

A Buttenheim Publication

MIAMART

SEPTEMBER
1965

Business partner of 50,000 home appliance/electronics retailers

magazine



Sunbeam seeks to turn power mower market around with "Turn a lion loose on your lawn" program.

MAKE EVERY DAY A

HOLIDAY

WITH **ELECTRIC HOUSEWARES**

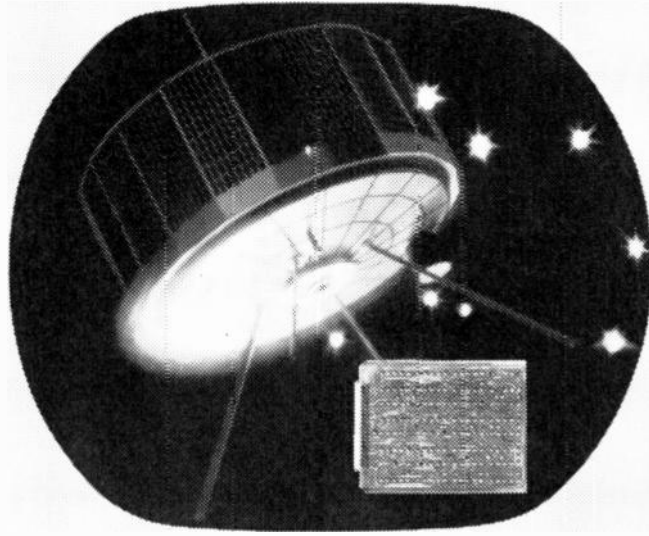
ENTER FABULOUS
"HOLIDAY OF A LIFETIME" SWEEPSTAKES



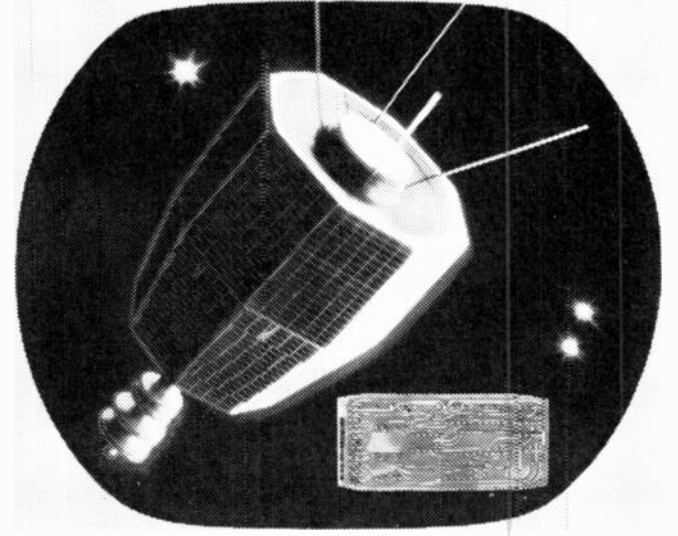
October Is National Electric Housewares Month

WRH

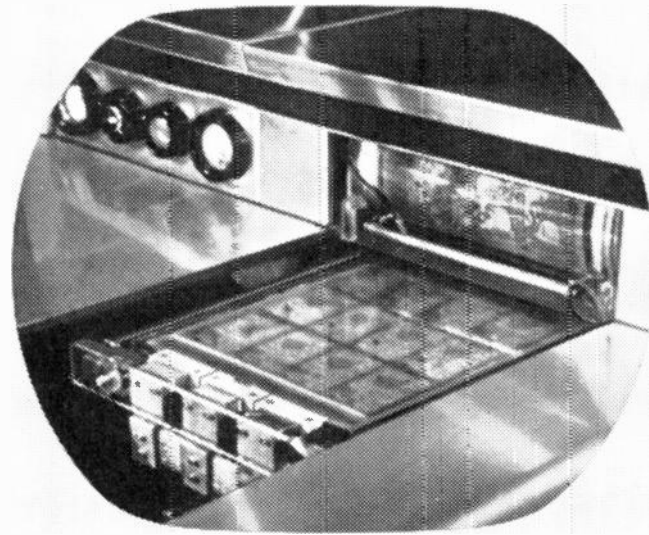
Why RCA Solid make RCA Victor the



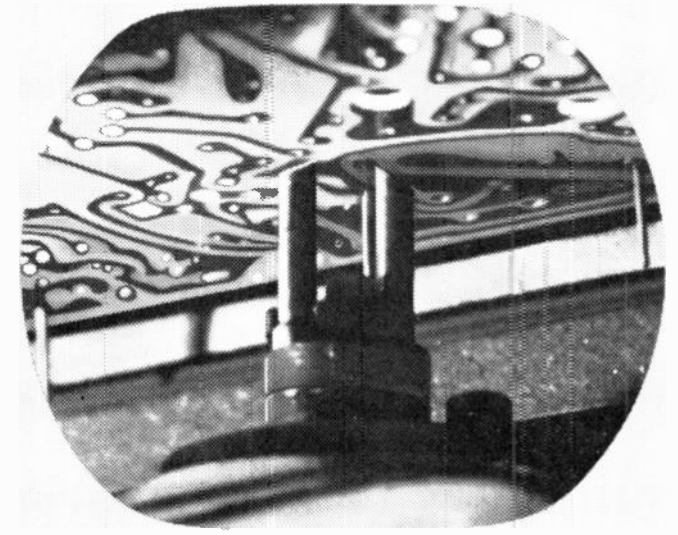
1. Tiros weather satellites rely on solid RCA circuits.



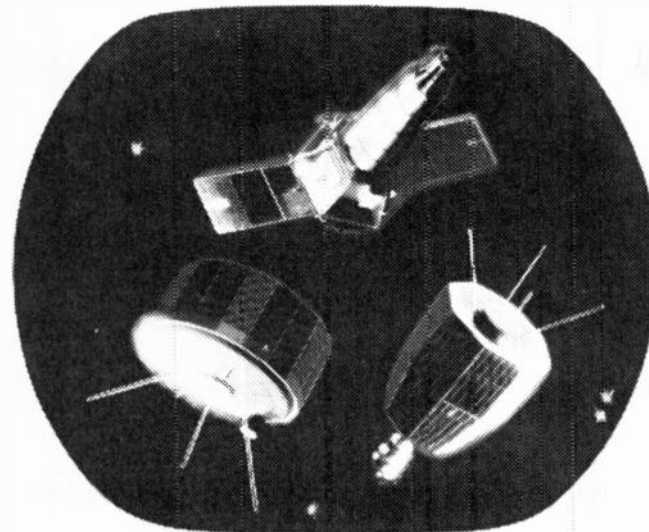
2. Relay world-wide TV depends on solid RCA circuits.



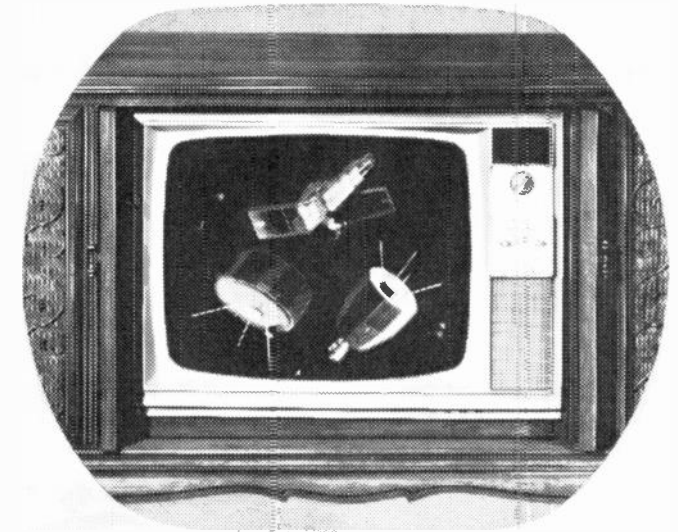
5. They're exact—solid.



6. They're accurate—solid.



9. Solid RCA Circuits are in America's space program



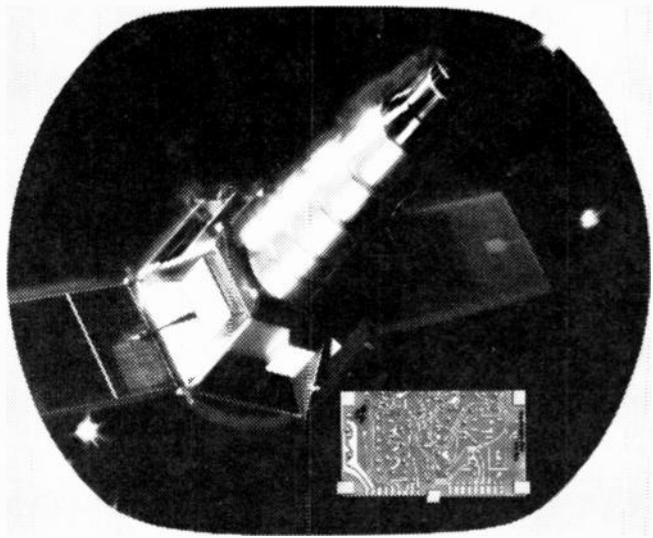
10. and Solid Copper Circuits



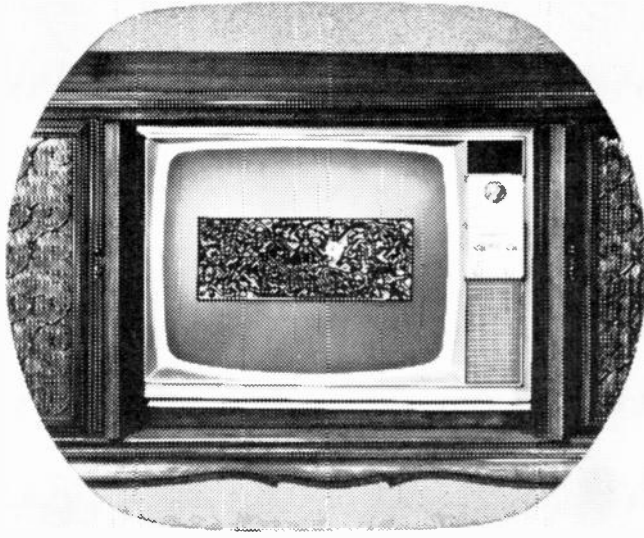
See the RCA Victor Solid Copper Circuit story in full on Walt Disney's "Wonderful World of Color," Sundays, NBC-TV Network.

Copper Circuits

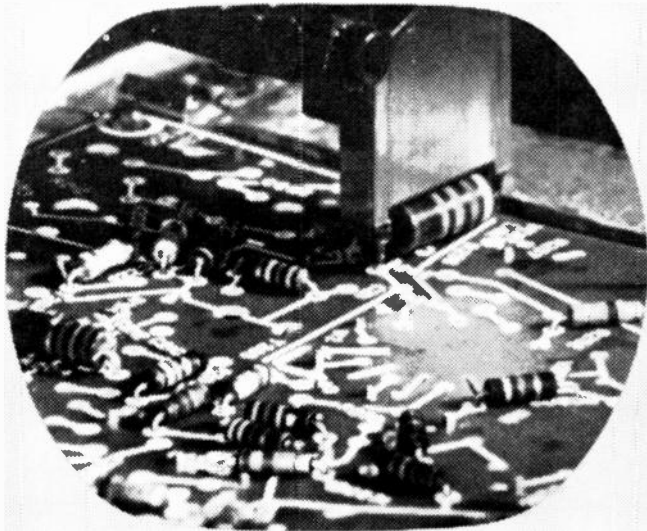
most dependable Color TV



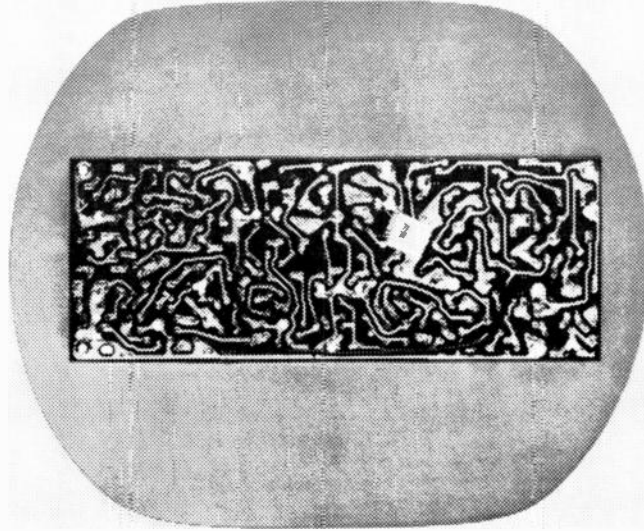
3. Ranger moonshots use solid RCA circuits.



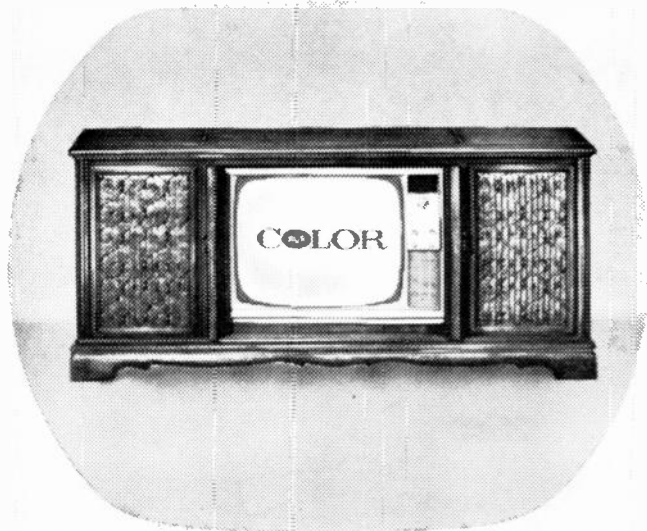
4. And every RCA Victor Color TV has RCA Solid Copper Circuits... the circuits made with space age precision.



7. They're reliable—solid.




8. They're dependable RCA Solid Copper Circuits—the space-age advance over old-fashioned hand wiring.



11. make RCA Victor the most dependable Color TV.



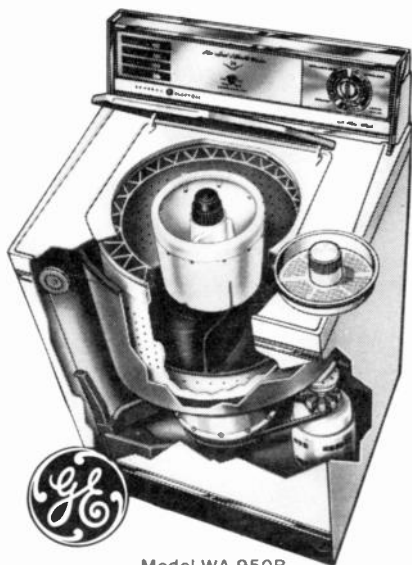
 The Most Trusted Name in Electronics

NOW

**General Electric's fabulous Totals
give you the best sales
opportunity in laundry appliances**

THE TOTAL WASHER

(the one with MINI-BASKET)

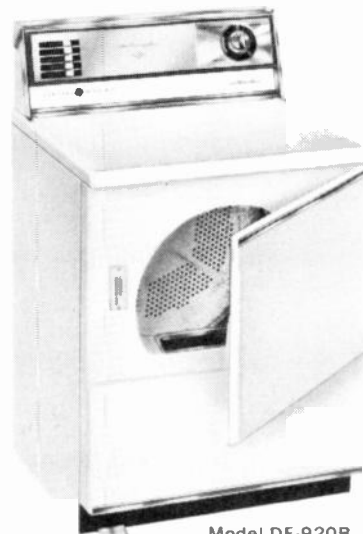


Model WA-950B

- LARGE WASHBASKET CAPACITY.
- FILTER-FLO® WASHING SYSTEM.
- THREE WASH CYCLES.
- MULTISPEED COMBINATION.
- INFINITE WATER-LEVEL SELECTION.
- DUAL-PURPOSE TURBO PUMP.
- SUPER V-14 SPIRAL ACTIVATOR®.
- AIRCRAFT-TYPE CABLE SUSPENSION SYSTEM.
- EXCLUSIVE MINI-BASKET®. Does the delicate things she never dared machine-wash before. Up to 2 pounds at a time. Great for nuisance loads and leftovers, too. And uses only 11½ gallons of water. Saves detergents, time and money. Only General Electric offers this feature. It's what makes General Electric *THE TOTAL WASHER*.

THE TOTAL DRYER

(the one with THERMO-SENSOR)



Model DE-920B

THE NEW THERMO-SENSOR CONTROL is strictly G-E magic. It takes all the guesswork out of drying. No over-drying, no under-drying. Automatically determines when clothes are properly dry. No fabric damage, no set wrinkles with most delicate fabrics.

PLUS: illuminated control panel . . . Variable Time Cycle Control—either 120- or 240-volt operation . . . Wash 'n Wear Timed Cycle . . . safety start switch . . . Air Fluff Selection . . . Damp Dry control . . . heating elements thermostatically controlled . . . perforated protective shield . . . interior light . . . large loading port . . . operating instructions . . . easy-access lint trap . . . magnetic door latch . . . centrifugal blower . . . Foot Treadle Door Opener . . . porcelain enamel drum and top . . . Cushion-Mounted G-E Motor.

THE TOTAL PROGRAM

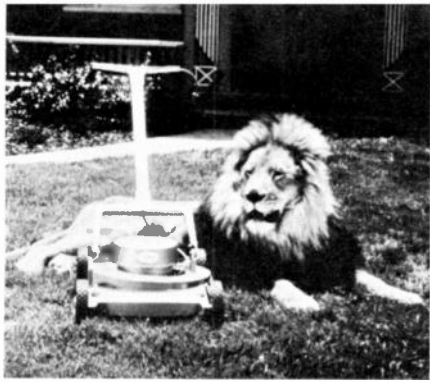


Powerful national advertising will appear in mass magazines and on network television. Special premiums to promote G-E laundry equipment will be made available. In addition . . . all advertising placed throughout the "WALTZ THROUGH WASHDAY" promotion will tie in directly with this national effort. Tie-in ad mats will be available to you as will a special tie-in display kit.

**IT
ALL
ADDS
UP**

to record laundry appliance profits for you

GENERAL  ELECTRIC



COVER: Pride of lion reposing on lawn here appears to be Sunbeam electric mower. King of beasts gets feature billing in program that is calculated to start swinging balance of mower sales towards electrics. See the article on page 27.

MART *magazine*

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PLaza 2-8600
 Cable address: BUTTPUB NEW YORK
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 Edward Lohan; Georges Birgy
Chicago, Ill. 60606: 400 WEST MADISON ST.
Financial 6-4611
 William Stroben, Midwest Sales Manager;
 Donald Hanson
Cleveland, O. 44114: 1814 SUPERIOR BLDG.
CHerry 1-1755
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 James Murphy
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Pictured—TP-707 AIWA's latest cartridge-type tape recorder.

After One Million AIWA has really arrived

The lid is off . . . off the 1,000,000th tape recorder manufactured and sold by AIWA. Today AIWA quality designers and engineers are working toward many new products that will offer you what you want to give your customers —THE VERY BEST THAT MONEY CAN BUY. Yet Aiwa keeps you in mind and each model is priced right, the profit is always right. So why not look ahead and GO AIWA, OVER 1,000,000 people have and we're just beginning.

TP-703 The professional sound that will give your customer hundreds of hours of enjoyment. It's our least expensive popular model 3 1/4-inch tape recorder. (Complete W/AC jack)

TP-704 Here's a good looking rugged machine with longer recording Time & AC/DC Operation. 5 inch Tape Recorder.

TP-706 Carry it anywhere, it's really light, slim and compact—a 3 1/4-inch Tape Recorder complete with W/AC jack.

TP-708 A little machine with BIG OUTPUT & TWO-WAY OPERATION (AC/DC) 4-inch tape recorder.



TP-703



TP-704



TP-706



TP-708

AIWA

SELECTRON INTERNATIONAL CO.

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

Deadline Roundup.

..... Latest News Of The Industry

HUSH-HUSH HUDDLE in Chicago early last month (believed to be the second of its kind) finds top brass from most important major appliance firms attending a dinner meeting hosted by one of their number. Purpose of the meeting is to explore further the feasibility of forming a new appliance manufacturers' association that would unite the industry as an appliance group irrespective of fuel sources. If such a project should materialize, it would, of course, have far-reaching implications among utilities and current manufacturer associations, at least, since it obviously would mean separating manufacturers from the current fuel-oriented groups like NEMA and GAMA, the electricity and gas appliance manufacturer groups respectively. Feature at last month's dinner meeting was what is called by outsiders a report or a survey on the feasibility of the unity project, presented by a Chicago management consultant firm. An officer of the firm in question, however, says the presentation doesn't rate such a formal title, that it consisted merely of "some thoughts on paper." Assuming that a new organization is theoretically feasible, the management consultant executive says the next question is: "Is the idea workable on a practical level?"

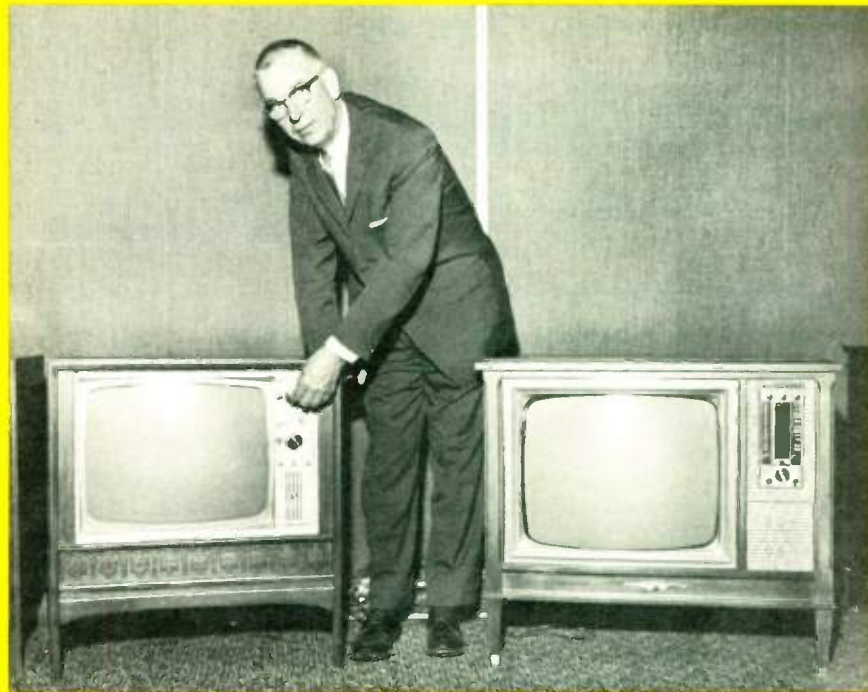
NEXT SIZE in small-screen color TV will be a 15-in. tube, if RCA has anything to say about the matter. In an obvious effort to get some standardization in the small-screen color picture (General Electric has already promised its 11-in. model for fall delivery) RCA last month shows a pre-pre-production working mockup to industry executives for a reaction, then announces plans to go ahead with production of the 15-in. tube. The mockup was a modified 14-in. tube fitted into the housing for a 16-in. portable. Its chassis was contained in a big console cabinet on which the portable sat. A limited production program of the 15-in. tubes might be possible by early 1966, says William Myers, manager, market planning, RCA TV tube division. Commercial price, Myers says, will be "not more than \$90." The 15-in. color portable envisioned by the RCA tube people will weigh about 40 lbs., with dimensions of 15 x 18 x 12 inches and a 3-in. doghouse. Due to chassis geometry, the 15-in. set will be 90 per cent brighter than the 19-in. sets, and 130 per cent brighter than the 21's. RCA calls the 15-in. model a compromise to satisfy the whole market below 19-in., pointing out that playing around with tube sizes is much more cumbersome and costly in color than it is in black-and-white.

Piling It On



AVERAGE HOMEMAKER will launder 20 tons of clothes in 10 years, the amount shown on this huge pile surmounted by a Hamilton washer and dryer. With a wringer washer only doing the wash for a family of four takes 9 hours a week, Hamilton says. This contrasts with 6 hours for a family with automatic washer but no dryer, and 4 hours for household with automatic washer and dryer.

New Dimension In Color



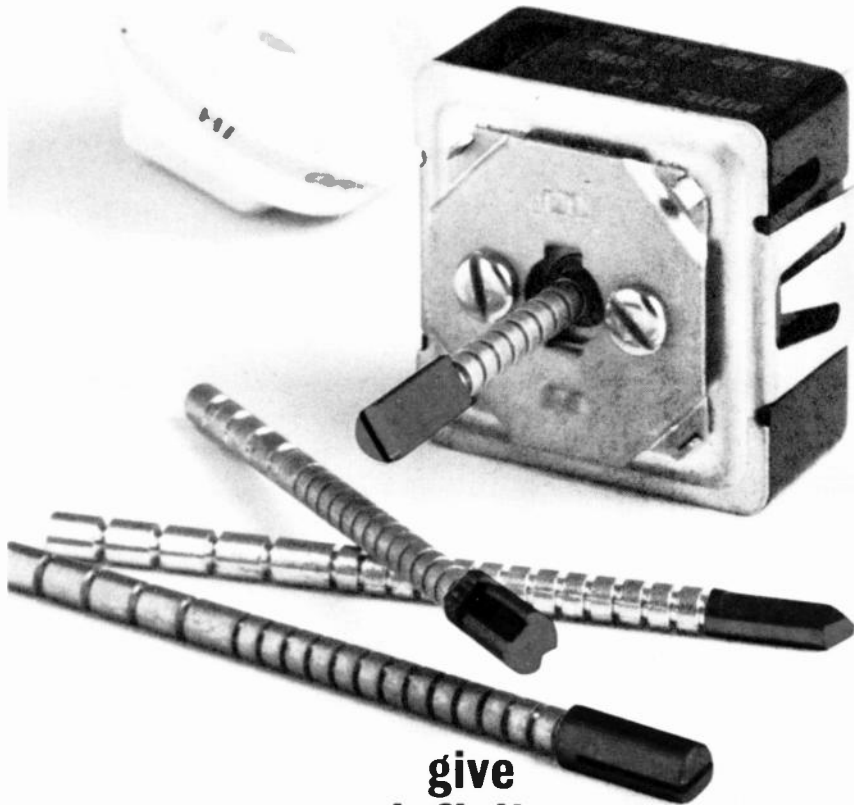
PROTOTYPE of Motorola color TV set employing 21-inch rectangular tube is demonstrated by Elmer H. Wavering, president, Motorola Inc., during press conference in Chicago early this month. Set at right of photo is 23-inch rectangular tube color set.

STILL ANOTHER DIMENSION was added to color television early this month as two major producers announced they will market color sets employing 21-in. rectangular tubes. In fact, the announcements made by Motorola Inc. and Admiral Corp. were made on the same day. Motorola, which produced the industry's first rectangular color tube, a 23-in. unit, said it was adding the 21-in. size to its lineup because it expects 23's and 21's to represent the biggest proportion of color console and consolette sales through 1970. Motorola's president, Elmer H. Wavering, said his company will produce a minimum of 100,000 of the 21-in. tubes in its new \$10 million color tube facility in Franklin Park, Ill., during 1966. Sets containing the new tube are scheduled to be available with introduction of Motorola's June line. Twenty-one inches is 1-1/8 inches shorter than 25-in. rectangular tube, 3/4 inches shorter than 23-inch. Viewing area presents 221 sq. in. as against 295 sq. in. on 25-inch and 274 sq. in. on 23 inch. Wavering said new tube would sell for "not more than \$115." An Admiral spokesman said sets utilizing 21-in. rectangular tube will be available in the "second quarter of '66." National Video Corp. will make Admiral 21-in. tube, continue to make the Motorola 23-in.

A NEW NAME--Marque-- enters the home electronics field as Marquette Corp. diversifies into the stereo-TV field with an unusual stereo-TV combination at the head of the line. The combo features an optional turn-around TV screen mounted on the back of the remote stereo unit. When TV is not in use, the viewer simply swivels the remote stereo around, facing the TV toward the wall, and he has the second stereo speaker.

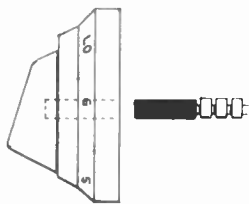
□ Another hot idea from Chromalox

**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.

CHROMALOX
electric range units

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

WM-56D

Report From Japan

by Yoshitaka Kawagishi

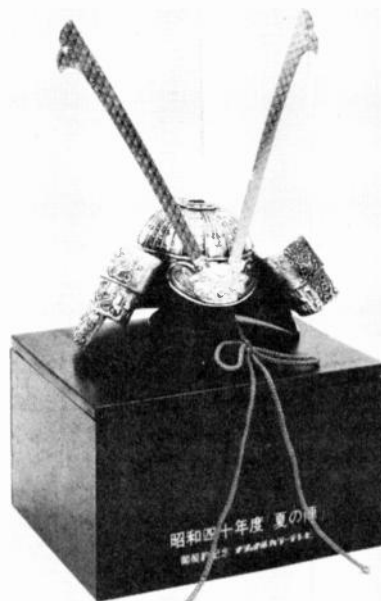
Color TV Sales Campaign Makes Flying Start

A color television receiver sales campaign is beginning to become active. This move on the part of Japanese manufacturers has been evident since early spring.

Color television in Japan is expected to start spreading in earnest this year on the basis of developments accumulated to date. It is now five years since colorcasting was inaugurated in this country, and certain bases have been established among the color set makers during these five years for an active attempt to develop a wider market for this product.

The television industry of Japan ranks second only to that of the United States. As of now, some 18,000,000 television sets, including color sets, are in operation. The figure is not so big compared with the U. S.'s 67,000,000 sets, but it is ahead of Britain's 14,600,000, the Soviet's 11,800,000, West Germany's 10,000,000 and France's 5,600,000. Japan's figure accounts for over 90 per cent of the total number of households in the country.

Japan's economic growth has levelled off in parallel with levelling off of the demand for black-and-white television sets which have been accounting for 45 to 50 per cent of the gross sales of consumer electronic appliances. This may have been just coincidental, but there is little room to doubt that television sales have been contributing hugely towards the well being of manufacturers.



Warrior's head piece

In particular, general overproduction and decreased demand plunged Japan into a serious business recession during the latter half of 1964, and industrial circles have been seeking some new star product that would trigger recovery from the business slump. In the consumer electronic appliance field, the manufacturers placed their hopes on color television receivers and began preparations for a concerted campaign for the promotion of this item. And it was towards the middle of July

that the manufacturers considered themselves ready to start a promotion campaign in earnest. In other words, color television receivers were chosen as a means of recovery from the current business recession.

Color sets now available on the market include 16-in., 19-in., 6-in., 9-in., 11-in., 14-in., 17-in., and 21-in. types, of which the two first-mentioned types constitute the mainstays. The 16-in. type is retailed in Japan for \$447 to \$450, while the 19-in. type is sold for \$540 to \$550. Sony Corp. recently put out 19-in. sets of the chromatron system to compete against those manufactured by Tokyo Shibaura Electric (Toshiba) and Matsushita Electric Industrial Co. (NATIONAL), but the price is just about the same as they are marketed for \$550 a set.

Now that color sets are ready for active marketing, the manufacturers are negotiating with broadcasting companies for extending color program hours on one hand and on the other, lobbying for reduction of the existing commodity tax of 13 percent. Of special note is a recent move by the presidents of Tokyo Shibaura Electric, Hitachi, Mitsubishi Electric, Sanyo Electric and Sony Corp., who paid a call on the competent government official personally to request governmental promotion of the color television industry.

In parallel with such a move, Tokyo Shibaura Electric has mobilized 60 dealers under its wings to promote sales of color sets. Toshiba expects to sell some 100,000 sets by the end of 1966 through this direct "introduction" method. Incidentally, 100,000 color sets correspond to the estimated total output for this year. On the other hand, Matsushita Electric has launched a sales campaign during which valuable ancient warrior's head piece (see photo) will be presented to dealers stocking color sets. These two manufacturers as well as Hitachi and Mitsubishi have come up with a plan for dispatching their engineers to dealers to make rounds of the latter's regular customers for door-to-door promotion of color sets. ■

MART mail



Also please quote me price on 30 extra copies. . . .

William J. Shepherd
Vice President-Sales
Shobe, Inc.
Memphis, Tenn.

I would like to buy four extra copies of this issue for key people in our organization. . . .

George H. Johnston
President
Johnston's Appliances
Minneapolis, Minn.

on the real problems of our dealers, as was done in your article regarding Sears. You have made a valuable contribution to their success.

R. E. McGrath
President
Kaemper & Barrett
San Francisco, Cal.

Too Many Meters

Editor, MART Magazine:

Please refer to the August, 1965 MART Magazine, page 56, re: "Dealer Sales Reports."

Under the Dayton Power & Light Co. there appears the figure 452,734 which represents the company's residential meters. This figure should be 269,292 which is the total electric residential meters as of June 30, 1965.

I bring this to your attention only to make sure that you have the proper figures; not to criticize your magazine or its content.

At least you know that we read your magazine here in Dayton. We enjoy reading it.

Dale T. Whittridge
Dealer Promotion Dept.
Supervisor
The Dayton Power &
Light Co.
Dayton 1, O.

Readers Laud, Applaud MART'S Report On Sears

Editor, MART Magazine:

Congratulations on the major report on Sears' advertising and merchandising tactics. This certainly took a lot of guts and required a lot of research. It is something that everyone in the industry has talked about for years but nobody has ever taken the time or the initiative to put the information on paper where it can be of service to dealers. . . .

Martin Sheridan
Vice President-
Public Relations
Admiral Corp.
Chicago, Ill.

Editor, MART Magazine:

Orchids to your progressive magazine for the very comprehensive exposure on Sears vs. the Independent Dealer.

I can appreciate the vital information that was collected by you and your staff.

Please give a special pat on the back to Mr. Alan Rose and all that worked on this coverage.

I trust that all independent dealers will use this information for years to come for it is too informative to be cast aside.

We intend to use this in various sales meetings and would appreciate an additional five copies mailed to us. (We expect to be charged.)

Julius A. Ventura
President
Joerndt & Ventura, Inc.
Kenosha, Wis.

Editor, MART Magazine:

Please send us 12 copies of the July 11, 1965 issue of MART Magazine.

Editor, MART Magazine:

I have just finished reading the July 11, 1965 issue of MART cover to cover. In all my years in the appliance business, I cannot recall reading any magazine issue (outside of statistical issues) where there has been so much information to help a dealer actually fight his big competition.

I particularly enjoyed your summary editorial.

Editor, MART Magazine:

We thought you did an outstanding job for the industry in the July 11 issue of MART!

We continue to look to you to bring to our dealers the penetrating and illuminating reporting that you have done in that issue.

We hope you will continue to focus

Editor, MART Magazine:

You stated in your letter of July 27 that I could obtain reprints of the Sears story instead of the magazines.

This will be very satisfactory to
(Continued on following page.)

Don't rule out car radios

*With Motorola taking care of installation
and service, they're about as easy
to sell today as toasters*

A real sleeper? You bet—especially when AUTOMOTIVE NEWS reports that almost 40% of all cars leave the factory today without radios. Foreign car figures are even higher.

And you can sell radios to this big market as carryouts, with Motorola's 6,000 Warranty Stations behind you, taking care of installation and maintenance.

Floor space? That isn't a factor anymore, either. The operating display you see here takes up only

8.3 sq. ft.; yet demonstrates and sells up to 8 Motorola models: AM and FM, FM/AM, FM tuners, Motorola Vibrasonic® Sound Systems, and LUMALERT (sends out a warning signal if headlights are left on).

All are attractively designed, loaded with features.

Call your Motorola distributor for further details—especially the hot merchandising deal he has on the operating display. Or write: Motorola Consumer Products, Inc., 9401 West Grand Avenue, Franklin Park, Ill. Dept. CJG-1.

MOTOROLA
new leader in the lively art of electronics



me, and I am therefore requesting 50 copies. . . .

Martin J. Scully
General Sales Mgr.
Highland Appliance Co.
Detroit, Mich.

Editor, MART Magazine:

This afternoon I phoned to ask about the availability of reprints of your Sears article. . . .

We are now firm in our needs for 300 copies. . . .

Richard S. Wahlberg
Advertising Mgr.
Printed Media
Westinghouse Appliance
Sales and Service Co.
Pittsburgh, Pa.

Editor, MART Magazine:

Rush 1,500 reprints of Sears article in MART Magazine, July 11, 1965 issue.

Juel Ranum
Whirlpool Corp.
Benton Harbor, Mich.

Editor, MART Magazine:

Please rush 25 copies of July, 1965 issue of MART Magazine.

J. M. Reeves
Northeastern Distributors, Inc.
Cambridge, Mass.

Editor, MART Magazine:

. . . We would appreciate receiv-

ing 300 of these for a mailing to our field. . . .

M. C. Cameron
Director
Advertising & Sales
Promotion
American Motors Corp.
Detroit, Mich.

Editor, MART Magazine:

Have just finished reading MART and wish to compliment you on a very fine issue. The research on Sears is not only truthful and factual, but essentially the same as the several Sears establishments I have shopped in the past 10 years.

The store in Sacramento is shopped as often as possible. . . .

Now what motivates customers to buy from Sears, when independents offer so much more? Maybe not all of the independents but the large ones . . . offer better quality, equal price-or-near, better warranty service at no added cost, all by better trained men, who are usually interested enough in the customer to give them a truthful and factual product story.

Is it the easy credit? Is it the strength of the organization? Or is it a trend toward impersonal shopping for something the customer feels he can "bitch" about to the company rather than a single operator or salesman?

I can usually show people that the independent in giving a trade-in allowance, all services including installation, delivery, and warranty plus the fact that units having a five-year factory warranty are automatically included at no extra charge is in a much better position to serve them properly and make sudden changes and decisions without a letter to Chicago or a management conference. . . .

Myles M. Myers
Executive Vice President
Appliance Profession
Ass'n Inc.
Sacramento, Cal.

Editor, MART Magazine:

Please parcel post 15 copies of MART Magazine of July 11. . . .

P. H. Batte
Executive Vice President
Allison-Erwin Co.
Charlotte, N. C.

Editor, MART Magazine:

Please advise if you can furnish 300 reprints of Sears article in July 11 issue and costs. If unable, can you furnish us a dozen whole magazine copies?

A. E. Caldwell
Ass't Merchandise Mgr.
D. K. Baxter Co.
Sioux City, Ia.

Editor, MART Magazine:

I thought your July 11, 1965 issue including the articles on "Sears and the Independent Dealer" was excellent.

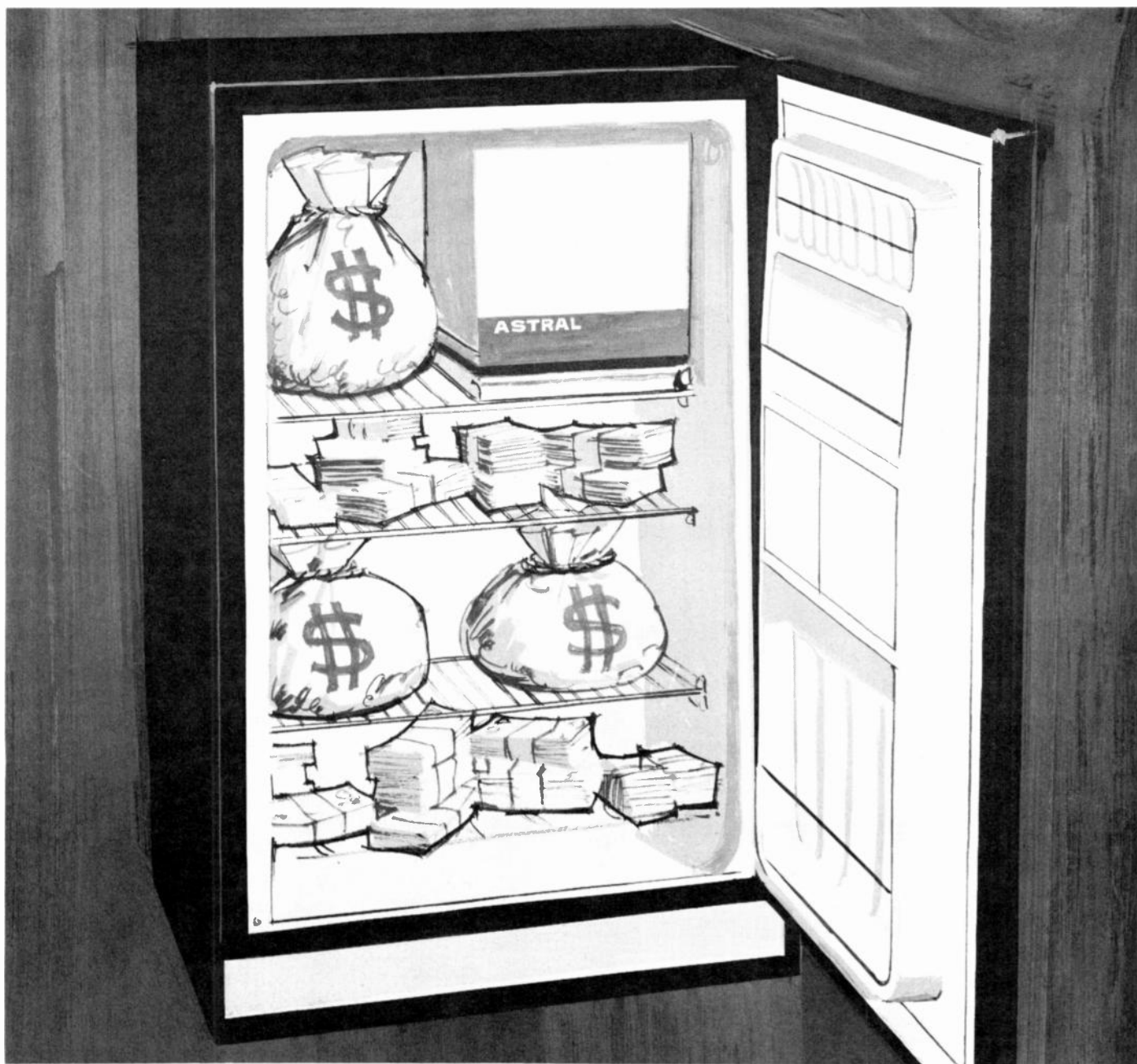
I would like 10 copies of this issue. . . .

Richard M. Pelton
Sales Training Specialist
Home Laundry Dept.
General Electric Co.
Louisville, Ky.

Editor, MART Magazine:

I have just completed reading your article in the July 11 issue of MART — "The Balance Sheet — Playing It Man-To-Man". I think this is one of the best articles pertaining to the retail appliance market that I have seen. It will give a boost to the morale of the independent dealers throughout the country. . . .

Paul J. McMillan
Assistant Sales Mgr.
Electric Power Board of
Chattanooga
Chattanooga, Tenn.



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

**We've made
the 9" Sony a little
easier to steal.**



We've got it down to 10 lbs. That's 2 lbs. less to lift.

That's not the only temptation. We've put a bigger speaker in the 9-inch Sony and put it up front. And we've given it a more sensitive chassis. With new Stable Epitaxial Passivated transistors that bring in words and pictures so clearly you'd swear it was a big fat set. (You can see — this set has all the makings of a hot item.)

But cheer up. We've also made the 9-inch Sony (TV9-51UW) easier to buy by lowering the price a good bit.

And they'll be a lot easier to get. We're making more of them, because we expect people to snap them up. One way or the other.

The lighter-than-ever 9" SONY TV

580 Fifth Avenue, New York, N. Y.

These ads mean business!

Let a dramatic new table express your good taste. . . They're priced so practically.

The same like the elegance of Provat and the durability of the finest of Italy. Bassett's Living room tables, sofas, chairs, and dining sets, bedrooms, and baths, and Posturepedic® upholstered pieces are all available in a wide variety of special cases. In the world's largest production of wood furniture, Bassett's is one of the finest.

Bassett

Your morning is as good as your mattress

When your mattress is a Sealy Posturepedic, your mornings are naturally better. The Posturepedic, you see, is designed in cooperation with leading orthopedic surgeons for firm support. No morning backache from sleeping on a too-soft mattress. And you can choose your Posturepedic in the kind of comfort that feels best to you: Extra Firm or Gently Firm. Mattress and matching foundation each priced from \$79.50.

Sealy Posturepedic

Take a careful look
(You'll be living with this washer a long, long time.)

Buying a washer can be a tough proposition. But it doesn't have to be. This new, big, white power has all the things women like you have wanted most. It's so easy to use, you'll never have to fuss with it again. You'll love the way it washes. You'll love the way it rinses. You'll love the way it spins. You'll love the way it dries. You'll love the way it saves water. You'll love the way it saves time. You'll love the way it saves money. You'll love the way it saves space. You'll love the way it saves energy. You'll love the way it saves the environment. You'll love the way it saves the world.

Whirlpool

So you told your wife you're not getting color tv until somebody makes it as reliable as black-and-white? Better get a new story. Or a new Philco.

The breakthrough in color tv has happened. Philco has perfected sets with long lasting picture and double picture tubes of the tubes. Now you can have color tv with the reliability you've been wanting for years.

Great color picture too. Philco 20" color sets are available in a brand new, Philco built color picture tube. Expect to see tv sets that show the color more than 15,000 times a year. With new Philco picture tubes, you'll have color tv that's as reliable as black-and-white.

Make it your better color tv. Your wife may be there waiting for you.

PHILCO

Let this man help you raise your child!

Selmer

Selmer saxophones are the finest in the world. They are made by the Selmer Corporation, which has been producing saxophones since 1935. Selmer saxophones are known for their exceptional sound and durability. They are the preferred choice of professional musicians and students alike.

FLAMELESS ELECTRIC CLOTHES DRYING adds so much to the joy of total electric living. All of your clothes come out sunshine fresh. And a modern electric dryer can be put anywhere because no special flue installation is required.

Flameless Electric Clothes Drying

WURLITZER Rent-a-Piano

Fill me in.

Cut me out.

Take me to your Wurlitzer dealer

and give your children the happiness you may have missed.

WURLITZER

YES! Send me the free record that demonstrates how only Wurlitzer teaches me to play like a pro on a Wurlitzer home organ with the exclusive Wurlitzer Hobby Lesson Course.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

Mail coupon to: Wurlitzer Dept. RDW, Oskosh, WI 54055

WURLITZER

Each will appear in over 15½ million copies of the September Reader's Digest

Make sure you get your share of the extra business created by these ads in the September Reader's Digest. For The Digest is bought by twice as many families as any other general magazine. That's as many people as watch a top-10 tv show. And people in these Digest families have 27% more buying power than viewers of the No. 1 tv show. What's more, people believe in The Digest—in the articles and the advertising it carries. Tie in your own promotion with this opportunity this September.

People have faith in

Reader's Digest

15½ million U.S. families (26 million world-wide) buy each issue.

THE SOUNDING BOARD

MART Magazine's Dealer Advisory Board members give their opinions on questions of interest to all retailers.

This month's question:

Which of the low saturation products now on the market do you feel has the brightest future and why?

Upton R. Zeisler, Rahr's, Inc., Manitowoc, Wis. — Although there are some "ifs" and "ands," it is my opinion that one of the items in the appliance field with much potential is the dishwasher. Of all the household tasks there is none more repetitive, more distasteful, and more essential for health than the proper dishwashing . . . The electronic oven should have a fantastic potential for sales. The size and price of this product have about reached a point that would make such selling possible . . . Long overdue is some form of a dusting device such as a portable unit or preferably an electronic air filter to rid the complete home of bothersome and unhealthy dust and pollen. The pleasure of having equipment of this type would hardly need further explanation. . . . The radio-controlled garage door opener is a most desirable item. With thousands of dollars worth of automatic equipment in the car to make it easier to operate, why overlook the most physical part of the driving routine: namely, opening and closing the garage . . .

Something that should be considered an appliance but is not and that could have not only unbelievable benefits for most people but unusual sales potential for progressive dealers is the water softener. When one is accustomed to soft water throughout the home for all uses, one might describe hard water as roughing it . . .

"I mentioned the 'ifs' and the 'ands' in starting my comments. By this I mean that items of this type first of all require good knowledgeable selling efforts. They require customer contacts other than those made in the store. This type of selling requires follow through in every detail and a good home demonstration and often an in-the-home close.

"Since this takes time and knowledge, the compensation for the sale of these products should be greater than that of the conventional, long-accepted and badly-beat-down-in-price items. . . ."

W. W. Westwood, Westwood's Appliances, Billings, Mont. — "Maybe you won't go along with this, but despite all the glamor of color TV and other new products on the market, as specialists in major appliances we feel the present low saturation product with the greatest potential is the 'no frost' refrigerator.

"We have been glamorizing this for the past
(Continued on page 62)



BOYD — ". . . the day is not far off when the magic of magnetic tape will provide the progressive retailer with a profit opportunity that might even dwarf that of color television itself."



ZIESLER — ". . . Long overdue is some form of a dusting device . . . to rid the complete home of bothersome and unhealthy dust and pollen."



HANNAH — "The saturation at present on dishwashers is nil. . . . it should become as popular as the automatic clothes washer is now."



POLK — ". . . we still feel that dishwasher sales haven't even begun."



WESTWOOD — ". . . no frost has been over-emphasized as just a labor saver, and the main point has been overlooked."



McMILLAN — ". . . manufacturers are producing machines that will do a real good job of washing pots and pans as well as dishes."

Dealers Can Honor Their Wholesalers By Nominating Them Now For National Award

Eight regional winners will be named; top distributor salesman receives \$500 cash and plaque.

Dealers in the United States again have an opportunity to honor a wholesaler who serves them by nominating him for the eighth annual Distributor Salesman-of-the-Year award. Top winner will receive \$500 cash, a special plaque, and have his achievement nationally

publicized in the January, 1966 issue of MART Magazine. Eight regional awards are also offered.

All a dealer has to do is write a letter of 100 words or more telling how the distributor salesman has helped him build his business. To be eligible for the award, a distribu-

tor salesman must be nominated by one or more of the dealers he serves.

The entry blank on page 64 (or a reasonable facsimile) must be filled out and attached to the entry letter. An entry blank also appeared on page 13 of the August issue of MART Magazine.

Elaborate entries or flowery language will have no bearing on the outcome of the competition. Dealers are asked to state simply and directly why they believe their nominee should be awarded the title.

All entries must be postmarked no later than midnight, October 16.

For purposes of the contest, the country has been divided into the following eight regions:

Region I: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.

Region II: New Jersey, New York, Pennsylvania.

Region III: Illinois, Indiana, Michigan, Ohio, Wisconsin.

Region IV: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota.

Region V: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia, Puerto Rico.

Region VI: Alabama, Kentucky, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma, Texas.

Region VII: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming.

Region VIII: California, Oregon, Washington, Hawaii, Alaska.

The eight regional winners will be named in the December, 1965 issue of MART Magazine. And the grand prize winner (chosen from the regional winners) will be announced in January, 1966. ■

Again, we are proud to announce the most distinguished faculty ever assembled for the annual

Gibson College of Profit

Held this year for over 6000 Dealers in San Juan, Puerto Rico...



Dr. Charles M. Edwards, Jr.
Dean and Merchant's Council Professor of Retail Management at New York University, business consultant and coordinator of the Gibson College of Profit.



Theodore D. Ellsworth
Professor of Retail Management, New York University Schools of Business



Hans E. Krusa
Sears Foundation Professor of Retail Management, New York University Schools of Business



Joseph Lorin
Sr. Vice President of Grey Advertising, Editor "Grey Matter"



Philip W. Schindel
Executive Director of the Variety Stores Association and Merchandising Expert



Bernard W. Smith
Associate Professor of Retail Management, New York University Schools of Business



Julian N. Trivers
Executive Head of Oppenheim Collins, New York, and Vice President and Director of City Specialty Stores



George J. Vinson
Contributing author and consultant on Sales and Marketing Management, Retail-sales training

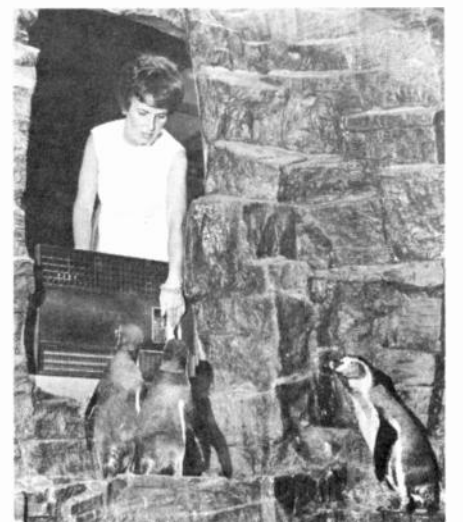
To be held daily during our "Big Show in Puerto Rico" sales convention under the direction of Dr. Charles Edwards, Jr.

Each year you tell us how much help and inspiration you have gained from these seminars. How these ideas spark your enthusiasm to return home for a great selling season. This year will be even greater! Our profit-oriented curriculum will be staffed by these most knowledgeable experts in the field of merchandising and marketing. We know that your attendance will bring real rewards—rewards that will result in the tangible in-pocket benefits of an outstanding sales year, with Gibson.

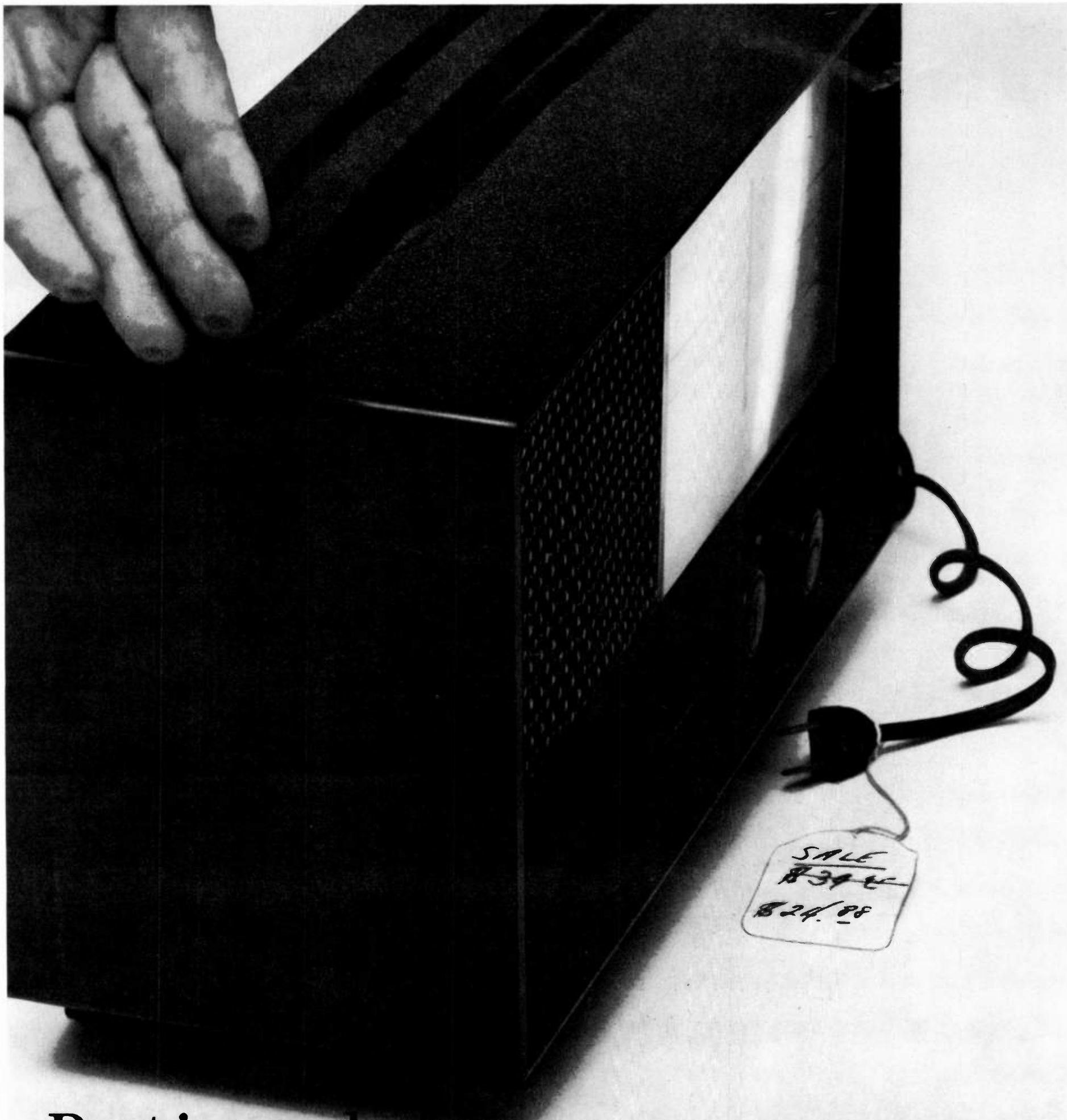
HUPP
CORPORATION

GIBSON REFRIGERATOR SALES CORPORATION
Greenville, Michigan

Now It's Cool, Cool



SWELTERING PENGUINS in Chicago's Shedd Aquarium got the aid of a Norge air conditioner (14,000 BTU model 1B65) when the temperature zoomed into the 90's. William Braker, aquarium director, requested the unit for the aquatic birds from Peru who are accustomed to temperatures in the 70's. Mrs. Norma Whaley, Norge home economist, adjusts the unit as the birds watch.



Dust is wonderful, if you're in the vacuum-cleaner business.

If you're selling radios, who needs it?

G-E radios don't stand still long enough to gather dust. They move twice as fast as the nearest competitor.

Why? G.E. makes the most complete line of radios you can sell, with a model

for everyone, with styles that people like, at prices people are willing to pay. It's as simple as that.

And people know and trust G.E. They look for the name. If they don't see it, they'll go out of their way to

find it (and you know it.)

See your distributor. Take a look at General Electric's tremendously attractive, feature-loaded line for 1965 (including 13 new FM's).

Every one a swinger!

Radio Receiver Department, Utica, New York

GENERAL  ELECTRIC

Dealer Calls NARDA Institute "A Blueprint To Success"

Sessions were "stimulating and exciting," says Philip Quatrale,
Massachusetts retailer whom MART Magazine sent to Washington

Hundreds of dealers and their salespeople entered MART Magazine's "Send Me To Washington" contest by writing letters telling why they would like to attend

the 11th annual NARDA Institute of Management held August 8-13 at American University in Washington, D. C. Winner of the contest was Philip Quatrale of Spruce Service,

Inc., in Ayer, Mass. After his week in Washington at the NARDA Institute, Quatrale wrote the following letter to MART Magazine:

Thank you for sending me to

Washington! It is difficult to find words to express just how grateful I am and how enthusiastic about the NARDA Institute of Management. I will try to give you some of my impressions of this excellent school.

What a big surprise it is to know that there is somebody somewhere who really cares what is happening in the appliance business! Dean Bailey's and his staff's enthusiasm and knowledge of the appliance business are almost unbelievable and most inspiring to me after years of working in this appliance field that is so loaded with problems that are so diverse that there are times when I feel that no one, except those who are in the business, can possibly understand what it is like. We dealers have a tendency to lose our objectives from being too close to the forest. The conceptual approach taken by the American University staff is a breath of fresh air. How simple everything seems when you pause for a few minutes and take a look at concepts of management-marketing-people-ethics.

This is the first time I have been exposed to any really objective help with appliance business problems. Distributors' and manufacturers' opinions are so biased that they are not always reliable and these people have a tendency to try to give you stock, cut-and-dried answers without considering the fact that all markets are different and that what works in an area even 40 miles away would never work in the town you are in.

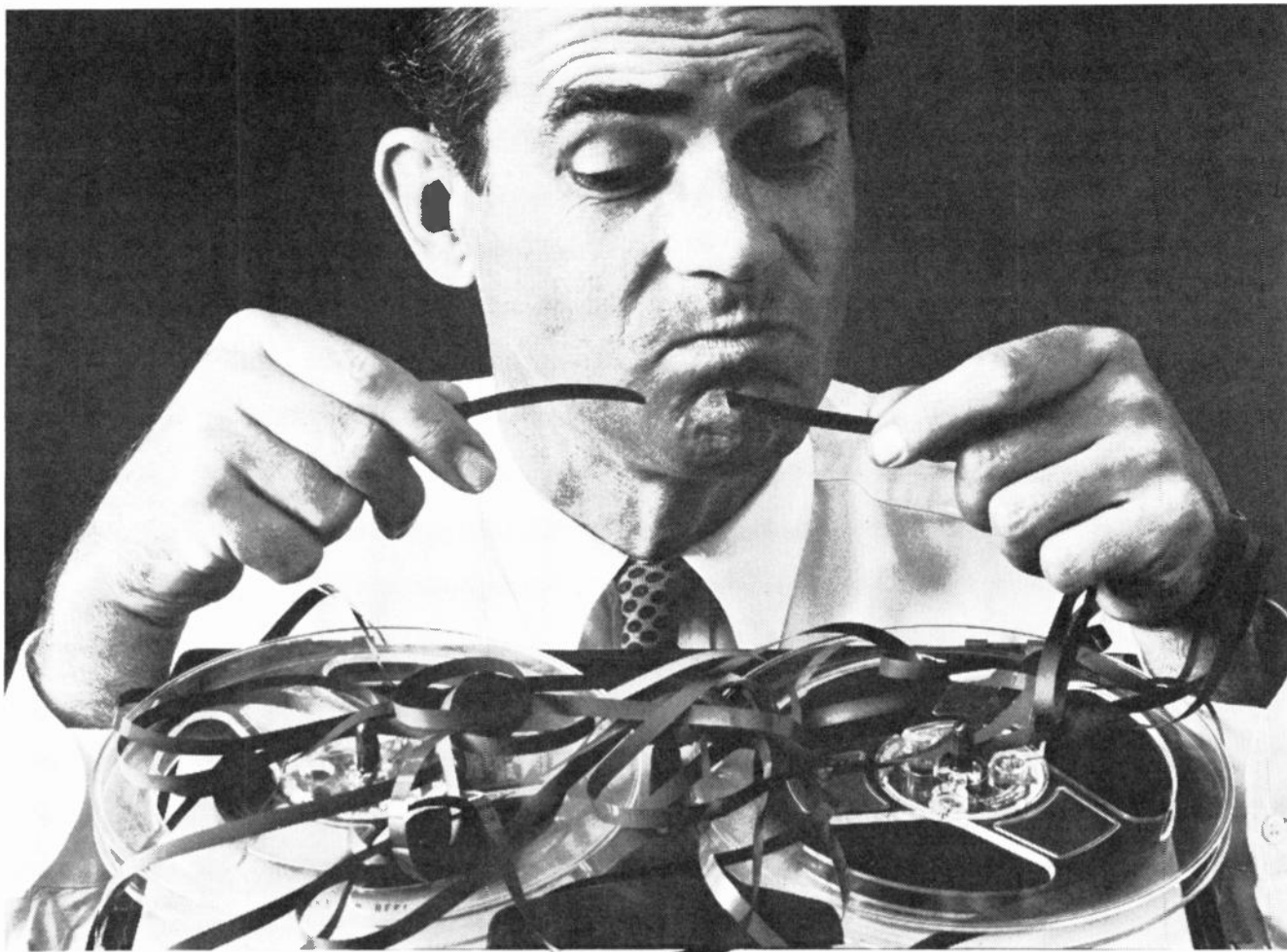
One big lesson learned

One big lesson I learned at the Institute is that there is no *one* answer-no panacea to any of these problems; but that if we try hard enough we can definitely come up with answers. As Gibran said "Say not, 'I have found the truth', but rather, 'I have found a truth,'" and from these truths that I have learned from associating at the NARDA Institute with, what I am sure are, the very best dealers in the country I will be much better able to cope with our particular variety of "everyday" problems.

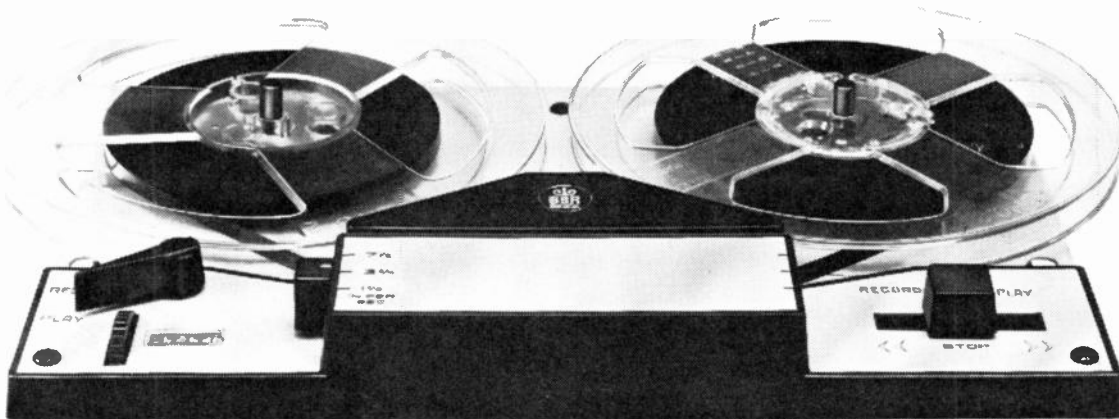
From the very first day to the very end, the sessions were stimulating and exciting. I have returned to Ayer with enough ideas and inspiration to last for months and even years to come. So many times I have found that truths I have learned are somehow forgotten. The NARDA Institute brings these truths home to you again and restores your confidence in knowing where you are going. I sincerely hope to be able to send all of my key people to this Institute in the future.

Attending the Institute has made me proud of the business I am in. What a fine group of people attended this institute! Men and women who are serious about the job we are all doing — real businessmen who are willing to help each other and to pass on to others the results of the things they have done, the answers they have found; successful people each approaching his own problems and finding his own solutions in his own way. One of the greatest inspirations comes from meeting these

(Continued on page 61)



no breaks, no spills with dependable BSR



TOP SALES BUILDER...THE BSR TD10 TAPE DECK

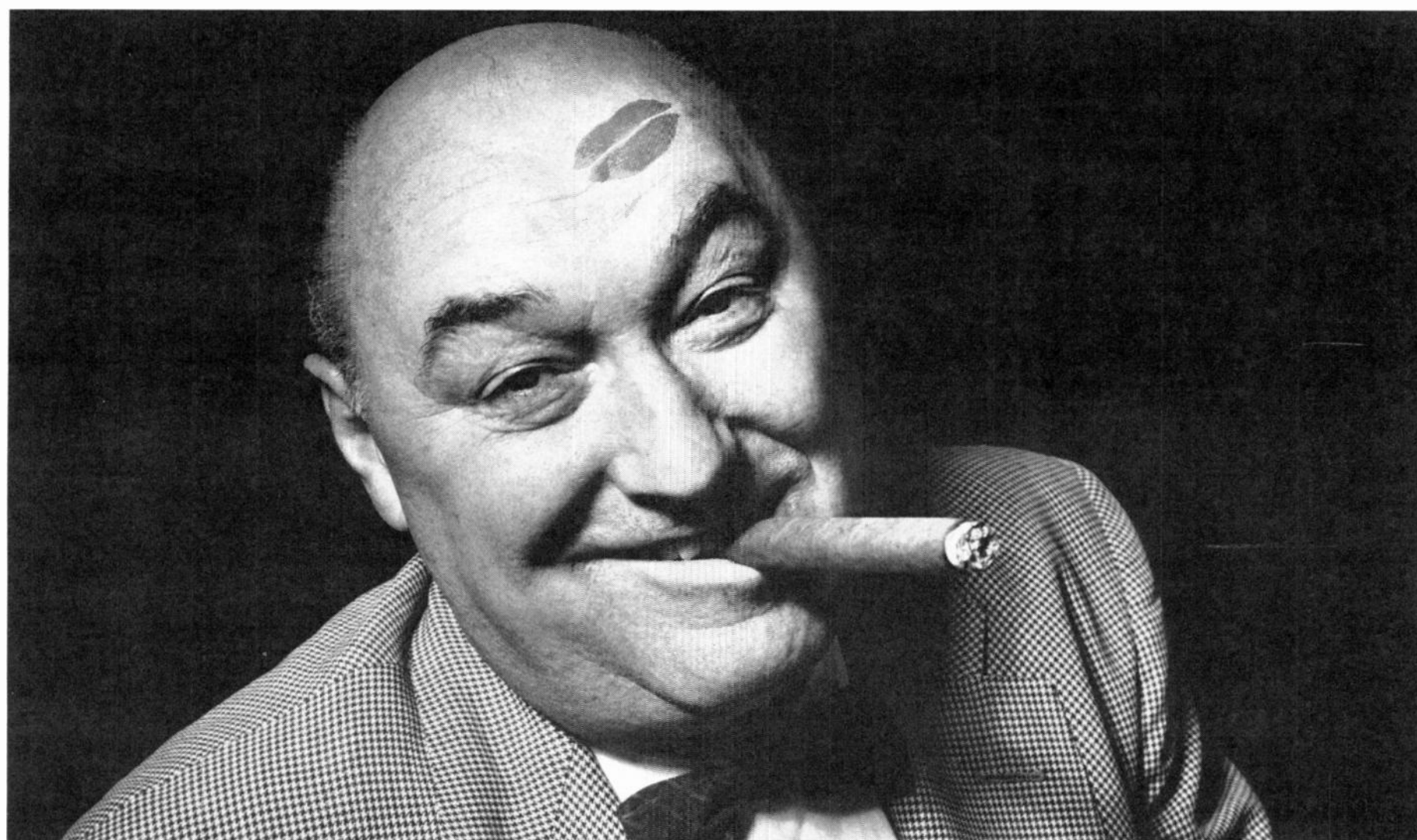
Leading all other tape decks in best-selling lines for 1966...dependable BSR TD10 supplies "instant relief" for tape recorder troubles! BSR lets you switch speeds...directly from play to record or rewind, from fast forward to fast rewind, without stopping the motor...and without breaking, spilling or snarling the tape! In your own demonstrations and in your customers' homes, BSR's new smooth, powerful drive and flexible action will operate flawlessly, without interruption and with full fidelity in recording and playback. Watch BSR's new trouble-free TD10 tape deck build your sales and hold your profits!

- Changes speeds and operations without pause or stop! 3 Speeds 7" Reels Stereo or Monaural—2 or 4 track heads Digital counter
- Constant-speed, heavy capstan drive Extra-powered, dynamically balanced motor Minimum flutter and wow Low impedance heads for transistorized stereo circuits Mat-finished aluminum control panel



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





We admit it: we like pushy dealers

If you're the kind of dealer who's in business to sell and make good money—you'll like us too.

We're downright old-fashioned about this matter of dealer profits. For instance, we start by putting margins that make sense into our retail prices. We give you plenty of selling room. We even pay the freight right to your door.

And what do we want you to do? Nothing more than to stay your lovable, pushy self. With Caloric that's all it takes to sell more ranges than you've ever sold before.

There's a whole lot more to the Caloric story that makes equally pleasant listening. Say the word and one of our pushy salesmen will barge in on you.

TO: Mr. Roy Klein, President, Caloric Sales Corp., Wyncote, Pa. 19095

Dear Roy: I'm exceedingly pushy. But I don't like to be pushed. Send one of your shy salesmen.

NAME _____

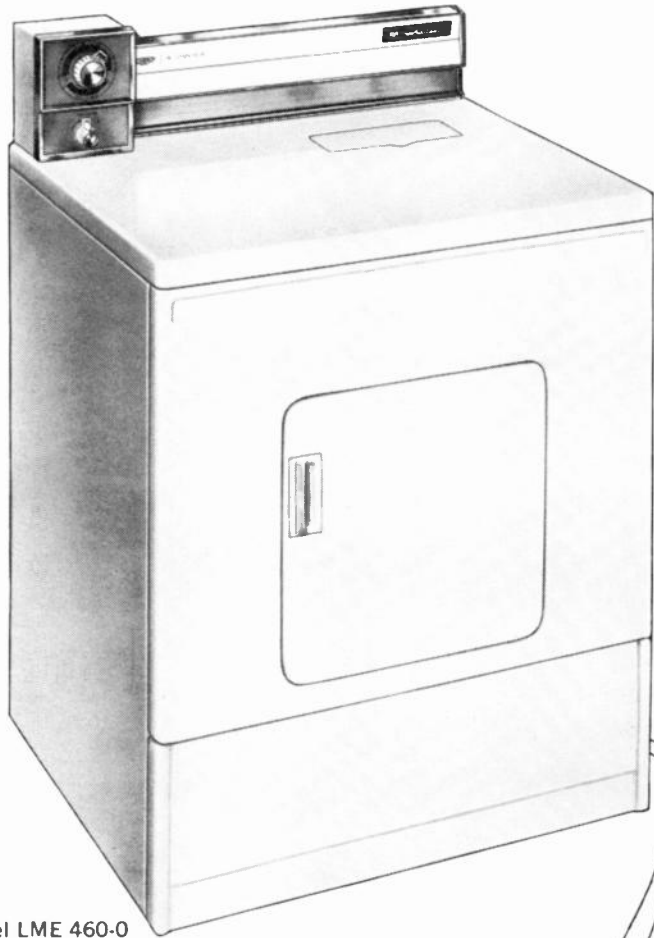
FIRM _____ TEL. _____

STREET _____

CITY _____ STATE _____ ZIP CODE _____

MM-9

Caloric®
CALORIC SALES CORPORATION, TOPTON, PA.



Model LME 460-0

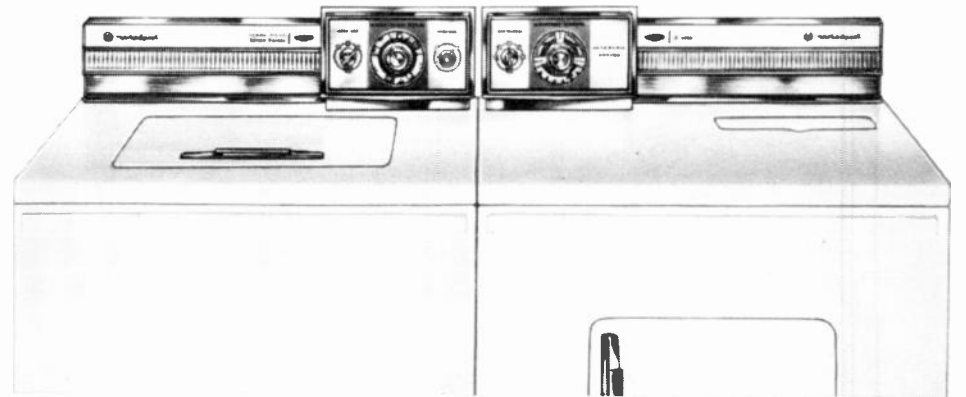
Who ever heard of
 an **RCA WHIRLPOOL**
 automatic dryer with
 4 cycles and 3 heats
 nationally priced at



You just did!

This Model LME 460-0 RCA WHIRLPOOL automatic dryer always was a great value . . . and now at only \$128.88 it's unbeatable. It comes complete with 4 cycles to dry any fabric just right . . . 3 heat selections . . . DAMP DRY setting . . . built-in lint screen . . . lots more. And matching washer is available at a terrific price, too. How's that for a profit-making deal for you?

But that's not all! You can now step up to bigger profits with the *lowest priced* RCA WHIRLPOOL automatic washer with MAGIC CLEAN® filter and SUPER WASH . . . the *lowest priced* automatic dryer with MOISTURE MINDER® control and 5 heat selections. Don't tarry! Get your RCA WHIRLPOOL distributor on the phone right now.



Model LPA 560-0

Model LPE/I 560-0-1

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



HOME APPLIANCES

I Believe

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



Keep Store Signs Timely

Point-of-sale displays can be updated very easily by taking the latest beautiful magazine advertisements on appliances and mounting them on stand-up easel placards. We attach them with scotch tape or rubber cement. We also do this with our newspaper advertisements and with signs such as these:

"OPEN EVENINGS BY APPOINTMENT"

"WE DELIVER FREE"

"RELAX—DON'T HURRY! IF YOU GET AN OVERTIME PARKING TICKET WHILE YOU ARE SHOPPING IN ANY OF OUR STORES, BRING IT TO US AND WE WILL BE GLAD TO PAY THE FINE FOR YOU"

"FISHING LICENSES ISSUED HERE"

"IF YOU CAN'T FIND IT—ASK FOR HELP"

"THE FAMILY THAT PLAYS TOGETHER STAYS TOGETHER"

"YOUR ONE-STOP SHOPPING CENTER—WE GIFT WRAP—INSURANCE—AND MAIL"

"IF YOU LIKE IT, TELL GRANDPA AND GRANDMA," etc.

We are careful not to over-sign, but signs like this on stand-up easels are very interesting and helpful to our customers and often result in plus business.

Don't throw away those stand-up easel placards that many manufacturers supply you with free from time to time; *save them and use them over again for signs like those mentioned above.* Every month bring them up to date when the new magazines come out. This will update your window and floor displays and bring your sales force up to date, too. It will serve to remind you that this factory is pre-selling for you to millions of readers and that the minute you show this national advertisement you are tying in with your *Brand Name* factories' nation-wide promotions. This helps you build a more attractive store image.

If you don't keep rubber cement handy, tear out this article as a reminder, and then go to your office supply store and buy a pint-size dispenser. We use one of these in every department. Rubber cement enables the user to do a smooth pasting job without being messy. Any misplaced cement just rolls up under your finger into a ball, and you can throw it in the waste basket. If you've never used rubber cement, you'll be amazed how handy and clean and quick it is to use. We refill our dispensers from a gallon jug that we have filled from a five-gallon can at our newspaper office. All of the newspapers in the country use gallons of rubber cement. Some of them put it on with an oil can for a dispenser. Not a bad idea, but we like the pint-sized dispenser with the adjustable plunger brush.

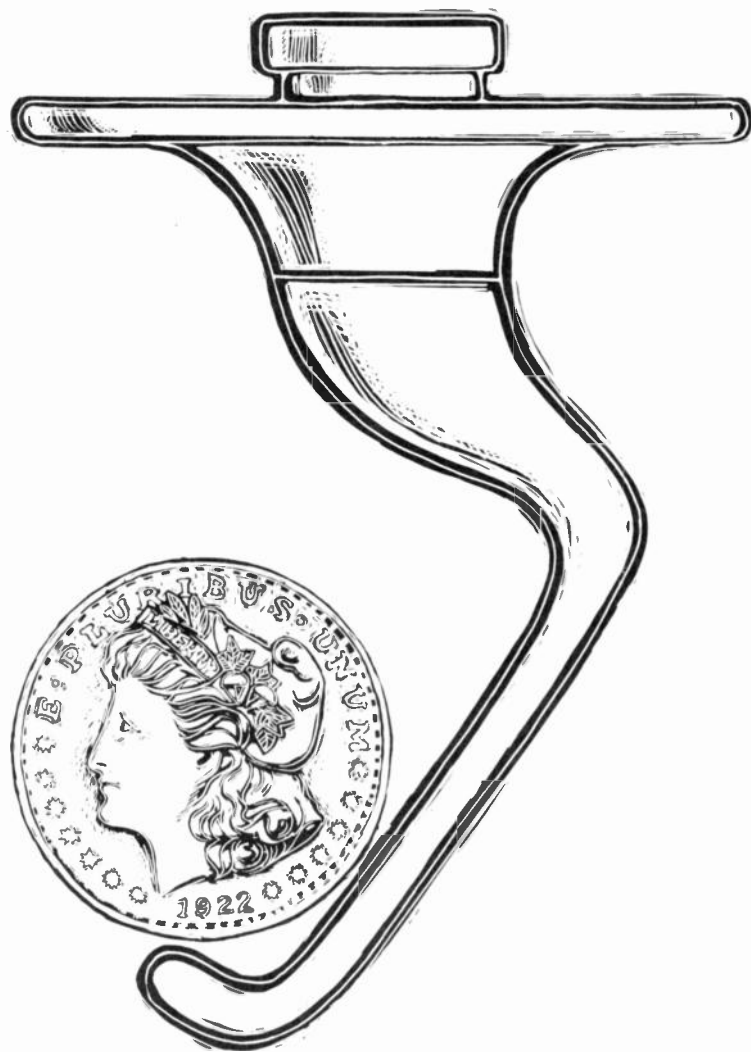
Sounds like we're back in the paper-doll stage, but I assure you it pays to keep your merchandise up to the minute with the above-mentioned tie-ins with national advertising. Sometimes we cut out just a part of an advertisement from a trade magazine and then use a speed-ball pen to write in our sales story, price and terms, etc.

By the way, when you're at your office supply store, buy a set of speed ball pens and a bottle of black India ink (waterproof). If you want to get fancy, ask to see the speed ball pen holder with the "push button" feed. Then teach a girl in each of your departments how to take care of your signing.

If I were a manufacturer, once a year I would send out a set of stand-up show cards with eight different ads on them and they would be in four sizes: two full-page, two half-page, two quarter page, and two one-eighth page cards. I would urge my dealers to use these at the point of sale and in the windows and also ask them to watch for the new monthly magazine advertisements and bring these placards up to date from time to time. Better yet, send the ads you are going to use in your national program to the dealers direct, and they can put the ads on the showcards you sent them the first of the year. This will keep dealers right up to date.

It is very easy to take a good pair of scissors and cut a stand-up card down to the size you need. Be sure to discard dog-eared signs and any that show they have been up for a long period of time. Put on a new face at least once a week in your windows and at least every two to four weeks on your floor displays.

In our business I BELIEVE the point of sale is where the stage must be set with everything right up to date at all times. Using the latest advertising from magazines and newspapers can be very helpful, but they're just in the way and detract from your display if they're left laying around loose, so put them on an attractive stand-up placard. ■



Dough Maker

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

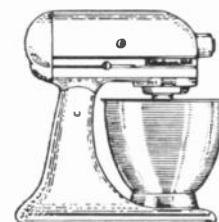
We've found that women are buying this Food Preparer because it's the only home mixer that kneads yeast dough. But that's not all it does.

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

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

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

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



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

NAME _____ TITLE _____

FIRM _____

ADDRESS _____

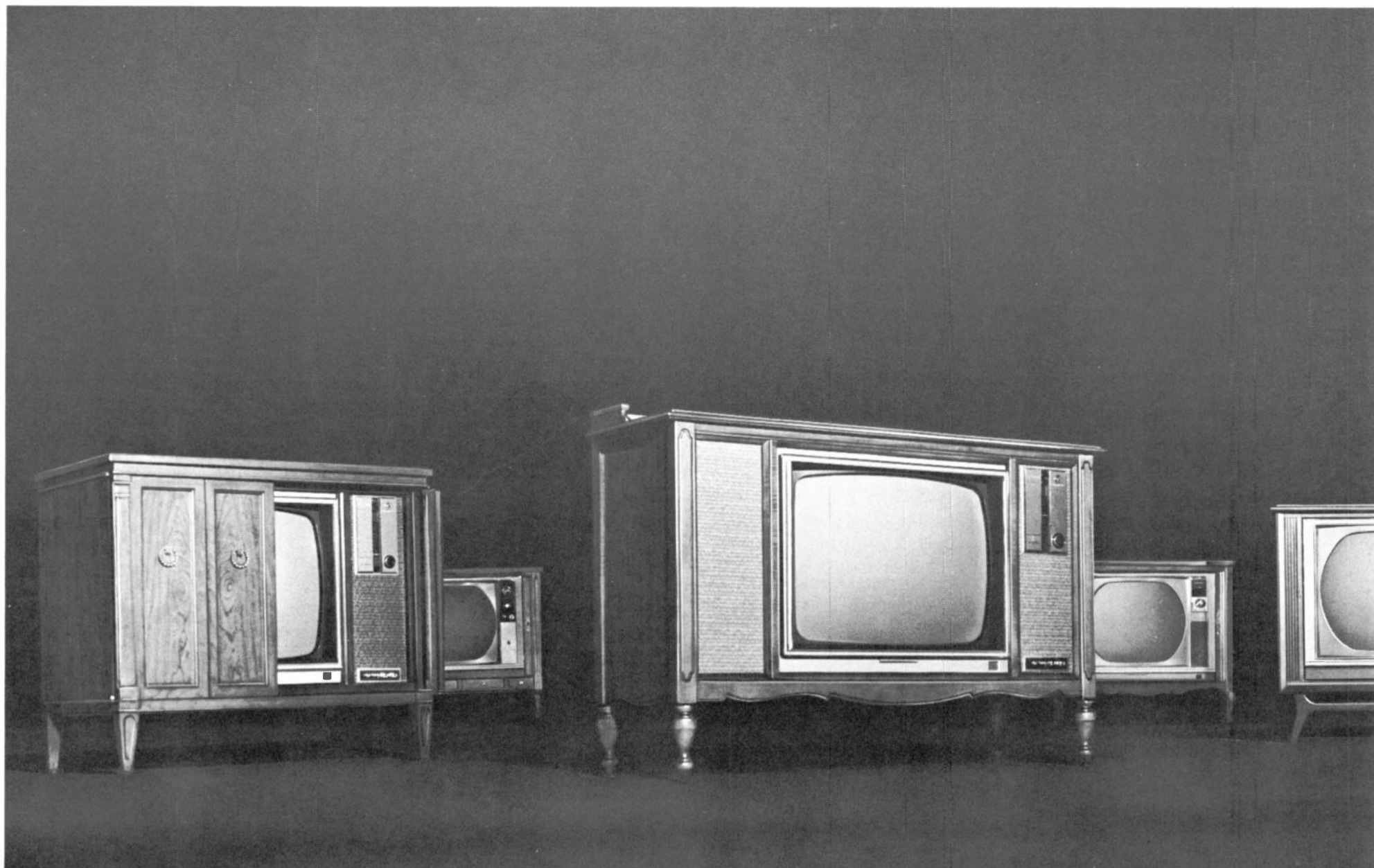
CITY _____ STATE _____ ZIP CODE _____

FOOD PREPARERS BY

KitchenAid®

NOW, THE FINEST CABINETRY
AND THE MOST EXCITING
COLORS IN COLOR TV...
BROUGHT TO YOU BY
ZENITH'S NEW HANDCRAFTED
COLOR TV FOR 1966

And to help you capture more Color sales
Zenith offers nine 25"* models covering
the most wanted furniture styles . . .
Contemporary, Early American, Italian Provincial,
French Provincial and Danish Modern.
The quality, of course, is still Zenith traditional.



Never before has Zenith given you such a winning combination of quality features and fine-furniture styling to sell in Color TV.

For example, Zenith's new Sunshine® Color Tube has a new rare earth phosphor for greater picture brightness, with redder reds, brighter greens and more brilliant blues.

Zenith's exclusive Super Gold Video Guard Tuning System—with 125 gold contacts—gives ultra-sensitive reception and longer TV life.

Zenith's patented Color Demodulator—the electronic

brain of Color TV—creates vivid, true-to-life colors.

And, of course, Zenith's famous Handcrafted Color Chassis—with no printed circuits, no production short-cuts—is built better to last longer. Every connection is carefully hand-wired for greater operating dependability and fewer service problems.

Wrap all this Zenith quality up in the elegance of Zenith fine-furniture styling—with nine new 25" models—and you have everything your customers want in a Color TV. At Zenith, the quality goes in before the name goes on.®



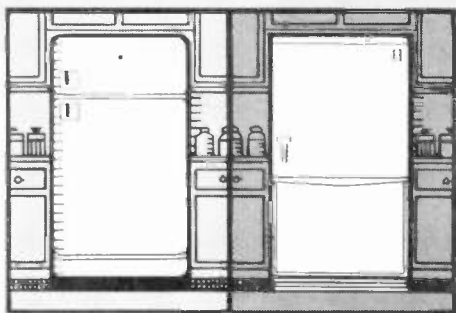
**BUILT BETTER
BECAUSE IT'S HANDCRAFTED**

*25" overall diag. measurement... 295 square-inch rectangular picture area.



The New Math

$10 \text{ cu. ft.} = 18.8 \text{ cu. ft.}$



GE Model NH-10
(1948-52) 10 cu. ft.

GE "Spacemaker
19" Model TCF 19CA
18.8 cu. ft.

It does...in this urethane insulated General Electric "SPACEMAKER 19"

You don't need calculus to solve this equation. The "differential" here is urethane insulation.

Urethane practically lets you offer your customer a 2-for-1 deal! The new 1965 GE "Spacemaker 19", an 18.8 cu. ft. refrigerator-freezer, holds about twice as much food, yet fits in the same kitchen space as her old-fashioned (vintage 1948-52) 10 cu. ft. refrigerator.

And what a luxurious appliance this GE "Spacemaker 19" is! Designed for the family that likes lots of fresh and frozen foods on hand, its roll-out freezer ends awkward bending and groping, its swing-out shelves are sturdy and wide enough to accommodate large platters.

The "Spacemaker 19" is only 67" high, 33 $\frac{3}{4}$ " wide, 26 $\frac{1}{2}$ " deep. But there's almost twice as much room inside because doubly efficient urethane foam needs to be only half as thick as old-fashioned insulation. It makes GE thin-wall construction possible.

For additional product information, write General Electric, Household Refrigerator Dept., Louisville, Ky. For point-of-sale literature on urethane insulation, write Allied Chemical.



**NATIONAL ANILINE
DIVISION**

40 Rector Street, New York 10006

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

National Electric Housewares Month Features Prizes For Consumers, Dealers

"Holiday" Promotion Sparks Utility-Factory Co-operation

"The enthusiasm on the part of the eastern utilities and distributors to become a part of the 'Holiday Of A Lifetime' sweepstakes promotion being sponsored by the electric housewares section of the National Electrical Manufacturers Ass'n, is being shown by their purchasing of thousands of promotion kits and advertising re-prints," says William J. Pfeif, manager of the marketing and distribution operation of the housewares division of General Electric Co.

Pfeif, who also heads the sales promotion committee of the electric housewares section, notes that the joining of utilities, the electric association and major distributors in the area, marks "the first time that the industry has come up with a promotion that really makes sense."

Pfeif noted that electric housewares represent the greatest growth area in consumer usage of electricity. "They're the top residential load builders today," he said, "and the economic conditions all promise a continued rise in retail sales for the industry which will truly 'make every day a holiday' for those who sell as well as for the consumers who buy."

Contest, promoted in two national magazines, will bring consumers to retail stores; display pieces, aids offered.

PENNANTS such as this carry messages designed to help dealers build store traffic and sales.

Prizers for consumers — tied to a traffic building activity; prizes for dealers, based on promotional activities. Both of these are integral parts of the second National Electric Housewares Month program sponsored by the Electric Housewares Section of NEMA.

"Make Every Day A Holiday With Electric Housewares" is the theme of the promotion.

The program actually is designed to stimulate family and gift buying the year 'round, but activity will reach a peak in October, National Electric Housewares Month.

As part of the 1965 program, NEMA is also making available to dealers a variety of sales aids to use in planning their tie-in. These include window streamers, envelope stuffers, celluloid buttons, pennants, counter cards, price stickers, radio spots, and others.

A "Holiday of a Lifetime" sweepstakes being promoted in the October issues of *Holiday* and *Family Circle* magazines offers vacation trips and electric housewares as prizes to consumers. To be eligible for a prize consumers must bring an entry form from one of the two magazines to the dealer's store for validation.

First prize in the consumer contest is a vacation trip for two anywhere in the world. Second prize is a "Holiday of a Lifetime" for two anywhere in Europe. Third prize is a trip for two anywhere in the U. S. except Hawaii or Alaska. Fourth prize consists of five trips for two to Bermuda for five days. Fifth prize is made up of 100 awards of electric housewares.

For outstanding store promotions, based on sales results and other evidence and exhibits of effective tie-in activities, dealers will be awarded

eight "Holiday of a Lifetime" trips that match those offered to consumers.

Evidence submitted in this competition may consist of not only reports of successful sales results, but photos of window and department displays, photos of demonstrators in action, exhibits of advertising tear sheets, radio spots, as well as other evidence.

Entries must be postmarked no later than November 30, 1965. They should be addressed to Ted Sommers, Inc., 2 Post Rd., Fairfield, Conn., P. O. Box 627.

"Holiday of a Lifetime" sweepstakes kits are available to dealers for \$1.20 each. The kit contains the following materials: one 12" x 33", four-color streamer; one 17" x 22" four-color sweepstakes prizes streamer; six 12" x 14" two-color over the wire pennants; one 12" x 14" two-color easel counter card; three 3½" x 6" two-color four-page envelope stuffers; and 1¾" diameter celluloid button; one 16-page "Dealer Promotion Planner Book"; one 16-page "Dealer

Promotion Work Book"; 12 3½" x 4¾" two-color acetate self sticking price stickers.

The "Promotion Planner" outlines to the dealer the impact of the "sweepstakes" contest in building traffic and increasing sales. The planner includes a number of promotion ideas and suggestions for use of direct mail, newspaper advertising, plus suggestions for obtaining promotional help from distributors, manufacturers, and utilities.

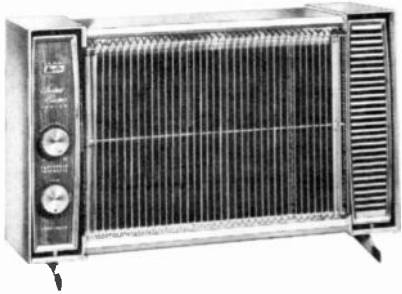
The "Promotion Work Book" contains reproduction art for the "Make Every Day A Holiday" emblem and for drop-in ads. The book also contains suggested dealer and utility ads in what are said to be the most popular sizes.

Also available for 1.8 cents each are three different envelope stuffers. These stuffers provide room for dealer imprint.

The stuffers are available from Ted Sommers, Inc., 2 Post Rd., Fairfield, Conn. Kits may be obtained from participating manufacturers and utilities, or from Ted Sommers. ■

Housewares Month Product Review

[Featuring Clues That Can Help You Win A Prize: See Next Page]



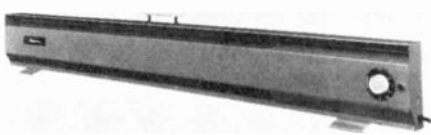
ARVIN portable electric heater (Model 34H13) offers three instant heats plus fan-forced warmth. The unit also offers following safety features: "Safeguard" tip-over safety switch, automatic self-limiting temperature control, and positive "Off" switch.



ELECTROMODE "Slimline" portable electric heater (Model PB-10) has automatic built-in thermostat that controls heating level. Safety is said to be insured by use of finned tubular heating element that is completely enclosed by heater's steel case. Two bimetal disc type switches prevent any overheating.



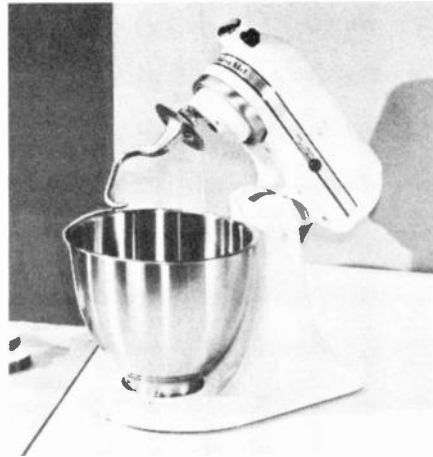
GENERAL ELECTRIC spray, steam and dry iron (Model F81T) features Teflon-coated ironing surface that helps prevent starch from sticking to iron and keeps appliance cleaner. Starch and lint which does stick to soleplate may be wiped off easily. Too, corrosion is prevented on coated soleplate.



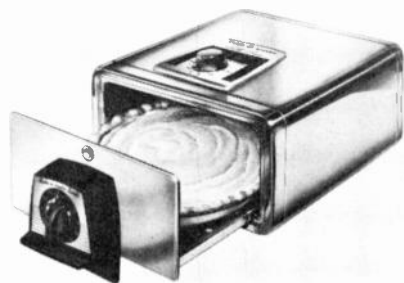
HUNTER automatic fan-forced portable convection baseboard (Model HFBP 15) is 1530-watt unit that has all basic features of manufacturer's convection baseboard portables plus fan-forced circulation and de luxe pilot light.



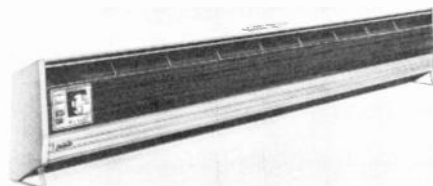
CORY three-in-one appliance (Model DCKS) is automatic electric combination can opener / knife sharpener / scissors sharpener. Measuring 8 1/2" x 4 1/2" x 5", unit operates on high-torque 100-watt motor.



KITCHENAID FOOD PREPARER (Model K45) is said to be only yeast dough kneading electrical appliance made in continental U. S.



KNAPP-MONARCH "Redi-Oven Special" (Model 45-510S) is portable oven with accurate temperature control up to 500°F. Fall promotion offers purchaser of unit coupons for three famous frozen foods plus International Silver "Party Set."



MARKEL portable baseboard heater (Model 15T) is said to be only baseboard unit on market that can provide three heats. Built-in thermostat automatically controls heater temperature. Double baffling maintains low surface temperature that is safe to touch.



MIRRO "De Luxe Electric Fry Pan" (Model M-047) features "Easy-Over Cover" handle that prevents steam-burned hands and messy counter drip. Inside of fry pan is finished with black Teflon.



FASCO table fan (Model 10) is said to be safest of all portable fans, since this "Mighty-Mite" has blades made of rubber. The unit features 10-inch blades pitched for ultra-high air delivery and durable high-impact plastic base.



PROCTOR-SILEX "Mary Proctor Power Spray/Steam/Dry" iron (Model 10301N) is designed so that when thumb pressure is applied to power spray button, iron delivers continuous atomized spray that takes away ironed-in wrinkles.



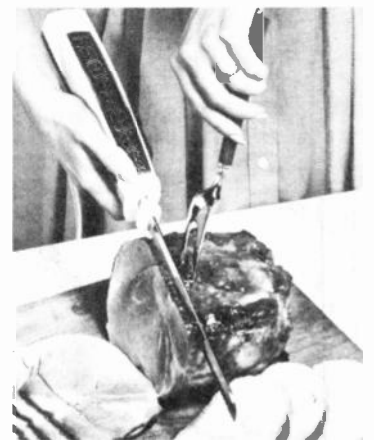
WESTINGHOUSE coffee maker (Model HP-90) which employs what is described as revolutionary new "Pressure-Flo" system to make coffee. This method employs "Pressure-Flo" basket that is sealed at top to lock in coffee grounds. Model shown here is styled in Early American tradition.



OSTER push-button "Osterizer" (Model 541-11) features eight recipe-tested speeds at user's fingertips that are conveniently operated by modern, push-button control. Manufacturer notes that eight specific speeds "Takes the Guesswork out of Blending."



RONSON carafe blender is designed to crush ice cubes from tray without using special attachment or adding water. Guide on base of unit indicates speed to be used for blending various foods.



SUNBEAM electric slicing knife (Model EK 300) features blade that is sharpened to tip. Unit is part of matched knife and fork set packed in smart, compact presentation case.



WEST BEND 30-cup "Automatic Party Perk" is copper-colored unit that is insulated to keep coffee hot minus cord and iced beverages cold for hours. "Serve" light flashes when coffee is ready.

Housewares Contest Offers Prizes For Identifying Features

\$500 savings bond is first prize; product awards offered, too.



More than \$500 in U. S. Savings Bonds plus 15 modern electric housewares are being offered as prizes to dealers and their salesmen in a contest being conducted in support of National Electric Housewares Month.

The competition is sponsored by MART Magazine in co-operation with the manufacturer members of the electric housewares section of the National Electrical Mfrs. Ass'n. National Electric Housewares Month is scheduled for October, 1965.

By correctly answering the questions relating to product features found in the contest entry blank on this page, the entrant places himself in contention for one of the prizes being offered. Answers to the questions will be found in product descriptions on the preceding page.

The products which are pictured and described on that page were selected by members of the

electric housewares section of NEMA to be featured in the contest. By studying the descriptions, a reader not only should be able to answer correctly the contest questions, but he will also familiarize himself with outstanding sales features of products being sold in the market place.

The contest is open to retailers and their salesmen. By "retailers" is meant any type of retail outlet that sells electric housewares and/or major appliances and home electronics items.

Only the official entry blank found on this page will be considered in the judging. Entrants are asked to print when they insert their name, store name, and other information requested at the bottom of the blank.

Entries in the competition must be postmarked not later than midnight, October 12, 1965.

Winners will be announced in the November, 1965 issue of MART Magazine.

Address your entry to Housewares Contest Editor, MART Magazine, 757 Third Ave., New York, N. Y., 10017.

All entrants who answer the 16 questions correctly (and they should be able to do this by reading the review on the next page) will have their entry blank placed in the contest "hopper."

A prominent industry figure will draw entries from this "hopper" one at a time. The first entry to be drawn will be the winner of a \$500 U. S. Savings Bond; the second, a \$100 savings bond; the third, a \$50 savings bond, and the fourth, a \$25 bond. The next 15 winners will each receive a product prize.

Products will be awarded in the alphabetical order of the manufacturer's names. In some cases a prize corresponds to the manufacturer item presented in the product preview. In other instances it does not.

Here Are The Prizes!

Following is a list of prizes in the MART Magazine and NEMA National Electric Housewares Month Contest:

- 1st Prize—\$500 U. S. Savings Bond
- 2nd Prize—\$100 U. S. Savings Bond
- 3rd Prize—\$50 U. S. Savings Bond
- 4th Prize—\$25 U. S. Savings Bond
- 5th through 19th Prizes:
Arvin Portable Heater
(Model 34H13)
- Cory Automatic Electric Combination
Can-Opener/Knife Sharpener/
Scissors Sharpener
(Model DCKS)
- Electromode "Slimline" Heater
(Model PB-10)
- Fasco Portable Intercom
(Model CI-8202)
- GE Spray, Steam and Dry Iron
(Model F81T)
- Hunter Convection Baseboard
(Model HFBP 15)
- KitchenAid Food Preparer
(Model K45)
- Knapp-Monarch Redi-Oven Special
(Model 45-510S)
- Mirro "De Luxe Electric Fry Pan"
(Model M-0471)
- Oster Classic 8 "Osterizer"
- Proctor-Silex Power Spray/Steam/Dry
Iron
(Model 10301 N)
- Ronson Carafe Blender
- Sunbeam "Jet Set" Hair Dryer
(Model PHD-1)
- West Bend "Automatic Party Perk"
(Model 3525)
- Westinghouse "Pressure-Flo" Coffee
Maker
(Model HP90)

Answer These Questions To Win A Prize!

(First read the Electric Housewares Product Review on the preceding page.)

In the blank space provided in front of each "feature clue" in Column I, enter the name of a manufacturer from Column II who makes the product which includes that feature. It is acceptable, actually, to enter either the manufacturer's name or the letter of the alphabet preceding his name.

Column I (Clues)

1. "Which portable heater offers all these safety features? "Safeguard" tip-over safety switch. . . Automatic self-limiting temperature control. . . Positive "Off" switch.
2. "What company has equipped its spray, steam and dry iron with a Teflon*-coated ironing surface to help prevent starch from sticking and to keep the iron cleaner?"
3. "Which manufacturer's coffee maker uses the revolutionary new "Pressure-Flo" system?"
4. "Who makes the electric houseware that is a portable oven with accurate temperature control up to 500° F.?"
5. "What is the only baseboard on the market that can provide three heats?"
6. "Takes the guesswork out of blending."
7. "The blade of this knife is different from others on the market because it is sharpened to the tip."
8. "What new Automatic Can Opener Opens Cans Automatically, Sharpens Knives, and Sharpens Scissors, too?"
9. "This portable heater has two bi-metal disc type safety switches which insure safe performance levels at all times."
10. "This safest of all portable fans, since this 'mighty-mite' has blades made of rubber."
11. "What type of fan unit has been added to this 1530-watt portable convection baseboard heater?"
12. "Who makes the only Bread Mixing electric appliance in the United States?"
13. "What feature of this pan prevents steam-burned hands and messy counter drip?: the 'Easy-Over Cover' handle."
14. "Power Spray is a top feature of the Mary Proctor Spray Iron. When thumb pressure is applied to the power spray 'button' the iron delivers a continuous atomized spray that takes away ironed-in wrinkles."
15. "What blender crushes ice cubes from the tray without using a special attachment or adding water?"
16. "What copper-colored 30-cup automatic Party Perk is insulated to keep coffee hot minus a cord and iced beverages cold for hours?"

Column II (Answers will be found here)

- a. General Electric
- b. Knapp-Monarch
- c. Westinghouse
- d. Ronson
- e. Arvin
- f. Oster
- g. West Bend
- h. Mirro
- i. Proctor-Silex
- j. Sunbeam
- k. Cory
- l. Markel
- m. Fasco
- n. KitchenAid
- o. Electromode
- p. Hunter

Your Name

Store Name

Street Address

City

State

Don't forget to also enter the electric housewares month contest described on page 23.

Displaytime

FIRE: Prevention And Sales

By WALTER H. HOGAN

October is National Electric Housewares Month. It is also the month of Fire Prevention Week (always the Sunday through Saturday period containing October 9, date of the Great Chicago Fire in 1871). Tying these two events together can produce for you a civic-minded display.

Of the four basic types of displays that deserve space in your windows — seasonal, holiday-special event, civic and institutional — the civic display deserves special attention, because it can be the most valuable expenditure of display space you can make. There are two kinds of civic displays. One, the store can "donate" space to various civic organizations and let them praise themselves in your windows. Two, the store takes it upon itself to promote some phase of community life.

Your Fire Prevention Week display can do double duty: honor the firemen of your community, whether they're in a large metropolitan department or a company of volunteers; and alert your customers and passersby to the importance of home fire prevention.

According to National Fire Protection Ass'n research, fire destroys or damages 67 American homes every hour. And almost 60 per cent of all dwelling fires start in kitchens or living rooms. Material from the association calls attention to "damaged cords, plugs or switches" and "worn or defective appliances" among the causes of electrical fires. One booklet says: Appliances can get "tired" — repair or replace them at first signs of "old age."

DISPLAY IDEA: Red should undoubtedly be the predominant color of your display topped by a large banner which reads: "Take Time For Home Fire Prevention" and then lists (with numbers inside a flame design): "1. Watch for



Sketch of Fire Prevention Week and electric housewares display



Fire Prevention Week poster

worn cords. 2. Have enough electrical outlets. 3. Replace old appliances; get new models now."

Then arrange on shelves or stands some of the new electric housewares you choose to feature, such as coffeemaker, toaster, waffle grill, iron, broiler, heater, and frypan. As eye-catchers for the fire theme of your display, set out a pair of firemen's boots, helmet, nozzle of a fire hose, or perhaps an extinguisher or fire axe. Contact your local fire department to borrow equipment or get suggestions for your window. Also, it's suggested you use the 1965 Fire Prevention Week poster with its theme of "Don't Give Fire A Place To Start."

FREE FIRE MATERIAL: Free newspaper mats (to tie in your ads with your window display), a glossy of the poster, a copy of a clip-sheet, and order blank for materials available will be supplied to "any store asking for it without charge," says Deuel Richardson, manager, public relations department of the NFPA.

Write: National Fire Protection Ass'n, 60 Batterymarch St., Boston, Mass. 02110.

FIRE THEME TIE-IN: As part of your observance of the 43rd annual Fire Prevention Week in U. S. and Canada, you may wish to use for handouts or mailings to customers some of the educational materials available at a small cost from the NFPA. These include folders and eight-page booklets.

Folders: "What's Cooking" (mentions small pan fires on top of stove, oven fires, etc.) and "Fire By Electricity" (mentions: "A forgotten heating appliance keeps right on working until it's too late"). Price \$1.50 per 100, \$12.50 per 1,000.

Booklets: "Take Time For Home Fire Prevention" (mentions TV sets, stoves, appliances, electrical outlets, and portable heaters) and "Your Guide For Home Fire Fighting" are priced 5-cents each, \$5 per 100, or \$45 for 1,000. Order these from the NFPA at the Boston address.



Sunbeam Seeks To Get Dealers To Look Outside For Sales And Profit

“Turn A Lion Loose On Your Lawn” national promotion kicks off campaign geared to interest appliance dealers in new mower that accents electrics.

By ALAN C. ROSE

A new line of lawn mowers with a heavy emphasis on electrics, and specifically designed to help appliance dealers become more of a factor in the fast-growing outdoor products field, has just been announced by Sunbeam Corp.

The line of 12 electrics and nine gas models will be introduced through what Sunbeam has termed the “biggest lawn mower promotion ever.” Sporting the slogan “Turn a lion loose on your lawn — mow faster electrically,” Sunbeam is intent on showing dealers that they belong in outdoor products sales as well as in appliance sales, and most important, that they can make a good profit in this area of retailing.

With the introduction of the new models, Sunbeam now offers a total complete line: 16, 18, 20, and 25-in. cuts, rotaries, reels, riders, and self-propelled and push models. Fair trade retail prices on the new mowers range from \$49.95 to \$299.95.

“The accent on electrics is a forerunner of what we at Sunbeam feel will be the way of mowing lawns in the years to come,” states William J. Burke, general manager, outdoor products division. “I am firmly convinced that within three years 40 per cent of industry sales will be in electrics.”

Features of the new mowers include a totally new deck design, a new wheel height adjustment which makes dialing the wheel height easier, a new grass bag that bags twice as much grass as was bagged before, and a new cord take-up reel that automatically rewinds the cord and takes away the risk of cutting it.

There are, according to Burke, many advantages for retailers to now carry electric power-mowers. These advantages offset existing objections as to why dealers were not in the outdoor products field before.

First of all, there is virtually no service problem with electrics, an objection that many dealers previously had. Secondly, the low design compact displays Sunbeam is offering takes up minimum floor space in a dealer's store, yet opens the door for a broad new market.

Sunbeam has taken three basic steps to insure dealer profit: (1) All goods will be sold exclusively through wholesalers. This is a step taken to insure profitability as the company believes the distributor must enjoy a goodly share of business which will ultimately benefit independent retailers who will in turn establish a strong base of volume.

(2) Exclusive distribution is planned and is geared to encompass only distributors who will do a top job of covering their territories.

Burke reports that Sunbeam is presently involved in an intensive program designed to franchise distributors who are already calling on appliance dealers.

(3) Fair trade will be utilized in states with fair trade legislation. This guarantees a minimum 25 per cent profit. This, too, will help relieve the distributor's pressure to give price concessions to the dealer.

Sunbeam's immediate goal is to have their new lawn mower line in a minimum of 18,000 retail

outlets within 12 months.

Burke emphasizes that the new line is designed to make mowing easier, faster, cleaner, and safer. “The fact that the electrics have no starting problems, no carburetor difficulties, no running out of fuel, and get the job done faster than before due to a new 20-in. cutting width, are all features that dealers can sell hard. Since over 4,000,000 power mowers were sold during the 1965 season, it is imperative that dealers get in on this fast-growing market,” Burke states.

The “Lion on the Lawn” promotion will be spear-headed by a market-wide massive advertising campaign. Burke estimates that \$1 million alone will be spent on TV commercials which will carry a live lion as their theme. Co-op advertising is readily available. The lion theme will be carried in every single aspect of advertising promotion.

Two display deals will be offered by most distributors. The first deal asks the retailer to buy three mowers. For doing this he will receive full display material as well as a 40-in. stuffed giant lion.

The second deal is a six piece package where the retailer is asked to buy six assorted mowers. He too receives display material as well as the stuffed lion.

A “Name the Lion” contest will be held with two live lion cubs provided for each territory. Dealers will be able to run a consumer promotion

at their stores with customers asked to name the lion which will actually be in the store. The winner will have the lion presented in his name to the local zoo.

In another contest consumers will be invited to come into a dealer's store and fill in a blank provided by Sunbeam. On this they will write what they like most about electric mowers in 50 words or less.

First prize in this contest will be a free safari to Africa. Ten trips to Disneyland will also be included as prizes. The trips to Disneyland will be family trips and the family which wins, regardless of the number of children, will be flown to Disneyland where it will be Sunbeam's guests.

Duplicate prizes will be awarded to the dealers from whom the winning entries are received.

To add authenticity to the promotion Sunbeam is making available African safari costumes which will be loaned to dealers whose salespeople will wear them during the seasonal promotion.

Other collateral material includes a “Turn a lion loose on your lawn” banner, decals, and a flood of in-store promotional material.

The new line of power mowers is but one initial step towards broadening Sunbeam's line of outdoor products. Sunbeam is now looking for outside-the-home labor-saving devices as intensively as they are looking at the in-the-home products. Vast energies and money at the corporate level are now being devoted to this market. ■



DISPLAY in Gately's Peoples Department Store, Chicago, is typical of many that will be in evidence in retail outlets next spring in support of Sunbeam “Lion” campaign. Display materials, safari costume, etc. are given to dealer with purchase of three mowers.

Announcing

The Eleventh Annual Competition For "Creative Retail Salesman-Of-The-Year"

Nation-wide sales idea contest sponsored by MART Magazine and NARDA will have four major winners.

A sales idea that was effective in achieving its objective in 1965 can open the golden gate to important prizes for the top winner in the 11th annual "Creative Retail Salesman-Of-The-Year" competition. For the grand prize winner in the nation-wide contest, jointly sponsored by MART Magazine and the National Appliance and Radio-TV Dealers Ass'n, will receive:

\$500 . . .

A special plaque . . .

National recognition in MART . . .

And he'll go to the Golden Gate city, San Francisco, to attend — on an expense-paid round trip — the annual NARDA convention to be held Feb. 17-19 at the St. Francis Hotel.

There will be three other major winners—one in each of the three product categories in the contest created more than a decade ago by the late Georges J. Birgy, advertising representative for MART Magazine, who died last

month after a long illness.

One hundred other entrants will be awarded Certificates of Merit and be cited in MART Magazine for their accomplishment.

All it takes to win one of the above prizes is one good, proven retail selling idea which you tell about in your own words as briefly as possible. Contestants may submit as many entries as they wish in each of the three categories.

Home Entertainment Products

Electric Housewares

Major Appliances

The contest is open to all appliance or radio-TV dealers and their salesmen. It makes no difference whether the store you sell for is large or small, a department store or a discount house.

For your entry you can use the official entry blank on the opposite page or any sheet of paper at hand. All you have to do is describe in your own words (though there's

(Continued on page 60)



THIS GOLDEN GATE city hotel — the St. Francis — will welcome the grand prize winner of the 11th annual "Creative Retail Salesman-Of-The-Year" competition when he attends — on an expense-paid round trip — the annual NARDA convention Feb. 17-19, 1966, in San Francisco, Cal.

Official Entry Form

CREATIVE RETAIL SALESMAN-OF-THE-YEAR

What particular selling idea did you use in 1965 that successfully contributed to your making sales?

Say it in your own words and be as concise as possible. If more space is needed, please use additional paper and attach to this form. (Check the division you wish to compete in.)

Home Entertainment Electric Housewares Major Appliances

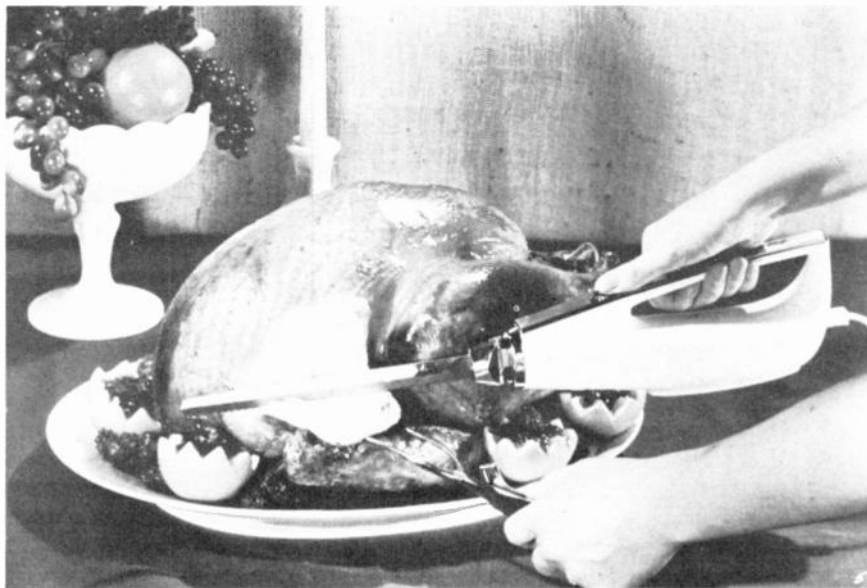
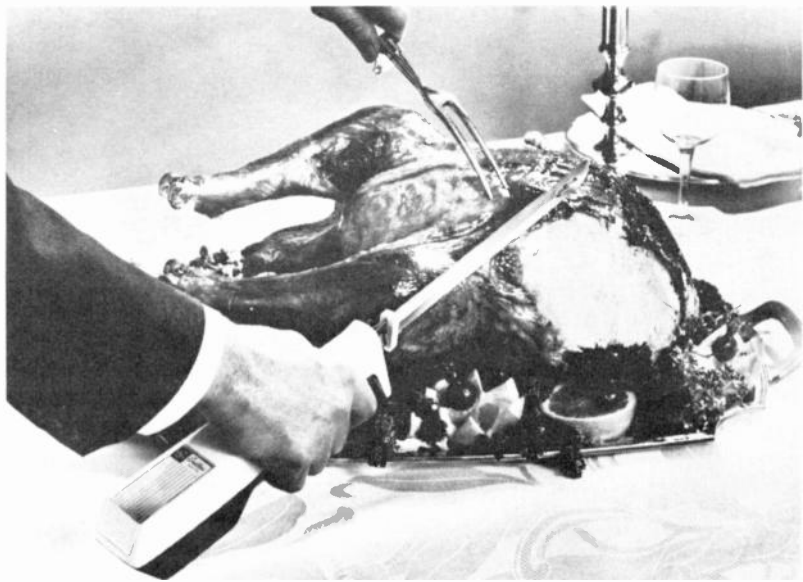
MAIL THIS FORM TO:
Creative Retail
Salesman-Of-The-
Year Contest,
MART Magazine,
757 Third Ave.
New York, N. Y. 10017

NOTE:
All entries
must be
postmarked
no later than
Dec. 11, 1965

Please answer every item as completely as possible:
Salesman to fill out following:
Salesman's name _____
Employed by _____
Store corporate name _____
Address _____ City _____ State _____
Dealer to fill out following:
Salesman has been employed in this business since _____
With this store since _____
Signed _____ (Dealer's name)

1965: Year Of The Electric Knife

Manufacturers see item, once thought "difficult to sell," becoming one of the staples in the electric housewares field.



RESEARCH SHOWS that the electric knife is a gift bought by a woman for a man. Manufacturers differ as to which will win out: the corded or cordless version.

Comet or star? Is the electric knife a comet flashing across the housewares sky with a long tail of sudden sales soon to move out of view? Or is it going to be a star appliance with a relatively fixed position?

Consensus of manufacturer "astronomers" places this not-yet-three-year-old product in the star category.

Noting that "certainly the electric knife is one of the major innovations in the electric housewares industry during the last decade," Sheldon Shaffer, executive vice president, Dominion Electric Corp., says: "From the marketing point of view, we at Dominion believe that the electric knife will occupy a firm position in the small appliance field. As a gift item, it will be a solid sales leader. And as a purchased-for-use product, it will be second only to the industry's 'bread and butter' items such as irons and toasters."

"Although it certainly enjoys tremendous novelty and gift appeal," says N. H. Schlegel, vice president, marketing, Cory Corp., "I think that it is now beginning to be recognized as a functional kitchen appliance that enjoys a regular day-in, day-out practical use value." Carving at the table "after all represents only a very small percentage of the total use value of the electric knife," Schlegel points out.

"As to the future of the electric slicing knife," both Willard H. Sahloff, vice president and general manager, and William J. Pfeif, manager of the marketing and distribution operation, housewares division, General Electric Co., "agree that it will eventually become a standard item on the same scale as electric mixers, instead of remaining primarily as a gift item."

"The electric knife will take its place in the kitchen along with the electric coffeemaker and toaster," says B. F. Sears, executive vice president, Rival Mfg. Co., "because it certainly performs and makes the homemaker's work easier. It definitely performs slicing tasks better than heretofore on such hard-to-cut foods as fresh

bread, angel food cake, and fresh pineapple. What's more, it's lightweight and easy to clean. These reasons, plus the fact that there is virtually no saturation, will enable retailers to enjoy year-round sales not necessarily limited to the peak gift-buying season."

Hamilton Beach, which "expects 1965 to be the big year for the electric knife," according to Edward P. Reavey, Jr., director of marketing, sees total annual industry sales of 5,000,000 to 6,000,000 electric knives.

Other manufacturers' estimates run as follows: "Approximately 3,000,000 regular knives and 1,000,000 cordless knives" (Troy); 4,000,000 to 5,000,000 (Cory); 5,000,000 (GE, Imperial); 5,000,000 to 7,000,000 (Remington); 6,000,000 pieces "somewhat up or down" (Merit Enterprises); 6,000,000 to 7,000,000 (Shetland); and 7,000,000 units (Dry Harbor Appliances/Chef Mate).

"We feel that if the annual sales are as high as anticipated," says Harold Cantor of Dry Harbor Appliances, Inc., "the saturation point will almost be reached. Therefore, we expect that next year will be very, very competitive with price being a very large factor. We expect to see some of the firms dropping the knife, because of the profit situation."

Even so, there are new candidates coming along. The Hoover Co. this month is introducing a new electric knife. The Shetland Co. entered the electric knife arena in June with their model billed as "the safest knife in the house."

Says Shetland President Robert I. Lappin, "We believe strongly in the future of the knife classification. We foresee this functional appliance becoming one of the great basics of the electric housewares business. The acceptance of our knife by our retailers has strengthened our conviction, and the startling innovations our engineers are now developing give us faith in the future of the knife industry."

"The electric knife market is an expanding one, and sales will continue to expand upward

for many years to come," says Rival's Sears, who adds, "Never have we found anyone who purchased or used an electric knife who didn't express himself as having acquired a product he would miss if he had to be without one."

Yet happy electric knife users almost WERE without the item. For its introduction met resistance from both manufacturer and dealer.

For 25 years GE's Sahloff thought an electric slicing knife would be a successful product. GE made a consumer survey eight years ago on the most unpleasant jobs in the home: Carving was often cited. This, along with additional marketing research, helped to confirm Sahloff's intuition. GE's Pfeif nursed the development of the idea and decided that the key to eventual success was in perfecting a two-bladed knife that really worked. The new idea met resistance from some GE executives who doubted the product would ever sell, and when the product was introduced at the National Housewares Exhibit in January, 1963, retailers and wholesalers attending the show said it would be "difficult to sell."

But within six months of the GE inception, there was competition on the market. And Pfeif sets the retail volume of electric slicing knives for 1965 at \$100 million, at least. This, as Sahloff points out, "is the size of the electric shaver industry."

"We detect a close parallel between the development of the electric knife industry and the past development of the electric shaver industry," says a sales department spokesman of the Remington Electric Shaver & Portable Typewriter Div., Sperry Rand Corp. Noting that there were "no less than 60-70 manufacturers of electric shavers" by the end of the 1930's, he says, "Today, there are four major brands accounting for 92 per cent of the industry's sales. The shake-out in the electric knife category is inevitable and will undoubtedly happen very quickly." He casts a vote for the cordless knife.

But Cory's Schlegel says: "At Cory we are so
(Continued on page 48)

Quick Reference Chart On Electric Knife Features

The chart on this page lists some of the important features of top-of-the-line models of electric knives. The features were compiled by Kathleen Digilio from specification sheets provided by the manufacturers.

Brand Name	Model No.	Plug-In	Cordless	Rechargeable	Storage Tray	Wall-Mounted	Cord Length		Cord Detachable	Cord Storage	Walnut Presentation Case	Tungsten Carbide Blade Edge	Blade Lock	Blade Storage	Handle		Safety Switch	Grease Shield	Permanently Lubricated	Teflon Lubrication	Gears		A-C Only	Watts	Volts	Cycles	Hardwood Cutting Board	Charge Light	Fan-Cooled Motor	Suggested Retail Price	Other Models		Company and Address
							6'	8'							Brushed Chrome	Plastic					Teflon	Nylon									Plug-In	Cordless	
CHEF MATE	7001-D	X			X	X			X									X				X	102	115	25-60				12.95	1		Dry Harbor Appliance, Inc. 212-26 Jamaica Ave. Queens Village, N. Y.	
CORY	ECK	X			X		X	X	X			X	X	X	X		X					X	130	120				X	24.95			Cory Corp. 3200 W. Peterson Chicago 45, Ill.	
DOMINION	2801	X				X	X	X	X		X	X	X			X	X					X	85	120						1	1	Dominion Electric Corp. 150 Elm St. Mansfield, Ohio	
DORMEYER	EK-1	X					X								X	X	X					X	140	110-120					26.95			Dormeyer Div. Webcor 700 N. Kingsbury St. Chicago, Ill.	
ENDURA	Deluxe		X	X	X					X			X			X				X	X			120	50-60		X		24.95	2		Endura Appliance Co. 150 Buffalo Ave. Freeport, N. Y.	
FOSTORIA	63100	X										X										X		120	50-60						Bersted Mfg. Div. McGraw Edison Co. 2nd and Vine, Boonville, Mo.		
GENERAL ELECTRIC	EK-6	X			X	X	X	X		X	X	X						X				X	85	120					60.00	3	1	General Electric 1285 Boston Ave. Bridgeport, Conn.	
HAMILTON BEACH	273	X			X		X	X	X			X	X	X	X	X						X	100	115					34.95	2		Hamilton Beach Div. Scovill Mfg. Co. Racine, Wis.	
IMPERIAL	EL-8	X					X	X			X				X	X							130							1	1	Imperial Knife Associated Cos. 1776 Broadway New York 19, N. Y.	
IONA	EKC-1		X	X		X							X	X	X							X		115	60				35.95	1		Iona Mfg. Co. Regent St. Manchester, Conn.	
KNAPP MONARCH	10-575		X	X												X					X	X		120	60				34.95			Knapp Monarch Co. Bent and Potomac Sts. St. Louis 16, Mo.	
LADY VANITY	EK-5		X	X											X	X													34.95	2		Merit Enterprises 577 Wortman Ave. Brooklyn, N. Y.	
MANNING BOWMAN	63500	X																				X		120	50-60						Manning Bowman Div. McGraw Edison Co. 2nd and Vine, Boonville, Mo.		
PRESTO	EK-2	X			X	X	X	X	X				X									X	96	120					26.95	1		National Presto Ind. Chippewa Rd. Eau Claire, Wis.	
REMINGTON			X	X	X	X						X		X	X						X					X	X					Remington Rand Div. Sperry Rand Corp. 60 Main St., Bridgeport, Conn.	
RIVAL	1200	X				X	X	X			X	X			X	X	X					X		115					27.95	4	1	Rival Mfg. Co. 36 and Bennington Kansas City, Mo.	
ROBESON	641	X			X	X	X		X		X	X	X	X	X						X								27.95	1		Robeson Rochester Corp. 46 Sager Drive Rochester, N. Y.	
RONSON	Deluxe Carve 'n Slice	X			X	X	X		X		X																		27.95	1		Ronson Corp. 1 Ronson Rd. Woodbridge, N. J.	
SLICEAWAY	6000	X					X	X									X					X		115					24.95			Swing-A-Way Mfg. Co. 4100 Beck Ave. St. Louis, Mo.	
SUNBEAM	EK-300	X			X	X	X	X	X		X	X		X								X		120	60					2	1	Sunbeam Corp. 5400 W. Roosevelt Rd. Chicago, Ill.	
TROY	ES/RET		X	X	X	X										X													29.95	1		Troy Industries 135 Marbledale Rd. Tuckahoe, N. Y.	
WESTINGHOUSE	HKN-3	X			X	X		X			X	X				X						X	130	120	60				31.95	2		Westinghouse Electric Corp. 246 E. 4 St. Mansfield, Ohio	

Cleaning Ovens Automatically Is The Burning Issue On Ranges

Indianapolis consumers list automatic oven cleaning at top of most-wanted features in their next range.

By CHARLES KRAUSS

Consumers may not be aware of the latest technological advances in all home appliances and electronic items, but they definitely are aware of them in the range field.

This observation comes from a MART Magazine survey of consumers in the Indianapolis area, where more than 20 per cent of participating homemakers said they wanted a self-cleaning oven in the next range they buy.

The survey was done by mail, using 2,500 names picked at random from the Indianapolis telephone directory. It produced, at an arbitrary cutoff point due to deadline considerations, 302 usable forms, a return of about 12 per cent.

Sixty-five of the 302 Indianapolis consumers who answered the survey indicated they wanted a self-cleaning oven in answer to the question: "What feature(s) would you like to have on your next range that you do not have on your present one?" Six mentioned Teflon coating in oven, which of course is along the same lines as self-cleaning.

Still in the same vein of cleanability, 59 Indianapolis consumers, by far the biggest single category, said "It's too hard to clean," in response to the survey question, "What do you like *least* about your range?"

Next biggest complaint (38) in the "What do you like least" question was dissatisfaction with range burners. Mostly, consumers mean by this that they don't like the placement of the burners. While this might come under the heading of you can't please everybody, it might also indicate that there is room for further consumer research by manufacturers on the matter of burner configuration. The rest of the dissatisfaction with burners usually stems from users of electric ranges who don't like the slowness of "Start-up" and the fact that the burner stays hot after it has been shut off.

On cleaning, one consumer volunteered this comment: "Any designer of any kind of stove or other kitchen appliance should have to clean the item designed every day for a month to learn how to make it practical for easy cleaning."

Back to the features that consumers want on their next range — after self-cleaning ovens, the next most wanted item (26 mentions) is more than one oven (only a handful of the 302 consumers that answered the MART Magazine survey own eye-level ranges, most of which have two ovens).

Among the features consumers liked best about their ranges, large ovens ranked highest, with 35 mentions. Second was automatic burner, with 28 mentions (although about half a dozen consumers registered complaints about automatic burners of a nature to indicate that they don't understand how to use this feature).

How does the replacement market for ranges look in the Indianapolis market?

At first glance, not so hot, but on further examination, pretty good.

To the survey question, "How long have you had your kitchen range?" 49 consumers, much the biggest single group, replied, "two years," and 21 have ranges less than one year old.

Box Score

Following is a tabulation of market penetration by brand name in the MART Magazine consumer range survey in Indianapolis. No fewer than 44 separate brands showed up; brands with fewer than 10 mentions are not listed:

General Electric	42
Frigidaire	29
Kenmore	29
Westinghouse	27
Hotpoint	23
Roper	18
Tappan	15
Chambers	14
Hardwick	12
RCA Whirlpool	11

However, if one adds up the number of respondents who have ranges between 6 and 10 years old inclusive, the total is an impressive 137.

Furthermore, no fewer than 20 respondents said they have ranges that are 20 years old or older (the oldest was a 35-year-old Stewart Warner gas range). The only complaint one survey respondent had about her 19-year-old Frigi-

daire range was "it won't wear out." At least four owners of elderly Chambers gas ranges volunteered the flat statement that this make is the best on the market. (For brand penetration of ranges in Indianapolis, see box score.)

What motivated Indianapolis consumers to buy the particular brand of range they own? (231 survey respondents bought their own ranges, while 70 are using ranges that came with their house or apartment.)

Biggest motivating factor, with 81 mentions, is price. Running neck-and-neck for second are special features (71 mentions) and past experience with same brand (70 mentions.) Forty-one survey respondents bought their ranges on the basis of store reputation, and 28 on dealer's recommendation. Brand loyalty runs pretty high: 222 consumers said they would buy the same brand again; 57 said they wouldn't, and the rest are up for grabs.

Appliance stores and department stores come out almost equal on the question of where Indianapolis consumers bought their ranges, with 69 respondents saying department store and 68, appliance store. Fifty consumers said they had bought their ranges from a builder, and a total of 47 bought theirs from electric or gas utility, or second-hand from another individual.

Asked how often they cook most or all of the meal on counter-top electric housewares items, 52 of the 302 respondents said, "frequently;" 88 said "sometimes;" 84 said, "seldom;" and 71 said, "never."

On the breakdown between electric and gas ranges, 166 consumers use electric, 135 use gas. In 98 cases, purchase of the last range entailed a change in fuel, and of these, 82 said they were pleased with the new fuel, 16 were not. Reasons most frequently mentioned for preferring gas were that it is quicker and cheaper; and for preferring electric that it is cleaner and cooler. ■



AUTOMATIC OVEN CLEANING, as illustrated by this cleaning control system on the General Electric P-7 range, is the one feature Indianapolis consumers want more than any other in their next range.

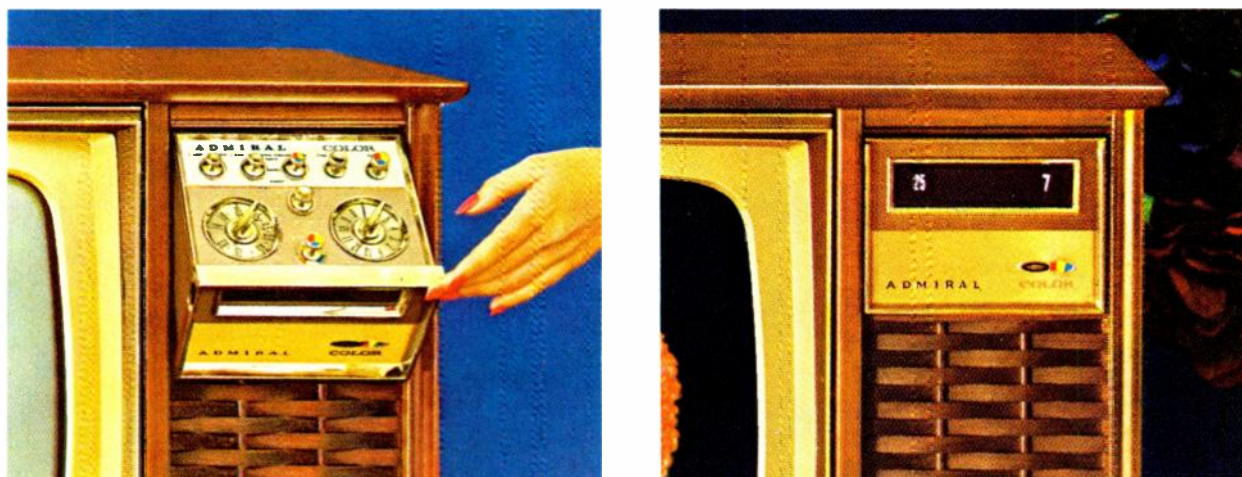


Sell
Admiral **Color** **TV**
with exclusive Tilt-Out Control Center!



Sell Admiral... the line that
delivers the rectangular screen sizes!

You can count on *Admiral*. **Color TV..**
For sales "Exclusives" that offer your customer
GREATEST EASE OF TUNING!



Exclusive Admiral Tilt-Out Control Center (pat. pend.) tilts out so your customers can tune Color TV standing up, easily and naturally . . . no bending, stooping or fumbling.

Then tilt in . . . your customer sees just the beauty look of Admiral fine-furniture cabinetry and the Admiral quality picture . . . no knobs show!

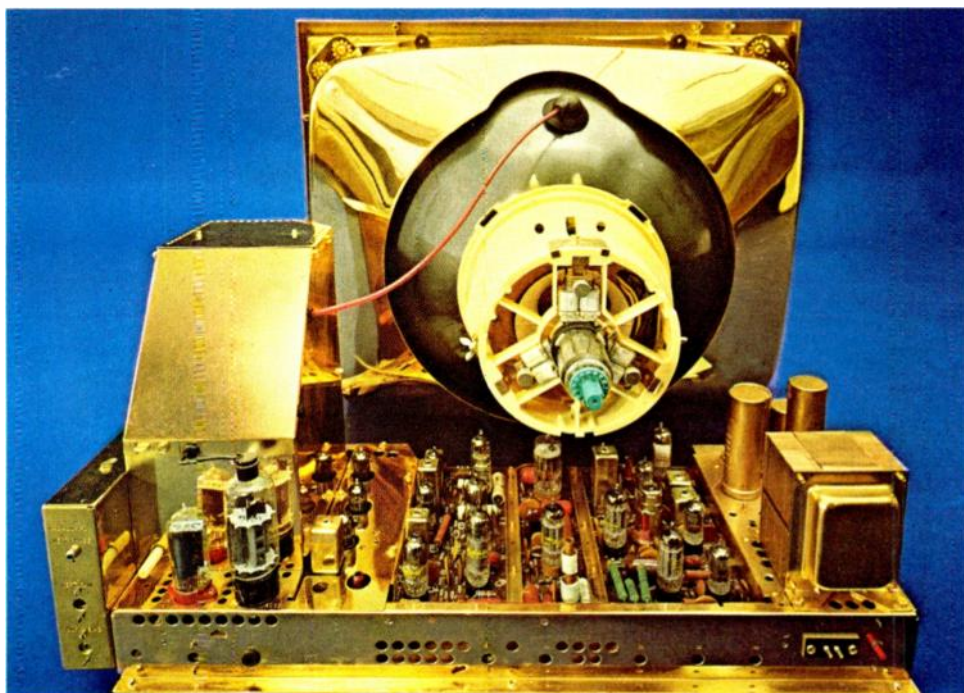
It's the most demonstrable sales feature on any Color TV . . . and the most convincing. And only Admiral Color TV has it!

For a scientific background that offers your customer
LONG, TROUBLE-FREE USE!

Admiral long-time engineering, pioneering in television, and precision-quality control mean your customer can count on Admiral Color TV to out-last and out-perform previous sets by years.

Continual Admiral research and experimentation . . . its insistence on precision-crafted quality every step of the way . . . and its use of space-age scientific equipment . . . have eliminated over 300 potential trouble spots. It's one more reason Admiral can assure utmost dependability in Color TV!

The famous Admiral 26,000-volt horizontal color chassis is an excellent example of what precision-craftsmanship can achieve. Uniform in quality throughout, with only the finest components, it is engineered and precision-built for greater dependability and performance, proved in thousands of homes.



For sales "Exclusives" that offer your customer
CONSISTENT **COLOR QUALITY!**



Exclusive Admiral Color Fidelity Control (pat. pend.) lets your customer dial in color just as he likes it! Colors become richer, more lifelike, even black-and-white can be controlled from lighter cool shades to warmer tones! An amazing demonstrable sales feature!



Exclusive Admiral Automatic Degausser totally corrects the effects of magnetic interference from any source, works every time the set is turned on (after being off for a few minutes). No buttons to push, no dials to turn, the Admiral Degausser works automatically!



The **TYLER**, Model LG5301. Contemporary styling in walnut grain finish on hardboard. 23" screen.



The **BRISTOL**, Model LG5335. Early American styling in genuine maple veneers and hardwood solids. 23" screen.



The **ADANO**, Model LG5381. Italian Provincial styling in genuine walnut veneers and hardwood solids. 23" screen.



The **MALDEN**, Model LG5311. Danish Modern styling in genuine walnut veneers and hardwood solids. 23" screen.



The **LENNOX**, Model LG5351. Danish Modern styling, walnut veneers. 4 quality speakers, 23" screen.



The **CORDOVA**, Model LG5363. Spanish Provincial styling, oak veneers. 4 quality speakers, 23" screen.



The **CHANNING**, Model LG5511. Danish Modern styling in genuine walnut veneers and hardwood solids. 25" screen.



The **LANSFORD**, Model LG5515. Early American styling in genuine maple veneers and hardwood solids. 25" screen.



The **FRONTENAC**, Model LG5619. French Provincial styling with tambour doors. Cherrywood veneers. 25" screen.

All screen sizes overall diagonal measurement.

In fact, every Admiral **Color** TV offers your customers every one of these quality features:

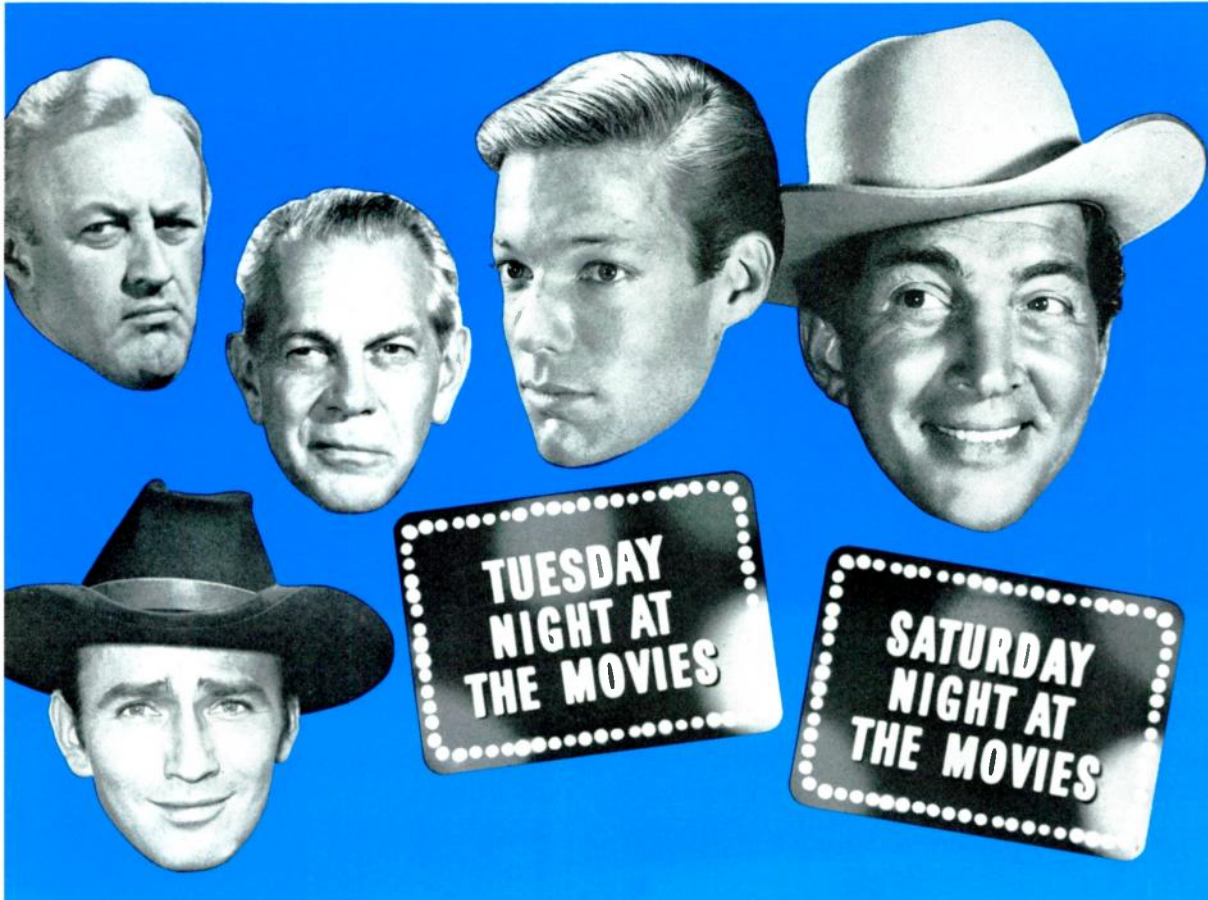
1. 26,000 Volts of Picture Power
2. Automatic Color Cut-Off Circuitry
3. Automatic Color Intensity Circuitry
4. All-new Electronic Color Balancer
5. Super-Scope Tuner with Pre-Set Fine Tuning
6. 2-Speed Transistorized UHF Tuner
7. Solid-State Silicon Rectifiers
8. Automatic Circuit Breaker
9. Exclusive Admiral Color Fidelity Control
10. Admiral Automatic Degaussing Circuit
11. Front-Mounted Video Peaking Selector
12. Lighted Channel Selectors
13. Tint Control
14. Tone Control

Add these outstanding features that are on *every* Admiral Color TV to the exclusive Admiral Tilt-Out Control Center and you have a great selling edge over all other brands. Sell the sets . . . sell the "Exclusives" . . . sell the features . . . and you'll make more and more sales and profits on Admiral Color TV!

And to help make your selling even easier . . .



**Week after week, Admiral
sells *Color* TV for you on
NBC-TV...in *Color*...to over
45,000,000 viewers!**



Week after week, Admiral Color TV will be advertised on NBC-TV... 5 night-time network shows, all in color!

Monday Night: DR. KILDARE! Tuesday Night at the Movies!
Wednesday Night: THE VIRGINIAN! Thursday Night: DEAN MARTIN!
Saturday Night at the Movies!

Time after time, new Admiral Color TV and the Admiral "Exclusives" will be demonstrated, reaching a total of over 600,000,000 viewers, during the peak Fall selling season.

And all this will be backed up with powerful ads selling Admiral for you in such national magazines as LIFE, GOOD HOUSEKEEPING, TV GUIDE and others!

ADMIRAL OFFERS YOUR CUSTOMERS the Color TV... the "Exclusives"... the features they want. Plus a choice of new rectangular 25- and 23-inch picture tubes... in new slimmed-down, trimmer, fine-furniture cabinet styles.

So get set for the biggest selling year in Color TV history. To tell the Admiral Color TV story is to sell it!

Call your Admiral Distributor for full details of the new money-making package.

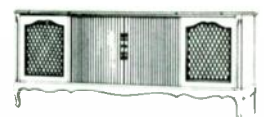
**For the ultimate in fine home entertainment,
here are two superb Admiral *Color* Stereophonic Theatres!**



The CONCORD, Model SMC5311. Danish Modern styling, walnut veneers. 23" screen. 80-watt solid-state stereo with 6 quality speakers, record storage. FM/AM, FM stereo multiplex radio.



The ROCHELLE, Model SMC5619. French Provincial styling, cherrywood veneers. 25" screen. 80-watt solid-state stereo with 8 speakers, record storage. FM/AM, FM stereo multiplex radio.



TM Admiral

Admiral® *Color*



MARK OF QUALITY THROUGHOUT THE WORLD

WRH



COLOR TV viewing room is necessary in order to sell product, claim Dealers Arnold Steele (left) and Bill Vaughn, co-owners of A. G. S. Radio and Television, Greensboro, N. C. Qualified color TV prospects are invited by dealers to view sets in operation.

Keep Color TV Prospects In The Dark, Say Dealers

Don't demonstrate color TV on sales floor, but in viewing room, is recommendation by two Greensboro, N.C., retailers.

"Demonstration is the most effective sales tool for color TV — but not on a dealer's sales floor. It requires a color TV viewing room."

This is the advice of Dealers Bill Vaughn and Arnold Steele, co-owners of A. G. S. Radio and Television, Greensboro, N. C., who expect to sell more than 400 color receivers this year.

These dealers don't normally operate color sets on their sales floor, because they say that this is the worst possible location for viewing the product due to poor lighting conditions. They make exceptions to this rule during such events as the World Series baseball games and special football games.

Qualified prospects are invited to view color TV in a special color TV and stereo listening room located at the rear of their store. These dealers offer free home trials of color TV (also black and white TV and stereo equipment). Ninety per cent of home trials of color TV result in sales.

When providing a free home trial of color TV, the firm sets up a temporary outside antenna. Three days later, the consumer is telephoned and asked if the set is working satisfactorily. If it's not, a service man will be sent to adjust the set.

Eighty per cent of the firm's color TV sales involve an outside all-channel antenna and rotor. This is an additional \$100 package. Thus, the average color sale at A. G. S. is approximately \$650.

Vaughn and Steele get a minimum of \$100 profit on these sales, and \$150 on high-end sales. They average 20 per cent margin of profit on color TV, as opposed to approximately 35 per cent on stereo.

As former service men, these dealers readily agree that the "guts" of their business is the service department, which consists of eight men (four of whom are color TV specialists).

Twenty per cent of the firm's brown goods volume is done by the service department. The men are paid on a flat commission basis: \$10 for a color TV sale; \$5 for a black and white set, and \$5 for an outside antenna.

The firm charges a basic \$7.50 for a service call on color TV, and \$6 for black and white. Of the calls made each day, approximately 20 per cent result in in-shop repairs. Free 90-day service is provided with every product the firm sells. (In addition to brown goods, the firm handles RCA Whirlpool.)

Location of the store — in a shopping center — provides excellent exposure of color TV, say Vaughn and Steele. Year-round, they keep a color set running in their show window during the evening hours. And during the daylight hours, two "Fidos," — the symbolic RCA Victor dogs — stand watch over the entrance.

In addition to RCA color, the firm handles Zenith and Magnavox. One-third of the floor space at A. G. S. is allotted to color TV (there are approximately 45 color sets on display, many of them consoles).

Business has increased approximately 20 per cent each year since Vaughn and Steele purchased the firm in 1960. They elected to keep the name A. G. S.—which represented Apple-Greenson & Stout—because the firm had an excellent reputation for service. This year, they expect to do a volume of one-half million dollars. ■

Only two to a customer, please



315 Heritage Dryer With all the features that make Hamilton *the* dryer...Twin-Air streams, exclusive drum design, double-pass lint control, famed Hamilton hushed operation.

315 Hamilton Washer Honest 14-pound capacity, 2-speed, dual-cycle timer, four-way temperature controls, triple-filtering recirculation, 5-year transmission warranty. Great!

615 Holiday Dryer A honey of a Holiday from Hamilton! 2-cycles, 4 temperatures; slips slimly into just 27 $\frac{1}{4}$ inches; giant washer-load capacity; a gentle whiz in drying speed.

Profit-priced to retail as low as \$139 for dryers, \$178 for washers.

Make them choose (while you write up the order)! Pair this best-buy Hamilton automatic with a choice of dryers: Hamilton Heritage, long-time bestseller... or...new Holiday by Hamilton; compact, capacious, quick. **So, what else is new?** Plenty. ■ New 2-Year Parts Warranty ■ New national advertising in the market-blanketing POST ■ New local-powered hometown advertising ■ New promotions which touch all the bases ■ New and never-better profit performance with

Hamilton

AUTOMATIC WASHERS AND CLOTHES DRYERS / TALK PROFITS WITH YOUR HAMILTON DISTRIBUTOR NOW!



HAMILTON MANUFACTURING COMPANY • GENERAL OFFICES, TWO RIVERS, WISCONSIN • FACTORIES AT TWO RIVERS, WISCONSIN AND KOSCIUSKO, MISSISSIPPI

Dealer

Selling

Aids

Stereo Phonograph Merchandising Program



Philco in-store display with original oil paintings

Original oil paintings from Europe, a five-album record collection, and a high-styled in-store display fixture are the three principal ingredients of the unusual merchandising program Philco Corp. has created for its 1966 stereo phonograph line.

The attractively framed paintings (Philco bought 10,000 of them in one of the largest single purchases of original European oil paintings) will be provided by participating distributors to their dealers. The paintings which will serve as traffic builders may be used as sales "closers" by dealers if they wish.

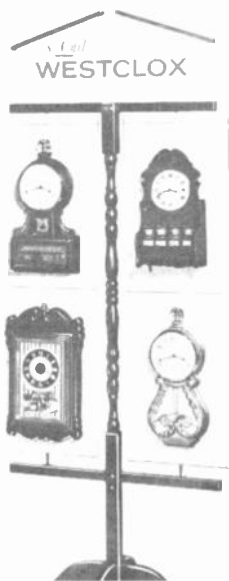
Designed to accent Philco high-fidelity much as it will appear in the customer's home, the decorator-styled display modules are built of wood, wood panelling and steel gird-

ers. They are designed to stand back-to-back in islands, or along store walls. Each module displays one unit on a \$20-per-sq.-yd. carpet and set off by soft indirect lighting. Both the oil paintings and the product may be displayed on the individual fixtures or up to nine paintings may be displayed, gallery style, on a single fixture.

Created for Philco by Columbia Records, the five-album record collection features 50 of Columbia's stars singing and playing their most popular music. The albums, each on a different theme, include: "Folk Jamboree," "The Sounds That Swing," "The Mood Is You," "Let's Dance," and "A Song For You." Philco Corp., Tioga and C Sts., Philadelphia, Pa.

Clock Display Stand

With an assortment of the new "No-Cord" electric decorator clocks, a free display is available to dealers. Measuring 32 in. wide x 75 in. high x 24 in. deep, the unit is in rich Early American design with revol-



ving panels for easy customer viewing of the clock models. Assortment #59006 consists of 12 clocks or two each of the six authentic reproductions of Early American clocks in the new collection. Westclox Div., General Time Corp., LaSalle, Ill.

Tape Recorder Display

A compact, fully illuminated floor stand display, measuring approximately 6½ ft. high x 3½ ft. wide x 2 ft. deep, is designed to turn 7 sq. ft. of space into a complete tape recorder department. The unit, which showcases Norelco's full line of tape recorders plus selected accessories, has built-in electrical outlets for on-



the-spot demonstrations. Built of square chrome-plated tubing and lacquered display board, the easily maintained unit can be set up, the company says, in less than 10 minutes. It is available to dealers at a cost of \$35, fully chargeable to cooperative advertising funds, according to Wybo Semmelink, assistant vice president and manager of the Norelco high fidelity products department. Norelco, New York, N. Y.

Book On Home Laundry

Advice on how to purchase and maintain home laundry appliances, plan an efficient laundry center for the home, and solve both common and not-so-common problems in washing and drying clothes is contained in "The Maytag Encyclopedia of Home Laundry," a 192-page paperback book published by Popular Library.

Called "the first comprehensive treatment of laundry and all related subjects," the book is organized as a standard reference work, complete with illustrations and copious index.

The 25 chapters are divided into seven sections, which cover washable fabrics, elements in washing, elements in drying, how to launder, buying laundry equipment, laundry area planning, and the development of laundering devices and procedures from earliest history up to the present day.

The book is available on newsstands or by mail from: Encyclopedia, The Maytag Co., Newton, Ia.



Maytag "Encyclopedia"

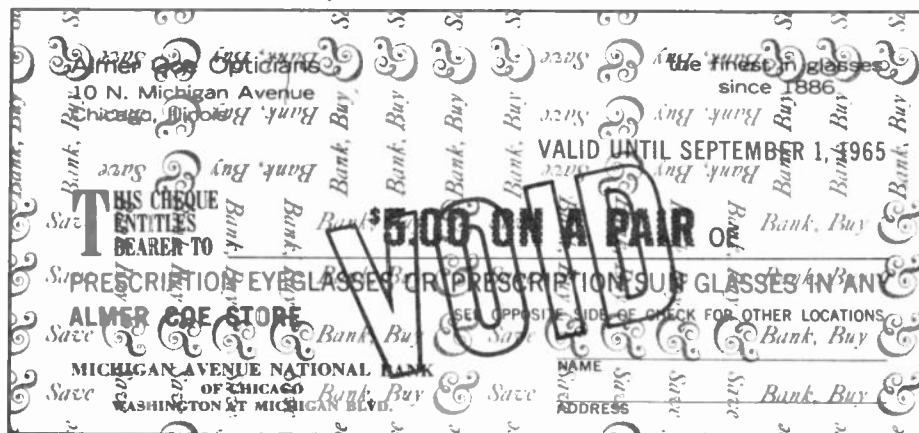
On bulk orders, the book is available in boxes (100 to the box) at \$17, or 17 cents a copy. Quantities other than even hundreds are priced at 25 cents a copy.

Maytag suggests to dealers that: "The book can be offered free or sold at a reduced price to customers who visit the store and/or watch a demonstration. Copies can be given to buyers of Maytag units. It can be used on callbacks and follow-ups. Eye-catching window displays can be built around quantities of copies to create an unusual approach to promotion of laundry appliances.

"For goodwill, a dealer may give a copy of the book to each home ec teacher in this area. The book can be used as a free gift for dealers who use Welcome Wagon services. Copies may be offered, in return for a store visit, to expecting mothers and engaged girls. It can be used as an incentive for attending a laundry clinic or other group demonstration either in the store or, under the dealer's sponsorship, elsewhere."

Mention of the encyclopedia is being dropped into some of Maytag's consumer ads in *Life* and other magazines. Maytag Co., Newton, Ia.

"Cheque Book" Traffic Builder



Sample cheque from "Bank, Buy & Save System" book

An opportunity for dealers "to send a traffic-building advertising message free of charge to thousands of potential customers" is being offered to local businesses participating in the newly announced "Bank, Buy & Save System" in which the retailer can have his message included in a "cheque book" which a bank mails to its accounts as often as once a month.

To be included, the only thing the retailer does, according to Dalox, Inc., originators of the idea, is to offer an incentive, such as a dis-

count or a free gift, in the message to the bank's customers. The offer appears in the form of a cheque which the customer presents to sponsoring merchant to be honored.

The "Bank, Buy & Save System" is available to commercial banks on a limited territory basis. It will be up to the bank to arrange for participation by local merchants. Up to 16 merchant "cheques" can be included in a cheque book.

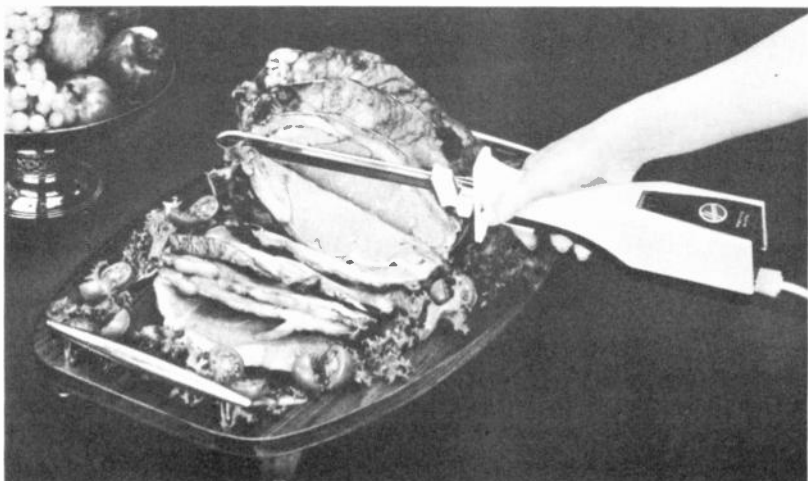
For more information about the system, write: Dalox, Inc., 535 N. Michigan Ave., Chicago, Ill. 60611.

NEW products



Seth Thomas/"Mark I"

SETH THOMAS "Acrotyne" — revolutionary new movement designed for clocks — is featured in "Mark I," first clock in America to be offered with this electronic tuning fork movement controlled by a magnetic transmission. Operating from one standard flashlight battery, clock will run approximately one year with an accuracy of plus (or minus) two seconds per day or better. Measuring 12¼ in. high x 9¼ in. wide x 5 in. deep, "Mark I" is an authentic English style shelf clock with grained walnut-finished case, antiqued dial with corner decorations, silver-colored numeral ring, brass trim around bezel. It has delicately carved black hands and Roman numerals; sweep second hand shows constant motion. Price, \$75. Seth Thomas Div., General Time Corp., Thomaston, Conn.



Hoover model 6301

HOOVER Model 6301 is a new electric knife styled in light doeskin and antique copper shadow. Powered by a fan-cooled, 60-cycle motor, unit has two stainless steel serrated blades with 7½ in. of cutting edge. Features include blade lock, grease guards, Lexan plastic handle, 8-ft. detachable cord. Spring-loaded switch is located under handle where it can be operated with one finger; power is turned off when pressure is released. Unit is designed so it will stand on table. Comes in gift or storage box with full year's guarantee. The Hoover Co., North Canton, O.



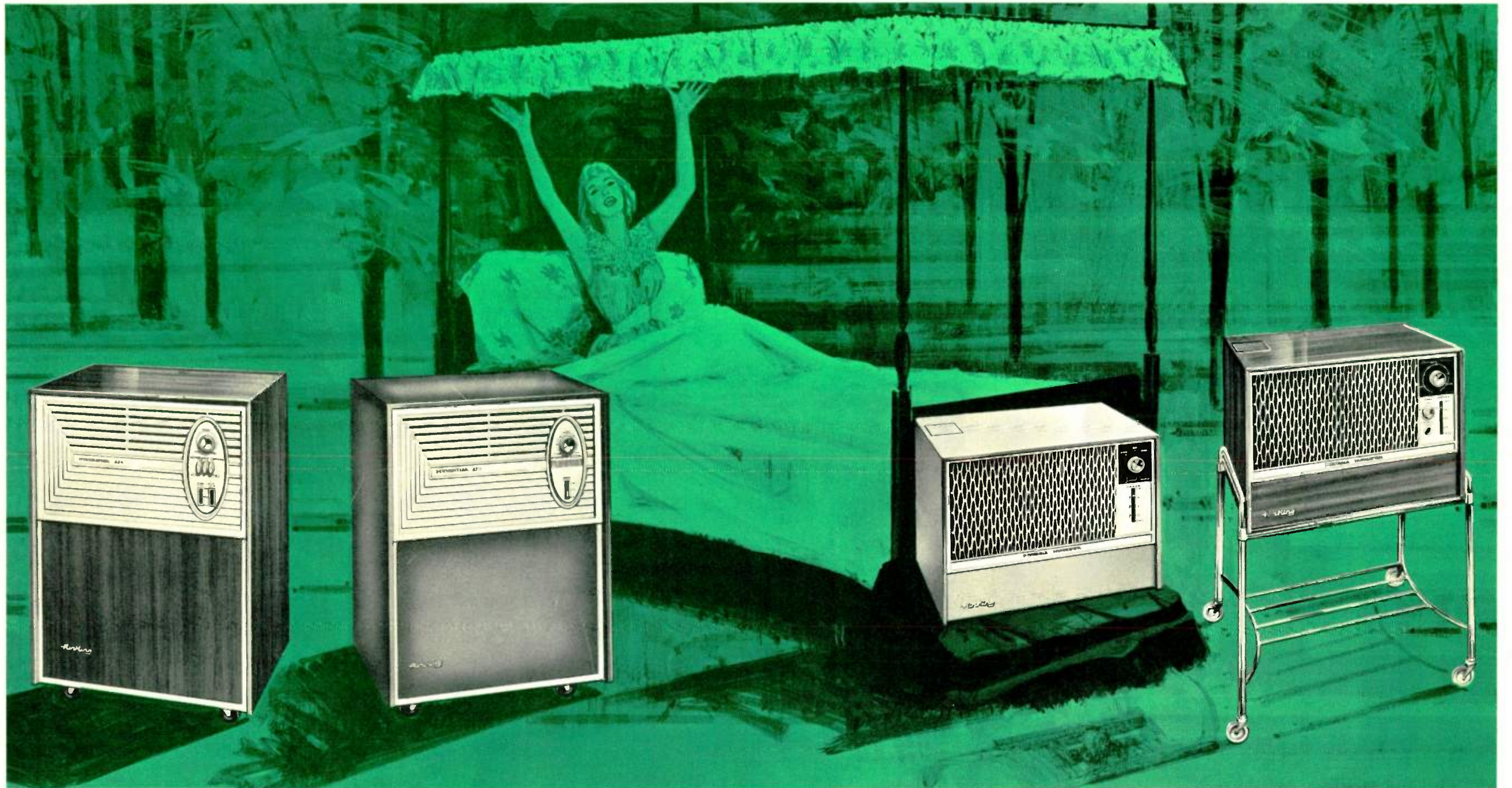
Admiral/33-in.-wide "Duplex 19"

ADMIRAL A new 33-in.-wide "Duplex 19" side-by-side freezer/refrigerator with a capacity of 19 cu. ft. has been introduced in Admiral's 1966 line to augment its 35¼, 41, and 48-in.-wide models. "Suitable for use in virtually every kitchen," the new unit is just under 65 in. high, and is 2¾ in. narrower than the previous most compact Duplex in the line. Model ND1969 has an automatic ice cube maker in the frost-free freezer which has a capacity of 197 lbs. of frozen food. Right side is a 13.36-cu.-ft. all-refrigerator. Features include glide-out meat keeper, five freezer shelves, five refrigerator door shelves, full-width porcelain and vegetable crisper, frozen juice and soup can dispenser. Admiral Corp., 3800 Cortland St., Chicago, Ill.



Porta-Tape/mobile music system

PORTA-TAPE is a monaural automobile tape deck which draws its power off the car's 12-volt battery and utilizes the radio speaker and amplifier. The unit plays "Fidelipac" cartridges; stereo recorded cartridges can be played back monaurally. This "mobile music system" can be easily installed under the dashboard of any car (truck, boat or plane). Styled in a simulated leather textured case with an engraved panel, unit is 3¼ in. high x 9 in. wide x 7 in. deep and weighs, with mounting bracket and cable, 6 lbs., 4 oz. Fingertip control enables driver to change tapes in unit which plays up to one hour with 4-track cartridge system; tape automatically rewinds itself. Carries 90 day warranty. Price, installed, \$69.95. TelePro Industries, Inc., Cherry Hill, N. J.



Every heated home a prospect for Springtime Freshness!

Air King

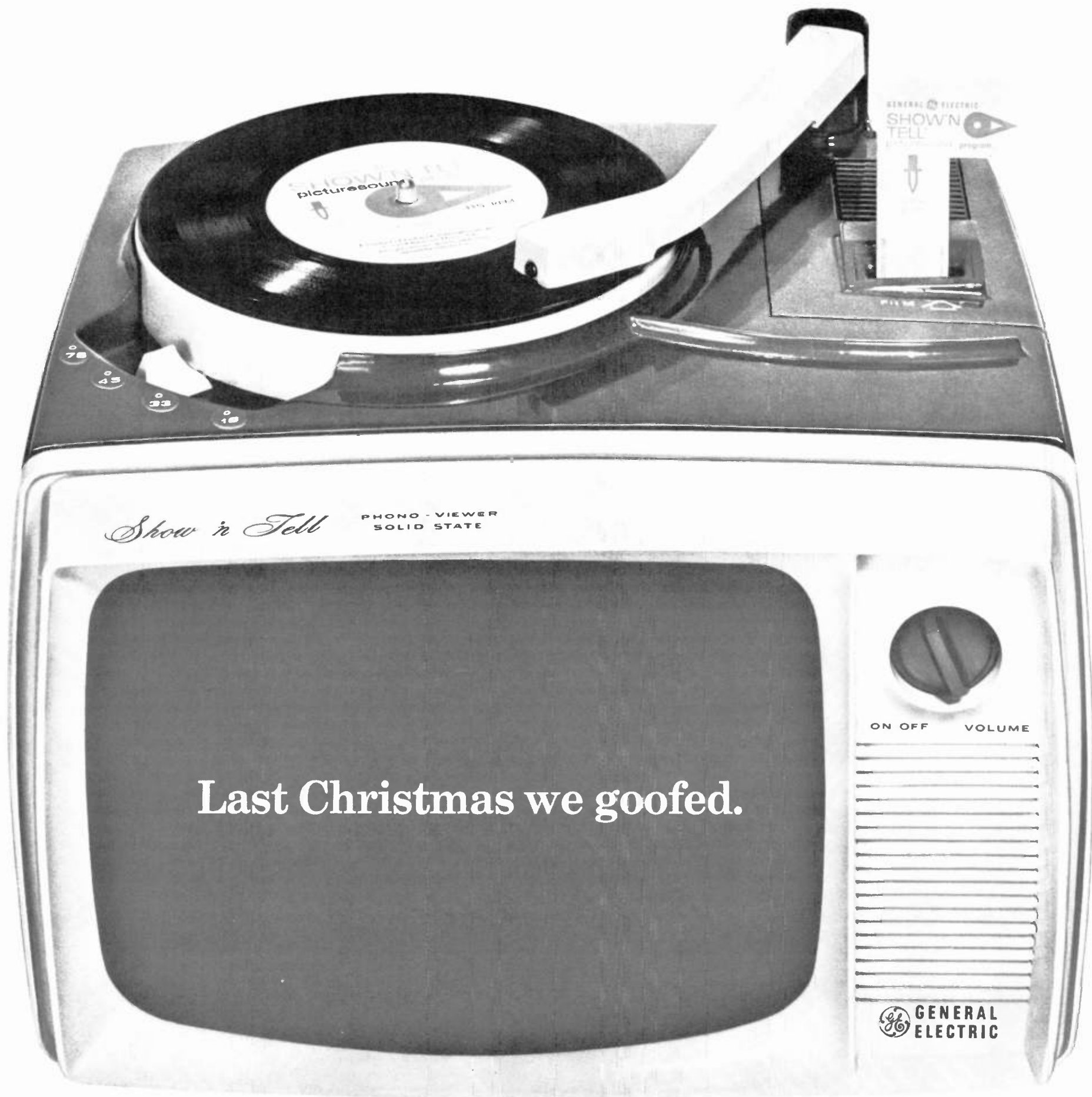
PORTABLE HUMIDIFIERS FOR '65

NEW CONSOLE AND TABLE-TOP MODELS, ALL WITH NEW 1-PIECE LEAKPROOF RESERVOIR

New Air King Portable Humidifiers . . . *thoughtfully* styled and engineered to give you more features customers want—so easy to sell! New high impact polypropylene water reservoir is *molded* in one piece—no seams. Won't rust, can't

leak. All models discharge humidified air from the front . . . leaving top free as decorator surface. Just a few of the reasons why you'll have another big humidifier season with Air King! Drop us a line for details!

BERNS AIR KING CORP., 3050 North Rockwell Street, Chicago, Illinois 60618 / Air King Ltd., Weston, Ontario, Can.



Last Christmas we goofed.

We didn't make enough units.
 We didn't advertise.
 We didn't have enough programs.
 But we won't make the same mistakes again!
 After all, we're only human. How were we to know Show 'n Tell* sales would take off like a rocket?
 So, this year we're going all out.
 First, we've added a new brown and white model to the line, a color combination which appeals to an older segment of the youth market.
 We put in a Lamp-Saver switch so a

child can use the 4-speed phonograph without having the screen light on.
 Next, we've put a brand-new model in the line.
 Called the Triple-Treat, this step-up has all the features of the Show 'n Tell plus a radio for only \$34.95 suggested list price.
 We've added 100 new programs, making 135 in all.
 History. Literature. More for every age level.
 And this year there is going to be plenty to go around.

And about this year's advertising. Listen. There's a four-color spread in *TV Guide* in September. Complete with dealer listings. Four-color ads in *Life* during the peak months of October, November and December. Plus a follow-up November ad in *TV Guide*.
 Most important, this year we'll make sure there are enough units to meet the demand.
 There's an old saying that we profit by our mistakes. Handle Show 'n Tell this Christmas and see how very true this is.

*Product of the General Electric Company

Radio Receiver Department, Utica, New York

GENERAL  ELECTRIC

WRH

Trends

IN THE MARTS OF TRADE

SPECIALIZATION comes to retail trade groups as nine major stereo component dealers join forces in Seattle. The new group has become a Washington corporation and has established an advertising budget for institutional ads to promote the stereo component idea. It will also exhibit at the 3rd annual Greater Seattle Home Furnishings Show in late October.

MULTI-MILLION dollar expansion of its major appliance plant at Connersville, Ind. is planned by Philco Corp. The expansion will give Philco a plant of 1,630,000 square feet, an increase of 693,000 square feet over present space. This, Philco says, will permit a net production increase of at least 70 per cent on a two-shift basis. "Our aim," says Philco President Robert O. Fickes, "is to give Philco a modern manufacturing facility large enough to meet its foreseeable needs and flexible enough to permit us to bring design and styling changes and new products to the market rapidly." The plant should be in full production by the first quarter of 1968, Philco says.

FREE TRIPS to Hawaii and 26 washers and dryers are the grand prizes planned by the Chicago Local Action Committee of "Waltz Through Wash-day." A Hawaii trip for a local retail salesman is also part of the promotion. Chicago has extended the geographical range of its efforts this year to cover an area from Gary, Ind., to Waukegan, Ill. — 75 miles along the heavily populated shore of Lake Michigan. Chicago is a U.S. Steel "emphasis market," and James F. Traa, sales vice president, U.S. Steel, is chairman of the local group.

BIGGEST TV AD outlay to date by Motorola Consumer Products, Inc. is slated this fall when Motorola will

Compact Microwave Oven



LOW-COST, compact microwave oven is scheduled for September availability from Atherton Div., Litton Industries. Unit, aimed at commercial and institutional food heating, sells for between \$695 and \$850, depending on quantity purchased. Litton officials believe design of unit will create purchases for home use.

spend nearly \$2 million on two networks, NBC and ABC, for prime time TV spots. This expenditure brings the firm's total TV outlay for 1965 close to the \$3 million mark,

says Robert G. Farris, national advertising director. Supporting the efforts of NBC and ABC to step up the number of color shows, Motorola has prepared all of its commercials in color and has picked color shows in most instances.

SUMMER WHITE SALES are promoted by color TV in an unusual move by the Belk and Belk-Lindsay stores,

Orlando, Fla., according to *Advertising Age*. While other stores were running the traditional big space newspaper ads, Belk and Belk-Lindsay devoted almost all its advertising effort to a week's saturation schedule of color commercials. For the first time in white sales history at the stores, a spokesman says, sales of colored sheets and pillowcases exceeded those of white percale.

(Turn to following page.)

What is the "built-in maid?"

PS

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

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



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

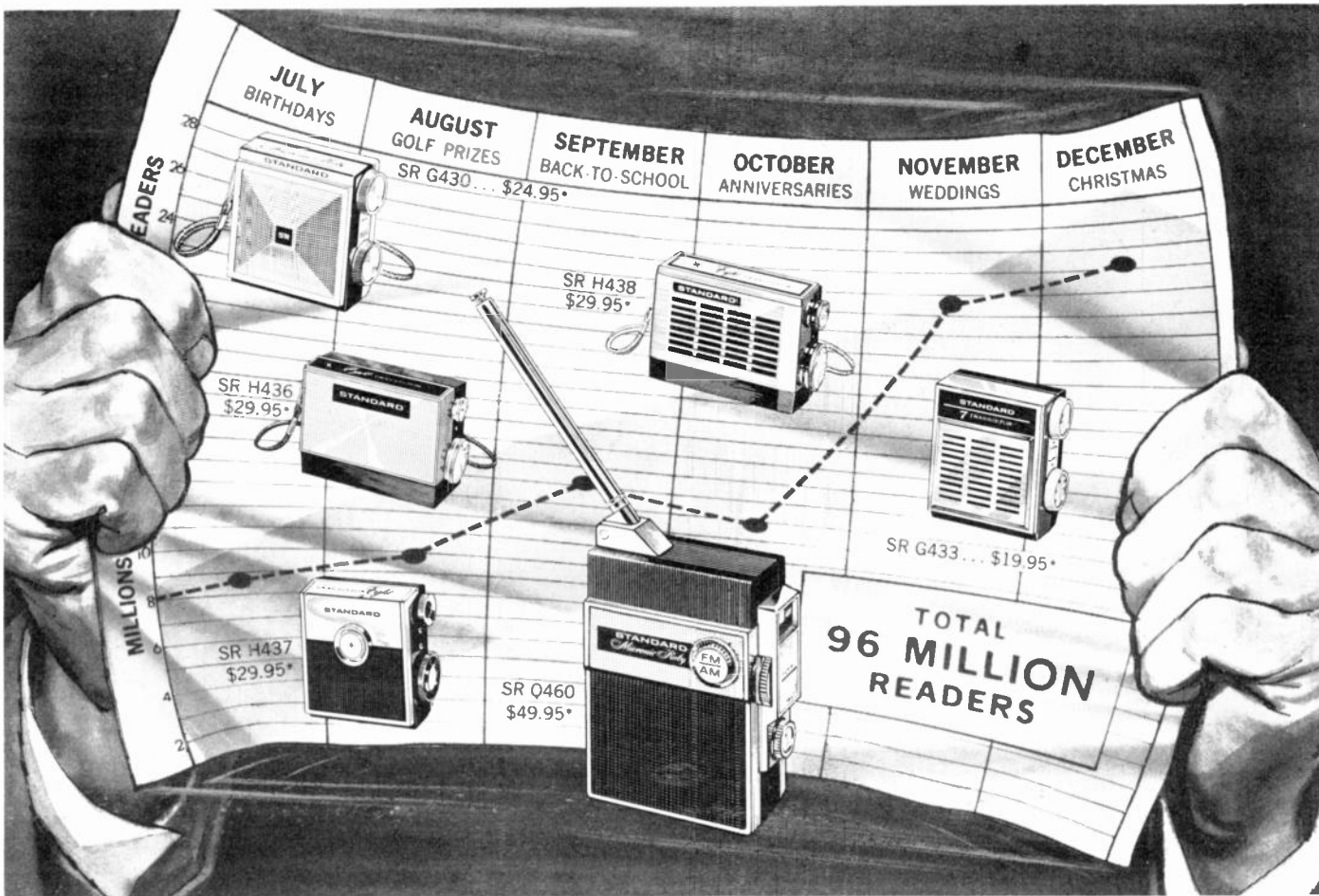
PROCTOR-SILEX® WITH THE "BUILT-IN MAID!"

The Groaning Switchboard



"SELL 'N' TELL," a month-long promotion by the Easy Laundry Div. of Hupp Corp., features direct calls from retail salesmen to report their sales to headquarters. Harry Freeman (center) answers each call and turns it over to assistants who register sale and caller for prizes.

AN OPTION AGREEMENT that may bring pay TV to Chicago as a commercial reality is jointly announced by Field Communications Corp. and Zenith Radio Corp. The agreement gives Field Communications the right to acquire the Chicago franchise for Zenith's systems and to establish subscription TV facilities as quickly as possible after Federal Communications Commission approval has been obtained. Field Communications also has plans for setting up a UHF Channel (32) in Chicago, and these plans will not be affected by its interest in pay TV, says Sterling Quinlan, vice president and general manager of the company.



*Note new retail prices.

TWO 1966 FORD CARS, a Thunderbird and a Mustang, are first and second prizes among \$20,000 worth of prizes to be awarded in a retail sales contest sponsored by Hardwick Stove Co. Contest runs through October 30, and prizes are awarded on the basis of range sales. For consumers, the Hardwick promotion offers an electric slicing knife free with purchase of a qualifying range or the consumer can buy the knife, listed as an \$18.95 value, for \$9.95 just for watching a demonstration. Called "Operation Upgrade," the Hardwick promotion has the double aim of selling high-end merchandise and letting customers learn of the conveniences found on the new models.

STRONG INTEREST in home sewing exists even in Manhattan, home of the biggest ready-made dress industry in the world, according to a survey which shows that about one-fourth of the women who now own sewing machines and nearly half the women who don't are planning to buy sewing machines within the next 12 months. The survey was taken during the third annual Japan Sewing Machine Show held at the Japan Trade Center in Manhattan. The event drew more than 2,700 visitors during the three days it was open to the public.

STR-R-R-ETCH

YOUR GIFT SEASON

In many different models, these precision-engineered, jewel-like microminiatures are admirably suited to the 4,000 weddings that take place every day, the 15 million birthdays every month, the anniversaries, graduations, holidays and celebrations that occur all during the year.

National magazines carrying STANDARD® advertising will be seen by 96 million readers, helping you to stretch out your selling season for gifts. An annual total of \$16.6 billion is spent by the American consumer for presents. A big enough profit-pool for you to dip into?

Here's your new slogan to customers: "You can give a Micronic Ruby to anyone, any time!"

(How to succeed in the gift business without really trying just switch on a Micronic Ruby and put it in your customer's palm. It sells itself!)

Electronic years ahead!

All STANDARD products are sold at the same price everywhere... under written warranty from

STANDARD RADIO CORP.

Deliveries from warehouse stocks on both Coasts

410 East 62nd Street, New York 10021 • 212 TE 8-4040 • 1300 West Olympic Blvd., Los Angeles 90015 • 213 DU 6-8770



Model SR F21T, \$39.95* is selling big, too!

Charm A La Carte



NATIONWIDE CONSUMER promotion in which Geo. D. Roper Sales Corp. teams with Hamilton-Cosco, Inc. runs through October. Roper offers Cosco buffet cart at no extra charge with purchase of Roper "Charm" double-oven range, either a gas or an electric model.

Don't Overlook Those Insurance Savings

Neglect of insurance costs can cut into profits.

By James D. Simons and John C. Koster

Electrical appliance retailers may sell 10,000,000 television sets this year. For the industry, brown goods and white goods sales may reach huge proportions. Yet, when your final sale is booked, you may discover that while customers have purchased as never before, a ravenous overhead has devoured your expected peak profits.

Why should this be so? One reason may be neglect of your insurance costs; even worse, it may be your failure to buy adequate protection with the premium dollar you are now spending. How can one be certain of better coverage at reduced costs?

A major area of overspending can be on fire insurance. Every state has a fire insurance rating organization which determines your fire rate. These rates reflect the hazards that exist. There is a basic rate for your type of business. Debits may be added to it for poor housekeeping, cluttered aisles, littered store rooms, poor enforcement of smoking regulations or other inadequate safety precautions. Credits may be deducted for tidy storage facilities and any successful attempts to reduce the risk and severity of fire. Fifty dollars spent for fire extinguishers may save you hundreds of dollars in annual fire insurance premiums. Ask your company to analyze the computation of your present rate; the insurance company frequently is able to point to certain reasons for the rate being high and will suggest methods to obtain reductions.

Still larger savings can be realized, however, by considering the new package policy concept. One policy is written in place of separate fire, liability, burglary and theft policies. Nearly all your individual policies may be combined, thereby producing a savings of 15 per cent or more. Broadened liability coverage is also available at this discount.

Not every retailer will qualify for a package policy. An operation

which consistently produces a string of small nuisance claims and whose management does not maintain its premises will certainly not qualify. It is intended for the better-than-average premises of a well-managed appliance store.

In recognition of the unique character of the hard goods industry,

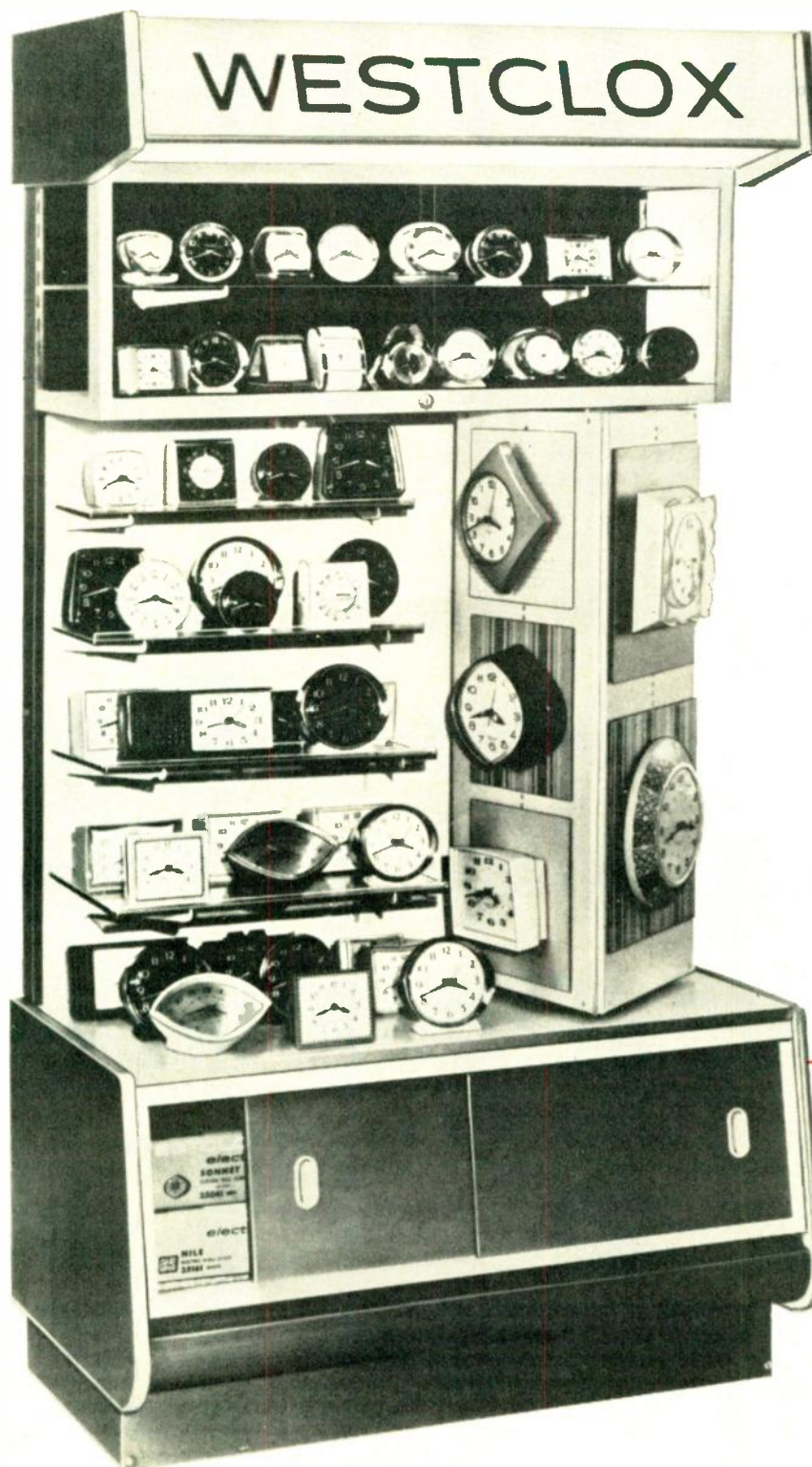
several insurance companies have recently made available a policy which covers the various hazards normally found in a retail operation.

Protection is given to your appliance while out on approval, trial, demonstration, loan, lease or rental. It also covers the property of your customers while you are making re-

pairs or adjustments and even while you are installing it. The insurance applies while in your store as well as on your truck en route to the store or while being returned to the customer. This policy may be extended to cover spare parts, tools and machinery required by your serv-

(Continued on page 52)

INCREASE YOUR CLOCK SALES 2...3...4 TIMES OR MORE WITH A NEW WESTCLOX TIME CENTER!



Now, you can reap extra profits like hundreds of wide-awake retailers are doing all over the country. Permanent Time Centers work in all stores that have them now. Put them to work for you!

This is the newest Westclox Customs III Illuminated Time Center. It's your permanent clock merchandiser in a modern, break-front design that will trade up your sales.

You can make the most profitable use of 6 square feet of space right now! Why pass up getting your fair share of the \$160 million yearly clock business?

- Displays and stocks 65 clocks in less than 6 sq. ft.
- Handy electrical outlet for demonstrating clock features.
- Motorized revolving spinner for wall clocks.
- Big electric sign lights up entire display.
- Roomy storage area in base for back-up and cartons.
- Shipped assembled. Ready to stock.

PLUS FREE BENS TO OFFSET COST OF DISPLAY!

Assortment No. 19115 includes: 25 keywounds, 20 electric alarms, 8 travel clocks, 7 electric decorator wall clocks, 2 No-Cord decorator wall clocks, 3 timers. From \$2.98 to \$14.95.

Also available: Deluxe Time Center with Assortment No. 19116 consisting of 36 clocks.

WESTCLOX
DIVISION OF **GENERAL TIME**
Progress in the World of Time

About the Authors

John C. Koster is the controller of Carl S. Stecker and Affiliated Companies, a director of Forsmith-Stecker Associates, Inc., the manager of the Marine Insurance Dept., and a registered insurance consultant. He is the author of numerous articles dealing with ocean and inland marine insurance.

James D. Simons has spent the last two years in analyzing the package insurance contracts of the major insurance companies. As an insurance broker in New York, he represents some of the nation's largest real estate management concerns. He is also a registered insurance consultant. He has written profusely on a wide variety of insurance subjects.

MERCURY IS ON THE MOVE AGAIN!

This time with six great new portables including the RP 6000 Cordless Radio-Phono; AG 4230 Furniturized Stereo Hi-Fi; three stereo phonographs (with automatic changers) starting at less than \$80.00; and a sensational

voice activated Cordless tape recorder for under \$100.00. That gives Mercury 12 fabulous portables for gift-giving and for people on the move. And it gives you the fastest selling, full line of portables in the business!



NEW

AG 4230 PORTABLE (FURNITURIZED STEREO HI-FI) Wood cabinet and speakers; automatic arm positioning; meter type stereo balance indicator; separate balance, treble, bass and volume controls; record changer; rumble and scratch filter switches; diamond stylus and stereo cartridge; aluminum turntable; removable spindle; head phone output; tape recorder input and output; retractable carrying handle. Plays all records, sizes and speeds. Weighs less than 24 lbs. Retail \$229.95

NEW

RP 6000 CORDLESS PORTABLE RADIO-PHONOGRAPH 100% transistorized combination has 4-speeds, plays all records—monaural and stereo. Radio plays while being carried. Measures only 11½" x 5" x 9". Features diamond stylus; distortion-free 4" speaker; balanced turntable; solid state circuitry; professional performance AM tuner; independent radio-phonograph switching; heat free operation with drift and fade eliminated; and break resistant case. Plays for months on 6 standard flashlight batteries. AC adaptable. Retail \$49.95



NOW 8 GREAT PORTABLES



AG 4000: The Cordless, 100% transistorized phonograph that plays all records, anywhere, anytime. \$39.95



AG 4126: Deluxe 100% transistorized Cordless phono has big 7" ticonal speaker, weighs only 8 lbs. AC adaptable. \$59.95



RP 5000: 100% transistorized Cordless radio-phono combination plays all AM stations, all records, sizes and speeds. AC adaptable. \$59.95



TR 3300: Cordless, 100% transistorized recorder plays while being carried. Capstan drive, 2-speeds, ½ track recording, 3¼" reel. AC adaptable. \$59.95



TR 3500: Dual motors in capstan drive, 2-speeds, ½ track recording, remote control stop-start switch, 5" reel. 100% transistorized. AC adaptable. \$89.95



AG 9125: Detachable twin ticonal speakers, automatic phasing, separate bass and treble controls, fine wood cabinet. Portable or permanent. \$139.95

MERCURY RECORD CORPORATION



Home Entertainment Division • 35 East Wacker Drive • Chicago 60601

New York City's Appliance Field Gets New BBB Code

The Better Business Bureau of Metropolitan New York has distributed new comprehensive "Standards for the Advertising and Selling of Home Appliances and Home Appliance Servicing" to more than 1,000 dealers and distributors in the metropolitan area. The new standards were issued after several months of meetings between the BBB and industry representatives.

The new code (which covers TV, radio, air conditioners, laundry equipment, refrigerators, freezers, phonographic and recording equipment as well as small appliances) is a major revision of BBB standards originally adopted in 1950. It has been updated to include changing industry practices and government regulations, and to provide appliance dealers and distributors with a document covering basic requirements for accurate and responsible advertising.

Major provisions of the 23 point standards include: comparative price claims; competitive claims; illustration and layout; description of advertised items; prices, extra charges; bait and limited quantities; guarantees and warranties; and appliance servicing.

Hugh R. Jackson, BBB president, pointed out that the appliance industry continues as one of the top sources of inquiry and complaint to the BBB (about 24,000 last year), but he added, "This is inherent in any industry of this type and cannot be attributed to any widespread abuses."

You Profit More with SPEED QUEEN



Meet Harold Pinck.* He is District Manager for Speed Queen in Milwaukee. He's an A to Z specialist in home laundry appliances. His dealers benefit accordingly. Sales training, planning promotions, working the floor during sales events, advertising — you name it — he's in there pitching. Here he is shown with Mr. William Saichek, President of Samson-Community Stores and Harold Saichek, Treasurer — assisting in the preparation of a full-page Speed Queen ad. Is he *required* to give this kind of service? Yes, he is . . . as is every Speed Queen district manager as part of his **BASIC RESPONSIBILITY!**

"We handle many lines of home appliances and deal with many factory representatives. Harold Pinck is outstanding. He is not only a sharp merchandiser, but actually gives us valuable assistance in the preparation of our Speed Queen advertising. He's strong on promotions and has a good sense of what will pull and what won't. We can truthfully say that he makes a definite contribution to our laundry appliance profits."

William Saichek, Pres.
Samson-Community Stores Corp., Milwaukee



new
on michigan
avenue's
"magnificent mile"
CHICAGO

800 modern rooms,
and suites newly
refurbished . . .
air-conditioning
and TV . . .
municipal parking . . .
a choice hotel in
an excellent location
Singles from \$7
Doubles from \$12

HOME OF THE
TIP TOP TAP

The
Allerton
Hotel
CHICAGO

701 N. Michigan at Huron St.
TEL: Superior 7-4200
TWX: 312-222-0485

McGraw-Edison **SPEED QUEEN**
SYMBOL OF QUALITY

a division of McGraw-Edison Co., Ripon, Wisconsin
FAMED FOR DEPENDABILITY

NEW Products

TOSHIBA "Baseball" Radio

Perfect radio for the World Series' fans is model 6TP-515A, portable transistor unit with a baseball-shaped cabinet of high impact polystyrene, 3 in. in diameter. A set of small bats is provided as a base. When used without the base, radio can be kept from rolling by placing it on a small metal ring. Unit, which weighs only 7.8 ozs. with battery has six transistors and one diode, 2-in. permanent magnetic speaker, and a



Toshiba "baseball" radio

built-in ferrite core antenna. It is powered by one 9-volt cell. Toshiba America, Inc., 530 Fifth Ave., New York, N. Y.

UDICO Clothes Dryer

Designed for drying smaller items — nylons, sweaters, gloves, shirts, etc. — model PD-11 is a portable electric clothes dryer with a "2-lb.-wet" maximum clothes load. The 10½-lb. unit fits in a 10½ in. x 15 in. x 13 in. area for counter use or height can be increased to 30 in. for use on the floor by adding an extension bar included. Unit has linear polyethylene drum, chrome-plated, die-cast stand with rubber feet. The

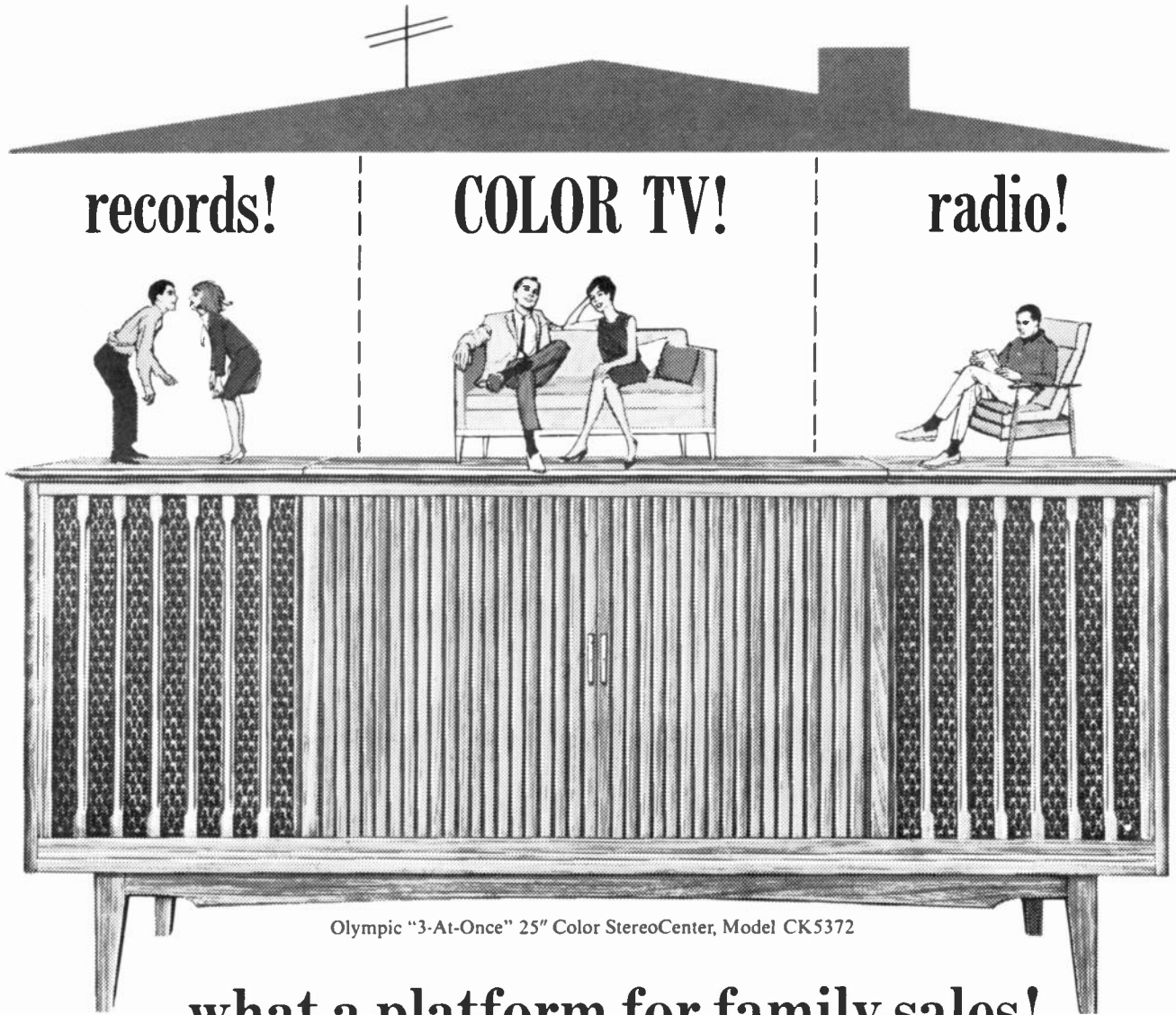


600-watt heating unit and fan are enclosed in metal rear housing. In all white, white with blue, or white with pink. Price, under \$40. Udico Electric Co., 1801 S. Olive St., Los Angeles, Cal. 90015.

INGRAHAM Clock

Called the "Dancing Hours," model No. 30-227 is an a-c electric clock featuring a Wedgwood blue plate case with white classical figures in radial position around the minute track. It measures 10 in. in diameter, has delicate white cut-out hands, Roman numerals, and sweep second hand. Carries two-year guarantee. Price, \$5.98. Ingraham Co., Redstone Hill Rd., Bristol, Conn.

'big 3' color combos play in 3 rooms at once



Olympic "3-At-Once" 25" Color StereoCenter, Model CK5372

...what a platform for family sales!

Olympic's the One that puts your "big 3" of home entertainment into one beautiful "3-At-Once" StereoCenter...with this brilliant demonstration of total convenience...for everyone, all through the house!

For "family togetherness"...switch on Color TV, Stereo Records and Stereo Radio, one by one in the StereoCenter...

Then, for "family room service"...show how Color TV, AM

or FM Radio, and Records play in 3 separate rooms. Switch Records and Radio from room to room.

Quick, easy, exciting to demonstrate! A new Olympic pocket sales trainer shows how-to-do-it, instantly. Salesmen have fingertip command of every exciting new action, with the exclusive Olympic Sound Control Center, Color-On signal and Tru-Color control. Choice of 11 decorator-styled fine furniture cabinets...21", 23" or 25"* TV. *diag. meas.

Electric knives . . .

(Continued from page 30)

convinced that the market will continue in depth for the corded version that we make only this type of unit and do not at the present time contemplate adding a battery-operated version to our line."

"We feel that the cordless approach to the electric knife is the right one," says D. W. Kueser, sales administration department manager for Knapp Monarch. "This knife, being extremely lightweight and cordless, makes it very acceptable to both male and female users."

The electric knife is a gift bought by a woman for a man, according to research by Hamilton Beach, which last year sold over 400,000 knives during the Christmas season. This year's yuletide hope: 1,500,000 to 2,000,000 electric knives sold. Reavey of the firm says that the months of November and December will see a new sales high for electric knives.

A Rival Mfg. Co. spokesman says, "We are the only knife maker, so far as we know, actively educating both consumer and retailer on the benefits of slicing with the electric knife." The firm has put out a 32-page demo/sales book to help retailers conduct successful demonstrations. And for the consumer version, the firm has "received literally tens of thousands of requests. Proof positive of the timely interest in this newest kitchen worksaver."

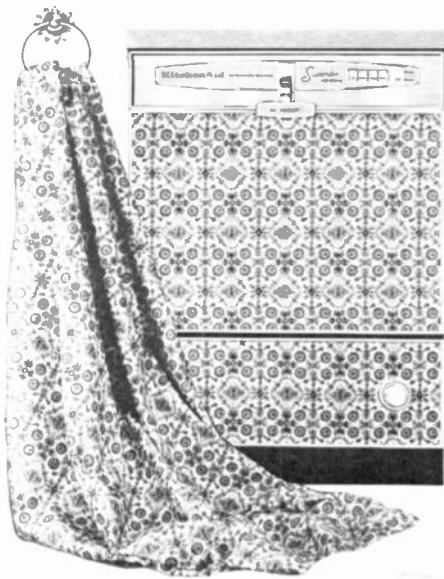
Adds Rival: "By educating both dealer and consumer in the merits of the electric knife, we feel we are helping to widen its base, and speed up its acceptance as an everyday staple in the homemaker's kitchen arsenal of appliances." ■



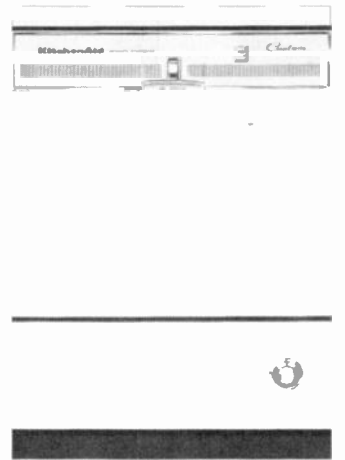
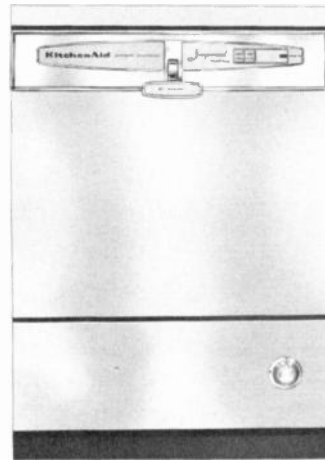
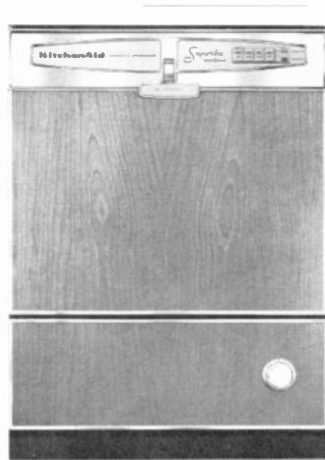
ISi / Olympic®



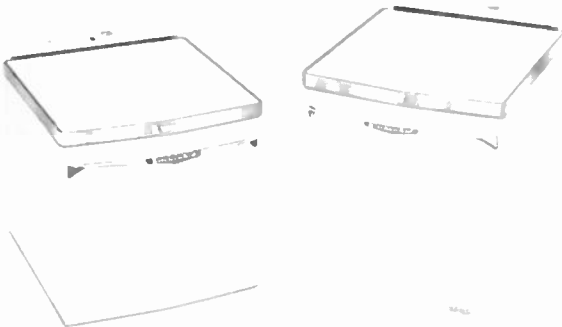
radios • phonographs • television from the space age laboratories of LEAR SIEGLER, INC./OLYMPIC RADIO & TELEVISION DIVISION LONG ISLAND CITY, N. Y. 10001



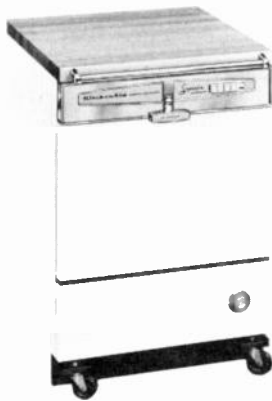
Vari-Fronts
for all
built-in
dishwashers



Built-Ins—three series



Portables—two series



Convertible-Portables—three series



Dishwasher-Sink Combinations
—two series

Now, more than ever before, there's a KitchenAid dishwasher for every kitchen, every budget.

Regardless of model or price, you'll find the same high-quality, functional features in every KitchenAid dishwasher.



Big deal

Just look at all the things you can get in a KitchenAid dishwasher. Even odd-sized stuff like extra-tall glasses, deep bowls, big pans, trays and cookie sheets. Plus all the everyday dishes, glasses, silverware, etc. Racks are deep and spacious, easy to load.

Clean sweep

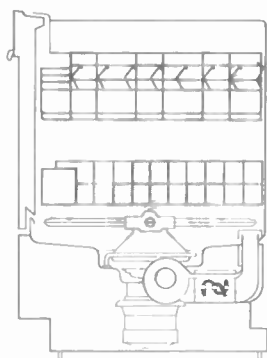


Put this KitchenAid high pressure salesman to work for you. It's our exclusive 4-Way Hydro Sweep wash. It's

so effective and efficient dishes don't need hand rinsing.

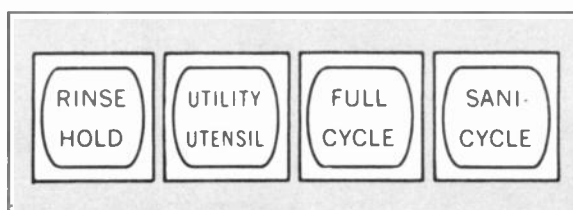
The rugged stainless steel Hydro Sweep is featured on all KitchenAid dishwashers. So no matter what model you sell, you're selling the best wash action in the business.

Flowing hot air



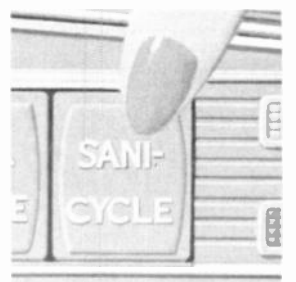
Most dishwashers use heat alone to bake dishes dry. But not KitchenAid. Our Flo-Thru drying system draws in fresh air. Sanitizes it with heat. Fan-circulates it over, under and around each piece until everything is thoroughly dry. Safe for fine china, delicate crystal, good plasticware.

Push 'em



These push buttons make KitchenAid the most automatic of all dishwashers. No dials to set. No knobs to fuss with. Just push a button and dishwashing's done. Automatically.

And our exclusive Sani-Cycle, featured on our Superba VariCycle models, will help make more sales for you. Without extra wiring, it puts dishes through a sanitizing 180° rinse to give extra protection against bacteria and germs. For those who want the greatest degree of sanitation.



Big line?

You bet! We're handing you the biggest line of dishwashers in our history. With KitchenAid, you get a wide choice of models to sell—including built-ins, portables, convertible-portables, free-standing models and dishwasher-sink combinations. With KitchenAid, you can sell up, sell down, sell circles around your competition.

Let's talk business

You'll sell more, profit more with this exciting KitchenAid line. And when you're a KitchenAid dealer, there's no monkey business. We don't sell any KitchenAid dishwashers under private labels. But we are continually selling KitchenAid dishwashers in our national advertising to help you sell more. Want to talk business now? See your distributor or write KitchenAid Home Dishwasher Division, Dept. KMM-5, The Hobart Manufacturing Company, Troy, Ohio 45373.

It's good business to sell the best...

KitchenAid®

This WAS News

25 Years Ago . . .

"The first full-dress promotional attention to be given small appliances by the General Electric Co. was underway last month as the merchandise department launched four travelling units from Bridgeport headquarters. The dramatic story on new small appliances was told to distributor salesmen groups in 43 cities . . ."

* * *

"That greater recognition is being given to display as a sales promotion arm of the retail business is evidenced in a report 'The Publicity Dollar,' an analysis of publicity expenses of department stores in 1939 as compared with the two preceding years, published by the National Retail Dry Goods Ass'n. In 1938 the average department store spent 13 cents of each dollar spent for publicity purposes on display. The 1939 figures, just analyzed, show that 15

cents out of each publicity dollar was set aside for display purposes last year."

* * *

20 Years Ago . . .

"Dealer mortality figures should really dip if the short intensive university courses, conceived to acquaint prospective businessmen with the divers problems concomitant with retail operation, are attended. Columbia, like a number of other universities, plans to present an eight weeks course, running from October 27 to December 21. Columbia's course is designed to be primarily of interest to veterans who intend

to operate a small business and who do not have sufficient time for a regular college program."

* * *

"A proposal to broadcast television and FM programs from stratosphere airplanes will be tested this fall by the Westinghouse Electric Corp. in an effort to prove its plan to provide coast-to-coast service at a reasonable cost."

* * *

"Rationing and distribution controls on refrigerators should be revoked by the middle of the fourth quarter."

"Components will be available in quantity. During the fourth quarter, 20,000,000 fractional horsepower motors, twice the amount used in 1939, will be available. There will be plenty of gray iron castings."

* * *

"Discussing the postwar radio market before a group of dealers in Milwaukee recently, Joseph Gerl, president, Sonora Radio & Television Corp., pointed to the sudden growth in the number of radio dealers and warned that some of these may turn out to be 'unhealthy additions' to the industry."

"... The irresponsible dealer who has no regard for consumer goodwill, who thinks he can sell radios for a year or two, then back out of the market, is a great menace to the radio industry. This sort of dealer has little regard for servicing radios, for stocking parts for customers or for giving the little gratuitous services which over the years build goodwill among purchasers. Such a dealer does nothing to strengthen the name of his product or the goodwill of the manufacturer. He is basically an unhealthy addition to the industry, and ought to be regarded as such."

* * *

"The appointment of Claire G. Ely as assistant manager of the Kansas City branch of Maytag Co. places a man of 21 years' experience as chief aide to a man with one of the longest terms in service in appliance sales. The latter is George R. Ireland, who opened the K. C. office more than 35 years ago."

15 Years Ago . . .

"Demand for Zenith products is so much greater than capacity production that it has become necessary to allocate the output of both radio and television receivers among distributors, E. F. McDonald, Jr., president, Zenith Radio Corp., Chicago, announces."

* * *

"Regardless of rumors, Magnavox has no intention of embarking on a widely expanded distribution program, Frank Freimann, executive vice president of the Magnavox Co., asserts."

* * *

"Kansas City Power & Light Co. has re-entered the electrical appliance merchandising field, emphasizing ranges, water heaters, and home freezers, J. F. Porter, Jr., vice president, announces."

(Continued on page 52)



ROPER
SIZZLING
COOK-AND-SERVE
SALES SPECIAL

OFFER THIS FAMOUS **COSCO**
BUFFET CART

nationally-advertised at \$24.98

FREE!

WITH A BEAUTIFUL **ROPER Charm**
at regular price



Keep your Roper sales sizzling with this hot Cook-and-Serve exclusive. The smart, sturdy Cosco Cart has removable and interchangeable walnut wood-grain shelves, brass-plated frame, 3-inch wheels. It's a natural right beside the Roper Charm on your floor, in your window . . . and watch your sales sizzle!

- * Full color national advertising!
- * Big promotion pack ready for you!
- * Contact your Roper Representative right now!

ANOTHER PROFIT-POWERED PROMOTION from
ROPER

GEO. D. ROPER SALES CORP. KANKAKEE, ILLINOIS

Clear & Vivid Color TV as never before!

INTRODUCING

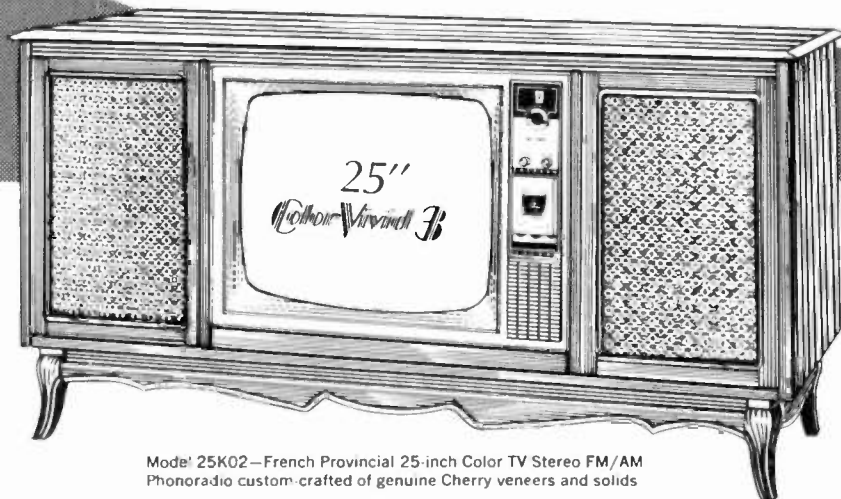
Emerson

Color Vivid 3

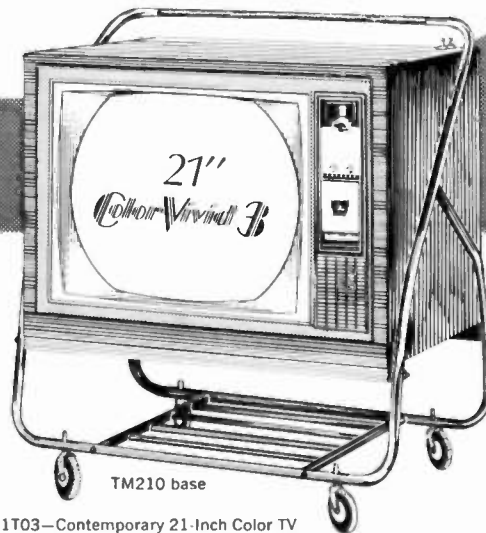
With Emerson's New Micromatic Triple-Alignment & Convergence Process that gives you the big difference you can demonstrate

**Delivers True Color Instantly...Stays True Color...
CLOSES COLOR SALES LIKE NEVER BEFORE!**

Emerson engineering has increased specification standards to insure complete reliability . . . purified the picture . . . and refined the color image so exactly that little or no further adjustment is needed, once the set leaves the factory.



Model 25K02—French Provincial 25-inch Color TV Stereo FM/AM Phonoradio custom-crafted of genuine Cherry veneers and solids



Model 21T03—Contemporary 21-Inch Color TV Table Model in grained Mahogany or Walnut finish

C-V-3 exclusive in Emerson Golden Anniversary Line

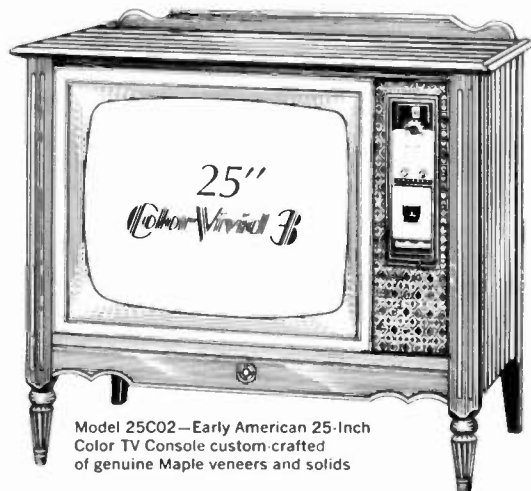


Model 21C12—Italian Provincial 21-Inch Color TV Console custom-crafted of genuine distressed Walnut veneers and solids

All Emerson color sets have: ■ New Aluminized Bonded Shield reflection-free Color Picture Tube . . . with rare-earth phosphors . . . to bring in brighter, more realistic color with truer reds ■ Magic Color Monitor . . . that purifies color image by automatic degaussing, even if set is moved ■ Factory-adjusted Noise-immune Color Circuit that eliminates color from black and white reception ■ Color Magic Contrast . . . that sharpens picture and contrast both in color and black and white ■ Advanced Color-Scope Full Power Transformer Chassis for peak performance even in fringe areas

21" viewable area — 265 sq. in.

25" viewable area — 296 sq. in.



Model 25C02—Early American 25-Inch Color TV Console custom-crafted of genuine Maple veneers and solids



Emerson

680 FIFTH AVENUE, NEW YORK 10019

THE NAME THAT'S MEANT BUSINESS FOR 50 YEARS

Who but TOASTMASTER® has the name people want most in INSTANT HEAT Heaters?



Deluxe Heater
Model H921
—1650 watts

Nobody! Toastmaster pioneered Instant Heat, introduced it in 1957, and hooked up a hot line to consumers that now makes Toastmaster *the* demand line.

Toastmaster heaters come in a style, size and capacity for any type room, and offer quality features that make your selling job easier. The deluxe heater above combines push-button heat-selector with automatic 7-position thermostat control and whisper-quiet fan to circulate heated air quickly. Automatically maintains temperature selected. Famous Toastmaster heaters also feature a tip-over safety switch that automatically shuts unit off if it is upset, as well as finger-proof grilles designed to protect children, stay-cool cabinets and handles. All are smartly styled to blend with room decors.

You'll sell *more* heaters this season if you feature nationally-advertised Toastmaster Instant Heat Heaters.



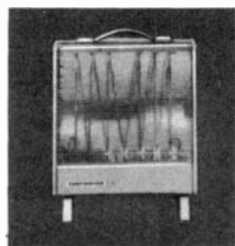
Deluxe Heater—Model H916. Has two push-button heat selector plus on/off button. Automatic 7-position thermostat combines radiant with fan-forced heat. 1500 watts.



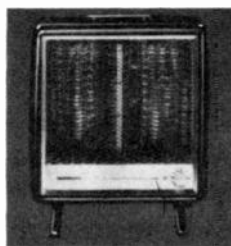
Custom Heater—Model 9A2. Has two Instant Heat heating elements. Automatic thermostat. Available in 1650 or 1320 watts. Combines radiant with fan-forced heat.



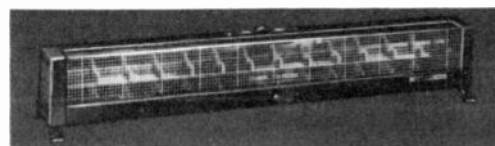
Compact Heater. Model 9B1. World's largest selling heater! Thermostat control. Radiant plus fan-forced heat. 1320 watts.



Radiant Heater. Model H902. Value-packed radiant heater dependably delivers big performance at a low price. 1320 watts.



Heavy Duty Heater—Model H940. Big-job heater, 4000 watts, 220 volts. Automatic 7-position thermostat. Radiant and fan-forced heat.



Baseboard Heater—Model B931. Deluxe 3 ft. unit with 7-position thermostat. Signal light.

Model B921. Compact 2 ft. unit (not shown).



TOASTMASTER®

... where one good thing leads to another ...
TOASTERS • COFFEE MAKERS • FRY PANS • BROILERS • WAFFLE IRONS • HAIR DRYERS • IRONS
MIXERS • BLENDEES • CAN OPENERS • HAIR CLIPPERS • VIBRATORS • SHOE POLISHERS
POWER TOOLS • FANS • HEATERS • HUMIDIFIERS

Toastmaster Division • McGraw-Edison Company • Elgin, Illinois

Insurance savings . . .

(Continued from page 45)

ice men when they are on a call.

The cost of this policy is dependent in part upon your fire rate; therefore, it is imperative that you select an insurance representative who can advise you how to obtain any rate reductions to which you may be entitled and who is up to date on modern insurance practices. It is certainly possible that you may be able to carry the broadest insurance program, one which protects against any type of loss which you may encounter, at a total cost far less than that which you are now spending.

As insurance consultants, it is part of the authors' work to review a wide variety of insurance programs. We find that nearly 61 per cent of existing insurance qualifies for some sort of rate reduction. Yet the businessman or his broker has never applied for this savings.

Perhaps your own insurance program would benefit from a review. ■

This WAS news . . .

(Continued from page 50)

5 Years Ago . . .

"If everyone of us (dealers) would go out and sell 20 refrigerators each, our industry would be in good shape," Harry Price, chairman of NARDA's executive committee, told the Sixth Annual Institute of Management at the American University in Washington, D. C.

* * *

"Manufacturing processes, advertising, distribution, packaging, service, and engineering all are being subject to rejuvenation under a 'three-year plan' instituted by management of Landers' Frary & Clark.

"We have to make good; we have financial interests," says Harry T. Silverman, board chairman and president of LF&C. . . ." ■

Arizona Electric League Elects Willis President

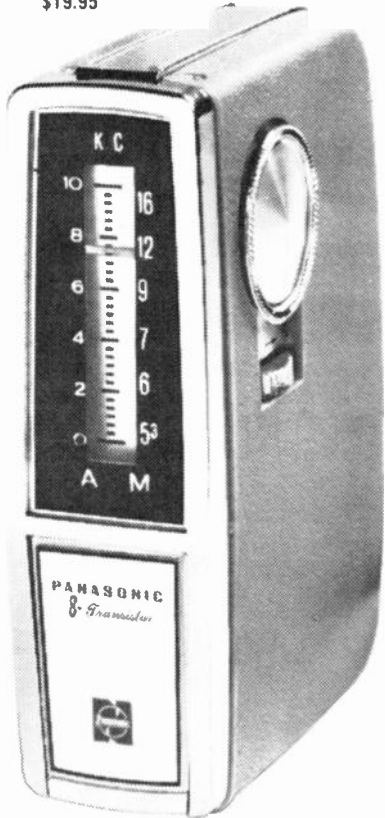
Don Willis, vice president in charge of marketing for Arizona Public Service Co., was elected president of the Valley of the Sun Electric League for the 1965-66 year at the league's annual meeting held at Ramada Inn in Phoenix.

Other officers elected are: vice president — J. D. Brown, manager, Graybar Electric; and secretary-treasurer — John Allen Ware, Jr., of J. A. Ware & Associates.

Well known for his interest in community and civic activities, Willis, a 35-year veteran with Arizona Public Service Co., is currently campaign director for Junior Achievement.

Want to Meet a Hot Little Number?

THE PANASONIC MM (R-132): 8 transistors plus 1 diode; 8 oz.; 4" high. Automatic volume control to keep sound as you want it. Distinctive side dial for fine focus tuning. Comes in 2 powerful-selling colors: black or tan (both simulated rich calf skin).
\$19.95



Here it is. Looks like a camera.
Sounds like a console.
Sells like a hot cake.

New from PANASONIC — all ways a stride ahead in design, style, and performance

Highest Style Yet in a "Come-Along-With-Me" Radio

Looks like a camera. Sounds like a console.

PANASONIC again shows its imaginative genius in creating this new camera style portable radio. The PANASONIC (MM) looks like an expensive movie camera. Sounds like a full size table model. Becomes an exclusive accessory that looks smart anywhere and everywhere.

The PANASONIC (MM) has a distinctive side dial for fine focus tuning. Its flat shape is comfortable to carry and easy to set down. Performance is up to PANASONIC's highest standards!

If you appreciate style and know value, the PANASONIC (MM) is the radio for you.



Fast facts about the PANASONIC (MM): 8 transistors plus 1 diode; only 8 oz.; uses one 9V battery; only 4" high; automatic volume control keeps sound as you want it. Colors: Black or Tan \$19.95

PANASONIC

You've never seen or sold anything like this little portable before. Looks so much like an expensive 8 mm movie camera that we're calling it the PANASONIC MM.

Your customers recognize it instantly as an exclusive accessory that looks smart anywhere and everywhere.

We're going all out to put this hot little number across for you. Big space advertisements, like the advertisement (shown 1/4 size) at left, will be published in Life and Good Housekeeping telling and selling your customers on the PANASONIC MM—the highest style yet in a "come-along-with-me" radio.

If ever there was a hot little number, this is it!

Immediate Delivery — rush your orders now.



PANASONIC
BY MATSUSHITA ELECTRIC

EASTERN SALES/PANASONIC NEW YORK, 636 Eleventh Ave., New York 36, N.Y. (212) 973-5700
MID-WEST SALES/PANASONIC CHICAGO, 4615 N. Clifton Avenue, Chicago, Ill. (312) 784-2200
WESTERN SALES/NEWCRAFT, INC., 8665 Wilshire Blvd., Beverly Hills, Calif. (213) 915-5160
HAWAII/MATSUSHITA ELECTRIC OF HAWAII, INC., 205 Kalihī St., Honolulu 17, Hawaii, 847-315

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

WRH

Dynamic Sees '65 Recharger Unit Sales Split 50/50 OEM And Consumer

Sales of dry cell battery recharging units by Dynamic Instrument Corp. are expected to total approximately \$3.5 million in 1965, Harold Sulger, president, recently told MART Magazine.

About 50 per cent of sales will be to manufacturers of radios, tape recorders, battery-driven cameras and similar equipment, while the

balance will be sales of units designed for consumer home use.

Conscientiously applied, a recharger unit can permit a consumer to obtain 15 or more original lives from dry cells, according to Sulger. Letting dry cells "get knocked down" and then lie around prevents a user from enjoying maximum number of recharges, he pointed out.

Sulger predicts that his company's findings regarding recharging dry cells will have a considerable impact on the cordless market. Foremost, he notes, these findings will make dry cells attractive substitutes for more expensive nickel-cadmium type batteries currently used in cordless electric knives and other items. Concomitantly substitution of dry



AUTOMATIC home battery charger pictured here reportedly cannot overcharge and requires no timing. Unit can charge from one to four batteries of different types and sizes simultaneously.

The Ronson Blender doesn't just play around with ice cubes, it crushes them!



**Without adding water!
Without attachments!**



Ronson "Carafe" Blender



Ronson "Deluxe" Blender

**Swallows whole vegetables
No spatula needed
Most powerful motor**

Here's the great Ronson exclusive that blender customers are looking for. The Ronson Blender crushes ice cubes! Without adding water. Without any extra attachments. Extra-large blades and a wide base design let the Ronson Blender crush ice cubes completely. Swallows whole vegetables, too! And no nudging with a spatula needed. Plus the most powerful motor of any blender. Best of all, you'll have two great Ronson Blenders to de-

light customers. The new Ronson "Carafe" two speed Blender and the great Ronson Deluxe Blender with five push-button speeds. Just put them where customers can see them and start telling the whole ice-breaking story. You'll talk yourself into your biggest profit year ever! Remember, if it's from Ronson, you're getting more! More excitement! More sales! More value!

RONSON

RONSON CORP., WOODBRIDGE, N. J. ALSO AVAILABLE IN CANADA

cells in these products will significantly reduce their selling price, he adds.

Sulger states that his company has found that if the home charger units are displayed near dry cell batteries in a store, the store's sales of these batteries is increased.

Dynamic markets two models of consumer battery chargers: an automatic model, retailing for \$7.95 and a non-automatic unit which requires the user to time the recharging operation for \$5.95.

The company also markets an auto battery recharger which Sulger says overnight will restore enough power to the battery for four "starts".

Discovery accidental

According to Sulger the initial facts relating to recharging of dry cell units were discovered in a somewhat accidental manner by Joseph A. Mas, executive vice president of Dynamic. Mas, "after experiencing the annoyance and expense of battery replacement in a transistor radio given to him as a gift," embarked on a two-year research program that resulted in the design of a simple a-c converter/charger for dry cell batteries.

The unit, named "Plug and Play," was designed to allow the user to plug his battery-powered device into an ordinary 110-volt a-c outlet and continue to use it while the batteries are being recharged.

In his investigation, it is stated, Mas had consulted the "Everready Engineering Data Handbook" and found that according to the Bureau of Standards, dry cells under certain conditions were considered rechargeable for a "limited number of cycles."

Subsequent research disclosed the fact that the useful life of a dry cell battery is determined more by its shelf life than by any other factor.

Personnel Jottings

Leo F. Fitzpatrick, general sales manager for consumer products in Canada, now also marketing director for the U. S.; Ian J. Main, now national sales manager in the U. S., *International Electrohme, Inc.*



L. F. Fitzpatrick I. J. Main

Brian J. Abdella, now vice president-marketing, consumer products, *Westclox Div., General Time Corp.* He succeeds Robert L. Shaw, who resigned to join *The Brunswick Corp.*



B. J. Abdella G. P. Welch

George P. Welch, now manager of advertising for distribution sales operation, major appliance division, *General Electric Co.*



A. A. Celio T. Doko

Anthony A. Celio, now vice president-sales, *Thermador Div., Norris-Thermador Corp.*

Toshiwo Doko, now president, *Toshiba of Japan.*

Saul Knazick, now director of sales and marketing, *Estey Musical Instrument Corp.*



S. Knazick G. F. O'Rourke

Gerald F. O'Rourke, sales manager, now member of the board of directors, *Iona Mfg. Co., Inc.*



M. C. Holm W. Bynum

Melvin C. Holm, now president; William Bynum, now chairman of the board as well as chief executive officer, *Carrier Corp.*

Michael Gernert, now advertising manager, *Volkswagen of America, Inc.*



M. Gernert H. R. Seelen

Harry R. Seelen, now general manager, RCA television picture tube division, *Radio Corp. of America.*

John T. Tighe, now in newly created position of general manager, residential product sales for home system division, *Whirlpool Corp.*



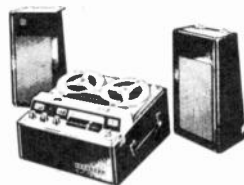
H. W. Steele K. J. Sullivan

H. William Steele, now in newly created position of sales manager, *Amana Refrigeration Sales Corp.*

Kevin J. Sullivan, now in newly created position as sales manager for laundry equipment and ranges, *Westinghouse Appliance Sales and Service Co.*

CONCORD IS STILL THE BEST SELLING, MOST COMPLETE LINE OF PUSH-BUTTON TAPE RECORDERS!

AUTOMATIC STEREO TAPE RECORDERS



MODEL 994 \$399.95



MODEL R-1100 \$495.00



MODEL R-1000 \$449.95



MODEL R-2000 \$795.00

STEREO TAPE RECORDERS



MODEL 440 \$149.50



MODEL 884 \$349.95

MONAURAL TAPE RECORDERS



MODEL 102 \$79.95

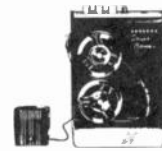


MODEL 120 \$99.95



MODEL 220 \$149.95

BATTERY-OPERATED, SOLID-STATE PORTABLES



MODEL F-85 \$49.95



MODEL 330 \$199.95

NOW...ASK YOUR CONCORD REPRESENTATIVE ABOUT THESE 5 EXCITING NEW MODELS:



CONCORD MODEL F-20 "SOUND CAMERA"® \$29.95



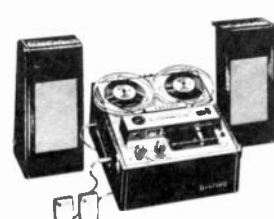
CONCORD MODEL F-88 "SOUND CAMERA"® WITH VOICE-CONTROL MICROPHONE \$79.95



CONCORD MODEL 320 DUAL-POWER PORTABLE WITH 5" REELS \$129.95



CONCORD MODEL 444 PUSH-BUTTON STEREO TAPE RECORDER \$199.95



CONCORD MODEL 555 DE-LUXE PUSH-BUTTON STEREO TAPE RECORDER WITH SPLIT SPEAKERS \$249.95

For Connoisseurs of Sound

CONCORD

CONCORD ELECTRONICS CORP.

1935 Armacost Avenue, Los Angeles, California 90025
IN CANADA: Magnasonic Industries, Ltd., Toronto/Montreal

THE SIGNATURE OF QUALITY • Tape Recorders | Industrial Sound Equipment | Dictation Systems | Communications Devices | Closed-Circuit Television

CONCORD ELECTRONICS CORPORATION
1935 Armacost Avenue, Los Angeles, Calif. 90025
Gentlemen:

Yes, I want more details on Concord's profit-packed Dealer Franchise Program and information on Concord's brand new Tape Recorders!

Please send complete information
 Have your representative call

Dept. M-9

MY NAME _____ TITLE _____

FIRM NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Successful Department Store Official Offers Do's And Don't's On Selling Tape Recorders

Some dealers still not sold on the product themselves buyer notes, despite a high average gross.

Could it be that the consumer is ahead of many appliance dealers in accepting the tape recorder?

It's distinctly possible, says a buying official of a big department store operation that has been notably successful in merchandising tape recorders.

"Apparently a lot of appliance dealers still have to be sold on this product more than the public does," says this executive, "and I don't really understand why, because the tape recorder definitely should be part of any good appliance store's lineup.

"I do grant," he says, "that there were some grounds for dealers shying away from tape recorders in the past. For one thing there was considerable confusion over what system would prevail, something like the early days of LP records. Well, that's over now. Just as LP records settled primarily on 33 and one-third disks, so has the better stereo tape recorder field settled down to the four-track system."

Even conceding some confusion in the minds of appliance dealers, this executive is puzzled by a lack of wider acceptance of tape recorders among dealers for the simple reason that tape recorders are a lucrative business. Practically all of the major brands are on a minimum resale (not Fair Trade) basis that guarantees the dealer at least a 30 per cent gross margin. The machines themselves are getting simpler to operate every year; service problems are "no worse than any other home electronics"; and the parts situation is generally no problem.

For an appliance dealer who wants to get into tape recorders or wants to expand his tape recorder volume, here are some "Do's and Don't's" from this buyer, who chooses to be anonymous since, he says, his views do not necessarily coincide with those of store management:

(Continued on page 59)



OVERALL PHOTO of tape recorder display at E. J. Korvette, Little Neck, N. Y., shows some 25 units arranged by price category. Area is roped off so consumers can handle machines only when in company of a salesman. Manufacturer promotional material is in rack on lower left.

tape-it easy[®] with



SINGLE CONTROL OPERATION

Here's a Quality tape-recorder designed for impulse sales. With outstanding features as

- Capstan Drive
- Two Speeds
- Single Knob Control
- AC or Battery
- Dynamic Speaker
- Pause Control
- Remote Dynamic Microphone
- 3 1/4" Reel.

Dokorder PT-36B
Sells itself profitably

through wholesalers and retailers at \$**29**⁹⁵

Distributor and Dealer Inquiries Invited. Write Today!
RENGO TRADERS INC. 234 5th Ave., New York, N.Y. 10001

Other Models
up to \$129.95

Hitachi Achievements '66

Exclusive 'Levelmatic' gives professional sound. Fully portable AC/DC, 5" reels, 7-transistors, 2 speed capstan, push button control, two source mixing, speaker monitor, dynamic mike, remote control, tape counter. Suggested retail - \$99.95

More 'Levelmatic' in a light-weight (4 1/2 lbs.) 7-transistor portable. Plus two speed capstan, two source mixing, speaker monitor, dynamic mike, remote switch and 3 1/4" reels. Suggested retail - \$49.95



TRQ510



TRQ330

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	6	59	88	590	247	1410	1237	1182
City Public Service Board (San Antonio) 375,985	2637	225	160	456	501	1370	1832	1177
Dallas Power & Light 264,127	2029	385	1489	391	1568	3101	4459	1917
Dayton Power & Light 269,292	988	669	111	651	813	1348	1931	1524
El Paso Electric 94,849	375	91	127	120	156	587	1275	
Florida Power Corp. (St. Petersburg) 2091	352	263	343	2299	2092	2590	1605	
Electric Power Board (Chattanooga) 77,899	826	270	67	173	402	549	608	624
Fla. Power & Light Co. (Miami) 769,492	7204	1382	1321	698	4677	6078	7461	4696
Idaho Power (Boise) 116,000		345	260	369	775	395		862
Jersey Central Power (Morristown) † 381,492	4825	623	635	543	768	2786	3895	2703
Kentucky Utilities Co. (Lexington) 1298	322	168	938	1132	2138	2190	1824	
Metropolitan Edison (Reading, Pa.) 240,053	1814	357	178	286	634	1384	1712	1498
Nashville Electric Service 136,000		253		340	695	944		
New Orleans Pub. Serv. 326,859	2147	735	402	568	1333	1952	6320	2256
N. Y. State Elec. & Gas (Ithaca) 526,356	1607	770	525	798	1236	2553		2507
Omaha Public Power 824	389	103	186	363	717	794	970	
Pacific Gas & Elec. Co. (San Francisco) 2677	7298	6167	3320	14313	15705	19084	13449	
Public Serv. Co. of N. M. (Albuquerque) 101,117		177	159	186	211	467	594	578
Southwestern Elec. Power (Shreveport, La.) 190,338	1497	236	297	858	407	1682	1729	1614
Union Electric (St. Louis, Mo.) 568,666	4649	514	823	690	1549	4814	5749	3994
West Penn Power Co. (Greensburg, Pa.) 360,000	1247	784	247	754	1074	2121	2321	2190

June compared with May report -1% +28% +7% +16% +25% +14% -6% +10%

*Includes Built-Ins
✓ Residential Meters

**Includes Stereo

†Includes N. J. Power & Light

Sylvania Sends Six Dealers To NARDA Institute School

Sylvania Electric Products Inc. sponsored six television dealers at the NARDA Institute of Management held in August at the American University in Washington, D. C.

The six dealers are: Michael Sheehan, Del Padre Supply, Springfield, Mass.; Larry Schwede, Schwede's Appliance Village, Rocky River, O.; Tony Costa, Newbury Enterprises, Fairhaven, Mass.; Nathan Turchin, Turchin's Department Stores, Inc., Linden, N. J.; Elton Samuels, Allentown, Pa.; and Lucien Laroche, Stafford Furniture Co., Fall River, Mass.

West Bend Buys NFC To Expand In Housewares

The West Bend Co. has agreed to purchase the assets and business of NFC Engineering Co., Anoka, Minn., for an undisclosed sum of cash, it was announced by J. R. Brown, president of West Bend. NFC Engineering Co. is a leading producer of plastic insulated serving ware in the housewares field. Its products have been sold under the name of "Thermo-Serv."

"The acquisition of NFC is a natural extension of West Bend's activities in the housewares field," said Brown.

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

DEXTER QUICK TWIN

PERFORMANCE OR PROFIT PROTECTION



It's a Money Maker!

It's A Profit Maker!

DEXTER

FAIRFIELD, IOWA

See Your Dexter Distributor or Write Dexter, Fairfield, Iowa



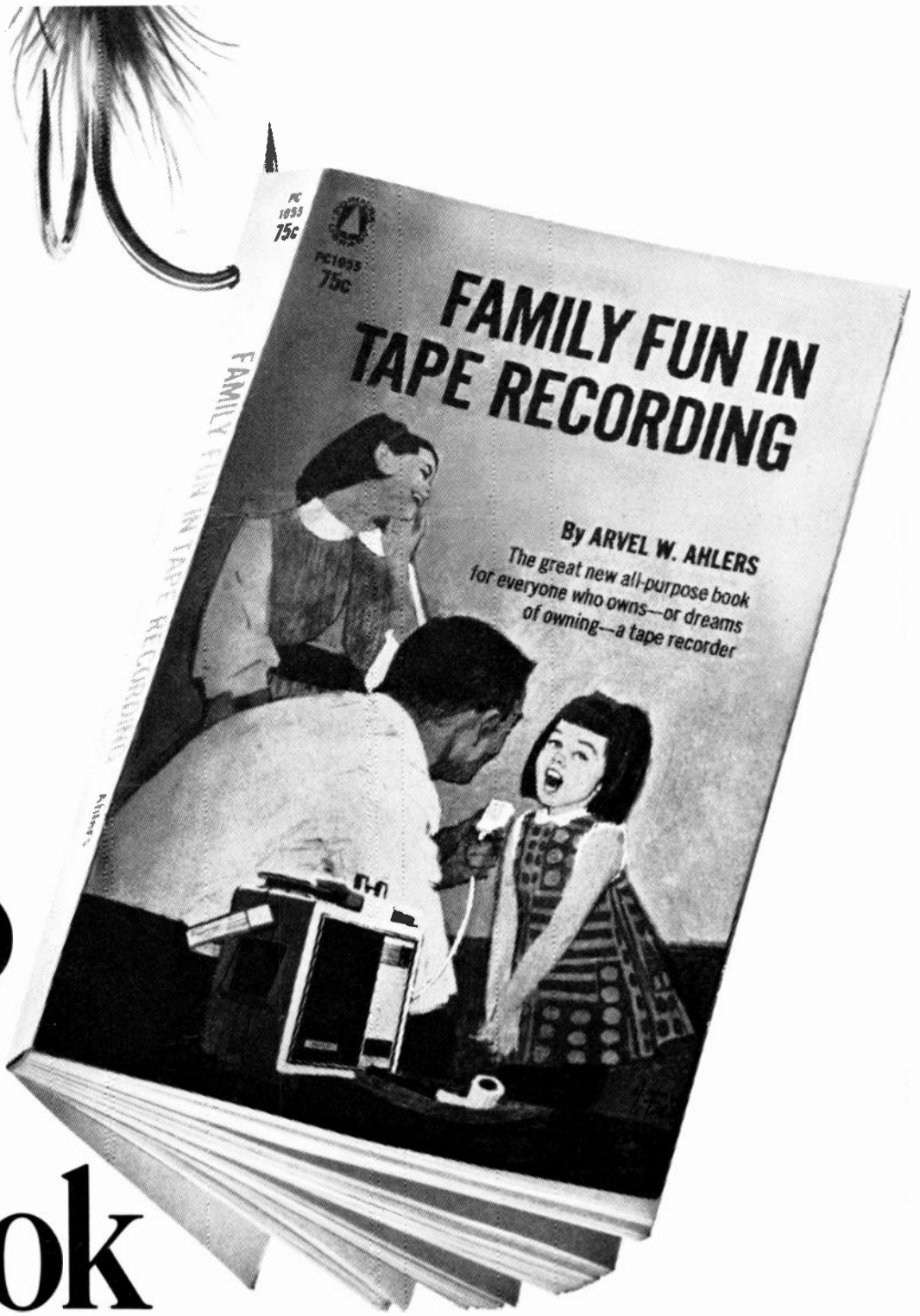
... me and my **MAGLINER** lightweight delivery truck ramp! Now, put your deliveries on a low-cost, one-man basis. Make a Magliner the helper on your trucks . . . eliminate double load handling—make more stops at lower cost. Light and tough, Magliners are easily handled and positioned by one man. Self-cleaning 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 269, Pinconning, Mich.

Canadian Factory: Magline of Canada Limited, Renfrew, Ontario



Norelco bait your hook with this great book!

Norelco is out to help you land live tape recorder customers with a great deal—and your own free dealer listing in TV Guide, Life and Look. The big deal is the new book, "Family Fun In Tape Recording"—a free gift to whet the appetite of every potential Norelco tape recorder customer (and that's everybody!).

And we'll whet their appetites even more with our tremendous national advertising campaign. Plus you'll receive outstanding newspaper mats for all five Norelco models, dramatic in-store displays, and window streamers.

Norelco
makes sales simple for you

TAPE RECORDER ADVERTISING LIKE NEVER BEFORE!

LIFE LOOK
TV GUIDE ESQUIRE
HOLIDAY EBONY
READER'S DIGEST
SPORTS ILLUSTRATED
NEW YORKER
POPULAR PHOTOGRAPHY
NATIONAL GEOGRAPHIC
MODERN PHOTOGRAPHY

Get all the details on the deal and your dealer listing from your Norelco representative:

T. B. ALLEN & ASSOCIATES
4810 Excelsior Blvd., Minneapolis 16, Minn
BOUDROT & GARSIDE, INC.
10 High St., Boston, Mass.
FISHMAN ASSOCIATES
2060 East 54th St., Indianapolis, Ind.
THE EARL GOETZE COMPANY
2836 Main St., Kansas City, Mo.
THE EARL GOETZE COMPANY
4150 Laclede Ave., St. Louis, Mo.
RICHARD LEGG COMPANY
2035 S.W. 58th Ave., Portland 1, Ore.
J. C. MERICAN & CO.
2 Horizon Road, Fort Lee, N. J.
SAM LITTLE COMPANY
2396 Connally Dr., P.O. Box 308, East Point, Ga.
LUND AND COMPANY
2215 North Olive St., Dallas 1, Texas
THE NEWHOPE CORPORATION
6 E. 39th St., New York, N. Y.

J. B. PARENT COMPANY
5157 Evergreen Dr., North Olmsted, Ohio
PASTON HUNTER CO., INC.
Box 129, Dewitt Station, Syracuse, N. Y.
MEL PEARSON & COMPANY
1860 S. Acoma St., Denver 21, Colo.
WM. J. PURDY AGENTS
312 Seventh St., San Francisco, Cal.
SHALCO, INCORPORATED
23525 Woodward Ave., Ferndale 20, Mich.
SHALCO, INCORPORATED
5364 Kimball Ave., S.E., Grand Rapids, Mich.
M. JAMES BUTLER & ASSOCIATES
23314 Crenshaw Blvd., Suite #5, Torrance, Cal.
ROY F. TRAUGER & COMPANY
5320 N. Kedzie Ave., Chicago 25, Ill.
WINFIELD ELECTRONIC SALES
666 N.E. 125th St., North Miami, Fla.

Tape recorders . . .

(Continued from page 56)

. . . DO . . .

1. To get going, you can get by with a display of only five tape recorders, in this suggested price and feature order: a.) a low end (not toy) but good quality monaural unit in the \$50 or \$60 price range. (This particular department store operation does handle toy tape recorders even down to the \$10 bracket since this is a mass market item that cannot be ignored by any department store, the buyer says. But these units are treated separately, bought separately and sold and displayed separately. They are more or less of a pick-up item using little or no informed sales help. The less natural traffic that a store has, this buyer says, the less sense it makes to go into the top tape market.

b.) a step-up monaural unit;

c.) a relatively low-priced (again \$50 or \$60) battery-operated unit;

d.) a low end stereo model, around \$150; and

e.) stereo step-up. This buyer is wary of tape decks that are to be installed in existing systems because, he says, it gets a little too much into the audio specialist's territory.

2. A reasonable amount of back-up stock must be on hand to complement the display. Generally, it is safe to stock heavier on the lower end items.

3. Know at least a little about the merchandise. It's not necessary to have a full-time tape recorder selling specialist, this buyer says, but every salesman should at least know the difference between a meter and a glow tube.

4. Do make every effort to tie in with manufacturers' national ads and use their in-store selling aids. Tape recorders are still a new enough category to need every ounce of promotional push you can muster. Tape recorders also make intriguing props for displays of other merchandise such as furniture.

. . . DON'T . . .

1. Don't waste time trying to sell high end tape recorders in anything but a relatively high-income, high education-level area. This comes back to the old maxim of knowing your market.

2. Don't automatically cede the tape recorder business to the camera stores. True, they do

have an edge in that they got into the business on the ground floor, and their customers are hobby-oriented to begin with, but the fact remains that the appliance store is or should be a more logical place to buy a tape recorder than a camera store.

3. Don't, if you carry toy tape units, make the mistake of displaying a \$8.98 unit next to one that is marked \$189.98 — your salesman is apt to have to take as much time to sell the cheap unit as he does the expensive one.

4. Don't make the mistake of over-emphasizing prices on tape recorders. This buyer claims

consumers are much less price conscious in the tape field than they are in almost any other appliance-home electronics field. The same goes for big brand names, he says. In a sort of reverse pattern, this buyer says, the most successful tape recorder lines have been from factories or importers that are far from household words in the average U. S. home.

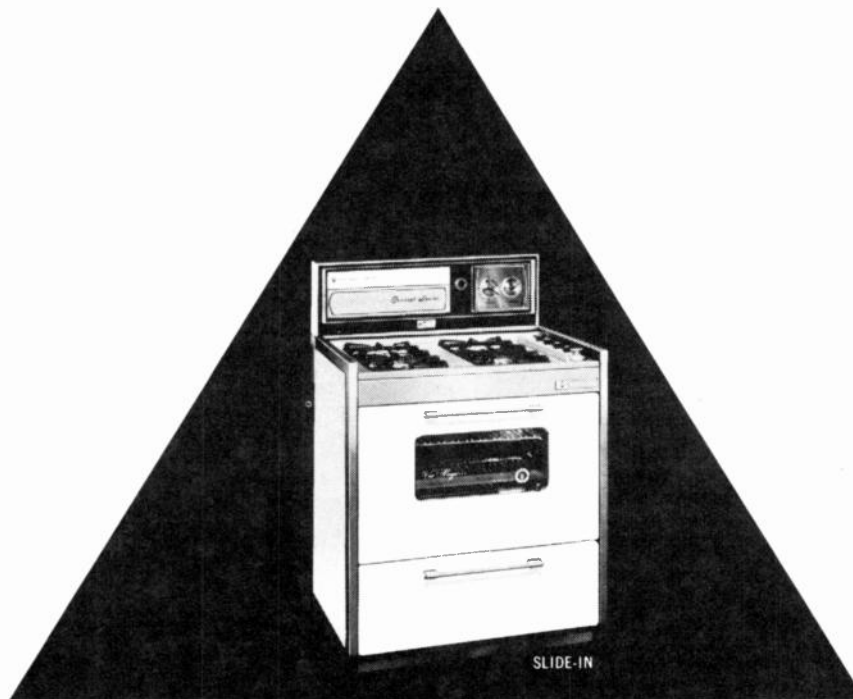
The tape recorder's very versatility is, in merchandising practice, a drawback, as far as this buyer is concerned. The machine can do so many things, he says, that it is hard to pick out any one and play it up as a promotional angle. ■

APDA Will Publish Magazine For Technicians

New venture for the Appliance Parts Distributors Ass'n is the publication of a magazine called *Appliance Technician*, according to an announcement by Kenneth Adler, executive secretary, following the annual meeting of the APDA held in Las Vegas recently.

The magazine will be directed to the more than 100,000 technicians who service major appliances and laundry equipment throughout the United States. First issue is slated for early fall.

MAGIC CHEF QUALITY COMES IN DIFFERENT SHAPES



THE CONCEPT SERIES . . . SLIDE-IN

The custom look of a built-in range with this mighty 30-inch compact. All the features of a full-size range: High performance burners/Red Wheel lo-temp oven control/Removable door seals/Roll-out smokeless broiler.

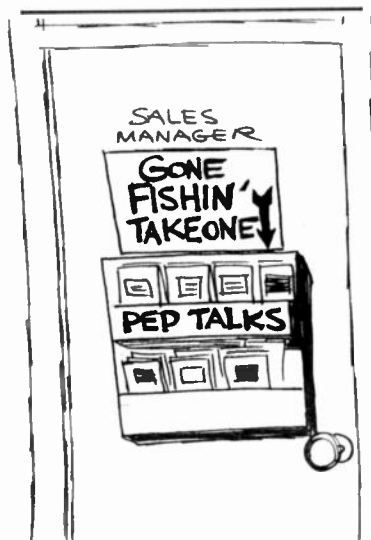
THE CONCEPT SERIES . . . FREE-STANDING

Free-Standing Magic Chef ranges are ideal for modern cooking. All the famous Magic Chef features: Clock and timer/Chrome drip trays/Color-coded controls/Large griddle that converts to fifth burner.

THE CHATEAU SERIES . . . EYE-LEVEL OVEN

Saleable elegance in an eye-level range. Top of the line features that make cooking a breeze . . . allow cleaning with ease: AutoMagic Cook and Keep Warm ovens/MagicGlo broiler/Magitrol thermostatic burner/many others.

Your customers know Magic Chef. That's why they buy Magic Chef. The quality is there . . . from the top of the line on down. That kind of Magic Chef dependability sells. Put Magic Chef on your floor . . . and profit in your pocket.



MAGIC CHEF®

CLEVELAND, TENNESSEE



This is the New Roberts Cross Field "Roving Reporter" \$299.95

Broadcast quality professional tape recorder. Battery or AC portable.

You should be a Roberts Dealer

other models from **\$169⁹⁵**

Fair traded for full profit



ROBERTS

a division of Rheem Manufacturing,
an international company
with 75 plants around the world.

Veteran In Appliance Field, Georges Birgy Dies At 45

Georges J. Birgy, 45, advertising representative for MART Magazine since 1963, and a veteran merchandising and advertising executive in the appliance and publishing fields, died August 3 in New York City following a long illness.



G. J. Birgy

Prior to joining MART Magazine Birgy operated his own marketing agency in New York. In this capacity he created custom merchandising programs to help manufacturers promote and sell the \$4 billion variety chain market.

From 1954 to 1962 Birgy was employed by *Ladies' Home Journal* Magazine as merchandising manager for appliances, variety chains, home furnishings, and housewares. While with the *Journal* he originated the "Creative Retail Salesman of the Year" contest for the appliance industry. This competition is still conducted annually by MART Magazine and the National Appliance and Radio-TV Dealers Ass'n.

Before joining *Ladies' Home Journal*, Birgy was employed as advertising and sales promotion manager for several firms in the appliance and home electronics industries: Servel New York Corp., Zenith Radio Corp. of New York, and Crosley Distributing Corp. of New York.

His first job following four years of military service in World War II was as advertising and sales promotion manager for O. W. Ray of New York, New York City distributor of photographic equipment.

A native of New York City, Birgy is survived by two children and his mother and father.

state how long you have been in the business and how long you have worked at your present store. Unless you are the store owner, please have your supervisor or superior sign his name to your entry.

All entries must be postmarked no later than midnight, December 11, 1965.

All entries become the property of MART Magazine. Decisions of the judges will be final.

Major winners will be announced in the February, 1966 issue of MART Magazine. Certificate of Merit winners will be announced in a subsequent issue.

Address entries to:

Creative Retail Salesman-Of-The-Year Contest, MART Magazine, 757 Third Ave., New York, N. Y. 10017.



1965

Oct. 6-8: **International Ass'n of Electrical Leagues Annual Meeting**, Bel Air East Motel, St. Louis, Mo.

Oct. 10-13: **American Gas Ass'n Annual Convention**, Americana Hotel, Bal Harbour, Fla.

Dec. 5-9: **Home Builders Show**, McCormick Place, Chicago.

1966

Jan. 2-8: **Winter Home Furnishings Market**, Merchandise Mart and American Furniture Mart, Chicago.

Jan. 8-13: **Independent Housewares-Mass Merchandise Exhibit**, Navy Pier, Chicago.

Jan. 10-14: **National Housewares Exhibit**, National Housewares Mfrs. Ass'n, McCormick Place, Chicago.

Feb. 6-12: **National Electrical Week**.

Feb. 17-19: **National Appliance & Radio-TV Dealers Ass'n Annual Convention**, St. Francis Hotel, San Francisco.

March 1-3: **Fourth Electric Heating and Comfort Conditioning Systems Exposition**, National Electrical Mfrs. Ass'n, Washington-Hilton Hotel, Washington, D. C.

April 25-27: **Gas Appliance Mfrs. Ass'n Annual Meeting**, The Greenbrier, White Sulphur Springs, West Va.

Louis Pack Of GE Dies At The Age Of 62

Louis P. Pack, manager of public relations for the housewares division, General Electric Co., died June 6 at Bridgeport, Conn., Hospital. He was 62.



L. P. Pack

He joined GE in 1928 as a vacuum cleaner specialist. In 1930 he was transferred to public relations. From 1933 to 1937, he was in sales work in Philadelphia, after which he returned to headquarters in Bridgeport where he served in various advertising, sales promotion, and public relations capacities.

11th competition . . .

(Continued from page 28)

no word limit to your entry, either minimum or maximum, it's requested that entries be as brief as possible to do your idea justice) an effort you undertook in 1965 to increase sales of a specific product or group of products in any of the three categories. The effort you describe may be as simple as a traffic-building device to get people into your store during a brief period or it may be a full-fledged campaign that extended over several months and included newspaper advertising, special store displays, etc.

It's the idea that counts, remember. Elaborate entries are not necessary.

Entries may be typed or handwritten, either pen or pencil, but write or print clearly so your idea may be properly considered.

With each entry submitted, PRINT your name, your store name, and address clearly. Also, please

HONOR YOUR TOP DISTRIBUTOR SALESMAN!

If one of the distributor salesmen who serve you has done an outstanding job of helping you improve your business, why not nominate him for Distributor Salesman-of-the-Year in the eighth annual competition sponsored by MART Magazine?

Simply fill in this entry blank and attach it to a letter of at least 100 words, outlining how the distributor salesman has helped you build your business.

Why not mail it today?

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

My nomination for Distributor Salesman-of-the-Year goes to:

Distributor Salesman's Name His Company's Name

Street Address City State

Dealer's Name Store Name

Street Address City State

Length of time he has served you

NARDA institute . . .

(Continued from page 16)

successful dealers — you are bound to come home feeling "If he can do it — I can do it." I only wish there had been more time available to talk personally with more of them.

The case history approach in the seminars is excellent. You get to feel that you know the people and are personally interested in solving their problems. It is impossible to say which of the lectures will prove to be of the most value. Every one dealt with a vitally important part of our business. I am happy to know that we are not alone in the "Big Bad Sears" fight; however, knowing we do not stand alone in our determination to fight their questionable methods with a customer-oriented philosophy gives me added courage for the battle.

The philosophy of business taught at the Institute and demonstrated by the dealers attending the Institute is a blueprint to success.

Be customer oriented!

How can you miss if you keep up with the times — be an individual store not a washed out carbon copy; know your customers needs and desires — tell them you have what they want through advertising, window display, store appearance; sell them what they want and what is best for their particular needs and put yourself in a position to do this for your customers by buying wisely yourself. Know that you are doing a service to your customers by selling products that will make their lives easier and more enjoyable — remember how exciting it is to see color TV in your own home for the first time — how convenient to have a TV set in the bedroom and kitchen — how great a dishwasher and clothes dryer are. My wife even wants two dishwashers, one for clean and one for dirty dishes — now I'm thinking maybe we can sell two dishwashers to a customer instead of only one. The NARDA Institute has me full of enthusiasm and hope for this business I'm in. The future will be challenging and difficult, but I believe in this business and I have faith in the future of the good independent dealer. I have seen that there are lots of them around!

Thank you, NARDA for having the Institute, American University for doing such a great job and MART Magazine for sending me to the Institute. I strongly recommend that any dealer who has never attended the Institute should sign up now for next year's session! ■

Should Have Been Freezers

An interview with George Foerstner, president of Amana Refrigeration, Inc., appearing on page 46, July 11 MART Magazine, included a reference to Sears, Roebuck practices in advertising home laundry equipment. In subsequent conversations with Amana personnel it was noted that the reference was to home freezers.

TEACHER AND STUDENT: Dean Nathan A. Baily (left), School of Business Administration, Washington, D. C., congratulates Dealer Philip Quatrone, Spruce Service, Inc., Ayer, Mass., on his winning the MART Magazine scholarship to NARDA Institute of Management and on his intelligent questioning during one of the class sessions.



Just feed it phone books



Blackstone sells itself with a dramatic Gyro-Balance demonstration.

Put a heavy phone book in the Blackstone tub and spin it.

Show your prospect how the exclusive Gyro-Balance feature smooths out the unbalanced load. Tell her that's the feature that positively ends washday thump, "walk", vibration and premature shut-off.

And it's an exclusive Blackstone feature.

That means she'll pay you to get it.

Because Blackstone works out an exclusive sales territory with you, along with a pinpoint promotion plan that makes your store Blackstone headquarters for your area.

Simple isn't it? Show an exclusive and sell an exclusive and the profits are yours to keep.

All you need is a heavy phone book . . . and a few more details on the Blackstone line (stainless tubs, matching dryers, easy service-access).

Just feed us an inquiry.



**BLACKSTONE
CORPORATION**

1111 Allen Street
Jamestown, New York

MART Magazine's dealer advisory board . . .

(Continued from page 13)

five years, and even when we had all types of units on the floor, the highest percentage of our refrigerator sales was in 'no frost.'

"Like the dishwasher, 'no frost' has been over-emphasized as just a labor saver, and the main point has been overlooked. This is food preservation as well as no loss of space through frosting.

"The potential replacement market here is the highest of any appliance. . . .

"We stock no models other than 'no frost', and in the majority of cases if the customer does not want that quality refrigerator, we have several late used cycle defrost refrigerators that will be much more economical for her to buy and use until she is ready."

Sam M. Boyd, Bailey-Wagner, Inc., Springfield, Mass. — "Any dealer who attended the Music Show in Chicago and saw a demonstration of the new video tape must have walked away feeling very sure that he had just witnessed the next electronic miracle.

"It seems to me that the day is not far off when the magic of magnetic tape will provide the progressive retailer with a profit opportunity that might even dwarf that of color television itself. And it is a field that is ideally suited to the in-

dependent retailer, because big ticket tape recorders — especially video-tape recorders and video cameras require skilled demonstration and high calibre selling not usually associated with giant chain store retailers.

"Right now is not too soon for dealers who hope to share substantially in this vast new market to start preparing. There is much to learn and many market applications to be studied. Joe Sullivan of Sony enthusiastically pointed out just a few to me. He explained how video tape lent itself quite naturally to the study of industrial operations, sales presentations, aiding security, and, oh!, so many more. One day we appliance-TV-radio retailers might even get back at the drug stores for their intrusion into our field by selling video tape in our stores as they now do regular film.

"Yes, magnetic tape is a dark horse that looks to me like a sure winner. Many students of this industry feel that tape will eventually replace phonograph records. Why, right now Sylvania's top stereo models come equipped with a built-in Ampex recorder, and GE has a new longer playing tape unit about ready to market. Even that scrap of note paper most of us carry may be replaced by a tiny portable recorder.

"So rally round, you progressive



SHARPE — "Of course, color TV is wanted by everybody."

independents. Let's prove to the makers of the magnetic miracles that we are ready, able, and willing to take this great new electronic product to market."

Arnold D. McMillan, Drum Appliance, Las Cruces, N. Mex. — "I believe the dishwasher to be the up and coming low saturation appliance for the following reasons: No. 1, women want the freedom from dishwashing and the convenience as well. No. 2, they feel that the dishes are washed and rinsed better than could be done by hand. No. 3, and most important, the manufacturers are producing machines that will do a real good job of washing pots and pans as well as dishes. This leads to more confidence in the products and better acceptance."

Sol Polk, Polk Bros., Chicago, Ill. — In 1949 we made our first mailing on color TV to our customers. We anticipated the future to be great then and obviously still do. However, there are many new and old products that look exciting to us for the future — cordless appliances definitely have a brilliant future; video tape recorders look outstanding; ice makers, stereo tape, electronic ranges, "no frost," and full house air conditioning all have low saturation, and in our estimation will be sought after by consumers.

"On the other hand, we still feel that dishwasher sales haven't even begun. This appliance is one which can relieve the homemaker of the most plaguing, monotonous day-in, day-out chore. Dishwashers are now priced in a category that is within range of every new and established homemaker. The saturation is not even 10 per cent. Old fashioned stigmas are rapidly disappearing and now the majority of the people realize not only the convenience benefit but also the health benefit.

"It amazes us that the power lawn mower industry projects sales of approximately 4,500,000 per year, and in comparison our industry only sells 1,000,000 dishwashers. It is nearly impossible to understand the sales of almost four times as many power mowers, whose usefulness is limited to a job that takes little more than an hour once a week for four months compared to the three times a day usefulness of a dishwasher — 365 days a year.

"These truisms make us believe that there is an unheralded golden future for that automatic dishwasher."

Hugh H. Hannah, Jr., Hannah-Adams, Chattanooga, Tenn. — "I feel that the major appliance with the brightest future is the portable undercounter dishwasher.

"The saturation at present on dishwashers is nil, and as people become more familiar with the benefits of sanitation, and aware of the time and labor saved with this appliance, it should become as popular as the automatic clothes washer is now. The dealer who is on the ground floor, pioneering this product, making the people of his community aware that he is the dishwasher headquarters, should in the not-too-distant future reap the harvest in dishwasher sales."

W. H. Sharpe, Sharpe's Appliance Store, Inc., Atlanta, Ga. — "There are two products that lend themselves to a very good future market: (1) 'no frost' refrigerators, and (2) color TV.

"No woman wants to defrost a refrigerator, and with 'no frost,' the quality of storage in the freezer compartment is so much improved.

"Of course, color TV is wanted by everybody. It's just a question of how many people can afford a set. I hope the manufacturer can produce color TV at a more reasonable price but that he does not cut the price to the point where no profit is left." ■

FOR THE FIRST TIME IN THIS COUNTRY WORLD FAMOUS KENWOOD THE MOST VERSATILE FOOD PREPARING MACHINE

the **Kenwood Chef**

does so much more than a mixer!



I'm giving my wife a



Kenwood Chef

**DISTRIBUTORS — REPRESENTATIVES
AND AUTHORIZED DEALERS CONTACT
SOLE AGENT!**

A. ADLER CORPORATION

222 W 34 STREET

NEW YORK, N.Y. 10001

212 LA 4-9626

some of the attachments!



and many more attachments!

STEP UP SALES AND PROFITS FAST!

Enjoy More Impulse Buying through Better Displays with

MODERN STORE EQUIPMENT

"Add Sales" Store Equipment is daily proving its sound investment value. Merchants everywhere find their profits sharply rising as Flexo-Span Self-Service Store Fixtures produce Extra Sales Fast. You too can benefit from the Wide Assortment, the High Quality, the Low Prices and the prompt service provided by Add Sales Co. Send for Catalog showing Hundreds of Needed Items.

ADD SALES COMPANY
Store Equipment Catalog

Money Back Guarantee

ORDER BY MAIL

LOW PRICES

FREE 76-PAGE CATALOG
with DISCOUNT PRICE LIST
Write To-day . . . No obligation
ADD SALES COMPANY
DEPT. 870 MANITOWOC, WIS. 54221



New!

ADVANCED all

SALUTES

“WALTZ THROUGH WASHDAY”

WITH A

TRAFFIC-BUILDING OFFER!

Choose the plan that suits you best for extra sales, extra profits.

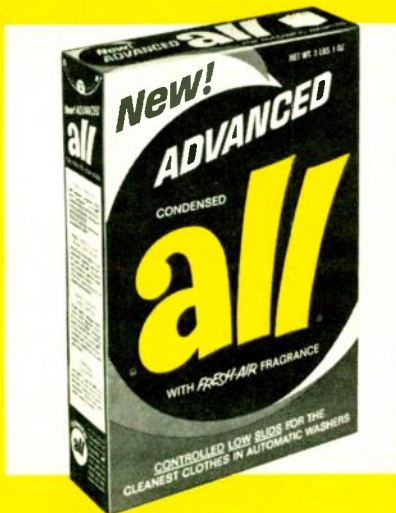
PLAN #1: Feature the jumbo size as a premium with every purchase of a washer. Offer can be supported by also ordering a free “Big Supply” window trim, carrying the “Waltz Through Washday” theme.

PLAN #2: Feature the regular size as give-aways and for washer demonstrations. Special displays are available free, including “Single Package” window trim with “Waltz Through Washday” theme.

SEND IN THIS HANDY ORDER BLANK WITH YOUR ORDER NOW!

TERMS:

1. Advanced **all** (regular size) — \$8.50 a case.
2. Advanced **all** (jumbo size) — \$8.50 a case.
3. Each less \$2.50 advertising allowance per case—deductible from invoice.
4. Minimum order—3 cases.
5. Ship freight prepaid — we will bill open account.
6. Not for resale—for promotional use only. Prices subject to change without notice.



LEVER BROTHERS COMPANY, WASHING MACHINE BUREAU, 390 Park Ave., New York 22, N. Y.

Please ship me the following, freight prepaid. Bill open account.

_____ cases of Advanced **all** regular (twenty-four 24-oz. packages per case.)

_____ cases of Advanced **all** jumbo (two 20-lb. cartons per case.)

Free package mat “Single Package” window trim “Big Supply” window trim

Name _____

Firm _____

Firm Address _____

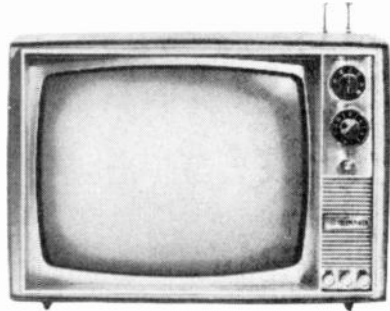
City _____ Zone _____ State _____

Signed: _____

Brand New by Telefunken...TV!

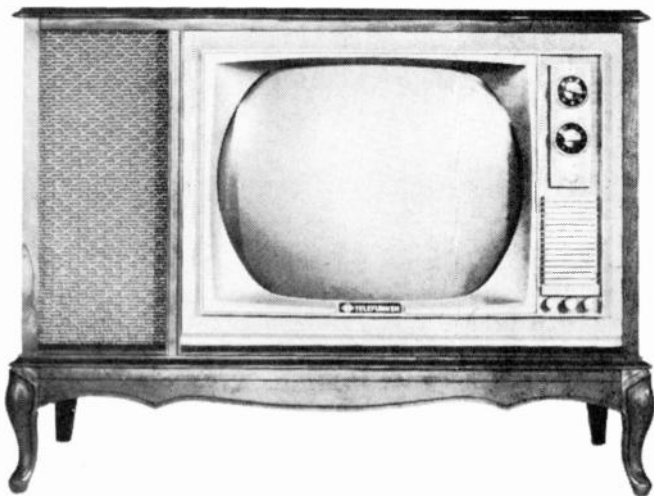
TELEFUNKEN

TV with sales power plus—performance features that make Telefunken top choice around the world. TV with the NEW dimension in razor sharp tuning, picture power and clarity. TV with the magnificent crafted chassis, finest in ultra-modern cabinetry. TV stands for TELEFUNKEN VALUE!



19" Black and White Portable Gemini

Super sensitive 4-wafer tuning, 21,000 volts of picture power and power transformer with three stages of IF. Big reception tuning on every channel, 82 in all! Ruggedly-built, long-life chassis, copper-bonded circuitry. Brilliance that sells and sells!



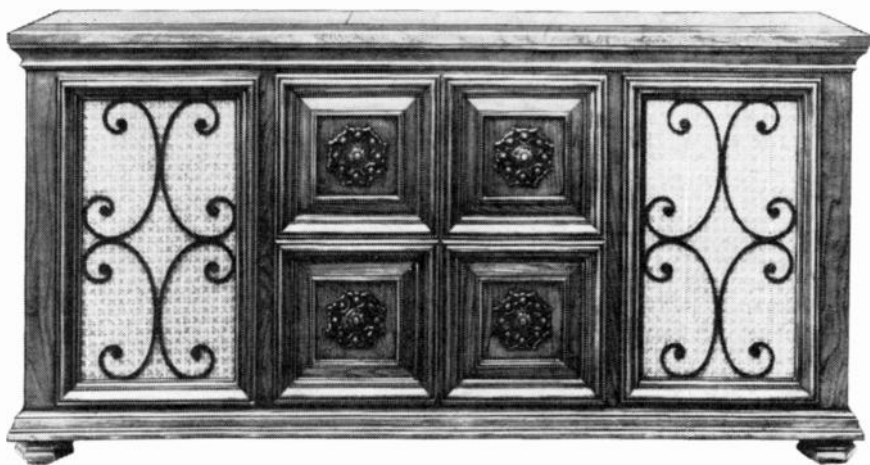
21" Color Console (Decorator Series) Marquis

French Provincial cabinetry with the Telefunken master touch. Picture power, true color or black and white, backed by 25,000 volts under automatic control. Two duocone speakers with perfectionist reception over the full tonal range. All-wave UHF or VHF tuning, peak performance in fringe areas. Instant "on," automatic degaussing, frosted picture tube. Newest gem of the Telefunken TV collection!

The MATADOR Console

Mediterranean Styling—Solid State

Performance. The ultimate in advanced picture and sound reception, Telefunken instant-action Solid State chassis is designed for the connoisseur. AM, FM, Multiplex and Audio circuits are compact, cool, Telefunken-dependable as their durability. 15 FM tuned circuits, 7 AM tuned circuits, automatic stereo indicator for Multiplex, tuning light, complete push-button control throughout, 4-speed diamond record-changer plus 8 speakers. Light walnut cabinet, semi-satin finish, overall 63½" x 32½" x 19". THE WINNER!



American Elite, Inc., 48-50 34th St., Long Island City, N.Y.
Telefunken Sales & Service Headquarters for over a decade.



RETAIL ROUNDUP

ATLANTA — The picture is good here, what with dealer profits showing rises in many cases that are proportionately bigger than the volume increases. Room air conditioners have fizzled here this year due to weather. Color TV and home laundry are the two big strong spots, and some dealers report shortages already showing up in color. If there are shortages now, dealers fear, the situation could get very tight later in the fall.

BALTIMORE — Sales are good here — far ahead in dollars and also ahead in units. Room air conditioners have done well this summer and some dealers are even expecting a little post-season Labor Day volume. Color TV shows no signs of let-up, and refrigerators with ice-makers are beginning to come into their own as volume items on some dealers' floors. Laundry equipment has been an erratic performer.

CHICAGO — The weather got hot here but air conditioner sales didn't. Despite the season's first prolonged heat wave air conditioner sales are in most cases running behind last year's pace. As one dealer put it, "too little too late." The retail picture in general is good though with color TV business continuing to break sales records. Other good movers include small TV's, and small transistor radios.

DES MOINES — Business here is spotty. Color TV sales are described as good but not sensational. Air conditioner sales are ranging from fair to good but generally are far behind last year's pace. Dealers here are anticipating the best fall season yet for color TV and home laundry. Dealers report that the repeal of the excise tax has had little affect upon their overall sales despite all the publicity and advertising about the price cut.

FORT WAYNE — Color TV sales are the bright spot here in an otherwise mediocre sales picture. Dealers report that their color business is way up over last summer and that there is no doubt, barring a national emergency, that sales records will be set for the last four months of the year. The consensus is that the TV season runs 12 months a year now and the so-called slack period for TV in general is a thing of the past, mainly because of the great consumer demand for color.

LOUISVILLE — The bright spot here is color TV. Sales are described as excellent with dealers reporting the best "summer" sales yet. One dealer remarks that he hasn't run any color TV ads all summer, yet people are constantly coming in and asking for it. Air conditioner sales are still slow here in the wake of a cool summer. Dealers report that the recent hot weather sold a few window units but that overall sales were down.

NEW YORK — Refrigerators and color TV are the bright spots here in an overall picture that is about on par with this time last year. Room air conditioner sales are below last year's, but it must be remembered that 1965 was probably an abnormally good year in this category. Freezer business is pretty good in suburban areas. Stereo has been on the weak side for some time, due, some dealers think, to the dollars being spent on color TV.

ST. LOUIS — Dealers here are well satisfied with color TV sales, but report that usually torrid St. Louis hasn't been particularly hot this summer and thus air conditioner sales have been fair at best. Business in most cases has been spotty with little or no traffic in stereo, ranges and dishwashers. Home laundry sales have been steady with an increase in dryer sales noted in several instances.

SYRACUSE — Business and economic conditions here are generally good, but the appliance business has been spotty. Dealers can't put a finger on any good reason, with the exception of room air conditioners, which haven't done well because of a lack of sustained warm weather, although they enjoyed a little spurt early in the season when excise taxes came off. Color TV is expected to come up strong after Labor Day.

WINSTON-SALEM — Business is ahead of last year here despite a poor air conditioning season compared with 1965. This means that some of the other merchandise categories have been doing exceptionally well. Among these are laundry equipment, freezers, ranges and all brown goods. Refrigerator business has been good for some not because of warm weather, but because of individual distributor promotions.

The Balance Sheet

by JACK ADAMS



Dealers, Present And Future

The future of the retail appliance industry is in good hands. That is, if the men who will run tomorrow's stores are like the 30 some "Future Dealers" we mingled with late last month in Benton Harbor, Mich.

These sons of present dealers were attending the second in a series of "Future Dealers Seminars" to be staged by Whirlpool Corp. in its splendid new Educational Center.

As a group the sons impressed us as serious-minded, personable young men who have a realistic outlook towards the appliance business. Seminar sessions started early in the morning and often continued until late in the evening. When we encountered the group with which we were involved late in the third day of their program, its members seemed most alert and intensely interested in learning all they could about the appliance business.

A capable group of instructors gave the "Future Dealers" yards of information that should help them run the stores professionally if they decide to follow in the footsteps of their dads. And one of the things that impressed us most and we're sure pleased Tom Bartley, who heads the educational program for Whirlpool, is the fact that these young men took nothing for gospel. Even though a statement might be made by a man with many year's experience in the appliance industry, students did not hesitate to question the statement in a courteous manner if they doubted its validity.

Not all of the sons are positive they want to try and fill the shoes of their fathers. This it would seem is not too unusual.

In fact, on the way to the Whirlpool seminar we stopped off in Kalamazoo, Mich., to visit with some retailers who just about 20 years ago were going through the same decision-making processes as the young men attending the Benton Harbor school.

We spent a great deal of time in Kalamazoo in the past. In fact, for many years our publication conducted an annual retail marketing survey there.

Four of the men we chatted with last month were either just entering or getting ready to enter their Dad's business when we made the first survey in 1946.

Since that time the fathers of two of these boys (Sure, we're all still boys.) have passed away, and the sons are now in complete charge of the operation. Two other sons hold key positions in the stores which their forefathers founded.

Each of the four admitted that at one time or another he had harbored some degree of doubt as to whether he wanted to be a retail appliance dealer. In fact, two of the four had prepared for careers in other fields.

All of these sons, from our observation, have made solid contributions to the businesses founded by their fathers (in one case by a great grandfather), in some instances making sweeping changes suggested by the times or conditions.

When we walked in on Bud Green at Green Radio & Sales Service, he was preparing to broadcast his daily radio show from the window of his store, a task which he has been performing for more than ten years.

It was also somewhat noisy at Green's where workmen were midway through completion of an expansion program that includes a brand new giant color TV viewing room. Since 1958, Bud has relied completely on home electronics sales and service for volume.

Last year he hit half-a-million in sales, an all-time high, and is now gunning for \$750,000.

Jack Hoekstra of Hoekstra Sales Co. was conducting a daily sales meeting when we stopped by his store. The meeting concluded with a birthday celebration for 75-year-young Salesman Morris Conrow.

Hoekstra Sales Co., founded in 1867 as a general store,

realized its greatest volume in 1964, and Jack and his dad, Ted, and uncle, Jerald, think '65 will be even better.

Jack Hoekstra earned an M.B.A. from the University of Michigan before going to work for Hoekstra Sales, and he is confident that his education has helped him enormously in the business. Moreover, he feels that formal education is going to be even more important for the dealer of the future.

Five years ago Jim Miyagawa moved George's Appliance Co., which his dad founded, to a shopping center location five miles from downtown Kalamazoo. The area in which Jim settled happens to be in the direction in which the city is expanding.

"In later years we had plenty of traffic downtown, but it was all going past at 40 miles an hour," Jim told us.

In its shopping center location George's in 1964 racked up a sales volume twice what it realized its last year downtown.

Several years ago Henry Schippers undertook a consolidation program for Schippers Service Appliance Co. Today, with one third the number of employes it once had and two fewer locations, Schippers Service Appliance Co. is doing very nicely.

Henry's dad, Peter, who founded the business, still visits the store several mornings a week, but management is largely in the hands of his son.

One market does not a majority make, but our visits in Kalamazoo left us with the feeling that it just could be that much of the retail appliance business is in good hands today.

As we mentioned, all of the men with whom we talked at one time had misgivings about entering this business. Some of them had serious doubts.

None of them is getting rich. They speak of losing sleep and of feeling at times as though they are getting ulcers.

All of them have one or more sons, but at this point have no idea whether their boys will come into the business.

Despite the long hard hours they devote to satisfying their customers, the tipoff to us that they derive inner satisfaction from their efforts is the fact that none of them looks a day older than when we first met him nearly 20 years ago.

Or does it just seem that way because we haven't aged?

Meanwhile back at Benton Harbor, Tom Bartley was telling the "Future Dealers" that if they wish, next year he will stage a seminar which they can attend with their dads.

Tom's closing remarks to the students drew a standing ovation. In them he offered some guide posts which he said he hoped would have a bearing on the future of each of the youths, regardless of what line of endeavor they might choose.

It struck us that perhaps one of these guide posts was most responsible for the success of our friends in Kalamazoo and their counter parts in other markets:

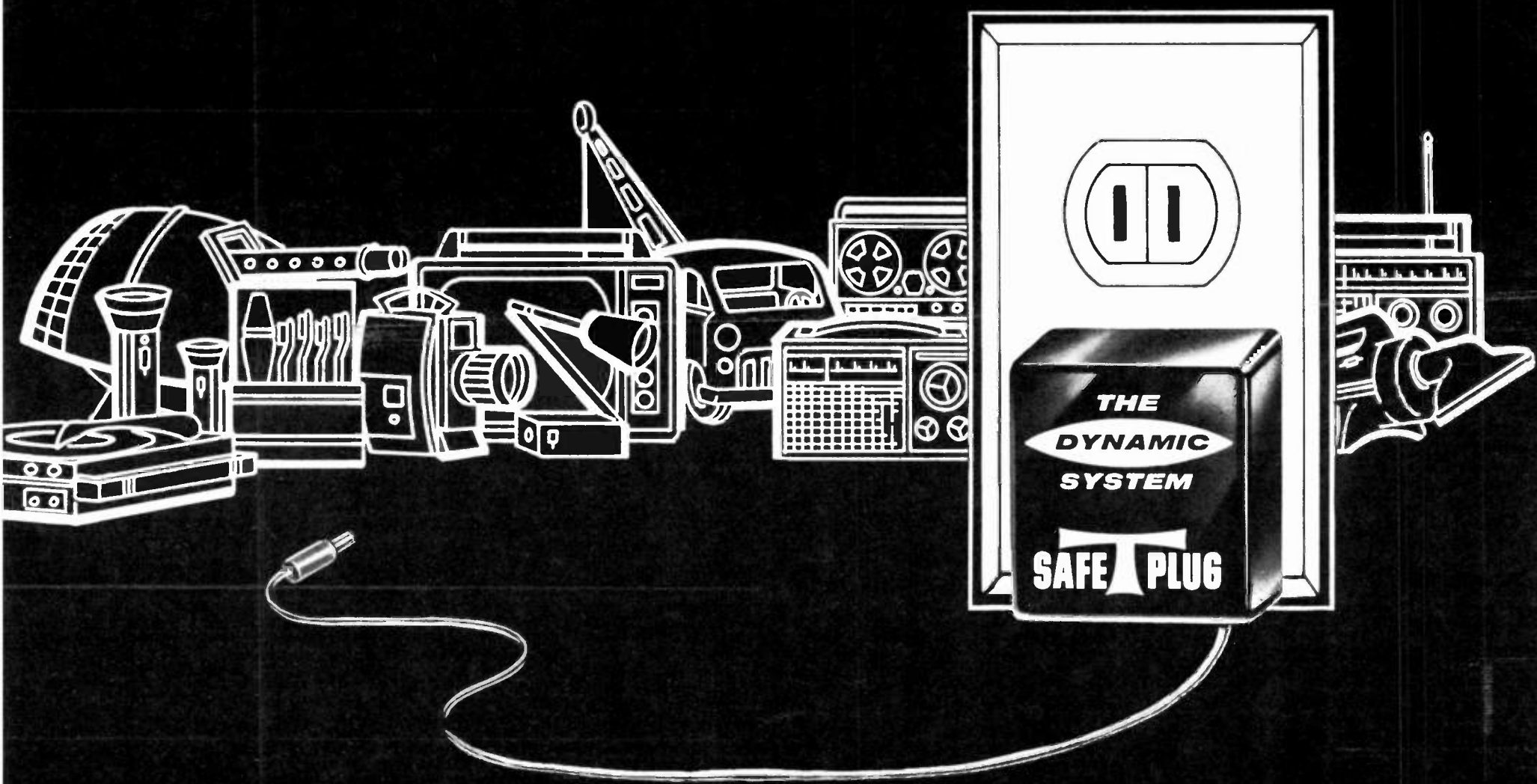
"Make it a habit to work. Work is the price of success. The things you do that you don't have to do are what make you rise above the crowd. There are three kinds of workers.

"(1) Those who are told to do a job and fall short of doing it successfully. These are the unhappy, frustrated people who blame everyone but themselves for their lot in life, and they should be pitied rather than condemned.

"(2) Those who are told to do a job and do just *that* job. These are the 'I don't care' group. They don't care if the new school drive is a success or not. They care only to exist. The sad part of this group is the loss of joy they could have by just a change of attitude.

"(3) Those who recognize the job without being told to do it — living is a joy to these people. They get a kick out of life. These are the people of enthusiasm — of creativeness. They contribute to our way of living and truly rise above the crowd." ■

when is a cord not a cord?



when it keeps a cordless product from becoming obsolete!



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DYNAMIC
SYSTEM
AC ADAPTER
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Obsolescence is a grim spectre behind the cordless product field! But the Dynamic System protects you from that spectre. You can reap increasing profits from exciting cordless products with the Dynamic AC Adapter / Charger. Built into the product line, it guarantees all the advantages of cordless operation PLUS the economy and convenience of wall sockets, and keeps your customers happy!

DYNAMIC EQUIPPED PRODUCTS FEATURE:

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Product performs continuously from any household wall outlet.
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DARLING... HOW MANY TIMES HAVE I TOLD YOU ? THE MOST TRUSTED NAME IN ELECTRONICS IS...ROSS... THEIR RADIOS HAVE THE "GREAT" SOUNDAND NOW WITH THE DYNAMIC SYSTEM* BUILT IN, ROSS RADIOS ARE THE "ALL WAY" PORTABLES. THEY PLAY EITHER FROM THEIR OWN BATTERIES. OR FROM ANY HOUSEHOLD WALL OUTLET [WITHOUT REMOVING BATTERIES.] SO- YOU RUSHED DOWN TO OUR DEALER TODAY.... WHAT KIND OF PORTABLE DID YOU BUY ?

ROSS OF COURSE !



NOW... "ALL-WAY" PROFITS FOR YOU FROM "ALL-WAY" ROSS PORTABLES

*** WITH THE DYNAMIC SYSTEM AC ADAPTER**

ALL DYNAMIC EQUIPPED ROSS PORTABLES ARE UNDERWRITERS' LABORATORIES LISTED.



RE-1500 ROSS PORTABLE RADIO

The greatest! 15 transistors, FM/AM and 3 SW bands give you world-wide reception. Features dipole telescopic antennas, vuc meter, battery indicator, controlled AFC lock and dial light. High styled die-cast handle and front. 11 1/8" x 8 3/4" x 3 3/4".



RE-1915 ROSS PORTABLE RADIO

Fine styling, fine tuning, fine reception! 13 transistors, AM/FM and SW bands with Dipole antennas, variable capacitor tuning and 2 dynamic speakers. Drift-free reception with AFC and automatic volume control. Handsome luggage-styled cabinet. 9 1/2" x 6" x 2 3/4".



RE-1950 ROSS PORTABLE RADIO

New design for top performance! 11 Transistors, AM/FM and SW bands, featuring the latest in transistor technology and 4" speaker for true tone. Infinitely variable tone control. Distinctive ebony and chrome finish. 10 1/2" x 9" x 4 1/2".



RE-140 ROSS PORTABLE RADIO

Personally sized, personally satisfying! 14 transistors with extra long built-in antenna to bring in weak or distant signals. Dynamic speaker. Modern styling with luggage-type casing. Built-in carrying handle. Beautifully packaged. 6 3/4" x 4 1/2" x 1 7/8".

ALL AVAILABLE WITH THE DYNAMIC SYSTEM (AC ADAPTER)

FOR ADDITIONAL INFORMATION ABOUT THE NEW ROSS LINE CONTACT:
 ROSS ELECTRONICS CORPORATION, DEPT. M9A, 589 EAST ILLINOIS STREET, CHICAGO, ILLINOIS 60611
FOR ADDITIONAL INFORMATION ABOUT THE DYNAMIC SYSTEM CONTACT:
 DYNAMIC INSTRUMENT CORP. - DEPT. M9A, 115 East Bethpage Rd., Plainview, L.I., New York 11803

Now the market for Originals is bigger than ever!



CARRIAGE LAMP



COUNTRY STORE

Sales of Kelvinator Originals have far outstripped forecasts! This tremendous response has resulted in substantial manufacturing economies for the models shown here—all without any sacrifice of the customizing details or the craftsmanship. We are passing these cost savings along to our dealers immediately. This means that now even more homes can have a kitchen or recreation room of striking beauty with a Kelvinator Original—and that Originals dealers can enjoy more high gross profit sales of the Originals and top-of-the-line Kelvinators!



TOWN AND COUNTRY



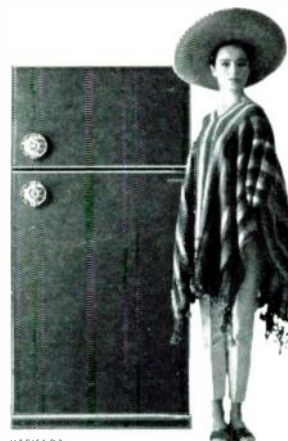
FRENCH PROVINCIAL



DELI T



FEDERAL



HACIENDA



ONE EYED JACK



Creativity Award presented to Kelvinator! For only the second time in its history, the *Mart Magazine* Dealer Advisory Board has presented a "Creativity Award" to an appliance manufacturer. Samuel M. Boyd (left), president of Bailey Wagner, Inc., Springfield, Mass., and chairman of the dealer advisory board award committee, presented it to John C. Secrest, vice president and general manager of Kelvinator Division, for the company's introduction of Originals.



IRON HORSE

Kelvinator

Division of American Motors Corporation,

Detroit, Michigan 48232 • Dedicated to Excellence in Rambler Automobiles and Kelvinator Appliances