

# MAART

OCTOBER  
1965

Business partner of 50,000 home appliance/electronics retailers

*magazine*



Descent to elegant stereo and color TV rooms at Armstrong's, Kalamazoo, Mich., sets stage for top dolla that store gets.



ALSO IN THIS ISSUE:

**4 Contests To Enter**  
**Holiday Dishwasher Displays**  
**Spotlight On Smokeless Broilers**



***more***

***sales!!***



PG9637

The famous Admiral 19" quality portable TV, designed to please the bulk of the big-screen portable market. 20,000 volts of picture power. Smart styling, plus every quality feature a portable TV buyer could want, in a variety of attractive cabinets.



PG2127

Only the new Admiral 21" flat-faced, slimmed, squared picture tube makes this remarkable television set possible! Almost all picture, this popular 21" portable has the same cabinet size as most 19's. And there are two speakers, one on each side, for all-around sound.

***Step up your portable profits with***

***Admiral***®



MARK OF QUALITY THROUGHOUT THE WORLD

# D isplaytime



## For A CustOMER-RY CHRISTMAS



By WALTER H. HOGAN

**C**HRISTMAS COMES but once a year — but that once is the big one for retailers the country over. And this peak selling season of the year deserves a third of the money you annually budget for display. For you want your whole store — the front, the windows, and the inside — to sparkle with the festive spirit of yuletide.

Christmas displays should be installed the weekend following Thanksgiving and replaced the day after Christmas Day. Don't go overboard on seasonal decorations in your windows, because their primary purpose is to establish mood, and they can obscure or detract from a selling display.

As far as color emphasis goes, you are always safe with the traditional red and green but don't be afraid to try the white and gold decor or even the pastel blues and pinks. Colors used for backgrounds of displays should be very delicate; pastel blue, white and light green are shades to set off merchandise and Christmas decorations to the best advantage.



**CATALOGS:** To add distinctive touches to your Christmas decorating, write now on your store's letterhead to these companies which will send catalogs free upon request.



*Kurt R. Adler, Inc., 15 W. 28th St., New York, N. Y.* (Novelty light sets, paper garlands and decorations, etc.)

*Gurley Candle Co., 245 Seneca St., Buffalo, N. Y. 14240.* (Unusual candles).

*Dennison Products, 390 Fifth Ave., New York, N. Y. 10018. Attn: B. Wexler.* (Corrugated display material in 21 solid colors, 25 ft. x 48 in. wide, \$4.75 a roll).

*International Assemblix Corp., 328 N. Westwood Ave., Toledo, O.* (Christmas "Styro-foam" and trims).

*Howard Nathan Displays, Inc., 28 W. 46th St., New York, N. Y. 10036.* (Dimensional vacuum formed plastic display pieces for windows and interiors).

*Display Arts, Inc., 600 W. 57th St., New York, N. Y. 10019.* (Mechanical Santas, standing or sitting).

*Austen Display, Inc., 133 W. 19th St., New York, N. Y. 10011.* (Snowflake sticklers, etc.)

*Feller Vacuum Form Studios, Inc., 68 E. 153rd St., New York, N. Y. 10051. Attn: Arthur Glicksman, Sales Manager.* (Handsome background pieces to suggest room settings).

**DISPLAY AIDS:** Vividly colorful point-of-sale aids carrying readings related to Christmas are available in kits through MART Magazine. Most kits are priced \$2.08 or \$1.86. Unless otherwise specified, the kits consist of two-color, seven-piece sets containing: one streamer, 40 in. x 10 in.; one poster,

20 in. x 10 in.; two pennants, 10 in. x 15 in.; two die-cuts, 10 in. x 10 in.; and one streamerette, 20 in. x 5 in. Printed on durable stock, the pieces can be put on a wall, show window or other surface with scotch tape or other adhesive.

To order kits, use the blank provided on this page, filling in your name, address, and the quantity of kits desired. Be sure the Kit Number is printed clearly. Check or money order in the exact amount of the order (plus 20 cents for handling on all orders under \$5) should be made out to "MART Magazine."



**Kit 61-S.** "Christmas Lay-Away Plan" set in fluorescent light green-glo and dark green. \$2.08.

**Kit 61-U.** "Christmas" set in fluorescent red-glo and bright green. Readings include "Merry Christmas," "Merry Christmas To All," "Gifts For the Entire Family," "Open Every Evening 'Til Christmas," and "Seasons Greetings . . . Complete Gift Selections." \$2.08.

**Kit 61-T.** "Toyland" set in fluorescent red-glo and jet black. Readings include "Visit Our Toyland," "Toys For Good Little Girls and Boys," and "Select Your Gifts From Our Toyland." \$2.08.

**Kit 63-G.** Consists of one streamer, 42 x 14 in.; four pennants, 14 x 21 in.; and three die-cuts, 12 in. in diameter, with such readings as "Storewide Christmas Values," "Your Christmas Gift Headquarters," "Gifts For the

Entire Family." Printed in fluorescent red-pink and black, white highlights. \$2.30.

Streamers, 48 x 18 in. are 59¢ each:

**X-7.** "Gift Headquarters" in yellow glo, dark green and red. 59¢.

**X-9.** "Merry Christmas" in red glo, dark green and light green glo. 59¢.

**X-11.** "Christmas Clearance" in Christmas red and green. 59¢.

**X-5.** "Christmas Savings Sale" in yellow glo, dark green and red.

Die-cut holly green wreaths berry-dotted and bowed in glowing Christmas red, 22 in. in diameter (die cut), are 30¢ each:



**65-19.** Reads "Open Tonight."

**65-20.** Reads "Use Our Lay-Away Plan."

**068.** Dancing Santa, with movable arms and legs. 57 in. tall. 98¢.

Following items are decorative holiday prints in full color lithography, 16 in. high. A pair is right and left of item:

**066.** Christmas bells, 19¢ each.

**061.** Snowman Lamp Lighter, 39¢ pair.

**033.** Snow Man, 19¢ each.

**046.** Prancing Reindeer, 39¢ pair.

**034.** Angel, 39¢ pair.

**030.** Santa Head, 19¢ each.

**038.** Choir boy, 39¢ pair.

**067.** Snow-covered tree, glittering with silvery icicles, 25¢ each.

**068.** Silver-sprinkled glitter wreath, 25¢ each. ■

### To Aid My Christmas Selling In '65

Please rush me the following kits:

Send check or money order in exact amount to:

Kit Number	Quantity	Cost
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
<b>Total Cost</b>		<b>\$ _____</b>

**MART Magazine**  
P. O. Box 997  
Buffalo, N. Y. 14203

**BE SURE TO FILL IN BELOW (Please Print)**

Your Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**NOTE: Add 20 cents for handling on all orders under \$5.**



**Admiral®**  
**offers you**  
**the**  
**portable**  
**sizes that make**



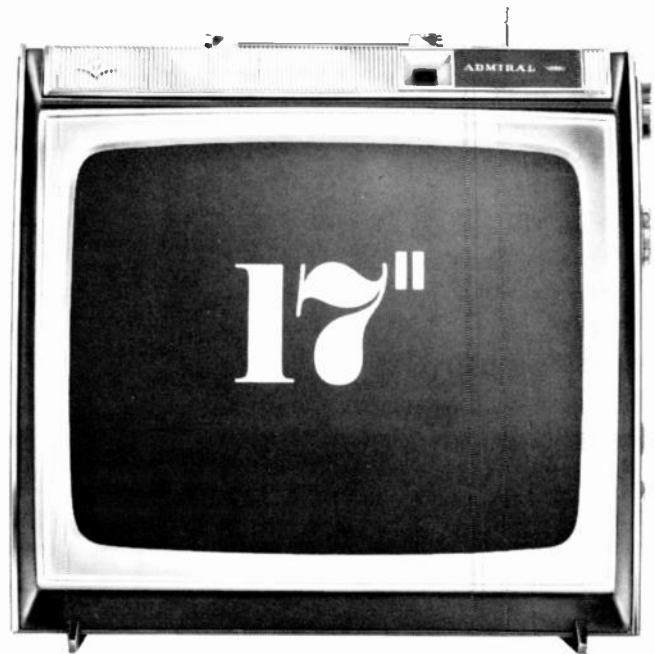
PG1330

The Admiral Playmate 13—most powerful personal portable! 14,000 volts. 30% bigger picture than ordinary 11-inch sets, in the same small cabinet size. Has Admiral Steelbond† picture tube.



PG1547

This new 15" TV is one of the Happy Mediums in portables . . . only from Admiral! Big picture viewing . . . light, handy carrying! The just-right size for your in-between market it's a perfect second or third TV set for the home!



PG7047

Another new Happy Medium, only from Admiral—the all-new 17" portable TV. Big, rectangular, flat-faced screen. Top-front mounted speaker. In decorator colors. Another great "second" set that sells your customers on sight!

**O**nly Admiral offers a portable for every possible need...an opportunity for *you* to profit, every time a prospect comes through your door!

Make more sales, make more money. Make the most of the greatest opportunity a portable TV line ever offered!



*New from*  
**Admiral**  
*9" quality TV*  
*less than*  
**\$80\***



\*Mfr. suggested list price  
PG910. Model shown  
PG927.9" overall diagonal  
42 sq. in. viewable area.

***The Perfect  
Private Portable!***

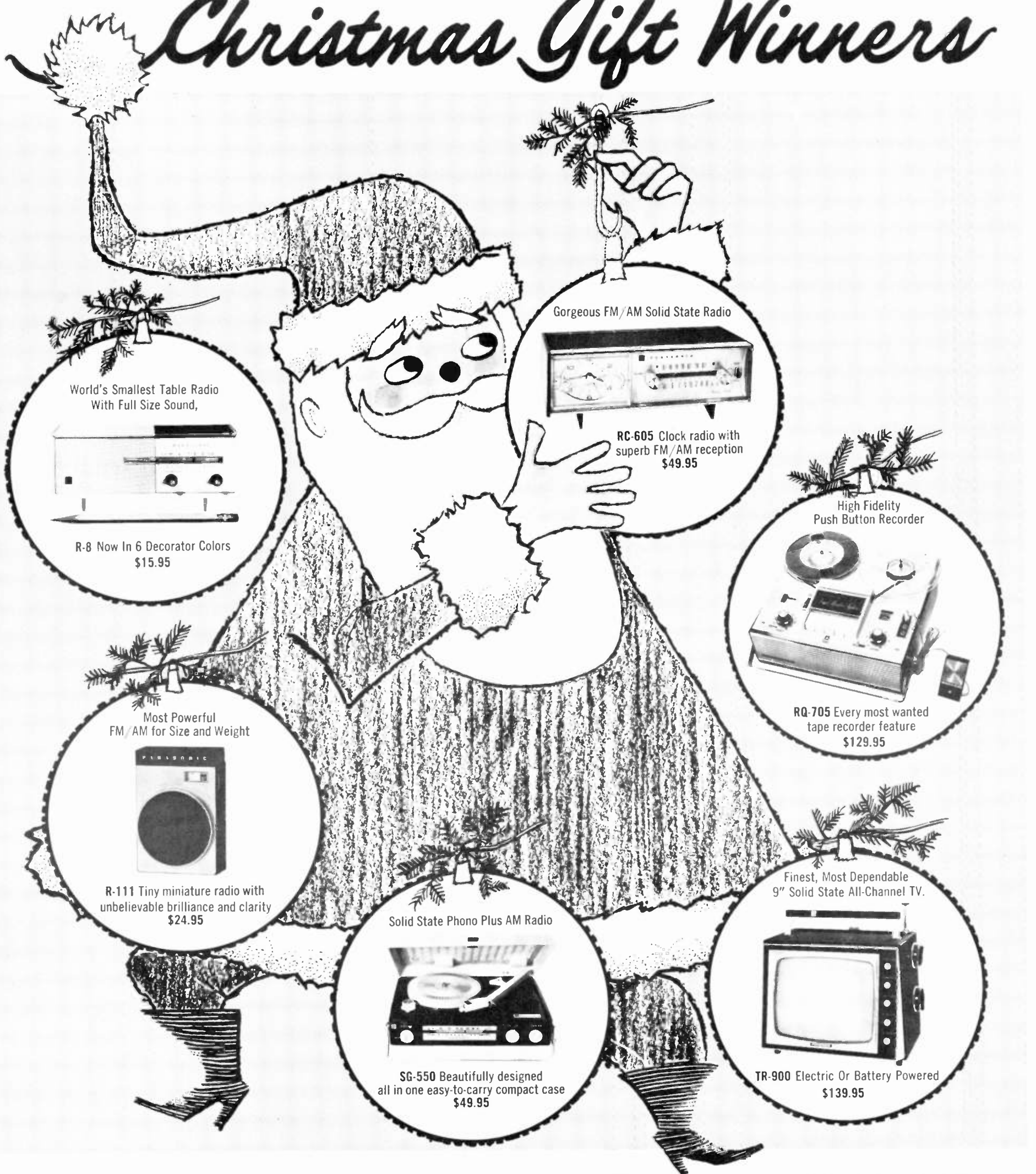
Plugs in anywhere for truly private viewing. Rugged, high-impact cabinet with luggage-type handle. Flat-faced rectangular screen, earphone jack, 12,000 volts of picture power, more power per square inch for brighter picture. It's 12 pounds of fun and it's no larger than a clock-radio. Rounds out the most complete portable TV line in history... rounds out your sales and profit picture beautifully!

◀ ***See all the profitable portables from Admiral***

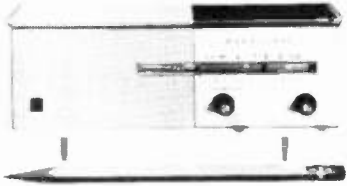


# PANASONIC'S

## Christmas Gift Winners

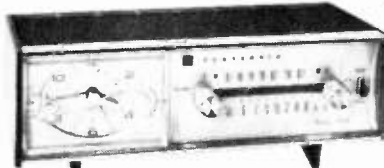


World's Smallest Table Radio  
With Full Size Sound,



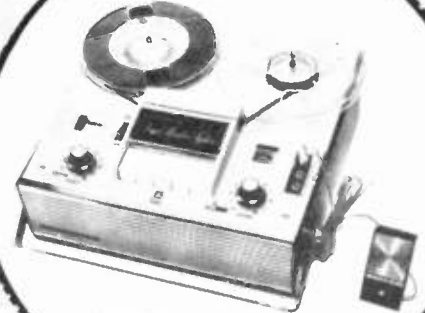
R-8 Now In 6 Decorator Colors  
\$15.95

Gorgeous FM/AM Solid State Radio



RC-605 Clock radio with  
superb FM/AM reception  
\$49.95

High Fidelity  
Push Button Recorder



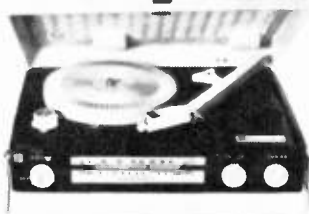
RQ-705 Every most wanted  
tape recorder feature  
\$129.95

Most Powerful  
FM/AM for Size and Weight



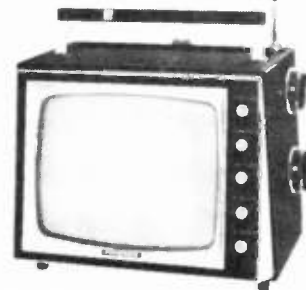
R-111 Tiny miniature radio with  
unbelievable brilliance and clarity  
\$24.95

Solid State Phono Plus AM Radio



SG-550 Beautifully designed  
all in one easy-to-carry compact case  
\$49.95

Finest, Most Dependable  
9" Solid State All-Channel TV.



TR-900 Electric Or Battery Powered  
\$139.95

Every one a natural! Every one sure to sell fast and in volume for you right through Christmas. Full markup and full profits on each, too!

Although every PANASONIC radio, tape recorder, TV and phono is a natural for Christmas gift selling, our dealers tell us that the products shown are certain to be your strongest selling Christmas gift numbers.

Stock them! Sell them! PANASONIC's Christmas gift winners will be your Christmas gift winners, too!



# PANASONIC

BY MATSUSHITA ELECTRIC

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

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) OL 5-5160

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





**COVER:** One of the best investments he ever made, says Dealer Howard Armstrong, Kalamazoo, Mich., is the building of two large stereo rooms downstairs at a cost of more than \$7,000. See the story on page 39.

# MART *magazine*

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A Buttenheim Publication

## features

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CONTRACTORS and ENGINEERS Magazine	Municipal Index

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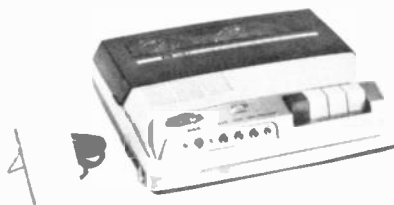


# RECORD PROFITS



TP-703

**MICRO-MINIATURIZATION IN A CAPSTAN-DRIVEN PORTABLE TAPE RECORDER**—Only 2½ inches small, this sensitive recorder is the answer to a series of problems in a small tape recorder. Features remote on/off switch and external jack for recording from microphone, radio, TV or phonograph.



TP-706

**ULTRA-RELIABLE CAPSTAN-DRIVEN VALUE LOADED STANDARD**—Our "most for the money" standard recorder—this all transistor model features constant speed dual track recording. Records six hundred feet of tape at 1½ ips with a visual recording level meter. Can't be beat for a highly versatile optional loaded recorder.

## AC/BATTERY OPERATED PORTABLE TAPE RECORDER

This solid state medium-sized tape recorder is setting new records for walk-in profits. Reel-to-reel recording enclosed in a decorator approved case announces quality home recording. □ Each part is painstakingly produced under most exacting conditions to deliver a reliable product for maximum profit return. □ Self-selling, these ultra-reliable recorders combine the best craftsmanship known for demonstrable sound appeal. Fool-proof with separate RECORD and FORWARD buttons, the TP-704 simply never comes back. Your customer deserves the world's finest workmanship! □ Other added advantages include: An AC converter built into the set automatically disconnects the set from battery power when AC power is connected. Normal battery life is extended many times. Five-inch reels run at 1½ or 3¾ ips. Microphone fitted with remote control on/off switch. Operates on four low-cost "D" cells or AC house current. Piano keyboard for easy recording.

# AIWA



**SELECTRON INTERNATIONAL CO.**

*"Quality produced for fail-safe recording"*

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 .....

**FOUR-POINT** policy statement on the marketing of the Universal line of electric housewares comes from W. H. Sahloff, vice president and general manager of General Electric's housewares division, which bought the electrical assets of Landers, Frary & Clark last May. GE calls its new line Universal by General Electric; it is Fair Traded wherever legal; it is consigned to franchised accounts and sold direct; and it has product service guarantees identical with the GE line. The Universal line will look different from GE items, and the name General Electric appears only on the bottom, along with model number and other specs. GE is aiming at only about 250 retail outlets, presumably big ones, with the Universal line.

**THREE NEW PROGRAMS** are added to the 1966 residential sales coordinated promotion campaign of Edison Electric Institute. They are a special heating drive (in two phases, one directed toward new homes, another toward conversion); an electric freezer promotion in coordination with the National Frozen Foods Ass'n; and a home entertainment promotion, directed primarily toward color TV, in association with the Electronic Industries Ass'n. Expenditures by EEI member companies and allies in 1966 are expected to exceed the more than \$200 million spent during 1965 to promote electric appliance sales. A couple of days before EEI outlines its 1966 plans in New York, however, LeRoy Klein, president, Caloric Sales Corp., levels a blast at the electric industry's range promotions before the Oklahoma Natural Gas Co.'s annual sales meeting in Oklahoma City. The electric industry, says Klein, is ignoring the facts "as it presses its multi-million dollar campaign to convince the American people that its fuel is superior for cooking." The electric industry, Klein charges, "chooses to ignore the fact that the gas burner-with-a-brain will produce perfect bacon every time, and will permit the cooking of delicate butter sauces to perfection--feats which electricity can't match."

**SYMPHONIC ELECTRONIC CORP.** steps back into the television business with a short introductory line of five Japanese made sets, including a 19-in. color set with a suggested list price of \$399.95. Balance of the line for the time being consists of two a-c/battery operated 11-in. solid state

## New Background System



*DESIGNED PRIMARILY for small business use, this new "Cantata" 700 background music system by 3M Co. plays music from its own stored tape library. It is available for outright purchase at \$429 including 700 musical selections from one of two basic libraries.*

## Electric Industry Promoters



AMONG SPEAKERS at program outlining 1966 promotion plans by Edison Electric Institute in New York are (left to right): James T. Coatsworth, commercial director of EEI; Edwin Vennard, vice president and managing director; J. L. Sullivan, chairman of EEI residential group; Lynwood Schradler, chairman of residential promotion committee; Frances Mannes, chairman, home service committee; and F. D. Churchill, chairman, residential electric heating and air conditioning committee.

portables and two 12-in. tube portables. All sets are for delivery by the end of October, says Max J. Zimmer, Symphonic president. The 11-in. models start at \$139.95 with charger but no battery, and the 12-in. tube sets start at \$89.95. Sets are made by Sanyo Electric in Japan. The line will be expanded early next year, says Zimmer, to include a 19-in. tube portable and a 16-in. tube portable plus a 25-in. color set using U.S.-made picture tube with Japanese chassis. The 90-degree rectangular color tube in the first Symphonic color set is interchangeable with American 19-in. tubes, Zimmer says.

**WINDFALL DEPT.:** It may be an ill wind that hasn't been blowing up any rain clouds in New York this many a month, but air conditioning dealers, especially the specialists, are working far beyond their normal season (which wasn't a good one for most of them). Reason for the extra work is the New York City ruling restricting the use of water-cooled air conditioning units, many of which are being converted to air-cooled models....Alert retailers all over the country are quietly cashing in on a clothing development that's a natural to help them sell clothes dryers: the permanently-creased shorts and trousers (not of wool, but the cotton-and-synthetic variety) that housewives apparently are buying heavily, especially for children, carry the stipulation that the garment, in order to hold its built-in press, must be dried in an automatic home dryer.

**KEYNOTE SPEAKER** at the annual NARDA convention in San Francisco next February 17-19 will be Sen. Wallace F. Bennett (R.-Utah). Bennett will talk on the problems the small businessman faces in today's economy. The senator is a former Ford dealer, and now heads a paint manufacturing and glass distributing organization.



# Trends

## IN THE MARTS OF TRADE

ALL-TIME INDUSTRY RECORD, that of receiving orders in 8½ months of 1965 for more than 2,000,000 TV sets for delivery in the first 11 months is claimed by Zenith Sales Corp. L.C. Truesdell, Zenith Sales Corp. president, says, "Since these are firm orders covering our planned production and delivery of TV sets of all types through November, our total shipments this year will far exceed 2,000,000 TV sets — a figure that to

date has never been reached by anyone in a 12-month period. With these record orders, Zenith will become the only company in the industry to sell more than 1,000,000 TV sets for seven years, and will further strengthen its position as the nation's number one producer of television sets." In color TV, Truesdell says, Zenith distributor sales to dealers are more than double the figure for the comparable period of 1964, and

that the company's rate of increase in color sales is substantially greater than the increase shown by the industry. The new larger rectangular color screen sets should account for a higher proportion of Zenith's total color volume than the average for the industry, Truesdell states.

"RCP," or reserve cooling power, will be the dominant theme in advertising the 1966 room air conditioner line by Fedders Corp. As outlined to metropolitan New York and New Jersey dealers by L & P Electric, Fedders local distributor, the RCP theme will run all through the firm's advertising and promotion next year. Sub-cooling in Fedders unit, the dealers

were told makes the refrigerant up to 20 degrees colder than it would be in other air conditioners. L & P also unveiled some hot prices: \$364.95 for the 5G30E7, a 27,000 BTU unit, and \$224.95 for the 5B20E7. Both prices include service and are fair-traded.

WESTERN STATES are now being covered by Chancellor Electronics, Inc., U.S. distributor of OKI tape recorders, according to Joel Koenig, vice president-director of marketing. During its first year in this country, Chancellor limited distribution of the OKI line to the midwest and the east. In accordance with the firm's policy of inspecting each OKI tape recorder in the United States before shipping it to dealers, inspection facilities have been set up in Oakland, Cal., where the company also has set up warehouse facilities for the western market.

ANOTHER RECORD sum — more than \$10 million — is scheduled for fall and holiday advertising and promotion by RCA Sales Corp. The 1965 outlay is about \$3 million bigger than a year ago, and double the 1963 figure, says Jack M. Williams, vice president, advertising and sales promotion, RCA Sales Corp. Included in the campaign, which makes use of all media, are what Williams calls the two most widely circulated Sunday newspaper supplements in the history of newspaper advertising. Both are four-color, eight-page inserts reaching more than 45 million families through some 330 newspapers. The total campaign, Williams says, will "repeatedly reach more than three-fourths of the nation's population and will serve to strengthen RCA's leadership position in the highly competitive home entertainment industry. RCA isn't overlooking the youth market in its big fall pushes: it has increased its advertising schedule on Disney's "Wonderful World of Color," and is extending for the first time its network TV advertising to include regular commercials on NCAA football games of the week, and American Football League games, and periodic sponsorship of the "Dean Martin Show," "Tuesday Night at the Movies," and "Daniel Boone."

FLEETWOOD CORP. of Montreal, Canada, sold earlier this year to RKO Distributing Corp. of Canada Ltd, a subsidiary of General Tire, lands a long-term contract with Simpson-Sears for manufacture of private label TV, stereo, phonograph, and radio units. The deal is understood to be worth between \$20 and \$25 million, extending over a period of about five years.

A LINE OF TAPE for recorders is being marketed by General Electric's radio receiver department this fall at the same time GE enters the low-priced tape recorder field with its battery-operated unit that starts at \$39.95 retail. Featured in the tape line is a three-inch reel of tape supplied with a reusable mailing carton. The unit contains 150 ft. of 1½-mil acetate tape and has a suggested retail price of \$1.



*This Christmas* reach your true flashlight battery sales potential by packaging, pricing and promoting them the modern way—by the bag! Get bigger unit sales through increased impulse appeal. Price 'em and sell 'em 8–10—even 12 at a time! Perfect also for coordinated sales with battery-operated toys.

RCA Flashlight Batteries are attractively priced for volume movement and backed with free point-of-purchase promotional material including exclusive RCA battery tote bags. RCA Batteries are nationally advertised over Network-TV on Walt Disney's "Wonderful World of Color".

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N.J.



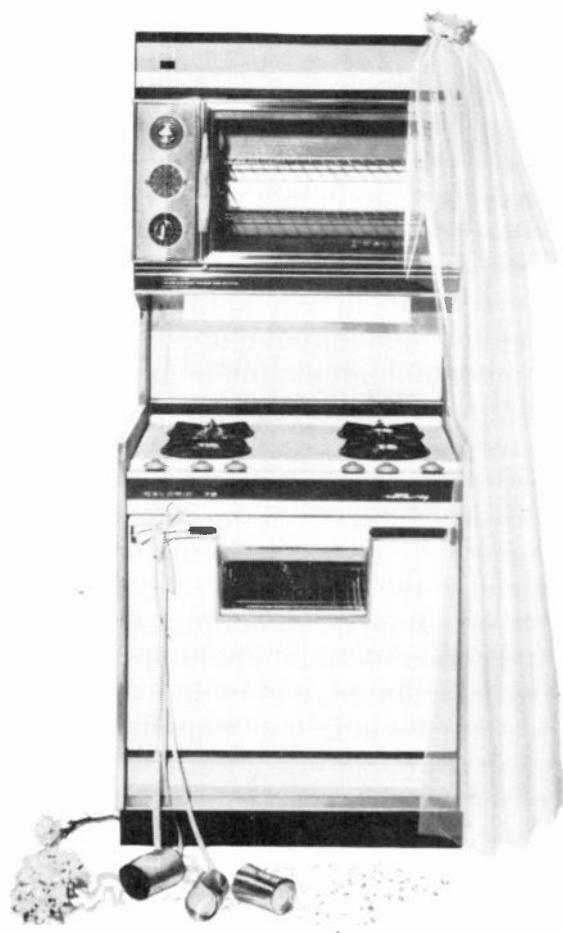
The Most Trusted Name in Electronics

3-color display offers full-case capacity. Only 20" wide, 13" deep, 47" high.





# Let's get married and make beautiful money together



If you're a suitable "mate", we make this proposal: that we join together in franchised bliss.

*For you:* a top-quality, competitive "line"; real selling room; margins that make sense; prepaid shipping to your store; effective advertising allowances; and more money-making fringe benefits than we've got space to list.

*For us:* all we ask is your undying devotion to selling and making money.

Our "matchmaker" can fill you in on all the delightful details, when he calls on you. He's well-experienced in setting-up "happily-ever-after" relationships.

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

Dear Roy: I, too, am looking for a good mate. Send your matchmaker around with all the dowry details.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_ TEL. \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

MM-10

**Caloric**<sup>®</sup>  
CALORIC SALES CORPORATION, TOPTON, PA.



# Four Contests Offer Winners Wide Variety Of Prizes

Trips, cash, bonds, products and plaques await dealers/wholesalers  
in MART Magazine/NEMA contests:

**1** **CONTEST:** National Electric Housewares Month contest sponsored by MART Magazine in cooperation with manufacturer members of the Electric Housewares Section of the National Electrical Mfrs. Ass'n.

**PRIZES:** 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:  
Cory Automatic Electric Combination  
Can Opener/Knife Sharpener/Scissors Sharpener  
Electromode "Slimline" Heater  
Fasco Portable Intercom  
GE Spray, Steam and Dry Iron Hunter Convection Baseboard  
KitchenAid Food Preparer  
Knapp Monarch Redi-Oven Special  
Mirro "Deluxe Electric Fry Pan"  
Oster Classic 8 "Osterizer"  
Proctor-Silex Power Spray/Steam/Dry Iron  
Ronson Carafe Blender  
Sunbeam "Jet Set" Hair Dryer  
West Bend "Automatic Party Perk"  
Westinghouse "Pressure-Flo" Coffee Maker

**DEADLINE:** Entries must be postmarked not later than midnight, October 12, 1965.

**WHO IS ELIGIBLE:** Contest is open to retailers and their salesmen. By "retailer" is meant any type of retail outlet engaged in selling electric housewares and/or major appliances and home electronic items.

**HOW TO ENTER:** Match the answers found in Column II to the clues found in Column I of the official entry blank on the opposite page or on page 25 of the September, 1965 issue of MART. Page 24 of the September, 1965 issue is the "Housewares Month Product Review" for help in identifying the features in the clues. Only the official entry blank will be considered in the judging.

**SEND ENTRIES TO:** Housewares Contest Editor, MART Magazine, 757 Third Ave., New York, N. Y. 10017.

**JUDGING:** All official entry blanks with the 16 questions correctly answered will be placed in a contest "hopper." A prominent industry figure will then draw 19 entries from the "hopper" one at a time. The prizes 1-19 will be awarded to the entries in the order they are drawn.

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

**3** **CONTEST:** Eighth annual Distributor Salesman-Of-The-Year competition.

**PRIZES:** Plaques to eight regional winners. Grand prize winner receives \$500 cash and special plaque with his achievement publicized in MART Magazine.

**DEADLINE:** Entries must be postmarked no later than midnight, October 16, 1965.

**WHO IS ELIGIBLE:** Entrant must be employed as wholesaler, selling to retailers home entertainment products or gas or electrical appliances in the U. S. or its territorial possessions.

**HOW TO ENTER:** Distributor salesman must be nominated by one or more of the dealers he serves. Elaborate entries or flowery language is not necessary. Entrant is judged solely on how he has helped a dealer in building his business as expressed in a letter of 100 words or more submitted by one of the retailers he serves.

**SEND ENTRIES TO:** Editor, MART Magazine, 757 Third Ave., New York, N. Y. 10017.

**REGIONS:** For this contest the country has been divided into the following 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.

**JUDGES:** A group of industry leaders.

**RESULTS:** The eight regional winners will be announced in the December, 1965 issue of MART Magazine. Grand prize winner will be announced in the January, 1966 issue of MART Magazine.

**2** **CONTEST:** Creative Retail Salesman-Of-The-Year competition sponsored by MART Magazine and the National Appliance and Radio-TV Dealers Ass'n.

**PRIZES:** Grand prize winner receives \$500, a special plaque, national recognition in MART Magazine, and an expense-paid round trip to the NARDA convention Feb. 17-19 at the St. Francis Hotel, San Francisco, Cal. Special plaques to winners in each of the three product categories. Certificate of Merit Award to 100 other entrants.

**DEADLINE:** Entries must be postmarked no later than midnight, Dec. 11, 1965.

**WHO IS ELIGIBLE:** All appliance or radio-TV dealers and their salesmen in the U. S. or its territorial possessions.

**HOW TO ENTER:** Using either the official entry form (see page 29, MART Magazine, Sept., 1965) or any sheet of paper at hand, describe in your own words an effort you undertook during 1965 to increase sales in any of three categories: Major Appliances . . . Electric Housewares . . . or Home Entertainment Products (TV, radios, phonos, etc.). The effort may be as simple as a traffic-building device to get people into the store during a brief period or it may be a full-fledged campaign that continued over several months and included newspaper advertising, store displays, etc. Entries should make clear the purpose the entrant hoped to achieve and the results that were realized. Entries may be typed or hand-written. pen or pencil, but must be legible. Elaborate entries are not necessary. It's the idea that counts. There's no word limit to your entry. Contestants may submit as many entries as they wish in each category. With each entry, PRINT your name, store name, and address clearly. Also, tell us how long you have been in this business and how long you've worked for your present store. Unless you are the store owner, have your supervisor or superior sign his name to your entry.

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

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

**4** **CONTEST:** "Holiday Of A Lifetime" sweepstakes contest sponsored by the Electric Housewares Section of the National Electrical Mfrs. Ass'n.

**PRIZES:** 1st Prize — Vacation for two anywhere in the world.  
2nd Prize — Vacation for two anywhere in Europe.  
3rd Prize — Vacation for two anywhere in the United States (except Alaska or Hawaii).  
4th Prize — Five trips for two to Bermuda (from New York) for five days.  
(All trips are via Pan-American Airways.)

**DEADLINE:** Entries must be postmarked no later than November 30, 1965.

**WHO IS ELIGIBLE:** Dealers participating in National Electric Housewares Month.

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

**SEND ENTRIES TO:** Ted Sommers, Inc., 2 Post Rd., Fairfield, Conn. P. O. Box 627.

**JUDGING:** Prizes will be awarded for outstanding store promotions (theme: "Make Every Day A Holiday With Electric Housewares"), based on sales results and other evidence and exhibits of effective tie-in activities.

**NOTE: Coupons with which you may enter Contests 1, 2, and 3 will be found on page 17.**



CONGRATULATIONS  
ZENITH DEALERS  
AND DISTRIBUTORS

YOU'VE HELPED  
ZENITH SET THESE TV  
SALES RECORDS:

**ZENITH** first to sell 1½ million sets in one year!

**ZENITH** first to sell 1¾ million sets in one year!

**ZENITH** first to sell a million sets in six months!

**ZENITH** first in TV sales for seven straight years!



AND NOW...THE MOST  
AMAZING RECORD  
OF ALL!





J. J. Weisberg Owen Com- nc—28 years er, New York	Maage E. La Counte Columbia Electric— 31 years Spokane, Wash.	B. J. DeJarnatt B. J. DeJarnatt Whsl. Co., Inc.—21 years Fresno, California	Ira G. Winchell Electric Supplies Dist. Co.—21 years San Diego, Calif.	A. M. Cronin, III Elect. Distributing, Inc.—31 years Portland, Oregon	J. O. Cunningham Elect. Equipment Co. of Ariz.—16 years Phoenix, Arizona	David M. Giltman, Jr. Eskew, Smith & Cannon—32 years Charleston, W. Va.	L. L. Henry Graybar Electric Co., Inc.—26 years Atlanta, Georgia	Frank D. Bethel Graybar Electric Co., Inc.—26 years Knoxville, Tenn.	Gene Willis Graybar Electric Co., Inc.—7 years Little Rock, Ark.	Robert J. Huba Henzel-Powers, Inc. —29 years Albany, New York
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led to this unprecedented record

# ALL-TIME RECORD ERS FOR N TV SETS 8½ MONTHS!

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a year, then  
for 2 million  
in the first

shown out-  
Zenith TV.  
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ith TV will  
no plastic  
n shortcuts.  
s placed by

Zenith distributors for over 2,000,000 television receivers of all types. They were placed in the normal ordering procedure and are not "padded." They cover our planned production schedules. Since these orders are not for the entire year, Zenith's total shipments in 1965 will far exceed 2,000,000 units.

It is doubly gratifying to me personally that Zenith should set this new record at this particular time, for this month marks my sixteenth anniversary with Zenith.

It is an honor to be associated with such a record-breaking organization of distributors and retail dealers. However, I believe years of even further progress and opportunity lie ahead for all of the Zenith family, as well as the industry.

*L. C. Truesdell*

L. C. Truesdell, President, Zenith Sales Corporation



Irving E. Small Nelson & Small, Inc.— 7 years Portland, Maine	Morris L. Ullman Northeastern Distr., Inc.—40 years Cambridge, Mass.	George J. Cohen Northeastern Distr., Inc.—40 years Cambridge, Mass.
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Theodore Pierson Onondaga Supply Co., Inc.—29 years Syracuse, New York	H. Hiram Weisberg Onondaga Supply Co., Inc.—29 years Syracuse, New York	Robert J. Mailhouse The Plymouth Elec- tric Co.—32 years North Haven, Conn.
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J. Trevor Peirce Peirce-Phelps, Inc.— 7 years Philadelphia, Pa.	W. G. Peirce Peirce-Phelps, Inc.— 7 years Philadelphia, Pa.	A. C. Reinhard, Jr. Reinhard Brothers Co.—30 years Minneapolis, Minn.
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J. M. Montgomery Persinger Supply Co., Inc.—31 years Williamson, W. Va.	Howard M. Persinger Persinger Supply Co., Inc.—31 years Williamson, W. Va.	August H. Rodefelf Rodefelf Company, Inc.—37 years Indianapolis, Ind.
--	---	--



Charles Mourer Radio Distributing Co.—26 years Detroit, Michigan	George N. Tobias Radio Distributing Co.—26 years Detroit, Michigan	Oscar T. Baxter Radio Distributing Co.—26 years Saginaw, Michigan
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Hiram B. Bennett Radio Supply Co., Inc.—20 years Norfolk, Virginia	William D. Jenkins Radio Supply Co., Inc.—20 years Richmond, Virginia	Robert E. McCarthy A. A. Schneiderhahn Company—30 years Des Moines, Iowa
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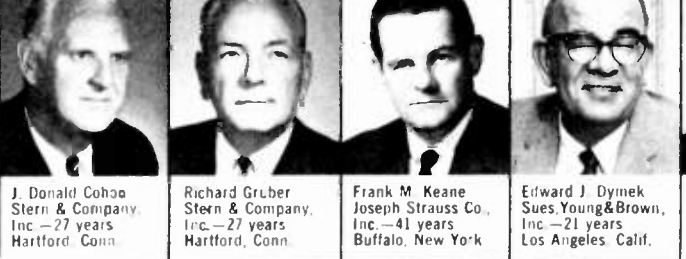
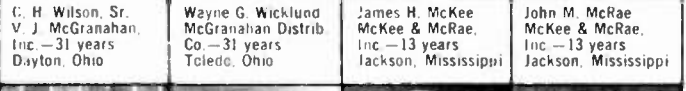
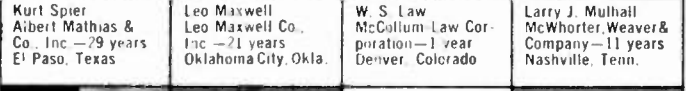
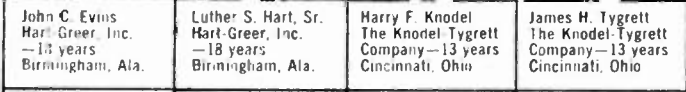
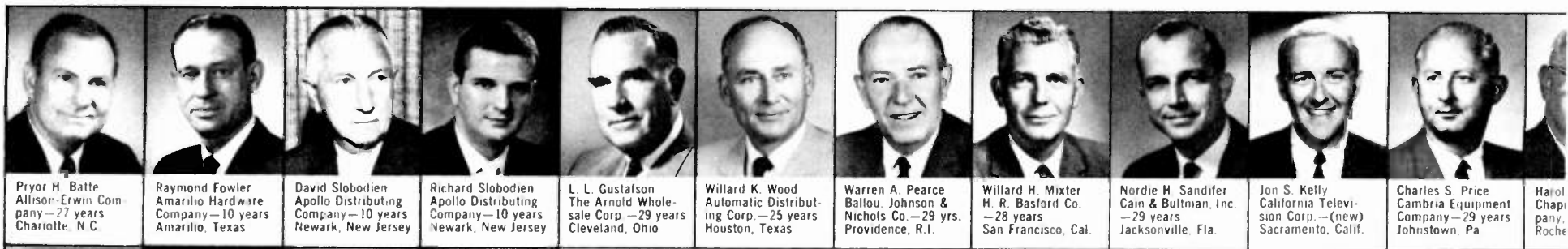


A. Blair Platt Scranton Elect. Con- str. Co.—26 years Scranton, Pa.	Robert C. Lenfesty Zenith Hardware Co.—32 years Seattle, Washington	Peter P. Stewart The Stewart Com- pany—1 year Dallas, Texas
--	--	--



J. A. Walker Elect. Supply Co.—30 years Laure, Indiana	T. L. Castator The Wayne Hardware Co., Inc.—35 years Fort Wayne, Indiana	Richard W. Wells Wells Distributing Company—1 year Salt Lake City, Utah	John A. White J. A. White Distrib- uting Co.—31 years Grand Rapids, Mich.	Leroy L. Williams J. A. Williams Co.— 30 years Pittsburgh, Pa.	Edwin D. Bozeman, Jr. Woodson & Boze- man, Inc.—1 year Memphis, Tenn.	C. J. Zamoiski, Sr. The Jos. M. Zamoiski Co.—9 years Baltimore, Maryland	C. J. Zamoiski, Jr. The Jos. M. Zamoiski Co.—9 years Baltimore, Maryland	Joseph M. Zamoiski The Jos. M. Zamoiski Co.—9 years Washington, D. C.	Harry Schechter Zenith Radio Corp. of N.Y.—22 years New York, New York	Robert C. Wallace Zenith Radio Distr. Corp.—25 years Chicago, Illinois
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These distributors contributed

# ZENITH SETS INDUSTRY WITH OVER TWO MILLION IN ONLY

No manufacturer can set sales records year after year without a strong, superb distributor-dealer organization.

So we at Zenith are understandably proud of the outstanding independent distributors shown on this page who serve the finest organization of retailers in the world. The quality and effectiveness of the Zenith distributing organization is greatly enhanced by the stability of these companies. This is evidenced by the number of years of their association with Zenith, shown after each company's name. The average is *more than 21 years!*

Our thanks go to both the distributors and their dealers for their vital role in helping to set the series of Zenith TV sales records: first

in sales in the entire industry for several years, first to sell 1½ million sets in 1964 million . . . and now firm orders sets in just 8½ months for delivery eleven months of 1965!

Year after year, the public has standing consumer acceptance for Your customers have demonstrated market place—that Zenith quality people want in a television set.

And we at Zenith have kept faithful customers. Truly, "the quality goes on." And every Zenith continues to be Handcrafted, with printed circuit boards, no production This new record consists of orders



# AND ZENITH WILL CONTINUE TO LEAD THE TV INDUSTRY IN QUALITY AND SALES

Zenith has risen to sales leadership—and maintained it for seven straight years—because we have been dedicated to quality and have continually improved our product.

And we will continue to move forward . . . in 1966 . . . in 1967 . . . and in all the years ahead. We will increase even more our dominant share of the market. And set even greater sales records.

Our goals have been established. Now our production and distribution teams are proceeding rapidly toward the fulfillment of these goals.

We have an aggressive, well-planned program . . . with specific merchandising plans . . . and new, improved products designed for even greater leadership in the television industry.

Because of this, everyone associated with Zenith—including our distributors and dealers—will have a strong platform and coordinated hard-selling program for the future.

The entire Zenith family, all along the line, can look forward to increasingly larger and more profitable operations.



*‡ The quality goes in  
before the name goes on®*



# 1

## Answer These Questions To Win A Prize!

(First read the Electric Housewares Product Review on page 24, September, 1965 MART Magazine.)

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

# 2

## Enter Me In The Creative Retail Salesman-Of-The-Year Contest

\_\_\_\_\_  
Dealer or Salesman's Name

\_\_\_\_\_  
Store Name

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

My entry should be included in this category:  
(Check one)

Major Appliances  Electric Housewares  TV-Radios-Phonos

Attach your entry to this blank and mail to:

CREATIVE RETAIL SALESMAN OF THE YEAR CONTEST,  
MART Magazine, 757 Third Ave., New York, N. Y. 10017.

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

# 3

## 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

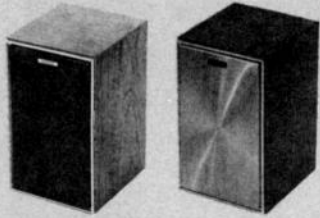
\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Length of time he has served you





**Model CS-51 "A MOUSE THAT ROARS"**  
Miniature size-BIG performance. 9 1/2" cabinet, 2-way using 5" full range unit plus 2 1/2" super tweeter. 16 ohm impedance. 50-20,000 cps. handling capacity 20 watts music power.



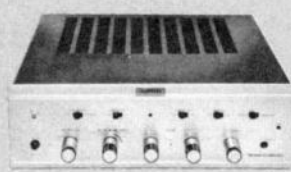
**Model PL-7**  
**PROFESSIONAL TYPE PLAYER**  
Finest quality 4-pole Hysteresis Synchronous drive motor. 12" cast aluminum turntable weight 3 lbs 9 oz. Oil damped arm elevating system.

## TOP STEREO MANUFACTURERS RECOMMEND PIONEER!

.....probably never in writing but their actions are best testimonials..... Through the years most of the top makers in the U.S. and Japan have been using PIONEER speakers and components in their own fine sets. Heading the field in speakers, solid state and vacuum tube refinements, the quality and years of know-how and up to true high fidelity.



**Model ER-420**  
**AM/FM/MULTIPLY STEREO RECEIVER**  
A concentration of Pioneer electronic technology. FM selectivity  $\pm 100$ kc (-3db); AM selectivity BROAD:  $\pm 10$ kc (-3db) SHARP:  $\pm 4$ kc (-3db). push-pull output circuitry with 40 watts music power. Multiplex circuitry provides 35 db of separation at 1000 cps.



**Model SMT-84**  
**ALL TRANSISTOR STEREO AMPLIFIER**  
No heat generation, true transistorized sound, special error protection circuit, 45 watts x 2 superpower using latest Mesa silicon transistors.



### PIONEER ELECTRONIC CORPORATION

No. 15-5, 4-chome, Ohmori-Nishi, Ohta-ku, Tokyo, Japan  
U.S. REPRESENTATIVE OFFICE: Room 3116, Empire State Bldg., 350, 5th Ave., New York, N.Y., U.S.A.

# We're First IN COMPACT REFRIGERATORS

*because we are the leaders in* ✓ **ENGINEERING**

Norcold was first to price compact refrigerators for mass audience appeal creating a sky-rocketing market... Norcold was first to engineer compact refrigerators with compressors establishing a new high quality standard in dependable and satisfying performance... Norcold was first to introduce a complete line of compact refrigerators expanding the dealer's sales and profit horizons... Norcold will continue to be first in the industry because refrigeration is our business... our only business.

- ✓ **STYLING**
- ✓ **FEATURES**
- ✓ **VALUE**



**Norcold Was Also First to Offer Dealers A Low Priced Promotional Leader Which Can Be Profitably Retailed At Only**

**\$69<sup>95</sup>**  
IN WHITE

Walnut Grain Finish—Retail \$10.00 Additional

#### OUTSTANDING FEATURES

- Electro-Magnetic Compressor
- Door Lock and 2 Keys for Privacy
- Full-Range Thermostat with Defrost
- 1 Lever and 2 Ice Cube Trays

**5 YEAR COMPRESSOR SYSTEM WARRANTY**  
All other parts are protected by a 1 year warranty.



**First in sales since its introduction and the market has barely been scratched. Unlimited in sales appeal! Ideal for homes, offices, motels, hotels. Unlimited in performance! Fast freezing assures plenty of ice cubes in a jiffy. Unlimited in features! Deluxe storage door with egg and butter keeper and large bottle compartment. Two spacious shelves. Only 18"x20"x17" small with big storage capacity. 42 lbs. light. Operates on 110-120 volts, 60 cycles AC.**

**REFRIGERATION IS OUR BUSINESS... OUR ONLY BUSINESS.**

## NORCOLD, INC.

Subsidiary of the Staite Corp.  
16200 So. Maple Ave., Dept. M 10, Gardena, Calif. • PH: FAculty 1-9300, area code 213  
Warehouses in New York, Chicago, Los Angeles, Vancouver and Toronto

# Report From Japan

by Yoshitaka Kawagishi

## Washing Machine Market Is Changing

**W**ashing machine market in Japan is changing. As of July 1, 1965 64.4 per cent of the households in Japan are provided with washing machines. In terms of quantity, a total of some 14,964,000 washing machines are in use, according to figures released by the Machinery Institute Association of Japan.

Under present living conditions, the percentage cited above is likely to be not far from the saturation point. For instance, nearly 80 per cent of the demand for washing machines is estimated to be accounted for by replacements. In production, too, the manufacturers have curtailed 10 to 15 per cent because of general economic set-back that has been affecting them adversely since last autumn. Even then they are expected to turn out some 2,700,000 units during 1965. The figure is far below 4,259,000 units produced in the U. S. during 1964 but considerably above 1,030,000 units produced in West Germany in 1962, 1,100,000 units the U. K. produced in 1962 and Italy's 1963 output of 916,000 units.

What should be noted is the possible increase in the ratio of two-tank type against one-tank type during the latter part of this year. The appearance of some fully automatic washing machines on the market is also something to be noted.

Electric washing machines in Japan used to be a simple affair, with only one tank used for washing and rinsing and hand-operated wringers attached to each unit. Since the year before last, types with a washing and rinsing tank and a wringing tank utilizing centrifugal force began to be manufactured. The demand for these new two-tank types is on a steady increase, because of the obvious convenience they offer. As a result, the ratio between one-tank and two-tank types which was nearly 3:1 in 1964, is likely to become 2:1 this year and 1:1 in 1966.



Hitachi 2-tank model SP-200

Compared with U. S. which has already entered the age of fully automatic washing machines and Europe which is shifting from two-tank type to fully automatic types, Japan is somewhat behind. Some new types using one tank for washing and wringing have also made appearance, but most of the high-priced washing machines are of two-tank types, which are sold in Japan for about \$90. These are cubic in form and are of whirling current washing mechanism with the pulsator mounted closer to the bottom of the tank than conventional one-tank machines. Top-group makers include Matsushita Electric Ind. Co., Hitachi Limited, Mitsubishi Electric Corp., and Tokyo Shibaura Electric Co.

With increasing demand for the two-tank washing machines, newer types such as fully automatic machines are beginning to be developed. Some manufacturers have also developed semi-automatic types which are capable of washing, rinsing and draining under an automated system but which have to have hand-operated wringers. There is a reason for this. Fully automatic washing machines will have to be sold for about \$150, but semi-automatic machines like the above can be marketed for about \$100.

Regarding fully automatic washing machines, opinions are divided as to whether the American type or the European type should be adopted. At the moment, the American type using the pulsator system appears to have the upper hand, but Europe's revolving drum mechanism is also under study because of greater safety to the material and easier incorporation of wringing mechanism. However, as Japanese washing machines have always been of the Hoover system offering effective washing in short time, the revolving drum system which requires 60 to 110 minutes to wash appears to attract little interest.

Lately Hitachi Limited has come out with fully automated washing machines of pulsator system and started marketing them for \$148. This is much lower than \$180 Toshiba asks for its machine of similar type and about \$160 Matsushita Electric wants. It is claimed to be an excellent product which has eliminated the former defect of strong vibration at the time of shifting from draining to wringing operation.



## Go Japan, man!

Great seven-day trip! Every Airtemp dealer can win one or more. By doing what comes naturally — business. Get in touch with your Airtemp distributor today. Get the facts. Get wrapped up in a kimono. SAYONARA!

You'll exclaim "AH, SO!" when you hear about the big national and local advertising plans we have. Advertising that'll fill your hot little hand with pre-season leads . . . fill your dog days with extra sales. Plus Chrysler-engineered quality as a clincher. BANZAI!

**Airtemp**

CLIMATE ENGINEERED BY  **CHRYSLER CORPORATION**





# Westinghouse's Bill Fortune is looking to your future



"As Home Entertainment Product Marketing Manager for Westinghouse, I foresee a very bright year ahead for all you dealers — so bright I'm wearing sunglasses.



"Here's the reason. A new TV set that's different from anything else on the market. It doesn't stare back at you when it's off.



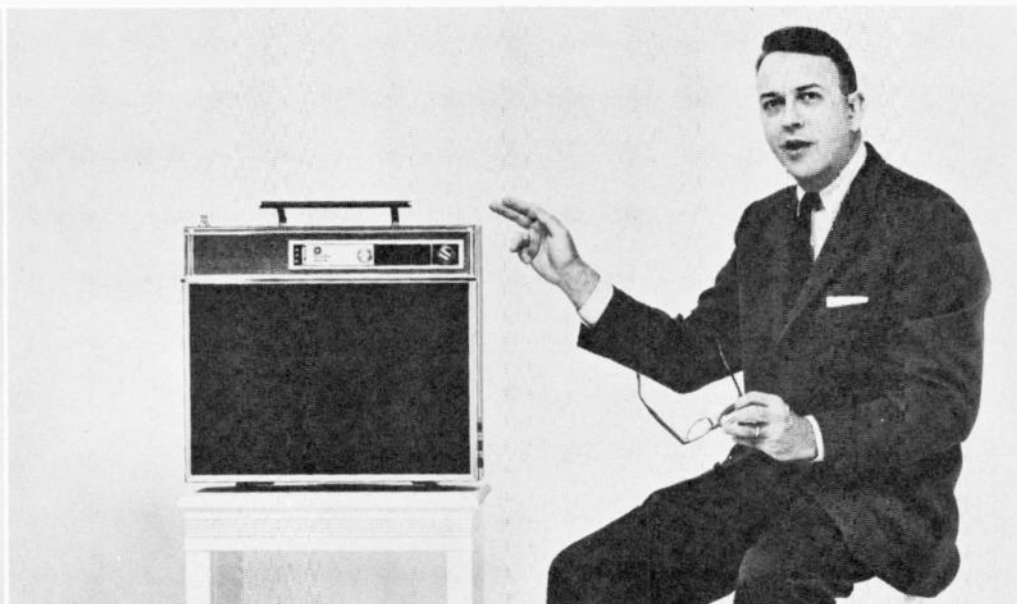
"Wonder where the picture tube went? Watch... Snap it on (it's got the Westinghouse Instant-On™ TV feature) and..."



"There's your picture! Appears like magic in what's a handsome black glass panel when the set's off. It's called the 'Jet Set.'



"It's got a twin telescoping antenna... pop-up handle... illuminated VHF and UHF dials... fully transistorized, too.



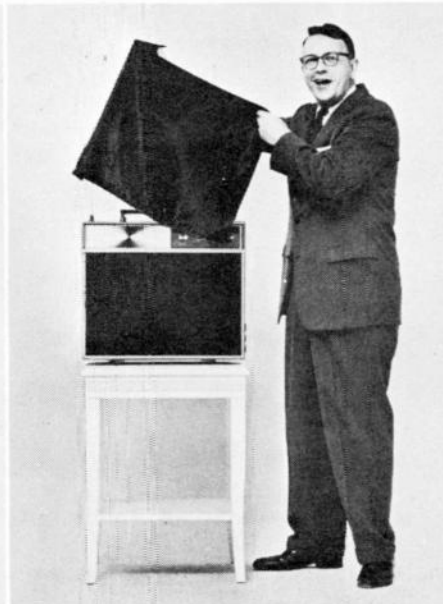
"It's the third big product breakthrough we've made since we organized WASSCO. What's WASSCO? It stands for 'Westinghouse Appliance Sales and Service Company.' It means a lot of things—more warehouses so we can get merchandise to you faster... more districts so our reps can stay in closer touch with you... more flexibility for our district people so they can go right to work on your requirements.



"There's a lot more good news coming to you from Westinghouse — the Jet Set here is just one dramatic example.



"It gives you a picture of photographic quality—thanks to the black filter panel.



"Comes in several different models. Whatever they want, 'Ka-zam!' you've got it!



"I foresee continued merchandising assistance as well as more startling new products for our dealers from WASSCO.



"'Nough for now. Let's all get to work selling Jet Sets. There's a fortune in this Bright New Idea in TV."

You can be sure if it's Westinghouse







# The Economist's Outlook

by Richard E. Snyder • Marketing Economist

## New Appraisal Of A-R-TV Dealers' Sales By Lines

This is the latest installment in our annual series of special analyses measuring A-R-TV specialty dealers' merchandise sales by lines, at the national level. Our earliest published work on this subject appeared in the September 1960 issue of MART, when we introduced our estimates of dealers' annual total sales and service revenue going back through the year 1948. This was followed by 10 separate monthly studies, each applying to one major merchandise category, and five more were added when the complete set

of 16 series covering the 1948-1960 period was printed in the December 1961 issue. Since then, an annual spread somewhat similar to the current one (herewith) has been presented.

Last year, in the September (1964) issue, in addition to showing the annual dollar sales estimates, year-to-year percentages of change, and annual growth rates for the first four years of the Sixties, we included comparative growth rate figures for the decade of the Fifties. This confrontation revealed the fact that the growth rates

for the first four years of the Sixties were below those for the 1950 decade in 11 of the 16 series covered. In other words, the Sixties hadn't "soared" as much as expected.

With the figures for one year (1964) added to the picture, we may now ask: Has the situation improved? The latest pulse-taking indicates that 10 of the 16 series are still showing early-Sixties growth rates below those registered during the

(Continued on page 26)

U. S. A-R-TV SPECIALTY DEALERS' SALES GROWTH PATTERNS IN THE FIRST 5 YEARS OF THE SIXTIES

Sales Category	1950 Decade Growth Rate	1960 Sales	1961 Sales	1962 Sales	1963 Sales	1964 Sales	1960-64 Growth Rate
Grand Total Sales .....	—	\$3,742,000,000	\$3,723,000,000	\$3,864,000,000	\$4,127,000,000	\$4,593,000,000	—
Year-to-Year % Change .....	+ 5.3	— 3.7	— 0.5	+ 3.8	+ 6.8	+ 11.3	+ 3.5
Service Sales .....	—	659,000,000	558,000,000	599,000,000	614,000,000	694,000,000	—
Year-to-Year % Change .....	+ 12.6	+ 7.3	— 15.3	+ 7.3	+ 2.5	+ 13.0	+ 3.0
Odd-Ball Line Sales .....	—	561,000,000	573,000,000	611,000,000	537,000,000	597,000,000	—
Year-to-Year % Change .....	+ 7.8	— 1.8	+ 2.1	+ 6.6	— 12.1	+ 11.2	+ 1.2
Total "Pure A-R-TV Mdse." Sales .....	—	2,522,000,000	2,592,000,000	2,654,000,000	2,976,000,000	3,302,000,000	—
Year-to-Year % Change .....	+ 4.0	— 6.8	+ 2.8	+ 2.4	+ 12.1	+ 11.0	+ 4.3
Refrigerator Sales .....	—	418,652,000	368,064,000	416,678,000	574,368,000	574,548,000	—
Year-to-Year % Change .....	— 0.01	— 0.9	— 12.1	+ 13.2	+ 37.8	+ 0.03	+ 7.6
Television Sales .....	—	549,796,000	699,840,000	806,816,000	791,616,000	884,936,000	—
Year-to-Year % Change .....	+ 15.7	— 18.1	+ 27.3	+ 15.3	— 1.9	+ 11.8	+ 6.9
Washer Sales .....	—	416,000,000	370,656,000	384,830,000	407,712,000	432,562,000	—
Year-to-Year % Change .....	+ 8.4	— 9.6	— 10.9	+ 3.8	+ 5.9	+ 6.1	— 0.9
Range Sales .....	—	254,722,000	217,728,000	196,396,000	285,696,000	310,388,000	—
Year-to-Year % Change .....	+ 3.6	+ 13.4	— 14.5	— 9.8	+ 45.5	+ 8.6	+ 8.6
Vacuum Cleaner Sales .....	—	20,176,000	23,328,000	23,886,000	29,760,000	42,926,000	—
Year-to-Year % Change .....	+ 4.7	— 6.8	+ 15.6	+ 2.4	+ 24.6	+ 44.2	+ 16.0
Electric Housewares Sales .....	—	52,962,000	95,904,000	63,696,000	62,496,000	72,644,000	—
Year-to-Year % Change .....	— 3.2	— 27.5	+ 81.1	— 33.6	— 1.9	+ 16.2	+ 6.9
Radio & Record Player Sales .....	—	254,722,000	326,592,000	347,674,000	255,936,000	247,650,000	—
Year-to-Year % Change .....	+ 16.5	— 20.9	+ 28.2	+ 6.5	— 26.4	— 3.2	— 3.2
Dryer Sales .....	—	103,402,000	124,416,000	108,814,000	139,872,000	158,496,000	—
Year-to-Year % Change .....	+ 16.7	— 20.4	+ 20.3	— 12.5	+ 28.5	+ 13.3	+ 5.8
Freezer Sales .....	—	138,710,000	98,496,000	75,904,000	92,256,000	102,362,000	—
Year-to-Year % Change .....	+ 16.8	+ 55.3	— 29.0	— 22.9	+ 21.5	+ 11.0	+ 7.2
Kitchen Sales .....	—	113,490,000	116,640,000	78,028,000	113,088,000	158,496,000	—
Year-to-Year % Change .....	+ 17.1	+ 4.8	+ 2.8	— 33.1	+ 44.9	+ 40.2	+ 11.9
Air Conditioner Sales .....	—	148,798,000	90,720,000	98,198,000	148,800,000	234,442,000	—
Year-to-Year % Change .....	+ 42.9	+ 22.2	— 39.0	+ 8.2	+ 51.5	+ 57.6	+ 20.1
All Other Major Appliances not specified .....	—	50,440,000	59,616,000	53,080,000	74,400,000	82,550,000	—
Year-to-Year % Change .....	— 6.8	— 19.0	+ 18.2	— 11.0	+ 40.2	+ 11.0	+ 7.9





*Penny Hallock Lehman, noted interior designer, says: "Now Gibson lets you get rid of "sterile hospital white" in kitchens in a practical way."*

*Mrs. Lehman has combined a career of homemaker, mother and leading interior designer for over 18 years. Her ideas for kitchen design reflect this vast experience and provide you with an unparalleled opportunity to expand your volume and profit with exciting new styling never before available in refrigerator-freezers.*

SEE YOUR GIBSON DISTRIBUTOR FOR COMPLETE DETAILS OR WRITE PENNY HALLOCK LEHMAN, DESIGN CENTER, DEPT. M-1, GREENVILLE, MICH. FOR YOUR PREVIEW "BEAUTIFUL KITCHEN IDEAS" BOOKLET.

## Only Gibson makes luxury kitchen styling possible... at mass market prices

There's *action* when you sell styling . . . and Gibson does it again! It's an exciting new kitchen design concept that is practical and economical for your customer . . . profitable for you!

It's the all new . . . all Frost Clear Gibson *Designer Refrigerator-Freezers* for 1966 . . . featuring exclusive Designer styling PLUS coordinated vinyl wall coverings created especially for Gibson by nationally known interior designer . . . Penny Hallock Lehman. Everything about this new concept is right for you . . . to create traffic . . . build sales . . . add extra profit to your refrigerator business.

### HIGH STYLE REFRIGERATOR DESIGN

Gibson Designer models are all Frost Clear . . . the most wanted feature in home refrigeration that ends frost build-up and defrosting mess forever. Outstanding Trim-line design, automatic Ice Master, new adjustable cantilever shelves plus many more Gibson quality features make the Designer Series your BIG sales and profit leader for '66. Available in 15, 16, 17 and 18 cu. ft. capacities . . . all NEMA Certified.

### EXCLUSIVE COORDINATED WALL COVERINGS

Gibson Designer models give you a complete merchandising package . . . six exclusive Designer models . . . PLUS . . . coordinated wall coverings, 17 different colorways. AND, you can retail the complete package for an average kitchen for as little as \$99.95\* over the price of the regular Gibson Frost Clear model. There's extra profit in it for you, too!

### GIBSON QUALITY — FAST DELIVERY

Every Designer refrigerator-freezer receives Gibson's exclusive Quality Mile 3½ hour performance check before leaving the factory. And . . . fast delivery through your local Gibson distributor assures you of customer satisfaction.

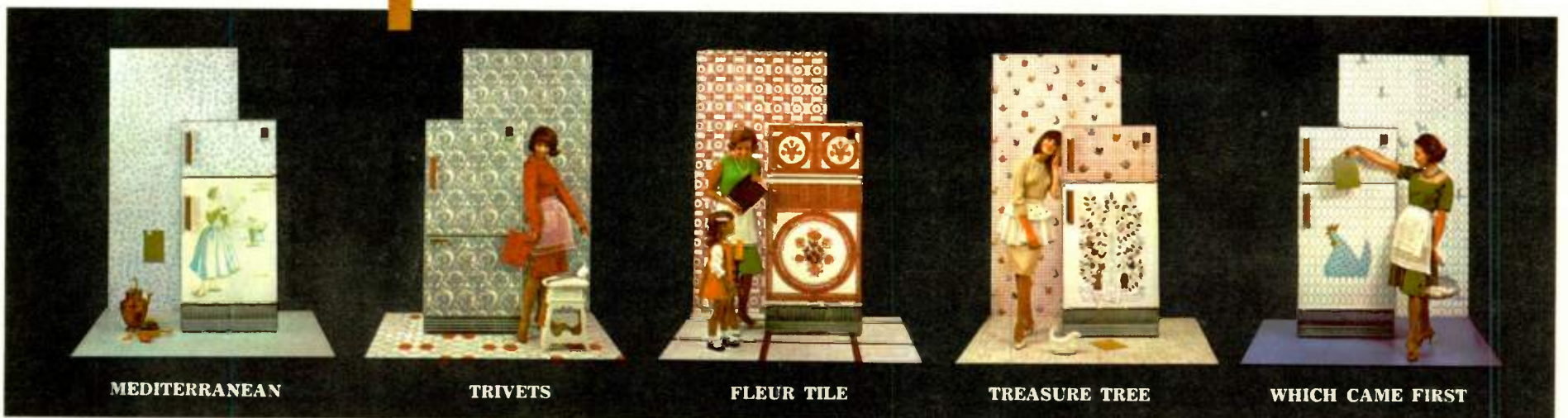
**Gibson** **frost clear**

DESIGNER REFRIGERATOR-FREEZERS.

\*Suggested additional retail price for special Designer model plus 5 rolls of coordinated vinyl wall covering.

**HUPP**  
CORPORATION

GIBSON REFRIGERATOR SALES CORPORATION, GREENVILLE, MICHIGAN



MEDITERRANEAN

TRIVETS

FLEUR TILE

TREASURE TREE

WHICH CAME FIRST



# I Believe

by F. Hardy Rickbeil  
Worthington, Minn., dealer



## The Ways Reps Can Help Us

**W**e're often missing a mother lode vein of pure gold when we fail to use our factory and distributor representatives to the limit of their willingness to help us *advertise, display and sell their famous brand name products.*

Here's a list of the ways we invite our factory and distributor representatives to help us:

1. Check on new merchandise in our stock and see that our prices are right for our trade territory. Bring our office file for your company right up to date on catalog sheets and price information. Throw away all obsolete information and replace with new. Check all addresses and phone numbers listed on the outside of your file so we're certain they are correct, add any new ones.

2. Check our invoice file for you. Make certain that prices charged us are correct. Initial every invoice after you have checked it and write the date below your initials. Make certain that all credits due us have come through and that the credit memo is attached to the invoice it relates to.

3. Check our sales book stock record for our perpetual inventory on any invoices that we haven't as yet checked and listed, locate our order copy and verify the correctness of the invoice so we can enter it in our stock record before you leave. Our record will then show our exact stock position on your lines before you receive our order.

4. Check our supply of advertising glossies, hand-out literature, radio scripts, billboard advertising plans, advertising give-aways, theatre advertising playlets available to us, and TV programs. Advise us on what special future store demonstrations you can offer us, special event promotions, demonstrations for schools, clubs, etc., window trims: check all items in your lines that we have on display and see that we are making good use of all of your point of sale selling aids. Instruct our home service directory on the newest up-to-the-minute ways to use your products to the best advantage. Be sure we have extra instruction books that we might need. Make certain we have received the co-op advertising allowances we have requested. Show your latest "How-to-Sell" movie at the end of the day or first thing in the morning at our sales meeting.

5. Check with our parts manager in our service shop on service help required by our customers from you or your factory. Check on parts that should be in our stock for servicing your company's products. Be sure we have all of the parts catalogs and price lists. Double check on all credits that our service department has requested. Help with any freight claim problems we have pending. Check on parts that have been on back order for longer than usual and find out why these have not come through. Instruct store's service men on how to service your products in the easiest and best way and give them information on the service schools that your company will be having in the near future. Examine the trade-ins we have taken in your lines and make suggestions for repairing them or junking them.

6. Meet with our salesmen who sell your lines after store hours or before and bring all of their sales portfolios up to date on catalog pages, sales information, and prices.

7. After all of the above checks have been made or planned for, check with our buyer for our order. Give him detailed facts on quantity discounts, payment terms, delivery dates, routings, prepaid or collect transportation charges, service policies and guarantees, allocation of close-outs, specials, direct ships, new models, etc. Inform buyer on price drops or increases and on what is happening in our trade territory on the sale of your lines. *Then our buyer is ready to write up your order. He must write up the order himself and show net cost of every item and the planned retail price.*

8. After the order has been placed with you advise the store salesmen what products are coming and when, so they can immediately start selling for you. Help line up detailed complete promotional plans for selling these items. Most of the salesmen who call on us are made to feel that they're part of our organization. The minute they come into our place of business they go right to work and feel at home. We have nothing to hide from them and we need every bit of enthusiastic up-to-the-minute selling help they can give us. They're professionals in their field and we want to give them every opportunity to teach us how to be top notch salesmen for their lines.

We nearly always have a 45-minute sales meeting with our factory representative after our order is placed. This is a very informal meeting and many questions are asked and answered in detail. ■

## Who turned a dull grind into an exciting gift?



### KitchenAid.

We took the centuries-old process of hand-grinding coffee beans and modernized it. Electrified it. Glamorized it. And came up with an exciting gift item—the KitchenAid Electric Coffee Mill.

Then we advertised it in national magazines. Created point-of-purchase displays and colorful literature to help you close sales.

And here are some ideas on how to promote it:

- Display it.
- Offer it as a package deal with your coffee makers.
- Remind your customers that many recipes call for freshly ground coffee.
- Use it in your own coffee room so your employees and customers can taste how good coffee brewed with freshly ground beans tastes.

How big is the Electric Coffee Mill market? Big as the number of people who want a truly good cup of coffee.

So be sure to get your share of the business.

Clip the coupon and we'll have our representative call.

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 \_\_\_\_\_

ELECTRIC COFFEE MILL

by

**KitchenAid®**



**If your  
present  
Econoline is  
over two  
years old...**

**you're  
missing  
out on  
some great  
Econoline  
news!**



**NEW LOADSPACE!**

America's No. 1 Van hasn't been resting on its laurels. The new Ford SuperVan is 1½ feet longer, has 23% more loadspace than the standard Econoline. The extra length lets you carry pipe or 2 x 4's as long as 14 feet with the doors closed. Both the Econoline Van and SuperVan have more driver-room too. The new high-capacity heater is tucked up out of the way, seats are lower for easier entrance, the whole cab is more carlike and comfortable.





### **NEW POWERFUL ENGINES!**

New 170-cu. in. Six provides 23% more power at no extra cost. Powerful 240-cu. in. Six, biggest Six in any compact van, zips up steep grades even with SuperVan loads. For extra driving ease, choose either the new 3-speed Cruise-O-Matic transmission . . . or new fully synchronized 3-speed standard transmission that lets you downshift into first without gear clash.

### **NEW HEAVY-DUTY OPTIONS!**

Deep underneath, Ford's done lots of beefing up. A heavy-duty clutch is now standard for longer life. Major structural parts are zinc-coated for maximum corrosion resistance. Heavy-duty rear brakes are standard on SuperVans, and all front and rear bumpers are huskier. Even the load capacity has been increased. So don't miss out! Put a new Ford Econoline Van or SuperVan to work for you.



# **FORD ECONOLINE**

## **VAN AND SUPERVAN**



## Even Losers Look Good



Even the losers look good on color TV.

After all, you don't have to win to be colorful. Take football, for example. On color television you see it all: a mosaic of bright uniforms, bands, floats and flashing card stunts—just the way it looks at the stadium. Rest of copy pitches more virtues of color. Bottom line urges consumers to "see your dealer now for a free demonstration."

**BATTERED** football player gives somewhat toothless grin over headline, "Even the losers look good on color TV," in ad by Pacific Gas and Electric Co., San Francisco. Copy reads: "After all you don't have to win to be colorful. Take football, for example. On color television you see it all: a mosaic of bright uniforms, bands, floats and flashing card stunts—just the way it looks at the stadium." Rest of copy pitches more virtues of color. Bottom line urges consumers to "see your dealer now for a free demonstration."

## Economist's outlook

(Continued from page 21)

Fifties. The list of those that had topped their 1950 decade growth rates, as of a year ago, includes: Refrigerators, Ranges, Vacuum Cleaners, Electric Housewares, and, "All Other Major Appliances". To this list we may now add Total "Pure A-R-TV Merchandise", which improved its position in 1964 by posting a 1960-64 growth rate of 4.3 per cent, thus surpassing the 1950 decade average of 4.0 per cent. A year ago, this broad-gauge series showed a 1960-63 growth rate of 2.6 per cent. (The annual dollar estimates for the 12 merchandise categories underlying the Total "Pure A-R-TV Merchandise" series have been derived by breaking down the annual totals of that series in accordance with the "Appliance Sales Breakdown" analysis contained in the NARDA Costs-of-Doing-Business survey reports.)

Despite the fact that the general rate of progress during the first half of the Sixties has continued to lag behind the 1950 decade rate, some new highs have been made in terms of dollar levels of sales. In 1964, sales in eight categories topped each previous year's sales back to and including 1948. These were: Grand total sales, Service sales, Total "Pure A-R-TV Merchandise" sales, Television, Ranges, Dryers, Kitchens, and, Air Conditioners.

Before calendar year 1970 rolls around, more new records will be set not only in terms of dollar levels (which probably will be the case for all sixteen sales series), but also in terms of growth rates for some categories still lagging in that respect.

NOW YOURS . . . FOR A RECORD-SETTING HOLIDAY SALES SEASON . . .

# MIDLAND

## CORPORATION

- \* ● Full Profit Margins
- High Quality Products
- A Truly Complete Line
- Sell-on-Sight Styling
- Many Exclusive Features
- Prompt Service and Full Parts Protection

Aren't these the features you look for when selecting a line to promote in the most competitive areas? Then you'll want a long look at MIDLAND.

**INTEGRITY** is a bylaw at Midland. You are assured merchandise that sells itself, stays sold, and honors your reputation. Our engineers test new products at both point of origin and our own Kansas City facilities. Only those truly exceptional in quality, new or extra features, styling and performance are included in the line.

**INTEGRITY**—superior value combines with attractive appearance in all our models...makes your selling job easier...results in rapid movement...helps you realize full profit margins. You need never again sacrifice quality and features for price!

**INTEGRITY** to us also means on-time shipments, plus complete service and parts protection. Our service department is staffed with well-qualified factory engineers and servicemen, giving you prompt dependable service if ever you need it.

**INTEGRITY**—our byword. Make it your buyword. Here's how . . .

Take advantage of our special trial order offer to the trade. Order any or every item shown with return privilege under this unique guarantee.

Try One and See  
**TRADE ORDER GUARANTEE**  
Prove to yourself that fine quality and exclusive features can be obtained at "too good to be true" prices. Order any or every item shown. If not fully satisfied, return within 10 days freight collect for full refund.

Shown here, just 2 of the newest models in our complete line of **TAPE RECORDERS** to retail

from **\$14<sup>95</sup>**

(with full margin of profit)



**Model 12-210**

Exclusive at Midland

2 speed, solid state, capstan drive, remote control unit with full push-button operation.

The finest in its class. Push-button record, play, rewind, and instant stop. Safety features prevent tape breakage and accidental erasures. 2 speeds (1 7/8 and 3 3/4 IPS). Full fidelity recording...voice or music. Plays up to 2 hours on 1 reel. VU meter gives positive recording level. 6 transistors, 1 diode, 1 thermistor. Full fidelity 2" x 3" speaker. Price includes dynamic remote control mike, 4 "C" batteries, earphone, AC jack, external speaker jack, 200 ft. of tape, plus one take-up reel. Just 4 1/2 lbs. Smart cabinet 8 1/2" x 7 3/4" x 2 1/4".



**Model 12-422**

Exclusive at Midland

Stereo at its finest—12 transistor professional quality at an amazing low cost.

Compare features of this quality built, solid state stereo tape recorder with units selling up to \$100 more. Plays and records stereo or monaural. Records through 2 microphones (supplied with unit) or from a separate amplifier or tuner. Laminated 4-track, 2-channel recorder head assures clear, distortion-free recording. 7" reel supplied with unit. Up to 4 hours uninterrupted listening pleasure. Choice of 2 speeds, 7 1/2 or 3 3/4 IPS, just by flicking switch. Other outstanding features: dual built-in speakers, dual recording level meters, 4-track monaural switch, digital tape counter, pilot lamp, fast forward and rewind speeds. Black leather-grained finish cabinet. Elegant brushed aluminum and polished chrome tape deck.

This is only one walkie-talkie in our complete line of **TRANSCIVERS** to retail from **\$9<sup>95</sup>**

(with full margin of profit)

**Model 13-105**

Exclusive at Midland.

Solid state, professional features—your best value in a clear, medium-range walkie-talkie.

80 MW, 4 transistors. Range up to one mile (depending on conditions, terrain, etc.) Ideal for personal use, it also has business applications—ranching, farming, delivery, service, etc. This handy, pocket-size unit has terrific sales appeal for every age bracket, sportsmen, hobbyists, boaters, campers, hikers, etc. Fully collapsible 11-section antenna. Fingertip push-to-talk switch. Full 2 1/4" speaker-microphone. Variable volume control. Complete with carrying case, standard 9-volt battery, and plug-in channel 14 crystal. No license needed.





... A NEW WORLD OF OPPORTUNITY\* IN QUALITY ELECTRONIC PRODUCTS

# INTERNATIONAL

*a great new concept in portable radio retailing...*

All Models Now Equipped for Use on Both Inexpensive Battery and 110-volt AC. All Solid State. Cash In on This "Can't Miss" Consumer Impact!

On this page, just 5 latest additions to our complete line of **RADIOS** to retail from **\$5<sup>88</sup>** (with full margin of profit)

**TODAY** the fastest-growing U.S. supplier of trustworthy electronic products and accessories from throughout the free world



**Model 11-412** Exclusive at Midland

Solid state, 9 transistor AM/FM you can sell at an AM only price

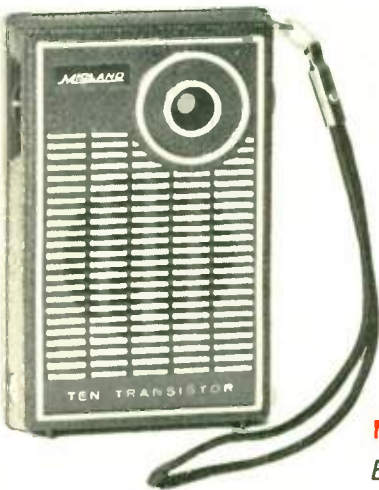
A luxurious, precision-engineered set with its own built-in telescoping antenna. Really pulls in fringe area FM stations many other sets can't get. 9-transistor chassis designed for long, trouble-free life with peak power and performance. Operates on 4 standard "D" cell batteries (supplied) or 110 volts using AC adaptor. Silver grey cabinet 10 1/8" x 5 1/2" x 3 1/2".



**Model 10-515** Exclusive at Midland

**A Sure-Fire Selling, Big Profit 5-Band... AM — FM — Marine — Weather — Shortwave**

Let prospects hear the whole world and sell themselves... fast! Receives static-free FM with drift-free AFC, plus crystal-clear AM, the low-frequency weather band, complete marine band, and another shortwave band. Many extra features including high-fidelity sound, extra-fine tuning and continuous tone controls, solid state circuitry, battery life indicator, 2 antennas. Like all Midland radios, comes complete with batteries (4 "D" cells for this set) and private earphone. Dynamic styling in compact 11" x 8 3/4" x 4" cabinet.



**Model 10-140**

Exclusive at Midland

Superb 10 transistor performance in only 4 3/8" x 2 3/4" x 1 1/4". Priced below most '8's' and many '6's'.

Here's extra sensitivity for clear, crisp sound in a compact unit that can be taken anywhere. Beautiful styling in your choice of gleaming white and gold or ebony accented with silver. Handsome, rugged cabinet with sturdy swivel-anchored wrist strap. Comes with AC jack, private earphone, and fresh, standard 9-volt battery. Here's one leader model you can sell with confidence.

**Model 11-460** Exclusive at Midland

A petite 3" x 3" x 7"...one of the world's tiniest table models yet it packs powerful performance.

Your customers will look, listen, love and "latch onto" this little jewel. More than "just a radio." A hinged top conceals a unique storage compartment. Perfect for the person who "has everything"! Gift-purchase prospects unlimited in 4 top-selling colors: ebony, white, turquoise and beige. Uses low-cost 9-volt battery or plugs into any outlet by using AC adaptor.

**PLACE YOUR TRIAL ORDER**

for any item or every item shown with return privilege guarantee on one of each model. Be set to cash in on holiday sales!

FREE CATALOG showing how truly complete our line is on request.

© 1965 Midland International Corp.



**Model 10-444**

Exclusive at Midland

**Our finest FM/AM unit. Fully equipped for instant switch-over from 110-volt AC to battery operation.**

One of the most powerful sets you can buy. 14 transistors. You have never before heard tone quality like this in a portable. Sheer perfection in both AM and FM performance. Black "leather-like" finished cabinet combined with tastefully appointed chrome trim make this set outstanding in appearance and profit potential. Black leather handle. 2 telescoping antennas. Factory-fresh "D" cell batteries, AC line cord and earphone packed with each set.



**MIDLAND INTERNATIONAL CORPORATION**

1519-21 Atlantic Street • North Kansas City, Mo. 64116, U. S. A.  
Phone: VICTOR 2-8665 • Area Code 816  
Cable Address: MICO

Your Headquarters for a Whole New World of Quality Electronic Products

S	M	T	W	T	F	S
C	O	M	I	N	G	
E	V	E	N	T	S	

**1965**

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.

Feb. 20-22: Institute of Appliance Manufacturers Convention, Washington-Hilton Hotel, Washington, D. C.

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.

May 29-June 5: Electronic Industry Show, Civic Auditorium, San Francisco.

June 6-8: Edison Electric Institute Annual Convention, Hilton Hotel, San Francisco.

**Trio Gets District Sales Awards From Ampex**

Three district sales managers of the consumer and educational products division, Ampex Corp., received district sales manager of the year awards for their sales performance in the firm's fiscal year ended May 1, 1965, according to an announcement by John H. Trux, marketing manager.

James W. Lantz was named national district sales manager of the year, the top award. He is responsible for the sales of Ampex consumer and educational audio and video tape recording equipment in northern California and Nevada.

Named midwest region district sales manager of the year was Bill Johnson, whose territory consists of Texas, Oklahoma, Arkansas, Louisiana, Mississippi, and parts of Tennessee and Alabama.

Herbert Needle won the eastern region award; his area includes New York City, southern New York State and Connecticut.





# Sees Humidifier Sales Reaching 400,000 Units

*Air King vice president bases optimism on low market saturation; cites many consumer benefits.*

If manufacturers, distributors and dealers do a creditable job of promoting humidifiers, the industry will sell some 400,000 units during the coming winter months.

This is the contention of Gil

Meyers, executive vice president of Berns Air King, Chicago-based company whose firm started manufacturing console humidifiers as recently as 1962.

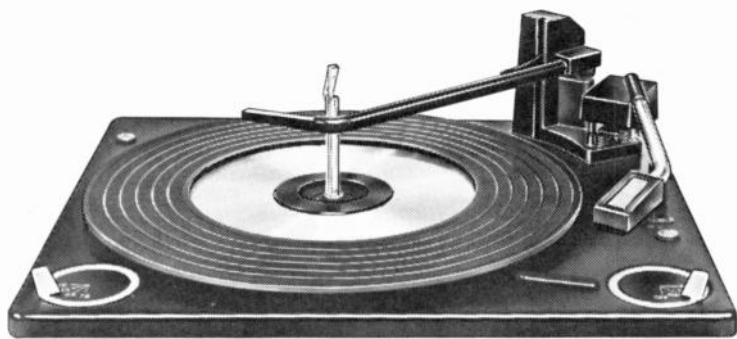
"There are two things we learned

quickly since we first introduced our humidifiers a few short years ago. First, this product should be sold in the major appliance department of a store. The reason for this is that in department stores, where much of

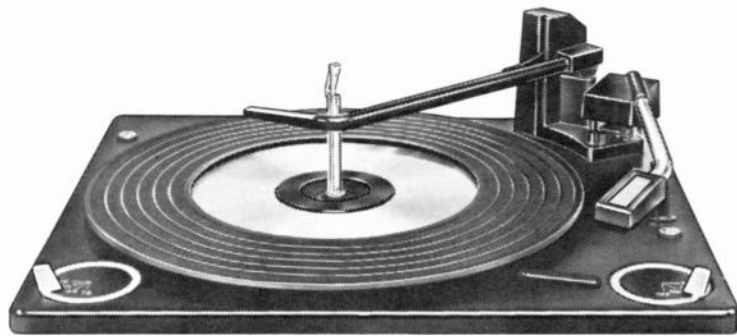
our volume lies, they can be sold by men on commission, as compared to the women employed in most electric housewares departments who aren't as hungry as men for that extra sale.

"Secondly, market saturation is extremely low. The story of humidification is an easy one to tell, and is backed up today by many health authorities. If an appliance salesman learns all about the advantages of owning a humidifier, and then passes his knowledge on to the customer, he will find it a relatively simple product to sell. A retailer should be able to gross a minimum of 20 per cent per unit," says Meyers.

"Naturally, the salesman must be sold on the product before he is able to do a top job of convincing a potential customer of its value. For this reason I think it's a good idea for



## what's the big difference between these two changers?



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



## THE 'GO!' OF NEW CORDLESS PORTABLE SALES

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

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

dependable



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

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



Gil Meyers

store owners and department heads to offer humidifiers to their salespeople at cost. Once they have one in their own home they'll be sold themselves," states Meyers. "Then when a customer asks a salesman if it's really necessary to have one in his home the salesman will have a ready-made answer.

"Today, manufacturers are conducting clinics for retail stores, department stores and public service companies. In 15 to 20 minutes a humidifier salesman can make the discomforts of being without humidification as vivid as the benefits of having air conditioning. They still have time to answer questions and demonstrate their humidifiers.

"Using a localized approach the salesman can indicate the size of unit required for effective humidification in a given home. He also explodes the myth that 'those new humidifiers are no better than my old plate humidifier,' or 'I've seen those pot belly vaporizers and they just create a lot of steam.' In effect, the consumer has to be told the basic difference between a humidifier and a vaporizer," emphasizes Meyers.

"Humidifier makers are styling their units to look like furniture, so they blend attractively in a living room, den or bedroom setting. This factor, plus technical advances, gives

*(Continued on page 64)*



# FRED FRANKEL KNOWS ALL HE NEEDS TO KNOW ABOUT WOMAN'S DAY AND HE DOESN'T EVEN READ IT

When Fred Frankel comes to the back door with his tool box in his hand, it can be something as simple as a 5 minute job with a screwdriver, or just a word of advice about how to load a machine so it works better. Or it may be bad news. Dishwasher making sounds like a wounded rhino, washing machine flooding the whole basement.

Whatever the problem is, Fred has a way of making it his problem, from the minute he walks in. While he works, he's as fast with good, gentle advice about how to keep the trouble from happening again, and how to do a lot of housewifeish things better, as he is with his Phillips and his crescent wrench. And you can believe it when we tell you he's dried thankful tears for more than one lady. Why not. It's all in a day's work, right?

If talking to women is all in your day's work, it might do you good to think about Woman's Day (the Fred Frankel of the women's service books).

We work for 6,500,000 housewives who trust us to help them solve problems and make decisions. If an ad of yours can become part of that, you're going to unload truckloads of dishwashers, clotheswashers, or whatever it is you sell.

We want to help *you* help women live an easier, happier day. That's the name of the game. And it isn't any game.

We stick to the tough stuff, and the useful stuff about running a home, instead of the far-out model pictures that nobody looks like, or the photos and blueprints for a house on the Riviera or Mars. We hand out how-to advice about the day's work, about flowergardening, decorating, prettying up a real house, and a real face, and baby care and living.

How about let's you and us and Fred get together, and see if we can do a job.

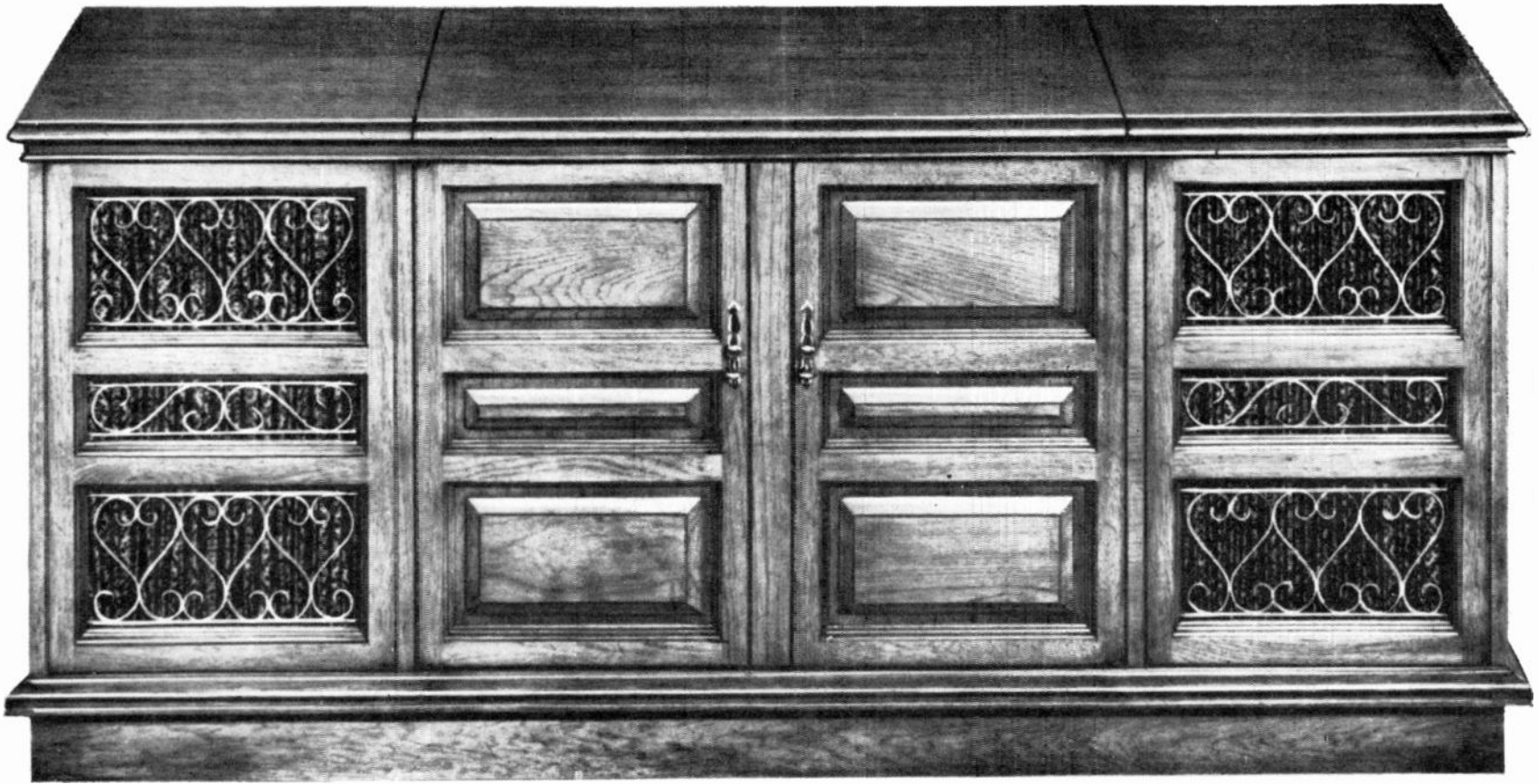


# LIKE FRED WOMAN'S DAY TALKS MAN TO MAN TO WOMEN

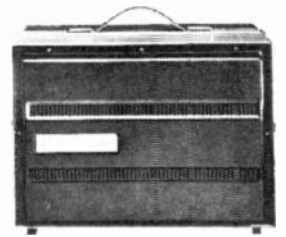
Woman's Day, A Fawcett Publication  
Guaranteed Circulation 6,500,000



# THE GREAT ENTERTAINERS ARE HERE!



## GREAT NEW SOUND AND STYLE FOR STEREO



1

**New: Continental Styling.** The elegant Spanish Provincial Sutton in a hand-crafted pecan veneer cabinet. Solid-State amplifier and FM Stereo tuner. 226 watts peak music power (113 watts EIA music power), super woofers, super tweeters, and 1000 cycle horns front mounted in acoustically lined, enclosed speaker chambers. (RC-7836BPN.)

2

**New: Custom Tape Decorator.** Provides concert-hall realism plus fine furniture styling. Solid-State 4-track, 3-speed stereo recorder, two dynamic microphones, easy selection controls. Solid-State amplifier with 40 watts peak music power (20 watts EIA music power), two swing-out speakers. (TC-5261BWD.)

3

**New: Stereo Mustang.** Jet-styled compact portable for the young crowd. Twin 5¼" speakers, remarkable sound. Plays with speakers attached or extended. 4-speed automatic changer. Hi-impact case has sleek chrome touches, separate 45 RPM spindle. (Model RP-2321BN), \$64.95.\* Also a monaural model (RP-1836), \$44.95.\*

4

**New: Portable Components.** The first fine high-style components that really pack up and go. Deluxe changer, turntable, tone arm. Solid-State Stereo amplifier. Each speaker component contains one eight-inch and one three-inch Dynapower speaker. Superbly priced at \$129.95\* (RP-2346WD).

\*Manufacturer's suggested retail price. Slightly higher West and South.

GENERAL  ELECTRIC

Audio Products Department, Decatur, Illinois

WRH





# How To Get Your Share Of The Big Christmas Spending Spree

Just being there is not enough; Pennsylvania dealer has a planned sequence of promotions.

By CHARLES KRAUSS

**W**hat does the appliance dealer do to get his share of the tremendous surge of consumer spending that takes place in the month or so before Christmas?

Here are some things he *could* do:

1. Hold a private sale for customers only before Thanksgiving, and tie it into an anniversary, if he's lucky enough to have one at that time.
2. Decorate the store, of course, inside and out.
3. Give away turkeys with major unit purchases.
4. Insert a supplement in the local newspapers.
5. Have a daily special with a hot price every day between Thanksgiving and Christmas, using spot radio and newspaper ads to promote it.
6. Close the store at noon sharp on Dec. 24.

Dealer Larry Kieffer, John E. Kieffer & Sons, Lansdale, Pa. does all these, and then some, like having a section on major appliances inserted into the housewares catalog he gets from a supplier and distributes to customers.

The two main lubricants in Kieffer's Christmas promotional machinery are old standbys — midnight oil and elbow grease.

The midnight oil amounts to planning and co-

ordinating, a lot of which has to be done after hours when there are no interruptions from the floor or the telephone (Kieffer's relatively big store is manned by himself and two other full-time salesmen, plus two part-timers.)

Planning for Christmas involves the dealer's own Christmas shopping from his suppliers, of course, and in Kieffer's case, this can start any time after the first of the year. This year, for example, he knew in the spring, when he went to a Philco brown goods line showing, that he would be using that company's phonograph record, table, and radio package to promote phonographs for Christmas. Similarly, he latched on to a deal in electric dryers that will enable him to advertise units for \$9.99 when the promoting gets going.

This year, Kieffer's Christmas shopping for electric and other housewares was much simplified by the fact that one of his suppliers, Artcraft Electric Supply Co., Wilmington, staged a "Full Line Dealer Show" early in September.

The show, a sort of local version of the Chicago housewares show, was the first of its kind by Artcraft. The wholesaler took over a ballroom at the Du Pont Hotel, Wilmington, and staged

a three-day "market," complete with separate booths for each firm, and dealers like Kieffer were able to go over all the latest items not only with their Artcraft reps, but also with factory men who attended the affair. More than 80 lines were represented, including virtually every major electric housewares line.

Coordinating at Kieffer's is primarily the job of lining up coop ad money from the store's many suppliers for use in the various forms of Christmas promotion.

Importance of the elbow grease is that it brings the cost of promoting down — Kieffer and his staff do as much of the physical work connected with the promotions by themselves as they can. This includes setting out the refreshments that are served at the private sale.

Kickoff of Kieffer's Christmas effort is the private sale, held the week before Thanksgiving. This is actually a two-barrelled affair that combines the holiday theme with the store's anniversary. For it, the store sends out letters to all customers who have bought a major piece within the last five years. Besides price specials, the inducements are entertainment (this year, a barbershop quartet and an organist) and refresh-



*SIMPLE* old-fashioned holly wreaths with red bows go up on the front door of Kieffer's Lansdale, Pa. store week before Thanksgiving. Dealer Larry Kieffer (right) gets an assist by Hiram Prey as they try to determine optimum height for the wreaths.



*"FULL LINE"* dealer show, set up like the Chicago Housewares show by Artcraft Electric Supply Co., Wilmington, is an ideal spot for Dealer Kieffer (left) to go over Christmas plans with Artcraft rep Bernard Gallagher in attendance at the show.





*HOLIDAY EFFECT is what Dealer Larry Kieffer is after as he brings plastic reindeer busts to display of Philco phonograph. The reindeer ordinarily decorate a cabinet in front of the store.*

ments (including beer).

The private sale is of course a selling affair, in spite of the convivial surroundings. To help out on the floor, Kieffer usually succeeds in getting distributor salesmen. He also has high praise for the Philadelphia Electric Co., which can usually be counted on to supply a home service woman to demonstrate electric ranges or electric housewares cooking products. This is a one-evening affair, from 6:30 to 11 p.m.

However, the next evening the sale goes public (by means of newspaper ads and radio spots.) Refreshments are not advertised the second day, but there is usually enough left over from the first evening to give the second-day customers a pleasant surprise when they come in.

By doing all the work themselves, Kieffer and his staff kept the cost of refreshments at last year's evening sale to about \$250.

Next on the holiday promotional agenda at Kieffer's is the free turkey offer. This also breaks the week before Thanksgiving, is allowed to drop, and is then revived again before Christmas. With customers who may not have seen or heard of the store's turkey offer, Kieffer sometimes deliberately waits until after they have made a purchase, then springs the free turkey as a gesture of parting good-will. The turkeys are piled into a freezer that is hooked up and customers can pick their own. At around this time the store starts passing out the catalogs of Everybody's Supply, Philadelphia, housewares distributor, with the major appliance inserts. Kieffer says he doesn't pass out the catalogs "wholesale," but tries to pick his prospects carefully. Inserts in 10,000 catalogs cost about \$700, most of which is co-oped by suppliers (the insert also handles

tires, another part of the store's operation.)

Next, in quick succession, comes a good sized newspaper supplement that can be lifted out and kept. This year, the supplement will come to 84 tabloid pages. There will be 50,000 of them, most of which go into four local newspapers, the rest of which are hand distributed among the employes of the several big plants in the area.

The supplement is the last big push at Kieffer's for Christmas. From there on, spot radio and "Doorbuster" price specials in newspaper ads take over, with three or four radio spots and one local newspaper ad running every day.

In all these efforts, co-op plays an important part, of course. Kieffer always makes it a point to find out what medium of advertising it was that brought the customer in. He finds that the most successful single means is radio, and like many another dealer, he deplors the fact that it is so much harder to get co-op money from suppliers for radio than it is for print media.

What products get the action during pre-Christmas at Kieffer's? Electric housewares, TV, and stereo, says Kieffer, adding that last year's sales of portable dishwashers without promotion has prompted him to push this category this year.

Leader items like the \$9.99 hair dryer won't make the store rich, of course (in this case cost was \$8.25) but in addition to offering Kieffer a chance to trade the customer up, which Kieffer says the store can do about half the time, they serve the further purposes of getting people to know the store (the parent organization headquartered in Philadelphia, and operated by Kieffer's brother, John, is over 40 years old, but the Lansdale location is only two years old) and of

*(Continued on page 63)*



*LIGHT TOUCH is the right touch as Salesman George Tradewell (right) temporarily forsakes floor duties to string up Christmas lights outside the store. Helping him is Bob Smallwood.*



*GE CLOCK DISPLAY is another stop for Dealer Kieffer (right) as he tours Artcraft Electric booths at Du Pont Hotel, Wilmington, with his Artcraft rep Bernard Gallagher.*



*STEAM IRONS get Christmas wrapping treatment by Dealer Kieffer (left) and Hiram Prey. Store wraps electric housewares with gift paper all year, switches to holiday wrapper for Christmas.*



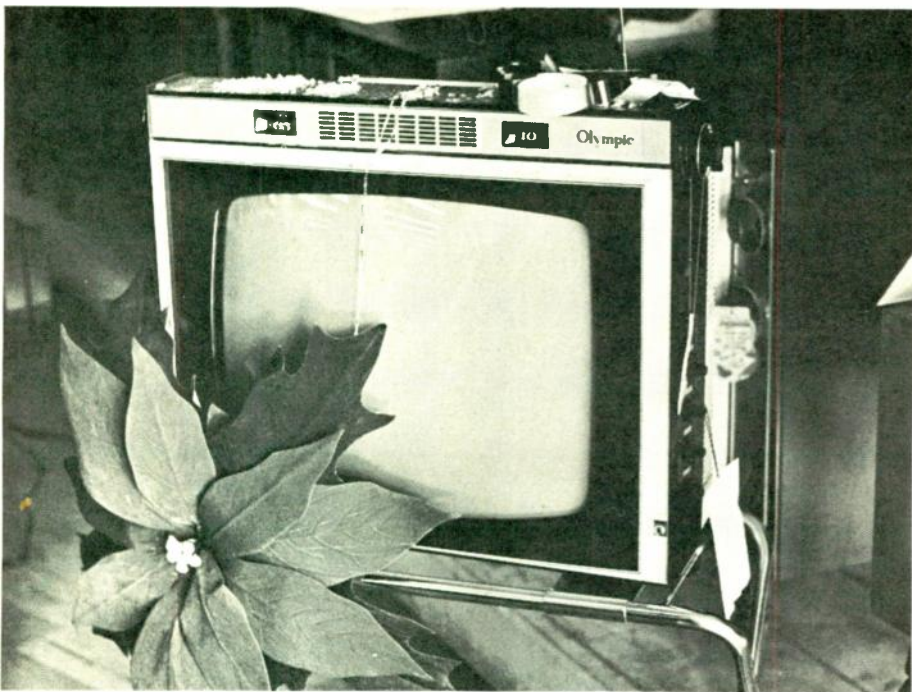
*CHRISTMAS TOUCHES consisting of plastic snow bursts are added to philodendron plant at Kieffer's by Hiram Prey. Plant is a year-round fixture on top of the filing cabinet.*





## Traffic Builders For CHRISTMAS 1965

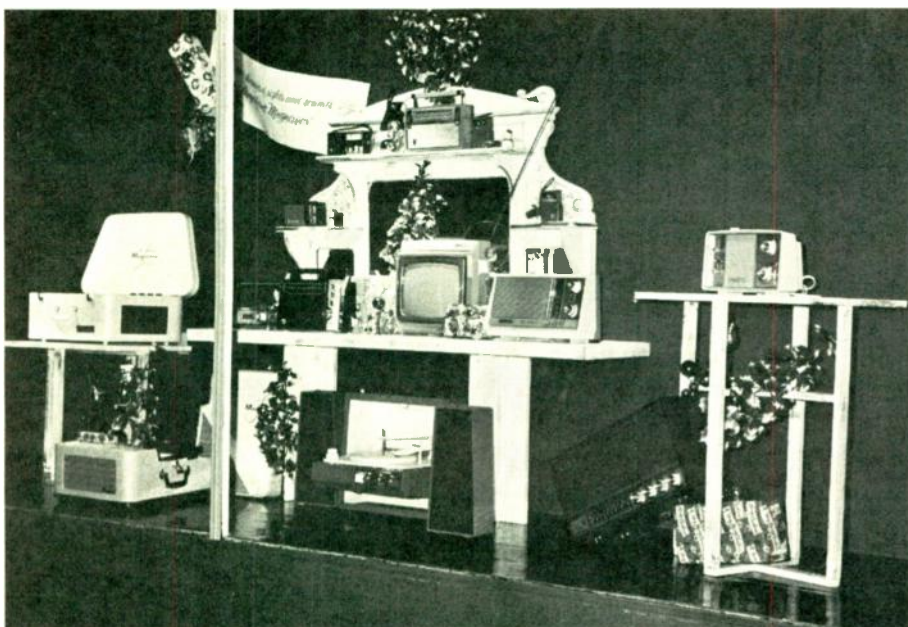
Here are displays, ads, and promotions used by dealers last year to get their share of the Christmas gift dollar.



"LEAVE NO PRODUCTS you hope to sell at Christmas untrimmed," says Leon Bolton, McMahan's, Lemon Grove, Cal. "Don't limit Christmas trims to big red bows!" Bolton reports varying decorations in 1964 with great success. Store had three phonographs in one window and attracted attention to each by attaching large Xmas cane to one, cut-out notes of Christmas carol to another, and filled Christmas stocking to third.



HOUSEWARES SHOW CASE — Unique way of establishing store as Christmas gift headquarters is adopted by Nic Deroche, Nic's Appliances, San Clemente, Cal. Dealer fills window with numerous "gift suggestions," borders it with green, red, gold, and white frame.



WHITE FIXTURES antiqued with gold trim stand out starkly against deep-hued background to display phonos, radios, and TV sets at Dave's Mariana Magnavox, San Francisco. Christmas ornaments impart holiday motif.

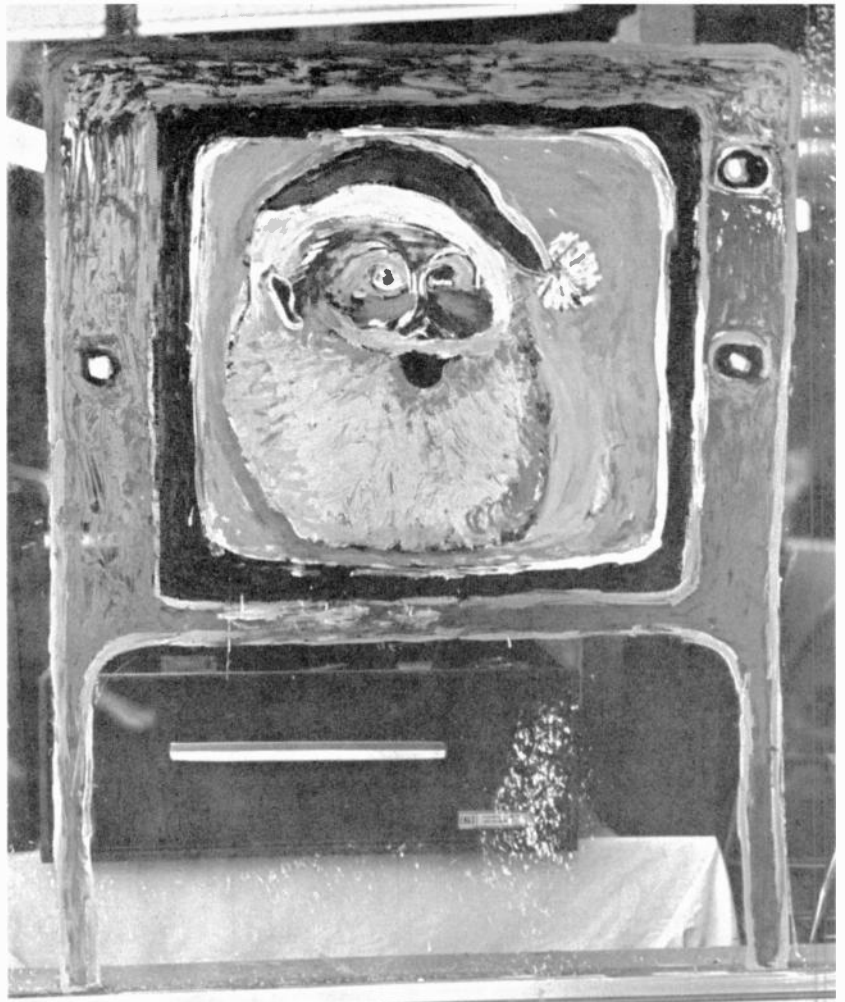


HIGH END DECOR for high end merchandise is employed by Black's TV, Wheeling, W. Va. This offering wins first prize in 1964 Christmas window display contest sponsored by Sylvania.



Christmas Merchandising 1965

TELEVISION is given yuletide flavor at La Mesa Electronics, La Mesa, Cal. Owner Chuck Saunders paints set on window that features Santa Claus on screen.



STRATEGICALLY LOCATED decorations give holiday air to large, well-filled display window at Fulford's Washington, D. C. Note Christmas tree, background wall ornaments, and tinsel bordering bottom of window.



GRANDPAS are not easiest persons in the world to buy gifts for, so Nic's Appliances, San Clemente, Cal., suggests an electric heater for use near his bed, next to his favorite chair, or in his workshop.



LAST YEAR'S Christmas cards form colorful and cost-free bit of decoration at P. C. Richards, Bellmore, N. Y.



SEARS STORE in Hackensack, N. J., creates standout display for mixers with special platform twined with holly leaves.



**IT'S SMART TO CHRISTMAS-SHOP AT LECHMERE**

LECHMERE SALES

# YOUR HOLIDAY TURKEY...FREE

WITH EVERY RANGE PURCHASED AT LECHMERE

HOW WITH THE RUDOLPH OF ANY BRAND NAME RANGE FROM LECHMERE YOU GET AN 13 TO 20 LB. U.S. GOVERNMENT GRADE "TOP ROOST" TURKEY FREE. CLEARLY FROM HOUSEHOLD AND READY TO COOK.

COOK WITH AN ALL YEAR ROUND WITH A NEW RANGE FROM LECHMERE'S VAST SELECTION... ENJOY YOUR TURKEY WHEN YOU WANT... ANYTIME BETWEEN NOW AND CHRISTMAS.

Lechmere Is Famous For Its Vast Variety (Plus Unchallenged Prices, Integrity, Service)

HOLIDAY TURKEY free with purchase of any "brand name range" from Lechmere Sales, Cambridge, Mass., is offer featured in December ad appearing in Boston newspaper.

## COLOR IS CHRISTMAS

KALLISON'S IS OPEN EVERY NIGHT TILL CHRISTMAS... the dazzling, multi-colorations of Christmas...the gay lights, packages, colorful Santas and silver bells... Yes, all this is color! Let KALLISON'S add to this exciting new world of color with

MAKE EVERY DAY CHRISTMAS WITH...  
**COLOR TV** is at the Top of Everybody's "Wish-List" -- Now it's within YOUR Budget with KALLISON'S Exclusive **SPECIAL "Color Time" PLAN**

NO MONEY DOWN \* PAY AS LITTLE AS...  
**REALLY 2 TV SETS IN 1!**

THRILL to Exciting, Brilliant LIVING COLOR TV  
 SEE all the BLACK-AND-WHITE PROGRAMS Plus UHF-TV Viewing...  
 Voa la Voz de Mexico en Canal 41 en Su Nueva G-E Color TV! Tada La Contra Contra COLOR TV Compre el Suyo en Kallison! Se habla Español!



**NO MONEY DOWN NO PAYMENTS 'TIL MARCH 1965!**

FREE 90-DAY SERVICE \* FREE DELIVERY  
 FREE 1-YEAR GUARANTEE ON ALL PARTS AND PICTURE TUBE  
 INSTALLED AND SERVICED BY KALLISON'S

**KALLISON'S - All Over Town**

Satisfaction Guaranteed \* Over 1200 Appliances on Display \* Factory Approved Service

ACCENT ON COLOR TV is found in full-page, four-color ad run by Kallison's, San Antonio, Tex., in December. Ad notes that no payments are required until March.



**Butler's AT NORTHGATE**  
 PHONE EM 3-3000

**Surprise your wife on Christmas Day with a G-E Mobile-Maid Dishwasher**

Solve your "what-to-get-her" worries with a phone call

Dial... **EM 3-3000**

**CALL RIGHT NOW! OPEN TONIGHT UNTIL 9:30 p.m.**

A Butler's "SANTA TRUCK" will bring a Mobile-Maid Dishwasher right to your door (on the next day you specify... before Christmas Eve!)

**SHELL LOVE THIS WORKSAVER!**

ONLY \$129 PER MONTH

**\$129**

NO MONEY DOWN MAKE NO PAYMENTS UNTIL MARCH, 1965

**MOBILE MAID PORTABLE DISHWASHER \$114**

**Butler's** PHONE RIGHT NOW! CALL EM 3-3000 NOW! **OPEN TONIGHT UNTIL 9:30 P.M.**

SLANTED AT HUSBANDS is ad run by Butler's, Seattle, promising delivery of dishwasher by "Santa truck" on day specified before Christmas eve. Ad stresses that men can solve "what to get her" worries with phone call to store.

OPEN FRIDAY AND MONDAY THROUGH WEDNESDAY UNTIL 9:00 P.M. FOR YOUR SHOPPING CONVENIENCE

## ENJOY A G.E. DISHWASHER OR A G.E. TV THRU CHRISTMAS & NEW YEARS DAY! WITHOUT OBLIGATION!

WE'LL DELIVER IT! WE'LL INSTALL IT!

Here is your opportunity to discover the wonderful world of G.E. COLOR TV or the work-saving ability of a G.E. MOBILE MAID DISHWASHER. Come to Home Appliance Company and select the TV or dishwasher that best suits your home and family. Use it... enjoy it through New Year's Day... if you are not satisfied with its performance, just call Mr. Dick Finch, 773-5395. He will arrange to have the TV or DISHWASHER picked up, and full credit will be issued.

UP TO 2 YEARS TO PAY!

NO DOWN PAYMENT with many months to pay. ASK ABOUT OUR GENEROUS TRADE-IN ALLOWANCE on your old TV set or dishwasher.

HAPCO OFFERS Full year guarantee on G.E. color picture tube, all other tubes, and parts-free replacements PLUS 90 DAYS FREE HOME SERVICE.

**GE ULTRA-COLOR TV**

all-channel tuning, brilliant color and sharp clear black and white, illuminated channel selector, auto-tune, auto-contrast, instant color controls, automatic fine tuning and ultra-color picture tube with anti-glare shield safety window bonded to the tube face. Your choice of wood finishes and furniture styling.

FROM \$429.95 TO \$629.95

**MOBILE MAID DISHWASHER**

Hygienically clean a table set for 15 without scrubbing or washing. Seven water spray jets clean, flush, deodorize, sanitize and sterilize. No hot water. No soap. No scrubbing. No hand washing. No hot water. No soap. No scrubbing. No hand washing. No hot water. No soap. No scrubbing. No hand washing.

FROM \$119.95 TO \$279.95

**HAPCO HOME APPLIANCE COMPANY 115 EAST MAIN-MEDFORD**

**NEW YEARS DAY IN COLOR**

9:00 A.M. - Orange Bowl Parade  
 9:30 A.M. - Pasadena Rose Parade  
 10:45 A.M. - Super Bowl Game  
 1:45 P.M. - Oregon State Beavers at the Rose Bowl  
 4:45 P.M. - Orange Bowl Game

FREE HOME TRIAL of dishwasher or color TV through Christmas and New Years is offer of Hapco, Medford, Ore. This ad, which appears full week before Christmas, states store will deliver and install either item and pick it up with full credit to customer if she is not satisfied with trial.

## HO, HO, HO, CONNOR'S PRICES ARE LOW, LOW, LOW!

Just before Christmas our prices are "good" as they can be! Why, as most any appliance we can save you enough money to buy Aunt Minnie a nice present! Some prices are so low they are "Unquotable"!

**BUY NOW! NOTHING DOWN, 1st PAYMENT IN MARCH!**

**AMERICANA P-7 DEMONSTRATORS**

Used once - but fully guaranteed like new! Here's your chance for sensational savings on its absolute minimum to double over ranges!

**MOBILE MAID DISHWASHER WITH 15 WATER SPRAY JETS**

**TRANSISTORIZED WITH TAPE DECK STEREO CENTER**

See this New 1965 Masterpiece of Sound and Style Today!

- 8 speakers
- Appointed automatic record changer
- G.E. diamond style with unusual warranty
- Solid state AM/FM Stereo tuner in 8 years parts warranty
- Stereo receiver has 4 track 2 speed stereo tape
- Storage rack for 12 records

CHUCKLIN' SANTA notes that before-Xmas prices of store are as good as they could be. This ad is run by Connor's, Seattle. "Some prices are so low they are unquotable," says copy.

CAPITALIZING on interest in Christmas savings clubs plus fact that banks in area did not pay interest on club deposits, Hess Brothers, Inc., Allentown, Pa., in 1964 continued its Christmas Bond Club launched the preceding year. Bonus booth is located on main floor of store, starting in November. Under plan participant is paying in advance for merchandise to be purchased at future date and may at any time ask for merchandise certificate representing full amount of payments. Bonus, amounting to about 8 per cent, is given only if consumer finishes 46-week payment program.

## JOIN HESS'S CHRISTMAS BONUS CLUB NOW! INCREASE YOUR PURCHASING POWER 8%!

Check this table... see how simply and easily it works! See how much you increase your purchasing power!

Your Bonus Club Plan	Weekly Payment For 46 Weeks	Amount Paid In	YOUR BONUS
\$50	\$1	\$46	\$4
\$100	\$2	\$92	\$8
\$250	\$5	\$230	\$20
\$500	\$10	\$460	\$40

When you complete your plan you will receive a Hess's merchandise certificate in the full amount of your payments PLUS A BIG BONUS. At any time you can ask for and receive a merchandise certificate in the amount of your payments. However, you receive the Bonus only on completion of the plan. The certificates are good for any merchandise or services offered by Hess's.

Copyright 1963 Hess Brothers, Inc.

**JOIN NOW -- BONUS CLUB BOOTH -- MAIN FLOOR**



# Dishwasher Displays That Motivate Sales

Each of these displays offers a different reason for buying a dishwasher, but they all involve setting the merchandise apart.



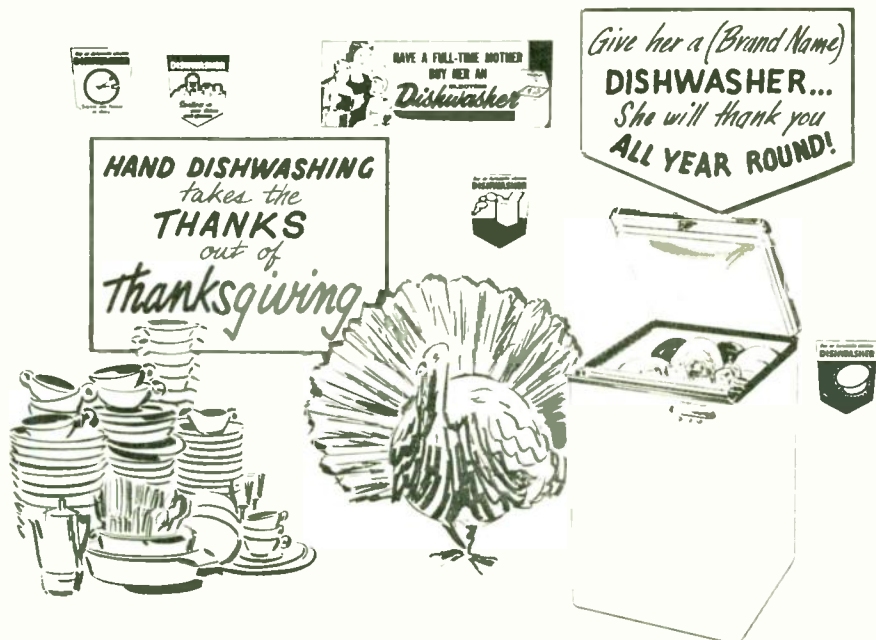
CHRISTMAS MORNING surprise in the form of a dishwasher under the tree is the appeal of this display that aims at attracting both the giver and the receiver. To make it, set up a Christmas tree decorated with dummy gifts, ornaments, and NEMA and brand name pennants. Wrap a big, colorful ribbon around the dishwasher, and use an extra-large gift tag proclaiming: "For Mom!"



NEW YEAR'S wish — that of freedom forever from dishwashing drudgery — come true, forms motivation for this display. To make it, pile dirty dishes and hand dishwashing implements on table, under cardboard bell. Display manufacturer and NEMA streamer and pennants (the latter available from utility or manufacturer), and hang Christmas ornaments by string.



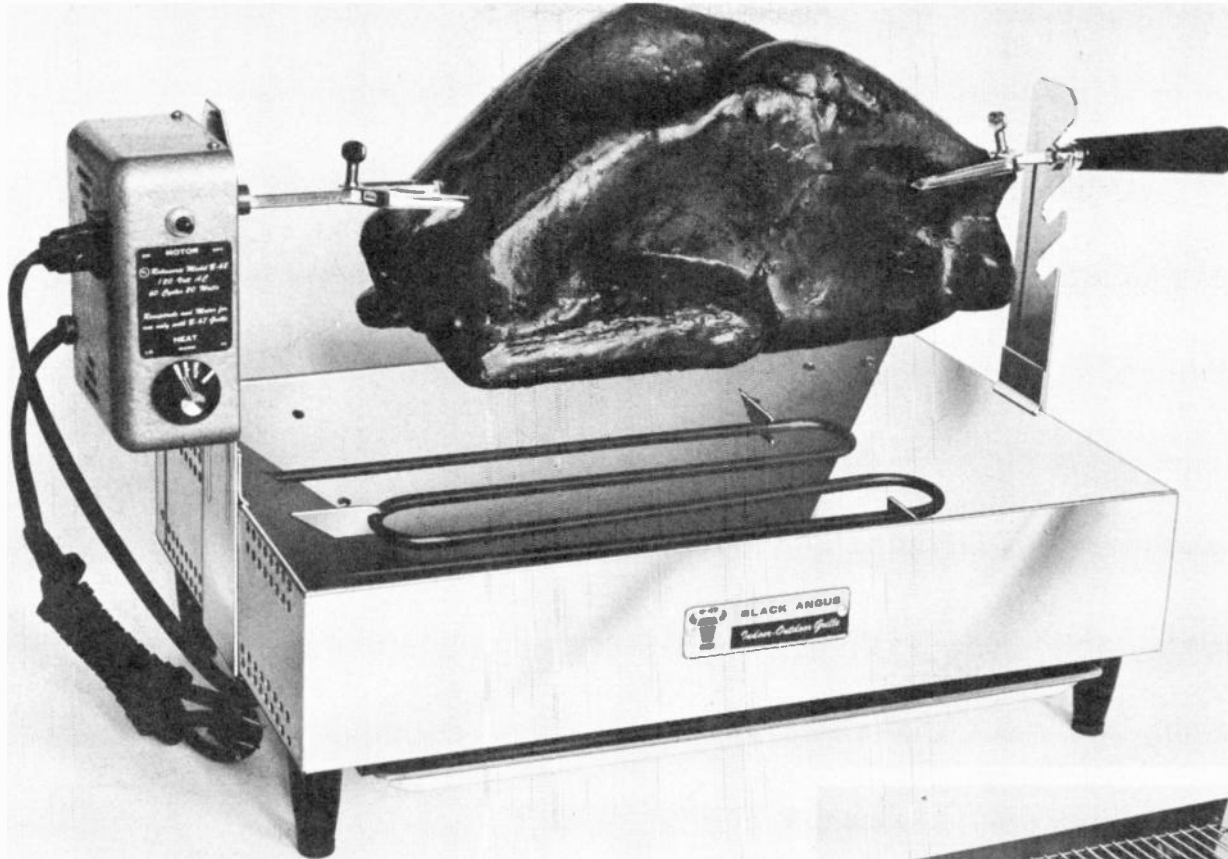
THE FUN of Christmas entertaining when dishes don't have to be done by hand is the theme of this display. To make it, cover table with holiday cloth, place big punchbowl in center and surround with accessories. Adorn dishwasher with holly and mistletoe.



THE PROSPECT of exchanging the chore of hand-washed Thanksgiving dishes for that of machine-washed Christmas dishes is the lure of this display. To make it, stack up dirty dishes, pots and silverware on one side. On the other, show dishwasher with full load of clean dishes, with cut-out of turkey in center.

Displays created for MART Magazine by the Electric Dishwasher Section, National Electrical Mfrs. Ass'n.





*GRANDDADDY of smokeless broilers was the late Emanuel Sado, of Marlun Mfg. Co., who introduced the "Black Angus" unit in 1959. Says Sherry Sado, president of Marlun: "He was also the founder of the portable broiler business in America some 30-odd years ago with his 'Ritz' model."*

## Makers See FIRED UP SALES For Smokeless Broilers

Relatively new item has low saturation now, but producers note "increasing trend" in sales and a need for expanded consumer education.

**W**here there are smokeless broilers, there soon will be fired up sales—that's the consensus of manufacturers who in the words of one (Dick Dillingham, vice president, Master Corp.) "are convinced that this type of rotisserie-broiler will become a major item, at all sales levels, as more and more housewives realize its utility value and are convinced that it actually will not smoke."

One way to fire up sales would be to take advantage of the upcoming Christmas shopping spree when sales everywhere hit their annual peaks. After all, people are always wanting to put under the Christmas tree a gift that will stand out — a gift that's "something different." A smokeless broiler should fill that yuletide bill.

"We are very bullish about the broiler market," says Sheldon Shaffer, executive vice president, Dominion Electric Corp., "and believe that the dramatic sales gains of recent months are only the beginning of much more rapid growth to come."

Paul H. Litner, assistant to the president, International Appliance Corp. (Broil-King) feels "that these relatively new items offer many consumer advantages, primarily ease of cleaning, and also that in the future this market will be expanded."

"Since this is a relatively new item," says R. L. Schultz, product manager, Bersted Mfg. Div., McGraw-Edison Co., "it is very difficult to estimate the annual industry sales for 1965; however, based on our experience so far, we feel that sales on this item will be substantial."

Last year's industry volume in units was estimated at 490,000.

But Seymour Troy, president, Troy Industries, Inc., says: "As to industry sales as projected we feel that while on an increasing trend, in 1965 there will have been sold no greater amount than 150-200,000 units. The next year, 1966, with proper back up editorials, will see approximately 500,000 with a level off at well under 1,000,000 pieces."

Master's Dillingham doubts that "we could give a very accurate estimate of the industry sales of this type unit, as we are still one of the newcomers in this field," adding that "Of course, the Farber Co. is still far and away the leader in this field, and it would be my guess that the annual Farber volume would be in the neighborhood of 40 to 50 per cent of the total national sales of this type item."

"The granddaddy of smokeless broilers," says Sherry Sado, president, Marlun Mfg. Co., Inc., "was my late husband, Emanuel Sado, who introduced our 'Black Angus' in 1959. He was also the founder of the portable broiler business in America 30 some years ago with his original 'Ritz' model."

Mrs. Sado feels that the smokeless broiler "does a better 'broil' than any other type unit. Why? Because of the oxidation process (an unlimited supply of oxygen will produce a crusty, crisp, seared outer layer, sealing in the tender juices). It produces results far superior to charcoal cookers both gastronomically and medically. You see, we have always maintained that what

people like about charcoal-cooked meats is the physical result of charcoal; not the taste result. The sooty carbon deposits on meat actually taste bitter. And they are highly suspected of being cancer-causing agents, the tarry residue produced being a parallel to that in cigarette smoking."

"The unit's efficient method of broiling is an added advantage to people on low-fat diets," notes a spokesman for the West Bend Co. "Meats are tastier, more healthful because the broiler-rotisserie cooks out fats and seals in the nutritious, flavorful juices." Moreover, the spokesman points out that "you can actually prepare your meats in plain view of your family and guests. There's nothing like watching meats being prepared to a golden brown and sniffing their tempting fragrance to whet even the most jaded appetites."

"Certain basic trends in the American home" are the reason for the sales gains seen by Dominion's Shaffer, who says, "Our top-of-the-line unit, the Dominion Smokeless Rotisserie/Broiler, has opened a completely new avenue for us in this category. This unit was an immediate success when we introduced it at the January Housewares Show, and is now one of the top-selling items in the complete Dominion broiler line."

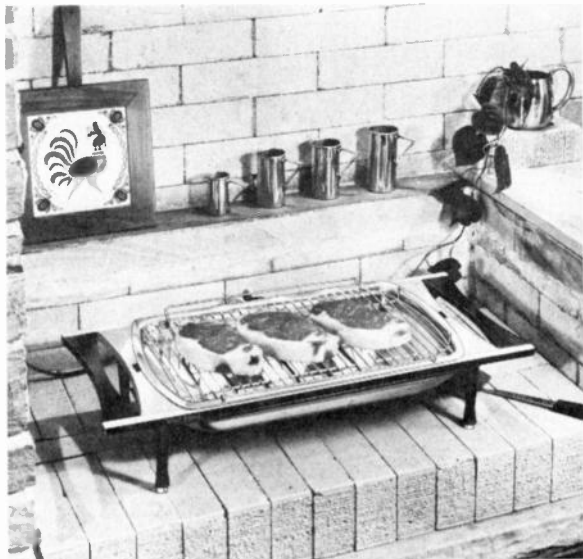
*(Continued on page 58)*

**ELECTRIC HOUSEWARES**



# SPOTLIGHT On Smokeless Broilers

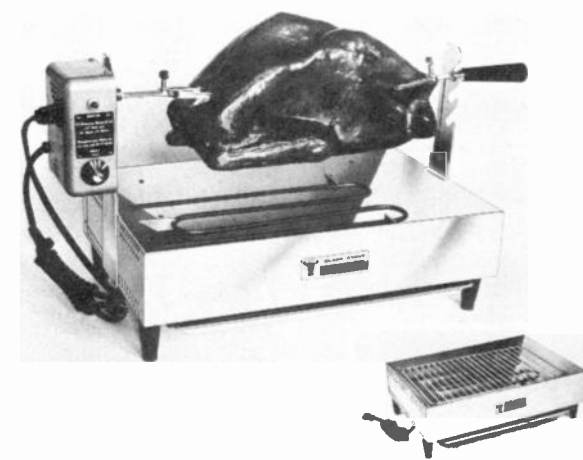
**WEST BEND** New smokeless broiler-rotisserie, model 5415, constructed of stainless steel, chrome and satin-finish aluminum features a low silhouette for convenient storage. Unit, 5¼ in. high x 11⅞ in. wide x 23¼ in. long, has grill broiling surface of over 150 sq. in. Rotisserie attachment has compact heavy-duty motor which turns meat slowly and evenly (one revolution per minute). A "thermal shield" created by heat



West Bend model 5415

waves surrounding unit's electric tube-type 5-ft. heating element affords "completely smokeless performance." Fats which drop down into stainless steel drip-tray will not touch element, because of heat barrier. By placing water in drip-tray, fats can be poured off after cooking. Unit's legs stay cool to touch during cooking process. Price, under \$45. Without rotisserie unit, under \$30. West Bend Co., West Bend, Wis.

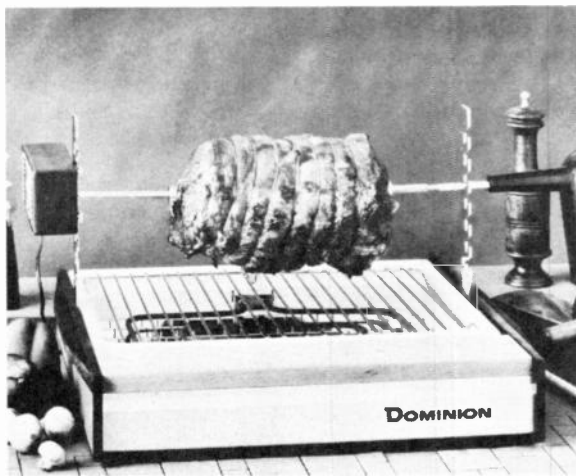
**MARLUN** New indoor-outdoor grille and rotisserie, "Black Angus," features exclusive infinite heat control which regulates the speed of broiling as well as keeps food warm after it is cooked. It is located in the motor box of the rotisserie attachment. Unit is said to be smokeless due to slanting walls which drain drippings away from tubular heating element, channeling all fat



Marlun model B-67 grille

to the concealed drip-pan where it can't smoke, flare up or spatter. Cooking area measures 17½ x 11½ in. Made of chrome-plated steel, operates on a-c, d-c. Price of grille and rotisserie attachment: \$41.95. Indoor-outdoor grille, model B-67 \$29.95. Rotisserie, model B-68 \$12.00. Marlun Mfg. Co. Inc., 58 N. 15th St., Brooklyn 22, N. Y.

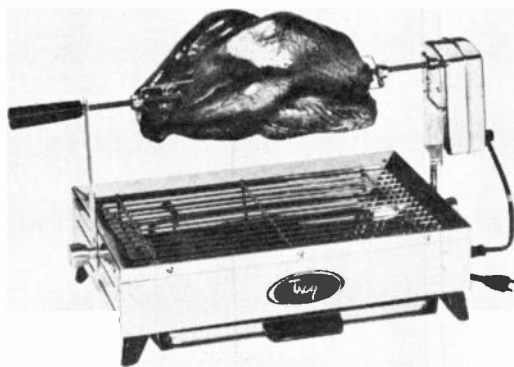
**DOMINION** "Magic mirror" (top tray of firm's new double tray engineering) with mirror-like, high slant surfaces which reflect heat evenly in all directions, while draining grease drippings away (grease is stored in lower pan made of vitreous enamel for rinse-off cleaning ease) is a special feature of Rotisserie/Broiler model 2550. The 120-volt, 1,550-watt unit, 21 in. wide x 17 in. deep x 4 in. high, has a



Dominion model 2550

broiler surface 20 in. x 10 in., which will cook up to 12-lb. roasts. Unit features handles on side, basic rotisserie plus 4-skewer shish kebab adaptor rack; two-level rack adjusts broiling height; rotisserie posts can be adjusted to several levels. With electric cord, rotisserie, and heating element removed, unit is completely immersible. All rotisserie parts, including motor, spit, and guides, easily disassemble for storage under hinged, hardwood cutting board. One-year replacement guarantee. Dominion Electric Corp., Mansfield, O.

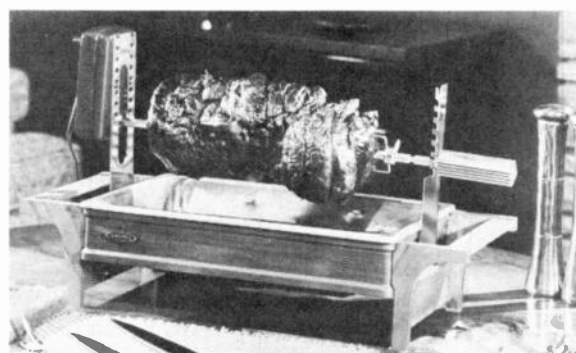
**TROY** Cleaning ease is an important feature of the 7-way portable broiler rotisserie, Model BRC/ST by Troy. Body of the unit is made of stainless steel which, says the factory, not only makes it easier to clean, but



Troy Model BRC/ST

also helps preserve the "new" look essential for countertop appliances. The unit's body detaches from the Calrod heating element, permitting complete immersion in water. Broiler is available with an extra-long detachable cord. Retail price, under \$30. Troy Industries, Inc., 135 Marbledale Rd., Tuckahoe, N. Y.

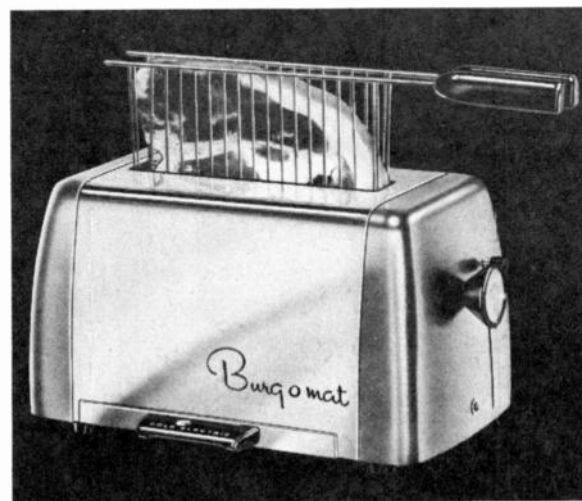
**MASTER** New smokeless rotisserie-broiler, model RO-1, features "Vapor-Control" cooking, which is said to keep meat fresh tasting, and moist. Unit utilizes "water system" of keeping the grease cool; this is also said to prevent smoke, and to make cleaning easy.



Master model RO-1

Features include stainless steel pan, 1500 watt tubular type element, two position chrome grid, and wood handles. Unit completely disassembles for storage, is UL approved, and is guaranteed for 1 year. Master Corp., 2101 S. 41st St., Abilene 1, Tex.

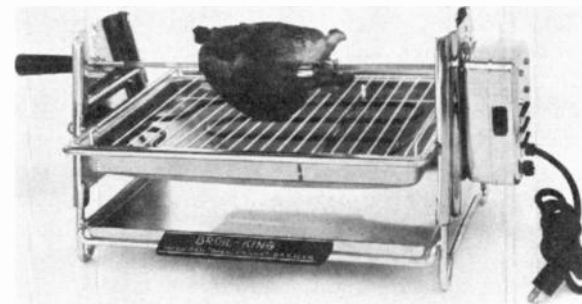
**COLE ELECTRIC** "Burg O Mat," Model 9010 is a toaster and a sandwich grill as well as a broiler. Unit achieves its smokeless, spatterless feature through use of vertical broiling of meat and a drip tray underneath. It is finished in chrome on the sides and copper-anodized aluminum on the ends. Legs, timer lever,



Cole Electric model 9010

and handles are of black Bakelite. Meat holder will take steaks up to 1¼ inches thick. Unit has a safety feature that will not allow it to turn on unless grid is in position and timer lever is pushed down. Meat holder and drip tray remove for cleaning. Cole Electric Mfg. Co., 241-245 Ashland Rd., Mansfield, O.

**BROIL-KING** New "Open-Range" infra-red rotisserie, model 270, is said to sear foods quickly without smoke or spatter. Unit has stainless steel upper pan, large lower aluminum pan, two position rack, and



Broil-King model 270

slide-on brackets. Parts are removable for cleaning. Measurements: 17½ x 11 x 10½ in. Operates on 115 volts, a-c. Weight: 15 lbs. International Appliance Corp., 918-40 Stanley Ave., Brooklyn, N. Y.

(Continued on page 58)

**ELECTRIC HOUSEWARES**





*DEMONSTRATION in atmosphere somewhat akin to customer's home has been important factor in increased stereo sales at Armstrong Appliance Co. Store owner Howard Armstrong (center), and salesman Wayne Pountain illustrate features of set to interested customer.*



*SALESMAN Wayne Pountain shows descriptive literature on new stereo set to woman in Armstrong Appliance Co.'s new stereo room.*

## *Expensive Listening Rooms* **DOUBLE** Stereo Sales Volume

*Michigan retailer says new rooms lend air of dignity to selling; cites privacy, space to display merchandise, as major advantages.*

By ALAN C. ROSE

**Y**ou have to spend money to make money. Why did we invest over \$7,000 in two large stereo listening rooms? Simply because we feel the merchandise we have to display is worth showing to its best advantage, and we decided to spare no expense in putting it in its right environment."

Author of this statement is Howard Armstrong, owner of Armstrong Appliance Co., Kalamazoo, Mich., who feels these rooms are one of the best investments he has made since he's been in the appliance business.

"We felt that as long as we were going to build listening rooms they should be as large as space would permit, not only so that we could display as much merchandise as possible, but also so that we could demonstrate to our customers the maximum performance of our fine array of stereo sets. Too, a large listening room gives people a better idea of what the set will sound like in their own home," states Armstrong.

Both rooms are finished in soft wood paneling. One room is 24 ft. by 30 ft., and the other one is slightly smaller, measuring 24 ft. by 24 ft.

An 8-ft. wide stairway leads down to the lower level of the store where the rooms are located. In addition to the two new stereo rooms, Armstrong has built a 40 ft. by 20 ft. color TV viewing room. Some 40 color sets are on display, and like the stereo sets in the adjacent rooms, are all hooked up and working.

A high end stereo is spotlighted at the bottom of the steps, and an impressive picture of a noted musical conductor hangs over the set.

According to Armstrong this approach to the two stereo rooms and the color TV room is designed to give customers a feeling of elegance as they walk down the steps.

"It also conveys the impression," says Armstrong, "that we are entitled to the top dollar we are getting for our stereo and color merchandise."

The main area of the store, located on the top level, features mostly white goods and portable TV, with a smattering of stereo and color equipment to, as Armstrong puts it, "whet their appetites, and let them know we're in the stereo and color TV business. Once they note this we steer them downstairs."

Some dealers are afraid to take people underground," states Armstrong. "We're willing to walk them downstairs, but we also find that many customers find their way down themselves."

This Michigan merchant feels that the rooms paid for themselves within a few months after they were opened. Stereo business immediately doubled over a corresponding period a year ago. Armstrong also cites the fact that, contrary to previous years, there was no seasonal lull and credits this largely to the new rooms.

Armstrong feels that investing in stereo listening rooms provides the following advantages:

(1) A dealer can display and demonstrate his

merchandise to the best possible advantage.

(2) It gives the prospective buyer a privacy very similar to that of his own living room or den.

(3) The private setting gives a salesman a chance to pitch in a dignified atmosphere without the usual interruptions.

(4) The proper physical background of the room adds to the luster and general consumer appeal of the merchandise.

(5) The merchandise can be displayed in an uncluttered manner which is vital in selling anything as expensive as a stereo set. It is not sandwiched between other appliances or home entertainment products.

"Let me emphasize that any dealer contemplating putting in stereo listening rooms should do it up right, or don't do it at all. In other words, spend the necessary money to get the most out of the rooms that you can. It will probably be one of the best investments you'll ever make," concludes Armstrong. ■



*ATTRACTIVE STAIRWAY leads to two new stereo rooms of Armstrong Appliance Co., Kalamazoo, Mich. Salesman Wayne Pountain waits to guide customer to two new stereo listening rooms, as well as color TV room. Stereo set and picture at bottom of stairs helps to create distinctive atmosphere.*





FIVE THOUSAND MILES from home and still a little giddy from the wonder of it all, group of dealers and wives from states of Illinois and Missouri deplanes at Rio de Janeiro airport.

## WHAT'S THE TREND IN TRIPS?

# DEALERS ARE GETTING MORE MILEAGE

*1966 may be a record year for passenger miles flown in behalf of incentive trip programs.*

**N**ASA, please note: sudden surge in passenger miles being flown in connection with appliance dealer incentive trip programs makes imperative completion of facilities for mass interplanetary transportation soonest.

Far fetched? Perhaps. But last month sitting back and noting industry trips in progress or on the drawing boards, one couldn't help wonder at what minute of what hour of what day of what year will every appliance dealer in the U. S. have visited every spot in the world worthy of a visit.

If and when such a day arrives, the creative geniuses of the industry undoubtedly will come up with another approach, but if manufacturers are worrying about this day, they now give no sign of it.

Last month in Rio de Janeiro, Brazil (5400 miles from New York City) Admiral Corp. was winding up a month-long activity during which it had transported 3100 dealers and wives to the South American metropolis for a seven-day holiday. The program was by far the most ambitious ever undertaken by Admiral from the standpoint of passenger miles flown.

Gibson Refrigerator Sales Co., which for two years had been on a short trip kick, last month announced to 7,000 retailers and their relations attending a sales convention in San Juan, Puerto Rico, that the site of its 1966 effort is no less than the British Crown Colony of Hong Kong — more than a day by clock time from the U. S.

Fedders Corp., a pioneer in appliance industry incentive travel, has several times in the past taken relatively small groups of retailers and wives to Europe. In 1966, however, Fedders' U. V. "Bing" Muscio advises, his company plans to transport at least 3100 dealers and wives to Vienna, Austria.

Even if other manufacturers who traditionally offer trips are more conservative with their offerings, 1966 it would seem will be the travellingest year yet for dealers.

*(Continued on page 56)*



SCHEDULE of activities for Admiral dealers visiting Brazil is checked by Thomas R. Chadwick (right), vice president-advertising, Admiral Corp., and Charles A. Cabell III, president, Brazil Safari Tours. Scene is in "control room" of Rio's Copacabana Palace Hotel.



# Admiral

announces another new  
exclusive Duplex size!



33" wide

Full-size 19.0 cu. ft. capacity;  
New Admiral Duplex 19 spearheads  
an all-new sales drive!



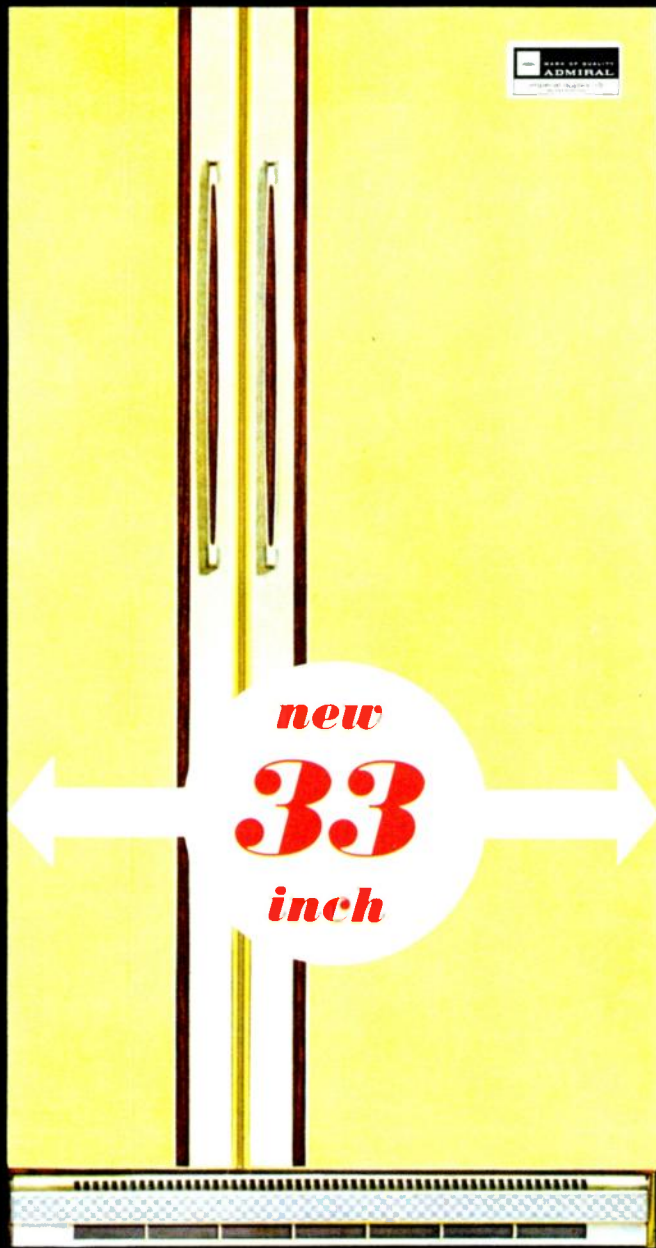
Model ND1969 with automatic defroster and no-frost, rated 19.0 cu. ft.



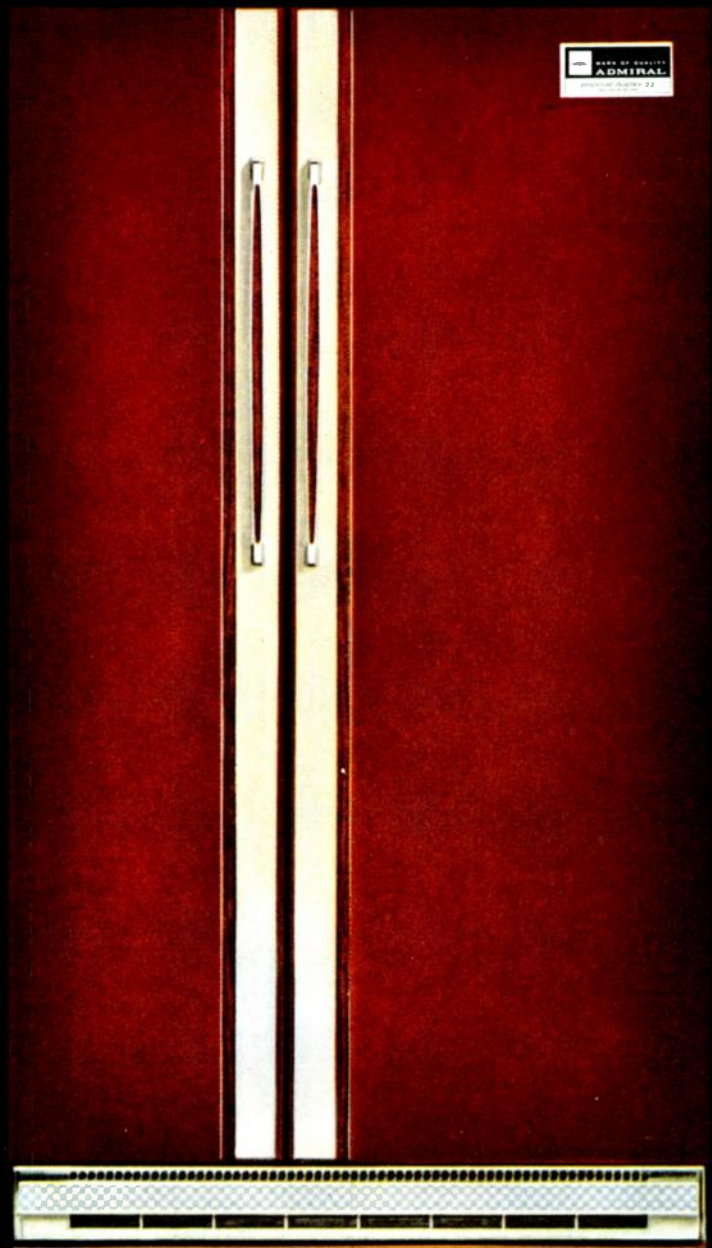
# Admiral®

offers you the only

complete line of side-by-



**NEW DUPLEX 19...**  
197 lb. freezer, 13.4 cu. ft. refrigerator.



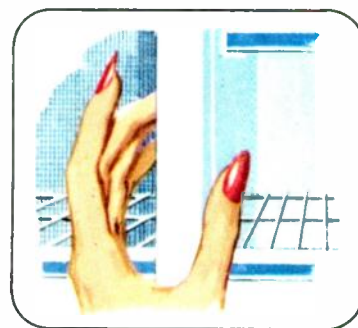
**NEW DUPLEX 22...**  
259 lb. freezer, 13.4 cu. ft. refrigerator.

## ***It's the most profitable product a dealer can sell!***

And now it fits *more* kitchens than any competitive brand! New Duplex 19... 19.0 cu. ft. big inside... only 33 inches wide and less than 65 inches high!

And with the *four* newly redesigned, bigger-capacity Duplex models, there's *no need to carry imitations!* Dealers can sell the exclusive new Duplex 19... or use it as the perfect step-up to the *larger* Duplex sizes.

From the new Duplex 19 to the new Duplex 30, Admiral Dealers can sell the *largest* Duplex that will fit a customer's space, needs and budget!



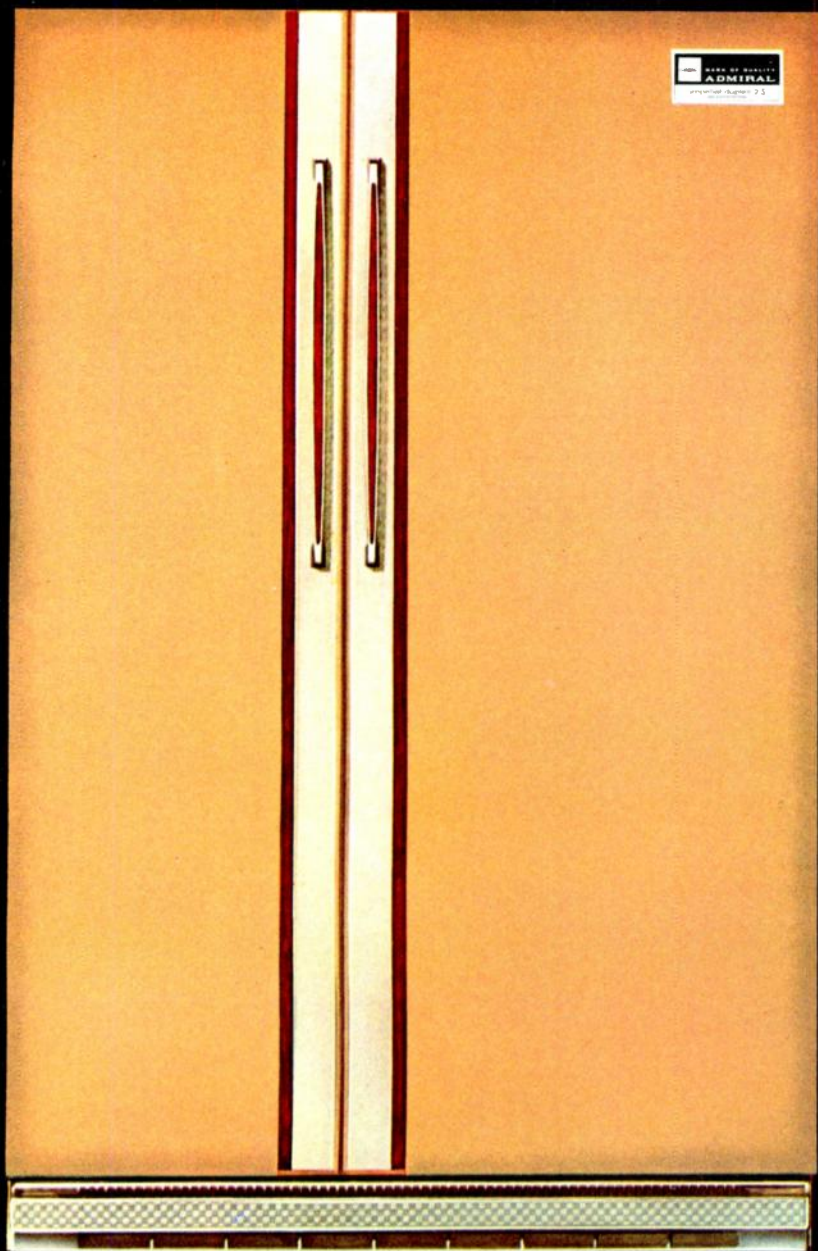
Admiral thin-wall construction makes the amazing Admiral Duplex possible. Admiral engineers use new foamed-in-place insulation to make cabinet walls 40% thinner, increasing inner storage area, decreasing width, height and depth.



Admiral Duplex refrigerator section has been completely redesigned for maximum convenience and maximum capacity. And new Duplex 19 freezer section has more *usable* space than bottom-freezer models of the same rated capacity!



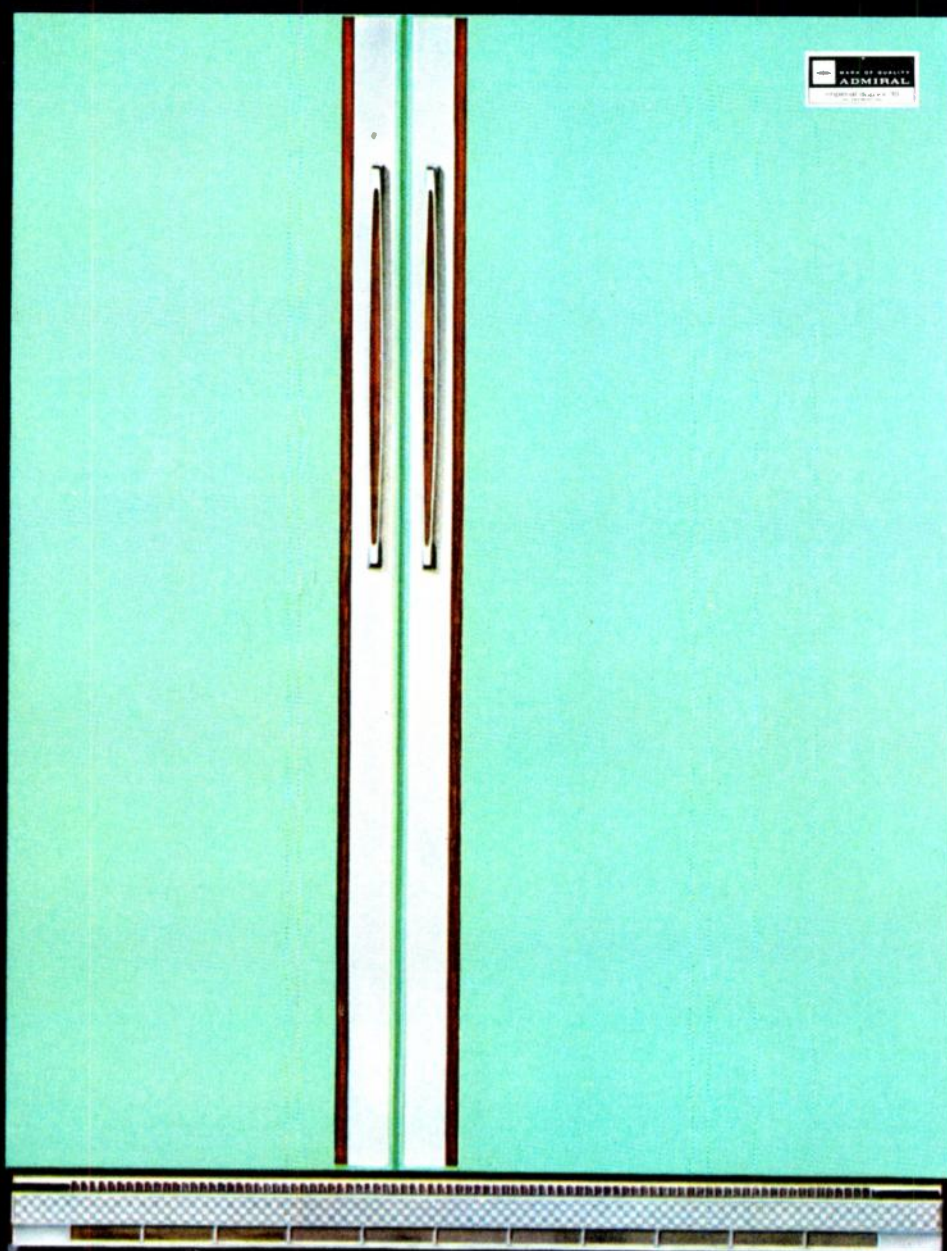
# *side freezer / refrigerators!*



41"

NEW DUPLEX 25...

325.5 lb. freezer, 15.1 cu. ft. refrigerator.



48 1/4"

NEW DUPLEX 30...

395 lb. freezer, 17.9 cu. ft. refrigerator.

All Duplex models available in Glacier White, Citron Yellow, Turquoise, Copper-bronze and new Halo Beige. Brushed chrome doors optional extra.



**All the sizes... all the exclusives...**

# **Admiral**



MARK OF QUALITY THROUGHOUT THE WORLD

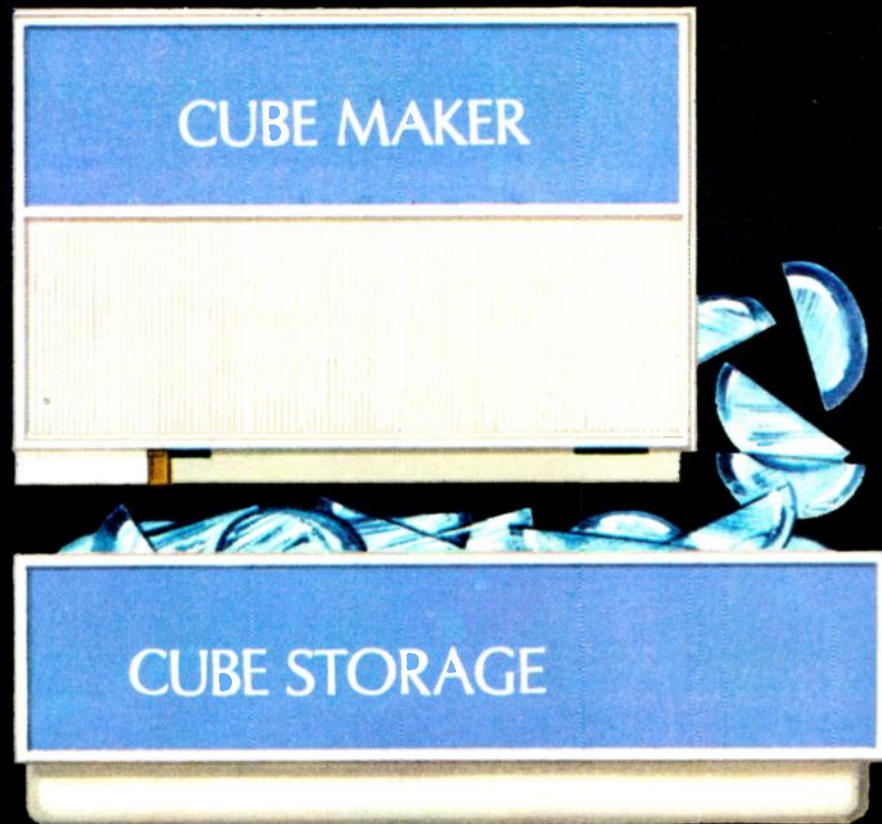


**Plus**

**in all 4  
Duplex sizes**



# ***New Admiral Automatic Ice-Maker for extra sales!***



The most-wanted, easiest-sold, step-up feature of all four Duplex sizes is the amazing Admiral Automatic Ice-maker!

It keeps a party-size supply of ice cubes on hand; giant basket holds over a hundred cubes! No filling, no slopping, no mess!

It's another outstanding Admiral feature that women want...and that helps you sell the unique Admiral Duplex line!

***Duplex will be nationally advertised  
on NBC-TV...in color...to over  
300,000,000 total viewers!***

Starting September 13, week after week this fall, Admiral will be advertising products on 5 night-time NBC-TV network shows, all in color!

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

And time after time, new Duplex 19 and the entire Duplex line will be featured and sold to thousands and thousands of prospects in your area on television! Plus ads in LIFE, GOOD HOUSEKEEPING and other national magazines!

Call your Admiral Distributor now. See the new Duplex. Get the full line story, the full profit story.



***Sell the exclusive  
mark of quality...***

# **Admiral**



MARK OF QUALITY THROUGHOUT THE WORLD

WRH





*HOUSEWIVES are poised for start of "Roll-It-Derby" trial in Queens, N. Y., as on-lookers stand by ready to cheer their favorites. Twelve key Grand Union and Bohak's supermarkets in New York area co-operate in activity as does Red L Foods which supplies dummy frozen food packages for contestants to insert in freezer section.*



*HOUSEWIFE STRAINS to fill freezer section of appliance with frozen foods so she can hasten on to finish line in "Derby" trial held in Newburgh, N. Y. Total of \$5,000 in prizes is being offered winners.*

## “Reactionary” In The “Jungle”

- New York, often referred to as the toughest market in the U. S., still poses many of the basic problems found elsewhere.
- Reaction to these problems is at the heart of many of the programs instituted by Hotpoint's district manager, Gordon Koppert.

Can a “reactionary” make his influence felt in the more or less liberal political climate which is generally associated with the New York market?

Gordon Koppert has, but it should be noted that his activities have not been connected with politics. Koppert who is New York district manager for Hotpoint terms himself a “reactionary” because every program he has instituted to help his dealers do a better job with his factory's products has been undertaken as a reaction to an existing situation.

For example, Koppert has always been disturbed by the tombstone-like appearance of refrigerators.

One night about a year ago he was visiting the store of a dealer who had a particularly large display of refrigerators. Bathed in the harsh glow of spotlights, the units gave Koppert the distinct feeling of being in a cemetery.

“Why do you display your refrigerators like that?” he asked.

The dealer shrugged his shoulders. “That's the way we've always done it.”

Koppert met with the agency that handles Hotpoint—New York's advertising and sales promotion. “I want a display piece that will make a refrigerator attractive, that doesn't project into the aisle, doesn't cover the unit, and does a selling job, he told the agency.

Fred Schwartz of the agency, Sheldon Fredericks Advertising, Inc., and his associates put their heads together. Previously they had produced a series of newspaper ads showing a

woman with a refrigerator and copy that read: “I'm 5'2" tall . . . yet I can reach and see everything in this 15 cu. ft. Hotpoint.”

From this ad the agency devised a four-color acetate, 5' 2" in height that carries the illustration of the woman and copy that is appropriate for either 14 or 15-cu. ft. units. The acetate fits on the front of a refrigerator-freezer and comes in three sections that are adaptable to either top or bottom-mount units.

*(Continued on page 70)*



**Gordon Koppert**



*FULL COLOR ACETATE that fits on front of refrigerator-freezer and tells story is devised as result of Koppert's reaction to “tombstone” appearance of units on dealers' floors. Studying piece are Larry Katz (left) and Carter Strickland who are employed by companies involved in production of acetate.*



# BIG



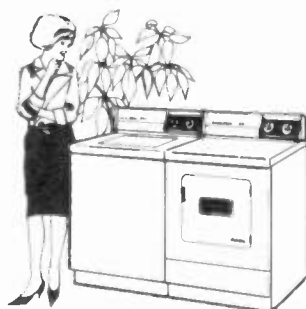
*EXTRA LARGE CAPACITY* is one of three\* powerfully persuasive sales-clinchers going for you in the new Holiday by Hamilton. Today's washers boast larger-load capacities, which is great for getting the job *half* done. But conventional dryers simply can't handle the bigger loads. Holiday, however, has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

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

**HOLIDAY...THE NEW, LARGE CAPACITY DRYER BY**

# *Hamilton*

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



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



# Fedders Uses Two Displays To Dramatize "Food Guard"

Faced with the problem of getting across to the consumer a more or less technical story in its refrigerator line, Fedders Corp. has come up with two visual on-the-floor displays for this fall.

The feature Fedders is trying to explain is its "Frost Guard" approach to food storage that the company



ICE CUBE held against thermostat sensing bulb causes the damper door of Fedders "Food Guard" system to close automatically.

uses in all its "no-frost" refrigerator models.

The first display the firm came up with is a large, colorful cardboard head made to look like a sentry. This "head" is to be placed on top of the unit. Along with it goes a paper sash that cuts across the refrigerator diagonally to give the appearance of a sash worn over the sentry's shoulder. The words "Food Guard" are printed in big letters on the sash.

The other display gets down to a nuts-and-bolts explanation of the "Food Guard" system, wherein cold air called for by the freezer section of the unit is prevented from discharging into the fresh food section in over-large quantities by means of a small metal damper. The advantage of keeping out too much cold air from the fresh food section, the company explains, is that it helps prevent frost burn, keeps fruit from getting pulpy, and prevents drying out of all foods.

To show the customer exactly what goes on inside the unit when "Food Guard" is in operation, Fedders has devised a cardboard easel display with an actual unit embedded in it.

To make the display work, the retail salesman simply holds an ice cube against the thermostat sensing bulb, whereupon the damper door closes automatically, illustrating that when the freezer thermostat calls for lower temperatures, the cold air will not enter the fresh food section. When the ice cube is removed, illustrating a rise in temperature, the damper door opens again to allow for the entrance of more cold air. ■

*An ice cube is all the salesman needs to give working illustration of feature.*

## 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

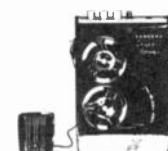


MODEL 120  
\$99.95



MODEL 220  
\$149.95

### BATTERY-OPERATED, SOLID-STATE PORTABLES



MODEL F-85  
\$49.95

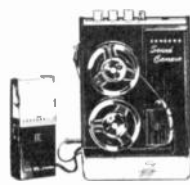


MODEL 330  
\$199.95

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



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



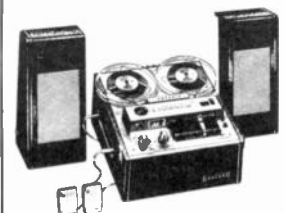
CONCORD MODEL F-88  
"SOUND CAMERA"  
WITH VOICE-CONTROL  
MICROPHONE  
\$79.95



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-10

MY NAME \_\_\_\_\_ TITLE \_\_\_\_\_

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_



# Rental Library Spurs Sales For Tape Recorder Specialist

Finds floor traffic, sales, greatly increased;  
customers able to select from over 3,000 tapes

By ALAN C. ROSE

**A** unique tape rental library consisting of over 3,000 tapes has proven a solid business stimulant for Almas Hi Fi Stereo, Inc., Dearborn, Mich.

"We inaugurated the tape rental system," says owner Stan Almas, "in an effort to increase our floor traffic. This it has done."

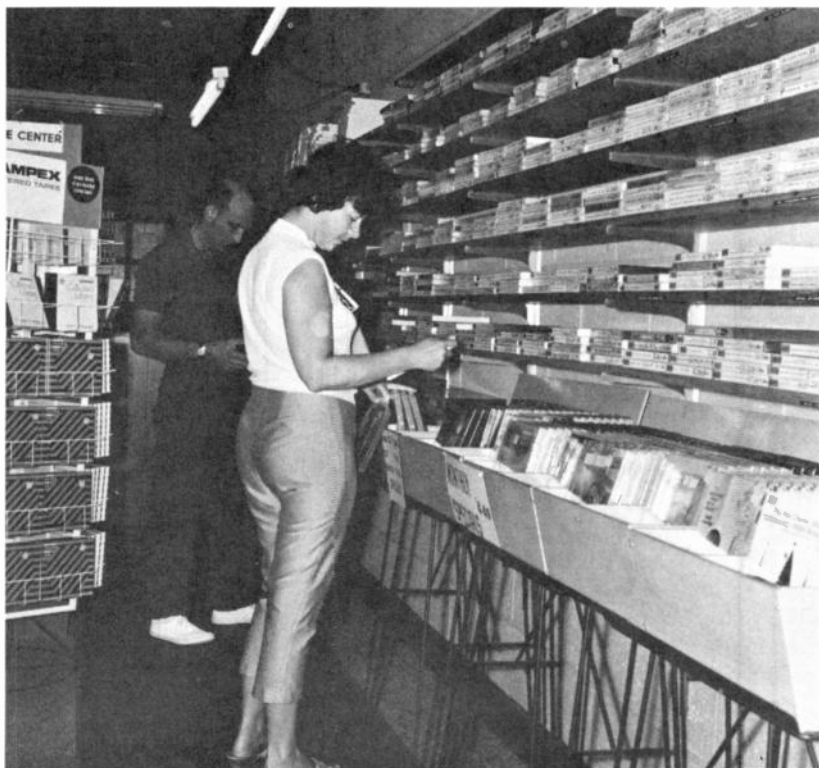
"However, you have to get into the rental business with both feet. I've found out through experience that our new venture really didn't begin to mean a great deal to us until we had a minimum of 1,000 tapes on rental. After all, if you have only a few hundred tapes available, and half of them are out, customer selection is limited."

Tape recorder enthusiasts pay an initial membership fee of \$10 to join this library which allows them to rent as many tapes as they want at a cost of 50 cents per tape for a three-day period. The \$10 is refundable in merchandise if a customer desires.

Almas cautions any dealer that an initial expenditure of between \$5,000 and \$10,000 is necessary if the library is to become a worthwhile investment. Currently Almas has some 3,000 open end tapes in his library in all categories. He reports that most of his rental business comes from middle-aged, and older people.

In the four years that the library has been in existence Almas has noted a definite increase in floor traffic. Every advertisement that the store runs carries a line about the tape rental library, and Almas reports that word has gotten around about it.

"The library has further established us as a tape recorder headquarters. People who already have tape recorder equipment utilize the facilities of the library, and at the same time usually stop to inquire about the latest products on the market," com-  
(Continued on page 52)



WIDE SELECTION of tapes in Almas Hi Fi's rental library draws customers continually from surrounding area. Interest in renting tapes has meant increased traffic and additional sales for store.

## 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



TRQ510

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



TRQ330

## 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



## What Your Customers Are Reading



### Family Circle:

General Electric's portable 11-inch color TV set and Tappan's electric range that is equipped with an eye-level electronic oven are both pictured and described in the "New Products You Should Know About" section of October Family Circle. A third item described is a lighted memo pad which doubles as a night light. The pad is designed to facilitate taking phone messages at night. It is manufactured by Convex Corp., P. O. Box 36094, Los Angeles, Cal., 90036.

### Better Homes & Gardens:

The Better Homes & Gardens Home Furnishings Ideas Annual for 1966 features furnishing and decorating suggestions for every area of the house. The issue includes a "Library of Planning Ideas" that carries 69 categorized listings of literature offered by advertisers.

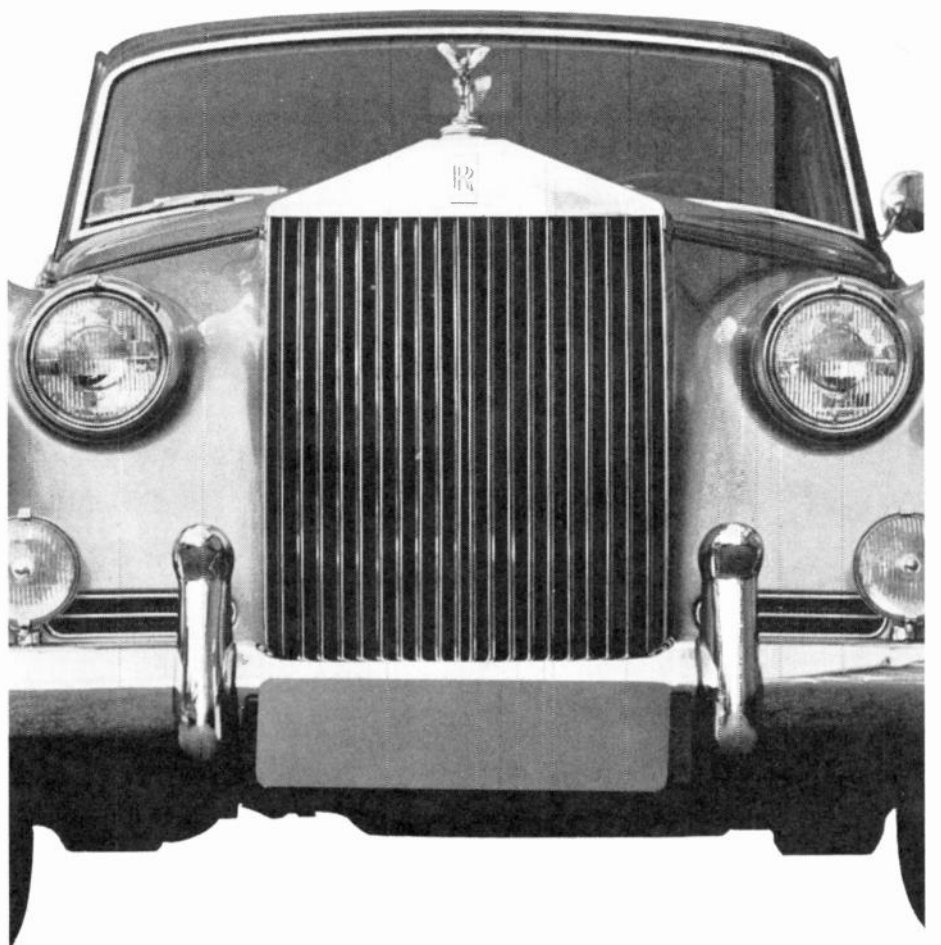
### The New Home Journal:

A variety of appliances are discussed in the "Guide to Buying" section of the fall issue of The New Home Journal. This quarterly publication is edited for and distributed to families who are moving. Appliance product categories included in the guide of this issue are washers, dryers, dishwashers, refrigerators and freezers, ranges, and water heaters. Discussed are features available to consumers in each of these categories as well as, in the case of ranges, various designs that are on the market. Price ranges in each category are also presented.

### American Home:

An extensive Christmas promotion designed to increase the sale of gifts for the home during the holiday season is being undertaken again this year by American Home magazine in conjunction with leading department stores. Called "Home For Christmas," the promotion ties in with a "Give A Christmas Gift For The Home" theme to be featured editorially in the December issue of the magazine. Participating advertisers and stores will be featured in a double-page spread in this issue. The spread will give details of a \$300,000 lucky number "Home For Christmas Sweepstakes," offering readers a chance to win a \$300 Christmas gift certificate at their favorite store. Participating advertisers' products will be also featured in the pages of other Curtis magazines, including Saturday Evening Post and Ladies' Home Journal, as gift for the home suggestions.

# Norge dealers drive big cars



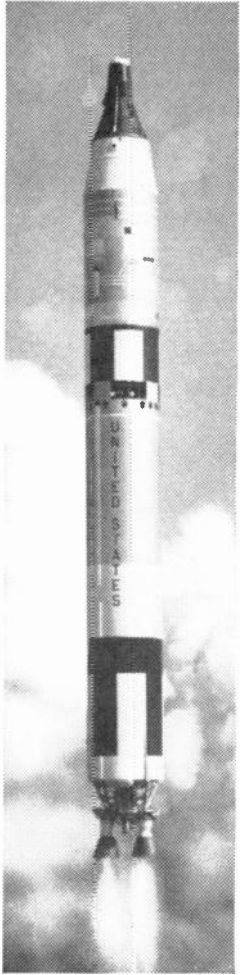
(so can you)

Don't get rushed into buying a fall selling program 'til you see your Norge Distributor's Open House (Oct. 10-17). Big news on far-out trips, great new products, traffic-pulling promotions... you name it!

**NORGE**

home appliances **BORG WARNER**





Now RCA, the company that made a tape recorder for Gemini, offers 9 Solid State tape recorders you can sell.

They're from RCA VICTOR, from \$49.95\*

**They're made with RCA Solid Copper Circuits**—that means they have Space Age dependability. Solid RCA circuits were in Tiros, Ranger, Relay, Gemini and other NASA space triumphs.

**They're all Solid State**—that means there are no tubes to burn out. Because there's less heat, components last longer.

**They're from RCA Victor**—that means you can now sell tape recorders with a name your customers know and trust. Ask your distributor how the profit picture brightens with the complete new RCA Victor tape recorder line.

**They'll get a massive consumer advertising push**—that means you'd better get set for plenty of action when ads appear in *Life*, *Time*, *Esquire*, *Playboy*, *Sports Illustrated* and the *Saturday Review*. Network TV commercials, too, on NCAA and AFL football, and Walt Disney's *Wonderful World of Color*.

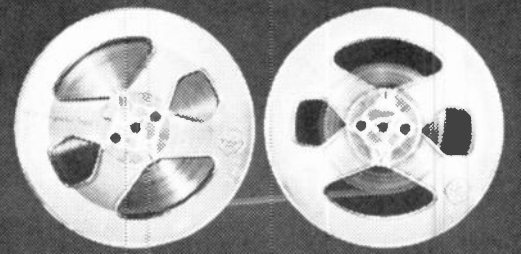
**\*The suggested prices are from \$49.95 to \$229.95** (optional with dealer)—that means every tape prospect is your prospect.



The Most Trusted Name in Electronics

Trmk(s)™

5 Solid State reel-to-reel models

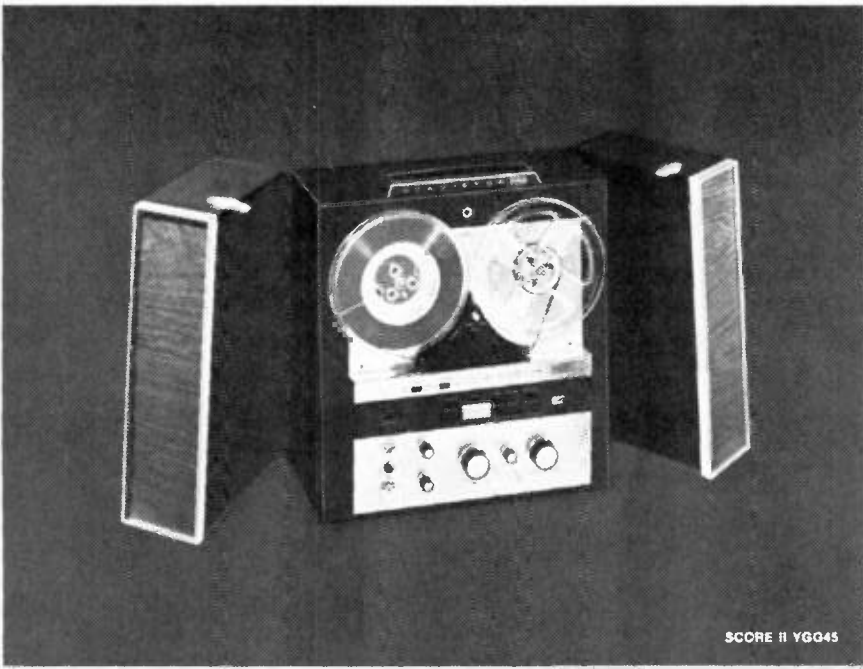


TIROS I YGSII

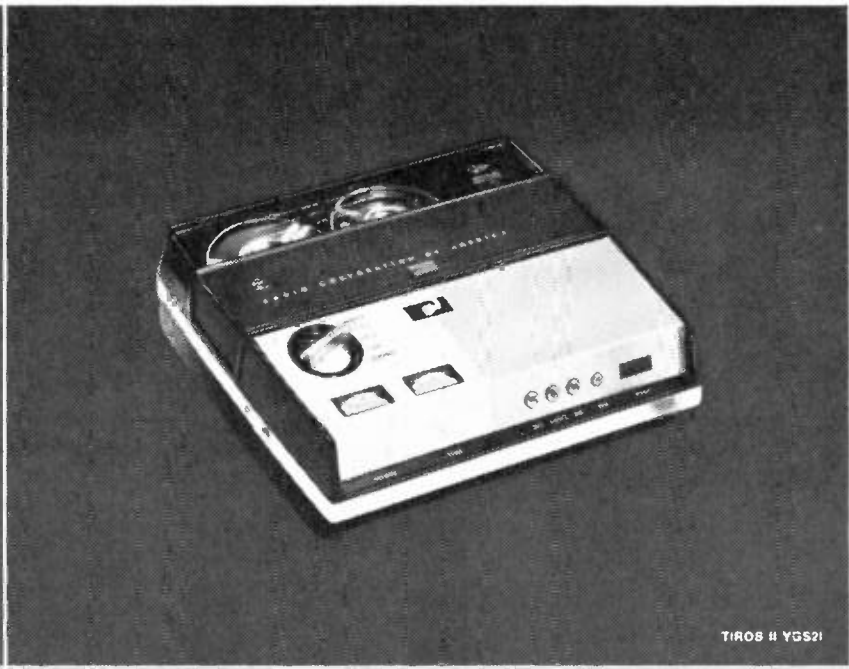
4 Solid State snap-in cartridge models







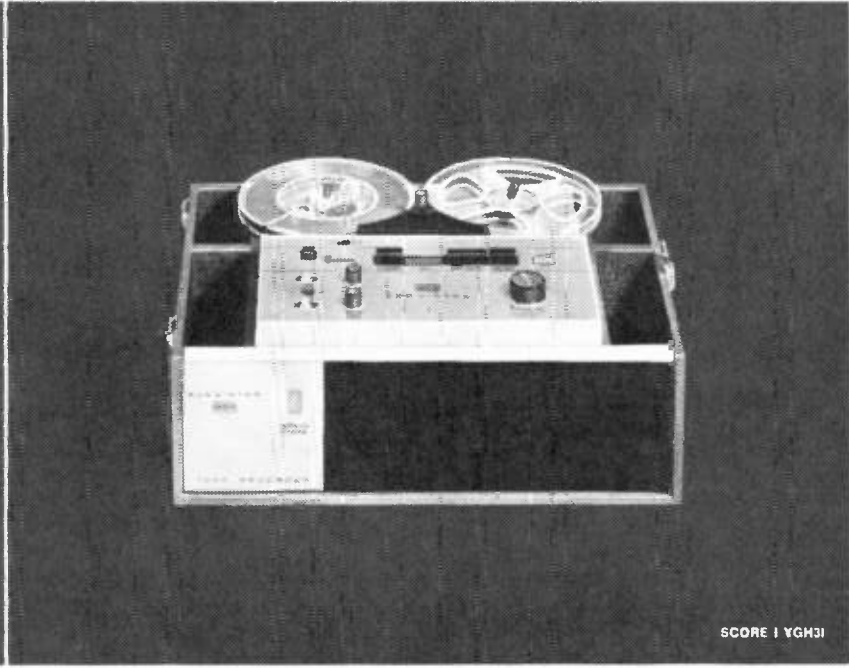
SCORE II YGG45



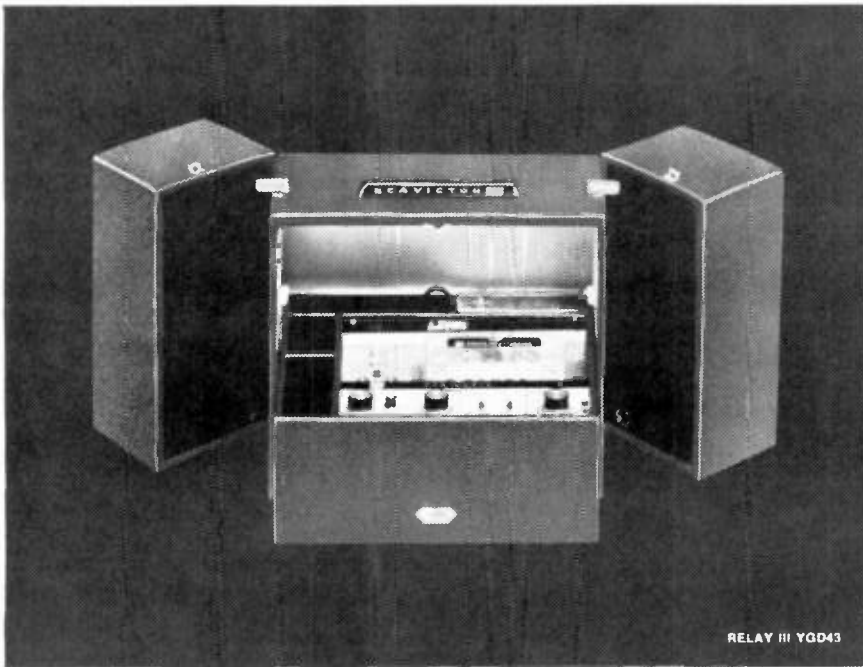
TIROS II YGS21



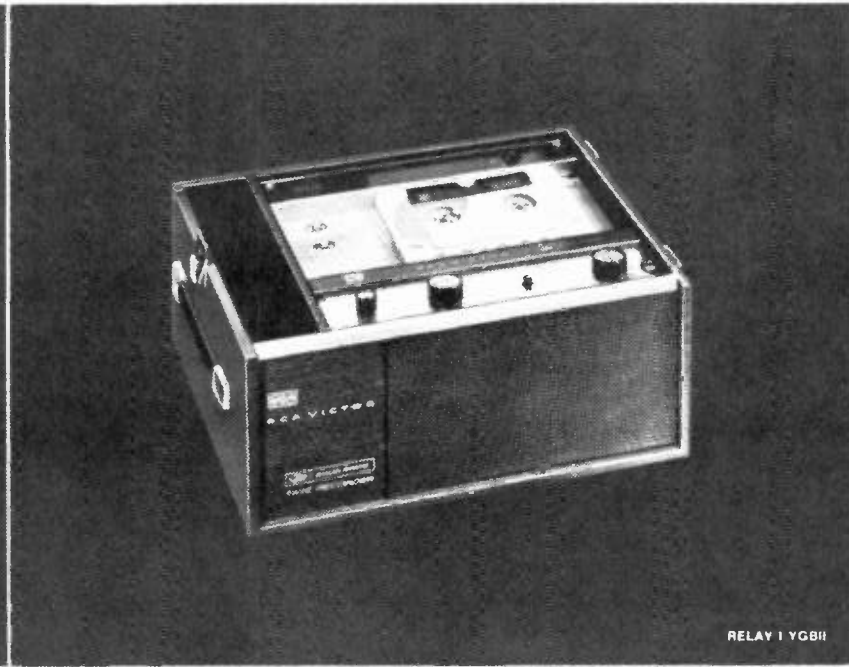
MODULE MARK II MGG72



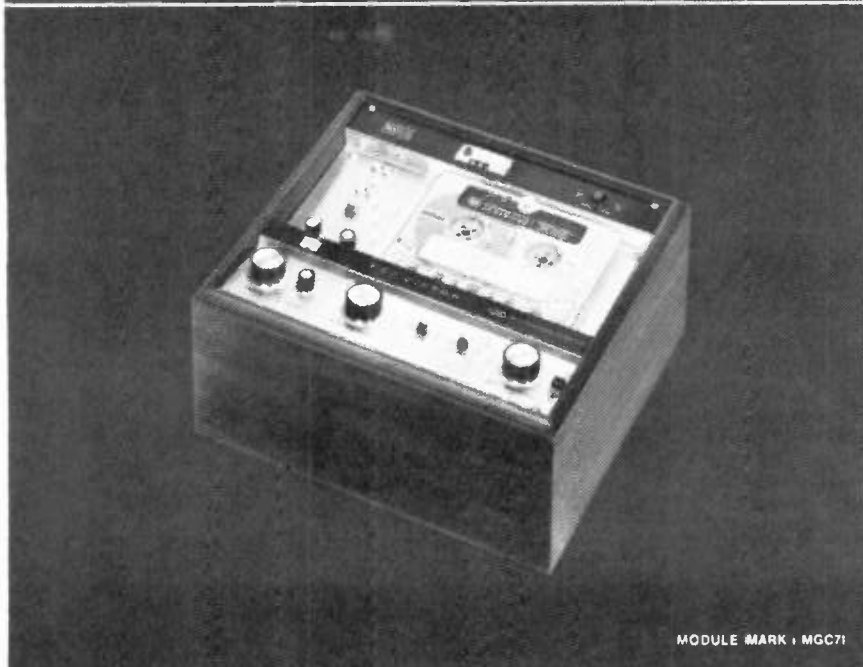
SCORE I YGH31



RELAY III YGD43



RELAY I YGB11



MODULE MARK I MGC71



RELAY II YG429



# CPU



FOUNDER AGNES FURNDOC

Craig Panorama University was founded by a man named Agnes Furndoc who left his half-vast fortune to learn you to make a lot of money pushing tape recorders and radios.

If you shape up, and read these columns whenever they appear, you'll be so rich you'll need a special fireplace just to burn money.

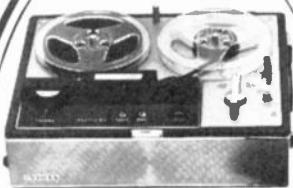


CRAIG TR-490

Mike With the Built-in Tape Recorder

- built-in microphone, speaker
- tape-pack operation
- V-U meter, variable speed control
- leather case, batteries, remote mike, earphone, tape-pack included

Full profit at less than \$80 retail



VISTA TR-520

2-Speed Tape Recorder • solid-state, battery powered • capstan drive, 5" capacity • 4-hour recording time • remote-control mike, tape, batteries and earphone included • Full profit at less than \$60 retail



VISTA NTR-6G AM Globe Radio

- beautiful golden globe with black base
- all-transistor, battery powered
- AM-SW and AM-FM also available
- earphone, batteries included
- AM-SW model pictured above

Full profit at less than \$30 retail

OK! I'm willing to listen to your pitch and get learned. Send man  Send info

To Craig Panorama, Inc., Dept. M-108  
3412 South La Cienega Blvd.  
Los Angeles, California 90016

Dealer's name \_\_\_\_\_

Buyer \_\_\_\_\_

Dealer's street address \_\_\_\_\_

Dealer's city \_\_\_\_\_ state \_\_\_\_\_ zip \_\_\_\_\_

## Tape recorder specialist . . .

(Continued from page 48)

ments Almas.

"Also, we find that many new customers have heard different tapes at a friend's house, and have become interested not only in recorders in general, but also in the idea of renting tapes."

The library has become such a popular spot in the Detroit suburb that Almas now has a full time woman employed to handle the constant flow of customers. The tapes are categorized by label only and not by a particular field such as musical comedy, or opera. Customers can have the tapes played before they rent them if they so desire.

A Harrison catalogue which lists available tapes is readily accessible to help customers in their selections. These listings can be purchased for 15 cents each.

"It's hard to pin down in dollars and cents just how much business the library has produced, and it's equally difficult to keep track of the costs involved in running the library. It's kind of an intangible thing. Yet I can tell that it has generated a lot of interest, has increased store traffic, and has directly and indirectly resulted in many sales," says Almas.

Almas, who is one of Michigan's largest tape recorder retailers, reports that business has never been better. He specializes in what he terms the middle-of-the-line, selling equipment in the \$250 to \$650 bracket. His average sale runs around \$275.

"For years one of the problems facing dealers trying to sell recorders has been that of overcoming a basic consumer fear in handling tapes. I feel that this is waning," the Michigan dealer declares. "We stress to our customers that tape is wonderful to work with, and we try and prove this by first demonstrating a unit ourselves, and then by asking the customer to thread the tape. When he sees how easy it actually is, he realizes that operating a tape recorder is a simple thing."

"Product innovations and the fact that tape recorders are becoming commonplace in the home have made tape recorder selling easy," states Almas.



STORE OWNER Stan Almas (right), discusses new tape recorder with Almas Hi Fi vice president, James Weigandt. Both men agree that business has never been better and that 1966 will set sales records.

He feels that the best ad any dealer can have is a good service department. "A good department means repeat business," states Almas. "I feel that I can't charge too much for repairs or I'll lose my regular customers. If someone spends several hundred dollars or more over a period of time in my store I just can't scare him away with high service charges. I'd rather keep him as a customer and lose on service. Last year, for example, we lost \$2,000 in this part of our operation, but I felt pretty good that the figure was that low."

Almas feels that the future of audio tape recorders is unlimited, and that combined with the video tape recorders soon to be on the market, means a specialty dealer such as himself can, as he puts it, "grow, and grow, and grow." ■

## NRMA Names 19 Directors To Home Furnishings Board

Nineteen new directors have joined the board of directors of the home furnishings group of the merchandising division of the National Retail Merchants Ass'n, it was announced by C. W. Barnett, merchandise man-

ager, Hochschild Kohn & Co., Baltimore, and chairman of the NRMA group.

The new directors, all merchandising executives, are:

William Amberg, The Outlet Co., Providence; Gil Berliner, May Department Stores, New York; Robert A. Breuner, Breuner's, Sacramento; W. R. Churchill, W. T. Grant Co., New York; Richard R. Gurian, May Holmes Co., Ltd., New Orleans; Daniel M. Fort, Carson Pirie Scott & Co., Chicago; Helen Gorge, Macy's corporate buying division, New York; Richard R. Curian, May Co., Cleveland; William Kinast, Gimbels, New York, Tom King, Smith Bridgman Co., Flint, Mich.

Also, David Levitt, Gimbels central buying office, New York; Maurice C. Lowenthal, L. Fish Furniture Co., Chicago; John Miod, C. E. Chappell & Sons, Syracuse; J. Jay Murphy, Allied Purchasing Corp., New York; Edward Oberhuber, Pomeroy's, Harrisburg; W. B. Reynolds, Miller's, Knoxville; Mike Shapiro, Stern's, New York; Richard B. Spelshouse, City Stores, New York; and Don J. Swanson, Meier & Frank Co., Portland, Ore.

The NRMA home furnishings group devotes its efforts to research and improvement of retail home furnishings operations in the association's more than 13,750 member department, specialty and variety stores. Carl F. Beier, divisional merchandise manager of J. L. Hudson Co., Detroit, is vice chairman of the group.

**WE'RE NOT IN THE ELECTRIC HOUSEWARES BUSINESS FOR OUR HEALTH, AND NEITHER ARE YOU! IT WILL PAY TO CHECK THE SWING-A-WAY PROMOTIONAL LINE. IT'S MADE AND PRICED TO SELL ...WITH GUSTO!**



No. 4000 Electric Can Opener



No. 5000 Electric Ice Crusher

**SWING-A-WAY**

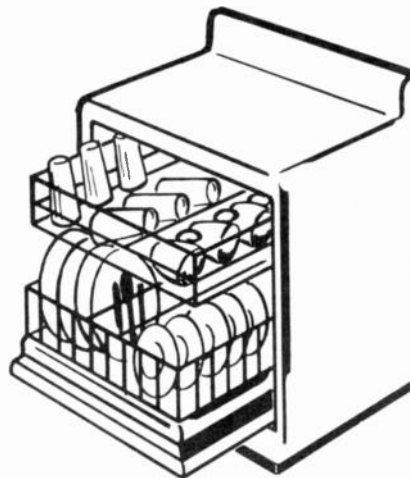
SWING-A-WAY MANUFACTURING CO., 4100 Beck Ave., St. Louis, Mo. 63116 In Canada: Utility Housewares, Toronto, Ont.



# SPECIAL OFFER for DEALERS and Electric Utilities



**Great Traffic Builder  
For Extra Sales**  
**Great Sales Closer  
For Extra Profit**



## Here's a Consumer Premium to Help you Build Dishwasher Traffic and Close Dishwasher Sales

### CHOOSE THE PLAN THAT SUITS YOU BEST

- PLAN 1** Feature a big three month supply (3 cartons) of Dishwasher **all** with the purchase of every dishwasher. Free "Big Supply" window trim. Newspaper mats available.
- PLAN 2** Feature Dishwasher **all** as a give-away and for dishwasher demonstrations. Free "Single Package" window trim. Newspaper mats available.

Special mailing pieces also prepared free of cost when you promote dishwashers with Dishwasher **all**. Please inquire.

Promote automatic dishwashers... another step towards all electric living.

Have a full-time  
**MOTHER**



### SEND IN THIS HANDY ORDER BLANK WITH YOUR ORDER

#### TERMS

1. Dishwasher **all** regular size \$4.56 a case
2. Each less \$1.25 advertising allowance per case — deductible from invoice. (net cost to you — \$3.31 per case)
3. Minimum order — 3 cases
4. Ship freight prepaid — we will bill open account.
5. 2% 10 days; 30 days net
6. NOT FOR RESALE — Promotional use only. Prices subject to change without notice.



Lever Brothers Co.—Appliance Bureau  
390 Park Ave., New York, New York 10022

Please ship me freight prepaid. Bill open account \_\_\_\_\_ cases cases of Dishwasher **all** (12 cartons per case).

- Free Newspaper mats       Big Supply window trim  
 Single package window trim  
 Interested in special mailing pieces

Name \_\_\_\_\_

Firm Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Signed \_\_\_\_\_



**This  
is the  
OKI  
quality  
story...**

**99 44/100%**

**free  
of problems\***



OKI 111  
Monophonic  
High Fidelity  
System, \$99.90†



OKI tape recorders are truly great performers and because of their sound performance, proven stability and complete dependability, more satisfied OKI customers are recommending OKI Solid State Tape Recorders to their friends.

OKI incorporates more features into each model, and . . . at competitive prices. That's why the OKI line has one of the highest percentage of dealer profits in the industry.

If you are not now a member of the OKI family of franchised dealers, contact your nearest OKI Sales Representative today, or, write to Chancellor Electronics, and you'll get the details of the hottest tape recorder sales program for the 1965 fall selling season.

\*Service records in all files show that less than 1/2 of 1% of all OKI Tape Recorders sold required service.

**OKI HAS THE MOST  
COMPLETE LINE OF  
SOLID STATE  
TAPE RECORDERS.**

†prices shown are Fair Trade Minimum Resale in states where applicable.



**CHANCELLOR ELECTRONICS, INC.**  
457 Chancellor Ave., Newark, N. J. 07112  
Phone: N. J. (201) WA 3-4900, N. Y. (212) CI 5-3800

**RETAIL ROUNDUP**

**ALBUQUERQUE** — Color TV sales continue to soar. Dealers report that they are literally selling all they can get their hands on. Stereo sales, however, continue to lag. One dealer contacted feels that the stereo volume will pick up during the height of the fall season, but that people will direct most of their dollars to color, thus causing no sensation in stereo volume this year. Black and white portable sales are running a little ahead of last year here.

**CHICAGO** — The News here is all color TV. Every retailer contacted reports that color sales have doubled over a corresponding period last year. Brown goods dealers feel that if the current trend continues color sales will surpass the most optimistic forecasts. Retailers are convinced that TV in general, and color specifically, is now a year-round seller. Bright spot in housewares right now is electric knives, with a slight increase in hair dryers noted.

**CLEVELAND** — "It's like right after World War II" is the way one source describes appliance-TV business here. In general preoccupation with color TV sales, he notes, dealers are apt to overlook, until they glance at the figures, how good the rest of the brown and white goods business is — except for room air conditioners. A big contributing factor to good retail business is said to be the sharp decrease in high-rise apartment building, which formerly siphoned off much dealer business.

**DALLAS** — "What we lost in air conditioners I hope we can make up in color TV." These are generally the sentiments of retailers here who report that color sales are way up over last year. One dealer comments that he hasn't even had to advertise color as the consistent consumer demand has kept his salesmen busy and his inventory at a minimum. Console TV sales here are the lowest in several years.

**MIAMI** — White goods business is about on a par with last year here, and home electronics is well ahead. As one distributor puts it, "Color TV increases are based on what we can get, so the percentages don't really mean anything." This official decries the fact that a lot of independent dealers are so wrapped up in the color business that they are losing other brown goods business by default to the department and

other big stores. Hurricane Betsy did some damage, but also pumped a good deal of money into the economy here through added employment.

**MILWAUKEE** — Business here is good in general, both in housewares and in majors. Best movers right now are color TV and high-end washers and dryers, but healthy sales in all categories are reported. Housewares are enjoying a good autumn with electric knives and tellon coated items leading the product parade. Hair dryers sales are running about the same as last year.

**PORTLAND, ME.** — White goods lead the parade in healthy increases in volume here. Shortages begin showing up in color TV, and not just on certain models, as in the past. Room air conditioner business, short though the season is here, is up comfortably over last year.

**SAN FRANCISCO** — Home laundry sales have spurted here in the last few weeks with dryer sales well ahead of last year. Other good movers include color TV, and small screen portables. Dealers here feel that a generally healthy economy, plus an unprecedented interest in color will mean the greatest Christmas season yet. Housewares sales are slow right now with the exception of electric knives.

**WASHINGTON, D. C.** — Appliance and TV business shows healthy increases across the board here, with some dealers even registering gains this season in room air conditioners, no mean feat in most markets this year. Refrigerator and laundry business good, and electric housewares fair. Color TV is, as one dealer puts it, a frustrating business, but he concedes that if there must be problems, shortages are the kind of problem to have.

**WINSTON-SALEM** — Brown goods activity is largely responsible for the generally good state of business here. And within home electronics, color TV is the star performer (some evidence of shortages exist already.) Home laundry doing seasonably well, and refrigerator sales pick up in mid-summer after a slow first half. Room air conditioner business is termed "terrible." Electric housewares volume just fair.

**NEW FROM  
ENGLAND**



**BALFOUR**

*Princess*

**AUTOMATIC/MANUAL  
TURNTABLE  
SYSTEMS**

**will outperform,  
outplay and out-  
last most chang-  
ers on the mar-  
ket that sell for  
twice the price!**



Model #RCD-4  
\$47.50



Model #RC-2  
\$37.50

Write  
For  
Details



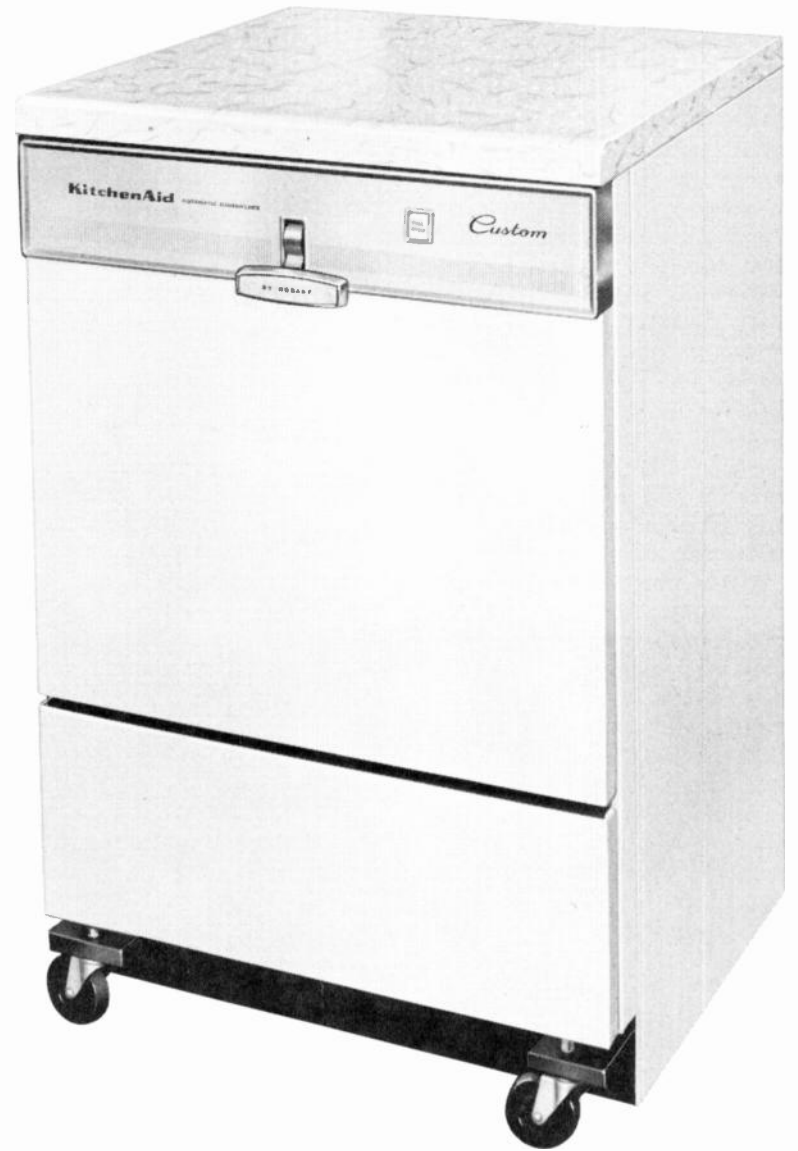
**RFS INDUSTRIES, INC.** 102 HARBOR ROAD, PORT WASHINGTON, NEW YORK 11050

Tel. (516) 883 7575



New! For all you dealers who asked for an economy-priced KitchenAid convertible-portable dishwasher:

Our brand new Custom.



Now you can sell a KitchenAid convertible-portable dishwasher at the lowest price ever.

And now you can also offer your customers three price levels of KitchenAid convertible-portables: the Superba VariCycle, Imperial DuaCycle and Custom. A complete convertible-portable line for you to sell.

The Custom doesn't sacrifice performance to meet a price. It has the same 4-Way Wash, Flo-

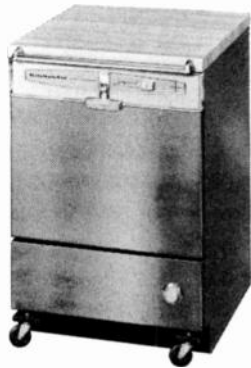
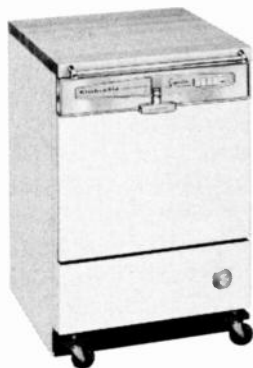
Thru drying and big, versatile capacity as the higher-priced models.

It features push-button Full Cycle operation, a beautiful Formica work-surface top, a porcelain enamel wash chamber, ½-hp motor built by Hobart and Automatic Dual Detergent Dispenser. Automatic Rinse Agent Dispenser is optional.

And together with our top-loading portables, you get the most-wanted line of portable dish-

washers on the market. Top-loaders come in two series and feature porcelain enamel inside and out.

See your KitchenAid distributor now for details on the Custom convertible-portable and the rest of the most profitable dishwasher line on wheels: KitchenAid portable dishwashers. Or write The Hobart Manufacturing Co., Dept. KMM-5, Troy, Ohio 45373.



Convertible-Portables... three series



Top-Loading Portables... two series

# KitchenAid®

DISHWASHERS: BUILT-INS • PORTABLES • CONVERTIBLES



## Dealers are getting more mileage . . .

(Continued from page 40)

Last month Admiral's Thomas R. Chadwick paused briefly from his efforts in the "control center" of Rio's plush Copacabana Palace Hotel to discuss the whys and wherefores of his company's greater involvement in incentive travel.

Admiral wanted to take a look at a big mass movement trip such as the jaunt to Rio, aware of the fact that the trip business is becoming almost as competitive as products, Chadwick said. Tentatively the company is planning a "large scale" trip for '66, Chadwick noted, but will not make a final decision until early October.

Among factors taken into consideration is the playback which the factory gets from its distributor advisory board.

What about the butting of manufacturer heads at the retail level as trip distances increase? the Admiral executive was asked.

"We don't consider where the competition is going. We plan our trips from our standpoint only," Chadwick replied. "The glamor of a city is the principal factor in deciding whether we go there, be the distance long or short."

Richard Reznies who has a hand in planning trips in many industries was in the "control room" when MART Magazine called and offered a possible clue as to the course appliance industry trips seem to be taking.

"Appliance dealers have had the best trips in the world and are more discriminating than people in other fields," he said. Reznies' company, Travel Headquarters, Inc., Chicago, handled transportation arrangements for the Rio program.

In the past most of Admiral's trips have been built around air conditioners. The 1965 Rio program went across-the-board on products that could give dealers points to win a holiday.

Fedders, of course, just this year marketed a line of white goods, and since the line is being introduced on a market-by-market basis, the full effect of this new line on the number of dealers qualifying for trips has not yet been felt.

In 1965, Fedders is taking some 3500 dealers and wives to Aruba and Curacao.

Muscio, who is executive vice president of Fedders, indicates it is still too early to tell if there will be much butting of heads at the retail level if more companies fall into line in offering longer trips that presumably require more purchases.

But Muscio says since trips are becoming a part of the overall merchandising program of so many manufacturers, "They must be made sufficiently interesting to motivate the dealer."

"When we started with trips we had no competition in this area, and this built up a great deal of loyalty," he asserts.

W. C. Conley, president of Gibson Refrigerator Sales Corp., concurs with Muscio's statement that

keen competition in trips makes it necessary to add luster to travel destinations.

"We feel that Hong Kong with its fast growing tourist appeal is a place where everyone wants to go," Conley states. "Dealer orders written in San Juan are up 45 per cent over last year due to the announcement of our Hong Kong trip. Even though business is up anyway, we feel that these dealer trips are an additional

shot in the arm as well as a wonderful opportunity for our dealers to see places that they would otherwise never get to."

And even though dealer trips have flourished over the years, there are those within the industry who have and will undoubtedly continue to condemn them. Adverse criticism noted by MART Magazine editors generally has concentrated on three areas. (1) Trips are a loading device that place the dealer under great constraint to move the merchandise he must buy to secure a trip; (2) incentive trip programs reduce the amount of money available to advertise products to the public; (3) trips take retailers away from their busi-

nesses for lengthy periods, perhaps periods when they should be minding the store.

Tom Chadwick, who is vice president-advertising for Admiral, takes issue with the advertising charge. "Every year we have so many dollars allocated for advertising and sales promotion programs," Chadwick states. "Whether or not we offer a trip has no great effect on the advertising-sales promotion expenditure mix."

And, Chadwick asserts, trip programs have no effect on availability of co-op funds.

Last month at the height of the industry's trip season it didn't take much investigation to determine that



You'd need 58 square feet of wall space to display 32 clocks!

**NOW!** YOU CAN DISPLAY  
32 CLOCKS IN 9 SQ. FEET!  
INCREASE YOUR SALES WITH  
NEW WESTCLOX

**Money Tree!**

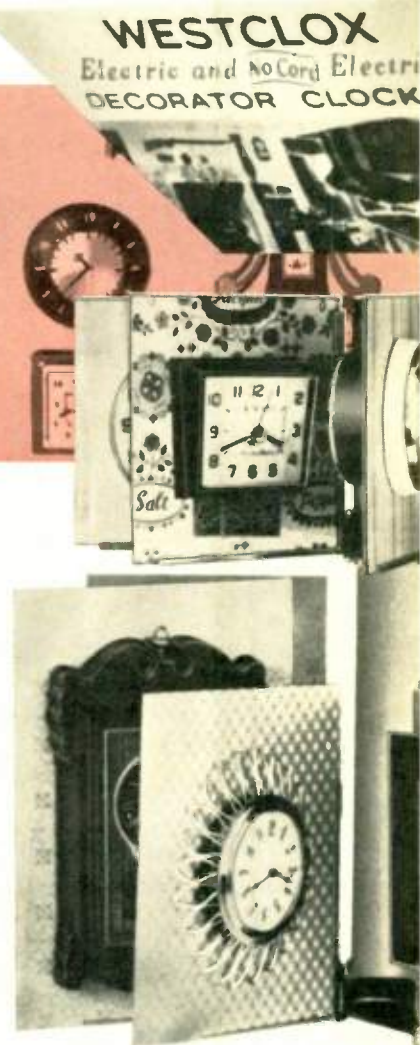
The biggest advertiser in the clock industry now matches its famous product leadership with merchandising know-how.

Here's the new, permanent Westclox Money Tree merchandiser that really sells 32 wall clocks in just a three-foot square of space! All clocks are mounted on attractive, decorator panels that rotate around the center pole. Customers can actually see how the clocks will look on their walls.

You can increase your sales volume and profit per sq. ft. by showing this wide assortment of Westclox wall clocks. You can stimulate impulse buying right now!

Here's a quick way to pick off your fair share of \$160 million yearly clock sales!

You get FREE GOODS to offset the cost of your Money Tree display. You make a full profit on all merchandise you buy when you order this new Westclox assortment.  
Assortment No. 29035. Consists of 32 decorator No-Cord, electric and lighted dial wall models plus 2 free clocks.





many of the dealers touring various foreign areas were incentive trip repeaters. In fact, many of them required more than all fingers to enumerate the trips they have taken as guests of suppliers.

And perhaps because it was the height of the trip season, Dealer Bill Sharpe from Atlanta of his own volition wrote MART Magazine, setting forth some thoughts on trips which had long been in his mind.

Said Sharpe: "As a small town dealer who has worked many hours to make a go of the appliance business, I am getting mighty tired of these statements: I wonder who is keeping the store? He'd better watch his business. How can he know what the

score is being away so much? Every trip is just loading the price of the product, etc.

"Let's examine who says this and the benefits they enjoy.

"My experience has been that it is some corporation man with four weeks vacation each year, seven special days, sick leave aplenty, 40-hour week, and trips to burn. Where, pray tell me do all these benefits come from but in the cost of the product? And besides, how many dealers have a pension plan, good insurance, severance pay if their job is discontinued, or an option to buy stock on a profit-sharing basis. Where does this money come from — a special printing press I guess. A nice

expense account is very handy also.

"Compare this with an average dealer who works 60 hours a week, he is encouraged to run special promotions on holidays (no time off) three days to a week's vacation a year, and investing his life's savings. Yes, I know nobody makes him go into business, but some of the spoils can be divided. What's wrong with a trip or trips being added to the price for the benefit of the dealer!

"I am not talking about factory trips either. Who ever saw a distributor or manufacturer visit a dealer's store and call it a vacation?

"Where can a dealer get a stock option with a profit sharing plan? How can he share some spoils if

conditions force him to close (no severance pay.)

"So I say let's have trips. Let's have volume participation. Let's make the appliance business something to be proud of and not hang our heads in shame when we are called appliance dealers. Let's make the appliance business a business worth being in." ■

### Admiral Distributors Win "Golden Skillet" Awards

The first Admiral "Golden Skillet" awards for outstanding sales achievement were presented to Capital Radio & Television Co., Nashville, Tenn.; Max Pasley, Inc., Sioux Falls, S. D.; Cunningham Distributors,



"GOLDEN SKILLET" award from Admiral for outstanding performance in electric range sales is received by Edward Eskind (right), treasurer, Capital Radio & Television Co., Nashville, Tenn. Award was presented by Richard C. Walker, sales manager, range division.

Albuquerque, N. M.; Hennigh's, Inc., Wichita, Kan.; and Seaport Appliance, Inc., Portland, Ore.

Richard C. Walker, sales manager of the range division of Admiral Corp., said the distributors qualified on the basis of achieving the best share of the electric range market.

Presentation of awards was made at Admiral's recent distributor meeting at the Edgewater Beach in Chicago.

### National Wiring Bureau Ends Activities At End Of '65

The National Wiring Bureau will be dissolved and its operations terminated on December 31, 1965 by mutual consent of its five sponsor associations, according to an announcement by the executive committee in a statement issued on October 1.

Analyses by the sponsor associations led to the conclusion that termination of the 28-year-old wiring promotional agency is logical, because "the purposes for which the National Wiring Bureau was organized have largely been achieved."

The NWB executive committee also announced that the registered certification mark "Adequate Wiring-Certified," will be assigned to the National Electrical Mfrs. Ass'n, which has offered to assume responsibility for continued protection of the mark and for continued availability of wiring certification materials.

**WESTCLOX**  
Electric and No-Cord  
**DECORATOR CLOCKS**

**NEW COUNTER TOP**  
**Money Tree!**

This permanent clock merchandiser sells 16 No-Cord and electric wall clocks in just a two-foot square!

**WESTCLOX**  
**DECORATOR CLOCKS**  
New No-Cord and Electric

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



## Smokeless broilers . . .

(Continued from pages 37 and 38)

Shaffer points out that "the traditional concepts of cooking have changed. Women no longer spend most of their time in the kitchen, preparing elaborate meals from 'scratch.' They are interested in foods that are convenient to prepare—and cooking methods that are convenient to use. The smokeless broiler also appeals to the family's enjoyment of cooking on an open fire, but it permits these cook-

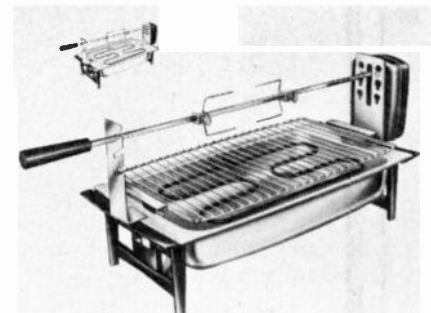
outs right in the kitchen."

But too few housewives are aware of the benefits of smokeless broilers, according to Troy of Troy Industries, Inc. "To date there has been much too little exposed to the public on this so valuable and practical a product. The exposure to the public in particular has been most insignificant and has been carried essentially by one producer only to any degree. Those editors of periodicals directly distributed to the public have been sorely amiss in their efforts of new product disclosures."

It's a sad commentary, Troy feels, "that our industry acts as in-

dependent individuals rather than as a concerted voice for the combined effort that might be most effective where programming for editorial comment would be of significance."

Though he sees an "increasing trend" in sales, Troy points out that "possibly the greatest deterrent to the sale of the unit is its storability. In order that a unit have sufficiency for broiling sizable portions at one time, it must of necessity be large. The already crowded storage areas in the home, particularly for the electrics, is a strong deterrent to its ultimate purchase by the consumer. Until such time as sales trends for



Manning-Bowman Model 40517

**MANNING-BOWMAN** Stainless steel pan and black Bakelite end panels are features of buffet broiler rotisserie, Model 40517, by Manning-Bowman. Grill is chrome plated. Heat-resistant handles and feet are said not to mar table tops. Unit operates on 120 volts, 50-60 cycle, AC only, 1615 watts. Shipping weight is 6½ lbs. Bersted Mfg. Div., McGraw-Edison Co., Boonville, Mo.

As you can see,  
it's easy  
to demonstrate  
how unshakeable  
a Blackstone  
really is.



That's why it's easy to sell.

You can't shake up a Blackstone washer.

But it's fun to try.

Especially in front of a crowd of prospects, when you drop a fat telephone book into the stainless steel tub, and you flip on the exclusive Gyro-Balance spin action.

Everybody expects the machine to

wobble, thump, bump and come to a screeching halt.

But a Blackstone goes right on spinning under any conditions (Gyro-Balance, remember?). It goes right on making an overwhelming impression on your prospects.

So you've got an exclusive feature to sell, and wait till you hear about Black-

stone's protected-territory plan, neighborhood promotion plan, and premium plan (like the 98¢ gyroscope you sell to Mom for 19¢ when she catches the Blackstone show in your store).

No, you can't shake a Blackstone. But Blackstone sure is shaking the industry. Call us today on the first real exclusive since automatics.

the product exhibit a more vertical graph line, there will be little invested in engineering for more practical designs."

Something new in the offing—or, as President Sado of Marlun Mfg. Co. says, "presently in the embryonic stage"—"is a portable micro-wave oven, which we hope to retail under \$350."

"Looking into the future," says Shaffer of Dominion, "we see great opportunity for increased broiler sales. These products have low saturation now, but may soon join toasters, irons and coffeemakers as 'bread-and-butter' items in the appliance business." ■

### Brand Names Offers Tips On Scoring Of Competition

The 18th annual Brand Name Retailer-Of-The-Year Awards competition is now officially underway, and the field is wide open for entries in every category. Here are some tips on how dealers can prepare and strengthen brand selling activities.

Two things are important. A continuous strong program of promoting and selling manufacturers' brands, and ability to document your activities with such evidence as tear sheets, radio & TV scripts, expansion plans, memos, sales training bulletins, and photos of all displays. All programs should relate to the following scoring procedures of the retail judging panel. Scoring is as follows:

**40 points:** Your effectiveness in making clear to the customers your basic policy of supplying responsible manufacturers' advertised brands of the products you carry, and the reasons for that policy.

**25 points:** Your effectiveness in educating sales personnel by giving them all the facts on manufacturers' brands, and showing them the benefits of stressing brand names.

**25 points:** Your effectiveness in using and coordinating all available local media in presenting your brand story.

**10 points:** The organization and completeness of content of the final presentation book.

Retailers interested in participating in the competition should write to: *Retailer-Of-The-Year, Brand Names Foundation, Inc., 292 Madison Ave., New York, N. Y. 10017.*



**BLACKSTONE  
CORPORATION**

1111 Allen Street  
Jamestown, New York



# One thing you know about us: we'll never make it big.

## 2F-23W



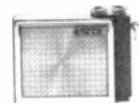
In fact, we haven't grown an inch. For instance, take our palm-size FM/AM radio, the 2F-23W. It's smaller than a pack of king-size cigarettes. But it gets all the big sounds on AM or FM. Like Bach's Prelude and Fugue in C Minor. Then when Bach turns you off, you turn him off. And switch to some serious rock and roll. The sound is so clear, you can almost understand the words.

## 2FA-24W

Then there's the 2FA-24W. It swings on FM only. It's small enough to fit into a pocket. But it tunes in automatically, just like the radio in your car. Just press the button and it zips to the next station. Press it in halfway, and it swings across the dial until you stop it. Then it locks in on the signal. So it's free from drift. For hi-fi nuts, we added a fine tuning control.



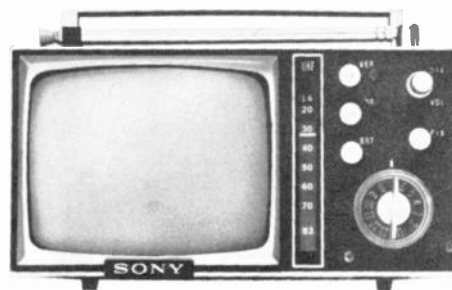
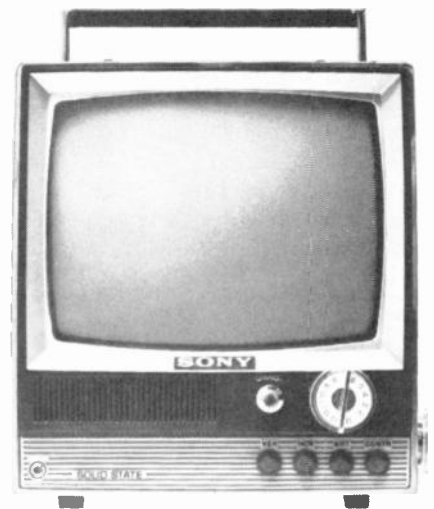
## IR-81



The IR-81 is our smallest wonder. It pulls in AM only. But it's about as big as grandpa's pocket watch. And just as sensitive. Because we squeezed 8 transistors and a thermistor into that tiny space. (Incidentally, the little gem comes nestling in its own gift box.) It can even be hooked onto a watch chain and hidden in your vest. It sounds just like a musical watch pocket.

## TV 9-51UW

Even our big wonder is getting smaller. We just knocked two pounds off the 9-inch Sony (TV9-51UW). And we even made the price easier to take. But we didn't sacrifice a thing. It's all solid state. With new Stable Epitaxial Passivated transistors. It brings the words and pictures in so clearly that you'd swear it was a big big set.

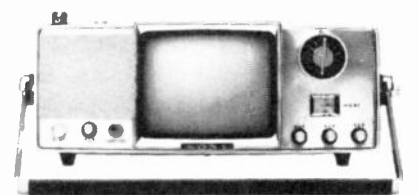


## TV 5-307UW

We've taken still more of a load off you. The price of our tummy television, the 5-inch Micro TV (TV 5-307UW), has been reduced. And we've made more of them. So there won't be an empty tummy left in town.

## TV 4-204UW

Our 4 inch walkie-watchie (TV4-204UW) now recharges overnight or while it's playing on AC. And it's equipped to pick up stations some sets don't even know about.



**SONY®**  
580 5th Ave. New York, N.Y.



# SALES PORTFOLIO for 1965

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

## Radio Spots From Store Gross \$48,000 For Dealer

**22** A three-day radio spot campaign conducted from the sales floor of Burnham's, Inc., Buffalo, N. Y., is credited with helping the organization move \$48,000 worth of merchandise.

Dealer John Burnham delivered the commercials himself from the sales floor, using a supercharged "barker" type of delivery. The promotion involved multiple use of radio stations. Cost of the "spots" came to \$3200.

The store went on the air on three different stations during the promotion, two times an hour on each station.

Dealer Burnham breaks the advertising cost down further: \$13.30 per transaction, before "co-op."

## Inexpensive Platform Aids Color TV Display

**23** Gaynes Department Store, Burlington, Vt., had a problem with its color TV display in that the overhead fluorescent light fixtures gave off much too much light to allow the color TV to show to best advantage.

So the store built a simple wooden platform about 5 feet deep and 12 feet long, and suspended it from the wall with chains (the color TV display is along the wall).

This procedure alone made the area under the platform considerably darker than it was before. But the store went a step further by hanging a length of cloth, about 18 inches deep, the length of the platform, thus making the area underneath still darker (and at the same time dressing up the platform.)

So the platform wouldn't look like a simple roof over the color TV display, the store set portable TV receivers and manufacturers' point-of-sale material on it.

## New Warranty Promotion Sells 31 Automatic Washers

**24** Capitalizing on a new two-year service warranty on automatic washers instituted by Norge, Lord's Furniture and Appliance Co., Saginaw, Mich., staged a three-day promotion.

The store broke with several TV commercials (It uses TV regularly), one full-page ad in the local newspaper, and followed up with a one-

half page ad. Also, large signs were placed in the store's display windows. No giveaways or prizes were used.

In addition to the 31 washers which were sold, the store moved a number of dryers and combinations. Co-owner Seymour Barton says the carry-over effect of the promotion was "excellent."

## Why Are Those Beans On The Dishwasher?

**25** If it's pretty hard for anyone coming into Snook Bros. store in Charlotte, N. C., to miss those plates of beans on the

dishwasher, it's probably even harder for him not to ask what they're there for.

They are there, you'll be told if you ask, to show how good a job the dishwasher does.

But the sales story has nothing to do with getting beans off a plate. There are four plates on the machine. One is empty, one is full of beans, another is about a third less full, and the last one has three or four beans on it.

The beans represent bacteria: the full plate represents the amount of bacteria on a hand-washed plate. The plate that is a little less full of beans represents a restaurant-washed plate,

and the plate with only three or four beans represents a plate washed in the automatic dishwasher (the empty plate represents the ideal). The whole thing is, of course, an inexpensive and clever plan to give the store an opening to pitch the sanitation angle of automatic dishwashers.

## Musicians Draw Traffic To New Store Opening

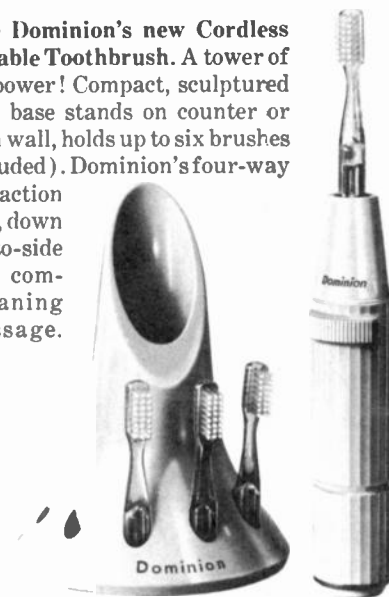
**26** Guest appearances by three major recording artists brought harmony (and floor traffic) to a grand opening pro-

# Read These Nine Sure

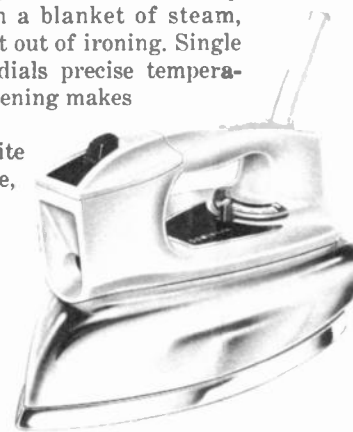


**Feature Dominion Hair Dryers**, like this stunning Model 1840 with textured tapestry on the luxurious case, fast-drying bonnet and hair dryer itself. Only one of the industry's most complete, most glamorous line. All Very Rich.

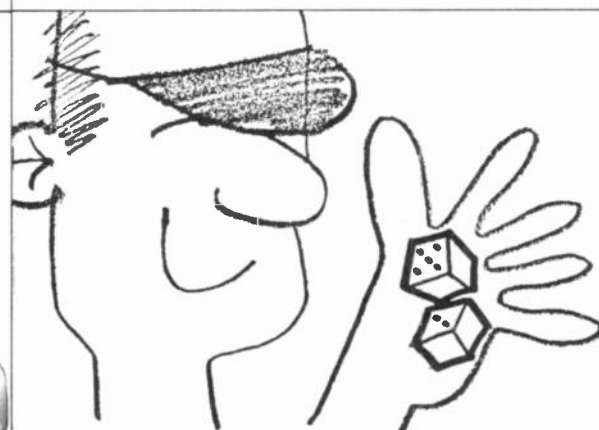
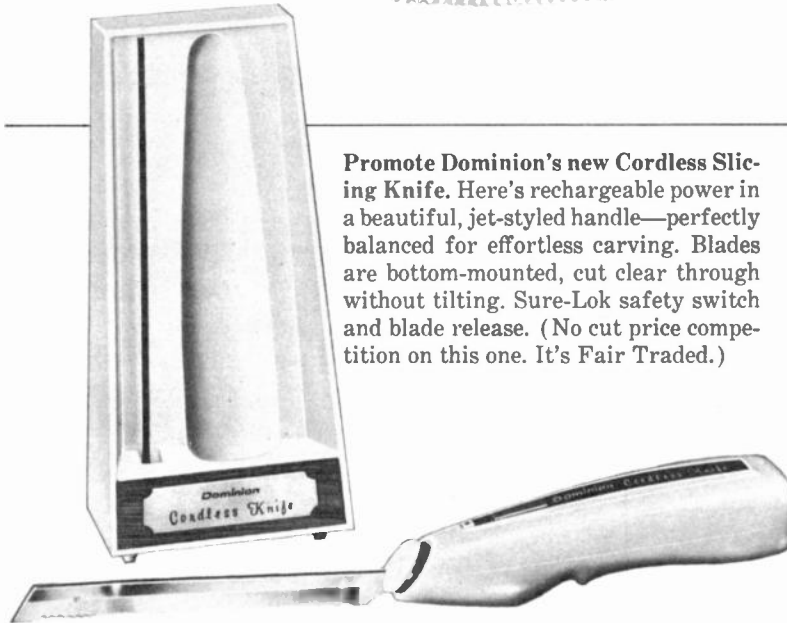
**Advertise Dominion's new Cordless Rechargeable Toothbrush.** A tower of cleaning power! Compact, sculptured recharger base stands on counter or mounts on wall, holds up to six brushes (four included). Dominion's four-way brushing action scrubs up, down and side-to-side for more complete cleaning and massage.



**Sell Dominion's new Automatic Steam and Dry Iron.** It whisks away wrinkles with a blanket of steam, takes the effort out of ironing. Single lever control dials precise temperature. Large opening makes it easy to fill. Handsome white form-fit handle, floating cord.



**Promote Dominion's new Cordless Slicing Knife.** Here's rechargeable power in a beautiful, jet-styled handle—perfectly balanced for effortless carving. Blades are bottom-mounted, cut clear through without tilting. Sure-Lok safety switch and blade release. (No cut price competition on this one. It's Fair Traded.)



**Set up a crap table in your basement.** Invite all your neighbors who don't work for the government.



motion at John Dixon Radio & TV, Macon, Ga. The three-day event ran from Thursday to Saturday.

Dealer John Dixon noted that although it was difficult to trace immediate sales to the entertainment, "the event accomplished its purpose of getting the people into the store so that they will be familiar with what we sell."

The store sells no white goods at all, concentrating on brown goods and records.

The 13 cent checks were later placed in a hat for a drawing. Wives watched as a wheel with the printed amounts of \$1.30, \$3.10 and \$13 spun around. Six women were among

the winners. Each received a check—the amount depending upon where the wheel stopped.

Then, Rowlands pointed to a \$2500 Ford "Econ-O-Line" truck outside the showroom and said, "This is the grand prize for our 'Lucky 13' contest." Prominently displayed inside the truck was a three-ton Amana central air conditioning unit. Other prizes offered were Amana freezers and refrigerator-freezer combinations. Rowlands topped off the gathering by serving the group food imported from the Amana colonies in Amana, Ia.

A total of 25 dealers qualified for participation in the contest. Awards

were presented on the basis of achievement over quota.

### His Diversification Is In The Cards

**27** "The gross is great (50 per cent), the dollars are small, but most important of all, the traffic it generates is enormous."

Dealer Bob Kelly, Dania, Fla., is talking about the greeting card business into which he has diversified.

Kelly's small store and service shop are located in a strip shopping center along the highway. The center gets a good amount of traffic,

he says, but in the past, most of it would walk right by his store.

The Florida dealer hit on the idea of carrying greeting cards when he noticed there was no outlet in the neighborhood that had them. He suspected his location would be a good one for this type of goods, and subsequent events have proved him right. "Walk-by traffic," says Kelly, "is a must for greeting cards. You could never do it off some place by yourself." Kelly now devotes about half of his floor space to the cards.

A dealer needs about a \$1,000 investment to get into the card business correctly, Kelly says. His supplier (Hallmark) arranges for financing on display fixtures. There are no floor-planning and no buy-backs, Kelly says—but then there are no service headaches either.

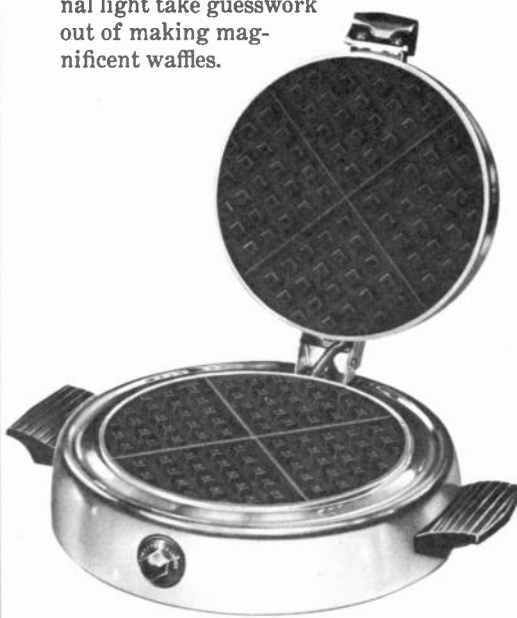
# Ways To Get Rich. Quick!

(Another Public Service From Dominion)

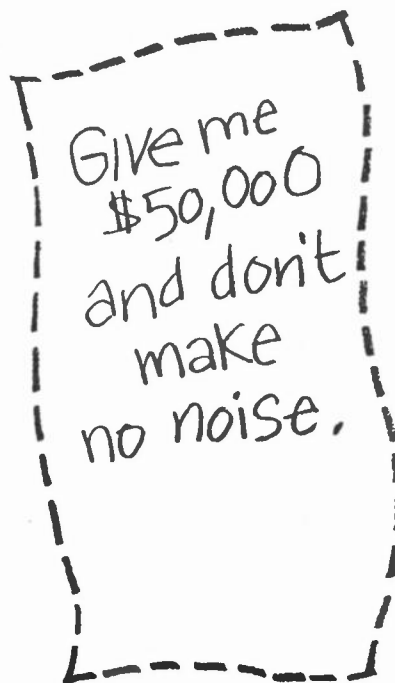
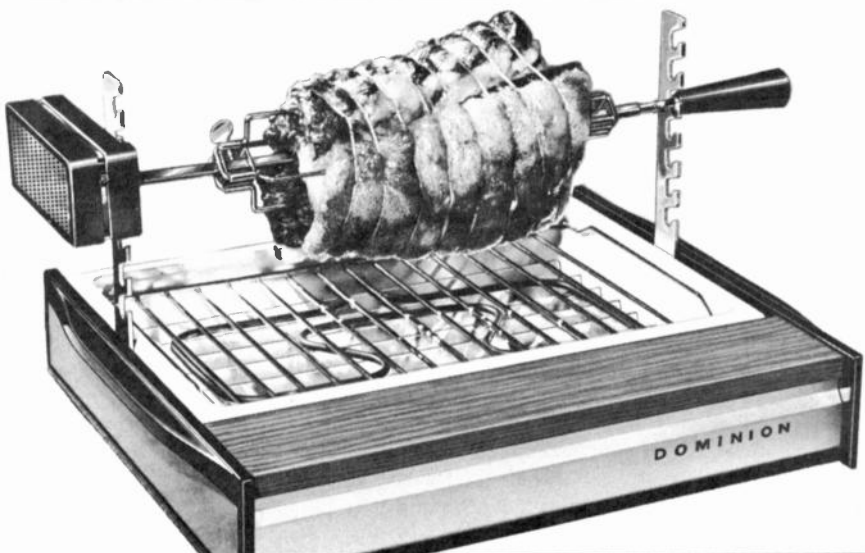
Push Dominion's new Personal Portable Manicure Set. Completely new concept in manicuring puts beauty at her fingertips. Slim, trim power handle on a ten-foot coiled cord eliminates the old-fashioned "power cable." Luxurious, plush-lined leatherette case holds everything including five-piece manicure set.



Stock Dominion's Teflon-coated Automatic Waffle Iron. This is the waffle iron that sells like hot cakes! Teflon-coated surfaces keep batter from sticking, make cleanup a snap. Fingertip temperature control and jewel signal light take guesswork out of making magnificent waffles.



Display Dominion's Smokeless Rotisserie/Broiler. Captures the flavor of outdoor cooking with no muss or fuss. Magic Mirror tray drains grease away so it can't smoke or spatter. Built-in cutting board hides accessory compartment. It's completely self-storing. Four-skewer kebab at no extra cost.



Clip out this note and give it to a bank teller. Save the money he gives you. It may have to last twenty years.

### Remodeling Sale Clears Shelves, Maintains Image

**28** To clear out some odds and ends and at the same time help maintain its image as a bargain center, Ace Appliance Co., Memphis, Tenn., held a remodeling sale.

The store used newspaper ads containing multiple listings with real values, according to Dealer Lou Gatlin, Jr. The ads stressed a sense of urgency which Gatlin says is important in this type of promotion. Cost of the ads was around \$1,800, half of which was co-oped. The store also spent \$45 for banners.

The event moved a total of 42 major appliances. Furthermore, says Dealer Gatlin, it had beneficial after effects in that customers remembered the sale long after it was over.

### Stereo Consoles Used As Outside Salesmen

**29** The Good Housekeeping Shop, Charlotte, N. C., is located in a shopping center where there is a lot of walk-by traffic.

Dealer Frederic Smith takes advantage of this fact by putting out in front of the store a stereo console during business hours. The console is connected, and the sound level is turned loud enough to be heard from a considerable distance.

Smith doesn't put just any stereo set in front of the store. He makes sure to pick a high-end model. Frequently it will be a Motorola with Drexel cabinet. He estimates that this practice causes the sale of at least one stereo set per day in the store.

### Quality Control Facility Is Incorporated In Japan

A new electronic product quality control company incorporated in Japan is the Trans-American Quality Control Co., Inc., wholly owned subsidiary of Trans-American Import/Export Co., Inc.

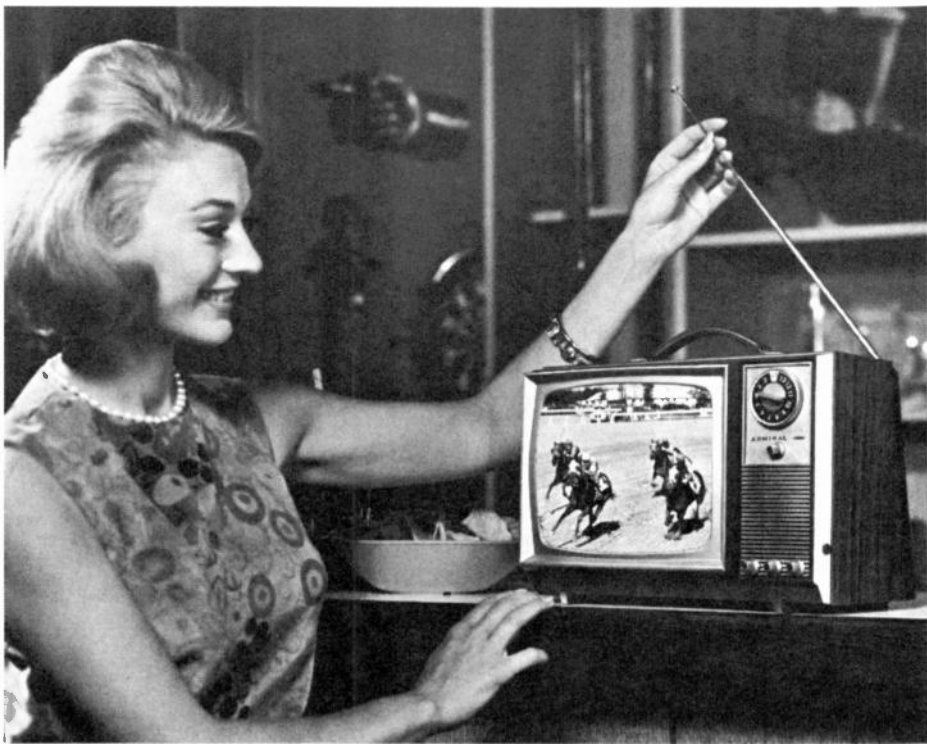
"We have had a quality control function in Japan for some years," said Thomas Kiss, president of TAC, and the expansion of business has made it practical to incorporate it as a separate company.

# DOMINION

DOMINION ELECTRIC CORPORATION, MANSFIELD, OHIO



# NEW products



Admiral "Playmate 9"

**ADMIRAL** The "Playmate 9" is a new 9-in. portable TV which weighs approximately 12 lbs. and measures less than 9 in. high. Unit has steelbond 110-deg. aluminized picture tube and precision wired horizontal chassis engineered to take rough handling. Features include 38-in. telescopic swivel antenna, with provision for connecting external antenna; front-mounted speaker; polarized power plug; built-in listening jack; and provision on back for storage of line cord. Scuff resistant cabinet has molded contour back with louvers for cool operation and a vinyl carrying handle. Series PG910 in black, red, or white is priced \$79.95. Step up model PG927 has deluxe walnut-grained plastic cabinet, at open list. **Admiral Corp., 3800 Cortland St., Chicago, Ill.**



Universal by GE model UB-1

**UNIVERSAL** The new Universal by General Electric line introduces 16 portable appliances and one toothbrush for fall of '65. Line-up includes: three coffeemakers, priced \$13.80, \$15.80, and \$19.80; two toasters, priced \$13.80 and \$19.80; and six irons ranging in price from \$8.80 to \$15.80, with a steam/dry travel iron at \$10.80. Cordless rechargeable toothbrush model UB-1, with power handle, four interchangeable brushes and a recharger wall-stand, is \$15.80. Teflon high dome buffet skillet, model US-2, is \$21.80. Model UG-1, waffle and sandwich grill, is \$18.80. Can opener, model UC-1, is \$11.80. Three-speed portable mixer, model UM-1, is \$10.80. Electric slicing knife, model UK-1, comes in simulated leather presentation case, is priced \$14.80. **Universal Marketing Operation, GE, 1285 Boston Ave., Bridgeport, Conn.**



RCA tilt-down "Relay III"

**RCA** New solid state tape recorder line for 1966 consists of nine models, including both reel-to-reel and cartridge units as well as new module tape decks in walnut bases. Optional prices range from \$49.95 for battery-operated model YGS11 to \$229.95 for model YGG45: the "Score II," a 4-track, 3-speed stereo unit which operates in vertical or horizontal position. The "Relay III," model YGD43, is called the "first tilt-down tape cartridge recorder." Unit features wide-range stereo with detachable speakers plus easy-to-reach controls. It includes the new "sound-plus-sound" feature that permits home recording over another track, providing voice with music recordings or home movie sound tracks. Price, \$199.95. The new line will be backed by a \$1 million advertising campaign. **RCA Sales Corp., 600 N. Sherman Dr., Indianapolis, Ind.**



GE model SM-501-B

**GENERAL ELECTRIC** A cherry wood carving board top handy for cutting vegetables, carving meats or slicing bread and cheese is the bonus of the 1966 "Mobile Maid" dishwasher, model SM-501-B. Features of the unit include two large racks; "Thoro-Wash" system which gives all dishes multi-level wash action; and the "Silver Shower," a separate washing action for silverware. Unit, which eliminates hand rinsing, scraping, washing and drying dishes, is available in coppertone (shown) or white. **General Electric Co., Louisville, Ky.**



## Get your share . . .

(Continued from page 32)

giving the salesman a chance to pitch major pieces. "We always try to mention two or three specials we have on major appliances whenever we get one of these electric housewares customers," says Kieffer. "I don't think we've ever sold a refrigerator to a lady that came in for a hair dryer, but we can be reasonably sure they'll at least think of us when they're in the market for a major piece."

As to closing at noon on Dec. 24th, Kieffer figures everybody concerned has earned the rest by that time, and anything bought that late stands a better-than-average chance of being returned the next week. ■

### Whirlpool's Sol Goldin Re-Elected IAM President

Sol Goldin, manager of retail marketing for Whirlpool Corp., was elected president of the Institute of Appliance Manufacturers for the second time when the group met last month in Washington. A. B. Ritzenhaller, vice president of the Tappan Co., was named executive vice president. Robert H. Norris, of Dearborn Stove Co., the new secretary, will also serve as 1966 convention chairman. J. L. Moore, Jr., vice president of the Coleman Co., Inc., continues as secretary.



S. Goldin

Other members of the 12-man board of trustees for the IAM are: Earle B. Kaufman, executive vice president, Boston Stove Co.; Walter F. Rogers, president, Crown Stove Works, Inc.; Reeves Brown, president, Hardwick Stove Co.; W. H. Martin, Jr., president, King Stove & Range Co.; S. B. Rymer, Jr., president, Magic Chef, Inc.; Walter G. Ullman, president, Siegler Heater Div., Lear Siegler, Inc.; Robert M. Leach II, chairman of the board, Sunray Stove Co.; and Leonard Raulston, chairman of the board, United States Stove Co.



"No, I can't deliver it in a sleigh dressed like Santa Claus!"

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

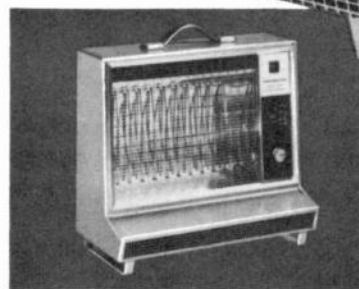


Deluxe Heater Model H921 — 1650 watts

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.

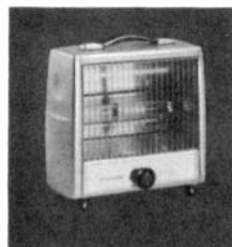
You'll sell *more* heaters this season if you feature nationally-advertised Toastmaster Instant Heat Heaters.



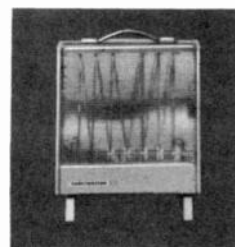
Deluxe Heater—Model H916. Has two push-button heat selector plus on/off button. Automatic 7-position thermostat combines radiant with fan-forced heat. 1500 watts.



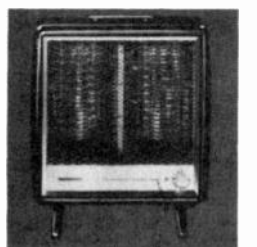
Custom Heater—Model 9A2. Has two Instant Heat heating elements. Automatic thermostat. Available in 1650 or 1320 watts. Combines radiant with fan-forced heat.



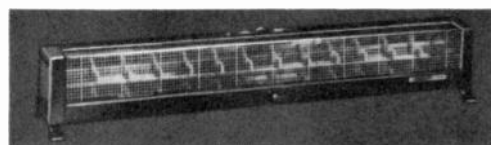
Compact Heater. Model 9B1. World's largest selling heater! Thermostat control. Radiant plus fan-forced heat. 1320 watts.



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® MCGRAW-EDISON

. . . where one good thing leads to another . . .

TOASTERS • COFFEE MAKERS • FRY PANS • BROILERS • WAFFLE IRONS • HAIR DRYERS • IRONS  
MIXERS • BLENDERS • CAN OPENERS • HAIR CLIPPERS • VIBRATORS • SHOE POLISHERS  
POWER TOOLS • FANS • HEATERS • HUMIDIFIERS

Toastmaster Division • McGraw-Edison Company • Elgin, Illinois



## Humidifier sales reaching 400,000 . . .

(Continued from page 28)

independent retailers additional sales points.

"Many consumers are still not aware of the great difference in outdoor and indoor humidity during the colder months. While the humidity outside may vary between 35 and 50 per cent (depending on the temperature), relative indoor humidity may typically be 10 to 15 per cent. With a humidifier, indoor moisture in the air is properly maintained at about 35 per cent.

"Besides being an aid to health and comfort, humidifiers have the ad-

vantage of providing fuel economy in colder months and the preservation of possessions like furniture, upholstery, fabrics, drapes, and rugs."

Meyers reveals that many stores across the country are offering humidifiers to their clientele for free home trials. He feels that this is an excellent sales tool but that the accumulation of moisture does have a certain effect on the unit making it somewhat difficult to sell as new if the customer returns it to the store after it's been in his home for several days.

According to the Air King executive, one of the stock questions most salesmen are asked when they are pitching humidifiers is "is humidity really that necessary in the home?" The best answer to this according to Meyers is to counter with the question, "did your mother have a pan of water on the radiator when you were young?" When the answer to this question is yes, which it usually is, here is an excellent prospect, Meyers believes.

When should dealers sell humidifiers? Meyers feels that they shouldn't wait for the bitter cold but should sell in the fall and early winter months when people are anticipating the frigid winter ahead.

"Dealers should buy humidifiers

during September, October, and November," says Meyers. "It is easier for retailers to buy humidifiers than say air conditioners for example, since a summer can be relatively cool thus creating an overstocked inventory, but winters are always cold and if a dealer does a good job of merchandising humidifiers he should sell all he buys.

"By the time of the first cold wave, the appliance dealer should have units right on the store floor. The consumer is thus motivated to consider home humidification and has a local source, the appliance store in his community, where he can look at the humidifier models. The dealer gets early store traffic when homeowners first turn on their furnaces. The unit is in full view when the buyer comes in."

A large per cent of Air King sales is in the midwest and Canada. Best volume producing states are Minnesota, Wisconsin, the Dakotas, Iowa, Illinois, Indiana, and Michigan.

Meyers reveals that despite the cold winters in the northeastern part of the country, humidifiers have not caught on there as yet and business in this region is minimal.

"Most of the industry's sales are in department stores right now," Meyers asserts. "I strongly feel that the independents are missing out. If they tell the story of humidity, and if they give humidifiers the proper display space they can reap a huge portion of this fast growing and virtually untapped market." ■

*Olympic exclusive*

# 3-AT-ONCE COLOR COMBO

MODEL CK351: 21" Color TV, AM/FM Radio, Stereo Phonograph

records! COLOR TV! radio!

in 3 rooms at once!

Despite its low price, this Olympic gives you full profit, full quality, full features!

- "Family Room Service"... Color TV, Radio, Phonograph... in 3 rooms simultaneously!
- Exclusive Color-On Signal... Automatic Picture Purifier... Power Transformer.
- 4-Speed Stereo Changer, Diamond Stylus.
- Exclusive Sound Control Center commands all speakers.
- Choice of 11 fine furniture cabinets... all favorite stylings... 21", 23" and 25" TV (diag. meas.)... priced to retail profitably from \$549.95.

Call your Olympic distributor now... cash in with Olympic!

**ISI / Olympic**



radios • phonographs • television from the space age laboratories of LEAR SIEGLER, INC. / OLYMPIC RADIO & TELEVISION DIVISION  
LONG ISLAND CITY, N. Y. 11101

### DELIVERIES ARE EASIER - SAFER!

- Ratchet Strap Cincher
- Pedal Release for Wheels
- Wheels Swing Forward for Loading... Backward to Balance the Load
- Rubber Covered Sled Type, All Welded Tubular Steel Frame
- Rubber Wheel for Easy Loading

loaded truck stands by itself!

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

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

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

**EASLOAD**  
APPLIANCE TRUCKS



# Introducing the Tappan-built portable



## Now you can sell the one portable dishwasher that does what it's supposed to.

A dishwasher is supposed to take off *all* the goop, glop and grease. Most dishwashers don't. Ask any housewife.

The new Tappan Reversa-Jet convertible portable gets dishes "dinner party clean" every time. That's because *reversing* spray arms jet water in one direction, then the other. *Both* sides of the dishes are thoroughly washed, just like doing them by hand.

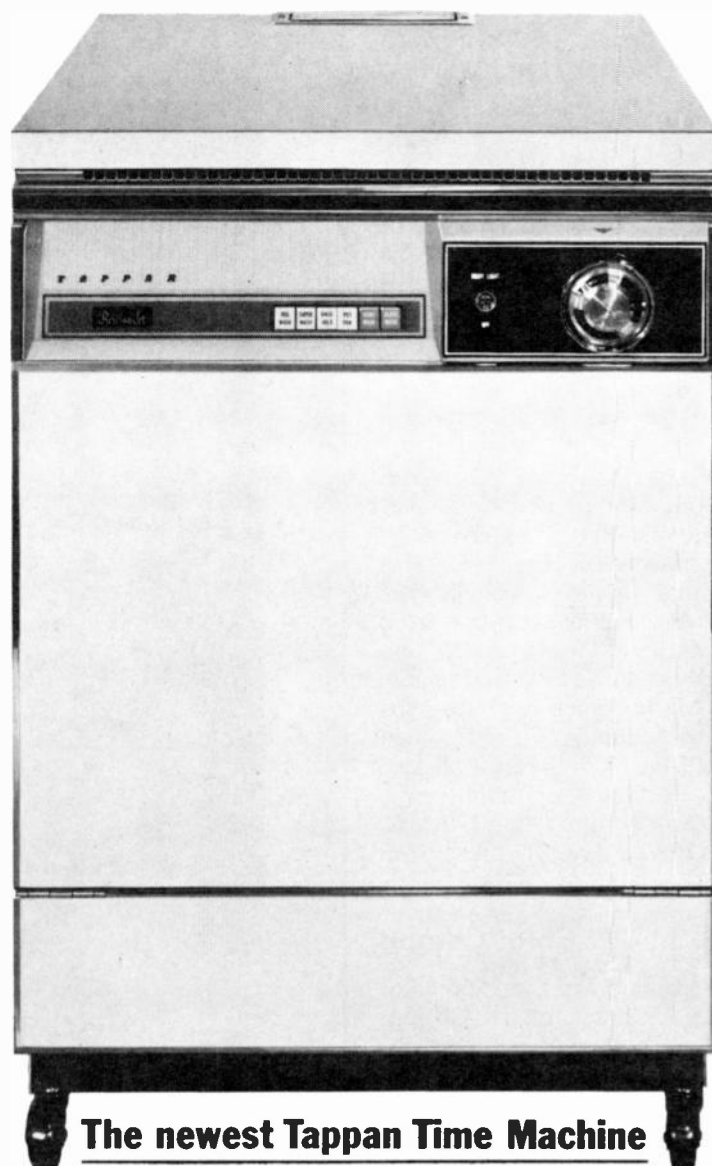
*No other dishwasher on the market can do that, because Reversa-Jet is Tappan-researched, Tappan-engineered, and Tappan-built. And it's proved in four years of successful built-in dishwasher sales.*

Other features: A special double filter that keeps food from re-depositing on dishes. A humidistat that controls the drying cycle, and shuts off when dishes are spotlessly dry. The most powerful pump in the business.

The Tappan Reversa-Jet is a portable dishwasher. But any time the customer remodels or builds a new home, it can be built in. An optional wood trim kit lets her match her new cabinets. (That's why we call it the *convertible* portable.)

If you haven't been astounded by anything lately, let us spice up your day with a "Wash-Off" demonstration. We'll pit the Tappan Reversa-Jet against any dishwasher you're selling now, and let *you* be the judge. (Don't you admire our quiet confidence?) Send in the coupon below and we'll be glad to show you why you should handle the new Tappan Reversa-Jet Convertible Portable Dishwasher. And why it's so easy to sell.

Your customers will be seeing ads about the new Reversa-Jet in LIFE, LADIES HOME JOURNAL, and BETTER HOMES AND GARDENS this fall. Lots of the old pre-sell, you know.



**The newest Tappan Time Machine**

Okay, astound me with a "wash-off" demonstration

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

# TAPPAN

## APPLIANCES

THE TAPPAN COMPANY, MANSFIELD, OHIO • TAPPAN-GURNEY, LTD., MONTREAL



# NEW products

## O'KEEFE & MERRITT Range

Removable Teflon-coated oven liners and a Provincial finish are features of the new 1966 "Contempo III," a 36-in. eye-level gas range with two ovens, two broilers, and a built-in griddle. The new liners are in the upper oven. The new Provincial finish is an off-white, shaded to a warm beige around the edges, with gold trim outlining the doors and back panel.

The free-standing unit is designed to fit flush against the wall, and chrome side trim assures a new, flush fit on either side if it's placed between cabinets. The 21-in.-wide eye-level oven and the 20-in.-deep lower oven have double view glass

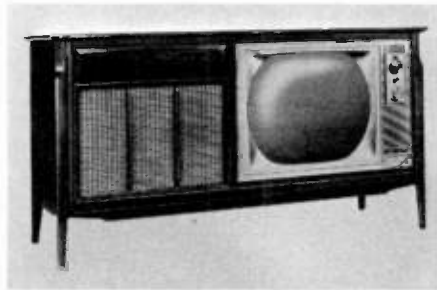


O'Keefe & Merritt "Contempo III"

doors. New controls are on the recessed chrome front panel. A new waist-high "Bar-B-Q" broiler can be adjusted to several positions. This deluxe unit, model 74-6566, has "Star Jet" burners made of cast iron; one burner has "Pan-O-Matic" feature which makes any pan automatic. "Hold-O-Matic" clock operates either oven. The unit, 67-3/4 in. high and serviceable from the front, is also available in white or coppertone. O'Keefe & Merritt Co., 3700 E. Olympic Blvd., Los Angeles, Cal.

## OLYMPIC Color Combo

Twentieth model in the 1966 color line is the "Austin," model CK353, a new 21-in. color TV-radio-phonograph combination with a six-speaker sound system and the "3-at-once" feature, which allows user to play the



Olympic "Austin"

graph combination with a six-speaker sound system and the "3-at-once" feature, which allows user to play the

TV, radio, and phonograph simultaneously in different rooms.

Unit's all-channel color TV features an automatic color purifier, "Safe-T-Bond" picture tube with etched reflection-free face, power transformer chassis and a new "Color-On" indicator light which automatically tells viewer when program being watched in b&w is being broadcast in color.

The 20-watt AM/FM-FM stereo

radio has solid state AFC, stereo signal light, dual loudness controls, separate bass and treble controls. The 11-in. automatic 4-speed stereo phonograph has low mass tubular arm, diamond stylus, automatic shut-off and featherweight cartridge. Unit is available in mahogany or walnut finish. Olympic Radio & TV Div., Lear Siegler, Inc., 34-01 38th Ave., Long Island City, N. Y.



Kenwood "Chef"

## KENWOOD Electric Mixer

From England comes a new electric food mixer, the "Chef," called the "world's most versatile food preparing machine." Unit features

"planetary mixing": as the beaters rotate, the axis revolves too, bringing the spinning beater against the sides of the bowl.



# CHEVY'S BUILT FOR

## NEW HEAVYWEIGHTS UP TO 65,000 LBS. GCW!

The all-new Series 70000 and 80000 models are here—the biggest Chevies ever built, out to do the biggest jobs any Chevrolet trucks have ever done! They're ready to put famous Chevrolet truck economy to work on tough highway hauls; ready to start cutting costs with new V6 gasoline engines up to 478 cubic inches, new V6 and V8 diesels as big as 637 cubic inches, a new 92" cab that's the best yet for working efficiency, new higher capacity frames and axles and a high 65,000-lb. GCW. These new Chevies highlight a longer, stronger heavy-duty lineup that includes 93 new models for '66—'93 great new ways to reduce your overhead. Chevy's built for bigger things, from new city-size diesels to mighty giants of the open highway!



Of white enamel with plastic trim in blue, unit measures (with bowl) 15 in. long x 10½ in. wide x 12 in. high. Height, with liquidizer, is 21½ in. The splash-proof bowl is double-lipped for easy pouring; beaters slide in and lock in one movement, release as quickly; attachments "click in — click out" at front of unit; pushbutton raises mixer head. The 110-130 or 200-240-volt a-c unit has a double-insulated 450-watt motor. "Chef" comes with blender, dough hook, beater, whisk, spatula, glass bowl, and recipe book. Price, \$129.95. Carries 12-mos. guarantee on labor and parts.

Attachments available for the "Chef" include: liquidiser, mincer,

potato peeler, slicer and shredder, can opener, bean slicer and pea huller, colander and sieve, juice extractor, coffee mill, and juice separator. *A. Adler Corp., 222 W. 34th St., New York, N. Y. 10001.*

### GE "Dutch" Skillet

Model C-129T is a "Dutch" skillet (5-qt. liquid capacity) with square buffet styling in a bright aluminum finish; interior of skillet is Teflon-coated, biscuit brown in color. The all plastic trim, including probe control, is of brown phenolic, and the 6-ft. cordset is brown. Base handles can be rotated 90 deg. so that one handle will be on same side as probe



GE model CT-129T

in order to make probe removal easier. Unit also features tilt-top three-position lid with two adjust-

able steam vents and a cooking chart on handle.

The probe with signal light and temperature control ranging from 150-400 deg. is removable, so skillet can be completely immersed. Unit comes with a baking-roasting trevot as well as a nylon spatula and spoon with a fact card that serves as holder for the spatula and spoon. Price \$32.98. *General Electric Co., 1285 Boston Ave., Bridgeport, Conn.*

### GUILD AM/FM Radio

Called "Buttons 'n Bows," model 6509 is an AM/FM table radio: an authentic replica of an original rare antique 18th century heirloom sewing chest from Spain. Unit features seven tubes, dual five-in. speakers; cabinet, 14 in. wide x 13½ in. high x 9 in. deep, is of solid sugar pine in a rich hand-finished patina.

The red, blue, and gold delicate



decorative designs on the cabinet are exact replicas of the inlaid marquetry on the original sewing chest. Four knobs on the multi-color control panel are replicas of thimbles and thread spools. AM and FM frequencies stretch across a yellow tape measure. A hinged door covers the control panel. *Guild Radio & Television Corp., 460 N. Eucalyptus Ave., Inglewood, Cal. 90302.*

### KING Snack Center

"Refresh-erator" model K48T is a complete refreshment center, decorator designed in the tradition of fine furniture. It comes in both Contemporary or Traditional styling, nine decorator colors plus three rich-tone wood finishes. Unit features: one-piece stainless steel counter top



King model K48T

with large sink and two-burner range; 5-cu.-ft. refrigerator with magnetic door seal; 5-cu.-ft. storage area; counter-balanced top cover with fingertip lift; single lock and key closes all compartments; counter light; appliance outlet; and all-steel cabinet. *King Refrigerator Corp., 76-02 Woodhaven Blvd., Glendale, N. Y.*



### NEW LIGHT-DUTY WORKPOWER!

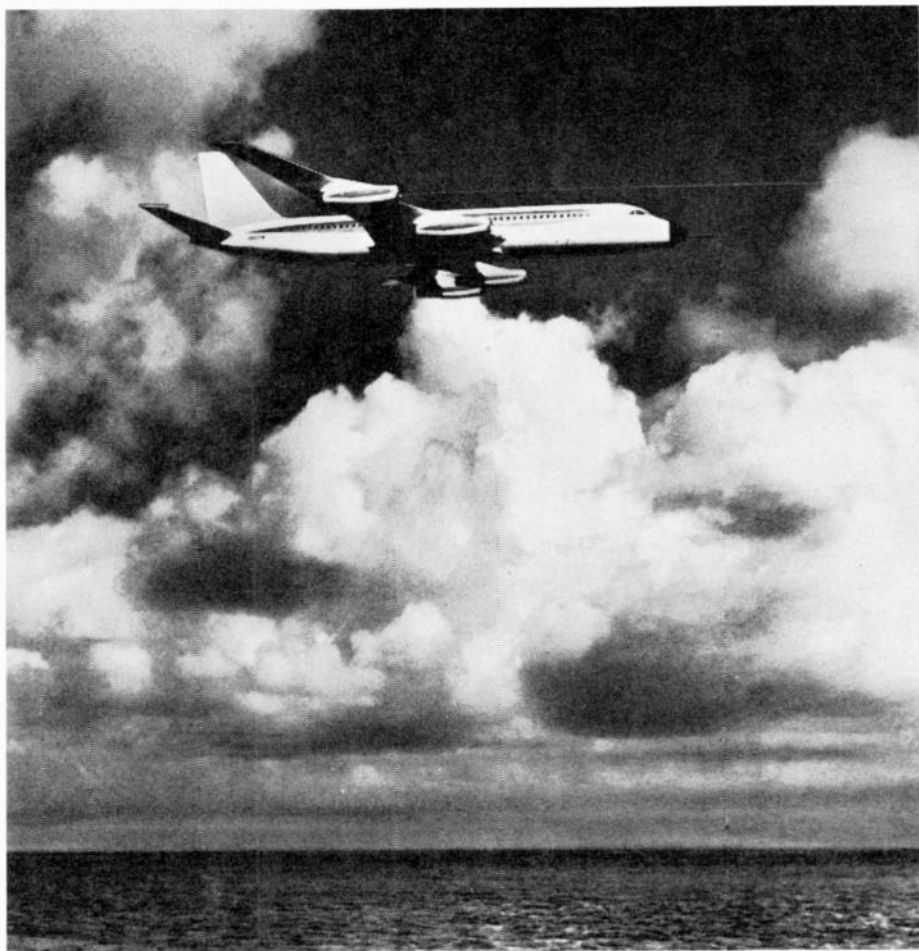
The most widely used of all truck engines—the famous Chevy light-duty Six—is built for bigger things in '66 with a big new 250-cubic-inch design that offers even more efficiency with a score of new and improved components. It's the standard power plant in most Chevrolet light-duty trucks. Also, users of ½-ton models can now specify a big 327-cubic-inch V8—the most powerful engine ever offered in a Chevy ½-tonner. Chevrolet light-duty workpower is better than ever for '66—and your choice of trucks has never been wider. Pick from 18 pickup models and the industry's broadest selection of covered delivery models. See them now, at your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit, Michigan.



**NEW '66 WORKPOWER TRUCKS!**



# Norge dealers take big trips



**(so can you)**

Don't get carried away with your fall plans 'til you see your Norge Distributor's Open House (Oct. 10-17). Big news on far-out trips, great new products, traffic-pulling promotions... you name it!

**NORGE**

home appliances **BORG WARNER**

## 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		464	85	816	672	1767	1483	1302
City Public Service Board (San Antonio) 375,985	2386	241	147	443	586	1544	2134	1399
Dallas Power & Light 265,420	2366	479	952	512	1164	2589	3870	1518
Dayton Power & Light 269,292	1614	665	162	775	607	1750	3404	1578
El Paso Electric 94,849		90	165	188	163	721	1251	
Florida Power Corp. (St. Petersburg) 2048		425	329	435	2474	2815	3105	1937
Electric Power Board (Chattanooga) 77,899	987	390	76	403	457	713	1117	835
Fla. Power & Light Co. (Miami) 769,492	8519	1135	1646	931	4087	5902	8447	4196
Idaho Power (Boise) 116,000		217	177	341	471	263		614
Jersey Central Power (Morristown) † 381,492	3687	798	719	646	821	3168	4352	2994
Kentucky Utilities Co. (Lexington) 1708		292	153	1540	1173	2264	2363	1749
Metropolitan Edison (Reading, Pa.) 240,069	1756	461	168	450	808	1859	2010	1748
Nashville Electric Serv. 136,000		2131		520	701	1092		
New Orleans Public Serv. 326,859	2642	227	276	792	166	2406	36341	2081
N.Y. State Elec. & Gas (Ithaca) 526,356	1193	1027	657	1215	1245	3211		3168
Omaha Public Power 1591		503	109	299	377	927	1047	1015
Pacific Gas & Elec. Co. (San Francisco) 3043		7558	6487	4132	14811	16390	21618	13056
Public Serv. Co. of N.M. (Albuquerque) 101,117		188	150	283	190	780	722	553
Southwestern Elec. Power (Shreveport, La.) 190,338	5131	261	356	1662	507	2469	2248	1693
Union Electric (St. Louis, Mo.) 568,666	4848	539	652	875	1185	4511	9228	3058
West Penn Power Co. (Greensburg, Pa.) 360,000	840	916	238	820	1125	2183	2587	2316
<b>July compared with June report</b>	<b>+13%</b>	<b>+15%</b>	<b>-2%</b>	<b>+26%</b>	<b>-3%</b>	<b>+9%</b>	<b>+39%</b>	<b>-6%</b>
*Includes Built-Ins ✓ Residential Meters				**Includes Stereo			†Includes N. J. Power & Light	

*vacation fun*  
**BEGINS HERE**

For the most fun from your budget come to the beautiful Coronado, where the friendly and refined atmosphere will make your vacation the nicest ever — Located in the Surfside area near churches and all activities — Private secluded beach and cabana area directly on the ocean — Full activity schedule Write for retails.

Ed Collins  
**Coronado**  
OCEANFRONT at 87th TERRACE  
**MIAMI BEACH**



**Reader's Digest**  
35¢

**How Reader's Digest increased sales 182% for West Bend's "Party Perk"**

"Consumer demand for our 'Party Perk' coffee maker had begun to level off back in 1961," says R. O. Lockman, V. P.-Marketing of The West Bend Company, a leading housewares manufacturer. "That was the year Reader's Digest inaugurated its detachable Christmas Gift section. So we ran a fractional color page advertising the 'Party Perk.' Sales really took off. Our Christmas volume of this item ran 40% ahead of the previous season.

"The next year we doubled our Christmas investment in The Digest, and have continued to advertise in your Christmas Gift section each year since with a 4-color page—always giving the 'Party Perk' strong display. By last year, sales had risen 182% over the pre-Digest level, thanks in large measure to the Digest's very wide circulation and its effective merchandising influence."

*People have faith in Reader's Digest. 15½ million U.S. families (26 million world-wide) buy each issue.*



## "Reactionary" in the "jungle" . . .

(Continued from page 45)

Since their introduction in the New York market, the acetates have been adopted in at least 12 other Hotpoint districts.

Hotpoint-New York has also produced similar "story" acetates for the fronts of both free standing and eye-level ranges as well as for automatic washers and dishwashers.

But even an attractively-presented printed message does not have the impact of a voice message and

Koppert, just about now, is making available to his retailers refrigerators equipped with an "Audio-Mite," a miniature device that gives the shopper a message about the unit when she opens the door.

The message units will also be made available for Hotpoint's new dishwashers and other new products as they come on the market. Here's the proposed message for the dishwasher:

"Welcome, fellow dishwasher. Why don't you retire and let me do all your dishes? Like all Hotpoints, I can do up to 15 place settings . . . pots and pans . . . without getting tired. We're built to last, with all-porcelain tubs that won't chip or puncture. And, try these random loading racks . . . easy to load and unload.

"All Hotpoints are priced right — and you can choose from convertibles, portables, and built-ins! See a salesman and see 'em all.

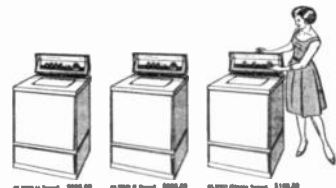
"Nice talkin' to you."

One of Koppert's most recent reactions, incidentally, has been to the impediment to built-in dishwasher sales created by cost of installation.

Recently Hotpoint has been advertising in the New York market that for a limited time it will install a built-in dishwasher at no extra cost. Ads note that this offer applies where no plumbing or electrical extras are required.

For competitive reasons Koppert is reluctant to talk about how the details of this offer were worked out.

## ONLY HOTPOINT DEALERS SELL 16 POUND ALL-PORCELAIN WASHERS



## BECAUSE ONLY HOTPOINT MAKES 16 POUND ALL-PORCELAIN WASHERS!

(And you can own one for just \$100)

**Hotpoint**  
first with the features women want most

SERIES OF "ONLY" newspaper ads, promoting manufacturer's exclusive features offers dealer opportunity to be listed for small cost. Some dealers follow up with individual store ads.

He does note that it took five of his men almost six weeks to work out the details.

Hotpoint's entire line, like those of some other manufacturers, is merchandised under Fair Trade in the New York market. Fair Trade works well in this market, says Koppert, because there are no trade-in programs.

"Actually," the district manager states, "many of the devices we've given our dealers have been a 'reaction' to merchandising under fair trade."

### Purchase listings

And with the impact of price lessened, Koppert has instituted an advertising campaign that stresses exclusive features. For a small sum dealers have been able to purchase listings in a series of "Only Hotpoint dealers . . ." newspaper ads

The four "only" features that have been promoted in these ads are "refrigerators on wheels," "16-pound all porcelain washers," "90-day replacement guarantee" and "Teflon coated wall ovens."

Dealers have continued to stress these exclusives in individual store ads.

Koppert's biggest coup to date perhaps is "The Great Hotpoint Roll-It Derby." This program has pitted housewife against housewife in a

(Continued on page 73)

# Pick your favorite reason for not selling car radios

Too tough to install and service . . .

**Wrong! Today they're about as easy to sell as any carry-out appliance.**

Motorola has over 6,000 Warranty Stations, fully equipped to take care of installation or maintenance for your customers. All you have to do is sell car radios—as carry-outs—just as you would sell a small appliance.

Don't have the space . . .

**What space? They take up only 8.3 sq. ft.**

That's all it takes to put up a complete Motorola operating display—that lets you demonstrate eight popular Motorola car radio products. Customers can sell themselves, while you're elsewhere in the store.

Cars today come factory-equipped...

**Try again! Almost 40% of all cars leave the factory without radios.**

Automotive News figures show only 61.53% of all cars, in every price and size category, are sold with radios. And even owners of cars that are factory-equipped are prospects for Motorola AM/FM radios, FM tuners, and Vibrasonic Sound Systems.

Not enough profit . . .

**Not so! Car radios are a real sleeper.**

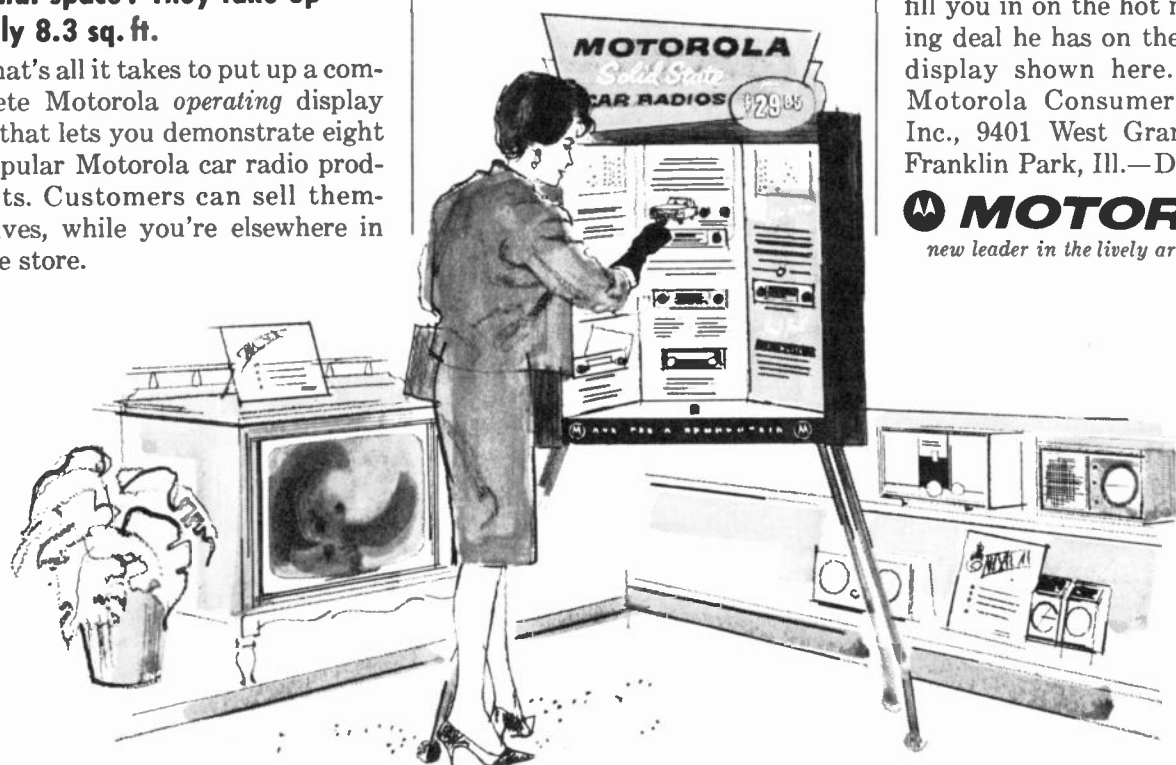
There's an excellent markup on car radios today and good volume, too. And retail prices haven't been footballed, as they have with so many other traffic appliances.

No real information available on them . . .

**Why not ask us?**

Call your Motorola distributor and he'll give you the facts. Also fill you in on the hot merchandising deal he has on the self-selling display shown here. Or write: Motorola Consumer Products, Inc., 9401 West Grand Avenue, Franklin Park, Ill.—Dept. CJG-3.

**MOTOROLA**  
new leader in the lively art of electronics







# Gibson frost\*clear REFRIGERATORS FOR EVERYONE

*An exclusive Frost\*Clear line from 12 to 18 cubic feet.*



**PRICE**—The most efficient Gibson one-and-one system keeps Frost Clear profitable and competitive at all price levels, and way out in front in the new trend setting 17 and 18 cu. ft. models. Today, more than ever, the miracle of frost clear is within the range of every budget.

**CONVENIENCE**—Many customers have yet to discover the work saving wonder of true Frost Clear in both freezer and refrigerator. Add to this the new excitement of easily adjustable cantilever shelves and optional Icemaster, and you'll know why Gibson has what it takes to maintain your leadership over competition.

**CAPACITY**—No one can quite match the Gibson capacity leadership of really huge 17 and 18 cu. ft. models in only 32 inches of floorspace. The trend is definitely to bigger capacity, and Gibson keeps you in the lead.

**STYLE**—Only Gibson takes you beyond the novel and expensive decorated fronts to offer a completely coordinated kitchen. New Designer Series refrigerators with exclusive matching wall covering option are available at prices that will thrill your customers and amaze the industry!

*Never a thimbleful of frost in a lifetime . . .*



**HUPP**  
CORPORATION

GIBSON REFRIGERATOR SALES CORPORATION  
Greenville, Michigan

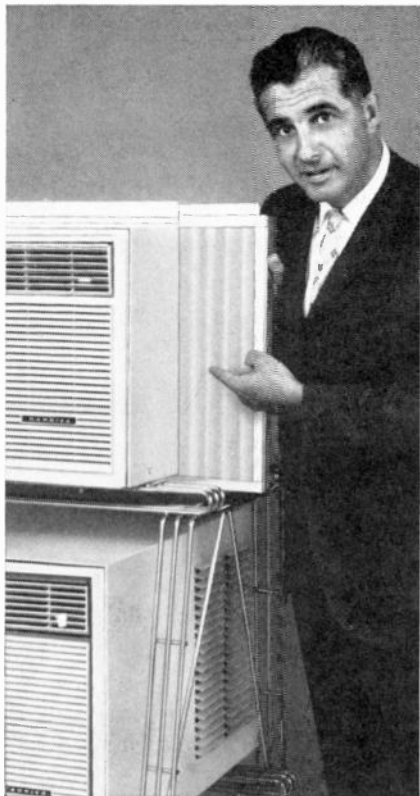


*Get with the Gibson trip of a lifetime . . .*

High Adventure in **HONG KONG**

*See your Gibson distributor for exciting details*



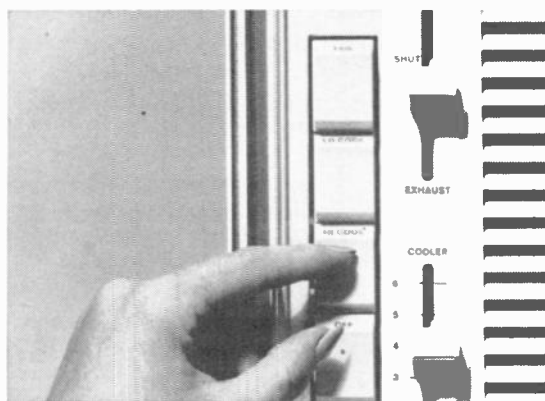


## Carrier puts profits in your hands for 1966 with ROOM AIR CONDITIONERS built to be demonstrated!

Demonstrated for what? For outstanding features—such as ease of operation, servicing and installation—that make Carrier the brand to buy—the brand to sell in '66.

Matter of fact, less than five minutes is all it takes to put on a demonstration convincing enough to turn any "I've got to be shown" prospect into a buyer.

And in the 1966 Carrier line you have models to suit every prospect—25 models from 5500 to 22,500 Btu's, NEMA certified—including heat pumps, "do-it-yourself," in-the-window and thru-the-wall models. Plus accessory items in handsome Decorator Panels.



Plus continuous national advertising to direct traffic your way 12 months a year.

Plus newspaper ad mats, radio and TV spots for local tie-in.

Plus around-the-calendar promotions which include traffic-builder and sales-closer premiums.

Plus full-range financing plans.

Plus pre-season incentives for buying early—exciting trips, valuable merchandise and free room air conditioners.

For complete information about the Carrier line for '66—the line that's built to be demonstrated—call your Carrier Distributor listed in the Yellow Pages.

**Carrier** Air Conditioning Company

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



## "Reactionary" . . .

(Continued from page 70)

series of 12 derby trials scattered throughout the New York district.

Entrants "from 16 to 60" register in one of the 500 Hotpoint outlets in the district for the right to push a Hotpoint refrigerator-freezer down a 24-foot derby lane. The homemaker who finishes in the fastest time, after pausing halfway down the lane to load the freezer portion of the appliance with frozen foods is the trial winner.

Finals of the derby will be held in mid-October between halves of a New York Jets-Oakland Raiders football game to be played in New York's Shea Stadium with an anticipated "built-in audience" of 55,000.

The promotion to date has created an unusually heavy amount of publicity, including the airing of a color film of one of the trials on a CBS dinner time newscast and a story in the *New York Herald-Tribune*.

A native of Iowa, Koppert found his college career interrupted by a call to service in the Navy. The Navy enrolled him in a course in business administration at Harvard. And while he never did receive a B.A. (though he had enough hours) he notes that he holds a Master's degree in business administration from Harvard.

Koppert's 16 years of service with Hotpoint includes tours of duty in the Kansas City, Omaha, and New Orleans districts. He admits to find-

ing some differences in dealer attitudes in his present location but also reports a good "reaction" from these retailers to most of the programs which he has introduced, including his service set-up which is a separate story.

Has the "Roll-It Derby" had a measurable effect on retail sales of refrigerator-freezers on wheels in the New York market? The district manager forthrightly admits only time will tell.

But if the results that are forthcoming are not what he thinks they should be, it's a good bet that Koppert will "react" with something else designed to build even greater acceptance of the feature. ■

## West Bend Co. Announces \$1,000,000 Expansion

A \$1,000,000 expansion program to provide for the increased demand for the firm's housewares products has been announced by the West Bend Co., West Bend, Wis.

James R. Brown, president, said a proposed 180,000-sq.-ft. two-story manufacturing and warehouse building will be the 13th and largest addition at the company's main 27-acre site. The project will include a 175-ft. pedestrian bridge to span the Milwaukee River connecting the present site with a new 325-car parking lot.

Other plants are located in Sheri-

dan, Ark., and Barrie, Ont., Canada. The recent purchase of the NFC Engineering Co. in Anoka, Minn., added a fourth location to the West Bend complex. Brown indicated that the company's total employment will soon be 2,300, an increase of 900 from Jan. 1, 1964.

After selling its outboard motor and industrial engine division to the Chrysler Corp., West Bend has expanded its current line of housewares, giftware, and small appliances. The "Thermo-Serv" line of plastic insulated servers acquired last month with the purchase of the NFC Engineering Co. has given West Bend an entree into the plastic industry.



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

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

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

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

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

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

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

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

Advertise for action...

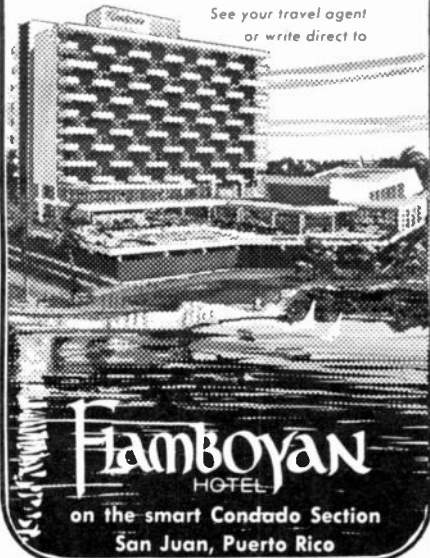


## new, different delightful in **san juan** puerto rico

from the open lobby to your beautifully appointed air-conditioned room featuring two full sized double beds and private terrace, you'll know the atmosphere is relaxingly "easy" . . . Relax at poolside or beside the Condado Lagoon. Sumptuous dining, cocktails, entertainment and gaming, nightly in the Club de Oro in the Hotel Flamboyon, nightly.

Ralph Breshears, VP & GM.

See your travel agent  
or write direct to





# Personnel Jottings

M. C. Cameron, now in newly created position of field sales manager; William W. Patterson, now manager of product planning; George W. Childers, now regional manager for selected major metropolitan markets; J. Mack Tenney, general sales manager, assumes overall operating responsibilities for marketing and sales for the appliance division, direction of advertising, sales promotion, product definition, service and parts programs, Kelvinator Div., American Motors Corp.



W. W. Patterson



M. C. Cameron



G. W. Childers



J. M. Tenney

Noel R. Safford, now in newly created post of sales coordinator, Sub Zero Freezer Co., Inc.

Robert K. Miller, now in newly created position of vice president, manufacturing; Charles W. "Chuck" Holmes, now divi-

sional sales manager for mid-west America, Shetland Co., Inc.

Jim Dunn, now manager, New England division; Jim Thayer, now assistant to the president-sales, Speed Queen Div., McGraw-Edison Co.



A. Barsimanto



F. W. Price

Al Barsimanto, now vice president, Concertone, Div., Astro-Science Corp.

Forrest W. Price, now in newly created position of corporate vice president-consumer marketing, General Time Corp.



J. D. Reigle



J. O. Reigle

James D. Reigle, now president, succeeding J. O. Reigle, now chairman of the board; Ronald O. Reigle, now elected to board of directors as vice president — sales and management, Regal Ware, Inc.



R. O. Reigle



J. K. Diederichs

John K. Diederichs, now in newly created position of director of planning and development, Sunbeam Corp.

Arthur L. Reese, now general manager of the consumer products division, Motorola Inc.



A. L. Reese



J. T. Turnbull

James T. Turnbull, now market development manager of stereophonic high-fidelity and phonographs, Zenith Sales Corp.

William V. Hoard, now midwest regional sales manager, straight line distribution, for entertainment products division, Sylvania Electric Products, Inc.

William Angevine, now manager of marketing services; John Perry, now marketing research manager; Robert A. Ackerman II, now in newly created position of manager for consumer products, Hamilton Beach Div., Scovill Mfg. Co.

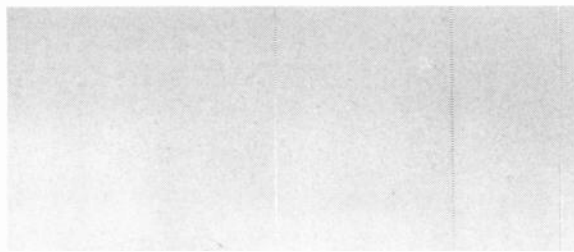


Old parts room

Nine times out of 10, a call to service a General Electric major appliance can be completed from a parts stock carried in a small panel truck.

That's because of the compactness and versatility of the G-E line of Genuine renewal parts.

For instance. A new one-piece G-E water valve fits all G-E washers produced since 1957. Three home-laundry motor models fit virtually all G-E automatic washers and dryers ever made. Four fan motor models fit all G-E room air conditioners with KCP and KSP 5½-inch diameter motors. And two Calrod® unit sizes and four trim rings fit all ranges—G.E. and other makes.



new parts room

If you are not enjoying this kind of versatility, contact your General Electric parts distributor. He'll be glad to show you how you can cut out costly second calls and increase the profitability of your business through a parts stock tailored to your sales and service volume.

830-27A

**Complete 9 out of 10 service calls in one trip**

**GENERAL  ELECTRIC**





## For urethane insulation... and the all new Automatic Ice Maker

Look into **NORGE**  
THIN-WALL FREEZERS

The new Norge Thin-wall Food Freezers give you salable new concepts in quality, beauty, utility and convenience. In fact, freezer living at its most convenient!

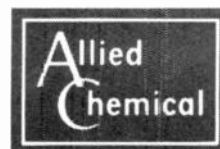
Biggest convenience, of course, is the extra storage capacity made possible by urethane insulation. Only 1 7/8" thick, urethane meets the highest insulation standards.

The rigid foam holds refrigerant lines against the liner for colder cold, shorter running time. It doesn't mat, settle or absorb moisture — assures longer life at peak efficiency. And urethane's structural rigidity holds the freezer walls in squarer alignment for tighter seal.

Norge uses the added space to maximum advantage with adjustable and stationary dividers and an exclusive basket arrangement.

One of the most important convenience features in the Model CFF-1857, shown above, is the new Norge Ice Maker. Completely automatic, it assures a bountiful supply of cubes without the fuss and bother of filling and emptying trays.

For further information about Norge Thin-wall Freezers, contact Norge, Merchandise Mart Plaza, Chicago 60654. For point-of-sale literature on urethane insulation, write Allied Chemical.



**NATIONAL ANILINE  
DIVISION**

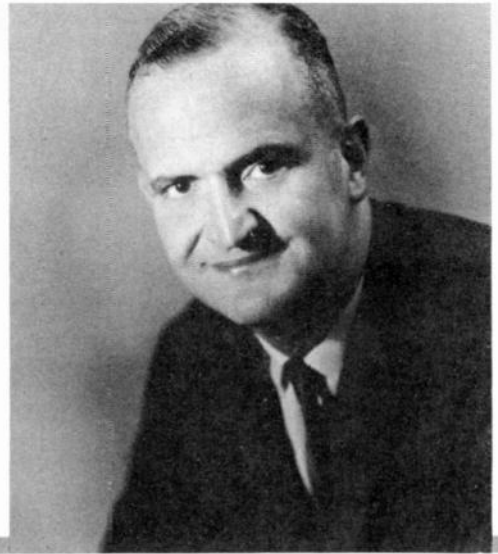
40 Rector Street, New York 10006

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



# The Balance Sheet

by JACK ADAMS



## What's The Message?

**A** joke in vogue several years ago concerns two psychiatrists who meet on the street.

"Good morning," says the first psychiatrist.

"Hmm. I wonder what he meant by that," muses the second.

Next time someone in the industry ponders on why we are not doing a better job of getting our message across to the consumer, we respectfully suggest that he give some thought to the cumulative effect of the various deceptions that have been practiced on consumers in both advertising and oral messages over the years.

Add to the deceptions our failure to attempt to educate the consumer to industry practices and terminology, and it's not unreasonable to assume that more than one homemaker raises her guard whenever any one mentions appliances or home electronics.

We're not saying that most retailers and manufacturers in this business are not honest and conscientious in their efforts to serve the consumer or that things are as bad as they once were. But they're still bad enough, and we can't help wonder if the drone of "caveat emptor" doesn't make many housewives tone deaf to the sweet music we play about what our products will do for them.

Better Business Bureaus and voluntary codes have helped eradicate many abuses that were once found in retail advertising, but so much of what in our opinion has contributed to building cynicism in the consumer's mind is either border line in nature or else deceptive by virtue of what it doesn't say rather than what it does.

Classical examples which are still around include the "nail down" and the "burn" price. These, of course, are found not only in our business but in others.

Some of our promotions are a little border line, too, especially those that tell the consumer she is one of a handful of people who are being offered a special inducement to buy, when in reality thousands are getting the same offer. This one's been used so often that even the dullest moron must eventually perceive that she's not that "special."

Presumably if the customer leaves the store happy with the new "step-up" model she purchased, this is all that matters. But will she jump quite as fast in the direction of the dealer's store when the next ad appears?

And can the consumer, after all, be expected to be an expert in industry terminology that sometimes is bandied about in newspaper ads? Should she be expected to know the difference between "no frost" and "automatic defrost?"

Is it possible that the store that stresses in an ad that a refrigerator features "automatic defrost" just hopes a tiny bit that the homemaker may confuse this with "no frost?"

Also, there are what were designed to be "plusses" for the consumer which are glossed over in advertising and sales pitches.

We see "NEMA place setting" ratings for dishwashers and NEMA certifications for refrigerators referred to in national ads, but to what extent has anyone attempted to explain these to consumers we wonder. And what about BTU ratings?

These are errors of omission rather than commission, but if these programs were worth enacting, then the person who stands to benefit most rates knowing what they're all about.

It's a highly competitive business, but how much can we twist things around to suit our own needs without adding to the consumer's confusion or cynicism? We read about "controlled news" in Washington. Sometimes it seems that we're exercising controlled selling with dozens of different czars deciding just what the public should be told about the same product or feature.

There should be a golden opportunity for an educational job on the subject of trade-ins. The independent dealer advertises "Your used refrigerator is worth more at ———," and the big chain replies, "No trade-in necessary." Should we let it go at that?

Recently we were in a town where a discount house that is attempting to crash the market displays trade paper clippings reporting that other merchants in the town gross 24 per cent on television.

We wonder what 24 per cent gross means to the average homemaker. She knows that 24 per cent would be a heck of a lot of interest to garner on her bank account, but can she relate this figure to a dealer's operating expenses?

One of the areas of greatest abuse in the past has been service. It's been noted that too often the service operator is ashamed to charge what he is entitled to receive. To overcome this bashfulness, low ball service charges have often been promoted. Too, many times the service operator has dazzled the consumer with an impressive appearing list of services she will receive for a few paltry dollars.

Recently the New Jersey branch of what we believe is considered to be the largest department store in the world issued a catalog that included bargain service call prices for various appliances and brown goods items.

For example, for \$4.54 the store promised to perform the following on a stereo or hi-fi set: "clean stylus head, strobe check the turntable, microscopically check needle, lubricate all parts, check for microphonic tubes."

A similar charge was advertised for a TV set checkup that included five steps. An illustration in the TV service call ad even showed a technician on his hands and knees, presumably checking a set with the contents of a two-tray tool chest.

Well, our cynical mutterings notwithstanding, the lady of our house decided to invest in a service check for a secondary TV set and phonograph located in the recreation room.

We're certain that she's heard much about various questionable practices in our business only if by virtue of listening to us mumble in our sleep. But in requesting the service call, she was placing her trust in a well-known and successful name.

Well, instead of a two-tray tool chest, the technician who arrived in an unmarked truck sported a few screwdrivers hanging from his belt. He did not offer to perform the various steps outlined in the catalog.

After tapping a few tubes in the TV set and giving the phonograph a cursory examination, he advised the two units would have to go into the shop to be repaired for a total cost of \$94.45. (The TV set, incidentally, was working fairly well except for occasional flipping of the picture.)

When the lady of the house balked at sending the sets to the shop, the "service man" advised, "You just wasted your money" — the \$9.08 for two service calls.

It is especially regrettable when a large organization is a party to such practices. Because of its size the lives of more consumers are touched, and very likely those who suffer will feel more embittered than if a smaller organization had been involved.

So if we are really talking about getting our message across to the consumer, maybe we should give some thought to just what message the consumer is now getting. Maybe our lines are so tangled that the consumer is hopelessly lost in trying to determine what she will really get in the way of features or service if she responds to an ad.

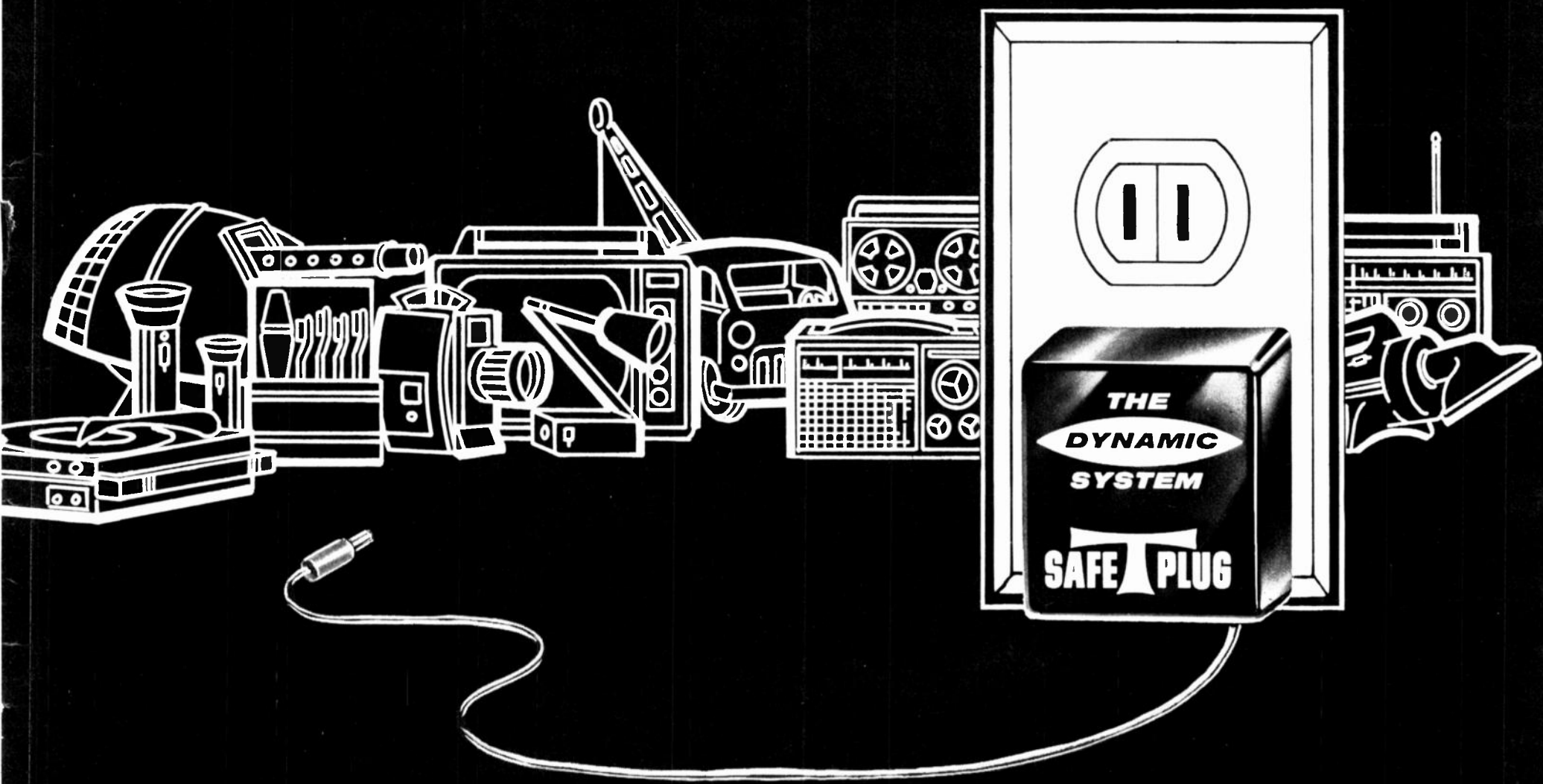
Perhaps we need somebody to tell a continuing story (preferably at the local level). Why not explain what it actually costs to give good service, what kind of gross margin a retailer needs to operate efficiently?

Ideally such a story might be told through local newspapers by the Better Business Bureau. If this isn't possible, then perhaps it's up to local dealer associations or individual dealers to do it with advertising messages.

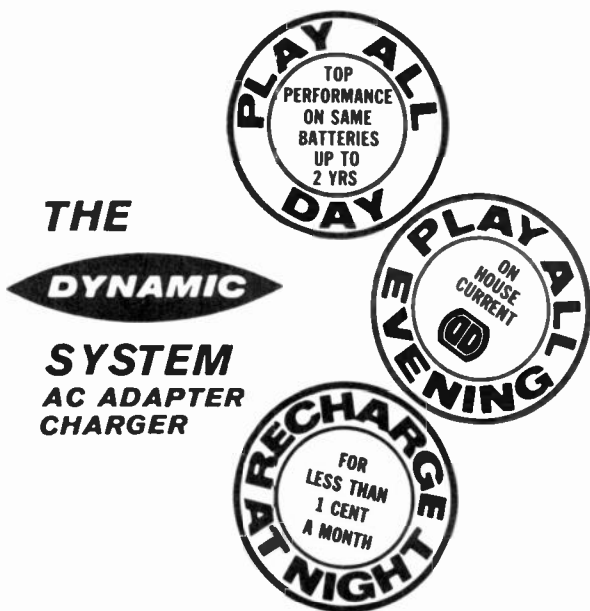
Otherwise, it's possible that some day the consumer's cynicism will reach the stage where she will greet every advertising message with, "I wonder what they mean?" ■



# *when is a cord not a cord?*



## *when it keeps a cordless product from becoming obsolete!*



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:**

### **1. A/C OPERATION**

Product performs continuously from any household wall outlet.

### **2. BATTERY RECHARGABILITY**

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

### **3. AND ARE U/L LISTED**

Featuring exclusive SAFE T PLUG — A shock eliminator which transforms house current to an absolutely harmless low level.

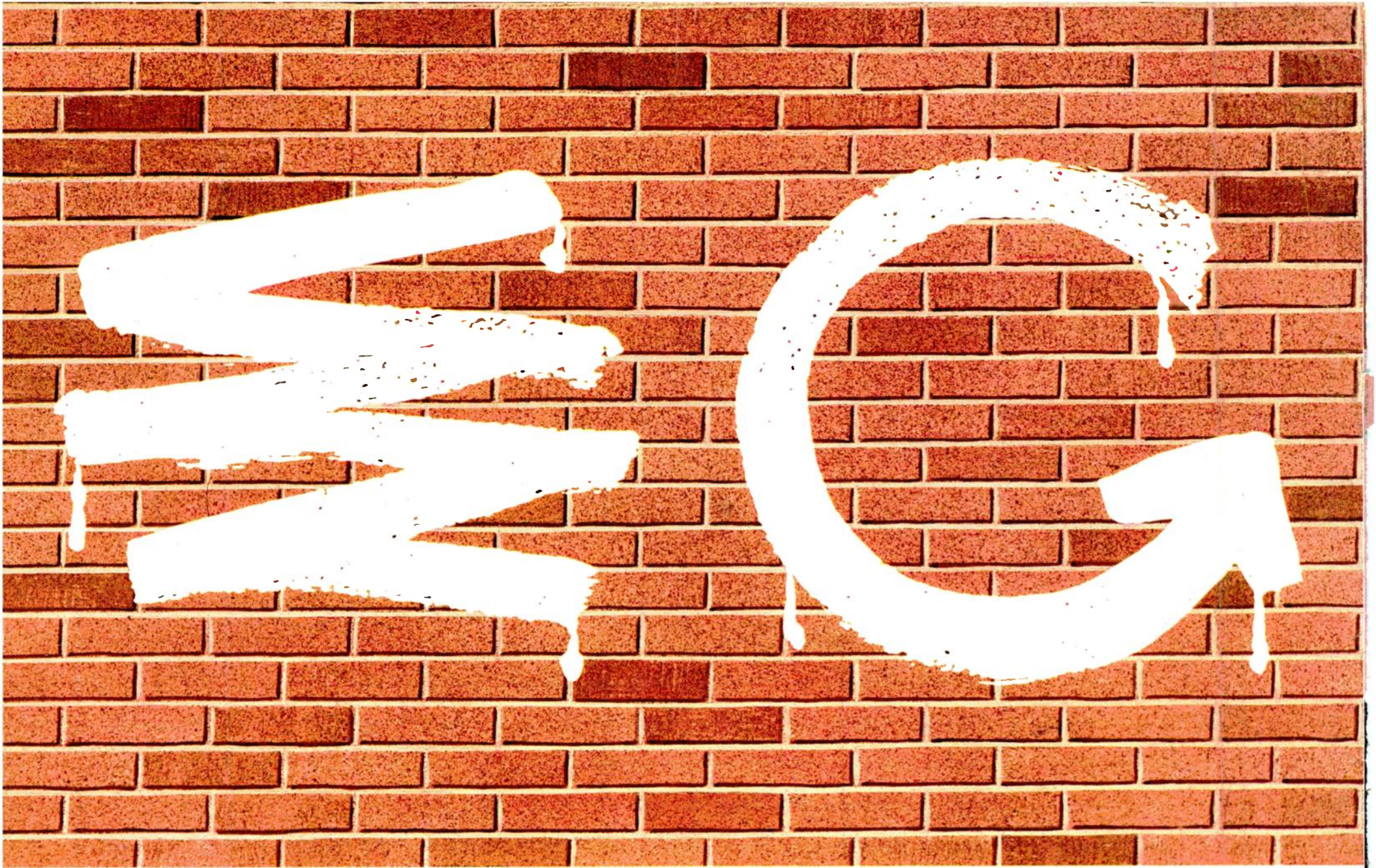
Send for list of Manufacturers of Battery Operated Appliances using the Dynamic System.



**INSTRUMENT CORP.** Dept. M-10, 115 E. Bethpage Rd., Plainview, L. I., N. Y. 11803  
Area Code 516-694-6000-TWX Area Code 516-694-1165

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





## Soon these symbols will appear almost everywhere directing women to go to their Kelvinator dealer

*(for the washers offering the greatest value per dollar ever!)*

These challenging, attention-getting symbols will headline Kelvinator's hard-hitting magazine and newspaper advertising in October . . . at a time when "Waltz Through Washday" will have prospects' attention focused on home laundry equipment.

They'll show your customers and prospects how Kelvinator gets clothes clean with less wear than other washers. Instead of beating clothes back and forth (*left*), Kelvinator's one-way action (*right*) cleans with less wear.

This exclusive Kelvinator action lets you offer more value per dollar—with more to sell than any other washer.

You can sell all the things women want most: cleanest possible washing, safe washing for every fabric, complete dependability, and less hot water usage.

And there's still more: presoak cycle, extra rinse cycle, automatic prescrubbing, dramatic new wood-tone styling, competitive new pricing.

Most important, with Kelvinator's exclusive one-way action, *you've got something different to sell. No competitor has it.* That alone is good enough reason to post these symbols in your window now!



*Waltz Through Washday with Kelvinator!*



# **Kelvinator**

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