

What's keeping black-and-white console TV sales buzzing?

Housewares Design/1968 Award program

On refrigerators: current display aids and the latest on compacts

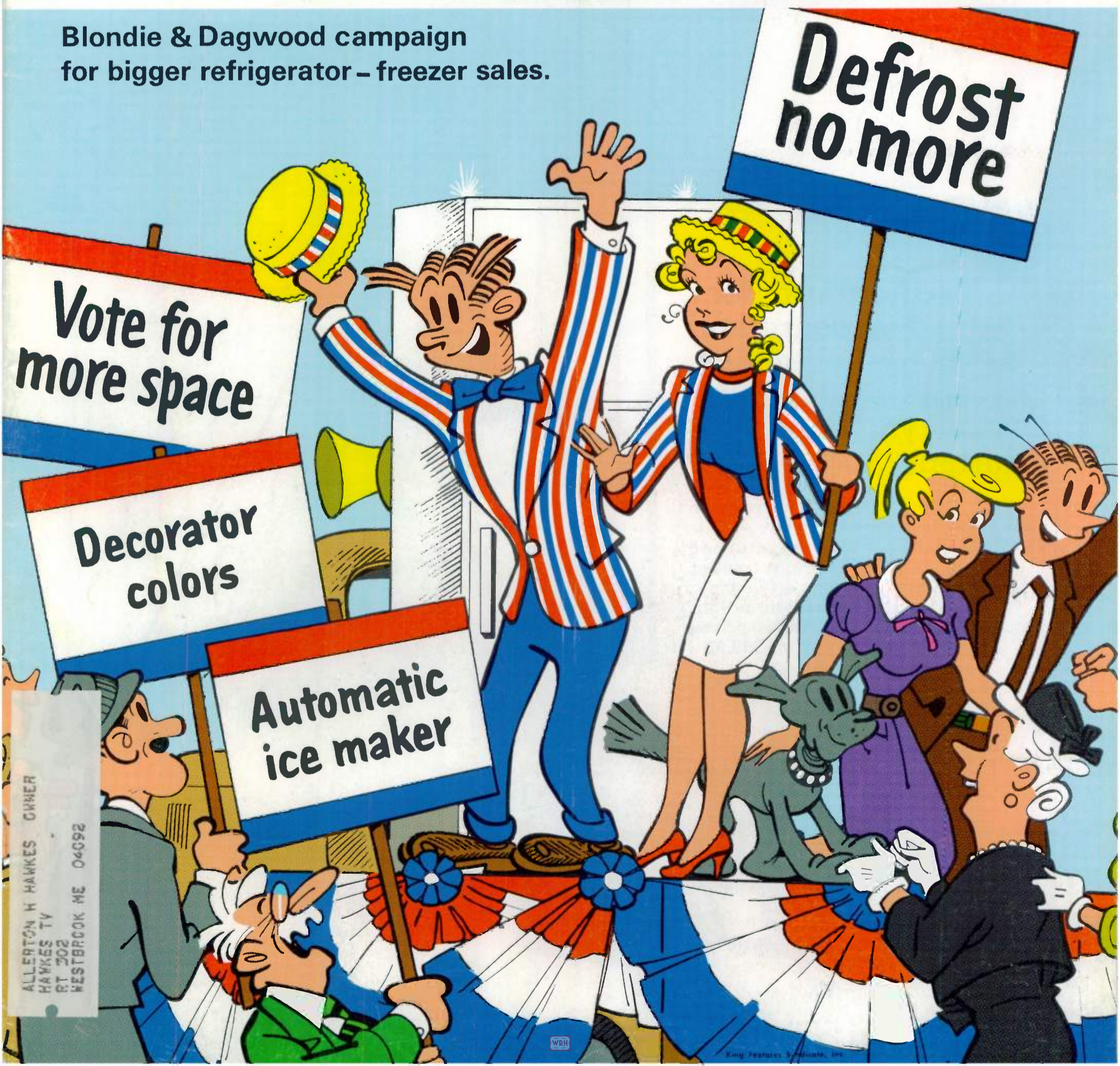
The business partner of 50,000 appliance/home electronics retailers

MAY 15/68

mart

A Buttenheim Publication

Blondie & Dagwood campaign
for bigger refrigerator - freezer sales.



ALLERTON H HAWKES, OWNER
HAWKES TV
RT 302
WESTBROOK, ME 04092

WRH

King Features Syndicate, Inc.

Admiral

on Duplex![®]

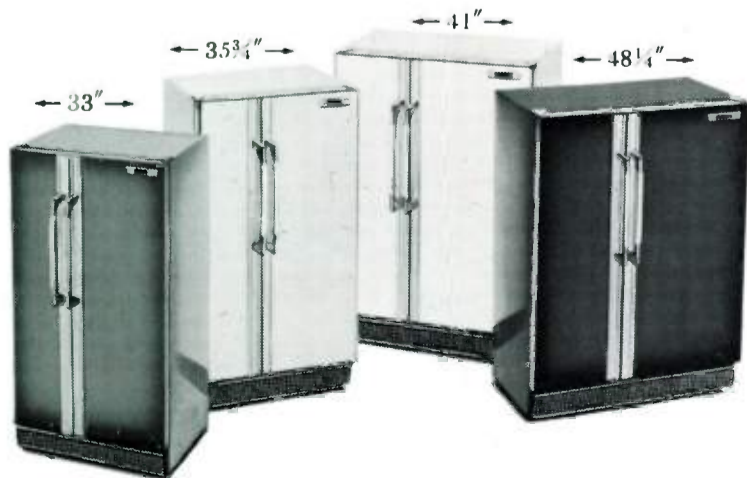
freezer/refrigerator

**Automatic door
closers and
cantilevered adjust-
able shelves in a
Duplex you can retail
profitably for \$399^{95*}!**

Only Admiral—the leader in side-by-sides—could bring you a value like this! A 13.5-cu.-ft. refrigerator and 6.5-cu.-ft. 226-lb. upright freezer. No defrosting ever in either side! It's packed with features your customers want most! Retail priced for full margin at \$399.95*!



Admiral Duplex model ND 2095
Automatic ice-maker version is
model IND 2095



Admiral Duplex freezer/refrigerator offers easier step-ups than ever! Four colors, four sizes to fit any kitchen.

*Manufacturer's suggested retail price. Slightly higher in some areas.

Special Sale on Dual-Temp![®]

refrigerator/freezer



Admiral Dual-Temp model NT 1789.



Admiral automatic ice-maker. Gives your customers a never-ending supply of fresh ice with no spill or mess.

Fully automatic ice-maker in this huge 17-cu.-ft. no-frost Dual-Temp! Retail for full profit at \$299^{95*}!

Here's what's special about *this* Dual-Temp: A fully automatic ice-maker—plus *no defrosting ever* and all most-wanted features.

Order both special models—the Admiral Duplex freezer/refrigerator and the Admiral Dual-Temp with automatic ice-maker. Retail both special models for big profits in the selling season ahead!

For refrigeration leadership, look to

Admiral[®]

Mark of Quality

The Sun Set for the sun set.

(Got enough for summer?)

You don't need a crystal ball to know which little TV's going to roll in the profits this summer.

The same one that did last summer.

The Sony Sun Set.

Our 700-U portable outsells every other portable we make. People buy it specially for summer because it's made specially for summer.

It totes around like a 6-pack.

Plays anywhere. Because it runs off a rechargeable battery pack. (And AC, too.)

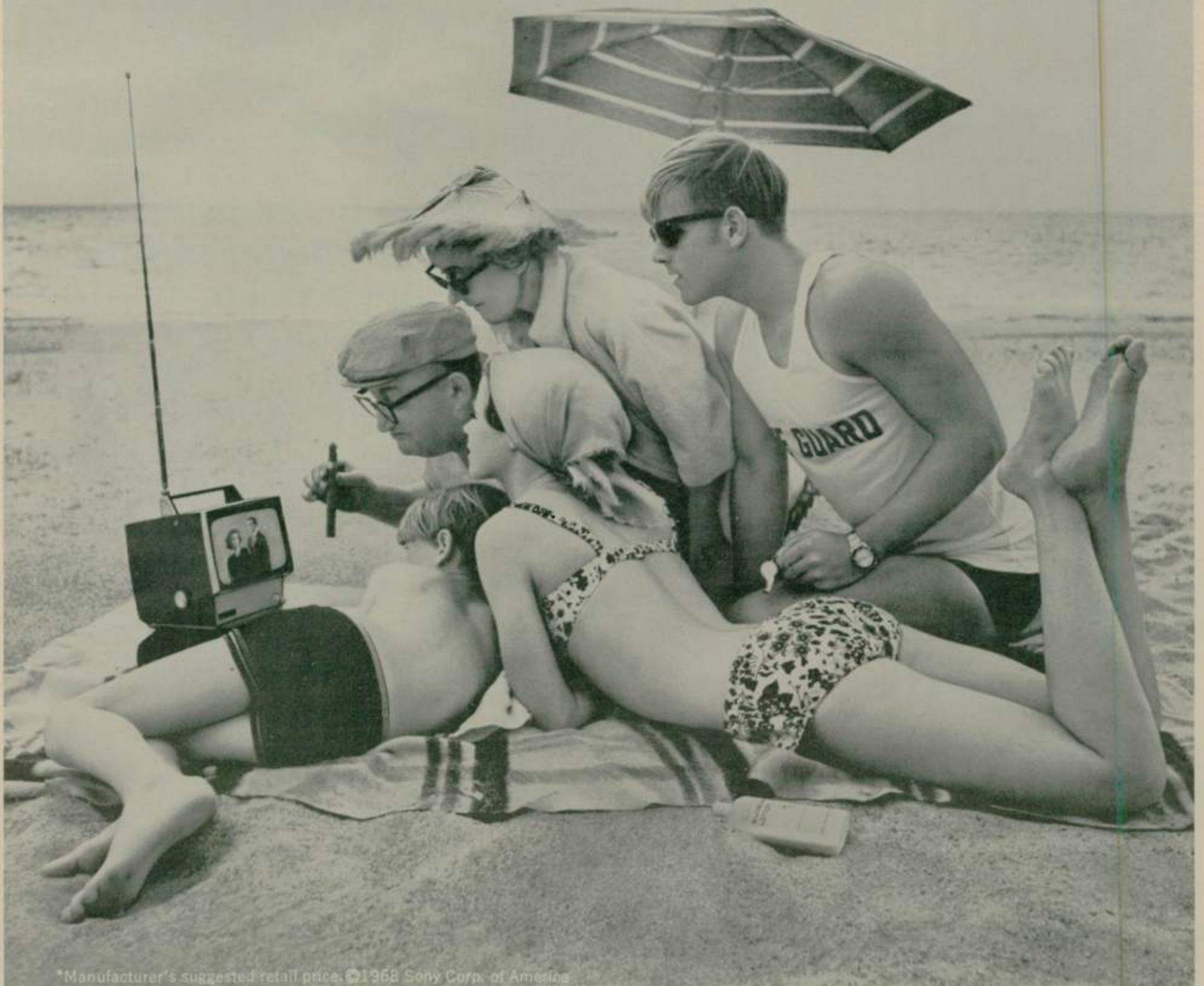
And plays even on the brightest beach. Because the Sun Set's special black screen cuts down glaring sunlight.

But maybe the biggest reason the Sun Set collects customers is value. People get a portable that's watchable just about anywhere for only \$115.* (And a Sony portable, at that.)

All of which means the Sun Set's in for another big season in the sun.

And at your register.

SONY® TV 700-U



*Manufacturer's suggested retail price. ©1968 Sony Corp. of America

mart magazine

Dixon Scott Publisher
 John F. Adams Editor
 Ken Lilienthal Executive Editor
 Walter H. Hogan Managing Editor
 Jon Twichell Eastern Editor
 Milton Gussow Midwest Editor
 Walter R. Browder .. West Coast 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

The American City	Municipal Budget	CONTRACTORS and ENGINEERS Report	AMERICAN SCHOOL of UNIVERSITY
Engineering - Construction World	Contractor	News of Plumbing Heating & Air Conditioning	INDUSTRIAL BULLETIN

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

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

May 15/68



contents may 15/68

news

Mart news and analysis 7
 Industry briefs 12

business

The Mart Sears report 45

refrigerator/freezers

Dagwood and Blondie campaign for sales 19
 Refrigerators are crammed with selling features 21
 The compact refrigerator market 22
 Refrigerator displays: inside and out 24

home electronics

What's keeping B&W console TV sales buzzing? 28
 High-margin packaged stereo keeps people in store 40

electric housewares

Housewares design/1968 award program 30
 Electric housewares and floor care news 46

tape recorders/players

On tape 43

departments

Room at the top 16/new products 25,41/City by city trends 36
 By the way 33,50/industry events 38/service news 48
 Your customers are reading 49/the balance sheet 50

Mart magazine, including Electrical Dealer, May 15, 1968, Vol. 12, No. 9. © 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.

RANGES • HOODS • AIR CONDITIONERS • REFRIGERATORS



FULL DEALER PROFITS
 on a
FULL SIZE
 10 cu. ft.
 at an amazing
 low retail price

MODEL 0275: 20°F. freezer, manual defrost. MODEL 1275: 10°F. freezer, semi-automatic defrost. Available in white enamel or coppertone with walnut grain Formica front.



WELBILT
 MAKES
MONEY

Welbilt
 Welbilt Square, Maspeth, N.Y. 11378

what this country needs is a reliable 14" color portable for under \$300

The new 14 inch† GE Porta Color is going to win over a lot of undecideds this election. People who have been waiting for the price of color tv to come down will snap it up. Our model DM-233-GSG Porta Color has one of the brightest pictures available today. And it only weighs 37 pounds. (Compare its weight to the opposition.)

**America,
now you
have one.
The new
GE
Porta Color.***

General Electric's unique Porta Color picture tube system is proven and reliable. And if it needs servicing, servicing is less of a problem. With a set like this, you've got your convention headquarters made. See your Sales Counselor now for full details on GE's summer convention promotion.



**GENERAL
ELECTRIC**

*Trade Mark—General Electric Company
†Diagonal Picture Measurement



GAMA meeting probes "consumerism," service and warranty problems . . .
 No integration forthcoming at next Housewares Exhibit as NHMA
 again votes for random booth assignments for exhibitors . . .
 Waring exploits Dormeyer's "blue collar" worker image.

mart news & analysis

GAMA tackles consumer, service, warranty problems

"The gas appliance and equipment industry's bright world of tomorrow is a reality right now." This is the view of William A. Haist, Jr., who was elected president of the Gas Appliance Mfrs. Ass'n at the group's 33rd annual convention held recently in White Sulphur Springs, W. Va.

Haist, who also is president of The Sprague Meter Co., Bridgeport, Conn., reported that last year GAMA members sold 2,128,000 gas ranges. "That's over a quarter of a million more than electric ranges sold." He noted that gas appliances of all types in service now throughout the United States total 136 million. "And, of course, more homemakers are cooking with gas than ever before — 38,175,000 households are using versatile gas ranges." Looking into the future, Haist referred to the gas fuel cell, a breadbox-size unit that chemically converts gas energy to electricity. It is not on the market yet, "but before long it will provide a simple, economical generating system for individual homes. The application of gas generated infra-red heat will become more prevalent in residential, commercial and industrial markets. It will be applied — and applied in volume — to cooking, indoor and outdoor heating and to industrial processing."

That the consumer is queen (at least for this day) was evident by the attention given her at the convention. And that Government has a responsibility toward her was a point developed by Gregg R. Potvin, staff counsel, Small Business Committee, U.S. House of Representatives. Potvin urged his audience to recognize that "Uncle Sam means business." He attributed "consumerism" to (1) competition (which has produced new products, "more demanding" appliances); (2) increasing technology in the home ("complicated products"); (3) the fact that many housewives simply do not follow instructions.

Fraud exists in the ghettos, and even though committed by retailers, it does affect manufacturers. This was the contention of A. George Kavner, vice president, management consulting division, Com-



Consumer protection is being drawn closer to civil rights program because of reported gouging of functional illiterates, Pauline Dunckel, GAMA's director of governmental services, tells dryer division meeting. At left is V. F. Peterson, Hamilton, division chairman.

monwealth Services, Inc., New York City. He charged producers with the responsibility of knowing that their products are sold fairly at retail. And, he suggested that manufacturers recognize the potential of the ghetto as a sales market, predicting the probability of some sort of guaranteed income for ghetto residents, coupled with more ghetto jobs. Citing moral and economic benefits that could result, Kavner proposed that GAMA establish a "corps of ghetto residents" to report back to manufacturers on retail practices in their area, and that producers shut off dealers who "cheat."

Emphasizing the need for "good, prompt service at reasonable cost," Mrs. Pauline B. Dunckel, GAMA director of governmental services, cited the basic problem, "for which we must find the answer," of how to teach hard core unemployed if they don't even know how to read. She suggested that gas utilities, because of their service orientation, might provide assistance in helping to solve the service problem. She also suggested that the American Gas Ass'n develop basic training manuals for use by service men.

The gas appliance makers were told that the American Gas Ass'n has taken steps which will get the association out of

the business of making appliance standards. In a talk delivered by F. Donald Hart, AGA managing director, it was emphasized, however, that AGA intends to keep its testing laboratories and continue to operate a certification program. Whenever possible, he said, standards projects, though, will be conducted under the auspices of the United States of America Standards Institute (USASI). Hart reported that the AGA labs will certify gas appliances which comply with the safety provisions of USASI standards. The AGA labs will distinguish safety provisions from the non-safety provisions. AGA President Buell G. Duncan announced that new testing laboratories are being built on a 30-acre site in Independence, O., a Cleveland suburb. The \$3.6 million facility, slated for completion in July, 1969, will contain 120,000 square feet. The new home for the gas industry's 43-year-old appliance testing and certification program will consist of a two-story central core and two high-bay wings.

In the Gas Dryer Div. meeting, approval was voted for a motion by Robert A. Houtz, Philco-Ford, to come up with plans for an industry gas dryer promotion to be kicked off in January or February, 1969. The motion followed a charge that gas utilities are looking at their profit sheets too closely and don't give enough emphasis to dryers.

A sub-committee will meet with representatives of AGA no later than Sept. 1 to formalize a dryer promotion program. Serving on the sub-committee with Houtz are: Robert Marberry, Whirlpool; Edward Nash, Norge, and Jerry Rinehart, Maytag.

A proposal to endorse a resolution adopted by the North American Heating and Air Conditioning Wholesalers Ass'n regarding functional discounts was referred to a sub-committee of the Automatic Controls Div. of GAMA for study and recommendation for action by the division as a whole.

Jerry G. Griffin, ITT Controls, Glendale, Cal., explained that the resolution seeks to prevent a manufacturer who is performing a replacement rather than a manufacturing function from receiving a more favorable discount than a competing wholesaler. It was charged during a discussion period that not all wholesalers are "clean," and that some make a pretense of being involved in manufacturing to receive a preferential discount.

news & analysis

NHMA vetoes segregation; sees more equality in separation of exhibitors

Once again, the question of grouping exhibitors by related merchandise classifications at the semi-annual National Housewares Exhibits was on the agenda of an NHMA board meeting (April 25) and once again, the decision was that the idea is "impractical and virtually impossible to do."

The National Housewares Mfrs. Assn. is still relying on a survey it made about four years ago in which, according to Dolph Zapfel, NHMA managing director, almost 90 per cent of exhibitors and 65 per cent of show shoppers said they like the current, "hit-or-miss" system of random booth assignments for exhibitors.

What the NHMA directors do not see is the fact that many changes have occurred over the past four years, and that those who challenge the present system are becoming more numerous and vocal.

What has happened at the retail level — and after all, the semi-annual shows are, in the final analysis, staged for those who wear "buyer" badges, has been twofold: the growing implementation of "shop" or "boutique" approaches to merchandising housewares by related groups of products and, a corollary result, the shifting of buyer responsibility and the appointment of additional buyers to handle these specialized "product groups."

The NHMA, on the other hand, is quick to recognize what has been happening at the manufacturing level over the past few years: mergers and acquisitions that have created conglomerate corporations which market a broad variety of sometimes-unrelated products.

The NHMA argues that the creation of conglomerates makes impossible the re-grouping of exhibitors by product classifications.

What this argument fails to take into account is the fact that the overwhelming majority of the 1,200-plus exhibitors are not conglomerates but rather are small manufacturers (as the NHMA itself keeps pointing out) of related groups of merchandise.

What's encouraging, however, is that the question of re-grouping exhibitors undoubtedly will come before the NHMA again.

The "new" McCormick Place — now targeted for a January 1970 re-opening by the Chicago Metropolitan Fair and Exposition Authority, which has jurisdiction over the project — may well provide the opportunity the NHMA needs to reconsider its show layout.

If McCormick Place reopens in January 1970 — and NHMA officials privately believe the date is optimistic — then the housewares show could have the honor, and the attendant problems, of being the first show in the new building.

Meanwhile, the shows will continue at the International Amphitheatre, where the

air conditioning reportedly has been improved. For exhibitors, the NHMA this July will triple its security forces, in a building that undoubtedly is more difficult to protect than the old McCormick Place. And for everybody, the NHMA promises more and better bus service.

Sell service in hard goods, seek new profit areas, discounters urged at parley

Discounters should take a lesson from Sears and seek out new "profit areas" that are both "service-oriented" and allied to hard goods merchandising.

That was the advice of Martin Lewis, president of Consolidated Sales Co., discount store division of Cook Coffee Co., at the recent convention of the Mass Merchandising Research Foundation in New York City.

Lewis advocated these service-oriented departments: plumbing fixtures, gas stations, and builder supplies aimed at the do-it-yourself homeowner.

But, he warned, don't try to compete with the conventional department stores "on their own grounds," meaning in service-oriented fashion areas like bridal boutiques.

Why the emphasis on service and do-it-yourself merchandise? Lewis pointed out that "services" today account for 41 per cent of consumer expenditures, and at the same time it is fashionable to "do-it-yourself" and then tell your neighbor how much you saved by not having to pay installation costs.

If discounters move into these areas, they should do it with a "Sears-type department," and a full-line set-up, Lewis urged. It is this approach that will bring in customers who originally would not go into a discount store, people with higher incomes, he added.

Service-oriented merchandise makes sense because a high percentage of discount stores are in suburban areas, "where these types of items are in demand," Lewis pointed out. What's more, it's profitable merchandise which can represent four or five points higher than rest-of-the-store markup.

How should the service part of service-oriented merchandise be handled? Lewis advocated contracting the service part out to local specialists, as, for example, working with a local plumber on kitchen sink installations. "Set a price for the installation. For those who desire to use the service, then it's available, but make it clear to the customer that it's an outside service."

How should the merchandising part be handled? Lewis suggested three alternatives: Lease it out, a solution he termed desirable if finances are a problem; develop your own buying staff, or use a service company, meaning, of course, a distributor.

Consolidated Sales, he noted, is now

using a service company in conjunction with its own buyers. The advantage: The buyer can cover several departments if he has a service company working with him. In addition, the use of a knowledgeable service company helps give the department a completeness and a balanced stock, which creates favorable customer reaction because the department is less "out-of-stock."

Service gas stations are the area Lewis urged store management to investigate fully. A well-run gas station meets the prime requirements of discounters: fast turnover, meaning 50 or more times a year; high return on investment; simple control; low shrinkage and a heavy traffic puller.

What's more, he noted, a gas station operation makes profitable use of space outside the store — the parking lot.

Dormeyer mixers are back, and Waring's trading on bright "blue-collar" image

Waring Products is looking to trade on a bright "blue-collar" worker image of the Dormeyer name in its first offerings under that label.

Following the acquisition of the Dormeyer assets in January, Waring undertook a consumer study which showed that the Dormeyer name still has a "positive image with the important blue-collar segment of the market," says Waring Vice President Bill Newman.

By "blue-collar", Waring means an attitude rather than an income-bracket: that those consumers whose values are blue-collar tend to think of Dormeyer as "broad-shouldered, dependable, durable and good value at a price."

What the trade thinks is something else — but Waring, with its own reputation for quality, integrity and continuity, in addition to being "hot" in blender promotions, — hopes to overcome Dormeyer's difficulties.

The first Dormeyer line is made up only of mixers, both hand and stand. All except one number carry minimum fair trade prices, because Waring sees the need for an "orderly marketing program" in the mixer business, and because Fair Trade pricing has worked well for Waring's blender line.

The promotional hand mixer is priced so stores can retail it under \$6, if they want. Other hand mixers, including models with avocado, woodgrain, harvest gold and brushed chrome accents, carry minimum retails of \$7.99 and \$8.99, while a combination three-speed mixer-knife is pegged at \$14.99.

The stand mixers consist of one in white at \$36.99 and, in chrome, at \$44.99.

The line will be augmented by advertising and a group of promotions slated to break at retail in September.

Dormeyer, it should be remembered, did not itself make most of the other products it marketed. For Waring to move into such items as electric skillets and waffle bakers would mean moving into manufacturing processes it is not now equipped for — that of producing metal products with heating elements. A decision will have to be made as to whether Waring wants to move into this new area, and whether it wants to do it by itself, as a prime manufacturer.

Mr. Sidney Goss, Manager
Welker's Furniture and Appliance Store
Shamokin, Pennsylvania

UP
15%
The First Full
Year



“We get slow-moving items sold without putting them on sale”

“We do it with S&H Green Stamps. It's less expensive to give a few hundred stamps on an item than to take a mark-down. □ But the main thing is S&H has increased our volume of business. We were up 15% the first full year after we started S&H—as against 5% in recent years before that. □ And S&H Green Stamps give our customers a real incentive to pay fast. And they do. □ So S&H helps us all over—with more traffic, more turnover on slow-movers, and faster collections. I'm really sold on S&H Green Stamps.”

To find out more about the volume and profit building potential of a protected S&H franchise, fill in and mail the coupon today. We will give you prompt attention.



Please tell me how S&H Green Stamps can help build my business.

Name _____

Firm Name _____

Type of business _____

Address _____

City, State & Zip _____

Mail to: The Sperry & Hutchinson Company, Dept. M-11,
330 Madison Avenue, New York, New York 10017

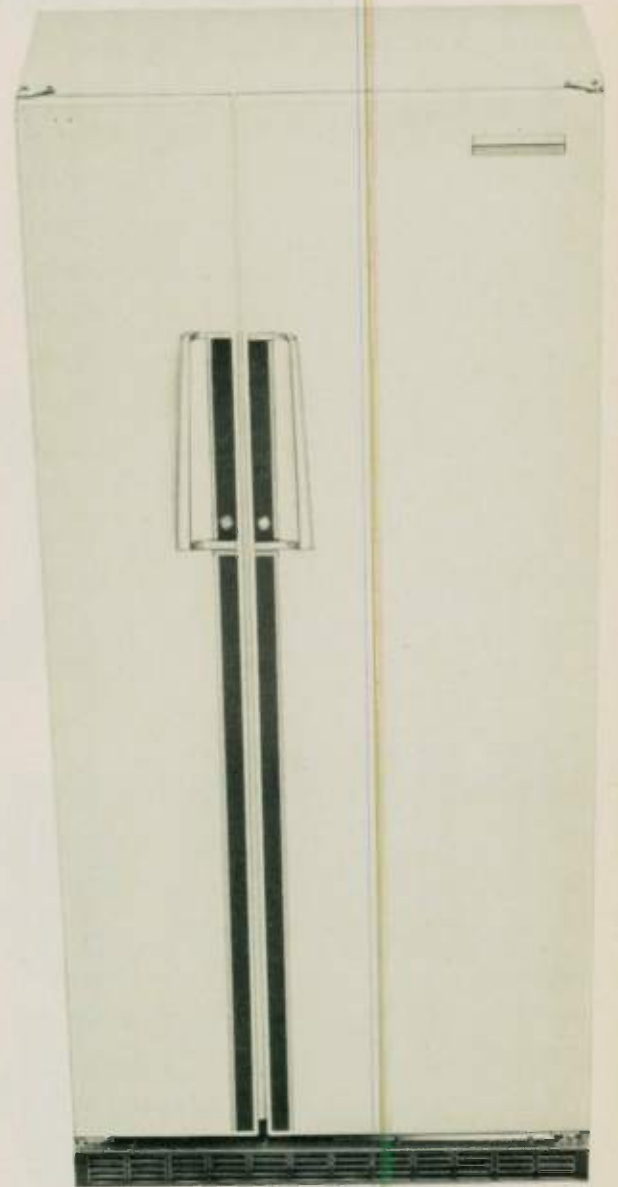
We put a lot of space into our new Food Center 21. Like our Food Center 18, it's loaded with features. And in addition, the doors are coated inside with PVC* so they're easy to clean and stain-resistant. Plus adjustable cantilever shelves, twin slide-out crispers, convertible meat conditioner drawer, and other step-ups. No-frost, rolls out on wheels for easy cleaning. Model CSF621J. (Ice-maker available.)

**Polyvinyl chloride makes door liners crack-resistant.*

**21.4 cubic feet big,
but just 33" wide.**

The popular Food Center 18 is the smallest in our line, but it's big on features. No-frost, rolls out on wheels for easy cleaning, adjustable sliding shelf, slide-out crisper, butter spread control, juice can dispenser, glide-out freezer basket. Model CSF618J. (Ice-maker available.)

**18.4 cubic feet big,
but just 32" wide.**



**63.8
cubic feet
in only 101 inches of**

**We're as big on promotion
as we are on side-by-sides.**

The Food Center 24 has 2 to 3 cubic feet more space than most other side-by-sides less than 36 inches. Like our new Food Center 21, it's got doors coated inside with PVC, adjustable cantilever shelves, twin slide-out crispers, convertible meat conditioner drawer. No-frost, rolls out on wheels for easy cleaning. Model CSF624J. (Ice-maker available.)

**24 cubic feet big,
but just 35³/₄" wide.**



Exciting ads help you make it big with the bigness of our line.

A national campaign in Saturday Evening Post, Ladies' Home Journal, Sunset, Southern Living, and other big magazines. And ask about the dealer ad program.



Dramatic selling display really shows off our big floor-space savers.

Helps you quickly show the customer all there is to know about side-by-sides. (After all, the Hotpoint line covers everything!) This display is built to stay—saves floor space, too.



Special offer. Silver-plated coffee service.

Available to your customers at no extra cost with the purchase of a new 33"-wide Food Center 21 or 35³/₄" Food Center 24. You simply give certificates redeemable to Hotpoint. This offer featured in national ads. Colorful displays and banners, too.



The Today Show
Hugh Downs will tell millions about the biggest side-by-sides going.



The Tonight Show
With Johnny Carson as host, we'll really hit home with our big story.

Hotpoint products will also be seen on the nation's most popular daytime giveaway shows.

Contact your Hotpoint distributor today.

Hotpoint
GENERAL ELECTRIC COMPANY
Chicago, Illinois 60644

floor space.

industry briefs

Amana's "Radarange" is going national

Test marketing in Chicago and Los Angeles having been successfully completed, the Amana high-speed microwave oven, "Radarange," is going to market nationally. The Boston area is the launching point. There, some 70 Amana dealers will handle the unit. It is expected that all major markets will be covered by the end of



Amana's "Radarange"

the year. The oven uses standard 115-volt household current and retails for under \$500. It can bake a potato in four minutes, a hamburger in one minute. It can be built in, used as a portable, or placed atop a counter. The Raytheon-developed magnetron tube — Amana is a subsidiary of Raytheon Co. — boasts a life expectancy of about five years; its replacement cost is about \$90. The warranty on the complete "Radarange" is for two years.

Roper offers finance plan for kitchen remodeling projects

Roper Sales Corp. is offering a new consumer finance program for kitchen remodeling projects. Called the "Roper Homeowners Acceptance Plan," it offers consumers five-year, seven per cent installment loans for kitchen remodeling projects that include a Roper kitchen major appliance. The plan is available from Roper distributors. All labor and material expense involved in a remodeling job, as well as the cost of the Roper appliance, may be financed through the plan.

Any home or apartment house owner, with paid-in equity equal to the amount of the loan required, is eligible. Advantages to consumers are said to be a nationwide, one source of funds; no closing or add-on costs of any kind, credit life, windstorm, and fire insurance at no additional charge, and no maximum loan limit.

Tucson will be site of NARDA convention

The National Appliance & Radio-TV Dealers Ass'n has scheduled its annual convention for Feb 6-8 in Tucson, Ariz., according to Jules Steinberg, executive vice president of NARDA. Because the meeting will take place at the height of the tourist

season, Steinberg urges members to make their reservations early.

The center of convention activities will be the Pioneer hotel.

Frost Queen Corp. expands its line

Frost Queen Corp., Ardmore, Pa., producer and national distributor of domestically made compact chest

freezers and distributor of Zanussi refrigerators and freezers in the United States, has contracted with Zanussi's Spanish subsidiary, Ibelsa, of Madrid. The contract gives Frost Queen the exclusive U.S. distribution rights to an extended line of home refrigerators and freezers, according to Erich Brehme, president of Frost Queen.

Brehme adds that the use of the Madrid manufacturing source will provide a cost structure more advantageous to the trade as well as provide a broader base for flexibility of styling. The expanded new line will consist of chest and upright freezers; also refrigerators ranging in size from 2.5 to 10 cubic feet.

A no-holes offer

Brother International Corp. is offering its dealers a "vacation in Switzerland" — providing that set sales quotas for the second quarter are met. The trip is scheduled to take place in September. As an example of Brother's promotion to dealers, 10,000 of them are receiving a sample of Swiss cheese with the message, "There's no holes in this offer." Brother is a Japan-based manufacturer of sewing machines, typewriters, hair dryers, electric pencil sharpeners and hand knitting machines. A new adding machine will be introduced this fall, along with a new type of electric typewriter.

We deliver more than merchandise.

In our new INTERNATIONAL® pickup, we deliver the kind of dependability that keeps customers happy with your sales and your service.

And to keep you happy, our new pickup delivers lower operating costs with better performance, and longer life. Because it's an INTERNATIONAL pickup, with tougher frame, stronger suspension, sounder body, and sure-powered 6-cylinder or V-8 engines.

But our INTERNATIONAL pickup doesn't stop there. It delivers new easier steering and clutching, a smoother ride, and styling that's a credit to your name.

See it all at your INTERNATIONAL Truck Dealer's. When it comes to good deals, he delivers.

I.H. INTERNATIONAL TRUCKS
INTERNATIONAL HARVESTER COMPANY, CHICAGO, ILLINOIS 60611

'Buy now!' TV urges



Closed circuit videotape recording has resulted in sharp sales increases at Tesco, England's largest super-market chain, reports Television Applications Ltd., of London, which installed the systems. TV sets are spotted in 100 busiest Tesco stores,

and Ampex videotape units in each store feed specially designed product commercials to shoppers via sets. Every commercial, incidentally, is shown average of 28,800 times in two-week period — and, manufacturers pay about \$2,800 for showing a 30-second spot in 100 markets during that period.

GE's Gauss to head home appliance meet

J.H. Gauss, deputy division general manager, refrigerator and air conditioning products, General Electric Co., has been named chairman of the Second National Home Appliance Conference sponsored by the

Ass'n of Home Appliance Mfrs. The purpose of the meeting, to be held Oct. 23-25, at the Denver Hilton, Denver, is to inform "communicators to consumers" (home economics teachers, magazine and newspaper editors, etc.) about appliance purchase, use, and care.

"Retailer of the Year"

Sol Polk (right), for second time named Brand Names Foundation "Retailer of the Year," receives plaque from Albert H. Messer, Foundation president during ceremonies in New York City. Polk is president and board chairman of Polk Bros., 17-store chain located in Chicago area. He receives award



for successfully promoting brand name appliances and TV sets during 1967. Polk still feels there's much to accomplish. Accepting award, he said, "I don't own an expensive chauffeur-driven limousine. I guess it is because it would give me a feeling that I have arrived . . . If that were the case, there would be nowhere else to go . . ."

Two-year warranty on color-TV tubes now a standard

The two-year warranty on color TV picture tubes is now an industry standard. Only Admiral Corp., in a growing list of television producers offering extended warranties, offers a three-year replacement of the receiving tube.

At presstime, firms offering extended warranties included Admiral, Packard Bell, Philco-Ford, RCA, Sylvania, Westinghouse, Magnavox, and Zenith.

New dryer control handles all fabrics

A new clothes dryer control, designed to provide a wide temperature range for drying all types of fabrics from delicate to durable press, has been introduced by Ranco Controls Dvi., Columbus, O. Called the "Ranco A37," it cycles the heater circuit of clothes dryers in response to discharge air temperature, making possible an infinite number of settings from 120 to 185 degrees Fahrenheit. It's said that the control can be used in virtually any domestic clothes dryer because its sensing bulb can be mounted up to 54 inches from the control.

Patent awarded air conditioner control

A United States patent for an air conditioner control has been awarded to Raymond Bohman, manager of the systems-project engineering department, Admiral Corp. Currently being used on the company's air conditioners in the "Royal" and "Coronet" series, the control is known as "Comfort-Stat" and provides completely automatic operation by allowing the user to pre-set the unit to exactly the temperature desired. When the temperature is lower than the pre-set level, the compressor turns off while the fan stays on. Later, when the temperature drops even lower, the unit turns off.



room at the top

Raymond Masvidal, now in newly created position as vice president in charge of sales, *Andrea Radio Corp.*

Maurice W. Miller, Jr., now secretary-treasurer, *Berns Air King Corp.*

Harry W. Stinson, Jr., now manager of marketing for overseas housewares department, *General Electric Co.*

Richard Kraft, now product manager, color television; and **Garth Heisig**, now manager for monochrome television, since *Motorola Inc.* restructured its consumer products division into a product line organization; also, **C. Vernon Phillips**, now manager of radio-audio products, and **Neil Frihart**, now in the newly created position of director of engineering.



G. L. Mansour O. Evans

George L. Mansour, now corporate vice president and manager of television products in consumer products division, *Motorola Inc.*

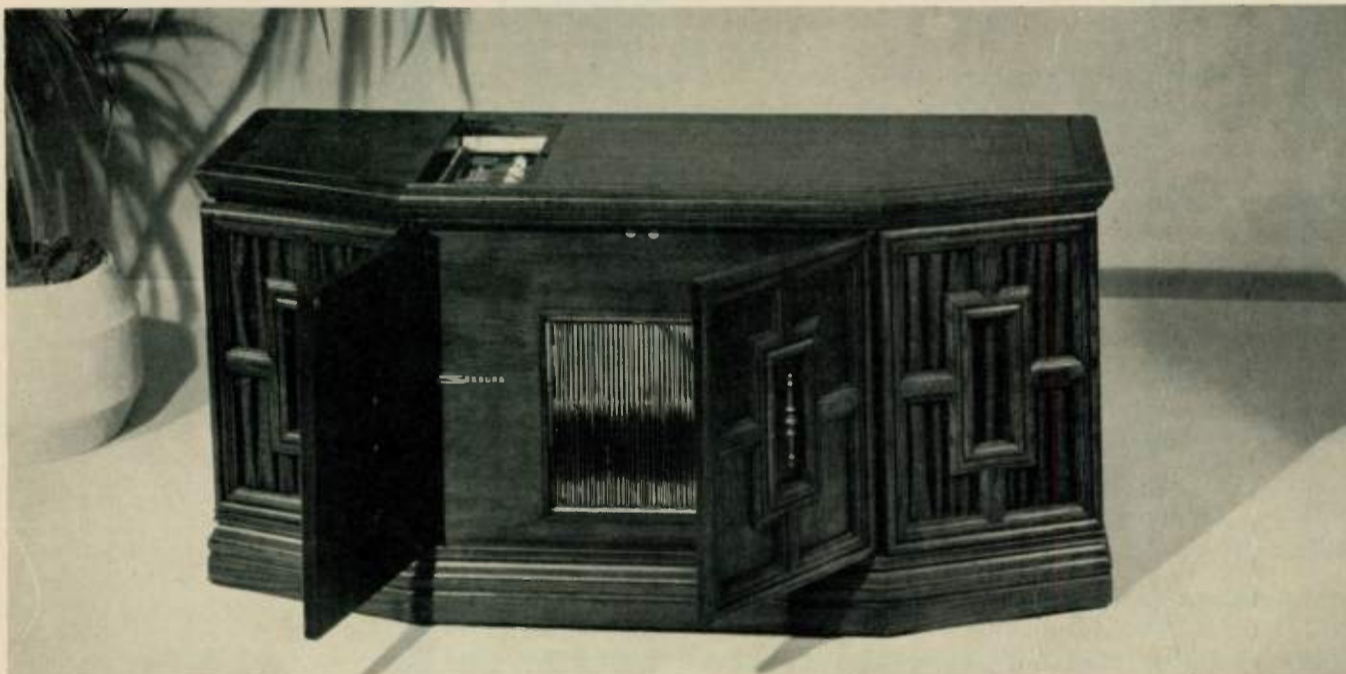
Oral Evans, now national distribution manager; **Harold Blakeslee**, now



G. Foster H. Blakeslee

field sales manager; and **George Foster**, now national accounts manager in the newly formed industrial and educational products marketing staff of the consumer and educational products division, *Ampex Corp.*

NEW AUDIOMATION IN GREAT (62") SHAPE



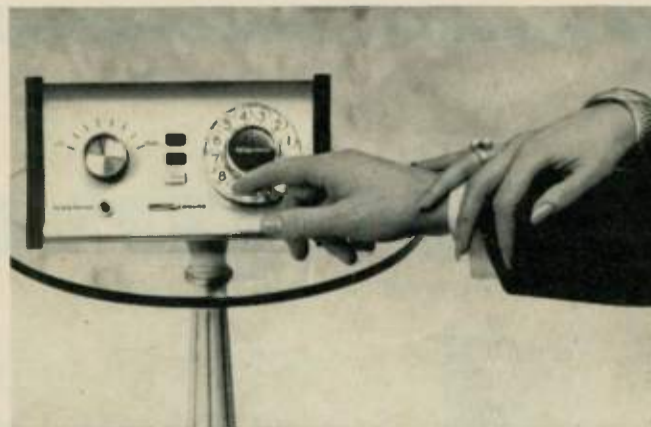
SEEBURG has done it again! Not satisfied with out-dating ordinary stereo by developing "Audiomation,"* Seeburg now drives another nail in old-fashioned sound coffins with the all new 62" Mediterranean Console. Beautiful. Stylish.

Seeburg's Audiomation automatically picks up, plays and restores up to 50 albums. No more handling records. No more fumbling with changers. No more fussing with tone arms.

The only mechanism that plays both A and B sides automatically, too! Just push a button to play up to 100 LP sides with concert hall tone and brilliance. (Even by remote control, pictured at right.) Superb solid state FM/AM stereo tuner and amplifier.

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

Selective franchise . . . exclusive product . . . no price shopping. Check now on a red hot Seeburg franchise. Write or call collect—Mr. Hal Lembke, Vice President, Consumer Products Division, Seeburg Corporation, Chicago 60622. Phone (312) MI 2-0800.



Dial selections from remote locations.



J. S. Wright S. Kaplan

Joseph S. Wright, now chairman of the board as well as chief executive officer; **Sam Kaplan**, now president and general manager, *Zenith Radio Corp.*

James W. Johnson, now advertising and sales promotion manager for Ampex stereo tapes department of the consumer and educational products division, *Ampex Corp.*

Carl H. Langendorf, now general sales manager, *Janitrol Div., Midland-Ross Corp.*

Mortimer F. Zimmerman, now treasurer and chief financial officer, *Welbilt Corp.*



A. Schnipper, Jr. W. J. Blazek

Art Schnipper, Jr., now in new executive post of market development manager, and **William J. Blazek**, now in newly created post of manager of marketing administration in consumer products division, *Motorola Inc.*

Dale Allison, now sales administrator, *Hardwick Stove Co.*

Walter H. Packer, Jr., now marketing manager of microwave tube operation, microwave and power tube division, *Raytheon Co.*

Robert L. Ford, now vice president of sales, garage door openers, *Perma-Power Co.*

D. K. Steadman, now Oklahoma City district manager, *Westinghouse Appliance Sales and Service Co.*

Seeburg Audiomation Stereo System

SEEBURG Serving America Musically Since 1902

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



THE MOVERS

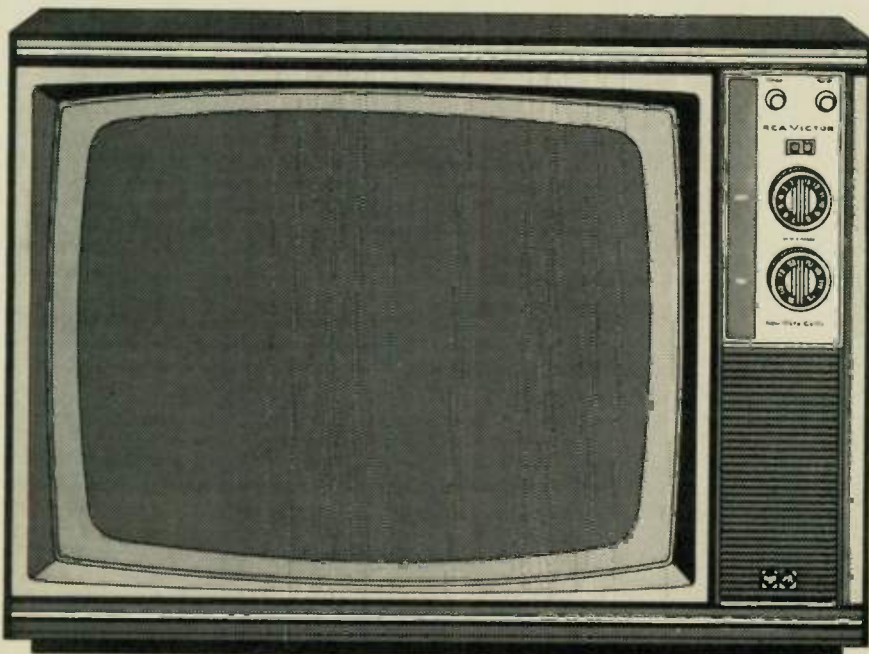
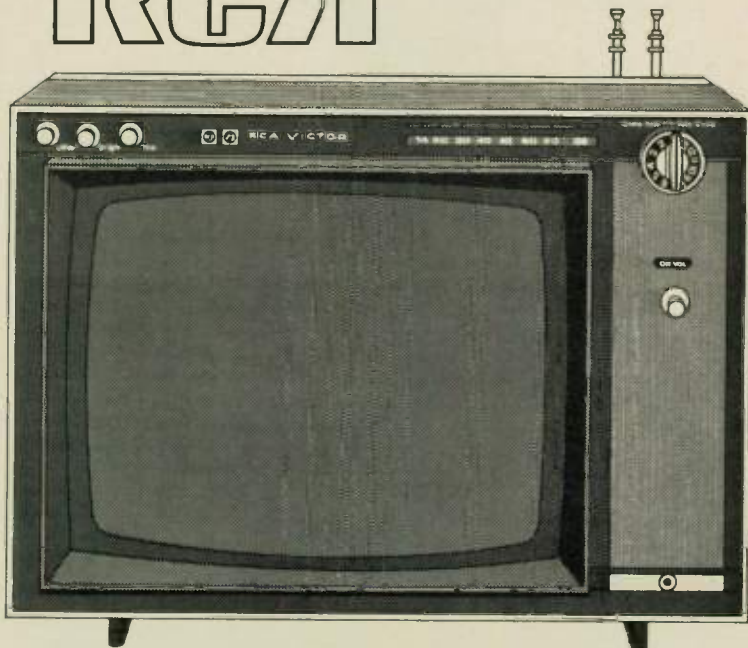


Great new RCA Color TV for your Entertainment on the Move profits.

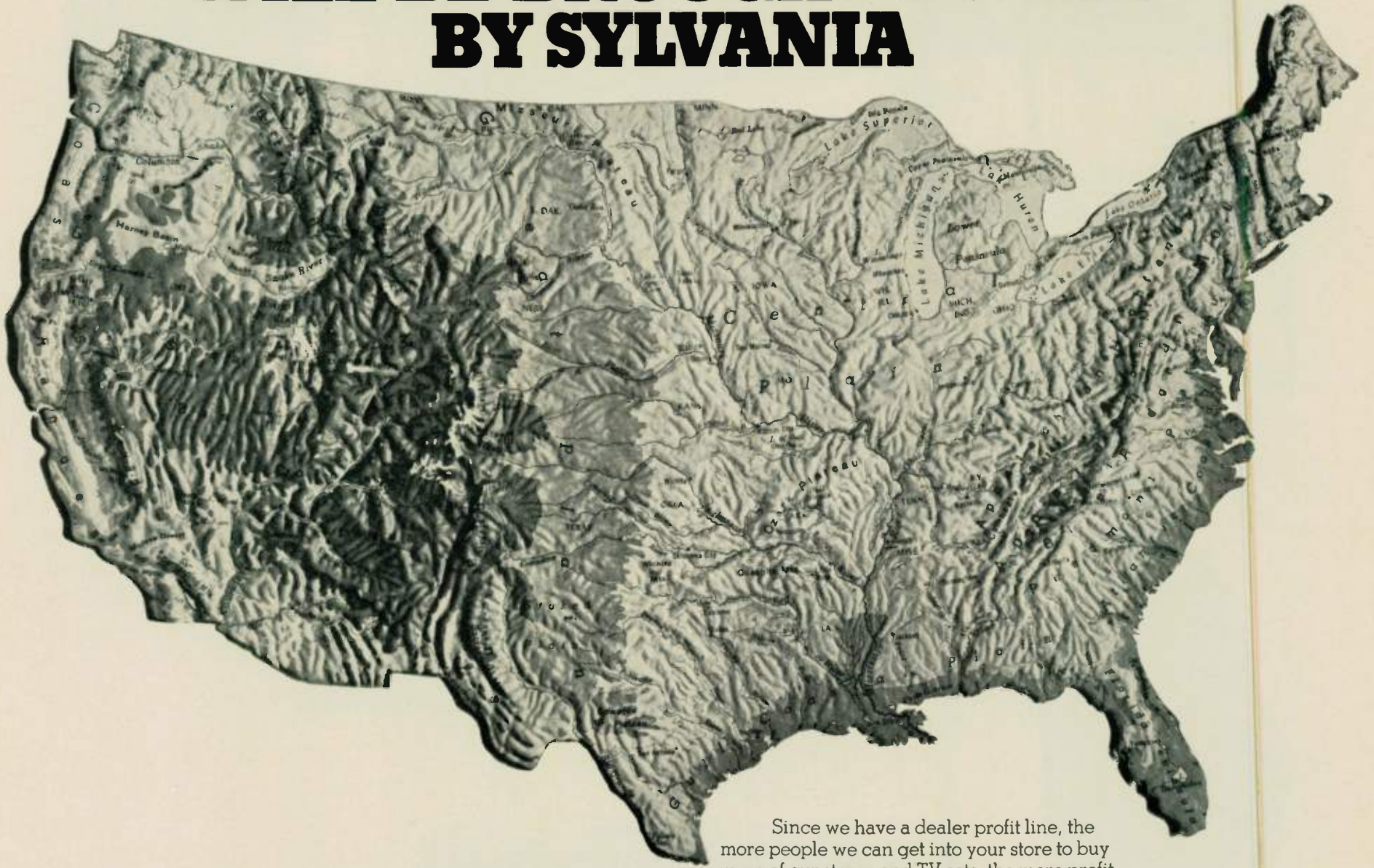
When you're first in color TV you introduce exciting new models like the Harlequin (top), a 14" diag., 102-sq. in. color portable with a Daylight Picture Booster and a personal-sound earphone. Or the Barrie (bottom), a 20" diag., 227-sq. in. color table model with automatic color purifier.

Hear more about The Movers from your RCA distributor.

RCA



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 us 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.

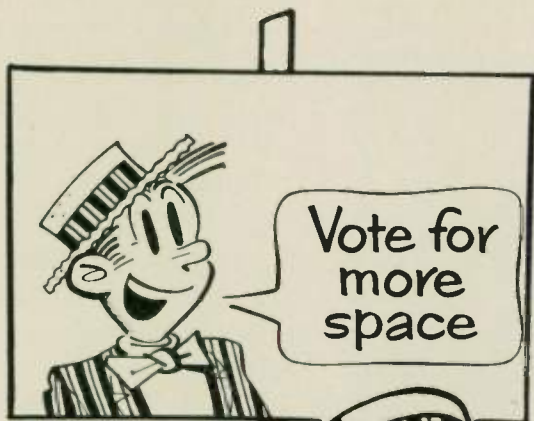
Everything was now fitting into place: coast-to-coast spot TV commercials, color ads in Life and new products.

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.?

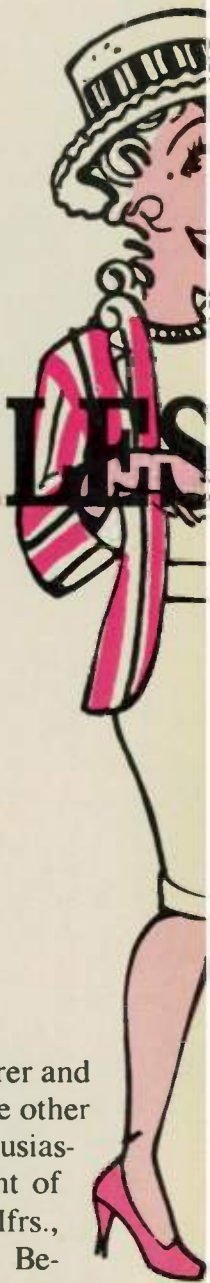
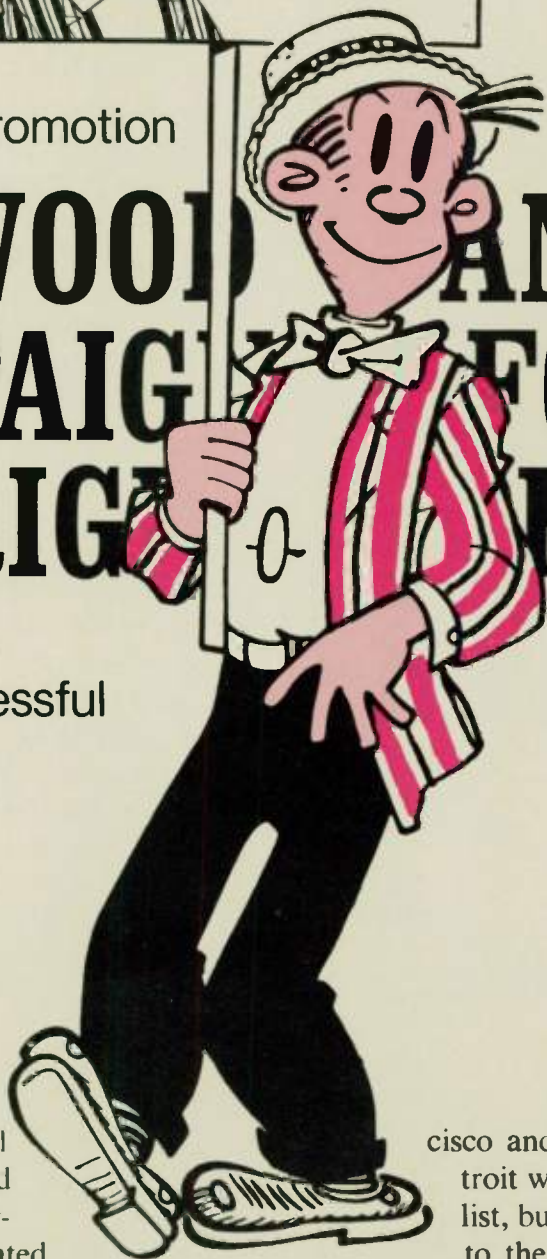
VOLUME WITH PROFIT FROM
SYLVANIA
A DIVISION OF
GENERAL TELEPHONE & ELECTRONICS



In U.S. Steel promotion

DAGWOOD AND BLONDIE CAMPAIGN FOR GREATER REFRIGERATOR-FREEZER SALES

Election theme added to successful 1967 program.



By Jon Twichell

The second annual "Dagwood and Blondie" refrigerator-freezer campaign is slated for May and June by U. S. Steel. On the heels of a successful beginning last year and increased refrigerator-freezer sales in the first quarter of 1968, the campaign promises to be an exciting and profitable one.

Election year is the general theme used by the cartoon characters in promoting "no-frost" and a host of other features that will be part of the campaign. Artwork for participating newspaper and utilities, and point-of-sale material, all have convention, election and campaign themes.

As was the case last year, 24 markets were initially planned for major treatment. Key cities slated for U.S. Steel advertising as well as full-scale local promotions, are: Atlanta, Birmingham, Boston, Chicago, Denver, Des Moines, Ia., Houston, Jacksonville, Fla., New Orleans, Philadelphia, Phoenix, Pittsburgh, San Fran-

cisco and Washington, D.C. Detroit was also originally on this list, but has been scratched due to the newspaper strike there.

Reports indicate another city will replace it in the near future. Eight other markets where U.S. Steel representatives will help organize promotions are Baltimore, Dallas, Hartford, Conn., Kansas City, Memphis, Milwaukee, Minneapolis and St. Louis.

In several of these markets U.S. Steel is expanding from a "key city" concept to cover a complete marketing area. The San Francisco-based utility, Pacific Gas and Electric, covers a wide area in northern and central California, while the Boston promotion is in the process of being expanded to cover the six-state New England area. Local action committees, through the interest of many of the utilities in the area, are being formed and a regional campaign covering most of the area is in the works.

The Atlanta area is also in the process of being expanded to cover the state of Georgia as a whole.

Reaction from both manufacturer and dealer alike, as contrasted to some other national campaigns, has been enthusiastic. Guenther Baumgart, president of the Ass'n of Home Appliance Mfrs., says, "The program is excellent. Between utilities, distributors and dealers, successful local programs have created a "piggyback" effect, with all working together to increase sales for all. I also think the area concept, rather than key cities, is good, for it will bring in many interested dealers in previously untouched localities."

Robert Griffin of the Edison Electric Institute states, "This year's promotion will be larger than 1967, with more utilities tying in. Expansion of markets is definitely greater also. I further think the program will be even bigger in the future, comparable to 'Waltz through Washday.'"

From the dealer side, Jules Steinberg, executive vice president of the National Appliance and Radio-TV Dealers Ass'n, states, "Promotions of this sort are ap-

DAGWOOD AND BLONDIE...



Eight-page newspaper service offered as part of U.S. Steel "Dagwood and Blondie" refrigerator-freezer campaign contains both ad material and filler editorial copy for newspaper use, along with hints on making "Dagwood Days" an effective promotion.

Buyer and Save Money With Convenience Foods
How to Cook in Your Refrigerator

DAGWOOD DAYS ARE HERE AGAIN!



You have a choice...
of several ways to make the Dramatic Illustration...right Spur Dagwood Day Sales

1. The dramatic illustration...right Spur Dagwood Day Sales
2. The dramatic illustration...right Spur Dagwood Day Sales
3. The dramatic illustration...right Spur Dagwood Day Sales
4. The dramatic illustration...right Spur Dagwood Day Sales
5. The dramatic illustration...right Spur Dagwood Day Sales

Time Now to Change to a BRAND NAME NO-FROST REFRIGERATOR-FREEZER

MAY OF BRAND NAME REFRIGERATOR

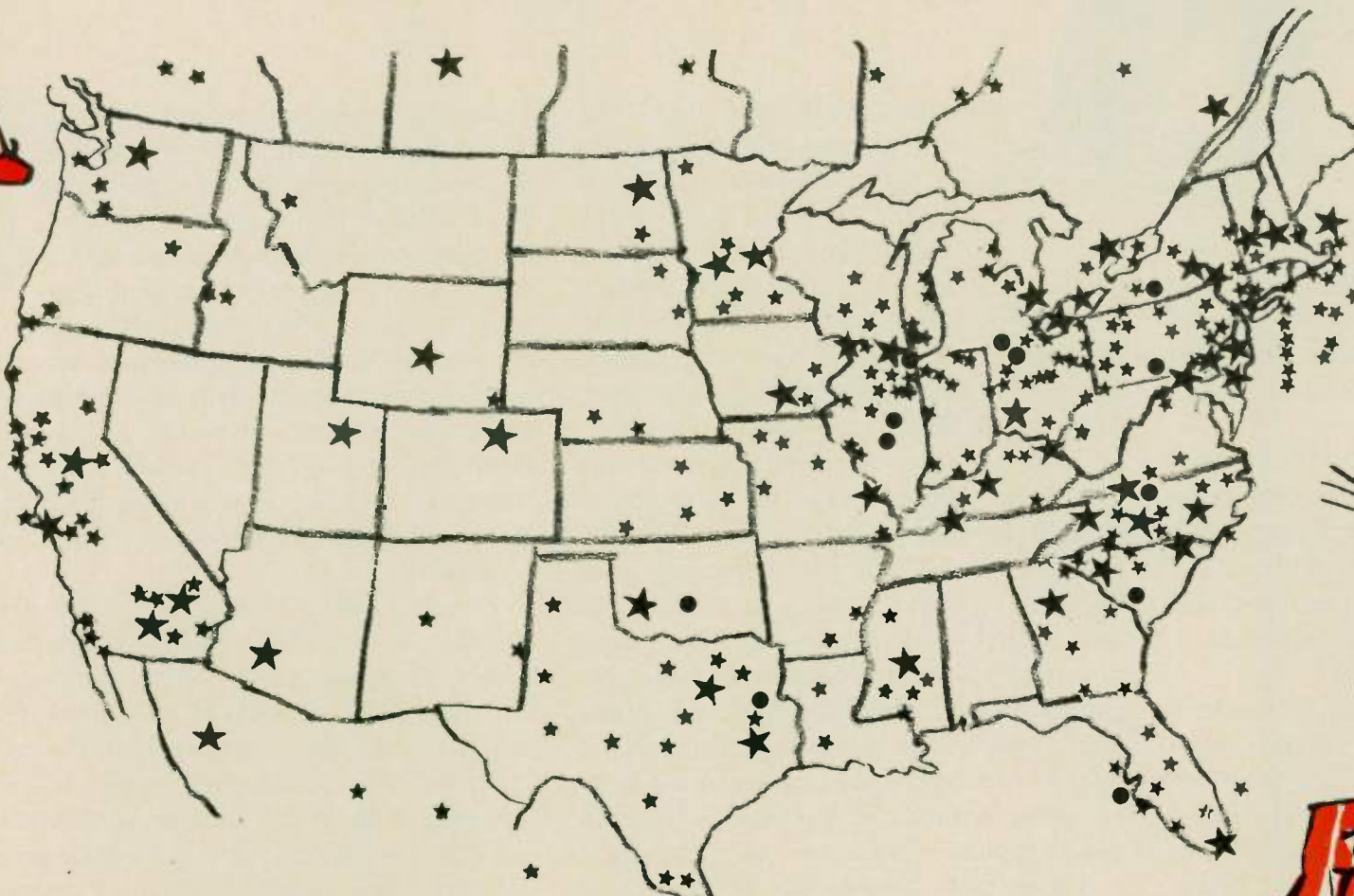
STORE NAME

plauded by retailers. They lend a general air of excitement to the marketplace, and excitement is contagious . . . anything like this that attracts the consumer's attention to appliances is very good.

"NARDA Retail Index figures show refrigerator-freezer sales up over the first quarter of 1968, and this promotion will only help increase them more."

Philadelphia is one of the key market cities for the U.S. Steel program, and as the major independent dealer in that area, Silo, Inc., is deeply involved in the promotion. Gerard Dunwoody, vice president of sales promotion, says, "We will co-operate 110 per cent, as we have with all U.S. Steel promotions over the past two-three years. If all retailers would co-operatively promote a program such as this, all would benefit from it. Silo plans to make this a successful promotion by tying in with all media, using our own point-of-sale material in addition to that provided, and continuously look for ways of further implementing this promotion."

Last year newspapers in 33 states and two Canadian provinces were part of the promotion, in addition to 24 key city areas. According to U.S. Steel figures, these 24 cities averaged a 7 per cent sales gain at retail during the promotion, while national factory shipments for the like time period were down 5 per cent. They feel this year's program will show further gains, on top of these gains of last year, and that the program will help push refrigerator-freezer sales over 5,000,000 units for the first year. Judging from utility and dealer enthusiasm for the promotion, "Dagwood" and "Blondie" will be successfully campaigning for the best refrigerator-freezer sales ever, and should be elected by a substantial margin.



Initial promotion in 1967 saw newspapers in 33 states and several Canadian provinces join in campaign. Large stars represent complete newspaper sections, smaller ones areas where page advertising was used. Even greater participation is indicated for 1968, both on newspaper and utility-dealer levels.



MODERN REFRIGERATORS ARE CRAMMED WITH SELLING FEATURES

Don't let them stand there mutely like so many tin soldiers.

By Milton Gussow

Don't lose your cool — sales that is. Modern refrigerator features have so many new things to offer, that the dealer who fails to get his share of the replacement market just isn't in with the "in" crowd.

Today's food storage center has come a long way since the ice man days. Even a refrigerator five or six years old is obsolete when compared with those coming off the production lines now.

Not only has the outside become smaller, the inside larger, they are more efficient, more convenient, and amazingly flexible.

How some dealers are striving to make the homemaker unhappy with her old refrigerator so she can enjoy modern features including "no frost" was observed by this writer on visits to several cities.

"Selling high-end, spacious refrigerators is tied in with the revolution in the food industry," says Henry Felker, president of Carload Colder, Inc., Milwaukee. "Just walk the frozen food path through any supermarket and you will see what a frustrating situation the modern housewife faces. She is bombarded with hundreds of items of convenience foods which she would like to buy if she could find the space to store them at home. Supermarket sales are keyed to quantity-price specials. If she is a working wife, she is even more interested in being able to save time after a hard day's work. So we sell first and foremost 'step-up to a good investment in time and food purchase savings.' This takes the onus of luxury from the higher-priced purchase, and makes for a happier customer."

Although refrigerators have a life expectancy of 12 to 15 years or more, many dealers are reporting sales' trade-ins of units with eight years or less use. "No frost" and side-by-side features are basic selling points used in convincing the customer to change, but many say that the value of the trade-in is becoming an important factor in closing the deal. This possibly is due to many dealers not taking in trade any refrigerators over 10 years old.

The do-it-yourself decorator has also come of age. Manufacturers have made it easy for the housewife to become creative in her kitchen decor. In addition to the decorator colors which are available, re-

movable front panels are offering an almost unlimited variety of themes the woman can use to express herself, or to change the mood of her kitchen as she would her outfit.

"A woman who is inspired by a Chinese red refrigerator should not have to live with it forever," states Robert Reed, of Woods-Balke Appliance Stores, Wichita, Kan. "With decorator panels, we can use the excitement that far-out colors can stir up in sales, with the option that she can easily change when her mood changes. With the do-it-yourself type panels, we are not saddled with having to try to find a particular style of panel available only from the manufacturer. The customer is on her own."

Although some dealers do not feel that the point-of-purchase materials provided by manufacturers lend themselves to the atmosphere of their stores, many find these aids add color, and tell the story more graphically than the salesman on certain features.

"We have used the point-of-purchase piece that Frigidaire puts out on their food life preserver feature," Joseph Stempleman, Jo-Abbott Appliances, Kansas City, Mo., reports, "because it is colorful and in good taste. But many others we have

not been able to use."

"Dimensions are the most important feature of refrigerators when a woman is looking," says Ken Rusley, owner of Maytag Sales and Service Co., Grand Forks, N. D. "With a small staff, often a woman will be browsing while the salesman is busy with another customer. We have a small, home-made card in every refrigerator listing the important dimensions, and colors and options available. It acts as a silent salesman, and once the browser learns where the information is, she will open refrigerator doors looking for it, getting exposure to the features while waiting."

But of all modern refrigerator features, the most dramatic one, the automatic icemaker, has been short-changed by dealers, investigation indicates. Few stores have provided installations to show the unit making ice cubes. Those who have set it up report exceptional results when, on a hot day, they pick up a warm low calorie soft drink, open the freezer door, and take some ice out for the drink. It's a time-tested approach, but while the customer, or a fidgety child is occupied with the drink, the salesman has time to talk about various features of the unit.

Dimensions are important to women.

A small card in refrigerator tells story to browsing customer and salesman, notes Ken Rusley, Maytag Sales & Service, Grand Forks, N. Dak.



Some point-of-purchase materials tell story better than salesman — use them, advises Dealer Joseph Stempleman, Jo-Abbott Appliances, Kansas City, Mo.

Color is becoming most important in home. Show her color, but don't let her be stuck with far out color forever — give her flexibility with interchangeable colors, says Robert Reed, Woods-Balke Appliance Stores, Wichita, Kan.



If market potential, consumer need, product usefulness and "right" price are reasonable criteria for expectation of sales success, then the so-called "compact" refrigerator would seem to be on the verge of what could be an impressive sales take-off.

That producers now consider any home, office, large-size boat, large (or small) hotel, motel, store or factory as being able to accept, utilize and enjoy even a single unit is one sign of possible impending mass usage. That there's hardly a new home built that doesn't include a recreation room alone targets a vast market. And, the compact's function and price are such that it can be, and is being, sold as a gift.

That the compact currently is being put to use in all types of business and professional offices pinpoints another market. Ownership of second homes for vacation use means potential in that area also.

Accessory carts add a mobility that multiply its uses and markets still further: It can be used outdoors at poolside or on the patio.

Efficiency apartments, laboratories, hospitals, furnished rooms, anywhere space is a problem; in camping trailers, school dormitories, wherever poor people live, wherever rich people live — these are considered the markets by the more than 40 companies now offering compact units.

Michael Spielman, sales manager, Acme National Refrigeration Co., Inc., expects the upward sales trend to continue. He points to the facts that (1) the market is far from saturated and (2) an increasing number of consumers are being exposed to the product — as two classic conditions for growth potential. "We expect a minimum of 200,000 units to be sold in 1968 and about a 15 per cent increase in 1969."

Acme's most popular size, he notes, is a 2-cubic-foot model designed for the den, vacation home, and office. "Today, most

models have a sealed compressor system rather than an absorption system," Spielman says. "More than half of the compacts have a finish other than white, with walnut and coppertone being popular colors. The use of plastic laminate insert panels also is becoming popular."

Referring to two units — Model ICM64 automatic ice cube maker and Model H062 compact refrigerator — Spielman notes that the "automatic ice maker has been our most popular appliance dealer model and represents a new and profitable product." It is 14 $\frac{1}{4}$ inches wide, 16 $\frac{1}{2}$ inches deep, and 25 inches high, and can be installed either free-standing or built in. A feature is automatic defrost. No drain is required. Fresh cube capacity is 14 pounds; storage capacity 8 pounds. The unit shuts off when the bin is full.

James B. Stark, president, Morphy-Richards, Inc., mentions that his long-time interest in portable refrigeration has had "some exceedingly satisfactory results" — specifically the "more than 2,000,000 'Astrals' in use." Twenty-one years ago, when his company (then "named Astral Equipment Ltd.") started operations, total sales figures could only be guessed.

"But the drive then, as now," he says, "was to make refrigeration as convenient to use as the telephone. We felt we could sell compact refrigerators for use in every room of the house. We felt that even the bathroom could logically use our refrigeration. After all these years, we have seen our refrigerators not only in every room in the house but aloft in airplanes, on the seas, in hotels, motels and recreation vehicles."

The "Astral" Model 7306E is a 3-cubic-foot unit fitted with an absorption-type cooling unit, which has no moving parts. Dimensions: 22.25 inches deep, 21 inches wide, 25.375 inches high. The door interior provides an egg shelf, a bottle shelf with

provision for tall bottles, and a dairy compartment using a downward opening spring-hinged door. The cooling unit is suitable for operation on 110/115 volts a-c/d-c. By means of a dual voltage kit, the refrigerator can also be operated on any one low voltage in combination with 110/115 volts; e.g., 12/110 dual voltage.

Harvey Gerald, national sales manager, Topp Appliances, Inc., believes that the market potential for compacts has been increasing substantially in recent years and that unit sales could exceed 200,000 units this year in undercounter models 36 inches high or less.

"Currently," he says, "sales have been restricted through outlets such as very large appliance dealers, department stores, and specialty houses. I am of the opinion that this business will accelerate at a tremendous rate when we are able to interest average-size rank and file appliance dealers."

By early summer, Gerald reports, his firm will offer two 2.3-cubic-foot refrigerators; two 4.6 and 5.4-cubic-foot undercounter units; two 6.4-cubic-foot units (one deluxe, the other a leader); and 9 and 12-cubic-foot single door models, as well as a two-door unit. Freezers will range from upright and chest models in capacities from 2.1 to 8 cubic feet.

"At present, our best selling versions are the 2.3-cubic-foot refrigerators in the \$69.95 to \$79.95 retail category and the undercounter refrigerator and freezer at \$99.95. We are also aware of a trend to coppertone styling and walnut grained fronts, and we expect to put great emphasis on these models during 1968."

Speaking specifically of compact freezers, Gerald says, "We are certain that the American public will respond to freezers that take up a small amount of space and can be purchased for as little as \$100. Many people have no freezer space now

THE COMPACT REFRIGERATOR MARKET: KNOCK ON ANY DOOR TO FIND IT

Makers make a case — any need or desire for controlled cold can mean a unit sale.

By Ken Lilienthal

or at best 100 to 120-pound capacity in their refrigerators and would purchase an auxiliary freezer, if available."

Delmonico International, a division of Thompson-Starrett Co., Inc., has been importing refrigerators and freezers from Ignis of Italy for the past four years under the Delmonico label.

According to Herbert Kabat, president, Delmonico will have imported some 200,000 units by August of this year. Currently, the firm offers refrigerator models that range from 2.3-cubic-foot capacity; upright freezers from 1.9 to 9.5; chest freezers from 3.5 to 8.5; and an ice maker with a capacity of 50 pounds. Refrigerator prices run from \$59.95 to \$149.95. Featured is thin-wall polyurethane foam insulation.

"The compact is still an impulse item to many purchasers," says Kabat. "Other than the executive or assistant or decorator who is buying for a business office, what attracts the average consumer to the compact refrigerator or freezer?" he asks.

"(1) Attractive floor displays of several models in assorted colors and sizes. Without a display, sales are spotty and negligible.

"(2) Low prices which the average affluent consumer can easily afford. A second refrigerator is very 'status-y' for the home bar or the patio, etc.

"(3) Newspaper ads featuring one or two feature-filled items at reasonable price produce excellent results, including mail and phone orders."

Kabat continues, "The compact does not require hard selling, nor does it require brand name advertising. The customer sells himself, providing he is exposed to it. He will very seldom go looking for it, but when he sees it, he likes it and buys it."

The customer today is not interested in

having "just any" compact refrigerator, says Felix Storch, vice president, Monitor Equipment Corp. It is his contention that most important are "certain features such as automatic or push-button defrosting, large freezer compartments, lots of ice cubes, colors to match their furniture." He discerns a trend toward the larger size compact, that is, the 5 to 6-cubic-foot units.

"The price range in our 18-model line is from \$74.95 for a 2.3-cubic-foot refrigerator to \$219.95 for our bar refrigerators with storage cabinet. Most business is being done in the \$99.95 to \$139.95 price range." Storch believes that "severe price competition" has caused a dearth of advertising in many markets which, in turn, has held back sales.

"In certain areas department stores do the best volume, but in many cases the aggressive independent dealer and chain store will outperform the department store. It is our expectation," Storch says, "that sales for the industry will continue to increase gradually as the idea of a second

and third refrigerator for the home, and a refrigerator for the office or store becomes more acceptable."

Monitor's Model TCW-45, a 4.5-cubic-foot unit, features coppertone sides, walnut-grained fiber glass door with chrome trim and matching table top. Dimensions: 33½ inches high, 23½ inches wide, 20½ inches deep. Its freezer compartment holds one ice cube tray. The Model TC-45 offers the same features but is in white and gray.

General Electric Co. has a new version of its "Party Portable" Model TA-2G, with freezer space large enough for six "mini-cube" lever-type trays. It has a walnut finish door and brown cabinet. Another portable, Model TA-2S, in white, has one "flex-grid" tray in its freezer compartment.

An accessory cart that is available adds easy mobility to the units which can, of course, be plugged in anywhere.

GE's Model TA-7S is a larger compact undercounter refrigerator that, a company spokesman says, has found use in doctor offices, pharmacies, motels, summer homes, and in recreation rooms. He adds that a market for them also has developed in "space saver" kitchens.

The firm promotes its portable refrigerator cart as a means of selling the "Party Portable" as a refreshment center ("accessorize it with a set of glasses and ice bucket for the executive's office or den"), or as an entertainment center ("with a portable TV or stereo on top").

Best outlets for all of these models are considered by GE to be appliance and department stores, as well as discount outlets. As a guide to price, these are New York suggested minimum retail: TA-2S (2.1 cubic feet), \$89.95; TA-2G (1.9 cubic feet), \$109.95; TA-7S (6.6 cubic feet), \$204.95.

Where to write . . .

for more information about products mentioned in this article

Acme National Refrigeration Co., Inc., 19-26 Hazen St., Astoria, N.Y.

Morphy-Richards, Inc., 128 Ludlow Ave., Northvale, N.J. 07647

Topp Appliances, Inc., 4201 N.W. 77th Ave., Miami, Fla. 33166.

Delmonico International, 50-35 56th Rd., Maspeth, N.Y. 11378.

Monitor Equipment Corp., 640 W. 249 St., Bronx, N.Y. 10471.

General Electric Co., Refrigeration & Air Conditioning Div., Appliance Park, Louisville, Ky. 40225.

Monitor Model TCW-45



Acme Model ICM64



Morphy-Richards "Astral" 7306E



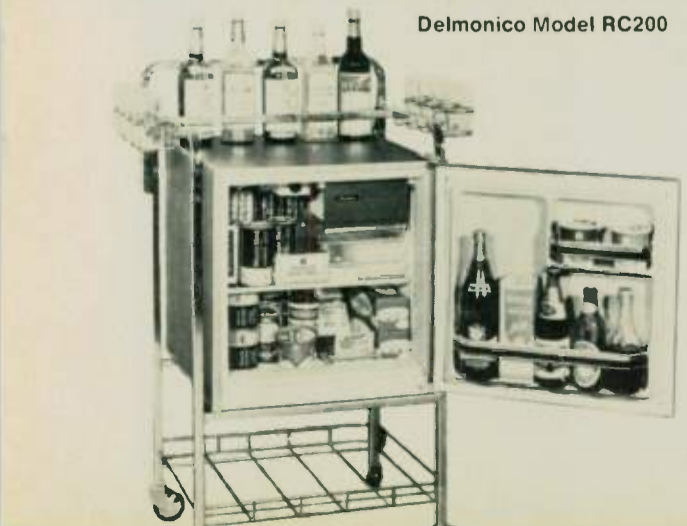
General Electric Model TA-2GD



Topp Model 65-R



Delmonico Model RC200



INSIDE AND OUT, REFRIGERATOR DISPLAYS HELP TELL 'EM AND SELL 'EM

Manufacturers' display

aids come in many styles: moving, illuminated, pop-outs and posters.

By Walter Hogan



Illuminated Display

One of a variety of display aids offered by Whirlpool is a new, illuminated "mountain of ice" display which, set on top of a refrigerator-freezer, measures 35 inches from its base to the top of the flag. The sturdy plastic unit can be used as a window or in-store display and also as a night light, for both the two-color base and the simulated ice cubes are illuminated (unit comes with dual socket flasher). Copy on the base of the display invites the prospect to open the freezer door and see the "IceMagic" automatic ice maker in action. There's a three-color "Masonite" demonstration aid, 12 inches by 16 inches, with factory supplied parts to show how "IceMagic" is easily installed. The all-new rotary compressor demonstration aid is motorized. A plastic black and gold banner, 16 1/4 inches by 13 inches, on the Whirlpool "17" is electrostatically held in place. Also available are "Celebration Sale" display pieces, an 8-piece "Sort 'N Load" shelf display set, and a freezer feature display kit of 11 vacuum-formed plastic white-on-red plaques,

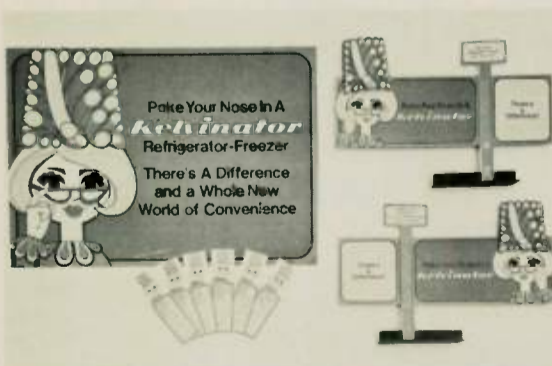


with a flasher unit that makes the interior light flash on and off Whirlpool Corp., Benton Harbor, Mich. 49022.



Expanding Display

Designed to be used with one, two or three side-by-side refrigerators, a four-color "Foodcenter" display has a main section of white plastic with simulated walnut-grain base, 31 inches wide, and two sets of slide-in, slide-out panels installed in plastic tracks. The display, 22 1/2 inches high, is approximately 78 inches wide when fully expanded, can be closed to 37 1/2 inches. The sliding panels cover product availability, styling, wheels, no defrosting, and icemaker features. There's an automatic icemaker display, which is brightly lighted both at the top and behind the belt in the center which gives the illusion of lots of cubes falling from the icemaker (endless supply). Used to show other icemakers on the floor is a pop-out sticker, with pressure sensitive adhesive, which follows the shape of the lighted display. An artificial food display of 100 items consists of molded plaster, hand-decorated meats and vegetables and "dummy" packages of popular brands in bottles, cans and cartons. General Electric Co., Appliance Park, Louisville, Ky. 40225. (Shown at Trend Appliance Co., Louisville.)



Window/Wall Poster

"Poke your nose in a Kelvinator refrigerator-freezer; there's a difference and a whole new world of convenience" is the copy theme for the firm's permanent type display, which includes a large window/wall poster plus product top display stands and product stickers. Says Dick Sierk, manager sales promotion, "We come out with paper promotions every couple of months." Kelvinator Div., American Motors Corp., 14250 Plymouth Rd., Detroit, Mich. 48232.



Pop-Out Header

Part of Fedders' "inner space" display, a pop-out header mounted on top of a refrigerator capitalizes on the door opening habit of refrigerator shoppers. The outer panel invites the prospect to: "Open this door. It leads to inner space." Opened, the panel features a smiling pop-out figure pointing to the freezer area. Copy says, "You get a giant top freezer that's up to 40 per cent larger . . . a freezer your family won't outgrow." Other items in the display package are: a two-foot window streamer, feature cards with easel and self-stick backing, and 15 model identification cards — one for each unit in the line. Fedders Corp., Edison, N. J. 08817.

Door Banner, Display Cards

There are different displays for different features in the Frigidaire refrigerator line. A "Food-Life Preserver" display includes an acetate door banner which urges customers to open the door and feature cards (set inside unit) which explain the operation and benefits of the three different zones. There is a tent card which fits inside ice maker models. An accordion-fold display piece which fits inside on a refrigerator shelf illustrates the adjustability and flexibility of the cantilever shelves. And a "Designer Door" refrigerator poster helps sell the magic of "do-it-herself" styling with personalized fronts. Frigidaire Div., General Motors Corp., Dayton, O. 45401.

More display ideas on page 37



new products



Tappan Electric Ranges

Two new slide-in models (de luxe Model 237-1458 and standard Model 37-1418) have been added to the "Total Clean" line of electric self-clean ranges for 1968.

Both models have removable drip pans, snap-out elements, lift-off doors and lift-up range top. The de luxe model also has chrome trim on the cook top and vertical front trim. Its storage drawer rides on nylon glides and is also removable.

To automatically clean the oven, the user sets the thermostat and



Tappan Model 37-1458

latches the door. There are two self-clean cycles: regular or heavy, lasting two or four hours.

The "speed-flex" cooking elements provide temperature settings from "simmer to sizzling," and the top-mounted controls are clearly marked for precise control. Indicator lights show when any top element is on and when the oven is in "self-cleaning" position.

The de luxe model also has an automatic lock and a timed convenience outlet.

Optional accessories include built-in rotisserie, counter trim kit, and matching vent hood. Units are available in white, coppertone, avocado the harvest gold. *The Tappan Co., 250 Wayne St., Mansfield, O. 44902.*

Telex-Phonola New Line

The "longest line in company history" is comprised of 14 compact portable phonographs with suggested retail prices ranging from \$19.95 to \$299.95; 10 console phonographs



Telex-Phonola Model 9003

ranging in price from \$104.95 to \$299.95; four tape recorders ranging from \$59.95 to \$279.95; and top-of-the-line Model 9003, a complete home audio system.

Model 9003 is a solid state stereo hi-fidelity home entertainment center with AM/FM/FM-stereo, stereo tape recorder, and stereo phonograph in furniture crafted walnut cabinetry. The master unit is 31 3/4 in. wide x 21 in. high x 10 in. deep; speakers are 18 in. wide x 16 in. high x 7 1/4 in. deep. The speakers feature two 8-in. woofers and two 4-in. tweeters with cross-over network and 24 feet of speaker cable included. The side of the master cabinet provides space for storing accessories.

The unit also has an 11-in. turntable with automatic spindle, lightweight low mass tubular tone arm, and ceramic cartridge with diamond and sapphire needle.

The solid state tape recorder features vertical mount 4-track mono and stereo record and playback, three speeds, four speaker output jacks, two metal-clad microphones. Model 9003 carries a suggested retail price of \$549.95. *The Waters Conley Co., subsidiary of Telex Corp., 645 N. Michigan Ave., Chicago, Ill. 60611.*

GE Portable TV

A new series (M014P) of 9-in. (picture diagonal) black-and-white portable TV receivers comes in brightly colored cabinets: teal blue, red, gray, and avocado. The 10 1/2-lb. units,



GE TV series M014P

12 1/2 in. wide x 9 3/4 in. high x 10 1/4 in. deep, are designed for use on bookshelves, kitchen counters and other tuckaway locations. They feature solid state tuning, front-directed speakers, front controls, and a front-mounted fold-down monopole antenna. With high impact, textured polystyrene fronts, polypropylene backs and molded fold-down carry handles, the units feature on/off flip switch, separate volume control, earphone, and a clip-on polarized line plug. *Consumer Electronics Div., General Electric Co., Portsmouth, Va.*

Roper Gas Range

"Three seconds to set, two cents to clean" — that's the story for Model 1378, called "the first gas self-cleaning range." This 30-in. automatic "Cook & Clean" unit features an oven that, once the controls are set, will automatically heat itself to cleaning temperatures, automatically lock the oven door in the process, clean



Roper gas self-cleaning range

(for the time set by the owner), then automatically shut itself off. The gas heat-cleaning process takes from 1 1/2 to 2 1/2 hours, depending on the amount of oven soil.

A catalytic "Clean/Screen" absorbs any smoke or odor generated during the cleaning process. No out-

side venting is needed. And special insulation keeps heat within the oven, so the kitchen temperature rises no more than during a normal baking cycle. Cost of the fuel consumed during the cleaning process, based on average gas utility rates, is two cents.

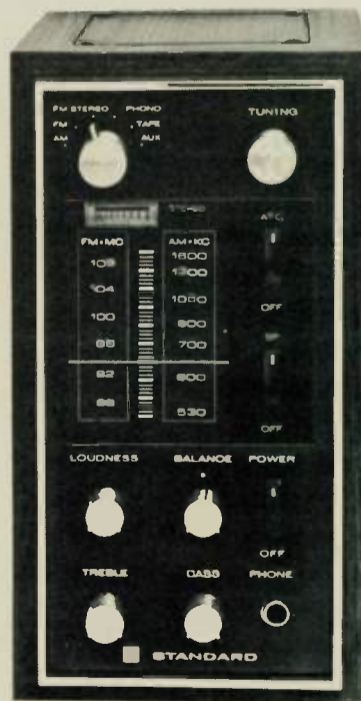
The unit also features a de luxe pull-out broiler, automatic clock controlled oven, 22 5/8 in. x 17 1/2 in. x 15 1/4 in., a timed appliance outlet, and fluorescent light. The free standing model is available in avocado, white and coppertone. *Roper Corp., 1905 W. Court St., Kankakee, Ill.*

Monarch Self-Clean Oven

A self-cleaning oven has been introduced in three 30-in. electric range models, the C130Y, C130W, and C130P. Colors include woodtone (antique copper), avocado, and white, in Contemporary or Early American. All that is necessary to operate the oven cleaning system, says the manufacturer, is to turn a control, push a button, and slide a lever. Cost is said to "be as little as 7 cents per cleaning." For light soil, two hours is claimed to do the job; moderate, 2 1/2 hours; heavy, 3 hours. Oven door cannot be opened until the temperature reduces to a safe level. *Monarch Range Co., Beaver Dam, Wis.*

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

People are coming up to the new Standard.



The first things they came up for were AM/FM radios and tape recorders. They were good to hear from.

Now they're coming up for high fidelity: Standard's SR-603S solid state AM/FM multiplex stereo amplifier. It's good to hear from, too.

Pours out 60 watts (at 8 ohms) IHF rated. That's 40 watts of continuous power (20/20) at 8 ohms, when reception has to be at its strongest.

Pours it out good, with a frequency response from 20 to 50,000 Hz ± 3dB. With maximum distortion of 0.5% at 1000 Hz. And minimum crosstalk (channel separation is 35dB at 1000 Hz).

High signal-to-noise ratio, at 60dB. And fine sensitivity, at 3 microvolts FM and 10 microvolts AM.

Sized as good as it sounds. 4 1/8" x 8 1/2" x 8 1/4", in handsome walnut.

With AM/FM tuning meter, FM stereo indicator, circuit breaker, headphone jack, protection circuit, DIN connector, SCA filter.

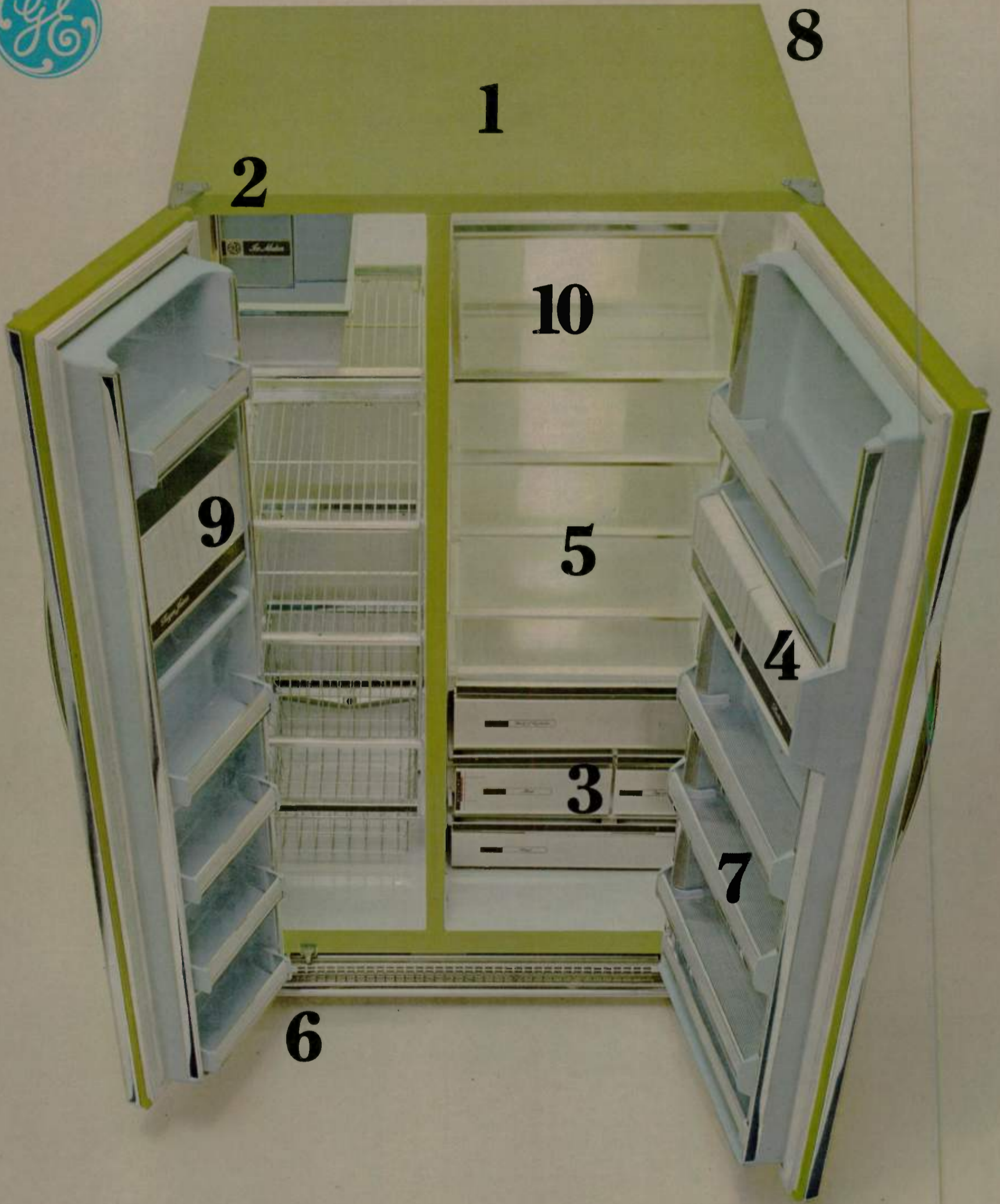
\$259.95 complete. Which is another reason why people are coming up to the new Standard.



STANDARD RADIO CORP.

... electronic years ahead!

60-09 39TH AVE., WOODSIDE, N. Y. 11377, 1300 WEST OLYMPIC BLVD., LOS ANGELES 90015.



*FOODCENTER 24': 23.6 cu. ft., 35 1/4" wide, 66" high, Model TFF-24A. With all of the advanced features indicated.

A shopper's guide to everything that's new: The all new General Electric Side-by-Sides.

Here's the full line of GE Side-by-Sides. You'll find one to fit any prospect's needs. Five new models, from 18.1 to 23.7 cubic feet, in widths from 32 to 35 $\frac{3}{4}$ inches. And with a feature-mix that makes step-up selling simple. The walnut-style handles highlight an excit-

ing new design that will enhance any kitchen. These new Foodcenters come in fashionable avocado, coppertone and white. Plus, GE's exclusive new Harvest. Check this list of demonstrable features. They'll make a woman's life and your selling job a lot easier.

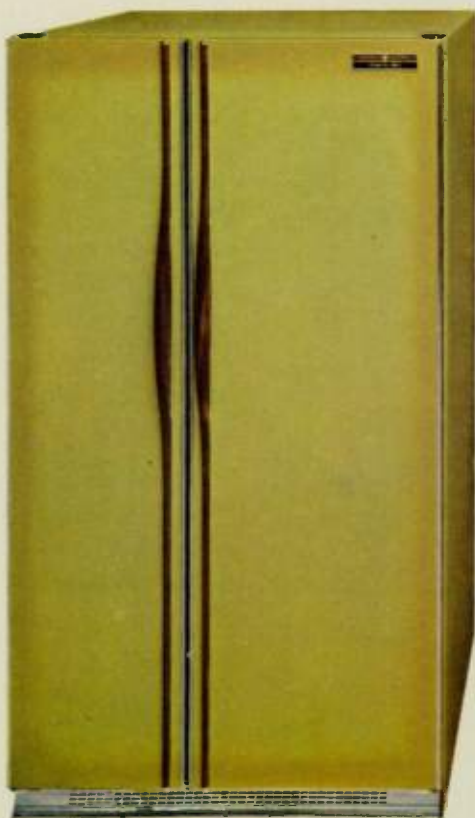
- 1.** Every woman wants no-frost convenience, and these Side-by-Sides have it on both sides.
- 2.** Dependable GE automatic icemakers have great consumer appeal. Large-sized storage bin keeps a party supply of ice on hand.
- 3.** The GE meat keeper keeps meat fresh up to 7 days. A simple flip of a lever converts it to an extra vegetable drawer. (TFF-24A)
- 4.** All models have automatic butter conditioner.
- 5.** The strong tempered glass shelves are obviously easy to clean. Spills can't drip through. One is adjustable; three slide out. (TFF-24A)
- 6.** It rolls out for easy cleaning, stays put on base stops.
- 7.** The deep, adjustable door shelves can't be knocked off accidentally.
- 8.** When you roll it out, she can see there are no dirt-catching coils on the back.
- 9.** Frozen juice can storage is another extra convenience feature.
- 10.** And they all have separate temperature controls for freezer and refrigerator.

A great advertising program starts June 3.

Four-color spreads will announce the new line in *LIFE* June 3 and *Saturday Evening Post* June 18 (news-stand dates). Followup pages will run in *Better Homes and Gardens*, *American Home* and *Sunset*, as well as in *LIFE* and *Post*. Over 196 million exposures. Now you can advertise and sell a complete, full-featured line of GE Side-by-Sides in the fastest growing segment of the market.



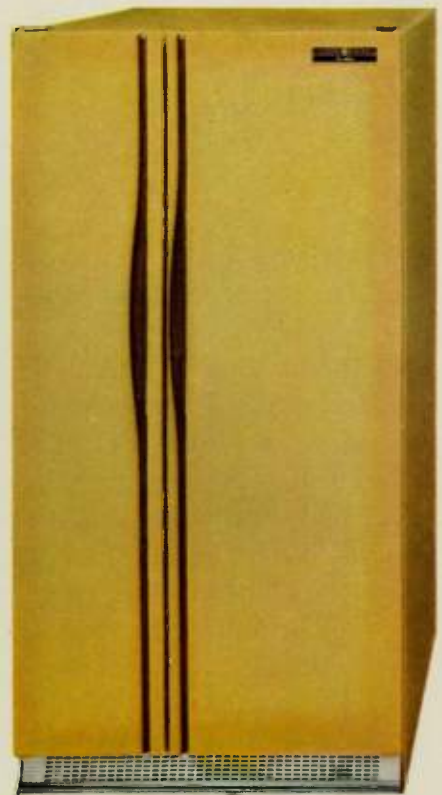
**GENERAL
ELECTRIC**



Closed view of the custom 'Foodcenter 24' that is shown at left. Also available, Deluxe Model TFF-24D, 23.7 cu. ft. 35 $\frac{3}{4}$ " wide, 66" high. Has features 1, 3, 4, 6, 8, 9 and 10.



'FOODCENTER 21', TFF-21D, 21.4 cu. ft. 33" wide, 66 $\frac{1}{4}$ " high. Has features 1, 3, 4, 6, 8, 9 and 10.


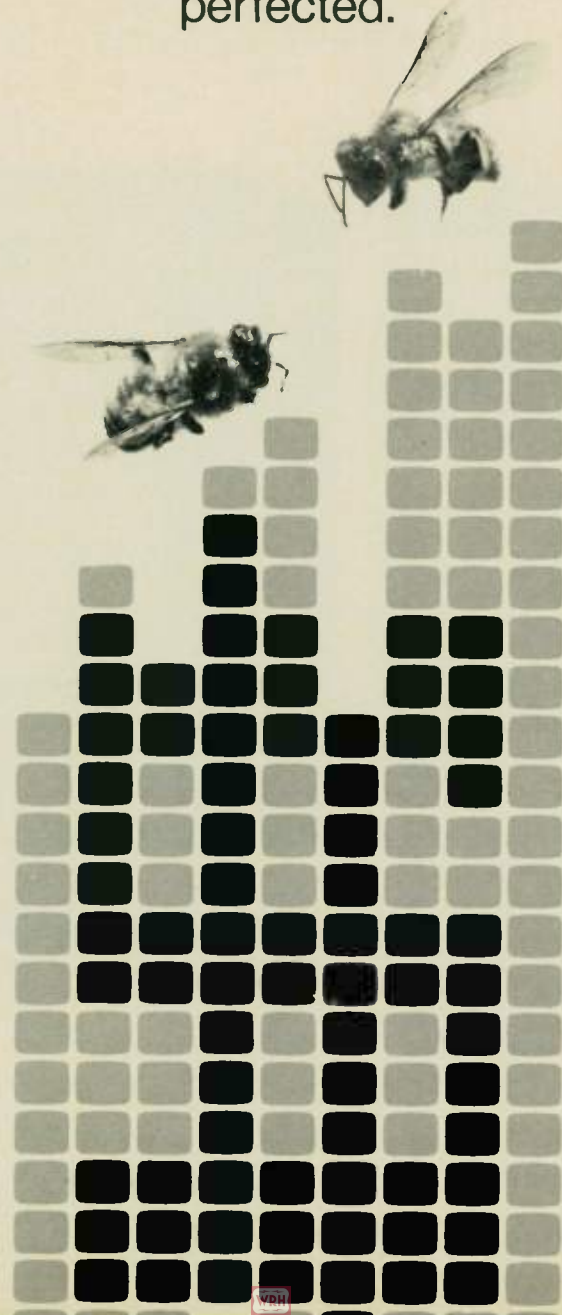


'FOODCENTER 18', Model TFF-18A, 18.1 cu. ft., 32" wide, 64 $\frac{1}{2}$ " high. Has features 1, 2, 4, 6, 8, 9 and 10. Also available, Model TFF-18D, with automatic icemaker.



WHAT'S KEEPING BLACK-AND-WHITE CONSOLE TV SALES BUZZING?

Good values,
heavy promotions, and people
who just can't be
convinced that
color TV has been
perfected.



By Milton Gussow

Black-and-white TV consoles may not be a star attraction in most stores, but manufacturers who have cut back production in the first half of 1968, have found that high-end monochrome sets just will not fade away as a potential money maker.

For the same reason you wouldn't tell a bumble bee that he can't fly, dealers who are stocking and promoting black-and-white consoles are finding a ready market for the sets.

"Let's face the facts," says Mel Permutt, general manager of the Radio Center, New Orleans. "Some people will not buy an automobile with automatic transmission, and there are those who think that color TV still has a long way to go to be perfected. Although they say they base their judgement on the poor color picture they saw in a friend's home, I see it as that they just cannot afford a big color set, so they are compromising with black-and-white, but in the nicest cabinet they can afford."

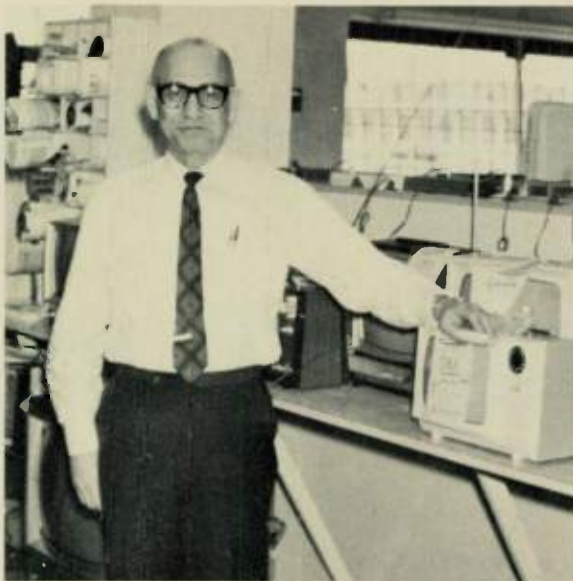
"They want TV, and the makers are offering some good buys, not too big a set-up from a good table model, or portable," adds Permutt.

Carl Barlow, Alhambra Appliance, Tulsa, Okla., finds that his black-and-white TV console sales are about even with last year's first quarter, a surprise to him.

"We expected to find these sets decrease again this year," says Barlow, "but instead find the demand is growing for higher-priced models. We do not sell as many, but the dollar sales per unit is up. In fact, it's hard at times to get some high-end units from the manufacturers. I don't blame them, when looking over the trend in the past few years. It looks like perhaps there is a change occurring, but it may be due to a relatively soft showing in color TV, and the customers are looking for a less expensive way of replacing their old TV set. Anyway, as long as there is a demand for black-and-white TV consoles, we'll stock them."

According to Joseph J. Casale, general sales manager-electronics division, Admiral Corp., the strength in black-and-white console TV has undoubtedly been a surprise to some manufacturers. Anticipating a continued slow-down in black-and-white sales, many producers adjusted production schedules downward at the beginning of the year. However, for the first quarter, black-and-white sales from distributor to dealer have been almost equal to last year.

"A good reason for the strength," Casale states, "is the tremendous value being offered with suggested retail prices of 22-inch sets beginning near the \$200



Mel Permutt, Radio Center, New Orleans

“... some people won't buy an auto with an automatic transmission either.”



Frank Mitcham, Mitcham's TV, Des Moines, Ia.

“Selling black-and-white is doing the customer a disservice, but if they insist . . .”



“For the first quarter, black-and-white sales from distributor to dealer have been almost equal to last year.”

Joseph J. Casale, Admiral Corp.



level versus higher color TV prices.”

Dallas is a very poor market for console black-and-white TV, according to Bernie Goldberg, owner of Bernie's Oak Lawn Home Appliance, Inc., who feels the area is only interested in color, “even if it's a small screen portable.” Goldberg reports selling very few monochrome consoles, although he has a fair market in small portable and table models in black-and-white.

“Black-and-white TV sales run to both extremes,” says Sam Mendola, manager of Uptown Radio, Detroit, a high fidelity specialist. “We sell the small screen portables, but also do a good volume in very good quality consoles and combinations.

“The latter go mostly to older folks, and many recent immigrants from Europe,” says Mendola. “They use all sorts of excuses as to explain why they do not want color, including the old standby that color TV has not been perfected enough for them. Probably they are afraid of the adjustments, but no matter what the reason, if they want black-and-white TV, we sell them. We would rather sell color, for the higher ticket, but the margins on these quality black-and-white sets are not too bad either.”

Tom Masters, Masters TV and Appliance, Lexington, Ky., reports, “We never let a color TV customer walk without at least showing our line of black-and-white consoles. Many times the social security-retirees, and even the young marrieds with limited cash are frightened away from color sets due to the price.

“If high price scares them, we try to switch them to some very good buys in black-and-white. We don't sell a great volume of these, but it beats letting the customer walk.”

That the dealer who wants to cash in on these extra sales must have consoles in stock is repeated over and over again by dealers who are moving these sets.

“Not only do we stock the black-and-white consoles in depth, we promote them prominently and regularly in both news-

paper and radio advertising,” says Vince Norton, a partner in Norton and Hines, Maganavox Home Entertainment Center, Elgin, Ill.

“All people are not ready for color. Some just don't have the money,” says Norton. “We have a full line of black-and-white in the store for immediate delivery, as we do in color. A sale is a sale, and dollars are green no matter if they come from a color or black-and-white TV set.”

“We feel that black-and-white console TV receivers at the present time are an exceptional consumer value,” says C. V. Phillips, vice president and general product manager, Motorola Consumer Products, Inc. “For example, our all-transistor, big-screen, black-and-white console sells for just over \$200.

“The alert retailer today, when he encounters a prospect who cannot afford a color set, turns to the attractive values available in black-and-white consoles and has on hand a representative line.

“Although there are some variations geographically and otherwise, the trend is there. And we feel that in many cases the dealers are missing a profit opportunity by not capitalizing on black-and-white consumer values.”

But there are still those dealers who feel that selling black-and-white TV by downgrading color is doing the customer a disservice.

Frank Mitcham, owner of Mitcham's TV, Des Moines, Ia., states, “Although costs of color TV and service are up, the enjoyment derived by watching color compared to monochrome is worth the difference. I find those who insist on black-and-white can be convinced eventually to buy color. They are better satisfied after the sale, and will be better future customers. Of course with the soaring prices for service, some people cannot afford to maintain color, so we still do sell some black-and-white in consoles and portables, but the customer must really convince us that there is no other way to make the sale.”

AWARD-WINNING PROMOTION CAN BE STYLED FOR INDIVIDUAL NEEDS...

Just add a dash of imagination.

By Joan Bergmann

A new promotional program for housewares and electrics — built by design and fashioned so all kinds of stores can use it in many ways — is shaping up for fall.

The "Housewares Design/1968 Award Program," co-sponsored by the National Housewares Mfrs. Ass'n and the National Design Center, will honor 41 manufacturers who will be given a total of 52 product awards at the July National Housewares Exhibit in Chicago. Nineteen of these awards, disclosed last week, are for 21 electric housewares products.

Some 281 products were evaluated by the judges in this year's competition. The selection was made by a panel of five design authorities, headed by RCA's Tucker Madawick. Sixteen of the manufacturers who will receive awards this year were also winners in the first competition in 1966.

The winning products went on display May 7 at the National Design Center in New York. Each is now eligible to sport hang tags and seals, supplied by the NDC, which proclaim the product to be an award winner. (The Housewares Design/1968 award-winner symbol is illustrated elsewhere on these pages.)

What promotional aids are available to retailers

Stores throughout the country will be encouraged to participate in the "Housewares Design/1968" promotion. They will be urged to tailor to their individual needs the materials that will be supplied by the NDC, including suggestions for display fixtures (in contrast to the 1966 program, the fixtures themselves will not be supplied), plus a planning kit of ideas for ad-

vertising themes and copy for newspaper layouts, bill inserts and other mailing pieces. Glossy photographs of the winners will also be made available to stores that want to use them in newspaper ads or to furnish to local newspapers for an editorial feature, along with a press release describing the contest and the winners, plus a line saying they can be seen at the "XYZ Store."

Retailers who go to Chicago for the July show will see a display of the award winners set up in the registration area, which is in the "C" section of the International Amphitheatre.

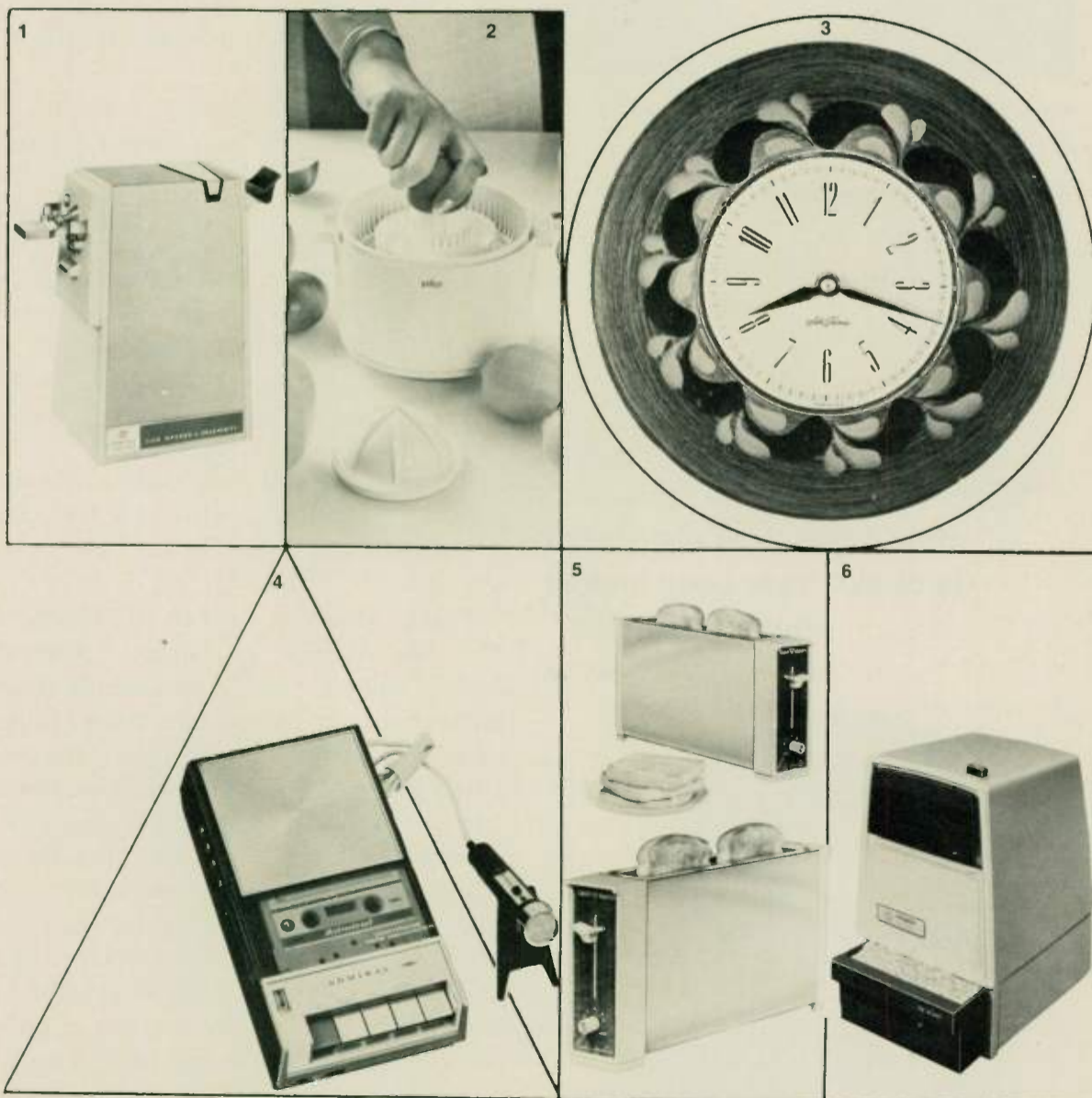
At that time, buying groups and department stores, along with others who express an interest in the promotion, will be invited to special meetings where the program will be explained and the planning kits will be made available.

HOUSEWARES DESIGN/1968 AWARD PROGRAM

The winners . . .
Here are the electric housewares winners in the "Housewares Design/1968" award program:



Company	Product
Admiral Corp.	CTR tape recorder (4); YRC 861 radio
Aqua Tec Corp.	37 Water Pik (12)
Braun Electric	one award for personal products: HL-1 fan and TFG-1W table lighter; one award for kitchen products, MPZ-1 juicer (2) and KSM-1 coffee mill
General Electric Co.	EC-15 can opener-knife sharpener (1)
Knapp-Monarch Co.	22-540 toaster (5)
Rival Mfg. Co.	2100 food grinder (10); 960 juicer
Presto	HM-1 hand mixer (13); T2 timer
Remington	800 men's shaver (11)
Ronson Corp.	"Cook 'n Stir" blender (8); Motorized ice crusher
Schick Electric	320 "Beauty Salon" hair dryer (9); 56 ultrasonic denture cleaner
Seth Thomas	2101 "Cafe" wall clock (3)
Universal by GE	UM-3 portable mixer (7)
Westinghouse Electric	1C20 ice crusher (6)



The awards: What they mean

The "Housewares Design/1968" awards are a symbol of security — much like the blanket that Linus in the "Peanuts" comic strip carries around.

They reassure a prospective customer of her own "good taste," and they promise her recognition if she chooses to give an award winner as a gift. (Don't forget that 50 per cent of all electric housewares is given as a gift.)

They are a silent salesman in the age of self-selection. If the customer has to make a choice between two blenders with similar pricing and features, the award winner seal can tip the scale in favor of the praiseworthy product.

It's like the "Academy Awards." If two films are playing in town, the one that received an "Academy Award" — or even a nomination — is likely to draw the bigger crowd and the longer run. And the motion picture people are savvy enough to promote the awards and the nominations in their ads and "coming attractions" throughout the entire year.

The awards: How to use them

The fashion-oriented department store is obviously the prime candidate for using the "Housewares Design/1968" award program.

Other outlets, however, including the junior department store, the discount department store and the independent dealer can take advantage of the program.

The name of the game for all types of retailers is "prestige" — an intangible blessing that all seem to be seeking.

With management's understanding and support, the fashion-conscious department store can go all-out with the "Housewares Design/1968" award program, showing a collection of the items in choice display areas, including a window, a first-floor set-up and in such traffic areas as the escalator landings and in front of elevator banks. After the storewide promotion has run its course, backed by newspaper, radio, television and in-store publicity, the second phase is a special effort in the housewares department itself — first as a display of the complete collection and later, vignette settings showing a few of the items and how they mix-and-match with other home furnishings products, such as place mats, napkins and dinnerware.

Even if a department store does not currently handle an award-winning item, it should make the effort to obtain it for this promotion, is the suggestion one resident buying office will make to its stores.

The advice from another buying office: "If a store has an auditorium, set up a full display of award winners there. Work with the display and feature events departments; add a note to regularly scheduled ads, inviting customers to come to the auditorium to see the 'best of good design,' and invite local women's page editors and radio-television personalities to a preview, for publicity purposes."

The junior department store, more limited in its promotional budget and merchandise assortment, can schedule a "feature showing" of whatever award winners it carries, to run during its semi-annual "Housewares Fair" this fall — a time when promotional monies tend to be more available and malleable.

The discount department store, with its lack of selling personnel, can let the little labels work for it in helping customers select an item that may have a bit more markup built into it.

The independent dealer, who can be more flexible than any of his bigger competitors, can enhance his reputation for quality in his community by playing up the award winners.

He can, for example, concentrate only on the 21 electric housewares winners. Publicity will be the biggest benefit that will accrue to him, if he plays his winners right.

He can lend the winning electric housewares collection to a local bank or utility — both of which typically offer free display space in their lobbies to temporary exhibits. As a special project, aimed at winning the youth market to his store, he can lend the collection to a local high school or college home economics or industrial design class, to play up his store as the place to shop for the very best, by design.

And, since the independent dealer undoubtedly is using newspaper advertising with some frequency, he can probably get some editorial coverage from the women's page — if he lets the editor know he's got the winners of a national contest in his store.

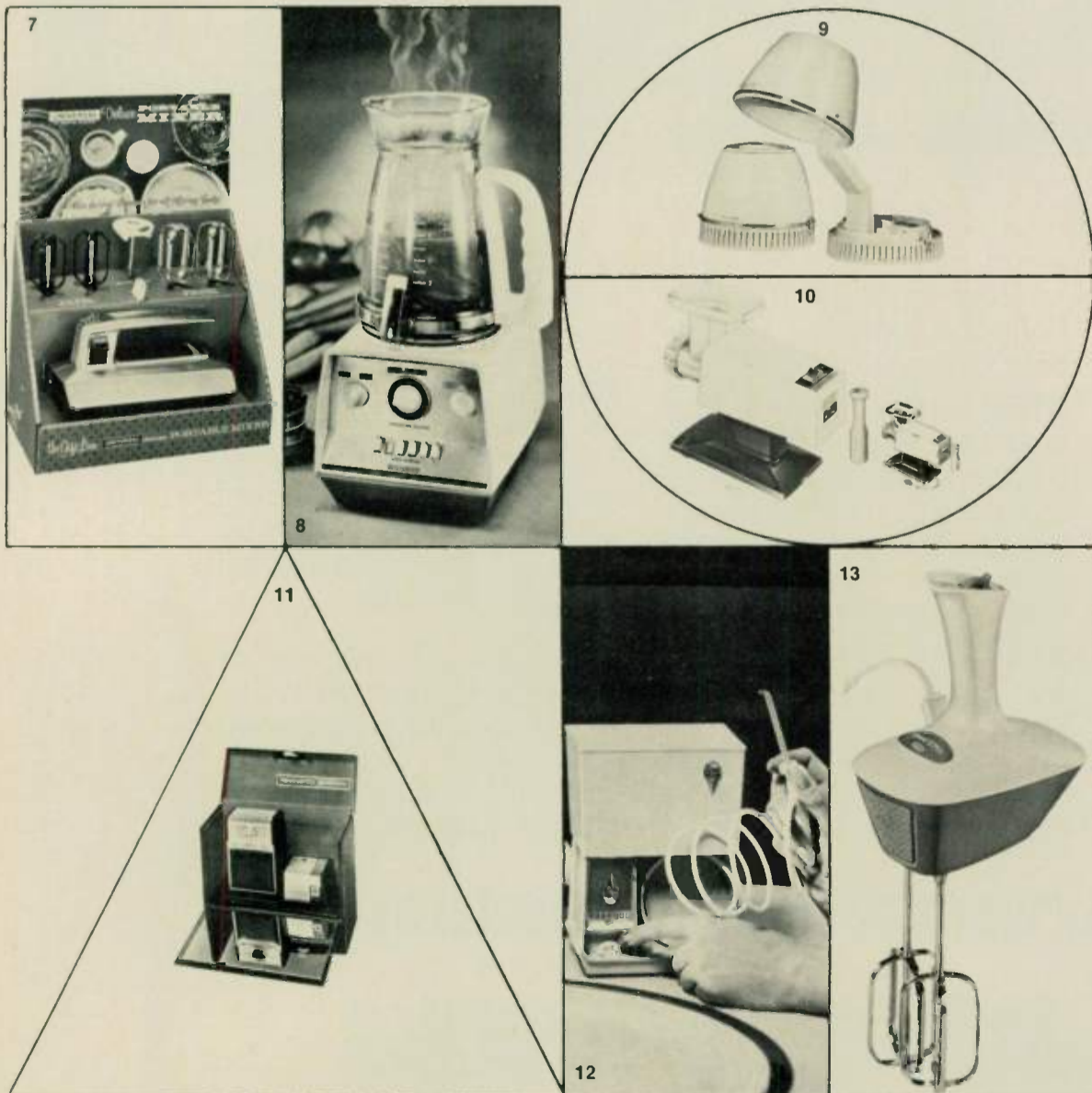
The awards and "consumerism": How they can go together

Two years have gone by since the first "Design in Housewares" award program, an ambitious promotion that, from a merchandising standpoint, was only partially effective. It succeeded far better in its goal of bringing good design to the attention of manufacturers and retailers.

What's been happening since 1966 has been a growing awareness, by the buying public, of design and color in all areas of their lives.

A new word, "consumerism," has come into the language and with it, consumers, or more precisely, customers, have started to think of themselves in new ways, and to re-examine the products they are buying with an eye toward more than simple performance and price.

Call it what you will — "fashion," "styling," "design" — it adds up to a new awareness of color, shape, function, forms and features. It's as if someone told Mr. and Mrs. America that they're entitled to more and better quality and design and the old appeals just aren't good enough any more.



Of the popular makes...only Chevrolet gives you this complete choice of covered delivery trucks!



CHEVY-VAN 108 (256 Cu. Ft.)

PANEL (207 Cu. Ft.)



STEP-VAN 7 (211 to 258 Cu. Ft.)



STEP-VAN KING (375 to 576 Cu. Ft.)



CHEVY-VAN 90 (209 Cu. Ft.)

Pick from forward control, van or panel models.

CHEVY-VAN 90 There's room for loads over 12 ft. long in this tough, low-cost van. Cargo doors are 4 ft. by 4 ft. for easy loading. Engines include the 230 Six, biggest standard Six in a popular van — the 250 Six or 307 V8.

CHEVY-VAN 108 All the advantages of Chevy-Van 90 plus standard side cargo doors, a body that's 18 inches longer to handle

loads almost 14 ft. long. Longer wheelbase, too, for best balance of big loads!

STEP-VAN 7 Outstanding economy in a walk-in van! Seven- and 8-ft. bodies available. Trim overall length assures top maneuverability. Powered by fuel-saving 230 or 250 Six.

STEP-VAN KING Spacious bodies for cargos from 10 to 14½ ft. long. Independent coil spring front suspension. Select from Six, V8 or diesel power. Now

available with steel or aluminum bodies!

PANEL Rugged 9-ft. body on ½- and ¾-ton models. Two Sixes, three V8s to choose from! Independent coil spring suspension up front, two-stage coil springs in the rear.

For the *big* choice of job-tailored delivery trucks, see your Chevrolet dealer now. . . . Chevrolet Division of General Motors, Detroit, Michigan.

Get the right truck, right now at your Chevrolet dealer's



***Job Tamer* trucks**

by the way



Two millionth automatic ice maker comes from Whirlpool

Some unsuspecting customer will shortly be receiving the two millionth automatic ice maker produced by Whirlpool Corp. at its Evansville,



Number 2,000,000 automatic ice maker comes off line at Whirlpool's plant.

Ind., div. The unit, installed in a refrigerator-freezer with distinctive gold trim, will be delivered as a normal purchase, with the consumer receiving a complete refund from Whirlpool for the refrigerator's purchase price.

Zenith's Kaplan honored: Samuel Kaplan, president and general manager of the Zenith Radio Corp., received a National Community Service Award at the third annual awards dinner of the Jewish Theological Seminary of America, May 7, in Chicago. The awards are presented annually by the Seminary to outstanding leaders in the Chicago Jewish community who have demonstrated a devotion to Judaism and a personal commitment to the conservative movement. Kaplan started at Zenith Radio corp in 1923, in the mail department.

Happy Birthday



A birthday display piece to help stimulate birthday gift sales of electric shavers is being distributed by Norelco. Inside the card is a punch-out cartoon figure which can be placed on cartons or displays to remind customers that shavers make excellent birthday gifts.

Happy anniversary: According to the Hamilton Mfg. Co., 1968 marks the 30th anniversary of the world's first automatic clothes dryer, produced by Hamilton Mfg. Co., Two Rivers, Wis., in 1938.

Distributor doings: John Conde has been appointed branch manager of New Jersey, for Westinghouse

Appliance Sales and Service Co. A. G. Harbutte has been appointed district manager for WASSCO, for St. Louis. He replaces H.H. Wilkins, who became sales manager for the Westinghouse refrigeration div.

Murray Laub has been elected to the post of vice president — sales, of W.R. Light Co., Inc., distributors of Chrysler-Aitrem and Toshiba for the metropolitan New York City area. Also appointed were Mel Schreck as sales manager; Carl Mofitz replacing Schreck as district manager; Mitch Meyers as service manager.

Harold Brenner has been named general manager and secretary-treasurer of the Jack D. Marcus Co.,

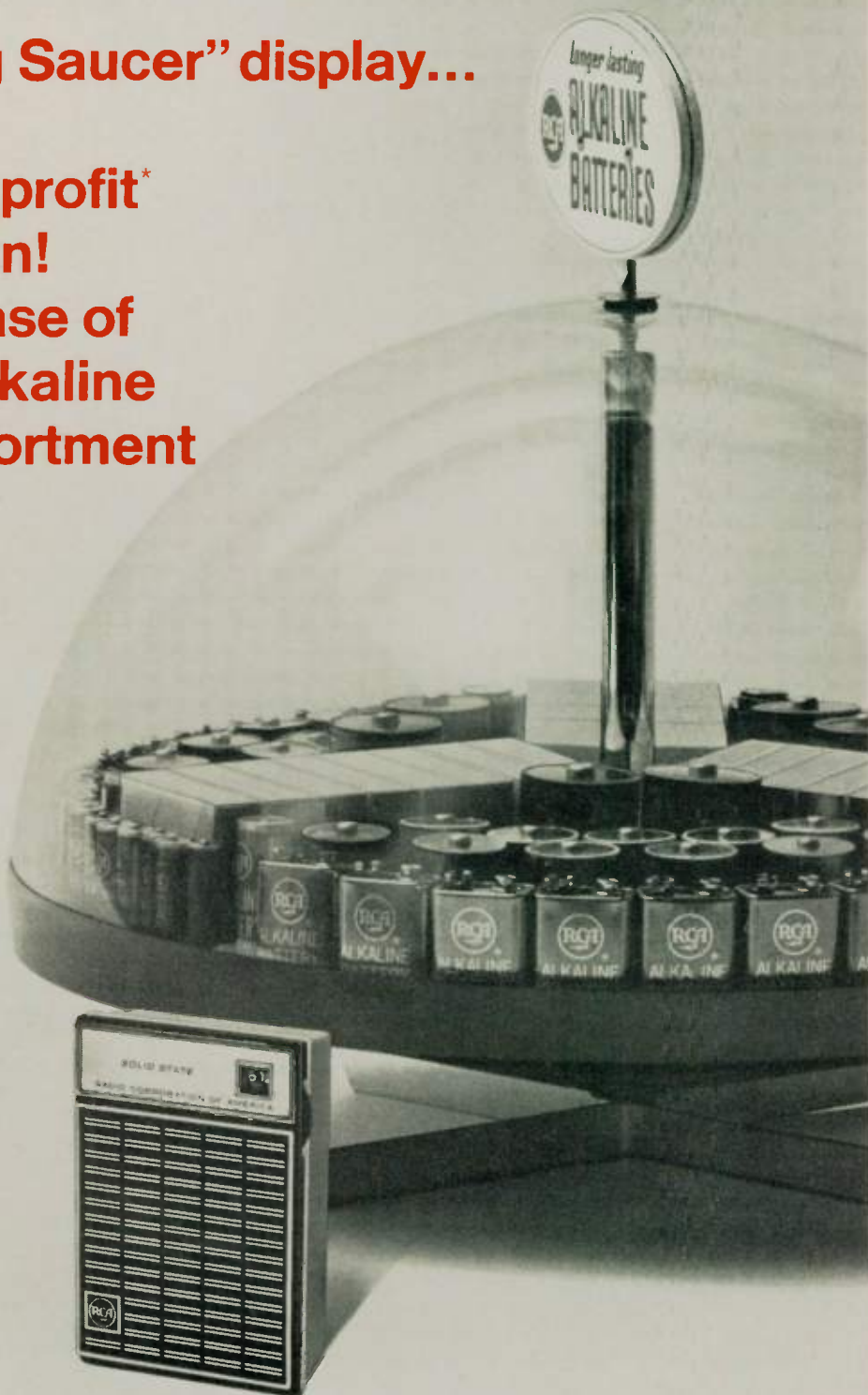


R. W. Blake

H. Brenner

Inc., metropolitan New York City representatives for the Norelco electric shaver line. Ronald W. Blake has been named sales manager, replacing Brenner.

**Free "Flying Saucer" display...
free radio...
and \$44.28 profit*
on every turn!
With purchase of
Pre-pack Alkaline
Battery Assortment**



RCA

RCA's pre-packaged ALKALINE battery assortment VS3212 includes six of the most popular types of these longer-lasting batteries. The display is free when you purchase the package, and we also include a certificate entitling you to a free RCA Transistor Radio (including carrying case and earphone). The "Flying Saucer" is guaranteed to attract attention... and sales. So contact your RCA Battery Distributor today, or write RCA Electronic Components, Harrison, N.J.... and start building battery profits tomorrow.

*Based on optional Dealer and List prices

SUGGESTED DEALER PACKAGE VS3212 includes:

Quantity	Type No.	Optional Dealer Price	Optional List Price
96	VS1334	\$31.68	\$ 48.00
48	VS1335	18.72	28.80
24	VS1074	7.92	12.00
24	VS1323	20.16	30.00
6	VS1336	3.00	4.50
6	VS1149	5.04	7.50
		\$86.52	\$130.80
DEALER PROFIT: \$44.28			



PREWASH WASH RINSE SOAK DRY

KitchenAid

Superba

Daily Use

Party

LOCK

WASH WASH RINSE RINSE
SOAK SOAK DRY DRY

The all new KitchenAid dishwasher. For dealers who believe in old-fashioned quality and profits.

Our brand new line has many strong new selling features as well as good, old-fashioned quality.

Smart new styling.

A great new wash/rinse system that gets even the dirtiest dishes cleaner than ever before. Without any hand-rinsing. And cleans pots and pans as clean as any dishwasher can clean pots and pans.

New washing cycles.

Newly-designed racks that make it more convenient to use. Easier to load. More flexibility for holding all sizes and shapes of dishes.

And, of course, a most complete line of dishwasher types in a wide range of prices. Only KitchenAid offers built-ins, free-standing models, convertible-portables, top-loading portables, and dishwasher-sink combinations.

We've always believed in quality.

Quality sells. It's what we've built our reputation on for nearly 20 years.

Quality sets people talking. That's why your customers already know KitchenAid. What kind of product we make. What we stand for. And why most KitchenAid dishwashers are sold on the recommendation of satisfied KitchenAid owners.

Quality assures. It assures you of a good turnover on the well-accepted KitchenAid line. And assures customer satisfaction, goodwill, referrals and repeat sales that all result in profits.

If you believe in old-fashioned quality and profits, contact your KitchenAid distributor for all the facts. Or send the coupon. We think you—and your customers—will like what you see.

We don't think quality is old-fashioned.

KitchenAid Dishwashers, Dept. 8DQ-5
The Hobart Manufacturing Co., Troy, Ohio 45373

Send me more info on your new line.

Name _____

Address _____

City _____ State _____ Zip _____

KitchenAid

Dishwashers and Disposers

By the makers of Hobart commercial dishwashers and food waste disposers.

city by city trends

Indianapolis

A general slowdown in sales across the board has been noted, and white goods have upstaged color TV. Black-and-white portables are doing very well. Credit sales have shown a slight drop, as more cash transactions are being made for lower ticketed

items. Air conditioner sales have started in some stores but weather has not heated up enough to generate good turnover.

Jacksonville, Fla.

Sales here ranged from down a bit to 10 per cent up from 1967. McDuff's

reports excellent success due to two new store openings. Refrigeration and laundry lead the white goods parade, while 12-in. and 14-in. portables are selling well in the color TV market. Consoles still lead color sales, making the average price around \$500. Air conditioner sales have been held back by cool weather.

Madison, Wis.

Portable stereo radio combinations in the \$100-\$200 range have been a big item in this university city, but big ticket color TV has been very slow. Portable black-and-white doing well. Business in general slow as vacations, election campaigning, and other interests have distracted both students

and faculty. White goods, including refrigeration and laundry, doing slightly better than last year.

New Orleans

Air conditioners have sparked a recovery for dealers here. Early warm weather, rain, high humidity, and a good replacement market potential foretell promise for the months ahead. Color TV moving, not in high ticket items, but near \$550. Portable color TV and black-and-white came on strong with the baseball season. Laundry equipment slow, but dryers still have fair movement.

Pittsburgh

April "left much to be desired," in the words of one leading retailer. The combination of rioting and curfews after the death of Dr. Martin Luther King left business in affected areas of the city off sharply. The aftermath has seen a slow pickup in sales, and warranty confusion in color TV has left sales in that sector difficult to assay. Refrigeration has done well, but a cold spring has kept air conditioner sales minimal. Stores not in riot and curfew areas showed good business.

Seattle

Full employment in aircraft industry making for a good increase in sales of white and brown goods. Color TV consoles and high-end combinations up to \$1,200 doing very well. Second color TV sets also selling in good numbers. Pre-Mothers Day sales in small electrics moved blenders, vacuums, and table radios. Ranges and side-by-side refrigerators, mainly in avocado, good items.

Springfield, Mass.

Business is spotty in this area, with some stores reporting sales figures slightly above 1967, while others are as much as 30 per cent off. A mixing of good and bad days has also been noted, with below-average traffic. Laundry has been leading in a soft white goods market, while color TV is holding with sales slightly above 1967. Still consumer favorite is the 295-sq.-in. set at an average retail price of \$500.

Tucson

Color TV doing exceedingly well in consoles as well as in portables. Black-and-white portable sales also good. Laundry equipment slow, but ranges, refrigerators, and air conditioners picking up after a short lull. Building starts are up, and although the long-range picture looks bright, a 400-man layoff by a major aircraft producer here has clouded the short-range outlook.

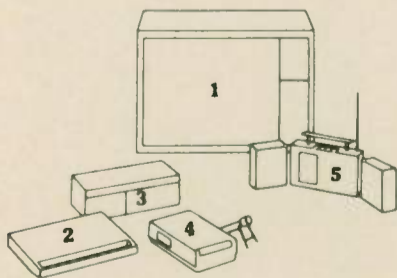
Winston-Salem

Taxes and an election week lull contributed to an April sales sag here after an exceptional first quarter. Monthly figures still managed to stay above 1967, due mainly to laundry and color TV, with some help from refrigeration. Color TV is starting to move well in the 14-in. and 18-in. portable sizes as well as consoles. Both stereo and air conditioner sales lagging.



The Spotlight is on the Hitachi all-star cast

Every model in the Hitachi line of home entertainment instruments is a star performer. Color TV, Portable TV, Portable and Table Model Radios, Tape Recorders, Phonographs . . . lighting up sales for dealers throughout the country . . . putting a new glow on dull profits. Isn't now the time to let Hitachi turn the spotlight on for you to illuminate your sales and profit picture . . . our all star cast is sure to attract a bigger share of the consumer audience wherever featured.



1. MODEL CNA-24T: Color TV. 171 square inch picture screen. Electronic memory tuning. Keyed AGC. Automatic degaussing system. VHF dipole telescopic antenna. Suggested list \$349.95 with wheel-about stand.
2. MODEL DPT-610: Portable Radio-Phonograph. 2 speeds. Full range AM reception. PM speaker. Hi-impact plastic cabinet with self handle. Only 3½ pounds light. Operates on six "D" cell batteries. Suggested list \$24.95. AC adaptor available.
3. MODEL KC-750H: FM/AM Clock Radio. 4" PM speaker. Built-in antennas. AFC-automatic frequency control. FM/AM tuning dials. AC clock with light-up dial, sleep-switch, snooze button. Handsome modern cabinet. Suggested list \$39.95.
4. MODEL TRQ-220: Cassette Portable Tape Recorder. 3" PM speaker. Operates on 4 "C" cell batteries and AC electric. Push-button controls. Dynamic microphone. Complete with accessories. Suggested list \$69.95.
5. MODEL KS-1700H: World's first mini FM Stereo Portable with standard FM and AM. Two 4" PM speakers, each in detachable extension enclosure. Telescopic and built-in antennas. Operates on four "C" cell batteries and AC electric with adaptor. Only 4½ pounds light. Suggested list \$79.95 with AC adaptor and accessories.

These are just a number of the headliners in the Hitachi all-star cast. They'll perform brilliantly for you . . . write for complete line information.

HITACHI

HITACHI SALES CORPORATION • 48-50 34TH ST. • L.I.C., NEW YORK 11101

INSIDE AND OUT DISPLAYS . . . *Continued from page 24.*

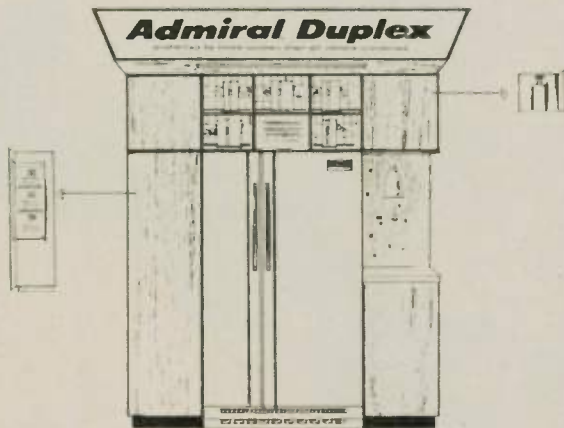
Point-Of-Purchase Display

Designed for Philco-Ford's 30-inch-wide, side-by-side refrigerator and freezer is a point-of-purchase display, which is approximately three feet wide and two feet high. Copy says in part, "Presenting the refrigerator designed for today's once-a-week shopping." Another product top display has an arrow saying "Get the inside story" on the new 1968 Philco "Instant Cold/No Frost" refrigerator. Header also reads "Check the deluxe features" and these features are listed on smaller arrow display pieces. Firm also has a "Buyer's Guide" which is a selling as well as sales training tool. **Philco-Ford Corp.**, Tioga & C Sts., Philadelphia, Pa. 19143.



Display Selling Center

A permanent display fixture shows how the Admiral "Duplex" refrigerator-freezer may be installed in a kitchen for the desired built-in look, without expensive carpentry. A full-length cabinet on one side of the "Duplex" contains a colorful illustrated book with the selling features of the complete line. On the other side of the unit is a base cabinet with a white "Formica" counter top. A literature rack mounted at the back of this counter holds line folders. This entire area is lighted by a wall-mounted light fixture. An upper wall cabinet contains a pressurized water container with flexible tubing which allows dealers to connect the automatic ice maker for demonstrations. The six-foot-wide plastic header is back-lighted as is the full-color transparency panel showing the "Duplex" colors and sizes. The cabinets are constructed of walnut-grained hardboard with solid lumber support. **Admiral Corp.**, 3800 W. Cortland St., Chicago, Ill. 60647.

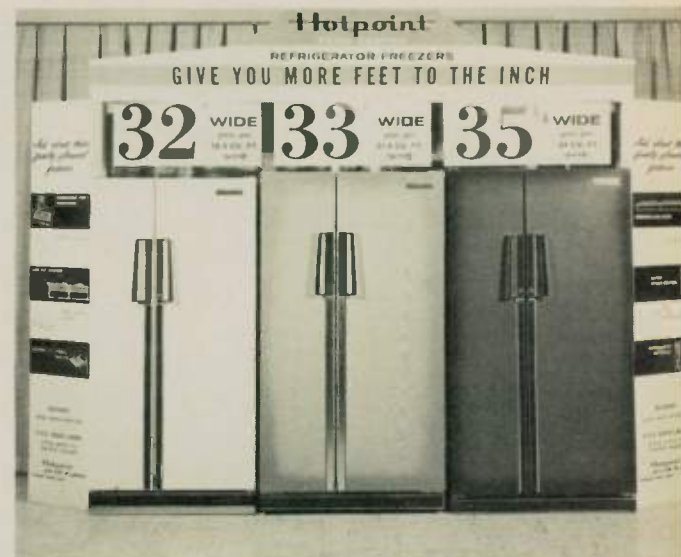


Full-Color Folder

A new six-page, full-color folder featuring the 1968 Tappan line of refrigerator-freezers provides information for dealers on each of the company's 10 models. Described are units with roll-out wheels, side-by-side refrigerator-freezer, and automatic ice maker. The folder gives details for installation of the ice maker and use of the decorator trim kit on the side-by-side models. **The Tappan Co.**, Mansfield, O.

Side-By-Side Display

A new display developed by Hotpoint featuring its 18-, 21-, and 24-cubic-foot side-by-side models will showcase three units in a side-by-side lineup in an area of about 10 feet. The display centers on the theme that models in the refrigerator-freezer "Food Center" line "give you more feet to the inch." The permanent wood and metal display makes provisions for easy copy revisions as models and features change. Enlarged numerals on a header point out the width and corresponding capacity for each model shown. Step-up features are pictured in panels located at each side of the display, which enables the dealer to feature the latest product colors. **Hotpoint**, 5504 S. Brainard Ave., LaGrange, Ill. 60525.



Product Topper

A display piece designed to sit on top of a refrigerator reads "Westinghouse — the complete refrigerator with automatic ice maker . . . Watch it make ice." Beside the copy is a drawing of the ice maker at work. The firm has as a display piece a large book, with color panel samples, which invites customers to "pick a panel from 5 exciting Westinghouse custom colors . . . or use wallpaper, paint, or fabrics of your choice." **Westinghouse Appliance Sales & Service Co.**, 3 Gateway Center, Pittsburgh, Pa.



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.*

35th National Premium Show: *Navy Pier, Chicago, Sept. 16-19.*

International Ass'n of Electrical Leagues 33rd Annual Conference: *Sheraton-Ritz Hotel, Minneapolis, Oct. 2-4.*

AGA Annual Convention: *Convention Hall, Philadelphia, Oct. 6-9.*

22nd National Hardware Show: *New York Coliseum, New York City, Oct. 7-10.*

2nd National Home Appliance Conference: *Denver Hilton, Denver, Oct. 23-25.*

Atlanta Music and Home Entertainment Show: *Civic Center, Atlanta, Nov. 21-24.*



We've added three great new features to the Tappan Gallery Range.

Our new Gallery Range (only one in the world with a built-in warming shelf) is selling so well that we've declared a Silver Dividend!

It's a magnificent buffet service created by International Silver, including a 1½-quart covered casserole with Pyrex insert, 12-cup coffee carafe and a handsome warmer tray—all in the popular Gadroon pattern.

For a limited time, you can get this beautiful service with every Gallery Range you order. Display it

on the warming shelf—and offer it free to your Gallery customers. We'll also send you a complete package of full-color sales aids to help you build a really exciting promotion.

All three Tappan Gallery Ranges (gas, electric, electric self-clean) are selling fast without any fancy premiums. So our Silver Dividend is a golden opportunity for you to get even more range business. Tappan, 250 Wayne Street, Mansfield, Ohio 44902.



TAPPAN makes everything in the kitchen your business.



"Gee, I've never seen the boss carry on so emotionally over a new shipment of refrigerators before."

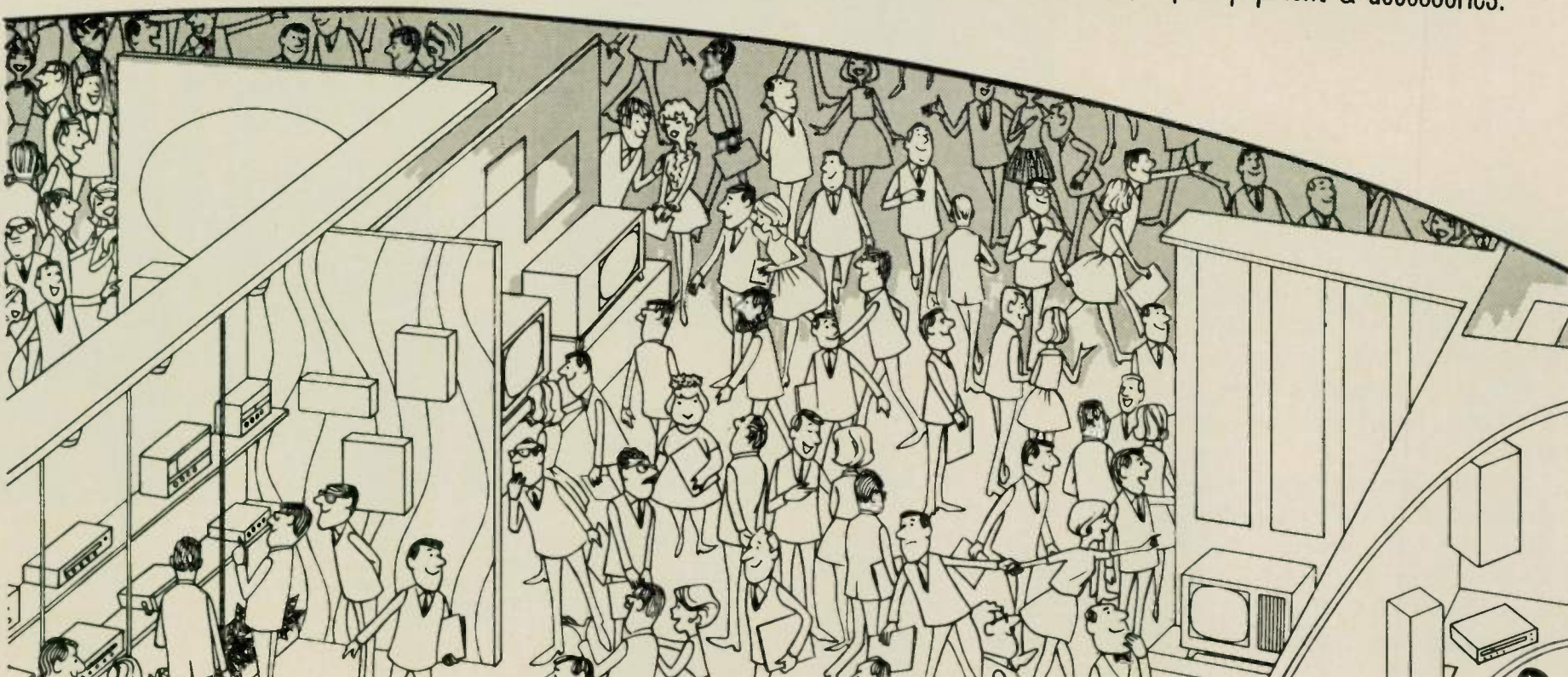
for the trade only

CONSUMER ELECTRONICS SHOW

NEW YORK CITY

JUNE 23 thru 26, 1968, AMERICANA, NEW YORK HILTON, WARWICK HOTELS

Introducing the Industry's 1969 television, radios, phonographs, audio components, tape equipment & accessories.



the annual meeting place for the people and products of the industry

PREVIEW THE PRODUCTS

Presenting virtually the entire Industry's new lines of merchandise... Over 150 exhibitors... featuring over 15,000 products.

Highlights of Consumer Electronics Week

- ANNUAL ALL-INDUSTRY BANQUET
- GOVERNMENT-INDUSTRY SYMPOSIUM
- RETAIL-MERCHANDISING SEMINARS
- TAPE EQUIPMENT CONFERENCE

BY AND FOR THE INDUSTRY

PRODUCED AND SPONSORED BY
CONSUMER PRODUCTS DIVISION
ELECTRONIC INDUSTRIES ASSOCIATION

MEET THE PEOPLE

Over 20,000 of the nation's retailers, distributors, manufacturers and importers, industry allies, press representatives and government officials will attend the 1968 Show.

Show hours

Sun. June 23rd 12:00 Noon - 6:00 p.m.
 Mon. June 24th 10:00 a.m. - 6:00 p.m.
 Tue. June 25th 10:00 a.m. - 9:00 p.m.
 Wed. June 26th 10:00 a.m. - 9:00 p.m.



Register today! Send for your FREE BADGE OF ADMISSION

ADVANCE REGISTRATION

10

Present this card to Registration Desks for admission badge or register in advance by mailing this card, properly filled in, to the address below before June 15 and your admission badge will be mailed to you. The badge will admit you to the show at all times and no further registration will be necessary. There is no registration fee. Don't stand in line, register now.

Check below if you wish us to make hotel reservations.

Name _____ Title _____
 Firm _____
 Street _____
 City _____ State _____ Zip _____
 Type of Business _____

Please check below the classification of your business

- RETAILER DEPT.-CHAIN STORE BUYER DISTRIBUTOR
 MANUFACTURER'S REPRESENTATIVE MANUFACTURER
 OTHER _____ Please send us your hotel reservation blank.

CONSUMER ELECTRONICS SHOW, 331 MADISON AVE., NEW YORK, N.Y. 10017

Component veteran reports

Switch to high margin packaged stereo keeps people in store

Display of line in depth avoids "shopping around" by customers.

With a wide variety of styles competing for the consumer's dollar, home entertainment continues to attract a steady share of high margin sales despite fluctuations in many other categories of goods found in today's appliance-home electronics store.

Time was when quality stereo high fidelity equipment was the exclusive domain of the component specialist. At one time this was perhaps justified because of the poor quality of audio products being produced by many manufacturers.

Stark Suburban Sound, Inc., Wichita, Kan., at one time was a specialized operation, dealing in components, catering to the high fidelity fan, with a reputation for "knowing the score."

"Within the last couple of years," says Marvin Jenkins, manager of Starks, "we found that these component makers had become afflicted with the 'share of the market' bug, and had begun adding dealers and a minimum re-sale, high list price structure which led to footbaling and just about knocked the profitability out of components.

"We also noted that some packaged set makers were putting quality into their sets, and offering better product protection in most instances. We took on the Magnavox line, but also have continued some components for the truly dedicated high-fidelity fan. That is if we cannot convert him."

Starks carries a full line of stereo, stereo-color TV combinations, and console and portable TV, "in depth."

Jenkins considers the success of the past year's operations due to the store having as many sets as possible on the floor in every cabinet style and cabinet finish available. By being able to show all sets made, there is no need for the customer



One of Wichita's "folksy" folks: Marvin Jenkins.



Jenkins, manager of Stark Suburban Sound, Inc., Wichita, Kan., demonstrates stereo to Claudette Cook, who finds depth variety of cabinets and finishes one-stop shopping point.

to shop other stores in the area, and Starks is able to close about 80 per cent of its store traffic.

Starks concentrates its major advertising monies on the fall and winter months, but finds that the store draws just as well on other dealers' ads the rest of the year, because it stocks all models and finishes.

"Where other dealers want to show a picture in a catalogue, we have the set," Jenkins states.

"People in Wichita are 'folksy' and we like to cater to their whims," says Jenkins. "If it means we have to make a special trip to the home to measure the space a stereo is to go into, we take the time. Often it means selling a larger unit than the customer originally was looking at, and the small extra effort often makes the difference in closing the deal. If at all possible, we will take the set out there and try it, to show the customer how it will look in her home. We also give same day delivery."

Besides being very accommodating, Starks considers its reputation as a servicing dealer with fair rates a key factor in extra sales, "from friends of our regular customers."

Besides quickly servicing all it sells, the store provides as much same or next day service for equipment it has not sold depending on the availability of its two service trucks.

"After all, a person with a service problem is a potential customer for a new set," Jenkins points out. "And our service men are quite frank in advising the customer if

their set will cost more to fix than it is worth."

The store's accommodating attitude in dealing with its customers is illustrated by the following incident which took place in the store while a Mart magazine editor was present.

A couple came in and asked if they could "lay-away" a particular color TV set while a sale was on. Jenkins accepted a \$50 deposit on an over \$500 sale in a transaction that took less than five minutes.

"You know," said Mrs. William L. McDaniels, the customer, "we actually made the decision to buy the set in a large music store downtown. But the salesman there wanted us to go through a credit check and sign contracts before we could put the set aside, taking advantage of the sale. We want to pay cash, but before we can accept delivery on the set, we must make space for it by making an opening in a closet. This is our first TV. The salesman never asked, but you made it so simple."

Before they left the store, the McDaniels spent another 30 minutes with Jenkins discussing a new stereo console, their next major purchase.

new products

Sylvania TV/Slide Theater

Hailed as the "first major audio-visual innovation in home entertainment products since the introduction of color television" is the "Color Slide Theater," a new unit that presents color TV programs, color photography slides, or pre-recorded and home-made tapes on the same instrument. All of the component instruments in the unit, 29 5/8 in. high x 19 1/2 in. wide x 54 5/8 in. long, can be operated independently.

A unique feature of the theatre is that the tape recorder and slide projection system can be synchronized to prepare slide presentations with



Sylvania "Color Slide Theater" and (below) controls.

taped narrations that also change the slides electronically on cue. The slides can also be changed manually with a remote-control switch held by the viewer.

The slide system uses a circular slide tray which can accommodate 80 color or black-and-white slides, 2 in. x 2 in. A small cathode ray tube, called a "flying spot scanner," is used to transmit the photograph from the slide to the screen of the TV set. The slides, like color TV, can be viewed in a lighted room.

The unit can be changed from TV to slide projection operation by a push-pull switch. A microphone provided with the unit permits users to produce a co-ordinated slide-tape presentation.

The cassette-type cartridge tape recorder contains a record and play-back feature; a recording level meter; a microphone and the control which provides the means to electronically

change slides.

The color TV receiver features the "Color Bright 85" picture tube with a 295-sq.-in. screen and automatic fine tuning control.

Unit is available in a Traditional style design in butternut and a Contemporary classic model in walnut. Suggested retail price: \$995. Sylvania Electric Products, Inc., 730 Third Ave., New York, N. Y. 10017.

Rival Blender

Two solid state controls — one for the speed, another for the timer — are features of the new "Magic Touch" blender, Model 930, whose "Automatic Speed Control" prevents spurts or slow downs.

With a variable power range of from 6,000 through 16,000 rpm, the unit maintains any of 12 basic speeds: stir, whip, puree, crumb, shred, grind, chop, grate, mince, mix, blend and liquefy. The automatic timer has settings from three to 60 seconds.

Styled in "wood tone" with chrome accent, the sloping keyboard has three touch buttons in the center; markings are clearly defined for the chrome speed and timer dials. The



Rival "Magic Touch" blender

unit features "Turb-O-Matic" blending/cutting action, a 44-oz.

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 MA59DFTM
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

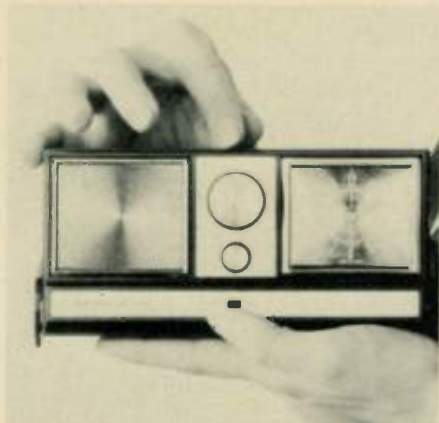
Quality and Dependability Since 1908

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

container molded of "Tyril," a removable leakproof white vinyl cover with a 2-oz. lift-out center cap, a removable cutting unit threaded to fit canning jars, and non-mar, non-skid rubber feet. Suggested retail price: \$59.95. *Rival Mfg. Co., 36th and Bennington, Kansas City, Mo. 64129.*

Midland Travel Clock Radio

Called the "Travel-Mate," Model 11-655 is a new travel alarm clock radio featuring a solid-state, 9-volt battery-powered AM radio and a 24-hour spring-wound alarm clock which can be set for automatic wake-to-music. The leather-grained



Midland "Travel-Mate"

brown polystyrene cabinet folds away to 6½ in. x 3⅛ in. x 1¼ in. A 9-volt battery and an earphone for

private bedside listing are included. Suggested retail price: \$19.95. *Midland International Corp., 1909 Vernon St., North Kansas City, Mo. 64116.*

Selectron Lighter

An electronic lighter that uses neither flint nor wheel, neither wick nor battery, but generates its own electricity for self-ignition has been introduced in three different versions: table, pocket and boudoir models. Known as the "MaruMan" electronic lighter, this "first of its kind" lighter uses regular butane fuel and is, says the firm, safe, dependable, fool-proof and permanent. Flame height is



"MaruMan" Model DL-2

easily adjustable for pipe or cigarette.

Suggested retail prices range from \$16.95 for pocket lighter Model DL2 (in chrome, silver or gold) to \$39.95 for table Model T-7 (in gold or silver). *Selectron International Co., Inc., 4215 W. 45th St., Chicago, Ill. 60632.*

Mathews Hand Vac

A new cordless hand vacuum cleaner, powered by a brushless, transistorized motor that operates on rechargeable nickel-cadmium batteries, weighs about 3¾ lbs. (battery pack included). Unit comes complete with charger base (115-volt, 60-cycle a-c), can be recharged overnight



Mathews cordless hand vac

or in about 12 hours, and "on one full battery charge it can tidy up a large house (1200 to 1500 sq. ft.)," says the firm. The unit features three extension wands, three cleaning attachments, and three disposable vacuum bags. Suggested retail price: from \$29.95 to \$34.95. *Mathews Electronics Corp., 312 S. Broad St., Mobile, Ala., 36603.*

Viscount Stereo System

New AM/FM stereo system features matched walnut cabinets, built-in multiplex scanner, and "stereo eye" system. "Audiophile-engineered" with twin speakers, 8 in. x 8¼ in. x 8½ in., the unit also has AFC, continuous tone and balance, auxiliary



Viscount stereo system

tape and phono jacks. The solid state tuner measures 16½ in. x 3¼ in. x 9¾ in. "BSI Mini-changer" is optional. The compactly styled unit carries a suggested retail price of \$99. *Viscount Div., Consolidated Merchandising Corp., 520 W. 34th St., New York, N. Y. 10001.*

Gibson is now up to 3rd in manufacture of room air conditioners.

Surprised? We think it's disgraceful.

If you made an air conditioner that floats cool air down from above when everybody else delivers a drafty stab in the back, would you be satisfied with shooting up to third place?

If your competitors were still at the drawing boards, when you had patents on such a basic advance as power driven Air Sweep,

would you be content with a climb to third place, no matter how rapidly?

If you were the only one who provided 100% fresh air, 100% exhaust, humidity control and temperature accuracy to 1½°, would you be doing handsprings, just because you zoomed up to third?

Neither are we.



Gibson

Gibson Refrigerator Sales Corporation,
Greenville, Michigan.

on tape

Kinematix introduces "world's first 4- and 8-track cartridge recorder"

Two models of the "first four- and eight-track cartridge recorder ever marketed," introduced by Kinematix, Inc., make possible recordings from FM radio, multiplex, phonograph records, microphones, or any other electronic source, onto the four-track or eight-track continuous loop cartridges. Model KX-899 incorporates record electronics only. Model KX-900 combines both record and playback electronics.

The units measure 6³/₄ in. x 9¹/₂ in. x 3¹/₂ in. A unique feature of the recorders is their ability to stop when they contact the metallic foil sensing tape on all eight-track tapes, and



Kinematix cartridge recorder

which can be added to four-track tapes. This eliminates the need for a stop watch to prevent over-recording on the same track.

The recorder is equipped with a sensitive VU meter. The units incorporate all steel construction, heavy cast and machined flywheel, etched capstan, vertical head changing mechanism, and "Nortronics" heads. They operate at 110-120 volt AC, but a quick conversion may be made to use in a car, says the firm, as the interior electronics are designed for use with 12-volt DC.

Model KS899 carries a suggested retail price of under \$160. Model KX-900, which may be used with any hi-fi system, is priced under \$170. Kinematix, Inc., 2150 W. Lawrence, Chicago, Ill. 60625.

Capitol casts vote for cassette market

Capitol Records, Inc. (CRI) has declared its intention to enter the rapidly growing cassette market on June 3, with an initial release of 25 selected catalog titles, thus becoming, says Capitol, "the first major record label to support the cassette system."

In making the announcement, Stanley M. Gortikov, president of CRI, said that Capitol will continue its full support of the eight-track tape cartridge system, even accelerating release, manufacturing, and marketing efforts on behalf of eight-track. "We shall also continue vigorous marketing campaigns on behalf of Capitol's extensive catalogs of both 3³/₄ and 7¹/₂-inch reel-to-reel tapes," Gortikov said. "The release of Capitol albums in this newest tape medium, cassette, reflects our continuing policy of offering our catalog recordings in whatever form the public wants."

Panasonic introduces tape recorder with radio

Named the "Woodlawn," Model RQ-121S is an AC/battery portable reel-to-reel tape recorder with AM radio. Styled in black leatherette with silver trim, the unit features capstan drive constant speed operation, two-speed record and playback, 1⁷/₈ or 3³/₄ ips, and direct recording off radio without complicated hook up or connecting cords.

Other features include a DX-local sensitivity switch, a safety lock record button and fast forward and rewind. Weighing 5 lbs., 6 oz., the unit contains nine solid state devices and comes with the following accessories:



Panasonic Model RQ-121S

remote microphone, 3¹/₄-in. reel with tape, 3¹/₄-in. empty reel, and six C size batteries. Suggested retail price: \$59.95. Matsushita Electric Corp. of America, Pan-Am Bldg., 200 Park Ave., New York, N. Y. 10017.

GE offers tape bonus for spring gift season

Tape bonus offers directed at consumers and dealer salesmen are part of a spring gift promotion by the tape products business section of General Electric. The promotion runs through June to span the Mother's Day/Father's Day/graduation gift season.

For consumers, GE is offering five reels of recording tape free with the purchase of a three-inch capstan drive portable recorder, Model M8130, available at a suggested retail price of \$33.95.

At the same time, dealer salesmen may win prizes for units sold.



"Reminds me of my ex-wives. Terrific playbacks and, boy, did they walk out by themselves!"

Too many retailers think Sharp specializes only in portable TV. They're unlucky. They're missing those big, fat, full profits from our RD 708, above, and our complete line of portable stereo and monaural tape recorders. We make 'em better, price 'em better, promote 'em better—because portable home entertainment is our business, our only business.

That's why we get carried away . . . and never come back.*


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

Get **SHARP**

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

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

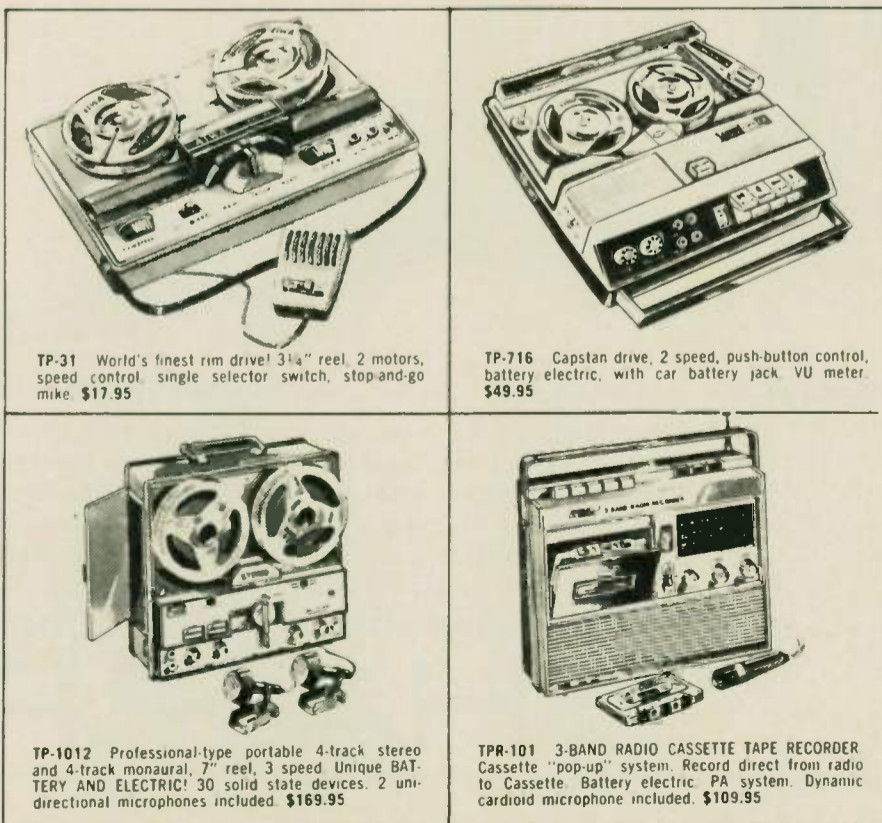
Who do You think is No. 1

Keep Your Eye On 

AIWA

*Say "Eye-Wah!"

in Tape Recorders?



TP-31 World's finest rim drive! 3 1/4" reel, 2 motors, speed control, single selector switch, stop-and-go mike. \$17.95

TP-716 Capstan drive, 2 speed, push-button control, battery electric, with car battery jack, VU meter. \$49.95

TP-1012 Professional-type portable 4-track stereo and 4-track monaural, 7" reel, 3 speed. Unique BATTERY AND ELECTRIC! 30 solid state devices. 2 uni-directional microphones included. \$169.95

TPR-101 3-BAND RADIO CASSETTE TAPE RECORDER. Cassette "pop-up" system. Record direct from radio to Cassette. Battery electric. PA system. Dynamic cardioid microphone included. \$109.95

All AIWA Tape Recorders come complete with batteries, microphone, earphone, reel with tape and take-up reel.

It's What's Happening! While your customers nodded to products of the big five when they came into your store, more of them put their money on AIWA by Selectron than any other brand. Why?

- More Value—price tag-to-price tag!
- More Buy-Me Appeal—feature-to-feature!
- More Total Performance—product-to-product!
- More for your customer's Dollar!
- More Dollars and Profits for you!

Keep your Eye on AIWA! You'll be seeing us more and more across the country at the fingertips of America!

Let's work together!

Now!

Keep Your Eye On



AIWA

Selectron International Co., Inc.

4215 West 45th Street • Chicago, Illinois 60635

the mart sears report

New stores up ante in New York area

Sears, Roebuck & Co. is seeking to correct its somewhat spotty department store coverage of the New York City area by opening several new mammoth outlets in outlying areas. The new stores reflect the chain's increasing trend to a "full service" status, with great accent on fashion and fashionable appointments.

The two stores to be opened most recently are a 306,000 sq. ft. two-level department store in the huge new Willowbrook Shopping Center in Wayne, N. J. and a 300,000 sq. ft. store in White Plains, N. Y. The shopping center store is the sixth Sears outlet to be opened in New Jersey within three years. The center eventually will encompass 100 acres and will feature more than 100 stores in a temperature-controlled mall.

Nationally, Sears plans to open 35 new stores during 1968. Five complete department stores, including the New Jersey and White Plains operations are scheduled for the company's eastern region. Other openings will be in Bethesda, Md., Burlington, Mass. and Langhorne, Pa.

Sears increased emphasis on fashion is dramatized in the New Jersey store through an avenue of boutiques down which the customer passes after entering the doors. Contrasting color schemes (which are carried over to the main floor appliance department) are employed along with architectural motifs and ornamental embellishments. Vignettes are employed in the second-floor brown goods department to give a hint of full room settings to stereo consoles on display.

Such relatively new Sears offerings as its daily flower delivery service are promoted along with traditional services such as the AllState Insurance counter. A *Mart* magazine editor, following an aroma of popcorn, was drawn to a confectionery counter, where adults and children stood in line to receive a sample handful of nuts. If the consumer took but two steps forward, following receipt of the nuts, she found herself in the store's appliance department.

This experience recalled for the editor that many years ago a Sears appliance department manager had told him that his favorite stunt was to place popcorn kernels in a pan atop a range in the department and to start them popping.

"I smell up the whole store," he noted, "but it really draws the people to our department." Casual inquiry failed to evoke admission that the popcorn aroma was intended as an appliance department magnet.

More than 40 color sets were in operation in the home electronics department



Vignettes in home electronics department of Sears new Willowbrook Shopping Center store, Wayne, N. J., give homemaker hint of how stereo console might appear in her home.



More than 40 color TV sets are in operation in Sears home electronics department, "giving prospect chance to see all models in operation," salesman explains.

of Sears-Willowbrook when *Mart* magazine visited there. In one section, black-and-white receivers were displayed adjacent to the color receivers.

Asked why the store had so many color sets operating, a salesman explained that Sears wants the customer to have an opportunity to view every model in the line.

Differences in the hues of each color screen were readily apparent to shoppers.

Most of the salesmen employed by Sears-Willowbrook are brand new to Sears it was learned, with only supervisory personnel boasting previous experience with the giant chain.

Key to the perpetuation of the fashion approach of the new Willowbrook and White Plains, N. Y., stores is a 197,000-square-foot fashion distribution center, located in northern New Jersey.

The center contains automated and computerized control systems which daily process thousands of garments for Sears retail stores in the eastern part of the U. S.

The center's processing system is said



Attention getter in main floor appliance department of Wayne, N. J., store is copper-tone washer and dryer mounted midway up turquoise wall.



Electric self-cleaning oven is featured in range department at Sears-Willowbrook. Adjacent to major appliance section is "climate control center," offering attic fans, humidifiers, furnaces, and gas heaters.

to measure the current fashion preferences and requirements of any Sears stores as shown by purchases which have been recorded. Each sale is evaluated and incorporated into a total analysis of the area.

The new Sears store in White Plains offers shopping on three levels.

Atop the store is a six-level ramped garage which holds 1,800 autos. Additional parking space for auto department customers is provided at the street level.

Escalators and elevators carry customers to shopping floors in the store from the overhead parking areas. At the top of one escalator is a department for shoppers who have lost their car keys or left them locked in their cars.

For a charge of \$2.50 Sears will open any car for the owner, and for an additional 50 cents, the store will make a new key, using a number system.

The key purchaser must, of course, satisfy store security officers that the car does indeed belong to her.

electric housewares and floor care news

Floor care merchandising: a "jewel" for the dealer, ready to be demonstrated

Ask the man who used to own one — a major appliance store, that is — and he'll tell you that the independent dealer can be a major factor in moving floor care machines.

The ex-dealer from York, Pa. is Earl Seitz, now marketing vice president for Regina Corp., Rahway, N.J.

What the appliance dealer can do is the same thing that a Sears or a Macy's does so well — demonstrate.

Seitz says the only way a customer can make sure she's getting what she's paying for in the floor care area is via a demonstration. The big thing the independent dealer has going for him — which the discounter doesn't — is a sales force which can legitimately take the time to find out what the customer needs, and then fit the product to her needs, and finally wrap up the sale by demonstrating the product.

What makes floor care items different from refrigerators, for example, are two things: If a couple with no children own an eight-room house, with lots of carpeting, they need, and should be sold, a heavy-duty cleaner that sells for maybe \$79. But, don't try to sell the same couple a 15-cubic-foot refrigerator, because it doesn't suit their needs and it tends to destroy what the dealer has going for him — his customers' confidence in him personally and in his reputation for serving honestly, serving individually but most important — serving.

Regina's "Crown Jewel" program was tailored to just this kind of dealer, Seitz emphasizes.

Although Fair Trade is hardly a new concept in programming, Regina, with its "Crown Jewel" line, is the only floor care manufacturer which is currently going the fair trade route.

The program provides additional ammunition to the independent dealer in his battle for survival in the "large-size jungle" where he is forced to compete, Seitz points out.

By using "Crown Jewel" as a profit line, with its guaranteed built-in margin, the dealer can be more competitive in other areas, without its hurting so much.

As a former dealer himself, Seitz recalls his working credo: "Once you hit the breakeven point, you can swing." "Crown Jewel" makes the swinging easier, Seitz says.

What's more, it's designed to be attractive to the distributor, and to protect him, too, since the independent dealer needs him for service.

The instant success of the "Crown Jewel" line and program, which made its debut at the January housewares show, and which now accounts for 25 per cent

of Regina's total brand business, can be attributed to two things: "the way it looks" and "the fact that we were lucky," Seitz says.

"The way it looks" means the use of color and fashion fabrics for dust bags on the "Elektrikbrooms."

"We realized that we are the only manufacturer of lightweight vacs that uses a fabric bag — the rest are all molded tanks — so we decided to take advantage of this unique feature and do something different with it," says Seitz.

The difference ended up being a fashion approach to styling the fabric bags — by getting home furnishings designer Freda Diamond to select the colors and fabrics — a move that paid off in instant acceptance at the consumer level.

Best seller in the "Crown Jewel" line is the B680 broom, at \$34.88, styled with a coral cane-patterned damask bag.

"Lucky" may be Seitz' explanation for the success of the "Crown Jewel," but some would call it, rather, an instinctive sense of what the marketplace wanted. Seitz expands on the "luck" factor by saying, "We tuned in on a responsive chord, which attracted distributors and their dealers to this method of merchandising. What's even more beautiful is that we can now furnish distributors with distinct lines of merchandise which they can sell to difference types of dealers without any conflicts."

NHMA opens door for Betty; Miss F. to make entrance at Design Awards banquet

Who's that knocking at my design door?

Why, it's Betty Furness, who will be the featured speaker at the "Design in Housewares/68 Awards" banquet at Chicago's Palmer House on the opening night of the July 15-19 National Housewares Exhibit.

(For more on the Design Awards, see page 30.)

Although Miss Furness has not disclosed details of her speech, Housewares Show officials are hoping she'll discuss design — favorably, that is.

As one who appreciates good design in women's fashions — which is apparent from the cost of the costumes she tends to wear for her speaking engagements, Miss Furness, it is hoped, will extend her design discretion to a new field for her — housewares.

Up to now, Miss Furness and the housewares business have managed to stay clear of each other. Major appliances and television have been her prime targets.

Now, with the invitation to speak at the Design Awards banquet, the National Housewares Mfrs. Assn. is opening the door to the housewares business to her.

Proctor and Shetland to switch people, places and products?

Watch for changes at Proctor-Silex and Shetland — both divisions of SCM Corp.

SCM last month disclosed plans for a new \$5 million Proctor-Silex 150,000-sq. ft. manufacturing facility at Altoona, Pa., to produce "motor-driven electric appliances and electric motors," including electric knives, can openers, blenders, mixers, hair dryers, ice cream freezers and juicers.

All except the last two are currently items in the Shetland line — leading to speculation that Shetland will move out of the electric housewares business, to concentrate on floor care merchandise under its own and the Lewyt names, and that Proctor will pick up the motor-driven electrics that have been marketed under the Shetland name.

Currently Proctor's only motor-driven products are juicers, ice crushers and ice cream freezers. The bulk of Proctor's electric business, of course, comes from its "heated" appliances — toasters, irons and recently, "percs."

There's talk, too, that Shetland executives have gotten the word that they are to move, come July, from Shetland's offices in Salem, Mass., where the plant also is located, to Proctor's Philadelphia headquarters. And, it is understood that Shetland President Robert Lappin will assume a new SCM corporate post.

On-the-rocks or in a mist, GE sets up cool blend for hot summer thirsts

GE's going to cool it this summer with a consumer promotion that ties together blenders and ice buckets.

The target is two-fold: to point up the fact that GE blenders crush ice without adding liquid, and to get consumers to think more about GE when they're thinking about blenders.

Consumers who buy any GE blender in May, June or July can get a free "Kraftware" ice bucket, styled in cranberry with goldcolor trim, a \$7.95 retail value.

The ice bucket offer will be advertised in full-page ads in the June 30 Saturday Evening Post and the July 9 Look.

The GE blender promotion comes at a time when those who are "hot" in the blender business are putting the heat on each other, with sharp pricing and tie-in promotions. Blenders, however, are still one product area where General Electric Co. still doesn't cut much ice. At this point, GE doesn't come close to being among the "top 3" in blenders. The new promotion looks like GE wants to do something to stir things up a bit.

STOCK GENERAL ELECTRIC CLOCKS

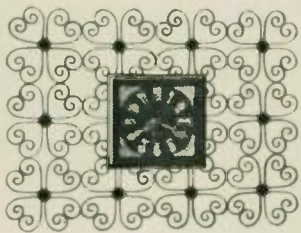
DECORATOR CLOCKS from



AMERICA'S
NO. 1
CLOCK LINE

...there's extra profit
for you

Decorator Clocks are the fastest growing segment of the clock industry. Here are nine from General Electric's complete line. Exciting designs, priced right...all top sellers for you!



SPAIN Cordless! Sophisticated lace gateway frames handsome black and gold-color dial. 17 in. high, 23 in. wide. In black. Model 2525, \$35.00*

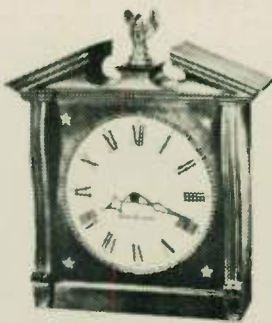


MEXICO Cordless! Authentic reproduction of an ancient Aztec calendar. Antique bronze-color finish. 18-inch diameter. Model 2524, \$35.00*



BAVARIA Cordless! Highly carved folk art design is reminiscent of pastoral Germany. Antique walnut-color finish. 20 in. high, 13 1/4 in. wide. Model 2533, \$35.00*

★ **From General Electric's International Collection** ★



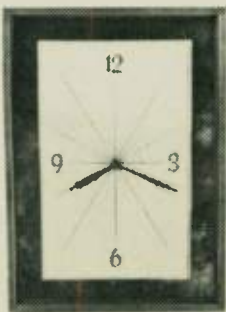
FREEDOM Cordless! Authentic architectural styling with American eagle design. Fruitwood-color finish. 15 3/4 in. high, 14 1/2 in. wide. Model 2076, \$34.98*



VIRGINIAN Cordless! Early American banjo design with sculptured reproduction of Mt. Vernon. Nutmeg-color finish. 26 1/4 in. high, 8 in. wide. Model 2098, \$29.98*. With cord, Model 2097, \$22.98*



SCHOOL DAYS. Old schoolroom clock design, with brass-color swinging pendulum. Fruitwood finish. 11 3/8 in. high, 7 5/8 in. wide. Model 8031, \$19.98*



AUTUMN BRONZE Cordless! Creates several dimensions within one design. Brass-color dial is centered over mottled bronze color. Walnut-finish frame. 17 in. high, 12 in. wide. Model 2536, \$34.98*

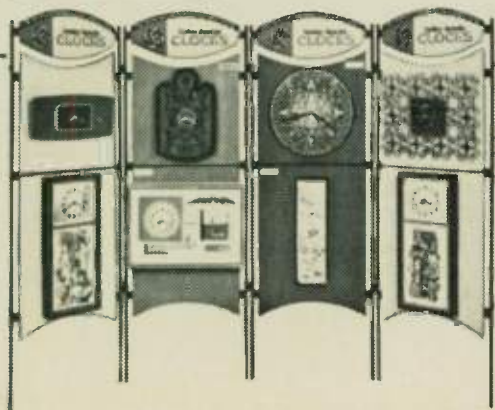


BARBARY Cordless! Brass-color dial centered over fabric pattern of Mediterranean design. Picture-gallery frame in walnut finish. 15 in. high, 17 in. wide. Model 2537, \$39.98*



EPIC Cordless! Early American design with antiqued dial. Picture-frame case in nutmeg-color finish. 8 7/8 in. square. Model 2510, \$17.98*

*Manufacturer's suggested retail price



Pub. No. 41-495, 3-panel unit for traditional and contemporary collection. 41-505-1, 4-panel unit for International Collection.

SEE YOUR GENERAL ELECTRIC DISTRIBUTOR NOW!

He'll tell you how to get General Electric's unique new decorator clock panel display units. They're customer oriented to help you sell. He'll help you plan window and in-store displays...train and motivate your salespeople. Don't delay...call him today.

WRH

ALL BACKED BY A BEAUTIFUL PACKAGE OF FULL COLOR NATIONAL ADVERTISING...American Home, House Beautiful, House and Garden...TV, too!

STOCK UP NOW ON AMERICA'S NO. 1 CLOCK LINE!

General Electric Company, Housewares Division, Bridgeport, Conn. 06602

Progress is our most important product

GENERAL GE ELECTRIC

better service

Frigidaire conducting "Project Transition" service training course

A special major appliance service training course is being conducted by the Frigidaire div. of General Motors, as part of the U.S. Defense Department's "Project Transition."



These veterans will be taught service repair, thanks to Frigidaire.

The project is designed to help military veterans prepare for civilian employment. The GM-sponsored course covers basic refrigeration,

electronics, air conditioning, electricity, and repair techniques for major home appliances, along with customer relations. The programs will be furnished at no cost to either the veteran or the government, and all 30 GM training centers will be eventually involved in the program.

Vocational film on electronics servicing produced for schools

Vocational Films, Park Ridge, Ill., has produced a vocational recruiting film, titled "So You Want To Be An Electronics Technician," in conjunction with the National Alliance of Television and Electronic Service

Ass'n, the National Electronics Associations, Inc., and De Vry Institute of Technology, a subsidiary of Bell & Howell.

The film shows the opportunities in the field for young men, along with mentioning some of the requirements and interests the students should have. Each film is supplied with a teacher's guide and outline suggestions.

A career guidance film is also being produced by the Hugh G. Peters Co of Philadelphia, for the Electronic Industries Ass'n, showing the benefits and rewards of a service technician career.

Craig expands its service operations

Craig Corp. has recently moved its Products Division service department to expanded 6200 sq.-ft. facilities in Los Angeles, at 2276 E. 16th St. The separate new facility will be devoted entirely to servicing and parts distribution for the company's line of tape recorders, mobile stereo systems, radios, and related equipment.

The move is said to reflect the increase in Craig warranty service stations from 300 last December to 400 at present, along with the addition of four new independent regional exchange depots in Newark, Detroit, Boston, and Chicago. Three further depot openings are planned in Houston, Atlanta, and St. Louis in the near future.

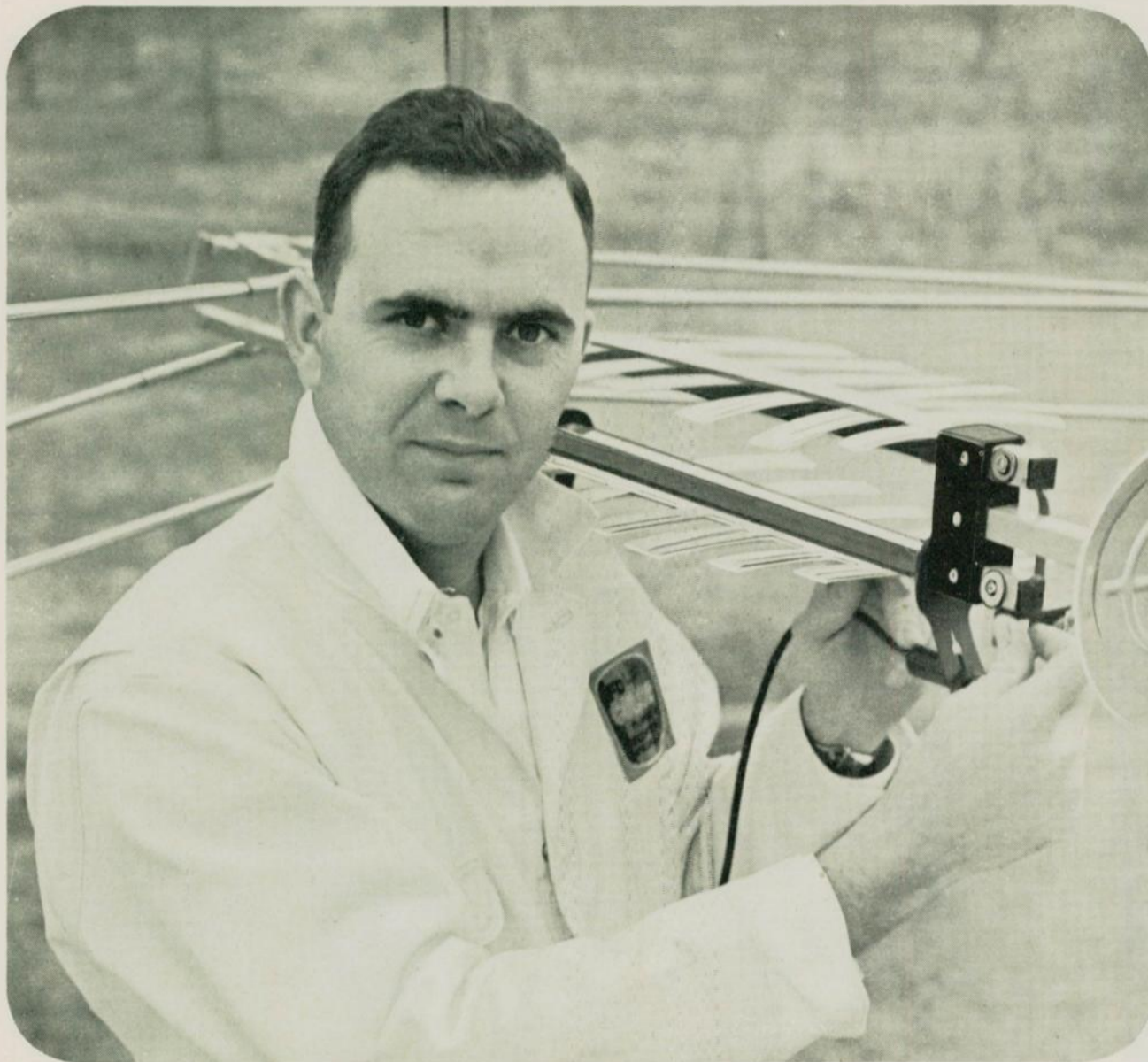
Whirlpool opens new service training center

A new 5,000 sq.-ft Whirlpool service training center has been opened in Benton Harbor, Mich. The building contains space for training staff offices, auditorium, and workshop.



Ben Lamberg, service education manager, shows students ropes at new Whirlpool service training center

Beginning in 1967, Lake Michigan College, Benton Harbor, offered an appliance service curriculum of one year's duration, with courses on appliance servicing, customer relations, and appliance merchandising. The college facility will now be housed in the service training center also.



"Good bandwidth... good gain... good directivity:... on VHF, UHF and FM.

— with a single lead-in, are the reasons why we buy JFD Color Lasers," says Phillip Van Winkle of Van Winkle TV Service, Joplin, Missouri.

"We install Color Lasers in all kinds of locations: fringe, suburban, and local — and use JFD Color Shield 82 Coaxial Cable on about 95 per cent of them. That's why we can guarantee our customers top-notch color performance."

"We also like the way the Color Laser construction stands up against the high winds, ice and snow we've got to cope with."

Installing antennas? Take the advice of professional installers such as Phillip Van Winkle. If you're selling TV — there isn't a better way to make hay during (or between) set sales, than with JFD Color Lasers.

Interested? See your JFD distributor, or write direct to JFD for form 6828.

Remember... PROFESSIONAL ANTENNA INSTALLERS KNOW — the Best Antenna for Color TV is The Color Laser by

JFD®

LICENSED UNDER ONE OR MORE OF U.S. PATENTS 2,958,081, 2,985,879, 3,011,168, 3,108,280, 3,150,376, 3,210,767, RE 25,740 AND ADDITIONAL PATENTS PENDING IN U.S.A. AND CANADA. PRODUCED BY JFD ELECTRONICS CO. UNDER EXCLUSIVE LICENSE FROM THE UNIVERSITY OF ILLINOIS FOUNDATION.

LICENSED UNDER ONE OR MORE OF U.S. PATENTS 2,955,287 AND 3,015,821 AND ADDITIONAL PATENTS PENDING.

JFD ELECTRONICS CO. 15. Avenue at 62 Street, Brooklyn, N.Y. 11219

JFD International, 64-14 Woodside Ave., Woodside, N.Y. 11377 JFD Canada, Ltd., Ontario, Canada
JFD de Venezuela, S.A., Avenida Los Haticos 125-97, Maracaibo, Venezuela

"Be sure to visit the JFD AMERICAS Suite, New York Hilton - during June National Electronics Week, and Booth W-204 in the Warwick Hotel during the Consumer Electronics Show."

customers are reading



Good Housekeeping

For dealers who handle products that are used outdoors, there are two very interesting — and very useful — articles in "The Better Way" yellow-page section of the May issue of *Good Housekeeping*.

The article, "Safe use of electricity outdoors," on page 182 points out that: "Using electricity for lighting and other comforts outdoors, or for operating garden tools and appliances, has become widespread." Among the tips it offers are:

"Stay on dry ground when using outdoor electrical appliances or tools . . . Keep radios, television sets, lamps and other electrical devices away from the side of the pool or pond . . . Keep outdoor electric cords for barbecue rotisserie grills or starters from crossing hot metal surfaces . . ."

Dealers who sell lawn mowers will be interested in the neighboring article (page 183) entitled "Yard and garden spring clean-up: where action is needed." The article discusses such topics as house, trees and shrubs, painting, and — of course — yard and lawn.

Better Homes and Gardens

How award-winning designs by members of the American Institute of Interior Designers suggest placement of TV sets, tape recorders and stereo systems is shown in large, four-color illustrations accompanying the article, "Action Rooms For Family Living," on page 58 of the May issue of *Better Homes and Gardens*.

Of the eight rooms shown five are winners in the Uniroyal Naugahyde 1968 "Action Room" Awards Competition whose panel of judges included Peg Rumely, home furnishings editor of *Better Homes and Gardens*, who wrote the article with Nelda Cordts, associate editor.

Leading off the article is the room pictured below described as "a mas-



terpiece of flexibility. Everything changes into something else." Among

the changes that can be made in the room are the paneled tambour doors. As the article points out, "Protect stereo by pulling down a tambour door; raise the other for TV."

"Sophistication in Black and White" is the name of the room pictured below. "Here's a room for



the music fan, film enthusiast, dance expert, party-giver — for the action-at-home specialist of any kind," says the article which points out the stereo set on a shelf in the all-white vinyl storage wall. "A large motion picture screen and built-in color television are concealed by bifold panels (not seen in photograph)." Note also the tape recorder by the TV set.

Dealers who handle laundry products will want to note the article entitled "How To Launder Electric Blankets" on page 148.

True Story

"How To Read a Hangtag" is the title of a full-page feature on page 88 of the June issue of *True Story*. "A good salesperson can probably answer your questions about clothing," says the article, "but the hangtag is always the clue to how much care for how much wear."

The article also suggests that the reader can write to the Maytag Co. in Newton, Iowa, for two booklets: "Do You Know How to Read a Hangtag?" and "A Bride's Guide to Home Laundry."

Seventeen

On page 150 of the May issue of *Seventeen*, subtitled "America's teenage magazine" (and teeners have buying power these days), there's an article entitled "Room for 2: How to make a dream scheme for a double room; four ways to share a room . . . and like it!"

The four rooms are shown in full-page four-color illustrations with copy giving details and how-to instructions. In "Dream Scheme IV," a handsome room in black-and-white

decor with accents of yellow and green, one of the products shown is a portable television set (Panasonic).

Look

"Today's going sounds come from modern music boxes that look like transistor radios but act like tape recorders" is the sentence that leads off the article which gives a two-page look-see to "mini music boxes" in a recent issue of *Look*.

The first page of the article, produced by John Peter, "Designs for Living" editor of *Look*, contains two large pictures captioned: "Music on the move (Norelco, left) and an instant-stereo setup (Mercury, right) get the teen test from Victoria Smitter and Scollay Whitney in New York's Cypress Hills playground."

Other products pictured (with or without the teen testers) include Lear Jet, RCA, Ampex, and Sony tape players. Says the article: "Stay-at-home and take-along tapes spin hours of everything from Bach to rock."

Ladies' Home Journal

There's an interesting grouping of electric housewares products on page 96 of the May issue of *Ladies' Home Journal* in a four-color picture that illustrates a listing of "Bridal Shower Gifts for the New Cook."

Manufacturers whose products are described and shown include: Presto, Black Angus, Ronson, KitchenAid, Oster, Toastmaster, Hoover, Corning, Mirro, Rival, West Bend,

Hamilton Beach, Sunbeam, and Iona.

Shopping information for this article appears on page 123.

And on page 91 of the same issue there's a feature called "Special Effects" with comments and drawings of products that help "set the stage for a party outdoors." Among the products are those of Westinghouse and General Electric.

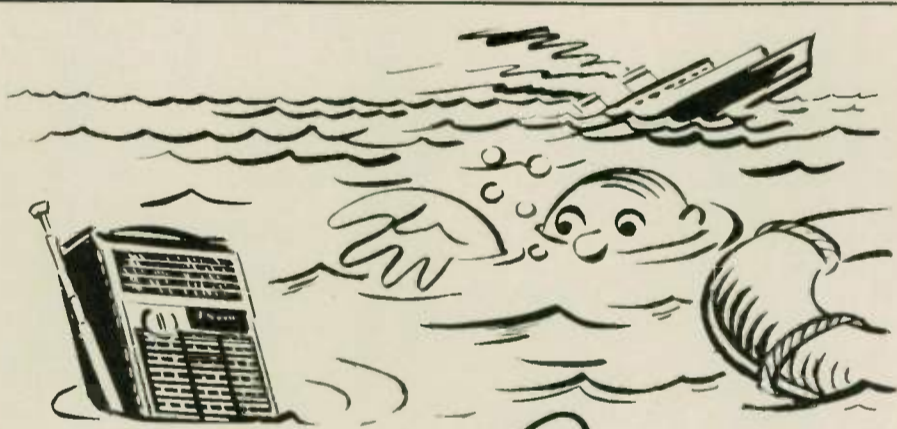
McCall's

"Thanks to the design-engineer for his range of vision!" is the cleverly punning tag-line to an article on new ranges (page 100 of the May *McCall's*) written by the magazine's equipment department: Anna Fisher Rush, editor, and Margaret Schierberl, associate.

The article is titled "Just design a better range, and the world's women will beat a path to your door!" Credit line for the article's four-color, full-page illustration reads: "Range by General Electric."

Calling electronic cooking "unbelievably fast, yet an undeniable fact," the article mentions models by Amana, GE, and Tappan; describes how an electronic oven accomplishes its "magic," and discusses "jet-age ways of cooking."

"With the world's new ranges, speed and ease in cleaning have arrived," says the article, adding: "The concept of your range as one full of hard-to-clean areas is obsolete. Today's new ranges are as easy to take apart as a jigsaw (and easier still to put back together)."



REACH FOR *Quality*
REACH FOR
Juliette[®]
THE STEP-UP LINE!

- Transistor Radios
- Solid State Table Radios and Clock Radios
- Radio Phonographs
- Cassette Tape Recorders
- Tape Recorders
- Phonographs
- Transceivers



MIAMI
4201 N.W. 77th Avenue, Miami, Florida 33166, Phone: (305) 887-6201
NEW JERSEY WAREHOUSE & OFFICES
40 Whelan Road, East Rutherford, N.J. 07073, Phone: (201) 438-5544
NEW YORK SHOWROOM
230 Fifth Avenue, New York, N.Y. 10011, Phone: (212) 989-7112
CHICAGO
501-509 E. Illinois St., Chicago, Ill. 60611, Phone: (312) 527-2192
LOS ANGELES
2201 South Yates Ave., Los Angeles, Calif. 90022, Phone: (213) 723-0766

the balance sheet

by Jack Adams



"Consumerism" becoming "consumeritis"? — Consumers who purchase appliances and TV sets would have listened with more than passing interest in recent weeks, could they have inserted their heads into the headquarters and association meeting rooms of other consumers who make, sell, and service these products.

What had been heralded as a crusade to protect the consumer in the marketplace has at times given hints of turning into a plague that requires frequent consultations. Symptoms of the plague have been pronounced but varied, ranging from flushed countenances and hoarse voices to pallor combined with apparent inability to speak above a whisper. Victims with the latter two symptoms have been seen to look frequently over either shoulder.

Of greatest concern to industry people at all levels is the question of warranties and just what more specific wording of warranties might mean to established procedures and, more importantly, to cost figures.

Retailers and service organizations are not the only ones concerned with what rewriting of warranties might do to their profit picture. Already there are grumbings about presumed greater costs under more liberal color TV warranties, and one manufacturer (speaking of manufacturers and referring to warranties) volunteered that, "We're sitting on a time bomb."

He expanded upon this by referring to a manufacturer who sells only 50,000 units a year. "But in 10

years, that's 500,000 . . ." His voice trailed off.

Following a trend established by the Ass'n of Home Appliance Mfrs. and other associations in past months, the Gas Appliance Mfrs. Ass'n in its annual meeting last month devoted much time to presentation of information relating to various aspects of the consumer protection movement.

Early in the meeting, Pauline Dunckel, GAMA's sage director of governmental services, dispelled any notion that "consumerism" might quietly steal away by opining that regardless of which political party is in power following the national elections, consumer protection will remain a force in the nation. She also noted that, in Washington, consumer protection activity is drawing closer to the civil rights program as it involves the oft-heard charge of residents of poverty areas being taken advantage of in making purchases.

In a panel discussion at the GAMA meeting, A. George Kavner, vice president of the Management Consulting Div., Commonwealth Services, Inc., warned the manufacturers not to assume that their own "fine, ethical, business record" should cause them to have no concern for shoddy practices in the market place.

"The brush that will be used by the eager, enthusiastic, free-swinging government employes to tar the fraudulent and deceptive businessman will be used against the honest and reputable appliance manufacturer or distributor," Kavner declared.

At this stage in the "consumerism" doctrine, the speaker said, no sign posts, boundaries, or traditional parameters have been established.

"These parameters of government activities will have to be established so we can operate our ethical business as free individuals in a free, competitive, economic society," Kavner stated, adding, "I believe we all agree that industry would rather play a role in developing a program it can live with rather than being dragged, kicking and yelling and finally having it stuffed down our throat.

"Government," he asserted, "is here to stay in the field of consumer affairs."

Crediting manufacturers with doing a good job in sales "despite an alleged consumer revolt" and with greatly improving the reliability of their products as well as lowering the wholesale price index for the industry, the speaker noted that a study conducted by his firm had shown manufacturers are falling short of doing an effective job in two basic areas: (1) their own internal practices for service and distributor policies; and (2) failure to recognize the present ghetto residents as good future customers.

With reference to the first area, Kavner said that 25 per cent of industry manufacturers do not have a formal customer service or customer relations group within their company. Only 62 per cent, he added, have a formal service policy and even among these updating is poor. Sixty per cent has a formal pricing policy, and review is poor.

"A major preponderance of manufacturers considered volume the basic reason for cancelling distributors," he reported. Only a small percentage considered such factors as financial responsibility, lack of market penetration, poor performance, improper representation, and failure to service products as reasons for cancellation.

"Last on the list, in an almost insignificant response, was listed unethical and illegal business practice as reason to cancel a distributor."

With regard to guarantees and warranties the study showed that only 12 per cent of manufacturers will au-

thorize complete refunds; 50 per cent will authorize replacement of the product by a factory-fresh unit ("and then under severest restrictions"); 25 per cent will levy a service charge for a factory-originated defect.

"We must first get our own house in order," Kavner said, ". . . and then if we recognize the ghetto resident as our moral responsibility and also as an economic and market potential, we are on our way to assume our rightful leadership."

For a year or more, it has seemed to this department, an air of helplessness has prevailed in a large segment of the appliance-home electronics industries as regards the growing consumer movement. With some exceptions the attitude has been transmitted that, "It's too late to do anything now. We'll have to wait to see what the Government wants us to do, and then make the best of it."

Kavner's reasoning offers compelling reasons from an economic as well as a moral, social, and civic responsibility standpoint for manufacturers as well as dealers to put their shoulders to the wheel of the consumer movement.

Certainly his revelation of the lack of pricing and service policies and absence of a formal customer relations program should give little comfort to those manufacturers in either or both categories who are waiting to see what the Government may expect of them.

In his closing remarks, Kavner proposed establishment of a sort of a "CIA" of the ghetto to report on gouging retailers. Supply could be shut off to retailers guilty of such gouging and the gouger's practices publicized to discouraged emulation by others.

Kavner's proposal could well prove effective, but we would suggest it be coupled with a program to publicize those retailers who have never operated under any but the highest ethics, who have remembered if the name of the game is to make money, then, the most direct route to the pot of gold is to assure customer satisfaction.

Let's expose the gougers, but in so doing, let's tell the other half, (or maybe it's 90 per cent) of the story.

by the way



Stevens elected NHMA president

John B. Stevens has been elected president of the National Housewares Mfrs. Assn., for a one-year term. Stevens is president of the tablewares products division of the International Silver Co.

The NHMA, which runs the semi-annual National Housewares Exhibits, also elected these officers: vice president, Robert B. Stone, Dover Corp./Peerless division; and treasurer, E. Wade Busby, Big Boy Mfg. Co. Retaining the post of managing director and secretary is Dolph Zapfel. At the same time, Vernon

K. Church of Aladdin Industries was elected to the executive committee and James Reigle of Regal Ware, Inc. was named to the board of directors.

In other business, the group voted an eight per cent refund to exhibitors in the January, 1968 NHMA show, and also decided to repeat and improve its industry research survey program this fall.

Approved: Arvin Industries, Inc., has been given full authorization by *Good Housekeeping* for use of the Good Housekeeping Seal of Approval on its ironing table line. The company also produces a full line of homes

electronics products, including television, radios, tape recorders, phonographs, and tape cartridge players.

General Orders



Dr. Wendell B. Sell (right), president and chief executive officer of Packard Bell Electronics Corp., Los

Angeles, is congratulated on his promotion to Brigadier General in the U.S. Air Force Reserve, by Lieutenant General John W. O'Neill, Commander, Air Force Space and Missile Systems Organization.

General Sell, though not on active duty, holds an Air Force Reserve assignment as mobilization assistant to General O'Neill, and would be called to serve in the event of a general mobilization.

Lear Jet jets around

A 19-state, 22-city good-will sales tour has just been completed by Jim Gall, newly appointed vice president of marketing for Lear Jet Stereo division, aboard the Lear Jet company jet. The plane, Lear Model 24, took Gall and other Lear Jet Stereo executives from California to New England as part of a personal presentation to discuss the company's sales policies and strengthen distributor-factory relationships.

The odds against selling vacuum cleaners if you don't sell Hoover.

You can sell vacuum cleaners if you don't sell Hoover.

But it's not very easy to do.

And you don't have to take our word for it either.

Take the word of 5,000 women in 118 cities and towns across the U.S.

They were recently asked about vacuum cleaners by an independent research organization.

Twice as many said they'd buy Hoover as would buy the second most popular brand.

Which means the odds against you are only 2 to 1.

Not too bad.

But unfortunately you couldn't carry the second most popular brand even if you wanted to.

It's not sold through stores.

The third most popular brand is.

But the odds against you jump to 3 to 1.

Which means that for every three

of your customers that want Hoover, only one wants the third most popular brand.

Which means that if you carry Hoover, you have three times as many chances of selling vacuum cleaners.

Or the chance to sell three times as many vacuum cleaners.

With the fourth most popular brand, you don't have any chance. It's another one of those brands you can't carry.

You can carry the fifth most popular brand . . . if you like odds that are 5 to 1 against you.

But that's better than 6 to 1. Which are the odds you'd be fighting with the sixth most popular brand.

You guessed it. You can't carry number six either.

So why fight the odds.

Carry Hoover.

And don't leave anything to chance.

The Hoover Company, North Canton, Ohio 44720.



DIAMOND JUBILEE
1908-1968

How to sell Tape Recorders to College Kids, Car Buffs or even Connoisseurs.

That takes a lot of doing. But maybe it isn't too difficult as long as you satisfy their own particular reason for wanting a tape recorder in the first place.

On the other hand, it takes a pretty complete line to please everyone. This Panasonic understands. It really explains why we so carefully and cautiously expanded our line. Sure, we've got plenty of models, but not because we want to get in the number race. Our goal is a simple one. Put a reason into every tape recorder that carries the Panasonic name. Put some sense back into selling.

Take college students or high school kids. They want portability, good design and simple operation.

Panasonic probably has the most complete portable line around.

Battery-operated. AC. Or both.

Take your pick.

As for the car buff, we've got a cassette recorder. But it's also an AM/FM radio. Plug it into your car. Play your tapes. Or make your own, right off the radio. Then take it along because it's also portable, plays anywhere.

Somebody once said, "We try harder." And Panasonic really does.

Now, how about the connoisseur? Well, we've got professional systems for him, too. Stereo with automatic reverse. 4-speaker systems. Complete tape decks. Living room stereo with studio sound. We can even sell him a whole broadcasting station.

Or if he's not sure, give him a further choice. We've got reel-to-reel, cassette, 4-track, 8-track. Not to make life difficult, but rather to please each individual whim.

If he still hesitates, demonstrate the Panasonic features. Manual reverse. Automatic reverse. Easy-matic for instant, trouble free recording. Sound-on-sound. Sound-with-sound. Sure-Power. Pause control. Our new Golden Mechanism. 4-place digital counters. Pushbutton operation. We could go on and on.

But now, how about the Panasonic name? Well, we're taking care of that, too. All year long we run full-page

ads in publications like **Life, Look, Saturday Evening Post, Time, The New Yorker** and other top magazines.

We're serious about the Panasonic name. And we're serious about Panasonic tape recorders. In fact, we think we're the largest manufacturer of tape recorders in the world. Or at least, number two.

We believe in product, promotion and consistent pricing policies. Maybe that's why our sales go up over 50% each year.

Talk to a Panasonic Sales Representative. He'll tell you about tape recorders, for students to stereophiles. He knows the story so well, he could even put it on tape.

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 Otley 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 Kalihī St., Honolulu, Hawaii 96819 Phone 852-928



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

What should you consider before you take on a cartridge stereo line?

1. BRAND NAME.

Will the consumer who enters your store recognize the name of the product you're going to try to sell him?

2. LENGTH OF THE PRODUCT GUARANTEE.

Will the customer be satisfied?

3. WHAT HAPPENS WHEN THE GUARANTEE RUNS OUT?

Is the service needed available? Inexpensively? And where?

4. BACK ORDER.

How long does it take to get those fast-moving products from your supplier?

5. PAST AND PRESENT DEFECTIVE RATE.

What is your supplier's quality control standard? How good is the basic product? Do they want to tell you?

6. HOW MANY MUST BE ORDERED?

Can you get one unit shipped, when you need only one? Or must you

order several? Or many? In other words, how badly does your supplier want to work on your capital?

7. WHAT IS THE RATIO OF RETURN?

Obviously, you must invest some capital. But, what is the ratio of profit to investment?

8. INSTALLATION COST.

How long does it take to install a stereo line? And, what does it cost?

9. ADVERTISING.

Are co-op funds available? How much? And what restrictions are put on its use?

10. PRICE.

How much does price mean to you, in terms of customer satisfaction, ease of selling, convenience of defective repair, stocking, etc.?

We think Borg-Warner's got a lot to offer you. We'd like to give you the full story on our line, and our way of doing business. And, we invite comparison, on any count, with any other stereo line.

See us at Booths A 110 and A 111 at the Consumer Electronics Show, New York City, June 23-26.

EIGHT TRACK CARTRIDGE TAPE PLAYERS—HOME AND AUTO

Spring Division, BORG-WARNER CORPORATION Madison Street and 25th Ave., Bellwood, Illinois 60104

