

A Buttenheim Publication

FEBRUARY 1965

MIAMI

Business partner of 50,000 home appliance

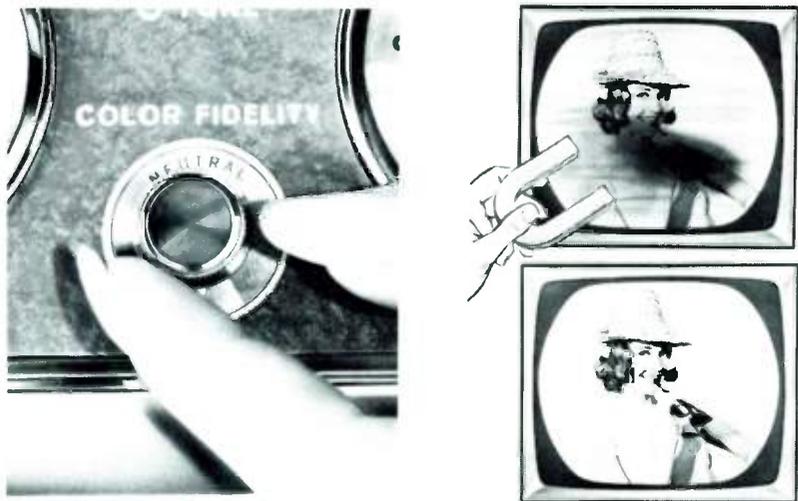


Kelvinator shows a new look in refrigerators

AND ON THE WEST COAST...

Exclusives ... and

EXCLUSIVE!



Color Fidelity Control! Automatic Degausser! Nothing ever like Admiral CFC! Dials unbelievably beautiful color realism into picture (new black-and-white warmth, too). Only Admiral Degausser totally corrects effects of magnetic interference from every source. Works every time set is turned on (after being off for a few minutes.)

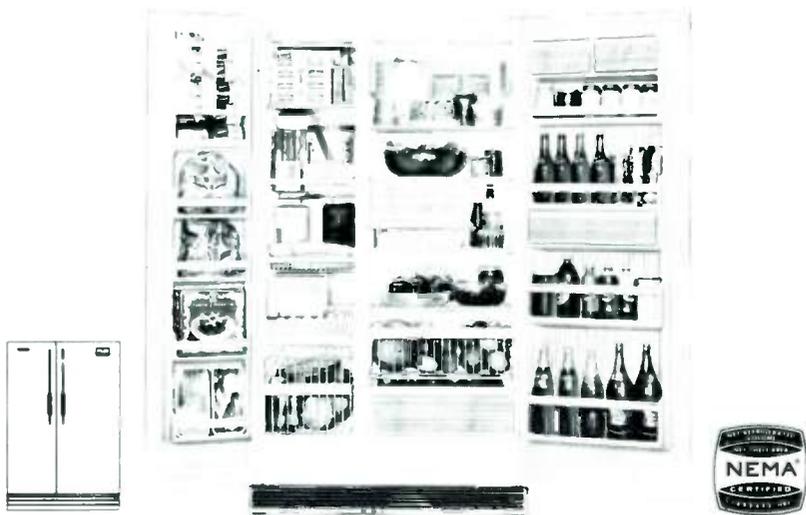
EXCLUSIVE!



New Playmate 13"... bigger picture than any 12", 30% bigger than ordinary 11-inch sets but in the same, small cabinet size. Sell the most powerful, most popular personal portable ever made... with 82-channel tuning, 14,000-volt precision chassis. And the famous Admiral Playmate 13 is **NOW ON SALE FROM ONLY \$99.95***

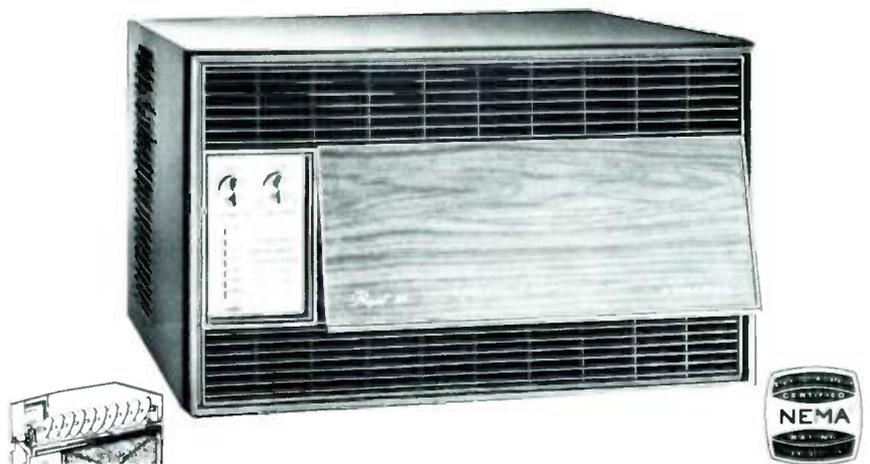
*Mfr. suggested list price, G 1308. Slightly higher some areas.

EXCLUSIVE!



Duplex® 19: Only side-by-side freezer-refrigerator just under 36" wide! America's most exciting appliance in three wanted models—35¾" w. (19.1 cu. ft.), 41" w. (22 cu. ft.), and 48" w. (26.5 cu. ft.) All foam-insulated; all capacities NEMA-certified! Exclusive LIFETIME WARRANTY** on Dura-last door liner.

EXCLUSIVE!



Admiral air conditioners with Cycle-Aire and Arctic Window! Only Admiral has the COOLossal combination: Cycle-Aire spins cool comfort corner-to-corner; Arctic Window tilts out for maximum cooling. Tilt in wood grain front for the smart furniture look! 21 quality models, 4,500 to 29,000 BTU; \$99.95 to \$595.00!

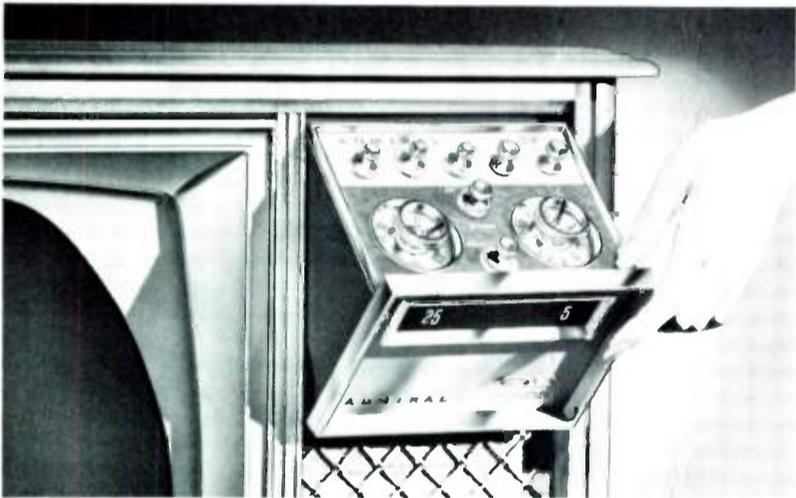
**Admiral warrants each new Refrigerator, Dual-Temp and Duplex to be free from defect in factory workmanship or material, under normal use, for one year after date of sale to original consumer, the hermetically sealed refrigeration system is so warranted for five years and the Dura-Last® inner door liner(s) and food compartment liner (on models so equipped) are so warranted for the life of the Refrigerator, Dual-Temp or Duplex. Warranty applies if the Refrigerator, Dual-Temp or Duplex is not subjected to misuse, negligence or accident. Admiral's obligation is limited to supplying suitable replacement parts. The warranty is effective if the Refrigerator, Dual-Temp or Duplex is registered with Admiral within ten days after date of sale to consumer.

through Exclusives...

Only from **Admiral**.

Sell these Ex

EXCLUSIVE!



Tilt-Out Control Center! (Patent Pending) Tilt out for perfect control of TV picture on Admiral 25", 23" and 21" Color TV and Admiral 25" and 23" Black-and-White TV. Tune standing up, easily and naturally; no bending, stooping or fumbling. Tilt in . . . there's the beauty look in fine furniture! No knobs show!

EXCLUSIVE!



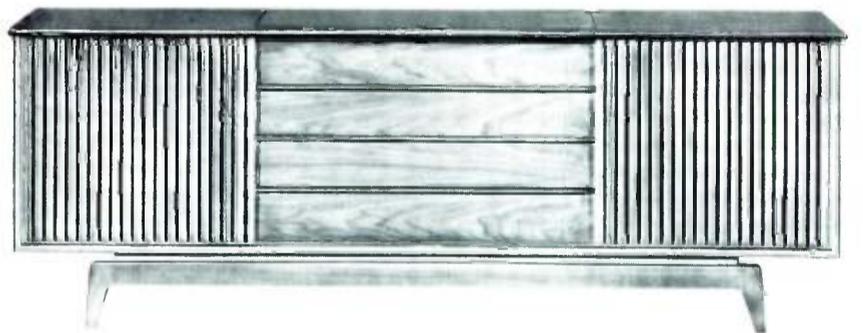
Only Admiral has all 3 screen sizes in Color TV! 25", 23", 21" overall diagonal . . . all with the Admiral Exclusives: Tilt-Out Control Center, Color Fidelity Control, Automatic Degausser. And all available in a wide variety of the most-wanted fine-furniture styles!

EXCLUSIVE!



First 25" B&W TV—with Tilt-Out Control Center! (Patent Pending) Big picture in slim cabinets! 17% more picture than 23" TV, to stir up customer excitement! Admiral dependability in every precision-crafted chassis . . . fine-furniture beauty in every handcrafted cabinet. No knobs show!

EXCLUSIVE!



First all solid-state stereo line in the industry! No tubes anywhere, including FM/AM, FM stereo multiplex radio. Guaranteed 5 years!* And for the first time, sell the new Modular System—studio-quality components—in the beautiful cabinetry your customers want!

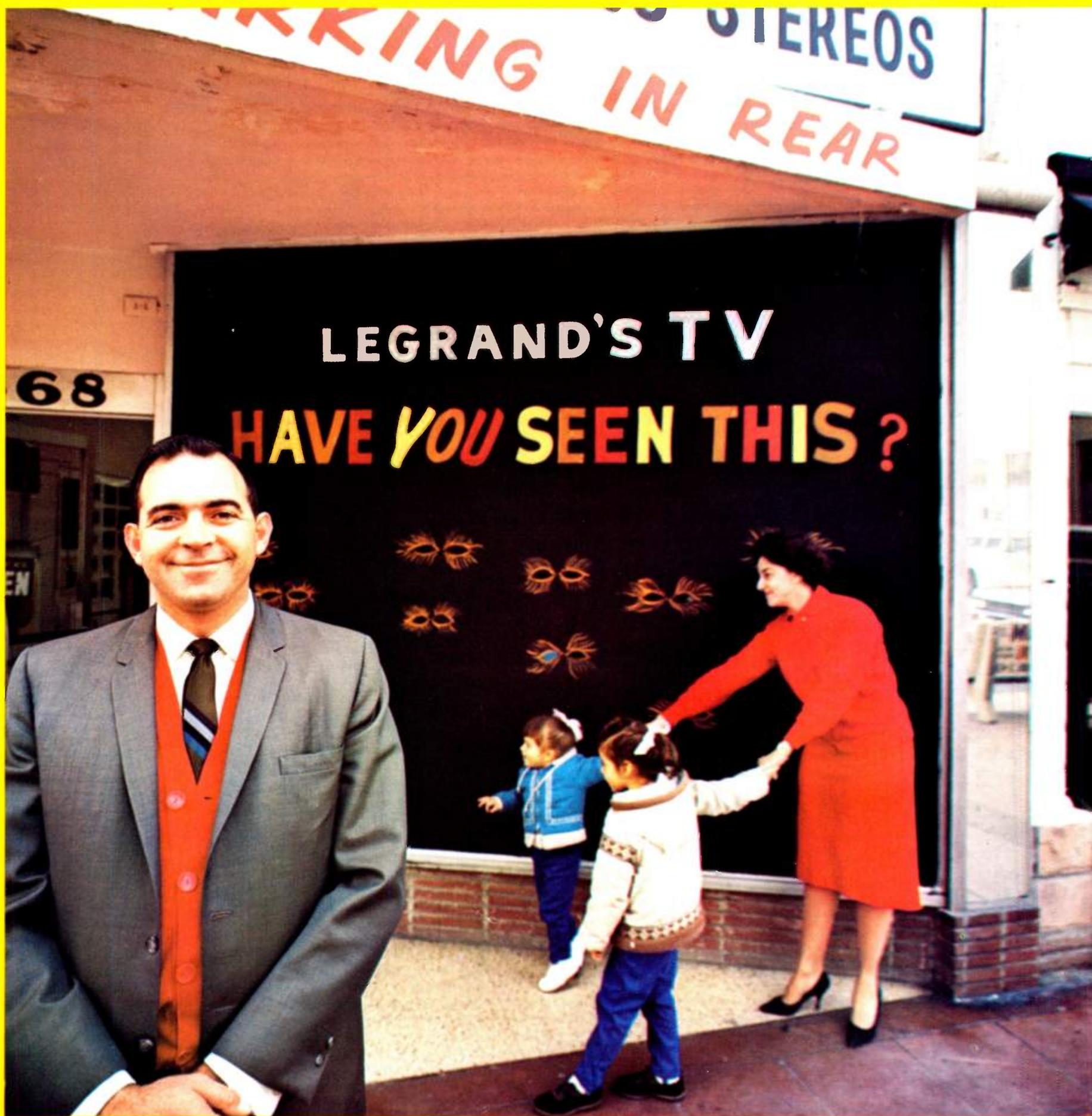
*5-year warranty: Admiral warrants each new solid-state stereophonic instrument to be free from defects in factory workmanship or material under normal use for 90 days after date of sale to consumer, the FM/AM stereo multiplex radio tuner, pre-amplifier and amplifier are so warranted for five years. Admiral obligation is limited to supplying suitable replacement parts. The warranty is effective only if the instrument is registered with Admiral within 10 days after date of sale to consumer.

Admiral Dealers cash in on

Leadership th

In This Issue:

- ▶ **Annual BTU Chart**
- ▶ **New Air Conditioner Lines**
- ▶ **Are These The Stores Of Tomorrow?**
- ▶ **"Hottest Items" In Electric Housewares**



A Modern Sidewalk Superintendent's Display Wins "Creative Salesman-of-the-Year" Award

Exclusive 21!



See Admiral on the Andy Williams Show in color on NBC-TV every Monday night!

Exclusive! New Admiral 21" portable TV!

19"

21"

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 exclusive Admiral 21" Portable, with flat-faced movie-square screen . . . 40 square inches more viewing area

than 19-inch TV's . . . in the same size cabinet as most 19's!

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 new Admiral 21! (And ask him how Admiral Dealers can have a week's Holiday in Rio de Janeiro!)

21" TV set shown, Admiral Promenade, PG2127, 21" overall diagonal.

Admiral®



MARK OF QUALITY THROUGHOUT THE WORLD

WRH

What do you expect with an extra discount. Great radios?



In this case, yes.

What else could you expect from Sony but great radios.
With the extra discount, there's something else you can expect.
A chance to make a couple of extra dollars on two of the hottest numbers
in our line.

Namely the TR-830 and TFM-917W.

Take the first number, for instance. This 8-transistor radio weighs in at a
mere 1½ pounds. (It's small, but when it speaks, you listen.) It has a tuning
meter, a push-button on-and-off switch and a 2¾ inch speaker that produces
an amazing sound quality for its size.

Now, we come to a real heavyweight, the TFM-917W. (By Sony stand-
ards, anyway.) In a rugged leatherette cabinet, this 9-transistor radio has an
extra-large, oval speaker and tiny mesa transistors for ultra sensitivity.

Why are we offering an extra discount on these radios, if they're so great?
It's simple.

You make more money.

You come back to us for more business.

So we make more money.

What did you expect?

SONY
580 FIFTH AVE., NEW YORK, N.Y.

MART *magazine*

CONTENTS FOR FEBRUARY, 1965

A Buttenheim Publication

COVER PHOTOS: Styling milestone in major appliances comes from Kelvinator Div. of American Motors Corp. Shown with one of the 33 "Originals" in the Kelvinator line (see page 44) are E. B. Barnes (left) vice president in charge of Kelvinator sales, and John C. Secrest, vice president and general manager. . . . In the foreground of the second cover is Dealer Julian Legrand, Legrand's TV, Los Angeles. Behind him is the window design that won for Legrand the grand prize in the "Creative Retail Salesman-of-the-Year" contest co-sponsored by MART Magazine and NARDA.

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features

- 1965/1964 Changes In Retail Store Sales Potential 20
- Fedders Introduces Major Appliance Line 23
- Back To Full Line Retailing With GE Appliance Centers 35
- Color TV Promotion Captures 10th Annual "Creative Salesman" Award 38
- NARDA Features Sears As Daily Fare And Fireworks At Annual Banquet 39
- Knives Are Hottest Items At Winter Housewares Show 45
- Displaytime This Month Starring Shamrocks 49
- 1965 Air Conditioner Fact Sheet 50
- Let's Organize To Fight Sears! 68

departments

- Deadline Roundup 9
- I Believe 12
- Economist's Outlook 20
- Trends 22
- What Your Customers Are Reading 27
- Dealer Sales Reports 27
- Coming Events 30
- Retail Roundup 30
- Clipping The Retail Ads 32
- New Products Start on 44
- MART Mail 61
- Personnel Jottings 63
- Dealer Selling Aids 64
- The Balance Sheet 68

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WHAT MAKES MAYTAG DEPENDABLE

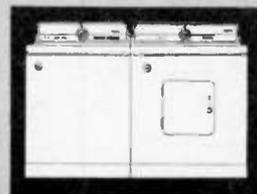


**A washer by any other name
is not a Maytag**

We put our own name on everything we make. So a franchised Maytag dealer never competes against Maytags going under assumed names. And because we give all of our products our name, we make sure they measure up to the 15 million Maytags that came before them.

One more reason why Maytag dependability is based on fact, not fancy. *The Maytag Company, Newton, Iowa.*

MAYTAG



the dependable automatics

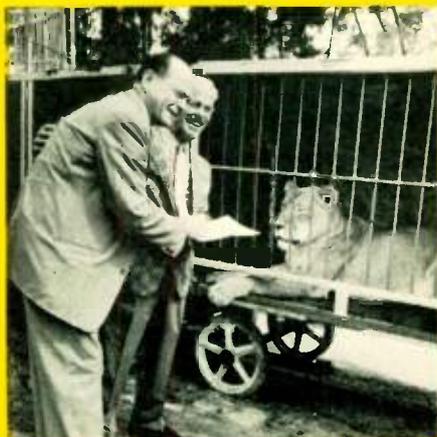
Deadline Roundup...

..... Latest News Of The Industry

HAMILTON BEACH Div. of Scovill Mfg. Co. cuts its line by about one-third and announces a program to concentrate on food preparation items. George H. Neilson, national sales manager, says the company is carrying out a "mandate from distributors" in the move. Chief among items to be dropped are the floor care appliances as "Ham Beach" leaves this field altogether. Firm is dropping five of the eight hair dryers that were in the line, and is going out of the electric blanket business. The humidifier, can opener, and two electric fry pans are also dropped, as are the electric griddle and electric saucepan. Items the firm will concentrate on are the electric knife, blender, and hand mixer. With greater concentration on food preparation items "Ham Beach" takes a stand against what it calls the "me too" philosophy prevalent in the electric housewares field today. In another move, Hamilton Beach quits NEMA, charging that the exchange of statistical information that is a main benefit of NEMA membership loses value when "certain manufacturers who are NEMA members refuse to provide this information." A. O. Wolf, vice president and general manager of "Ham Beach," is currently serving as chairman of the membership committee of the electric housewares section and a member of the board of directors of the consumer products division of NEMA.

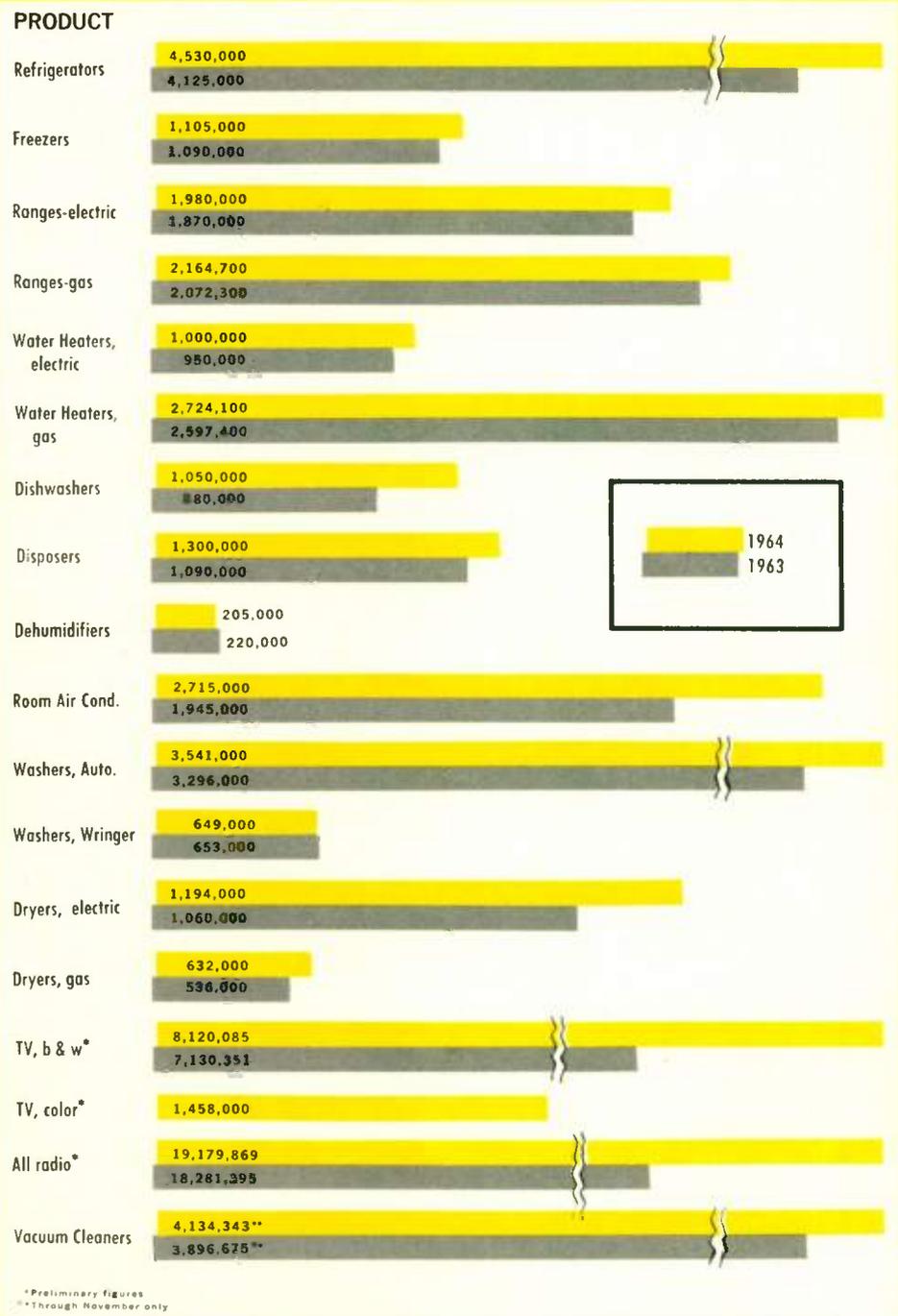
MERGER PLANS of Amana Refrigeration, Inc. and Raytheon Co. are the surprise announcement made at Amana's 1965 line showing in New York last month. Under the agreement, Amana will operate under its current name and management as a Raytheon subsidiary. George C. Foerstner, Amana president, stresses that Amana was not "on the block," and that it never talked to any other company except Raytheon about merger. Amana stockholders get Raytheon common stock in exchange for their Amana common shares. Raytheon, which is heavy in industrial and military electronics, has made four other acquisitions in recent months. It expects the Amana acquisition to strengthen its hand in consumer products. Raytheon President Thomas L. Phillips rules out, however, a return to making TV sets. Foerstner of Amana indicates he expects Raytheon's basic research to be of help in Amana product development.

Party Lion



TO CELEBRATE its 30th anniversary this month, Polk Bros. buys 30,000 seats for the Hamid-Morton circus at the Coliseum in Chicago. On Washington's Birthday, Polks has the whole house, with seats going gratis to old customers and Polk suppliers. For seats to other performances, customers must make a purchase. Here, Sol Polk (left) and George A. Hamid, president of the circus, ink the pact at the circus' winter quarters in Florida.

INDUSTRY FIGURES



A NON-FRANCHISED dealer can be restrained from violating minimum Fair Trade prices, according to a ruling handed down by the Los Angeles Superior Court in deciding for Superscope in its suit against Adray's Appliance Co., a former Sony/Superscope dealer in the San Fernando valley. Injunction was also imposed on the dealer who transshipped to Adray's. Superscope was also awarded costs and damages.

LATEST AIRLINE to provide airborne entertainment using small-screen TV receivers is Pan American, which plans to start its system this spring. Like American Airlines, Pan Am will use Sony video equipment. On the Pan Am jets, the video system is designed to show programs in color within a year. Also, on longer runs, Pan Am will show double feature movies.

From the ORIGINATORS of the Automatic Clothes Dryer . . .

TOTALLY NEW CONCEPT IN DRYING!

Newest Member of the Hamilton New-Look Laundry Line!

HOLIDAY[®]

BY *Hamilton*

King-Size Capacity in a Modern-Size Cabinet . . . Keeps Pace with Today's Larger-Load Washers!

HOLIDAY[®]

BY *Hamilton*

Slimmer, Trimmer Design! Only 27¹/₄" Wide. Exact Size-Match with Modern Washers. Fits Where Others Won't!

HOLIDAY[®]

BY *Hamilton*

Faster, More Efficient Drying! Dual Fans Distribute Heat Evenly . . . Deliver More Warm Air, Better Air Movement!

HOLIDAY[®]

BY *Hamilton*

New and Unlimited Opportunities for Distributors and Dealers. Get the Holiday Story from Hamilton Today!

ONLY FROM HAMILTON (*first and still the finest in automatic clothes drying*) would you expect a dryer as totally new, excitingly new as this handsome, hard-working Holiday!

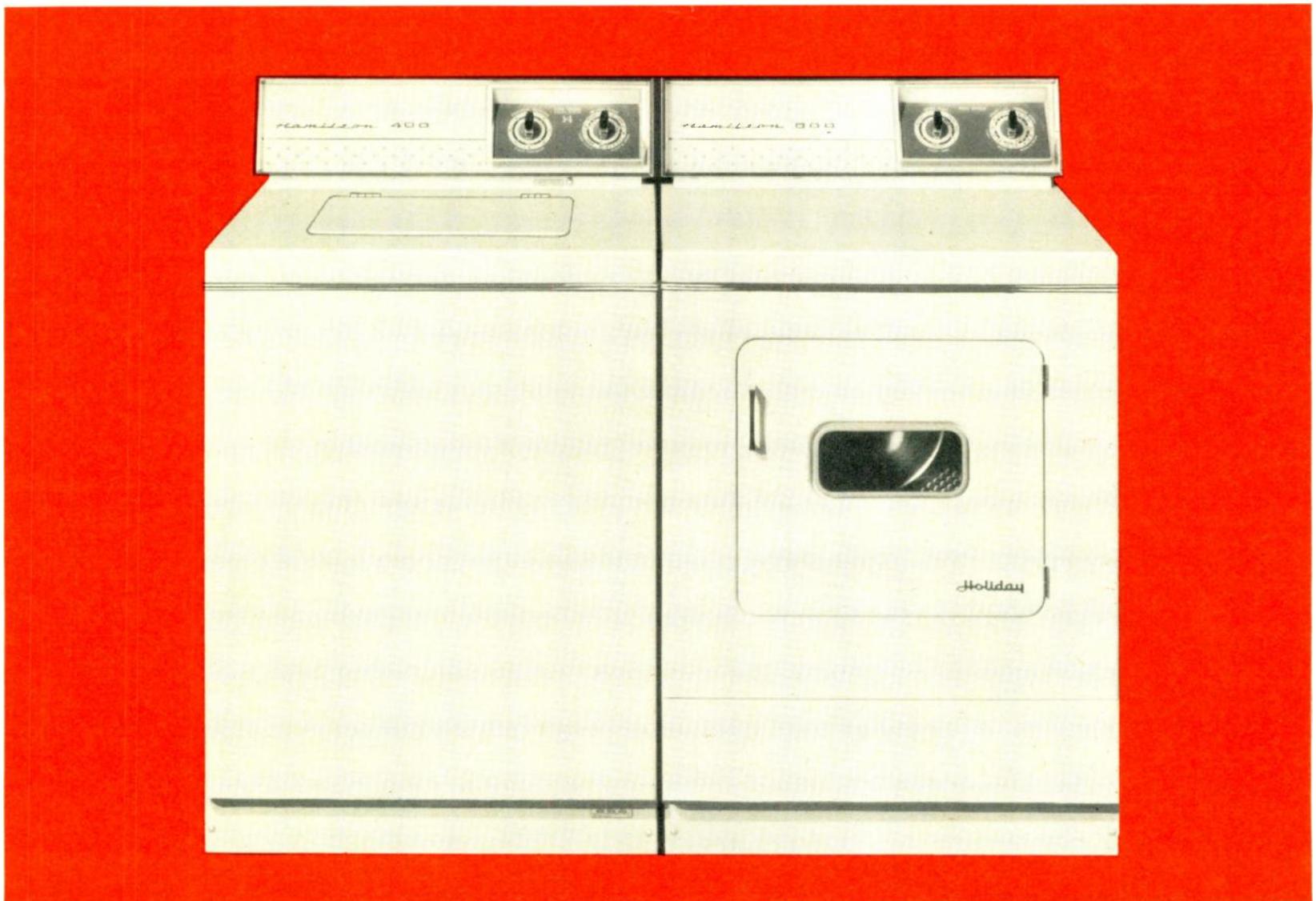
ONLY FROM HAMILTON ...a slimmer, trimmer dryer that fits where others won't, yet has a larger drum to accommodate bigger loads!

ONLY FROM HAMILTON ... king-size capacity! Not only does the Holiday dryer match modern washers in exact size, but in *capacity* too! *The remarkable new Holiday will dry any size load that any automatic washer can wash!*

ONLY FROM HAMILTON ... a new controlled air-flow system. *Two fans instead of one. The right amount of warm air ... at the right time ... in the right place!* No hot spots, no damp ones. No baking, no scorching! *Gentle, fast drying, truly efficient drying!*

ONLY FROM HAMILTON ... handy, new Lint Collector. Conveniently placed in the large loading port. Removes easily, cleans easily!

ONLY FROM HAMILTON ... *everything's easy to get at in the Holiday!* Simply remove service panel, take out two screws, and there's instant access for complete front servicing!



PLUS ALL THESE USE-PROVEN HAMILTON FEATURES

ZINC-COATED STEEL DRUM—snag-proof, rust-proof, chip-proof, peel-proof! → SUN-E-DAY LAMP—gives clothes a sweet, sunshine freshness without sun-fading! → D-SHAPED, EXTRA-LARGE LOADING PORT—new convenience in loading and unloading! → 7 TEMPERATURE SELECTIONS—illuminated Fabri-Dial provides right amount of warm air for every type of

fabric! → 5-CYCLE TIMER—illuminated timer offers instant selection of proper drying time for any load, any fabric! → HAMILTON'S FAMED QUIET OPERATION! Runs so quiet you *know* it's built better! Vibrationless, too, because the main bearing is many times larger than ones in ordinary dryers! → GAS and ELECTRIC—it's a Hamilton!

Get the Complete Hamilton Holiday Story! Call Your Hamilton Distributor Today...or Write, Wire or Phone Directly to Hamilton Appliance Products Division:

Hamilton

Hamilton Manufacturing Company, General Offices at Two Rivers, Wisconsin, Factories at Two Rivers, Wis. and Kosciusko, Miss.

IF PRODUCT OR PERFORMANCE DEFECTIVE
Good Housekeeping
 GUARANTEES
 REPLACEMENT OR REFUND TO CONSUMER



REMBRANDT \$9.95



RECEPTION-KING \$7.95



RADAR COIL \$6.95



POWER-KING \$4.98

WRITE OR WIRE TO-
 DAY FOR FULL DE-
 TAILS ON HOW YOU
 CAN BECOME A
 REMBRANDT DEALER.

WHAT'S *Rembrandt* DOING NOW?



PUTTING THE \$ IN SALES WITH THE BEST SELLING LINE OF PRICE MAINTAINED TV ANTENNAS

Rembrandt's full line of TV Antennas are fair-traded to assure you maximum profit markup. Rembrandt Antennas are styled and priced to sell every customer and are guaranteed to outperform all others.

You take no chances, you have no risk . . . All models nationally advertised (from \$4.98 to \$9.95), and shipped to you on guaranteed sale.

Write or wire today for full details on how you can make more money with Rembrandt UHF/VHF Antennas for color and black and white.

Rembrandt

ALL CHANNEL
TV ANTENNAS

All Channel Products Corp.,
Woodside, N. Y. 11377

I Believe



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

The year 1964 was merely prologue, we hope, for what is ahead for us in 1965 in our expanding economy. We've established some challenging bench marks to equal and to try our best to better in this new year.

One of my New Year resolutions is to do more reading of depth business studies. I've resolved to do some analytical reading every day during 1965 for at least one hour. This, of course, must be in addition to reading the many trade publications. I just finished reading one of the most head-on, objective studies on the fast pace changes we are facing entitled: "DEATH OF THE INDEPENDENT RETAILER" by E. B. Weiss. I want to quickly comment on how we're trying to follow some of the valuable advice given in this 64-page atomic bomb. This quote scores a direct hit on your front door step: "The independent—as a true independent—is destined to become a minor factor in retailing in practically all mass-consumed merchandise classifications."

Chapter I "The Flight To Alliances By Independent Retailers"

Fortunately we decided many years ago to surrender some of our independence by joining "The Our Own Hardware Co-op" buying group. The Our Own Hardware Company of Minneapolis is owned and operated by 650 independent hardware dealers in the upper midwest. "Our Own" had its beginning back in 1912. We have been a member since 1917 and have received during that period in excess of \$85,000 in year end commission returns. "The Our Own Hardware Company" is now offering its dealer members many direct factory ship items (DS). This DS opportunity has given the small independent dealer an opportunity to make a sizeable saving and enables him to compete with the giant mass merchandiser that is now moving into even the smallest of markets.

Chapter II "Secondary Trends That Prod Independents To 'Join Up'"

It is apparent that retailing in many lines is fast following the lead of the giant corporate food chains. They have set the example on how to lower costs and build profitable volume. For survival, we as small independents, must recognize the pressures and give up our independence to some extent. We must join with others like ourselves, so that we are important enough to obtain the buying and selling advantages we have not been able to get individually. We must learn to accept all of the helps offered to us through our various sources of supply. Our suppliers are ready and anxious to help us make many savings and to build our sales volume if we'll just open the gate and let them—no one can help us enough if we stay small and 100 per cent independent.

Chapter III "Electronic Doomsday For Independent Retailers"

We are presently studying the possibility of working with NCR equipment, so that we can send in our tapes to an electronic processing center and get the figures we need quickly. "The Our Own Hardware Company" is planning to offer this service to its members in the very near future. Already a number of trade associations with accounting departments are offering this help to members. Valuable buying and selling and management information comes from these electronic reports. There seems to be no limit to the details this equipment can be programmed to produce. Getting prompt detailed P & L's with expense break-downs lends life to statistics.

Late figures can be very frustrating, because they are often too late to help pinpoint serious trouble in time to correct it.

Chapter IV "How A Group Of Rugged Independents Hammered Out A Joint Venture"

This chapter tells of the growth of "Marta Co-operative, Inc." and of its many services to its members. While in New York City for The National Retail Hardware Association Congress last July, I visited the Marta offices and warehouses. If you want the Marta story, just write to President Bernie Artz or to Executive Director Morton Wagner, at 720 Stewart Avenue, Garden City, New York, and ask for "The Story of Marta Co-operative, Inc." Better yet, when you're in New York, phone one of them for an appointment to visit their modern up-to-date plant. I assure you it will amaze you to see what this group of hard-working determined dealers has done in this rough and tumble Brass Knuckle fast-moving eastern appliance and brown goods market.

Chapter V "The Midget 'Independent' Chain Also Surrenders Its Independence"

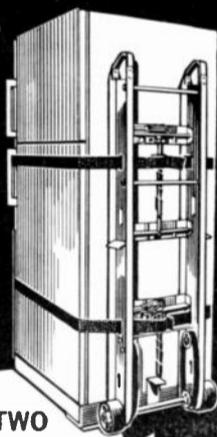
A so-called midget chain is still a sizeable giant in my eyes, but it is apparent that they too must give up some of their independence and pool with others like themselves to seek every buying and selling advantage that is attainable.

Chapter VI "How Giant Independent Chains Will Share Brand Marketing"

This is the last chapter and the 4½ pages are loaded with stimulating
(Continued on page 67)

non-slip
grip . . .
even under
lifting
leverage

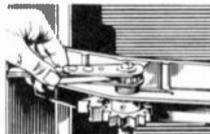
from
REFRIGERATORS
to
RANGES



TWO
strap ratchets
with four strap
positions

STRAPS IN
LOWER SLOTS

NEW YEATS model 14

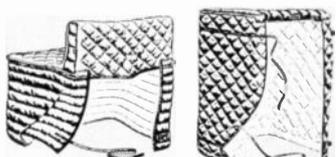


You get the performance of two dollies in one with the new YEATS model 14. Has two strap ratchets and four strap positions from which you can grip appliances. Fast grips everything from washers to refrigerators. Appliance cannot slip off even when a second man lifts against an appliance on stairs. And you get all the other famous YEATS features: featherlight aluminum alloy frame with felt padded front, endless belt step glides and close pivoting wheels. Save up to a dollar's labor handling each appliance. See your YEATS dealer or write direct.

NEW FINGER TIP RATCHET RELEASE
Even when strap ratchet has stretched belt in tightening, new trigger device releases ratchet grip with finger tip.

"Everlast" COVER AND PADS

YEATS semi-fitted covers are made of tough water repellent fabric with adjustable web straps and soft, scratchless flannel liners. All shapes and sizes — write.



range cover

refrigerator cover

YEATS APPLIANCE DOLLY
SALES COMPANY

1303 W. Fond du Lac Ave.
MILWAUKEE, WISCONSIN

Ronson is doing a lot with exciting new personal and home appliances. Diversifying into the appliance field only 10 years ago, Ronson U. S. appliance sales have jumped at least 15% each year in the past five years. 20% last year! And this year's percentage growth will be

She's going to dry her hair with her Ronson

Isn't that a lot of work for a little cigarette lighter?

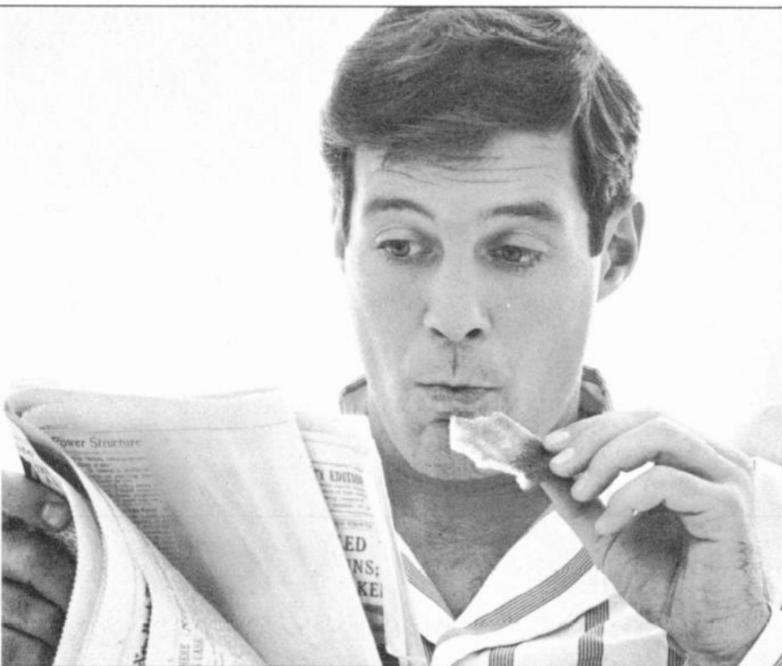
Silly! Ronson has a terrific new hair dryer, the Ronson "Escort" portable. It's the dryer your hair has to have. Weighs so little you stay light on your feet. Very fast, even around hairpin turns. And quiet? First dryer that lets you hear yourself think. Want to see the new Ronson "Escort" Portable hair dryer? See page 00 for all the details. Remember, Ronson does a lot more than light cigarettes.



He's going to brush his teeth with his Ronson

Isn't that hard to do with a cigarette lighter?

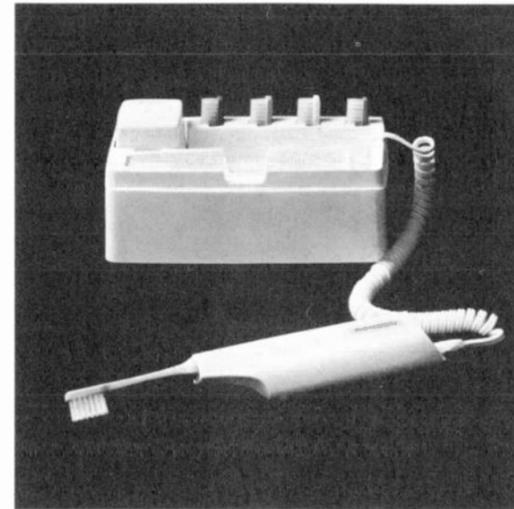
Where have you been? Now there's a Ronson Electric Toothbrush. The electric toothbrush molars are mad about. Made the Ronson way. With great engineering precision and skill. Designed the Ronson way. Just pick it up and you begin to get the picture. Once you use it, you'll feel the whole happy story. Want to see it? Look on page 00 for all the details on the new Ronson Electric Toothbrush. Remember, Ronson does a lot more than light cigarettes.



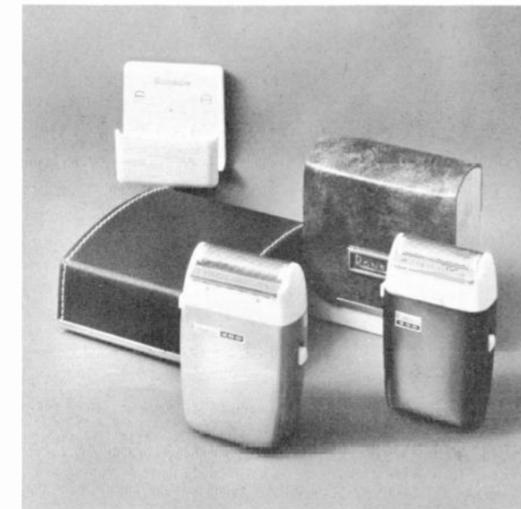
Ronson has a lot of important new personal and home appliances. The kind customers want most. New ideas. Better products. Making one of the widest and most original lines you've ever seen. Here they are, all with the quality, performance and prestige for which Ronson is world famous. Get ready for the run on Ronson!



NEW RONSON "ESCORT" PORTABLE HAIR DRYER. 40 oz. light. Fast and quiet. Long cord. Four heat ranges. Fitted carrying case with extra-large hood.



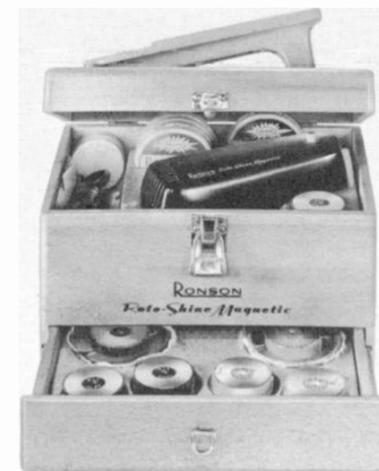
NEW RONSON ELECTRIC TOOTHBRUSH. Runs on standard batteries and house current. Exclusive Safety-Coupler reduces 110 household voltage to safe 5 volts. Correct up-and-down action at proper speed for maximum comfort, efficiency.



NEW RONSON "400" AND "200" ELECTRIC SHAVERS. The "400": micro-honed blades, 36 in all. Micro-thin screen. "Super-Trim" sideburn and mustache clipper. Automatic power-cleaning. Unbreakable Lexan body. The "200": popular priced 32 blade shaver with same great features.



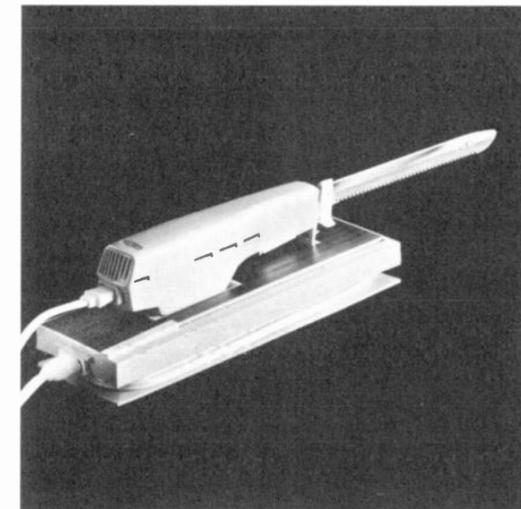
NEW RONSON CARESS LADIES ELECTRIC SHAVER. Largest, thinnest, shaving screen for close, fast, comfortable shaving. Contoured "Trimette" for underarms. Roll top shield protects delicate skin. Gold brocade travel purse.



RONSON ROTO-SHINE "MAGNETIC" ELECTRIC SHOE POLISHER. Only electric shoe polisher that picks up attachments magnetically, ejects them at the touch of a button. Applies polish, brushes, buffs. Wood chest.



NEW RONSON CAN-DO ELECTRIC CAN OPENER. Opens any size, shape can. Mixes drinks, whips food, mashes potatoes, sharpens knives. Comes with attachments and hardwood rack.



NEW RONSON CARVE 'N' SLICE ELECTRIC KNIFE. Carves, slices and shreds quickly, easily and quietly. Slim balanced grip. Wall rack with built-in extension cord may be used as knife stand at dinner table.



NEW RONSON 5-SPEED BLENDER. Blends, whips, pulverizes, chops, grates, mixes, churns. Only blender with self-feeding wide base 1 1/2 quart container and longer blades to take whole fruits, vegetables. Easy to clean.

RONSON
automatically better®
RONSON CORP., WOODBRIDGE, N. J.

even greater. Sales will soar when exciting new Ronson products combine with a great new advertising campaign. Ads like these will appear all Spring in leading national magazines. With billboards and newspapers, it's a heavy saturation campaign everyone will read and react to!

He's going to shave with his Ronson

Isn't that kind of hard to do with a cigarette lighter?

Hey, catch on! Ronson has a great new electric shaver, the Ronson "400". Made the way of everything Ronson. With precision. And detailed excellence. Designed the Ronson way. Magnificently. To give you the kind of shave your fingers will be feeling all day. In amazement. Want to see it? For the details on the Ronson "400" electric shaver and its more modest companion, the Ronson "200", take a look at page 00. Remember, Ronson does a lot more than light cigarettes.



<p>She's going to dry her hair with her Ronson</p> 	<p>He's going to blend clam bisque with his Ronson</p> 	<p>She's going to carve a turkey with her Ronson</p> 	<p>He's going to shine his shoes with his Ronson</p> 
<p>She's going to open a can of orange juice with her Ronson</p> 	<p>He's going to shave with his Ronson</p> 	<p>So is she</p> 	

Isn't that an awful lot of work for a little cigarette lighter?

Want to see a lot of these people this year? Stock and display Ronson. And stand back! Watch your Ronson electric appliance sales grow! Remember, Ronson does a lot more than light cigarettes.



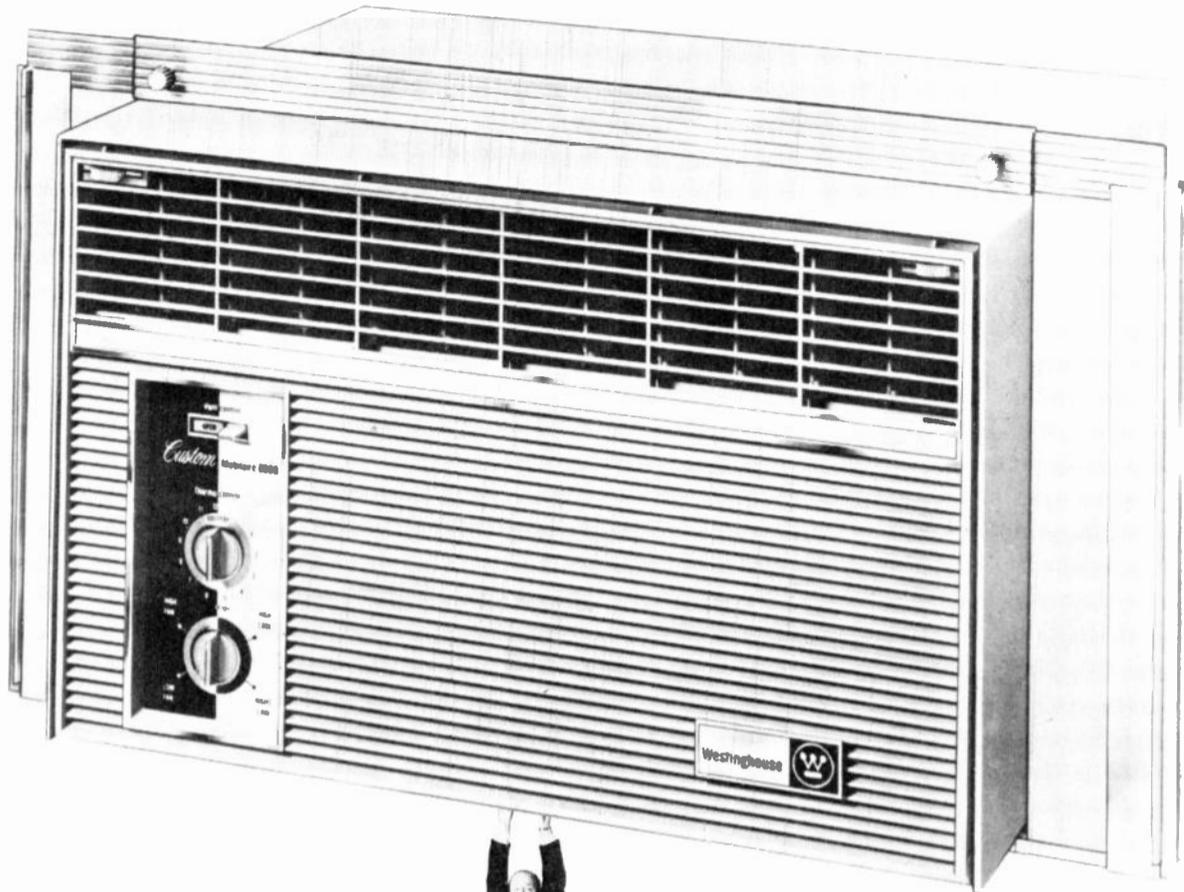
She's going to dry her hair with her Ronson



How?

Remember, Ronson does a lot more than light cigarettes.

Nobody but Westinghouse offers a line of lightweight low-priced Room Air Conditioners with a 5-Year Replacement Guarantee.* Nobody else? Nobody.



"See how light this deluxe Mobilaire 5000 btu air conditioner is? It carries a 5-Year Replacement Guarantee, you know, and has automatic temperature control. Installs in a jiffy, too."



"Lift your sales with this powerful new compact 61-pound lightweight Custom Mobilaire 6000 btu air conditioner. It combines full-capacity, big cooling power with a small easy-to-handle size. Easily and quickly installs with its own built-in Quick-Mount Kit. Provides instant air conditioning in a 'take-me-home-tonight' package."

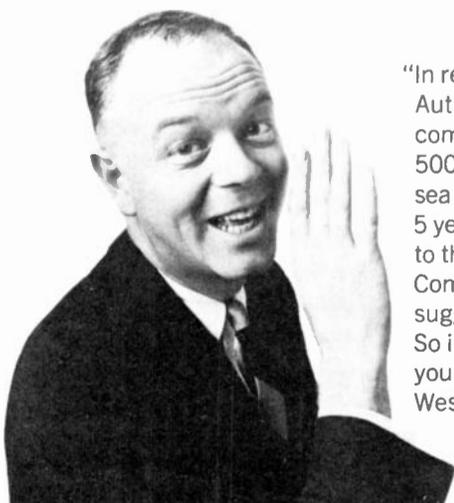
"What? 172 pounds? Well, I never...oops...Tee, hee, hee. I almost forgot to subtract 59 pounds for this lightweight Mobilaire 5000 btu air conditioner that I just picked up at my Westinghouse dealer's."



"Come on everybody, hop aboard."



"In regard to that 5-Year Replacement Guarantee,* the Authorized dealer or service agent will replace with comparable model to original purchaser any Mobilaire 5000 and 6000 delivered to him on which the hermetically sealed refrigerating system becomes defective within 5 years due to workmanship or material. And in regard to the Westinghouse air conditioner line of Mobilaire® Compacts, you've got a great price story: units with suggested retail prices ranging from \$119.95 to \$149.95. So if a customer says he can't afford an air conditioner, you've got the answers. Well, I'll see you at your Westinghouse distributors. OK?"



You can be sure if it's Westinghouse





The Economist's Outlook

by Richard E. Snyder • Marketing Economist

1965/1964 Changes In Retail Store Sales Potential

Last month we presented our estimate of the 1965 national sales potential for A-R-TV merchandise sold through "standard-type" retail stores. The figure as given was \$7,971,000,000. This total is 4.6 per cent greater than the comparable (revised) amount estimated for 1964, namely: \$7,618,200,000.

Our version of how the indicated national A-R-TV merchandise sales potential for retail stores will be "divvied-up" in 1965 is shown in Table 1, along with comparative "store-type" percentage shares for 1964 and 1963. These statistics are self-explanatory.

"Sales potentials", as such, reflect what appear to be attainable amounts of actual business in the market place. In other words, they are — to all intents and purposes — sales goals, as determined by economic analyses of such factors as: the past trend of actual demand; population and house-

Table 1.
Estimated 1965 Dollar Sales Potentials For A-R-TV Merchandise, By Types Of Retail Outlets

Type of Outlet	1965 \$ Potential	1965		1964		1963	
		Total	% of Total	Total	% of Total	Total	% of Total
All Types	\$7,971,000,000	100.0	100.0	100.0	100.0	100.0	100.0
A-R-TV Spec. Dealers	3,507,000,000	44.0	44.0	44.0	46.0	46.0	46.0
Department Stores	1,674,000,000	21.0	20.0	20.0	18.0	18.0	18.0
Furniture Stores	1,275,000,000	16.0	15.0	15.0	14.0	14.0	14.0
Hardware Stores	478,000,000	6.0	7.0	7.0	7.0	7.0	7.0
All Other	1,037,000,000	13.0	14.0	14.0	15.0	15.0	15.0

hold patterns; income levels; price levels; and, business cycle influences.

Broad-gauge national totals and associated year-to-year percentages of change are fine for nationwide sales planning, i.e., by companies with wide-scale distribution. For operators at regional, state, and local levels, however, the na-

tional sales planning figures must be "geared-down" accordingly. Table 2 serves this purpose by providing regional and state breakdowns of the indicated 1965 national sales potential.

Even these "big" dollar figures may not, in themselves, be of much use to local operators, but, when interpreted in terms of percentages of change from the previous year, they are brought within the purview of the local operator who is seeking a degree of change factor to help him project his sales for a year ahead. Therefore, we have incorporated into Table 2 not only the 1965 dollar sales potentials but also the comparative dollar figures for 1964, as well as the derived percentages of change. (See these percentages in column 3 of the table.)

It will be noted that the 1965/1964 percentages of change in the sales potentials for most states do not show a high degree of variance (Continued on page 31)

Table 2 Estimated 1965 vs. 1964 Sales Potentials for A-R-TV Merchandise Sold Through Standard Retail Stores, And 1965 Per Household Expenditures, By Regions and States

Region and State	Est. 1965 A-R-TV Sales Potential	Est. 1964 A-R-TV Sales Potential	1965/1964 % Change	Est. 1965 Avg. Per Household Expend. For A-R-TV Mds. Sold Thru Standard Retail Outlets	1965	1964	% Change	1965	
UNITED STATES*	\$7,971,000,000	\$7,618,200,000(R)	+4.6(R)	\$140.21	1,036,231,000	984,749,000	+5.2	129.67	
NEW ENGLAND	473,477,000	456,960,000	+3.6	143.75	Delaware	25,507,000	+4.7	178.75	
Connecticut	137,898,000	130,995,000	+5.3	165.37	Dist. of Columbia	59,783,000	+4.7	223.91	
Maine	30,290,000	28,941,000	+4.7	106.50	Florida	243,116,000	+5.7	132.28	
Massachusetts	235,144,000	228,480,000	+2.9	147.73	Georgia	137,898,000	+6.5	117.48	
New Hampshire	23,116,000	22,086,000	+4.7	117.70	Maryland	135,507,000	+7.2	139.73	
Rhode Island	34,275,000	33,511,000	+2.3	127.09	North Carolina	156,232,000	+4.1	121.84	
Vermont	12,754,000	12,947,000	-1.5	108.45	South Carolina	70,145,000	+4.7	108.79	
MIDDLE ATLANTIC	1,691,446,000	1,633,632,000	+3.5	152.83	Virginia	149,855,000	+4.1	127.53	
New Jersey	337,173,000	324,441,000	+3.9	166.59	West Virginia	58,188,000	+3.2	116.89	
New York	883,187,000	849,946,000	+3.9	156.26	EAST				
Pennsylvania	471,086,000	459,245,000	+2.6	138.91	SOUTH CENTRAL	374,637,000	355,667,000	+5.3	106.80
EAST					Alabama	105,217,000	+5.5	113.43	
NORTH CENTRAL	1,655,577,000	1,584,128,000	+4.5	147.63	Kentucky	96,449,000	+5.5	109.13	
Illinois	500,579,000	479,808,000	+4.3	155.30	Mississippi	54,203,000	+4.7	88.90	
Indiana	200,869,000	191,162,000	+5.1	138.16	Tennessee	118,768,000	+5.4	109.30	
Michigan	361,086,000	340,435,000	+6.1	154.98	WEST				
Ohio	427,246,000	412,787,000	+3.5	142.40	SOUTH CENTRAL	628,913,000	601,664,000	+4.5	117.51
Wisconsin	165,797,000	159,936,000	+3.7	137.40	Arkansas	53,406,000	+6.2	92.43	
WEST					Louisiana	110,797,000	+4.7	115.23	
NORTH CENTRAL	624,927,000	602,341,000(R)	+3.7(R)	131.20	Oklahoma	86,087,000	+3.7	110.58	
Iowa	113,188,000	109,670,000	+3.2	134.72	Texas	378,623,000	+4.4	124.79	
Kansas	86,884,000	85,299,000	+1.9	127.85	MOUNTAIN	306,882,000	289,408,000	+6.0	135.04
Minnesota	134,710,000	130,234,000	+3.4	130.96	Arizona	65,632,000	+7.7	139.90	
Missouri	183,333,000	175,168,000	+4.7	132.71	Colorado	82,898,000	+3.7	136.39	
Nebraska	60,580,000	57,882,000	+4.7	133.44	Idaho	26,304,000	+4.7	130.87	
North Dakota	23,116,000	22,002,000(R)	+5.1(R)	129.50	Montana	26,304,000	+7.9	125.08	
South Dakota	23,116,000	22,086,000	+4.7	112.27	Nevada	18,333,000	+14.6	132.56	
					New Mexico	35,072,000	+2.3	129.42	
					Utah	38,261,000	+6.9	139.59	
					Wyoming	14,348,000	+10.8	139.44	
					PACIFIC	1,178,910,000	1,109,651,000	+6.2	159.60
					California	973,259,000	+6.7	166.20	
					Oregon	74,927,000	+6.9	124.65	
					Washington	130,724,000	+2.8	140.61	

*Omitting Alaska and Hawaii.
All figures in the table are Richard E. Snyder's estimates.
(R) Revised figure.

PRESENTING THREE NEW G-E RANGES WITH THE EXCLUSIVE P-7[®] OVEN THAT CLEANS ITSELF ELECTRICALLY.



Plus 4 improved P-7 models with new features.
Plus a powerful promotional program
to make 1965 your best range sales year yet.



Model J-348

P-7 on a full-featured 30" range at a dramatic mass market price. Newest winner, the exciting J-348 featuring General Electric's exclusive P-7 oven at the lowest price ever. Now P-7 is on every type of range General Electric makes. There are now 7 great P-7 models altogether.



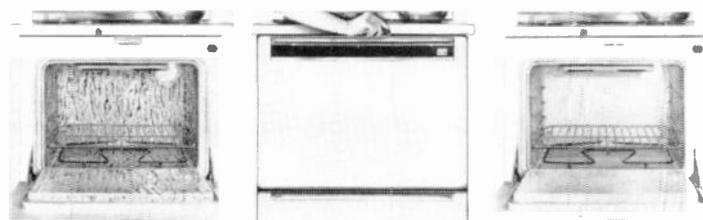
Model J-448

P-7 on a sparkling new 40" range. Another great "price" model specially designed for the fast-growing 40" replacement market. A full-featured, all-automatic range with the P-7 oven and 3 convenient storage drawers. Also available, 2-oven model J-486 with meat thermometer and rotisserie.



Model JR-12

New P-7 custom built-in oven opens the huge replacement market to you. Only 24" wide, easy to install. With a million-plus built-in ovens in use, over 8 years old, you can see how this all-new P-7 built-in opens the fertile replacement market to you for the first time ever. Simple in-store display.



Don't touch this dirty oven.

Just set the dial, latch the door...

it cleans itself electrically.

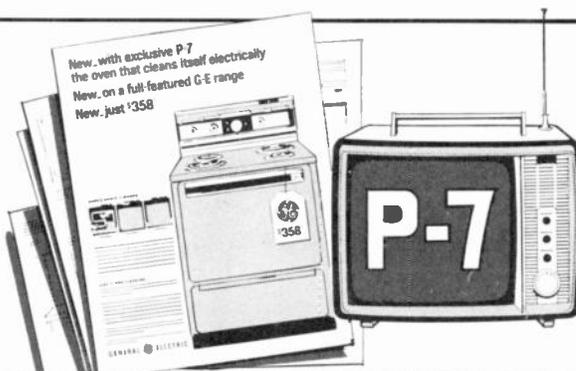
P-7—the unique G-E oven that cleans itself electrically.

P-7 is the most important new appliance feature ever. Memorize these three captions. Tie in with the national advertising. It's the heart of the P-7 story, and there's sales magic in every word.



Operation costs? P-7 cleans itself for a measly 7¢ per cleaning*.

No other manufacturer has anything resembling the astonishing P-7 feature. Let's put the record straight... P-7 is not expensive to operate. Just 7¢ per cleaning, proved 100 times over at the Pillsbury Bake-Off.



P-7 is getting tremendous national ad support on TV and in leading magazines.

Across the board, General Electric is pre-selling your customers on the great convenience of the P-7 oven. Check this advertising; you'll want to build your own sales story around it.



A great local promotion plan for you.

Colorful, dramatic, effective! In-store displays, blowups, counter cards, dealer tie-in mats, streamers, demonstration charts. You name what you need; it's all available now.

If you aren't displaying these new P-7 ranges on *your* floor, get in touch with your G-E Sales Counselor now! Ask him for the details on the great year-long selling plan behind P-7.

Here they are—your great P-7 sales builders for 1965.

Previously introduced top-of-the-line P-7 models now include meat thermometer and rotisserie in self-cleaning ovens.



*Based on Florida Power & Light Co. residential rate—average 2¢ per K.W.H. for cooking.

GENERAL ELECTRIC

Trends

IN THE MARTS OF TRADE

CONSENT ORDER forbidding it to make false pricing, savings, and guarantee claims is signed by The Magnavox Co. The Federal Trade Commission's complaints against Magnavox have to do mainly with Magnavox's annual "factory authorized" sale. Some of the advertised merchandise, the FTC complaint says, had never been available for sale before the claims were made in the ads; some merchandise had not been offered for sale at the higher

price, and the period during which reduced prices were available was not limited to the period of the sale. The unconditional guarantee that Magnavox uses on some of its merchandise, the FTC charges further, is in reality subject to numerous conditions.

"HOME FURNISHINGS CITY, U. S. A.," is the name given by Sattler's department store, Buffalo,

N. Y., to the new facility for selling, warehousing and handling all home furnishings under one roof that is under construction now. The new unit, on a 46-acre site, will have 500,000 sq. ft. of selling and warehousing space, more than the footage of the firm's main store in downtown Buffalo. It will have separate merchandising, promotional, management and credit services; its own. Showrooms, says the store, will display living rooms, dining rooms, bedrooms, kitchens, and laundries, as well as TV and stereo settings of various types. The area will also be used by Sattler's for central warehousing for all present and projected stores.

Doubling In Cookies

you're twice the cook



with a new automatic range

TWIN GINGERBREAD cookies are the symbol for U. S. Steel's automatic range promotion in April (same month that the NEMA-EEI electric range promotion peaks). The steel company will conduct intensified local campaigns in 12 major markets, featuring 2,200 lines of newspaper advertising. In addition, spot TV—eight spots a week for three weeks—will be used for the first time. A newspaper service of advertising and editorial materials is being provided to all daily and 2,500 weekly newspapers, including those in the 12 key markets. Point-of-sale kits will also be available to dealers on a national basis.

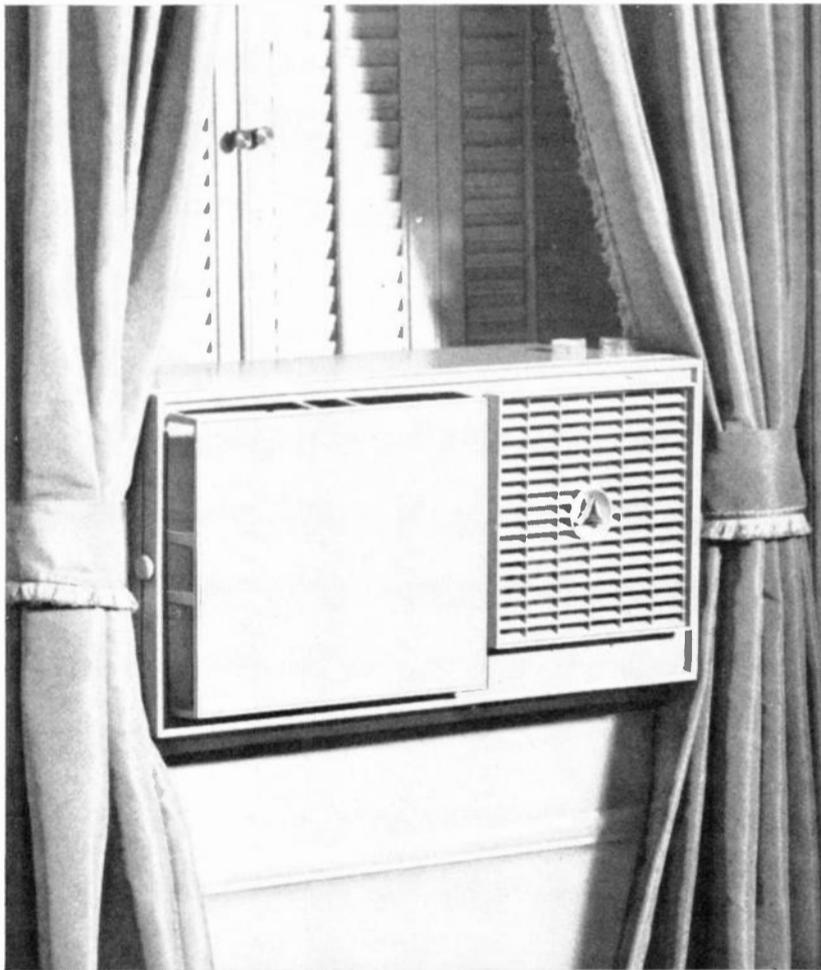
NOVEL USE for tape recorders shows up at the M. O'Neil department stores in Akron, O., where warehouse manager John Kreider and his men talk inventory instead of taking inventory. Kreider and his crew each cover a designated section of the warehouse, walking up and down the aisle with a tape recorder strapped on. This system has cut inventory time by a third, says Kreider. The tape spools are easier to file than were the printed forms formerly used, and portions of a report are virtually impossible to lose with the tape system. Further, 20 rolls of tape can be spliced together on one huge reel that doesn't take up half the space of the paper reports. Kreider says he has no idea how much money tape has saved the store on printing costs, but he imagines it is "enormous," because records formerly were written in ink, so each year, new sheets had to be printed.

NEXT SUMMER'S Music Show sponsored by the National Ass'n of Music Merchants gets a beefing up as far as the home electronics participants are concerned as the Electronic Industries Ass'n attempts to make the Music Show the country's major vehicle for introduction of the annual new lines of electronic consumer products, according to Jack Wayman, staff director of the EIA's consumer products division. Meetings among EIA, the NAMM and NARDA representatives, Wayman says, result in "a greatly enhanced show, with more attention focused on the people and products of the industry." Space for exhibits at the show, which runs June 27-July 1 in Chicago, has been expanded to two hotels: the Pick Congress and the Conrad Hilton.

(Continued on page 60)

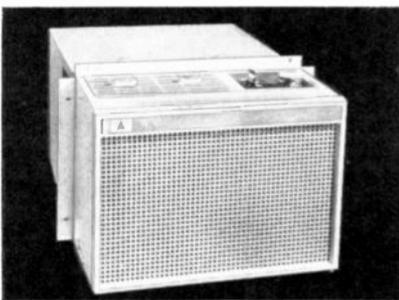
Hey-Look Me Over!

New—Distinctive—Luxurious—And top value at
under \$100

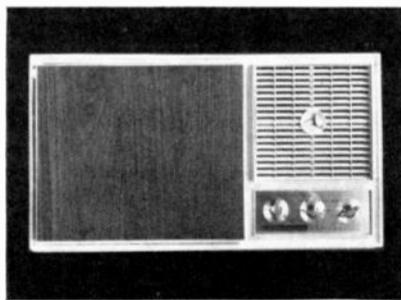


I'm the Welbilt Hush Master. No other budget priced air conditioner offers my decorator design and luxury features. The richly embossed front panel, the smart sand dune beige color, the gleaming gold accents take me out of the bottom of the line class. I'm a unit your customer will be proud to show off, not have to hide. As for performance, I flood the room with 4,300 or 6,000 B.T.U.s of cooling, with the merest whisper of sound...install in just seconds, simply by setting in the window and opening the weather tight Expand-O-Mount. Let your customers compare the Hush Master with any other model offering the same BTU capacity. Then, ask them to guess the price. Mr., we've made a sale.

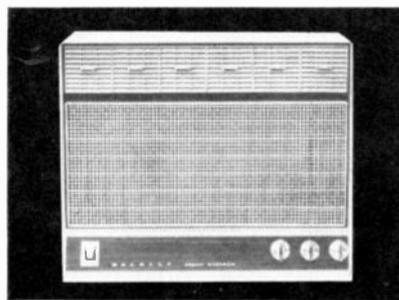
BOOST YOUR SALES WITH THE NEW WELBILT LINE—MODELS FOR EVERY NEED—FROM 4,300 TO 27,500 B.T.U.



MIGHTY MITE For casement windows. 5500 and 6000 B.T.U.



POWER MASTER With self-installing Expand-O-Mount. 6000 to 18,500 B.T.U.



SUPER ALASKAN For large rooms or several rooms. 23,500 and 27,500 B.T.U.

Write, Wire, Phone today.



Welbilt
Corporation

Maspeth, New York, EV 6-4300
Outside the United States—Welbilt International Corporation
475 Fifth Avenue, New York, New York 10017

Fedders Introduces Major Appliance Line

Fedders Corp. has entered the major appliance field with the introduction of a line of eight freezers and 12 refrigerator-freezers. A spokesman for the firm said a new line of home laundry equipment "will be introduced shortly."

In entering the major appliance field, Fedders has placed great stress on incorporating quality features throughout its entire line of refrigerator freezers. Virtually all models, it's said, embody consumer conveniences and technical advances found only in the more expensive models offered by the industry.

Eight of the 10 two-door refrigerators that Fedders will market are frost-free units. These models provide a system which offers positive temperature control in both the freezer and fresh food sections. This avoids "frost nipping" and drying out of foods stored in the refrigerator sections. All models in the line incorporate thin-wall construction.

In commenting on the introduction, Salvatore Giordano, chairman and president of Fedders, said, "Our experience in the refrigeration field goes back long before that of many famous names of today. In the late twenties we manufactured important refrigeration components for the appliance industry. In the early thirties, we were already making non-frost components for commercial refrigerators. We feel that our long tradition of engineering leadership will be a great help in selling appliances in the coming years."

Two-door models in the line range from 15.5 to 18.5 cu. ft. This includes a 15.5-cu.-ft. model "priced competitively with many 13-cu.-ft. units offered by the industry." The two 18-cu.-ft. units have foamed-in-place insulation.

One of the most important features of the new Fedders line is the dual temperature control system provided in all frost-free units. Precise temperature regulation is provided in both the freezer and refrigerator sections. All Fedders models can fit flush back to the wall, because the condenser coils are embedded in the walls of the refrigerator. Colors on the line of simple and straightforward design include coppertone, yellow, and turquoise as well as white.

Top-of-the-line model RBA-186F is frost free, contains 18.5 cu. ft., is 64½ in. high, and features a thermostatically controlled damper door.

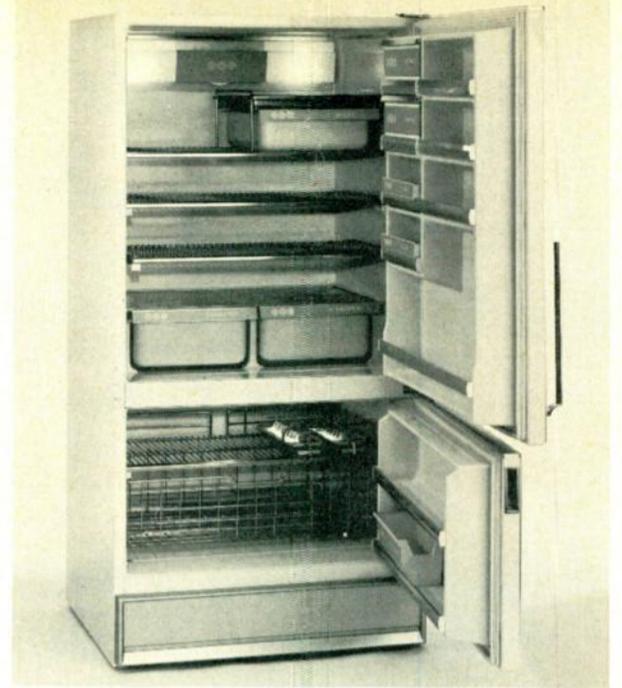
The line of eight freezers incorporates thin-wall insulation in all four uprights and in the top of the line chest model.

Upright freezers range in capacity from 12.5 cu. ft. to 20.02 cu. ft. Chest models range from 15.15 cu. ft. to 23.01 cu. ft.

All units in the line with the exception of the 12-ft. budget price model are equipped with lock, interior light, and an exterior light which signals if the freezer is not

functioning. Chest freezers have slide-along baskets, adjustable partitions and a compartment for small packages. All vertical models with the exception of the 12-cu.-ft. unit have pull-out baskets, juice racks, and adjustable shelves. ■

Fedders/
model RBA-186F



RCA BATTERIES
FOR RADIOS • TOYS • PHOTOGRAPHIC AIDS

RCA Batteries
sell themselves
**EVEN
THE BACK
OF THE
PACK
HELPS
SEAL THE
SALE!**

RCA BATTERIES
FOR TRANSISTOR RADIOS

RCA Alkaline BATTERIES
Give more for the money!

RCA Alkaline BATTERIES
Give more for the money

RCA Transistor RADIO BATTERY
GUARANTEED

Modern merchandising demands that a package do its own selling. And modern blister packs for RCA batteries do just that. Even the back of the pack gets into the act.

THE BACK OF THE RCA ALKALINE BATTERY CARD highlights the longer service customers can expect from this new and superior type of battery. With RCA Alkaline batteries the customer gets more for his money. The dealer makes more profit per sale. The package, itself, helps seal that sale.

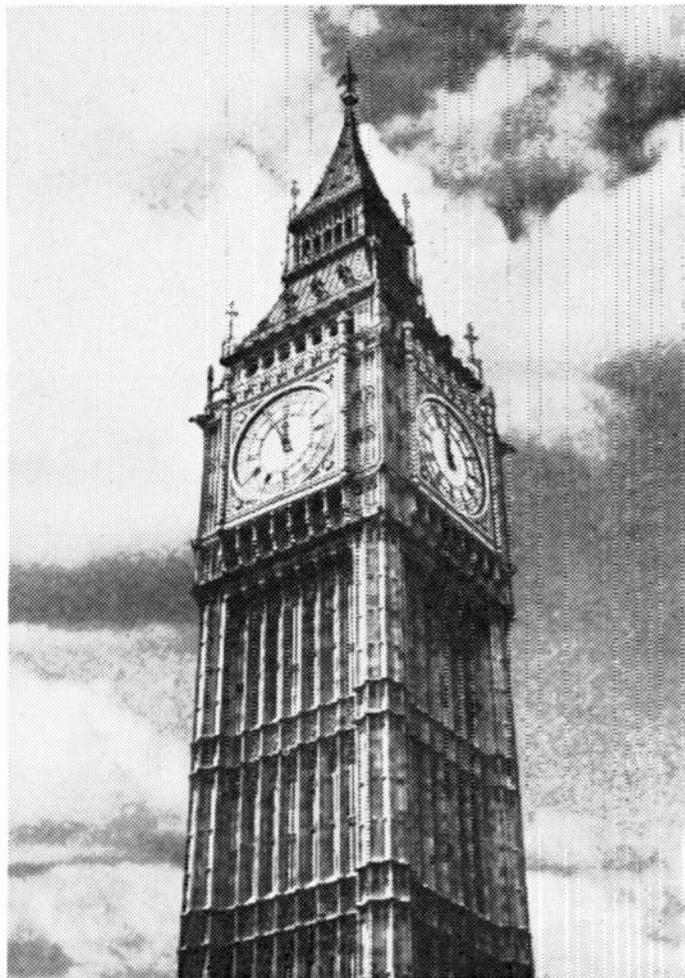
THE BACK OF THE CARD FOR THIS POPULAR 9-VOLT TRANSISTOR BATTERY, as well as all RCA Mercury radio batteries, carries this guarantee against damage from leakage—fully spelled out. Because RCA stands behind this guarantee, the customer stands assured.

The space-saving 12-prong revolving rack shown above—only 11" wide—is the perfect partner for RCA's award-winning blister packaging. If you don't yet stock RCA radio batteries, find out some of their advantages. Write: Battery Department, RCA Electronic Components and Devices, Harrison, N.J.

Advertised over Network-TV on Walt Disney's "Wonderful World of Color"



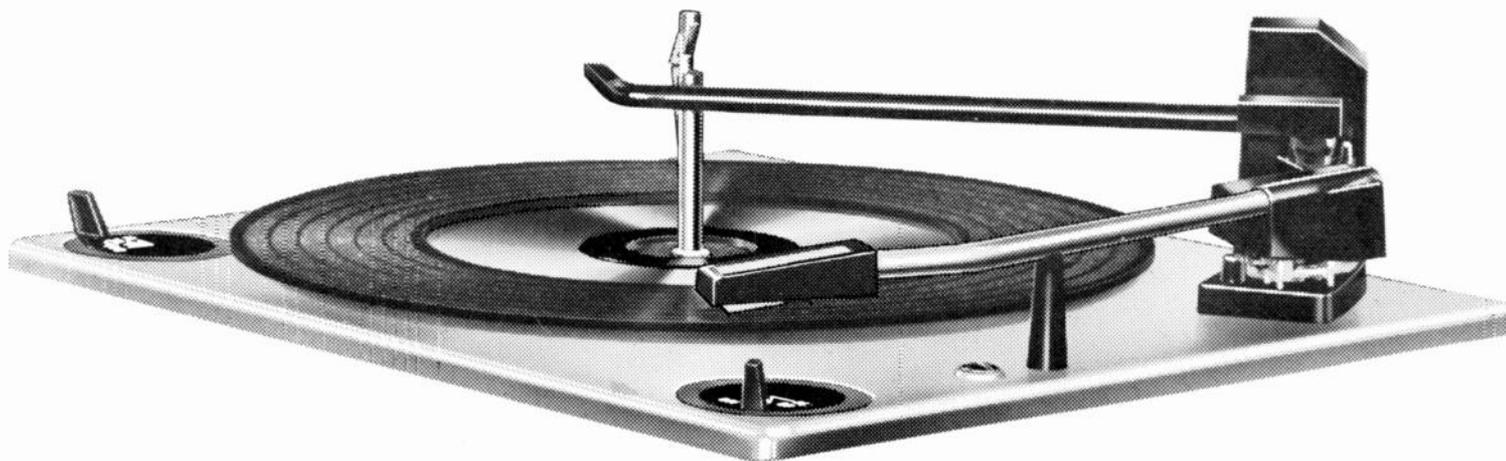
The Most Trusted Name in Electronics



AMERICA'S LEADING LINES FEATURE

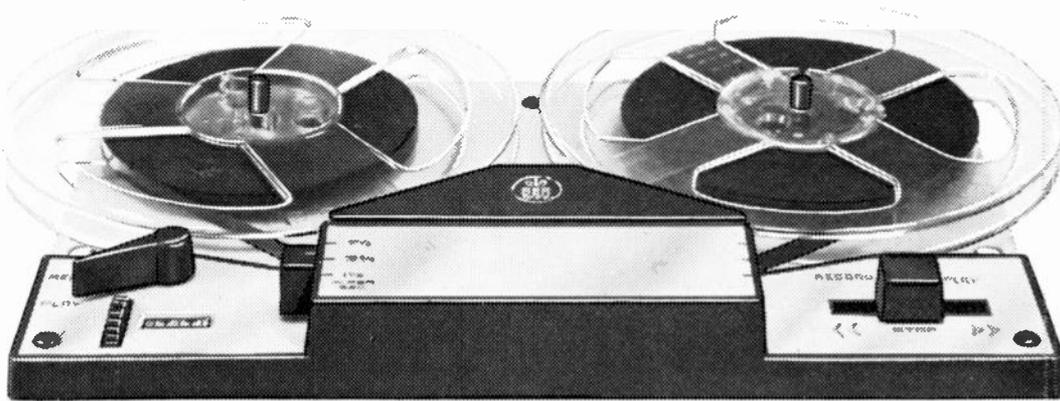
DEPENDABLE BSR

BRITAIN'S FINEST...WORLD'S FAVORITE



*to sell more
fine phonographs
and
tape recorders...
specify BSR!*

In England, where fine hi-fi was born, 3 out of 4 changers sold are BSR. Around the world, BSR leads all changers in sales year after year. When you find BSR in the hi-fi you sell, tell your customers it's the world's leading record changer... first in sales because it has been proved most trouble-free by the world's greatest hi-fi manufacturers!



And in leading tape recorders too, you'll find BSR selected for precision and dependability! The new BSR TD10 tape deck provides instant change of speed or action... without stopping the motor, and without tape break or spill! Supplied with 4-track stereo or 2-track monaural heads, the TD10 plays 3 speeds, holds 7" reels. Maintains constant speeds for top fidelity.



PRECISION-CRAFTED IN GREAT BRITAIN
BY BSR LIMITED—DISTRIBUTED IN U. S. BY
BSR (USA) LIMITED
COLLEGE POINT 56, L. I., NEW YORK
IN CANADA: MUSIMART LTD., 970 McEACHRAN AVENUE, MONTREAL 8



The all new **KitchenAid**[®] dishwasher-sink combinations

Modern 48" Cabinet Sink • All New KitchenAid Dishwasher • Choice of two Models

Superba VariCycle MODEL KDS-35

A styling and convenience masterpiece, the Superba features a beautiful antique gold control panel with beige accent panels, matching door handle and four push button cycles.

RINSE AND HOLD—Gives breakfast, lunch or snack dishes a short, thorough power rinse and holds them moist till you're ready to do a normal load. Saves hot water and detergent.

UTILITY AND UTENSIL—Provides special treatment and short dry for heavily soiled pots and pans. Eases hand soaking problems.

FULL CYCLE—Provides double 4-Way Wash, four rinses, and Flo-Thru dry for normal loads. Assures cleaner, drier dishes.



SANICYCLE—Special cycle for complete washing, drying and extra sanitization with 180° final rinse. Extra health protection for the whole family.

Other Superba features are a Small Items Basket in the top rack, Automatic Rinse Agent Dispenser, Action Signal Lights, Automatic Rapid Reset that quickly advances timer to "OFF" after short cycles, and new, quiet Twin-Fill Valve.



MODEL KDS-35
Superba VariCycle

Custom MODEL KDC-35

With a smart, baked enamel control panel and chrome door handle, the Custom offers *Full Cycle* push button operation, a single action Fill Valve and optional Rinse Agent Dispenser.

Both dishwasher models have fully automatic, push-button operation; Automatic Dual Detergent Dispenser; Action Indicator; Silverware and Utensil Basket (21 compartments in Superba, 19 in Custom); Add-a-dish safety interlock switch; KitchenAid-built motor.



MODEL KDC-35
Custom

Don't replace a sink with a sink. Install a KitchenAid dishwasher-sink combination

Requires minimum remodeling and only 48" space. Connects to existing plumbing lines quickly and easily. Adds storage area and the finest automatic dishwashing convenience in one simple step. Double door steel cabinet has white baked enamel finish, convenient utility inner door basket and space for disposer installation. Smartly styled chromed mixing faucet with aerator furnished; porcelain enamel sink top with back splash and drain area; chrome strainer basket in spacious sink bowl. Can be ordered without top and fixtures and equipped locally with stainless steel top or other material.



KitchenAid gets dishes cleaner . . . drier, too!

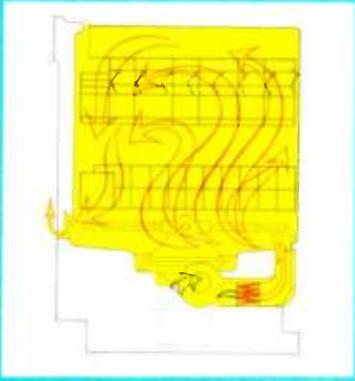


EXCLUSIVE NEW 4-WAY WASH—Exclusive new stainless steel 4-Way Hydro Sweep gives more scrubbing action, more velocity, more pressure, more concentrated cleaning power to every dish and pan. Sets new standards in washability. No hand rinsing.

NEW SANIGUARD FILTERING—Water is continuously filtered by two highly efficient, stainless steel SaniGuard Filters so dishes are washed and rinsed in filter-clean hot water. Soil is trapped and flushed away.

EXCLUSIVE FLO-THRU DRYING SYSTEM—Drying—the often-forgotten half of dishwashing—is thorough and safe in a KitchenAid. Compact fan, motor and air heater system with automatic overheat protection is located *outside* the wash chamber . . . circulates fresh, sanitized hot air over, under and around each piece. It's safe even for fine china and good plasticware.

PORCELAIN ENAMEL WASH CHAMBER—Resists stains, acids, odors, scratches and abrasion. Stays bright and beautiful for years. Moisture can't cling to the self-cleaning glass-smooth surface.



Big, Versatile Dishwasher Capacity

LOAD AS YOU LIKE . . . NEW SPACEMAKER RACKS.

Everything goes in. There's capacity with ease without the crowding that reduces washability. Racks are deep and spacious, easy to load. You can load large mixing bowls, king-size tumblers, roasters, mason jars, and other oversize pieces too large for most dishwashers. Top rack holds as many as 49 glasses or 52 cups.

Heavily plastisol coated Spacemaker Racks glide smoothly on stainless steel tracks. Top rack extends fully for unhindered random loading. Three-position height adjustment and 4 Flex-O-Dividers add to top rack versatility in Superba, shown above.

DISHWASHER SPECIFICATIONS

Available with pump drain only Finish: White with Porcelain-on-Steel sink top

WASH CYCLES	Pre-Wash* or Pre-Rinse		4-Way Wash	Rinse	Rinse	Rinse	Dry	Total Minutes	Total Water (gal)
	Pre-Rinse	Pre-Rinse							
Superba VariCycle								3	2
Rinse and Hold	X								
Utility and Utensil	X	X	X	X	X	X	short dry	30	11½
Full Cycle	X	X	X	X	X	X	X	45	11½
SaniCycle	X	X	X	X	X	X	X	45**	11½
Custom									
Full Cycle	X	X	X	X	X		X	45	10½

*Rinse and Hold has pre-rinse only

**Plus time required to heat water to 180°.

Recommended Water Temperature 140° to 160°
Recommended Water Pressure 15-125 psi.
45½" drain hose from dishwasher, and elbow for connection to drain tee or disposer (clamped) to drain extension) provided.
All plumbing and electrical connections must conform to local codes.
Can be installed with drain air gap to meet local code.

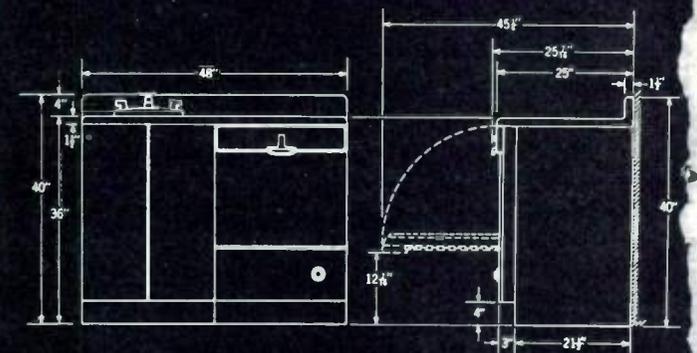
Shipping Weight 270 lbs.
Net Weight 232 lbs.

ELECTRICAL DATA

115 Volt, 60 Cycles
Amperes (maximum) 12½ (Superba), 9 (Custom) (Separate 15-amp circuit recommended)
Air Heater 900 Watts
Sanitizing water heater 1400 Watts (Superba)
Watts (Maximum) 1400 (Superba), 900 (Custom)
Motor ½ H.P., 3450 RPM
Lag terminal on electrical panel for proper ground wire connection.
Approved for listing by Underwriters' Laboratories, Inc.

KitchenAid reserves the right to change all specifications without notice.

DIMENSIONS



Note: Separate hole (with chrome cap) provided on sink top for installing of local approved air gap where required. (Air gap not furnished)

KITCHENAID HOME DISHWASHER DIVISION • The Hobart Manufacturing Company, Troy, Ohio

DON'T BE SWITCHED FROM THE BEST.
KitchenAid

See the complete line of KitchenAid Classic portables, convertible-portables and built-ins

What Your Customers Are Reading



Farm Journal:

The February issue of Farm Journal reports on how the 445 members of its Family Test Group feel about automatic dryers: 9 to 1 they're sold on them. Says Equipment Editor Jean Gillies: "Only a few said a dryer isn't important to them — either they live in a dependable climate or they have enough space for indoor lines." Here are some of the reasons panel members give for favoring dryers, even though they still sometimes hang things outside: "I wash when the quantity dictates, not just when the sun shines." "With a baby, my wash is too big to hang in the basement." "On no-heat setting, my dryer freshens pillows, blankets and draperies."

Better Homes And Gardens:

"How Much Stereo Is Enough?" is the title of an article appearing in February Better Homes and Gardens, and the first sentence of this feature answers: "Whatever it takes for your listening pleasure!" However, the article goes on to give pointers to enable the buyer to gear her tastes to what is available. For example it states: "If your taste runs to popular tunes, Broadway shows, and dance bands, and if you usually play your set at moderate-to-low volume to set a mood or provide background, you'll probably be satisfied with the system that has a frequency response of 60 to 12,000 cycles per second." And: "The final decision of which stereo to buy depends on your ear. Take along a stereo record that is familiar to you and have the dealer play it on a variety of systems within your price range." The feature also includes information on various types of stereo equipment available to consumers.

Family Circle:

"A practical modern kitchen can be as beautiful as it is workable, and it can look as if it belongs with your other rooms," says an article appearing in February Family Circle. The article, entitled "One Kitchen Two Ways" then proceeds to prove this thesis with text and four-color illustrations. The two model kitchens pictured are identical in size, layout, and equipment. One is a traditional kitchen, and the other is of contemporary design. Says the article: "The secret to successful kitchen styling in a traditional mood lies in knowing something about the decorative and architectural characteristics of the period or style you want to use."



TOWARDS BETTER LIVING — 1964 Laura McCall Awards for Home Service Achievement are presented to home service representatives of five utilities recently in Chicago by Anna Fisher Rush (left), household equipment editor of McCall's. Awards are given annually to home service women working with electric utility companies "in recognition of their outstanding contributions to advancement of better living through use of modern electric home appliances and electric services." Recipients who receive \$200 and bronze plaque are (l. to r.): Ethel Lord, New Jersey Power & Light Co., Morristown, N. J.; Nora Steg, Kansas Gas and Electric Co., Wichita, Kan.; Maryanne Grande, The Cleveland Electric Illuminating Co., Cleveland; Mrs. Mildred S. Ditzel, Dayton Power & Light Co., Dayton, Ohio, and Fay L. Muzzy, Public Service Electric & Gas, Passaic, N. J.

Fifteen Stores Head For Brand Names Homestretch

Fifteen appliance-television stores are among the 253 finalists in the 17th annual Brand Name "Retailer-of-the-Year" Awards competition, as announced by Albert H. Messer, president, Brand Names Foundation, Inc., sponsors of the competition.

They are: Certified TV & Appliance Co., Inc., Norfolk, Va.; Cross-Horlock Hardware Co., Visalia, Cal.; Dalmo, Arlington, Va.; Hannah-Adams, Inc., Chattanooga, Tenn.; Hunt-Ragan, Inc., Macon,

Ga.; Kelly & Cohen, Inc., Monroeville, Pa.; Northern Supply Co., Milwaukee, Wis.; O'Coin's, Inc., Worcester, Mass.; Pete's TV & Appliance & Furniture, Kingsport, Tenn.; Puff's Appliance Center, Inc., Petoskey, Mich.; Sharper & Gardner Electric Co., Indianapolis, Ind.; Sid's Appliance Centre, Tucson, Ariz.; Tipton Electric Co., St. Louis, Mo.; Whelan's Hatboro Appliance Co., Hatboro, Pa.; and Woods-Balke, Inc., Kansas City, Mo.

The plaque and certificate winning retailers will come to New York City May 11-12 to take part in the annual national meetings of Brand Names Foundation.

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	26	1047	94	339	738	933	2433	1293
Dallas Power & Light 260,198	166	515	802	254	738	2084	4588	1343
Dayton Power & Light 452,734	24	912	199	347	499	911	2642	1407
Electric Power Board (Chattanooga) 77,899	134	395	242	72	539	447	1049	543
El Paso Electric 91,896	20	155	237	79	307	653	1817	
Florida Power Corp. (St. Petersburg)	213	498	302	327	2181	2235	3350	1888
Fla. Power & Light (Miami) 769,492	3744	1528	1975	944	5282	5786	12284	4566
Idaho Power (Boise) 116,000		737	208	328	637	626		932
†Jersey Central Power (Morristown) 381,492	25	1292	711	535	769	2106	4815	2547
Kentucky Utilities Co. (Lexington)	45	999	185	567	1533	1540	2860	1318
Metropolitan Edison (Reading, Pa.) 235,565	33	1100	185	256	764	1227	2914	1747
Nashville Elec. Service 136,000		521		158	704	710		
New Orleans Pub. Service 326,859	151	1280	480	366	1606	1878	4510	2375
N. Y. State Elec. & Gas (Ithaca) 526,356	37	1475	478	647	1222	1574		2152
Omaha Public Power 118,430	38	608	89	229	341	601	1199	958
Pacific Gas & Electric Co. (San Francisco)	764	12973	6845	3398	18164	16210	28535	15240
Public Service Co. of New Mexico (Albuquerque) 101,117		366	127	227	279	409	925	602
Southwestern Elec. Power (Shreveport, La.) 186,485	39	439	216	447	382	1011	2193	1321
Union Electric (St. Louis, Mo.) 568,666	789	718	823	499	1196	2432	8802	2725
West Penn Power Co. (Greensburg, Pa.) 360,000	6	1312	259	661	856	1512	3290	2236

November compared with October report -42% +3% +8% -.09% +11% -.6% -.05% -.03%

*Incl. built-ins **Incl. Stereo †Incl. N.J. Power & Light ✓Residential Meters

**FOR THE
SIXTH
STRAIGHT
YEAR!**

AGAIN

**Zenith 1964
over 1,750,
for all-**



THANKS ZENITH DEALERS!

I have often said that two of the most valuable assets to any sales success are dealer confidence and growing customer acceptance.

For the past six years I have been privileged to thank you each year for your ever increasing Zenith sales—and for your support of Zenith's planned merchandising and selling programs.

Each year, since 1959, Zenith TV sales have gone over the million mark and each succeeding year the sales increases have

topped the previous year.

1964 was the greatest year in Zenith history—TV sales topped 1,750,000 units—every sales record in the books was broken.

During 1965, we pledge to continue to give you the finest products, aggressive merchandising programs planned to increase sales and profit opportunities, and to earn your continued confidence and support.

L. C. Truesdell

L. C. Truesdell
President,
Zenith Sales Corporation

No. 1 in TV SALES!

**TV Sales*
000 units
time record!**

*PROOF that customer confidence
in Zenith Handcrafted Quality makes
Zenith America's largest selling TV!*



The quality goes in before the name goes on

*FACTORY B&W AND COLOR TV UNIT SALES TO DISTRIBUTORS.

**Here's A NEW
Lease Purchase
Financing Plan
That Makes Greater
Profits For You**

**NEW and PROVEN Concept of
Customer Installment Financing**

Now you can expand your credit sales to include even border line credit risks with the tried and proven Dunfee Lease Purchase Finance Plan. It's the coming thing in credit sales. Dunfee Savings & Lease works with you, helps protect you from credit losses, skips and lost sales. We supply the money and the experienced credit department so you may finance any worthwhile customer you wish like the giant retailers do.

Get 100% Net In Advance

Yes, the Dunfee Lease Purchase Plan pays you 80% to 100% of your net in advance with the balance into recourse reserve. You approve your own deals, Dunfee purchases your merchandise and pays you for it, then leases and sells it to your customer. (Does not apply to homes, improvements or autos.)

Our Quick Action saves you time, money and opens the door to greater "credit" volume.

Write For Full Information Today!

DUNFEE Savings & Lease

8113 Troost Ave., Kansas City, Mo.

S	M	T	W	T	F	S
COMING						
EVENTS						

1965

Feb. 21-23: **Institute of Appliance Manufacturers Annual Convention-Exhibit**, 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.

April 8-10: **Gas Appliance Manufacturers Ass'n., annual meeting**. Boca Raton Hotel and Club, Boca Raton, Fla.

May 11-12: **Brand Names Foundation, annual national meetings**. Americana Hotel, New York City.



RETAIL ROUNDUP

ALLENTOWN—Color TV and laundry equipment sales are credited with making January a "better" business month than January '64. Some retailers note sales of Color TV are up 25 per cent over last January. All sources note that the trend toward bottom-of-the-line clothes washers continues, with no end in sight. Refrigerator sales are "steady," ranges back to normal after a "phenomenal" winter's record.

CHARLOTTE — Most retail sources say that business last month was on the whole better than January '64. All report increased sales activity in brown goods, and less in white goods, with clothes washers and refrigerators making the worst showing. Color TV is the best mover; some retailers note sales increases of 30 per cent over last January's level.

CHICAGO—Business in general sags heavily here the past few weeks. Dealers report that stereo and TV sales ranged from poor to fair at best. The only bright spot in the brown goods picture is the continuing good sales of color units. One dealer reports that his color sales were almost double those of a similar period a year ago.

CLEVELAND—Range and home laundry sales continue to brighten an otherwise drab January here. Stereo, refrigerator and housewares sales tail off considerably but dealers predict an almost immediate upsurge. One retailer comments that the continued lowering of prices on color TV by competitors can't help but push sales for the coming year far beyond the most optimistic sales predictions.

DALLAS—Air conditioner sales start to move here despite cool weather. Dealers, pleased with last summer's heavy sales, anticipate an even greater year in 1965. As one dealer puts it, people who sweltered last summer when they were unable to get the type air conditioner they wanted aren't going to get caught short again this summer. Another dealer reports that interest in cooling units began to grow right after the first of the

year and has continued upward since then.

DENVER—Portable TV sales are the only bright spot in a rather bleak sales picture following the holidays. Color TV sales were described as just fair. Several sources report that business was down somewhat from a corresponding period last year, but retailers in general are not complaining after enjoying one of their best last quarters in the past decade.

NEW ORLEANS — Dryer sales spurt here as dealers reported that consumers were preparing themselves for the exceptionally humid spring weather. Dealers comment also that more and more home laundry sales are in both washers and dryers. Stereo sales which were described as fair to good during the holidays have dropped considerably.

NEW YORK — "Top-of-the-line" models of both dishwashers and refrigerators move well here, despite inclement weather. At the same time, the trend toward bottom-of-the-line clothes washers continues. Other trends of note: "nofrost" sales—in both refrigerators and freezers—continue to rise; refrigerators in color (mostly coppertone) represent about one-third of this business.

NORFOLK — Conflicting reports on business conditions come from retail sources here. Those who didn't fare well blame a snowfall and the fact that consumer dollars were scarce following the holidays. Those that did better credit promotional activity on their part.

PROVIDENCE — Low unemployment and loose money are credited by dealers here for good January appliance biz. Best products sales-wise are clothes washers and dryers. Stereo and TV (both black-and-white and color) are down in sales under last January's figures. Electric housewares products slow down after a "phenomenal" December.



... me and my **MAGLINER** lightweight delivery truck ramp! Now, put your deliveries on a low-cost, one-man basis. Make a Magliner the helper on your trucks . . . eliminate double load handling—make more stops at lower cost. Light and tough, Magliners are easily handled and positioned by one man. Self-cleaning traction walkway assures safe, sure footing in rain, snow, sleet, etc. Flanking deck area is smooth for easy wheeling. Guard rails prevent truck run-offs. Load capacities to 1,500 lbs. Standard lengths, 7 to 16 ft.

**WRITE FOR BULLETIN
ON DELIVERY TRUCK RAMPS**

Magline Inc., P. O. Box 302, Pinconning, Mich.

Canadian Factory: Magline of Canada Limited, Renfrow, Ontario



Economist's outlook

(Continued from page 20)

from the national figure of +4.6 per cent. If we were to visualize a schematic national prototype of the basic A-R-TV merchandise pack, we would not expect to see drastic variations of this image from one state to the next. The essential product mix within the basic pack would be pretty much the same everywhere. What does vary most significantly in this connection, however, is relative purchasing power.

As a further aid to state and local operators, we show, in Column 4 of Table 2, our estimates of per-household sales potentials for the year 1965. These figures reflect certain refinements and revisions of the households estimating process used heretofore. They take account of changes in the basic "household" definitions as between the censuses of 1950 and 1960, and resulting variations in household growth rate projections.

In viewing the percentages of change in the dollar sales potentials as well as the differences in the per-household amounts, state-by-state, a couple of special points should be kept in mind: (1) A one-per cent change in a \$100 million sales potential involves a lot more bucks than does a 5 per cent change in a 20 million dollar sales potential. (2)

The per-household amounts reflect average sales prospects at the ultimate consumer level, taking "spendability" into account.

By multiplying the estimated 1965 per-household A-R-TV sales potential for his state against the present number of households in his own trading area, the individual dealer can obtain a fair approximation of the total A-R-TV dollar sales potential for all stores handling such merchandise in his territory. If he knows his percentage share of the 1964 sales in his territory, he can then apply this percentage to the computed 1965 sales potential, thereby determining a 1965 sales goal for his business. ■

U. S. Steel Again Promotes Major Appliances In 1965

Major appliance sales will receive the stimulus of U. S. Steel promotions for the 11th straight year in 1965, according to an announcement from Harold O. Drosethes, manager of consumer industry marketing for the steel corporation.

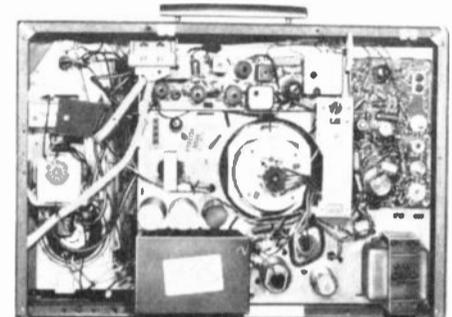
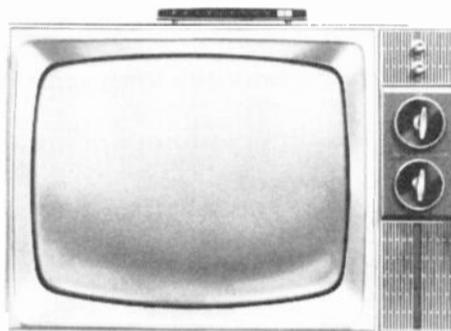
The 1965 program will promote automatic ranges in April, room air conditioners in May (this program is new this year), and automatic washers and dryers in October. These will be the fourth consecutive promotions for ranges and home laundry equipment.

In addition to the country-wide major appliance programs, Drosethes said that U. S. Steel is sponsoring a "Washday Magic" promotion of automatic washers and dryers in San Francisco/Oakland and Los Angeles next month.

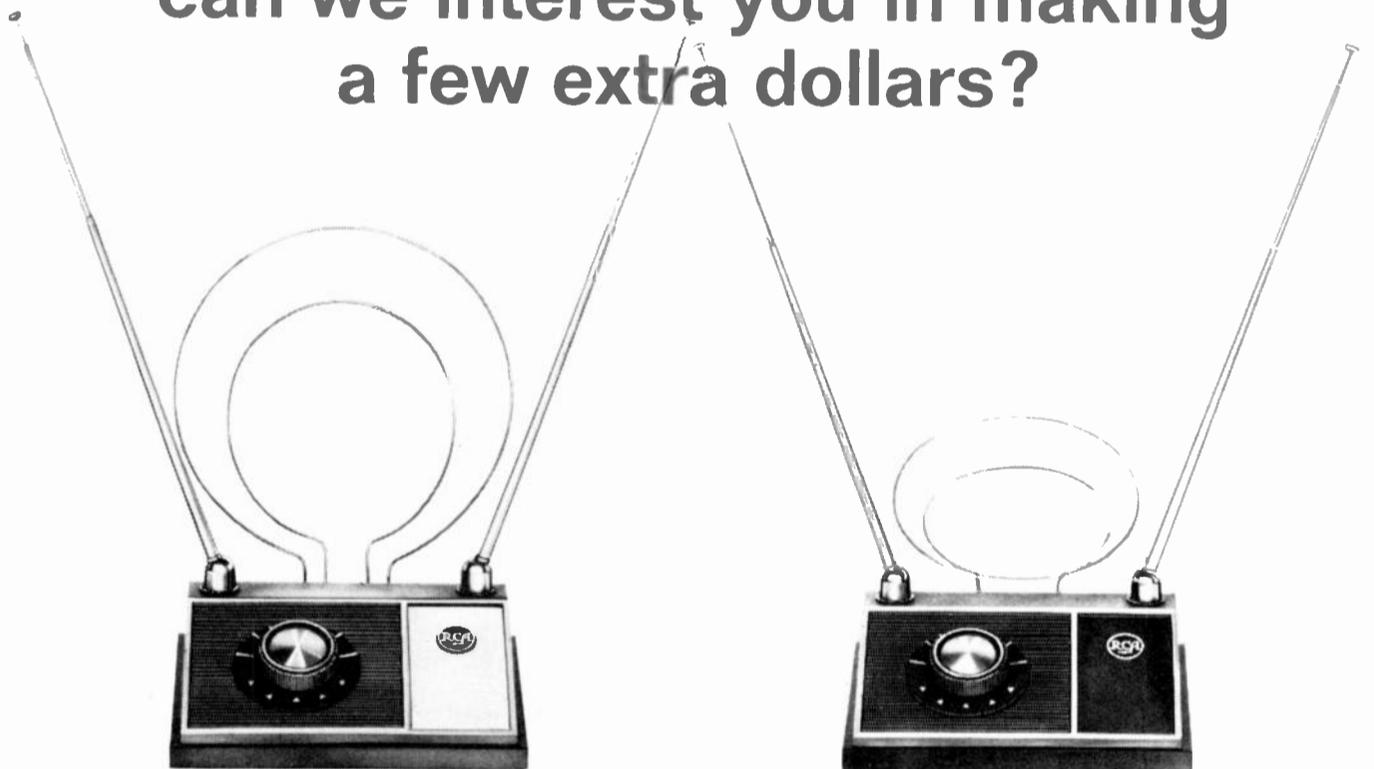
As in the past major appliance promotions, U. S. Steel will conduct intensified campaigns in selected major markets. Newspaper advertising will join various combinations of Sunday supplement, TV and radio advertising.

Newspapers — in the selected markets and across the country — will receive a newspaper service of advertising and editorial materials for each promotion.

If you sell or service TV sets



can we interest you in making a few extra dollars?



New RCA Stratomaster—
for both VHF and UHF channels.

New RCA Stratoscope—
for VHF channels only.

If you're in the TV business, why not include these two natural profit makers in your line? These RCA indoor TV antennas are styled so smartly they virtually sell themselves. And they work so well they keep customers sold on you!

SMART STYLING. An instant selling point. The first indoor antennas you can recommend with pride as a decorative asset to any interior.

EXCELLENT PERFORMANCE. These RCA indoor antennas are designed by the same RCA engineers who develop antennas for satellites and space. They include (a) an automatic signal-phasing device to pull in the strongest, sharpest picture possible with an indoor antenna, (b) a channel selector switch to block out ghosts and interference, (c) super-fine tuning, (d) telescoping 45-inch arms turnable in any direction without moving the base.

and they're advertised nationally in **POST** and **TV GUIDE** for immediate customer recognition and acceptance.

ORDER FROM YOUR RCA DISTRIBUTOR. AND HURRY...SO YOU'LL HAVE THEM IN STOCK WHEN CUSTOMERS START ASKING FOR THEM.

RCA PARTS AND ACCESSORIES, DEPTFORD, N. J.



The Most Trusted Name in Electronics

DELIVERIES ARE EASIER-SAFER!



slides up and down stairs
slides in or out of delivery trucks
protects the appliance against damage
balances all the load over the wheels
rolls under the load easily

ORDER BY MAIL on a "money back if not satisfied" basis. With web belt, ratchet cincher, semi-pneumatic rubber tired wheels...only \$57.50 (FOB Los Angeles)

COLSON EQUIPMENT & SUPPLY CO.
5026 E. Slauson, Los Angeles 22, Calif.

EASLOAD
APPLIANCE TRUCKS



Clipping

the retail ADS

Headline: "Certified TV . . . Leading Dealer for RCA Victor COLOR TV" tops this ad run by **Certified TV**, Norfolk, Va., which invites consumers to attend a "Premier Showing" of new 1965 RCA Victor Color TV. Usher pictured at right side of ad appears to be letting the public "in" for some good buys. Copy

We would rather sell at such a low price than store them. Here's your chance to save big. Take Yours Home Now."



Headline: "Truckload Sale" is announced by this ad by **Eugene Planing Mill**, Eugene, Ore. Artwork depicts a truck surrounded by appliances. Copy reads: "Fast delivery of 1965 appliances caught us with-

out space. . . So we must sell a carload and a truckload at Low, Low Prices." Other copy explains: "Our new warehouses are not ready yet and this, together with an unprecedented early delivery of 1965 G. E. appliances makes it necessary to sell direct from the truck and car a huge quantity of brand new stocks of Television, Freezers, Washers, Dryers." At bottom of ad, different financing plans are explained.

Headline: "Give Her The Finest Household Helpers." This is the headline on one page of a two-page spread run by **Scruggs, Vandervoort, Barney**, St. Louis. Copy reads,

CERTIFIED TV... Leading Dealer for RCA Victor COLOR TV

You're INVITED! PREMIER SHOWING New 1965 RCA Victor COLOR TV

FREE DISNEY PLACE MATS for Listening In And Looking and Listening to RCA!

\$4

CERTIFIED TV AND APPLIANCE CO.

block at bottom left-hand corner of ad states: "Free . . . 4 Disney Place Mats for Coming In And Looking and Listening to RCA! . . . 4-color plastic washable place mats (\$2 value) that feature famous Disney Characters on one side and reverse side in smart linen pattern. Perfect to brighten your meal time. Easily cleaned." Copy in red ball (ad is in red and black) notes: "No Money Down. \$4 per week."

REAP BIG SAVINGS NOW DURING THIS Harvest of Values

Whirlpool 7 SPEED 3 CYCLE WASHERS with SUPER WASH

ONLY 41 LEFT—AND YOU CAN BUY YOURS AT A RIDICULOUS LOW PRICE.

Headline: Consumers are urged to "Reap Big Savings Now During Harvest of Values" sale announced by **Woodville Appliances**, Toledo, O. A scarecrow points toward dollar bills which are flowing from a horn of plenty (signifying savings for customers). Several types of appliances are featured at "bargain prices." A closeout sale on air conditioners is announced in a copy box which reads: "Only 41 left—and you can buy yours at a ridiculous low price."



congratulations!
it's a...



16 cu. ft.
Model 9316

The President's Choice



C. J. GIBSON, JR.
PRESIDENT,
GIBSON REFRIGERATOR DIVISION
HUPP CORPORATION

"As this Frost Clear refrigerator-freezer took shape on our drawing boards and went into production, it became obvious to all of us that it would be one of the finest models Gibson had ever built. Even in our line, where exceptional value in design, features and craftsmanship is expected, it is outstanding, and I take unusual pride in affixing my signature to this Gibson 'President's Choice'."

C. J. Gibson, Jr.

The Gibson 9316 is all frost*clear, yet is priced to sell profitably for less than most 14's.

The trend is to bigger refrigerators. The trend is to frostless refrigerators. NOW Gibson puts together both halves of the trend with the most remarkable refrigerator ever offered. 15.6 cu. ft. NEMA certified net capacity; 194.3 lb. freezer storage; exclusive, patented Gibson Frost Clear in both refrigerator and

freezer . . . the wonderfully practical, *salable* kind of frostless cooling. It's beautiful, too—quality inside and out. Available in white or Coppertone at no additional charge. Call your Gibson distributor today for the biggest eye-opener you've had in years. And hurry—these units will move out fast.

Gibson frost*clear
REFRIGERATOR-FREEZERS



Never a thimbleful of frost in a lifetime.

HUPP
CORPORATION

GIBSON REFRIGERATOR SALES CORPORATION • GREENVILLE, MICHIGAN

Back To Full Line Retailing With GE Appliance Centers

Strong independent dealer structure is the aim of Cleveland units, which look like factory stores. A new wrinkle in floor planning.

By CHARLES KRAUSS



LOSS OF DEALER IDENTITY in GE Centers is deplored by James Shipley, executive vice president of Main Line Cleveland, Inc., RCA Victor and Whirlpool distributor.



LARGE SIGN identifies the GE Appliance Centers, is part of the program. If there is dealer identification, it appears on store front, not the upright sign.



THE ODDS ARE CLOSING in on the independent retailer from many directions, says George P. Connor, GE's district manager in the Great Lakes District, and Centers can even the score.

The subject: the General Electric Appliance Centers that are opening in Cleveland.

The speaker: George P. Connor, GE's district manager in the Great Lakes District.

He says: "It appears as though General Electric is behind these stores. And you know something, we are."

What Connor means, of course, is that GE is behind the Appliance Centers just the same way that any full line manufacturer is behind any retailer who displays and stocks the entire line, preferably, but not necessarily, to the exclusion of all other lines. What he also means, by inference, is that any talk of the Centers' being factory owned is nonsense. They are, in fact, individually owned, and their whole method of merchandising is actually almost exactly the same as that of any other store, certainly any full line store.

Outside of the fact that they are full line stores, what, then, sets the Centers apart from other appliance stores? For one thing, they look a lot alike — almost all of them sport a huge identifying upright sign, which says, over the GE monogram, "Appliance Center," and below the monogram, "Color TV, Stereo," with no dealer name. Store front signs are also all the same, using the same words, although a few of these incorporate the store's or owner's own name. They *look*, if not like factory stores, at least like units of a chain.

Inside, the Centers tend to look alike too. This is because most Center owners have availed themselves (as any GE dealer can) of help from the factory in designing store layout. Then, of course, the merchandise is the same.

The dealers who run the Centers, if they were already GE dealers beforehand, work under an addendum to their franchise, which stipu-

lates, among other things, that the signs must be approved by the GE branch. They buy their goods just like any other dealer, with this important difference: under the 90-day free floor plan, the Centers work on a dollar basis instead of a unit basis. This means that there is no pressure on the dealer to move a certain model that has been sitting on his floor for some weeks. All he has to do is move a specified amount in dollars. One important result of this system (which is worked through General Electric Credit Corp.) is that it encourages dealers to stock high-end merchandise, which Connor feels is needed in order to sell other goods lower down the line. All of the Centers visited by MART Magazine early last month, for example, had "Americana" refrigerator-freezers on their floors.

Cleveland was probably an ideal market for the Centers to begin: it is unstable (the area has probably had more distributor changes in the past few years than any other in the country); and there are no really outstanding independent appliance dealers, although a couple seem to be heading in that direction. Sears, Roebuck & Co. is probably even stronger in Cleveland than it is in other markets (trade sources commonly put Sears' share of white goods in Cleveland at 45 per cent, to which Adam Green, Sears appliance merchandise manager, says, "Could be"). The city also has three big department stores, again none of which is dominant in the appliance field.

Thus it becomes apparent that if the Centers are to boost GE's share of the market in the Cleveland area, as obviously they are intended to do, their prime target is Sears.

The GE branch picks the locations for the Centers, and it is no



FORMER APPLIANCE-TV BUYER at The May Co., Earl Weichman, shown in front of his Appliance Center, believes the Centers are one answer to market domination by Sears.

CONSUMERS WANT to compare different brands on the retail floor, says Walter Magni, major appliance merchandiser, Forest City Material Co., in opposition to the one-line concept at the GE Appliance Centers.



MORE APPLIANCE OUTLETS is just what Cleveland does not need, says Stuart Rose, Industrial Electric, of the GE Appliance Centers opening in the area.

THE CLEVELAND PRESS, Publisher for 9 1966 PAGE C 7

GE APPLIANCE CENTERS 10 TRUCKLOADS AT YOUR GE APPLIANCE CENTER
 APPLIANCES • TELEVISION • STEREO CHOOSE FROM HUNDREDS OF ITEMS - COME IN TODAY!

CHRISTMAS GIFT BARGAINS DIRECT FROM THE FACTORY

JUST 14
 At This Amazing Low Price for An All-wood Console!

82 CHANNEL COLOR TV \$478

• See the special holiday shows in COLOR!
 • See the beautiful Rose Parade in COLOR!
 • See the exciting Bowl Games in COLOR!
 • See the top shows everyday in COLOR!

Open tonight 'til 9

Hurry! Quantities Limited On These Specials!

All-transistor Portable \$159⁹⁵
 • 11" screen
 • 100 watt speaker
 • 100 watt battery
 • 100 watt speaker

Save \$10 on 11" TV \$89⁹⁵
 • 100 watt speaker
 • 100 watt battery
 • 100 watt speaker

16" GE Portable \$118⁹⁵
 • 100 watt speaker
 • 100 watt battery
 • 100 watt speaker

Self-Cleaning Range \$345⁹⁵
 • Fully automatic
 • Automatic easy lift oven
 • 100 watt speaker

Low Price on GE Color TV \$367⁹⁵
 • 100 watt speaker
 • 100 watt battery
 • 100 watt speaker

Portable Dishwasher \$99⁹⁵
 • 100 watt speaker
 • 100 watt battery
 • 100 watt speaker

Fully Automatic \$148⁸⁸
 • 100 watt speaker
 • 100 watt battery
 • 100 watt speaker

Electric Dryer \$99⁸⁸
 • 100 watt speaker
 • 100 watt battery
 • 100 watt speaker

10 REASONS TO BUY AT YOUR GE APPLIANCE CENTER

GE APPLIANCE CENTERS

WEST SIDE LORAIN AVE. BLOCK EAST OF W. 110th
 PHONE: 232-5423 PROP.: J. KOSKOVICH

EASTGATE 50th AT MAYFIELD BOARDS
 PHONE: 449-2474 PROP.: J. ROBY

SOUTHLAND WEST 130th JUST SOUTH OF PEARL
 PHONE: 945-1664 PROP.: E. WEICHMAN

Open Monday thru Saturday 10 a.m.-9 p.m. (Eastgate closes 6 p.m. Sat.)

GET THE BEST KNOWN BRAND... GET A LOW, LOW PRICE!

COLOR TV PRICE LEADER marks this Christmas ad for the three GE Appliance Centers in Cleveland. Most consumers in Cleveland think the stores are factory-owned, a belief that the headline in this ad is not likely to dispel.

accident that many of them are very close to a Sears store. Connor himself won't be pinned down to the admission that Sears is the prime target of the Centers. Sears is only one of many forces that are closing in on the independent dealer, he says, and the Centers are one way of helping to even the odds and strengthen the independents. In a letter to area GE dealers last November, inviting dealers to look into the Center idea, Connor said, "Why Appliance Centers? We have noted and followed with interest the revolution which has taken place in retailing in recent years. Techniques employed by mass merchandisers including giant retail chains have made marked changes in the purchasing habits of the consuming public. We believe Appliance Centers can help meet those challenges in our market."

Shortly after this letter, a double truck ad broke in the Cleveland "Plain Dealer" on a Sunday, announcing the opening of four new Centers (one of these had, at the time of MART's visit, withdrawn from the Center program). This ad, in combination with the upright signs and storefront signs, undoubtedly went a long way toward making the public think the Centers are factory owned, although Connor says, "All we wanted to do is to jar the public into realizing there are places where they can see the full GE line on display."

"General Electric has chosen Cleveland," says the ad, "to introduce new appliance centers . . . a new concept in home appliance buying! Now Appliance Centers make it possible for you to see, buy and own top quality General Electric appliances at prices you can afford . . . Why settle for off-brand, private name, not-quite-as-good-as appliances, when you can buy General Electric confidently at an Appliance Center at low, low prices?"

The ad also stressed radio dispatched service (the Centers use GE metropolitan service), factory backed warranty, and low cost financing.

This ad was for the stores actually in Cleveland, of which there were four then and three a few weeks later. These are all recently opened operations. In total there are 18½ (one on the verge of signing in early January) Centers throughout the GE Great Lakes District, the oldest of which dates back about two years. Connor reckons that by mid-1965 he will have as many Centers in Cleveland as is feasible. For the time being, Buffalo, N. Y., which is also in Connor's territory, is being left out of the Center program.

Most observers in Cleveland think that the real test of the Center idea is just beginning, with the in-town stores. In the outlying areas one-line appliance stores are still reasonably common, so the concept isn't as different there as it is in the metropolitan area.

Earl Weichman operates one of the new Centers across the street from Southland, a new, big shopping center whose major tenant is Sears. Weichman was appliance-TV buyer at The May Co., Cleveland's biggest department store, before he opened his Center (most



Color TV Promotion Captures 10th Annual "CREATIVE SALESMAN" Award

**Julian Legrand of Los Angeles wins grand prize;
product category award winners named.**



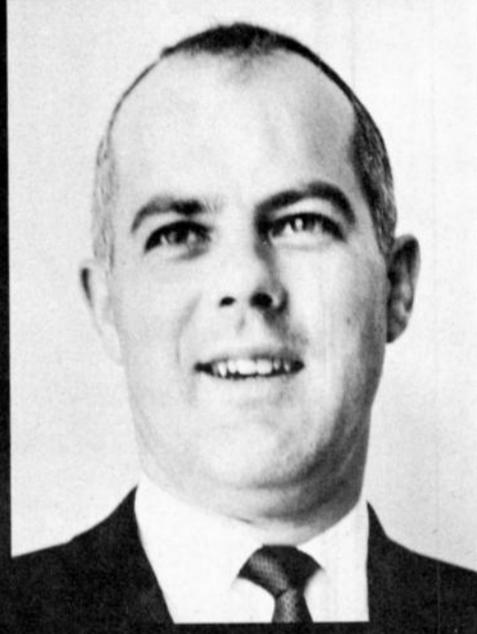
Julian Legrand
Grand Prize Winner



M. D. Brackman
Major Appliance Category



Loren E. Carder
Home Entertainment Products



James D. Schmidt
Electric Housewares

When the new Sylvania "Color Bright 85" TV set came on the market last year, Dealer Julian Legrand of Legrand's TV in Los Angeles was faced with a problem. He wanted to display the new receiver in his show window, but the window is on the sunny side of Wilshire Blvd., and Legrand knew it wouldn't show to best advantage.

So the California dealer drew upon a device which since time immemorial has piqued the interest of man. He had the window painted black, leaving openings in the shape of eyes, and in large colorful letters superimposed upon the black background posed the question: "Have You Seen This?"

The message, of course, not only compelled numerous passersby to peer through the "peep holes" but also resulted in a number of them coming into the store where they were sold a color set.

This activity, coupled with one involving transistorized portable TV sets, won for Legrand the title of "Creative Retail Salesman-of-the-Year" for 1964 in the annual contest sponsored by MART Magazine in co-operation with the National Appliance and Radio-TV Dealers Ass'n.

For his winning effort, Legrand received an expense-paid trip to the annual NARDA convention in Hollywood, Fla., last month. A full registration for the convention was presented to the California dealer by the officers and board of directors of NARDA.

During a luncheon meeting of the convention, Jack Adams, editor of MART Magazine, presented to Legrand a check for \$500 and a plaque, representing the first place award in the tenth annual competition.

In the same session the "Creative Retail Salesman-of-the-

Year" received a special award from John T. Morgan, vice president, sales and merchandising, Sylvania Entertainment Products Corp. The award was an "Exponent 440," Sylvania's compact component portable hi-fi set.

Sylvania was one of several manufacturers in the industry who, of their own initiative, had offered to present an additional prize to the contest winner if it developed that the winner sold their brand.

As in the past, three product category winners were named in the competition. Each of the product category winners — major appliances, electric housewares, and home entertainment products — has received a special plaque.

Winner of the major appliance category is M. D. Brackman, partner in Brackman Appliance Center, Hattiesburg, Miss. Brackman's entry was based on a series of Maytag and General Electric laundry equipment commercials which he staged with his brother over a local TV station. Purpose of the campaign was to build store traffic and to promote the store slogan, "We service what we sell."

The commercials even involved one of the Brackman brothers sticking his head out of the opening of an automatic washer to prove "We know Maytag and General Electric washers inside and out."

According to M. D. Brackman, the commercials resulted in at least 30 direct sales. "People came into the store wanting to buy the washer with the little man in it."

A graduate of the University of Mississippi with a degree in business administration, Brackman has been in the retail appliance business for seven years. In the Hattiesburg opera-

(Continued on page 59)

NARDA 1965 Features Sears As Daily Fare And Fireworks At Annual Banquet



GETS HIS REWARD—Receiving first place awards in tenth annual "Creative Retail Salesman-of-the-Year" Contest during recent NARDA Convention is Julian Legrand (second from right), Legrand's TV, Los Angeles. Presenting awards in annual competition sponsored by MART Magazine and NARDA is

Jack Adams, editor of publication. Looking on are John Morgan, vice president, sales and merchandising, Sylvania, who presented additional award to winner, and Mrs. Legrand. For description of Legrand's prize-winning entry on color TV promotion, and product category award winners, see page 38.

If by some remote chance you were a dealer who had been away from the appliance-electronics industry for a number of years but who could still remember the NARDA conventions of the late 40's and 50's, then the most significant event of the association's annual meeting in Hollywood Beach, Fla., last month was the election to the board of directors of Dealer Sol Polk of Chicago.

If you were an outsider attending the convention banquet, you gained an insight into how close to the surface lie the feelings of industry members regarding certain subjects as a heated three-cornered discussion among speaker, master of ceremonies, and audience developed following the banquet address. Speaker for the affair was E. B. Weiss, advertising agency executive and author of a book entitled "Death of the Independent Retailer." In the role of emcee was Mort Farr, Upper Darby, Pa., dealer. Among objectors in the audience was E. L. Stehle, manager, distribution sales operation, General Electric Co., who sought to refute a charge by Weiss that GE is already operating retail stores.

"I happen to be the man who can make the decision whether General Electric will open retail stores," Stehle shouted from the back of the room. "When were these stores opened and where?"

The GE executive was granted five minutes on the convention program the following morning to amplify his remarks concerning ownership of

stores by the company. Stehle said that to the best of his knowledge GE neither presently owns any retail stores nor plans to operate any stores.

Although election of Polk to the NARDA board and scheduling of such a controversial speech for its grand banquet would probably have been unthinkable for the dealer association several years ago, the favorite subject for discussion at the 1965 convention was one that has been in vogue over the years, namely, Sears, Roebuck.

As in the past, Sears' merchandising methods were both praised and condemned, and NARDA served notice at the end of its convention that it was offering members a tool to aid them in competing with the giant chain in the form of a group annuity plan and mutual fund program which can be purchased through Continental Assurance Society of Chicago.

According to Jules Steinberg, executive vice president of NARDA, there is no limit to the number of employes in a dealer organization who can be enrolled in such a program, and a dealer can save 10 to 15 per cent on the normal cost of such a program by going through NARDA.

The 1965 convention had the theme "The Challenge of Tomorrow," and Earl T. Holst, retiring NARDA president, opened the convention by charging dealers throughout the U. S. with being "apathetic."

"How many of you," Holst asked the conven-

Speech by author of "Death of The Independent Retailer" stirs tempers.

tion, "have called your local CBS station and asked it to join the color parade?"

"How many of you have gotten in touch with your congressman regarding the stupid and asinine legislation which is being foisted off on us?"

In a speech entitled "Dealer/Distributor Relations As I See Them," Morris Schwab, vice president of D & H Distributing Co., Inc., Harrisburg, Pa., stated that there is no place in our economy for either the amateur small dealer or the amateur big dealer.

"The existence of different kinds of combinations of customers and of different kinds of products, will enhance the role of the small dealer if he accepts the responsibility of being professional in his approach to business," Schwab asserted.

"It's the customers who are going to decide whether the big dealers and mass merchants are

(Continued on page 43)

SELL THE

Big Differences

IN RCA WHIRLPOOL REFRIGERATORS . . .

THE LINE THAT'S FAMOUS FOR FEATURES



Model EMB-19MM

7 models have IceMagic® automatic ice maker . . . today's biggest refrigerator sales maker

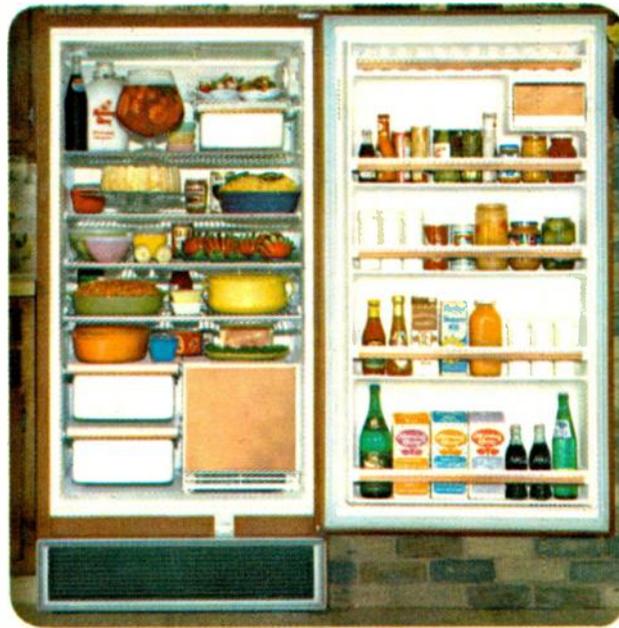


This is the feature people are asking for...and you have it to sell in seven different refrigerators, not just one or two high-end models! The IceMagic . . . the greatest convenience since automatic refrigeration . . . maintains a constant supply of ice with no messy trays to fill . . . no messy trays to spill . . . no stubborn trays to remove. A powerful national advertising program is pre-selling your prospects on RCA WHIRLPOOL refrigerators with exclusive IceMagic ice maker and you have the models to fill their needs in this complete selection!



Model EML-13C

2 manual defrost models—Quality refrigerators at a price . . . with full-width freezer sections, full-width crispers and convenient door storage. There are 11.0 and 13.0 cu. ft. sizes.



Model EMR-15S

2 All-Refrigerators—Big 15.4 cu. ft. refrigerators that are all fresh-food storage except the handy Cube 'n Food Locker. Model EMR-15SM has the IceMagic automatic ice maker.



Model EMT-12C

4 cycle defrost models with top freezer — Sizes from 12.3 to 14.1 cu. ft. All have bushel-size twin crispers and big "zero-degree" freezers. One features the IceMagic automatic ice maker.

18 models to sell in this feature-full line. A model for every prospect and every market . . . you can buy the model mix that's right for your market. Contact your RCA WHIRLPOOL distributor for the complete selling story on our '65 refrigerator line.

Exclusive CAROUSEL® Shelf

Leftovers can't be pushed to the back and forgotten on this shelf . . . because it has no back! Turns right, left or completely around, so foods are always up front where they're easy to find.

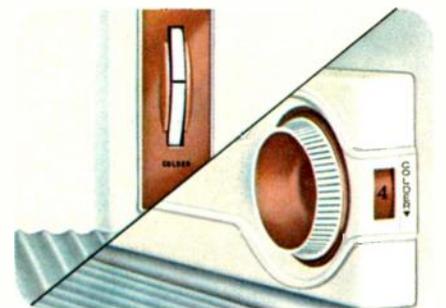


Exclusive Jet-Cold* Shelf

One more feature that's yours alone to sell . . . a shelf that chills foods and beverages up to twice as fast as they can be chilled on an ordinary shelf.

Sell the strongest No-Frost story in the industry

Icy air does the cooling in our true No-Frost system. You can show prospects that there are no drippy coils or frosty cycle plates cluttering up the refrigerator . . . and you can tell them they'll never again be bothered with defrosting!



Two adjustable cold controls and two air sensing thermostats provide independent regulation and instant cold recovery for both refrigerator and freezer sections. This is possible only in a true No-Frost system . . . and it's yours to sell in all 9 No-Frost models!



Model EMB-14S

Cycle defrost model with bottom freezer — 14 cu. ft. refrigerator with huge 167-lb. "zero-degree" freezer, bushel-size twin crispers, meat pan and handy door storage in refrigerator and freezer.



Model EMT-14IM

5 No-Frost models with top freezer — Sizes from 12.3 to 16.7 cu. ft. All have sealed crispers and separate cold controls for freezer and refrigerator. 2 models have IceMagic automatic ice maker.



Model EMB-16MM

4 No-Frost models with bottom freezer — Sizes from 14.1 to giant-capacity 18.5 cu. ft. Some have CAROUSEL and Jet-Cold Shelves and 3 models have IceMagic automatic ice maker. *Tmk.



Whirlpool

REFRIGERATORS FOR 1965

THESE 3 BIG DIFFERENCES CAN HELP YOU MAKE MORE MONEY SELLING RCA WHIRLPOOL FREEZERS

1. SALES-CLINCHING FEATURES HELP YOU SELL MORE



Built-in defrost drain

Show your prospects there's no more tiresome bailing and mopping up defrost water; it's removed through a built-in drain in minutes. Featured on chest and upright models.



Porcelain-enameled interior

With a coin show 'em how tough porcelain is, how it resists chipping, scratching and marring, how it gives long-lasting protection to the metal cabinet. Gleaming white, easy to clean.



Better door storage

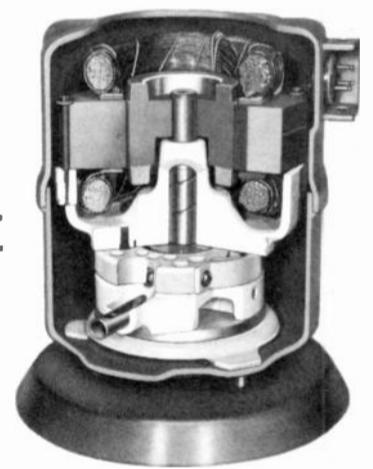
Full-width upright freezer door shelves store lots of food packages at your finger tips. And, unique top-coil design provides colder air throughout door shelves for better food preservation.

2. EASY TO INSTALL... SAVES YOU TIME AND MONEY



Chest freezers with flush hinges and handles can be guided easily through doorways as narrow as 28". This eliminates removing the freezer lid, which if not properly replaced can result in a bad seal and cost you another service call.

3. TOP QUALITY TO REDUCE YOUR SERVICE CALLS



Dependable, economical rotary compressor "wears in" instead of out. Provides extremely fast cold recovery even under adverse conditions. 14 of 16 models seal in cold with a "million" magnets, no latches or balloon gaskets to wear out.

SEE THE 9 NEW UPRIGHTS AND 7 NEW CHEST FREEZERS . . . CHOOSE THE MODEL-MIX THAT'S RIGHT FOR YOUR MARKET . . . CALL YOUR RCA WHIRLPOOL DISTRIBUTOR TODAY!



Whirlpool

CHEST AND UPRIGHT FREEZERS FOR 1965

(Continued from page 39)

going to take over the world; or whether there is going to continue to be an important place for the small professional dealer in this business," the distributor executive stated. "I believe that it is critical that we look at the customer we are trying to service and recognize that there are a great many kinds of customers . . . enough different kinds so that it takes various types of dealers who are willing, prepared, and capable of supplying the services to adequately satisfy what these different customers want."

In his banquet address, E. B. Weiss of Doyle Dane Bernbach, Inc., advertising agency, predicted that within 10 years 75 to 90 per cent of total retail volume will be divided between corporate and individual chains.

Weiss declared that he earnestly believes the independent retailer is doomed as an independent enterprise but that he will be reincarnated provided he worries about Sears and takes the proper action and reaction.

Most dealers, Weiss said, must give up "large gobs of independence" and meet size with size.

It is impossible for dealers even in small towns to escape Sears, the speaker continued, and other retail giants will follow Sears into the smallest towns.

The independent retailer to compete effectively must have his own private brand and seldom will he be able to develop this by himself, Weiss said.

Pointing to the food industry, Weiss stated that today independent food chains do as much volume as corporate food chains . . . "so it can be done."

The speaker also stated that he is firmly convinced that General Electric in time will own and operate its own chain of stores.

A belief that Sears and Montgomery Ward & Co. took 28 to 29 per cent of the TV business in 1964 was voiced to the convention by George Fezell, sales manager, TV-Radio Div., Magnavox Co. (This estimate was later disputed by another convention speaker, Bryce S. Durant, president of RCA Sales Corp. Durant credited the two

chains with garnering 13 per cent of TV sales.)

In his talk Fezell noted that both Sears and Wards are heavy advertisers and give credit for 19 per cent of the volume they do to advertising. Forty per cent of volume is credited to display, he added.

Ads run by the chains basically show three price categories—"good, better, and best," the Magnavox executive stated. When customers come into the store 30 per cent have already sold themselves up to the "best" category, and 60 per cent have sold themselves up to the "better" category, Fezell declared.

Another convention speaker, S. R. Herkes, vice president and general manager, Motorola

At the 1965 convention in Hollywood Beach, Fla., the board of directors of NARDA adopted a resolution prohibiting any board member from serving two consecutive terms. All former board members will serve as part of an advisory group to the board of directors. They can attend board meetings but cannot vote.

Below are the names of dealers who will serve as officers and directors of NARDA during 1965 (bold face indicates election at the 1965 convention):

President—Billy Yates, Dyersburg, Tenn.
Vice presidents: James P. Fulford, Washington, D. C.
 Stuart Greenley, Flint, Mich.
 Upton Ziesler, Manitowoc, Wis.

Secretary—Maurice Cohen, Cambridge, Mass.
Treasurer—Carl Barlow, Tulsa, Okla.
Chairman of the Board — Samuel M. Boyd, Springfield, Mass.
Chairman of the Executive Committee—Earl T. Holst, Des Moines, Ia.

Board of Directors:

- | | | |
|---|--|--|
| Bernard Artz, Brooklyn, N. Y. | John W. Fisher, Tucson, Ariz. | H. F. Pieratt, Lexington, Ky. |
| Tilman F. Babb, Dallas, Tex. | B. J. Green, Kalamazoo, Mich. | Sol Palk, Chicago, Ill. |
| Carl Barlow, Tulsa, Okla. | Rollie Grinder, Monrovia, Cal. | E. W. Reich, Indianapolis, Ind. |
| Harry H. Bloxom, Hampton, Va. | C. D. Grove, Jr., Alliance, O. | Jack Rice, Canton, O. |
| John Brown, Lebanon, N. H. | Veril C. Hedrick, Rockford, Ill. | William Sharpe, Atlanta, Ga. |
| Vernon Clark, Rochester, Minn. | Gerald Kaye, Westbury, N. Y. | Robert Short, Fargo, N. Dak. |
| Tom Carmichael, Seattle, Wash. | J. C. Mauldin, Columbus, Miss. | Samuel B. Singer, St. Louis, Mo. |
| Carroll W. Conn, Jr., Beaumont, Tex. | Connie McCarthy, Charlestown, Mass. | Peter Vrantikis, Salt Lake City, Utah |
| Thomas J. Connors, Lakewood, Colo. | Myles Myers, Sacramento, Cal. | Harold A. Wright, Shreveport, La. |
| | Al Perlman, Bridgeport, Conn. | Lamar G. Zimmerman, Jr., Elkhart, Ind. |



BANGING SUCCESSFUL CONVENTION to an adjournment are co-chairmen, Harry Snook (left), Charlotte, N. C., dealer, and G. Gilbert Smith, Florida retailer. Official registration for convention included 418 dealers, thus reportedly making it the largest NARDA convention of all time. Fifty dealers who attended were guests of Hupp Corp.

Inc., asserted that Sears will not only continue to dominate but also "with others engaged in their kind of merchandising could conceivably own the retail business if changes are not made in the way the independent retail outlets are being encouraged or, should I say, misguided."

"And how is Sears accomplishing these sensational increases (in sales)," Herkes asked, "By practicing fundamentals . . . by selling! By selling the product rather than price . . . by generating sufficient profits to give the customer what he desires above everything . . . adequate service and ultimate satisfaction."

In a panel discussion, Samuel Boyd, Springfield, Mass., dealer asserted that retailers have been aware of the character of competition for a long, long time "but our great white fathers, the manufacturers, have ignored it until today."

The average independent retailer seldom is competitive in newspaper advertising with the chain, Boyd asserted. Manufacturers say their name is worth more, but the upshot is that the consumer goes to see the chain merchandise and seldom buys the advertised model, he declared.

If manufacturers say they can't compete on price with chain store merchandise, Boyd said he would suggest they take a long hard look at the system of distribution because something is definitely wrong.

In the same panel discussion James Fulford, Washington, D. C., dealer, and veteran buying co-op member, advised that price is one of the least advantages to be derived from a co-op. Getting rid of a warehouse, having access to 20 times as much inventory, and cutting bookkeeping expense were cited as major advantages by Fulford.

Another panel member, Upton Ziesler, Manitowoc, Wis., dealer, urged retailers to get their credit set-ups in tune with the times. "Pushers" employed by firms such as Penney's and Woolworth's sell previous cash customers on the stores' credit plans, he noted.

"Don't be that old time merchant who now sells at low ball cash 90 day terms," the speaker admonished his audience. "Many customers will defer paying you for six to 12 months, because there is no carrying charge. What's more, well aware of the balance due you, they will stay away from your store. However, during this period, this same customer will patronize your competitor, who promotes his new sophisticated revolving credit plan."

(Continued on page 62)

NEW products

KELVINATOR has opened the door to color and art on refrigerator doors and made *objets d'art* and conversation pieces out of these appliances with the introduction of its "Originals," described by E. B. Barnes, vice president in charge of sales, as "one of the most revolutionary steps ever taken in the appliance industry." The "Kelvinator Originals" could well be the start of a new trend in the retailing of major appliances with special emphasis on custom design, similar to that in the retailing of furniture. Barnes said.

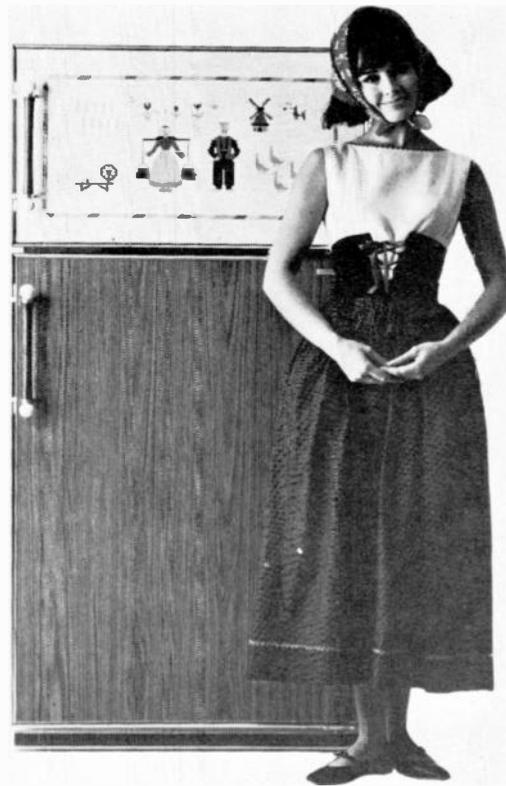
Thirty-three designs ranging from classically executed period pieces such as French Provincial and Early American to clever and novel designs such as a Jack of Hearts playing card and cowhide with a spur handle are included in Kelvinator's full line of refrigerators. The "Originals" are available in the 22-cu.-ft. "Foodarama," "Trimwall" models with top or bottom freezers and capacities of 16 cu. ft.; and 24-in., 10-cu.-ft. models and 5-cu.-ft. undercounter models. Range models available in matching "Originals" include built-in ovens, free-standing and eye-level models, along with built-in dishwasher. Matching units are in the following designs: "Carriage Lamp" (black with gold trim and carriage lamp); "French Provincial" (off-white with gold molding); "Delft" (blue and white with Delft tile); "Hacienda" (Spanish motif with textured leather-like vinyl and brass rosettes); "Town & Country" (louvred door style); and "Ranch" (genuine cowhide with brand and scars, name plate, and 24-karat gold handles). "Pennsylvania Dutch" (red barn siding with hex sign) is not available in "Foodarama."

Materials playing a key role in the imaginative regeneration of the refrigerator face include real fur, leather, simulated leather, wood, wood-planking, etc. Conventional chrome handles have been abandoned for handles inspired by the designs themselves, sometimes complementing the furniture quality, sometimes humorous adaptations of design elements, such as a bicycle wheel, puffs of smoke from a train, a stirrup, a hub cap, car crank, the "J" on a playing card, and a bullfighter's banderilla.

"Originals" are custom-made models available on order with 60-90 day delivery depending upon design. Because of their special nature, a separate franchise program has been established for dealers. Dealers will be asked to show three "Originals" styles (Kelvinator chooses the three shown, a spokesman said, with selection depending on the region) with specially created display background. "Originals" must be displayed separately, must be periodically advertised and given window display; and must be sold by properly trained and compensated salesmen (salesman must be getting highest commission paid for any appliance he sells). "Originals" prices range from \$950 for "Foodarama" models (\$1,000 for "Jade" style with automatic ice maker) to \$350 for most undercounter styles. Kelvinator Div., American Motors Corp., Detroit, Mich.

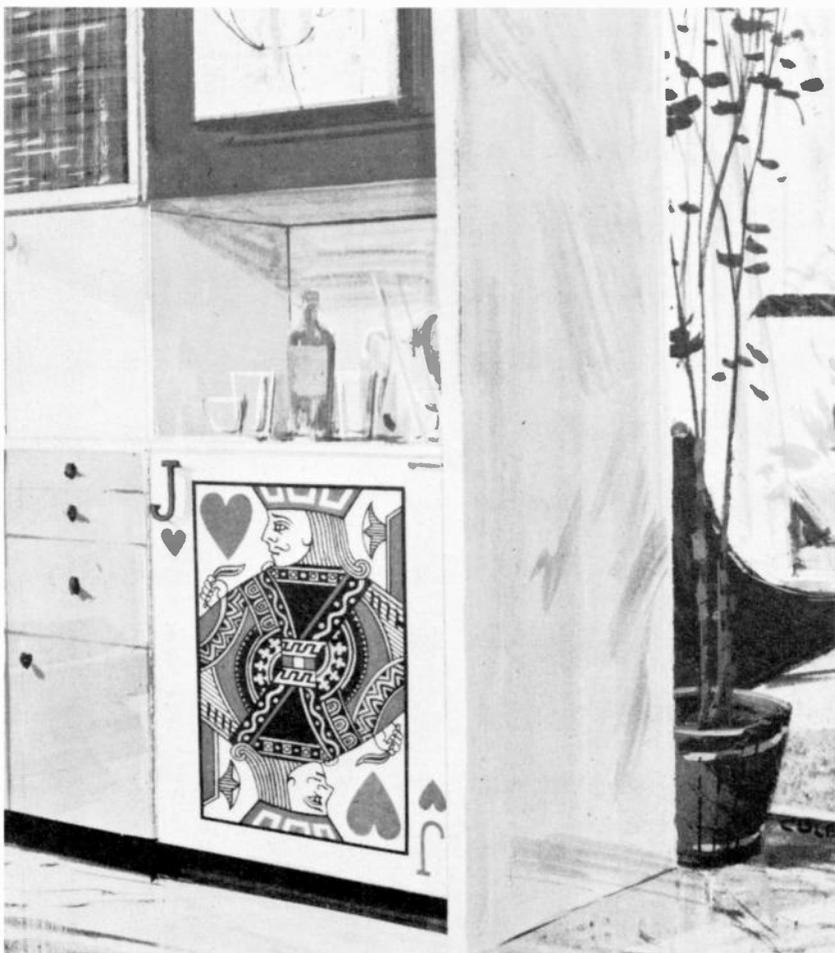


"El Toreador"



"Sampler"

"One-Eyed Jack"



"Country Store"



EASE OF SLICING bread with electric knife is demonstrated by Ethel Masso of Ronson. Knife weighs one pound, six ounces, and reportedly makes 3,000 strokes per minute. Suggested price: \$29.95.



HOTTEST ITEM at Webcor/Dormeyer booth is Electricarver, priced to sell at \$27.95. Charles Hakimian, director of marketing and sales, displays unit which weighs 22 oz., and has eight-ft. cord.



THIRTY SIX cup percolator is displayed at West Bend booth by C. W. Akin. Unit is listed at \$24.95.

Knives Are Hottest Items At Winter Housewares Show

Manufacturers predict big year for toothbrushes, vacs, coffeemakers.

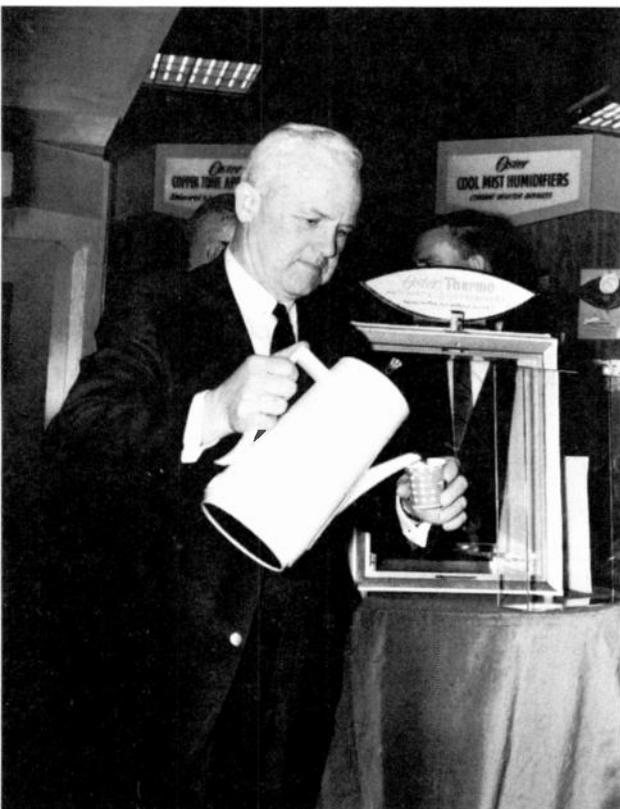
By ALAN C. ROSE

A record 61,183 persons filled McCormick Place in Chicago last month for the 41st semi-annual National Housewares Manufacturers Show, an increase of some 10,000 visitors over last winter.

The hottest single product at the show was once again the electric knife. Company spokesmen contacted during the week-long exposition emphasized that the demand for this item was growing to what should be record sales during 1965.

While knives, Teflon-coated frypans and coffeemakers continued to dominate the housewares scene, several new products including a can opener with a cutting wheel that never touches the food, and a portable automatic clothes dryer also drew a lot of attention from show visitors.

Manufacturers reported a continuing interest in such standbys as cordless toothbrushes, hair dryers, irons, vacs, and fans.



TESTING COFFEE to see if it's still hot after Oster coffeemaker has been disconnected for two hours is G. W. Orr, vice president of sales, for the company.



CLEAN CUT HYGIENIC can opener with cutting wheel that never touches the food is hottest item at Sunbeam booth according to B. H. Melton, vice president of sales. Full margin retail price is \$29.95.



PRIDE OF PRESTO booth is jumbo Dupont Teflon coated frypan held here by Robert G. Drew (left), national field sales manager for Presto, and Walter G. Ryberg, general sales manager for the company.



SMOKELESS, odorless char broiler called the Broilitzer is the pride and joy of the Cory booth according to Dora Pauley. Suggested retail price is \$59.95 complete.

Hottest Items



UNIQUE DEMONSTRATION at Hamilton Beach booth features animated mannequin used to exploit features of new electric knife. Man listens to taped pitch.



OSTER PRESIDENT Robert F. Draper displays thermo-electric coffeemaker with 10-cup capacity. Unit reportedly keeps coffee hot for two hours after it is unplugged. It is priced to sell at \$24.95.



FEATURES OF new Empress cleaner are explained to Charles Goran (right), of Neisner Bros., by Wm. H. Bowen, sales manager of Eureka. Canister vac, slated to sell at \$129.95, has new 2¼ h.p. motor.



VISITORS to week-long housewares show include Sol Polk (left), Polk Bros., Chicago, and Hardy Rickbeil, Rickbeil's, Inc., Worthington, Minn. Polk holds walkie-talkie with which he kept in touch with his buyers.



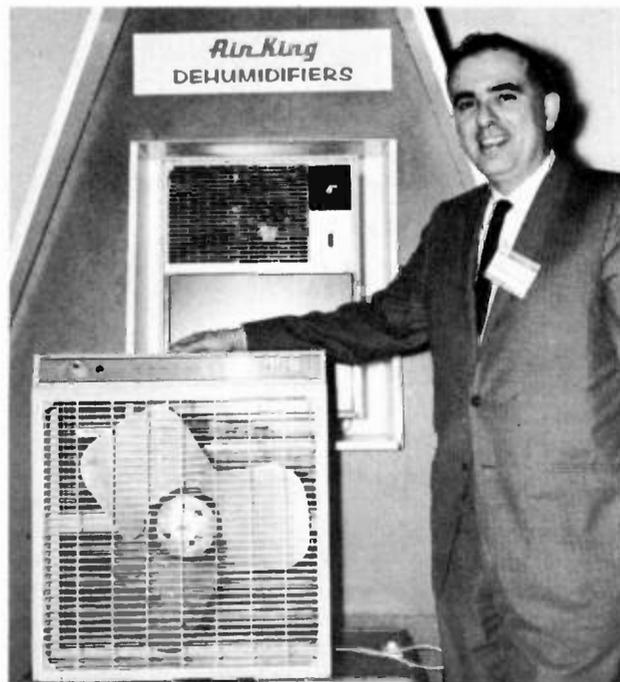
ELECTRIC KNIFE continues to be hot item for Westinghouse according to R. C. Gundaher, marketing manager for small appliances. This knife, model HKN2, is priced \$28.95.



NEW MIXER on right presents marked contrast to old fashioned unit, which according to Art Rascher, Kitchen Aid vice-president was used by homemakers for some 37 years.



STEAM N' SPRINKLE iron, held by Bob Kueser of Knapp Monarch, has reversible cord for left or right handed use, and is priced at \$12.88.

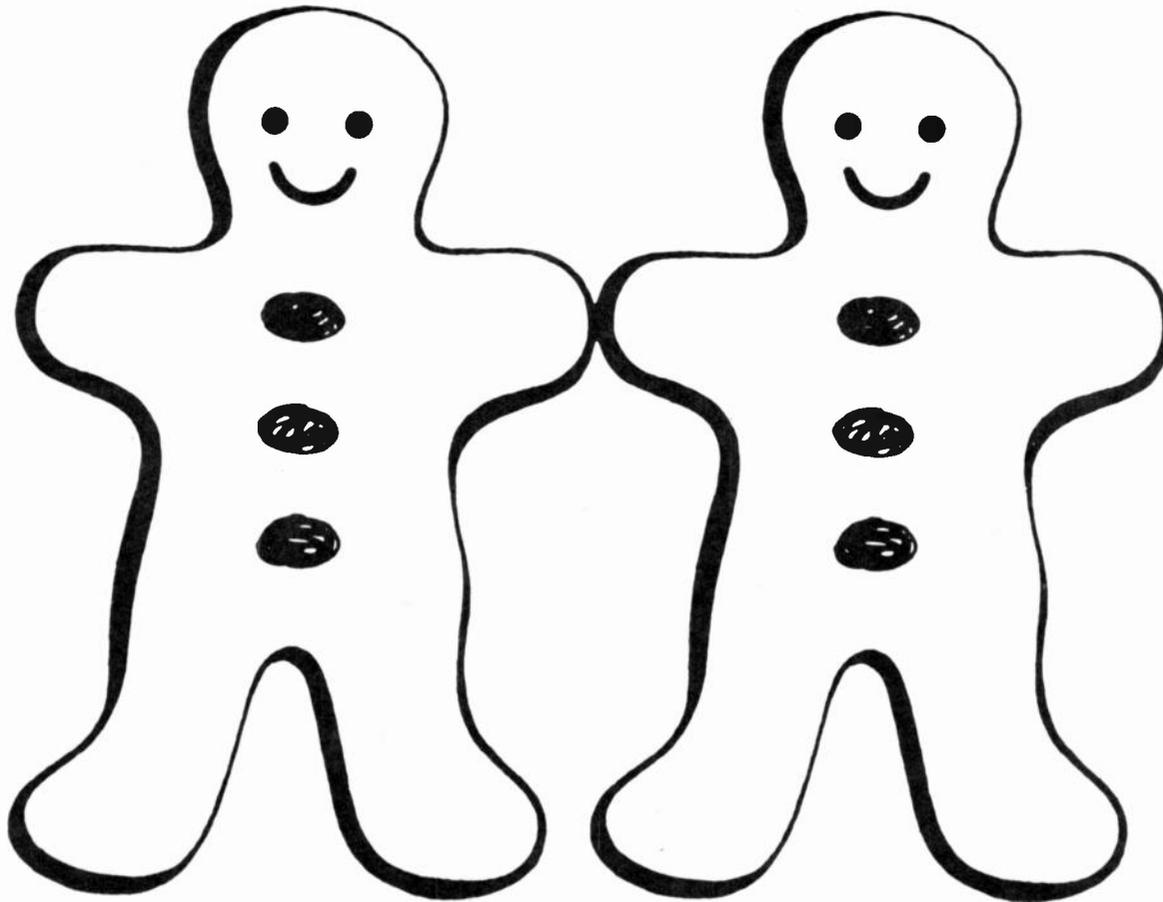


REASON FOR SMILE on the face of Berns Air King's W. J. Rosen, is great deal of interest booth visitors are showing in new cooling unit called the Penthouse. Fan is priced to sell at \$39.95.



HAMILTON BEACH'S electric knife, held by Edward P. Reavey, Jr., marketing director is described as one of this manufacturer's top products for 1965. All makers predict record knife sales this year.

you're twice the cook



with a new automatic range

Here's how U. S. Steel will help you sell more ranges this spring

U. S. Steel will launch its 1965 range promotion on March 15, and more housewives than ever will be reading about and hearing about the advantages of the new automatic ranges. The symbol of the two gingerbread cookies and the selling theme, "You're twice the cook . . . with a new automatic range," will appear with all elements of the campaign from March 15 through April 15.

Large space newspaper advertisements will get things started in 12 key markets. The ads will tell consumers about the new features of modern ranges and urge them to see the special displays at local dealers who will be listed in each market. Editorial kits will be sent to papers throughout the country to help them build special range advertising sections.

Television commercials in 12 markets will also promote

the advantages of the new ranges throughout the campaign, and direct buyers to the stores featuring the promotion's theme and symbol. And that can be *your* store. U. S. Steel has prepared free merchandising kits that include banners, salesmen's badges, reproduction art for tie-in advertising, and promotion suggestions that can make your store the one that sets new records for range sales. Tie in with U. S. Steel's spring range promotion. All it takes is the coupon. Send it today . . . and sell more ranges.

Watch for these two additional major appliance promotions from U. S. Steel in 1965



For the first time, room air conditioners will get a pre-season sales boost with this promotion.



Once again, U. S. Steel launches the "appliance industry's most successful sales promotion."

United States Steel

United States Steel, Room 7901
525 William Penn Place, Pittsburgh, Pa. 15230
Please send my free range promotion merchandising kit.

Name _____

Company _____

Address _____

City _____ State _____ Zip Code _____

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Reader's Digest 35¢ 1673

Reader's Digest

How Westclox set No-Cord Electric clock sales ahead 400%

"To introduce our new line of transistorized, 'No-Cord' Electric wall clocks to the consumer, our major effort was a color page in last December's Reader's Digest," says Robert L. Shaw, Marketing V. P. of Westclox.

"Sales increased dramatically in December and continued to rise in January and February, giving the new line a 400% sales increase over pre-advertising levels. Department store sales were even more impressive.

"This year, through our multi-line advertising, The Digest is again helping to sustain the momentum of Westclox No-Cord clock sales. The result: we now account for an estimated 50% of this market. Without a doubt, this success can be largely attributed to the selection of Reader's Digest for our initial introduction and follow-through."

People have faith in Reader's Digest. 14½ million U.S. families (25 million world-wide) buy each issue.

Agency for Westclox: MacManus, John & Adams

Displaytime

This Month Starring: SHAMROCKS

By WALTER H. HOGAN

MARCH is famous for the Ides that Caesar will never forget. It's the month that marks the battles of the Alamo, the "Monitor" and the "Merrimac," and the Boston Massacre. It saw the establishment of Standard Time, West Point, and the U. S. Post Office. And it marks the birthday anniversaries of Diesel (the engine), Pullman (the sleeping car), Bunsen (the burner), and Borglum (the Mt. Rushmore faces). But undoubtedly the most famous day for which March is known is the one that honors St. Patrick. So that is the peg on which is hung the display idea this month. And the color that predominates the display is, of course, green.

"Color is foremost among the factors in display which command the attention of the passerby and enhance the appearance of the show window," says Frank J. Bernard in his book, *Dynamic Display*. "Every single object gains in attraction through color. The color scheme thus becomes the crowning glory of the show window."

"But more than attracting attention, color influences sales most decidedly. Well used color favorably impresses the senses and puts the potential customer into a receptive frame of mind."

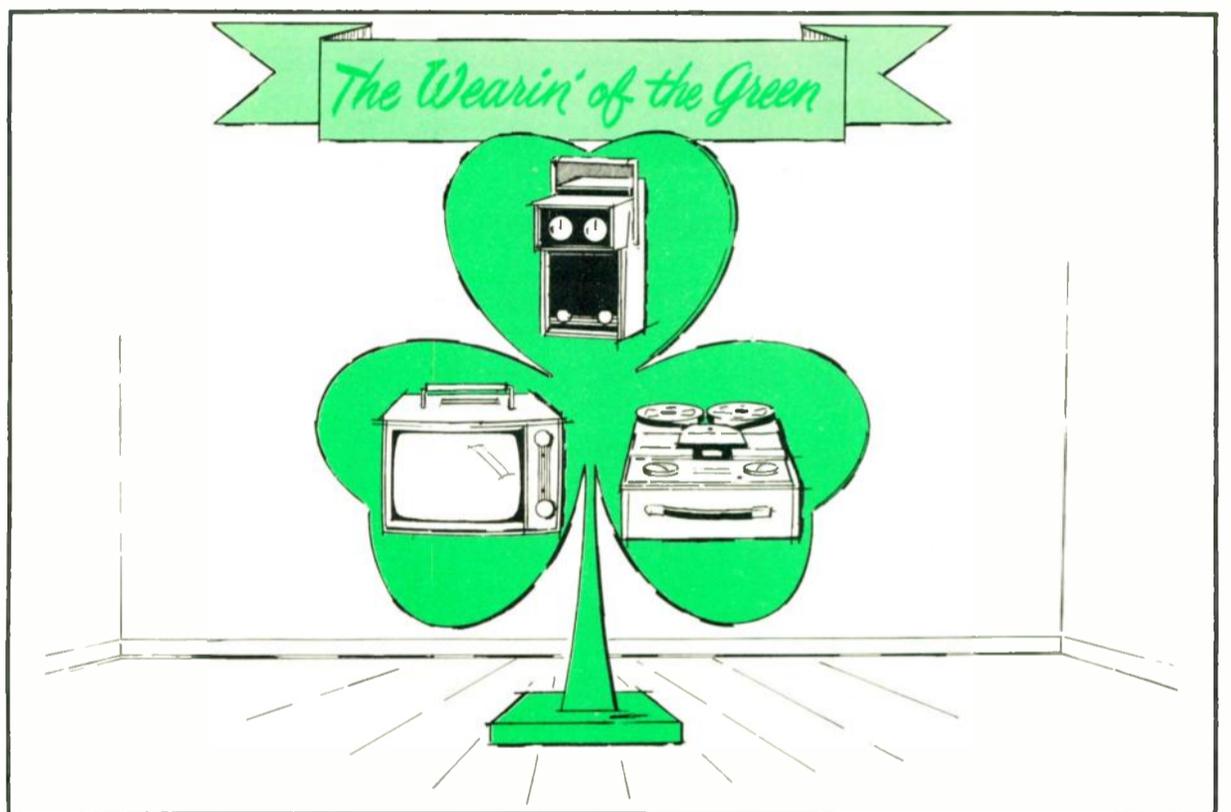
"It therefore pays the beginner to study color schemes created by leading display artists and by fashion designers."

"It is much better to compose a simple display in a becoming color scheme than a complicated display in a poor color scheme."

Bernard suggests that you procure a shade card from one of the textile manufacturers, fashion houses, or paint manufacturers that supplies large books with hundreds of samples of colors. Some books are slit in half, which makes aligning of various shades possible.

Among the tips on color from Bernard are:

(1) Use strong contrasts and "loud" colors with care. Make this your rule: The more intense a shade the smaller the area it should cover;



Sketch of shamrock display

or do not paint large surfaces in loud colors. The more intense a shade, the softer should be the second shade used in combination with the first; or, do not combine two or more loud colors.

(2) Make your color scheme suit the merchandise on display. The shade of floors, walls, and background should be either one of the main shades in the merchandise or a neutral shade. A white, cream, ivory or beige background will readily offset merchandise of any shade whatsoever without the risk of clashing.

(3) Light shades appear to deepen the window space, thereby seemingly increasing its size.

(4) Dark shades seem to bring the background closer, thereby shortening the window space.

DISPLAY IDEA: The sketch on this page shows an idea for a display that ties in with March 17, the one day of the year when "Everybody's Irish on St. Patrick's Day." Background of the display is a huge shamrock, cut out of felt or art paper (Kelly green, what else?). And in front of each leaf of the shamrock on a shelf or stand sits one of the products you're featuring; pictured in the sketch are small brown goods items: small TV, tape recorder, transistor radio. Banner above the shamrock says, "The Wearin' of the Green," and that's what these products (or the ones you choose to feature) will be doing—wearing price tags shaped like shamrocks (cut out from green art paper). Naturally, other items

you wish to feature can be arranged in your window at the base of the shamrock.

POSTER SET: A set of four beautiful, full-color posters is available with no charge to you from the Irish Tourist Office. The posters measure 25 in. wide x 40 in. high; one poster features a map of Ireland and the other three feature color shots of the Emerald Isle. These posters could add color and an Irish touch to your window or to the walls of your store where you are displaying the shamrock-tagged merchandise featured in your window. Write: *Irish Tourist Office, 33 East 50th St., New York, N. Y. 10022.*

SHAMROCK GIVEAWAY: So that your customers, too, can be wearin' the green, you might wish to give away shamrocks. Plastic shamrocks, 1½ in. high, are priced \$17 per 1,000; 5 cents each in quantities of 100. Shamrocks 2 in. high are priced \$22 per 1,000 or 6 cents each in quantities of 100. A 64-page catalog "jampacked with instant ideas to create your own miracle promotions" is priced \$1. Write: *Irving Nissman, Hewig-Marvic, 861 Manhattan Ave., Brooklyn 22, N. Y.*

(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.*)



Ireland



Ireland

Two from Irish poster set

1965 Air Conditioner Fact Sheet

On these two pages and on page 53, MART Magazine presents its annual quick-reference chart on salient features of 51 brands of room air conditioners. All cooling data except volts are rated and certified under NEMA Standard CN 1-1964 except Frigidaire, which is rated in accordance with NEMA standards, but is not certified by NEMA, and Koldwave, which is rated under ARI. Unless otherwise specified, all BTU ratings shown apply to 60-cycle operation. Publication dates for directories under the NEMA certification program this year are January 15, May 15 and October 15.

ADMIRAL ADMIRAL SALES CORP. CHICAGO, ILL.

Model	Volts	BTU/hr	Amps	Watts
Standard window models:				
455A8	115	4,500	7.5	800
455A8H	115	4,500	7.5	800
525A8	115	5,200	8.3	800
605A9	115	6,000	8.8	950
675B7	115	6,700	7.5	860
845B12CH	115	8,400	12.0	1,250
865B12	115	8,600	12.0	1,250
955B23H	230/208	9,500/9,300	7.0/7.2	1,500/1,500
965C12CP	115	9,600	11.8	1,300
965C12	115	9,600	12.0	1,375
1035C12H	115	10,300	12.0	1,420
1055C12	115	10,500	12.0	1,420
1185C230H	230/208	11,800/11,500	9.2/10.0	1,950/1,950
1205C230	230/208	12,000/11,800	9.2/10.0	1,950/1,950
1505C230	230/208	15,000/14,800	11.7/12.0	2,450/2,450
1705C23	230	17,000	13.2	2,850
1855C23H	230	18,500	14.4	3,100
1905C23	230	19,000	14.4	3,100
Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:				
2265D23H	230/208	22,600/22,600	14.5/15.5	3,100/3,100
2955D23	230	29,500	15.6	3,450
2905D23	230	29,000	17.5	3,750

50-Cycle Models				
Standard window models:				
1245C522	220	12,400	11.8	2,350
1425C522	220	14,200	12.0	2,400
1585C522	220	15,800	13.4	2,800

AIR CHIEF THE FIRESTONE TIRE & RUBBER CO. AKRON, O.

Model	Volts	BTU/hr	Amps	Watts
Standard window model:				
5-G-429	115	8,300	12.0	1,300
Standard window model. Also certified for through-the-wall application when outdoor air openings are not closed:				
5-G-430	230/208	18,000/17,500	12.5/13.5	2,800

AIRTEMP AIRTEMP DIV., CHRYSLER CORP. DAYTON, O. 45401

Model	Volts	BTU/hr	Amps	Watts
Standard window models:				
S08-51	115	5,000	8.2	885
S09-51	115	6,000	8.7	950
T23-53	230	18,500	9.3	2,000
T25-434	230	23,000	15.5	3,450
T25-48	208	23,500	17.5	3,550
T25-43	230	23,500	15.5	3,500
T31-43	230/208	27,500/27,000	17.2/18.4	3,800
T41-48	208	32,000	24.0	5,000
T41-43	230	32,500	22.5	5,000
Casement window models:				
C10-41	115	5,000	7.5	900
C10-42	115	7,500	11.7	1,300
Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:				
A10-41	115	6,400	7.5	900
S11-51	115	6,400	7.5	900
S10-524	115	8,000	12.0	1,300
S10-52	115	8,200	12.0	1,300
A10-42	115	8,400	11.5	1,300
S11-52	115	8,800	11.5	1,300
A10-48	208	9,600	7.6	1,500
A10-43	230	8,600	7.0	1,500
S10-53	230/208	9,600/9,300	7.8/7.5	1,500
S11-53	230/208	9,600/9,300	7.8/7.5	1,500
H13-52	115	11,300	12.0	1,350
A12-48	208	11,500	9.6	1,925
A12-43	230	11,500	8.8	1,925

AMBASSADOR ALLIED PURCHASING CORP. NEW YORK, N. Y.

Model	Volts	BTU/hr	Amps	Watts
Standard window models:				
B4005	115	4,200	9.0	850
B5005	115	5,000	10.2	1,050
B5105	115	5,300	10.0	1,050
B5115	115	5,300	10.0	1,050
B6705	115	6,300	7.5	875
B6715	115	6,300	7.5	875
B8105	115	8,600	12.0	1,300
B8115	115	8,600	12.0	1,300
B10105	115	10,000	12.0	1,400
B10115	115	10,000	12.0	1,400
Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:				
B6725	115	6,300	7.5	875
B6735	115	6,300	7.5	875
B8125	115	8,600	12.0	1,300
B8135	115	8,600	12.0	1,300
B9205R	230/208	9,200/8,500	6.5/7.1	1,400/1,400
B9215R	230/208	9,200/8,500	6.5/7.1	1,400/1,400
B9205	230/208	9,000/8,000	6.5/7.1	1,350/1,350
B9215	230/208	9,000/8,000	6.5/7.1	1,350/1,350
B9225	230/208	9,000/8,000	6.5/7.1	1,350/1,350
B9235	230/208	9,000/8,000	6.5/7.1	1,350/1,350
B10125	115	10,000	12.0	1,400
B10135	115	10,000	12.0	1,400
B11205	230/208	10,800/10,600	8.4/8.7	1,700/1,700
B11215	230/208	10,800/10,600	8.4/8.7	1,700/1,700
B11225	230/208	10,800/10,600	8.4/8.7	1,700/1,700
B11235	230/208	10,800/10,600	8.4/8.7	1,700/1,700
B12205R	230/208	11,700/11,400	9.6/10.5	1,900/1,900
B12215R	230/208	11,700/11,400	9.6/10.5	1,900/1,900
B12205	230/208	12,000/11,700	9.6/10.5	1,900/1,900
B12215	230/208	12,000/11,700	9.6/10.5	1,900/1,900
B12225	230/208	12,000/11,700	9.6/10.5	1,900/1,900
B12235	230/208	12,000/11,700	9.6/10.5	1,900/1,900
B14025R	230/208	13,700/13,400	10.5/11.0	2,200/2,150
B14025	230/208	13,700/13,400	10.5/11.0	2,200/2,150
B17023A	230	16,500	13.5	2,960
B17023A	230	16,500	13.5	2,960
B17025R	230/208	16,500/16,000	12.7/12.9	2,600/2,550
B817025R	230/208	16,500/16,000	12.7/12.9	2,600/2,550
B17025	230/208	17,000/16,600	12.7/12.9	2,600/2,550
B817025	230/208	17,000/16,600	12.7/12.9	2,600/2,550
B20025R	230/208	19,800/19,000	14.3/15.1	3,150/3,050
B20025R	230/208	19,800/19,000	14.3/15.1	3,150/3,050
B20023	230	20,000	14.3	3,000
B20023	230	20,000	14.3	3,000
B20025	230/208	20,000/19,300	14.3/15.1	3,150/3,050
B20025	230/208	20,000/19,300	14.3/15.1	3,150/3,050
B22025	230	22,500	15.5	3,400
B22025	230	22,500	15.5	3,400
B29025R	230	24,000	16.0	3,800
B25005	230	24,500	18.5	3,800
B25025	230	25,000	16.0	3,600
B30025	230	30,000	23.0	5,100
Standard window models. Also certified for through-the-wall application:				
B6745	115	6,000	9.6	1,025
B8145	115	8,000	13.5	1,450

F2530

F2531	115	5,300	10.0	1,050
F2532	115	6,300	7.5	875
F2537	115	6,300	7.5	875
F2544	115	8,600	12.0	1,300
F2545	115	8,600	12.0	1,300
F2560	115	10,000	12.0	1,400
F2561	115	10,000	12.0	1,400
Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:				
F2538	115	6,300	7.5	875
F2539	115	6,300	7.5	875
F2546	115	8,600	12.0	1,300
F2547	115	8,600	12.0	1,300
F2552	230/208	9,000/8,800	6.5/7.1	1,350/1,350
F2553	230/208	9,000/8,800	6.5/7.1	1,350/1,350
F2554	230/208	9,000/8,800	6.5/7.1	1,350/1,350
F2555	230/208	9,000/8,800	6.5/7.1	1,350/1,350
F2562	115	10,000	12.0	1,400
F2563	115	10,000	12.0	1,400
F2568	230/208	10,800/10,600	8.4/8.7	1,700/1,700
F2569	230/208	10,800/10,600	8.4/8.7	1,700/1,700
F2570	230/208	10,800/10,600	8.4/8.7	1,700/1,700
F2571	230/208	10,800/10,600	8.4/8.7	1,700/1,700
F2576	230/208	12,000/11,700	9.6/10.5	1,900/1,900
F2577	230/208	12,000/11,700	9.6/10.5	1,900/1,900
F2578	230/208	12,000/11,700	9.6/10.5	1,900/1,900
F2579	230/208	12,000/11,700	9.6/10.5	1,900/1,900
F2596	230/208	14,000/13,700	10.5/11.0	2,200/2,150
F2597	230/208	14,000/13,700	10.5/11.0	2,200/2,150
F2604	230/208	17,000/16,600	12.7/12.9	2,600/2,550
F2605	230/208	17,000/16,600	12.7/12.9	2,600/2,550
F2616	230/208	20,000/19,300	14.3/15.1	3,150/3,050
F2617	230/208	20,000/19,300	14.3/15.1	3,150/3,050
F2628	230	22,500	15.5	3,400
F2629	230	22,500	15.5	3,400

BRADFORD W. T. ORANT CO. NEW YORK, N. Y.

Model	Volts	BTU/hr	Amps	Watts
Standard window models:				
G1457	115	5,000	7.5	840
G1465	115	6,000	9.5	1,020
Standard window models. Also certified for through-the-wall application:				
G1473	115	8,700	11.7	1,340
G1481	230	15,000	11.7	2,400
G1499	230	17,000	12.8	2,800

CARRIER CARRIER AIR CONDITIONING CO. SYRACUSE, N. Y. 13201

Model	Volts	BTU/hr	Amps	Watts
Standard window models:				
S1RC0771	115	6,700	7.5	875
S1RE0771	115	6,700	7.5	875
S1RC0931	115	8,100	12.0	1,350
S1RE0931	115	8,700	12.0	1,350
Standard window models. Also certified for through-the-wall application:				
S1RA0771	115	6,700	7.5	875
S1RB0771	115	6,700	7.5	875
S1MC0881	115	8,100	12.0	1,280
S1RB0931	115	8,100	12.0	1,350
S1RA0991	115	8,700	12.0	1,350
S1MC0992	230	8,700	7.6	1,430
S1MC0953	230	8,700	6.8	1,430
S1RB0992	230	9,000	9.5	1,750
S1RB0993	230	9,000	8.5	1,700
S1RA1102	208	11,000	9.7	1,950
S1RA1103	208	11,000	9.0	1,900
S1PQ1543	230	13,000	11.0	2,165
Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:				
S1TC1402	208	12,500	8.5	1,690

H12-532	230	12,000	8.0	1,650
H12-534	230	12,300	9.0	1,950
H13-53	230/200	12,300	9.6/9.8	2,040
H15-53	230	13,200	7.5	1,625
H17-53	230/200	14,000/13,700	11.5/12.0	2,350
H18-534	230	15,300	10.0	2,100
H19-53	230/200	15,000/15,300	13.0/13.5	2,650
H21-50	200	17,500	15.0	2,750
H21-53	230	18,000	12.5	2,750

Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

A10-41	115	6,200	7.5	950
A10-42	115	8,500	12.0	1,350
A10-40	200	9,200	8.0	1,550
A10-43	230	9,300	7.2	1,550
A12-40	200	11,100	10.0	1,980
A12-43	230	11,100	9.2	1,980

NOTE: The above six models are also listed in the preceding section for use when outdoor-air side openings are not closed.

50-Cycle Models:
Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

A10-15	230	8,800	6.5	1,400
H10-152	230	10,300	7.5	1,640
H10-15	230	10,500	7.5	1,675
H15-152	230	13,000	9.0	2,000
H15-15	230	13,200	8.5	1,900
H20-15	230	15,700	12.0	2,550

50/60-Cycle Models:
Standard window model:
T25-56 200/230 20,000/23,500 15.3/15.5 2,950/3,500

Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

A10-56	200/230	8,300/9,600	7.5/7.0	1,400/1,500
A12-56	200/230	8,800/11,500	9.0/8.8	1,650/1,925
H17-56	200/230	12,000/14,000	12.0/11.5	2,800/2,350
H21-56	200/230	15,000/18,000	13.2/12.5	2,450/2,750

ALASKAIR
DYNAMIC VENDING CORP.
NEW YORK, N. Y.

Model	Volts	BTU/hr	Amps	Watts
515	115	5,000	7.5	850
615	115	6,000	7.5	900
715	115	7,000	8.2	960
915	115	9,500	12.0	1,250
925	230/200	9,500	6.5/7.0	1,350
1215	115	12,000	12.0	1,480
1325	230/200	13,000	8.0/8.5	1,600
1525	230/200	15,000	9.0/8.5	1,950
1825	230/200	18,500	11.6/12.4	2,550
2425	230	24,000	15.5	3,450

AMANA
AMANA REFRIGERATION, INC.
AMANA, IA. 52203

Model	Volts	BTU/hr	Amps	Watts
107-2C	115	6,300	7.5	900
108-2C	115	8,900	11.0	1,200
109-2CH	115	8,700	12.6	1,400
109-3CH	230/200	8,700/8,400	6.3/6.7	1,400
109-2C	115	9,000	12.0	1,400
109-3C	230/200	9,000/8,700	6.3/6.7	1,400
210W-3BH	230/200	10,400/10,200	7.4/7.8	1,550
210W-3B	230/200	10,600/10,400	7.4/7.8	1,550

Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

5-2B	115	5,200	7.5	830
7-2B	115	6,300	7.5	900
8-2B	115	7,800	10.0	1,100
9-2BH	115	8,700	12.0	1,350
9-3BH	230/200	8,700/8,400	6.3/6.7	1,350/1,350
9-2B	115	9,000	12.0	1,350
9-3B	230/200	9,000/8,700	6.3/6.7	1,350
210-3B	230	10,400	8.0	1,590
211-2B	115	10,800	12.0	1,380
212D-3CH	230/200	12,400/12,200	9.0/9.4	1,900
212D-3C	230/200	12,800/12,400	9.0/9.4	1,900
213-3BH	230/200	12,800/12,600	9.0/9.4	1,950
213-3B	230/200	13,000/12,800	9.0/9.4	1,950
216-3BH	230/200	16,100/15,800	11.8/13.0	2,550
217D-3CH	230/200	16,300/15,900	12.0/13.2	2,575
216-3B	230/200	16,500/16,200	11.8/13.0	2,550
217D-3C	230/200	17,000/16,800	12.0/13.2	2,575
218-SPH	230/200	17,300/16,900	12.0/13.2	2,650
219-3BH	230/200	17,800/17,500	12.0/13.2	2,650
218-SP	230/200	18,000/17,600	12.0/13.2	2,650
219-3B	230/200	18,500/18,100	12.0/13.2	2,650
324-3BH	230/200	23,000/22,600	15.0/16.0	3,400
324-3B	230/200	24,000/23,600	15.0/16.0	3,400
328-3BH	230/200	28,000/27,500	19.0/20.0	3,800
329-3B	230/200	29,000/28,500	19.0/20.0	3,800

50-Cycle Models:
Standard window models. Also certified for through-the-wall application:

109-5CH	230/200	8,700/8,400	6.3/6.7	1,400
109-5C	230/200	9,000/8,700	6.3/6.7	1,400

B8245	230/200	8,000/8,000	7.0/7.0	1,450/1,450
B10245	230/200	10,000/10,000	8.8/8.8	1,700/1,700

Case ment window models. Also certified for standard window application:

B415	115	4,200	8.5	900
B615	115	6,000	10.0	1,050

AMC
AIMCEE WHOLESALE CORP.
NEW YORK, N. Y.

Model	Volts	BTU/hr	Amps	Watts
GC507565K	115	5,000	7.5	825
GP508565	115	5,000	8.5	850
GC657575K	115	6,500	7.5	865
GC801275K	115	8,000	12.0	1,300
GC837585K	115	8,500	7.5	875
GC101275K	115	10,000	12.0	1,400

Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

GC657575	115	6,500	7.5	865
GC801275	115	8,000	12.0	1,300
GC101275	115	10,000	12.0	1,400
GC122385	230	12,000	8.5	1,800
GC152385	230	15,000	11.5	2,375
GP152345	230	15,000	12.0	2,500
GC182385	230	18,000	12.0	2,700
GC242355	230	24,000	14.5	3,060

Case ment window models. Also certified for standard window application:

C547515	115	5,500	7.5	850
C609515	115	6,000	9.5	1,050

AMERICA'S BEST
MOORE-HANDLEY, INC.
BIRMINGHAM, ALA.

Model	Volts	BTU/hr	Amps	Watts
AB105	115	10,000	12.0	1,400
AB155	230	15,000	12.0	2,450
AB245	230	24,000	15.0	3,450

ANTAR
ANTAR INDUSTRIES, INC.
NEW YORK, N. Y.

Model	Volts	BTU/hr	Amps	Watts
LS455	115	4,200	9.0	850
LS555	115	5,000	10.2	1,050
LS655	115	5,300	10.0	1,050
SS655	115	6,300	7.5	875
SS855	115	8,600	12.0	1,300
DS1055	115	10,000	12.0	1,400

Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

SS655N	115	6,300	7.5	875
SS855N	115	8,600	12.0	1,300
SS805H	230/200	8,700/8,500	6.5/7.1	1,400/1,400
SS805	230/200	9,000/8,800	6.5/7.1	1,350/1,350
SS805H	230/200	9,000/8,800	6.5/7.1	1,350/1,350
DS1055H	115	10,000	12.0	1,400

Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

DS1005	230/200	10,800/10,600	8.4/8.7	1,700/1,700
DS1005H	230/200	10,800/10,600	8.4/8.7	1,700/1,700
DS1005H	230/200	11,700/11,400	9.6/10.5	1,900/1,900
DS1205	230/200	12,000/11,700	9.6/10.5	1,900/1,900
DS1205H	230/200	12,000/11,700	9.6/10.5	1,900/1,900
C1405H	230/200	13,700/13,400	10.5/11.0	2,200/2,150
C1405	230/200	14,000/13,700	10.5/11.0	2,200/2,150
C1705H	230/200	16,500/16,000	12.7/12.9	2,600/2,550
C1705	230/200	17,000/16,500	12.7/12.9	2,600/2,550
C2005H	230/200	18,600/18,000	14.3/15.1	3,150/3,050
C2005	230/200	20,000/19,300	14.3/15.1	3,150/3,050
C2205	230	22,500	15.5	3,400
D2505H	230	24,000	16.0	3,600
D2585	200	24,500	18.5	3,800
D3005	230	25,000	16.0	3,600
D3505	230	30,000	23.0	5,100

Case ment window models. Also certified for standard window application:

P455	115	4,200	8.5	900
P655	115	6,000	10.0	1,050

50-Cycle Models:
Standard window model:
KC1554 240 14,500 10.5 2,200

Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

SS805K	230	8,800	7.0	1,400
DS1005K	230	10,800	8.5	1,700
C1705K	230	16,500	11.0	2,350
D2505K	230	24,500	17.0	3,700

ATKINS
FREDERICK WHOLESALE CORP.
NEW YORK, N. Y.

Model	Volts	BTU/hr	Amps	Watts
F2500	115	4,200	9.0	850
F2520	115	5,000	10.2	1,050

51TC1403	230	12,500	8.2	1,690
51TA1403	230/200	13,500	9.5/10.0	1,990
51TA2003	230/200	18,000	13.0/14.0	2,750
51TA2403	230	22,500	15.5	3,350

50-Cycle Models:
Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

51MQ0857	230	8,200	6.5	1,300
51PA1217	230	10,200	6.3	1,275
51PQ1547	230	13,500	13.0	2,800

CATALINA
WHITE STORES, INC.
WICHITA FALLS, TEX.

Model	Volts	BTU/hr	Amps	Watts
WCF-05	115	5,100	8.7	965
WCF-06	115	6,000	7.5	850
WCF-10	115	10,300	12.0	1,360
WCF-12	230	12,200	9.5	2,000
WCF-18	230	18,200	13.7	2,900
WCF-25	230	25,000	15.9	3,600
WCF-29	230	29,000	18.5	4,050

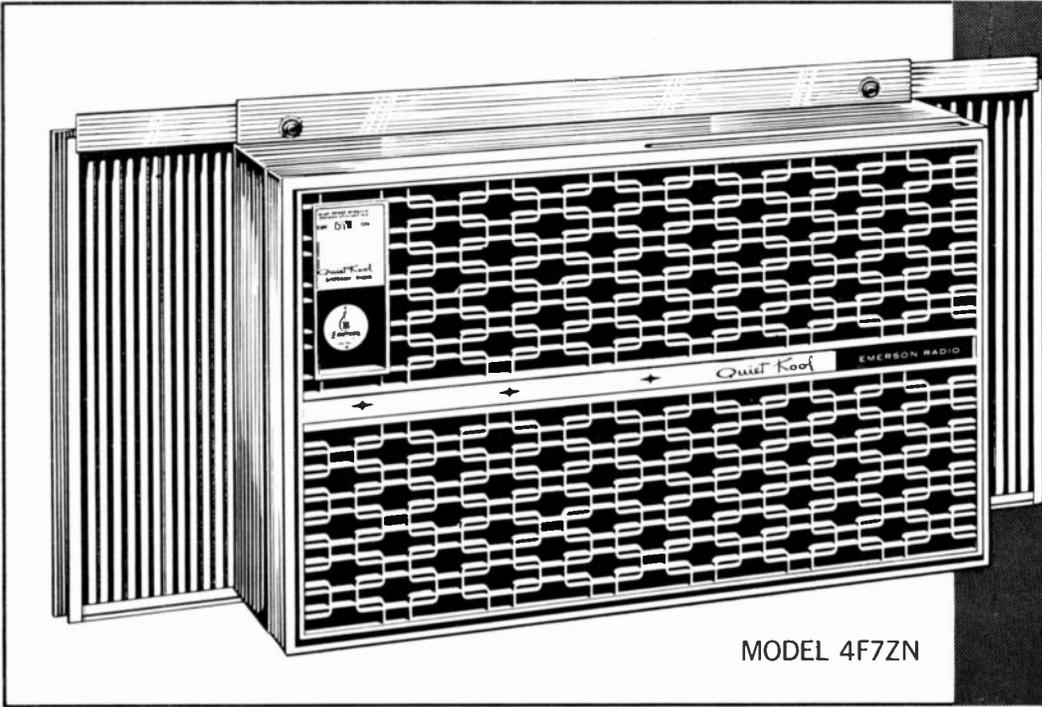
COLDSPOT
SEARS, ROEBUCK AND CO.
CHICAGO 7, ILL.

Model	Volts	BTU/hr	Amps	Watts
253.65090	115	5,000	7.5	825
253.65050	115	5,000	8.5	850

Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

106.65070	115	6,300	9.5	1,040
106.65130	115	6,500	7.5	890
106.65150	115	8,500	12.0	1,360
106.65160	230	9,800	8.0	1,570
106.65210	115	10,500	12.0	1,350
106.65211	115	10,500	12.0	1,350
106.65170	115	11,000	12.0	1,350
106.65270	115	11,000	12.0	1,350
106.65190	115	11,000	12.0	1,400
106.65180	230	12,600	10.0	2,080
106.65760	230	14,500	11.0	2,300
106.65770	230	14,500	11.0	2,300
106.65700	230	14,800	11.0	2,300
106.65740	230	18,000	13.0	2,700
106.65730	208	18,000	14.5	2,700
106.65620	230	18,500	13.0	2,600
106.65621	230	18,500	13.0	2,600
106.65720	230	18,500	13.0	2,600
106.65820	230	22,000	15.0	3,200
106.65830	230	21,000	15.0	3,200
106.65810	208	23,000	16.0	3,200
106.65640	230	23,000	14.5	3,100
106.65890	230	23,000	14.5	3,100
253.64920	230	25,500	18.0	3,800
253.64930	230	25,500	18.0	3,800
253.64900	230	26,000	18.0	3,800
253.65890	230	28,		

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MODEL 4F7Z

WITH
**EASIEST-SELLING
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AIR CONDITIONING
HISTORY**

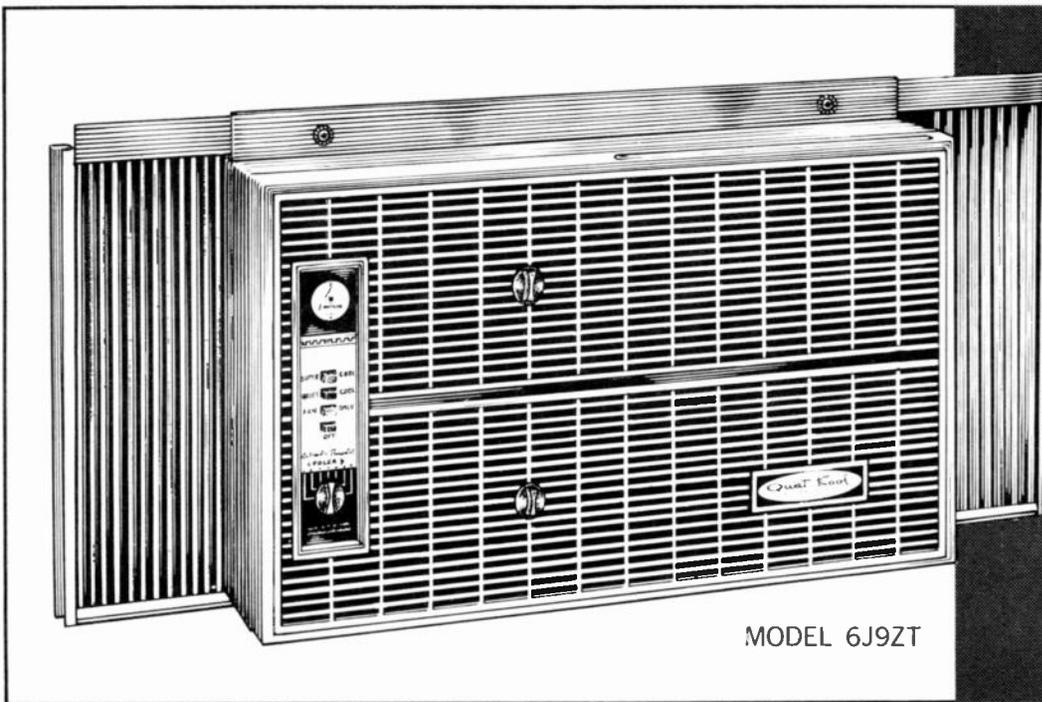
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ONLY FOR MULTIPLE SALES & PROFITS

NEW INSTANT INSTALLING KOM-PACT
4,000 BTU'S OF CERTIFIED COOLING POWER...
ECONOMICAL 115 VOLT, 7½ AMP. OPERATION



This new model of a tested and proven performer features up-front controls, permanent easy-access filter . . . a full 5-year warranty* . . . and is the air conditioner every home can use, every family can afford!

*All Quiet Kool air conditioners have a full 5 year replacement parts warranty on the entire sealed hermetic system.



MODEL 6J9ZT

WITH
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6,000 BTU UNIT
THAT
SELLS FOR
\$149⁹⁵**
ONLY WITH A FULL PROFIT

INSTANT INSTALLING SUPER KOM-PACT
6,000 BTU'S OF CERTIFIED COOLING POWER...
ECONOMICAL 115 VOLT, 9½ AMP. OPERATION



Volume-priced, the most-popular-capacity model has every deluxe feature including: 2-speed cooling and air circulation control, fully automatic thermostat, and up-front pushbutton controls . . . the high-efficiency unit of proven performance!

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6F7AT 6F7ZT 11F1MT 6D9C 24F2ST DB3

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WRITE, WIRE OR PHONE YOUR QUIET KOOL DISTRIBUTOR TODAY! **Quiet Kool** Division of Emerson Radio Inc. 680 FIFTH AVENUE, NEW YORK N.Y. 10019

BIG ADVERTISING SUPPORT—PAGE AFTER PAGE IN LOOK MAGAZINE

1965 Air Conditioner Fact Sheet

NORGE (International) (Continued)

50-Cycle Models:
Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

ACE-6A31-0	220	7,000	5.6	1,080
ACE-6B41-0	220	8,600	6.0	1,270
ACE-6C41-0	220	16,500	12.2	2,500
ACE-6D91-0	220	22,000	15.5	3,075

Through-the-wall models. Also certified for standard window application:

ACE-6B56-0	220	8,600	6.0	1,270
ACE-6B66-0	220	12,500	9.7	2,000

PENNCREST J. C. PENNEY CO., INC. NEW YORK, N. Y.

Model	Volts	BTU/hr	Amps	Watts
Standard window models:				
865-5260	115	6,000	9.0	1,075
865-5280	115	8,000	12.0	1,300
Casement window model:				
865-1560	115	6,000	9.5	1,020

Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

865-5215	230	15,000	12.0	2,450
865-5218	230	18,000	13.0	2,800
865-5226	230	26,000	18.0	3,800

PERFECTION HUPP CORP., INTERNATIONAL DIV. GREENVILLE, MICH.

Model	Volts	BTU/hr	Amps	Watts
50-Cycle Models:				
Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:				
P2511	230	11,000	8.0	1,600
P2516	230	16,000	11.0	2,400
P3522	230	21,500	14.5	3,100

PHILCO PHILCO CORP. PHILADELPHIA 24, PA.

Model	Volts	BTU/hr	Amps	Watts
Standard window model:				
5AC51	115	5,000	7.5	875
Casement window model. Also certified for standard window application:				
6AC41	115	6,000	9.5	1,020

Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

7AC53	115	6,000	7.5	875
9AC51	115	8,700	11.4	1,300
9AC54	230/208	8,700/8,800	5.9/6.3	1,300
9AC55	115	9,900	12.0	1,425
10AC56	230	9,500	7.5	1,350
10AC51	115	9,600	12.0	1,425
11AC51	115	11,400	12.0	1,330
12AC52	230	12,000	9.2	1,950
13AC52	230	12,000	7.7	1,625
14AC56	230	14,000	10.0	2,150
14AC54	230/208	14,000/13,700	12.0	2,575

16AC52 230 16,000 12.0 2,700

19AC52 230 19,000 14.0 3,050

20AC52 230 19,500 9.8 2,140

25AC52 230 25,500 15.5 3,500

27AC52 230 27,200 14.2 3,000

50-Cycle Models:
Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

9AC58	230	8,700	6.3	1,375
10AC58	230	10,000	7.6	1,650
12AC58	230	12,000	8.3	1,760
16AC58	230	16,000	13.0	2,600

QUIET KOOL BY EMERSON RADIO EMERSON RADIO & PHONOGRAPH CORP. WOODBRIDGE, N. J.

Model	Volts	BTU/hr	Amps	Watts
Standard window models:				
4F72N	115	4,000	7.5	760
4F72T	115	4,000	7.5	760

6B92T	115	6,000	9.5	1,000
6J92T	115	6,000	9.5	1,000
6F7AT	115	6,200	7.9	910
6F72T	115	6,200	7.9	910
8F1AT	115	8,000	12.0	1,350
8F12T	115	8,000	12.0	1,350
9F8AT	208	9,300	9.5	1,750
9F82T	208	9,300	9.5	1,750
9F2AT	230	9,300	9.0	1,750
9F22T	230	9,300	9.0	1,750
9F1AT	115	9,500	12.0	1,350
9F12T	115	9,500	12.0	1,350
11F1MT	115	11,000	12.0	1,400
11F8AT	208	11,500	11.0	1,950
11F82T	208	11,500	11.0	1,950
11F2AT	230	11,500	10.5	1,950
11F22T	230	11,500	10.5	1,950
14F4MT	230/208	14,000/13,500	12.5/12.8	2,600
17F8MT	208	17,000	14.8	3,100
17F2MT	230	17,000	14.0	3,100

Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

24F8ST	208	24,000	18.8	3,400
24F2ST	230	24,000	16.0	3,400

Through-the-wall models. Also certified for standard window application:

4F7WT	115	4,000	7.5	760
6F9WT	115	6,000	9.9	1,050
6F7WT	115	6,200	7.9	910
8F1WR	115	7,800	12.0	1,350
8F1WT	115	8,000	12.0	1,350
9F2WR	230	9,000	9.0	1,750
9F2WT	208	9,300	9.5	1,750
9F2WT	230	9,300	9.0	1,750
9F1WT	115	9,500	12.0	1,350
11F1WT	115	11,000	12.0	1,400
11F8WT	208	11,500	11.0	1,950
11F2WT	230	11,500	10.5	1,950
14F4WT	230/208	14,000/13,500	12.5/12.8	2,600
17F8WT	208	17,000	14.8	3,100
17F2WT	230	17,000	14.0	3,100

RAINIER ALBION DIV., McGRAW-EDISON CO. ALBION, MICH.

Model	Volts	BTU/hr	Amps	Watts
Standard window models:				
R5500	115	4,200	9.0	850
R5520	115	5,000	10.2	1,050
R5530	115	5,300	10.0	1,050
R5531	115	5,300	10.0	1,050
R5536	115	6,300	7.5	875
R5537	115	6,300	7.5	875
R5544	115	8,600	12.0	1,300
R5545	115	8,600	12.0	1,300
R5560	115	10,000	12.0	1,400
R5561	115	10,000	12.0	1,400

Standard window models. Also certified for through-the-wall application:

R73BL	115	6,000	9.6	1,025
R78BL	115	8,000	13.5	1,450
R79BL	230/208	8,000/8,000	7.0/7.0	1,450/1,450
R84BL	230/208	10,000/10,000	8.0/8.0	1,700/1,700

Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

R5538	115	6,300	7.5	875
R5539	115	6,300	7.5	875
R5546	115	8,600	12.0	1,300
R5547	115	8,600	12.0	1,300
R5584	230/208	8,700/8,500	6.5/7.1	1,400/1,400
R5585	230/208	8,700/8,500	6.5/7.1	1,400/1,400
R5582	230/208	9,000/8,800	6.5/7.1	1,350/1,350
R5583	230/208	9,000/8,800	6.5/7.1	1,350/1,350
R5584	230/208	9,000/8,800	6.5/7.1	1,350/1,350
R5585	230/208	9,000/8,800	6.5/7.1	1,350/1,350
R5582	115	10,000	12.0	1,400
R5563	115	10,000	12.0	1,400

Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

R5586	230/208	10,800/10,600	8.4/8.7	1,700/1,700
R5587	230/208	10,800/10,600	8.4/8.7	1,700/1,700
R5570	230/208	10,800/10,600	8.4/8.7	1,700/1,700
R5571	230/208	10,800/10,600	8.4/8.7	1,700/1,700
R5580	230/208	11,700/11,400	9.6/10.5	1,900/1,900
R5591	230/208	11,700/11,400	9.6/10.5	1,900/1,900
R5576	230/208	12,000/11,700	9.6/10.5	1,900/1,900
R5577	230/208	12,000/11,700	9.6/10.5	1,900/1,900
R5578	230/208	12,000/11,700	9.6/10.5	1,900/1,900

Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

R5579	230/208	12,000/11,700	9.6/10.5	1,900/1,900
R5580	230/208	13,700/13,400	10.5/11.0	2,200/2,150
R5581	230/208	14,000/13,700	10.5/11.0	2,200/2,150
R5582	230/208	14,000/13,700	10.5/11.0	2,200/2,150
R5610	230/208	16,500/16,000	12.7/12.9	2,800/2,550
R5611	230/208	16,500/16,000	12.7/12.9	2,800/2,550
R5604	230/208	17,000/16,600	12.7/12.9	2,800/2,550
R5605	230/208	17,000/16,600	12.7/12.9	2,800/2,550
R5622	230/208	19,800/19,000	14.3/15.1	3,150/3,050
R5623	230/208	19,800/19,000	14.3/15.1	3,150/3,050
R5616	230/208	20,000/19,300	14.3/15.1	3,150/3,050
R5617	230/208	20,000/19,300	14.3/15.1	3,150/3,050
R5628	230	22,500	15.5	3,400
R5629	230	22,500	15.5	3,400
R5644	230	24,000	16.0	3,800
R5639	208	24,500	18.5	3,800
R5634	230	25,000	16.0	3,600
R5649	230	30,000	23.0	5,100

Casement window models. Also certified for standard window application:

R5525	115	4,200	8.5	900
R5526	115	6,000	10.0	1,050

50-Cycle Models:
Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

R5704	230	8,600	7.0	1,400
R5705	230	8,600	7.0	1,400
R5710	230	10,800	8.5	1,700
R5711	230	10,800	8.5	1,700
R5716	230	16,500	11.0	2,350
R5717	230	16,500	11.0	2,350
R5722	230	24,500	17.0	3,700

Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

R5704	230	8,600	7.0	1,400
R5705	230	8,600	7.0	1,400
R5710	230	10,800	8.5	1,700
R5711	230	10,800	8.5	1,700
R5716	230	16,500	11.0	2,350
R5717	230	16,500	11.0	2,350
R5722	230	24,500	17.0	3,700

Casement window models. Also certified for standard window application:

R5525	115	4,200	8.5	900
R5526	115	6,000	10.0	1,050

50-Cycle Models:
Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

R5704	230	8,600	7.0	1,400
R5705	230	8,600	7.0	1,400
R5710	230	10,800	8.5	1,700
R5711	230	10,800	8.5	1,700
R5716	230	16,500	11.0	2,350
R5717	230	16,500	11.0	2,350
R5722	230	24,500	17.0	3,700

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R5704	230	8,600	7.0	1,400
R5705	230	8,600	7.0	1,400
R5710	230	10,800	8.5	1,700
R5711	230	10,800	8.5	1,700
R5716	230	16,500	11.0	2,350
R5717	230	16,500	11.0	2,350
R5722	230	24,500	17.0	3,700

RCA WHIRLPOOL AIR-CONDITIONING DIV., WHIRLPOOL CORP. BENTON HARBOR, MICH.

Model	Volts	BTU/hr	Amps	Watts
Standard window models:				
AMM-P45-20	115	4,700	7.5	880
AMM-P50-20	115	4,700	7.5	880
AMM-P60-20	115	6,000	8.9	980
AMM-P65-20	115	6,500	7.5	900
AMM-P70-20	115	7,200	12.0	1,480
AMM-085-20	115	8,500	12.0	1,340
AMM-090-20	115	8,500	12.0	1,340
AMM-095-50	208	9,500	8.5	1,600
AMM-095-30	230	9,500	8.0	1,550

Standard window models. Also certified for through-the-wall application when outdoor air openings are not closed:

ALM-085-20	115	8,500	12.0	1,360
ALM-100-30	230	9,800	8.0	1,570
ALM-105-30	230	10,500	9.0	1,750
ALM-110-20	115	11,000	12.0	1,350
ALM-130-30	230	12,600	10.0	2,080
ALM-140-50	208	14,000	14.5	2,700
ALM-140-30	230	14,000	12.0	2,650
ALM-145-30	230	14,500	11.0	2,300
ALM-145-30	230	14,500	11.0	2,300
AMS-190-30	230	18,500	13.0	2,600
AMS-190-31	230	18,500	13.0	2,600
AMS-230-30	230	22,500	14.5	3,100
ALS-290-30	230			

Congratulations Julian Legrand

Mart's Creative Salesman-of-the-Year



John Morgan, Vice President Sales and Merchandising, Sylvania Entertainment Products Corp., presents plaque to winner Julian Legrand of Legrand's TV, Los Angeles.

**We are proud that the winner is a Sylvania Dealer
and a member of Sylvania's Keyman Sales Society.**

The Keyman Sales Society is dedicated to professional selling.
It is just one of the many ingredients that help to make the
Sylvania franchise a Profit Franchise.

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

NEW products

FEDDERS: The 1965 line of room air conditioners (33 models) includes a new 4,000 BTU unit equipped with thermostat, two-speed fan, an air direction control, as well as the "Flex-Mount 77-Second" installation device. Top BTU capacity in the line is 27,000. Three new casement models with ratings of 4,000, 5,000 and 7,000 have been introduced. Basic improvements in the new models include a new fresh air ventilation system which combines the former function of the "exhaust" and "ventilate" controls. The new "Air Exchanger" system has five pushbuttons. "Do-it-yourself" models as well as those installed by the dealer are now equipped with a built-in seal. Plastic foam, permanently affixed to the sliding bars, forms a weather-tight seal between the unit and the window; the plastic foam, it's said, flows into gaps which were not covered by the former rubber gasket. New side panels are of polypropylene. Accessibility of electrical controls for servicing has also been improved. Where it was necessary to remove 16 to 22 screws on prior year models, controls on 1965 units can be reached by removing only four screws. *Fedders Corp., 58-01 Grand Ave., Maspeth, N. Y.*

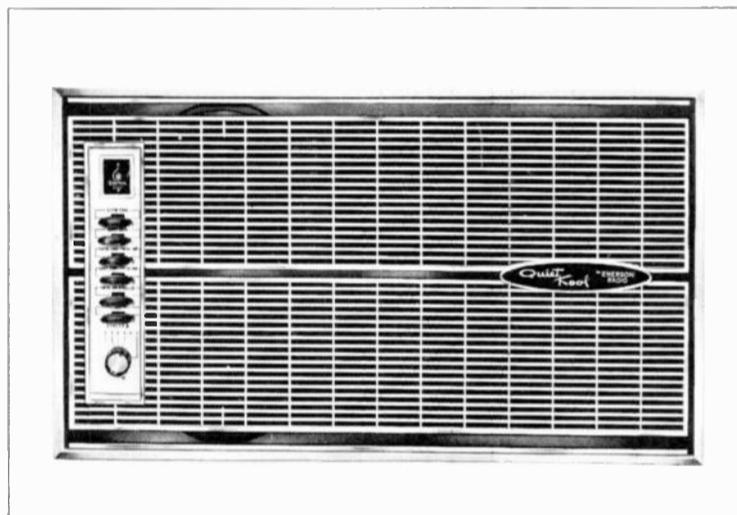


Fedders room air conditioner

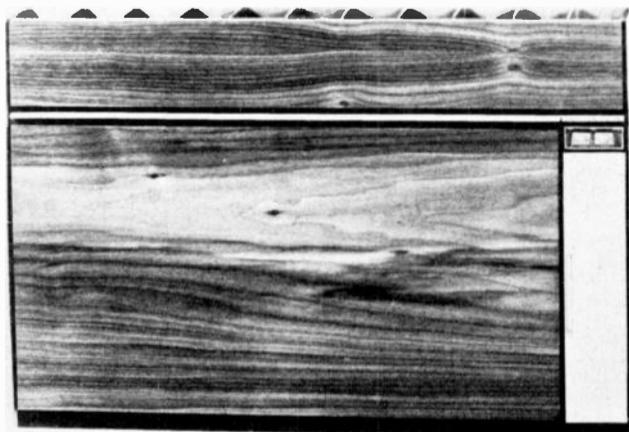


Carrier snap-on panels

CARRIER: A restyled grille, optional decorator panels, and new remote controls are features of the 1965 room air conditioner line of 18 models: three "Weathermaker Ready-Mounts," 10 deluxe and five standard "Weathermakers." Units range in capacity from a 5,500 BTU "Ready-Mount" for the budget market to a 23,000 BTU deluxe "Weathermaker." Major addition to line: 15,000 BTU deluxe model with change-over switch for 208 or 230-volt operation. The 13,800 and 18,000 BTU deluxe "Weathermakers" have this same feature. The 1965 grille emphasizes horizontal lines with fruitwood, American walnut or random cherry finishes are available as accessories to all models. Panels measure 19 in. x 8½ in. and extend 2 in. in front of the grille. All but the 5,500 BTU "Ready-Mount" (which has top-mounted control knob) have new oversize pushbuttons for easy turn-on, fan control, and shut-off, and vertically sliding control for six temperature settings. Larger capacity units have slide-out chassis with nylon tracks and a handle for easy servicing. *Carrier Corp., Syracuse, N. Y.*



Quiet Kool model 11F1MT

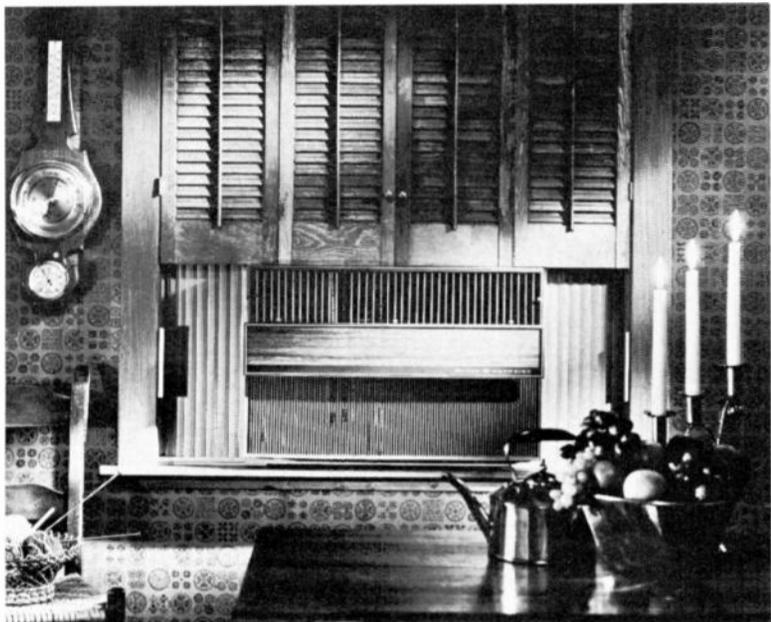


Amana "Decorator" model

AMANA: Solid wood fronts decorator-styled in genuine walnut, more efficient airflow systems, lower noise levels, and reduced motor operating temperatures are among the major styling and engineering advances in the 1965 room air conditioners. The 25-model line, largest ever offered by the firm, includes four series — "Scot," "100 Series Compact," "200 Series," and "300 Series" — with cooling capacities ranging from 5,200 BTU to 29,000 BTU, including heat pumps and dual-rated 230/208-volt units. Wood-front "Decorator" models have been introduced as part of the "200 Series" line. "On-off" pushbuttons are the only visible controls on these new "automatic" units; all other controls are located behind easy-access brushed metal door. Unit features automatic control of air circulation and cooling, through use of control system which changes fan speeds to match changes in room conditions. The "Decorator" model is said to be up to 56 per cent quieter than eight other major brands tested by Amana. Completely solid wood front, styled in genuine walnut veneer, creates sound barrier to baffle and dampen internal sounds. *Amana Refrigeration, Inc., Amana, Ia.*

QUIET KOOL: Two new 4,000 "Kom-Pact" models and a 6,000 BTU "Super Kom-Pact" unit have been introduced as part of the 1965 air conditioner line comprised of 36 models. "Kom-Pact" series consists of models 4F7ZT and 4F7ZN. Both units are identical (4,000 BTU, 115 volt, 7.5 amp units with up-front controls and instant installation) except model 4F7ZN does not have directional air wheels or thermostat; it is priced \$99.95. "Super Kom-Pact" model 6J9ZT is a 6,000 BTU, 115-volt, 9.5-amp unit with automatic installation, two-speed motor, pushbutton controls, permanent washable filter, and two directional air wheels; price, \$149.95. A new "Giant Capacity" series includes 11F1MT, an 11,000 BTU, 115-volt model; 14F4MT, 14,000 BTU, 208 or 230-volts; and 17F2MT, a 17,000 BTU, 230-volt unit. Other highlights of the line are the new "E-Z Mount" series with models ranging from 6,200 to 11,500 BTU; the "Kool-Mount Decorator" series featuring wood-grained cabinets and solid aluminum installation mount; "Multi-Mount" series designed for standard window, casement, transom or through-the-wall installation, and "Super Dynamic" series comprised of 24,000 BTU 208 and 230-volt models. *Emerson Radio, Inc., Jersey City, N. J. 07302.*

NEW products



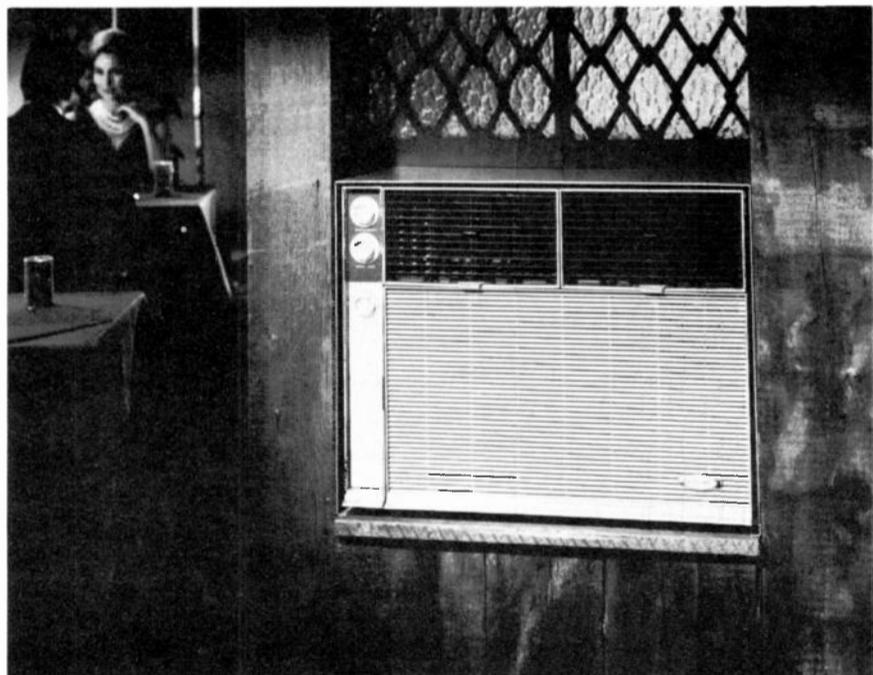
Hotpoint "American Group" unit

HOTPOINT: New 1965 "American Group" air conditioners, designed to go with traditional or modern furnishings, have simulated wood trim grille panel which tilts forward to reveal the control panel and the slipout washable filter. Air directors above the panel allow fingertip control of vertical and horizontal flow of air. Expanding quick mounts on either side are available on several models. *Hotpoint, 5600 W. Taylor St., Chicago, Ill.*



GE 1965 "Superline" unit

GENERAL ELECTRIC: Four "Superline" units featuring "Filter Blower" air systems, which result in "demonstrably lower noise levels than ever before," and four models of the lightweight, 115-volt "Thinette" units are highlights of the 1965 line of room air conditioners. All high-capacity units are offered in "Woodhue" tones. Regular and deluxe "Thinette" models in 5,000 BTU capacity are \$119.95 and \$139.95, with the latter featuring two-speed pushbutton cooling, five-position thermostat and built-in carrying handles. A new 6,000 BTU "Thinette" for bedroom cooling is priced at \$159.95. The full-featured living room model at 7,300 BTU is \$179.95. Both have two-speed cooling, 10-position thermostats, built-in carrying handles, leveling feet, and side closure panels. "Thinline" series features "Easy Mount" models that provide two-speed cooling, "fan only" operation, thermostat, multi-direction air discharge and washable filters. Without altering window frame or obstructing the view, GE's "Casement Window" unit fits a single glass pane in most metal casements. It has a cooling capacity of 6,300 BTU on 115 volts with a 10-position thermostat. *General Electric Co., Appliance Park, Louisville, Ky.*



"Multi-Room" model 20AC52

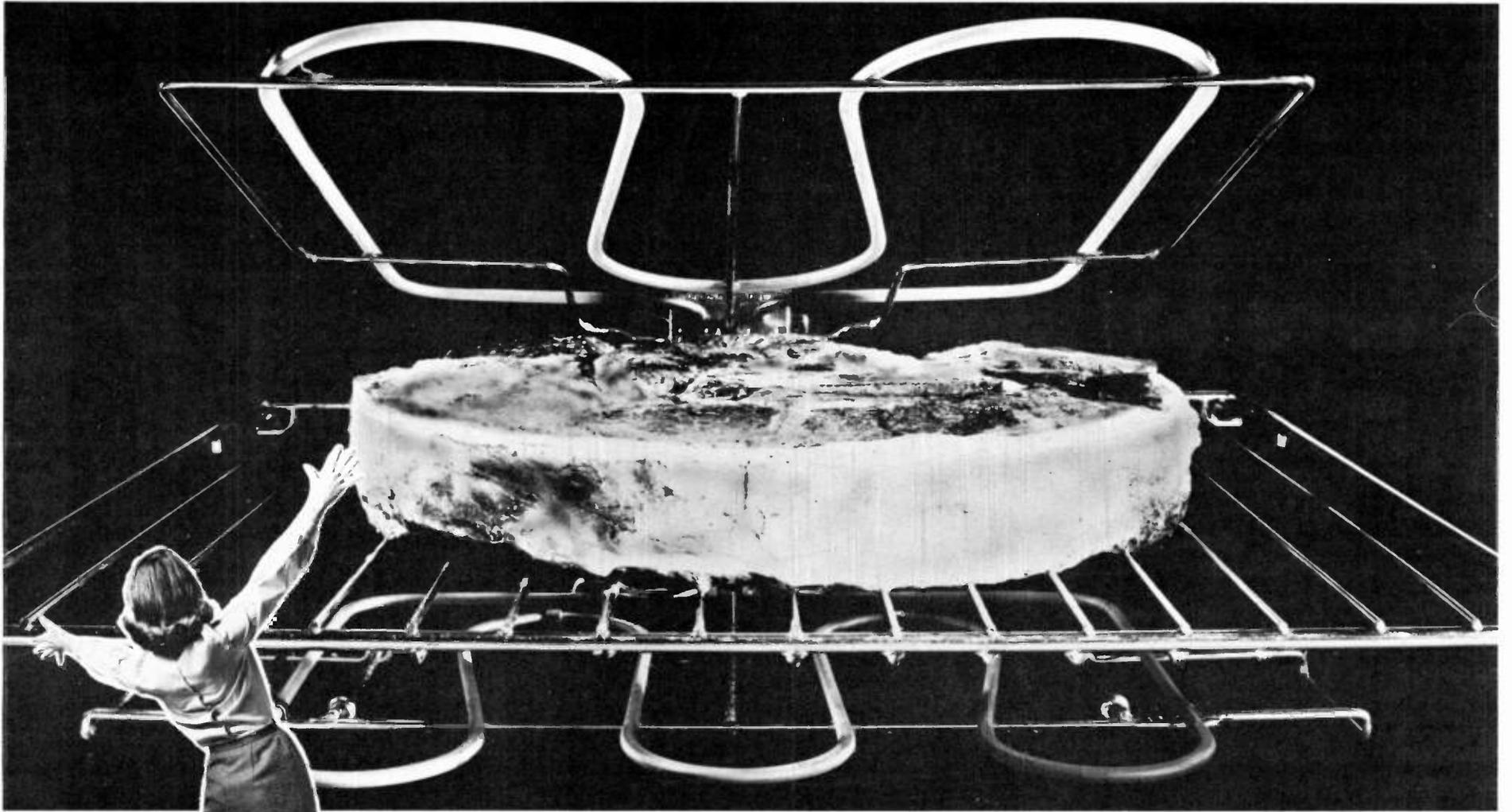
PHILCO: 1965 air conditioner line consists of 17 models ranging in cooling capacities from 5,000 to 27,200 BTU. The line offers a 6,000 BTU casement model, seven "Space Saver" models ranging from 6,800 to 12,000 BTU and six "Super Power" models with 11,400 through 19,900 BTU. The ultra high efficiency "Multi-Room" models have 19,500 and 27,200 BTU. A third "Multi-Room" model offers 25,000 BTU. Features common to the entire line include thermostat, ventilation control, "no-drip dehumidification," directional air grilles, washable air filters with built-in permanent germicide, and galvanized heavy steel construction. "Multi-Room" models have the following features: high-efficiency compressor, larger condenser and evaporator coils, oversize blower fan with deep blades moving air at slower fan speeds; 17-in. discharge fan; 3-speed fan motor. Optional is a remote control assembly which allows high-mounted air conditioners to be controlled at eye level. Also optional: kits for window or transom installation. In "Super Power" models, "Match-Mate" styling offers a choice of seven simulated wood-grained and fabric front decorator panels; installation kit included. *Philco Corp., Tioga & C Sts., Philadelphia, Pa.*



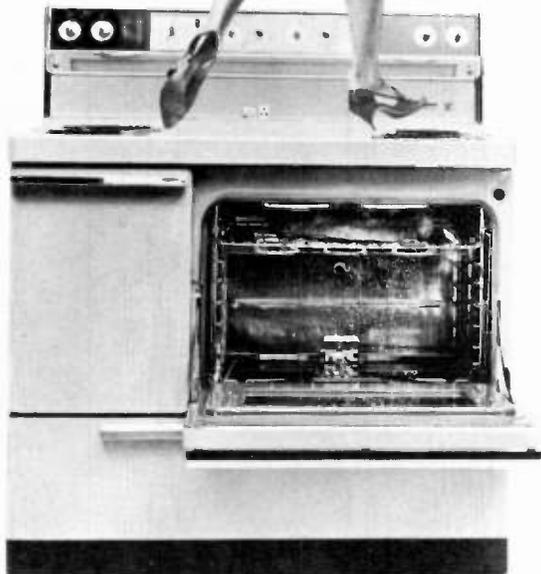
Airtemp "Imperial"

AIRTEMP: Ranging in capacities from 5,000 to 32,500 BTU, 33 room air conditioner models in the 1965 line come in five different series. The "Imperial" offers 10 models with a capacity from 6,400 to 18,000 BTU, and features a decorator panel easily reversed to provide a walnut grain vinyl or textured tweed vinyl finish. Directional air door provides air flow direction from 15 to 85 deg. New styling and increased capacities highlight the "Tempette," introduced in '64 with 5,000 BTU. New line offers another model with 6,000 BTU and built-in mounting adjustable to any double-hung sash-type window with opening from 26 in. to 40 in. in width. Designed for bedroom or nursery, "Tempette" weighs 100 lbs. New "Custom" models include 115-volt, 8,200 BTU unit and 230/208-volt unit with 9,600/9,300 BTU. Units have "Top-Rite" controls, adjustable air door and ice beige cabinet. Redesigned "Titan" comes in models ranging from 18,500 to 32,500 BTU. Also featured is all-electric Titan "heat pump" with 19,000 BTU of heating and 23,000 BTU of cooling. The "Casement," 36½ in. high x 16¾ in. wide x 12½ in. deep, can be attached to window frame without alteration of frame or removal of glass. Available with 5,800 and 7,800 BTU, unit has wood grain vinyl control panel, beige cabinet. All units carry five-year warranty. *Airtemp Div., Chrysler Corp., Dayton, O.*

What's all this talk about sealed-in flavor? New Westinghouse Range with No Turn Speed-Broil: sears on both sides at once.



"Wow! Think of that sealed-in flavor... that juicy goodness. Just wait till Alex gets home. We're marching down to our Westinghouse dealer. Sure hope he has this in stock."



"Flavor is only part of the story made possible by the new Westinghouse Broiler. There's less smoke and splatter than with conventional broilers. So your customers can broil time after time without cleaning the oven. It's no wonder Westinghouse ranges are easiest to clean. Simplest to cook on, too."



"Come on, everybody, hop aboard."



"You'll find this new exclusive broiler only on two top-of-the-line models giving you a wonderful chance to sell up. And have you seen the rest of the Westinghouse range line for '65? Almost all have removable oven doors... plug-out surface units for easy cleaning... automatic oven controls. Why not see your Westinghouse distributor and have him cook up something for you... like a Westinghouse franchise."

**You can be
sure
if it's Westinghouse**



NEW products

WHIRLPOOL: Fine furniture styling, "whisper quiet" operation and balanced cooling are feature highlights of the 1965 RCA Whirlpool room air conditioners, the most complete line ever offered by Whirlpool Corp. Units in the 23-model line vary from 4,700 to 28,000 BTU. A simulated oiled walnut finished front panel is available on 10 models; the panels do double duty as a sound baffle to reduce operating sound. An "extra quiet" spring and rubber mounted compressor is standard on all models. "Comfort Guard" control limits temperature fluctuation and eliminates cooling lag, over-chilling and coil "freeze up." Each unit has a snap-off front for easy access to the permanent filter which can be removed, washed and reinstalled in minutes. Cooling temperature, stale air exhaust and fan speed controls are behind a hinged section of the front panel. Also in front are dual air controls to make it possible to direct air flow in a single area or divide it to separate areas of the room. *Whirlpool Corp., Benton Harbor, Mich.*

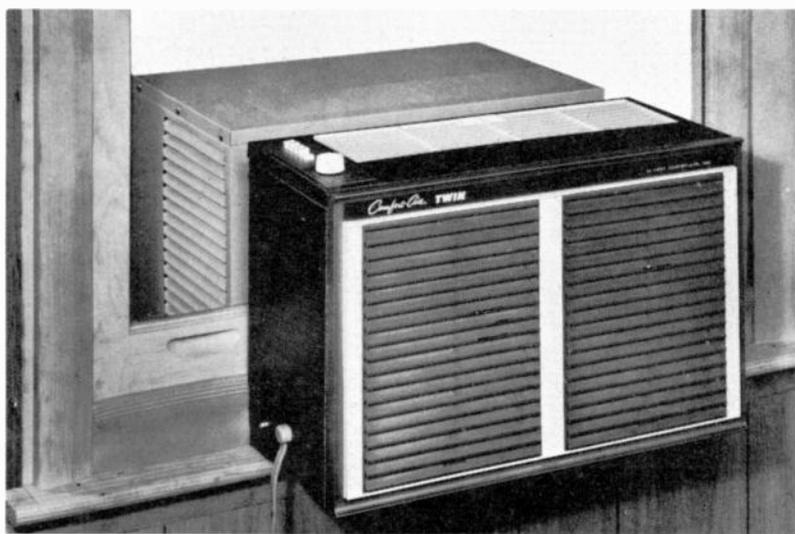


RCA Whirlpool air conditioner



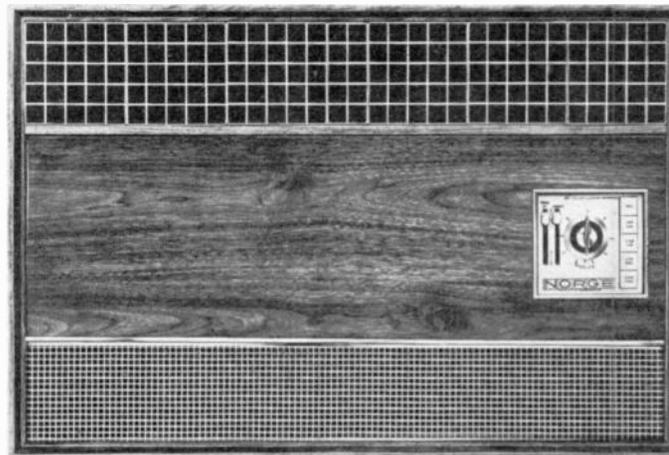
Frigidaire 96-lb. unit

FRIGIDAIRE: Twenty basic models—11 window units and 9 through-the-wall type—have cooling capacities ranging from 5,000 to 19,000 BTU in the 1965 line of room air conditioners. Cabinets are in a blend of beige and bronze. A new 9,000 BTU model offers easy-mount kit featuring expandable side panels. A new unit of 12,000 BTU is available this year in a cabinet 26 in. wide x 19-5/16 in. deep x 16 3/8 in. high. Two "take-home" room units measure 25 in. wide, 15 1/8 in. deep and 12 in. high; one weighs 87 lbs., has cooling capacity of 5,000 BTU; the other, 96 lbs., with a 6,000 BTU cooling capacity. Washable foamed plastic air filters are standard throughout the line and newly designed air intake grilles on most models make it easy to inspect or remove the filter for cleaning. Five "All-Seasons" models, one a window unit, heat as well as cool. Models with cooling capacities from 8,000 to 12,000 BTU feature floating suspension of the chassis. All units carry one-year warranty on entire product and four-year protection plan on the refrigerating system. *Frigidaire Div., General Motors Corp., Dayton, O.*



Comfort-Aire "TWIN"

COMFORT-AIRE: The 14-model line of room air conditioners for 1965 is highlighted by the all-new "TWIN" series, called a "revolutionary advancement in concept and design of window air conditioners." With the "TWIN" (in 5,500, 7,300, and 8,800 models), the window is closed almost to the sill and acts as a weather and sound barrier; compressor and condenser fan noises are locked outdoors by the closed window; only the air circulating fan is located indoors. No mounting kit is required; closed window becomes the mounting kit with two foam rubber seals on either side of unit. Both outside and inside cabinets are rust-resistant aluminum. Outside cabinet is prefinished with automotive acrylic lacquer; cabinet inside is vinyl-clad in walnut wood tone. The 7 1/2-amp unit features thermostat, pushbutton control panel, and three-way deflection grille. "Casement," "Dual-Aire," and "Power-Aire" units range from 6,000 to 28,000 BTU, have permanent, easily removable and washable air filter. *Heat Controller, Inc., Jackson, Mich.*



Norge model ACE-1C85-0

NORGE: 30 models in the 1965 room air conditioner line range in capacity from 5,100 through 29,000 BTU. Additions in the new line include a 7 1/2-amp. and 115-volt model with a 7,000 BTU rating incorporating the hardwood front. The decorator series has a new competitively priced 7,000 BTU and 8,000 BTU series in both 115 and 230 volts. Two new models in the multi-room series are 21,000 and 29,000 BTU models both with hardwood fronts. The 1965 line includes four models designed for through-the-wall installation. Styling emphasis is on real hardwood fronts. The promotional theme will continue to be "Quietly Beautiful, Beautifully Quiet." *Norge Div., Borg-Warner Corp., Chicago, Ill.*

"Creative salesman" award . . .

(Continued from page 38)

tion he serves as financial and advertising manager as well as a salesman.

The store realizes annual sales in excess of \$250,000.

Brackman is married and the father of four children.

Winner of the home entertainment category is Loren E. Carder, who at the time he entered the contest was a salesman for Handy Andy TV & Appliances, Inc., Sacramento, Cal. Subsequently, Carder was named sales manager of Mandella's TV & Appliance, Roseville, Cal.

Carder's entry concerned a program titled "Progress in Sound" which he developed to arouse interest in stereo sets among residents of the trading area served by Handy Andy. In one year Carder staged more than 76 presentations before club groups, church organizations, American Legion posts, etc.

The program utilized 35 mm. slides to give the audience a history of recorded sound, and a sample of modern recording and sound producing equipment. A skit recorded on a stereo tape recorder was employed to dramatize some of the complexities of buying a stereo set. The finale of the presentation included a live demonstration of the old cylinder, an old-time record player, an early hi-fi set, a stereo set, and a live, pre-arranged program that included a greeting to the audience from a local FM stereo radio station.

According to Carder, sales of hundreds of stereo sets resulted from the program.

Carder has been selling brown goods and appliances for nine years. He is immediate past president of the Suburban Sacramento Active 20-30 Club, and past sub-district governor of Active 20-30 International.

He is married and has four children.

Winner of the electric housewares category plaque, James D. Schmidt, vice president of Hawthorne Electrical Co., Birmingham, Mich., put a Polaroid camera to work in an effort to build extra sales. Schmidt launched a promotion that involved taking a Polaroid shot of a member of the store's five-man sales force each week, standing in front of a group of products such as electric housewares, electric blankets, phonographs, etc.

Schmidt then employed the photo in an ad appearing in a weekly

newspaper, together with information on features, of the products shown and reference to the store's policies on pricing, guarantees, etc. The ad also contained brief biographical data on the salesman pictured.

The Michigan dealer reported that from the outset reaction to the ads was excellent. Advantages of such a series of ads were cited by Schmidt as follows:

(1) The product photos qualified

the series for "co-op"; (2) the Polaroid photos are inexpensive and reproduce well; (3) the ads convey the image of a wide selection; (4) copy is interesting and readable; (5) customers get to know the sales force, and the salesmen are responsive and flattered; (6) the ads familiarize people who have never visited the store with merchandise handled; (7) the program has short range sales building effect and long range institutional value — the photos are talked about and create attention.

Hawthorne Electrical Co. was founded in 1914 and has been operated by Schmidt, his mother, and brother since 1949. Schmidt entered the business following graduation

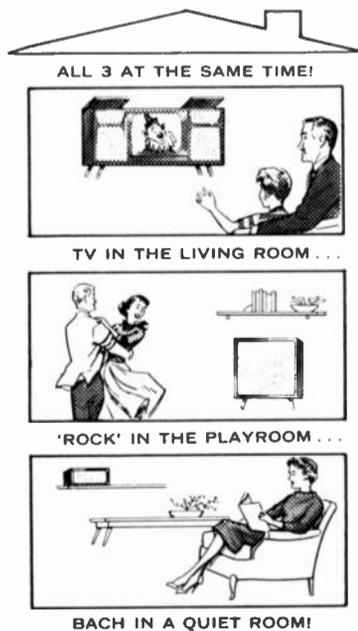
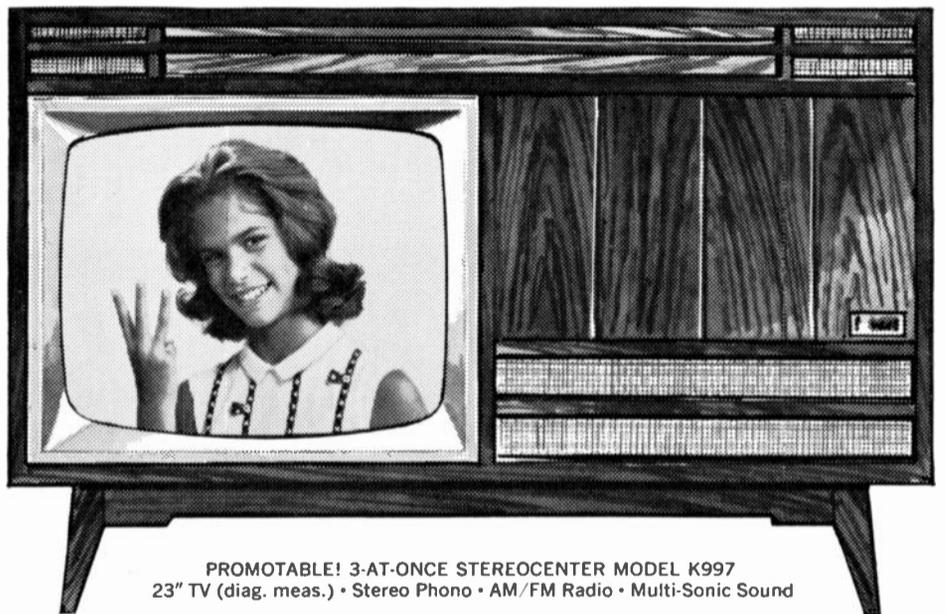
from college and the Naval Aviation VS program.

Married and the father of six children, he is a member of the retail board of the local chamber of commerce.

The names of 100 winners of "Certificates of Merit" in the tenth annual "Creative Retail Salesman-of-the-Year" contest will appear in the March, 1965 issue of MART Magazine.

Judges for the contest were Jack Adams, editor, MART Magazine; Jules Steinberg, executive vice president, NARDA; and Nathan A. Baily, dean of the School of Business Administration, The American University, Washington, D. C. ■

now from Olympic! "3-at-once" in a price leader combo



OLYMPIC'S THE ONE WITH THIS EXCLUSIVE "HOUSE FULL OF FUN!"

You'll close many more combo sales, make more combo profits, with this great "3-at-once" demo! Now with a new clincher... *promotable price!* New leader-priced Olympics will help you in every season with quick, sure sales and full profits. And Olympic gives you "3-at-once" step-ups to higher profits... Black-and-White or Color TV... AM/FM or AM/FM/FM Stereo radio... standard or deluxe stereo phonographs... decorator cabinets in every leading styling and every price range. Call your Olympic distributor now!

ISI / Olympic



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

Emerson Radio Acquires Control Of Telectro Corp.

Emerson Radio & Phonograph Corp., Jersey City, N. J., announced that it consummated on December 31 the acquisition of control of Telectro Industries Corp., manufacturers of tape recorders for the consumer market and date recorders for industrial and military applications.

Five officials from Emerson and two from Telectro were named to Telectro's board of directors.

Trends . . .

(Continued from page 22)

Motorola Council



OFFICERS of the recently-formed National Motorola Distributor Council meet with Motorola executives at initial meeting of the group. They are, (left to right): V. N. Burgess, president, Porter Burgess Co., Dallas, vice chairman and secretary of the Council; Elmer H. Wavering, president, Motorola, Inc.; Albert E. Hughes, president, Philadelphia Distributors, Inc., chairman of the Council, and S. R. "Ted" Herkes, vice president and general manager, consumer products division, Motorola, Inc. Under the umbrella of the Council, 10 regional councils have been formed. Each Motorola distributor principal is entitled to membership on a regional council.

A BIG STEP in broadening its parts and accessories program is taken by Zenith Sales Corp. as the company markets a full line of universal loudspeakers, heavy duty antenna rotors, and packaged wire and cable for VHF and UHF transmission lines. Addition of these items to the existing Zenith line of circuit tubes, picture tubes transistor radio batteries and 4-speed record changers, says John Adams, general manager of Zenith's parts and accessories division, should permit any Zenith dealer to become the number one source of supply in his area. It also allows the service technician to buy all his needs at one location, says Adams.

Color Tube Entry



FIRST SHIPMENT of prototype color tubes are loaded at the Lansdale Div. of Philco Corp. under the watchful eye of Robert T. Vaughan (left), manufacturing manager for color TV tubes. Philco is building toward full production of the color tube line by this spring. First tubes will be 21-in., 70-degree round shadow-mask tubes, but rectangular 19-in. models are also under development.

AT LEAST TWO appliance manufacturers announce plans to help disaster victim's in the northwest following the storms and floods in that area. Gibson Refrigerator Div. of Hupp Corp. is supplying all necessary repair parts to the appliance owner, even for out-of-warranty appliances. The Gibson distributors in the area—H. R. Basford, San Francisco, and Fowler Distributing Co., Portland, are supplying labor at special low rates, according to Robert W. Rivett, Gibson general service manager . . . a special policy covering repair of KitchenAid home dishwashers damaged in the floods and storms is put into effect by

KitchenAid Home Dishwasher Div. of The Hobart Manufacturing Co. Under the policy, consumers can get substantial discounts on repair parts for dishwashers that were not covered by insurance.

PRICE INCREASE of 3 per cent on built-in equipment is made known by the O'Keefe & Merritt Co., Los Angeles. Truman B. Clark, president, says that despite all efforts to hold the line, an accumulation of cost increases has caused the price boost. "Our increases have been held to a base minimum, realizing that appliance prices generally are at an all time low," says Clark.

AWARD CERTIFICATE for the year's outstanding point-of-purchase display goes to the "Folio of Fine Furniture," the big illustrated book published as a sales aid for the stereo phonograph products of Sylvania Electric Products Inc. Certificate was awarded by the American Graphic Arts Industry to The Holling Press Inc., Buffalo, N. Y., designers and publishers of the Folio. The book, which measures 28 by 19 inches, contains 30 pages of color illustrations designed to help the consumer in the selection of a Sylvania stereo to fit the decor of his home. It is registered with the Library of Congress.

CHEVROLET workpower

PICKUPS

Trim-lined Fleetsides are offered with 6½- or 8-ft. bodies. Payload ratings up to 3,600 pounds. Practical Stepside models with running boards between cab and rear fenders are offered in same range of sizes. In addition, there's a big 1-ton Stepside with 9-ft. body.



CHEVY-VAN

Low-cost delivery van has practical engine-up-front design. Spacious body with large flat floor and 211 cubic feet of load space carries over a ton of cargo. Big rear loading doors; double right-hand curb-side doors also available. Thrifty power comes from a husky 4-cylinder engine. Big Six offered for extra performance requirements.



STEP-VANS

Efficient forward-control vans come in 21 body sizes with capacities from 211 to nearly 500 cubic feet. It's easy to pick the one with the size and proportions that are just right for your job. Working's easier, too, because of walk-in design and big wide doors.



MART mail



kept thinking that many of our international problems would be substantially simplified if they could be treated with the same sensitivity and understanding.

I don't mean, of course, that the necessary understanding should all be on our part — I think that the other nations of the world are fully as truculent and intolerant as we, if not even more so. My point is that if all of our American tourists came home with the same feelings toward the people of the countries that they had visited as you indicate in your editorial, and if all foreign visitors to our country took home a recollection of the good things which they

had encountered here, maybe we would eventually achieve a *real* United Nations. . . .

Victor W. Hartley
Managing Director
Pacific Coast Electrical
Ass'n, Inc.
Los Angeles

Makes Refers Harmless

Editor, MART Magazine:

Your article "Still With Us" in the "Balance Sheet" of the November, 1964 MART Magazine reminds me of my husband. He always has the door of our old refrigerators taken



Mrs. Western at work.

For Better Understanding

Editor, MART Magazine:

It is always a pleasure to read your editorials, but I want to compliment you particularly on "Reflections at Sunset" which appeared in the December issue. As I read it, I

MEASURES UP TO MORE JOBS WITH A BIG CHOICE OF MODELS!

Take a look at any job requiring a truck in the ½- to 1-ton class. Then see what Chevy has to offer. You'll find there's a model to suit virtually every need—rain-or-shine delivery work, personnel or cargo hauling, off-road work or general utility service.

And as you look over the big choice of Chevrolet models, remember that you're looking at trucks backed by a hard-earned reputation for economy and dependability. It's a reputation built over nearly a generation of leadership in the truck field. More people buy Chevy trucks than any other make, and this strong vote of confidence can be your assurance that you, too, are making the right move when you choose Chevrolet.

For any type of truck, see your Chevrolet dealer. He will be glad to give you an on-the-road demonstration of Chevy value—then sit down with you and work out a set of specifications for the truck that will do your job best. . . . Chevrolet Division of General Motors, Detroit, Michigan.



CARRYALLS Seat six with lots of cargo space in rear. Also available with seating for eight. Large double rear doors are offered in two styles—side opening or popular tailgate-liftgate type. Work-proved coil-spring suspensions, front and rear, smooth the road for extra comfort and less fatigue.



4-WHEEL-DRIVES Available in ½- and ¾-ton chassis in a whole range of models—pickups, Carryalls, panels, chassis-cabs. Give versatile go-anywhere traction for tough off-road assignments. Include 2-speed transfer case.



PANELS You have a choice of ½-ton panel with 7½-ft. body or an extra-long 1-ton model with 10½-ft. body. Both feature smooth laminated wood floors with full-length steel skid strips to help move cargo easily in or out through large double rear doors.



THE LONG STRONG LINE FOR '65

off or perhaps the gasket ripped out to render them harmless to kiddies.

One day coming to work this summer, our local teacher caught me and took this picture which he had published in some paper and used on his bulletin board for a human interest story for his eighth graders (one is mine). This was due to the fact that he had read a story such as yours the day before. So you see your campaign to save these little lives is having an impact much more far reaching than we can realize.

Thanks for an inspirational edition.

Mrs. Jack Western
Western's
Vincennes, Ind.

Likes January Issue

Editor, MART Magazine:

Just a note to let you know how much I enjoyed the January issue of MART, and particularly the articles on who is going to run the stores of the future. There is no question in my mind but that this question of properly trained people—sales, service, and management—is the greatest one facing our industry.

Here in Phoenix, we are already offering a basic course in major appliance service, and are presently working on plans for sales and management training. . . .

R. N. Ruecker
Manager
Valley Of The Sun Electric League
Phoenix, Ariz.

NARDA Convention Set For San Francisco

The 1966 convention of the National Appliance and Radio-TV Dealers Ass'n will be held Feb. 17, 18, 19, and 20 in the St. Francis Hotel, San Francisco, Jules Steinberg, executive vice president of NARDA, has announced.

Chairman of the 1966 convention is Carl Hagstrom, San Francisco dealer. Dealers who will serve as co-chairmen of the annual event are: Harold Witham, Bakersfield, Cal.; Rollie Grinder, Monrovia, Cal.; Myles Myers, Sacramento; G. Gilbert Smith, Ft. Lauderdale, Fla., and Harry Snook, Charlotte, N. C.

PRICE CHANGE

In MART Magazine's Housewares section, page 71, January, 1965 issue, Eureka Williams' "Empress" vacuum cleaner, model 1100, was priced \$119.95. Price has been raised to \$129.95.

NARDA . . .

(Continued from page 43)

"Competing With Private Brands" was the title of a talk delivered by General Electric Company's E. L. Stehle.

In his remarks Stehle asserted that a smart and aggressive independent retailer can meet and beat every item of a so-called magic formula employed by Sears. This formula, he noted, consists of the chain doing all of the basic things well: "They have good stores, well located, and with ample parking. They have trained, dedicated salesmen, and

have effective advertising, dynamic pricing, and a good solid merchandising approach."

Employing a slide film presentation, Stehle showed how dealers in various parts of the U. S., working with brand name suppliers, are effectively combatting the chains in these areas.

"Did you know that General Electric and its dealers spend more money on major appliance advertising than Sears does?" Stehle asked. "Other name brand manufacturers do, too. This may come as a surprise to some of you, but I don't think it is surprising to those of you who have been taking full advantage of the merchandising help available to

you at the distributor level.

"Don't just take the co-op advertising funds. Take all the planning and merchandising help you can get. Most of it is good and it will help if you tie in with name brands appropriately and give consumers compelling reasons for going to your store."

Walter Fisher, executive vice president, Zenith Sales Corp., cited stereo FM as an example of a product that had a selling surge because someone took the time to explain this feature which "did something a little better."

"In our field," Fisher said, "the customer generally doesn't know what a product can do for her beyond a limited area. However, the

salesman knows what items can do the job best for her, so it is up to him to sell her top-of-the-line merchandise because it does the job better."

Speaking on the subject "My Service Department Is No Loss Leader," Tilman Babb, Dallas, Tex., dealer, stated that most complaints about service are due to a misunderstanding on the part of the customer, although the service man can make a mistake.

Babb said that he goes to great efforts to explain product guarantees to customers. Many customers, he noted, expect a perfect TV picture under all circumstances, and he seeks to make them aware there are some limitations to television and that service will always be required.

Five days after a customer buys a color TV set from him, she receives a letter, restating the store's 90-day warranty policy, Babb said. Five days before this warranty expires, she gets another letter advising her that the warranty is about to run out and giving the price of a one-year labor warranty.

E. B. Barnes, general sales manager, Kelvinator Div., American Motors Corp., told the convention that one of the biggest difficulties both dealers and manufacturers are encountering in making adequate profits today is that "we have a major competitor whose salesmen are much more adept at step-up selling."

Barnes cited a study made of dealers who took on a high-end two-door refrigerator introduced by his company in January, 1963. Prior to that time, he said, most dealers had been making \$65 or \$75 gross profit on two-door units after trade.

Kelvinator recommended a price structure for the new unit which the division thought it should bring, and was sufficient to give dealers gross profits of \$110 to \$145. Dealers who went along with the approach displayed the refrigerator separately, set up adequate compensation for salesmen, and advertised it consistently.

Dealers who gave the new refrigerator a real effort increased their refrigerator sales by 15 per cent in comparison to an industry increase for the same period of 11 per cent, Barnes stated. Moreover, the dealers averaged selling 25 per cent of their refrigerators in these top-end units. And, he said, their average gross profit on total refrigerator sales after trade-in increased from \$77.50 to \$97.50.

Charles Hakimian, director, marketing and sales, Webcor/Dormeyer, told his audience that qualifying the consumer is the most important segment of creating a desire to buy a tape recorder. "Find out how he could use it."

Teen agers don't want to know that a tape recorder can be used for interviewing people, Hakimian noted. Copy in mailing pieces also should be slanted to the most likely use for the machine by the person receiving the piece.

Selling tape recorders requires effort as does any low saturation product, but the rewards are plus business and dollar unit averages that are higher than those for portable phonographs, the speaker asserted.

now... get the big volume in eye-level oven ranges with

ROPER

a price for every prospect!

look where the '65 Roper line starts:

When a prospect walks up to an eye-level Roper on your floor . . . she won't have to walk out because of price. You can show a complete choice—gas or electric—and meet her price. Because . . . Roper has the only complete line of eye-level-oven ranges . . . now starting with two spectacular new models at sensationally low prices. Count yourself in on the booming volume and profits in eye-level-oven ranges! Count on Roper with the only line with a price for every prospect.



Model 1805 — 30" Gas Charmette-I featuring eye-level-oven, new Hi-Broiler/Bay with condiment compartment, three-dimensional Control Console, Split/Sixty full-hour timer . . . White or Coppertone.

Model 2805 — 30" Electric Charmette-I featuring eye-level-oven, eye-level broiler, three dimensional Control Console, clock-controlled oven operation . . . White or Coppertone.

DOUBLE OVEN TFC CHARMETTE

Four separate cooking levels: big eye-level oven, lower oven with Cook & Keep automatic control, separate roll-out broiler, and new Tri-Level Top with TFC (top front controls). Tem-trol automatic burner, three dimensional Control Console, Split/Sixty Timer, fluorescent cooktop light, X-Ray window (lower oven), oven interior lights . . . and more! Another brand-new and red-hot performer in Roper's full line of eye-level-oven ranges.

30" Gas Charmette— Model 1855.

ROPER IS ON THE GO! GO . . . GROW WITH ROPER

ROPER

GEO. D. ROPER SALES CORPORATION • Kankakee, Illinois

Personnel Jottings

Glenn A. Evans, vice president-laundry group, Whirlpool Corp., re-elected chairman; J. B. Murray, president, Speed Queen, re-elected vice-chairman; and G. M. Sheehan, director of finance, laundry department, General Electric Co., re-elected treasurer, American Home Laundry Mfrs. Ass'n.



G. A. Evans



M. B. Cohn

Martin B. Cohn, now in charge of appliance sales, Delmonico International.

Ron R. Stoltenberg, now regional sales manager in Ohio and West Virginia, Admiral Corp.

James S. McQuinn, now general sales manager, Coppes, Inc.

Ervin Davis, now director of manufacturing, Chambers Corp.

Leonard Stogel, now sales manager, Ekco Products Import Co.

Arthur M. Feinberg, now assistant sales manager of tape recorder division, Emerson Radio, Inc.

Richard W. Hanselman, elected vice president, consumer products merchandising, RCA Sales Corp.



F. J. Davis



A. E. Uber, Jr.

F. J. Davis, now vice president and general sales manager, appliance division, Proctor-Silex Corp.

A. E. Uber, Jr., now manager, portable appliance division, Westinghouse Electric Corp.

Charlotte Kelly, now public relations director, Fawcett Publications, Inc.

Harry W. Stinson, Jr., now manager-export sales for the housewares division, General Electric Co.

OPERATIONS MANAGER

Ten years experience managing "inside" operations of a wholesale distributor with full knowledge accounting, credit, warehousing, shipping, etc. Must be a "go-getter" who fits into a small shirt-sleeved distribution business. Location: North Jersey. Salary: \$25,000 to \$30,000. Box 310, MART Magazine, 757 Third Ave., New York, N.Y. 10017.



P. C. Hartsuff



P. G. Glenkey

Peter C. Hartsuff, now national advertising manager, The Magnavox Co.

Paul G. Glenkey, now director of distribution, Oreck Corp., national sales organization for RCA-Whirlpool home cleaning systems.

Harry F. Recker, now sales planning manager, television; William T. Quillin, now product information supervisor, consumer electronics operations; and J. H. Laughner, now product planning manager for air conditioners; Richard D. Hershey, now product information supervisor in appliance operations, Philco Corp.

Michael C. Harmelin, now eastern Pennsylvania sales representative, Rival Mfg. Co.

Dale Matheny, now western regional manager, Concertone, division of Astro-Science Corp.

Michel R. Selton, now general sales manager, Craig-Panorama.

Charles A. Crumm, Jr., now Boston regional sales manager, housewares division, General Electric Co.



R. L. Desroches

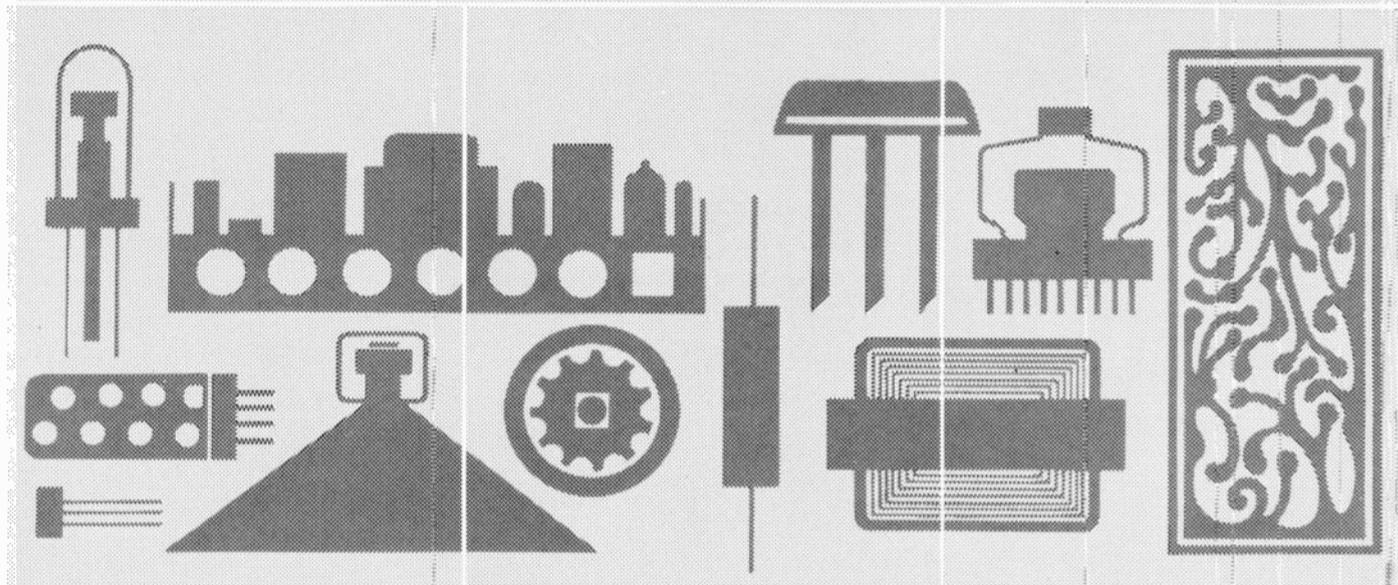


E. W. Seitz

Earl W. Seitz, marketing vice president, Regina Corp.

Roland L. Desroches, now field sales manager-distributors, Sylvania Entertainment Products Corp.

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

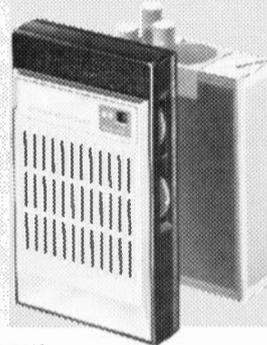


...there STANDARD is staying ahead



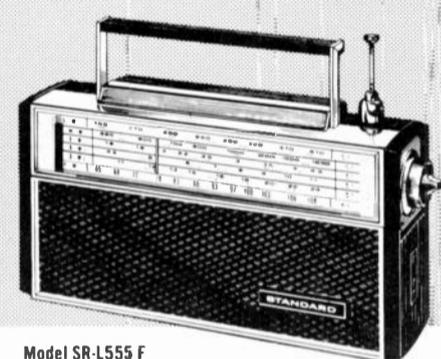
Model SR-H436
Your customer favors "something different"?

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 3/4" x 2 1/4" 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



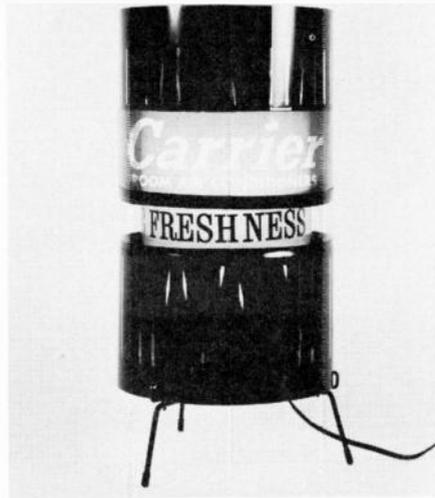
Room AC Display Aids

Sales aids for the 1965 Carrier room air conditioner line include:

Item AC-686 — Wire literature rack, which includes peg-board cleats, wire or nail brackets, and self-standing, adjustable legs. Finished in brass, unit is 26½ in. wide

x 14 in. high, with various sized pockets for spec sheets, brochures, inserts, etc. \$3.

Item 51-633 — Multi-message animated display, 16 in. high x 8 in. wide. Colorful rotation display is activated by heat from one 75-watt bulb; includes four copy changes. \$6.



Carrier rotation display

Item 51-625 — Decorator panel stuffer, in full color and four pages, 3¼ in. x 6 in. Illustrates choice of new, simulated-wood decorator panels. \$2 per 100.

Write: Carrier Air Conditioning Co., Syracuse, N. Y.

Dishwasher Display

A lock-on display to demonstrate the new "Classic VariCycle" top-loading portable dishwasher can be fastened to the back of the unit with one screw. Made of wood and "Masonite," the brightly colored portable merchandiser is 22½ in. wide and 40 in. tall. It features a three-dimensional header and a dual fill-drain hose demonstrator, which provides a neutral demonstration of how the hose is connected to the sink. Product information includes



Model TH900

**New! An industry "first."
Just press a button,
the station changes.
Automatically.
What does it, Magic?**

No, a spring wind motor! Press the button, the tuning dial hits the station, stops immediately, picks up weak or powerful stations, distant or local stations independently with no crosstalk or interference. We feel this is the most sensitive transistor radio ever made. With built-in ferrite antenna; local and distance switch; 2¼ x 3½ inch oval PM speaker; ear phones; leather carrying case. The TH900 in ebony and chrome finish uses 4 penlight batteries. Minimum retail, \$29.95; Suggested retail, \$34.95.



Model TRQ510

**This one is new.
It plugs in or
travels along...
Automatically
tames loud
voices, enhances
the shy ones.**

Batteries or house current power this new Belsona model. It features "Levelmatic" recording level controls to produce a professional sound without ups and downs in volume. Three hours of recording from a 5" long play tape, as well as: 7 transistors; 2 speeds; capstan drive; push button function selector; two source mixing; remote control switch; and tape counter.

Minimum retail, \$119.95. Suggested retail, \$129.95.



Hitachi
SALES CORPORATION

666 Fifth Avenue
New York, New York 10019
Phone 581-8844

12715 S. Daphne Ave.
Hawthorne, California
Phone 757-8143

333 N. Michigan Ave.
Chicago, Illinois 60601
Phone 726-4572

Sell the complete Hitachi line

A full range of popular priced transistor radios, portable television, tape recorders and phonographs — Hitachi engineered for sales leadership.



KitchenAid lock-on display

special features of new unit such as the three-cycle push-button control center with rinse and hold, utility and utensil, and dull cycle. Display also acts as cue card for salesmen.

Other display aids available include "see-in" demonstration units; an eye-catching "selling station" that gives a "built-in under the counter look" to display the "Superba Vari-Cycle" KDS-15 built-in dishwasher; and a new three-series counter top display that is 72 in. long and 25 in. wide. KitchenAid Home Dishwasher Div., Hobart Mfg. Co., Troy, O.

Desk-Top Manual

A complete collection of sales openers is offered in the 240-page "Manual of Profitable Merchandising," divided into main sections dealing with the why and how of sales promotion, getting the most from advertising, and mailing lists and direct mail.

An advertising section has mats for the complete line of Norge appliances, header and drop-in mats,

February 1965 • MART Magazine

radio scripts, outdoor advertising, and dealer identification.

A section dealing with sales promotion ideas lists 48 suggested promotions that have been successful for a number of dealers. Another section covers promotions currently offered by Norge, including premiums and banners. A special section devoted to planning contains a



chart showing the per cent of sales in each appliance category for various months. There is a special events calendar and planning calendars. Available from Norge distributors, *Norge Div., Borg-Warner Corp., Chicago, Ill.*

Battery Display

As partners to the basic "Salesmaster" display unit (for Eveready flashlight batteries), a complementary display combination called the "Salesmate" features transistor radio batteries. The two single units clip to the sides of the "Salesmaster" and



display all popular blister-pack Eveready transistor radio batteries. Complete, the three units measure 15¼ in. high x 13½ in. wide x 10¾ in. deep. Available through Eveready battery distributors. *Consumer Products Div., Union Carbide Corp., 270 Park Ave., New York, N. Y.*

Antenna Display

A twirling parrot atop a miniature TV antenna is a feature attraction of a new combination counter and window display for "Tenna-Rotor" TV antenna rotators. Made of tough cardboard and printed in bright, eye-catching colors, the kit comes complete with mounting board for rotator control. *The Alliance Mfg. Co., Inc., Alliance, O.*



Alliance display

Window Switch Display



Sony display

In this novel display for the 4-in. TV set, the unit fits inside a three-color cardboard cut-out inside a window, but potential customers can turn the unit on and off — from outside the window. One flip of the Sony window switch and the customer sees an instant picture on the tiny screen. *Sony Corp. of America, 580 Fifth Ave., New York, N. Y.*

HI-FI AUDIO REPS

American company doing business internationally, listed N.Y. Stock Exchange, to enter Hi-Fi Audio field with select line of high quality tape recorders and stereo portable phonos now manufactured for professional and industrial markets. Write in detail advising manpower and other lines carried.

Box 114, MART Magazine, 757 Third Ave., New York, N.Y. 10017.



and that's not all that's burnt up!

She needs a new toaster. So she'll be looking in the Yellow Pages. The chances are 9 in 10 she'll then take action. Will she see your ad?

When she—and her toast—cool off, this housewife is going to join the 6.8 million people who turn to the small appliance headings of the Yellow Pages every year. (That's 19% of the entire market!)

When she does look in the Yellow Pages, chances are 9 in 10 she'll follow it up with either a call, a letter, or a visit. (Every 100 references

to the small appliance headings of the Yellow Pages bring 94 calls, letters, or visits!)

That's action! Yellow Pages ads bring that action... a recent extensive national usage study—consisting of over 19,000 interviews—proved it.

Call your Yellow Pages man. He'll show you what this study

learned about your business. And he'll be glad to help you plan your own Yellow Pages program. You'll find him in the Yellow Pages under "Advertising—Directory & Guide."

Advertise for action...



GE appliance centers . . .

(Continued from page 37)

One of the objections some dealers have to the full line idea is that any factory is bound to come up with a bad product at one time or another. To this, Lucas says, "If they (GE) come up with a lemon, we just won't carry that number. If they come up with a whole line that has bugs, we fully expect they'll take care of the adjustments."

Still further south, in Wooster, O., is the Center operated by Dealer Dick Stucker. This store, too, has

kept its own identity of Joliff & Stucker. Since he opened the center last June, says Stucker, he's had an increase in volume of 40 to 50 per cent, and his profit picture has been better, because he has taken more advantage of volume rebates.

Stucker had to pay a price for his Center that he did not reckon on. He had been an RCA dealer as well before opening the Center, and since he was one of the pioneers in the area for RCA color TV, he

wanted to keep that line after opening the Center, at least for a while. However, Main Line Cleveland, Inc., the Victor and Whirlpool distributor, didn't cotton to the idea and promptly cut Stucker off.

Like many other Center dealers, Stucker feels the Center plan is aimed squarely at Sears. "Let's face it," he says, "Sears is our biggest competitor, and at least GE is trying to do something about it. My interest expenses since opening the Center have vanished. Based as it is on a four-time-a-year turn, we have had no trouble making that up to now."

What about the GE dealers who didn't go into the plan? Probably

the most interesting case is that of Appliance Mart, in Cleveland. This is the store whose name appeared in the November ad in the *Plain Dealer* and who subsequently pulled out. Jack Boberg, an owner of the store, firmly refuses comment. "We don't want to get involved in the controversy right now," he says. The store, one of GE's biggest accounts in the area, was in the plan for about two weeks, and, according to the GE branch, the owners simply decided they didn't want to part with their other lines to make room for a full GE display. They are still a GE dealer.

Neither of the two big department stores in Cleveland that handle GE (Halle Bros. and The May Co.) joined the plan. (Connor says the plan is aimed primarily at the independent dealer who sells nothing but appliances. He looks on department stores as another type of business altogether.)

A source close to Halle Bros. says Halle's is concerned that the Centers near Halle branch stores could very possibly siphon GE business away from the Halle branches. As an antidote, Halle's is seriously thinking of going more heavily into private label (it belongs to the Frederick Atkins buying group) and of strengthening its secondary brands (GE is still the store's big brand).

John Macho runs a medium-sized operation — multi-line — about a mile away, on the same street, from one of the new Centers. When visited by *MART Magazine* in early January, Macho said his business was excellent, and that as near as he could tell, he wasn't losing any GE business to the Center.

"I have a big investment in my business just the way it is," says Macho, "and I just couldn't see making another big investment to change it." Macho differs from most appliance stores in that he specializes in vacuum cleaner repairs.

If the Centers don't go over in metropolitan Cleveland, says Walter Magni, major appliance merchandiser at Forest City Material Co., a non-GE dealer, then one of the contributing factors will have been the one-line idea. "People like to compare different brands," he says, "we see it every day on our floor."

"As for competing with Sears, just bear in mind that except for a small minority, Sears customers aren't married to Sears any more than anybody else's customers. I used to work in a Sears in California, and practically everybody who came into the appliance department was either on his way to White Front or had just come from White Front."

Dealer Stuart Rose, Industrial Electric, has a more basic objection to the Centers (he is also a non-GE dealer). Most of the Center stores are new stores, he says, and they thus swell what he considers is an already overpopulated dealer structure in Cleveland.

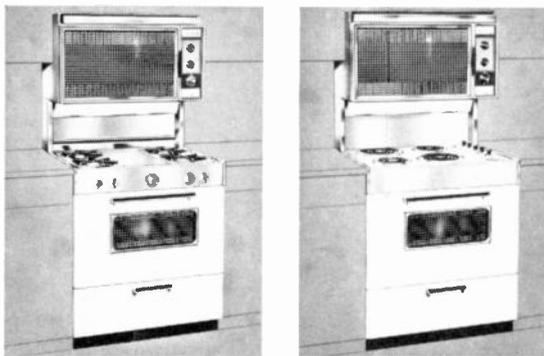
James Shipley, executive vice president of Main Line Cleveland, the RCA Victor and Whirlpool distributor, is at no loss for words to describe his disapproval of the Center program. He deplors the loss of the personal dealer touch and the

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.



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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.

local image that he says the Centers are causing. Even old line department stores, he points out, spend millions of dollars keeping their local image in front of the public.

"We think the public wants to buy from John Jones, Dealer," says Shipley, "and not from some faceless factory agent. We at Main Line have worked hard and long to build our own image — we have no God-given right to be here — and we merchandise through our dealers who justify their place in the market by selecting the lines and models they think are best for their particular customers."

Shipley concedes that there are times when a single line store makes sense. "But if we had a lot of them," he says, "I don't think we could afford the advertising tab, in addition to the awful problem of always having to be in stock on everything in the line." Shipley likes the dollars approach to floor planning, though, says it makes sense for any dealer, and predicts that other finance companies will adopt it in the next couple of years.

One of the strongest points in favor of the Centers plan, Connor points out, is that according to GE studies, consumers want to see a whole line under one roof, which is just what the Centers let them do.

"Almost everything we're doing in the Centers isn't new," he says, "and one of our primary aims is to build a dealer structure of independent dealers that make their living on appliances only."

Adam Green, the Sears appliance merchandise manager who reportedly enjoys a 45 per cent slice of the white goods market in Cleveland, isn't worried about the Centers. "I'm not afraid of competition," he says calmly, adding that the effect he has noticed since the Centers have opened near his outlets is one of a general stimulation of interest in appliances, a trend he heartily approves of. ■

I believe . . .

(Continued from page 12)

thought - stirring conclusions that evolve from this scholarly study, and analysis.

WHERE DO YOU AND I GO FROM HERE AS SMALL INDEPENDENT DEALERS?

I Believe this is a question we should answer by keeping abreast of today's countless opportunities and grabbing every one of them that we are convinced will help us to grow and prosper. We must join with other independents in an all-out effort through our trade associations, our suppliers, our educators, and our governments (local, state, and federal) to unify our resources so we can grow to a size that will give us the marketing advantages that the giants we compete with already have.

I just received a letter from Mr. E. B. Weiss giving me permission to

invite you to write for a free copy of "DEATH OF THE INDEPENDENT RETAILER." There is a limited number available, so may I suggest you write today—you'll be glad you did. (Multiple copies, \$1) Write to: Doyle, Dane, Bernbach, Inc., Advertising, 20 West 43rd St., N. Y., N. Y. 10036. ■

NEMA Will Again Award Community Service Medals

The National Electrical Mfrs. Ass'n has begun the third year of its national community service award program for employes of the electrical manufacturing industry. Joseph F. Miller, NEMA executive

vice president, said that conducting the community service program over the past two years has been a gratifying experience for the association.

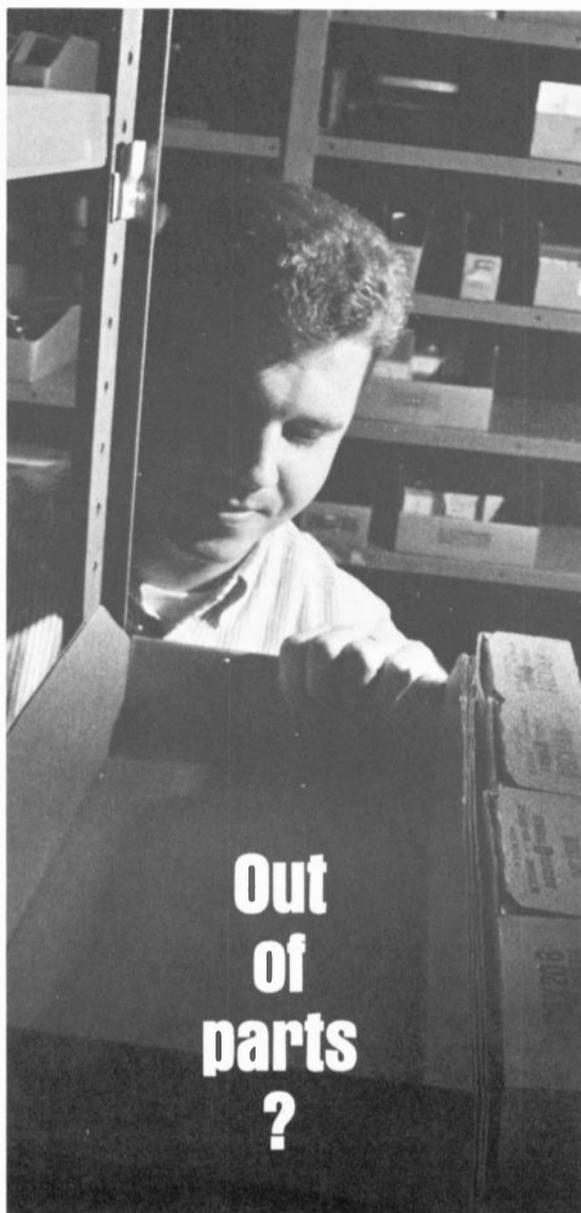
"As the nation's trade association for the manufacturing segment of the electrical industry," Miller said,



"NEMA believes it is appropriate for it to make these awards available for local groups for presentation to worthy candidates."

The NEMA Community Service Award medal and certificate are presented locally through the cooperation of electrical leagues, local chapters of the United Fund, or some other community service agency. Sometimes they are presented by NEMA subdivisions.

Qualifications for a nominee for the award are that he be a full-time employe of an electrical manufacturer, and make some outstanding, personal, voluntary contribution to the betterment of his community. Political and religious activities are not considered in judging a candidate's merit for the award.

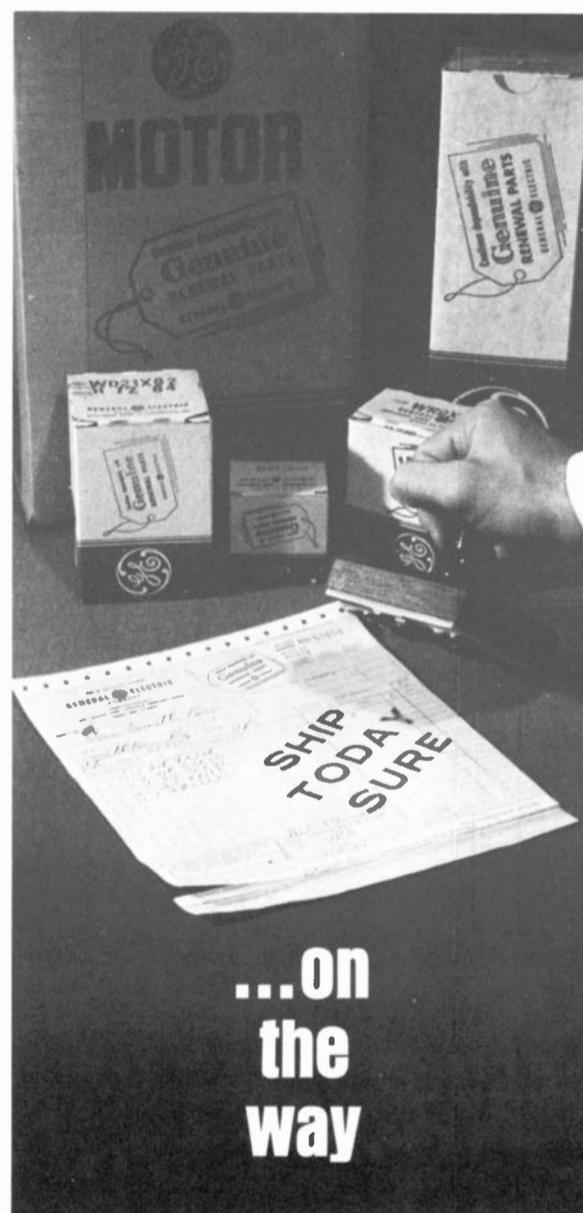


When you need fast parts service . . . and not fast talk . . . count on your General Electric distributor. He maintains a large stock of G-E major appliance, television and console stereo parts to help you with both routine requirements and emergency needs.

In the unlikely event your distributor is out of your required part . . . your wait will be a short one.

All General Electric distributors are in teletype contact with the G-E Parts Distribution Center in New Concord, Ohio.

Your special order will be computer-processed at New Concord. Chances are your part—selected from more than 32,000 different parts and a total inventory



of 100 million pieces—will be on its way to you within a few hours.

Get your share of the repeat business that comes from fast one-call service . . . service that is possible if you have an adequate parts inventory and if you are backed-up by a reliable distributor.

"Lack-of-parts" is an irritating problem for servicemen . . . and customers. Your General Electric distributor stands ready to help you solve this problem. Call him today!

830-32

Count on your G-E distributor for fast parts service.

GENERAL  ELECTRIC

The Balance Sheet

by JACK ADAMS



Let's Organize To Fight Sears!

The worst has happened! You're gulping a cup of coffee one morning and scanning the paper when suddenly your eyes fall upon a double-page spread. In 128-point type the ad proclaims: "SEARS ANNOUNCES A NEW POLICY!"

As you read on your breath comes in gasps. The room seems to revolve.

"Now your old appliance is worth more when you buy at Sears," says the ad. "Not only will Sears continue to offer you top value prices but will give you a generous allowance for trading in your present unit . . ."

You steady yourself on the dining room table as you rise and stumble towards the garage. Somehow you manage to back the car out. Your mind is a blank as you drive the familiar route to your store. You arrive there after going through only three red lights and narrowly averting hitting one old lady and two school children.

You sit listlessly at your desk, sorting the morning mail. You open a telegram. It's from your major supplier. As you read the wire you reach for the nitroglycerine tablets. The words jump out at you: "As of this date you are disenfranchised as an XYZ Brand dealer. One week from this date our factory will begin operation of 12 stores in your market. These outlets will be under direct management of this office. This step is being taken as a . . ."

So what do you do in light of this double-barrelled shotgun blast on a fine spring morning?

Take the pipe?

Go into the bakery business?

Apply for a job in one of the new factory stores?

Whether or not either of these situations will ever arise is open to conjecture, but there is no doubt that both are very real fears to many dealers.

Fear of Sears taking trade-ins has always lurked in the minds of many retailers, but as this chain comes in for increasing mentions in articles and speeches (as it did during the NARDA convention last month) the possibility of losing what many dealers consider a major advantage will loom larger in their minds.

The possibility of manufacturers opening their own stores has been mentioned from time to time over the years. Such speculation has been fanned in recent months by the utterances of such people as E. B. Weiss (an advertising agency executive who spoke at NARDA) and by test programs of the Salt Lake City variety and the one undertaken by General Electric in the Cleveland market. (See page 35.)

Let's forget about manufacturers opening stores for a moment. If they ever do, it undoubtedly *will* be primarily as an attempt to stem the growth in appliance sales of not only Sears but Wards, Penney's, Grant's, and other chains which between them operate thousands of outlets which reach into every nook and cranny.

If anyone should be aware of the share of market going to the chains it is the national brand manufacturer who is privy to figures that do not come to the attention of the average dealer. Certainly alert dealers have had a pretty good notion of what Sears has been realizing in their markets, at least in certain product categories.

But not until the 1965 NARDA convention did this chain come in for nearly the attention it deserves. We've been going to these conventions since the first formal get-together in 1946, and we can say that only occasionally in the past have speakers alluded to Sears.

Sears, as we have noted for years, is probably the No. 1 competitor of every appliance dealer in this country. And now dealers have not only Sears but an increasingly aggressive Wards and a

mechandising-wise Penney's and Grant's to contend with plus other chains.

Because these chains continue to capture an increasing share of the appliance-brown goods market, we contend that they are the No. 1 *problem* of the independent appliance-electronics dealer. And because they are a "problem" that in most respects can serve as a model for other stores, we think they deserve to be studied very carefully.

First of all, there appears to be a lack of good solid information on how important Sears and other chains are to the appliance-brown goods market. Share-of-market figures are always tough to come by, but figures relating to Sears which are being circulated vary so greatly that the listener could conclude one of two things: either he has (1) not regarded this giant with proper fear, or (2) things aren't as bad as he thought.

For example, at the NARDA convention last month one manufacturer executive estimated that Sears and Wards together account for 28 to 29 per cent of the TV market. Not so, said another producer, it's more like 13 per cent.

Also during this convention one heard typical comments such as, "Sears takes 60 per cent of this market." "Sears takes 45 per cent of that market."

Sixty per cent of what? — of total dollars spent on appliances and brown goods? Forty-five per cent of laundry sales?

There have been isolated market studies which show the share of the appliance-home electronics pie Sears and other chains are getting. What we think is needed is a central clearing house to put into proper perspective just what sort of competition the independent dealer is up against.

Several years ago our editorial staff made an in-depth study of the electric housewares market in a Pennsylvania city. Personal interviews with nearly every dealer in this market were coupled with a mail survey made among several thousand consumers in the same market.

Apparently not a single dealer was aware that Sears was any competition in electric housewares, yet the consumer study clearly indicated that this chain was one of the major suppliers of small appliances in the area.

What percentage of the market in various products Sears actually does capture doesn't matter from the standpoint of someone winning an argument. It does matter from the standpoint of being able to fight a worthy foe intelligently. Not only should we know where Sears' strength lies but also whether it is increasing its grip on various segments of the market.

Secondly, there can be very few people among those employed in independent dealerships and their suppliers who haven't given some thought to how to combat Sears. Speeches delivered at the NARDA convention last month contained many suggestions for competing against Sears.

Why not bring the best minds in this industry into play in a series of clinics designed to help dealers do a better job of selling against Sears? And we keep referring to Sears only because it is by far the largest of the chains. Let's not forget the other chains.

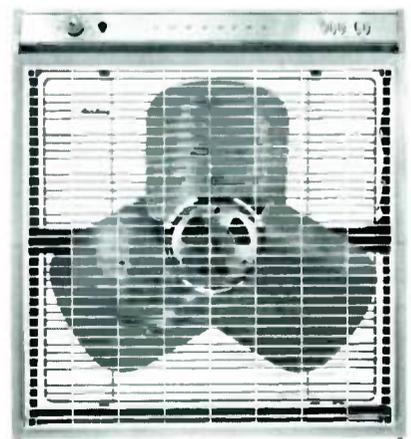
And since Sears, as so often has been noted, basically succeeds by doing all the right things, an organized study of how to compete with this organization should have a salubrious effect on the general condition of appliance-home electronics marketing.

We don't think dealers who are worth their salt will have to take the pipe or go out of business if Sears ever starts taking trade-ins or if manufacturers open their own stores. But by organizing their forces intelligently it seems logical that independent dealers and their supporters should be better prepared to combat the first situation if it arises and at the same time make the second less of a prospect. ■



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Air King's complete, step-up fan line!

Bellringer of the 1965 Air King fan line—as contemporary as a penthouse apartment! This electrically reversible 2-speed push button 20-incher features all controls—including Thermostat and signal light—conveniently mounted *atop* the fan in a smart new “Penthouse” control panel. Just one of a complete line that lets you step-up every prospect to a bigger sale. A Catalog is yours for the asking.



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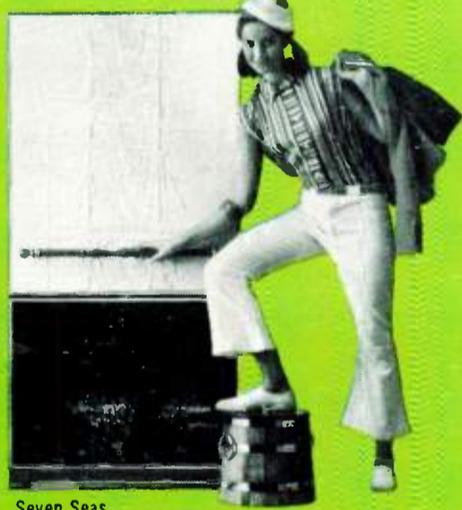
French Provincial



Alma Mater



Hacienda



Seven Seas



Delft



Draw One



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Suddenly, selling refrigerators is new, exciting, fun, and rewarding again!

Once again Kelvinator changes the face of refrigerator retailing . . . just as it has done so many times in the past with major engineering and design innovations.

Now you can take refrigerator salesmanship out of the humdrum, out of mere replacement selling and into a whole new area of creative salesmanship once again.

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Now you can break the image of selling the same merchandise with a different handle, or

a lower price, and establish a reputation for leadership and innovation once again that will have the whole town talking.

Dealers who sell the Kelvinator Originals have a whole bright new world of prestige and profit awaiting them. Isn't this what the appliance industry needs? Isn't this what *you* need in your appliance retailing?

Don't answer till you've seen all the Originals and talked to your Kelvinator district manager to get the full story. For a colorful booklet showing all the Originals, send the coupon today.

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