

# MART

Business partner of 50,000 home appliance/electronics retailers

*magazine*

FEBRUARY 1966



- 1966 Air Conditioner Fact Sheet
- "Hottest" Products At The Housewares Show
- Independent Distributing—Swan Song Or Battle Cry?

*fit 100% of your markets!*

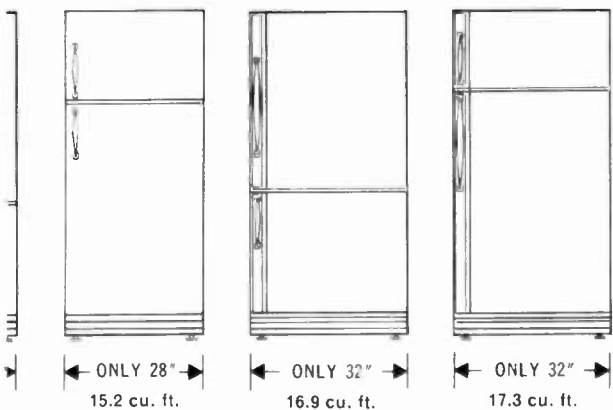
# Temp

## Now with great new Admiral Ice-Maker!

Richly designed, new Admiral Dual-Temp NT-1869 now features the amazing new Admiral Ice-Maker, plus new outer trim, new inner arrangements, fully automatic defrost.

With 125 lb. freezer, 13.7 cu. ft. refrigerator . . . just 32" wide. Dual-Temp models from 12 to 17.3 cu. ft., top freezers and bottom freezers, the four largest sizes with Ice-Maker.

Sell the most famous name in refrigerators . . . make bigger profits!



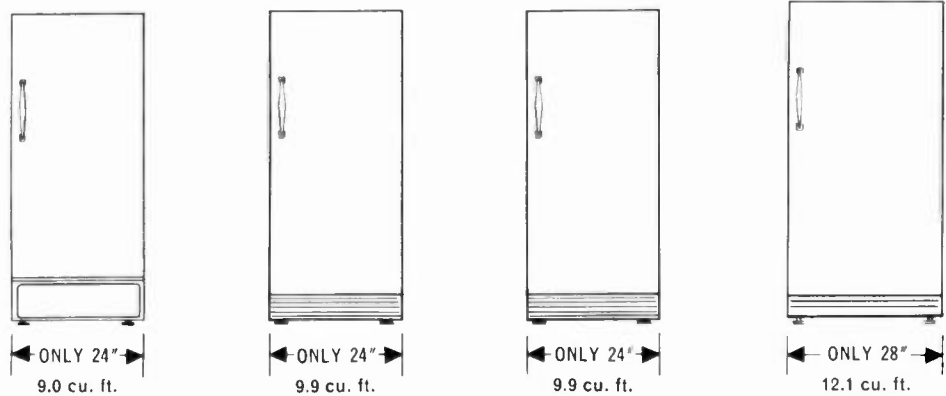
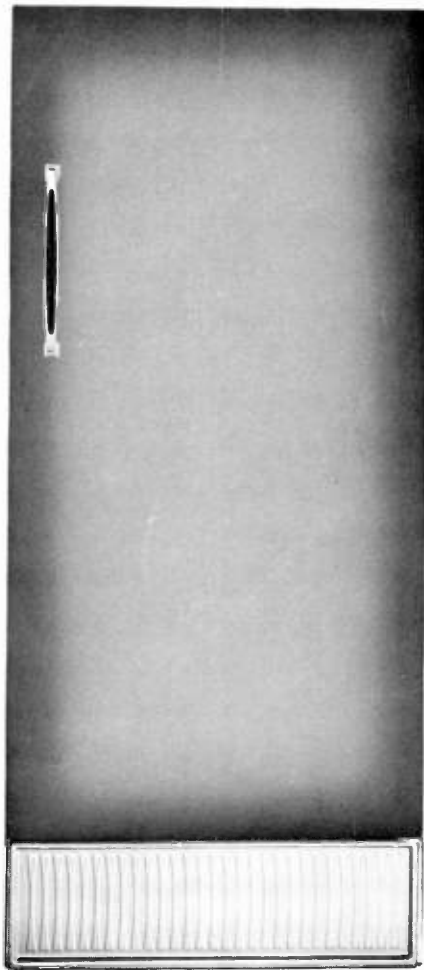
onze, Citron Yellow, Turquoise, new Halo Beige.

# 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.



**Enjoy a fabulous holiday in Tokyo! Buy Admiral appliances, get a trip to the Orient. Call your Admiral Distributor for details!**

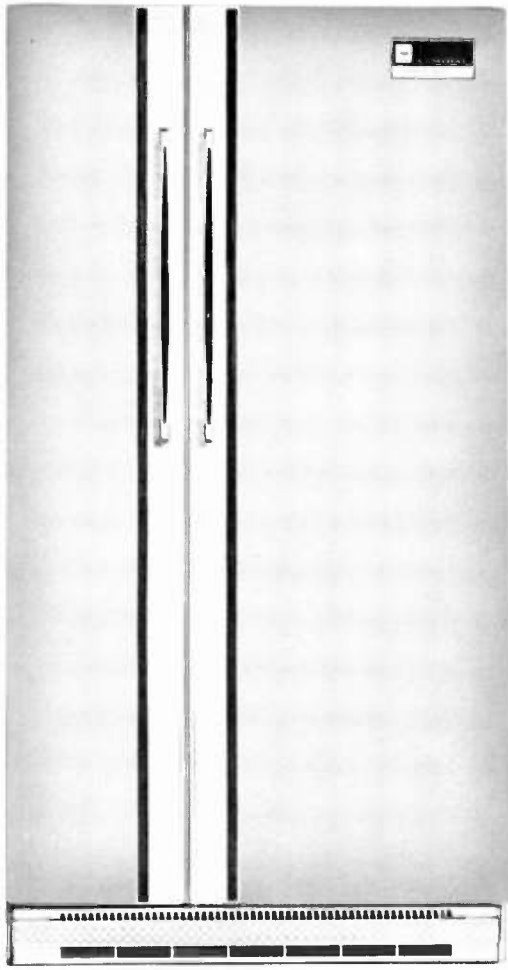
# Admiral®



MARK OF QUALITY THROUGHOUT THE WORLD

# Admiral® refrigerators

## Duplex



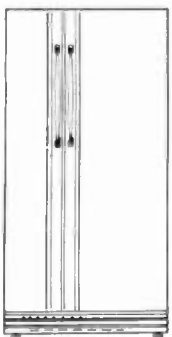
### New Admiral Duplex 19, only 33 inches wide

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!

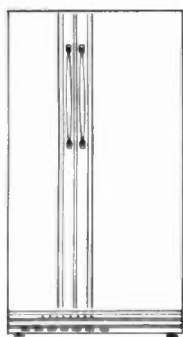
And only Admiral Dealers will have it! Nationally advertised in magazines and on television, it's a customer-catcher and sales-getter and offers limitless step-up opportunities to the other three larger Duplex sizes!



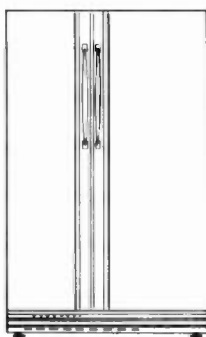
← **33 inches wide** →



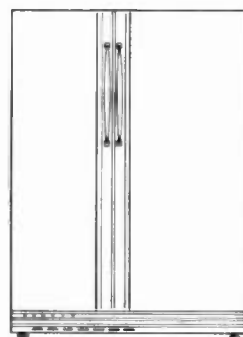
← ONLY 33" →  
19.0, 19.4 cu. ft.



← ONLY 35 1/4" →  
20.8 cu. ft.



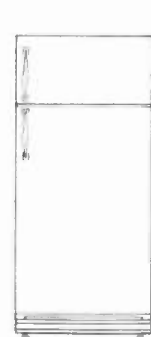
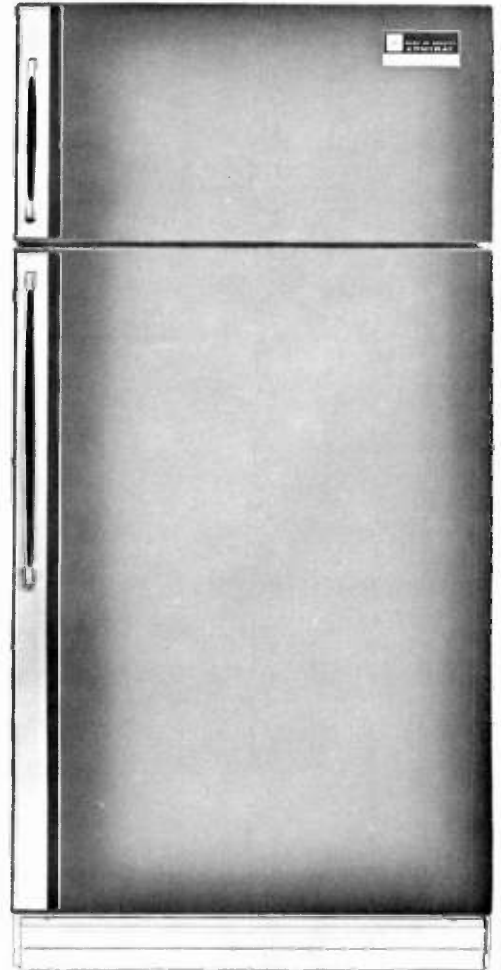
← 41" →  
24.4 cu. ft.



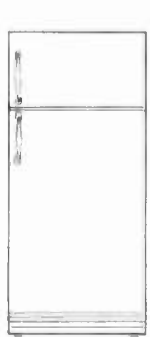
← 48 1/4" →  
29.2 cu. ft.

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

## Dual-



← ONLY 28" →  
12.0 cu. ft.

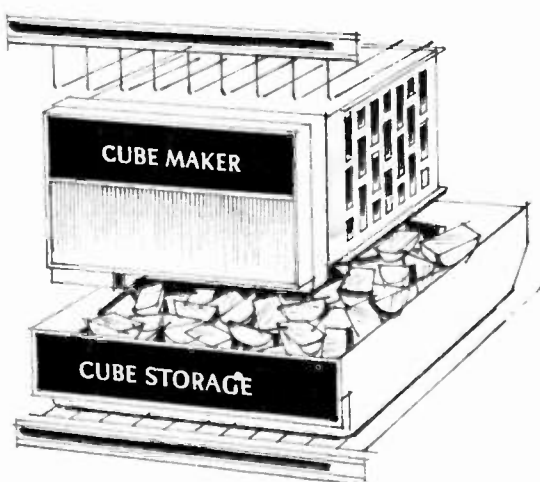


← ONLY 28" →  
14.0 cu. ft.



← ONLY 28" →  
15.0 cu. ft.

Fashion-right colors: White, Copperbr



## 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 up to 180 cubes. No filling, no slopping, no mess. Available in all Duplex and 4 Dual-Temp sizes.

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

# This Is NARDA

BY JULES STEINBERG,

Executive Vice President,  
National Appliance & Radio-TV Dealers Ass'n.

It is virtually impossible, today, to find anyone in the A-R-TV industry who does not have an opinion about NARDA. To many it is a ray of hope for the smaller retail establishment which, whether its problems be a shortage of merchandise or a paucity of customers, seems to be in a constant battle for survival. At the same time, to others, the association, with its dynamic approach to the industry's problems, represents a threat to the status quo or the system which, with all its faults, has produced some of the most successful merchants in the American economy. Finally, to an ever-increasing number, it is a force — growing in proportion to its membership — which influences merchandising trends in the trade and, for this reason, should be studied with a great deal of care.

How, you may very well ask, can one association be so many different things to so many people? And, exactly, what is NARDA?

The letters, of course, stand for the "National Appliance & Radio-TV Dealers Association", an organization of businessmen primarily interested in the retailing aspects of A-R-TV products — and what a lot of ground that can cover!

For example, its dealer membership embraces the smallest "mom-and-pop" operations with volumes of less than \$100,000 and the largest owner-managed chain with gross sales in excess of \$70 million annually. The "average" member, however, rings up slightly less than \$400,000 in sales each year.

This heterogeneous group of retailers, each of whom pays \$25 dues annually to the association, has been headquartered in Chicago's Merchandise Mart (currently, Room 1319) for the past 22 years. (For three years before then NARDA, which was called the "National Electrical Retailers Association", operated out of Washington, D. C.). Here, a staff of six full-time employes is engaged in providing numerous member services, answering over 300 letters a month, and gathering statistical data indicating the direction of industry growth.

If one had to select the primary goal of all this activity it would undeniably be *helping to create more profitable dealerships*. Of course, this is a big order and nobody inside or outside the association pretends that a perfect job is being done. However, the program is under constant review and improvements are always being made in accordance with the time and resources available. For instance, for the past 12 years, NARDA has sponsored a week-long Institute of Management at The American University in Washington, D. C. This school, one of the oldest of its kind in the U. S., draws upon leading educators and successful businessmen to conduct classes in every important phase of A-R-TV retail management. Last year, for the first time, a second week-long educational facility was added to the association's program with the inauguration of a Western Retail Management Seminar at the University of Utah in Salt Lake City. Both of these schools are held annually in August, and, although there is a smaller tuition for NARDA members, registration is open to all who are interested in better business training.

Throughout the year, the group's educational activities continue on a regional basis with a three-day School of Service Management and one-day "Symposiums" being conducted throughout the country for local groups of NARDA members. Presently the association is offering

three such Symposiums — one on service management, another on retail sales training and a third on retail management.

In addition to the above, the pace of dealer training is maintained by the association's annual compilation of a "Costs-of-Doing-Business Survey." This report, compiled from confidential financial statements supplied by NARDA members, reflects such things as average gross margins for three dealer volume categories and individual expenses, reflected as a percentage of net sales, for various expense items, such as advertising, rent, salaries etc. The completed survey is mailed free of charge to all participating members and is offered for sale to others. Aside from the "no charge" copies, over 1000 Surveys are sold each year, indicating acceptance by the trade of the report as an authoritative yardstick against which any retailer can measure the efficiency of his own operation.

To keep its membership informed of association and pertinent industry information, NARDA publishes a monthly magazine, *NARDA News*, as well as a bi-monthly compilation of retail ads, the "Appliance Advertiser," which reflects products and prices promoted around the country. Also, for the benefit of members who accept used merchandise in trade (a practice which the association believes helps the smaller independent to remain competitive with mass merchandisers) the trade group each year publishes two "Trade-In Blue Books" — one each for white and brown goods — with suggested allowances for all brand name merchandise manufactured in the past ten years. All of these publications are mailed at no charge to members.

It is practically impossible to list all of the direct benefits which dealers derive from association membership. For many years, the association has offered its members a group insurance program for dealers, their employees and their dependents. Last year, this service was broadened to include major medical benefits, and, more recently, a "Balanced Investment Plan" to enable retailers to provide for their own retirement through the combination of a group insurance annuity and purchase of mutual fund stocks was successfully launched.

Two years ago, the association turned its attention to the dwindling dealer interest in smaller, portable appliances. Complaints of cut-throat competition from supermarkets, drug stores and others who were using these products as loss leaders — selling them at less than dealer cost — poured into NARDA headquarters. The problem stemmed from the fact that these products were being sold through non-franchised outlets, many of whom had the advantage of purchasing in quantities to insure maximum discounts. Faced with the possibility of seeing its dealers lose this traffic building business, NARDA embarked upon a program of offering its members these same brand name items at competitive prices by pooling the purchasing power of its members. This move, which has attracted the participation of over 1,500 NARDA dealers, led to widespread speculation that a plan to form a national cooperative buying group was underway. Nothing could be farther from the truth. The association is firmly committed to the franchise method of distribution and the right of all producers to select the outlets which handle their products. There is not now and never has been any intention of the association's management to intrude



Jules Steinberg

upon this cornerstone to appliance merchandising, but the association is determined to protect the competitive position of its membership where non-A-R-TV outlets are selling the same merchandise.

While most of NARDA's activities are well-publicized throughout the year, a lesser-known but most important function of the association is to maintain the best possible relationship between retailers and other segments of the distribution chain. At its annual convention, which will be held in San Francisco this month, NARDA sponsors private, off-the-record meetings between dealers and individual manufacturers. To many executives, this is the only opportunity to learn, first-hand, of dealer complaints and explain factory merchandising plans.

Throughout the year, the association maintains this same rapport among its dealer members, distributors and manufacturers. Sometimes, it's a case of a retailer unfairly losing his franchise or paying more than he should for certain merchandise. At other times, it may be a dealer violating his agreement with his supplier by transshipping franchised lines. It has been, on occasion, differences of opinion between retailers and utilities, or even disputes among dealers themselves. In such cases, the association's role is to act as a communication link between the parties involved and, if asked, to suggest an equitable solution. No matter what the outcome, though, NARDA's policy is always to respect confidences from either side, and to avoid any publicity in connection with settlements reached.

There is, of course, little doubt that over the years NARDA has been assuming a more important role in the life of the A-R-TV retailer. For the most part, this is due to the activities of its 27-man Board of Directors, past-presidents who are ex-officio members of the Board, past-directors who constitute an advisory board, and presidents of affiliated regional organizations of 100 or more NARDA members who also occupy a director's seat. (Board members serve three-year terms and are elected at the annual convention. The association's officers are elected by the Board at the same meeting.) All of these men are retailers who generously donate their time to guiding the affairs of the association.

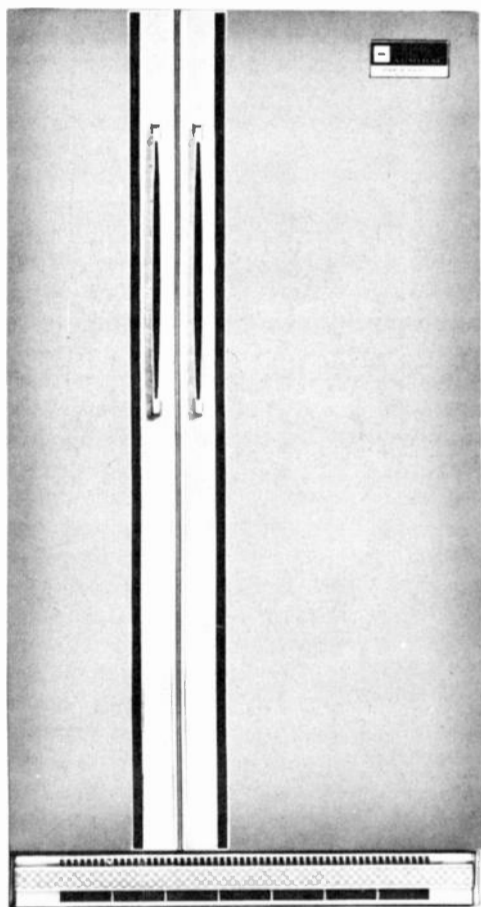
Not unlike other trade groups, though, NARDA is constantly striving to interest potential members to work for the association. The organization's activities are purposely broad enough to insure something for everyone: although no two dealers participate for the same reason. To insure a further expansion of these activities, and to give the dealer a stronger, collective voice in industry as well as legislative affairs, NARDA needs the assistance of every retailer — and that means you! ■

# Another industry first!

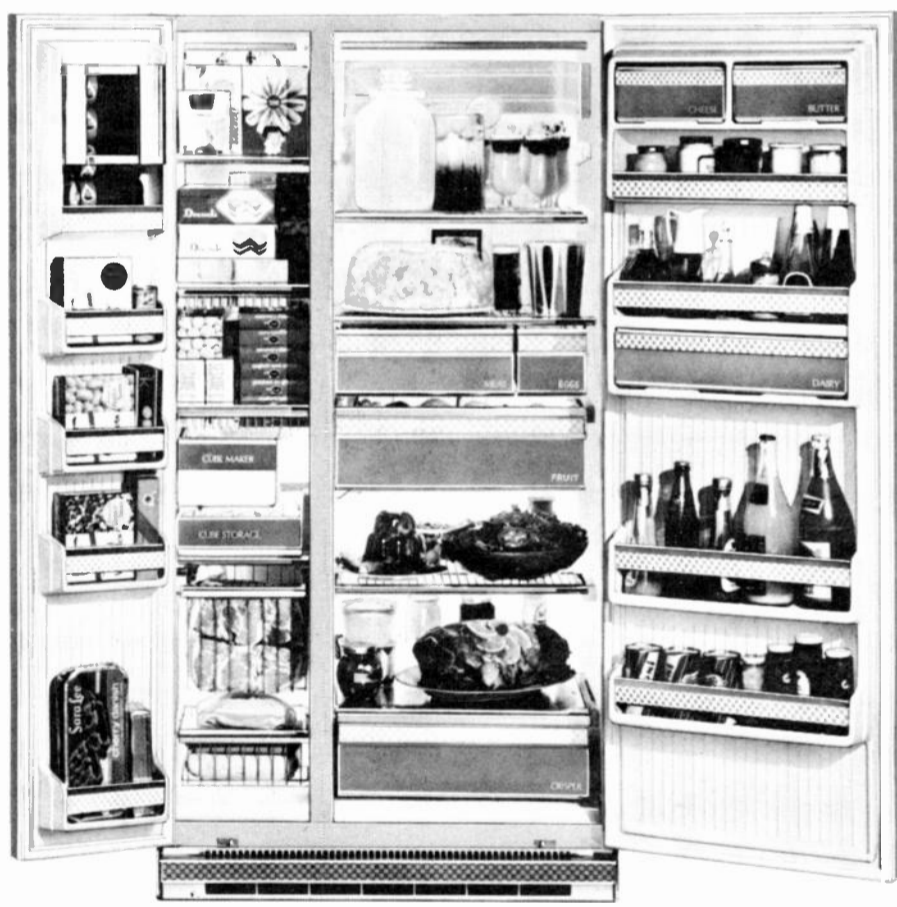
***New***

# ***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!*

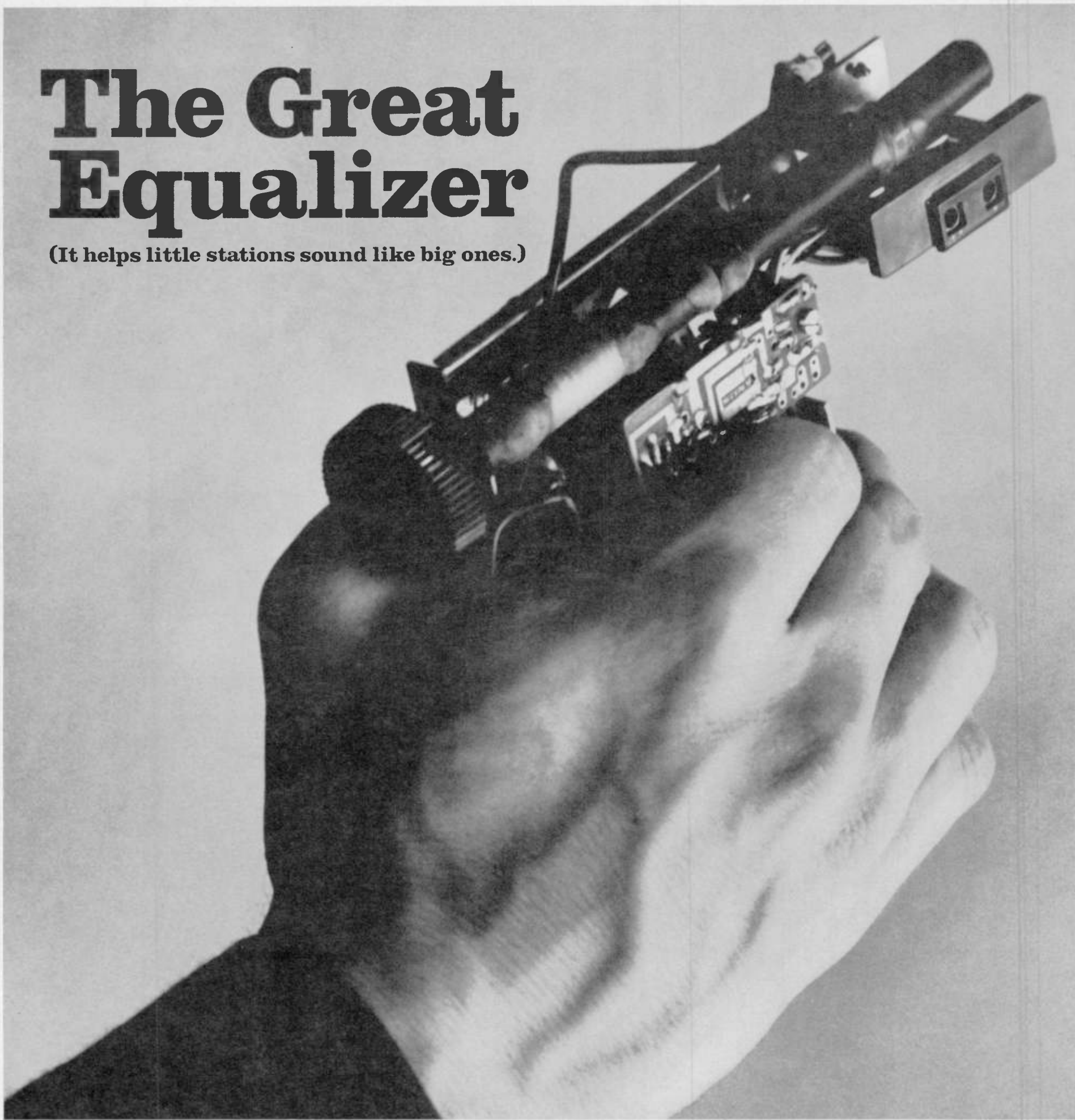
Thanks to Admiral engineering, ingenuity and Thin-Wall Insulation, the impossible has again been achieved. And it gives Admiral Dealers both another exclusive to sell and a perfect step-up to the three larger Duplex sizes. Now Admiral Dealers can sell the largest Duplex that fits a customer's needs and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

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

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

# The Great Equalizer

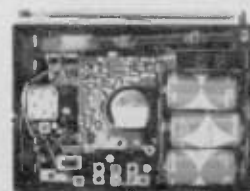
(It helps little stations sound like big ones.)



Who buys a portable FM/AM radio? Heavy listeners, mostly. Very demanding listeners, who probably already have good home equipment so they can pull in Scarlatti sonatas and Vietnam debates even from low-budget stations with low-power transmitters. So when these people buy a little portable for weekends in the country and trips to the beach, do they suddenly develop a different kind of taste? No. They still want to hear their favorite low-budget stations, with all the notes and decibels intact. And what you're looking at is the guts of a new Sony portable FM/AM radio that does a pretty good job of giving those little stations the same kind of sound the big ones have. 9 transistors, including Sony's high quality passivated epitaxial silicon transistors, 5 diodes, 1 thermistor and a 4" x 2½" speaker give the 5F-90W remarkable reception over a remarkable range. And a multiplex output jack makes the radio adaptable for stereo. Let your customers listen to this Sony, and when they buy it, be proud. You're helping to give the little weak stations an equal voice in the great democracy of the airwaves.



THE CASE



THE GUTS

**The SONY® big sound-for-little stations FM/AM radio.**

580 Fifth Avenue, NY, NY

# MART *magazine*

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A Buttenheim Publication

COVER: Cresting one of San Francisco's hills is a "NARDA Special" cable car driven by Billy Yates (center), General Appliance & Furniture Co., Dyersburg, Tenn., president of NARDA. Side-hangers are (left) Jules Steinberg, executive vice president of NARDA, and Carl Hagstrom, General Appliance Co., San Francisco, chairman of the NARDA convention being held in that city February 17-19.

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# Spiralator.<sup>®</sup>

That's a private word.  
It makes sense and sales.  
You get it free with the  
great new Easy  
Laundry line.



If you sometimes feel like you're up-to-here in product feature pitches, take a look at the Spiralator.<sup>®</sup> This isn't just another hackneyed idea held together with hyphens, it's *real*. In the first place, it's *visible* — your customers can see the Spiralator.<sup>®</sup> difference instantly. And it honestly *works*, *gently spiraling* clothes up and down, as they move around the tub. Easy offers Spiralators.<sup>®</sup> on automatics, Spindriers.<sup>®</sup> and wringers. You'll find me-too, spiral-type agitators on some other washers. But if you want the *sell* of Spiralator,<sup>®</sup> *the answer is Easy!*

*The answer is*

# EASY

Automatic Washers • Automatic Dryers • Spindriers.<sup>®</sup> • Wringer Washers

PRODUCTS OF **HUPP** CORPORATION, MARKETING BY GIBSON REFRIGERATOR SALES CORPORATION, GREENVILLE, MICHIGAN



# Deadline Roundup...

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

**TWO DEVELOPMENTS** point up the fast growth of permanent press garments and its influence on home laundry merchandising: "Good Housekeeping" magazine launches a national promotion for manufacturers and retailers of automatic washers and dryers. The magazine will have a comprehensive editorial feature on permanent press in its April issue. It has also developed a free merchandising kit for dealers containing window posters, over-wire hangers, counter and floor cards, and copies of "Guide to Buying and Laundering Durable Press," a booklet prepared by the Good Housekeeping Institute. Whirlpool Corp. calls a press conference in New York to clear up to the press some of the confusion that exists on the subject of permanent press, pointing out that the new process is finally delivering what "wash-and-wear" garments claimed some years ago and also that the home laundry industry is an important ally to the fabric industry since it has developed washers that are perfectly suited to let the consumer take advantage of the improvements built into the new fabrics. Speakers slated for the Whirlpool press conference are: Fred Fortess, manager, consumer technical services for Celanese Fibers Marketing Co. and president, the American Ass'n of Textile Chemists and Colorists; Robert Brintnall, general manager, RCA Whirlpool laundry sales division; Virginia Van Nostrand and Mary Meighan, both of Whirlpool's home service department.

**COMPLETE AND GENERAL DENIAL** is the basis on which Sylvania Electric Products, Inc. will fight the law suit filed against it by Columbia Broadcasting System, Inc. alleging infringement of two color TV picture tube patents. Merle W. Kremer, senior vice president of Sylvania in charge of the firm's Electronic Components Group, says Sylvania has long believed that the key patent involved in the complaint is invalid. The CBS suit against Sylvania, Kremer implies, might lead to others: "Sylvania's leading position as a supplier of color picture tubes to 17 of the industry's 21 set manufacturers has led CBS to initiate court action which they hope will enable them to proceed against the remaining tube manufacturers," the Sylvania executive says. Not only is Sylvania not infringing on the key CBS patent, Kremer says, but "to the best of my

## Happy Anniversary



**CAKE CUTTER** at 40th anniversary celebration of Norge Div. of Borg-Warner Corp. is A.B. Kight, president of Norge. Others are (left to right) Robert S. Ingersoll, chairman of B-W; Lester G. Porter, B-W president; and John S. Wolfe, Norge vice president of domestic appliance sales. Norge name comes from a dirigible that circled the North Pole twice in 1926.

## Distributor Salesman Award



**PLAQUE AND CASH** award of \$500 for being named Distributor Salesman-of-the-Year for 1965 in MART Magazine's annual competition are presented to A. J. Walenz (second from left), sales counselor for Hotpoint Div. of General Electric in Omaha, Neb. by Jack Adams (left), editor of MART. Others in photo are (left to right) J. H. Shuman, Hotpoint district manager in Kansas City, and C.F. Woods, manager-sales, northern region of Hotpoint. Presentation takes place at regular meeting of the Electric Association of Kansas City.

knowledge, no color picture tube currently manufactured infringes the Fyler patent."

**MAYTAG EASES INTO** the automatic washer capacity derby with larger laundry tubs on the top end of its new washer line. At press showing in New York, Claire G. Ely, marketing vice president, says, "We have constantly rejected dry-weight pounds of clothes as a measure of the capacity of a washer. We continue to believe that this measure is meaningless. We recognize, however, that some homemakers occasionally need a washbasket larger than the one we offered previously. The deep tub units will give them this added volume, the only meaningful measure of capacity. Our products will continue to carry no pound rating." Maytag terms its new line the most comprehensive product change in its history. Other features are a new agitator with flexible blades, and complete interchangeability of styling (any washer can be sold with any dryer). Also new are an ad theme: "A New Generation of Dependable Maytags for the Family with a Lot of Living to Do," and a new symbolic "M" corporate signature. Ely says Maytag will test market a portable dishwasher some time this year.

**THE CAR TAPE RECORDER** system by Norelco ("Car-Mount") gets a nationwide advertising and merchandising program that will consist of ads in leading newspapers in 35 major markets with free dealer listings, according to Wybo Semmelink, assistant vice president of North American Philips and manager of the company's high fidelity products department. Participating dealers, who must buy a specified number of "Car-Corders" and "Car-Mounts," will get free promotion literature, streamers display materials, and ad mats.

# Harry Kane invites you to look



I'm Harry Kane, Vice President and General Manager of Westinghouse Appliance Sales and Service Company. We have just completed an important year at WASSCO. A real turning point toward exciting innovations in our products... in our distribution system... our merchandising program... our whole approach to fulfilling the needs of dealers and their customers.

For example, sales of Westinghouse ranges are way up, thanks to a host of new features. One of the most appealing: the No Turn Speed-Broil® range.



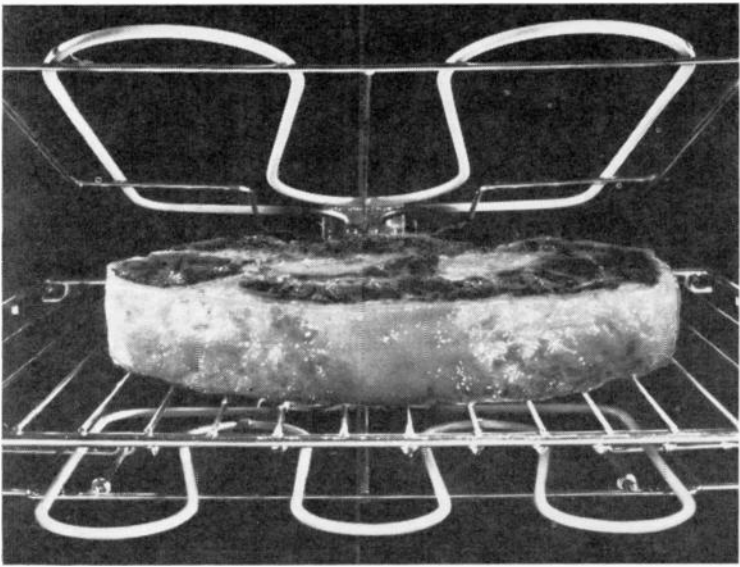
Only Westinghouse gives you this full line of laundry equipment. Heavy Duty 15 lb. top loading washers, front loading washers, exclusive stacked washer and dryer Twins. That's the sort of depth that makes a Westinghouse franchise so valuable today.

Whatever customers want, you have it. For example, when experts predicted 1966 would be a big year for "Durable Press" fabrics, Westinghouse was first to put this setting on its dryers.

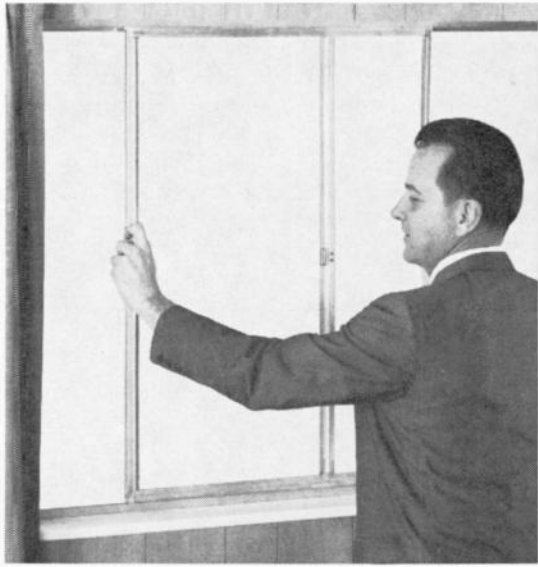


Here's something else new for 1966... our biggest value in stereo. This is the 5-foot Lowboy Model SA 11WA7. It features the long, low look that's so popular in today's stereo sets, with fine furniture cabinetry that's the hallmark of Westinghouse quality. Our suggested retail is \$199.95. An excellent example of how WASSCO works to give you promotional models with attractive profit margins.

# at the new Westinghouse.



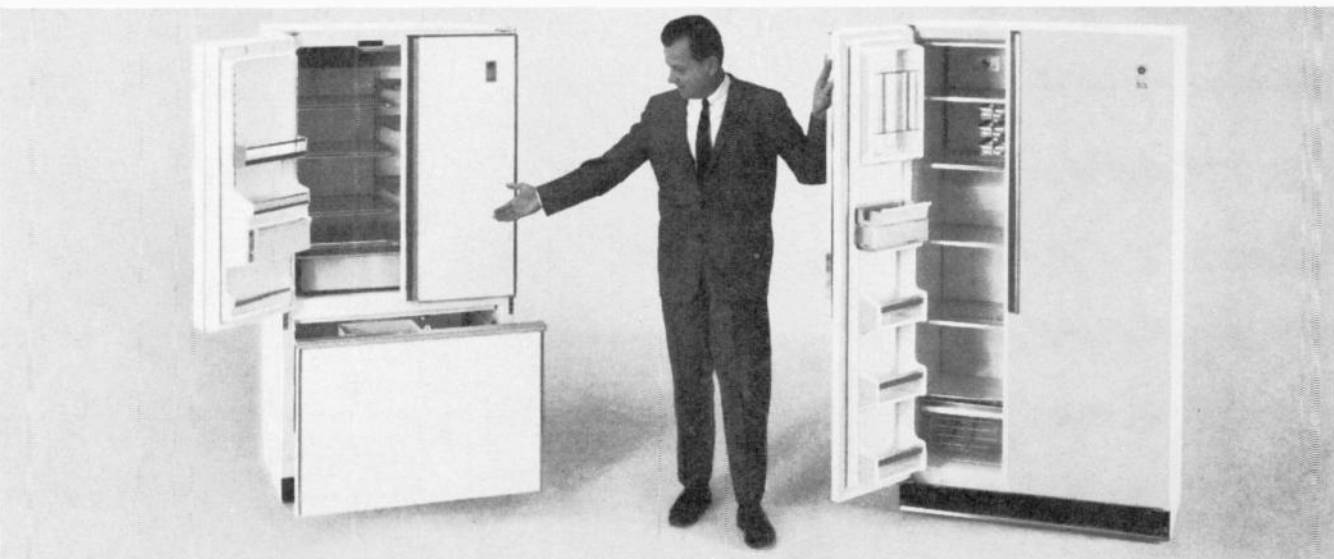
This new way to broil meat on both sides at once has met with overwhelming consumer approval. And wait till you see what we have coming to you in 1966. The greatest new line of ranges and features in the industry.



No doubt you've noticed how many new houses today have these aluminum sliding windows. They've been considered impossible to fit with room air conditioners.



But now Westinghouse dealers can do it. This exclusive room air conditioner is easily installed without any alteration of window glass or frame. It makes every home with sliding windows a good prospect. And there are lots of them.

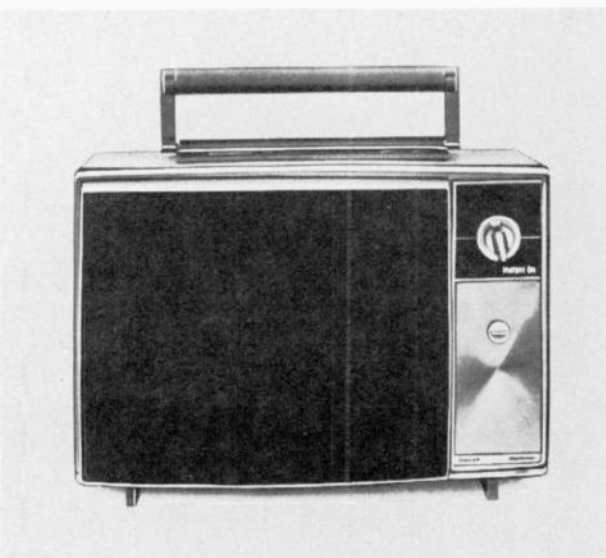


Now let's look at refrigerators. This high-style Continental has the new beauty and convenience of French doors that women appreciate.

And this new Side-by-Side combination is all-freezer behind the left door, all-refrigerator behind the right. Less than 36" wide, its 22.1 cu. ft. capacity is the largest available in this width. We're putting it into showrooms fast so you can take advantage of the big demand for this design.



There's lots more that's new about the new Westinghouse. We've added more warehouses to get merchandise to you faster... more districts so our reps can stay in closer touch with you. And we're going to keep coming up with more and more exciting new products right across the board. If you haven't looked us over recently, give us a fair comparison now. The new Westinghouse and you can do big business together.



And a brand new concept in TV... a 12" Jet Set personal portable. It has the exclusive Jet Set feature of black-tinted screen so it doesn't stare back at you when it's off.



You can demonstrate an extra clear, easy-on-the-eyes picture when you turn the Instant-On™ TV knob. Like the rest of the Jet Set line—which just won the famous American Institute of Design award—this new 12" model should really take off when we announce it to your customers.

You can be sure if it's Westinghouse



# Trends

## IN THE MARTS OF TRADE

**FOURTEEN** appliance-TV dealers are in the finals for the Brand Name Retailer-of-the-Year Awards competition. They are: Jack Boring's, Kansas City, Mo.; Certified TV & Appliances, Norfolk, Va.; Cross-Horlock Hardware Co., Visalia, Calif.; Dalmo, Arlington, Va.; Harry Haga Co., Inc., Lynchburg, Va.; Hannah-Adams, Chattanooga, Tenn.; Home Centers, Inc., Akron, Ohio; Hunt-Ragan, Inc., Macon, Ga.; Lechmere Sales Co., Cambridge,

Mass.; Pete's TV & Appliance, Kingsport, Tenn.; Puff's Appliance Center, Inc., Petoskey, Mich.; Sid's Appliance Centre, Tucson, Ariz.; Tipton Electric, St. Louis, Mo.; and Whelan's Hatboro Appliance Co., Hatboro, Pa. Their entries will be judged in March, and plaque and certificate winners will come to New York in April to attend the annual national meetings of the Brand Names Foundation climaxing in the awards banquet.

**ACQUISITION** of S. W. Farber, Inc., (producers of "Farberware" cookware and electric housewares) by Walter Kidde & Co., Inc. is announced by Fred R. Sullivan, president of Kidde, and Farber President Isador Farber. Sullivan describes the addition of Farber to Kidde as "a major extension for Kidde into the consumer product field, which will better enable Kidde to apply its advanced technological capabilities for mass market uses."

**EXPANSION PLANS** blossom in the TV industry: following announcements by Philco and Sylvania that these two firms would expand color tube producing facilities (Philco aiming at 200,000 tubes a year, Sylvania

at 2,000,000) come more expansion notes from RCA and Zenith. RCA confirms reports that it is building a \$20 million TV receiver manufacturing plant in Memphis, and also makes known that it plans to build a \$26 million color TV picture tube producing plant in Scranton, Pa. Zenith announces a \$17 million manufacturing facilities expansion program designed to put Zenith into the 2,000,000-a-year color tube class by early 1967.

**THE THIRD GENERATION** of electronic component devices (after vacuum tubes and semiconductors), miniaturized and integrated circuitry, gets special attention at Philco and RCA. Philco launches an expansion program costing about \$2 million at its Lansdale Division, calculated to triple its sales and production capacity and double its market penetration by the end of 1966. Philco says the start of microelectronics applications in consumer products should come in a year or so. RCA makes a full-scale entry into the integrated circuit field at its new multi-million dollar facility in Somerville, N.J. RCA says its integrated circuits are priced to compete with solid-state circuits using conventional transistors, diodes, resistors, and capacitors.

**SUBSTANTIAL BOOSTS** in advertising programs are slated at both Admiral and Motorola. Admiral will have a record 168 magazine insertions in 1966 and will have one minute spots on seven major network TV shows on NBC and ABC, says Thomas R. Chadwick, vice president-advertising, Motorola Consumer Products, Inc. is doubling its expenditures for network television commercials in the first half of 1966, as part of a record budget that also calls for bigger disbursements in local newspapers and national magazines, says Robert G. Farris, director of advertising. Motorola's \$3 million national TV spot participation will be entirely on NBC.

**THE COLOR TV COMMERCIALS** prepared for Proctor-Silex's glass electric percolator are the subject of a double truck picture story in the January issue of "Television" Magazine. Commercials combine live product demonstrations with modern graphic techniques.

**VARIATION** on travel incentive promotion is Cory Corp.'s program featuring its Model SKC can opener-knife sharpener and its Model DGP-2 "Glass Perc". Under the program, Cory distributors and dealers earn up to 10 miles of first class air travel with every unit ordered and shipped before April 15 on the can opener, and up to four miles of similar air travel with every perc ordered and shipped during the same time.

**AN EXPANDED** technical and research laboratory is part of the new, bigger headquarters of BSR (USA) Limited in Blauvelt, N.Y., U.S. distributing affiliate of British BSR Limited, the record changer and tape deck producers. One of the laboratory's functions will be to anticipate and analyze trends in the home entertainment field and to develop products to meet the needs of BSR customers.



## Chevrolet panels are truck-built to handle toughest delivery jobs

Chevy panel trucks are built on the same rugged 1/2-ton and 1-ton chassis used for Chevy pickups. They're all truck from the ground up, and this is why they remain so popular for demanding delivery jobs. Take your pick from 7 1/2-ft. panels on 1/2-ton chassis or the extra-long 10 1/2-ft. panels on 1-ton chassis. Either way you get a tough truck build that's a glutton for work. In fact, if you've got a really tough job, you can even get a 4-wheel-drive model to take you nearly anywhere you need to go! See your Chevrolet dealer. . . . Chevrolet Division of General Motors, Detroit, Michigan.



'66 WORKPOWER  
TRUCKS



# the Incredible Tappan Electronic Range

ADVERTISED IN **LIFE**

**New!**

## “What’s so new about it? I’ve sold eleven already!”

Tappan’s incredible Electronic Cooking Center is brand-new to most consumers. And a little hard to believe. “A 14-pound turkey in 75 minutes? You’re kidding!”

But smart Tappan dealers know all about this amazing Time Machine. And have the profits to prove they’re *selling* it. What could be easier?

- It’s a whole new concept of food preparation. Cooks with *microwaves* instead of heat.
- A 5-lb. roast cooks beautifully in about 30 minutes. A two-layer cake takes only 6 minutes. Baked apples, 4 minutes. Bacon, 90 seconds.
- You never tasted better food. Meat is juicy and tender. (A special browning element makes it look charcoal broiled.) Vegetables come out fresh-tasting and full of vitamins.
- Only the food gets hot. Forget hot pads, scouring, scraping. Cook in serving dishes, even paper plates!

Self-cleaning ovens? Time Machines don’t get dirty.

• Tappan’s Electronic Cooking Center is free standing, simple to install. Fits in 30" of space. And comes complete with electronic oven, 4 infinite heat elements on a contour cooking surface, and (below) a big Tappan electric oven, which the woman really doesn’t need but thinks she does.

• This magnificent range features exciting new Provincial styling — today’s most popular decorator look! Also available in Coppertone or White.

But here’s the big news. In ’66, Tappan national advertising will feature the incredible Electronic Cooking Center. Full-color pages in *LIFE*, *HOUSE BEAUTIFUL* and all the leading building and remodeling annuals!

Don’t miss out on easy big-ticket sales. See your Tappan representative right away for a demonstration of the Time Machine!

Get all the profitable details on Tappan’s incredible new Electronic Cooking Center. Mail coupon for complete information. The Tappan Company, Mansfield, Ohio 44902.

name \_\_\_\_\_  
store \_\_\_\_\_  
address \_\_\_\_\_  
city, state \_\_\_\_\_ zip code \_\_\_\_\_

# TAPPAN

## Time Machines

THE TAPPAN COMPANY, MANSFIELD, OHIO • TAPPAN-GURNEY LTD., CANADA

# '65 WAS THE GREATEST...

IN 1965 FOR THE  
SEVENTH STRAIGHT YEAR...ZENITH  
SET NEW INDUSTRY RECORDS!

## **Color sales**

...nearly double  
the impressive  
sales of 1964!

## **B&W sales**

...leadership again,  
with highest share  
of industry ever!

## **Stereo sales**

...highest ever in  
Zenith's history!

## **Radio sales**

...up *again*...and  
still climbing!

# BUT '66 IS STARTING EVEN BIGGER!

## To our distributors and dealers:

Zenith sales are starting in 1966 even higher than in the record-breaking year just ended.

Orders for shipment of all Zenith products in the current quarter are almost double the corresponding quarter of last year. And these orders exceed the previous all-time quarterly high (reported last June, when orders traditionally are at the yearly peak) by more than \$50 million.

Color TV sales are more than 80 per cent greater than last June's record. And more than 200 per cent over the comparable quarter of 1965.

Black-and-white TV orders are also at the highest levels in our history.

Stereo and phonograph orders are more than double the comparable figure of last year.

And radio orders are up more than 68 per cent.

In short, the demand is increasing for all Zenith products.

We are grateful to Zenith distributors and dealers for their part in stimulating and satisfying this demand. And we are most proud that the American public is again demonstrating in the market place its preference for Zenith products . . . more strongly than ever before.

*L. C. Truesdell*

L. C. TRUESDELL, PRESIDENT,  
ZENITH SALES CORPORATION



®  
The quality goes in before the name goes on™

# Personnel Jottings

*Ernest B. Schwarzenbach*, elected president and chief executive officer, succeeding *Akio Morita*, elected chairman of the board of directors, *Sony Corp. of America*.

New marketing managers for product departments of *General Electric* major appliance and *Hotpoint* division: *W. O. Leftwich*, household refrigerator department; *W. C. Hultman*, dishwasher and Disposall department; and *G. P. Welch*, home laundry department.



*A. Morita*



*E. Schwarzenbach*



*R. W. Gibson*



*E. S. Conover*



*D. E. Lyons*



*I. L. Griffin*

New district sales managers for *Hamilton Beach Div., Scovill Mfg. Co.*: *William L. Cunningham*, headquartered in Cleveland; *Thomas V. Byrne*, Iowa; *Richard L. Verch*, Atlanta; *Norman J. Todd*, Memphis; and *James A. Slater*, Dallas.

*Robert W. Gibson* and *E. S. Conover*, now in newly created posts of executive vice president, *Toro Mfg. Corp.*

*Frank A. D. Andrea, Jr.*, now chairman of the board and president; *Andrea Radio Corp.*

*Daniel E. Lyons*, now advertising and sales promotion manager, succeeding *E. C. Stern*, resigned, *Cory Corp.*

*I. L. Griffin*, now general manager of business operations, *Hotpoint*.

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

[Demonstrate Blackstone's exclusive Gyro-Balance]



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

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

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

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

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



**BLACKSTONE CORPORATION**

1111 Allen Street • Jamestown, New York



*D. J. Woodman*



*M. F. Moriarty*

*Dudley J. Woodman*, now in newly created post of vice president of marketing; *Maurice F. Moriarty*, now vice president of sales, *Northern Electric Co.*



*G. Gold*



*R. Gincavage*

*Gene Gold*, now general sales manager, *Sharp Electronics Corp.*

*Raymond J. Gincavage*, now executive vice president, *Delmonico International Corp.*



*J. J. Pacconi*



*M. Krawitz*

*John J. Pacconi*, now sales manager, consumer products division, *Concord Electronics Corp.*

*Max Krawitz*, now vice president-engineering, *Admiral Corp.*

*George I. Wiese*, now vice president and technical director, *Norge Div., Borg-Warner Corp.*

*R. Glen Hardwick*, now western regional sales manager headquartered in Los Angeles, *Hamilton Beach Div., Scovill Mfg. Co.*

*John C. Calahan*, now sales planning manager of radio and portable phonographs in consumer electronics division, *Philco Corp.*

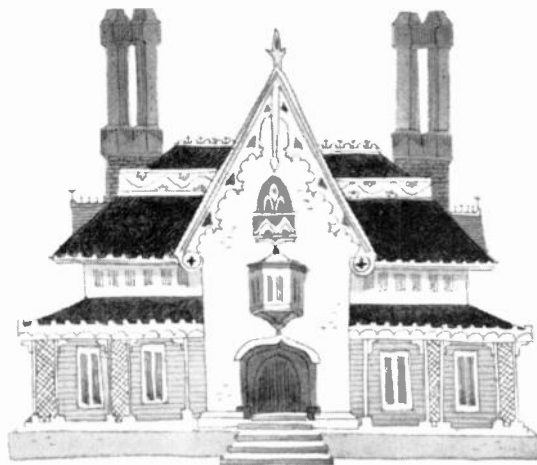


# You can sell and install General Electric Central Air Conditioning about as easily as a window unit.



(All you need is this.)

## And 4 out of 5 homes can use it.



(The 5th home looks something like this.)

If you sell and install window air conditioners, there's a whole new *profit market* for you with G-E central add-on units.

Any house that has heating ducts—and 4 out of 5 houses do—is a prospect.

The equipment involved is simply a cooling coil that attaches to the furnace, a condensing unit that is set outside and an easily installed precharged Quik-Attach line that connects them.

In some instances, slight modification of ductwork is necessary. But any competent sheet metal man can handle it...or G-E distributors will train your people.

General Electric has clearly written manuals for your sales personnel that tell how to sell central air conditioning and how

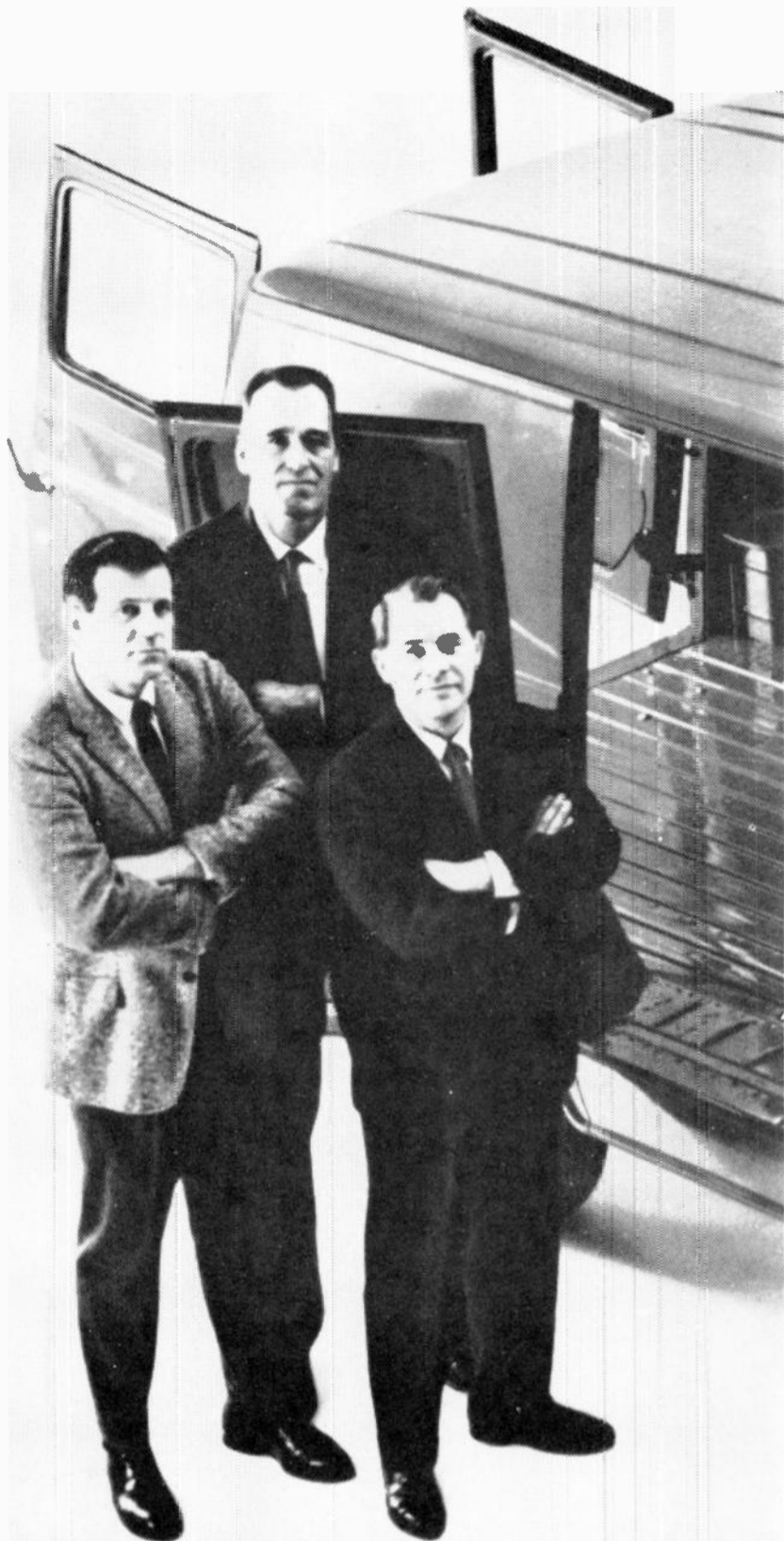
to estimate a job. G.E. also has developed a complete program for you that includes very compact and eye-catching floor displays of actual equipment.

There's also a wealth of promotional materials, including handouts, mailers, door openers, wall charts, trim materials, etc.—everything you need.

Central Air Conditioning is a big and profitable market just waiting for you. And General Electric has the equipment and program to sell it—just waiting for you, too.

Get the full details. Now's the season. Call your local General Electric distributor today, or call collect: Central Air Conditioning Sales, Louisville, Kentucky. (502-454-7511, Ext. 3226)

**GENERAL**  **ELECTRIC**



**To:  
The 1 man  
in 4 who  
will replace  
his van  
this year-**

**Ford Econoline is 80 ways better  
for '66**

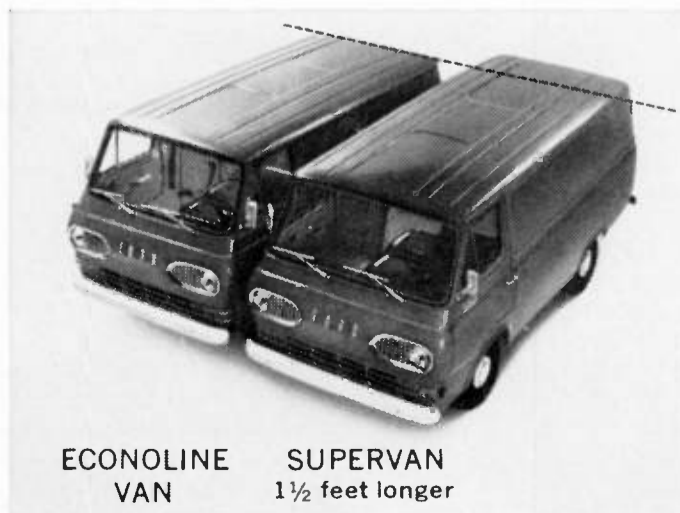
Since you bought your last van—three, four, or five years ago—big things have happened to America's No. 1 Van. Our new SuperVan model is 1½ feet longer, has 47 cu. ft. more loadspace than the standard Van. Both Vans offer big engine changes, too. The new 170-cu. in. standard Six has 23% more power. The 240-cu. in. Six is the biggest Six in any compact van, has plenty of oomph for big loads on steep hills. For smooth shifting choose the clash-free, fully synchronized 3-speed standard transmission or the new



3-speed Cruise-O-Matic transmission.

Plenty of news underneath—heavy-duty clutch, zinc coating on major structural parts, huskier bumpers, heavy-duty springs, front and rear . . . 80 improvements in all. See your Ford Dealer today and discover why the new Econoline Van and SuperVan are better than ever for your job.

# FORD ECONOLINE VAN AND SUPERVAN



# I Believe

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



## Giving Credit Where Credit Is Due

**P**restige is important to all of us. Why shouldn't we follow the bank's lead and recognize the importance of the responsibilities our key employes carry? We decided to do just this and I'm very pleased with the reactions from our customers, our employes, our employes' families, our suppliers, and, yes, our bankers, too.

The following article was in the "Business News Notes" in our local paper that has a coverage of over 14,000:

"Three veteran employes of Rickbeils Inc., Worthington, have worked their ways through the business ranks to vice president positions. Hardy Rickbeil, chairman of the board, announced today. Elected new vice presidents at a recent meeting of the board of directors were Michael Christensen, William Falknor and Frank Schuster.

"Christensen joined Rickbeils in 1954. His new responsibilities center about the vacuum cleaner, floor care and used appliance departments.

"Falknor, a Rickbeils employe since 1946, will serve



F. Schuster      W. Falknor      M. Christensen

as manager and buyer for the following items: power mowers, snow plows, sewing machines and all merchandise in the kitchen planning department.

"Schuster also became associated with the firm in 1946. In his new role, he will serve as manager and buyer for plumbing and heating, central air conditioning systems, humidifiers and dehumidifiers, TV, radio, stereo players and tape recorders.

"Other officers of the firm are Ray Ager, president and general manager; Mrs. Hardy Rickbeil, treasurer; and Richard Rickbeil, secretary."

Each one of these new vice presidents is responsible for a department in our business that brings in \$150,000 in sales volume or more. They each have their spelled-out, specific responsibilities and every day show a renewed dedicated interest in the growth and success of the business that they are so vitally interested in.

We encourage our key employes to be active in the community and all of them take an active part in community affairs. Our president, Mr. Ager, was just recently elected to the Board of Directors for The First National Bank of Worthington. These men are the backbone of our business and to a large degree determine whether or not we continue to prosper and grow with our expanding economy.

My son, Dick Rickbeil, the manager of our hardware department and secretary for our corporation, is very pleased to see these capable, loyal men move up and assume their new responsibilities. In today's fast changing market place good management is the foundation to future growth.

*I believe* it is paramount to always have as much depth as possible on the management level, so that a sudden loss of a top man won't jeopardize the continuing success of our company. May I suggest to you that now is the time to take a good look at your management team and give executive stature to those in your organization who deserve it and who will help your company grow and prosper in the future years? It takes many years to develop management know-how and follow through. Why not start now?

# 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	50	1085	150	327	717	1047	2656	1344
City Public Service Board (San Antonio) 375,985	35	426	257	330	735	935	2483	1078
Dallas Power & Light 266,849	20	733	912	300	982	1785	4882	1734
Dayton Power & Light 269,292	31	1120	260	405	1033	1396	4296	1636
El Paso Electric 95,457	3	330	160	221	172	523	2709	
Florida Power Corp. (St. Petersburg)	197	581	280	368	1728	2006	3747	1719
Electric Power Board (Chattanooga) 77,899	35	570	81	115	447	452	1434	635
Fla. Power & Light Co. (Miami) 769,492	5809	1753	1693	1001	4346	9083	17291	5055
Idaho Power (Boise) 116,000		716	261	289	597	608		850
Jersey Central Power (Morristown) † 381,492	33	1464	831	575	865	2476	6130	2855
Kentucky Utilities Co. (Lexington)	23	936	236	578	1350	1571	3280	2049
Metropolitan Edison (Reading, Pa.) 241,280	18	1467	255	332	923	1363	3408	1854
Nashville Electric Serv. 136,000		653		208	710	726		
New Orleans Public Serv. 326,859	135	388	782	778	461	3871	9517	4755
N.Y. State Elec. & Gas (Ithaca) 526,356	8	1675	603	768	1261	1693		2593
Omaha Public Power	61	591	159	198	418	598	1734	898
Pacific Gas & Elec. Co. (San Francisco)	667	15564	9999	3439	19446	16589	33675	16146
Public Serv. Co. of N.M. (Albuquerque) 106,218		574	224	377	245	515	1679	688
Southwestern Elec. Power (Shreveport, La.) 190,338	34	658	418	625	442	1307	2875	1586
Union Electric (St. Louis, Mo.) 568,666	485	791	752	740	1422	3244	13087	3018
West Penn Power Co. (Greensburg, Pa.) 360,000	13	1862	280	619	1246	1679	4323	2397
<b>November compared with October report</b>	<b>-.1%</b>	<b>+11%</b>	<b>+49%</b>	<b>+.8%</b>	<b>+19%</b>	<b>+12%</b>	<b>+4%</b>	<b>-.1%</b>
*Includes Built-Ins		†Includes N. J. Power & Light				✓Residential Meters		

## Ross Electronics Appoints Its National Service Agency

Ross Electronics Corp. of 589 E. Illinois St., Chicago, the largest U. S. importer of home electronics products, has appointed Electronic Engineers, Inc., of 5615 W. Division St., Chicago, as national service and parts agency.

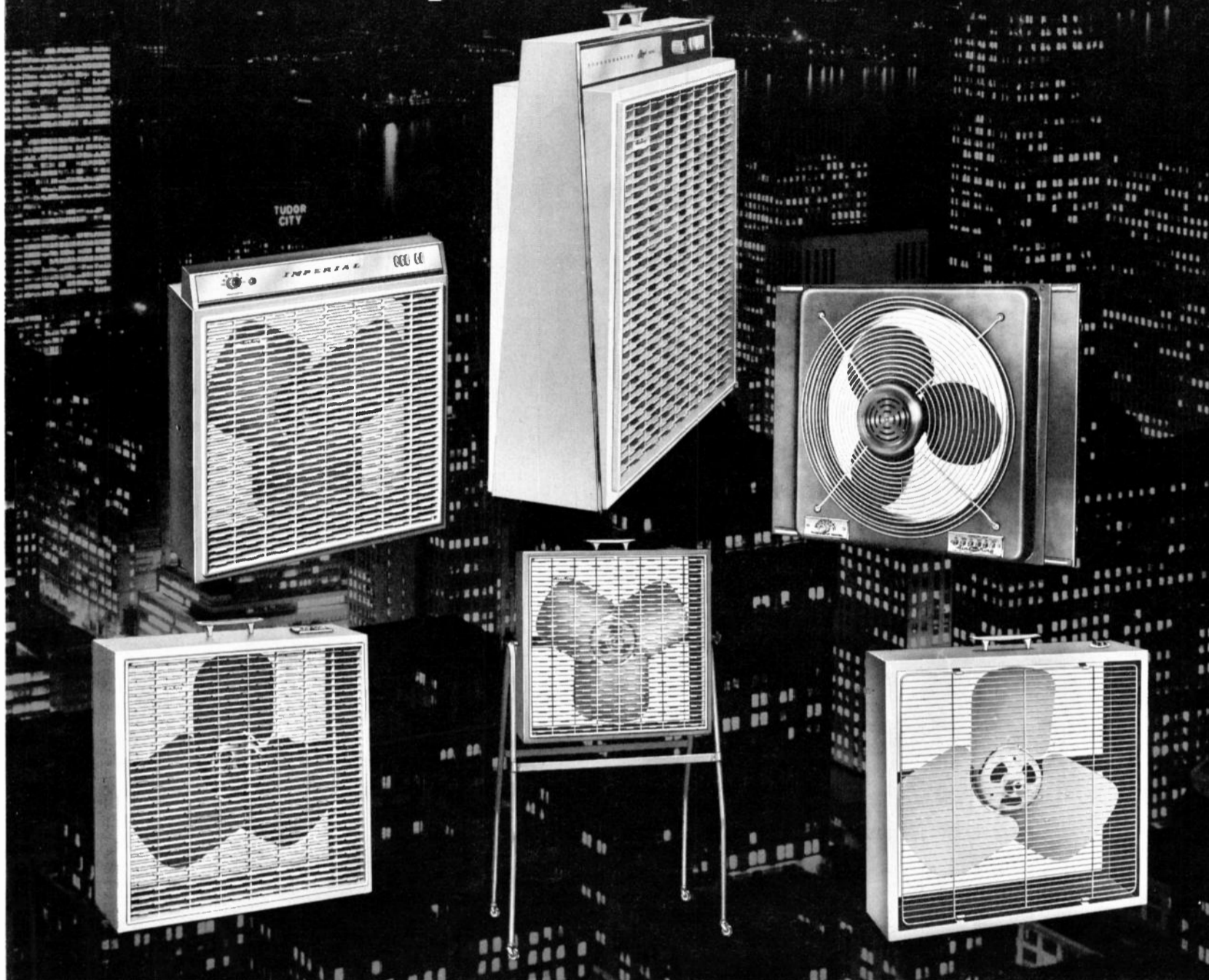
The agreement initially limits Electronic Engineers' service responsibility to the new "Rosscorder" model 1000 tape recorder, but the firm says it's anticipated that gradually more Ross products will be added to the service contract. The announcement was made by Ed Ross, vice president

of Ross Electronics, and Leonard March, president of Electronic Engineers.

Ross stated that the appointment of Electronic Engineers represents another step in the direction of assuring customer satisfaction with Ross products. Ross feels the tape recorder market remains virtually untouched. He thinks there is a need for a moderately priced, high-quality tape recorder to satisfy consumer desire to upgrade their recording set-up.

Electronic Engineers, Inc., founded in 1950, is one of the largest tape recorder and audio service agencies in the country.

Air King helps you step-up fan prospects  
...all the way up to the  
penthouse!



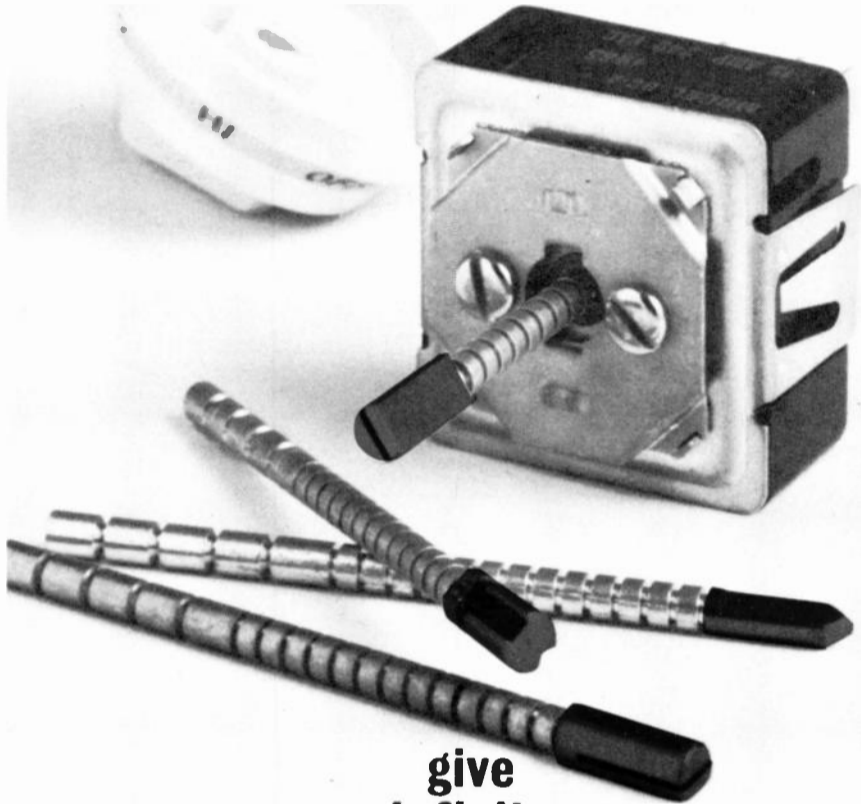
## *Air King* STEP-UP FANS

From new electrically reversible deluxe Penthouse Fans—"the top of our line"—to smartly styled, sharply priced promotional models . . . Air King gives you *the most complete fan line in the industry!* At every price range there's an Air King fan that's an outstanding buy . . . and *another* fan just above it with the features it takes to *sell your customer up!* All the profitable details are in our new catalog. Write to Berns Air King Corporation, 3050 N. Rockwell Street, Chicago, Illinois 60618.

Also ask about the complete line of Air King furniture-styled PORTABLE DEHUMIDIFIERS

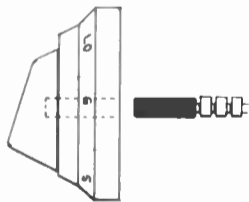


**this  
switch  
and  
4 shafts**



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

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



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



**Write for Replacement  
Products Catalog M01100.**

**CHROMALOX**  
electric range units

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

WM-56D



## RETAIL ROUNDUP

**Demand for color TV shows little sign of letup after holiday rush, and in some areas supply is catching up, cutting down on lost sales and brightening an otherwise pretty dull business picture.**

**CHARLOTTE** — Spotty is the word for business here, even taking into account the fact that nobody expects much out of this time of year. Color TV stays good after the holiday rush, and b & w portables also do respectable business. Laundry sales, however, are on the slow side, and electric housewares take a breather.

**NEW YORK** — The post-holiday slowdown here becomes much worse than anticipated due to the transit strike, which lasted almost two full business weeks. Big stores are hardest hit, because of scarcity of employees as well as customers, but neighborhood stores suffer too. Best activity concentrates on brown goods, notably color TV and some resurgence of dormant stereo.

**CINCINNATI** — A continued scarcity of color TV sets here has dealers commenting that they can still sell all they can get their hands on. Stereo sales are slow. Portable TV has slacked off after a good 1966 start. Range volume has picked up slightly over a corresponding period last year.

**NORFOLK, VA.** — the pace is off from December, of course, but sales are considered good for the time of year. While most other categories hold their own, color TV continues a strong seller and brings in the dollars. Stereo sales are soft, in some cases even where dealers are short of color, implying many consumers want, in big-ticket brown goods, color or nothing.

**DALLAS** — Business in most major product categories is described as brisk. Best movers include home laundry, refrigerators, and color TV. High end refrigerator sales are excellent here. Unseasonably cold weather has cut into business somewhat but dealers report that the general economic climate is a healthy one.

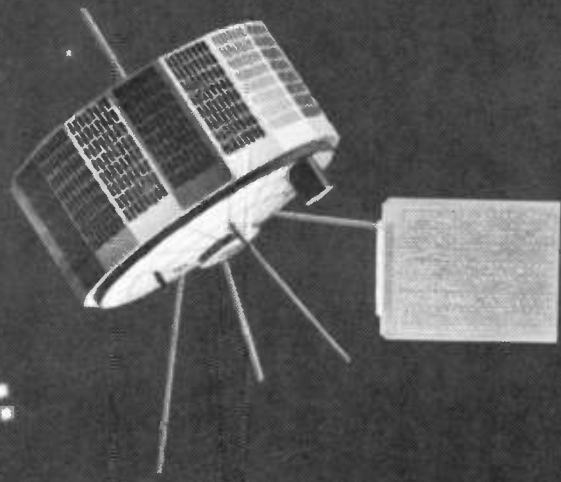
**PHILADELPHIA** — Pre-pre-season air conditioning sales have become almost a tradition here, and this year is no exception. Recent opening of two new UHF television stations keeps the TV business moving at a good rate, both b & w and color, but stereo end of brown goods is slow. Some dealers report good action on high end refrigerators.

**DETROIT** — Business here is described as fair to steady. Color TV is much in demand. Home laundry continues to be consistent but other major products are moving slowly. Stereo, dishwashers, and ranges are generally running slightly behind last year at this time.

**SYRACUSE** — Sales are on the slow side here, for no readily discernible reasons. A big snow in mid-January didn't help matters, particularly since it was the first of the season and people hadn't become used to the idea. Dealers who can't get enough color TV are still missing the important dollars this category brings in.

**NEW ORLEANS** — Good, steady, consistent; these are the terms dealers are using to describe the general appliance picture here. Home laundry continues to move well with a continued upsurge in dryers. The general plea of dealers here is "send us more color sets." Most dealers report that there was little, if any, decrease in the demand for color TV after the first of the year.

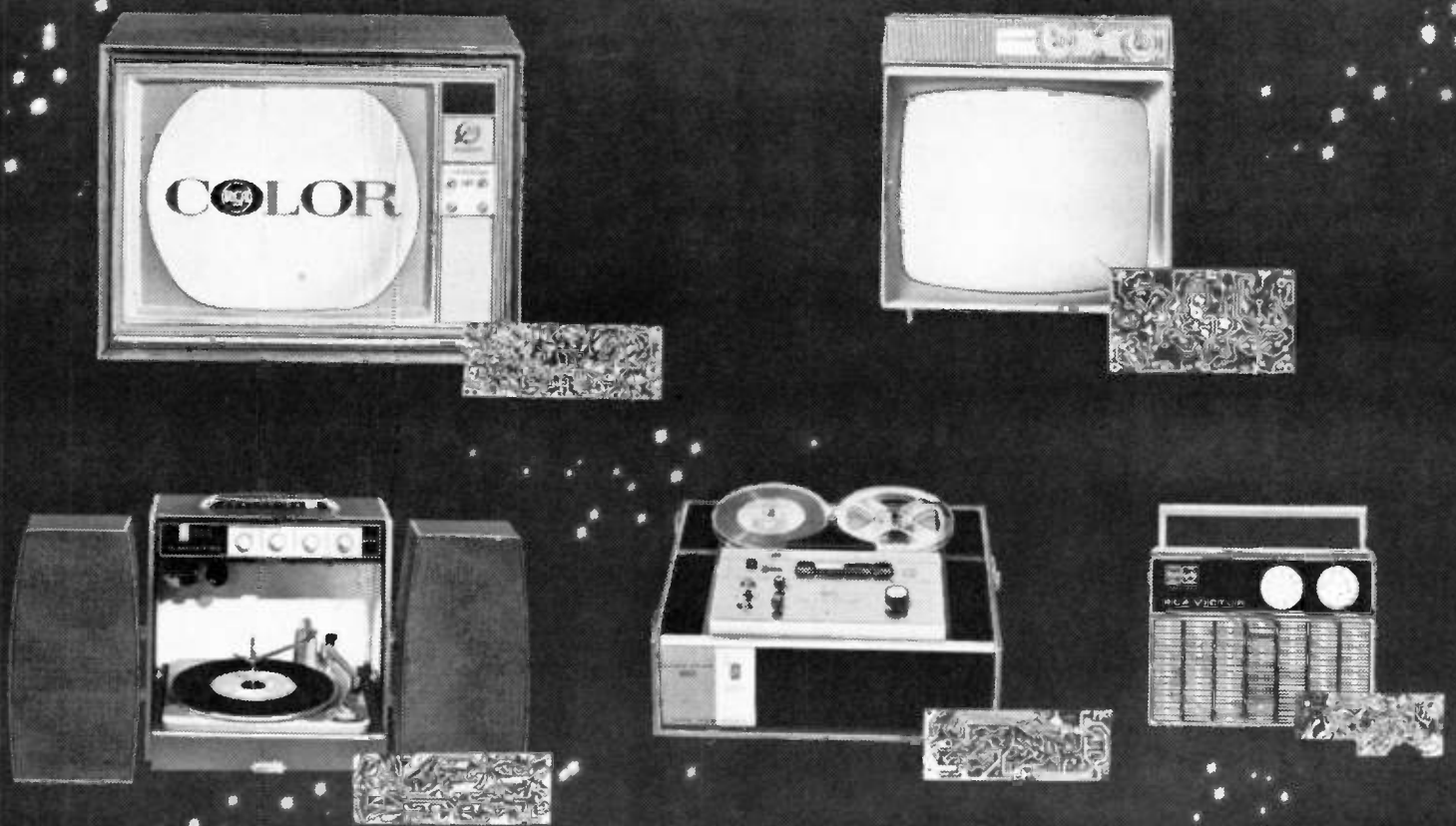
**TULSA** — Refrigerator sales here are good but color TV still continues to take the spotlight. Dealers report a slight lessening of the shortage but their inventories are pretty well depleted. Business in general is described as steady but not spectacular. Other good movers include 19-in. portable TV sets and low end stereo sets.



## Tiros uses Solid RCA Circuits

The entire RCA Victor line  
uses RCA Solid Copper Circuits  
Why?

RCA Solid Copper Circuits won't come loose.  
Won't short circuit. Won't go haywire. They're the  
Space Age advance over old-fashioned "hand wiring."



SHOWN AT TOP: SOLID RCA CIRCUIT DESIGNED FOR NASA'S TIROS



HIS MASTER'S VOICE™



The Most Trusted Name in Electronics

TM&©





\*The Live Better Electrically Program of Edison Electric Institute.

(and we're  
proving it  
19 times)

A pretty fair index of LBE's affection for appliance dealers is the way we put our hearts into advertising the electric ranges, water heaters and dryers you sell throughout the year.

In 1966, LBE will run 19 pages of four-color advertising in your customer's favorite magazines: READER'S DIGEST, LIFE, LOOK, BETTER HOMES AND GARDENS and THE AMERICAN HOME—reaching 75% of all U.S. households and 90% of all households with annual incomes of over \$5,000.

The Reader's Digest—all by itself—reaches 25.5% of all those families who buy one-third of *all* new electric ranges, clothes dryers and automatic washing machines. With a monthly circulation of 15½ million, it reaches more households than any other magazine in the world.

This advertising campaign not only sells the benefits of flameless electric appliances, but gives you powerful tie-in opportunities. You'll notice LBE ads will feature a reader-stopping "heart" device (like the one in our headline above).

To find out how you can take advantage of this big electric appliance promotion, contact your electric utility company. They'll love to help.

**YOU LIVE BETTER ELECTRICALLY**  
Edison Electric Institute, 750 Third Avenue, New York 10017

ADVERTISED IN



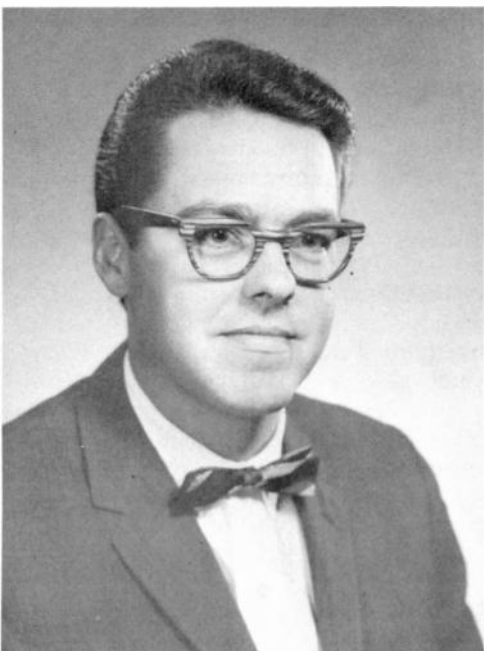




## NARDA Convention Special

# Folk Song Promotion Wins 11th Annual Creative Salesman-of-the-Year Contest

Gary Reynolds of Handy Andy TV & Appliances to receive award at annual NARDA convention Feb. 19 in San Francisco.



**Gary Reynolds**  
Grand Prize Winner

A "national" contest, concentrated on the local level, has won for Gary Reynolds first prize in the 11th annual Creative Retail Salesman-of-the-Year Contest co-sponsored by MART Magazine and the National Appliance and Radio-TV Dealers Ass'n.

Reynolds is scheduled to receive the first place awards February 19 at the annual NARDA Convention in San Francisco. The prizes which he will receive from MART Magazine include \$500 in cash, a special plaque, and an expense-paid trip to the convention. He will also receive an award from John Morgan, president of Sylvania Entertainment Products Corp., whose company sponsored Reynolds' entry in the competition.

The "Creative Retail Salesman-of-the-Year" is a member of the sales staff of Handy Andy TV & Appliances, Inc., Sacramento, Cal. In addition to selling he works on all of the store's promotions and handles broadcast media buys.

His award winning activity, "Handy Andy's National Folk Song Contest," was designed as a combination fall store image-traffic-sales building activity. It involved an actual contest, the finals of which were staged before an audience of 2400.

Three other product category prize winners have been announced in the 1965 competition. They are: major appliance division — Robert Hemmen, Superior Appliance Co., Inc., Wichita, Kan.; electric housewares division — Richard T. Smith, Lloyd T. Smith and Son, University City, Mo.; TV-radios-phonos division — William Gilman, J. B. Ruderman & Sons, Medford, Mass.

Each of these three men will receive a special plaque.

Hemmen's award-winning major appliance entry was based on a cooperative advertising activity undertaken with two other local Westinghouse dealers. The program resulted in increased sales for all three dealers and permitted each of them to run three times as much advertising as formerly at no greater cost and with increased "co-op" allowances.

Hemmen was able to obtain the consent of the local newspaper for such an arrangement by forming an association for advertising with the other two retailers. This association was known as A.I.D. or Associated Independent Dealers.

Says Hemmen: "As a result of consistent advertising, larger ads, and the name A. I. D. Stores, along with appropriate copy we were able to convince people that we had better buying power and better values. We suffered no loss of identity as all three store names appeared on every ad, and usually the name of one or two of the sales people was listed with the store name.

"A side benefit was the elimination of shopping between all dealers and the exchange of information during our weekly meetings. When we compared the first seven months of this year (1965) to the same period last year, we were up better than 15 per cent, while the industry in our area was up .02 per cent."

*(Continued on following page)*



**William Gilman**  
TV-Radios-Phonos Div.



**Richard T. Smith**  
Electric Housewares Div.



**Robert E. Hemmen**  
Major Appliances Div.



WINNERS OF FOLK SONG CONTEST receive trophies from Keith Anderson (third from right), proprietor of Handy Andy TV & Appliances. Shown (l. to r.) are: Paul Johannsen and "Mitch" Paige, both members of "The Chosen Few," winning group; Jim Lickliger, solo winner, Anderson, Steve Nerney and Bob Mazzei, other two members of winning group.

**Proclamation**  
 Issued by the Mayor  
**City of Sacramento**  
 FOLK SONG FESTIVAL WEEK

WHEREAS, the first annual National Folk Song Contest, believed to be the first such attraction in the country for folk singers, will be held at the Memorial Auditorium on Sunday, November 28th, and

WHEREAS, the contest is open to all folk singers, and is expected to attract groups from all over the western United States, and

WHEREAS, thousands of dollars worth of prizes will be awarded, and top talent by nationally famous artists to supplement the fine program will be featured, and

WHEREAS, folk singing ties historically to Sacramento's romantic past, and it is hoped that this annual event will be comparable to the yearly Monterey jazz festivals;

NOW, THEREFORE, I, JAMES B. MCKINNEY, Mayor of the City of Sacramento, hereby proclaim the week of November 22nd to 28th, 1965, as FOLK SONG FESTIVAL WEEK in Sacramento, in recognition of this annual National Folk Song Contest, and urge our citizens support and promotion of this outstanding program of entertainment.

ISSUED: THIS 19th day of November, 1965.

*James B. McKinney*  
 James B. McKinney  
 Mayor

PROCLAMATION, denoting week of Nov. 22 as "Folk Song Festival Week" in Sacramento is issued by Mayor James B. McKinney.

In the appliance business with his father since 1949, Hemmen is 34 years of age, married, and the father of three daughters. He attended Wichita State University for three years.

Hemmen states that he still has faith in the independent dealer system of distribution. "However," he adds, "I am certain that his future is controlled by the factory he supports and unless their policies are competitive with the chains, Sears, etc., he is doomed!"

The winner of the electric housewares division award, Richard T. Smith, based his entry on a promotion conducted in support of National Electric Housewares Month, the annual campaign sponsored by the National Electrical Mfrs. Ass'n.

This activity also won for Smith first prize in the "Holiday Of A Lifetime Sweepstakes" contest sponsored by *Family Circle* and *Holiday* magazines in support of National Electric Housewares Month.

The promotion is detailed on page 17 of the January, 1966 issue of MART Magazine. Briefly, it was a month-long activity that revolved around a store trade mark, "Mr. Homer Owner." It included store demonstrations and displays, changing window messages, "coffee klatches" and giveaways for customers, and other activities.

A graduate electrical engineer, Smith is engaged in business with his father, Lloyd T. Smith. University City, where the store is located, is a suburb of St. Louis. The store has been in business there for 38 years.

Smith notes that the award-winning promotion was a high point of the store's return to electric housewares merchandising after an absence of several years.

The winner of the TV-radios-phonos award, William Gilman, conceived a promotion that aimed at new parents.

He installed a voice recorder from pre-war days in the store's home electronics department and then offered to record the voice of each new parent, whose names he obtained from the local newspaper.

The recording was presented to each parent as a gift from the store, and Gilman notes their good will and awakened interest in recordings was mirrored by a substantial increase in sales of tape recorders and phonographs.

Among recipients of a recording was a new mother whose husband had been transferred to Viet Nam. The local newspaper "piggybacked" on Gilman's activity by sending a photo of the new baby to his father overseas.

Associated with J. B. Ruderman & Sons for 35 years, Gilman has served as manager of the Medford store for 25 years. A veteran of World War I, he has been married for 36 years and is the father of one daughter.

In conceiving the promotion that won for him the grand prize in this eleventh annual competition, Reynolds notes that a folk song contest was selected because of the historical significance of such activity in the Sacramento area.

"In addition, folk singing is generally accepted by young and

old. We felt the whole family should be in focus and not any one age group," Reynolds states.

Local folk singers were invited to enter the competition in store newspaper, radio, and TV advertising.

The Sacramento Memorial Auditorium was rented for a Sunday performance by finalists in the competition, and 5,000 tickets for the event were printed. The mayor of Sacramento proclaimed the week of November 22 as Folk Song Festival Week.

Reynolds notes that at the outset the store had decided that the contest should be an annual event, and since investigation revealed that there were no national contests in this area, the "Annual-National" approach was promoted.

Tickets for the finals of the competition were given away in Handy Andy's two stores. Store windows were decorated with posters promoting the activity.

Handy Andy also gave guitars and folk song albums with the purchase of merchandise.

Seventy entrants performed in auditions. This was narrowed to 20 who vied in semi-finals, and ten finalists emerged to appear on the stage of the Sacramento auditorium, with Rusty Draper serving as master of ceremonies.

Broadcast of the finals was carried by a local radio station.

According to Reynolds, store traffic increased considerably during the contest promotion period, and all 5,000 tickets for the finals were picked up at the two store locations.

Trophies for the competition were displayed in the two stores, and a 30-minute TV program aired on December 18, titled "Handy Andy's Holiday Hootenany," featured the first and second place winners in the contest.

"To measure the success of this promotion by the amount of additional merchandise sold would be difficult," says Reynolds, "but the immediate and gratifying response from our customers was easily measured by the numerous phone calls received, the complimentary comments from customers in the store, and letters received from contestants and spectators."

The "Creative Retail Salesman-of-the-Year" is 27 years old and a native of Spokane, Wash. He started his selling career in 1957 with The Hoover Co. In 1959 he moved to an insurance company as an underwriter. Due to the urging of friends, he reports, he next attended a radio operational engineering school in California where he obtained a first class radio-telephone operator's license.

For the next five years he was employed in broadcasting with three different radio stations and then moved on to his present employer, where, as noted previously, his duties include handling all broadcast media purchases.

Reynolds states that Handy Andy TV & Appliances anticipates 300 entries in the 1966 version of the folk song contest and will back this with larger prizes and production.

Judges in the 11th Annual Creative Retail Salesman-of-the-Year Contest were Jules Steinberg, executive vice president of NARDA, and Alan C. Rose, midwest editor of MART Magazine. ■

# Looking Back At NARDA

MART Magazine's picture album recalls highlights of conventions in other years.



**1946**—First formal meeting of association, then known as NERA (National Electrical Retailers Ass'n), is held in this year in Chicago's Conrad Hilton hotel. Among association's regional governors who helped develop 10-point program presented at meeting were Ken Stucky (left), Fort Wayne, Ind., and Herb Names, Denver. Some 50 retailers attended this convention.



**1951**—In early days NARDA sponsored two conventions a year. At this mid-year session in Chicago Dave Urner (left), Bakersfield, Cal., and Wallace Johnston, Memphis, Tenn., were caught discussing (?) — business.



**1951**—Though both were younger then, each has retained, in fact, greatly increased his reputation as a speaker. Seated together at this convention were Sen. Everett Dirksen of Illinois and Mort Farr, Upper Darby, Pa., who had just been elected president of NARDA at meeting in Chicago.



**1952**—Elected First vice president of NARDA in 1952, Harry Price of Norfolk, Va., is flanked at this meeting by Francis L. Monette (left), Lowell, Mass., and Roy L. Eidman, Belleville, Ill.



**1958**—“Products with profit potentials” are featured in session of 1958 convention, and Upper Darby, Pa. dealer, Mort Farr, comes on stage to demonstrate how to iron shirt in two-and-one-half minutes. Farr told convention same stunt performed on his TV show netted 35 ironer sales.

# Looking Back At NARDA



**1960**—After nine years of service to NARDA, Al Bernsohn (right), association executive vice president, resigns to accept position on west coast. NARDA President Joe Fleischaker presents gifts from association members.



**1960**—In recognition of "the most outstanding contribution to the appliance industry in 1959"—establishment of a marketing chair at American University, Washington, D. C., Jack Sparks (left), Whirlpool vice president of sales, receives from Atlanta Dealer William H. Sharpe, plaque awarded to Whirlpool Corp.



**1963**—First "Man of the Year" award is presented to Sol Goldin of Whirlpool Corp. by Sam Boyd, NARDA president and Springfield, Mass., dealer.



**1964**—In this year convention is moved to New Orleans, where NARDA's executive vice president, Jules Steinberg, receives "Man of the Year" award. Here he is congratulated by Sandra Staton of Time Magazine which sponsors award.



**1964**—Bad weather delays arrival of Rep. James Roosevelt, featured speaker at convention banquet in 1964. Arriving finally at meeting by chartered plane, Congressman delivers talk that probes problem of dual distribution.

# NARDA Veteran Recalls What Association Has Done For Him

**Upton Ziesler ranks sharing of common problems as one of greatest benefits.**

**"N**ARDA's given me the chance to gain an insight into the appliance industry from a viewpoint outside of my own community. The close associations I've made during my 17 years as a member, and the opportunities I've had to share common problems with all types of dealers across the United States, are just two of the many benefits I've derived."

This testimonial to the National Appliance & Radio-TV Dealers Ass'n comes from Upton Ziesler, a 30-year veteran in the appliance business. During this period Ziesler has served NARDA as secretary, treasurer, and most recently, vice president.

"Some of my most difficult problems have been solved through this interchange of ideas," says Ziesler. If I would have not joined NARDA, I would have literally beat my head against the wall many times.

"For example, such well-known dealers as Harry Price, Mort Farr, and George Johnston, to name a few, have all, at one time or another, expressed their willingness to share their thoughts with others, including me. I guess being able to

come in contact with industry leaders such as these is one of the greatest benefits I've gained from being a NARDA member."

Ziesler, general manager of Rahr's in Manitowoc, Wis., feels that most dealers are isolated in their own communities, and don't have too much of an opportunity to view the entire picture. He cites this as the reason why he tries to attend as many NARDA functions as possible, including conventions, Institutes of Management, and regional seminars.

"NARDA offers any retailer the most direct source of composite thinking in the industry today, both at the dealer and the manufacturer level. A dealer who is now a NARDA member, or who is contemplating joining, should become as active in association affairs as is possible," says Ziesler.

Ziesler feels that the small dealer can survive even though this is the age of the computer. He stresses that a computer cannot come face to face with a customer, and that any dealer who caters to a consumer's needs will not only survive but will grow if he makes an honest effort.



CONGRATULATIONS on job well done is extended to Billy Yates, NARDA president (right), by NARDA board member Upton Ziesler.

He adds that no dealer can maintain his status quo and hope to survive.

"Too many small independent retailers today are concerned with volume instead of profit. A smaller operation can only grow through its actual profits, whereas a larger business can grow from such things as stock sales, borrowed funds, etc.," says Ziesler.

He wishes that the manufacturers would show more concern for a dealer's profits instead of a dealer's tonnage.

Ziesler's role as an "active" member of NARDA is best described by Jules Steinberg, executive vice president. "Uptie's contribution is exemplified by the fact that through the years he has carried out every request of the association. He has volunteered countless precious hours of his own time soliciting trade association support from manufacturers, distributors, and utilities.

He makes every effort to attend as many NARDA functions as possible and is continually offering constructive criticism for improvement. He typifies the old proverb "you only get out of something what you put into it." ■

## Helen-Michelle "Mike" Rodgers Retires from NARDA on April 30

**"I**'ve seen the National Appliance & Radio-TV Dealers Ass'n grow from a small struggling group of retailers working for recognition, to a respected power in the appliance field. I've been fortunate enough to be a part of this growth and that's why my job with NARDA has become a way of life with me. I'm going to miss it terribly."

These words sum up the feelings of Helen-Michelle Rodgers who, during her 11 years with NARDA, has won the respect and affection of retailers and manufacturers throughout the country. "Mike," as she is known to everyone, will retire April 30.

A native of Clinton, Ia., Mike attended the

Sorbonne in Paris, and graduated as an industrial engineer. She joined NARDA in 1955 as a temporary secretary, and as she puts it; "I found I loved it, and seemed to have an aptitude for the work. When my six weeks were up I asked the then executive vice president, Al Bernsohn, if I could stay on, and I must confess it was one of the wisest decisions I've ever made."

"Mike" Rodgers cites the great sense of satisfaction she has enjoyed by being able to help dealers with their problems, and the growth of NARDA activities such as the School of Service Management, and the Institute of Management in Washington, D. C., as among the many thrills she has experienced while working for the association.

"There are so many people I'll never forget," reminisces Mike. "Mort Farr, Harry Price, Stu Greenely, Upton Ziesler, Lamar Zimmerman, Earl Holst, Carl Barlow; I could go on and on.

MART Magazine staff members wish Mike Rodgers well on her retirement. Leaves visible in background belong to giant rubber plant presented to her by publication in appreciation of contributions to appliance industry. An amateur horticulturist, NARDA's assistant to the executive vice president will also devote many of her retirement hours to tournament bridge and volunteer hospital work. Shown with Mrs. Rodgers are Alan C. Rose (left), midwest editor, and Jack Adams, editor of MART.



They've all been wonderful to me and I hope in some small way that I've been able to help them."

Mike, who worked her way up from secretary to assistant to the executive vice president within two years, performs many functions at NARDA.

She answers a great deal of correspondence personally, much of it from dealers with a multitude of problems and questions. She has been the lady behind the scenes at many NARDA conventions, handles all matters relative to scholarships at the Washington Institute of Management, acts as office manager, and is consulted on many major association decisions.

One of the questions that has plagued Mike since she's been a little girl is the origin of her nickname. It seems that her maiden name was Michaellesen. Her father was known as "Big Mike," and his sandy-haired daughter was named "Little Mike." The nickname stuck, although as Mike puts it, "we had to drop the 'little' when I grew to five ft. seven in."

Although Mike will retire, she'll be far from idle. In addition to pursuing her favorite pastime of bridge, she will continue to add to her over 12,000 hours of volunteer hospital work.

Typical of the many accolades that will be coming her way during the next three months preceding her retirement is this tribute from NARDA's executive vice president, Jules Steinberg.

"The association, as well as the dealers around the country, owe a tremendous debt of gratitude to this 'young at heart' woman. Her loyalty to the Association during its trying formulative stages, and her unflagging energy during this action-packed period have made her invaluable. We'll all miss her."

Mike, as you read this story at your 11th NARDA convention in San Francisco this month, all we at MART Magazine can say is "Thanks, good luck, and don't forget us, because we'll never forget you." ■

# 1966 Air Conditioner Fact Sheet

On these two pages and on page 33, MART Magazine presents its annual quick-reference chart on salient features of 57 brands of room air conditioners. All cooling data except volts are rated and certified under NEMA Standard CN 1-1964 except Frigidaire, which is rated in accordance with NEMA standards, but is not certified by NEMA, and Koldwave, which is rated under ARI. Unless otherwise specified, all BTU ratings shown apply to 60-cycle operation. Publication dates for directories under the NEMA certification program this year are Jan. 15, May 15, and Nov. 15.

**ADMIRAL**  
ADMIRAL SALES CORP.  
CHICAGO, ILL.

Model	Volts	BTU/hr	Amps	Watts
406A7	115	4,000	7.5	800
456A7	115	4,500	7.5	800
456A7T	115	4,500	7.5	800
AESA45T	115	4,500	7.5	800
546A7JR	115	5,400	7.5	810
546A7	115	5,400	7.5	850
C606F8	115	6,000	8.7	930
646A8	115	6,400	8.0	900
746A11	115	7,400	11.0	1,100
806C7	115	8,000	7.5	900
805B12NF	115	8,000	11.8	1,310
806B12CH	115	8,000	12.0	1,350
906B12	115	9,000	12.0	1,350
906B12NF	115	9,000	12.0	1,350
906C12	115	9,000	12.0	1,350
1006B230	230/200	10,000/10,000	8.0/8.4	1,050/1,050
1006B230MF	230/200	10,000/10,000	8.0/8.4	1,050/1,050
1066C12A	115	10,600	12.0	1,300
1226C230H	230/200	12,200/12,000	9.2/9.5	1,950/1,950
1226C230HR	230/200	12,200/12,000	9.2/9.5	1,950/1,950
1266C230	230/200	12,600/12,400	9.2/9.5	1,950/1,950
1426C230	230/200	14,200/14,000	10.5/10.8	2,200/2,200
1526C230A	230/200	15,200/14,800	11.8/12.0	2,400/2,400
1726C23	230	17,200	13.2	2,950
1756C23H	230	17,500	13.2	2,900
1806C23	230	18,000	13.2	2,800
1906C23	230	19,000	14.4	3,100
2266D230	230/200	22,600/22,800	14.5/15.5	3,100/3,100
2566D23	230	25,600	16.0	3,450
2906D23	230	29,000	17.5	3,750

**AIR CHIEF**  
THE FIRESTONE TIRE & RUBBER CO.  
AKRON, O.

Model	Volts	BTU/hr	Amps	Watts
5-G-432	115	5,000	7.5	850
5-G-433	115	7,000	11.3	1,270
5-G-434	115	8,500	12.0	1,300
5-G-420	230/200	10,000/17,500	12.5/13.5	2,000

**AIRTEMP**  
AIRTEMP DIV., CHRYSLER CORP.  
DAYTON, O.

Model	Volts	BTU/hr	Amps	Watts
505-61	115	5,000	7.5	825
C10-41	115	5,000	7.5	900
506-61	115	6,000	8.7	950
A10-61	115	6,400	7.5	900
S11-61	115	6,500	7.5	880
C10-42	115	7,500	11.7	1,300
508-62	115	7,500	12.0	1,275
S10-62	115	8,200	12.0	1,300
S10-624	115	8,200	12.0	1,300
R10-15	230	8,000	6.5	1,400
A10-42	115	8,000	11.5	1,300
S11-62	115	8,000	11.5	1,300
S10-634	230	9,500	7.0	1,500
A10-43	230	9,000	7.8	1,500
A10-46	230	9,000	7.8	1,500
S10-63	230/200	9,000/9,500	8.0/7.3	1,450
S11-63	230/200	9,000/9,500	8.0/7.3	1,450
B12-162	230	10,300	7.5	1,040
B12-15	230	10,500	7.5	1,075
H13-62	115	11,300	12.0	1,350
A12-43	230	11,500	8.0	1,925
A12-46	230	11,500	8.0	1,925
H12-632	230	12,000	8.0	1,800
H12-634	230	12,300	8.4	2,000

**AMBASSADOR**  
ALLIED PURCHASING CORP.  
NEW YORK, N. Y.

Model	Volts	BTU/hr	Amps	Watts
5AL61E	115	5,200	7.5	900
5AL64E	115	5,200	7.5	900
5AL61W	115	5,500	7.5	900
5AL67W	115	5,500	4.3	900
6AL61E	115	6,300	7.5	900
7AL61E	115	7,500	12.0	1,300
8AL61E	115	8,600	12.0	1,300
8AL61X	115	8,600	12.0	1,300
8AL67X	230	8,600	6.0	1,300
8AL65X	230/200	8,700/8,500	8.9/7.8	1,400/1,400
9AL62P	230/200	9,000/8,900	8.9/7.8	1,400/1,400
9AL62X	230/200	9,000/8,900	8.9/7.8	1,400/1,400
10AL61E	115	10,000	12.0	1,400
10AL61X	115	10,000	12.0	1,400
10AL62P	230/200	10,500/10,300	8.4/8.7	1,700/1,700
10AL62X	230/200	10,500/10,300	8.4/8.7	1,700/1,700
10AL67X	230	10,600	7.3	1,600
11AL65X	230/200	11,700/11,400	10.5/11.2	2,050/2,050
12AL61P	115	12,900	12.0	1,350
12AL67X	230	12,900	10.0	2,000
12AL62P	230/200	12,000/11,700	10.5/11.2	2,050/2,050
12AL62X	230/200	12,000/11,700	10.5/11.2	2,050/2,050
13AL65X	230/200	13,700/13,400	10.5/11.0	2,200/2,150
14AL62P	230/200	14,000/13,700	10.5/11.0	2,200/2,150
16AL67X	230	16,500	11.0	2,350
16AL65X	230/200	16,500/16,000	12.7/12.9	2,000/2,550
17AL62P	230/200	17,000/16,800	12.7/12.9	2,600/2,550
19AL65X	230/200	19,000/18,000	14.5/15.2	3,200/3,100
20AL62P	230/200	20,000/19,300	14.5/15.2	3,200/3,100
22AL63P	230	22,500	15.5	3,400
24AL66X	230	24,000	16.0	3,600
24AL68P	200	24,500	16.5	3,800
24AL67X	230	24,500	17.0	3,700
25AL63P	230	25,000	16.0	3,600
30AL63P	230	30,000	23.0	5,100
34AL63P	230	34,000	23.0	5,100

**AMC**  
AIMCEE WHOLESALE CORP.  
NEW YORK, N. Y.

Model	Volts	BTU/hr	Amps	Watts
GC507560K	115	5,000	7.5	845
GP508566	115	5,000	8.5	875
C5575-16	115	5,500	7.5	850
C6096-16	115	6,000	9.5	1,050
GC667570K	115	6,000	7.5	865
GC681270K	115	8,000	12.0	1,300
GC637580K	115	8,300	7.5	875
GC111270K	115	10,600	12.0	1,350
GC121280K	115	11,500	12.0	1,400
GP152386	230/200	15,000/14,700	12.0/12.0	2,325/2,275
GP182386	230/200	18,000/17,700	13.0/14.5	2,750/2,725
GC192386	230	18,000	13.0	2,000
GC242356	230	24,000	15.0	3,320

**AMERICA'S BEST**  
MOORE-HANDLEY, INC.  
BIRMINGHAM, ALA.

Model	Volts	BTU/hr	Amps	Watts
AB56	115	5,000	7.5	845
AB156	230/200	15,000/14,700	12.0/12.0	2,325/2,275
AB186	230/200	18,000/17,700	13.0/14.5	2,750/2,725
AB246	230	24,000	15.0	3,320

**BRIGGS**  
BRIGGS MFG. CO.  
WARREN, MICH.

Model	Volts	BTU/hr	Amps	Watts
B575	115	5,500	7.5	850
B785	115	7,500	7.5	900
B955	230	9,000	6.5	1,400
B912	115	9,500	12.0	1,320
B965	230/200	9,500	8.5/7.0	1,450
B1212	115	12,000	12.0	1,350
B1255	230	12,000	8.2	1,720
B1380	230/200	13,000	8.0/8.5	1,800
B1590	230/200	15,900	9.0/9.5	1,950
B1555	230	15,000	11.5	2,400
B1855	230	18,000	12.0	2,600
B1812	230/200	18,500	11.0/12.4	2,550
B2455	230	24,000	15.5	3,250
B2416	230	24,000	16.0	3,450

**CAPRI**  
NATIONAL COOPERATIVE, INC.  
ALBERT LEA, MINN.

Model	Volts	BTU/hr	Amps	Watts
CABA-42-1	115	6,000	7.5	850
CABA-42M-1	115	6,000	7.5	850
CABA-92	115	9,000	12.0	1,350
CABA-102	115	10,200	12.0	1,420
CABA-113	230/200	11,500/11,100	7.5/8.0	1,600
CABA-133	230/200	13,000/12,900	9.0/9.4	1,950
CABA-173	230/200	16,500/16,200	11.0/13.0	2,350
CABA-193	230/200	18,500/18,100	12.0/13.2	2,850
CABA-243	230/200	24,000/23,600	15.0/16.0	3,400
CABA-293	230/200	29,000/28,500	18.0/20.0	3,800

**CARRIER**  
CARRIER AIR CONDITIONING CO.  
SYRACUSE, N. Y. 13201

Model	Volts	BTU/hr	Amps	Watts
51RA0771	115	6,700	7.5	875
51RE0771	115	6,700	7.5	875
51RC0931	115	8,100	12.0	1,350
51RC0931	115	8,100	12.0	1,350
51RD0931	115	8,100	12.0	1,350
51NQ0957	230	8,200	6.5	1,300
51RB0930	200	8,500	6.7	1,250
51RB0937	200	8,500	6.0	1,250
51RB0932	200	9,000	9.5	1,750
51RB0933	230	9,000	8.5	1,700
51RA1117	230/200	10,500/10,200	8.5/8.6	1,885/1,800
51RA1113	230/200	11,000	9.0/9.7	1,900
51RD1113	230/200	11,000	9.0/9.7	1,900
51RA1103	230	11,000	9.0	1,900
51TC1281	115	11,000	12.0	1,300
51RA1102	200	11,000	9.7	1,950
51RD1102	200	11,000	9.7	1,950
51TD402	200	12,000	8.5	1,600
51TC1403	230	12,500	8.2	1,600
51TA1407	230/200	13,000	9.8/9.7	1,910/1,830

**COMFORT-AIRE**  
HEAT CONTROLLER, INC.  
JACKSON, MICH.

Model	Volts	BTU/hr	Amps	Watts
WD-501	115	5,000	7.5	850
WXA-501	115	5,000	7.5	850
CWA-601	115	6,000	8.1	975
WD-701	115	7,000	11.3	1,270
CWA-751	115	7,500	11.0	1,230
WXA-781	115	7,800	11.4	1,225
WD-831	230	8,300	6.0	1,350
WD-051	115	8,500	12.0	1,380
WXA-901	115	9,000	12.0	1,325
WD-111	115	10,500	12.0	1,400
WXA-111	115	11,000	12.0	1,400
WD-133	230/200	12,500/12,000	10.0/10.0	2,100/2,000
WXA-133	230/200	13,000/12,700	10.0/10.0	2,100/2,000
WXA-133	230/200	13,000/12,700	10.0/10.0	2,100/2,000
WD-183	230/200	15,500/15,000	13.0/13.0	2,700/2,600
WXA-183	230/200	16,000/15,700	13.0/13.0	2,700/2,600
WD-183	230/200	16,000/15,700	12.5/13.5	2,800
WD-223	230/200	22,000/21,500	14.2/15.5	3,200
WD-273	230	26,500	18.0	4,300
WD-293	230	28,000	19.3	4,240

**COOLERATOR**  
ALBION DIV., MCGRAW-EDISON CO.  
ALBION, MICH.

Model	Volts	BTU/hr	Amps	Watts
5CL61F	115	5,200	7.5	900
5CL64F	115	5,200	7.5	900
5CL67C	230	5,500	4.3	900
6CL61F	115	6,300	7.5	900
7CL61F	115	7,500	12.0	1,300
8CL61F	115	8,600	12.0	1,300
8CL61N	115	8,600	12.0	1,300
8CL67N	230	8,600	6.0	1,300
8CL65N	230/200	8,700/8,500	8.9/7.6	1,400/1,400
9CL62N	230/200	9,000/8,800	8.9/7.6	1,400/1,400
9CL62R	230/200	9,000/8,800</		

H12-634	230	12,300	9.4	1,950
H13-63	230/200	12,300	9.4/9.8	2,000
H15-152	230	13,000	9.0	2,000
H15-63	230	13,200	7.5	1,600
H15-15	230	13,200	8.5	1,900
H17-63	230/200	14,000	11.5/12.0	2,350
H18-634	230	15,300	10.0	2,100
B20-15	230	15,700	12.0	2,350
H19-63	230/200	16,000/15,500	13.0/13.5	2,650
H21-60	200	17,500	15.0	2,750
H21-63	230	18,000	12.5	2,750
H22-63	230	18,000	12.5	2,750
H23-63	230	18,500	9.3	1,900
T25-634	230	23,000	15.5	3,450
T25-68	200	23,500	17.5	3,500
T25-63	230	23,500	15.5	3,500
T25-66	230/200	23,500/20,000	15.5/15.3	3,500/2,950
B25-15	230	24,000	15.7	3,250
T31-63	230/200	27,500/27,000	17.2/18.4	3,600
T41-68	200	31,500	25.5	5,200
T41-63	230	32,500	22.5	5,000

ANTAR				
ANTAR INDUSTRIES, INC.				
NEW YORK, N. Y.				
Model	Volts	BTU/hr	Amps	Watts
LL556	115	5,200	7.5	900
L3556	115	5,200	7.5	900
P556	115	5,500	7.5	900
S506K	230	5,500	4.3	900
LS656	115	6,300	7.5	900
LS756	115	7,500	12.0	1,300
SS856	115	8,600	12.0	1,300
SS856N	115	8,600	12.0	1,300
SS808KN	230	8,600	6.0	1,300
SS808HN	230/200	8,700/8,500	6.9/7.8	1,400/1,400
SS906	230/200	9,000/8,800	6.9/7.6	1,400/1,400
SS906N	230/200	9,000/8,800	6.9/7.6	1,400/1,400
DS1056	115	10,000	12.0	1,400
DS1056N	115	10,000	12.0	1,400
DS1006	230/200	10,500/10,300	8.4/8.7	1,700/1,700
DS1006N	230/200	10,500/10,300	8.4/8.7	1,700/1,700
DS1006KN	230	10,600	7.3	1,600
DS1206HN	230/200	11,700/11,400	10.5/11.2	2,050/2,050
C1256	115	12,000	12.0	1,350
DS1206KN	230	12,000	10.0	2,000
DS1206	230/200	12,000/11,700	10.5/11.2	2,050/2,050
DS1206N	230/200	12,000/11,700	10.5/11.2	2,050/2,050
C1406HN	230/200	13,700/13,400	10.5/11.0	2,200/2,150
C1406	230/200	14,000/13,700	10.5/11.0	2,200/2,150
C1706KN	230	16,500	11.0	2,350
C1706HN	230/200	16,500/16,000	12.7/12.9	2,900/2,550
C1706	230/200	17,000/16,000	12.7/12.9	2,900/2,550
C2006HN	230/200	18,000/19,000	14.5/15.2	3,200/3,100
C2006	230/200	20,000/19,300	14.5/15.2	3,200/3,100
C2206	230	22,500	15.5	3,400
D2506HN	230	24,000	16.0	3,600
D2506	200	24,500	18.5	3,800
D2506KN	230	24,500	17.0	3,700
D2506	230	25,000	16.0	3,600
D3006	230	30,000	23.0	5,100
D3406	230	34,000	23.0	5,100
DS1005K	230	9,700	8.5	1,700

ALASKAIR				
DYNAMIC VENDING CORP.				
NEW YORK, N. Y.				
Model	Volts	BTU/hr	Amps	Watts
A575	115	5,500	7.5	850
A675	115	6,500	7.5	900
A785	115	7,500	8.2	940
A855	230	8,000	6.5	1,400
A912	115	9,500	12.0	1,320
A965	230/200	9,500	6.5/7.0	1,350
A1212	115	12,000	12.0	1,480
A1255	230	12,000	8.2	1,720
A1380	230/200	13,000	8.0/8.5	1,600
A1590	230/200	15,000	9.0/9.5	1,950
A1555	230	15,000	11.5	2,400
A1855	230	18,000	12.0	2,600
A2812	230/200	18,500	11.6/12.4	2,550
A2455	230	24,000	15.5	3,250
A2418	230	24,000	16.0	3,450

ARISTOCRAT				
AUTOMOTIVE ASSOCIATES, INC.				
NEW YORK, N. Y.				
Model	Volts	BTU/hr	Amps	Watts
AA-950	115	5,800	7.9	870
AA-951	115	5,000	7.9	870
AA-960	115	6,000	9.5	1,600
AA-970	115	7,500	12.0	1,300
AA-1000	115	10,000	12.0	1,370

AMANA				
AMANA REFRIGERATION, INC.				
AMANA, IA.				
Model	Volts	BTU/hr	Amps	Watts
6-2C-M	115	6,000	7.5	850
6-2SP-M	115	6,000	7.5	850
6-5SP	230	6,000	4.0	850
107-2C	115	6,300	7.5	900
108-2C	115	8,000	11.0	1,200
409-B	200	8,500	7.5	1,550
409-C	230	8,500	7.0	1,550
109-2CH	115	8,700	12.0	1,400
9-5CH	230/200	8,700/8,400	6.3/6.7	1,350
109-3CH	230/200	8,700/8,400	6.3/6.7	1,400
9-2C	115	9,000	12.0	1,350
109-2C	115	9,000	12.0	1,400
9-3C	230/200	9,000/8,700	6.3/6.7	1,350
109-3C	230/200	9,000/8,700	6.3/6.7	1,350
109-3C	230/200	9,000/8,700	6.3/6.7	1,400
11-2CH	115	10,000	12.0	1,420
11-2CH-M1	115	10,000	12.0	1,420
11-2C	115	10,200	12.0	1,420
11-2C-1	115	10,200	12.0	1,420
210-3B	230	10,400	8.0	1,500
211-2B	115	10,800	12.0	1,380
11-3CH	230/200	11,300/11,000	7.5/8.0	1,600
11-5C	230/200	11,300/11,000	7.5/8.0	1,600
11-3C	230/200	11,500/11,100	7.5/8.0	1,600
11-5C	230/200	11,500/11,100	7.5/8.0	1,600
213-5BH	230/200	12,100/11,900	10.0/10.4	1,900
213D-3CH	230/200	12,500/12,400	9.0/9.4	1,900
213-5B	230/200	12,500/12,300	10.0/10.4	1,900
213-5BH	230/200	12,800/12,600	9.0/9.4	1,950
213D-3C	230/200	13,000/12,900	9.0/9.4	1,900
216-5BH-2	230/200	15,000/14,500	10.0/10.7	2,100
216-5B-2	230/200	15,500/15,000	10.0/10.7	2,100
216-3BH	230/200	16,100/15,800	11.8/13.0	2,550
216-3B	230/200	16,500/16,200	11.8/13.0	2,550
210D-3CH	230/200	16,500/16,200	12.0/13.2	2,575
219-5BH-2	230/200	17,000/16,200	11.5/12.0	2,400
218-5PH	230/200	17,300/16,900	12.0/13.2	2,650
218D-3C	230/200	17,300/17,200	12.0/13.2	2,575
219-3BH	230/200	17,800/17,500	12.0/13.2	2,650
219-5B-2	230/200	17,000/16,800	11.5/12.0	2,400
218-5P	230/200	18,000/17,800	12.0/13.2	2,650
219-3B	230/200	18,500/18,100	12.0/13.2	2,650
324-5CH	230/200	22,700/22,200	16.8/16.8	3,300
324-3BH	230/200	23,000/22,600	15.0/16.0	3,400
324-5B	230/200	23,000/22,500	15.5/16.8	3,300
324-3B	230/200	24,000/23,800	15.0/16.0	3,400
329-3BH	230/200	28,000/27,500	19.0/20.0	3,800
329-3B	230/200	29,000/28,500	19.0/20.0	3,800

BRADFORD				
W. T. GRANT CO.				
NEW YORK, N. Y.				
Model	Volts	BTU/hr	Amps	Watts
60053	115	5,000	7.5	840

51TA1403	230/200	13,500	9.5/10.0	1,980
51PQ1547	230	13,500	13.0	2,800
51TC2003	230/200	18,500	13.0/14.0	2,750
51TA2103	230/200	19,500	13.0/14.0	2,750

CATALINA				
WHITE STORES, INC.				
WICHITA FALLS, TEX.				
Model	Volts	BTU/hr	Amps	Watts
WCF-05	115	5,100	8.7	985
WCF-05	115	5,100	8.7	985
WCF-06	115	6,000	7.5	850
WCF-06	115	6,000	7.5	850
WCF-10	115	10,300	12.0	1,380
WCF-10	115	10,300	12.0	1,380
WCF-12	230	12,200	9.5	2,000
WCF-12	230/200	12,200/12,200	8.5/10.2	2,000
WCF-15	230	14,900	12.7	2,650
WCF-15	230/200	15,000/14,700	12.7/13.2	2,650
WCF-18	230	18,200	13.7	2,900
WCF-18	230/200	18,200/18,200	14.0/15.0	3,050
WCF-25	230	25,000	15.0	3,300
WCF-25	230	25,000	16.0	3,650
WCF-28	230	29,000	18.5	4,050
WCF-29	230	29,000	20.0	4,300
WCF-33	230/200	33,000/32,000	23.0/25.0	5,100

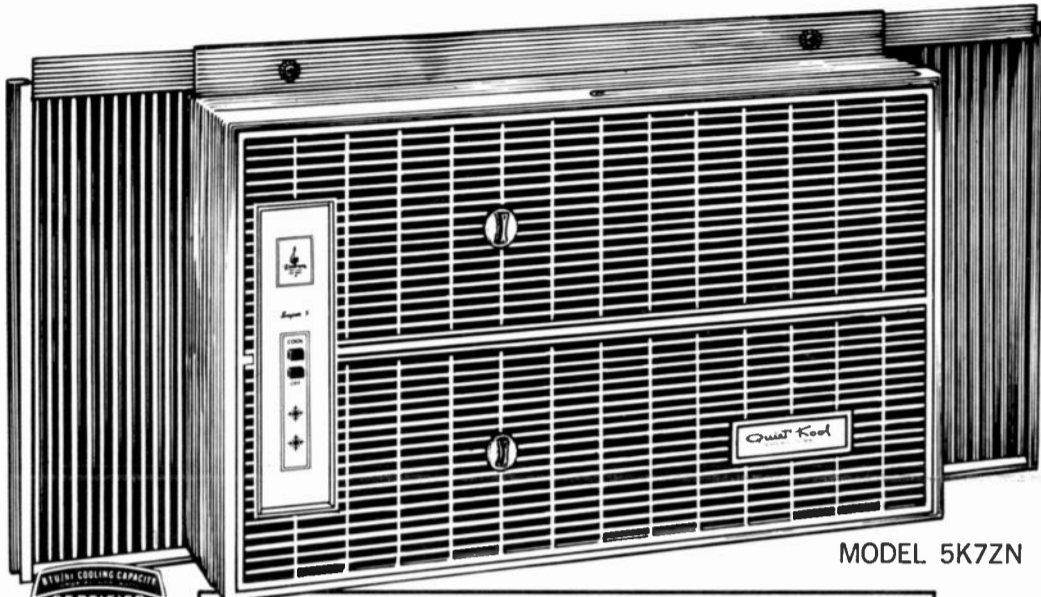
CHAMPION				
CHAMPION COOLER CO.				
DENISON, TEXAS				
Model	Volts	BTU/hr	Amps	Watts
CHBA-133	230/200	13,000/12,000	9.0/9.4	1,950
CHBA-173	230/200	16,500/16,200	11.8/13.0	2,550
CHBA-193	230/200	18,500/18,100	12.0/13.2	2,650
CHBA-243	230/200	24,000/23,600	15.0/16.0	3,400
CHBA-293	230/200	28,000/28,500	18.0/20.0	3,800

DEARBORN				
DEARBORN STOVE CO.				
DALLAS, TEX. 75228				
Model	Volts	BTU/hr	Amps	Watts
DAC-6050	115	5,000	7.5	850
DAC-6060S	115	5,800	7.5	850
DAC-6075C	115	7,500	11.0	1,230
DAC-6080S	115	7,800	11.4	1,225
DAC-6085	115	8,500	12.0	1,380
DAC-6090S	115	9,000	12.0	1,325
DAC-6100	115	10,500	12.0	1,400
DAC-6110S	115	11,000	12.0	1,400
DAC-6120	230/200	12,500/12,000	10.0/10.8	2,100/2,000
DAC-6130S	230/200	13,000/12,700	10.0/10.8	2,100/2,000
DAC-6150	230/200	15,500/15,000	13.0/13.0	2,700/2,600
DAC-6160S	230/200	16,000/15,700	13.0/13.0	2,700/2,600
DAC-6180	230/200	18,000/17,500	12.5/13.5	2,400
DAC-6220	230/200	22,000/21,500	14.2/15.5	3,200
DAC-6270	230	26,500	19.0	4,300

COLDSPOT				
SEARS, ROEBUCK AND CO.				
CHICAGO 7, ILL.				
Model	Volts	BTU/hr	Amps	Watts
253.66091	115	5,000	7.5	845
253.89051	115	6,000	8.5	875
769.66310	115	5,000	9.1	975
106.65070	115	6,300	9.5	1,040
106.66070	115	6,300	9.5	1,040
106.66130	115	6,500	7.5	890
106.66120	115	8,000	12.0	1,400
106.66420	230/200	8,300/8,100	8.5/9.0	1,750/1,700
106.65150	115	8,500	12.0	1,380
106.66150	115	8,500	12.0	1,380
106.65420	230	8,500	8.0	1,650
106.66260	230/200	9,500/9,200	8.5/9.0	1,800/1,750
106.65210	115	10,500	12.0	1,350
106.66210	115	10,500	12.0	1,350
106.65170	115	11,000	12.0	1,350
106.66170	115	11,000	12.0	1,350
106.66170	115	11,000	12.0	1,350
106.66170	115	11,000	12.0	1,350
106.66170	115	11,000	12.0	1,400

# 25% MORE COOLING POWER

## SAME MAGIC PRICE



### INSTANT INSTALLING SUPER KOM-PACT

5,000 BTU'S OF CERTIFIED COOLING POWER...  
ECONOMICAL 115-VOLT, 7.9 AMP. OPERATION

MODEL 5K7ZN

## NEW 5,000 BTU LEADER

THE SUPER 5

The capacity and price you've been waiting for! This one, complete with features like up-front controls and permanent easy-access filter will bring 'em in!

**\$99<sup>95</sup>**

## BIG TRAFFIC LINEUP FOR THE MASS MARKET!

Quiet Kool Gives You The Sales Power in Every Popular Capacity—Right Where The Traffic Is—With the Line, The Step-Ups, The Total Merchandising

**NEW  
POPULAR-PRICED  
Instant Installing  
SUPER KOM-PACTS**

from 5,000 to 7,500 BTU's

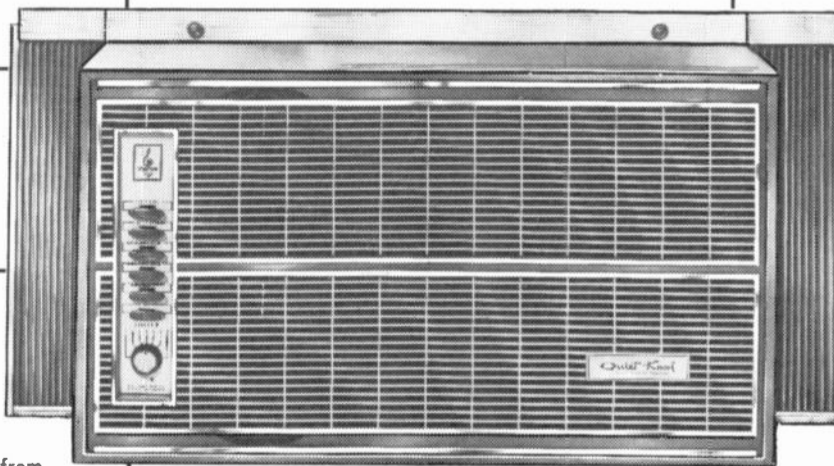
**4 SERIES  
26 Models  
To Sell With**

**FULLY  
DELUXE  
Instant Installing  
E-Z MOUNT MODELS**

from 6,200 to 12,000 BTU's

**GIANT  
CAPACITY**

Multi-room cooling power from 11,000 to 17,000 BTU's for standard, thru-the-wall or transom installation



**SUPER  
DYNAMIC  
Air Conditioners**

3 models to 24,000 BTU's for central-system cooling power at room air conditioner prices

INSTALLS INSTANTLY WITHOUT KITS, TOOLS OR EXTRAS!



**Quiet Kool**  
by **Emerson Radio**



DIVISION OF EMERSON RADIO, INC., 680 FIFTH AVE., NEW YORK 10019

... the broadest line of 115-volt units plus a complete NEMA-certified line up to 24,000 BTU's.



# 1966 Air Conditioner Fact Sheet

## NORGE (Continued from page 31)

Model	Volts	BTU/hr	Amps	Watts
ACE-9A25-5	115	7,000	10.6	1,170
ACE-1A35-5	115	5,000	12.0	1,340
ACE-1A35-52	115	8,000	12.0	1,340
ACE-1A35-52A	115	8,000	12.0	1,340
ACE-1A35-53	115	8,000	12.0	1,340
ACE-9A35-5	115	8,000	12.0	1,340
ACE-1A30-0	230	8,000	8.1	1,320
ACE-1B11-5	115	9,000	11.5	1,285
ACE-1B11-52	115	9,000	11.5	1,285
ACE-1B11-52A	115	9,000	11.5	1,285
ACE-1B15-5	115	9,000	11.5	1,285
ACE-1X15-5	115	9,000	11.5	1,285
ACE-9B11-5	115	9,000	11.5	1,285
ACE-1B11-53	115	9,000	11.8	1,285
ACE-1B11-55	115	9,000	11.8	1,285
ACE-1E09-51	115	9,000	12.0	1,325
ACE-1B45	230/208	9,500/9,500	7.8/8.3	1,620
ACE-1B45-08	230	9,500	7.8	1,620
ACE-1B40-0	230	10,000	7.8	1,620
ACE-1B40-2	230/208	10,000/10,000	7.8/8.3	1,620
ACE-1B50-2	230/208	10,000/10,000	7.8/8.5	1,640
ACE-1B50-24	230/208	10,000/10,000	7.8/8.5	1,640/1,640
ACE-1B50-25	230/208	10,000/10,000	7.8/8.5	1,640/1,640
ACE-1B21-5	115	10,300	12.0	1,360
ACE-9B21-5	115	10,300	12.0	1,360
ACE-1B31-52	115	11,000	12.0	1,420
ACE-1B31-52A	115	11,000	12.0	1,420
ACE-1B31-53	115	11,000	12.0	1,420
ACE-1B31-5	115	11,000	12.0	1,450
ACE-9B31-5	115	11,000	12.0	1,450
ACE-1B60-0	230	12,200	9.5	2,000
ACE-1B60-2	230/208	12,200/12,200	9.5/10.5	2,000
ACE-1B60-21	230/208	12,200/12,200	9.5/10.2	2,000
ACE-1B65-0	230	14,000	12.0	2,450
ACE-1B65-01	230	14,000	12.0	2,450
ACE-1B69-01	230	14,000	12.0	2,450
ACE-1C75	230	15,000	13.2	2,750
ACE-1C75-08	230	15,000	13.2	2,750
ACE-1C70-0	230	15,200	12.5	2,450
ACE-1C70-2	230/208	15,200/15,000	12.5/13.2	2,450
ACE-1C70-21	230/208	15,200/15,000	12.5/13.2	2,450
ACE-1C80-0	230	16,200	13.7	2,980
ACE-1C80-2	230/208	16,200/16,200	13.7/14.7	2,980
ACE-1C80-01	230	18,200	14.0	3,050
ACE-1C80-21	230/208	18,200/18,200	14.0/15.0	3,050
ACE-1C89-01	230	18,200	14.0	3,050
ACE-1C85-0	230	21,000	14.4	3,220
ACE-1C85-2	230/208	21,000/21,000	14.5/15.5	3,220
ACE-1C85-21	230/208	21,000/21,000	14.5/15.5	3,220
ACE-1D90-0	230	25,000	16.0	3,650
ACE-1D90-2	230/208	25,000/25,000	16.4/17.4	3,680
ACE-1D90-21	230/208	25,000/25,000	16.4/17.4	3,680
ACE-1D93-8	208	29,000	20.5	4,050
ACE-1D93-01	208	29,000	22.0	4,400
ACE-1D93-0	230	29,000	18.5	4,050
ACE-1D93-01	230	29,000	20.0	4,300
ACE-1D98-21	230/208	33,000/32,000	23.0/25.0	5,100

## NORGE (INTERNATIONAL) BORG-WARNER INTERNATIONAL CORP. CHICAGO, ILL.

Model	Volts	BTU/hr	Amps	Watts
ACE-6A31-03	220	7,000	6.0	1,120
ACE-6A31-07	220	7,000	6.0	1,120
ACE-6B41-0	220	8,600	6.0	1,270
ACE-6B41-03	220	8,600	6.0	1,270
ACE-6B41-07	220	8,600	6.0	1,270
ACE-6B56-08	220	8,600	6.0	1,270
ACE-6B40-23	230/208	10,000/10,000	7.8/8.3	1,620
ACE-6B20-53	115	10,300	12.0	1,360
ACE-6B61-03	220	10,600	7.4	1,600
ACE-6C64-08	220	11,800	8.0	1,600
ACE-6B60-23	230/208	12,200/12,200	9.5/10.5	2,000
ACE-6B66-03	220	12,500	8.7	2,000
ACE-6B66-07	220	12,500	8.7	2,000
ACE-6B65-23	230/208	15,000/14,700	12.7/13.2	2,650
ACE-6C01-03	220	16,500	12.2	2,500
ACE-6C01-07	220	16,500	12.2	2,500

## ACE-6C00-23 230/208 18,200/18,200 14.8/15.0 3,050

ACE-6D91-03	220	22,000	15.5	3,075
ACE-6D91-07	220	22,000	15.5	3,075
ACE-6D98-03	220	28,500	23.0	4,400

## PENNCREST J. C. PENNEY CO., INC. NEW YORK, N. Y.

Model	Volts	BTU/hr	Amps	Watts
065-5150-				
60-090	115	5,000	8.5	875
065-1500-				
60-040	115	6,000	9.1	975
065-5260-				
60-090	115	6,000	9.0	1,075
065-5280-				
60-090	115	8,000	12.0	1,300
065-5211-				
60-090	115	10,600	12.0	1,350
065-5212-				
60-090	230	12,000	9.0	1,730
065-5315-				
60-090	230	14,500	11.5	2,300
065-5215-				
60-090	230	15,000	12.0	2,325
065-5218-				
60-090	230	18,000	13.0	2,750
065-5328-				
60-090	230	26,000	18.0	3,800

## PHILCO PHILCO CORP. PHILADELPHIA, PA.

Model	Volts	BTU/hr	Amps	Watts
5AC1-A	115	5,000	7.5	875
6AC7-A	115	6,000	9.5	1,000
6AC9-A	115	6,000	8.5	1,000
6AC41	115	6,000	8.5	1,020
7AC1-A	115	6,800	7.5	910
7AC3-A	115	8,900	7.5	875
9AC1-A	115	8,700	11.4	1,300
9AC4-A	230/208	8,700/8,600	5.9/6.3	1,300
9AC8-A	230	8,700	6.3	1,375
9AC5-A	115	9,000	12.0	1,425
10AC6-A	230	9,500	7.5	1,550
10AC9-A	230	10,000	7.6	1,650
11AC1-A	115	11,400	12.0	1,330
12AC8-A	230	12,000	8.3	1,760
12AC2-A	230	12,000	9.2	1,950
13AC2-A	230	12,800	7.7	1,825
14AC6-A	230	14,000	10.0	2,150
14AC4-A	230/208	14,000/13,700	12.0	2,575
16AC2-A	230	16,000	12.0	2,700
16AC8-A	230	16,000	13.0	2,600
19AC4-A	230/208	18,500/17,500	14.0/15.0	3,100
20AC2-A	230	19,500	9.8	2,140
25AC2-A	230	25,500	15.5	3,500
27AC1-A	230	27,200	14.2	3,000

## QUIET KOOL BY EMERSON RADIO EMERSON RADIO & PHONOGRAPH CORP. NEW YORK, N. Y.

Model	Volts	BTU/hr	Amps	Watts
5K72N	115	5,000	7.8	870
5K72T	115	5,000	7.8	870
6K92T	115	6,000	9.5	1,000
6K7WS	115	6,200	7.9	910
6G7ZS	115	6,200	7.9	910
7K12T	115	7,500	12.0	1,350
8G1WS	115	8,000	12.0	1,350
8G1ZS	115	8,000	12.0	1,350
9G8WS	208	9,300	9.5	1,750
9G8ZS	208	9,300	9.5	1,750
9G2WS	230	9,300	9.0	1,750
9G2ZS	230	9,300	9.0	1,750

## 10G1WT 115 10,000 12.0 1,370

10G1ZT	115	10,000	12.0	1,370
10G4WT	230/208	10,000/9,800	9.3/9.5	1,900
10G4ZT	230/208	10,000/9,800	9.3/9.5	1,900
11G1MT	115	11,000	12.0	1,400
11G1WT	115	11,000	12.0	1,400
11G2WT	230	11,500	10.5	1,950
11G2ZT	230	11,500	10.5	1,950
12G4WT	230/208	12,000/11,500	9.5/10.0	1,950
12G4ZT	230/208	12,000/11,500	9.5/10.0	1,950
14G4MT	230/208	14,000/13,500	12.5/12.8	2,600
14G4WT	230/208	14,000/13,500	12.5/12.8	2,600
17G8MT	208	17,000	14.8	3,100
17G8WT	208	17,000	14.8	3,100
17G2MT	230	17,000	14.0	3,100
17G2WT	230	17,000	14.0	3,100
20B45N	230/208	20,000/19,500	14.0/14.8	3,200
20G45T	230/208	20,000/19,500	14.0/14.8	3,200
24G45T	230/208	24,000/23,500	16.0/16.0	3,400/3,400
24E25T	230	24,000	16.0	3,400

## RAINIER ALBION DIV., McGRAW-EDISON CO. ALBION, MICH.

Model	Volts	BTU/hr	Amps	Watts
5RAG1F	115	5,200	7.5	900
5RAG4F	115	5,200	7.5	900
5RAG1C	115	5,500	7.5	900
5RAG7C	230	5,500	4.3	900
6RAG1F	115	6,300	7.5	900
7RAG1F	115	7,500	12.0	1,300
8RAG1F	115	8,600	12.0	1,300
8RAG1N	115	8,600	12.0	1,300
8RAG7N	230	8,600	6.0	1,300
8RAG5N	230/208	8,700/8,500	6.9/7.6	1,400/1,400
8RAG2N	230/208	9,000/8,800	6.9/7.6	1,400/1,400
8RAG2R	230/208	9,000/8,800	6.9/7.6	1,400/1,400
10RAG1F	115	10,000	12.0	1,400
10RAG1N	115	10,000	12.0	1,400
10RAG2N	230/208	10,500/10,300	8.4/8.7	1,700/1,700
10RAG2R	230/208	10,500/10,300	8.4/8.7	1,700/1,700
10RAG7N	230	16,600	7.3	1,600
11RAG5N	230/208	11,700/11,400	10.5/11.2	2,050/2,050
12RAG1R	115	12,000	12.0	1,350
12RAG7N	230	12,000	10.0	2,000
12RAG2N	230/208	12,000/11,700	10.5/11.2	2,050/2,050
12RAG2R	230/208	12,000/11,700	10.5/11.2	2,050/2,050
13RAG5N	230/208	13,700/13,400	10.5/11.0	2,200/2,150
14RAG2R	230/208	14,000/13,700	10.5/11.0	2,200/2,150
16RAG7N	230	16,500	11.0	2,350
16RAG5N	230/208	16,500/16,000	12.7/12.9	2,600/2,550
17RAG2R	230/208	17,000/16,600	12.7/12.9	2,600/2,550
19RAG5N	230/208	19,600/19,000	14.5/15.2	3,200/3,100
20RAG2R	230/208	20,000/19,300	14.5/15.2	3,200/3,100
22RAG3R	230	22,500	15.5	3,400
24RAG6N	230	24,000	16.0	3,600
24RAG8R	208	24,500	18.5	3,800
24RAG7N	230	24,500	17.0	3,700
25RAG3R	230	25,000	16.0	3,600
30RAG3R	230	30,000	23.0	5,100
34RAG3R	230	34,000	23.0	5,100
R5710	230	9,700	8.5	1,700

## RCA WHIRLPOOL AIR-CONDITIONING DIV., WHIRLPOOL CORP. BENTON HARBOR, MICH.

Model	Volts	BTU/hr	Amps	Watts
APM-P49-20	115	5,000	7.5	800
APM-P50-20	115	5,000	7.5	800
APM-P60-20	115	6,000	10.5	1,100
APM-C62-20	115	6,200	9.5	1,020
APM-P80-				

## Distribution

at the



CROSSROADS



**HERKES OF MOTOROLA:** "Branches are not fundamentally sound."



**FISHER OF ZENITH:** "The biggest problem with branches is people."

# The Independent Distributor: Swan Song Or Battle Cry?

**His position looks pretty secure right now, but some attribute this to good sales climate.**

By **CHARLES KRAUSS**

Is the independent appliance-TV distributor on shaky ground?

Apparently not at the moment, with some important provisos, say those who could eliminate the independent distributors almost overnight, if they chose to, namely the manufacturers.

All provisos aside, though, it should probably be pointed out that at least some manufacturers feel the way they do today about independent distributors not because of a universally unshakable faith in them, but rather because business has been so good in the past couple of years that boat-rocking is not called for — at the moment.

The provisos are simple: that the distributor understand his functions, broadly defined as selling and servicing, perform them efficiently, and do so at a profit.

(Views on the role of the independent distributor in this article are those of the distributors themselves and of manufacturers. Dealer views will be presented in an early issue of MART Magazine.)

To some manufacturers, the fact that the distributing function must be done locally is more important than whether it is done by a factory branch or by an independent. One of these executives is Harry M. Kane, vice president and general manager, Westinghouse Appliance Sales and Service Co. division of Westinghouse Electric Corp.

"There has been so much emphasis on cost-

cutting in the industry in the past few years that we've overdone some of it," says Kane. "We tried or at least talked about eliminating the distributing function — to mechanize the business. Well, that's a mistake. It's been demonstrated time and again that these functions have to be done and have to be done locally.

On the matter of factory-distributor communications (sometimes called control), Kane, whose operation leans heavily to branches, with only 14 independent distributors, says, "True, the branches implement the factory's wishes, but with an independent, you often have to argue your point, and in that arguing chances are the factory will learn something."

The reason Westinghouse has so many branches is simple, Kane says: "We can't find enough good independents. In any given market, who do you have after the RCA distributor?"

There seems little doubt that there is a correlation between how white goods-oriented a big company is and how many branches versus independent distributors it has. Some executives say it's the nature of the white goods business, with its emphasis on carload sales, to say nothing of builder sales, that lends better to a branch operation than to independent distributors.

The General Electric Co. has 23 branches (called districts) and 11 independent distributors at the moment. The branches were simply a matter of necessity, says E. L. Stehle, general man-

ager, distributor sales organization. He points out that at the end of World War II GE had only nine districts, but, he adds, "It takes money to get into the distributing business and the returns are relatively low. Besides, a distributorship is only as good as its principal. So in addition to money, you need a man with experience. Stehle doesn't think the independent distributor is dying out, however, saying that in many cases the second, or even third generation of the founder is now running the business. Also Stehle says, you can't get away from the fact that the dealer and the consumer both want to deal locally.

"Branch operations are not fundamentally sound," flatly states S. R. Herkes, vice president, marketing, Motorola Consumer Products, Inc.

"First of all," says Herkes, "in any branch operation you need some sort of merit graduating system, and this means the man in charge of any given branch rarely stays there long, unless it's New York or some place like that. This means further that your dealers are always working with comparative strangers.

"Second, the factory has to make an investment not only in the branch itself, but also in extra personnel at headquarters to deal with the branch. Just because the factory takes over some of the distributor's function doesn't mean these functions don't have to be paid for. They always have to be paid for."

(Continued on page 38)



**DISTRIBUTOR SCHWAB:** "Greater flexibility and continuity."



**KANE OF WESTINGHOUSE:** "We've overdone the cost-cutting."

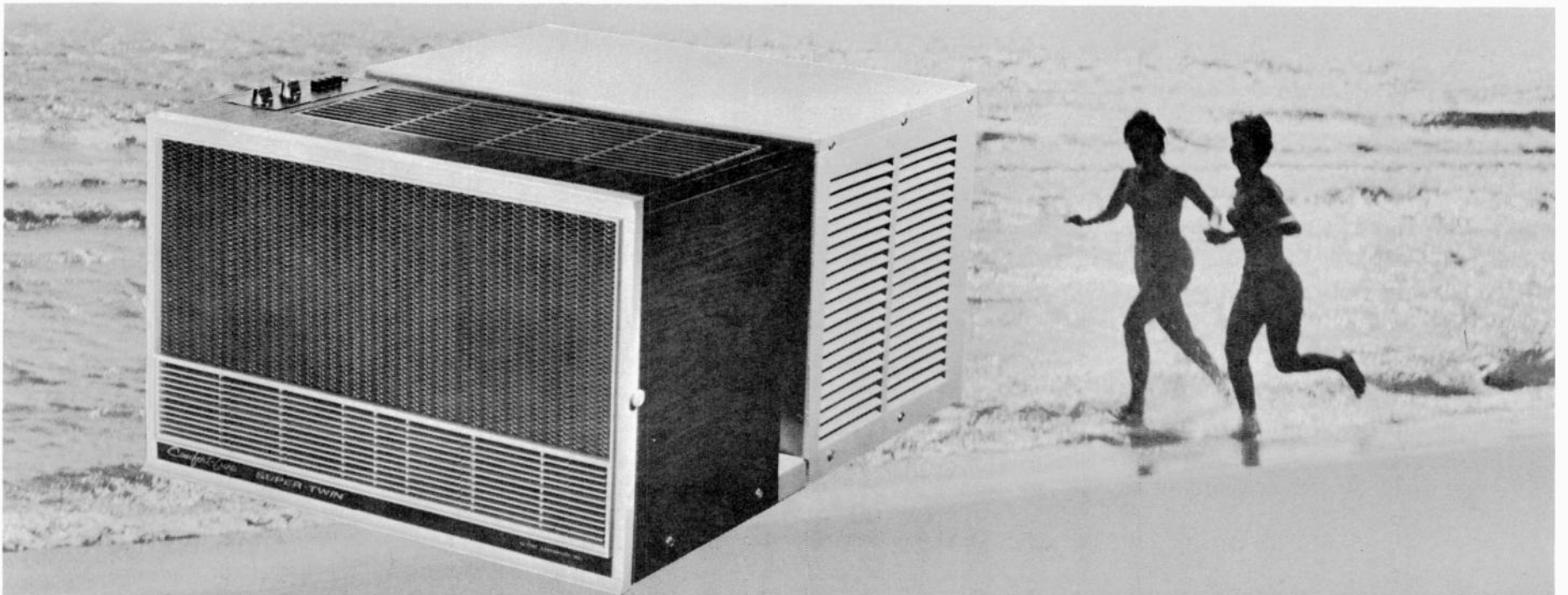


**LANTZ OF PHILCO:** "Selling is the most important function."

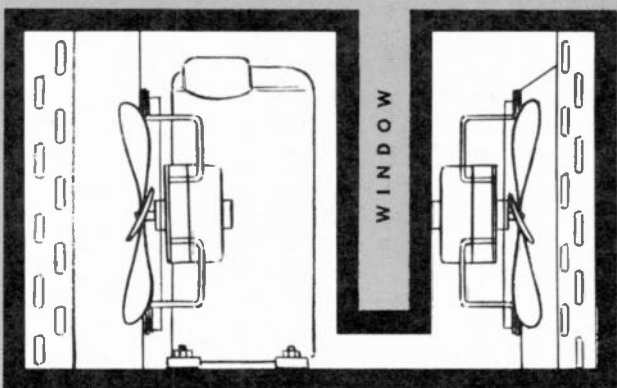


**KIGHT OF NORGE:** "The factory isn't always right."

# Comfort-Aire® **TWIN** ROOM AIR CONDITIONERS



## INSIDE-OUTSIDE DESIGN INCREASES SALES

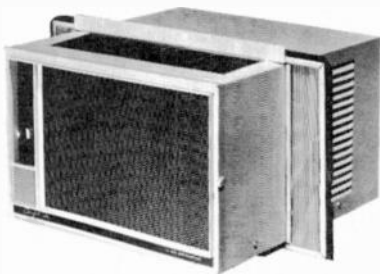


Compressor system outside your window — outside your hearing.

Inside all you hear is the whisper of the 2-speed circulation fan.

BECAUSE YOU CAN DEMONSTRATE THE WHISPER QUIET OF THE MOST ADVANCED ROOM AIR CONDITIONER ON THE MARKET — The closed, locked window becomes a sound and weather barrier — locking heat and noise out — sealing cool quiet comfort in. The TWIN is so quiet because two motors and two fans divide the work. **INSTANT INSTALLATION** — No mounting kit required, the closed window becomes the mounting kit — All aluminum cabinets — Interior portion vinyl clad in Furniture Walnut Wood tone. **BIG PERFORMANCE** — Available in six models with capacity ratings from 5800 Btu/Hr to 16,000 Btu/Hr. **EVERY DELUXE FEATURE** — Full range thermostat, air exhaust, push button controls, full room adjustable air pattern. Write today for the name of your Comfort-Aire distributor.

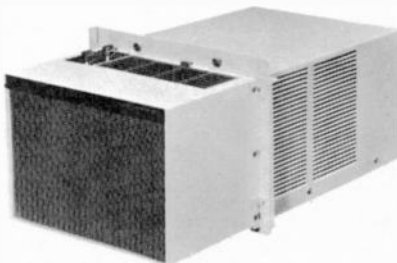
### A COMPLETE SELECTION OF AIR CONDITIONERS FOR EVERY NEED IN THE HOME.



**DUAL-AIRE SERIES** — Installs in minutes with premounted expanding panels — Dual Fan Motors and fans for quieter operation — Full range thermostat, push button controls — aluminum cabinet is decorator grained for attractive appearance. Four sizes from 5,000 Btu/Hr to 8,500 Btu/Hr.



**SUPER DUAL AIRE SERIES** — Big capacity room air conditioners with super quiet operation. New Dual fan and two motor design keeps compressor and heat rejection fan and motor noise outside. Cool air quietly circulated inside by balanced air flow fan. Three sizes 10,500 Btu/Hr for 115 volt operation, 12,500 Btu/Hr and 15,500 Btu/Hr for 230/208 volt installation. Mounting kit included.



**CASEMENT QUIET AIRE SERIES** — Special cooling problem with casement windows in home or office? These special casement window models install quickly and easily from inside the room, no complicated mounting kit, cutting or welding in standard casement windows. Two capacities available 6,000 Btu/Hr and 7,500 Btu/Hr both 115 volt. Special mounting kit available for narrow doublehung windows.



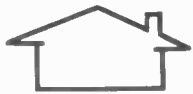
**POWER-AIRE SERIES** — Big multiroom or whole house cooling from these models. Cooling capacity for offices and meeting rooms, too. Slide-out drawer type chassis for ease of installation. Installs in window, thru-the-wall, or transom location. Three sizes 18,000 Btu/Hr, 22,000 Btu/Hr and 26,500 Btu/Hr all for 230/208 volt operation. Mounting kit included.

Comfort-Aire®

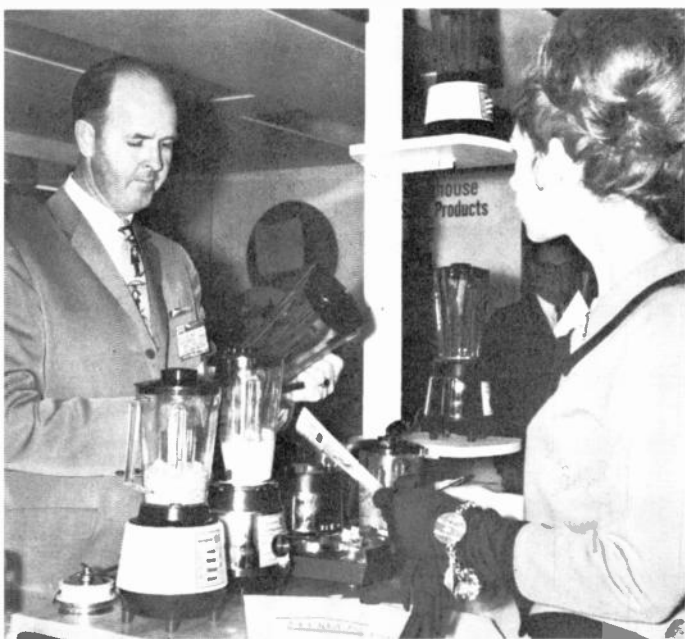
By HEAT CONTROLLER, INC., JACKSON, MICHIGAN  
THE QUALITY LEADER IN CONDITIONING AIR



## ELECTRIC HOUSEWARES



"BLEND AND COOK raw foods to a finished meal in one container, for the first time" — that's what a user can do with Ronson's new "Cook'n' Stir," shown here by demonstrator. User will get a 112-page cookbook with each unit, which carries a retail price of \$74.95.



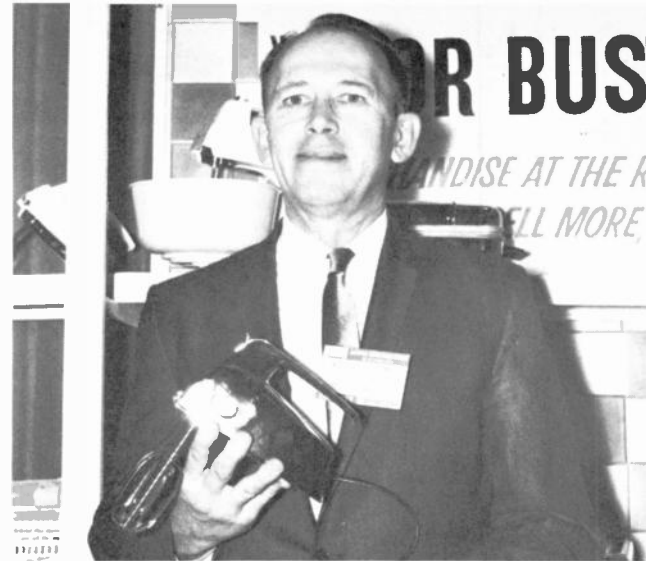
"FANTASTIC REACTION" was the report on Westinghouse's solid-state control blender, model HA40, called "the only blender that can take egg whites" (due to electronic control). Walter R. B. Hall, product manager, demonstrates the unit, which is retail priced at \$65.



NEW WAY TO BRUSHOFF: W. J. Pfeif, manager, marketing and distribution, GE's housewares division, and Ingrid Braymeyer, demonstrator, show GE's cordless, rechargeable automatic clothes brush, priced at \$14.98.



TEFLON SOLEPLATE is feature of steam-spray-dry iron, model UI-22-T, shown here by Demonstrator Inara Kalnius for Universal by General Electric. Unit has a Fair Trade price of \$15.80. New "Teflon" grill is priced \$21.80.



ALL CHROME portable hand mixer, "Silver Chef," has 3 full power speeds, snap-out beaters, pushbutton ejector. William Chapman, vice president and sales manager, Dormeyer, shows model HM-8-CH at \$17.95. Stand model unit is \$26.95.

# Blenders, Irons, "Teflon" Are Hottest Items At Housewares Show

By ALAN C. ROSE and WALTER H. HOGAN

At the 44th semi-annual exhibit of the National Housewares Mfrs. Ass'n at Chicago's McCormick Place, some 60,000 visitors trod up and down the three miles of red-carpeted aisles and did the whole BIT. For blenders, irons, and "Teflon" were the hottest items and topics at the January 10-14 show. Also, there was THE brush.

"One of the items that caught my eye was the automatic clothes brush GE has," said Elmer Schillito, appliance sales manager of Graybar Electric in Omaha, Nebr. "May not be another knife, but it will be good, I think, and certainly an item worth having.

"Looks like everybody has a 'Teflon' iron," Schillito said. "Or two or three or four, doesn't it? 'Teflon' is anywhere and everywhere. If it can be used there, it's got 'Teflon' on it."

Commenting on the "more accent on 'Teflon'," John W. Ogren, housewares buyer for Younkers in Des Moines, Iowa, pointed out the "better packaging," but noted "nothing drastically new." Said Ogren: "Nothing has sent me so far. Lots of nice items, but nothing so outstanding that it's going to jump ahead of all others." Of the GE

clothes brush, he said: "Time will tell if it's going to be a success and just how far interest will go in sales. It will be a gift item like the electric knife and toothbrush were. They all start out as gift items and work up to staple items if they're that good."

"I think it will be another knife," said Irving Rosenberg, general manager of La Mark, Inc., New Castle, Pa., of the GE brush, "because people want whatever will make life easier."

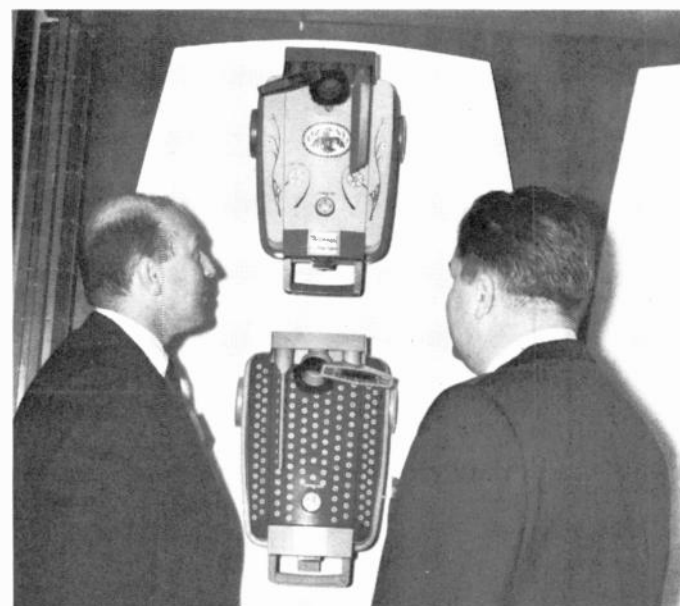
"Rosenberg said, "'Teflon', naturally is the big thing. Nothing really unusual or different this year. There are variations as you go year after year, but nothing that would get me all excited."

"Lots of takeoffs on the 'Tensor' lamp," observed Larry Perelman, an officer of La Mark, Inc., in New Castle. "The use of the 'Tensor' lamp with radio and clock radio is very interesting and should be a sales stimulator." He noted the drop in transistor radio prices, the expanded use of Teflon, and the lack of closeout merchandise. "Closeouts were very scarce this year."

"Which means," added Rosenberg, "they had a good season." ■



TEFLON SURFACE on soleplate is now available on all Presto irons. Walter G. Ryberg, firm's general sales manager, shows model ISSTW, in white. This spray and steam iron, also available in black, has a suggested retail price of \$22.95.



"NO FAVORITE PATTERN" — that was the reaction to the colorful patterns in Shetland/Lewyt's 8-model line of vacuum cleaners, the "Fashionables," reported by Sales Manager Ray Finberg (left), with Buyer Paul Sachs, J. M. Fields, Inc.



**"FAN THAT DOESN'T LOOK LIKE A FAN"** — that's hassock model F-12-4W, shown here by Pat Hannigan (right), national sales manager, Cory Corp., and Gordon Beaumont, S & B Products, Detroit, Mich. This 4-speed walnut wood-grained unit is priced at \$49.95.



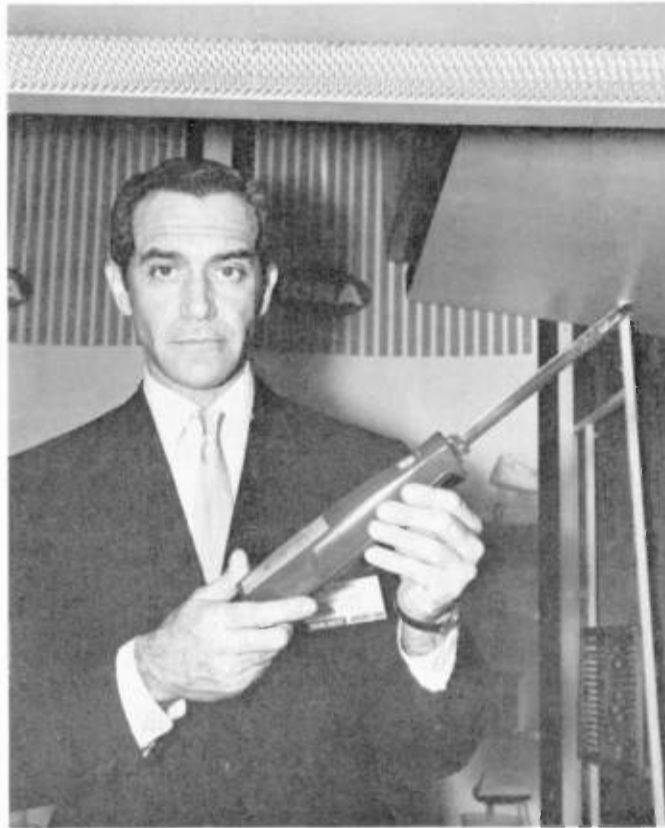
**FIVE-SPEED** model 218, newest of Hamilton Beach "Cookbook Blenders," is shown by Betty Sullivan, firm's director of home economics and author of "The Blender Way To Better Cooking." Unit's \$37.95 price includes \$2.95 coupon for her book, out last December.



**JUST A PUSH** of thumb operates new "spray control" action of "Citation" spray-steam-dry iron, model 10921, which features Teflon-coated soleplate. Unit, shown by F. Bud Davis, vice president of sales, Proctor-Silex Co., is priced at \$13.95.



**MORE TORQUE** for sustained brushing action is feature of Northern's automatic toothbrush, model 16. "Miss Northern Electric" shows N. H. Palmer, Michigan district sales manager, the deluxe 6-brush unit with clear plastic cover, which carries a suggested price of \$17.95.



**FIRST A GIFT** item, then a staple — that's the story of the electric knife. Here Alan R. Burman of Iona Mfg. Co. shows new model EKC-1 with "more carving time between charges than any other cordless electric knife." Retail price of the new unit is \$35.95.



**EITHER RIGHT OR LEFT** hand — that's the "Steam-N-Spray" iron, model 20-572T with Teflon sole plate and deluxe white handle, shown by Howard Jellenik, eastern division sales manager, Knapp-Monarch Co. Unit has suggested retail price of \$19.95.



**NEON TUBE** with bouncing signal light shows the 12 basic settings on Rival's electronic blender with solid state control, model 911, shown here by Robert Stone, assistant advertising manager. Unit (range: 9,000-21,000 r.p.m.) is \$44.95.



**"BOECLAD"** (unique Teflon coating for application to cookware) is feature of model M-0483-50 with "greatest capacity of any buffet server." Unit, shown by B. L. Sershon, Chicago assistant sales manager, Mirro Aluminum Co., is priced at \$24.95.



**"SECOND CHRISTMAS"** gift-buying period of May-June, 1966, is emphasized in the Union Carbide Corp. display featuring its emblem "Go Cordless — Go Carefree." For "cordless corner" planbook, dealers should write Union Carbide, Dept. AE, 270 Park Ave., New York, N. Y.



**DURANT OF RCA:** "You can't hire the kind of talent that goes into business for itself."



**FLINN OF ADMIRAL:** "A good branch is better than a weak independent."

## Independent distributor . . .

(Continued from page 34)

Herkes, who tends to lay blame for the industry's ills right at the doorstep of the manufacturer, goes on: "Don't let anybody tell you that his factory is putting in branches because it isn't profitable enough for a distributor to do those functions. What he really means is *his line* isn't profitable enough. I think any distributor is happy with a two per cent profit on sales. If he gets 10 turns a year, which he should, that's a 20 per cent return on investment, and that's a lot better than you can do at the bank or on the stock market."

Motorola has one factory branch, in Chicago, which, coincidentally, was managed years ago by Herkes.

The firm has closed 10 or 12 branches in the last 10 years or so, Herkes says, and has replaced them with independents. As to factory control, the Motorola executive says, "On the surface, control is the only advantage I can see in having a branch. But if I do the right things, I'll get co-operation from my distributors, so what's the difference except that I ask instead of telling. Besides, to get control at retail, the factory would have to open its own stores, the way some of the shoe and hat companies do. This could come, but it's way down the road."

At RCA Sales Corp., the seven branches the company has, out of 84 distributing arms, are all the result of necessity rather than of an attitude or a way of doing business, says B. S. Durant, president. All of the seven branches were formerly independents, and the branches were established either because RCA didn't like the job the independent was doing, or else there was no succession at the independent.

The big thing, though, according to Durant, is that "You can't generally hire the kind of talent that will go into business for itself."

"Any time a good independent shows up, he can have one of our branches," the RCA chief says. He adds, though, that he would never want to be without any branches at all, if only to use them as a distributing laboratory. RCA branches, Durant points out, are probably more independent than the distributors, since they are a separate division of the parent company. "They are not," he says, "run for the convenience of our factory."

The huge assortments in any manufacturer's line of brown goods make local service to the dealer imperative, says Walter Fisher, executive vice president and director of sales, Zenith Sales Corp.

"Agreed, then, that the distributing function must be done on a local level, then why independent rather than branch?" Fisher asks.

"The biggest problem with branches is finding people," he says. "The man who does well managing a branch invariably gets moved to a bigger branch, so you wind up with a bunch of happy transients, people that never really become part of the community. Also, they're working on factory rules of procedure, and can't make decisions fast enough to meet lots of situations."

Fisher believes there is no such thing left as a bad independent distributor — they've all been shaken out.

Much though Zenith likes to work through independent distributors, though, Fisher says the company would rather have a branch if it can't find a good independent.

C.B. Flinn, vice president-independent distribution at Admiral Corp., feels much the same way. "A good branch," he says, "is better than a weak independent."

"However, we feel as a rule that the independent who is well capitalized and is willing to put in the time can do the job better than a branch. We have 12 branches now, fewer than we used to have, and we'd prefer these 12 not to be branches. We're always trying to improve our independents — we go into their places of business and go over all aspects with them, up to and including looking at the books. We think the independent distributor is here to stay for a long, long time."

Although most manufacturing officials agree broadly on what the functions of the distributor (whether independent or branch) are, they disagree sometimes on the order of importance of these functions. Fisher of Zenith and Flinn of Admiral, for example, both think warehousing is an important distributor function.

Durant of RCA says, "Any idiot can warehouse."

And Carl Lantz, general manager, sales and distribution of Philco, thinks the original function of the distributor and still his most important one is selling. Too many distributors (and branches), Lantz thinks, regard themselves as primarily warehousemen. So Philco is taking over at least part of the warehousing function by building (the first one is already started) a chain of 10 regional warehouses across the country. This not only should free existing distributors of time and effort for sales purposes, but it should also materially reduce the amount of capital needed to get into the distributing business for Philco and therefore at least theoretically attract more good independents. (Out of 83 distributing arms at Philco, 23 are districts.)

Alonzo B. Kight, president of Norge Div. of Borge-Warner Corp. also thinks that the distributor's main function is to sell, and that warehousing is irrelevant (Norge is working on a physical distribution program at the present) Norge currently has six branches out of 80 distributing arms, and most of the branches are relatively recent.

One trouble with branches, Kight says, is that they will try practically any program the factory tells them to (they are, after all, employees of the factory.) The hitch is, he says, that the factory isn't always right.

### The Distributors Speak

The whole distribution field has matured and gained confidence in the past few years and today there is at least an awareness by manufacturer, distributor and dealer alike of the fact that distributing must be done on a local level, says Mor-

ris Schwab executive vice president of D. & H. Distributing Co., Harrisburg, Pa. Today's attitude, Schwab says, contrasts to that of not long ago wherein some big dealers refused to perform some of the traditional functions and tossed them back to the manufacturer (sometimes with the connivance of the latter).

Schwab says it doesn't really make much difference whether the distributing functions are done by an independent or a branch (assuming the functions are all paid for, of course) but he goes on to make out a good case for the independent: proprietary interest in one's own business (which does not guarantee prosperity, but affords the opportunity for it); greater flexibility; and a better continuity of management.

A great believer in "professionalism" ("the professional distributor understands the role he plays in the distribution system; understands the functions he should perform; understands the costs of these functions; and charges accordingly"), Schwab maintains that shoving functions off on to some other link in the distribution chain and then saying you've cut your costs is sticking your head in the sand.

Schwab also likes to talk of the "fourth dimension in marketing;" time, and the changes it brings. The General Electric "Salt Lake City" plan, under which the dealer does virtually no function except selling, shouldn't be scoffed at just because it hasn't taken off like a rocket, he says. It may yet turn out to be a widely accepted practice.

Judging from a MART Magazine mail survey of independent distributors, however, most of them don't think the dealer should give up his traditional functions. Out of 21 respondents to the survey (80 had been mailed out) 16 answered "no" to the question: "Do you agree with the contention of some manufacturers that it is becoming necessary for the distributor (or factory) to take over some of the non-sales functions now done by the retailer?" Among those that said "yes" to this question, advertising and service ranked highest as the functions the dealer might give up.

Just how serious has the profit squeeze almost everybody talks about been among independent distributors?

The arithmetical average gross profit of the 15 distributors who answered the survey question on profits comes to 15.7 per cent. The highest gross reported by any of the distributors was 26 per cent; the lowest was 11 per cent (one distributor listed his gross as 3.5 per cent, and working on the assumption that this is a net rather than gross figure, it was not included in the average.)

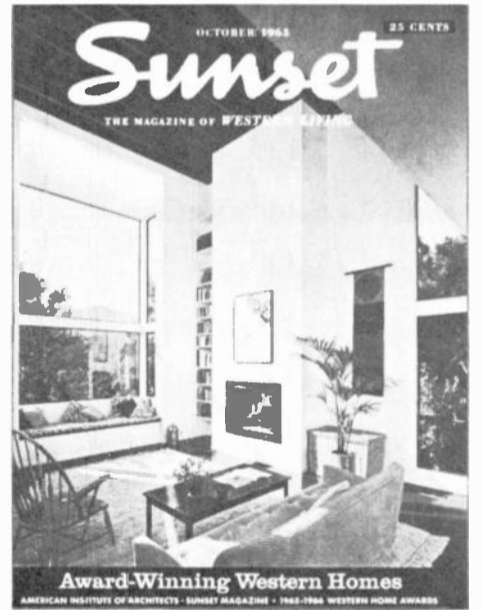
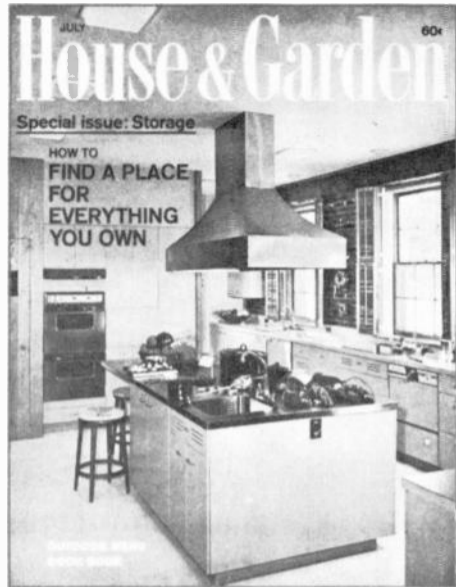
Ten distributors said their current gross was the same as or better than it was two years ago (seven "better," three "same") and seven said the gross was worse.

Would the distributors surveyed recommend to some investor with the necessary capital that he go into the appliance distributing business today? Twelve say "yes," and nine say "no." Most of those who said yes cite profitability as their reason, just as most who said no cite lack of profits. Two who said yes specified "brown goods only," and one yes-sayer attached the stipulation that the investor must run the business himself.

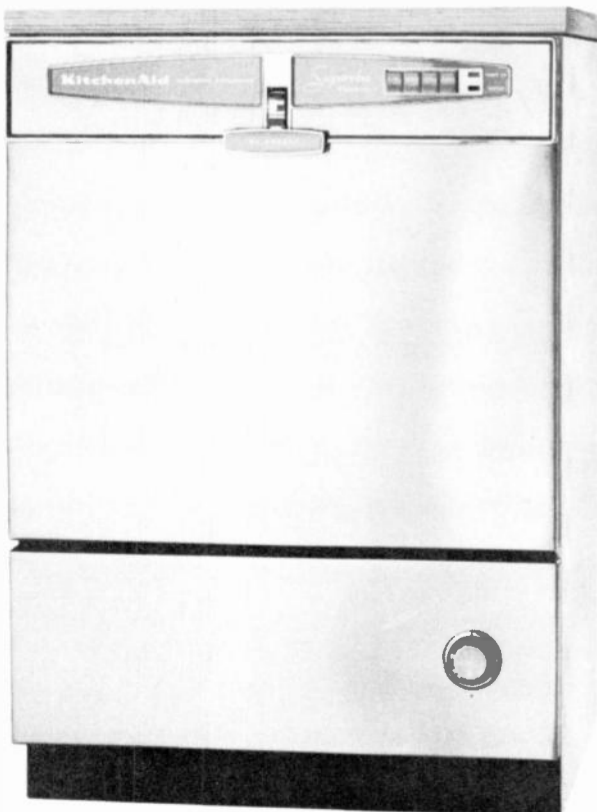
Distributors are obviously aware of the problem of continuity or succession of the business. To a question asking whether there is a definite plan for succession of management when the present owner dies or retires, 17 answered yes, and only one said "no."

The last question on the survey was: "Suppose the ultimate happens, and the day comes when there are no more independent distributors. What in your opinion will have been lost?" Most respondents said "personal contact with dealer" or words to that effect. A couple indicated their feelings toward the manufacturers by saying the dealer and the public would then be at the mercy of manufacturers, and one midwestern distributor said, "If there are none it will be because a better way has been found and therefore nothing will be lost, but the public will gain." ■

# Here's what we're doing for you:



# Here's what you can do for yourself:



You can cash in on the booming dishwasher market. It's up more than 20% over last year. And the hottest dishwasher is KitchenAid. Our sales have surpassed industry increases for months. Working for you is the great KitchenAid reputation for quality and dependability, extensive line with prices to suit every budget and the biggest program of national and local advertising, display and selling helps in KitchenAid history. These are just a few good reasons for handling KitchenAid dishwashers.

There are many more. Get all the details on the profitable KitchenAid line of built-in, dishwasher-sinks, convertible-portable and portable dishwashers. And remember, every KitchenAid you sell helps you sell another.

**KitchenAid®**  
Dishwashers

Home Dishwasher Division  
Dept. 6DQ-2  
The Hobart Manufacturing Company  
Troy, Ohio 45373

Name \_\_\_\_\_

Company \_\_\_\_\_

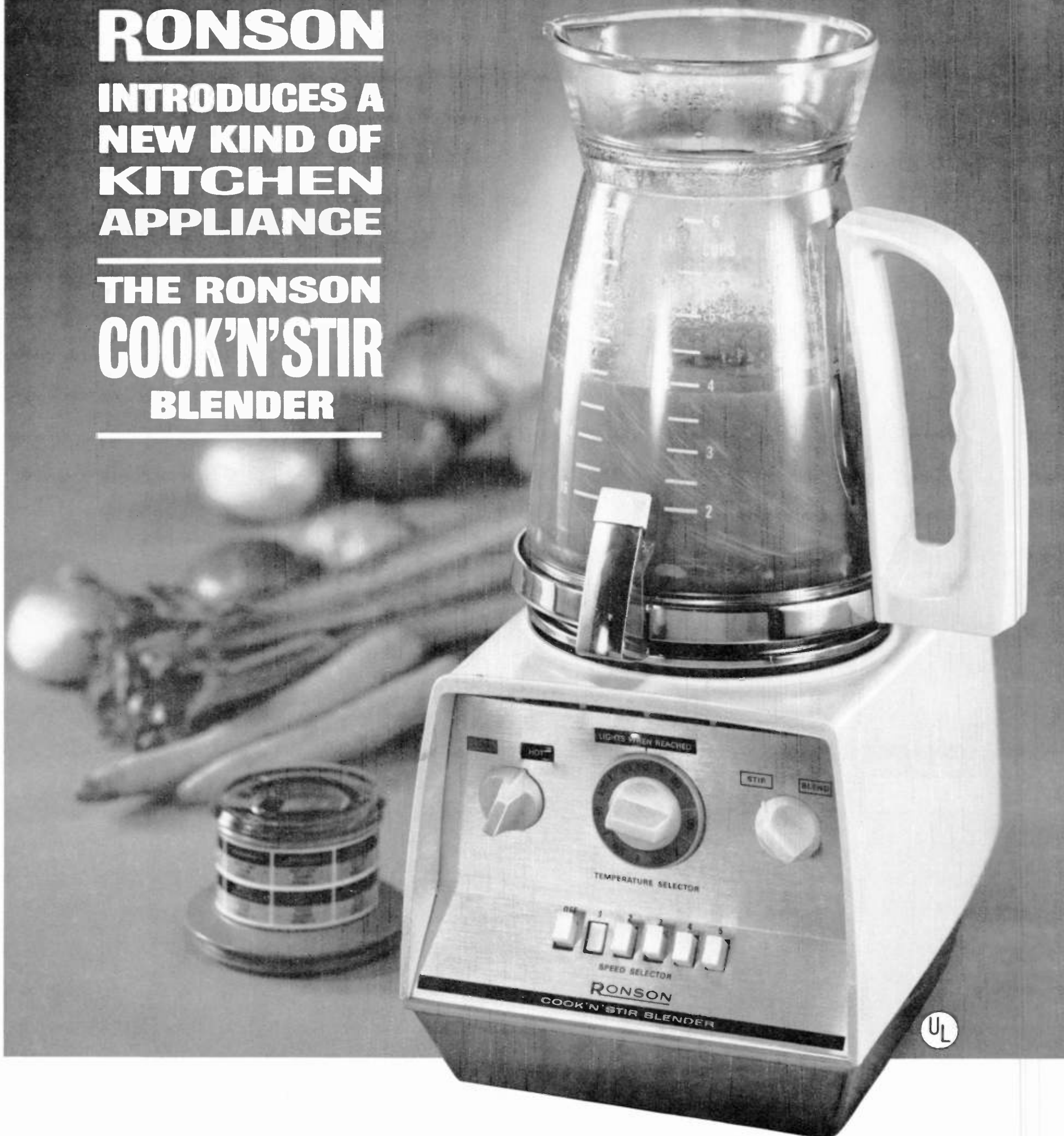
Street \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

KitchenAid dishwashers are products of The Hobart Manufacturing Company.

# **RONSON**

## **INTRODUCES A NEW KIND OF KITCHEN APPLIANCE**

### **THE RONSON COOK'N'STIR BLENDER**



**IT BLENDS! IT COOKS! IT STIRS!...IT EVEN CRUSHES ICE!**

For the first time . . . blend and cook raw foods to a finished meal in one container!

■ Cooks and stirs soups and sauces without attention . . . without fear of scorching! ■ Boils and whips potatoes! ■ Even crushes whole trays full of ice without attachments! Timesaver . . . worksaver . . . eliminates extra pots, pans, and serving pieces.



# THE RONSON® COOK 'N' STIR

The first and only blender that cooks . . . with all these exclusive Ronson features

**INDICATOR LIGHTS** tell when Hot/Cold Selector is turned to "Hot" and when selected temperature has been reached.

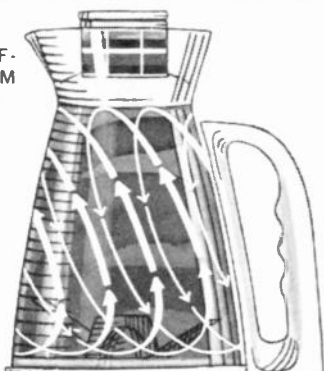
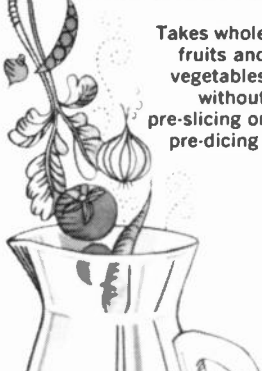


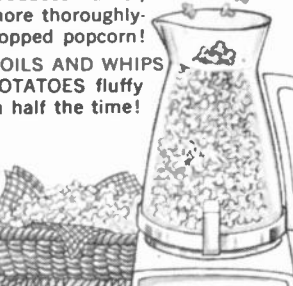
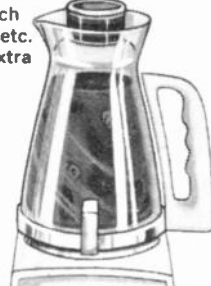
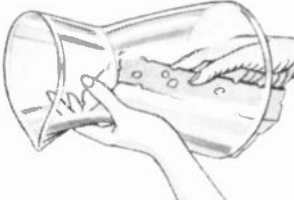
**SPECIAL STIRRING RANGE** of speeds makes succulent sauces and gravies without fear of scorching . . . the Ronson COOK 'N' STIR does the heating and the stirring unattended!

**HANDY THERMOSTAT DIAL** selects temperatures to 350°! Cooks whole meals, such as stews, casserole dishes, meat pies, etc., using only the blender's own food container. No additional pots, pans or serving pieces needed!

**TURN SELECTOR TO "COLD";** makes delicious cold dishes, such as salads, cold soups, dips and spreads, in seconds!

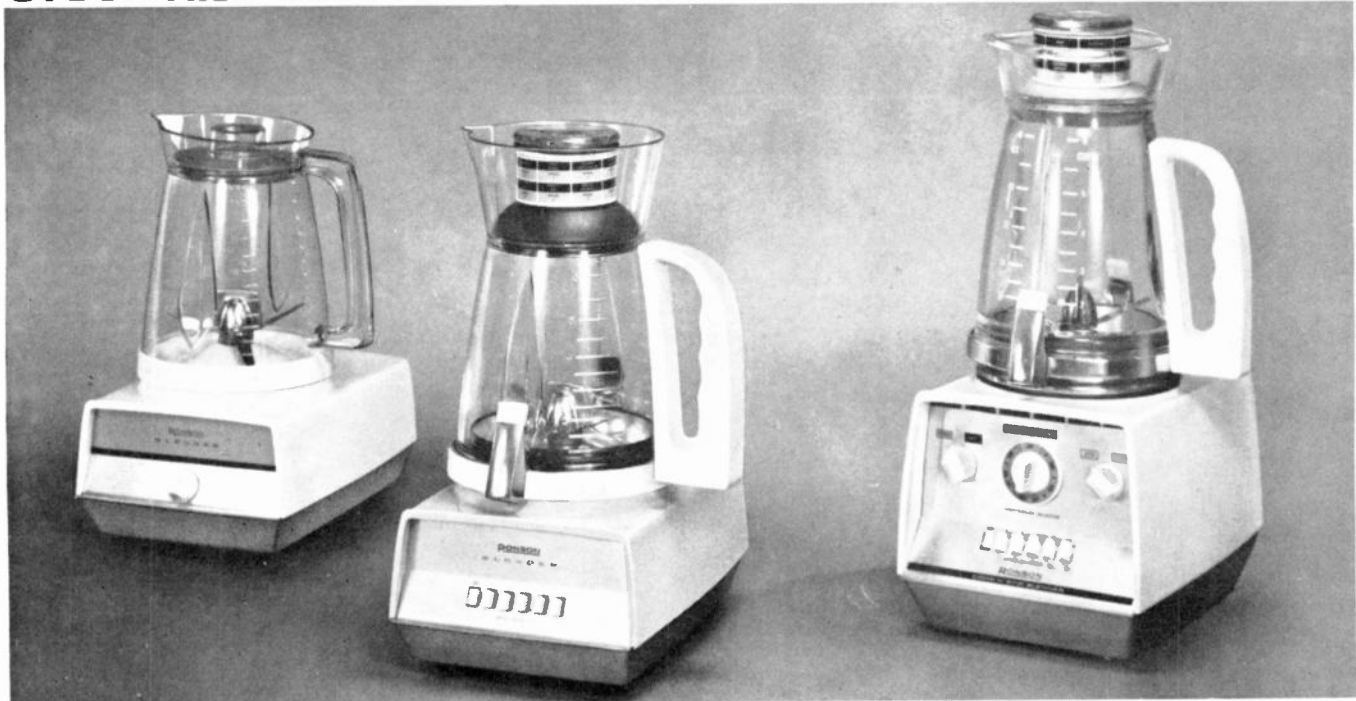
**TEN SEPARATE OPERATING SPEEDS,** five in "Blend" range, five in "Stir" range, give complete texture control!

**ALSO FEATURES:** Dual-purpose stopper . . . shows suggested blending speeds and has a 2 oz. measuring cup to add ingredients while blender is operating. Container doubles as handsome serving carafe. Large Recipe Book . . . includes scores of kitchen-tested recipes.

<p>Combination of:</p> <ul style="list-style-type: none"> <li>• REVOLUTIONARY, SELF-FEEDING, WIDE-BOTTOM FOOD CONTAINER DESIGN</li> <li>• POWERFUL MOTOR</li> <li>• EXTRA LARGE BLADES</li> </ul> <p>Assures faster, more uniform results, without need for spatulas, etc.!</p> 	<p>Takes whole fruits and vegetables without pre-slicing or pre-dicing!</p> 	<p>CRUSHES ICE whole trays full at a time, without attachments!</p> 	
<p>MAKES COOKED BABY FOODS from canned or fresh meats, fruits and vegetables at a fraction of the cost of commercially-prepared baby foods!</p> 	<p>EVEN MAKES POPCORN! Stirring while heating produces fluffier, more thoroughly-popped popcorn! BOILS AND WHIPS POTATOES fluffy in half the time!</p> 	<p>CHOPS, BLENDS AND COOKS raw meats, vegetables, etc. to make entire meals, such as stews, etc. without extra pots and pans.</p> 	<p>EASY TO CLEAN! Giant-capacity ovenware-glass carafe doubles as a serving piece . . . disassembles for easy cleaning and storage!</p> 

Step your customers up to the blender that cooks. Build new profits with this revolutionary new type of appliance. Perfect for demonstration!

## STOCK AND SELL THE COMPLETE LINE OF RONSON BLENDERS



**RONSON "CARAFE" 2-SPEED BLENDER**  
Famous Ronson features at a budget price, the greatest blender value ever!

**RONSON "DELUXE" 5-SPEED BLENDER**  
The first real advance in food blender design in 25 years!

**RONSON COOK 'N' STIR 10-SPEED BLENDER**  
The only blender that cooks while it blends!



Ronson Corp., 1 Ronson Road, Woodbridge, New Jersey. Also available in Canada


Name another 4-slice toaster that toasts light and dark at the same time!



Model D111

Don't try.

# Just see **TOASTMASTER**<sup>®</sup>

 Toastmaster invented automatic toasters... and Toastmaster invented the 4-slice toaster, too—a new peak of excellence. With separate controls for each set of slots, it toasts two slices light and two slices dark *at the same time*. Or, it toasts one or two slices without heating up the whole toaster. It's easy to sell customers on Toastmaster superiority. Just turn a handsome Toastmaster toaster upside down and look inside. You'll see workmanship as fine, materials as handsome, a finish as carefully crafted as on the outside case itself. You'll see rigid steel Bus bars instead of wires. You'll see special nickel-chromium heating elements on insulating mica plates. Inside... outside... Toastmaster toasters are made better to last longer. Fact is—you're not in the toaster business unless you're selling Toastmaster! For more information see your Toastmaster distributor soon.

Sell the line consumers are sold on...

## **TOASTMASTER**<sup>®</sup>

... where one good thing leads to another

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

TOASTMASTER DIVISION • MCGRAW-EDISON COMPANY • ELGIN, ILLINOIS



• **The Sovereign**

The most distinctive 2-slice toaster on the market. "Up front" controls on rich gold-color panel. Hinged crumb tray. **Model B112**

• **The Imperial**

Powermatic feature makes it easier than ever to make perfect toast. Completely automatic—special motor lowers bread. No levers to push. Color control dial. **Model B122**

• **The Princess**

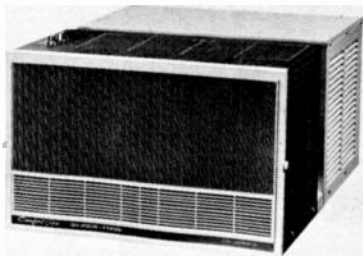
Has precision end-operated controls... toast lever, color control dial. Chrome-satin finish. Quality crafted for years of service. **Model B102**



# NEW products

## COMFORT-AIRE Room A/C

Three new "Super-Twin" models highlight the 23-model line of room air conditioners for 1966. These are: 115-volt, 11,000 BTU model WXA-111; 230/208-volt model WXA-133 (13,000/12,700 BTU) and 230/208-volt model WXA-163 (16,000/15,700 BTU). A new feature on all "Twin" models (including the three "Twins" introduced last year) is the addition of air exhaust. All "Twin" units have pushbutton controls, full range thermostat, and air direction



Comfort-Aire "Super-Twin" model

control. Cabinets are aluminum with the indoor section finished in walnut vinyl.

Included in the 1966 line is the "Power-Aire" series in four sizes ranging from 18,000 to 28,000 BTU. Also introduced is a new 7,500 BTU casement window unit for 115-volt operation in addition to restyled 6,000 BTU model.

Four models are equipped with electric heat for both heating and cooling, including one model in the "Super-Twin" series. *Heat Controller, Inc., Losey at Wellworth, Jackson, Mich. 49203.*

## FRIGIDAIRE Room A/C

Quiet operation and new type of automatic cooling (two-stage thermostat reduces fan speed when room temperature nears degree of cooling



Frigidaire 8,000 BTU model

selected or increases fan speed when room temperature rises above thermostat setting) are design keynotes of the 32-model line of 1966 room air



Kelvinator "Speedy Mount 4-8" model

## KELVINATOR Room A/C

An all-new "Speedy Mount 4-8" series has been added to the 1966 room air conditioner line, bringing the total number of series to five. New series features decorative wood grain control panel and front panel decoration. The five models range in capacities from 4,500 BTU to 7,500 BTU, operate on 115 volts, have mounting kit to fit windows 29 to 40 in.

Also new in the line are 12,000 BTU, 115-volt "Custom" model with

conditioners, including 20 window models and 12 through-the-wall models. Cooling capacities range from 4,000 to 24,000 BTU.

Two types of sound-deadening front panels are used in the units. One is plastic and finished in a gold metallic color. The other is vinyl bonded to steel, insulated and available in a walnut pattern or optional beige color. The vinyl-on-steel panels tilt down to reveal controls and washable air filter.

New to the 1966 line are a 115-volt, 10,000 BTU window, and a through-the-wall model which heats as well as cools at 15,000 BTU. All 1966 Frigidaire units carry one-year warranty on entire product, and four-year protection plan on refrigeration system, and guarantee on rated cooling capacity. *Frigidaire Div., General Motors Corp., Dayton, O.*

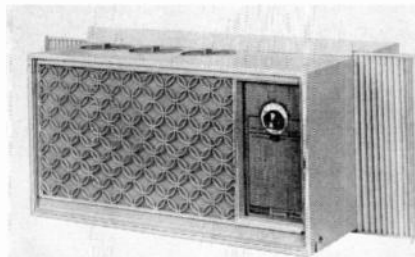
## AIRTEMP Room A/C

The 1966 room air conditioners are offered in the "Imperial," "Titan," "Custom," "Tempette," and "Casement" series with outputs ranging from 5,000 BTU in the "Tempette" series to 32,500 BTU in the "Titan" series. "Imperial" series of 10 models ranging from 6,500 BTU to 18,000 BTU features decorator fronts, with a "snap-in-snap-out" simulated black walnut and cherry vinyl-on-metal reversible panel. Cooling capacities range from 8,200 to 15,300 BTU in "Custom" series with geometric pattern return air grille and simulated fruitwood grain vinyl air door. This series has two cooling-only units and five heat pump models. There are six cooling-only models and one heat pump model in

slide-in, slide-out chassis, and a 34,000 BTU unit in the "Giant" series.

From the casement "Spacette" series to the "Giant" series, most units have adjustable louvers; nearly all of the line has units of heavy-gauge, rust-resistant zinc-clad steel. Most models have enclosed fan motors. Units feature dark beige cabinets with dark brown chassis assemblies. Wood grain control panel and front are new styling features in the "Custom" series. *Kelvinator Div., American Motors Corp., Detroit, Mich., 48232.*

cooling capacities from 18,500 to 32,500 BTU in the "Titan" series; controls in front permits flush mount installation. "Tempette" series comes



Airtemp "Tempette" series

in three cooling capacities: 5,000, 6,000 and 7,500 BTU. Cabinets are zinc coated and fabricated from heavily enameled steel. *Airtemp Div., Chrysler Corp., 1600 Webster St., Dayton, O. 45401.*

## ADMIRAL Room A/C

A new thermostatic control that automatically controls the fan as well as the compressor, and a new casement window unit highlight the 26-model line of room air conditioners for 1966. Cooling capacities range from 4,000 to 29,000 BTU.

Four series — the "Princess," "Coronet," "Royal," and "Imperial" — and the new casement model are in the line. The latter unit, model C606F9, will fit casement windows 15 to 16½ in. wide and, with an optional kit, fit standard sash type windows 17 to 40 in. wide. Unit has a squirrel cage fan.

Two "Royal Dual-Vane" models of 14,200 BTU and 18,000 BTU fea-

(Continued on page 50)



# ROBERTS CROSS FIELD "ROVING REPORTER" TAPE RECORDER \$299.95

Broadcast quality professional tape recorder. Battery or AC portable.

other models from **\$79.95**



## ROBERTS

5922 Bowcroft St., Los Angeles, Calif. 90016

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

## Makers Offer Dealers Variety Of Tape Recorder Sales Aids

There are many ways in which manufacturers help their dealers in acquainting customers with their products and in selling the units. Herewith are shown some of them: demonstration tapes, catalogs, counter and stand display pieces.

### Tape Recorder Display

Occupying only four feet of floor space, a new 7-ft. merchandiser can be easily set up to demonstrate



RCA tape recorder display

each of the seven new RCA Victor reel-to-reel and cartridge tape recorders. Storage space is provided in the bottom of the unit. RCA Sales Corp., Indianapolis, Ind.

### Tape Recording Accessories Center

Designed to promote the sale of tape recording accessories, a display stand offered Wollensak dealers by 3M Co. may be used as a free standing display or wall mounted. The unit, which occupies approximately 2 sq. ft. of floor space, is constructed of wood and metal. Microphones, stands, earphones, carrying cases and a variety of audio extension cables packaged in plastic bags and window display cartons may be displayed with the "Center."

"The Accessories Center provides the dealer with an organized method of displaying and selling accessories," said C. J. Andrews, advertising manager for Wollensak recording products. "Proper display of a wide variety of accessories is particularly important during the initial sale of a recorder when the customer is most receptive to the purchase of related items."

The unit also is designed as a self-selling display for the impulse shopper, Andrews said. Simplified re-



Wollensak accessories center

stocking provisions make it an easy unit for any size dealer to handle. For further information contact your local Wollensak sales representative or write: 3M Co., Dept. N6-7, 2501 Hudson Rd., St. Paul, Minn. 55119.

### Tape Recorder Display

"Easy way to write letters" is the theme of the "Tape-Twins" promotion, featuring Craig's TR-404



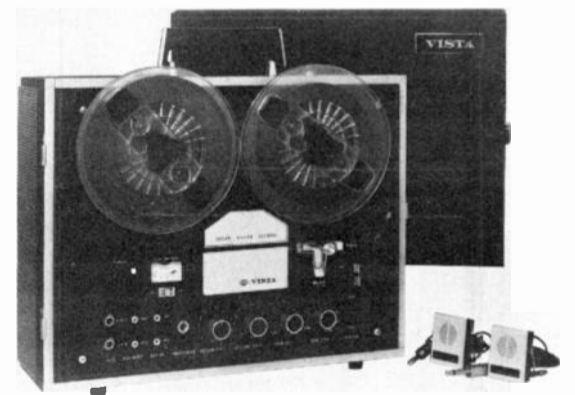
Craig "voice letters" promotion

"Electronic Notebooks." Elements in the dealer promotion include carry-all carton with two of the individually packed recorders, microphone, earphone and batteries for each, counter card, window banner, as well as ad mats promoting the "voice letters" theme. Dept. 220, Craig Panorama, Inc., 3412 S. La-Cienega Blvd., Los Angeles, Cal. 90016.

### Demonstration Tapes

Point-of-purchase demonstration tapes calling attention to outstanding features of Craig Panorama's "Vista 910" stereo tape recorder, "Vista 212" battery-operated unit and "Vista 525" an a-c-operated unit are now included with all of these models, according to Burt Deverich, vice president, Craig Panorama, Inc.

Less than one minute in duration, the demo tapes point up the new simplified single "T" function control for play/record, rewind and fast forward incorporated in all three units, and automatic level con-



DEMONSTRATION TAPES come with Craig Panorama's "Vista 910" solid state unit and two other new tape recorders.

control for the "Vista 212" and "Vista 525."

Also included are several extra feet of blank tape, so prospects can involve themselves in self-demonstrations of ease and versatility in performance of the solid state two-speed tape recorders. For further information, write: Dept. 263, Craig Panorama, Inc., 2302 E. 15th St., Los Angeles, Cal. 90021.

(Continued on page 48)

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

## 1966

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

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

March 1-3: **Fourth Electric Heating and Comfort Conditioning Systems**

**Exposition**, National Electrical Mfrs. Ass'n, Washington-Hilton Hotel, Washington, D. C.

March 9-13: **American Institute of Kitchen Dealers Annual Convention**, Hotel Statler-Hilton, New York City.

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

May 26-27: **American Home Laundry Mfrs. Ass'n Annual Meeting**, Broadmoor Hotel, Colorado Springs, Colo.

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

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

July 11-15: **National Housewares Mfrs. Ass'n National Housewares Exhibit**, McCormick Place, Chicago.

### 22 NHMA Members Take Part In "Operation Cologne"

Proctor-Silex Corp., Philadelphia, Pa.; Rival Mfg. Co., Kansas City, Mo.; and Re-Ly-On Metal Products, Inc., Brooklyn, N. Y., are among the 22 manufacturers, representing the broad spectrum of American housewares products, who will participate in "Operation Cologne," first joint exhibition of American housewares in

a major European trade fair, according to an announcement by Dolph Zapfel, managing director, National Housewares Mfrs. Ass'n.

Sponsored by NHMA in co-operation with the U. S. Department of Commerce, the industry-wide housewares display will be held at the International Household Goods and Hardware Fair in Cologne, Germany, March 3-6.

"More than 60,000 trade visitors from 65 countries attend the Cologne Fair, Europe's leading housewares and hardware show," said Zapfel. "And they will see the greatest thing our industry has to sell in Europe. American leadership in flair, fashion, packaging, merchandising and ingenuity."

### For Further Information Contact These Norelco Manufacturer's Representatives

#### East

Jerry Merican  
415 Catalpa Ave.  
No. Plainfield, N. J.  
Phone: 201-224-6076

The Newhope Corp.  
6 E. 39th St.  
New York, N. Y.  
Phone: 212-LE 2-7372

Paston Hunter Co. Inc.  
Box 129, Dewitt Station  
Syracuse, N. Y.  
Phone: 315-GI 6-2180

Michael Scott Co. Inc.  
336 Washington St.  
Wellesley Hills, Mass.  
Phone: 617-CE 5-0102

#### Central

T. B. Allen & Assoc.  
4810 Excelsior Blvd.  
Minneapolis, Minn.  
Phone: 612-WA 6-3861

Fishman Associates  
2060 E. 54th St.  
Indianapolis, Ind.  
Phone: 317-CL 1-2401

The Earl Goetze Co.  
4150 Laclede Ave.  
St. Louis, Mo.  
Phone: 314-JE 5-6643

The Earl Goetze Co.  
2836 Main St.  
Kansas City, Mo.  
Phone: 816-PL 3-2030

J. B. Parent Co.  
5157 Evergreen Drive  
North Olmsted, Ohio  
Phone: 216-777-5520

Shalco, Inc.  
23525 Woodward Ave.  
Ferndale, Mich.  
Phone: 313-LI 7-4771

Shalco, Inc.  
5364 Kimball Ave. S.E.  
Grand Rapids, Mich.  
Phone: 616-245-8762

Roy F. Trauger & Co.  
5320 N. Kedzie Ave.  
Chicago, Ill.  
Phone: 312-JU 3-1122

#### South

Sam Little Co.  
2396 Connally Drive  
P. O. Box 308  
East Point, Ga.  
Phone: 404-761-5353

Lund & Co.  
2215 N. Olive St.  
Dallas, Texas  
Phone: 214-RI 8-8839

Winfield Electronic Sales  
666 N.E. 125th St.  
North Miami, Fla.  
Phone: 305-PL 1-5566

#### West

M. James Butler & Assoc.  
23314 Crenshaw Blvd.  
Suite #5  
Torrance, Calif.  
Phone: 213-325-9802

Richard Legg Co.  
2035 S.W. 58th Ave.  
Portland, Ore.  
Phone: 503-222-1353

Mel Pearson & Co.  
1860 S. Acoma St.  
Denver, Colorado  
Phone: 303-SP 7-7878

Mel Pearson Co.  
c/o Harvey Durrant  
288 Canyon Road  
Salt Lake City, Utah  
Phone: 801-EM 4-7524

Wm. J. Purdy Agents  
312 7th St.  
San Francisco, Calif.  
Phone: 415-UN 3-3300



Here's one tape system that's bound to record all sorts of record profits for you: the Norelco Carry-Corder® Car-Mount™. It's the *only* car tape system that plays *and records* in the car or out. The only system that lets your customer take his own favorite home-recorded tapes on the road with him.

You can install the Norelco Carry-Corder Car-Mount quickly and easily. After that, it slips in or out of its mount in seconds. Handy snap-in cartridges play for one hour. And it picks up no static or interference from the car's ignition.

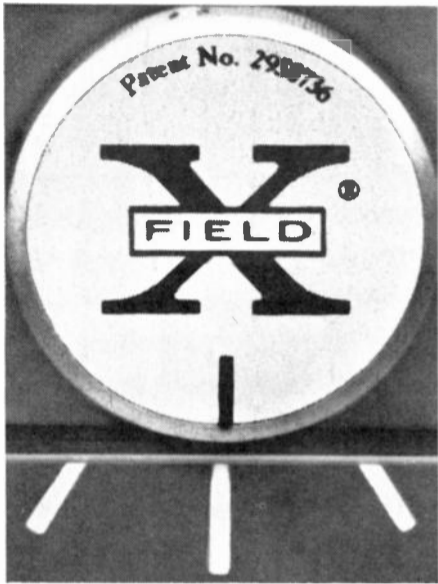
To help get customers into *your* store, Norelco is running a national Carry-Corder Car-Mount advertising campaign with emphasis on close-to-home ads that feature local dealers' names and addresses. Norelco dealers also get free literature, ad mats, and full co-op advertising support.

If you're not a Norelco dealer now, but would like to get in on the hottest thing in car tape systems, contact your nearest Norelco representative today, or write direct to North American Philips Company, Inc., High Fidelity Products Department, 100 East 42nd Street, New York, New York 10017.



The Carry-Corder is a complete portable tape recording system that includes Carry-Corder, carrying case, patchcord, microphone with pouch, 4 tape cartridges and tape mailers.

# THIS IS CROSS FIELD!



## EXCLUSIVE from ROBERTS TAPE RECORDERS

Cross Field plays the new LP Stereo speed of tomorrow 1 7/8 ips, as well as all conventional speeds. It helps you sell the full Roberts line.

Roberts Tape Recorders from **\$79.95**



### ROBERTS

5922 Bowcroft St., Los Angeles, Calif. 90016

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



## Clipping

the retail ADS

A collection of retail ads and highlights of ads that are being used by appliance-home electronics dealers across the country.

**Headline:** "This Is A Survey Ad." The full-page ad by Dunlap's, Lubbock, Tex., explains: "This is a series of test ads to evaluate the effectiveness of our newspaper advertising. Each item is greatly reduced in price, so that any customer who does read this newspaper and needs

that particular item will respond. In order for us to accurately tabulate this survey, please identify your choice by number." Sixteen different appliances or TV sets are featured in the ad. Each is described in a box that is headed "Survey Item 1, Survey Item 2," etc.

**Headline:** "Jack Boring's his and hers sale" heralded a full-page ad in *The Kansas City Star*. The ad then explained that with the purchase of a 30-inch double-oven gas range for "her", "his" reward "free of extra

cost" would be a gas outdoor grill. The ad advised that hundreds of the grills had sold for \$84.50. Free normal installation of the grill was promised.

**Headline:** "Kitchen cornered by a left-hand block? You need a Norge left-hand refrigerator!" This special situation ad run by Paulsen & Gates,

Central Point, Ore., featured two left-hand door refrigerator-freezers. Copy noted that these models also were available with right hand doors.

**Headline:** "DeVeaux's Best Buys," proclaims this ad by DeVeaux Television and Appliance, Toledo, O., in behalf of several categories of ap-

pliances and brown goods. In upper right-hand corner, a UHF antenna is offered free with the purchase of any black-and-white or color TV set.

Below this, a free, 2-year supply of Tide is offered with the purchase of an automatic washer. Copy block at left denotes drawing for electric dryer to be held during firm's "Best Buys Days."

**Headline:** "Arise! . . . Join The No-Defrost Revolution" exhorts a full-page ad run by Winkler's Appliance & TV Co., St. Paul, Minn. Actually the headline is fragmented, with the word "ARISE!" appearing by itself at the top of the ad above a line drawing of cannon firing a projectile into a block of ice that encases a refrigerator. "Join The No-Defrost Revolution" appears enclosed in a

(Continued on page 49)

## Do yourself a favor—start exporting.

## You'll be doing your country a favor, too.

There's money in exporting. Who knows—it could even double your business.\*

How does it help your country? Simple. The more we export, the better we'll be able to reduce our balance-of-payments deficit. For really helpful information on world markets and how to break into them, just pick up the phone and call your local office of the U.S. Dept. of Commerce.

\*It happened to one of America's largest chemical companies. And there are dozens of others—large and small—that have been just as successful abroad. Case histories on request from U.S. Dept. of Commerce, Washington, D.C.



Published as a public service in co-operation with The Advertising Council and the Department of Commerce.

WE ALWAYS SAID  
IF WE COULD MAKE  
A BETTER CORDLESS  
PHONOGRAPH FOR  
\$39.95 THAN OUR  
AG 4000, WE WOULD

SO WE DID!



We call it our new AG 4100 Cordless Phonograph. It's 100% transistorized with solid state circuitry . . . it plays all records, sizes and speeds —monaural and stereo—indoors and out . . . it weighs less than 5 lbs. . . . and it comes complete with diamond stereo cartridge and needle; 4" ticonal speaker; automatic shut-off; balanced turntable; and break resistant case. That's right. Just like the "old" AG 4000. But that's where the resemblance ends!

- We've made the new AG 4100 Cordless Phonograph AC adaptable!
- We've improved the sound by deepening the speaker lid!
- We've reduced flutter by increasing the turntable mass almost 40%!
- We've simplified the 3-speed drive mechanism to eliminate the almost non-existent service problem!
- And we've done wonders with the overall styling!

The result? Mercury's new (and better) AG 4100 Cordless Phonograph. Still only \$39.95. And, if you're a Mercury dealer, the best thing to ever happen to your phonograph sales! In fact, we can show you how to sell the AG 4100 for only \$29.95 and still make a big profit. Write or call today for complete information!



**AG 4230:** Portable stereo hi-fi; solid teak-wood cabinet and speakers; solid state amplifier; auto-manipulator. **\$229.95**



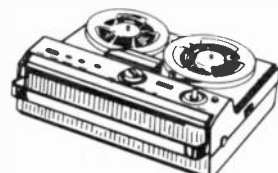
**RP 6000:** 100% transistorized cordless radio-phonograph; solid state circuitry; 6" speaker; flip-over sapphire stylus. **\$49.95**



**AG 4126:** Cordless; 100% transistorized; big 7" ticonal speaker; diamond and sapphire stylus; 8 lbs.; AC adaptable. **NOW \$49.95**



**TR 3300:** Cordless, 100% transistorized; 2-speeds; capstan drive; 1/2 track recording; 3 1/4" reel; AC adaptable. **NOW \$39.95**



**TR 3500:** Cordless; dual motors in capstan drive; 2-speeds; 1/2 track recording; 100% transistorized; 5" reel; AC adaptable. **NOW \$59.95**



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

# MERCURY

MERCURY RECORD CORPORATION • HOME ENTERTAINMENT DIVISION • 35 EAST WACKER DRIVE • CHICAGO 60601

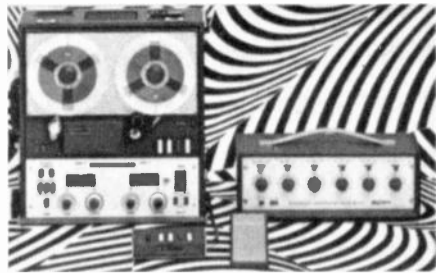
## Tape recorder . . .

(Continued from page 44)

### Tape Recorder Catalog

"Op Art" is IN. And the catalog of Sony/Superscope's 1966 line of tape recorders for dealers and consumers is done in "Op Art" — that newest of forms, beyond non-objectivity, beyond "pop art."

Op is made of herringbone V's, of flowing waves, exuberant squiggles, and checkerboards whose squares shrink and expand, of mazes that swirl and lines that suddenly seem



Sony "op art" illustration

to pull themselves in. Op is an art of vibrant and vibrating patterns that come alive.

"We went to op," said Andre Anastasion, creative director of Superscope's ad agency, Audio Advertising Associates, "because we sought a

contemporary expression to communicate the ultra-contemporary line Sony is offering this year."

Catalog lists 14 recorders, 13 mikes, three types of recording tape, and other assorted accessories. Write: *Superscope, Inc., 8150 Vineland, Sun Valley, Cal.*

### Tape Recorder Display

New tape recorder display #4005 is a sturdy steel stand which revolves on ball bearings and holds two small Concord "Sound Cameras" on one side, a dual-powered Concord 320 on the other. Folders and full line catalogs fit into end compartments. The 9-lb. unit measures 17 in. wide

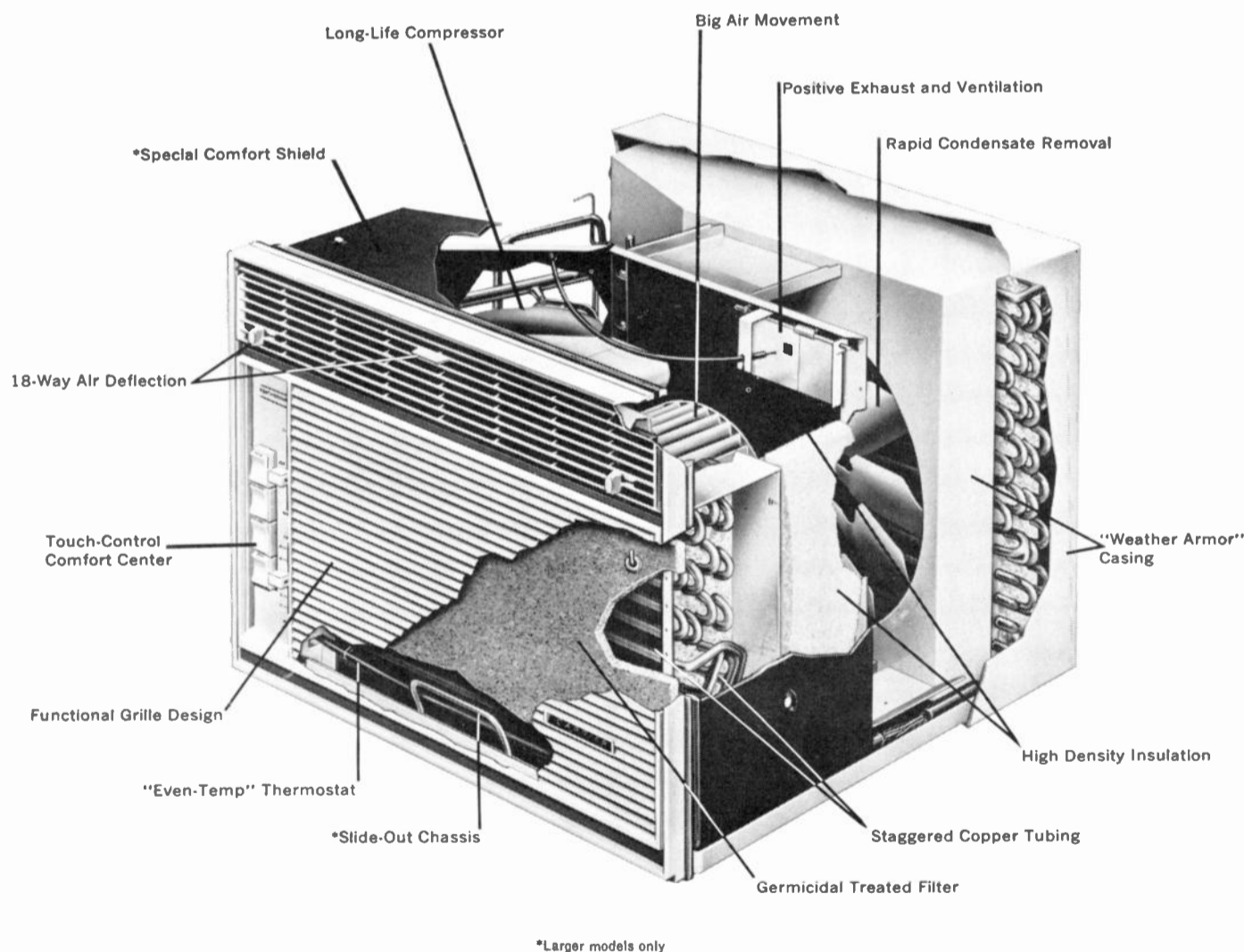


Concord tape recorder display

x 17 in. long x 17 in. high, including top sign. The unit, it's said, ends pilferage problems while permitting customers to operate the models on display. Write: *Marketing Manager, Concord Electronics Corp., 1935 Armacost Ave., Los Angeles, Cal.*

# Carrier 1966 Room Air Conditioners are built to be demonstrated

Look at all the features that make Carrier the brand to buy and sell in 1966!



\*Larger models only

Any way you look at them, you can demonstrate the superiority of the 1966 line of Carrier Room Air Conditioners.

There's a model to suit every prospect—25 in all, from 5500 to 22,500

Btu's, NEMA Certified, including heat pumps, "do-it-yourself," in-the-window and thru-the-wall. Plus handsome Decorator Panels.

Plus preseason incentives to you for buying early—and preseason traf-

fic-builder and sales-closer promotions to help you sell early.

So order now. Your Carrier Distributor, listed in the Yellow Pages, will be glad to show you why Carrier is the brand to *buy* and *sell* in '66.

### Tape Recorder Exposure

One of the subtler ways in which manufacturers help their dealers sell units is by the use of their products in motion pictures and TV shows. Here, Paul Drake, private detective and Perry Mason's cohort on the long-running CBS "Perry Mason Show," helps solve "The Case of the Laughing Lady" with the aid of a



Sony 260 tape recorder. In this scene, Drake (William Hopper in real life) is taping dialogue at a distant cocktail party — picked up by a "bugged" olive in a martini. Both the Sony models 260 and 102 were used extensively in the "Laughing Lady" segment.

### Your "Living Legacy" On Tape Recording

Dealers selling tape recorders may be interested in using as a premium a new publication entitled "A Living Legacy" on "how to make a tape recording of your life story." Written in script form, the book shows how, by following certain steps, a person can make notes and outlines to follow in talking for recording about his own past and family history.

In 12 steps, the author breaks down the major segments of a lifetime and by posing questions brings out the basic happenings as they occur. By then jotting down the key information such as dates and places, a person can use these as memory stimulators and talk about the past in the privacy of his home or office. A special section is devoted to the history of businesses, careers, professional work, whatever the main undertaking of a lifetime may be.

Complimentary copies of "A Living Legacy" are available to those interested in using them as business premiums. For information write: *Lester C. Worden, 10455 Ashton Ave., West Los Angeles 24, Cal.*

**Carrier Air Conditioning Company**

More people put their confidence in Carrier air conditioning than in any other make



**Retail ads . . .**

(Continued from page 46)

box at the bottom of the ad. Accompanying copy states, "End messy refrigerator and freezer defrosting forever! Gain the confidence of having both refrigerator and freezer at

**ARISE!**

• FREE DELIVERY  
• 30 DOWN PAYMENT  
• 36 MONTHS TO PAY  
• 50 DAYS CASH TERMS  
• ON THE SPOT FINANCING  
• TELEPHONE ORDERS ACCEPTED  
• PRICE IS EVER LESS WITH TIME

ALL MODELS IN STOCK READY FOR IMMEDIATE DELIVERY

FORGET DEFROSTING!  
Fresh Food above—Frozen Food below  
And a place to prepare it...right in the middle!

AMERICANA  
NEW GIANT 16 Cu. Ft. Capacity  
CHOOSE FROM THE MANY GENERAL ELECTRIC FROST-FREE REFRIGERATORS MODELS PRICED AS LOW AS \$238.00

JOIN THE NO-DEFROST REVOLUTION

End messy refrigerator and freezer defrosting forever! Gain the convenience of having both refrigerator and freezer in your kitchen! Join the saving in No-Frost Refrigerator Freezer Combinations...and save during the No-Defrost Revolution June 21 thru July 31!

your finger tips! Join the swing to no-frost refrigerator-freezer combinations . . . and save during the No-Defrost Revolution . . .

**HEADLINE:** "Daring Daylight Robbery," is the headline of the *Courtesy Store, Spokane, Wash.*, whose ad takes up a whole page and is a reproduction of a newspaper front page. Copy continues: "Courtesy Boys Rob General Electric Warehouse in Seattle"

buy what you need with no cash down  
Extended Terms—No Payments 'til Jan.!

**Courtesy Reports** STARTS MONDAY 9 A.M.

**DARING DAYLIGHT ROBBERY**

"Courtesy Boys" Rob General Electric Warehouse in Seattle: Flee With Loot  
WANTED FOR QUESTIONING "Big Jim" Cathart  
Masterminds Raid  
Hand Includes Over 100 Pcs. of G.E. Merchandise

SALE STARTS 9 A.M. PROMPTLY  
**WE ROBBED G.E. NOW YOU ROB US!**

12" Black & White TV	12" Portable TV	12" Portable TV	General Electric Stoves
\$179	\$99	\$129	\$117
General Electric Stoves	General Electric Stoves	Home Area Freezers & Ice Makers	400-Pk. Radio
\$179	\$267	\$418	\$249
12" Portable TV	G.E. High Speed Driv	G.E. High Speed Driv	400-Lb. FREEZER!
\$169	\$129	\$110	\$226
12" Portable TV	12" Portable TV	12" Portable TV	12" Portable TV
\$129	\$129	\$129	\$129

**Courtesy**

tle: Flee With Loot." Following are pictures of the "Boys" and two columns describing their robbery. The latter half of the page is devoted to prices and savings along with descriptions and some pictures. Courtesy sells both brown and white goods.

**HEADLINE:** "Appreciation Sale! We are giving away FREE 2000 orchids! Each Lady Who Comes Into Our Store Today Receives A Free Orchid In Appreciation For Making Our Grand Opening A Great Success!" The offer is followed by, "This weeks special" (a Philco Refrigerator

**APPRECIATION Sale!**

We are giving away . . .  
**FREE 2000 ORCHIDS!**

In Appreciation  
Each Lady Who Comes Into Our Store Today Receives A Free Orchid In Appreciation For Making Our Grand Opening A Great Success!

**THIS WEEK'S SPECIAL**  
**PHILCO**  
NO-FROST 14 Cu. Ft. REFRIGERATOR-FREEZER  
**\$249<sup>95</sup>**

NO MONEY DOWN  
SAME DATES  
NO PAYMENTS 'TIL JAN.

**THE DOWD BOYS**  
APPLIANCE & COLOR TV CENTER  
48th of Pecos • In the Cheffee Park Shopping Center

tor). A picture is included in the ad as well as beneficial points and price. **Dowd Boys, Denver, Colo.**

**HEADLINE:** "a closer look" begins this ad by **ZCMI Appliance Center, Salt Lake City**, and which is strategically placed in the lower left hand corner of the page. Copy continues with a description, "this handsome RCA Victor Pinafore at ZCMI Appliance Center will reveal that this deluxe quality 'take along' is truly 'THE PICK OF THE PORTABLES'." In the upper left hand corner is a very small picture of an RCA Pinafore portable. We are

**a closer look**

RCA VICTOR "PINAFORE"  
**\$159<sup>95</sup>**

Budget Terms: \$6.75 Per Month  
\$75 Charge at "W" Delivery

**ZCMI**  
APPLIANCE CENTER

urged at the end of the ad to "come in for a closer look."

**OLYMPIC TV-ON-THE-GO!**

three new 12" \* solid state portables with extra profit step-up features!



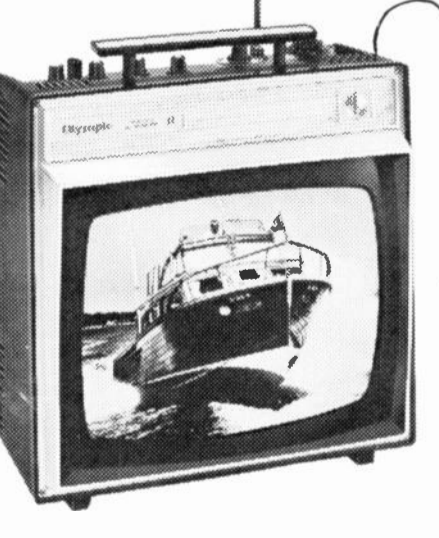
**\$129<sup>95</sup>**  
suggested retail price, Model 3P48 (Gray)

- Transistorized . . . heat-free, trouble-free
- Plays on AC or optional 12V battery pack
- Plugs into car or boat cigarette lighter with optional 10-ft. cord
- 12" \* family-size picture . . . yet light, compact
- Instant, automatic picture and sound
- 110° aluminized tube, 14,000V power
- Built in UHF, VHF antennas . . . safety switch prevents overload if outdoor antenna is used



**\$134<sup>95</sup>**  
suggested retail price, Model 3P48 (Princess White)

- All features of Model 3P48 above
- Adds special deluxe Princess White finish, preferred for many decors in bedrooms, kitchens, doctor's office, etc.



**\$139<sup>95</sup>**  
suggested retail price, Model 3P49 (Ebony, Wheat, Turquoise or Coral with Oyster White accents)

- Adds 10-ft. cord for play from car or boat cigarette lighters (12V)
- Adds private earphone with plug-in cord
- Adds choice of four 2-color finishes
- Adds matching snap-on plastic Port-O-Cover for travel protection.

**OPTIONAL, EXTRA: EXIDE 12V BATTERY & RECHARGER**

Pack includes battery, built-in recharger and handsome carry case. Recharges on AC, even while set is playing, to give 1000 battery hours!

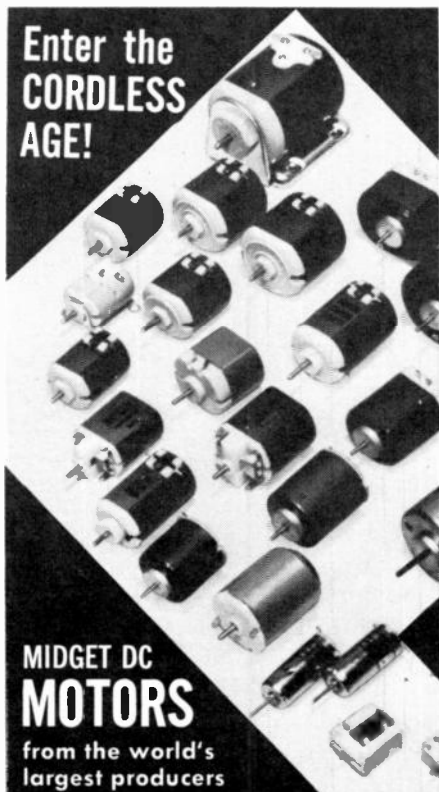
Call your Olympic distributor now . . . sell "TV-on-the-Go"!

**ISI / Olympic**

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

★ PRODUCE OR PERFORMANCE DEFECTIVE  
★ Good Housekeeping GUARANTEE  
★ REPLACEMENT OR REFUND TO CONSUMER

**Enter the CORDLESS AGE!**




**MIDGET DC MOTORS**  
from the world's largest producers

OVER 80 TYPES AVAILABLE, FROM 1.5 to 16 VOLTS. ALL QUALITY-CONTROLLED FOR HUNDREDS OF APPLICATIONS. GUARANTEED RELIABLE DELIVERY. ALL PAPER WORK DONE IN U.S.A. WE DO A LOT MORE THAN THE OTHER FELLOWS. THAT'S WHY WE'RE No. 1. YOUR FIRST ORDER WILL CONVINCE YOU.

MFGRS. SEND FOR FREE SAMPLES & CATALOG.

WRITE to: IRWIN POLK  
**MABUCHI Motors**  
314 FIFTH AVE., N. Y., N. Y. 10001  
PHONE or WIRE COLLECT: 212-279-9035  
W.U. FAX: GVF, CABLE: POLKSMOD, TELEX: 22-4865



## NEW products

(Continued from page 43)

ture a front grille designed to direct fresh, dry cooled air upward. A "living hinge" grille behind the front of the unit allows conditioned air to get to the left, right or center.

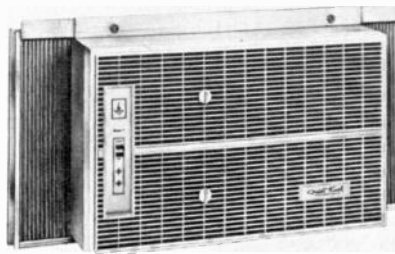
Many units have a walnut-grained finish hinged panel — the "Arctic Window" — which may be opened to provide maximum air intake and cooling. When closed, it is flush with the window sash and draperies. *Admiral Corp., 3800 Cortland St., Chicago, Ill. 60647.*

### QUIET KOOL Room A/C

A new "Super Kom-Pact" series consisting of two 5,000 BTU units, starting with a suggested retail price of \$99.95; a 6,000 and a 7,500 BTU model, priced at \$129.95 and \$159.95 respectively, has been introduced as part of the 28-model line of 1966 room air conditioners. New series features instant installation system, slide-out permanent filter, pushbutton controls, and (on all models but 5K7ZN) thermostat, two-speed fan motor, two air direction wheels, and protective aluminum air grille.

Line also includes five models in the "E-Z Mount" series ranging from

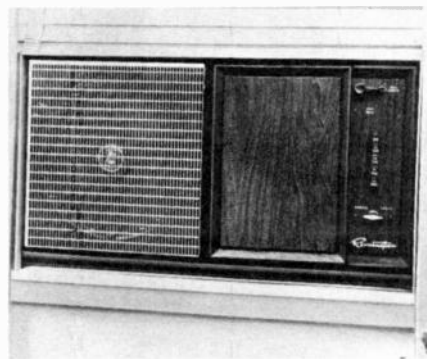
6,200 to 12,000 BTU; four models in "Giant Capacity" series ranging from 11,000 to 17,000 BTU; three models in the "Super Dynamic" series ranging from 20,000 to 24,000 BTU; two "Kool Mate" models at 5,500 BTU and 7,400 BTU; and nine models in the "Multi-Mount" series ranging from 6,200 to 17,000 BTU. *Quiet Kool Div., Emerson Radio, Inc., 680 Fifth Ave., New York, N. Y. 10019.*



Quiet Kool model K57ZN

### REMINGTON Room A/C

New Remington air conditioners have decorative front panels made of "Cycloc ABS" thermoplastic with handsome wood grain finish provided by cap sheet of the same material. "Powerhouse" units, priced in the



Remington "Powerhouse" model

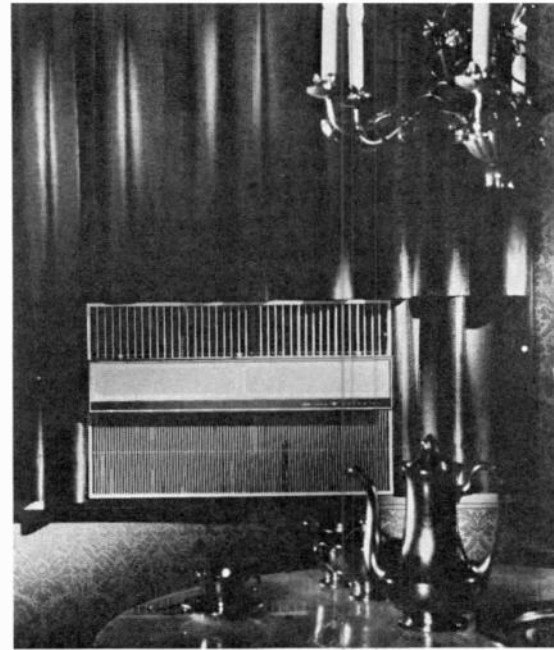
\$350 range, have capacities of 13,500 and 16,000 BTU. The "Vanguard II" is available in three models with outputs of 6,000, 8,700 and 10,000 BTU. *Remington Air Conditioning Div., The Singer Co., Auburn, N. Y.*

### NORGE Room A/C

The 1966 air conditioner line is adding an ash-blond wood front, offering dealers stick-on wood-finish vinyl panels, and extending the BTU capacity to 33,000, model D-98. The blond wood front will be available on 9 models. Stick-on panels also will be available in blond, maple and walnut finishes for five 115-volt models ranging from 5,100 to 8,000 BTU. New are the "window-slot" models, 5,800, and 9,000 BTU whose condensed fans are outside. They are installed by placing the unit on the window sill, pulling the window down to the unit, and cutting rubber fillers to size. They are equipped with the "furniture fashioned" look. Also new are advertising specials in 14,000 and 18,000 BTU. *Norge Div., Borg-Warner, Chicago, Ill.*

### HOTPOINT Room A/C

Antique white finish with scored trim panel are features of the "Provincial," one of the firm's "American



Hotpoint "Provincial"

Group." The "Provincial," designed to blend with provincial furniture style, comes in two models one at 10,600 BTU, one at 15,000 BTU. It has permanent removable air filter, eight-position thermostat, and cabinet and all steel parts are galvanized and "Rust-Guardian" finished. "G" models in this group range up to a 29,000 BTU model, biggest capacity Hotpoint has ever made.

Line also includes three "U-Mount" (split by the window) models at 5,800, 7,800, and 9,000 BTU, plus three bedroom units: a one fan speed model at 5,000 BTU, a two fan speed model at 5,000 BTU, and a 6,000 BTU unit. *Hotpoint, a division of General Electric Co., 5600 W. Taylor St., Chicago, Ill. 60644.*

### PANASONIC VTR

The "Tape-A-Vision" home video tape recorder records and plays back TV programs and the "Tape-A-Vision" camera tapes and immediately plays back "home" movies. Using 1/2-in. tape and a 2 rotary head recording system, unit operates on a tape speed of 12 i.p.s. Feature of unit is "auto-clean," pushbutton that automatically cleans the head, keeps



Panasonic "Tape-A-Vision"

it in perfect operating condition at all times. Unit also features a tape audio erasure and re-recording, so inserts may be quickly and easily made. Reference counter provides fast, easy location of any part of recording tape. Unit is said to be as easy to operate as an audio tape recorder. Delivery of unit will start in March. *Matsushita Electric Corp. of America, Pan Am. Bldg., 200 Park Ave., New York, N. Y. 10017.*

# COLLECT

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**MAYFAIR Tape Recorder**

Model 1602 is a new four-transistor solid state tape recorder said to be precision engineered for trouble-free use. Compact unit, 10¼ in. x 2¼ in., features contemporary design, carrying handle, a single selector knob and crystal type mike. Price, \$16.95. *Artic Import Co., 1024 W. Randolph, Chicago, Ill.*

**HOOVER Fry Pan**

Model 8640 is a new Teflon-coated electric fry pan, available in three versions. Basically, the pan is the same unit in all three models, one with a stainless steel liner and the



*Hoover fry pan model 8640*

third, an all-aluminum model. The pan measures 12 in. square and is 1¾ in. deep, plus a cover that is 3¼ in. high. It comes with an all-purpose spatula, and has an easy-to-read temperature guide on the handle. A 1,200-watt heating element is built into the pan and sealed against moisture. Signal light shows when set

temperature is reached; temperatures never rise above selected settings. *Hoover Co., North Canton, O.*

**GE Refrigerator-Freezer**

GE has introduced a new side-by-side, no-frost refrigerator-freezer, the "Foodcenter 21," which is less than 36. in wide with 20.5 cu. ft. of refrigerated food storage space. The unit, 65 in. high, fits under standard 15-in. wall cabinets.

The full-length, zero-degree freezer (7.85 cu. ft.) can store up to 275 lbs. of frozen food, has four cabinet shelves, one adjustable, and a slide-out wire basket at bottom. Also, it

has an "Auto-Fill" icemaker and a "Jet Freeze" ice compartment. Freezer door has full-width shelves and an eight-can juice dispenser.

Fresh food section (12.68 cu. ft.) has five cabinet shelves, one adjustable and two slide-out. Covered meat pan, porcelain enamel vegetable bin and wire fruit basket also slide out. Door has five full-width shelves (a deep one for ½-gal. milk cartons and tall bottles, and one that holds removable egg container). The separate cheese keeper and butter conditioner with temperature control have sliding doors.

Both sections have automatic interior lighting, magnetic gasket safety doors, and protective door stops. Unit



*GE "Foodcenter 21"*

comes in the new shaded avocado finish, coppertone, yellow, turquoise, and white. *General Electric Co., Louisville, Ky.*

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# The Balance Sheet

by JACK ADAMS



## The New Look At GE-Hotpoint

**D**ave Dance commands a great deal of attention among appliance dealers these days.

A former dealer himself, he has just taken over a newly-created job that it would seem could have great impact on the course of the industry at retail. The job: vice president and general manager of a new major appliance and Hotpoint division for General Electric Co.

The appliance industry is one which is seldom without rumors. Most times these rumors are concerned with either the very big or the small companies in the business.

Since GE is a tremendous factor in appliances and brown goods, and since Hotpoint's relationship to its parent company has changed considerably in the past 10 years, it is only logical that any further seeming change in the chain of command should start the rumor mills whirling at a furious pace.

Whirl they have, and that is why late last month we hied ourself to Louisville for a chat with W. D. "Dave" Dance.

In our conversation he minimized the actual structural changes in the new organization. He emphasized that General Electric and Hotpoint will continue to have two separate distribution sales operations. Internally GE and Hotpoint will share developments and ideas that originate in either of the two operations.

The two operations will also share certain services or facilities to effect efficiencies in their overall business. For example, there will be one financial operation for the whole business.

Prior to the new alignment there were separate computer setups in Louisville and Chicago. Now there will be but one, though at the moment, Dave Dance is not certain where it will be located. "We may even sell computer services to outside sources," he says.

"We are trying to get the costs out of the system so the dealer can continue to grow and prosper in the market place," he continues.

Dave Dance points to the still present revolution at the retail level, the growth of the market, the shrinking number of independent retailers, the spreading tentacles of chains and other large organizations as creating problems that can best be met with a realignment such as GE has undertaken.

He feels many people have paid too much attention to statements about declining share of the consumer dollar and have overlooked the tremendous growth in unit sales achieved by the appliance industry in recent years.

"When you have a growth such as this, you can run into problems with quality, distribution, capacity," Dance points out. "You look down the road and ask yourself what's going to happen at retail, and you decide you should take a look at your total business as a single entity."

In so doing, Dance indicates, a company stands a better chance of solving production and distribution problems, and under such an arrangement one man can best evaluate them.

What about rumors pertaining to Hotpoint and private label and Hotpoint and builder sales? the general manager was asked.

"We intend to continue to aggressively promote growth of the Hotpoint brand through our dealers," Dave Dance replied.

Referring to the Penncrest line of major appliances which Hotpoint has been producing for J. C. Penney Co., Dance noted that Hotpoint had taken out "an insurance policy."

"This gave us an opportunity to learn about this part of the business . . ."

"We have no master plan for private label business . . ."

"We don't know whether we would like to see our private label business increase or not."

Concerning builder sales: "Both GE and Hotpoint will continue to be active in the builder side of the business."

And to those who wonder whether the Hotpoint brand name may disappear from the market place, Dave Dance points out, "GE never did recover the share of the TV market accounted for by Hotpoint, after the Hotpoint television line was dropped."

In summation he says, "We can't replace Hotpoint business with General Electric or vice versa."

At one time, the interviewer pointed out, there was an agreement under which if either GE or Hotpoint developed a new product, it had exclusive manufacturing and distribution rights to this product for a specified period of time. Under the new setup would there be fewer dissimilarities in the two product lines?

In Dance's opinion the lines will be even less alike. GE and Hotpoint will maintain separate design, engineering, and product planning staffs. However, basic research for both lines will be centered in Louisville, and this, he asserts, will "maximize opportunities with internal components."

Moreover, the general manager says, this will effect dollar savings and present opportunities to attract better people to research.

Actually, Dave Dance declares, Hotpoint and GE had been on a "collision course" with respect to product developments. "We could have come out with the same product at the same time."

Further economy in the new alignment lies in a pooled purchasing operation for both brands. This will not only provide savings from an operating standpoint but may also offer greater leverage in the components and raw materials market place, Dance notes.

The man who heads the new GE-Hotpoint alignment spoke frequently of dealers and of people getting into the retail business.

At the time he entered the retail appliance business little money was required to become a dealer, Dance recalls. Today, he believes, capital is the biggest problem for the new dealer because of the number of products available, the size of the market, and the things the dealer must do to sell that market.

His company, he stated, is looking at every possible avenue for those who want to get into the retail appliance business and at the same time is seeking to provide greater opportunities for those who make up its present dealer structure.

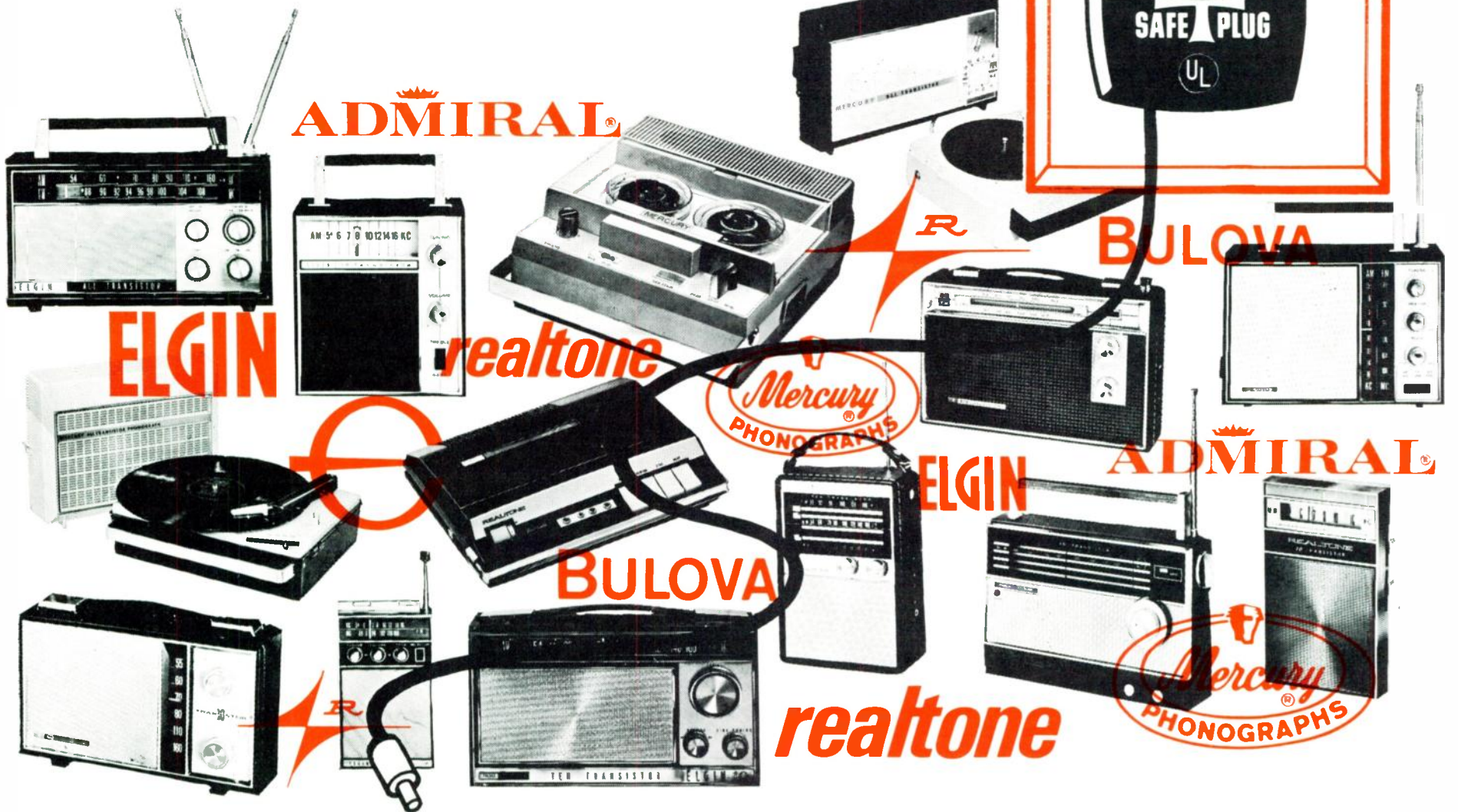
GE "appliance centers," the "sales and delivery plan," Hotpoint's "Oregon plan" of distribution, GE's one leased store are all referred to by Dance as "probes."

"We'll have new market 'probes' next year," he promises. "In fact, the dealer should be critical of us when we stop trying to find answers."

"Nobody knows where this business will settle down," Dave Dance told us as we started to take our leave. "It has growing pains at all levels. Even though some people don't think it is a growth industry, it offers tremendous opportunities both in low saturation appliances and in the replacement market."

"The industry will tend to get more stability as we mature. Meanwhile we'll have to give it the same attention you would a teen ager — live with it and hope that you help." ■

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