

Dehumidifiers are soaking up larger share of consumer dollars

Merchants urge a hard line on shrinkage

Small service shops can share costs, yet retain independence

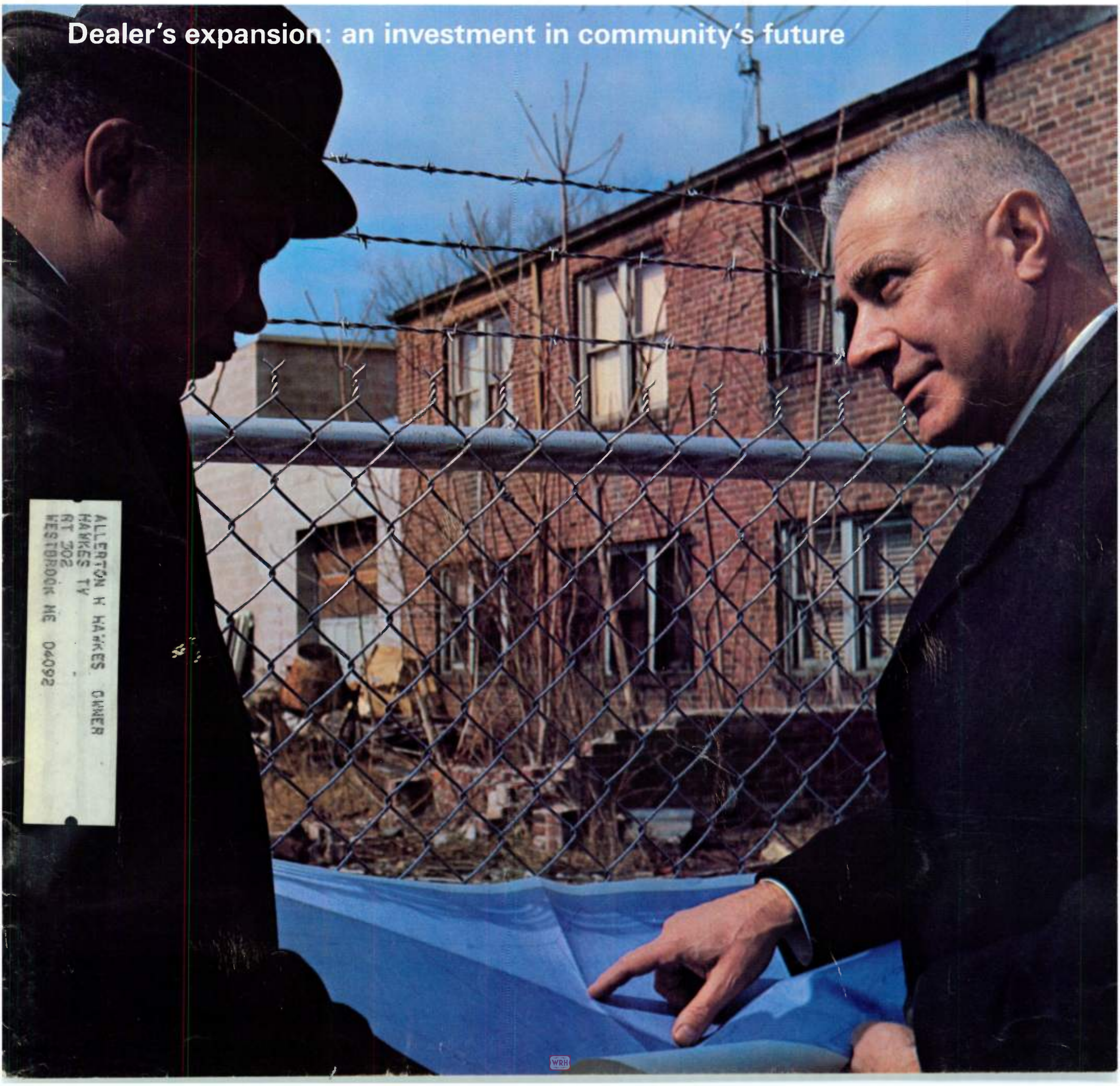
The business partner of 50,000 appliance/home electronics retailers

MAY 1/68

mart

A Bittenheim Publication

Dealer's expansion: an investment in community's future



ALLENSTON H HAWKES OWNER
HAWKES TV
RT 202
WESTBROOK ME 04092

WRH

**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**



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

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.

The Admiral 3-year warranty is designed to help you after the sale, too. Take the case of the customer who buys on time. Suppose he finds himself faced with a picture tube replacement cost before the set's even paid for. Often this will make him balk at all further financial obligation. He won't pay for the replacement, and he won't finish paying for the set. So the dealer is forced to repossess and pay for the new picture tube himself. Under the new Admiral 3-year warranty, there's no reason for this to happen. It protects you by protecting your customers.



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 Console— 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**

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 WARRANTY APPLIES TO ALL ADMIRAL
COLOR TV'S—18", 20" AND 23" (DIAG. MEAS.)
PICTURE TUBES. HERE'S THE INSIDE STORY.

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.

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.



Dehumidifiers are soaking up larger share of consumer dollars
 Merchants urge a hard line on shrinkage
 Small service shops can share costs, yet retain independence

mart



Cover: Louis Del Padre, of Del Padre Music Shops — Appliances, Springfield, Mass., and a member of the Mart magazine Dealer Advisory Board, looks over plans for a “ghetto” area store with Lester Barber, Jr., who will be operator of the store and Del Padre’s partner in the venture. Catering to minority groups, the store will be located in the heart of Springfield’s Negro section, and will be modeled on the “quality” image of the present five Del Padre branches. Barber feels the most important contribution white businessmen can make to solving the urban crisis is that of lending their business expertise in helping Negro businesses to get started. For full details of the venture, see page 24.

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

May 1/1968

mart

contents may 1/68

news

Industry briefs 7
 Mart news and analysis 13

business

Dehumidifiers are soaking up larger share of consumer dollars 17
 Merchants urge a hard line on shrinkage 18
 Mart index 27

people

Community-minded dealer: Louis Del Padre 24
 Room at the top 34

electric housewares

Electric housewares and floor care news 28

tape recorders/players

Chain operator reports strong tape recorder sales 12

service

Small service shops can share overhead costs 31

departments

Mart mail 9/industry events 9/new products 26,30,35
 Retail ad clips 29/the balance sheet 36/by the way 36

Mart magazine, including Electrical Dealer, May 1, 1968, Vol. 12, No. 8, © Buttenheim Publishing Corporation 1968. All rights reserved
 Buttenheim Publishing Corporation, 757 Third Ave., New York, N.Y. 10017. Controlled circulation postage paid at Waseca, Minnesota
 Subscription rates: United States \$10 per year; Canada and Foreign \$20 per year. Published on the 1st and 15th of every month.

mart magazine

Dixon Scott Publisher
 John F. Adams Editor
 Ken Lilienthal Executive Editor
 Walter H. Hogan Managing Editor
 Joan Bergmann Feature Editor
 Walter R. Browder .. West Coast Editor
 Jon Twichell Eastern Editor
 Milton Gussow Midwest Editor
 Marie Casalini Editorial Assistant
 Richard E. Snyder ... Economics Editor
 Arnold Shindler ... Production Manager
 Elmer Dalton Circulation Director
 Gertrude E. Bauer ..Circulation Manager
 Donald V. Buttenheim President
 Edgar M. Buttenheim Executive Vice Pres.
 George E. Carney ..Vice Pres., Finance

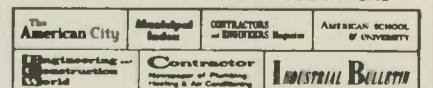
dealer advisory board

Lester M. Bachmann Polk Brothers, Inc., Chicago Ill., Pop. 3,550,044
 Carl Barlow Alhambra Appliance Co., Tulsa, Okla., Pop. 413,018
 Lloyd C. Bell Felder-Bell, Inc., West Palm Beach, Fla., Pop. 224-537
 Sidney A. Cooper Silo, Inc., Philadelphia, Pa., Pop. 2,002,512
 Louis L. Del Padre Del Padre Music Shops-Appliances, Springfield, Mass., Pop. 174,463
 William J. Denels Denels Music Shops, Hollywood, Cal., Los Angeles, Pop. 2,479,015
 Sam Gordon Sam Gordon's Appliance Supermarkets, Madison N.J., Pop. 15,122
 B. J. Green Green Radio Sales & Service, Kalamazoo, Mich., Pop. 82,089
 Carl O. Hagstrom General Appliance Co., San Francisco Cal., Pop. 742,855
 Lawrence S. Kelley Harold Kelley's, Inc., Portland, Ore., Pop. 372,676
 Ezra Landres Certified TV & Appliance Co., Inc., Norfolk, Va., Pop. 305,872
 Wolf L. Lansing Downing's, Inc., Denver, Colo., Pop. 493,887
 J. C. Mauldin Mauldin's, Columbus, Miss., Pop. 24,771
 Sid Omansky Sid's Home Entertainment & Appliance Centers, Tucson, Ariz., Pop. 212,892
 Dan Rabin Rabin's Appliance & Furniture Corp., Hammond, Ind., Pop. 111,698
 Julius Ventura Joerndt & Ventura, Kenosha, Wis., Pop. 67,899
 Samuel S. Wurtzel Wards Co., Inc., Richmond, Va., Pop. 219,958

sales offices

New York, N. Y. 10017: 757 Third Ave. PLaza 2-8600
 George Miller, Marketing Manager; Edward J. Lohan
 Chicago, Ill. 60606: 400 West Madison St. Financial 6-4611
 William Stroben, Midwest Sales Manager; Alan C. Rose
 Cleveland, O. 44114: 1814 Superior Bldg Cherry 1-1755
 Los Angeles, Cal. 90029: 835 North Western Ave 213-466-2104 Richard E. Murphy
 Japan: 129 Gotanda 1-chome, Shinagawa-ku, Tokyo
 442-7231 H. Hirayama, Dempa Publications, Inc.
 Cable address: BUTTPUB NEW YORK

ASSOCIATED BUTTENHEIM PUBLICATIONS



Member, Business Publications Audit of Circulation, Inc.; American Business Press, Inc. **BPA**

All you have to do to sell it is turn it on.

It's that simple.

If you're not playing our FM/AM radio (6F21W), you're not making money on one of the biggest selling items in the entire Sony line.

(Which makes us unhappy. Because then we're not making money either.)

Fact is, people are buying our little 2½-lb. radio faster than we can make it. Which is why it's sometimes out of stock.

And because our little Sony moves so fast, it won't tie up your warehouse space. Counter space.

Or your money.

Our little portable's selling because it sounds like a big, fat radio. With rich, full tones people don't expect to hear from such a little radio.

And it's selling because people like what it can do.

It can turn into a stereo radio. When you plug in an optional stereo adaptor.

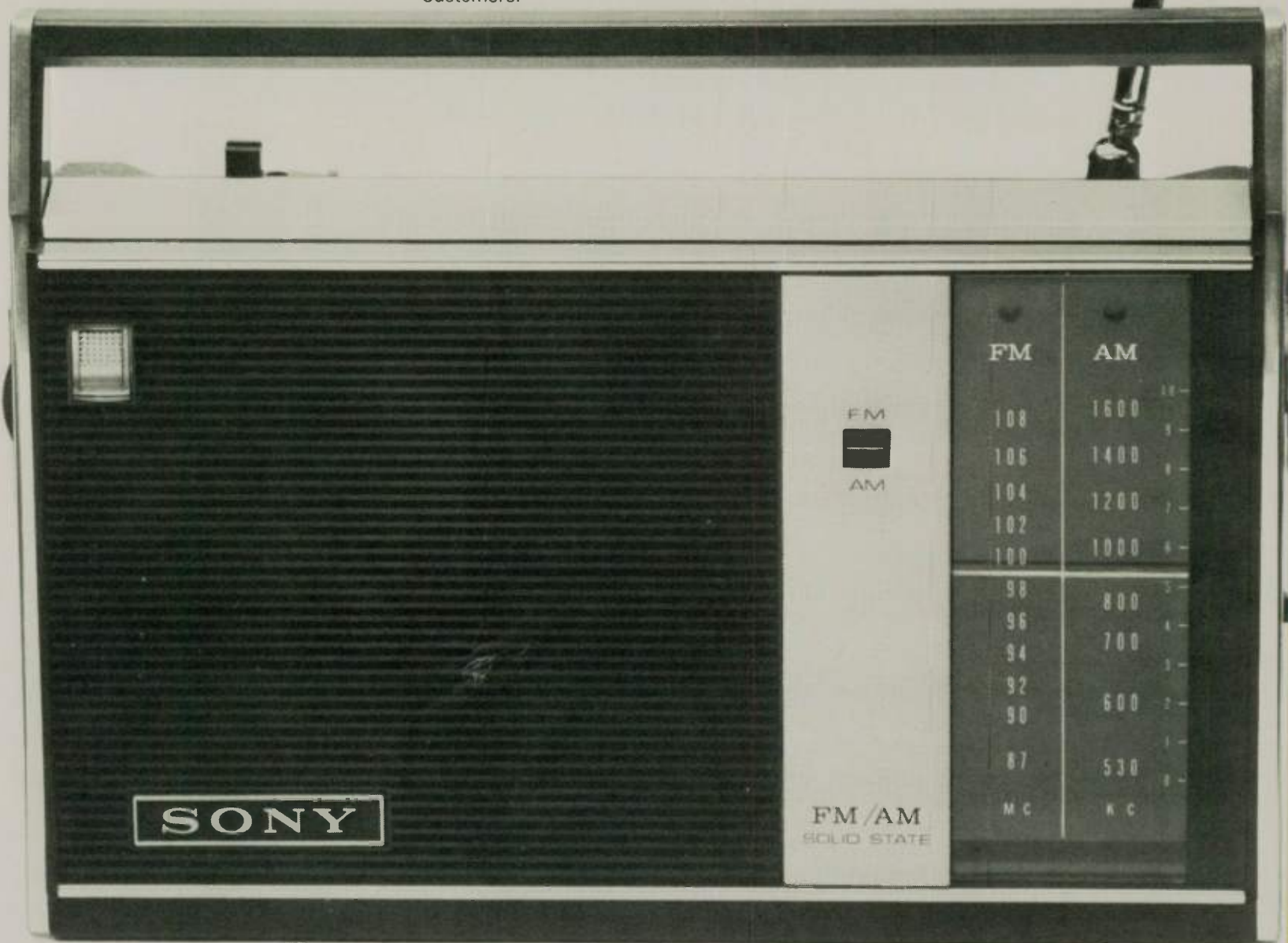
Or into a private radio. When you plug in an earphone. (One comes with the radio.)

Or a stay-at-home radio. Just plug in an optional AC adaptor.

Or a play-it-again radio. It even takes a tape recorder.

So, you see, this little Sony's got lots going for it. And when you turn it on, it'll have something else going for it.

Customers.



industry briefs

RCA extends warranty on color TV tubes

RCA has applied a two-year warranty to some of its color TV sets that were introduced in March. When the firm holds its annual distributor meeting later this month, it is expected that announcement will be made of still more models being covered — possibly the entire color line. It is predicted that the warrantied sets will be sold to consumers on a "at-no-additional-cost" basis.

Cassette for OEM market boasts high fidelity

A prime feature of a new cassette mechanism being offered to original equipment manufacturers is its claimed great high fidelity — "great enough for use in an instrumentation deck."

The producer is Auricord Corp., Long Island City, N.Y. Designated CAS-1, the unit is a slot-load, three-motor stereo record-play device. It can be combined with a complete electronic package and switching system. Since the unit is balanced to play in all positions except upside down, it can be adapted easily to use in autos. Auricord notes that it is developing for it a simple automatic changer. (The area behind the loading slot is open, and played cartridges will be dispensed there.)

Chalk board front



He gets the message: Idea for chalk board front on the freezer door is from Whirlpool Corp. This standard refrigerator-freezer (Model EST-17MM) can be converted by do-it-yourselfer because of decorator front feature of unit.

FM radio growth continues in 1967

Last year saw FM radio sales increase to take a 34.3 per cent share of all domestic label home radio sales (table, clock and portables taken together), compared with 28.3 per cent

in 1966, the Electronic Industries Ass'n reports. In units, FM radios grew from 4,089,000 in '66 to 4,210,000 in a market that shrank from 14.5 million units in '66 to 12.6 million in '67.

Measured in dollars, FM accounted for 55 per cent of the factory value of all domestic label home radios last year vs. 50.7 per cent the year before. Paradoxically, the higher per-

centage represented fewer dollars (\$201.3 million compared with \$224.8 million in 1966).

Friendly Frost, Inc. profits rise sharply

Operating profits of Friendly Frost, Inc., Westbury, N.Y., largest chain of retail appliance and television stores in the metropolitan New York area, rose 32 per cent during the firm's 1967 fiscal year. Income equalled 58 cents per share, compared with 44 cents in fiscal '66. Sales for the year, which ended January 31, totaled \$24,489,641, compared with \$23,737,548 for the preceding year.

Raytheon's 1967 sales reach \$1 billion

The first billion-dollar-year in the history of the Raytheon Co. is detailed in its 1967 annual report. It was the second consecutive year of record sales and the third consecutive year of record earnings.

Since management's goals for 1970 were surpassed in 1967, new goals set forth for that year call for sales of \$1.5 billion, earnings of \$50 million with per share earnings triple the \$1.96 of 1964, and continued overseas sales growth commensurate with domestic growth. The company will also seek to achieve approximately equal balance between government and commercial business.

OK, Mr. Appliance Dealer

... So you want to be in Central Air Conditioning



At least you thought you did. Good growing market, good margins, **GOOD PROFITS.**

That was until you saw all the bits, pieces and problems connected with sizing equipment, selecting and matching components, measuring and estimating jobs, and on . . . and on . . . and on.

Well, take another look. The Comfort-Aire-Pac approach returns your efforts to the selling job, where they belong.

Comfort-Aire-Pac eliminates the guesswork in mixing and matching equipment and provides all the items required for add-on, central air conditioning in one package. Add to that the Size-A-Pac program for easy sizing, estimating and installing and we have the type of product and merchandising program you need for profitable central air conditioning sales.

Why not take a look? You'll probably wonder why no one has thought of it before. Don't ask us. We're still wondering why it took us so long.

Comfort-Aire-Pac

CENTRAL AIR CONDITIONING

By HEAT CONTROLLER, Inc. Jackson, Michigan



A CARTON OF COOL COMFORT

Arvin Show-How features humidifier innovations to help you direct your own sales-winning hit. On stage is a great new cast of customer-pleasing attractions, including Solid State circuitry and Sculptured Furniture Styling. *(Your cue to enter the profit scene!)*

Here's just one of the 59 million U.S. householders—and he's looking for a humidifier. It's easier to sell him, with Arvin Show-How.

14 million young housewives think and buy in terms of home comfort—and that includes humidifying.

Nearly three-quarters of a million humidifiers will be sold this year—and you can find just the right model from Arvin's quality line to please every customer.

Amber "ON" light glows continuously while unit is plugged in.

When red "refill" light indicates empty tank, unit automatically shuts off.

10-gallon plastic-coated, rust-resistant water tank fills from the top.

Double layer foam pad circulates in water continuously to wash dust and pollen from the air.

Bright, new Arvin Show-How display cards come packed with each humidifier.

Arvin Table Model Humidifier-Vaporizer, Model 58H12, Natural Beige Finish. Sugg. retail \$39.95

Arvin Deluxe Console Whole-House Automatic Humidifier, Model 59H41, Walnut Wood-Grain Arvynl-on-Steel Cabinet. Sugg. retail \$89.95

Easy-to-operate controls are conveniently located on top under the hinged lid.

Solid State humidistat works constantly, speeding up or slowing down gradually (not just "ON" or "OFF") to maintain desired moisture level.

Arvin Deluxe Solid State Whole-House Automatic Console Humidifier, Model 59H51, Walnut Wood-Grain Arvynl-on-Steel Cabinet. Sugg. retail \$129.95

Over \$43,000,000 worth of humidifiers will be called on to perform in 1968. And with the product innovations through Arvin Show-How, you're set to put on a profitable sales performance of your own. For example, the new Arvin Deluxe Solid State Console Humidifier featured above has a new Solid State humidistat which automatically maintains desired humidity (speeding up or slowing down gradually—not just "ON" or "OFF"). Its handsome cabinet has a sculptured look in Walnut Wood-Grain Arvynl-on-steel. Other selling features in-

clude easy-to-operate controls conveniently located on top under the hinged lid, a red "refill" light which indicates empty tank, and a double layer foam pad which circulates in water continuously for more efficient washing of dust and pollen from the air. All Arvin Humidifiers have similar quality features which are easy to see, easy to sell. And in the complete line you're sure to find a style and price to please most everyone. Your Arvin Distributor will be glad to Show-How the profits will please you.

Arvin

Show-How

features America's leading Home Comfort Products

For complete information, write, wire or call: ARVIN INDUSTRIES, INC., Consumer Products Division, Dept. E-9, Columbus, Ind. • Visit these Permanent Show-How spaces: CHICAGO, Merchandise Mart • DALLAS, Trade Mart • LOS ANGELES, Home Furnishings Mart • COLUMBUS, INDIANA, Arvin Sales Department

mart mail

Rentals in Britain

Editor **Mart** magazine:

The arrival of **Mart** magazine is always an event for it invariably contains the essence of a money-making idea. Upon opening your March 1, 1968 issue and seeing the article by Jon Twichell on leasing, I realized that, at least, there was a possible opportunity to reciprocate.

Renting is an almost unique British institution although it is slowly gaining momentum in Continental Europe. Furthermore, it is almost exclusively confined to television, although some companies (ourselves included) do rent all types of brown and white merchandise.

One must also stress that renting is an end in itself. Indeed as the law stands in this country it is an offence to use rental as a sort of stepping-stone to a sale. (The reason for this is tied up with credit control used as a means of regulating the economy.) Not that any serious renter would have it any other way.

It is true that rental does require a lot of finance, but it is equally true that those companies who have specialised in rental have progressed far more rapidly than others.

industry events

Edison Electric Institute 36th Annual Convention: Sheraton and Bellevue-Stratford Hotels, Philadelphia, June 3-5.

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.

Canadian Gas Ass'n Annual Meeting: Chateau Frontenac, Quebec City, Quebec, Canada, June 19-22.

Electronic Industries Ass'n 2nd Annual Consumer Electronics Show: Americana, New York Hilton, and Warwick Hotels, New York City, June 23-26.

National Ass'n of Music Merchants 67th Annual Music Show: Conrad Hilton Hotel, Chicago, June 23-27.

American Institute of Kitchen Dealers 6th Annual Summer Meeting and General Elections: Cherry Hill Inn, Cherry Hill, N. J., June 27-28.

National Housewares Mfrs. Ass'n National Housewares Exhibit: International Amphitheatre, Chicago, July 15-19.

National Merchandise Show, New York Coliseum, New York City, Sept. 8-11.

This has been helped by Government investment allowances, but it is not the whole reason for success.

It is not true to say that rental is popular because of the excise tax (i. e. purchase tax now levied at 33 1/3 per cent of maker's net price) as this is applied whether that appliance is rented or sold. Basically, rental grew because of service problems in the early days of television. Customers were shocked at the time by the rather frequent breakdowns and what they thought were unreasonably high repair charges. With rental, these charges are to a great extent hidden in the rental schedule. The customers are delighted at the high quality of service (for make no mistake it must be the



Cussins & Light service shop best "never-without-a-working-set" type) and tend to forget the total amount paid over a long period.

Therein lies the secret of success for the renter. His real profit comes in the later years when the appliance has been written off, and he is still receiving a substantial income.

From what I have read in your excellent magazine, I would have thought that colour television was a natural for anyone in the U. S. A. so long as they were prepared to operate a first-class service department. For your interest I enclose a photograph of our main radio-TV service workshop.

W. D. Cussins
Service Director
Cussins & Light, Ltd.
Walmgate, York
England

IT'S A STEAL



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

Hotpoint has into this refrigerator:

21.4 cubic foot capacity.

(So your customers can put a lot into it, too.)

This new Food Center 21 can put away a lot of food. Gives you more space inside yet takes up less space outside. We put in a lot of features. The doors are coated inside with PVC* so they're easy to clean and stain-resistant. It's no-frost, and rolls out on wheels for easy cleaning. Other deluxe features include adjustable

cantilever shelves, twin slide-out crispers, convertible meat conditioner drawer, butter spread control, twin juice can dispenser, glide-out freezer basket, the works.

Hotpoint has put a lot into it so there's more in it for you. Find out how much more from your Hotpoint distributor today.

*Polyvinyl chloride makes door liners crack-resistant.



put a lot new 33 inch



Hotpoint

GENERAL ELECTRIC COMPANY
Chicago, Illinois 60644

WRH

on
tape 

John Sandurski (left) is told nuances of tape recorder as part of a component system by Irving Kaplan, salesman at Alan's Radio, Chicago.



Chain operator reports

Strong \$300 tape recorder sales by shunning cheap units

Chicagoan finds "specialist" salesman approach pays off.

Sure, selling quality tape recorders takes specialization, but almost any successful appliance salesman has enough intelligence to be better informed about tape recorders than 99 per cent of his customers.

"But most of all, the salesman must have the knowledge and training to know what he is doing and the ability to talk through a demonstration without bobbling it," says Alfred A. Kritz, president of Alan Radio, a Chicago-based chain of five appliance outlets and a furniture unit. Three of the appliance units are situated in mass merchandiser-type stores.

"We have large tape recorder sections in all our appliance stores, each stocked with a variety of quality tape units, both reel-to-reel and cartridge-cassette. I feel the key to the success of our tape operations is due to the fact that we have a specialist in charge of all the stores, Bob McAvoy. Our sales volume has climbed every year. Last year it showed a 20 per cent increase. Buying direction starts at the top, but each store manager has his say concerning what he will stock.

"McAvoy's main responsibility is to teach at least one salesman in each of the stores to give a top-notch demonstration in the tape department. He makes most of the demonstrations, but a fellow salesman will fill in, should he be tied up with a customer or out of the store.

"Advertising is almost exclusively in newspaper ads, but we seldom mention price. What we stress is quality and national brands. As our tape recorder business has increased, we have had to add floor

space in all the departments.

At Alan's, tape recorder prices start at \$19.95, but major volume is in units selling from \$200 to \$500.

"A selling price we shoot at is around \$300, including accessories and some extra blank or pre-recorded tapes," said Kritz. Pre-recorded tapes provide a very good profit. We stock about 400 units in our collection. We average about five tape sales a day in all our stores.

"We keep a wide variance in price of tape machines due to the different ways purchasers intend to use them. Most often, the first unit will be a gift from a family member for a holiday or graduation. These are almost always under \$50 plus an extra tape or two. Cassette-cartridge units mostly fall into this bracket, usually a player only.

"If the one who receives the machine learns to use and appreciate it, he soon realizes the limitations of the cheaper models. Within a year, he is in the market for a better, more versatile unit. Gift buyers know little about recorders, and mostly are looking for something within a price budget.

"Our object," Kritz continues, "is big-ticket sales in the future, so we start by selling a quality product on the first sale. By this and the ability to provide a good price due to volume buying, we have been able to build an image of a dealer who can be trusted as a tape recorder specialist.

Alfred A. Kritz, president of Alan Radio, with video tape recorder, sales of which have had ups and downs in recent months.

Difference between cassette and reel-to-reel tape systems is shown to customer by Irving Kaplan, at Alan's Radio.



Grand prize-winning distributor salesman sells housewares only . . .
 Sony has one-gun color tube . . . Survey tells electric
 housewares makers what they like to hear . . . EIA promotions
 are aimed at consumers . . . Roper in market with gas self-clean.

mart news & analysis

New Englander wins Mart magazine's Distributor Salesman- of-the-Year competition

Mart magazine's tenth annual Distributor Salesman-of-the-Year has been selected. He is **Ralph Percival**, of **Milhender Distributors, Boston, Mass.** Percival was chosen as national grand prize winner from among eight regional winners picked by the competition's judges as announced in the April 15 issue of *Mart*.

As top winner, Percival will receive a check for \$500 and a special plaque in honor of his success. Judges were last year's grand prize winner, Thomas Fallon, of Northeastern Distributors, Inc., Cam-



Ralph Percival

bridge, Mass., and Ken Lilienthal, executive editor of *Mart*. Thus, for the second year in a row, the top winner is a New Englander.

Percival's nominating dealer was James J. Walton, buyer of hardlines, Freese's, Inc., Bangor, Maine.

Percival's territory — he sells some 30 different lines of electric and non-electric housewares — is the entire State of Maine. He has been a salesman since about 1930, and with Milhender Distributors since 1954. Percival serves about 60 accounts in his travels, and his major lines are General Electric, Sunbeam and Proctor-Silex.



Varactor TV tuner is bench-tested at SKI's standard components division in Melrose Park, Ill. Although commonplace in Europe since 1964, tuner uses new circuits to overcome inability of foreign designs to perform in this country's more crowded airwaves.

Solid-state TV tuner is said to be an industry "first"

Precise, silent and trouble-free switching of channels on home television receivers will result, it is said, from an advanced solid-state television tuner developed by Standard Kollsman Industries Inc. The new design, the industry's first fully solid-state tuner, substitutes varactor diodes for mechanical switching and tuning mechanisms. (Varactors are distant relatives of the transistor and of the "Galena and cat's whisker" of radio tuning more than 50 years ago.)

Production designs of the new tuner for VHF channels 2 through 13 have been completed; production engineering on a companion varactor tuner for UHF channels 14 through 83 will be completed soon. **Both tuners are readily adaptable to the use of integrated circuitry.**

In addition to its solid-state dependability — the only mechanical switches in the system control direct current voltage, not signal — the varactor tuner is much smaller than present-day devices. It can be placed anywhere in the TV chassis, allowing more freedom in styling of sets and cabinets. And, because it is electronic, varactor tuning is said to simplify remote control. It materially reduces the cost of automatic frequency control circuitry and permits many options in the method of channel selection.

Sony-developed color tube is one-gun type, and "twice as bright"

Development of a new one-gun color television tube that is claimed to be twice as bright as conventional three-gun tubes, and less expensive to make, has been announced in Tokyo by Sony Corp. Called the "Trinitron," the new tube also uses a color separation device called an aperture grill. This is a metal plate formed in vertical strips, which is said not only to be easy to produce but to improve brightness.

A Sony spokesman said that the firm later this month in New York will demonstrate a 12-inch color set using the new tube. The set is expected to be sold in Japan in the fall and in the United States early next year.

Because it has considerably fewer parts, Sony says, the "Trinitron" tube will be cheaper to manufacture than conventional tubes.

Sylvania about to disclose new TV and product offerings

Thomas Cashin, senior vice president, Sylvania Electric Products, Inc., the featured speaker at a recent meeting of *Mart* magazine's Dealer Advisory Board in High Point, N.C., disclosed to the assembled dealers several moves that Sylvania soon will make. They are the introduction of: (1) a two-year color television picture tube warranty, (2) a new "service-free" TV chassis, and (3) a new consumer product that hitherto has not been in any Sylvania line.

NRMA urges stores to set up "riot plans"; to make more commitments to civil rights

Retailers who still don't believe that the anticipated "long hot summer" began early are getting the word from the National Retail Merchants Ass'n.

The NRMA, in a bulletin following the assassination of civil-rights leader Dr.

news & analysis

Martin Luther King, urged dealers to take action in two areas: protection and prevention.

"A 'riot plan' was part of the protection program described by NRMA. **The first and immediate problem in a riot situation, the NRMA observed, is to protect the lives of customers and employes.** Next, the retailer must worry about protecting his property through proper security measures.

Pointing out that "acts of violence" no longer confine themselves to ghetto areas, but increasingly involve downtown stores, NRMA reminded members that it has available, on request, extensive materials which retailers can use in drawing up a "riot plan."

Discussing the necessity for adequate insurance against "acts of violence," NRMA said it may become necessary to work with insurance companies in developing legislation to provide a program of federal re-insurance.

In the area of riot-prevention, NRMA called for "complete commitment" to the elimination of the root cause of racial tension, saying that this is "the only way to guarantee the retailer a future in the central city."

This means not only supporting programs to increase employment among minority groups, but also "direct contact with ghetto areas through the establishment of new retail facilities there and the training of Negro merchants."

Best of all electric worlds: Survey shows "brand name" rates No. 1 with consumer

A new survey, purported to show what influences women when they buy electric housewares, would seem to reflect the happiest dreams and wishful-est thinking of housewares manufacturers.

Two questions in a Better Homes and Gardens consumer survey of its readers in October and November, 1967, dealt with small appliances.

The first: "When buying a small appliance, which one factor would be most influential — opinion of other persons, lowest price, brand name or reliability of dealer?"

The answers were broken down by age group, and "brand name" won overwhelmingly in each, as follows: 67 per cent of respondents under 35 years of age said "brand name" most influenced their purchases of small appliances while 63 per cent of those between 35 and 44 said "brand name" and 59 per cent of those over 45 were top brand fans.

"Lowest price" fared worst of the choices. Only six per cent of those under 35 said "lowest price" was the No. 1 factor when they buy electric housewares, and the percentage dropped to four for those in the 35-44 age group; and further dropped to three for those 45-54 and down

again to two per cent of those over 55.

What was wrong with the question, perhaps, was the word "lowest" in front of "price." That word "lowest" perhaps loaded the survey to a degree that a respondent was not given a valid choice. Few women will admit that they are looking for the "lowest" price on anything (except, perhaps to their closest friends, but seldom in writing, or to an outsider). It would also seem to be a truism that, even if a woman is not seeking the "lowest price" on anything, she certainly is influenced by "price" — a fact that the survey did not take into account.

The second question on the survey asked: "How would you rate the durability of the small appliances you bought in recent years?"

The answers may give electric housewares manufacturers some valuable ammunition in their "Battle with Betty" (Furness, that is).

Thirty-nine per cent of respondents said the electric housewares they purchased recently are "well-built, trouble free" and another 43 per cent termed them "fairly well-built; require occasional service," adding up to a creditable 82 per cent of a broad sampling who are happy with the performance of their electric housewares.

Almost 10 per cent, however, were unhappy, saying their electric housewares are poorly built and too often need repair, while the balance reported they haven't bought a small appliance in recent years — meaning, perhaps, that somewhere the message is being missed.

The survey was designed for BH&G by Opinion Research Corp., Princeton, N.J. The questionnaire, published in the magazine in October and November, 1967, drew 278,478 responses, of which 10,000 were used in the tabulations.

"Discover Color TV" is theme of first EIA promotion

The consumer will be the direct target of a forthcoming year-'round industry-wide promotion sponsored by the consumer products division of the Electronics Industry Ass'n. The first emphasis will be on color television. **"Discover Color TV" will be its theme and it will mobilize all elements of the industry at national and local levels. It will begin reaching the general public in mid-September.** As with most promotions, this too will have a "logo."

Following the color TV push, there will be a spring promotion covering portable electronic products.

The color TV effort, along with the Consumer Electronics Show (June 23-26); EIA's service technician development program; and a consumer informational brochure, will be the major ingredients of the current EIA industry promotions.



Logo for autumn promotion

The upcoming show, which is for the trade only, is still growing, and is being expanded from the New York Hilton and Americana Hotels to include the entire public exhibit areas of the Warwick Hotel (close to the Hilton and Americana). The Warwick will be utilized for the exhibit of accessory products — stands, batteries, rotors, tape, cartridges, etc. The addition of the Warwick brings space available for exhibitors to more than 150,000 net square feet. Over 150 exhibitors will be accommodated, and it is expected that the nearly 20,000 visitors to last year's show will be surpassed.

Consumer attitudes show no immediate prospects for retail gains

People continue to be hesitant about buying, even though consumer sentiment has improved slightly, reports The University of Michigan's Survey Research Center, which conducts a quarterly survey of consumer inclinations to buy.

The latest "SRC Index of Consumer Sentiment," as it is called, shows a rise from 92.9 to 95.3. The index provides a summary measure of consumer attitudes as reflected in the answers to a series of questions. George Katona who directed the survey of some 2,650 families concludes that **the consumer sector of the economy will not provide a major stimulus to the economy. Incurrence of new installment debt is expected to remain relatively low and the rate of "liquid saving" relatively high compared with two or three years ago.**

Roper shows "first gas self-cleaning range that really works"

Geo. D. Roper Sales Corp. (which has changed its corporate name to Roper Sales Corp.) has introduced, in the words of John Keegan, executive vice president, **"the first gas self-cleaning range that really works." It will be mass produced and on dealer and utility sales floors this summer.**

The 30-inch-wide free standing model accomplishes its heat-cleaning by "sealed cavity" method. In effect, air within a double wall surrounding the oven is heated to 850 degrees by the same burner that provides baking and broiling heat. Suggested retail is \$339.95 "with trade." Cost of fuel consumed during average cleaning cycle is said to be about two cents.



Look who's on the campaign trail again to boost the sales of bigger, no-frost refrigerator-freezers!

Dagwood's platform for '68 is bigger sales.

He's campaigning for U. S. Steel's June/July, 1968, refrigerator-freezer promotion to help you boost sales. Both he and Blondie will be featured in this timely campaign in posters, and in advertising. Use Dagwood this year and tie in with a great promotion. Here are some of the things we have in store to help your store.

1) **Newspaper ads** will run in 15 leading markets. Full-page, full-color ads will feature Dagwood and emphasize all the advantages of the new no-frost, larger capacity refrigerator-freezers.

2) **Free display kits** are available from U. S. Steel for all dealers who want them—colorful wall banners, see-through polyethylene window signs and attention-getting hang tags.

3) **Merchandising specialists** from U. S. Steel will join Local Action Committees in the 15 emphasis markets to help arrange local promotions, schedule advertising, distribute promotion materials and coordinate the activities of utilities, news media and distributors.

4) **Newspaper service** will be mailed to over 4,500 daily and weekly newspapers. We'll send them material for entire sections on refrigerator-freezers—editorial matter, refrigerator-freezer pictures and logos, ad ideas and layouts that will focus buyers' attention on your products.

Dagwood's '68 campaign is just the ticket to help you break sales records. Make your store a refrigerator-freezer campaign headquarters. Write today for your free point-of-sale kit filled with promotion materials.

Refrigerator-Freezer Promotion
United States Steel
P. O. Box 86 (USS 5285)
Pittsburgh, Pa. 15230

This mark tells you a product is made of steel.



Please send my free Dagwood display materials.

Name _____

Company _____

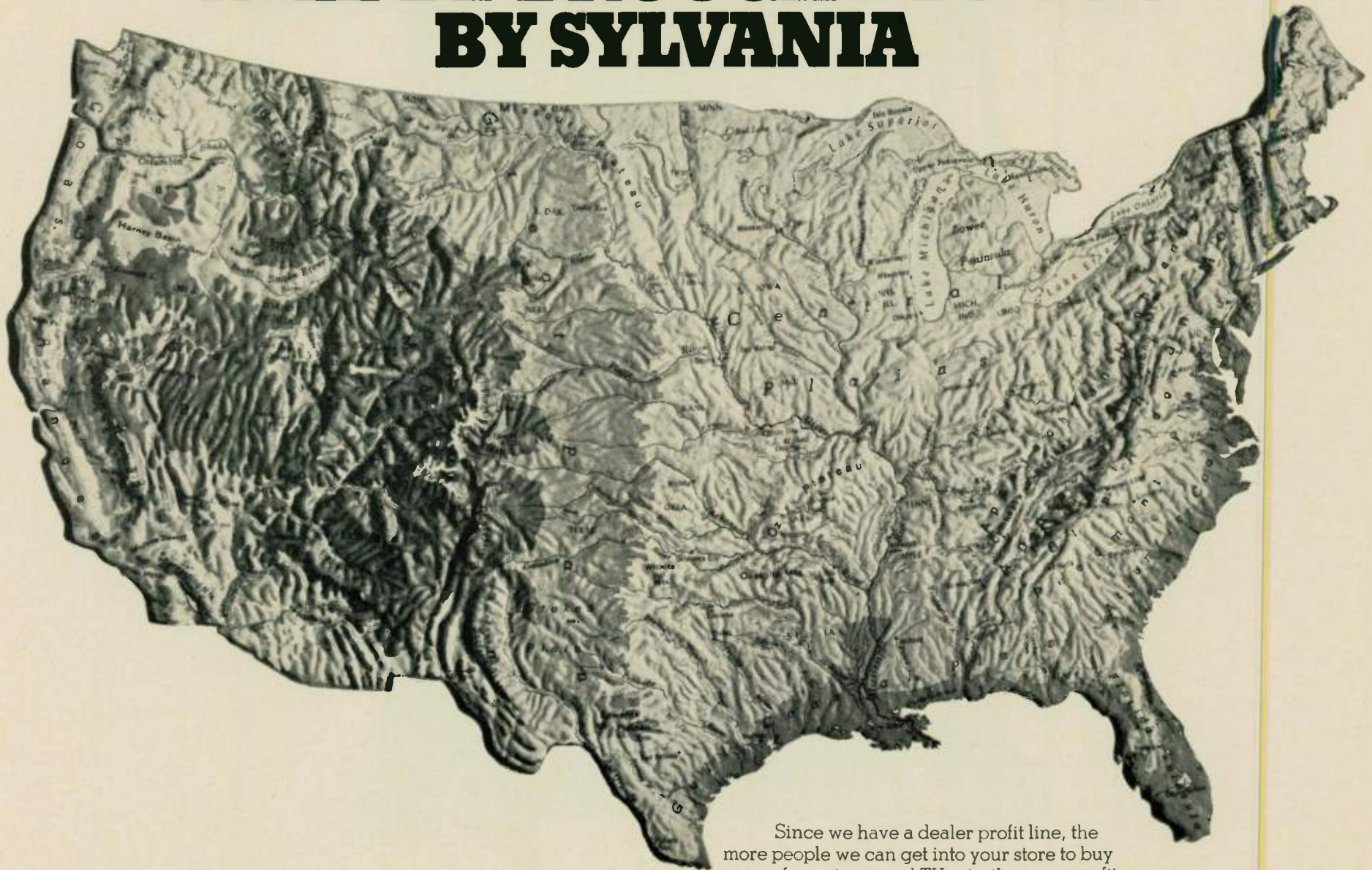
Address _____

City _____ State _____ Zip _____



TRADEMARK

THE FOLLOWING PEOPLE WILL BE BROUGHT TO YOU BY SYLVANIA



Since we have a dealer profit line, the more people we can get into your store to buy more of our stereo and TV sets, the more profit you'll make. (Some things stand to reason, don't they?) To do this, we devised an amazingly ingenious plan. It's to tell more people about our stereo and TV sets. (Where does it say an amazingly ingenious plan can't be simple.) So that's what we'll be doing in the fall.

We'll be running spot TV commercials in major markets —like New York, Los Angeles, Chicago, Houston, Detroit, St. Louis, etc. By far and away the most markets in Sylvania's history.

And for those people who don't see our commercials, we'll be running full-page color ads in Life magazine. By far and away the most ads run in Life in Sylvania's history.

Now with the whole country ready to either look at or read about us, we knew we had to give them something good they could look at or read about. So we'll be coming out in June with some new products and adding some new features to our already new products.

Like what we did a few months ago, when we came out with the brightest domestic color TV set. We did it just when some of the other set makers had finally learned how to make the brightest domestic color TV set. (The same one we made 4 years ago.)

At the rate we're going, in around 1970, the others will probably introduce what we introduced in 1968.

Everything was now fitting into place: coast-to-coast spot TV commercials, color ads in Life and new products.

But we slipped up.

In our frenzied excitement about having devised the perfect plan to reach everyone in the country, we forgot to devise a plan for everyone in the country to reach us.

Anybody want a dealership in Pumpkin Center, N.C.?

VOLUME WITH PROFIT FROM
SYLVANIA
A DIVISION OF
GENERAL TELEPHONE & ELECTRONICS

1967 sales were up more than 15 per cent and

Dehumidifiers are soaking up larger share of consumer \$\$\$\$\$\$\$

An increase at least this large is expected in '68.

By Milton Gussow

While only buy-back programs saved many an air conditioner dealer in 1967 from threatened dollars disaster occasioned by the vagaries of the summer weather, many of these same retailers were siphoning extra volume from the better than 15 per cent increase in dehumidifier sales racked up by the industry.

Makers conservatively anticipate another 15 per cent increase this year, to some 310,000 units. A spectacular figure, when you consider that dehumidifiers generally get almost minimal advertising by most dealers, usually sandwiched in with air conditioner ads.

"One reason I think dealers do not do a very good job with dehumidifiers," says George Annoni, president, Johnston's, Inc., Minneapolis, "is that they are really not sold on the benefits of the units. They cannot get excited about them. I had a personal experience with a damp finished basement where a dehumidifier performed a miracle. Now, I fairly gush when I talk to people about the merits of dehumidifiers. With this enthusiasm, we move considerable numbers each year."

Not all dealers agree with Annoni.

Henry Felker, president of Carload Colder, Inc., Milwaukee, although aware of the merits of dehumidifiers, finds there is not enough profit in the units, when competing with drug stores, discounters and super markets. Felker would rather his five figure-salaried salesmen concentrate on higher-end appliances and furniture. Felker also shuns electric housewares for the same reason.

But Donald Decker, of Decker and Sons, Grand Rapids, Mich., finds that he sells over 40 units a year by just having them on the floor.

"The customer is aware of the merits of dehumidifiers," reports Decker, "and just having them available is enough to move a good number. The problem of trying to promote dehumidifiers here is that no matter how we have tried in the past, they just do not want to move unless we have a lot of rain, and a period of warm humid air. When the doors and drawers start to stick and jam in their newly finished basement, consumers are soon looking for a remedy to save all their hard work and money."

According to dehumidifier makers, there is no traditional time or place where dehumidifiers sell best. In the past, three general areas of the country have boasted the best sales record, but the pattern is changing. Dehumidifiers got their best start in the metropolitan New York and Boston areas, due to the hot, muggy summers found there. The Great Lakes area also has had very good movement in dehumidifiers, especially in the metropolitan areas.

"With the growing affluence of people," one distributor states, "they have tended to build homes in exclusive areas, whether or not the land can accommodate homes with proper drainage. In the northern suburbs of Chicago, standard equipment for homes with basements includes a large capacity sump pump, and dehumidifier, plus a stand-by generator should the power fail. All of this is to keep the home from floating away. Dealers who avoid dehumidifiers because of a seemingly low price tag, are causing a lot of their good customers to seek out other stores which will accommodate them.

"Sears does a big job with dehumidifiers and it wouldn't hurt the independent to take note," he adds.

"Among other things I like about dehumidifiers," says Lou Patton, of Patton Brothers, Benton Harbor, Mich., is that once you have sold the unit, you can forget it. There are virtually no service problems with dehumidifiers, and the customer can take it home with him. With a shortage of labor and service men, this is a great help."

Dehumidifiers, except for the exterior finish and styling, have changed very little in appearance for 1968.

Basically, the step-up features center on capacity — the amount of water the unit will take from the air — and the means by which the water is removed. Medium and low-capacity units use automatic water level controls which shut the unit off when the container is nearly full. Larger units are usually installed with an outlet to dispose of the water through a floor drain. Accessories include a pump to dispose of water to a higher level, should a floor drain not be available.

Except in budget-priced units, which

generally have a painted finish, the new units offer wood grained finishes, so that the dehumidifier can blend with living room furniture, a furnished basement, or a recreation room.

What changes can be expected in dehumidifiers of the future?

Probably not many, according to John F. Zubrod, product manager for refrigerators, Whirlpool Corp.

"The units are very efficient," says Zubrod, "and are virtually trouble free. We have been experimenting with a combination dehumidifier-humidifier but it's not ready for the market. It would be practical, since you can use the same blower system for both functions. Humidity control in one room of the house will eventually affect all rooms of the house, so the unit would not have to be moved about.

"Some of the modern types of heating, such as hot water circulation and electric are almost impossible to adapt to provide humidity control," Zubrod states. Thus, it is proper to assume that a combination humidifier-dehumidifier can be sold with each new home as we do other major kitchen appliances and laundry equipment.

Dehumidifier display helps sell units with animated point of purchase piece.



Merchants urge a hard line on shrinkage

Mass Marketing Research Foundation members discuss many aspects of store security.

By Joan Bergmann

Losses from all kinds of theft — shop-lifting, internal pilferage and burglary — are reaching such staggering proportions that shrinkage figures for retail operations are eclipsing net profit figures.

Self-service operations are finding themselves especially vulnerable and are beginning to implement vigorously a "hard line" approach to shrinkage.

Some are borrowing techniques from high-powered police operations, but frequently without the safeguards for the innocent that, by Constitutional law, tend to curb over-zealous police operations.

Nonetheless, as retail operations up their budgets for security, and make increasing use of such detection techniques as polygraph (lie-detection) tests, "undercover" agents and the staging of phony arrests, plus the usual range of mechanical devices (one-way mirrors, alarm systems, closed-circuit television), it is clear that the shrinkage problem is increasing rather than diminishing.

Shrinkage, expressed as a percentage of net sales, is running four to five per cent (even higher, some claim); while net profits are hovering around two or three per cent.

And, losses from internal theft are tending to outpace those from shoplifting.

The vastness of the problem was underscored last month at the third annual convention of the Mass Merchandising Research Foundation, at New York's Statler-Hilton hotel. The MMRF conference offered two full days of workshops to discuss store security.

Moderator for most of the sessions was Caldor's Bert Cohen, assistant vice president.

Cohen, a dynamic veteran security man, takes the position that a retailer must prosecute every person who is apprehended. The alternative, he feels, is that a store gets a reputation for being "soft" on security and thus becomes an easy mark.

Cohen's thinking was reiterated both by store security officers as well as by outside organizations that specialize in protection, prevention and detection.

Prosecution, followed by prison sentences, coupled with wide publicity, was the solution most speakers advocated for offenders. Speaker after speaker deplored those stores that will accept restitution;

those stores that will let "first offenders" go without prosecution; and those who pussyfoot, give in to pressure from highly-placed relatives of the accused, and those stores that are "soft" toward juvenile problems and to those who may have psychological problems.

Most liberal, perhaps, of the speakers was Sidney S. Wolchok, whose law firm, Katz & Wolchok, New York, represents management in dealings with retail clerks unions throughout the country. Wolchok suggested that the largest of the locals in the various retail clerks unions should dig into their huge health-and-welfare funds to finance studies of theft in the retail field, concentrating on the psychological problems of employees who steal and the attitudes of sub-culture groups toward stealing. A second project, he suggested, is a rehabilitation program offering psychiatric guidance to those union members who are able to benefit from therapy.

Los Angeles Local 770 of the Retail Clerks Union (the largest of the retail-oriented unions, with over 1/2 million members) has already begun payments for therapy, Wolchok noted.

That the problem of employe theft is broader than prosecution was a point that Wolchok emphasized. Although the prospect of prosecution is a deterrent to many, there are many more who feel that their prestige is enhanced by stealing, because of the morality of the groups with which they identify.

(As a side comment, Wolchok took issue with earlier speakers who cited housewives as the No. 1 offender in shoplifting. It is his contention that juveniles from middle-class homes present the biggest problem because their values are such that "getting caught" is the sin, rather than the act of stealing.)

(He took issue, too, with those who would prosecute "first offender" juveniles without making attempts to rehabilitate them. He acknowledged, somewhat philosophically, though, that this type of thinking may not have much appeal for merchants who are more concerned with losses than with the problems of society.)

In cases of employe theft, Wolchok suggested that union leaders are not necessarily interested in protecting the accused.

"Retail union leaders today have middle-class values; few oppose discharge because of theft," he noted. There are many times, he added, that union leaders will advise his law firm that a store is "loose" in its security, or that store management in one unit of a chain may be involved in a conspiracy.

What store management must be alert to, Wolchok said, is a change of attitude that is developing both in the courts and in arbitration cases. He described "a new theory of the rights of employes" which is developing, particularly as a reaction to the widespread use of polygraph tests. He cited, too, a new concept of "a personal right of privacy," above and beyond the traditional Constitutional guarantees against self-incrimination.

Lie detection tests, nonetheless, got the approval of the security officials. Most expressed concern about the increasing number of barriers to the use of polygraph tests, and most would use them on a widespread, non-selective basis — including as a prerequisite for employment and for promotion, as well as in specific investigations, where they advocated mass testing of all employes (rather than only for the few to whom other evidence pointed as suspects).

Store management was urged not to "buy" any clauses in their union contracts that would "sign away" management's right to use lie detector tests. At the same time, management was advised to use polygraph "wisely" and to make sure it is administered by "an ethical organization," preferably a member-firm of the American Polygraph Ass'n.

"Don't fire an employe because he refuses to take a polygraph test" was the warning of Cleveland Backster, founder of the Backster School of Polygraph, and APA member. And don't take action solely on the basis of a bad showing on a polygraph test, he added. He urged that there be corroborating evidence, such as a confession, to protect a merchant from a later court case.

The retailer's attitude toward impending anti-polygraph legislation was summed up by Caldor's Cohen: "We have used polygraph as a strong instrument, and we would like to continue to use it."

Lincoln Zonn, APA executive who also



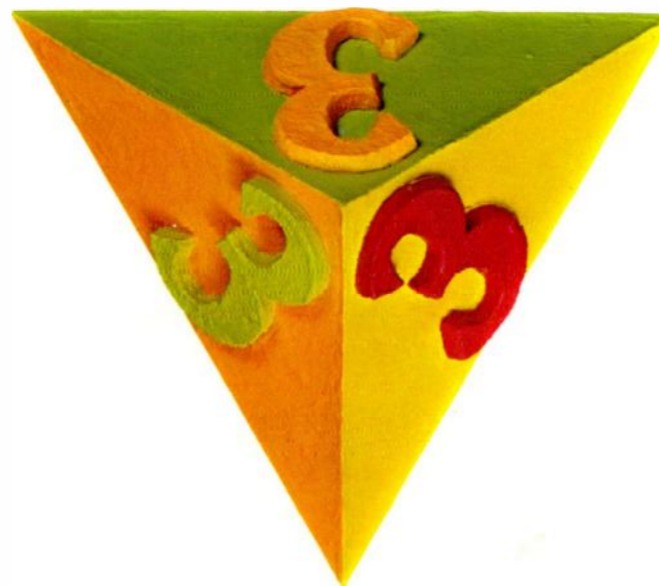
**Posignition:
another record
range-selling first from
Robertshaw**

Posignition. The newest member of the flame-powered five. It's a push-button ignition system that automatically lights pilot burners. When your customer turns on a burner and nothing happens she doesn't become upset, hunt for matches, or call the gas company . . . she just pushes the button and instantly, the burner ignites. If your customer wants to turn off the pilots when the range isn't in use, Posignition can take care of this too.



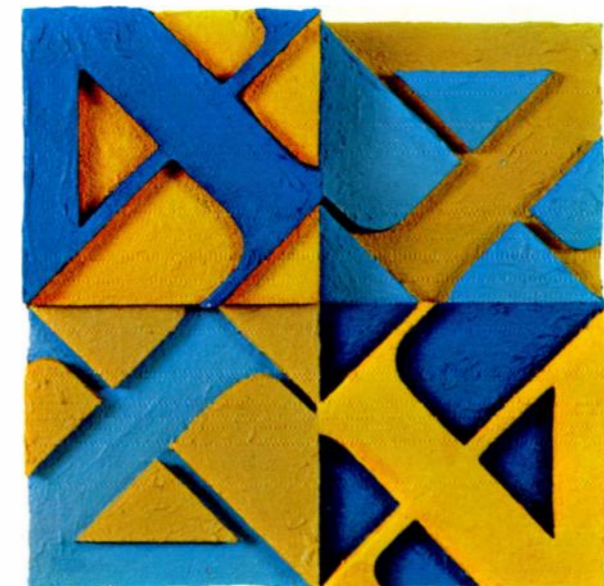
**Unidial:
for customers
who've had enough
double dialing**

Robertshaw's new Unidial system permits the homemaker to operate her two-burner oven with a single dial for either baking or broiling. It eliminates the cumbersome, awkward method of selecting not only the temperature but the correct burner as well. With Unidial, any bake setting automatically selects the lower burner and just as a broil setting automatically selects the upper burner. Another nice thing about the Unidial System . . . it provides positive ignition for both burners. And when you add up all the benefits of Unidial you get work-saving simplicity and performance that creates satisfied customers.



**Three members
of The "Universal" Family
uncomplicate
cooking**

Complete oven versatility with a complete range of cooking temperatures . . . that's what your customers get with their "Universal" Flame Master. They can warm dishes at 140°, thaw foods at 155°, hold foods till ready to serve at 170°, bake a fruit cake at 250°, roast meat at 325°, pies at 400°, biscuits at 450°, or broil smokelessly at 600°. All done simply and conveniently with one dial. Her "Universal" Lo-Temp® feature provides convenience at the end of the cooking cycle with complete simplicity. It lets her serve meals at her convenience automatically. And for the ultimate in automatic cooking there's the "Universal" Meat Probe, the control system that cooks meat letter perfect every time . . . and with the same degree of simplicity and meal-saving convenience as all Robertshaw controls.



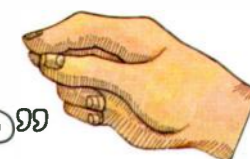
**Four great reasons
to sell your customers
on Double-Delta
broiling and baking**

Great reason number one: Double-Delta burner will broil and bake with better heat and flame coverage. Front to back, side to side and corner to corner coverage will, for instance, let your customers broil twenty healthy hamburgers or eight giant T-bones at one time. Great reason two: Double-Delta gives fast, even heat distribution over all available area in the oven of a thirty-inch range. Third great reason: Double-Delta provides stable flame retention . . . even at turndowns to ten percent of rated input. And great reason four? Double-Delta does all this automatically and, under the direction of Robertshaw controls, efficiently and economically!

Robertshaw's flame-

powered five

makes cooking with gas a "SNAP"





**Top Burner Control
adds a new
dimension to the
flame-powered five**

Since 80% of all cooking is done on top of the range, Robertshaw believes that the homemaker should have the same convenience and simplicity of operation here as she has in the oven. And the Top Burner Control does just this. It brings automatic cooking to the surface. Automatic top temperature control is best on a gas range and the homemaker of today gets the convenience she deserves in cooking with gas. At the same time, she is assured that her meals will taste better, look better, and are better for her and her family.

Robertshaw's
flame-
powered
five **5**

really does make cooking with gas a snap. Simplicity of operation and convenience for the homemaker are the keys to Robertshaw controls.



Posignition for instant ignition.



Unidial for single dial
bake/broil operation.



The "Universal" family for oven simplicity.



Double-Delta for complete
oven capacity cooking.



Top Burner Control for
automatic cooking on top of the range.

All gas . . . all convenience. And just remember, foods cooked on a modern gas range look better, taste better and are better for you. Robertshaw helps make this possible.



Robertshaw's
flame-
powered
five
**makes
cooking
with
gas a**



"SNAP"

heads up his own firm specializing in polygraph testing, boasted that although seven States now have anti-polygraph legislation, "we are still running (lie detector) tests in each." No test case has yet to come before the State courts, he noted.

The APA position on anti-polygraph legislation is that it is un-Constitutional because it discriminates against the retailer. Last year, Zonn added, "We (the APA) defeated bills in 17 States."

And, although there were repeated warnings about using the words "guilty" and "innocent" in connection with polygraph results, the group tended to find these judgmental words more convenient than the more accurate phrasing "presumed to be deceptive . . . or truthful."

How a group of retailers can act together to set up a State security organization to pool information on shoplifters was described in a panel discussion featuring the executive secretary of the Ohio Retail Security Ass'n.; the police chief of a suburban Cleveland town; an Ohio State legislator.

The Ohio Retail Security Ass'n was the brainchild of Louis Weisberg, president of Giant Tiger Stores. It was formed in February 1967 as an organization of all kinds of retail merchants who wanted to band together to get the State Legislature to pass a Model Shoplifting Law, and to get better co-operation from the police.

The group has been able to set up a Central Clearing House, open 24 hours a day, seven days a week, which keeps records on all who have been apprehended on charges of shoplifting. Any merchant-member may call the Clearing House to obtain this

"historical" information at the time an arrest is made. The Clearing House is administered by the County Sheriff's office, at no charge to the Security Ass'n. (A private organization, it was noted, had offered to run the service for \$25,000 a year.)

The importance of the Clearing House is its ability to furnish information immediately, not only on persons who have a record of prior convictions, but also on those who were released on waiver after detention — in which case there would be no police or FBI record.

The Model Shoplifting Law, which is being pushed with the help of State Representative Frank J. Gorham has, as its objective, the strengthening of penalties for shoplifting. For second offenders, the proposed law would make it mandatory that the convicted shoplifter be sent to jail.

The model for the pending legislation is a Texas law that is said to be the stiffest in the country.

The Ohio Retail Security Ass'n also proposes to take on two other projects: training of security officers and a public relations program to emphasize the role that shoplifting plays in raising the price of merchandise to the consumer.

Publicity, too, was seen as an important factor in cutting down on shoplifting, at least temporarily. Shoplifting drops dramatically after a newspaper runs a story on an apprehension or conviction.

Yet University Heights (Ohio) Police Chief Donald Stehlik pointed out that the "average professional" shoplifter today can make \$500 a day, and that shoplifting is second only to auto theft in the dollar-

value of "lost" merchandise.

While others emphasized what to do "after the fact" of theft, two speakers hit hard on the "loss prevention concept" of retail security.

Shortages don't exist because there is too much theft, but because there is too little prevention, is the contention of Saul D. Astor, president of Management Safeguards, Inc.

Although programs aimed at apprehension and prosecution are deterrents which prevent chaos, they nonetheless have not reduced inventory shortages from year to year. Such security programs attack the symptom, not the disease, Astor said.

The objectives of a loss prevention program, according to Astor, should be: to isolate exposure to loss; to develop procedures, audits and feed-back reports which will minimize such exposure; to ascertain that all existing loss preventive activities are serving their original purpose; to motivate employees toward a "zero-shortage" objective and to provide watchful patrol and quick emergency action where the loss preventive effort has been circumvented or has proved to be inadequate.

For every function that a retailer is involved with — receiving, marking, sales floor layouts, refund desk, layaway, cash, accounts payable, transfers, price changes — he must ask himself sharply defined questions to isolate those things he must be protected against, and then to put into effect procedures and controls to protect against loss.

Loss prevention must get into every area of retailing, and compliance with policies and procedures must start at the top, said E.J. Korvette's Sanford Edelman, who holds the title of vice president of operations and loss prevention, reportedly the first time such a post has been set up at the corporate officer level.

Edelman warned, too, that trouble is in the making when shrinkage figures are too low ("analyze the situation; it may mean more trouble than a high figure . . . someone's covering something up"); when there are no reports of concealed damage (meaning no one has opened the cartons); when there are no reports of vendor-shortages or defective goods.

He urged management to keep a close watch on paperwork as an aid in analyzing other potentially dangerous operational situations, including carelessness in mark-downs and re-marking back up. (The longer paperwork goes without anyone looking at it, the more chance there is of error, he noted.)

And, warned Edelman, if you are warehousing, then you must use undercover agents. "Undercover will not solve shrinkage, but it will tell you many things, including who is violating company policy as well as who is stealing."

SECURITY . . . BY DESIGN

The security officer should be in on the initial planning for a new store, and security should be "built in" by design.

While certain types of merchandise, such as stereo tapes, 45 rpm records, shavers, and cameras require special fixturing and special precautions against employee theft, there are other, more general precautions that can be designed into store layout.

Lawrence Werfel of Weisman & Berg, Flushing, N.Y., architect which has designed units for Macy's, Korvette, Mammoth Mart, Bradlee's, Billy Blake and Floyd's, set up these standards and precautions:

For the front of the store: Central checkout with separate ingress and egress and at least 15 feet between point of ingress and first checkout; public restrooms and eating facilities to be located beyond the checkout area and outside the point of control; clear aisle flow with no dead-ends and no L-shaped aisles; "finger walls" which define certain departments should be designed so they don't block views from corners; closed circuit television for "dead" areas; checkout counters to be aligned, designed so cashiers can spot

concealed items, and placed close to the store manager's office; all fire exits to be "alarmed."

For the "back of the store": Location of employee exit, time clocks, toilets and locker rooms to be beyond the control point; storage areas for small, expensive items, such as shavers, sporting goods, guns and ammunition, to be locked; layout of stock bins to be simple and not in a maze pattern, to be set up off an aisle or with the use of mirrors; receiving and loading docks to be designed to get merchandise out of the area quickly, with conveyors; a receiving office to control both outside and inside receiving areas.

During hours when the store is closed: a combination system of alarms to aid physical security, including "sound-activated" alarms (such as those that respond to footsteps); photoelectric systems; "proximity" alarms (to detect if someone is near the safe); surveyance cameras; perimeter alarms, including tapes on windows and contacts on doors and roof hatches and a controlled store front, both interior and exterior night lighting; safes that are anchored to the floor.



Community-minded dealer

Number 3 of a series

LOU DEL PADRE: "Community investment is also an investment in the future of your business"

By Jon Twichell

While other people may sit around and talk about doing things, Lou Del Padre goes ahead and does something about them. This philosophy is part of the reason he now has what is primarily a home electronics business with five stores and annual sales approaching \$5 million, in a city of 175,000 people.

Of those 175,000 citizens of Springfield, Mass, 25,000 are Negro and over 4,000 are Puerto Rican. The city has the urban, ghetto and racial problems that seem to affect all of America's cities in these times; and Lou Del Padre here, too, is acting instead of talking, doing something concrete to create a better community and upgrade the ghetto business community's standards.

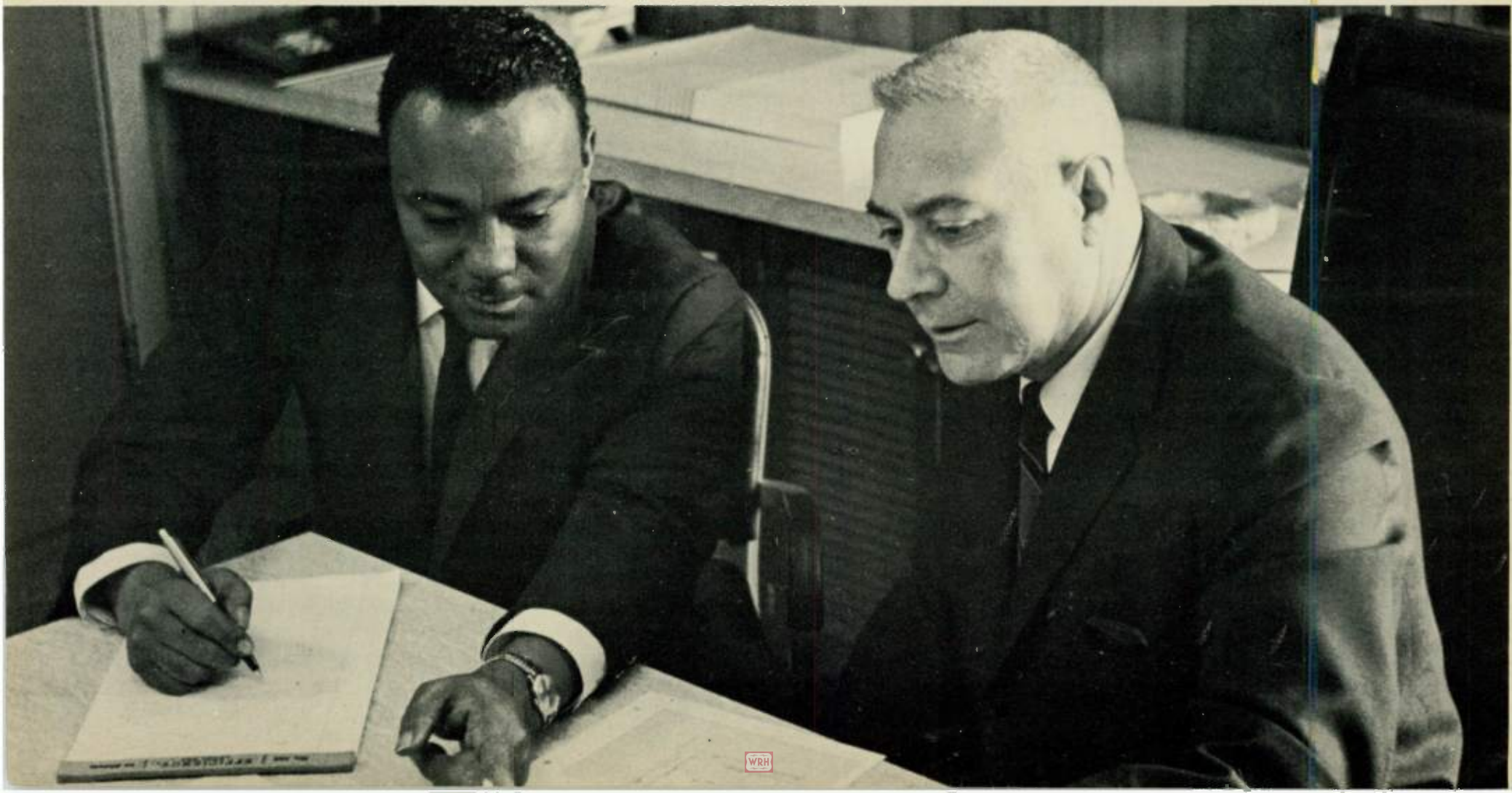
Del Padre has had for some time an abiding interest in seeing all people fully enjoy the fruits of American society. "I started looking around for Negro sales people three or four years ago, but in talking to local representatives of the Negro community, that's all I got — talk. They screened prospective people so much, and didn't want to recommend this person or that for fear of offending different segment of their community, that I didn't have anyone on the sales force until Les came along."

The "Les" Del Padre refers to is Lester Barber, Jr., a live-wire, hardworking, community-minded man, deeply involved with improving his community and providing better employment for its members. Barber

is involved in a large number of projects to help the ghetto area, and has impressed Del Padre so much with his abilities that Barber and Del Padre, with the assistance of the Small Business Administration, are opening a dealership in the middle of the ghetto, to cater to its residents, with Barber as its head.

Barber is in charge of the on-the-job training program in Springfield for the U.S. Department of Labor; a director of the Pastors Council, a group of ministers from all faiths working together to help the community; a director of the Ex-L Development Corp., and Unity Associates, Inc., companies devoted to promoting economic opportunities for Negroes and other minority groups. These last groups work

Lester Barber, Jr. and Lou Del Padre discuss plans for ghetto area appliance-TV store.



closely with the Small Business Administration, and their effectiveness is shown by the fact that SBA loans for 28 businesses, totaling \$288,000 have been obtained in four months.

Barber is a former salesman, having spent 15 years in that field working for companies such as Firestone, Western Auto, the OK Radio Shop, and others. "During the time, being a Negro, I wasn't allowed to do my selling in the store, but had to work in the field," says Barber. He has been totally involved in community work for the past two to three years.

Barber originally came to see Del Padre about hiring Negroes to work in his stores. Del Padre told him of his interest in hiring Negro sales personnel as well as service and shipping help, and Barber trained and provided them. Now Del Padre has hired four Negro sales people and has them working in his various stores.

How well this arrangement has worked out is evidenced by the fact that one of the men, Corinthian Fields, is now manager of Del Padre's Northampton branch, and has doubled sales in that college town over 1967 figures. Del Padre has nothing but praise for Fields' sales and managerial work.

Both Barber and Del Padre say, "There have always been good natural potentialities in Negroes to sell," and Barber adds, "This is the one and only store to give a man a good opportunity in this area. The big discount operations have never given any Negroes any training or opportunities."

The operation so far seems to be working out quite well. "We're all a family here," says Del Padre, "and work together well. The men on the job have naturally and openly helped the new Negro employes get acclimated to the proper selling techniques, giving them help and tips. The shipping room has a Negro, a Puerto Rican, a Cuban, and one of my in-laws, and they all work together in harmony.

"I always wanted to do something like this," Del Padre continues, "but wondered how I could."

Lester Barber, Jr. says, "Lou Del Padre has the will to do the most important thing needed today. That 'most important thing' is to get the white business person's expertise involved in the minorities' economic struggle. The expertise is vitally needed."

Beyond the effort of getting Negroes going in sales in the Del Padre stores, Barber and Del Padre are now going into a

further co-operative venture, one unique in the appliance and home entertainment field.

Barber says of the Springfield ghetto area: "It is 80 per cent Negro and Puerto Rican, yet not one store caters to the Negro with quality merchandise, fair prices, and proper credit terms." Barber and Del Padre are forming a corporation to set up a new dealership, in the Del Padre quality style of approach, right in the heart of the ghetto area, on Hancock Street. The new store probably will be called "Lester's TV and Appliances," but this has not been settled yet. It will cater to area residents, but will not be set up as an all-Negro store. "We will be integrated," says Barber with a chuckle.

The SBA also will be involved in the purchase of land and setting up of the building. Getting a building has been something of a trial. Originally it was hoped to purchase a ghetto building and rehabilitate it, but the prices asked were unbelievable.

"One place," Del Padre says, "was really dilapidated, but we offered up to \$30,000 for it. The owner wouldn't go below \$40,000. The owner of another building asked \$115,000 and indicated he would go down to around \$107,000. A

Massachusetts Mutual appraiser said the building wasn't even worth \$60,000."

Now it is hoped some cleared land can be purchased and a new building put up. Very tentative plans call for about eight employes and a good-sized store.

"We will be part of the community there," says Barber. The area is also the recipient of a "Model Cities" grant, for overall rehabilitation. The sense of community spirit in the area, plus concerned help and rehabilitation can go a long way toward developing community relations between races that really work.

From Del Padre's point of view, he has made a commitment to help the Negro community. With his excellent business and personal reputation, he could have easily just opened another Del Padre's branch in the area. This new, more involved and less lucrative setup is his way of helping where it is needed most, in business and private enterprise.

Lou Del Padre's point of view sums up his reasons for this move. "I always believe in giving. In business, if you give a little extra, you'll always get back a lot more in the long run. In life, if you give a bit extra, the satisfaction and results you'll get will be a lot more gratifying in the long run."

Preparation of Small Business Administration forms is looked over by Barber at his Ex-L Development Corp. headquarters in middle of ghetto area. Left is Claude Francis, Ex-L accountant.



Bone specialist.



This is the age of specialists. And we've got a group that are tops in their field. Their specialty is disposing of the most undesirable characters ever to come into any food waste disposer's life. Bones. It really doesn't matter what kind. A bone is a bone to our specialists. They dispose of every one the same way. Thoroughly, quickly, and without raising a lot of racket about it.

Of course they handle the soft stuff, too. But then, doesn't every disposer? It's the bone that makes for contention.

Our specialists are available as batch or continuous feed units. And they're not fussy. They'll work in any standard-size sink opening. What's more, they feature a stainless steel shredding ring and impeller. Each heat-treated, hardened and rust-resistant. We figure a specialist ought to be above reproach. It makes the everyday grind just that much easier. Call your distributor.


Whirlpool
CORPORATION



new products

Panasonic Blender

A deluxe solid state blender, Model MX-140, and a custom solid state blender, Model MX-150, have been introduced by Panasonic, along with an ice crusher attachment that fits both models. The first entry of Panasonic into the blender market, the two models come in polished chrome and black, have 48-oz. glass containers, and four tapered



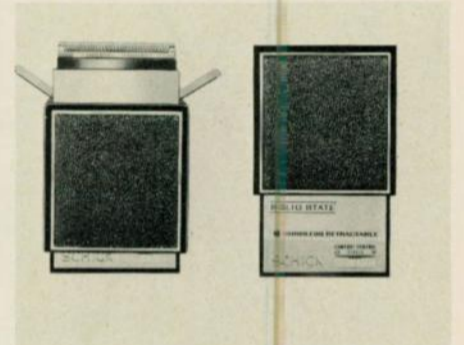
Panasonic Model MX-140

rubber feet for solid anchoring to any surface. Model MX-140 has five-step speed adjustment, while Model MX-150 has a slide rule blending dial with a wide variety of speeds. Suggested retail price for MX-140 is \$39.95; Model MX-150 carries a suggested price of \$54.95. The ice crusher attachment has a suggested retail price of \$11.95. *Matsushita Electric Corp. of America, 200 Park Ave., New York, N.Y. 10017.*

tion" principle of storing 50 LP albums and dialing any album side you want to hear has been continued. *The Seeburg Corp., 1500 N. Dayton St., Chicago, Ill. 60622.*

Schick Razor

A new line of razors, featuring a built-in, solid state power adapter and retractable traveling case and head guard, has been introduced by Schick Electric, Inc. The line, comprising four models, also all feature a new motor said to have 27.5 per cent faster cutting action for quicker shaving.

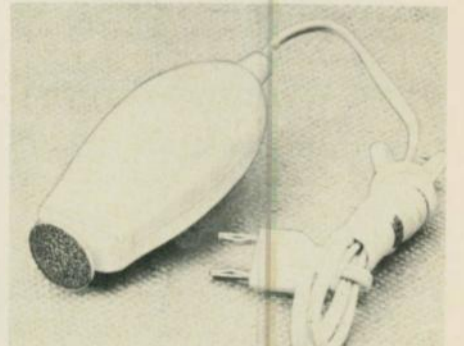


Schick Model 2300

Leader unit is Model 2300, with a built-in solid state adapter, doing away with separate power adapters, and providing instant shaving from a wall socket. All models except the low-end Model 2000 also benefit from a refund promotion offer of \$3 to the consumer for buying one of the new units. Suggested retail price on Model 2300 is "around \$35." *Schick Electric, Inc., Lancaster, Pa.*

Valmor Beauty Aid

An electric callous eraser has been introduced by Standard Products Corp., under the Valmor label. Model 400 is said to be useable by both men and women, for "smoothing

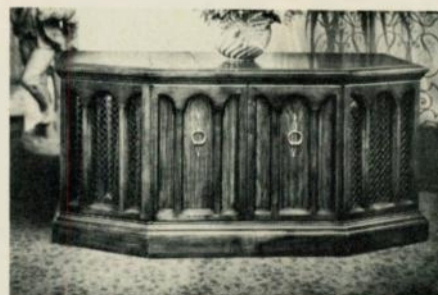


Valmor Model 400

away" callouses, roughness and dry skin. Unit is UL approved, guaranteed for one year, and carries an approximate retail price of \$5. *Standard Products Corp., 401 South Ave., Whitman, Mass. 02382.*

Seeburg Stereo

A new Italian Provincial console cabinet has been added to the Seeburg "Audiomation" home stereo console line. Available in solid cherry, the Italian Provincial model is 62-in. x 23-in. x 28-in., and features



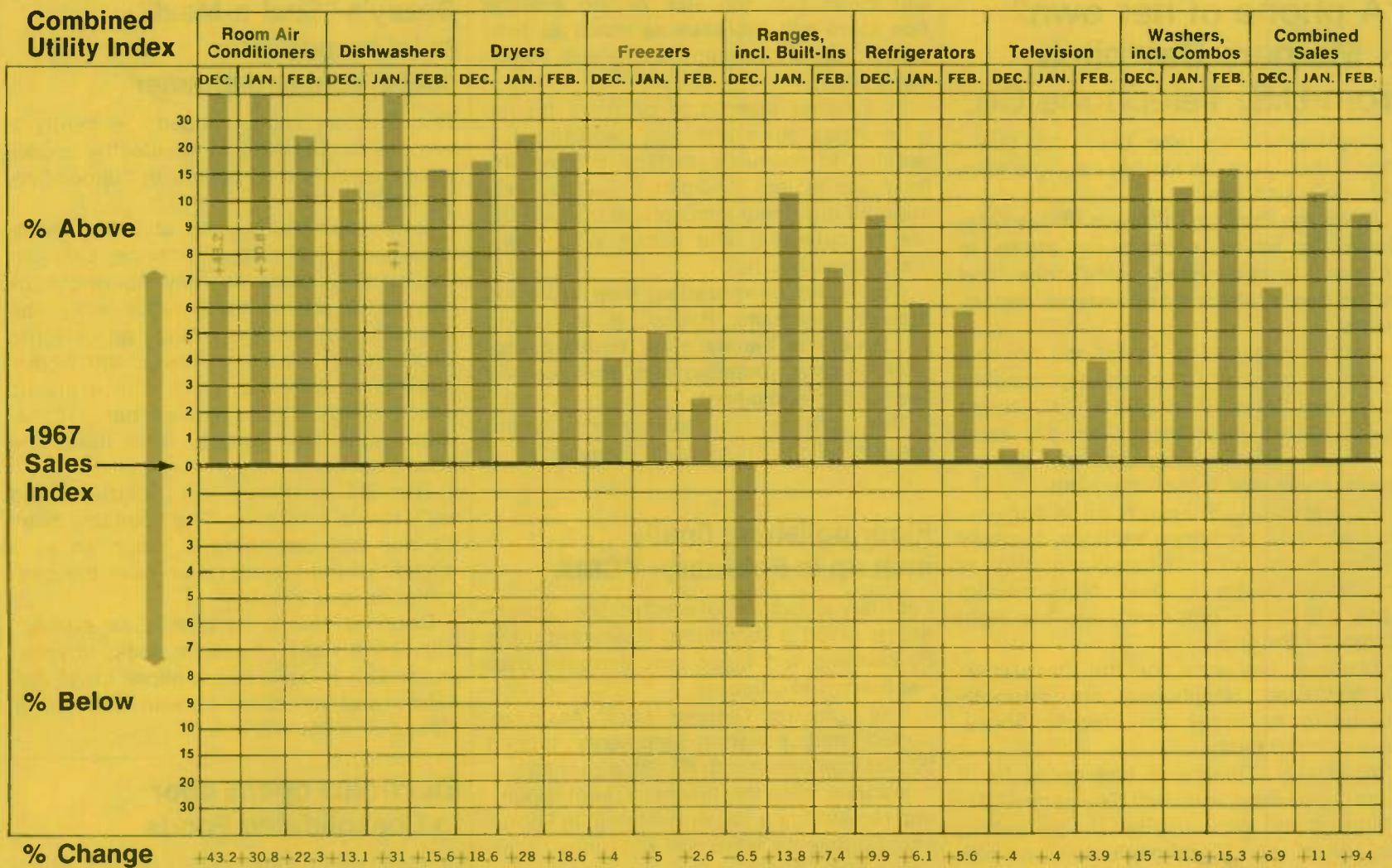
Seeburg stereo console

a design modification of the knob control elements into a pushbutton design. The successful "Audioma-

the mart index

The Mart Index is a compilation of dealer sales figures collected and forwarded to Mart magazine by 20 utilities nationwide. A cross-section of utility sizes, city sizes, and locations are represented, covering over 10,009 retail appliance and TV dealers. These figures show the trends of major appliance and TV dealer sales throughout the country . . . and are commented on in the Mart Index "Analysis" below.

Combined Utility Index



February City Utility Report

Utility	Room Air Conditioners	Dishwashers	Dryers	Freezers	Ranges, incl. Built-Ins	Refrigerators	Television	Washers, incl. Combos	Meter Population
Cent. Ill. Pub. Svc. (Springfield)	94	170	590	309	384	1034	1987	951	220,426
City Pub. Svc. Bd. (San Antonio)	380	174	661	229	607	920	2301	2388	192,351
Dayton Power & Light	115	234	1237	393	967	1214	3481	1634	282,702
El Paso Electric	47	207	242	113	231	429	1782		99,225
Elec. Pwr. Bd. (Chattanooga)	140	171	422	87	439	398	713	604	83,930
Fla. P & L-Co. (Miami)	17,638	1912	2641	1076	4950	8169	16,261	6639	887,896
Fla. Pwr. Corp. (St. Petersburg)	467	384	893	360	1645	2240	3219	2106	375,700
Idaho Power (Boise)		216	377	142	409	177	719	631	97,000
Jersey Cent. Pwr.* (Morristown)	291	1047	1175	488	786	2124	4036	2745	433,290
Kentucky Util. Co. (Lexington)	72	198	869	412	1051	1243	2578	1846	222,743
Nashville Electric Service			456	97	677	773			139,650
New Orleans Public Service	1832	421	1521	588	1398	2116	3762	2386	165,499
N.Y. St. Elec. & Gas (Ithaca)	50	804	1425	559	1329	1606		2446	480,000
Omaha Public Power	108	153	469	193	346	579	1207	852	124,966
Pacific Gas & Elec. (San Francisco)	857	5997	10,500	2743	9956	11,094	28,368	12,171	2,429,306
P. S. Co. of N.M. (Albuquerque)	7	158	361	154	200	402	1275	648	110,412
Savannah Electric & Power	72	108	255	144	268	456	1009	558	110,182
S. W. Elec. Pwr. (Shreveport, La.)	227	491	693		557	1398	2798		203,878
Union Electric (St. Louis)	3286	898	1307	653	1288	3461	9204	3670	606,000
W. Penn Pwr. Co. (Greensburg, Pa.)	169	495	1534	495	1241	1888	3711	2786	377,832
Feb., 1968, compared with Feb., 1967.	+22.3%	+15.6%	+18.6%	+2.6%	+7.4%	+5.6%	+3.9%	+15.3%	

ANALYSIS: February was another banner month for appliance/home electronics dealers, with all Mart Index categories up and the total index up 9.4 per cent. Room air conditioners again led all products, even in the face of very substantial (63 per cent) 1967 gains. Miami again showed major air conditioner gains.

Dishwashers and dryers also continued to lead the gainers, and with Mother's Day promotions coming up, should continue

their solid upward sales trend throughout the spring.

Freezers continued to be the weakest unit and dollar volume category, while television racked up a good unit gain for the first time in some months, in addition to showing its usual over-50 per cent color set sales and higher per-unit price.

Extended warranties have now been embraced by most of the major color TV manufacturers, and advertising stimulation

is hoped to create still more demand, wiping out the radiation scare. Black and white television is holding its own in most markets, and seems to have bottomed out in unit sales.

Washers and dryers again make laundry the strongest category of white goods sales, over kitchen and refrigeration. Average monthly gains for both washers and dryers have been over 15 per cent for the past three months.

electric housewares and floor care news

"A phone of her own" is Mothers Day pitch from U.S. Telephone Co.

If teenagers can take over the family phone, then perhaps Mother ought to have a phone of her own.

That's the thinking of United States Telephone Co. which is beginning efforts to sell its antique-styled telephones and enclosures in electric housewares departments.

Until recently, U.S. Telephone concentrated on gift and stationery departments. But when Sears, Roebuck & Co., Macy's and Abraham & Straus moved the items to their electric housewares departments, sales took a dramatic jump.

As a result, U.S. Telephone is convinced that small appliance sections, because of their heavy traffic, promotional attitude and their desire to find high markup items (40 to 55 per cent), are the right places for the line.

Mothers Day ads for the decorative, old-fashioned telephones are currently beginning to break for electric housewares departments.

What U.S. Telephone has going for it is an agreement with Bell Telephone Laboratories and Western Electric, permitting the use of U.S. Telephone's items on official telephone company (ATT) lines. It claims to be the only company that has been so "legitimized."

The phones are offered two ways: housing only (with no components) which local telephone companies will install, and also as complete sets with "guts," to be plugged into a jack. Best selling price point for the housing alone has been \$39.95, while the complete sets have moved best at \$69.95 retail. A combination of ivory-and-gold has been the best color.

"What the girls want" to guide Ace growth

Ace Hardware, Chicago-based dealer-owned buying and merchandising co-operative, is taking a new look at women, and planning strategy to woo them with new types of merchandise that are hardly typical of traditional housewares-hardware stores.

Candy, stationery and health-and-beauty aids are the new classifications which Ace will buy for its dealers.

Ace's thinking is that if a woman won't go into a traditional store to buy housewares and small appliances, then the store must change by having what she wants, when she wants it. After she's been seduced, then Ace will be right there for her housewares needs.

The addition of the new merchandise

will mean that the size of the average Ace store will increase as much as five-fold, running between 16,000 and 23,000 square feet.

In a further attempt to be there for the girls, Ace's store planning department is seeking to convince dealers to transform their stores into "women traps" by creating an attractive atmosphere through the use of carpeting and better, neater displays, for example.

Ace is not downgrading men in its expansion program. Rather, it is urging its dealers to handle more building supplies, lumber, paneling and do-it-yourself remodeling equipment.

The expansionist philosophy would seem to be one of "more for everybody."

Floor polishers finally inch up in February: VCMA

February shipments of electric floor polishers reversed a continuing downward trend by showing a 1.4 per cent increase over February, 1967, figures.

The Vacuum Cleaner Mfrs. Ass'n reported that polisher shipments totaled 90,889, compared with 89,621 a year ago.

Vacuum cleaner business kept booming, registering a 12 per cent gain in February. Shipments were 497,805 units, compared with 444,285 in February, 1967.

GE goes where the girls are, with "Tip-to-Toe Beauty"

General Electric Co. is going where the girls are with a second-quarter "Tip-to-Toe Beauty" theme it is using in an expanded schedule of ads in women's magazines.

The "Tip-to-Toe Beauty" ads will play up hair care aids, such as hair dryers and hairsetters, manicure-pedicure sets and massagers.

At the same time, GE's current pre-Mothers Day push marks the first time the housewares division has made extensive use of TV spots at this time of the year. During the 10-day period before Mothers Day, 36 spots will run, featuring the Model EC-15 can opener-knife sharpener; M-68 variable speed hand mixer, MS-1 manicure set, and HCD-1 hairsetter.

GE offers "weighty" bonus

General Electric Co. has figured out a "weigh" for consumers to save their pennies — with an offer of a free Detecto bathroom scale in a May floor care promotion.

The bonus deal is backed up with a full-page ad in the May issue of House Beautiful, telling readers that anyone who buys any GE floor care item will receive a free scale by submitting proof of purchase.

Dazey's "Seal-a-Meal" to let homemaker saute, seal and simmer

That "history repeats itself" is hardly a surprise to old timers in the electric housewares industry who delight in "remembering when" . . .

Newer-comers, looking at Dazey Products new "Seal-a-Meal" device, can join the memory game by remembering back only as far as the early 1960s, when the 3M Co. began marketing an electric "heat sealer" which allowed the homemaker to cook food, store it in a plastic pouch which she sealed on her 3M machine, and then re-heat it in the same plastic sack.

The 3M appliance, was perhaps, too early for its own good. The "boilable bag" bit was just beginning to catch on as a method of food preparation from the convenience food industry.

Dazey is selling its new "Seal-a-Meal" with three sizes of plastic sack, to retail under \$20. It looks like a paper towel dispenser and can either be wall-mounted or placed on a counter top.

Electrolux opens door to Consolidated Foods

Consolidated Foods Corp., Chicago, which now owns almost 49 per cent of the outstanding common stock of Electrolux Corp., is looking to buy the remaining shares.

Consolidated last month purchased 495,620 shares and earlier, in March, 1,920,000 shares. All were acquired at \$30 per share.

The latest Consolidated proposal to acquire the remaining outstanding stock of the big name in door-to-door vacuum cleaner sales is via an exchange of convertible preferred stock.

General Time proposes to Seeburg

General Time Corp., parent of Seth Thomas and Westclox, and Seeburg Corp., maker of phonographs, vending equipment and musical instruments, have agreed in principle to a merger, based on a stock exchange plan.

General Time, which also makes timing devices, controls and other electronic components, will be the surviving company. Managements of both companies will be retained.

What EDP can mean . . .

Following a long, complicated session devoted to inventory control via electronic data processing, at the Mass Merchandising Foundation convention last month, commented one executive-type to another: "I imagine it would help us make more accurate errors quicker."

retail ad clips



Humorous advertisements can help capture the reader's attention and sell your products:

Kitchen slavery

Humorous art work works in with lead line, "There's no time for TV . . . if you're chained to the kitchen

There's No Time for TV . . . if you're chained to the kitchen sink . . .

Therefore, the only logical conclusion is this: It's Time for a **KITCHENAID DISHWASHER**

Time too, for Special low prices on brand new '68 **ZENITH COLOR TV**

SPECTACULAR VALUE! REGULATOR COMPACT ZENITH COLOR TV \$399

UNIVERSITY

sink." Art work shows stylized housewife with chain on leg, then peering through TV screen. Ad promotes dishwashers and TV sets. **University Electric, Santa Clara, Cal.**

Nutty sale

Crazy letters, combined with a cross-eyed squirrel, is art work for "It's the nuttiest sale of the year . . . Hinote's crazy store manager, John Wingate, has flipped . . . he's holding a

IT'S THE NUTTIEST SALE OF THE YEAR...

Hinote's KRAZY store manager, John Wingate, has flipped! he's holding a 21-Hour Sale from Wednesday midnight until Thursday night at 9 p.m. We will be open - no door's closed - until 9 p.m. on Thursday night.

HINOTE ELECTRIC CO.

21-hour sale from Wednesday midnight until Thursday night at 9 p.m."

WANTED!

BY MONTANA APPLIANCE WHOLESALERS

CRIME

It is stated that the one DALE POWELL has been demanding money from Montana Wholesalers on closeout model washers, dryers, ranges, refrigerators and freezers. He's getting all the best deals. You have the other dealers with only the left overs to choose from for their customers.

★ REWARD ★

You can get the best buys in HOTPOINT Appliances NOW! We work over 1000 in the Montana States of Powell. Ask your neighbors, one of POWELL'S BUY DEPENDABLE HOTPOINT NOW!

HOTPOINT
SELECTIONS ARE BIG AND PRICES ARE RIGHT!

POWELL'S
WEST WARE HOUSE

Now only \$198.00, \$174.00, \$129.00, \$177.00, \$159.00, \$229.00, \$264.00

"Wanted!"

The crime headline of this ad is "Wanted by Montana appliance wholesalers!" and is followed by more copy along this line: "It's a crime the way Dale Powell has been demanding steals from Montana wholesalers on closeout model washers, dryers, ranges, refrigerators and freezers. He's getting all the best deals." Underneath, "Reward" copy states you can get the best buys now, and under Dale Powell's photo is "This man is known in Billings under the following alias' *Big Volume Powell *Easy Credit Dale *Big Trade-In Powell *Quick Service Dale *Low Price Powell *Dealing Dale." **Powell's Appliances, Billings, Mont.**

Your customers are looking at it. In full color. In LIFE, TIME, ESQUIRE. They'll be looking for our 14" color portable. GET SHARP!

old.

... that never need any compartments, or other features, and make your own world.

1975 WORLD SERIES

Will your 1968 color portable still be sharp? Of course. If it's **SHARP**

Sooner or later somebody had to make a portable color set with two new advancements: 1) a truly great picture. 2) a truly long-lasting picture. Sharp did. Except it was later instead of sooner. It's not that we're slow. (After all, we pioneered in radio, in black and white TV, and in color TV. And we sell them all over the world.) It's just that this problem—a great picture that stays great—was so sticky. Especially since our engineers are perfectionists. They researched and tested. Then retested and torture tested. Like forever, it seemed. But the result—wow! From tube to transistors to the tiniest screw, our color portable is a fine precision instrument that performs like a fine precision instrument and lasts like a fine precision instrument. One Sharp picture is worth a thousand words. Just compare ours with the others. Then you'll see why it took us longer to produce console quality color in a portable. And more important, Sharp color TV will stay sharp. Rich. Bright. True to life. When you're deluxe inside you should be deluxe outside. Rich walnut grain for the cabinet. Chrome accents. A control panel that's as handsome as it is functional. Beautifully compact—but with a picture big enough for the whole family to enjoy. 102 square inches. And at a price that will surprise you. Happily. How could we do all this? It took a little longer. And it may take a little longer before you'll find us in every store in town. But we're in many of the best ones now. Look for us or write us for the Sharp retailer most convenient to you. Get the picture—the great long-lasting Sharp picture. Sharp Electronics Corporation, Carlstadt, N.J. 07072.

Sharp's repair rate is much lower than the industry's. Based on U.S. Department of Commerce TV Radio repair rate figures.

new products



Hamilton Clock Line

With emphasis placed on electronic models, Hamilton Watch Co. entered the clock field by introducing a line of more than 60 models, including travel alarms; boudoir, desk and mantel clocks; and two types of wall clocks.

Most of the desk clocks are battery operated using a new, exclusive electronic movement. The 20 models,



Hamilton "Forecast"

including several calendar and barometer styles, feature brass and wood cases.

The desk-top "Forecast" is a multi-purpose weather center which,

in addition to time, tells barometric pressure, humidity and temperature. Cased in solid brass, the electronic movement is powered up to two years by a tiny battery. Suggested retail price: \$135. *Hamilton Watch Co., Lancaster, Pa.*

West Bend Skillet

A porcelain exterior finish in avocado or harvest color and a fired-on hard-coat "Teflon" interior in black



West Bend Model 3335

are features of a new automatic buffet skillet, Model 3334. Unit, 11 in.

x 11 in., has a high-dome cover, triple-thick aluminum construction, and black phenolic side handles and trim. An automatic heat control, which can be dialed to a "keep warm" temperature after food is ready, is removable so that the unit is immersible. Suggested retail price: under \$28. *West Bend Co., P. O. Box 278, West Bend, Wis. 53095.*

GE Portable Radio

A new full-feature, multi-wave portable radio is being introduced by General Electric. Called the "World Monitor," Model P991 is a five-band radio covering AM, FM, international shortwave, marine, and longwave bands. Used as a portable, unit can play up to 600 hours on



GE Model P991

six "D" size flashlight batteries. Features include electronic fine tuning for shortwave precision, a 5-ft. telescopic whip antenna for shortwave, a 32-in. telescopic whip antenna for FM, and a built-in ferrite rod for AM and longwave. Unit comes with a vinyl luggage-style case with folding handle, and carries a suggested retail price of \$119.95. *General Electric Co., Utica, N.Y.*

Motorola TV

Five black and white television sets have been dropped into the 1968 Motorola line as spring specials, according to the company. The five models, two 19-in. portable models, a 20-in. table model, a 22-in. table model, and a 22-in. console, are generally priced lower than comparable models now in the line.

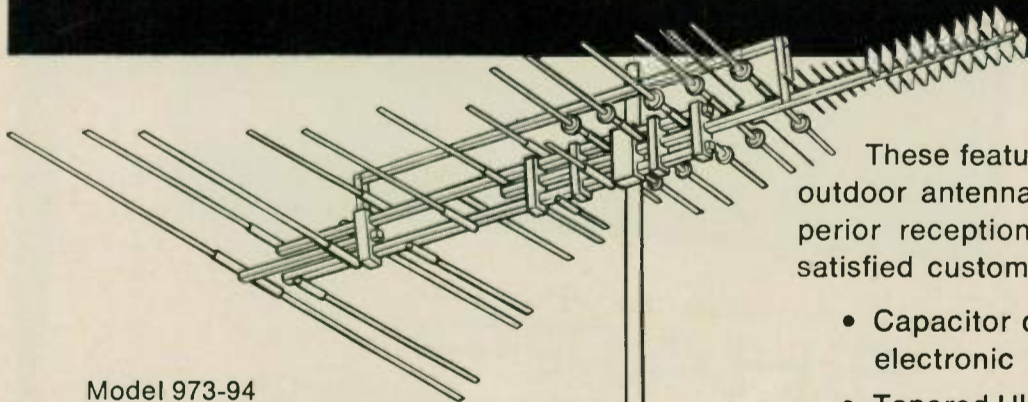


Motorola Model BP-511D

Portable Model BP-511D features, in addition to a 19-in. diagonal screen; teak grain finish on a polystyrene cabinet, illuminated channel indicators, an earphone for private listening, and a solid state UHF tuner and silicon power rectifier. Suggested retail price, \$139.95. *Motorola Consumer Products, 9401 W. Grand Ave., Chicago, Ill. 60131.*

The best TV deserves the best antenna!

Install a Zenith Quality-Engineered Antenna!



Model 973-94 designed for far fringe areas

These features help a Zenith outdoor antenna provide the superior reception that makes for satisfied customers:

- Capacitor coupled cap-electronic VHF dipoles.
- Tapered UHF grid driver.
- Staggered square UHF directors.
- Low-impedance, triple boom construction.

You can choose from 12 all-new Zenith VHF/UHF/FM or VHF/FM antennas. All are gold color alodized aluminum for better conductivity, greater corrosion resistance and longer service.

Ask your Zenith distributor for a free technical manual. He has charted the reception characteristics of your area, so he can recommend the best antenna for each installation.

Exciting Surprises for You—and Your Family! Fun for all! Get the details at your Zenith Distributor's Parts Department.



BEST YEAR YET TO SELL THE BEST

ZENITH

The quality goes in before the name goes on

Five TV dealer-servicemen show how

Small service shops can share overhead costs, retain independence

through unique umbrella corporation in Marshalltown, Ia.

The one-and-a-half man shop is an institution in the appliance industry — with a problem. When you have to go out on a delivery or a service call, who minds the store?

With a shortage of competent service help, high wages for almost any kind of clerk is often beyond the means of a small dealer. More often than not he uses his wife or family to answer the telephone, or to mind the store while he is out.

But five independent dealer-servicemen in Marshalltown, Ia., each with his own store, decided there must be an easier way to run a service business. As a result, the TV Clinic was founded, and has flourished for seven years, a corporate business based on mutual trust.

Essentially, the TV Clinic is five independent service men operating from one location, each with his own equipment, telephone, truck, helper and customer following.

The TV Clinic is an umbrella corporation over the five, providing the location, office and staff, a TV and appliance showroom with a full-time salesman, repair shop area with a full-time and part-time handyman-helper who also performs minor repairs, checks tubes and does janitorial services.

"The real value of this co-operative type set-up," said Howard Bonnar, one of the corporate members of the TV Clinic, and treasurer, "is that we can backstop each other when we need help on a service call or a knotty electronic problem.

"There has always been more service business in the Marshalltown area than we could handle, and the formation of the group has made our service better each year. Besides, we are still our own boss. If one of us decides to pull out, he still has a complete shop and can go back to work on his own. We like that independent feeling. The corporation will buy us out if we want out."

The TV Clinic provides the space for the five operators, for which it charges a flat fee of 20 per cent of all the in-shop service billing. It also owns all the parts, and furnishes each of the service men with his tube caddy. When a technician uses a part, he gets a commission on the part from the Clinic. All work done out of the shop is

billed separately, with none going to the Clinic.

The main income of the TV Clinic is from the sales floor, with a full line of TV, stereo, and appliances. A full-time salesman covers the floor, supplemented by the principals of the corporation as needed. When they make a sale, they get a salesman's commission.

Principals of the TV Clinic also include Wilber Hatcher, president; Bud Van Horn, vice president; Jim Yordy, secretary; and Lawrence Turner, a director. They are presently in the process of adding a sixth member, who will bring an appliance service section into the corporation. The charter provides for a one-year probationary period before acceptance as a full member.

"Most important, we have been able to keep the image of personalized service which each of us has built up over the period of years," said Jim Yordy. "Also, we have been able to take advantage of the joint effort in providing specialized equipment for servicing color TV, and a very adequate stock back-up in parts, and tech-

nical information.

"Although, when we joined together, we each brought in a major TV and appliance line, over the past few years we have cut these lines considerably. Our showroom is probably the nicest in town, a lot different than when we were each on our own."

"The day of the independent one-man operation working from his garage is not too bright," said Bonnar. "With all the specialized equipment that will be needed to service the new solid state sets it will be impossible for the service man to operate and give the customer a fair deal. Yes, there will still be a lot of tube sets around for them to work on, but there is very little profit there. It will be like a hobby of fixing antique automobiles."

Howard Bonnar explains invoice problem with Mrs. Jim Yordy in office of TV Clinic, serving five independent service companies. Mrs. Yordy handles office and bookkeeping chores for the corporation.



Jim Yordy (left) isolates defective component for Lenny Timm, who aids Yordy in his independent service operation under roof of TV Clinic.

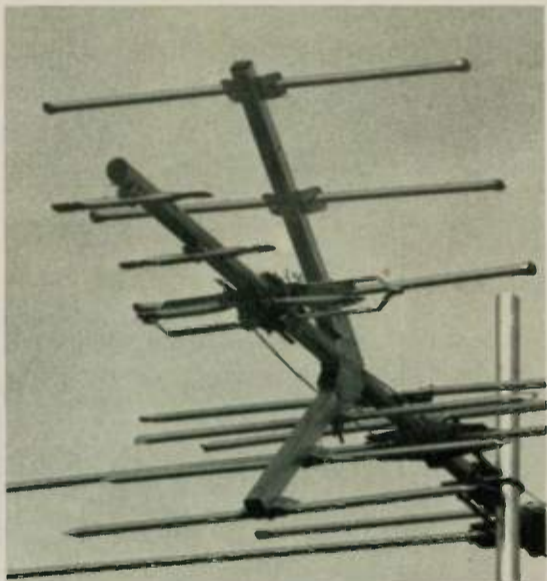


Bud Van Horn (left) and Howard Bonnar of TV Clinic, Marshalltown, Ia., discuss job ticket for a portable TV set in shop.



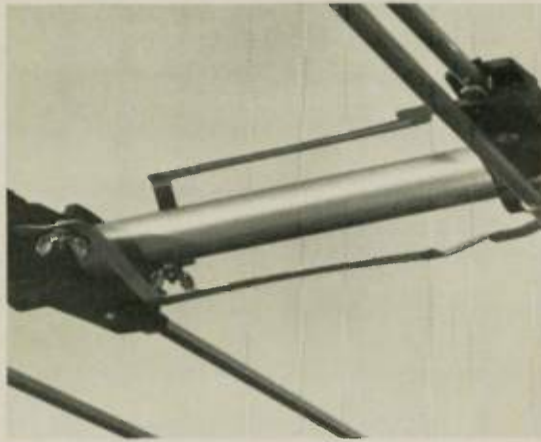
New RCA advances will change your thinking about antennas and rotators.

The era of compromise is over! Formerly, a UHF corner reflector (long known as the finest antenna for UHF reception) could not be combined with a VHF antenna without sacrificing gain on the VHF band. Now, RCA engineers who have had the experience of working on antenna space projects, have developed a corner reflector that doubles as a VHF director and actually *increases* gain.



High-gain UHF corner reflector with built-in VHF-UHF crossover network, also acts as VHF director.

The new RCA COLOR POWER combination antennas are the first broadband integral antenna design to deliver high gain and sharp directivity on both UHF and VHF bands—resulting in clear, crisp reception on Color and Black & White TV. The secret is in the combining network and balanced phasing lines. Note the parallel connecting bars in photo. They stay parallel, because they're thick aluminum strips, rather than wires that easily bend. Installation is fast because of



Balanced phasing lines, of rugged aluminum, stay in shape.

snap-lock elements. Ghost rejection is great, because of designed-in, deep electrical nulls resulting from straight, parallel dipoles and completely balanced design. All strong, tubular aluminum construction.

Until now, a rotator drive unit could have problems coping with wind, icing and large antenna loads. Now, RCA introduces a new dimension in antenna rotators with exclusive pre-turning momentum, that develops the torque necessary to handle such situations. Heavy-duty, rugged clamps also prevent mast slippage that can develop under these conditions.

These new RCA rotators have the non-slip ruggedness of a main drive gear that's part of the shaft, meshed to a rugged worm drive.

RCA's exclusive over-running gear clutch permits motor momentum to develop before turning the mast—assuring the torque that is necessary to move heavy loads. You'll like its easy installation. The terminal board cover has an attached captive thumb nut. Weather resistance is assured by a plastic shield. High strength, light-weight aluminum housing results in less load on the supporting mast.



Rotator control is solid-state designed, to prevent mechanical wear and synchronize with drive unit.

RCA's rotator control unit was designed to please the decor-conscious housewife, as well as the family's TV fans. The RCA 707 is completely electronic too, for longer life.



Pre-turning momentum, for ice-breaking torque, is attained in RCA rotator drive unit.

Pin point directivity . . . the drive unit on the roof is always fully synchronized with the knob on the control unit. You are never in doubt as to the position of your antenna.

The "505", a manual control unit with full 360° indicating dial is also available.

Use an RCA COLOR POWER antenna and an RCA antenna rotator on your next installation. Pick them up from your RCA Distributor. They'll help you start your own revolution against call-backs.

RCA PARTS AND ACCESSORIES, Deptford, N.J.

RCA COLOR POWER UHF-VHF/FM
Antenna. Model #10B930

RCA

room at the top

Roy G. Swanson, now in the newly created position of general manager, service products division, *Sunbeam Appliance Service Co.*

Charles W. Gavin, now national sales manager, *Telefunken Sales Corp.*

Robert Palmer, now marketing manager, central vacuum systems, *Whirlpool Corp.*

Alex R. Stone, now market development manager-radio products, *Zenith Sales Corp.*

Anthony Andonedis, now in the newly created position of director of research and development, *Andrea Radio Corp.*

Richard R. Petersen, now marketing manager for video tape systems in the tape division, *Bell & Howell.*



J. H. Gauss



I. L. Griffin

Joseph H. Gauss, general manager, refrigeration and air conditioning division; **Irving L. Griffin**, general manager, television division; and **Edward L. Stehle**, general manager, appliance and television sales division,



E. L. Stehle



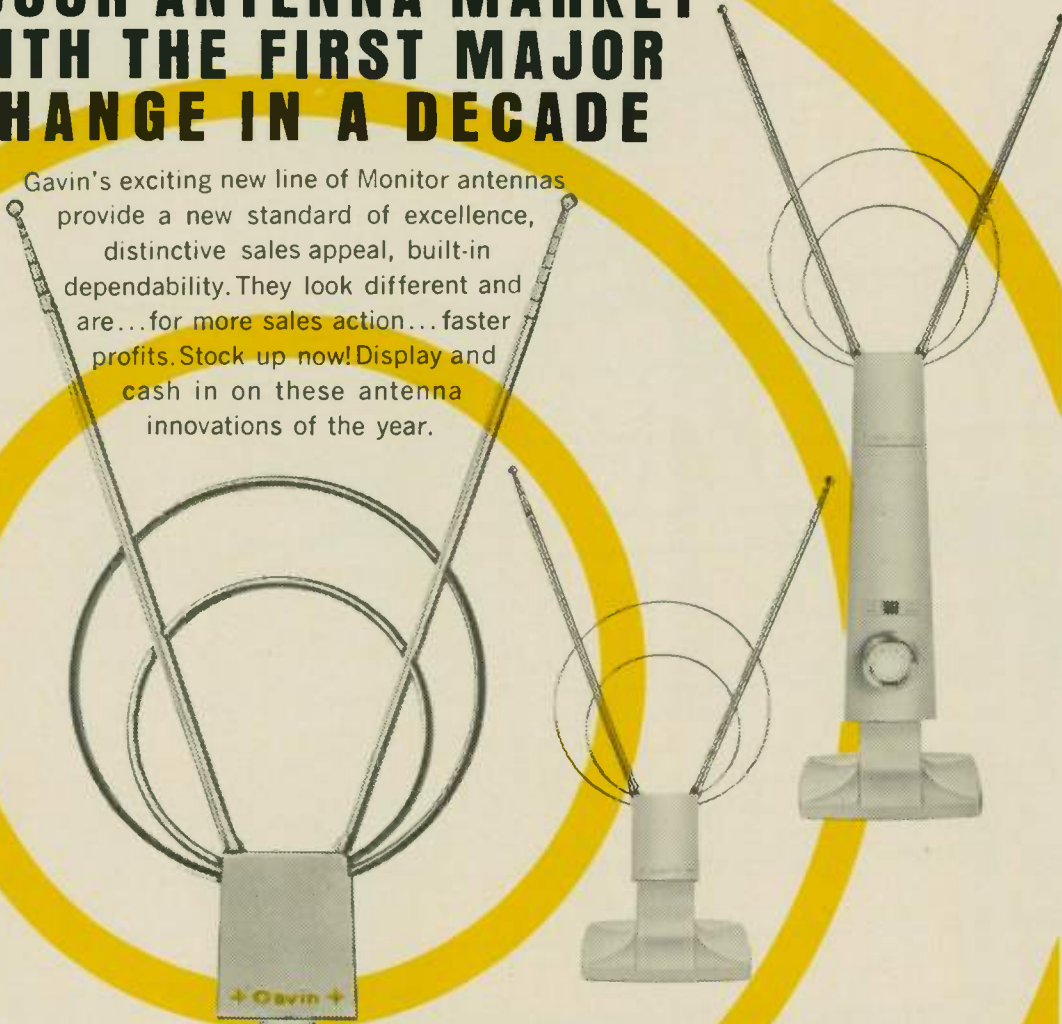
G. A. Bernstein

now vice presidents, *General Electric Co.*

George A. Bernstein, now president; **Samuel M. Bernstein**, now chief executive officer and board chairman, *Berns Air King Corp.*

STICK 'EM UP! FOR 1968, GAVIN STEALS THE INDOOR ANTENNA MARKET WITH THE FIRST MAJOR CHANGE IN A DECADE

Gavin's exciting new line of Monitor antennas provide a new standard of excellence, distinctive sales appeal, built-in dependability. They look different and are...for more sales action...faster profits. Stock up now! Display and cash in on these antenna innovations of the year.



NEW MONITOR 100 STICKS TO ANYTHING!

Gavin's new Monitor 100 makes ordinary indoor antennas obsolete. It rotates...adjusts up and down...pulls in perfect pictures, locks out ghost and snow. Installs in seconds...sticks right to wood, metal or plastic cabinets. No screws. No straps. Folds out of sight when not in use. For consoles or portables. FM stereo too! Comes with separate UHF and VHF leads. An ideal traffic item for volume sales.

MONITOR 100UV for UHF-VHF-FM **ONLY \$750** 100 V for VHF Reception **ONLY \$650**

DISTINCTIVE MONITOR 500—Sculptured design of Monitor 500 trades up sales, adds sleek elegance to any room. Synchronized scanner aims antenna at all stations without moving base. Provides clear, natural color reception...sharp black and white, FM stereo, too! Comes with separate leads. Walnut or sandalwood models available.

MONITOR 500 for VHF-UHF-FM **ONLY \$995**

LUXURIOUS MONITOR 1000—Gavin's Monitor 1000 is crafted for compliments, high ticket sales, superior performance. Sculptured tower pulls in extra signal power, UHF-VHF-FM. Synchronized scanner aims antenna without moving base. Dipoles vanish when not in use. Comes with adjustable UHF/VHF function switch, separate leads. Available in walnut or sandalwood.

MONITOR 1000 for VHF-UHF-FM **ONLY \$1495**



GAVIN INSTRUMENTS, INC. SOMERVILLE, N. J. DIVISION OF ADVANCE ROSS CORP.



F. C. Rebedeau



R. H. Finberg

F. C. (Bud) Rebedeau, now vice president, *The John J. Kelly Co.*, Chicago-based sales training consultant firm.

Raymond H. Finberg, now vice president in charge of sales, *SCM/Shetland, Inc.*



C. R. Josephs



D. J. Doyle

C. Roy Josephs, general manager of commercial product sales, also vice president, *Norge Div., Borg-Warner Corp.*

Donald J. Doyle, now manager of exhibits and public relations for housewares division, *General Electric Co.*



D. R. Buglass



E. Rittenband

David R. Buglass, now advertising manager, succeeding **Bern Ellis**, now eastern zone sales manager, *Electrohome Limited.*

Elliot Rittenband, now in the newly created position of advertising manager, *Toshiba America, Inc.*

new products

Modern Maid Self-Clean

Its second entry in the gas self-cleaning oven field is called the "Manor House" by Modern Maid. An eye-level double oven range, it features a "Clean-A-Matic" lower oven. The cleaning cycle of 90 minutes is said to use less than a nickel's

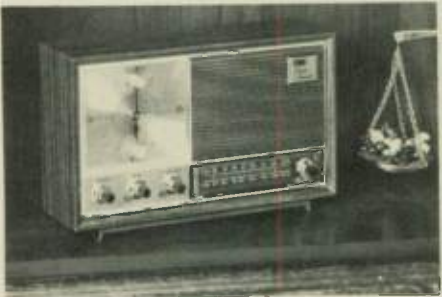


Modern Maid "Manor House"

worth of gas per use, less than four top burners use in an hour. Other features of the unit include eye-level controls for all range and oven units, and no outside venting requirements while the oven is in use. *Modern Maid, Inc., Chattanooga, Tenn. 37401.*

Arvin Clock Radio

A mid-season addition to the 1968 line is Model 49R88, an AM/FM solid state radio with a full feature clock and doze alarm. The clock enables the radio to shut off automatically and then to wake user to music or alarm. Unit features micro-integrated circuit and eight transis-



Arvin Model 49R88

tors, AFC switch to hold FM signals, indirect drive tuning, a lighted slide rule dial, ferrite rod AM antenna, and line cord FM antenna.

Of solid wood fibre cabinet covered with walnut wood grain vinyl, the unit weighs under 8 lbs., measures 7 $\frac{3}{4}$ in. x 12 $\frac{1}{2}$ in. x 3 $\frac{7}{8}$ in. Suggested retail price, \$69.95. *Arvin Industries, Inc., Columbus, Ind. 47201.*

Olympic Stereo

Three new stereo high fidelity models have been introduced by Olympic. All three will feature decorator

styling and stereo qualities at "very attractive" prices. Features common to all three models include an AM/FM receiver with slide rule dial, AFC, multiple speaker sound systems, automatic record changer, and accessory panel for remote speaker connections. Model F230 comes in either mahogany at a suggested retail price of \$149.95 or walnut at a suggested list price of \$159.95. The Contemporary-styled cabinets are 37-in. long. Model F235 has a 39-in. Early American cabinet, with a suggested retail price of \$199.95. *Olympic Radio and Television Div., Lear Siegler, Inc., 34-01 38th Ave., Long Island City, N.Y. 11101.*

Embassy Stereo Units

Called the "Custom Duet" series, a new line of specialty stereo units consists of 20 models with or without multiplex FM. The units have UL-approved AM/FM solid state chassis and the de luxe BSR "UA-15" automatic 4-speed record changer.

A commode, cocktail table and credenza are offered in Mediterranean or modern styling. Cabinets are hardwood and handcrafted of selected veneers and hardwood sol-



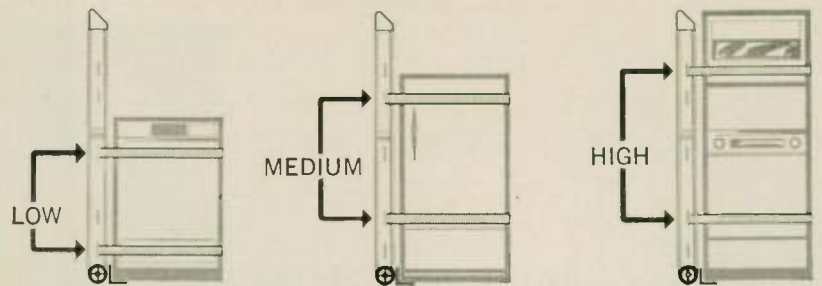
Embassy stereo commode

ids. Decorator-designed doors have distinctive grain patterns and shadings. The commode and cocktail table are also offered with Portuguese marble insets.

The leader AM/FM stereo commode will carry a suggested retail price of \$199.95. The hexagonal top is 28 in. wide, 24 in. deep, and 21 $\frac{1}{2}$ in. high. The cocktail table is 66 in. long x 16 in. high x 20 in. deep. The credenza is 52 in. wide x 29 in. high x 14 in. deep. *Embassy Div., Texscan Electronic Mfg. Co., 15241 S. Commercial Ave., Harvey, Ill. 60426.*

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!



UNIQUE, NEW DOLLY does the work of three

has two, load-holding straps that grip from 3 different positions

Most versatile dolly available today. Has a sixty-six inch high frame. Handles the largest ranges and freezers as well as the smallest washers and dryers. Equipped with two 15 ft. web straps. Frame has six sets of slots through which you can shift the twin straps to three different positions. Gives you non-slip grip on an almost unlimited variety of items, regardless of size or shape. Has all the other work saving YEATS features like caterpillar step glide; light, yet tough, aluminum alloy frame completely padded in front with felt (or optional plastic) and two quick acting, ratchet strap fasteners.

THE NEW YEATS 16

EVERLAST covers and PADS
Available in all shapes and sizes



range cover



refrigerator cover

YEATS APPLIANCE DOLLY SALES COMPANY

1303 W. Fond du Lac Avenue • Milwaukee, Wis.



Write for FREE catalog

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 375, Pinconning Mich
Canadian Factory: Magline of Canada Limited, Renfrew, Ontario



the balance sheet

by Jack Adams



Is team play "in"? — There's the story about the army recruit who was assigned sentry duty.

"What do I do?" he asked the sergeant-of-the-guard.

"You walk back and forth in this area," the non-com told him, "and if anybody approaches your post, call halt three times and then fire."

Well, it seems that the commanding general of the post picked this particular night to see if the men on guard duty were on the alert. As he approached the post of the recruit, this man carried out to a "T" the order given him by the sergeant-of-the-guard. And, of course, next day as the recruit was appearing before a court martial, the general was being readied for burial with full military honors.

Granted that the recruit did not exhibit much intelligence or imagination, we think this story is analogous to a situation in our industries in the sense that many employees, because of lack of understanding of the end intent of their job, are performing their tasks as if someone had said, "Your job is to answer the telephone," or "Your job is to deliver major appliances," or "Your job is to fix TV sets."

Of course, we'd have to assume that somewhere along the way they were told: "Use a pleasant voice." "Be careful of scraping the walls or marring the floor," etc.

And, sure, we know the theory that this is the age of the "goof-off," and the attitude is prevalent that jobs are plentiful so if you don't like one you

can find another, but we're not willing to buy that 50 per cent. Anyway, it's not the purpose of this piece to ponder such philosophies.

Rather, we feel it's worth contemplating the effect of an employee relations program on a company's success.

Much has been written about employee relations in recent years, and some manufacturers and retailers presumably are doing an admirable job in this area. But it would seem that more times than not, if the employee is given intensive training in his job and is told why his job is important at the start of his career, he never hears anything more from upstairs unless he goofs up. And if the goof-up results in the loss of a customer, he may or may not hear about it, depending upon whether the customer is the kind who complains to the boss or who just simply takes her business elsewhere.

No doubt it is good practice for the boss to dial his office occasionally just to hear how his switchboard operator greets customers, and there is much merit in sending the customer a questionnaire to learn if delivery and installation of her appliances were handled satisfactorily. But if the findings in either instance are unsatisfactory, we wonder how many bosses give the problem the attention it deserves.

Maybe it's a case of incompetence that can only be solved by dismissal.

But if incompetence is not the answer, how many times does the boss seek to avoid repetition of the blunder simply by saying, "Watch it, Charlie, you'll give us a bad name."

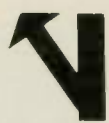
Maybe this will only send the employee's hostility index towards his firm shooting up a degree or two, and while he may make certain he doesn't commit the same blunder again, he may transgress in areas that are less detectable but equally harmful to the company.

Many business owners pride themselves on working 60 to 80 hours a week. And if the company is large enough, the boss may rely on supervisors to maintain employee relations. But if he does, he might ask himself how good his relations are with his supervisors.

Has he done a conscientious job of making them feel they are valuable to the firm? Do they understand fully what is expected of them, and do they believe that is to their interest as well as in the best interest of the company to perform their duties effectively?

Today that girl on the assembly line is wearing a miniskirt and that guy on the sales floor is wearing a continental suit. Even though they may not want to work as hard as the girl or guy of 20 years ago, it's hippie beads to Nehru jackets that they both have the instincts possessed by humans for ages. And if appealed to properly, they'll come up with the best performance they can muster.

by the way



RCA pavilion shows computerized classroom at HemisFair '68

Visitors to the RCA Pavilion at HemisFair '68 can preview an electronic "classroom of tomorrow" in action — a permanent installation that will serve as the nucleus of the first statewide computer complex for schools when the international exposition closes in October at San Antonio.

When HemisFair ends, the San Antonio system will be put to work by the Inter-American Education Center, with headquarters in San Antonio. It will aid in the education of 180,000 pupils in a 14-county Texas school region and assist in handling the region's administrative functions.

The RCA Pavilion's demonstration features a computer-based RCA Instructional System, utilizing an advanced "Spectra 70" computer linked to student consoles and displays, similar to that now being used in New York City schools.

The computer system is designed to teach large numbers of pupils simultaneously and individually. About 6,000 children in 16 schools are involved in the New York operation that offers drill and practice in key subjects expressly tailored to each student's individual capabilities.

Dr. Carroll V. Newsom, vice president, education, of RCA, said the exhibit offers "a public preview of the innovations which will be a standard feature of the schools of tomorrow."

Time on their hands



Rufus A. Fulton (left), vice president of Hamilton Watch Co., and Samuel J. Kaufman, president of Semca Time Corp., Hamilton subsidiary, examine some of the more than 60 clocks which firm has introduced to penetrate the \$400 million clock market. Semca Time Corp., clock manufacturing facility, was acquired by Hamilton late last year.

New title on the door

Thomas F. Maschler, vice president and general manager of the H. R. Basford Co., San Francisco, was elected president and chief executive officer, succeeding Willard H. Mix-



T. F. Maschler

ter, now chairman of the board. Maschler was formerly president of Perrin & Associates, Chicago, and vice president of Kenyon & Eckhardt, Inc., Chicago. H. R. Basford Co. is distributor of Zenith, Gibson-Easy, Chrysler Airtemp and multi-brand phonograph records and tapes.

Wanted to swap: New organs for old musical instruments

That old musical instrument gathering dust in someone's barn, basement or attic may be worth a swap for a brand-new electronic organ.

Allen Organ Co. has announced that it is starting a collection of "Old Musical Instruments" and would exchange new instruments for the

unusual items it accepts. Keyboard and mechanical instruments are of particular interest.

The electronic organ that Allen gives in exchange for an instrument will depend on the item that is being made available for the collection, a spokesman said. He pointed out that Allen manufactures many different electronic organs and electronic harpsichords. Also, a company subsidiary makes electronic "combo" instruments for professional and amateur musical groups. And these instruments would be among those offered by Allen in its search for odd items.

How does one start negotiations for a swap? Send a snapshot or drawing of the instrument for exchange to: Allen Organ Co., Macungie, Pa. The proposed instrument will be reviewed and if it's believed suitable for the collection, the owner will be notified and arrangements made for the "swap."

"Born Free" . . . to buy a dishwasher

A "Born Free" dishwasher campaign throughout the month of May will be conducted by the Jersey Central Power & Light Co. and the New Jersey Power & Light Co. for its dealers, which cover 43 per cent of the state's area. The campaign will include a Capitol LP, "Born Free," at a price of 90 cents a unit, in lots of 25; free advertising material tying in the record offer with dishwasher promotion; 25 per cent co-op allowance on newspaper advertising, up to \$500; and newspaper mats on the offer, all carrying the "Reddy Kilowatt" dealer seal.



**Any salesman
can deliver
merchandise.
But a
Hoover
man
delivers
customers.**

Taking your order is only part of a Hoover man's job.

Sure. He wants Hoover products on your shelves. And on your floor. But it doesn't do him—or you any good if they stay there.

That's why every Hoover man follows through. To help you move the merchandise. And, incidentally, into the profit column.

He does this by working with you on every detail of the sale. From advertising to merchandising. He'll train your people. Set up a display. Trim a window. He'll hold a Hoover Day promotion . . . or a service clinic.

Next time your Hoover man calls, spend a little time with him. And you'll both profit from it.

The Hoover Company,
North Canton, Ohio 44720.



DIAMOND JUBILEE
1908-1968

Are you worried about selling Portable Color TV?

No need to. As long as it doesn't come bouncing back to you next week along with an angry customer.

So instead of a tranquillizer, take a Panasonic Portable Color TV and put it on your shelf. Alongside some of those other portables. But don't turn it on.

First, look at it. Then look at the others. Notice the unusual design of Panasonic. That good-looking black and silver styling. And notice the usual cluttered-up controls are gone. Panasonic hides them behind a sliding door. This set will go anyplace. Living room, office, bedroom or den. Then take a look at the picture size. Ours is bigger than comparable portables. 118 square inches. Not much, but every little bit counts.

Now, turn them all on. Compare the color. Panasonic should have an edge. Because our Portable Color has 4 IF stages. Not the usual 3. That means better color reception, even in fringe areas. It has even got a gizmo that tells you when color is being broadcast. And the color is rich. True to life. Just like you see with your own eyes. Thanks to automatic degaussing, Keyed AGC and all the other good engineering inside the set. That's the reason it weighs more. Because it's got more inside.

Next, let's talk about what we started to talk about in the first place. Will it stay sold? 'Cause that's what makes any good salesman nervous. He doesn't want it bouncing back for costly annoying service repairs. He doesn't believe in angry customers.

Is our set reliable? We think it is. For one thing, it has 63 solid state devices. That number should stand up pretty good when you compare it to the others. And solid state means reliability. But the best way to find out about reliability is after it's been in a customer's home for a few months. We're sure if you ask a Panasonic Dealer who's selling our Portable Color, he'll give you that answer.

Finally, we're telling your customers about Panasonic Portable Color in *Life*, *Look*, *Reader's Digest*, *National Geographic*, *TV Guide*, *Time*, *Newsweek*, *U.S. News & World Report*, *New Yorker*, *Saturday Evening Post*. Full page. Full color. We're telling everybody that Panasonic has the color portable for people who are still nervous about color.

Call a Panasonic Sales Representative. Let him add a bit of color to your life.

EASTERN SALES/PANASONIC NEW YORK
43-30 24th St., Long Island City, N.Y. 11101 (212) 973-5700

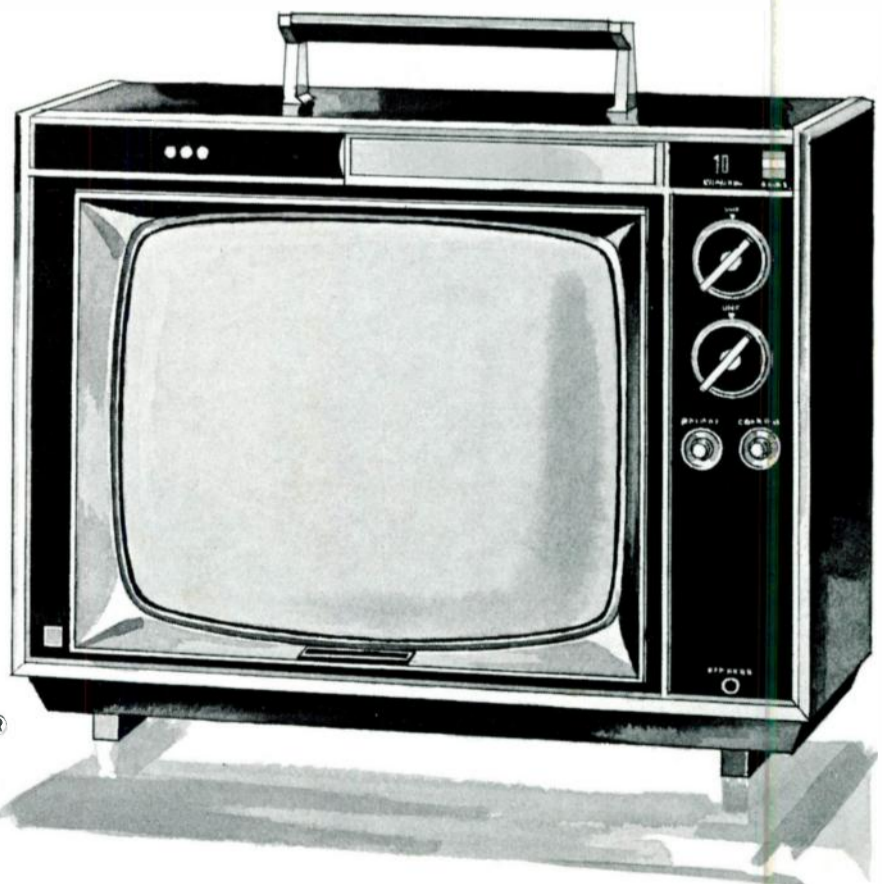
MID-WEST SALES/PANASONIC CHICAGO
363 North 3rd Ave., Des Plaines, Ill. 60016 (312) 299-7171

PANASONIC ATLANTA
255 Ottley Drive, N.E., Atlanta, Georgia 30324 (404) 872-5342

PANASONIC DALLAS
1201 Empire Central Drive, Dallas, Texas 75247 (214) ME 7-0380

WESTERN SALES/NEWCRAFT, INC.
8692 Wilshire Blvd., Beverly Hills, Calif. 90211 (213) OL 5-5160

HAWAII/MATSUSHITA ELECTRIC OF HAWAII, INC.
205 Kalihi St., Honolulu, Hawaii 96819 Phone 852-928



PANASONIC[®]
TODAY'S LEADER IN TOMORROW'S LOOK