

Broadcasting and manufacturer plans for color TV this fall

A department store's brown goods policy

Getting your dollar's worth from service technicians

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

SEPT 1/68

# mart

A Buttenheim Publication

Will color TV's fortunes rise this fall?

Programming

Screen Sizes

Warranties

Pricing

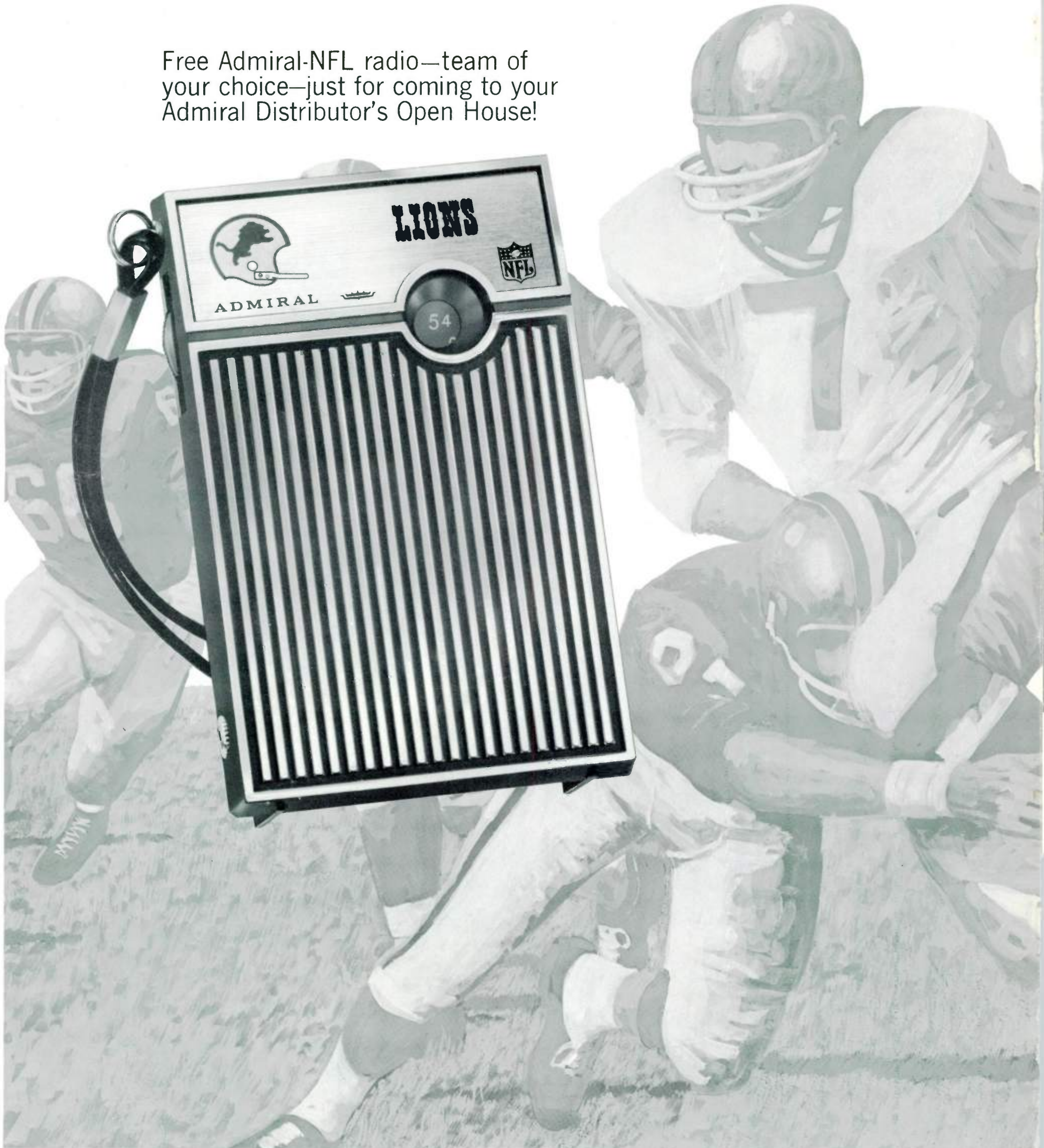
Service Outlook

ALLERTON H HAWKES, OWNER  
HAWKES TV  
RT 202  
WESTBROOK ME 04092



# Admiral®

Free Admiral-NFL radio—team of your choice—just for coming to your Admiral Distributor's Open House!





# Open House

## Profit with the pros ...score with quality!

**Kick off the greatest fall selling season ever with Admiral!**

Visit your Admiral Distributor's Open House and see four new 14" color portables plus a new Walnut 20" color console. Hear the sensational all-new Bull Horns stereo consoles! Eye stunning new cabinetry!

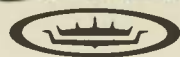
See the all-star merchandising and advertising program that ties you in with exciting fall football! Use Admiral TV advertising, radio spots, special in-store displays to draw crowds of traffic to your store!

Free! Admiral-NFL radio just for coming and seeing.



Call your Admiral Distributor now! Make plans to catch all the action at the Admiral Open House in your area.

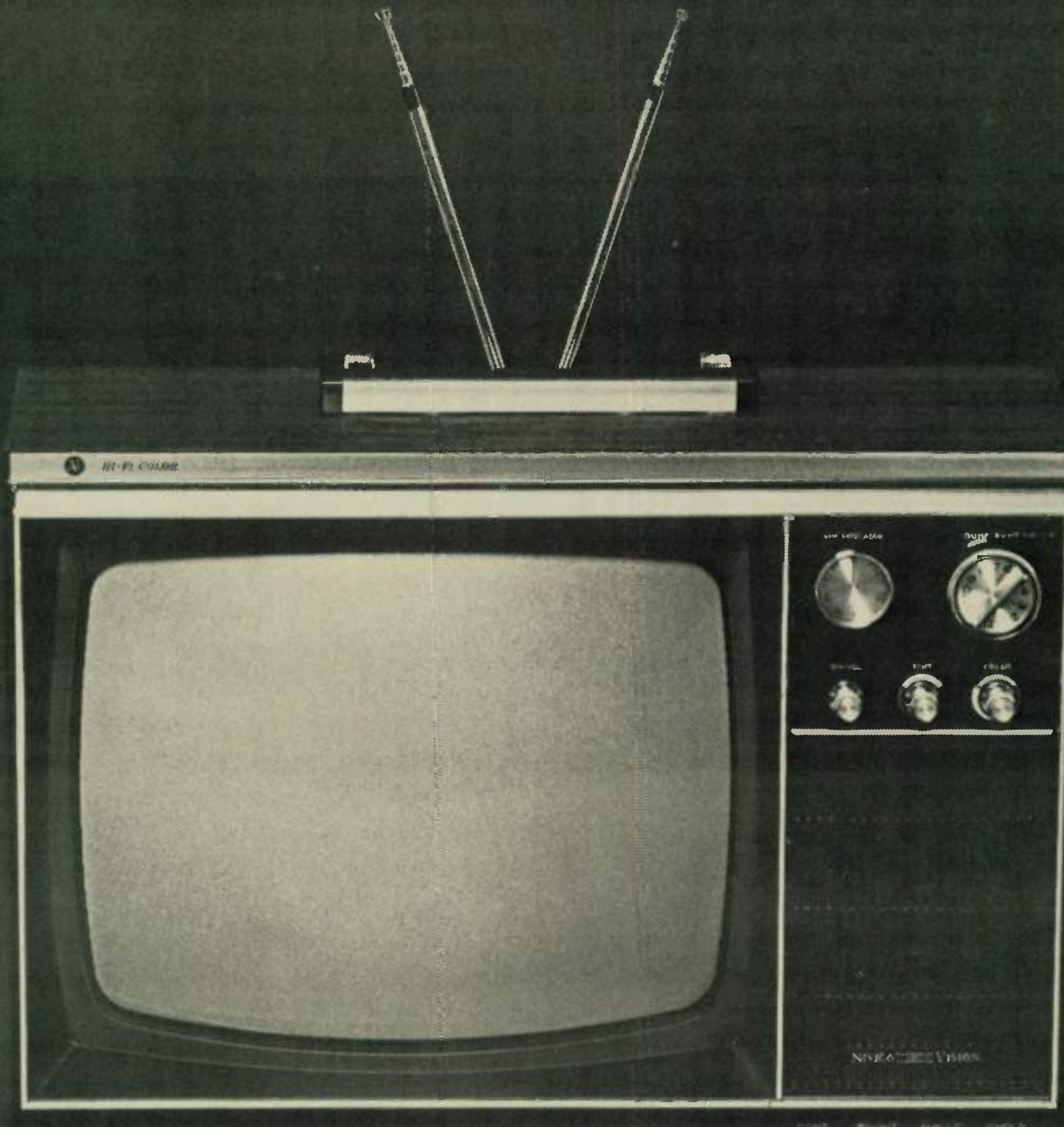
# **Admiral**<sup>®</sup>



Mark of Quality



# UNIQUE



## 102 SQUARE INCH (14" DIAGONAL) ULTRA COMPACT COLOR PORTABLE TELEVISION

Unique in appearance — unique in performance this brilliant color portable (weighs less than 41 pounds) carries easily from room to room providing extraordinary color reception where it's wanted, when it's wanted. Automatic degaussing circuit keeps all pictures — both color and black and white — pure; eliminating the need to re-adjust after moving. Additional unique features of Model 7208 include Automatic Color Control as well as Pre-Set Volume Control that maintains the same volume each time the set is turned on. These features plus the many others shown below are examples of the unique and outstanding manner in which our entire line of color, black and white television receivers and stereo component systems are conceived, engineered and manufactured. They are further evidence of why we have, in the past 40 years, achieved our world wide reputation as Japan's oldest and largest stereo equipment manufacturer. As such, we not only produce well over forty per cent of all records manufactured in the Orient but also design and manufacture every component part of each unit we produce. This latter manufacturing capability enables us to achieve engineering perfection without equal or compromise.

**MODEL 7208 SPECIFICATIONS:** 102 square inch (14" diagonal) ultra compact wide angle color portable television • 26 transistors, 21 diodes and 10 tubes including picture tube • 3" x 6" front mounted oval speaker • Weighs 40.2 pounds • All channel VHF-UHF reception • Automatic color control • Preset volume control • Automatic degaussing circuit • Dipole antenna for VHF • Loop antenna for UHF • Built in carrying handle • Beautiful walnut grained plastic cabinet • Size — 14 $\frac{3}{8}$  inches high, 16 $\frac{3}{8}$  inches deep and 19 $\frac{7}{8}$  inches wide.

# JVC

Manufactured by Victor Company of Japan, Ltd.

JVC America, Inc., A Subsidiary of Victor Company of Japan, Ltd., c/o Delmonico International Corp., 50-35 56th Road, Maspeth, N.Y. 11378, Subsidiary of TST Industries, Inc.

WRH



Broadcasting and manufacturer plans for color TV this fall  
A department store's brown goods policy  
Getting your dollar's worth from service technicians



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

Sept. 1, 1968

# mart

## contents sept. 1/68

**Cover:** The golden-touched hues of autumn's falling leaves appear as symbols of expected good fortunes to be derived from color TV sales in the coming months. In this issue, you will find special editorial treatment of color TV (1968 sales are expected to reach 6,000,000 units). You'll find coverage of manufacturer opinion on what they think the immediate future holds . . . information about what the networks have programmed for an ever-growing audience . . . views on what's doing with the industry-wide "Discover Color TV" promotion. This, and more, starts on page 23.

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Mart magazine, including Electrical Dealer, September 1, 1968, Vol. 12, No. 16, © Buttenheim Publishing Corporation 1968. All rights reserved. Buttenheim Publishing Corporation, 757 Third Ave., New York, N.Y. 10017. Controlled circulation postage paid at Waseca, Minnesota. Subscription rates: United States \$10 per year, Canada and Foreign \$20 per year. Published on the 1st and 15th of every month.

#### mart magazine

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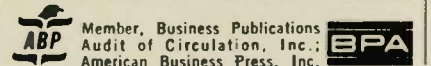
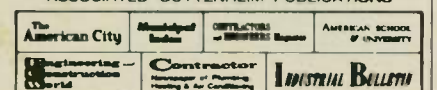
#### dealer advisory board

- 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
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- 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





# YOU HAVE JUST WON ONE-FIFTH OF A DREAM

Write on the wind...empty the ocean...  
measure a dream...all equally impossible. We  
mean only that as a dealer of SHETLAND and  
PROCTOR-SILEX, you have just won one-fifth of  
the points you need to take our dream vacation  
to Mexico City in February, 1969.

Mexico...more foreign than Rome! Rome  
was built by Western Civilization. Mexico was  
built by the Aztec.

Mexico...so different from Madrid! Con-  
quered—maybe—by the Spanish, but certainly  
unimpressed...There is still no statue or mon-  
ument to Cortez in all of Mexico!

Mexico City...seven million people...and we  
will see their history, thrill at their music, laugh  
at their shows...a dream vacation as only  
SHETLAND and PROCTOR-SILEX can arrange.

We've been to Rome...we've been to Madrid  
...glorious weeks both, BUT Mexico will sur-  
pass both. We say this sincerely. We mean it. We  
believe it. If you miss Mexico with SHETLAND  
and PROCTOR-SILEX, you miss what can never  
be replaced...never ever be replaced!

Let your Proctor-Silex distributors' salesmen  
out of your store...ONLY AT YOUR OWN RISK!  
Don't listen to your Shetland Distributor's  
salesmen...DON'T CRY TO US LATER! Your  
salesmen can tell you NOW how you can win  
1500 of the 7500 points needed to make Mex-  
ico...NOW is the time to start...LISTEN TO  
YOUR SALESMAN...HE HAS ONE-FIFTH OF A  
DREAM FOR YOU!



MEXICO 1969  
SCM SHETLAND  
PROCTOR-SILEX

UNTIL YOU SEE AN EAGLE, ON A CACTUS, DEVOURING A SERPENT...



Sylvania award to dealers aims to stimulate community involvement; they need not carry that brand to win . . . Relationship found between a product's price and consumer preference for brand name.

## mart news & trends

### Sylvania will make award to dealers for helping minority groups

Sylvania Entertainment Products Inc. has established an annual "Community Involvement Award" of at least \$5,000 which will be presented to a retailer — or perhaps shared by more than one — for efforts made to improve economic conditions of minority groups.

Thomas H. Cashin, senior vice president, said that "Sylvania initiated this award so that the dealer . . . will contribute even greater efforts toward alleviating existing local social problems." The award will be made on or before June 30th, 1969. The dealer, who will be selected by an impartial panel, also will receive a plaque for his contribution.

"This award will be presented to any home entertainment dealer in the industry regardless of company affiliation," Cashin emphasized. "We are not interested in this activity from a sales promotion standpoint — but we are interested in promoting and encouraging industry dealers to take a more active role in hiring and training members of minority groups and other activities which will help to eliminate racial problems and bring about mutual understandings in communities across the country."

The judging will take place between Jan. 1 and April 30th. Entry blanks can be obtained by writing to: Sylvania Community Involvement Award, Sylvania Entertainment Products, 700 Ellicott St., Batavia, N.Y. 14020.

### AHAM: July sales break record; dehumidifiers up 97%

July factory sales of electric major appliances, up 27 per cent, broke a record for that month. The Ass'n of Home Appliance Mfrs. reports that 2,056,300 units were sold.

Dehumidifiers, with 82,700 units sold, were up 97 per cent. Dishwashers, with 134,600 units sold, gained 52 per cent. Ranges increased 34 per cent to reach 189,000 units.

Sales of disposers rose 31 per cent in July to reach 143,000 units. Refrigerators climbed to 507,300 units, gaining 24 per cent. Freezers, with 129,600 sold units, increased 21 per cent.

Home laundry appliances rose 20 per cent. Dryers increased 28 per cent, with 194,800 units sold. Washer sales were up 17 per cent, reaching 374,200 units.

Air conditioner sales climbed 18 per cent; 301,000 units were sold.

Total sales for the first seven months were up 12 per cent, with 14,422,900 units sold since the first of the year.

### NARDA survey: the bigger the ticket, the stronger the brand preference

The importance of manufacturer brand name and reputation to the consumer varies in direct proportion to the price of the product. This insight into consumer preference was reported by the National Appliance and Radio-TV Dealers Ass'n which recently polled its dealer members on the subject.

The dealers reported that brand preference was highest in color TV, refrigerators and washers, and dropped drastically for pocket radios and tape recorders. Many of those surveyed pointed out that the figures they reported were low since they were known in their communities to be one-brand dealers. Thus, many customers would know that the retailer carried only this brand and probably would not ask for the product by manufacturer name.

A total of 77 per cent of the respondents found that at least half of the customers who come into the store ask for color TV by name brand. Of these dealers, two-thirds stated that this figure was as high as 75, 80, and even 100 per cent of the customers. Refrigerator brand preference was not quite so high — 52 per cent of the stores reported that one out of two request a specific brand name. Washer specification was still lower with 50 per cent of the dealers noting this same ratio.

Strong brand preference was not so evident in pocket radios and tape recorders. In 71 per cent of the stores, only one out of four consumers request

a specific manufacturer when selecting a tape recorder. This ratio remained the same for pocket radios in 68 per cent of the stores.

### Fingold wins Goldblatt's "Nathan" for fifth time



Si Fingold (left), Goldblatt's merchandise manager for major appliances, TV-radio, hardware, and automotive supplies, receives his fifth "Nathan" from Louis Goldblatt, president and chief executive officer of the 39-store, midwest department store chain. "Nathans" are golden statuettes bearing name of the late Nathan Goldblatt, one of the 53-year-old chain's founding brothers. Winners are heads of departments and stores that show the greatest percentage sales increase over the firm's previous annual "Star Sale," described as one of nation's biggest sales promotions of its kind.

### Dayco introduces flexible plastic lawn mower blade

A flexible plastic lawn mower blade, claimed to be the "safest workable lawn mower blade ever marketed," has been introduced by Dayco Corp., Dayton, O., a plastics and rubber manufacturer.

Said to cut grass as effectively as conventional metal blades, it is designed to flex over foreign obstructions that pass under the mower (such as rocks or feet).

Citing a statistic of 100,000 mower injuries a year, Dayco spokesmen showed



# news & trends



With power mowers said to cause 100,000 injuries a year, results of testing by Dayco engineers show Dayco plastic blade scuffs shoe only, while metal blade cuts shoe.

comparative test results with a shoe placed near the standard metal blade, which usually cut into the shoe, and the "Dayco Alfa Mower Blade," which usually scuffed but did not cut the shoe, according to Dayco engineers.

Because of the combination of acceptable cutting qualities and the advanced safety, Dayco predicts success in selling the annual 5,000,000 OEM blade market as well as the large replacement market.

Mower manufacturer reaction was guarded. Sunbeam Corp. and Jacobsen Manufacturing Co. offered no comment. Toro stated that its engineers in the past had found plastic blades to be too flexible, producing an uneven cut, and more subject to wear and climate change. Toro added, however, that it is constantly looking for ways to improve mowers and is interested — if the blade meets certain conditions.

One industry spokesman said, "I'm highly skeptical. Whatever cuts grass will cut feet, especially at the high blade-tip speeds of mowers. But I'm willing to be proven wrong."

## Broadmoor adds to B&W television and radio warranties

Broadmoor Industries, Ltd., will now reimburse dealers for labor for all in-warranty work on black-and-white TV, and has provided dealers with a customer option at \$5.95 for extending its 90-day warranty to one year on all parts and labor, when the set is taken to a service center. This includes the picture tube.

In a second program, the company is offering to give the customer a "lifetime" guarantee on its radios, for a fee sent directly to Broadmoor by the customer. Radios have been guaranteed for one year on an over-the-counter exchange deal.

Cost of the new radio guarantee to the customer is \$3.95 for all AM models; \$4.95 for AM clock radios; and \$5.95 for FM/AM clock and multi-band radio sets.

For the radio extended warranties, the set must be mailed to Broadmoor after the first year, or at the dealer's option during the first year, where for a \$2.50 postage and handling charge, the maker will repair and return the unit to the customer.

When mailing the guarantee option card, the customer chooses the type wanted. If an extended plan is chosen, a registration sticker is mailed to the customer, and affixed to the back of the set, precluding its loss should the set ever need service.

Excluded from the warranties are the usual items including cabinets, decorative trims, telescoping antennas, batteries, and damage due to abuse.

## Craig speeds up warranty service with "Operator 25"

Craig Corp. is using Western Union's "Operator 25" service to speed up warranty service on its tape players and recorders and radios.

The new service will supply updated information monthly on the location of more than 400 Craig warranty service centers throughout the United States. Consumers need only call "Operator 25" to learn the name and location of the nearest service center. Craig will advertise the new convenience nationally.

Craig relates the move to another recent improvement in warranty procedures: To qualify for service or repair of products within the standard 90-day warranty period, a customer now needs only to present his purchase invoice to a dealer. Mailing of a warranty card has been eliminated.

## Separate male-female want ads ruled illegal by EEOC

The U.S. Equal Employment Opportunity Commission has revised its guidelines on sex discrimination, stating that the placement of job advertisements under separate male and female column headings violates the law — unless sex is a true occupational qualification for the job. The new guideline becomes effective December 1.

The Commission says that, in deciding cases alleging sex discrimination in areas such as hiring and promotion, it will consider as evidence the respondent's practices in the use of classified ads.

## Zenith plans \$2,000,000 budget increase for fall advertising program

Zenith Sales Corp. plans to spend \$2,000,000 more this fall than last on national advertising. Walter C. Fisher, president, said the campaign will begin in the Sept. 6 issue of "Life" with a 12-page full-color insert, plus a follow-up page corporate ad. This is said to be the largest color insert ever run in "Life" by a manufacturer of home entertainment instruments. Additional pages are scheduled in "Time," "Newsweek," "Sports Illustrated," "Sun-

set," "Southern Living," "National Geographic," "Saturday Review," "Atlantic," "Harper's," "New Yorker," "Holiday," "Esquire," and "Ebony."

The company will concentrate its network TV advertising in weekend viewing time on NBC, CBS, and ABC. Five shows are included: "The Jackie Gleason Show," "Saturday Night Movies," "Mission Impossible," "Sunday Night Movies," and "NFL Football." Zenith also has developed a program of local spot TV activities by distributors during the fall season.

## Admiral offers self-clean range for \$230

An Admiral Corp. fall promotion offers a choice: Consumers can buy either an automatic self-clean electric range or a "fully featured deluxe" electric range with "Teflon" oven liners for \$230.

The self-clean range is Model FEC3083; the "Teflon" unit is the Model FE3089. Both are available in white, avocado, or copper bronze.

## Latest week's figures show color set sales rise of 12.8 per cent

The Electronics Industry Ass'n reports that for the week ended August 9, distributor sales of color TV rose 12.8 per cent over the comparable week of last year. Radio sales, aided by an outstanding increase in auto units, gained 39.5 per cent. Console phonograph sales increased 28.2 per cent. Following are details:

	Week Ended Aug. 9	Same Week Last Year	Per Cent Change
<b>Television</b>			
Monochrome	115,609	108,198	+ 6.8
Color	112,878	100,099	+ 12.8
Total	228,487	208,297	+ 9.7
<b>Radio</b>			
Auto	263,881	141,961	+ 85.9
Home	214,958	201,183	+ 6.8
Total	478,839	343,144	+ 39.5
<b>Phonographs</b>			
Port.-Table	69,979	63,416	+ 10.3
Console	30,443	23,746	+ 28.2
Total	100,422	87,162	+ 15.2

	Year To Date	Same Period Last Year	Per Cent Change
<b>Television</b>			
Mono-chrome	3,117,352	3,056,486	+ 2.0
Color	2,893,155	2,513,295	+ 15.1
Total	6,010,507	5,569,781	+ 7.9
<b>Radio</b>			
Auto	6,051,006	4,920,943	+ 23.0
Home	6,291,664	6,590,011	- 4.5
Total	12,342,670	11,510,954	+ 7.2
<b>Phonographs</b>			
Port.-Table	1,809,588	1,709,951	+ 5.9
Console	792,080	748,188	+ 5.9
Total	2,601,668	2,458,139	+ 5.8





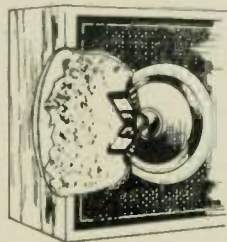
# FASIB 400 ! Funny name, unfunny sound!

**H**ere's something really new from Toshiba. A fascinating demonstration that dooms old-fashioned table radios to the dust bin. Turn one on. You've got a sale!

It's the unfunny, big money sound of Fasib 400. Meaning? Free Air Suspension, Infinite Baffle speaker system. It's found on the new line of Toshiba radios.

Designed to provide a great beginning for hi-fi set-ups, these all solid state radios approach performance levels of large, studio systems.

How so? A new and unique compact speaker and coil design gives hitherto unrealized response over an exceptionally wide range of audio frequencies. At low volume levels, too. So it's just as ideal for small apart-



ments and offices as for large recreation areas! All in easy-to-sell walnut veneer cabinets.

These radios are the pick of the Portable People for stay-at-home use! That's because these big profit, fast moving radios have rugged "Porta-built" features found only in famous Toshiba portables. Like all Toshiba products, they make money, not trouble.

Fasib 400. Fatuous? Hardly. Each carries a full two-year parts and labor warranty!\*

There's a new sound in Portable People Land. Want to get rich on a funny name? Contact your nearest Toshiba Rep/Distributor in your area or contact:

Mr. George Stewart, Executive Vice President, Toshiba America, Inc., 477 Madison Avenue, New York, N.Y., 10022, Phone: (212) 758-6161.

Tell him you like money. He'll know you.

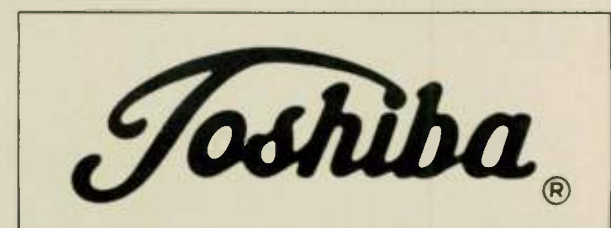
1. Above, the world's first FM/AM ConverTable. Rugged, handsome portable converts into a magnificent table radio. 23 Toshiba solid state devices. Model 885W

2. The Venice, 24 transistor FM/AM/FM stereo table radio. For office, studio and home, with jacks for component inputs and outputs. Model 550C

3. The Milan, 11 transistor FM/AM table radio with hi-fi inputs and outputs, precision tuning and automatic frequency control. Model 11H540F

All with the Toshiba Fasib 400 speaker!

\*Toshiba warrants parts and labor on the ConverTable, Venice and Milan solid state radios for two full years to the original owner. To be effective, completed warranty card must be returned by mailing to Toshiba within 10 days of purchase and product delivered for repairs at an authorized Toshiba Service Center.



THE INTERNATIONAL ONE



# mart mail

## What's the difference?

Editor, **Mart** magazine:  
It seems surprising that our industry is so different from other industries.

For example, an average automobile cost about \$1,500 a few years ago. A similar automobile costs today about \$4,000. A house that cost \$12,000 a few years ago costs today about \$36,000.

A washer, refrigerator, TV, and a radio have either remained the same or have even dropped in price, even though they have been improved as to operation and in doing the job for which they are intended.

The result is that in our industry the manufacturers have been using substitute materials that are causing an increase in service. The substitute materials are not standing up as the older materials did.

Servicing is increasing, with the result that people have become very much dissatisfied. The dealers are in a dilemma because our PROFIT (?) has been reduced to such an extent that it is not possible to carry on the servicing and make happy customers.

We are wondering why our industry has followed a line so vastly dif-

ferent from all other industries.

May we have some answers?  
Ernest H. Robinson  
Robinson Home Utilities  
Brockton, Mass.

(The pricing story is one that has been told and retold, and **Mart's** editors hope that recent steps by some manufacturers offer hope for increasing improvement in this area. Some manufacturers claim that introduction of certain new materials in their products represent an improvement in the quality and performance of these products. **Mart** magazine, along with Mr. Robinson, invites the opinions of other manufacturers as well as dealers and distributors. — Ed.)

## industry events

**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.**

## electric housewares

### Remington Shaver

A new budget-priced version of the "Lady-Go-Lightly" women's shaver is called the "Princess." It features protective guard combs which adjust to expose the perfect shaving surface needed for legs and underarms. Among its features: "a large shaving head, a powerful motor and extra sharp cutters." The unit



Remington "Princess"

comes in a decorator box which carries the same yellow and green marbling pattern as the shaver itself. Suggested retail price: under \$10. **Remington Electric Shaver, 60 Main St., Bridgeport, Conn. 06602.**

high with a 10½-in.-x-11-in. broiling tray; and the portable standard broiler, 16½ in. wide x 11¼ in. deep x 6¼ in. high with a 10½-in.-x-11-in. broiling tray. Designed with a modern low, silhouette, the broilers are made of heavy-gauge nickel-plated steel and have walnut-vinyl trimmed heat-resistant handles.

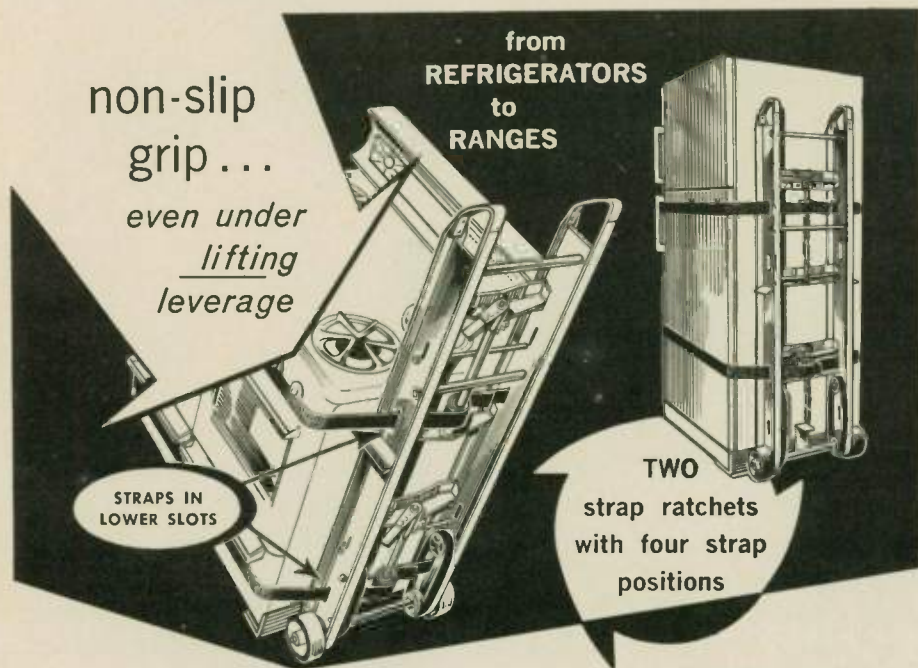
Two tubular heating elements — one for broiling and one for baking



Ronson 19-in. broiler-oven

— on the two larger units are removable for easy cleaning. These units also have "Adjust-O-Matic" broiling trays, which can be raised or lowered without opening the oven-tempered glass doors. Broiling or baking operations are controlled by push-buttons on a walnut-colored control panel on the front of the units. A signal light on the panel indicates when the unit is on. Also, the 19-in. model has a receptacle for other appliances.

Suggested retail prices: \$44.95 for the 19-in. model; \$39.95 for the 15-in. model; and \$19.95 for the portable standard broiler. **Ronson Corp., 1 Ronson Rd., Woodbridge, N.J., 07095.**



non-slip grip ...

even under lifting leverage

from REFRIGERATORS to RANGES

STRAPS IN LOWER SLOTS

TWO strap ratchets with four strap positions

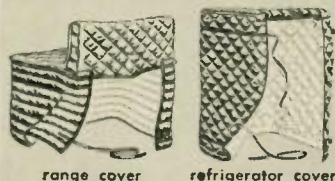
## NEW YEATS model 14

You get the performance of two dollies in one with the new YEATS model 14. Has two strap ratchets and four strap positions from which you can grip appliances. Fast grips everything from washers to refrigerators. Appliance cannot slip off even when a second man lifts against an appliance on stairs. And you get all the other famous YEATS features: featherlight aluminum alloy frame with felt padded front, endless belt step glides and close pivoting wheels. Save up to a dollar's labor handling each appliance. See your YEATS dealer or write direct.

**NEW FINGER TIP RATCHET RELEASE**  
Even when strap ratchet has stretched belt in tightening, new trigger device releases ratchet grip with finger tip.

### "Everlast" COVER AND PADS

YEATS semi-fitted covers are made of tough water repellent fabric with adjustable web straps and soft, scratchless flannel liners. All shapes and sizes — write.



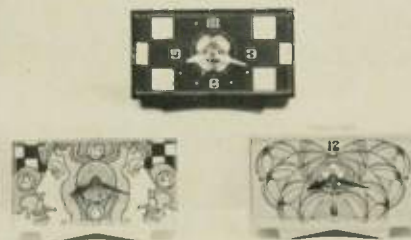
range cover

refrigerator cover

**YEATS APPLIANCE DOLLY SALES COMPANY**  
1303 W. Fond du Lac Ave.  
MILWAUKEE, WISCONSIN

### GE Alarm Clocks

Model 7270-M is a "Snooz-Alarm" clock in three Peter Max designs. "Aura" (top in photo) is a black clock with a black-and-white '30-ish effect in an optic fantasy and a white repeat alarm button. "Symmetry" (left) is a white clock with two futuristic profiles looking off opposite sides of the clock face; it has a lavender repeat



GE "Snooz-Alarm" clocks

alarm button. "Spectrum" (right) is a yellow clock with a wild, multi-colored psychedelic butterfly design on the dial and a blue repeat alarm button.

The units, 3 in. high x 5 in. wide, carry a suggested retail price of \$8.98. **General Electric Co. 1285 Boston Ave., Bridgeport, Conn. 06602.**

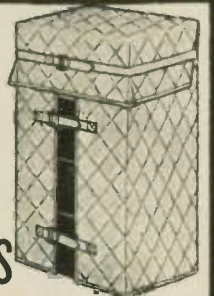
### Ronson Broilers

Three portable infra-red electric broilers — "the first ever to carry the famous Ronson name" — include: the 19-in. broiler-oven, 23 in. wide x 11¼ in. deep x 9½ in. high, with a 10½-in.-x-15-in. broiling tray; the 15-in. broiler-oven, 19½ in. wide x 11¼ in. deep x 8½ in.

## ELKAY

### APPLIANCE COVERS

MADE BY MATERIALS HANDLING SPECIALISTS



FULLY PADDED, FULLY ADJUSTABLE TO PROTECT LATEST MODELS AND STYLES

Reduce delivery damage. Choose padded covers and van pads manufactured in our own sanitary factory to highest quality standards. Complete selections of sizes and materials for washers, refrigerators, TV's, vending machines, and pianos.



### APPLIANCE TRUCKS

Speed appliance handling problems with over 50 different type trucks in rugged steel or lightweight aluminum and magnesium. Handle everything easily, safely, surely with job-perfect appliance trucks available now from our huge warehouse.

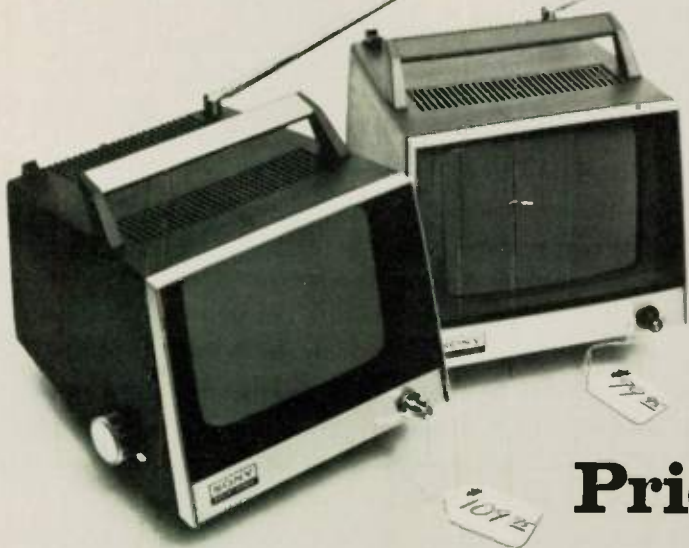
- ELKAY-MADE MOVING VAN PADS
- PADDED FURNITURE COVERS
- HAND TRUCKS AND DOLLIES
- WEBBING, STRAPS AND TIES
- PACKING MATERIALS

Write Dept. M for FREE Mail Order Color Catalog

**ELKAY PRODUCTS CO., INC.**  
35 Brown Ave. • Springfield, New Jersey 07081  
Tels. NJ: 376-7550 • NY: WATKINS 9-1148



# Sony's newest breakthrough in miniaturization:



## Price tags.

Attached to these miniaturized price tags come two new miniaturized televisions. Which are replacements for our old miniaturized 700-U. The Sun Set.

(We're replacing it because as popular as it was there was one big thing that just couldn't be overlooked: The price.)

First, the 710-U.

Its screen measures a full 7" diagonally. It weighs a scant 9 lbs. or so. And it retails

for a measly \$99.95.\*

Perfect for your customers who always wanted the quality of a Sony, but didn't want to pay the price of a Sony.

Then, the 720-U at \$109.95.\*

Like the old Sun Set it has a black screen. And a built-in battery charger. And the ability to rake in profits. (Probably even more so because it sells for less.)

But this beauty is more powerful. More

sensitive. And this beauty is more beautiful.

Both have solid-state circuitry, and give clean, sharp pictures. And with optional accessories, both can be plugged into a car. Or a boat.

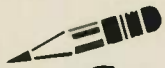
As small as they may be all-around, in your store they'll be something else:

Big.

**The Sony 710-U TV and 720-U TV**



# industry briefs



## EIA details factory TV tube sales for five-month period

Factory sales of monochrome TV picture tubes totaled \$38.2 million during the first five months of 1968, climbing 17 per cent from sales of \$32.7 million during this period in 1967, the Electronic Industries As-

sociation's marketing services department has reported. With a 3.7 per cent decline in average values, total unit sales rose 21.5 per cent to reach 2.3 million during the same period this year.

Sales of monochrome TV picture tubes to initial equipment manufacturers amounted to 2.1 million units valued at \$32.7 million during January-May, 1968, up 31.3 per cent

and 26.7 per cent in unit and dollar sales respectively from the comparable period a year ago. Conversely, b&w TV picture tubes sales to the renewal market decreased by 19.4 per cent and 17.9 per cent in units and dollars, respectively, to reach 195,900 units valued at \$4.3 million during the five-month 1968 period.

While factory sales of color TV picture tubes were off 4.5 per cent at 2.4 million units during the first five months of '68, gains were shown during April and May, according to EIA. Sales during May, '68, were 496,270 units. This represented a 19 per cent increase over sales of 417,046 units during May a year ago. Similarly, sales in April were up 15 per cent to reach 452,178 units.

## Tuner simplifies UHF



*New solid-state, all-channel TV tuner developed by Standard Kollsman Industries will allow, it is claimed, simple pre-set tuning of black-and-white and color programming on both UHF and VHF frequencies. Tuner is about same size as box of matches and is fully compatible with VHF solid-state tuner previously announced by firm. Both tuners employ varactor switching and tuning diodes, thus eliminating all moving parts in channel selection process.*

## White Consolidated expects third of sales to be in majors

Kelvinator — its name and future — have more permanency today than ever before. This is the assertion of David W. Jones Jr., new president of Kelvinator, Inc., which was recently acquired by Cleveland's White Consolidated Industries, Inc.

Jones' remarks were made in Chicago at Kelvinator's first distributor-zone manager meeting since the company's acquisition by White and the appointment of Jones as its president. He told the group that "Kelvinator is in better position to move forward today than ever before because we are a part of a company which sincerely believes in the future of the appliance industry."

He pointed out that today White Consolidated Industries has sales of more than \$800 million overall, and that more than one third of this total will come from its appliance lines.

## Harry Guest, St. Louis league head, dies

E. Harry Guest, executive vice president of the St. Louis Electrical Board of Trade for the past nine years died August 7 from a heart attack. He was 52.

A former president of the International Ass'n of Electrical Leagues, Guest, at the time of his death, was serving as corresponding secretary.



E. Harry Guest

# NO

... no more handling records. (Customers flip checkbooks, not albums.)

# NEW

Seeburg Audiomation\* makes all other stereos obsolete. (Competition . . . there is none.)

# NEW

Seeburg decorator consoles in Contemporary, Italian Provincial, and Mediterranean. 60" and 72" cabinets. (And a compact component system.)

# NEW

\$895. Audiomation priced with ordinary stereos. (But earns up to 83% more dollar profit.)

# NEW

selective franchises available. (No shopping around . . . only in your store.)

# NOW

write or call collect: Mr. Hal Lembke, Vice President, Consumer Products Division, Seeburg Corporation, Chicago, Illinois 60622. Phone: (312) MI 2-0800



# SEEBURG

AUDIOMATION STEREO SYSTEM

\*©656,755

1968, The Seeburg Corporation



# Two months ago, we said,

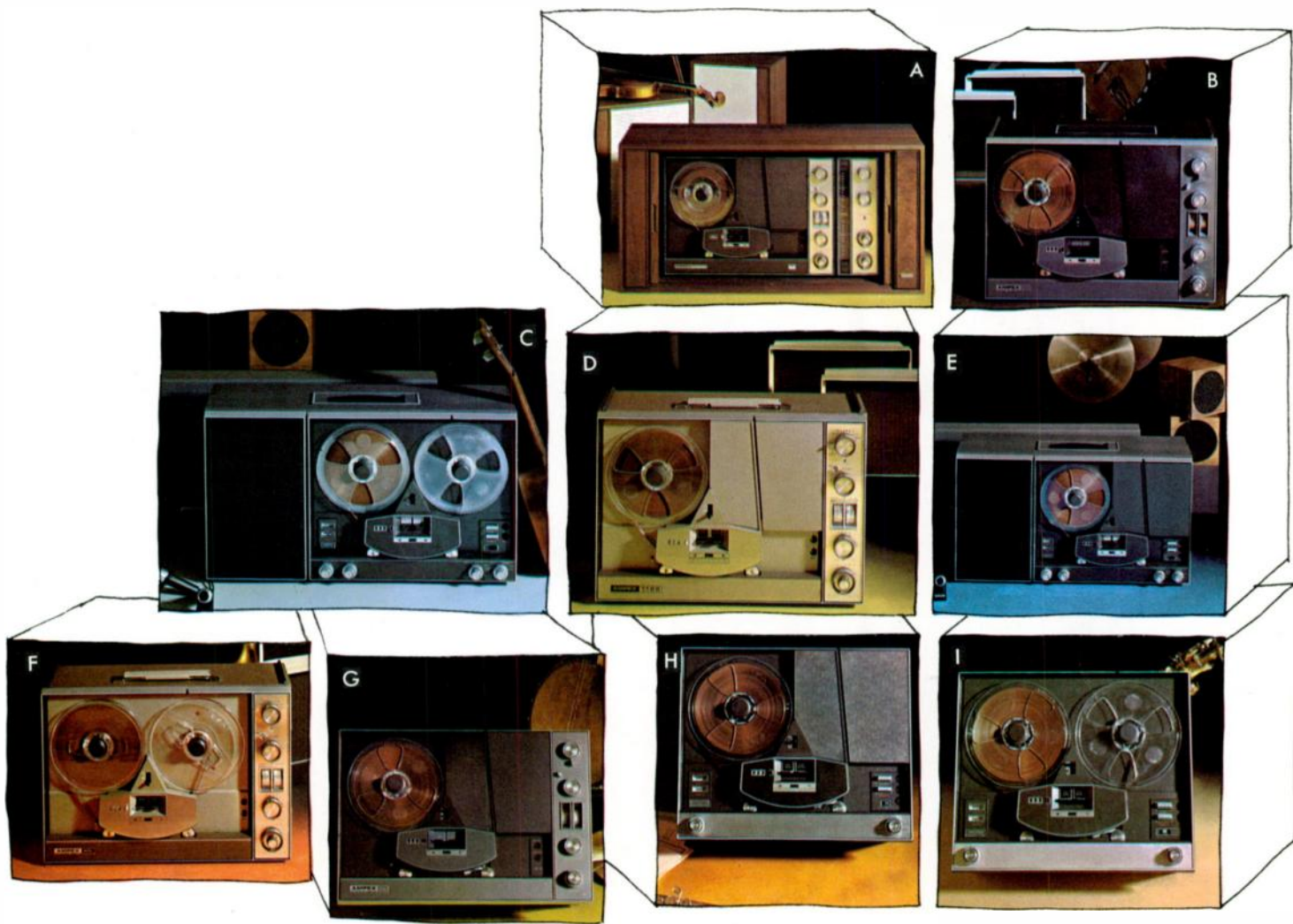


# That was a promise. And we're keeping it.



**We promised our reel-to-reel line  
would be more complete.**

**We promised our cassette line  
would be expanded. And expanded.**



**A.** #985A stereo music center, player/recorder with automatic threading and reverse, stereo FM, FM/AM receiver, \$600\* **B.** #2161 portable stereo player/recorder system, bi-directional recording, automatic threading and reverse, \$469\* **C.** #761 tape monitor portable stereo player/recorder system, 3 heads, nesting cube speakers, 40 watts peak power, \$329\* **D.** #1161 portable stereo player/recorder system, automatic threading and reverse, \$369\* **E.** #1461 tape monitor portable stereo player/recorder system, 4

heads, automatic threading and reverse, nesting cube speakers, 40 watts peak power, \$429\* **F.** #861 portable stereo player/recorder system, \$249\* **G.** #2150 stereo player/recorder deck, bi-directional recording, automatic threading and reverse, \$399\* **H.** #1450 stereo player/recorder deck, 4 heads, tape monitor, automatic threading and reverse, \$299\* **I.** #750 stereo player/recorder deck, 3 heads, tape monitor, \$199\* **J.** Micro 30 portable FM/AM cassette player/recorder system, battery or AC, automatic record

\*Manufacturer's suggested list price.



Promises, promises. Easy to make, tough to keep.

But Ampex keeps promises. With new reel-to-reel units like the 761 and 1461. (They may just be numbers to you now, but they mean sales.) And a full reel-to-reel line so you can step up a buyer from \$199 to \$600.

Best of all, Ampex now offers a complete collection of cassette units stretching from \$29.88 to \$189. With something for everyone, from teens to system owners. And every unit features famous Ampex quality.

That means you can now sell the Ampex name over a wider price range than ever before. With protected prices and margins. And plenty of national consumer advertising to back you up. So stick with Ampex for a very promising future.

## We're keeping those promises.



level, \$129\* K. Micro 85 stereo cassette player/recorder system, 2 mikes, matching speakers, \$189\* L. Micro 1 portable cassette player, battery powered, \$29.88\* M. Micro 12 portable cassette player/recorder, \$59.90\* N. Micro 5 stereo cassette player deck, \$54.90\* O. Micro 20 portable cassette player/recorder, battery or AC powered, \$99.90\* P. Micro 50 stereo cassette player/recorder deck, 2 mikes, \$139\* Q. Micro 22 portable cassette player/recorder, AC adaptor, telephone pickup, earphone, \$89.90\*

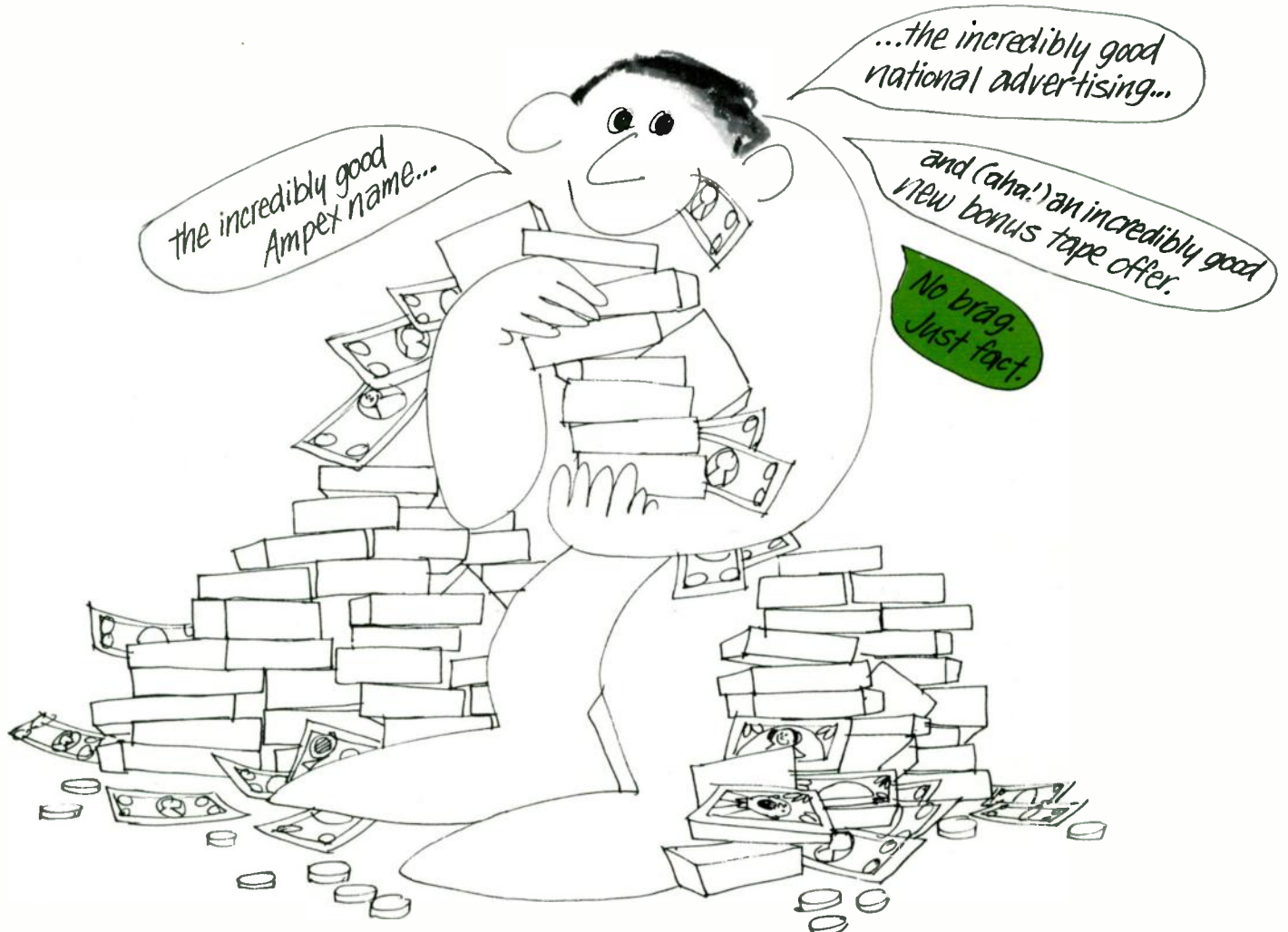
AMPEX:  
The  
Sound  
Idea  
People.



AMPEX CORPORATION  
CONSUMER & EDUCATIONAL PRODUCTS DIVISION  
2201 LUNT AVENUE  
ELK GROVE, ILLINOIS 60007



# Promises, promises, promises. But what's going to help you make more money on the new Ampex line?



When you start with the most respected name in the audio field you're starting with a lot. But, let's face it, even an incredibly well-accepted name like Ampex isn't enough to increase your profits drastically. Even though Ampex does protect your prices and margins.

You've got to have the right products. And you have to tell people about them in an unusually provocative way.

That's *exactly* what Ampex has got going for you from now on. (We told you just about everything's new at Ampex, and it is!)

You're going to see the most unusual and provocative advertising in the industry. (We'll bet you can tell already.) Lots of it.

And, for the "frosting" on the cake, you're going to have a really good new tape offer to help you move more Ampex equipment. An almost \$30 value

tape library for anyone who purchases Ampex reel-to-reel or cassette equipment from you for only \$9.95. You don't have to handle it and it's pre-packaged for immediate delivery. It's a great package.

And that's just the beginning.

Because we don't forget for a minute that you are the most important part of our team. And we're doing everything possible to show you how much we appreciate your help.

So don't just sit there. Start taking advantage of all these great Ampex promises. Call or write for an Ampex Sound Idea Man now.

AMPEX:  
The  
Sound  
Idea  
People.

**AMPEX**

AMPEX CORPORATION  
CONSUMER & EDUCATIONAL PRODUCTS DIVISION  
2201 LUNT AVENUE  
ELK GROVE, ILLINOIS 60007



# Even competitors exchange advice on how to survive at 14<sup>TH</sup> ANNUAL NARDA INSTITUTE

Oversubscribed sessions overtax facilities, call for limited enrollments next year.

**A** record 233 dealers, distributors and factory personnel attended sessions of the 14th Annual Institute of Management sponsored by the National Radio-TV Dealers Ass'n at the American University, Washington, D.C., last month. Over 70 students had attended at least one previous Institute, and at least one was there for his fourteenth visit.

In his keynote address to the students who found time to leave their stores and offices for a week, George Johnston, Minneapolis dealer and NARDA president told the appliance and TV retailers that they should be more concerned about their customer, her problems, and her desire for sympathetic listening, and understanding.

Johnston continued, "despite the gloom generated by some of those who foresee the end of the independent retailer based on indiscriminate franchising by manufacturers, the success of the private label stores, mass merchandisers, and special pricing for builders by some of the manufacturers, there is unprecedented opportunity . . ."

Jules Steinberg, executive vice president of NARDA, pointed out to the dealers that at least one in five of those at the Institute would be out of business in five years. Not all of these would end in failure, but some would become so attractive that richer firms, with the means, will buy them out.

"The biggest value of the Institute," said Hugh H. Hannah, Jr., of Hannah-Adams, Inc., Chattanooga, Tenn., who takes over as NARDA's new chairman for education, "is that the one who attends, gets the benefit of a multitude of expert consultants, available to talk to on any subject the dealer may want to know about. This at no cost other than the course fee, often paid by someone else in the form of a scholarship.

Besides, the lasting friendships made at the annual school, dealers are also just as willing to help each other, just by picking up the phone, or visiting the store . . ."

On what the dealer should expect from the distributor, and vice versa, Jack Kelley, of Raymond Rosen & Co., Philadelphia, said, "Dealers should have the courage to maintain orderliness in distribution in the face of those who would gnaw away at the profit structure."

He cited an example of a dealer who was able to shave a few points off his costs by bringing in merchandise from another distributor. This resulted in causing chaos in the marketing area, besides creating mistrust of the consumers' image of the pricing structure and the product.

A session of the advanced course on choosing a new location created a unique situation. Ezra Landres, Certified TV and Appliance Co., Norfolk, Va., told of his methods for finding sites for future expansion. This included showing special overlay charts, population studies, and underlying reasons, to an audience which included his chief competition, Harry B. Price, Jr., and his son, Harry III, of Prices, Norfolk, who were in the audience.

To top this, Landres then furnished Price with a film slide version of the charts, for a program Price and Sol Goldin, manager retail marketing, Whirlpool Corp., will be presenting to dealers in Australia later in the month.

Lively participation in each evening's "bull sessions" provided much food for thought for the attending dealers. **Mart Magazine's** third annual "promotion Bull Session" plaque award for the best promotion idea was won by David Garver, of Garver's Spring Grove, Pa., for his "Space Man on a Rooftop" promotion.

Garver's is located in a small town and draws most of its customers from nearby metropolitan areas. Garver built a platform on his store's roof with a simulated space ship. For the "space man," he brought in a popular country and western disc-jockey, who announced he would stay on the space platform until Garver's met a certain quota in sales. During the promotion, the store was open 24 hours a day. People would make a purchase, perhaps at two in the

morning, just so the disc jockey would come out of his abode into the spotlights to wave and shout at them. Garver doubled his volume for the month.

A Wednesday evening "bull session," covering the dealer's responsibility for solving today's problems included a discussion on the Negro's attitude in relation to urban problems.

Arnold Rainey, of Rainey's Appliances, Rochester, N.Y., held the platform for about an hour, fielding questions on the views of minorities in ghetto areas of the cities. Rainey is the first Negro dealer to attend the Institute.

Perhaps playing the "devil's advocate," for Rainey also has a stake in an orderly business climate, Rainey stressed the black man's 'right' to burn down the 'establishment' because of what the 'establishment' has done to him. He agreed with black power advocates who felt the white man should get out of the ghetto, and leave the black man to develop his own business and power base.

The 14th Institute was a definite success in terms of stimulating thought by dealers, and in its oversubscribed attendance record. For the next August session NARDA is projecting facilities for a limit of 250 students, with a maximum of only 50 for the advanced group.

Evening bull sessions get full house of alert dealers, despite late hour.





# retail ad clips

Ads with impact, that draw the reader's eye, can help sell your store and its products.

## Dishwasher countdown

An impressionistic countdown of numbers, leading to a dishwasher, heads this ad. Copy states, "Count down and cut out: (4) hand washing,



TEN  
NINE  
EIGHT  
SEVEN  
SIX  
FIVE  
FOUR  
THREE  
TWO  
ONE

the time machine

(3) kitchen clutter, (2) extra KP, (1) and even pre-rinsing, with the new automatic dishwashing machine!" Public Service Co. of Colorado, Denver, Colo.

## "Sock-it-to-'em"

In the manner of a popular phrase, it's "Sock-it-to-'em time," with a boxer "socking" it to the prices. Follow-up copy reads, "Cosgrove's smash



IT'S SOCK-IT-TO-'EM TIME

COSGROVE'S Smash Prices

RCA COLOR TV

OVER 100 MODELS!!!

BUY TODAY - DELIVERY TODAY

NO PAYMENTS 'TIL SEPTEMBER

90-DAY "FREE" CHARGE

LOW-LOW BANK RATES

OPEN FRI 9 PM - SAT 9 6 PM

410 San Pedro S.E.

prices on all brand new 1968 model RCA color TV." Remainder of copy goes on to detail sets and sale conditions. Cosgrove's, Albuquerque, N.M.

## "Wishy Washy" ad

"Quit being wishy about your washy," a play on words, is the head of this advertisement. Ad goes on to say, "Let Downing's make your washing wishes a reality." Various washers and dryers are then described. Downing's, Denver, Colo.



QUIT BEING WISHY ABOUT YOUR WASHY

let downing's make your washing wishes a reality

MAYTAG

FOR SMALL SPACE

\$99

\$159

downing's

# WINEGARD PRESENTS SOMETHING NEW IN INDOOR TV ANTENNAS



featuring the CR-200...  
The Coaxial Indoor Antenna for color tv with exclusive ghost rejection color cable and built-in VHF/UHF signal filter!

It's precision tuned to capture and deliver more signal to all UHF channels, 14 to 83. It rotates (without moving the antenna) to pick-up maximum signal. And its unique configuration assures the best color reception.

Our VHF/UHF isolation switch automatically separates VHF and UHF signals to help eliminate signal loss and interfering feedback common to color tv reception.

And there's the 12-position fine tuning signal control switch which allows for fast, accurate control of the color picture quality (black & white, too) on all VHF and UHF channels.

All those features, plus 45" long telescoping chrome-plated VHF dipoles; rubber cushioning pads; and, of course, colors and styling make our Color-Ceptor (CR-200) the finest indoor color tv antenna made.

List price is \$14.95, Fair Trade.

The CR-100 Color-Ceptor has most of the same matchless features, except for the color cable, signal filter and isolation switch. Plus a list price that's hard to match. \$11.95, Fair Trade.

The two antennas in our Power Beam series (PB-60 and PB-40) are designed for outstanding all channel reception (2 to 83) VHF and UHF.

They offer a bit less in the way of features, and a lot less in the way of price. The PB-60 is \$9.95, Fair Trade. Only \$6.95 Fair Trade for the PB-40.

We believe you'll think a lot of our Color-Ceptor and Power-Beam antennas. We do.

So much, in fact, that we're advertising them in Life and Look. And unconditionally guaranteeing them with a 10-day money back guarantee.

We don't expect to get any of them back. But if you expect to get any of them to sell, we suggest that you call your Winegard distributor or write for complete information today.

 **Winegard**  
ANTENNA SYSTEMS

© Copyright 1968, Winegard Company, Burlington, Iowa

Winegard Company • 3000 Kirkwood St. • Burlington, Iowa 52601

Sooner or later we just had to start making indoor tv antennas. And not just because we know tv antennas inside and out.

You see, we figure that people who can't put up an outdoor antenna shouldn't have to put up with anything less than the best

reception. Especially in color.

And we can't understand why an antenna created to make color television look more colorful should make a room look drab.

So what we've done is create a complete line of low profile indoor antennas in decorator colors like avocado green, walnut brown, flame orange and shadow brown.

So much for the drab rooms.

As for the best possible reception (in color and black & white—and on all channels, 2 to 83) you'll find that our Color-Ceptor and Power-Beam antennas have what it takes to outperform and outsell everything else around.

Just what you'd expect from Winegard.

**Exclusive ghost rejection color cable with built-in VHF/UHF signal filter.** Our ultra-low-loss coaxial cable is electrically shielded to actually "shut-out" ghosts and to effectively eliminate electrical interference from cars and airplanes and appliances, among other things. The built-in signal filter eliminates the need for separate wires from the antenna to the VHF and UHF terminals on the back of the set; and automatically filters the VHF and UHF signals to help deliver the best possible color reception.

Then there's the chrome-plated UHF driven element.





# room at the top

**James Cruickshank**, now director of advertising; **Joseph N. Buzzelli**, now general product manager, *Thomas Organ Co.*

**Richard French**, now public relations director and assistant to the executive vice president, *National Retail Merchants Ass'n.*

**Dr. George H. Brown**, now executive vice president, patents and licensing;

**Dr. James Hillier**, now vice president, research and engineering, *RCA.*

**Melvin A. Blessen**, now regional sales manager for New York City-Newark, N. J., area in consumer products division, *Motorola Inc.*

**John R. Peterson**, now manager of sales training, Sylvania entertainment products, *Sylvania Electric Products, Inc.*



W. H. Anderson



W. F. Switzer



J. H. Connor



D. P. Dickson

**W. H. Anderson**, now general sales manager, succeeding **W. F. Switzer**, retired, *Frigidaire Div., General Motors Corp.*

**John H. Connor**, now corporate di-

rector of manufacturing, *Roper Corp.*

**Donald P. Dickson**, now a staff vice president, advertising and sales promotion, *RCA.*

**Paul J. Nagelson**, now merchandising manager for range division, *Westinghouse Electric Corp.*

**Martin J. Collins**, now sales manager; **Bruno A. Giordano, Jr.**, now assistant sales manager of the international division, *Fedders Corp.*

**Buzz Willis**, now in the newly created position of manager, new product development, *Record Div., RCA.*



C. E. Phillips



F. W. Darby

**Charles E. Phillips**, now vice president and general manager, *Califone-Roberts Electronics Div., Rheem Mfg. Co.*

**Fred W. Darby**, now television sales manager for consumer products division, *Motorola Inc.*

**Robert L. Cohen**, now in the newly created position of manager of market research in the battery division, *Sonotone Corp.*

**Allison Hails**, now manager of manufacturing engineering, *Thomas Organ Co.*

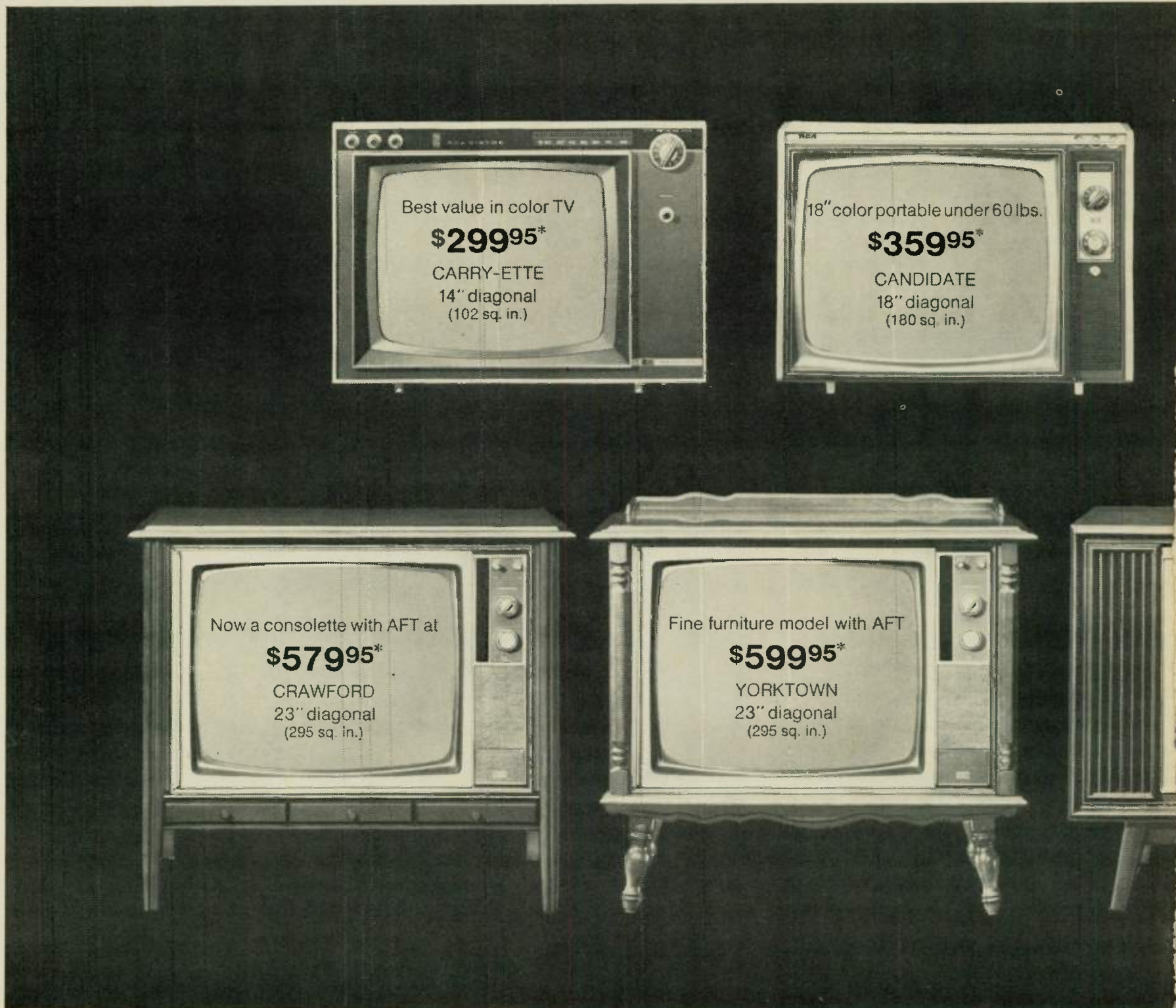
**Tom Eagan**, now merchandising manager, ranges, *Whirlpool Corp.*



"He's got the cash. Should we sell him a color TV?"



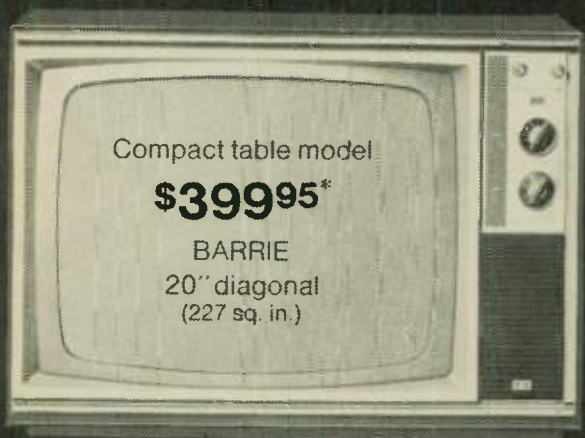
# Born to lead...RCA



Introducing an exciting  
new line designed to keep  
you first in color TV sales.



# color TV for 1969



Compact table model

**\$399<sup>95</sup>\***

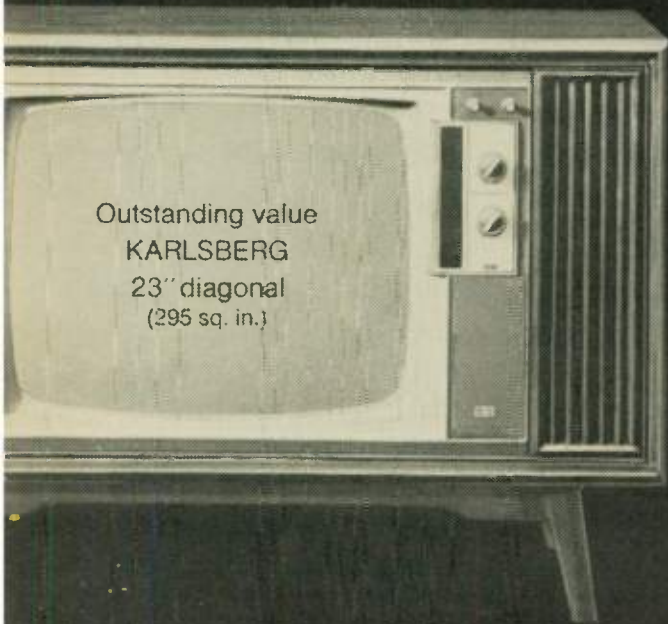
BARRIE  
20" diagonal  
(227 sq. in.)



New, low priced 23" console

**\$499<sup>95</sup>\***

HALIFAX  
23" diagonal  
(295 sq. in.)



Outstanding value

KARLSBERG  
23" diagonal  
(295 sq. in.)



Handsome cabinet styling

**\$775<sup>00</sup>\***

TORINO  
23" diagonal  
(295 sq. in.)

\*Optional with dealer

Now the color TV leader introduces the great news for 1969—to help you sell as never before! We've got a 14" diag., 102-sq. in. sportabout with a Daylight Picture Booster. We've got RCA's first 18" diag., 180-sq. in. family-size portable.

And we've got new low prices for models with AFT (Automatic Fine Tuning), plus a Trans Vista<sup>®</sup> transistorized (one tube rectifier) chassis. Many remote control models. Exciting new styling, too, in our many elegant consoles. See your RCA distributor for details.

†Available in the Fall

# RCA

WRH





**When your competitors see all the Harvest Gold you'll make this fall, they'll turn Avocado Green with envy.**

# TAPPAN HARVEST of COLOR

Tappan announces *Harvest of Color*, an exciting fall promotion designed to help you cash in on the red hot sales appeal of bright-hued appliances.

Harvest of Color starts with product. A complete new Tappan line of gas and electric ranges, including our swift-selling Gallery (only range around with a built-in warming shelf).

Harvest of Color is in national advertising, too. Full-color ads in *THE READER'S DIGEST*, *BETTER HOMES & GARDENS*, *GOOD HOUSEKEEPING* and other top consumer magazines.

The Tappan rep. has special Harvest of Color buying deals during this promotion. (And no blue sky.) Plus a sales-boosting package of displays and local advertising

materials. Sign up for Harvest of Color right away. It'll look great on your books—in black.



Tappan, 250 Wayne St., Mansfield, Ohio 44902

Gentlemen: Please give me all the facts about your Harvest of Color promotion, including details on special Tappan ranges for profitable fall sales.

Name \_\_\_\_\_

Title \_\_\_\_\_

Store \_\_\_\_\_

Address \_\_\_\_\_

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



Manufacturer consensus:

# COLOR TV'S FORTUNES WILL RISE THIS FALL



By Ken Lilienthal

Of course, they're optimistic, but they are in general agreement: Many manufacturers predict this fall will be a record breaker; most see at least very good business being written. Factories are budgeting more color and black-and-white TV set sales than they did for any previous comparable period.

Some say 6,000,000 color sets will be sold this year. What history will record about black-and-white . . . this most don't say. But indications are that monochrome might very well hold some autumnal surprises. Zenith expects that 5,000,000 black-and-white sets will be sold.

The Mexico City Olympics, the national elections, the World Series — as well as anticipations of excellently programmed regular TV fare — are among reasons cited. The pipelines are fairly clear and inventories balanced, despite proliferation of additional portables. All factories are planning intensified advertising and promotion programs. Some speak of forthcoming record expenditures.

Factory prices to dealers are expected

(by factories) to remain stable. But many distributor salesmen, perhaps for obvious reasons, are speaking differently. Hints are made of soon-to-come price increases in the neighborhood of three per cent. Here too, time will tell.

Following, in alphabetical order, are manufacturer views:

"We are optimistic about fall business and anticipate firm pricing in all areas," says Ross D. Siragusa, Jr., executive vice president, Admiral Corp.

"Admiral's new 14-inch and 16-inch portable color television receivers will be in production and in the pipelines to participate in this fast growing segment of the color set market," he continues. "Despite the increasing popularity of the portable color receivers, big-screen models will continue to represent the major share of the sales volume."

The company reports that its advertising investment in the final four months of the year will be 56 per cent above last year's comparable period. Advertising will break this month with a football theme. Among

the magazines scheduled are *Life*, *House & Garden*, *Time*, *Town & Country*, *Sunset*, *National Geographic*, *Look*, *Ebony*, *New Yorker* and *Newsweek*. Distributors and dealers are being offered an in-store display package that can also be used as a window display.

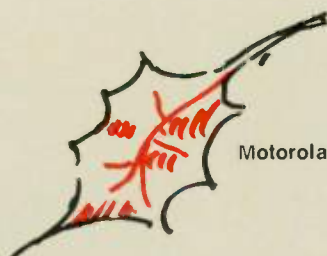
In color TV, "the tone of the market indicates that prices on some models may be increased. With respect to black-and-white, it is our feeling at Emerson that prices will remain firm for the balance of the season."

These are the views of Joseph V. McKee, Jr., executive vice president, Emerson Television Sales Corp. McKee, who also is executive vice president of National Union Electric Corp., notes that Emerson sales at retail during July and August were such that inventories are low, "and we expect this accelerated increase in sales to continue throughout the year."

McKee believes that half of Emerson TV sales will derive from color. Three particular color models are expected to dominate: Model 26C36, a 23-inch set, at \$499.95 suggested retail; the 18-inch Model 29P08,



RCA 14-in. color Model EL-418



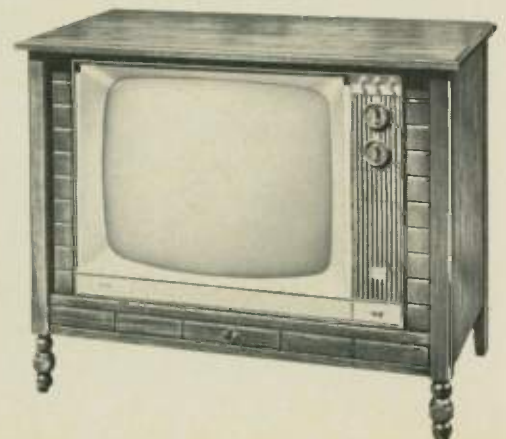
Motorola 23-in. color Model WL-853E



Admiral 14-in. color set



Emerson 23-in. color Model 26C36





at \$329.95; and the 15-inch Model 35P04, at \$299.95. "The entire line will, of course, contribute greatly," McKee says, "with especially heavy sales forecast for the 23-inch Model 55C34" (at \$675).

In black-and-white, McKee expects sizes ranging from 7-inch to 15-inch (priced up to \$109.95) to account for about 40 per cent of Emerson sales; the remainder in 18, 19, and 22-inch sizes (ranging up to \$179.95).

"July was the biggest month in General Electric television history, with both color and monochrome and all screen sizes participating," states I. L. Griffin, vice president and general manager of the company's television division.

This year's color TV industry sales are expected by GE to exceed those of 1967 by about 10 percent, with the company's volume expected to increase "substantially" over last year. General Electric's monochrome sales have been strong, Griffin says, and are expected "to continue to exceed earlier predictions." He expects pricing to remain firm for the balance of the year, but with "some increases anticipated in the late fall." Inventory levels are well balanced and in line with industry fall sales expectations, he says.

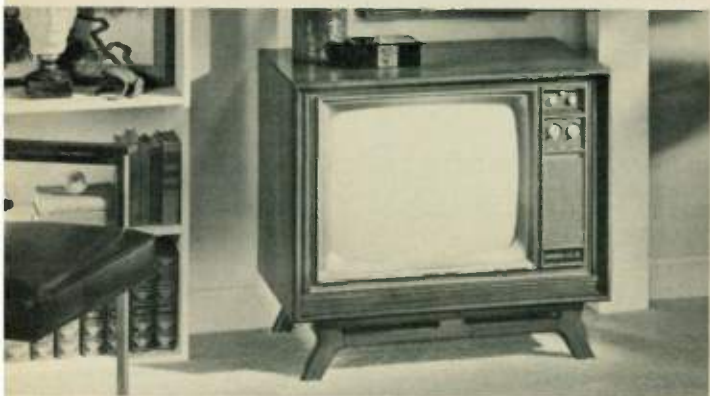
General Electric's fall merchandising programs both at retail and distributor levels will have a close tie-in with the Electronics Industry Ass'n national "Discover Color TV" promotion. These programs will be backed by heavy TV network advertising which was kicked off in August.

Three sets Griffin expects will spark retail sales are: Model M014P, a 9-inch monochrome portable aimed at the youth market; Model WM234GWD, newly introduced 14-inch "Porta Color" TV; and Model M925EWD, a 23-inch color console featuring AFC.

A Magnavox Co. spokesman asserts that the company's "inventory balance is now excellent — better than last year at this time."

The firm's fall advertising and merchandising programs will include print ads

Sylvania 23-in. color Model CF523WS



General Electric 14-in. color Model WM-234-GWD



in such publications as *Time*, *Life*, *Reader's Digest*, and *TV Guide*.

A newspaper tabloid, he says, is scheduled for local markets beginning Sept. 15th. This will be four-color, eight pages. Color TV ads will be keyed to such events as football, the World Series, the Mexico City Olympic Games, and the national elections.

Industry sales of color TV receivers will be in the neighborhood of 6,000,000 for 1968, according to Edward P. Reavey, Jr., vice president of consumer products marketing, Motorola Inc. "I believe the current rate of sales increase, on top of last year's experience at a similar rate, indicates a seasonal pattern.

"Without doubt, the 23-inch screen size will dominate color sales this fall," Reavey continues. "At Motorola, the 23-inch 'Quasar' all-transistor color television line is the outstanding leader and will continue to be this fall as our promotion and advertising programs begin in late September," he says.

The "record-breaking" fall advertising program will include use of spot TV advertising in 109 U. S. markets and up to 14 full pages of newspaper advertising — up to four of them in color — in 238 U. S. newspapers.

In black-and-white TV sales this fall, Reavey says, the 18 and 19-inch will probably be the preferred sizes.

"The present distributor inventory situation is favorable but we may have trouble keeping the pipeline filled once our advertising program gets under way," he says.

Jack Pluckhan, national TV sales manager for Panasonic, declares: "Panasonic's TV sales picture never looked brighter. Sales of both black-and-white and color sets are steadily increasing.

"Figures . . . indicate that the sets in the high-end of our line are selling best." He adds that one of the best-sellers is the 18-inch console, "Silvercrest," Model CT-92D, a color model, at \$399.95.

Currently, says Pluckhan, leading the black-and-white line is the 184-square-inch



Panasonic 18-in. color Model CT-92D



screen "Pineridge," Model AN-89 D.

Next month, Panasonic will launch a campaign to promote its color TV line. A series of four-color full-page ads will run in *Life*, *TV Guide*, *Reader's Digest*, and the *Saturday Evening Post*. At the same time, the firm will promote its smallest color portable (75 square inches), the "Brighton," in *Life*, *TV Guide*, *Reader's Digest*, *Sports Illustrated*, *National Geographic*, *Newsweek*, and *U. S. News & World Report*.

"We're optimistic about fall television sales and are, accordingly, prepared to promote the Philco line to the fullest — both in color and black-and-white," reports Armin E. Allen, vice president and general manager, consumer electronics division, Philco-Ford Corp. "Pricing appears to be holding firm and the inventory situation is generally good."

Allen adds that Philco-Ford "black-and-white business, particularly, is excellent and we expect it to continue through the rest of the year. Color sales also are holding well. Dealer inventories in both black-and-white and color are not high and we expect to increase sales in both lines."

The company's national ad budget for color, he says, is larger than it was for the second half of 1967, and features 41 pages of four-color ads in national magazines. Its theme is, "Philco gets the face right — the rest is easy." Twenty-three-inch consoles are featured in point-of-purchase displays along with a display on ACT, Philco-Ford's new automatic tuning device.

"In addition to our own programs, we will be participating fully in the EIA's 'Discover Color TV' promotion," Allen points out.

RCA expects retail pricing to remain stable during the fall and Christmas selling season, and that color TV sales will again set a record. This is the belief of B.S. Durant, president, RCA Sales Corp. Durant also predicts that black-and-white set sales will match or surpass last year's level.

"Inventories at the distributor and dealer levels," adds Durant, "are not building at

Westinghouse 25-in. color Model CK-25F77



Magnavox 23-in. color Model IC-6976/7





the same rate as color TV sales, thus indicating a balanced position in merchandise. The introduction by manufacturers of more portable models is being reflected in inventories but, in total, color TV inventories are in good shape."

RCA, he says, has scheduled the "largest advertising and promotional campaign in our history." Models to be featured "include the 14-inch and 18-inch portables and a grouping of fine furniture 23-inch sets in the under-\$700 price range."

Joseph Sullivan, national sales manager for consumer products, Sony Corp. of America, sees small-screen black-and-white TV continuing at a good rate. Aggressiveness on the part of the entire industry, along with stepped up merchandising programs, Sullivan believes, is responsible for the good movement of products. He predicts that the light inventory picture will carry over for the first half of 1969.

Sullivan says, "Sony has set just about the biggest advertising program in its history for the fall selling season." Full-page ads will run in such publications as *Life*, *New Yorker*, *Sports Illustrated*, *Holiday*, *Sunset*, *Southern Living*, as well as in magazine sections of the *New York Times*, *Chicago Tribune*, and *Los Angeles Times*.

Sylvania feels confident that the industry will sell 6,000,000 color sets this year, even though the month of July only reached a 7.1 per cent increase over last year, says Gordon C. MacDonald, vice president-marketing, Sylvania Entertainment Products Inc. So far, he adds, the industry for the first 31 weeks this year averaged a 15.2 per cent increase over the same period in 1967 in distributor sales to dealers.

However, in order to reach the 6,000,000 mark, the industry, for the remaining weeks in the year, must average 14.5 per cent, MacDonald asserts.

"Sylvania is confident that the industry will surpass this projected figure because some 70 per cent of American homes do not yet have color television sets. Today a color television set is a must with the consumer.

"We are optimistically confident," he adds, ". . . because advanced technology has made the public more confident. For example, we see this in such improvements as extended picture tube warranties and plug-in components which provide greater reliability and serviceability. We feel that pricing will remain firm based on the fact that there is no indication that the industry is overproducing nor any indication of excessive inventories."

The large-screen 23-inch color set continues to dominate the scene, accounting for more than 50 per cent of color television sales, MacDonald states.

"Our advertising budget has more than doubled over last year which again reflects our optimistic outlook for the fall season."

He predicts that 14-inch and 18-inch color models "will gain in importance as the consumer is demanding a second color television set for the home."

"Our sales outlook for fall and beyond is excellent," says George T. Stewart, executive vice president, Toshiba America, Inc. "We've had fantastic growth in a very short time, and the orders we've written since the Consumer Electronics Show alone are much more than even we ever expected.

"Toshiba is going to try to hold the line as much as possible on pricing against rising costs . . . and no price increases are planned at the moment."

Stewart reports that TAI this year will support a "full schedule of regional distributor and dealer showings. In one or two special cases, these will be funded by TAI; but most showings will have co-operative participation by just about everyone involved." Toshiba's fall ad budget "will be more than twice last year's fourth quarter," he adds. Full-page color ads are planned in such magazines as *Life*, *Look*, *Sports Illustrated*, *Time*, *Esquire*, *Playboy*, *Hi-Fi Stereo Review*. About 80 per cent of the budget will be in national consumer magazines; the rest in local newspapers.

The company's entire product line is geared to the concept of portability, "and our selling program will concentrate on our

11-inch and 15-inch color portables. Two models in each — all four available for under \$300 — have aroused considerable demand," Stewart says, "and we'll concentrate on these, especially on such features as the 'Spectronic' 11-inch color tube."

Westinghouse merchandising programs are going under the theme, "Carefree Color TV," according to W.C. Fortune, marketing manager, consumer electronics division.

"It is carefree for the dealer," he says, "because we have our 'Sure Service' coverage, an industry exclusive. And, it is carefree for the consumer, for he is assured of the initial setup call as well as a selection of two methods of fine tuning to assure the best possible picture. Our 1969 line includes AFT on some models. On others, we have a color tuning bar."

Fortune expects that the 23-inch size will continue to be the backbone of the company's billings. "This is another reason why the average unit price is not expected to slip as a lot of people predicted," he says.

Zenith Sales Corp. sees the outlook, for both black-and-white and color, as excellent. "Following a strong first seven months with Zenith's distributor-to-dealer sales increase in color substantially ahead of the industry as a whole," says Walter Fisher, president, "we are looking forward to the best fall color sales season in our history.

Fisher expects that 23-inch color will account for about 60 per cent of the color units sold in 1968. "With industry color sales expected to round out 1968 at about 6,000,000 units, Zenith expects to get the highest share of the color market in company history."

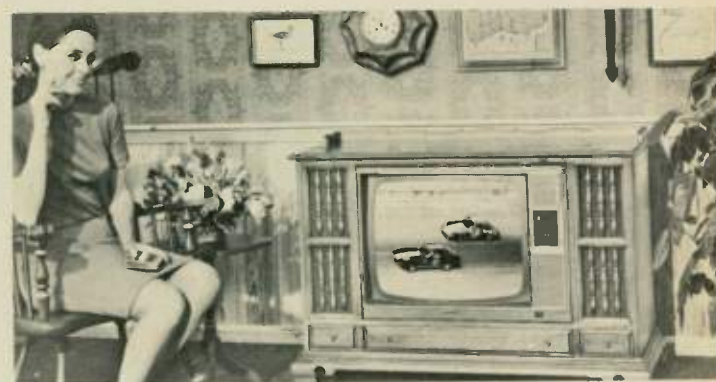
Fisher sees industry sales of black-and-white exceeding 5,000,000 units this year. He states that, "There is no question that black-and-white consoles will be in short supply during the remainder of the year . . . Our black-and-white sales increase is greater than the industry and we anticipate this will continue through 1968."



Sony 7-in. b&w Model TV-710U

Philco-Ford 23-in. color Model 6654PC

WRH



Zenith 23-in. color Model Z6547M

Toshiba 11-in. color Model C2A

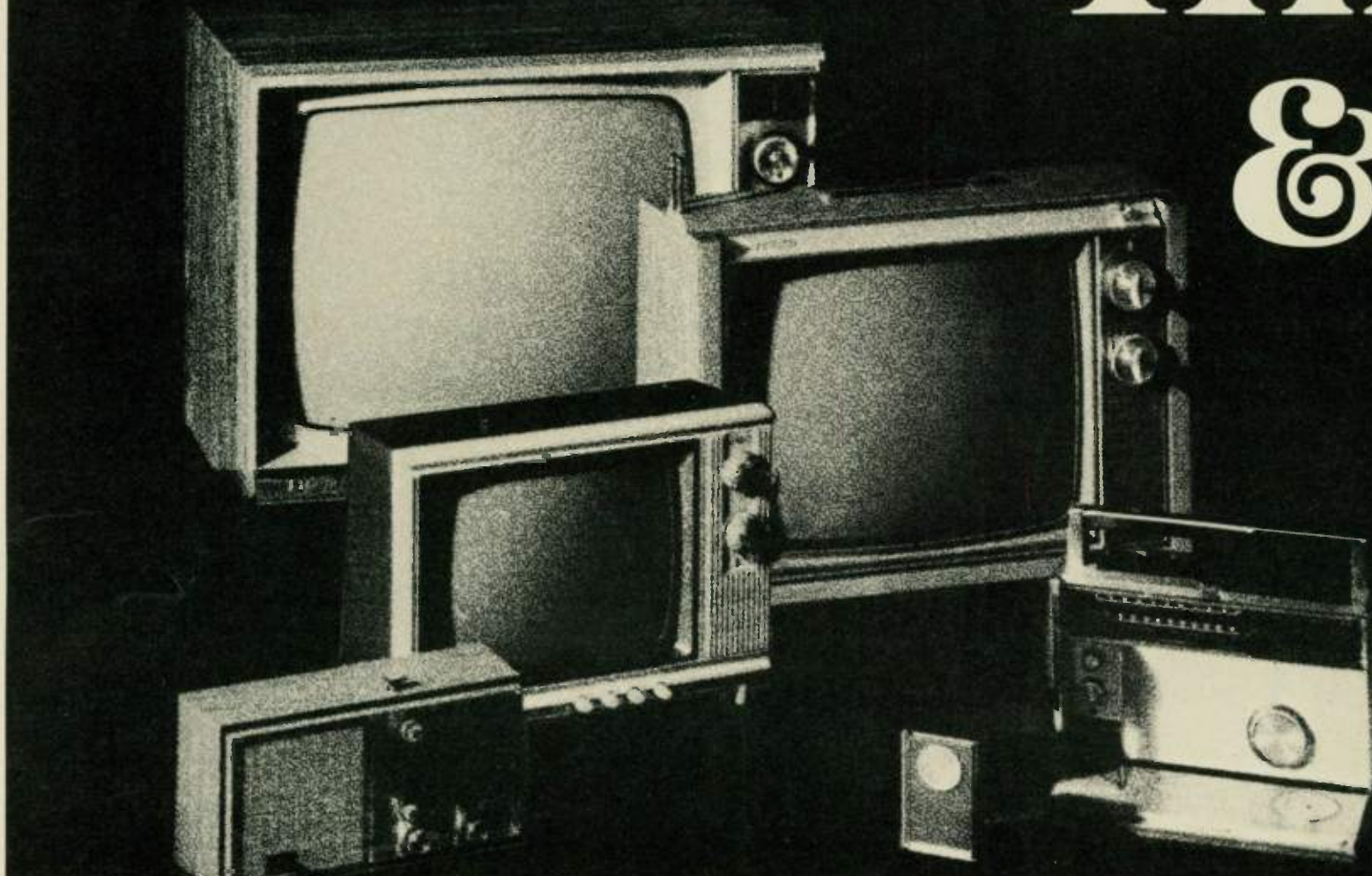




# ZENITH

## CONTINUES ITS RECORD THE NEW, FEATURE-PACK

# THE S & S OF



Zenith sales set an all-time Golden Anniversary year! color and black-and-white nos and radios—at a rate su the industry!

Now Zenith keeps the b Anniversary line. It introdu dramatic new features, and to give you the greatest s fall peak season!

## Backed by Zenith's biggest



### 12-page spectacular in LIFE!

The industry's biggest magazine spectacular ever. In the September 6th LIFE—perfectly timed for a mighty kick-off to fall sales.



### Powerful magazine schedule!

Hard-selling Zenith ads in leading magazines will reach millions of prime prospects. In *Life*. *Time*. *Newsweek*. *Holiday*. *Sports Illustrated*. *Esquire*. *The New Yorker*. And many more.



### Sales-making store displays!

Choose from a wide variety of effective in-store promotion materials. Wall plaques. Electric signs. Top-of-set folders. Complete display kits.



### Hard-hitting newspaper ads!

All fall, Zenith products will be featured in dominant newspaper ads throughout the country. Big-space ads with exciting news that's sure to build store traffic.

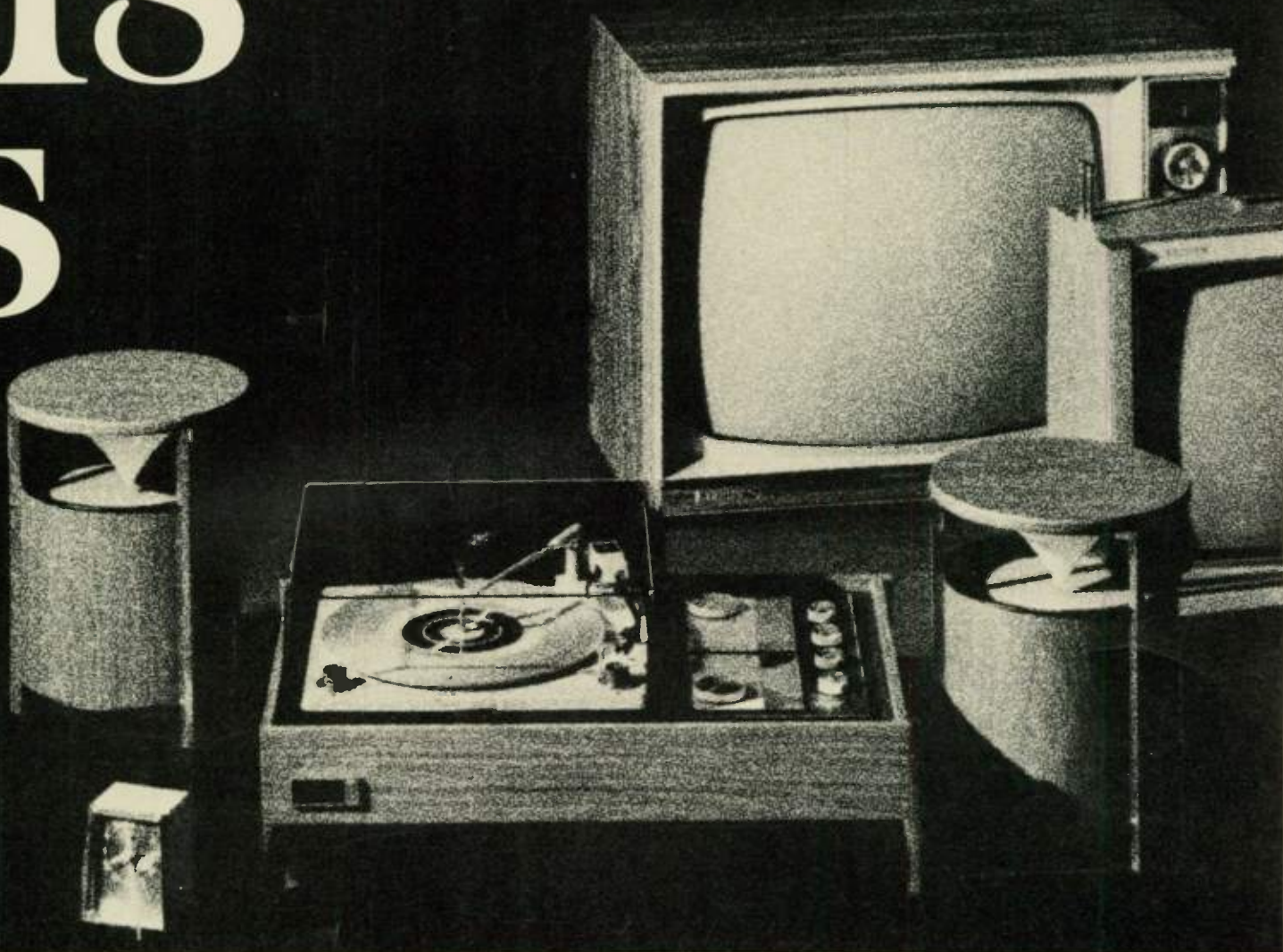


**-BREAKING SALES PACE WITH  
ED GOLDEN ANNIVERSARY LINE**

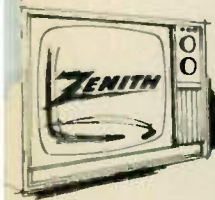
**HIGHTS  
UNDS  
69!**

record in the first half of this  
sales rose in every category—  
of, console stereo, portable pho-  
stantially higher than the rest of

All rolling with the new Golden  
es exciting new product ideas,  
will greater values. All designed  
g opportunity ever during the



**advertising program ever!**



**Top-rated TV network  
programs!**

Week after week, an average of 60 million view-  
ers will see exciting Zenith commercials. On  
CBS, ABC and NBC. Including the National  
Football League games.

**PLUS**

**Complete ad package  
for local use!**

TV COMMERCIALS—in all lengths.

RADIO SPOTS—30 and 60-second  
recorded commercials.

AD MATS—all sizes, in complete mat book.

OUTDOOR BOARDS—24-sheet posters and  
junior boards.

**BEST YEAR YET TO SELL THE BEST**



**ZENITH**

*The quality goes in  
before the name goes on*



The new TV season:

# COLOR IT GREEN FOR FALL DEALER SALES

By Walter H. Hogan

From the red-white-and-blue razzmatazz of the political scene — the campaign and the election — to the kaleidoscopic patterns on the football field, there'll be lots of color and colorful action on TV screens this fall. The networks have planned it that way.

And the programs they put on the air can help dealers move sets off the floor. "TV programming for fall and winter will have a lot to do with our volume of business," says C. Russell Eck, owner of Ontario Appliance Center, Ontario, Cal. "For sales at Christmas and during the early months of 1969, the quality of family shows and 'specials' will put the pressure on Dad to buy."

And Dads have been buying. The number of color-equipped TV households in the United States increased to 16,050,000 as of July 1, according to an estimate released by Allen R. Cooper, vice president, planning, National Broadcasting Co., who said, "The political conventions of 1968 were viewed in color in eight times as many homes as the 1964 conventions."

There are more programs in color, too. The total network color hours have tripled since 1965. And as the curtain rises on the 15th season of color TV, the prime-time programs of the networks (American Broadcasting Co., Columbia Broadcasting System, and NBC) are all in color.

(The 1968-69 program schedule of prime-time shows, the number of color-equipped TV households, and the growth of network color hours are arranged on the opposite page in chart form, which dealers can post as a selling tool.)

And there'll be programs to talk about, too, as selling points. The return of favorite family shows: "Bonanza" in its 10th season on NBC; "My Three Sons," 9th season on CBS; and "Petticoat Junction," 6th season on ABC.

There'll be new faces in family shows: Doris Day on CBS and Diahann Carroll as "Julia" on NBC. Don Rickles will emcee a new comedy-game on ABC.

There'll be specials galore. CBS will present what it calls an "unprecedented schedule" of specials: over 100 entertainment,

cultural, informational and sports broadcasts. William Holden will make his first appearance on network TV starring in a series of specials, "Adventures in Unconquered Worlds" (CBS); Elvis Presley will do a special in December (NBC), and Truman Capote will present a study of capital punishment, "Death Row U.S.A." (ABC).

There'll be more movies than ever. And there's a reason, surveys show. "The most conspicuous feature of the upper income group is the prominence of movies — four of the Top 10, including the No. 1 show," says Dick Hobson in "Who Watches What?" in *TV Guide* (July 27, 1968), which summarizes surveys showing what programs are preferred by viewers divided into such classifications as region, income, age groups, education, and employment.

NBC had the first network movie night in September, 1961, added a second movie night in 1963. The other networks followed, and now NBC has added a third movie night this year. So now viewers can see a first-run movie in prime time every night of the week!

**NEW ON ABC:** Rocket ship captain Gary Conway stars in "Land of the Giants," science fiction series Sundays at 7; Don Murray and Otis Young co-star as "The Outcasts," bounty hunters in post-Civil War west, Mondays at 9; Joan Blondell co-stars with Robert Brown in "Here Come the Brides," lumber camp adventure series Wednesdays at 7:30; aggressive humorist Don Rickles is emcee of comedy-game show Fridays at 9.



**NEW ON CBS:** "Lancer" stars Wayne Maunder and James Stacy as half-brothers in Western series Tuesdays at 7:30; Bob Denver and Herb Edelman, with Joyce Van Patten, are "The Good Guys" in comedy series Wednesdays at 8:30; Patricia Harty has title role and Will Hutchins is Dagwood in "Blondie" Thursdays at 7:30; Jack Lord heads state police unit out of Honolulu in "Hawaii Five-0," action-adventure series Thursdays at 8.



**NEW ON NBC:** Ted Cassidy is Injun Joe with other Mark Twain characters in "The New Adventures of Huck Finn" Sundays at 7; Diahann Carroll is "Julia" in situation comedy Tuesdays at 8:30; Robert Stack, Tony Franciosa, and Gene Barry take turns starring in "The Name of the Game," series of connected motion pictures, Fridays at 8:30; Martin Milner and Kent McCord are two squad car policemen in "Adam-12" Saturdays at 7:30.





# Mart Magazine's 1968-69 Dealer Guide for Color TV

All three networks have full-color programming. →

Total sets in use up six-fold in just 3½ years ↓

		Color Sets in Use
1965	Jan. 1	2,860,000
1966	Jan. 1	5,350,000
1967	Jan. 1	9,450,000
	July 1	11,420,000
1968	Jan. 1	14,630,000
	Apr. 1	15,850,000
	July 1	16,700,000

Color TV households up 472 per cent since January, 1965 ↓

		Color TV Households
1965	Jan. 1	2,810,000
1966	Jan. 1	5,220,000
1967	Jan. 1	9,180,000
	July 1	11,050,000
1968	Jan. 1	14,130,000
	Apr. 1	15,270,000
	July 1	16,050,000

Almost 30 per cent of total TV homes now have color TV ↓

		Color Households as % of All TV Households
1965	Jan. 1	5.3
1966	Jan. 1	9.6
1967	Jan. 1	16.7
	July 1	19.8
1968	Jan. 1	25.1
	Apr. 1	27.0
	July 1	28.2

... and total network color hours have tripled since 1965 →

## 1968-69 Three Network Prime-Time All-Color Schedule

All programs in this schedule are in color except for movie nights when some feature film is black-and-white. Times given are New York time. NBC programs start the week of Sept. 15; ABC and CBS schedules start the week of Sept. 22. New shows are indicated by color bars.

	7:30	8:00	8:30	9:00	9:30	10:00	10:30	
MONDAY	THE AVENGERS		PEYTON PLACE	THE OUTCASTS		THE BIG VALLEY		ABC
	GUNSMOKE		THE LUCY SHOW	MAYBERRY R.F.D.	FAMILY AFFAIR	THE CAROL BURNETT SHOW		CBS
	I DREAM OF JEANNIE	ROWAN & MARTIN'S LAUGH-IN		MONDAY NIGHT AT THE MOVIES				NBC
TUESDAY	THE MOD SQUAD		IT TAKES A THIEF		N.Y.P.D.	THAT'S LIFE		ABC
	LANCER		THE RED SKELTON SHOW		THE DORIS DAY SHOW	CBS NEWS HOUR		CBS
	THE JERRY LEWIS SHOW		JULIA	TUESDAY NIGHT AT THE MOVIES				NBC
WEDNESDAY	HERE COME THE BRIDES		PEYTON PLACE	THE ABC WEDNESDAY NIGHT MOVIE				ABC
	DAKTARI		TWO GOOD GUYS	BEVERLY HILLBILLIES	GREEN ACRES	THE JONATHAN WINTERS SHOW		CBS
	THE VIRGINIAN		KRAFT MUSIC HALL		THE OUTSIDER			NBC
THURSDAY	THE UGLIEST GIRL IN TOWN	THE FLYING NUN	BEWITCHED	THAT GIRL	JOURNEY TO THE UNKNOWN	(STATION TIME)		ABC
	BLONDIE	HAWAII 5-0		THE CBS THURSDAY NIGHT MOVIE				CBS
	DANIEL BOONE		IRONSIDE		DRAGNET	THE DEAN MARTIN SHOW		NBC
FRIDAY	OPERATION: ENTERTAINMENT		THE FELONY SQUAD	DON RICKLES SHOW	THE GUNS OF WILL SONNETT	JUDD FOR THE DEFENSE		ABC
	WILD WILD WEST		GOMER PYLE	THE CBS FRIDAY NIGHT MOVIE				CBS
	THE HIGH CHAPARRAL		NAME OF THE GAME			STAR TREK		NBC
SATURDAY	THE DATING GAME	THE NEWLYWED GAME	THE LAWRENCE WELK SHOW		THE HOLLYWOOD PALACE		(STATION TIME)	ABC
	THE JACKIE GLEASON SHOW		MY 3 SONS	HOGAN'S HEROES	PETTICOAT JUNCTION	MANNIX		CBS
	ADAM 12	GET SMART	THE GHOST & MRS. MUIR	SATURDAY NIGHT AT THE MOVIES				NBC
SUNDAY	LAND OF THE GIANTS (1968)	THE FBI		THE ABC SUNDAY NIGHT MOVIE				ABC
	GENTLE BEN	THE ED SULLIVAN SHOW		THE SMOTHERS BROTHERS		MISSION: IMPOSSIBLE		CBS
	WALT DISNEY		THE MOTHERS-IN-LAW	BONANZA		THE PHYLLIS DILLER SHOW		NBC

## ANNUAL COLOR HOURS — NETWORK PROGRAMS ONLY (1954-1967)

	NBC-TV	CBS-TV	ABC-TV	Total Network*
1954	68	46	—	114
1955	216	46	—	262
1956	486	74	—	560
1957	647	53	—	700
1958	668	24	—	692
1959	725	10	—	735
1960	1,035	5	—	1,040
1961	1,650	—	—	1,650
1962	1,910	—	35	1,945
1963	2,154	4	116	2,274
1964	2,133	6	200	2,339
1965	2,884	464	508	3,856
1966	4,116	1,470	1,194	6,780
1967	4,469	2,637	2,526	9,632

\*Excludes Sports Network Inc.



As signs of big spending make the scene . . . .

# Southern California dealers set sights on big Christmas

and start promotions earlier this time.

By Walter Browder

**C**hristmas merchandising in "Lotus Land" is coming in early and strong this fall for big-ticket merchandise.

The pressure on big-spenders starts at dizzying heights, setting the style and standard for such wild extravagance that \$500 for a color TV suddenly does not seem like a very big whack at the pocketbook.

For example, in mid-August, someone at Prestige Motors on Wilshire Drive put the biggest red satin bow in Beverly Hills, Cal. on a \$9,000 Excalibur sports car — plus extras. And down the street, over on Rodeo Drive, a mistletoe bell glistens in the mid-summer sun in the window at Rasoff's; there's a \$7,000 mink coat under it.

So these things augur well for dealers' dreams of the best Christmas yet for color TV. They know the big Christmas money is there for the getting, if they work for it.

Over in San Gabriel, Cal., Dealer Howard Roach is working out plans for a uniquely colorful start on fall-to-Christmas promotions for color TV. He's going to "Jungleland" for parrots, cockatoos and macaws — "Dr. Doolittle's" very own — to tie in with RCA Victor Month.

Last year it was merely "RCA Victor Week." But this year, all bets are on bigger money being spent during a four times longer promotion period. Russ Coyle, who pulls the advertising and sales promotion strings for RCA Distributing Corp. calls the promotion "the biggest thing ever" for "Lotus Land's" RCA dealers, and he's right:

"RCA Victor Month" starts September 29 with an eight-page, full-color roto section to walk away with the honors in all major Southern California newspapers that Sunday. It is supported by national and local TV advertising, and brought to pay dirt by Roach and his peers.

The big money in San Gabriel and Monterey Park, where Roach's two stores have traditionally stolen the promotion scene all year long (see *Mart*-July 1), is on 23-inch and 14-inch screen sizes for color TV this Christmas, retailing for \$489 and \$299. And Roach's expanded sales staff is ready and waiting to go in mid-August. He doesn't take chances on a shortage of good salesmen when the season gets going; he hires them and trains them all summer.

In Whittier, dealer Russ Nall will begin his Christmas promotions at Cal-Tec "the day after kids go back to school — about Sept. 15." Nall will then run a full-page "umbrella ad" for the store every month until Christmas, supported by a 60-inch ad for TV every week.

Nall counts on color TV for 50 per cent of his volume between Sept. 15 and Jan. 15, with a high point of 70 percent of monthly volume in December.

Cal-Tec carries RCA, Motorola and Zenith, and Nall says that their color TV accounts for 40 per cent of his total sales both in 1967 (about \$750,000) and 1968 (projected volume: \$1 million).

For Christmas, Nall says that the 23-in. screen will be his best seller and predicts that portables will slip in popularity. "Nearly \$300 for a small screen is just too much money when a couple of hundred more will put you in the big-screen ball park," he says.

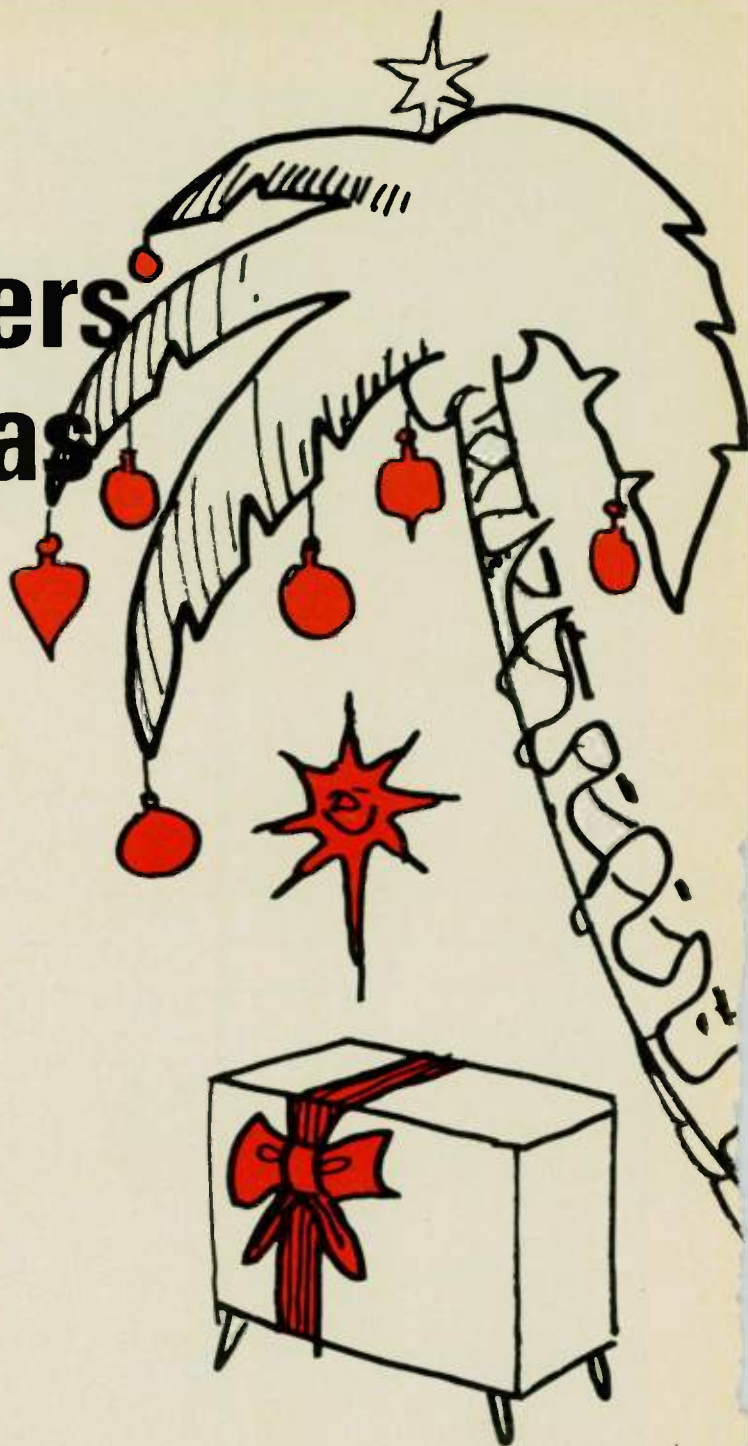
In Bellflower, Lakewood Home Appliances thanks Magnavox for its prediction that color TV Christmas sales will account for 30-35 per cent of the store's total volume.

"Their color brochure gets business off to a brisk start early in October," says Mrs. Joseph A. Kenny, who manages the store with her husband-owner, Joe. "Our mailing list has over 100,000 names, and the Magnavox brochure puts us very much in the public eye as the only place to go in our area for this 'big name' brand."

Mrs. Kenny says their 25-inch screen size will pull most of the business, and that portables are not counted on as a big gift item. "They're an impulse buy in our area, believe it or not," she says. "You've got to be in a shopping center, where Christmas spending goes wild, to pull in Christmas volume on portables. Our best portable business is at graduation time or during the baseball season."

Lakewood Home Appliances does almost as well with color TV after Christmas as it does during the holidays. Its annual sale of Magnavox accounts for 25 per cent of total volume. The store uses local newspapers and TV to support direct mail promotions all year long.

The Jack Williams Co. in San Marino



sells color TV steadily throughout the year to its well-heeled customers on Huntington Drive and seems to have reached an almost-saturation point with color TV sales now accounting for only 10 per cent of total sales. "Color TV is really no novelty here," says George Nestie. "Our San Marino people spend their Christmas money on other expensive things."

Not even big-furniture consoles for those great big houses? "They're dead," says Nestie.

But the store is doing a brisk business in portables. They're still "new", and 20-inch screen sizes are in demand.

The Electric League of Southern California doesn't wish to be quoted on details of its still-continuing search for a fall-to-Christmas color TV promotion that will blanket all of its dealer-members in "Lotus Land." The search started early this summer, following generally awful sales in color TV last spring and dire predictions for what was to follow.

How about "Discover Color TV," that first-time-in-history promotion of the Consumer Products Division of the Electronics Industries Association? The one that truly brings together distributors, dealers, broadcasters, newspapers and electric utilities?

Silence. Rumor is that a decision on "Something Big" will be made in the near future.



**Mart's Dealer Advisory Board discusses:**

# The MANUFACTURER'S responsibility to the DEALER

American dealers, at least as their opinions are reflected by the **Mart** magazine Dealer Advisory Board, agree that there are a number of ways in which manufacturers could help them operate their businesses more effectively.

The board members differ, though, sometimes sharply, as to the degree of responsibility the manufacturer bears to help them.

Running through the comments of several board members is the refrain that in helping retailers, factories would in many ways be furthering their own aims.

These conclusions were drawn from a discussion of "The Manufacturer's Responsibility To The Dealer" during a three-day meeting of the Dealer Advisory Board in High Point, N.C.

Leaders of the discussion were: Wolf L. Lansing, Downing's, Inc., Denver; J.C. Mauldin, Mauldin's, Columbus, Miss., and Julius Ventura, Joerndt & Ventura, Kenosha, Wis.

The **Mart** magazine Dealer Advisory Board is comprised of 17 dealers from markets of varying size throughout the U.S. The board meets periodically to discuss problems of general interest to retailers.

In leading off the discussion, Lansing noted that initial failures of products complicate the dealer's attempt to guarantee his product.

The Denver dealer stated that his company's policy of a seven-day "return" privilege for the purchaser is complicated by such failures.

"I would say that the direct cost to exchange a piece of merchandise is around \$20 to \$25," Lansing stated. "The salesman's time required to soothe the customer, and all of that, I have not taken into consideration. I think quality control by every manufacturer will have to become better and improved every way. Otherwise, we, as independents, have the problem of costly loss of a customer and dissatisfaction."

Lansing also observed that he accepts the fact that manufacturers are involved in private label production. But, he added, the manufacturer should make the private label merchandise different enough so that the customer cannot recognize it as the same product found in the store of the independent dealer.

"I think it goes both ways," Lansing said. He noted that he attended the grand

opening of a private label store in Denver recently. A prospect asked a salesman "Who makes your washer?" The salesman very proudly gave her the factory name.

"Oh, you couldn't give me one of those," she said and walked away.

"I believe that the manufacturer who is involved in making private label should make sure that he is keeping us as independent dealers, first of all, competitive price-wise, feature-wise, and design-wise," Lansing asserted.

He also took issue with national promotions staged by factories. Some of these promotions do not necessarily work into the plans of the independent dealer, Lansing said.

"I firmly believe that the independent dealer should have his own way of advertising, because we have to build an image, and we have to be different than a mass merchandiser."

Lansing cited as an example the "Early Bird" air conditioning promotions. "What's an early bird in Denver is not an early bird in Houston, so they are offering discounts for early buyers."

The **Mart** magazine Dealer Advisory Board member stated that he believes the manufacturer's responsibility in national advertising is to pre-sell his product to the consumer, "but I don't believe he should go into direct retail activity." Such activity, he asserted, is causing the independent dealer to lose his image to the mass merchandiser.

Lansing further stated that it is not the

manufacturer's responsibility to take over the independent dealer's service. He noted that his company had gone from its own service into central service but is in the process of returning to providing its own service.

He charged that the "personal touch" that an independent dealer needs today to be different from the mass merchandisers is lost through centralized service.

Although he said he does not know that it is happening in Denver, Lansing stated that he is aware that centralized service men are taking money "under the table" for leads. He added that he does not blame the factory for this.

Lansing admitted that the independent dealer quite often is guilty of asking the manufacturer for too many things, and "eventually it ends up that they are more or less starting to run our business because we are falling into the trap ourselves. It's not just their fault. It's ours.

"But, I think we could use their help, particularly when it's help that is for a common cause. For example, training of sales people, service people . . . A lot of these activities they are conducting anyway. So it would not be an additional cost to the manufacturer, or at most a very slight cost to help us.

"We could use more frequent seminars. These would be one or two-day seminars that would give our men much more thorough training than most factories have offered so far."

Lansing added that the industry has a

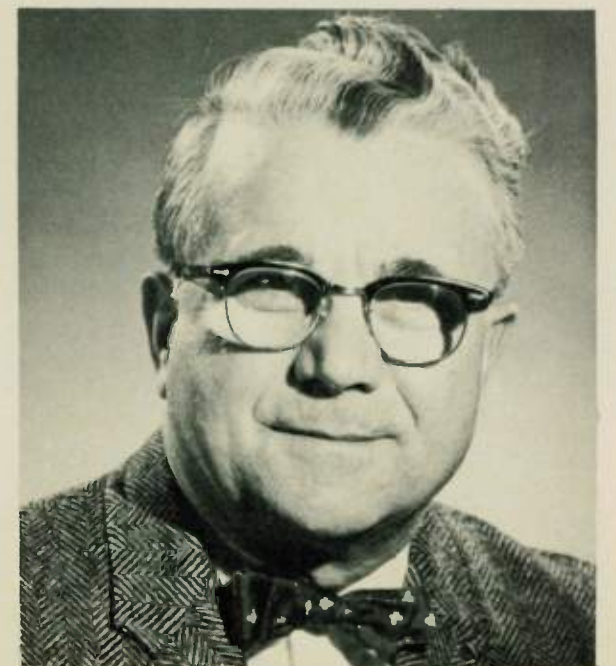
Wolf Lansing . . .

"I firmly believe that the independent dealer should have his own way of advertising, because we have to build an image, and we have to be different than a mass merchandiser . . ."



Julius Ventura . . .

"Many times inoperative new line merchandise arrives before schematics and parts . . ."





great need for more professional trainers — men whose background is in the industry.

A territory such as the one his store is located in he noted, comprises many square miles, and it is often six to eight months before a sales trainer returns to the store.

"We need more frequency," Lansing stated.

The Denver board member emphasized that the manufacturer does have a responsibility to give the independent dealer better and more frequent training. He also noted that in recruiting people for their own use, factories must come across many men who are not suited for the manufacturer level but who could be interested in going into retailing.

He also stated it is his understanding that manufacturers have tests to determine the suitability of a man for selling. Such tests, he said, should be passed along to dealers to help them avoid costly mistakes in hiring.

Julius Ventura told the board members that he believes that manufacturers should set up a distress fund for retailers who have recurring service and delivery costs.

"At times," he asserted, "it is not unusual to have 15 to 22 man hours or \$100 spent on a single item sold.

Ventura said the factory also bears a responsibility to keep the dealer supplied with new schematics and parts. "Many times inoperative new line merchandise arrives before schematics," he said. "More importantly, the parts needed are not available as yet."

The Kenosha dealer asked why factories could not set up a central parts department for rush parts replacement — by-passing the distributor or supply house.

Ventura pointed out that when an item is produced, sometimes the carton has two or three stickers attached that identify it by model and serial number. "Why not print six or eight of the same gum stickers, and attach them to the appliance or chas-

sis? he asked. Simply detach, moisten, and place the sticker on a returnable item. This would result in time-saving, better control, and no chance for error."

Ventura emphasized that dealers are aware that manufacturers have many problems, but he suggested they call on dealers for their opinions. He further suggested that factories send a questionnaire to qualify dealers with service organizations, asking where troublesome areas could be improved and made more reliable. "Too much reliance is placed on the engineering department. Unfortunately, they feel they are always right. To prove their point, we all suffer too long."

By the time "bugs" are worked out of a product, the factory comes along with changes that involve short cuts and cost improvements, and the cycle is repeated, Ventura charged.

Admitting that the size of a retail operation has some bearing on the manufacturer's thinking concerning a dealer, J.C. Mauldin, of Columbus, Miss., recalled the many services that were once offered to him by the factory when he was the only dealer for a particular brand in his market area. Noting that he has been fighting back against the mass merchandisers that have gone into business in the Columbus area, Mauldin lamented the fact that he cannot get any help from factories in finding and training good sales or service people. The means of both finding and training sales people are lacking in a small town, he added.

"This selling business is fast becoming a lost art," the Mississippi dealer asserted. "It is no wonder that the general public is getting extra protection from Washington, because it is really getting the works from the sales people, especially in the big chain stores, and in mine, too, for that matter, from salesmen who hardly know one product from the other, much less are they able to give a good sales presentation and inform the customer of the benefits and the features of the product they are trying to sell.

"They are there only to write up the order, with the least possible help to the customer and in many cases, offer gross misrepresentation.

"Some of the ads that are seen in papers don't help either. They are misleading. So, I say that the manufacturer's biggest responsibility to the independent dealer is to help provide and train sales people for him. Thus, I think the small dealer may be able to survive and do a better job and render a greater service to the customer, thereby also moving more goods for the manufacturer and putting himself in a better position to carry out his responsibility to the manufacturer.

In a discussion period, Ezra Landres, Norfolk, Va., dealer, asked why it is impossible for the dealer to see someone from the

factory with service responsibility within a reasonable period of time.

He also raised the point that too often the manufacturer, rather than going to an established dealer, suggesting he open a new outlet, seeks to franchise additional retailers in a market.

"Why not come to this dealer and say, look, we have a problem. We need more penetration. We think it's possible with your kind of outfit to give it to us, rather than look elsewhere. What do you say we form a partnership? You help us and we will help you."

Carl Barlow, Tulsa, Okla., dealer, charged that movement of sophisticated merchandise often bogs down at the retail level because factory engineers are usually two years at least ahead of retail service technicians. As an example, he noted that labor on a solid state black-and-white TV set brought into his service shop recently had amounted to 86 hours.

"I couldn't charge the man \$72 in labor for a \$300 or \$239 television set. We charged him \$25. That's exactly what I charged him because I sold him the set. He wasn't even happy with this.

"You can't move this sophisticated merchandise through us any faster," Barlow stated. "It's just like taking a four-inch water line and pulling it down to a three-quarter inch garden hose. It just won't go through it."

Lawrence S. Kelley, Harold Kelley's Inc., Portland, Ore., stated that his store had learned that it is more effective to give a 30-day exchange, than a seven-day exchange.

"If anything happens in the first week, they want to get the thing out of there. We give 30 days in the store, and there is plenty of time to fix it. We hardly ever have an exchange," Kelly said, "but if we had to do it in a week, I know we would get a lot of them."

Wolf Lansing reported that his company had instituted a seven-day exchange policy partly to combat Sears, Roebuck.

"Yes, it creates headaches," he admitted. "I think our business is a headache business. We have to learn to live with it. It does increase sales tremendously . . . I think in two months I only okayed three tickets for a customer who wanted his money back."

William J. Denels, Hollywood, Cal., dealer, asked why retailers are not demanding that what they buy is in working order.

Ezra Landres replied that in many cases the manufacturer was seeking to supply the retailer with merchandise that consumers were breaking down his door to get.

"What they did wrong was they didn't help us take care of the merchandise that wasn't working," he stated. "Such situations," he continued, "occur once in a decade. It behooves us to charge enough for the stuff to take care of these fellows. The manufacturer does."



J. C. Mauldin . . .

"I say that the manufacturer's biggest responsibility to the independent dealer is to help provide and train sales people for him . . ."



# Go all the way from Admiral to Zenith.

## Then come to Westinghouse for Carefree Color TV.

### **Westinghouse pays for service calls during the first 90 days.**

Our Sure Service program covers repairs and adjustments made by dealers or authorized service centers during the important first 90 days of ownership. Westinghouse pays for it. And you can tell your customer that if he moves away—to anywhere in the United States—Sure Service follows him.



That's Carefree TV. You win customer confidence, you keep his goodwill, and you don't lose profits to unmanageable service costs.

### **Westinghouse guarantees the color picture tube for two years.**

It's like having free insurance every time you sell a 1969 Instant-On® Color TV. It could save your customer \$150 to \$175. And you won't lose time, money, or the customer. That's Carefree TV, too. And there's more. All other parts are guaranteed for one year. Carefree TV helps you sell Color TV with confidence.

The guarantee: Replacement by authorized Westinghouse dealer of Instant-On Color TV picture tube guaranteed for two years, excluding labor costs, should material or workmanship prove defective. One-year repair or replacement, under same conditions, applies to other parts.

### **Westinghouse offers a choice of two automatic tuning systems.**

Now you can sell two different tuning methods that are designed to eliminate servicing for minor tuning adjustments. (Four out of ten first-year service calls are wasted doing just that.) One is AFT that locks-in a perfect picture at the flick of a switch; the other is the exclusive Westinghouse On-Screen Tuning Bar. Both carefree.

### **Westinghouse short line for easy inventory and simple stepping-up.**

You can stock a full line of screen-sizes—right down to a compact 14-inch—without a bulging warehouse because Westinghouse keeps its line lean and logical. And it's easier for your customer to make up his mind.

Westinghouse has put confidence back into Color TV by making it carefree—with guarantees, with easy tuning, with a sensible model and price lineup.

### **Compare: You'll sell Westinghouse.**

You can be sure...if it's Westinghouse





# Take a good look at our newest chassis. It'll be a long time before you see it again.

How many times can you afford to service a color TV set during the warranty period?

We think even once is too much.

And after the warranty, how many service calls before your customers lose confidence?

Of course, no one can guarantee perfection. But, we think our new "Gibraltar" chassis comes as close as you can get.

For one thing, it just about overcomes the two major causes of failure—power overloads and heat.

We've got a special voltage switch that lets you select the best power level for your specific locale, and newly-designed receiving tubes and transistors that cut power needs by 25 percent for much cooler operation.

But that's not all.

We've also virtually eliminated electrical shorts due to shock, vibration, or high temperature; increased the life of receiving tubes considerably; and protected the high-voltage transformer from moisture and heat.

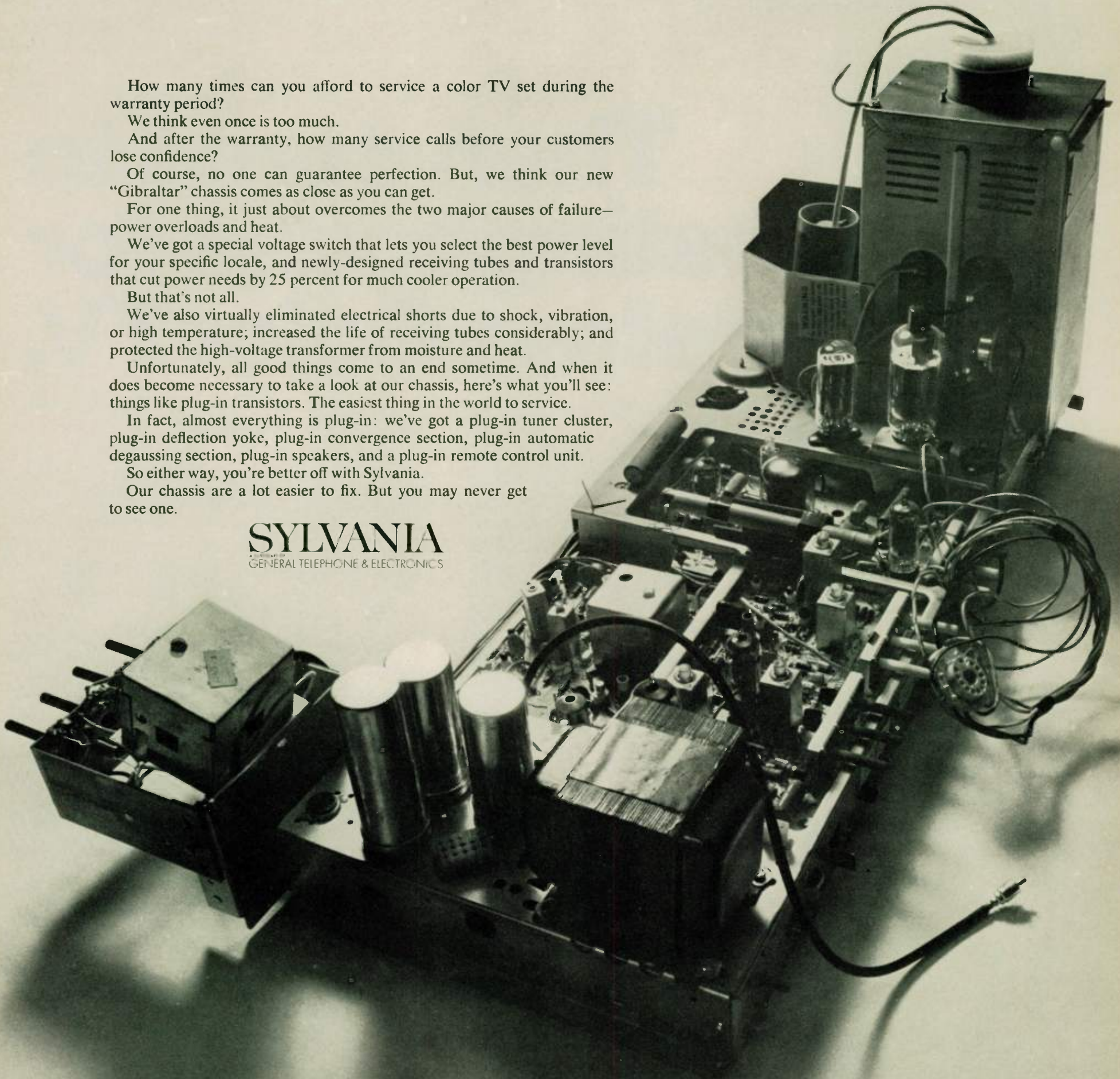
Unfortunately, all good things come to an end sometime. And when it does become necessary to take a look at our chassis, here's what you'll see: things like plug-in transistors. The easiest thing in the world to service.

In fact, almost everything is plug-in: we've got a plug-in tuner cluster, plug-in deflection yoke, plug-in convergence section, plug-in automatic degaussing section, plug-in speakers, and a plug-in remote control unit.

So either way, you're better off with Sylvania.

Our chassis are a lot easier to fix. But you may never get to see one.

**SYLVANIA**  
A DIVISION OF  
GENERAL TELEPHONE & ELECTRONICS





## The department store

# Gertz's brown goods policy is to build total store loyalty

Outside service company enables group to deliver and set up merchandise at same time.

By Isadore Barmash

**G**ertz Long Island, a division of Allied Stores Corp., is a group of community department stores in Queens and Long Island, N. Y. that faces a formidable array of competition.

Daily, the five Gertz stores slug it out with such muscular department store rivals as Macy's, Abraham & Straus, and S. Klein Department Stores, and with such successful appliance chains as Friendly Frost and such dexterous independents as Jamaica Refrigeration.

This would put the onus on any key Gertz departments, none more so than on its radio-television-stereo operation. But Gertz in its brown goods operations has come up with an approach in the past eight years that has tripled its gross sales, helped to improve its markup, and increased its profits.

More important, asserted Joseph A. Augello, divisional merchandise manager of major appliances, radio-stereo-TV, the brown goods department has not only retained and attracted customers but has done the same for the entire store. And the latter, as far as the 44-year old merchandiser is concerned, is the most important objective that he has.

What Gertz has done is simply to arrange with an outside service company to virtually represent it full-time and to carry an extensive inventory on hand on its own premises.

The result is that the Gertz group has become the only department store in the area to both deliver and set up the merchandise simultaneously in the customer's home.

"This policy has allowed us to do something that is very important, we think, from

a store-customer standpoint," Augello said. "It has allowed us to play the game straight. We don't promise what we can't produce, and we promise only what we can produce. And we are able to give the customer a firm delivery date and stick to it."

In Augello's opinion, the department store's brown goods department has a different role than the appliance-home electronics store's.

"If the appliance store man loses a sale, then he's out-of-pocket a sale," he said. "It's not good, but he can make it up. But if we lose a sale and maybe a customer in our store because we overpromised or couldn't satisfy her, chances are that the whole store has lost her, too — and that means a lot of other departments besides our own."

It boils down to the fact, he added, that if a woman is dissatisfied over a "big-ticket" purchase in the radio-TV-stereo area, she will probably no longer be loyal to the other departments in the store.

To carry out his plan of keeping the brown goods customer happy, Augello went on, the service company has an in-stock inventory that ranges in value from \$600,000 to \$1 million for all of the five Gertz stores. (White goods stocks are carried in Gertz's own warehouse.)

All incoming merchandise is pre-inspected at the service agency — "physically stripped and checked and reassembled better than in the factory," he added.

"We do this because we were getting so many D.O.A.'s ('dead-on-arrivals') in both brown and white goods," he explained. "The factory just seems to knock out the goods as fast as it's sold — there is such a great demand for merchandise today.

"So, we pre-inspect everything before delivery. It has saved us a lot of money in exchanges, in customer goodwill and in insuring satisfaction at the point of delivery," Augello said.

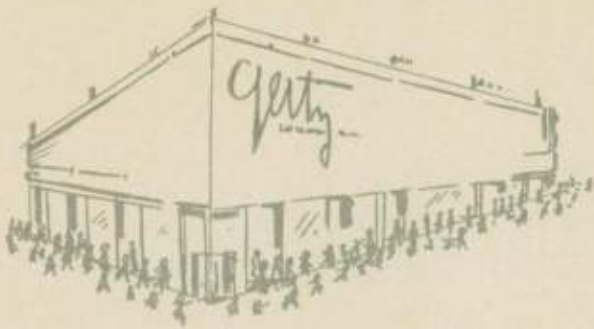
He believes that if Gertz were to tie up with a factory service plan, "We'd get no pre-inspection. The factory service people just aren't geared to concentrate on customer service. When there is a real kick from the customer, the dealer is just plain stuck with the problem."

How did Gertz get into its present service arrangement in the first place? Augello, a bluntly speaking merchant, who originally started out to be an architect, replied: "We sell merchandise that most everybody else sells. There's not much difference between stores when they, as we do, sell Magnavox, Sylvania, RCA, Zenith, GE, Philco, Toshiba, Panasonic, etc. But we decided that in a store like ours, we have an obligation to be a community store more than, say, Macy's, and to insure that we will do all for the consumer that we say we will and thereby to guarantee the loyalty of the customers to the rest of the store."

When Gertz first contacted the outside service organization eight years ago (when Augello was named buyer of both white and brown goods), the move was not to sign up the service firm to provide service but "for insurance — insurance that the customer would be satisfied."

That arrangement proved not only right in principle but very successful from a practical standpoint. Gertz pays the service company a percentage on sales, and has stepped up that percentage as the service firm's expenses have mounted. Paying it a





service charge per unit would not have proved economical, he said.

The service firm has as many as 35 people on its staff and never less than 20. "I think our arrangement with them is the strongest point in our merchandising program," Augello noted, "and it is not costly in the long run."

Aside from that point, what are the other major elements in Gertz's merchandising policy for brown goods? Augello cited:

- (1.) Getting the best lines available.
- (2.) Carrying a good cross-section of each of those lines.
- (3.) Offering an array of styling. (Four basic styles are stocked in cabinets — French, Italian, Contemporary and Early American. Mediterranean, which every supplier is showing and many customers want, is fast becoming a basic style.
- (4.) Stocking private labels, the "Ambassador" line in particular, which is a standard Allied brand.

Augello finds that national brand sales are increasing in total ratio to the private label, running now about 80 per cent to 20 per cent. "Unfortunately," he said, "people buy brand names for protection, finding that the combination of the brand and the

store's reputation seems to give them the assurance they need that they will get satisfaction."

The "Ambassador" line has been on the market at least 20 years and has established a certain amount of brand name consciousness with the public. But it is a fact, nonetheless, he conceded, that store-brands do not get anything like the advertising that national brands do so that the public does not respond to them as it does to the big brands.

On advertising, Augello is a strong believer in supplier co-operative advertising. "I particularly like it because it enables the manufacturer to remain a partner with the store. The joint interest is helpful to both. Then, too, the dealer is able to get an outsider's look at his own operation. "Sometimes, we might be neglecting a unit that is performing well elsewhere," he said, "and the manufacturer's salesman is in a good position to point that out to us."

Although Gertz's buyers are associated with the parent company's buying organization, the Allied Stores Marketing Corp., Augello and the buyer who works under him "buy almost 100 per cent of our needs. We buy almost on a daily basis."

Augello has only been a merchandise manager for one year, after serving as

Gertz's white goods-brown goods buyer for about seven years. A resident of Queens, he attended the Manhattan Institute of Technology on the "GI bill" after World War II service and studied architectural drafting. His intention was to become an architect, but he decided to forego the three more years of practical experience needed to become a trainee at Gertz. In 1950, he became buyer for the pet shop, after working briefly in that department as a salesman. His draftsmen's training enabled him to set up a new layout for pet shop operation, a feat which caused other Allied stores to remodel their pet shops based on the layout he had devised for Gertz.

Today, the former draftsman-pet shop buyer is sensitive to the proliferating competition all around the Gertz stores, considers the appliance store his greatest competition, and know the discounter "is still there." In the latter regard, he feels that the discounter's thrust has been blunted by the willingness of all other types of stores to match prices with him. In his own operation, Augello foresees his markup continuing to increase not merely because of rising prices but because the trend of competition is to trade up.

On the outlook for specific products for fall-winter, he is very optimistic on tape recorders, particularly the cassette type. "People are beginning to recognize tape all over again because of the cassette — the compactness and simplicity of the device," he said. "The cartridge tape has many advantages — it's less expensive, compact, easy to handle, easy to mail, etc. The average customer doesn't know the difference between 4-track and 8-track reel-to-reel tapes. But the cassette tells him — it says side 1, side 2."

He foresees the best selling tape-recorder bracket in the \$69 to \$89 area.

But he is not quite as optimistic on stereo, except for the modular-packaged systems, that are due to cut deeply into the component systems. "Everyone has come out with them, and I think that the price, the compactness and their other features will make them the big category in the stereo group of products." Prices from \$59 to \$300 should be popular, he believes.

Rising prices on color television don't faze him at all. "The way I see it," Augello said, "what the public is getting is more compactness, better-performance and more features in the new sets. That should offset any price hikes."

But color TV is a commodity that offers a potential dependent only upon the intensity of a retailer's effort. "Frankly," commented the very frank Augello, "I don't think any of us have scratched the surface yet in color television."



Joseph A. Augello, divisional merchandise mgr., major appliances, radio-stereo, TV, Gertz . . .  
"We don't promise what we can't produce . . ."



# Varying manufacturer response, eager dealers mark EIA'S DISCOVER COLOR TV promotion

By Jon Twichell



Display poster for EIA "Discover Color TV" promotion is one of many aids offered to dealers and newspapers.

**S**trong local support and interested dealers mark the kick-off of the first industry-wide color TV promotion, the Electronic Industries Ass'n "Discover Color TV" program. More national support from manufacturers, however, seems to be slower in building.

At the local level, one official says, "We've been overwhelmed with enthusiasm." The 15 key markets being covered in depth by the program: Boston, Chicago, Dallas, Denver, Houston, Jacksonville, Los Angeles, Minneapolis/St. Paul, Philadelphia, Phoenix, Pittsburgh, Providence, San Francisco/Oakland, Seattle, and Washington, D.C.

At the factory level, it's a different matter. While just about all manufacturers are working with their local distributors and dealers in plugging the program, only two — General Electric and Admiral — have indicated they will use the "Discover Color TV" logo in their national advertising.

General Electric seems at the moment to have made one of the biggest commitments to the program. A spokesman for the company indicated that GE will use

the logo in its national advertising, make up to 20 mailings to dealers, push the program in its distributor sales planners, use it on TV spots in the 15 markets, provide dealers with easel cards showing Johnny Carson and Hugh Downs holding the logo and display pieces and buttons in the shape of the logo, plus provide newspaper press kits for sections promoting the program. GE is represented on all but one of the local action groups.

Many other manufacturers are giving support to local distributors and dealers. Many are providing people to work on local action committees and supplying material for newspapers and local co-op advertising with the "Discover" logo.

Philco-Ford plans include a co-op ad program, strong local participation, and a newspaper kit. Zenith and RCA both will simply encourage dealer and distributors to use EIA-furnished point-of-purchase material, as well as co-operate in key local markets. Admiral will use the logo in its advertising, plus provide ad mats, in-store display material, and local distributor cooperation in the 15 key markets. Motorola, whose chairman of the board, Robert W. Galvin, is past president of EIA, will co-operate in local key market promotions, but will not use the logo in its national advertising.

Other companies participating include Sears, Roebuck and Matsushita Electric Corp., manufacturers of the Panasonic brand. A spokesman for Matsushita stated, "We have attended the industry promotion meetings of EIA, and will work hard at the local level to promote the program. Although it is too late to work the "Discover Color TV" logo into our national advertising, we will be using it in our local co-op ads. Our sales representatives will get a breakdown of action in local areas, and work with dealers to tie in."

Of a near-dozen retailers in different-size markets contacted by **Mart**, all said they had indeed heard of the EIA promotion . . . but none was aware of having received any notification or materials from

any source. Yet, all expressed interest in participating.

The reaction of B.J. Green, of Kalamazoo, Mich., was typical. Green, of Green Radio Sales and Service, stated the promotion would tie in nicely with the local appliance-TV association's "Fall Festival of Values." This is slated to begin in mid-October, and Green hopes that at least by that time material and information will have been received on the EIA promotional push.

One industry source indicated he felt the reason for the lack of use of the logo and slow dealer communications was because of the slowness in getting the program started. "Because of the late start — it was late June, early July before it got going — many manufacturers had their national advertising either in the can or in production, so it was too late to add the logo or make other changes."

Indications are, however, that the program will generate plenty of action at local levels as time passes. Beyond the 15 key markets, Cincinnati, Birmingham, and Des Moines are interested in running strong area promotions. About 85 newspapers have requested information about sections, and 35-40 have asked for additional information on the program.

Just how strong some local programs will be is indicated by the report that the Chicago local action committee will spend up to \$50,000 on advertising and promotion, including 16 pages in the *Chicago Tribune*, 125 radio and 160 TV spots, as well as staging a salesman contest.

Otherwise, fall promotion will see most manufacturers "doing their thing," plugging their own particular specialties. Sylvania reports it will concentrate on its color slide theater, with a complete retailer kit and spot commercials in key markets. Motorola will feature its "Quasar" solid state TV chassis, while Philco-Ford will stress getting facial color correct on its sets, and push its 23-inch console series. Taken all together, the fall season could be excellent for dealer and manufacturer alike.



# new products



## U. S. Stove

## Ranges

Combining "the charm of yesteryear with the convenience of today," what is said to be an authentic reproduction of an 1890 range is available in both gas and electric models. The range, called the "Hasty Baker" after the original, is a replica of an old-fashioned cast iron range, reproduced in black porcelain enamel with cast iron base, legs and trim.

Features include a "keep warm" upper oven, built-in blower vent, and lift-up top. All controls for surface and oven cooking are concealed by old-fashioned "fire box" doors.

The unit is available in two models in both gas and electric, the "low-boy" model and the "high closet"



U. S. Stove "Hasty Baker"

version which has a built-in concealed vent system and a warming oven, in the upper part.

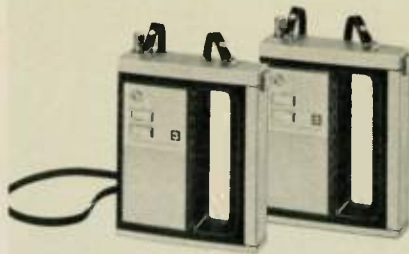
Both gas and electric models offer a rotisserie-equipped 19-in.-wide oven with lift-off oven door. Ovens are equipped with both bake and broiler burners, for waist-level broiling. Other features include automatic clock and timer, clock-controlled oven, timed and non-timed appliance outlet, fluorescent cook top light in the high closet model, removable burners (gas) and plug-in elements (electric). *United States Stove Co., South Pittsburg, Tenn. 37380.*

## RCA

## Transceivers

Called the "Sportsman," Model RLF41 is one of two new solid state citizens' band transceivers which transmits and receives up to two miles over unobstructed flat terrain — up to 10 miles over water. The unit features two-channel operation for flexi-

ble communications (second crystal optional, extra), a superheterodyne circuit with squelch control, and a call alert that signals when the party is transmitting. Measuring 8 1/8 in. high x 6 1/8 in. wide x 17 1/8 in. deep, the unit has a built-in handle, battery strength indicator, a-c adapter jack (adapter optional, extra), telescoping whip antenna, shoulder strap and



RCA "Sportsman"

earphone. Each unit has batteries. Suggested retail price per pair: \$69.95. *RCA Sales Corp., 600 N. Sherman Dr., Indianapolis, Ind.*

## Bulova Electronic Clock

An innovation in cordless electronic desk clocks is the "Orbit," a jeweled-

movement clock that tells the exact time anywhere in the world at a glance.

Local time and temperature are shown on the matching clock and thermometer at each side of the facade that displays a world map in satin coppertone finish on a blue background. Time zones and major cities of the world are indicated on the map. Across the bottom of the facade a horizontal tape divided into 24 one-hour selections moves continuously under matching time zones to indicate the time in that zone.

In a black leather covered cabinet, 10 1/2 in. wide x 3 3/4 in. high x 1 1/2 in. deep, the unit is said to operate for more than a year on a single mercury cell battery. Suggested retail

# "Scotch" Brand Magnetic Tape leads the way to bigger sales... better profits for you!

"Scotch" Brand "Dynarange" Magnetic Tape is the number one tape with customers. The reasons: it's the finest quality recording tape you can buy and it's backed by better advertising, better promotion, better merchandising and better displays. Look at this lineup:



**Cassette Free Bonus Offer.** July 1 thru September 30, 1968 you receive one dozen C-60 "Living Letter" packaged Cassettes free with each single purchase of 1 gross of new "Dynarange" C-120 Cassettes in "album box" packages.



**Free Merchandising Aids.** Colorful mobile, poster and counter card feature Sweepstakes, Cassettes and Premium offers. Highlight your Recording Tape Center to spur impulse sales. Help you sell more tape and accessories.



**Customer Premiums.** Customers can save up to 50% on tape storage cabinet, bulk tape eraser, "sound effects" tape and tape index book. You don't stock premium items. Customers get order forms from you . . . and they buy magnetic tape from you. A sure sales builder.





Bulova "Orbit"

price: \$79. Bulova Watch Co., 751 Summa Ave., Westbury, N. Y. 11590.

## Olympic Stereo

Sound seen in full color is a feature of new Model XES-96, the "Stereodelic Hi-Fi Center," which translates the

full range of voice and musical sound into ever-changing colors which are projected onto a specially designed screen in the face of the console. Red, green, blue and yellow lights behind the screen are synchronized to various frequency bands and pulsate with changes in sound to create a continuously swirling, dancing montage of color. To operate color, turn on stereo radio or stereo phono, or plug in a microphone or electric

guitar. The unit features a 100-watt solid-state AM/FM/FM-stereo radio receiver and stereo phonograph with 4-speed automatic changer, "feather-lite" tone arm and diamond LP stylus. It includes input jacks for attaching a microphone or electric



Olympic "Stereodelic Hi-Fi Center"

guitar, also extra speaker outlets. The cabinet in Danish Modern styling in oiled walnut veneers is 64 in. long.

Olympic Radio & Television Div., Lear Siegler, Inc., 34-01 38th Ave., Long Island City, N.Y. 11101.

## Broadmoor Color TV

Model 5716, portable color TV with a 15-in. diagonal screen, marks the firm's entry into the color TV market. The chassis features three IF stages, 17 diodes, one transistor, 22 tubes, keyed AGC, saw-tooth AFC, and automatic degausser. The VHF tuner has pre-set fine tuning and solid state UHF. It has a 4-in. permanent magnet speaker; built-in VHF and UHF antennas are provided. The unit has a wood-grained steel cabinet, 21 in.



Broadmoor Model 5716

x 16 5/8 in. x 17 in., weighs 56 lbs. The UL-approved set carries a warranty of one year on parts and two years on the picture tube. Suggested retail price: \$279.95. Broadmoor Industries, Ltd., 530 Santa Rosa Dr., Des Plaines, Ill. 60018.

## Roper Ranges

Three new 36-in. free-standing range models are available in a choice of coppersone, avocado or white porcelain finishes. The units feature tri-level lift-up tops, "Cook & Keep" automatic ovens (two models), fluorescent lights (two models),



Roper Model 1659

"Tem-Trol" automatic top burner (one model), clock valve controls, oven lights, glide-out broiler and removable oven doors. Suggested list prices: \$179.95 for Model 1629; \$199.95 for Model 1639; and \$234.95 for Model 1659. Geo. D. Roper Sales Corp., 1905 W. Court St., Kankakee, Ill. 60901

New Major Manufacturer of upright vacuum cleaners offers protected territories and excellent profit opportunities to Dealers and Distributors. Full advertising and Sales Promotion program.

Write for details, replies held in complete confidence.

Republic Precision Corp., 459 S. Broadway Hicksville, New York 11801



**Consumer/Dealer "World Traveler" Sweepstakes.** Another traffic-builder from "Scotch" Brand! Free trip for two any place in the world, plus 3,000 other valuable prizes . . . and matching top prizes for dealers. To participate, you need only be a "Scotch" Brand stocking dealer and display the point-of-purchase materials. Customers pick up entry blank at your store to enter. Sweepstakes runs from September thru November, so order your materials from your "Scotch" Brand Recording Tape Sales Representative or direct from 3M Company . . . Now!

## Self-service displays



**NEW! Cassette Display.** Holds 72 Cassettes in new "album box" packages. Permanent, handsome, chrome display for counter top or pegboard, free with 144-cassette assortment from complete "Scotch" Brand line of 1, 1 1/2 and 2 hour cassettes.



**NEW! Chrome Wire Shelf.** Holds boxed tape or cassettes. Can be used as shelf organizer on counter top or hung on pegboard. Sturdy and compact. Two shelves free with order of 48 assorted tapes.



**"Living Letters" Display.** Miniature mailbox pre-packed with 3 different lengths of "Living Letter" Tapes, plus 12 address labels. Display free with purchase of the 72-tape assortment.

Your "Scotch" Brand Magnetic Tape sales representative has all the details. Contact him for complete facts and a 40-page guidebook showing you how to merchandise magnetic tape more effectively for increased profits. Or to have him call, write: Magnetic Products Division, 3M Company, 3M Center, St. Paul, Minn. 55101.

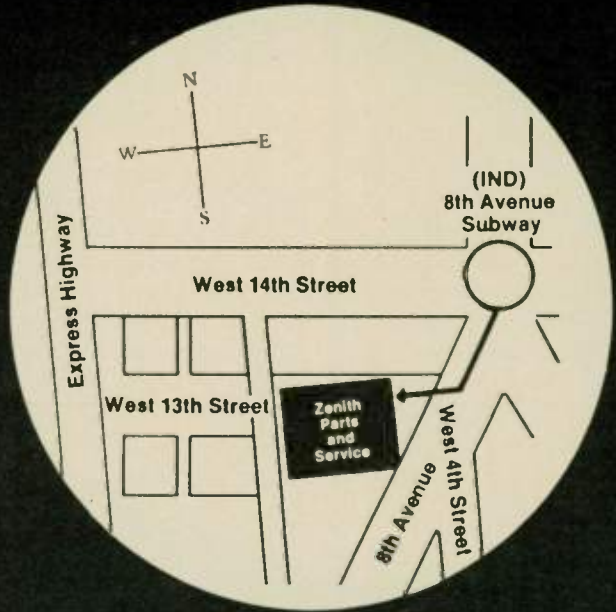
**Magnetic Products Division** **3M** COMPANY

REGISTERED, "OVNARANGE" AND THE PLAIN DESIGN ARE REGISTERED TRADEMARKS OF 3M COMPANY.

**Proven Sales Builders.** Dealers report sales increases of 200% or more with FCD-3 floor merchandiser. Attractive, permanent, walnut and metal. Displays 240 seven-inch tapes plus accessories. Free with 288-roll assortment.



# The new **ZENITH** New York Parts and Service Center



#### DIRECTIONS:

Take the (IND) 8th Avenue subway to the 14th Street express stop. Walk South 1 block on 8th Avenue to West 13th Street. Turn right and walk to West 4th Street and the entrance to Zenith Parts and Service, 320 West 13th Street.



Harry Schechter (right), President of Zenith-New York, congratulates Jack Evans, Service Manager, on the opening of the new Parts and Service Center.



New Service Center at 320 W. 13 St., showing entrance at left and loading bays for dealer vehicles at right.



Prompt, personal service for dealers is the rule at special counter for trade purchase of parts.



Consumers have a separate department for service on every type of Zenith product.



Service calls are recorded and controlled by a staff of dispatchers trained in every phase of Zenith service.



Color TV, B&W TV, Hi Fi, Radios are each serviced in a separate area by specialist technicians. This is a corner of B&W TV Repair.



A complete stock of parts—ranging from tiny screws to picture tubes—is kept on hand to fill dealer orders.



Good service requires thorough product knowledge. Zenith trains its own technicians and dealer personnel right at the Service Center.

## ...makes the best service even better!

For over a half a century quality has been a Zenith tradition. At Zenith, quality is more than just a word. It is the extra ingredient in the product. It is the additional testing and special care during manufacture. It is the operating dependability that has long been associated with Zenith. And last of all, it is the uncompromising dedication to the belief that Zenith's responsibility doesn't end with the sale of its product to the consumer.

This dedication is the reason why Zenith recently invested hundreds of thousands of

dollars in a brand new Parts and Service Center in New York City to provide better product service for Zenith dealers and consumers.

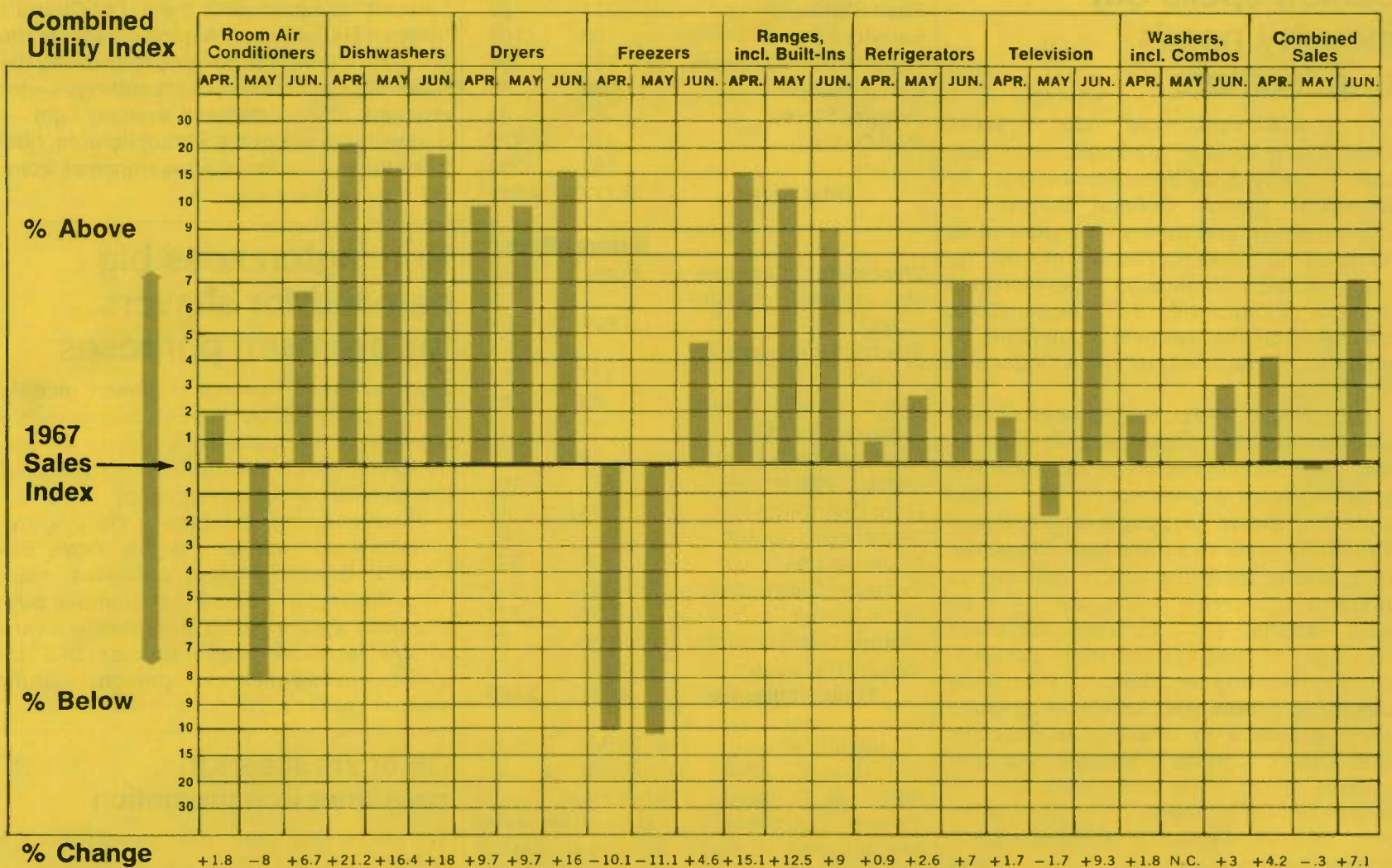
Here, in one building, are all facilities for Dealer Parts Sale, Dealer Repair, Consumer Repair, Home Service Master Control, Parts Warehousing, Service Training Classes. The most up-to-the-minute electronic, mechanical and materials handling equipment for product service is installed in the new center. We invite every Zenith dealer to visit our new Parts and Service Center at 320 West 13th Street, and make use of every facility.

**Zenith Radio Corp. of N.Y., 666 Fifth Ave., N.Y.C.**



# the mart index

The Mart Index is a compilation of dealer sales figures collected and forwarded to Mart magazine by 20 utilities nationwide. A cross-section of utility sizes, city sizes, and locations are represented, covering over 10,000 retail appliance and TV dealers. These figures show the trends of major appliance and TV dealer sales throughout the country . . . and are commented on in the Mart Index "Analysis" below.



## June City Utility Report

	Room Air Conditioners	Dishwashers	Dryers	Freezers	Ranges, incl. Built-Ins	Refrigerators	Television	Washers, incl. Combos	Meter Population
Cent. Ill. Pub. Svc. (Springfield)	4256	221	468	605	661	1438	1318	973	220,809
City Pub. Svc. Bd. (San Antonio)	4245	228	336	271	500	1186	2181	1132	192,351
Dayton Power & Light	3782	204	989	618	961	1801	2298	1670	282,702
El Paso Electric	97	381	196	158	415	1069	1453		99,225
Elec. Pwr. Bd. (Chattanooga)	2091	134	361	248	439	615	659	624	83,930
Fla. P & L Co. (Miami)	21,074	1964	3218	1181	5590	8157	11,157	6,243	887,896
Fla. Pwr. Corp. (St. Petersburg)	3415	693	824	655	1888	3216	2472	2387	375,700
Idaho Power (Boise)		204	251	245	416	173	356	534	94,400
Jersey Cent. Pwr.* (Morristown)	8183	1164	1025	632	986	3426	4205	2969	433,290
Kentucky Util. Co. (Lexington)	3415	253	610	1077	1320	2166	2055	1849	222,743
Nashville Electric Service			375	294	744	1028			139,650
New Orleans Public Service	3935	460	979	864	1190	2400	2474	2250	165,499
N.Y. St. Elec. & Gas (Ithaca)	2877	596	888	639	1176	2042		2103	480,000
Omaha Public Power	3104	216	374	225	386	829	982	785	124,966
Pacific Gas & Elec. (San Francisco)	7379	6685	8381	3727	10,142	13,727	24,431	12,570	2,429,306
P. S. Co. of N.M. (Albuquerque)	296	176	231	170	232	532	937	709	110,473
Savannah Electric & Power	1502	76	166	317	278	613	887	555	110,182
S. W. Elec. Pwr. (Shreveport, La)	4991	482	455		620	2503	2342		205,281
Union Electric (St. Louis)	8473	805	1084	709	1307	4276	5849	3418	606,000
W. Penn Pwr. Co. (Greensburg, Pa.)	3471	403	886	438	1015	2115	2273	2001	377,832
June, 1968 compared with June 1967	+6.7%	+18%	+16%	+4.6%	+9%	+7%	+9.3%	+3%	

\*Includes N.J. Power & Light

**ANALYSIS:** June was another banner month for appliance and TV dealers, capping an excellent first six months of 1968. In June, all Mart Index categories showed gains. Even freezers, which had been down in recent months, showed a modest increase.

Air conditioners had the largest volume of unit sales, showing a gain, despite a 1967 June gain of over 150 per cent. Both dryers and dishwashers continue to show

excellent gains, increasing 16 per cent and 18 per cent respectively. Ranges also continued to show solid gains.

Factory white goods production roughly paralleled dryer and dishwasher sales, June showing increases in factory shipments of 20 and 13 per cent, respectively.

Television registered a large gain in unit sales, being up 9.3 per cent. Monochrome, however was still selling more than color, continuing the summer black-

and-white portable market. Over 53 per cent of total TV unit sales were black-and-white in June.

Total combined sales increase was 7.1 per cent, the best since March. And, the outlook for July, based on national reports, is for increased air conditioner sales and a continuation of the generally excellent overall sales year. Color TV sales for the fall are also projected by the industry as being excellent.



# electric housewares and floor care news

## Sahloff spells out industry needs to educators

Five characteristics that industry seeks when hiring college graduates were outlined recently to business school deans by Willard H. Sahloff, General Electric Co. vice president and general manager of its housewares division. The deans met recently at GE's Management Development Institute in Crotonville, N.Y., to anticipate the needs of the business community by preparing graduates to meet industry's requisites.

Sahloff said, "First, they should be people who are the 'advanced contemporaries,' the most trend-oriented and sensitive-to-environment you can develop . . . Second, they should be people who are constructively creative in the business sense. They should have the ability not only to interpret consumer needs but — even more importantly — to anticipate these needs and be able to translate this creativity into marketing programs . . . Third, they should be people who have had as much direct exposure to retailing as possible. This applies to those graduates who later become associated with manufacturers as well as with retailers . . . Retailing is the place where the merchant's intuition as to what will sell can be seen . . . Fourth, they should be people who are keenly tuned to what's happening in the trade . . . And the final point, they should not necessarily be the Phi Beta Kappa type theorist . . . the housewares business demands the kind of person who . . . is an activist rather than theorist . . ."

## Three per cent gain noted in housewares show buyer attendance

Buyer attendance at the July housewares show was up three per cent from last year's summer show, according to Dolph Zapfel, managing director of the National Housewares Mfrs. Ass'n. He reported that 9,454 buyers from 5,229 buying firms were on hand. He pointed out that 11 per cent of the buyer increase, and eight per cent of the additional firms, represented wholesale categories.

Following is a complete breakdown of buyer registration for the July show, including advance registration figures, by 26 categories of wholesale and retail outlets:

Retail Categories	Buyers From	Buying Firms
Department Store	1,475	654
Appliance Retailer	112	75
Auto Supply Store	46	21
Buying Syndicate	110	56
Discount Operator	819	396

Drug Store	328	153
Food Store	214	120
Furniture Store	160	108
Housewares/Hardware	554	309
House-to-House	40	26
Jewelry Store	67	49
Mail Order	470	120
Variety	382	254
<b>Total Retail:</b>	<b>4,777</b>	<b>2,341</b>

Wholesale Categories	Buyers From	Buying Firms
Housewares/Hardware Dist.	1,621	939
Electric Housewares Dist.	473	252
Automotive Distributor	53	32
Carnival Distributor	27	18
Club and Party Plan	52	30
Catalog Wholesaler	315	164
Drug Distributor	94	48
Jewelry Distributor	94	50
Premium User	564	392
Premium Distributor	481	340
Rack Jobber	338	271
Stamp Plan Distributor	86	42
Variety Distributor	479	310
<b>Total Wholesale:</b>	<b>4,677</b>	<b>2,888</b>

Looking ahead to the NHMA "Golden Anniversary" show, scheduled for Jan. 13-17, at Chicago's International Amphitheatre, Zapfel said that special festivities are planned to mark the event. Among these will be a salute to all exhibitors who have participated in all 50 NHMA events and special recognition of all former directors of the association.

## Clairol introduces new hair setters and makeup mirrors to New York City

The Forum Theater at Lincoln Center was the scene of the recent New York City introduction of Clairol's complete hair setter line and the eastern debut of Clairol's



Danish folk singer Gitte Kragh entertains, while Hair Stylist Paul Mitchell creates in the background, with the help of Clairol "Instant Hairsetter."

variable-light makeup mirrors, which were introduced to the trade at the July housewares show.

A program including Dizzy Gillespie's jazz group and Danish folk singer Gitte

Kragh featured hair stylist Paul Mitchell's "instant" creation, with the aid of Clairol's "Instant Hairsetters." A good portion of the program's time was devoted to showing the three different makeup light settings — for daylight, office light, and evening light — and with the aid of the Forum lighting, how this affected the facial appearance of women in the audience.

## Remington sees big demand for shavers for premium purposes

Eight different Remington shaver models — the largest range of men's and women's shavers in the company's history — will be exhibited at the forthcoming National Premium Show in Chicago, Sept. 16-19.

In announcing the Sperry Rand Corp. division's participation in the show, Edward I. Brown, division president, said, "It is Remington's belief that premium buyers today are becoming increasingly aware of the favorable impression created by quality, lasting gifts of a personal nature such as shavers . . ."

## GE offers shears in consumer iron promotion

Top-of-the-line irons will benefit from a General Electric Co. housewares division consumer premium offer during the five-week period from Sept. 28th to Nov. 2. Seven-inch dressmaking shears will be sent to consumers who submit proof of purchase of any of Models F-90, F-90WT, F-91, and F-91WT. Suggested prices on these range from \$16.98 to \$23.98.

The division will run a 600-line newspaper ad in each of the 75 top markets on or about Oct. 8, and distributors are urged to arrange for dealer listings. Recently GE announced that its 100,000,000th iron will be produced this fall. The consumer premium offer is part of its program commemorating this event. The company produced its first irons in 1904.

## Oster places stress on decorator colors

The John Oster Mfg. Co., in response to the summer Housewares Show demand for the new decorator colors will have available for fall a new eight-speed pushbutton 542 series "Osterizer" in golden harvest, avocado, and flame, with a minimum fair trade price of \$37.87.

Oster will also add color to its "cutlery center" knife sharpener and knife rack in golden harvest and avocado, with minimum fair trade at \$19.87. Its can opener-knife sharpener 525 series will also be available in golden harvest and avocado, with minimum fair trade at \$15.87.





## Sure, a lot of people want blenders, broilers, electric knives, can openers and mixers.

But more people want electric blankets.

More of those people buy Northern. It's really very simple. Northern offers more for your customers. And more for you. Your customers get the finest selection of the finest electric blankets made. More

fabrics. More colors.

You get more ad allowance. More built-in trade-up features. And more profit. When you think about it, what more can you ask?

Northern Electric is the world's oldest

and largest manufacturer of electric blankets. We like it on top. So will you and your customers.

For more details, call or write your Northern Distributor Salesman. There are more of them, too.

### Northern Electric Company

Executive Offices: 5224 N. Kedzie Ave., Chicago, Ill. 60625 / 267-5100  
 In Canada: George W. Endress Co., Ltd., Branford, Ontario  
 New York Office: 2 Pennsylvania Plaza, New York, N. Y. 10001 / 475-7657





better service

# Dollar's worth technicians

National Appliance and Radio-TV Dealers Ass'n

important, it has become even more significant in the light of three factors: (1) the trend toward higher and higher wages; (2) the technician shortage; (3) the increased number of calls in fulfillment of warranties.

If a service operation can increase the effectiveness of its technicians by 10 per cent or even more, not only are customers better satisfied, but profits are improved as well.

There are several factors in the technician's performance that can be analyzed. One of these is the completion ratio — the number of calls completed on the first visit divided by the total number of calls attempted.

The industry has long used a 90 per cent completion ratio as a rule of thumb. Recent experience with the NARDA "Service Data System" has shown that, although this rate is a little high as an average, it is altogether within reach. Some 20 per cent of NARDA "Service Data System" participants have been achieving such a rate, and the average is 82.3 per cent. One stellar performer achieved a rate of 98 per cent in May, 1968.

To show what can be done, Danny Spring of H.C. Spring Electric Co., Uhrichsville, O., reports that his four-man crew was averaging around 114 incompletes per month. Following a program to reduce the incompletes, he brought the incompletes down to 49. Since this represents 65 additional opportunities to make cash-producing calls, a minimum rate of \$5 per call would produce an extra \$325 in gross revenue while a charge of \$10 per call would bring in an extra \$7,800 a year.

As a corollary, there are similar measurements of the incompletes calls. Ideally, incompletes due to lack of parts can be reduced to 5 per cent of attempted calls, while "not-at-homes" and recalls combined can be brought down to 5 per cent as well. The averages for these, according to the NARDA "Service Data System" are 4.3 per cent for "not-at-homes" and 5.4 per cent for recalls.

Another factor that lends itself to easy measurement is productive time. A good

to seek is a productive time ratio of 56 per cent (productive time divided by total time worked). The average, according to NSDS, is 51.6 per cent.

How do you read these figures? Low productive time ratios may indicate that the technician is not routing himself properly, or that he is taking too much time chasing parts, or that he is simply spending too much time in the coffee shop.

However, these figures should never be interpreted individually. A skilled technician who completes each job in a minimum amount of time may very well have a low productive time ratio. A tip-off on slack performance might be when productive time is low and cost per call is high.

Of all the figures the manager can assemble, perhaps the most revealing are the income per call and the cost per call.

While national figures are available on cost per call and income per call, they are difficult if not impossible to use. There are vast differences in wages and charges be-

tween various sections of the country and between urban and rural areas. Nevertheless, analysis of these two figures may tell the manager much that he would like to know.

When the cost per call figure remains low, it indicates that the technician is hustling — really trying to get the job done. When it starts to rise, it could signal that the man is not making the best use of his time. Again, it is not a figure that should be analyzed in isolation. For instance, a very skilled technician may be assigned the more involved jobs, those that take more than a normal amount of time, causing his cost per call to go up. The manager can check this quickly by comparison with the income per call. If this also is high, the man is still doing a fine job.

Since direct wages are not the manager's only costs — with an estimated \$1 in overhead for every dollar in direct labor — income per call should be at least twice the cost per call. And, any time a man is not producing at this rate, he is not "pulling his oar."

There are two ways in which these essential figures can be obtained. The manager can produce them himself.

He can count the completes, count the incompletes, divide for the completion ratio, divide again for the lack parts ratio, divide again for the not-at-home ratio, divide again for the recall ratio.

He can count the time worked, count the total time, divide for the productive time ratio.

He can count the wages, count the income, divide for the cost per call, divide for the income per call.

And, of course, he will have to do this separately for each technician and then again for the entire crew.

Or, he can remember that NARDA, 827 Merchandise Mart, Chicago, offers this service — performed on an IBM computer — at a cost of approximately one service call per technician per month.

However he gets his figures, the manager seems likely to really get his dollar's worth of productivity from every service technician if he has these kind of figures at his finger tips. As a matter of fact, he will get thousands of dollars' worth.

## Composite Results — NARDA SERVICE DATA SYSTEM

September 1967

These figures reflect national averages of participating dealers, and do not take into account regional variations in costs and individual operating differences.

<b>Income Per Call</b> .....	<b>\$9.02</b>
<b>Labor Cost Per Call</b> .....	<b>\$5.12</b>
<b>Gross Profit Per Call</b> .....	<b>\$3.90</b>
<b>Rate of Completion</b> .....	<b>82.3%</b>
<b>Rate of Incompletes — Lack Parts</b> .....	<b>8.0%</b>
<b>Rate of Incompletes — Not Home</b> .....	<b>4.3%</b>
<b>Rate of Incompletes — Recalls</b> .....	<b>5.4%</b>
<b>Productive Time Ratio</b> ..	<b>51.6%</b>



# Clairtone banks on product innovation to find its niche in market place

Potential seen in "light"-projected stereo

J.W. "Bill" Mangels, president of Clairtone Sound Corp. Ltd. since last May, has set for himself a single aim: to see to it that the ailing Toronto-based electronics firm becomes a profit-maker. Admittedly this is a challenge. For, as Mangels notes, although the 10-year-old company — 80 per cent of whose stock is owned by the Canadian province of Nova Scotia — enjoyed sales last year of \$17.5 million, it lost \$6.5 million. Mangels attributes the loss to "over-expansion; we couldn't sell enough of our color TV production." (The year earlier Clairtone had built a seven-acre plant in Stellarton, Nova Scotia.)

If it was innovation and product excellence, as Mangels asserts it was, that shot Clairtone to prominence in the U.S. shortly after its founding, he is equally sure that these very virtues will again help the firm to turn the financial corner.

"The new market in home entertainment," he insists, "is the concept of light — a whole new dimension in listening in terms of added pleasure for which we see a fantastic growth

in the next five years."

In the company's 1969 line shown at the recent Consumer Electronics Show in New York City, Clairtone introduced what could be termed "visible stereo." This is a light machine, a projector that is used in conjunction with stereo, that Mangels predicts "will be in the lines of all major manufacturers in the next two or three years."

With the light machine turned on, frequencies in the audible music are converted by means of a "visual translator box" into changing hues and patterns of color and projected on wall or ceiling. Deep tones produce reddish color impulses, mid-range tones give greenish tints, and music in the high range yields bluish colors. All the while, the colors are shimmering.

Also in the new line offerings is a translucent sculpture globe in which the colors that are prompted by the musical frequencies form in changing shapes similar to those of the projector but confined to the walls of the globe. The company's entire 1969

stereo line is equipped with adaptors to attach the light machine.

Mangels predicts that the market for "light" will be three-fold: for home entertainment, for use with live music, and for creating atmosphere in bars, night clubs, etc.

To attract the youngsters, Clairtone also has a light machine designed for the youth market — a portable phonograph with built-in AM radio and a simpler light device which produces something akin to an optical illusion.

In all, the Clairtone line is comprised of four color TV set models, two theaters, and 14 stereo models.

"Our basic plan is simple," Mangels says. "It's to make money. And, this will largely depend upon consumer acceptance of our light equipment. Up to now, we've chiefly sold on a direct-to-dealer basis. Now, we need broader distribution, and fast, and so we don't have the time needed to develop a factory sales force in the U.S. Primarily, we're seeking distributors — stocking distributors — who don't currently have any brown goods lines."



J.W. "Bill" Mangels



"You had him sold till you discovered he was of the opposition party."

## For better TV reception and better business... sell Zenith Wavemagnet® Indoor TV Antennas!



Economy All-Channel Part No. 973-55.



VHF only Part No. 973-58.



Deluxe All-Channel Part No. 973-56  
Two full-size UHF loops develop high front-to-back ratios equal to many outdoor antennas.

Make your customers happier . . . with high-performance Wavemagnet antennas. Zenith-designed for sensitive TV reception in color or B/W. Telescopic dipoles, fully adjustable. Six-position selector switch for optimum reception on each channel. Handsome base of high-impact molded styrene. Individually packaged for attractive sales display.

Order Zenith TV Antennas and Accessories from your Zenith Distributor.

BEST YEAR YET TO SELL THE BEST



The quality goes in before the name goes on

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



# the balance sheet

by Jack Adams



**Outlook for color** — And so more than 14 years after RCA first demonstrated its shadow mask tube color TV sets, the industry once more is girding itself for another autumnal assault on the more than 70 per cent of U.S. householders who, for one reason or another, have not seen fit to purchase a color receiver.

To an outsider, a saturation of less than 30 per cent in a product which was once heralded as spreading across the land like a rainbow must seem quite unimpressive.

Even to one who has followed the history of color from its initial press demonstration (where reportedly an engineer was assigned to every set in an effort to keep the lips of the performers off their foreheads), down through the years when various manufacturers were playing "in again, out again," it does seem that color should be further along the saturation trail.

Industry sales figures obviously are important from the standpoint of

saturation, building towards a replacement and second set market, ad infinitum.

To the individual dealer they may be only of academic interest. As with other products, some dealers will realize the same increase in color set sales this year whether the industry sells 5,000,000 or 6,000,000 receivers.

But the chief point of interest to all dealers in this writer's estimation is that this fall the industry (including the broadcasting segment) has presented the retailer with more tools for answering the objections of color prospects than he has ever before possessed.

Basically, customer objections to purchasing a color set have centered on three areas — pricing, service, and programming.

Though the industry may be in for some slight price increases in color shortly, the dealer has available today a wider variety of screen sizes and pricing points than a year ago.

Secondly, though individual dealers vary in their personal estimation of the practicality of extended picture tube warranties, we think few would deny that the advertising of extended warranties can cause the consumer, who in the past has stayed away from color because of what she has heard about the replacement costs of color picture tubes, to take another look.

Finally, the consumer who purchases a color TV set for the first time this year gets a number of bonuses in the area of regular programming and the many specials.

For example, this is an election year, and obviously, for a wide variety of reasons, most Americans have a keen interest in the outcome of the campaigns. The dealer can find many reasons for urging consumers to see in color what should be a dramatic period of events.

The sports fan who buys a color set for the first time this fall will be able to view the World Series and college and professional football in color, just as he could have for the past several years. But also, he will be able to witness in color another once-in-every-four years event, namely the Olympics from Mexico City.

As Walter Hogan points out in his article on page 28 that details fall TV programming, a recent survey shows movies to be the favorite fare of a vast number of the viewers of the income class and age group well suited to purchase color TV.

This fall, for the first time TV viewers will be able to watch a movie during prime viewing time seven nights a week. While not all of these

movies will be in color, a great many will be.

It seems a bit ironical to the writer that technicolor movies, which at one time were a deterrent to the sales of color TV (some consumers complained that the color shown on earlier sets was not so attractive as the technicolor employed in movies) may be a spur to boosting sales of color receivers from here on in.

Networks are apparently at last willing to admit that there just isn't enough talent extant to produce enough original shows of consistently good quality to fill the prime time hours.

Few products in recent years have held forth the promise in sales for dealers that color TV has. Sometimes this promise has fallen far short of expectations, and while it seems traditional to give pep talks on why a specific product should do well, we believe most dealers will agree that color TV has more going for it this fall than in any year since the medium came of age.

And, up to this point, we have not even made mention of good reports on inventories, the industry's first co-operative color TV promotion, and large scale manufacturer and distributor support at the local level.

As we said before, some dealers will experience a very sizable increase in their color set sales this fall, whether the industry moves 5,000,000 or 6,000,000 units.

And, the same is true of profits. Some dealers will realize good profits from color regardless of industry sales tallies.

We hope that you are one of them.

## by the way



**Happiness is a new toy . . .**



TV star Merv Griffin seems delighted with Panasonic's FM stereo headset. Presentation of various new products on Griffin's syndicated show also included Amana's "Radorange," Panasonic's 1 1/2-in. TV set, executive exercise games from Abercrombie and Fitch, and a facial massage unit. Panasonic items were among several introduced at the Consumer Electronics Show this year, and will be on the market by the end of the year. Amana unit is available throughout country now. Show airs in New York on September 4, in Los Angeles on September 9.

**Three generations** of Singers have now attended the NARDA Institute of Management.

Grandfather Sam Singer, of Schweig-Engel Co., St. Louis, has attended a number of institutes in the past, and present at the 14th annual school in Washington, D.C., last month were Son Morton J. Singer and Grandson James Singer.

"It's 'fair dinkum' (true) that in Australia the appliance business and the kangaroo have something very much in common . . . they're both jumping!" writes Sol Goldin, Whirlpool's Manager of Retail Marketing.

Goldin and Harry B. Price, Jr., Norfolk Va., dealer and their wives are on a three-week tour of the "land down under." During this time Sol and Harry are scheduled to fill some 18 speaking engagements before various industry groups.

### Names in the news

**Jack Plano**, eastern zone manager for Waste King Universal, Los Angeles-based appliance manufacturer, has been elected an associate director of

the American Institute of Kitchen Dealers. . . . Westinghouse Appliance Sales and Service Co. has named



A. A. Schwartz

J. F. Monahan

**Larry W. Baity** district manager for WASSCO Cincinnati . . . **Arthur A. Schwartz** has been named executive director of the Electric League of Southern California. . . . **John F. Monahan**, vice president of sales for the Diplomat Hotel, Hollywood, Fla., has been named senior vice president of Diners/Fugazy Travel, Inc., and vice president of Diners Club, Inc. He has been closely associated with, and has many friends in, the appliance and television business. During his nine years with the Diplomat Hotel, he personally handled arrangements for many national sales conventions held there by some of the leading manufacturers.

**Mort Farr** is back on part time duty at his store at 119 S. 69th St., Upper Darby, Pa., after a long period of recuperation following surgery. Unofficially known in the industry as "Mr.

NARDA." Farr is considered by many long-time industry observers to be the man who gave the dealer association its initial impetus in growth.

### Thar's gold in them thar color TV hills in California

The nearly 200 appliance/TV retailers of the Electric League of Southern California have joined the "Discover Color TV" promotional push of the Electronics Industry Ass'n.

Jack R. Moran of Market Power, Inc., Minneapolis, Minn., has met with Electric League representatives to map out strategy for the Sept. 15-Oct. 30 promotion. Moran, whose success with the home laundry industry's "Waltz Through Washday" promotion has led brown goods manufacturers to have him run "Discover Color TV," has keyed distributors' and utilities' efforts to those of dealers for the event.

In addition to in-store displays, dealers will be supported in the promotion by full-page ads in *The Los Angeles Times*, the *Long Beach Press-Telegram* and the *Pasadena Independent Star-News*. Utilities will urge dealers to tie in their own ads to those pushing "Discover Color TV."

POSITIONS WANTED — MALE

### V. P. SALES + MKTG. TEAM

For Consumer Products, - Can Give You Top Distbr + Pvt. Label + Utily Sales - Confidl - 312/944-4450x1702, Wm. Baker, 211 E Delawr, Chgo. 60611



# Introducing the blender that blends.

Try blending something thick in the blender you've been selling.

Something nice and sticky like peanut butter or a heavy onion dip.

Your blender won't blend it unassisted. The stuff will hang up on the sides.

That means that every few seconds you'll have to stop the blender, and remove the lid, and scrape the stuff down, and replace the lid, and start again. Every few seconds.

That can get irritating.

It can also be avoided.

If you're selling Hoover.

Our built-in paddle keeps the blender blending the stickiest stuff.

No stopping. And starting. And stopping. And starting. No irritation.

That's a difference you can sell.

That's the difference we're selling.

On Network TV. In national magazines.

We're putting our money on the paddle.

You may be up a creek without one.

The Hoover Company,  
North Canton, Ohio 44720.



DIAMOND JUBILEE  
1908-1968







Model CT-63PD



Model CT-21P



Model CT-93P

## How to sell the 12" version of our 15" version of our 18" color set.

Start your sale with a great 18-inch portable color TV in a handsome, decorative walnut grain finished cabinet. Your job's made simpler when it has a lot of the conveniences that make color TV nice and easy to look at again. For example, "Speed-O-Vision" turns the picture and sound on *instantly*. And you don't have to be an artist to tune in color. Because "Set and Forget" tuning lets you pre-set each channel once and

from that point on, its automatic. And for added convenience, the color indicator light tells you at a glance when color is being broadcast. All that and more on our Palermo (CT-93P).

A smaller version is our Pennington (CT-63PD). A 15-incher with a cool 57 solid state devices. And you don't have to be an engineer with new "Exact-O-Vision", a color-tuning bar that lets you tune in each color picture

perfectly. And automatic degaussing makes sure your perfect picture stays perfect.

For the customer who wants an even smaller version, show him the Brighton (CT-21P) with all the refinements to make it a real favorite. It has "Speed-O-Vision", automatic degaussing, "Set and Forget" tuning, too.

Come out a winner every time with the 129 great home entertainment products from Panasonic.

GO WITH THE COMPANY THAT'S TAKING YOU PLACES **PANASONIC**<sup>®</sup>