

# MAART *magazine*

Business partner of 50,000 home appliance/electronics retailers

NOVEMBER 1965



**STARTING IN THIS ISSUE:**  
A new series  
that takes a frank look  
at the industry...  
**"Distribution At The Crossroads"**



*fit 100% of your markets!*

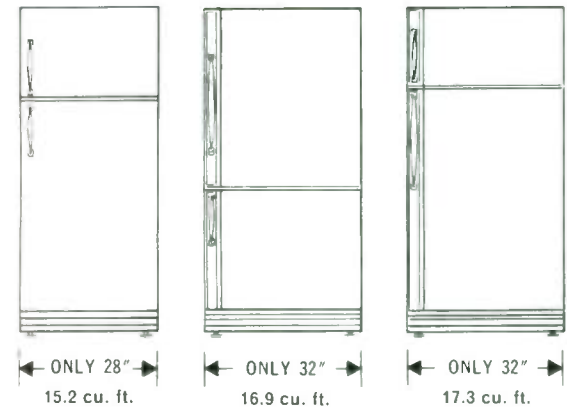
## *Temp*

### **New Admiral Dual-Temps... no defrosting!**

Richly redesigned, new Admiral Dual-Temp NT1867 features new outer trim, new inner arrangement, fully automatic defrost.

With 125 lb. freezer and 13.7 cu. ft. refrigerator in just 32-inch width, it fits a definite space and budget need. And it's one of six Dual-Temp models from 12 to 17 cu. ft., top freezers and bottom freezers.

The most famous name in refrigerators, Admiral Dual-Temp, can make plenty of sales and profits for Admiral Dealers!

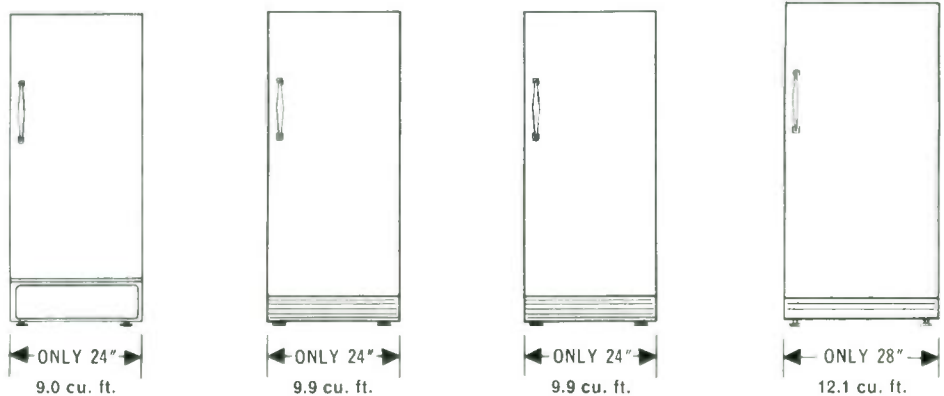
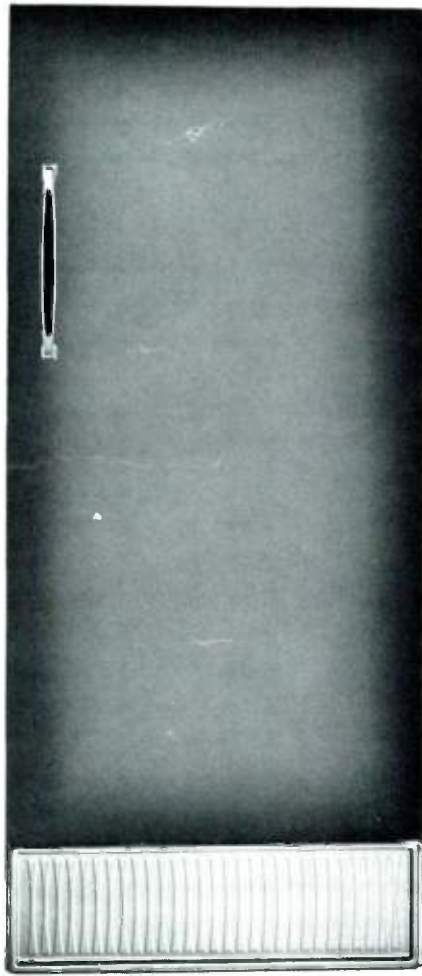


## *Conventional*

### **New Admiral Deluxe Refrigerators**

Four conventional Admiral Refrigerators, 9.0 cu. ft., to 12.1 cu. ft., fill out the 1966 Admiral line and help fit 100% of your markets.

All include top freezer, convenient inside-door storage, newly redesigned and attractive interior. They offer your customers more value per dollar than ever... and offer you more assurance against lost sales.



Fashion-right colors: White and Copperbronze.

*Sell the exclusive mark of quality*

# **Admiral**



MARK OF QUALITY THROUGHOUT THE WORLD

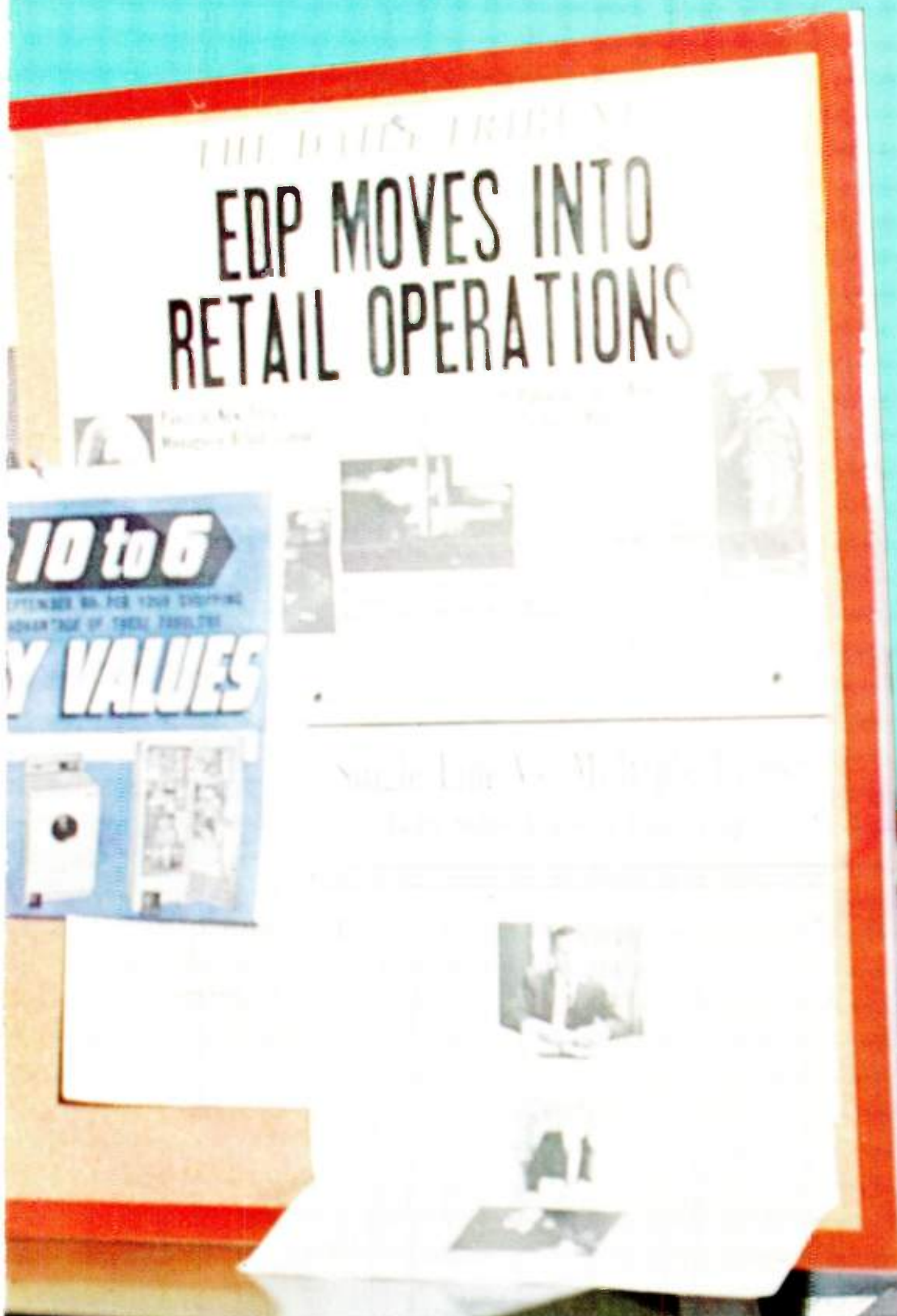


magazine

## Spotlight On Spot Refrigeration

**Dealers' Christmas Merchandising Plans**

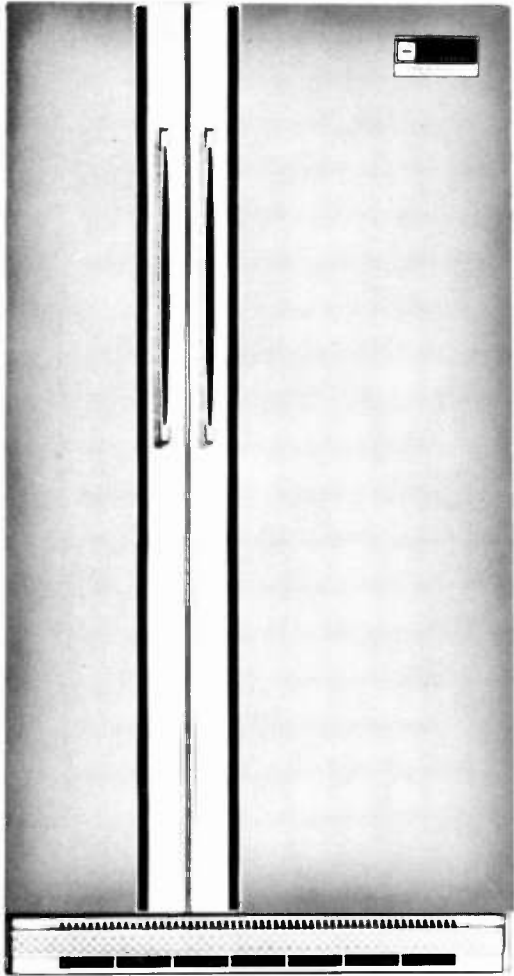
**Tape Recorders:  
Single Or  
Multiple Lines?**





# Admiral® refrigerators

## Duplex



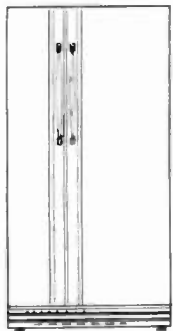
### New Admiral Duplex 19, only 33 inches wide

This new, industry-leading Duplex 19 will now fit even more American kitchens! The perfect way to modernize, it offers upright no-frost freezer and refrigerator, side-by-side, with all the latest equipment and conveniences, and available with Admiral Automatic Ice-Maker!

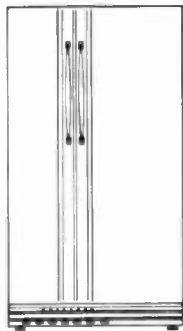
And only Admiral Dealers will have it! Nationally advertised in magazines and on television, it's a customer-catcher and sales-getter and offers limitless step-up opportunities to the other three larger Duplex sizes!



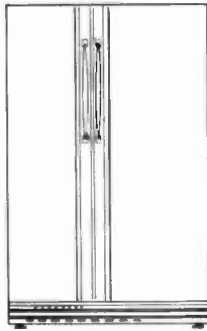
← **33 inches wide** →



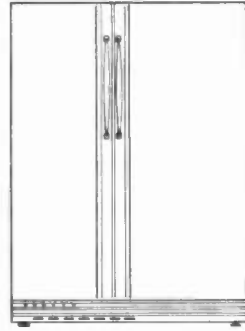
← ONLY 33" →  
19.0 cu. ft.



← ONLY 35 1/4" →  
20.8 cu. ft.



← 41" →  
24.4 cu. ft.



← 48 1/4" →  
29.2 cu. ft.

Fashion-right colors: White, Copperbronze, Citron Yellow, Turquoise, new Halo Beige. Brushed chrome doors optional.

## Dual-



← ONLY 28" →  
12.2 cu. ft.

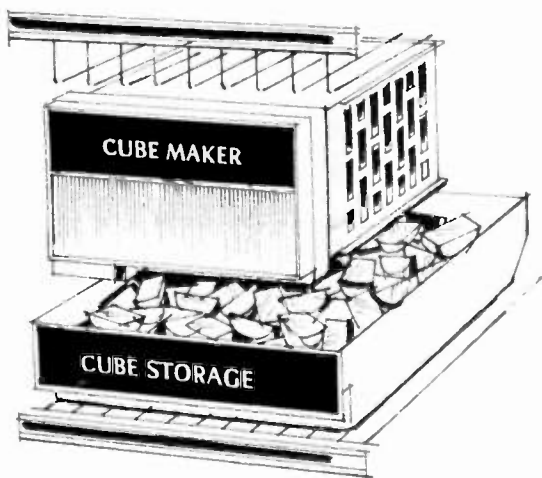


← ONLY 28" →  
14.0 cu. ft.



← ONLY 28" →  
15.0 cu. ft.

Fashion-right colors: White, Copperbro



## New! Admiral Automatic Ice-Maker!

The most-wanted, easiest-sold step-up feature of all is the amazing Admiral Automatic Ice-Maker. Keeps a party-size supply of ice cubes on hand, giant basket holds over a hundred cubes. No filling, no slopping, no mess. Available in all Duplex sizes.

Call your Admiral Distributor. Inspect all the new Admiral sales-makers: Duplex, Dual-Temp, Conventional. See how they fit 100% of your markets!



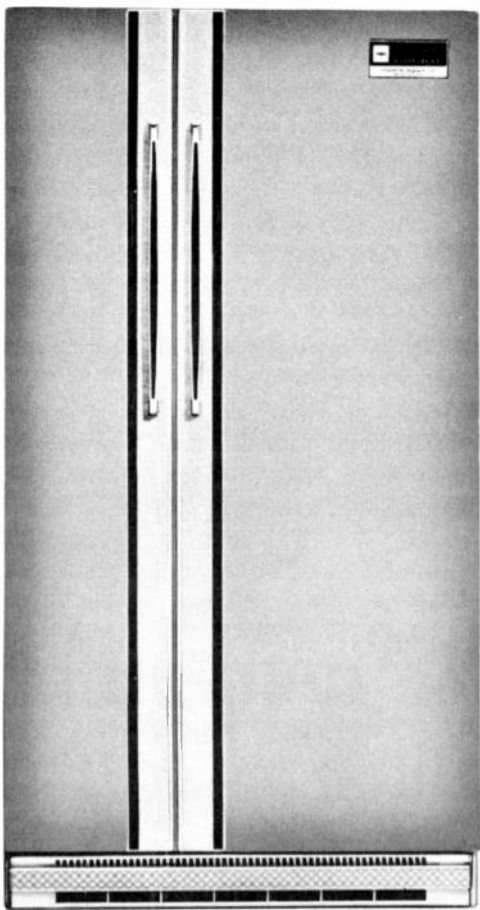
# Another industry first!

***New!***

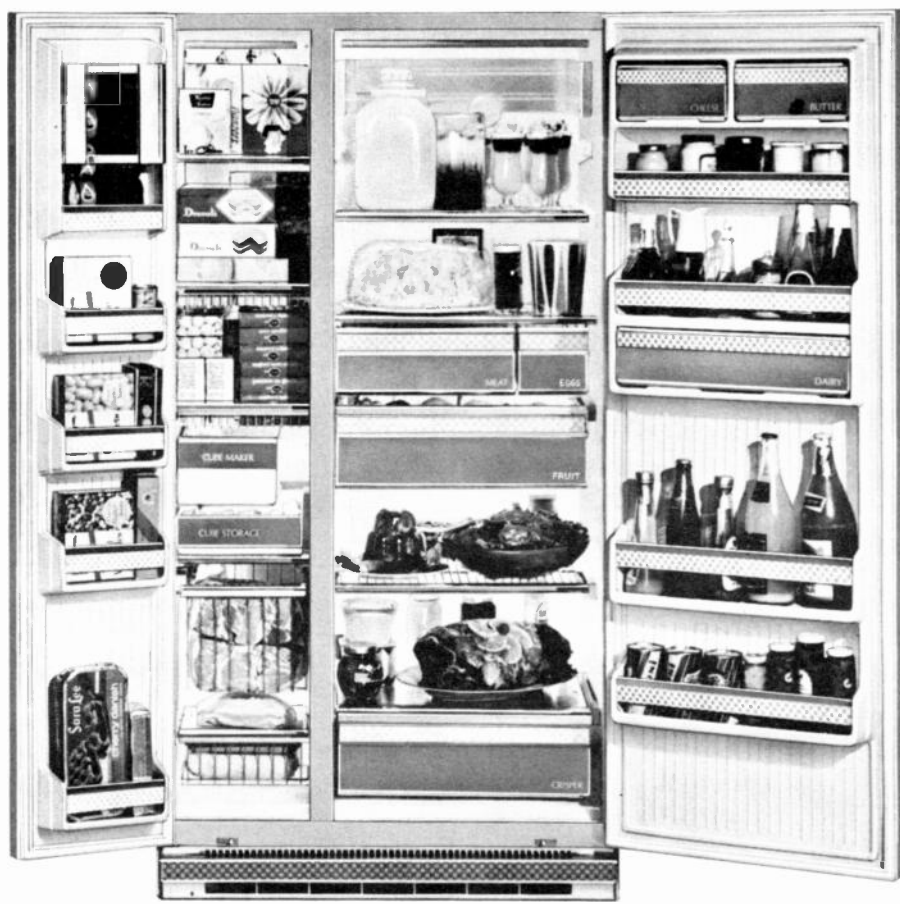
# ***Admiral<sup>®</sup> Duplex 19***

## ***Only 33 inches wide***

***Fits even more American kitchens!***



***← 33 inches wide →***



***← 19.0 cu. ft. capacity →***

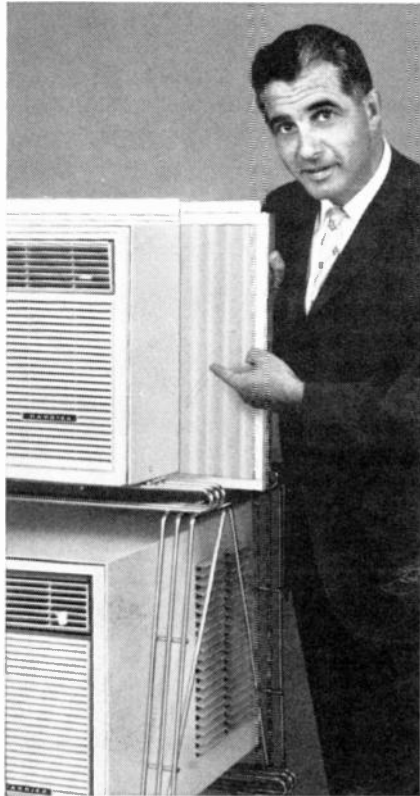
Trust Admiral to again lead the field! Here's the brand new Admiral Duplex 19, world's first 19.0 cu. ft., side-by-side freezer/refrigerator, *now only 33 inches wide!*

Thanks to Admiral engineering, ingenuity and Thin-Wall Insulation, the impossible has again been achieved. And it gives Admiral Dealers both another exclusive to sell and a perfect step-up to the three larger Duplex sizes. Now Admiral Dealers can sell the largest Duplex that fits a customer's needs and budget!

And Duplex isn't *all* of the Admiral refrigerator story this year!

***See how to really get in the refrigerator business!***



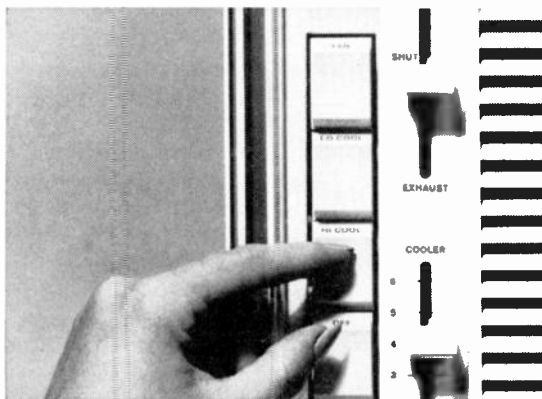


## Carrier puts profits in your hands for 1966 with ROOM AIR CONDITIONERS built to be demonstrated!

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





**COVER:** Headlines and ads on the bulletin board of Dealer Wes Mansley, Granado Appliance Center, Valley Stream, N. Y. pose some of the questions dealt with in new series starting this issue, page 25.

# MART *magazine*

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 CHerry 1-1755

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MART, including Electrical Dealer, November, 1965, Vol. 9; No. 12

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Buttenheim Publishing Corporation

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



**DELIGHTS!**

**EXCITES!**

**400 Winners!**  
**40th Anniversary**  
**Celebration SALE**

**DIRECTS!**

# WIN A SOUTH AMERICAN HOLIDAY FOR TWO

5 days of fun and sun in beautiful Caracas—Venezuela's most modern city. Sight-seeing on the island of Curacao! All expenses paid!

**ROMANCES!**

...write your name!  
...holiday! Living it up at the fabulous...  
...of Caribbean. Dining like a gourmet every day...  
...fishing, surfing, golfing, sight-seeing, shopping...  
...for signing your name to a winning entry...  
...40th Anniversary Celebration Sale.

**ENTICES!**

**ACTIVATES!**

Attention  
Norge  
Dealers  
this  
space  
reserved  
for  
you!

**400 LUCKY WINNERS** COAST TO COAST  
200 TRIPS FOR TWO WILL BE AWARDED IN 200 DIFFERENT DRAWINGS! YOU COMPETE ONLY IN YOUR AREA  
DRAWING! YOUR CHANCES OF WINNING ARE INCREASED MANY TIMES!

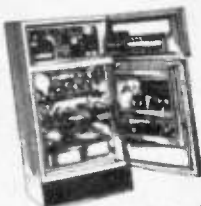
Join in the fun!  
**FREE GIFT**

...just for registering at the  
Norge dealer nearest you.  
List on opposite page.  
Nothing to buy! It's Norge's  
40th Anniversary Celebration  
and we want you in on it!

**PERSUADES!**

**SELLS!**

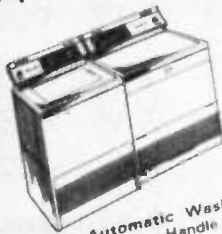
See how these quality Norge Appliances...



Norge Never-Frost Refrigerator-Freezers—with Automatic Ice Maker, Roll-over top. Thin-wall design.



Norge Deluxe Ranges in 30- and 36-inch widths (gas or electric). Include Automatic Meal Sentry burner, balanced-heat oven.



Norge Automatic Washers and Dryers—Handle all fabrics, all wash loads—15 lbs. to 6 oz. Stop-N-Dry for safe drying of silks, etc.

Years from now you'll be glad it's a  
**NORGE**

Norge appliances **BORG WARNER**

## Norge South American Holiday Promotion goes all out to give you trips and customers!

Complete national promotion in your own store brings in crowds... moves merchandise...helps qualify you for an all-expense-paid holiday



Norge ad breaks in the Jan. 7 issue of LIFE. Over 31 million will see it!

**Exclusive with Norge!** A big double-action promotion that delivers a 1-2 punch to sell the merchandise in your store. Includes a new idea in traffic-pulling sweepstakes that's national in scope but local in execution! A big, colorful full-page ad in LIFE that tells your prospects the whole exciting story together with your store location! Plus a complete in-store promotion package with the works—tie-in newspaper ads, displays, brochures, radio spots, giveaways. See your Norge distributor for the money-making, trip-winning facts.

**NORGE**

Norge appliances **BORG WARNER**



# Deadline Roundup...

..... Latest News Of The Industry .....

**VARIABLE SPEED** automatic washer, using solid state controls and transistorized circuitry, comes to the market first from Hotpoint. The firm's new model 795 will wash any garment or fabric that can now be washed satisfactorily by hand, Hotpoint says. Agitation speed on the 795 is infinitely variable from a slow of 32 oscillations per minute to a top of 72 oscillations per minute. Hotpoint estimates that about 50 per cent of the laundry done in the home today consists of man-made fibers, and of this 50 per cent, about 80 per cent is recommended by the manufacturer to be hand-washed. Spin speed is variable from 400 to 600 revolutions per minute. The new washer is expected to retail between \$340 and \$360.

**THE GOOD OLD DAYS** of post-World War II are recalled by the current shortages in color TV. As one dealer puts it, "This time they really are in short supply." Not only have two manufacturers, Magnavox and Zenith, raised some prices at the factory level, but some distributors are also getting into the supply-and-demand act. A Boston dealer reports that one local distributor has brought back the tie-in deal whereby dealer gets color merchandise only if he buys some other goods, too, and a Richmond dealer says one of his distributors has instituted a price rise on his own. In New York, Liberty Music Shops runs an ad announcing immediate delivery of a limited quantity of Packard Bell color sets (themselves a relative rarity in this city); and Huffman & Boyle, large northern New Jersey furniture operation, advertises immediate delivery on "most models" of Magnavox color. Most consumers, however, don't discover the shortage until they're inside the store. At the same time, Philco runs a full-page ad in mid-October on its new 19-in. color portable, for which, says a big southern Philco dealer, "we haven't even been solicited for an order by the distributor."



## Biting The Dust



**TUMBLING TV** set that crewman is scrambling to recover is a Zenith, with picture turned on, that was used for the filming of the company's parachute-drop TV commercial.

## Judges In MART Contest Named



Jack Wayman



Edward H. Arel

**DISTRIBUTOR SALESMAN-OF-THE-YEAR** Contest, sponsored by MART Magazine, will be judged this year by Jack Wayman and Edward H. Arel, along with Charles Krauss, Managing Editor of MART Magazine. Wayman, staff director of the consumer products division of the Electronic Industries Ass'n, was for 10 years a distributor salesman himself, at Southern Wholesalers, Washington, D. C. Arel, with the Burden-Bryant Co., Springfield, Mass., is the winner of last year's contest. Eight regional winners receive a plaque, while Distributor-Salesman-of-the-Year receives \$500 in cash and special plaque to be presented in his home territory.

**THE POSSIBILITY** that RCA will subcontract some of its black-and-white TV production next year is raised by trade reports and strengthened by RCA's statement that "due to greatly increased business in color and black-and-white television combined, RCA is currently exploring a number of manufacturing possibilities that would increase RCA Victor television receiver output. No final decision has been made on a course of action." Wells-Gardner, the private label producer, is suggested as a likely choice for the subcontracting. It is understood, however, that whoever does the subcontracting will simply be assembling, with parts supplied by RCA.

**ELECTRONIC INDUSTRIES ASS'N (EIA)** asks the Federal Communications Commission to drop or defer indefinitely the FCC's inquiry into the feasibility of adopting standards for stereo sound in TV broadcasting. EIA says there is not enough interest in the industry to warrant a further study of the question at this time. . . . Merger plans between consumer products divisions of EIA and NEMA, meanwhile, seem to be making definite headway.

**NEW HEADS OF STATE** at Frigidaire and Sylvania: Richard L. Terrell is named general manager of Frigidaire Div. of General Motors, succeeding long-time incumbent Herman F. Lehman, who is retiring. Terrell has been a vice president of General Motors and general manager of the Electro-Motive division since 1959. He joined Electro-Motive in 1939 as a service engineer. . . . John T. Morgan is the new president of Sylvania Entertainment Products Corp., marketing subsidiary of Sylvania Electric Products, Inc. He succeeds Robert J. Theis, who is joining International Telephone & Telegraph Corp. in an executive post. Morgan has been vice president of sales and merchandising at Sylvania, which he joined in May of 1962 as vice president-merchandising.



# Rodger Gibson of Westinghouse tells you how to cool competition with the "leadership line" of room air conditioners.



"As National Sales Manager I'm carrying the big news in '66 room air conditioners. A Westinghouse exclusive... a unit for those impossible-to-fit sliding windows.



"See how easily it goes in? Up 'til now, sliding windows meant thru-the-wall installation. That meant sales resistance. Now your customers can do it themselves. 5500 and 8000 BTU. Both 115 volt plug-ins.



"Picture the number of new prospects this brings you! All those medium and low priced homes with sliding windows and no central air conditioning. 40% of all aluminum windows are sliders. Our new unit fits wooden sliding windows, too—plus casements. Anything up to four feet high!



"Here's the heart of our fast-selling compacts. A strong, silent compressor that weighs only 25 pounds. In most other makes, the compressor weighs 40 pounds and takes more space, too. Reliability is so great ours has a 5-year replacement guarantee.\* It's used in...



"...our 5,000 and 6,000 BTU models. These are the compact units that blew the market wide open in '65. They're backed with the Westinghouse 5-year replacement guarantee\* — the industry's first and best. Wait'll you see what they do in '66 teamed up with the new sliding window models!



"Next step up is to the 6,000 to 17,000 BTU range. Many are 115 volt plug-ins. Top of this group is the Panelaire—designed to appeal to decor-conscious prospects. Simulated wood grain finish can be painted or papered to match anything.



"Here's our exclusive, easy-to-use Mobilframe mount. You secure it in place first, then slide in the air conditioner. Unit can't get away from you with this frame locked in position.



"These are for the big cooling jobs. Up to 26,000 BTU with or without exposed louvers. WASSCO offers free floor planning, a buy back deal and fabulous trips for successful dealers. Your Westinghouse distributor will be glad to give you the whole story."

\*Authorized dealer or service agent will replace with comparable model to original purchaser any Mobilaire® 5000 and 6000 delivered to him on which the hermetically sealed refrigerating system becomes defective within 5 years due to workmanship or material.

You can be sure if it's Westinghouse





# THE SOUNDING BOARD

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

**This month's question:**

**How do you plan to wring maximum sales from the Christmas Selling Season?  
Which products will you promote the hardest?**

**Ken Stucky, Stucky Bros., Fort Wayne, Ind.** — "To gain maximum sales from the Christmas selling season, it is my belief that you must begin planning in August or September, get the plan working as early as possible, decide on the products you expect to sell and the inventory you will need. Your advertising program must then be geared to this plan; schedules should be made far enough in advance to insure the program. Employee requirements must be provided for and proper training schedules set. Store displays must be decided on, secured and ready to go up when planned.

"Color TV, if available, will be the big item this Christmas."

**Joseph R. Whelan, Whelan's Hatboro Appliance Co., Hatboro, Pa.** — "Color TV will no doubt be our biggest single item, and will need little or no promotion provided we can procure the sets we sell.

"Radios, phonos and TV are a natural for this time of year anyway. However, I feel dishwashers make an ideal Christmas gift for the home and something that can be used year-round. This will be the single item we will devote most of our advertising dollars to and it is a low saturation item. We will devote both floor and window space to this item and display them in depth and in color as well. We intend to give a promotional electric knife with each step up model of dishwasher, asking them to use the electric knife for ease at dinner and then let Mom enjoy herself after dinner with a dishwasher. This could be a great Christmas for this item."

**Samuel M. Boyd, Bailey-Wagner, Inc., Springfield, Mass.** — "We here at Bailey-Wagner will do all the things that we have done successfully in the past to get a major share of the Christmas business. Our stock and display of electric housewares, cleaners, polishers, dryers, dishwashers, radios, recorders, TV portables, and color TV will be larger and deeper than at any other time of the year.

"However, we will do more than this. A few years ago, Vance Boyd, my son and able right arm, observed that we, and our competitors, seemed to feel that only gift items sold in any volume between Nov. 15th and Dec. 24th, be-

*(Continued on page 52)*



**STUCKY** — "... you must begin planning in August or September, get the plan working as early as possible."



**WHELAN** — "I feel dishwashers make an ideal Christmas gift for the home and something that can be used year-round."



**SHARPE** — "Our major interest will be centered on electronics with color television as number one."



**POLK** — "... had a great deal of success using a premium tie-in with our major product purchases."



**RITTER** — "We expect to get maximum sales this Christmas by heavier than usual newspaper and radio advertising, special store displays . . ."



**BOYD** — "... there should be enough business in the bread-and-butter categories to pay at least one dealer to go after it . . ."



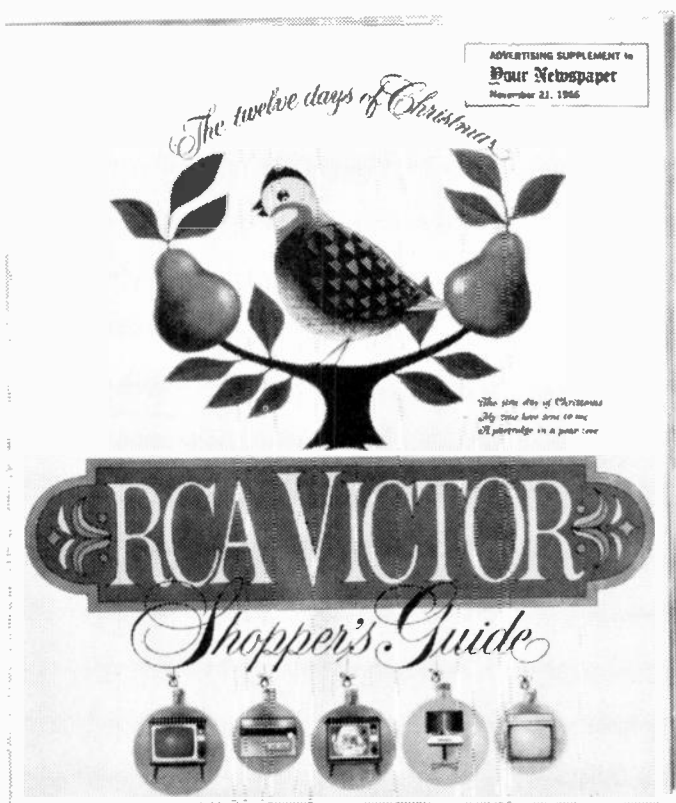


**They'll be lined-up around the block at RCA Victor**

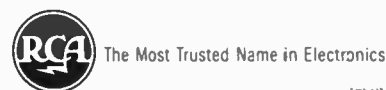




dealerships when the Christmas shopper's guide breaks.



It all starts Sunday, November 21, when this 8-page, four-color insert-- "The Twelve Days of Christmas"-- will appear in more than 300 newspapers all across the country. From that time on, watch the steady stream of prospects parade into your store during the year's biggest buying spree. (P.S. Better get in early Monday morning.)





# Trends

## IN THE MARTS OF TRADE

**PHILCO CORP.** will be returned to a "profit position" by the end of 1965, and consumer products will have played an important part in the process. So said Robert O. Fickes at Philco's white goods convention in San Francisco last month. Among other points Fickes made to the distributors and key dealers at the meeting: 1. Philco will build a plant in Taiwan to produce radios, phonograph chassis, compact TV sets, and electronic sub-assemblies. 2. The company is building a 350,000 sq. ft. warehouse next to its Philadelphia radio-TV plant. 3. "Philco has a lead on other manufacturers in the field of micro-electronics, and some devices that are nearing the market place are spectacular." . . . Fickes also took the dealers to task for not fully supporting manufacturer merchandising programs — any manufacturer, not just Philco. Follow through on promotions is one reason of Sears' success, he said.

**GIFT EXCHANGE PLAN** for consumers who receive two or more of the same General Electric electric housewares is started by GE. Under the plan, consumers must bring their items to be exchanged to a GE Appliance Servicenter. Gifts have to be unused and in original factory packaging. They can be exchanged for other appliances of equal or greater value, in the latter case the consumer making up the difference in cash. No cash refunds will be given.

**PRICES TO SET-MAKERS** of RCA's new 15-in. rectangular color TV tube will be \$90 in laminated version and \$85.50 for non-laminated, effective the first quarter of 1966 when the new tube is scheduled to become available to manufacturers. Meanwhile, developmental samples of the tube are selling now for \$150. But even as work goes forward on the new tube, word comes from Raymond W. Saxon, vice president and general manager, RCA Victor home instruments division, that there won't be enough color sets to fill demand this year. Saxon says the industry will fall at least 350,000 sets short of consumer demand by Christmas.

**SALES FUNCTION OF** General Electric's GESCO division has been taken away and assigned to the respective manufacturing divisions: the consumer electronics division for radios and small phonos, and the housewares division for electric housewares. Independent distributors are not affected by the move, says GE. Transfer of responsibility is scheduled for Jan. 1, 1966.

**NEW CREDIT PLAN** started by the Pittsburgh National Bank has attracted numerous furniture and appliance stores in the area, the bank says. When a customer makes a purchase with his charge card, the dealer writes up the sale on tickets supplied by Pittsburgh National. The customer's charge card data then is imprinted on the ticket by a special imprinter. For purchases up to \$50, the dealer

simply writes up the sale. For amounts over \$50, dealer calls the bank's "instant service" phone number to get prompt approval. The bank's charge card service center has several phone lines to handle dealers' inquiries. It is open from 8:30 a.m. to 9 p.m. Monday through Saturday.

**PATENT INFRINGEMENT** is charged in a suit by Hotpoint Div. of General

*Electric against the Tappan Co. Hotpoint charges Tappan has infringed Hotpoint's Patent # 3,145,289 covering Teflon-coated removable panels for range ovens. Harold Hulett, general manager of Hotpoint's kitchen appliance department, says Hotpoint was reluctant to proceed with litigation, and did so only after offering to discuss a licensing arrangement with Tappan, which was refused.*

**THE FUN ASPECT** of tape recording, as opposed to the nuts and bolts approach is an important feature of a new paperback book, "Family Fun In Tape Recording," being brought out by North American Philips Co. Development of the 192-page book,

says Wybo Semmelink, assistant vice president of North American Philips and manager of the Norelco high fidelity products department, is an educational effort designed to promote greater interest in recorders, a move we believe will benefit the entire industry. Norelco is not being totally unselfish in this regard. "We are in the midst of an exploding market . . . We are confident that we will continue to get our fair share of this enlarging market . . ." The book is being shipped prepacked in counter dispensers containing 50 books each to Norelco tape recorder dealers. It will also be sold at bookstores, supermarkets, and drug stores at 75 cents a copy.



**CHEVY-VAN**—Haul over a ton in the spacious 211-cu.-ft. cargo area. Big double rear doors and new 194 Six engine are standard. Double curbside cargo doors and big 230 Six engine also available. Low first cost, low operating cost make this our most popular van.

# Chevrolet gives you a wider choice of covered delivery trucks than anyone in the business!



# Utica, N.Y., Saleslady Wins \$500 Bond In Electric Housewares Month Contest

**A** Utica, N. Y. saleslady-bookkeeper is the first prize winner (a \$500 U. S. Savings Bond) in the National Electric Housewares Month contest sponsored by MART Magazine in cooperation with manufacturer members of the Electric Housewares Section of NEMA.

The winner is Frances Laria, a veteran of 22 years' employment at

Gigliotti Sales. Mrs. Laria describes the store as a family operation run by her husband's family.

To be eligible for her prize, Mrs. Laria, as did all other contestants to be eligible, had to match correctly 16 clues to 16 electric housewares items.

Correct entries went into a hopper and were drawn, for prizes, by H.

C. Smith, secretary of the Electric Housewares Section of NEMA.

Of the hundreds of entrants in the contest, only eight failed to match clues and items correctly.

Second prize, a \$100 U. S. Savings Bond, goes to Willard H. Lyon, Lyon & Son, Livingston, Ala. A \$50 U. S. Savings Bond, the third prize, goes to Jack Hunkemoeller, Leo's

Stores, Inc., Cincinnati; and the fourth prize, a \$25 U. S. Savings Bond, was won by Ted S. Bierch, Millbury Furniture Co., Worcester, Mass.

Fourth through 19th prizes, supplied by manufacturer members of the Electric Housewares Section of NEMA are, in the order they were picked:

An Arvin portable heater, Model 34H13, to R. P. Burkey, Goodyear Service Store, Ft. Pierce, Fla.; a Cory automatic combination can-opener/knife sharpener/scissors sharpener to Polly Busler, Carson Pirie Scott Co., Decatur, Ill.; an Electromode "Slimline" heater, Model PB-101, to Robert Hymanson, Save-Co., Tucson, Ariz.; a Fasco portable intercom, Model C1-8202, to E. W. Taylor, Taylor Radio & Appliance, Mena, Ark.

Also, a General Electric spray, steam, and dry iron, Model F81T, to Albert M. Gaines, Fortson's Inc., Elberton, Ga.; a Hunter convection baseboard heater, Model HFBP15, to Maxine Schmitz, Schmitz Electric Store, Lac du Flambeau, Wis.; a Kitchen Aid Food preparer, Model K45, to F. W. Raley, J. F. Raley Furniture Co., Pine Bluff, Ark.; a Knapp-Monarch "Redi Oven" special, Model 45-510S, to Perry L. Gerson, Miami Hardware & Appliance Co., Inc., Dayton, O.; a Mirro "De Luxe Electric Fry Pan," Model M-0471, to Buddy Buntin, Jones Furniture Co., Tuscaloosa, Ala.; an Oster Classic 8 "Osterizer," to Viola Sizemore, Arnold's Hardware, Kimberly, Idaho; a Proctor-Silex power spray/steam/dry iron, Model 10301N, to Alden Smith, Alden Smith Appliance Co., Pilot Mountain, N. C.; a Ronson carafe blender to Jack L. Landau, Royal Jewelry Co., Ashland, Ky.

Also, a Sunbeam "Jet Set" hair dryer, Model PHD-1, to John C. Hessenaure, Hessenaure's, Inc., Ypsilanti, Mich.; a West Bend "Automatic Party Perk," Model 3525, to David W. Warburton, Warburton's, Madera, Cal.; and a Westinghouse "Pressure-Flo" coffeemaker, Model HP90, to Donald C. Neish, Tyree's, Clearwater, Fla. ■



**PANELS**—Select either the ½-ton model with 7½-ft. body or the extra-long 1-ton model with 10½-ft. body. You can even have 4-wheel drive with the 7½-ft. body. All models feature smooth laminated wood floors with full-length steel skid strips for easy cargo handling.

Chevrolet covered delivery trucks come in more types and sizes than any other make. They begin with the low-cost Chevy-Van and go on up to the big walk-in Step-Van King with 12½-ft. body and 10,000-lb. GVW rating. In between there are conventional panel bodies, plus a full range of forward-control Step-Van models. Forward-control chassis, for the installation of custom bodies, are offered with GVW ratings ranging all the way from 4,300 lbs. to 20,000 pounds.

Look 'em over and you'll see why your Chevrolet dealer is the man to see for the big choice in covered delivery trucks. . . . Chevrolet Division of General Motors, Detroit, Michigan.

**CHEVROLET**  
NEW '66 WORKPOWER TRUCKS

S	M	T	W	T	F	S
COMING						
EVENTS						

## 1965

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

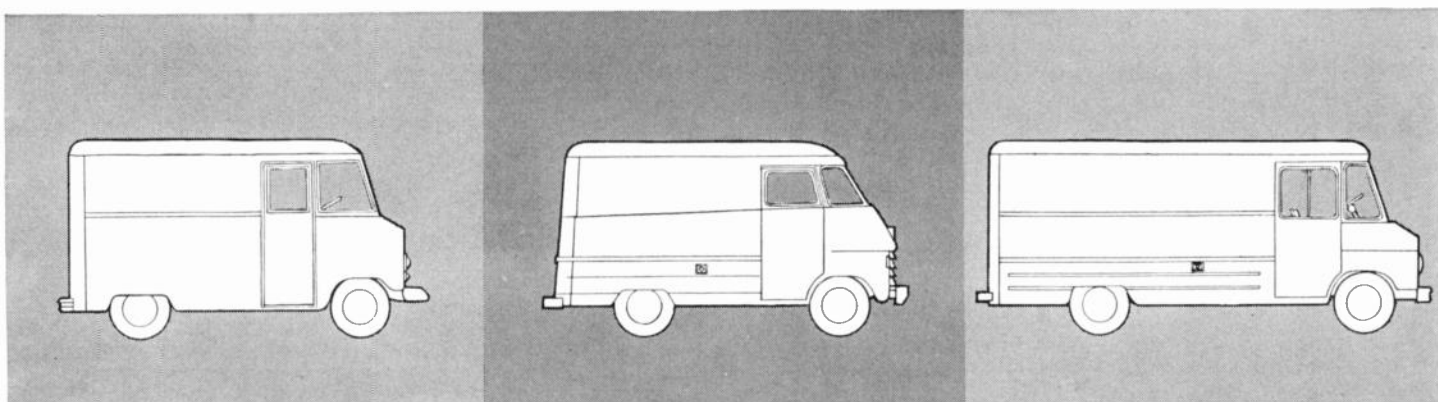
## 1966

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.



**STEP-VAN 7**—Offered with 7- or 8-ft. body with 65- or 69-inch interior height. New 6-cylinder power standard. GVW ratings to 5,400 pounds.

**STEP-VANS**—Available in 8-, 10- and 12-ft. sizes with interior heights from 68 to 76 inches. New 250 Six engine. GVW ratings to 10,000 pounds.

**STEP-VAN KINGS**—Offered in four sizes from 10 to 12½ ft. and 72- and 76-inch interior heights. New 250 Six engine. GVW ratings to 10,000 pounds.



*What do G-E dealers have  
that Zenith dealers  
would like to have?*







*A 25" color set that has  
a door, and lists for under  
\$700.*

Not only do we make a 25" color set for \$699.95\*\* that comes with a door, we make a better door.

Don't laugh. It's better because it hides away in the top of the set instead of swinging out into the middle of the room like other doors.

And when you close it, it slides down into place on a cushion of air.

Our new door's not only a good idea, it's a good way to open or close a sale.

Especially when it's on a color set that's childishly simple to tune.

\*Diagonal measurement only.

\*\*Price optional with dealer, except where fair trade applies.

Television Receiver Department, Syracuse, N.Y.

GENERAL  ELECTRIC



# I. A. MORSE KNOWS ALL HE NEEDS TO KNOW ABOUT WOMAN'S DAY AND HE DOESN'T EVEN READ IT

Every woman on the block knows she can trust I. A. Morse.

To interpret the hen tracks her doctor scrawled on the prescription blank for her baby's fever.

To help with selecting toothpaste, ant poison, complexion soap, and a new shower cap.

To recommend an acne preparation for her 16-yr.-old basketball star, and an aftershave that'll show she didn't forget Father's Day.

I. A. Morse knows the working side of the women on his block. The decision-making side (that their husbands don't know).

At Woman's Day, we know all about the women on our block, too. 6,500,000 of them. And our job is giving them the same kind of help and hand-holding they get from the corner druggist, and the butcher, the baker and the candlestick-maker.

In the environment where we fill these important needs, an ad of yours will do its job. If it communicates an answer to a problem, or a piece of news, or a way to make a woman's life a little easier or happier.

That's what Woman's Day is all about. That's why Woman's Day works.

So Woman's Day doesn't tell a lot of funny stories, and it doesn't run any pictures of fashions or furnishings that its readers could never afford to buy or make. Like I. A. Morse, Woman's Day—more than any other magazine—is a trusted advisor in the day in day out work that's a housewife's chosen profession.

That's our profession. And we don't mind saying we're proud of it.



LIKE  
DOC MORSE  
WOMAN'S DAY  
TALKS  
MAN TO MAN  
TO WOMEN

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



# Report From Japan

by Yoshitaka Kawagishi

## Current Trends In TV Receivers

In the twelfth year of the TV receiver production, Japanese receivers show remarkable improvement in performance. In cabinet design, too, traditional Japanese concept of beauty and form is beginning to be incorporated.

Nearly 90 per cent of all Japanese households now own television receivers, and the demand is shifting from new purchases to replacements and additional purchases. Under the situation, the manufacturers are putting new series of receivers on the market, stressing higher reliability as an outstanding sales point. They are obliged to do this in order to satisfy the consumers whose knowledge of television receivers has greatly been deepened through use of their first set. Of course, American style and metal cabinets are still popular among the public, but more interest is beginning to become evident in sets of design unique to Japan.

Products making strong appeal to the public because of higher reliability include Matsushita Electric's "Golden Series", Toshiba's "Three-Ace Series" and New Nippon Electric's "Ultra-High-Sensitivity Series." These are 16 in. and 19 in. in size, and high-reliability components generally used for industrial instruments are incorporated in them as principal circuit components.

It is now the greatest concern of these manufacturers to offer television sets that develop no trouble.

To take a few examples, high-reliability components used include resin resistors, polyethylene capacitors and metal oxide resistors for horizontal and vertical circuits. Also used more widely are no-drift intermediate frequency transformers and special impregnation-treated regular transformers. In addition, plenty of spare space is provided for chassis wiring in order to prevent functional deterioration of components arising from heat generation, while the components are arranged in such a way as to make repair work, if any, easier than before.

Among the manufacturers, New Nippon Electric has made a notable hit by publicizing addition of an ultra-high-sensitivity circuit to its instant vision series, a series of receivers that begin to work the instant the switch

*COLOR TONES of ancient Japanese art style are incorporated in a "Television Nippon" console set using a 23-in. square picture tube. American-style and metal cabinets are still popular, but public is showing more interest in cabinetry featuring designs unique to Japanese tradition.*

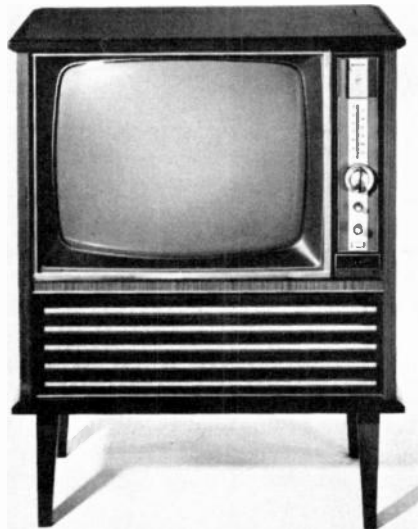
is turned on because weak current constantly flowing through the tubes dispenses with warming-up period.

Matsushita Electric and Toshiba are switching entirely over to the "Golden Series" and "Three-Ace Series" respectively. And with favorable results achieved with new series, they are expected to develop still more popular series. Typical sets in these new series are Toshiba's "King of 19," Matsushita's "Saga" and Sanyo's "Television Nippon." In addition to higher performance and higher reliability of the products themselves, these are designed in typically Japanese style, incorporating traditional aesthetic concept of the Japanese people. They are also featured by high acoustic effect.

Toshiba's "King of 19" is a high-class console set using a 4-speaker system. Its wooden cabinet is designed and finished in a truly gorgeous style. Sanyo's "Television Nippon" and Matsushita's "Saga", name taken from a well-known historical spot near Kyoto, both incorporate ancient architectural style in the design of cabinets.

Sanyo's "Television Nippon" series includes 19 in. and 23 in. sets, and features overall gain twice to three times as high as existing sets through the use of frame grid tubes, keyed automatic gain control and dynamic tone control. These are circuit components that have been used only for color television and stereo sets. Matsushita's "Saga" is also 19 in. in size and is of console type like Sanyo's "Television Nippon" sets.

New series of sets manufactured by others include Fuji Electric's "Platinum Series" and Nippon Columbia's "Perfect Vision C7 Series."



The world renowned organization with an International reputation for leadership in research, engineering and precision craftsmanship

# Hitachi

## Puts it on the line for Christmas Selling

### THE LINE OF UNBEATABLE QUALITY LEADERS

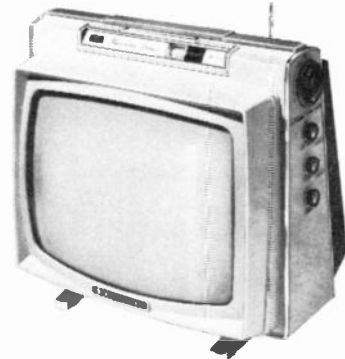


**Model TRQ-330: SOLID-STATE TAPE PORTABLE RECORDER**

Distortion-free recording "Levelmatic". Two speeds, 3 3/4 and 1 7/8 ips. 4" x 2 3/4" PM speaker. Operates on 6 "C" cell batteries. 3" recording reels. Level light for recording and batteries.

With Dynamic Microphone, Remote Control Switch and Tape

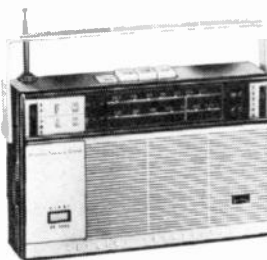
**49.95**



**Model TWA-1000: SOLID STATE 12" ELECTRIC/BATTERY PORT. TV**

Goes everywhere, plays anywhere! Operates on AC or 12 volt battery. All channel, UHF/VHF reception. Only 16 pounds. Oval 5" x 3" speaker. 2 earphone jacks. Telescoping antenna.

Battery, Case Charger, **159.95**  
Adaptor for Car or Boat Available.

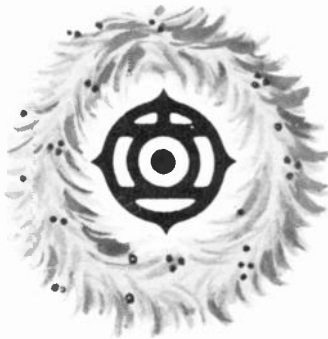


**Model KH-1005R: 10 TRANSISTOR FM/AM PORTABLE RADIO**

Push-button controls. 4" PM speaker. Adaptable for FM stereo reception AFC. Bass/Treble tone control. Telescoping rod antenna. Operates on 4 "C" cell batteries.

Complete with Batteries & Earphone **49.95**

All Prices Suggested Retail List



# HITACHI

HITACHI SALES CORPORATION  
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### THE LINE OF UNBEATABLE PROMOTIONAL VALUE LEADERS

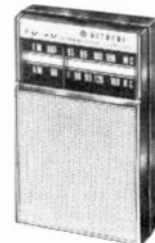
Built to the Highest Traditions of Hitachi Quality



**Model TH-890: 8 Transistor AM Pocket Portable** **17.95**



**Model TH-610: 6 Transistor AM Pocket Portable** **11.95**



**Model KH-811: 8 Trans. FM/AM Pocket Portable** **34.95**

Above models complete with battery, earphone, leather carrying case with strap.





## Dough Maker

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

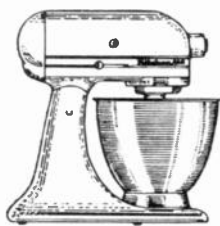
We've found that women are buying this Food Preparer because it's the only home mixer that kneads yeast dough. But that's not all it does.

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

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

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

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



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

NAME \_\_\_\_\_ TITLE \_\_\_\_\_  
FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

FOOD PREPARERS BY  
**KitchenAid®**

# I Believe

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



## Job Responsibility Assignments

**M**anagement is charged with the responsibility of seeing that every employe has specific, spelled out JOB RESPONSIBILITIES and that these jobs are properly performed day in and day out. Following is a list of the job responsibilities assigned to our Delivery and Maintenance Foreman:

### Jerry Bakker's Job Responsibilities

"1. He is responsible for all of the trucks. He is to supervise all repairs and upkeep on the trucks. He is to make all tire purchases, trades, arrange for repairs, etc. He is to work with Don R., Hardy, and Ray A. when it is decided to trade trucks for new ones. He is to see that they are properly parked, locked up, and kept clean inside and outside. The nine trucks are his over-all responsibility and every employe who has a truck assigned to him should talk over repair problems with Jerry before they go ahead and order a repair job done unless it is of a minor nature. He is to see that the trucks are driven properly and kept up so they are always safe to drive, and at no time are neglected or abused. He checks the records with the office and sees that everyone signs properly for all gas, oil and truck supplies, so a good accounting of truck expenses, by the unit, can be kept. He is to see that the right tools are always in every truck and that spare tires, etc., are always in good condition. He is to see that protective blankets are used when needed and taken good care of when they are not in use. He is to be sure that the small trucks used for moving are always kept in top repair, oiled, etc.

"2. Jerry is to be responsible for all deliveries. He lines them up every night and every morning. He is to see that no one wastes any time sitting in the office visiting, either after the store is closed or early in the A.M. before opening time. He is to supervise and train the men who work with him and see that they are not careless about the way they handle merchandise or about the language they use. He is to see that they always are neatly groomed and emphasize the important saying, COURTESY IS CONTAGIOUS. He is to see that deliveries are made when promised and that every customer is given detailed instructions on the use of the product delivered. He is to make certain that every customer has received her instruction book. He should urge her to study it carefully until she is completely informed on how to properly use her newly acquired possession. He is to see that the customer always signs the delivery sheet, or writes in why. Before he leaves he should double check to be positive that the installation is complete and that no tools, etc., have been accidentally left.

"3. Jerry is responsible for all of the warehouse space we use as he will be loading and unloading from every warehouse practically every day. He is to see that these are always kept clean and orderly. He is to see that the area outside of these is always kept neat and clean. He is to see that all unpacking crates and refuse from the appliance warehouse are put in the fenced enclosure, so they won't blow around. If Fred Schaap doesn't pick up at least once a week, he is to phone him. He is to see that the merchandise that is needed for display is brought into the stores and uncrated and set up when it is needed. He must train his helpers to get unloading information correct on the record sheets. Model and serial numbers must be written clearly and the other information that is needed for our perpetual inventory system. He is to have a place for everything and then keep it in its place. He is to see that identification numbers and markings are placed to the outside when placing merchandise in the warehouses, so that they can be easily found when wanted.

"4. He is to see that the trade-in merchandise is properly tagged so we'll know where it came from, the date, and the salesman who made the transaction. He is to see that the aisles are always open in our used departments, around the doors, and that the elevator in the appliance department is not left loaded with merchandise. He is to see that the outside elevator door is locked every night and that the elevator is on the ground floor and the inside door is locked, too. He works in the used department when there are no deliveries to be made. He helps Mike C. and others junk out trade-ins that we decide are not worth the cost of repairing.

"5. Jerry will have the following men work with him, some full time, others part time. He is to show them how best to do their jobs when they are helping with deliveries: Bob Ailts, Larry Hanson, Bob Baumgartner. He is to ask Ray, Frank, Mike or Bill to find help for him when there are more deliveries and installations than he has help to take care of.

"6. Jerry is to help with the sweeping in the Appliance Store every morning if needed, but if there are two men to do the sweeping then he is

(Continued on page 48)



# NEW FROM ZENITH:

More popular priced stereo models with more fine features than ever before...

Right down the line—greater music power with solid-state amplifiers...new advanced Micro-Touch tone arm... exquisite fine furniture styling, traditional quality.

Priced for greater sales and profit opportunities than ever before.



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



Specifications subject to change without notice.

Zenith presents the finest sound reproduction ever in popular priced home console stereo. New Zenith solid-state amplifier with outstanding peak music power and completely transistorized audio amplification system. Low mass Micro-Touch® 2G tone arm that makes it impossible to accidentally ruin a record. Eight Zenith Quality high fidelity speakers (broad range response of 40 to 15,000 CPS). Super-sensitive Zenith AM/FM-Stereo FM tuner with AFC. Record storage space. Elegant cabinets authentically styled in genuine veneers and hardwood solids.

*Top left:*  
THE BEETHOVEN—  
Model MN2607H  
Exquisite French Provincial styling in genuine Cherry Fruitwood veneers and select hardwood solids.

*Bottom left:*  
THE BACH—  
Model MN2604W  
Handsome Modern styling in genuine oil finished Walnut veneers and select hardwood solids.

*Top right:*  
THE GERSHWIN—  
Model MN2610M  
Distinctive Early American styling in genuine Maple veneers and solids.

*Bottom right:*  
THE BIZET—  
Model MN2608W  
Smart Danish Modern styling in genuine oil finished, hand-rubbed Walnut veneers, select hardwood solids.



**GO** *Airtemp* **IN '66**

**HIGH**

**HIGH QUALITY. ENGINEERED BY CHRYSLER!**

**WIDE**

**WIDE RANGE OF COOLING POWER TO CHOOSE FROM: 5,000 TO 32,500 BTUH's!**

**& HANDSOME**

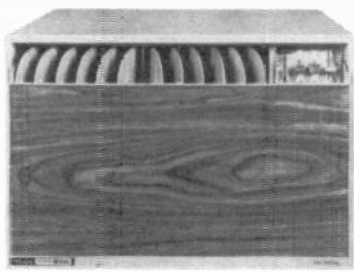
**HANDSOME STYLING. REVERSIBLE DECORATOR PANEL ON 10 IMPERIAL MODELS.**

Airtemp is the **big** line . . . 29 models, competitively priced with a good profit built in for you! Offer your customers this extra-wide choice of cooling power — 5,000 to 32,500 BTUH's. Offer your customers the top-of-the-line Imperial, with patented Air Door . . . unique Weather Seal . . . and the beautiful Decorator Panel.

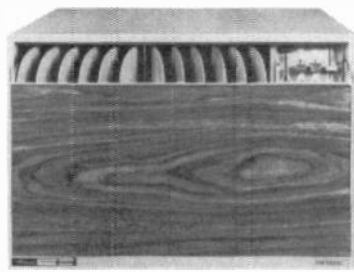
Offer yourself a trip to Japan or Mexico . . . just for the profit of doing business with Airtemp. Your Airtemp distributor is waiting today to book you for profit and pleasure in '66. Call him today!

CLIMATE ENGINEERED BY  **CHRYSLER CORPORATION**

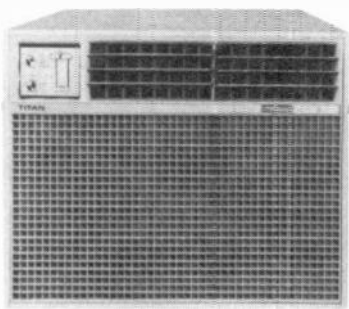




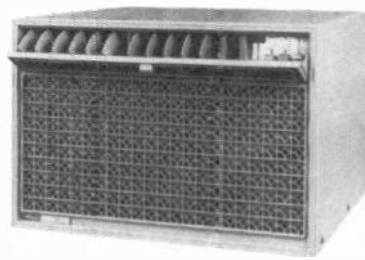
Imperial S11-61 6,500 BTUH



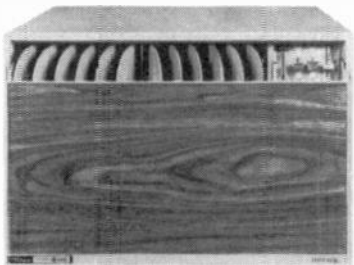
Imperial H17-63 14,000 BTUH



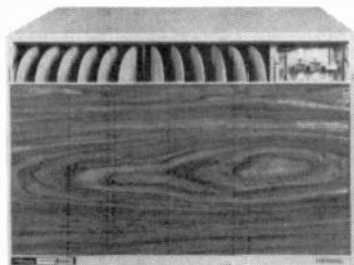
Titan T25-63 23,500 BTUH



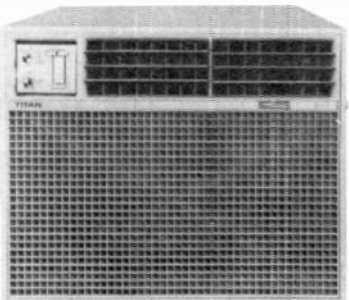
Custom S10-63 9,800/9,500 BTUH



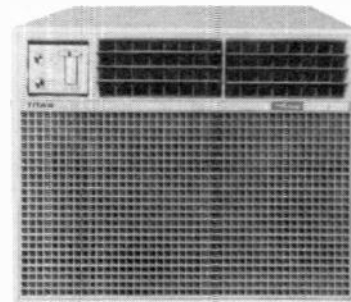
Imperial S11-62 8,800 BTUH



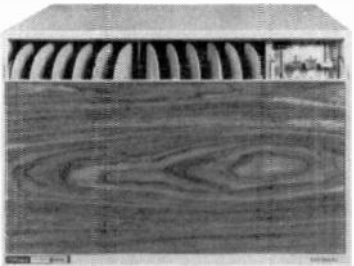
Imperial H19-63 16,000/15,500 BTUH



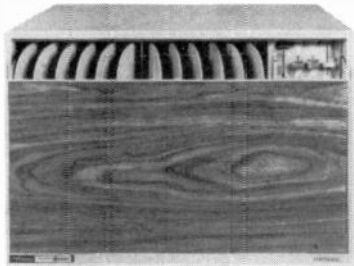
Titan T25-68 23,500 BTUH



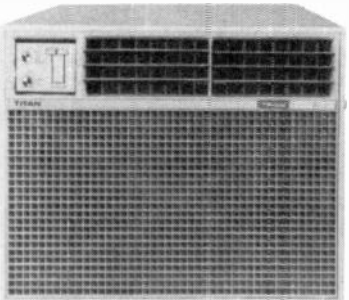
Heat Pump T25-634  
Cooling 23,000 BTUH Heating 19,000 BTUH



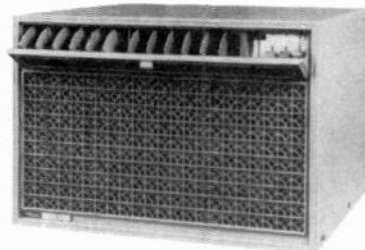
Imperial S11-63 9,800/9,500 BTUH



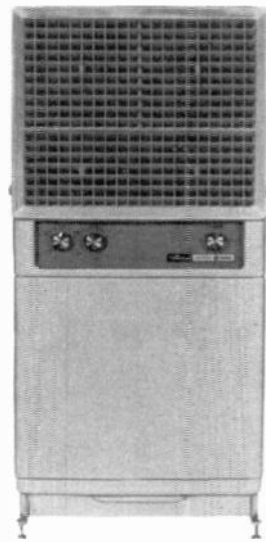
Imperial H21-63 18,000 BTUH



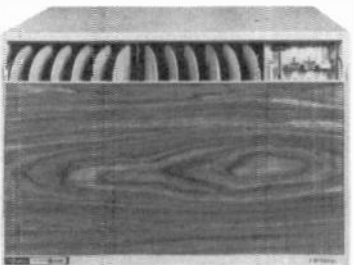
Titan T31-63 27,500/27,000 BTUH



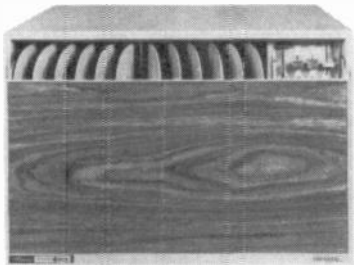
Heat Pump S10-624  
Cooling 8,200 BTUH Heating 7,400 BTUH



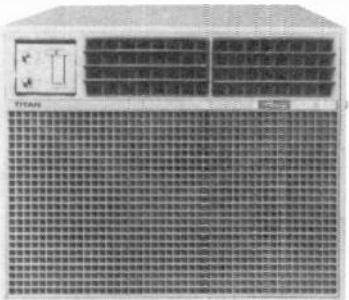
Casement C10-41  
5,800 BTUH



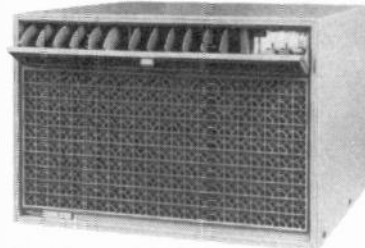
Imperial H13-62 11,300 BTUH



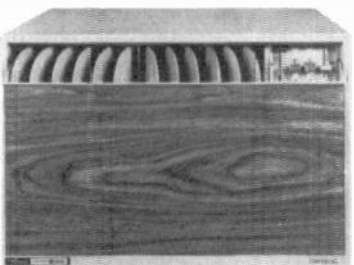
Imperial H21-68 17,500 BTUH



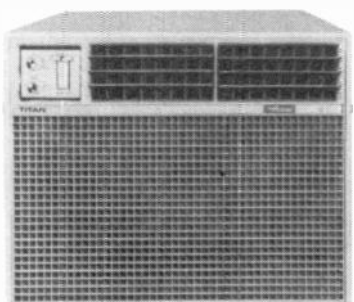
Titan T41-63 32,500 BTUH



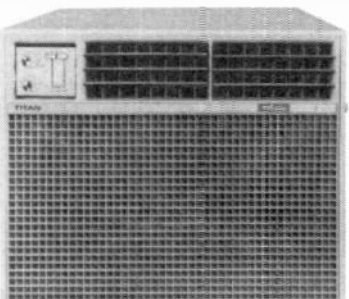
Heat Pump S10-634  
Cooling 9,500 BTUH Heating 8,500 BTUH



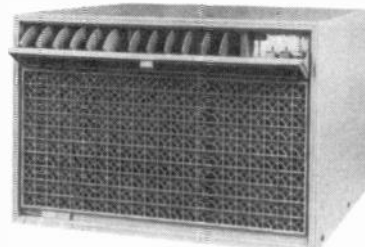
Imperial H13-63 12,300 BTUH



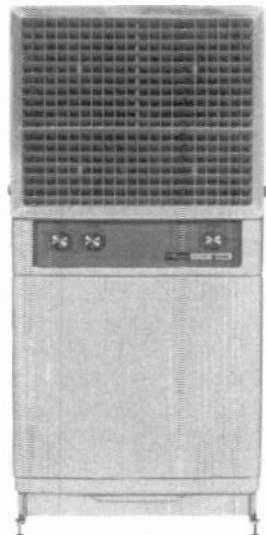
Titan T23-63 18,500 BTUH



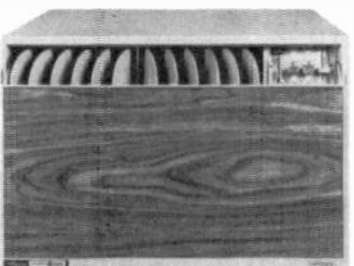
Titan T41-68 31,500 BTUH



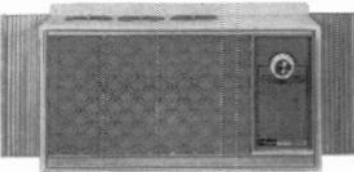
Heat Pump H12-634  
Cooling 12,300 BTUH Heating 11,100 BTUH



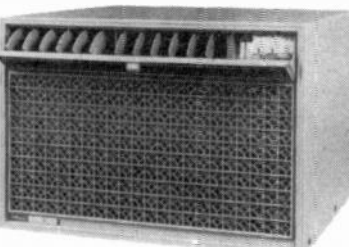
Casement C10-42  
7,500 BTUH



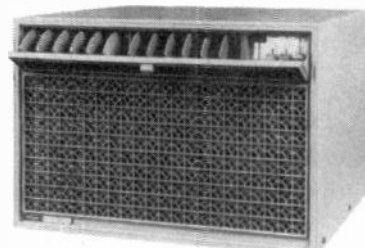
Imperial H15-63 13,200 BTUH



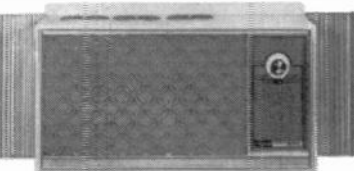
Tempette S08-62 7,500 BTUH



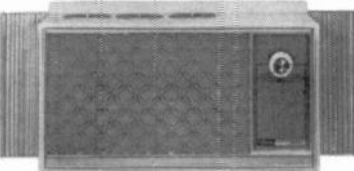
Custom S10-62 8,200 BTUH



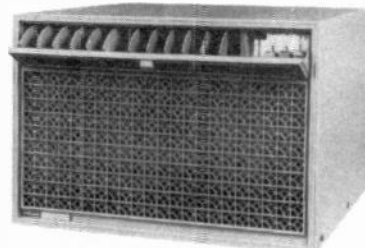
Heat Pump H18-634  
Cooling 15,300 BTUH Heating 13,300 BTUH



Tempette S05-61 5,000 BTUH



Tempette S06-61 6,000 BTUH

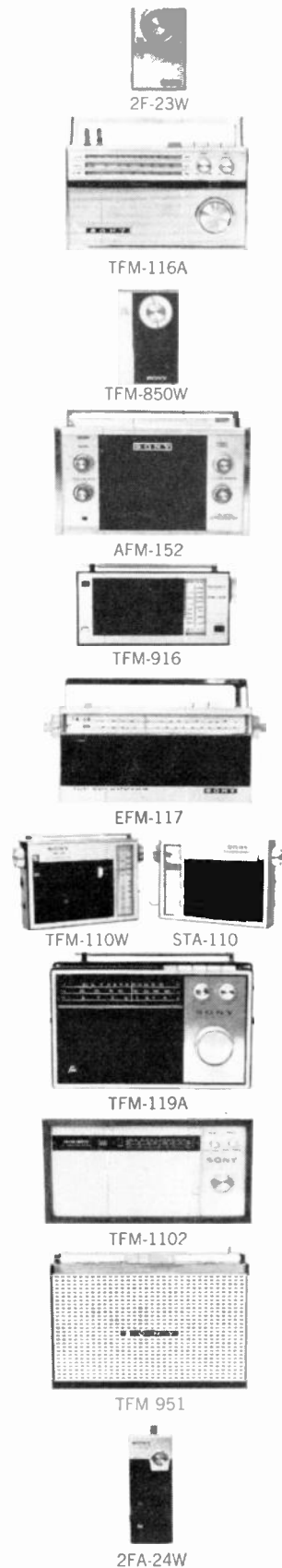


Heat Pump H12-632  
Cooling 12,000 BTUH Heating 12,000 BTUH

# 29 **Airtemp** MODELS! (5,000 TO 32,500 BTUH's!)



# The smaller we get the bigger we get.



Here is the biggest and most complete line of transistor FM/AM radios from Sony. 2F-23W—palm-sized radio. One of the world's smallest FM/AM radios. TFM-116A—FM/AM marine band. 11 transistors and 4 diodes. Dipole antenna. TFM-850W—FM/AM pocket-sized radio. Biggest seller in the line. AFM-152—15 transistor FM/AM with automatic tuning. Finest portable ever made. TFM-916—FM/AM—portable, slide rule dial. EFM-117—11 transistor FM/AM

portable. Esaki diode for maximum sensitivity. TFM-110W—portable FM with stereo multiplex jack. STA-110—FM multiplex adaptor for TFM-110W. TFM-119A—11 transistor FM/AM marine radio. Leatherette cabinet. TFM-1102—FM/AM marine band table radio. Works on AC or battery (optional equipment). TFM-951—9 transistor FM/AM portable or car radio. 2FA-24W—automatic FM tuning. You push, it pulls and locks in station.

**The world's most complete line of FM transistors.**

# SONY®

580 Fifth Avenue, New York, N.Y.



# Distribution

at the



# CROSSROADS

This is the first of a series of articles examining the critical question of how to bring goods to the market most efficiently.



UNIT VOLUME and profit picture at Jolliff & Stucker, Wooster, have climbed noticeably since store became a center about a year and a half ago, says Dealer Dick Stucker. But he is hurting for color TV deliveries. Stucker was a pioneer color dealer.



BASICALLY OPPOSED to the idea of offering customers only one line is Jack Fiocca, J & L Appliances, Cleveland. Fiocca says he has more GE on his floor than the Centers do.

## General Electric's "Center" Concept Of One-Line Retailing Is Spreading

Not all Centers are part of formal program;  
a progress report on the Cleveland area stores.

By CHARLES KRAUSS

If single, full-line appliance retailing isn't the road to a brighter tomorrow, the General Electric Co. should be the first one to find out.

For it is clear that GE has gone and is going further down this road than any other manufacturer.

Most conspicuous segment of GE's movement has been of course the Great Lakes District (Cleveland-based) where the full-line stores operate under the name of GE Appliance Centers. The oldest of the Center in this district is more than two years old, the newest probably opened its doors this week. A similar formal program is getting under way in Houston, Tex.

However, individual Center-type of stores have been cropping up all over the country, often without the benefit of a formal program by the GE branch or independent distributor, and GE headquarters in Louisville says there is no question that the movement is spreading nationally. Furthermore, GE likes to point out that there is nothing fundamentally new in the Center idea and that the *concept*, no matter what the store is called, has been practiced for many years by dealers all over the country.

GE's position on the Centers program is relatively simple: the company wants good dealers, preferably young ones, who are willing to put money into a way of doing business that GE thinks is good. If this means franchising a Center store across the street from a long established multi-line dealer who carries GE (as it did in one case in the Great Lakes District) then, apparently, so be it. The company has also taken the further step, in Wilmington, Ohio, of leasing a store location and turning it over to a dealer to run. This program too, is to be expanded in the near future.

How are the Centers in Cleveland doing?

GE is silent on how it is doing in share-of-market in Cleveland, but does say that sales in the Great Lakes District are ahead of last year. However a source in a position to know told MART Magazine that while GE's share of market in Cleveland hasn't increased since the Centers started, it has kept pace with the growth of the market, something the source says it wasn't doing before the start of the Centers.

Generally, it can be said that the Centers are doing all right (much better outside the metropolitan areas than in them.) Anyone who hoped (or feared) that the Centers would take off like a skyrocket has evidently been mistaken.

By early fall, two Center operators in the Great Lakes District, one in Cleveland and one in Canton, had dropped out of the plan and gone back to multi-line selling. But four others had either opened branch stores (Centers) or were about to do so. On balance, the benefits of the program apparently outweigh the problems to the degree that GE has decided to proceed with the program.

What have been the problems? According to dealers in the program, three major difficulties have shown up:

1. Dealer dissatisfaction with advertising. There have been several changes in advertising administration since the metropolitan Cleveland Centers started early this year or late last year. Latest visible change is a new symbol and storefront design (a stylized "roof") and slogan: "Great As The GE Name."

2. Rumblyings about the effectiveness of the MRP (Minimum Retail Price) fair trade program. Among other things, the May Co., one of the three big department stores in Cleveland, has been giving double trading stamps on all pur-

chases made for cash on Tuesdays. At press time, however, there were indications that in light of recent Ohio fair trade court decisions, the friction on pricing would be eliminated by a re-signing of all dealers (the May Co. carries GE, but is not a Center.)

3. A physical shortage of color TV receivers. With color TV sales booming in Cleveland, as they are in other parts of the country, Center dealers are hardly in a position to go to other distributors (sometimes former suppliers) asking for allotments.

The danger of being tied to only one color TV producer, indeed, was one of the factors that caused Dealer Jack Boberg, Appliance Mart, to pull out of the Center program. Boberg was one of the original Centers within Cleveland proper, but he withdrew after only a couple of weeks in the program. His main reason for pulling out, he says, was not the color TV problem, but simply the matter of giving the customer a choice of brands. Even if color TV suddenly became plentiful, Boberg says he wouldn't consider re-joining the program. Since he withdrew from the program, (he is still a GE dealer) he has been signed by Main Line, the RCA Victor and Whirlpool distributor.

A more recent drop-out (September) is John Roby, who says the Center program "just didn't work out for me." Roby was, he says, mainly attracted by the advertising aspect of the Center program, and he came to the conclusion that the ads didn't pull the way they should have.

Roby doesn't write the Center idea off for other dealers, however, saying that brand new dealers (he himself is a veteran appliance merchant in the area) have a better chance of projecting a "factory outlet" image than do the old-



timers. Then, too, Roby thought at the outset that all or most of the important multi-line GE dealers in the area would join the Center program, which they didn't. "So I just didn't see any advantage the Centers had over any multi-line store," he says. Roby is also realistic enough to point out that traditionally he has emphasized brown goods over white goods (most of his white goods are still GE.)

Earle Weichman is one of the "new" dealers in the Center program. He is not the newest, having opened his Center late last year, but he is a newcomer to being in business for himself (he formerly was a buyer for the May Co.) Weichman calls the program successful, says his store is doing a little better than he had expected. He has been looking at locations for a second store. Like almost all the other Center operators, however, Weichman has had his problems. When visited by MART Magazine, he was receiving a color TV set from Arnold Pager, another Center operator from Sandusky. "I'm a believer," said Pager, "but anybody who was expecting a pot of gold out of the Centers is nuts. It's a building thing."

A. D. Kohlmyer now has three Centers, two in Cleveland and one in Elyria. The Centers are doing well, says Kohlmyer, although one of them, on 110th St., got off to a slow start. It, however, is starting to improve.

Kohlmyer takes a relatively tolerant attitude toward the Center advertising. He has not been satisfied with it, he says, but it is getting better, and the rough spots that go along with any new program are being ironed out.

Not far from Kohlmyer's Center on 110th St. is J & L Appliances, on 117th St., an important multi-line store that did not join the Center program because, as Dealer Jack Fiocca puts it, "The idea is no good. You have to give people a choice of brands. You just *think* you can switch them. Why, we have Sears salesmen coming in here to buy Hoover vacuum cleaners and Whirlpool washers."

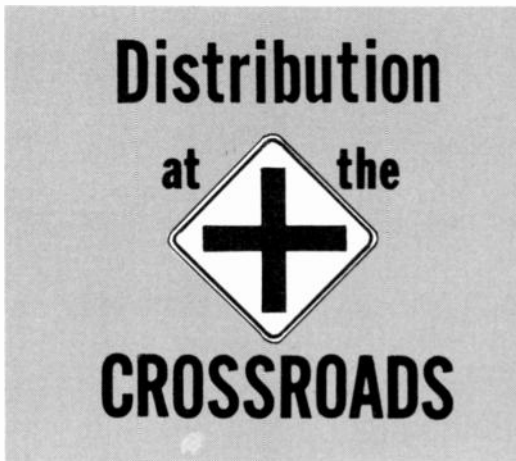
His business, says Fiocca, is better than ever before since the Centers started. In his big store (more than 9,000 sq. ft. devoted only to appliances and TV) Fiocca says he shows more GE merchandise than the GE Centers do.

Dealer Larry Schwede, Schwede's Appliance Village, says he is one of the first Cleveland dealers approached by GE on the Center idea. He is careful to point out that he is by no means opposed to the one-line idea in principle, but so far he has felt the store is better off as a multi-line outlet.

"The time is coming," says Schwede, "when most of us dealers will have to line up with only one or two manufacturers. At the same time, I hate to jeopardize a business that we've been 20 years in building up."

Since Schwede is both a Frigidaire and a GE dealer and since GE has kept on asking him to become a Center, he realizes it is clear that GE still wants better representation in his part of Cleveland, and he would not be surprised if a Center did open near him, a prospect that of course does not please him. In any event, he realizes he is not out of the woods yet on making his decision, either with GE or with some other manufacturers.

George Hoffman manages the GE Center located in John Roby's former multi-line store (Roby's current multi-line store is in the location of his former Center.) Hoffman, who is 26 years old, is probably a prime example of the new breed of dealers — he has no former appliance experience at all, having spent several years in Sears Roebuck's reserve group training program in Chicago. He is a fraternity brother of Cleveland Browns football player Tom Hutchinson, in whose name the Center is listed in the ads. A third principal in the store is Jim Kanicki, also a Browns player. The Center is known in the Cleveland trade as the football players' store. Hoffman's Center has been open since March, and he says he has no complaints about business, but he has experienced the same difficulty getting enough color TV and the same playback on weak-



*NO COMPLAINTS* about business come from George Hoffman, Cleveland, whose Center dates back to last March, but like other Center dealers in Cleveland, he's had some playback about price cutting.



*BASICALLY IN FAVOR* of one-line idea, but unwilling to throw over his 20-year-old multi-line operation is Dealer Larry Schwede, Schwede's Appliance Village, Cleveland. GE is still asking him to open a Center.

*DEALER'S NAME* sits over GE logo at Jay's Appliances, Canton, which dropped out of the Center program in September.

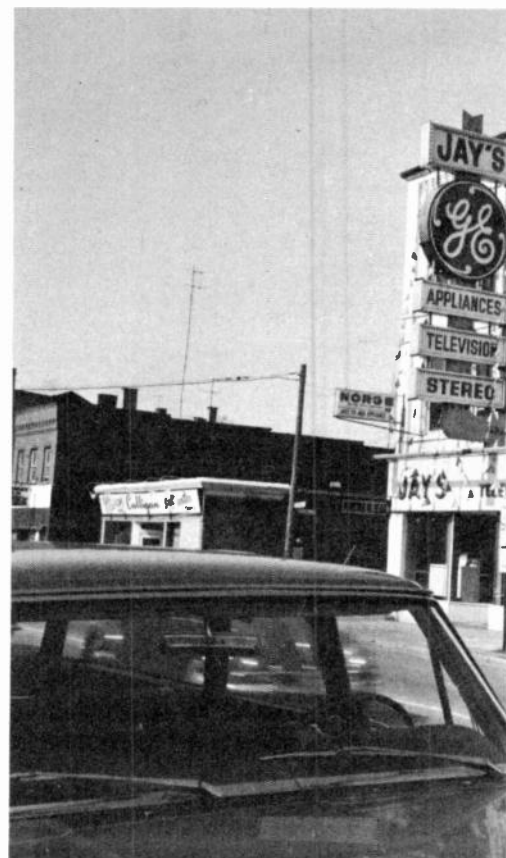
ness in the minimum retail pricing program as have other metropolitan dealers.

Coinciding exactly with the time of MART Magazine's latest visit to Cleveland was the opening of the then newest Center in the Noble-Nela area, near GE's light bulb factory. This Center is run by Jim Kinney, who was, before he went into the retail business five years ago, a marketing employe of the GE lamp division, and who teaches marketing at the college level.

Some 50 miles south of Cleveland center is Dealer Dick Stucker's Center in Wooster. Stucker's Center dates back to June, 1964. In that year, he says, he doubled his unit volume, and this year he expects a 20 to 30 per cent increase in unit volume again. He opened another Center in Mansfield this year.

Profit-wise, the Center is working with Stucker just as it no doubt was meant to: the combination of higher volume and reduced overhead has improved his profit position. Being outside the immediate Cleveland trading area, he is not bothered

(Continued on page 28)





# "It May Work, But..." Is Reaction Of Other Producers To One-Line Idea

Competing manufacturers apparently are watching the General Electric Appliance Centers in Ohio and elsewhere — and the whole idea of one-line retailing — with mixed emotions.

Some think the idea has a good chance of success, although not necessarily for anybody else but GE, some apparently wish they could do the same, and not a few are keeping their thoughts strictly to themselves.

"I think GE will be highly successful with the one-line idea; it's a symptom of a long-term commitment," says Carl Lantz, vice president of sales and general manager, distribution division of Philco Corp.

"For that matter," Lantz says, "any full-line manufacturer who has the desire for this approach can be successful with it. We at Philco, however, are absolutely opposed to such an approach."

Under the one-line approach, Lantz continues, the dealer tends to become too much like an employee rather than an enterpriser who is motivated by his desire for success. Lantz doesn't agree, furthermore, with the theory that in today's market the dealer must give up some of his independence in order to survive.

Lantz does say, though, that the day is at hand when the manufacturer must, without dictating to the dealer, move "closer to the market place" and take over such non-sales functions as warehousing and credit.

A somewhat similar sentiment comes from Ross Siragusa, Jr., vice president of marketing and sales, Admiral Corp., who says factory "support or assistance" (as opposed to control) to the dealer is a necessary thing in such areas as financing, sales training, and national advertising. The advantage (for the manufac-

turer) of having a showcase for his whole line in a one-line store must be weighed against the disadvantage of denying the consumer a brand selection. The ultimate in factory involvement — factory-owned retail stores — may be all right for the GE's and the Westinghouse's, Siragusa says, "But it's not for us. We're manufacturers, not retailers."

A spokesman for another large firm says, "We don't think GE's approach is necessarily the right one, but we recognize the idea has a certain desirability that will make it seem more attractive in the future. At least you have to give GE credit for doing something."

At the other end of the product-mix scale from the full-line companies are the specialty producers, Maytag and Magnavox, that have been encouraging the setting up of retail outlets to handle only their lines.

A Maytag spokesman characterizes his company's move as a shift from the post-war trend of multiple lines. Maytag "stores" have been around since before World War II, the spokesman says, but the difference between them and the Maytag Home Laundry Centers of 1965 is one of location: the new Centers are in metropolitan areas because, the company says, they must, as specialists in laundry, draw from a wide audience.

Maytag recognizes that the retail field must have all types of outlets, the spokesman says, but he adds that the specialty type of outlet can do a lot to stabilize and enhance the market for both the dealer and the manufacturer. Maytag has between 20 and 30 of its Centers in operation or about to open and expects to have at least one in each general area by next year. ■





**Tomorrow! A GE Appliance Center  
Opens on Cleveland's East Side**

West Side • Southland • Southgate • South Shore • Noble-Nela

## OPENING WEEK!

**Stop in! Get Acquainted! With New Noble-Nela Center**

### WIN A Portable TV

Register at the new GE Appliance Center on Noble Rd! You may win a portable TV or one of 10 other valuable prizes.

A GE Appliance Center opens tomorrow in a convenient new location on the East Side. Although in temporary quarters, there is still room for most of the GE line of appliances, TV and stereo. Stop in and meet Jim Kinney, proprietor, and Irene Siddor, store manager. Inspect the many end-of-model year specials now on sale!



**Coming Soon! New Expanded Location for Noble-Nela Center**

Within a few months, the Noble-Nela GE Appliance Center will move to a new spacious location within a block of the present store. The new center will display hundreds of GE Appliances, TV and stereo.

In show rooms tastefully decorated for your shopping pleasure. Watch for the Grand Opening of the new Noble-Nela Center after the first of the year.

**See These Clearance Specials at All 5 Centers**

 <p><b>15 cu. ft. Frost Free 2-Door Refrigerator</b> Clearance price on this popular model with biggest freezer in the industry. Ice compartment for fast freezing. No charge for color.</p> <p><b>\$288.88*</b></p>	 <p><b>Special! 2-Speed Fully Automatic Washer</b> All the features you want! 3 wash temperatures and 2 rinse temperatures. Filter-No. 12 lbs. capacity.</p> <p><b>\$179.95*</b></p>	 <p><b>Save '20 on this Deluxe Electric Dryer</b> Beautiful appearance and all deluxe features. 4 temperatures, full and demorable cycles, large lint trap inside door.</p> <p><b>\$119*</b></p>	 <p><b>Low, clearance price on 18" Portable TV</b> A big bright picture on this attractive portable with telescoping antenna. All channel reception.</p> <p><b>\$112*</b></p>
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**NO DOWN PAYMENT—1st PAYMENT IN 1966**

<p><b>WEST SIDE</b> Lorain Ave. 49-1190 Phone 382-1842 Phone 382-2442</p>	<p><b>SOUTH-LAND</b> 18-1200 Just South of River Phone 382-1842</p>	<p><b>EUGLID-SHORE</b> 22400 Lorain Shore Blvd. Cleveland Park Plaza Phone 724-1170</p>	<p><b>GE Appliance Centers</b> GREAT AS THE G.E. NAME</p> <p><b>SHOP EVERY NIGHT TILL 9 P.M.</b></p>	<p><b>SOUTH-GATE</b> 6320 Shermanville Center Opposite Southgate Phone 475-7020</p>	<p><b>NOBLE-NELA</b> 2653 Noble Rd. Phone 1-1-6277</p>	<p><b>COMING SOON</b> Check for news of GE Appliance Centers to open near you. Greater Cleveland</p>
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OTHER APPLIANCE CENTERS IN: Astoria • Elgin • Logan • Mansfield • Medina • Painesville • Sandusky • Waterloo • Youngstown • Warren • Alliance • Avon

MORE NEW GE Appliance Centers are promised at the bottom of this early October ad announcing the opening of the Noble-Nela unit.

## We're Proud as a Peacock!

OF OUR ALL NEW



### APPLIANCE CENTER

At 2912 S. Minnesota Bohlen Wilson's ONE PLACE TO SHOP FOR THE NUMBER ONE APPLIANCE IN AMERICA

A wonderful display of GE Appliances is now yours all under one roof! Refrigerators, ranges, washers, dryers, freezers, dishwashers, disposals, air conditioners, heaters, vacuum cleaners, floor polishers and a complete variety of GE electric housewares.

HERE YOU WILL SEE THE FULL LINE OF TOP QUALITY GENERAL ELECTRIC APPLIANCES ON DISPLAY and buy them at prices you can afford... and at your choice of terms.

## GRAND OPENING

**STARTS TONIGHT and continues through Monday, August 16th**

A PORTION OF OUR G-E DISPLAY, COME IN TO SEE THE BEST!



**SPECIAL LOW PRICES**

will be in effect on merchandise in every category during our grand opening, August 15th through 16th.

**FREE PRIZES**

**FREE** 1. GE Portable Dishwasher

**FREE** 2. GE Portable TV

**FREE** 3. 25 G-E Transistor Radios

NO OBLIGATION... SIMPLY REGISTER!

**FREE** Gift for every lady and free gum, candy, balloons, for the kids (with parents)

**FREE** COFFEE & DOUGHNUTS 10:00 a.m. to 9:00 p.m. COME IN FOR A VISIT, BROWSE AROUND!

GRAND OPENING SPECIAL

Save Discounted Prices

**NEEDLES**

A large assortment. Bring your old needles on a sample.

**99c**

Lot of Free Parking

GRAND OPENING SPECIAL

FREE TICKETS TO THE LAWRENCE WELK SHOW (seating in the Arena Sept. 7th).

With the purchase of any G-E major appliance, receive a free TV during our Grand Opening.

About the man whose job it is to help select the appliances that he sells for YOU!



**TED ANDERSON**

GE service by Robert Truitt, Frank Kline, and Tom Laska.





2912 S. MINNESOTA PHONE 326-4355

LONE APPLIANCE CENTER in its distributing area is the one run by Ted Anderson, Sioux Falls, S.D., which opened in August.

MART Magazine • November 1965

27



## GE's "Center" concept . . .

(Continued from page 26)

by hanky-panky on minimum prices. He suggests as improvements in the Center program that the Centers be given sales counsellors of their own and that GE's merchandising programs could be tailored more specifically to the Centers rather than along the established lines of loading that fit better into multi-line operations. The shortage of color TV particularly pains Stucker, since he is one of the "way back when" color dealers who was pushing RCA color at retail long before most other manufacturers got into the game.

In another relatively small town about 30 miles northeast of Wooster, Dealer Ben Favazzo has been running a Center in Alliance since early this year, having bought out a multi-line store to do so. Despite the fact that, at 2,000 sq. ft., Favazzo's Center is considerably smaller than most others, he says he has tripled the dollar volume that the multi-line store was doing (he was manager of the store.) To Favazzo, the one-line, "chain" concept of doing business is old hat, since he sold appliances (GE, at that) for Goodyear for several years. Favazzo's operation is heavily service-oriented, and he has no hesitation to ask prices *above* the suggested retail.

Dealer Fred Morris, Maytag Warren, Warren, Ohio, is the GE dealer who, after he decided not to enter the Center program, came to work one day and discovered a spanking new Appliance Center directly across the street from his store. (It is not, however, as though Morris' store stood alone in the neighborhood — it is on an "appliance row.")

Morris admits he was pretty upset at the idea of the Center across the way at first, but in the six months or so that the Center has been there, he says he has found his GE business to be ahead of last year, so he now concludes that if it had any effect at all on his business (about 50 per cent of which is, as the name implies, in Maytag) it has been a good effect.

"I had my chance at a Center," Morris says, "so I'm certainly not entitled to any sympathy from anyone. But I do say too many people in this business base their thinking on Sears, and therefore rarely come up with anything really new. There's a lot of mental attitude connected with this Sears business. We stick to our own knitting, and I'll bet we sold more laundry equipment last month than the local Sears did."

Far from the Cleveland scene, in Tulsa, Okla., veteran Dealer Carl Barlow, Alhambra Appliances, thought seriously of making his newest store a GE Center, then turned the idea down.

Barlow, who has been selling GE since 1926, says there is a lot to recommend the one-line idea, but that if the dealer gets into a price-competitive situation with his one line, he is backed into a corner. Barlow even took the trouble to visit the GE Centers in Ohio. ("About once a week I tear my hair out under the multi-line setup," he says, "because I know we don't have smooth step-ups, or enough space, or enough product knowledge.") But the hard fact, as Barlow saw it, is that GE merchandise allows only about a 15 per cent gross in his market, and "we can't live on that." (There is no fair trade of any kind in Oklahoma, says Barlow.) So the new store is multi-line.

On the other hand, Ted Anderson, Sioux Falls, S.D., did go the Center route on his own. He heard about the program, read about it, went to his GE distributor, Crescent Electric in Dubuque, and opened his Center in early August.

Anderson is pleased with his Center. Not only has business been good, but two things that he feared might happen have not: the Center is an off-shoot of an old multi-line downtown store, so it was feared downtown might suffer, but it hasn't; also, customers who have bought brand Z downtown don't insist on the same brand in the Center. ■

## A Store By Many Other Names Marks Cleveland Appliance Scene



*UNUSUAL COMBINATION* of a store that is strong in both GE and Frigidaire shows up graphically in the two sides of the same sign at Schwede's Appliance Village, Cleveland. Dealer Schwede was one of the first approached to become a GE Appliance Center. Schwede realizes he may yet have to face a Center near him.



*STILL ANOTHER* kind of "Center" to be found in Cleveland is the RCA Victor Home Entertainment Center, as illustrated at J & L Appliances. This Center is the brain child of Main Line Cleveland, Inc., the distributor. Main Line has slowly been heading toward full-line Victor and Whirlpool dealers, but J & L is not one.

*NEW SIGN*, featuring a roof idea reported to convey the impression of group solidarity is seen on the Appliance Center opened in early October in Cleveland by James Kinney.





**DEADLINE:  
DECEMBER 11**

## For Entries In The 11th Annual Contest: “Creative Retail Salesman-Of-The-Year”

Last year's winners show that “the IDEA's the thing” with which to catch one of four major prizes in contest sponsored by MART Magazine and NARDA.

**D**ecember 11 is the date to remember. That's the deadline for entries in the 11th annual “Creative Retail Salesman-Of-The-Year” competition sponsored by MART Magazine and the National Appliance and Radio-TV Dealers Ass'n. Entries must be postmarked no later than Dec. 11, 1965. Contest is open to all appliance or radio-TV dealers and their salesmen in the U. S. or its territorial possessions.

All you have to do to enter is answer this question: “What particular selling idea did you use during 1965 that successfully contributed to your making sales?”

Your answer — and it's the IDEA that counts, not  
(Continued on page 44)



GRAND PRIZE WINNER in the 1964 contest was Dealer Julian LeGrand, standing before his window display that produced many sales of color TV for LeGrand's TV in Los Angeles, Cal. Your sales-producing idea may be one of the four major winners in the 1965 contest.

### 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



## Dealer Dick Donaldson Says:

# "I'm A One-Man Ad Department"

**Designs, lays out ads at home; cites basic ingredients needed to create effective appliance advertising.**

By RICHARD DONALDSON

Puff's Appliance Center, Petoskey, Mich.

As told to ALAN C. ROSE

First of all let me state that Puff's Appliance Center is located in Petoskey, Mich., a small town situated in the northern part of the state with a population of around 6,500. This number is considerably increased during the summer and winter months as this region is one of the top resort areas in Michigan.

We consider ourselves a typical small town retailer with, I'm sure, problems quite similar to thousands of other retailers in the country. We

have what I feel is a growing business and have just recently moved into a brand new store.

We depend quite heavily on the tourist trade, but the permanent residents up here are still the backbone of our business.

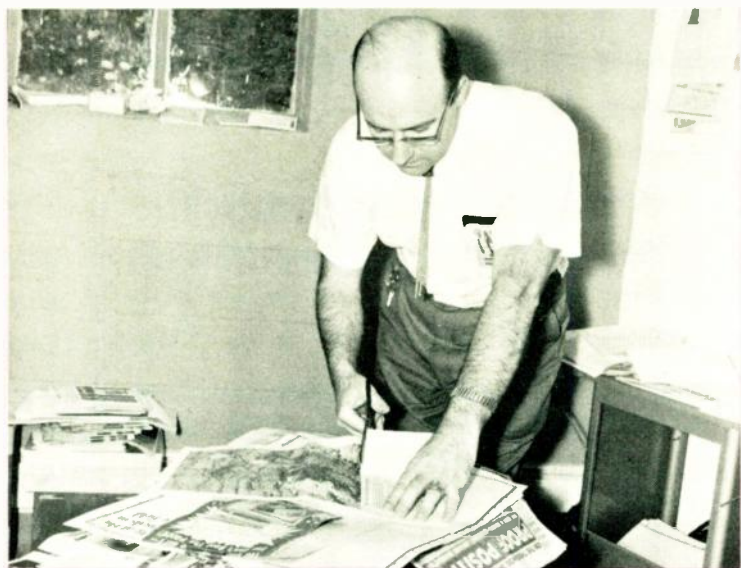
We carry on an extensive advertising program 12 months a year with 80 per cent of our ad volume in newspapers, 10 per cent on radio, five per cent on TV and five per cent in the yellow pages. I spend about \$6,000 a year of my own money on ads with the total expenditure amounting to \$11,000 a year including co-op funds.

Since the newspaper here is not equipped to help me plan my ads I have to be a one man ad

department in addition to being on the floor six days and two evenings a week. My experience has convinced me that most small town newspapers can't do a creative job of setting up an appliance ad. All of my ads are laid out at home after the store is closed. I've found this approach makes my ads more effective as I can work on them without interruption.

I have subscriptions to newspapers from several major cities including Detroit, New York, and Los Angeles, and I'm constantly clipping ads from these. Quite often these are not appliance ads but pictures, themes, and logos that  
*(Continued on page 55)*

*(Editor's Note: Dick Donaldson in 1963 was the grand prize winner in the annual Creative Retail Salesman-of-the-Year contest co-sponsored by NARDA and MART Magazine. He was a "Certificate of Distinction" winner in the annual Brand Name Retailer-of-the-Year competition in both 1964 and 1965.)*



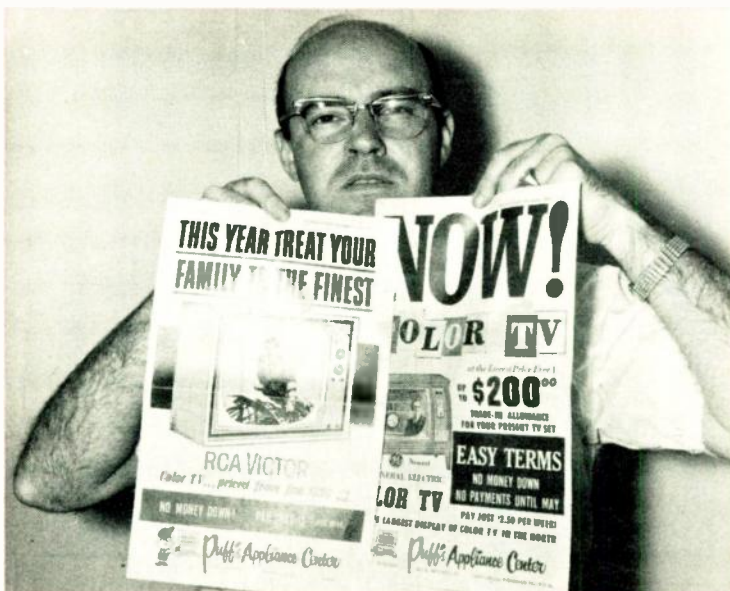
DEALER Dick Donaldson, Puff's Appliance Center, Petoskey, Mich., clips ideas (pictures, themes, logos that can be applied to appliance advertising) from newspapers he subscribes to.



INDICATE PRICE somewhere in the ad, says Donaldson, who feels "an ad must have something to say, but not too much or the readers will wander and not pay attention to the ad."



ADS RUN in local paper are displayed on merchandise at Puff's Appliance Center. Owner Dick Donaldson tells his customer that he can deliver unit at price quoted in the ad.

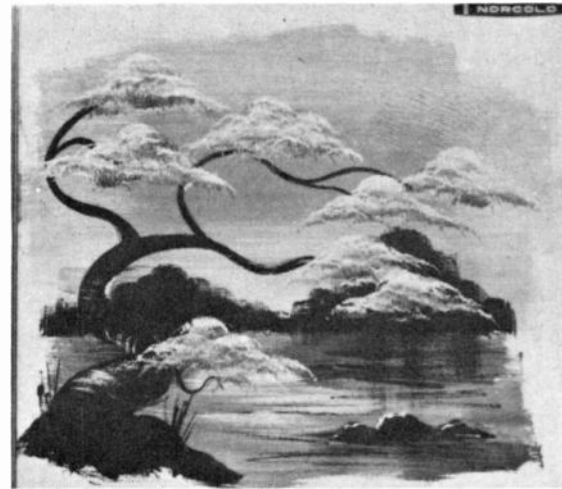
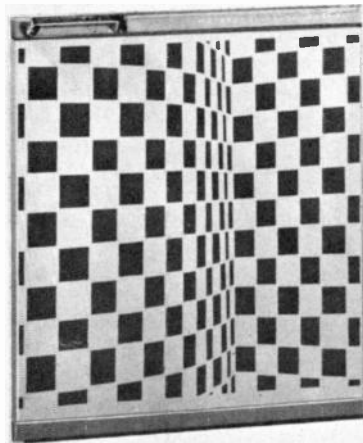


ATTENTION-GETTING, hard-hitting headline is vital part of any ad, says Donaldson. He spends many hours each week on his advertising, mostly after hours at home.





WHEREVER YOU GO might well be the theme song and sales reason for many spot refrigerators. Here the BernzOmatic "Bantam Fridge" is about to go along on a family fishing trip.



FOR A PUBLIC that is quickly becoming art conscious, manufacturers are providing decorative compact refrigerators, such as Astral's OP art model and "Ming Tree," one of six original paintings in Norcold's "Decorator Series."

# Excellent Prospects Mark The SPOT REFRIGERATOR Market

**Increasing office use of compact units, popularity as gifts,  
and growing public interest in art help second refrigerator market, say makers.**

The importance in new home building of dens and family rooms where spot refrigerators are extensively used, the increasing use of refrigerators in offices and their popularity as gift items are reasons why manufacturers are highly optimistic about the market for compact units. Another factor one producer points out: the growing consumer demand for art and art objects.

"We feel that owning a second refrigerator will soon be a common practice like the second car and second television," says Michael Spielman, sales manager, Acme National Sales Co., Inc., who estimates that "the total industry sales for spot refrigerators in 1965 will exceed \$15 million. This volume represents only a small percentage of the potential market and sales should increase rapidly in the next few years."

"The market for the second refrigerator in the home is one which is just starting to be recognized," says Felix Storch, vice president, Monitor Equipment Corp. "The consumer is looking for something different since the unit will not be in the kitchen, but might be in the living room, den, or bedroom. Many of our models, therefore, are finished in wood itself or give the appearance of being wood. We don't believe the spot refrigerator will take the place of the standard refrigerator in the kitchen in the near future, but will only give the consumer auxiliary refrigeration to fill a particular need."

Noting that "the entrance by Sub-Zero into the refrigerated furniture market is a comparatively new adventure for us," N. R. Safford, sales coordinator, Sub-Zero Freezer Co., Inc., says, "We feel it is a segment of the overall market that is in its infancy, and we are hopefully looking

forward to an ever-expanding demand for products of this nature, both in the home and in industry."

"In evaluating the compact market during 1965 and planning for 1966, we at Fridgette are highly optimistic," says John K. Fauver, general manager, Fridgette/National. Fauver feels the market is both a horizontal one ("we are daily finding new uses for compact refrigerators") as well as vertical ("larger units are now being classified as compacts"). "This definite trend," says Fauver, "only became apparent to Fridgette in 1964, and has most certainly increased during 1965."

"Because of the continued sales growth of larger capacity refrigerator-freezers," says J. Mack Tenney, general sales manager, Kelvinator Div., American Motors Corp., "the smaller sized models (8 cu. ft. and under) dwindled substantially as a percentage of total industry refrigerator shipments. For example, the 8 cu. ft. and under sizes accounted for 20 per cent of total industry refrigerator shipments in 1956, but this category is down to about three per cent currently."

"However," Tenney continues, "as small imported models in a variety of sizes entered the U. S. market, additional U. S. companies re-introduced their own models, and consequently total industry shipments zoomed — moving astronomically in 1964 to about 145,000 from a mere 15,000 units in 1963."

Where are spot refrigerator sales headed in 1966?

"It is impossible to forecast," says Nathan S. Gold, director of marketing, Norcold, Inc., "since

this is still a growing market and has not stabilized itself. We feel that the market will continue to grow, but certainly at a much less accelerated rate than the past year has proven."

"It is difficult for me to estimate the total annual refrigerator sales on spot refrigerators," says Albert Kula, vice president of sales, Rhinecold-Alaska, Inc. "Speaking for ourselves, we expect to sell around \$4 million in 1965 with projections of about \$5 million the following year."

"The appliance industry would love to sell two or three refrigerators to every household," notes Tenney of Kelvinator, "just as automobile manufacturers are achieving two and even three car sales to many families. We are hopeful that the Kelvinator "Originals" with their unique decorator-inspired appearances will attract more homemakers to buying a second refrigerator for use in the family or recreation room rather than using the old kitchen model for these locations in the home."

Noting that "many retailers are becoming aware of the growing consumer demand for art and art objects," Norcold's Gold cites his firm's "Decorator" series which combines "an original painting with a dependable compressor refrigerator." Such appliances, says Gold, "will provide retailers with a profit-making item that will be in demand by a public that is quickly becoming art conscious."

And Spielman of Acme adds: "The spot refrigerator market presents dealers with the opportunity to make a full markup in an expanding market with a nominal investment in space and money." ■



# SPOTLIGHT On Spot Refrigerators

**ACME** In a four-model line of American-made compact refrigerators, the "Host" is a patent-pending refrigerator-bar featuring a compressor system, 2-cu.-ft. capacity, freezing area for three full-size ice cube trays, and locked bar compartment. The U.L.-approved



Acme 2-cu.-ft. "Host"

unit, 27 in. wide x 17½ in. deep x 18 in. high (with optional legs, 30 in. high), has thinwall insulation, magnetic gasket, is available in solid white and black or with wood-grained walnut door and matching coppertone body. Suggested retail price, under \$140. Also in the line: 2-cu.-ft. "Hostess" model and two 6-cu.-ft. units: undercounter model SD51F, with 25-lb. freezer, compressor system, and convenience door storage. Step-up model, "Administrator," has wood-grained exterior and matching formica top. All units are backed by a 5-year protection plan. **Acme National Sales Co., Inc., P. O. 188, Woolsey Station, Long Island City 5, N. Y.**

**PENGUIN** Hand-rubbed hardwood cabinets of walnut, teak, rosewood and mahogany and refrigerator capacities of 2 or 3½ cu. ft. are features of the 10-model line of "refrigerated furniture" which ranges in price from \$380 to \$905. Wood top and interior serving sections are processed to be impervious to heat, cigarette burns, alcohol, juices, and hot water. Backs, finished in same wood as front, let units be



Penguin model 1400

used away from wall or as room divider. Model 1400 has overall dimensions of 37 in. high x 50½ in. wide x 18½ in. deep. Refrigerator, of 3½ cu. ft. capacity, features polyurethane foam-in-place insulation, automatic self-defroster, magnetic door closure, and four shucker-type ice cube trays. Base of cabinet has adjustable height glides. Cabinet features built-in cylinder lock on each door, wood pulls, and mirror above open serving section. The 110-volt, a-c refrigerated bar is priced \$800 in walnut, \$840 in teak, and \$905 in rosewood. **Springer-Penguin, Inc., Brookdale Place, Mt. Vernon, N. Y.**

**ASTRAL** The op art trend joins Astral refrigerators in the new unit called "OP." This new design, conceived by Steinbrenner, is available in marquesa maroon on white. Unit, 22 in. deep x 21 in. wide x 25½ in. high, can be free-standing, placed on legs or hung from the wall. It has 4½ sq. ft. of shelf area; approximately 8 lbs. of frozen food can be stored in freezer area. Unit operates on a-c or d-c, is available for operation on either 6, 12, 18, 24, 32, 64, 110, or 220 volts; dual voltage combinations also available; can be equipped for AGA-approved L.P. gas operation. Firm guarantees complete silence (V-type



Astral "OP" model

absorption cooling unit has no moving parts to wear out) and no radio or television interference. Price, \$189.95. **Morphy-Richards, Inc., P. O. Box #10, Northvale, N. J.**

**MONITOR** In a line that includes more than 10 compact refrigerators, model MC-2 is a compressor ice maker/refrigerator of approx. 2 cu. ft. capacity. Unit, 19 in. high x 20½ in. wide x 21 in. deep, features right-hand door opening and a baked enamel finish



Monitor model MC-2

with coppertone sides and walnut-grained front. The 110-volt, a-c unit has adjustable thermostat; six ice cube trays are furnished with the freezer compartment. Available extras: four removable walnut screw-in legs, 14 in. high. Also new is compressor refrigerator model WT-5, 35 in. high x 20 in. wide x 18 in. deep. Of approx. 5 cu. ft. capacity, unit has walnut-grained front, coppertone sides; removable walnut-grained top can be used as serving tray. **Monitor Equipment Corp., 640 W. 249th St., New York, N. Y. 10471.**

**RHINECOLD-ALASKA** Compact refrigerators join sinks and ranges in various combinations in four models in this line. Units have capacities of 5 cu. ft.,



Rhinecold-Alaska model AES/5

measure 36 in. high x 30 in. wide x 24 in. deep, and operate on 110-volt, a-c. Model AS/5 is a sink-refrigerator combination. Model AE/5W is a range-refrigerator combination. And models AES/5 and AES/5GR are sink-range-refrigerator combinations. Ranges have two burners. Door of refrigerators has egg rack; one of the shelves provides room for tall bottles. **Rhinecold-Alaska, Inc., 45 S. Broadway, Yonkers, N. Y.**

**NORCOLD** Six different "picture" doors are now available in the new "Decorator Series" of compact refrigerators, featuring the same electro-magnetic



Norcold "Decorator Series"

compressor that provides refrigeration for the firm's models E-200, E-150, and DE-250. The scenes, all hand painted by artists at Brittini Studios in Studio City, Cal., are titled "Matador" (a bullfight scene), "Hong Kong Harbor" (sailing boats), "Paris Autumn" (street scene), "Ming Tree" (tree on river bank), "Still Life" (gaily colored bottles), and "Drink Pussycat?" (gay 90's bar scene). Firm says the Decorator Series will be available in quantity for retailers wishing to feature them as Christmas gift items. Price, \$99.95. **Norcold, Inc., 16200 S. Maple Ave., Gardena, Cal.**

(Continued on page 38)



# Getting The Most Out Of CLASSIFIED DIRECTORY ADVERTISING

*Design in Dining*

**Broome  
Franciscan**

Open 9-5:30 Weekdays &  
Saturday / Until 9 Friday

DIAL  
**255-5513**

5211 LOMAS BLVD., N.E.

DRAWINGS rather than words indicate type of merchandise handled by Broome-Franciscan, Albuquerque, N. M. Note store hours.

## Survey shows millions of appliance and repair seekers "walk" through "Yellow Pages."

**H**ow important is classified telephone directory advertising to the appliance-home electronics dealer?

According to a recent independent research study conducted by Audits & Surveys Co., Inc., 15,100,000 persons — or over one in three — of the 42,200,000 persons who actually sought or bought major appliances or looked for repairs in a year turned to the "Yellow Pages." They made 44,000,000 references, for an average of 2.9 times each.

And, they followed up with a phone call, a letter, or a personal visit 93 per cent of the time.

The study uncovered similar statistics for prospective purchasers of electric housewares, too. Nineteen per cent — or 6,800,000 persons — of the 37,000,000 people who sought or bought small appliances in a 12-month period, turned to the "Yellow Pages." They made 17,000,000 references, for an average of 2.5 times each.

They, too, followed up their search with action, in

this instance some 94 per cent of the time.

According to R. T. King, directory operations administrator, American Telephone & Telegraph Co., the figures indicate that 35 per cent of the small appliance seekers, and 40 per cent of the persons interested in major appliances knew the name of the dealer or service man, and could have looked him up in the white pages, but chose to "let their fingers do the walking" instead.

In recognition of the fact that many appliance-home electronics dealers are already employing "Yellow Pages" advertising, King offers guide lines that he believes may assure maximum effectiveness of such ads.

Here's what he suggests:

**Where Does Your Ad Belong?** The "Yellow Pages", King claims, is divided into many headings, for good reason. Though a dealer's store, for instance, may carry every conceivable type of electrical merchandise,

(Continued on page 46)

### ZENITH RADIOS

Zenith quality radios are precision built for rich full tone. Zenith line includes AC/DC table radios, FM/AM radios, all-transistor radios, clock radios, Trans-Oceanic® shortwave radios, new Zenith pioneered Stereo FM radios. The quality goes in before the name goes on.



"WHERE TO BUY THEM"

DISTRIBUTOR

**ESKEW SMITH & CANNON**  
Brooks & Smith - 342-1171

DEALERS

Accurate Television Service Co  
119 Lee E - 343-6505  
**HALL'S HEARING AID CENTER**  
Arcade - 342-0278  
Sodaro's Electronic Service  
325 Wash W - 344-3536

### PHILCO TELEVISION RADIOS HI-FI STEREO

Famous "Cool Chassis" TV with modern copper engraved circuits. Also AM-FM Radio, Hi-Fi Stereo, Refrigerators, Freezers, Air Conditioners, Electric Ranges, Automatic & Wringer Washers & Dryers.

**PHILCO**

"WHERE TO BUY THEM"

DISTRIBUTOR

Philco Corporation  
6393 E Washn Bl. 723-0345

DEALERS  
DOWNTOWN

Albert Sales 346 S Bdway... 626-3357  
**BROADWAY DISCOUNT FURN**  
310 S Bdway 629-1249  
**CASA-REY RADIO & TELEVISION**  
1509 W 6th... 483-3450  
3966 W 6th... 389-4510

EAST

**HELMICK'S FIRESTONE STORE**  
3 Blks West of Atlantic  
5050 Whittier... 269-0511  
Lopez Joe C 2014 E 3rd... 262-7757  
Stone Outfitting Co  
3621 E 1st... 268-6921

NORTH

**TEL-RADIO SERV INC**  
5811 Sunst... 462-7227  
(Continued in Next Column)

### RCA VICTOR

COLOR, BLACK-&WHITE  
TELEVISION • RADIO  
STEREO HIGH FIDELITY  
TAPE RECORDERS  
RECORDED MUSIC



RCA... The Most Trusted Name In Electronics

"WHERE TO CALL"

DISTRIBUTOR

**RCA VICTOR DISTRIBTING CORP**  
1680 Walden Av Chktg TX 5-1209

DEALERS

Burnham's J Inc  
2940 Sheridn Dr TnTon TF 4-2720  
Glencove ApIncs Inc 2763 Egert Rd Ton TF 5-3447  
**LACKAWANNA ELECTRONIC  
DISCOUNT CORP**  
1550 Abot Rd Lackwna TA 4-4770  
Lancaster Furn & Ap Inc Co  
128 Centrl Av Lancstr NT 3-2640  
**PARKDALE RADIO & TELVSN SVCE  
INC** 1405 Filmor Av TX 2-8743  
Polonia Home Furnshgs 1102 Bway TX 3-9882

SERVICE ONLY

**PARKDALE RADIO & TELVSN SVCE  
INC** 1405 Filmor Av TX 2-8743

TRADE MARK headings and listings are employed in this "Yellow Pages" advertising.

**Psssst!**

Why Do So Many of Your Friends Buy From Pete? They Pay The "Whispering" Price

**Check Pete's Low Price**

**ANYTHING IN TV and APPLIANCES**

**PETE'S ELECTRIC APPLIANCES**

414 Silver Spring St. **861-6074**  
Prov., R. I.

WHIMSICAL APPROACH is employed in classified directory advertising by Pete's Electric Appliances, Providence, R. I. Copy is designed to convey air of price savings.



# LILCO Awards Prizes In '65 Freezer Promotion

Long Island Lighting Co. appliance dealers receive awards in three categories—  
best advertising efforts, best window and in-store displays.



FOR BEST ADVERTISING efforts in connection with LILCO's recent freezer campaign, Ronald L. Robin (left), coordinator of dealer promotions and planning for Long Island Lighting Co., presents first prize award to Fred Daniel, New York group merchandise manager, Sears, Roebuck & Co.



BEST WINDOW DISPLAY award went to Suffolk Refrigeration, Inc., of Hampton Bays, N. Y. Two life-size mannequins were shown stocking freezer. Signs above unit read, "Smart gal, my neighbor" and "No, I didn't get this with stamps, but I did get it on a good sale."



BEST IN-STORE FREEZER display was achieved by Smithtown Appliance Co., Smithtown, N. Y. Second prize in the interior display category (shown above) went to Hampton Sales Co., Inc., of Garden City, N. Y. Sign on first of freezer trio says, "Savings come easier with a full freezer."



WINNER of second prize in window display category went to Kitchen & Bath, Inc., of Riverhead, N. Y. Sign on open unit reads, "Freezer time is leisure time." Floor card lists reasons to buy. LILCO's promotion ran for two months.





Model EPV-21S

Model EPH-28S

# When we talk freezers for '66 we talk quality

(And two five-year warranties back up our story)

It's one thing to say a freezer's good, but it's something else again to prove it. That's why every model . . . chest and upright . . . in the new 1966 RCA WHIRLPOOL freezer line carries a five-year warranty on its sealed system (other parts are warranted for one year) and another against food spoilage. What better proof that when we say quality we mean quality! Quality construction . . . quality performance . . . quality features.

### 5-year warranty on sealed system

Whirlpool Corporation warrants to the original retail purchaser of this Appliance (herein called "Appliance") that it will, free of charge, repair or exchange, at its option, the following parts returned to Whirlpool by a service organization authorized by either Whirlpool or its distributor within the periods specified below and found by Whirlpool to be defective in material or workmanship: (a) for a period of one year after purchase, all Whirlpool-approved or FSP\* parts comprising the Appliance, and (b) for a period of four years following that one year period, all Whirlpool-approved or FSP parts comprising the sealed refrigeration system in the Appliance (consisting of the following parts only: motor-compressor, condenser, evaporator and all connecting tubing welded thereto).

During the warranty periods referred to above, charges for service or other costs arising out of this Warranty will be assumed by the selling dealer or his distributor free of charge to the purchaser. This Warranty is not transferable by the purchaser and shall be voided when any part other than a Whirlpool-approved or FSP part is incorporated in the Appliance; if the Appliance is used for commercial purposes, if alterations not approved by Whirlpool are made in the Appliance, if the serial number plate is altered or removed; or, if the repair or exchange of an in-warranty part is made by other than an authorized service organization. Further, this Warranty does not apply if the Appliance has been subjected to accident, misuse, damage caused by flood, fire or act of God or has been used on circuits, voltages or frequencies other than indicated on the serial number plate of the Appliance; or to electric bulbs, porcelain enamel or internal or external finish of the Appliance.

Whirlpool Corporation's warranty obligations, other than its Food Spoilage Warranty, are limited to those set forth herein and no other obligations, expressed or implied, are assumed by Whirlpool Corporation.

WHIRLPOOL CORPORATION Benton Harbor, Michigan  
FSP is a registered trademark of Whirlpool Corporation  
Report claims to your RCA WHIRLPOOL dealer

### 5-year warranty on food spoilage

Whirlpool Corporation warrants to the original retail purchaser of the RCA WHIRLPOOL Home Freezer (herein called the "Freezer") that it will, for a period of five (5) years from the date of delivery of the Freezer to the purchaser, reimburse the purchaser for the retail price paid by that purchaser for food actually lost by spoilage, due to the failure of the Freezer to function properly because of defects in material or workmanship or due to the failure of the Freezer, when kept in a closed condition, to retain a food preserving temperature for a period of 48 hours following an interruption in electric power.

Whirlpool Corporation shall not be liable for any loss or losses: (1) caused by natural spoilage; (2) caused through misuse or negligent care of the Freezer; (3) caused by a manual disconnect of electric power whether intentional or accidental; (4) caused directly or indirectly by riot, strike, war, insurrection, hostility, or invasion; (5) caused outside the United States of America; (6) when the Freezer is used for other than private home use; and (7) which are less than \$5.00 nor which exceed the sum of \$200.00 in the aggregate for one or more claims.

Whirlpool Corporation's obligations with respect to food spoilage in the Freezer are limited to those set forth herein and no other obligations, expressed or implied, are assumed by Whirlpool Corporation in connection with any food spoilage.



Take the built-in defrost drain for openers. It carries defrost water away in minutes . . . empties it out the bottom of the freezer, so there's no messy bailing or mopping.

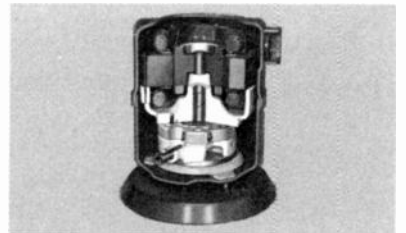
The new Quick-Defrost\* system on one model cuts defrosting time, defrosts the freezer automatically when you pull a switch.

And every RCA WHIRLPOOL upright . . . not just a few high-end models . . . has bookshelf door storage.



Try to scratch the interior of an RCA WHIRLPOOL freezer with a coin. This simple test is eloquent proof of how the durable, easy-to-clean porcelain-enamel finish resists scratching, chipping and marring.

We're not just whistling "Dixie" when we talk quality performance



either. Our unique two-bladed rotary compressor "wears in" instead of wearing out . . . actually increases in efficiency as much as 11% during its first five years in use.

No-Frost models that never need defrosting . . . MILLION-MAGNET® door that seals in cold . . . space-saving thin-wall design . . . positive-action key lock . . . open-grid shelves . . . you name it. If it makes for a better freezer, you'll find it in an RCA WHIRLPOOL. And there are 10 uprights and 6 chests in the line . . . every one backed by two five-year warranties. Contact your local distributor for a complete run-down on the complete line of RCA WHIRLPOOL freezers for '66.



\*Tmk.

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



# Mercury Dealers are on the move with...

a fully  
equipped  
stereo hi-fi  
component  
system



**MERCURY AG 4230  
PORTABLE (FURNITURIZED) STEREO HI-FI**

Includes stereo balance indicator... separate balance, treble, bass and volume controls... automatic record changer... rumble and scratch filters... diamond stylus stereo plug-in cartridge with 10 year guarantee... stereo headphone jack... tape recorder inputs and outputs... weighs less than 24 lbs.

**\$229<sup>95</sup>**

the  
finest  
cordless radio-  
phonograph  
made



**MERCURY RP 6000  
CORDLESS RADIO-PHONOGRAPH**

Includes flip-over sapphire stylus... heavy-duty turntable with built-in 45 rpm adapter... independent radio-phonograph switching... governor controlled motor guaranteed for 2 years... break resistant case... plays all records, sizes, speeds — monaural and stereo... weighs only 6 lbs.

**\$49<sup>95</sup>**

Mercury's sensational AG 4230 has solid teakwood cabinet and speakers... auto/manipulator — lets you start or stop anywhere on the record without touching the tone arm... and solid state all-transistor amplifier. It's actually a professional stereo hi-fi component system (portable or permanent) and all for only \$229.95.

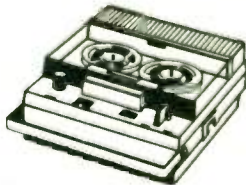
Plenty of features in Mercury's great little RP 6000 radio-phono combination, too — including solid state circuitry... 100% transistorized... and full fidelity, 6" in-the-lid oval speaker. And, of course, it's AC adaptable. Sure, it sounds expensive but the RP 6000 is only \$49.95. No wonder Mercury dealers (and their sales) are on the move.



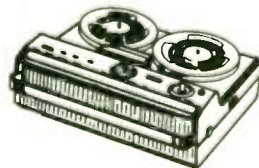
**AG 4000:** Cordless, 100% transistorized plays all records — anywhere anytime. **\$39.95**



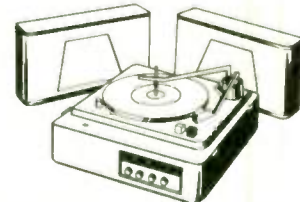
**AG 4126:** Cordless, 100% transistorized, 7" ticonal speaker, 8 lbs. AC adaptable. **\$59.95**



**TR 3300:** Cordless 100% transistorized recorder, 2-speeds, capstan drive, 1/2 track recording, 3 1/4" reel, AC adaptable. **\$59.95**



**TR 3500:** Cordless, dual motors in capstan drive, 2-speeds, 1/2 track recording, 100% transistorized. AC adaptable. **\$89.95**



**AG 9125:** Twin ticonal speakers, automatic phasing, wood cabinet, tone arm auto-manipulator, portable or permanent. **\$119.95**

MERCURY RECORD CORPORATION



HOME ENTERTAINMENT DIVISION • 35 EAST WACKER DRIVE • CHICAGO 60601



# D isplaytime

## Slating Displays For '66

By WALTER H. HOGAN

**E**VEN THOUGH right now retailers the country over are cheerfully preparing for the welcome onslaught of all those Christmas shoppers, in no time at all the merry jingle of bells and cash registers will give way to new music: "Auld Lang Syne."

And there it is: the new year, time to look back at old business and look ahead to new, time perhaps to ask the question: Do my advertising, my sales promotion efforts and my window and interior displays reflect the best that I can do? How can I improve them?

One important step in putting your best promotional foot forward in 1966 is display. And what better yardstick of performance is there available in the average community than the displays of leading department and specialty stores? No doubt they do the best visual sales promotional effort in your community. This doesn't mean that you should match the top stores quantity for quantity. But your advertising, special events promotions, window and interior displays should match quality for quality with the best stores in town. Just as the windows of these leading stores reflect the image of the merchants inside, the windows of your store must reflect an image. What image it reflects is up to you.

**DISPLAY IDEA:** The sketch on this page suggests a display for January, proverbial time for making new resolutions, turning over a new leaf, starting with a clean slate. Perhaps you can produce the display as suggested, adapt it as best suits your window or store or use it as a springboard to your own idea.

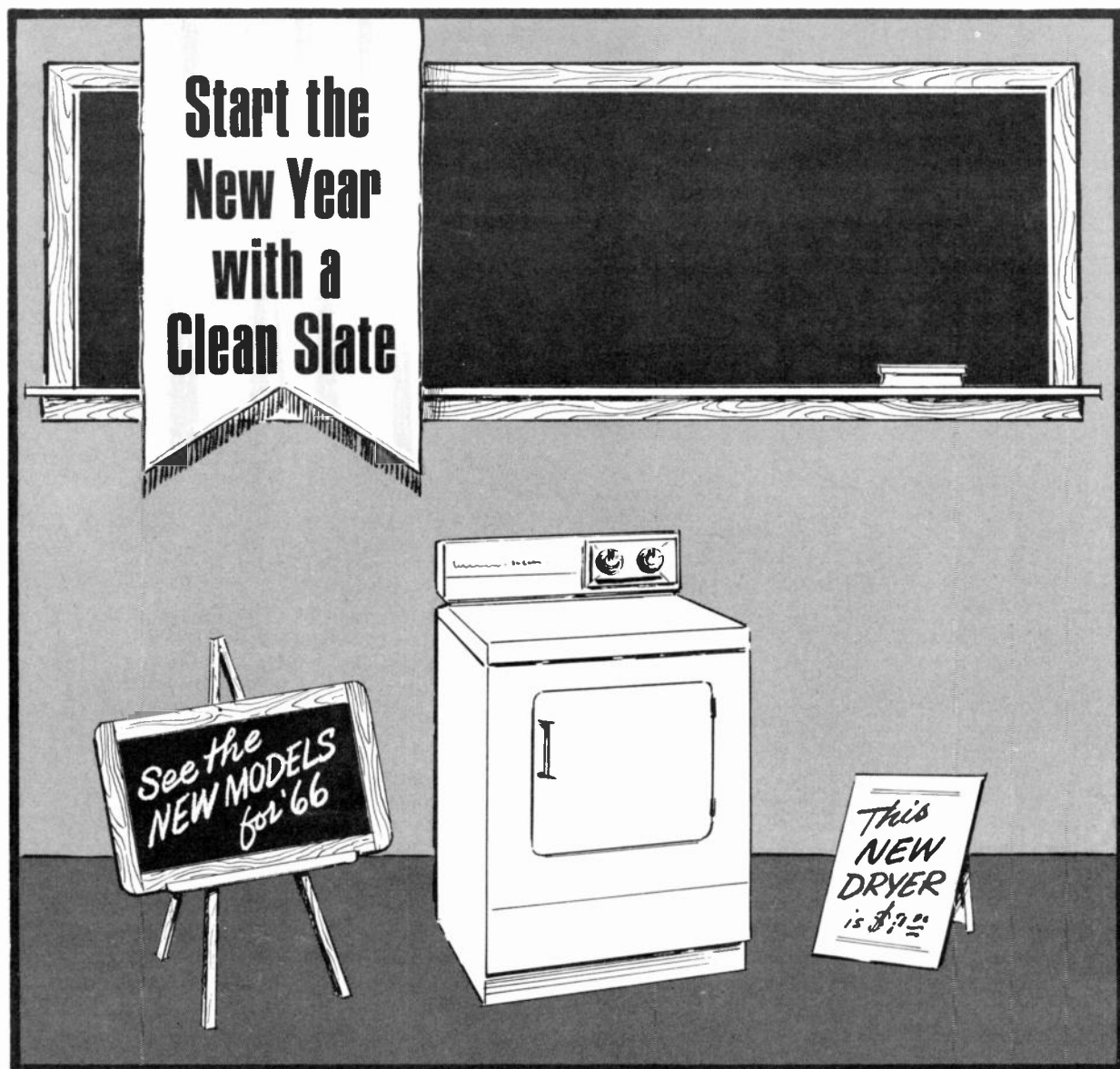
Blackboards — clean, of course — comprise the background of the display. You can use one very large one or several small ones, if you wish, suspended perhaps by fine airplane wire or hung on the wall. The large sign here is a banner reading: "Start the New Year with a clean slate." Another smaller sign, written in chalk on a blackboard, reads: "See the new models for '66." Shown here is a new dryer, with a small price card. However, you can use, of course, whatever new models in merchandise you choose to feature.

**DISPLAYS FOR '66:** The first step in slating displays for 1966 is to prepare a budget for the year's display program that will allow a change in display every 15 days, except for Christmas. Remember that Christmas will deserve about a third of your annual budget; this will vary according to the number of windows in your store and whether additional needed emphasis will be placed on interior displays and holiday decoratives.

The types of window displays to consider include:

**Seasonal.** The four seasons give you four major display opportunities and as many minor opportunities as you can work out within your particular lines. Seasonal windows probably do more to promote a "buying mood" than almost any other type window.

**Special Events.** This type includes Mother's Day, Father's Day, Thanksgiving, your store's anniversary, school opening, and other local or



Sketch of display for January

national events. In areas with little climate change, "special" events windows can replace the seasonal windows. You can tie your merchandise in with local activities.

**Situation.** This type of window has recently grown in use and effectiveness. "Situation" windows are made by displaying merchandise in a setting appropriate to its use. This approach ranges from a full situation, such as a living room for displaying stereo and TV consoles to an implied situation, such as people (mannequins) at a beach with display of portable items, TV or phonographs, or transistor radios.

"Situation" windows can be realistic or whimsical. Often this kind of window display transposes the customer into a mental "situation" in which he or she would like to participate and subsequently he or she buys the displayed merchandise.

Situation windows are attention-getters. They will perhaps cost a little more, because they re-

quire more props and background and take longer to install. If the size and shape of your windows prevents full situation treatments, you can usually develop some kind of implied situation.

**Sale or Clearance.** You probably won't want to overdo these, but from time to time you'll want to point up special sales and prices.

**Prestige.** This type of window reflects the highest quality merchandise your store sells. It tends to increase the importance of the store in the consumer's mind. Such displays usually involve a limited amount of merchandise. These windows should never be crowded. Rather they should emphasize a particular item or a group of related items.

In your planning, remember that several holiday-special events displays will overlap with seasonal displays. Jump the gun on almost every special season, holiday or event by at least 15 days. And never let a holiday display stay in past the holiday — not even for one day. ■



## Spotlight on spot refrigerators . . .

(Continued from page 32)

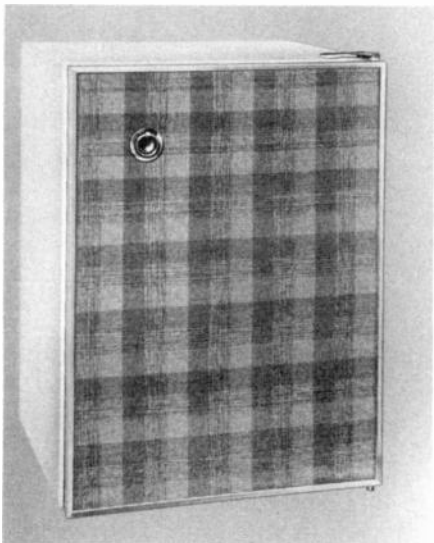
**GENERAL ELECTRIC** Model TA-6SA is a compact dial defrost refrigerator, 23 $\frac{3}{4}$  in. wide x 34 $\frac{1}{4}$  in. high, with a net storage volume of 6.4 cu. ft. Unit has no coils in back, so it fits flush at rear; no door clearance is needed at side; choice of right or left-hand door opening. Magnetic gasket safety door has three door shelves; bottom shelf holds



**GE model TA-6SA**

tall bottles. Freezer section of 0.73 cu. ft. holds up to 25 $\frac{1}{2}$  lbs. Chiller tray of 0.27 cu. ft. holds up to 9 $\frac{1}{2}$  lbs. Features include two flex-grid ice trays, automatic interior light, temperature control. Available in coppertone, colors, or white, unit has rust-resistant finish with two coats of baked-on enamel. Carries five-year protection plan. **General Electric Co., Louisville 1, Ky.**

**SUB-ZERO** In a full line of built-in refrigeration models and the new "refrigerated furniture" line, the "L'Chaym" is a slip-in refrigerator, model 185R. Designed to slip into furniture or cabinets, unit requires an opening 23 $\frac{1}{2}$  in. high x 17 $\frac{1}{4}$  in. wide and 16 $\frac{1}{4}$  in. deep. It can be furnished with white baked-on enamel finish on door, or the removable door panel can be custom decorated with any material of  $\frac{1}{4}$ -in. thickness. Unit, with 2-cu.-ft. capacity, two ice cube trays, and removable shelf, features a compressor-type system, is vented through the bottom. In the line, re-



**Sub-Zero "L'Chaym" model**

frigerators and the deluxe freezer sections feature automatic defrosting. Free-standing units have hardwood cabinets of walnut in contemporary, modern or traditional styles. **Sub-Zero Freezer Co., Inc., P. O. Box 4130, Madison, Wis. 53711.**

**FRIDGETTE** Compact refrigerator model HTL 20/19W is also an ice-maker: double decker freezer area holds six ice trays (each 10 $\frac{1}{2}$  in. deep) and a removable container is provided for storing two trays of loose ice cubes. The 110-volt, a-c unit, 19 in. high x 20 $\frac{1}{2}$  in. wide x 21 in. deep, has a 7-position thermostat, hermetically sealed compressor unit, and capacity of about 2 cu. ft. Magnetic door opens to 90 deg. angle for flush against wall position. All steel cabinet has stain and burn resistant finish in coppertone with walnut-grained door. Unit, available with 4 removable walnut, screw-in legs (14 in. high) also comes in all-white. Carries 5-year war-



**Fridgette model HTL 20/19W**

ranty on cooling unit, 1-year warranty on all other parts. Other units in the line, with 2, 3, and 5 cu. ft. capacities, include compact and bar refrigerators and refrigerator/range/sink combinations. **Fridgette/National, 20 Providence St., Boston, Mass. 02116.**

**DELMONICO** In a line of compact refrigerators ranging in capacity from 2.3 cu. ft. to 6 cu. ft., model 8130 is a 4.6-cu. ft. unit. Called "Baby," the unit measures 34 in. high x 19 $\frac{1}{4}$  in. wide x



**Delmonico model 8130**

23 in. deep, has thinwall foam insulation, semi-automatic "push-button" defrost, thermostatic control, and magnetic gasket. Features include meat-keeper tray, vegetable crisper with glass cover, interior light, up-front door space for eggs, bottles, and canned foods, and a freezer compartment with full-size ice cube tray. Refrigeration unit is warranted for five years. With 115-volt, 60-cycle operation, unit is available in white or walnut (dark brown). **Delmonico International Corp., 50-35 56th Rd., Maspeth, N. Y. 11378.**

**BERNZOMATIC** Now thermostatically controlled, portable electric "Bantam Fridge," model TX2000T, for auto, boat, home or trailer weighs 15 lbs. when empty, stores 18 lbs. of food and beverages. Outside dimensions: 14 $\frac{3}{4}$  in. long x 12 $\frac{1}{4}$  in. wide x 13 $\frac{3}{4}$  in. high. Inside dimensions: 12 $\frac{1}{2}$  in. long x 5 $\frac{1}{2}$  in. wide x 10 in. high. The maintenance free unit features no moving parts, silent operation, high impact molded plastic case with modern foam insulation. The U.L.-approved unit comes with two electric cords: one 12-ft. cord to plug into



**Bernzomatic "Bantam Fridge"**

auto or boat cigarette lighter; one 6-ft. cord for use on regular 110-volt a-c. Guaranteed up to three years. **Bernzomatic Corp., Rochester, 13, N. Y.**

**HOTPOINT** Model SSD107G is an undercounter dial defrost refrigerator with a total capacity of 6.7 cu. ft. Unit has slim-wall insulation, flat-back cabinet, magnetic door gaskets, and flat door hinges which permit 83 deg. opening when unit is flush against wall. Door has three shelves; one holds quart bot-



**Hotpoint model SSD107G**

tles. Freezing compartment of 19-lb. capacity has two aluminum ice trays, and shelf for frozen foods. Adjustable shelf in cabinet has two positions. Other features include interior light, automatic cold control, and deluxe air grille. White acrylic enamel finish is baked on. Unit carries five-year warranty on sealed refrigerant system and one-year product warranty. **Hotpoint, 5600 W. Taylor St., Chicago, Ill. 60644.**

**KELVINATOR** Portable or built-in, "Trimwall" refrigerator model 129 was "the industry's first all foam insulated refrigerator, introduced at the builder's show in 1959." This 5-cu.-ft. unit, which can be mounted on casters, measures 34 $\frac{1}{2}$  in. high x 23 $\frac{3}{8}$  in. wide x 24 $\frac{3}{8}$  in. deep. Its 25 $\frac{1}{2}$ -lb. freezer with two ice-storage trays, has capacity for six trays, lets user make and store up to 108 ice cubes. Features include cold-storage tray, shielded light, temperature control, pull-out shelf, tall-bottle storage, deep door shelves, magnetic door gaskets, and convertible door (may be hinged to open from right or left). Exterior colors in-



**Kelvinator model 129**

clude yellow, turquoise, antique copper and white. Sealed-in mechanism carries five-year warranty; entire unit, one-year warranty. **Kelvinator Div., American Motors Corp., Detroit, Mich. 48232.**

## Tappan's "Owner's Manual" Has Durable Plastic Pages

When the Tappan Co. introduced its new electronic range, retailing for nearly \$1,000, it wanted an out-of-the-ordinary owner's manual to match the prestige and price of its revolutionary new cooking unit, so it developed a 7-in.-x-9-in. plasticized ringbinder with over 100 pages of recipes and special instructions for operating and servicing the unit.



*BECAUSE PAGES of the owner's manual — "A Guide To Your Tappan Electronic Cooking Center" — are printed on "Texoprint" plastic paper, they can be damp-wiped or even washed, according to Kimberly-Clark Corp.*

The inside pages of the owner's guide were all printed on Kimberly-Clark's "Texoprint" durable plastic paper, which allows the homemaker to use the book with grease- or flour-covered hands without worry, since the pages can be damp-wiped or even washed.

## Brintnall Heads AHLMA "Waltz" Steering Committee

Robert L. Brintnall, general manager, RCA-Whirlpool laundry appliance sales, Whirlpool Corp., was appointed chairman of the American Home Laundry Mfrs. Ass'n Industry promotion and development committee, it was announced by Guenther Baumgart, AHLMA president. The committee is responsible for the industry-wide "Waltz Through Wash-day" promotion, national co-operative campaign to promote automatic washers and dryers.

Gerald E. Ankeny, general sales manager, The Maytag Co., and David C. McDermand, manager of merchandising, Hotpoint, were appointed vice chairmen of the committee.



# GET WITH EUREKA THE BIG HOLIDAY PROMOTION!

TODAY'S  
ADVENTURE!



**GOOD!** THE HOSTESS APRONS HAVE ARRIVED... (PACKED 24 TO A BOX IN INDIVIDUAL SEE-THRU PACKAGES)... FOR THE **BIG EUREKA HOLIDAY PROMOTION!**



**BEAUTIFUL!** PLEATED... GAY COLORS... HOLIDAY DESIGN. EASILY A \$3.49 VALUE. THEY'LL FLOCK TO MY STORE TO GET IT FOR...



**... JUST 99¢!!**  
WITH ANY EUREKA VACUUM CLEANER  
... AS OFFERED IN...



Say "Merry Christmas" with a Eureka Lightweight and get this "Holiday Hostess Apron" for just 99¢ (99¢ value).


**Eureka**  
↑ EUREKA'S NATIONAL AD



**WOW!**  
LOOK AT THE BUSINESS!  
AM I EVER GLAD I GOT WITH EUREKA FOR THEIR **BIG HOLIDAY PROMOTION!**



AND THERE'S A BIG TRAFFIC TIE-IN-TOO WITH EUREKA-AMERICAN HOME'S \$300,000 CONSUMER SWEEPSTAKES.



**QUICK!** SEND THIS COUPON!  
CUT IT RIGHT OUT OF THE BOOK!  
**SEE???**

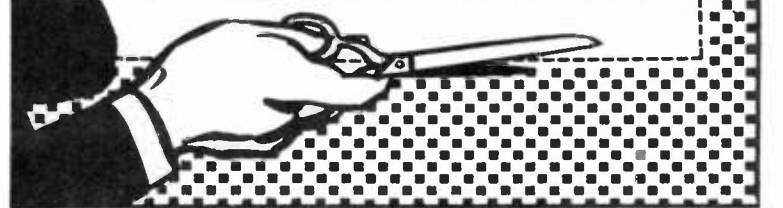
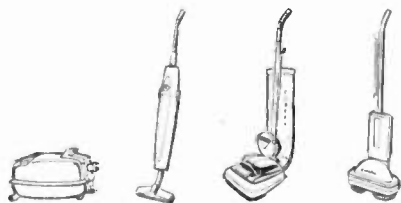
Mr. R. C. Connell  
Eureka Williams Company  
Bloomington, Illinois

Get my Eureka rep over here to tell me about the BIG HOLIDAY PROMOTION. On the double!!

Name \_\_\_\_\_

Address \_\_\_\_\_

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

## Get with Eureka

Eureka Williams Company, Bloomington, Illinois, Division of National Union Electric Corp.  
In Canada, Eureka Division, Onward Manufacturing Company, Ltd., Kitchener, Ontario.



# Announcing for fall-winter sales!

# The Big ones

## Big New Range Line! Brand New Styling! Fully Featured!

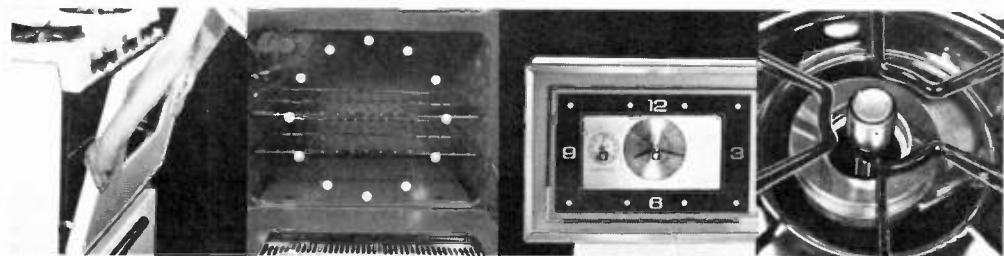


Hottest step-up line ever presented!  
Includes fully featured leader models  
—gas or electric—in 30 and 36-inch sizes!

Unmatched for price, value, features—clear across the board! No skimping. Nothing left out. Every selling need covered—gas or electric—in 30 and 36-inch models. Even the new Norge leader models are fully featured; include such top-of-the-line features as a removable oven door, spacious 24½" balanced-heat oven, oven indicator light, porcelain broiler pan and grill, porcelain top; and with electric ranges: removable surface units with infinite heat selection controls. All this plus a No. 1 national rating in overall cleanability. (All removable parts can be sink-cleaned...easily, quickly). Proof! Norge means business about boosting your range business.



**New Norge Contessa Eye-Level Ranges—gas and electric—**for growing "built-in" market. 30-inch wide models slide into cabinet space (or fit on top of standard cabinet.) Controls for oven and surface units up at eye level—out of children's reach. Double-oven convenience with big 24" lower oven. More vertical space for tall cooking utensils (15 inches between surface top and upper oven). Beats competition on every count!



**Removable oven door** (all models) for easier, quicker cleaning. Smooth porcelain oven interior.

**Balanced-heat oven** (all models) for perfect baking and roasting. Temperature controlled down to 140°.

**Oven with a mind.** Automatically cooks dinner, turns heat down to safe "keep warm" temperature.

**Meal Sentry Burner** for truly automatic surface cooking. Maintains precise heat you select.



# from Norge!

## Big New Refrigerator-Freezers...17, 18, 19 cu. ft. models



New Norge Refrigerator  
-Freezer line  
—bigger than ever!

Covers every market, every need, every size—from a 10 cu. ft. compact to a giant 19 cu. ft. deluxe model. Big line-up of demonstrable features include Never Frost convenience from top to bottom; handy new Space Control™ Adjustable Shelves; Automatic Ice Maker; New Thin-Wall foam insulation; 7-day Refrigerated Meat Keeper; Ice Server and Ejector Trays; Deep Handidor Shelves; everything it takes to boost your refrigerator sales across the line.



**Automatic Ice Maker.** Makes ice cubes that won't stick. Fills itself, freezes and stores ice cubes automatically. Available in step-up models throughout the line.



**Thin-Wall Design.** All-new polyurethane foam insulation for unmatched cooling efficiency. Makes room for more food without using up extra floor space.



**New Space-Control™ Adjustable Shelves.** Offers total flexibility in storing foods and beverages of all shapes and sizes. Crispers move anywhere you want them.



**No defrosting—ever.** Norge Never-Frost Refrigerators-freezers come in all sizes, both top and bottom mounts... at prices you can sell.

# NORGE®

For more information, call NORGE direct—  
or the Norge distributor nearest you.

Norge appliances **BORG WARNER®**





# RETAIL ROUNDUP

**AKRON** — Business here is described as generally good. Best movers include home laundry and color TV. Dealers report supplies low in color. They feel they will be able to sell all they can get their hands on. Home laundry sales are running slightly ahead of last year. Housewares sales are slow at this time.

**ATLANTIC CITY** — All told, white goods are running about even here with last year, and brown goods are not faring so well (most of the demand is for color TV, much of which is going unfilled.) Ranges are about 10 per cent ahead, dryers about equal, freezers about 15 per cent ahead, and room air conditioners

wound up far behind, about 25 per cent. There is no Waltz Through Washday program because the local electric utility is putting all its promotional effort and dollars into the total electric home concept this year.

**BOSTON** — Spotty is the word for sales here, with some dealers having an unaccountable drop-off in October after a good September. Laundry, however, holds up well. Refrigerators and ranges not doing so well. Tie-in deals start cropping up from distributors on color TV, whereby dealer must buy so and so much other merchandise to get the color, so some dealers push b&w, with some measure of success, even on consoles.

**DENVER** — Business is good here, particularly in color TV. One dealer reports that his already record-breaking color sales have gained added impetus with the delivery of his first portable color sets. Portable black & white sets are also moving well, particularly the small screen models. Dealers here report sales are excellent in almost all categories after an early fall slowdown in products other than color TV.

**KNOXVILLE** — Dealers here say the area is traditionally slower than other parts of the country on new items, which is just as well as far as color TV sales go, because there are the usual shortages here, even though one distributor bought heavily back when goods were still more plentiful. Sales generally well ahead of last year. No Waltz program here, and some think laundry isn't doing as well as it should for this time of year. Stereo sales pretty good.

**LOS ANGELES** — It's all color TV here as suppliers attempt to keep up with dealer requests. Retailers report that they are selling color at a pace that far exceeds their most optimistic forecasts. One dealer comments that a main reason for the surge is that even the poorer programs are being broadcast in color and people seem content to watch anything on the air as long as it's in color. Thus the request for sets continues to grow.

**MEMPHIS** — Sales here are up after a period that found major products, with the exception of color TV, moving slowly. Biggest recent gain is in home laundry sales where dealers report a notable increase over last year. Stereo sales are running a little behind that of last year. Dealers cite the increased interest in color TV as the reason for this.

**MIAMI** — Appliance and TV business very strong here, with retail gains of 15 to 20 per cent over last year's figures not uncommon. Refrigerators have held up especially well, dealers say, and laundry is holding its own. After a couple of months' slowness, the range business has picked up. The color TV situation is a familiar one — lots of takers and too few sets available.

**RICHMOND** — Sales are comfortably ahead of last year, with gains running up to 15 per cent. Some dealers peevish at manufacturer (and in this case, one distributor) price boosts on color TV, claiming it wipes out the intended effect of the excise tax elimination. Elaborate Waltz Through Washday kickoff was followed by a spell of beautiful weather that dealers think hampered dryer sales. Refrigerators slowing off, after a banner season. Stereo holding well.

**SALT LAKE CITY** — Sale of brown goods is excellent here. Color TV is setting weekly sales records with some retailers reporting upwards of 60 per cent of their TV volume in this category. The cry from retailers here is "send us more sets." Other good movers include 19-in. TV's, and home laundry equipment. Refrigerator, dishwasher, and range sales are just fair.

Last year they asked,

**"What will Magic Chef think of next?"**



**Here's the answer!**

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

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

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

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



**MAGIC CHEF**  
CLEVELAND, TENNESSEE



# On Tape...

## In Tape Recorders Is Single Or Multiple Lines The Answer ?

An exponent of each approach states his case.

The old argument of one line or multiple lines is not confined to white goods or TV. It's bounced around by tape recorder manufacturers and dealers, too.

Recently in Los Angeles MART Magazine talked to two tape recorder dealers. Both have been successful in selling this product. One carries multiple lines. The other restricts himself almost entirely to a single line.

The single line dealer is Irv. Phillips proprietor of two stores, Pacific Hi Fi in Hollywood and Electronic City in Burbank. Until a little over a year ago both stores handled a number of different lines. Since that time experience in handling primarily one line has convinced Phillips that this is the best route to follow.

Tom Rollo, supervisor of the Hollywood Store, backs Phillips in this and notes that sales have risen appreciably since this policy was adopted. "We've eliminated confusion in the mind of the consumer," Rollo asserts. If you have too many brands, the prospect doesn't know which to buy."

Phillips believes that what he has to sell primarily is a reputation. He says that many consumers consult his salespeople, just as they would a doctor.

The two stores cast themselves in the role of an authority in the field in an ad which they run every four weeks in the "Calendar" section of the *Los Angeles Times*.

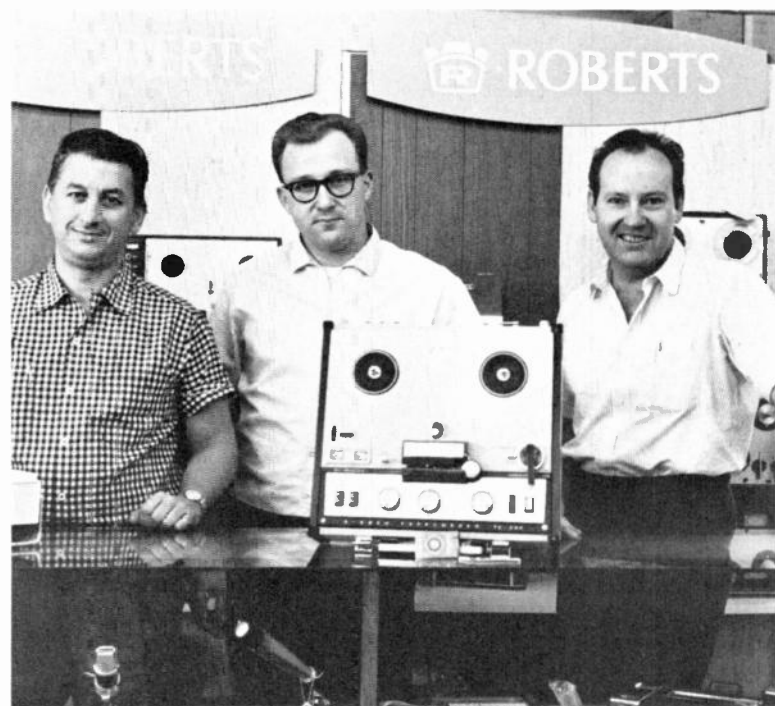
A recent ad reads as follows: "33 Years in High Fidelity. After comparing PERFORMANCE, Reliability, and APPEARANCE, we sell only SONY TAPE RECORDERS. Why be confused? SONY is your best value! We carry the complete line of SONY TAPE RECORDERS. Best by test."

The price range represented by the Pacific Hi Fi display is from \$39.95 to \$695. Actually, the stores do carry a few units from one other line, but Rollo notes that 15 of the 18 models display-

(Continued on page 50)



AMPLE DISPLAY of one line and adequate backup of stock is credited by Tom Rollo (shown here) supervisor of Pacific Hi Fi, Hollywood, Cal., with increasing sales of tape recorders dramatically. Owner says customers rely on store's recommendation.



INCREASE OF LINES is credited by Mike Hymes (center) with tripling volume realized by Academy TV and Appliances, Los Angeles, from tape recorders and accessories in past year. Hymes believes this category will eventually account for 20 per cent of volume of appliance-brown goods outlet. Shown with store manager are Bernard Norman (left) and Ralph Foyer, owners.

### Hitachi Achievements '66

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

More 'Levelmatic' in a light-weight (4½ lbs.) 7-transistor portable. Plus two speed capstan, two source mixing, speaker monitor, dynamic mike, remote switch and 3¼" reels. Suggested retail - \$49.95



TRQ510



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
- 3¼" Reel.

Prices start at \$39.95.



**Dokorder PT-18C**  
The tape recorder line that sells itself!

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

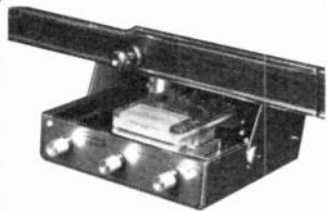


# CPU



FOUNDER AGNES FURDOC

Craig Panorama University is an educational project dedicated to learning you good how to sell tape recorders and radios. If we weren't so modest and humble, we'd tell you how people have become multi-zillionaires by our learning them.



**CRAIG C-501**

**"Car-Stereo" Tape Cartridge System**

- solid state 2-channel stereo amplifiers
- dual stereo playback heads
- push button track changers
- over one thousand 1/2, 1 and 2 hour tape cartridges available

Full profit at less than \$100 retail

\*deluxe model C-502 @ less than \$120

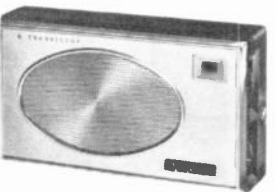


**CRAIG TR-408**

**ELECTRONIC NOTEBOOK® Tape Recorder**

- easy to conceal • built-in speaker, cow-hide case • 30 minutes recording time, battery powered • remote control mike, earphone, batteries, straps, carry case, tape included.

Full profit at less than \$45.00 retail



**VISTA NTR-890**

**8-Transistor AM Pocket Radio**

- gold-trimmed, shock-resistant case
- 2 1/4" permanent dynamic speaker
- measures: 2 1/2" x 4 1/2" x 1 1/8"
- packed in display carton
- leather case, earphone, battery included

Full profit at less than \$14 retail

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

To Craig Panorama, Inc., Dept. M-118  
3412 South La Cienega Blvd.  
Los Angeles, California 90016

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

Buyer \_\_\_\_\_

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

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

## Salesman contest . . .

(Continued from page 29)

your writing ability to describe it — in any of three categories (Home Entertainment Products, Electric Housewares, or Major Appliances) can put you in line for the grand prize of \$500 cash plus a special plaque and an expense-paid round trip to San Francisco, Cal. The grand prize winner will be invited to attend the annual NARDA convention Feb. 17-19 at the St. Francis Hotel in San Francisco to receive his award and prize money.

Three other winners — one in each of the three product categories in the contest — will receive special plaques and recognition in MART Magazine. Certificates of Merit will be awarded to 100 other entrants who will also be cited in MART Magazine for their accomplishment.

Your selling idea does not have to be a big or elaborate one. 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. There's no word limit to your entries, but it's requested that you be as concise as is possible to do your idea full justice.

Grand prize winner last year was Julian LeGrand of LeGrand's TV in Los Angeles, Cal., who used a modern sidewalk superintendent's display to draw attention to color TV on the sunny side of Wilshire Blvd. He painted the window black, leaving openings in the shapes of eyes and in large colorful letters superimposed on the black background the question: "Have You Seen This?" Many of the passersby who peered through the "peep holes" went into the store to purchase a color TV set.

In the current 1965 contest, 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 have worked for your present store. Unless you are the store owner, have your supervisor or superior sign his name to your entry.

For your convenience in entering the contest, use the coupon on page 29 of this issue, on page 17 of the October issue of MART Magazine, or the Official Entry Form on page 29 of the September issue.

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

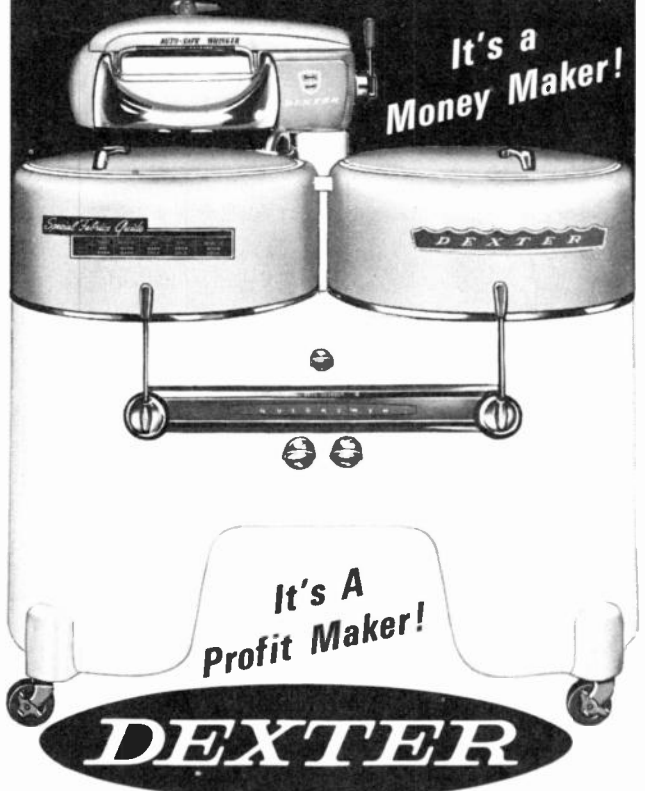
Major winners will be announced in the February, 1966 issue of MART Magazine. Certificate of Merit award winners will be announced in a subsequent issue.

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

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

## DEXTER QUICK TWIN

PERFORMANCE OR PROFIT PROTECTION



FAIRFIELD, IOWA

See Your Dexter Distributor or Write Dexter, Fairfield, Iowa



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

**WRITE FOR BULLETIN ON DELIVERY TRUCK RAMPS**



Magline Inc., P. O. Box 2611, Pinconning, Mich.

Canadian Factory: Magline of Canada Limited, Renfrew, Ontario



1958  
"Printed  
Circuitry"

1959  
"Security  
Sealed  
Circuits"

1963  
"Space Age  
Sealed  
Circuitry"

1965  
"Solid  
Copper  
Circuits"

No matter  
what it's called...

a plastic printed TV circuit board  
is still a plastic printed TV circuit board

We at Zenith helped pioneer printed circuits. (We still call them what they are.) We've used them for years in hearing aids and transistor radios where size and weight are important.

But when it comes to TV sets—where heat is generated every hour the set is turned on and where a circuit board can turn a simple tube failure into a costly major circuit breakdown—*Zenith refuses to gamble with plastic boards with paper-thin copper foil circuits only .002 of an inch thick!*

That's why every Zenith TV chassis is Handcrafted for quality.

Every part is firmly fastened to a rugged steel chassis. Every connection is hand-wired. Carefully. Skillfully.

There are no plastic printed circuit boards in a Zenith TV.

No production shortcuts.

It may take a little longer and cost a little more to build TV the Zenith way, but we think it's worth it. And so do a lot of other people. Maybe that's why Zenith is America's largest selling TV.

At Zenith, *the quality goes in before the name goes on.*<sup>®</sup>



**A PLASTIC PRINTED TV CIRCUIT BOARD FAILURE  
CAN CAUSE AN EXPENSIVE MAJOR CIRCUIT  
BREAKDOWN REQUIRING REPLACEMENT  
OF MORE THAN 100 PARTS**



**ZENITH**<sup>®</sup>

BUILT BETTER BECAUSE IT'S HANDCRAFTED



## Classified directory advertising . . .

(Continued from page 33)

others carry fewer items, narrower lines, and the headings are set up so that users can most easily find what they're looking for.

Obviously, King says, a retailer may not be able to run display ads under each and every heading that applies to his store, although these are the most effective in attracting prospects. What he should do, however, is to run larger ads under the headings he decides are most important to his business, and where people are most likely to look for him or for the type of merchandise he offers.

Since "Yellow Pages" users are often literal-minded, and may never turn to certain headings, King suggests that a dealer determine just what types of merchandise are most important—and most profitable—to him and then consider placing smaller ads or informational listings under headings where users are likely to look, such as "Fans — Household," "Kitchen Cabinets & Equipment," "Household Ranges & Stoves" — "Dealers, Refrigerators & Freezers," etc.

For items or lines the dealer feels don't warrant the expense of a display ad, he can use a regular listing, boldface listing, or extra line matter for a bit of prominence, or informational listings, King points out. Ex-

tra line matter allows him to list selling inducements, store hours, and the like, at low cost, while informational listings run alphabetically, and offer some of the same advantages as display ads, but in smaller space.

King suggests that dealers also consider the fact that many prospects have been presold by advertising and promotion on brand name merchandise, and they're likely to look for these brands by name, alphabetically. To cash in on this preselling, he points out that dealers can tie-in with trade mark headings run by some of the manufacturers whose products they sell.

Trade mark headings are one-inch spaces led off by the brand name, and contain the trade mark and brief selling copy, and a line such as "Where To Buy Them." Following this are listings of local dealers, who can buy such listings at low cost.

**What Should Be In Your Ad?** If a store has set up a good classified advertising program, prospects will see its ads, but for them to contact the dealer, there has to be some compelling reason for them to buy from him and him alone. To find out what will make consumers respond, put yourself in their places for a moment, says King and imagine some of the things that will prompt them to get

in touch with you. Here are some representative questions that King says will arise in the minds of consumers and must be answered in display ads and informational listings before prospects will make the decision to buy from a specific dealer:

**What's In It For Me?** Every element in an ad — its headline, copy and illustrations — should tell the prospect how and why the store can answer his needs, fulfill his desires.

"For instance," the AT & T executive suggests "tell him that he'll have a wide variety of merchandise to choose from." Tell him that he'll be waited on by someone who really knows his way around appliances and can give him reliable advice. Tell him that you service what you sell, if you do. In any case, be sure he's given some reason why he'll be better off by dealing with you.

**Who Are You?** To persons who already know the store, it may be a crucial factor, King states, but to strangers who've never heard of it it won't mean much. So, don't make the common mistake of using it as the headline of an ad. Instead, he says go after all of your prospects — both new and old — with a headline that will attract their interest, or promise some benefit to them.

Where does the name belong? Lower down in the ad, along with the store telephone number, and both made prominent by large-size type. If the store has a distinctive logotype or signature, use it to gain recognition from persons who've seen it before, King adds.

**Where Are You?** Not all "Yellow Pages" users will have passed by the premises, so in addition to running the address, spell out exactly where the store is located by mentioning intersecting main streets or highways, especially if you're off the beaten track, King says. "Let them know too, just what the hours are, so they won't be disappointed by arriving too late, and will know if they can come to your store after their own working hours."

**Can You Help Me With . . . ?** They'll never know that a store can help them with their special problems, or fill their more usual needs either, if the dealer doesn't tell them so. List the major brands and varieties of merchandise offered, as well as the store's service facilities, if such are available.

"While you're about it, let them know that shopping with you will be easy and convenient, as well as rewarding, by listing such amenities as 'ample parking,' 'installment plans,' 'air-conditioning,' 'trade-ins,' 'late selling hours,' etc.," King advises.

### George A. Engles, 63, Dies; Utility Career Began In '27

George A. Engles, 63, of Denville, N. J., manager of residential and farm sales for Jersey Central/New Jersey Power & Light Cos., died suddenly Tuesday morning, Sept. 21, at Morristown Memorial Hospital.


**Are You Reliable?** They may not have heard of a store's carefully-built reputation, so assure them of its reliability by using a phrase like "Serving Grand Rapids Since 1936". If the store's a member of a trade association, mention it, or run its emblem in your ad, to capitalize on its prestige. To further enhance the store's reputation, and allay prospect fears, tell them, for example, how many satisfied customers you've served, if you can make an accurate estimate of their number, King avers.

**Is The Ad Attractive?** You wouldn't expect a shopper to be attracted by a sloppy, disorderly store, so you can't expect "Yellow Pages" users to be lured by a messy looking ad, either, says King. Ads should be neat, clean, and attractive, since they represent a firm and its merchandise to people who've never done business with it before.

If it's slovenly, they'll get the idea that the business is run the same way, and they'll look elsewhere.

Keep the layout simple, King suggests, and construct an orderly progression from attention-getting headline through body copy, illustrations and signature. "Illustrations, too, imply the quality of the operation and merchandise, so choose them with care, and use drawings that show how the customer will benefit by dealing with the store."


Check the appropriate headings in the local directory and take note of the ads appearing there, King continues. Odds are that most of them are similar in appearance and approach. "Make yours different in all aspects, and use lots of open space to make it stand out on the page," he states. ■



**POWER-KING \$4.98**



**FM STEREO-KING \$6.95**



**RADAR COIL \$6.95**



**RECEPTION-KING \$7.95**



Rembrandt

**ANTENNAS**

For

- **PROFIT!**
- **PERFORMANCE!**
- **QUALITY!**

**PROFIT:** All Rembrandt antennas are fair traded for maximum profit protection and are delivered to you on guaranteed sale.

**PERFORMANCE:** Rembrandt antennas are guaranteed to out perform all others or your money back.

**QUALITY:** Rembrandt quality is proved by 10 million TV users. We make no other product, all patented Rembrandt antennas have earned the Good Housekeeping Seal.

Write or call today for full details on Rembrandt's complete line of indoor and outdoor antennas.

Rembrandt

**ALL CHANNEL TV ANTENNAS**

All Channel Products  
Woodside, N. Y. 11377  
212 EX 2-1336


WRITE OR WIRE TODAY FOR FULL DETAILS ON HOW YOU CAN BECOME A REMBRANDT DEALER.

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 Flamboyant, nightly.

Ralph Breshears, VP & GM.

See your travel agent  
or write direct to



**FLAMBOYANT**

HOTEL

on the smart Condado Section  
San Juan, Puerto Rico

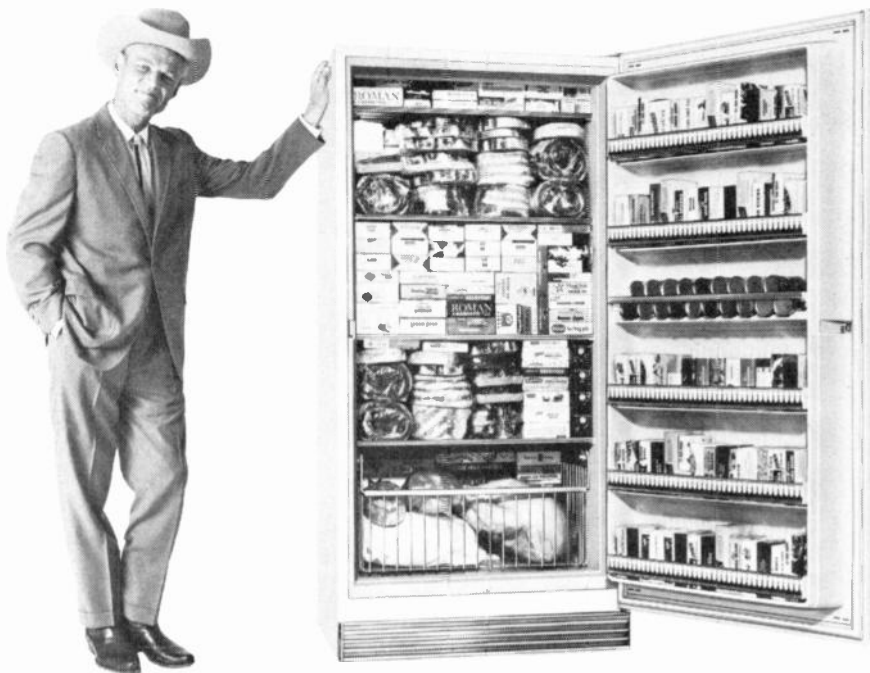




# frost ❄️ clear

## CONVENIENCE

All the magic benefits of "never a thimbleful of frost in a lifetime" that have made Frost Clear refrigerators a major factor in the industry, are even more effective and more saleable in an upright freezer. Now available in 12, 14 and popular 17 cu. ft. sizes, Gibson Frost Clear freezers offer the additional convenience of new, easy to adjust cantilever shelves, blast freeze compartment and slide-out re-arranging shelf.



# UPRIGHT

## CAPACITY

The complete Gibson upright freezer line offers sizes to fit every market from 9 to 31 cubic feet. However modest the budget, or big the need, Gibson gives you real leadership . . . in capacity, profitable pricing, and exclusive 3½ hour Quality Mile testing of every Gibson freezer.



# CHEST

## ECONOMY

As long as folks freeze food, there will always be a market for big values in chest freezers. Gibson has 'em from 17 to 25 cubic feet, with an exciting new 19 cubic foot model that offers flash defrost and optional coppertone!

# Gibson

## FREEZERS



**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*



# You Profit More with SPEED QUEEN



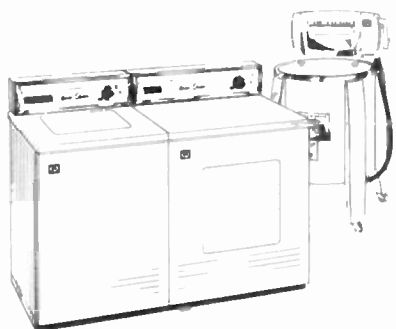
Meet Art Colville ① ... Speed Queen Div. Mgr., Midwest  
 Jim Thayer ② ... Speed Queen Dist. Mgr., Omaha  
 Gene Flanders ③ ... Speed Queen Dist. Mgr., S. Dakota

What's the occasion? A special sales event at Paramount Furniture in Omaha! When Speed Queen dealers put on a major promotion such as this, it is not unusual for Speed Queen district managers to team up and assist in every way possible to make the event a success. This sort of teamwork is part of every Speed Queen salesman's BASIC RESPONSIBILITY to help increase dealer profits. Read what Paramount President, Tony Roth, thinks of the Speed Queen program:



*"I can best answer your question as to what we think of the Speed Queen line from a profit standpoint by citing three points: No. 1. The line has a good step-up range. The longer-profit models have strong, exclusive features to close sales. No. 2 is dependability. Our servicing costs are extremely low. Customer satisfaction is exceptionally high. No. 3 is the great amount of help and attention we get from the factory reps. They are not just order-takers. They are highly competent promotional merchandisers with their sights always set on one thing: moving merchandise. And we move it! Yes, I would say without reservation that we profit more with Speed Queen."*

Tony Roth, President  
 PARAMOUNT FURNITURE COMPANY  
 Omaha, Nebraska



## SPEED QUEEN®

a division of McGraw-Edison Co., Ripon, Wisconsin 54971

FAMED FOR DEPENDABILITY

I believe . . .

(Continued from page 20)

to go right to work lining up deliveries, so that the loading can start the minute the sweeping is done. He is to help with snow removal in the winter when necessary. He is to see that the area around the rear of the Appliance Store back door is always kept as clean and clear of junk as possible. This area should be swept up every morning and every night, and the refuse should be put in small boxes and the top box flaps should be inter-locked so the loose papers can't blow out.

I review these JOB RESPONSIBILITIES very carefully (and bring them up to date) with an employe at least twice a year when I check the employe's WORK PERFORMANCE EFFICIENCY RECORD and whenever a change in salary is discussed.

We give each employe a copy of his JOB RESPONSIBILITIES and he keeps this in front of his three-ring "Policy and Procedure Book" for ready-reference. A copy of these JOB RESPONSIBILITIES is also given to the manager of the department the employe works in, so there can be no misunderstandings. Usually the manager of the department counsels with me when JOB RESPONSIBILITIES assignments are made. We have learned that our employes find a true joy and take a pride in doing their jobs well. Our goal is to have happy, hard-working, alert, and well trained employes, and we've learned from them that they like to have their JOB RESPONSIBILITIES spelled out in detail. I believe there is no time that pays greater dividends than the time a manager puts in working with employes on their individual JOB RESPONSIBILITIES. ■

new  
 on michigan  
 avenue's  
 "magnificent mile"  
**CHICAGO**

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

HOME OF THE  
 TIP TOP TAP

The  
*Allerton*  
 Hotel  
 CHICAGO

701 N. Michigan at Huron St.

TEL: Superior 7-4200  
 TWX: 312-222-0485



# How good is your advertising?



We're sure you've run some outstanding retail ads in 1965. If so, you may be a winner of one of the handsome personalized Steuben Glass bowls, plus a trip to San Francisco for you and your wife, offered in this competition sponsored by **Reader's Digest** in co-operation with the National Appliance and Radio-TV Dealers Association.

**The reason** To give industry-wide recognition to retailers who have run outstanding creative retail ads supporting nationally advertised brands of radios, television sets and appliances.

**The prizes** Three gracefully designed Steuben bowls (one for each category listed below) together with free trips to the NARDA Convention in San Francisco for winners and their wives. Semi-finalists will be awarded commendation plaques. Everyone entering will receive a library collection of the best retail ads of 1965.

## Who's eligible\*

Class II) Dealers with annual net sales below \$300,000

Class III) Dealers with annual net sales between \$300,000 and \$1 million

Class IIII) Dealers with annual net sales over \$1 million

**The rules** To enter you must submit an official entry form and two tear sheets or proofs of the newspaper advertisement which, in your opinion, is the best or most effective ad you

have run during 1965 (there are still 2 months to go). The ad may be of any size, but must feature one or more nationally advertised appliances, radios or TV sets. Closing date for all entries is January 10, 1966.

Entries will be judged for layout, copy, originality and creativity. Awards will be made at the 22nd Annual NARDA Convention in San Francisco, February 17-20, 1966.

### Registration Form

TO: **Reader's Digest**  
CREATIVE RETAIL ADVERTISING AWARDS  
200 Park Avenue  
New York, New York 10017

Please send official entry form to:

Name \_\_\_\_\_ Title \_\_\_\_\_

Store name \_\_\_\_\_

Classification (Circle one) (I) (II) (III)

Street \_\_\_\_\_

City \_\_\_\_\_

\*The competition is open to all appliance dealers whether members of the NARDA or not.



## Single or multiple lines . . .

(Continued from page 43)

ed in the Hollywood outlet bear the Sony label.

The stores always carry at least six backup units for each model displayed.

Average price on tape recorder sales currently is somewhere between \$200 and \$300, Rollo asserts, even though the stores move quite a number of "Tape Mate" units. These units designed for those who like to exchange taped messages in the mail, sell for \$39.95. Purchasers of these units return to the store to buy additional small tapes and mailers.

Their return calls also help build volume in sales of other accessories such as tape erasers, head cleaners, and tape demagnetizers.

Many film performers are numbered among those who purchase more expensive tape recorders from the Hollywood store. The units frequently are utilized in rehearsing scripts and music, Rollo says.

Both the Hollywood and Burbank store do a substantial part of their volume in radio and TV parts and hi-fi and sound components.

In southwest Los Angeles, Aca-

demy TV & Appliances has found that its tape recorder sales have climbed sharply since the store changed its selling approach. Until about a year Academy carried only one line of tape recorders. Since going to additional lines, sales have almost tripled, says Mike Hymes, manager.

The store displays about 15 units, but these are spread among five different brands. Brands currently handled are Roberts, Sony, Craig, Panorama, Wollensak, and Ampex.

"If you go into the tape recorder business, you have to go all the way," says Hymes. "People want to shop where they have a selection of brands.

"When we increased the number

of lines we were handling, sales doubled in a very short time," Hymes continues. "They doubled again when we added accessories."

Incidentally, the store manager notes that accessories are where the markup is in the tape recorder business. "You can add a third to your gross in accessories," he claims.

The store handles pre-recorded tapes, microphones, tape head cleaner, and cords.

Prices of tape recorders carried by Academy range from \$30 to about \$700. Hymes says he avoids "toys" because they present too many service difficulties.

"We sell high-priced accessories with the high-priced recorders," he adds.

The store advertises all of its merchandise on radio and in local newspapers. Special emphasis is placed on tape recorders at the time of the Los Angeles Hi Fi Show.

An especially good medium for ads has been a publication titled "The Valuator," which is published by the California Teachers Ass'n. One recent ad that promoted a single tape recorder drew 200 responses.

The publication goes to 72,000 teachers in southern California. It carries a "bingo" card on which teachers can request additional information on products mentioned in each issue.

Use of the teacher publication has resulted in Academy TV & Appliances making sales of tape recorders over a wide area. One ad that Hymes ran in the "Valuator" described a tape recorder that teachers could use in conjunction with a slide projector. Many teachers requested the unit be mailed to them c.o.d.

An article on tape recorders which Hymes wrote for the teacher publication resulted in the Pasadena, Cal., board of education asking him to make an installation in its board meeting room. This installation led to many other sales.

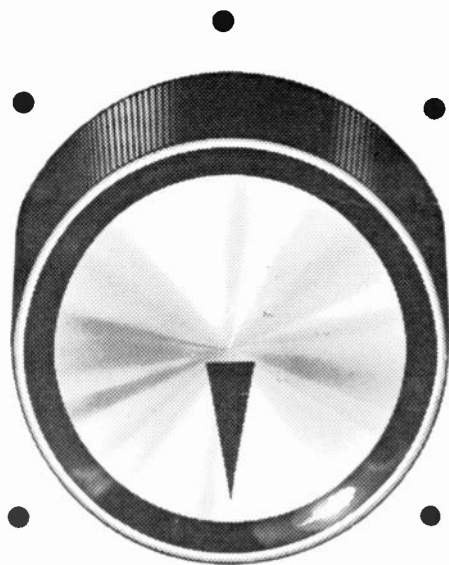
Most ads which the store runs mention three price levels for tape recorders.

Neat displays and live displays are two musts, Hymes believes, for successful merchandising of tape recorders. The store manager says that he tries to keep his sales pitch simple. After the prospect has decided which unit he wants, Hymes has him thread the unit in his presence.

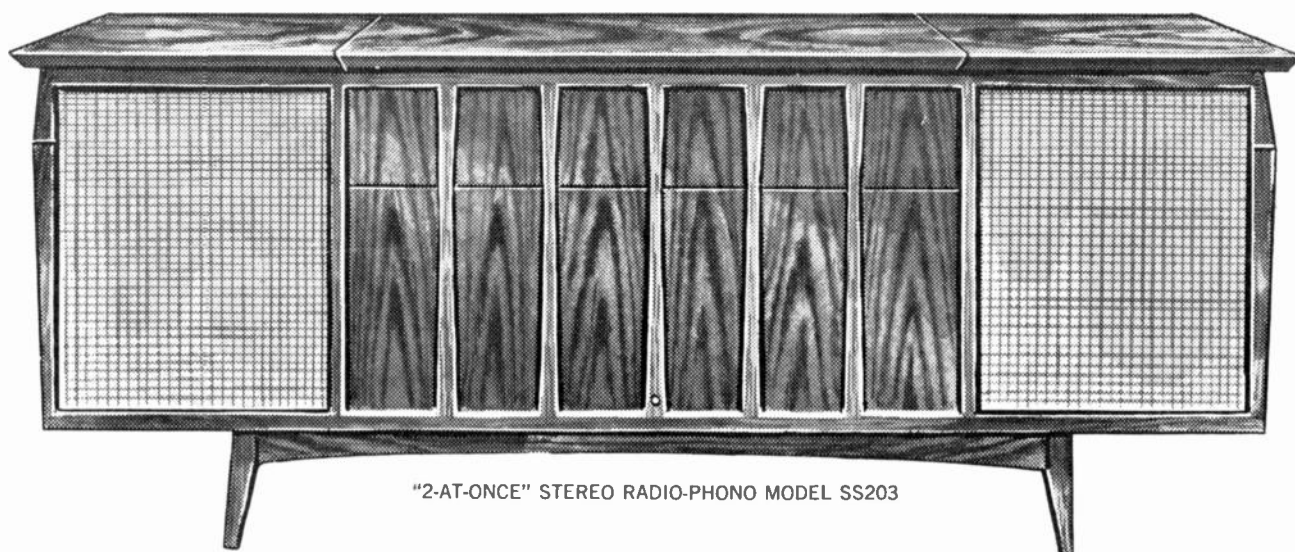
He tells the consumer to call him if he has any problems at all. Customers bring units requiring service to the store, and Hymes sends them to the manufacturer service center and gets them back for return to the customer.

Academy TV & Appliances also maintains a photographic supply department. Working on a close margin on film has drawn many customers from nearby IBM and North American Aviation plants. And although Hymes discounts tape recorders somewhat to these workers, he gives no discount on the accessories sold with them, he asserts.

At one time volume on photographic supplies exceeded tape recorder sales, Hymes notes. Today, he estimates, volume from sales of tape recorders and accessories is ten times greater. ■



*as quick as a flick of this switch...*



"2-AT-ONCE" STEREO RADIO-PHONO MODEL SS203

## Olympic's sales-clinching '2-at-once' demo!

OLYMPIC'S THE ONE...with exclusive new "2-at-once" hi-fi consoles with solid state amplifiers! Watch them waltz off your floor, when you demonstrate  "Phonograph and choice of AM or FM radio, in any two rooms at once!"  "Plays stereo records, or FM stereo radio, in two rooms at once!"

All you need for your demonstration is a "2-at-once" console and two remote speakers. Sell your customer's choice of models, from beautiful 6-foot cabinets to handsome, compact consoles. All are promotably priced and ready now for profits! Call your Olympic distributor and switch to "2-at-once!"

**ISI / Olympic**



radios • phonographs • television • from the space age laboratories of LEAR SIEGLER, INC. / OLYMPIC RADIO & TELEVISION DIVISION

LONG ISLAND CITY, N. Y. 10001



# There's more profit for you in the new Amana 22

- \* More sell in its size story
- \* More features you can demonstrate
- \* More quality in its name

**First Side-by-Side  
that provides a  
full 22 cubic feet  
of food space in  
just 35 $\frac{3}{4}$  inches  
of floor space!**

**More features to demonstrate  
in the freezer section:**

- Genuine Amana freezer with 280-pound capacity.
- Ice bin conveniently located in the door. Need not be removed for refilling from ejector trays.
- Self-dispensing juice rack.
- Glide-out basket for bulky foods.

**More features to demonstrate  
in the refrigerator section:**

- Big family size! A full 14 cubic feet of fresh food storage.
- All the chrome plated steel shelves (even the crisper) can be rearranged, raised, and lowered for complete flexibility.
- Butter conditioner keeps butter at preferred spreading consistency.
- Quart-size bottle storage in door. Removable egg trays. Meat keeper. Glide-out crisper.

**Plus these exclusive Amana features:**

- Two independent cold controls, one in the freezer and the other in the refrigerator, let you select the exact temperature you wish in each section.
- No defrosting in freezer or refrigerator. Exclusive Frost Magnet stops frost before it starts.



Only 35 $\frac{3}{4}$ " wide

Available in  
White or Coppertone

**Amana protects your profits  
with a 5-Year Total Appliance Warranty**

Amana warrants for 5 years from date of original purchase in U. S. or Canada, free replacement or repair, including related labor, of parts found defective as to workmanship or material under normal use, and returned through Amana's dealer-distributor organization. Owner is responsible for local cartage, repairmen's travel expense if required, replacement of gaskets, rubber or plastic parts, light bulbs, and accessories. Warranty does not cover taxes, duties, assessments levied at time of part export. Any product subjected to accident, misuse, negligence, abuse, defacement of serial plate or alteration shall void the warranty.

Write, wire or phone for complete details.

**Backed by a century-old tradition  
of fine craftsmanship**

# Amana®

AMANA REFRIGERATION, INC., AMANA, IOWA  
SUBSIDIARY OF RAYTHEON COMPANY



## Sounding board . . .

(Continued from page 11)

cause none of us promoted anything else. Even if this were so we decided that there should be enough business in the bread-and-butter categories to pay at least one dealer to go after it — and we did just that. It has been most rewarding!

"By promoting refrigerators, freezers, and washers at 'year-end' prices and by offering special terms with no payments till Spring (with trade) we have succeeded in making

November and December two of the best months of the year on the 'work-horse' appliances, as well as for the traditional gift merchandise."

**W. H. Sharpe, Sharpe's Appliance Store, Inc., Atlanta, Ga.** — "Our major interest will be centered on electronics with color television as number one. We plan an extensive advertising campaign and are now working to secure as many color sets from our two distributors as possible.

"We are watching ourselves very carefully not to let laundry be pushed back, as this is one of our most profitable items. Dryers are becoming one of our best sellers, and this

market to match existing washers is proving most profitable."

**Sol Polk, Polk Bros., Chicago, Ill.** — "This Christmas season will probably be the best selling season in our history. Last year we had a great deal of success using a premium tie-in with our major product purchases. We used a life-size Jolly Santa or a seven-foot Christmas tree that will store away for year after year use. The success of these two items as well as our current Polk-a-lay-lee promotion combined should give us a great Christmas impact this year.

"We've got a brand new seven-foot Christmas tree (artificial) which at one time sold for \$49.95 and now



**WESTWOOD** — "Although we dress up our advertising at this time, we promote service and store image."

# Why don't you sell car radios?

*maybe your reason is out of date*

Perhaps you remember the time when selling car radios took a good deal of effort—caused installation problems and service expense.

But have you looked at the opportunity lately?

Motorola makes it sensible and profitable for you to handle car radios in your store.

For example, you don't have to have installation and service facilities unless you want to.

You can just sell the Motorola car radio as a carry-out package.

Who installs it? Well, we have over 6,000 Warranty Stations fully

equipped to provide installation as well as maintenance for your customers.

How much floor space would you need for a car radio department?

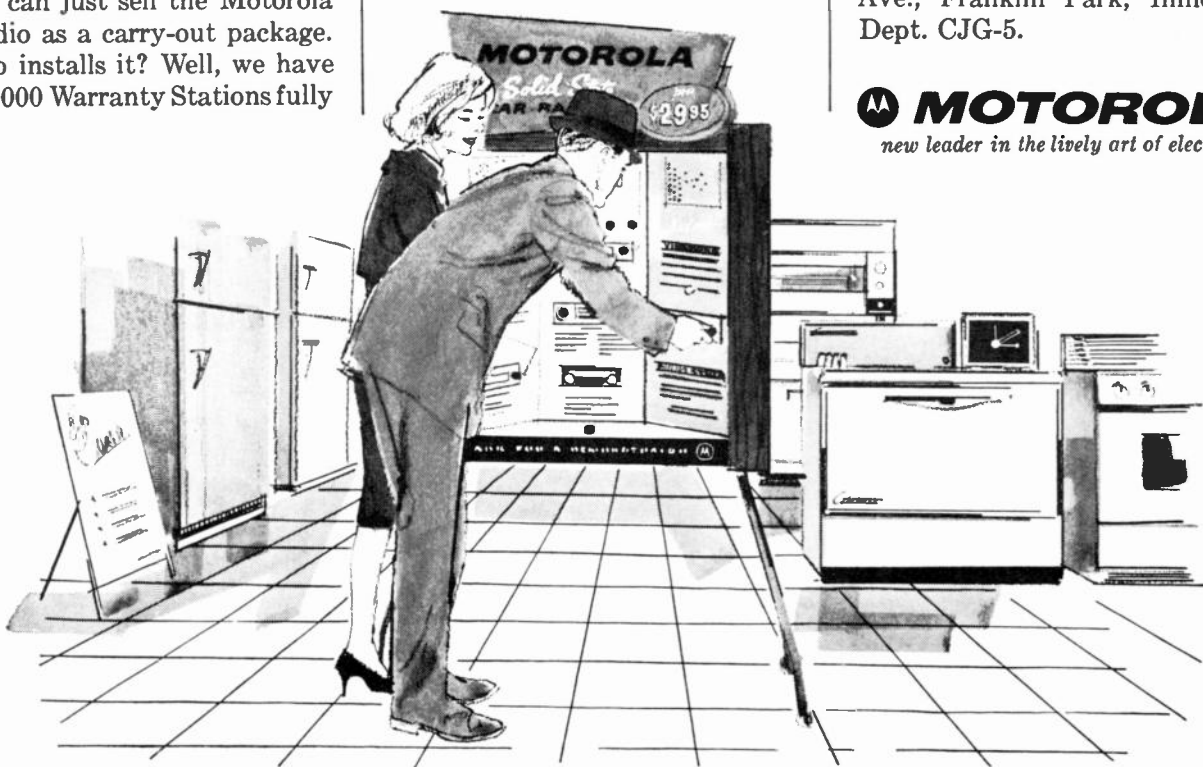
Just about 8.3 square feet. Our compact operating display shows and lets you demonstrate eight of our most popular car radio products right on your sales floor. You can sell AM radios, AM radios with Motorola's Lumalert, FM

radios, FM/AM radios, FM tuners and Motorola Vibrasonic . . . with no big inventory problem.

All are attractively designed. All are loaded with features you can demonstrate or talk about.

And Motorola car radios bring good markup. Shouldn't you be getting into this business? Why not call your Motorola Distributor and get more of the facts . . . or write to Motorola Consumer Products, Inc., 9401 West Grand Ave., Franklin Park, Illinois.— Dept. CJG-5.

**MOTOROLA**  
new leader in the lively art of electronics



through the miracle of mass production sells for \$29.95. We're giving this for \$5 with the purchase of a major appliance or television set, or if the customer wants, she can have one of our life-size plastic Santa Clauses or a Polk-a-lay-lee on the same basis.

"We started our program on these early. We have TV commercials showing Santa Claus playing a Polk-a-lay-lee and advising the audience, 'You can get my twin or a Christmas tree or a Polk-a-lay-lee from Polk Bros.'

"We expect to move at least 50,000 Santa Clauses this year."

**Arnold D. McMillan, Drum Appliance, Las Cruces, N. M.** — "I feel that this should be a good year for free-standing electric ranges. and I plan to promote the self-cleaning models, backing up national advertising with local newspaper, radio, and direct mail. I also plan in-store demonstrations and late night openings during the holiday season.

"Dishwashers should also move well, since this is a low saturated area and the machines are doing the job that housewives want and are entitled to. Automatic washers will be



**McMILLAN** — "I feel that this should be a good year for free-standing electric ranges. . ."

good this fall, and I plan to promote hard in this field, stressing the dependability of the new mechanism and the new five-year warranty for parts and service.

"In the field of electronics, color television will, in my opinion, sell at a high rate without much promo-





**ZEISLER** — "We will offer a special incentive for purchases made in November for layaway."

tion on our part, so we should concentrate on the stereo market with our advertising and promotion dollars."

**W. W. Westwood, Westwood Appliances, Billings, Mont.** — "Although we do, more or less, dress up our advertising at this time, we still promote service and store image. This keeps our months more or less consistent. Also, we handle only the major white goods lines which makes a nice family gift, but not as glamorous as others. We are finding more and more that customers are buying because of us and brand name is secondary. Many times when we start to sell brand name, they say, "We won't care what name it is as long as you will take care of it for us."

**O. Sherman Anderson, Z. C. M. I. Dept. Store, Salt Lake City, Utah** — "Stereo. By promoting only the high and low end instruments and letting the middle of the line take care of itself.

"We feel the high end, the elite



**ANDERSON** — "Not all people look for the cheapest thing they can find."

part of the stereo business, must be promoted hard to draw in the customers who want the very best and shop for the high end. Not all people look for the cheapest thing they can find. In competing for the deluxe trade, we go after the carriage trade that might be considering the component type of stereo.

"As to the low end, this type of merchandising and advertising seems to be a must. Just how much we do not know and at this time of the year we are afraid to skip it."

**Jerry Ritter, Jerry Ritter Appliances, Inc., Port Huron, Mich.** — "We expect to get maximum sales this Christmas by: heavier than usual newspaper and radio advertising, special store displays, in-store demon-

strations, special layaway promotion, free gift wrapping, special delivery arrangements, additional open hours, easy terms promotion, better inventory control, and excellent product selection.

"The products we will particularly promote are: all dishwashers, food waste disposers, electric and gas clothes dryers, radios, stereo (portable and console), portable TV, color TV (depending on supply), Cosco products, electric housewares, floor care products, and tape recorders."

**Upton R. Zeisler, Rahr's, Inc., Manitowoc, Wis.** — "First in importance is an advertising program

that will result in people thinking of our store as a headquarters for Christmas merchandise or season requirements of equipment and furnishings.

"Our first approach to this is a complete going over of our store to create a Christmas festive and buying mood. Our most interesting displays are put into the front of our store in a manner in which they create interest and gift buying. Our windows are all keyed for Christmas selling.

"Next we will use a letter to all of our accounts giving them information as to our Christmas merchandising. We will inform them of new

and interesting things in our store. We will review for them our easy terms of purchase now and pay later. We will offer a special incentive for purchases made in November for layaway. Our plans are to use a five-pound fruit cake which can be had for 99-cents with a \$49 purchase.

"Next we will talk to all the customers who come in the store with the idea that they have a Christmas gift problem. We want to help them solve this. We will suggest things for a husband to buy his wife or a wife to buy her husband. We will make our advertising reflect things for the home to increase pleasure and happiness during the holiday season."



Contrasting tawny yellow, mimi blue and jet black. (The "Westwynde")

This stunning new design, available in marquesa maroon on white, becomes a talking piece in any setting. (The "Op")

## New! Astral Decorator Refrigerators

New profits in compacts are yours with these new interior decorator styled compact refrigerators. Whether your customers' tastes be classic or modern, you will find that the styling of these new leaders is exciting!

Prices—through an amazing graphics breakthrough, these models are priced to successfully compete with solid color refrigerators. The func-

tional excellence of the famous Astral Refrigerator now sparkles with the *most wanted* basic new designs.

Profits—extra profits are yours as soon as you place these delightful new decorator refrigerators on your sales floor. They are priced to allow you a *full* margin and offer your customer the latest in home decor at \$189.95.

DEPT. M

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

morphy-richards

Astral

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



# We'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**



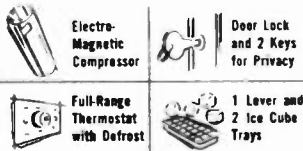
Norcold Was Also First to Offer Dealers A Low Priced Promotional Leader Which Can Be Profitably Retailed At Only

# \$69<sup>95</sup>

IN WHITE

Walnut Grain Finish—Retail \$10.00 Additional

### OUTSTANDING FEATURES



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

## NORCOLD MODEL E-200 Promotional Value Leader!

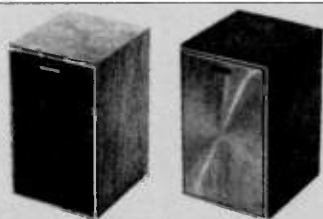
First in sales since its introduction and the market has barely been scratched. Unlimited in sales appeal! Ideal for homes, offices, motels, hotels. Unlimited in performance! Fast freezing assures plenty of ice cubes in a jiffy. Unlimited in features! Deluxe storage door with egg and butter keeper and 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 Stoltz Corp.

16200 So. Maple Ave., Dept. M-11, Gardena, Calif. • PH: FAculty 1-9300, area code 213  
Warehouses in New York, Chicago, Los Angeles, Vancouver and Toronto



**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 MULTIPLEX STEREO RECEIVER**  
A concentration of Pioneer electronic technology. FM selectivity ±100kc (-3db). AM selectivity BROAD ±10kc (-3db) SHARP ±4kc (-3db). push-pull output circuitry with 40 watts music power. Multiplex circuitry provides 35 db of separation (at 1000cps).



**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.

# 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	1066	629	115	642	733	1702	1977	1451
City Public Service Board (San Antonio) 375,985	939	315	174	375	595	1505	2200	1357
Dallas Power & Light 265,420	959	362	886	434	1072	2523	4391	1353
Dayton Power & Light 269,292	661	1050	114	750	956	1631	2442	1591
El Paso Electric 94,849	46	87	105	122	209	735	1813	
Florida Power Corp. (St. Petersburg) 2413	428	274	475	1501	2836	3403	1986	
Electric Power Board (Chattanooga) 77,899	872	435	68	273	501	530	1104	751
Fla. Power & Light Co. (Miami) 769,492	7253	1402	994	781	3543	6181	7988	4357
Idaho Power (Boise) 116,000		396	178	357	464	658		825
Jersey Central Power (Morristown) † 381,492	1729	527	360	288	787	3045	4704	3124
Kentucky Utilities Co. (Lexington) 1090	460	188	1049	1244	2182	3041	1882	
Metropolitan Edison (Reading, Pa.) 240,225	1325	606	196	490	846	1465	2707	1855
Nashville Electric Serv. 136,000		419		395	798	1122		
New Orleans Public Serv. 326,859	1129	1181	185	652	1042	2368	8224	2302
N.Y. State Elec. & Gas (Ithaca) 526,356	594	839	469	809	1991	1312		2198
Omaha Public Power 559	563	92	325	465	871	1340	960	
Pacific Gas & Elec. Co. (San Francisco) 2050	9018	6655	4207	16710	13405	23890	14596	
Public Serv. Co. of N.M. (Albuquerque) 101,117		249	101	292	234	638	1013	572
Southwestern Elec. Power (Shreveport, La.) 190,338	1339	358	378	1073	482	2153	2585	1854
Union Electric (St. Louis, Mo.) 568,666	2011	754	738	998	1271	4323	11657	2945
West Penn Power Co. (Greensburg, Pa.) 360,000	639	975	217	796	1049	2039	2994	2330
August compared with July report	-40%	+11%	-9%	-14%	+8%	-10%	+12%	+6.5%
*Includes Built-Ins		**Includes Stereo		†Includes N. J. Power & Light				
✓ Residential Meters								

## 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 details.





## A one-man ad department . . .

(Continued from page 30)

could be applied to appliance advertising.

From these clippings I have maintained a folder called headline banners from which I select headlines that I feel might be appropriate for the particular product I might be trying to promote. These clippings give me great versatility in my ads. I'd hate to go along with the canned stuff used in most mat books.

I also have a separate folder for each individual product category with cutouts that might be used in my ads. I have another file devoted to ideas developed by other retailers. Let me emphasize that I do not clip Sears ads. I don't think they start with good heads.

I design all of my own ads and dummy them up myself. I try and remember three basic things while working on them:

(1) I must attract the attention of the reader with a good strong headline.

(2) An ad must have something to say, but not too much or the readers will wander and not pay too much attention to the ad itself.

(3) One way or another a price should be indicated.

My newspaper ads go in the daily paper up here and also a weekly shopper. I believe in running large ads as I don't feel the small ones attract much attention. I like to feature just one product in my ads. Whenever possible I play up the trade-in angle as I know Wards and Sears don't include this in their advertising.

Incidentally, I don't believe an independent dealer should have a lot of products with a lot of prices in one ad, as the discounters do.

Our ad program at Puff's is geared to let people see that we sell nationally known merchandise that they're familiar with through national advertising. We let our customers know too that nothing is nailed down. We sell what we advertise.

Our ads have a lot of black copy in them but an ad can't be all black. We don't subscribe to the department store idea of subdued ads. An ad should be bold and hard hitting. Too, we try and put people in our ads whenever possible. I don't believe in hit and miss advertising either.

Consistent advertising creates a more lasting impression on people. Naturally we advertise more heavily during the Christmas season, but I still like to feel that our ad program is a year-around project.

Another thing I found that is im-

portant is to let people know well in advance when you're planning to change locations. We started advertising our new address as soon as we broke ground and kept this up through the actual store opening.

If you come up with a promotion designed to get people talking about your store, advertise it heavily. As an example we ran a pony promotion a few years ago which we advertised extensively. Not only was the promotion a big success, but I know its impact is still being felt today. I

credit much of the success of the promotion to our advertising program.

As far as radio is concerned when we do use this medium we run 10 spots a day, usually between 6 a.m. and 10 a.m. I feel this is the best time for listeners, as most people are busy watching TV in the evening. We hit the people going to work in the morning, as well as the housewives at home.

Between Labor Day and Christmas virtually every ad we run is on color TV. When a product reaches its peak selling season, we merchandise the heck out of it.

If I may digress a moment from advertising, I'd like to say that I'm

a firm believer in selling from the middle of the line. While some dealers like to start at the top of the line and others at the bottom, I believe that the place to begin is with the medium-priced merchandise. This way we can step a customer up, but can go the other way too. If you start at the top you must go down, and if you start at the bottom you can only go up. By approaching the customer with the middle of the line you have flexibility.

In conclusion, I just want to reiterate that the time and money any dealer spends with his advertising is most vital to the success of his business. ■



# No one's asking you to love this man. Just to listen to him.

### AGA Names R. A. Modlin Sales & Promotion Director

Robert A. Modlin, industrial sales manager for the East Ohio Gas Co., has been named director of sales and promotion for the American Gas Ass'n, it was announced by Chester S. Stackpole, managing director of the association. Modlin succeeds Robert H. Combs, who resigned in July to become director of marketing for the Western Kentucky Gas Co.

He may not be your idea of a great guy . . . but he might be a guy with a great idea.

He's got eye-popping information about your top prospects. Information that can give you solid new ideas on how to sell them when they're ready to buy.

Ask your Yellow Pages salesman how the Yellow Pages National Usage Study can help you. He's helped a lot of others. He's in the Yellow Pages under Advertising—Directory & Guide.



Advertise for action



# The Balance Sheet

by JACK ADAMS



**A Dismal Picture** — Do the manufacturers and sellers of a product bear any responsibility for striving to prevent this product from having harmful effects on purchasers?

Apparently in the case of autos they do. At least rumblings in Congress are credited with causing auto makers to increase the number of safety features being offered as standard equipment in new models. And if memory serves us correctly, after many years of talking about it, something is finally being done about limiting the contribution auto exhausts make to the smog which plagues Los Angeles.

It's been a number of years now since various individuals, groups, officials, and legislative bodies started grumbling about the content of TV programs. We have not been ashamed from time to time over the years to raise our voice in protest along with those of others who see the glass on that big eye that dominates the living room as more times than not serving as a window in a cesspool.

Just because nothing has been accomplished in improving something that has been bad for 15 years is so far as we can see no reason to be resigned to its low state.

We've heard all the arguments about the many good things that TV has to offer. We'll grant that it's difficult to appeal to all tastes with any one program. And, above all, we're certain that the cry of "censorship" would be raised in more than one corner of the land if any group ever attempts to rule on whether a particular program should or should not be aired.

But as a viewer and parent we'll forego an attempt at analyzing the effect any programming may have upon the development or the enrichment of the lives of people in this country. We'll simply say that in this time when so many in the industry are suffused in the rosy glow emanating from ever growing sales of color TV, it might be worth pausing to ask what effect programs of poor quality may eventually have on sales of TV sets.

One of the most realistic dealers we ever encountered in our travels was the man who very basically sold the picture offered by various sets.

This dealer had constructed a large screen that pulled up and down (on a pulley arrangement) in front of all the live TV sets displayed on his sales floor. Openings just large enough to reveal the picture shown by each set were cut in the screen.

After the prospect selected the picture she liked best, the dealer raised the screen, revealing the brand name of her choice. From that point he went into a discussion of various cabinetry that was available.

Apparently there are not enough differences in programs available at certain hours of the day to give a consumer a choice of what to view on her TV set. And we would certainly like to know the depth of any research that determines whether the public does or does not want to see a specific program this year.

It almost seems at times we forget the basic reason why a family buys a TV set. We talk about shapes and sizes rather than what the set will offer in the way of programming.

Why worry about how many 11-inch or 25-inch color sets we'll be selling in 1970? Are we saying that programming will have no effect on this?

Maybe people will continue to buy sets at a certain rate if there is no improvement in programming, but is it possible we could

sell "X" hundred thousand more that year if the programming appeal was greater?

NARDA has recently made noises about improving the quality of programming. Surely there are other associations, both local and national, which should support efforts in this area.

Because of a moral obligation? This area is gray; but if for no other reason, how about the possibility of helping sales?

Perhaps you believe that most of your customers would not care to see any change in the array of programming that's offered to them today.

If you don't agree with us, please let us know.

But if you telephone in the evening (except for two or three hours a week), we'll probably be in the basement, looking through our stereoscope.

**QSB Next Year** — "The very basic simple answer to stabilization of a product, name brand, or any trade mark or price is to pick your customer.

"You, Mr. Anderson, have done this to the greatest degree of anyone that I have ever heard of and not enough praise can be made of it. . ."

This statement is contained in a letter from a distributor to a manufacturer, a copy of which recently came across our desk. The writer of the letter is a distributor of car care products, located in the state of Maine. The manufacturer is John W. Anderson, auto equipment manufacturer and framer of the Quality Stabilization Bill presently pending before Congress and for years prior to that a staunch supporter of Fair Trade.

Those who have followed the progress of this bill over the past several years will be interested to know that it is Anderson's analysis that groundwork that has been laid this year will pave the way for expected enactment of the bill in 1966. (The bill seemed very close to passing in '64, when it was suddenly and mysteriously tabled by a Senate committee.)

Of special interest in Anderson's reply, we think, is a section referring to marketing practices of his company, even though this firm is involved in another field.

"We think there are several reasons why ANCO products are not bootlegged into cut price wholesaler and retailer channels," Anderson states. "One possibly very important reason is that the entire trade knows that, since October, 1922, no direct customer of ours in any state having an applicable Fair Trade Act has ever deliberately cut our suggested schedule of resale prices, without being dropped from our list of direct customers.

"With rare exceptions, secondary resellers, including retailers, know of the straightforward integrity of our policy and respect it, as they would not — and do not — respect the policy of manufacturers who are widely known in the trade to be 'loaders' of resellers.

"In reviewing ANCO policy and practices you no doubt have noted the fact that ANCO does not pick up supplies of distressed merchandise and offer it as a premium to resellers for *buying* ANCO products beyond their normal capacity to resell them profitably within a reasonable period.

"You no doubt have noted that all ANCO bonuses, prizes, and other incentive offers are invariably given as a reward for *selling* ANCO Products and not for *buying* blindly quantities inflated to meet 'premium' (loading) requirements. . ."



# NEW, EXCITING AND DYNAMIC

A 21 million Premium market is getting the good news about Dynamic's new money-saving, easy-to-use, low-cost battery chargers, converters and auto accessories in this nation-wide promotion. And that's good news for YOU!

**LIFE**

**LOOK**

*Good Housekeeping*

**Parents'**



## PLUG 'N CHARGE DELUXE

Handsomely packaged, this model recharges 4 household batteries at a time, and features a built-in adapter for 9-volt transistor batteries. PNC-12D \$5.95

RECHARGE THEM ALL



D C AA 9 VOLT  
ALSO ALKALINE, MERCURY AND NICKEL CADMIUM

## PLUG 'N CHARGE AUTOMATIC

Finest home battery charger on the market. Completely automatic, with exclusive SAFE-T-PLUG feature. A time and money saver for every home.

PNC-14-D \$7.95

RECHARGE THEM ALL



D C AA 9 VOLT  
ALSO ALKALINE, MERCURY AND NICKEL CADMIUM



## CHARGE 'N START



The world's first automatic home auto battery charger. Keeps auto batteries in peak condition — without lifting the hood!!

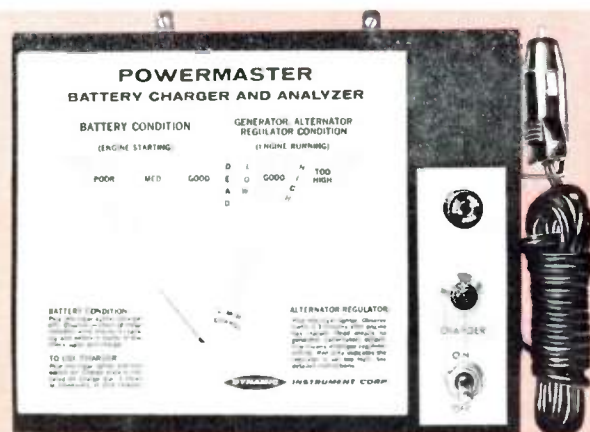
CNS-12 \$5.95

## PLUG 'N PLAY



With this simple unit, transistor radios can play all day on batteries — all evening on house current—and recharge at night. A triple treasure!

PNP-10 \$5.95



## POWERMASTER

Identifies auto electrical system problems and recharges car batteries with fast 6 ampere charge — without even lifting the car hood!

PM-1 \$29.95

## BATTERY CHARGER (6-7½ volt)



Recharges expensive lantern batteries 15 times, saving up to \$30 on a single battery. A real break-through for 6-7½ volt battery users. PNC-11 \$5.95

## AUTO-MATE



Enables the motorist to spot and identify electrical system troubles in his own car before they develop, right from the front seat.

AM-1 \$9.95

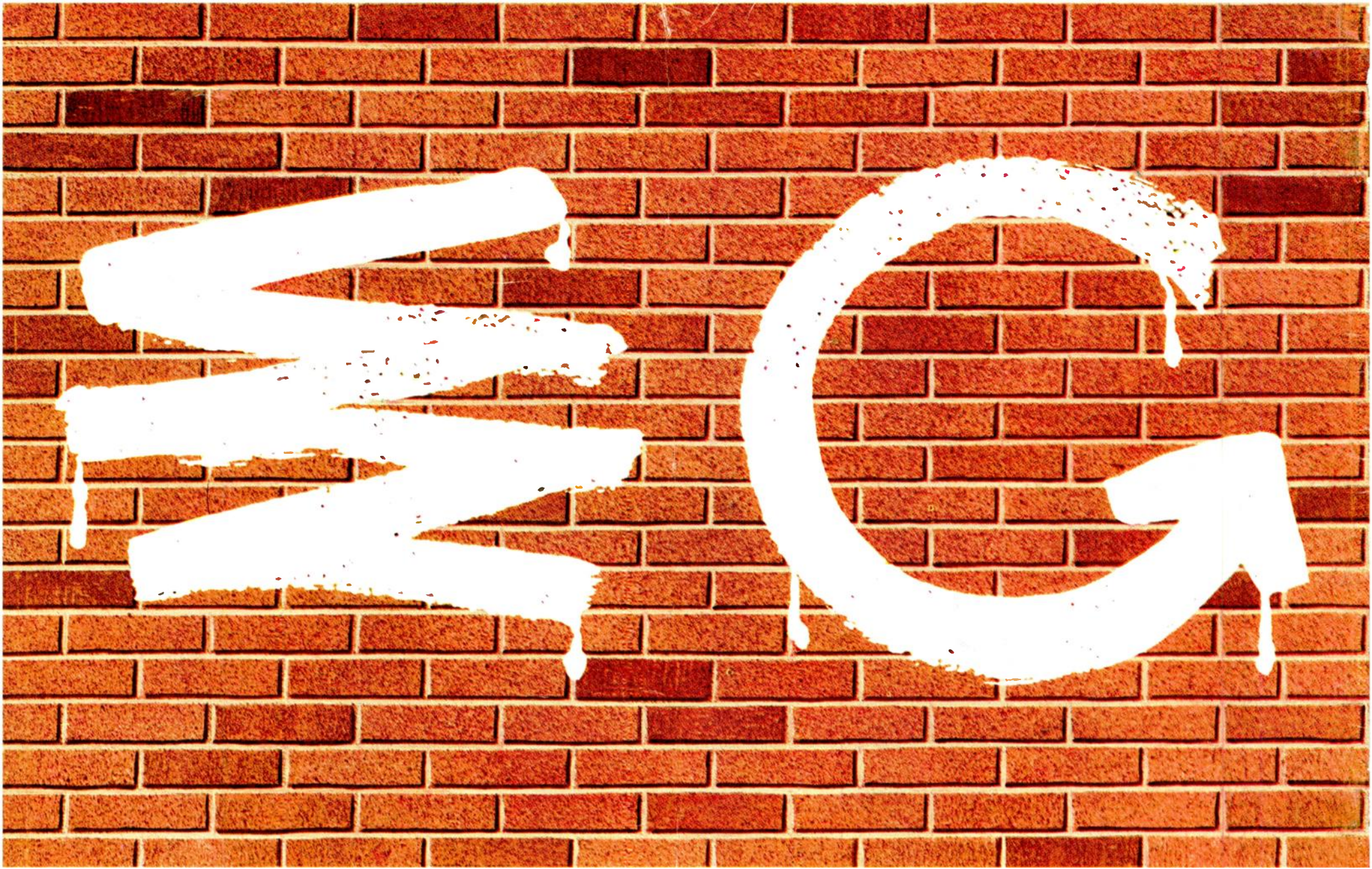
ALL Dynamic products are unconditionally guaranteed.

SEE US AT THE HOUSEWARES SHOW IN CHICAGO IN JANUARY

ANOTHER FINE PRODUCT LINE BY **DYNAMIC** INSTRUMENT CORP.

115 East Bethpage Road, Plainview, L. I., New York





# 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