer**<sup>®</sup>

**TEFLON\* / *ELECTRIC***  
**COATED / *Buffet Skillet***

It's Dormeyer's fast-selling, dependable “FRI-WAY” Buffet Skillet with a brand new coat of Teflon, the miracle DuPont coating that lets you fry without fat—cook without food sticking. Large capacity 12” square pan with vented dome cover; completely immersible for easy cleaning.

Model SK9BU. Suggested retail: **\$27<sup>95</sup>**

Dormeyer Division, Webcor Sales Co., Chicago

Depend on **Dormeyer**<sup>®</sup>,  
Millions do.

\*Trademark E. J. Dupont de Nemours

For more facts, use Request Card and circle No. 226

WRH



# ELECTRIC HOUSEWARES



**GE model G-44**

**G**ENERAL ELECTRIC has introduced a new grill and waffle baker, model G-44. Unit features deeper grids, new hinging mechanism for even weight distribution, and a special grid clip design for easier grid removal or reversal. It bakes waffles or pancakes, grills sandwiches, fries bacon and eggs. Price, \$23.95. Other new models introduced include: a slim-styled automatic coffee maker, model P-14, which will make 3-to-9 cups, has "keeps warm" feature and adjustable brew control. Price, \$15.95. New floor polisher, model FP-12, comes with liquid dispenser, scrubbing brushes, polishing brushes, buffing pads, and rug cleaning attachments. Price, \$32.95. Model 5102-007 is a child's size personal toothbrush to fit the power handle of the GE automatic toothbrush; price, 49 cents. *General Electric Co.*

Circle No. 105 on request card.



**Ronson electric blender**

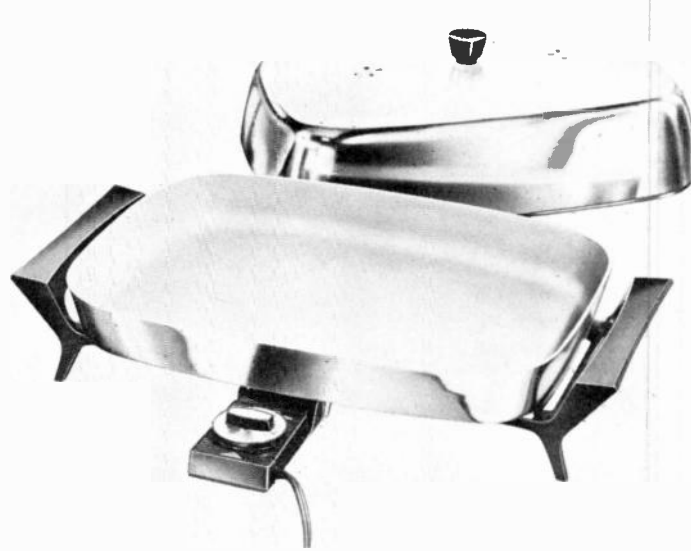
**R**ONSON has introduced a new electric blender, said to be the newest advance in electric blender design in 25 years. Unit features self-feeding, wide-base food container that draws in more food with each stroke of its large blades for faster, more even chopping and blending. The 48-oz. food container, easy to clean, doubles as a serving carafe. Container is equipped with a double-purpose stopper that has a built-in 2-oz. measuring cup and an opening for adding ingredients while blender is operating. Unit features five speeds and a non-skid, no-mar base which prevents "walking" or marring table. Comes complete with instruction booklet. Also introduced was a 23-oz. "Carve 'N Slice" electric knife, with serrated tungsten carbide-edged stainless steel blades hollow-ground on both sides. *Ronson Corp.*

Circle No. 107 on request card.

**W**ESTCLOX is offering "the first no-cord alarm model in the industry at a new, sensible low price." It's the occasional model, the "Sanford," which operates on any C battery, has a built-in battery life indicator, and buzzer alarm. Included with each unit is a new Eveready clock battery. Measuring 5½ in. wide x 4 in. high, unit is available in a "cameo white" finish at \$14.95 and in a "walnut wood" finish at \$15.95. Other models introduced include: a new world travel clock that offers the time in 24 time zones automatically (\$9.98); a new interval timer, the "Lookout Jr.," 2-7/16 in. x 2¾ in. (\$3.98); and two new electric alarm clocks—the "Kendall" (\$5.98) and the "Kendall Dialite" (\$7.98). *Westclox Div., General Time Corp.*

Circle No. 106 on request card.

**Westclox "Sanford No-Cord"**



**Presto "Jumbo" fry pan**

**P**RESTO has introduced a "Jumbo" easy-clean fry pan, adding to its line of "no-stick, no scour" fry pans. Its DuPont-"Teflon" cooking surface keeps even the stickiest food from sticking, cleans as easily as a dish. The control master, a plug-in heat control unit, automatically maintains uniform heat in a wide range of temperature settings. With the control master detached, the unit washes entirely under water. Unit's cooking surface of almost 140 sq. in. and new high dome cover with dual vents accommodate company-size roasts, ham, or fowl. Unit features easy-to-grasp casserole handles and buffet styling in chrome. Permanent mold construction is warp-proof and stain resistant. Price, \$32.95. *National Presto Industries, Inc.*

Circle No. 108 on request card.





You'd like to have **CHRISTMAS** in

**JANUARY?**

**FEBRUARY?**

**MARCH?**

**APRIL?**

**MAY?**

# WELL, LOOK WHAT GENERAL ELECTRIC IS DRUMMING UP!

**exciting new products**...appliance innovations to draw today's eager-for-the-new customers.

**effective new consumer promotions**...to generate traffic and stimulate a powerful urge to buy.

**profitable new deals...more new specials** to help you operate with more profit.

**eye-catching displays**...sales-tested for consumer appeal...designed to move merchandise.

**consistent advertising**...pre-selling nationally and locally on radio, TV, newspapers, leading magazines.

IT'S  
CHRISTMAS  
ALL OVER AGAIN...

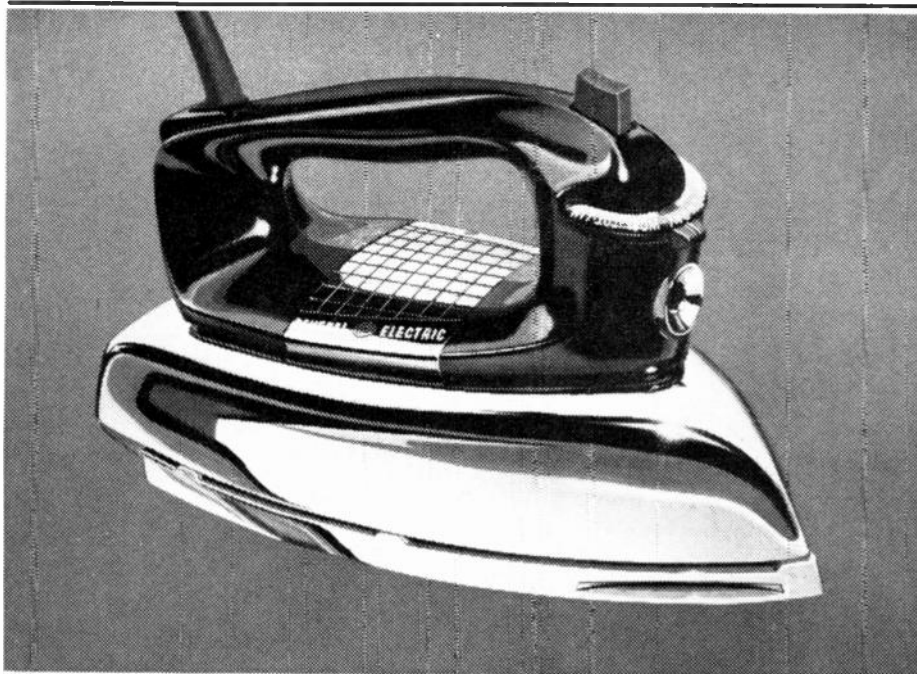




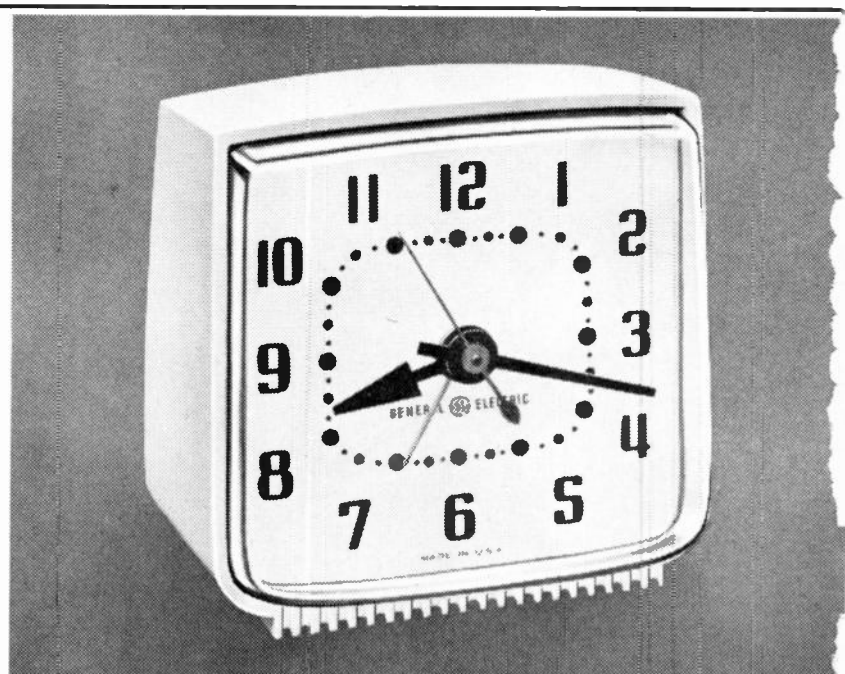
January through May... **GENERAL ELECTRIC...**  
**DRUMS UP PROFIT**

Here is what we mean by drumming up business . . . a parade of customers who want to buy, plus free deals and prices that give you extra profit on every sale. General Electric has the profit-makers for you. Not two. Not three. But **10** different ways to drum up buying action . . . and keep drumming it up all winter and spring. Starting right now! Here's a quick run-down on all 10. Read 'em, then call your General Electric Distributor...or get complete details from us at the Chicago Housewares Show.

**1. SPECIAL TRAFFIC BUILDERS**



**A SHOW-STOPPING SPECIAL!** General Electric's Model F-60 Steam & Dry Iron now \$10.95\*! Dependable quality and features, the best selling iron in the industry. Even-flow controlled steam penetrates deep for best ironing results. Handy dial assures correct heat for all fabrics. *Limited quantities.*



**ONE GREAT VALUE LEADS TO ANOTHER!** Room-Mate Alarm Clock, Model 7223, now promotionally priced to give both you and your customers the greatest clock value ever offered. Room-Mate is a proved sales leader. Carloads sold at higher prices!



**NEW LOW PRICE** on Deluxe Shampoo Polisher, Model FP-10. Down from \$49.95\* to \$44.95\* on this feature-loaded "do-everything" polisher. Deluxe shampooer with dispenser for rug shampoo.

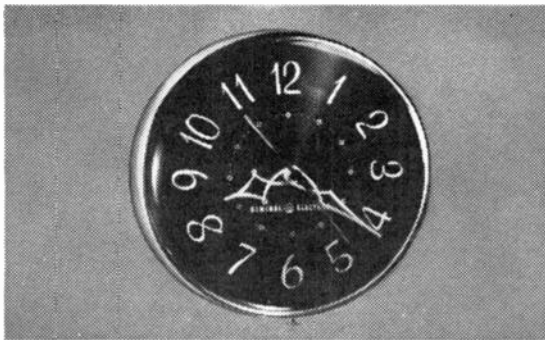


**TWIN BRUSH FLOOR POLISHER** with Liquid Dispenser, Model FP-95. Specially designed with finest quality attachments. Scrubs, waxes, polishes. Cleans carpets and rugs. Priced for quick sales! \$22.98\* *limited quantities.*

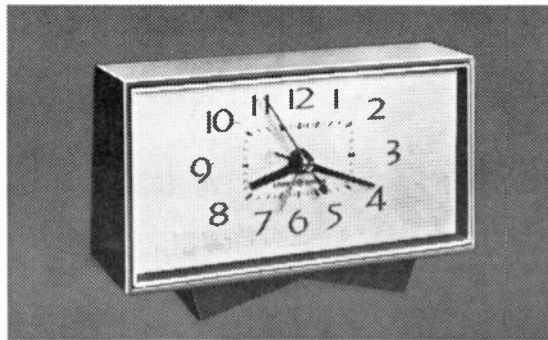




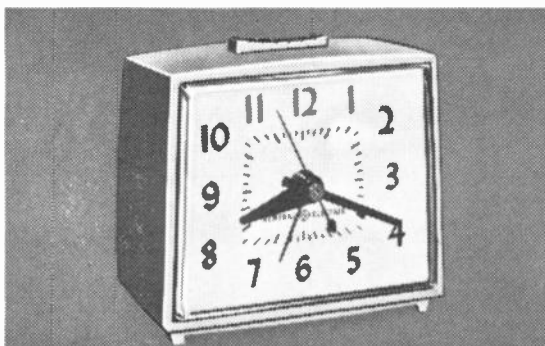
# 10 EXCITING WAYS



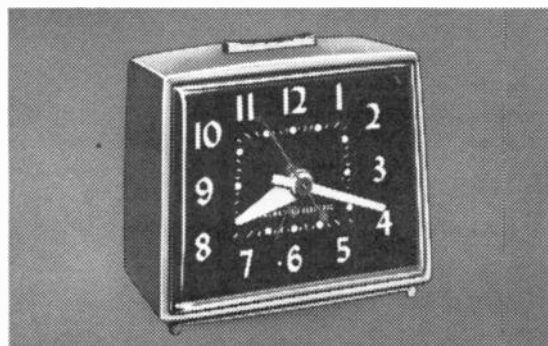
**NEW!** Captice Kitchen Wall Clock Model 2143. An attractive kitchen clock at an even more attractive price. Chrome or champagne color case.



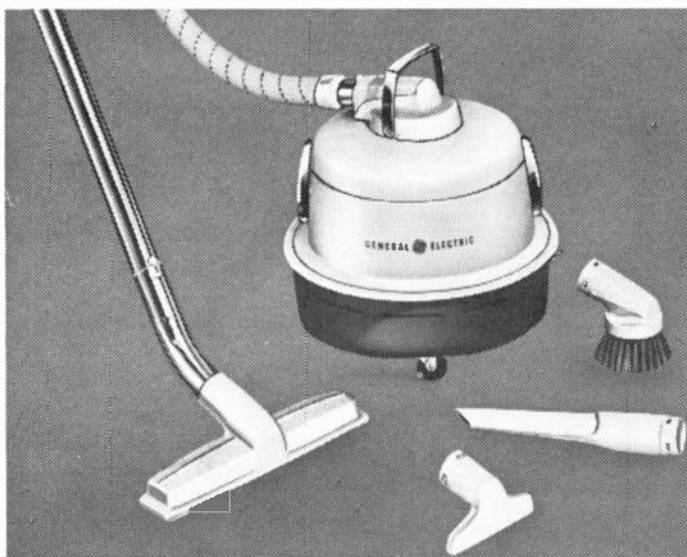
**SPECIAL!** Decor, Model 7309. Elegant simplicity in an alarm clock for any room. Bold, dark hands, easy-to-read numerals. Sandalwood case.



**NEW LOW PRICE!** Cue-ette Model 7268. A trimly styled miniature alarm. Ht. 3 in., width 3 3/4 in. Antique white case, dark hands and numerals.

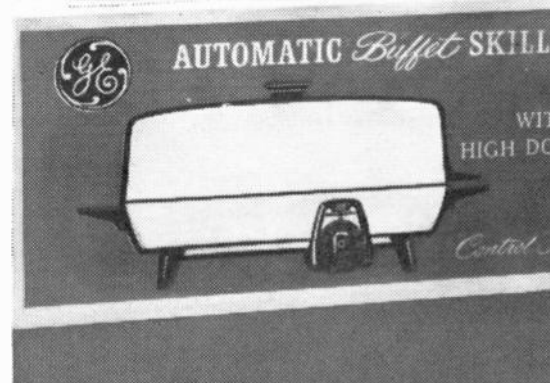


**NEW LOW PRICE!** Cue-ette Model 7268-L Budget priced beauty for the night table. Luminous dial and hands. Alarm with antique white case.



**SWIVEL TOP CLEANER, Model C-177.** Here's the famous Swivel Top—a top selling feature at a come-hither price. It has all the big value features women want most. Lock-on attachments include dusting brush, fabric nozzle for upholstery, crevice tool for hard-to-reach places. Rug and floor cleaning tool adjusts to rugs, carpets, bare floors. You'll really clean up with this one!  
**\$34.98\* limited quantities.**

## 2. A SWEET RESTOCKING PLAN



**F-81 SPRAY, STEAM & DRY IRON FREE** when you order any 12 General Electric Portable Appliances — January through February, only. Pick your own combination except for promotional model P-14 Coffee Maker, G-44 Grill and F-60 Iron. Limit of three Knives per deal.





January through May... **GENERAL ELECTRIC...**

# DRUMS UP

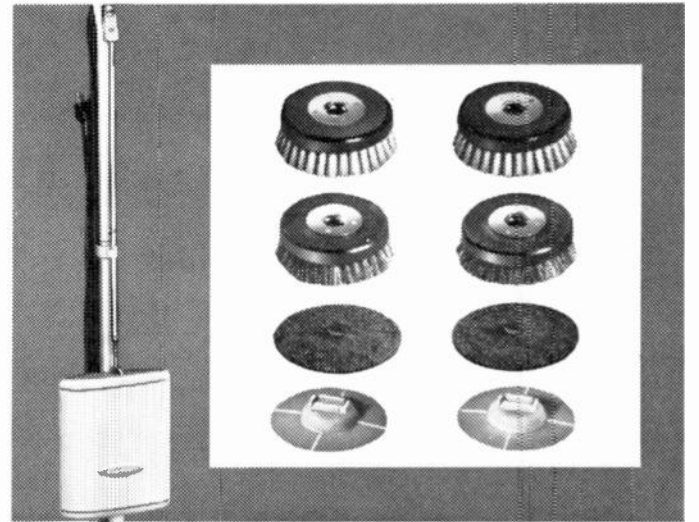
## 3. ACTION-GETTING NEW MODELS



**IMPROVED FEATURES FOR AUTOMATIC GRILL AND WAFFLE BAKER, Model G-44.** This consistent year 'round seller now has newly designed hinges and clips. Reversible grids and automatic signal light. Improved browning. Bakes waffles, toasted sandwiches, too. \$23.95\*.

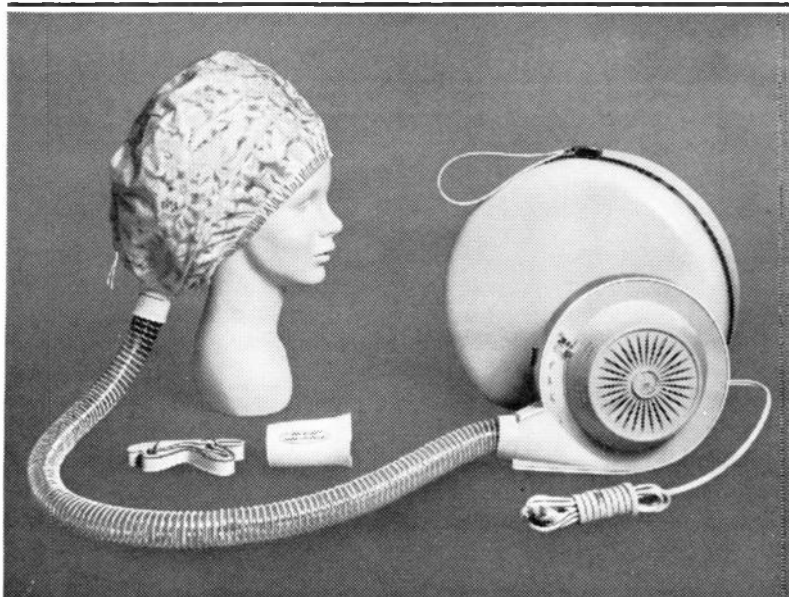


**A PROMOTION SPECIAL** to help you build store traffic when it counts! General Electric Automatic Coffee Maker, Model P-14. Handsome modern styling. Brews 3 to 9 cups of perfect coffee. Automatic Brew Selector. Drip Proof pouring spout. \$15.95\*.



**NEW FLOOR POLISHER Model FP12, \$32.95\*** A newly designed polisher with increased value. New liquid dispenser. Snap-on attachments include 2 scrubbing brushes, 2 polishing brushes, 2 buffing pads plus rug cleaning discs. Vinyl hand grip.

## 4. MONEY-MAKING DEALS

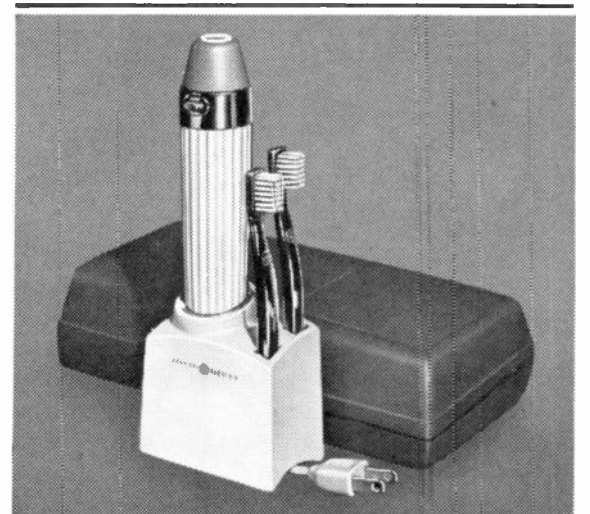


If you are in the hair dryer business you can't afford to miss our exciting January values. They're big dollar deals!



**TWO-FOR-ONE** on Replacement Toothbrushes. You buy a pack of 12, get 12 more, without extra charge. Twin-Packs mean faster sales! Order yours right now!

## 5. CROWD-DRAWING PRICES



**PRICE REDUCTION** on Model 5105 General Electric Travel Toothbrush. Now only \$19.95\* (formerly retailed at \$24.95\*). This is the model to promote for gift and travel traffic. Compact travel case and new induction recharging. Styled in blue and white. 2 clear color-coded personal brushes.

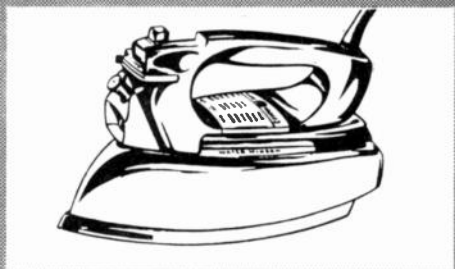




# BUYING ACTION

Promoted through national magazine dealer listing ads and network TV!

## 6. EXCITING GIVEAWAYS



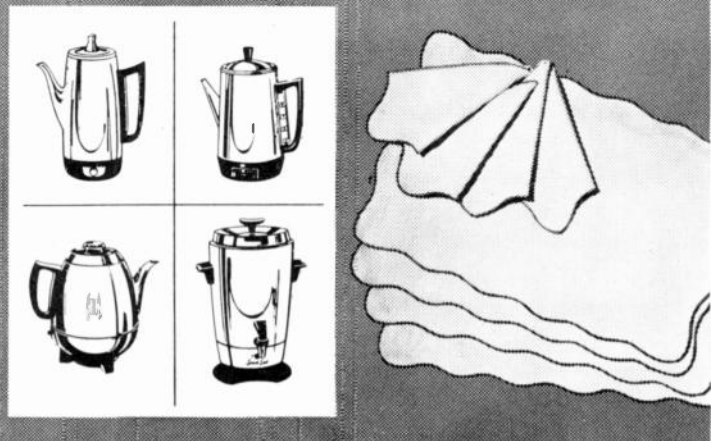
**TEFLON® IRONING BOARD COVER PREMIUM** packed into General Electric Iron Cartons, Model F-81-C. Covers by Welmaid™, fit standard size boards, 54 by 15 inches. Elastic edges for sure fit. Quantities limited, so order now!

## 7. A GREAT GROOMING PROMOTION

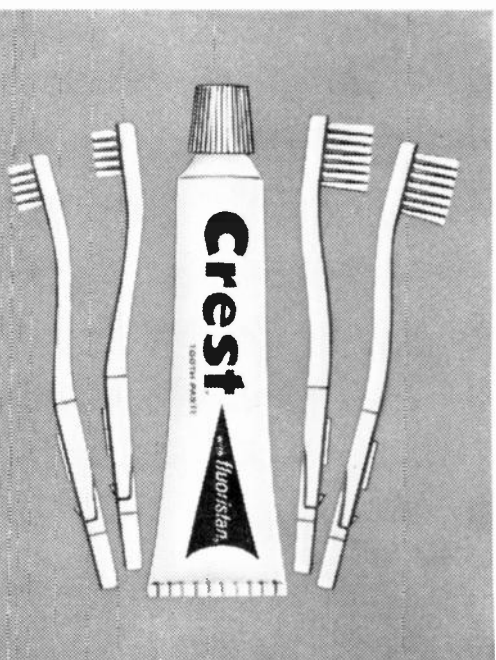


**EXCITING CONSUMER OFFER** on General Electric Shoe Polishers, (Models 5202, 5203), Automatic Toothbrushes (Models 5104, 5105), Cigarette Lighter, Model 5411. Customer makes purchase, gets Men's Old Spice Kit, plus Good Grooming Book *free*. Nationally advertised in *Esquire* Magazine with dealer listings. (Offer expires April 30, 1965.)

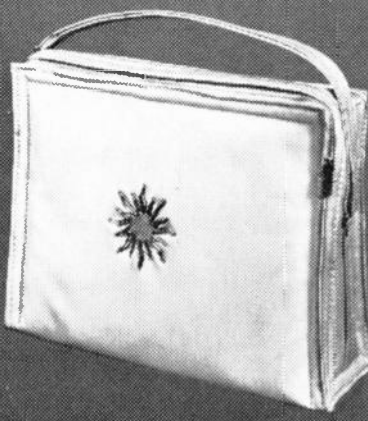
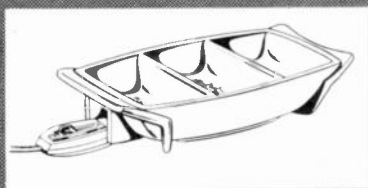
## 8. PLACE MAT PROMOTION



**8 PIECE LINEN** Place Mat and Napkin set **FREE** when customer buys any model General Electric Coffee Maker. Luxurious pure linen in a lovely scalloped edge design is sure to be talked-about premium of the year. Customer submits proof of purchase and receives the place mat set direct from General Electric Company. See your General Electric Distributor for dealer listings in *TV Guide* Ad.



**FREE DENTAL CARE KIT** with purchase of any General Electric Toothbrush. Kit includes 2 child's brushes, 2 adult brushes plus a tube of Crest, *free*. Kit mailed direct to customer by General Electric Company. Offer expires April 15, 1965.



**FREE BABY NEEDS BAG OFFER.** Customer buys General Electric Heat 'N Serve Baby Dish, Models D-2 or D-3. She gets Nappy™ Baby Needs Bag, **FREE**. You buy 12 Heat 'N Serve Baby Dishes, we send you 12 Baby Needs Bags **free**!





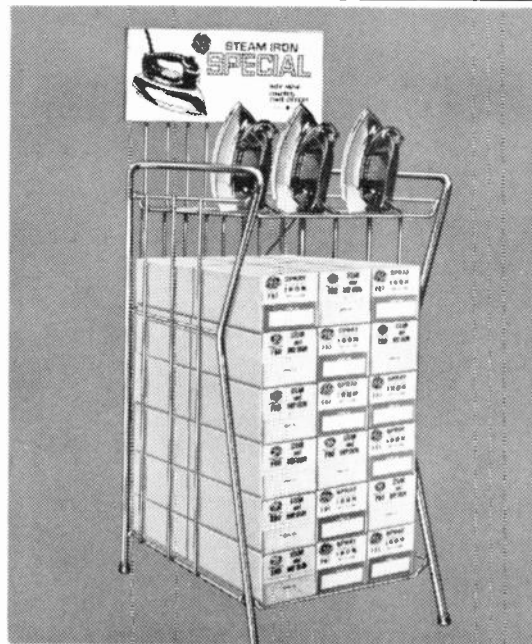
# DRUMS UP TRAFFIC

Displays promote more value...mean faster sales for you!

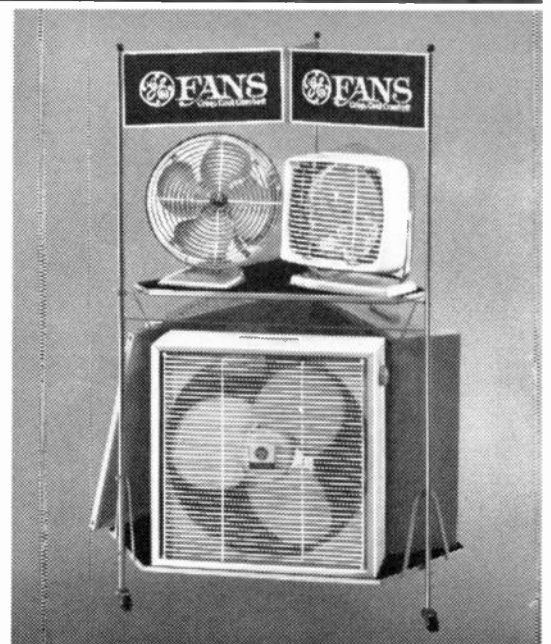
## 9. NEW, SALES-GENERATING DISPLAYS



**NEW! IN-PACK CLOCK DISPLAY FREE** when you buy 24 Cue-ette Alarm Clocks (Model 7261) at the regular price. (Manufacturer's suggested retail price \$3.98\*). Ruggedly built, in sturdy cardboard to hold 24 highly styled, low priced clocks. Designed for easy self-selection. Clock insert header invites quick sales.

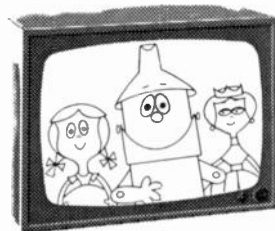


**NEW! IRON DISPLAY FREE** when you buy 8 General Electric F-60 Irons. One of the most spectacular display offers ever made! May be used with interchangeable display headers. Excellent for storage plus self service selection.



**NEW! FAN DISPLAY** rolls fans out when the heat rolls in. Displays every window, oscillating and all-purpose fan in General Electric line. Sturdy all-metal. Available through your General Electric Distributor.

## 10. TV SPECTACULAR



**"RETURN TO OZ"**  
Full color on NBC February 21, 1965

5:30 to 6:30 EST & PST  
4:30 to 5:30 CST  
3:30 to 4:30 MST

**A REPEAT PERFORMANCE** of the magnificent all-color spectacular that drew millions of viewers to TV screens in February, 1964.

The following promotions will be featured in the February 20, 1965 Issue of TV GUIDE. F-81-C Iron with Cover; Toothbrush with Dental Care Kit, Heat 'N Serve Baby Dish with Free Baby Needs Bag. Your General Electric Distributor has the complete story on these profitable tie-ins.

and remember, this is only the beginning. General Electric drums 'em up all year long!

\*Manufacturer's Suggested Retail Price

General Electric Company, Housewares Division, Bridgeport, Connecticut

**GENERAL ELECTRIC**

For more facts, use Request Card and circle No. 229



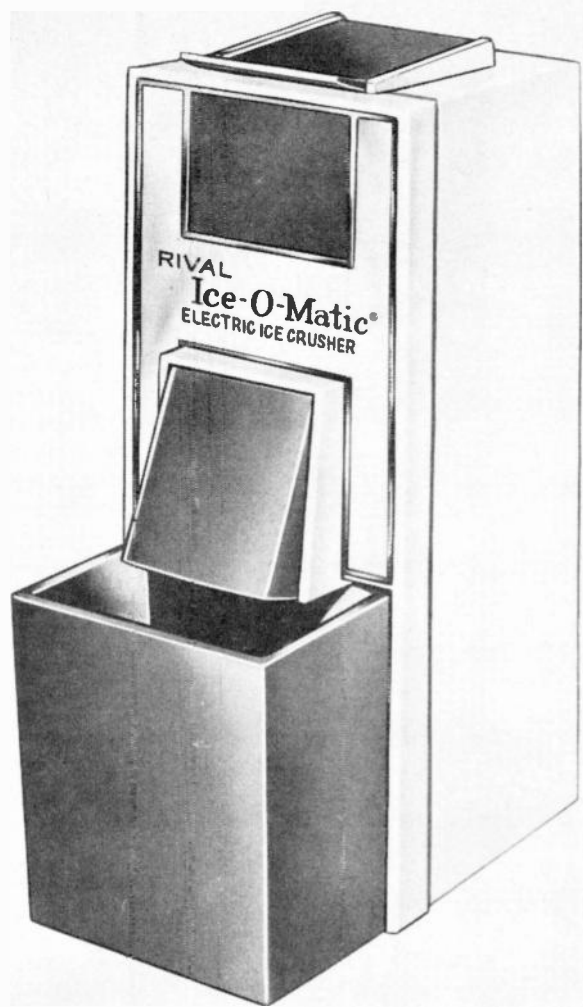
# ELECTRIC HOUSEWARES



*Sunbeam "Jet Set" hair dryer*

**S**UNBEAM has introduced model PHD-4, a "Jet Set" hair dryer in new luggage-type carrying case. Special "instant curl" attachment with three size hair curlers permits quick easy touch-up. Unit features five-position heat control (hot, medium, warm, cool and off); large size beauty cap to fit over the largest size hair rollers; shoulder strap and 12-ft. cord for complete portability and freedom of movement. The compact unit has new heating element, self-storing high-volume air hose and "hi-speed" vane-axial fan. Unit is 110-120 volt, a-c only. Price, \$32.95. Also introduced: model HCO can opener and knife sharpener (\$29.95); deluxe "Mixmaster" hand mixer model HMD-1 (\$17.95); 12-to-30 cup percolator model AP 40 (\$17.95); and four irons priced from \$12.50 to \$21.95. *Sunbeam Corp.*

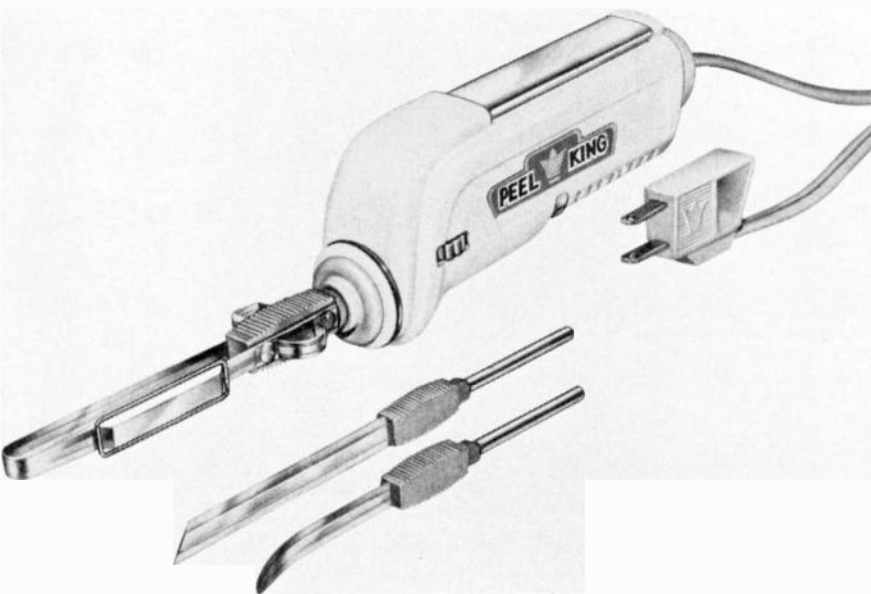
*Circle No. 109 on request card.*



*Rival model 822*

**R**IVAL has introduced model 822, a slim, trim new "Ice-O-Matic," which delivers "an avalanche of crushed ice automatically, in seconds." Unit features "Lift-O-Matic" starting: just flip up the hopper, and the motor whirrs into action automatically. Other features include: precision stainless steel blades; separate matching ice cup which holds full tray of crushed ice for convenient serving; built-in cold storage; and recessed carrying handle. Unit, 11½ in. high x 7½ in. deep (including cup) x 4½ in. wide, is styled in high-impact white styrene with charcoal and silver trim. Price, \$19.95. Also introduced: new "Broil-O-Matic" electric table broiler, model 611, at \$9.95; and new two-speed electric blender, model 906, in two versions: chrome at \$29.95; white with ebony trim at \$24.95. *Rival Mfg. Co.*

*Circle No. 111 on request card.*



*S & H "Peel-King"*

**S** & H MFG. CO. has introduced an electric peeler designed for vegetables, fruits, salads, etc. The lightweight unit — called the "Peel-King" — has a durable white plastic case with stainless steel blade units: peeling knife, slicing knife, grapefruit knife. Its vibrating action pares, peels, slices, makes French fries, de-eyes "with absolute safety either right or left handed." The U.L.-approved unit, which plugs into any a-c electrical outlet, carries a one-year over-the-counter guarantee. Price, \$14.95. *S & H Mfg. Co.*

*Circle No. 110 on request card.*

**E**UREKA has introduced a new canister vacuum cleaner called the "Empress," model 1100. Features include a "Vibra-Vac" nozzle which allows user to select "Vibra Beat" action or straight suction; two-speed motor (maximum peak: 2¼ h.p.); and a power selector adjustment on top of unit. The combination of motor and power selector permits six different cleaning settings. A "Bag Guard" indicator registers red proportionately as dust bag fills up. Other features: four filters to trap dust and dirt, a 17-ft. heavy duty cord, and "Cordaway" cord reel. The 19-lb., all-metal, teardrop-shaped unit is gray with green and gold accents. Attache carrying case for accessories (hose, "Vibra-Vac" nozzle, wands, crevice tool, upholstery and dusting brushes, and 12-in. floor/wall brush) is covered in leather-grained vinyl, measures 15-¾ x 21 x 4-¼ in. Price, \$119.95. *Eureka Williams Co.*

*Circle No. 112 on request card.*

*Eureka "Empress"*





# ELECTRIC HOUSEWARES

## EPIC Toothbrush

EKCO has introduced the "Epic" cordless rechargeable electric toothbrush, which weighs less than 4½ ozs., and offers 135 up-and-down brush strokes per second, 8,100 brush strokes per minute. Model E-150, the "family dental center," can be mounted on the wall or stored on bathroom shelf. Unit is "so completely waterproof and safe, it eliminates all danger of electrical shock. Even the break-resistant plastic 110-



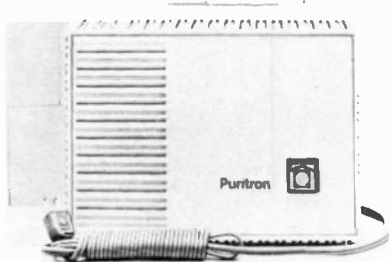
Epic model E-150

volt plug-in recharger unit generates only 2.5-volt current." Price, \$12.95. Model E-100 is a battery-operated cordless electric toothbrush, which weighs 5 oz., provides a brushing action of 6,000 strokes per minute, is guaranteed waterproof, and operates on a single, conventional C cell battery. Price, \$7.95. Ekco Products Import Co.

Circle No. 121 on request card.

## PURITRON Purifier

PURITRON is introducing its new ductless "Bathroom Purifier," which electronically removes odor-causing impurities and bacteria from bathroom air, and at the same time purifies the air. Measuring 7½ in. x 9 in. x 3½ in., and weighing 3½ lbs., the unit is encased in white plastic. No venting is required for



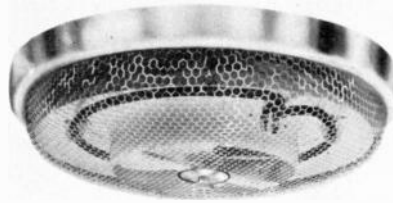
Puritron bathroom purifier

installation or operation. The mounting is recessed for direct wiring to the light switch. A decorative molding frame and wall brackets are included, and it is easily installed before or after the bathroom's done. Also introduced: the "Electra" range hood, made in stainless steel, white or shaded copper finishes, in 24, 30, 36 and 42-in. widths. Prices start at \$39.95. Puritron Corp.

Circle No. 122 on request card.

## RANGAIRE Heater

Model 1200 and model 1200W are new deluxe surface mount heaters featuring thermal overload protectors to eliminate replacement of fuses. The heating element is tubular alloy,



Rangaire model 1200

and the unit is 14-5/8 in. in diameter. Power rating is 120 volt, 11 amps, 60 cycle, 1,320 watts, and the output is 4507 BTU. Unit will cover an area of more than 450 cu. ft. Model 1200, with a mirror chrome finish, is priced \$26.95; model 1200W, in baked white enamel with chrome grille, is \$24.60. Rangaire Corp.

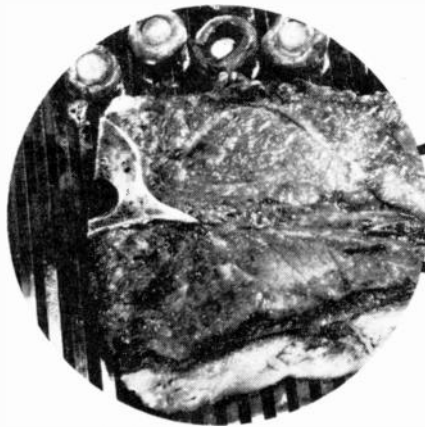
Circle No. 123 on request card.

## OASIS Dehumidifier

The "Grenadier," model OD-300, is a dehumidifier certified to remove

## A guided tour of Chicago

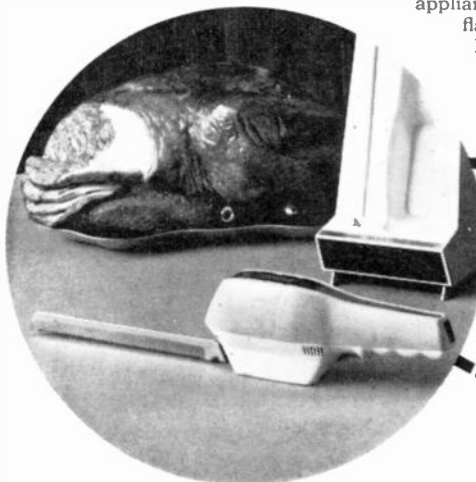
[courtesy of Dominion]



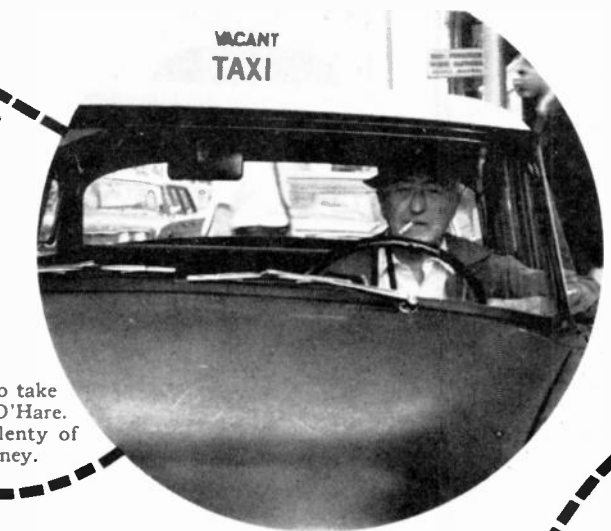
2. Have a big steak at the stockyards. You'll need all the strength you can get.



4. When you get to McCormick Place, this is how you'll know you're at the Dominion booths. Their number is 984-991.



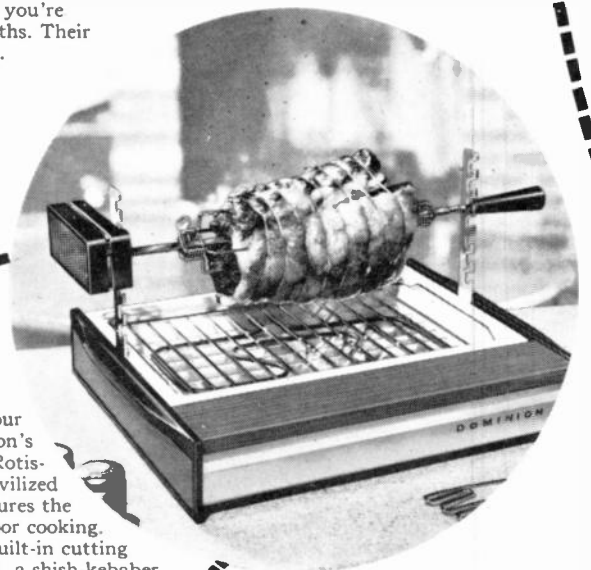
6. The Dominion Electric Knife is a cut above the rest. We put the motor in front for better balance. And mounted the blades low so they cut clear through without tilting. Three models. All very handsome.



1. You may want to take a cab in from O'Hare. Bring plenty of money.



3. Go out and have a ball the first night. Dance with your wife.



5. First on your must see list. Dominion's exciting new Smokeless Rotisserie/Broiler, the first civilized appliance that captures the flavor of outdoor cooking. Exclusives: built-in cutting board, a shish-kebabber, completely self-storing, immersible.



7. You've had a hard day. Go somewhere quiet (like the Playboy Club®) and listen to some nice music.





Oasis "Grenadier"

up to 24 pints of water daily in an 80-deg. temperature with 60 per cent relative humidity. Overflow of the 10-qt. moisture container is prevented by a control which shuts off unit and lights a pilot light to indicate need for emptying the reservoir. Two other models, the "Guardian," model OD-200, and the "Watchman," model OD-100, are for less extensive areas. All three units carry built-in humidistats, are mounted on concealed rollers, and are housed in mar-resistant walnut wood - grain vinyl laminated to steel, with the patterned steel grille in baked-on sandy beige enamel. *Ebco Mfg. Co.*  
Circle No. 124 on request card.

## NAUTILUS Range Hood

Slim-line and contoured, a new no-duct Nautilus slide-out hood has been engineered so it can be mounted over all leading electric or gas eye-level oven ranges. Unit, which requires no carpentry or breaking through walls to install, slides out easily on long-life nylon roller bearings; extends 26½ in. to cover all the range burners when open full. There are two snap-out filters: one a lifetime aluminum trap and the other packed with activated charcoal. Both blowers start operating when hood slides out, shut out when the slide-out section is closed. In locked

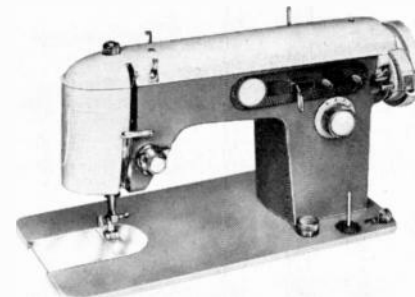


Nautilus range hood

position, the filters are hidden. Front panel and its handle can be color-coordinated to match other major appliances in the room. The 6-in. high unit comes in 30, 36, 39 and 40-in. widths. Price, \$99. Also introduced: a new combination built-in toaster and hot plate, called a "Hot-Food-Center" and available in a variety of kitchen decorator colors. *Nautilus Industries, Inc.*  
Circle No. 125 on request card.

## BROTHER Sewing Machine

BROTHER has introduced model 651 manual zigzag sewing machine, which does all fancy stitches without attachments. It monograms, embroiders, makes buttonholes and



Brother sewing machine

sews on buttons. Two other models have also been introduced. Model 661 is a new automatic, insertable cam zigzag; model 1651 is an automatic zigzag with built-in buttonholer. *Brother International.*

Circle No. 126 on request card.

## MASTER Massager Set

MASTER has introduced a new six-piece electric back scratcher and massager set. The 115-volt, 60-cycle, a-c-unit has various attachments for massaging scalp, face, body or



Master massager set

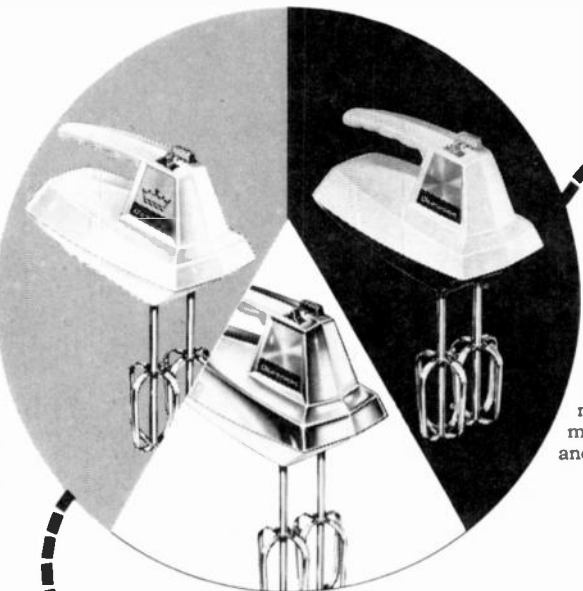
feet. The housing of the unit is made of a sturdy high-impact material. Unit is packaged in a gift, display box. *Master Appliance Corp.*

Circle No. 127 on request card.

8. This is the world's first table range with brains. Our remarkable new Model 1459 Buffet Range with Temp-Senser, the amazing element that makes any utensil an automatic appliance.



9. TEFLON is IN. The only question is, who has the most and who has the best. We vote for Dominion. Here's a complete line of skillets, grills, waffle makers and griddles with DuPont-approved TEFLON, exclusive features, buffet styling—and lots of profit.



10. You'll mix beautifully with the people at the Dominion booth. Especially if you know class when you see it. Our new mixers, for example. Three great models. Good, Better and Fabulous.



11. Ask us about our sensational national advertising program for '65. NBC-TV's "Today" and "Tonight" Shows are just part of Dominion's big plans to build more store traffic for you.

12. And get the details on our attractive First Quarter Promotion. One interesting detail: You get this valuable Marks High-Intensity Light FREE when you order an assortment of nine profitable Dominion appliances.



A NEW APPLIANCE FREE  
**DOMINION**  
REPLACEMENT GUARANTEE  
IF DEFECTIVE WITHIN 1 YEAR

13. While you're in Chicago, try to find another complete appliance line with a 1-Year "Over-the-Counter" Replacement Guarantee. Lots of luck.

# Dominion

DOMINION ELECTRIC CORPORATION, MANSFIELD, OHIO

For more facts, use Request Card and circle No. 230



# NEW EUREKA EMPRESS

the most powerful Eureka cleaner ever made



powerhouse  
2¼ H.P. motor  
provides reserve  
cleaning power  
never before  
possible!

## Look at all these Empress features...

- |  |  |
|--|--|
| <p><b>1 NEW BAG GUARD</b><br/>Indicates when bag is filled.<br/>Built-in safety whistle prevents motor damage.</p> <p><b>2 LONG LIFE NYLON HOSE</b><br/>Extra large size for greater air flow.<br/>Faster cleaning.</p> <p><b>3 STEP-ON TOE SWITCH</b><br/>Extra wide for even more convenience.</p> <p><b>4 SPEED SELECTOR</b><br/>At fingertip. "High" for heavy traffic areas,<br/>"Normal" for day to day use.</p> <p><b>5 VACUUM SELECTOR</b><br/>Automatically adjusts the suction to suit the job.<br/>From gentle to gigantic.</p> | <p><b>6 ALL STEEL CONSTRUCTION</b><br/>Guarantees top quality throughout.<br/>Baked enamel finish.</p> <p><b>7 NEW "CORDAWAY"</b><br/>Ends hand winding. Cord retracts automatically.</p> <p><b>8 VIBRA-VAC POWER HEAD</b><br/>Choose regular or Vibra-Beat cleaning action<br/>with the flick of a finger.</p> <p><b>9 EASY-ROLL WHEELS</b><br/>No lift, no carry. Rolls everywhere<br/>smoothly, quietly.</p> <p><b>10 FULL WIDTH EXHAUST</b><br/>New! Lets air move in fast, through fast, out fast.<br/>Gives peak performance even at top speeds.</p> |
|--|--|

### THEN LOOK AT THESE FEATURES:

**FOUR-WAY FILTER SYSTEM**  
Traps dust four separate times. No "dust feedback."

**SANITIZED\* TREATED DUST BAG**  
Big, over-sized bag specially treated for  
lasting freshness.

**STANDS ON STAIRS**  
Cleans stairs as easily as carpets. Can't tip over.

**DELUXE SET OF TOOLS**  
Including crevice tool, dust brush, floor-wall brush,  
upholstery brush.



### Handsome Vinyl Carrying Case for Deluxe Accessories

Keeps all cleaning accessories at hand's reach, stores them  
when not in use. A portable cleaning closet!

**PROFIT-WISE...IT PAYS ROYALLY TO  
SELL THE NEW EUREKA EMPRESS**

THE EUREKA WILLIAMS COMPANY • Division of National Union Electric Company • Bloomington, Illinois

For more facts, use Request Card and circle No. 231





# ELECTRIC HOUSEWARES

## TITAN Portable Heater

TITAN has introduced model R400, the new "Super-Circulator" all-convection portable electric heater that produces 13,640 BTU on 4,000 watts of 220 volt a-c current.



*Titan model R400*

Unit features thermostat, disappearing handle, and automatic shut-off in case of overheating due to tip-over or obstruction of air flow. This fan-forced heater is U. L.-listed and carries a five-year guarantee of elements, parts, materials, and construction, plus a one-year thermostat guarantee. Price, \$49.95. Titan Sales Corp.

Circle No. 128 on request card.

## KIMBERLY Electric Tray

KIMBERLY has introduced the "Caterette," a new kind of electric warming tray with a built-in cold spot on the surface of the unit for salads, shrimps, etc. Made of Fibre-



*Kimberly "Caterette"*

glas, and using a new heating principle (fibreheat), unit weighs 3 lbs., measures 25 in. x 15 in. overall, and stands 2 1/4 in. high. It comes with detachable cord and wall brackets, can be hung on the kitchen or dinette wall when not in use. Price, \$19.95. Kimberly Products Corp.

Circle No. 129 on request card.

## NORTHERN Sinus Bandage

NORTHERN has introduced an automatic electric sinus bandage which, when worn about the head, is said to offer relief about the face and eyes — the sinus areas. Shaped like a mask, it fits the contours of the face with an opening for the

eyes. Bandage allows for moist and dry heat application. For dry heat, bandage and washable cloth cover with adjustable ties is used. Special cellulose sponge is included for moist application. Product is 100 per cent wetproof, has a five-year guarantee, and comes complete with braille-type control that offers low, medium or high comfort heats. Price, \$8.95. Northern Electric Co.

Circle No. 130 on request card.



*Northern sinus bandage*

## EATON Water Filter

EATON has introduced a water filter which is said to remove all traces of taste and odor caused by chlorine, sulphur and iron in tap water. Unit can be placed on countertop next to the sink or wall-mounted. Permanent attachment to faucet takes only seconds. Disposable cartridge within filter lasts from six to eight months; replacement cartridge costs \$3.95. Housing is unbreakable high-impact plastic. Dimensions: 5 in. high, 4 in. wide, 9 in. long. Price, \$29.95. Eaton Mfg. Co.

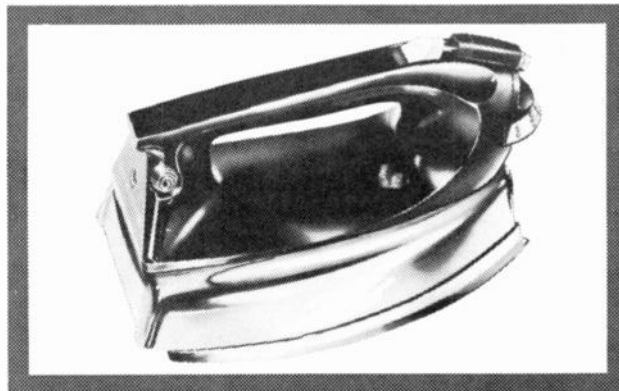
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WHO SAYS  
SANTA CLAUS  
WENT HOME  
?

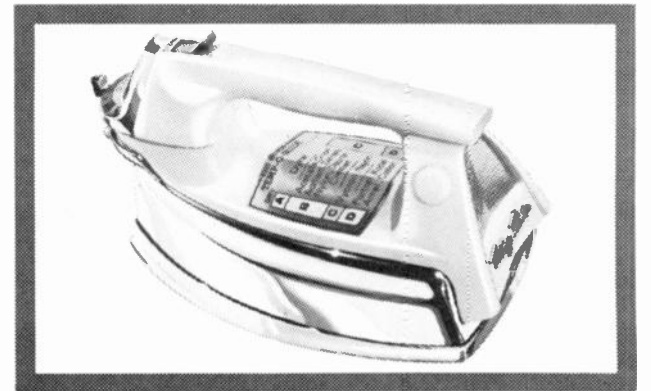


HE'S WAITING TO DELIVER BIG POST-CHRISTMAS PROFITS TO YOU!

## PROCTOR-SILEX JAN. & FEB. PROMOTIONS



PROCTOR-SILEX SPRAY/STEAM/DRY IRON WITH BUILT-IN SPRAY CONTROL...AND BUILT-IN PROFITS.



MARY PROCTOR SPRAY/STEAM/DRY IRON WITH BUILT-IN POWER SPRAY...AND BUILT-IN PROFITS.



ONLY PROCTOR-SILEX PROVIDES YOU WITH BOTH—THE "SPRAY CONTROL" IRON AND ITS "STEP-UP"—THE FULLY AUTOMATIC "POWER SPRAY"

For more facts, use Request Card and circle No. 232



# Westinghouse introduces a the All-Purpose

Your customers are going to see the Converto-Vac featured in ads like the one below in Life and Good Housekeeping. They are going to see it time and time again on television. So take a good look at the latest, most

## The new Westinghouse Converto-Vac has more cleaning advantages than any home upright cleaner ever made.

You've never seen a cleaning system like this before.

Our Westinghouse Converto-Vac isn't just an upright. It isn't just a canister.

It's both.

Take off the handle, add an attachment and it's a canister.

Our vacuum cleans with two motors instead of one. The first controls the suction power, lifting dirt into the hidden, disposable bag.

Dirt doesn't pass through the fan and slow or clog

Our bag catches it before it has the chance.



Then we have a whole separate motor that operates the carpet agitator bar, because the way a carpet agitator works is pretty important in an upright.

This one's a little tougher on dirt and a little softer on carpets



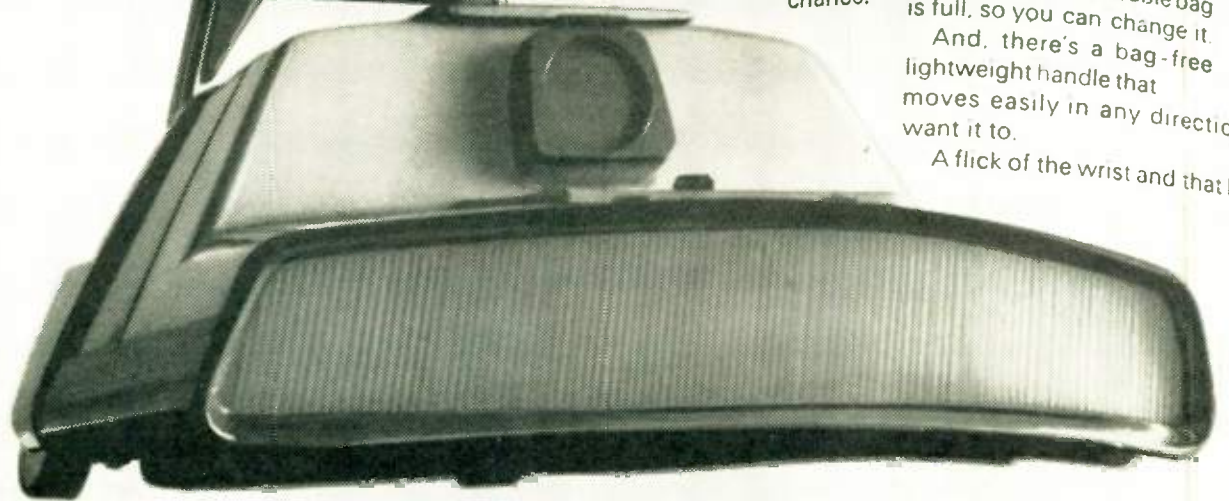
It's made of spiraling vinyl fingers that prod dirt loose, and alternate rows of bristles to sweep that dirt into the suction flow. Besides that, it's adjustable to any carpet depth.

There's a full-view, carpet-level headlight that shows where and what to clean.

A full-bag indicator to tell you when the disposable bag is full, so you can change it.

And, there's a bag-free lightweight handle that moves easily in any direction you want it to.

A flick of the wrist and that handle





# new kind of vacuum cleaner Converto-Vac.

dramatic advance in modern vacuum cleaner design. Your customers will. See it upstairs at the Westinghouse Exhibit at the Housewares Show at McCormick Place, Booth 883-895, or at your Westinghouse distributor.

Take off the Converto-Vac handle, add an attachment, and it's a canister.

You've never seen a vacuum cleaner like this before.

*OVER 31 MILLION  
LIFE MAGAZINE READERS will  
See This double page ad!*  
*GOOD HOUSEKEEPING will reach  
another 13 MILLION readers!*

comes off, convert upright into a canister. A switch changes motor over for canister cleaning.

A resilient Nyaflex hose snaps to the front of the vacuum and you're ready for above the floor cleaning in seconds.

But our Converto-Vac is a new kind of vacuum cleaner, we don't stop there. We took it as far as a canister can go.

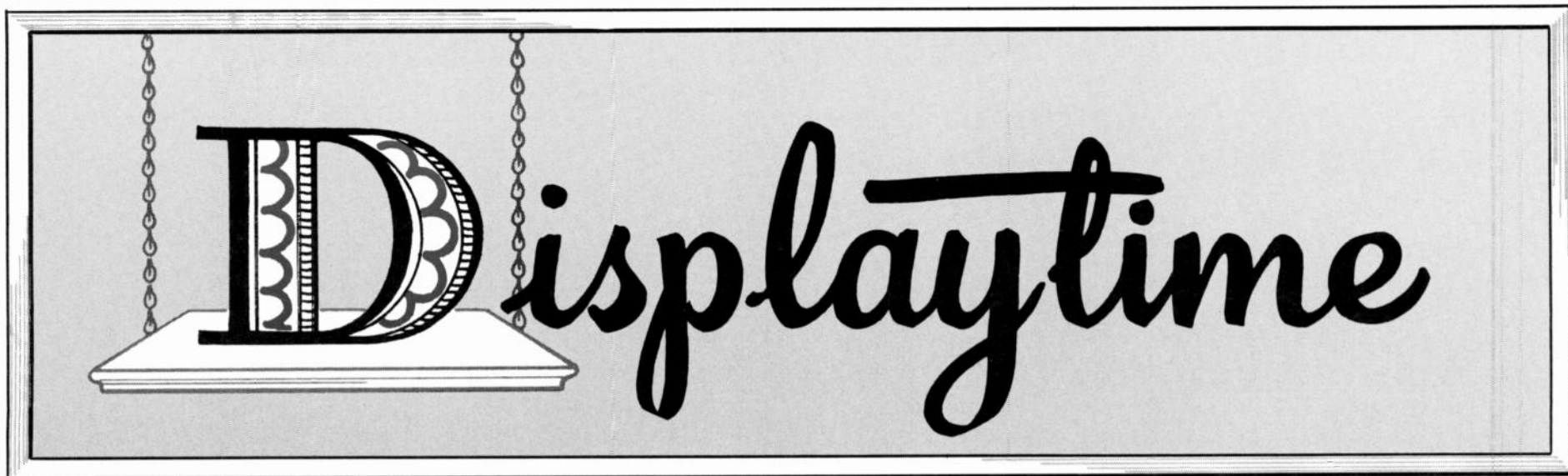
Look at all the canister attachments.\* Designed like no attachments have been before.

A triangular dusting brush that's shaped to fit those corners, swivels into any position for cleaning those nooks and crannies.



You can be sure if it's Westinghouse 





# Displaytime

## This Month Starring: CLOCKS

By WALTER H. HOGAN

**F**irst cousin to theatre — that's a display window of your store. And the star — and most important element of any display, because it's what you want to sell — is your merchandise.

Merchandise is one of the seven tools involved in display as listed by Howard Ketcham in *Color Planning for Business and Industry*. The other tools are: color, lighting, fixtures, materials, props, and display cards with copy. These same tools are used by the biggest store on New York's Fifth Avenue or the smallest store in your home town.

"Small stores can have good displays," says Marvin Gelman, president of Lighting Services, Inc., lighting consultant firm in New York City. "The point is: don't be afraid. Just try it. All that's needed is some imagination and thought and the proper tools."

"The window and interior display space for any store or department is as valuable as any other square footage in the store," says Paul T. Knapp, editor, *Display World* magazine. "If used properly, it can outsell your most efficient salesclerk, attract customers you never saw before and move merchandise faster than any other sales promotion media. And if you are already operating on a minimum sales staff, then it is all the more reason for you to provide displays that will perform these selling functions."

To help its dealer readers in creating displays, MART Magazine this month begins a new feature, "Displaytime," which will offer tips and thoughts from experts in the display field, suggest where you may obtain some of the tools needed (decorations, fixtures, props, etc.), and provide a "Display Idea of the Month." Perhaps you can produce the display as suggested, adapt it as best suits your window or store, or use it as a springboard to your own idea for a customer-catching, sales-producing display.

"Good window displays do not have to cost a lot of money," says Gene Moore, well-known displayman who's created traffic-stopping windows for Tiffany & Co. in New York. "But they always cost a lot of thinking."

Several recommendations how you can achieve customer-catching displays for the least possible cost and effort come from a speech by Knapp entitled "Better Display Spells Profit":

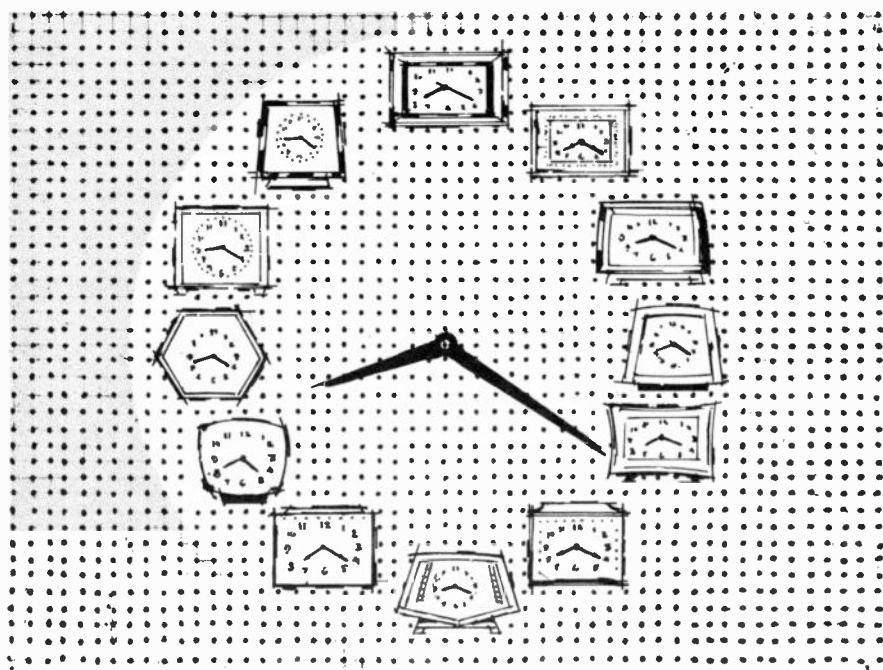
"If your store is located in or near a town of 15,000 or more population," says Knapp, "you can acquire professional display service either through an established free lance displayman or a qualified display employe of a larger store on a part-time basis."

As an alternative, Knapp suggests you "assign the display duties to an employe with the proper attitude and interest. The fundamentals can be learned from various books on the subject, an excellent one being *Dynamic Display*. The magazine for professional displaymen, *Display World*, is published monthly. Most libraries subscribe or will do so upon request. Nearby colleges or vocational schools may have courses in display or related commercial arts. Special display courses can be taken by mail.

"In any case," continues Knapp, "whether the displays are to be handled by a professional or employe, the first step is to prepare a budget for a year's display program that will permit a change in display every 15 days, except for Christmas. Christmas will deserve about a third of your annual budget. This will vary according to the number of windows and whether additional needed emphasis will be placed on interior displays and holiday decoratives."

Knapp points out that "there are basically four types of displays that deserve space in your windows and these should be allocated in advance for the entire year. They are: seasonal displays, holiday-special event displays, civic displays, and institutional displays.

"Seasonal displays are usually limited to spring, fall, and Christmas-winter. Summer displays are omitted in lieu of other promotions during these months. Several holiday-special event displays will overlap with your seasonal displays. For instance, some early spring decoratives will have appeared during promotions of Valentine's Day, Lincoln's and Washington's birthdays. Actually, Easter climaxes all spring promotion. Mother's Day,



Sketch of clock display

Father's Day, and graduation come in rapid succession thereafter and require individual attention uncluttered with reminiscences of spring. Independence Day, vacation time, and back-to-school capture the summer display spotlight. Fall shares its emphasis with Halloween and Thanksgiving.

"Jump the gun on almost every special season, holiday or event by at least 15 days, with the exception of Christmas," says Knapp. "Christmas displays will be installed on the weekend following Thanksgiving and replaced the morning after Christmas Day. Never let a holiday display stay in past the holiday, not even for one day."

**DISPLAY IDEA:** The sketch on this page shows an idea for a display of clocks (or clock-radios) for your window or store wall. On a circular clockface (painted on your pegboard or cut out from felt or colored art paper) set units you wish to display where the hour numerals would go. Hands of your clock can be painted or again cut out from felt or art paper. The size of your clock will depend, of course, on the space available and the size of the different items you wish to display (they can be hung on the pegboard or set on shelves). Your copy for the display might start off: "It's VALUE TIME at (name of your store)."

**A DISPLAY MATERIAL** heartily recommended by Tiffany's Moore, because "it is so marvelous and easy to work with," is felt. This felt is 72 in. wide and available in lots of five yards and up. There's a choice of 30 colors at \$2.75 a yard. Felt already fireproofed (if your town code requires it) is \$3.75 a yard and available in such colors as light royal blue, red, white, kelly green, old gold, black, moss green, yellow, peacock and sapphire. Sample swatches upon request. Write: Allen Daniels, Kalmo Textiles, Inc., 123 West 44th St., New York, N. Y. 10036.

**READING:** New and revised edition of *Dynamic Display* is \$10 from Display Publishing Co., Dept. DD, P. O. Box 1171, Cincinnati, O. *Display World* magazine is \$6 a year from Display World, P. O. Box 1171, Cincinnati, O.

(If you have questions about display or a particular problem or would like to know where you might obtain certain props, decorations or display materials, MART Magazine will try to provide an answer for you. Write: "Displaytime," MART Magazine, 757 Third Ave., New York, N. Y. 10017.)





## Now Hoover has pioneered the first shampoo-polisher with a speed for every job.



When we introduced our first shampoo-polisher, homemakers were amazed at how beautifully it shampooed their carpets and scrubbed, waxed, and polished their floors.

Now we've gone one better.

We knew they needed a slow speed for scrubbing, a faster speed for shampooing and a higher speed for polishing and buffing. So we came up with an ingenious multi-speed switch

that fits right on the handle. It automatically gives the exact speed for every job.

Now every homemaker can do a safe job on their carpets and floors. Without splashing. Easier than ever before. And, of course, at a fraction of the cost of having a man out to do it.

You should stock this new multi-speed shampoo-polisher. It's the only one on the market.

You can be somewhat of a pioneer yourself.

See your Hoover representative or write The Hoover Company, North Canton, Ohio.



We're the same company that makes the vacuum cleaners.

For more facts, use Request Card and circle No. 234





*EVERY SALESMAN is specialist in electric housewares at Rominger Furniture, according to Buyer George Turner (right), seen pitching an electric slicing knife to prospect.*

## ELECTRIC HOUSEWARES

# Placement Keys Electric Housewares Sales

*Winston-Salem, N. C., furniture store averages 30 per cent margin on small appliances by selling them to charge account customers.*

*ELECTRIC HOUSEWARES receive as much attention as major appliances at Rominger Furniture. Here, Buyer George Turner describes features of electric mixer to prospect.*



Strategic placement of electric housewares is the key to increased sales of these products at Rominger Furniture Co., Winston-Salem, N. C., which averages 30 per cent margin of profit on them.

In this store, they are displayed adjacent to the office where charge account customers may make their monthly payments. In effect, these bill-paying customers (of which there are several thousand each month) must pass by the electric housewares display twice — on their way in and on their way out.

Approximately 35 per cent of the firm's electric housewares business results from this traffic, according to George Turner, buyer, who notes that customers are urged to add the cost of an electric housewares product to their charge account. They are told that there is no carrying charge if they pay for the product within 60 days.

Moreover, salesmen at Rominger Furniture Co. receive as much product information on electric housewares as they do on majors, says Turner. He notes that when a manufacturer adds a small appliance to its line, a product meeting is immediately held. In addition, weekly sales meetings center on both majors and electrics. As an incentive, the firm's salesmen work on a commission basis in regard to electric housewares.

The result is that every salesman is a specialist in electric housewares, claims Turner. "And because of this," he states, "together with proper display of products, means that we don't have to football them."

About 20 per cent of the firm's electric housewares business comes over the telephone. Turner explains that many men who have charge accounts at the store prefer to shop for their wives, mothers, girl friends this way. "They prefer asking a salesman they know to pick out a small appliance and mail it, rather than coming into the store," he states.

The firm actively promotes electric housewares during key periods of the year. During the Christmas season, an entire front show window is devoted to the small appliances, and a woman demonstrator is hired to work on the sales floor.

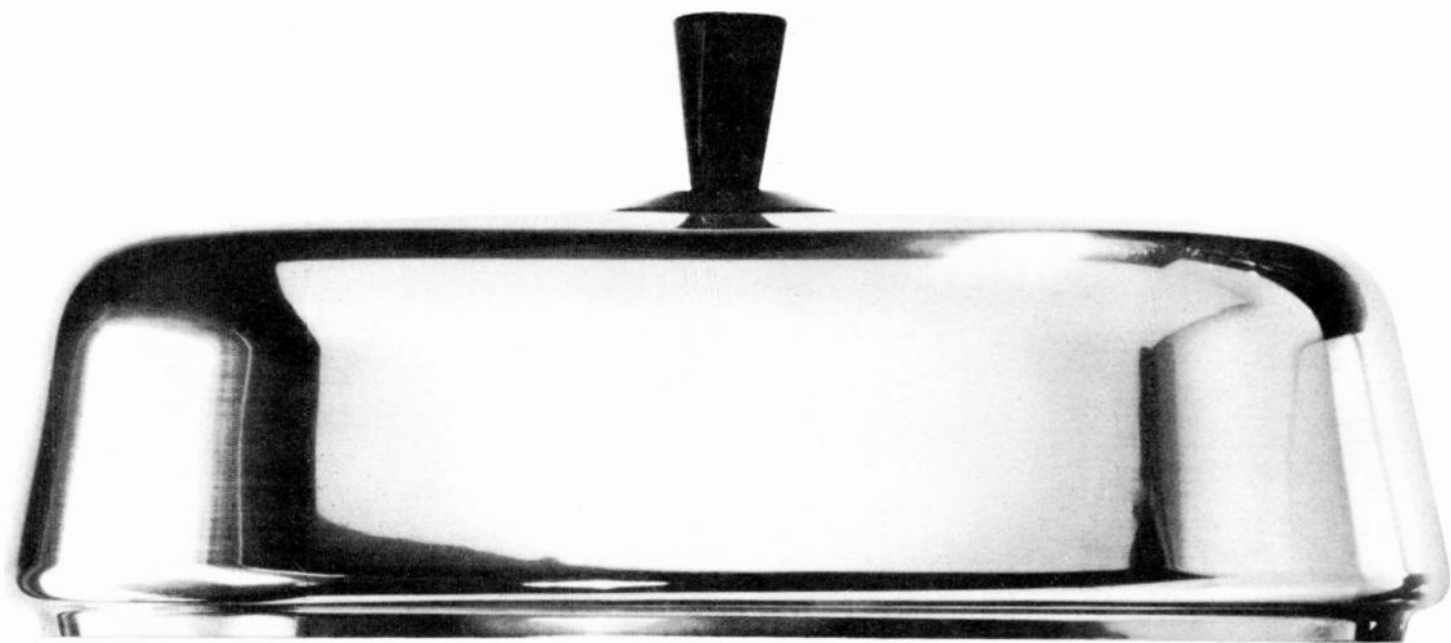
Each June, small cedar chests are sent to all the girls who are graduating from the local High School, together with a note telling them that Rominger Furniture is "the" place to buy all their home furnishings. Since the average age of this year's brides is 18 years old, Turner correctly estimates that many of these future housewives will become good customers.

While irons and mixers remain two of the most popular electric housewares products, Turner relates that the electric slicing knife has made its mark this year. "It's especially popular with men," he says, "and is often purchased by wives for their husbands."

For the past 20-odd years, the firm has followed a policy of remaining open any night of the week (excepting Sundays) for prospects who make appointments. This policy is stated in all newspaper advertising: "Open Any Night By Appointment."

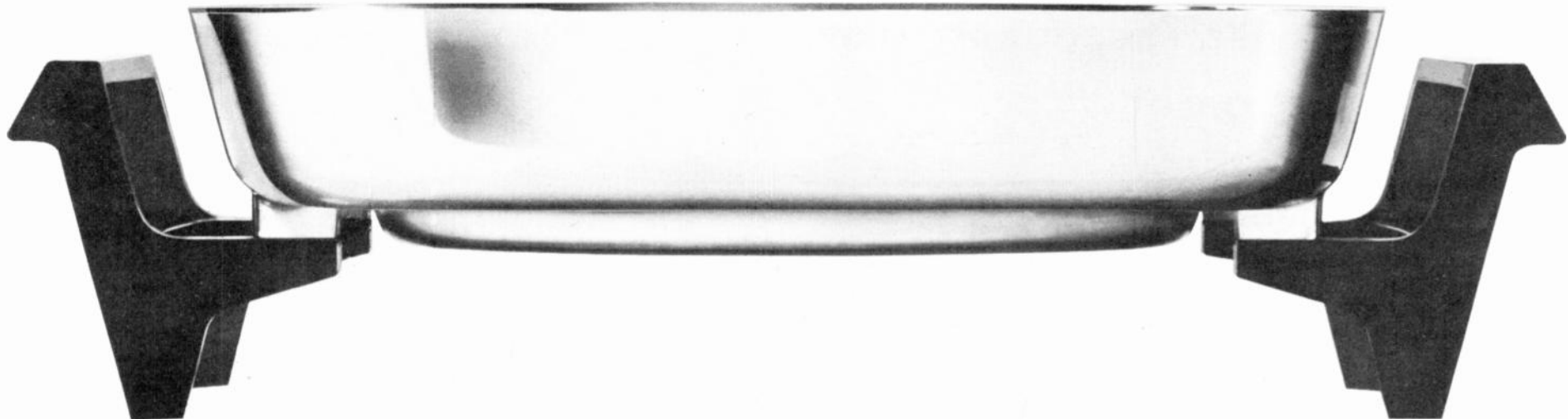
This policy is maintained not only for majors, according to Turner, but for electric housewares. "While it sounds a bit eccentric," concludes Turner, "this policy has gone a long way towards building our reputation for good personal service and thus increased our business. It's further proof that if you show an interest in consumers, electric housewares can be a profitable end of your business." ■





**Now Hoover has raised the lids on electric fry pans.**

**And put your sales story in the bottom.**



This is the new electric fry pan from Hoover. It isn't an ordinary one. It comes with a bundle of extra features that your women customers want. We know. We asked quite a few of them before we designed it.

Take the lid for example. It's higher than most. Large roasts and small turkeys will fit. It'll even take a cake.

The cooking surface is stainless steel. Foods won't stick to it as much as other surfaces. And it cleans easier. The stainless steel is bonded to an aluminum body to give the best possible heat distribution. It actually

cooks like a small oven. The handle on the lid is designed so housewives won't burn their fingers. It's buffet styled with handles on both sides for easy carrying. We could go on and on about the convenient little features that make this Hoover more than an ordinary electric fry pan.

So see your Hoover representative or write The Hoover Company, North Canton, Ohio.

And take a close look at this fry pan. Your customers certainly will.



We're the same company that makes the vacuum cleaners

For more facts, use Request Card and circle No. 235







*THE FUTURE of electric housewares may not be in kitchen at all, says Jean Mantelet, chairman of Moulinex, France. Advances in food packaging point to dim future for kitchen appliances, he thinks.*



*CORDLESS ELECTRIC housewares have big advantage that they do away with differing safety regulations for different countries required for cord units, says H. J. R. G. Hartong, vice president, Philips.*

## ELECTRIC HOUSEWARES

# New Electric Housewares Items Headed For U.S. Customs House

European producers planning expansion here, but they move carefully, with eyes on profit picture.

**B**ringing electric housewares into the United States may sound like a coals-to-Newcastle idea, but it's being done, and chances are that the practice will grow in the next few years.

But if things go according to plan, this influx will be good news rather than bad news for the U. S. dealer.

For in the case of European manufacturers of electric housewares, at least, penetration into the U. S. market will be on a selective basis, and should prove a solid contribution to dealer profit.

The selective basis will be either by unusual (or even unique) items of merchandise or by limited distribution or both.

For example, "We wouldn't dream of competing in the U. S. market on a toe-to-toe basis with American manufacturers," says Georg Hohm, sales manager of Braun AG, the West German company that has won many design awards for the clean-lined architectural styling of its products. "You have to have something different to offer for the American market."

Along the same lines is the thinking of C. Bruynes, of the domestic appliance division of Philips, the huge Dutch electrical firm: "For us the so-called fashion items are the most logical for the American market," he says, "and I think it's much less likely that

there will be much movement of basic electric housewares from here to America."

For Braun, the "something different," in addition to the distinctiveness of its designs, are a heater-ventilator about the size of a facial tissue box; a "Continental" toaster suitable for specialty breads like bagels and English muffins; and a centrifuge-type juice extractor. Along more conventional lines, Braun is marketing here a mixer and a blender. The line is marketed in the U. S. by Marketration, Mountain Lakes, N. J.

Braun is also the originator of the shaver marketed in the U. S. by Ronson. The rest of the Braun electric housewares line is more or less in the infant stage here, having been on the market only about two years. In its home country, Braun is, says Hohm, one of the few companies that asked for and got an exception when retail price maintenance went off about two years ago. Thus Braun prices, unlike most other electric housewares in Germany, are the same all over. "We probably suffer a little from this practice now," says Hohm, "but we're convinced it's helping us to build a strong dealer network."

The "fashion appliances" that Bruynes of Philips refers to are  
*(Continued on page 84)*





## Now Hoover is taking a shine to shoes.



Are you surprised that the world's leading vacuum cleaner manufacturer is now making electric shoe shiners?

You shouldn't be.

We've been making all kinds of motors for over 55 years so this product is a natural.

It does a professional job. Quickly. And without messy hands. The unit comes complete with 2 polish applicators, 2 polishing brushes, a

buffing head (with extra cloths) and 2 cans of shoe polish (black and brown).

All parts fit in an attractive foam plastic tray. The tray fits in an outer carton that makes a smart-looking display for your counter.

So why not stock this new Hoover. Sell it as a gift for Father's Day, Graduation, or Christmas. But do make sure you take a close look at it. And compare it.

We think you'll take a shine to it.

See your Hoover representative or write The Hoover Company, North Canton, Ohio.



We're the same company that makes the vacuum cleaners

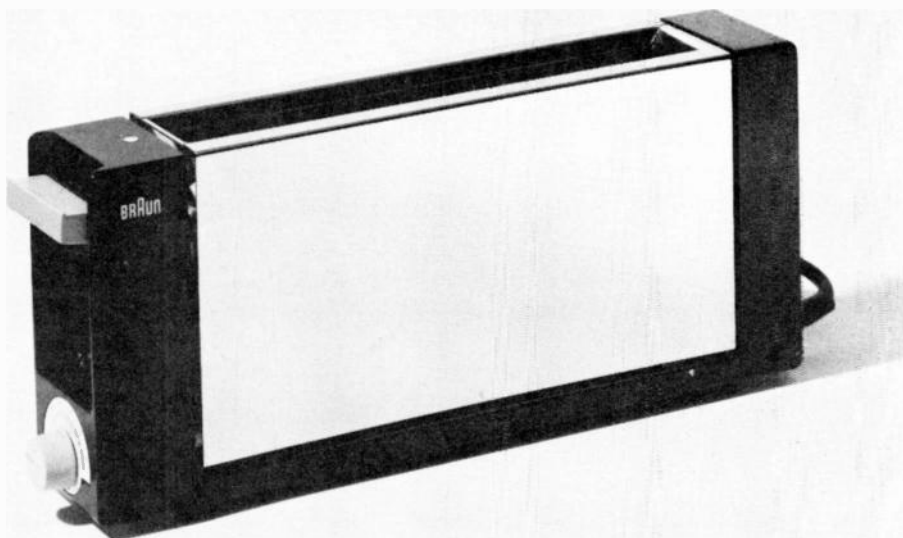
For more facts, use Request Card and circle No. 236







*TOE-TO-TOE* competition with American manufacturers would be foolhardy for European electric housewares producers, says Georg Hohm, sales manager of Braun AG, West Germany. The item on his desk is a fan.



*"CONTINENTAL"* toaster by Braun is an example of German firm's functional styling. Ideally suited for specialty breads, unit has a suggested retail in U. S. of \$29.95. Braun has won numerous design awards.

## European electric housewares . . .

(Continued from page 82)

items like the company's professional home hair dryer and its knife and scissors sharpener, both introduced here last summer (they, like all other Philips products in the U. S., are distributed by North American Philips Co., Inc., New York, which recently announced the formation of an electric housewares department with its own nationwide network of 23 manufacturers' representatives).

When visited in October by MART Magazine, Bruynes indicated he is a "believer" in the future of cordless appliances, and hinted that Philips had a cordless item up its sleeve for early introduction, presumably to the U. S. as well as to other markets. One of the most attractive features of cordless appliances from the manufacturers point of view, says H. J. R. G. Hartong, vice president of Philips, is that cordless items do away with the whole troublesome business of different safety regulations in different countries, and also with voltage differences.

The French firm of Moulinex, located in a suburb of Paris, got into the U. S. housewares market in the late Nineteen Forties with a line of non-electric gadgets like shredders, most of which retail for around \$1. It got into electrics in the Fifties, and in the last

(Continued on page 86)

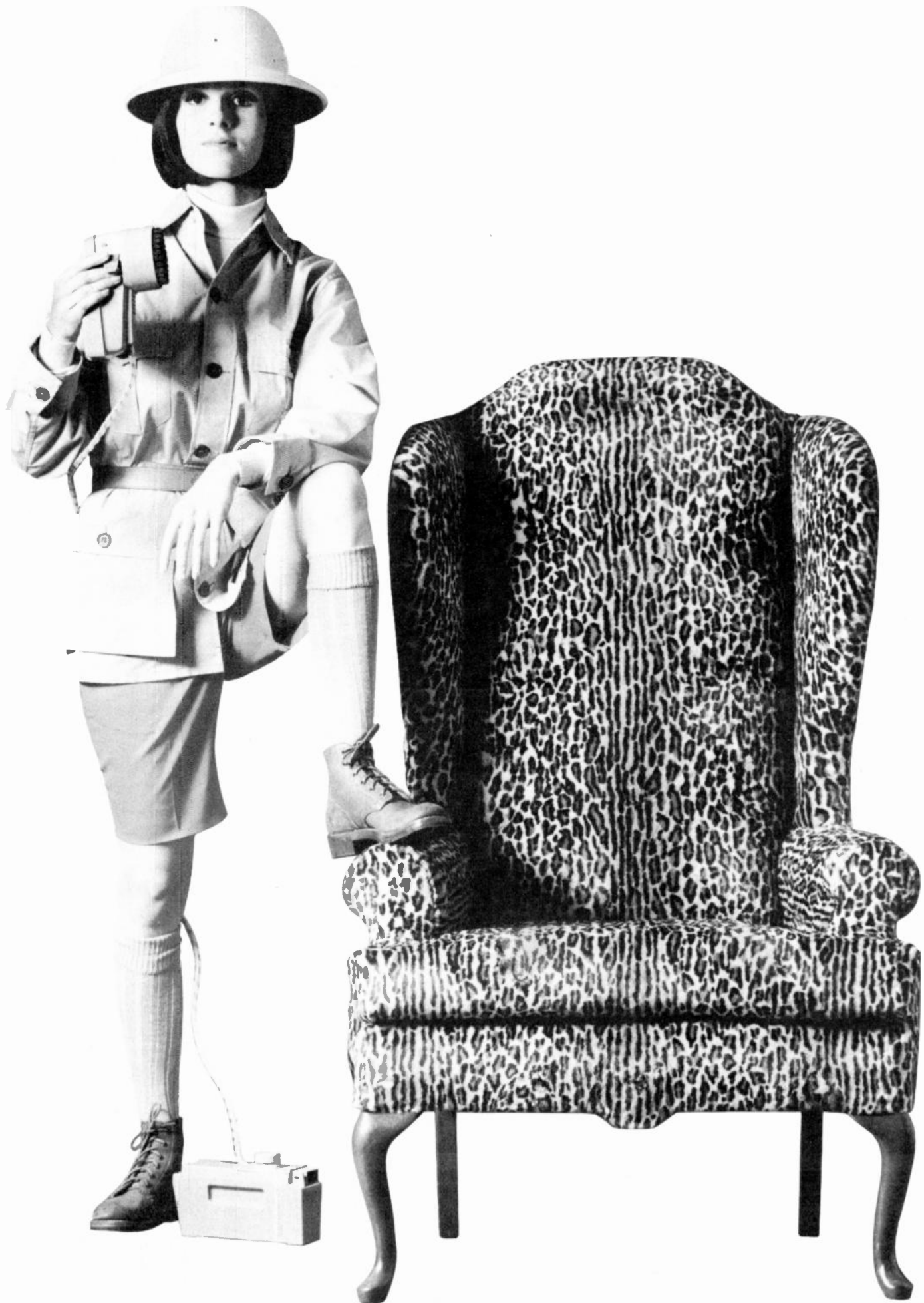


*BUCK PRIVATE'S DELIGHT* is this electric potato peeler by Moulinex, France, which is slated for introduction at January housewares show in Chicago.



*INDIRECT METHOD* of getting into the U. S. market by way of having goods made in Canada sounds logical to J. M. Bensusan (left), overseas zone manager, Morphy-Richards (Cray) Ltd., London, but he says it's not in cards in near future. At right is P. B. Sprent, general sales manager.





**You'll want to stock this new Hoover Upholstery Shampooer.  
(It brings 'em back alive)**

Your customers will be looking for this new Hoover Electric Upholstery Shampooer.

It's a hot item this year.

It lets them do a safe, thorough job on upholstery. It quickly foams away grease and grime that usually takes hours of tiresome hand scrubbing. It actually brings soiled upholstery back to life at a fraction of the cost of having it done commercially. It starts saving them money the first time they use it.

The kit includes the powerful hand-held unit, a shampoo tank that holds a full quart of detergent, two shampooing heads—a brush for large

areas and a sponge for arms and hard-to-get-at corners. All pieces are neatly packed in a handsome plastic storage case.

You can also sell them the shoe shiner attachment kit. This makes it a complete shoe polisher and furniture buffer as well as shampooer.

We don't think you'll find a more flexible upholstery shampooer anywhere. Or a more efficient one.

So stock it.

And let your customers bring 'em back alive.

See your Hoover representative or write The Hoover Company, North Canton, Ohio.



We're the same company that makes the vacuum cleaners.

For more facts, use Request Card and circle No. 238





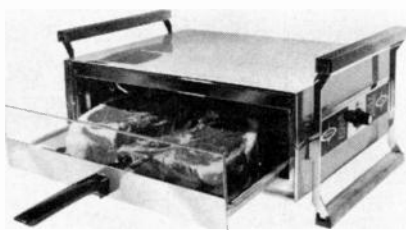
# ELECTRIC HOUSEWARES

## European electric . . .

(Continued from page 84)

### MASTER Bake/Broil Unit

MASTER CORP. is introducing model BBC, a new 1,000-watt "Bake-N-Broil" unit called two appliances in one. When you remove the drawer and turn it over, the baker becomes a broiler. Features include a stay-cool handle, easy-to-read temperature dial with suggested cooking heat for various foods, and "family-size capacity" (cooking surface will hold



six slices of bread). One-year guarantee. *Master Corp.*  
Circle No. 117 on request card.

four years, sales of its electric housewares in the U. S. have more than tripled, says Jean Mantelet, chairman.

Although Moulinex's main business in the U. S. is still in non-electric housewares, Mantelet says he expects to sell a lot of electrics in this country in the next few years. Moulinex is distributed in the U. S. by Varco, Inc., Jersey City, N. J. Like any other manufacturer,

Mantelet of course does not talk freely about what his company has on the drawing boards. He has considerable hopes, however, for the electric potato peeler Moulinex has just brought out which will probably make its U. S. debut at the Housewares Show in Chicago in January. The peeler retails in France for about \$20, but its U. S. price figures to be higher, since the company has to pay duty on invoice value plus shipping costs, and the peeler is a relatively bulky item.

Battery-operated electric housewares, says Mantelet, make most sense when applied to small items with motors that turn at low speed, which would allow use of small batteries. Moulinex, he says, will use battery power for appliances that do not exist now in any form.

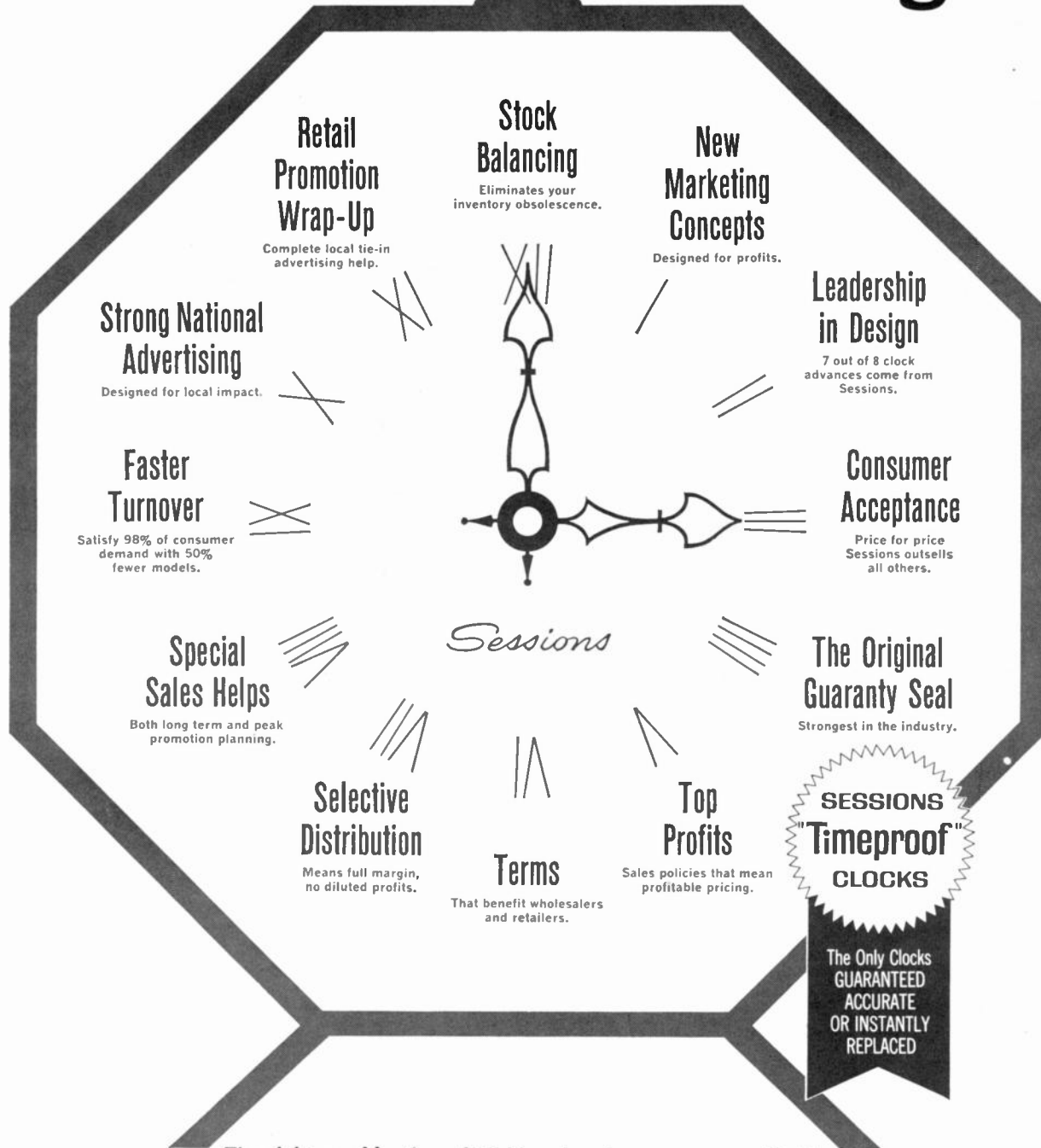
Moulinex spends 4 per cent of its annual volume on research, a high figure for a European company, according to Mantelet. The French executive hints that the real future of the electric housewares business may not be in the kitchen at all. As packaged and frozen foods gain favor, he says, the need for kitchen appliances will decrease, and the industry will have to look further afield for new items. He points to the hair dryer as an example of this move out of the kitchen.

What about American small appliance makers' chances to get into the European market?

They're not good as straight export, says Mantelet, because they couldn't compete on price. Producing in Europe or buying into existing European companies (as General Electric, Sunbeam, and Hamilton Beach have done) is simply a question of finances.

The indirect method of having goods made by another firm in Canada is most likely the way Morphy-Richards (Cray) Ltd., a British electric housewares firm, would come into the U. S. market, if it ever does come in, says J. M. Bensusan, overseas zone manager. To make a venture into the U. S. pay, says P. B. Sprent, general sales manager, a company would have to plan on production runs of at least 100,000. In Morphy-Richards' case, this would pose a production problem, expansion would be needed, and at the moment at least the firm does not look kindly on this prospect.

## DON'T MISS THESE Sessions Advantages



The right combination of 12 big advantages means profitable selling for Sessions' selected wholesalers and retailers. See us at the Housewares Show for complete details. Booth #961-963  
THE SESSIONS CLOCK COMPANY, FORESTVILLE, CONN.



For more facts, use Request Card and circle No. 237



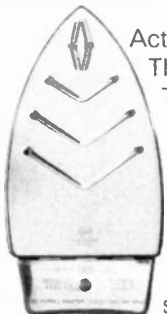
"And to my brother, who thought health was greater than wealth, I leave my electric sun lamp."



**You  
should  
handle  
this  
new  
Hoover  
Iron.**



**It's  
the only  
one  
with a  
stainless  
steel  
bottom.**



Actually Hoover now makes two Steam/Dry Irons. They both have the exclusive stainless steel soleplate. This smooth stainless steel bottom makes ironing almost fun. It glides over any fabric without a snag. Buttons or zippers can't scratch it. And since the stainless bottom is bonded to aluminum, the iron is lightweight.

The new Model 4400 Steam/Dry Spray Iron has a stylish white handle and a single control for steam ironing, dry ironing or spray. It spreads steam evenly over any fabric. It's handy, simple to use, and a Hoover exclusive. The Model 4001 has

everything but the spray feature. And the handle's black.

Both irons have a handy "fabric guide" to cover those temperamental new synthetics and accurate temperatures to handle them.

So before you sell another iron, we suggest you look closely at this new Hoover line.

We think you'll want to handle it. One, because it's the only line of irons with stainless soleplates.

And two, because they're made by Hoover. A name that everybody knows. See your Hoover representative or write The Hoover Company, North Canton, Ohio.



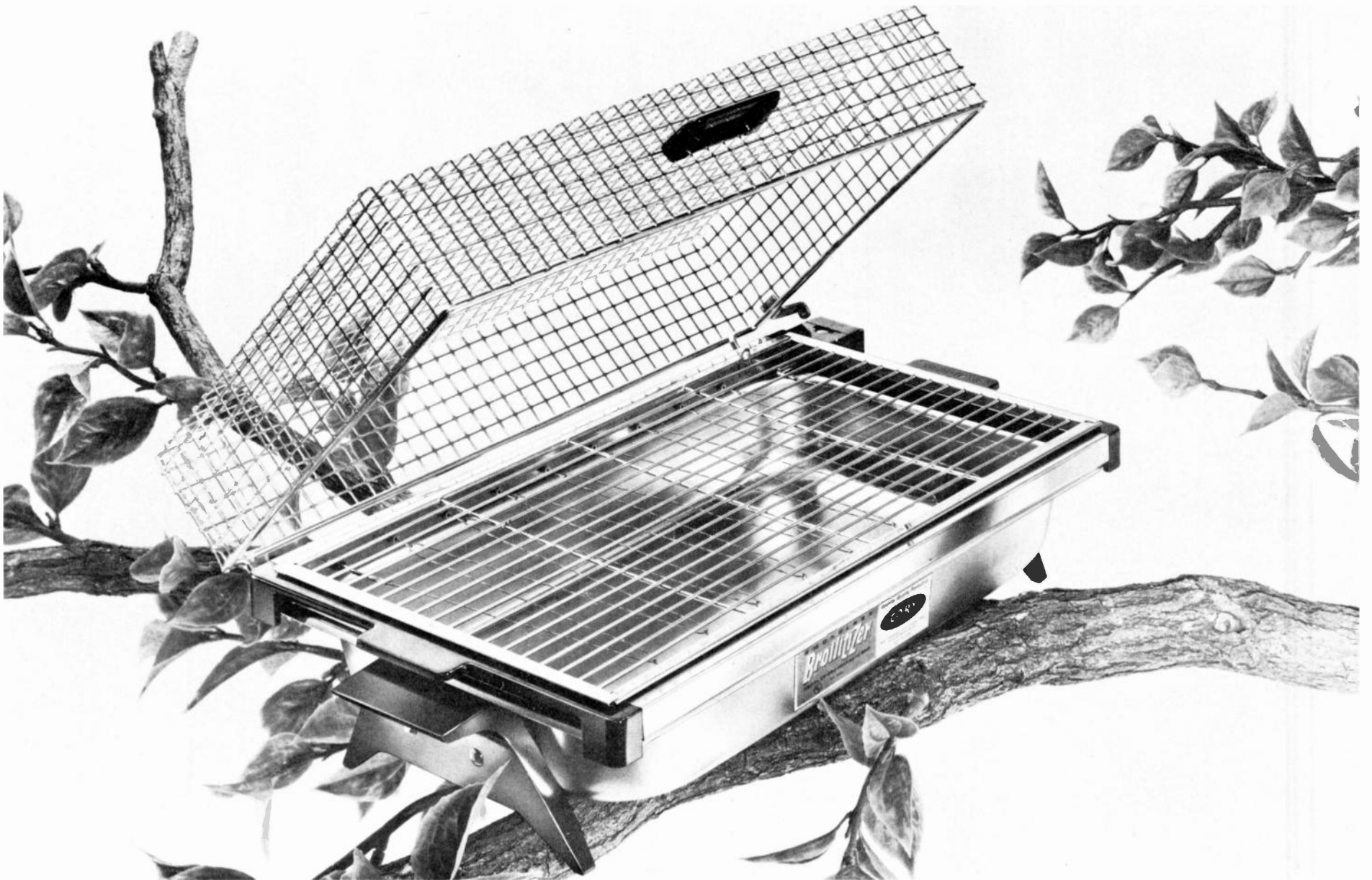
We're the same company that makes the vacuum cleaners.

For more facts, use Request Card and circle No. 239

WRH



# we're going out on a limb with the new Cory Broilitizer



Perhaps we seem presumptuous. But we'll say it now. We tried harder—to be very best. And we think we've made it! So do lots of women.

What makes them think that way? Cory's unique radiant heat element gives instant high heat. They get the fastest broiling they've ever had. Natural meat juices are seared in to give fabulous flavor. Yet fats drip away into water below, to reduce cholesterol content. And you can imagine how women go for this: there's no smoke, no spatter, no pre-heating!

Cory's Broilitizer has an exclusive protective cover that automatically turns heat on when you lower it. When the lid

is raised, it automatically turns off. And it's the easiest cleaning broiler made. Just a dip in suds cleans its stainless steel pan and grill.

That's what it takes to make a best-seller broiler. And Cory has made it! See it—at the Housewares Show.

**CORY** CORPORATION  
3200 W. Peterson  
Chicago, Illinois 60645  
CORY CORP. (Canada)  
Ltd., Toronto, Ont.

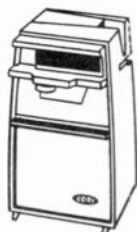
**MORE CORY BEST-SELLERS! YOUR CUSTOMERS COUNT ON THEM FOR QUALITY!**



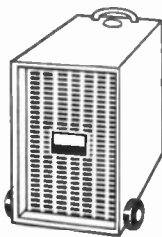
Cory automatic percolators



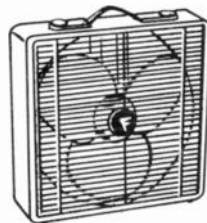
Cory glass percolators



Cory 3-way appliance  
(can opener, knife sharpener,  
and scissors sharpener)



Fresh'nd-aire  
dehumidifiers



Fresh'nd-aire  
air circulators



Fresh'nd-aire  
hair dryers



Cory electric  
carving knife

For more facts, use Request Card and circle No. 240



# Urges Dealers To Go Outdoors For Extra Sales

Sunbeam's Bill Burke notes that lawn mowers and snow throwers can open door to greater profits; feels diversification is key to survival.



William Burke

An old western legend, according to William Burke, general manager of outdoor products for Sunbeam Corp., tells of a traveling salesman who stopped in a Texas trail town in the early 1900's and got to chatting with the village blacksmith.

The blacksmith began bragging about how well he was doing, while chiding the salesman for the fact that he had to run around the territory with his sample case seeking business, while all the blacksmith had to do was wait for the business to come to him. The salesman smiled and said, "You might be right, now, Mr. Blacksmith, but unless you diversify you're going to die. You've built your whole business around one thing and if the horse ever goes out of style, you're going to be out of business." The blacksmith scoffed at the salesman's prophecy, murmured something about the indispensable horse and went back to plying his trade.

"You know what eventually happened to the blacksmith," recalls Burke.

"Now I'm not going to be so foolish as to predict that TV's, washers, dryers, and other appliances are going to fade into oblivion," says Burke, "but I do sincerely believe that unless independent dealers start to diversify and broaden the image of their stores within their own community, they, too, could go the way of the complacent blacksmith. But more significant than this possibility of fading away is the loss of potential involved if they do not diversify. Retailers are losing money right now because they have arbitrarily not seized the potential available to them."

Burke cites the fact that today Americans are spending more money than ever on the outside of their homes. Many mass merchandisers are fully cognizant of this fact and are offering their customers a wide selection of such outdoor products as electric lawn mowers and snow throwers. Independent retailers, he feels, should be getting their dollar share of this market without disturbing their present basic structure.

"Let me state that I'm naturally partial when it comes to talking about lawn mowers and snow throwers. But let me also emphasize that I know the potential of these products, and I strongly feel that they fit both profit-wise and image-wise into a dealer's marketing structure," says Burke.

The average retail price paid for a lawn mower is reportedly \$80. A dealer, according to Burke, should make an average gross profit of 25 per cent per unit sold.

"The average life of a lawn mower is six years, less than that of a refrigerator, washer, dryer, or TV set. Industry figures reveal that power mowers today constitute an 80 per cent replacement market. Furthermore, there are four million units sold each year," the Sunbeam executive reveals.

He cites three objections to selling outdoor products: seasonal risk, service, and space. "The main objection I've heard from dealers as to why they don't want to get into this phase of retailing is the seasonal risk involved, both in snow throwers and in lawn mowers," states Burke. "The height of the lawn mower season is April, May, and June. A damp spring augurs well for this product, while a dry spring cuts sales.

In the case of snow throwers, the peak season is November, December and January. Here, too, the presence or absence of early, heavy snow affects the total sale. These short peak seasons and the weather aspect mean risk. But there is a clear cut way to solve this risk. Use a local distributor and do not buy heavily! "Naturally, if there is little snow a dealer is not going to sell many units. But if a heavy snowfall occurs a retailer can procure any number of units in a short period of time, locally," emphasizes Burke.

Snow throwers are a relatively small industry right now, and Burke urges dealers to get in on the ground floor as there is no existing market to compete with. The average price of a snow thrower runs between \$100 and \$170, and here, also there is, according to Burke, a solid 25 per cent gross profit. There is said to be relatively little price cutting and since the distributor runs the seasonal risk, stock-wise, Burke believes a retailer should come out ahead once the winter season ends.

"The second objection that you as a dealer are sure to have is that of service," states Burke. "Some manufacturers have conveniently-located service depots for major repairs, but I do feel that minor problems, such as tightening of bolts and adjustment of cables, should be handled by the dealer himself. Having a working knowledge of motors, as many dealers do, minor service

problems don't inconvenience most appliance retailers to any great extent.

"If you decide that you want your share of this outdoor product market, the steps for getting into this phase of retailing are relatively simple," Burke states. "The first thing a dealer should do is to stock a minimum number of these units. Put a few of them in your window to let the walk-in and walk-by traffic know that you have something new to offer your customers. Include these products in your advertising to acquaint the public with the fact that you are now carrying these products."

Burke suggests that retailers fully promote their outdoor products by such means as offering a 15-day free trial or making up a package product deal including a new snow thrower along with another major appliance at a special price. He believes that through years of experience today's dealers are more adept at planning product promotions. "Use your savvy to start the ball rolling with your new goods. Up to this point you are establishing your potential and your investment is minimal," says Burke.

"Once you get your feet on the ground and have some idea of what your sales potential is, expand your line so as to offer your customers enough of a selection so they can pick the right machine for the right job. Outdoor products are like any other merchandise you are selling. You have to display them and promote them in order to sell them. Don't be afraid to exhibit these as you do the rest of your merchandise," the Sunbeam executive states.

The third objection is the space problem. These units, according to Burke, are very compact and lightweight. On an average, they weigh about 35 pounds and are packed in boxes not much larger than a mixer box. He believes a dealer can display two or three models in about the space a range takes up.

"Let me stress one thing in closing," concludes Burke. "It's relatively easy to step a customer up in outdoor products. Be sure that you do, for this is where your profit is. You can even use lawn sprinklers, for example, as excellent traffic builders. These high traffic, low ticket items pave the way to sales of other outdoor products which are rich in profit potential. Don't be afraid to go outdoors for additional sales." ■



# the new look of leadership

in products—in marketing—in profits!



# HAMILTON BEACH

a division of  
**SCOVILL**

## The Hamilton Beach Electric Knife —the one with the hole in the handle

Customers everywhere are buying "the one with the hole in the handle." It fits his or her hand comfortably, is easier to control. It's part of the new look of leadership at Hamilton Beach that provides the product differences, the different advertising programs, the different selling plans which will make selling Hamilton Beach a new, different and more profitable experience.



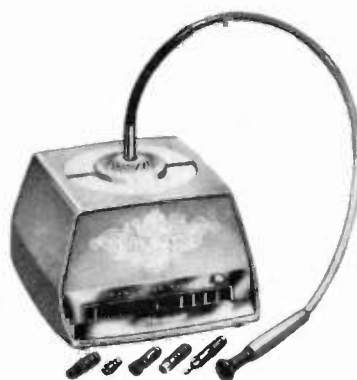
### The blender with an imagination

The Model 8—a professional quality blender with positive slide speed control, figure-8 mixing action, self-storing cord, removable base. Prepares foods by the bookful.



### 5 appliances in one

The Gourmet Center: one power unit operates a meat grinder, salad maker, ice crusher, can opener, knife sharpener.



### The Manicurist

Complete hand care in a beautiful unit that includes a cuticle lifter, nail shaper, buffer, callous eraser, nylon brush.



Guarantee on Knife, Blender and Gourmet Center provides free repair and parts, excepting cord sets, knife blades, blender container and damage due to misuse, when returned to one of our authorized service stations listed on product guarantee certificates.

SEE THE NEW LOOK OF LEADERSHIP AT BOOTHS  
1460-62-64-66-68-70-72

# HAMILTON BEACH®

Racine, Wisconsin

a division of  
**SCOVILL**

Quality products for over 162 years





*ONE ITEM that got a big boost on its debut at White Front Stores, California, through direct mail technique is the Hamilton Beach electric manicurist. Jack Dailey, electric housewares buyer for the chain, explains the functions of the manicurist to prospect.*

**S**elling electric housewares by direct mail is an important aspect of electrics merchandising at White Front Stores in California.

Jack Dailey, electric housewares buyer of the 16-store chain, says he is particularly happy over the performance that mailers have shown in electric housewares.

Christmas before last, for example, Dailey used direct mail to introduce a new product, in this case the Hamilton Beach electric manicurist, with notable success. Mail, says Dailey, seems to have longer "staying power" as a promotional medium than do other media. The chain, of course, doesn't confine itself to direct mail, but expends a lot of faith and money in other channels such as newspapers, TV, and radio.

The mailers at White Front do double duty. Eight pages of what is usually an 18 to 22-page mailer often show up as advertising in local dailies. So sold is White Front on the mail approach that it frequently puts out 2,000,000 brochures in the southern California area, where it has been established for more than 30 years, and 750,000 in the San Francisco area, where it is just getting going.

White Front considers itself an established leader in the merchandising of electric housewares in its area. The chain's stores are styled like big supermarkets, complete with checkout counters and shopping carts. The electric housewares sections are on a self-service basis (although a companion department, vacuum cleaners, is not.)

In electric housewares, all items are clearly ticketed as to price and grouped by item rather than by manufacturer (the store believes in mass displays of merchandise.)

At the same time, though, Dailey insists that every clerk in the electric housewares sections know how to operate every product, thus forming a combination of service and self-service.

Despite the supermarket approach, also, White Front is not above using such techniques as factory demonstrators. Like any good department store, the chain welcomes such promotions. Seeing a demonstrator work, says Dailey, helps the salesperson as well as actually helping sales. He compares a demonstrator to "the way your game improves when you play golf with a good golfer."

Blenders were the hot items at his chain Christmas before last, Dailey told MART Magazine just before this past Christmas. The chain found that west coast consumers preferred higher end blenders to low-end promotional units, perhaps attesting to the longer acceptance of this product on the west coast than in most other parts of the country. For this past Christmas, Dailey was again betting on the blender to make it big, but he was also counting on electric knives as a good item. "I hope we don't run short of knives," he said. ■

## Direct Mail Is Important Tool In Selling Electric Housewares

**White Front, west coast chain, often adapts some pages from mailers for use in local dailies.**



# ELECTRIC HOUSEWARES

UDICO

Timer

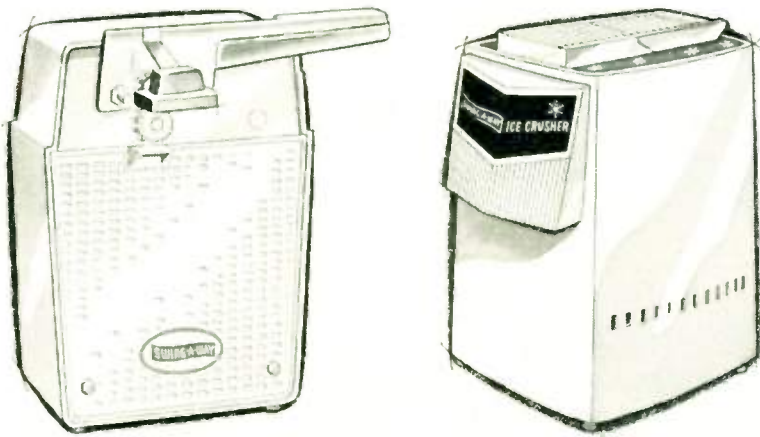


UDICO has introduced a new 24-hour automatic timer which has a tilted face said to be easier to read and use, a simplified dial, and a retractable cord which prevents "cord clutter." The shape and color are designed to blend with today's furniture styling. The easy-to-use unit plugs into an electrical wall outlet and then the appliance is plugged into the timer. Two trippers on the dial can be set to automatically turn

a lamp or appliance on and off every day at the exact time desired. *Udico Electric Co.*

Circle No. 118 on request card.

**now  
you can  
sell two  
Swing-A-Way electrics  
for less  
than \$22.95\***



or,

you can sell the No. 4000 Swing-A-Way Electric Can Opener for less than \$10.00.\* Features power-piercing and the exclusive gear-driven cutter.

the brand-new No. 5000 Swing-A-Way Electric Ice Crusher for less than \$12.95.\* Features stainless steel crusher wheel, self-feeding design, impact housing.

\* Dealer's option

**SWING-A-WAY**

*+ ice crusher*

**the company with the can opener reputation!**

AT THE CHICAGO SHOW, SPACE 1064-1066

SWING-A-WAY MANUFACTURING CO., 4100 Beck Ave., St. Louis, Mo. 63116 In Canada: Fox Agencies, Port Credit, Ont. For more facts, use Request Card and circle No. 241

**SALES ARE BOOMING  
IN HOME GROOMING AIDS**



Do-it-yourself home grooming saves time and money . . . the Wahl smart looking, self-selling line meets your customer's **EVERY** demand for **QUALITY** home grooming aids.

THE WORLD'S LARGEST MANUFACTURER OF ELECTRIC HAIR CLIPPERS

**WAHL®**

**CLIPPER CORPORATION** Sterling, Illinois  
For more facts, use Request Card and circle No. 242

## DEALER SALES REPORTS As Compiled By Utilities

	Rm. Air Cond.	Dryers	Dishwashers	Freezers	Ranges*	Refrig.	Television**	Washers & Combos
Central Illinois Pub. Serv. (Springfield) ✓209,656	58	823	68	340	622	925	2229	1379
Dallas Power & Light 260,198	176	704	814	416	1126	2758	4700	2037
Dayton Power & Light 452,734	33	989	87	397	718	858	2971	1577
Electric Power Board (Chattanooga) 77,899	18	561	59	88	415	357	835	616
El Paso Electric 91,896	43	146	322	125	276	645	1905	
Florida Power Corp. (St. Petersburg) 639	596	352	351	1838	2727	3662	2216	
Fla. Power & Light (Miami) 769,492	6865	1451	1438	691	4253	6070	12258	4890
Idaho Power (Boise) 116,000		615	222	441	733	782		878
†Jersey Central Power (Morristown) 381,492	33	1066	568	524	787	2149	5643	2785
Kentucky Utilities Co. (Lexington) 37	676	144	438	1203	1313	2582	1642	
Metropolitan Edison (Reading, Pa.) 235,565	165	929	151	294	742	1300	3023	1899
Nashville Elec. Service 136,000		814		168	680	750		
New Orleans Pub. Service 326,859	351	1473	453	360	1499	2069	4448	2631
N.Y. State Elec. & Gas (Ithaca) 526,356	50	1371	358	603	1316	1668		2465
Omaha Public Power 118,430	85	628	84	240	391	647	1291	1060
Pacific Gas & Elec. Co. (San Francisco) 1065	10078	5182	3442	9030	15480	25293	14253	
Public Service Co. of New Mexico (Albuquerque) 101,117		262	105	282	314	424	1062	707
Southwestern Elec. Power (Shreveport, La.) 186,485	53	407	185	426	331	1137	2070	1356
Union Electric (St. Louis, Mo.) 568,666	1414	763	616	578	1410	3408	11146	3119
West Penn Power Co. (Greensburg, Pa.) 360,000	33	1440	179	586	751	1503	3414	2273

October compared with September report -36% +19% +7½% -4% +9% -21% +3½% +13%

\*Incl. built-ins \*\*Incl. Stereo †Incl. N.J. Power & Light ✓ Residential Meters





**YOU'LL HARDLY  
BELIEVE YOUR  
EYES WHEN  
YOU SEE  
THE NEW  
SUNBEAM  
CLOCK  
PROMOTIONS!**

Lots of people in the trade wondered if Sunbeam would keep up the powerful clock promotions that made Sunbeam clocks the hottest sellers in the market last year.

You'll get the answer at our Sunbeam Booth 1484, at the Housewares Show—7 big, new, profit-packed promotions that you just can't afford to miss—because they all mean money in your till!

Be sure to stop in and get the details—or call your Sunbeam representative today!

SUNBEAM CORPORATION CHICAGO, ILLINOIS 60650 © S.C. ® SUNBEAM

For more facts, use Request Card and circle No. 243



Style sets the pace...  
Sunbeam sets the style!



# The Balance Sheet

by JACK ADAMS



**Some doin' needed**— Many of the problems which face dealers today may in time be cured or at least eased by legislation or manufacturer mandate. But solving the problem of who will run tomorrow's stores will, as some folks say, "take some doin'." It won't be settled preemptorily by executive signature or voice vote.

In posing this question about the stores of the future, the editors of MART Magazine have liberalized the word "run" to apply to all those who contribute to the successful operation of a business: owner, manager, salespeople, and service men. For just as a train will not operate as well as it might with only an engineer at the controls, so will a retail business putter along if not adequately staffed from top to bottom.

Or will it?

Certainly great changes have taken place in the market place in the past 15 to 20 years, and there are those who predict that we "ain't seen nothin' yet." So if the appliance-brown goods business continues to grow, isn't this a sign that the buying public is willing to go along with, or, in fact, has even demanded these changes.

Maybe some day the consumer will be able with complete satisfaction to select her appliance from a machine just as she presently does a soft drink or ice cream bar. And perhaps some day the state of the service art will be such that the user simply takes a box containing the "guts" of her broken down appliance to a "service station" and exchanges it for a new "little black box."

But those days aren't here yet, and there are quite a few people in the industry who are unwilling to go along with the theory that the buying public is willing to accept all the changes which have taken place.

Maybe they hear ringing in their ears the question which Frigidaire's Herman Lehman posed a few years ago about the "1,000,000 missing appliance sales."

Or maybe they question whether the industry is doing such a hot job in selling appliances when saturation of what we know are really wonderful products is still very low.

Or perhaps they have misgivings whenever they see the annual report of Sears, Roebuck & Co., the giant with a heart.

So admitting that the days of straight 40 per cent are gone, and that there aren't perhaps many people in the U. S. today who are willing to work 60 or 70 hours a week, there is still a pressing need in this business for competent retail salesmen and service men and for able owners and managers.

As we said before, this is one problem that is not going to be solved overnight, and, in fact, may never be solved to the satisfaction of the affected parties. And it is probably true that the Government, manufacturers, and distributors could have done more to help retailers find an answer.

But before a dealer starts blaming these people, we would respectfully suggest that he ask himself some of the following questions:

If a sales job in my store once had dignity, what did I do to restore such dignity once I learned it was disappearing?

When I first realized that my managerial skills were not all they might be, did I take steps to improve these skills?

When I first realized that if I died my business died with me, did I do anything to change this situation?

And, if I had taken bold action against squeeze plays by suppliers, might not this have given other dealers courage to do the same thing? And might not this have made it easier for me to continue my way of doing business?

While finding a satisfactory answer to the question of "Who will run tomorrow's stores?" is not easy, we would be the last ones to say it is hopeless. The help of many people within the industry (particularly dealers working in concert) will be needed. Such programs as Distributive Education and the Harvard-Newton Project offer long range hope.

It's a problem that deserves the best thinking of everyone interested in the future of retailing.

**Vote For Independents**— A belief that the independent distributor and dealer will continue to prosper was voiced last month by the president of RCA Sales Corp. Speaking before the New York Marketing Executives Club, Bryce S. Durant noted that the real pioneering in the TV industry has been done by the independent wholesaler and dealer.

He indicated that there will continue to be a need for such pioneering efforts to impress developments in TV on the consumer.

Drawing a point-by-point comparison of the efficiency of direct and two-step distribution, "Buzz" Durant concluded that the one clear-cut advantage direct distribution holds over two-step is its pipe line to the retailer.

Estimating that only 20 per cent of brown goods business is done through mass merchandisers today, Durant admitted that the growth in sales in this area will not be so great among independents as among the mass merchandisers. "But it will be there, and the independent will prosper," he asserted.

Ways must be found to make the independent dealer as efficient a manager as the mass merchandiser, Durant said. He noted increasing use of computers by the "double ems" to keep them up to date on the course of their business.

Similar usage by the independent retailers could provide the one thing he needs for growth, according to Durant.

The RCA executive foresees a time when a communications hook-up between the point-of-sale and the manufacturer would result in more efficient production and distribution and lower prices to the consumer. Such a linkage would include a transactor-type device in the retail store that would be tied in with various size computers at other points in the distribution system.

Each receiving point would gather the appropriate information necessary to its operation, Durant noted. "With instant sales information available from dealers, the manufacturer would be able to shift production plans early enough to catch a sales trend, rather than depend on delayed, second-hand reports."

Use of computers at the factory has speeded up distribution of RCA's products, Durant reported. "We have reduced monthly information to weekly reports, but the goal is daily, if not hourly information from our distribution network."

It appears that here is one very important aspect of the business where the machine will be more important than man. ■





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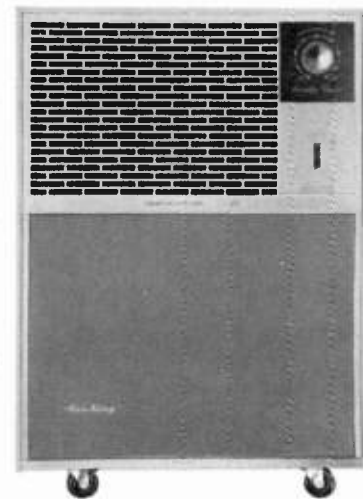


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**says . . .**



*“The extra dependability your  
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