

Mart survey shows what consumers like and dislike about service

Peoria retailer sells majors through central AC business

Electric housewares "turnabout": Fair Trade profits

The business partner of 50,000 home appliance/electronics retailers

APRIL 1/68

mart

A Bittenheim Publication

Doctors' orders build cassette sales



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Doctors' orders build cassette sales



Cover: This Houston, Tex., tape recorder and accessory dealer has his sights set on the "special markets," while regularly selling the hi-fi buff. He is Leonard Klickstein, manager of a Sound Equipment Co. branch store. Right now medical doctors are his target, and he has been able to close three out of four cassette recorder sales with them. One of his most successful prescriptions for sales to medical men is a special candid microphone technique. For details, see "Sells cassettes to doctors to record patient conferences," page 32.

The business partner of 50,000 home appliance/electronics retailers

April 1/68

mart

contents april 1/68

news

Industry briefs 7,9
Mart news and analysis 11

business

Store to home alarm system is key to "Coles crime crusade" 19
The Mart Sears report 37

promotion and advertising

Traffic builders 15
"Unique selling proposition" moves color TV combos 22
A "direct approach" to dealer advertising problems 23

electric housewares

Electric housewares turnabout: Fair Trade profits 20
Gaylords' "up front" approach promotes electric housewares 26
Electric housewares and floor care news 38

major appliances

Sells majors through central AC business 28
Spotlight on kitchen appliances 29,33

tape recorders/players

Sells cassettes to doctors to record patient conferences 32

service

Mart survey shows consumer attitudes on service 39

departments

By the way 14/industry events 33/new products 36
Room at the top 41/the balance sheet 42

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Admiral[®] **announces the only** **3-year warranty** **on color TV** **picture tubes.**



THAT'S UP TO TWO YEARS
LONGER THAN: GE, MOTOROLA,
RCA, ZENITH AND MOST
OTHERS—AND IT'S GOOD
IN ALL 50 STATES.

At Admiral we're so confident about the quality of our Color TV that we've extended the warranty on our color picture tubes to three full years. And this warranty is good anywhere in the 50 states.

For example, if a customer purchases an Admiral Color TV set in New York and moves to Hawaii, the extended warranty on the color picture tube will be valid for the full three-year period.

Admiral Color TV Picture Tube Warranty

The picture tube in each new Admiral color television set is warranted to the original owner to be free from defects for 3 years after date of purchase. During this period, Admiral will supply a replacement tube in exchange for the defective tube without charge. Service and installation costs are to be paid by the owner. Provided an Admiral replacement tube is used, it will be warranted for the unexpired portion of the original 3-year warranty. To be effective, the warranty must be registered by mailing the warranty card accompanying the set to Admiral within 3 days after delivery.

This warranty applies to all Admiral Color TV sets manufactured since December 1, 1967, when sold through a participating Authorized Admiral Dealer. See him for details.

THE INSIDE STORY
ON THIS
UNPRECEDENTED
STEP BY
ADMIRAL.



The breakthrough really began in 1964 with the building of our own tube plant, the most modern in the industry. With its advanced technology, precision, and greater automation, it has enabled us to establish new standards of quality.

As a result, when a customer buys an Admiral precision-built Color TV set, he is assured of getting the finest color picture tube possible to manufacture—a tube of such high quality and reliability that Admiral can back it in writing for three full years.

Another result: when an Admiral dealer sells a quality-built Admiral TV set, he can be confident that he's selling a quality product, and that there won't be persistent trouble after the sale.

This represents the first real breakthrough in color TV—in selling as well as manufacturing. It's the kind of breakthrough you'd expect from a leader like Admiral.

Admiral®

INTRODUCES THESE 5 NEW VALUE-PACKED SPRING SPECIALS— ALL WITH THE NEW 3-YEAR WARRANTY



THE KENT—Striking contemporary cabinet crafted of genuine Walnut veneers. Features include: Video peaking control and tint-tone control. "Super Scope" VHF tuner and Solid-State UHF tuners. Admiral automatic degaussing. (23" pic. meas. diag.) **Model 3021C**

There's never been anything like the new Admiral warranty in color TV history! It's designed to give Admiral dealers a strong competitive edge. To build customer confidence. To help build more traffic and inquiries. It's designed as a strong closing tool to help you overcome any possible buyer resistance and doubt. With so much going for them, Admiral dealers will have unparalleled opportunities for added sales and profits! Dealers are urged to take full advantage of these great new opportunities. Tie in your sales and merchandising activities with this major breakthrough in customer reassurance! Get yourself geared up to go all-out for the biggest surge of sales and profits in Admiral dealer history!



THE SALEM—Charming Early American styling with native Maple grained finish on choice hardwood veneers. Automatic Fine Tuning and Instant Play. "Super Scope" VHF tuner, Solid-State UHF tuner. **Model 3C545**



THE HARRINGTON—New, Big-Screen Consolette—in smart modern styling. Beautiful Walnut grained finish. Features Admiral AFC and Instant Play, Precision engineered Q-26 Color chassis. Exclusive color Fidelity Control. **Model 3C541**

**3-YEAR
Admiral®
WARRANTY**
ON
COLOR PICTURE
TUBES



...for real Color TV Retail Action!

AVAILABLE RIGHT NOW! **5** GREAT 23-INCH (diag. meas.) ADMIRAL QUALITY COLOR TV MODELS— ALL WITH THE NEW HISTORIC WARRANTY!

THE DUNSTON—Handsome contemporary styled double side lowboy cabinet with beautiful Walnut grained finish. A set you'll be proud to own. AFC and Instant Play plus 2 Admiral quality speakers. **Model 3L551**



**3-YEAR
Admiral
WARRANTY**
ON
COLOR PICTURE
TUBES



**3-YEAR
Admiral
WARRANTY**
ON
COLOR PICTURE
TUBES

THE ROXBURY—Charming Early American cabinet with warm Maple grained finish, AFC and Instant Play, Admiral Q-26 Color chassis, "Super Scope" VHF tuner and Solid-State UHF tuner. **Model 3L555**

SOME OF THE GREATEST VALUES EVER OFFERED BY

Admiral®



Mark of Quality

THE EXCLUSIVE ADMIRAL 3-YEAR WARRANTY IS AVAILABLE RIGHT NOW ON ALL ADMIRAL COLOR TV SETS!



18-inch (diag. meas.)
Admiral Color TV
picture tube



20-inch (diag. meas.)
Admiral Color TV
picture tube



23-inch (diag. meas.)
Admiral Color TV
picture tube

IN ALL SCREEN SIZES

RECENT BUYERS OF ADMIRAL COLOR TV MAY BE ELIGIBLE FOR THIS NEW 3-YEAR WARRANTY

The model numbers listed are all eligible for the new warranty. If owners of any of these sets have sent in the original one-year color picture tube warranty card, the factory will contact them and offer the extended warranty for the nominal cost of \$10.00, paid direct to the factory. Note: These customers may soon be contacting Admiral dealers—instead of dealing with the factory.

Many owners, however, have not sent in their warranty cards. Admiral dealers can help insure themselves against customer complaints by contacting such customers (if they own one of the models listed) and by urging them to send the card in soon. Only in this way can they arrange for the extended warranty. Contact your Admiral Distributor for further details.

Eligible Model Numbers

8000T	CS8011T	218L	3011C	3061L	C3111T	3173L	231ST	L5551	L5789	LS5779
C8006T	C201T	219L	3021C	3065L	3121L	3181L	241ST	L5555	L5798	LS5785
C8011T	201L	3041AL	M3021C	3305AL	3135L	3711ST	245ST	L5779	LS5523	LS5788
C8024T	211L	3303AL	3015C	3111C	3141L	3715ST	3301AL	L5785	LS5551	LS5789
C8028T	215L	3081AL	3071L	C3118T	3161L	3713ST	L5523	L5788	LS5555	LS5798

FROM ADMIRAL-
THE FIRST AND ONLY
3-YEAR COLOR
PICTURE TUBE WARRANTY!
ACT NOW! STOCK NOW!
CALL YOUR ADMIRAL DISTRIBUTOR NOW!

Admiral®



Mark of Quality

industry briefs

It's a woman's prerogative . . . to change her mind

But, how long she should have to make up her mind is the question Congress has been debating for the past few months.

Federal legislation giving purchasers the right to cancel a door-to-door sales contract within 24 hours does not protect the consumer sufficiently, Paul Rand Dixon, Federal Trade Commission chairman, has testified.

Dixon pointed out that a separate bill for the Washington, D.C., area would allow consumers to cancel within 72 hours.

And, it should be noted that several states, including Connecticut, permit cancellation of door-to-door contracts within 48 hours.

Easter — can hard goods business be far behind?

Sales gains ranging from 5.5 to 7 per cent for the nation's department stores for the selling season winding up April 14 (Easter) have been forecast by the National Retail Merchants Ass'n.

Giving a boost to the pre-Easter period: an extra selling day, February 29 and the later date for Easter, April 14 compared with March 26 last year.

As always, the pre-Easter season is seeing ready-to-wear sales move to the forefront, while hard goods take a back seat.

The late Easter tends to telescope spring hard goods business into a shorter period, forcing dealers to exert extra effort to beat last year's business.

Hamilton Beach bolts Racine

Hamilton Beach will complete its exodus from Racine, Wis., in the next few months, thus making for a "moving day" that's lasted more than two years. All manufacturing will take place in its plants in Clinton and Washington, N.C. New location for divisional and executive headquarters has not been set, but Waterbury, Conn., headquarters for parent Scovill Mfg. Co., seems like a good bet. National sales headquarters are being moved to New York City, where William O'Boyle, national sales manager, will be based.

AHAM begins AC heat-pump testing

Participants in the Ass'n of Home Appliance Mfrs. room air conditioner certification program have begun a trial run heat pump testing program, the AHAM has announced. Heating capacities of room units will be tested by Electrical Testing Laboratories, Inc., in accordance with the American Society of Heating, Refrigerating and Air Conditioning Engineers Standard 58-65 and applicable portions of the AHAM Room Air Conditioner

Standard Number CN-1.

The heating capacity ratings won't be made public, nor will any penalties be invoked for failure of the measured capacity to meet the ETL-determined rating. The trial run program ends next month, at which time whether to expand the testing program and/or develop a full-scale certification of heating capacity will be decided.

Shetland supervac to lift bowling ball during Superweek blitz

"Superweek" is the name Shetland Co. is giving to the first seven days of a new saturation television campaign designed to demonstrate the "Superpower" of its new chrome "Supervacs."

To spotlight the power of Shetland vacuum cleaners, TV announcer Bill Shipley will star in the filmed TV spots, which will kick off in 21 cities the week after Easter.

Shipley's stunt will be to lift a regulation bowling ball five feet into the air by using only the suction power from a Shetland vac.

After the initial Superweek saturation, the TV spots will be scheduled for five additional weeks.

The new venture is Shetland's second in spot TV. Last year the company focused on sweeper vacs at \$19.99, with a resulting 38 per cent increase in sales in the TV cities.

Waste King slates national advertising on disposers, dishwashers

A new stainless steel dishwasher line with a 20-year guarantee, and a full line of domestic disposers will be the subjects of a major advertising and promotional campaign by
(Continued on page 9)



Model MA59DF
Two cycles, Normal and Short.
Three wash water and two rinse water selections.
Two spin and two agitation speeds.
Stainless steel tub.
(Matching "Silver Lining" Dryers, Too.)

SPEED QUEEN
Silver Lining
Model MA59DF
LIFETIME STAINLESS STEEL TUB

Here's a unique "Burglar" promotion to back up the Speed Queen "Silver Lining" model specially priced for retail sales action. There are burglar masks for your salesmen, to create the proper sales atmosphere.



A striking 5 color, 4-foot window banner sells the stainless steel tub.



Special "It's A Steal" price tags create more interest and excitement.

National ads in magazines like GOOD HOUSEKEEPING . . . are so different, every reader will want to "steal" these "Silver Lining" washer and dryer models from Speed Queen dealers.



New TV commercials using the "Burglar" theme and highlighting the "Silver" in "Silver Lining" are available for your use.



GET IN ON THE 'BIGGEST STEAL' IN WASHER HISTORY



SPEED QUEEN
Quality and Dependability Since 1908

A Division of McGraw-Edison Company, Ripon, Wisconsin 54971

Radios people buy when they're just looking.

At first glance, they're cigarette boxes. Or paperweights.
Or well-designed walnut "things" for coffee tables or desks or bookshelves.
But by the time people have picked them up, looked some more
and listened, they're completely taken with them.

Browsers turn into buyers.

A guy who can't make up his mind about a color TV can decide
just like that to buy a unique little radio for only \$13.95*
(TR-1819) or \$17.95* (TR-1829) or \$21.95* (TR-1839).

Display Sony transistors in your store
(they come with a handsome counter case) and see for yourself.
Sony radios that don't look like radios are
just what people are looking for.

47-47 Van Dam Street L.I.C., N.Y. 11101

SONY®



*Manufacturer's suggested retail price.

Industry briefs

(Continued from page 7)

Waste King Universal.

Dick Shannon, director of merchandising, said the firm plans to spend about \$450,000 on the year-long effort. Television, consumer publications, trade magazines and other media will be used. Theme will be based, Shannon said, on emphasizing the "advanced research and development thinking of Western technical industry."

Merchandising package



Selectron International, supporting its AIWA line of tape recorders, radios, phonographs, TV, is offering to dealers this eight-model counter display. It presents the products openly, yet in a theft-deterrent manner; offers shoppers a chance to handle the product; gives the salesman an easy way to demonstrate the product; provides complete product interchangeability; and describes features.

Japan Electronics Show

The Electronic Industries Ass'n of Japan has scheduled the 10th annual Japan Electronics Show for Sept. 17-23 at the Tokyo International Trade Center, Harumi, Tokyo. Some 200 Japanese electronic manufacturers will exhibit, as well as many non-Japanese producers. U.S. participation is at the invitation of EIA (Japan). For information write, Electronics Div., Japan Light Machinery Information Center, 437 Fifth Ave., New York, N.Y. 10016.

Waldner named to EEI marketing post

J. Dudley Waldner, assistant commercial director of Edison Electric Institute, has been appointed marketing director to succeed James T. Coatsworth when Coatsworth retires in October.

The marketing division is a major component of EEI, encompassing the work of 12 committees divided into four market groups: commercial, farm, industrial, residential. Also included are committees concerned with area development, sales training, the "Live Better Electrically" national ad program, the Better Light, Better Sight Bureau, and The Electrification Council.

Pilot Radio moves

Pilot Radio-Television Corp. has moved to a new address. Sales and executive offices now are located at Stamford, Conn. 06904, Post Office Box 1414. New phone number is (203) 327-0156.

Diana-Mangel merger off

Diana Stores Corp. and Mangel Stores have called off merger talks.

The reason: Downward changes in the market value of both companies' stock.

In hard goods, Mangel operates the Shoppers Fair chain; Diana uses such names as Great Eastern, Gulf Mart and Miller's. A marriage would have produced annual sales of around \$300 million.

Yamaha to enter audio market in U.S.

Yamaha International, chiefly known in the U.S. for its motorcycles, plans to enter the U.S. market this year

with a line of high fidelity systems and components. The announcement came from Hideto Eguchi, vice president and general manager. Yamaha, whose parent company, Nippon Gakki, is a widely diversified company, produces musical instruments of all kinds, motorcycles, boats, motors, skis and many other products.

Maytag's lonely Chicago repairman

The Maytag repairman, loneliest guy in town, has taken to the telephone to talk about his product. A classified ad in the *Chicago Tribune* personals says that a lonely male seeks phone pals who are interested in washers and dryers and asks the

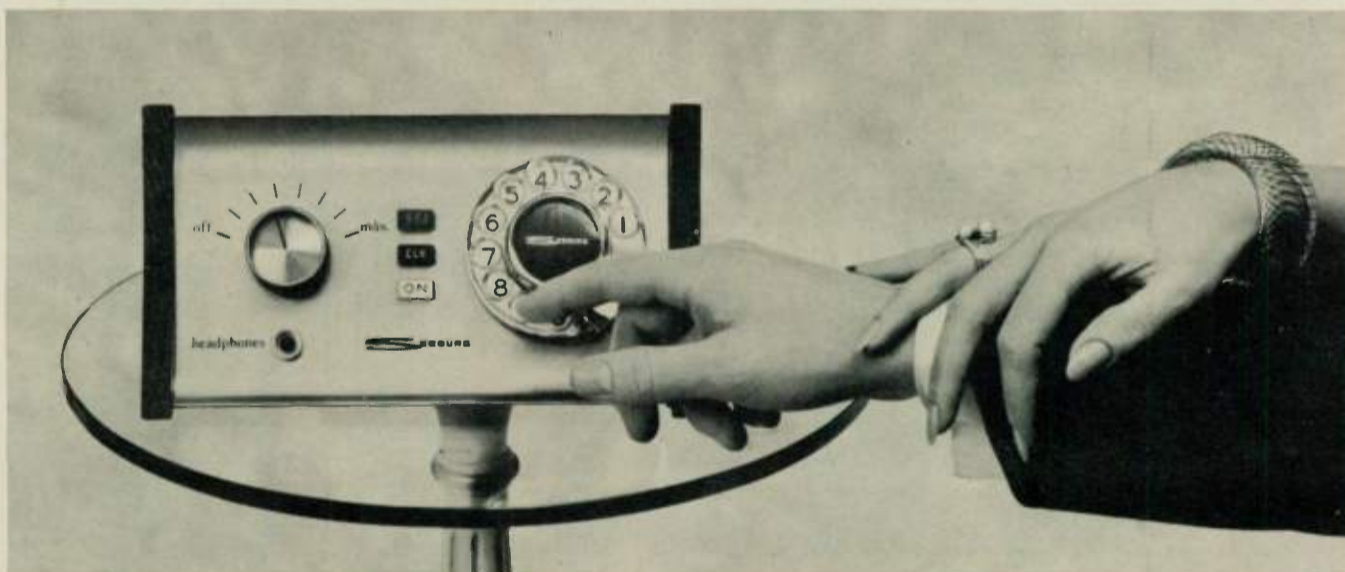
reader to call a number.

A recorded 15-second message tells of the Maytag "lonely repairman" theme being used in the firm's recent national promotions. It then tells the caller to visit her Maytag dealer, give the magic word 'dependable,' and receive a gift. Idea is that of Jerry Hearn, Maytag man in Chicago.

NIMS
Nationwide Improved Mail Service—
a Program for Reducing Postal Costs
and Improving Service

Mail Early in the Day! It's the Better Way!
and Remember—
Zip Code Belongs in Every Address!

PLAIN STEREO IS PLAIN DEAD



NO MORE handling records. No more fumbling with changers. No more fussing with tone arms.

You just dial your discs! Seeburg Audiomotion® Stereo system picks out the record, plays it vertically, retrieves and restores it. Picks up the next selection and plays it . . . all automatically.

Plays 1 to 100 album sides with astonishing Seeburg stereo sound quality.

Now, you can give the most exciting demonstrations in stereo history. Close the sale with the easy Seeburg Five-Step selling package. And earn up to 83% more dollar profit in stereo with Seeburg.

Selective franchise . . . exclusive product . . . no shopping, except in your store.

Check now on a red hot Seeburg franchise. Write or call collect: Mr. Hal Lembke, Vice President, Consumer Products Division, Seeburg Corporation, Chicago 60622. Telephone 312 MI 2-0800.

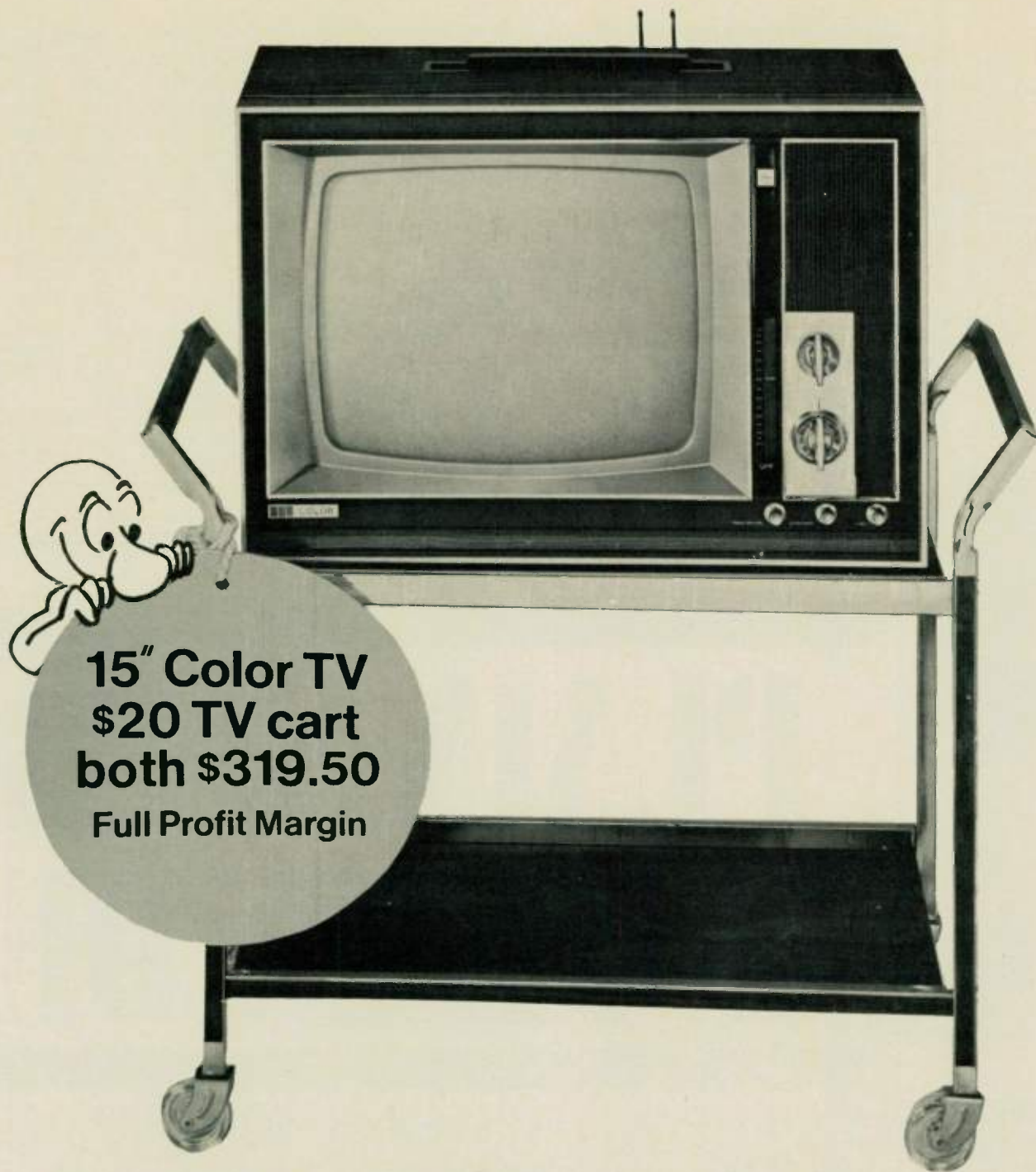


Now in popular Contemporary, Mediterranean, Italian Provincial.

Seeburg Audiomotion Stereo System

*©Reg. #656,755 ©1968, The Seeburg Corporation.

SEEBURG Serving America Musically Since 1902



**15" Color TV
\$20 TV cart
both \$319.50
Full Profit Margin**

...but Toshiba stands on what's on the stand

Sure Toshiba dealers are raving about the hottest-selling Color TV stand offer in the business. But what really makes it go is what's on the stand.

1. "Portabuilt" construction, the first portable specially designed inside and out to take the jolts and jars of the portable people.
2. "Steelguard" picture tube, high tensile strength steel bands bonded directly to the picture tube.
3. Rare earth phosphors. Rectangular 117 sq. inches of unmatched picture fidelity.
4. Solid state convergence control circuits.

5. 21 Toshiba solid state devices in vital chassis areas.
6. Precision-crafted, copper-etched circuitry.
7. Keyed AGC.
8. Controlled degaussing.
9. Transistorized UHF tuning.
10. Push-pull, on-off.
11. Solid state 3 stage IF.
12. 18,000 volts of picture power.
13. Rich walnut-look with golden accents.
14. Etc.

It's what's on top that counts. Beauty, no service headaches, money!

Find out why the "pros" have proved that Toshiba is the one for the money. Contact George Stewart, Vice President—Consumer Division, Toshiba America, Inc., 447 Madison Avenue, New York, New York 10022.

Oh yes, the stand. It's Toshiba's new roll-about with nickel plated steel, walnut-look accents. A good \$20 value.

(We have a great luggage promo on radios, too. Don't miss it.)

Toshiba

The International One

Dealers hail Admiral's three-year color tube warranty (but bemoan absorbing labor costs) . . . RCA tackles "youth market" with specially designed new product line . . .

S&H "Ideabook" confirms success of hard goods color finishes.

mart news & analysis

Admiral leads with 3-year color TV picture tube warranty

Extended color TV picture tube warranties have created a stir — and a generally favorable retail reaction.

Most striking new warranty is Admiral's, which now covers the receiving tube for three years, an extension of two years over the old warranty. It covers all sets purchased since December, 1967, and costs the consumer an additional \$10. Labor cost for installation of the tube is not included. For each Admiral color set sold henceforth, a \$10 bill, on paper at least, will flow back from the dealer to the distributor to the factory. Whether dealers will add the \$10 to the selling price or absorb it is up to them.

"It's a great selling point," said one retailer. "But the one thing I don't like is the idea of swallowing the labor charges for the extra two years."

Said another: "From Admiral's point of view, the added two years are wonderful for them — they've really got a captive market now to take care of their tube production."

If a picture tube is replaced on an Admiral color set, the replacement will be warranted for the unused portion of the basic warranty. The purchaser of a new TV set must return the registration card to Admiral to receive a certificate validating the warranty.

Speaking of the new warranty, Jules Steinberg, executive vice president of the National Appliance & Radio-TV Dealers Ass'n, expressed the idea that now would be an "ideal time for those dealers who do sell labor service contracts to sell them for the extended period." He pointed out that NARDA has no objection to extended warranties, as such.

"Our objection arises only where the dealer ends up paying for them in having to 'eat' the labor charges. Consumers simply are not educated to know when these charges are not included, and our dealers, in more cases than not, are paying for them. If a manufacturer thinks his product is good enough to stand a warranty, then we believe he should bear the labor costs."



Admiral color tube technician checks 23-in. picture tube. Part of inspection is the "aging" of tri-gun assembly which is conducted by applying current to the filaments of assembly.

Dealer Bruce Dykstra, of Englewood Stove and Appliance, Chicago, said ". . . What I would rather see is for them to reinstitute the one year parts and labor (warranty) which they once had. That first year is when most sets malfunction, and that is when it costs us unless we can pass it along to the customer. This is often hard to do with a good customer, especially if a high-end set goes bad."

"Any effort extended by any factory to improve the warranty is good," said Dealer Jack Luskin, of Luskin's, Baltimore. He added: "Anything the factories — any factory — can do to improve the quality would be good too. This looks as if Admiral has confidence in the tube."

Dealer Sidney Cooper, Silo, Inc., Philadelphia, said of the new warranty: "It certainly will build confidence in consumers who've had questions about radiation and poor quality, and it is an added selling point."

While most of the talk was about the recent Admiral move, it became known that in mid-February Westinghouse had begun offering, apparently with no fanfare, a two-year picture tube warranty on 19 of its "In-

stant-On" color sets to be effective March 1.

As of the third week of March, not one Westinghouse TV dealer contacted by Mart had even heard of it. "It's news to me," was the typical reaction.

The third maker to announce an extended tube warranty was Magnavox. Effective the first of this month, all new color sets in its line will carry two-year coverage on the tube (labor to be charged by the dealer and not be reimbursed).

RCA's "Youth Collection" — putting the bait where the fish are biting

"Why is it," someone once asked Willie Sutton, the hold-up man, "that you always rob banks?"

"Because," Sutton replied, "that's where the money is!"

And that's one reason why RCA has come up with a new line of electronic products designed and priced specifically for the youth market (5 to 14 year-olds). As a start, there are five "Youth Collection" units: clock-radio, cartridge tape player, reel-to-reel recorder, battery-powered portable phonograph, and a pair of walkie-talkies. Modern color finishes and eye catching, bright packaging and displays are aimed to attract the moneyed youngster. RCA studies indicate that children 5 to 14 years old directly account for nearly a half-billion dollars worth of consumer electronics sold each year, and that, over and above this figure, youngsters have a strong influence on \$35 billion of overall adult cash flow.

Southern California leaders honor veteran Paul Rosenthal, retiring from Barker Bros.

Over 200 leaders in the Southern California radio, appliance, and TV industries saluted veteran retailer Paul Rosenthal, retiring general merchandising manager for major appliances, TV, radio, and stereo at Barker Bros., Los Angeles, March 6. The occasion was a banquet held in the

news & analysis

Century Plaza hotel, Hollywood.

Kenneth R. Johnson, president of Packard-Bell Sales Corp., and chairman of the banquet committee, introduced Rosenthal as "dean of merchandisers in Southern California." Rosenthal, who has been in retailing for nearly 44 years, has spent nearly 24 of them at Barker Bros.

He was presented a "citation on behalf of the people of Los Angeles to one of its most distinguished sons for outstanding services as a merchant and a community pillar" by the Hon. Gilbert W. Lindsay, Councilman, 9th Dist., Los Angeles, where Barker Bros. is headquartered. Lindsay commented that "the citation was passed unanimously by the City Council and jokingly commented that "it may be the first time in a decade that the Council has been unanimous on anything."

Other tributes were paid by Paul Platt, president, Platt Music Corp., Los Angeles, and owner of the May Co., Los Angeles; by Robert Stockman, western regional manager of Zenith Radio Corp. and by E. J. "Jack" Fitzpatrick, major appliance division, General Electric Co.

Among many congratulatory messages received were those from California Gov. Ronald Reagan, Senator Thomas Kuchel (R.), and Betty Furness, special assistant to the President on consumer affairs

In his brief remarks, Rosenthal said that the industry was in the business of delivering "immediate pleasure and happiness." He suggested that each company in the appliance business send three or four American families abroad to see "what they have to live with over there, what they have to pay for it." He said that publicity following such visits would cause a complete change in the attitude of most Americans about the good values they get for their appliances here.

Those assisting Johnson as chairman of the Southern California Radio, Appliance and Television Committee, which organized the event, were: Ed Calnon, O'Keefe & Merritt; Al Kramer, Gaffers & Sattler; Jack Fitzpatrick, GE; Tom Garvin, Magnavox; Herman Platt, Platt Music Corp.; Steve Dontier, Barker Bros.; Bill Reedy, Packard-Bell; Bob Stockman, Zenith; Tom Tobin, Southern California Gas.

Small appliance statistics to get hypo from AHAM

The Ass'n of Home Appliance Mfrs. plans to beef up its statistical program for small appliances and to use it as a merchandising tool.

The revitalization will be headed by Dr. Robert Igoe, manager, marketing research and administration for General Electric's housewares division.

The statistical program during the last years of its administration by NEMA had dissipated to the point where top manufacturers were no longer reporting their figures.

AHAM will use the new, souped up statistical program to induce non-members to join and to retain current members, which include all the top makers, which have agreed to report. The statistical reports will be "for members only" and not for publication.

Green Stamps puts its stamp on green (avocado, that is)

There's an old saying in the hard goods business, that when a trading stamp company selects something for its catalog, you can be sure that item has mass acceptance.

Never the ones to pioneer a product or a concept, the stamp companies tend to pick merchandise that has already proved itself in the marketplace.

That's what makes the new S&H Green Stamps Ideabook so noteworthy.

Sperry & Hutchinson has latched on to color, in a big way in major appliances and, to a lesser extent, in electric housewares.

In major appliances, the new S&H book shows seven items — five in avocado and two in coppertone. There is no white shown in S&H's white goods.

Pictured in avocado: Whirlpool refrigerator-freezer, 100 books; Maytag automatic washer, 87 books; Maytag electric dryer, 60 (gas, 70) books; General Electric "Mobile Maid" dishwasher with cutting-board top, 82 books and Tappan 30-inch gas range, 70 books.

Shown in coppertone: General Electric 30-inch range with self-cleaning oven and rotisserie, 99 books and Admiral "Duplex" refrigerator-freezer, 180 books.

Its only when one reads the descriptive copy that he finds out that each is offered in avocado, coppertone or white.

The new emphasis on color is a big switch from the previous, 1966 book, when the major appliance assortment was shown only in white, although all three items were also offered in coppertone.

In electric housewares, where color is even newer, S&H is with it, to a degree. Avocado makes an appearance on a Dominion "Teflon"-coated buffet skillet, 10 books and a Rival electric can opener, five books.

Brand new to the electrics offerings this year: Two facial saunas — Pollinex at six books and Northern Electric at 3¼ books.

Fair play turnabout at Tokyo show

What is described as the first large-scale home appliance show by any single foreign company in Japan stirred considerable interest on the part of consumers.

Sponsored by Mitsui & Co., Mitsui Busan Appliance Sales Co. and GE, the show, held in Tokyo recently, was comprised of GE products. Mitsui represents General Electric in Japan for a broad line of products. Mitsui officials say that U.S. electrical goods are becoming increasingly popular — despite their higher prices.

NHMA's Noble looks at 1978, sees more "testing" for better-educated consumers

The housewares industry in 1978 will climb to become a \$30 billion market at retail, offering tomorrow's better-educated consumer well-conceived products that are thoroughly market-researched, use-tested and market-tested before they are even introduced to the trade.

That was one of the forecasts made at the March meeting of the Connecticut Valley Chapter of the Housewares Club of New England by Donald E. Noble, president of Rubbermaid, Inc. and also president of the National Housewares Mfrs. Ass'n.

Noble told the group that the game is over for manufacturers who think they can take a mock-up or a prototype of a new product to the housewares show, without having first market-researched and market-tested the item.

"Both retailers and consumers are going to demand a higher degree of sophistication on product introduction," he said.

Tomorrow's better-educated consumer will be more willing to accept and try innovations and improvements in his home; will be looking for and able to pay for products that will make housework easier and less time-consuming (especially because more wives will be working); will demand better design, better coordination of design and color and more functional, less gadgety products, Noble predicted.

Tomorrow's wholesaler and retailer will find it is increasingly important to be lined up with suppliers who have a strong research and development department, who are leaders and not followers, Noble said.

Changes in distribution — which he defined as all the activities that affect a product from the time it leaves the machine that made it to the time it reaches the consumer's home — will result from increasing costs of labor, increasing mechanization and new ways of improving overall efficiency, he noted.

To cope with these changes, and to reduce the costs of wholesaling and retailing, manufacturers will have to develop better labeling, better boxing, better packing and better displays, Noble said.

A prime factor in reduction of costs will be increasing use of computers, to replace manual work, to achieve savings through reduction of inventories, to give greater turnover and better balanced stocks, he said.

His own company, he noted, is experimenting with having its computers control the inventory of Rubbermaid products in the warehouses of its wholesalers.

He reassured the group that these new systems will in no way replace either the salesman or the distributor, but rather would make their work more effective and of a higher quality.

To all Sylvania color TV dealers: Your picture just got a lot brighter.



23% brighter, to be exact. And that's the brightest there is.

We've just put the brightest color picture tube ever made into our new sets.

In fact, we're repeating our breakthrough of 1964, when we developed new rare-earth phosphors that made our tube brighter than any other color picture tube.

It took the industry four years to catch up. And now that they have, we've

gone them 23% better.

And when your customers see richer reds, brighter blues, glowier greens, then your sales picture will get a lot brighter too.

So if you're a Sylvania dealer, tell your customers that a color TV set is only as good as the picture tube.

If you're not a Sylvania dealer, do the best you can until the industry catches up again.

SYLVANIA
A DIVISION OF
GENERAL TELEPHONE & ELECTRONICS

by the way ↗

Four named to Mart dealer advisory board

Four new members have been appointed to the **Mart** magazine Dealer Advisory Board. The new members are: Lawrence S. Kelley, Harold Kelley's, Inc., Portland, Ore.; Sid Omansky, Sid's Home Entertainment & Appliance Centres, Tucson, Ariz.; Ezra Landres, Certified TV &

Appliances, Norfolk, Va., and Dan Rabin, Rabin's Appliance & Furniture Corp., Hammond, Ind.

Appointments to the board, which was established in 1961, are for a three-year period. Appointment of three new members was announced in the March 15 issue of **Mart**. These new members are Louis L. Del Padre, Del Padre Music Shops-Appliances, Springfield, Mass.; Sam



Sid Omansky

Dan Rabin

Gordon, Sam Gordon's Appliance Supermarkets, Madison, N. J., and Julius Ventura, Joerndt & Ventura, Kenosha, Wis.

Lawrence S. Kelley is general manager of Harold Kelley's, Inc. He

joined the firm, which was founded by his father, Harold Kelley, in 1960, following four years of military service. Before entering the service he had been attending college, where his studies included marketing.

He has served as director of the Portland Jaycees and in 1967 was area chairman of the Portland United Good Neighbor Fund.

Sid Omansky started in the retail appliance business in Boston in 1945. Intrigued by the climate and opportunities in the west, he moved to Tucson in 1952, where he now has two stores.

He is past president of the Tucson Appliance Merchants Ass'n and past president of the local merchant's association. He and his wife, Blanche, were instrumental in initiating a program in Tucson high schools to train students to become appliance and TV technicians.



L. S. Kelley

Ezra Landres

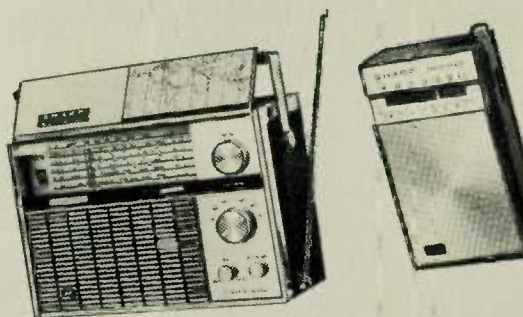
Ezra Landres started his retail appliance-home electronics career in 1950 with Sunset Appliance Stores in New York City. He opened his first store in Norfolk in 1952 in partnership with Harry Polay. The firm now has two outlets in Norfolk and one in Virginia Beach.

He currently serves as a vice president and member of the board of directors of the Nat'l Appliance and Radio-TV Dealers Ass'n and is a member of the board of directors and program chairman for the Tidewater Appliance Dealers Ass'n. He founded the NARDA data system.

Dan Rabin has been in the retail appliance-home electronics business in Hammond for 31 years. He serves as president of the Hammond Downtown Council and is a member of the board of directors of the Hammond Chamber of Commerce.

Dealers who have just completed a three-year term on the Dealer Advisory Board are: O. Sherman Anderson, Z.C.M.I. Dept. Store, Salt Lake City, Utah; Jack A. Boring, Jr., Jack Boring's, Kansas City, Mo.; J. P. Goodlett, American Air Conditioning & Color television Co., Houston; Hugh H. Hannah, Jr., Hannah-Adams, Chattanooga, Tenn.; Arnold D. McMillan, Drum Appliance, Las Cruces, N. M.; W. W. Westwood, Westwood's Appliances, Inc., Billings, Mont., and Upton R. Ziesler, Rahr's, Manitowoc, Wis.

A complete list of Dealer Advisory Board members will be found on the contents page of this issue.



"...they said their radios would take off—but, this is ridiculous!"

When we get carried away what do you carry away? Big, fat, full profits... right to the bank! That's why more and more retailers feature Sharp. Portables are our business, our only business. So whether they're clock radios like our FXC-24 or multi-band sets like our FV-1710 or tiny transistors like our FX-174, we can price 'em better and promote 'em better. Make 'em better, too. Which is why we get carried away... and never come back!*

The portable line you see all the time—in LIFE, TIME, ESQUIRE.
Get

SHARP

* In-warranty repair rate much lower than the industry's. U.S. Dept. of Commerce figures utilized to determine industry repair rate.

SHARP ELECTRONICS CORPORATION, CARLSTADT, NEW JERSEY 07072. In Canada: Import House of Canada, Scarborough, Ontario.

Mr. Zip Says:
Zip code is for everyone. Use it for both business and personal letters.

traffic builders

Here are display aids and sales helps to get consumers into the dealer's store and into the buying mood:

Norge announces dealer ad contest and "poster" promotion

To stir grass-roots advertising creativity among retail appliance dealers, Norge Div., Borg-Warner Corp., has kicked off a major promotion, offering prizes totaling \$27,000 (top prize is \$10,000) in cash for original ads which dealers create in any of four media — newspaper, radio, TV, or other media including direct mail. Ads must appear between April 15 and June 15, 1968.

Norge also announced a traffic builder deal, offering a poster-size blowup, 20 inches by 24 inches, of the customer's favorite snapshot. A coupon is available from the dealer; the customer sends this coupon with \$3 to the processing center. The photo studio makes the poster and returns it together with a thank-you letter from Norge within four weeks.

In announcing the creativity promotion, L. L. DeCoster, vice president of marketing at Norge, admitted that despite some of the highest quality advertising agencies in the country being used by makers, they have failed to come up with a magic formula that would work well at the local level. So they are going back to the grass-roots level to get ideas, later to be presented back to the dealer people in shirt-sleeve sessions in their own areas.

For the contest Norge will provide "Ad-Starter" booklets, showing Norge mats and suggestions. The dealer takes it from there.

Judging will be by a panel of non-advertising agency people, drawn from publishers and individuals knowledgeable in local retail advertising, headed by S. R. Bernstein, president and publisher of *Advertising Age* magazine.

Gaffers & Sattler launches "Mod" campaign for its "NOW" ranges

Posters, stickers, buttons and other point-of-purchase materials — all with a psychedelic theme — are available to dealers for dressing up stores as part of the "strictly Mod" sales campaign launched by Gaffers & Sattler to introduce nine new free-standing models in its diversified range line.

The campaign is a "refreshing break from our former traditional approach," said Owen A. Johnson, vice president, marketing and advertising, who added: "We call these models the 'NOW' ranges, as they are the direct result of an intensive

market research program that gave us the answers to what economy-minded housewives want NOW on their new ranges."

After the meeting where the campaign was introduced to the firm's salesmen, Al Cramer, sales man-



G&S "mod" stickers

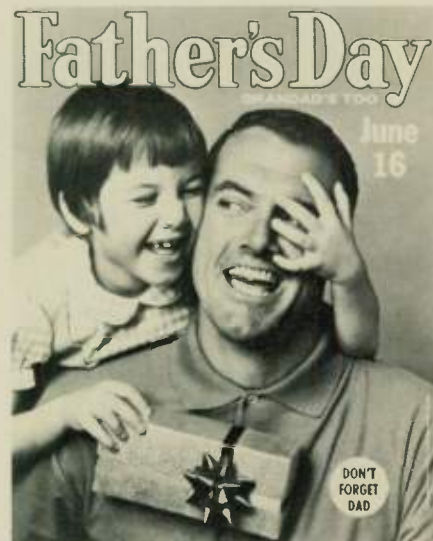
ager for free standing ranges in southern California, said: "Here, at last, is a program with punch, pizzazz, color, aimed along a current and very 'in' theme, and with tremendous payoff for dealers. This is the long-awaited shot in the arm that we, and the whole industry, have been waiting for."

Every dad has his day; this year it's June 16

There are many display aids and sales helps available to dealers who wish to promote gift-buying for that often forgotten man: Father. There are buttons and banners and the official poster all keyed to the central phrase for 1968: "Don't Forget Dad."

The Father's Day Council suggests that promotion start immediately following Mother's Day, which is May 12.

For information regarding buttons and all other sales helps avail-



Official 1968 Father's Day poster

able, write to: *Father's Day Council, Inc., Service Dept., 166 W. 32nd St., New York, N. Y. 10001.*

For special promotion and publicity tie-ins, write to: *Alvin Austin, Director, Father's Day Council, Inc., 50 E. 42nd St., New York, N. Y. 10017.*

RCA offers colorful merchandiser to catch eye — and cash — of youth

Moving to capture an increased share of the growing youth market, RCA provides a colorful merchandiser as the "perfect traffic-stopping setting" for five new specially designed consumer electronics products designed to appeal to youngsters aged five to 14.

This background for the new "RCA Youth Collection" (the five brightly colored models include a clock radio, portable phonograph, tape recorder, cassette tape player and walkie-talkie ranging in price from \$18 to \$29.95) has an illuminated sign at the top which "flags down young shoppers and tells them this is where the action is." Colorful panels (surfboard-shaped) accentuate the youth appeal of the products on display.

Sturdily built of flakeboard and heavy-gauge square steel tubing, the unit has an overall height of 65½ in., is 60 in. wide and 15½ in. deep. A countertop and three shelves (8 in.



RCA "Youth Center" display

deep x 11 in. wide) are provided in the display as well as considerable space for backup stock. *RCA Sales Corp., 600 N. Sherman Dr., Indianapolis, Ind. 46201.*

Louvered display units rotate three messages

New, indoor, louvered display units rotate three separate sales messages every 30 seconds. A dealer's copy can be applied by a number of methods including: hand painting directly on louver plates, lithographed or silk-screened copy on paper which is applied to the louver plates, and molded styrene letters which apply magnetically, to louver plates. Complete alphabets and numerals are available in 2-inch and 3¾-inch sizes.

The "Standard" display unit measures 53 in. wide x 37 in. high and weighs 68 lbs. Twelve, 4-in. triangular aluminum louvers rotate every 10 seconds. Copy area measures 48 in. wide x 30 in. high. A sec-

ond unit, the "Compact," uses eight rotating louvers and has a copy area 30 in. wide x 20 in. high. Additional space for stationary copy is provided on rear panels of the displays.

The display units are finished in user's choice of silver anodized aluminum, gold, wood-grained walnut, and stainless steel. The louver plates are supplied completely finished with baked-on enamel in six different colors per set. Prime-finish steel louver plates are also available.

The basic unit can be wall mounted, ceiling hung, or counter mounted. Also offered: butterfly or flower base pedestals which can be moved from interior to window display.

Other features of the unit reported by the manufacturer include: "self-aligning louvers; a built-in safety provision that prevents motor burnout due to an obstruction by a foreign object being inserted between the louvers; elimination of lubrication; silent four-pole motors with lifetime bearings; nylon louver bearings that operate soundlessly; and louver plates which can be quickly changed without the use of tools."

The entire unit, which includes a concealed fluorescent light built into the hood extending the length of the display, is factory assembled and operates on 110-volt circuit. Unit carries a one-year warranty.

For illustrated literature on the units, write: *Tri-King Div., Stevens-Lee Co., 322 W. 59½ St., Minneapolis, Minn. 55419.*

Motion display for ovens

A new motion display, designed to fit the oven of Tappan's 1968 self-clean ranges, shows consumers how easily burnt-on oven soil can be whisked away. Shifting dramatically



Tappan motion display shows first dirty oven, then clean.

from a dirty oven to a clean one, the display uses eye-catching motion to attract attention.

The display will be offered to Tappan distributors and dealers, according to Ken Clarry, director of merchandising, The Tappan Co.

Mr. Zip Says:
Zip code is for everyone. Use it for both business and personal letters.



RCM
BRINGS YOU
ENTERTAINMENT
ON THE
MORE





**GET IN ON
AN ALL-OUT
PROMOTION TO
MOVE THE
MOVING-EST
PRODUCTS WE'VE
EVER MADE**

- All new merchandise—10 color sets, 12 black-and-white sets, 16 new radios
- Starting April 27, 4-color spreads in TV Guide for four consecutive weeks (ask your distributor about regional edition local ads).
- An eye-popping 4-color spread in Life on April 26
- Network Radio Monitor and Emphasis
- Top network TV shows, like The Disney Show, Huntley-Brinkley and others
- 3 distributor-placed 1000-line local newspaper ads
- In-store display kits and outdoor boards
- And, a big \$1.00-value Rand McNally

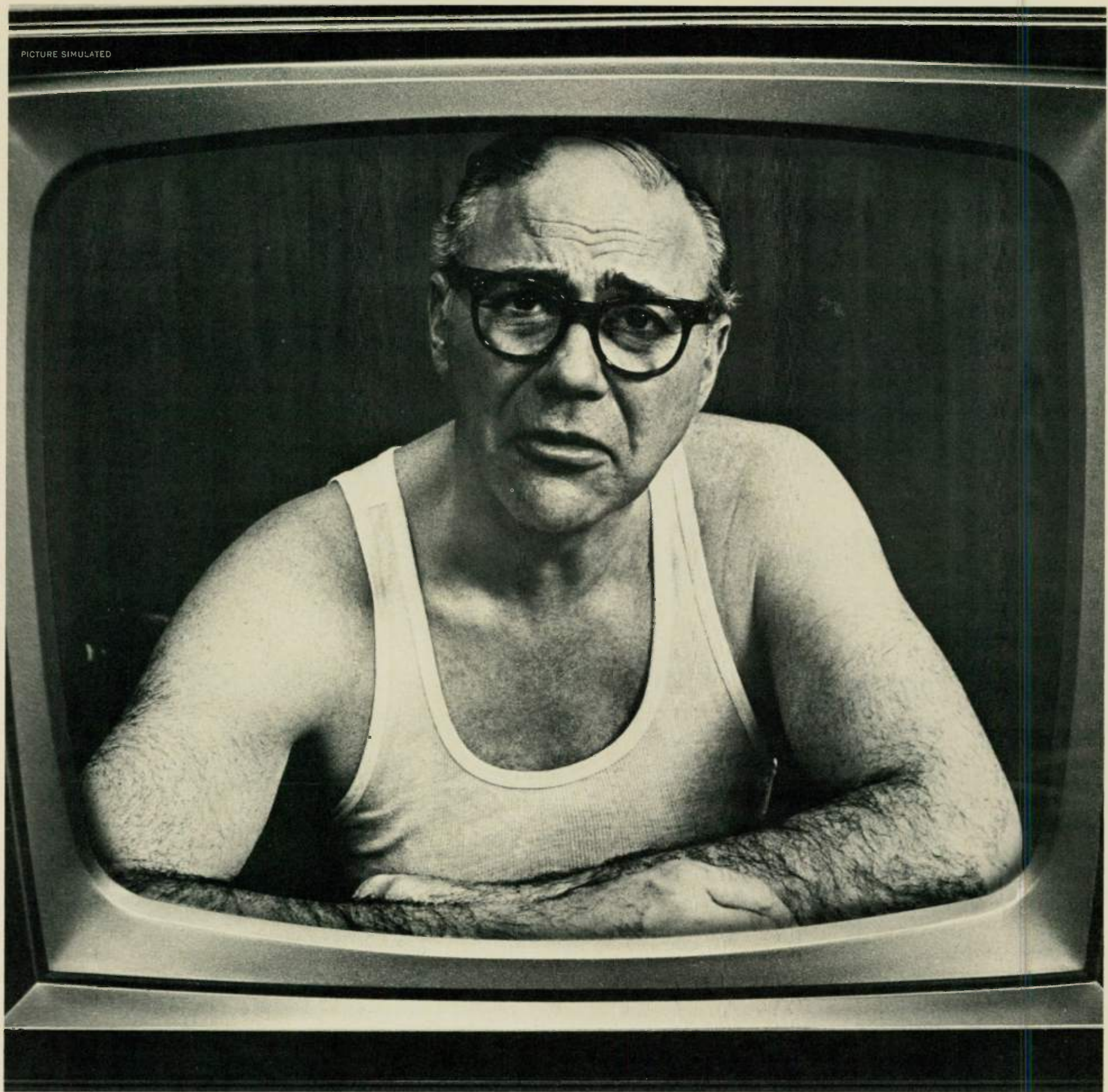


road atlas that you can give away—absolutely free—with each demonstration of an RCA product.

Be sure to go to your distributor's meeting!

RCA

PICTURE SIMULATED



To attract 50,000,000 customers you need more than just a pretty face.

First, you need the best color television set that anybody can make.

Well, you know Sylvania has always done that.

But you also need exciting advertising to tell people all about it.

That's where the guy in his undershirt comes in.

He's the star of our newest advertising campaign that'll reach over 50,000,000 people. On nation-

al television and in Life magazine.

He's telling them that for years Sylvania has been putting a little extra into every set we make. No matter what it cost us.

Like using metal tuning knobs instead of the usual plastic.

Or putting an automatic color level monitor on even our lowest-priced sets.

Or introducing the brightest color picture tube ever made.

And he's not selling special models. Or gimmick sets. He's selling our Profit Line.

And that won't change no matter how many people he brings into your store.

He won't win too many TV beauty contests, but he sure will attract a lot of customers.

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Angry retailer says

Store to home alarm system is key to "Coles crime crusade"

and here's proof that it works.

The owner of a St. Petersburg, Fla., TV-radio sales and service shop is waging a one-man war against crime and, after a costly initial defeat, has scored three consecutive victories.

Dealer E. Wayne Cole saw he would have to do something to protect his business after his shop was burglarized four years ago and \$1,500 worth of uninsured TV and radio sets stolen.

The burglarly clause in his insurance policy had elapsed a few weeks before the break and his loss was total.

Cole's home is two blocks from Cole's TV Sales-Service in St. Petersburg, so he decided on a silent burglar alarm which would alert him at home if the shop was entered at night.

He hit upon mechanical devices which he attaches to various objects in his shop, and he has never regretted it.

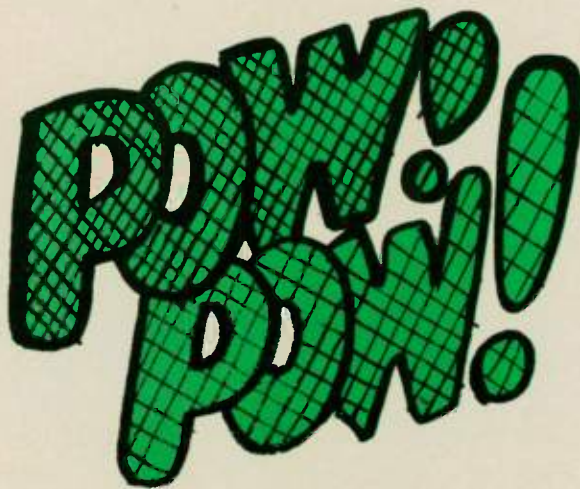
Cole activates the alarm before he leaves at night so that, if the place is broken into, a whistle sounds in his home. He also has an amplifier that

picks up



noises not only in the shop, but also outside. One night it picked up the sound of policemen checking the front door.

If he plans to be away from home for a few hours, he sets the alarm so that a bell will ring in the shop, the idea being to frighten away the intruder.



As an extra precaution he leaves bait money in the cash drawer which has been dusted with an invisible powder that leaves tell-tale marks on the person of anyone handling it. In addition, he jots down the serial numbers.

Cole will not go into detail about his silent alarm for fear of criminals learning how it operates and learning how to deactivate it, but he says anyone with a knowledge of electronics can install such a system if the shop is within two or three blocks of home.

It was only three months after the costly burglary that the second break occurred. The amplifier picked up the sound of a window being broken.

Cole grabbed a .22 rifle, told his wife to call the police, ran next door to the home of his neighbor and, with his friend tagging along carrying a shotgun, they headed for the shop.

They were about 100 yards away when they spotted a lookout crouched in bushes. At the same time a man dived through the window. The two ran in opposite directions. Cole fired six shots at one of the fleeing figures.

Although Cole's neighbor could easily have shot the second man, he didn't.

"When you are not directly involved, it's hard to shoot someone," Cole explained.

Police cruisers arrived, fanning out through fields in search of the fugitives. One was flushed from a ditch a short distance from the shop and, although Cole identified him in a police lineup, the man

Place of entry: Dealer Wayne Cole points to half-sized window of his shop through which burglars entered. Because the windows are too small for passage of TV sets, burglars broke down a wooden door in rear of shop.

never stood trial. Police told Cole they didn't have sufficient evidence to convict him.

The six shots missed their mark. Cole switched to a shotgun after that.

The third burglary occurred while Mr. and Mrs. Cole were out of town. Their daughter was home, however, and when the alarm alerted her, she called police. The bell alarm at the shop had been activated and when it went off, the burglar broke down the rear door and escaped with a TV set.

Cole replaced the by now battered door with a steel door which is reinforced by a heavy steel bar which is lowered into place and secured with a heavy lock. This door is intended not so much to prevent a burglar from entering, but from leaving with loot



too large to push through the narrow windows.

Victimized three times by now, Cole was determined that if a fourth burglary happened, he would be on hand to "greet" the intruder.

He didn't have long to wait. Less than three weeks after he installed the steel door, he was watching the 11 p.m. news on TV when the whistle alarm jolted him to attention.

By now it was getting to be a habit. Cole called police, got his shotgun, and took off for his shop.

Just as he arrived, two men ran from the shop. Cole fired at one of them, aiming for the legs. The man ran about 100 feet and fell to the ground, just as police cruisers pulled up.

The wounded man had buckshot imbedded in the back of his legs which hospital attendants plucked out. The prisoner was a middle-aged ex-con who had spent 20 years in prison. He was committed to an institution for the criminally insane.

Although he is heavily armed and well-protected by his alarm system, Cole is hoping that four burglaries in four years is enough and that the criminals who have been preying on him have learned a lesson.

ELECTRIC HOUSEWARES TURNABOUT: FAIR PLAY=FAIR PROFITS

By Joan Bergmann

Turnabout is more than fair play . . . it's profitable play, especially when it's spelled Fair Trade.

And "turnabout" is what's been happening to the small appliance business over the past few years.

The turnabout that has come about in the electric housewares business means more than improved profits all along the line. It signifies a new "trust" relationship among retailer, distributor and manufacturer; it manifests a new attitude of co-operation rather than antagonism; of partnership rather than polarization.

The "turnabout" or "turnback" to the notion of making a profit on small appliances has been growing since the early 1960's. The concept was almost totally defeated during the price-cutting battles of the 1950's which forced all the top-name electric producers to abandon Fair Trade programs. All, that is, except Salton, Inc., which has militantly policed a Fair Trade program since 1948, when the company was founded. ("Purely a question of survival," says Lewis Salton.)

What's been happening since the early 1960s, is that every year sees a few more

electric manufacturers put into effect some sort of plan to insure better profits at all levels of distribution.

The profit-oriented merchandise may be an entire separate line — such as "Universal" by GE, "Vista" by Sunbeam or the new "Imperial" by Oster. Or, it may be selected items within a line — with comparable "open" items available for those retailers who are looking to set their own prices and create a low-price image.

The result of the growing profit consciousness has been to create orderly marketing in the small appliance business in place of the chaos of the 1950s.

The technique of profit protection most typically, and legally, is a Fair Trade program, at either or both the retail and wholesale level. But other arrangements are working at least as well, including consignment programs and such less formal methods as the careful selection of those accounts a manufacturer wants to do business with; the non-payment of cooperative advertising money if the advertised price is lower than the manufacturer would prefer to see; and simple "persuasion."

For some manufacturers, "persuasion"

is sufficient to keep prices at levels where no one gets hurt. And "persuasion" more and more tends to mean telling a retailer a solid sales story about why he shouldn't cut the price and assuring him that no one else in his trading area will advertise an item at less than a given price. If the retailer doesn't want to do business on that basis, then the manufacturer who is committed to maintaining prices and profits does not sell this line to that store.

Idealistic? No.

The traditional price-cutters most frequently don't need or want another line just to be "heroes" and bomb the price. There is still enough merchandise around, from the same brand-name manufacturers who are also hawking "protected" lines, and enough secondary-brand items, with which to create a low-price image, achieve high turnover and offer good value.

What's more, growing numbers of mass merchants are convinced that they, too, must make better profits on electrics to offset their rising costs of doing business. It is educational to study how the housewares assortments of the old-line discounters have changed over the years to put greater emphasis on more profitable lines and items, including Fair Traded merchandise.

And manufacturers have learned, frequently the hard way, that they're never going to get all of the business, so that the business they do get, they might as well do on a profitable basis that keeps the broad base of their accounts (and their stockholders) happy. Besides, in the soaring sixties, few have had to be so hungry or greedy that they've had to play both sides of the street with the same merchandise. And, those who have sold too cheaply and gotten involved in too many deals that might be considered "shady," have gone out of business.

The trend toward orderly marketing, exemplified by the two-line approach to selling electrics, has raised the profit level for the entire classification — not just for those lines or items that are involved in such programs.

The growing need for a better profit structure, at all levels of the trade, and by all types of retailers, can be credited, too, in large part, for the ever-widening margins on electrics.



WARING AUTHORIZED WHOLESALER
FAIR TRADE AGREEMENT
FAIR TRADE AGREEMENT

This Agreement made in the State of New York by and between the undersigned S. W. FARBER DIVISION OF WALTER KIDDE & COMPANY, INC., a New York corporation, hereinafter designated as "MANUFACTURER," and the undersigned, hereinafter designated as "RETAILER."



FAIR TRADE AGREEMENT
UNIVERSAL MARKETING OPERATION
HOUSEWARES DIVISION
GENERAL ELECTRIC COMPANY
BRIDGEPORT, CONNECTICUT



HAMILTON BEACH
RACINE, WISCONSIN
DIVISION OF SCOVILL MANUFACTURING COMPANY
RETAIL FAIR TRADE CONTRACT
STATE OF _____

DEALER AGREEMENT

Sunbeam

APPLIANCE SERVICE COMPANY

RETAIL AGENT CONSIGNMENT APPOINTMENT

SUNBEAM APPLIANCE SERVICE COMPANY, a Delaware Corporation, as CONSIGNOR of the Sunbeam Vista line of PRODUCTS, hereby appoints

WARING AUTHORIZED RETAILER
FAIR TRADE AGREEMENT

= FAIR TRADE

Notes one small appliance distributor, "At one time the discount boys would tell us it was company policy that they couldn't handle anything over 12 per cent; then it was 16 and 18. Now some of them are squawking because they're only making 25 per cent."

Profit-oriented electric housewares programs today aim at providing the retailer with margins that range from 28 to 40 per cent, when all earned incentives, bonuses, rebates and extra discounts are taken into consideration.

The "Universal" by GE line recently boosted its profit structure to 28 per cent for the dealer; Rival's "Aristocrat" is also at 28; Sunbeam's "Vista" is up to 30 per cent and so is Westinghouse's "Royal Lady," while Proctor's "Citation" and "Starflite" can go as high as 33 per cent via the bonus route. At the top of the margin maze, Salton, which has the longest continuing experience with Fair Trade, prices its "Hottrays" so the dealer can make between 35 and 40, and S.W. Farber, which has gone the Fair Trade route since 1959, comes in with 40 per cent on its cookware and 30 on its electrics.

The most common method of setting up a Fair Trade program — using the legal machinery of those states that allow the so-called "non-signer clause," meaning that a Fair Trade contract at the retail level is enforceable if one dealer signs it and all others are so notified — has some built in problems.

The District of Columbia, for example, has always been a problem to manufacturers who are sincere in their efforts to keep prices at a profitable level. The District has never had a Fair Trade law, and it is surrounded by states where non-signer clauses are valid.

The way to control the Washington situation is to select carefully those distributors you work with in surrounding states; to be alert constantly to the possibility and danger of transshipping, and then to drop-ship temporarily, until the situation straightens out, to those retail accounts in the District who you know will observe your prices, experienced sources suggest.

Whether the consumer benefits from price-fixed merchandise has long been open to heated debate. The best answer, perhaps,

is that she benefits "indirectly."

Stating the manufacturer's case, Waring's executive vice president, Bill Newman says, "We don't believe Fair Trade makes the consumer pay more money. A fair profit for all who produce and sell merchandise is part of our economic system. If prices are realistic and reasonable, the consumer is not being hurt."

An extension of this reasoning, of course, is that everybody gets hurt — including the consumer and the community — when a business can no longer survive because it cannot make an equitable return.

Few would contend, however, that a retailer who is really in the electric housewares business, on a year-round basis, could exist on price-controlled lines alone.

Sums up Consumer Sales Co., Connecticut major appliance chain which does an aggressive job with small appliances on a 12-month basis: "We use Fair Traded electrics because we can make money on them, and they give us something to sell up to."

For old-line major appliance dealers, Consumer Sales suggests their salvation is not Fair Trade; their salvation is a basic program in electric housewares, with a



How they're doing it . . .

Company	Fair Trade	Consignment	Selective Distribution*
Braun Electric			x
Corning Glass Works	x		
Dominion Electric			x
S. W. Farber	x		
Hamilton Beach	x		
Iona			x
Oster Imperial	x (May 1968)		
Proctor-Silex Citation, Starflite, Lifelong	x		
Regina Crown Jewel	x		
Revere	x		
Rival Aristocrat	x		
Salton	x		
Shetland Chrome Line			x
Sunbeam Vista		x	
Universal by GE	x	x	
Waring	x		
Westinghouse Royal Lady			x

*Selective distribution, in the strict sense, would not bear on price control; rather, it would mean selecting dealers on the basis of observed policies and practices.

product mix that includes both competitive lines and Fair-Traded lines, and not just at the Christmas season.

Other sources agree. Says Sales Manager Frank Williams of B. M. Tower Co., Bridgeport, electric housewares distributor: "A dealer doesn't have to have 'matching' items in both a Fair Trade line and an open line; but he does have to have leader models in each line he carries, to draw the traffic, to get a crack at the customer and to try to sell her up." A dealer's electric housewares assortment, Williams adds, should be planned so between 33 and 50 per cent of his basic merchandise is Fair-Traded.

Some small appliance manufacturers, however, admit privately that they've given up on the old-line independent major appliance dealer. They say they've tried to sell him on a price-protected program, but that he doesn't want to get involved with small-ticket items; that he won't give the line proper attention from the standpoint of assortment, display and promotion; that he only wants the merchandise at Christmas, which is not fair to other accounts in the market area who are doing a full-time job.

On the other hand, S.W. Farber warns, "Don't underestimate the small dealer. It's like saying a bee can't fly because its wings are too small."

Farber adds that small dealers frequently do better with its electric line than with its cookware. Cookware takes more inventory, with more problems of keeping in-stock on sets, while the electrics business is a unit sale business.

And, sums up G. W. (Bill) Orr, vice-president of John Oster Mfg. Co., which on May 1 will initiate a retail Fair Trade program on its new "Imperial" line: "In the past several years, we have seen many small retailers discontinue selling portable appliances because of price competition from retailers who sell in large volume. If reasonable profits are not protected for all retailers, eventually almost all of the portable appliance business could be done only by the giants of retailing. With . . . Fair Trade . . . retailers will have the opportunity to sell profitably and the consumer will benefit by having a greater number of retail stores to serve him."

Twin Cities dealer's

"Unique selling proposition" moves color TV combos

without sacrificing profit.

To a dealer looking for a way out of a tough competitive situation in color TV, there would not seem to be much appeal in a manufacturer's deal which gives no advertising co-op money, no dealer trips, and no national advertising.

When the same TV manufacturer asks the dealer to provide his own service to keep the sets operating after the sale, and insists that the dealer spend only his own money to advertise the product in a heavy local advertising program, a dealer might even be tempted to show the factory representative the door.

And to top it off, if the dealer did take on the line, he might never get the personal attention of a salesman calling on him. All he could expect would be a telephone call regularly asking how business is, and would he like to place an order for a few color TV sets?

Well, Aaron G. Rosenblum, owner of A.G.R. Sales two stores in Minneapolis-St. Paul, Minn., didn't throw the rep out. He listened and bought the package.

Rosenblum at the time was faced with a situation where the name brand he had as his main line was being footballed all over town, and he was getting tired of courting bankruptcy in trying to butt heads with his competition for a small dollar return, with profits coming in only from his well-run service department.

"I once read in an advertising text book that in order to sell a product, you had to have a 'unique selling proposition,'" said Rosenblum. "What I had to sell was a very

good product. My costs were about the same as any other dealer in the Twin Cities area, and I couldn't sell for any less than they could. I could offer a free year's service policy because I did my own service, where most of the competition was using central factory service. But that would kill my only source of profit.

"In this 'unique selling proposition' which Television Manufacturers of America offered was a line of Muntz color and black-and-white TV on an area exclusive basis.

"The key to the proposition was the ability to promote a 267-square-inch color TV combination that we could advertise for, and even sell for, \$298 with a trade — a price that my competition could not meet even with a console-only set. Their total line included a good selection of logical step-ups in fine cabinetry, and quality which could stand up to the best of the other lines I had to compete with.

"And furthermore, I wouldn't have to face shoppers who would come into my two stores with a model number and a price they expected me to beat.

"As a servicing dealer, I have a good idea about the quality of the electronics, and consider it equal to the best of the other brands. Also, all the chassis are the same, so that my stock of parts back-up was simplified.

"Then too, in the Muntz line, all components, except for possibly a knob or a few specialized parts are standard, and available either from TMA or any parts

jobber, so I am not tied to the manufacturer for a part to a set only available from the maker, and he happens to be out.

"In my 18 years of retailing, one thing I have learned for certain is that my sales volume is directly proportional to the amount of advertising done in the name of my store. Now that I am spending all of my own money for advertising I watch it more carefully. I depend on a mixture of my own judgment and TMA's estimate of the market potential of my area coupled to what other Muntz dealers are doing in other parts of the country. As the market changes I adjust my budget accordingly. My yearly budget for this year is around \$75,000 but it can go as high as \$100,000.

"All ads are either in newspapers, spot TV, or in the local edition of TV Guide, which costs me only \$150 for a page a week on a 52-week rate.

"Being a specialist in one line, and having proved the quality of the Muntz name in the area, I have concentrated our selling in moving color TV combinations at a price that nets us a good profit, and one that our competition cannot touch.

"And all I get from the manufacturer is the product, advertising mat service and some advice on advertising and sales promotion help. No cash, no trips, or other forms of rebate. All the fluff is in the gross profit, and it's up to me as a businessman to decide how to use it to suit my stores' needs. I do miss the trips, but now I can afford to take the vacations on my own, to where I please, and when I choose."

NEW LOW PRICE \$298

A BEST BUY! No Cash Needed • Pay Only \$14

MUNTZ GIVES YOU MORE COLOR TV FOR YOUR MONEY

3-WAY LARGE SCREEN COMBINATION FOR THE PRICE OF A PORTABLE

FREE HOME PRESENTATION CALL 333-4236

Muntz TV

"More color TV for the money . . ."



Aaron G. Rosenblum, A.G.R. Sales, Minneapolis, Minn.

Mrs. Joseph Matson is shown color TV combination by Aaron G. Rosenblum in the St. Paul showroom of A.G.R. Sales.



Television City, one of A.G.R. Sales stores in the Twin Cities operated by A.G. Rosenblum

Philadelphia distributor has

A "direct approach" to dealer advertising problems

Raymond Rosen & Co. is now printing direct mail pieces for many of its dealers.



"Direct mail is as effective as any other medium." in some ways, says Sid Goldstein, general manager, sales promotion and advertising. Shown are some of the various types of material printed by the distributor for its dealers.

ECK'S
TV & APPLIANCES
#600 Route 130
Cinnaminson, New Jersey.
Phone: 829-4374
"WE SERVICE WHAT WE SELL"

Announcing the most . . . **4 DAY ONLY**
SPECTACULAR STORE WIDE CLEARANCE SALE in history!
at ECK'S TV & APPLIANCES
In order to make room for the 1968 models arriving in July, we must clear our floors at once. This means we have made **DRASTIC REDUCTIONS** on all RCA VICTOR & Whirlpool appliances. **SAVE** as never before! You owe it to yourself and your pocketbook to stop in and take advantage of this **RECORD-BREAKING** Store Wide CLEARANCE SALE.
SOME ONE-OF-A-KIND SOME FLOOR SAMPLES
ALL FULLY GUARANTEED
4 DAYS ONLY June 21 22 23 & 24
One LOOK inside and you'll see what we mean!

here's our
RED TAG
PRICE

\$

ABC Discount,
Pen

ADMIT ONE
to
**KEENAN'S ANNUAL
TURKEY DAY SALE!**
DATE: MONDAY & TUESDAY
NOVEMBER 21st & 22nd
TIME: 4 To 10:PM

S. E. NICHOLS
DISCOUNT CITY
U.S. 13 & Leipsic Road, Dover, Delaware
REALLY COOL IT - SPECIALS

16,000 BTU
Cools up to 1,100 sq. ft.

5,000 BTU
Cools up to 350 sq. ft.

Prices to keep your temperature down.

Your choice of 6,000,
8,000 or 10,000 BTU units.

18,000 BTU
Cools up to 1,250 sq. ft.

See (COOL ED THOMPSON)
for the **LOWEST** prices in town.

While a great many appliance and TV dealers rely almost wholly on newspaper advertising to get their message to the customer, there are situations, says Sid Goldstein, general manager of advertising and sales promotion for Raymond Rosen & Co., Philadelphia distributor, where "newspapers are of little or no value in some areas.

"Now of course I don't say newspaper ads are no good, but for a middle-class dealer direct mail is as effective as any other medium. Given an average or small dealer, especially in a rural area where newspapers are suburban or weekly or cover a limited range, direct mail has become a necessary part of his business.

"Advertising's prime purpose is to bring results, and there are many things that can be done with a mailer that cannot be done with newspaper or TV."

This proposition has led Raymond Rosen & Co. to become a printer for its dealers . . . creating, setting up, printing, and even addressing and mailing direct mail pieces, plus printing price tags and other related items for the store.

"About 16-17 years ago," continues Goldstein, "we bought an offset press, primarily for printing bulletins to be mailed to our dealers. Five years ago we added another press, assuming we could be of some service to our dealers, and started doing

a limited number of mailers for them, working up to three a week, five or six thousand print run maximum.

"Once we got started on this, we saw a whole new method of advertising at retail level for our dealers. Jack Kelly, our executive vice president, in reviewing company policy about two years ago, felt we should explore some avenues other than newspaper advertising, so we decided to see what we could do with direct mail.

"We sat down," continues Goldstein, "and planned out what we could do to increase our help to the dealers. We increased our art department, bought a varitype machine, bought another press, and really expanded our services.

"We now have both presses going all day and overtime, and are turning out an average of 12-15 separate jobs a week, of 20,000 or 30,000, and even 35,000 copies each job.

"On charges, we bill our dealers only enough to cover the cost of printing and paper. The creative effort in design work is not charged at all. In this manner we consistently stay under the price of local printers, so that we do offer our dealers a service, and inexpensively."

Upstairs in the Rosen printing department, Tom O'Malley, supervisor of printing and mailing, also states he spends a majority of his time . . . "75 per cent" . . . work-

ing on dealer mailers. The two presses, a large Davidson machine and a smaller Multilith printing machine, are augmented by an Addressograph system for nameplates. A girl is assigned full time to making plates, which the dealers own but are stored here for easier mailing. Capacity will be several hundred thousand plates.

"We also have a folding machine," says O'Malley, "but because of the amount of business, we are going to get a bigger one."

Getting back to his earlier statement about what can be done with the direct mail approach, Goldstein says, "We have several basic formats we use in designing mailers. We use door busters, bargain priced items to get the customers in; a free gift for the family; urge the customer to bring in the mailer as if it were a ticket; the private sale open only to preferred customers; the preview to the public sale; a personal letter for the dealer to sign, which can then be included in the mailer.

"All of these approaches can be used by direct mail effectively, not by TV, newspapers, and the like."

Goldstein says about printing direct mail pieces for his dealers, "We love it. Our future outlook is to continuously expand our services to our dealers, and other RCA Victor and Whirlpool distributors out of town are in touch with us and interested in what we've done."

check mat for
refugees
artwork
Use mat of
anesthetics

NORGE



~~~~~  
~~~~~  
~~~~~





# Create your own Norge advertising and win up to \$10,000

\$27,000 in cash prizes! For the first time ever—an advertising contest for retail executives only—with giant cash rewards, just for advertising Norge products . . . the kind of advertising you're probably doing right now. It's easy! It's fun! You don't have to be a professional ad-man or spend big money—a simple 200-line newspaper ad, single radio commercial or mailing piece could win. You can even cut and paste—use factory mats! It's all up to you and your own ingenuity. The important thing is to come up with an original merchandising idea that effectively presents Norge products and your store. Then make your ads, commercials, mailers, you name it. Have your brainchild appear between April 15 and June 15, 1968 and submit for judging. That's all there is to it. An idea, a pencil, and paper . . . and you can be one of the 14 retail executives who win in this easy-to-do-contest.

**Grand Prize:** \$10,000 for the best advertisements or commercials (single message or series, any recognized medium)

**4 Zone Prizes:** \$2,500 each for the best series in each zone

**5 Best-of-Store Prizes:** \$1,000 each for best advertising in each of 5 classifications:

Appliance-TV Store  Furniture Store  Department Store  Utility  Other

**4 Best-of-Show Prizes:** \$500 each for best advertising in each of 4 media classifications:

Newspaper  Radio  Television  Other

Don't waste a minute to get started in this easy-to-win contest. Send the coupon below for rules, entry blank, and Norge's ad-starter booklet, showing factory mats on Norge's wide range of appliances and page after page of suggestions on "Different kinds of ads you can easily create," "Where to find free help," "How to build ads using factory mats," and many more helpful hints.

This is one contest you won't want to miss. The prizes are big . . . and it's so easy for you to win.

Spring will be a little great this year.

# NORGE®

home  
appliances

**BORG**

**WARNER**

Advertising Dept., Norge Division, Borg-Warner Corporation, Merchandise Mart Plaza,  
Chicago, Illinois 60654  
I'm interested in entering the easy-to-win Norge Retail Advertising Race. Please  
rush my Ad-Starter booklet, showing Norge mats and suggestions,  
contest rules and entry blanks, without obligation.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
My Norge wholesaler is \_\_\_\_\_

electric  
housewares



## Gaylords' "UP FRONT" approach promotes electric housewares

Chain puts small appliance department at store entrance.

It's "what's up front that counts" at Gaylords, a 46-store chain whose outlets are located in the east, south and middle west.

Formerly the small appliance department, consisting primarily of electric housewares, radios, and phonographs, was just another large and well stocked counter in the midst of the discount-type store.

But with the opening of two new Gaylords stores in Butler and Hazelton, Pa., the housewares department has been moved up front, directly adjacent to the store entrance and checkout areas. Although still essentially a self-service department, its new closeness to the manned camera department makes possible sales help from that counter. Also, the back of the display area, in the Hazelton store, is designed as a small stock area. Thus the customer can pick out the radio or iron or blender she is looking for and have a boxed model handed to her immediately, rather than waiting for a long trip to the rear of the store for



OLD: Lost among hardware items and toys, small appliance department at Gaylords, Wilmington, Del., contrasts with NEW (above) up-front approach at new Gaylords outlet in Hazelton, Pa.

stock.

Gaylords spokesmen say that much better exposure is gained for housewares up front. "We avail ourselves of the name brands, creating a good image of quality for the store. Having the counters in the front also allows for more creative presentation, more traffic, and more profita-

bility.

"Another factor is having the camera and photo counter adjacent to the appliances, for you can give a certain amount of service to what still is basically a self-service department."

Gaylords, say company sources, considers the "up front" appliance counters as an experiment in its two new Pennsylvania stores. If successful in stimulating sales, all of the new store installations will carry similar counter arrangements.

Reports indicate that, although the Hazelton outlet has been open only since mid-November, the appliance counter has already seen good results.

"We are moving away from just a discount store image, to more of a 'junior department store' type of presentation. This 'in between' image will," says a company spokesman, "result from a more luxurious store image, but it won't affect pricing. Better overall presentation will result in greater sales."

# Why you can make more money with Coolerator air conditioning

1. Central units *specially designed* for the appliance dealer to sell for "do-it-yourself" installation in most homes.
2. Complete line of furniture-styled, quality-built room units for any type or requirement of window installation.

If your air conditioner business consists only of room unit sales, get hold of your Coolerator man right away. Have him show you how easily you can cash in on the growing demand for central air conditioners and at the same time do better for yourself with room units through Coolerator's Profit Improvement Program.

Coolerator's entire central air conditioning program was designed for appliance dealer handling, right from the start. That's why the unit was deliberately engineered for easy installation by the purchaser. This makes it a quick package sale for the dealer,

at an appealing, sales-closing savings to the buyer. Tremendous success of Coolerator's unique central unit approach is indicated by the many appliance dealers whose sales already are in the hundreds—one even ready to pass the 1000 mark!

Another important point! Coolerator central air conditioners are priced to get you both volume and a highly satisfactory gross profit per sale.

Take a close look soon at how you can make more money with Coolerator. Get in touch with your Coolerator man—or write us.

## **Coolerator**<sup>®</sup>

ROOM AND CENTRAL AIR CONDITIONERS



Quality Products of  
Albion Division, McGraw-Edison Co.  
Albion, Michigan 49224

This Peoria retailer  
**Sells majors through  
central AC business**  
and builds good will too.

By Milton Gussow

**E**ven considering outside labor costs, central air conditioning can indeed be profitably sold and installed by retailers.

This is the belief of Bob McQuellon, owner of McQuellen's Appliances, Peoria, Ill. Although the store, which sells both white and brown goods, evolved from a heating and plumbing operation, the latter accounts for a very small portion of its annual volume.

"You must consider what is most important for your customer — after all, you sell many other appliances besides air conditioning," said McQuellon. "Even if the profit on a central system is not what we might like to make, the long term picture and profit is derived from continuing the good will of our customer.

"In selling central air conditioners for remodeling, especially of older homes, you must be flexible and be frank to admit that a packaged unit may not do the whole job efficiently. In many cases where there have been problems with two story installations, we have sold a combination of window and central, which is still more efficient than window units only."

McQuellon admits that the firm's early start in plumbing and heating gives him an edge over the average appliance dealer, but believes that most dealers could find a remodeling contractor who would cooperate on installations.

"With today's units, installations are very simple," said McQuellon. "But safety

is the primary consideration since the air conditioning unit is usually tied in with heating systems which can be a dangerous situation if improperly installed."

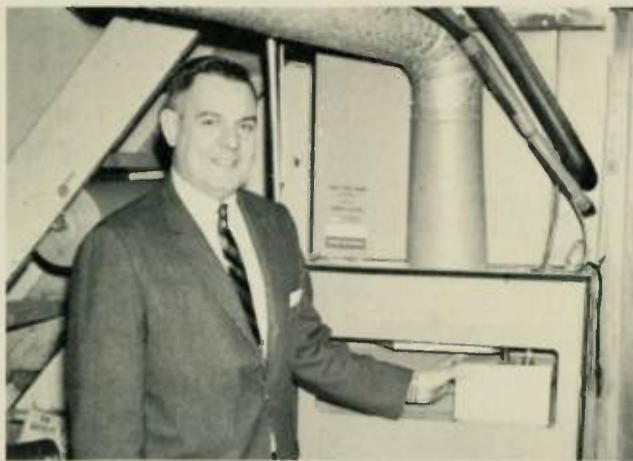
Most of his firm's jobs are in homes which are being remodeled, or they are replacements of central heating systems. The new home market is almost non-existent for him because the builders themselves get it. Builders avoid old home installations in McQuellon's market.

"But the key to selling any air conditioning is hot weather, or the memory of hot weather," McQuellon said.

"Although we sell a fair amount of window units, our approach to central units is to stress convenience of only one control dial visible instead of the bulky face of the window unit. A further means of profit from these central unit sales are the accessories which go along with them, the electronic air filters and humidifiers, both easily installed and good profit items.

"Our most popular packaged unit is a GE 22,000 BTU unit which we can sell, installed, at \$695. That is for normal installation in a five-room house. Above that size becomes a custom installation which requires a very precise estimate to insure a profit.

"Factors which must be considered include a visual check to see if the cooling coils will fit in the plenum; and also if the installed blower is adequate to pull the air conditioning load, which is more demand-



Bob McQuellon shows here one of two working display central air conditioning units of type most popular at McQuellon's Appliances. However, air conditioning control is all customer sees, mingled with small electrics, which arouses interest and questions. Dealer McQuellon points out, "It's all that shows in the home, too."



ing than the heating load. In two-story buildings, there must be a return air duct from every room, otherwise the doors must be left open to get proper cooling.

"Another consideration for a dealer who may want to get into the selling of central air conditioning is the price bracket in which he regularly sells appliances. We consider our success due in part to our predominance in the middle to upper price lines. We have never been able to sell low end.

"Our customers are more likely to be in the market for central units. Also, we have been in business here for over 40 years, and have the confidence of long-time customers.

"Often, when we have difficulties in coordinating union specialists on the job, we are tempted to avoid central air conditioning, but we always get back to the idea of what is best for the customer, grit our teeth and hope to break even. So far, it has paid off in good sales of other major appliances — and color TV."

# Spotlight on kitchen appliances

## Caloric Range Line

The 1968 range line is comprised of 46 models, called the "E" series, ranging from a 30-in. single oven range to a 36-in. double-decker model with two ovens, six top burners, and two utensil drawers. The units are available in colors considered "most desirable": olivertone, antique copper, white, and a new color called "autumn gold."

Every model has a trim, well-lighted control panel and an "Ultra-Ray" broiler (converts gas into "infra-red energy to sear steaks or chops instantly on the outside and cook them to perfection on the inside").

Other features in the line include automatic meat probe, timed "cook



Caloric 30-in. double decker range

and keep-warm" oven system, six-burner cooking capacity, rotisserie, a hood exhaust system, a condiment caddy and a 13½-in. clearance between the cook top and the upper oven on double decker models.

The top of the new line of ranges has stainless steel utensil supports, which can be removed for cleaning. Another cleaning feature is the removable oven door.

The black glass wide trim across the oven hides an "observador" oven/broiler window (black glass panel becomes see-through window when oven light is lit). *Caloric Corp., Tipton, Pa., 19562.*

## Gaffers & Sattler Oven

A gas double oven, new in the built-in line, has twin, 20-in. ovens, both of which are said to be large enough to roast a 30-lb. turkey. The upper oven also serves as broiler and rotisserie. The bottom oven of the "Gala" has a "Meal A'Tendant" that can be programmed to turn on at a given time, cook food until done, then hold at serving temperature. The ovens can be used simultaneously for broiling, baking, roasting or warming.

"Dark-Lite" doors are black glass set in a brushed chrome frame. When oven light is on, the door is transparent; when light is off, the door is opaque and reflects like a mirror.

Other features include roast probe, low temperature thermostat for

warming, 3-spit rotisseries, and formed oven-rack supports. The glass doors are interchangeable with por-



Gaffers & Sattler "Gala"

celain enamel doors in 15 different colors. *Gaffers & Sattler, 4851 S. Alameda St., Los Angeles, Cal. 90058.*

## KitchenAid Disposer

Two decor-designed food waste disposers are the "Superba" (for batch feed) and the "Imperial" (for continuous feed application). These are the first disposers to carry the Kitch-



KitchenAid "Superba" disposer

enAid brand name. Features include a heat-fused epoxy grind chamber, and a "Teflon"-coated drain chamber to assure that finely-ground waste is flushed away easily. The units are said to be the "ultimate" in quiet operation. *Hobart Mfg. Co., Troy, Ohio.*

## Modern Maid Dishwasher

Model WDW-276 is a six-cycle pushbutton portable dishwasher that can be converted to a built-in. It brings to four the number of automatic front-loading dishwashers in the 1968 line. All feature 16 place setting capacity, two revolving spray wash arms, a rinse injector system for



Modern Maid Model WDW-276

spot-free drying, a miniature food grinder eliminating pre-rinsing or scraping, and a lifetime guaranteed "Permacoil" heating element which boosts water temperatures to "scalding" for "Hygienic" cycles and heats air to a sanitizing 180 deg. during the drying cycle.

The unit features a hardwood cutting board top and a 20-year guaranteed porcelain tub. Its ready-to-use power cord and faucet connection retracts into a well at the top rear, and the top and rollaway casters are removable for converting unit to a built-in at a later date. The unit is shipped with white sides and front, but interchangeable door panels are available for color flexibility. *Modern Maid, Inc., Chattanooga, Tenn. 37401.*

## O'Keefe & Merritt Range

"Sculptura" gas range design is said by the manufacturer to boast, "new beauty, ease of cleaning features, new dimensions in cooking capacity, and the ultimate in automatic and convenience features. Included in the



O'Keefe & Merritt "Contempo 30"

series is a wide selection of 36-in. and 30-in. free-standing models, and 30-in. "Contempo" eye-level ranges. The 36-in. ranges are equipped with a 25-in.-wide oven and a "Magna-Flame" broiler. *O'Keefe & Merritt Co., 3700 E. Olympic Blvd., Los Angeles, Cal. 90023.*

## Waste King Range

Infra-red radiant "Char-Broiler" is highlighted in the "Sculptured

Touch" series of "Penthouse" and 30-in. gas slide-in ranges. The special burner spreads a sheet of flame across a ceramic porcelain radiant that blankets all of the broiler pan with invisible infra-red rays. Broiling is said to be 40 per cent faster since more flame is spread faster and farther, sealing in juices and imparting an outdoor-cooked flavor to meats. The broiler is in the oven compartment rather than near the floor or at



Waste King "Penthouse"

eye level height where many cooks are hesitant to handle broiled foods because of possible spillage. *Waste King Corp., 3300 E. 50 St., Los Angeles, Cal. 90058.*

## Hotpoint Dishwasher

Designed to serve as a "portable now" and "built in later," dishwasher Model DB700 features multi-level wash



Hotpoint Model DB700

action, soft food waste eliminator, self-cleaning filter system, and adjustable loading racks. Four-push-button cycle selector allows user to automatically set the machine, which can handle up to 17 table settings. Cherry wood top with "gravy groove" is designed for roast carving, vegetable chopping, etc. *Hotpoint, 5600 W. Taylor St., Chicago, Ill. 60644.*

Missouri dealer says

# Salesmen should glamorize cooking, romance ranges

and follow through with knowledge of features, operating costs.

**Q**uentin Clark, owner of Clark's Appliances in Raytown, Mo., finds ranges to be "one of the easiest of all appliances to sell against competition. If I can talk to an open-minded customer I usually have no trouble selling her a range."

Clark feels that outside of a few features that housewives are made aware of through advertising, they are relatively undecided on what they want in a range, and can be sold by an aggressive salesman who knows his product.

Says Clark, "It is my personal opinion that a great majority of appliance salesmen today do not take the time to learn about the range lines they handle, particularly electric. They just do not bother to familiarize themselves with features and operating costs."

He feels that his theory is substantiated by the women who have shopped other stores and then come to Clark's, and seemed to know very little about ranges in general.

Clark laments the fact that many dealers are not romancing ranges. "Most retailers

don't make any effort to make cooking a more glamorous thing," Clark says. "These same dealers take the time and effort to tell a customer of the advantages of owning a frost-free refrigerator, but neglect to sell the many wonderful new time-saving devices on today's modern ranges.

"Most salesmen don't know enough about cooking, and are not making an effort to learn. You can't do proper justice to any appliance if you are not aware of its full capabilities."

Clark, who spent several years with the Kansas City Power and Light Co., admits that his background there convinced him that electric ranges were superior to gas as a fuel, and he has carried this belief over to his own store where he sells only electric units.

"I cite such pluses as the fact that there is as much as 20 per cent less shrinkage of meat because of moisture absorption. Since meat is an expensive item, this makes an impact on her. I also dispel any doubts she might have about having to learn to cook all over again."

Housewives are relatively undecided on what features they want in a range and can be sold by a knowledgeable salesman, says Quentin Clark.

Clark's success in selling ranges, which, incidentally, are mostly in the middle to high-end price categories, is due to the fact that he is located in a relatively well-to-do Kansas City suburb.

Furthermore, most of the homes in his trading area are not more than 10 to 12 years old, and therefore are more adequately wired for electric range installation than the older homes in Kansas City proper.

Clark says that only about one out of every 25 prospects cannot be sold on electric over gas.

This Missouri retailer cites two reasons why he does not always make a range sale. First, there might be a certain feature that a housewife wants that is found on a brand other than the General Electric line he carries.

Secondly, GE makes what he terms "not the cheapest range on the market," and occasionally a woman is not able to afford to pay the price for the merchandise he offers.

Clark reports his average range sale to be about \$300. He reports selling more and more deluxe equipment. None of his customers now purchase ranges without a timer and a light in the oven.

Colored appliances are increasing in popularity at Clark's with avocado dominating.

Clark cites GE's P7 self-cleaning oven as a product that a salesman can point to as a new achievement in modern day cooking.

While the majority of Clark's sales are to consumers, a certain portion of his sales are to builders. He reports that among builders constructing custom built homes, 60 per cent are purchasing P7 ovens.

His peak periods are in the months of November and December during the holiday season, and in late spring. Ranges are more of a fall item than they ever were, according to Clark.

He points to a thorough advertising program and a large floor display, a two significant reasons for his continually increasing range volume. His annual range advertising constitutes over 15 per cent of his total advertising.

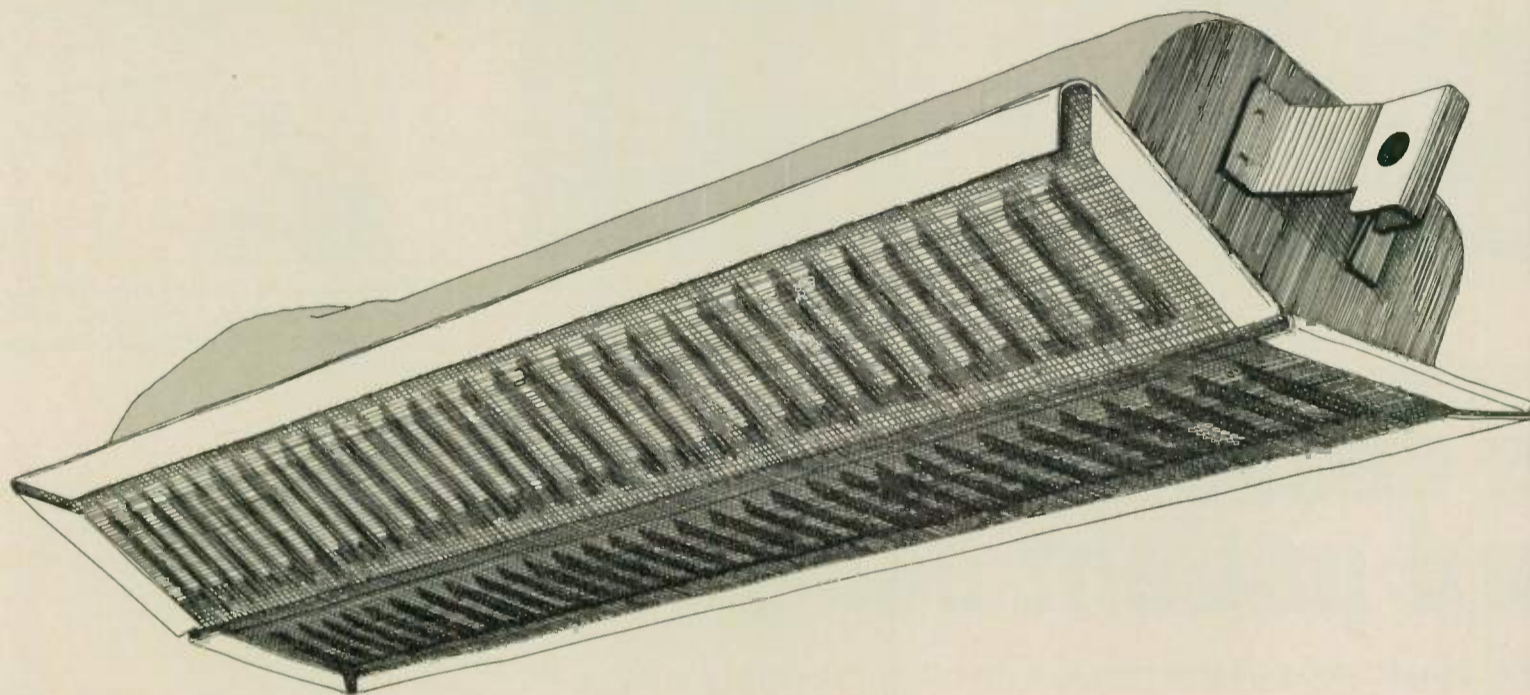


Product Knowledge is vital to success in selling ranges. Dealer Quentin Clark feels many dealers have failed to thoroughly familiarize themselves with features offered on today's modern cooking units.

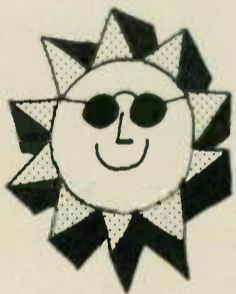


WRH

# What Caloric Dealers Already Know About ULTRA-RAY<sup>®</sup>:



## It's like a place in the sun.



Picture yourself lounging on a glassed-in sun porch. It's winter, and the porch is chilly.

Chilly—except for the spot where the sun streams in.

So you move your chair to that spot, and you're bathed in warmth.

That's the way it is with Caloric Ultra-Ray<sup>®</sup> broiling. Both the sun and Ultra-Ray<sup>®</sup> generate infra-red rays that focus on a target. Rays that heat the things they're beamed upon, not the air around them.

So everything stays cooler with Ultra-Ray. The range, the kitchen, the cook.

## What makes it tick.



It's simple. The surface of the patented Ultra-Ray burner is made up of three mesh screens constructed of a special alloy. Gas heat pours through thousands of openings in these screens, heating them to 1550 degrees. In seconds, the incandescent screens are emitting infra-red rays and broiling is underway.

## Shazaam!

It stands to reason that things broil pretty fast with Ultra-Ray. For instance, Milady can serve a 1½-inch medium-rare steak in minutes. Or broil 25 hamburgers in less time.

(If she took the same steak out of a conventional

broiler in the same time, her family would have to like raw meat.)

In short, Ultra-Ray broils things up to 30% faster than ordinary units. Which helps make it the most efficient broiling system under the sun.

## It's the taste that counts.



Ultra-Ray broils meat so fast that it's easy to soft-peddle its most important talent: The way it makes things taste.

Its infra-red rays seal in meat juices before they can escape. Thus

the center of the cut is pink and tender.

The outside? It's got that char-broiled crispness that's made steak houses famous. And made some backyard chefs pretty jealous.

But then, it's impossible to describe the taste of meat broiled the Ultra-Ray way. That's why Caloric Dealers have those mouth-watering demonstrations. Which in turn is why so many Ultra-Rays are sold.

## Less work for mother.



It's all very well to broil things faster and better with Ultra-Ray. But what about clean-up?

Here, too, Madame Housewife is better off. Those infra-red rays seal in most of the juice that splatters around in conventional broilers. Some elusive drops are incinerated in the air. And those few transparent globules that manage to land are short-lived. A damp sponge takes care of them.

In other words, Ultra-Ray kind of cleans itself as it works. Chalk up another reason why so many Ultra-Rays go home with people.

## Little things that clinch big sales.



If you call them little, that is. Things like offering a rotisserie as part of the system. Or the fact that Ultra-Ray is standard, not optional, in every range Caloric makes.

From a health standpoint, consider this. Ultra-Ray seals in the vitamins and minerals that used to end up swimming in the broiler pan. And there's more.

## Caloric puts Dealers in the sun.



What Caloric Dealers know best about Ultra-Ray is how it helps them sell the best line of gas ranges in the business. When they do, they earn the highest profits in the business.

No wonder so many Caloric Dealers find places in the sun.

Places like Florida, Hawaii, The Virgin Islands. Nice places . . . for nice guys.

\*U.S.A. Patent 3,122,197

# CALORIC<sup>®</sup>

CALORIC CORPORATION, TOPTON, PA. 19562  
A SUBSIDIARY OF RAYTHEON COMPANY

Gas Ranges • Built-ins • Dishwashers • Disposers • Gas Grilles • Sinks • Hoods



The sweetest sound of all is taped as child records own voice. Parents bought two cassettes as result of demonstration. One will be given to out-of-state grandparents so that they and grandchildren can speak directly to each other.



Customer listens to own voice, recorded unnoticed by him. Dealer Leonard Klickstein uses "candid microphone" approach in selling cassettes.



Huge sign outside Sound Equipment Co. Houston, Tex., store is easily seen by motorists traveling along nearby highway. This outlet is one of five in city.

"Candid microphone" idea

# Sells cassettes to doctors to record patient conferences

Houston, Tex., electronics dealer has eye on other "special markets."

In Houston, Tex., the man to beat in selling cassette recorders to doctors is Leonard Klickstein, manager of one of the city's five Sound Equipment Co. stores.

And while many dealers, according to Klickstein, consider doctors "tough" customers, he has been able to close about three out of four sales with them. In one month of 1967, for example, he sold more than 30 cassette recorders of one brand — three to a single doctor.

"Most of these sales" explains Klickstein, "were made because I always keep a Wollensak handy — this is a top seller for Sound Equipment Co. — and use it to get the doctor's attention and to whet his imagination. The approach is the 'candid microphone' technique. Of course, after you have a customer's attention you can point out the advantages of the equipment, but the trick, especially with doctors, is getting their attention.

"Nothing I have tried does the job as quickly and dramatically as playing back their own voice on tape — especially when they are unaware of the recording."

Klickstein has used the candid microphone approach for the most part, in the store. However, he has found that it works almost as well on calls to a customer's office. The battery-powered, lightweight (four pounds), solid-state construction of the cassette recorder makes it easy to handle; simple controls eliminate fumbling dur-

ing use, Klickstein says.

"The demonstrator recorder, among its other features," he points out, "has a remote switch that can be removed from the microphone (where most cassette switches are located). I can position the switch on or behind the counter, or run it outside the carrying case for office calls."

One doctor, in commenting on the success of the candid microphone technique in getting his attention, outlined some of the reasons a doctor has for using portable recording equipment:

"It is impossible for anyone," the doctor said, "to remember everything he said during the day, yet what others remember a doctor saying, or think he said, can lead to problems — even legal action. For this reason, many doctors are becoming quite cautious in patient conferences and while giving information over the telephone. Some are even going so far as to tape most of their professional conversations, whenever possible, from marriage counseling to highly detailed treatment instructions."

Klickstein stresses the time-saving convenience of the cassette recorder to doctors, and to businessmen. "Driving time, a large bite out of most doctors' week, can become productive time," he says. "The microphone clips on the coat pocket, and since there is no threading of tape, a cartridge can be turned over with one hand — without even looking away from the road."

The doctor who bought three recorders keeps one in his car, one at home, and his secretary shares the one at the office.

"Accessory items such as foot control switch, 110-volt adapter, pre-recorded music tapes for relaxing, telephone coils, alkaline batteries, and head-cleaning tape make these recorders extremely versatile," Klickstein sums up. "This is especially true of the foot control. A secretary, for example, can transcribe a surgical report dictated in the doctor's car by using this control."

The bulk of Klickstein's medical sales last year were made in a Sound Equipment Co. store located in Houston's Medical Tower. That particular store, now in a new location, was closed because of limited parking downtown, but this has not stopped Klickstein from selling cassette recorders to doctors.

"As a matter of fact," he says, "there is a fair sized clinic near our new location that will produce medical sales direct to the doctors, or through contact with nurses and technicians. And, since I never try to 'specialize' with only one market, right now I have my eye on another type of business which needs cassette recorders — stock exchange offices. Using the 'candid microphone' technique I recently sold three to a local company, which uses them to record complicated buy-and-sell orders by telephone."



# Spotlight on kitchen appliances

## Hardwick Gas Range

Outdoor grilling done conveniently indoors is one feature of Hardwick's double-oven "Debutante" gas range.



Hardwick "Debutante"

Offered as an option, the "MicroRay" infrared broiler works on a gas-air mixture within the porous ceramic burner which then heats up to 1600 degrees and gives off infrared rays. Other features of the unit include four top burners, a bake oven, an

automatic rotisserie, in the "MicroRay" oven, black glass lift-off lower oven door, and a 30-in. width. *Hardwick Stove Co., Cleveland, Tenn. 37311.*

## Roper Dishwasher

A six-cycle, 16-place setting capacity, automatic sanitizing wash/rinse, "Duo-Jet" dishwasher is new from Roper. Unit is available in chrome, avocado, coppertone or white, and also has custom panels available. Other features include adjustable



Roper Model 8558

height, automatic detergent cup, discharge pump said to do away with filters and screens, and automatic sparkle rinse. *George D. Roper Sales Corp., Kankakee, Ill. 60901.*

## Brown Gas Range

Series of 30-in. free-standing, slip-in, and eye-level gas ranges features recessed top and chrome trim. Easy-clean features: completely removable oven door, oven bottom, and cook



Brown Stove Model H236-W

top. Model H236-W features a clock and four-hour timer, appliance outlet, "Window," and oven light. Available in avocado, white, burnished copper. Brushed chrome main top also can be had. *Brown Stove Works, Inc., Cleveland, Tenn. 37311.*

## Fedders Side-By-Side

Side-by-side refrigerator-freezer offers 22-cu.-ft. capacity, is 64 in. high, less than 36 in. wide. Freezer space is 9.56 cu. ft.; refrigerator is 12.44



Fedders side-by-side

cu. ft. Features include frost-free refrigerator and freezer, automatic ice-maker, butter conditioner. In white, shaded coppertone, or avocado. *Fedders Corp., Edison, N.J.*

Mr. Zip Says:

Zip code is for everyone. Use it for both business and personal letters.

# industry events

**Midwest Gas Ass'n Annual Convention, Palmer House, Chicago, April 7-9.**

**Brand Names Foundation Convention and 20th Annual Brand Name Retailer - of - the - Year Competition Awards, Americana Hotel, New York City, April 10-11.**

**30th New York Premium Show: New York Coliseum, New York City, April 22-25.**

**Gas Appliance Mfrs. Ass'n Annual Meeting: The Greenbrier, White Sulphur Springs, W. Va., April 29-May 1.**

**National LP-Gas Ass'n Convention: Conrad Hilton Hotel, Chicago, May 5-8.**

**19th Annual Institute of Electrical and Electronics Engineers' Appliance Technical Conference, Columbus-Plaza-Sheraton Hotel, Columbus, O., May 7-8.**

**Electronic Industries Ass'n 44th Annual Convention, Hotel Ambassador, Chicago, June 3-6.**

**1968 NEW Electronics Show: New York Hilton, New York City, June 14-16.**

## DELIVERIES ARE EASIER-SAFER!



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

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

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5026 E. Slauson, Los Angeles 22, Calif.

**EASLOAD**  
APPLIANCE TRUCKS

## We Deliver!



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

WRITE FOR BULLETIN ON DELIVERY TRUCK RAMPS

Magline Inc., Box 374, Pinconning, Mich.

**MagLiner**  
MAGNESIUM



**Admiral  
gets you  
set for  
spring TV  
retail  
action!**



# Here's a double-header profit special!

**All-new portable 12" (diag. meas.) TV and  
Fun Mate all-transistor radio . . .  
packed together in the same carton  
. . . and retail priced  
for full profit!**

Get set for big spring baseball retail action on opening day! Stock this double-header combination—a 12" (diag. meas.) Admiral quality Personal Playmate TV plus 6-transistor Admiral Fun Mate radio. They're packaged in the same colorful carton for extra-easy selling and great traffic building. Stack the cartons on your floor so you'll be ready for big impulse buying action this spring!



Y701R—Fun Mate. Admiral quality 6-transistor radio. Instant play. Personal listening earphone. 9-volt battery. 90-day free replacement.

R1250P—Personal Playmate. 12" (diag. meas.) black & white portable TV. Instant play. Lightweight and compact. Sound-out-front speaker. Admiral quality picture tube.

**Turn this big double-header baseball special into a grand slam of sales for you! Call your Admiral Distributor for full details.**

# Admiral<sup>®</sup>

 Mark of Quality

# new products

## RCA Youth Products

Modern color finishes and equally bright packaging are features of the five new products that mark RCA's major entry into the kindergarten-to-high school (age 5-14) consumer electronics market. The color-keyed "Youth Collection" includes:

The "Goliath," Model YZS-05 (upper left in photo), a reel-to-reel



RCA "Youth Collection"

tape recorder with self-contained battery power and simple push-button recording or playback. Unit in light gray cabinet operates on one 9-volt, two "C" batteries. Price: under \$22.

The "Time Trek," Model RZD-14 (upper right in photo), is an AM/clock radio combination with a white cabinet and a front panel in bright blue, red, and yellow Mod design. Power source: a-c line cord. Price: under \$20.

Left to right on the bottom level of the photo are:

The "Playmate," Model RZF-21, a pair of compact, lightweight walkie-talkies (one is blue; the other, yellow). Price: under \$18 per pair.

The "Music Box," Model VZP-11, a battery-powered or a-c-operated portable phonograph for either 45 or 33-1/3 rpm records. In white cabinet trimmed in "Cadet Blue" or "Maple Sugar" the monaural unit is priced under \$22.

The "Cruiser," Model VBZ-08, a simple-to-operate cassette tape player, with four "C" batteries in two-tone case of "Fog White" and "Maple Sugar." Price: under \$30. Other products will be added to the "Youth Collection" later. *RCA Sales Corp., 600 N. Sherman Dr., Indianapolis, Ind. 46201.*

## Arvin Table Radio

A mid-season addition to the 1968 line, Model 17R00-27 is a 4-transistor, off-white table radio with a solid-



Arvin Model 17R00-27

state chassis. The unit, cased in break-resistant molded plastic of modern design, contains a built-in ferrite rod antenna. Measuring approximately 10 1/2 in. x 5 1/2 in. x 3 1/2 in., the unit weighs just over 3 lbs. Suggested retail price: \$15.95. *Arvin Industries, Inc., Columbus, Ind. 47201.*

## Gavin Indoor Antenna

A new indoor 82 channel antenna, the "Monitor 500," features vertical design and rotating scanner (enables user to aim for best pictures without moving the base), plus a dual UHF loop, high-impact polystyrene base and brass dipole plated with satin finish chrome. A deep felt pad at the base of the antenna protects furniture from scratches.

The unit includes separate leads for VHF (channels 2-13) and UHF (channels 14-83) terminated with heavy duty connectors for connection



Gavin "Monitor 500"

to TV set. The unit, which also works well as an antenna for FM stereo, is available in walnut or sandalwood. Suggested retail price: \$9.95. *Gavin Instruments, Inc., 1450 U. S. Route 22, Somerville, N. J. 08876.*

## Seeburg Stereo Console

New addition to the line of home stereo music centers with "Audio-



Seeburg Mediterranean console

mation" is a stereo console of Mediterranean styling in solid pecan. The unit measures 28 in. high x 62 in. wide x 22 in. deep. It retains the record album dialing feature of "Audiomation" used in previous models, but many control elements have been redesigned from knobs and turning to a more convenient pushbutton concept.

In "Audiomation" a bank of 50

LP albums is stored vertically, played vertically, and programmed for listening by dialing them at the unit or from a remote area in the home.

Other cabinetry in the stereo console line includes styling in Contemporary design in three finishes: cherry, walnut, and distressed pecan. *Consumer Products Div., The Seeburg Corp., 1500 N. Dayton St., Chicago, Ill.*

## Admiral AM/FM Radio

Among nine new radios, the Magellan, Model YK377, is a six-band FM/AM radio with shortwave, long-

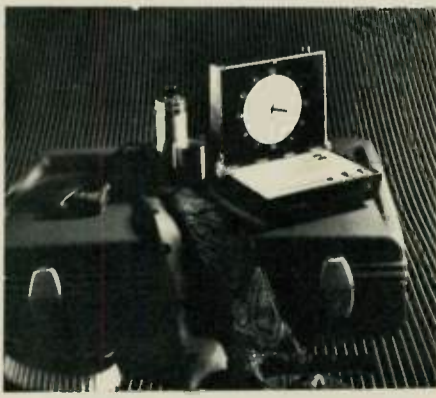


Admiral "Magellan"

wave, and marine coverage. It has 18 transistors, six diodes, automatic frequency control, slide rule vernier tuning, dial light, tone control, separate regular and fine tuning controls, and a powerful 6-inch "Alnico V" speaker. Other features include two ferrite rod antennas, tuning meter and battery condition indicator, 44-in. telescopic antenna, and a built-in a-c charger converter which permits the radio to be played on household current and also charge the batteries. It has a walnut grained finish with aluminum grille and diecast handle. Suggested retail price: \$99.95. *Admiral Corp., 3800 W. Cortland St., Chicago, Ill. 60647.*

## RCA Radio & Clock

It's a radio. It's a clock. It's the "Weekender," one of the unique models in RCA's 1969 portable radio line pegged to the "entertainment on the move" theme. Model RZS-43 incorporates an AM/FM radio operating on a 9-volt battery and a clock with its own long-life mercury cell power supply. The radio is contained in the base of the unit which opens like a jewel box. The clock with luminous hands is in the stand-up lid. It can wake the user "to a radio program or buzz the hard sleeper." The unit's black plastic case with aluminum trim is, says



RCA "Weekender"

the firm, scarcely larger than an electric shaver kit. Suggested retail price: \$45. *RCA Sales Corp., 600 N. Sherman Dr., Indianapolis, Ind. 46201.*

## Motorola AM/FM Portable

Solid-state personal portables introduced for 1968 include Model TP4E,



Motorola Model TP4E

with a-c power supply jack, and chassis with 10 transistors, five diodes, and 3-in. speaker. Powered by six penlight cell batteries, the unit has slide-rule dial with vernier tuning and log scale. The polystyrene cabinet is black, with chrome metal frame and knobs, and spun metal speaker grille. Suggested retail price: \$26.95. *Motorola Consumer Products, Inc., 9401 W. Grand Ave., Franklin Park, Ill. 60131.*

## Hotpoint Room AC

The "Porta-Cool" series of room air conditioning units is new for 1968. Five models available in the line are from 5,000 to 8,000 BTU's, and three operate on 7 1/2 amps. Said to be lightweight and portable from room to room, units can be used in bedroom, den, or hot summer kitchens. Three



Hotpoint "Porta-Cool"

of the new models are available with accordion-type mounting panels that adjust to window frames from 24 to 36 inches. Other features include filtering of kitchen smoke and grease, a tilt-out filter for easy cleaning, and a quick-opening, reusable carton that can be used for unit storage. *Hotpoint, 5504 S. Brainard Ave., LaGrange, Ill. 60525.*

## Admiral Stereo Phono

Nine solid state portable phonographs have been added to the 1968 Admiral line, highlighted by the "Impressario." This unit, Model YF1361SA, features 20 watts of power in a solid state chassis, with a walnut-grained, pyroxylin-finish wood cabinet. Other features include AM/FM radio, slide rule tuning, four-speed automatic record changer, four speakers, four sound controls, and a diamond stylus with a lifetime warranty. Suggested retail price is \$149.95. *Admiral Corp., 3800 Cortland St., Chicago, Ill.*

# the mart sears report

## Shopping Sears catalogue outlets

Shopping Sears by telephone was a new experience for a Mart magazine editor who has often shopped this chain in person. Indication in the Sears catalogue of which products are manufactured in Japan provided the opportunity.

Three catalogue stores or telephone service numbers in the New York City area were contacted.

### First telephone contact:

**Shopper:** "I'm interested in color television sets. Why do some of the color sets shown in your catalogue carry the notation 'Japan'?"

**Telephone clerk:** (Uncertainty in voice) "I imagine some of the parts might be made in Japan, and they have to tell you."

**Shopper:** "Well, are they as good as the sets made in the U. S.?"

**Telephone clerk:** "Sears guarantees what it sells, so you'd still have the Sears guarantee."

**Shopper:** "Let me think about it."

**Telephone clerk:** (Enthusiastically) "They're lovely."

Shopper hangs up.

### Second telephone contact:

**Shopper:** (same lines as in first call).

**Telephone clerk:** "So people won't say we're trying to kid anyone."

**Shopper:** "Then, they're not as good as American-made sets?"

**Telephone clerk:** "Oh, yes, Oh, by the way, we have a sale on for just two days, where our biggest color set is reduced \$70."

**Shopper:** "Is this an American-made set?"

**Telephone clerk:** "Yes."

**Shopper:** "Let me think about it."

**Clerk:** "Would you take my name? (Gives name.) "What's your name?"

**Shopper:** Gives name.

**Clerk:** "Thank you." (Does not ask for shopper's telephone number.)

### Third telephone contact:

**Shopper:** (Same opening lines as in first and second calls, with addition of "Are all your color sets made in Japan?")

**Clerk:** "Let me turn you over to a salesman."

(Shopper repeats questions to salesman.)

**Salesman:** "Only the portable units are made in Japan. Most dealers carry portables made in Japan, and in these smaller units, the Japanese are second to none. Sets such as Sony are world famous."

**Shopper:** "But why does the catalogue say 'Made in Japan'?"

**Salesman:** "That's the law. For example, when you buy fencing, the fencing must show whether it was made in the U.S.

or western Europe. Incidentally, we have a sale on until Monday (call was made on a Saturday), where we're giving \$70 off on our biggest color set."

**Shopper:** "Let me think about it."

**Salesman:** "Will you take my name, please?"

**Shopper:** "All right."

**Salesman:** (Gives name) "Thank you. Goodbye."

## How advisory members feel about Sears: "mind your own business"

What is the present attitude of members of the Mart magazine Dealer Advisory Board towards Sears, Roebuck & Co.?

While keenly aware of the force that the giant chain is in the appliance-home electronics field, the attitude of a majority of members is, "If we work hard to do a good job in our own operation, we won't have time to worry about Sears."

Yet, observations on Sears' policies and problems continue to be made by board members, and here are some recent ones as reported to Mart magazine:

**Carl O. Hagstrom, General Appliance Co., San Francisco and San Mateo, Cal.:** "Union wage regulations and the long hours which Sears keeps open for the convenience of its customers is apparently posing a problem for Sears in its San Mateo store. They have added a number of salespeople, and this has cut down on the average earnings of salesmen."

The small independent dealer who works long hours himself obviously doesn't have this same problem, Hagstrom notes.

**Sid Omansky, Sid's Home Entertainment & Appliance Centres, Tucson, Ariz.:** "I can't understand Sears' policy of having 10, 20, or even 30 color TV sets in operation on its floor at one time. It is almost impossible to make the picture identical, and the only reaction you are likely to get from the customer is, "None is any good."

"We try not to demonstrate even two color sets together at one time."

**William J. Denels, Denels Music Shops, Hollywood, Cal.:** "Our biggest problem is that once Sears gets them (consumers), they don't get away. Sears' advertising, reputation, and charge account make it hard to get a crack at them."

"We lose customers we might have had to Sears because they don't 'walk' in that store. Also, Sears will extend credit to the very fringes."

**Carl Barlow, Alhambra Appliance Co., Tulsa, Okla.:** "We belittle Sears' service policy from the standpoint that either Sears thinks their appliances need a lot of serv-

ice or else they are overcharging on their policy.

"We give the customer a better price on her washer by not selling her a policy. If the customer brings up the question of the Sears service policy, we tell her we'll sell her one for the same price. They don't accept."

**Ezra Landres, Certified TV & Appliances, Norfolk, Va. —** "If the image has to be price, then we can compete with Sears or anybody. The more people we have coming in, the better our sales will be."

**Lester M. Bachmann, Polk Bros., Inc., Chicago:** "Sears has a strength we didn't fully realize until just recently, and which we are going to try to use. What we didn't fully recognize is that there is no relationship between the cost of the goods, and what Sears ends up selling."

"So, we should do all right in average gross margin if we sell, say, only 10 per cent in the leader model, 60 per cent in middle-of-the-line, and 30 per cent in top-of-the-line."

**Sam Gordon, Sam Gordon's Inc., Madison, N. J.:** "I seem to notice that Sears' prices are getting higher."

"We constantly stress brand name and our guarantee in advertising — 90 days on TV and stereo and one year on appliances, with replacement offered."

**Julius A. Ventura, Joerndt & Ventura Appliance Center, Kenosha, Wis.:** "Our customers go from Sears to us and vice versa. We find 80 per cent of our credit customers giving Sears as a reference."

"We hold a sale every week, and in our advertising and on the sales floor we stress reliability of product and service. We emphasize that quality merchandise requires a quality price."

**Wolf L. Lansing, Downing's, Inc., Denver, Colo.:** "In February, we inaugurated a policy of "Complete satisfaction guaranteed or your money back." The customer can receive the refund within seven days after purchase. By mid-March, we had given one person her money back, and we had a few replacements, but we have been getting in people we have never seen before and closing them."

**Lloyd C. Bell, Sr., Felder-Bell, Inc., West Palm Beach, Fla.:** "Sears has a reputation for poor service in our area. We get quite a few "Kenmores" in trade."

"We give same-day service on appliances. Sears takes two or three days and some times 10 days to two weeks on air conditioners."

**Sidney A. Cooper, Silo, Inc., Philadelphia:** "We work at knowing Sears. We constantly shop and study them."

"We think their merchandising techniques and advertising are great. Their salesmen are not the best. Selling second-

(Continued on page 42)

# electric housewares and floor care news

## NHMA to ask: Should birds of a feather exhibit together?

The National Housewares Mfrs. Ass'n. will take another look at the idea of grouping together exhibitors of similar merchandise at its semi-annual National Housewares Exhibits.

The application of the "shop" or "boutique" approach to selling related merchandise in the same physical area that has proved effective at retail, will be on the agenda of the April meeting of the officers and board of directors of the NHMA. Donald E. Noble, president of the NHMA and also of Rubbermaid, Inc., has confirmed.

The NHMA recognizes the difficulties of shopping trade shows in mammoth exhibit halls such as Chicago's International Amphitheatre, Noble noted.

Two problems exist, he said, in trying to confine makers of related merchandise within a designated exhibit area: Some buyers object to being "clocked" on the amount of time they spend in a competitive vendor's space; and an increasing number of housewares producers are becoming "conglomerate" manufacturers whose merchandise cannot be placed into any one category.

## Fanning the breeze: A "private" program for smaller retailers

A private label fan line for those dealers who want to buy as few as one at a time, who want next-day delivery, deluxe features at competitive prices, a leader model, an over-the-counter replacement plan, a five-year guarantee and a built-in profit structure . . .

That's the fan program being offered this year for the first time by Graybar Electric Co., the only nationwide independent distributor of electric housewares.

**Graybar initially envisioned its fan program as appealing to medium-size and smaller dealers who, as individuals, couldn't afford private label merchandise and who couldn't compete with the discount giants and still make a profit.**

What's happened, according to Graybar's Austin Doyle, manager of housewares sales, is that the fan line has been getting a good reception from "the big guys," too, who are planning to use it as a profit line.

The fan line, made by Lasko for Graybar, and using the "Brentwood" label, starts off with a leader model, a 20-inch two-speed three-blade breeze box which

lists at \$17.95. The first step-up has four blades, automatic thermostat and is electrically reversible, at \$23.95. At \$24.95, the added feature is solid-state speed control on a three-blade unit. Top of the 20-inch line is feature-packed with solid state speed control, four blades, automatic thermostat, pilot light, Venturi, electrically reversible with a "high" rating at 6,100 c.f.m., at \$42.95.

Specialty fans in the Brentwood line are a 20-inch electrically reversible window fan at \$29.95; 10-inch floor circulator at \$9.95 and 10-inch reversible window fan at \$13.95.

All models are finished in a metallic chestnut brown; all box units have decorative white plastic snap-out safety grills.

**Ninety of Graybar's 144 branches will warehouse the fans and will guarantee shipment within 24 hours to anyone, anywhere.**

Says Doyle, "We are taking all the risk out of this seasonal business. We'll sell a dealer fans one at a time, once a day, if that's what he needs and wants. That's our function as a distributor."

## Polisher profits, volume to come from promotion of better units, features

The theory that floor polishers will move when they are promoted at better price points, from \$29-\$39, will be put to a test this spring as manufacturers try to put some life back in the business.

Floor polisher sales have lacked any sparkle over the past few years. For 1967, Vacuum Cleaner Mfrs. Ass'n figures indicated factory shipments were down almost four per cent, the second year in a row to show a decrease.

The reasons behind the decline are many. Some sound valid; others are less perceptive.

A prime factor, trade sources believe, is not that the consumer doesn't want, need or like floor polishers, but that she's mainly unaware of them, and all their functions and benefits.

**Proof that the products are not dead is that, when polishers are promoted, they move.**

Yet sources speculate that the consumer who was promoted into buying an under-\$20 polisher may be disillusioned because it may not be performing up to her expectations.

Others suggest that floor polisher sales have stagnated because there has been little or no innovation in product at the volume price points over the past few years.

The growth of rental business and the availability of rental units at modest prices would seem to be another influence in drooping floor polisher sales.

And even the industry's flirting with promoting the rug shampooing function of polishers has not halted the trend.

**What some are beginning to realize is that the purchase of a polisher is eminently postponable, and, unless the consumer is consistently reminded about the benefits, she's likely to put off buying.**

The purchase of a vacuum cleaner, by way of contrast, is not postponable. When the vacuum breaks down, it must be replaced or repaired immediately.

The consumer knows this fact of living, and she also knows where to go to get a new cleaner.

Polishers, on the other hand, are different. They are a specialty business which many dealers have tended to by-pass. Yet, paradoxically, being in the polisher business can solidify the dealer's position in the vacuum cleaner business. The consumer who sees consistent polisher promotion of this specialty product is bound to be made aware that the dealer really is in the floor care business, in a big way, and is the place to go for any of her floor care needs.

At price points above the low-end, dealers are able to turn a remarkably good profit on polishers. On a \$30 retailer, for example, he can make around \$8, which is as least as many dollars as he makes on a small TV set.

To stimulate polisher business this spring, a number of manufacturers are emphasizing better units.

Shetland, for example, is taking its No. 6750 polisher, a regular \$39 retailer with three sets of brushes and, for a limited time, has priced it so dealers can promote it at \$10 off, or at \$29. At the consumer level, the promotion will be backed up by spot TV commercials in 31 markets leading up to Mothers Day. The pitch will be that the No. 6750 cleans rugs as effectively as a professional cleaning job.

Regina, too, is stressing better price units. It is going out to convince retailers that they can take a \$39.88 polisher, give it full advertising treatment, with Regina's cooperation, and as a result, ring up increases in dollar sales and margins.

Hoover's pitch this spring will be for its high-end "Floor-matic," with ads in Life and Look. And, GE has included floor polishers in its incentive-training program for retail sales persons.

## Quote of the month . . .

"Private label housewares and electrics are appetizing to chain operations because they look at Sears' success. We have been in and out of the chains with private labels. Our national brand always outsells the chain's own brand." — Donald E. Noble, president, Rubbermaid.

Mart magazine survey shows

# CONSUMERS HAPPY WITH SERVICE, DISLIKE CHARGES, SHORT PRODUCT LIFE

By Jon Twichell

Only about one-third of Memphis, Tenn., consumers feel that the quality of appliance-TV service they receive is not satisfactory, but a slight majority believe service repair charges assessed them are either "unreasonable" or "outrageous."

These attitudes are disclosed in a mail survey conducted by **Mart** magazine among residents of the Tennessee city. A total of 191 usable replies were received in the survey.

The survey asked questions similar to those asked residents of Minneapolis-St. Paul in a survey conducted by this publi-

cation 18 months ago. The answers received in the most recent survey show both differences of opinion, as well as agreement with, the answers received from Minneapolis-St. Paul residents.

Findings in Memphis that are in agreement with the earlier survey include the fact that the majority of respondents feel the quality of service repair on their appliances and television sets is good or excellent. A total of 36 replied "excellent," while 84 stated "good." Only 17 voted for "poor," while 45 stated "fair." Thus 120 voted "good" or "excellent," while 62 stat-

ed "fair" or "poor," a margin of two to one.

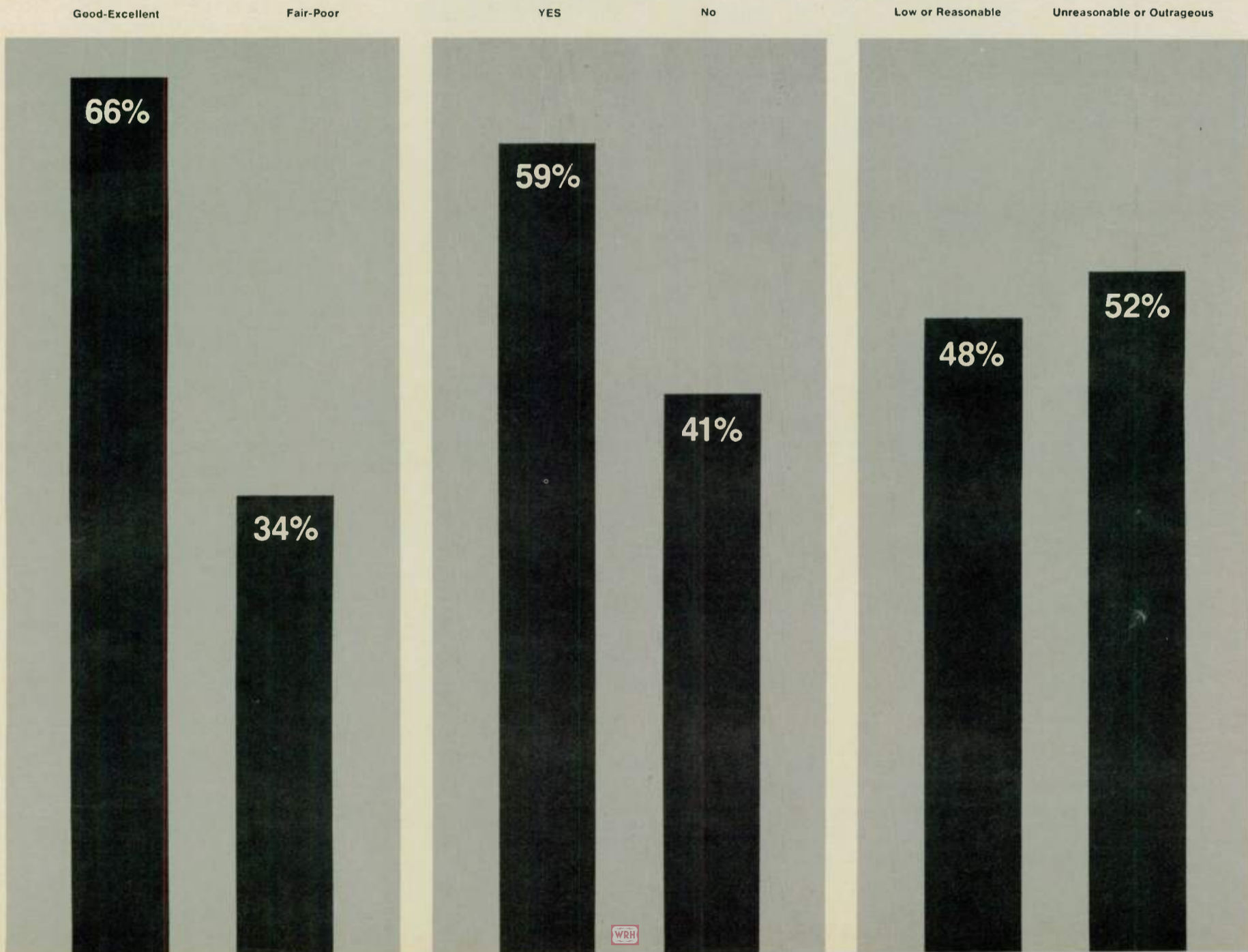
However, while Memphis consumers were satisfied with the quality of their repair work, they were generally not happy with the price of their repairs. No one voted for "low," in reply to "Do you feel service repair prices for TV and appliances are . . .?" and 86 stated "reasonable." "Unreasonable" drew 73 votes, and 20 opted for "outrageous." This gives a margin of 93 to 86 unfavorable to the cost of service repair in Memphis, and reverses the findings of the Minneapolis-St. Paul study.

*(Continued on following page)*

**Two-thirds majority of respondents rate quality of service repair as good or excellent.**

**However, significant number of respondents feel life of products is not long enough.**

**Service prices are viewed by a majority of survey respondents as being unsatisfactory.**



## Service survey . . .

(Continued from page 39)

That survey showed 211 replying "reasonable," while a total of 166 replied either "unreasonable" or "outrageous."

Breaking down the areas of unhappiness in regard to pricing, discloses 100 feel the price of replacement parts is "fair," while 64 believe they are "unfair." Labor charges were called "unfair" by 81 respondents, while 90 termed them "fair." Service call charges are considered "unfair" by 93, while the same number vote "fair," a 50-50 division, showing significant concern with this

area of service pricing.

Comments from consumers include this one: "I do feel that replacement parts (charges) are within reason, but I do not feel justified about paying both a service call and labor charges. When I call a service man to do a job, I pay him for the labor, but do not feel he should charge a service call, especially so much for both."

Another comment offering a specific suggestion was, "I think the service charge should be based on the miles they have to travel to repair an appliance or whether they have to bring extra men along."

A vast majority of Memphis consumers say concern for service enters into their decision on buying a new appliance or TV (142 to 32) and

even more say it will specifically on their next purchase (149 to 26).

Most respondents use independent service shops for their work . . . 91 stated they use independents, while 64 went back to the dealer who sold them their appliance or TV, and 26 used factory or central service. Other than those going back to the selling store, the next most popular method of finding a good service man was "a friend's recommendation" (25), followed by "the yellow pages" (13), "the store's recommendation" (9), and "a service shop nearby" (5).

Reinforcing the dissatisfaction with service charges evidenced by the Memphis respondents to the **Mart** survey were their answers to several other questions. While 90 per cent

or more feel service men are neat and clean and courteous, their reactions vary on financial matters. On general honesty the service men earned good marks (126 said "yes," 33 "no"), but padding the bill earned a split vote, with 66 saying "yes" and 82 "no." "Making unfair labor charges" got 69 "yesses" and 79 "noes."

Of those people who stated they have changed service men lately (50 in total), seven list high service charges as the reason. Eight feel the service man was unable to fix the problem, while another seven cite "just plain incompetence" as a reason. Six consumers referred to "poor work," four, "lack of knowledge," and seven mentioned a combination of causes.

Another area of unhappiness for Memphis consumers is that of product life. This issue, recently brought into controversial light, drew 110 responses indicating they feel new products have a long enough life, while 76 vote to the contrary. The comment of one respondent was, "On items guaranteed for one year, life expectancy is one year, one week." Another comment was, "In many cases the older models (even used) are better than and will outlast new products."

The Memphis respondents to this survey are firmly . . . and negatively . . . in agreement on service contracts. Like the Twin Cities respondents to the previous **Mart** survey, they are against service contracts by a large margin. Only 45 use service contracts, while 47 stated they like them. A full 103 answers state the appliance or TV owners don't use service contracts and 91 don't like them. A typical comment is "I don't feel that I should have to pay \$25 for a service policy while the appliance is only one or two years old."

Consumers are happy with service call response time. Same day service was cited as "average" by 54, "one-two days" by 72, and only 17 say it takes over two days for service. Most . . . 120 to 37 . . . feel their average service response time is adequate.

Color TV service drew generally favorable replies, as 52 respondents stated they have color TV sets. The average time in the home for these sets is 22 months, while the average number of service calls is 2.8 per set. Only six people stated they were specifically unhappy with their color TV service.

While specific complaints such as service charges, service contracts, and product life exist, most Memphis respondents state they are satisfied with service work on their appliances and TV sets.

### Here are some comments selected from the **Mart** survey:

*"I selected one (service man) many years ago, like a family physician or dentist, or lawyer, and have stuck with him."*

*"I changed service men because I still have hopes of finding one who knows what he's doing . . ."*

*"Sears wanted to charge me for repairs on TV when it was less than one month old and had been used twice, but protest made and there was no charge. Would never buy from them again. . ."*



## GAVIN UHF CONVERTERS . . .

# SELL BETTER—ARE BETTER!

### Because they:

- **Work better** — solid state circuitry and golden touch tuning make it easy to tune in all UHF channels sharp and clear.
- **Look better** — low silhouette and furniture styling enhance and room decor.
- **Are approved by** — both UL and FCC.
- **Are backed by** — heavy local and consumer advertising
- **Are made in U.S.A. by** — the UHF specialist — GAVIN.

### #503 — AMPLIFIED UHF CONVERTER

Amplifies antenna signals for top quality UHF pictures even in poor reception areas. Golden touch fine tuning. Styled in exquisite teakwood. The ultimate UHF converter. List \$43.55

### #502 — DELUXE UHF CONVERTER

Fast, pinpoint tuning of all UHF channels for brightest color, sharpest black and white pictures. Deluxe tuner "locks in" picture and sound. Illuminated channel selector. AC convenience outlet. List \$28.50

### #501 — UHF CONVERTER

Powerful 3 section tuner brings in all UHF channels sharp and clear. Solid state. Connects to TV set in five minutes with just a screwdriver. List \$20.95

ALL MODELS AVAILABLE FOR TRANSLATOR AREAS. SPECIALLY TUNED TO CHANNELS 70 to 83.

ONE YEAR DIRECT REPLACEMENT WARRANTY



### GAVIN INSTRUMENTS, INC.

Subsidiary of ADVANCE ROSS CORP.  
Somerville, New Jersey 08876, U.S.A.



"Don't believe that enough of the servicers or repairmen are as qualified as they should be. I feel TV repairmen should be licensed."

"Generally they leave a lot to be desired."

"Most men seem to depend on their printed material to the extent that they overlook the obvious until they have exhausted all their listed remedies. Most servicemen give me the impression that they are in an on-the-job training phase."

"If I as a consumer could buy a product at a pre-set price which would include service, say for 10 years, they could not get me near a discount store..."

"I don't like but use service contracts. I don't like to have to pay insurance on my TV just as I do my car, but I have to, to enjoy it."

"Products manufactured today are just slammed together on production lines at high rate in order to meet production quota, without enough regard to quality control. I work for (brand name) building color TV..."

"Washers and dryers especially seem to require more service. If they can't build them better, I feel that a better guarantee on some mechanical parts would help."

"Service men would like to have you think they know more than they do."

# room at the top

**Juel M. Ranum**, executive director, corporate and public affairs, *Whirlpool Corp.*, elected chairman of the board of directors of *Ass'n of Home Appliance Mfrs.*



F. I. McDaniel G. L. Koppert

**Gordon L. Koppert**, now manager of eastern region; **Francis I. McDaniel**, now manager of central region, for major appliances and consumer electronic products, *General Electric Co.*



M. C. Holm K. J. Ackley

**Melvin C. Holm**, president, now also chief executive officer, *Carrier Corp.*, succeeding **William Bynum**, who continues as chairman of the board of directors and of the board's executive committee.

**Keith J. Ackley**, now manager, advanced product planning, *RCA Sales Corp.*

**Edwin F. Meelia**, now New England zone sales manager, succeeding **John H. Roskilly**, now New York zone manager; **Harold Morrill**, now assistant general sales manager for southern and western states, *Frigidaire Div., General Motors Corp.*



R. T. Bloomberg V. P. Brisson

**Robert T. Bloomberg**, now president, *Thomas Organ Co.*, wholly owned subsidiary of *Warwick Electronics, Inc.*

**Vernon P. Brisson**, now sales manager for radios, portable phonographs, and tape recorders, *Emerson Television Sales Corp.*

**E. Henry Ovadia**, now technical service manager for Wollensak tape recorders, *3M Co.*

**Bernard C. Ziegler**, now vice president, corporate affairs, *The West Bend Co.*

**Kenneth T. Giebel**, now sales manager of parts and accessories, *RCA.*

**James C. Ramsey**, now vice president and general sales manager, *Day-Brite Lighting Div., Emerson Electric Co.*



S. E. Levi J. Cohen

**Julius Cohen**, now national sales manager for Ampex stereo tapes, *Ampex Corp.*

**Saul E. Levi**, now president of *Gaffers & Sattler*, a division of *Republic Corp.*



## Look out for Norge. We're bugging your customers.

We think that the best way to sell and to keep our appliances sold is to give dealer and independent servicemen a good name. So we started the Norge "Merit Service" certification program. Through training, prompt delivery of technical literature and insistence on the use of genuine Norge "VHQ" replacement parts, we are creating identification for the best appliance servicemen in the country. Nothing underhanded about that.

But here comes the curve. Next we're going to bug the consumer. We're going to tell her that the *only* place she can get dependable, fast, economical service for her Norge appliances is through service companies and dealers who are certified under the Norge "Merit Service" Program.

"Call Mr. Merit", we're going to say, "and you won't have to worry about a thing. This technician is a highly-trained, honest businessman who knows that the day of the inexperienced, untrained serviceman is past".

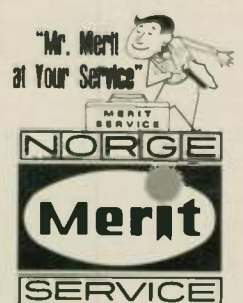
That's probably not nice. Unless you're a certified Norge "Mr. Merit" Serviceman, of course.

You're certified, aren't you?

Mr. Merit, Norge Division, Borg-Warner Corporation, Merchandise Mart Plaza, Chicago, Illinois 60654.

Contact your local NORGE Product Distributor for Full Details!

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



# the balance sheet

by Jack Adams



**Before the fall** — Next November, when retailers are normally putting the finishing touches on their plans for a hoped-for big Christmas selling season, the country will have the answers to those sobering questions which must cost every thoughtful citizen at least some moments of sleep.

By then, for example, the country will know whether the Vietnam conflict, which each month involves more and more American families, will have taken a course with the immediate prospects of increased bloodshed or hoped-for peace.

By that time Americans will know who will direct the destinies of this country for the next four years. We will know then whether the summer of '68 was a period of relative calm or whether the streets of some cities became rivers of blood as predicted in some areas.

By then, we should have received another crime report to advise us whether the statistics for homicides, assaults, robberies, and rapes are continuing to spiral.

What does this all have to do with our industries — the people who

make the goods, those who sell them, and those who do the buying?

Simply that these are people, and are involved whether they know it or not in all crises that confront this nation. Some, because they have a greater social consciousness than others, are more involved. Others, who have a son who is in Vietnam or a daughter who is attacked on the city streets, are more involved than those who have known neither experience.

But everyone who is a citizen, whether he knows it or not is involved, and we can only hope that when this summer is over not many of us will have known direct involvement with bloodshed in a foreign land or in our own streets.

Americans are tough, but most people live with thoughts of the future rather than just today, and it is difficult for this writer to see how the oppressive gloom of the present and the ominous threats of the future cannot help but permeate the very beings of the people who are the makers, buyers, and sellers in this country.

In these days the word "dialogue" is a popular one, and never do we believe has there been a greater

need for dialogue so that all citizens may become "involved" rather than just "concerned."

A few months ago we called for total involvement of the business community in seeking solutions to the urban crisis. We're just naive enough to believe that all of those who sit home and watch on television scenes of actual rioting or hear threats of violence would like to do something to help, but they feel that the problem is just too enormous.

Some steps have been taken by the Administration to gain participation by leaders of the business community in helping to solve the urban crisis. Most of these leaders, it would seem, are from companies with payrolls made up of thousands of employees. Presumably, they by fiat, can create many job openings. This is good, but we believe that the urban crisis involves more than just racial problems, and its solution very probably involves more than provision of jobs.

Again, we say, if every employer must set aside five per cent of his work week for a dialogue between employer and employees concerning what they can do to help improve conditions in their own community, we will have taken a giant step toward solution of our mutual problems.

And just as every dealer should know his customers as was suggested by an industry leader a few weeks ago, we think that every dealer might constantly keep in mind the effect that the threats and uncertainties of both world and national conditions have on the customers and prospects whom he is trying to reach.

If the customer of ten years ago wanted to be "loved," then certainly the one of today wants to be "adored." More precisely, we think she may need reassurance that there is

some meaning or significance to the things she is doing in life, be they so mundane as buying a new car or appliance.

At a time when quality control is coming under increasing attack from consumers and dealers, we think manufacturers might be well advised to question what effects the stresses and uncertainties of the times may be having on the performance of workers.

Our nation has grown and prospered under the free enterprise system. Probably no business has ever claimed that this system is perfect; only that it is better than any other economic system in the world. But we feel that the need for dialogue between employers and employees in the business community is necessary not only to find ways to improve the lot of those who have not shared in the fruits of this system but also to awaken the zeal of those who may have had their faith in it badly jarred by the constant turmoil that besets our country or by what some consider the hypocrisy and insensitive commercialism practiced under this system.

Maybe if we go along just the way we have been, we'll all awaken next November to find ourselves united behind our present President or a new leader. Maybe if we're patient, we'll find the threatened racial disturbances of the summer of 1968 were but idle threats. Maybe we'll even find that the war in Vietnam is near a conclusion, and as a result the discordance on the home front has subsided.

Maybe we'll even find that criminals have grown weary of murder and theft and that the crime rate has dropped fifty per cent.

But can any one of us afford to take that gamble?

## Mart Sears report . . .

(Continued from page 37)

year service is a weakness for them. Their delivery is slow, sometimes taking a week to 10 days."

## What Sears stores are advertising

*Pittsburgh* area "Sears appliance centers" in early March advertised an "11½-hour appliance sale." Said a newspaper ad: "Some brand new! Some used! Demonstrators! Floor samples. All mechanically perfect. Prices mentioned included: "Family-size wringer washers, \$68 to \$99;" "Kenmore" famous electric dryers \$78 to \$118;" "Color TVs \$266 to \$388;" "Coldspot" air conditioners, save \$20 to \$70 — no payment till June."

*Washington, D. C.* area Sears stores promoted services offered in Sears new Montgomery Mall store and in nine other area outlets in a four-color, full-page newspaper ad. Black-and-white line drawings were employed in the ad to illustrate the services.

Among services illustrated were:

"TV antennas installed," "air conditioning installed," "swimming pools installed," "water heaters installed," "dishwashers installed," "garbage disposers installed," "kitchens installed," "washer, refrigerator and freezer check-ups," "oil changes, chassis lubrication," "seat belts installed." A bix in the ad listed additional services offered by Sears "Customer Convenience Centers." These included gift certificates, money orders, check cashing, theater tickets, tickets for sports events, orders for flowers.

*Syracuse, N. Y.* area Sears stores advertised a "regular \$49.95 four-track auto stereo tape player for \$39.88, with speakers extra" and "low price installation available." A "regular \$104.95" eight-track car stereo tape player was advertised for \$88.88.

*Chicago* area Sears stores in a special two-color, four-page "Sellout Week" newspaper advertising section offered "A famous 'Kenmore' washer plus a 'Kenmore' electric dryer, both at one unbelievable low price — \$168." The washer was described as having "just one dial to set," "unit washes, rinses, spin-dries, and shuts off by itself." The dryer was described as a two-cycle electric unit, with a three-hour timer.

*Sears in Stroudsburg, Pa.*, took a display ad in the classified section of *The Pocono Record* to offer a "Free expert survey on your air conditioning needs conducted without obligation in your home." Consumers were advised to mail in a coupon in the ad, requesting the survey or to call the Sears store.

*Dallas* area Sears stores advertised a "Kenmore" "zig-zag" console sewing machine for \$66; a 170-sq. in. screen console color TV set for \$288.

*Boston* area Sears stores ran a "Pick Your Screen Size and Style" color TV sale. Sets illustrated included a 170-sq. in. console unit for \$287, a 117-sq. in. portable unit for \$277, and a 295-sq. in. console for \$487.


**Readers of Mart magazine are invited to send this publication their observations on Sears. Tear sheets of ads are welcome. Send them to Editor, Mart magazine, 757 Third Ave., New York, N.Y. 10017.**

Mr. Zip Says:  
Zip code is for everyone. Use it for both business and personal letters.

## 45 years of service



More than 150 representatives of west coast appliance-home electronics industry honor Paul Rosenthal (center) for 45 years of service to industry on occasion of his retirement as chief buyer for Barker Bros., Los Angeles. Shown offering congratulations are P. R. Shea (left), general sales manager, Southern California Gas Co., and Ken Johnson, president, Packard Bell Sales.



**After a Hoover salesman  
takes your order,  
don't hand him his hat.  
He's not leaving.**

His job is just half finished. After he delivers the goods, he helps deliver the customers.

So he sticks around. To help you with sales training. To help you plan advertising. To give you a hand with inventory, displays, product and market information. And because he sells only one line, he knows what he's talking about.

He'll do everything he can. To get the merchandise moving. And help you make a buck.

A Hoover man will stick around your showroom a long time. But his products won't.

The Hoover Company,  
North Canton,  
Ohio 44720.



DIAMOND JUBILEE  
1908-1968

# Stereotyped Stereotyped Stereotyped Stereotyped stereo?

## Not on your Panasonic.

Our line of solid state AM, FM and FM stereo radios is something else. We put into them what a lot of the others left out. Which makes our line a bit unique.

All of our models have blackout faces, so when you turn them off they still turn you on. All have FM muting circuits which prevent non-FM stereo stations from cutting in. One model has Automatic Tuning. It zeros in on stations with pin-point accuracy and won't let them drift away. Another is really a cartridge player-and-radio combo, and if you know your market, you know where the gold's at.

Now, when we say stereo, we *mean* stereo. No fooling around. You can place the speakers from floor to ceiling for true separation. *True* stereo.

The cabinets dazzle. Handcrafted, superbly matched selected woods. Beautifully finished. We designed them that way. So no matter what else is sitting on your shelf, we're seen first. And from the moment you turn us on, your sale begins.

The RE-7070 is the one with the 8-track tape cartridge player. A performer!

The RE-787, with Automatic Touch Tuning and 12 watts of power is a lot of radio.

The RE-767, with 10 watts of power and 6½-inch speakers puts a lot of the bigger bullies to shame.

Think we're boasting? Our sales rose a prosperous 68% in '67. So there's plenty going for the both of us. Like a full profit margin spurred by pre-paved sales through national ads.

Your Panasonic sales representative can show you the way to some unusual profit-making through some *un*stereo-typed stereos. Call him.

(By the way, customer demand for these models has been so great, delivery may be somewhat slower.)



**PANASONIC**<sup>®</sup>  
ALL OVER THE WORLD