

MAART

MAY 1965

Business partner of 50,000 home appliance/electronics retailers

magazine



Dealers handling radios stand to benefit from FCC regulation governing FM broadcasting. (See page 5.)

**Should Dealers
Get Into Rentals?**

**Explaining Consumer Benefits
Sells "Refers"**

**Building A Reserve
Of Service Men**

Admiral Color TV

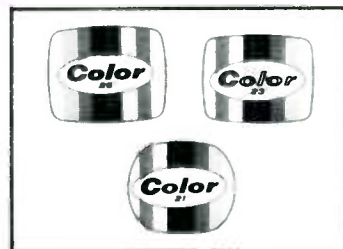


LG5619, 25" screen, French Provincial styling, tambour doors, 8 speakers.

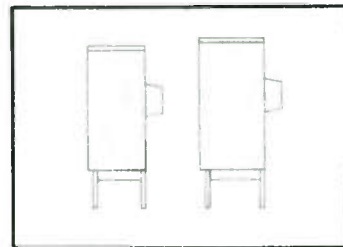


LG5311, 23" screen, Danish Modern styling, lighted channel selectors.

Because Admiral Dealers have all the Color TV



Biggest screen sizes in Color TV!
The big new rectangular screen sizes your customers want . . . Admiral has them! Huge 25-inch rectangular . . . big 23-inch rectangular . . . plus the popular 21-inch size . . . *Admiral has them all!*



Slimmed-down handcrafted cabinets!
Thanks to the new rectangular 25" and 23" tubes, the new Admiral Color TV handcrafted cabinets in Danish, Early American and French styles are slimmer, trimmer. *Admiral has them!*



Call your Admiral Distributor and find out the dates of his May Open House. Then plan to be there and see the Admiral Leadership Line!

The sizes that make

sales are **SOARING!**



LG2285, 21" screen, Early American styling, 21,000-volt chassis.



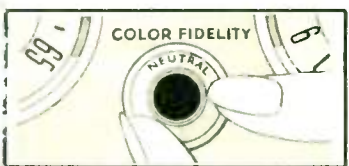
SMG5311, 23" Color TV Stereophonic Theatre, FM/AM, FM stereo radio, stereo record player.

screen sizes...plus all the Admiral Exclusives



Exclusive Admiral Tilt-Out Control Center.

Every control is hidden in this disappearing panel. Tilt out to tune standing up. Tilt in and see just the beauty look of fine furniture. *Only Admiral has it!*



Exclusive Admiral Color Fidelity Control.

Dials unbelievably beautiful color realism (new black-and-white warmth, too). And lets you demonstrate a visual difference of Admiral Color TV. *Only Admiral has it!*



Exclusive Admiral Automatic Degausser.

Totally corrects the effects of magnetic interference from every source. Works every time set is turned on (after being off for a few minutes). *Admiral has it!*

Put 'em all together they spell sales! All the screen sizes in Color TV... big new 25" and 23" rectangular, plus 21"... all in a variety of fine-furniture styles!

All the Admiral exclusives... Tilt-Out Control Center (pat. pend.), Color Fidelity Control (pat. pend.), Admiral Automatic Degausser. And exclusive means "Only Admiral has it!"

Then add finest precision-crafted quality and dependability... competitive prices... and you can readily see why Admiral Color TV sales are soaring.

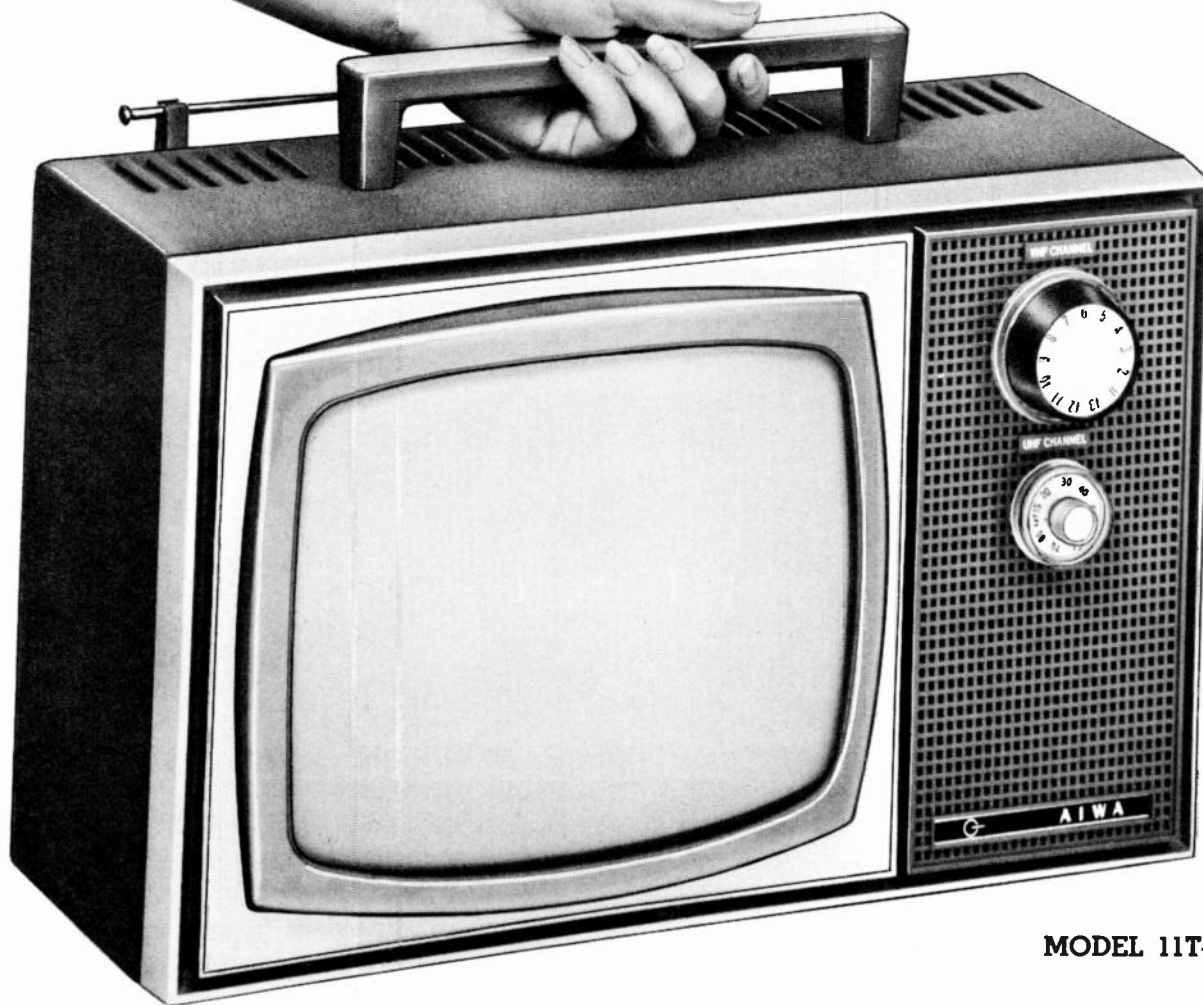
Why not move forward faster? Don't wait. Call your nearby Admiral Distributor right away. Get the whole colorful, profitable story from him... then act!

the sales come from

Admiral
MARK OF QUALITY THROUGHOUT THE WORLD

Just in!

AIWA PERFECTED 11" TV



MODEL 11T-04 STRATO-VISION

Up front is where AIWA puts STRATO-VISION'S big 3" dynamic speaker and all-channel VHF-UHF control knobs . . . UP FRONT for high volume, high quality sound and big dial . . . easy-to-read tuning.

Aiwa puts your profit picture up front too if you carry this brand new 11", extra-slim (9 $\frac{5}{8}$ " deep—12 $\frac{7}{8}$ " x 16 $\frac{5}{8}$ ") portable.

Notice its giant, 60 square inch, viewing area, its 114° deflection picture tube and its tube-guarding, pressure-proof, safety glass shield.

A flip of your finger and out swings a high power UHF ring antenna. For VHF there's a separate 180° rotating telescopic antenna. Both bring in a bright, clean picture, sharp as a shark's tooth even in fringe areas.

Trim, in 2 tones of grey, it features a sturdy steel body, a heavy duty plastic front and a fully vented, unbreakable, plastic back for quality, durability and style.

Any more great sales features? Oh yes, it's easy to tote too, (only 18 lbs.) and it operates on ordinary 110-120V house current.

Stock the 11T-04 STRATO-VISION and you'll need ushers to rope off traffic . . . the first day.

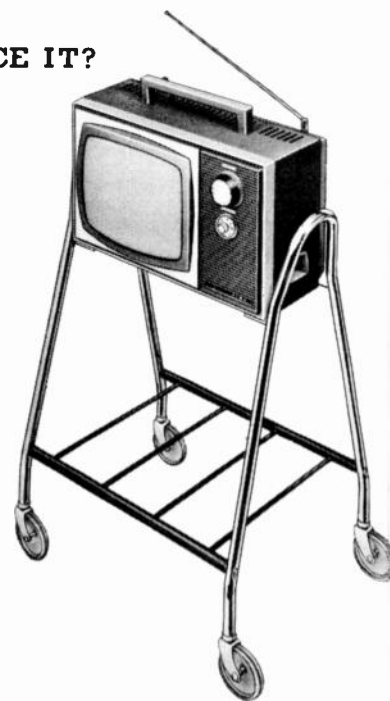
The second day they'll all be sold.

WRITE FOR MORE DETAILS TODAY . . .

WHERE DO YOU PLACE IT?

We forgot there's this
TV stand—

Rigid in construction with a bright, nickel-plated finish and a smart wood, walnut stained, magazine rack. Set on large 3" casters it's easy to move and its compact size (18 $\frac{1}{2}$ " x 15" x 28") makes it easy to sell.



Sell one with each TV for that extra nip of profit.



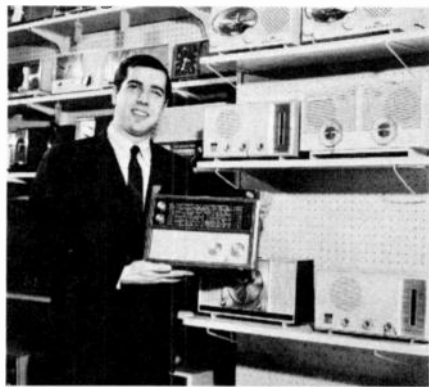
AIWA

SELECTRON INTERNATIONAL CO. 4215 WEST 45TH STREET, CHICAGO, ILLINOIS 60632
TWX: 910-221-2709 CABLE: SELECTINTL AREA CODE 312 254-7900

MART *magazine*

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A Buttenheim Publication



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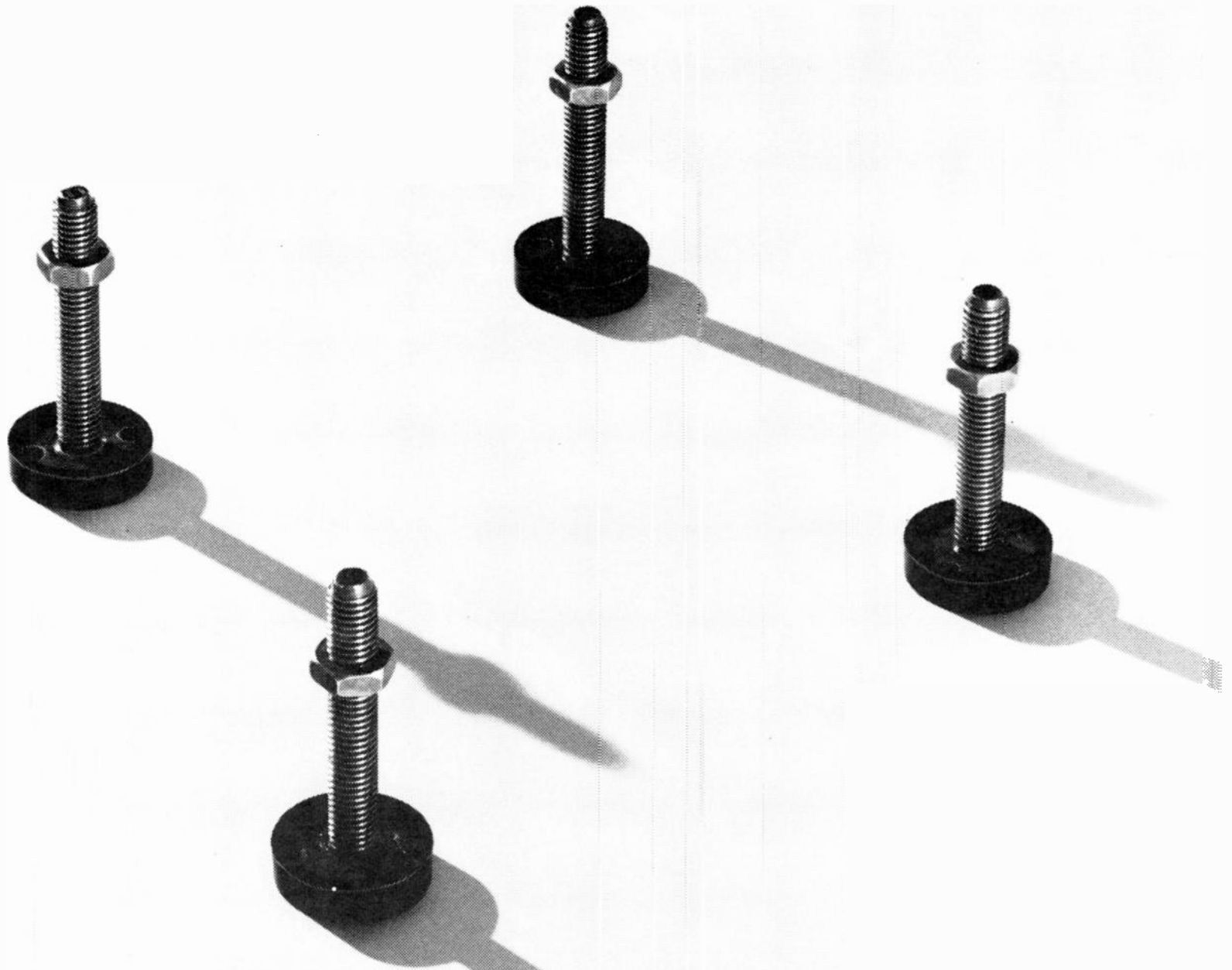
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WHAT MAKES MAYTAG DEPENDABLE

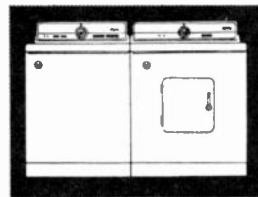


Our legs keep us in good standing

Every Maytag stands on its own 4 legs. Legs that are extra thick. Zinc-coated legs that won't rust or corrode. Legs you can adjust, then lock with a washer to keep 'em put. Legs with rubber feet that grip hard so the Maytag can't creep.

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

PILOT PRODUCTION of its own color TV picture tube is started by General Electric in a new manufacturing facility at Electronics Park, Syracuse, N. Y. The new tube, which is being tested in a variety of sizes, is an "improved version" of the industry's standard three-gun shadow mask tube, according to William E. Davidson, general manager of GE's TV receiver department. Fred J. Borch, GE president and chief executive officer, tells the firm's annual meeting that the tube is of a "simpler design which can lead to less costly tube installation and service." Davidson says GE has no plans to sell its tubes externally, adding that tube production will be limited in 1965 and that GE will continue buying tubes from outside sources for the next few years. The new GE tube uses the brighter rare-earth phosphors now being introduced by other tube makers.

TWO WEEK-LONG retail training sessions instead of the one held in former years are on the agenda this summer at the National Appliance & Radio-TV Dealers Ass'n (NARDA). First is the 11th annual Institute of Management at The American University, Washington, D. C., August 8 through 13. Registration: \$175 for NARDA members, \$200 for non-members. Second is the new venture, called the A-R-TV Retail Seminar, to be held at the University of Utah, Salt Lake City, August 22 through 27. Registration for this one is \$100 for members and \$150 for non-members. Registration fees include tuition plus room for the Sunday-through-Friday periods.

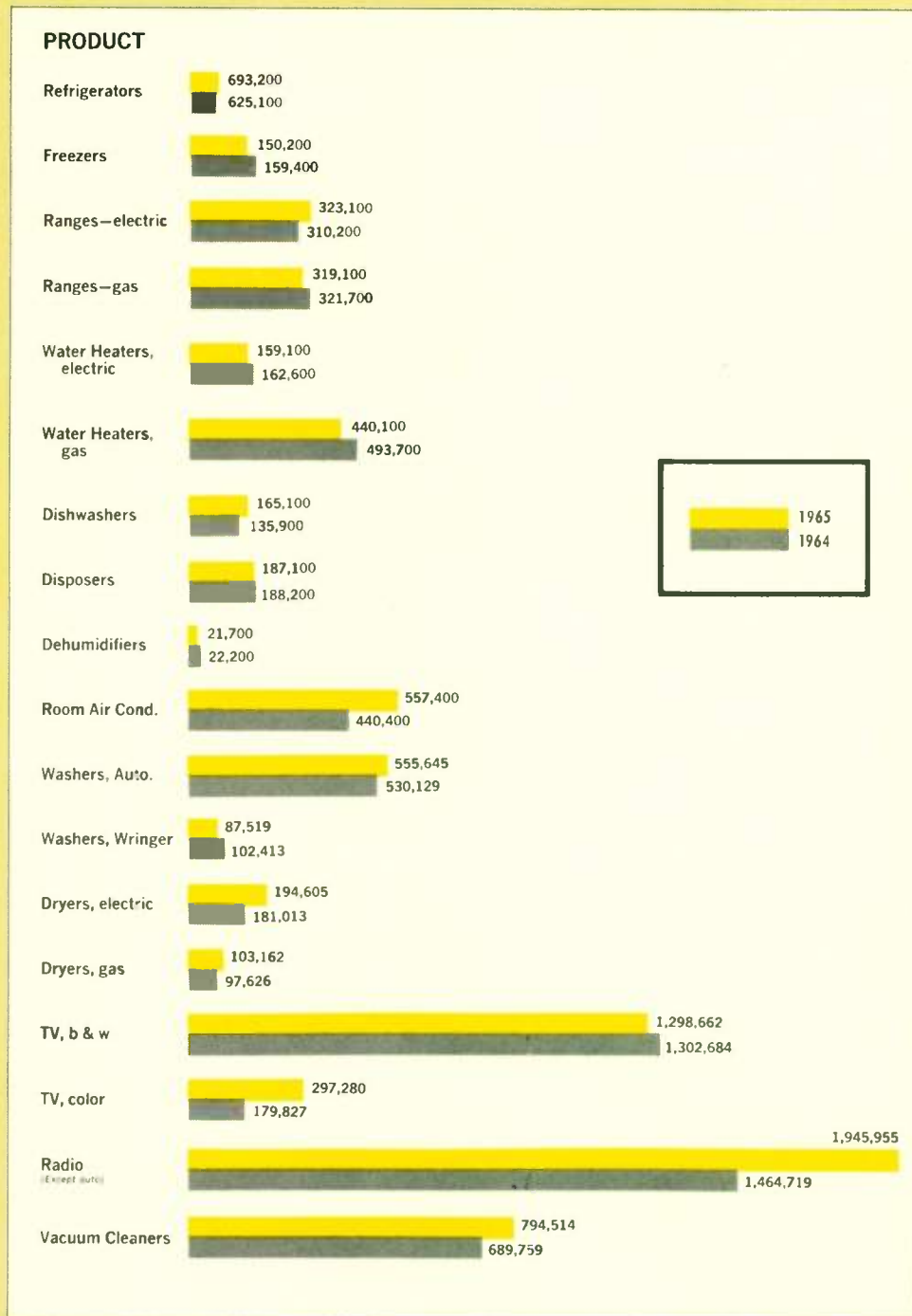
HUPP CORP. consolidates the marketing functions of its Easy home laundry division with the Gibson Refrigerator division, as Easy's sales activities are transferred from Cleveland to Greenville, Mich., under the direction of W. C. Conley, president of Gibson Refrigerator Sales Corp. Hupp President Don H. Gearheart explains that the move was made in the interest of economy and efficiency, pointing out that nearly 40 per cent of Gibson distributors are also distributors of Easy. Easy manufacturing continues at the Cleveland plant. Conley is increasing his sales staff and developing "aggressive" merchandising programs aimed at getting a bigger share of industry for Easy.

Double Exposure



NEW TV RECORDER, shown recently by Wesgrove Int'l in New York City, is explained by firm's president Jack Jones (whose reflection is seen in mirror at right). Package, consisting of camera, tripod, lens, monitor and recorder, retails at \$1,240. Recorder, assembled, is \$492; in kit form, \$392. Firm expects to ship 2,000 recorders to U. S. this year. Product is heralded as forerunner to simpler home TV recorder. "However," notes spokesman, "it is, as yet, not for the housewife nor for the rank amateur." Firm plans to bring out playback unit for pre-recorded tapes in 1966.

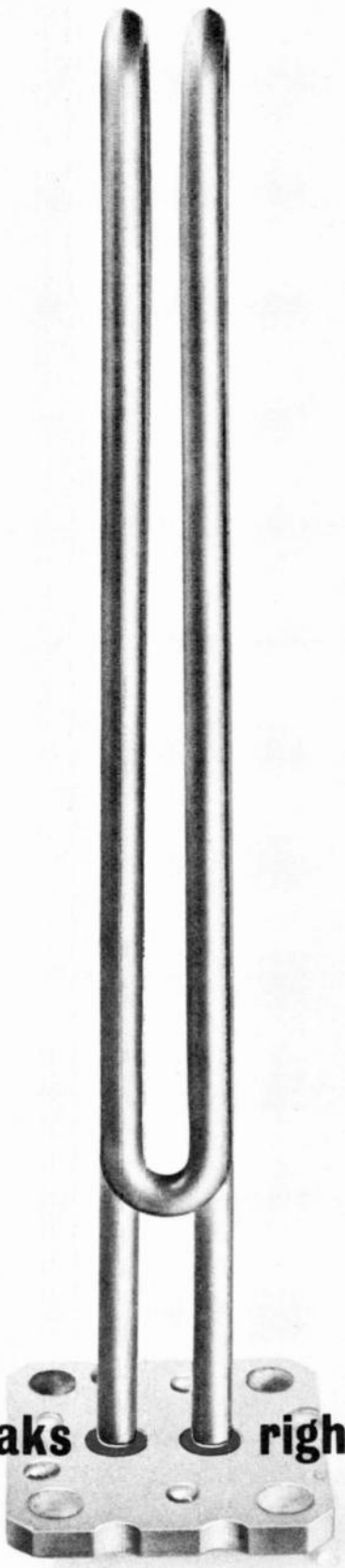
Jan. - Feb. Factory Shipments



SCORE ONE ROUND for Admiral Corp. in its bout with the Federal Trade Commission over unlawful price and advertising allowance discrimination, but bear in mind that the fight is not over yet. FTC dismisses charges against Admiral on alleged unlawful discriminations dating back to 1956 and 1957, but at the same time FTC says an investigation has been directed to determine whether the company's current practices in granting advertising allowances require a new complaint. FTC Chairman Dixon and Commissioner MacIntyre didn't go along with the current dismissal, which vacates an initial decision by a hearing examiner.

A "**MODEL**" community antenna TV permit application, acceptable to both cable operators and TV dealers, is worked out by representatives of NARDA and Perfect Picture TV, Inc., Sacramento, Cal., which had applied for CATV permit in the area. The original application is amended to specifically prohibit permittee from selling or servicing TV sets.

□ Another hot idea from Chromalox



we kill leaks right here!

Unique Chromalox® staging process eliminates immersion element leaks...shorts...call-backs

We do special things to water heater elements. "Staging", for instance. Staging is how we pinch a layer of metal from the flange and pack it around the heating coil. This means the seal is *permanently* water-tight. And it means you install no *leakers* to haunt you later. Chromalox: industry leader in supplying the replacement trade and water heater manufacturers.



Write today for Chromalox water heater Bulletin M40101

CHROMALOX

electric appliance products
EDWIN L. WIEGAND COMPANY
7759 Thomas Blvd., Pittsburgh, Pa. 15208

STOCKED BY DISTRIBUTORS WITH YOUR PROFIT IN MIND

WM-47D

I Believe

by F. Hardy Rickbeil
Worthington, Minn., dealer



Collections Vital to Business

Collections are perhaps the most important part of a successful credit office. First, every credit *opportunity* must be qualified. Since we have been offering credit for many years, we know from past experience that close to 75 per cent of our customers are safe credit risks. We ask the other 25 per cent to fill out information forms after the contract or settlement has been made out. If it turns out that credit should not be granted, we have to back away from our sale by asking for a larger down payment. We, however, stick our necks out a mile when we have an opportunity to sell used merchandise. We are nearly always pleasantly surprised with the prompt way these contracts for used merchandise are paid. We don't issue any preferred credit cards to our customers until they have satisfactorily met their obligations with us for a period of at least one year, or have paid an obligation up in full.

Recently, we visited the new Brodie's Appliance Store in Sioux Falls, S. Da. It was very evident to us that we haven't been signing our stores as we should to advertise credit. We will follow Brodie's lead and put up signs with 8-in. letters (he used blue lettering on white stock) that read as follows:

**BUY NOW—PAY LATER
NO MONEY DOWN**

**LOW BANK RATES
3 YEARS TO PAY**

We advertise credit terms in every ad we run on radio, TV programs, direct mail, and by our pricing at the point of sale.

We have four full-time employes in our office and one part-time distributive education student. We figure that two full-time employes should be charged up to the credit department for salary overhead expense.

The girl is entirely responsible for collections and for the writing up of credit sales, re-writes and add-ons.

Here is our collection procedure:

1. Accounts receive *regular* monthly statements. The *first collection* notice is sent out 60 days after the original charge was made.

2. Contracts receive the first notice 10 days before the first payment falls due. (This encourages the customer to note how important it is to keep their payments up-to-date.) This is for new customers only.

3. Notes receive the first notice 10 to 30 days before the note falls due.

We have a collection problem at times on service charges, so when a service charge is 90 days old the man who did the repair work is brought in to help with the collection. Usually a phone call will help get the matter straight. We find that there is often a complaint on service when payment has been withheld.

We don't put contracts on record until they are two payments delinquent. Then we write our customers, informing them of our action. In all, we send them four notices, then a final demand.

We charge the same "late charges" that most banks do. When late charges have been assessed to a contract we usually invite the customer to come in for a credit conference and mention that perhaps *consideration should be given to rewriting the contract because late charges are beginning to mount up, etc.*

On collection calls if we find a customer has no phone, we ask the operator to call person-to-person and get information through the *Chief-of-Police* because this call is very important. We offer to pay messenger charges. Our credit girl places these calls and then I talk with customer when the call is completed. I am very careful not to offend the customer, but am very firm and definite about the seriousness of the problem. Phone calls skillfully handled have been found to be our number one response producer when collections need special attention. Often we make follow-up calls. The customer, of course, has to be charged back for the cost of these calls if they are long distance. Nearly always they pay these charges without any complaint. We make out a complete new up-to-the minute credit information form when a customer has seriously neglected his credit obligations and go into detail during the credit conference on just exactly how the customer can pay us.

We try to set up credit conferences by specific appointments and ask the husband and wife to talk with us together. Perhaps we end up with a mutual agreement for us to repossess, or for the customer to sell our security and pay us, or we rewrite with smaller payments, or the customer decides to consolidate all of his debts through a small loan company or his bank and pay us off in full and get a rebate of his unused carrying charges.

(Continued on page 48)

4 More Good Reasons Why PANASONIC is The Hottest Line in the Country Today!

- 1) The most power-packed AM/FM portable—for its size and weight—ever introduced
- 2) The nation's outstanding value in solid state 4-track stereo tape recorders
- 3) The finest performing, most dependable all-channel 12" TV in the world
- 4) The most brilliantly designed 3-band car radio—installs quickly and easily, also slides out for take-it-with-you listening pleasure

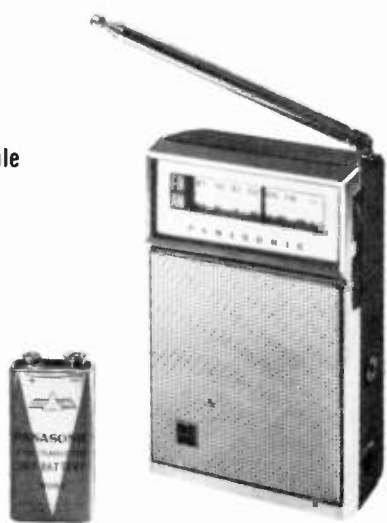
1. RF-811 Pocketable FM/AM Portable

Here's the most powerful FM/AM portable for its size and weight ever introduced. Really in a class by itself, the brilliance and clarity of this set is almost unbelievable! For, built into the RF-811 is the most sophisticated FM/AM circuitry ever employed in a set this size. Also features automatic volume control to keep sound as you want it. Effectively prevents fade out.

\$39.95

AD-300 AC Adapter, optional \$6.95

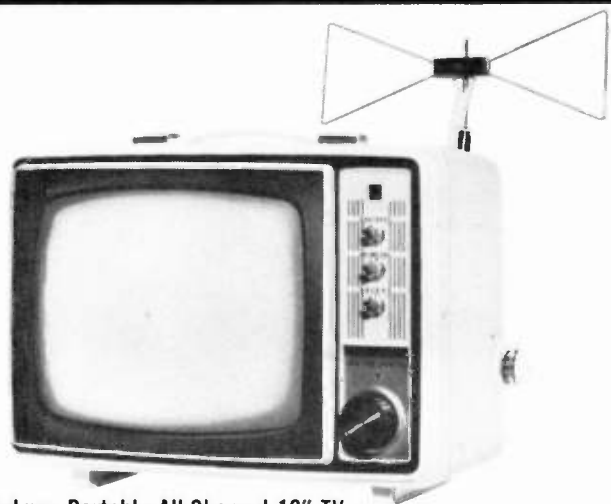
Powered by PANASONIC 9-volt battery. Power-Full Extra Long-Life



2. RS-755S Brilliant Achievement in Solid State 4-Track Stereo Tape Recorder

Special features include: Solid state circuitry; vertical or horizontal operation; 4-track stereo—record and playback; digital index counter; two speeds: 3¾ ips and 7½ ips; two dynamic microphones; separate volume and tone controls for each channel; two built-in 4" x 6" PM speakers; sound-on-sound; trans-a-track, convenient for language and music study.

\$199.95



3. AN-12D DeLuxe Portable All-Channel 12" TV

Brilliant achievement in really portable TV. Only 19 lbs., provides clear, sharp full 75 square-inch picture, nearly 1/3 larger than most 11" sets. New PANASONIC 12" overall diagonal size 110" aluminized picture tube, with corners squared, brings every detail in clearest definition. 10,500 Volts of Picture Power provides amazing picture brightness, clarity and detail. Beautiful styling. Deluxe antenna for UHF reception. Color: Antique White.

\$129.95



AS-103: Car mounting bracket, with lock, optional \$13.95

4. RF-1006 Versatile 3-Band Portable

Easy-to-install 3-band car radio—slides out for take-it-with-you listening pleasure on beach, boat, picnics! Never before so magnificent a performer! Never before a radio that installs quickly and easily in your car to provide brilliant reception of FM, AM and Short Wave. 5" PM Dynamic Speaker. Provides hundreds of hours of listening pleasure on just 4 "C" size batteries. Doesn't plug into or drain car battery.

\$69.95



Powered by 4 "C" size Panasonic Hi-Top batteries. Super-powerful! Super-long-life! Certified to have more than double the life of ordinary batteries.



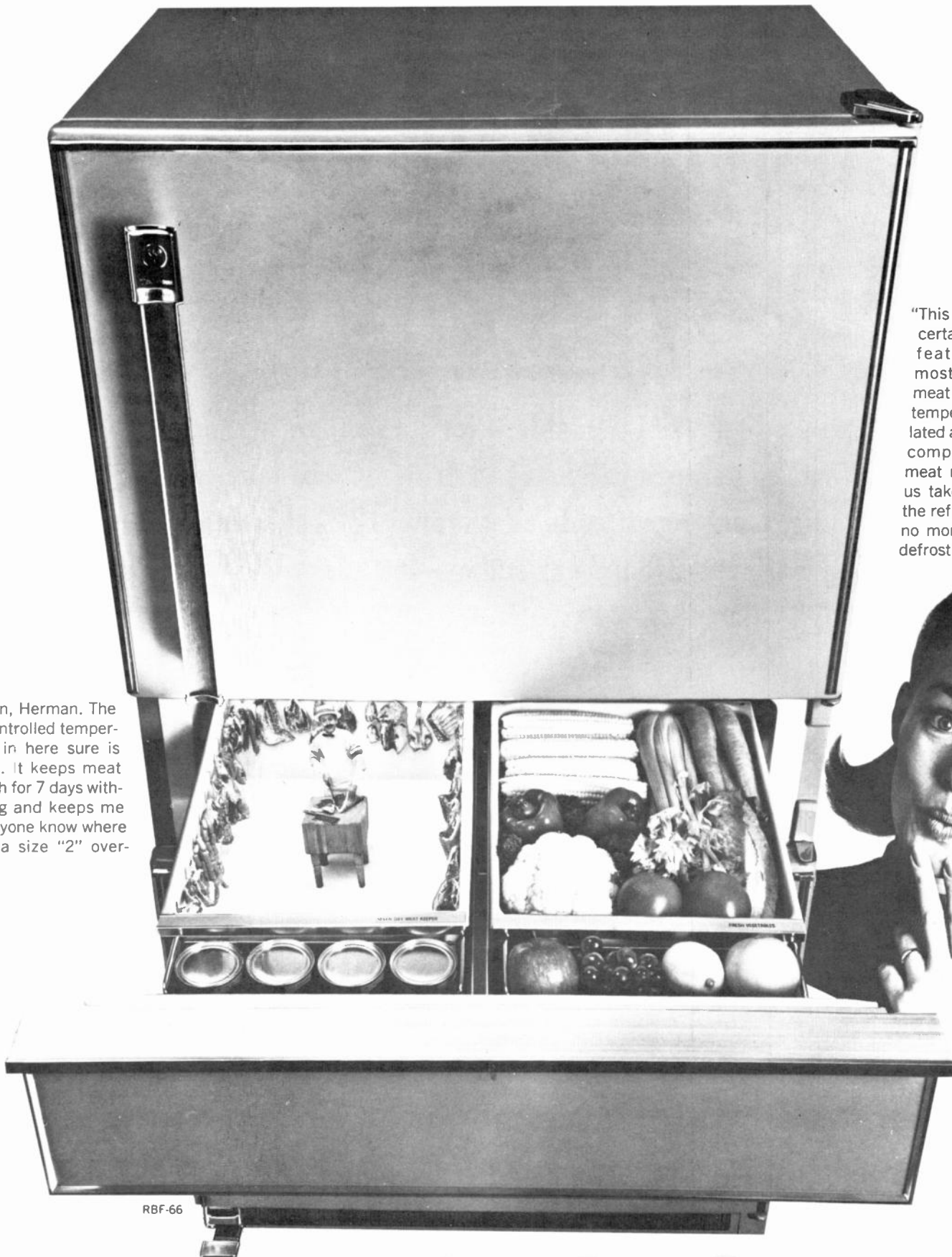
PANASONIC

BY MATSUSHITA

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

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 HAWAII/MATSUSHITA ELECTRIC OF HAWAII, INC., 205 Kalihi St., Honolulu 17, Hawaii, 847-315

Private meat markets for your customers from Westinghouse



"This 7-Day Meat Keeper certainly is the kind of feature we gals like most. Unlike ordinary meat pans, constant low temperature air is circulated around this pull-out compartment to keep meat market-fresh...lets us take meat right from the refrigerator to oven... no more long and messy defrosting—Wow!"

"It's me again, Herman. The specially controlled temperature zone in here sure is b-b-bracing. It keeps meat market-fresh for 7 days without freezing and keeps me c-c-cold. Anyone know where I can find a size "2" overcoat?"

RBF-66



"O.K., Gang, let's hear it for Westinghouse. All together now..."



RDF-66



RDF-65



R.F-46



RJF-45



RJF-49

"Hummmmm— 8 out of 9 Westinghouse Frost-Free refrigerators have 7-Day Meat Keepers. For complete details, see your Westinghouse Distributor."



RJF-85



RDF-85



"Come on, everybody, hop aboard."

You can be sure if it's Westinghouse





The Economist's Outlook

by Richard E. Snyder • Marketing Economist

Drastic Changes In A-R-TV Dealer Picture

Once again the Census Bureau of the Department of Commerce has labored hard and produced a massive mountain of "new" facts and figures about the U. S. retail economy, including the A-R-TV dealer sector. From the series of detailed individual state final reports, we have culled the 1963 census year figures on numbers of establishments and dollar sales of A-R-TV dealers and present them in the accompanying table.

Comparative figures from the 1958 Census of Retailing are also shown, and the figures for both census years have been embellished by state-by-state percentage breakdowns of the national totals, in addition to 1963/1958 percentages of change in numbers of establishments as well as dollar sales. (Whenever the word "national" appears in this write-up, it signifies the continental U. S., i.e., exclusive of Alaska and Hawaii.) The state data have been grouped under the nine basic regional area headings which the census bureau uses in many of its presentations of geographical statistics. Thus, the tabulation shown herewith is ready for direct use by manufacturers, wholesalers, and retailers in the A-R-TV field in connection with such projects as realigning territories, programming advertising outlays, determining share of market, and estimating future sales.

Such analysis and planning will no doubt take account of several types of findings similar to those which reveal some drastic changes in the national A-R-TV dealer picture, as follows:

The number of establishments in this retail universe in 1963 was 25.5% smaller than the number counted in the census for the year 1958. Only one state, Montana, showed an increase in number of establishments, from 142 in 1958 to 147 in 1963; a percentage change of +3.5. Rhode Island and North Dakota both showed store-count shrinkages amounting to 42.9%, thus "topping the list" in terms of drop-outs, on a percentage basis.

Saleswise, the national total of \$3,362,656,000 for 1963 was down 3.9% from the 1958 total of \$3,499,251,000. The state of Nevada showed the largest 1963/1958 percentage increase in sales, namely, 88.5%, while the District of Columbia registered the sharpest drop, amounting to 39.0%.

Regionally, the biggest drop in number of establishments was shown by New England, 31.9%, followed closely by East North Central, down 30.7%. The region showing the smallest decline in number of establishments was East South Central, off 14.3%.

The best regional showing on the sales side was the Pacific region's gain of 10.6%, with the Mountain region's increase of 9.3% as second best. Poorest sales performance was given by the Middle Atlantic region, where a 1963/1958 decline of 17.6% was recorded.

1963 (vs. 1958) CENSUS DATA ON APPLIANCE-RADIO-TV SPECIALTY DEALERS

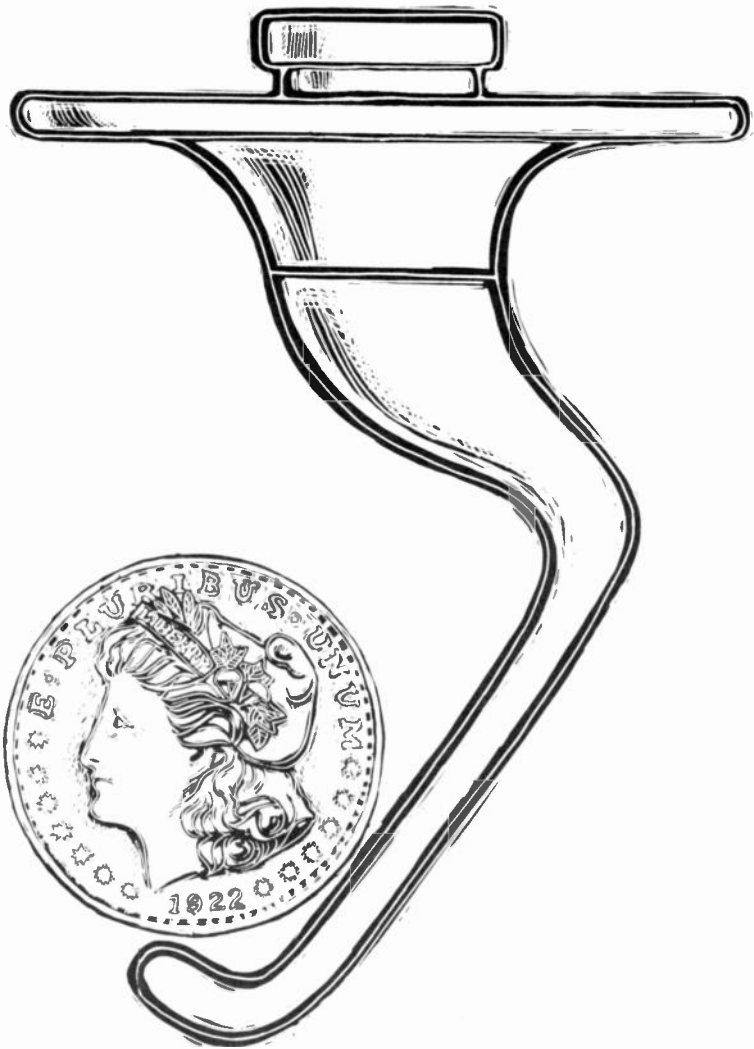
Region and State	1963 Census		1958 Census		% Change 1963/1958	1963 Census**		1958 Census		% Change 1963/1958
	No. of Spec. Dealer Establishments	% of U.S.	No. of Spec. Dealer Establishments	% of U.S.		\$ Sales of A-R-TV Spec. Dealers	% of U.S.	\$ Sales of A-R-TV Spec. Dealers	% of U.S.	
UNITED STATES*	30,540	100.00	40,985	100.00	- 25.5	\$3,362,656,000	100.00	\$3,499,251,000	100.00	- 3.9
NEW ENGLAND	1,892	6.20	2,780	6.78	- 31.9	218,832,000	6.51	211,286,000	6.04	+ 3.6
Connecticut	509	1.67	770	1.88	- 33.9	59,956,000	1.78	59,991,000	1.71	- 0.1
Maine	183	0.60	298	0.73	- 38.6	11,655,000	0.35	13,894,000	0.40	- 16.1
Massachusetts	828	2.71	1,141	2.78	- 27.4	115,801,000	3.44	103,971,000	2.97	+ 11.4
New Hampshire	154	0.50	231	0.56	- 33.3	10,702,000	0.32	10,880,000	0.31	- 1.6
Rhode Island	121	0.40	212	0.52	- 42.9	14,774,000	0.44	14,689,000	0.42	+ 0.6
Vermont	97	0.32	128	0.31	- 24.2	5,944,000	0.18	7,861,000	0.23	- 24.4
MIDDLE ATLANTIC	5,285	17.31	7,461	18.21	- 29.2	651,192,000	19.37	790,143,000	22.58	- 17.6
New Jersey	896	2.93	1,190	2.90	- 24.7	123,924,000	3.69	165,352,000	4.73	- 25.1
New York	2,387	7.82	3,381	8.26	- 29.4	333,774,000	9.93	411,434,000	11.76	- 18.9
Pennsylvania	2,002	6.56	2,890	7.05	- 30.7	193,494,000	5.75	213,357,000	6.09	- 9.3
EAST NORTH CENTRAL	6,329	20.71	9,135	22.28	- 30.7	696,810,000	20.71	747,876,000	21.37	- 6.8
Illinois	1,519	4.97	2,194	5.35	- 30.8	159,230,000	4.73	239,382,000	6.84	- 16.8
Indiana	969	3.17	1,270	3.10	- 23.7	91,828,000	2.73	78,404,000	2.24	+ 17.1
Michigan	1,421	4.65	2,054	5.01	- 30.8	168,566,000	5.01	166,974,000	4.77	+ 1.0
Ohio	1,592	5.21	2,410	5.88	- 33.9	158,182,000	4.70	179,763,000	5.14	- 12.0
Wisconsin	828	2.71	1,207	2.94	- 31.4	79,004,000	2.35	83,353,000	2.38	- 5.2
WEST NORTH CENTRAL	3,218	10.54	4,608	11.26	- 30.2	277,668,000	8.26	292,311,000	8.35	- 5.0
Iowa	667	2.19	1,089	2.66	- 38.8	47,351,000	1.41	60,897,000	1.74	- 22.2
Kansas	558	1.83	650	1.59	- 14.2	55,262,000	1.64	48,466,000	1.38	+ 14.0
Minnesota	595	1.95	782	1.91	- 23.9	52,229,000	1.55	53,020,000	1.51	- 1.5
Missouri	749	2.45	1,080	2.64	- 30.6	76,182,000	2.27	74,494,000	2.13	+ 2.3
Nebraska	368	1.20	560	1.37	- 34.2	27,960,000	0.83	31,737,000	0.91	- 11.9
North Dakota	101	0.33	177	0.43	- 42.9	8,612,000	0.26	11,178,000	0.32	- 23.0
South Dakota	180	0.59	270	0.66	- 33.3	10,072,000	0.30	12,519,000	0.36	- 19.5
SOUTH ATLANTIC	4,110	13.46	5,024	12.25	- 18.2	447,925,000	13.33	454,522,000	12.99	- 1.5
Delaware	83	0.27	105	0.26	- 21.0	12,698,000	0.38	12,437,000	0.37	+ 2.1
District of Columbia	74	0.24	116	0.28	- 36.2	21,508,000	0.64	35,248,000	1.00	- 39.0
Florida	1,096	3.59	1,305	3.18	- 16.0	133,692,000	3.98	128,821,000	3.68	+ 3.8
Georgia	665	2.18	750	1.83	- 11.3	59,925,000	1.78	57,102,000	1.63	+ 4.9
Maryland	355	1.16	479	1.17	- 25.9	46,622,000	1.39	48,654,000	1.39	- 4.2
North Carolina	675	2.21	767	1.87	- 12.0	63,678,000	1.89	57,754,000	1.65	+ 10.3
South Carolina	295	0.97	366	0.89	- 19.4	26,281,000	0.78	26,546,000	0.76	- 1.0
Virginia	540	1.77	624	1.52	- 13.5	58,727,000	1.75	59,942,000	1.71	- 2.0
West Virginia	327	1.07	512	1.25	- 36.1	24,794,000	0.74	28,018,000	0.80	- 11.5
EAST SOUTH CENTRAL	1,839	6.03	2,145	5.23	- 14.3	163,933,000	4.87	154,926,000	4.42	+ 5.8
Alabama	526	1.72	578	1.41	- 9.0	44,182,000	1.31	44,888,000	1.28	- 1.6
Kentucky	490	1.61	623	1.52	- 21.3	44,611,000	1.33	44,678,000	1.28	- 0.1
Mississippi	342	1.12	378	0.92	- 9.5	28,704,000	0.85	25,005,000	0.71	+ 14.8
Tennessee	481	1.58	566	1.38	- 15.0	46,436,000	1.38	40,355,000	1.15	+ 15.1
WEST SOUTH CENTRAL	2,794	9.15	3,488	8.51	- 19.9	257,124,000	7.65	259,807,000	7.43	- 1.0
Arkansas	312	1.02	362	0.88	- 13.8	25,467,000	0.76	21,621,000	0.62	+ 17.8
Louisiana	414	1.36	541	1.32	- 23.5	43,841,000	1.30	48,396,000	1.39	- 9.4
Oklahoma	413	1.35	528	1.29	- 21.8	38,352,000	1.14	34,460,000	0.98	+ 11.3
Texas	1,655	5.42	2,057	5.02	- 19.5	149,464,000	4.45	155,330,000	4.44	- 3.8
MOUNTAIN	1,240	4.06	1,531	3.73	- 19.0	135,010,000	4.01	123,483,000	3.53	+ 9.3
Arizona	214	0.70	259	0.63	- 17.4	24,295,000	0.72	22,319,000	0.64	+ 8.7
Colorado	323	1.06	422	1.03	- 23.5	37,906,000	1.13	34,928,000	1.00	+ 8.5
Idaho	144	0.47	199	0.49	- 27.6	14,231,000	0.42	14,832,000	0.42	- 4.4
Montana	147	0.48	142	0.35	+ 3.5	13,178,000	0.39	12,619,000	0.36	+ 4.4
Nevada	52	0.17	54	0.13	- 3.7	8,890,000	0.26	4,716,000	0.14	+ 88.5
New Mexico	143	0.47	178	0.43	- 19.7	15,346,000	0.46	14,114,000	0.40	+ 8.7
Utah	130	0.43	178	0.43	- 27.0	15,137,000	0.45	13,247,000	0.38	+ 14.3
Wyoming	87	0.28	99	0.24	- 12.1	6,027,000	0.18	6,708,000	0.19	- 10.2
PACIFIC	3,833	12.54	4,813	11.75	- 20.4	514,162,000	15.29	464,897,000	13.29	+ 10.6
California	3,034	9.93	3,700	9.04	- 18.0	419,071,000	12.46	369,685,000	10.56	+ 13.4
Oregon	297	0.97	415	1.01	- 28.4	37,753,000	1.12	35,480,000	1.02	+ 6.4
Washington	502	1.64	698	1.70	- 28.1	57,338,000	1.71	59,732,000	1.71	- 4.0

*Excludes Alaska and Hawaii.

**This is an additive total, excluding Alaska and Hawaii, based on data from individual state final retail census reports. The national sales total for 1963 given in a preliminary retail census summary report shows \$3,385,018,000 for the 48 states, District of Columbia, and also Alaska and Hawaii.

Careful perusal of the table will reveal many other interesting variations at regional and state levels. Any individual dealer who wishes to determine his own store's sales percentage share

of the totals for his state in both 1963 and 1958 may do so by simply dividing his sales figure by the applicable state totals. Was your share higher, or lower, in 1963 than in 1958? ■



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.

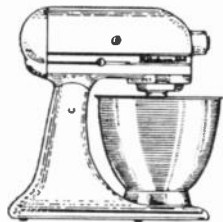
We've found that women are buying this Food Preparer because it's the only home mixer that kneads yeast dough. But that's not all it does.

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

Transistors + Stereo Amplifiers = New Market

The acoustic equipment market in Japan is expected to expand by 20 to 25 per cent this year because of regularized FM-stereo broadcasting, and two questions related to the market expansion are now attracting the attention of industrial circles. One involves transistorization of stereo amplifiers as in the case of the U. S. and the other relates to the development of two-speaker systems that are of smaller dimensions but still provide high performance.

Full-scale transistorization of stereo sets, including amplifiers, began in 1963 in Japan. The move was pioneered by Trio Corp. and Lux Corp., which are specialized auto equipment manufacturers. These two makers were followed by Sanyo Electric Co., a general assembled set manufacturer, in 1964. This touched off a race in transistorization of stereo amplifiers, in which Victor Co. of Japan, Nippon Columbia Co., and Matsushita Electric Industrial Co. began to take part. Under the situation, transistorization of stereo amplifiers during 1965 is expected to make notable headway.

Transistorization of stereo amplifiers is generally favored, because: (1) power consumption can be minimized, (2) warming-up time can be eliminated, (3) size and weight can be reduced, and (4) the sound is sharp and clear. Until recently, however, the high prices of transistors required for a power amplifier unit have been a braking factor in this field, making Japan fall behind the U. S.

An engineering question involving the configuration of the shorting prevention circuit for the final-stage output transistor also made Japanese engineers wary of rushing into transistorization. Then there were some views favoring mellower sound quality of tube amplifiers.

Lately, however, power transistors for hi-fi application and those with excellent linearity have been commercialized and prices of such products have been reduced markedly because of competition among semiconductor manufacturers. The situation has triggered a concerted move towards transistorization of stereo amplifiers. In the case of amplifier manufacturers experienced in export to the U. S., the



TV STAR Vic Morrow heard Pioneer's CS-51 and bought a set during a recent visit to Japan.

motive is apparently a better conformity to the requirements of the American market where transistorized amplifiers are sold in larger quantities.

Trio Corp., one of the largest audio manufacturers, has revealed its program for transistorizing 30 per cent of its amplifier output by the end of 1965. Pioneer Electronic Corp. intends to use silicon mesa transistors for the output unit, single-end push-pull circuit for the output circuit to improve the damping characteristics, and protective circuit comprising an electronic switch and precision relay for preventing short-circuiting at the final stage. All these considerations at Pioneer Electronic Corp. are given as a means of producing transistorized amplifiers of performance higher than that of tube amplifiers. Reports indicate that the ratio of tube and transistorized stereo amplifiers in the U. S. will be 50-50 by the end of this year, but in Japan the ratio is expected to be no more than 80-20. The reason advanced is that very little interest is indicated by most audio consumers towards transistorization of stereo amplifiers.

Flat Speaker Systems On Way To Popularization

The development of flat, book-shelf type speaker systems is also attracting attention of the circles concerned. This is rather a result of stimulus given by the fact that similar speaker systems are beginning to become preferred products in the Western nations. While speaker systems that can be fitted into book shelves or used as part of furniture for living rooms have been made on a trial basis from time to time by some specialized manufacturers since about two years ago, these came suddenly into the limelight early this year.

Three reasons may be cited for this trend. In the first place, many Japanese homes are of such construction that separate speaker systems

(Continued on page 40)

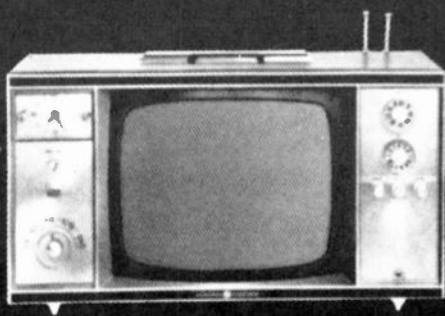
Trim along dotted line and you have your own personal portable ad. Carry it everywhere, especially to your G. E. dealer and carry home portable values.

General Electric sells more Personal Portable* TV's than anyone else.

No wonder:



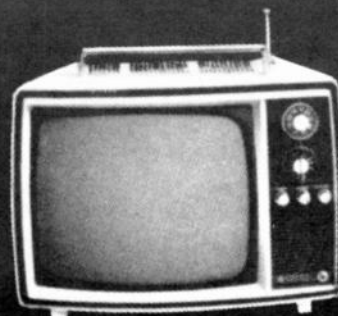
New 82-Channel Personal Portable. Weighs 13½ pounds. Incorporates G. E.'s exclusive Tandem "82" tuning system and sealed-beam picture tube. Model 111 A.



Clock-Radio-TV. Perfect bedside personal set. Lulls you to sleep and wakes you up automatically to radio or TV. All-channel Tandem "82" tuner. Includes private earphone and jack. Model 181 A.



New Play-Anywhere Transistor TV. Plays on house, car and boat current. Also works on optional battery pack. 13 pounds. Free in-car adapter. Model TR 805 A.



Deluxe Personal Portable. Equipped with private earphone and jack. Die-cast chrome carrying handle. All-channel Tandem "82" tuning system. Choice of colors. Model 113 A.

GENERAL  ELECTRIC

New Free Service Warranty Good 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. *14" screen size or less. **9" or 11" screen (diag. meas.) only.

And no wonder the 75 million readers of LIFE, Post and TV Guide look for stores like yours to buy General Electric portables. Lucky Mr. G-E TV dealer.



TRIBUTE TO HAROLD MASSEY, managing director of GAMA (left), is paid by members during President's Dinner staged at association's annual meeting. Here, Massey holds photostat of front page of issue of *The New York Times* published on day of his birth and examines gold money clip extended by A. B. Ritzenthaler, retiring GAMA president. These are only two of tokens of esteem presented to Massey during evening which also includes several testimonials from past presidents of organization.



PASSING OF GAVEL pose is struck by S. B. Rymer, Jr. (left), GAMA's new president, and A. B. Ritzenthaler, who steps down from post during association's annual meeting.

Things Are Good But Could Be Better, GAMA Told

AGA's Gale calls for greater expenditures for research.

Predictions of unprecedented growth in the gas appliance and equipment industry made during the 30th annual meeting of the Gas Appliance Mfrs. Ass'n last month were coupled with warnings that the industry will have to increase its efforts in the areas of product research, capital investment, and merchandising.

The association, meeting in Boca Raton, Fla., elected as president S. B. Rymer, Jr., president of Magic Chef, Inc. Other officers elected are: F. Donald Hart, Lear Siegler, Inc., first vice president; Milton E. Morgan, A. O. Smith Corp., second vice president, and Robert C. LeMay, Selas Corp. of America, treasurer.

GAMA now boasts a record membership of 650 manufacturing firms, it was announced during the meeting.

In his inaugural address, Rymer cited trends in the American business community which he said show promise of matching "the spectacular achievements of our nation's explorers."

Among trends cited by the speaker were: a continuing growth in the economy, which, if it continued through April, 1965 would be the longest period of upturn in the nation's history; record average income for American families and the lowest unemployment rate in seven years; attainment of age 18 by 3,700,000 youngsters in 1965—1,000,000 more than in '64 ("As these youngsters marry and set up housekeeping, the impact on sales of appliances and other household goods will be phenomenal"); expenditure of \$1.9 billion by the gas industry in '65 for construction of new facilities and purchase of new equipment, topping 1964 expenditures by \$100 million; a more abundant supply of natural gas than ever.

A. B. Ritzenthaler, retiring president of GAMA, told the meeting that while dollar value

DIVISION OFFICERS NAMED

Included among chairmen and vice chairmen of GAMA divisions elected or re-elected during the recent annual meeting are those shown below:

Automatic Controls Div.—chairman, Charles M. Stainton, Controls Co. of America; vice chairman, Philip S. Harper, Jr., Harper-Wyman Co.;

Gas Incinerator Div.—chairman, Bernard E. Mustee, E. L. Mustee & Sons, Inc., vice chairman, Frederick H. Martin, Martin Stamping and Stove Co.;

Gas Clothes Dryer Div.—chairman, Edward A. Nash, Norge Sales Corp.; vice chairman, Robert A. Strain, The Maytag Co.;

Domestic Gas Range Div.—chairman, Walter F. Rogers, Crown Stove Works; vice chairman, Morris W. Morris, Welbilt Corp.;

Gas Appliance Regulator Div.—chairman, John A. Wolff, ITT General Controls, Inc.; vice chairman, Paul F. Neess, Controls Co. of America;

Gas Water Heater Div.—chairman, A. J. Crookes, The White Products Div., Lamb Industries, Inc.; vice chairman, James M. Starke, Gaffers & Sattler Corp.

of all consumer purchases in 1964 increased 6.6 per cent over the previous year, appliance sales were up only 4.7 per cent.

"We'll just have to do better—despite the fact that last year gas range sales were at their highest level in eight years, and we set new all-time high records for factory shipments of gas clothes dryers and gas central heating equipment," Ritzenthaler said.

The speaker, who is vice president of The Tappan Co., cited revised goals set by the Gas Industry Development Committee which state that by 1969 the industry "could and should" be selling:

- 1,700,000 units of gas central house heating equipment, 300,000 more than in 1964;

- 3,000,000 gas ranges, 800,000 more than in 1964;

- 3,100,000 gas water heaters, 400,000 more than in 1964;

- 1,100,000 gas clothes dryers, 500,000 more than in 1964;

- as well as a tripling of gas incinerator sales, a doubling of gas light purchases, and a nine-fold increase in gas air conditioning installations.

Dr. Richard H. Gale, director, research and development, American Gas Ass'n, told a breakfast session of the annual meeting that the industry's \$3.5 million program of research for 1965 is much too small: "It should be two or three times bigger."

(Continued on page 40)

Gibson Goes All Out For ACTION



with
frost ❄️ clear
sweepstakes

in May 28
LIFE

An exciting new traffic-building product-selling combination for YOU to use to kick off a record

Spring Season. If you're a Gibson dealer, you'll soon be getting all kinds of action as prospective customers come into your store to try for one of the 5000 big, big, *big* prizes Gibson is offering for you. The secret to the sweepstake's all-out selling action is a really exciting prize list, plus big LIFE exposure in a full page ad with a new kind of dealer listing card insert, that could include *YOUR* name.

100 FIRST PRIZES

All-expense paid, deluxe trips for 2 to San Juan & St. Thomas

100 lucky couples will join us for the Big Show in Puerto Rico with a V.I.P. itinerary planned and hosted by Gibson! Who wouldn't get up and go for a once-in-a-lifetime vacation opportunity like this!



The magnificent "President's Choice" model 9316 refrigerator-freezer will be featured throughout the entire Spring Promotion.

AND 4900 2nd PRIZES

Beautiful Gibson Frost Clear Refrigerators, Model 3912

Think what this means — as your salesmen describe the prizes, they are actually doing a complete selling job for Frost Clear and for your store as Frost Clear headquarters. What better way to point up the tremendous comparison in Gibson quality and value versus competition.

PLUS AN INCREASED SCHEDULE ON N.B.C.-TV's TODAY SHOW!!

What a vehicle to tell the Frost Clear sweepstakes story to women everywhere! Hugh Downs and Company will be delivering action-producing messages to this tremendous morning audience. This heavy schedule of Gibson spots begins May 4th and keeps on selling throughout the heart of your Spring and Summer Season.



And timely tie-in with NEMA-EEI promotion

Frost Clear Sweepstakes is timed to coincide with this important industry-wide effort to sell frostless refrigeration. (Frost Clear)

Gibson THE BIG 1 IS REALLY ON THE MOVE!

HUPP
CORPORATION

GIBSON REFRIGERATOR SALES CORPORATION GREENVILLE, MICHIGAN

Manufacturers of quality Refrigerators, Freezers, Air Conditioners, Ranges, Dehumidifiers.

Out in front this May

HARRY ISN'T GOLFING THIS WEEKEND
Du Pont LUCITE® House Paint sent Tom in his place

It's the regular Saturday afternoon that sees off at 8:45. Except that Harry has been replaced by Tom. Since Harry has to repeat his lesson, Harry should have followed Tom's lead when they both pointed three years ago.

Tom used Du Pont LUCITE® House Paint. Harry went with ordinary of base paint. Tom's Harry taught us that there is a lack of the job again—a lot sooner than Tom.

LUCITE means less work, more wear.

- Resists blistering, cracking, peeling and color fading better than oil base paints.
- Minimum surface preparation. No priming coat.
- Paints over damp surfaces. Dries in half an hour.
- Starting and stopping points blend.
- Fast, simple cleanup with just soap and water.
- Use it on wood, stucco, masonry—anything.

This go-around Sads Harry painting with LUCITE. And he'll know what to do with the extra free time LUCITE gives him. Tom's a great guy, but let him make up his own leisuretime.

FORE.

Enjoy true-to-life Color from RCA Victor with Solid Copper Circuit dependability

Most true-to-life color RCA Victor Color TV is an actual and bright, you'll compare it to color motion pictures! RCA's Solid Copper Circuit—exclusive solid-to-base "hard wiring"—eliminates over 200 possible trouble spots for better TV service reliability. More TV service means RCA Victor Color TV's that all other leading makes combined. RCA pioneered and perfected Color TV in the most responsible manner. Remember, more people use RCA's color Color TV than all other brands combined. Shouldn't you?

RCA COLOR

The Most Trusted Name in Electronics

The classic French Provincial Motograph for New Victor® color, two 9" x 9" speakers

The Moore offers suburban Early American styling also may, separate, color-keyed tuning

The Sylvania Home Entertainment Center has Color TV—radio, video, stereo, 3 color FM, AM-FM stereo radio, 8 speakers

Doesn't every wide-awake person wind up with a Ben Alarm?

No. Some plug in a Ben Electric.

But everybody can get this book free!

Buy one of the beautiful, new Ben of Baby Bells, with adjustable loud-soft alarm and very, very quiet tick. Or buy a handsome new Ben Electric with buzzer alarm and a movement you can hear. And when you do, you get this new home decorating book free. Special offer for a limited time only. First book of its kind! 100 pages, 125 color illustrations. Sells for \$1.25. Yours free when you buy a Ben! And Ben prices start at just \$7.99!

WESTCLOX
A Division of GENERAL TIME

Once you've seen Magnox Color you'll never be satisfied with anything less than a Magnox color.

Only Magnox gives you all these important advancements that make Magnox Color the finest:

- **Brilliant Color**—gives the brightest, most vivid pictures—60 percent brighter than others.
- **Automatic Color**—always gives you exacting color—eliminates the need for manual color tuning which frequently distorts pictures.
- **Constant Color**—advanced mercury holds color constant.
- **Chromastone Pictures**—add dimension and depth to color—warm beauty to monochrome, eliminating the drab black and white pictures.
- **Quick Pictures**—in seconds after set is turned on—four times as fast as others.
- **Magnox Sound**—well renowned for its clarity. It lends realism to program enjoyment.
- **More Reliable**—bonded mercury used in military equipment—absolute trouble-free dependability.
- **Magnox Color TV** is a wide choice of magnificent features is sold direct through Magnox's franchise dealers listed in the Yellow Pages! Saving you millions! Costs Priced from \$199.90.

MAGNOX

How to dress up a room scheme with a happy future... without spending a fortune on the furniture!

Buy Basset Furniture... and have a big savings! Here, Virginia Colony™ into two nations through their time, and for some the birds will choose Basset for her own home, too. There's a big variety of styles which you'll find in few other furniture stores. Best of all, it is so well constructed that it will be the longest lasting—possibly because Basset is the world's largest manufacturer of wood furniture. Plus to decorate your home with Basset bedrooms, dining rooms, and nursery furniture... living room tables... and occasional pieces by our Phoenician™ division. The money you save will buy more exciting accessories.

Basset

Color is better in Philco 20/20 Color Vision.

You just don't know how good color TV can be until you see new Philco 20/20 Color Vision.

Here's superb color in sharp focus. An advanced new color picture tube gives the brightest, most natural picture you've ever seen. The color doesn't fade or turn gray—Philco's Automatic Picture Pilot checks it over 15,000 times a second. And you get beautiful color reception even in fringe areas. Philco's ColorClear Tuner and Power-Plus Chassis actually double the picture-pulling power of Philco Color TV.

Before you decide on any color TV, see new Philco 20/20 Color Vision. You won't settle for anything else.

PHILCO

Your morning is as good as your mattress

Designed in cooperation with leading orthopedic surgeons for firmness, the Sealy Posturepedic spends all night giving back to you what the long day has taken away. Naturally, your mornings are better—never a morning headache.

from sleeping on a too-soft mattress! And you can choose your Posturepedic with the kind of comfort that feels best to you. Extra Firm or Comfort Firm. Posturepedic mattresses and matching foundations, each priced from \$79.95.

SEALY POSTUREPEDIC

You should know why... the first coat of paint on over 95% of all homes is made with LINSEED OIL

Before you paint or repaint, read this!

The primary job of paint is to protect wood and masonry surfaces. Linseed oil has a natural ability to penetrate wood that painting experts have long recognized. That's why the first coat of linseed paint on over 95% of all new homes is made with linseed oil. And by penetrating each home with linseed oil paint you insure lasting protection and beauty for your home.

Linseed oil paint provides lasting durability and protection because it is naturally absorbed by wood. The oil soaks into the wood cells and forms a tough, durable film. Contains this protection when you repaint by mixing on paint made with linseed oil.

Linseed oil paints, proved by time and improved by technology, are now also available in more finished forms—ones having the convenience of soap and water cleanup with the protection of linseed oil. Your home also stays paint looking longer! That's the beauty of using paint made with linseed oil.

NATIONAL FLATHEAD PRODUCTS CORPORATION

These ads will get top visibility in Reader's Digest — because it's read by 1 out of 3 shoppers

Put these products up front and watch The Digest go to work for you. It's bought by as many households as watch a top-10 tv show—twice as many as buy any other general magazine! And the people in these Digest households are your better customers: they earn 27% more,

on the average, than those who watch the No. 1 tv show! Even more important to you, these customers believe in The Digest—in its editorial content *and* in its advertising pages. This faith *moves* these customers. It will also move these products for you.

PEOPLE HAVE FAITH IN READER'S DIGEST 14½ million U.S. families (26 million world-wide) buy each issue

Trends

IN THE MARTS OF TRADE

ACQUISITION of electric housewares facilities of Landers, Frary & Clark by the housewares division of The General Electric Co., Bridgeport, Conn., gets a green light from the Justice Department after Justice initially turned thumbs down on the deal. It is understood that GE plans to continue use of the Universal and Handy-Hannah names. GE is planning, says Willard H. Sahloff, vice president and general manager of the housewares division, to make detailed inventories of the varying types of assets to be purchased in the electric housewares portion of the business. GE also expects to invest, in the next 12 to 18 months, about \$1 million for renovation and modernization in the Landers plants in Fort Smith, Ark., and in New Britain, Conn. Before the purchase becomes final, Sahloff says, GE has to complete the negotiation of satisfactory collective bargaining agreements in each plant, "since we hope to utilize much of the existing labor force and preserve many of the jobs in both states."

COMBINATION AUTO RADIO and stereo tape player is previewed to members of the record industry by RCA Victor Records and the Lear Jet Corp. The device, in a package no larger than some of the smallest auto radios now in use, consists of a stereo cartridge developed by Lear Jet, a new 8-track duplicating technique created by RCA Victor Records, and a radio-tape player created by Lear to accept the cartridge. The system, it is claimed, makes possible 80 minutes of stereophonic reproduction in the one cartridge. When the cartridge is fully inserted, the playing mechanism automatically switches from radio (AM) to tape. The car listener then needs only to press a selector button located beneath the radio dial to switch to any of four stereo programs on the tape. The cartridge is adaptable for use in boats and homes as well. George R. Marek, vice president and general manager of the RCA Victor Record division, invited officials of other record companies to consider making use of both the new tape and cartridge so their catalogs can become available to consumers.

MORE THAN 5,000 prizes will be awarded to consumers and dealers during the national cooperative campaign to be run in October by the electric housewares section of the National Electrical Mfr's. Ass'n (NEMA.) The program is based on a "Holiday of a Lifetime Sweepstakes," tying in with the overall "Holiday" theme. Grand prize is a trip for two to any spot in the world that the winner desires; second prize is a similar trip for two anywhere in Europe; third prize is a trip for two anywhere in the United States; after

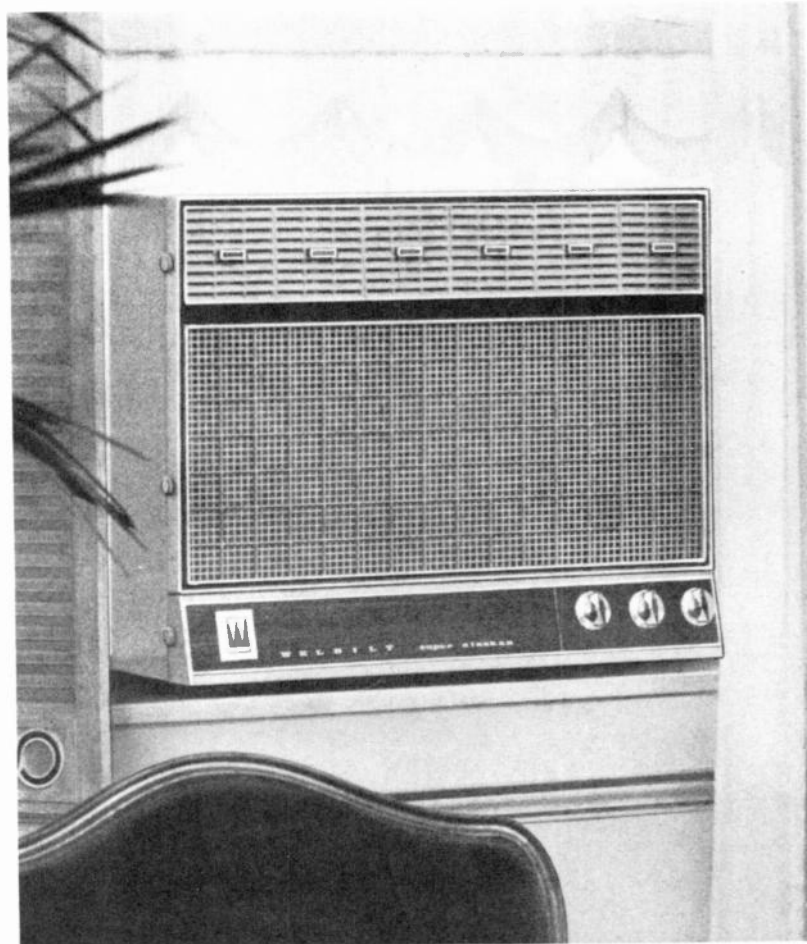
that are trips to Bermuda and many other prizes including special cookbooks and electric housewares, according to William Pfeif, manager of marketing and distribution, housewares division of GE and chairman of the NEMA electric housewares promotion committee. A special tear-out booklet containing news of the sweepstakes and section members' products will appear in the October

issues of Family Circle and Holiday magazines. A comprehensive planner and work book plus a promotional kit of collateral material is being prepared to outline areas of activity on all levels.

LATEST EXAMPLE of closer ties between manufacturer and retailer is the case in Wilmington, Ohio, where the General Electric Co. took a lease on what is considered a desirable spot for an appliance store, and then went out to find a dealer to occupy the spot. Cooper Snyder, who already operates a hardware and major appliance store in nearby Blanches-

ter, receives the GE major appliance franchise in Wilmington, a Cincinnati suburb. E. L. Stehle, general manager of the major appliance division's distribution sales operation at GE, explains that the idea of leasing a facility to encourage the establishment of a retail outlet where one is needed is new for the GE major appliance division, and is viewed as an experiment. "We are not at all sure that this method of encouraging distribution where we need it would work in all markets," says Stehle, "but we hope to test it in another part of the country later on this year." It is understood that Snyder, under his sublease from GE, is paying exactly the same rent that GE is paying.

Super cooling power... Super sales power... styled, engineered and priced to beat all competition



The Super Alaskan packs all the power you need for the large room and multi-room installations that are an important share of your air conditioner sales. 23,500 and 27,500 B.T.U. cool large rooms, stores and offices quickly, quietly and efficiently.

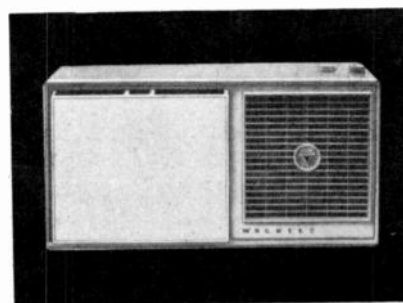
The styling packs a wallop too. Gone is the bulky "machine." In its place, your customers find a decorator designed furniture look that makes itself at home in the most elegant surroundings. But the biggest punch by far is the spectacular price.

The Super Alaskan gives your customer more cooling for his dollar than any other model on the market today... and that's a claim we can prove. Just give us a call and we'll let you have the facts. But please sit down when we tell you... we don't want to bowl you over.

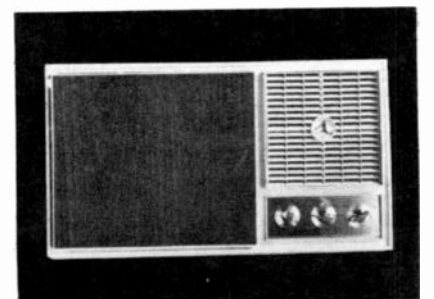
BOOST YOUR SALES WITH THE NEW WELBILT LINE — MODELS FOR EVERY NEED — FROM 4,300 TO 27,500 B.T.U.



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.



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

Write, Wire, Phone today.



Welbilt

Corporation

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

Here's the
kind of
ACTION
that gets
the crowds

Meet the portables that are made to move—the Pick of the Portables by RCA Victor. They're all terrific traffic builders because they all have more of the promotable features you need to boost your share of the booming portable market. RCA Victor will promote these handsome new portables with full-page ads in *Life* and *Look*. Other portable ads will appear in *Time*, the *New Yorker* and *Sports Illustrated*. All this, plus TV and extra promotional support. With this kind of backing, you'd better get set for plenty of action.



Promise big TV enjoyment that's easy on the pocketbook, easy on the eyes. The Pickwick has 20,000 volts for picture-pulling power. Delivers a big, bright 'n beautiful 19" picture. A Pick of the Portables value leader with Rollabout stand.



Get your piece of the **ACTION**...see your

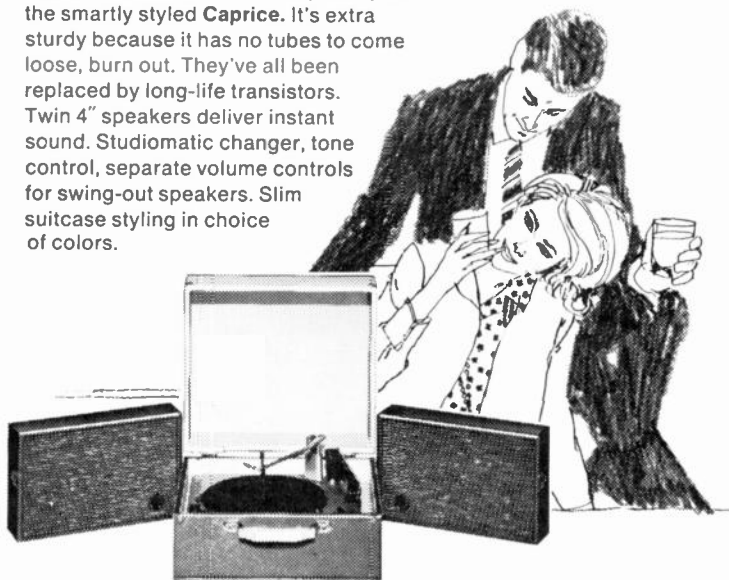
RCA Victor

The PICK of the PORTABLES



Deluxe new 19"* portable goes anywhere on its trim, new Rollabout stand. The Envoy features earphone jack for undisturbed listening pleasure. Front tuning and front-mounted 4" speaker.

Watch Portable Stereo sales perk up with the smartly styled Caprice. It's extra sturdy because it has no tubes to come loose, burn out. They've all been replaced by long-life transistors. Twin 4" speakers deliver instant sound. Studiomatic changer, tone control, separate volume controls for swing-out speakers. Slim suitcase styling in choice of colors.

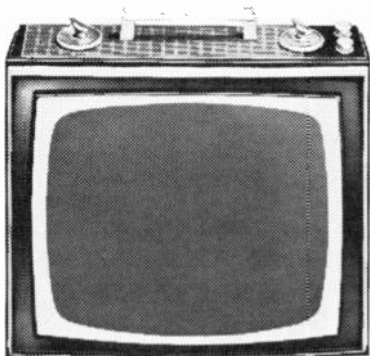


Pick of the Portables special traffic builder—the value-priced Talisman monaural portable. It's a slim, trim phonograph that scores big with the younger set. Heavy-duty 4" speaker, Studiomatic changer, separate controls for volume, tone and changer. Available in charcoal brown and white or gunmetal blue and white.



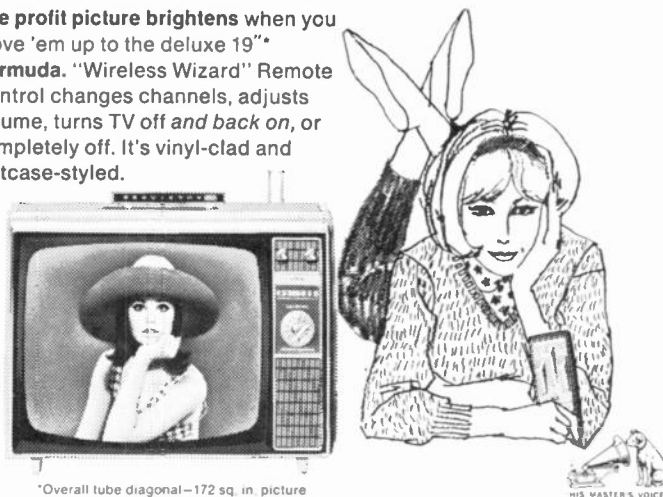
RCA Solid Copper Circuits are the circuits of the Space Age—they replace old-fashioned "hand wiring" for greater dependability, better TV performance.

The famous RCA Victor "Sweet 16"† now available at a special Pick of the Portables price. The Debonair features all-channel reception plus Automatic Gain Control that "shifts gears" electronically for the clearest, sharpest picture possible, even in difficult reception areas.

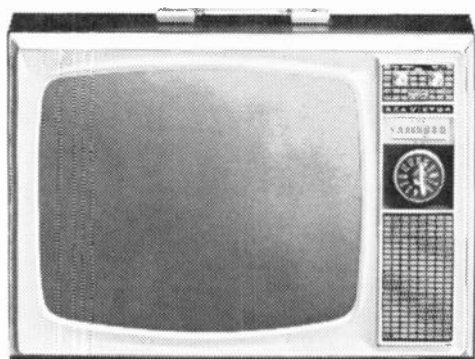


*Overall tube diagonal—125 sq. in. picture

The profit picture brightens when you move 'em up to the deluxe 19"* Bermuda. "Wireless Wizard" Remote Control changes channels, adjusts volume, turns TV off and back on, or completely off. It's vinyl-clad and suitcase-styled.



*Overall tube diagonal—172 sq. in. picture



Stir up second set sales with the Eldorado—a 19" portable with plenty of price appeal. Its crisp, clean-lined styling makes it *the* portable for the "go" set. Has more of the deluxe new features they want.

RCA VICTOR distributor!



The Most Trusted Name in Electronics

Tmk (s) ©



Clipping

the retail ADS

Headline: "Father's Day SPECIAL! 2 For 1 Sale!" A "typical" father wears a crown made of the words: "June 21st is Father's Day," in this ad by **Town & Country Gamble Store**, Cheyenne, Wyo. The ad offers a GE pocket transistor radio

to get that new refrigerator, range or home laundry you've wanted AT A TERRIFIC SAVING — merely by turning in your present appliance!

A couple of seconds is all it takes to make the best dollar-saving deal of your life. We'll show you in black and white — right down to the last penny — how it figures out. So — come on in and talk trade! Sooner you do, *the more you save!*"



Headline: "For Dad Or Grad . . . radios and television priced to please! Enjoy it now, pay later! Use our convenient Flex Account Credit Plan. Up to 24 months to pay, with a small carrying charge," reads ad by **May—D & F**, Denver, Colo. One portable black and white TV, seven radios, and one tape recorder are

illustrated in the ad, which was run during store's "June Value Fair," a one-month promotion.

FATHER'S DAY SPECIAL! 
2 FOR 1 SALE!
GE POCKET TRANSISTOR RADIO FREE
 With the Purchase of This Big 19" Portable TV
FOR \$139⁹⁵ 
ADDED BONUS Friday, Saturday and Sunday ONLY!
FREE! TV STAND
CELEBRITY PORTABLE TV
 Here is truly the most convenient portable TV that has ever been designed. It's the only one that offers anywhere over 2" of the largest size picture without picture loss. Complete line items in the fully equipped, convenient box.
THIS BIG OFFER GOOD FRI., SAT. & SUN. ONLY!
LONG EASY TERMS **Small Down Payment**
 Complete Appliance Service Dial 634-3374 Wyoming's Largest Of Dealer
Town & Country Gamble Store
 Open Every Day and Evenings South on Highway 85-87
 Weekdays 9:30 to 9:30—Sundays 9:00 to 6:00 Plenty of Free Parking

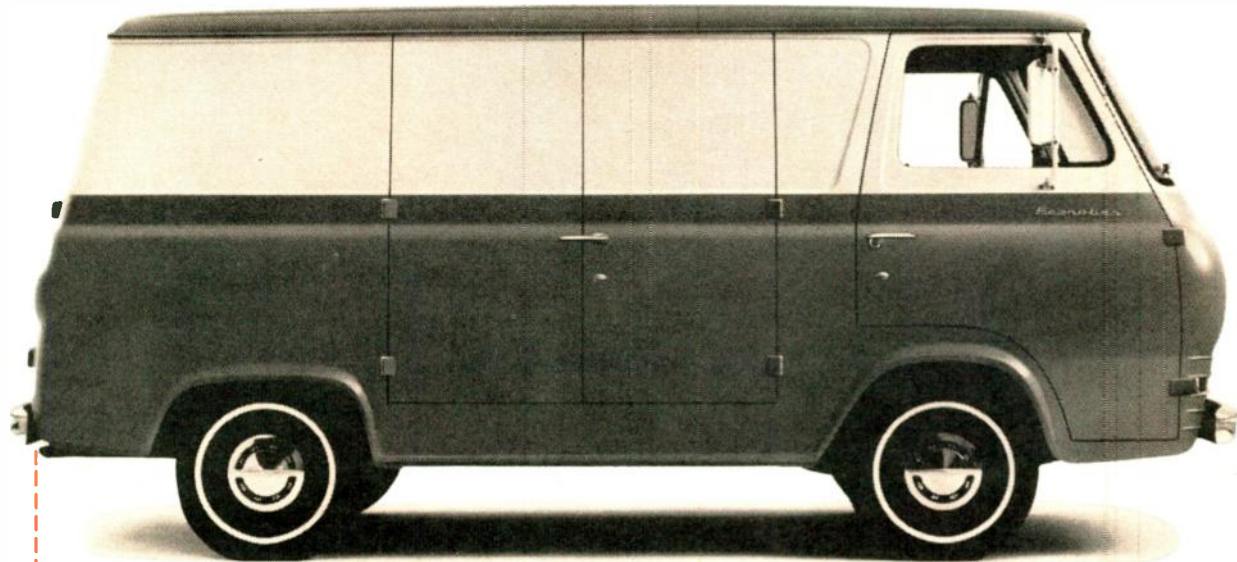
free with the purchase of a 19-in. portable black and white TV receiver — only on Saturday and Sunday. Copy also notes that, as added bonus (on those days) purchasers would also receive a TV stand free.

Headline: "Wanted AT ONCE! by Famous Appliances, Inc. 100 USED REFRIGERATORS," states this ad by the Colorado Springs, Colo., firm. Copy reads: "This beats anything

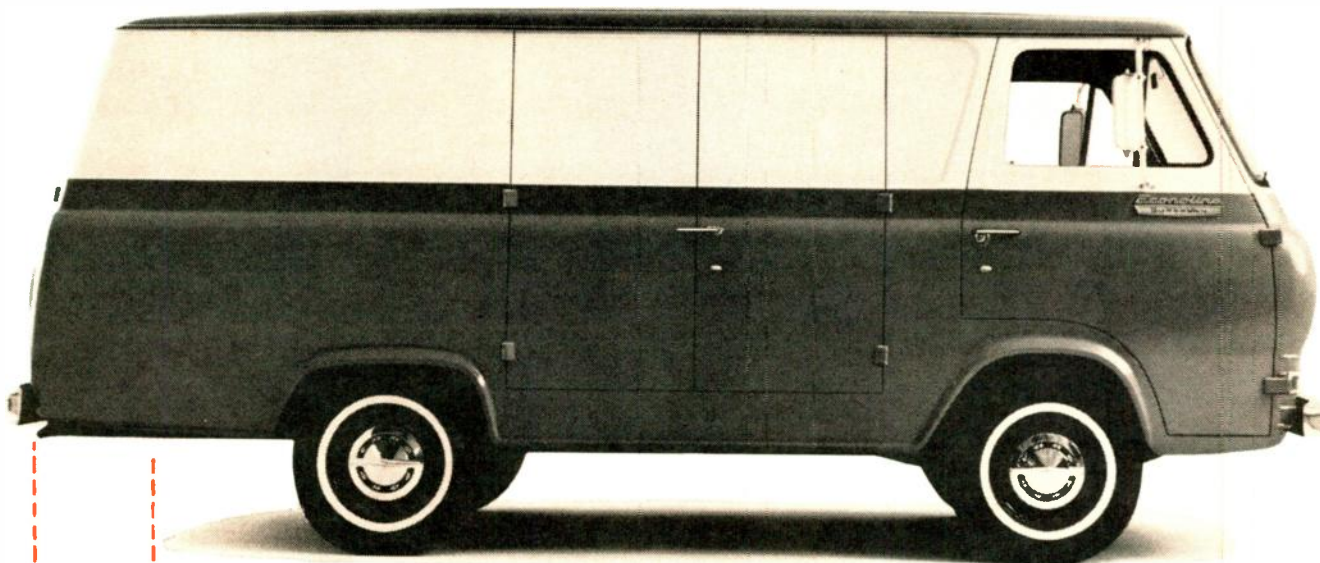
WANTED AT ONCE!
 by FAMOUS APPLIANCES, Inc.
 2220 EAST PLATTE
100 USED REFRIGERATORS
 This beats anything you've ever heard of!
 LOOK WHAT WE'RE PAYING!
FRIGIDAIRE
GIANT 100-LB. FREEZER
DEEP SHELF

you've ever heard of. To meet market demand, we're going *all out* to snap up good used refrigerators. Here's a made-to-order opportunity

NOW!



REGULAR ECONOMY SIZE
 America's No. 1 Van



1 1/2 FEET LONGER

NEW GIANT ECONOMY SIZE
 Now America's best selling van—Ford Econoline—has a new teammate, the Econoline SuperVan. The SuperVan has all the virtues of the regular Van *plus* 23% more loadspace. It's 1 1/2 ft. longer—making it the biggest van of its type!

HATCH's Where Every Day Is SALE DAY!
don't forget o'le dad on...

Father's Day

G-E... 12 POUNDS OF TV
AT LAST A TRUE PORTABLE

- Up-Front Controls
- Daylight Blue
- Built-In Antenna
- Compression Cooling
- Six Compacrons

\$99.95

LARGEST DISCOUNTS IN TOWN!
— Open Wednesday & Friday Evenings —

NO MONEY DOWN 3 YEARS TO PAY!

Use Our 6 Payment Plan!

QUALITY LINES - POPULAR PRICES - CASHY TERMS

HATCH'S

Phone 633-7738
28 S. TEJON

Father's Day ad

Headline: "Hatch's Where Every Day Is Sale Day! Don't forget o'le Dad on FATHER'S DAY," suggests this ad by Hatch's, Colorado Springs, Colo. Pictured is GE 12-lb. portable being lifted by man's pinkie. Advantages of buying at store are listed in advertisement.

Headline: Prospective June Brides are the target of this ad by Cleverly's Furniture & Appliances, Idaho Falls, Ida. Headline reads: "Wedding Special. You asked for it! Now you can have the Furniture & Appliances you need for your home." Various combinations of living room, bedroom,

CLEVERLY'S DISCOUNT STORE

Wedding Special

You Asked For It! Now You Can Have The
Furniture & Appliances
You Need For Your Home

All For Only **639.50**

SAVE \$340.25
NO DOWN PAYMENT
No Payment Due 'Til August
ONLY \$22.25 Per Month

5-Pc. Living Room Set
4-Pc. Bedroom Set
5-Pc. Dinette Set
30" Westinghouse Range,
10 Cu. Ft. Refrigerator
Manufacturer's List Price \$975.75

5-Pc. Dinette Set Includes:
• Table
• 4 Chairs
• Chairs of seton

5-Pc. Living Rm. Set Includes:
• Dinette — makes into bed
• 3 end tables
• 1 Coffee Table
• 1 Sofa
• 1 Chair
• 1 Chair of seton

4-Pc. Bedroom Set Includes:
• Double dresser and mirror
• Bedstead

and dinette sets are listed, together with kitchen appliances. Copy notes that no down payment is necessary, and couples may take until August before making the first payment.

Headline: "At these Prices We Could Sell Refrigerators to Eskimos," states this ad by Kelly and Cohen, Pittsburgh, Pa. Large type proclaims:

At these Prices we Could Sell Refrigerators to Eskimos!

GIANT REFRIGERATOR Sale

SALE DAYS - TONIGHT FRIDAY AND SATURDAY!

YOUR CHOICE OF 3 FAMOUS NAME BIG 2 DOOR REFRIGERATOR FREEZERS

\$188

Choose from: ADMIRAL, HOTPOINT, GE, Norge, Philco, RCA Whirlpool

\$148

FREEZERS

\$148

PORTABLE TV SALE

As low as \$77

As low as \$99

NO MONEY DOWN - PAY NOTHING TILL OCT.!

HOOPER, CHAMBERS & PUBLISHERS

AMHERST, BROOKLYN, GREENSBORO, NATIONA HEIGHTS, WASHINGTON, PA.

ROCKFORD, BOSTONVILLE, NORTH HILLS, ROUTE 30

Kelly & Cohen

"GIANT Refrigerator Sale." Copy reads: "Special purchases and big markdowns will bring customers from as far away as Alaska to share in the Savings . . . So for the hot summer days ahead, get yourself a real cool buy on a brand new, brand name refrigerator." Ad also pitches portable TV receivers (over 1,000 of them on display, says the copy).

Headline: "The Wonderful World of Color" is the subject of this ad by May-D&F (department store) Denver, Colo. "Come join the 10th celebration of color television . . . pioneered and developed by RCA Victor . . ." continues copy. Artwork shows "fairy" waving magic

The Wonderful World of Color

Come join the 10th celebration of color television . . . pioneered and developed by RCA VICTOR and available at May-D&F

NOW... THE MAGIC OF COLOR TV
MAY BE ENJOYED BY YOUR FAMILY, TOO!

MAY-D&F

New 1965 RCA VICTOR color TV can be delivered to your home for a complete selection starting as low as **399.95**

MAY DAY SATISFACTION GUARANTEE

wand at Color TV set. Copy in this area states: "Now . . . the Magic of Color TV may be enjoyed by your family, too!" Copy at bottom of ad notes that readers may observe RCA Color television all week on the firm's closed circuit TV system.

TWO FORD ECONOMY VANS!



Big, new engines for fine performance with big loads. Ford Vans now offer two new engines with up to 48% more power than before. The new 240-cu. in. engine is the biggest, most powerful Six in any van! This 150-hp, 7-main-bearing Six gives you new time-saving performance with heavy loads (2,000 lb. if you want) up hills or in traffic.

The new 105-hp, 170-cu. in. Six gives you 23% more power than the previous standard Econoline engine. Both of these new Sixes feature short-stroke design for

optimum fuel economy, long-lived dependability.

Big, new SuperVan has 1½-ft. longer flat floor. Now you can carry 8½-ft. items behind the engine, 14-ft. lengths alongside the engine and still be able to close the rear doors. The SuperVan's big 251-cu. ft. load-space—18% more than any other American compact—saves you trips, saves you time. And the new SuperVan features the same short 90-in. wheelbase as the regular Econoline for exceptional maneuverability—easy handling and parking.

Either the regular Ford Van or its new teammate, the SuperVan, can fit almost any delivery job. Econoline Vans were designed to save time. Both Ford Vans offer up to eight big doors—so every part of your load is always within easy reach. Large cargo door

openings measure a full 4 feet in width and almost 4 feet in height. And the low, flat Econoline floors are only 22½ inches from the ground—allowing heavy items to be loaded more easily.

New strength, too. The sturdy, welded Econoline single-unit frame-and-body construction provides outstanding durability—durability that's even greater in '65 with heavier-gauge underbody members. And all major structural components of the underbody are galvanized for protection against rust and corrosion.

A roomier cab, more compact high-output heater and stronger bumpers are other samples of the improvements you get in the new Econoline Van and SuperVan. See America's No. 1 Vans—see both Econolines at your Ford Dealer's today!



LONGER LOW, FLAT FLOOR. The SuperVan carries 4' x 8' sheets of building materials (stacked on a flat floor) behind the engine, and 14-ft. lengths of pipe, etc., alongside the engine—with the rear doors closed!



BIG DOOR OPENINGS. The Econolines' cargo door openings—a full 4-ft. wide and almost 4-ft. high—enable the easy handling of large, bulky material. And you can choose the 4-, 6- or 8-door model that best fits your needs.



HEAVY-DUTY STRUCTURE. Ford's heavy-duty underbody provides extra stamina for your heavy loads. It's standard on the new SuperVan, and a heavy-duty GVW package is available on both Vans for loads up to 2,000 lb.

FORD ECONOLINE VANS BUILT TO LAST LONGER

PRODUCTS OF MOTOR COMPANY

RIDE WALT DISNEY'S MAGIC SKYWAY AT THE FORD MOTOR COMPANY PAVILION, NEW YORK WORLD'S FAIR



The most attention-getting refrigerator ever built is AMERICANA by General Electric

Nobody walks past the Americana® refrigerator. It stops traffic. Builds traffic for every dealer who showcases it. Publicity on its new profile is snowballing. And we're telling your customers about it in 4-color magazine ads, as well as with a load of prime-time network TV.

All this means nice going for G-E dealers. Just seeing the Americana makes consumers want to replace their old refrigerators at once. Listen to a couple of recent reports: "Sold 4 Americanas day after ad. Also 3 Spacemakers and one 14-cu. ft. Frost Guard." A small-town dealer wired: "Some traffic-builder! Sold 1 Americana and 4 other models from one ad." Dealers in Kansas City, as result of the dealer-listing ad, sold 5 Americanas and 26 other models in the 3 days after the ad ran.

How about you? Is the Americana up front, loaded with display food, at eye level... and demonstrating its illuminated countertop for you? If not, get it. Fast. It's the most dramatic way to demonstrate G.E.'s automatic Self-Filling Ice

Tray, No-Frost operation and exclusive Roll-Out Freezer. True, it may not fill the bill for everybody, but when it doesn't, you can step along readily to Spacemaker 16's or 19's. Then you'll see how the elegance of the Americana sheds glamor over the entire G-E line.

Only you, as a General Electric dealer, have the Americana to display, along with the advertising and publicity support to sell this new concept. Only you can use it to demonstrate, with new excitement, the General Electric quality that's known, respected and wanted by millions.



GENERAL  ELECTRIC

Industry Agrees:

New FCC Ruling Should Spur Already Rising FM Radio Sales

Manufacturers, distributors, and dealers welcome increase in original programming; see set sales reaching all time high in 1965.

By ALAN C. ROSE

On October 15 of this year the Federal Communications Commission will put into force a new rule requiring commonly owned FM stations in markets of more than 100,000 persons to carry no more than 50 per cent of their AM partner's programming.

Production of FM radios totaled 3,700,000 sets in 1964, a 19 per cent increase, according to information supplied by the Electronics Industries Association.

Additional EIA figures show that there were 1,181,000 operating commercial FM stations at the end of 1964.

The phenomenal growth of FM stations, and the continued increase in AM-FM table set sales, combined with the new regulation, should provide retailers with their greatest opportunity yet in FM radios.

In an effort to find out just how great this opportunity is, MART Magazine talked with several leading manufacturers, distributors, and dealers, to get their opinions on the AM-FM market, and the radio picture in general as they see it today. Following are their views:

Vern Phillips, general products manager for Motorola, describes the new regulation as an opportunity for all manufacturers to step up their FM promotion and marketing plans.

"FM radios traditionally sell for more and offer dealers greater profits if they'll take the time to go after them. Once a station changes to the new FCC policy, alert dealers will capitalize on the ruling. We plan to alert our distributors to the ruling and they will in turn pass it on to their dealers," says Phillips. He believes that the local newspapers and stations will also make dealers cognizant of it.

Phillips feels that the new ruling can be an aid in helping dealers who still carry radios to improve their image as radio dealers. In addition, retailers who have left the radio business to mass merchandisers and discounters, can re-establish themselves as complete brown goods retailers, he believes.

"Dealers today must satisfy all of their customer's needs," says Phillips. "The smart dealer is the one who will survive in today's competitive market. He should be prepared to meet his customer's needs all the way from a \$39.95 radio to a \$1,000 color TV set."

The Motorola executive feels that dealers in rural areas should be able to gross 25 to 30 per cent on FM radios, and about 20 per cent in urban areas.

"FM radio is a bright spot in the industry and



TONE CONSCIOUS America will buy more FM radios than ever before, most manufacturers agree. Here, John Gray of B. F. Myers & Son sells AM-FM radio.

presents an opportunity for a dealer to become an important factor in this phase of our business. Last year industry figures showed nine per cent of all table radios sold, four per cent of all clock radios purchased, and three per cent of all portables bought, contained FM. This figure is going up and the new FCC regulation will help it. Someone in your area will become Mr. FM, why not you?" concludes Phillips.

"We don't contemplate any special promotion, but we certainly feel that it will directly affect total FM sales," says Charles O'Brien, market development manager of radio products for Zenith.

O'Brien believes that the climate for FM sales has never been better. He feels that consumers have become more discriminating in their evaluation of sound in recent years.

"Americans today are sound and tone conscious as never before," says O'Brien. "Background music, whether for a bridge game, eating, or just plain conversation, has become a way of life. In 1964 industry sales totaled some one

million table models. More sound-conscious customers, the advent of FM stereo, and the promise of more quality sets at a lower price will mean even greater sales in the years ahead. Dealers should, without hesitation, plan on getting in on their share of the market."

O'Brien urges dealers selling FM units not to look just to the lower priced models for their volume. He reveals that one third of all AM-FM table radios purchased last year, sold for over \$60, and in the same year, sets selling in the \$59.95 bracket showed a 10 per cent increase over 1963. "Remember," says O'Brien, "the higher priced the unit, the greater chance for the dealer to realize his best profit."

O'Brien lists six plus factors a dealer should sell if he wants to move FM radios in any quantity. They are: (1) features (2) performance (3) style (4) quality (5) pride of ownership (6) concept of gracious living.

The Zenith radio marketing head also suggests that dealers use a combination of impact of mass display, attractive surroundings, and good light-



AM-FM RADIO sales are good but much of the volume is in the form of traffic builders, says Ted Dumstorf of The Trend, Louisville, Ky.



*Joseph J. Casale,
Sales manager, radio division, Admiral.*

ing, as the most effective physical setting for AM-FM radios.

"A lot of dealers are missing the boat by not selling radios," asserts O'Brien. "Radio sales can be profitable, but it is up to us as a manufacturer to tell the radio story to our dealers, something we are continually doing. We remind them that they not only get extra profit dollars by selling radios, but also realize an excellent return on their investment per sq. ft. Selling radios takes time but so does making money," states O'Brien.

He sees total AM-FM table radio sales for 1965 as reaching the 1,200,000 mark, and is firmly convinced that they should grow at a 100,000 unit per year increase through 1970.

Admiral's schedule for AM-FM advertising is greatly increased and the corporation is gearing much of its promotions and marketing plans to significantly higher sales during 1965.

That is the word from Joe Casale, Admiral's sales manager of radios and phonographs. "The current business trend shows that there is a tremendous potential in AM-FM radio even forgetting the new regulation," says Casale. "The new regulation will definitely make its impact felt, and consequently make more people aware of better programming. Since it seems logical that the new regulation will guarantee more music, because it isn't economically feasible to put on continuous programming, and since the general public is more aware of better broadcasting, the FCC ruling can't help but increase business."

Casale believes that AM-FM radio sales will continue to move ahead despite the romance of color TV and stereo. He specifies the public's growing taste for the best in music, improved styling, finer appointments, and greater quality as primary reasons why sales will continue their upward trend. Last year 20 per cent of Admiral's radio sales were AM-FM units.

B. S. Durant, president of RCA Sales Corp., optimistically states, "We look for an excellent FM radio year in 1965. Domestic unit sales of AM-FM and FM receivers should increase by approximately 30 per cent over last year with much of the increase falling in the higher priced categories.

"The recent FCC ruling on FM programming should certainly aid retail sales of FM units by creating additional exposure of the medium to the buying public."

According to a spokesman from General Electric, "FM radios are already enjoying a dramatically sharp rise in popularity. The effect of the FCC ruling has only begun to further accelerate

this trend, a trend which will continue upward for years to come."

Distributors are, in general, interested in the new regulation, but as yet have not planned any specific action in its behalf. Several of the distributors contacted said they knew nothing about it.

Ed Eskind, of Capitol Radio, the Admiral distributor in Nashville, Tenn., said he had heard of the regulation but was not too familiar with it. He remarked that it should add impetus to sales, when and if dealers implement it in their sales program.

One distributor remarked that he knew nothing about the regulation but that unless his dealers showed more interest in general in handling radios, he couldn't see it as noticeably affecting sales.

Most dealers contacted by MART Magazine confessed that they knew nothing about the new regulation, although a few said they had a vague knowledge of it.

John Gray, vice president of B. F. Myers & Son, Goodlettsville, Tenn., said that radio sales were good anyway. When informed of the new regulation, he indicated that it would prove to be beneficial.

"You can tell your readers that AM-FM radio sales are excellent and that we're making a good profit," says Joseph Stickrod, president of Northshore Talking Machine in Evanston, Ill. He sees the new regulation as being a sales aid, if the dealers throughout the country bother to use it. He reports that adequate displays and product demonstrations are a great aid in selling FM radios.

Ted Dumstorf, general manager of The Trend, a three-store operation in Louisville, Ky., indicated that radio sales were good in general and that the new regulation could prove to be advantageous in certain locations where there is a strong FM listening concentration. He did add that much of his volume in FM radio was as traffic builders.

A dealer in Minneapolis, Minn., felt that the new regulation will prove to be a boost to sales if it is promoted properly by manufacturers, distributors, dealers, and the local stations themselves.

Alan Radio in Chicago reported radio sales as good, and said that the regulation should add impetus to the already excellent FM sales picture.

A negative note was sounded by one dealer who asked not to be quoted. He said that it would take more than a regulation to yield a profit on any radios for independent dealers. ■



*C. Vernon Phillips,
General products manager, Motorola.*



*Charles O'Brien,
Market development manager, Zenith.*



DON'T WASTE time by dwelling on refrigerator features that the prospect obviously isn't interested in, says Sam Gordon (center). Average refrigerator presentation at Gordon's takes 20 minutes.



HIS OWN firm belief in the consumer benefits of side-by-side refrigerator-freezer combos led Sam Gordon, Madison, N. J., to become the first buyer of a carload of Admiral's "Duplex 19" models.

Explaining Consumer Benefits Sells Side-by-Side Refrigerator-Freezers

By CHARLES KRAUSS

N.J. dealer's faith in the future of the product turns initial skepticism into sales of over a carload a month.

How does a retailer sell more than a carload of side-by-side refrigerator-freezer combos a month?

Dealer Sam Gordon of Madison, N.J., starts by having a strong belief in the consumer benefits of this appliance, as exemplified by the Admiral "Duplex 19," the unit that fits into a 36-in. space.

When Gordon first saw the "Duplex 19" at a press showing in New York a little over a year ago, he was so impressed with the possibilities of the unit that he asked to become the first carload buyer of these refrigerator-freezers, just as he recalls being the first carload buyer of color TV back in 1954.

The color TV carload and the promotion that accompanied it had set a good precedent. Gordon gave the color sets a big sendoff with much razzle-dazzle involving, among other things, a parade of antique cars. It was a great success, with people practically standing in line to buy color at a time when there were only a few hours of color a week being broadcast.

So, with the color TV carload promotion of 10 years before still in mind, Gordon did receive the first carload shipment of the "Duplex 19" combos.

He launched the units with full-page newspaper ads, but here the resemblance to the color promotion stopped. This time customers did not come flocking in to buy. Initial reaction, says Gordon, was one of skepticism. One possible explanation, of course, is that Gordon's is a multiple line operation, and the Admiral units were only one out of four or five other refrigerator brands shown in Gordon's seven stores.

Gordon, however, stayed convinced of the consumer benefits in the side-by-side combo and furthermore got his conviction through to his sales force. (Gordon can speak authoritatively on food preservation matters, since he has been running a freezer plan operation since 1941, and he is also in the retail grocery business, with a supermarket housed in the same building—and connected with a passageway—as his main store in Madison.)

"Of course the Admiral machine has two strong things going for it," says Gordon. "First, there is the fact that it will fit into the same space as most old refrigerators took up, and then there is the low noise factor."

Refrigerators are displayed at the back end of Gordon's Madison store, so the salesman has at least a couple of minutes, if he walks slowly enough, to do some good qualifying of prospects.

During the walk to the refrigerator display the salesman will have found out: 1) how big the prospect's family is; 2) whether she prefers freezer top or bottom; 3) how big a space she has for the refrigerator; 4) does she want left or right hand door?; 5) is she redecorating? (might lead to a kitchen or cabinet job).

This technique, says Gordon, not only shows the customer that the salesman is genuinely interested in her problems, but also creates an air of confidence that lets her know he is not just a reader of price tags.

Thus, by the time prospect and salesman have reached the refrigerator section, salesman has a pretty good idea of what the prospect wants or needs.

"If the prospect hasn't indicated a firm preference, then it's the salesman's job to determine himself what would be best for her. Now, we're not naive enough to say there aren't times when we are pushing certain models, but it's all got to be done within a framework of what is good for the customer," says Gordon. (He is justifiably proud of the fact that 80 per cent of his customers are repeat customers.)

With a clear idea in mind of what the prospect wants, the salesman at Gordon's then shows her the bottom of the line in the type of box she wants. The purpose of this is to establish that the store does have good values and specials, and also to get price out of the way of the sales presentation until the very end.

From the bottom model the salesman works his way up the range methodically, assuming the prospect doesn't stop firmly at a given model. If she does, then he stops, too, and moves for the

close right away. If she doesn't stop, and when she is up to the 18-cu.-ft. or so category, then begins talk about the "Duplex 19."

"Obviously," says Gordon, "it's got to be a good-sized family you're talking about on this kind of merchandise. But if it's a really big family, with six or seven children, then we recommend separate refrigerator and freezer."

Gordon says it is surprisingly easy to get an extra \$50 or even \$100 for a side-by-side combo once the customer has been moved up into that general price and size category. Three out of four of his large box sales, he says, are Admiral "Duplex 19" models. And this, he adds, is with no special recommendation, simply an *explanation* on the salesman's part.

Brand recommendations generally, at Gordon's are handled carefully, the Madison dealer says, because of the great number of brands the store carries. Salesmen are taught not to show partiality to a brand until the prospect shows a really serious interest in that brand. As far as margins go, Gordon says over the long run they show insignificant differences from one brand to another. He adds, however, that the store doesn't stock anything that doesn't bring in at least a 20 per cent gross (and this includes electric housewares, too).

Gordon lays much stress on what he calls "keeping the pulse of the customer." If she doesn't show much interest in a given refrigerator feature, he says, move on to the next feature without wasting time. Above all, let her lead herself.

Closing a refrigerator sale at Gordon's consists of asking the customer three things: 1) "Do you like it?"; 2) "Do you want it delivered today?"; and 3) "What kind of terms would you like?"

"Price?" Gordon anticipates the question "Don't forget that the whole operation started with price. when the salesman led the prospect to the very first refrigerator." On the average, a refrigerator sales presentation takes about 20 minutes at Gordon's. ■

Dealer Sees Good Future In Rentals; He Features Long-Term Arrangements

New Jersey retailer says profit is better in rentals than in sales, but cautions against hasty entry.



SEPARATE SHOWROOM and entrance marks off rental division at the store of Dealer Morris Gliklich.



SERVICE DEPARTMENT is the key to a successful rental operation, says Morris Gliklich (foreground) GM Electronics. Gliklich's partner, Bill Medwied, is at right, and center is Sam Oliner, technician.

The rental business has its pitfalls, but by and large it is more profitable than straight retail, and worth going after, says Dealer Morris Gliklich, Hillside, N. J., electronics and air conditioning specialist.

When Gliklich talks of appliance rentals, he thinks in terms of long periods rather than a few days or a week. He looks on rentals as a way of living for the consumer rather than as an expedient.

Gliklich, partner in GM Electronics, had been renting appliances (color TV, portable TV, and room air conditioners, mainly) for the past two years in a more or less quiet way. Last spring, he went after the business actively, with a newspaper advertising campaign. In the four weeks after his first ad ran, Gliklich had 120 portable TV's and 40 color sets in the field. Of the portables, 40 per cent were on a two-year lease basis, for which the consumer pays \$5.95 a month. Within a year, he had 500 units in the field.

(Continued on page 46)

Surface Is Barely Scratched In Rental Field, Says Hertz

Noted for car rentals, company has been renting TV since 1960; Color TV and air conditioners were added last year.



The Hertz Corp. has been selling use, not ownership, of home electronics products for about four years, "and the surface has barely been scratched," according to Milton Cohen, vice president and general manager of Hertz Rent-All, a division of Hertz Corp.

Since 1960, the firm has been renting black-and-white TV receivers, tape recorders and radios. Last year, it added color TV and room air conditioners.

Cohen thinks the rapid growth of home goods rentals stems from a growing realization among consumers that "you don't have to own things in order to enjoy them." "Our approach to this business," states Cohen, "is that we rent troublefree appliances; the renter doesn't have to get involved in maintenance and he gets guaranteed service."

This philosophy appears to be one reason for the firm's success thus far with color TV rentals. During the past year, several hundred sets (RCA only) were out on rental from the New York outlet alone. The firm charges \$25 per month for color, with a minimum of six months rental. No down payment is required; payments are due the first of each month.

When Hertz delivers a color TV set to a home, the service man demonstrates it for the customer. The company uses an independent service company.

Cohen believes that the "ownership concept" will never be eliminated with regard to black-and-white TV. "But color TV is a horse of a different hue," he says. People are more inclined to rent color than black-and-white, he claims,

(Continued on page 47)

SHOWROOM of Hertz Rent-All in New York City reflects wide variety of products that may be rented — by the day, week, or month. Portable TV sets, like one seen in foreground, have been rented since 1960.

The Rental Business-- Should Dealers Get Into It?

If the giants of the retail industry begin renting appliances and TV, can independents compete? Yes, say some who have been renting. And, according to two marketing experts, the time is right for renting.

By Jack Stockman

In 1962, E. B. Weiss, columnist for *Advertising Age*, wrote in an article titled "Rental Retailing Picks Up Steam": "Only a small handful of manufacturers are paying particular attention to the expanding rental market. But there is every reason to expect, in my opinion, that there will come a time when a large number, and a wide variety of manufacturers, will have a marketing-sales executive in charge of distribution through rental outlets."

He continued: "Many manufacturers will, in time, make special models, special designs, special price lines for the rental outlet. And, eventually, some manufacturers will be advertising the availability of their brands in rental outlets."

Weiss explained that he was making this prediction on the basis of his belief that giant retailers such as Sears, Roebuck & Co., and Montgomery Ward's would be highly successful in the rental business.

He had written this column shortly after it was announced that Sears was using approximately 50 of its outlets around the country to test the feasibility of renting certain products to consumers. Within a year, this experiment was discontinued — apparently because the results were unfavorable.

Now, three years later, Sears, Roebuck & Co. intends to re-enter the rental business, according to a reliable source familiar with the rental business.

If the giant retailer makes a serious — and successful — go of it this time, independent retailers may be forced to turn their sights toward the rental business.

Although the rental business is still in its infancy, there is evidence that it will attain greater importance within the appliance industry as time goes on.

For one, "The principle of ownership of material possessions by individuals is fast becoming an anachronism," says Ferdinand F. Mauser, professor of marketing at Wayne State University.

As co-author of an article titled "The Future Challenges Marketing," which appeared in the November-December, 1963 *Harvard Business Review*, Professor Mauser states: "Since the Garden of Eden, civilization's institutions and precepts have been based on two assumptions: that there is always a scarcity of material things, and that for the masses of people work is inevitable. But today these two assumptions are becoming less and less valid. For, as man comes to emphasize consumption, many of the precepts at the very base of his society must change. One key change lies in the attitudes he takes toward ownership. Such changes are already taking place.

"Through the ages, people placed value on ownership because there were not enough goods to go around. They were willing to accept ownership responsibilities to assure themselves of supplies of scarcities.

"Reflect for a moment. How many people actually want to own an automobile, take home a 'handy six-bottle carrying case' of soft drinks, or have a drawer full of shirts they can call their own? In the final analysis, not many.

(Continued on page 50)

BOTH appliances and electronics products may be rented or purchased at Modern Equipment Co., Great Falls, Mont., as ad indicates. Firm allows the renter to apply all his monthly payments toward the purchase of product.

APPEAL of ad by Buttrey's, Great Falls, Mont., is free repairs on TV sets that are rented from the store. Firm has been renting portable TV sets for about seven years; each year between 200 and 300 sets are rented.

AT MODERN EQUIPMENT

LARG' SELEC'

OR **BUY**
(With Return Privilege)

UNCONDITIONAL GUARANTEE

USED APPLIANCES and TELEVISION

- RANGES • REFRIGERATORS • FREEZERS
- WASHERS • DRYERS • DISHWASHERS
- TELEVISION • STEREO • IRONERS

Imagine!!!

Obtain at Modern Equipment Company's low bargain prices, with no finance charge. Lower payments, accruing toward purchase, than you'd expect to pay for just renting. Still, with option to return at any time without penalty cost. All this, with 100% service guarantee to maintain equipment in your home, as long as payments are made!

EVERYBODY SAYS IT'S TERRIFIC!

- ★ OBLIGATION TO ONLY ONE MONTHLY PAYMENT!
- ★ NO DOWN PAYMENT . . . ONLY FIRST MONTH'S RENTAL CHARGE!
- ★ MODERN EQUIPMENT COMPANY'S LOW BARGAIN PRICES!
- ★ ANY ITEM UP TO \$60, PAYABLE ONLY \$5 MONTHLY, PLUS SMALL SERVICE MAINTENANCE CHARGE!
- ★ ALL PAYMENTS APPLY TO PURCHASE PRICE!
- ★ NO ADDITIONAL FINANCE CHARGE!
- ★ 100% GUARANTEE ON PARTS AND LABOR UP TO ONE FULL YEAR (AS LONG AS YOU PAY!)

Modern Equipment Co. 113 CENTRAL
PHONE: 622-6611

"THE STORE THAT SERVICE BUILT" . . . ESTABLISHED IN 1934

Buttrey's 501 Central Department Store

ALL Repairs are FREE when you RENT TV!

Is your old TV Chatter costing you too much for repairs? Is your TV picture fuzzy, fast and jumpy? Are you plagued with ghost, snow and fade-out? Get rid of that old money-eating monster . . . and rent a brand NEW sharp, clear Admiral Portable. In the first place . . . you get a brighter new set. In the second place . . . if it should require service, the cost is on us. How about that . . . you can't lose.

Watch the Democratic Convention

NOW...RENT Brand NEW ADMIRAL portable TVs

IMAGINE! A Brand NEW Portable TV in your home . . .

→ NO Cash Outlay . . . only small monthly Rental

(Should you choose to buy, full rental payments will be credited to the purchase price)

Here's How Our Easy TV-Rental Plan Works

- there's NO Deposit
- there's NO Down Payment

Rent any of these Popular Admiral Portable TV's

Enjoy ALL the delightful TV Shows with the clear, sharp reception of a NEW model Admiral Portable TV

RENT NOW . . . whether you need a first set or an extra set for your home . . . if you're not used to your home or hospital, for ramps, stairs, for doctors' offices. A most responsive way to have the finest TV Entertainment . . . the modern way. RENT Admiral Portable TV NOW.

RENT Portable TV here NOW

Remember ★ All Repairs are FREE when you RENT TV

Appliance-TV Category: Kelly & Cohen Is Brand Names Winner



PROMOTION OF BRAND NAMES by Kelly and Cohen — this year's winner of "Retailer-Of-the-Year" plaque in appliance-TV category of 17th annual Brand Name competition — helped it grow from one store in '54 to nine stores in '64. Note, to left of door, list of brand names carried.

Growth in decade from one to nine stores is due to continuous promotion of brand names, says winner of "Retailer-of-the-Year" plaque.

From a \$3,000 investment in 1954 to a volume of \$7 million in 1964 — that's the story of Kelly and Cohen, Pittsburgh, which has grown in a decade from a one-store appliance operation to nine large appliance-TV stores, a growth made possible, says Frank J. Pizzuto, president, because of "our policy of brand name telling, selling and servicing."

For its promotion and merchandising of brand names products throughout 1964, Kelly and Cohen was awarded the Brand Names "Retailer-of-the-Year" plaque in the appliance-TV category in the 17th annual competition sponsored by the Brand Names Foundation. In 1963 the chain won a "Certificate of Distinction" in the same competition.

Kelly and Cohen follows a brand names policy that is consistent and never varies:

- It buys and displays *only* brand name merchandise.
- It advertises and sells *only* brand name merchandise.

- It delivers and services *only* brand name merchandise.

"We use only national brand factory-authorized service companies, complemented by our own
(Continued on page 42)

"Certificate of Distinction" Winners

Runners-up this year in the appliance-TV stores category of the 17th annual Brand Names "Retailer-of-the-Year" competition, sponsored by Brand Names Foundation are:

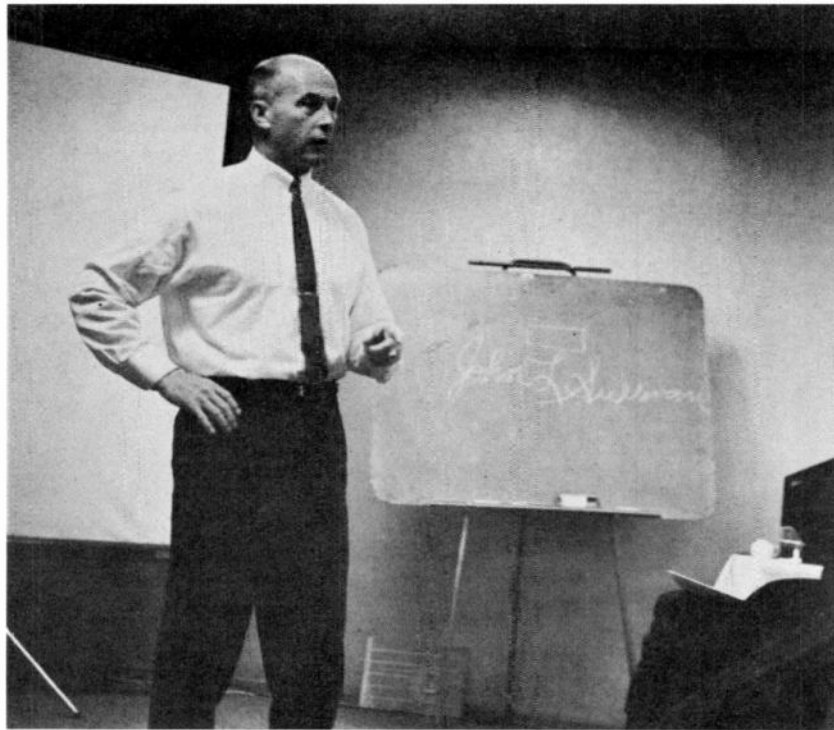
- Hannah-Adams, Chattanooga, Tenn.
- Dalmo, Arlington, Va.
- Puff's Appliance Center, Inc., Petoskey, Mich.
- Certified TV & Appliances, Norfolk, Va.



MANUFACTURERS' MATERIALS are used by Kelly and Cohen in both window and in-store displays to further its brand names image.



NARDA PRESIDENT Billy S. Yates tells consumer products division of NEMA that discriminatory pricing, reckless franchising, and over-production are ills the manufacturer can control and thus aid the independent retailer.



PLEDGING UTILITY support for joint programs at NEMA meeting is John L. Sullivan, chairman of the residential group, Edison Electric Institute Sales Division and general manager, Boston Edison Co.

NEMA Hints At Reorganization Of Consumer Products Division

Scarcity of brass at annual meeting points up division's problems; a retailer says his piece.

The idea of reorganizing the consumer products division of National Electrical Mfr's. Ass'n (NEMA) was raised — but not very high — at the division's annual meeting last month.

Joseph F. Miller, executive vice president of NEMA, gave a talk entitled "Reorganization of the Consumer Products Division."

After reading some quotes from a U. S. Chamber of Commerce publication to the effect that mergers are the coming thing in trade organizations, Miller told the group, "I am not here advocating anything, and we are not 'aiming' at any other organization (specifically AHLMA, the laundry manufacturers' association); we are just pointing out opportunities."

Miller started his talk by saying that there is no plan for reorganization, but only opportunity. He did, however, make two specific recommendations: 1. that the consumer products division become a dues center (dues are now paid on a section, or product category, basis), and 2. that the consumer products division board be enlarged. The first proposal, Miller explained to the group at the Diplomat Hotel, Hollywood, Fla., would allow manufacturers whose products don't fit into any current section to join the division, and the second might be helpful in attracting more high level executives to the board.

That the NEMA consumer products division has a personnel and morale problem was evident from the start of the two-day meeting, when W. D. Dance, chairman of the meeting and vice president of General Electric and general manager of Hotpoint, expressed his disappointment at the attendance.

"We have some real problems," said Dance, "and we can't fight our battles alone as individual companies. The appliance industry is still in its teenage stage, and for all we know, it will never get beyond that. But it's big, and because it's big, government agencies are becoming interested. That's one of the problems, and that's one

of the reasons we need NEMA."

A NEMA merger with AHLMA "looks almost impossible now," and if it ever does occur, it will be because AHLMA wants it, Miller said. Miller also discounted the chances for an overall appliance association that would include both gas and electric appliance producers, because the gas appliance manufacturers' association (GAMA) is too closely related to the American Gas Association (AGA).

The appliance industry, Miller said, has not kept pace with the expanding economy and needs such things as faster market information gathering, better import-export statistics, and a better consumer image.

"This industry needs strong competitors," said Miller, "and if top leaders would devote more time to industry problems, perhaps they wouldn't be so burdened with their own problems that they could find time to come to these meetings."

Some of the NEMA members present at Hollywood expressed disappointment after Miller's talk that Miller had not put forward any concrete plans for reorganization of the consumer products division. Others, however, pointed out that Miller, as the association man, is not in a position to make such proposals himself, and that any such proposals would have to come from division members themselves, at least superficially.

John L. Sullivan, chairman of the residential group, Edison Electric Institute Sales Division and general sales manager, Boston Edison Co., pointed out the importance of cooperation between electric utilities and electric appliance manufacturers. Of the four utility classifications, only the commercial market is growing at the established growth rate, he said, and residential kilowatt-hour sales trend has "shockingly decreased."

In explaining how NEMA and EEI can work together, Sullivan said the utility group is pre-

pared to assist in any manner possible to get a better profit margin for manufacturer, distributor, and dealer. Sullivan said in his talk that EEI does not have a ready solution to the profit problem, but he later told MART Magazine that if more utilities returned to retailing, this could conceivably help stabilize the market.

Dealer Billy S. Yates, president of NARDA, told the manufacturers that they have control over three factors that might cause the death of the independent retailer: discriminatory pricing, reckless franchising, and overproduction.

On discriminatory pricing, Yates said, "I know that a small trailer manufacturer can buy a middle-of-the-line name brand refrigerator for 25 per cent less than my carload price. . . . We can't buy your goods at any lower price than that at which you are willing to sell us, and we certainly can't tell you to whom to sell your goods, and we don't want to, but if these two practices (discriminatory pricing and reckless franchising) continue, you could wake up one morning and find your entire sales organization controlled by giants as big as you, over whom you would have absolutely no control."

On overproduction, Yates said, "As long as the potential plant capacity is twice the proven sales ability, the danger of overproduction will be with us. As long as the present trade restrictions are with us, I don't know what you can do about this, because I understand the penalties for arson are pretty stiff all over the country."

Harold O. Drossethes, manager, consumer industry marketing, appliances and furniture, U. S. Steel Corp., asked the NEMA group, "How is it that we can sell more tape recorders than dishwashers in this country in a given year?"

"Why not," said Drossethes, "hit the nail right on its head — a program with the kitchen dealers or kitchen specialists of America? How many of them put in a new kitchen today without a new automatic dishwasher?"

Donald C. Cook, president, American Electric Power Co., suggested that utilities might ask themselves whether providing adequate appliance servicing might be the utility's job rather than that of the manufacturer.

In a talk on solid state devices, John Mungenast, market development specialist, semi-conductor products department, General Electric Co., pointed out that the phrases "solid state" and "transistorized" have become marketing phrases, and that they appear no less than 30 times in the current Sears catalog.

A. J. Nesti, chief statistician, said the appliance industry is losing ground to other consumer durables. In the years 1964-1969, he noted, the industry will have an increase in unit sales only about 500,000 more than the increase in the single year 1963-1964. ■

D isplaytime

Father And The Bride

By WALTER H. HOGAN

TRADITIONALLY, June belongs to brides and orange blossoms. But it's also the month when every dad has his day, and fathers everywhere blossom out in new ties and smiles at the gifts they've received.

Father's Day is the biggest single merchandise promotion devoted to men. Last year alone, the volume was \$1,019,964,000, an increase of 1.59 per cent over the year before, according to a report from the Father's Day Council, which this year has planned a 55th anniversary celebration commemorating the founding of Father's Day in 1910. Theme for '65 is: "Dad's Biggest Day — Granddad's Too."

FATHER'S DAY IDEA: An easy window display that can suggest many A-R-TV gift suggestions for Dad calls for only lettered display cards and ribbon. With large capital letters, "D-A-D," a horizontal banner at the back of your window reads: "Details About Dad." From this banner run ribbons down to smaller display cards around which you have grouped (on shelves, stands or the floor) different products you wish to feature. These display cards and products could be:

"He's Neat" (electric toothbrush, shaver, shoe shine kit).

"He's A Real Cut-up" (electric knives).

"He's A Good Mixer" (blender, ice crusher, spot refrigerator).

"He Gets Around" (travel toothbrush, portable TV, radios, walkie-talkie).

For the color scheme, remember men like blue best, then red. Women prefer red, then blue. (And women, naturally, buy 75 per cent of the Father's Day presents).

FATHER'S DAY MATERIAL: Sales Help #14, as created by the Father's Day Council, contains 27 units (219 pieces). The set, using the official illustration (pictured on this page) in full color, consists of: one poster, 22 in. x 28 in.;

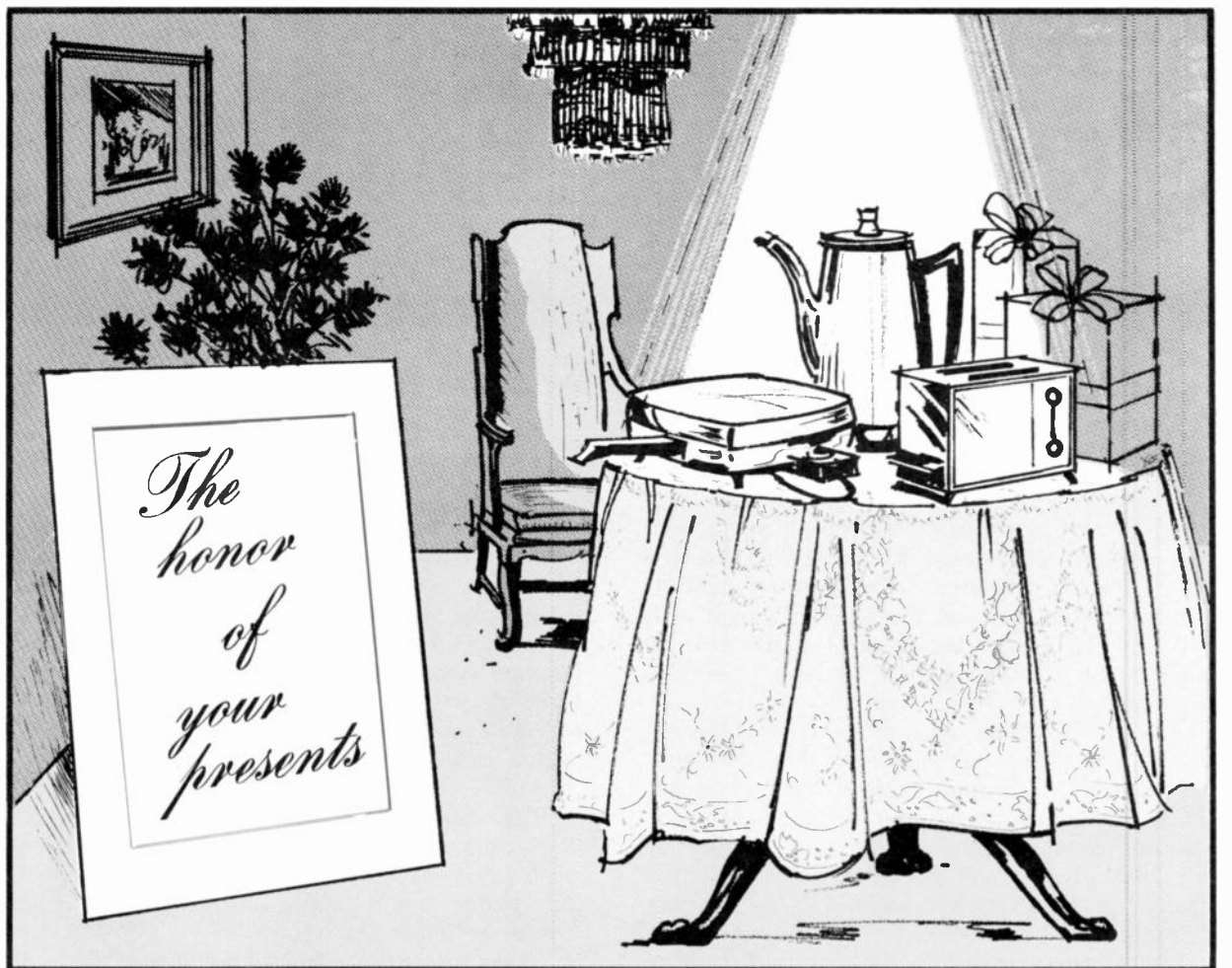
three easeled displays, 11 in. x 14 in.; four streamers, 16 in. x 6½ in.; two streamers, 28 in. x 11 in.; four pennants, 11 in. x 17 in.; five blue ribbon badges, and 200 gummed stickers. Price, \$7.95. Also available: specially designed, three-colored Father's Day gift wrap paper at \$6.50 for 100 sheets

FATHER'S DAY JUNE 20



Dad's biggest day. Granddad's too!

Father's Day poster



Sketch of display suggesting gifts for the bride

or \$27 for 500 sheets. On your order add \$1 for handling and postage. Write: *Father's Day Council, Inc., 50 E. 42nd St., New York, N. Y.*

DISPLAY IDEA: The sketch on this page shows an idea you might use as a display that suggests gifts for the bride. In this case, electric housewares.

Brides always display the gifts they receive, so let your window bring to mind this picture. Using such elements, perhaps, as a picture on the wall, potted greenery, a handsome chair and a chandelier, let your window suggest a rather elegant room as background for a table. This table (a small round one or even a card table) is covered with a long lace tablecloth. Some packages beautifully wrapped as wedding gifts are on the table. Some of the gifts have already been opened, and these are the gleaming electric housewares you choose to feature: perhaps a coffeemaker, buffet skillet, toaster, etc. A spotlight is directed onto these appliances, and at one side of your window a large display card

reads — in the style, of course, of a wedding invitation: "The honor of your presents."

CREDIT CARD: Borrowing is one of the cornerstones of display everywhere. And if you should borrow from a friend (or a friendly store) any of the elements used to create your room, it's good business to acknowledge the loans in this way: at one side of your window set a small display card in which you list the credits. For example,

"Chair . . . ABC Furniture Co."

"Painting . . . XYZ Store," etc.

BULLETINS: Two articles on display that you will no doubt find helpful are available free upon request. Ask for:

Small Marketers Aids No. 63: "Making the Most of Your Show Windows."

Small Marketers Aids No. 111: "Interior Display: A Way To Increase Sales."

Write to:

*Small Business Administration,
Washington, D. C. 20416.*

NEW products



Fedders home laundry equipment

FEDDERS has introduced its new line of home laundry equipment: four automatic washer models and four gas and electric dryer models. Washers feature setting for laundering of mixed loads, cold water option which can be used for every cycle, pre-wash soak cycle, and water level control. Top model is 2-speed, 8-cycle "Imperial" model WI 156, completely automatic unit; other units: 2-speed, 6-cycle "Supreme" model WS 156; 2-speed, 5-cycle "Custom" model WC 156; and 1-speed, 3-cycle "Deluxe" model WD 156. Dryers feature "Vacuum Drying": 16-blade rotor draws 225 cu. ft. of heated air per minute into unit, pulling air through tumbling clothes. In top-of-the-line "Imperial" model DI 156, two settings provide completely automatic drying for loads of any size. "Supreme" model DS 156 has choice of two selections. "Custom" and "Deluxe" models, DC 156 and DD 156, also feature pre-timed drying. Total number of drying temperatures range from three on the "Deluxe" to eight on the "Imperial." *Fedders Corp., 58-01 Grand Ave., Maspeth, N. Y. 11378.*



Concord model R-2000

CONCORD has introduced the "Concord R-2000" automatic stereo tape recorder. Features of this top-of-the-line model include fully automatic operation with tape reversing, remote control, plug-in head assemblies, three hysteresis synchronous motors and "other exclusives to be appreciated by the most discriminating professional tape recorder user." \$795. *Concord Electronics Corp., 809 N. Cahuenga Blvd., Los Angeles, Cal.*



Gaffers & Sattler gas range

GAFFERS & SATTLER has introduced the "Elegante" line of three 37-in. eye-level gas ranges with smoked glass oven windows, modern Swedish door handles, spun gold clock face, and brushed chrome range top and backguard. Eye-level oven, 22 in. wide x 12 in. high x 13 in. deep, has removable racks and chrome liners; next to lower oven is separate chrome rotisserie which converts to high broiler. Both ovens are independently timed for automatic cooking. Deluxe model's "Meal A'Tendant" maintains keep-warm temperature of 170 deg. at end of timed cooking cycle; other models have signal timer clock. Deluxe range top has four center burners (one with "Thermal Eye" thermostat control) and covered griddle, which removes to provide fifth burner. Line is available in white and copper, in yellow on special order. *Gaffers & Sattler, 4851 S. Alameda St., Los Angeles, Cal. 90058.*



International's "IRElectronics"

INTERNATIONAL RECTIFIER has introduced a new concept in do-it-yourself electronics, said to make home-made construction of electronic systems as easy as changing a light bulb or baking a pre-mixed pie. It's "IRElectronics," a line of electronic "building blocks," which form 20 low-cost systems for home, boating, outdoor and automotive use. The line is made up of 25 compatible modules and 19 accessories for a variety of uses, including a telegraph code sender, guitar amplifier, "loud-hailer" for boats, a walkie-talkie, public address system, and an electronic "baby sitter," a home intercommunication system for monitoring nursery or play area. Units operate from batteries or standard home electrical outlet. Prices range from \$4.95 for the danger blinker to \$19.95 for a walkie-talkie. Solid-state modules are sealed in clear plastic for convenience in assembly. *International Rectifier Corp., El Segundo, Cal.*

Industry And Educators Can Build A Reserve Of Future Service Men

It can be done locally, as this case in suburban Philadelphia shows. Hints on how to get started.

Problem: where is the appliance industry going to get the thousands of service technicians who will be needed in the years ahead?

Most likely solution: through a cooperative effort between industry sources and professional educators which would form a pool of basically trained men from which service companies and servicing dealers can draw.

Even disregarding a natural growth in the economy, the problem of having an adequate supply of trained service technicians and of keeping the supply flowing is pointed up by the fact that appliances are getting more automatic every year and consumers are putting more appliances into their homes than ever before.

There is also the question of disproportionate population growth whereby in many parts of the country certain suburban areas have mushroomed in population much faster than the national average.

As an indication of the size of the service manpower problem, here are some remarks made by J. H. Miller, manager, product service sales training for the major appliance division of General Electric to the Appliance Professional Ass'n in Los Angeles:

"Let's attach a few figures to this bigness. It is reliably estimated that there are over 250,000 appliance service men working in the United States today. Our long range forecasts indicate that in our own service organizations, we will have to hire annually about 10 per cent of our present force. This represents the additions necessary to handle an increasing service load, plus the replacement of men lost through attrition. If we assume this same percentage is applicable to the entire industry, this means 250,000 new service men during the next 10 years, an average of 15,000 men per year.

"This is a lot of men and every one of them is going to require training.

"How are these new men to be trained, and who is going to do the training? To date, with very few exceptions, we who are engaged in appliance service work are doing our own training, starting from scratch.

"In all probability, we will have to continue doing the 'finished' part of this training. By this, I mean that we, and only we, can

(Continued on page 36)



FOUR HOURS A WEEK of work "in the shop" is the practical aspect of appliance repair course at William Tennent High School, Johnsville, Pa. Instructor Bernard Myers (left) and Warren Parker, General Electric district supervisor of service training, look on as students work.

BALL GOT ROLLING in Johnsville, Pa., in 1962 when high school instructor Bernard Myers (left) came to Jack Foster, manager of merchandising for General Electric in the Mid-Atlantic district, to get help in building his appliance repair course.



MART mail



Wards And Warranties

Editor, MART Magazine:

In our study of television repair, we are attempting to procure data on the following topics: the consumer's attitude towards service guarantees and warranties when purchasing a television, the percentage of people who obtain service contracts, and the cost and coverage of the various contracts, and present and projected sales and trends of television. If you possess such information and can relinquish it for our perusal, we would appreciate a prompt reply as our allotted time for library research is limited . . .

Mrs. Bonita Haurth
Corporate Research Dept.
Montgomery Ward
Chicago, Ill.

Kudos For Snyder

Editor, MART Magazine:

After reading your article "The Snake in the Picnic Basket," (*The Economist's Outlook, March, 1965 MART Magazine.*), I felt impelled to communicate to you my high regard for your exposure of today's insane and idiotic economies.

Most people prefer to ignore a future economic situation until it acquires present tense, imperative mood.

Your thinking is forthright, courageous, and correct. An accolade to you, Sir.

Cleve L. Hall
Hall Electronics
Smithfield, Va.

Finds "Displaytime" Helpful

Editor, MART Magazine:

I find "Displaytime" in MART Magazine very interesting and helpful. I am very interested in trying to make our store more attractive, with eye-appealing front window displays. We are strictly a white goods appliance store, only the large appliances to display. Could you please give us some good ideas on how to make a nice window display? Also, where we can obtain props and decorations for our type of store?

Mrs. Wallace W. Gordon
Gordon Electric
Tulare, Cal.

(Ed. Note: "Displaytime" is preparing a list of books on display and of some of the firms that will send you brochures and catalogs on display materials.)

On Dealer Prospecting

Editor, MART Magazine:

. . . I have read with a great deal of interest your editorial in the March issue, and I agree with your state-

ments, but I do think that certain additions should be made.

Some months ago I personally completed a market survey for a large manufacturer in the electronics field, and without boring you I would like to say that the entire survey proved to me, without reservation that most dealers have either overlooked or forgotten how to sell.

Many dealers depend solely on the national advertising of their suppliers to bring people into the store. Some dealers in certain areas do very little promotion work and rely solely on a cut-price technique to bring in customers.

Your statements regarding obsolescence are very, very interesting

because I have often wondered why dealers don't use the techniques once employed so successfully by the automotive dealers who, years ago, kept very careful lists of their customers and, at the end of three or four years, would call them on the telephone or visit at the house and invite a demonstration of a new model. Unfortunately, the automotive trade has forgotten this technique or they are "too fat."

While making the survey I mentioned above, I had several men comb an area and, upon analyzing the questionnaires they turned in, I found several homes that were still using General Electric refrigerators with the "Monitor" top. Further

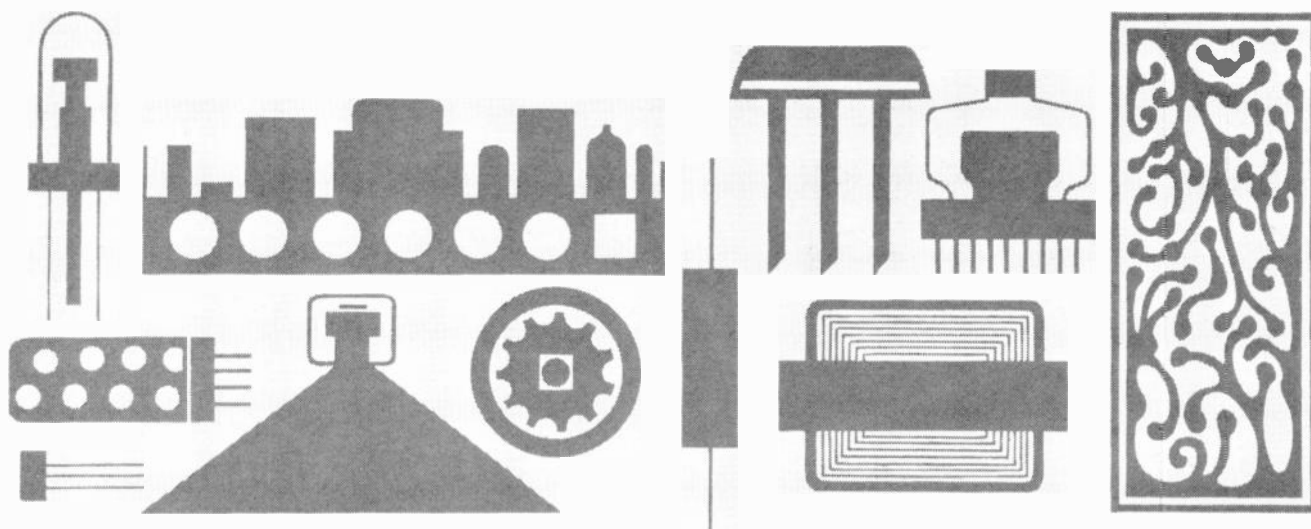
questions showed that owners of this refrigerator had never been contacted by the stores where they were purchased and who happened to still be in business. Many dealers continually "cry in their beer" and bemoan the fact that business is so competitive that they can't make a profit. If the dealer would do some real soul searching, he would find that his business has been and is producing a fine income for him and, if he worked a little harder and did some bell ringing, he could increase his volume as well as his profits . . .

Milton D. Thalberg

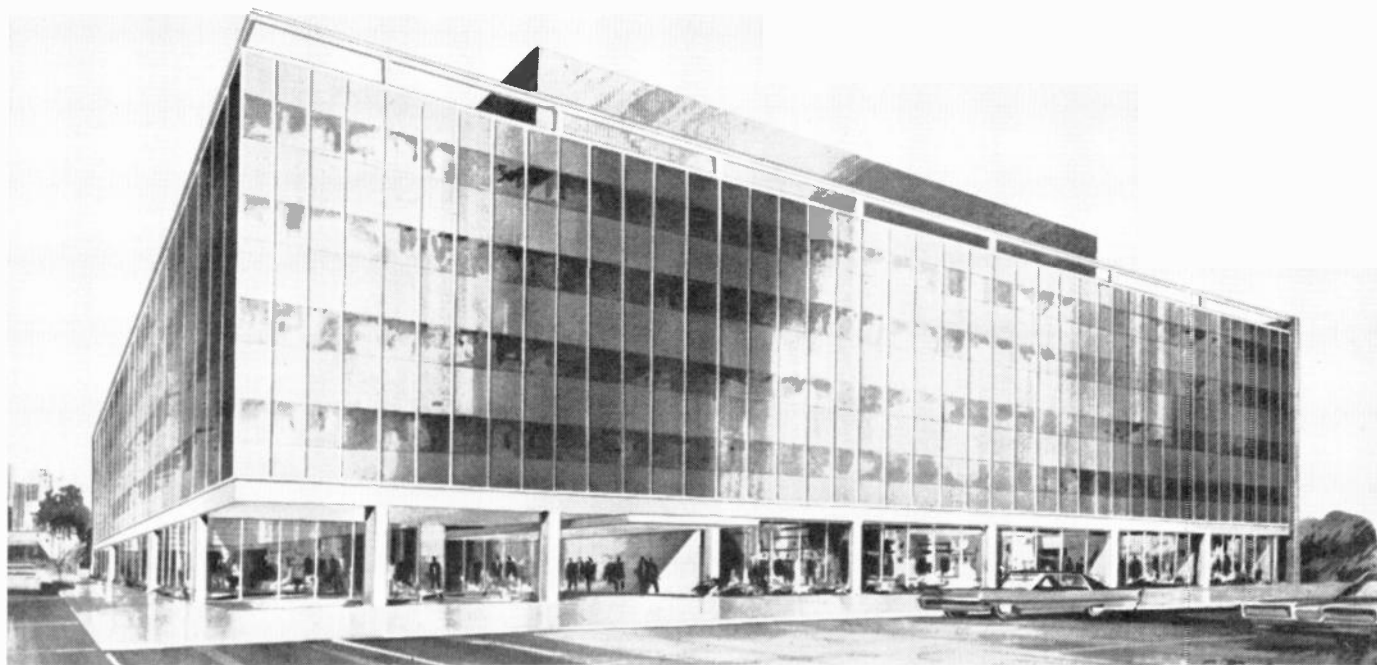
President

Thalberg International, Ltd.
New York, N. Y.

The "state of the art" on the West Coast:



STANDARD® stocks and staffs new L.A. office



...bringing overnight deliveries to retailers in 11 states!

On the street floor of a new building in Los Angeles, STANDARD® has established its own offices, showrooms, service center, and warehouse. A beautiful layout, beautifully efficient!

What does it all mean? First, that West Coast retailers can now reduce inventories, get more stock turns. Second, do you know a sounder way to make *greater profits*?

STANDARD policies of price protection and continual product "firsts" (like the Micronic Ruby) now extend nationwide. So does STANDARD'S *national advertising*, coast to coast!

Note our doubly proud addresses . . .

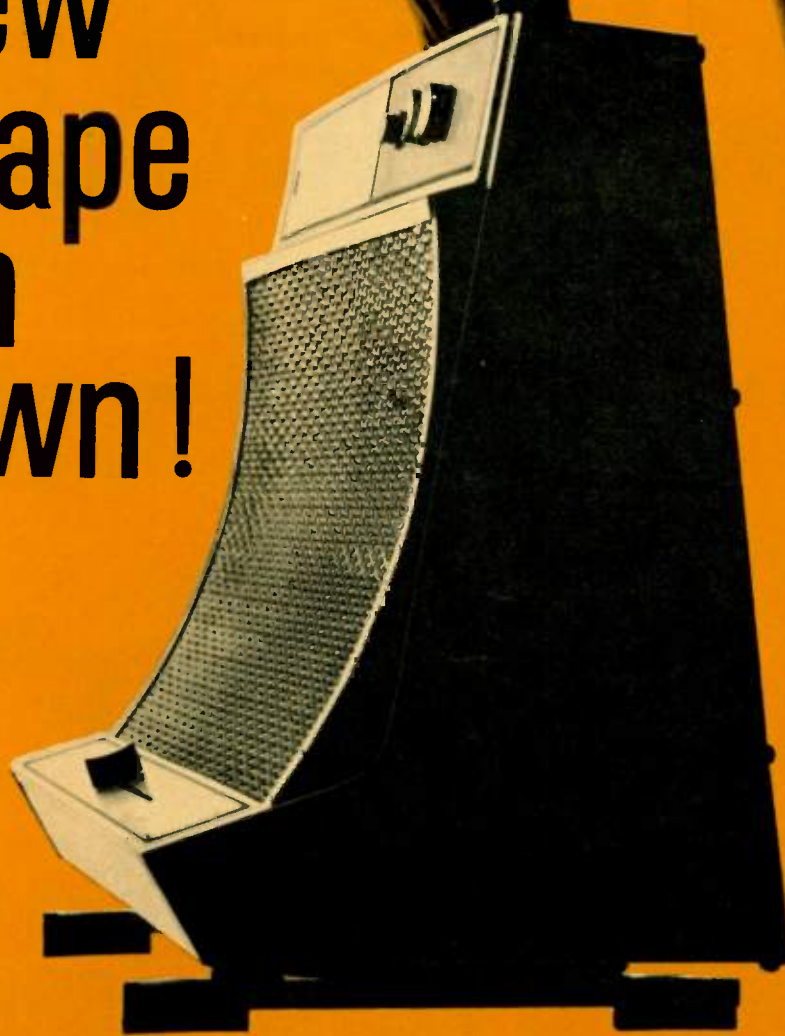
STANDARD RADIO CORP.

410 East 62 Street, New York 10021. 212 TE 8-4040 • 1300 West Olympic Boulevard, Los Angeles, 213 DU 6-8770

Air King

**SCULPTURED
PORTABLE HEATERS**

**new
shape
in
town!**

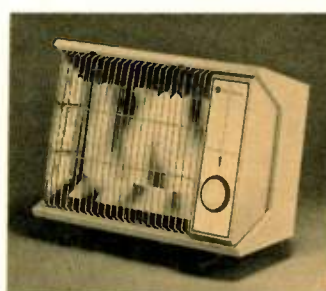


You notice this one coming. A real head-turner, with all the curves in the right places. Chic . . . ultra-modern . . . cool as they come. But underneath it all—instant heat. New Air King portables—top heating performance in a smart new silhouette. Write for vital statistics.

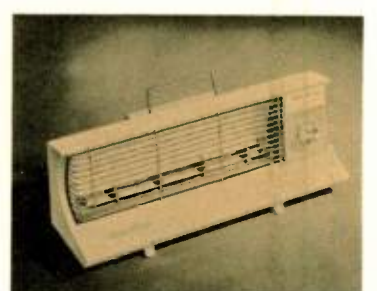
BERNS AIR KING CORPORATION
3050 North Rockwell Street, Chicago, Illinois 60618
AIR KING LTD., 31 Penn Dr., Weston, Ontario, Canada



New deluxe "Caribbean" with 3 heats, pilot light, push button control



New economy fan-forced model with ultra-modern gold plated grill



New budget-priced compact model with fan and thermostat



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

Cash Graduation Award Builds Local Goodwill

20 Mr. and Mrs. Ralph Poust, Poust & Son, Dover, N. J., make an annual investment of \$200 every spring as a gesture of community goodwill that also serves as a subtle form of promotion.

Every year at graduation exercises at the local high school, the Pousts donate a \$200 cash prize to the outstanding graduate in the field of home economics. They have the aid of Helen Johnson, Hotpoint home economist from New York City, and the New Jersey Power & Light home service department to select a winner.

Mrs. Poust says the idea developed out of the store's feeling that the home economics field is one that is too often neglected when it comes to handing out prizes, and since all the local graduates are potential future customers (and certainly future home makers) recognition by a local appliance store makes good sense.

Colored Appliance Event Sells 62 Majors In 10 Days

21 "Colored appliances for less than the price of white," was the theme of a ten-day

promotion launched by Certified TV & Appliance Co., Inc., Norfolk, Va., just prior to Mother's Day.

The store sold 62 major pieces during the promotion, according to Dealer Harry Polay, and traffic, though not actually counted, "felt" better than average for this time of year.

The promotion was a Frigidaire-sponsored one, so Certified wasn't the only store in the area to run colored appliance ads, which Polay feels helped his own efforts.

Certified ran one full-page, four color ad and four one-quarter page black-and-white ads for a cost to the store of \$423.

Stop, Look—And Buy?



IN AN EFFORT to cut down on pilferage of phonograph records, and at the same time to promote their sales, Chiarelli Brothers, Inc., Reading, Pa., installed a juke box on their sales floor with the top 100 record "hits." Sign over the juke box invites prospects to play records which they may buy at counter (foreground). A pad of paper attached to the front of the jukebox allows prospects to write down the names of records (and artists), thus facilitating purchases for both salespeople (left) and customers. According to management, system has proven itself entirely satisfactory.

Three-Day Truckload Sale Promotes "Haul 'Em Away"

19 A three-day truckload sale sponsored by Johnson-Guler Appliance Co., Rockford, Ill., moved 30 majors and TV sets plus some small appliances. A full-page newspaper ad which appeared two days in a row, featured GE television but other products were sold, too.

The ad stated that the firm had purchased a truckload of brand new 1963 models. It urged readers to "bring your car, truck or trailer—Buy 'em in the crate and haul 'em away—A wide variety of models, styles, and finishes." It also mentioned a five-year warranty on the etched circuit board in all models, plus full GE warranties, including one year on the picture tube.

Co-owner J. Albert Johnson states that "some people actually came with trailers for the sale."

He does it for fun; you can do it for profit.

[Demonstrate Blackstone's exclusive Gyro-Balance]



Selling is child's play, when you have a demonstration feature as dramatic as Gyro-Balance... the first real product exclusive in automatic washers to come along in years.

Go ahead: put a heavy phone book into the tub... start the spin and prove to your prospect that Gyro-Balance positively stops washday thump, "walk", vibration and premature shut-off. That's a convincer that she'll pay to get.

And she can only get it from you, because Blackstone protects your profits with a territory plan your Blackstone representative will work out with you. Along with a pinpoint promotion plan that'll make you Blackstone headquarters in your neighborhood.

And speaking of child's play, kids can be your best Blackstone salesmen. We've got a 98¢ gyroscope top you can sell Mom for just 19¢, when she comes in to see your "live" Blackstone demonstration. Want to see this little traffic-builder? Just drop us a line on your letterhead.

Why toy around with other lines when you could be selling profit-protected Blackstones with stainless steel tubs? Write, wire or phone and start keeping those profits you've earned.



BLACKSTONE CORPORATION

1111 Allen Street • Jamestown, New York

Future service men

(Continued from page 32)

properly instruct our service men in the peculiarities of the latest model appliances which we are servicing. However, there is a great deal of basic training that I sincerely believe could be done better by professional educators. Such things as basic electricity, the fundamentals of physics and mathematics, even customer relations, elementary economics, etc., can, and it seems to me should, be taught to prospective service men in our schools."

In GE's Mid-Atlantic district, headquartered in Philadelphia, Jack Foster, then manager of merchandising, received a Cordiner Award for his work in helping the William Tennent High School, Johnsville, Pa., set up an appliance service course in 1962 under the Manpower Development and Training Act of that year. This course, of 600 hours' duration, was held in the evening and was not aimed at high school students.

The course still continues at the William Tennent school (which is not, by the way, a vocational or technical high school) under its founder, Instructor Bernard Myers. Working closely now with Myers is Warren Parker, supervisor of service training at GE's Mid-Atlantic district (Foster has since transferred to the GE branch in Buffalo, N. Y.) By now, other distributors and some dealers have become involved in the course in one way or another.

"The appliance service course has been around the William Tennent school for about five years," says Myers, "but it didn't really get off the ground until 1962, when General Electric got into the picture." After he called on GE, Myers recalled, the Mid-Atlantic district cooperated by supplying the school with all kinds of training aids and props, and even by sending out an instructor. And best of all, GE sent the school a representative group of new major appliances on consignment which the students could practice on. New appliances were considered important, as opposed to inexpensive trade-in goods, so the students could become familiar with the latest advancements.

In addition to the pure nuts-and-bolts aspects of the appliance service course, Myers says, it has a more subtle value in that it adds to the recognition of an appliance service

technician as a member of the community.

Parker of GE agrees. "We try in every way we can to remove the grease-monkey stigma from the job of being an appliance service man. As a matter of fact, we try to use the term 'service technician' rather than 'service man' whenever we remember. We also push the customer relations angle as hard as we can. We have to remember, and try to get the technician to remember two things: he is the only person in the appliance industry who is ever asked to come into the customer's home; and when he does come to the home, he is of necessity walking into an unpleasant situation, or else he wouldn't have been called in the first place."

As the appliance service course is currently functioning at the William Tennent school, it consists of four hours a week in the shop, but the student doesn't start attending the course until the middle of his junior year, at which time he has gone through a grounding in basic electricity. The students work in teams of two and the usual procedure, aside from theory work on paper, is for one team to build as many faults into an appliance as they can, listing the faults on paper. Another team is then graded on how many of the faults it can find and correct.

It is not uncommon for students in the course to be working part time in actual appliance repairing, says Myers. He adds, though, that nobody is pretending that these students, at the age of 18 or so when they leave high school, are ready to jump immediately into work as full-fledged appliance repair men. What they do have, however, is an enormous edge, says Myers, so that their apprenticeship period can be cut down to much less than it would be if they hadn't gone through the course. Those students who wanted to continue as appliance repair men have always gotten jobs immediately on leaving high school, Myers says.

How does an interested dealer or distributor get the service training ball rolling in his area?

Go to the schools, says Parker. The guidance counselor is the logical person to start with, adds Miller, who also recommends going to more than one school, since a great majority of high schools do not now have appliance service training courses as such.

State employment services, under the Manpower Development and Training Act of 1962, can also be of use in helping to set up courses for non-school age prospects.

Aside from the actual need for appliance service experts in the coming years, Myers says in the introduction to his course: "A more compelling challenge to enter this field presents itself to those who endeavor to properly prepare themselves to join the ranks of professional appliance service men and help wipe out the outrage which has plagued appliance users too long already, for this will, in effect, replace one of the many ill-equipped amateurs who are capitalizing on the industry's manpower shortage by exacting exorbitant fees from an unwary public for their botchery." ■



RETAIL ROUNDUP

ATLANTA — Most appliances and brown goods are moving at a level almost equal to that of last year. Clothes washers with "de luxe" features and big tubs are said to be gaining in popularity. Refrigerators are starting their seasonal upswing; "no-frost" models are continuing the upward sales trend. Color TV is moving at a "moderate" pace, say some dealers. Distributors are more optimistic about the product. Nineteen inch portable TV sets are still the staple of the brown goods business.

BIRMINGHAM — Range sales are rising according to dealers here. Home laundry sales continue to run ahead of a similar period last year. Refrigerator sales are about normal. One dealer notes a greatly increased demand for the higher priced "no-frost" units. Houseware sales are brisk with electric knives leading the product parade.

CHARLESTON, W. Va. — Consumers are going slow on buying appliances and brown goods here, because of a threatened strike at a major factory in the area. Income taxes are also blamed for the tight money situation. The only product said to be holding its own: portable TV sets (mostly 19-in. models). Even electric housewares products are down in sales under last year's level.

DETROIT — Business here is good but not great. Best movers are color and portable TV sets. Stereo sales are slow. Home laundry sales are steady, but not exceptional. Best movers in housewares are electric knives. Electric iron sales have picked up. One dealer notes an increase in hair dryer volume.

LOS ANGELES — Business here is excellent in all brown goods categories. Stereo sales are way up. Color TV, buoyed by several local promotions, is being bought in record quantities. Transistor radio sales are good. Air conditioners continue to move well. One dealer sums it up by saying that "it seems that everyone regardless of their income bracket has money. They don't seem to shop price as in the past but are taking the first or second figure quoted them without much hesitation."

NEW YORK — Business is perking up slightly, following what many dealers called the worst Easter season ever. The holiday, coupled with income tax payments, was blamed for the debacle. Only color TV and dishwashers survived the slump. (Undercounter dishwashers are out-selling portables.) Electric housewares are showing the usual sales decline that is experienced after good Easter business.

OMAHA — Color TV sales here are said to be excellent. Dealers are anticipating a record volume in this product category as sales continue to run well ahead of last year. Home laundry sales continue to be good with more dryers being sold than at this time last year. Refrigerator sales are slow.

PHILADELPHIA — The story here is that April showers did not dampen the sales picture. Almost all brown and white goods are moving at a pace that is better than last year's with the exception of electric housewares. Color TV is the best mover, with portables (mostly 19-in. sets) running a close second. Pre-season promotions of air conditioners appear to be successful. Clothes washer sales are down a little under last May.

PHOENIX — Air conditioner sales are excellent here as warm weather descends on this southwest city. Dealers are optimistic that sales will top last year's excellent volume. Second and third units are aiding sales in this heavily saturated marketing. One dealer states that inexpensive central air conditioners have cut into room unit sales.

WASHINGTON — Color TV is the big mover here. As in other areas, the 25-in. tubes are in short supply at distributor level. Pre-season promotions in behalf of room air conditioners have been "very successful" thus far, and dealers look for the best season ever. Refrigerators are not moving yet, nor is home laundry equipment. Dealers are preparing for the usual surge of Mother's Day purchases of electric housewares. In the meantime, floor care products are doing well. One trend to note: good sales of high-end vacs.

Sells them right off the counter,
like portables should be sold!



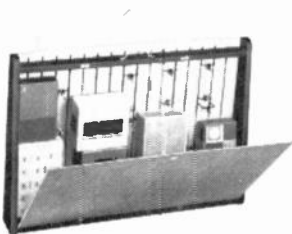
New "Listening Center" for your hot Motorola Portable Line

A complete merchandising center!
Lets customers shop 'em, play 'em, sell them-
selves. Flexible, seasonally-adaptable,
practically theft-proof. Stores back-up stock.

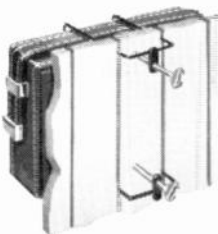
The *counter* is the place to sell portables—and the new Motorola "Listening Center" display puts them there. Portables sell best when not under lock and key. The "Listening Center" lets customers shop 'em, play 'em, while you're selling elsewhere on the floor.

Practical. Colorful. Helps move those fast-selling Motorola portables even faster. Call your Motorola distributor—get his red-hot deal on this complete and practical Motorola portable merchandising center.

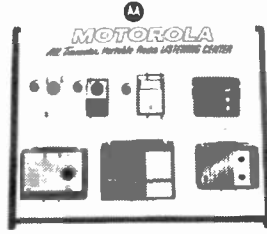
Another example of the kind of Motorola sales leadership that helps produce top retail profits.



Concealed storage space in rear. Not only displays your complete Motorola portable radio line, but has room for adequate back-up stock, too.



Locks them in securely. Strong, front-to-back wire clamps hold radios in place and display them attractively.



Versatile. You can display portables in virtually any combination. Handle makes display easily portable.

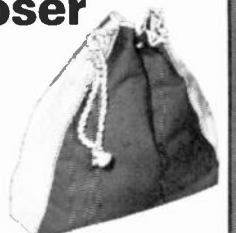
MOTOROLA

new leader in the lively art of electronics

**Tote-Bag
Sales Closer**

To give away **FREE!**

Find out how you can give away one of these deluxe, jumbo-size tote-bags, FREE, with Motorola portable radios.



Personnel Gottings



E. L. Kennedy



W. Newman, Jr.



J. W. Myers



R. A. Anfanger



H. A. Goldsmith



C. Wagner, Jr.

Charles H. Belzer, Jr., now in newly created position of product planning manager for radios-phonographs-stereo, Admiral Corp.

Howard W. Johnson, now central regional sales manager, Concord Electronics Corp.

Harry N. Freeman, now vice president of marketing, Easy Appliance Div., Hupp Corp.

Edward L. Kennedy, now in new post of executive vice president; William J. Newman, Jr., now in new post of vice president-marketing, Waring Products Co., division of Dynamics Corp. of America.

Harry Franco, now vice president in charge of sales, Realtone Electronics Corp.

James W. Myers, now general manager, electric clock division, Sunbeam Corp. Miles Van Alstyne succeeds Myers as product manager.

Robert A. Anfanger, now manager of room air conditioner sales programming, Airtemp Div., Chrysler Corp.

Harold A. Goldsmith, now president, Olympic Radio & Television Div., Lear Siegler, Inc., succeeding Morris Sobin, who resigned.

Charles H. Wagner, Jr., now advertising services manager, entertainment products division, Sylvania Electric Products, Inc.



L. R. King



J. J. Fisher

Louis R. King, now vice president, sales, Amana Refrigeration, Inc.

John J. Fisher, now product manager of domestic appliance and blue ribbon division, Marquette Corp.



V. E. Buss



H. G. McDavitt

Vincent E. Buss, now marketing manager; Jules Rubin, now regional vice president, Concertone Div., Astro-Science Corp.

Harry G. McDavitt, now director of merchandising, Eureka Williams Co.

Richard S. Zenna, now northwest regional sales manager for portable appliance division; John H. Mullen, now assistant product manager, electric housewares department, Westinghouse Electric Corp.



M. Philipson



J. F. White

Milt Philipson, now national sales manager, Roberts Electronics Div.; James F. White, now vice president, marketing, Califone/Roberts Electronics Div., Rheem Mfg. Co.

Francis C. Rebedeau, now in newly created position of sales training manager; Major J. Horney, now regional sales manager, Admiral Corp.

A phonograph is known by the changer it keeps

A phonograph is known as dependable, when its changer is BSR. This famous changer simply will not jam or stall. BSR has been lab-tested through more than a million consecutive perfect cycles... torture-tested by hundreds of the world's leading hi-fi phonograph manufacturers... and use-tested by scores of millions of customers!

A phonograph is known as more profitable, when it uses this world-favorite changer. The makers of America's great phonographs choose BSR to keep customers happy, keep sets sold, keep dealers' profits intact. And major American dealers report BSR the most trouble-free of changers, in operation and in hi-fi performance!

A phonograph is known as a best seller, when it features BSR. Year after year, BSR has been the featured changer of best-selling phonographs around the world. In England, where fine hi-fi was born, 3 out of 4 changers sold are BSR! Why not specify BSR in the hi-fi you sell... for top sales, for sure dependability, and for profits you'll keep.

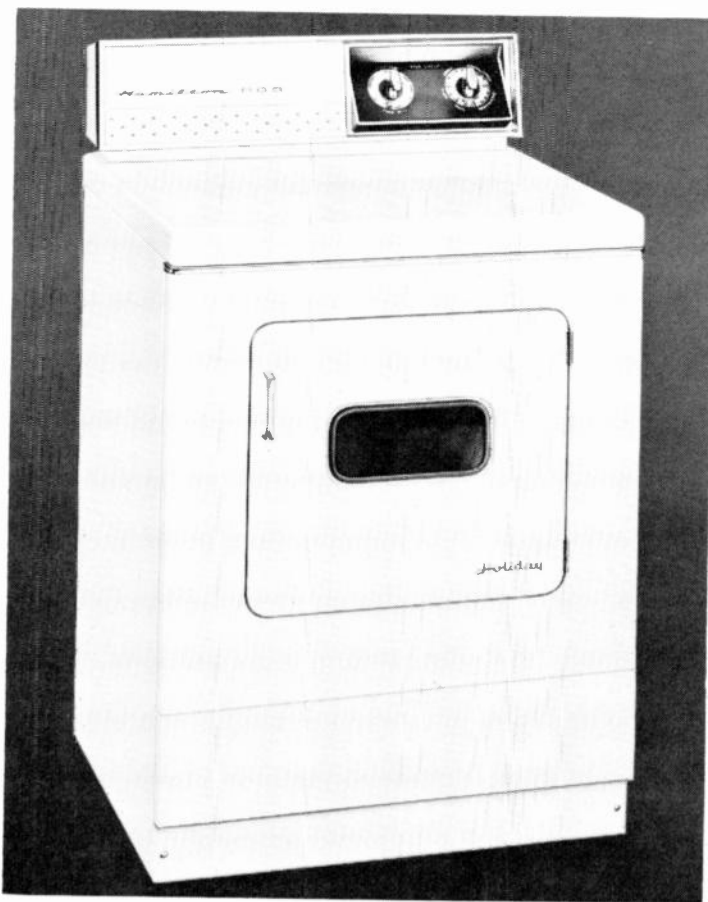


DEPENDABLE BSR



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

FASTER



FASTER DRYING . . . *MUCH FASTER DRYING* . . . is one of three* powerfully persuasive sales-clinchers going for you in the new Holiday by Hamilton. Many reasons for Holiday's high-speed performance: *Two* fans instead of one. Greater BTU input. *More* warm air distributed *more* evenly. Better tumbling action that reduces wrinkling. No hot spots. No damp ones. No scorching or baking. *Total* drying performance . . . swiftly, safely. Which is what a dryer's for.

*The other two? (1) *Extra large capacity* . . . so large that the Holiday *will dry any size load that an automatic washer can wash!* (2) A slimmer, trimmer cabinet . . . only 27¼" wide. Fits where others won't. Matches washers in size . . . *beautifully, exactly!*



HOLIDAY...THE NEW, FAST-DRYING DRYER BY

Hamilton

Hamilton Manufacturing Company, General Offices, Two Rivers, Wisconsin, Factories at Two Rivers, Wisc. and Kosciusko, Mississippi

HAMILTON — THE FULL-LINE LAUNDRY LINE OF HERITAGE AND HOLIDAY DRYERS, AUTOMATIC WASHERS, WRINGER WASHERS



Lighting Up The Skyline

STRUNG ON the balconies of the north and south walls of the new 27-story First Federal Savings Building in Mayer Central Plaza in Phoenix, Ariz., this "Electrical Week" spectacular sponsored by the Valley of the Sun Electric League was visible on a clear night for almost five miles in either direction. Westinghouse, GE and Sylvania supplied the 2,120 25-watt yellow and red A line lamps strung on over a mile of wire. Display, between the 15th and 23rd floors, measured approximately 96 ft. high and 145 ft. wide.

EI Publishes 12-Page "Climate Control" Booklet

The Residential Electric Heating and Air Conditioning committee of Edison Electric Institute has produced an attractive two-color 12-page booklet about central and room air conditioning. Titled "Climate Control," booklet (EEI 54-280 describes how easy it is "to enjoy complete electric climate control with spring-time freshness" the year around.

It also emphasizes the low cost of installing and operating electric air conditioning. Booklet, which includes buyer's guide for homeowners, is available from electric power companies for distribution.

NRMA Appoints Plant As Acting General Manager

George Plant, a veteran of 35 years of service with the National Retail Merchants Ass'n, has been appointed acting general manager of the association by its executive committee, according to an announcement by Carl N. Schmalz, president of NRMA and president of R. H. Stearns Co., Boston. Plant is an officer, assistant treasurer, senior staff member and manager of the store management group and personnel group of NRMA.

Schmalz also announced that he will soon appoint a special committee to consider and recommend a chief administrative officer of the association to succeed J. Gordon Dakins, executive vice president and treasurer of NRMA, who died in March.

GAMA meeting . . .

(Continued from page 14)

"We have competition that is willing to be more than daring, and we are almost in a position where we have to put up or shut up," Gale stated.

The speaker said he wants to find out why results of the AGA research and development program have not been used in the past. He cited a "multi-matic" wall which was developed under this program in 1958 and which was not used by the gas industry but now has a counterpart in the electric industry.

Willingness of manufacturers to risk capital and to take on and utilize design and development engineering with the manufacturing process can go a long way towards assuring that the business of tomorrow will be the natural gas business, Gale asserted.

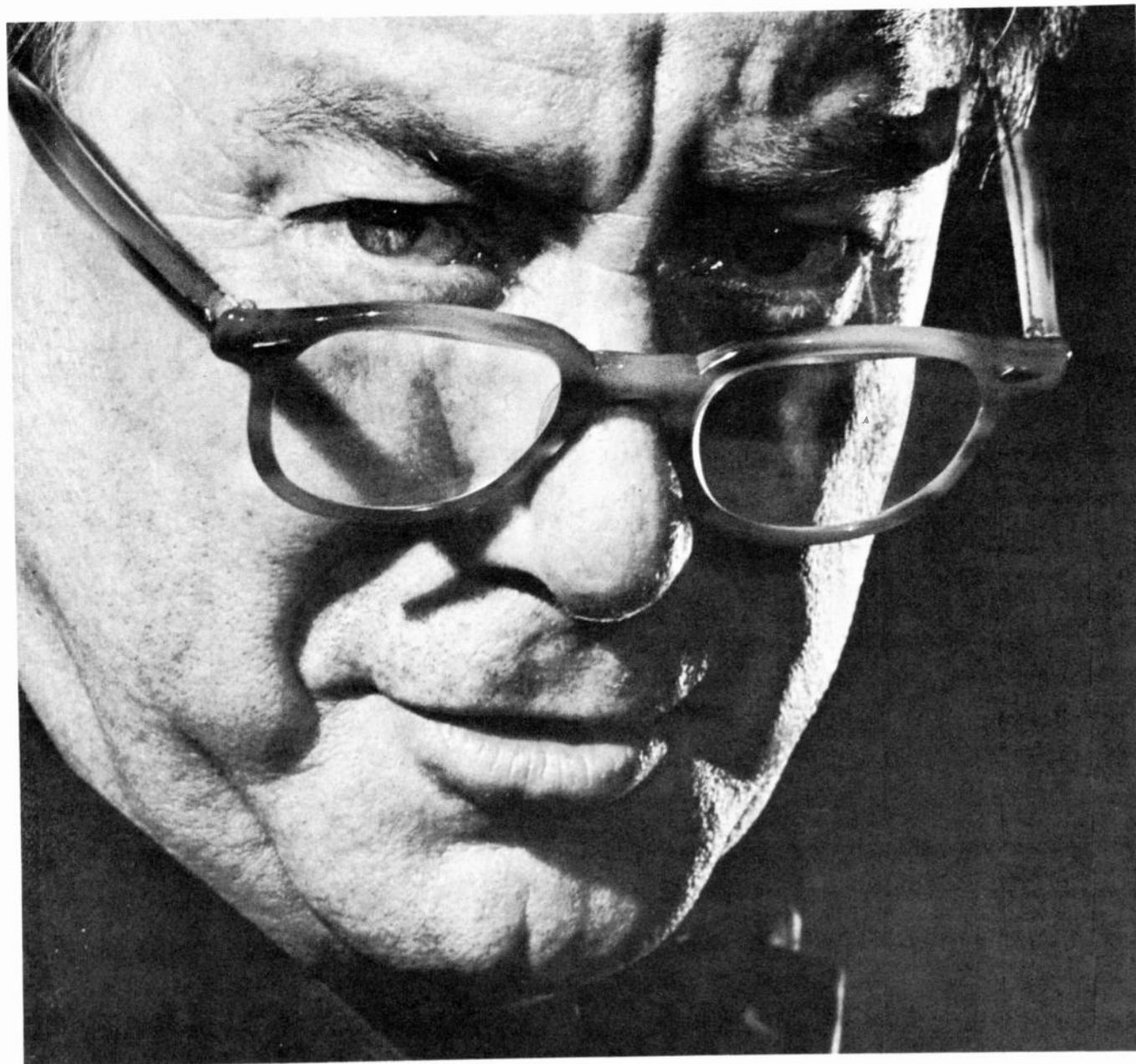
Report from Japan

(Continued from page 12)

occupying less space are preferable to larger ensemble stereo sets. Secondly, the situation has been taken note of by the manufacturers who have shifted emphasis from ensemble sets to separate sets. Lastly, a need for competing against imported Goodman and McIntosh products has arisen.

Of particular note in this field is the development of speaker systems using much smaller cabinets but with a reproduction range of 40 to 20,000 cycles and music power output of 20 watts. A typical system of this class is Pioneer Electronic Corporation's CS-51, which is about 10 in. x 6 in. x 6.7 in. in size. It is a two-way system using 5-in. and 2.5-in. loudspeakers. Its output is 20 watts and its output sound pressure level is 93 decibels.

As miniaturized speaker systems are expected to find wide-spread use among audio fans subsequent to May, speculations are afloat among the industrial circles as to the outcome of competition among manufacturers. ■

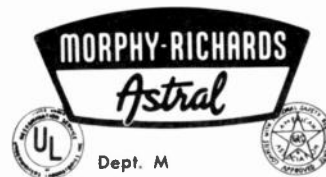


I Know Astrals are the highest priced—we planned it that way.

Over 2,000,000 Astrals in use prove that the quality standard we set for these sleek, slim-lined compacts was immediately recognized by the public. The price maintained guarantees the extraordinary workmanship and finishing of these superb compacts, and also assures our retailers of forceful national advertising and merchandising that moves goods and guarantees profits. If another compact is described as "...as good as an Astral" you can bet your hat—it's not!

For your immediate profit call 201-768-8890

MODELS C200A • B270D • B400A
Morpho-Richards, Inc., 128 Ludlow Avenue, Northvale, New Jersey, P. O. Box 10.





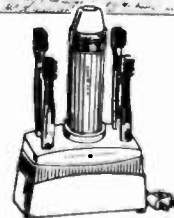
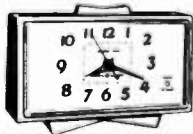
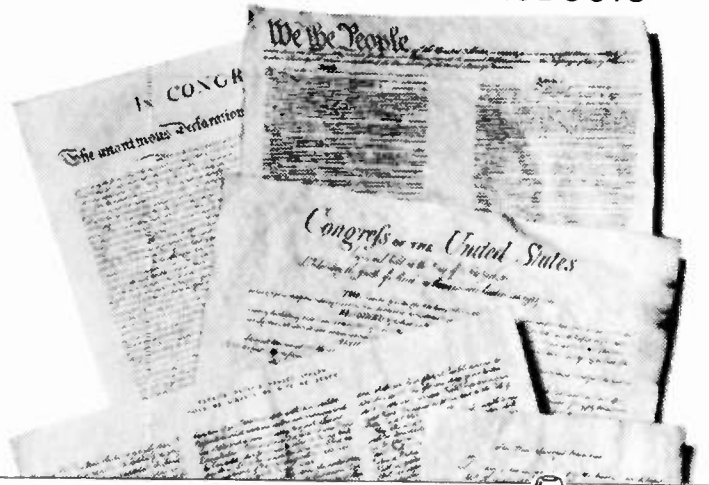
GENERAL ELECTRIC PROCLAMATION

HARK YE TO THE PROMOTION OF THE YEAR! FAMOUS FREEDOM DOCUMENTS

FREE

WITH THE PURCHASE OF ANY OF THE FOLLOWING GENERAL ELECTRIC PRODUCTS

- | | |
|------------------------------|-----------------------|
| Automatic Blankets | Heaters |
| Heat 'N Serve Baby Dishes | Heating Pads |
| Can Openers, Sharpeners | Irons |
| Cigarette Lighters | Mixers, Blenders |
| Clocks | Rotisseries, Broilers |
| Coffee Makers, Urns, Kettles | Shoe Polishers |
| Dehumidifiers | Skillets |
| Fans | Slicing Knives |
| Fire Starters | Toasters |
| Floor Polishers | Toothbrushes |
| Grills, Griddles | Vacuum Cleaners |
| Hair Dryers | Warming Trays |



BE IT KNOWN—a big bell-ringing promotion is here—one you can tie in with to make it the most meaningful, dignified and profitable of the year. It's perfectly timed for May through July 15, backed by a rousing ad campaign to include a 2-page spread in *Look* (June 1); full pages in *American Girl* (June); *Co-Ed* (May 19); *Senior Scholastic* (May 19); *Seventeen* (June)... and on network TV "College Bowl" NBC, May 23!

Customer sends cover of Use and Care Book or flap from Clock or Heating Pad carton as proof of purchase to: Famous Freedom Documents, General Electric Company, Bldg. 22-DE, 1285 Boston Avenue, Bridgeport, Connecticut 06602. Documents included are replicas of The Declaration of Independence, The Constitution of the United States, The Bill of Rights, Patrick Henry's Speech and The Star-Spangled Banner.

**PLAN TODAY...IT'S GOING TO BE
IMPORTANT TO YOU!**

STOCK THE MOST ACCLAIMED ELECTRIC HOUSEWARES in the industry. See your General Electric distributor for the FREE Merchandising Aids to make your local program a stunning success. Feature offer during Memorial Day and on July 4th. Offer expires July 15, 1965.

General Electric Company, Housewares Division, Bridgeport, Connecticut

GENERAL  ELECTRIC

Kelly & Cohen . . .

(Continued from page 28)

service staff," says Pizzuto. The chain, which has a reputation for extremely speedy and reliable service, has earned a dealer service award from 18 nationally famous manufacturers.

Kelly and Cohen makes a point of telephoning every customer who makes a purchase — after the appliance is delivered and installed in the home — to be absolutely certain the customer is completely satisfied.

The chain will not run a newspaper ad or a commercial featuring

an "off-brand" appliance or TV set. Kelly and Cohen advertises in *The Pittsburgh Press* and the *Pittsburgh Post-Gazette* (last year the chain ran over 357,000 lines of advertising in both newspapers), with ads generally featuring a host of brand name washers, dryers, refrigerator-freezers, ranges, portable TV sets, TV consoles, etc. Many appliances are illustrated in these ads, many of which made good use of run-of-press color.

Kelly and Cohen also uses TV, radio, billboards and direct mail in promotion of brand names products. Their advertising budget last year was around \$240,000 (making Kelly and Cohen the 12th largest retail advertiser in the Pittsburgh area).

An extremely promotion-minded

operation, Kelly and Cohen runs a wide range of special sales events throughout the year. During January, 1964, Inventory Clearance Sales were held, and February saw both a Washington's Birthday Sale and a Grand Opening Sale. In March, a St. Patrick's Day Sale took place, and in April, a Special Color TV Sale and a "Sale-A-Bration" event.

In May, Brand Names Week was the key promotion and over 40,000 lines of newspaper advertising were devoted to brand name products. Some 125 spot commercials were used on both radio and TV.

Other promotional events last year included: Old Fashioned Bargain Day Sale (July), a Semi-Annual Dollar Day Sale (August), a Har-



FREQUENT SALES meetings are held by Kelly and Cohen to familiarize salespeople with latest in appliance styling and features.

vest of Values Sale and a Marathon Sale (September), a World Series Sale (October), a Circus of Savings Sale (November), and a Christmas Preview Sale (December).

Kelly and Cohen sponsors a Saturday noon news program on KDKA-TV, which reaches 150,000 homes, and also advertises on another Pittsburgh channel, WTAE-TV. Two local radio stations are used to promote brand names merchandise. The chain also uses manufacturers' materials in both window and in-store displays to further its image as brand names headquarters.

Among the brand names products that receive extra-heavy promotional support from Kelly and Cohen are: RCA, Zenith, Hotpoint, Sylvania, Norge, Motorola, Philco, Sunray, and Admiral.

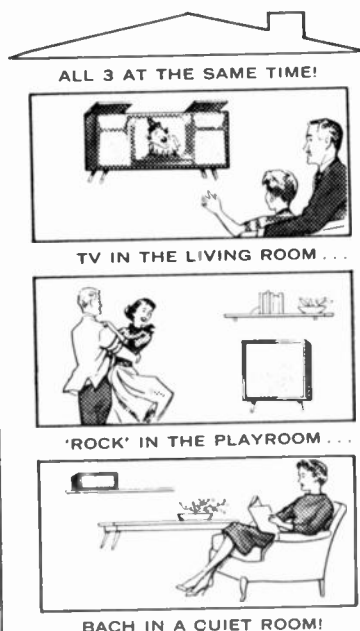
Kelly and Cohen holds frequent sales meetings to familiarize salespeople with the latest in appliance styling and features. Once-a-week meetings of executive personnel with manufacturer representatives are also a part of the firm's overall policy.

Promoting brand names has a number of side benefits, according to Kelly and Cohen management.

"Brand names have been instrumental in our ability to attract ambitious salesmen, and with the cooperation of the various distributors we have built a strong force of professional salesmen," says William T. Strebeck, general sales manager.

"As to the future," says Pizzuto, "our brand name policy will be firm and continuous. It has been a tremendous asset to our business." ■

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



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

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

LSI / Olympic



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

Amana Offers Bicycle As Spring Traffic Builder

Amana dealers are being provided with a special traffic builder bicycle premium as part of a three-month spring sales promotion drive.

The full-size 26-in. de luxe "Hawk" bicycle, in boy's or girl's model, is a \$44.95 retail value which Amana dealers can either offer free with any Amana product, or sell at an obvious value of \$9.95, \$14.95, or \$19.95. It is designed to help introduce the firm's new "Deepfreeze" chest freezer line, which features foam insulation for the first time. However, the premium is applicable to all Amana refrigerators, freezers and room air conditioners, at the discretion of the dealer.

If your salesmen can't always be there to answer questions like these about KitchenAid dishwashers

what the pushbuttons do
 what SaniCycle is
 how they wash and dry
 what and how much can be put in
 how they're made inside and out
 what finishes they come in

These "salesmen" can.

Dishes get Cleaner, Drier too
KitchenAid
 SUPERBA VariCycle DISHWASHERS

Dishes get Cleaner, Drier too
KitchenAid
 Classic VariCycle Portable Dishwashers

VARI-CYCLE SELECTION
 Wash your dishes in 4 ways - 4 different wash cycles. 4-WAY WASH: Extracts dirt through 4 wash cycles. 4-WAY WASH: Extracts dirt through 4 wash cycles. 4-WAY WASH: Extracts dirt through 4 wash cycles.

4-WAY WASH
 Extracts dirt through 4 wash cycles. 4-WAY WASH: Extracts dirt through 4 wash cycles. 4-WAY WASH: Extracts dirt through 4 wash cycles.

AUTOMATIC-LIFT TOP RACK
 Lifts up and back automatically when the cycle is over. 4-WAY WASH: Extracts dirt through 4 wash cycles. 4-WAY WASH: Extracts dirt through 4 wash cycles.

EXCLUSIVE FLO-THRU DRY
 Washes, dries and sanitizes all through one cycle. 4-WAY WASH: Extracts dirt through 4 wash cycles. 4-WAY WASH: Extracts dirt through 4 wash cycles.

PORCELAIN ENAMEL INSIDE AND OUT
 A beautiful porcelain enamel finish. 4-WAY WASH: Extracts dirt through 4 wash cycles. 4-WAY WASH: Extracts dirt through 4 wash cycles.

AUTOMATIC DISPENSERS
 Dispenses detergent and salt automatically. 4-WAY WASH: Extracts dirt through 4 wash cycles. 4-WAY WASH: Extracts dirt through 4 wash cycles.

SNAPS TO FAUCET QUICKLY-EASILY **FULL WIDTH GUIDE BAR** **BEAUTIFUL WORK TOP**

No Installation Expense

- Faucet Adapter has Built-in Aerator
- Automatic Power Cord Reel
- Extra Long Power Cord and Fill-Drain Hoses

CHOICE OF BUILT-IN, CLASSIC TOP-LOADING PORTABLES, CONVERTIBLES • DISHWASHER SINK COMBINATIONS

A KitchenAid for every kitchen, every budget

VARI-CYCLE SELECTION
 Wash your dishes in 4 ways - 4 different wash cycles. 4-WAY WASH: Extracts dirt through 4 wash cycles. 4-WAY WASH: Extracts dirt through 4 wash cycles.

BIG VERSATILE CAPACITY
 Accommodates 16 place settings. 4-WAY WASH: Extracts dirt through 4 wash cycles. 4-WAY WASH: Extracts dirt through 4 wash cycles.

MORE HEALTH PROTECTION
 New SaniCycle provides the greatest degree of germ disinfecting sanitization. 4-WAY WASH: Extracts dirt through 4 wash cycles. 4-WAY WASH: Extracts dirt through 4 wash cycles.

EXCLUSIVE FLO-THRU DRY
 Washes, dries and sanitizes all through one cycle. 4-WAY WASH: Extracts dirt through 4 wash cycles. 4-WAY WASH: Extracts dirt through 4 wash cycles.

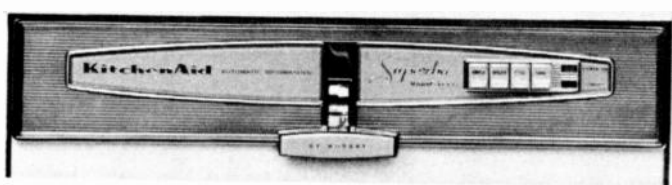
4-WAY WASH
 Extracts dirt through 4 wash cycles. 4-WAY WASH: Extracts dirt through 4 wash cycles. 4-WAY WASH: Extracts dirt through 4 wash cycles.

MORE AUTOMATIC - MORE CONVENIENT

- Long-life generator wash motor
- Automatic Detergent Dispenser - keeps in touch with you
- Automatic Rinse Agent Dispenser to save washing glasses
- Sanitize Filter to clean wash water
- Automatic Reset Button for short cycles
- Removable salt compartment
- And more!

Vari-Front Finishes

Choose from 12 finishes - 12 different colors and textures. 4-WAY WASH: Extracts dirt through 4 wash cycles. 4-WAY WASH: Extracts dirt through 4 wash cycles.



These new displays sell KitchenAid dishwasher features and dramatize the product. They're always on the job. A real help when your salesmen are busy with other customers. And when your men do approach your KitchenAid prospect, the displays are helpful cue cards. Three sturdy, long-lasting displays; banners;

see-through panels that let you demonstrate the wash action; colorful literature; and many other selling aids are available. Take advantage of these "extra salesmen". For full details, call your KitchenAid distributor or write Dept. KMM-5, The Hobart Manufacturing Company, Troy, Ohio 45373.

KitchenAid
 Dishwashers: Built-Ins • Portables • Convertibles • On display at the House of Good Taste, New York World's Fair.





WHO HID THE REFRIGERATOR?

*Kelvinator did...with exciting Originals!
(urethane insulation helped)*

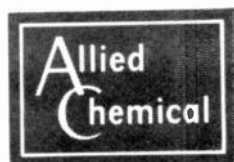
Urethane insulation helped tremendously, in fact. It's the basis of Kelvinator's famed Trimwall construction which had to precede the fabulous fashion styling Kelvinator introduces this spring.

Now with 33 motifs (some with ranges and dishwashers to match) Kelvinator transforms kitchen appliances from decorators' headaches to the focal point of kitchen decor. From classic lines such as French Provincial and Pennsylvania Dutch their designs extend all the way to contemporary whimsy and humor. A few are illustrated at right. Above, you have to look twice to realize that the designer

has concealed a 22-cubic foot refrigerator-freezer behind the louvered doors of the Town and Country Foodarama.

Along with gracious decorator styling and other luxury features, Kelvinator Originals have the longer-lasting, double insulating efficiency and added structural strength of urethane rigid foam, the insulation that inspired a design revolution.

For point-of-sale literature on urethane insulation, write National Aniline. For information about Kelvinator Originals, write Kelvinator Division, American Motors Corp., Box D, Dept. 1, Detroit, Mich. 48232.



NATIONAL ANILINE DIVISION
40 RECTOR STREET, NEW YORK, N. Y. 10006

... producers of all basic urethane chemicals . . .
NACCÓNATE® Diisocyanates, ACTOL® Polyethers and
GENETRON® Blowing Agents . . . and leaders in the
chemistry and commerce of urethane applications.

Gibson Establishes New California Sales Division

In a major territorial expansion, Gibson Refrigerator Sales Corp. has established a separate sales division for southern California and has appointed a new divisional sales manager for Texas and Oklahoma, it was announced by W. C. Conley, president, Gibson Sales.

Herschel L. Johnson moves from Dallas to Los Angeles, where he will head the new division. Replacing him as divisional manager for the Texas-Oklahoma area is L. S. Schmucker,



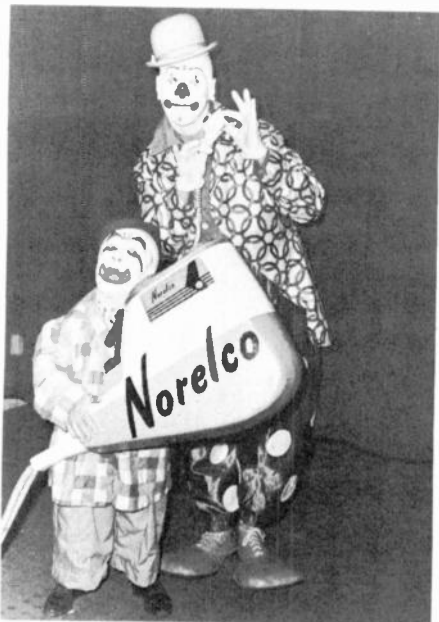
L. S. Schmucker H. L. Johnson

president of L. S. Schmucker and Associates, former distributor of Gibson air conditioners in the Houston and San Antonio markets.

Schmucker's distributorships will be replaced by two new Gibson sales branches for air conditioning — Gibson Sales Corp. of Houston, headed by D. M. Glover, who has held various sales and finance posts with Gibson; and Gibson Sales Corp. of San Antonio managed by Robert Priddy, formerly associated with the Schmucker distributing organization.

"Establishing the new division," said Conley, "will enable E. R. Vander Linden, formerly responsible for the entire west coast, to devote full time to expanding markets in northern California and adjacent states."

Big Shaver



CIRCUS CLOWN with giant-size version of Norelco's "Speedshaver" (featured in promenade of clowns in Ringling Bros. and Barnum & Bailey Circus, now in its 95th season and tour) will make personal appearances at retail stores and shopping centers for benefit of dealers in cities where show is booked, through arrangements by North American Philips Co., Inc. Tied in with show promotion is two-color, double-page ad designed for circus program.

You Profit More with SPEED QUEEN



Meet Charlie Mehrmann.* He's the Speed Queen District Manager in the Pittsburgh area (Allegheny County). Here he is shown doing sales training work in one of HAHN'S seven Pittsburgh stores. Charlie is a home laundry specialist in every phase of dealer service — advertising, promotions, merchandising, sales training, floor display, pricing, etc. It's all part of his BASIC RESPONSIBILITY as a District Manager to assist his Speed Queen accounts to profit more with the Speed Queen line. Read Buyer Sheffler's comments below.

"When the Speed Queen people advertise that they go all out to help their dealers make a profit, they are stating the truth . . . at least so far as we are concerned. District Manager Charles Mehrmann not only helps to train our salesmen, but he is on the ball in every way possible to make Speed Queen one of the most profitable appliance lines we carry. Speed Queen dependability doesn't necessarily sell itself; Mr. Mehrmann coaches our people as how to put it across on the sales floor . . . and close the sale. And that's what counts!"



Mort Sheffler
Buyer — Hahn Furniture Co.
Pittsburgh



SPEED QUEEN

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

FAMED FOR DEPENDABILITY

Future in rentals . . .

(Continued from page 26)

Why should a consumer rent rather than buy? For two good reasons, says Gliklich: (1) No big money outlay; and (2) Never any service problems or expenses.

Gliklich gives this example: At \$6 a month for two years, the consumer has paid \$144 for the 19-in. portable TV on a rental basis. During that time he's made no big cash outlay and he has had his set repaired or replaced free of extra charge. At the end of the two years, under Gliklich's system, the consumer either can get

a new TV set at the same rental, or he can go on renting the old one at about \$4 a month.

From the dealer's standpoint, Gliklich emphasizes that the one absolute essential in a rental operation is service. Not only does the dealer have to have his own service, but he must keep close personal supervision over it. "Service can make you or break you in this business," he says.

Renting is not something to jump into quickly, according to Gliklich. "There's a lot of trial and error. At least there was for us. And it costs you money to learn.

"For one thing, when you're in the rental business, you're sort of in the finance business. Problems of credit

rating and skips become very important. Then of course you have to remember that the return on your initial outlay for inventory is slow at the start. I figure you have to wait about two years for the returns to start coming in. In the meantime, you'd better have something else to keep you going."

In a long-term rental program, Gliklich points out, the dealer can't get away with offering used appliances, as he often can on short term rentals ("If you're asking somebody to sign up for a two-year lease, you can't very well offer him second hand merchandise"). For this reason, he estimates that a dealer would need about \$50,000 to start renting.

Another thing for the dealer to remember, says Gliklich, is that when you rent an appliance, guarantee the customer not only that you will always repair the merchandise, but also that the customer will never be without merchandise. This means that in the rare cases (in Gliklich's operation) where TV sets have to be brought to the shop for repair, a substitute set has to be provided.

Color TV, Gliklich has found, lends itself very well to a rental operation because of its high purchase price and because many consumers are much more afraid of service problems (still) on color than they are on black-and-white. Gliklich gets \$19.95 a month for color TV rental on a long term basis.

In England, Gliklich says, renting TV has become so popular that about 70 per cent of the sets in all homes are rented. This practice can't be traced altogether to a desire to avoid the use-tax levied there, either, he adds, because the tax saving by renting is insignificant. Gliklich spent time in England studying the rental system there. The biggest TV rental operation in England now manufactures its own receivers, he says.

The renting dealer should choose his TV lines with two things in mind, according to Gliklich: (1) reliability of product; and (2) consumer acceptance of brand.

In his own operation, Gliklich adds another safeguard. As soon as he receives new TV sets, the service department strengthens the circuitry to guard against two major trouble sources, surge and humidity.

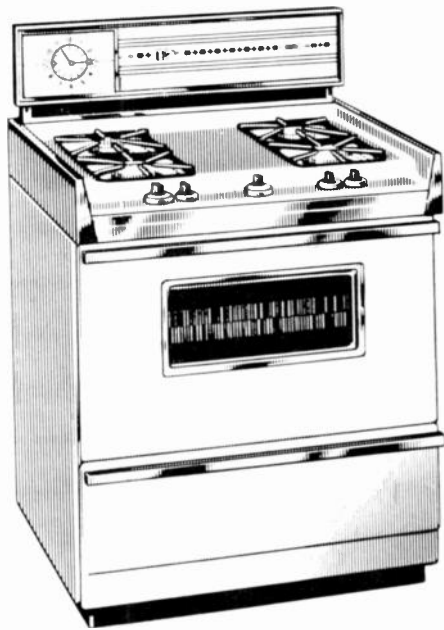
Gliklich's firm got something of a surprise when they found out what type of consumers responded best to their rental ads.

"We had expected the biggest play from the lower-income groups," he says, "but it was the smart money crowd, the businessmen and professionals, who responded best. One man ordered a color TV set for his maid's room. I went out myself on that call."

Air conditioners present more of a problem in renting than TV equipment, says Gliklich, because only about 50 per cent of the time can the prospect give an accurate enough description of the area to be cooled so that the firm can send out a unit with out making a survey first. Gliklich's firm makes some use of the quick mounting fixtures now supplied by many air conditioner manufacturers, but here again, he says, the dealer has to choose brands carefully. The firm has also contracted with a local storm window manufacturer to provide a mount that uses glass on the sides rather than opaque panels. If they sign up for two consecutive years of air conditioner rental, consumers get this glass mount at no extra charge. Rental fees for air conditioners start at \$59.95 a year.

How do Gliklich's suppliers feel about the rental program? "Well, we don't get any co-op ad money on the rental ads," says Gliklich, "but since we started the ad program, not a single day has gone by that some supplier doesn't call up and want to know how we're doing. I guess they really don't know what to think about it yet."

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.

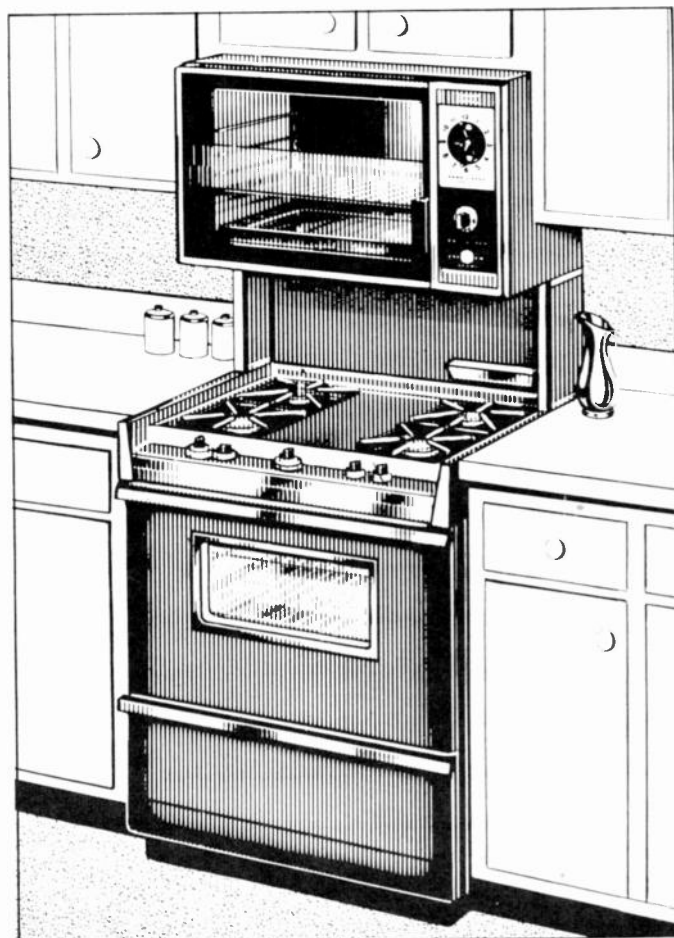
total sell...

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



Hertz rental . . .

(Continued from page 26)

"basically because they still don't have confidence in the product, and are afraid of servicing problems."

The company charges \$100 for the seasonal rental of room air conditioners. If the customer wishes, the unit can be left in his window year-round and Hertz will service it whenever necessary. The majority of units the company rents are made by Emerson.

Hertz insists upon providing a free home survey before it will rent out a room air conditioner. Cohen explains that this is the only way to avoid unhappy customers. "We'll never rent units that provide less than 5,000 BTU," he notes. The majority of the several hundred units rented last year were 6,000 BTU models.

As an incentive, Hertz is giving 10 per cent discounts this year to repeat customers of air conditioners.

Last summer, Cohen points out, the New York outlet placed a single small newspaper ad offering room air conditioners for rent and rented its entire stock immediately. This was the extent of the firm's newspaper advertising; direct mail was found to be most successful, notes Cohen. (Prospects names are obtained from the Yellow Pages and from available mailing lists.)

This year, however, plans call for running spot ads three times a day, five days a week on an FM-stereo radio station in the New York Metropolitan area — in behalf of air conditioners. At the present, Hertz Rent-All operates four outlets in Chicago and New York, and has franchised licensees in St. Louis, Cincinnati, Louisville, Dayton, Norfolk, Spokane, Tampa, West Hartford and Huntington, Long Island. Cohen says several appliance operations are among those who have applied for franchises.

Dog-gone



LATEST VICTIM of the electronic age is the hunting dog, who has been replaced in this picture by a Norelco "Continental 101" tape recorder. While one hunter mans his post with rifle at the ready, the other goes up the trail to flush out the quarry with the barking tape recorder. The hunters, Gabe Carpentier (left) and Robert MacDonald, agree that their electronic hound dog works as well as the live model and eats less.

The consumer can buy the merchandise he has rented from Hertz if he wants to, but as a rule the company does not encourage this practice. "Every now and then, though," says Cohen, "we do encourage it when we want to turn over our inventory." About 20 per cent of the people who rented air conditioners in New York last year wound up buying them. They can apply, generally, one month's rental

toward purchase price. In any event, purchase price is far below regular retail.

Department stores are showing some interest in the rental idea, Cohen says, noting that two of the licensees are operating, as regular leased departments, in Pogue's, Cincinnati, O. and Stix, Baer & Fuller, St. Louis, Mo.

Competition? "Hertz is well aware of the big number of small operators

in the rental field, but it is counting on its experience and identity in the rental business to attract consumer confidence."

Cohen expects that the firm's new arrangement with American Express Co., under which holders of the firm's credit card may charge rentals of products, will greatly increase the volume of rentals.

Items can be rented by the day, week or longer under the plan. ■

What is the "built-in maid?"

PS

SHE'S THE SYMBOL OF PROCTOR-SILEX QUALITY FEATURES!

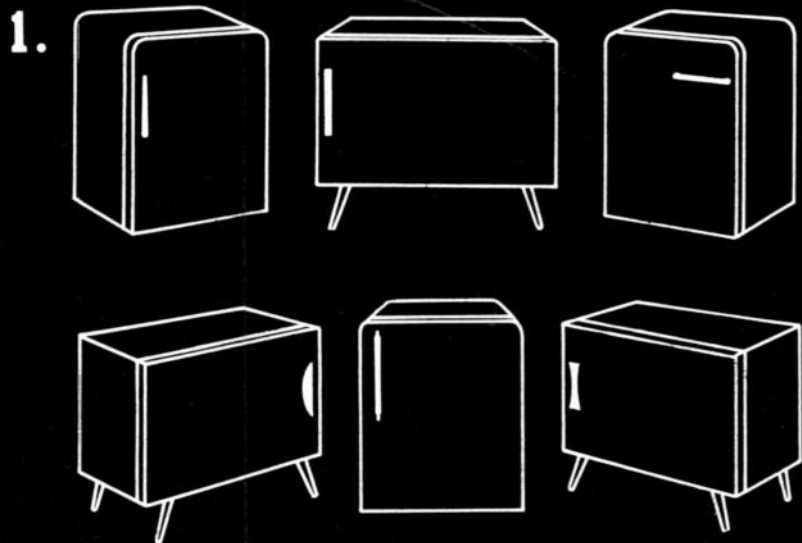
- built-in! patented thermostat**
Set it and forget it — automatically insures exact shade of toast every time!
- built-in! faster heating elements**
Speed up toasting time. Provide more evenly textured toast, too.
- built-in! extra high rise**
Now small slices and muffins rise to height that's easy-to-reach.
- built-in! 1-year free replacement guarantee.** If for any reason due to defect in workmanship or material a Proctor-Silex toaster in normal use does not perform satisfactorily, it will be replaced. (Cord and shipping damage excluded.)



TV advertising coast-to-coast is built in, too. Largest in Proctor-Silex history. Featuring toasters, irons and ironing tables — all by

PROCTOR-SILEX® WITH THE "BUILT-IN MAID!"

TWO WAYS TO EARN \$50 PROFIT



SELL 6 (or more) INEXPENSIVE IMPORTS

or 2.



SELL 1 AMERICAN MADE ACME!

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

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

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

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

"where inches count"
Acme

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

I believe . . .

(Continued from page 8)

I should mention that we send out a letter inviting our customers who have paid five payments on time to add-on to their contracts. We also send a letter when contracts and notes or large accounts have been paid in full. These we have found to be a must and they bring in many, many plus sales.

When we receive checks back from the bank marked "insufficient funds," or "no account," etc., we call the bank right away. If the check is no good, we send a first notice to the customer. If we do not hear from them within five days, a second notice is sent out. If this gets no response, we write them a letter telling them that unless we hear from them immediately, we will turn their check over to the sheriff for collection.

Be sure to check the correct wording to comply with your State Law with your County Attorney before you have any made up. When a customer comes in with a reason why he must be late with payment, we carefully fill out one of our "Request For Credit Extension" forms and have him sign it. He has made a specific promise and we give him a copy. This gives him a double obligation to fulfill. Our losses through the years have averaged *3/4th of one per cent* of our total receivable sales. This includes all repossession, skips, bankrupts, deaths, divorces, disabling accidents, etc.

We don't offer any insurance to our customers because we have found that in almost every case they carry their own. At present we don't feel the increased cost is justified, but we are currently investigating the possibility of having two of our employees pass a state insurance agent's test so that we can offer a policy to our credit customers who want it as an extra. *We want to be a full service store.*

I Believe a credit department is a *must* for every appliance store that faces up to the competitive pressures that we are all experiencing. If you aren't in credit all the way now, may I suggest you *Research it—Analyze Your Research—Plan Carefully—Then Gradually Put Your Plan Into Operation.* ■

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:

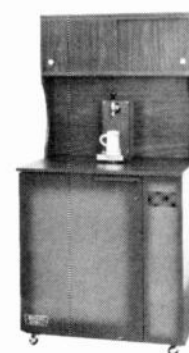
CHEM-PLASTICS & PAINT CORP.
1828 Locust St. Louis 3, Mo.

Draftmeister DRAFT BEER & SODA BAR COMBINATIONS TO CASH IN ON BIG FAMILY DEMAND!

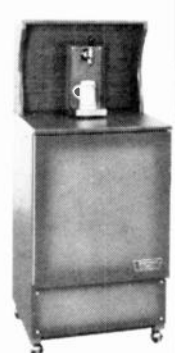
COMPLETE
High Traffic • High Profit Line



SODA • BEER BAR
COMBINATION



1/2 KEG



1/4 KEG

Cash in on the tremendous demand Draftmeister has created across the country! Exclusive new features in '65 models make selling even easier. Draftmeister is the most complete line in the thriving beer bar business . . . three models available including the red hot Soda bar-beer bar combo. All are fully refrigerated, portable and carry guarantees for trouble-free service. We supply complete advertising material including proven newspaper mats, brochures, TV spots, and a representative to help you get started. Write for the Draftmeister story.

MASTER DISTRIBUTORS, INC.
2740 ARDEN WAY, SACRAMENTO, CALIFORNIA 95825

NRMA Sets Deadline For Merchandising Awards

May 19 is the deadline for entries for the sixth annual presentation of four awards for creative merchandising managers of home furnishings and major appliances to be made June 9 by the merchandising division of the National Retail Merchants Ass'n, it was announced by William Burston, manager of the NRMA division.

The awards, called "NRMA's Creative Merchandising Awards: Home Furnishings," are made to divisional merchandise managers of the home furnishings departments in retail stores (stores need not be

NRMA members) in each of four regions of the country: northeast, mid-states, southeast, and west.

Departments whose executives will be eligible for awards include electric housewares, household appliances, radio, television, stereo. Merchandise managers nominated may supervise a number of all of these departments.

Nominations for the new awards may be made by manufacturers, distributors, and buying offices. Entries should include the names of the candidates, their position in the stores, the names and addresses of their stores, and the name and company of the person making the nominations. Reasons for making the se-

lections need not be stated.

Entries should be sent to: William Burston, NRMA, 100 W. 31st St., New York, N. Y. 10001 by May 19, 1965.

The winners will be announced at a Creative Merchandising Awards luncheon June 9 during NRMA's 11th annual Home Furnishings Conference at the Hotel Biltmore, New York City.

N. J. Mfrs. Ass'n Says Regina Is "Good Neighbor"

The Regina Corp. received the fifth annual "Good Neighbor Award" from the New Jersey Mfrs. Ass'n —

the first time an electrical housewares manufacturer has won the award.

The award was made by an independent judging committee comprised of leading industrialists in the state. The honor cannot be sought by a manufacturer; candidates must be proposed by a recognized New Jersey civic group.

Judging is based on beauty of grounds and buildings, economic value to the community, consideration for workers and community where a plant is located, personnel participation in local civic affairs, company-community relationship in regard to smoke abatement, air pollution and plant-generated traffic.

STRONG EXECUTIVE WANTED TO BE PRESIDENT OF REGIONAL SUBSIDIARY

We require a seasoned and dedicated individual—age no factor—who is seeking an extraordinary challenge. He will help build a new national industry by setting up, organizing and operating one of our subsidiary corporations. Product will be MANUFACTURED EXCLUSIVELY FOR US BY WESTINGHOUSE and so identified. Our service has enormous social and economic significance. Over 7 years and a million dollars spent to create our product and marketing program, which already has received coast-to-coast news coverage. Applicant must have talents in marketing and community relations and be available immediately. \$31,200 base salary plus overrides beginning after 60-90 days organizational period on commission basis. You will pay \$5,000 in advance for long term training in a completely new profession and be granted a firm, renewable, 10-year contract. Personal integrity a prime requisite.

Please send resume and references to:

Box 907, MART Magazine
757 Third Ave., New York, N. Y. 10017

Here's A NEW LEASE PURCHASE PLAN For Your Customers That Will Mean More Cash in Your Pocket



Yes, the DUNFEE lease purchase plan for your customers will open the door to GREATER PROFIT SALES for your business. Lost sales through credit rejects from finance companies can now be turned into profit sales --- Here's How: ---

Dunfee Savings & Lease will purchase the merchandise from you and pay you by return mail. Then DUNFEE leases it to your customers. You get the full profits from your increased sales.

Write today for full information explained in our brochure about this extra profit making Lease Purchase Plan.

DUNFEE SAVINGS & LEASE
8113 Troost, Kansas City, Mo.



(Illustration of 1P1193—3-prong rack)



(Illustration of 1P1193 with flashlight batteries)

Now you can merchandise the fastest moving transistor radio battery types in only 4½ inches of counter space

...or combine them with flashlight batteries in only 5½ inches. More turnover in less space? You bet.

ALL WITH ONE SIMPLE RACK
THE RCA 1P1193 BATTERY MERCHANDISER.
CONTACT DEPT. 451
RCA ELECTRONIC COMPONENTS AND DEVICES
HARRISON, N. J. 07029



The Most Trusted Name in Electronics

Rental business . . .

(Continued from page 27)

"The implication is clear. The affluent citizen of the next century will be oriented to *buying time rather than product*. He will take the myriad of sophisticated products at his disposal for granted. His chief concern will be to provide himself with free time in which he can conveniently use products that function to conserve time for leisure and pleasure. It is scarcity which creates value. Hence, as scarcity of product disappears, the scarcity of time ascends the value scale."

Professor Mauser then goes on to point out timely examples of contractual selling and leasing. Among them: 1) The announcement (in 1962) by a large appliance manufacturer (which was unnamed) that it planned to rent home appliances to apartment-house owners. The appliances named were refrigerators, air conditioners, dishwashers, freezers, washers, and dryers. According to the announcement, they would be serviced and replaced by newer models. 2) The fact that department stores would eventually promote their own rental services.

Apparently consumers can be taught to rent rather than buy, as is evidenced by the situation across the Atlantic. In the United King-

dom, according to industry sources, about 70 per cent of all TV sets delivered by manufacturers in 1963 went into rental service. These same sources predicted that by the end of 1964, this figure could easily reach between 75 and 80 per cent.

In the United Kingdom, rental companies are said to spend over \$8 million a year on advertising, more than TV manufacturers and retailers combined.

But aside from the fact that the time is psychologically right for renting appliances and electronic products, it apparently makes good dollars and cents to be in the rental business.

Take, for example, the case of Polk Bros., the multiple-outlet Chi-

cago, Ill., firm. The firm has been renting appliances for approximately ten years, beginning with dishwashers, then branching out into food freezers, ranges, automatic washers and dryers. Lester Bachman, executive vice president, explains that "We're in the rental business without being gimmicky about it. That is, we don't rent to people just to get an appliance into their home and then try to turn it into a sale."

However, about 25 per cent of the appliances on rental are converted into sales — at the insistence of customers, according to Bachman. About 50 per cent of all appliances on rental stay rented, and the remainder are returned or traded-in for new models.

In order to keep the firm's rental business "honest," says Bachman, salesmen are paid incentives both to rent and to sell.

Portable dishwashers have proven the easiest appliance for the firm to rent, probably because of the product's low saturation rate. Polk's charges \$6 per month rental for dishwashers; the first three months' payments are required in advance. No charge is made for delivery or pickup.

The firm's rental program is advertised approximately four times a year, and daily rates are quoted for the various appliances (not the monthly rates).

Bachman notes that summer cottages are a natural market for used dishwashers, most of which are trade-ins.

Polk's has never gone into TV rental, but may, in the future, begin renting out color TV.

Dealer Harold Witham, Witham's, Bakersfield, Cal., who's been renting many types of appliances for years, believes that a retailer who wants to rent must have: a) his own service department, b) a good collector, and c) his own credit department.

"It takes specialization," he says, "of the type that only a complete dealership can provide."

Witham notes that TV (black-and-white) is the most popular rental product; washers are second, and refrigerators, third. He charges \$10.40 per month for a TV set, and \$5 for its delivery and pickup. If the customer wishes to purchase the set, the first two months' payments are allowed by Witham toward its purchase.

Witham, who says that his rental business represents less than five per cent of his total business, notes that it's an excellent way of profitably disposing of trade-ins. He doesn't recommend the rental business for everybody, however, because of its inherent risk of skips and maltreatment of the appliances.

Dealer "Bud" Green, Green's, Kalamazoo, Mich., has been renting used black-and-white TV receivers for over ten years. Last year, he had over 300 sets out on rental. This part of his electronics business netted him about \$36,000.

"Renting," states Green, "at least as far as television is concerned, must be on a big volume basis. Otherwise, it could be a losing proposition."

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

He charges \$3 per week for used sets on a "rental-purchase plan," under which the customer plans to buy the set. The first four weeks' payments can be applied toward its purchase.

Green rents table-model color TV sets for \$30 a month (for a minimum of one year). During the first year, he does all service free of charge, and replaces the set with a new one at the end of the year.

He rents color sets for short-term rentals, also, for \$25 per week. His charge for the second week is \$10.

Green uses only the classified ads to promote his rental business.

"The rental business is more profitable than sales," states Salesman Jim Worden, of Buttrey's, Great Falls, Mont., "but it takes about two years to reach that plateau."

The firm has been renting portable TV sets for about seven years; each year between 200 and 300 sets have been out on rental. Charges: \$6.50 per month for 11-in. sets, \$8 and \$10 per month (depending upon the age of the set) for 19-in. sets. The firm doesn't require a deposit or a down payment.

Buttrey's advertises its TV rental program regularly in the local newspaper. Copy usually reads: "ALL Repairs are FREE when you RENT TV! Imagine! A Brand New Portable TV in your home . . . No Cash Outlay . . . Only Small Monthly Rental. (Should you choose to buy, full rental payments will be credited to the purchase price.)"

California Distributor Announces New Officers

Kaemper & Barrett, in its 35th year of operation as a distributor of major home appliances in the northern California area, has announced the appointment of Earl D. Hotaling as chairman of the board. R. E. McGrath, moving up from his previous office as vice president, succeeds Hotaling as president.



E. D. Hotaling R. E. McGrath

N. R. Golden continues in his position as vice president; Thomas Tilton has become secretary; and C. C. Smoot is now treasurer.

Kaemper & Barrett, with its home office in San Francisco and a branch office in Sacramento and warehouse facilities at both locations, is currently exclusively distributing Amana, Du Mont, Speed Queen, Webcor, Sony, Delmonico and other allied appliance and electronics lines. Voice of Music products are distributed from the Sacramento branch.

Another Great Falls firm, Modern Equipment Co., rents both used appliances and television.

Dealer Harold McCollum scales the monthly payments according to the retail price of the items. For example, he charges \$5 per month for an appliance worth up to \$60; more if the value is greater than \$60. All payments apply to purchase price of appliances on rental. He notes that his rental program contributes slightly less than ten per cent to his total store volume.

The growth of the retail rental business in the U. S. cannot be refuted. One industry source claims that there are at least a quarter of a million TV sets being rented today.

The American Rental Ass'n, the

"voice" of the rental business, recently published some interesting facts and figures.

- In 1964, says the ARA, the retail rental business represented \$772 million. This year, an increase of from 12 to 14 per cent is expected.

- The most wanted pieces of household equipment are floor polishers and rug cleaners. Power tools and lawn mowers are the tops in the hardware line. Coffee urns of the 30, 50, and 75 cup variety are in heavy demand.

- The ARA has a membership of over 600 rental stores nationwide, a few of which rent appliances (TV sets, portable heaters, and coolers, in that order of volume).

- There are between 4,500 and

5,000 general rental equipment stores in existence today.

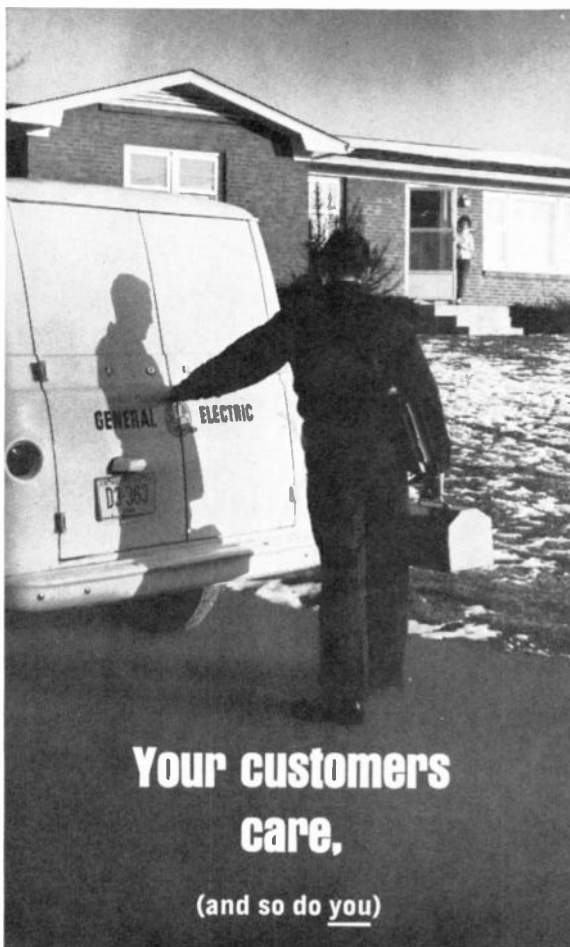
United Rent-Alls, perhaps the largest franchised rental chain in the U. S., has about 400 outlets, many of which rent TV sets, humidifiers, and electric heaters.

Can an appliance be purchased at one of these outlets? "Yes, I'll sell one of my customers an appliance he's been renting from me," says Dick Hubel, owner of a United Rent-Alls outlet in Upper Saddle River, N. J., "but I generally discourage this practice."

Hubel rents TV sets for \$8 a week, or \$20 a month, and doesn't require a deposit.

Competition? "I certainly don't get any from retailers," he concludes.

Who cares about making service mean what it says??



Your customers care,
(and so do you)

You, Mr. Dealer, know when your customer doesn't get the service she wants . . . she's no longer your customer. You, Mr. Dealer, know your customer expects quality in service, as in everything else. She wants service that is fast; service that is dependable; and replacement parts that are Genuine. You, Mr. Dealer, know this takes teamwork between you, your distributor, and the manufacturer. You, Mr. Dealer, can count on solid support from General Electric and its distributors to help you build customer satisfaction with your service.



We care, too!
(your G-E distributor team)

We set high performance standards on parts service—
1st—To ship your orders complete.
2nd—To ship your orders promptly (usually same day as received).
We work hard to better train your G-E service technicians. Our distributor service counselors and technical specialists hold regularly scheduled training meetings in all markets.
We have G-E home study courses for G-E service technicians on electricity, electronics, and transistors. We can provide counsel and assistance on how to run a modern G-E service organization. Ask your G-E distributor about G-E's Service Management Guide.
We have a team of trained specialists ready to help you solve any parts or service problem.

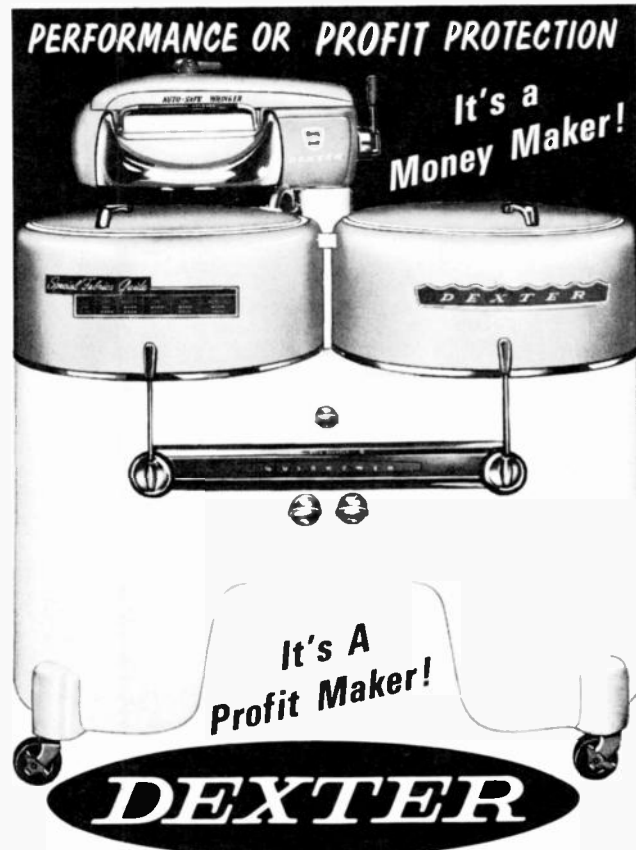
Do we care? You bet we do!!

GENERAL  ELECTRIC

830-33A

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

DEXTER QUICK TWIN



FAIRFIELD, IOWA

See Your Dexter Distributor or Write Dexter, Fairfield, Iowa

Y
E
A
T
S

SAVE UP TO 1/2 HOUR
 moving each
 appliance

smooth runners on back allow handlers to ease heavy loads on-off truck.

30-second strap ratchet fastener. Hand ratchet lever quickly draws heavy 14 ft. web strap (encircling load) vise tight.

step glide. Endless twin rubber belts let you roll load over stair edges without marring.

YEATS
 Model No. 7
 Height 59"
 Weight 36 lbs.

APPLIANCE DOLLIES

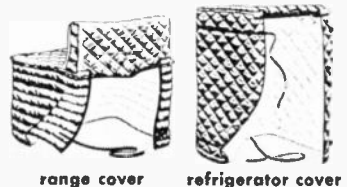
save time . . . save back-breaking work

Made of tough, featherlight aluminum alloy . . . heavily padded with felt in front to protect the most delicate finishes. *Curved cross members cradle curved appliances as well as square shapes. *Close mounted wheels pivot on-a-dime on stair landings and other close quarters. This, plus all the other time saving YEATS features, save up to a dollar's labor handling each appliance . . . more than pay for the dolly in a month's deliveries. Before you "manhandle" another appliance, see your YEATS dealer or write direct!

moving ranges
 refrigerators, washers,
 hot water tanks, etc.,

"Everlast" COVER AND PADS

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



YEATS APPLIANCE DOLLY
 SALES COMPANY
 1303 W. Fond du Lac Ave.
 MILWAUKEE, WISCONSIN

Santa Comes In Spring To Sylvania Display Winners

Black's, of Wheeling, W. Va., took first prize in the Sylvania Christmas window display contest, it was recently announced by the sponsoring Entertainment Products Div., Sylvania Electric Products, Inc. Second prize was awarded to Kelly & Cohen, Pittsburgh, Pa., and third prize winner was Anthony Bros., Inglewood, Cal. Each firm won a Sylvania stereophonic high fidelity instrument. Seventeen prizes of \$100 each were awarded to other contest winners.

Magazine Bureau Retains H. Hahn As Ad Counselor

Harry C. Hahn, appliance advertising counselor, has been retained by the Magazine Advertising Bureau of the Magazine Publishers Ass'n to assist in the presentation of magazine advertising and marketing advantages to major appliance manufacturers throughout the U. S.

Hahn, who has been a consultant to individual magazines and corporations since 1960, was a pioneer in the development of many new distribution methods, including the now widely used "carload" dealer.

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	97	442	69	284	513	831	1590	991
City Public Service Board (San Antonio, Tex) 375,985	304	205	92	201	517	665	2031	787
Dallas Power & Light 260,198	2256	565	812	311	776	2194	3403	1743
Dayton Power & Light 452,734	45	765	136	352	767	814	2393	1349
Electric Power Board (Chattanooga) 77,899	59	291	65	63	406	320	702	476
El Paso Electric 93,457	27	147	106	105	164	529	1384	
Florida Power Corp. (St. Petersburg)	295	427	340	354	1523	2079	2955	1953
Fla. Power & Light Co. (Miami) 769,492		1405	939	617	4422	5466	9818	4561
Idaho Power (Boise) 116,000		382	234	249	593	611		771
Jersey Central Power (Morristown) † 381,492	103	835	547	538	616	1660	3724	2339
Kentucky Utilities Co. (Lexington)	71	414	136	342	982	1141	2495	1487
Metropolitan Edison (Reading, Pa.) 235,565	96	501	115	204	573	919	2049	1458
Nashville Electric Service 136,000		334		109	524	521		
New Orleans Pub. Serv. 326,859	2946	1064	433	408	1339	1948	6488	2399
N. Y. State Elec. & Gas (Ithaca) 526,356	19	976	400	533	989	1405		2014
Omaha Public Power 118,430	87	377	68	142	303	523	1014	799
Pacific Gas & Elec. Co. (San Francisco)	502	7664	4413	2093	11707	11006	19253	11417
Public Serv. Co. of N. M. (Albuquerque) 101,117		352	168	134	286	386	1045	638
Southwestern Elec. Power (Shreveport, La.) 186,485	318	365	309	376	432	1107	1802	1175
Union Electric (St. Louis, Mo.) 568,666	3264	758	484	528	997	2689	7944	3581
West Penn Power Co. (Greensburg, Pa.) 360,000	5	1037	218	493	887	1350	3107	2232

February compared with January report +7% -4% -.03% -.01% +.9% -.02% -3% -.08%
 *Includes Built-Ins **Includes Stereo †Includes N. J. Power & Light
 ✓ Residential Meters

The Balance Sheet

by JACK ADAMS



Another Turn For QSB

We're usually willing to agree that there are two sides to every question. We also think that if your argument has merit, you need not resort to name calling or half truths.

But after several years of campaigning in behalf of Quality Stabilization, we're so fed up with the nature of some of the attacks upon this bill by people who should know better, that we're about ready to come down to the level of the name callers.

In fact, we think we will and say that if they're not stupid, they must have some reason they are hiding for being against QSB.

Those who have followed the progress of quality stabilization closely will recall that a little less than a year ago when it appeared that it might become a reality, the Senate bill offered in behalf of Quality Stabilization was most mysteriously tabled by a voice vote that was not even recorded.

Now, within recent weeks, bills in behalf of QSB have been reintroduced in both the Senate and House. And already attacks on the bills have started to appear both in the news and editorial columns of newspapers.

We note with a feeling of weariness that once again QSB is being attacked as a "price fixing" bill.

Now, if the attackers are being cute and using a play on words, sure, prices would be "fixed" under QSB. They would be fixed in the sense of being determined by individual dealers, distributors, or manufacturers just as they are "fixed" or determined today.

But if the attackers are implying that collusion between manufacturers would result from QSB, then we would hasten to point out that manufacturers in the industries served by this magazine are not exactly beating down the doors on Capitol Hill to go on record for QSB. Some have, yes. And maybe some of those who have not cast their votes have good reasons for not doing so.

But our particular lot is cast with what is normally termed the "independent dealer," and the chief reason why we are for QSB and think the independent should be, too, is because its passage will enable the independent to see who is on his side.

Under QSB a manufacturer can deny use of his trade mark to a retailer who is footbaling his product. Thus, no longer could a manufacturer hide behind such excuses as, "We can't cut this guy off legally," or "We can't tell our distributors who they can sell."

Dealers who harbor suspicions that some producers are playing both sides of the street could find out once and for all who their friends are.

And are those who charge "price fixing" would result from enactment of QSB implying that the Justice Department is incapable of ferreting out such shenanigans?

Let's not prevent achievement of a positive result by holding forth the specter of an improbable negative result which could be dealt with should it arise.

Some very astute independent dealers we know hesitate to support QSB if it does not include some type of halter on the ever-growing chains which control their own brands. We would agree that ideally such a proviso should be attached to the bill.

But with or without proviso, let's strain to get QSB over the hump this year. It may be tougher. The opposition has had time to marshall its forces. Vice President Hubert Humphrey was a staunch supporter of the proposed legislation while a senator. In his present role he probably cannot be as vociferous in his support of the Senate and House bills especially if, as some people think, the President opposes their passage.

As always it may seem difficult to believe that one small voice from California, Illinois, or New York can exert much influence in Washington. But if you will consider your appeal to your Congressman as one link in a chain letter which you will never see, the results can be impressive.

Please don't break the chain. Write today!

Short Takes — In a meeting which we recently attended a dealer suggested the use of delayed compensation to increase the flow of goods from factory to the homes of consumers.

The idea is an extension of the "sell through" philosophy which was propounded in the past to encourage distributor salesmen to do a better job of helping dealers move the appliances and brown goods they had purchased.

The delayed compensation approach, however, would be more than a philosophy and would apply to everyone involved in the selling chain including those at the factory. Presumably some sort of commission plus draw arrangement would be employed, but a portion of the income of everyone who is a part of this chain would be withheld until an appliance or brown goods item had been sold to a consumer.

This approach would hit those most responsible for increasing the sales in our industries in the highly sensitive pocketbook area. Depending upon their accomplishments, they could improve their lot or suffer.

If there are so many unproductive sales people employed at all levels in our industries today (as many dealers charge), then the plan it would seem could not decrease sales and hopefully might improve them.

We commend it to the attention of manufacturers.

As the dealer who proposed this compensation system points out, "It could let our industry become a retail economy." ■

ALL BATTERY OPERATED PRODUCTS WITHOUT THE DYNAMIC AC ADAPTER CHARGER* ARE NOW OBSOLETE!

* **THE DYNAMIC SYSTEM**

Why stock and attempt to sell obsolescence?

**INSIST ON DYNAMIC EQUIPPED PRODUCTS!
THEY FEATURE:**

1. BATTERY RECHARGABILITY

Product performs at peak performance on the same batteries for up to 2 years.
Batteries recharged without removing.

2. A/C OPERATION

Product performs continuously from any household wall outlet.

3. AND ARE U/L APPROVED

Featuring exclusive SAFE T PLUG — A shock eliminator which transforms house current to an absolutely harmless low level.
Automatically assures the product of UNDERWRITERS LABORATORIES APPROVAL.

Send for list of Battery Operated Appliance Manufacturers Using the Dynamic System.

DYNAMIC

INSTRUMENT CORP. Dept. M-5, 115 E. Bethpage Rd., Plainview, L. I., N. Y. 11803

Area Code 516-694-6000 TWX Area Code 516-694-1165

P.S. THE DYNAMIC SYSTEM A/C ADAPTER CHARGER CAN BE ADDED TO
ANY BATTERY OPERATED APPLIANCE LINE IN A MERE 24 HOURS.

DOUBLE THE PORTABLE* DOUBLE THE PLEASURE DOUBLE YOUR SALES!



Introducing 3 NEW battery-operated portables for people on the move. Mercury has doubled these fast-moving, feature-packed portables by adding THE DYNAMIC SYSTEM. This exciting NEW system makes it possible to:

1. PLAY AT PEAK PERFORMANCE ON THE SAME BATTERIES FOR UP TO 2 YEARS!
2. PLAY CONTINUOUSLY FROM ANY HOUSEHOLD WALL OUTLET!
3. RECHARGE THE BATTERIES (without removing them) TO MAINTAIN TOP PERFORMANCE CONTINUOUSLY

Mercury and THE DYNAMIC SYSTEM doubles the portable so that you may double your PROFIT! Contact your Mercury dealer NOW!



WITH THE DYNAMIC SYSTEM
AC ADAPTER/CHARGER

PROTECT YOUR CUSTOMERS. ALL DYNAMIC EQUIPPED MERCURY PORTABLES ARE



UNDERWRITERS LABORATORIES APPROVED



AG 4126 DELUXE PORTABLE PHONOGRAPH
100% transistorized portable features a big 7-inch ticonal speaker for distortion-free, big-set sound. Includes automatic turn-off; diamond stereo cartridge; diamond and sapphire stylus; stereo jack for playing through radio or TV; unbreakable case and elegant styling.



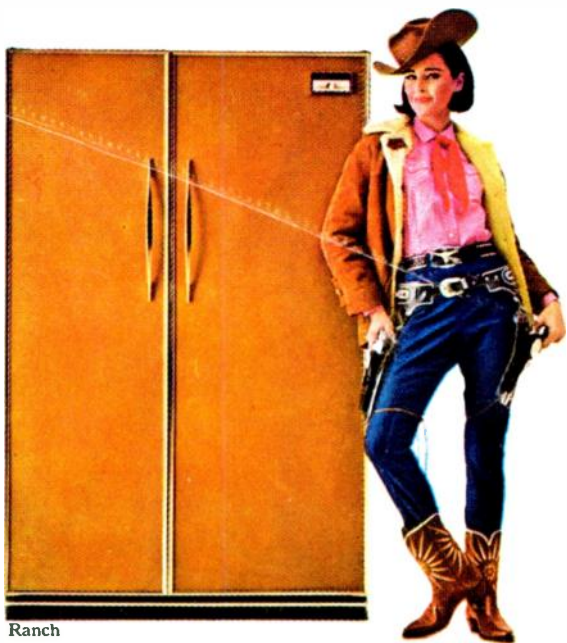
RP 5000 PORTABLE RADIO-PHONOGRAPH
Fully-transistorized AM radio and photograph deliver full-fidelity performance anywhere, any time. Plays all records, sizes and speeds—monaural and stereo. Plug-in stereo cartridge; diamond and sapphire stylus; ticonal speaker; automatic shutoff; weighted turntable; full-range tuner.



NEW TR 3500 PORTABLE TAPE RECORDER
Dual motors and capstan drive guarantee matchless performance every time. Includes 2-speed operation, half track recording.

ALL AVAILABLE WITH THE **DYNAMIC SYSTEM (AC ADAPTER/CHARGER)**

FOR ADDITIONAL INFORMATION ABOUT THE NEW MERCURY LINE CONTACT:
MERCURY RECORD CORP.—HOME ENTERTAINMENT DIVISION—DEPT. M-5A, 35 E. WACKER DRIVE—CHICAGO, ILLINOIS 60601
FOR ADDITIONAL INFORMATION ABOUT THE DYNAMIC SYSTEM CONTACT:
DYNAMIC INSTRUMENT CORP.—DEPT. M-5A, 115 East Bethpage Rd., Plainview, L.I., New York 11803



Ranch



One-Eyed Jack



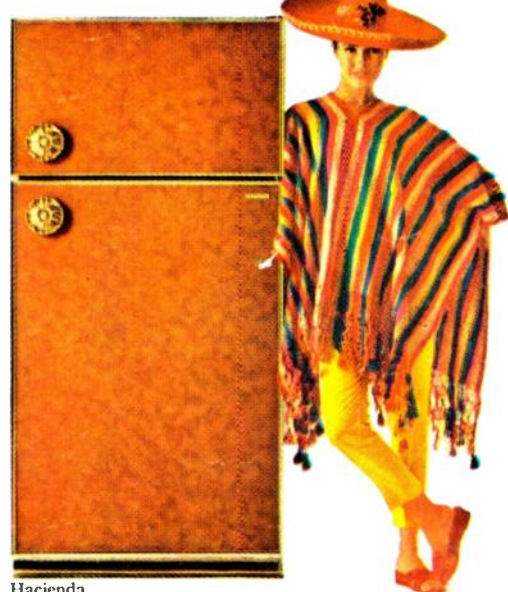
"500"



Carriage Lamp



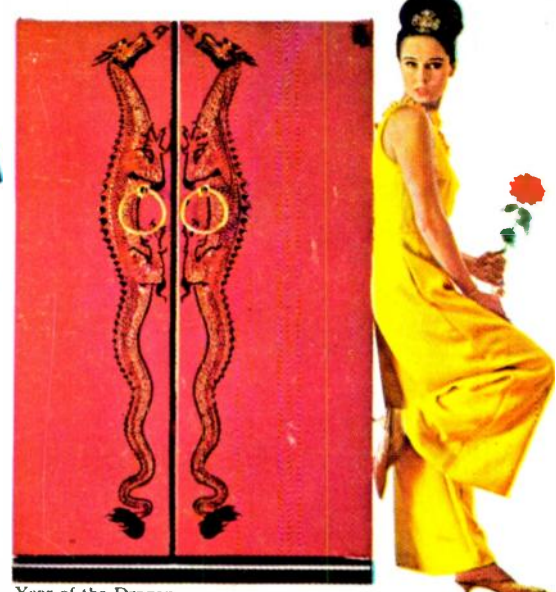
Delft



Hacienda



Rambler '04



Year of the Dragon



Don Quixote



Town and Country



Maverick



French Provincial

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

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

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

Now you can step many sales out of the profitless cut-price race and into high mark-up selling once again.

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

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

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

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

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Please send 16-page, lavishly illustrated booklet showing all Kelvinator Originals.

DEALER NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____