

A Buttenheim Publication

MART

MARCH
1965

Business partner of 50,000 home appliance/electronics retailers

magazine



The heart of the NEMA room air conditioner certification program: scale model of a room ambient calorimeter.

**INDUSTRY
TARGET
for APRIL:
RANGES**

you're twice the cook

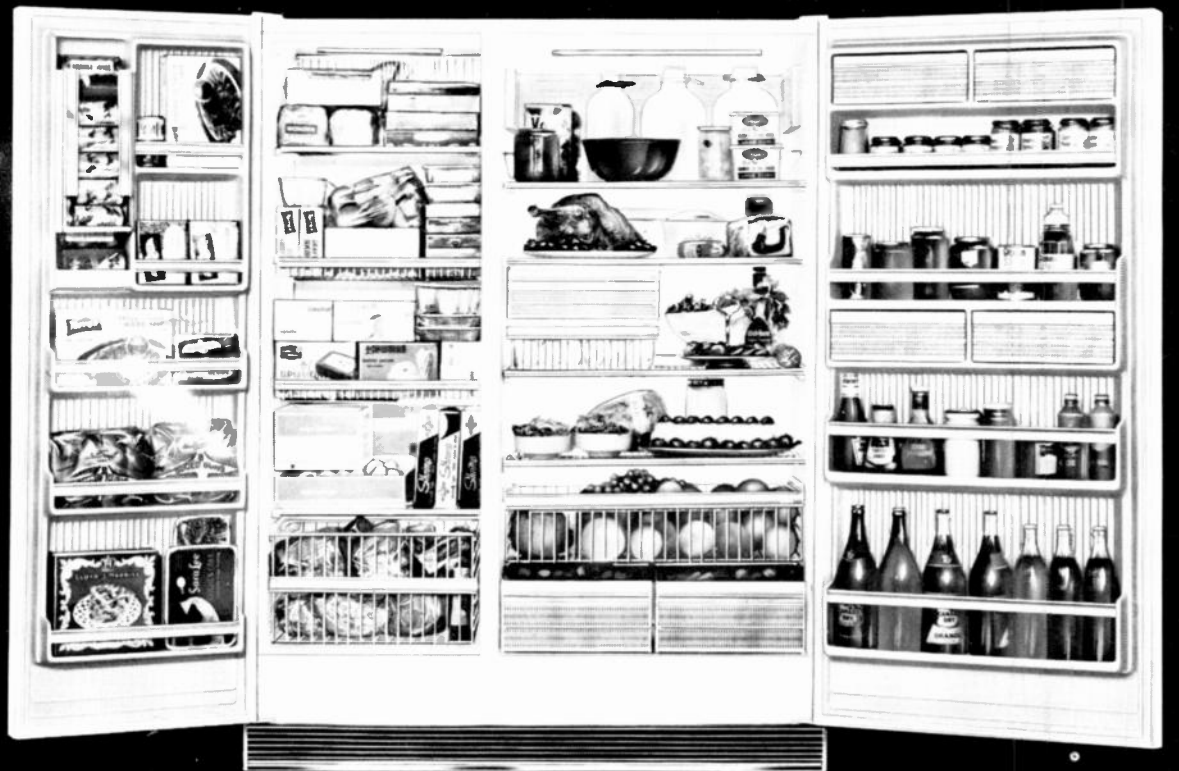


with a new automatic range

Exclusively from Admiral®

The 3 money-

***America's
fastest-selling
freezer-
refrigerators
have raised
Admiral dealers' sales to an
all-time high!***



Duplex 27. 48" wide, 16.3 cu. ft. refrigerator, 357-lb. freezer, 26.5 cu. ft. total capacity. Automatic ice maker optional.



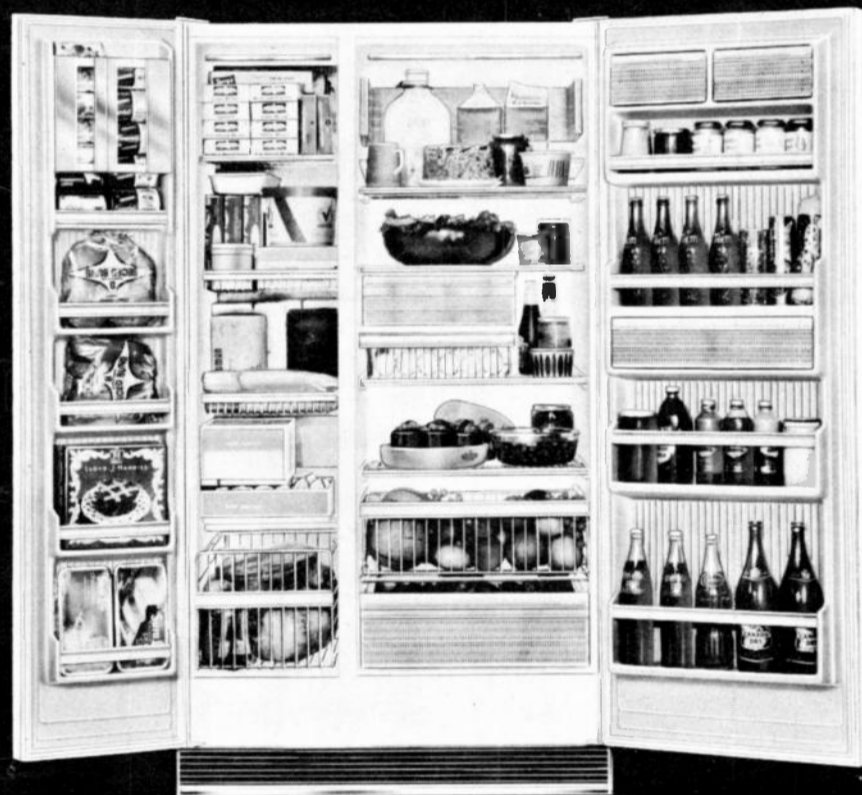
The only side-by-side 19 cu. ft. freezer-refrigerator just under 36 inches wide . . . Admiral Duplex was a sensation when it was introduced, created a huge demand, so much demand that factory space had to be expanded to meet it.

This product really fills a need for the big family with a small kitchen. Only 35 $\frac{3}{4}$ " wide, 5'4" tall, it slides in where the old-fashioned refrigerator stood, fits 9 out of 10 kitchens.

Duplex 19, Duplex 23 and Duplex 27 are all-new, all-foam-insulated, all capacities NEMA certified. Four colors: copper bronze, citron yellow, turquoise and white (brushed chrome doors optional extra). Available with automatic ice maker and automatic defrosting in both freezer and refrigerator.

Exclusive means "Only Admiral has it". Which means only Admiral Dealers have the Duplex to sell. Duplex is a registered name

Duplex makers!



Duplex 23. 41" wide. 13.7 cu. ft. refrigerator, 290 $\frac{3}{4}$ -lb. freezer, 22.0 cu. ft. total capacity. Automatic ice maker optional.



Duplex 19. Only 35 $\frac{3}{4}$ " wide. 12.2 cu. ft. refrigerator, 246 $\frac{1}{4}$ -lb. freezer, 19.1 cu. ft. total capacity. Automatic ice maker optional.



*Net NEMA

in the minds of U. S. consumers.

It's nationally advertised in magazines, newspapers and on the Andy Williams Show on NBC-TV in color, every Monday night.

See them, stock them, sell them. Call your Admiral Distributor right now!



Admiral



MARK OF QUALITY THROUGHOUT THE WORLD



AR-117 BANNER

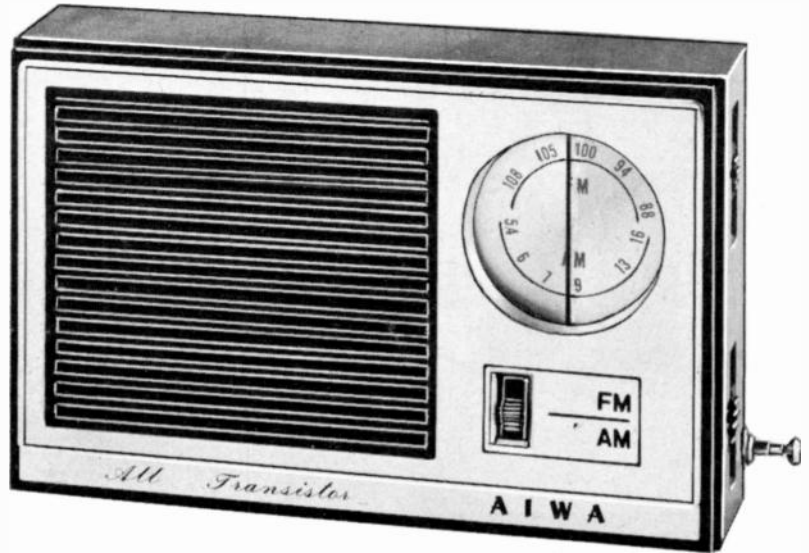
PARDON OUR EXCITEMENT—but nothing less describes the sheer power, the silver-toned sound clarity of the AR-117 and AR-118 solid-state, purse-size, AM/FM portables. Light-as-air, only 1 lb., their precision balance speakers deliver a tone and volume unheard of in units this size.

⊖ 10 TRANSISTORS.

⊖ ELEGANTLY HOUSED in charcoal grey and brushed silver with chrome accents.

⊖ 2 ANTENNAS, an internal AM antenna and a built-in rotating, telescopic antenna capture powerful signals even in fringe areas.

AIWA'S PURSE-SIZE POWERHOUSE



AR-118 SHIELD

⊖ OPEN, EASY-TO-READ-DIALS for critical tuning.

⊖ LOW-COST POWER on 4 "C" cells.

⊖ COME COMPLETE with earphone, batteries and richly grained genuine leather carrying case with handy carrying strap. 2" x 4" x 6"

FAST MOVING...FAST SELLING...PRICED FOR PROFIT



TP-708

TAPE-MATE, AC/DC CAPSTAN-DRIVE PORTABLE TAPE RECORDER—Remarkably clear, high volume sound from a 1 watt power output. Plays on both house current (built-in AC converter) or 4 "D" cells (portable). Sensitive solid-state, 7 transistor, 5 diode, 1 thermistor circuit. Push-button operated. Plays an amazing 3 hrs. on 1/2 mil 900' 4" reels. Two speed 1 1/2 ips and 3 3/4 ips. VU recording level and battery strength indicator. Includes batteries, dynamic remote control mike, 4" loaded reel, empty take-up reel, accessory case and AC power cord. 2 7/8" x 10 1/2" x 10 3/4". Only 6 1/2 lbs.



TP-706

STENOFAX, CAPSTAN-DRIVE PORTABLE TAPE RECORDER—Sensitive 6 transistor circuit plus a powerful 2 1/2" dynamic speaker combine to produce clear, high volume sound. Push-button operated. 2 speed capstan-drive 1 1/2 ips to 3 3/4 ips. Up to 2 hrs. play time at 1 1/2 ips on 600' reel of tape. Auxiliary jacks. VU recording level and battery strength indicator. Portable powered on 4 ordinary "C" cells or on house current (AC converter optional). Includes dynamic remote control mike, earphone, batteries and 3 1/4" take-up reel plus a fully loaded reel. 10" x 9 1/2" x 2 3/4". Only 5 lbs.



AR-125

ADVENTURER AM/FM POCKETABLE PORTABLE—A tiny treasure in a rich, leather textured, plastic case with a handy carrying strap. 10 transistors, 3 diodes and a powerful 2 3/4" oval speaker. FM equipped with AFC (Automatic Frequency Control) for drift-free reception. Ferrite bar antenna plus a telescopic rod antenna. Up to 75 hours play time on one low cost 9 volt battery. Battery and earphone included. 2 3/4" x 1 1/4" x 4 1/2".

WRITE TODAY FOR FULL INFORMATION

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MART *magazine*

CONTENTS FOR MARCH, 1965

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COVER: Room ambient calorimeter at Electrical Testing Laboratories, N. Y., is used for NEMA room air conditioner certification program. Shown is Hoffman S. Beagle, ETL president. See story on page 29.

features

- The Snake In The Picnic Basket 10
- Room Unit Push In May
Is Set By U. S. Steel 18
- Industry Combines Its Efforts
To Push Ranges During April 22
- "Creative Salesman" Winners Announced 24
- Room Unit Certification Program
Gets High Rating From Retailers 29
- How To Buy Air Conditioners 31
- Air Conditioner "Show And Tell" 32
- Dealer's Air Conditioner Program
Pays Off In Heavily Saturated Market 34
- The Case For Multiple Lines 35
- Displaytime
This Month Starring Easter 36
- Demos Not Necessary, Claims
Color TV Sales Whiz 40
- Dealer Advisory Board Discusses
Preparing Effective Newspaper Advertising 41
- How Utilities Help Dealers Sell Ranges 42
- He Stresses Service In Selling Ranges 43
- Cooking Schools Form Base
Of Long Term Range Program 45
- Look For New Additions
To Stereo Module Family 48
- A "Housewares Center"
Is This Dealer's Answer 51
- The Sales We'd Like To Make 74

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SALES OFFICES

New York, N. Y. 10017: 757 THIRD AVE.
PLaza 2-8600

George Miller, Marketing Manager
Edward Lohan; Georges Birgy
Chicago, Ill. 60606: 400 WEST MADISON ST.
FINancial 6-4611

William Stroben, Midwest Sales Manager; William Peck
Cleveland, O. 44114: 1814 SUPERIOR BLDG.
CHerry 1-1755

Los Angeles, Cal. 90029: 835 NORTH WESTERN AVE.
213-466-2104
James Murphy

Japan: 129 GOTANDA I-CHOME, SHINAGAWA-KU, TOKYO
442-7231
H. Hirayama, Dempa Publications, Inc.

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departments

- Deadline Roundup 7
- Trends 9
- Economist's Outlook 10
- Report From Japan 12
- I Believe 14
- Retail Ads 16
- Retail Roundup 46
- MART Mail 58
- Sales Portfolio 60
- Utility Sales Report 72
- The Balance Sheet 74

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WHAT MAKES MAYTAG DEPENDABLE



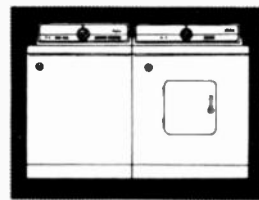
40-year-old parts

The men in our parts department might have to dig down a little, but if asked they could probably replace every single part in a 1922 (Model 80) Maytag, of which thousands are still in use.

Keeping a good parts inventory is an important part of any appliance manufacturer's business. But when you have to keep a parts inventory that goes back 40 years, that says quite a lot about the way you build your product in the first place.

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

STRAW IN THE WIND? Color TV dealers and distributors who are still waiting for Columbia Broadcasting System to make the big move to colorcasting might take heart from the sizeable advertisement CBS ran in New York following the broadcast in color of "Cinderella" late last month. CBS quoted New York TV critics in the ad, using much of the favorable criticism that mentioned that the show had been in color. "Now that Cinderella is magically engraved in color on tape," the ad concludes, "new generations of viewers will be thrilled year after year on the network that is noted for its matchless entertainment."

COMPANY STORE on an experimental basis is slated for opening in late February by Whirlpool Corp. in Jacksonville, Fla. Whirlpool calls the unit a "sales and display" store, says it hopes not only to improve the sales position of its dealers in Jacksonville with the store, but also to strengthen its "Retail Profit Management" services to RCA Whirlpool distributors and dealers elsewhere as a result of the retail experiment. Robert P. Lewis, marketing services manager at Whirlpool, says the 3,000-sq.-ft. Jacksonville store will have a full-line display of RCA Whirlpool appliances which may be used by other Whirlpool dealers for closing sales. The company's recommended retail prices will generally be used in the new store, says Lewis. When the store's objectives have been achieved, says Lewis, it will be sold or closed, and no further experiments of this kind are contemplated by Whirlpool. Store will be under supervision of Albert E. Taylor, Whirlpool area dealer development manager, and will be managed by Warren D. McMichael, former appliance dealer.

FIVE NEW COLOR TV receivers using the rectangular 23-in. picture tube and bowing in at \$479.95 are introduced by Motorola. The table model that sells at \$479.95 is the first rectangular tube table model color TV ever produced, says S.R. Herkes, vice president and general manager, consumer products, Motorola, Inc. The five new color sets have a new chassis specifically designed to take advantage of the 23-in. rectangular tube. Compactness of the table model allows one service man to handle it. It should also make an impact, says Herkes, in "cliff-dweller" markets. The Motorola executive points out that only 47,000 color sets were sold in New York last year, as against 105,000 that were sold in Los Angeles.

A Clean Joke



DUMMY SERVICE MAN with legs sticking into the air dramatizes the availability of service from the roof of this Phoenix, Ariz. dealership.

Distributor Salesman Award



PLAQUE AND CASH award of \$500 for being named Distributor Salesman-of-the-Year for 1964 in MART Magazine's annual competition go to Edward H. Arel (center), who covers the state of Vermont for the Burden-Bryant Co., Springfield, Mass., at ceremony in Burlington, Vt. Making the award is Charles Krauss (left), managing editor of MART, as Sol D. Freeman, president of Burden-Bryant, looks on.

ASSETS AND BUSINESS of Pilot Radio Corp. will go from Jerrold Corp., Pilot's parent firm, to Emerson Radio & Phonograph Corp., subject to approval by boards of directors of Emerson and Jerrold, according to an announcement at the Emerson annual meeting by Benjamin Abrams, board chairman and chief executive officer. With the acquisition of Pilot, Abrams says, Emerson plans to enter the hi-fi components field. Pilot, Abrams says, will be maintained as an autonomous division of Emerson. At the meeting, Abrams also predicts sales of 10,000,000 TV sets by the industry in 1965. Last year, Abrams predicted that industry sales would go to 12,000,000 within five years. Emerson's own business, he says, should increase 20 per cent this year.

EXPANSION of its distributorship network is the goal of a research and recruitment campaign at Olympic Radio & Television Sales Corp., Long Island City, N. Y. A coast-to-coast market study is being made by the company's market research department to determine potential markets and distributorship availability in areas not covered by Olympic's wholly owned sales branches, according to Morton M. Schwartz, Olympic Sales Corp. president. Olympic's goal, says Schwartz, is to increase its share of market in key areas through distributorships where they are available. If a satisfactory distributorship cannot be developed, he says, Olympic will go to direct selling. As part of the expansion move, Olympic names Stanley Seltzer, sales vice president, to assume responsibility for activities of all Olympic regional and district sales managers, and Milton Auster, sales vice president, takes over supervision of all branch operations in the U. S.

DECEMBER RETIREMENT is scheduled by Herman F. Lehman, vice president, General Motors Corp. and general manager, Frigidaire Division. Lehman, who joined Frigidaire in 1928 as service manager, was awarded the 1965 "Statesmanship Award" by Institute of Appliance Manufacturers last month.

THE BIG DIFFERENCE IN AIR CONDITIONERS

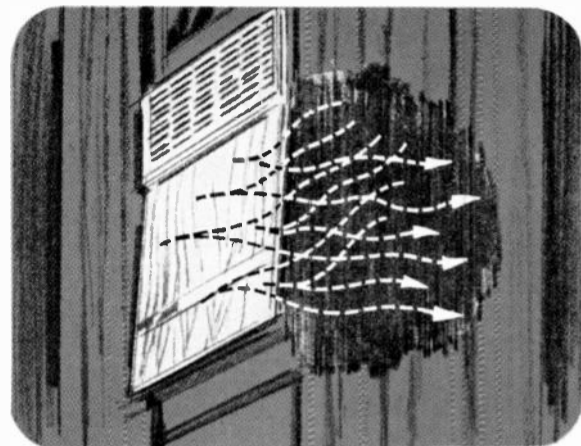
...right in
the palm
of your
hand



Exclusive Comfort Guard* control

This tiny, yet unique, control does a big job in guarding the comfort you sell. It automatically senses even slight changes in temperature, and corrects them, before your customers notice the difference. It also eliminates service calls due to coil "freeze-up". Another important point: samples of this exclusive control in your salesman's hands make powerful closers. Try it; see for yourself.

*Tmk.



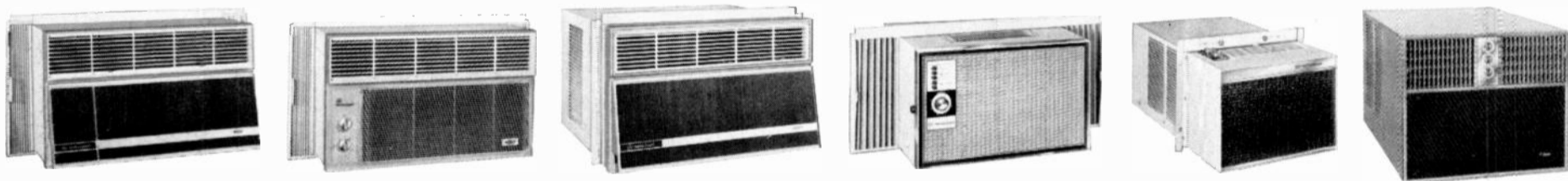
Show 'em why it's kitten quiet

The handsome front panel, with simulated oiled walnut finish, acts as a baffle to substantially lower the noise level. Compressor is mounted on springs and rubber for kitten-quiet operation.



Show 'em how they blend in with fine furniture

You can sell beauty as well as cool comfort with these new RCA WHIRLPOOL air conditioners. The rich-looking oiled walnut finish on front panels is at home with most any room decor.



Show 'em there's a model for every need

A huge selection from low-priced compact models, customers can carry home and install themselves, to huge super-capacity models that can cool an entire home. Certified NEMA capacities from 4,700 to 28,000 BTU'S. 115, 208 and 230 volt units.

SEE THE BIG DIFFERENCE IN AIR CONDITIONERS AT YOUR RCA WHIRLPOOL DISTRIBUTOR



Whirlpool

AIR CONDITIONERS FOR 1965

Trends

IN THE MARTS OF TRADE

JAPANESE COLOR TV development is expected to bear intimately on the number of sets Japanese manufacturers can export to the United States, says the marketing services department of Electronics Industries Ass'n. The cheapest color set in Japan is currently priced at around \$500, the EIA department points out, so unless production totals and corresponding lower prices can be achieved by significant exports, then domestic sales will develop at a slow pace. In 1964, more than 700,000 TV receivers came into the U. S. from Japan. Of these, only a few thousand were color sets. Biggest market potential for Japanese color sets in the U. S., the department feels, would be as private label sets sold by established U. S. retailers, a route that Sears has already taken with its 16-in. Japanese-made color set.

New Video Recorder



NEW LOW PRICE is an important feature of this videotape TV recorder being marketed by Ampex Corp. It retails for \$3,950, which Ampex says compares to \$10,000 to \$12,000 for comparable equipment previously available. It is aimed for use in education, industry, medicine, sports, and other non-home applications. At the same time, Ampex showed a complete home videotape entertainment center, slated to retail in the \$8,000 to \$10,000 bracket.

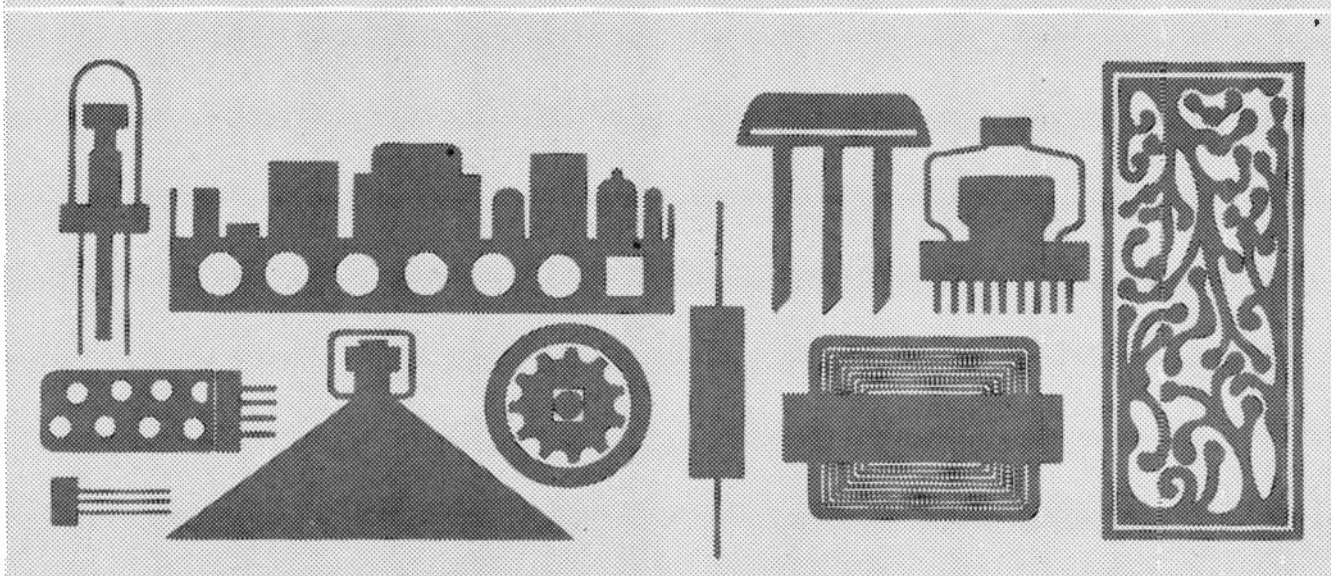
U. S. COMMERCE DEPT. is working with the EIA to inform the rest of the world of the advantages of the U. S. system of color TV (NTSC) as the time nears for a decision this spring that will influence European nations on their individual choice of color TV systems. In the running besides NTSC are SECAM, a French system, and PAL, a West German system. A unit of the International Radio Consultative Committee (CCIR) meets in Vienna March 24-April 7 to weigh the color systems and make final recommendations to European nations. EIA has also petitioned the White House Office of Science and Technology for support in its efforts to get the U. S. color system ac-

cepted as standard in other countries, pointing out that until recently the U. S. industry has been making these efforts unassisted by the administration while the British, German, and French systems have had the full supports of their governments. The mobile color TV studio that has been sent on a six-month tour of Europe by RCA will go to Vienna during the CCIR meeting later this month.

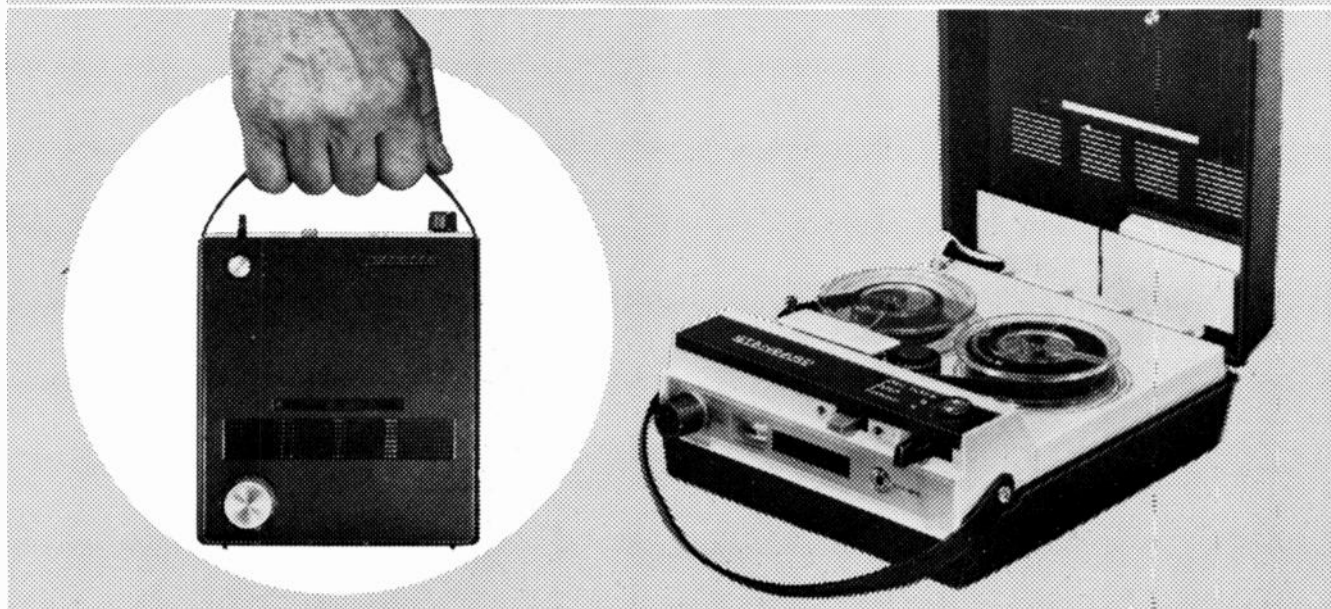
GENERAL ELECTRIC CO. announces plans to broaden its activity in the community antenna television (CATV) business and names Robert B. Hanna as general manager of the General Electric Cablevision Corp., a subsidiary formed to develop and operate CATV systems. GE's CATV company will file for franchises in "a number" of unspecified communities across the country and also plans to buy franchised systems now in operation. GE Cablevision Corp. was recently awarded franchises in Schenectady and Colonie in eastern New York, and has filed for franchises in the central New York towns of Cicero, Van Buren, and Camillus.

PROMOTION PLANS for both peak season and all through the year are announced by the electric housewares section of the National Electrical Mfr's. Ass'n (NEMA). For the second year, October has been designated as National Electric Housewares Month, and the industry promotion theme is again "Make Every Day a Holiday with Electric Housewares." A comprehensive "Promotion Planner and Work Book" will be distributed later in the year to distributors and dealers by NEMA members. This package will contain suggestions for building store traffic and sales, display materials, plus ads, logos, and radio spots.

next step in the "state of the art"



...and it's STANDARD. that takes it!



A retailer is entitled to products that are ahead

Latest STANDARD advance . . . the F21T tape recorder!

What competitor can match you when you offer . . . at \$44.95, mind you . . . a serious instrument no bigger than a book . . . over an hour's playing time per tape . . . capstan drive, AC bias, dynamic microphone . . . one head for recording, another for automatic erase (both heads non-magnetic) . . . VU meter to check sound level and battery . . . knob-controlled volume . . . 2 flip-levers to accomplish entire operation of recording and playback . . . dynamic microphone that need not be removed from case . . . F21T performs either open or closed. All in the dimensions of 6" x 6 7/8" x 2 7/8"!

(Yes, it's here in stock, for immediate delivery . . . first come, first served).

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



The Economist's Outlook

by Richard E. Snyder • Marketing Economist

The Snake In The Picnic Basket

"The growth of public and private debt has been among the principal factors influencing the level of economic activity in the United States during the postwar period." Thus we are informed by a monthly business and economic review issued by a large metropolitan bank. Sounds great, doesn't it? (Like, man, you shouldn't oughta worry about a thing! Just lookit all the dough lying around waiting to be borrowed!)

Yessir, and it sounds even "greater" when they go on to tell you: "Total public and private debt outstanding in 1946 was \$397.4 billion with federal state and local government debt amounting to \$243.3 billion, or 61 per cent of the total. By 1963, total private and public debt had risen to \$1,093.5 billion with the contribution of the public sector declining to 31 per cent of the total. Over the period, private debt increased almost five-fold and now accounts for nearly 70 percent of all debt." (Yeah, man, like that "\$1,093.5 billion" really means *one trillion and 93.5 billion dollars!*) Quite a "contribution"!

Rampaging prosperity always brings new highs in debt and crime. Mesmerized by a euphoric illusion of Utopia, the public embraces debt while impatiently leaving the crime problem to "the authorities." After all, a holdup man probably will be satisfied just to take your wallet; he can't carry away your house or your store. And not only that, a smart holdup man wouldn't want to encumber himself with your home mortgage and business debts!

But crime, in any case, is *illegal*. The legal snake in the picnic basket is *debt*. At that point in our economic history when Franklin Roosevelt was busy with repeated raisings of the national debt limit (thus trampling on his own pledges to hold down government spending), he justified his tamperings with the national debt by quipping that "we owe it to ourselves." In the opinion of this analyst, that snide and idiotic remark still remains the cornerstone of our national cynicism about *debt*, period.

The real truth, which so many have learned — and many others must learn — the hard way, is this: When you borrow a buck, brother, *you owe a buck* — and not to yourself, but to the guy you borrowed it from!

In this country today we have more *different kinds* of lenders than in any other country or at any other time in the history of the world, as well as more borrowers, and more dollars borrowed. And you wanta know something else? *The lenders of all that dough expect to be paid*, right down to the last dollar! The accompanying table provides a profile of the Short- and Intermediate-term Consumer Credit pattern at year-end 1960 and also at the end of October 1964 (latest available at the time of this writing). This should help you to see the true size of the snake we are talking about.

CONSUMER CREDIT

(Short- and Intermediate-term)

	Billions of Dollars		
	Dec. 1960	Oct. 1964	% Change
Total outstanding, end of year or month	\$56.1	\$74.0	+ 31.9
Installment credit, total	43.3	57.8	+ 33.5
Automobile paper	17.9	24.4	+ 36.3
Other consumer goods paper	11.2	14.2	+ 26.8
Repair and modernization loans	3.0	3.5	+ 16.7
Personal loans	11.2	15.7	+ 40.2
By type of holder:			
Financial institutions, total	37.5	51.2	+ 36.5
Commercial banks	16.4	23.7	+ 44.5
Sales finance companies	11.1	14.6	+ 31.5
Credit unions	3.9	6.3	+ 61.5
Consumer finance companies	4.2	4.9	+ 16.7
Other	1.9	1.7	- 10.5
Retail outlets, total	5.8	6.6	+ 13.8
Department stores	2.4	3.4	+ 41.7
Furniture stores	1.2	1.1	- 8.3
Automobile dealers	0.5	0.4	- 20.0
Others	1.7	1.7	0
Non-installment credit, total	12.8	16.2	+ 26.6
Single-payment loans, total	4.3	6.4	+ 48.8
Commercial banks	3.7	5.4	+ 45.9
Other financial institutions	0.6	1.0	+ 66.7
Charge accounts, total	5.2	5.4	+ 3.8
Department stores	0.9	0.7	- 22.2
Other retail outlets	3.8	4.1	+ 7.9
Credit cards	0.5	0.6	+ 20.0
Service credit	3.3	4.4	+ 33.3

With all that dough floating around, things ought to be going just great for everybody, "don-chno"! But it really ain't so. Take the business side of the picture. During recent years, an average of 400,000 new business firms have been started annually while from 350,000 to 400,000 (including about 160,000 retailers) have been discontinued each year. As to the number of "legal" failures, i.e., formal bankruptcies, Dun & Bradstreet has counted an average of about 15,000 failures annually for the 4-year period: 1960-1963. This 15,000 total includes all types of businesses, not just retail. Emphasizing that the dollar liabilities of the failed firms increased steadily during this period, Dun & Bradstreet points out that *receivables* difficulties have been pinpointed as a cause of failure in a growing portion of the cases recorded.

(Special Note: Using D&B failure rate data, we estimate that approximately 150 A-R-TV dealers "went under" in 1963.)

In the housing field, the *average monthly number* of non-farm foreclosures during the first half

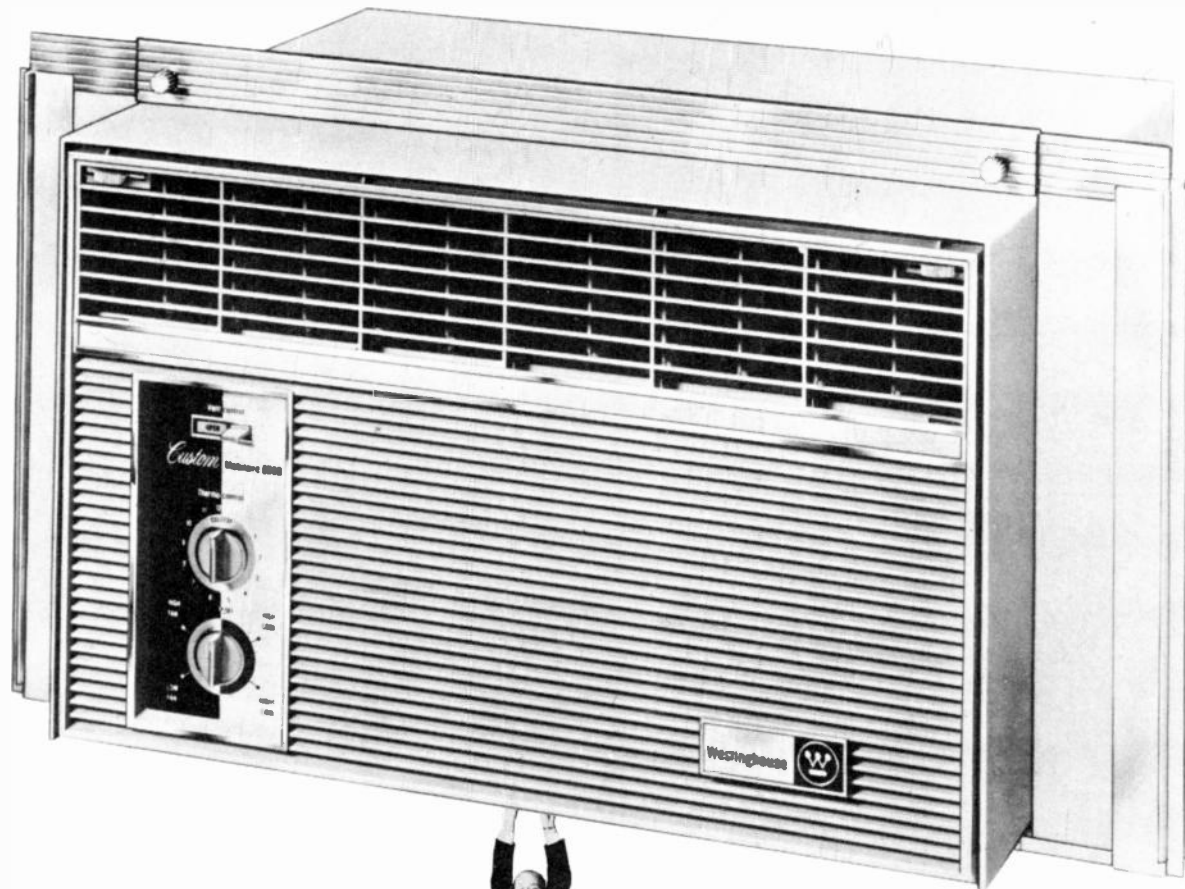
of 1964 (latest available) was 8,951 compared to 8,183 in calendar year 1963, and 7,204 in calendar year 1962.

And now let us take a look into still another sector of our "debt economy," namely, the area of debt service charges. The continued growth in debt service charges, i.e., interest plus amortization, in recent years is dramatically emphasized when we interpret such charges in relation to income on a *per family basis*. Thus we find that, over the 15-year period 1949 through 1963, while disposable income per family rose approximately 74 per cent, the rise in the amount of total debt service charges per family came to nearly 211 per cent. Accordingly, the debt service load as a percent of income rose from 11 to 21 per cent.

At the 1964 annual meeting of the Credit Union Forum, in Chicago, an official of that organization expressed the opinion that the growing glut of consumer debt is a threat to "the confidence of the public in the retail and credit busi-

(Continued on page 62)

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

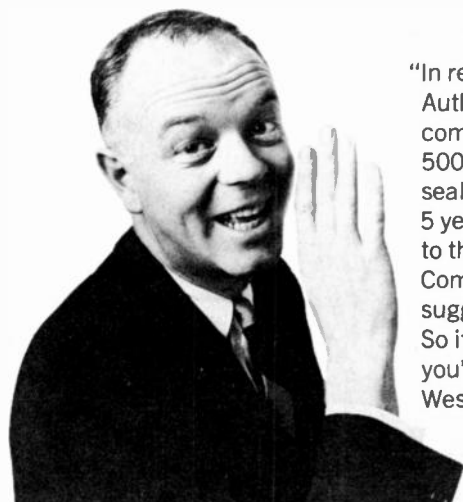


"Lift your sales with this powerful new compact 61-pound lightweight Custom Mobilair 6000 btu air conditioner. It combines full-capacity, big cooling power with a small easy-to-handle size. Easily and quickly installs with its own built-in Quick-Mount Kit. Provides instant air conditioning in a 'take-me-home-tonight'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

"What? 172 pounds? Well, I never...oops...Tee, hee, hee. I almost forgot to subtract 59 pounds for this lightweight Mobilair 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 Mobilair 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 Mobilair® 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





Dough Maker

This is the unique dough hook that comes with the Model K45 KitchenAid Food Preparer. It's a yeast dough kneader for your customers. A money maker for you.

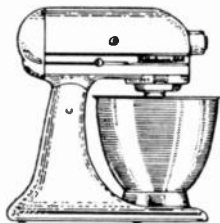
We've found that women are buying this Food Preparer because it's the only home mixer that kneads yeast dough. But that's not all it does.

With over a dozen optional attachments, it can also open cans, chop meat, stuff sausage, shred cabbage, crush ice, juice oranges, etc.

Your customers get more for their money with the Model K45. It comes complete with the dough hook, a flat beater, a wire whip and stainless steel bowl. It has the same powerful mixing action as the commercial mixers our company makes for bakeries. The single beater turns in one direction while traveling around the bowl in another.

You get more too. National ads that generate inquiries. A new full-color window banner. New newspaper ad mats. Colorful literature.

So display the Food Preparer with a dough hook. You can't beat it. Clip the coupon for details.



KitchenAid Electric Housewares Division, Dept. KMM-5
The Hobart Manufacturing Company, Troy, Ohio 45373
Please tell me more.

NAME _____ TITLE _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

FOOD PREPARERS BY

KitchenAid®

Report From Japan

by Yoshitaka Kawagishi

Color TV Market Beginning To Stir

Color television service got under way in September, 1960 in Japan. Initial color programs were put on the air from Tokyo and Osaka, and subsequent expansion of the service area brought the coverage close to 75 per cent of all the households in Japan by the time the Tokyo Olympics were held in October, 1964. The coverage is maintained by 160 non-commercial and 79 commercial stations.

The expansion of color coverage naturally has stimulated manufacturers to stress color receiver production. In fact, the output gradually rose from the latter part of 1964, and the demand for color sets during 1965 is expected to reach some 100,000. Interest in color television is likely to be further stimulated when NHK (Japan Broadcasting Corporation) increases its program hours to two hours and forty minutes a day in April this year. Commercial stations like the NTV (Nippon Television Company), TBS (Tokyo Broadcasting System) and Fuji Television Company are also considering extension of their respective color TV program hours.

Color receivers are also becoming richer in variety. For example, six-inch, 14-inch, 16-inch and 17-inch sets are already on sale. In addition, sets like the 9-inch, 11-inch and 19-inch types, which are unique to Japan, are being commercialized. Such a variety of sizes is likely to be seen only in Japan where consumers like to enjoy a wider choice of goods they buy. Japanese color television receivers are reportedly as high in quality as any manufactured overseas.

The manufacturers include Fuji Electric Co., Hayakawa Electric Co., Hitachi, Ltd., Matsushita Electric Industrial Co., Mitsubishi Electric Corp., Nippon Electric Co., Sanyo Electric Co., Tokyo Shibaura Electric Co. and Victor Company of Japan. These firms produce 16-inch receivers as their mainstay. In addition, Nippon Columbia Co. has come out with an 11-inch type, while Yaou Electric Co. is credited with developing a 9-inch portable type. Sony is also scheduled to join the race with its 19-inch chromatron system receiver.

Tokyo Shibaura Electric Co. or Toshiba, which claims leadership in color TV production, is going so far as to build a new plant exclusively for color set production. Matsushita Electric also created a color TV



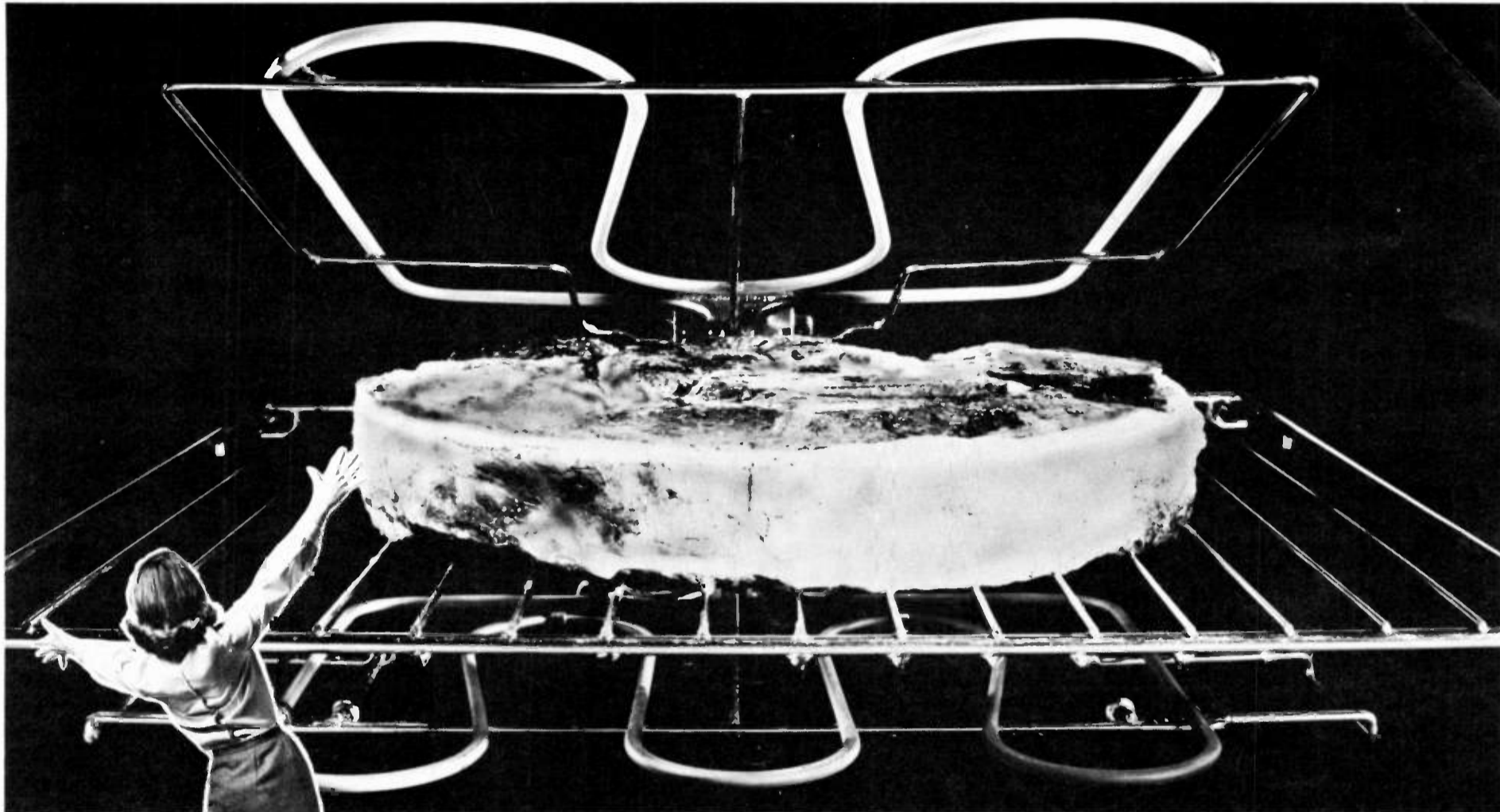
Toshiba color TV plant

division to expand its output. Not to be left behind, Hitachi, Victor Company of Japan, Sanyo, Hayakawa and Nippon Electric are actively developing sales routes for their 16-inch receivers. To enrich the variety, these manufacturers are also scheduled to develop 19-inch sets as well. Mitsubishi Electric, which has developed what is called a "trinescope" picture tube type of six-inch size, recently announced an 11-inch type. Nippon Columbia's mainstay is its 11-inch set, but it is also beginning to promote its 16-inch sets. Yaou Electric, on the other hand, is expected to stick to its nine-inch set using a one-gun picture tube under the color net system. The company expects this set to be feasible to export. The much-discussed one-gun chromatron set developed at Sony is a 19-inch type scheduled to go on sale some time in April. The company has already placed this set under production at a new plant built for the purpose.

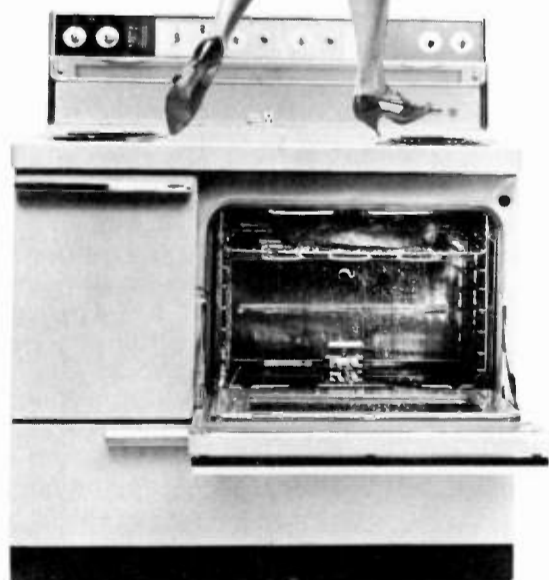
Color TV sets produced in larger quantities are likely to come down in prices. It is the consensus of the manufacturers that color sets should be sold under \$300 (domestic price) if they are to be popularized, though they are much higher now. Smaller sets, of course, are priced lower. For example, Mitsubishi Electric's six-inch set is sold (in Japan) for \$255 while Nippon Columbia's 11-inch set is priced at \$270. On the other hand, Yaou Electric's nine-inch portable is sold for \$361. The 16-inch

(Continued on page 68)

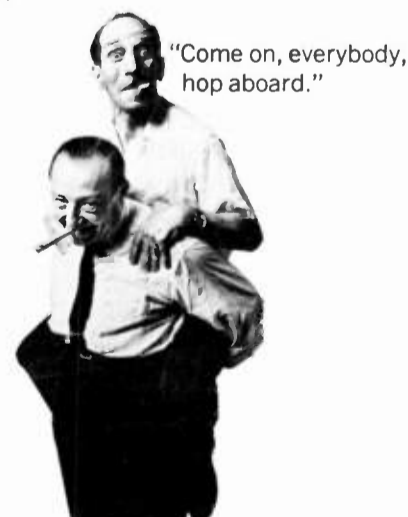
What's all this talk about sealed-in flavor? New Westinghouse Range with No Turn Speed-Broil: sears on both sides at once.



"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**



Save



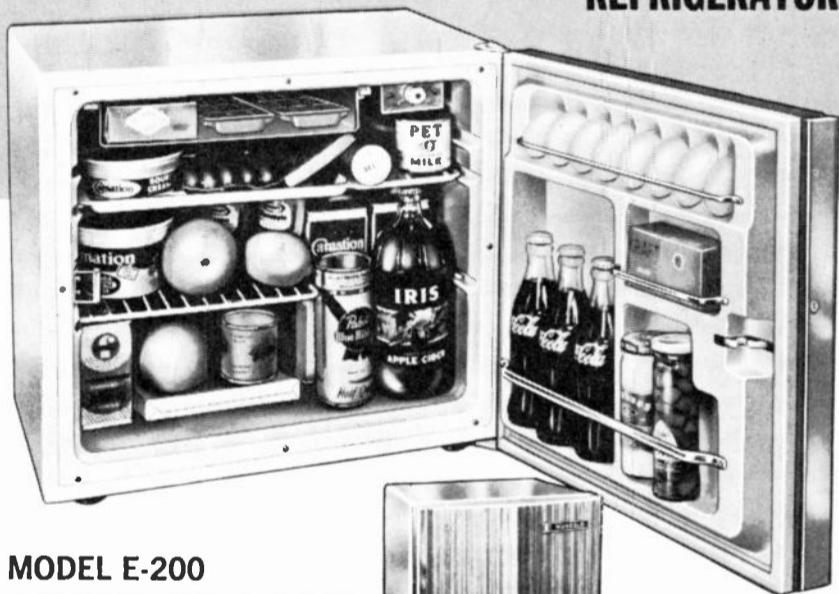
This Exclusive Proven Service-Free Patented Compressor

IS THE BIG DIFFERENCE BETWEEN THE

NORCOLD

Let's look at the record! The Norcold exclusive patented compressor has no equal in efficiency and service-free operation. The thousands of Norcold compact compressor refrigerators installed in homes, offices, motels and hotels give eloquent testimony to this fact. And that's not all... its hi-speed ice-cube production assures greater customer satisfaction.

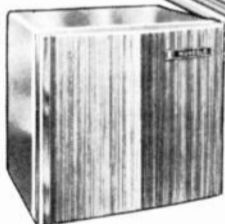
AND ORDINARY COMPACT REFRIGERATORS



MODEL E-200 PROMOTIONAL LEADER
In White or Walnut Finish

The sales-sensation of the industry! Lowest in cost, highest in profit. Feature for feature it has no competition. Huge storage capacity, makes ice cubes in a jiffy, low current consumption, 5 position thermostat, Key door lock. Just 42 lbs. Light and only 18" x 20" x 17".

Walnut E-200: Exact features as above with attractive simulated Walnut Wood grain finish.



Another Big Difference!

CAN BE PROMOTED AS LOW AS
\$69⁹⁵ RETAIL

In New York, Chicago, Los Angeles, \$79.00 elsewhere.

MODEL E-200 Walnut... Retail \$10.00 Additional



MODEL E-150 ICY-MITE
In Walnut Finish
ICE CUBES GALORE PLUS REFRIGERATION TOO!

Compact size plus quality and value will make the "Icy-Mite" a sure-fire sales winner with hotels, motels, offices, etc. . . . or wherever "room service" hospitality is required. Makes ice cubes in a jiffy. Holds 2 full quart and 3 half quart bottles plus 5 ice cube trays. Only 11 3/4" x 16 1/2" x 15 1/4".

Norcold Offers a Complete Line of Compacts, Including Portable 12V DC, 110V AC Combination Refrigerator Freezers.

REFRIGERATION IS OUR BUSINESS ... OUR ONLY BUSINESS.

NORCOLD, INC.

Subsidiary of the Stalle Corp.

16200 South Maple Avenue, Dept. M3, Gardena, California • PH: FAculty 1-9300, area code 213
Warehouses in New York, Chicago, Los Angeles, Vancouver and Toronto

I Believe

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



Since the biggest figure in our expense column is always salaries, let's take a good look at the employees who spell *Success or Failure* for you and me.

Salaries make up from 50 per cent to as high as 65 per cent of the expense dollar (with fringe benefits). I have a loose-leaf note book with a 2 1/2-inch ring binder that is almost full of completed application forms. About one-third are from women and the others from men.

I always try to have a short interview with every applicant. I feel in a business the size of ours (we employ from 35 to 45 employees) and in a city of 10,000 population, it is a good business to show every applicant this consideration. If we are not looking for an employe at the time, I ask a few pertinent questions and then thank the applicant for being interested and assure him or her that I will file the application for future reference.

Many friends are made for our business through this courtesy, and we gain a valuable file of applicants for the future. If we are looking for an employe, then I invite the applicant to a 20-minute conference with me. I go over in detail first the job opportunities we have. Then I carefully qualify every item on the application. I ask searching questions and make notes on the back of the form. I know usually in about 10 minutes whether this is an applicant we should be interested in. If so, then I go into the details on our wages and hours, fringe benefits, and opportunities to learn and advance. I emphasize *right attitudes* and that we must have employes who are **AGGRESSIVE LEARNERS** and who are anxious to grow in their jobs.

I then check the references and ask for one or two additional ones. If I am interested, I introduce the applicant to the manager of the department he may be working in. We arrange for a second interview as soon as possible, allowing only enough time to check on references. If the references are satisfactory, the next interview includes the department manager.

All of the previous ground is quickly gone over again, and then there is a question and answer time so that every possible misunderstanding can be clarified. Then if the applicant is to be employed, a written agreement is made out and signed by him, the department manager, and me. He receives a copy to be kept in his loose leaf "Policy and Procedure Book" that he is given to take home and study at this time before he starts work. *It is made clear to him that he is working on a trial basis both for him and for us.* He is told that he should feel free at all times to talk over any questions he might have with his department manager or with me.

After his first day of work, he meets with me for a 30-minute conference on the contents of "The Policy and Procedure Book." I tell him that from time to time the policies and procedures set forth in this book will be brought up to date and that we welcome his suggestions. I make him aware of who the six members are on our **EMPLOYEE CONSTRUCTIVE CRITICISM COMMITTEE** and tell him to feel free to visit with any of them at any time, especially the one who represents his department. I let him know that most of the policies and procedures have been worked out jointly by management and the employes. Then I give him one of Dale Carnegie's pocket-size books on "How To Win Friends And Influence People." Whether he has read it previously or not, I ask him to read it. I suggest he try to read it for 15 to 30 minutes every day and at times to read parts of it aloud to his wife, or that perhaps they'll want to read the entire book together. I sell him on how important the thinking is in this book to his success in his job. I let him know that every other employe has read this book and has given me a 20-minute book review. I ask him to have his book review ready for me within a month.

I wish you could hear some of the very creditable reviews and the favorable comments from employes. They, of course, keep the book and I urge them to try and pick it up and reread parts of it every once in awhile, but to be sure they constantly practice its teachings.

After an employe has been with us for three months and he is acquainted with our way of doing business, etc., Mrs. Rickbeil and I invite the new man and his wife to go out to dinner with us to some nice place. After dinner, we bring them to our home, and I have a heart-to-heart visit with our newest employe and his wife. (Mrs. Rickbeil excuses herself from this part of the evening). This is a priceless opportunity to get husband and wife on our team and to get them both looking into their future with our company with eagerness and confidence. I go through the "Policy and Procedure Book" again, but hit on just the very important points. I talk with them about the weekly newsletter that will be received by them with each pay check. I ask for their ideas and urge them to feel that they are actually in business for themselves under the

(Continued on page 21)

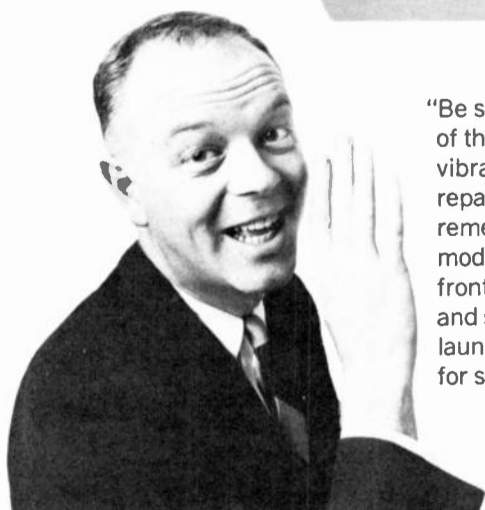
Here's the massive transmission that's engineered to prevent costly washer repairs in the new Westinghouse Heavy Duty 15.

"No problem keeping my laundry customers happy with a massive transmission like this. Just look at those gears. Why they're half again as large as the ones found in other transmissions. No wonder it's engineered to prevent costly repairs. For a good sales point, let your customers hold one. That way they can feel how well it's built. And besides, it's good exercise, too."



"We girls especially like the way this Heavy Duty 15 gets clothes thoroughly clean. While the agitator moves backward, the ribbed basket moves forward creating a double cleaning action unmatched by any other washer."

"Come on, everybody, hop aboard."



"Be sure to run your customers through all the major features of this new Heavy Duty 15—including the giant-action agitator and vibration-free suspension system. They all add up to fewer repair bills which today's laundry customer wants to hear. And remember, the Westinghouse laundry line takes in five top-loading models with matching gas or electric dryers . . . plus the versatile front-loading Laundromat® Automatic Washer line that stacks in a closet and stows under a counter. So no matter what a customer wants in laundry equipment, we Westinghouse dealers can offer it. Good reasons for seeing your Westinghouse distributor, wouldn't you say?"

You can be sure if it's Westinghouse





Clipping

the retail ADS

Headline: CLUNK SALE! "If It's Worn Out—Get Rid Of It! Save a Chunk on a Clunk," proclaims this full-page ad by **Electro Mart**, Reno, Nev. Copy reads: "Trade-in any old refrigerator . . . even greater allowance if working! Trade Today! At

these prices you can't afford to repair the old clunk . . . it will just cost you more later on." Copy in vertical ruled box running down right side of ad reads: "If your old refrigerator is up to 5 yrs. old—\$150 allowance; 5 to 10 yrs. old—\$100 allowance;

CLUNK SALE!

TRADE ALLOWANCE
TRADE-IN ANY OLD REFRIGERATOR
...EVEN GREATER ALLOWANCE IF WORKING!

TRADE TODAY!
AT THESE PRICES YOU CAN'T AFFORD TO REPAIR THE OLD "CLUNK" ... IT WILL JUST COST YOU MORE LATER ON

10
YRS. OLD
OR OLDER
FREEZER
Dial Defrost—10 Cu. Ft.

SPECIAL 139⁹⁵

"CLUNK"

REFRIGERATOR-FREEZER
POWER DRIVEN 14 cu. ft. and 100% mechanical parts—NOY parts on hand

WITH CLUNK 299⁹⁵

OTHER GREAT JULY VALUES

USED Department

COOLERS

HOT WEATHER CLUNK ALLOWANCE
ON REFRIGERATORS
ON ANY DATE BEFORE AUGUST 15
IF YOU BUY REFRIGERATOR UP TO 5 YRS. OLD \$150⁰⁰ ALLOWANCE
IF 5 TO 10 YRS. OLD \$100⁰⁰ ALLOWANCE

over 10 yrs. old—\$75 allowance. Trade in now while it's still running and still worth a lot of money!" Bottom half of ad lists all types of used appliances and brown goods.

Headline: "Harold's celebrating his April Fool's Birthday by featuring fantastically low, low FOOLISH PRICES," states this ad by **Modern Equipment Co.**, Great Falls, Mont. A cut shows the dealer's bearded face imposed on a baby's body. Copy states: "There's no fool like an old fool—Harold's senile and in his

FOOLISH PRICES

Hotpoint

APRIL FOOL'S DAY

FREE FAVORS

SPECIAL

HURRY!! Don't You Dare Miss These APRIL FOOL'S PRICES

second childhood!" Free favors, refreshments, and prizes were given out during this four-day sale beginning with April Fool's Day. Copy at bottom of ad states: "Hurry! Don't You Dare Miss These April Fool's Prices."

Headline: "Madman Returns To Muntz," proclaims this April 1st ad by **Muntz TV**, Seattle, Wash., "for an April Fool Sale! In which we give away the store but make lots of friends." Copy continues: "Follow the beaten path! Make the money-saving Muntz March to the 'No Fooling' greatest give-away, the lowest prices in the history of TV and

OPEN 11 AM TO 7:30 PM

Today, Wednesday, April 1st

"MADMAN" RETURNS TO MUNTZ

FOR AN

APRIL FOOL SALE!

(IN WHICH WE GIVE AWAY THE STORE BUT MAKE LOTS OF FRIENDS)

FOLLOW THE BEATEN PATH! MAKE THE MONEY-SAVING MUNTZ MARCH TO THE 'NO FOOLING' GREATEST GIVE-AWAY, THE LOWEST PRICES IN THE HISTORY OF TV AND STEREO IN THE PACIFIC NORTHWEST!

Regular low prices prevail—but look what you get for extra!

WE'VE BLOWN OUR TOP!

FREE! \$155 to the 1st purchaser of a 15" Color TV Combo or 2 Black & White TV Combos with Stereo Tuning (No Packing! Each of the 1st 10 get a postcard!)

FREE! \$100 to the 1st purchaser of a 15" Color TV Combo or 2 Black & White TV Combos with Stereo Tuning (No Packing! Each of the 1st 10 get a postcard!)

FREE! \$50 to the 1st purchaser of a 15" Color TV Combo or 2 Black & White TV Combos with Stereo Tuning (No Packing! Each of the 1st 10 get a postcard!)

FREE! \$25 to the 1st purchaser of a 15" Color TV Combo or 2 Black & White TV Combos with Stereo Tuning (No Packing! Each of the 1st 10 get a postcard!)

RECONDITIONED TV '39 to '79

WE'VE LOST OUR HEADS!

FREE! With the purchase of any Queen-sized stereo included, new portable record player, record cabinet, home stereo system, clock radio, etc.

HAVE THE EXPERTS! IT'S ONE WAY TO HAVE LOTS OF CRAZY FUN AND MAKE LOTS OF CRAZY FRIENDS!

Muntz TV

The West's Largest Independent TV Stereo Dealer

DOWNTOWN—8th & OLIVE

1631 8th Avenue MA 3-3553

stereo in the Pacific Northwest!" Clever artwork in the ad illustrates how customers can park free at nearby department store and walk to Muntz TV. Other artwork and copy explains details of free bonuses with purchases of brown goods.

ALL 3 AT THE SAME TIME!

TV IN THE LIVING ROOM . . .

'ROCK' IN THE PLAYROOM . . .

BACH IN A QUIET ROOM!

sell color combos faster with Olympic "3-at-once" demo



COLOR TV! OLYMPIC "3-AT-ONCE" STEREOCENTER MODEL CK366

OLYMPIC'S THE ONE WITH THIS EXCLUSIVE PROFIT-MAKER!

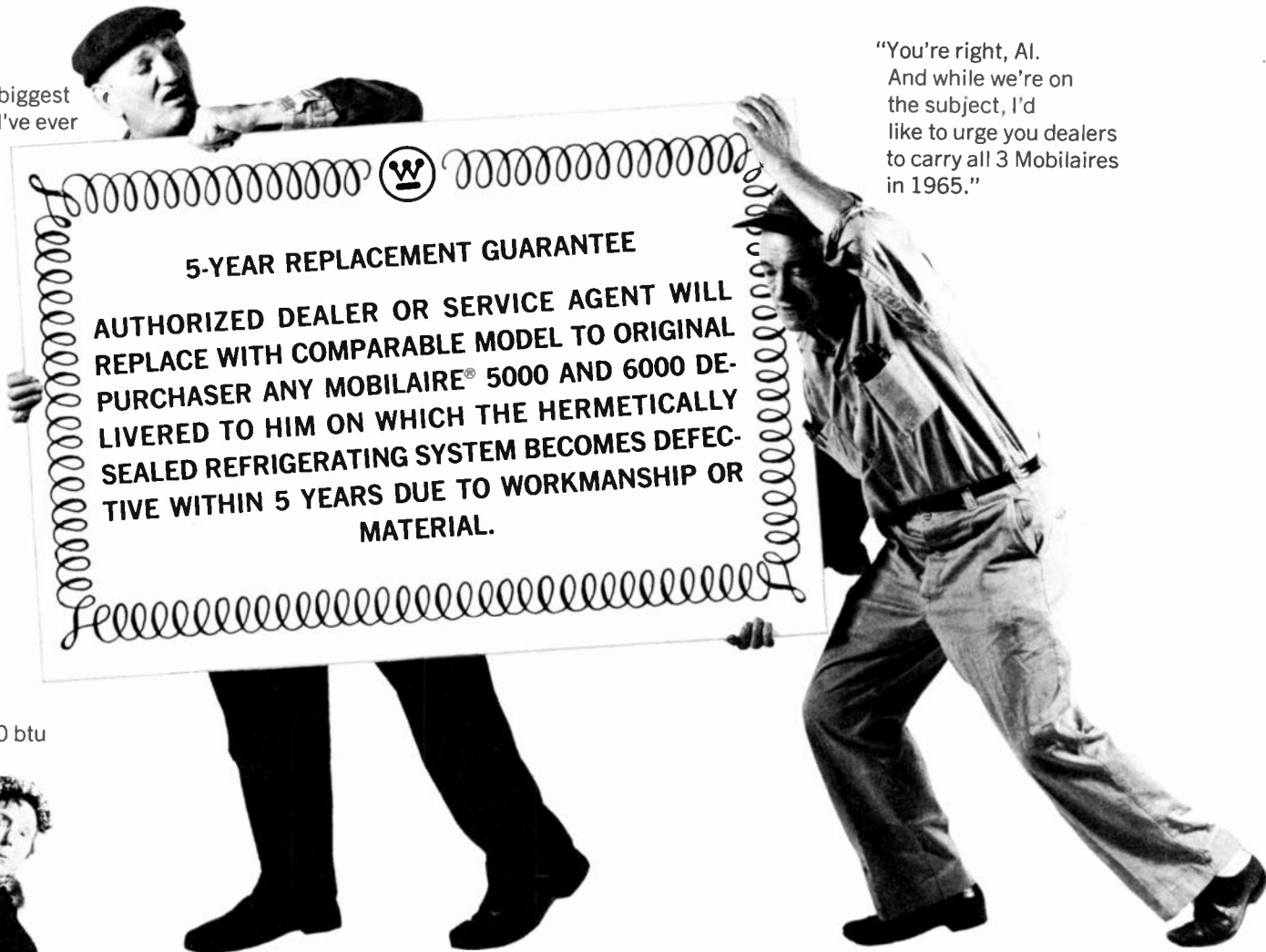
Olympic's exclusive "3-at-once" demonstration tops all competition! Clinches sales! Now it's yours for more profits in every price range . . . from finest Color TV StereoCenters to promotional Black-and-White TV combos. Offers all the varied entertainments your customers want . . . including big-picture TV, deluxe/Stereo Hi-Fi Phonograph, and AM/FM or AM/FM/FM Stereo radio. Just hook up two remote speakers and seize the combo sales lead! Call your Olympic distributor now.



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

Who's got the smallest full-capacity Room Air Conditioners with the biggest guarantee? Ask your Westinghouse Distributor.

"This is the biggest guarantee I've ever carried."



"You're right, Al. And while we're on the subject, I'd like to urge you dealers to carry all 3 Mobilaires in 1965."

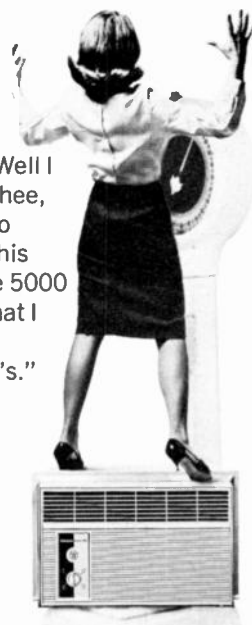
5-YEAR REPLACEMENT GUARANTEE

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.

"See how light this compact, powerful Custom Mobilaire 6000 btu room air conditioner is? It weighs only 61 pounds. Easy to install, too, with its built-in Quick-Mount Kit."



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



"Come on everybody, hop aboard."



"We Westinghouse Dealers have a great sales story in these new compact room air conditioners—not to mention this Deluxe Mobilaire 5000 with automatic temperature control. They don't need any special wiring like a lot of others do. They've got the same cooling power as competitive low-priced units weighing many pounds more. And they'll fit in windows up to 42" wide. One more thing. We've got a great price story, too. Full-capacity units with suggested prices 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'm heading for my Westinghouse distributor right now. Care to come along?"



You can be sure if it's Westinghouse



Room Unit Push In May Is Set By U.S. Steel

United States Steel Corp. will buy an eight-page "Dutch-door" insert in "This Week" magazine in its 40 markets on May 2 to launch its first promotion of room air conditioners.

In 14 of these markets, plus Los Angeles, U. S. Steel will conduct intensified campaigns for room air conditioners (*The Los Angeles Times*

will carry the insert in its locally-edited magazine).

Plans for the promotion were outlined to air conditioning manufacturers and other interested parties last month in New York by Harold O. Drosseth, consumer industry marketing manager of the steel corporation.

One important theme of the pro-

motion, Drosseth said, is to bring home to consumers the fact that most of them spend a lot of their time, shopping or working, in air conditioned stores or offices, but their homes, where they spend most of their time, are still largely non-air conditioned. "Only about 20 per cent of our wired homes have even one room air conditioner," he said. "The only logical conclusion I can see is that not enough people know about the wonders of room air conditioners. The promotion in May is designed to help them find out."

Drosseth cautioned the manufacturers that utility help in promoting room air conditioners might not be forthcoming in every case, due to the

uneven load factors and the resulting higher cost (of bringing in electricity from the outside) that room units often cause in extreme heat. (More than 50 electric utilities have indicated a willingness to back the promotion, however.)

The steel company has provided for national participation in the room air conditioner promotion by assembling a 16-page tabloid-size newspaper service of advertising and editorial materials. Newspapers in all markets can get this service free. Point-of-sale kits will also be available to dealers both directly and through air conditioner manufacturers who order the material from U. S. Steel.

Several manufacturers at the meeting voiced objections to the inclusion of Salt Lake City as one of the *This Week* markets, on the grounds that this area traditionally favors big evaporative coolers as an economical way to cool its homes. One manufacturing official also said that although he heartily endorses the program, the slogan, "Why simmer through summer?" lacks appeal to the women of the country.

Manufacturers represented at the meeting were: Airtemp, Carrier, Fedders, Friedrich, Frigidaire, General

Last year they asked,

"What will Magic Chef think of next?"



Here's the answer!

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

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

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

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



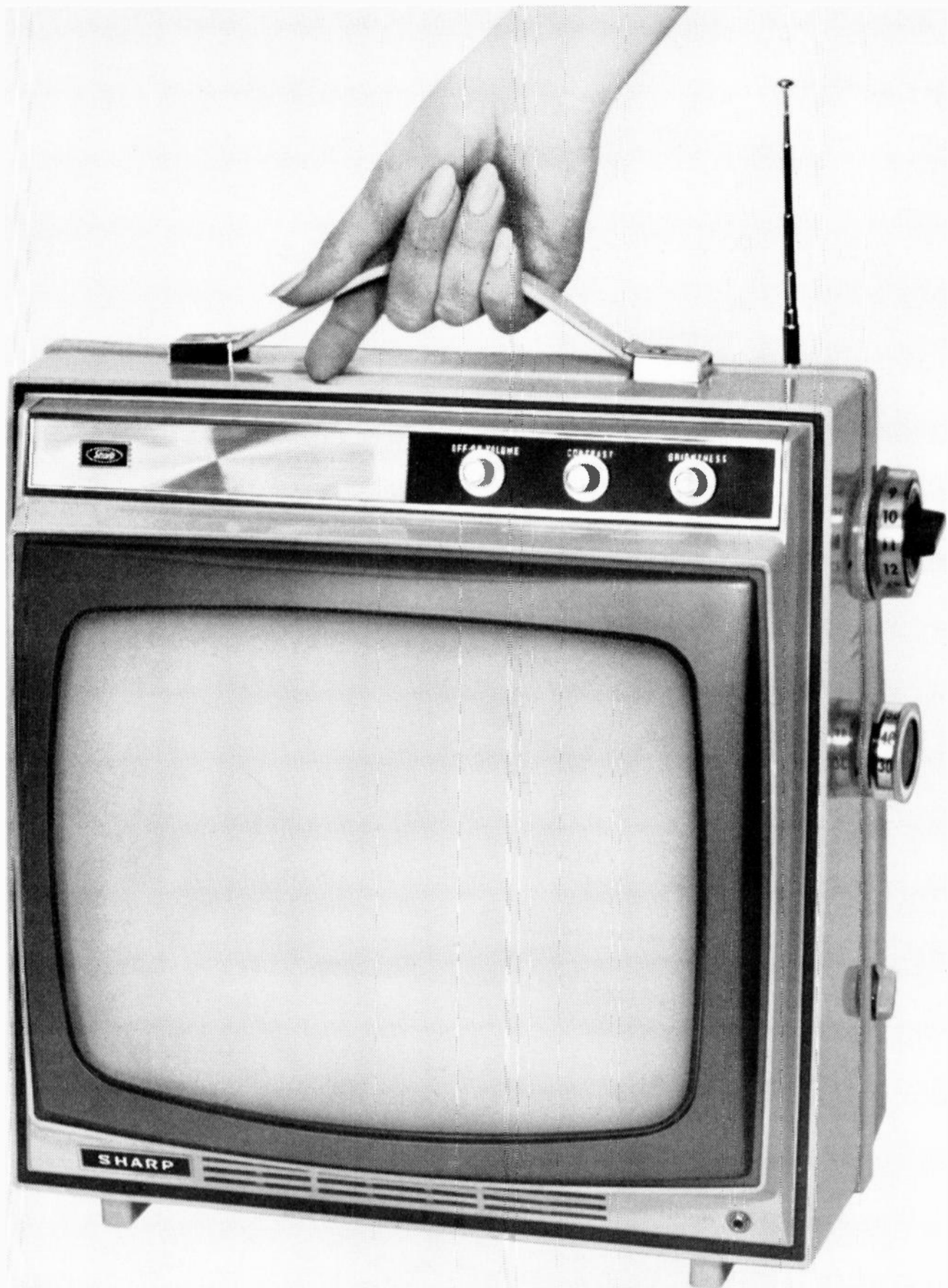
MAGIC CHEF
CLEVELAND, TENNESSEE

why simmer through summer?
choose your new air conditioner now

EGG ON A HOT steel pan is symbol for U. S. Steel's room air conditioner promotion slated for May.

Electric, Gibson, McGraw-Edison, J. C. Penney, Philco, Sears, Welbilt, Western Auto, Westinghouse, and Whirlpool. Representatives from the Edison Electric Institute and National Electrical Mfrs. Ass'n were also there.

Newspapers that will carry the *This Week* insert are: *Baltimore Sun*, *Boston Herald*, *Buffalo News*, *Hartford Times*, *New York Herald Tribune*, *Norfolk Virginian Pilot*, *Philadelphia Bulletin*, *Providence Journal*, *Richmond Times-Dispatch*, *Rochester Democrat & Chronicle*, *Syracuse Post-Standard*, *Washington Star*, *Chicago Daily News*, *Cincinnati Enquirer*, *Cleveland Plain Dealer*, *Detroit News*, *Grand Rapids Press*, *Indianapolis Star*, *Milwaukee Journal*, *Pittsburgh Press*, *Des Moines Register*, *Kansas City Star*, *Minneapolis Tribune*, *Omaha World-Herald*, *St. Louis Globe Democrat*, *Wichita Eagle and Beacon*, *Honolulu Star Bulletin & Advertiser*, *Arizona Republic*, *Portland Oregonian*, *Salt Lake Tribune*, *San Jose Mercury News*, *Spokane Spokesman - Review*, *Birmingham News*, *Charlotte Observer*, *Dallas Morning News*, *Houston Post*, *Jacksonville Times-Union*, *Miami News*, *New Orleans Times-Picayune*, *San Antonio Sunday Express & News*, and *Tampa Tribune*.



"Model #12TP8. 13 1/4" high x 13 1/4" wide x 9 1/2" deep"

Don't settle for a \$5⁰⁰ bill

Start making some real money for a change!
See the new *featherweight* Sharp 12" all-channel portable TV
(can be *profitably* sold for \$99). Its trim lines and smart
styling features make it one of the most attractive sets on
the market. See the whole Sharp line...the most
complete line of imported, *high-profit* portable television
sets (from 6" micro-television to 19-inchers).



Sharp Electronics Corporation,
1270 Ave. of the Americas, New York, N. Y. 10020

Those G-E Dealers
think our
1964 sales act
was wild.

Only a
warm-up.
Wait till they
see our '65
performance!

How come G.E. is Number One* in Personal Portable TV sales? Because we're the Number-One innovators in the industry. Everything about G-E Personal Portables is right—right sizes, right shapes, right weight, right price.

Here are a few reasons why we think we'll be the continuing leader in 1965:

G.E.'s got the only complete line of Personal Portables in the industry.

An all-transistor set that plays on house current, car current, boat current, its own current. The first (and still the top-selling) Personal Portable—with four step-up models, including the only lightweight clock/radio/TV.

G.E.'s got the only lifetime circuit board guarantee in the industry!

The General Electric Company guarantees the Etched-Circuit board to be free of manufacturing defects for the lifetime of the television receiver. The General Electric Company will, at its option, repair any defects or accept claims for such repairs provided repairs are made by one of the following:

- General Electric Distributor
- Franchised General Electric Dealer
- Authorized Independent Service Agency

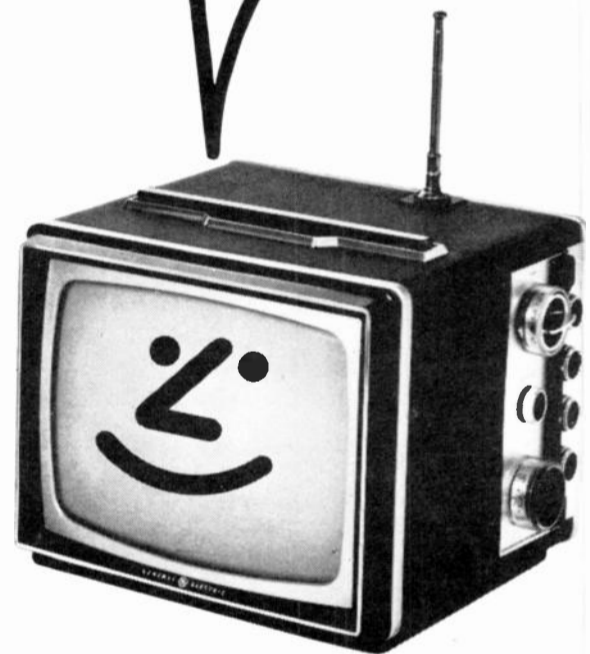
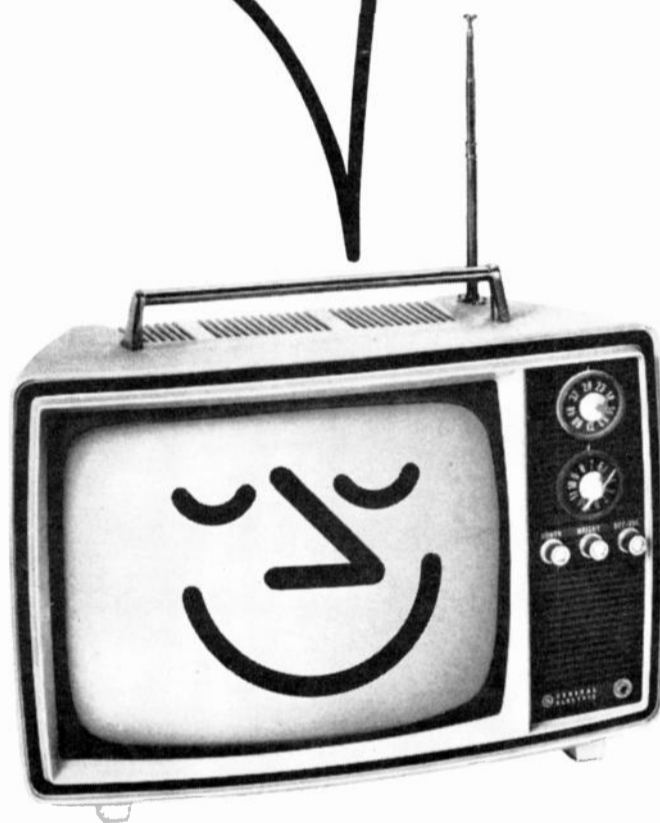
And now

G.E.'s got the only parts and service warranty that's good from coast to coast.

The General Electric Company warrants to the purchaser of each "A" Line General Electric Personal Portable Television Receiver**... Free repair (including labor and parts) in the event of manufacturing defects occurring during the first ninety days from the date of original purchase, provided the receiver (including proof of the purchase date) is brought to and picked up from an Authorized General Electric Television Service Agency anywhere in the U.S.A.

Being Number One in portable TV sales can get habit-forming. We intend to keep ahead of the pack with more innovations, more new models, more exciting changes in the months ahead.

*Source: Audits & Surveys, Inc.
**9" or 11" screen (diag. meas.) only,
Television Receiver Department, Syracuse, N.Y.



GENERAL  ELECTRIC

I believe . . .

(Continued from page 14)

umbrella of Rickbeils', Inc. I briefly tell them the history of our business. How my father, F. S. Rickbeil, started back in 1906 in the hardware and implement business, and how we have gradually, in a modest step-by-step manner, been able to grow to where we are today. I talk with them about some of our tentative plans for the future. I find out what their interests and ambitions are.

We end our evening by 9:30. After this we feel we know each other quite well, but beyond this point we don't attempt to encourage closeness on a family basis, except always to be genuinely interested in the welfare and the doings of their families and to have a good time together at an Employees' Planned Store Family Picnic on July 4th, and at our big banquet and Christmas Party every year. We encourage our employes to get adult education by taking correspondence courses, going to night classes, special factory training sessions, trade association seminars and conventions, and in general to always have inquiring minds and be aggressive learners.

Each employe has his own manila file folder in my EMPLOYE STRONG BOX FILE. There is a permanent record kept in this file of all the accomplishments and of the salary he earns each year. An EVALUATION CONFERENCE is held with every employe at least once a year. I use the same evaluation form that Penney's do, or used to, with some minor changes and additions to suit our operation. During the month of January, I review all salary agreements and make new ones for the coming year. It is always interesting to show an employe who has been with us for some time what his total salary adds up to.

For a concrete example, here is one for an employe who has been working for us for 17 years. He has made a total of \$119,445. When he looks at this figure he has a real sense of job appreciation and, of course, he just can't understand where all this money has gone to. Then I remind him that he should remember that on top of this he had in the neighborhood of 15 per cent more, or around \$18,000 in fringe benefits, and that with the Profit Sharing Trust we started in 1958, he has a sizeable figure that is accumulating for his retirement estate.

Employe relations is almost an endless story in our business. We know from past experience that we must have loyal, hard-working, intelligent employes to meet successfully today's ever increasing competitive challenges.

To survive and grow in today's business climate we must, from management on down through the newest employe, learn to be aggressive, enthusiastic, professionals. I BELIEVE THAT WHEN IT COMES TO DEALING WITH EMPLOYEES it helps to remind oneself often that, "Interruptions by employes can be the spice of business and perhaps the key to new successes if handled wisely."

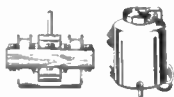


new "family tree" of brilliant hi-fi salesmen from dependable BSR

You'll see them all at work in your top-selling lines for '65 . . . helping to sell more portables, consoles and combinations with their wide new range of styles and features. Look for these "BSR dependables" . . . all with the famous, service-free precision mechanism which has made BSR the world's leading manufacturer of changers and tape decks. *You can pay more, but you can't buy a better changer than dependable BSR!*

■ UA25 Changer: special arm, light weight ■ UA15/SS Superslim Changer ■ UA15/SST Superslim Changer: tubular arm, standard turntable ■ UA15/SST Superslim Changer: oversize turntable ■ UA40 Audio/Matic Changer-Turntable: 4-pole motor, counterweighted arm, visual micrometer, interchangeable spindles ■ TD12 Pushbutton Tape Deck: 4-pole motor, capstan drive ■ TD10 Tape Deck: slide controls, capstan drive.

AC or battery power! All BSR changers now available with AC or battery motors . . . precision-built and factory installed.



New BSR cartridges! Ceramic or crystal, stereo or monaural . . . all compliances. UA40 also accepts magnetic cartridges.



New BSR adaptors! Exclusive flat 45 rpm adaptor uses mechanism of center spindle. Standard adaptors available.



Cabinet-keyed color! Single and two-tone colors. Varied trim includes silver and gold anodized aluminum finishes.



CRAFTED IN ENGLAND BY BSR LIMITED • DISTRIBUTED IN THE U.S. BY BSR (USA) LIMITED, COLLEGE POINT 56, L. I., N. Y. • In Canada: Musimart Ltd., Montreal 8

Industry Combines Its Efforts To Push Ranges During April

Utilities, range manufacturers, dealers, distributors and United States Steel are flexing their muscles for a joint drum-beating effort next month as the annual industry-wide range promotion reaches its peak.

More than 100 electric utilities and rural electric cooperatives have reported their electric range promotion plans to National Electrical

Mfrs. Ass'n (NEMA), and the American Gas Ass'n, which represents the gas utilities, has a schedule of four-color range advertisements in May and June in a number of leading national consumer magazines. The "Gold Star" range program at AGA, however, has been stopped.

Playing its usual role of catalyst for appliance industry promotions is

United States Steel, which says its range promotion this year—its fourth successive one—will be the biggest ever.

As evidence of the effectiveness of the intensified efforts U. S. Steel gives to a number of markets during industry promotions, Harold O. Drosethes, consumer industry marketing manager of the steel company, points to the fact that during last

year's range promotion, sales in the U. S. Steel markets climbed 23 per cent, while the national increase during the same period was only 11 per cent.

This year, U. S. Steel is placing a total of 2,200 lines of advertising in newspapers in its 12 markets for the range promotion, says Drosethes.

Using this advertising in one, two or three insertions can provide a nucleus around which a range section of distributor and retailer advertising can be built, the U. S. Steel executive says, or, by running the steel company's advertising on two or three different days, the paper can stretch the promotion over the entire month-long period. Spot television commercials are also being used for the first time in the U. S. Steel markets. Each market is to receive eight spots a week for three weeks.

U. S. Steel is also continuing its practice of national distribution of its newspaper service consisting of advertising and editorial materials.

The markets selected by U. S. Steel for its range promotion are: Atlanta, Boston, Chicago, Cleveland, Denver, Houston, Kansas City, Milwaukee, Minneapolis, Philadelphia, Pittsburgh, and St. Louis.

A promotion display packaged created by NEMA and printed and distributed by the Edison Electric Institute is available to all participants in local electric range promotions. NEMA has also issued a 60-page "Brandwagon Promotion Planner" as an aid for local promotions, plus its 1965 "NEMA Electric Range Ads & Ideas Promotion Workbook."

NEMA has also issued an electric range newspaper supplement kit that contains generic editorial and advertising material as well as retail ad mats featuring each of the 16 brands financing the NEMA promotion: Admiral, Frigidaire, Gaffers & Sattler, General Electric, Gibson, Hardwick, Hotpoint, Kelvinator, Magic Chef, Monarch, Norge, Philco, Roper, Tappan, Westinghouse, and RCA Whirlpool.

The NEMA newspaper supplement kit has been distributed to 1,200 daily newspapers and 750 utility executives. The kit also includes a six-page reprint of the U. S. Steel newspaper service.

The American Gas Ass'n and the Gas Appliance Mfrs. Ass'n are both contributors to the U. S. Steel newspaper service, which contains two gas pages. GAMA, in addition, has an active publicity effort of its own on behalf of the range promotion.

During the April-June period, range commercials on AGA's network TV program, "The Adventures of Ozzie & Harriet," are scheduled to average one a week. The commercials, which are delivered by Jinx Falkenburg, are also made available to AGA member utilities for use in their own local TV programming.

The electric range interests are using the same theme as last year: "The automatic electric range cooks rings around the rest." The gas people are using: "Gas makes the big difference . . . costs less too."

(For detailed information on range activities being sponsored by electric utilities see page 42.) ■

What do steak knives, air filters, golf balls and **Carrier** 1965 room air conditioners have in common?

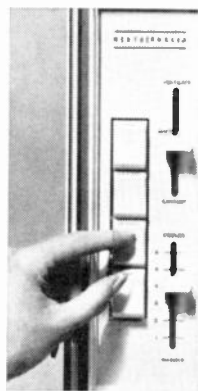
The knives, filters and golf balls make excellent promotional items, sales aids, traffic builders—call them what you will.

That's why we selected them for our fresh new merchandising program for our fresh new Room Air Conditioner line—a complete line with 18 important improvements.

Are these individual promotions?

They are—each attractively packaged. Briefly: Four matched stainless steel knives in a set . . . fiber-glass filters in individual plastic bag . . . Spalding golf balls in a carton.

Promotion possibilities? You can use them to build traffic pre-season, in-season or



New Carrier Touch Control Comfort Center

post-season—as "giveaways" or as "come-ons" for a nominal fee.

There's no time like the present to order. For complete information, call your Carrier Distributor listed in the Yellow Pages.

What about the rest of our 1965 sales aids? Why not ask him about them, too!

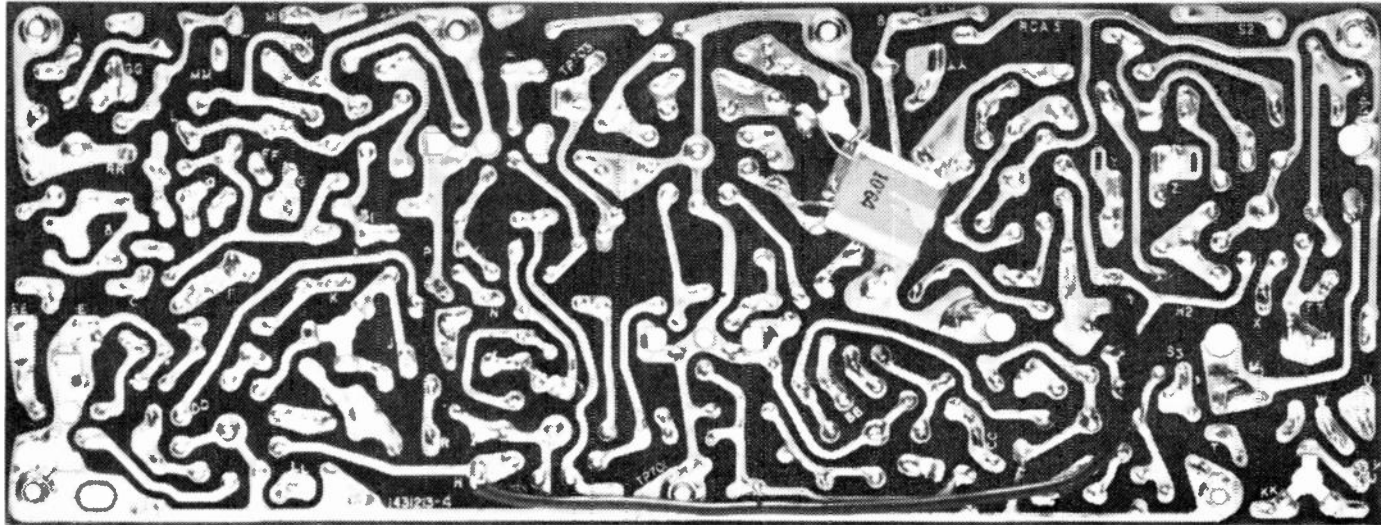
Carrier 1965 Room Air Conditioners

Fresh as spring with a new personal touch. Wide range of models—DeLuxe, Standard, Ready-Mounts, Decorator Panels, Heat Pumps—also kits for In-the-Window and Thru-the-Wall installation. 5500 to 22,500 Btu's.

Carrier Air Conditioning Company

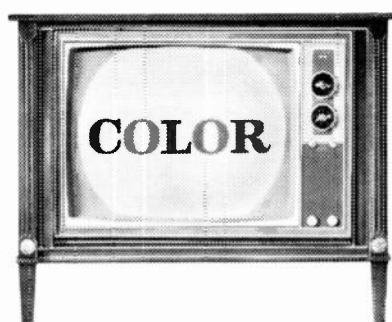
More people put their confidence in Carrier air conditioning than in any other make

RCA Solid Copper Circuits



replace old-fashioned
“hand wiring”.. RCA Solid
Copper Circuits are the
circuits of the space age

RCA Solid Copper Circuits give greater dependability... better TV performance... fewer service headaches. Remember and sell these Space Age advantages and both you and your customers will profit.

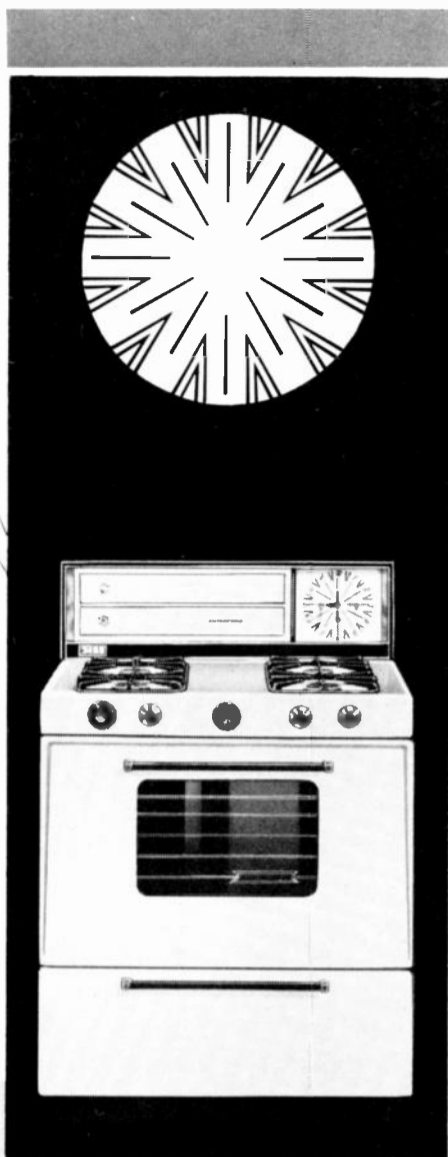
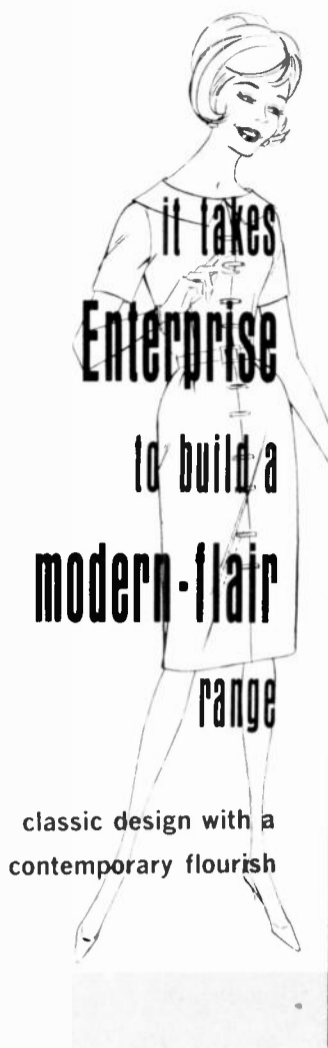


The Most Trusted Name
in Electronics

TMK(S)

More TV servicemen own RCA Victor Color TV than all other leading makes combined

WRH



Take a look at the clean straight lines of this new 1965 Enterprise range . . . the square-cornered design, the raised cooking surface. **NOW** look at the backguard . . . two gold rectilinear panels set in a brushed aluminum framing. **NOW** look at the "V-Scope" clock face . . . there's the contemporary flourish combined with classic design . . . it takes Enterprise to do it.

And it takes ENTERPRISE . . . to give you old-fashioned quality with new-fashioned features

The century-old quality you've come to expect from Enterprise: all porcelain inside and out, heavy fibre glass insulation, lifetime-guaranteed top burners, lifetime Tru-heat oven burner, wrap-around one-piece oven.

The modern-day features that make for modern cooking: "Cook-and-keep-warm" oven that automatically cuts the heat back and **KEEPS** the food at the ideal serving temperature of 170° F. until meal is ready to be served. Thermostatic top burner that makes any pan or skillet automatic.

It takes ENTERPRISE to build a modern-flair range . . . classic design with a contemporary flourish . . . old-fashioned quality with new-fashioned features . . . at **POPULAR PRICES**

Phillips & Buttorff Corporation • Nashville, Tennessee

"Creative Salesman" Winners Announced

One hundred winners of certificates of merit in the tenth annual "Creative Retail Salesman-of-the-Year" contest have been announced by Jack Adams, editor of MART Magazine. Specially prepared certificates, signifying the accomplishment, have been sent them.

Grand prize winner in the competition was Julian Legrand, Legrand's TV, Los Angeles. He received the first place award of \$500 and a special plaque at the annual convention of the National Appliance and Radio-TV Dealers Ass'n in January. The annual competition is co-sponsored by MART Magazine and NARDA.

Winners of each of three product categories in the tenth annual contest received special plaques. These winners are: M. D. Brackman, Brackman Appliance Center, Hattiesburg, Miss., major appliance category; Loren E. Carder, Handy Andy TV & Appliances, Inc., Sacramento, Cal., home entertainment category, and James D. Schmidt, Hawthorne Electrical Co., Birmingham, Mich., electric housewares.

Following, in alphabetical order, are the names of winners of certificates of merit:

H. Ainbinder, Friendly Furniture Stores, Hawthorne, Calif.

Hubert Akins, Lowell Holloway Furniture, Inc., Longview, Tex.

Franklin Balthaser, Chut's TV & Appliances, Hamburg, Pa.

John Becker, Eric Maytag Co., Erie, Pa.

Eugene Biechlin, George Harwick Appliances, Emmaus, Pa.

Thomas Blaunt, Jr., Dossenback's of Clinton, Inc., Clinton, N. C.

Warren Boyer, Eckert Bros., Inc., Reading, Pa.

Fran Brennan, Brennan Utilities, Monroe, La.

James Brown, Television Service Center, Humbolt, Tenn.

Elmer Bukoski, Hot'n Kold Shops, Detroit, Mich.

Joseph Cahill, Hopkins-Smith, Inc., Ft. Lauderdale, Fla.

Jim Call, Home Electric Co., Lenoir, N. C.

Samuel Chilerowicz, Wolf Furniture Corp., Brooklyn, N. Y.

John Cleary, Soo Coin Co., Sault Ste. Marie, Mich.

Vivienne Cromwell, Vern L. Wenger Co., Portland, Ore.

Don Cruse, Glenn's, Roswell, N. M.

Paul Cullen, The Electric Shop, Inc., Two Harbors, Minn.

Hubert David, M. D. Collier Furniture Corp., Big Stone Gap, Va.

Bill Denison, Denison's TV Sales & Service, Chicago, Ill.

Ronald Doumont, Dick Liptak TV Sales & Service, Warren, O.

Jack Eichen, Sam Gordon's, Rockaway, N. J.

Donald Erwin, Allen's House of Color TV, San Diego, Calif.

Zan Faigen, Faigen's Electric Ap-

pliances, Rock Island, Ill.

John Fay, Jr., Fay's of Falmouth, Falmouth, Mass.

Emil Felicetti, Earl's Appliances, Inc., South Chicago Hgts., Ill.

Milton Finegold, A & G Radio & TV Co., Brooklyn, N. Y.

Ernest Frankland, Jr., Frankland's, Jackson, Tenn.

Albert Gaines, Fortson's Inc., Elberton, Ga.

Philip Gallagher, Sherman-Clay & Co., San Jose, Cal.

Bud Gibson, Handy Andy TV & Appliances, Inc., Sacramento, Cal.

Frank Ginsberg, Consumer Home Products, Inc., St. Louis, Mo.

Arthur Goff, Service TV, Evansville, Wis.

Joseph Goldberg, Goldberg's United Service Co., McKeesport, Pa.

Budford Green, Green Radio Sales & Service, Inc., Kalamazoo, Mich.

Mike Gregory, Jamaica Refrigeration Service, Jamaica, N. Y.

Robert Hartshorne, Ernie's Trading Post, Enid, Okla.

Jimmy Henderson, Jimmy Henderson TV & Appliances, Lindsay, Okla.

Clarence Hinson, Hinson Furniture Co., Albemarle, N. C.

Leonard Holden, Boiling Springs Radio & TV, Spartanburg, S. C.

Ruth Holden, Fred Holden, Inc., Barre, Vt.

Anthony Izzo, Paramount Radio & Music Co., Hoboken, N. J.

Gerald Johnson, Johnson's Furniture, Nashville, Mich.

Joyce Johnson, Neely Johnson's, Port Arthur, Texas.

Jerome Katzmann, Kamargo Furniture Co., Watertown, N. Y.

Milton Kevreson, Uptown Radio Co., Highland Park, Mich.

Robert Kruger, S. Kruger & Co., Phila., Pa.

John Labosky, Johnnie's Radio & TV Sales & Service, Newton Falls, O.

Ed LaMont, The Goodhousekeeping Shops, Detroit, Mich.

Jack Landman, Sherman Clay Co., San Mateo, Cal.

Van Lier Lanning, Lanning Music Co., Wilmington, Del.

Richard Lardinois, North Avenue Appliance Co., Wauwatosa, Wis.

Bernice Larson, Larson TV, Makati, N. D.

Fred Leathers, Jr., Shelton's Furniture Inc., Bardstown, Ky.

Ken Lewis, Goodyear Tire & Rubber Co., Macon, Ga.

Muriel Loux, Gimbel Bros., Phila., Pa.

Samuel Lucks, Penny Owsley Music Co., Los Angeles, Cal.

Dwight McFadden, Northern Illinois Gas Co., Joliet, Ill.

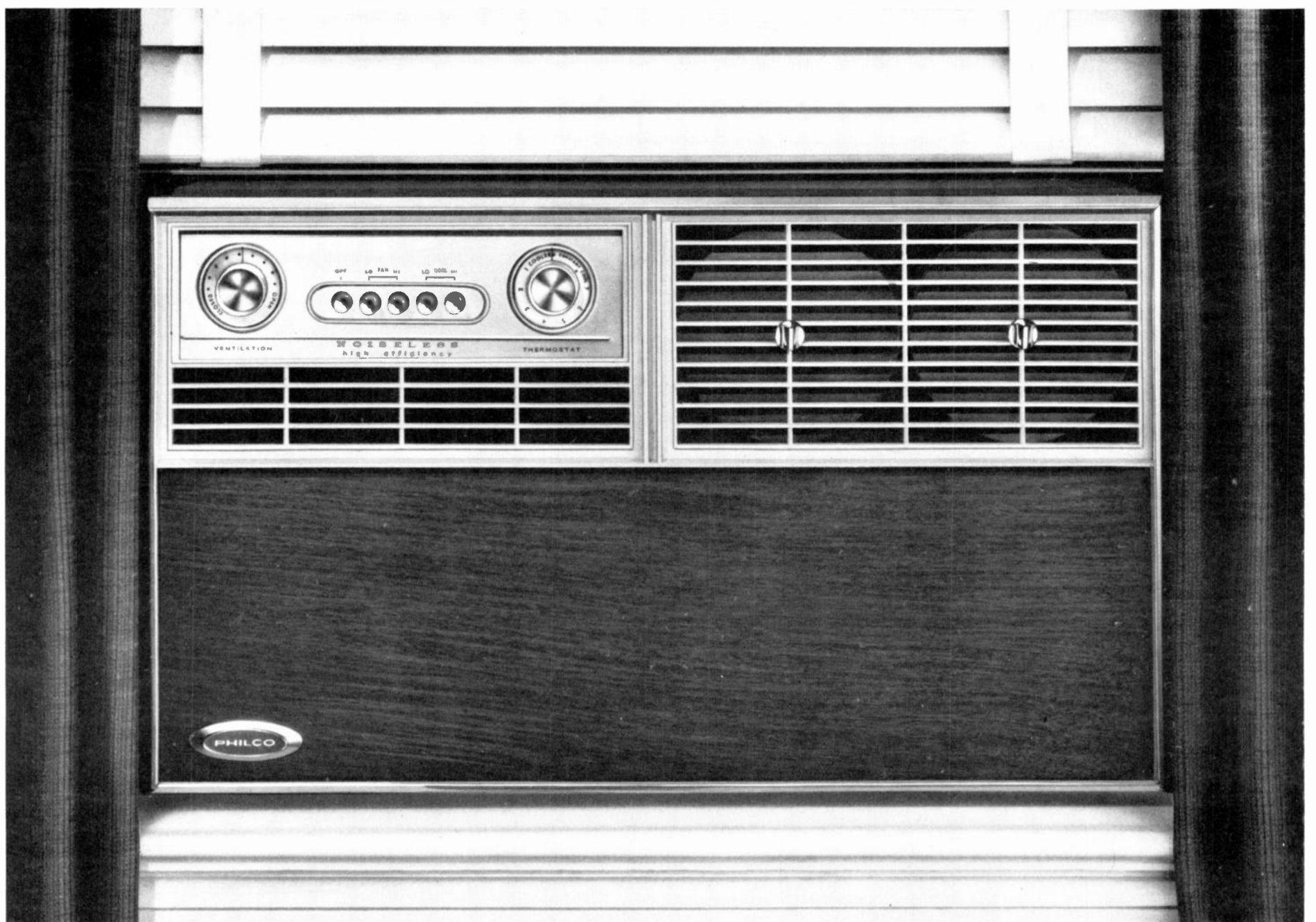
Harold McKinney, Reidsville TV & Appliance Center, Reidsville, N. C.

Arnold McLean, McLean's Furniture Co., Auburn, Maine

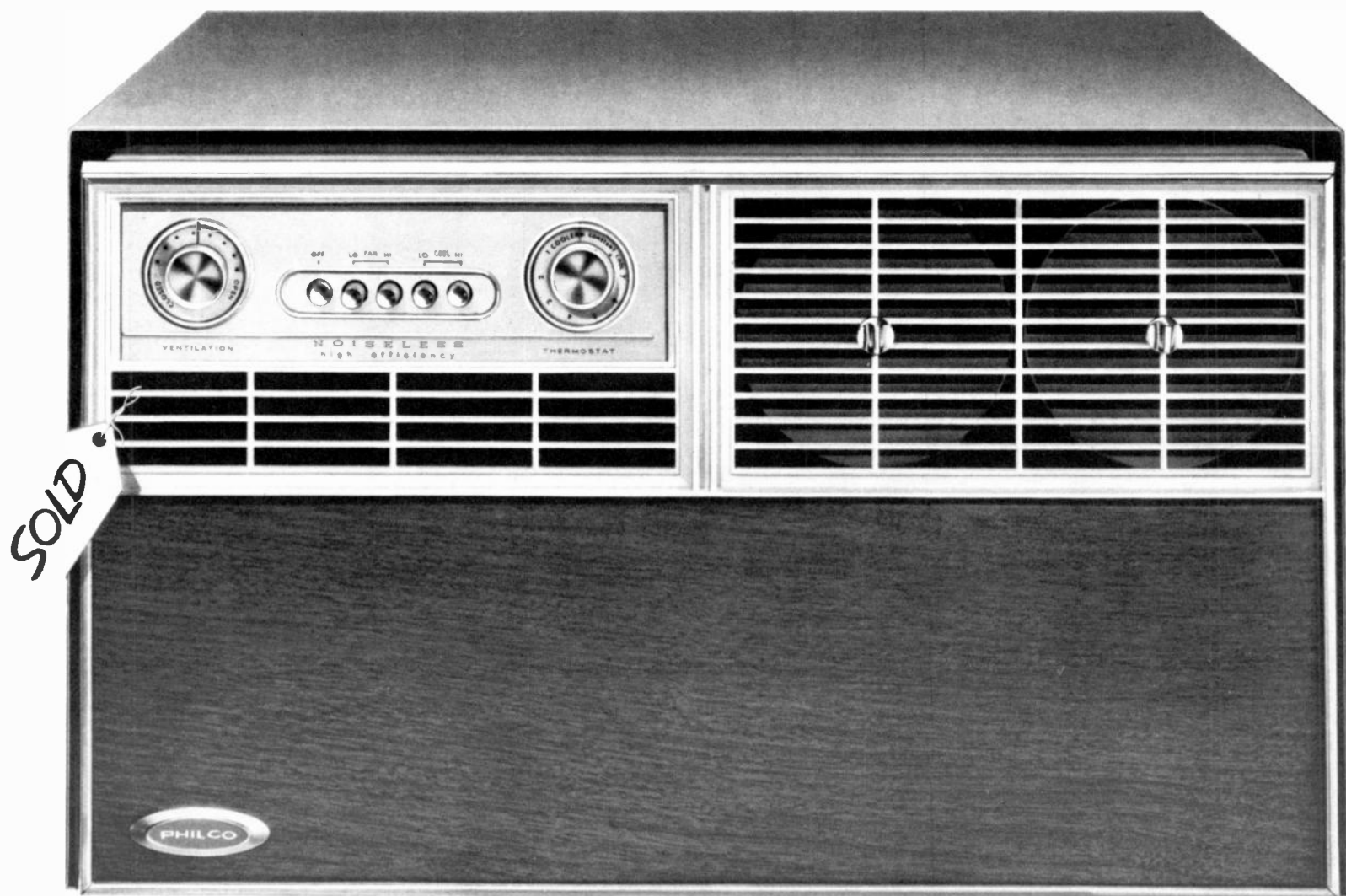
Mary McPherson, J. J. Hone, Inc., N. Wildwood, N. J.

(Continued on page 70)

How can Philco Noiseless Air Conditioners be so quiet at home...



when they make such a big noise in the market place?




Philco Noiseless cooling really sells

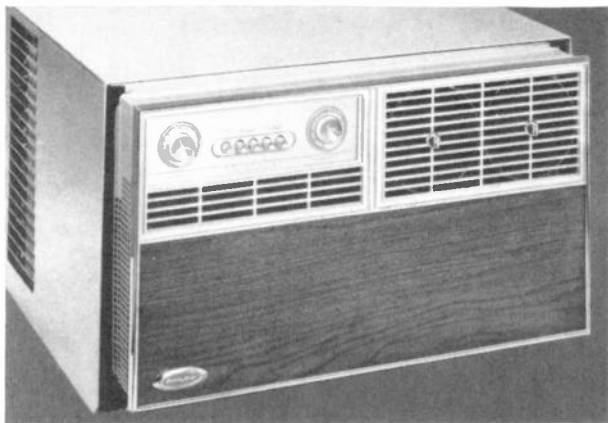
Your customers are looking for a really quiet air conditioner and the Philco Noiseless is it. Philco Noiseless operation is something you can demonstrate right on the selling floor. There's an audible difference between other air conditioners and the Philco Noiseless — and people who hear that difference will buy it. If you carried the Philco line last year, you already know.

Philco Noiseless Air Conditioners give you quiet operation with no sacrifice in cooling power. There are no shortcuts, no tricks. The noise is engineered away, not talked away. The Philco Noiseless is so quiet because every single component — fan, motor, mechanical part — has been more carefully thought out, more carefully designed and carefully tested. The result: high-capacity cooling plus really quiet operation.

And that's not all. Philco Noiseless Air Conditioners feature luxurious Match-Mate styling. Your customers can choose from seven simulated wood-grain or vinyl-fabric front panels that blend with any room setting. There are lots of convenience features, too — like the new Nite-Lite control panel for bedroom models.

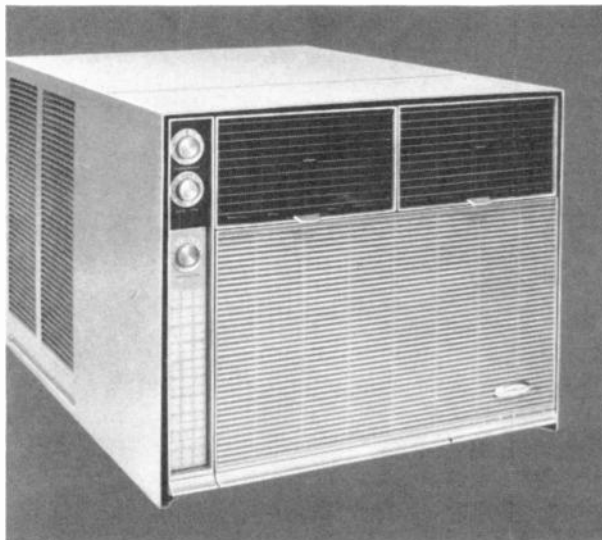
All this is going to add up to even more Philco Air Conditioner sales this summer. Get on the phone to your distributor now and make sure you're in on it. With Philco Noiseless Air Conditioners working for you, 1965 can be your biggest air conditioner year yet!

 **NEMA-CERTIFIED RATINGS.** This is a facsimile of the NEMA seal. When the actual seal is affixed to room air conditioner models, it signifies that the NEMA BTU/HR cooling capacity, watts and amperes shown on the name plate(s) are certified accurate by the National Electrical Manufacturers Association.



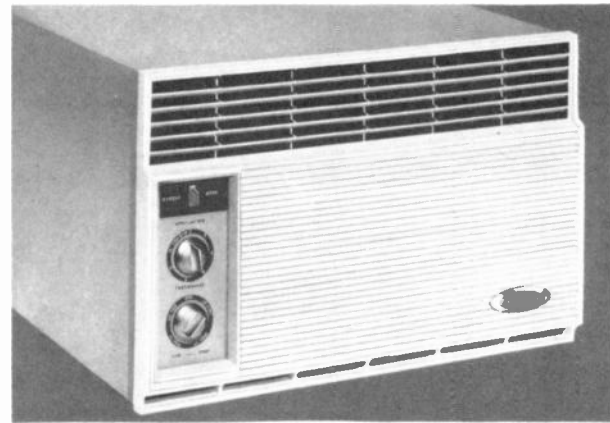
High Efficiency economy gives added sales power

Now you can offer your customers quiet, high-capacity cooling with less power usage. This is a dollars-and-cents difference that can mean more high-end sales for you and the bigger profits that go with them. Available in 11,400, 12,600, 19,000 and 27,200 BTU models, Philco High Efficiency Air Conditioners have larger cooling coils and higher-performance compressor and fan motors. They actually turn out more BTUs per watt of electricity consumed. Let Philco High-Efficiency sales power go to work for you this summer.



Multi Room models bring you profitable new business

Philco gives you three new models to clinch those big-ticket, big-profit, multi-room sales. Easily adaptable to remote control and duct operation, these big 19,500-BTU, 25,500-BTU and 27,200-BTU models are just what you need for the profitable small-business market. Perfect for shops, restaurants, small businesses, doctors' and lawyers' offices. They can even cool an entire one-story home. Be sure you're in on the profitable multi-room business that Philco can bring you this summer.



Quiet cooling comes to compacts

Now Philco brings quiet cooling to the high-turnover compact market. Philco's new, clean-cut Spacemate 5000 will help you boost those low-end sales. Do-it-yourself installation and regular house current operation will convince even the most cost-conscious price shopper.

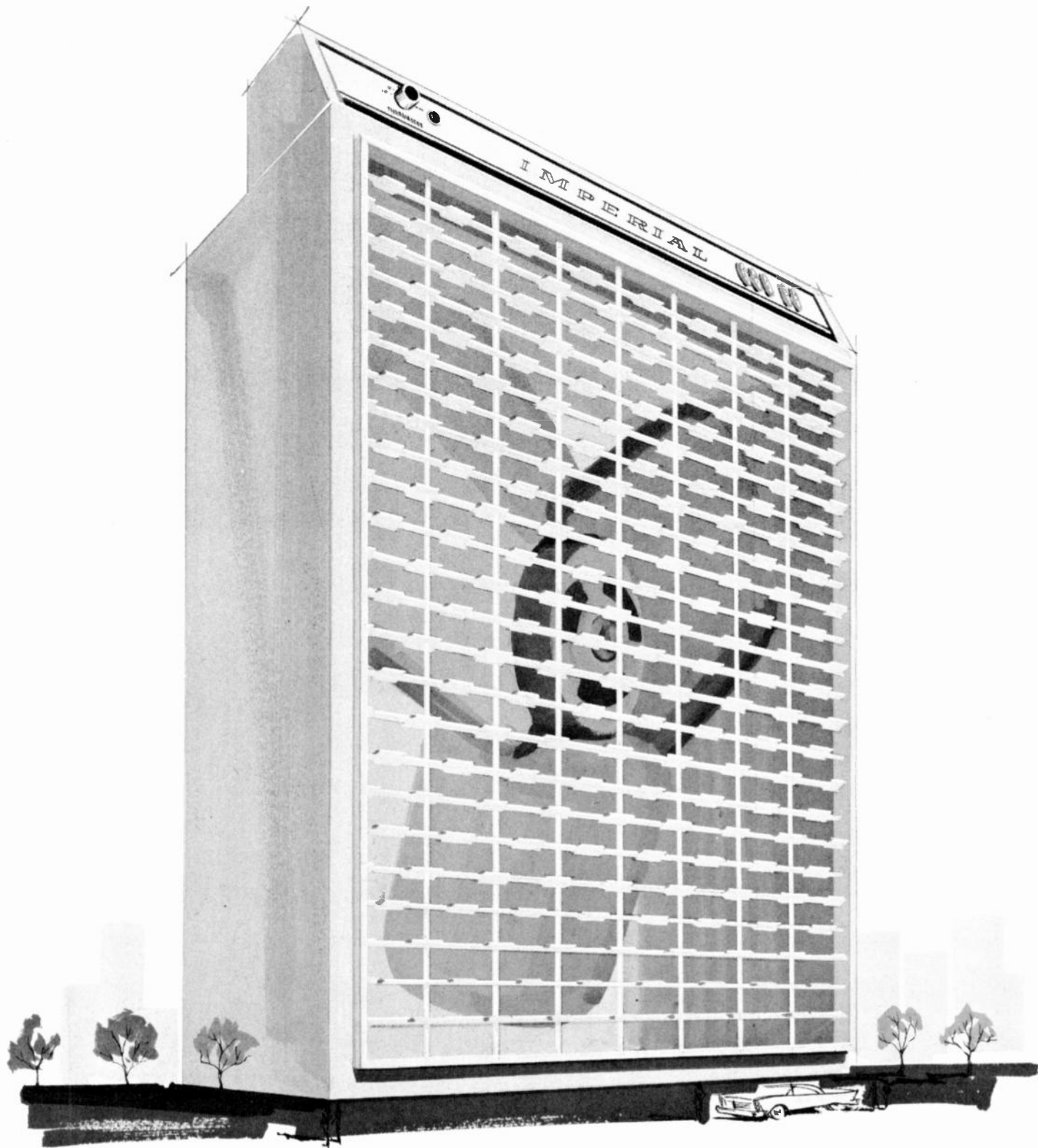
The 1965 Philco air conditioner line has the widest range ever—with extra strength in the fastest-growing segment of the air conditioner business. Call your Philco distributor right now and get set up for 1965, the biggest year ever for Philco Air Conditioners!



PHILCO®

A SUBSIDIARY OF *Ford Motor Company*

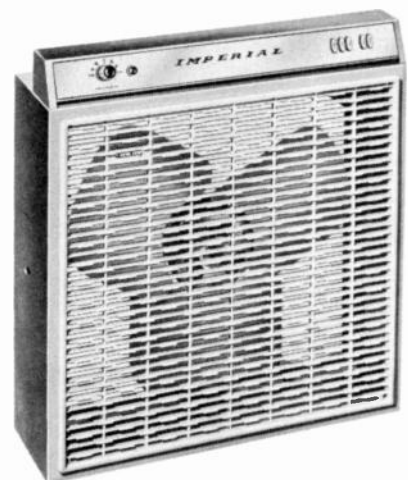
TELEVISION • STEREO PHONOGRAPHS
 RADIO • HOME LAUNDRY • RANGES
 REFRIGERATORS • AIR CONDITIONERS
 FAMOUS FOR QUALITY THE WORLD OVER®



“ ”

**new penthouse style fan joins
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.



***Air King* MULTI-PURPOSE FANS**

BERNS AIR KING CORPORATION
 3050 North Rockwell Street, Chicago, Illinois 60618
 AIR KING LTD., Weston, Ontario

Room Unit Certification Program Gets High Rating From Retailers

Most agree NEMA-sponsored program has stabilized business, helped them sell room air conditioners. Some consumer confusion is noted.

By JACK STOCKMAN

NEMA's room air conditioner certification program will play an even bigger role this year in sales of the product, if dealers' reactions to the program are any barometer of their plans.

A look at the first three years during which the program was utilized indicates that dealers and manufacturers alike feel that it has been a stabilizing factor in the industry.

Most of the favorable dealer comments concern the use of the BTU ratings of room units as a merchandising tool. While dealers say that the NEMA ratings help them to sell air conditioners, they also indicate that, for the most part, consumers are not familiar with NEMA (the National Electrical Mfrs. Ass'n). Also, they note that the average consumer *still* doesn't understand the meaning of BTU.

One dealer has this succinct explanation of the situation: "The air conditioning business today is best likened to the horsepower race in automobiles; people accept BTU ratings as the standards of performance in air conditioners, even though they don't know what they stand for."

The self-regulation that has resulted from the certification program has clearly had a bolstering effect upon the morale of dealers; they indicate that now they can be *sure* of the capabilities of the air conditioners they sell. This in itself makes them confident of success, they admit, and proud of the product they're selling.

Dealer Jim Angelo, Jr., Colonial Television & Appliance Co., Wilmington, Del., has been selling air conditioners for several years on the basis of BTUs, and feels that the certification

program, under the sponsorship of NEMA, was a most welcome step by the industry.

"Let's face it," says Angelo, "the program has stabilized the air conditioning business, and is the best way for us to keep our customers from getting 'snowed.'"

Angelo likes the program, because, he says, it keeps him on an even footing with his competitors. "Now a dealer can't oversell an air conditioner's capabilities — he's forced to compete honestly on the basis of his service and price," he notes.

This dealer relates, that although the majority of consumers still aren't aware of NEMA — nor of the significance of BTU — he promotes both in his newspaper advertising. He goes a step further; his advertising copy for an air conditioner lists the square feet of living space that the unit will cool, the unit's water-removal capacity, and the volts and watts required to operate it.

Angelo has large signs over his display of air conditioners (which, incidentally, he maintains year-round) which list the BTU ratings of the units. The bottom line on each sign reads: "Certified NEMA Rating."

When Angelo is selling an air conditioner, he will more often than not take off the face plate of the unit and show the customer the NEMA emblem inside. This usually evokes the question: "What's NEMA?" Angelo relates that his explanation of the certification program is usually enough to clinch the sale.

Angelo feels that the biggest problem in the industry today is ignorance on the part of consumers as to the limitations



NEMA CERTIFICATION SEALS are inspected by U. V. Muscio, executive vice-president of Fedders Corp., the man credited as being most responsible for the creation of the program designed to certify BTU ratings of room air conditioners.

"WHAT WE NEED is 'comfort zone' ratings, instead of BTU ratings," claims Dealer Bob Justis, co-owner, Justis Bros., Inc., Wilmington, Del. Justis says certification program has not helped him sell air conditioners.



BOTH PUBLIC AND DEALERS are protected from abuses under certification program, according to Moses "Moe" Hoppenstein, owner, Star TV & Appliance Co., Inc., Baltimore, Md.



"IT SEEMS only way in which to guide consumers," says Stewart Wender, owner, Todd's, Washington, D. C., in referring to NEMA certification program.

of room ACs. For this he blames the manufacturers. "They haven't properly educated the public," he says. Angelo would like to see manufacturers promote pre-season sales of air conditioners, beginning about the first of February.

There are two benefits that consumers would receive from such sales, claims this dealer. "First, there's price, and second, they could logically be assured of better installation, because it wouldn't be a rush job such is often inadvertently given during the height of the AC season," he concludes.

Bob Justis, co-owner, Justis Bros., Inc., Wilmington, Del., feels that the NEMA rating program does not go far enough.

"BTUs are too confusing to consumers," he says. "What we need is the establishment of a 'comfort zone' program." Justis points to GE's system of determining a consumer's air conditioning needs as the ideal method. (A brochure attached to each GE room AC allows a dealer to quickly determine, through simple multiplication, the number of square feet the unit air conditions.) Justis is a full-line GE dealer.

Because of his dissatisfaction with NEMA's program, and also because he feels that the majority of consumers are not familiar with the organization, Justis does not promote nor advertise the NEMA ratings. "They simply don't help me sell air conditioners," concludes Justis.

The NEMA certification program opened a whole new segment of air conditioning business, according to Samuel Herman, president, Ash Sales, Baltimore, Md.

He explains: "People who, prior to the program would have purchased an expensive fan, are now buying room air condi-

tioners in the 5,000 to 6,000-BTU range. The reason is that consumers have learned to have confidence in our industry; for this I credit the NEMA certification program."

Herman relates that the use of the NEMA insignia in his AC newspaper advertising and in his store has helped his business, "because people are very conscious of NEMA." He believes that consumers have become familiar with NEMA through the AC program, and through the more recent certification program for refrigerators.

Like other dealers, Herman relates that the average consumer still doesn't understand what "BTU" means, but accepts it as the important factor.

He predicts that again this year, the majority of his sales will be in the lower-BTU-rated units.

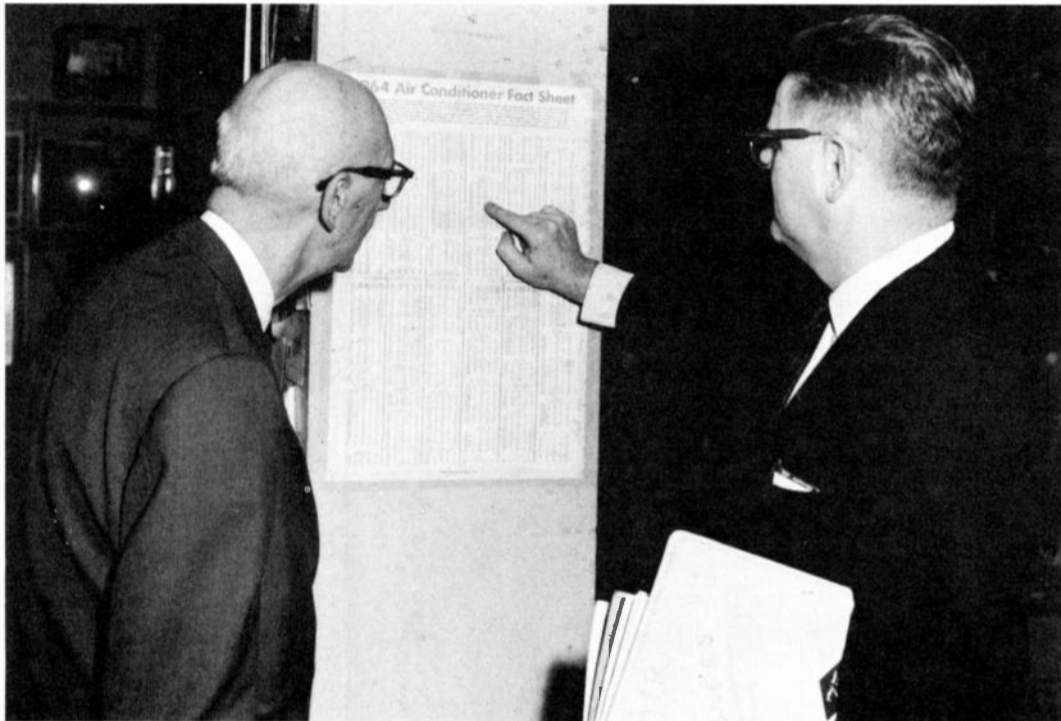
Jack Luskin, co-owner, Luskin's, Baltimore, says that, while the certification of ACs has been somewhat helpful to his business, he feels that he would have realized the same volume without the program. His reasoning is that the AC business is still based on impulse, and, of course, the weather. Too, all the technical advances that have been made would naturally have helped unit sales, he claims.

Luskin notes that, while the NEMA program has stimulated sales of 5,000-BTU units, his sales of middle-of-the-line units have dropped off slightly during the past three years. He doesn't blame anyone for this dip in sales; he merely points to the fact that prices are lower than ever today, and that smaller units—with their quick installation advantages—are fast gaining in popularity.

Luskin thinks that one of the major faults with the NEMA program is that the certification seal and BTU rating of an air conditioner are not shown in its outside. He does *not* emphasize NEMA in his advertising, but he infers that he *might* if this step was taken.

"This is what the certification program is all about," he exclaims, "so why hide it inside the unit?"

Luskin is appalled that the industry is not using the medium of television to advertise room air conditioners. "It would be a natural," he says, "especially for showing small units." He
(Continued on page 52)



BTU RATINGS (as they appear in MART Magazine each year) are pasted on pillar for quick reference by Mitchell Roberts (right), sales manager, Dowd's, Washington, D. C. He notes that many of his customers recognize NEMA seal.



WHOLE NEW SEGMENT of air conditioning business was opened up by certifications program, claims Samuel Herman, president, Ash Sales, Baltimore, Md. "People who used to buy expensive fans are now buying 5,000-BTU units because they have confidence in our industry," he says.



CERTIFICATION program for air conditioners protects him from unhappy customers, claims Jim Fulford, owner, Fulford's, Washington, D. C. He promotes NEMA seal.



ONE OF MAJOR FAULTS with NEMA program is that certification seal and BTU rating are not required to be on outside of unit, according to Dealer Jack Luskin.



"THE PROGRAM has stabilized air conditioning business," says Dealer Jim Angelo, Jr., Colonial Television & Appliance Co., Wilmington, Del. Angelo promotes NEMA rating system in store.

How to Buy AIR CONDITIONERS

Dealers can't control the weather but they can gear their purchasing plans towards it, says Frigidaire's Bill Anderson.

By ALAN C. ROSE



W. H. Anderson,
Merchandising manager for Frigidaire.

Is there a way I can purchase air conditioners in the winter, so that I won't be stuck with them in the fall, but will still have enough to satisfy my customer's needs in the summer?

The answer to this oft-asked question is a resounding yes, according to W. H. Anderson, merchandising manager for Frigidaire Div., General Motors Corp.

"First of all let me state that any dealer should relate his air conditioning purchases to his own retail requirements, and the best financial arrangements feasible to meet these requirements. This in itself is a big step forward towards intelligent air conditioning purchasing.

"But this long-time problem of buying cooling units goes much deeper than that," relates Anderson. "A dealer can't predict the weather, and certainly he can't control it, but he should do all he can to be ready for it."

A conscientious retailer should take the time to sit down and go over his sales records for the past four or five years, noting the peaks and valleys for each year. Then he should contact his local weather bureau and obtain area temperatures for that specific time period. He can then plot a curve to show the temperature cycles and relate them to his month-by-month sales. This requires a little work but it will give a dealer a definite trend line. Once he sees this in black and white he will get a pretty good idea of how important the weather is as it affects his volume.

A dealer can then arrive at an average annual sales volume, taking into account average weather conditions. He must also take into account the normal growth trend of his store, as related to the trading area he serves.

"A rule of thumb that we suggest our dealers follow is that they stock somewhere between 67 and 75 per cent of their anticipated annual volume during the period that they get their best wholesale purchase price," says Anderson. "The amount they buy should also depend on what kind of arrangements the manufacturer makes the rest of the year. I think it's a sound and logical approach to offer a dealer a good pre-season program so he can develop a good in-

ventory, and then permit him to obtain the same discount on his purchases in season, so he can realize the maximum possible volume at a reasonable purchase price.

"Normally, if it is hot early in the season and hot early in June, total annual sales will be good. Hot weather later in the year doesn't compensate for missed business resulting from poor early season sales. If a dealer has an early season hot spell, he should buy additional merchandise at that time. If he doesn't have the pre-season spurt he still hasn't overbought. Of course there is no way of telling when the hot season will hit, but most manufacturers have adequate inventories at their regional sales offices anyway.

"Another factor to consider when purchasing air conditioners is that of market saturation. A dealer should check his local utility for statistics along these lines. In some locales, area newspapers can also supply this information. Today, however, market saturation is not as important as it was due to the fact that second and third room units are growing in popularity."

Anderson relates that he sees no reason why air conditioners can't be an all-year round, instead of straw hat season business.

"There are many ways to stimulate sales in the so-called off season" states Anderson. "As an example, the fall hay fever period is an excellent time to promote cooling units."

In addition, Anderson suggests pre-season sales by solicitation via direct mail and phone calls as another way of making the air conditioner business an all-year round venture.

"We encourage our dealers to continually take trade-ins, and recondition them to be sold at a low price as another means of making this an all season product," says Anderson.

The Frigidaire executive notes that dealers are also urged to offer customers a removal and storage package plan which automatically puts the retailer back in the customer's home in the spring. According to Anderson this program not only gives the retailer the first crack at a replacement or second unit at the advent of the air conditioner season, but it also enables him to make a

few extra dollars from the plan.

Anderson suggests that dealers contact their local utilities to find out about new construction, as another way of making air conditioners a 12-month-a-year product.

He notes that dealers who compete for air conditioner sales during the peak months are fighting tooth and nail with their competitors for business, but that off-season selling leaves a dealer virtually alone in going after business.

Anderson discounts many dealers' claim that low-cost central air conditioning is noticeably cutting into window unit sales. He cites the fact that central air conditioning is normally difficult to install in older homes which constitute a great majority of the dwellings in this country, as opposed to window units which can usually be placed in any home regardless of age.

Another suggestion that Anderson offers is that where volume justifies it during the peak season, a dealer can hire part time help thereby releasing the regular salesmen for other appliance sales which might be overlooked at the time. "I know of many dealers throughout the country who use teachers and college students just to sell air conditioners," Anderson states.

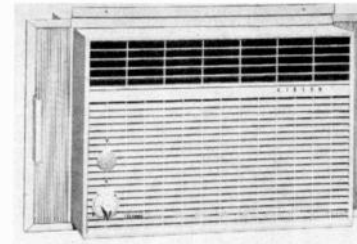
"Air conditioning has become a way of life," says Anderson. "To quote our vice president, Herman Lehman, 'It would seem we might draw a parallel between the current popularity of car air conditioning and the record-breaking room air conditioner sales performance. One thing is certain—air conditioning is more appealing to the American consumer than ever before, not only in his home, but in his automobile.'

"Whether home air conditioning is spurring auto air conditioning sales, or vice versa, the fact remains that the relationship appears to be stimulating. This would seem to assure a tremendous growth for the total air conditioning business in the years ahead.

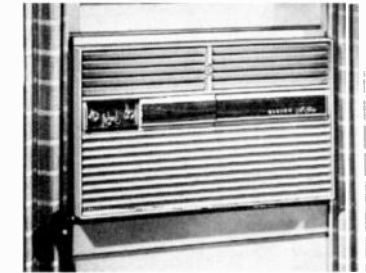
"Intelligent product purchasing, and a close analysis of your customers needs, not your personal selling needs, can't help but give you more than your share of the market," concludes Anderson. ■

Show And Tell

From low-end to high-end models, here are some salient step-up features in various room air conditioners.



DS Series



E Series

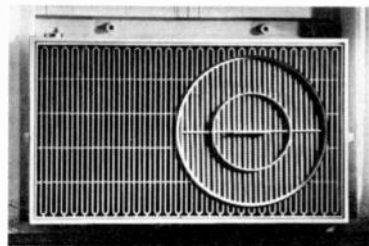


K Series

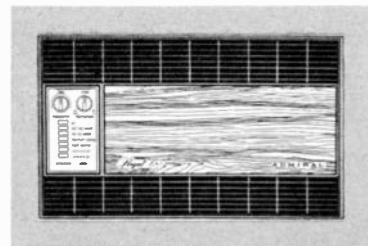
GIBSON DS series (5,000 BTU) fits windows as narrow as 20 in., features quiet turbine blower surrounded by sound-deadening fiberglass; easy-to-remove fiberglass filter; turbo air cooling; available with "expando" kit. E series (6,500 to

10,000 BTU) features "Air Sweep," spot cooling switch, "Hydro Coil," chemically treated filter, 2-speed fan motor, "Constant Cool Control," acoustical front with wood-grained trim; thermostat; fresh air/exhaust, rear guard. K series (8,300 to

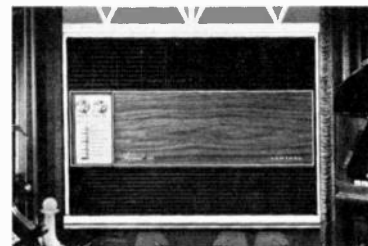
18,000 BTU) features "All Seasons" front of 3 sliding wood-grain panels (1st position for hot summer, 2nd for spring and fall, 3rd for winter), "Maximum Comfort Control." Gibson Refrigerator Sales Corp., Greenville, Mich.



"Princess" Model 455A8



"Royal" Model 965C12



"Imperial" Model 2265D238

ADMIRAL Model 455A8 of "Princess" series, 4,500 BTU unit, fits windows 23 in. to 36 in. wide, has control knob top left, features germicidal "Poly-sponge" filter, sealed-in-steel "Penny Pincher" power unit, "Flex-O-Mount" installation,

rust-resistant cabinet. "Royal" series model 965C12 has 9,600 BTU capacity, "squirrel cage" blower fan, walnut-grained panel, "Cycle-Aire" cooling, 3-position vent control, sleeve-type window kit; "Arctic Window" opens at base for

huge air intake, swings closed. "Imperial" series model 2265D238 of 22,600 BTU capacity, has two-cylinder compressor, thermostatic cooling control, separate vent control, pushbutton control panel. Admiral Corp., Chicago, Ill.



Model K-9D



Model K-13D

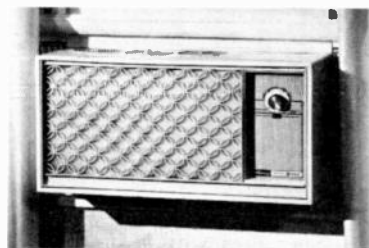


Model K-25D

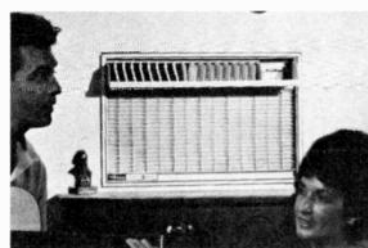
KOLDWAVE Portable air conditioner model K-9D is a 9,400 BTU, 7½-amp, 115-volt unit, 28 in. high x 19 in. wide x 19 in. deep, with steel exterior in natural beige finish, features 2-speed fan, thermostat cooling or fan only, has water valve

which stops water flow when unit is off. Optional equipment: specially designed hose kit in 20-ft. or 40-ft. lengths, complete with all fittings, so unit can be rolled from room to room without using a window. Model K-13D is 12,500 BTU,

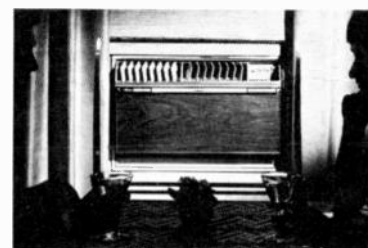
115-volt, 10-amp, or 208/230-volt, 7.4-amp unit with cabinet 31 in. high; features washable, reusable aluminum filter; thermostat; pushbutton controls; condensate removal. K-25D is 27,000 BTU unit. Heat Exchangers, Inc., Chicago, Ill.



"Tempette"



"Custom"

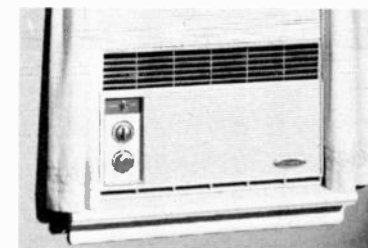


"Imperial"

AIRTEMP "Tempette" unit has 5,000 or 6,000 BTU, 2-speed fan, rotary type control, top-mounted louvers, decorative front grille in neutral beige, germ-proof air filter, and built-on adjustable mounting kit for double-hung window from 26¾

in. to 40 in. wide. A 115-volt "Custom" model with 8,200 BTU has adjustable air door, "Top Rite" controls, 2-speed squirrel cage blower, ice beige cabinet; can be installed in double-hung 26-in. window or through wall with telescopic wall sleeve

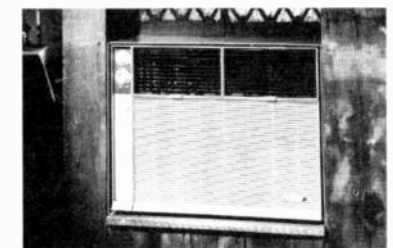
adjustable to thickness of 5½ to 10 in. Ten "Imperial" models (from 6,400 to 18,000 BTU) have reversible decorator panel; air door deflects air flow from 15-85 deg. All units carry 5-year warranty. Airtemp Div., Chrysler Corp., Dayton, O.



"Space-Mate" Model 5AC51



"Space-Saver" Model 12AC52



"Multi-Room" Model 27AC52

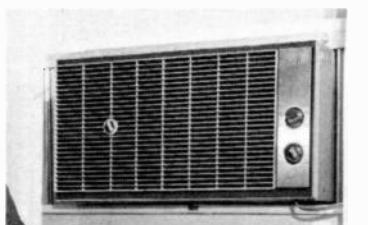
PHILCO "Space-Mate" model 5AC51 is a 5,000 BTU, 115-volt, 7½-amp, 875-watt unit, 12-7/8 in. x 19 in. x 17 in., with "no-drip dehumidification," thermostat, adjustable louvers, washable permanent plastic filter, 2 fan speeds, install it

yourself kit. "Space-Saver" model 12AC52 (5,000 BTU, 230 volt, 9.2 amp, 1,950 watts) is 15¾ in. x 26 in. x 18¼ in., adds pushbutton controls, outside air ventilation control, tilt down front, "Match-Mate" decorator fronts, file drawer chas-

sis. "Multi-Room" model 27AC52 (27,200 BTU, 230 volt, 14.2 amp, 3,000 watts), 21-5/8 in. x 27 in. x 34-15/16 in., has 3 fan speeds, "double dirt curtain air filter," optional remote control. Philco Corp., Philadelphia, Pa.



"Scot" Series Model



"100 Series Compact"

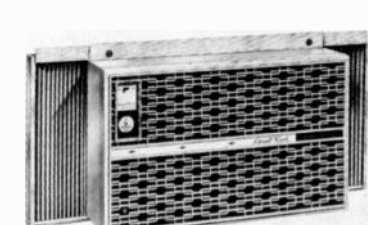


Automatic "Decorator"

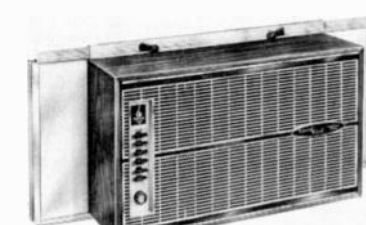
AMANA "Scot" series models of 5,200 to 9,000 BTU have easy-to-see dual controls (top: master control with 6-stage selector; bottom: thermostat control), rotating deflector grill (polystyrene), washable air filter, "perfect pitch" fan, 1-piece base

pan. "100 Series Compact" units of 6,300 to 9,000 BTU utilize new air flow system for optimum performance and reduced noise levels at both low and high speeds, fit double-hung windows from 28 in. to 40 in. wide with "insta-matic" mount. "On-

off" pushbuttons are the only visible controls on automatic "Decorator" models of 12,400 to 17,000 BTU, with solid wood front in genuine walnut veneer, new "automated" control system. Amana Refrigeration, Inc., Amana, Ia.



Model 4F7ZN



Model 6F7AT

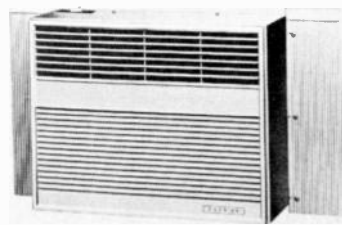


Model 24F2ST

QUIET KOOL "Kom-Pact" model 4F7ZN is a 4,000 BTU, 115-volt, 7.5-amp, 760-watt unit, 21-1/16 in. wide x 12-3/4 deep x 12-11/16 high, with automatic installation, easy access to permanent slide-out filter, and up-front controls; fits

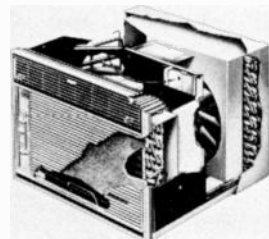
windows 25 in. to 38 in. "Kool Mount" model 6F7AT is a 6,200 BTU, 115-volt, 7.9-amp, 910-watt unit, with decorator-styled wood-grain cabinet, simplified pushbutton controls. "Super Dynamic" model 24F2ST is a 24,000 BTU, 230-

volt, 16-amp, 3,400-watt unit, 26-1/2 in. wide x 19-1/16 in. high x 30 in. deep, with slide-out drawer-type chassis, 4 rotary air grilles, simplified controls. Quiet Kool Div., Emerson Radio Inc., New York, N. Y.



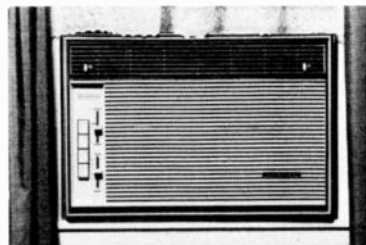
"Ready-Mount" Model 51GF0611

CARRIER "Weathermaker Ready-Mount" model 51GF0611 of 5,500 BTU is 11-3/16 in. deep, weighs 84 lbs., in new tuscan ivory color; matching wing panels can be custom cut in minutes to fit double-hung windows from 27 to 40 in. wide;



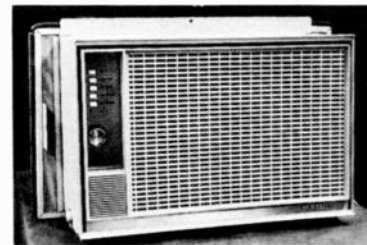
"Weathermaker" Cutaway

bi-metallic thermostat. Model 51RA0991, 8,700 BTU "Weathermaker" has 18-way air deflection control; snap-on grille; thick, germicidal-treated filter; 6-setting vertically sliding control; pushbuttons for "hi cool," "lo cool," fan. Top model



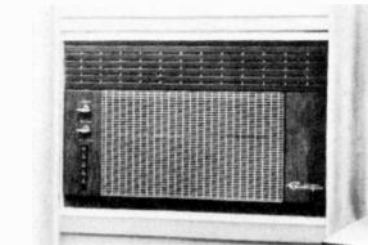
Deluxe Model 51TA2403

51TA2403 is 3,350-watt, 15 1/2-amp, 230-volt deluxe "Weathermaker" of 22,500 BTU, has slide-out chassis with nylon tracks and handle, interior "comfort shield," balanced evaporator fan. **Carrier Corp., Syracuse, N. Y.**



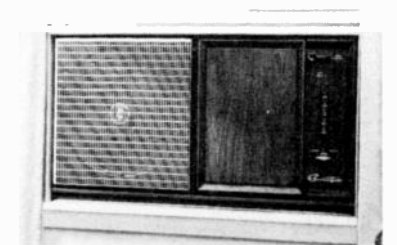
"Scottie"

REMINGTON "Scottie" model 6A2 is a 6,800 BTU unit, 18-1/4 in. wide x 11-7/8 in. high x 21-3/4 in. deep, with "quick-mount" installation, 2 speeds, multi-position thermostat, pushbutton controls, permanent "Scott-Foam" filter. "Vanguard



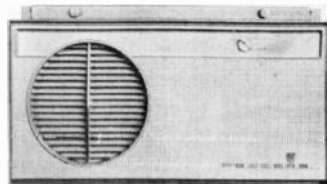
"Vanguard II"

II" has wood-grain finish, adjustable grilles for draftless air distribution, magnetic front, ultra-quiet operation, and slide-out chassis; ventilates; fits windows 26 in. to 40 in.; "Standard" or "Kwik-Kit" installation kits available. "Power-



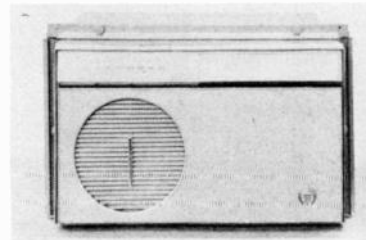
"Powerhouse"

house" model (13,500 or 16,100 BTU) is a 208/230-volt unit with built-in electric heat, concealed rotary grille, ventilate, exhaust; fits windows 30 in. to 42 in. **Remington Air Conditioning Div., Singer Co., Auburn, N. Y.**



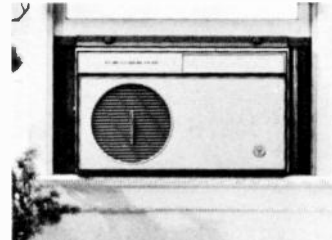
"Button Down" Chassis

FEDDERS In a 33-model line, 115-volt units with "Button Down" chassis feature the "Flex-Mount 77 Second" do-it-yourself installation, and range in capacities from 4,000 to 7,500 BTU. "Slide-out" chassis units, 115-volt, 7 1/2-amp and 12-



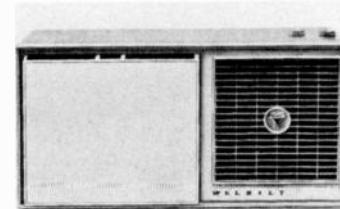
"Slide Out" Chassis

amp models range from 6,000 to 12,000 BTU, feature "sound barrier" air system, "Flex-Mount" and "insta-mount" installation, air exchange system, 2-speed air circulation; 360-deg. "weather wheel" discharges air in two directions at one



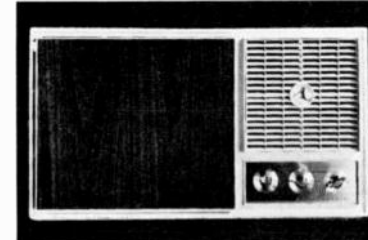
"High Capacity Slide Out" Chassis

setting. 230/208 units of "High Capacity Slide Out" chassis feature "insta-mount" installation, concealed control panel, optimum sub-cooling, 2-speed air circulation, and range from 10,000 to 20,000 BTU. **Fedders Corp., Maspeth, N. Y.**



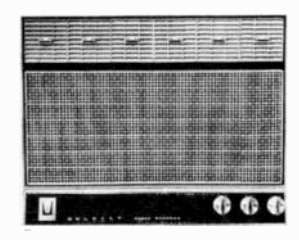
"Hush Master"

WELBILT "Hush Master" model 1305, 115-volt, 7.5-amp, 4,300 BTU unit, has "Expand-O-Mount" side panels, "Quiet Guard" fan speed for night-time operation, lifetime washable filter, rust-resistant finish. The "Power Master" models



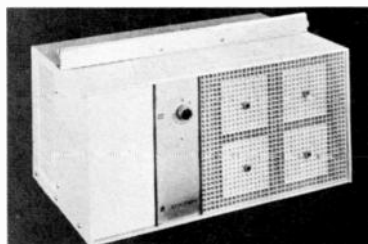
"Power Master"

1605 to 6605 feature furniture-styled wood-grain "look" front panel, and choice of cooling capacities: from 6,000 to 18,500 BTU. ("Mighty Mite" model #2505 installs in standard casement window; no cutting of window frame



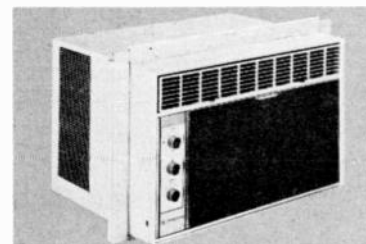
"Super Alaskan"

necessary.) "Super Alaskan" models 4905 (230 volts) and 5905 (208 volts) offer 27,500 BTU, high starting torque compressor, pull-out drawer type chassis, quiet operation through fiber glass insulation. **Welbilt Corp., Maspeth, N. Y.**



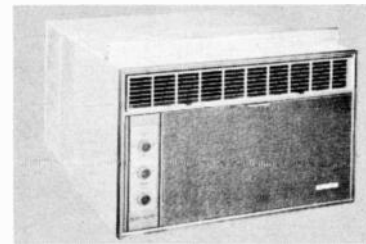
Model A-5LJ

FRIGIDAIRE Model A-5LJ for "Do-it-yourself" window installation is 5,000 BTU, 115-volt, 7 1/2-amp unit, 12 in. high x 15-1/8 in. deep, has one control knob for "off," "on," and thermostat; quick-reach reusable filter, wide choice of



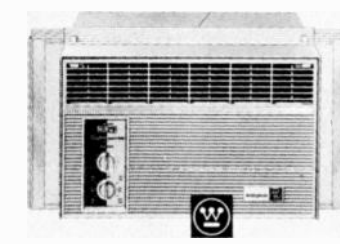
Model AE-9MJ

air discharge settings. Model AE-9MJ is 9,000 BTU, 115-volt unit with factory-installed expandable side panels, 3 operating controls including ventilation, 4-way air discharge direction, cooling mechanism on springs and rubber bushings. "All



"All Seasons" Model

Seasons" model ARH-15J with 15,000 BTU cooling/heating capacity, has 4-way air distribution, "Comfort Control," low sound level compressor and centrifugal fan. **Frigidaire Div., General Motors Corp., Dayton, O.**



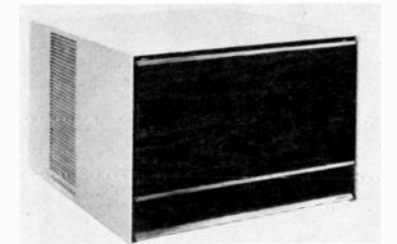
MODEL MDF057Z

WESTINGHOUSE Model MDF057Z is a 5,000 BTU, 115-volt, 7.5-amp unit (net wt., 59 lbs.) with thermostat, adjustable air vanes, 2-speed fan, control for high cool or night cool settings, "ZIP" kit for easy installation, 5-year full replacement



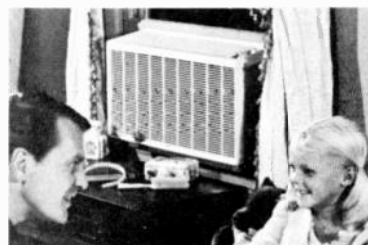
Model MDE091M

guarantee. "Deluxe Mobilair" model MDE091M, 115-volt, 11.7-amp, 8,700 BTU unit, has 36-qt. daily dehumidification, fresh air, and exhaust controls 16-in. chassis, 5-year product guarantee on hermetically sealed refrigeration system.



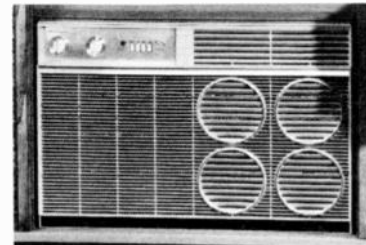
Model MSE266S

"Super High Capacity" model MSE266S is a 26,000 BTU unit, with cherry/walnut reversible furniture-front panel; high, medium, low cool settings; exhaust, fresh air, circulate cycles. **Westinghouse Appliance Sales & Service Co., Pittsburgh, Pa.**



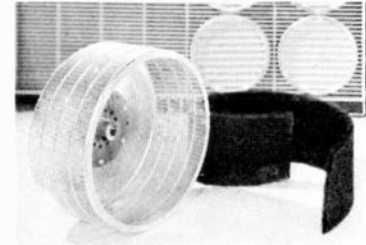
"Thinette" Model

GE "Thinette" model RP307A is 5,000 BTU, 115-volt unit with 2-speed push-button cooling, 5-position thermostat; is quickly stored in flip-top cartons in wintertime. "Thinline" model RL407A of 8,100 BTU has "Quick Easy Mount" in-



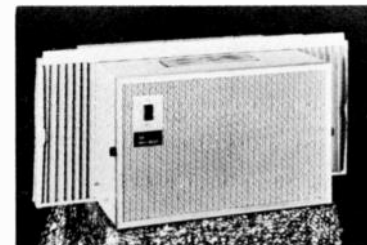
"Superline" Model

stallation, "Woodhue" styling, 2-speed cooling, "fan only" operation, multi-directional air discharge, washable filters. "Superline" models RD807B and C are 230 or 208-volt units of 17,000 BTU, feature "Filter Blower" that "results in



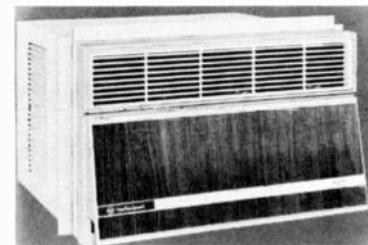
GE "Filter Blower"

demonstrably lower noise levels," (heavy duty filter fits inside blower wheel, spins with it, acts as sound absorber), 10-position thermostats, rotator air directors, pushbutton controls. **General Electric Co., Louisville, Ky.**



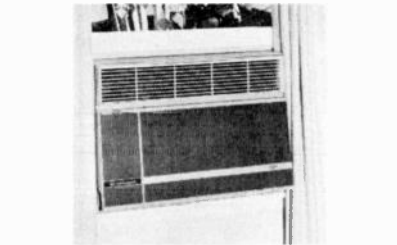
Model AMM-P45-2

WHIRLPOOL Model AMM-P45-2, 115-volt, 7.5-amp, 890-watt, 4,700 BTU unit, features "Insta-Mount" (pull-out sections adjust to window widths 20 in. to 38 in.), "whisper-quiet" operation, front rocker-type switch, washable germicidal filter.



Model AMC-100-3

Model AMC-100-3, 8-amp, 230-volt, 1,570-watt, 9,800 BTU unit, has easy-to-operate hidden controls, 2 fan speeds, oiled walnut finish front panel, cooling coil at air intake, "kitten quiet" operation, and "Comfort Guard" control. Model AMS-



Model AMS-230-3

230-3, a 230-volt, 14.5-amp, 3,100-watt, 22,500 BTU unit, 25 3/8 in. wide x 18 3/4 in. high x 30 1/2 in. deep, has a cooling area capacity of 1,600 sq. ft., has Dual Air Direction Controls. **Whirlpool Corp., Benton Harbor, Mich.**

Dealer's Air Conditioner Program Pays Off in Heavily Saturated Market

Although unit sales have sagged, Dallas retailer still rings the bell with well-informed salesmen who tell customers what they need, acceptance of trade-ins, "early bird" specials, and low cost service policy.

By ALAN C. ROSE

Proud Texas retailers claim that more room air conditioners are sold by dealers on Knox St. in Dallas than in any similar three block area in the country.

The baron of this valuable strip of Texas appliance acreage is John Jordan, owner of a store that last year sold over 1200 new and 400 used air conditioners.

"Actually we're down quite a bit from our peak year of 1957 when we sold 2850 air conditioners but that's because dealers in the Dallas area are confronted with a saturation problem," says Jordan. "However, we still feel that there are a lot of people in this fast-growing city who are in the market for second and third units. I also think the emergence of low cost central air conditioning is hurting sales."

Jordan, who prides himself on being an expert in the room air conditioner field, relates that until a year ago he sold only cooling units, but that he was advised by several distributors to diversify because of the apparent saturation of the Dallas market. Still, over 50 per cent of his business remains in air conditioning.

Jordan cites two main reasons for his success in selling air conditioners. "First of all," he comments, "we adhere firmly to the theory that the salesmen should tell the customers what they should have, and not let the prospective buyers dictate their needs. We feel that we are specialists in the field. For example, approximately 70 per cent of our clientele name a BTU figure when they come in but no more than five per cent know what a BTU is, and even fewer people actually know how this relates to their cooling needs."

Jordan and his salesmen try to meet each individual customer's needs, taking into account such important factors as the location of the room to be cooled in relation to the afternoon sun, glass exposure, whether or not the room to be cooled is upstairs or downstairs, room insulation, and what the room itself is actually used for. For example, if the room is used for sleeping only, it requires less BTU's than a living or dining room.

"Customers come in with what they feel is a precise idea of what they need but we spend a good deal of time giving them an education on the basic fundamentals of room cooling," Jordan states. "People have a tendency to underbuy so we try to determine from the start exactly what they need. We begin by explaining that all air conditioning is, is taking the heat out of a room. We tell our customers to put all the heat in the back yard and that they can't do that with an insufficient unit. We have them hold their hands in the back of a working unit and then explain that it's not the air conditioner that is hot but the heat that it is taking out."

Store personnel remind customers that a kitchen normally located on the northwest exposure measuring 200 sq. ft. (the average size of a kitchen), requires a unit with more BTU's than a 300 sq. ft. bedroom located on the southeast side of the same structure. They tell customers that cooking in the summer is a hot proposition at best, and that the refrigerator as well as the stove yields heat making the kitchen a pretty warm place to be during June, July, and August. Thus, a housewife needs maximum cooling in this area.

Jordan feels that this approach convinces customers that his salesmen know what they're talking about. He urges his people to play down the

(Continued on page 67)



CUSTOMERS ARE demanding quieter air conditioners as illustrated by man on left who listens carefully to unit as Dealer John Jordan looks on.



TEXAS DEALER John Jordan reports that market saturation has cut sales from peak year of 1957 when 2850 units were sold.

The Case For Multiple Lines

A specialty appliance manufacturer executive gives his analysis of the "single line" vs. "multiple lines" debate.

By RICHARD H. KELLY

President

Easy Appliance Div., Hupp Corp.

A retailer has stated succinctly the driving force that started most independent appliance dealers in business:

"I want to be my own boss, to control my own destiny, to be responsible for my own success."

Few began their businesses for any other reason. Through the years the business policies of successful retailers have become quite similar. These are based on customer service, on building a reputation that their stores are places where product value and reliability are prime concerns of the owners, where customer satisfaction and repeat business are supreme goals. In building his business each of these men has actually become a brand name in his community, a name more often effective than the brands in his store.

To manufacturers, such retailers say:

"You must earn your way *on* our floors with quality merchandise that offers value to our customers, moves well, and gives us a reasonable return. You can earn your way *off* our floors with shoddy merchandise, indiscriminate franchising and dumps, and failure of your line to contribute its share to our return on investment."

Because he has needed the dealer as badly as the dealer needed him, the manufacturer has heeded. He has competed for dealers as well as consumers and had to merit his share of business from both. This competitive drive has kept product manufacturers on their toes, has assured product quality and innovation and has been intolerant of failure.

Any tendency toward manufacturer complacency has been short-lived. Rather, imaginative features, styling, promotion and merchandising have come from the need to compete.

The multiple line dealer thus is a protector of the consumer. He is her insurance.

While he may carry several brands in each product category, he emphasizes those which excel at any particular time. He is extremely aware that seldom does one manufacturer making many different products, excel at more than one or two at a time. The chances of a single manufacturer having more than two "hot" products or two leadership items in his line at a time are extremely remote. Since he cannot afford to offend his customers with mediocrity, he protects them and himself by choosing carefully.

Manufacturers of broad product lines resent this and call it "cherry picking". They tell the retailer it is intolerable, yet fail to offer the guarantees of product excellence that might change it.

Without such guarantees, the dealer *must* "cherry-pick." His success is based on his own reputation, as well as the brands he carries. Just as he gives his customers his personal attention, so he must personally select the items that go on his floor. A retailer custom-builds his product assortment to the image he has built with his customers.



Richard H. Kelly

To any retailer the allure of an exclusive full line manufacturer arrangement can be tempting and tantalizing. From an operating standpoint and personal desire to simplify a complex business, a single full line appears ideal. Simplified training, service, promotion, financing, stocking may result.

But what does he exchange? No longer is he the dominant brand name in his business; he is submerged and subservient.

Now the full-line brand is dominant. Its name overshadows his. His own personality and originality are subdued to uniformity—so customers pre-sold on that brand will recognize the store, not its owner. The brand is everything. Every effort is made to build a brand image and loyalty. Later, if the so-called owner is unable to meet quotas, balks at programs, or begins to falter, the brand image—the facade built up to hide the identity of the retailer can be lifted up easily and set down across the street, down the block—or even next door.

Not all retailers enticed by the full line allure may be asked to sacrifice their identities suddenly and to that extreme. The process is more likely to be subtle, gentle, and more prolonged.

Once he makes a single-line decision the retailer does have to face his customers—his market. He originally attracted them by his genuine concern for them, by offering them value and quality in every line of merchandise. His business grew with the help of their referrals. It also grew with prospects who asked for specific brands on

which they have been pre-sold by a friend or relative.

The decision to concentrate on a single brand says to all these:

"I built this business with your help by giving you good service with the best merchandise. But now things have changed. There is only one good brand and everything they make is the best."

Perhaps he can say these things and mean them. Yet any dealer aware of the history of the appliance and electronics industry, must know that of the industry's various lines of products, scarcely any came from today's so-called full-line manufacturers. The dishwasher, automatic washer, dryer, freezer, stereo, television receiver—all these and more came from the inventive genius found outside big companies. Indeed, the thoughtful retailer might reflect, some of the full-line manufacturers seemingly have a policy of waiting until the new product's pioneering is over before they add it to their lines.

Cited as an intriguing argument in favor of the exclusive full line store is "This is the way Sears does it, and this is the way to fight them." Sears and other mail order chains are department stores, not appliance stores. And their merchandise store-wide comes from many sources, not one. (And some of those sources are sizable owners of Sears.) There is no valid comparison, either with the type of store or the number of suppliers, between Sears and an appliance retailer carrying one brand exclusively.

The dealer pondering whether or not to restrict his merchandise to a single brand must face coldly and realistically another fact: that no single brand carries strong consumer acceptance in every product line.

For instance, a dealer who in 1964 sold 1,250 of the products listed below, would have sold the quantities indicated if he performed at national average on each product line. Those figures are his share of industry.

(Table showing units of products indicated a retailer of 1,250 pieces would have sold in 1964 if he performed at national average on each product line.)

Dehumidifiers	9	Freezers	46
Television (b & w)	346	Ranges, electric	85
Television (color)	62	Ranges, gas	93
Room air conditioners	115	Refrigerators	191
Dishwashers	44	Dryers	77
		Washers	182

The retailer who decides to confine his merchandise to one brand must face the variable brand acceptance for each product line of that brand. If he chooses a brand that has a refrigerator line getting 17 per cent of industry but a television line that gets only five per cent, is the concentration worth it? Or if the brand's air conditioner line is strong but its laundry

(Continued on page 54)

Displaytime

This Month Starring: EASTER

By WALTER H. HOGAN

APRIL is the month Paul Revere made that ride (in 1775, as any Longfellow reader knows), the first pony express riders made theirs (1860), and the first movie was shown (1896). It marks the birthday anniversaries of Houdini (magic), Hitler (*Mein Kampf*), Chaplin (movies), and Shakespeare (*Macbeth*). It saw the establishment of the U. S. mint, the Library of Congress and the ASPCA. It saw the sinking of the Titanic, the bombardment of Fort Sumter, and the San Francisco earthquake and fire. But the event that April will be known for this year—and our display peg this month—is Easter.

Easter—climax of all spring displays—provides many a good opportunity for substantial sales in almost every branch of retailing. Easter displays reflect: newness, joy, and giving presents.

DISPLAY IDEA: The sketch on this page shows an idea for a display (you can produce it as suggested, if you wish, adapt it as best suits your window or store, or use it as a springboard to your own idea for a customer-catching display) that ties in with the gift-giving aspect of Easter. In this case, tape recorders.

Colorful, hand-painted papier mache props include two Easter eggs suspended from ceiling at different heights and an Easter bunny on the floor. Banner across the back of the window reads: "Be a GOOD EGG this Easter." Display card on floor reads: "Give a gift that plays back pleasure!" If you choose to use a different product in your window or several product categories, re-phrase the floor card's slogan to read: "Give a gift that (your wording here)." Arrange products as you wish — some on stands, some on shelves or some on the floor.

For Easter emphasis use springtime colors (background colors could be pastel green, yellow-green, or yellow and blue) and green on the floor (grass mats, felt or art paper).

PAPIER MACHE PROPS: Hand-painted in a variety of Easter colors, these items (as sketched or pictured on this page) are available in any number you wish or by the dozen.

Series No. 31. Assorted eggs, 12 in. long and egg-shaped, with raised figures (shown are a pink egg with bunny raised figure and purple egg with chick raised figure) are \$6 each or \$64 a dozen. Eggs without raised figures are \$5 each or \$54 a dozen.

No. 51. Bunny Rabbit, 23 in. tall, \$7.50 each.

No. 53. Bunny Rabbit, 12 in. tall, \$3 each or \$23 a dozen.

No. 44. Flower, 24 in. tall, in pot with two bees, comes in all shades (yellow, pink, etc.), \$7 each.

Write: Charles Hoerter, Flairtime by Silvestri, Inc., 225 Fifth Ave., New York, N. Y. 10010.

GRASS MATS: You can order grass mats, 3



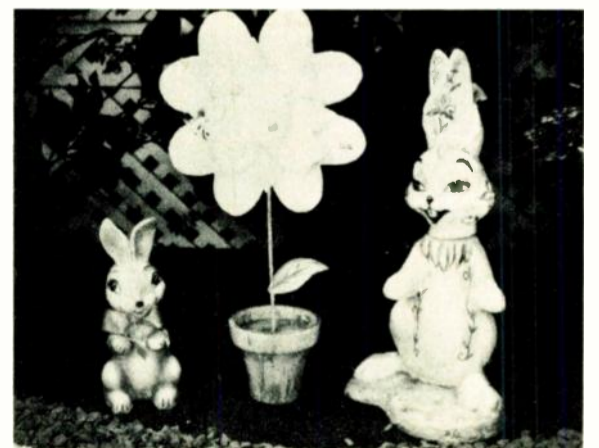
Sketch of Easter display

ft. wide x 6 ft. long, for \$4.75 each. Write: Joe Greer, Eagle Supply Co., 327 W. 42nd St., New York, N. Y. 10036.

MOTHER'S DAY: After Easter, there's an 18-day, 3-week shopping period before Mother's Day, this year built around the theme: "Remember Mother With A Gift She'll Remember." A complete merchandising package based on the official theme and illustration has been produced by a national committee, a non-profit organization. Posters, pennants, toppers, streamers, badges, carnations and other appropriate traffic-

builders are now available. Illustrations, descriptions and prices are presented in a free full-color brochure. Write: National Committee on the Observance of Mother's Day, 52 Vanderbilt Ave., New York, N. Y. 10017.

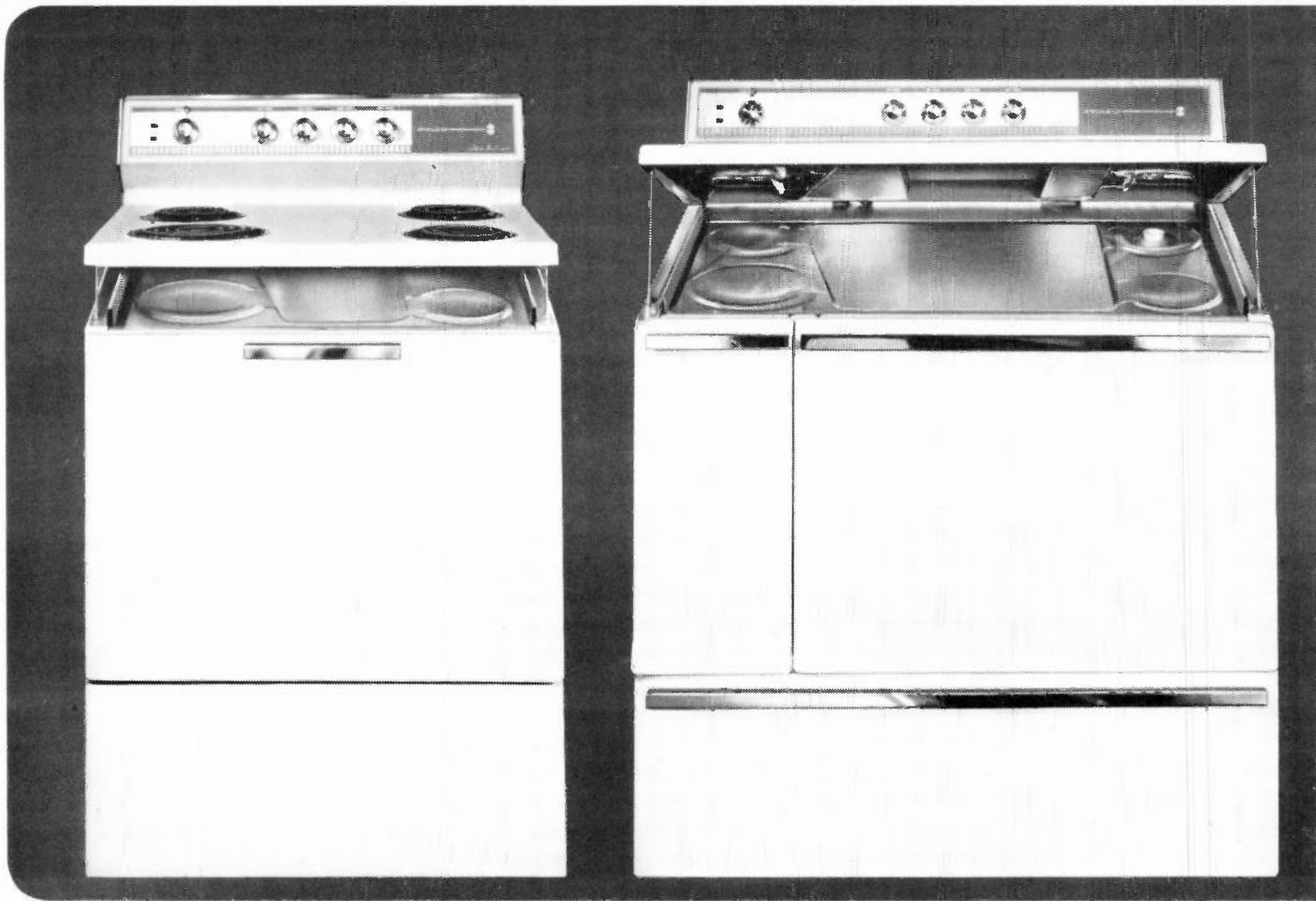
(If you have questions about display or a particular problem or would like to know where you might obtain certain props, decorations, or display materials, MART Magazine will try to provide an answer for you. Write: "Displaytime," MART Magazine, 757 Third Ave., New York, N. Y. 10017.)



Hand-painted papier mache props from Flairtime by Silvestri



**PHILCO'S
EXCLUSIVE TILT-TOP
IS A GREAT
TOP-OF-THE-LINE
FEATURE...**



SO GREAT THAT THE WHOLE

Some range manufacturers save all their good features for the top of the line. At the lower price levels, where most of the business is, they give you practically nothing to sell but an oven and four burners.

Not Philco. Philco faces the facts of your selling life.

Tilt-Top is Philco's number-one feature. This exclusive makes the range surface as easy to clean as a countertop. It takes only a second to demonstrate on the sales floor. And, in that second, you usually make a sale. Great top-of-the-line feature? Some range makers would think of it that way. Philco thinks of it as a great *selling* feature, from the top of the line all the way down. And look at all the other exciting features you get from Philco:

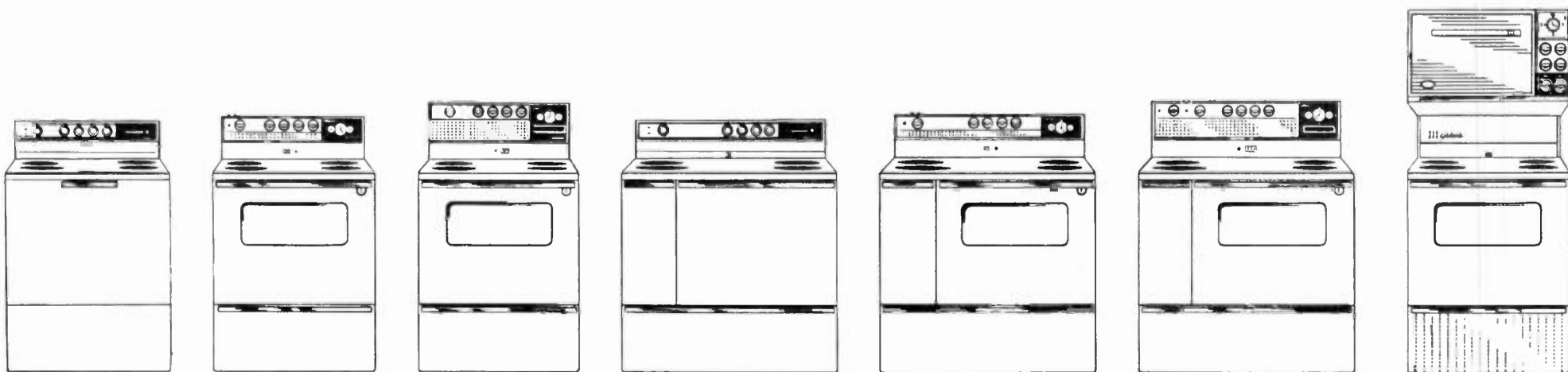
Broil-Under-Glass. A Philco exclusive! Permits true smokeless broiling by stopping the cause of smoke before it starts. Optional with most models.

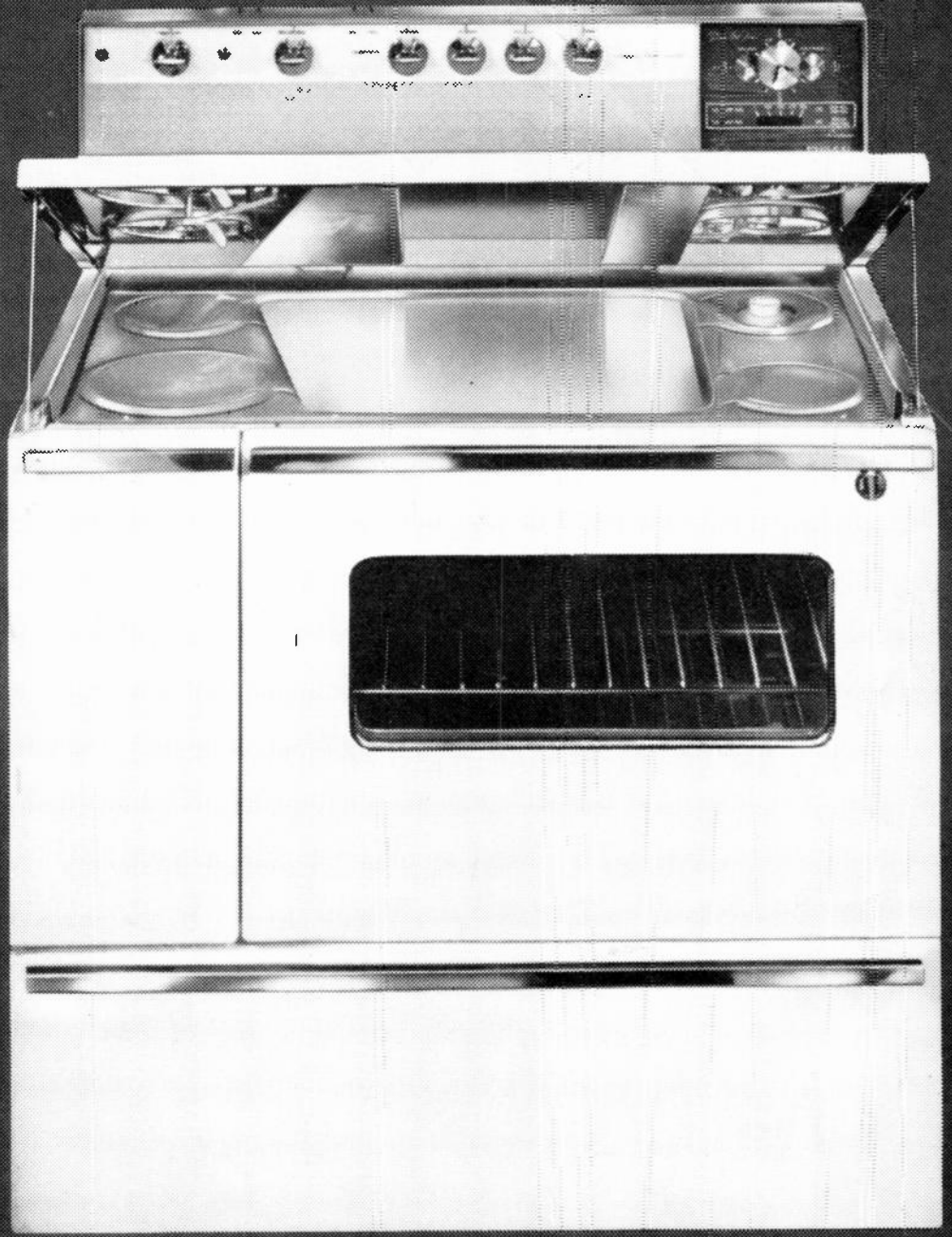
Quick Chef Speed Oven. The fabulous second oven that saves cooking time, cleanup time and electricity!

Hideaway Rotisserie. Easy to use and compact to store. Eliminates bulky countertop units. Optional with most models.

Controlled Heat Cordless Griddle. An optional feature that provides added cooking area equal to two extra surface units!

Quick-Set Oven Timer. With most models at no extra cost!





PHILCO RANGE LINE HAS IT!

Automatic Pot Watch. Heat is controlled automatically. No overheating, no boil-overs, no burned food or pans!

And every single Philco Tilt-Top Range comes with all this as standard equipment:

The exclusive Philco Tilt-Top. Giant 23-inch porcelain-enamel oven. Lift-off oven door. Full-width control panel. Dial-Any-Heat variable controls. High-speed, long-life surface units.

Philco Tilt-Top Ranges give you more profit

There's more value built into every Philco Tilt-Top Electric Range. With all their exclusive Philco features, they're still priced competitively. You don't have to trim profit margins to make sales.

The Philco Tilt-Top line is designed for easy step-up selling. Outstanding styling and optional features throughout the line help you get the most out of every single sale.

And that's only the beginning. *Philco helps you build business with the two hottest premiums in the range business.* For a starter, there's the Lady Vanity Electric Knife. And, to help boost extra-profitable high-end sales, Philco gives you complete sets of Teflon-finished Club Aluminum Cookware, worth \$45.80, open stock.

Talk to your Philco distributor this week and find out how you can start sharing in the Philco Tilt-Top Range program. It'll probably cost you money if you don't.

PHILCO[®]
A SUBSIDIARY OF *Ford Motor Company*

TELEVISION • STEREO PHONOGRAPHS
RADIO • HOME LAUNDRY • RANGES
REFRIGERATORS • AIR CONDITIONERS
FAMOUS FOR QUALITY THE WORLD OVER



SERVICE POLICY is stated by sign atop Beck & Quint's split-level building: "Service Is FREE on COLOR TV." Parking area for customers is seen at rear.

Demos Not Necessary, Claims Color TV Sales Whiz

By providing service above and beyond manufacturer warranties, Beck & Quint, Norwalk, Conn., moved 200 color sets.

A successful color TV business can be developed without even having to demonstrate the product. This is the claim of the co-owners of Beck & Quint Towne Television Inc., Norwalk, Conn., who moved approximately 200 color sets in 1963. For '64, they confidently predicted sales of 400 units.

"We tell prospects that the best demonstration of color would be in their own homes," explains co-owner Sid Beck, "and that any demo in our store would far from simulate conditions in their living rooms." While this is the same pitch used by many dealers who offer free home trials, the difference at Beck & Quint is that the sale is made before the home trial is suggested. According to these dealers, very few color customers complain about their set after it is in their home.

Beck and Quint have been selling color for nine years, and each year it has gained — to the point where it now represents 20 per cent of their total store volume. This year, color sets are moving at the same rate as black-and-white for the firm.

Their attitude toward the demonstration of color TV is not unlikely when one considers their experience with black-and-white television. For, they claim, about 90 per cent of their black-and-white sales are made without even turning the set on. Thus, they predict the time when even color will be sold without demonstration.

Service policies have long played an important role in the development of the firm's reputation as a servicing dealer. A sign on top of the store proclaims: "Service Is FREE on COLOR TV at Beck & Quint." What this means is that the firm goes above and beyond manufacturer's warranties — to provide a year's free service on both parts and labor.

"We put ourselves in the customer's place," explains Dealer Don Quint, "and bend over backwards." The result is that the service department loses money, "but we've found that it's worth it because of all the new customers we've gained," he states.

Beck & Quint do not publicize the fact that they lose money because of the extensive service they offer their color TV customers. If they did, they indicate, it would probably be a definite advertising advantage, considering all the unfavorable publicity servicing has been receiving the past few years.

The store takes still another step to insure satisfied color TV customers. Prior to delivery, a set is examined and adjusted for color reception. It is delivered out of the carton. This eliminates callbacks for damaged cabinets or inoperative receivers, according to Quint. Another plus to this practice, he notes, is that it makes the service man proud that he is delivering a product that he knows will work when it is installed in the customer's home.

Prospects for color TV are told that the product—on the average—requires less service than black-and-white. (This has been their experience.) Beck notes that when color first came out, it required about



DEMONSTRATION of Color TV is frowned upon by Beck & Quint. Here, store manager Sid Wallace shows a prospect vast array of color receivers. Co-owner Beck explains: "We tell prospects that the best demonstration of color would be in their own homes."

three hours for a service man to install it. Today, the same operation takes approximately one-half hour.

These dealers also make sure to tell prospects how much color is being broadcast at present. This is very helpful in making a sale, they explain, because while most people are aware of color TV, they don't realize just how much color is being broadcast.

Growth of their color TV business is such ("it's growing faster than the rest of our business") that Beck & Quint are opening a new outlet this month in nearby Westport, Conn.

The 4,500-sq.-ft. store will be devoted entirely to television and stereo components and cabinets. It will replace Beck & Quint's existing Westport store, which has been featuring only brown goods for the past 15 years. The main outlet in Norwalk features white goods also.

Margins of profit on color TV are running about the same as last year for this firm, in spite of price-cutting by some manufacturers. Beck & Quint credit their membership in MARTA with making it possible for them to maintain their margins.

The firm courts the trade-in business and receives some color TV sets as a result. All television advertisements state: "We want your old TV in trade." Beck notes that the average color TV taken in trade is four years old, and that they can be sold for about \$200. ■

30-A THE MIAMI HERALD Wednesday, April 1, 1964

LIMITED OFFER

Now c-o-o-l . . . quiet refreshing sleep

ONLY at HOPKINS-SMITH

I-N-S-T-A-L-L-E-D!

\$199

★ Certified Installation and Service
Yes, this ROYALTY of Air Conditioners will be installed thru CBS Wall or Window, at this LOW, LOW Price . . . with a HOPKINS-SMITH Certified Installation of which you and we both will be Proud! Your Satisfaction Guaranteed!

Model 303-111V-1 1/2 Amp.-5,000 BTU

Your own doctor will recommend the benefits of a modern Air Conditioner for those suffering with respiratory ailments, allergies, cardiac troubles, or anyone in a generally weakened condition. Mother will feel better ALL day long—and Dad will perk right up, the minute he gets home from a hot, sweaty day at work. A good night's sleep makes everyone happier and healthier. Be so comfortable, you'll want to spend your vacation at home!

AIR CONDITIONING is no longer a luxury... AT HOPKINS-SMITH'S low, installed price. Get yours installed NOW during this limited time offer and beat the rush. Phone for FREE Survey of all your Air Conditioning needs NOW.

ENGINEERED BY GENERAL ELECTRIC and PROFESSIONALLY INSTALLED FOR MAXIMUM EFFICIENCY and PERFORMANCE

BUY . . . from a company that **EXPOSES** the AIR CONDITIONING business. BUY . . . only where **SATISFACTION IS GUARANTEED** based on a survey of the PLACE TO BE AIR CONDITIONED. BUY . . . a product that is right for the particular application; not a unit which gives a salesman an added commission . . . for a unit that seems to be a bargain. BUY . . . a product manufactured by a company with both **REPUTATION and EXPERTISE**. BUY . . . only a product that is **FULLY GUARANTEED** at the ADVERTISED or SUGGESTED PRICE!

GENERAL ELECTRIC and HOPKINS-SMITH

Double guarantee of Satisfaction! National quality beyond compare!

FIRST In South Florida

Handicap Apartments
Hollywood Beach Hotel
Pine Castle
Tradewinds Hotel
Atlantic Shores Coop Apartments

HANDS OF INDIVIDUALS . . . ENJOYING HAPPIER SLEEPING WITH G-E FROM HOPKINS-SMITH!

LIMITED TIME OFFER—EASY TERMS COVER EVERYTHING

3 Conveniently Located Dade County Stores

HOPKINS-SMITH

3 Conveniently Located Broward County Stores

Don't You Dare! leave your place closed up for more than 10 days . . . without GE Dehumidifier protection from . . . HOPKINS-SMITH.

General Electric DEHUMIDIFIER Prices as low as **\$89⁹⁵**

Porter Shipping Plans
2800 N.W. 17th St.
6 1/2 x 11 1/2 in.
8 1/2 x 11 1/2 in.
11 1/2 x 11 1/2 in.

Wholesale Plans
S. W. 10400 SW
10400 SW
6 1/2 x 11 1/2 in.
8 1/2 x 11 1/2 in.
11 1/2 x 11 1/2 in.

Home Shop
30 S.W. 2nd Ave.
S77-1461
6 1/2 x 11 1/2 in.
8 1/2 x 11 1/2 in.
11 1/2 x 11 1/2 in.

Dade County TV and Electronic Service CALL 951-7281

Broward County G.E. Major Appliances, TV, and Electronic Service CALL 952-1431

300 Shopping Center
PORT LAUDERDALE
1400 N. FEDERAL
LA 4-6521
8 1/2 x 11 1/2 in.
11 1/2 x 11 1/2 in.

300 Shopping Center
HOLLYWOOD
1400 N. FEDERAL
WA 3-8845
8 1/2 x 11 1/2 in.
11 1/2 x 11 1/2 in.

W. S. Shopping Plaza
WEST HOLLYWOOD
1400 S. STATE RD. 7
YU 3-3758
8 1/2 x 11 1/2 in.
11 1/2 x 11 1/2 in.

THE NORTH'S LARGEST GENERAL ELECTRIC DEALER CELEBRATING 30 YEARS OF SOUTH FLORIDA SALES AND SERVICE

NOW at Hopkins-Smith AMAZING RANGES with P7 OVEN

cleans itself...like magic

Here in Mrs. Joel S. Fox's own words, is enthusiastic approval of her General Electric P7 Oven Range, purchased from Hopkins-Smith several months ago . . . she is pictured with her daughter, Lisa, ACTUALLY cleaning the G-E P7 Oven.

"My new G-E Self-Cleaning Oven has made my kitchen chores a cinch. I never enjoyed oven cooking as I do now, knowing it will clean itself. It does such a fine job . . . I feel I'm using a new oven after each cleaning! The results were so amazing, I had a few neighbors in for a "before and after" test. They are still talking about it! In our home, the dirtiest job in the kitchen, is now the cleanest . . . thanks to G-E. and Hopkins-Smith."

it's as EASY as A-B-C!
A—Latch the Oven Door
B—Set Dial to "CLEAN"
C—Set Timer Clock
the G-E P7 Oven then Cleans itself Electrically

... it's a pleasure to buy from Hopkins-Smith on Credit!

G-E New 30" Range Sale Priced \$129
in White or G-E Colors

- No-Drip Cooktop
- 23" Master Oven
- Pushbutton Controls
- Porcelain Enamel Finish

Quick-Safe-Cool-Clean Cooking
... requires Smith G-E Ranges on Deltrol, Set up, Hooked up to adjacent 230V receptacle and have Full Factory Warranty and Service Included, at an extra cost to you.

Don't You Dare! leave your place closed up for more than 10 days . . . without GE Dehumidifier protection from . . . HOPKINS-SMITH.

General Electric DEHUMIDIFIER Prices as low as **\$89⁹⁵**

HOPKINS-SMITH

Broward County G-E Major Appliances, All Makes TV Stereo and Electronic Service . . . 525-1431

Bring to Service and Parts Department, 670 N. E. 2nd Avenue, Port Lauderdale

... We have them!

NEW SLICING KNIFE
ALL YOU DO IS QUOTE IT

Limit of one to a customer

Get Our LOW Price

Slices meat, uniform servings of meat, poultry, fish, vegetables, fruits, cheeses, breads and more. Durable Stainless Steel blades with tempered carbide cutting edges for long-life sharpness. Continuous demonstration.

G-E Mobile Maid Portable DISHWASHER
Needs No Plumbing . . . **\$136**

Hopkins-Smith's 45-Day Money Back Guarantee is Your Assurance of Satisfaction

3 Conveniently Located Broward County Stores

300 Shopping Center
PORT LAUDERDALE
1400 N. FEDERAL
LA 4-6521
8 1/2 x 11 1/2 in.
11 1/2 x 11 1/2 in.

300 Shopping Center
HOLLYWOOD
1400 N. FEDERAL
WA 3-8845
8 1/2 x 11 1/2 in.
11 1/2 x 11 1/2 in.

W. S. Shopping Plaza
WEST HOLLYWOOD
1400 S. STATE RD. 7
YU 3-3758
8 1/2 x 11 1/2 in.
11 1/2 x 11 1/2 in.

PICTURE AND QUOTE of a satisfied customer with the "something different" angle used in this Hopkins-Smith ad on the General Electric P-7 self-cleaning ovens. Ad, which appeared in the Hollywood, Fla., Sun-Tattler, was very well received, Smith reports. Customer was given a premium.

IN CREATING this ad, Smith says, "We took one of the golden GE cut-out girls which is about five feet tall, a display background, a GE air conditioner, and a couple of crates with a blanket over it, and made something different. We ran it in purple. It was a very successful ad" in The Miami Herald.

Dealer Advisory Board Discusses

Preparing Effective Newspaper Advertising

Using something different from other dealers, brainstorming sessions, and constructive criticism of ads in planning stage are some of the tips offered.

Constructive criticism from a detached viewpoint is an invaluable aid in the preparation of effective newspaper ads. That point was made by Dealer G. Gilbert Smith, Hopkins-Smith, Inc., Fort Lauderdale, Fla., who also emphasized that success in advertising often lies in creating "something different from what everybody else in the area has."

"If you want to prepare good advertising, you can do it," said Dealer Jerry Ritter, of Jerry Ritter Appliances, Inc., Port Huron, Mich. "But you have to take the time to study it."

The two men were talking to other members of the MART Magazine Dealer Advisory Board when they met for discussions at Baldwin, Mich. Their topic: "Preparing Effective Newspaper Advertising."

"The success of our advertising is a team effort," said Smith. "We come up with the ads, and then Bob Hopkins—he's our severest critic — and some of our staff look them over from their detached viewpoint and offer constructive criticism. Bob's very good at it."

The Hopkins-Smith advertising, said Smith, is built this way: "Every Wednesday morning from 9:30 until noon, we have a meeting in Hopkins' office and critique ads that we have put together the week before. Attending this meeting are Hopkins, myself, my advertising assistant Trudy Orcutt, our merchandising manager Elton Ewing, and A. L. Lawrence, manager of our Miami operations. We go over the ads, change heads, strengthen and do whatever we can to get more urgency into them, clean them up. We do this every week without fail.

Then, about the middle of each month," continued Smith, "we have an all-day meeting at Hopkins' house where we are incommunicado; we go over the schedule for the next month. We've previously prepared this schedule dollar-wise, our participation, our suppliers' participation, and what we with our knowledge of the business know should be in the ads for that month. We also have some various campaigns already roughed out."

"We go over these schedules and refine our fairly well planned out (Continued on page 59)



How Utilities Help Dealers Sell Ranges

Here is a list of utility range promotions for the balance of the year, including services offered and names of contacts.

CODE OF SERVICES

1. Co-op ad funds.
2. Wiring allowance.
3. Dealer promotion kit.
4. Consumer cash or premium incentive.
5. Dealer cash or premium incentive.
6. Field counseling; home demo.
7. Installation aid.
8. Cooking schools.
9. In-store demo.
10. Sales contest.

UTILITY	PROMOTION DATE	CONTACT	SERVICES
AMERICAN ELECTRIC POWER SYSTEM New York, N. Y.	March 15-May 15 July 15-Sept. 15	F. D. Churchill Dir. Sls. Prom. J. G. Snyder	1, 3
The above promotion activities will be conducted locally by the six operating companies of the American Electric Power System, which are:			
Appalachian Power Roanoke, Va.		L. L. Koontz Syst. Rl. Sls.	
Indiana & Michigan Electric Co. Fort Wayne, Ind.		R. L. Albaugh Syst. Supv. Rl. Sls.	
Kentucky Power Co. Ashland, Ky.		R. A. Macomb Gen. Res. Sls. Mgr.	
Kingsport Power Co. Kingsport, Tenn.		M. C. Simpson Comm. Mgr.	
Ohio Power Co. Canton, Ohio		J. D. Wilder Syst. Res. Supv. C. E. Parks	
Wheeling Electric Co. Wheeling, W. Va.		J. W. Serig Supv. Res. Sls. J. H. Delbrugge Dealer Rep.	
ARIZONA PUBLIC SERVICE CO. Phoenix, Ariz.	March-April	T. M. Eldridge Res. Prom. Mgr.	1, 2, 3
ATLANTA ELECTRICAL LEAGUE Atlanta, Ga.	Year 'Round	Harold Horton Secy.-Treas.	
BANGOR HYDRO ELECTRIC Bangor, Maine	Spring	W. D. Chodeayne Adv. & Prom. Mgr.	
BOSTON EDISON CO. Boston, Mass.	April-May	Neil F. Doherty J. J. Barry Res. Sls. Mgr.	3
BROCKTON EDISON CO. Brockton, Mass.	March 22-May 22	John W. Beatty Adv. Mgr.	2
CALIFORNIA-PACIFIC UTILITIES San Francisco, Calif.	March-April-May	R. E. Wick Adv. Mgr.	
CAROLINA POWER & LIGHT Raleigh, N. C.	Apr.-May-Aug.	T. N. Owen, Jr. Sls. Prom. Coord.	
CENTRAL ILL. PUB. SERVICE Springfield, Ill.	March-April	M. H. Mercier Sls. Prom. Supv.	1, 3, 4
CENTRAL LA. ELECTRIC CO. Pineville, La.	March-Apr.-May	G. R. Lawrence	1, 3
CENTRAL MAINE POWER CO. Augusta, Maine	Apr.-May-June	A. Ashenfelter Dir. Res. Sls.	3
CENTRAL POWER & LIGHT Corpus Christi, Texas	April-May Sept.-Oct.	J. M. Williams Res. Comm. Sls. Mgr.	3, 4, 5
CENTRAL VERMONT PUBLIC SERVICE Rutland, Vermont	Apr.-May-June-July Sept.-Oct.	P. H. Mangan	3
CINCINNATI GAS & ELECTRIC Cincinnati, Ohio	March 8-April 9	E. W. Hodgetts Dir. Sls. Prom.	1, 3
CITY WATER, LIGHT & POWER Springfield, Ill.	Jan.-April	H. E. McCabe P. R. Director	
CLEVELAND ELECTRIC ILLUMINATING Cleveland, Ohio	March 21-April 24 Sept. 26-Nov. 31	Will T. Clark Mgr. Res. Sls.	
COMMUNITY PUBLIC SERVICE Ft. Worth, Texas	March-April Sept.-Oct.	Jackson Cox Adv. Mgr.	3
CONNECTICUT LIGHT & POWER Hartford, Conn.	March 22-June 12 Sept. 6-Oct. 16	C. A. Byron Res. Sls. Mgr.	1, 3, 5
CONSUMERS PUBLIC POWER Columbus, Nebraska	April-May	R. W. Staal New Bus. Supv.	
DALLAS POWER & LIGHT CO. Dallas, Texas	Apr.-May-June Nov.-Dec.	R. M. Douglass	3, 5, 9
DETROIT EDISON Detroit, Mich.	March 1-May 1	E. Hurley Res. Sls. Mgr. James Perzyk Dealer Coord.	1, 4
DUQUESNE LIGHT COMPANY Pittsburgh, Pa.	April-May	A. G. Irwin Dir. Sls. Prom.	1, 4, 5
ELECTRIC ASS'N. OF LANE COUNTY Eugene, Oregon	March-Apr.-May	Burdett Walker	
ELECTRIC LEAGUE OF SO. CALIF. Los Angeles, Calif.	Feb.-Mar.-Apr.	M. G. Kennedy	3, 5, 6
EMPIRE DISTRICT ELECTRIC CO. Joplin, Mo.	Mar.-Apr.-May	E. L. Pflug Sls. Director	1, 3, 7
FLORIDA POWER CORP. St. Petersburg, Fla.	Feb.-March	R. N. Robertson Dir. Res. Devl.	3, 4, 5
FLORIDA POWER & LIGHT Miami, Fla.	March thru May Oct. thru Dec.	J. H. Keele Vice Pres.	3
GULF POWER CO. Pensacola, Fla.	Sept.-Oct. Nov.-Dec.	H. W. Olcott	
HARTFORD ELECTRIC LIGHT CO. Hartford, Conn.	April-May	Frank M. Icaza Adv. Mgr. D. W. Miner Sls. Prom. Supv.	1
HAWAIIAN ELECTRIC CO., LTD. Honolulu, Hawaii	March-April Sept.-Oct.	Richard Souza Prom. Dept.	1, 3, 8
HOME LIGHT & POWER CO. Greeley, Colo.	March	Larry E. Wallace	
HOUSTON LIGHTING & POWER CO. Houston, Texas	March thru April Sept. thru Oct.	C. J. Blum, Mgr. Res. & Farm Sls.	1, 3 8, 9
IDAHO POWER CO. Boise, Idaho	All Year	P. R. Mortimer	
INDIANAPOLIS POWER & LIGHT Indianapolis, Indiana	March 1-April 1 Aug. 1-Sept. 1	R. W. Schmidt Sls. Prom. Dept.	1, 6, 7
INTERSTATE POWER CO. Dubuque, Iowa	Feb. 1-May 31	R. C. Holcombe	2, 3, 5
IOWA PUBLIC SERVICE Sioux City, Iowa	Feb.-March-Apr.	R. T. Nolan Sls. Supv.	
IOWA SOUTHERN UTILITIES Centerville, Iowa	Feb.-March-Apr. May-Sept.-Oct.-Nov.	R. C. Hayes Supv. Sls. Prom.	2, 5, 6
JERSEY CENTRAL POWER & LIGHT Morristown, N. J.	March-Apr. Aug.-Sept.	George Engles Mgr. Res. Fm. Sls.	3
KANSAS GAS & ELECTRIC Wichita, Kansas	Feb.-March-Apr.	N. Jacobshagen Adv. Manager	5
KENTUCKY RURAL ELECTRIC Winchester, Ky.	Feb.-March-Apr.	F. K. Downing	1, 2, 3
KENTUCKY UTILITIES CO. Lexington, Ky.	Jan.-Feb.-March Sept.-Oct.-Nov.	Lynwood Schrader Dir. Res. Sls.	2, 3
LAHAINA LIGHT & POWER Lahaina, Hawaii (Maui)	Year 'round	J. R. McConkey Supt.	2
LUZERNE ELECTRIC DIVISION Kingston, Pa.	April	J. R. Samuel Div. Sales Mgr.	3, 5
MEMPHIS LIGHT, GAS & WATER Memphis, Tenn.	August	R. S. Diggs Comm. Mgr.	
METROPOLITAN EDISON CO. Reading, Pa.	March 15-Apr. 30 Sept. 1-Oct. 15	E. G. Parks Dir. Sls. Plan.	1, 3, 5
MISSISSIPPI POWER & LIGHT Jackson, Miss.	Feb.-March-Apr.	A. W. Hardin Dir. Res. Sls.	3
MONONGAHELA POWER CO. Fairmont, W. Va.	Feb. 1-March 31 Sept. 1-Oct. 31	A. R. Allen Res. Prom. Mgr.	1, 3, 4, 5
NARRAGANSETT ELECTRIC CO. Providence, R. I.	March-Apr.-May	C. E. Rounds Res. Sls. Mgr.	3
NEW ENGLAND ELECTRIC SYSTEM Boston, Mass.	All Year	E. F. Shields Dir. Res. Sls.	3, 5
NEW MEXICO ELECTRIC SERVICE CO. Hobbs, New Mexico	March-April August	Wanda Roe Linam Adv. & Sls. Prom.	
NEGEA SERVICE CORP. Cambridge, Mass.	March-Apr.-May	Fred Schleman Coord. Elec. Sls.	
NEW ORLEANS PUBLIC SERVICE New Orleans, La.	November	A. B. Lindauer Mgr. Trade Rel.	3
NEW YORK STATE ELECTRIC & GAS Binghamton, N. Y.	April	L. E. Bailey Supv. Adv.	
NIAGARA MOHAWK POWER CO. Syracuse, N. Y.	April-May	D. E. Vincent Mgr. Res. Sls.	3
NORTHERN STATES POWER CO. Minneapolis, Minn.	April-May	Walter Thometz Coord. Dir. Sls.	1, 3, 5
NORTHWESTERN PUBLIC SERVICE Huron, S. D.	May-June	E. M. Notherstad Com. Sls. Mgr.	3, 8
OHIO EDISON CO. Akron, Ohio	March-April	R. W. Butts	5
OKLAHOMA GAS & ELECTRIC Oklahoma City, Okla.	Oct.-Nov.-Dec.	George Cannon	1
OTTER TAIL POWER CO. Fergus Falls, Minn.	March 1-May 1	Spencer Swenson Appl. Sls. Prom.	4
PACIFIC GAS & ELECTRIC San Francisco, Calif.	Oct.-Nov.	Walter E. Lind	3
POTOMAC EDISON CO. Hagerstown, Md.	Jan. 1-Mar. 31	Elgin A. Roof Mgr. Prom. Png.	2, 3, 5, 10
POTOMAC ELECTRIC POWER CO. Washington, D. C.	Apr.-May October	S. R. Payne Mgr. Sls. Div.	5
PUBLIC SERVICE CO. OF INDIANA Plainfield, Ind.	Apr. 1-May 31	Ray Wucher Mgr. Prom. Sls.	2
PUBLIC SERVICE CO. OF NEW MEXICO Albuquerque, New Mexico	April	Bill Endean	1, 2, 3, 5
PUBLIC SERVICE CO. OF OKLA. Tulsa, Okla.	May-June Nov.-Dec.	Paul E. Bryant Sls. Prom. Mgr.	1, 2, 3
SACTO MUNICIPAL UTILITY DIST. Sacramento, Calif.	Apr. 12-June 12	Earl Durr	3, 5, 10
ST. JOSEPH LIGHT & POWER CO. St. Joseph, Mo.	Apr.-May	Harry Barton, Mgr. Comm. & Rl. Sls.	2, 3, 5
SAN ISABEL ELECTRIC ASS'N. Pueblo, Colo.	Apr. and Oct.	John Foute	2, 4
SAVANNAH ELECTRIC POWER CO. Savannah, Ga.	Mar.-Apr.-May Sept.-Oct.	J. E. Averett Sales Manager	3
SOUTHERN CALIF. EDISON CO. Los Angeles, Calif.	Feb.-Mar.-Apr.	S. H. Mallory	3, 5
SOUTHERN COLORADO POWER CO. Pueblo, Colo.	Apr.-May	E. H. Pemberton Gen. Sls. Mgr.	3
SOUTHWESTERN ELECTRIC SERVICE Jacksonville, Texas	Feb.-Mar. May-June	Paul Harlan Div. Comm. Mgr.	2, 4
SOUTHWESTERN PUBLIC SERVICE Amarillo, Texas	March 1-Sept. 1	J. B. Austin	2, 5
TAMPA ELECTRIC CO. Tampa, Fla.	Feb.-March November	W. D. Manning	3, 5
TEXAS POWER & LIGHT CO. Dallas, Texas	Feb.-June & Sept.	E. H. Gardiner, Jr. Mgr. Res. Comm. Sls.	8
TUCSON GAS & ELECTRIC CO. Tucson, Ariz.	May thru Sept.	William Pyle Dir. of Dev.	
UNION ELECTRIC St. Louis, Mo.	Apr.-May	R. L. Coe Res. Sls. Mgr. W. S. Bascom	4, 5
VIRGINIA ELECTRIC & POWER CO. Richmond, Va.	March-Apr.-May	T. B. Knox Mgr. Mktg.	2
WELLSBORO ELECTRIC CO. Wellsboro, Pa.	March-Apr.-May	K. C. Spencer Vice President	
WEST PENN POWER CO. Greensburg, Pa.	Apr.-May Nov.-Dec.	T. G. Allan Mgr. Res. Fm. Sls. L. E. Stannard	1, 3
WESTERN MASSACHUSETTS ELECTRIC West Springfield, Mass.	Apr.-May-June	H. R. Nye Dir. Res. Sls.	1, 3, 5
WISCONSIN ELECTRIC POWER Milwaukee, Wis.	March-Apr.-May	W. H. Wagner VP Sales	
WISCONSIN POWER & LIGHT CO. Madison, Wis.	March-Apr.-May	E. W. Kissingar Res. Sls. Mgr.	3



DON'T BE AFRAID TO mention service when selling ranges, says Otho Morgan, Canton Hardware. He claims that emphasis on service is often the key to making range sales.



"I'M HAPPY OVER our range business, but I'm not going to stop here," Otho Morgan (left) store manager tells Appliance Manager T. L. DeHoff. Morgan feels the introduction of new modern ranges will aid his '65 business.

He Stresses Service In Selling Ranges

Asks customers what good are replacement parts if they don't have anyone to install them.

“When we sell ranges we plant a seed of service. Many of our competitors have merchandise similar to ours and they can offer it at approximately the same price. What we have to sell that they don't is one of the best service departments east of the Mississippi River. It's that something extra that has meant countless range sales for us. After all, sooner or later any range needs service, and we're better equipped to offer this than they are.”

This philosophy voiced by Otho “Oats” Morgan, manager of the 95-year old Canton Hardware operation in Canton, O., is reflected in the fact that the store's successful range volume centers around several basic selling steps, but the emphasis is on service.

Morgan stresses that service on a range is often the key to making the sale. “We tell our customers that it takes a good service department to back up the parts warranty that the manufacturers offer, and that they probably will have to rely on the dealer and not the manufacturer for parts. We stress too, that a guarantee doesn't mean a thing unless there is someone close at hand to fix their range when they need help, and they must depend on the dealer for this aid.”

A veteran range dealer (he started selling Tappan products in 1932), Morgan has six full time service men who are kept up to date on the latest product innovations not only through factory schools, but also by classes given the men at the store during evening hours. Morgan considers these men to be range specialists who are able to cope successfully with virtually any problem that comes up.

Service, however, is not solely responsible for Canton Hardware's range volume. Morgan and his salesmen are quick to qualify a prospective customer by determining whether she wants a gas or electric unit, and the size she is interested in. He feels

that most consumers are well versed as to the size range they need, and features they want.

When customers tell Morgan or his salesmen that they can buy a range cheaper at Sears, the standard reply is “You should be able to; they don't have the quality ranges we do so you don't have to pay for them.” Morgan believes the fact that he takes trade-ins has also been a great aid in his battle against Sears. Part of Canton Hardware's success is due to this fact.

“There is always a working model on the floor,” says Morgan. “Contrary to what some dealers do, we feel that it is more beneficial to have the salesman put on cooking demonstrations than the gals that the manufacturers or utilities send out. Our people know the merchandise and its features better, plus the fact that they can be talking to the customers while they are cooking.” Demonstration include making such quick items as cookies and pancakes.

Another function that the salesmen perform is that of going out to a customer's home and demonstrating to her how her new range works. “The controls on the newer models look like something out of a jet plane's cockpit,” relates Morgan, “and quite often a customer is hesitant to buy a particular model because it appears so complex. Our salesmen help alleviate her fears by offering to show her how the range works in her own home, an offer the housewives in the Canton area are anxious to accept.”

Morgan believes that ranges are a difficult appliance to sell, due to the fact that customers take a long and careful look at the model they are going to buy, not only because of the price, but also because they will normally have it in their homes longer than a new refrigerator, air conditioner, washer or dryer.

Morgan allocates approximately 30 per cent of his advertising budget for ranges, and shows an average gross profit of 25 per cent on specials, and 30 to 32 per cent on standard models. ■

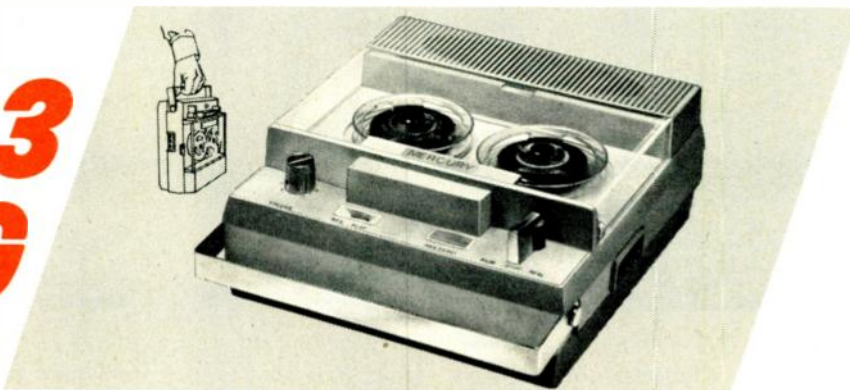
MERCURY IS ON THE MOVE!



NEW! RP5000 PORTABLE RADIO-PHONOGRAPH

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

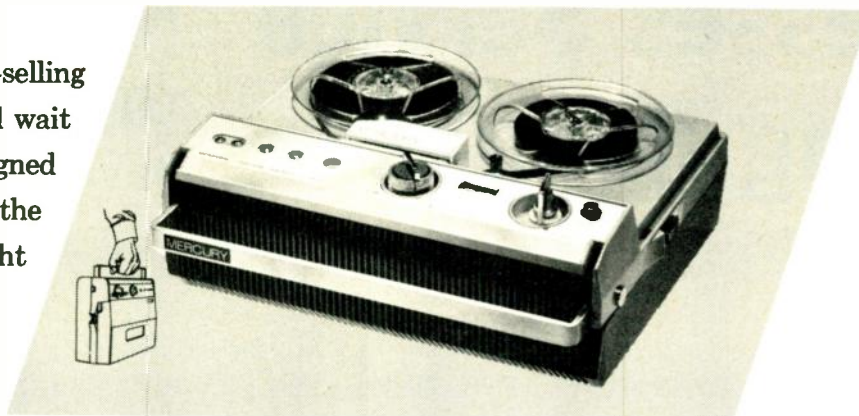
WITH 3 EXCITING NEW PORTABLES



NEW! TR 3300 PORTABLE TAPE RECORDER

Can be played even while being carried. Weighs only 5¾ lbs., measures 8½" x 9" x 4". Features capstan drive, the same system found in professional units; 2-speed operation; dual track recording; remote control on-off switch; solid state circuitry; break resistant case. Plays on 4 standard flashlight batteries. Includes ¾" reel, tape, microphone and magnetic earphone. Retail \$59.95.

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



NEW! TR 3500 PORTABLE TAPE RECORDER

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

Retail \$89.95.

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



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



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



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



MADE IN HOLLAND BY PHILIPS

MERCURY RECORD CORP. • HOME ENTERTAINMENT DIVISION • 35 E. WACKER DRIVE • CHICAGO 60601



THE BACK ROOM at R. Poust & Son is this big, open kitchen that is actually the Poust family's working kitchen. It is also used for monthly cooking schools, such as are being discussed by Mrs. Ralph Poust (left) and Ruth Barr, New Jersey Power & Light home service representative. Schools are held in the evening, and no selling efforts are made.

Cooking Schools Form Base Of Long Term Range Program

They provide exposure to merchandise and a foundation of consumer goodwill rather than immediate results.



COOKING SCHOOLS are a long term proposition that never yield direct or dramatic sales results, says Mrs. Ralph Poust, but store is convinced of their value, and runs 10 schools a year.



PROMOTIONAL MATERIALS from NEMA and EEI for this spring's electric range campaign find their way into the store of Dealer Ralph Poust (right) by way of Don Predmore, New Jersey Power & Light representative.

The biggest concentrated effort on selling ranges at the appliance store of Mr. and Mrs. Ralph Poust, near Dover, N. J., is not, strictly speaking, a selling affair at all.

It doesn't involve radio or newspaper advertising, or any other kind of advertising. It doesn't involve price or trade-ins. And what is more, the Pousts can't even be sure how many, if any, ranges each affair has helped sell.

The affairs are cooking schools run in conjunction with the New Jersey Power & Light Co. They are run once a month for ten months of the year (none in mid-summer, and none in December) and they involve a minimum of 50 women "students."

Probably the most unusual aspect of these cooking schools is that they are held in the Poust home, which is a large apartment attached to the back of their store. This arrangement has several important advantages: the Pousts don't have to leave the store; no merchandise has to be moved into a hall; no hall or auditorium has to be located; and the students have to walk clean through the store in order to get to the cooking school area.

The area is the Pousts' own kitchen, which is at one end of a long and spacious living room. The guests sit on folding chairs in the living room, facing the kitchen area, and there is a rectangular mirror mounted on an angle on the ceiling so everybody can see what is going on.

The power company takes care of the correspondence involved in lining up the women's clubs and groups that comprise the audiences of the cooking schools, and it provides a home economist to conduct the schools. The Pousts generally provide a few electric housewares as door prizes, the food that is cooked at the schools is also raffled off, and the store pays the group's treasury 50 cents a head for the women who attend the schools.

"It's strictly a long-range promotion, if you can even call it a promotion," says Mrs. Poust. "We never have any dramatic sales figures to show as a result of the schools and we usually can't trace any business directly to them, but we like the idea and we feel sure it's doing us good."

There is no "sell" during or after the cooking schools. They are held in the evening, Mrs. Poust explains, and even if she were not by temperament a soft-sell type of person, she says, "I'd be too tired to do any selling by that time anyway." The store does, however, generally pass out line folders to the ladies as they leave.

Mrs. Poust is equally careful about stepping up range prospects out on the selling floor, where the store always has at least 10 ranges on display in the 30-x-40-ft. white goods area.

"On dishwashers and stereo we do sometimes try to step customers up," she explains, "because there is a noticeable difference in performance at the higher end of these products. But on ranges, once you get past the basic unit, you're dealing mainly in added features."

Mrs. Poust believes that there are two pitfalls involved in any selling-up situation: first you are apt to wind up with a customer that walks rather than admitting she's out of her price class; second, and worse, you have, by dangling something in front of her that she likes but can't afford, probably created a frustrated person who is not likely to come back to the store again.

What Mrs. Poust does do, however, to steer prospects toward high-end eye-level ranges these days, is simply to tell them in detail the extra expenses that are involved in putting in a built-in oven. She outlines the prices of the base cabinet, oven cabinet, hood and hood wiring and venting that can easily add another \$150 or so to the price of the range and then turns to a unit like the Hotpoint "Hallmark" that has all these extras already built in, in a package that was designed to go together in the first place.

In cases where wiring is needed to install an electric range, Mrs. Poust says she always tells prospects that the re-wiring is a good investment whether or not they buy the range.

After a relatively slow start in consumer acceptance, Mrs. Poust says, the eye-level range is gradually getting to the point in her trading area where women regard it as a status symbol, and are likely to buy it as much for its appearance as for any functional advantages it has. ■

□ Another hot idea from Chromalox



Special silicone plugs keep Chromalox Micro-tube range units dry in any spillage... keep you out of hot water with customers

Four silicone plugs always keep Microtube range units dry, and working right. Silicone is the material used to moisture-proof spacecraft components. And it won't wear out, ever. You use the best when you service electric ranges with Microtube replacement surface heating units. Chromalox: the company you count on to make better electric range, water heater and dryer replacement units.



Write today for Chromalox Microtube Bulletin M01100.

CHROMALOX
electric appliance products

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

WM-53D



RETAIL ROUNDUP

BUFFALO — The good employment picture combined with fair weather made for a good appliance sales month here. Color TV and laundry equipment (both washers and dryers) were the outstanding products. Portables were "firm," black-and-white consoles slowed some, and stereo was "even" with February '64. Electric housewares moved well, in spite of the fact that the "discount houses" played them down; department stores promoted them heavily. Electric toothbrushes, slicing knives, and broilers were the outstanding items.

CHEYENNE—Business here was described as spotty. Housewares, particularly electric knives and toothbrushes, continued to move well during February but sales of majors, with the exception of portable TV's were mediocre at best. No specific reasons were cited but retailers expected business to pick up considerably once warmer weather sets in.

FORT WAYNE — Steady but not spectacular was the way dealers in this Indiana city described sales. Best movers were color TV, and washers and dryers. February business in general was running slightly ahead of last year. Stereo sales were down, range business was holding its own, and portable TV sales were running about the same as last year.

HARRISBURG — Reports of both "good" and "bad" appliance business during February from sources here. Most retailers agreed, however, that color TV and home laundry equipment sales were the outstanding products of the month. The month started off with a bang, but for some unknown reason, went out with a whimper.

MIAMI — Appliance dealers reaped the benefits of "excellent" tourist business. Retail sources report very good sales across-the-board. Two trends were noted: "no-frost" two-door models were said to represent 75 to 80 per cent of refrigerator business; and clothes washers with 15-lb. rated tubs were making a surprising showing, in contrast to a previous trend. In electric housewares, electric carving knives were called the "hottest" product.

MILWAUKEE — Good, excellent, brisk. These three words were alternately used to describe business

here as retailers reported a definite increase in almost all product categories. Best movers were color TV, home laundry goods, and refrigerators. Housewares sales were also good with one dealer reporting a renewed interest in hair dryers by his customers. Knives, toothbrushes, and Teflon fry pans were said to be selling well here.

NORFOLK — "Business up over a year ago," according to most retail sources here. Two big dealers credited successful George Washington's birthday promotions with increases. (One claimed a 30 to 40 per cent jump in color TV sales over last February.) Home laundry equipment sales jumped roughly 40 per cent. Black-and-white TV sales were down, as were refrigerators. Electric housewares dropped off some following a "great" post-Christmas period.

PHILADELPHIA — "Excellent" appliance business was reported by distributors and dealers. In white goods, home laundry equipment (both washers and dryers) was the outstanding category. Freezers were good; refrigerator sales equalled those of last February. Sales of color TV were double those recorded in '64 (February), and at the same time, black-and-white consoles were holding their own.

ST. LOUIS — Color TV sales here continued to show a gain over a similar period last year. Dealers contacted reported that the demand for color sets increased by as much as 25 per cent over last year. Retailers reported also that more sets are being bought on cash than at any time in the past five years. One retailer stated that if the present trend continues his color sales will rival his black and white business in the not-too-distant future.

SEATTLE — Dishwasher sales are on the move here, according to dealers contacted, with most sales in the high end models. Business in general is healthy but not booming. Best movers in addition to dishwashers include portable and color TV, and home laundry goods. Stereo sales are slower than usual even for this time of the year. One dealer reported that the increasing sale of color TV has been an important factor in the decrease of stereo volume. He explains that the customers with just enough cash to spend on one or the other are choosing color by at least a four to one ratio.

Profit.

We can't manufacture it for you.

But we can do — *and* do — a number of things to help you make top profits.

First off, we respect your independence and your right to run your business as you see fit.

You know your marketing area best. You know your prospects best. You know your competition best. You know what is best for your business. Running it is *your* business. Nobody else's.

But we'll help you in every way we can. By offering a complete home entertainment product line that's smartly styled and competitive in features . . . by backing you with consistent, powerful national and local advertising programs . . . by providing strong product guarantees, by providing floor planning and finance programs, practical product and sales meetings . . . and by lending a sympathetic ear to your problems and doing the best we can to help you solve them.

But above all, by keeping in mind at all times that everything we do should help you make a good profit. We can't manufacture it for you—but Motorola speaks for top retailer profits. Think you deserve them.

For it takes profit for progress . . . profit to grow.

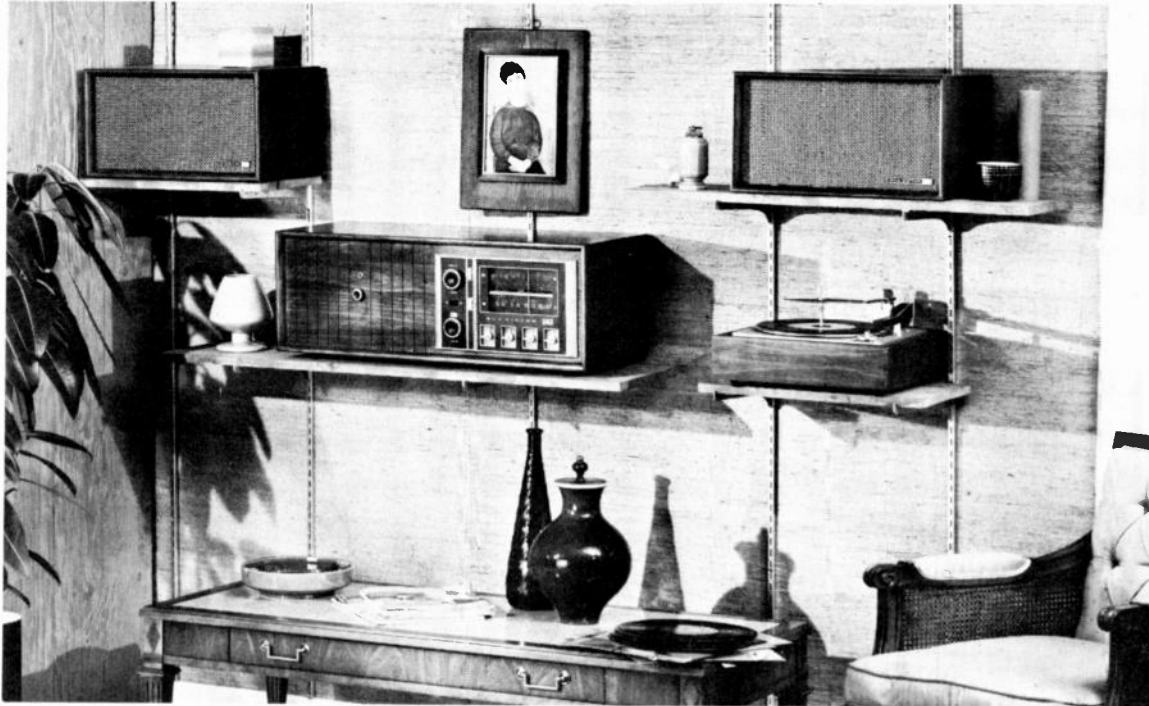


MOTOROLA

new leader in the lively art of electronics



BRIDGING THE GAP between consoles and components is what General Electric says these packaged units in its "Series 5000 Modules" are intended to do.



WORKING COMPONENTS in this RCA stereo modular system (shown at left) are exactly the same as those in the company's high-end consoles. Stereo modules at RCA don't constitute a head-on run against the components business, says B. S. Durant (below), president, RCA Sales Corp.



Look For New Additions To STEREO Module Family

Big producers in the field will probably add to their packaged component lines, especially in lower price ranges.

By CHARLES KRAUSS

After a season or so of exposure at the retail level, it looks as though modular stereo systems (packaged, matched components) from major brown goods manufacturers are getting set for some additions to the family.

The packaged components referred to here are those from big-volume producers like RCA and Admiral, who showed their units at last summer's music show, and General Electric, which started the parade with the introduction of its "Series 500 Modules" in the fall of 1963, as opposed to the "true" components that audio specialty manufacturers have had on the market for many years.

In many cases, the packaged components from the big manufacturers are simply units taken from high-end console stereos and put into smaller boxes. These combinations, their manufacturers say, are, among other things, cheaper than true component setups of similar quality and also less expensive than full console combinations.

How are they doing on the retail level?

Even though they don't seem to be setting the world on fire, the packaged components

evidently have sold well enough to prompt several manufacturers to plan expansions of their lines in the coming months.

Two things have to be borne in mind here: when manufacturers say their packaged components sales have met or exceeded goals, the goals were in most cases modest; and when manufacturers speak of expansion, it should be remembered that in most cases the initial offering was only one "line." Also, most of the manufacturers fielded their first packaged components at pretty high prices, leaving room for a downward addition in the price structure.

Fairly typical is the relatively guarded comment that comes from the radio and television division of General Electric to the effect that GE's stereo modules have "proven to be a consistent, stable business with gratifying sales performance." GE says it plans to keep the modules in its line, but doesn't comment on plans for changes or expansion of its modules.

When GE originally introduced its "Series 5000," C. J. Coward, general manager of the audio products department, said, "General Elec-

tric is not entering the components business. Rather, we are presenting an exciting new product concept bridging the gap between consoles and components by combining in a single system the operating simplicity and performance of a console plus the appearance and installation flexibility of components."

Somewhat along the same lines, Bryce S. Durant, president, RCA Sales Corp., says, "We're not making a head-on run at the components business." Rather, he adds, RCA was looking for feelers and consumer reaction when it introduced its stereo modular units last year. That reaction now indicates that the line should be expanded, which Durant says it will by the fall.

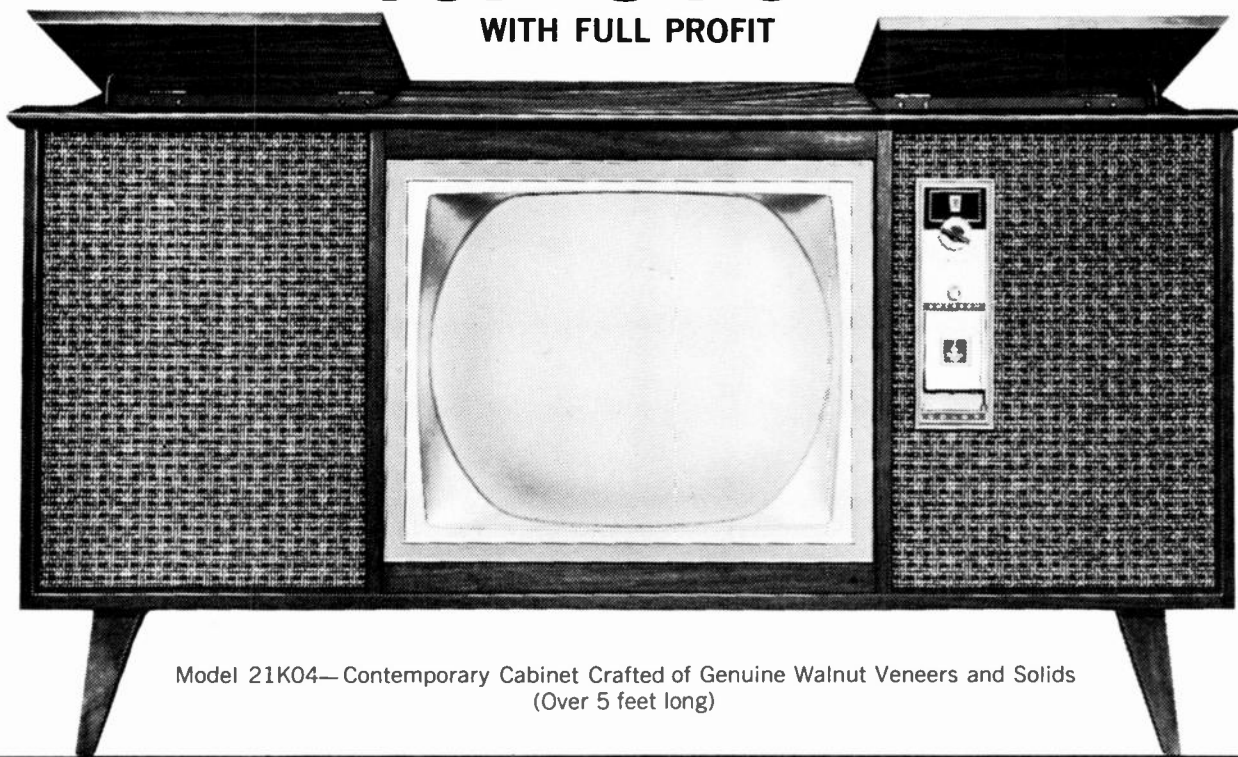
"We're very satisfied with their movement so far," says W. C. Fortune, marketing manager, entertainment products, Westinghouse, of the stereo modules. Like most other producers, Westinghouse has had only one component line, and is currently considering an expansion into a lower price bracket, possibly into the \$200 to \$300 retail price range.

(Continued on page 67)

WHY COMPETE FOR COLOR SALES WITH TV ONLY...

when
you can
sell
deluxe
color theatres
for **\$695⁰⁰**

WITH FULL PROFIT

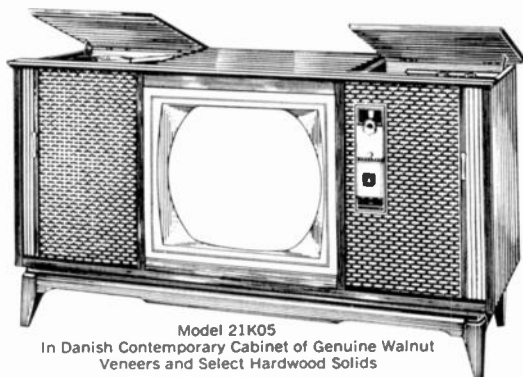


Model 21K04—Contemporary Cabinet Crafted of Genuine Walnut Veneers and Solids
(Over 5 feet long)

Only Emerson gives you this big selling edge: The most advanced Color TV combined with Stereo FM/AM Phonoradio—complete with custom exclusives

Emerson Color Television features: New Aluminized Bonded Shield Color Picture Tube...with rare-earth phosphors...to bring in brighter, more realistic color with truer reds ■ Color Monitor...that purifies color image by automatic degaussing ■ Color Magic Contrast...that sharpens picture and contrast both in color and black and white ■ Advanced Color-Scope Full Power Transformer Chassis for peak performance even in fringe areas ■ Exclusive Single Dial UHF/VHF Tuning and Simplified 2-Knob Color Controls.

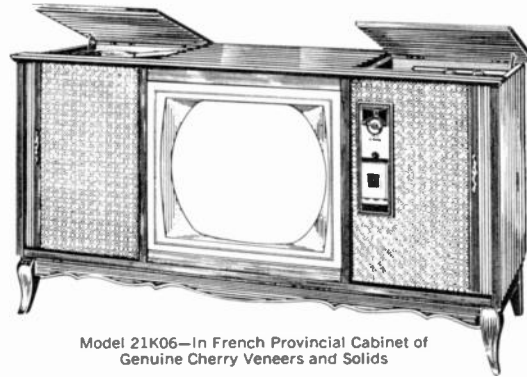
Emerson-engineered Custom Stereophonic Sound features: ■ Solid State Circuitry...with completely transistorized 30-watt amplifier for distortion-free sound reproduction ■ 6 Precision-Matched Extra-Heavy-Duty High Fidelity Speakers for full-range listening enjoyment ■ Complete Stereo FM/AM Radio with ultra-sensitive FM Multiplex tuner with AFC ■ Finest Automatic 4-speed Record Changer with exclusive "Record Saver" tone arm and diamond stylus retractable stereo cartridge that positively safeguards against record scratching.



Model 21K05
In Danish Contemporary Cabinet of Genuine Walnut Veneers and Select Hardwood Solids

Now, more than ever Emerson means business—with the goods that make even big-ticket selling easy. From leaders to step-ups to the top of the line, every model is pre-packaged with extra-saleable features... priced to prove it's a better buy... planned to sell well at full mark-up.

BIG ADVERTISING SUPPORT—PAGE AFTER PAGE IN LOOK MAGAZINE



Model 21K06—In French Provincial Cabinet of Genuine Cherry Veneers and Solids



Emerson
680 FIFTH AVENUE, NEW YORK 10019

FOR 50 YEARS, AMERICA'S BEST BUY FOR STYLE, PERFORMANCE AND VALUE

TV view. area: 21"—265 sq. in.



**something r-r-really big and
exciting has happened to broiling!**

CALORIC'S GIANT ULTRA RAY[®]

Talk about something to beef up gas range sales! Here's a whopper for you!

Now you can offer infra-red broiling at its fastest, finest, and biggest capacity . . . with our Ultra Ray* broiler marvel. Its exciting advances include:

- Our exclusive patented design, king-size Ultra Ray broiler burner focuses intense infra-red rays over a much larger area. Reaches broiling heat in seconds—no waiting, no warm-up. Cuts broiling time 30%. Seals in meat juices, gives delicious outdoor flavor. Guaranteed for life.
- 80% larger broiling pan. Takes 20 lamb chops, 4 half chickens, four

1¼-pound steaks, 25 hamburgers. No hostess will ever have to 'stagger' broiling again, when she's having a crowd in.

The Ultra Ray is available in our new built-in oven . . . in our all-new Caloric 75 gas ranges, too—where this super-size broiler is located at ideal waist-high level. No reaching tiptoe to an overhead broiler, no stooping to floor-level, either.

Want BIG sell? BIG profits? Here it is! Stock Caloric gas ranges with our Ultra Ray, and see sales sizzle!

*U.S. Patent Number 3,122,197

Caloric[®]
Caloric Corporation, Tipton, Pa.



MASS DISPLAY of electric housewares in one section of store is preferred by consumers, according to Dealer Jay Lebowitz (left), owner, Mr. JAY Appliance and TV Inc., Williston Park, N. Y. He realized 10 per cent rise in housewares business after eliminating islands and adding to display stock.



"IT'S IMPORTANT that independent dealers convey image of one-price store," says Dealer Jay Lebowitz (right), owner, Mr. JAY Appliance and TV Inc., Williston Park, N. Y. He reasons that "discount" image would hurt the major appliance part of his business.

ELECTRIC HOUSEWARES

A "Housewares Center" Is This Dealer's Answer

Mass display of products in "housewares center" is preferred by consumers, says Williston Park, N. Y. dealer; he promotes through local "Welcome Wagon."

What's this? An independent appliance dealer who says there's money to be made in electric housewares?

"Yes, there's money to be made in electric housewares," states Dealer Jay Lebowitz, owner, Mr. JAY Appliance and TV Inc., Williston Park, N. Y., "If you're willing to display and promote them."

This suburban retailer need merely point to his ledger to prove his theory: since he increased the size of his display last year, his electric housewares business has risen 10 per cent.

Until last year, Lebowitz had displayed electric housewares on islands throughout the store, but found that this not only detracted from the appearance of the floor, but confused customers. "I learned from customers that they preferred shopping for a toaster, for instance, from a 'housewares center' rather than having to roam around the store," he says.

He also believes that people much prefer to see one price clearly marked on each electric housewares product. Many consumers, because of the relatively low cost of these appliances, do not want to haggle over prices, according to Lebowitz. "If they like the price they see," he says, "they'll stay and buy the product."

Lebowitz believes it's important for an independent such as himself to convey the image of being a "one-price" store. He states that he *does* back up this image by selling electric housewares at the same price levels year 'round.

His reasoning is that if he were to convey a "discount" image, his major appliance business would suffer. "I know that much of my major appliance volume is a direct result of handling electric housewares," he explains, "and I wouldn't want to jeopardize that."

Therefore, he reasons, it's important to have a one-price policy for the smaller, less-expensive products. "After all," he notes, "if I had a reputation for price cutting on electric housewares, it would be logical for consumers to think I fol-

(Continued on page 64)



FAST SERVICE and competitive prices are stressed by Dealer Jay Lebowitz (shown with iron prospect). Sign on wall states store policy: "One low price; free deliveries; free service; warranties. No lower prices anywhere." Lebowitz doesn't believe in high pressure salesmanship.

Room unit certification program . . .

(Continued from page 30)

suggests, for instance, that a woman could demonstrate how easy it is to install a 5,000-BTU unit.

Jim Fulford, owner, Fulford's, Washington, D. C., says he is "real happy" with the NEMA air conditioning program, because "it protects us from unhappy customers."

Fulford maintains that the majority of his customers are aware of NEMA. Consequently, he has been promoting and using its insignia for the past three years in his air conditioning ads.

He goes a step further in utilizing the NEMA ratings by listing all the ACs he carries in a sales book, together with all the pertinent figures compiled by NEMA.

Mitchell Roberts, sales manager, Dowd's Washington, D. C., says that the certification ratings are "very helpful." He keeps them readily available by pasting them on a pillar in the store. (Mitchell uses the ratings as they have appeared in MART Magazine, under the heading "Air Conditioner Fact Sheet.") He notes

that a high percentage of his customers recognize NEMA, and he expects to utilize its insignia this year in his air conditioning ads.

Moses (Moe) Hoppenstein, owner, Star TV & Appliance Co., Inc., Baltimore, Md., believes that the public "deserves to know that they're getting the best product values for their money," and he feels that the NEMA program gets this across.

He believes that, until the program was established, people were greatly confused by air conditioning, and many dealers were "over-selling" their units (over-rating their capacities). "Now," he says, "both the public and we dealers are protected from this abuse."

While he didn't use the NEMA insignia in his air conditioning ads last year, Stewart Wender, owner, Todd's, Washington, D. C., believes that the certification of ACs has been an important move for the industry.

"It seems to be the only way in which the public can be guided," he notes, "and the guarantee of manufacturers' means more to consumers than one from a dealer."

Wender notes that his ads in the past have shown only BTU ratings, but he intends to use the NEMA insignia this year.

As the air conditioning industry enters its fourth year of cohabitation with the NEMA certification program, the man considered responsible for its creation looks back upon the last three years with contentment.

"It's working well," states U. V. "Bing" Muscio, executive vice-president of Fedders Corp., "and appears to have been taken hold of by appliance dealers, and is being used by them."

Muscio recalls that, prior to 1961, the industry watched a "merchandising Frankenstein" grow in the form of capacity claims by manufacturers and dealers alike. "It got to the point where the public didn't believe in our industry," he says, "as is evidenced by the number of complaints received by the Better Business Bureau."

(According to Allan Bachman, executive vice-president of the National Better Business Bureau, many complaints regarding air conditioners were received by his office each year before the certification program was put into practice. The majority of complaints were from consumers who were dissatisfied with air conditioners they had purchased. There were also complaints from dealers about their competitors' advertising. "But since the program," he notes, "the number of both types of complaints has dropped to almost nothing.")

Muscio, aware that this monster would soon devour its master, approached the National Electrical Mfrs. Ass'n, and as a result it formed a Room Air Conditioner Section which today represents about 85 per cent of the industry. In September, 1961 NEMA formally announced the adoption of the Certification Program of which Muscio had been named chairman.

"When the broken record of capacity claims was stopped by the program," says Muscio, "the industry was able to concentrate on merchandising other features. I feel that the certification program has opened up new vistas and has helped give the industry a new stature."

Muscio feels that the certification has been accepted by the public, "but not to the degree that I'd hoped for," he notes. "However, it has been accepted within the industry, and that's the important thing." (The notable exception, is of course Frigidaire, who has refused to participate in the program.)

The Fedders executive notes that when the certification program was being considered, some people opposed it on the grounds that it would

(Continued on page 72)

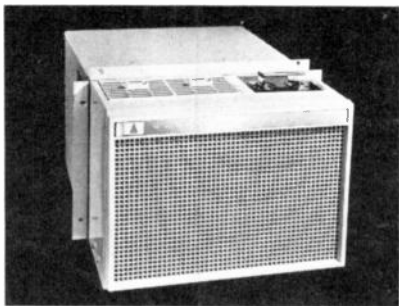
What style...and what a steal! Elegant...installs in seconds...and priced to beat all competition



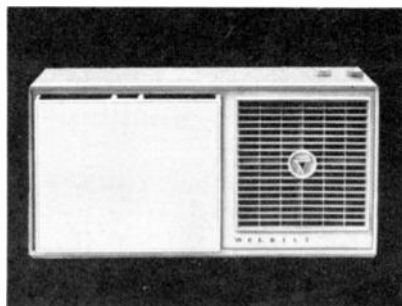
Most customers find the Welbilt Power Master's furniture styling, hush-quiet operation and self-installing Expand-O-Mount compelling enough reason to buy. But there are other customers—the comparison shoppers—who are sold only when they read the price tag. Feature for feature, B.T.U. for B.T.U., the Power Master is the best value for the dollar of any comparable unit on the market. And this holds true for every model in the series, from 6,000 to 18,500 B.T.U.

But we have a suggestion. Don't put a price tag on the Power Master. Let your customer compare it with any other make offering the same B.T.U. capacity. Then, ask them to guess the price. Mr., you'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.



HUSH MASTER. With self-installing Expand-O-Mount. 4300 and 6000 B.T.U.



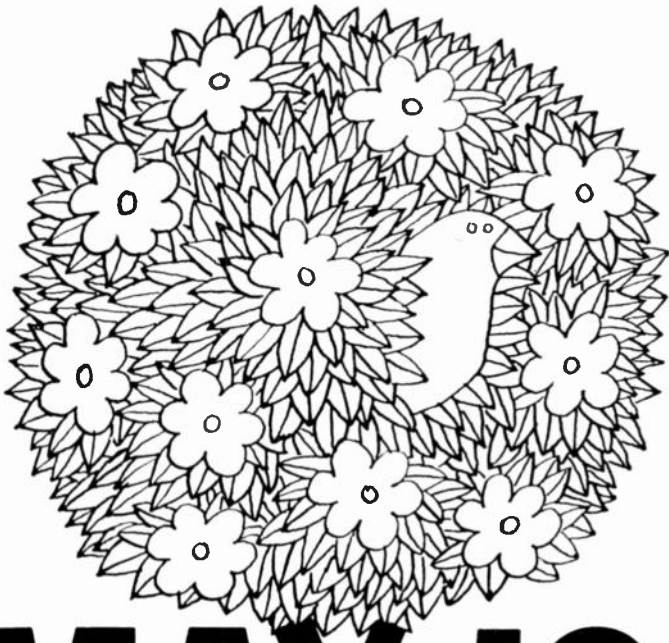
SUPER ALASKAN For large rooms or several rooms. 23,500 and 27,500 B.T.U.

Write, Wire, Phone today.



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

Welbilt
Corporation



MAY IS THE MONEY MONTH!

U. S. Steel introduces a hard-hitting advertising and merchandising program to help you sell room air conditioners before the heat wave hits.



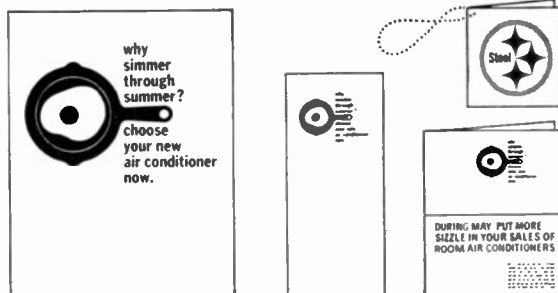
Here are the details:

All advertising and point-of-sale materials will be built around this distinctive theme and symbol. When customers see it in your store, they'll be reminded to buy their room air conditioner early and be ready for the hot days ahead.

A fact-packed 8-page U. S. Steel advertising insert will appear on May 2 in Sunday newspaper supplements and will reach over 12,000,000 homes. It's a comprehensive buyer's guide and tells why and how to buy a room air conditioner. It also shows details of the new models. Customers will be urged to buy

early, before the hot weather, and reminded to look for the special "Why Simmer Through Summer?" displays in your store. The 8-page ad will run in these important markets: BALTIMORE • BOSTON • BUFFALO • CHICAGO • CINCINNATI • CLEVELAND • DES MOINES • DETROIT • GRAND RAPIDS • HARTFORD • HONOLULU • INDIANAPOLIS • KANSAS CITY • LOS ANGELES • MILWAUKEE • MINNEAPOLIS • NEW YORK • NORFOLK • PHILADELPHIA • PHOENIX • PITTSBURGH • PORTLAND (ORE.) • PROVIDENCE • RICHMOND • ROCHESTER • ST. LOUIS • SALT LAKE CITY • SAN JOSE • SPOKANE • SYRACUSE • WASHINGTON • WICHITA

This colorful in-store kit contains two giant in-store banners (both feature the theme and symbol, and one is suitable for dealer imprint), 4 salesmen's badges, 3 tent cards, Steelmark tags, and a booklet full of profit-building suggestions on in-store promotions, and repro art for local store tie-in advertising.



You can make this promotion work hard for you by using the in-store material. Give it even more impact by featuring the "Why Simmer Through Summer?" theme and symbol in your own store advertising.

Make May your money month. Tie in and build profits with U. S. Steel's 1965 air conditioner program.



United States Steel
 Room 8008, 525 William Penn Place
 Pittsburgh, Pennsylvania 15230

Gentlemen:
 Please send me my free "Why Simmer Through Summer?" store merchandising kit.

Name _____

Store Name _____

Address _____

City _____ State _____ Zip Code _____

Case for multiple lines . . .

(Continued from page 35)

weak, will twice as many air conditioners make up for half as many washers and dryers?

He also faces the fact that the brand he selects may be strong this year and next in television but subsequently may decline sharply in acceptance. Perhaps another product of that brand will gain to offset the decline. But over a five or 10-year period, he must have assurance that the rise and fall in acceptance of different products of that brand will offset each other. Otherwise, he may find after a few years he's no longer doing 1,250 units a year but 850.

It is a recognized phenomenon of American retailing that as a group appliance and auto dealers are a different breed than most other retailers. They are more aggressive promoters, versatile and resilient, imaginative and exciting. It is no coincidence that their failure rate is markedly below the average for retail establishments.

In part, of course, this is because the appliance retailers are in a phenomenally exciting industry — a spectacular business that has dramatic products. Equally it is due to the industry's distribution system which prompts a tremendous, continuing cross-fertilization of ideas. Each week the appliance retailer is exposed to new ideas and concepts, new merchandising techniques. This exposure comes from the stream of factory and distributor salesmen, competing with each other in trying to woo the retailer to their lines, or to intensify and broaden his promotion of their products.

This contact stimulates him and alerts him to trend and change, to improving his business, to new methods and new ideas. With his native ingenuity he sifts through this casual information and shrewdly adapts to his own situation the programs and concepts that keep him in the forefront of his community's merchandisers.

A specialty manufacturer finds it a full-time job to make and merchandise his products effectively. He exerts constant pressure to keep his product reliable and moving through retailers.

The so-called full line manufacturer constantly switches emphasis from one category to another — in product from refrigerators one year to washers the next and in merchandising. He often dilutes his efforts, with wide variations in turnover as the result.

This switching in promotional emphasis from one product to another follows either one of two patterns—the manufacturer may follow the "promote a product a month" philosophy and swing his activity behind a different product line each month of the year; or, and more likely, he may try to follow the seasonal sales patterns for each product.

Either of these may make sense to a superior or to a board of directors, but if so, they are remote from American appliance marketing reality. Air conditioning and refrigera-

tion follow similar annual sales curves and the dealer wants and needs sales pressure on both during their seasons. But the season for both varies tremendously. The season is early in the southwest and late in New England.

Moreover in their efforts to reduce costs, the full-line manufacturers may stretch their personnel and eliminate inter-company product department rivalries that often worked to the dealer's advantage. Where once the full-line manufacturer sent out sales and sales training personnel on laundry, electronics and major appliances—today he is more likely to have one salesman and one sales training man for all three lines—and sometimes has even consolidated those two into one.

This young man, or the two young men, descend on the full-line dealer with quarterly programs—programs designed with the "average" dealer in mind. But averages are the result of equalizing extremes and the programs may have little pertinence to any given dealer. These men are armed with factory-prepared volumes of material—literally. Within the past two years one full line manufacturer's quarterly program of full line information and programs—instruction sheets, merchandising plans, product information and so on — actually weighed just under three pounds! That's a lot of paper.

Pressure is uniform

The successful retailer tries to maintain constant sales and merchandising pressure on every product line in his store. This assures rapid turnover and greater cash flow. He expects help in this from his suppliers. If a supplier dilutes his merchandising emphasis, switches it from one product to another, the unpromoted products reduce overall turnover and tie up capital.

Today's dealer measures his business by categories as well as by total business. He knows the percentage of his total unit volume that should be done in each product category.

He requires balanced sales in all categories. Where demand or product quality is low on categories of product in a full line, he must have categories that will bring him sufficient gross profit to warrant his investment in them. Likewise he needs turnover. He can't afford to give over space to a range or dryer that has no demand—even if it's free floor-planned for a decade.

An essential element to the retailer's success is the flexibility he has in dealing with suppliers. Much as manufacturers may dislike it, the successful retailer is in the driver's seat. True, he needs good product and good brands. But it is equally true that the manufacturer cannot be successful in a market without strong dealers. The absolute proof of this lies in the wide variations of a brand's acceptance from one market to the next. No brand is supreme in every market or even in most.

It is the strength of the retail organization built by the distributor that determines a brand's success. And the retailer's freedom to accept or reject products and programs is fundamental to keeping each brand manufacturer alert to retailer and consumer needs.

What would happen to the manufacturer's zest for innovation, to his product line, if the pressure to keep ahead of competitors was removed even slightly because he had his own exclusive retailing organization? Even the grocery chains carry brands competitive to their own and wouldn't dream of eliminating this competitive pressure on their own organizations.

There are two common goals of manufacturers and retailers — both want to profit and both want to grow. But the methods they employ to reach those goals must be different. The manufacturer makes his profit with volume — preferably by operating his plant on a three-shift basis. And he can do this — for awhile — if he has a captive retail organization, committed to accepting his output, whatever it may be.

But for the retailer to profit, he must be free to commit himself to franchises which protect his customers and give them value. He must be able to select the kind of merchandise his customers want and to reject that which meets neither his nor his customers' desires.

The retailer needs volume but not at the expense of the reputation he so carefully builds in his own community. If customers are clamoring for a certain product or feature, he must be free to secure it for them — not wait until his sole supplier catches up with competitors already offering it.

Events in the industry recently foreshadow the possibility that many retailers may face a decision soon, either to concentrate on a single brand or to represent several brands. Although the question has been raised anew, it is not new. Since 1950 there have been several so-called industry leaders who have advocated, promoted and attempted to lead the way to single-brand dealerships. None of these crusades has been successful and it is perhaps no accident that few, if any, of these "industry spokesmen" is still in this industry.

Seemingly complex, the factors involved in the dealer's decision really boil down to simple and fundamental alternatives:

(1.) Concentrate on a single brand and simplify the job. This will free the dealer from such tasks as buying, financing, advertising, promoting and perhaps even service. This will leave the dealer free to concentrate on selling—in much the same way that his salesmen now are free to concentrate on selling.

(2.) Continue to be his own boss, control his own destiny, to be responsible for his own success—by working and worrying hard and long, by selecting merchandise and merchandising that fits the image he has carefully tailored, by exercising the initiative that prompted his decision to go into the appliance business in the first place. ■

Promotion Plans Bared



1965 AIR CONDITIONING promotion of San Antonio Appliance Ass'n is being introduced this month at Home & Hobby Show in that city. Shown examining some of pieces which are being used in connection with promotion (l. to r.) are: Jack Thornton, City Public Service Board; Win Thornburg, Express Publishing Co., and Glenn Whitaker, director of exhibits for show.

CORRECTION

On page 62 of the Housewares section in the January, 1965 issue of MART Magazine, the weight of Dormeyer's "Electric-carver" slicing knife, model EK-1, was given as 2 lbs., 6 oz. The weight of the unit including blades is only 1 lb., 6 oz.

3M Co., Mercury Records Sign Licensing Agreement

The 3M Co. and Mercury Record Corp. have announced the signing of a licensing agreement which will permit the duplication and distribution of selections from the entire Mercury catalogue for 3M's Revere-Wollensak automatic tape recorders.

Available to Revere-Wollensak will be all masters on the Mercury, Philips, Smash, Limelight, Fontana, Cumberland, Blue Rock, and Mercury-Wing labels, in all categories of music.

The stereo cartridges on which the music will be recorded are designed for use with 3M's line of Revere-Wollensak tape recorders.



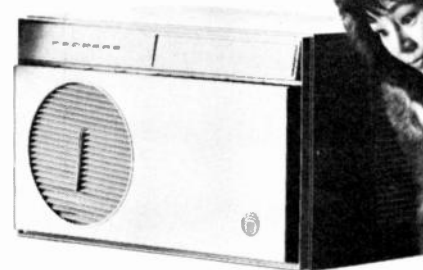
"Can I help you? I'm Miss Zowsie, the store's home economist—"

You can sell anybody a Fedders Air Conditioner..



There's a Fedders that's just right for just about anybody...

with the industry's broadest range of room air conditioners, through-the-wall units—and versatile Heat Pumps, pioneered and perfected by Fedders. With so many models to sell...with such an array of big-demand features... Fedders is the one and *only* line you ever have to carry!

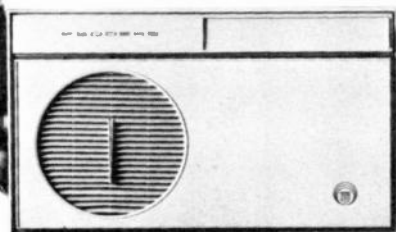


Multi-Speed operation in every price range.

Even Fedders low-end models have this important feature. High speed cools heat-baked rooms in a hurry. Normal speed for nighttime quiet. And Fedders Air Exchange System exhausts stale, smoke-filled air in winter as well as summer.

Fedders keeps its voice down to a whisper,

thanks to *Sound Barrier* construction. Large intake ports, wide-open air channels and a unique "air cushion" assure whisper quiet operation. A triumph of Fedders engineering!



Fedders never "dies" of the heat.

It keeps on cooling, even in 115-degree sunloads. Ordinary air conditioners often conk out to prevent internal damage. Fedders' rugged design delivers cool air even on the hottest "dog" days!

Let it rain, let it storm...Fedders can take it!

Cabinet is constructed of galvanized steel, chemically treated to assure superior paint adhesion. It's primed with rust-inhibiting zinc chromate, finished with baked enamel. Withstands corrosion for a longer life.

Chassis slides out for easy maintenance.

No need to disassemble entire unit from window for routine maintenance and service. Drawer-type chassis slides in and out of cabinet secured to window. Gaskets seal out wind, rain and heat.



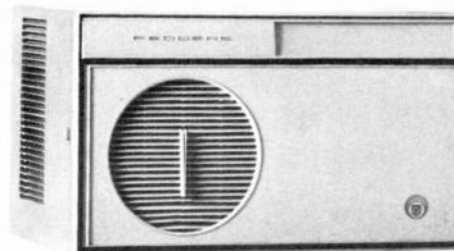
**Exclusive
Weather Wheel
even on lowest
priced models.**

Rotate the circular air grille to dozens of positions. Get a wide, gentle sweep of cool air precisely where you want it. Anywhere in the room. A famous Fedders advancement in comfort!



**Do-it-yourself
77-second
installation.**

Fedders air conditioners are equipped for instant mounting. They provide quick, safe, fool proof mounting in any type of window. They eliminate costly installation charges. And many models can be plugged into any adequately wired 115 volt outlet.



No controls in sight.

Pushbutton controls and knobs are cleverly concealed behind a handsome slide-away panel. Fedders assures that clean, uncluttered look. *Thin and low* decorator styling affords maximum use of window space.



A few more facts your customers should know about Fedders:

Fedders precision engineering results in optimum sub-cooling, improved BTU output over a wide range of temperatures—and most important—lower electric bills!

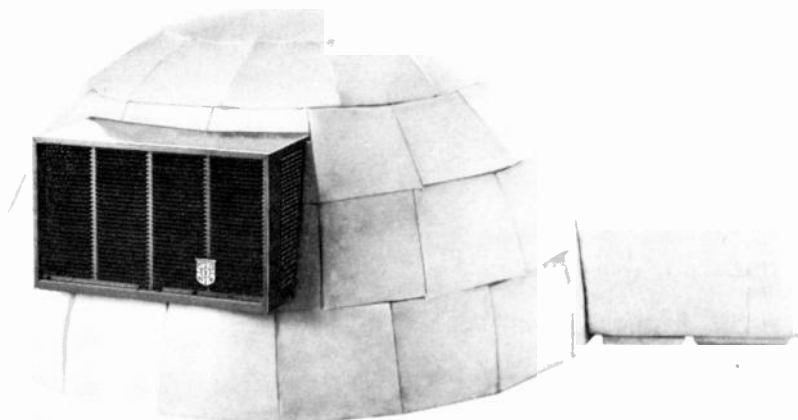
Every Fedders passes through 173 manufacturing tests and checks. Result: fewer service calls.

Over 50% of all Fedders are bought by existing Fedders owners—or their friends.

One out of four air conditioners in use today is a Fedders.

Fedders has been the best selling air conditioner for the last 12 years in a row.

Which Fedders did they buy? The Four Seasons Heat Pump, naturally.



 **FEDDERS** world's largest selling air conditioners.

MART mail



Ready To Help

Editor, MART Magazine:

Your article "Let's Organize To Fight Sears" is very timely. We agree with you wholeheartedly that we must organize to combat this ever growing threat. We are with you 100 per cent.

If there is anything we can do, please let us know.

Michael S. Morris
President

The L and P Electric Co., Inc.
Maspeth, N. Y.

Must Outperform

Editor, MART Magazine:

My compliments on your article "Let's Organize To Fight Sears." This is truly a real problem which must be faced by us independents.

My area is expanding, and I am now faced with a new larger Sears store, a remodelled Wards, and a new J. C. Penney store with an appliance department. I feel that in order to stay in business against these giants we will have to outperform them by handling better products with an emphasis on quality, by maintaining the finest possible service. The personal service we can give our customers is our strongest point and the weak point of the chains. We can capitalize on this.

The dealers in my area who are trying to stand toe-to-toe and slug it out with Sears are being beaten for they are out-matched. This is not the way to beat Sears. . . .

Arnold D. McMillan
Drum Appliance
Las Cruces, N. Mex.

Need Federal Regulation

Editor, MART Magazine:

I have been reading your magazine ever since its inception, and I have never read anything to move the average dealer like your article with its famous heading "Let's Organize To Fight Sears." This is something to think about, but frankly I don't believe that there is a thing that can be done to stop the free market place or to create anything to restrain trade here in America which is built on free enterprise. . . .

The way it looks to me to fight Sears is the same as if you or I were in Africa, walking on foot trying to hunt lions without guns, but we are relying on the miracle of the past. I just don't know how it can be done without federal regulation which can draw the line for every major company as to what they can do and what they mustn't do in order to protect small dealers. . . .

Alfred A. F. Feisal
Radioland Co.
Fall River, Mass.

Likes "Displaytime"

Editor, MART Magazine:

I usually find your publications interesting, but I thought "Displaytime," February issue, by Walter H. Hogan was very good. So good, in fact, that I plan to try it.

Seems that something could be a focal point each month and with advance notice and planning, and I think the low-cost giveaways and no charge poster set are good.

Hope you keep this type idea up.

Albert M. Gaines
Fortson's, Inc.
P. O. Box 752
Elberton, Ga.

Wants Catalog

Editor, MART Magazine:

Please rush 64 page-catalog on creating promotions as per February issue of MART Magazine.

Gene Lambky
Montgomery Ward
4459 E. Thomas Rd.
Phoenix, Ariz.

(Ed. Note: Catalog was mentioned in "Displaytime," planned as monthly feature offering display ideas.)

From "Down Under"

Editor, MART Magazine:

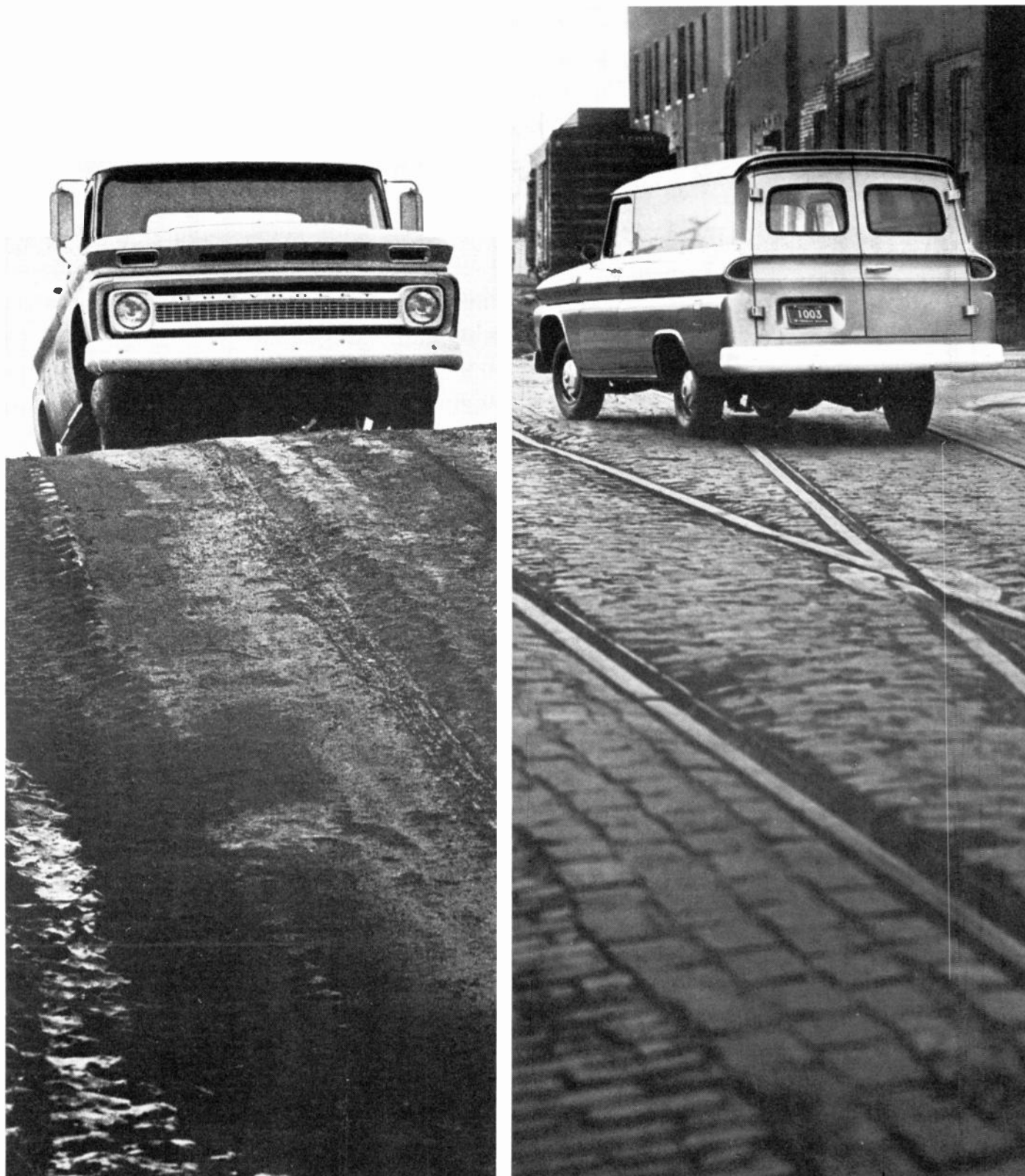
. . . By the time that you get this

letter I will have finished up my term and retired from the post of chairman and managing director of the Mingay Publishing Co. in Australia, and as editor of **Electrical Weekly** after 35 years since I founded it.

I want to thank you all very much for your very kind co-operation over the years. Also for your generosity in attending some of our many Australian visitors whom I have asked to call on you and, in many cases, you've been able to help them substantially.

O. F. Mingay
Editor
Mingay's Electrical Weekly
Sydney, Australia

CHEVROLET workpower



Chevrolet 3/4-ton Fleetside pickup

Chevrolet 1/2-ton panel delivery

Preparing newspaper advertising . . .

(Continued from page 41)

program. We change it, work it over, and after the meeting, make the suggested changes. This is the way we plan our advertising a month in advance. It's been very successful, because this committee or merchandising staff has the opportunity of seeing these various ads in two or three different stages, and we are able to get the benefit of everybody's thinking into the ad before it gets into the newspaper."

Everybody's thinking cap was really worn when Hopkins-Smith

opened up four stores in Dade County and "had to have a new approach to things." The two partners called a brain-storming session on what to do to get the Hopkins-Smith image over in the Dade County market. Results of the meeting included the following points:

1. Urgency. All ads should contain an element of urgency to motivate the prospect to a quick buying decision. This can be done by limiting the time the offer is made or by limiting the quantity of the item avail-

able. Portable appliances at special prices can be used as a limiting item, even though the ad carries a standard major appliance at a standard price.

2. Omnibus ads. Depending on the situation, omnibus ads are effective when regular line products at regular prices are featured. Advertising featuring one product line alone is certainly more effective if one of the products carries a special price or special offer.

Also, out of that meeting, said Smith, came other general observations:

Advertising carrying large, professionally reproduced product illustrations and larger ads get readership and results. Ads creating sharp con-

trast between black and white get readership and command more attention than gray or washed-out advertising. With regard to layout, advertising should not be too crowded; copy should be limited to terse, sharp and pointed explanations of the salient sales features of the product advertised, with something of "use value" included.

When the brain-storming session moved to specific techniques to be employed in their ad campaign in Miami papers, it was decided that Hopkins-Smith would "project an image of reliability (already existing in nextdoor Broward County for 20 years), competitive pricing and large volume" to distinguish their entrance into Dade County from the small to medium-sized dealers abounding in the market and to put them in direct competition with the larger firms in the area. Ads would feature better art work or photos instead of standard mat cuts. All ads would carry the legend, "The South's largest GE dealer," underneath the logotype.

The ads pulled, Smith said, because they are "distinctive in our market." In their ads, the Hopkins-Smith people worked for that "something different, something that few of the other appliance dealers in the area have."

For one ad, said Smith, "We took a lithographed cut-out of the 'GE golden girl of the 60's' — about five feet tall — a display background, a GE air conditioner, and a couple of crates with a blanket over them, creating something different. We ran it in royal purple. It was a very successful ad, because of the obviously quality setting the air conditioner was photographed in.

"Here is another ad that we ran in an attempt to be different. Again having the same merchandise as other dealers in our area, we photographed a satisfied user of one of our GE P-7 self-cleaning ovens and ran this picture of her and her daughter in front of the range along with a quotation from her that ended, 'In our home the dirtiest job in the kitchen is now the cleanest, thanks to GE and Hopkins-Smith.' This ad was very well received."

Asked "Do you get results the next day?" Smith answered, "We certainly do. Because it's this 'daring to be different' approach that marks us as not just another ordinary appliance store."

Other successful "something different" ads included:

A trailer load sale ad using sharp contrast in type faces with no specific prices.

An ad on GE TV "effective by the use of nothing very brilliant, but having our own art work of the electricity running from the remote control to the price of the set. That ad pulled very well."

An ad headlined "TV gifts to please graduates" was also effective and pulled, because of timing, of course."

"Now you might say this ad is cute or plain silly," said Smith, "but this is the same refrigerator everybody else has, so we just said 'big refrigerator, a little price.'"

Another successful ad: instead of running the regular product cut on

(Continued on page 70)

GIVES COIL-SPRING SMOOTHNESS AT ALL FOUR WHEELS



Here's the smoothest of truck rides . . . work-proved in more than 1½ million Chevrolet trucks.

THESE CHEVIES ARE THE ONLY 1/2- AND 3/4-TON TRUCKS ON THE MARKET WITH COIL SPRINGS FRONT AND REAR, PLUS INDEPENDENT FRONT SUSPENSION

Independent coil-spring suspension up front . . . coil springs in the rear . . . that's the combination that has earned Chevrolet its reputation as the best riding truck in the business. Carefully balanced front and rear suspension designs reduce pitch and sway, soak up the jolts from the roughest roads.

Front suspension, with upper and lower control arms at each wheel, allows individual wheel action . . . lets each wheel "walk" over bumps independently. Just as important, wheel geometry minimizes tire scuffing, gives steering a nice feel of balanced control without fight or shake.

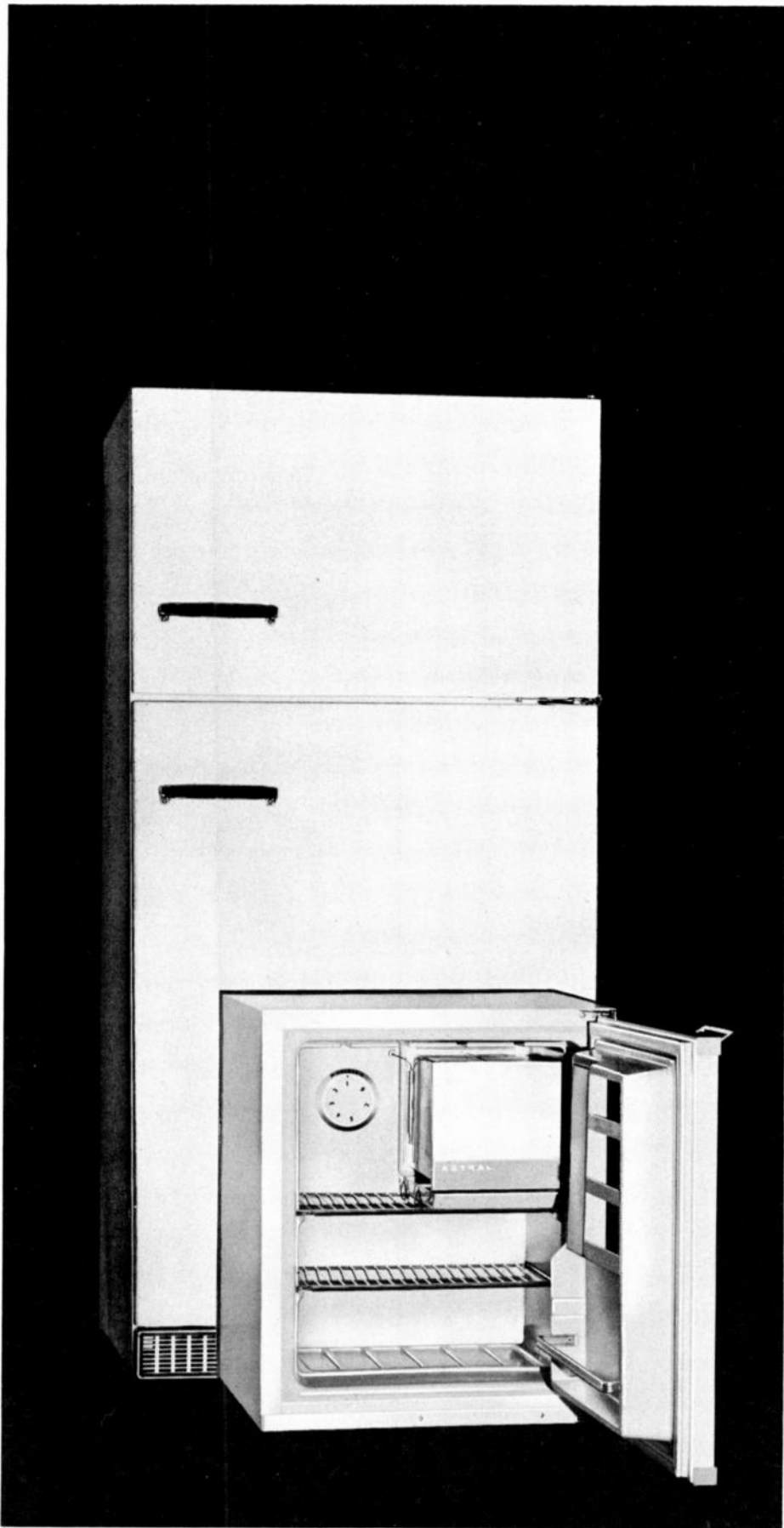
Rear suspension has two-stage coil springs which

give proper spring action whether the truck is empty or loaded. Twin control beams anchored to the frame keep rear axle aligned but don't interfere with easy spring action.

When you own a Chevy truck, you have the most advanced concepts in truck suspensions working for you. And Chevy suspensions are backed up by years of design and manufacturing experience . . . plus millions of miles of owner use in all types of tough truck jobs. See your Chevrolet dealer for an on-the-road demonstration of Chevy ride and handling . . . they're like none other! . . . Chevrolet Division of General Motors, Detroit, Michigan.

THE LONG STRONG LINE





The big one in front is the profit-maker

Over 2,000,000 Astral compacts in use guarantee the profits available to the retailer who features these clean-lined appliances. Highest priced in its field, Astrals offer a price-maintained level that oft-times brings more net profit to smart retailers than refrigerators 3 times its size. For home, boat, bar, hospital, cottage, business office, doctor's office—just about anywhere—Astral compact refrigerators bring you extra profits.

If you hear in the trade that a competitive compact is "just as good as an Astral"—you can bet your hat, it's not!

For your immediate profit, call 201-LO 9-9624.

Get the name of your nearest distributor—we've got lots of them—for many years.

MODELS C200A — B270D — B400A



Morphy-Richards, Inc.,
232 South Van Brunt Street,
Englewood, New Jersey.
Dept. M



Trade-Ins Set Store Apart From Competition

11 When Dealer Sam Boyd, Bailey - Wagner, Springfield, Mass., was faced with an influx of several mass volume image stores into his trading area, he took a hard look at his own operation.

It wasn't that Boyd, past president of NARDA, was dissatisfied with the way things were going in his stores—the new arrivals, after all, hadn't been on the scene long enough to make an appreciable dent in his appliance-TV business.

What Boyd was looking for was something apart from the others. Since everyone would presumably be competitive in price, what could Bailey-Wagner offer to induce to trade there rather than in the other newer stores?

Trade-ins.

The one thing all the new arrivals had in common was that none of them took trades, while B-W had for years been quietly taking trades on all manner of appliances and TV as well as on furniture.

So Boyd decided to take his trade-in story to the public.

"It wasn't a question of starting some new policy," he recalls. "We've been taking trades all along. It was a matter of taking this one aspect of our operation and blowing our horn hard about it." And so was born the slogan "Save Twice . . . At Bailey-Wagner," which the store began running regularly at the head of its frequent newspaper ads.

The slogan is always accompanied by a small piece of art work depicting the idea of duplication . . . twins, two animals, two dollar signs. Copy varies slightly from time to time, but its main theme is that the consumer saves first on the low prices at B-W and second "up to \$100 more," on the trade-in allowance.

In addition to setting his store apart from the competition, stressing trade-ins has other built-in advantages, says Boyd. For one thing, it is effective advertising for the many consumers who have old appliances that are out-of-date but still in working order—it lets these prospects know that these appliances do have some value towards purchase of a new one. (A pitfall here, says Boyd, is to keep the trade-in appraisals realistic. That way the store doesn't have to jack up prices of new merchandise to allow for phony high trade-in allowances.)

Then, too, the trade-in program automatically builds up the store's used appliance business. This story comes over better in TV commercials than in newspaper ads, says

Boyd. In a typical TV spot, the announcer stands beside an old TV set and a wringer washer and tells viewers not to believe it if a store tells them their old appliances are worthless. The scene then shifts to a shot of the B-W service department and used appliance section, actually telling two stories at once: the trade-in story and the used appliance department story.

Sale At This Store Has 9 Lives

12 A cat has nine lives, but so does a transaction at Canton Hardware in Canton, O. After a sale is made, nine separate steps are taken to make sure that the store keeps in contact with the customer. The nine steps include:

(1) A salesman sends out a post card written in longhand thanking the customer for the purchase.

(2) A profit-sharing post card is mailed to the customer offering \$5.00 for each lead she furnishes that culminates in a sale.

(3) The salesman makes a personal call at the customer's home to make sure she is satisfied with her purchase and to answer any questions she might have as to its actual operation. He also inquires as to whether any of her friends might be in the market for a new appliance.

(4) A survey form is mailed out checking into all aspects of the sale.

(5) Otho Morgan, Manager of Canton Hardware, replies personally to any praiseworthy mail that is received as a result of step four.

(6) Any repeat customer receives a personal letter from Morgan. In this letter he urges the customer not to hesitate to use the store's service department if the occasion arises.

(7) When a three month note is paid off the store sends the customer a short letter thanking her for the business and telling her that her credit is good for any additional purchases.

(8) After six months have elapsed on a long term contract an "add on" letter is mailed telling the customer that her credit is good for additional transactions with no down payment requirement.

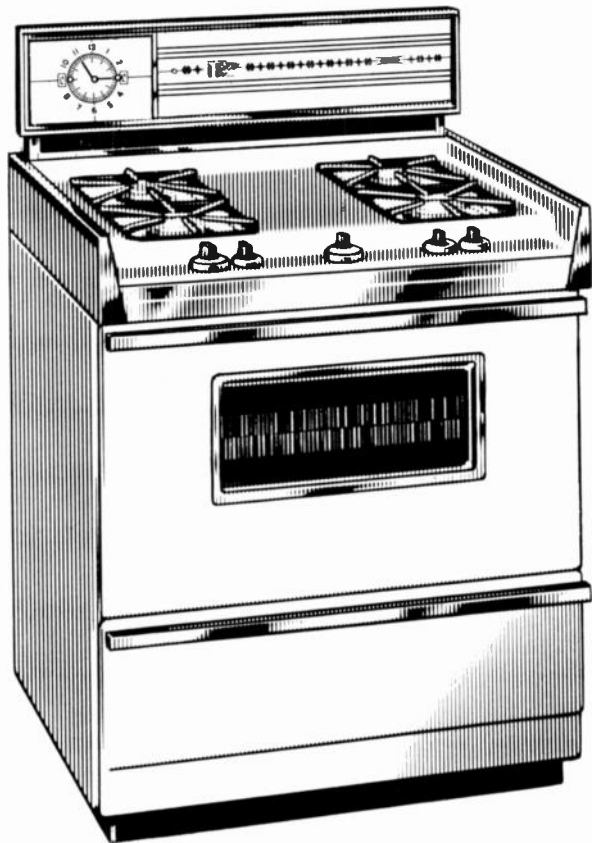
(9) A month before a warranty runs out the customer receives a birthday letter which offers to have a serviceman stop out to check the appliance for her at her convenience.

Anniversary Sale Add-On Doubles Sales Volume

13 When Home Centers, Akron, O., had an anniversary to celebrate, dealer Joe Hathaway decided to let the public know about it without spending any extra advertising money. So Hathaway simply inserted the words "anniversary sale" into the store's existing ad schedule for a two-week period.

During the run of the event, says dealer Hathaway, sales were twice the rate of usual business for the period.

**for total potential... total profit...
in the total range market-**



ROPER

total sell!

No half lines . . . no half-way models. Instead . . . Roper Total Sell gives you two lines . . . two complete lines . . . for the two markets: Free-Standing and Eye-Level-Oven ranges. You use Roper Total Sell to reach every prospect for all the potential in your trading area. Roper Total Sell puts you in the range business . . . really big . . . in 1965!

total sell...

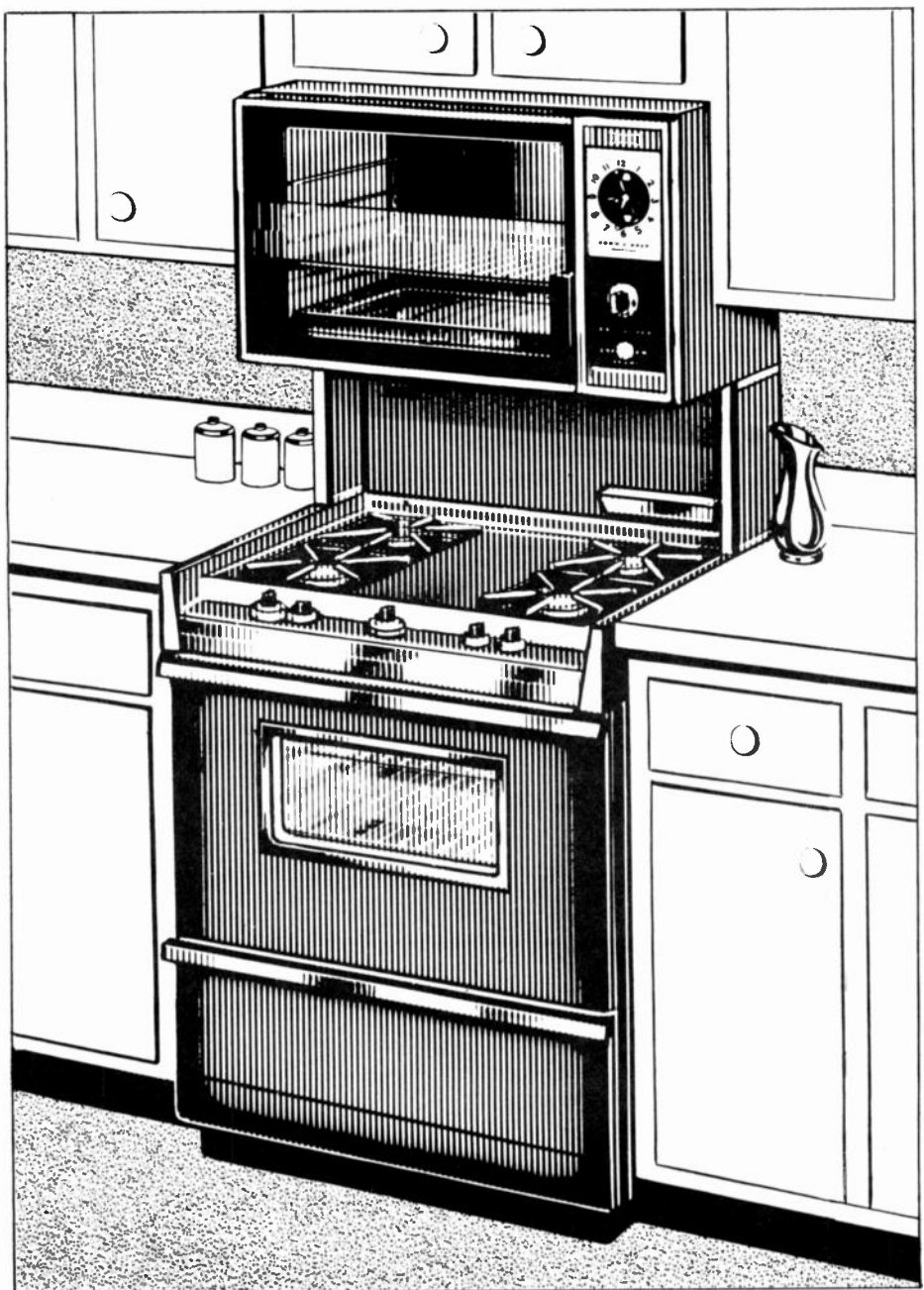
Only re-styled, re-featured, free-standing range line! No minor face-lifts, no tack-on gadgetry . . . Roper is the only totally-new '65 gas range line. The two most see-able, sell-able features: Tri-Level Top is seam-free and dripless—new TFC (Top Front Controls) on third level below and away from heat and cooking utensils. There's big volume in free-standing ranges and you have Roper TOTAL SELL to get it!

total sell...

The only complete line of eye-level-oven ranges—gas and electric! Not just one or two models . . . but an established, accepted complete line (23 Charm models) . . . a price for every prospect . . . and a profit at every price. Roper TOTAL SELL gives you the full line of eye-level-oven ranges with the popular styling and popular features.

total sell...

Roper's big, new national advertising program—every month in full color in leading women's magazines; every week exposure on network TV . . . all three networks . . . ABC, CBS, NBC.



go... grow with

ROPER

GEO. D. ROPER SALES CORPORATION KANKAKEE, ILLINOIS

Economist's outlook

(Continued from page 10)

ness as a whole, and may eventually threaten the existence of all but the largest chain stores and financial institutions." (Our comment: This most certainly could happen if, for any reason, the economy slid into a recession.)

Expanding his thesis, this spokesman declared: "Today we are threatened with a permanent and growing class of debt slaves who reel from credit binge to bankruptcy as a way of life. More than 15 per cent of all workers today use \$20 of every \$100 they earn for loan payments.

This is more than one-third of all disposable income left after rent, food and taxes."

In closing, he assailed the reluctance of the Illinois General Assembly and substantial segments of the business community to support needed changes in the laws covering consumer credit, pointing out that this reluctance on the part of the state legislature "invites federal action and regulation in an area which has been and should remain one of local regulation".

The foregoing comments lead us to ask. What about a little common sense and *self-regulation*, on the part of business operators? What about you, Mr. A-R-TV Dealer? Are you going to be content to let *somebody*

else (either a "debt slave," or a government bureaucrat) regulate the credit policy of your business? Better think it over, old buddies, because this kind of goofing-off can result in your becoming a slave to a totalitarian state. Credit control — like charity — begins at home, gentlemen!

The only kind of "credit control" policy that makes any sense to this analyst — whether administered from manufacturer to wholesaler (or retailer), from wholesaler to retailer, or from retailer to customer — is one that reduces the receivables risk by: (a) making thorough credit investigations before extending credit; (b) setting a specified collection period and emphasizing it by attaching

a rider to every invoice, stating that a certain percentage will be automatically added to the billed amount unless paid when due; (c) freezing further credits until the account is paid; and (d) instituting collection action after a specified period of further delinquency. Gardez, mes enfants! ■

W. J. Leck Is President Of Speed Queen Atlantic

William J. Leck, 36, has been elected president of Speed Queen Atlantic Co., Inc., Long Island City, N. Y. He has been with the company for six years, the last two as vice president.

William H. Leck, founder of the 26-year-old firm and former presi-



W. J. Leck



W. H. Leck

dent, has been elected chairman of the board.

Speed Queen Atlantic Co. is the New York metropolitan distributor for Speed Queen washers and dryers, KitchenAid dishwashers, Gibson refrigerators, freezers and air conditioners.

THIS IS THE WORLD'S GREATEST REFRIGERATOR

VALUE AT **69⁹⁵** model 865



2.3 cu. ft.

- ★ IDEAL FOR HOME (DEN, STUDIO, LIVING ROOM, TERRACE) . . . OFFICE OR CONFERENCE ROOM . . . MOTEL OR HOTEL ROOMS . . . HOSPITALS, etc.
- ★ 'THIN-WALL' FOAM INSULATION . . . MAGNETIC GASKETS . . . MUTED SOUND MECHANISM.

- ★ TECUMSEH-LICENSE 1/12 HP COMPRESSOR . . . THERMOSTATIC CONTROLS . . . PORCELAIN ENAMEL INTERIOR . . . AVAILABLE WALNUT, WHITE.
- ★ EASILY-ACCESSIBLE DOOR STORAGE SPACE . . . GUARANTEED PERFORMANCE.

model 870 (FRIGO-BAR)	model 8130 (BABY)	model 8170	model 8200	model 8275	model 8305	model 855
2.5 cu. ft.	4.6 cu. ft.	6 cu. ft.	7 cu. ft.	9.6 cu. ft.	10.7 cu. ft.	1.9 cu. ft.

Delmonico International Corporation

Delmonico

A subsidiary of Thompson Starrett Co., Inc.

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

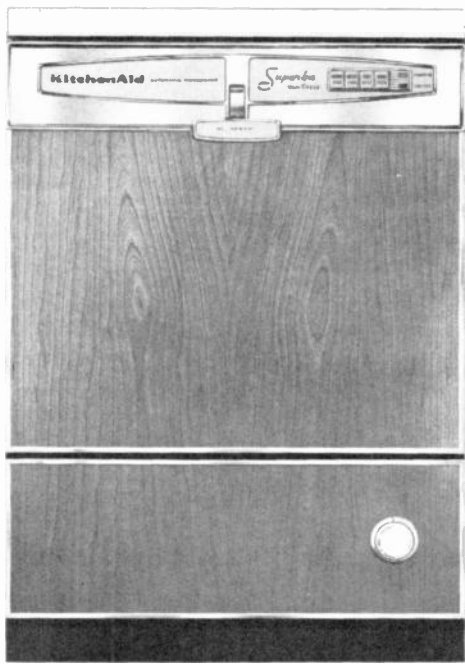
Get 100% Net In Advance

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.)

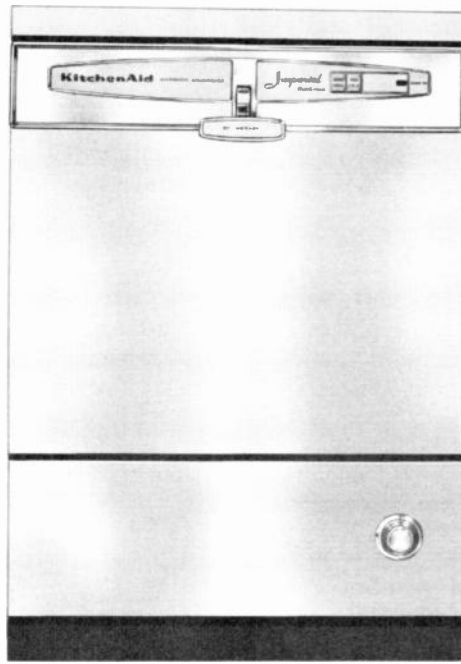
Our Quick Action saves you time, money and opens the door to greater "credit" volume.

Write For Full Information Today!

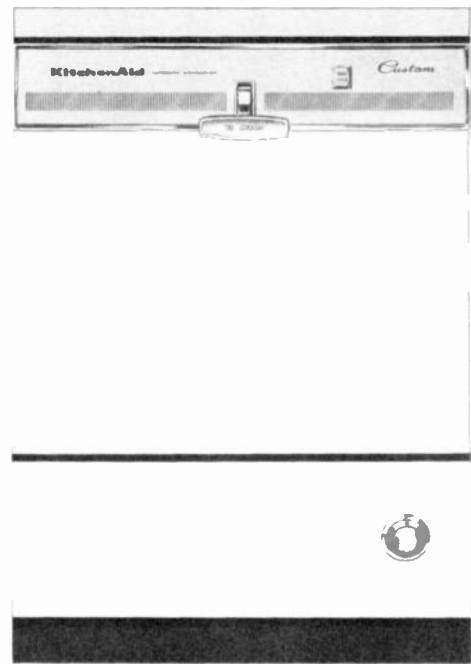
DUNFEE Savings & Lease
8113 Troost Ave., Kansas City, Mo.



Superba VariCycle



Imperial DuaCycle



Custom

We've put everything but the kitchen sink
in the new KitchenAid Dishwashers



Superba



Custom

and a couple of models even have that!



Exclusive new concept in home dishwashing gets dishes cleaner than ever before. 4-Way Hydro Sweep directs revolving walls of energy-charged water from stainless steel jets to sweep food soil from every piece of tableware in both upper and lower racks. Sets new standards of washability.

Look what's new from KitchenAid. Three distinctive series of built-in dishwashers in a wide range of prices. Plus dishwasher-sink combinations, free standing models, front-loading convertible-portables, and top-loading portables. And each and every one has the basic features that make a KitchenAid dishwasher the best there is. The new 4-Way Hydro Sweep that gets dishes sparkling clean. New Flo-Thru drying that gets dishes bone dry. New, big, versatile capacity. Dishes get cleaner . . . drier, too, in a KitchenAid.

When you sell a KitchenAid, you're featuring a name your customers know and respect . . . a dishwasher that's advertised consistently in Better Homes & Gardens, House Beautiful, House & Garden, Good Housekeeping, Sports Illustrated, and many other national consumer publications. You're offering push-button dishwashing at its best. And you're selling the kind of dishwasher that'll work quietly and efficiently for years to come.

Find out about the all new KitchenAid line. Find out why it pays to sell the best . . .

ISN'T IT NICE TO SELL THE BEST

KitchenAid®

Dishwashers. Call your distributor, or write Department KMM-5, The Hobart Manufacturing Company, Troy, Ohio 45373

Housewares center...

(Continued from page 51)

lowed the same practice with regard to majors."

Just as his electric housewares volume has gone up (it represents 20 per cent of his overall business), so has his margin of profit. By the end of 1964, he expects to realize an average margin of 18 per cent. (With the exception of the price-protected Sunbeam "Vista" line and Proctor-Silex's "Citation" line, he is now getting between 10 and 12 per cent margins.) The other lines he carries are Hamilton Beach, Westinghouse, Roto-Broil, and Broilmaster.

Lebowitz bases his prediction of higher margins of profit on the fact that sales of "Vista" and "Citation" products are far and away outstripping those of the other lines.

The New York dealer promotes electric housewares the year 'round, and claims that one of the best sources of leads is a community "Welcome Wagon." (In most locales, this is a non-profit organization which greets new residents and acquaints them with retail and service establishments.)

He provides the "Welcome Wagon" people with coupons which entitle new residents to a small gift when they visit his store. Usually he gives them a choice of a set of drink-

ing glasses or a Pyrex juice decanter. The "Wagon" women also give new residents a telephone booklet with the name of his store imprinted on it.

Approximately 50 per cent of the coupons are returned by new residents, according to Lebowitz, and this gives him the opportunity to pitch electric housewares and/or majors. By offering a choice of glasses or the decanter, he claims, he is able to lead right into blenders, for instance, which are big sellers with him.

While on that subject, Lebowitz noted that he sells more blenders to men than women, and usually in the \$30 range. He believes that men like them because of the popularity today

of cocktails and drinks that require blending. Many women, he believes, do not think of a blender as one of their basic food-preparing utensils.

Lebowitz does not believe in high pressure salesmanship. Consequently he does not break down the doors of new residents, but follows up leads from the "Welcome Wagon" on the telephone. He also sends them literature on some of the products he handles.

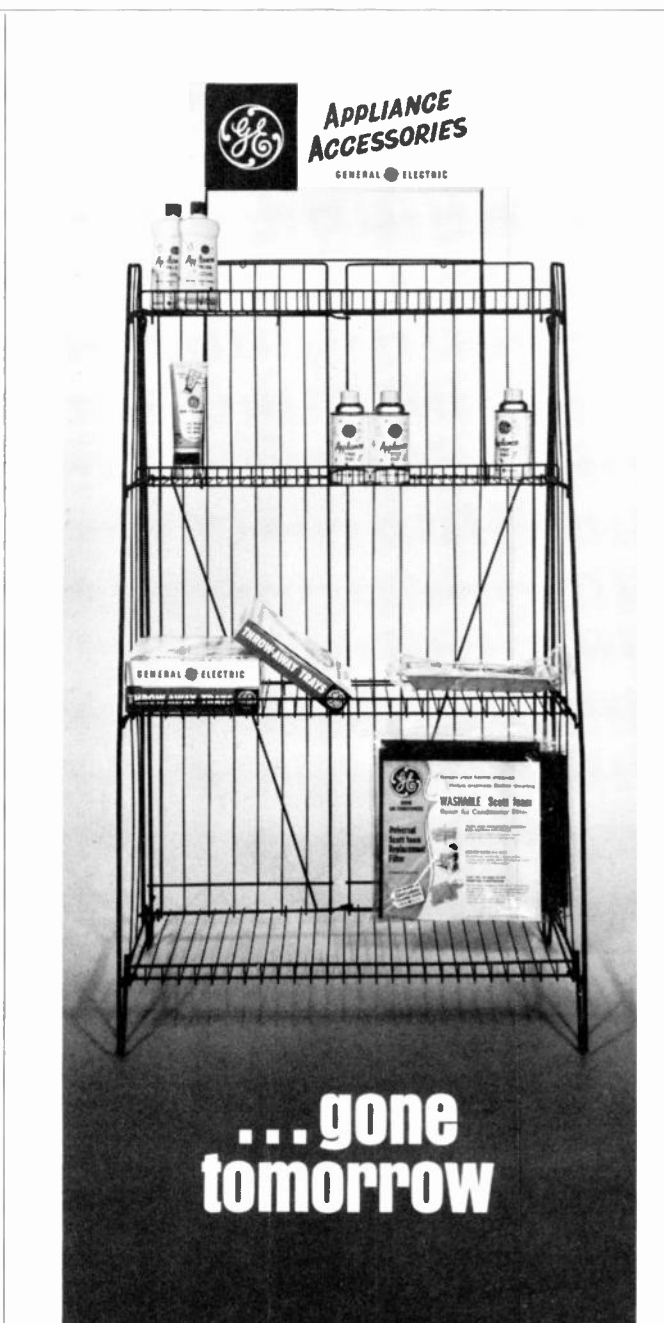
In all of his sales pitches in behalf of electric housewares, Lebowitz stresses fast service and competitive prices. His own shop services out-of-warranty products; he gets his customers free in-warranty service at authorized service centers. He notes that his offer of fast service actually determines which brands he can handle; not all manufacturers have service stations in or near his trading area.

Lebowitz runs five promotions a year and claims that they result in a 10 per cent increase in new customers each time. (He considers the purchaser of a major appliance a new customer.) The five promotions are at Christmas time, Mother's Day, Father's Day, an Anniversary Sale, and a Closed-Door Sale. During the year, he sends out approximately 50,000 direct mail pieces.

Lebowitz plans to enlarge his building in the near future, and will devote a proportionate amount of extra display space to electric housewares. "After all," he concludes, "they have been partly responsible for my overall success." ■



They go fast! General Electric fast-moving appliance accessories add to profits . . . build a buzz of store traffic that helps lead to additional major appliance, TV, and console sales. With a low-cost investment, you get a high-profit return . . . from an assortment of items your customers want and need for major appliance maintenance—spray paint for appliance touch-up, throw-away drip trays, appliance polish, and dozens of products housewives use daily to keep households trim and neat.



Let customers know your store is a source for *everything* in appliances . . . so you'll be at the top of their list when it's time for a new appliance purchase.

Contact your General Electric parts distributor now. 830-25A

Build traffic, sales and profits with G-E accessories

IN
Detroit-Windsor
CANADA

Ask Anyone

... where top stars of stage, screen & TV perform nightly (8:30 & 11:30 p.m.) . . . where the best in fine foods are served at breakfast, luncheon, dinner and supper . . . where Canadian outdoor swimming is year 'round . . . where motel rooms are ultra modern, service is tops and only 10 short minutes from downtown Detroit (no passport required) . . . where the best facilities for luncheons, banquets and meetings are available, all seasons of the year. . . . Whomever you ask, if he is acquainted with the finest, he'll say

At Siegel's
INTERNATIONALLY FAMOUS
ELMWOOD
CASINO & MOTOR HOTEL
Dougall Road
Windsor, Canada

Ideal for Sales Meetings, Conventions, Banquets
Detroit Phone WOODWARD 5-6877
Windsor Phone 252-7781

GENERAL  **ELECTRIC**

MOVES OUT FASTER!



Slumbermaster

**BECAUSE *Gibson* MEANS
INSTANT SELL... PLUS
INSTANT SERVICE**

FIVE-YEAR PROTECTION PLAN

Any time within five years from date of delivery we will (through an authorized Gibson Dealer, Authorized Gibson Service Company, or Franchised Gibson Distributor only) furnish the original consumer of this Air Conditioner a comparable model air conditioner should any part or parts of the Sealed Refrigerating System of the air conditioner become inoperative because of defects in factory workmanship or material. This Sealed Refrigerating System consists of the motor compressor, cooling coils, liquid condenser and connecting tubing. All other parts of this Air Conditioner are covered by the regular One-Year Protection Plan.

If it fails inside of 5 years,
Gibson will replace it!

Yes, the new five year customer protection plan on the hot-selling Gibson D-Series "Slumbermaster" model lets Gibson dealers say, "Take it home . . . sleep cool tonight and every night for five years. If the sealed refrigeration system ever fails, we give you a new air conditioner at no cost." No questions, no quibbling, and right now.

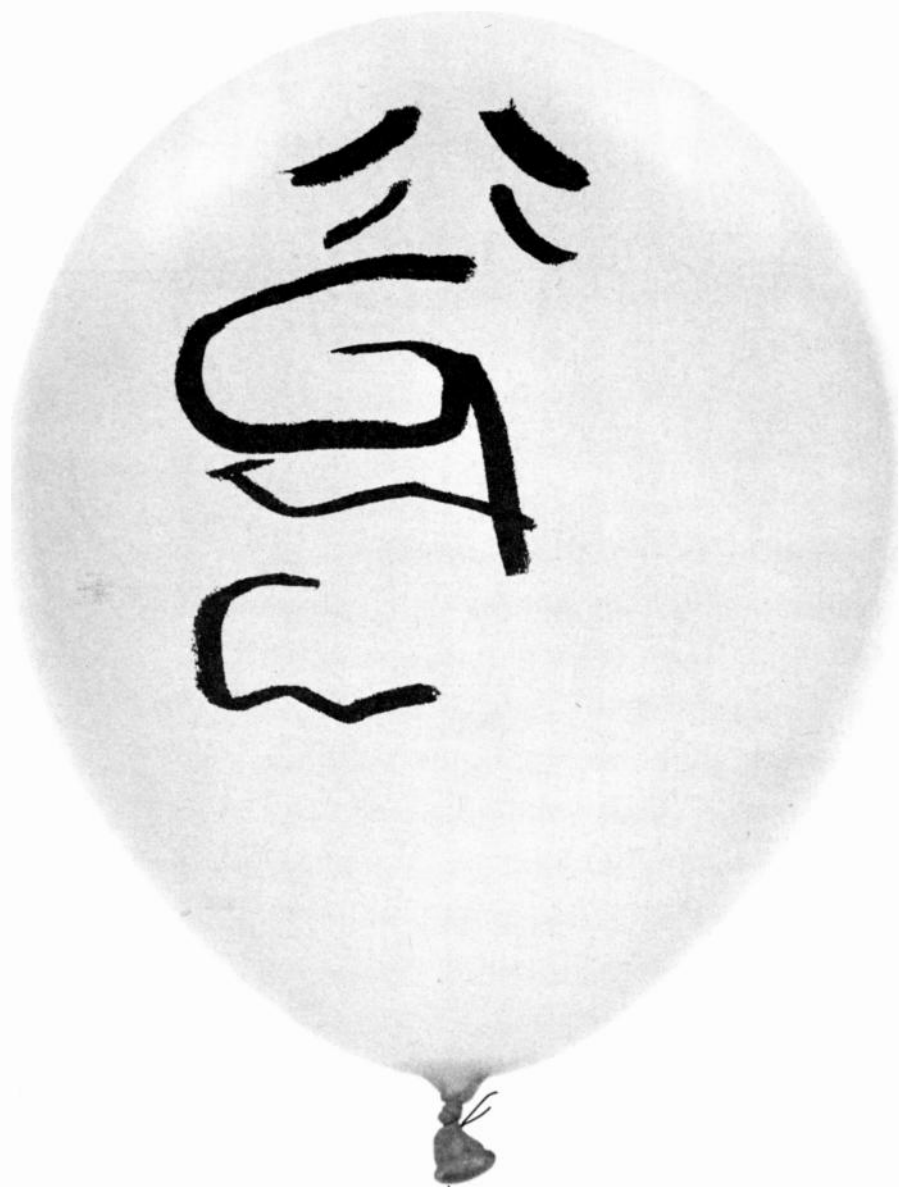
Isn't this a great way to build solid confidence?

Isn't it another very good reason for you to be a Gibson dealer?

**Your Gibson distributor can tell you all about
both Instant Service and Instant Sell, today.**

HUPP
CORPORATION

GIBSON REFRIGERATOR SALES CORPORATION, GREENVILLE, MICHIGAN



GET READY TO GIVE 'EM THE AIR IN JULY

(sales with Fresh'nd-aire can go sky-high!)

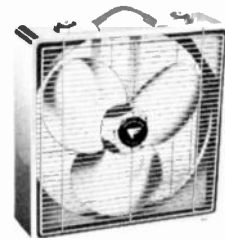
Ignore them? Far from it! Give 'em the air they'll want, come July—cool, comfortable air with Fresh'nd-aire by Cory—the quality line of air treatment appliances *with real profit potential!*

In millions of households "Fresh'nd-aire by Cory" is a recognized and trusted name. It has powerful

acceptance. Step up to Fresh'nd-aire features and quality and you'll agree you can *make more money with Fresh'nd-aire.*

CORY

CORPORATION
3200 W. Peterson
Chicago, Illinois 60645
CORY CORP. (Canada)
Ltd., Toronto, Ont.



BEST INDUSTRY VALUE!

Fresh'nd-aire Model ER208A—3-speed, automatic thermostat, electrically reversible with snap-out grilles front and back, strap handle... Full quality venturi construction... Deluxe styling in brown and gold. A beauty!



NEW... 3-SPEED ALL-PURPOSE PORTABLE!

Fresh'nd-aire Model F143—A new 3-speed push-button 14" all-purpose fan that sells—and sells and sells. Full quality venturi construction. On swivel stand it's an "any angle" floor fan—or remove from stand and use as efficient portable.



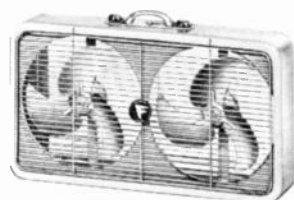
FINEST 3-SPEED HASSECK FAN!

Fresh'nd-aire Model F-12-3, Hassock Floor Circulator—3 speeds. 12" propeller. 3000 CFM. Scuff-proof, stain-resistant cabinet. Watch hassock sales this year! Here's a real profit building sleeper!



THE QUIETEST AIR CIRCULATOR MADE!

Fresh'nd-aire Model C-77-3—Air Circulator is so-o-o-o quiet it's specified as the standard of quality for sound studios, radio stations, wherever noise is a problem. 3 speeds. 17"... Patented Fresh'nd-aire aerodynamically balanced propeller and custom chrome construction.



FOR CASEMENT or PORTABLE USE!

Fresh'nd-aire Model T-128 Automatic Air Circulator—Twin 12" propellers. 3-speed. Automatic thermostat—automatic signal light... Full venturi quality construction. For those PLUS casement window sales... Handy suitcase type fan too!



TOP CAPACITY—TOP QUALITY!

Fresh'nd-aire Model D50CH, Portable Electric Dehumidifier—1/5 H.P. Effective moisture control for areas up to 15,000 cu. ft. Tote handle—outboard wheels. Automatic humidistat. Loaded with features and sales appeal. Also available without humidistat (Model D50C).



HANDSOME—HARD WORKER!

Fresh'nd-aire Model D40CHA, Portable Electric Dehumidifier—Heavy duty, extra capacity 1/4 H.P. Controls moisture in areas up to 20,000 cu. ft. Fully automatic with humidistat, automatic "M-T" light and automatic over-flow shut-off.

Dealer's air conditioner program . . .

(Continued from page 34)

smaller units by telling prospective buyers who come in with an eye toward a cheaper purchase that these air conditioners can't possibly do an adequate cooling job. As a result of this approach he sells few if any 5000 BTU or under units.

"We also carry what I refer to as a few dog brands for the customers who want to be cool for nothing," smiles Jordan, "but Dallas people confronted with some 50 days a year when the temperature soars over the 100 degree mark will usually end up buying the higher priced merchandise they feel will keep them most comfortable."

Jordan kicks off his air conditioning season around the end of March by featuring last year's units, purchased during the winter months. He calls them "early bird" specials, and advertises them at a cost reduction of \$20 to \$40 each.

As in any market, weather plays a big factor not only in the number of products sold, but in the size unit the customer purchases. Jordan feels that units of 15,000 BTU and over are increasing in popularity, but that during exceptionally hot summers smaller units such as 6500 BTU are much in demand as second or third models for bedrooms.

One of this Texan's pet peeves is what he terms manufacturers' lack of concern of the noise level of today's merchandise. "Companies mak-

ing air conditioners don't take into consideration the fact that consumers want a more quiet unit so that it doesn't interfere with their watching TV or listening to stereo," says Jordan. "It's about time producers wake up to this as a selling feature."

Although the great bulk of his sales are in new air conditioners, 35 per cent of his cooling business is in reconditioned units.

Ninety per cent of his new air conditioners are sold with a one-year service policy. This includes nuisance calls and mechanical failure. He charges \$15 for delivery and installation in standard double hung windows which includes the aforementioned service. If a customer chooses not to take the service policy the installation charge is \$10. Casement window and wall installations run \$30 to \$40.

Jordan believes that the buying habits of Dallas retailers have changed in the past six years. Today, dealers in this area watch their inventory much closer and would rather sell out than be stuck with any merchandise during the winter months. He says that most dealers would rather miss out on a few sales than carry units in storage.

"Besides," the Texan comments, "this is such a prime market that manufacturers do not hesitate to pull units in from other parts of the country on very short notice." ■

Stereo module . . .

(Continued from page 48)

How much sense does it make for the big-volume manufacturer to go into a field that so far at least does not promise big unit sales?

Quite a bit of sense, says Durant, if you remember that the manufacturer, in this case RCA, is using existing components from its own top-end stereo line. If the manufacturer had to engineer tuners and other components especially for a packaged component line, Durant implies, the idea wouldn't make much sense.

Several manufacturers, however, disagree with the feasibility of a big producer's going into the module business. Motorola and Zenith, for example, both say flatly that they have no plans for getting into this business because the volume just isn't there.

A spokesman for Philco Corp. said he could not comment on future products, but he added that packaged stereo components are a natural progression in the brown goods business.

At Admiral Corp., a spokesman conceded that the stereo modules have been a low production item. Admiral went into the field, he says, because of the prestige value of such a line. The firm is considering a lower-priced addition to its line, which hit the market with a list price of almost \$800.

Magnavox is keeping its present line of stereo modules, says George H. Fezell, vice president-sales manager, and is also planning some additions "which we feel are necessary to keep pace with the market."

Are the stereo modules creating internal competition in a given manufacturer's line with his own high-end consoles?

Durant of RCA, for one, doesn't think so. "Of course we can't be altogether sure," he says, "but we do know that our high-end consoles, against which the modules might be competing, had their best year ever last year.

"And even if they do compete with the consoles, I don't see how we could stay out of the module business, because that would simply be an indication of consumer preference, and if we ourselves didn't have what the consumer wants, you can be sure somebody else would."

One indication of the size of the module market is that virtually no national consumer advertising has been run exclusively on this merchandise by the manufacturers.

Just what kind of retail outlet is best suited to merchandise the stereo modules has evidently yet to be decided. General Electric says its sales have come from an extremely diversified cross-section of stores. Admiral says these distributors who have sought out audio specialty dealers have had the most success; and Durant of RCA says all the action on the RCA modules so far has come from regular dealers. ■

**'65...
YEAR OF THE
LEVELS**

**KEEP YOUR EYE ON
ASTRONA BY VESTA!**

Your customers will have eyes only for Vesta, once they see what we've cooked up! Astrona Eye-level by Vesta... with the perfect blend of superb performance and eye-catching beauty that today's homemakers demand for their kitchens. Looks as good as it cooks... and that's saying plenty! Astrona has two complete ovens, both automatic. Upper eye-level oven has wide-vision French doors, puts bake-and-broil facilities within easy reach, with no stooping or bending. Lower oven gives additional room for king-size baking jobs. Automatic controls conveniently placed to leave more valuable cooking space. Both ovens and Cook-Top are easy to keep sparkling clean. Astrona's smart built-in look belies its marvelous ease of installation—no carpentry necessary. Add the glamor of 5 coordinated Vesta colors... then watch the Astrona Eye-level stop traffic and start sales parking.

**ATHENS STOVE WORKS, INC.
ATHENS, TENNESSEE**

**ATHENS STOVE WORKS, INC.
ATHENS, TENNESSEE**

Like to know more about Vesta? Mail this coupon today for literature and prices on Astrona and Vesta's complete line of slide-in, drop-in and built-in ranges.

Gas Electric Both

Name _____ Position _____

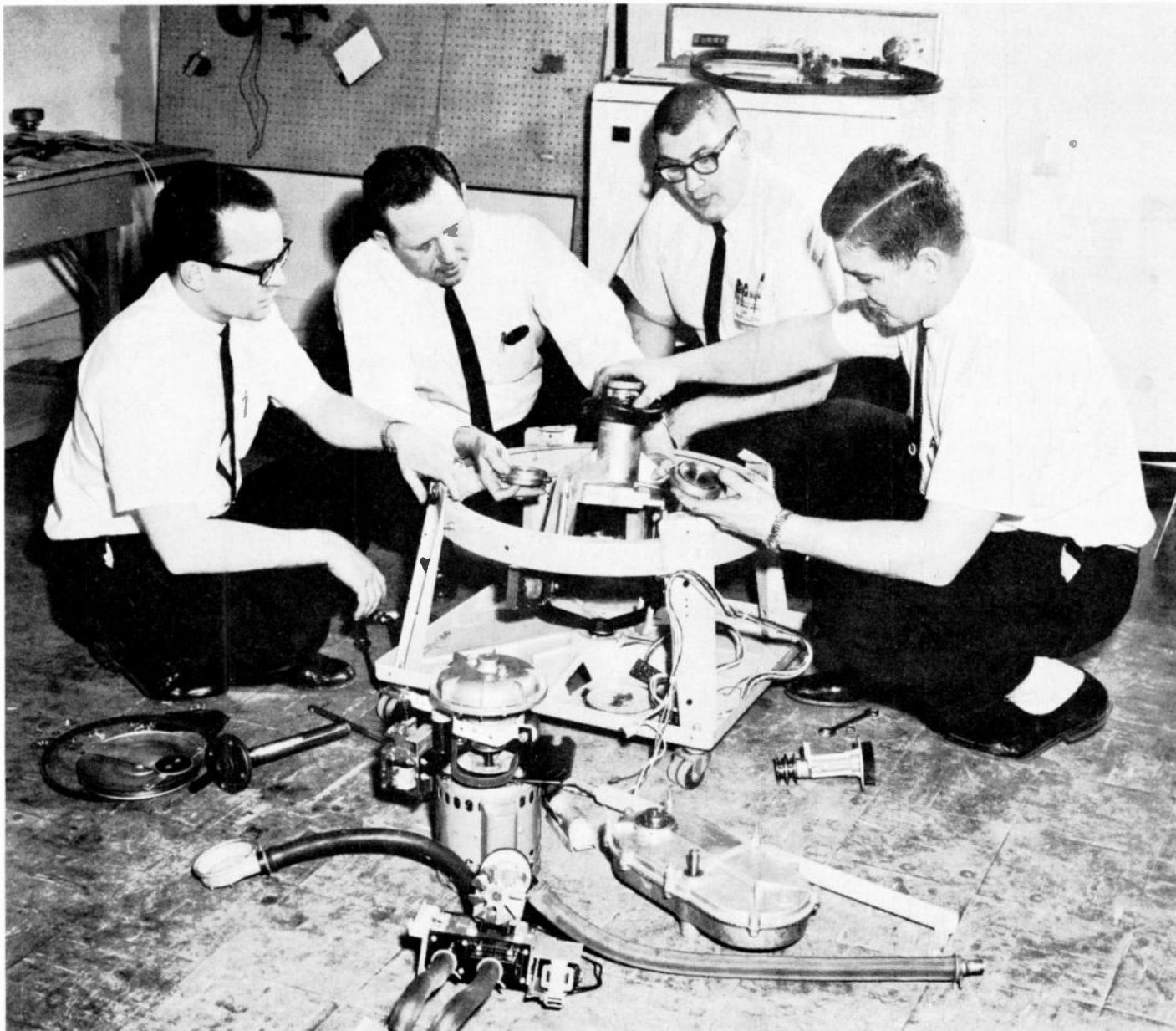
Company _____

Address _____

City _____ State _____ Zip _____

Dealer Distributor Other

You Profit More with SPEED QUEEN



Here's the reason why every Speed Queen District Manager in the U. S. knows every nut and bolt that is inside a Speed Queen washer and dryer! Every trainee must be able to tear down a washer and dryer and reassemble— all on his own. That's why he knows the mechanical ingredients underlying Speed Queen dependability and quality. But product knowledge is only the beginning. His intensive training program includes retail advertising,

store promotions, effective display, training sales people, creative selling, shipping problems, service problems, floor planning, warehousing — in fact, every phase of service and counsel necessary to help the dealer move merchandise and make more money. He's trained to be a home laundry appliance SPECIALIST, and this is the BASIC RESPONSIBILITY he must fulfill to qualify as a District Manager.



SPEED QUEEN

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

FAMED FOR DEPENDABILITY

Report from Japan

(Continued from page 12)

type ranges in price from \$528 to \$638 now, but Sony's 19-inch set is to be sold for a little over \$500. Other manufacturers are therefore likely to be obliged to bring their prices down soon if they are to compete against Sony.

Dealers, on the other hand, appear to be following a wait-and-see policy. They are, as a matter of fact, waiting for the development of better products at more accessible prices. Color programs now show much technical improvement since the Olympic days, and the receivers have also been improved, but colorcasts are not yet familiar to most viewers. Demonstrations and widespread promotion campaigns will be needed to stir up stronger and wider demand for color sets in Japan. Dealers are also worried about servicing color sets. They would much rather wait till sets requiring little servicing are developed. Yet, the general trend certainly points to color, and after all is said and done, a color boom is likely to set in some time after April. ■

Frigidaire Expands Tampa Sales Zone

Frigidaire has established in Tampa a new sales, service, and distribution headquarters for western and northwestern Florida, according to an announcement by W. F. Switzer, general sales manager at Dayton, O.

The Frigidaire sales corporation is activating the new headquarters with the termination of business operations by Byars-Forgy, Inc., the Frigidaire distributorship in the Tampa area for more than 33 years. W. H. Forgy, president of Byars-Forgy, is retiring.

Switzer said the expansion will bring northwestern Florida, including the Jacksonville area, into the Tampa sales zone territory.

R. H. King, manager of Byars-Forgy since 1957, has become the Tampa sales zone manager. G. D. Frazer is sales zone merchandising manager.

EXCLUSIVE FRANCHISE

Amazing new liquid plastic coating used on all types of surfaces interior or exterior. Eliminates waxing when applied on Asphalt, Tile, Vinyl, Linoleum, Vinyl Asbestos, Hard Wood, and Furniture. Completely eliminates painting when applied to Wood, Metal, or Concrete surfaces. This finish is also recommended for boats and automobiles.

NO COMPETITION

As these are exclusive formulas in demand by all businesses, industry and homes. No franchise fee. Minimum investment — \$300. Maximum investment — \$7,000. Investment is secured by inventory. Factory trained personnel will help set up your business. For complete details and descriptive literature write:

CHEM-PLASTICS & PAINT CORP.
1828 Locust St. Louis 3, Mo.

Unless you mail this coupon...

ALBION DIVISION, DEPT. FC-3
 MCGRAW-EDISON COMPANY
 ALBION, MICHIGAN

Please send full details on the new Coolerator Room Air Conditioner line for 1965.

DEALER NAME _____

COMPANY _____

STREET _____

CITY _____ STATE _____ ZIP CODE _____

you could miss out on the most profitable room air conditioner sales of 1965!



Powerette Series—
2 Models—4,200 and 6,00 BTU's

Super Series—
2 Models—4,200 and 5,000 BTU's

Compact Series—
11 Basic Models—5,300 to 12,000 BTU's

Custom Series—
8 Basic Models—13,700 to 22,500 BTU's

Glacier Series—
5 Models—24,000 to 30,000 BTU's

That coupon will bring you information about the most complete, most salable, most dependable—and most important—most profitable room air conditioner line in the business.

It's the new Coolerator line for 1965.

What makes it the most profitable? Just four simple points:

1. Uncompromising Quality—Regardless of price, only the finest quality construction goes into every Coolerator. And before any Coolerator leaves the factory, it is thoroughly tested for 60 minutes—every Coolerator, not just random samples. Returns are practically unheard of.

2. Features Galore—With the exclusive Lectrofilter Air Cleaner, Tilt-Out Magnetic Front, permanent washable filter, Jiffy-Mount, 4-way air control, and other features, Coolerator air conditioners sell against any competition.

3. Direct Buying—Because you buy direct from the factory, Coolerator prices are more competitive and you make higher mark-ups. And still you get quick service from nearby field warehouses and authorized service stations.

4. Profit Protection—You get protection from head-on competition on the same brand and models with Coolerator. You can develop your market to its full sales and profit potential.

What makes it the most complete line? Twenty-eight basic models with capacities from 4,200 to 30,000 Btu's, including ones for casement windows, instant installation and reverse cycle heating and ones you can retail for as low as \$99.95.

With the need for profitable appliance sales what it is today, why miss out on them? Send the coupon above today!

Coolerator®

Another Quality Product of



Albion Division, McGraw-Edison Company, Albion, Michigan

Advertising . . .

(Continued from page 59)

a GE air conditioner, Hopkins-Smith photographed an owner in his home in front of his air conditioner, and ran a quotation from him under the picture.

"This sold air conditioners for us," said Smith, who added that his firm measures the effectiveness of all their ads. "Trudy Orcutt, my advertising assistant, has a rubber stamp that she stamps on the ad, and then makes a survey of each of our stores and puts the sales figures of the advertised item and the trade up items on each one of the ads."

"Many of the ads Gil just showed you will follow the layout patterns and the type patterns as laid out in this book," said Ritter, distributing copies of a book he recommends for study, "How to Prepare *Better Newspaper Advertising*." This is a 46-page, profusely illustrated publication put out by the Newspaper Advertising Executives Ass'n in cooperation with the National Retail Dry Goods Ass'n.

"This book," said Ritter, "shows you how, tells you what to do and why you do it. The first section is on how to make a layout, all the phases of that, also simplicity, eye appeal, focus, and sequence in ads." Ritter feels that the section on how to use

type is particularly important. "I think", he said, "part of the identification of the ad is to stick with the same type all the time. The ads that we have written, that have pulled were carefully prepared by following most of the principles outlined in this book." (A spokesman for the Bureau of Advertising of the American Newspaper Publishers Ass'n told MART Magazine that dealer readers who wish to get a copy of this book should contact their local newspapers.)

"We probably know many parts of this," said Ritter, "but if we study this book over and refresh our minds and apply it, we will turn out a lot better advertising." ■

Award winners . . .

(Continued from page 24)

Harry Malley, Monroe Appliance Co., Rochester, N. Y.

Maggie Mangum, Joel Furniture, Memphis, Tenn.

Amos Mansfield, Electronic Systems Associates, Provo, Utah

Milton Marshall, J. M. Field's, Holly Hill, Fla.

Howard Michael, Town & Country Appliances, Inc., Dayton, O.

Bob Miller, Jr., J. W. Miller & Co., Claflin, Kan.

Fred Nanamaker, Jr., Nanamaker's, New Haven, Conn.

Juanita Nixon, Nixon's Appliance & TV, Mt. Vernon, Wash.

Anthony Oliverio, Statewide Appliances, Inc., Reno, Nev.

Bernice Orkovitz, Acme Washing Machine Service, Mt. Morris, N. Y.

Gene Patterson, Patterson Electric Co., Pittsburg, Tex.

Richard Pierce, K & P Heating Co., Quincy, Ill.

Thomas Pritikin, Polk Bros., Inc., Chicago, Ill.

Charles Ragsdale, Pete's TV & Appliances, Kingsport, Tenn.

E. Ratliff, White Stores, Inc., Wichita Falls, Kan.

Faye Rempe, Harry Rempe Music House, Ft. Madison, Ia.

James Rogers, Morrison Home Appliances, Santa Rosa, Cal.

Roy Root, Ray L. Eidman Appliance Co., Belleville, Ill.

James Ross, Kelly & Cohen, McKeesport, Pa.

Max Scales, Hopkins Smith, Ft. Lauderdale, Fla.

Henry Schippers, Schippers Service Appliance Co., Kalamazoo, Mich.

George Scura, George Scura Firestone Store, Mt. Morris, N. Y.

Albert Sheets, A & A Appliance & TV Sales, Detroit, Mich.

Della Spornitz, Phil's Electronic Center Inc., Rochester, Minn.

James Standish, Kelly & Cohen, Inc., Pittsburgh, Pa.

Hal Steen, Kosciuszko Furniture Store, Milwaukee, Wis.

M. Tackett, C & D Service, Sadieville, Ky.

Edward Talley, Campus Corner, Inc., Lexington, Va.

Richard Thisis, Shillito's, Cincinnati, O.

Austin Thomas, Thomas Furniture, Cleveland, Tex.

Bert Tiller, Pete's TV & Appliances, Kingsport, Tenn.

Adele Tomblin, Edward's Furniture, Rutherfordton, N. C.

Mrs. R. W. Tower, Glover Hardware & Furniture Co., Ltd., Rayville, La.

Samuel Urbach, Sammy's TV Sales & Service, Houston, Tex.

John Vokulich, Lu and John's, Vestal, N. Y.

Albert Vosbein, Ackermann Refrigeration, Inc., New Orleans, La.

Bob Whetstone, Whetstone Furniture, Gallatin, Mo.

Larry Whiteside, Maywood Furniture & Appliance Co., Independence, Mo.

Ted Whitting, Penny Owsley Music Co., Pasadena, Cal.

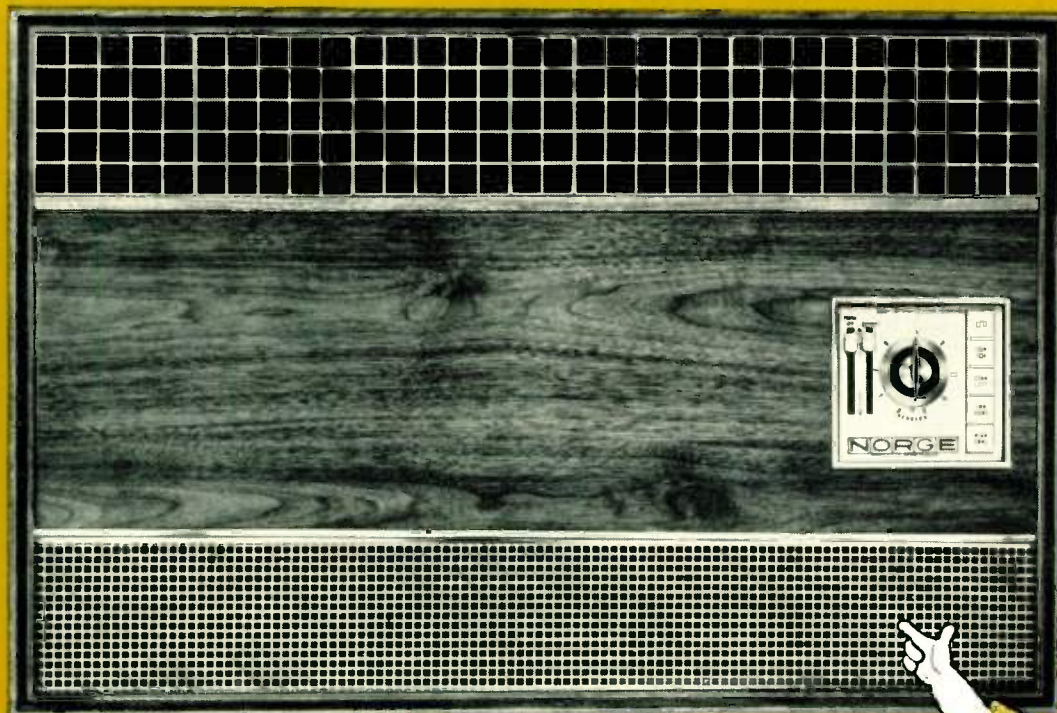
Harold Yeomans, Huffman & Boyle, Eatontown, N. J. ■

Because quality counts

NORGE

counts on UCON® REFRIGERANTS

Designed to be seen . . . but not heard, the new "Norge" Furniture-Fashioned Air Conditioner combines smart styling with features providing the utmost in cool, dry comfort. Convenient push-button control; adjustable thermostat; four-way air direction control; two-speed fan; germicidal air filter . . . all add up to extra comfort for owners, extra sales for dealers. For details write Norge Sales Corporation, Merchandise Mart Plaza, Chicago, Illinois 60654.



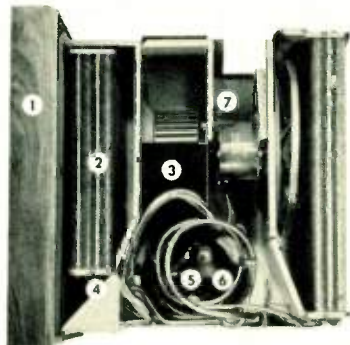
Quietly Beautiful

"Norge" Furniture-Fashioned fronts add charm and beauty to the decor of finely-furnished homes.

Beautifully Quiet

These seven features assure whisper-quiet operation of a "Norge" Air Conditioner.

1. Full width wood front acts as a sound cushion.
2. Multi-row, staggered cooling coils dampen fan sound.
3. Acoustically-cushioned air chamber insulates against noise and heat.
4. Refrigerant muffler allows refrigerant to enter coils silently.
5. Two compressor mufflers reduce operating sound.
6. "Floating" compressor — spring-suspended to eliminate vibration.
7. "Floating" fan motor is rubber-mounted for quiet operation.



Worthy Companion to the NEW NORGE . . .

UCON REFRIGERANTS

The beauty of a "Norge" Air Conditioner is more than skin deep. Back of its beautiful front is its highly efficient cooling unit — charged with UCON Refrigerant 22. Every drop of UCON Refrigerant is processed through Molecular Sieves—a Union Carbide development recognized as the best commercial refrigerant desiccant in use today. These sieves, plus many quality control tests all through production of UCON Refrigerants, make them worthy companions of the very finest in refrigeration and air conditioning equipment.



UCON® REFRIGERANTS

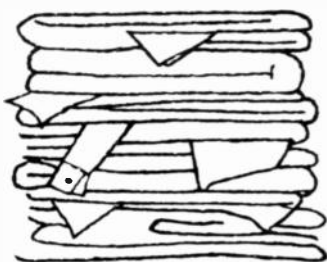
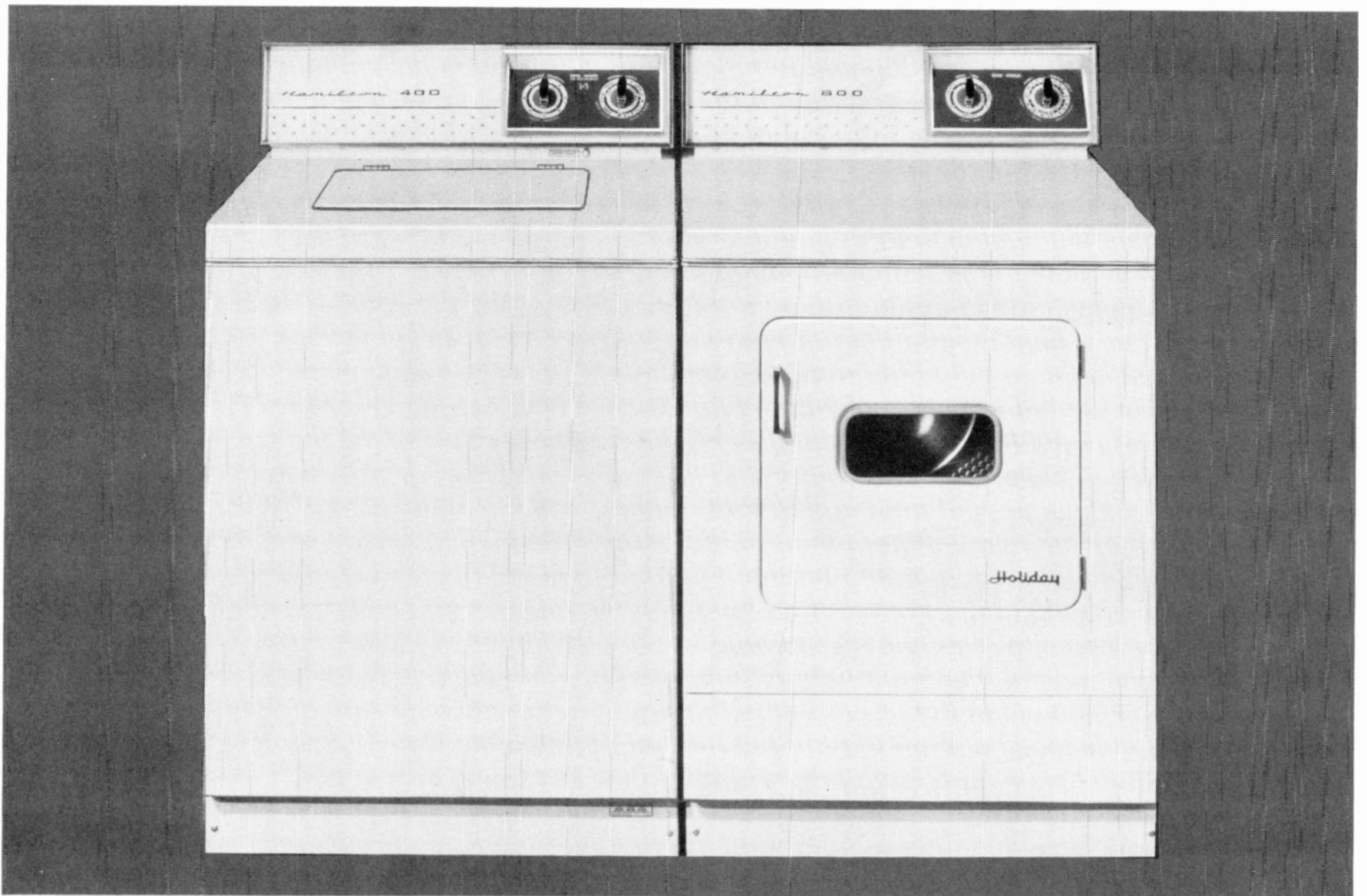
UNION CARBIDE CORPORATION
Olefins Division

270 Park Avenue, New York, New York 10017
UCON is a registered trade mark of Union Carbide Corporation



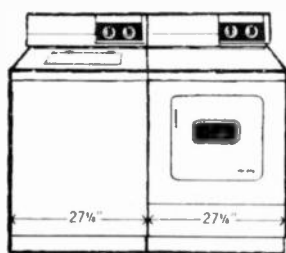
Hamilton

**DELIVERS 3 MAJOR BREAK-THROUGHS IN AUTOMATIC CLOTHES DRYING
WITH THE NEW HOLIDAY HIGH-PERFORMANCE DRYER!**



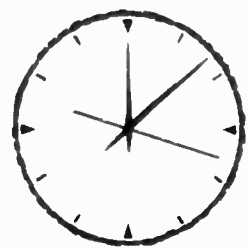
LARGER LOAD CAPACITY!

Holiday by Hamilton, with its larger drum, will dry any size load that any automatic washer can wash! Larger drum provides better tumbling, clothes dry with fewer wrinkles. Holiday sets the pace...Holiday keeps pace with today's larger washer capacities!



MATCHES WASHERS IN SIZE!

Holiday by Hamilton has a slimmer, trimmer cabinet, is an exact size match to modern automatic washers. Four inches narrower than conventional dryers...fits where others won't. Saves space, and better-looking too because now laundry twins are really twins!



FASTER DRYING, BETTER DRYING!

Holiday by Hamilton features two fans instead of one, working with a greater BTU input. More warm air is distributed evenly through all parts of the clothes for gentle, fast drying. Eliminates hot spots, damp spots, scorching and baking. It's Holiday for high performance! Both gas and electric.

GO HOLIDAY BY HAMILTON!

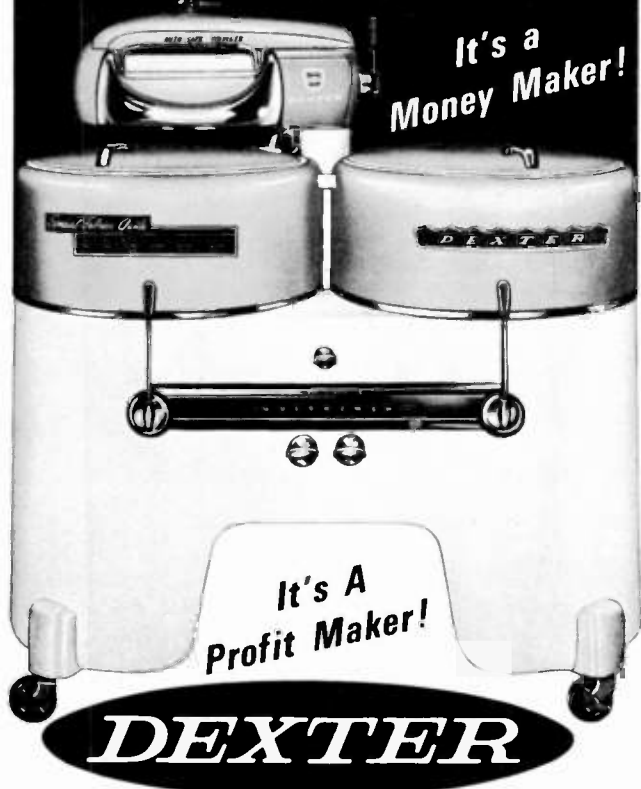
**Get the Complete Hamilton Holiday Story! Call Your Hamilton Distributor Today...or Write,
Phone or Wire Directly to Hamilton Appliance Products Division:**

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

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

DEXTER QUICK TWIN

PERFORMANCE OR PROFIT PROTECTION



**It's A
Profit Maker!**

DEXTER

FAIRFIELD, IOWA

See Your Dexter Distributor or Write Dexter, Fairfield, Iowa

CORRECTION

It was incorrectly stated in the February issue of MART Magazine that A. O. Wolf, vice president and general manager of Hamilton Beach, is currently serving as chairman of the membership committee of the electric housewares section of NEMA. Stanley Ford, president of the appliance division of Proctor-Silex Corp., is head of the NEMA committee. The information concerning Wolf came from Hamilton Beach.

WASSCO Will Market Radios, Phonos, Recorders

Westinghouse Appliance Sales and Service Co. has been assigned total marketing responsibility for radios, phonographs, and tape recorders. D. D. Danforth, Westinghouse vice president in charge of consumer products group, said the transfer of responsibility from a divisional level to WASSCO includes the total marketing function of those product lines. These products will continue to be sold through the Westinghouse Electric Supply Co., and independent distributors.

W. C. Fortune, sales manager of home entertainment products for WASSCO, will be responsible for the activity in addition to his present assignments for TV and stereo products. Reporting to Fortune will be A. D. Burke, who will direct the field selling operation for these products from WASSCO headquarters in Pittsburgh.

Certification . . .

(Continued from page 52)

hurt sales of air conditioners. "But I think this has been disproved to the satisfaction of everyone concerned," he says.

Muscio has not gone unrewarded for his role in the air conditioning industry. Recently he was awarded the James H. McGraw Manufacturers Medal for his work in initiating and executing the room air conditioner certification program.

R. W. Jones, Jr., president, Friedrich Refrigerators, Inc., who is the present chairman of the air conditioner section of NEMA, believes that the program "has done more for the industry than anyone ever expected it would."

Jones says: "There's no doubt that it has increased public confidence in our industry, and that in itself is a major step in the right direction." He notes that there is no way of determining the exact increase in sales of room air conditioners since the establishment of the program, but he believes that it is significant.

Forty-nine brands of room air conditioners are presently rated and certified under NEMA standards. Frigidaire units are rated in accordance with NEMA standards, but are not certified by NEMA. Koldwave units are rated under ARI (Air Conditioning and Refrigeration Institute) standards.

When the certification program was formed in September, 1961 Frigidaire announced that it would not participate, a position which the firm continues to maintain (not only with regard to air conditioners, but also refrigerators).

At that time, Herman H. Lehman stated: "We believe that the responsibility of the manufacturer is to guarantee to the customer that what he says about his product is true and accurate, then stand behind the guarantee."

"Frigidaire will continue the thorough testing and capacity determination of our room units in our own

extensive engineering laboratories. The certification program would be a duplication of this effort."

Under the NEMA program, a sampling of at least 50 per cent of a manufacturer's basic models must be tested by Electrical Testing Laboratories, Inc., New York City, in order to receive certification. Proof of certification is the NEMA Certification Seal, which is permanently attached by the manufacturer. The seal, which costs the manufacturer 15 cents each, can be placed anywhere on the air conditioner. Seals can be purchased in unlimited quantities. ■

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	24	835	237	300	742	905	3362	1195
City Public Service Board (San Antonio, Tex.) 375,985	122	385	225	212	584	699	3256	944
Dallas Power & Light 260,198	1241	792	3417	360	2224	5315	6962	2245
Dayton Power & Light 452,734	26	1026	455	333	788	797	4696	1393
Electric Power Board (Chattanooga) 77,899	169	532	156	64	702	611	1451	540
El Paso Electric 91,896	11	114	212	85	311	448	2097	
Florida Power Corp. (St. Petersburg) 188	563	337	341	1852	2293	3685	1830	
Fla. Power & Light Co. (Miami) 769,492	3147	1346	1923	996	5727	7454	14074	5045
Idaho Power (Boise) 116,000		749	506	275	714	692		894
Jersey Central Power (Morristown) † 381,492	31	1263	987	456	779	1936	6570	2472
Kentucky Utilities Co. (Lexington) 9	880	255	516	1188	1367	3373	1957	
Metropolitan Edison (Reading, Pa.) 235,565	34	1197	380	409	974	1237	4321	1952
Nashville Elec. Service 136,000		566		91	759	713		
New Orleans Pub. Serv. 326,859	140	1275	500	350	1495	1700	4500	2075
N. Y. State Elec. & Gas (Ithaca) 526,356	21	1740	968	583	1236	1490		2295
Omaha Public Power 118,430	37	557	207	196	342	472	2130	932
Pacific Gas & Elec. Co. (San Francisco) 480	9846	6322	2050	10843	9997	30229	11184	
Pub. Serv. Co. of N. M. (Albuquerque) 101,117		438	260	158	225	414	1417	740
Southwestern Elec. Power (Shreveport, La.) 186,485	26	442	294	382	407	1163	2907	1123
Union Electric (St. Louis, Mo.) 568,666	1642	608	940	443	1190	1986	9529	2134
West Penn. Power Co. (Greensburg, Pa.) 360,000	51	1616	484	624	939	1548	5228	2231
December compared with November report	+0.04%	-2.5%	+6%	-1%	-3%	-.09%	+9%	-.07%
*Includes Built-Ins					**Includes Stereo		†Includes N. J. Power & Light	
✓Residential Meters								

If you handle any of these items watch your sales climb



Not shown: Products advertised in The Digest's 9 regional editions

Ads for these products are appearing in Reader's Digest... read by 1 out of 3 men who buy from you

Think of this. These product lines are advertised currently in Reader's Digest. And remember each Digest issue is bought by almost twice as many households as buy any other general magazine. That's as many as watch a Top-10 T.V. show. ■ You'll welcome people from Digest households: they've 27% more buying power than viewers of the No. 1 T.V. show. ■ What's more, they read and believe Reader's Digest—articles *and* advertising. Advertisers find this faith boosts advertising effectiveness. ■ That's how the world's best read magazine helps draw extra floor traffic—and more pre-sold customers.

PEOPLE HAVE FAITH IN READER'S DIGEST 14½ million U.S. families (25 million world-wide) buy each issue

The Balance Sheet

by JACK ADAMS



The Sales We'd Like To Make

Our greatest strengths sometimes are also our greatest weaknesses.

In our free enterprise system businessmen generally abhor the thought of controls save in a national emergency when survival dictates that restraints be placed upon actions that might frustrate realization of maximum accomplishment.

Though the increasing prosperity of the appliance-home electronics industries defies one to say that we are involved in an "emergency," still at convention after convention one or more speakers takes time to point out that we continue to attract a declining share of the consumer durable goods dollar. Thus, one might conclude that if this decline continues and if our civilization persists, in time our industries will account for but an infinitesimal portion of all consumer spending.

A speaker at the Institute of Appliance Manufacturers convention last month in Washington, D. C., directed the attention of his audience to this problem. The speaker was Herman F. Lehman, general manager of Frigidaire, who noted that the appliance business' share of consumer disposable income has been dwindling since 1956. It has decreased from about 1.67 per cent of consumer disposable income in 1956 to 1.23 per cent in 1964, he said.

"Probably 30,000,000 families in this country have one or more out-of-date appliances," Herman Lehman noted. "Furthermore, these 30,000,000 need, but do not have, some of the newer appliances such as dishwashers and clothes dryers."

About 24,700,000 homes have refrigerators that were built 10 years ago, the speaker said. He also noted that there are 22,000,000 or more homes with automatic washers; more than half do not have an electric or gas dryer. There are 51,200,000 homes not equipped with a dishwasher, 49,800,000 without a food waste disposer, and 45,400,000 sans summer air conditioner units.

And since the speaker did not include brown goods, we would add that many millions of homes are not equipped with color TV or stereo phonographs.

"Why is it that so many folks are satisfied to continue using obsolete appliances, denying themselves all the advantages and benefits found in today's models?" the speaker asked the convention. "Why is it that so many people are not taking advantage of the more recently introduced appliances . . . the recently introduced clothes dryers and dishwashers, for example?"

Rejecting product innovation and price as possibilities, Lehman said the problem boils down to one thing: "She's (the consumer) not getting our message."

To get its message across to the consumer, the industry should rely on a rifle shot not a blast from a shotgun, Herman Lehman asserted. Too, he said, "We must eliminate the fear existing in the minds of homemakers with respect to present-day appliances being too complex and convince them of the true quality and outstanding performance of the products."

To those who today are deriving pleasure from a modern color TV set, dishwasher, or air conditioner it is inconceivable that millions more people should not be invading retail outlets to demand these products. We couldn't agree more with Herman Lehman that we are not getting our message across to the consumer, but we fear that in some instances their ears are plugged because they previously received a message they didn't like.

As has been shown in some studies, part of the blame for sluggish sales may be attributed to too few advertising dollars being expended on certain low saturation items. But this is after the fact. The free enterprise system that enables such wonders

to be developed in the laboratories of our industry places few restraints on when and how these products should be introduced.

And we must conclude that competitive pressures and human frailties have too many times permitted a product to be brought to market and declared a "marvel" long before it was deserving of such classification.

To be specific, how many consumers answered an invitation to view "beautiful color TV" in the days when this medium was not very beautiful? How many of these same people have not bothered to look at a color TV set since?

How many consumers in the past boiled inwardly when they read a newspaper ad referring to the quietness of a room air conditioner after they had lain awake most of the previous night listening to the roar of their neighbor's monster?

How many homemakers bought a dishwasher believing they could launder their finest crystal in this unit, only to find said crystal cracked while being washed?

And, for one more example, how many consumers gave up on the combination washer-dryer installed in their home when they found that the service man was practically meeting himself coming and going?

Just how long will it take to convince those who have found a new product sadly lacking to give it a second trial? And just how many neighbors, friends, relatives has each of these consumers influenced?

It seems likely that the effect is analogous to consumer reaction to poor product service described by another speaker at last month's IAM convention. The speaker in this instance was Ray A. Van Stee, director of customer quality assurance, Kelvinator Div., American Motors Corp., who reminded his audience that "Good service is always remembered, bad service is never forgotten."

To stress the long range effect of this axiom, Van Stee referred to an article appearing in *Quality Assurance* magazine. This article, the speaker noted, states that customers report dissatisfaction with service in only one case out of three, but report the problem to 10 friends: "In other words, for each complaint registered there is a potential loss of 30 sales."

Who is to blame for the far-from-perfect products which in our opinion in a number of instances have inhibited sales? The manufacturer?—sure, he's got to take the rap.

The dealer who continued to promote them even after he knew they weren't all they should be? — yes, to a degree.

Yet there are few among us who could say with a certainty that we would not have conducted ourselves similarly, had the decision been ours in a highly competitive industry where having something different can be so important. And there are few among us who would sanction a program of restraints (if it were possible to devise one) that would keep a product from being offered to the general public until there was assurance the unit would perform well in normal home use.

So the only solution we can offer reads like the last chapter in a novel dealing with patriotism: it's up to the individual. And since so many individuals are involved in the production and sale of our products it might be well to produce a text book that would be well-laced with examples of products that took too many years to get off the ground because they were not presented for what they really were.

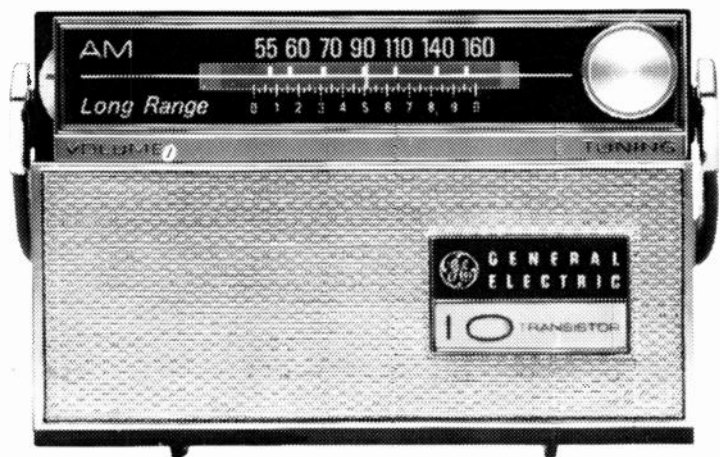
And it might contain a final chapter with such sub-headings as: "Are you really prepared to meet that customer with fire in her eye," and "The second million units: should they be the hardest or easiest to sell — it could be up to you!" ■

We'll eat our hat if:

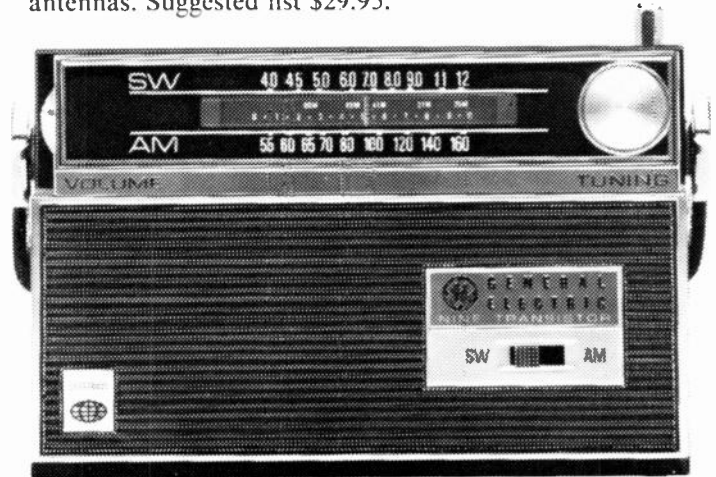
you can find 6 values like these in any other radio line.



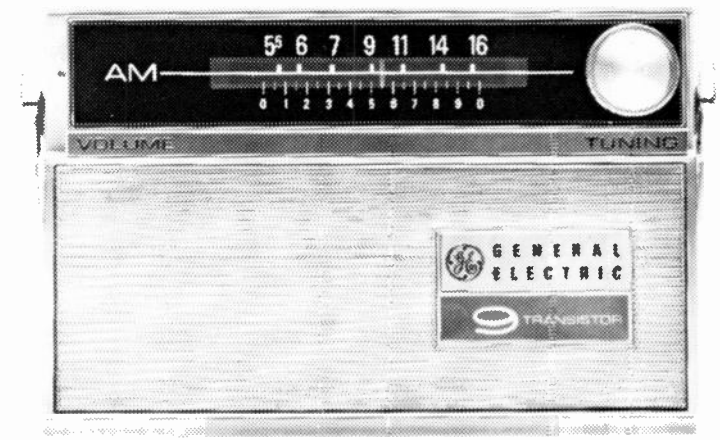
Model P1820. AM and FM with built-in constant-guard AFC. 11 transistors, 3" speaker. Battery-saver circuit. 2 antennas. Suggested list \$29.95.



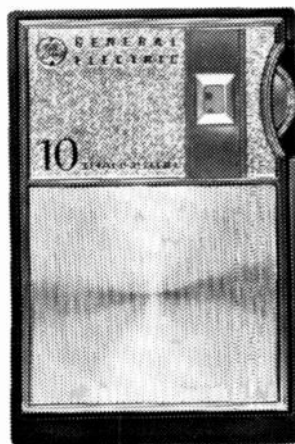
Model P1810. 10 transistors, 3" speaker. Battery-saver circuit and built-in antenna. Tuned RF circuit for long-range pull-in power. Suggested list \$24.95.



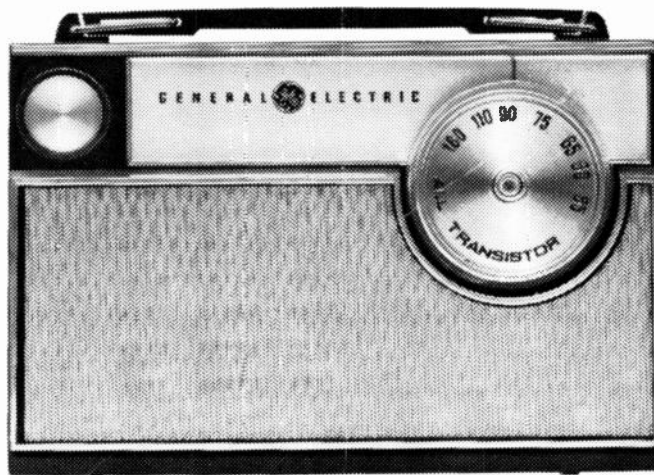
Model P1830. Shortwave-international, amateur and marine broadcasts—and AM. Distinct new style. 9 transistors, 2 antennas. Battery-saver circuit. Suggested list \$24.95.



Model P1805. 9 transistors. Slide-rule dial. Battery-saver circuit adds up to 30% more battery life. Just 6 $\frac{7}{8}$ " wide, 4 $\frac{5}{8}$ " high, 2 $\frac{3}{8}$ " deep. Suggested list \$19.95.



Model P1700. 10-transistor miniature in gift pack with matching carrying case, earphone and batteries. Two handsome color combinations. Suggested list \$15.95.



Model P1800. The Personal Partymate. 6 transistors. 3 $\frac{1}{2}$ " speaker, delivers rich, full tone. Comes in 3 color combinations. Suggested list \$11.95.

We know these portables will sell like wildfire. G-E radios turn over faster, sell faster—93%* faster than any other brand on the market.

G-E radios don't sit. They move.



Not very appetizing, is it?

Radio Receiver Department, Utica, New York

GENERAL  ELECTRIC

WRH

*Audits and Surveys Company, Inc. running 12-mo. sales Nov. '63-Oct. '64.

Kelvinator Originals have received more publicity than ever accorded any appliance (and it's just starting!)

Already Kelvinator Originals have received more lines of publicity in newspapers and consumer magazines than ever accorded a new household appliance. From all indications, this publicity is just starting. *Your* customers are

now reading, watching and listening to news of the Originals. If you want to be the one to capitalize on all this publicity in your area, better call your Kelvinator district manager now—before the franchise for your area is gone.

puts news refrigerator
Jack of Hearts for Kitchen Queen

Kelvinator Displays 'Originals' In Custom Appliance Collection

BUSINESS WEEK

AT CHICAGO MARKET

Custom-Made Refrigerators Create Stir in Decorating

New York World-Telegram
The Sun

SPORTS WALL ST.

MIKE WALLACE SHOW CBS-TV

Art Designs Enter the Kitchen
Refrigerators

New Appliances Set Theme in Home

The Atlanta Journal
FINAL HOME EDITION

LOCAL TV STATIONS COAST TO COAST

Kitchen Nonentity Becomes A Star

The New York Times
CITY EDITION

Decorative Flair Kitchen Goes Incognito

Marketing briefs
Now refrigerators are all dressed up in early American or even 'pop' art

MARLENE SANDERS SHOW ABC-TV

Des Moines Tribune

ARMED WITH 37

BILL BUETEL SHOW ABC-TV

Des Moines Register
The Newspaper Iowa Depends Upon

CHEERS BUDGET

Can You Picture Art on Refrigerator?

In New Refrigerator Designs Fur, Leather, Wood, Vinyl To Replace White Enamel

Refrigerators Get A Face Lifting. Fit Now for the Parlor

Artful Appliances—the Newest Look

The Dallas Morning News
Dallas Largest Newspaper

Wanting to Be 6: A Matter of Life

Researchers of new refrigerator-freezer designs find Chinese dragon has 5 claws, chases a pearl!

The Detroit News
Father

LOCAL RADIO COAST TO COAST

The Miami Herald
No Flatter in U.S. Despite Neg

Land Rockets

BETTY FURNESS On CBS Radio

Kelvinator's 'Originals': new concept in line, design

Conveniences Could Ease Wives' Role

THE WAVEMAKER
Major Appliances

The Register
METROPOLITAN ORANGE COUNTY'S MOST INTERESTING NEWSPAPER

KTLA-TV Los Angeles

New Style For Ice

How About A French Provincial Refrigerator?