

MIAMART

JUNE 1965

Business partner of 50,000 home appliance/electronics retailers

magazine



COLOR TV sales continue to rise, but low profits remain a part of the retail business. Here, Edward Yanes (right) salesman, Shawmut TV and Appliance Center, Boston, shows 25-in. color set to prospect.

What's The
Color TV Picture?

DEHUMIDIFIERS:
Short But Sweet Selling Season

NARDA Institute
Scholarship Offered

portable profits!



PG9637



PG2127

**All the sizes...
all the Exclusives...
sell for you when you sell**

Admiral



MARK OF QUALITY THROUGHOUT THE WORLD

Admiral.
engineering
and ingenuity
let you

Step

up

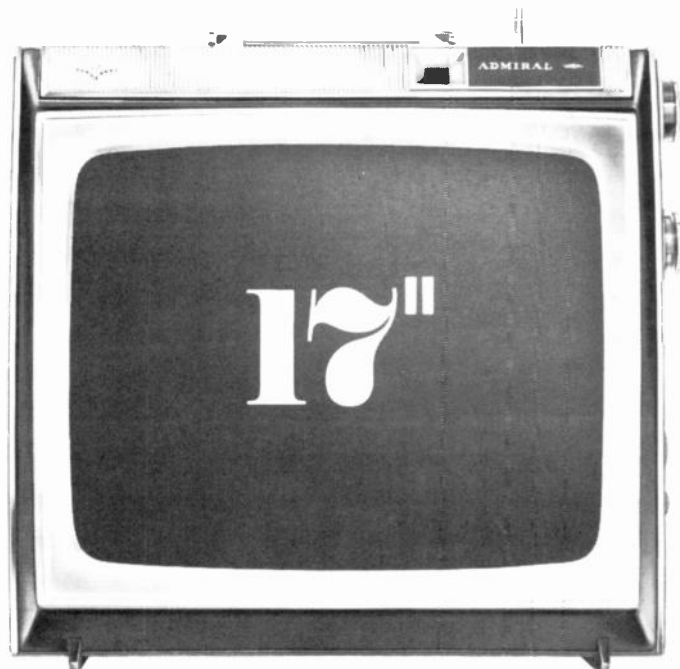
your



PG1320



PG1541



PG7047

Who but Admiral gives you all the new sizes in Portable TV, the new sizes that fit your customers' needs . . . the new sizes that let you step up your portable profits?

And who but Admiral gives you all the Exclusives to sell with, the exclusives that mean "Only Admiral has it" . . . and only Admiral Dealers can profit from it?

From the sales-leading Playmate 13 . . . through the brand new flat-faced, slimmed, squared 15" and 17" Portables . . . the industry-standard-setting 19" . . . and the exclusive new 21" flat-faced rectangular picture portable . . . you have all the ammunition you need to draw customers in, step customers up, send customers home with Admiral Portables.

See your Admiral Distributor . . . make sure you're stocked with the sizes that help you get more traffic, more volume, more profits. Admiral Portable TV, of course!

13"
15"
17"
19"
21"

Famous Admiral Playmate . . . bigger picture than any 12", 30% bigger than ordinary 11-inch sets but in the same small cabinet size. Rugged, lightweight, most powerful personal portable made. 82-channel tuner. PG1308 retails at only \$99.95*.

Brand new screen size just recently added to the Admiral line. Features flat-faced, slimmed, squared, rectangular tube, 14,000-volt horizontal chassis, private listening attachment, monopole telescopic antenna, all-channel UHF/VHF tuner. From \$114.95*

Another brand new Admiral screen size just introduced. Features flat-faced, slimmed, squared, rectangular tube, power-reserve Admiral horizontal chassis, front-mounted speaker, UHF/VHF, monopole telescopic antenna, polarized line cord. From \$124.95*

The size that set an industry standard, was copied both here and overseas. Big picture, compact design, 20,000 volts picture power, all 82 UHF/VHF channels. In a variety of colors, cabinet styles, features, some available with Admiral Sonar wireless remote control.

New 21" flat-faced rectangular picture tube makes this slim new Admiral 21" Portable possible. 40 sq. in. more picture area than 19" TV, but in the same size cabinet as most 19's. UHF/VHF tuner, Dipole antenna, Admiral 21" Steelbond™ picture tube. From \$169.95*

All screen sizes overall diagonal measurement.

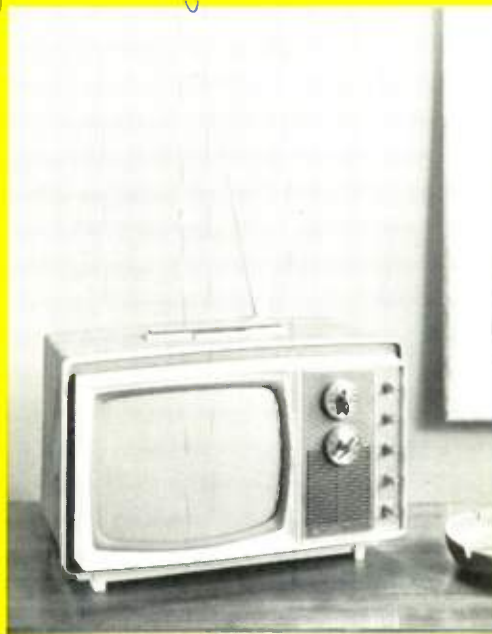
*Mfr. suggested list price, slightly higher some areas.

Deadline Roundup...

... Latest News Of The Industry ...

"PORTA-COLOR" is the name General Electric gives to its 11-in., 24-lb. portable color TV that will be in retail stores in time for Christmas selling, according to GE officials at a press introduction of the firm's 1966 color TV line in New York. The \$249.95 retail price that the little color set will come in at has been achieved by mechanical and electronic economies rather than at the expense of dealer margins, which will be "standard," GE says. Walnut-grained plastic cabinet measures 16-1/2 in. front to back, 11-3/4 in. high and 17 in. wide. Picture tube is "an improved version of the standard aperture mask type" and the set is tube-powered. William E. Davidson, general manager of GE's TV receiver department, says he doesn't visualize any appreciable impact on current color TV prices by the new portable. The portable, he says, will set off a growth curve in color TV that will make present records pale by comparison. The "Porta-Color" is one of 16 models in GE's 1966 color line, three of which are 25-inchers. The two 25's (straight consoles) feature a top-hinged drop-down door that slides out of view under the top of the console. All big-screen sets have "Magic Memory" tuning and optional coaxial antenna systems. Lead-off price for 21-in. models is \$399.95.

GE's Portable Color Set



PERSONAL COLOR receiver from General Electric weighs 24 lbs. and will retail for \$249.95 when available "in time for Christmas selling," according to GE. The 11-in. set is tube-powered, is said to need no other antenna than the built-in dipole for VHF and loop for UHF that come with the unit.

HOW'S FACTORY BUSINESS? Quite good in most cases.

Sunbeam Corp. reports record high earnings and sales for the fiscal year ended March 27, 1965, with earnings up 14.3 per cent and sales up 18.7 per cent over 1964... At Admiral Corp., first quarter sales set a record of \$72,488,000, compared with \$54,275,000 of last year's first quarter. The company predicts record second quarter... At Maytag, both sales and earnings drop 6 per cent in the first quarter... Whirlpool Corp. has record highs in both sales and earnings for the first quarter, with sales up 6.7 per cent and earnings up 24.4 per cent... Philco Corp.'s consumer product sales for the first quarter are up more than 10 per cent over last year... Motorola, Inc. sets records in sales and earnings for the first quarter, sales being up 24 per cent and earnings, 30 per cent... Amana Refrigeration, Inc., now operating as a wholly owned subsidiary of Raytheon Co., has unit sales during March 33 per cent higher than the March before... Gibson appliance shipments for the first three months of 1965 soar to 58.6 per cent over 1964, a record year itself.

Cordless Vac From Sears



SLATED TO BOW in Sears stores this summer is this cordless upright vacuum cleaner. Unit will retail for \$159.95; weighs less than 16 lbs. with batteries and has a normal continuous running time on charge of 20 to 25 minutes. It has a normal and fast charge rate of 34 hours and 17 hours respectively from complete discharge to full charge. Power source is eight nickel cadmium "D" size batteries. Unit is turned on by lowering handle, stops when handle is set upright.

TV SCREEN SIZES and prices make news in Las Vegas, as RCA unveils its 1966 line to distributors. RCA finally moves into the small screen arena with its "Minikin" series, a 12-in. transistorized plug-in with a starting suggested retail of \$124.50, which at press time is the lowest price in the industry for a transistorized receiver. This series of two models has a step-up with an open list that features two-tone styling and an earphone. All major components in the "Minikin" series are American made. RCA steps up the size of its b&w TV line to 31 models, with the aim of fostering the idea of multiple TV set ownership, says B. S. Durant, RCA Sales Corp. president. Among the 37 color TV units RCA shows is a preview of its 19-in. table model, to be available this fall in limited quantities at an "estimated" retail of \$429.95, in a trimly styled vinyl covered metal cabinet. All the RCA color sets use rare earth phosphors in the picture tube and incorporate a brighter picture and better contrast designed to make them easier to demonstrate on the sales floor. Fourteen of the 37 color models are 25-in. jobs. Starting retail is \$379, same as this spring's promotional model. New in stereo at RCA is a wood cabinet roll-around unit to retail for \$129.95. Company also expands its components line to include a record changer and amplifier in one box which, with a pair of new inexpensive speakers, can be retailed as a package at \$179. RCA steps into the transistor AM-FM portable radio field with four units, one of them shirt-pocket size. These are made in Japan, but the firm's "Pockette," now sporting eight instead of six transistors in a gift pack at \$12.95 retail, is American-made.

THE ROAD BACK--Hoffman Electronics Corp., El Monte, Cal., becomes the first company in the TV industry to bring back a brand that has been withdrawn from the market. Hoffman built more than 1,000,000 sets before it pulled out of the TV field in 1960. It will return to the color TV and solid state console stereo phonograph fields this fall, selling direct to franchised dealers. Hoffman will use only rectangular color picture tubes, and first deliveries are expected to be made in August.

Admiral portable TV gives you **the sizes that make the sales!**

WITH THE INTRODUCTION of the brand new Admiral 15" and 17" Portable TV sizes, you may ask: "Why all the tube sizes?" From your viewpoint, there are three excellent reasons.

First, *it attracts attention from customers* who have different desires or needs for different-size TV sets, gives them a size for every room, use and budget.

Second, *it gives you the opportunity to step up sales*, by a visual demonstrable feature, instead of odds-and-ends such as trim and other additions made for show. Your customer can see the bigger picture he gets for his extra money. Result: bigger sales, bigger profits.

And third, the multiplicity of screen sizes *helps you combat the growing competition* you and American manufacturers face from overseas, and it helps you take the initiative and put them on the defensive, always a good battle (or marketing) strategy.

From the *Admiral* viewpoint, the very variety of sizes has helped make Admiral a world leader in Portable TV. With the just-announced 15" and 17" flat-faced, slimmed, squared portables...the sales-

leading 13"...the industry-standard-setting 19"... and the exclusive new 21", Admiral has sparked interest by customers, provided sales and step-up ammunition for dealers, helped make the two-and three-TV home a booming reality.

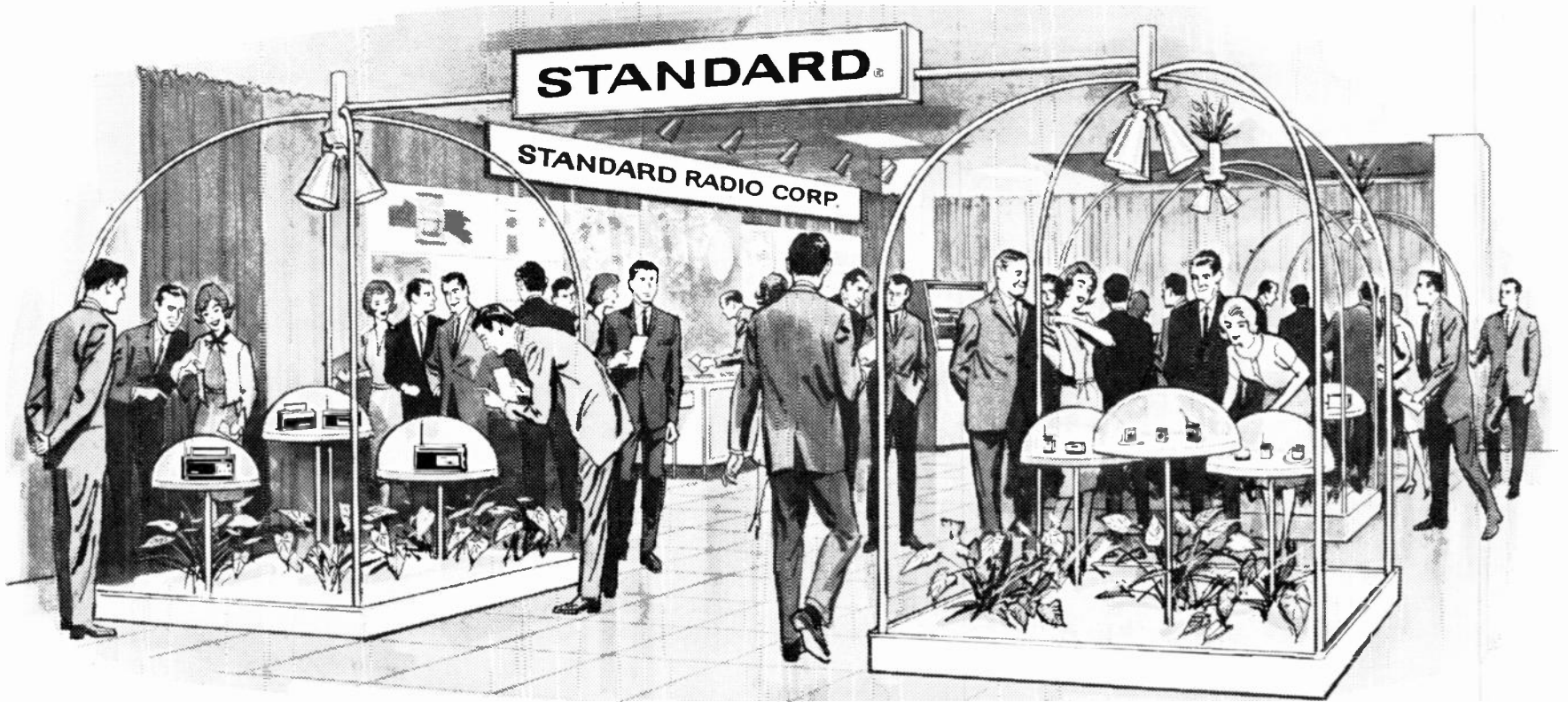
It's another example of American engineering ingenuity in action, one that allows your customer greater freedom of choice, one that *gives him an exact size to fit every room, use and budget*, one that offers him bigger values at lower prices.

See the new Admiral 15" and 17" Portable TV...stock them...display them. See the most complete line of all, a line that can help you step up to still greater sales and profits.



J. D. Sweeney
Vice President—Marketing and Sales
ADMIRAL CORPORATION

← **See the sizes that can step up your portable profits!**



Again this year, in Space 229 at the NAMM show

LOOK FOR DARING NEW IDEAS,

electronic years ahead!



ACTUAL SIZE. Model SR Q460F. The 9-transistor, 2-band (AM, FM) Micronic Ruby now in quantity . . . with vernier tuning and SI-planar transistor. Same size as pack of cigarettes. **\$49.95.**

A Micronic Ruby that plays both AM/FM bands . . .
 another Micronic Ruby about the size of a golf ball . . .
 and a tape recorder no bigger than a book!

Other innovations too top-secret to mention here . . . all examples of STANDARD® micro-miniaturization and precision engineering. All on a firm schedule of deliveries from New York and L. A. warehouses.

And STANDARD policies protect your prices, your profits!



ACTUAL SIZE. Model SR H35. The new world's tiniest AM, just barely big enough to cover four ordinary postage stamps. What a way to demonstrate a Micronic Ruby. *In good supply.* **\$34.95.**



Model F21T Tape Recorder. A precision tape recorder no bigger than a book, weighing a light 42 ounces. Operates open or closed. One hour, 4 minutes on the same tape. Capstan drive. Hot! **\$44.95.**

Plan to spend time with us in Space 229, where you saw us at last year's NAMM show. Look for daring new ideas from

STANDARD RADIO CORP.

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MART *magazine*

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A Battenheim Publication

COVER: Color TV sales continue to rise, but in many cases, profits fail to keep pace. Salesman Edward Yanes (right), Shawmut TV & Appliance Center, Boston, pitches a prospect. Story begins on page 19.

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757 Third Ave., New York, N. Y. 10017. Controlled circulation postage paid at Waseca, Minn. Subscription rates: United States \$10 per year; Canada and Foreign \$20 per year.

Now there's a portable tape recorder, with capstan drive, for less than \$40 with a name your customers know. General Electric.



Frankly, we at G.E. are a bit late getting into the portable tape business.

Not that it takes years to design and build a good machine. A good tape recorder that:

1. Is easy as 1-2-3 to operate.
2. That's tough as nails so you can pick up and record anywhere without worry.

3. That has constant-speed capstan drive so music sounds like music, not like a Manhattan traffic jam.

4. That plays in either a vertical or horizontal position.

5. That has a tape-spill preventer. Plus double braking.

6. That features a remote mike switch.

7. That gets fidelity sound from a big

- 2" x 4" speaker.

8. That is dependable. Easy so far.

But to make a compact, good-looking recorder with all those features and make it so it sells at less than \$40 retail — that's what took us so long.

Take a look. Take a listen. That's all it takes to see that this new G-E was

worth waiting for.

Your customers will agree when they see *Life* ads urging them to record the times of their lives with this new G-E portable tape recorder. Get ready now to sell the dependable one — General Electric.

Radio Receiver Department, Utica, New York

GENERAL  ELECTRIC

Trends

IN THE MARTS OF TRADE

SUCCESSFUL DIVERSIFICATION program is noted at Ronson Corp. by Louis V. Aronson, II, who points out that in 1964 combined domestic and foreign cigarette lighter sales accounted for only 35 per cent of total net sales of almost \$69 million. (Percentage of domestic lighter sales amounted to less than 15 per cent of the company's volume.) Accessories for both lighters and electric appliances, along with LP gas products not associated with smoking accounted for 30 per cent of last year's sales; electric appliances for home and personal use came to 22 per cent; industrial products (aerospace components and rare earth metals and alloys,) 10 per cent, and service, 3 per cent. During the second half of 1965, Aronson says, Ronson will introduce another new LP gas product for home use. This output of new products, he adds, conforms to the announcement last year that Ronson would introduce more new products during the 18-month period beginning with the second half of 1964 and extending through 1965 than in any similar period in the firm's history.

Gabbers' Delight



FULL CARLOAD, probably first of its kind, of General Electric home radio-intercoms arrives at GE's Los Angeles headquarters, pointing up the growing trend of intercoms being used by home builders. GE sales people who swung the deal and making the big push above are (left to right) Rogers Oglesby, regional rep for built-in intercom products; Stan Wickliffe, contract sales rep; Bill McConaha, contract sales manager; Bill Frogue, district manager; and Bill Constance, builder-supplier sales manager.

IMMEDIATE AVAILABILITY is announced by North American Philips on the new Norelco video tape recorder, said to be the first helical scan unit to reach the market at under \$4,000. Unit measures only 25 x 15 x 16 in. in a teakwood case, and is completely push-button operated. The recorder weighs 100 lbs., comes with an 8-in. reel of tape, but can be had with 9-in. reel to give uninterrupted recordings of more than an hour.

A NEW LEAD-ACID battery said to be leakproof, splashproof, and spillproof for cordless appliances has been developed by Yuasa Battery Co., Ltd., Japan. The new battery is about the size of a deck of playing cards and weighs less than 1½ lbs., but is powerful enough to supply electrical energy for a sports car, according to the manufacturer. It was designed specially for use as a power source in portable TV, radios, hedge trim-

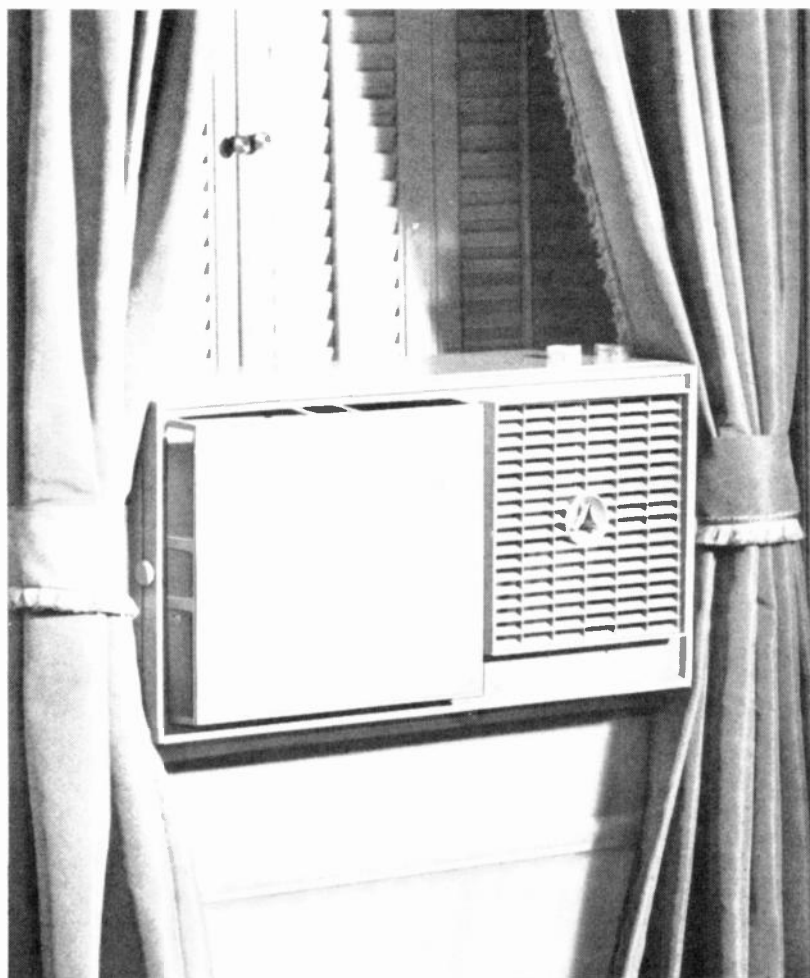
mers, typewriters, lawnmowers and other cordless appliances. It can be recharged to full capacity on a single charge even after it is left unused in a short-circuited condition for a year, according to the Yuasa research and testing team that developed the battery. Yuasa engineers say the new battery was developed because of superiority of lead-acid units over alkaline-manganese cells, including longer life, easier recharging, lower cost, and greater power.

A HIGH RELIABILITY heat pump, called the nation's first, is announced by the General Electric Co., which will market the unit throughout the country. Heart of the new "Weather-

tron" heat pump is a compressor motor that uses new insulation in the windings. This insulation is said to be capable of withstanding all known stresses that contribute to motor failures. Among 87 other changes in the new unit compared with past heat pumps are improvements in the refrigeration system and electrical circuits — mostly by simplification — and in the control system. Capacity range for the new "Weathertron" is from 2 to 10 tons, sizes GE says are capable of heating and cooling year 'round the great majority of houses and commercial establishments in the U. S. GE expects the new unit to boost heat pump sales in areas other than the south.

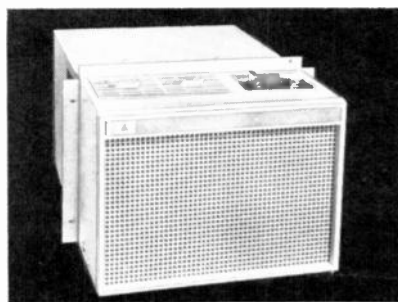
Hey-Look Me Over! New—Distinctive—Luxurious—And top value at

under \$100

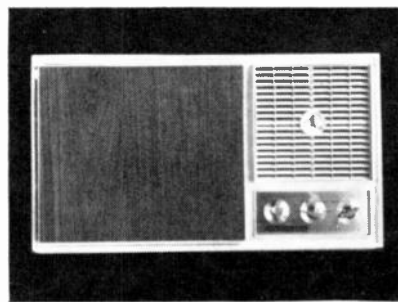


I'm the Welbilt Hush Master. No other budget priced air conditioner offers my decorator design and luxury features. The richly embossed front panel, the smart sand dune beige color, the gleaming gold accents take me out of the bottom of the line class. I'm a unit your customer will be proud to show off,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

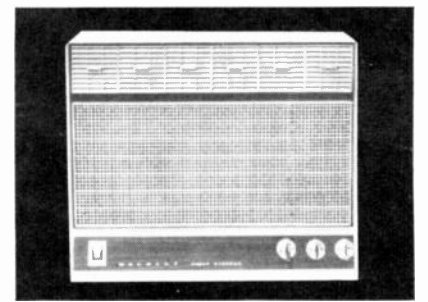
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"Look, I can adjust all six snap-in half shelves in seconds. Arrange them to hold things that would never fit in my old refrigerator. Clever Westinghouse—making the only 18 cu. ft. Slim Wall refrigerator with a giant freezer up top—Frost Free too, plus a 7-day Meat Keeper."

New Westinghouse adjustable half shelves arrange 46 ways.

"Land sakes...I can put this big watermelon right into that new adjustable shelf refrigerator without a bit of fuss. Those new half shelves certainly are sturdy rascals aren't they?"



"I sure like the way those new adjustable half shelves move from position to position in seconds. And all that extra usable inside space—great! About time someone came up with a refrigerator that the wife and I can arrange to suit ourshelves!"



"Come on, everybody, hop aboard."



"I've gone over every inch of this 18 cu. ft. Slim Wall—and it's magnificent. With these new half shelves, it's elementary to fit in tall bottles, 30-lb. turkeys, 12-gallon punchbowls, and 10-layer cakes. Here's a clue for you dealers. Make tracks now to your Westinghouse distributor and stock up on these new Slim Walls with adjustable half shelves. (Comes in a bottom mount freezer too! Model R.D.F-85.)"



You can be sure if it's Westinghouse





The Economist's Outlook

by Richard E. Snyder • Marketing Economist

The New Opportunity

Included in our presentation of last month was a detailed statistical tabulation showing comparative numbers and sales of A-R-TV dealer establishments at national, regional, and state levels, in the Census years 1958 and 1963. Standing out amongst the forest of figures was the fact that the number of A-R-TV stores counted in the Census for 1963 was 25.5 per cent smaller than the number counted in the Census for the year 1958.

To be exact, the number of drop-outs from this sector of the nation's retail economy from 1958 through 1963 was 10,445. A dealer friend of ours, noting this fact, remarked to us: "I'm not sure that this represents the survival of the fittest. An awful lot of very capable guys went down in this holocaust." (Yes, and a good many of 'em were friends of ours, and the heart

bleeds a little when we wonder whether perhaps there might have been something special that required doing in order to "save the day," but which, in any case, we lacked the perceptivity to see.)

The conditions that brought this bitter economic reckoning to pass have been described and discussed "vertical, horizontal, and radical" ad nauseum, and yet in the last analysis you tend to return to a bit of elemental logic which seems to make the most sense: Nature has a way of "weeding us out," no matter what our rank or station or personal tactilities, and this process seems to apply with special force to situations that involve overdevelopment, overextension, and overstress. She seizes fiercely upon those cases in which **lack of preparedness** is the basic flaw.

We personally know of a number of cases in which the entrepreneurs were totally lacking in basic preparation for the task of running an A-R-TV store. Perhaps this was true of **thousands**, not just hundreds, or dozens. Perhaps a great lesson has been learned. Perhaps it will be transmitted to others in time to prevent disaster. We hope so!

Many of those who remain in the A-R-TV dealer business (all 30,540 of 'em) are likely to find the going a bit easier simply because of the elimination from the field of 10,445 others. This possibility may be pointed up by the crude fact that — with a large segment of the field having been eliminated, there remains the prospect of the survivors enjoying a **higher average sales per store** than previously,

(Continued on page 51)

A-R-TV DEALERS' AVERAGE SALES PER STORE IN THE 1958 AND 1963 CENSUS YEARS

Region and State	\$ Sales Per Store 1963	\$ Sales Per Store 1958	1963/1958 % Change	Region and State	\$ Sales Per Store 1963	\$ Sales Per Store 1958	1963/1958 % Change
UNITED STATES*	\$110,107	\$ 85,379	+ 29.0	Florida	\$121,982	\$ 98,713	+ 23.6
NEW ENGLAND	115,662	76,002	+ 52.2	Georgia	90,113	76,136	+ 18.4
Connecticut	117,779	77,910	+ 51.2	Maryland	131,330	101,574	+ 29.3
Maine	63,689	46,624	+ 36.6	North Carolina	94,338	75,299	+ 25.3
Massachusetts	139,856	91,123	+ 53.5	South Carolina	89,088	72,530	+ 22.8
New Hampshire	69,494	47,100	+ 47.5	Virginia	108,754	96,061	+ 13.2
Rhode Island	122,099	69,288	+ 76.2	West Virginia	75,823	54,723	+ 38.6
Vermont	61,278	61,414	- 0.2	EAST SOUTH			
MIDDLE				CENTRAL	89,142	72,227	+ 23.4
ATLANTIC	123,215	105,903	+ 16.3	Alabama	83,996	77,661	+ 8.2
New Jersey	138,308	138,951	- 0.5	Kentucky	91,043	71,714	+ 27.0
New York	139,830	121,690	+ 14.9	Mississippi	83,930	66,151	+ 26.9
Pennsylvania	96,650	73,826	+ 30.9	Tennessee	96,541	71,299	+ 35.4
EAST NORTH				WEST SOUTH			
CENTRAL	110,098	81,869	+ 34.5	CENTRAL	92,027	74,486	+ 23.5
Illinois	131,159	109,108	+ 20.2	Arkansas	81,625	59,727	+ 36.7
Indiana	94,766	61,735	+ 53.5	Louisiana	105,896	89,457	+ 18.4
Michigan	118,625	81,292	+ 45.9	Oklahoma	92,862	65,265	+ 42.3
Ohio	99,361	74,590	+ 33.2	Texas	90,311	75,513	+ 19.6
Wisconsin	95,415	69,058	+ 38.2	MOUNTAIN	108,879	80,655	+ 35.0
WEST NORTH				Arizona	113,528	86,174	+ 31.7
CENTRAL	86,286	63,436	+ 36.0	Colorado	117,356	82,768	+ 41.8
Iowa	70,991	55,920	+ 27.0	Idaho	98,826	74,533	+ 32.6
Kansas	99,036	74,563	+ 32.8	Montana	89,646	88,866	+ 0.9
Minnesota	87,780	67,801	+ 29.5	Nevada	170,962	87,333	+ 95.8
Missouri	101,712	68,976	+ 47.5	New Mexico	107,315	79,292	+ 35.3
Nebraska	75,978	56,673	+ 34.1	Utah	116,438	74,421	+ 56.5
North Dakota	85,267	63,153	+ 35.0	Wyoming	69,276	67,758	+ 2.2
South Dakota	55,956	46,367	+ 20.7	PACIFIC	134,141	96,592	+ 38.9
SOUTH				California	138,125	99,915	+ 38.2
ATLANTIC	108,984	90,470	+ 20.5	Oregon	127,114	85,494	+ 48.7
Delaware	152,988	118,448	+ 29.2	Washington	114,219	85,576	+ 33.5
Dist. of Columbia	290,649	303,862	- 4.3				

*Excluding Alaska and Hawaii.

Expense-Paid Scholarship To 11th Annual NARDA Institute Offered By MART Magazine

An expense-paid scholarship to the annual NARDA Institute of Management in Washington is again being offered by MART Magazine. Dealers, salesmen, and saleswomen who are engaged in selling home appliances and/or home electronics are eligible to compete.

An entrant in the competition must fulfill only two requirements: (1) he must have never before attended a NARDA Institute, and (2) he must write a letter, telling why he would like to attend the Institute.

Letters should be addressed as follows: Editor, MART Magazine, 757 Third Ave., New York, N. Y. 10017. They must be postmarked not later than midnight, July 26, 1965.

The 11th annual Institute of Management is scheduled for August 8 through 13 at American University in Washington, D. C. Tuition for the school is \$175 for NARDA members and \$200 for non-members.

The MART Magazine scholarship will not only cover the tuition charge but also will provide round-trip transportation from the winner's home town to Washington, lodging, meals, and incidental expenses.

In the past hundreds of dealers and retail salesmen have helped themselves become better managers and salesmen by attending the NARDA Institute of Management. The faculty for the school has included top level educators, manufacturer executives, dealers, executives of retail organizations such as Sears, Roebuck & Co., economists, and others. In addition to hearing lectures by

Competition open to dealers and salespeople who have never before attended school.

Send Me To Washington!

I have never before attended a NARDA Institute of Management, and I submit the attached letter, telling why I should receive the MART Magazine expense-paid scholarship to the 1965 Institute, August 8-14.

Your Name	Store Name	Title
Street Address	City	State
Are you a NARDA member? Yes <input type="checkbox"/> No <input type="checkbox"/>		
(Send this coupon along with your entry letter to: Editor, MART Magazine, 757 Third Ave., New York, N. Y. 10017.)		

these people, students participate in seminars.

One of the most popular features of any NARDA Institute has been the "bull sessions" which begin on a formal basis in the classroom in the evening and continue in the dormitories when "school is out" for the day.

In these sessions students exchange ideas on promotion, advertising, display, and other aspects

of retailing.

Entries in the MART Magazine scholarship competition will be judged by members of the publication's editorial staff. The winner will be notified within 48 hours after the closing date for the competition.

Entrants should fill in the coupon on this page and attach it to their contest letter. ■



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

WRITE FOR BULLETIN ON DELIVERY TRUCK RAMPS

Magliner
MAGNESIUM

Magline Inc., P. O. Box 306, Pinconning, Mich.

Canadian Factory: Magline of Canada Limited, Renfrew, Ontario



Ingraham Co. Honors District Sales Managers

For the third consecutive year, Earl Sargent ticked off the award as the top district sales manager of the Clock & Watch Div., Ingraham Co., of Bristol, Conn. Sargent, whose territory includes Michigan, Ohio, Indiana and Kentucky, was awarded a mink stole for his wife.

Second prize of a diamond-studded women's wrist watch went to Roy O'Donnell of Denver, Colo., whose territory takes in Arizona, Colorado, Idaho, Montana, Nebraska, New Mexico, Texas, Utah, and Wyoming. Third prize of a TV set went to Sigmund J. Lotman of Chicago, who's district sales manager in Michigan, Minnesota, North Dakota, South Dakota, and Wisconsin.

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.

DELIVERIES ARE EASIER—SAFER!



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



ORDER BY MAIL on a "money back if not satisfied" basis. With web belt, ratchet cincher, semi-pneumatic rubber tired wheels... only \$62.00 (FOB Los Angeles)

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

EASLOAD
APPLIANCE TRUCKS

Introducing a 4" television that recharges while you do.

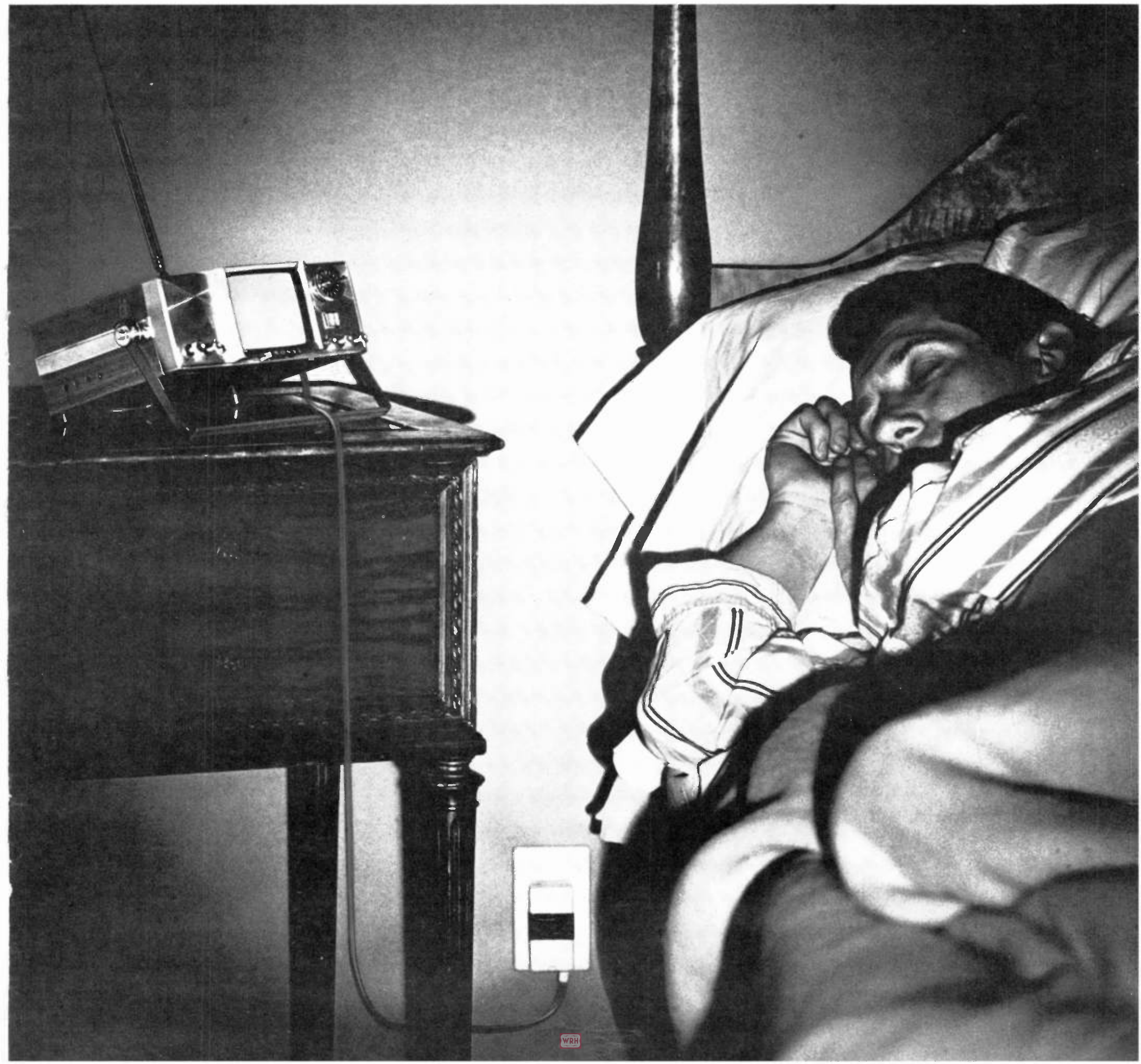
Recharging Instructions: Take a warm bath. Drink buttermilk. Plug in the 4" Sony. Go right to sleep. (The rest will do you both good.) An all-night, 14-hour recharge will give the Sony enough energy to go out and play baseball for 3½ hours. And with a 12-volt nickel cadmium battery pack inside, it'll recharge and play like this for 100 times (at least). This nickel cadmium battery, we might add, isn't just another battery with a fancy name. It's different. It

takes abuse. It stands up to overcharging and overusing, and won't deteriorate on the shelf. It can even recharge while the Sony is playing on household current. Which is very important. A lot of your customers would rather watch television than sleep anyway.

The new 4 inch SONY® TV

Model #4-204UW: the only TV in the world with built-in nickel cadmium batteries

580 Fifth Avenue, New York, N. Y.



G.E. puts a new salesgirl to work for you. She sells to 26,000,000 TV watchers every week.



She sells by showing that a housewife can be nurse, chauffeur, chef or whatever to her family because her Mobile Maid® Dishwasher saves precious time. Mobile Maid features 4-Level Action that washes up, down, and all around, plus exclusive Flushaway Drain.



She sells by proving that a jackhammer isn't needed to clean the P-7® Oven, the amazing oven that cleans itself electrically.



She sells by explaining that the Thinette® is so light, so easy to install. "Installation day" can be turned into "installation minutes."



She sells by pointing out that a kitchen doesn't have to be rebuilt to accommodate the 16-cu. ft. Spacemaker refrigerator. Advanced features include Roll-Out Freezer, Self-Filling Ice Tray, convenient Swing-Out Shelves. And no frost ever in refrigerator or freezer.



She sells by showing that with the MINI-BASKET® those little things just don't pile up.

She sells on ABC-TV. She's appearing in General Electric major appliance commercials on BEN CASEY (Monday), on BURKE'S LAW (Wednesday), on VALENTINE'S DAY (Friday), and on THE SUNDAY NIGHT MOVIE. All top-rated shows.

Each commercial spotlights an exciting G-E major appliance feature that will make your prospect eager for you to tell her more.

Tune in yourself. See how General Electric works hard to help you sell.

GENERAL  ELECTRIC

Expect more business when these ads appear in June Reader's Digest —



Closed... it looks like any other refrigerator
(but wait 'til you look inside this RCA WHIRLPOOL!)

There's no easier way of making and using ice cubes than with an IceMagic® automatic icemaker. It has no trays at all. So there's nothing to wrestle with, fill or spill. Our new IceMagic fills itself. It makes cubes, then stores them in a bin for you. Just reach in, take out two, twenty or even a hundred.

Our Carousel® Shelves rotate in a full circle turning the back of the shelf into the front. We like to call them "backless shelves." Now you can reach the pudding without knocking over the pickles.

Frost has always been one of your pet peeves. Relax. You'll never see any objectionable frost. It just can't form. And you won't find any dripping, space-wasting plates or coils. Our No Frost system, developed after years of exacting research, is an "inside job." You'll never see it—or frost!

You'll notice two cold control dials. One in the freezer, one in the refrigerator. You set temperatures in each section to suit your needs. So, march to your dealer! Ask—no, demand to see a new RCA WHIRLPOOL. He'll admire your good taste.




The bride's first baby should be a Baby Ben!

Lovely wedding-gift idea: the new, smartly-styled Baby Ben. The bride (and groom, too) will love it—or our name isn't Westclox! That goes for the beautiful new Big Ben, too. And for the smart, new Ben Electric. Most elegant gift of all is the exciting new Golden Ben—in 22-carat gold finish! Behind all the beauty—famous Westclox accuracy and dependability. And prices start at just \$7.98!

Give a Ben and look what you get free! First book of 115 and 100 pages, 125 color illustrations. Decorator ideas galore. Sell for \$1.25 yours free, for a limited time only, when you buy a new Ben!



How to avoid disappointment when you buy a new vinyl floor

Choose a floor you won't tire of. A subdued, tasteful design is usually best. For instance, Montana Vinyl Corlon by Armstrong is in timeless good taste. Its stone-like vinyl chips—veined with delicate colors—float in deep, translucent vinyl. Montana's natural beauty isn't tied to any specific period or type of furnishings.

Choose a floor that's made by someone you know. Don't just assume you're getting the brand name you want. Look for it. An Armstrong vinyl floor always has the words "Armstrong Vinyl Corlon" printed right on the front of the roll (in washable ink, of course).

Choose a floor that will age gracefully. Many vinyl floors have a printed-on-surface design. The design in Montana and every Vinyl Corlon floor goes all the way through the thickness of the vinyl to the backing and will last the life of the floor.

Choose a floor that will stand up to abuse. All Armstrong Corlon floors are made of tough, long-lasting vinyl. In addition, Montana and many other Corlon styles have a distinctive nubby texture that not only looks good, it hides scuff- and spind-heel marks better than floors without texture.

Choose a floor that's easy to keep clean. Any good vinyl floor is. But easiest to clean are sheet vinyl floors like Montana Corlon that come in long, wide rolls instead of tiles. Seams can be dirt catchers, but sheet Corlon can be installed with hardly a seam from wall to wall.

Idea Booklet! "The Armstrong World of Interior Design"—24 pages of international decorating ideas for your home. Send 25¢ to Armstrong, 6506 Rick Street, Lancaster, Pa.



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 backache.

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 Gently Firm. Posturepedic mattress and matching foundation, each priced from \$79.50.

SEALY-POSTUREPEDIC®



Since 1950, Joseph B. David's home has only been repainted once. The paint: Dutch Boy House Paint. The reason: More years to the gallon.



The Joseph B. David home in New Orleans, Louisiana, was first painted with Dutch Boy House Paint in 1950. During the next 14 years, it was repainted only once, in 1964, to keep it bright and weather-tight through Southern sunshine and New Orleans humidity. Dutch Boy House Paint made with linseed oil will last and last, whatever climate your house is in. Your Dutch Boy dealer is listed in the Yellow Pages. Call him today for Dutch Boy House Paint. Or, if you live in a house as big as the Joseph B. David house, be sure your painter uses Dutch Boy. The paint with more years to the gallon.

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 beautify your home. Linseed oil has a natural ability to preserve wood that painting experts have long recognized. That's why the first coat of house paint on over 95% of all new homes is made with linseed oil. And by repainting each time with linseed oil paint you insure lasting protection and beauty for your home.

Linseed oil paint provides lasting durability and protection because it is actually absorbed by wood. The oil seals off the wood cells and forms a tough, durable film. Continue this protection when you repaint by insisting on paint made with linseed oil.

Linseed oil paints, proved by time and improved by technology, are now also available in water-thinned form combining the convenience of soap and water clean-up with the protection of linseed oil. Your house also stays good looking longer. That's the beauty of using paint made with linseed oil.

NATIONAL LINSEED PROCESSORS ASSOCIATION
1817 NATIONAL PRESS BUILDING • WASHINGTON 4, D. C.

DAD'S GETTING TO PLAY THIS YEAR
DuPont LUCITE® House Paint put him in the lineup



It's a shame that so many other Dads can't join this one. But they have to paint the house. Again. Too bad they didn't use DuPont LUCITE® House Paint—just like the Dad who is playing.

This Dad used to use ordinary oil-base paint. A ways found himself repainting a lot sooner than he planned. And it took a long time. Then he tried LUCITE, and Dad had time to be a slugger! So will you.

Less work, more wear—that's what you get from easy-to-use LUCITE.

- Proven to resist blistering, cracking, peeling and color fading better than oil-base paints.
- Minimum preparation. Prime only bare spots.
- Dries in half an hour. Paints over damp surfaces.
- Starting and stopping points blend.
- Fast, simple cleanup with just soap and water.

So paint with LUCITE. (You can use it on any surface.) Make that extra free time to do the things you really want to do.

BATTER UP.



because they will be exposed to the country's largest magazine audience

This will mean extra demand for these Digest-advertised products. The Digest is bought by as many households as watch a top-10 tv show—twice as many as buy any other general magazine. And people in Digest households have extra money to spend. In fact, they have **27%** more buying power than those who watch the No. 1 tv show! Tie in with this June advertising and pull this buying power your way.

People have faith in

Reader's Digest

14 1/2 million U.S. families (26 million world-wide) buy each issue.

Report From Japan

by Yoshitaka Kawagishi

TV and Audio Equipment Given Prominent Display

The Sixth Tokyo International Trade Fair has just ended. Occupying nearly 50 acres of ground on Tokyo's bay front, the fair proved to be the biggest affair ever held this side of the Pacific. Thirty overseas governments and private manufacturers took part at this fair in addition to the Japanese exhibitors. More than a million items, ranging from tiny components to huge machines were on display.

Some 100 Japanese consumer electronic appliance manufacturers and several from the United States, Italy, West Germany, Canada and the Netherlands vied with one another in exhibiting their latest products. Among Japanese exhibits, color television sets and audio appliances, including stereo systems, were given prominent places, suggesting the importance these products are likely to be accorded in the few years to come. In fact, leading color television manufacturers, such as Toshiba, Matsushita, Hitachi and Mitsubishi, had temporary studios set up in their respective booths and demonstrated color reception using mobile relaying equipment. Notable among the color sets were Matsushita's 25-inch model and



LEADING Japanese TV producers exhibit 16- and 19-inch color sets in rows such as shown here at recent Tokyo International Trade Fair.

19-inch models exhibited by Toshiba, Matsushita, Hitachi, NEC, Mitsubishi, Hayakawa, Sanyo, and Victor company of Japan. Such a galaxy of color sets on display impressed the visiting public with the coming of the color television age.

Also impressive were electronic ranges and home video tape recorders, displayed alongside color TV sets. These are considered the products of the future, but Japanese manufacturers, Matsushita and Mitsubishi in particular, have shown that they are capable of looking forward into the future. Matsushita's new electronic range capable of 600W microwave output has been designed small enough for home use. It was priced at about \$830. Mitsubishi was out with a table type electronic range of 600W microwave output. It is reportedly priced at about the same level as Matsushita's. The point in their favor was that they operated on 100V power supply.

Sony Corp. is the leading manufacturer of video tape recorders for home use, but Matsushita is not too far behind. The latter was out with a miniature size VTR which is to be marketed for about \$550. Victor Co. of Japan also announced during the fair a miniature-size monochrome VTR and color VTR for industrial use. The company also announced a color VTR for broadcasting purposes. In addition, Shiba Electric, Ikegami Tsushinki and Toshiba are expected to develop miniaturized video tape recorders by autumn of this year.

Stereo systems were almost as popular as color television sets. In order to demonstrate FM multiplex stereo sets the leading manufacturers exhibited large stereo hi-fi sets, which cost them as much as \$3,500 to make. Along with assembled stereos, four-track stereo tape decks and stereo phonographs of various types also attracted interested attention. Of particular note were miniature speaker systems exhibited by Pioneer Electronic Corp. and Nippon Columbia Co. Another exhibit by Nippon Colum-

(Continued on page 46)

LOOK

what's catching everybody's





ASTRONA

by VESTA!

Stir up a big batch of profits for yourself with Vesta's beautiful new Astrona eye-level electric range! Astrona has all the good-looking, good-cooking features that homemakers want for today's modern kitchens. Smart built-in appearance, without the built-in cost. Unparalleled performance, with two complete ovens, both automatic, to handle any size baking or broiling job! Full-width upper oven puts new cooking pleasure right before your eyes. Handsome French doors add an elegant touch to any kitchen decor. Roomy lower oven features full-width storage drawer. Automatic controls are conveniently placed to leave cooking area free. Add the eye-catching allure of five decorator colors. Now you're really cooking... with Astrona!

**ATHENS STOVE WORKS, INC., DEPT. M
ATHENS, TENNESSEE**

Like to know more about Vesta? Mail this coupon today for literature and prices on Astrona and Vesta's complete line of slide-in, drop-in and built-in ranges.

Gas Electric Both

Name _____ Position _____

Company _____

Address _____

City _____ State _____ Zip _____

Dealer Distributor Other _____

ATHENS STOVE WORKS, Inc., ATHENS, TENN.

Air King

SCULPTURED
PORTABLE HEATERS

new
shape
in
town!

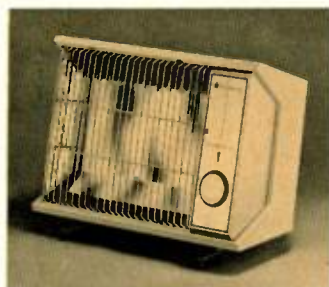


You notice this one coming. A real head-turner, with all the curves in the right places. Chic . . . ultra-modern . . . cool as they come. But underneath it all—instant heat. New Air King portables—top heating performance in a smart new silhouette. Write for vital statistics.

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

What's The **COLOR TV** Picture?

Dealers Bemoan Color TV Profits, Disagree As To Future Of Small Screens

By JACK STOCKMAN



Although dealers' profits on color TV are at an all-time low, many look to smaller screens for new market.

Although the average brown goods dealer is selling more color TV today than ever before, he's enjoying it less — in terms of profit.

And many are in disagreement as to what effect the introduction of color sets with smaller than 21-in. screens would have upon the business. It is only a matter of months until 19-inch color sets are marketed, and GE has already announced its 11-in. portable color set for late fall delivery. Some predict that a variety of screen sizes will open up a new market; others foresee price-cutting that will result in continued low profits for dealers.

Whatever the future of the color TV business, most dealers agree that the profit structure can't get any worse.

As Dealer Carroll McMullin, owner, DeVeaux TV and Appliances, Toledo, O., puts it: "When a dealer invests \$500 in a product and realizes only \$40 or \$50 out of its sale, it's not a healthy situation." Ironically, McMullin realizes a better margin of profit from color TV than many of his counterparts around the country. Many told MART Magazine they are getting from \$20 to \$25 on sets retailing from \$400 to \$500.

McMullin fears that when the manufacturers bring out smaller-size color screens, a price war, similar to that experienced first with black and white and then more recently with color, will cut dealer's

profits before they get a chance to make any.

He believes that the whole industry will follow the lead of GE in its pricing of smaller-than-21 in. sets.

McMullin thinks that the 21-in. color screen models will continue to be the most popular throughout 1965, but he reports that he is having great success with the 23-in. models. The sales pitch for 23-in. color at DeVeaux is that "since most people indicate a preference for 23-in. size in black-and-white, it's logical for them to want the same size in color." Too, according to McMullin, "people are just not willing to spend the extra money for the 25-in. screen."

Also, he notes, while furniture styling is an important consideration in a color TV purchase, consumers are not choosing the top of the line models in order to get the best cabinets available.

Consumers, for the most part, are not aware of the availability of 23- and 25-in. color sets, according to McMullin. Also, they are still under the impression that color requires more service than black-and-white. He claims that a reasonably-priced service contract (he charges \$39.95 for one year) allays the fears of most prospects.

McMullin expects to do from 50 to 100 per cent more business in color TV this year, and bases this prediction on his success with



"WHEN A DEALER invests \$500 in a product and realizes only \$40 or \$50 out of its sale, it's not a healthy situation," says Carroll McMullin, owner, DeVeaux TV and Appliances, Toledo, O., in referring to color TV.



FURNITURE is more important to prospects of color TV than it would be if they were looking for a black-and-white set, claims Dealer Harry Sussman, president, National Sales Co., Cambridge, Mass.



SERVICE IS STILL very much on the minds of consumers as far as color TV is concerned, according to Dealer Sam Kool, Harold's Radio, Boston. He finds that inexpensive service policy is most important sales-clincher.



INTRODUCTION of smaller-than-21 in. color screens will just muddy water of color TV business, predicts Dealer Julian Legrand, Legrand's TV, Los Angeles, Cal.



SUCCESS OF COLOR TV has led consumers to return to the habit of shopping "downtown," according to Dealer Harry Canter, sales manager, Brian's, Boston.

free home trials.

He feels that the answer to the poor profit structure for dealers is "strong leadership from manufacturers through distributors." Referring to the recent allocation of color tubes by RCA, McMullin says: "I don't see any reason for cutting prices on color TV when the industry limits itself to production. Now is the time when the industry should be able to apply the rule of supply-and-demand, providing everyone, including dealers, with a healthy profit."

A large metropolitan dealer in Boston believes that the profit situation in color TV is *so bad* that there is only one way for it to go—up.

He claims that the color business is presently going to the mass merchandisers, who use it as a loss-leader. Eventually, he believes, these outlets will realize that the profits are not sufficient, as will the manufacturers.

"Then," he says, "the manufacturers will again realize that they need the independents, and will put some teeth into franchises."

This dealer finds that people are very concerned with furniture when shopping for a color TV set, and don't mind paying a little extra to get what they want. For this reason, he has realized good sales of the rectangular tube. "The shorter tubes are a major selling point when dealing with prospects who are furniture-conscious," he notes.

At present, his firm is moving more 21-in. Admiral color sets than any other model, and he believes it's because of the demonstrability of this model's color tuning knob (which is on the front of the set). "Color," he says, "while it has been generally recognized by the public, still has to be demonstrated."

This dealer is optimistic about the introduction of more color tube sizes, and feels that they will create a new market. He claims that consumers are not confused by the availability of three sizes of color, and therefore shouldn't be by the introduction of other, smaller sizes.

He has had some success with free home trials of color TV, but has discontinued them because of the hidden expenses involved. However, whenever a prospect expresses interest in color, he receives not only a demonstration in the store, but the firm will send a salesman to the prospect's home with descriptive literature.

Some consumers fear they'll have more service difficulties with color than black-and-white sets, according to this dealer. He adds that his firm's service policy usually serves to calm these fears (the store offers "free unlimited service for one year on all TV and appliances—parts and labor.")

Dealer Harry Canter, sales manager, Brian's Television & Appliance Center, Boston, believes that the success of color TV has led consumers to return to the habit of shopping "downtown."

He explains: "When color first came out en masse, people were reluctant to buy from the 'downtown' appliance store; they were afraid of service problems and thus were more inclined to buy from the suburban dealer who did his own servicing. But now that it has been generally accepted that color is no more troublesome than black-and-white, people are less concerned about getting service than they are about getting a good price."

Like other dealers, Canter notes that the profit structure on color is worse than on black-and-white. He looks toward the intro-

duction of the smaller sizes for more color business, but not necessarily a better profit structure.

Canter maintains that consumers are confused by not only the availability of the 21, 23, and 25-in. color sets, but by rectangular screens. In order to avoid confusing the public as much as possible, the firm does not mention rectangular screens in its advertising.

"We educate prospects on the sales floor," says Canter, "and try to switch them first to a 23-in. screen, and then to a 25-in. one."

Canter claims that color TV has gained such acceptance that he rarely turns a set on in the store. Thus, the important selling points, according to Canter, are the furniture styling, the size and shape of the tube, the firm's trade-in policy, and time payment plans.

At one time, the firm had offered free home trials on color TV, but has since discontinued the practice because of hidden expenses.

A spokesman for a Boston department store says he expects the 21-in. color sets to be the biggest seller throughout 1965, but to give way to 25-in. models next year. He also has high hopes for the smaller sizes; "They'll open up a new market," he says.

He agrees with the smaller independents that consumers are confused by the variety of shapes and sizes of color sets, and believes that good salesmanship and mass display are necessary to make sales. (The firm's downtown outlet has a display of about 40 color sets; branch stores have a minimum of 20 color sets on their floors.)

Furniture styling is more important to a color set prospect than it is in a black-and-white sale, claims this spokesman, and demonstrations are not too important anymore.

Dealer Harry Sussman, president, National Sales Co., Cambridge, Mass., notes that the profit structure on color TV is worse this year than it was during 1964, and the only way he can offset this is with his Magnavox franchise.

Sussman makes a point of guiding every prospect—even those who are only interested in white goods—to his color TV viewing salon (which he recently opened). He displays about 15 color sets, all of which can be operated at once.

This dealer also maintains that furniture is more important to a prospect when buying a color set than in a black-and-white sale. He has had his greatest success with 21-in. models, and believes this size will continue to be the staple of the business throughout this year.

Sussman has good success with free home trials of color sets; he claims about 60 per cent result in sales.

Dealer Sam Kool, Harold's Radio, Boston, says that many prospects ask him "How's the black-and-white picture on a color set?"

"We tell them that it's a little shaded," says Kool, "but they'll get used to it and that seems to satisfy them."

He notes that profits from color TV are "a little better" than those he realizes from black-and-white, but "they're still under last year." (He makes about \$25 on a console color set, and \$20 on a table model.)

This dealer maintains that the availability of the 21, 23, and 25-in. tubes is a big advantage to him. "I can usually step people up to the 23-in. model." Too, he sells more of this size with the rec-

(Continued on page 38)



SELL FEATURES and stress quality when trying to beat Sears, says Gerald Whitcomb (left), sales manager of C & P Plaza, Madison, Wis. Note at top of picture the "Everything for Spring" banners and pennants, from one of the colorful display kits available through MART Magazine.

Dealer Finds Dehumidifier Selling Season Short But Sweet

With minimum floor space and little service required, Wisconsin retailer moves more than 100 units a year.

By ALAN C. ROSE

“We never run dehumidifier ads with the expectation of selling them the same day. We plan our advertisement program for this product as a continuing educational process to inform the public exactly what a dehumidifier is, what it can do, and also to let everyone know that we have them. By educating the public on the advantages of this project we are actually making sales for the future.”

Author of this statement is Gerald Whitcomb, manager of C & P Plaza, Madison, Wis. Whitcomb calls the dehumidifier season the shortest of all selling seasons for appliances, running only from the first week in June until the middle of August. He normally schedules his ads starting around June 1, and running only through July 4.

According to Whitcomb, after that the season starts to wane. If a customer hasn't bought by July 25th, he's not going to buy.

“Selling dehumidifiers is simple,” he relates. “Due to the four lakes in the area here, the humidity during the summer stays around 90 per cent. The combination of the intense summer heat and humidity, plus the fact that people see things in their basement start to mold, brings people into the store specifically to buy a dehumidifier. We sell over 100 units each summer.

“The idea that they are virtually service free since there are usually no mechanical problems connected with this appliance, adds to the fea-

ibility of handling dehumidifiers,” says Whitcomb.

This Wisconsin retailer reveals that the store now handles only one model, a Berns Air King thermostatic unit, priced at \$69.95. He adds that C & P formerly sold the non-automatic model instead of the thermostatically controlled unit, but that the former proved unpopular because when people went away for a weekend, the pan would fill up and overflow on to the floor.

The difference in price on the thermostatic model is only \$10, and Whitcomb states that customers are willing to pay more for it to forestall a flooded floor.

Whitcomb asserts that the store holds firm on its dehumidifier pricing. This, coupled with quantity buying in early November, based on the previous season's volume, enables the store to realize a 25 per cent gross profit.

Two immediate problems may somewhat cloud the C & P dehumidifier sales picture in the near future. First of all, due to the humidity problem in the Madison area, so many residents have purchased units that business is expected to slack off somewhat because of market saturation. Whereas many people purchase second and third air conditioner units, customers rarely buy two dehumidifiers.

Secondly, Sears, Roebuck & Co. has been pushing dehumidifiers hard in the Madison area.

“We won't cut prices to beat Sears,” emphasizes Whitcomb. “We stress the fact that our unit is superior to any Sears product, and we sell its features hard. We tell our customers, 90 per cent of whom are men, that we are a quality retailer and as such handle only the best dehumidifiers made, and then we quote that well-known proverb. ‘You only get what you pay for.’ Still Sears heavy advertising and promotion budget provides keen competition for us on this product.”

Although C & P Plaza carries only one model at one price, Whitcomb reports little haggling over its cost. “Customers with a cooling problem on a hot day don't worry about a few extra dollars,” states Whitcomb.

He feels that dehumidifiers are easier to sell than fans. One or two hot days won't sell a fan, according to Whitcomb, but a customer sees the humidity at work in his basement and realizes that he must rectify the situation.

“I realize that dehumidifiers will never be a big volume item as compared to some appliances, but it's still a good product to handle. A healthy profit, minimum floor space, and the fact that a retailer doesn't have to spend a lot of time selling them, as far as I'm concerned, adds up to a real fine product to handle,” says Whitcomb.

ELECTRIC HOUSEWARES

COLOR

Keys Their Thinking In Television and Appliances

Sales results have satisfied San Antonio firm that given a chance to see it, consumers are attracted to color in both TV and appliances.



COLOR ROOMS in Saathoff's two stores in San Antonio are, as name implies, devoted exclusively to showing large display of color TV sets. Here father and four sons in hats ranging in size from ten-gallon down to perhaps half-pint view set.



INTEREST IN COLOR also applies to appliances, says Earl Saathoff, shown here demonstrating pastel shade refrigerator and washer to homemaker. Wide variety of colors in all price ranges are found in stores' major appliance displays.

Shortly after Earl and Clifford B. Saathoff rang up sales of color TV in December, 1964 that were five times those for the same month a year previous, the partners and brothers opened a "color room" in one of their two stores in San Antonio, Tex.

Now, not only does Saathoff's continue to offer what it believes is the largest selection of color receivers in the southwest, but colored appliances also dominate window and floor displays.

Earl Saathoff credits establishment of the "color room" with tripling sales of color TV during the past year. He also believes that the customers' preference for color extends to washers, refrigerators, and ranges.

"Women customers especially seem to like to carry out one color scheme in their kitchen," says Saathoff, "and when they come through here (he indicates the big display room which fronts his windows) and their eyes light on the pastel-tinted refrigerators and washing machines, they stop. Later, when they have bought a TV set in the color room, they stop again, this time to give thought to replacing their present washing machine or refrigerator or both."

To sell color, you must display color, says Saathoff. "Not just one shade, but all the colors available in the line."

In addition to the floor display, which customers see when they come into the store, and which is headed by a budget-priced "no-frost" refrigerator-freezer in each of the available colors, Saathoff's also dis-

plays colored units in its large windows.

Earl Saathoff states that many customers who have bought color have done so because they have been attracted by the displays as they pass the store. "When shoppers think color long enough and associate it with our store, the chances are greater that they'll come here to buy," he asserts.

He estimates that about one-third of present refrigerator sales are in color.

The color room in Saathoff's 1134 W. Hildebrand store houses 35 pieces of brown goods, ranging in price from a \$399.95 table model to a \$1350 combo that offers color TV, FM-AM radio, and stereo. The room is artistically furnished, with specially designed metal plaques and candelabra on the walls.

It has, of course, been designed to offer excellent acoustics.

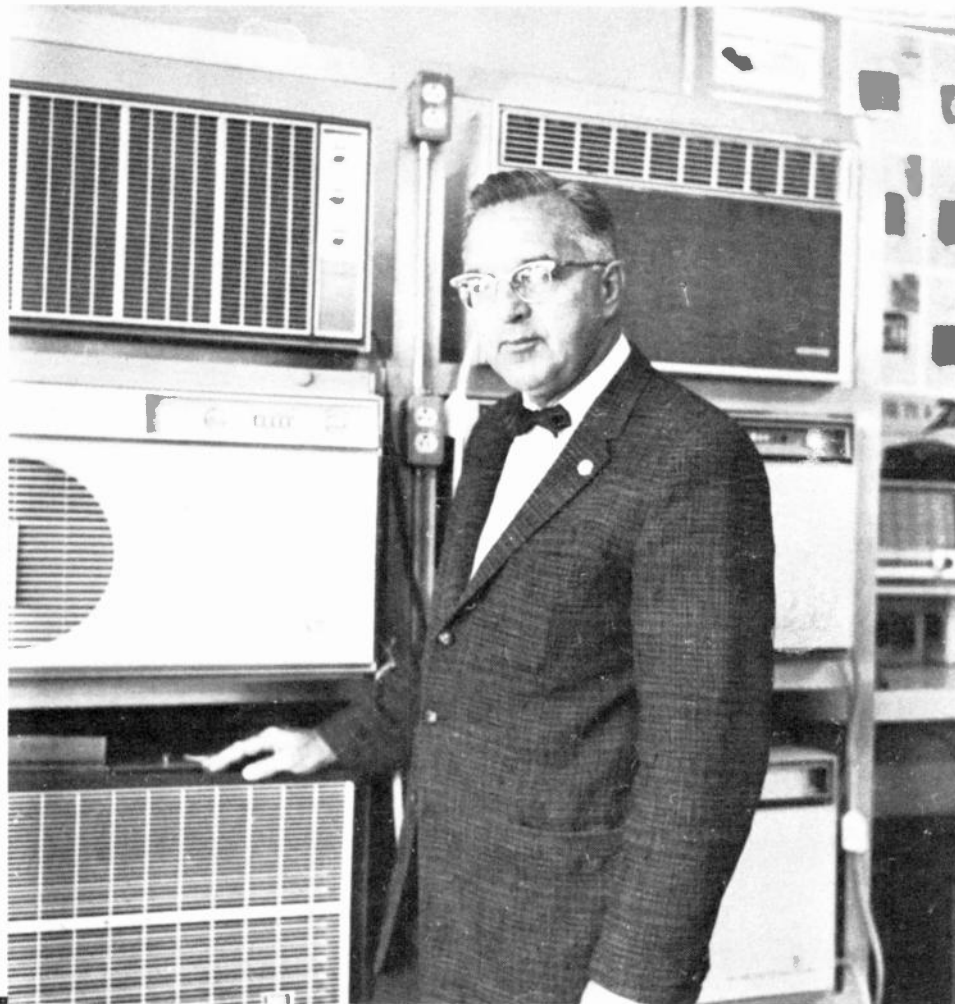
Plans are underway to increase the size of this color room as well as a smaller one in the store at 123 Goliad Rd. in San Antonio.

Plans are also afoot in the San Antonio organization to increase the size of the sales force, service staff, and the advertising budget.

Earl Saathoff notes that heretofore the firm has used newspaper advertising exclusively but that it now plans to go on television to sell color TV.

Increasing the size of the firm's service staff is in keeping with the

(Continued on page 46)



BIG DISPLAY of room air conditioners is part of the merchandising approach at Bell Electric, Ft. Lauderdale, Fla. Dealer E. P. Chaddock had the steel rack shown welded together in the shop.

SELLING ROOM AIR CONDITIONERS: Be Sure To Make That Survey

Satisfied customers aren't the only benefits to be had from surveys, Florida dealer says.

"In a warm climate like ours, most people have had at least one bad experience with room air conditioners," says Dealer E. P. Chaddock, Bell Electric, Ft. Lauderdale, Fla.

For this reason, if for no other (and there are others), Chaddock has trained his sales force to have a survey made on room air conditioner inquiries whenever possible.

It goes without saying that Chaddock is opposed to the low-BTU carry-out type of room units that have been making increasing inroads in the air conditioning field in recent years. "It may sound corny," he says, "but you can't get away from it — a satisfied customer is still your best advertisement. And that works the other way around, too."

In addition to giving virtual assurance of customer satisfaction, the in-home survey for room units, says Chaddock also serves the valuable purpose of opening up leads for extra air conditioner sales or even sales of other appliances.

Although he is not an air conditioning specialist (the store carries white goods and home electronics as well) Chaddock does about half of his \$2 million annual volume (out of two stores) in air conditioning. Similarly, about half of the firm's 20 trucks and 40 service men are engaged in air conditioning work.

Obviously, with this much at stake in the room unit business, Bell Electric has to make an effort to create year 'round volume.

"We do it by promoting hard on reverse cycle heating units starting in the fall," says Chaddock, "and through the winter. This usually carries us through until early March or so when we start with early-bird promotions." Chaddock believes in offering his customers a wide variety of brand choices on room air conditioners, and usually handles five or six lines.

Display, which is maintained all year — although it is moved to less or more prominent spots according to the season — became a problem with this many brands, according to Chaddock. After trying a number of factory or distributor supplied display units, none of which was deemed big enough, the store finally built its own steel rack, completely wired, that will accommodate 12 room air conditioners, any one of which can be plugged in and started at a moment's notice.

Handling as many lines as he does on air conditioners, Chaddock says he generally does not try to switch customers if they indicate a brand preference.

But if they do not, he steers them toward the Friedrich line, which he acquired a few years ago and which has proved to be a star performer in the profit column.

"These are expensive units compared to what the other manufacturers offer," says Chaddock, "and we were frankly surprised how well the public has responded to the quality story." One explanation for the good response to the Friedrich units, Chaddock thinks, may be that in this market a great many customers are not first-time room air conditioner purchasers. They are accordingly more sophisticated in their demands and they appreciate things like quietness of operation.

Then, too, having had experience with the cost of running room units, customers in this south Florida area are now receptive to the fact that the Friedrich units are noticeably less expensive to operate than others of similar capacity. ■

COLOR or NO.

Canada-Based TV Makers Are Jumping Into Field

At the present, citizens north of the border must depend on U. S. stations for color, but manufacturers such as Electrohome are going full steam ahead to win share of both U. S. and Canadian markets.

While a government agency continues to deliberate when and if color television broadcasting shall be launched in Canada, some set manufacturers based in that country are preparing to jump feet first into color manufacturing.

Most ambitious of the plans announced are those of Dominion Electrohome Industries, Ltd., which has designed its own color chassis to be used with both 21- and 25-inch color tubes, and possibly (when compacted) even with 19-inch color tubes.

Both Electrohome and Clairtone Electronic Corp. have produced color units for several years, utilizing an RCA chassis. Clairtone has announced it will undertake production of its own color line in a new plant scheduled to be completed in New Glasgow, Nova Scotia in late 1965 or early '66.

Whether Clairtone will produce its own color chassis in the new plant has not been decided, a spokesman states.

According to Howard Main, vice president of Electrohome, creation of its own color chassis is the most expensive development ever undertaken by the company. "We are pushing color not only to protect our birthright in Canada, but more so to offer a full and competitive line in the U. S., where we are beginning to feel the pressure of companies offering color," Main states.

Meanwhile, talk to various industry and government people in Canada concerning when color transmission will begin, and the



COLOR CHASSIS developed by Electrohome is inspected by Carl A. Pollock (right), president, and Howard W. Main, vice president. Chassis has swing-down feature for easy servicing.

consensus is "in time for the centennial exposition which opens in Montreal in the spring of 1967."

"But," points out Carl A. Pollock, president of Electrohome (and himself a broadcaster), "unless we get color very shortly, we won't have developed techniques properly by the time the centennial opens."

However, Pollock is optimistic about color getting the "go-ahead" in time, stating that he thinks the exposure the Canadian population is getting to color from the U. S. will hasten its coming.

Although Canada is said to have 97 per cent saturation in black-and-white TV, it is estimated there are about only 10,000 color sets in the country to the north.

An estimated 40 per cent of the population, which one Canadian describes as "a shoe lace stretched along the border with a bulge in the middle," is able to pick up U. S.-originated color transmissions.

However, spokesmen for the two Canadian TV networks indicated to MART Magazine that either the history of color in the U. S. or the current state of the art here has dulled the enthusiasm of their organizations for color.

Jack Lusher, public relations director for Canadian Broadcasting Corp., government-operated network, says that the slow progress of color in the U. S. over 10 years has affected the CBC view on color.

Stan Wilson, vice president in charge of operations, Canadian Television Network, Ltd., thinks color isn't as good as it should be. He also raises the question of why some Canadians have spent \$800 to purchase a set that will pick up color transmissions from Buffalo, N. Y., when they can get black-and-white TV so much cheaper.

But watch colorcasts from the States Canadians do, to the extent that some Canadian advertisers have bought time on U. S. stations to beam back to their customers in color.

The government body which will rule on when and if color broadcasting is to start in Canada is the Board of Broadcast Governors.

A Committee on Broadcasting, popularly known as the Fowler Committee, which was appointed by the secretary of state, has been investigating telecommunications in all of Canada. This committee is expected to issue a report and recommendations on the entire concept of broadcasting in Canada shortly.

The last hearing conducted by the BBG on the color TV question was in January, 1963. No action was taken at that time, reportedly because CBC was not ready for color then. A second hearing scheduled for November, 1964 was cancelled, and the subject was referred to the Fowler committee.

The most frequently heard reason for the delay in launching color broadcasting is the language problem. Canada, as most people know, is a two-language country, and the networks have both English and French language arms.

However, Canadian TV's Wilcox cites the cost of installation and the state of the art as the two primary considerations holding

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Cites **FREEZER PURCHASE** as Way to Save Money

Economical and practical values of owning freezer emphasized to B. F. Myers & Son customers.



FUTURE CUSTOMER is shown capacity of freezer by salesman John Gray. Immediate prospect is girl's grandfather (left) who is also interested in unit's depth. Firm is one of largest freezer dealerships in South.



"LOOK, WE CAN have strawberries in December," woman tells her husband. Sales Manager John Gray (right) emphasizes advantages of enjoying seasonal foods throughout the year to anyone contemplating freezer purchase.

It was over a 100 years ago that an enterprising merchant by the name of B. F. Myers opened a small dry goods store in a nondescript Tennessee community. The hand lettered sign on the building informed anyone passing by that ladies and "gents" furnishings were for sale.

From this inauspicious beginning, the B. F. Myers & Son establishment in Goodlettsville, Tenn., has grown to be not one of the largest clothing stores in the South, but instead one of the largest furniture and appliance operations anywhere in Dixie.

Still run by the Myers family, this operation which serves nearby Nashville, as well as surrounding states, last year sold over 3,000 major appliances.

One of the many successful product stories connected with this store concerns its freezer business which ranks them as one of the largest, if not the largest, independent freezer dealer in the South.

This store sells freezers based largely on two theories: Buying a freezer is a way to save money, and any family regardless of size benefits from having one in their home.

Myers' personnel concentrate heavily on this selling philosophy. Their sales pitch is centered around five major customer benefits. First of all, families can buy seasonal foods at low prices and enjoy them all year long. Anyone who owns a freezer can store his garden vegetables without having to worry about them rotting on the vine. Since many of Myers' customers live in rural areas, this is important.

Customers are reminded that having a freezer cuts down the frequency of their shopping trips, for as John Gray, sales manager, explains "you've got a supermarket in your own home." Prospective buyers are reminded that not only will the woman of the house save on gasoline, but she will also save by buying food in quantity.

As for the hesitant husband, a Myers salesman will gently remind him that the little woman will spend less money on im-

(Continued on page 44)



W. A. MYERS Jr., (left) and W. A. Myers, Sr. stand in front of store in Goodlettsville, Tenn., site of business for over 100 years.

He Matches "Needs" To Growing Consumer Interest In Tape Recorders

Chicago dealer expects to double 1964 sales of nearly 300 units.

People are finding out that tape recorders are cheaper than phonos in many cases, are just as easy to handle, and serve a lot more purposes.

This is the contention of Henry Fried, who specializes in selling tape recorders for Acorn Tire & Supply, Chicago, Ill. Fried feels that the public is just becoming aware of the real value and diversified uses of this product.

"Last year we sold close to 300 units," recalls Fried, "more than double that of 1963. This year I think we will increase our sales some 100 per cent again. The American public is just becoming aware of the practicality and enjoyment they can derive from this home entertainment product."

Fried cites one main sales problem in selling tape recorders. "People come in to buy a unit but actually know very little about their specific needs. They feel a small recorder will suffice but we always try to sell them up. We find they rely heavily on a salesman for more product knowledge and usually accept his advice. They don't necessarily get what they come in for, but more important what they need," says Fried.

"Although there has been an influx of low-end units, customers are still cognizant of brand names," states Fried.

"The overall sales picture has increased because of the marketing of low-cost units, and people have become more tape recorder conscious. I do wish the name manufacturers would lower their prices to be competitive with foreign-made merchandise. They should realize that \$400 is a lot of money for the man on the street to spend on a tape recorder," says the dealer.

Fried, who describes himself as a "bug on the subject," emphasizes that one of the assets of selling tape recorders is that they are nearly mechanically perfect. "The early manufacturing bugs have been taken out and we rarely hear a complaint once a recorder has been sold. The only malfunctions we encounter now are when a unit is damaged due to shipping."

Customers shopping for a tape recorder today are usually looking for a set that will play and record stereo. Monaural is a thing of the past, according to Fried.

"A lot of our business comes from people who have shopped other dealers and are, like anyone else, looking for the best price possible. We're competitive except on fair trade merchandise, and we try to meet any price, yet we still average a 20 per cent gross margin. That's another reason why I like selling tape recorders. Even in today's price-cutting market we can make a buck," asserts Fried.

Questions most frequently asked Fried include: "Is this tape recorder really a portable in the true sense of the word?"

"Will it record music?"



CHEAPER THAN PHONOS and easier to handle in many cases, tape recorders are finally coming into their own, says Henry Fried, Acorn Tire & Supply.

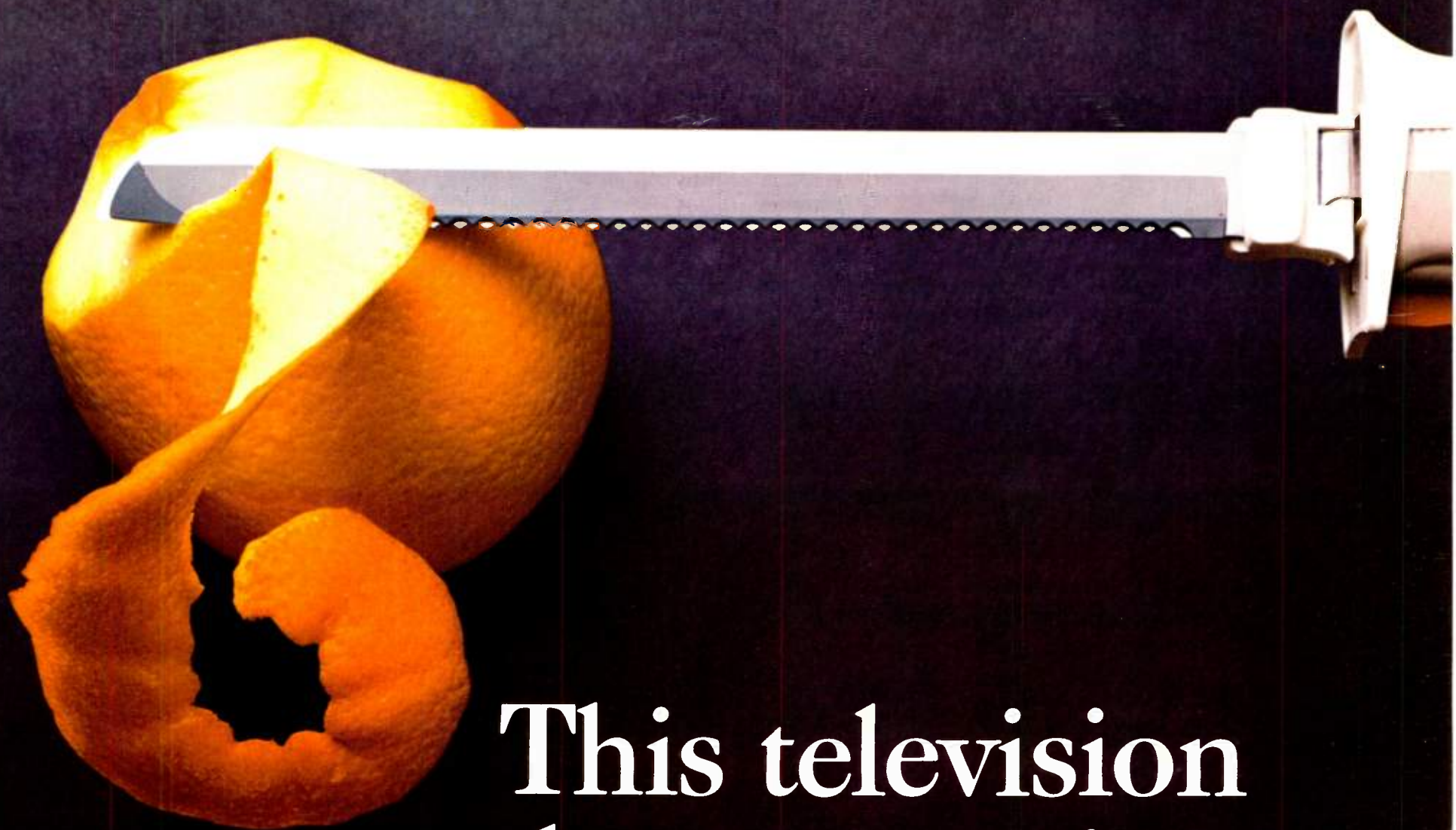
"Could a child take it to school and operate it without encountering mechanical difficulties?"

"Is service necessary, and if so is it expensive?"

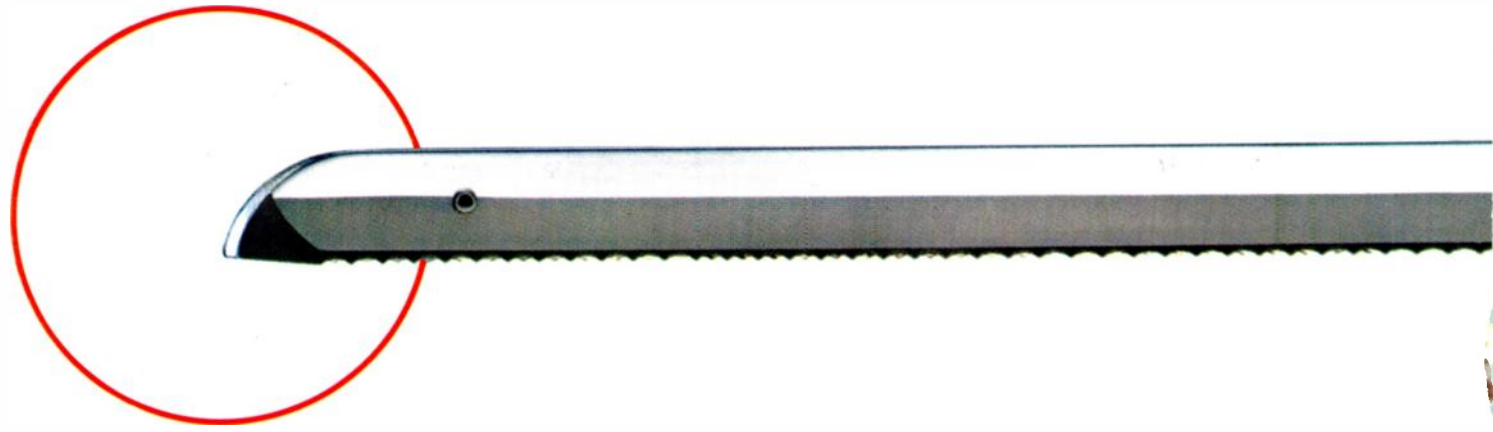
Fried also stresses the importance of demonstrations wherever feasible, so that a prospective customer can fully appreciate a recorder's value.

This midwest retailer notes that tape recorder sales span all age groups, but that the majority of buyers are men.

In addition to the normal uses for tape recorders for business, social, and scholastic functions, Fried has encouraged his customers to send taped messages to servicemen stationed throughout the world. "This has proved to be a popular selling point in quite a few instances," concludes Fried. ■



This television
demonstration
will change the
electric knife
industry...
forever!

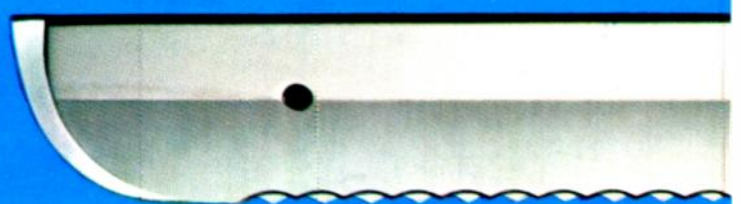


The new Sunbeam Electric Knife with the tapered tungsten tip



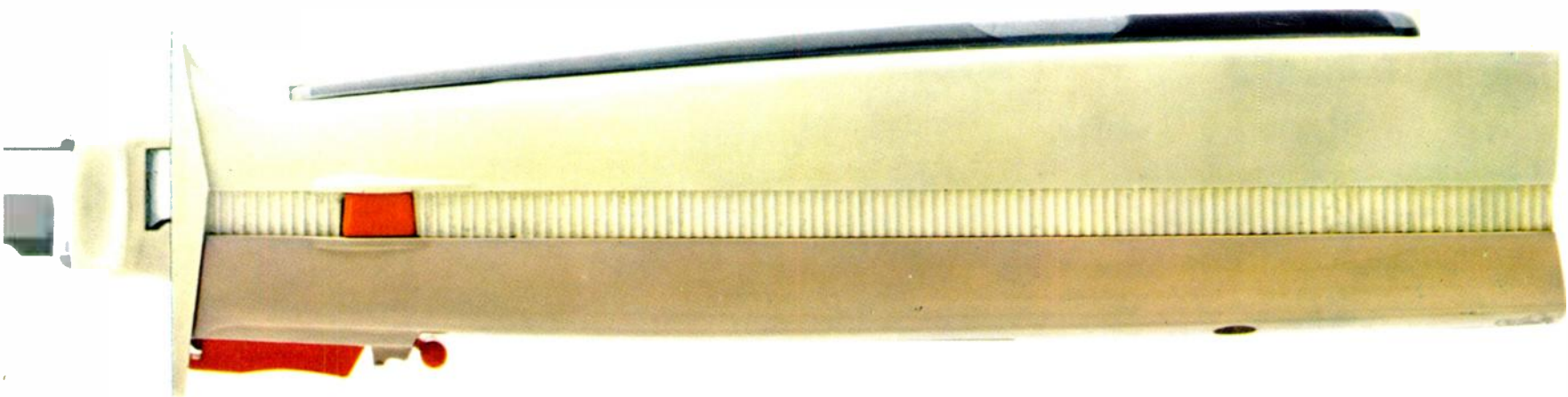
Sunbeam blade

Only Sunbeam has the tapered tungsten tip that's sharp to the tip, cuts clean to the end.



Most other blades

Most other electric knives aren't sharp to the tip—have blunt ends like this.



In seconds a Sunbeam Electric Knife

can   peel an orange in

one long spiraling piece. 

Because Sunbeam is sharp to the tip with an edge that stays

sharp for years. Makes carving a

turkey a cinch.  Cuts clean

to the bone. Cuts clean through

soft things, too.  

Just about the lightest-weight, fastest

cutting electric knife ever. 

Get the point? 



MODEL CK100 FULL MARGIN RETAIL \$39.95
Cordless Electric Knife. Portable and lightweight—use it in kitchen, dining room, even take on a picnic or barbecue. Unique storage cradle has re-charging unit plus special holder

for knife blades. Permits quick, easy assembly of handle and blades without unnecessary handling. Sleek, modern design makes slicing a breeze. Reciprocating stainless steel blades feature exclusive tungsten carbide tapered tip and cutting edges.

Specifications: Knife re-charging unit 120 volts
... 60 cycles ... A.C. only ...
Individ. package wt. 4.3 lbs.

And Sunbeam has the right knife for everyone

MODEL EK100 FULL MARGIN RETAIL \$19.95
Economy model that has all the features to make carving and slicing easier. Twin reciprocating stainless steel blades, sharp to the tip. Push-button blade release, safety lock, and 6-ft. removable cord. Attractive storage carton converts into eye-catching counter display.

Specifications: 120 volts ... 60 cycles ...
A.C. only ... Individ. package wt. 2 lbs. ...
shipped in master carton of 6 ... Ship. wt. 13 lbs.

MODEL EK200 FULL MARGIN RETAIL \$27.95
Deluxe Electric Slicing Knife features stainless steel blades with tungsten carbide cutting edges and tapered tungsten tip for long-lasting sharpness. Durable plastic storage case suitable for wall or drawer. Push-button blade release, safety lock and 6-ft. removable cord.

Specifications: 120 volts ...
60 cycles ... A.C. only ...
Individ. package wt. 3 lbs.

MODEL EK300 FULL MARGIN RETAIL \$36.95
Custom Deluxe Electric Slicing Knife and Fork Set. Matched set is packed in a smartly styled presentation case. Stainless steel blades of long-lasting tungsten carbide cutting edges and tapered tungsten tip. Storage case is furnished for wall or drawer use. Push-button blade release, safety lock, 6-ft. removable cord.

Specifications: 120 volts
... A.C. only ...
Individ. package wt. 4.3 lbs.



And the Sunbeam Electric Knife is backed with heaviest TV saturation campaign any knife has had-ever.

22 prime nighttime commercials on 11 shows on all 3 major networks. Plus saturation spot campaign in your market during peak gift-buying weeks.





OLD AND NEW — O'Keefe & Merritt's Truman Clark (standing) and George Condos note differences between first range built by company in 1924 and latest "Contempo III."

INTENSIVE NEWSPAPER advertising campaign backed by local utility is aid to stores like Barker Bros. in selling many "Contempo III" units and other gas ranges.

BARKER'S CHRISTMAS GAS RANGE SALE

Barker's has assembled the widest array of the most-wanted brands in newest models and colors to satisfy the most particular customer. And Barker's usual low prices are even lower with trade-in allowance. Order your new range now for Christmas!

289.⁰⁰

Hardwick Micro-Ray gas range!

faster cooking on half the gas... faster cooking on half the gas... faster cooking on half the gas...

358.⁸⁸

O'Keefe & Merritt's Contempo III. 2 ovens, 2 broilers, griddle. Tomorrow's conveniences now!

218.⁸⁸

O'Keefe and Merritt Teflon® range for no-fat, no-scour cooking convenience

378.⁸⁸

Wedgewood Kook-Center at a Special Low Price!

171.⁸⁸

Wedgewood 27", huge oven, complete program cooking

187.⁰⁰

Goffers and Settler 37" Deluxe gas range, Chrome top, 8th burner

167.⁰⁰

Goffers and Settler 31" versatile compact range

BARKER BROS.

THE ROSE, SEVENTH AND PICO BLVD. • NO. 6288 • AND ALL 17 CONVENTION HOME-OWNERS STORES LISTED BELOW

O'Keefe & Merritt Caters To And Exports Western Tastes

Soon to become first "self sufficient appliance manufacturer on west coast," firm introduces "Contempo III" gas range that takes off with a roar.

When O'Keefe & Merritt Co. puts into service this year 30-inch range and dishwasher production lines, it will, according to President Truman B. Clark become the first self-sufficient appliance maker on the west coast.

And even though the new facilities will permit the Los Angeles-based firm to serve better the ever burgeoning western population, it would not be a rash bet that future features aimed at western tastes will find acceptance in the east.

A case in point is O'Keefe & Merritt's Contempo III range which was introduced last October on the west coast but since has found its way into stores as far away as New York City. In fact, Clark admits that at one time 85 per cent of the company's business was concentrated in the California and Arizona markets, but it has since spread so that now only 60 per cent is done in these two areas.

The west coast is the last stronghold of the 40-inch range, according to George Condos, O'Keefe & Merritt merchandising manager, and the firm does indeed produce 40-inch units and "sells many." But the Contempo III which took off with a roar when it was introduced last fall

presents in a 36-inch width a number of features aimed at western preferences.

(The company had previously produced a 40-inch "Contempo I" and a 30-inch "Contempo II" and decided on the basis of experience with these two models that a 36-inch unit was the ideal size that could embody all the features westerners like.)

Californians seemed to agree, for in the early months following its introduction, the factory couldn't keep up with orders. In fact, during the 1964 selling season O & M provided gift certificates for retailers to give consumers who wanted a "Contempo III."

Barker Bros., southern California home furnishings chain, sold an estimated 250 "Contempo III" ranges in the period extending from Thanksgiving through Christmas and another 100 in the first ten weeks of '65.

Three models of the "Contempo III" were offered to dealers by the manufacturer, and Steve Pontier, appliance buyer for Barker Bros., notes that at first his organization promoted the low end of the trio at \$298.88. Before long, he adds, the stores decided such extra features as

a griddle and high broiler found in the middle range unit at \$358.88 had great consumer appeal and emphasis shifted to the unit.

Since then, Pontier states, the bulk of sales have been in the middle model and the high-end unit at \$398.88. The top model offers two ovens, two broilers, a built-in griddle, a "hold-o-matic" clock that switches in to either oven, and removable oven liners.

O'Keefe and Merritt's Clark seconds the belief that features such as griddles, high broilers, and double ovens are much desired in the west and that his company has to make them available on its merchandise.

Adding stimulation to dealer and consumer interest in gas ranges in the Los Angeles area has been an advertising program sponsored by Southern California Gas Co. Under this program the utility has matched gas range newspaper space paid for by department stores with equal space.

Though offered to department stores only, the interest created in gas ranges by the program has rubbed off on all types of stores, a utility spokesman notes.



LACK OF LUBRICATION for wringer is problem, Julie Ventura, Joerndt & Ventura, Kenosha, Wis., tells customer. Ventura tries to sell automatic equipment whenever possible, believes wringer market will be dead within next 10 years.

GREATER PROFICIENCY in washing heavy clothes, rugs and towels is cited as reason customers buy wringers says Upton Ziesler, Rahr's, Manitowoc, Wis.

What About The Wringer Washer Side Of The Business?

Dealers in many parts of the U. S. continue to realize substantial wringer sales.



DEMAND FOR wringer washers is heavy at Calvert Bros., Maytag, Joliet, Ill. Owner Clyde Calvert feels older people set in their ways and newlyweds who can't afford an automatic are prime customers for less expensive equipment.

It was way back in 1847 that I. Avery patented the first wringer washer. The idea of being able to wash clothes by a method other than hand appealed to people, and slowly but surely the forerunner of the automatic washer began to take shape.

Today, 118 years later, automatic home laundry sales are riding the crest of a sales boom, while the wringer washer fights for survival in the marketplace. In 1960 wringer sales totaled 643,000 units, in 1961 sales dropped to 606,000, in 1962 volume rose slightly to 625,000, dropped to 598,000 in 1963, but rose to 648,916 in 1964. (Figures quoted here are based on distributor sales to dealers only.)

These statistics are a far cry from 1948 when the American Home Laundry Manufacturers' Association showed wringer sales to be near the three and one half million mark.

A federal census taken in 1960 of 53,000,000 families indicated that 17,400,000 had wringer

or spinner units in their homes. These facts tend to point up that if the wringer market is dying, it is still far from dead.

It is generally assumed that the great majority of wringer sales come from rural areas, yet populous states such as California, Michigan, Illinois, Ohio, Pennsylvania, and Wisconsin are among the leading regions in sales, and a goodly portion of business in these states comes from large cities.

Why do wringer washers still sell at all since the automatic has fully come into its own? According to a spokesman for Norge Sales Corp., wringers still give new families a low cost answer to laundry needs until they have enough credit for automatic equipment. Norge points out also that low income groups must buy them, as their cost is much less than that of an automatic.

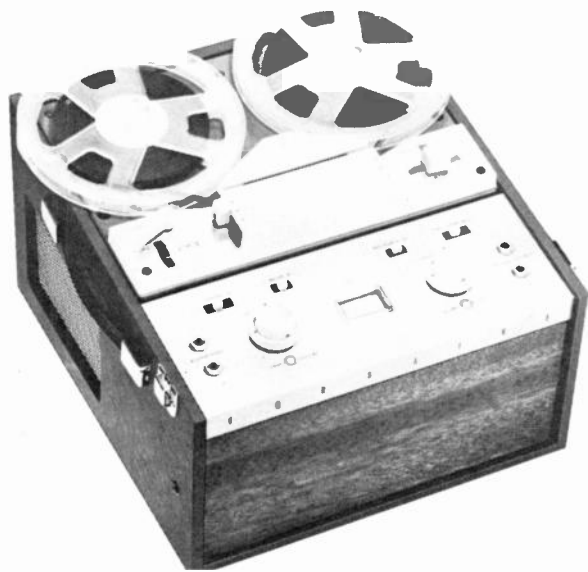
Furthermore, there is a tremendous demand for wringers from workers on the move, and families living in rented dwellings who find them best because of their mobility.

People with water supply or water pressure problems also must use wringers. Too, there is practically no service at all required. Norge points out that wringers still account for two out of every 10 washers sold.

Claire Ely, vice president, marketing, The Maytag Co., states that "The wringer washer business is one of the healthiest ghosts in industry today. Since the end of World War II, it has been predicted that it was about to go the way of buggy whips, but it continues today to be a bread-and-butter part of our business, employing hundreds of persons. It is also a bread-and-butter part of many independent retailers' businesses. The market has changed in the past 20 years. Many people don't realize that, of all wringer washers sold today, about half go to rural markets, with the bulk of the remainder sold in major metropolitan markets. This product meets a real need for some consumers. . . ."

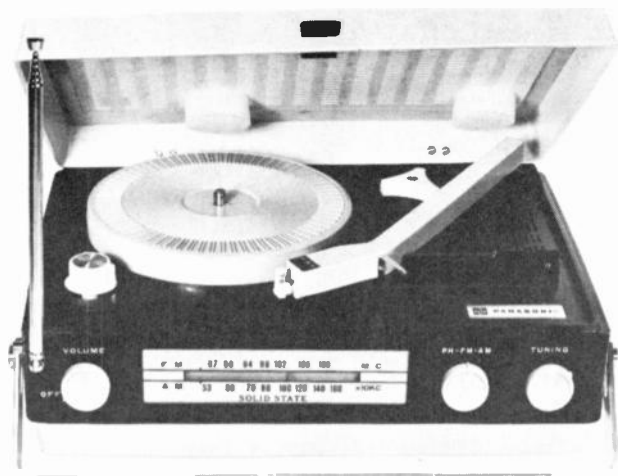
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NEW products



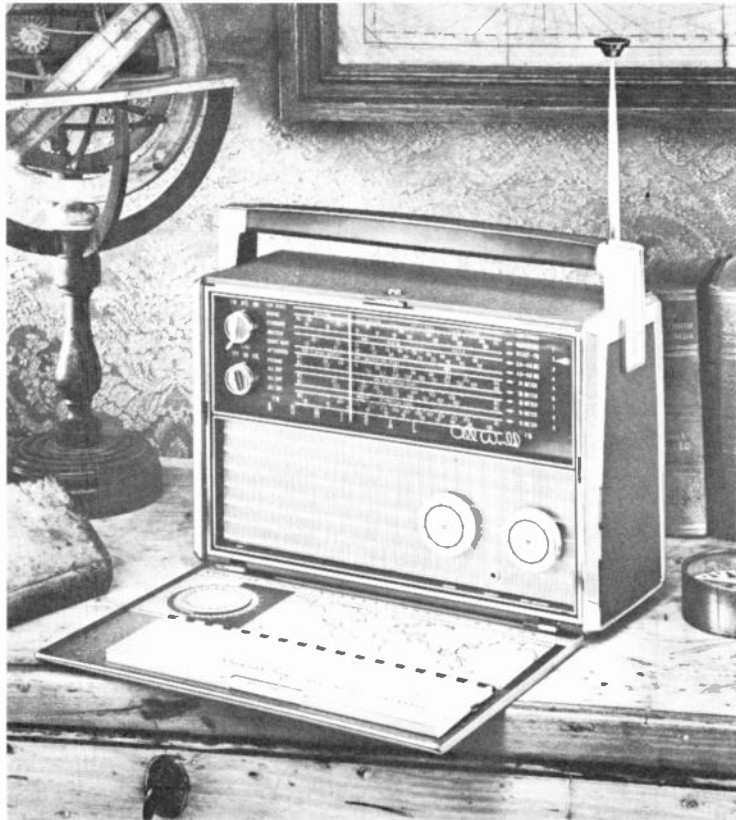
Rheem Califone "Corsaire II"

RHEEM CALIFONE has introduced a new four-track stereo tape recorder, model 3550. Called the "Corsaire II," unit features four-track stereo and monaural record and playback, two built-in 7-in. oval speakers, three tape speeds (1 $\frac{7}{8}$, 3 $\frac{3}{4}$, and 7 $\frac{1}{2}$ ips), individual channel volume and tone controls, four output jacks and four input jacks, safety record interlock plus two extended range microphones. It also has a VU meter, monitor switch and will accommodate 3, 5, and 7-in. reels. Price, \$169.95. *Rheem Califone Div., Rheem Mfg. Co., 5922 Bowcroft St., Los Angeles, Cal. 90016.*



Panasonic model SG-570

PANASONIC has introduced a complete solid state music system (FM/AM plus 3-speed phono) in portable model SG-570, which weighs 6 $\frac{1}{2}$ lbs. with batteries. Unit, which operates on six D-size flashlight batteries, is 11 $\frac{5}{8}$ in. wide x 8 $\frac{7}{8}$ in. deep x 4 $\frac{1}{4}$ in. high. Features include nine transistors plus four diodes plus one thermistor, slide rule vernier tuning, telescopic FM antenna, built-in Am ferrite antenna, 4-in. PM Dynamic speaker, dual flip-over sapphire stylus, external power jack, ceramic cartridge, carrying handle, and front-mounted controls. In black and antique white with silver trim, unit comes with batteries. *Matsushita Electric Corp. of America, 200 Park Ave., New York.*



Admiral "All World" model

ADMIRAL has introduced three new 1966 transistor portable radios, highlighted by the 10-band "All World," model Y1009, which has 13 transistors and 7 diodes and operates on eight D flashlight batteries. Unit can be plugged into wall outlet by using the AC charger/converter, now a standard accessory. "All World" incorporates FM as well as standard broadcast, shortwave, longwave, marine and navigation and amateur broadcast bands. It features three antennas (two in carrying handle), 6-in.-x-4-in. Alnico V speaker, vernier tuning and tone control. It has die-cast chrome-plated frame with brushed aluminum grille. Price, \$275, including AC charger/converter. Other units are the three-band "Clipper," model YG161, at \$99.95 and the FM/AM "All American," model YG171, at \$99.95. *Admiral Corp., 3800 Cortland St., Chicago, Ill. 60647.*



Dynamic home battery charger

DYNAMIC INSTRUMENT CORP. has introduced a home battery charger, model PNC-12D, the "Plug 'N Charge Deluxe," which includes built-in adapter for charging 9-volt transistor batteries and a timer-reminder dial. Unit recharges all types of dry cell batteries (carbon-zinc, alkaline, manganese, mercury, and nickel-cadmium) in all common sizes (penlight, C-size, and D-size). It can charge from one to four batteries of different types and sizes simultaneously. Batteries can be recharged from 15 to 50 times, depending on type and condition of battery. A free battery tester is included. Styled in turquoise and beige high-impact styrene with silver trim on top and silver stamping on side, unit is packaged in turquoise self-display box. One-year guarantee. Price, \$5.95. *Dynamic Instrument Corp., 115 E. Bethpage Rd., Plainview, N. Y.*

I Believe

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



Customer Complaints-Opportunities Or Problems?

The choice is yours. It is our policy to treat every complaint as a golden opportunity to make a permanent friend for our store. When a customer comes in with a complaint, no matter how small it is, he is asked to sit down and give us the facts.

We use a form called the "Merchandise Report," on which we fill out the following: date; salesman making report; salesman who handled original transaction; customer's name, address, and phone; complete description of merchandise or service (model, serial, color); date of original transaction; customer's report; salesman's report; and closing report. We fill this form out in detail and in triplicate. If it seems wise at the end of this fact-recording session, we ask the customer to sign it. Otherwise, we just give him a copy for his reminder file and we tell him exactly how we hope to get this taken care of for him and about how long it will take.

Notice we head this "Merchandise Report." When talking with him, we try to avoid the use of the words: "complaint," "lemon," "factory defect," etc. We want the customer to know that we're glad he came to us with this problem and that we will do everything we can to follow through and see that he is satisfied.

We emphasize the point that we have been in business in Worthington now for 45 years and that we've always been able to take care of every reasonable problem and that we know that he wants to be just as reasonable and fair as we do. We promise him that since he bought a quality top brand name product, the factory will be anxious to help us in every way possible. We thank him sincerely for coming to us and sometimes we ask him to help us dictate the letter to the factory and give him a copy of it right then and there. We send a copy of our "Merchandise Report" with our letter and then we file the letter copy with the original of the report.

We have learned that an irate customer calms down very quickly when he is courteously seated at the desk and you start asking informative questions and recording them with the idea of helping him. By the time the report is filled out, and this usually takes only five to 10 minutes, you are on a friendly basis, because he feels confident that you mean to be helpful to him.

We try first to take care of the situation immediately, if we can, by giving him a new part, or calling in one of our expert service technicians. Then we give some thought to the possibility of making a trade for a new product, perhaps a step up from the model he has that he presently is not 100 per cent happy with. If these two possibilities don't fit, then we go from there to the best source for help. Sometimes we phone right while the customer is there and put him on a connected phone, so that we can both talk with the specialist at the factory or in the distributor's repair department. We also clarify any misconceptions he has about his factory guarantee and about whether or not there will be charges at this time for our services. It is vital to make a forthright estimate at this time on what his costs will probably be, if any. We never make a half promise that we hope we won't have to live up to, just to get rid of a problem for the time being.

We keep all of the information on this particular customer and others in a file folder marked: "Pending Merchandise Reports." These are checked once a week, and follow-up letters written when needed.

We have literally hundreds of so-called customer complaints during a year. We plan to have a department manager find the time to handle these, because I believe this is the best OPPORTUNITY we will ever have to prove to a customer that we live up to our store slogan — "WE SERVE TO SERVE AGAIN" — that my father chose 59 years ago when he started in the hardware and implement business in a tiny crossroads town, Lima, N. D.

We feature this slogan in all of our advertising and I BELIEVE it pays dividends to meet our customers who keep coming back to us to favor us with their business more than half way. We want to be fair and we find that in almost every case our customers want to be fair. We must show them that we do appreciate their business. Performance, when there are problems, speaks clearer and louder, of course, than insincere brush-offs and unkept promises.

DEALER SALES REPORTS

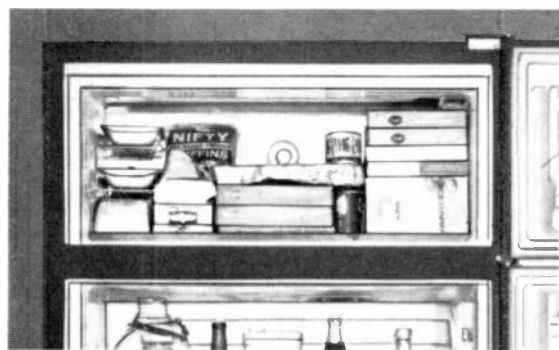
As Compiled By Utilities

	Rm. Air Cond.	Dryers	Dishwashers	Freezers	Ranges*	Refrig.	Television**	Washers & Combos
Central Illinois Pub. Serv. (Springfield) ✓209,656	142	445	78	276	742	950	1772	1127
City Public Service Board (San Antonio) 375,985	658	233	115	254	490	876	2105	1108
Dallas Power & Light 263,274	1693	664	941	291	1065	1996	3322	2237
Dayton Power & Light 452,734	100	570	80	274	394	702	2086	1243
Electric Power Board (Chattanooga) 77,899	132	300	58	106	388	337	585	585
El Paso Electric 93,457	26	168	195	128	237	592	1284	
Florida Power Corp. (St. Petersburg)	459	417	289	305	1480	1978	3089	1728
Fla. Power & Light Co. (Miami) 769,492	7467	1324	1267	753	4921	6982	7711	5017
Idaho Power (Boise) 116,000		330	198	192	620	654		794
Jersey Central Power (Morristown) † 381,492	209	672	577	430	735	1692	3591	2347
Kentucky Utilities Co. (Lexington)	119	421	163	371	1070	1372	2348	1824
Metropolitan Edison (Reading, Pa.) 235,565	128	513	168	241	758	1193	2179	1786
Nashville Electric Service 136,000		339		105	810	784		
New Orleans Pub. Serv. 326,859	4020	1140	380	380	1334	2226	4772	2612
N. Y. State Elec. & Gas (Ithaca) 526,356	31	935	476	565	1189	1506		2452
Omaha Public Power 118,430	201	418	68	183	283	549	1033	930
Pacific Gas & Elec. Co. (San Francisco)	1454	18392	10201	5173	24978	24224	42817	26696
Public Serv. Co. of N. M. (Albuquerque) 101,117		315	154	118	292	449	1019	646
Southwestern Elec. Power (Shreveport, La.) 186,485	315	317	222	483	396	1386	2006	1485
Union Electric (St. Louis, Mo.) 568,666	6681	520	911	433	1460	3568	7642	2400
West Penn Power Co. (Greensburg, Pa.) 360,000	110	913	202	430	1619	1465	2861	2288
March compared with February report	+13%	+32%	+58%	+11%	+46%	+18%	+23%	+17%
*Includes Built-Ins					**Includes Stereo			†Includes N. J. Power & Light
✓Residential Meters								

It's The Tapemating Season

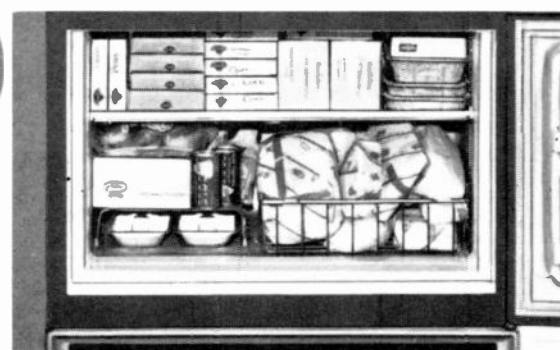
ALL VISITORS to Sony exhibit at recent Los Angeles high fidelity show were given numbered "Am I your TapeMate?" badges. Twelve couples found their tapemates by matching numbers and won new Sony "TapeMate" recorders. Here, Joseph S. Tushinsky (right), president of Superscope, Inc., U. S. distributor of Sony tape recorders, congratulates two winners: George Grupe, USN, stationed on the U.S.S. Topeka in the Pacific, and Sharon Plone of Los Angeles, California.





Top 105-lb. No-Frost freezer

Or



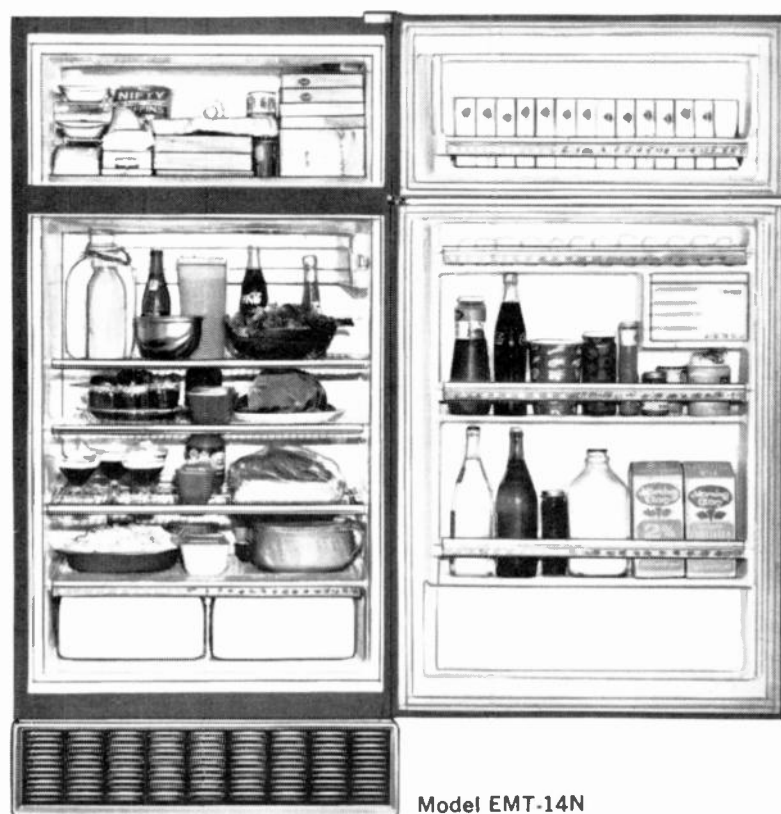
Huge 167-lb. bottom freezer

Offer a No-Frost refrigerator-freezer or refrigerator with huge bottom freezer...at same low price!

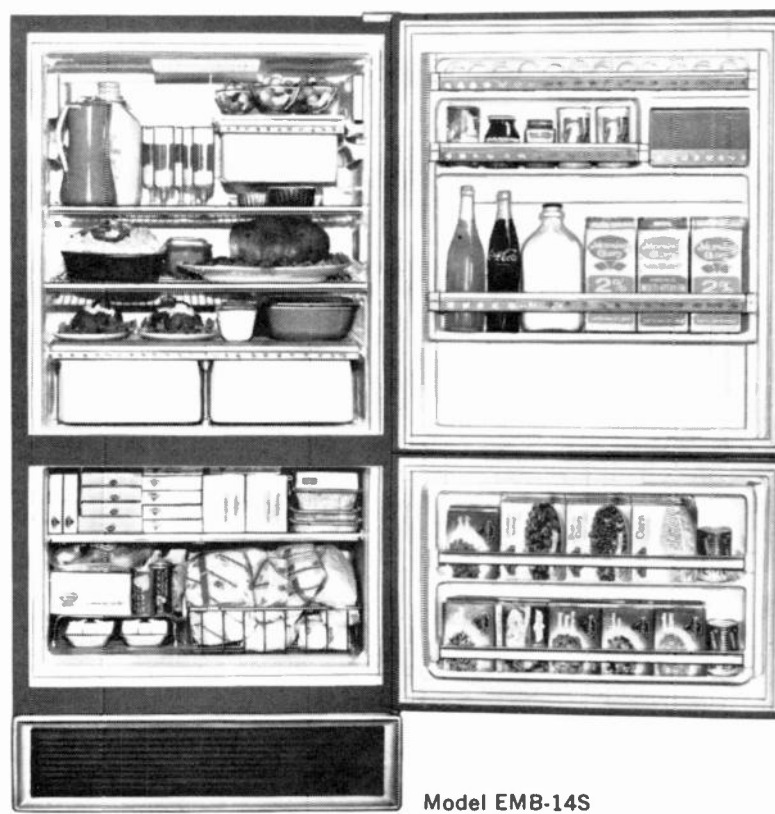
(And, you'll make full profit margin on both!)

You heard right! Right now, we're pricing the EMB-14S and EMT-14N RCA WHIRLPOOL refrigerator-freezers (below) to sell on your floor at the identical low, low price. You make full profit. Your customers get a big choice and a bargain to boot: complete No-Frost refrigerator-freezer . . . or huge 167-pound bottom mount freezer and automatic defrosting refrigerator section with glide-out meat pan and deluxe trim. Let them decide for themselves whether No-Frost which eliminates the defrosting chore a few times a year

is more important than a larger freezer that they'll use several times daily . . . and that reduces trips to the store. Both model EMB-14S and model EMT-14N offer these extra values: super-storage door with built-in shelves, egg rack and butter keeper . . . twin crispers that hold a bushel . . . glide-out shelf. Your RCA WHIRLPOOL distributor has the price/profit details for you. If his telephone's busy, try again. It's probably another smart dealer like yourself who recognizes a good deal when he hears one!



Model EMT-14N

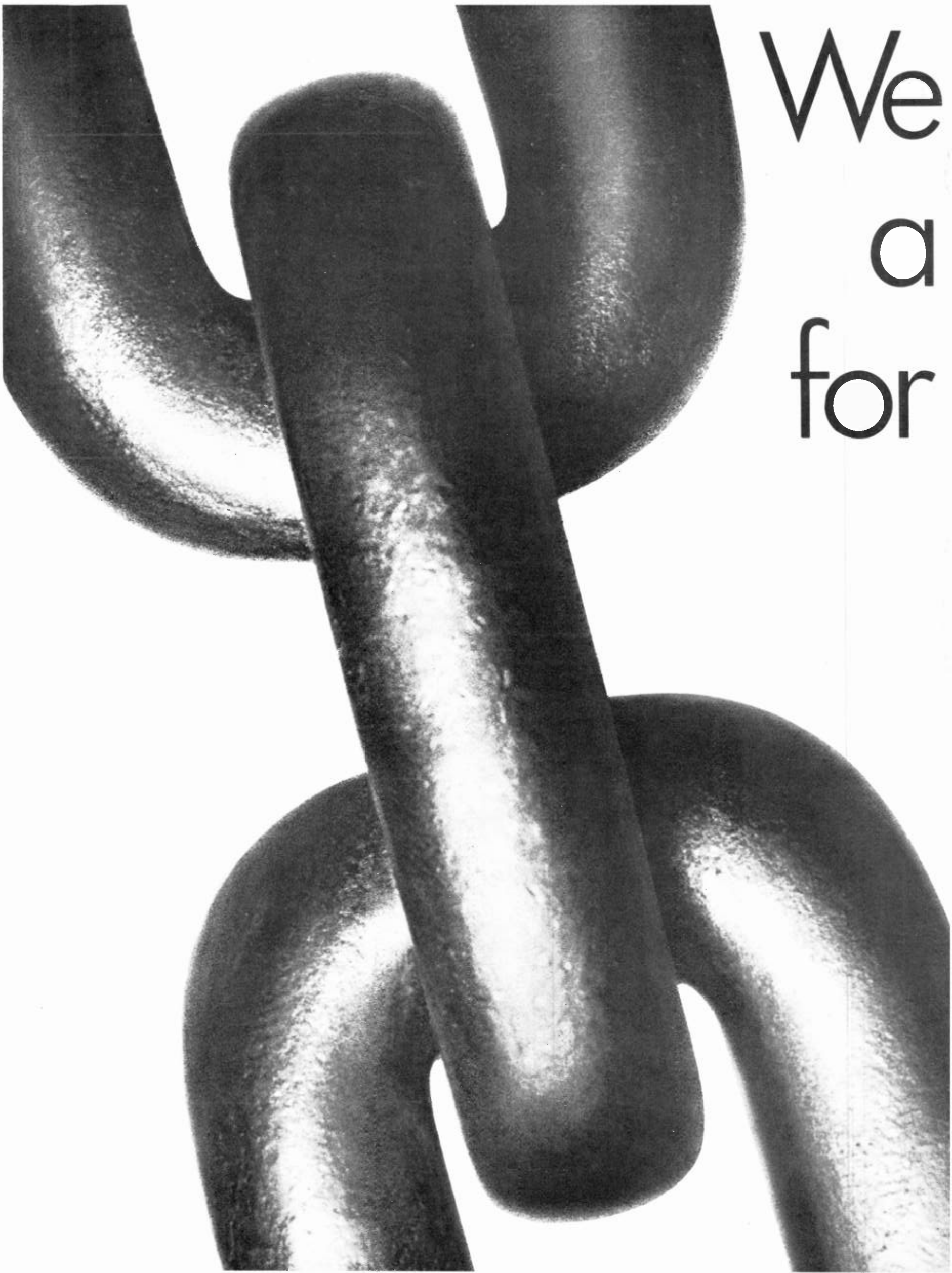


Model EMB-14S

**It's easier to sell an
RCA WHIRLPOOL
than sell against it!**



REFRIGERATOR-FREEZERS



We
a
for

've forged strong franchise the right kind of dealer.

We began our rebuilding program two years ago. With a dedicated, retail-oriented management team (recruited from just about every major company in the industry). And with backing by a billion-dollar parent company—General Telephone & Electronics.

Today Sylvania is a stable force and refreshing addition for the farsighted dealer. The dealer who enjoys selling. Who appreciates quality in a product. Who wants profit not just volume.

For him, the Sylvania franchise is a long-term proposition. Based on an uncompromising principle: *product starts the profit; policy determines the extent.*

That's why Sylvania offers value and depth throughout a line that's more than competitive with any leading manufacturer.

That's why Sylvania maintains a policy of table-top

pricing, full margins at every level, elbowroom, and straightforward advertising.

At Sylvania, we live by our word. We enjoy serving our customers and helping them increase their business. Finding ways to improve our service occupies most of our time.

Together, product and policy make Sylvania the *High-Yield Profit Line* in the industry. The line that fits in with a demand line and a promotion line—to give maximum sales mix and profits.

Since we started this program, more and more of the right kind of dealers have found a place for our *High-Yield Profit Line* in their sales mix.

We can always use more good strong links in our chain.

Write Bob Theis, President, Sylvania Entertainment Products Corp., Batavia, N. Y.

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



Color TV picture . . .

(Continued from page 20)

tangular picture because "of the shorter tube." Kool notes that the "tint control" on Motorola's models is a very helpful selling point.

Service is still very much on the minds of consumers as far as color TV is concerned, according to Kool. He says his most important sales-clincher is his offer of a three-month service policy (which includes delivery) for \$24.50. He notes that this used to cost a customer about \$100.

Dealer Julian Legrand, Legrand's TV, Los Angeles, Cal., suggests that the best thing manufacturers could do for the industry would be to introduce a 21-in. color set with a shorter tube.

He explains: "Consumers are very concerned about furniture when buying color; thus I expect the 23-in. rectangular models to outsell all the others. Although right now I'm still selling more 21-in. sets, I can see the trend toward color sets with shorter tubes."

Legrand thinks that the introduction of smaller-than-21 in. screens will just muddy the water of the color TV business. Also, he doesn't see any future for the 25-in. screens.

"My customers won't buy from either category, he says, "simply because of price."

This dealer is promoting free home trials of color TV because, he notes, most dealers (including himself) don't have a favorable setting in their store for viewing color. His theory is "you've got to get the color in the prospect's home."

Under an arrangement with one of his distributors, Legrand pays the distributor \$5 for each color set he delivers (and picks up) at his request. Legrand uses direct mail to promote the trials.

Perhaps the most common complaint of dealers—aside from the lack of profits—concerns the lack of

color broadcasting during the prime evening selling hours.

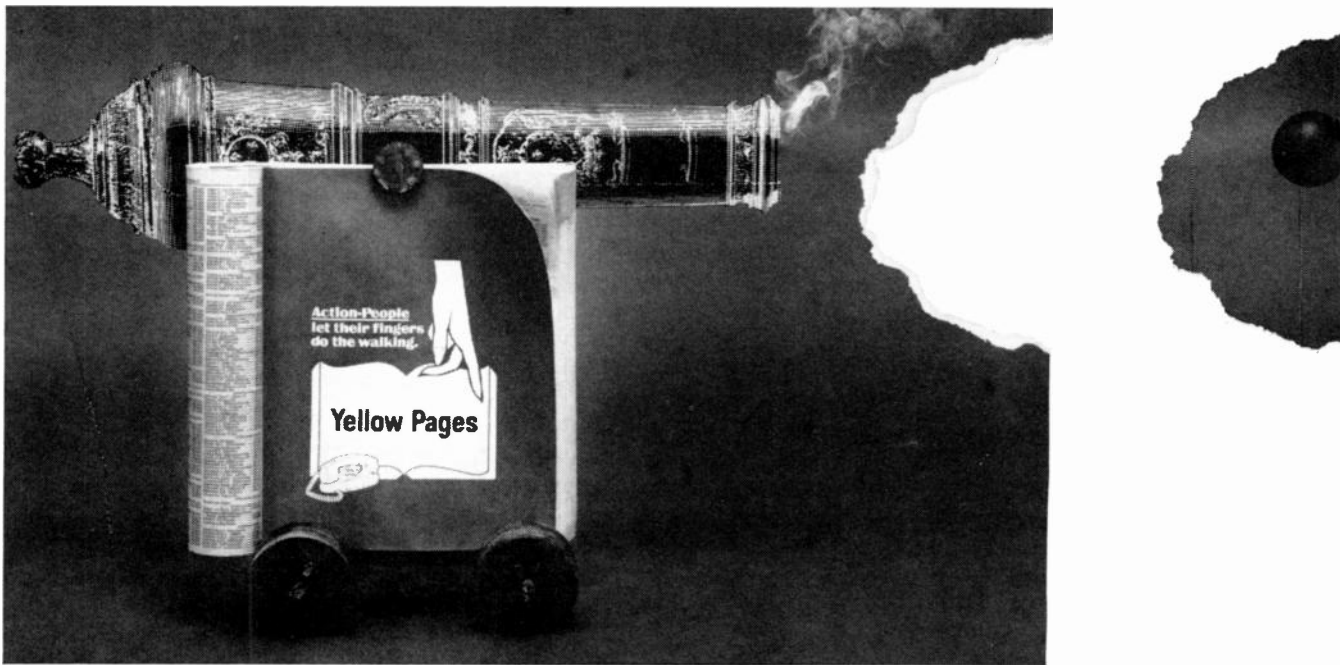
This situation will take a bright turn this fall, when NBC, it was recently announced, will broadcast 96 per cent of its evening schedule in color (starting in September).

ABC and CBS also announced recently that they were stepping up color plans for next fall—each will colorcast about one-third of its night time programs. In addition, CBS announced that all of its evening entertainment shows will be colorcast beginning in September, 1966. ABC very likely will follow suit. ■

Sweeny Now Directs FTC Deceptive Practices Bureau

Charles A. Sweeny, whose career with the Federal Trade Commission spans 30 years, has been appointed Director of the Bureau of Deceptive Practices, succeeding Daniel J. Murphy, retired, it was announced by Paul Rand Dixon, FTC chairman. Since 1961, Sweeny has been chief of the bureau's Division of Food and Drug Advertising.

As bureau director, Sweeny will supervise that division and others responsible for preventing false and misleading advertising and other deceptive practices. Among the important cases he has directed are those involving demonstrations on television, including the sandpaper-shave case in which the Supreme Court recently upheld the Commission's order to cease and desist.



Sales boom

We've got a powerful, proved way to expand your sales.

We can tell you how many people use the Yellow Pages to find most products or services.

We can tell you how many took Action ...a visit, a call, or a letter...after looking in the Yellow Pages.

So, if you want to start a sales boom for your business...take a long look at the Yellow Pages National Usage Study.

Call your Yellow Pages man, today...for the details. You'll find him listed in the Yellow Pages, naturally, under Advertising —Directory & Guide.

**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.

BIG



EXTRA LARGE CAPACITY is one of three* powerfully persuasive sales-clinchers going for you in the new Holiday by Hamilton. Today's washers boast larger-load capacities, which is great for getting the job *half* done. But conventional dryers simply can't handle the bigger loads. Holiday, however, has a capacity so large *it will dry any size load that an automatic washer can wash!* How many other dryers can say as much?

* The other two? (1) A slimmer, trimmer cabinet that fits where others won't, matches washer size exactly. (2) A two-fan air flow system that works with greater BTU input, delivers *more* warm air *more* evenly, dries gently, but faster . . . *much faster!*

HOLIDAY...THE NEW, LARGE CAPACITY DRYER BY

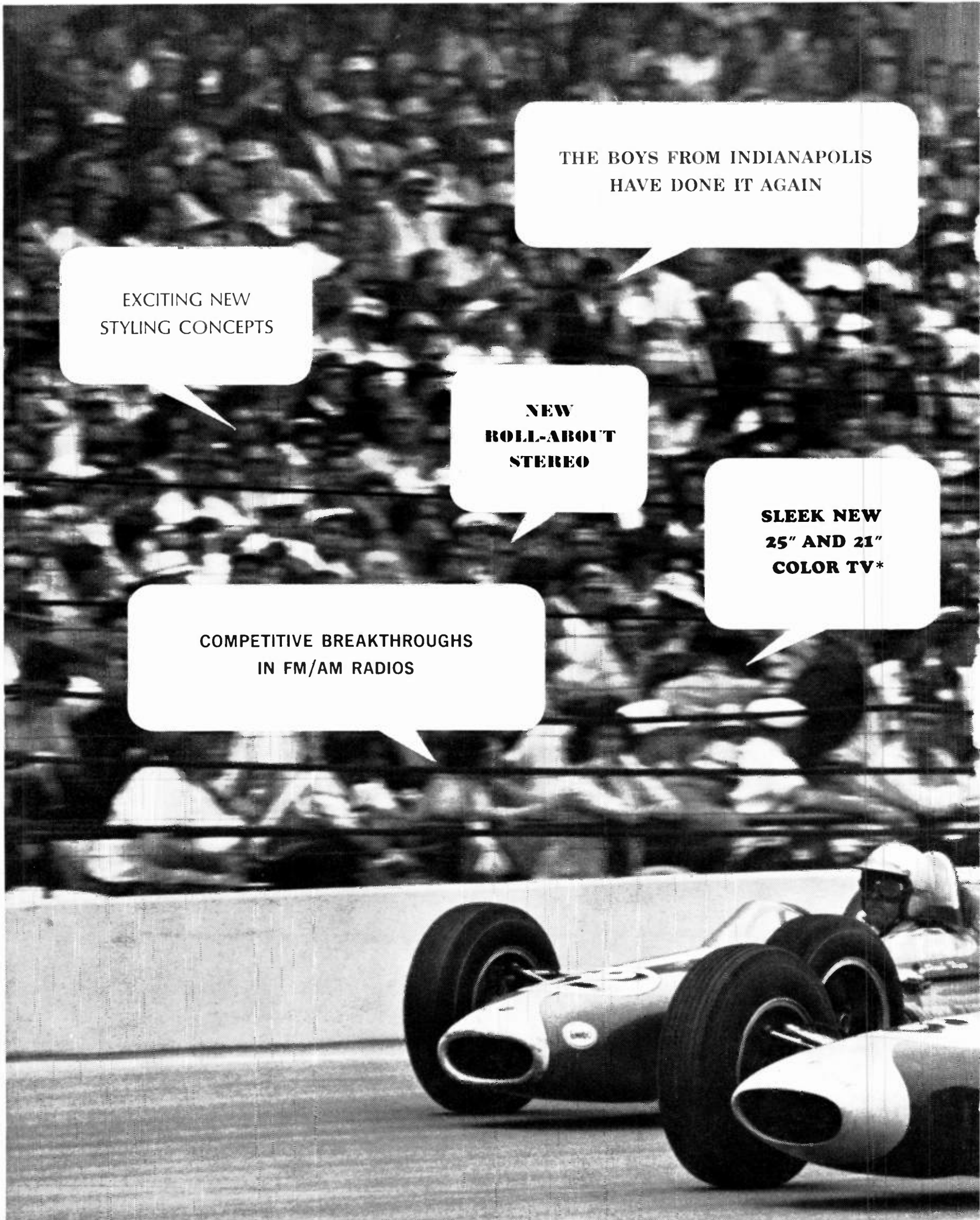
Hamilton

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

WRH



THE BOYS FROM INDIANAPOLIS
HAVE DONE IT AGAIN

EXCITING NEW
STYLING CONCEPTS

NEW
ROLL-ABOUT
STEREO

SLEEK NEW
25" AND 21"
COLOR TV*

COMPETITIVE BREAKTHROUGHS
IN FM/AM RADIOS

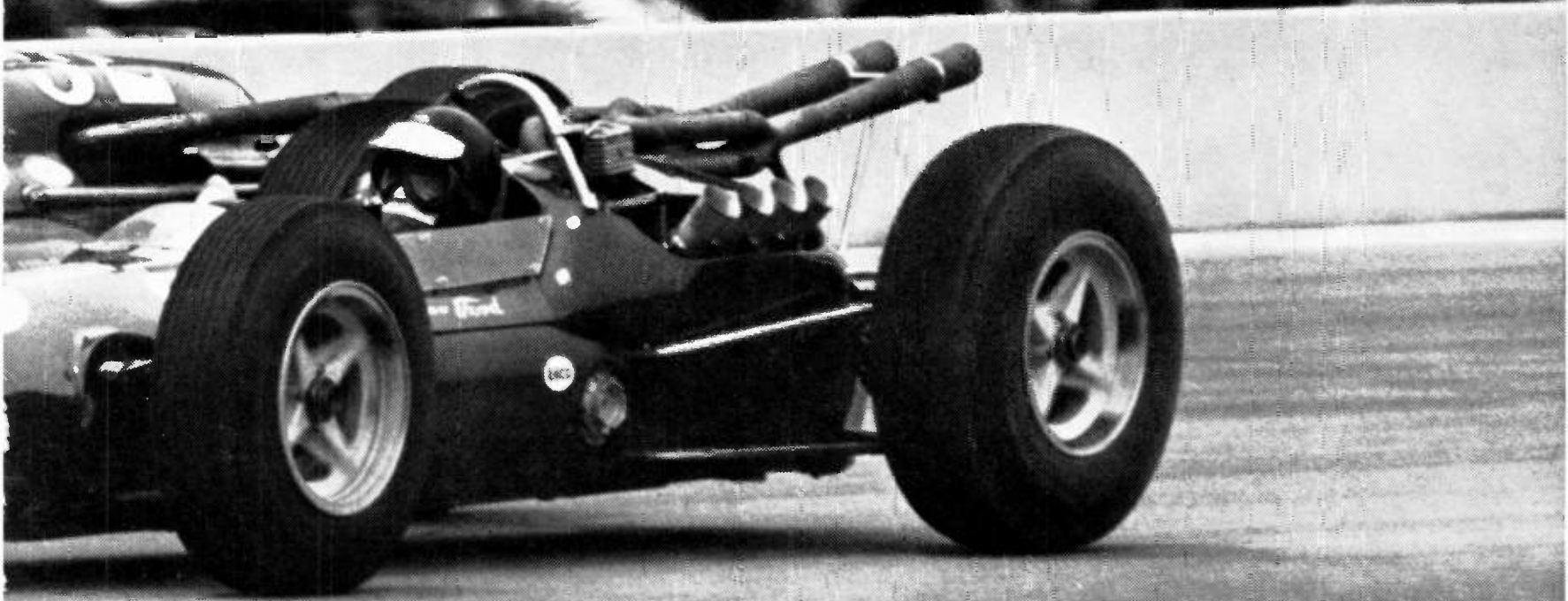
Finish in the money. See the RCA Victor Action

NEW 25" COLOR TV*
HOME ENTERTAINMENT CENTERS

BRAND NEW 12" AND 21"–
NEW 16" AND 19" B&W TV*

SHHH!
I'M TRYING TO WATCH
THE RACE

NEW SOLID STATE STEREO
PORTABLES AND CONSOLES



Line for '66 at your distributor meeting.



The Most Trusted Name in Electronics

Tmk(s)®

* TUBE SIZE—OVERALL DIAGONAL



Canada-based TV makers . . .

(Continued from page 24)

back color. In fact, Wilcox told MART Magazine that he doubts the fact that Canada doesn't have color broadcasting is of concern to anyone other than the set manufacturers.

CBC's Lusher pegs the cost of equipping his network for color at \$30 million.

That color is indeed of interest to Canadian-based manufacturers is evidenced by Electrohome's Main, who is also vice president of the receiver

division of the Electronic Industries Ass'n of Canada.

Main notes that his company hopes to get development of color to a point where it can be competitive not only with U. S. makers but with other foreign makers who may enter the market in both the U. S. and Canada.

For its initial color TV line using the Electrohome-developed chassis, the company is producing one 21-inch model and ten 25-inch models,

three of which will be combos. Price range on the line is expected to be from about \$449 for a 21-inch console up to around \$1400 for a three-way combo with 25-inch tube.

The Electrohome executive expects that about 65 per cent of the color sets that his company will produce this year will be sold in the U. S.

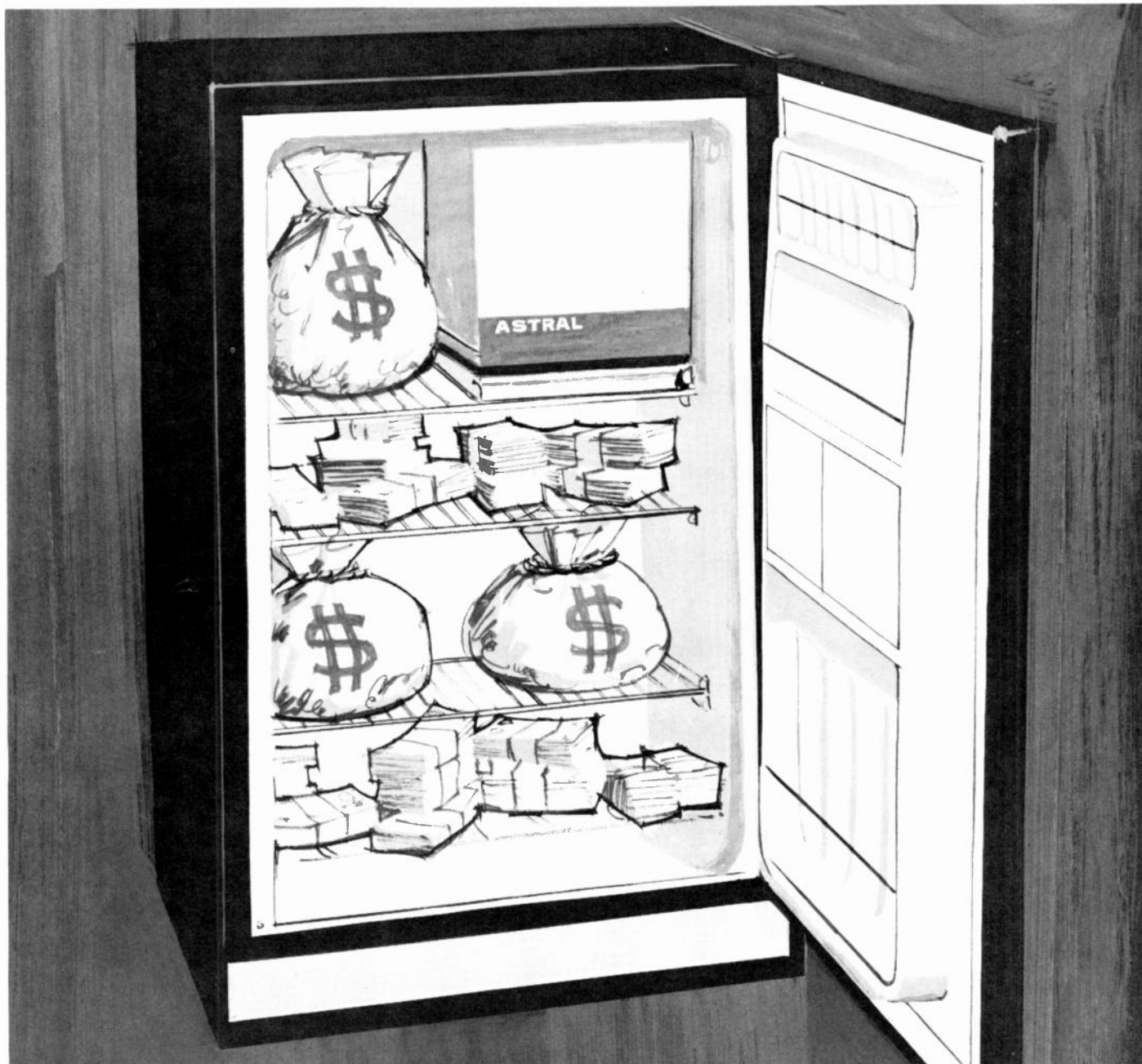
The chassis which the firm has devised is a vertical, swing-down type that is said to be designed for easy servicing. In fact, John Senik, Electrohome's assistant manager of TV engineering, notes that a service man will be able to replace any component without removing the chassis from the set.

Other features will include automatic degaussing, demonstrable with use of a push-button; color indicator light, hand wiring except in two printed circuit boards.

How is Canada prepared service-wise for color? Pretty well, according to David H. Johnstone, division mgr., consumer products engineering for Electrohome. Service men in border areas are the best prepared, quite naturally, and the company has trained some in other areas. Too, he points out, the EIAC has sponsored some color service courses.

And the opinions of CTV's Wilson concerning the state of color art notwithstanding, Howard Main says consumer pressure may be a major factor in bringing color broadcasting to Canada.

And if it is, Carl Pollock hopes that is soon so that it will make a favorable impression on the estimated 6,000,000 Americans who will visit the Montreal exposition in 1967. ■



APPLIANCE PROFITS ARE WHERE YOU FIND THEM!

Look into an Astral. You'll find only the finest of craftsmanship woven into plastics, metals—engineering. Designed for easy cleaning, this compact refrigerator for 14 years has established a leadership in the compact refrigerator field.

LOOK FURTHER INTO THE ASTRAL SALES STORY AND YOU'LL FIND SOLID PROFIT. Astral refrigerators are priced to allow you a full mark-up, guaranteed by an outstanding program of advertising, promotion and publicity.

When another compact refrigerator is described as "as good as an Astral—" you can bet your hat it's not. For your immediate profit, contact: Dept. M6

Over 2,000,000 Astral refrigerators now in use.

morphy-richards *Astral*
MORPHY-RICHARDS, INC. □ ASTRAL REFRIGERATOR DIVISION
128 Ludlow Avenue, Northvale, New Jersey 07647, Post Office Box #10

Hotpoint Will Expand, Modernize Chicago Plant

In a move to increase its service to dealers and distributors, Hotpoint, a division of General Electric Co., has announced plans for a multi-million dollar modernization and expansion of its Chicago-based storage and shipping facilities, including addition of a new 117,000-sq.-ft. warehouse and installation of an electronically controlled conveyor system.

W. D. Dance, Hotpoint general manager and GE vice president, said the proposed expansion will bring to more than \$20 million the amount that Hotpoint has invested over the past three years to broaden and improve its product lines and for new facilities.

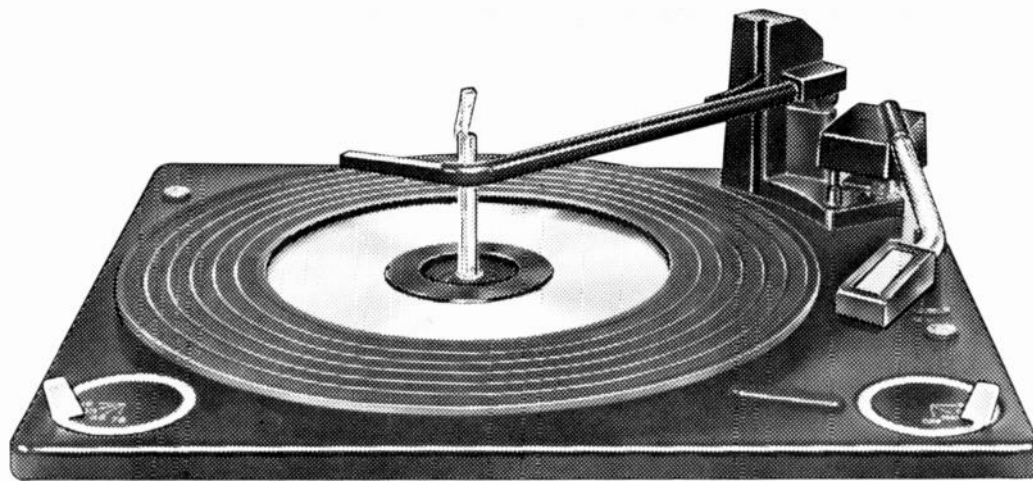
Dance said the new facilities were necessitated by the growth in Hotpoint business in recent years. Last year was a record year for Hotpoint, said Dance, with sales up 15 per cent over 1963 levels, which in turn were up 15 per cent over 1962 levels.

Minnesota Dealer Wins Winegard Mustang Prize

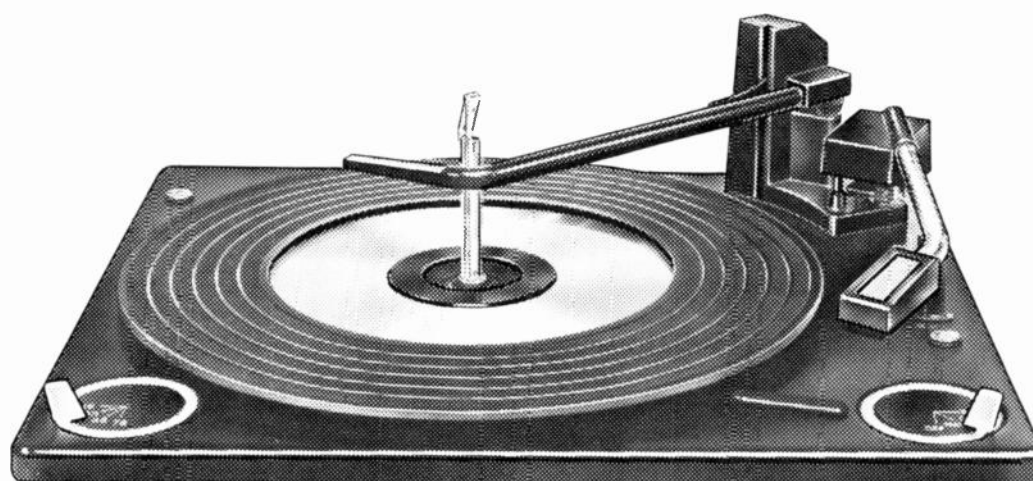
Orville Schroeder, of Nelson TV & Appliances, Rochester, Minn., won the 1965 Mustang Fastback sports sedan, grand prize in the nationwide Fall-Winter Gift Parade contest for dealers and distributor salesmen conducted by Winegard Co., manufacturer of TV antennas and accessories in Burlington, Ia.

Two second prizes of Honda sports cycles went to Bonded TV of Fort Pierce, Fla., and Gene Beechman, Harwick Appliances, Emmaus, Pa.

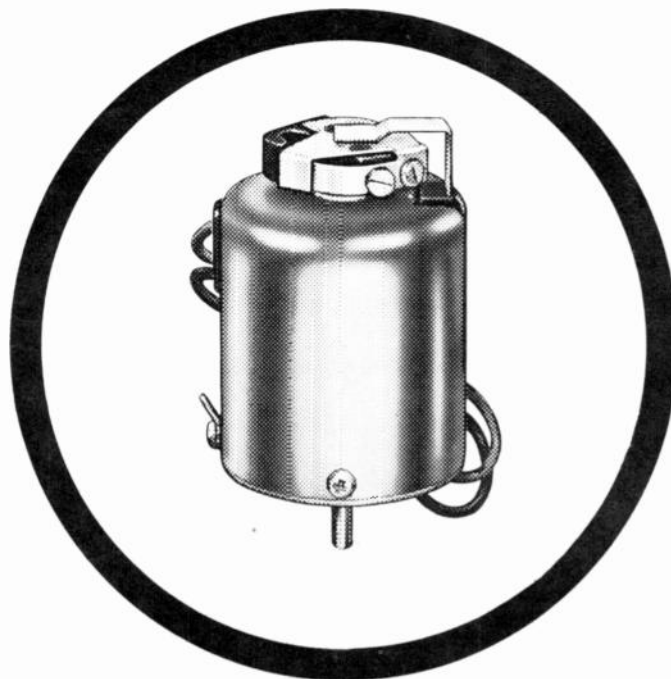
Seven third prizes of bicycles-built-for-two went to Rodney Van De Hey, Eugene, Ore.; Plaza TV & Appliance, Tustin, Cal.; Vernon Whitaker, Chehalis, Wash.; Norman Paul, North Providence, R. I.; Lin Baker, El Cerrito, Cal.; Raymond Sosinski, Pittsburgh, Pa.; and Donald Bailey, Danville, Ill.



what's the big difference
between these two changers?



one has BSR's exclusive battery-powered motor...



THE 'GO!' OF NEW CORDLESS PORTABLE SALES

This is the exclusive BSR powerhouse that's sending cordless phonograph sales into orbit! Opens new sky-high profit volume to dealers...by opening all outdoors and all indoors to carefree, cordfree record changer play! It's the *only* battery-powered changer motor* with BSR's famous jam-proof dependability. Its tiny built-in governor maintains constant speeds, for full fidelity at 16, 33, 45 and 78 rpm! And BSR's automatic shut-off adds hours to battery life! Look for BSR 4-speed changers with new battery-powered motors in the *top-selling* new cordless portables!

** works on AC house current too, with detachable cord if desired*

dependable



PRECISION-CRAFTED IN GREAT BRITAIN • DISTRIBUTED IN THE U.S. BY BSR LIMITED, COLLEGE POINT 56, L. I., N. Y.

In Canada: Musimart Ltd., 970 McEachran Avenue, Montreal 8.



Freezer purchase . . .

(Continued from page 25)

pulse items by making less frequent visits to the store.

If a couple can't see any reason to purchase a freezer because there are only two of them in the household, it is pointed out that if they are a working couple the wife can make her meals for all week and simply store them in the freezer.

Myers' salespeople have learned that all sizes of families buy freezers. The store concentrates its sales efforts not only on the settled family but also on newlyweds by offering them a furniture group purchase for

under \$1,000. As a bonus they are given their choice of a freezer, air conditioner, TV set, or washer. Gray reports that an increasingly larger number of people are now choosing the "free" freezer over the other appliances.

Circumventing a common customer objection that a freezer takes up too much room, a salesman will push an upright when it becomes obvious that the buyer has no room for a chest freezer.

Last year Myers sold over 350 freezers with the bulk of these sales coming between March and October. A boon to freezer sales has been Amana's five year warranty, as well as heavy TV advertising, according to a spokesman.

No down payment and three months grace before the first payment becomes due have also been an important factor in selling freezers.

An indication as to the furniture and appliance volume that the store does is reflected in the fact General Electric Credit Corp. maintains an office on the first floor solely for B. F. Myers customers. ■

Gas Industry Film Wins Blue Ribbon Award

"Pennsylvania Country Cooking," the most recent in a series of four cooking-demonstration movies produced for the Gas Appliance Mfrs. Ass'n. and the America Gas Ass'n.,

won the American Film Festival's blue ribbon award in the home economics category.

The new film also has been selected by a jury of CINE (Council on International Nontheatrical Events) for a golden eagle trophy. This award testifies that the film is of excellent cinematographic



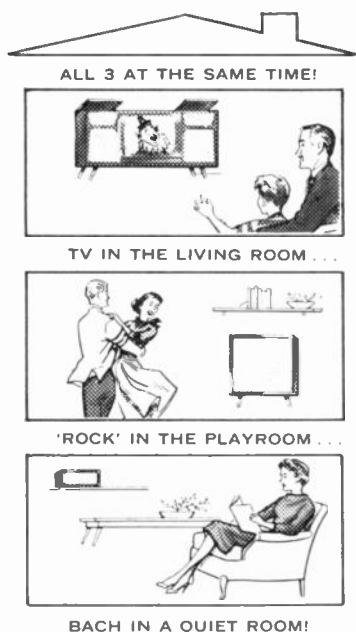
REEL WINNER — Gas industry movie production team that won blue ribbon award at American Film Festival last year did it again. This time movie is "Pennsylvania Country Cooking," produced by (from left) Margaret Spader, GAMA's home service consultant; Alan L. Smith, public relations director, Brooklyn Union Gas Co.; and Mrs. Ellen Bridges, home service counselor for American Gas Ass'n.

quality and is worthy to represent the United States abroad. It will be entered by CINE for showings at film festivals and other events held around the world.

This is the second year the gas industry film program has received top recognition at the American Film Festival. Last year, "The Pleasures of Chinese Cooking" won the blue ribbon in the home economics category. Two other GAMA-AGA films, "The Art of French Cooking" and "Italian Cooking," were awarded certificates by the festival.

More than 600 prints of the four GAMA-AGA films are in circulation, primarily through the film-showing facilities of 135 gas utility companies throughout the United States and Canada. Production costs of the four films were partially underwritten by four manufacturers of gas ranges: Hardwick Stove Co., Norge Sales Corp., Magic Chef, and Caloric Corp.

Prints may be ordered through AGA, 605 Third Ave., New York, N. Y. 10016 at a cost of \$80 each.



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



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

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

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

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LONG ISLAND CITY 1, N. Y.

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:

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757 Third Ave., New York, N. Y. 10017

There's big money for you in G.E.'s new Spacemaker 16



(With every exclusive feature of the big Spacemaker 19)

Your sales have led the big ticket field with G.E.'s 18.8-cu. ft. Spacemaker. But the mass market is where the big money is. And now that you can offer customers a Spacemaker in the popular 16-cu. ft. size, your high-profit sales will soar.

Here's why: between 1948 and 1952, hundreds of thousands of 8-cu. ft. refrigerators were sold. The families who own them have grown; they need bigger refrigerators right now. And this new Spacemaker 16 fits into that same floor

space as the old 8—slides right under 15-inch cabinets. And just about doubles food capacity.

Spacemaker 16 outclasses the field: gives you more to demonstrate, more to sell. It's loaded with exclusive G-E top-end features: the huge Roll-Out Freezer, the automatic Self-Filling Ice

Tray, solid Swing-Out Shelves, convertible meat pan. The works! And there's no defrosting top or bottom. Frost just never forms.

Now with four Spacemakers (2 each in 16- and 19-cu. ft. sizes) in both deluxe and custom models, you'll own the top-end market. And you'll give your customers what they're looking for. More capacity. More exclusive G-E features. Plus the General Electric quality that's known, respected and wanted by millions.

GENERAL  ELECTRIC

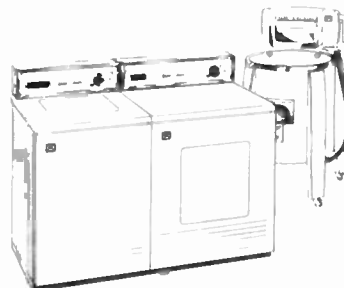
You Profit More with SPEED QUEEN



Meet Frank Robinson.* Frank is a Speed Queen District Manager in eastern Tennessee. Here, the camera has caught him at Daugherty's in Clinton, Tennessee lining up a promotion with Mr. Daugherty and arranging a window display. Order taker? Not Robinson! Helping his dealers move merchandise is his No. 1 concern. His training and experience qualify him to render valuable assistance in promoting sales. Planning promotions and special sales events is part of every Speed Queen District Manager's BASIC RESPONSIBILITY . . . one of many reasons why you sell more and profit more with Speed Queen.

"May I say, we here at Daugherty's appreciate very much the fine work Frank Robinson is doing to help stimulate more sales for us. Speed Queen is very fortunate in having a sales promotion specialist like Mr. Robinson being connected with their company."

R. L. Daugherty
DAUGHERTY'S, INC.



SPEED QUEEN®

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

FAMED FOR DEPENDABILITY

Color keys thinking

(Continued from page 22)

Saathoff slogan "Where We Install and Service What We Sell."

The Saathoff brothers originally were air conditioner service men before they started their present business in 1948 with \$1500 in savings accumulated while in military service.

Today the operation is capitalized at \$200,000 and realized sales of \$750,000 in 1964.

Since starting the retail operation, the two brothers have learned home electronics servicing. Each man has two sons in the business, all of whom are also schooled in servicing home electronic items.

According to the San Antonio dealer, eight out of 10 people who buy appliances from the stores ask if Saathoff's does its own servicing. Saathoff salesmen not only assure customers that they do, but offer those who want it a tour of the service shop. ■

Report from Japan

(Continued from page 17)

bia that attracted attention was a speaker system using eight-inch speakers but with a cabinet thickness of only 3.6 inches.

Other audio products of interest included cartridge system tape recorders exhibited by Aiwa and Hitachi, background music system for home use, and a car stereo device employing a cartridge system.

Foreign exhibits in the audio field that attracted interest were speaker systems made by the Empire Scientific Corp. and Lansing Sound Inc., a fully transistorized electronic organ by Thomas Instrument Co. of Phoenix, and FM stereo sets made by Clairtone Sound Corp. of Canada.

Reports indicated that some \$61 million worth of business transactions were concluded during the fair.

Atlanta Distributor Wins Admiral President's Cup

The Admiral President's Gold Cup for the best overall performance in 1964 on the entire product line was awarded to the Charles S. Martin Distributing Co., Atlanta, Ga. Martin and Lou Miller accepted the cup from Vincent Barreca, president, Admiral Corp.

Named the distributor who had shown the most improvement in every Admiral product line, Max Pasley, Inc., Sioux Falls, S. D., was presented a Silver Cup.

Admiral's metropolitan division, headquartered in Newark and covering the metropolitan New York-New Jersey area, was awarded the President's Gold Cup for the branch achieving the best overall performance in 1964. Silver Cup for the best overall improvement in 1964 went to the Admiral branch in San Francisco.



Urethane insulation
lets her
"freeze 'n store 95% more"
in this new



Whirlpool

SpaceSaver "18" Freezer



Million Magnet, SpaceSaver and Whirlpool are Reg. TM's of Whirlpool Corporation. RCA is a Reg. TM of Radio Corporation of America.

Doubly-efficient urethane insulation . . . rigid foam consisting of billions of sealed air bubbles . . . provides better cold protection in this chest freezer with walls much thinner than ordinary freezers.

That means more space inside. So this 17.78 cu. ft. freezer fits in the same floor space as an old-fashioned 9 cu. ft. freezer, stores up to 622 lbs. of frozen food.

Rigid urethane foam bonds the inner and the outer walls

together. So the cabinet is structurally stronger, too. And because it doesn't sag, or mat or absorb moisture, urethane keeps its insulating efficiency throughout a long lifetime of constant use.

Illustrated here: RCA Whirlpool Model EMH-18I featuring fast-freeze compartment, Million Magnet lid, positive action lock, built-in defrost drain . . . and, of course, the thinner-wall construction based on urethane insulation.

Write for point-of-sale
booklets on
urethane insulation



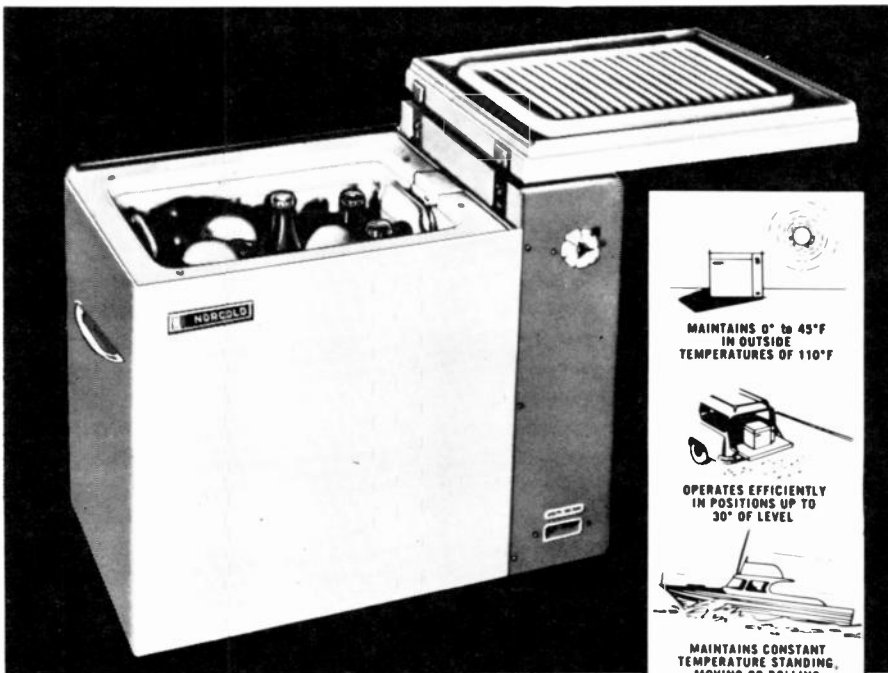
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. . . producers of all basic urethane chemicals . . . NACCONATE® Diisocyanates, ACTOL® Polyethers and GENETRON® Blowing Agents . . . and leaders in the chemistry and commerce of urethane applications.

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IDEAL FOR • BOAT OWNERS • CAMPERS
• SPORTSMEN • MOTORISTS



12 Volt DC-110 Volt AC COMPRESSOR PORTABLE REFRIGERATOR-FREEZER MODEL MRFT 614

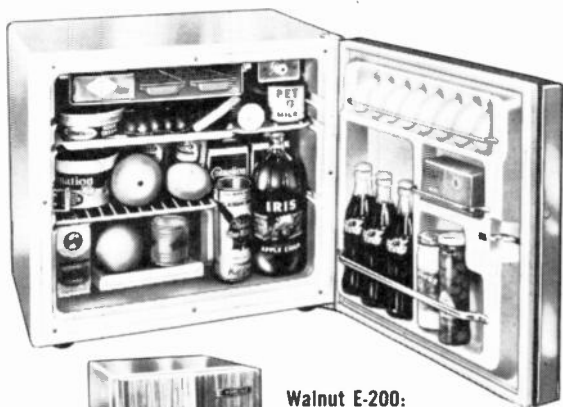
The versatility and flexibility of this new Norcold portable refrigerator/freezer offers unlimited sales opportunities. Its electro-magnetic compressor operation is vastly superior to competitive absorption type models . . . "pulls down" many times faster for speedier cooling. Holds up to 25 lbs. of food and beverages. Operates with amazing efficiency on 110 volts AC or 12 volts DC . . . from a car's cigarette lighter outlet. (DC cord equipped with cigarette lighter plug). Weighs only 44 lbs.

Suggested List

129⁹⁵

FULL MARK-UP

MODEL E-200 PROMOTIONAL LEADER



In White or Simulated Walnut Wood Grain Finish

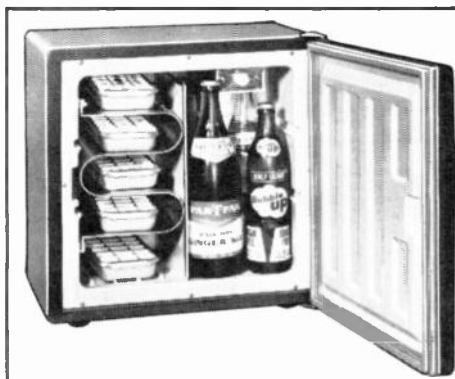
The sales-sensation of the industry! Lowest in cost, highest in profit. Feature for feature it has no competition. Huge storage capacity, makes ice cubes in a jiffy, low current consumption, 5 position thermostat, Key door lock. Just 42 lbs. light and only 18"x20"x17".

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Walnut E-200:
Exact features as above with attractive simulated Walnut Wood grain finish.
Retail \$10.00 Additional



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Compact size plus quality and value will make the "Icy-Mite" a sure-fire sales winner with hotels, motels, offices, etc. . . . or wherever "room service" hospitality is required. Makes ice cubes in a jiffy. Holds 2 full quart and 3 half quart bottles plus 5 ice cube trays. Only 11³/₄" x 16¹/₂" x 15¹/₄".

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

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Warehouses in New York, Chicago, Los Angeles, Vancouver and Toronto

RETAIL ROUNDUP

BUFFALO — Most retailers report sales of white and brown goods up over the same period last year. Room air conditioners are off to a slow start, however, in some sections, and dealers can only blame the weather. The "hot" products are refrigerators, ranges, and color TV. Portable black-and-white sets, especially 19-in. models, are way up over last year. Electric housewares are moving well, thanks to Father's Day and the upcoming graduation season. Purchases for June Brides are also credited for the plus business.

CLEVELAND — Business here is generally good in all product categories. Air conditioner sales, off to a slow start, have picked up recently. No-frost refrigerators are selling well, as are the larger capacity units. Dealers report that customers are selecting no-frost units on an almost equal basis with regular refrigerators. Home laundry sales continue steady but not spectacular, with a slight increase in dryers reported.

DENVER — Brown goods sales have slacked off considerably, particularly in color TV and stereo. Dealers believe that it is a temporary slowdown and that sales will pick up. A bright spot in the picture here is the small screen TV's which are moving exceptionally well. Range sales perked up somewhat after a slow first quarter.

HARRISBURG — Retail sales of appliances and brown goods are about on a par with last year at this time, with some exceptions. Color TV is the "hottest" product, with refrigerators a close second. Other brown goods have dropped off (as is the seasonal trend); stereo sales are described as "dead." As in other areas of the country, electric housewares are moving well, and dealers credit Father's Day and the season of June Brides.

MIAMI — Just as the building boom continues here, so do sales of appliances. Consequently, most retailers report business up over last year at this time. The bright spots are refrigerators, ranges, air conditioners, dehumidifiers and color TV. Portable black-and-white TV sets, continue to be the staple of brown goods business. In electric housewares, electric carving knives are

being purchased in record quantities (no doubt for June Brides).

NEW ORLEANS — Air conditioners are selling well here as hot, humid weather prevails. Home laundry sales are running slightly ahead of a corresponding period last year with dryer volume on the increase. Small appliances including mixers, toasters, and knives, are moving well. Stereo sales have slacked off considerably from a similar period a year ago.

NORFOLK — Unusually cool weather here has put a damper on dealers' expectations of air conditioner sales. White goods business is off last year's level in general, with refrigerators making the worst showing. Brown goods are following the usual trend at this time of the year — business is slow. One dealer believes the reason for generally slow business is that much of the area's U. S. Fleet is out on maneuvers in trouble spots around the globe.

PHILADELPHIA — "Spotty" is what some dealers call their white goods business at present. However, most report good air conditioner sales. Electric housewares, especially electric carving knives, are moving very well due to purchases for June Brides. Father's Day is expected to result in record sales of electric shavers. Most brown goods are slacking off, with the exception of portable black-and-white TV sets. A new UHF television station is expected to aid the sale of sets in the future; some dealers note small movement of UHF converters.

SAN FRANCISCO — White goods sales are excellent here with particular emphasis on refrigerators. Range sales are running about the same as last year. Home laundry business has slacked off recently, although recent damp weather did help push dryer sales. Unit sales of air conditioners are running slightly behind last year.

TOPEKA — Business here is slow in most major product categories. Best movers include air conditioners and 19-in. portable TV sets. Electric housewares sales continue to run ahead of last year, with one retailer describing his volume as fair and another calling it "a little better than spotty."

Ask yourself a question. Are you a radio retailer or a radio warehouse?

The new radios are coming out, and you're going to be spending some time picking and choosing among the different lines.

When you do, think a moment. You'll find that your **G.E.'s** are like cash in the bank—they turn over fast while lots of other brands stay around for you to warehouse.

In January, we said 1965 was going to be a good year for **G-E** radio dealers—and hasn't it been so far?

At that time, we told you **G.E.** was selling faster than ever—almost twice as fast as the closest competitor. Today, **G.E.** is selling faster still. And more dealers are enjoying greater sales with **G.E.**

You haven't seen anything yet. The remainder of 1965 will be even better. So look the **G-E** line over. You'll find it bigger and better than ever, with new table models, clocks, miniatures, portables, AM's, FM's, multibands, stereos, etc., galore. Stock up on the brand that sells.

Call your **G-E** radio distributor now and see the new excitement in radios for 1965. **See us at the Music Show in Chicago, International Ballroom.**

Radio Receiver Department, Utica, New York

GENERAL  **ELECTRIC**

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LOOK AHEAD

TO THE BIG HALF OF THE HOUSEWARES YEAR

The 43rd NHMA National Housewares Exhibit, by every indication, will raise the curtain on the biggest six-months sales volume in history. Retail sales in 1965 are proceeding at a record-breaking pace, heading toward an estimated annual total of 10 billion dollars. Statistics show that more than half of that total will be transacted during the last half of the year.

For 27 years the NHMA Housewares Exhibits have helped set the pace for the Housewares Industry. Here is where housewares manufac-

turers show what is available; reveal what is planned; learn what is needed. Here is where housewares buyers come for a fresh appraisal, for an interchange of ideas, for an analysis of changing trends and conditions.

Here, in short, is the most important and most eagerly-awaited event on the housewares calendar. Plan to be a part of it—to look ahead, and move ahead, to the golden tomorrow that beckons the Housewares Industry.

Serving the Housewares Industry Since 1938

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RD
Semi-Annual



NATIONAL HOUSEWARES EXHIBIT

JULY 12-16, 1965

**McCORMICK PLACE,
CHICAGO**

Wringer washer side of business

(Continued from page 32)

"While the industry wringer market cannot be expected to grow, as with other laundry appliances, it has plateaued at over a half-million units a year for some time and we expect it to continue to exceed the half-million mark for several years to come. It is still much too early to safely predict the demise of this market. I expect it to continue to be a part of our business for years to come."

A spokesman for General Electric Co. noted that his company elected to discontinue manufacturing wringer washers during the early 1950's and does not have any plans to resume production of this type of home laundry appliance.

Retailers across the country who still do a large part of their volume in wringers, cite a variety of reasons for continued sale of these products. Dealer Harley Slezak, owner of the Good Housekeeping Shop, Appleton, Wis., reports that 50 per cent of his business was in conventional laundry equipment in 1964. "Some people simply tell me that they feel they must have a wringer washer because they've always had one. They are satisfied with what they've had in the past and are hesitant to change," reports Slezak.

Upton Ziesler, Rahr's, Manitowoc, Wis., believes that wringer washers are still important to his sales picture. Ziesler says, "Many of our customers feel that wringers are much better when it comes to washing heavy clothes and such items as rugs and bath towels. These same people believe that increased tub capacity results in the waste of water and detergents, something they don't have to worry about with a wringer."

Clyde Calvert, owner of Calvert Bros. Maytag, Joliet, Ill., reports that 60 per cent of his laundry sales are in wringers. He sells more wringers because many of the homes in his trading area are not equipped for automatics. He also cites the fact that many older people keep trading in wringers regardless of any improvements made in automatic equipment.

Calvert points out that many of his customers actually buy wringers to go with their automatics, using them for a quick wash. He averages sales of 500 wringer washers a year.

"I feel that wringer washer sales will grow over the next few years," says Calvert, "mainly because they require less service."

Many other dealers, however, report that wringer sales are definitely decreasing. Julie Ventura of Joerndt & Ventura, Kenosha, Wis., notes that his wringer sales are slipping. "The wringer business is still good," says Ventura, "but is far from what it was. Some people haven't yet adjusted to automatics. I feel, however," states Ventura, "that in 10 years the wringer business will be non-existent."

Ventura disclosed that in 1960 wringers accounted for 50 per cent

of his sales as compared to 25 per cent in 1963. He does believe that there is a good profit in selling wringer washers.

This Wisconsin retailer reports that wringer customers are mostly middle age to elderly patrons. He believes that older people today though are being influenced by their children and by their neighbors to buy an automatic.

Ventura reports that he sells away from wringers wherever possible and in so doing does his customers a favor. He tells his customers that speeds are important in preserving their fabrics. He also points out that detergents and fabrics are constantly changing and wringers are not equipped for these changes.

Ventura goes on to explain to his customers that a wringer in a machine is dependent on fats from soaps to lubricate the bearing. Years ago an animal fat base soap was a source of lubrication not only to the wringer but also to the main bearing of the agitator. Today, detergent soaps act as an astringent that even dissolves fats into dirt. "Thus," says Ventura "there is no lubricant of natural sources in the wringer."

Says Guenther Baumgart, president of AHLMA: "Wringer washers are still a very important product and potentially a fundamentally sound part of any dealer's home laundry line. The product is dependable, efficient, and although the operator performs many more of the steps than is the case with an automatic washer, the wringer washer does an outstandingly good job of getting clothes clean.

"Some 600,000 are sold each year. This is a market of more than 100 million dollars at retail. It represents a marketing opportunity all alert dealers will want to take advantage of." ■

Economist's outlook

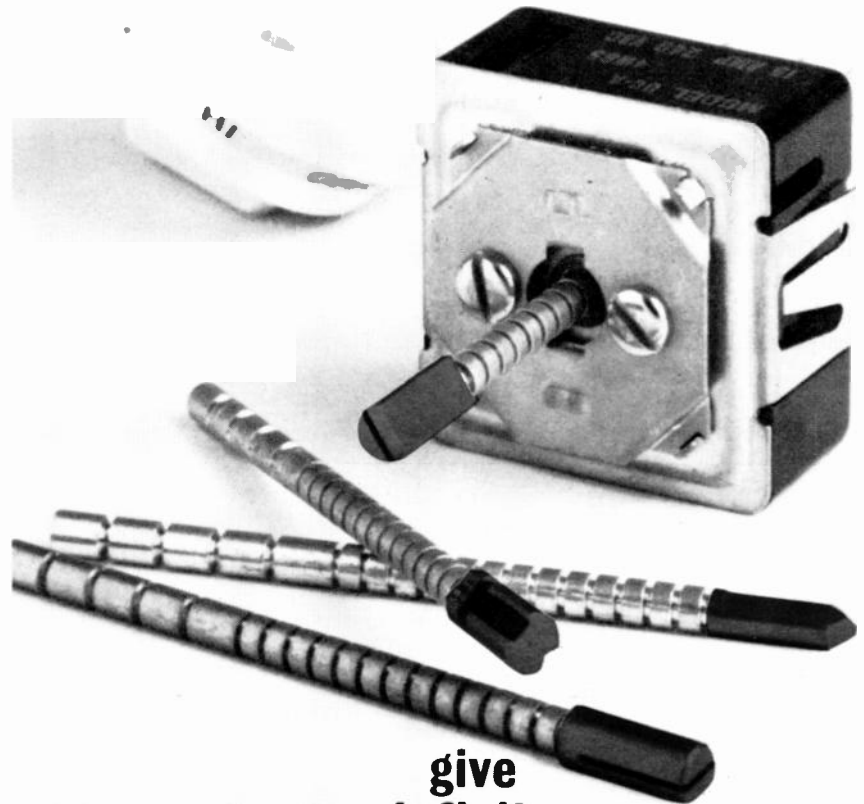
(Continued from page 11)

i.e., unless complacency sets in — based on a little temporary perking up of the sales level — or, unless smarter operators in another sector of the A-R-TV retail sales arena grab off the difference, for example, department stores, furniture stores, hardware stores, or what not.

Look over the accompanying table and you will see how the great fall-off in numbers of A-R-TV dealer establishments against some actual gains, or **smaller drops** in sales, resulted in significant increases in average sales per store, 1963 over 1958. But don't start doing the cake walk, brother, until you have first taken the time to ask yourself: After so much rough going, am I now prepared to handle this new chance with the sophistication and humility it will demand? ■

□ Another hot idea from Chromalox

**this
switch
and
4 shafts**



**give
infinite
heat control
to
80% of all
electric ranges**

These 4 interchangeable shafts with Chromalox Infinite Controls replace 5- and 7-heat rotary switches and reuse the original knobs

The brand new Chromalox UC-A Replacement Control gives infinitely variable heat to any 240 volt range surface unit. Eight out of ten times you can reuse the original knobs. Just match the switch shaft in shape and size to the one being replaced! The Chromalox UC-A Control is easy to install, gives every surface unit infinite heat control. To fit the other 20% of surface units, use Chromalox UC 240 volt and UCL 120 volt controls when it's not necessary to reuse original surface unit knobs.

**Write for Replacement
Products Catalog M01100.**



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electric range units

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STOCKED BY DISTRIBUTORS WITH YOUR PROFIT IN MIND

WM-56D

The Balance Sheet

by JACK ADAMS



Responsible Selling

Much has been said in recent years about the values which are found in modern appliances. Many have lamented, too, the declining share of the consumer dollar which our industries are capturing.

But about as good a job as we've seen of tying these two facts together with a dissection of the inferiority complex which seems to permeate too much of our appliance merchandising was performed the other day by Stanley Gault, manager of marketing, refrigeration, General Electric Co.

May traditionally brings forth a rash of utility-sponsored refrigerator-freezer campaigns, and Stan was addressing a kick-off lunch for the Public Service Electric and Gas Co. of New Jersey effort.

We think his remarks were especially appropriate at a time when the industry seems to be entering a golden era of new products and features. Some of these products and features admittedly are in their infancy or prototype stage, but they can



GE'S GAULT— "... the world won't beat a path to your door."

serve as a beacon-reminder to the dealer that for a long, long time he will have available low saturation products which offer great consumer benefits. And his sales potential is vast if he can translate these benefits into language that is meaningful to the buyer.

Naturally, Stan Gault was talking about refrigerator-freezers. But he could have been talking about dryers or dishwashers or, down the road a bit, video tape recorders or thermo-electric appliances.

And as all of us know but may forget sometimes in the excitement of viewing the introduction of a hot new product: the world won't beat a path to the dealer's door for this product.

Less than two per cent of the consumer dollar was spent in 1964 for appliances, Stan Gault reminded an audience made up

largely of distributor personnel, and he asked whether not only consumers but also distributors and retailers realize the values they offer in appliances.

For example, he noted, in 1949, a family paid \$299 for a single-door, eight-cubic foot manual defrost refrigerator. Today, this family for the same amount of money can obtain a 14- or 15-cubic foot unit, that not only has a more attractive design, but offers more features, including completely automatic defrost.

And, the speaker reminded, it is all too apparent that the industry's ability to manufacture such values far outstrips its ability to merchandise them.

What the GE executive seemed to be recommending as an aid to improving sales was a change in attitude of all those involved in moving goods from factory to consumer.

He referred to, as have others, the need to "romance" the customer and give her the opportunity to shop in clean, bright facilities. He also mentioned something one does not seem to hear so often any more — the need for the distributor salesman to communicate product benefits to the dealer and on through to the consumer.

Turning his attention to the subject of the meeting — refrigerator-freezers — Stan Gault admitted that the "no-defrost" refrigerator has come of age and currently accounts for about 40 per cent of sales in this product category. But, he reminded listeners, too often still retail salesmen neglect to mention the "no-defrost" feature to prospects, simply because of the slight additional cost involved in the unit and its operating requirements.

What about automatic transmissions in autos? the speaker asked.

"The automobile people have explained the additional cost for automatic transmission from the standpoint of this feature being worth it . . . and the consuming public has always purchased a recognized value," Stan Gault stated.

Appliance salesmen have a susceptible audience for a "no-defrost" feature story, the speaker declared, because in surveys defrosting always shows up as a messy chore which women would like to rid themselves of.

So rather than seek to hide or ignore the "no-defrost" feature as some salesmen do, this feature should be brought into sharper focus on the retail floor, Stan Gault continued.

And the salesman should remind himself that the average refrigerator being bought today is twice as large as the last one the consumer purchased. It offers a sub-zero feature. In fact, it has twice the capacity and twice the features as the woman's present unit so let her know there will be an increase in operating cost.

And another compelling reason for turning a negative attitude towards what modern refrigerators offer into a positive selling tool is the fact that a woman buys only three refrigerators in her lifetime, and each one she buys will be the most-used appliance in her home.

So, said Stan Gault, it comes down to being a *responsibility* to remind the shopper of features found in modern refrigerator-freezers because for a few pennies a day she can be a much more satisfied customer. ■

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

* **THE  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.**

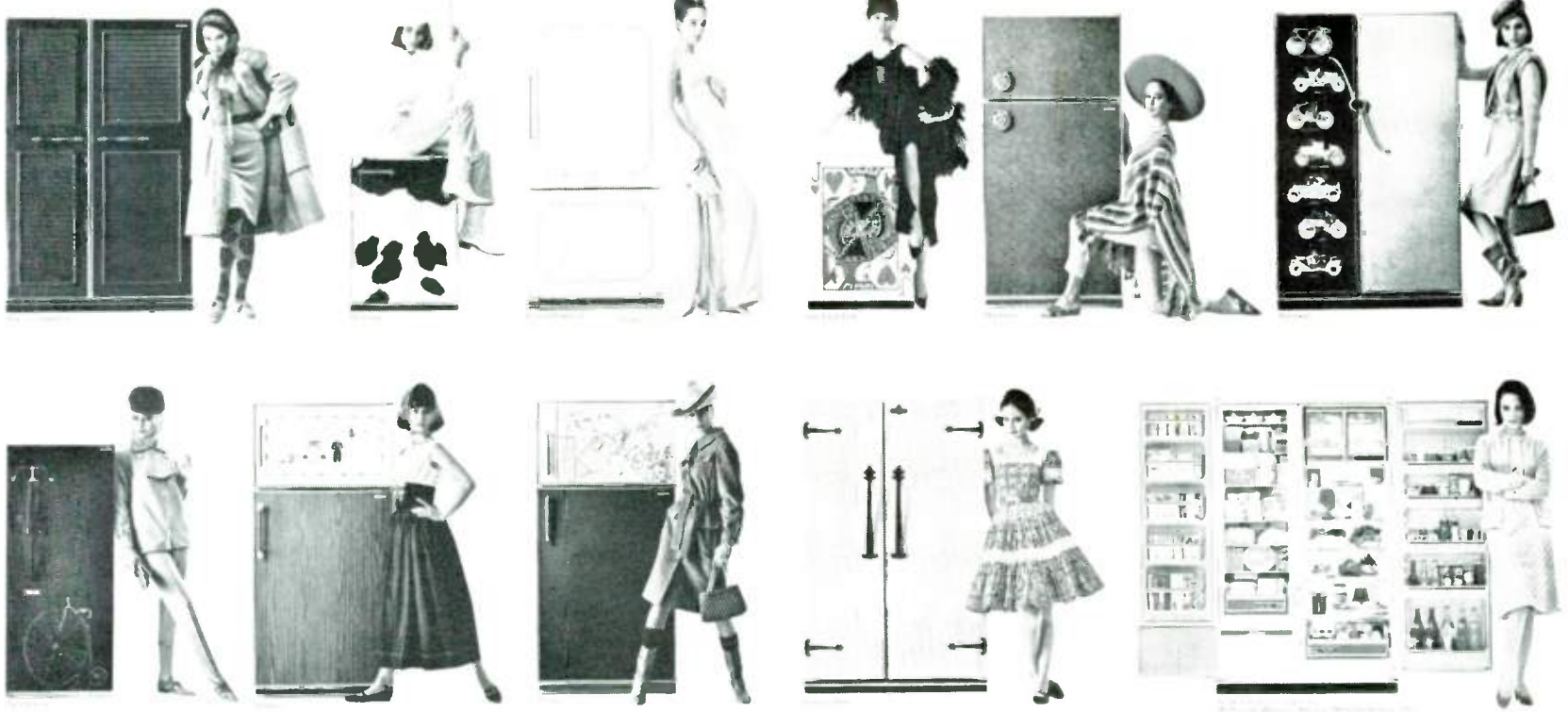
Send for list of Battery Operated Appliance Manufacturers Using the Dynamic System.

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P.S. THE DYNAMIC SYSTEM A/C ADAPTER CHARGER CAN BE ADDED TO
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There's a Kelvinator Original for every individual

There's a model to fit in Original just right for your family. If you don't see it here, it's because we haven't been to show you all of them. We'll be glad to mail you all of them. In all 48 states.

Imagine what you could do with your own Original. Each is an authentic, hand-crafted design, chosen by Kelvinator to set the home for a personalized one-of-a-kind kitchen. It's a personal statement in style and comfort. That's only a part of the Original's beauty.

The cost is made up of the original high quality Kelvinator built into all its refrigerators. The Kelvinator line in white, copper and colors as well as those exciting new Originals. For example, the Kelvinator No-Frost system is so efficient it keeps your refrigerator and freezer free of frost at a lower operating

cost than other frostless refrigerator models. That's the exclusive Transall construction. It gives you the most storage space from their other models in the same floor space. That means you can fit a beautiful new Kelvinator Transall refrigerator in your kitchen with no extra cost. Just model used before.

Now, look at the new Transall design. It's a new design in style and space. It's a new design in color. With all the color, you can see the money by looking over

Send now for our colorful 16-page booklet, showing the complete line of Originals and decorator designed kitchens. Mail 25¢ in coin to Kelvinator Division, American Motors Corporation, Box D, Detroit 8, Michigan.

It's amazing! Thousands of people are actually taking the trouble to mail in 25¢ for an appliance booklet!

Can you imagine any other appliance inspiring such excitement, interest and action?

We believe this response indicates the tremendous interest in the Kelvinator Originals. And a tremendous opportunity for you. An opportunity to establish a reputation for leadership and innovation in appliance retailing. An opportunity to make gross profits you probably thought impossible in appliance retailing. And an opportunity to increase your volume on the entire Kelvinator refrigerator line as well. More and more retailers are taking advantage of these opportunities . . . if you want to do the same, better hurry! After all, some of those who sent in 25¢ are *your* customers!

Kelvinator Division of American Motors Corporation, Detroit, Michigan 48232
Dedicated to Excellence in Rambler Automobiles and Kelvinator Appliances