

Brown goods dealers hop on audio bandwagon

Enter the "Creative Retail Salesman-of-the-Year" contest now

Shopper-stopper displays help Santa fill the stockings

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

OCT 15/68

mart

A Buttenheim Publication



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



WRH

Announcing *Admiral*[®] Bull Horns Sound System

The greatest innovation in sound since the stereo record. And only Admiral has it!

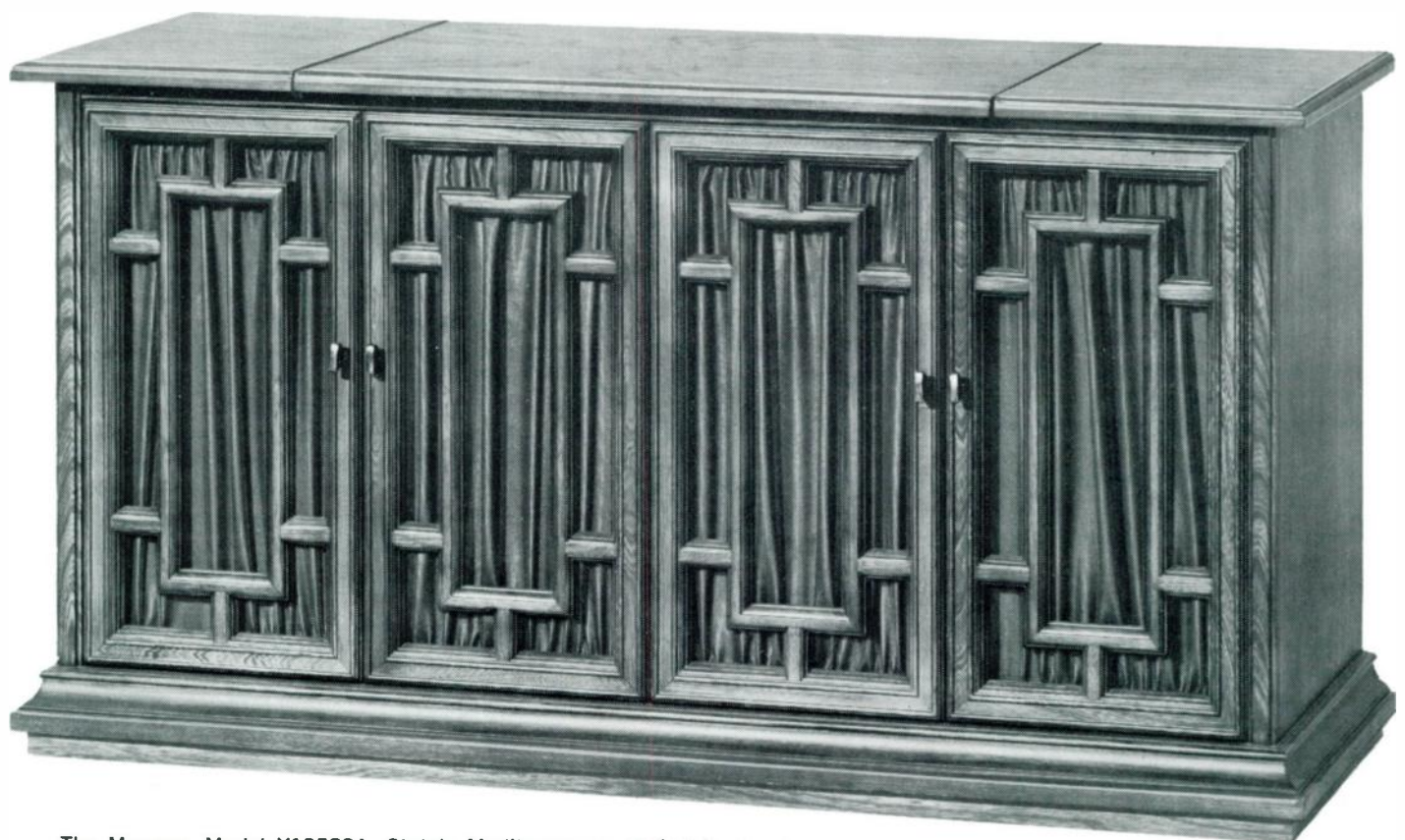
The exclusive new Admiral Bull Horns Sound System is like nothing you've ever before seen or heard in console stereo! It combines the most beautiful 48" wide cabinets you've ever seen with a sound so new, so revolutionary that Admiral has applied for a patent on the design!

Now, for the first time, a 48" wide console can generate real bass right down to 30 cycles per second! High notes and mid-range tone balance with brilliance, too.

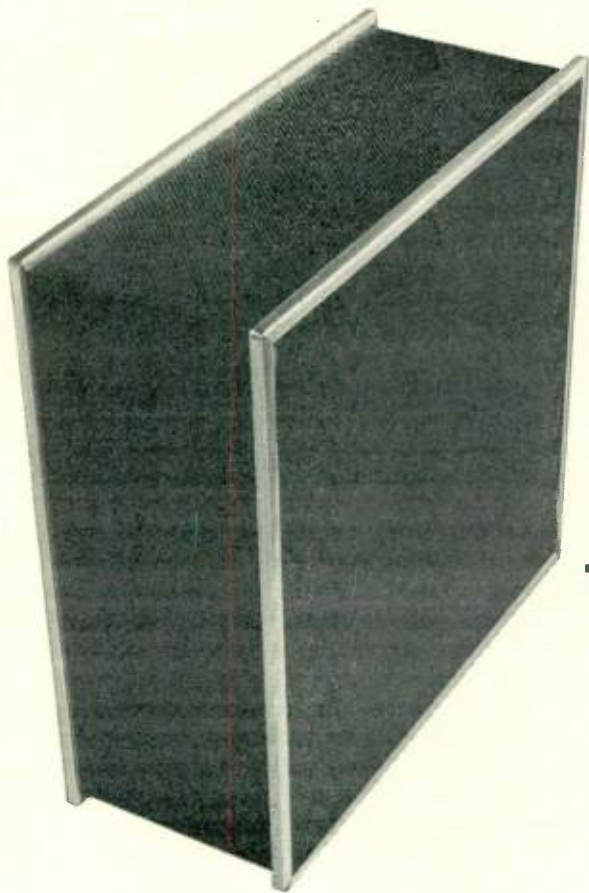
And yet this great new Admiral sound—found only in these luxurious, full-featured new Admiral consoles—retails for less than \$300! Easy-roll casters on all models.

There's absolutely nothing else in the \$200-\$450 range to touch these new consoles for sound. Or styling. Or size.

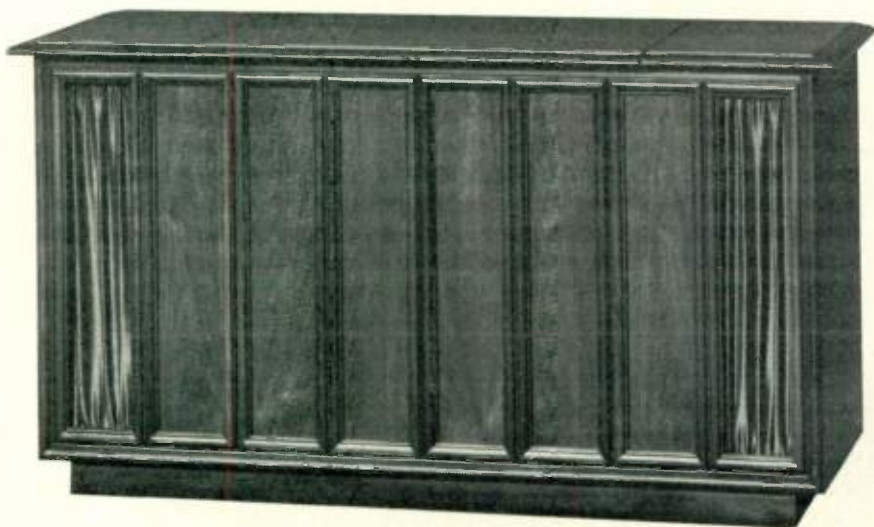
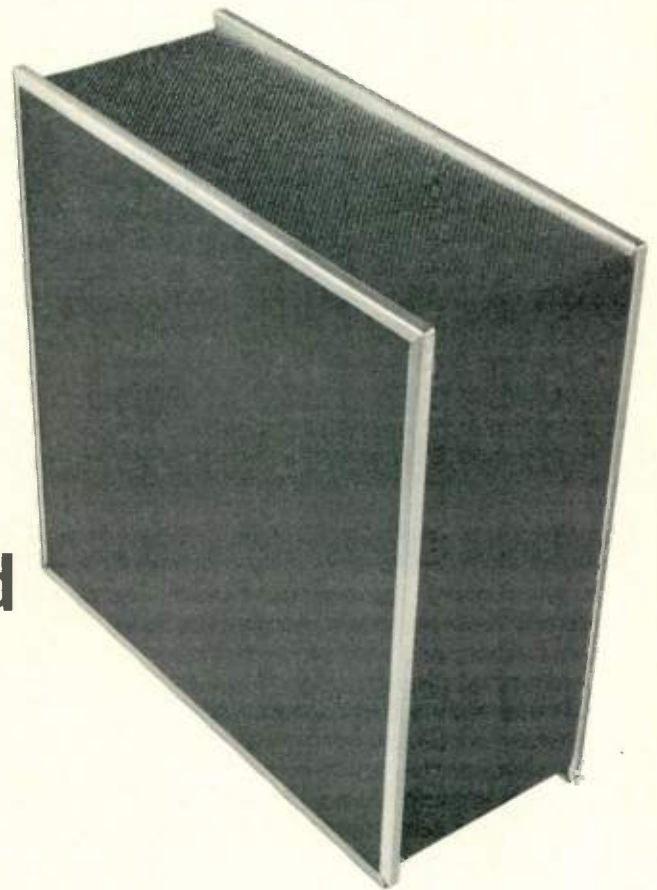
Be sure to demonstrate Admiral Bull Horns Sound System console stereo. Its fantastic sound, new credenza size and magnificent styling are bound to make it a high-volume seller!



The Monaco. Model Y1958SA. Stately Mediterranean styling in genuine Pecan veneers. Solid state FM/AM, FM Stereo radio and 20-watt amplifier.



**These exclusive
sound chambers
are changing
the size and sound
of stereo.**



The Ramsey, Model Y1951SA. Dramatic contemporary styling in warm Walnut veneer cabinetry. Solid state FM/AM, FM Stereo radio and 20-watt amplifier.



The Parisian. Model Y1959SA. French Provincial styling heightened by rich Cherry veneers. Solid state FM/AM, FM Stereo radio and 20-watt amplifier.

**Exclusive Admiral Bull Horns Sound System
gives you the selling edge!
Compare with costlier consoles!
Demonstrate how it outperforms
all others at lower costs!
Stock and sell for full retail profit!**

Admiral®
 Mark of Quality



TU-47P . . . 12" (diag.), BLACK-AND-WHITE

ALL THUMBPRINTS LOOK ALIKE. BUT NOT TO THE EXPERTS

Television sets are like thumbprints. When you really examine them, they vary widely . . . often wildly.

Even television sets at the same price? Especially television sets at the same price.

Take our best-selling TU-47P, for instance. Compare it with any other 12" black-and-white set on the market. Not only at the same price but at any price. Feature-for-feature. Quality-for-quality. Dollar-for-dollar. You'll be surprised at the difference. Sharp's superiorities stand out like a . . . thumbprint.


And what applies to our TU-47P applies to our full line of black-and-white and color TV. And to our radios, radio-phonographs,

cassette and reel-to-reel tape recorders, as well.

For styling, for performance—at anywhere near Sharp's price—they can't be matched. Just as your fingerprints can't be matched.

Sharp's repair rate is equally distinctive—much lower than the industry's. And that's based on U.S. Department of Commerce TV-Radio repair rate figures!

The more you look, the more you see there is no such thing as "same thing" in our industry. Especially if you take a Sharp look. Then you'll do what more and more top buyers in the top stores have been doing consistently. You'll sell Sharp.

Sharp Electronics Corporation, Carlstadt, New Jersey 07072 

SHARP®

mart magazine

Dixon Scott Publisher
 John F. Adams Editor
 Ken Lilienthal Executive Editor
 Walter H. Hogan Managing Editor
 Jon Twichell Eastern Editor
 Milton Gussow Midwest Editor
 Walter R. Browder .. West Coast Editor
 James D. Snyder Washington Editor
 Richard E. Snyder ... Economics Editor
 Phil Franznick Design Consultant
 Arnold Shindler ... Production Manager
 Elmer Dalton Circulation Director
 Lillian DoryCirculation Manager
 Donald V. Buttenheim President
 Edgar M. Buttenheim
 Executive Vice Pres.
 George E. Carney ..Vice Pres., Finance

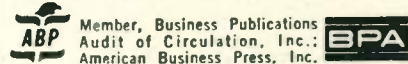
dealer advisory board

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

sales offices

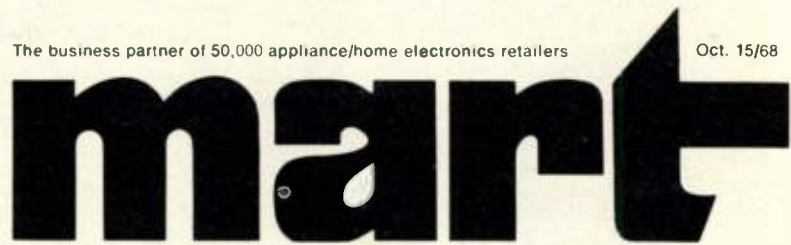
New York, N. Y. 10017: 757 Third Ave. PLaza 2-8600
 George Miller, Marketing Manager; Edward J. Lohan
 Chicago, Ill. 60606: 400 West Madison St. Financial 6-4611
 William Stroben, Midwest Sales Manager; Alan C. Rose
 Cleveland, O. 44114: 1814 Superior Bldg CHerry 1-1755
 Los Angeles, Cal. 90029: 835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

ASSOCIATED BUTTENHEIM PUBLICATIONS



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

Oct. 15/68



contents oct. 15/68

news

Mart news and trends 7
 Industry briefs 12

business

Consolidated's formula seeks to restore success to Webcor name 18
 Whirlpool introduces 1969 line 36
 City by city trends 46
 The Mart private label report 57

christmas merchandising

Branch out for Christmas if your house is in order 25
 Free home trials for dishwashers 27
 Let sprightly displays make your store a yule shopping center 28
 Shopper-stopper displays help Santa fill the stockings 30
 Brown goods dealers hop on audio bandwagon 32

brown goods and major appliances

What's the outlook for freezer sales? 26

service

RCA trains service men in new solid state color chassis 54

electric housewares

Electric housewares and floor care news 58
 Generates big layaway volume in small appliances 61

contest entry form

"Creative Retail Salesman-of-the-Year" contest coupon 37

tape recorders/players

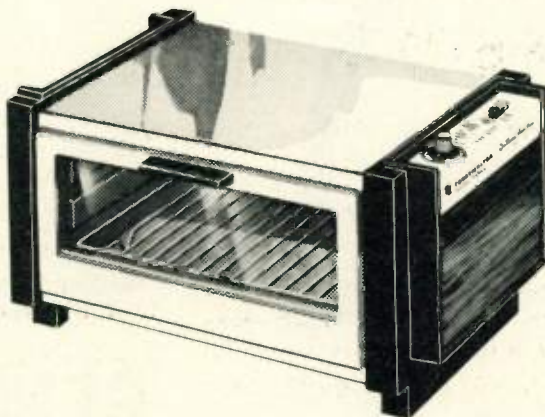
He proves demonstration is number one factor 50

departments

A dealer speaks 17/industry events 19/room at the top 22
 On tape 50/new products 52/retail ad clips 60
 The balance sheet 62/by the way 62

Mart magazine, including Electrical Dealer, October 15, 1968; Vol. 12, No. 19 © 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.

**Look what's
 popping up
 at Toastmaster
 these days.**



Our new broiler-oven can "pop" the booming broiler-oven business wide open for you. It's got every feature a woman wants. And then some. Like inside-rounded corners for easy cleaning. Handsome chrome design with woodgrain trim. And push-button ease and convenience for superb baking and broiling. Model 5240.

...where one good thing leads to another.



TOASTMASTER DIVISION / McGRAW-EDISON COMPANY / ELGIN, ILLINOIS 60120

New GE color tv's come with factory-installed commercials at no extra cost



WM 235 GWD



M 927 EPN



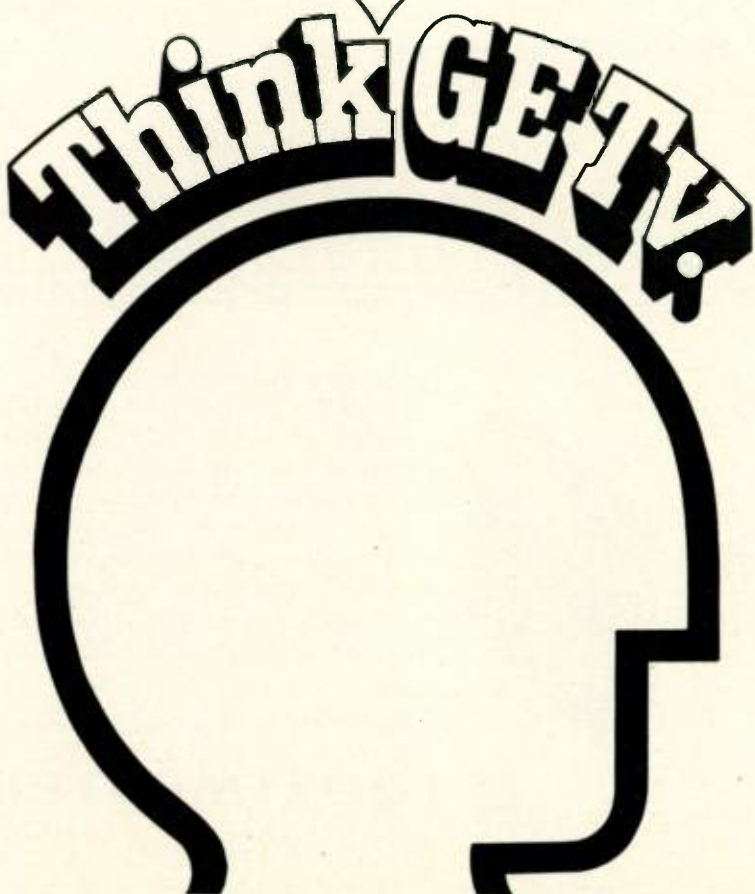
M 950 EWD



M 941 EMP



M 942 ECL



One hundred forty-four million viewers will see the new commercials for the 1969 line of General Electric color television.

That's a lot of prospective customers.

They will be seeing them on mass-audience network programs like The Today Show, with Hugh Downs, The Tonight Show, with Johnny Carson, and the Joey Bishop Show.

It is a tremendous advertising buy—and it backs up the finest line of television sets we have ever produced.

Featured will be the new 14 inch (diagonal picture measurement) Porta Color* set, plus the exciting new line of GE consoles.

Among the things to look for this year is AFC—now on seventeen models. Elegant, authentically styled furniture cabinets. There is a set for every price range. Keynote of the line: reliability. General Electric. It's the profit line for '69.

*Trademark of the General Electric Company. Louisville, Kentucky 40225

GENERAL  ELECTRIC

The reliable color tv

Producers support MART-NARDA "Creative Retail Salesman-of-the-Year" competition . . . Microwave oven tube "breakthrough" eases price, reliability problems . . . Stereophones serving double duty.

mart news & trends

Stereophones: For "plus" sales and use as a sales tool

The inclusion of headphone jacks on many stereo console phonographs and television sets has generated a double benefit for radio-TV-stereo dealers. That double benefit is in the form of a sales aid, and a new product to sell.

This is the word from Greg Cornehl, vice president, sales, for Koss Electronics Inc. In an interview with **Mart** magazine during the New York hi-fi show, Cornehl noted, however, that many dealers and their salesmen don't know what the jacks are for, and indicated that some educational work would have to be done by both the set manufacturers and the headphone producers to apprise dealers and salesmen of these benefits.

Cornehl sees headphones as a means of demonstrating stereo consoles where they are mixed in with other home electronic or appliance products and cannot be effectively demonstrated via their own speaker systems. "Many stores are very noisy and this is not the proper environment for showing the subtleties and niceties of stereo," Cornehl stated. "But with headphones, a salesman can demonstrate the optimum stereo sound because the headphones eliminate the noise and provide a perfect acoustic environment for stereo listening."

Further, he noted, stereophones are ideal as a means of keeping prospects occupied should a salesman be called to the phone during a demonstration. "Ordinarily, if a couple is hesitant, this is when the wife will start yakking and maybe express some negative ideas. This has killed many a sale. By keeping the prospects occupied you are accomplishing two things: You're giving them stereo sound at its best and giving the salesman a better chance to pick up his sales pitch when he returns from the phone call. When he is there if the wife — or husband — makes a negative comment he is able to offer a rebuttal and prevent a sale from being lost."

The other benefit, Cornehl pointed out, is the plus sale that headphones represent. "It's such a natural situation," he explained. "You have the prospective stereo con-

sole buyer listen to earphones to get the best sound out of the console. This is a soft-sell and nice way to introduce him to the idea of headphones. When the sale is clinched, you suggest the headphones as a tie-in sale. Most people will buy the headphones . . . in fact they almost sell themselves."

The executive noted that while audio dealers do an excellent job of merchandising earphones, few brown goods dealers do a good job. "Very few dealers have the proper displays for earphones. 'Phones have to be shown. If they are, they'll sell. Trouble is, too many salesmen and dealers are still too color TV oriented to see that there are other electronic products to sell."

Cornehl reported that Koss' sales so far this year are running 19 to 20 per cent ahead of last year for the comparable period.

Consumer electronics items predicted as eventual biggest premium category

For the moment, housewares and home furnishings items top the list of products used as premiums, but within the next five years home entertainment products will be the favorite incentive category.

This fact was brought out at the National Premium Show held in Chicago Sept. 16-19 in a number of ways, ranging from chit-chat on the subject to the reality of the large number of home entertainment product exhibitors at the event. A tally showed that 21 consumer electronic producers were at the show, ranging from giants like RCA and General Electric to import firms such as Ross and Selectron.

There is no way of telling how big a slice of the \$3.2 billion premium market pie the consumer electronic market is biting into, since no figures are available on a category-by-category basis. **But, premium users admit, no other category is moving up as fast as home electronic products in the premium field.**

And the spread of product is also expanding, with cassette tape recorders now rising fast in the esteem of premium users. **Every type of home entertainment product is being used for premiums, ranging from tiny transistor radios on up to console col-**

or TV sets. Exhibitors of such goods indicated that all areas of the premium industry use their products. This includes trading stamp firms, petroleum companies in connection with charge account plans, and big firms that make gift-giving a practice for any variety of reasons. Home entertainment products also are used in self-liquidating plans, coupon plans, and sales incentive and dealer premium plans.

A trend to higher-priced merchandise was also evident at the show, with considerable emphasis given deluxe products.

According to H.H. Erickson, Jr., head of Hall Erickson, Inc., managing directors of the premium show, the bulk of consumer merchandise exhibited at the event was directed to leisure and recreation.

Thomas J. Murphy of Philco-Ford Corp. and president of the National Premium Sales Executives, said that 84 per cent of the executives responding to a survey by NPSE reported their 1968 sales to be up and that more than 89 per cent anticipated increased premium sales in 1969. Sales incentives and dealer premiums are expected to contribute most to the increased premium use, the survey showed.

Manufacturers encourage entries in "Creative Salesman-of-the-Year" contest

Several industry manufacturers are lending active support to the 14th annual "Georges Birgy Creative Retail Salesman-of-the-Year" Contest, co-sponsored by **Mart** magazine and the National Appliance and Radio-TV Dealers Ass'n.

Rules for the competition and an entry blank will be found on page 37 of this issue.

Sol Goldin, manager of retail marketing, **Whirlpool Corp.**, has announced that his company will match the grand prize cash award of \$500, provided the entry submitted by the winning dealer or retail sales person involves Whirlpool merchandise.

Prizes being offered by Mart and NARDA to the grand prize winner of the competition in addition to \$500 in cash include an expense-paid trip to the annual NARDA convention, Feb. 6-8, in Tucson, Ariz.

Plaques will also be awarded to the winners of three product categories in the con-

news & trends

test: major appliances, electric housewares, and home electronics. Too, "Certificates of Merit" will be awarded for outstanding entries.

For the fifth consecutive year, **Sylvania Entertainment Products** is co-operating with **Mart** and NARDA by urging members of its "Sylvania Keyman Sales Society" to enter the competition. "Keymen" will submit their entries on a special form. These entries will also be judged by the judges of the **Mart-NARDA** competition, with the winner in the Sylvania competition receiving a portable color TV receiver and a specially inscribed plaque.

Sylvania entrants will, of course, be eligible for all prizes being offered in the "Georges Birgy Creative Retail Salesman-of-the-Year" contest.

Westinghouse Electric Corp. has again given extensive publicity to the "Creative Salesman" competition in two recent issues of the **Westinghouse Retailer**, a publication circulated among dealers handling this brand.

The **Retailer** has carried two articles urging dealers and salesmen to enter the competition and has reprinted copies of the official entry blank for use by these people.

General Electric Co. has enlisted the aid of its sales counsellors throughout the U. S. in urging their dealers and salesmen to enter the 14th annual competition.

Entry blanks have been circulated among retail outlets by GE sales counsellors.

A number of distributors and dealers throughout the U. S. have ordered additional copies of the official contest blank to be used by their dealers or salesmen in entering the contest.

All entries in the contest must be post-marked no later than midnight, December 15, 1968.

Although this date is two months away, the editors remind readers that the busy Christmas selling season will soon be here, and free time will be even scarcer than it is now.

Entrants should not be concerned about making their entries elaborate. It's the idea that counts.

So, why not turn to page 37 right now and prepare your entry on the blank provided.

It's done with mirrors: GECC autumn drive targets the housewife

General Electric Credit Corp. for the first time is using a credit-certificate approach that is directed at fall home modernization and redecoration via the appliance and furniture dealer.

The drive is aimed at the housewife, and GECC is using mirrors at point-of-sale and in collateral material to spur credit

sales of appliances, furniture and other home items this fall.

To focus interest on redecoration, lapel mirrors for retail sales people bear the message: "Yes, Your Home Can Be Picture Perfect This Fall." Promotional literature uses small mirrors to re-emphasize the theme and centers on \$500 credit certificates for dealers' customers.

Durant sees electronics role in future consumer marketing

A "slide rule computer-oriented approach" that co-ordinates all aspects of consumer marketing is now a necessity, believes B.S. Durant, RCA Sales Corp. president.

Addressing the Advertising Club of Los Angeles, Durant went on to say: "The shapes of future consumer products must be determined today by any company that hopes to remain in business tomorrow. Products completely unknown to the general public today will be available in the immediate future and the marketing function must know literally years in advance who will want what and when."

Through a possible network of broadband cables capable of transmitting a tremendous flow of data, he said, "the rapid interchange of financial and other forms of information could be facilitated right into the home."

"It will be possible, in effect, to have an electronic credit card system," he added. "Marketing and merchandising could become more and more a matter of electronic visual presentation in the home as opposed to personal confrontation with the consumer in the store. The housewife will purchase everything from foodstuffs to clothing by means of a push-button type of communications device linked to the broadband cable — after she has seen the merchandise offered on TV."

Durant said the general marketing process today is being decided "more and more by slide rule and computer rather than by a feeling in the pit of your stomach — what has been the adrenalin syndrome in marketing."

He pointed to a "growing diversity in the consumer products market place, with an accompanying increase in the need to pull all the marketing factors together," coupled with an electronic control system to guide every step from raw materials to final product sale.

"It has been predicted that tomorrow's 'Miracle Home' will boast a 'Household Electronic Center' to take over most of the daily chores. The electronic housekeeper will awaken you in the morning, close the windows, activate the coffee-maker and toaster, cook the bacon and eggs, open the garage doors and warm up the car — all

through a system of pre-programming through a relatively simple push-button unit. During the day, the same 'Household Electronic Center' will wash the dishes, do the laundry, regulate the heater or air conditioner, start dinner and have the color TV set tuned to your favorite program.

"A home computer will be connected with your place of employment, the stores where you must frequently shop and countless other locations for continued interchange of information."

Microwave oven advance yields lower cost and longer life

The barriers of high cost and short life of generating tubes for microwave ovens are on their way to being toppled, and this, coupled with a growing general acceptance of microwave cooking offers considerable hope for the industry.

Regarded as a "breakthrough" in terms of lower cost and greater working life is a new magnetron tube from Microwave Energy, Inc., of West Peabody, Mass. **The new unit, developed by Dr. Charles Biechler, is being offered to oven manufacturers at less than \$50 in quantities of 5,000 units — said to be substantially lower than prices heretofore charged by tube suppliers.**

Further, according to the company, the new tube is guaranteed to function for at least 1,000 hours, with proper application, against a normal life of about 500 hours for magnetrons. As the company explains it, the 500-hour life might mean a few years in home use, but only several weeks in canteen or restaurant use.

Life tests of the Microwave Energy tube show the tube operable after cycling 40,000 times in a typical vending type operation. This, it is claimed, is the equivalent of at least one year of severe operation. This longer life is attributed in part to a lower heater power concept. The heater power required is only 18 watts — comparable to that required by a night light — and allows the tube to be constantly energized. The firm stated that the "nearest competing model requires 80 watts of heater power." By having the tube constantly energized, the oven is ready for instant cooking, whereas a warm-up time of about 90 seconds is required in traditional systems.

Among other advantages claimed for the new magnetron are: mounting in any position, insensitivity to oven loading, low operating cost because of lower current drain, and a replaceable cathode structure, allowing for a possible "trade-in" program on life-expended tubes.

To aid manufacturers in packaging the unit, Microwave Energy will provide the user with applications engineering aid, and will provide tube modifications for special users' requirements.

Biechler said that other "breakthroughs" in magnetron design are on the way that will make the microwave oven competitive in price to the electric oven.

So, when microwave ovens come down from their current heights, retailers will find they have another category of product to merchandise — at a popular price.

What could you do with a strong high-end stereo and color tv franchise?

Say you could get your hands on one of the best packaged lines of high-end stereo and color TV on the market in the U.S. today.

Say the line was styled for trade-up. With all the features that make it easy for customers to justify spending more dollars. Without any low-end equivalents.

Say the line was priced for bigger profits all the way around. So you could make decent margins on higher ticket items that look like they're worth a lot more than they retail for.

Say the people who bought the line liked it so much, they sent other people into your store (s) to buy more of the same thing.

Say the line was backed up by one of the strongest marketing merchandising

programs in the business. With dramatic traffic stoppers to demonstrate stereo that no one else has yet.

Think you could do something with it? Then tell Joe Sullivan at Clairtone.

He has a few figures you ought to look at.

Joe Sullivan, President
Clairtone Electronic Corporation
6 Aerial Way
Syosset, N.Y. 11791
Telephone (516) 933-0688

I'd like to know more.

Name

Title

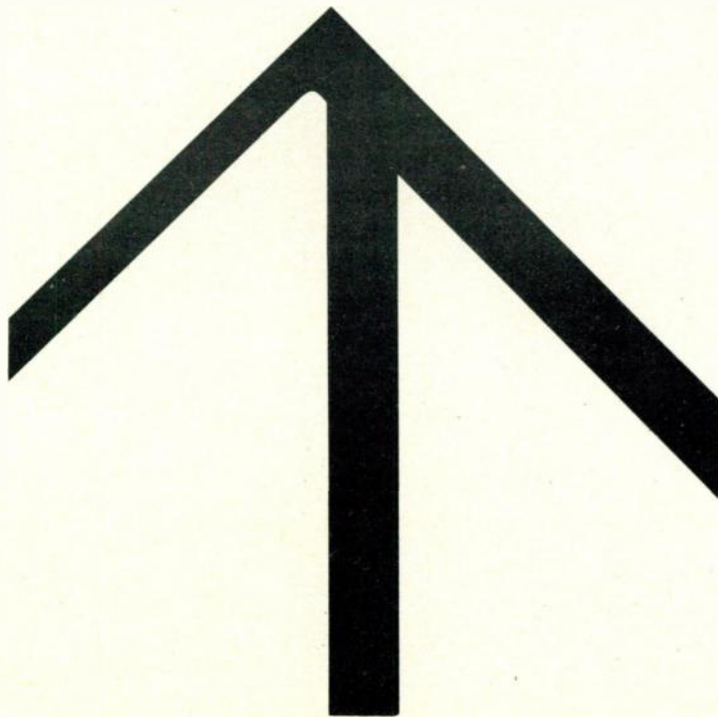
Company

City

State

Zipcode

Tell Joe Sullivan at Clairtone.



The Clairtone symbol of incomparable high fidelity.

**Commercial Credit
gives you the
muscle to
compete with the
biggest names in retailing...**



and win!

Get your customers on the best of terms

A simple, competitive credit plan is the secret. Or, better still, three plans in one, which you can now offer your customers through Commercial Credit Corporation, one of the country's largest retail-financing organizations. Give customers their choice of easy credit arrangements, and you'll sell more. And sell more often.

1 Regular installment financing

The basic plan requires a small down payment—usually 10% of the purchase price. Then, your customer can budget the balance for a period of up to 36 months. What could be easier?

The Commercial Credit Plan gives you plenty of sales ammunition. You sell in terms of a few dollars a month, rather than hundreds of dollars cash.

2 90-day option, No charge

Another plus!

This plan was designed specifically to help you compete against larger retailers—to sell the man who wants to avoid service charges.

After signing a regular 12-month contract, your customer automatically has the option of paying the full purchase price, and only the purchase price, within 90 days. No service charge. No fee of any kind.

If he takes advantage of this option, you pay a small fee. However, it's much less than the cost of maintaining and servicing accounts receivable. And you've made another sale at the full purchase price. A sale that might have slipped through your fingers to competition if you hadn't offered such attractive terms.

3 A plan for special seasons

You can make it extra easy for your customers to get what they want at Christmas, back-to-school time, and other peak selling periods. You've seen the big retailers do it: "Buy now, pay nothing more until...." Now, you can too!

After making the usual 10% down payment, the customer pays nothing for three months.

Commercial Credit makes this plan available for special promotions. Just watch it boost your sales!

No risk, No billing, No collections

With each of the above plans, the risk is all Commercial Credit's. Not yours. And Commercial Credit handles all the details. We have more than 500 offices coast to coast. There's one near you, always ready to give you prompt attention.

You concentrate on selling. And with Commercial Credit's simplified forms and easy terms, you'll sell more, sell more often, sell faster. And you'll hold the line on full ticket amounts.

The Commercial Credit Card*

Every one of your Commercial Credit customers gets the Commercial Credit Card, to use for emergency credit assistance when traveling.

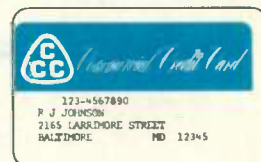
It's good for up to \$500, interest-free for 30 days.

It's an exclusive extra you can offer your customers. None of the big retailers have anything like it.

*Void where prohibited by law

Free merchandising & advertising support

You also get window banners, counter displays, hang tags to show monthly payments on specific items—everything you need to use your Commercial Credit Plan to ring up more sales. And bigger gross profits!



Cut out big competition.

Send today for full details on the Commercial Credit Plan for customer financing of consumer goods, described above.



Commercial Credit Corporation

300 St. Paul Place • Baltimore, Maryland 21202

Please give me more information on the Commercial Credit Plan for consumer goods financing.

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

"Commercial Credit will help you sell it!"

industry briefs

Regional awards of \$2,500 each were presented to John Nigra, Major Appliance Sales, Portland, Ore.; Francesca Andrew, Haverty's Furniture, Atlanta, Ga.; Al Huggins, Huggins Appliances Inc., Indianapolis, Ind.; and Norman D. Cohen, Lechmere Sales, Cambridge, Mass.

"Best-of-Store" awards of \$1,000 each were presented to appliance dealers categorized by type of retail operation. Winners were: Myron Kullens, National Appliance & Television Co., Rockford, Ill. (Appliance-TV); Simon Rosenberg, Rosenberg Furniture Co., New Orleans, La. (Furniture Store); John McGovern, G. M. McKelvey Co., Youngstown, O. (Department Store); Stanley V. Kerke, Jr., Elizabethtown Gas Co.,

Elizabeth, N.J. (Utility); Jo An L. Dow, The Value House, Lewiston, Me. (Other Store).

"Best-of-Show" prizes of \$500 each for the best advertising in the media classifications went to: Bernard Finkelman, Finkelman's Furniture & Appliance, Newport, Ky. (Newspaper); Walter Cullen, Cullen Fuel, Danvers, Mass. (Radio); Robert Kerns, J. W. Kerns Ace Hardware, Klamath Falls, Ore. (Television); Ollie Hager, Estacada Appliance Co., Estacada, Ore. (Other Media-Direct Mail).

According to William J. Brennan, vice president and director of sales, the contest was designed not only to encourage retail advertising ingenuity, but also to demonstrate the compatibility of aggressive local merchandising and effective brand promotion.

Members of the judging panel included Dixon Scott, publisher of *Mart* magazine, and Walter Hogan, managing editor. The winners were selected on a basis of originality, adequacy, and their effectiveness in presenting the firm's personality, promoting the Norge brand name, and achieving the stated objectives of the campaign.

Gaffers & Sattler being sold to Magic Chef, Inc.

Republic Corp. has reached an agreement in principle to sell the assets of its Gaffers and Sattler appliance div. for approximately \$20,000,000 to Magic Chef, Inc., a manufacturer principally of gas and electric ranges headquartered in Cleveland, Tenn.

The announcement was made jointly by S. B. Rymer, Jr., president of Magic Chef, and Gerald B. Block, president and board chairman of Republic. The purchase by Magic Chef will be paid for in cash, short term notes, and Magic Chef common stock. Republic Corp. is listed on the New York Stock Exchange while Magic Chef is traded over the counter.

Gaffers and Sattler has been a division of Republic Corp. since it was purchased as the Utility Appliance Corp. and renamed in 1961. Rymer pointed out that Gaffers and Sattler's distribution is primarily in the western states and would complement Magic Chef's existing distribution which is mainly east of the Rocky Mountains. Gaffers and Sattler operates two manufacturing facilities in the Los Angeles area, in Hawthorne and East Los Angeles.

At its fiscal year end in June, 1968, Magic Chef reported sales of \$56,546,749. Gaffers and Sattler estimates its sales volume at \$34,000,000 this year. One of the two Gaffers and Sattler Los Angeles plants would be included in the purchase agreement while the other could be leased by Magic Chef under terms of the agreement.

Standard names rep

Adelman & Pinz, 570 Yonkers Ave., Yonkers, N.Y., has been appointed manufacturers representative for the entire line of Standard Radio Corp., Woodside, N.Y., in New York City. The firm also will represent Standard's high fidelity equipment line in the State of New Jersey.

Callahan's is top winner in Norge retail ad contest

Awards totaling \$27,000 have been presented to winners in the "Norge Retail Advertising Race" announced last April. The contest — said to be the first of its kind in the appliance industry — was a competition for the

best appliance retailer advertising by a Norge dealer during the period April 15 to June 15 this year.

The grand prize of \$10,000 was awarded to Steve Sorenson, of Callahan's Northwest Radio & TV, Spokane, Wash. Callahan's entry — an integrated campaign involving the use of radio, TV, direct mail, newspapers, and store displays — was based on a "Seven Dwarfs" theme.

WHAT DOES STAINLESS STEEL MEAN TO YOU

...Sales, Profits and Satisfied Customers
When You Sell Speed Queen "Silver Lining" Washers and Dryers

BIG FALL PROGRAM
Headlined By

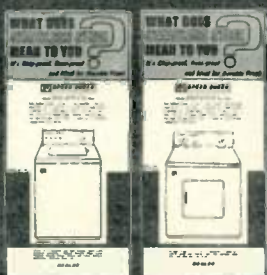
John Cameron Swayze

On-the-spot interviews were conducted in Chicago and the knowledge and preference for Stainless Steel was so great that a TV film, narrated by John Cameron Swayze, has been made using these comments from housewives, electricians, construction workers and other trades. Use this Stainless Steel consumer demand to sell Speed Queen "Silver Lining" washers and dryers.

BANNERS
4 ft. high and printed in many colors illustrating new Harvest Gold models.



PENNANTS
Each pennant highlights a Stainless Steel feature.



RETAIL AD MATS
Get customer attention and build store traffic with your special localized ads.

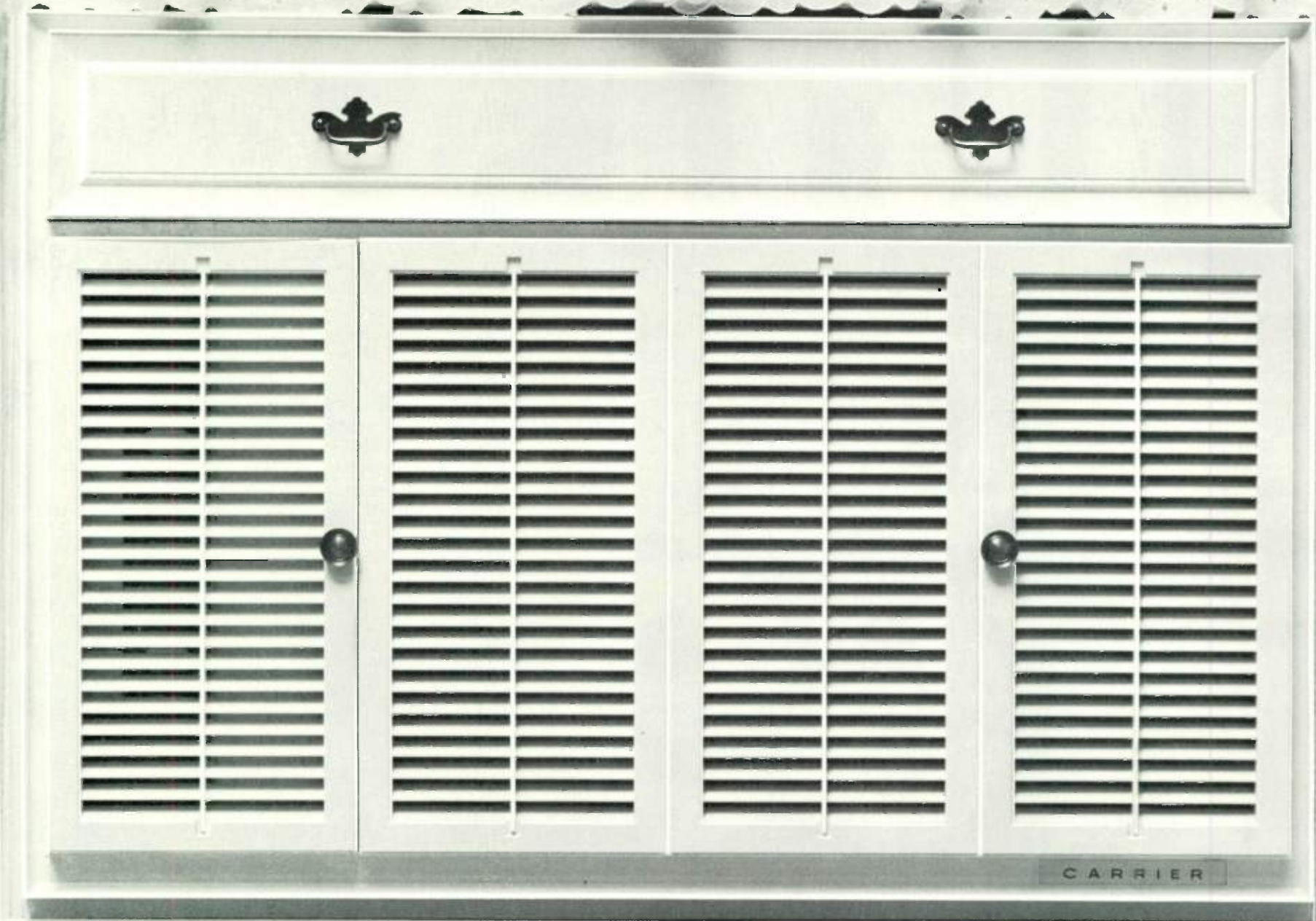
PRICE TAGS
Attractive and attention-getting, these tags complete the "Sale" atmosphere.



NATIONAL ADVERTISING
Starting with GOOD HOUSEKEEPING, ads like these will ask millions of customers the Stainless Steel question.



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



**Open the door.
See this handsome
front turn into
1969's most
exciting room
air conditioner line.**

Turn it on in '69

with Carrier's full line of Temperature Tamers.

- 115 volts—7.5 to 12.0 amps—11 models
- 208/230 dual voltage—13 models
- Ready-Mount installation—7 models
- Strip-heat units for extra profits
- Price leader models for building traffic

There's never been a line of room air conditioners with so much going for it.

You've got new styles. A full range of sizes. Fewer models to carry because of dual voltage.

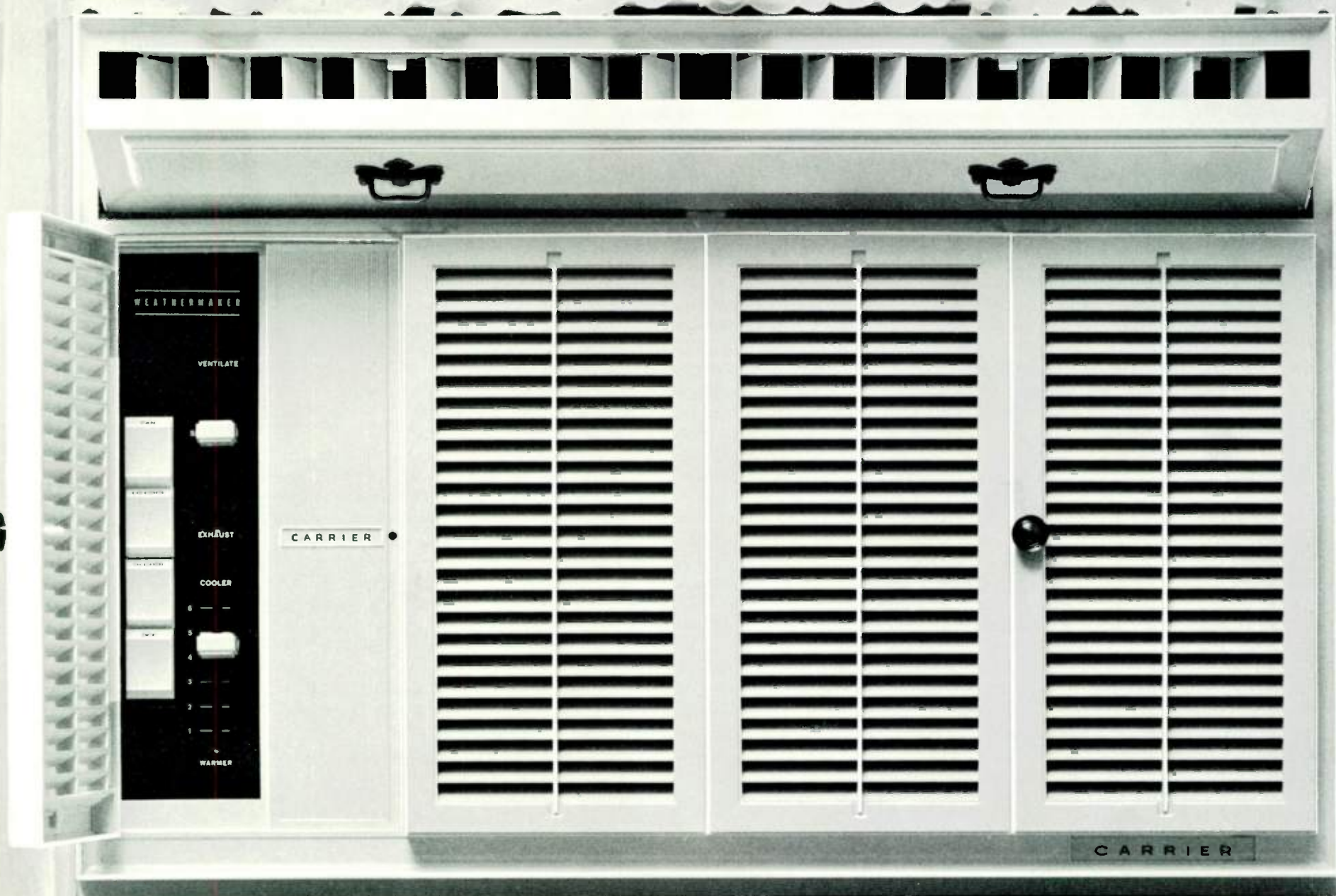
You've got a new top-profit prestige line—the deluxe Cosmopolitan—with smartly concealed controls.

Dramatic styling that complements any decor yet compromises none of Carrier's engineering superiorities. Full-size frontal intakes and full-width air control door discharge area produce one of the best air flow patterns in the business.

You've got units for every budget. Every type of installation. Every cooling need from 5400 to 30,000 BTU's—plus supplementary heating models (6100 to 17,400 BTU's for heating, 8700 to 22,500 BTU's for cooling).

And you've got the Carrier name—founder of the industry. Now, get with your Carrier Distributor and you've got it made. Capture customers with the Temperature Tamers in 1969.





Here's where the action is. Action you can demonstrate right on the floor.

Open the louvered door of Carrier's new Cosmopolitan.

It reveals the Touch Control Comfort Center with its choice of cooling speeds, wide range of thermostat settings and its separate Exhaust and Ventilation systems.

Now invite your customer to start the action.

Let him feel the solid clunk of the man-size push buttons. Hear Carrier's quiet cooling power go to work.

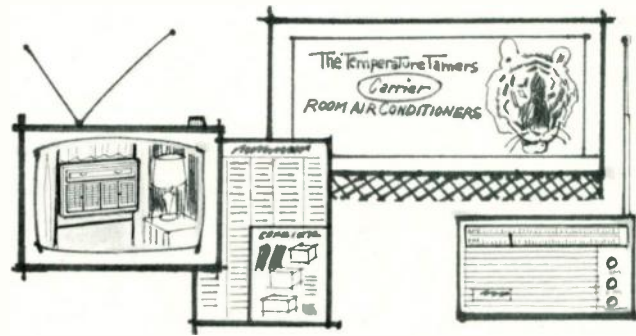
Then watch his reaction when the air control door above opens automatically. Carrier's automatic "Openaire" Control Door is what's new, different, salable, profitable.

That's for openers. Now you can really turn it on.

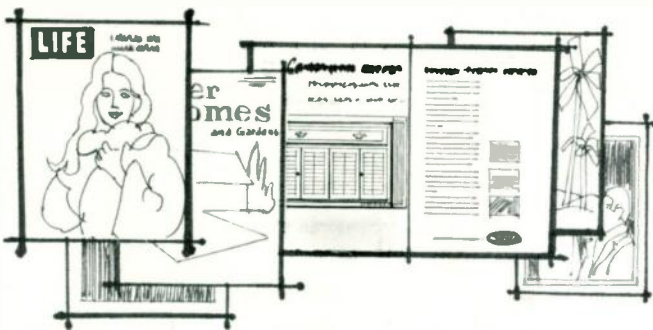
Here's how Carrier turns you on



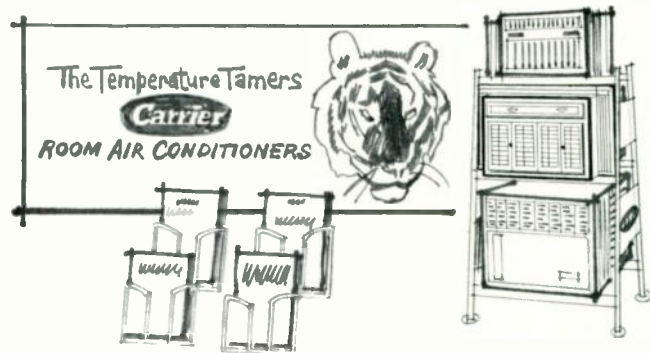
- Win your choice of credits toward a foreign winter vacation, U.S.A. weekend trips, other valuable merchandise awards. Incentives for your salesmen.



- You get liberal local co-op advertising support. TV. Radio. Big newspaper ads! Billboards. All directing business your way over your signature.



- You're backed up by the year's most exciting advertising program. Arresting color spreads in Life, Better Homes & Gardens, and other national magazines.



- Use the industry's most effective display and sales aids. Hand-out literature featuring units in each voltage group. Temperature Tamer theme materials.

With so much going for you, you'll want to get in on all the action. Right from the start. Call, or wire your local Carrier Distributor.

ALABAMA
BIRMINGHAM
Alabama Air Conditioners, Inc.
205-251-6188
MOBILE
Equipment Sales Corp.
205-479-4577

ARIZONA
PHOENIX
Ware & Warren Distributing Corp.
602-272-5541

ARKANSAS
LITTLE ROCK
A. W. Johnson Company
501-FR 4-8223

CALIFORNIA
LOS ANGELES
The Prentiss Corp.
213-LU 9-6231
SACRAMENTO
Valair
916-HI 4-6635
SAN FRANCISCO
Edward B. Ward and Company
415-EX 2-3848

COLORADO
DENVER
Continental Air Conditioning, Inc.
303-244-3306

CONNECTICUT
WEST HAVEN
The Connecticut
Air Conditioning Co.
203-934-5291

DELAWARE
WILMINGTON
Keil's Inc.
302-654-5161

FLORIDA
MIAMI
Weathermatic Corp.
305-691-8400
JACKSONVILLE
Florida Air Conditioners, Inc.
904-737-0610

GEORGIA
ATLANTA
Mingledorff's, Inc.
404-873-6311

HAWAII
HONOLULU
Air Engineering Co., Inc.
808-566-936

ILLINOIS
CHICAGO
Temperature Equipment Corp.
312-921-3332

INDIANA
EVANSVILLE
George Koch Sons, Inc.
812-HA 5-1321

KENTUCKY
LOUISVILLE
Air Conditioning Corp.
502-637-3622

LOUISIANA
NEW ORLEANS
Industries Sales Corp.
504-822-3510

MASSACHUSETTS
CAMBRIDGE
Distributor Corp. of New England
617-868-2300

MARYLAND
BALTIMORE
United Clay & Supply Corp.
301-542-8500

MICHIGAN
DETROIT
The George L. Johnston Company
313-871-7000

MINNESOTA
MINNEAPOLIS
Tem-Trol Corp.
612-336-9641

MISSOURI
KANSAS CITY
General Heating & Cooling Co.
816-GR 1-1455
ST. LOUIS
Marco Sales Inc.
314-JE 5-4910

NEBRASKA
OMAHA
Air Conditioning Equipment Co.
402-342-7777

NEW JERSEY
JERSEY CITY
Montgomery Engineering Co.
201-659-2757

NEW YORK
NEW YORK CITY
Carleton-Stuart Corp.
212-EX 2-9100
SCHENECTADY
R. J. Murray Co., Inc.
518-372-4751
SYRACUSE
Air Conditioning Distributors, Inc.
315-463-8677

NORTH CAROLINA
CHARLOTTE
Thermo-Industries of Charlotte, Inc.
704-333-3147

OHIO
CLEVELAND
Refrigeration Sales Corp.
216-881-7800
DAYTON
Refrigeration Equipment Company
513-224-1801

OKLAHOMA
OKLAHOMA CITY
Swan-Sigler, Inc.
405-JA 5-0555

OREGON
PORTLAND
Aireco, Inc.
503-233-5666

PENNSYLVANIA
PHILADELPHIA
Peirce-Phelps, Inc.
215-GR 7-9000

PITTSBURGH
Standard Air & Lite Corp.
412-281-6505
WILKES-BARRE
Ide Air Equipment, Inc.
717-824-9851-52-53-54

SOUTH CAROLINA
CHARLESTON
The Climatic Corporation
803-723-0684

TENNESSEE
MEMPHIS
A. T. Distributors
901-527-8401
NASHVILLE
Andrews Distributing Co., Inc.
615-254-1471

TEXAS
DALLAS
Carrier-Bock Company
214-ME 7-0070
HOUSTON
Carrier-Houston Corporation
713-UN 9-3511
SAN ANTONIO
Kotzebue Distributing Company
512-TA 4-7261
WICHITA FALLS
Paul Scheurer Engineering Co.
817-723-7329

VIRGINIA
ALEXANDRIA
Automatic Equipment Sales of
Washington, Inc.
703-548-2045

NORFOLK
Automatic Equipment Sales of
Norfolk, Inc.
703-625-7891

RICHMOND
Automatic Equipment Sales of
Virginia, Inc.
703-355-0651

ROANOKE
Automatic Equipment Sales of
Roanoke, Inc.
703-343-0171

WASHINGTON
SPOKANE
Climate Control Company
509-TE 8-8641

WEST VIRGINIA
CHARLESTON
Climate Makers Incorporated
304-343-9589

WISCONSIN
MILWAUKEE
Crichton Corp.
414-276-8950

CANADA
ALBERTA
CALGARY
Carrier Air Conditioning
Distributors Ltd.
403-265-6750

ONTARIO
TORONTO
Carrier Ontario Distributors Ltd.
416-677-4271

QUEBEC
MONTREAL
Howe Equipment of Canada Ltd.
514-WE 5-7463

Carrier Air Conditioning Company





by F. Hardy Rickbeil
Worthington, Minn., dealer

a dealer speaks

I've learned it pays to write it down in a systematic way rather than trust to my memory or someone else's. I've been using a shirt pocket size "Day-Timer" note book for the past six years. It is now a habit with me to plan each day carefully in black and white. I'm old fashioned enough to always carry two ink fountain pens. I tried using quality ball point pens for awhile, but I found them messy and I went back to my two old faithful Parkers. So with two ink pens and my little note book always with me I never have to worry about having something to write with and something to write on. Since I'm away from my desk a lot I find I can't depend on my secretary to get everything down for me, so to be sure of the *when*, *where*, and *what* of what is ahead for me I've concluded it is best for me to keep my own personal "Time Use Plan."

If you would like to try a sample of the junior size "Day-Timer" that I find helpful, just drop a line to: Day-Timer, Inc., Allentown, Pa. 18105 and they'll be happy to send you one to try along with complete information on a full line of "Remember Helps." To make it easy just cut out this article and send it to them with one of your letterheads.

I have never believed that anyone is just a natural-born success. The successes I've become acquainted with are all terrific "Plan Ahead" people and they never let up with their program of disciplining themselves to continuously and promptly make notes to themselves as ideas hit them or come to their attention. I now keep recorded in my little daily note book for my "plan ahead" program the following:

- (1) *Appointments and scheduled events*
- (2) *To be done today* (this is number one in my thinking)
- (3) *Expense and reimbursement details*
- (4) *Services performed and activities*
- (5) *Time record* (I try to avoid non-productive time and still not be mechanical).

The page to my left, when my "Day-Timer" is open, tells me what to do each day and the one to the right provides a permanent diary and time record of all my activities and engagements from morning until night. I have discontinued my desk calendar, memo pads, and card notes because these constantly get buried, lost, or thrown out. Having "Day-Timer" with me all the time relieves my mind completely of having to remember dozens of details. The old saying that "Black on

white remembers right" fits me to a "T" — so I've trained myself to write it down black on white *NOW!*

Here's a sketchy outline of how I concentrate on lining up the various items: "*Appointments and scheduled events*" — I list for each day all appointments for conferences, events, and functions that require my presence at a definite time and place. I insert the time in the hours column provided. I also fill in any details on places, names, thoughts I want to recall, etc.

"*To be done today*" — I carry forward any unfinished work from the day before. I use a number for each job to be done, but I don't assign this priority number until the morning of the day I'm working on because I don't know for sure until then which one of the jobs I want to give priority to. Pressing matters such as reports on sales, inventories, shipments, news releases, employee relation problems and similar items, which must be completed this *deadline day*, are given first consideration. Some matters have been previously listed to be completed on this day based on advance planning.

"*Expense and reimbursement details*" — Here I enter all expenses incurred. The expenditure and proof of its business purpose can be further substantiated by references in the appointment, and the to-be-done-today sections, and generally by the left hand page diary record of the activity accompanying the expense item. When records like this are made pretty much on the spot, they are accepted without question by the Internal Revenue Service. The Courts have upheld a properly kept diary record as factual proof:

Keeping a diary of meal expenses served as a protection against disallowance. A district court held that an examining agent can't dispute the entries in a properly kept diary unless he can disprove or invalidate the diary. (B. J. Culwell v. Coard, D.C. N. Mex., 4/28/67)

"*Services performed and activities*" I write down unplanned services I'm involved in and unexpected activities that come up and have to be worked into my day. Lastly I use the "time record" section to record the work I've accomplished and to record details on conferences, telephone calls, price quotations, promises made, and any other information that I might want for future reference.

I've learned through experience that I have so many details to keep track of that I'm apt to forget important things unless I religiously use my "Day-Timer." *It won't let me forget!*

Iona makes its move in heavy duty, 12-speed mixers.

Solid State, too!



Model R-14-B



Guarantee covers cost of parts and repair service for 5 years when returned to Iona Factory or Authorized Service Station. Cord burns and damage due to misuse are excepted.

Now, it's your turn.

Here's the new heavyweight champion in bowl 'n stand mixers. A big, powerful, rugged kitchen machine tough enough to take on any mixing job.

The mixer head incorporates a top rated Iona Super Torque motor. Solid State provides 12 speeds ranging from 150 to 1200 RPM. A handy thumb tip illuminated dial lets you choose any one of twelve recipe-matched speeds. And imagine,

no speeding up, no slowing down, no matter how thick or thin the mix may be. That's what Solid State does for you.

There's more! Two ovenware mixing bowls. Two position turntable. Detachable cord. Automatic beater ejector. A simple control lets you remove the mixer head and use it as a portable. In beautiful chrome.

Write today for descriptive literature and prices.



QUALITY YOU CAN TRUST VALUE YOU CAN RECOGNIZE
THE IONA MANUFACTURING COMPANY
MANCHESTER, CONNECTICUT 06040

Consolidated's formula seeks to restore success to Webcor name

What's in a name?

The name "Webcor" is one of the oldest in the world in the tape recorder field and very likely at one time was the best known brand name in this product category in the U. S. But in recent years sales of the company continued on an ever-downward trend until about two years ago it went out of business and the machines which it had spawned over the years technically became orphans.

Now, Victor Reichenstein is endeavoring to make the name Webcor once again a sales success not only in tape units but in a complete line of home electronics products.

Reichenstein is president of Consolidated Merchandising Corp., which recently acquired the brand name "Webcor" together with some inventory and a few molds.

Obviously, what Consolidated wanted primarily was the brand name. But how does Reichenstein plan to make this name a profitable one, when others have failed?

First of all, it is of interest to report something of the history of the 65-year-old company which was itself acquired in June, 1968, by U. S. Industries Inc.

Consolidated has a sewing machine division and a wood products division with manufacturing facilities in two locations in Tennessee. In 1956, the company introduced in the U.S. a Viscount line of radios, produced in the Orient. Consolidated will continue to market the Viscount line which includes tape units and modular hi-fi components as well as 40 different models of radios including clock radios, and multi-band units, as well as the Webcor line.

Consolidated currently has under construction a new U. S. headquarters for its Webcor and Viscount divisions in Maspeth, N. Y. The building will also serve as a major distribution center for the company's line of sewing machines and accessories.

According to Reichenstein, the building will comprise about 50,000 square feet, and will include warehouse facilities, a modern showroom, a service department, as well as executive offices.

U.S. Industries, of which Consolidated is now a division, has a heavy equipment division, which manufactures such items as punch presses for auto bodies, a soft goods division, and a lumber division.

Consolidated's sales for the fiscal year ended June 30 approximated \$23 million. Reichenstein declined to comment on projected sales for the next fiscal year under the aegis of U. S. Industries.

Consolidated has a joint venture radio manufacturing facility in Taipei which Reichenstein claims is the largest exporter of radios in Taiwan. In addition to the Webcor and Viscount lines, Consolidated also produces "quite a bit" of private label home electronics merchandise.

Other Consolidated brown goods items are manufactured in plants in

Tokyo and Osaka, Japan, to specifications provided by Consolidated engineers, Reichenstein said. Cabinets for stereo sets (there are already half a dozen in the Webcor line) are manufactured in one of the plants in Tennessee.

And as to Reichenstein's approach to making black the predominant color in the Webcor balance sheet?

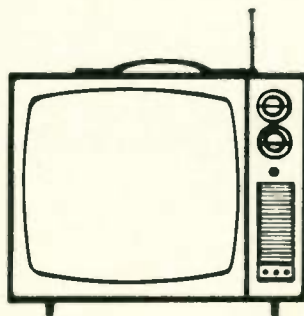
The Consolidated president does plan to rely heavily upon acceptance

of the Webcor name among consumers. In fact, he states, a consumer survey sponsored by his company disclosed that the name has greater acceptance among consumers in the area of tape recorders than any other brand name.

As to other steps on the road back, Reichenstein says, "We'll give people a quality product at realistic prices. We'll provide continuity of product to the dealer, with backup in



Victor Reichenstein



Mr. Nathan Bolet of Heins & Bolet, Inc.
in New York City.

parts and service."

Consolidated is setting up a network of service stations for Webcor across the U. S. (already there are 75), the company president told *Mart* magazine, and eventually will have several hundred of these.

There will be greater breadth to the Webcor tape unit line, with 12 models ranging in price from \$29 to \$450 scheduled to be on the market by June, 1969.

The opportunity to make a good profit will be dangled before the dealer, Reichenstein noted, although merchandise will be offered with only a suggested list price. By the end of 1969, the company hopes to have 1,000 retailers, with the lineup including a very broad spectrum of

types of retail stores.

Except in key market areas where the company has its own warehouse and sales offices, Consolidated will sell to dealers through distributors.

A 1969 advertising program will be slanted towards the consumer, with heavy emphasis on regional ads in consumer magazines. The ads will stress both price and quality. Reichenstein believes that Viscount will not assume the role of a step-sister but will actually benefit from the added distribution provided through acquisition of the Webcor name.

Being manufactured under the Webcor name at present are an eight-inch transistorized black-and-white TV set and a 12-inch tube TV receiver, as well as reel-to-reel tape units,

cassette units, stereo consoles, and component modules.

In the spring of 1969, Webcor will introduce two color TV sets, a 14-inch unit, retailing for around \$299 and an 18-inch color set retailing in the neighborhood of \$349.

In line with its intent to increase distribution, Consolidated plans to open additional regional sales offices. At present such offices are situated in Los Angeles, Chicago, Atlanta, and Dallas, and the company hopes to soon open other such offices in St. Louis and Cincinnati.

The auto market also plays a role in Consolidated's plans for growth of Webcor. Plans call for a full line of eight-track car units, a "Starr" cassette unit for autos, and four or five

different types of auto radios.

Consolidated plans to sell the automobile units through the same outlets that will handle its home electronics line but will also provide special distribution for auto radios.

As a fillip to dealers whom it will approach to take on the Webcor line under its new ownership, Consolidated has expanded the warranty on radios to provide two years on parts and one year on service.

Appliance Retailer Nathan Bolet saved \$2,000.00 on total insurance protection with The Home's Business Owner's Policy.

What can we save for you?

You save money with The Home's Business Owner's Policy because you buy *only* the commercial coverage you want. And you get *all* the coverage you want. Damage protection for buildings and contents. Crime coverage. Liability.

The Business Owner's Policy is so flexible, it's as if your policy were designed for you alone. You can choose to enjoy peak inventory protection at average inventory insurance cost. You can select business interruption insurance to bridge the rebuilding period after an insured loss.

All this and more in just one 3-year contract. At substantial savings. Paid annually, monthly, quarterly or even seasonally under The Home's Thico Plan.

For details and savings, call your Home agent. He's listed in the Yellow Pages.



THE HOME INSURANCE COMPANY

59 Maiden Lane, New York, N.Y. 10008
Affiliates: The Home Indemnity Company
Peoples-Home Life Insurance Company of Indiana

industry events

1968

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

2nd Annual Home Appliance Conference, Denver Hilton Hotel, Denver, Oct. 24-26.

2nd Annual Atlanta Music and Home Entertainment Show, Atlanta Civic Center, Atlanta, Ga., Nov. 21-24.

USA Standards Institute 50th Anniversary Meeting, Sheraton Park Hotel, Washington, D. C., Dec. 9-12.

1969

National Ass'n of Home Builders Convention, Houston, Jan. 12-16.

National Housewares Mfrs. Ass'n 50th Semi-Annual National Housewares Exhibit, International Amphitheatre, Chicago, Jan. 13-17.

Edison Electric Institute 13th Annual "Live Better Electrically" Women's Conference, Washington Hilton Hotel, Washington, D. C., Jan. 22-24.

National Appliance & Radio-TV Dealers Ass'n Annual Convention, The Pioneer Hotel, Tucson, Ariz., Feb. 6-8.

The Institute of Electrical and Electronics Engineers International Convention and Exhibition, Coliseum and New York Hilton Hotel, New York City, March 24-27.

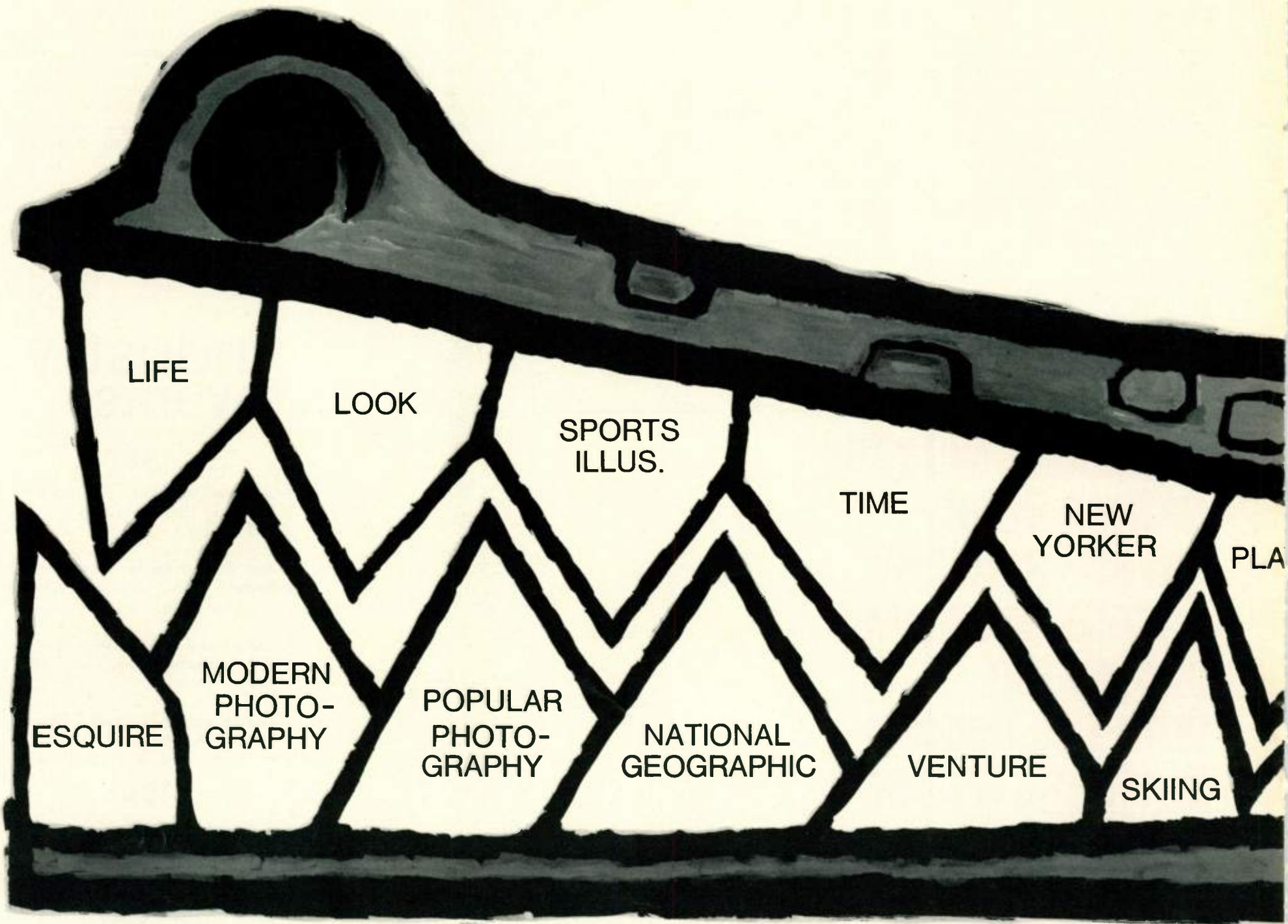
Gas Appliance Mfrs. Ass'n Annual Meeting, The Americana Hotel, San Juan, P. R., April 23-25.

The Institute of Electrical and Electronics Engineers 1969 Electronic Components Conference, Washington, D. C., April 30-May 2.

National LP-Gas Ass'n Annual Convention, Conrad Hilton Hotel, Chicago, May 4-7.

Edison Electric Institute 1969 EEI Sales Conference, Hotel Roosevelt, New Orleans, May 18-21.

Electronics Industries Ass'n 1969 Consumer Electronics Show, Americana and New York Hilton Hotels, New York City, June 15-18.



OUR AD PROGRAM

How do you invent a whole new land, then make it pay off like crazy?

Ask Toshiba. Portable People Land is our baby. And the streets are paved with gold.

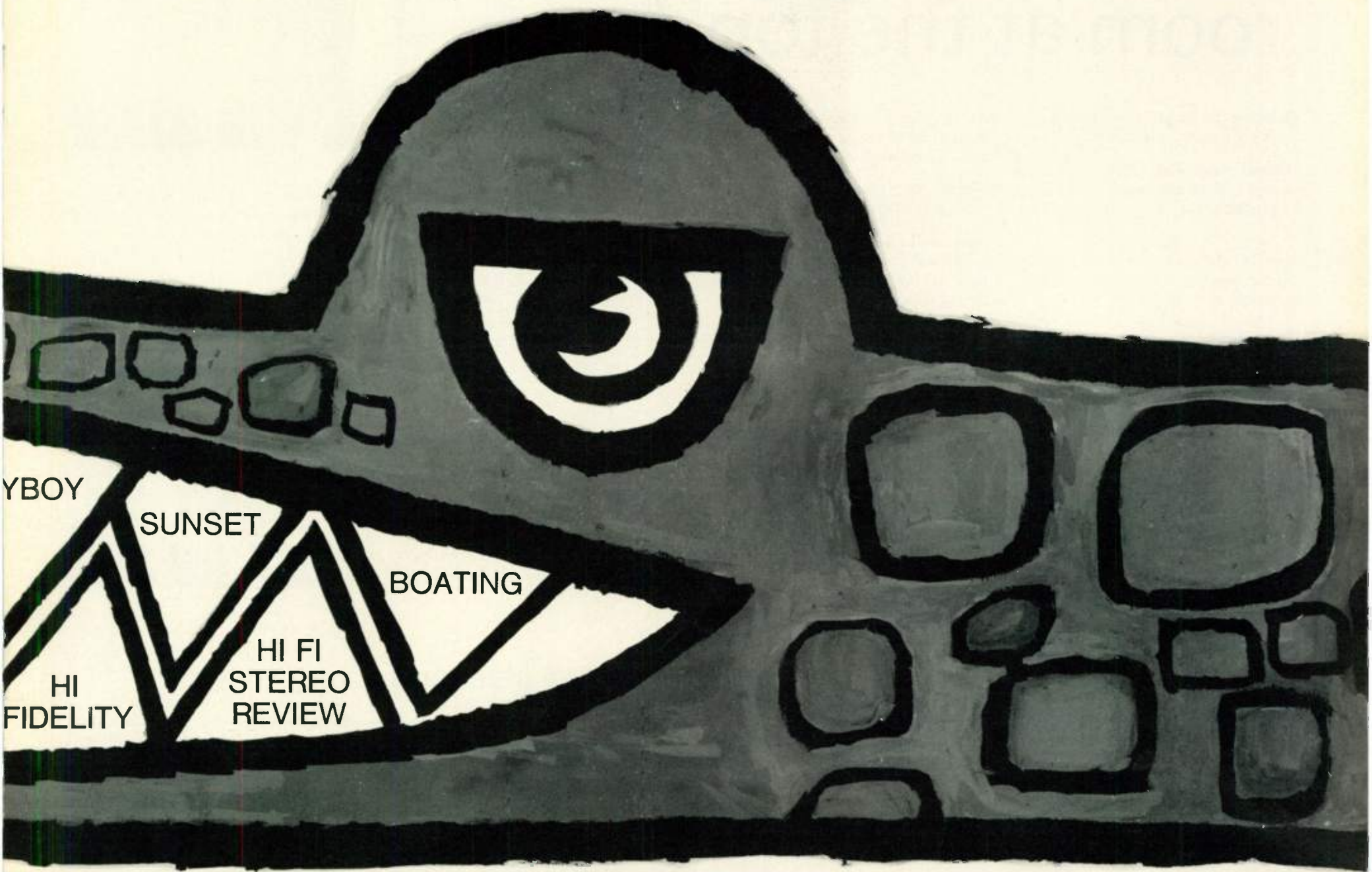
That's mostly because Toshiba advertising is something the industry has never seen before. It swings. Crackles. And sells. SELLS.

And it's got teeth. Bigger than ever this year. Name a

magazine Portable People read and we're in it. Name a market where big, four-color ads work...and we're there. Name a portable the portable people are wild about, and we build it. Name demonstrable features that sell like gangbusters, and Toshiba offers them.

And name a dealer who is getting rich...and he's a Toshiba dealer right now. Interested? See your Toshiba representative, or contact Consumer Division, Toshiba America, Inc., 477 Madison Ave., New York, N.Y. 10022.





HAS TEETH IN IT!

Toshiba®

THE INTERNATIONAL ONE

room at the top

Theodore R. Anjos, now manager of quality assurance, *Fedders Corp.*

Michael Gadigian, now marketing manager, premium sales for "Stereo 8" products, stereo division, *Lear Jet Corp.*

Ruth H. Johnson, now in the newly created position as women's interest specialist, *Maytag Co.*

E. D. Weeks, now manager of Airtemp distribution center, *Airtemp Div., Chrysler Corp.*

Harold R. Eisen, now marketing manager, *Arrow Electronics, Inc.*

Norman L. Higgs, now midwest regional sales manager for video products of the tape products division, *Bell & Howell Co.*



C. V. Fenn

M. C. Holm

Charles V. Fenn, now president; **Melvin C. Holm**, now chairman of the board and chief executive officer, *Carrier Corp.*

Kenneth R. Johnson, now in the newly created position of senior vice



P. D. Pryne

K. R. Johnson

president of Packard Bell; **Bernard Denburg**, now vice president and assistant general manager of home products division, *Packard Bell Electronics Corp.*

Phillip D. Pryne, now vice president and general manager, *Thermador Div., Norris Industries.*



A. H. Price

S. Kosiarski

Albert H. Price, now in the newly created position of vice president of service-domestic consumer products, *Ronson Corp.*

Steve Kosiarski, now sales manager, brand and special accounts, *The Regina Corp.*

E. R. Wood, now director of marketing; **B. Pete Montagriff**, now in the newly created position of professional marketing manager, *Aqua Tec, a Teledyne Co.*

Leland T. Atwood, now western regional sales manager, *Brother International Corp.*

Jack Goldner, now western regional sales manager for consumer products division, *Concord Electronics Corp.*



R. E. Long, Jr.

T. A. Peck

Thomas A. Peck, now president, *Fedders Financial Corp.*

Raymond E. Long, Jr., now field sales manager, *KitchenAid Dishwasher Div., The Hobart Mfg. Co.*

Geoffrey P. Sanders, now vice president and treasurer, *RCA Sales Corp.*

John B. Lowe, now product manager for fans, heaters, and humidifiers, *Toastmaster Div., McGraw-Edison Co.*

A. T. McGrath, now vice president-housewares sales; **E. B. Eklo**, now vice president-specialty sales, *West Bend Co.*

Mr. Humphrey Mr. Nixon Mr. Wallace



Don't forget the little guys.
We haven't!

Smart, profit-minded retailers aren't all Big Guys. Most Olympic dealers, for instance. They sell our line because we make it easier for them to make a fair buck.

They don't have to trade dollars to move merchandise. They're not besieged by price-shopping discount seekers. They can get full markup and profit on the Olympic color and black and white TV, stereo hi-fi and radios they sell.

Why? Because we're practically unshoppable. We don't sell everybody, everywhere. And we don't sell the giant retailers and discount operations.

Maybe we're not the best-known brand. But we make a full line of quality, high performance products. Built to the high standards of Lear Siegler, Inc., our parent company — one of America's 250 largest corporations. And we service what we make.

Any wonder smart dealers "elect" Olympic? Most say we're their No. 2 line but their No. 1 profitmaker. For full details, see your Olympic man, or call us direct.



22" diag. meas. B&W TV Console, Model 7C133. New slimline Contemporary styled cabinet. Solid state power supply. Rapid-On picture and sound.

THE OLYMPIC TEAM IS THE WINNING TEAM!

Olympic

LEAR SIEGLER, INC. / OLYMPIC RADIO & TELEVISION DIVISION
LONG ISLAND CITY, N. Y. 11101





*This beautiful
cookware set comes
with the range that's
"like having two self-cleaning
ovens in one."*

Just by itself, the Hotpoint Hallmark RHV 786 range is a very easy-to-sell appliance.

But to make it look even better, we are offering a beautiful set of imported porcelain cookware. With every sale until November 27, you give your customers a certificate redeemable to us.

The set includes 1½ and 2½ quart saucepans with covers, a casserole and cover, and a ten-inch frypan.

This package deal is being promoted heavily on



The Tonight Show and through such mass national magazines as Life. Merchandising material is available from your Hotpoint distributor.

At Hotpoint, we don't just make great products. We make it easy for you to sell them, too.

Hotpoint. First with the features women want most.

Hotpoint
GENERAL ELECTRIC COMPANY
Louisville, Kentucky 40225

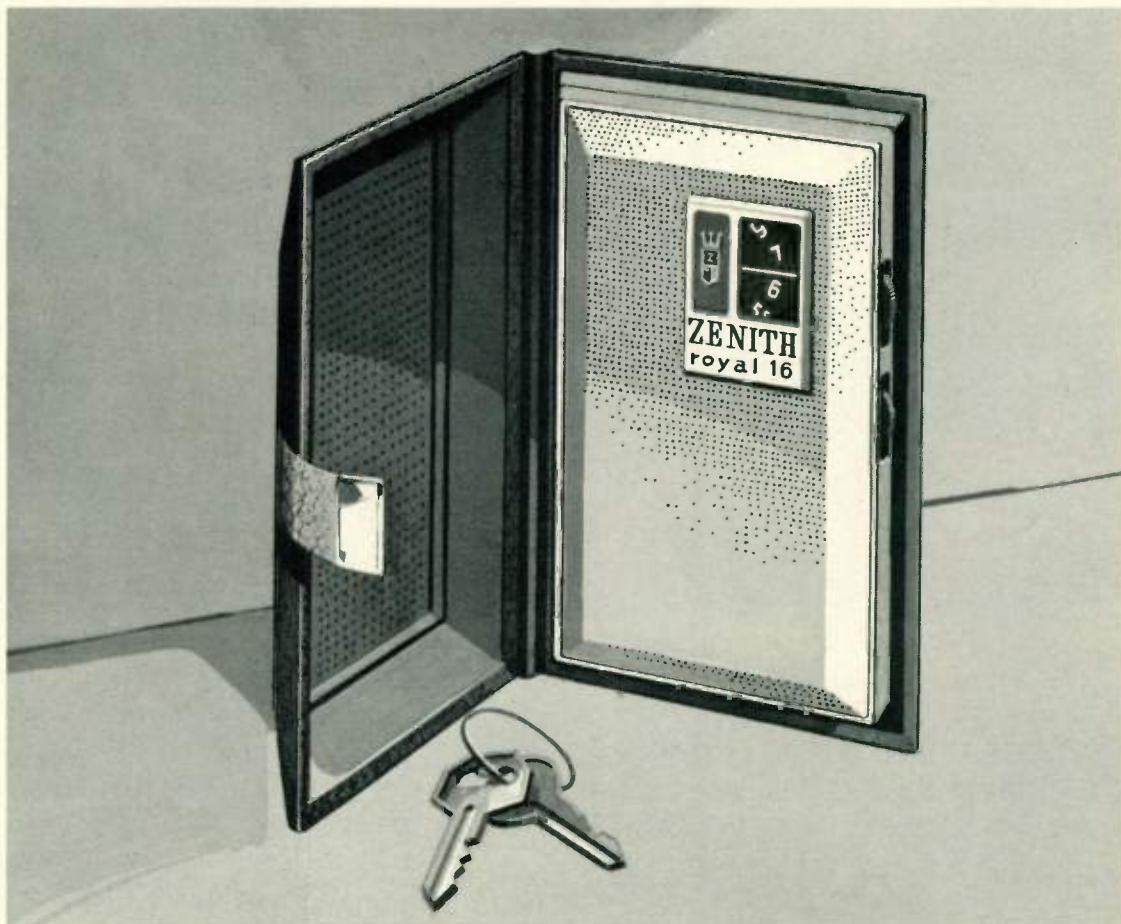
ANOTHER FIRST FROM ZENITH!

Exclusive new idea in pocket radios... designed & priced for record fall sales!

ZENITH "BILLFOLD" RADIO

only **\$12.95***

- Plays open or closed with superb tone!
- Protective, perforated cover prevents detuning!
- Hot-selling idea—for active people on the go!



Zenith's unique new "Billfold" portable—the Royal 16—represents an entirely new design concept in radio. It has its own built-in carrying case. It plays with superb tone when open . . . or closed! And the closed cover prevents accidental detuning. Great for outdoor activities!

Other selling features of the 8-transistor set include: five tuned circuits for sharper selectivity and better reception; speaker acoustically matched and balanced; 100

milliwatts of undistorted audio output; extra-sensitive Zenith Wavemagnet® built-in antenna; rugged high-impact case with a "living" hinge that actually becomes stronger with use!

The Royal 16 comes complete with ear-phone attachment, two penlite batteries and handsome gift box. Choice of dark brown, beige, or ebony color case. A *great* traffic-builder . . . priced at only \$12.95.*

*Manufacturer's suggested retail price

BEST YEAR YET TO SELL THE BEST



ZENITH

The quality goes in
before the name goes on



Southern California dealer's advice:

Branch out for Christmas if your house is in order

Here are five tips for branch-minded merchants . . .

By Walter Browder

PAM Appliances in Pasadena, Cal., has an idea for branch-minded dealers to file away for next year: Combine your usual Christmas sales push with the opening of a new store at the time of highest profit opportunity.

"The idea is to keep one foot firmly on the ground where you are," says PAM owner R. B. ("Rollie") Grinder, "and to take a firm step forward with the other."

Grinder hopes to accomplish just that when he opens PAM's Magnavox Home Entertainment Center in mid-October located in Pasadena four miles away from his million-dollar-plus PAM Appliances.

He will have five things going for him that can serve as guideposts for other branch-minded dealers:

(1) **PAM's present and new locations are in prime traffic areas** in the generally well-to-do Pasadena community. PAM Appliances on N. Lake Street is close to the rich heart of "downtown" retailing, just a stone's throw from Pasadena's famed "Miracle Mile" of such elegant traffic-pulling giants as Barker Bros., I. Magnin and Bullock's. It is also adjacent to the big parking lot of the soon-to-be-completed Pasadena Federal Savings and Loan Ass'n.

The new PAM's Magnavox Home Entertainment Center is at the confluence of two of the upper-middle class "bedroom neighborhoods" of Hastings Ranch and Chapman Woods.

Thus, Grinder will keep and develop the customers he has "downtown" and cater to new customers in the very backyards of socially oriented homes in the mostly \$40,000-and-up range.

(2) **PAM's present lines of white and brown goods are in-demand "blue chips."** Grinder consistently promotes them with four-column "umbrella" advertisements run every week, on the average, in the Pas-

adena *Star-News*. And the amount of PAM's warehouse stock on all lines is several times bigger than its floor stock; deliveries are immediate.

(3) **PAM's present business in its four-year-old location is "settled" enough to be quite predictable in most instances** ("... except for that cold snap we had in September," says Grinder, echoing scores of Southern California dealers. "It was murder on air-conditioners this year!").

Grinder knows with a high degree of confidence that the gap in PAM's ratio of gross volume in white and brown goods — "right now, about two-thirds white goods to one-third brown goods" — will narrow in favor of brown goods even without the new Home Entertainment Center.

"The trend is away from going out on the town," says Grinder. "Our customers are more and more entertaining themselves and their friends at home. Since the home entertainment industry has never before offered such fine assortments of quality merchandise, the urge to buy brown goods is definitely on the upswing." PAM's staff of four salesmen (often augmented by Grinder's son, Larry) traditionally narrows the white goods-brown goods sales ratio to fifty-fifty at Christmas-selling time, as they are doing now, but Grinder feels they may approach this ratio on a permanent basis before very long — despite the fact that he is predicting increasingly stronger volume in sales of white goods for remodeled kitchens and home laundries.

"Our business is already nearly a fifty per cent replacement business," he says. "As new families with new junior executive salaries move into Pasadena, they won't be able to buy new houses. Pasadena simply doesn't have land enough for much new house construction. Only 22 building permits were taken out here through July of this year. So new families will buy our

fine older homes and fix them up, starting with the kitchens."

Thus, PAM will shortly complete the addition of a 30 x 15-foot balcony sales area for built-ins exclusively and will attract remodelers with appeals for built-ins in its weekly "umbrella" ads.

(4) **PAM's new Home Entertainment Center will feature the fullest line in the Pasadena area of just one manufacturer — Magnavox.** "Their new home entertainment centers in Glendora, Santa Ana, San Diego, Fullerton — to name just a few — are the talk of the industry in southern California," says Grinder.

"I know we can't go wrong with this Pasadena addition to a string of notable successes whose experience is going for us."

Grinder's promotional send-off for the new store at Christmas-selling time will be "saturation mailings" throughout Pasadena and the nearby towns and a stepped-up schedule of local newspaper advertising. Three salesmen will staff the new store under Grinder's "absentee" direction.

(5) **PAM's owner is experienced in branch operations.** Until two years ago, Grinder operated a Maytag home laundry center in Pasadena in addition to PAM Appliances. During his 15-year ownership of the Maytag outlet he also operated still another Pam's Appliances in Monrovia, Cal.

So branch operations are nothing new to Grinder. "I still think Harry Price (Price's, Norfolk, Va.) has the best advice for branching out," says Grinder. "He said it again at the NARDA Institute of Management at American University this summer:

"If you branch out to try to dig yourself out of trouble in your present store, you only dig yourself into deeper trouble.

"You branch out when your business is very much in order where you are."

WHAT'S THE OUTLOOK FOR FREEZER SALES?

Some manufacturers and dealers see both plus and minus factors in the market.

By Jon Twichell

Relatively static freezer unit sales over the past few years, plus the proliferation of side-by-side refrigerator-freezers, with higher freezer capacity, has raised serious questions about the future of the freezer market. Is it a growth appliance, or a withering product, destined to lie in hunter's and farmer's basements, forgotten by the general public?

Just as sales signs are slightly confusing . . . the **Mart** Index shows a fall-off of dealer sales in 1968, while AHAM factory figures indicate slight factory gains . . . comments from dealers and manufacturers are also mixed.

For example, a General Electric spokesman stated, "The freezer market has been generally static for several years, although industry figures were up somewhat in the first half of this year, as compared to the first half of 1967. We do not consider the freezer market a declining one, although it certainly isn't a fast growing one at this point either."

Selected dealer comments tend to reinforce a slightly downward sales picture. Luskin's, a multi-store Baltimore dealership, says simply, "Freezers are not doing as well as last year."

Cambridge, Mass. dealer, Harry Sussman, of National Sales Co., says, "This is hunting and fishing country, and too many homes have only 30-32 inches of space built into the kitchen for refrigerators, so separate freezers still sell to an extent. Despite this we are selling more side-by-sides than ever."

An Amana spokesman looks at the problem this way: "The sale of side-by-side refrigerators does affect freezer sales. Some people feel their immediate needs are satisfied with side-by-sides, but there is a large and substantial market of people who still can and freeze.

"The overall freezer market hasn't grown, but remained static for a number of years. There is, however, a substantial replacement market that is holding up.

"There are some very interesting signs. Our large 28-cubic-foot model is doing very

well, but so is our small 11-cubic-foot one also. Overall, I don't think we would be pessimistic."

Of food plans, Amana says, "We have some food plans around the country, but we're not pushing them."

Richard C. Walker, general sales manager, appliances, Admiral Corp., presents some different views concerning freezers and the effect of side-by-side sales on them.

"At one time we felt this was going to be the case," says Walker, "that side-by-sides would be taking over. We felt this might occur; however some very interesting user surveys we have conducted have changed our point of view.

"The trade-in towards the purchase of a side-by-side unit is usually around a 12-cubic-foot box, a 10-year-old item. The consumer is trading up to an 18 to 30-cubic-foot unit, which is considerably larger.

"With these side-by-side units, the consumer is exposed to freezer living for the first time. Now the housewife can make buys, stock interesting items, really use the freezer to full advantage and convenient food preparation," continues Walker.

Richard C. Walker, general sales manager, appliances, Admiral Corp.:

"the increased sales of . . . side-by-side units help rather than hinder freezer sales."



"So, I would say that side-by-side units help rather than hinder freezer sales. An amazing number of people whom we have surveyed, now owning side-by-sides, have indicated that a freezer is their next planned major appliance purchase."

More encouraging commentary comes from William S. Comstock, promotion and public relations director, Ass'n of Home Appliance Mfrs: "I predict a rosy future for freezer sales. With the greater advent of micro-wave ovens, there will be great motivation for increased freezer areas. As with all appliances, it's amazing the amount of convenience that people want to buy.

"New meal preparation, such as making three meals at a time instead of one and freezing the other two, or increased use of party preparations, usually frozen items, will help also.

"But," concludes Comstock, "I think the combination of micro-wave ovens and freezer living will . . . along with the fact people are willing to pay for this convenience . . . make freezer sales in the future very rosy."



William S. Comstock, promotion and public relations manager, Ass'n of Home Appliance Mfrs.:

"With the greater advent of micro-wave ovens . . . I predict a rosy future for freezer sales."



Atlanta suburban dealer says:

Free home trial for dishwashers is a workable foot in the door

Once the customer tries it, just dare take it away.

By Milton Gussow

This Christmas, Charles C. Chafin, owner of Chafin's Appliance Sales and Service, Forest Park, Ga., an Atlanta suburb, will again offer a "sure fire" way of getting dishwashers into women's homes. He will offer a 10-day free home trial, timed to coincide with the holiday season.

"A woman would rather give up almost any other appliance than her dishwasher," Chafin said, "and if the husband has been helping with the dishes, we have a double-barreled, sure fire sales prospect."

Chafin's promotion this year will be tied in with his supplier's national TV and magazine ads. He will offer a unit at a good price, and step up from there.

"Since the woman is getting a 10-day free trial, she will usually accept on trial the most-featured unit. Once in the home, the sale is just about made."

In the past, some of Chafin's suppliers have offered a \$10 allowance for dishwashers which went out on a free home trial and were returned.

"But I am so convinced of the value of the home demonstration that I'd do it without the guarantee," Chafin said. "We've seldom had a return in the several

years we've been using the promotion. We have mostly long-time established customers, who are convinced that we wouldn't sell them anything which would not be a real help in the home."

For the home trial promotion, Chafin's offers only portable and convertible dishwashers, which do not require extensive installation in the home. Although these types are also handled by discounters, lumber yards, and builders in the area, often at very attractive prices, Chafin does not consider this competition as overwhelming.

As a servicing dealer, Chafin uses the approach that he can deliver personal attention and service to the customer by the store's own people, even when it comes time to convert a convertible unit to a permanent installation.

"The trouble calls we get regularly from customers who have made 'cash and carry' purchases, and are having problems getting service, are our potential new appliance customers. We handle them as time permits, but make a point of reminding them that we are not obligated to service an appliance purchased elsewhere," Chafin added.

Chafin's draws customers and service accounts from the full metropolitan Atlan-

ta area. His trucks are radio dispatched, covering a 25-mile radius.

Being a servicing dealer, he also picks up many dishwasher sales of built-in units five years and older which have often become uneconomical to repair.

"In fact, the bulk of our built-in sales are replacement units," Chafin said. "We contract to service several apartment buildings, and though the builder installed the units, we derive the benefits of the replacement market."



Charles C. Chafin demonstrates spinning action of top arm to customer. Note poster in background "help stamp out male dishwashers."

Selling the features and ease of loading are means of selling-up at Chafin's, Forest Park, Ga.



Charles C. Chafin, owner Chafin's Appliance Sales and Service, Forest Park, Ga.: "Once in the home, the sale is just about made."

Comparison of different types of washing arms is a key point in showing customer how the machine cleans at Chafin's.



SPRIGHTLY DISPLAYS MAKE YOUR

Catalogs and brochures of holiday displays can be obtained from companies listed here.

By Walter H. Hogan



L. A. Goodman illuminated decorations



Schack's lantern post unit



Creegan Puppets production

The Christmas season is an old holiday that is forever new — a time of thoughtfulness and tinselled trees, a time when everyone gets a lift when choosing that special gift. To give a lift to your holiday sales, put new spirit in your store's decorations by choosing some different displays.

Companies listed on this page have display items so varied in price that some are sure to fit your decorating budget. Write on your store's letterhead asking for brochures, catalogs and price lists of items available.

L. A. Goodman Mfg. Co., 131 W. 63rd St., Chicago, Ill. 60621. Catalog of illuminated plastic decorations which include Santa faces, the star of Bethlehem, Nativity scenes, carol singers, and indoor-outdoor antique plaques.

Electra Displays, Inc., 262 Fifth Ave., New York, N. Y. 10001. Write for "Lectra-Tints" catalog featuring reproductions of original and classic art subjects, printed on panels that measure 42 in. x 96 in. These range in price from \$9.95 for a black-and-white panel to \$20.95 for a hand-painted panel. Many unusual Christmas holiday panels are available.

Cortland Furniture Co., Inc., 200 Lexington Ave., New York, N. Y. 10016. Electric fireplaces made of heavy fiberboard and a Christmas ornament chest are available. The Early American electrified Christmas fireplace measures 41 in. wide x 40 in. high x 9 in. deep. No. FP3, electric fireplace and chimney, has an overall height of 74 in.

Valley Decorating Co., P. O. Box 251, Pine-dale, Cal. 93650. Write for four-color illustrated catalog of outdoor and indoor Christmas decorations.

Carey-McFall Co., 2156 E. Dauphin St., Philadelphia, Pa. 19125. A selection of de-luxe Christmas trees.

Schack's, Inc., 2516 W. Armitage Ave., Chicago, Ill. 60647. Write for prints and information on their display pieces called "Gingerbread Christmas," "Giant Jeweled Ornaments Series," and "Peppermint Candy-stripe Series." Model 8445 is a lantern post unit in the "Peppermint Candy-stripe Series." It's a full-round white steel lantern fitted with crystal-pebbled plastic panes finished in red/white stripes, electrically lighted within and decorated with ribbon bows. Decorations are white plastic holly, plastic striped candy canes, and red plastic berries. Unit is 37 inches high by 15 inches wide and it extends 24 inches from the post. Price: \$55 each.

Niedermaier Display, Inc., 308 W. Erie, Chicago, Ill. 60610. Some of the holiday items offered include snowflakes on plexiglas, priced \$95 a dozen for the 12-in. size and \$175 a dozen for the 24-in. size. They also have sheets of snowflakes on styrene. No. 5133, these sheets measure four feet by eight feet. Price: \$20 a sheet.

Chic Display Co., Inc., 55 W. 13th St., New York, N. Y. 10011. Among the holiday display pieces available are XH-1013, a half-round felt holly tree, 6½ feet high, priced \$75. Also, XH-1602 is a felt leaf spray, 52 inches long by 30 inches wide, priced \$25.

Gordon Keith Enterprises, Inc., 666 N. Hagen Ave., Columbus, O. 43204. Among this firm's original holiday display items, X-36 is a "Mexican Angel Candle," priced \$137.

Bravura International, Inc., P. O. Box 66743, Houston, Tex., 77006. Among Christmas display pieces offered, HO 8-124 is a full round cone tree, priced \$124.50; and FC 8-312 is a mirror cone tree, priced \$44.50.

Consolidated Novelty Co., Inc., 50 Spruce St., Paterson, N. J. 07509. Flame-resistant long needle pine trees, made of PVC vinyl, come in sizes from four to seven-and-one half feet.

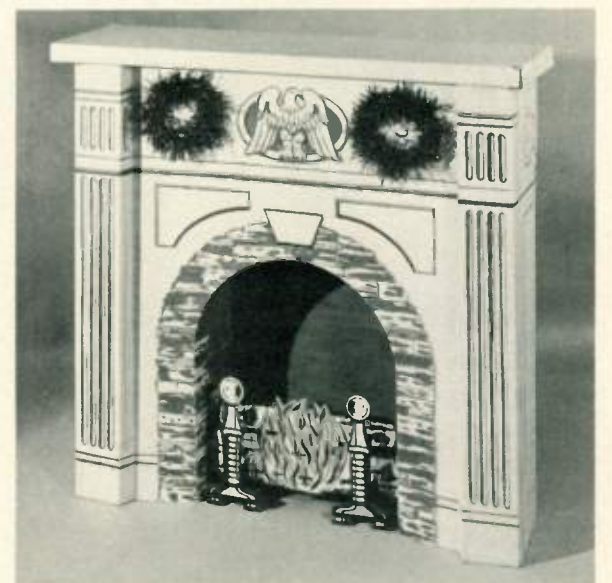
Creegan Productions Co., 273 Belleview Blvd., Steubenville, O. 43952. Traffic-building displays for stores and shopping centers include "Santa's Talking Mailbox," which is completely electronic; animated displays such as "Fort Christmas," and full-length packaged puppet productions starring the "Creegan Puppets." Their Christmas show of "Rudolph the Red-Nosed Reindeer" is based on the Robert L. May book. A new Christmas show this year is an adaptation of Frank L. Baum's "Wizard of Oz."

MSL Plastics, Inc., 10500 Seymour Ave., Franklin Park, Ill. 60131. Write for "Illuminated Christmas Decor" catalog of hand-painted plastic figures, including Santas, singing children, candles, and outdoor Nativity collection.

For unusual holiday candles, write: **Capri Candle Co.**, 7070 Colonial Hwy., Pennsauken, N. J. 08109.

Penn Wax Works, Inc., 5200 Unruh Ave., Philadelphia, Pa. 19133.

Halo Sales Corp., 444 Townsend St., San Francisco, Cal. 94107.



Cortland Early American fireplace

STORE A YULE SHOPPING CENTER

Yuletide display items listed on this page can be ordered through Mart Magazine.



Pennants 78-10 and 78-11

Christmas streamer 78-9

Christmas valances

From display kit 61-S

Again available through **Mart** magazine are colorful point-of-sale display aids designed to bring the bright excitement of Christmas to your store and windows. Printed on durable stock, these pieces can be put on a wall, show window, or other surface with scotch tape or other adhesives.

To order these display items, use the coupon on this page, filling in your name, address, and the quantity of items desired. Be sure the Kit Number or Item Number is printed clearly.

Your check or money order in the exact amount of your total order (plus 50 cents for handling on all orders under \$5) should be made out to "**Mart Magazine**." Orders will be filled promptly. Please note that unless accompanied by payment, orders cannot be filled.

Kit No. 67-YK. There are 26 pieces in this multi-purpose "Yuletide" display kit, with items printed in glowing red and green, with detail design in black. The complete kit is priced \$5.79, but the pieces may be ordered separately at prices indicated. The kit contains:

Two streamers, 48 in. x 18 in. (Item 67-1, per piece: 69 cents each.)

Four pennants, 18 in. x 24 in. (Item 67-2, per piece: 49 cents each.)

Ten price cards, 7 in. x 11 in. (Item 67-3, per piece: 13 cents each.)

Ten all-purpose toppers (fits all size frames). (This item 67-4, per piece: 19 cents each.)

The following kits are two-color, seven-piece sets containing: one streamer, 40 in. x 10 in.; one poster, 20 in. x 10 in.; two pennants, 10½ in. x 15 in.; two die-cuts, 10 in. x 10 in.; and one streamerette, 20 in. x 5 in.

Kit 61-Y. "Pre-Christmas Sale" set in dark green and "red-glo" on white background. \$2.19 per kit.

Kit 61-S. "Christmas Lay-Away Plan" set in glowing light green and dark green, "flaked" with white. \$2.19.

Kit 61-U. "Christmas" set in Christmas "red-glo" and dark green, with white accents. Readings include "Merry Christmas To All," "Gifts for the Entire Family," "Open Every Evening 'Til Christmas" and "Seasons Greetings . . . Complete Gift Selections." \$2.19.

Kit 61-W. "After Christmas" set in "red-glo" and black. Readings include "After Christmas Clearance" and "After Christmas Values." \$2.19.

78-9. Streamer, 60 in. x 20 in., with green background. Reads "Christmas Bonus Day," printed in green and red on white. 89 cents each.

78-10. Matching pennant, 22 in. x 34 in. Reads "Tree-mendous Savings Throughout the Store." 55 cents each.

78-11. Matching pennant, 22 in. x 34 in. Reads "Special Gifts for Home and Family." 55 cents each.

The following are festive border valances for use on windows, walls and columns. Made of durable, corrugated paper, each valance is 45 feet long and approximately nine inches wide.

X-1111. Holiday valance in red, green, light blue and gold, decorated with wreaths, Christmas packages, and reading of "Gift Center." \$5.75 per roll.

X-4011. "Holly Festoons" valance in dark green, light green with bright red berries and bows. \$5.75 per roll.

X-4101. "Season's Greetings" valance in medium blue, red, black and yellow with white trees and snow men. \$5.75 per roll.

P-4271. Valance of icy white, frosted icicles to frame windows, walls, shelves and columns. It comes in corrugated rolls, nine inches wide and 50 feet long. \$3.75 a roll.

The following are honeycomb tissue decorators with the card parts of each figure lithographed in full color. The complimentary-colored honeycombs fold out and fasten so that the figures can stand on your shelves or in your windows.

84-602. Choir boy figure, 12 in. high, with white comb. 79 cents each.

84-603. Girl with wreath, 12½ in. high, with white comb. 79-cents each.

84-601. Santa, 12 in. high, with red. comb. 79 cents each.

To Aid My Christmas Selling in '68

Please rush me the following kits:

Kit Number	Quantity	Price per unit	Total Cost
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
Grand Total			\$ _____

Send check or money order in exact amount to:

MART Magazine
877 Main St.
Buffalo, N. Y. 14203

BE SURE TO FILL IN BELOW (Please Print)

Your Name _____

Firm Name _____

Street _____

City _____

State _____

Zip Code _____

NOTE: Add 50 cents for handling on all orders under \$5. No orders will be filled unless accompanied by payment.



Revolving centerpiece and silhouetted green tree, trimmed in gold, impose yule emphasis on this massive window display at Consumers Public Power, Lincoln, Neb.



Shopper-stopper displays help Santa fill the stockings

... and dealers sell the wares.

Passersby are attracted by this angled stereo on display beside lavishly decorated tree at Haight's Appliance Shop, Palo Alto, Cal.



Pre-packaged stocking is one answer for shoppers seeking something for the tape buff. Accessories of various sorts fill the bill nicely at Peerless-Willoughby, New York City.

Many at Christmas buy gifts for the home, and Hardys, Lincoln, Neb., displays wide variety in this show window.

Fixture with candy cane decor dramatizes television and stereo display at Wollmer's Appliance & TV, Burlingame, Cal.



Blaze of colorful paper flowers instead of a tree catch the eye at Marina Gramophone Shop, San Francisco.



Traditional white Christmas tree amid gift suggestions add to impact of this "open evenings" window sign at Duffer's Appliance, San Francisco.



Inexpensive phonograph, here offered at \$1.25 a week, is excellent gift for children of parents who own costly unit and don't want kids playing with it. Display shown is idea of McCrory-Otascó, Lawrence, Kan.



Brown goods dealers hop on audio bandwagon

find many offerings of mass appeal items.

Retailers at New York hi fi show

By Fred Petras

Brown goods retailers looking to expand their product horizons had plenty to intrigue them when they visited the New York High Fidelity Music Show September 19-22.

At least a third of the 55 participants had compact stereo systems in one form or another, and a fifth had cassette tape recorders. Both product categories are high in the esteem of many "traditional" dealers who have found that handling such products is indeed a profitable effort.

A check of the exhibitors showed that many were on the alert for new sales outlets and had their ears attuned to the voices of mass merchandisers and department store buyers who were doing the rounds along with audio component store buyers. A check of identification badges revealed that a sprinkling of independent brown goods dealers were also on hand, albeit not in the large numbers that had attended audio displays during the Consumer Electronics Show in June.

Exhibitors noted that more and more mass merchandisers have gotten into the audio business in the past couple of years, with a hefty number making their entries in the past year. Among firms mentioned were the Silo chain in Philadelphia, Friendly Frost in the New York area via leased departments, Polk Brothers, Chicago, Zayre's of Boston, Broadway Stores, Los Angeles, Gold's Furniture, also Los Angeles, and many Woolco stores in the midwest. A few of the exhibitors hinted at pending deals between other big brown goods outlets about to hop on the audio bandwagon. As one exhibitor put it, "It's not surprising what's happening; brown goods are becoming a new hard core of the industry. The emphasis is changing."

A similar comment was made by Tom Jennings, head of JBL, a key producer of loud-speaker systems. "The acquisition of audio manufacturers by major companies will lead to more brown goods . . . produc-

ed by the audio companies who previously stuck to components. Individual audio components are decreasing in number . . . Who ISN'T in the compact stereo field? And there are more on the way from some of the audio firms that have been absorbed by big companies. Then what . . . consoles? The dedication of the industry has changed. Price levels have gone down to appeal to more of a mass market. As for the products, there are more and more look-alikes, reminding you of the products from full-line TV and home entertainment product manufacturers."

Three reasons were given for the growing influx of brown goods dealers into audio. *One:* The consumer is looking for more compact sources of musical entertainment and at the same time is looking for better quality sound. Stereo compact systems often are the happy solution to his wants. *Two:* The advent of cassette tape recorders has suddenly made tape recorders a

fairhaired child, whereas just a couple of years ago they were treated as a stepchild of the home entertainment product "family." *Three:* Stereo compacts and cassette tape recorders are easy to demonstrate, making them palatable to dealers and their sales people. The shortage of qualified sales help has helped the two product groups because neophyte sales clerks can sell them with a minimum of instruction, it was said. The easy sale is often also the fast sale, it was noted, putting sales costs lower, and the profit margin correspondingly higher.

The New York hi fi show itself was somewhat less of a sparkling showcase for new products than in previous years. This was due primarily to the fact that many audio exhibitors had shown some or all of their current wares at the Consumer Electronics Show in June. Many dealers who look to the hi fi show as the springboard into the fall and holiday sales season found



**Hi fi show potpourri:
intriguing sound and . . . gadgets, gadgets,**



that the Consumer Electronics Show had pretty much assumed that role, advancing the jump-off time by three months. As a result many audio dealers found themselves at the show on a goodwill, auld-lang-syne basis rather than as buyers of new merchandise.

For the consumer the story was different. While many of the products shown at the June event were new, a good percentage were prototypes. The units at the hi fi show were production models, making their first appearance to consumers.

Some of the trends of the past few years showed up in the new offerings. The overall trend to sophistication and a sophisticated "look" was quite apparent at every level of product. The trend to pretty-up the merchandise to make it more palatable to the woman of the house was even more evident than in previous years. At the same time there was a definite touch of the "computer look" in some of the new offerings. This was quite evident in the JVC-Nivico line, made by the Victor Company of Japan, and distributed here by a division of Delmonico International, a brown goods distributor.

On the receiver front, the trend to clean, trim looks continues. And so does the "horsepower" race, unabated. A number of major companies showed new models to cover new price points or to replace phased-out merchandise with new state-of-the-art goods. There was a greater abundance of high-priced receivers at this show than last year, in line with demand by sophisticated consumers. There were technological advances here and there, but they were largely refinements of existing arts. For example, more receivers utilized field effect transistors (FET's) and integrated circuits (IC's), for better quality and reliability.

In speakers, the trend seemed to be toward medium and large-sized units. But

several companies were on hand with mini-sized units reflecting the mass-appeal approach. Among them was Bogen with its new "Row Ten" line. Marantz entered the field with luxury units ranging as high as \$695. Bose Corp. displayed a new design in omni-directional speaker systems housed in an off-beat style cabinet. Utah came up with an entirely new speaker system design in the form of a credenza model resembling a stereo console.

Although the over-all "look" of the speaker systems was apparently the same, a closer perusal showed many subtle changes were taking place. A dozen lines revealed the use of metal trim around grille faces, with some of the trim extending around the outer perimeter of the units. There was definite evidence that speaker manufacturers are continuing to be alert to the needs of distaff members of the family, by way of more subtle grille fabrics, the breaking up of the bald look of so many grilles with wood strips and other ornamentation, and more units in true furniture styles.

Elite Electronics appealed to brown goods dealers with a new line of mini-sized speaker systems in several bright hues of enamel with muted colored grilles which could be mixed or matched. The units were intended as second systems for use in kitchens, dens, patios, recreation rooms, and other informal areas. A spokesman reported that the units sold "like chopped liver" during the five-day event. Another company showing mini-speakers was Ampex, with six-inch walnut cubes using round speaker cutouts. (These same speakers nest in the firm's Model 761 portable stereo tape recorder when carried, but used externally in play.)

Several stereo headphone manufacturers were on hand with new or recently-introduced products. Among them was Telex, with a \$9.95 headphone set. Peter Schwartz, director of advertising and sales

promotion, said new, lower price points had opened up the headphone market for the firm and that new see-through packaging was also making the product more appealing to consumers. Koss Electronics attracted prospective consumers with its new deluxe electrostatic phones, while Stanton Magnetics used listening chairs reminiscent of dentists' chairs in feeling out the market for its electrostatic earphone line. "If we see any encouraging signs, we'll get into the field," said George Petetin, sales executive of the firm.

Little was new in the way of record-playing mechanisms. High-end automatic turntables continue strong in demand at the retail level, manufacturers reported. The same attention to looks evident in other products was also apparent in record playing devices. BSR for example, has modified its bases and come up with a new design in molded plastic in attractive finishes. The Garrard line featured a new profile for its bases, with a sculptured feeling. Other turntables showed strong design influences intended to attract the woman of the house.

The compact "explosion" that is taking place in the home entertainment product industry was very evident at the hi-fi show. Among the more dramatic offerings was a compact system from Harman-Kardon featuring omni-directional speaker systems. A spokesman said this design was conceived to make speaker placement in a living room less of a problem in relation to decor and available space, and hence, was more saleable to the woman of the house. Pioneer showed additions to its integrated compact line which features speaker systems containing matching amplifiers.

While the June Consumer Electronics Show was primarily a cassette tape recorder show, the New York hi-fi show was more of a reel recorder event, although cassettes were on hand in abundance. Receiving their first consumer showings were KLH's Dolby-type reel recorder, Martel's upright Model 10000, and Tandberg's Model 12x reel deck featuring rosewood cabinet and Crossfield heads.

New cassette offerings were made by audio giants Fisher and Scott, marking their entry into the cassette field. Fisher had a cassette deck and a new compact featuring a cassette play/record mechanism. Scott called its two new cassette units "casseivers" to indicate they were cassette recorder and stereo receiver combinations. TEAC and Harman-Kardon showed deluxe cassette decks claimed to provide a new high dimension of quality sound beyond anything so far achieved in the industry.

Every manufacturer contacted by **Mart** magazine reported sales this year to be up, with increases ranging from 15 per cent to 500 for one Japanese firm (Pioneer) which has been expanding its merchandising efforts at a substantial rate in the United States.

gadgets, gadgets, gadgets galore



Our ad to introduce our ads.

Your ads, too, if you sell GE dishwashers.

Now you don't have to wash your dishes before you wash your dishes.



GE has built into its soft food disposer that grinds up and washes away practically any leftover scrap bones. Now you can take your dishes from the table to the dishwasher in the cupboard. No more rinsing of the sink or scraping dirty dishes for you. No more scrubbing pots and pans separately either. The new GE dishwasher has exclusive Selecta-Level upper racks that make up to seven individual odd-size pots, pans, even large plates fit in. These heavier power jets to work. The new GE dishwasher has four jet streams. We have them called jet spray streamers, they don't let up until every last speck is wiped out. GE gives you a Mini-Wash cycle for small loads and also an extra and hold cycle. Now you don't have to wash dishes or pots and pans in the sink with egg on their face getting busier and busier to wipe off. You keep them out of sight - spent and ready for cleaning. You have a clean kitchen. New GE dishwashers come in front load portable, top load portable and convertible models. Undercounter and underbank. Prices start as low as \$179.95. Models vary slightly higher. But it's that small price to pay to keep your dishes from the sink and out of a soap.



For \$189.95, we'll clean everything but the kitchen sink.



To get you out of the kitchen fast, these new GE dishwashers have a soft food disposer that grinds up and washes away practically any leftover scrap bones. No more rinsing or scraping dirty dishes for you. Each one also has three jet streams that clean thoroughly but gently wipe out dirt in a conserve of water. The GE Mini-Wash cycle for small loads. And the GE Rinse and Hold cycle to keep dishes out of sight - moist and ready for cleaning. New GE dishwashers come in front load portable, top load portable and convertible models. Undercounter and underbank. Pick either the top load portable or front load convertible on this page. Only \$189.95 each. It's that small price to pay to keep your dishes from the kitchen sink.



If you don't finish everything on your plate, we will.



GE has built into its soft food disposer that grinds up and washes away practically any leftover scrap bones. No more rinsing of the sink or scraping dirty dishes for you. No more scrubbing pots and pans separately either. The new GE dishwasher has exclusive Selecta-Level upper racks that make up to seven individual odd-size pots, pans, even large plates fit in. The GE's Extra-Wash system jets to work with four jet streams. When they catch dirt in a quiet streamer, they don't let up until every last speck is wiped out. GE gives you the Mini-Wash cycle for small loads and the Rinse and Hold cycle to keep dishes out of sight - moist and ready for cleaning. No one always has a clean kitchen. New GE dishwashers come in front load portable, top load portable and convertible models. Undercounter and underbank. Prices start as low as \$179.95. Models vary slightly higher. But it's that small price to pay to keep your dishes from the sink and out of a soap.



This is no way to end a perfect meal.



Don't sit there with egg on your plates.



Washing dishes in soap and suds can make you feel like you spent your whole life at the sink. Yet you don't want to know dirty breakfast dishes sitting around waiting on their faces getting busier and busier to wipe off. So the thing to do is to get a new GE dishwasher. It has GE's Rinse and Hold cycle that lets you keep your dishes out of sight - moist and ready for cleaning. You don't spend any time at the sink. And your kitchen is always clean. The new GE dishwasher also has jet streams that grinds up and washes away practically any leftover scrap bones. And GE's exclusive Selecta-Level upper racks that make up to seven individual odd-size pots, pans, even large plates fit in. It has features that let you clean the quality and dirt in a conserve and wipe it out. And GE's Mini-Wash cycle for small loads. New GE dishwashers come in front load portable, top load portable and convertible models. Undercounter and underbank. Prices start as low as \$179.95. Models vary slightly higher. But it's that small price to pay to keep your dishes from the sink and out of a soap.



Now GE closes the "credibility gap." With a full schedule of ads in LIFE, LOOK, READER'S DIGEST and TIME.

GE is going all out to change the minds of housewives who still believe that dishes have to be scraped and pre-rinsed before being put in the dishwasher. That pots have to be scrubbed by hand. And that dishwashers are a luxury.

General Electric and only General Electric dishwashers can deliver on this promise: "You don't have to wash your dishes before you wash your dishes."

Only GE has a soft food disposer. Only GE has Selecta-Level racks, so even odd-size pots and pans fit in.

The 1969 GE dishwasher also features four jet-crossfires of water—more than any other dishwasher. And a Mini-Wash cycle for gentle treatment of crystal, fine china and small loads.

This year you're in for big profit opportunities. Extra profits to pay for a trip to Europe. Or a new car. Or a mink for your wife.

This year is your year to clean up on dirty dishes.



GENERAL ELECTRIC



Robert Phinney, Whirlpool distributor, Los Angeles (left), shows adjustable feature on new Whirlpool icemaker to Robert Abell and Sonny Novidor of Fed Mart Stores, San Diego. Point-of-purchase piece for ice maker is shown on refrigerator top.

Max L. Wood, general sales manager, Whirlpool Sales Div., Charlotte, N.C., and William Schultz, of Bill Schultz Furniture Mart, Kannapolis, N.C. (left), discuss sales features of dishwasher center with Robert Brintnall, director of merchandising, Whirlpool Corp.



WHIRLPOOL introduces 1969 line

Adjustable ice cube size, fast freeze, and appliance convertibles spark promotions.

Whirlpool Corp. will go after the young marrieds in advertising its 1969 line which was introduced to distributors in Atlanta, Ga., last month.

According to Len Schweitzer, national advertising manager, advertising will be directed at both the man and woman — because both must be sold. The audience is seen as being in a higher than average income bracket, home owners with children.

National TV ads will be heaviest, but also scheduled are general consumer magazines, including *Life* and *Look*, and some of the women's "shelter" publications.

Whirlpool's quality control image, which has been the theme in many recent ads, will be continued with a "Gripe to Mr. Upton" campaign, where customers will be invited to write directly to S.E. Upton, Whirlpool's vice president for consumer quality and service.

Convertible dishwashers and washing machines will also get a major ad push in fall promotions nationally, using the theme "portability prior to permanent installation."

A change in air conditioner warranty service was also announced at the convention.

The customer will not have to bring the air conditioner to the service center to qualify for in-warranty service, but "Tech-Care" centers will do repairs at the home. According to Jim Yund, merchandising manager, air conditioning, incidence of failure has been so low that the extra cost of

in-the-home service would not be expected to be a major cost item, which as Whirlpool policy, is re-imbursed to the service center for all parts and labor.

Holding the line on the number of decorator colors to be available, Whirlpool will continue to offer only white, edged avocado, and edged copper as standard. The line showings had no equivalent of General Electric's harvest. Officials had no comment as to why the new color will not be available.

Whirlpool's new 17-model electric range line includes 11 30-in. models, three with self-cleaning ovens; three 40-in. models, one with self-clean; and three 30-in. "Connoisseur" models, two with self-clean.

A change incorporated in all models is that self-clean controls have been moved to the backguard. The low profile backguard on many of the units will also be continued into the 1970 line for continuity of dealer stocking programs.

The freezer line incorporates a new feature on some models, a fast-freeze grille for concentrated fast freezing of foods.

The 15-model line includes 10 verticals and five chest models with capacities from 10 cu. ft. to 27.7 cu. ft. All models will feature Whirlpool's "floating-quiet" rotary compressor; adjustable temperature controls, million-magnet door seal and porcelain enamel interiors.

A new air purifying system; cube size selector on the automatic ice maker; more models with cantilever shelves; new styling

and depth-of-line highlight the 1969 refrigerator introductions. The product mix includes 13 models from 10 cu. ft. to 21 cu. ft. has one with manual defrost, three with cycle defrost, and nine completely no-frost units.


The air purifying system, utilizing activated charcoal capable of removing up to 96 per cent of all onion odors, will be on two models. A feature on the "Princess" model is a "super freeze cube compartment" which will cut freeze time in half by directing cold air from the coil bank over the ice trays.

A top mount 15-cu.-ft. Model ETT 151M was added to the line to fill a gap in previous lines as a more logical step up to the 17-cu.-ft. models.

Rounding out its dishwasher line, Whirlpool showed four new under-counter models featuring double-wall construction, and all porcelain interior surfaces. All models have two-speed wash and rinse, two revolving arms, dual detergent dispensers, silverware basket and slip-on door panels.

A rapid-advance timer on top-of-the-line models provides easy selection change, and also provides a thermostatic hold that raises the final rinse water temperature to 145 degrees.

Two new automatic washing machines and one dryer were introduced. The new dryer features five drying cycles, three temperature settings, tumble press control, fast, quiet drying system, easy to clean lint screen, and large snag-proof dryer drum.



**Now you can
please all of the people
all of the time.**

Let's say a woman walks into your store and wants a radio that she can put on her Danish modern coffee table without having it clash with the decor. We have seven for her.

Or a guy comes in and wants a radio that he can hide in his shirt pocket and listen to the top 40 with an earphone without anyone else in his English Lit II class knowing. We have four for him.

Or someone who would like to know what the weather in Nairobi will be tomorrow. We even have one for him.

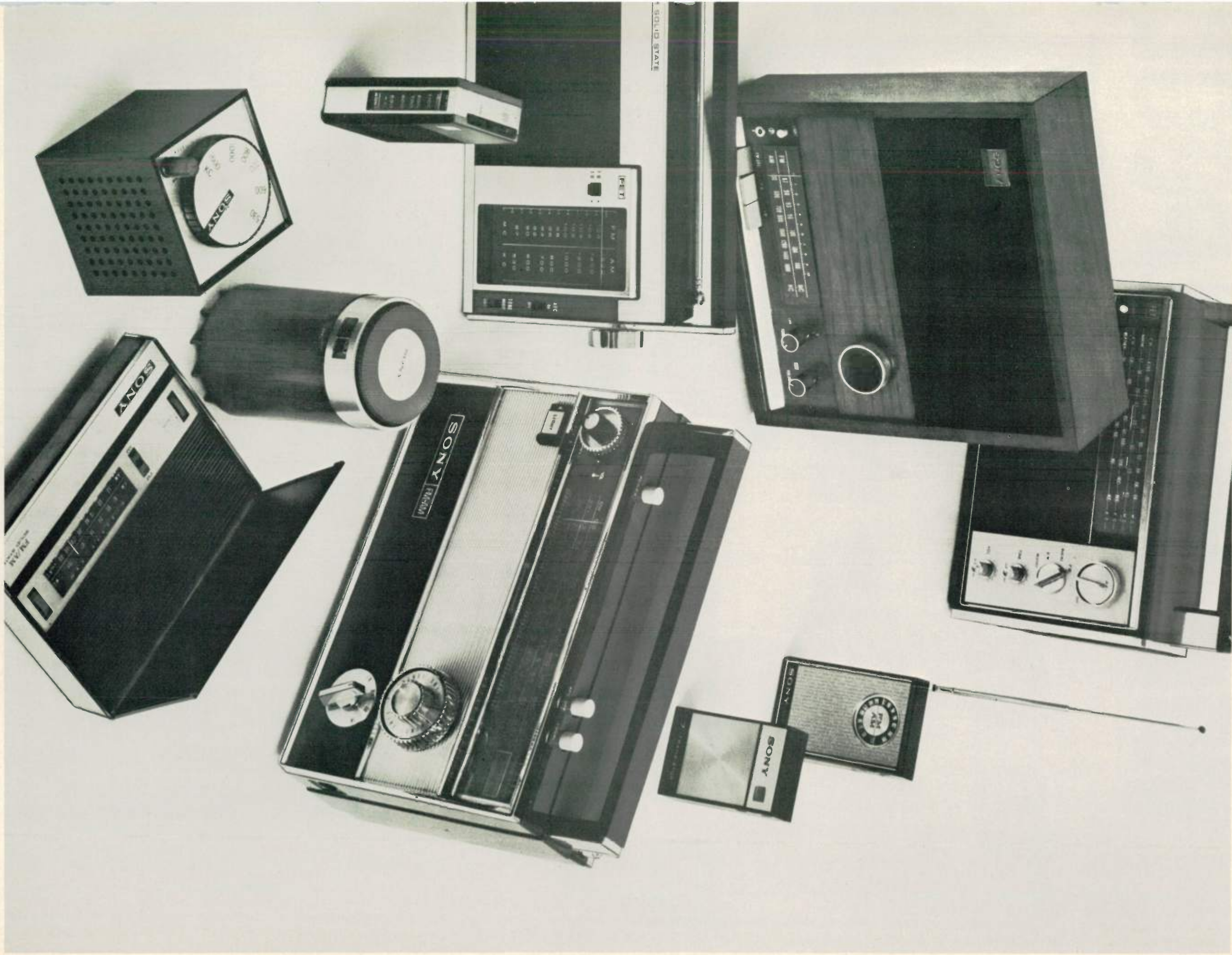
All in all, we make 25 portable radios. Some AM. Some FM/AM with AFC. Some shortwave. Some that sell as low as \$9.95.* And some for \$99.95.* A few that have optional stereo adapters. Even some that don't really look like radios. (And some that aren't even shown here.)

Which leads us to admit the following:

If you carry 5 Sony portables, you can please some of the people all of the time. With 15 you can please all of the people some of the time.

But with all 25 Sony portables, you can please all of the people all of the time.

Sony's 25 portable radios.



SOLID STATE

[BET]

SONY
ANOS

SONY
ANOS

SONY

SONY

With WHIRLPOOL to make ice



with automatic IceMagic[®],
proved in use in over 2,000,000 homes.
Variable control changes
crescent size to suit you.

to adjust shelves

to remove



odors

with a new activated charcoal
air purification system.
The air filter soaks up food odors
like a sponge and holds them.

to demonstrate outstanding quality

Here's a new 1969 line of Whirlpool refrigerator-freezers which are loaded with conveniences. Sizes run from a 21.3 cu. ft. Connoisseur* Twin to a compact 10 cubic footer. You'll find many smart styling touches, such as the walnut-finish vinyl door panels on Model ETT17MM below.

*Tmk.

Model ETD19MM

Model ETT17MM

Model ETT15IM



it's easier... to switch doors

yes



for either right or left swing by quickly reversing hinges and handles. Cuts your inventory. Fits new kitchen if owner moves.



up or down to fit the food stored. Shelves change in a jiffy. Super-storage door has adjustable shelves, too.

and to sell in volume

You can offer the features your customers want at prices they can afford! For example, the three units shown on this page are "bread-and-butter" models, yet they all have such deluxe features as the new Whirlpool reversible doors, adjustable shelves, meat pans and separate egg bins.

 **Whirlpool**
CORPORATION

Model ETT17P

Model ETB16P

Model ETT15P



With WHIRLPOOL to clean a dirty to broil meats to cook autom



It's easier to sell Whirlpool ranges, too. There is a full line in 30-inch, 40-inch and double-oven models. This year, more of them feature the self-cleaning oven. Others have foil or Foil 'n Teflon® oven liners. And there are step-up features like the rotisserie and Teflon-coated griddle, too. See your Whirlpool distributor for full details.

Model RTE9978



Model RTE367



Model RTE337



it's easier

oven



High-speed adjustable broiler ends the bother of changing the pan height. Adjustable heats range from High to Medium to Low. Allows meat to be seared "just right" to hold flavor.

Stubborn spatters, spills and drips disappear. This cleaning action doesn't miss a spot, not even a tiny crevice. All that's left is a trace of ash that whisks away in seconds.

atically



Automatic Mealtimer* clock can turn oven on and off at times you preset. Also times appliance outlet. You can cook complete meals while you're away, piping hot when you return.

Whirlpool
CORPORATION

Model RTE327

Model RTE467

Model RTE302



With WHIRLPOOL it's easier...

2-speed dishwashers get pots and pans clean protect china and crystal



High-speed, narrow jet nozzles, two full-size revolving spray arms, and the high water pressure of the SUPER WASH system combine forces to literally "peel" away stubborn food and grease.



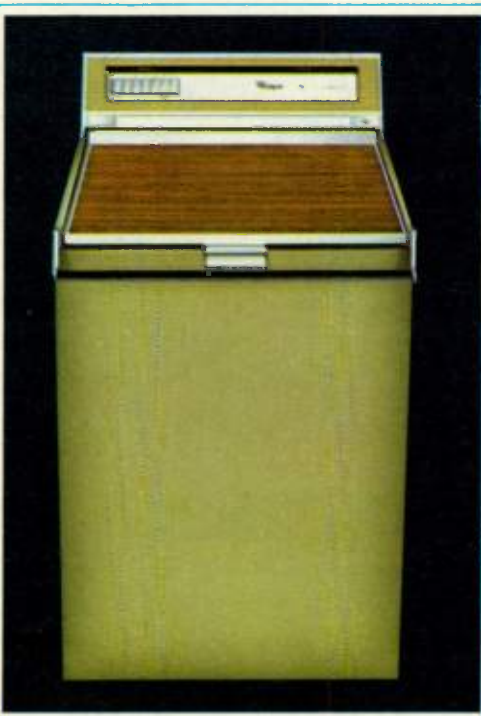
A Whirlpool 2-speed dishwasher not only washes dishes cleaner and more sanitary than you can by hand, it also washes them with gentle hand-like care. A gentle water speed gives the take-it-easy water action necessary for heirloom china and shimmery crystal.

Your distributor can show you what's new in Whirlpool built-in dishwashers . . . in front-loading portables . . . and in top-loaders with the handsome slim look that appeals to modern housewives. They offer outstanding value that's easy to see . . . such features as an extra-large self-cleaning filter, two revolving spray arms, porcelain enamel interiors, etc. That's why they're easier to sell.

Model STU-100



Model STP-100



Model STF-100



With



WHIRLPOOL



it's easier...

to get

pre-sold prospects

Whirlpool advertising "gets to" the people who buy appliances. Not just because it appears in a broad list of national magazines and on several network television shows. It gets the viewers relaxed and agreeable to the message by the use of humor and a friendly, low-key approach. *And it gets results!*

Research shows that the public is far more aware of Whirlpool advertising these days. And they remember the

message in the ads and commercials . . . have a good feeling toward the product. It's bound to make your selling job easier.

That's what we aim to do in all our efforts—advertising, marketing, the design of all our products — make it easier to sell Whirlpool than sell against it!



Jackie Gleason

Thursday Movie

Tuesday Movie

The Ghost and Mrs. Muir

Smothers Brothers

city by city trends

Louisville

A good year to date has been topped with a fantastic September, up 20 per cent or more with some dealers. Though color TV has been off, white goods, especially laundry and dishwashers continue good into October. Freezers also did well in September. Top-mount refrigerators and side-by-sides in large capacities still doing

well. TV picking up as back-to-school buying in soft goods eases.

Minneapolis

Fall color TV sales steadily picking up as dealer promotions take shape and generate store traffic. Business up a good 10 per cent or more over a year ago, but margins are taking a beating as some discounters seek to

maintain volume. Refrigerators in decorator colors in very large sizes and capacities under 15 cu. ft. continue well into this month. Big ticket color TV combinations also doing well but portable color TV only so-so in many stores. Others can hardly keep enough in stock to meet the demand.

Kansas City

September was quite good, business-wise, and early October shows a healthy increase across the board. Console TV very good in color, with the greatest movement from \$550 to \$600. Side-by-side refrigerators still booming enough so that dealers are having trouble getting many mod-

els of 21 and 24 cu. ft. from their suppliers. Copper and avocado colors popular, but white still holding its own. Credit very available, with collections better than average.

New Orleans

Color TV at \$600 is a bright spot in a very dull sales climate, as dealers are barely able to keep even with last year's volume. Laundry and dishwashers slow, but refrigerators in decorator colors in big capacities most in demand. Moderate demand for black-and-white table TV in 18 and 19-in. sizes, but difficult to maintain stock because of shortages from distributors.

Oklahoma City

Heavy newspaper ads for color TV give the impression that dealers are giving sets away below cost, and some dealers are also wondering. Though competition is keen, most dealers are getting a good increase and some even making a profit. Dishwashers and laundry promotions have been successful, as is a utility electric range push offering a \$25 cash refund with every new range purchased. Credit sales increasing, with few turndowns and repossessions reported.

They're FREE with RCA flashlight batteries

FREE with your purchases of RCA VSO36 batteries

Display and sell 192 RCA flashlight batteries in an area only 12 inches wide. This mass-storage display sets up with just a push of the hand. Holds 192 RCA VSO36 flashlight batteries in the popular RCA Double Power Pack, or individually. Just right for fast impulse sales, the display stands 32 inches high.



FREE with your purchases of RCA VSO36 batteries in handy 4-packs

Buy RCA's quick selling VSO36P4 4-packs and get these popular RCA Blinker Lanterns FREE. Lanterns feature a dual switch (spotlight and red blinker), are very popular with sportsmen and boating enthusiasts (they float). They're naturals when displayed and offered with the RCA VSO36P4 Flashlight Battery 4-Pack because they use four flashlight D cells.



SEE YOUR PARTICIPATING RCA BATTERY DISTRIBUTOR FOR COMPLETE DETAILS
RCA Electronic Components, Harrison, N. J.

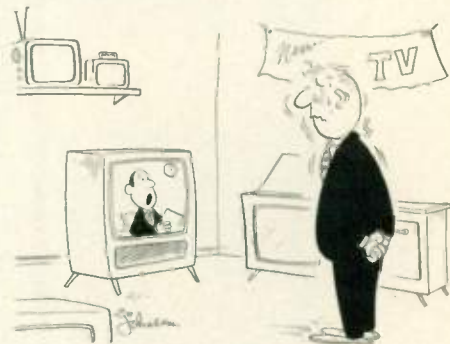


Fickes resigns as Philco-Ford head; Hunter new president

Robert E. Hunter, of Cleveland, O., is succeeding Robert O. Fickes as chairman and president of Philco-Ford Corp., subsidiary of Ford Motor Co., Henry Ford II, chairman of the board, and Semon E. Knudsen, president have announced.

Hunter was general manager of the Euclid Div. of General Motors Corp. from September, 1963, to April of this year. He previously was general sales manager of GM's Detroit Diesel div. for eight years.

Fickes has played a prominent role in the home appliance and electronics industries during most of his 38-year business career. He has served as chief executive officer of Philco-Ford since 1964, during which time sales more than doubled and currently are approaching the billion-dollar mark. Fickes started his business career with the General Electric Co., where he served in a number of management capacities for 31 years. He later assumed the presidency of the Elgin National Watch Co. Prior to joining Philco-Ford, he served as president and chief executive officer of Norge Div., Borg-Warner Corp.



"So much for today's world-wide news..."

Introducing a complete stereo eight department.

From a single source.



Big deal?

Sure it is. What else could you call it?

You get a corner on the 8-track tape player market from a single source. The people who invented it.

You get six different models for cars. Five tape players for homes. And four portables for everywhere else. That's 15 models all together. Practically a whole stereo eight department by itself.

And to make a big deal even bigger,

we completely restyled the entire line. Gave it more exclusive sales features than ever before. And backed it up with the strongest national advertising program in our history.

You see, this year Lear Jet is out to break every sales record we've ever had. And every one you've ever had, too . . . if you'll let us.

Give us a call sometime soon. And we'll both make sales history together.

Lear Jet stereo 8

it pays happily ever after.

Ampex announces The Big Change.

In July, we announced that just about everything was new at Ampex.

In August, we told you about our new Micro I, new 1461, and a forthcoming new cassette promotion.

In September, we showed you how we were keeping our promises to you with an expanded, complete reel-to-reel and cassette line.

Now, we're announcing some more big changes.

Change No. 1: the new Ampex Micro 95 stereo cassette player/recorder with automatic changer.

Change, change, change. That's all it does. As well as play really good stereo. More power (20 watts peak music power), better design (compare it to

competitive units), and, most important, a changer that makes it easy for your customers to play up to six hours of stereo music without touching the unit.

So you can see why we picked the Micro 95 to be our number one change in this ad. And, you can see why it will open up a whole new trade-up selling opportunity for you.

And, see the new Ampex Micro 90, too (not illustrated). It's the deck version of the Micro 95.



Change No. 2: the new Ampex Micro 88 stereo cassette player/recorder.

How many times have you wished you had a portable stereo cassette player/recorder to fill out your cassette line? Well, you have it now. A compact, well designed unit with slide-on speakers, Samsonite case, 20 watts peak music power, stereo record and playback, and lots of other extras. If you haven't expected changes like this from The Sound Idea People, start expecting. It's only the beginning.

And The Big Push.

Change No. 3: a promotion that will change all your ideas about how profitable a cassette promotion can be.

Talk about big changes. This one will really move merchandise. How? With over \$30 worth of cassettes free with every Ampex Micro 85 stereo cassette player/recorder system. Plus a 4-color poster giveaway just for your customers coming in for a free demonstration.

Plus the most powerful national advertising program ever put behind a cassette promotion. With full color and black and white pages and

spreads in many issues of Playboy, Esquire, Time, Newsweek, etc.

Just one more proof that when Ampex changes, it's for the better (of you). And we're going to be changing a lot more. How about pushing ahead with us? See your Ampex Sound Idea Man today or write Jim Lantz, National Sales Manager, Ampex Corp., 205 West Touhy, Park Ridge, Illinois 60068.

AMPEX



THE
SOUND
IDEA
PEOPLE.

In selling tape units

He proves demonstration is number one factor

in convincing customer of sound quality.



Speaker demonstration room shown here is where Jimmy Rea (right) works switches to compare various systems from one sound source, to customer Mark Misicka, (left).



Jimmy Rea (Left) demonstrates to prospect that a telephone answering device will save business by recording message.

In merchandising tape recorders, more than any other home electronics item, the demonstration is the No. 1 thing that moves the unit out of the store.

In the case of other merchandise such as refrigerators, laundry equipment, air conditioning, and even dishwashers the customer already knows what the machine is supposed to do, has already seen and used them, and will buy if the price is right, and the salesman can convince her that this unit has the desirable features that she must have.

"But to sell tape recorders," said Jimmy Rea, owner of Jimmy Rea's Hi-Fi, Columbus, O., "you are working with an esthetic quality. The customers must be convinced that what they hear sounds good."

Although he has a fully equipped "listening room" with step-ups in high fidelity speakers and a switching arrangement to compare sounds, Rea emphasizes the quality that can be derived from a tape recording played through an inexpensive machine. He has an under \$60 cassette player hooked up to play, without an intermediate amplifier, through a quality speaker. When taped music is played through this simple setup, the customer can hear the difference between the small speaker needed for the compact unit, and the quality it can deliver through a better and larger speaker. The convincing point is in the quality that the tape head will deliver.

"And of course, I'm interested in selling the high end of our line, where the profit picture is better, but the more immediate goal is in selling the concept of tape compared to the record," Rea said. "If they buy

a record player, I may never see them again. If they buy a tape unit, they can contribute to the over \$75,000 worth of 'white-box' tape (unbranded), we move each year, at a good margin.

"Also, by coming back to my store regularly, we expose them to \$1,200 tape decks and over \$4,000 in high fidelity systems.

"The trouble with most dealers is that they are afraid to talk about expensive equipment. They are wrong, because people do have the money to spend, but they want something in return that will give them either pleasure or utility.

"I've found that \$1,000 doesn't sound like much if you say it very fast, without emphasis, and quickly move on to another feature of the machine."

But saying \$1,000 quickly is not too easy for Rea as he has a speech impediment which makes him difficult to understand. Few dealers probably would consider a salesman with a similar defect for their sales floor.

"Actually," Rea said, "I use the defect to my advantage. Once the customer gets over the embarrassment, he hangs on every word I say, in order to understand what I'm saying. How many retail salesmen are talking to customers without being heard, because they don't have their full attention?"

In selling tape recorders, Rea does promote specific brands, but he shouts "Jimmy Rea, the tape recorder specialist."

His ads appear regularly in the Sunday newspaper music pages, and the name Jimmy Rea is repeated over and over again, in large bold letters. He also insists that using



Jimmy Rea, Jr., demonstrates high end machine to customer (left) Jack Deem, who stopped by to pick up some recording tape.

the nickname, "Jimmy" is important in presenting and building his image as a regular guy, as well as a tape recorder specialist.

As part of his bulk tape business, Rea provides a reproduction service for making copies of taped speeches, lectures and sales promotions. The large volume of tape consumed in this operation allows him to push the "white-box" tape as a traffic builder at attractive prices.

By selling his bulk tape buyers on getting a better deal by buying quantities up to 50, and splitting them with their friends, quite often these friends come to the store to browse and to see what other bargains Rea has to offer. This can mean a new customer for Rea, with a possible sale of a specialty item like burglar alarms, or phone answering devices, not often found in a dealer's store.



Wollensak announces the best price ever on a wing speaker stereo tape recorder!



Now you can offer customers our 5740 stereo recorder for just \$179.95*!

This is no stripped down model, either...includes durable, vinyl-covered case; three speeds; powered pushbuttons; two VU meters; four-digit tape counter; automatic shutoff; dozens of other selling features. Comes complete with dynamic microphone, speaker cables, 7" reel of "Scotch" Brand recording tape, take-up reel.

What kind of a deal is this? Just our best ever!

Check with your Wollensak salesman for details.

Wollensak 3M
COMPANY

SAINT PAUL, MINNESOTA 55101

*Fair trade price where law allows

new products

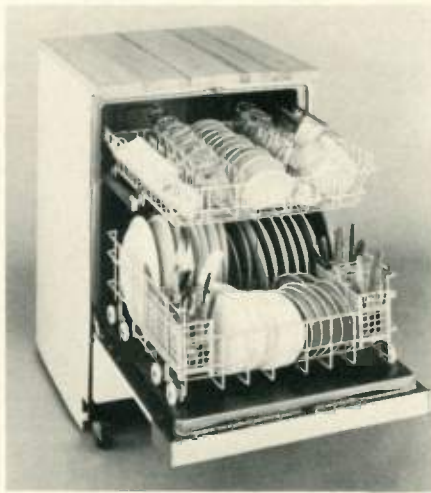
Waste King Dishwasher

Two new portable/convertible models have been added to the line of stainless steel dishwashers (dishwasher tank, distributor arms, basket rails, and inner door are among the parts made entirely of stainless steel).

Model SP910-200 features the "H-Arm Washing Action," provided

by two counter-rotating distributor arms. Its pushbutton control includes "Start," "Full Cycle," "Rinse and Hold," "Cookware and Fine China." The final rinse during "Full Cycle" is said to be thermostatically heated to 170 deg.

Model SP510-000 provides dual-level water distribution with the "Pop-Up Hydro Tower" (a telescop-



Waste King Model SP510-000

ing distributor arm supplements the washing action of the lower arm by

sending two rotating jets of water through the upper basket). "Full Cycle" operation on this model is controlled by the closing of the "Electro-Safety Door Latch." To interrupt the cycle, open the latch; closed, it resumes the cycle.

Both models come in white, copper-tone, avocado, and "Pacific gold" and feature a hardwood cutting board top and "ThermoMatic Heater." Waste King Universal, 3300 E. 50th St., Los Angeles, Cal. 90058.

International Heater

An in-the-wall heater is the newest model in the line of "hot water heat without plumbing," and it incorporates the principle of electrically heated recirculating hot water. The air is passed over a hermetically sealed copper piping system containing a water and anti-freeze solution heated by an electric element. It then circulates out into the room through a grille at the top. The electric element



International in-the-wall heater

is sealed within the piping. The 1,000-watt unit is available in both 120-volt and 240-volt models.

Roughing-in requires an opening of 14 $\frac{3}{8}$ in. wide x 18 $\frac{3}{8}$ in. high. A 4-in. depth should be allowed in masonry walls. When installed, the unit projects 1 $\frac{1}{4}$ in. into the room. Other features include a hydraulic-type thermostat, and an electric limit control that shuts off the unit when the air inlet or outlet is blocked. International Oil Burner Co., 3800 Park Ave., St. Louis, Mo.

Tappan Gas Range

Called the "Mira-Cool," Model 30-3789 is a new 30-in. gas self-cleaning range featuring a "Heat Exchanger," designed to reduce the amount of heat that would normally escape into the kitchen. During the self-cleaning process, this system preheats air prior to its entry into the oven to slightly more than 600 deg. and cools exhaust air to less than 250 deg., a temperature said to be far less than vented during normal broiling and baking. The "Heat Exchanger" operates every time the oven is used.

The range is topped by a warming shelf, a part of the range that has many functions — holds foods at

Stereo... for the home or on the go **HITACHI** Mini-Stereo Radio

MINI STEREO FM AND FM/AM

SOLID STATE PORTABLE RADIO

Compact... designed with swing-out detachable extension speakers

Operates on Battery and AC electric

Quality always comes first at **HITACHI**

Model KS-1700: The one that started it all. The consumer demand continues unabated. Nothing so small has ever offered such big performance. Display it... turn it on and you'll turn lookers into buyers. The speaker enclosures are detachable for the ultimate in full dimensional realism. A beauty in Black leatherette and chrome. Complete with batteries and AC adaptor. Suggested retail \$79.95

This bookcase display is yours!

(Mail this coupon today)

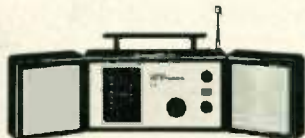
WHEN YOU FEATURE THIS DISPLAY... YOU FEATURE THE WORLD'S ONLY SERIES OF MINI-STEREO FM AND FM/AM SOLID STATE PORTABLE RADIOS

When we created the Model KS-1700, the first of a series of stereo FM and FM/AM portables, it ushered in a new era in portable radio enjoyment. Because of its demonstrable superiority the buying public made it the nation's hottest seller.

Now, we make available to all dealers an eye arresting traffic stopping display to give it a place of distinction which it has earned and so richly deserves... and it is yours free for the asking.



Deluxe Model KS-1720: The pride of our trio. An ingeniously designed AC adaptor base converts to electric operation Instantaneously. Custom styled to blend and fit perfectly. Complete with batteries and AC adaptor base. Sug. retail \$89.95



Model KS-1710: Priced for modest budgets. Ideal for promotion. Identical in engineering features of model KS-1700, but with swing-out speaker enclosures. Complete with batteries. AC converter available. Suggested retail \$64.95

HITACHI SALES CORP.
48-50 34TH Street,
Long Island City, N.Y. 11101

Gentlemen: Please send me the following.

FREE bookcase display Information about your complete radio line

You can have your salesman call when in this territory.

Dealer Name _____

Address _____

City _____ State _____ Zip _____

Signature _____

Quality always comes first at Hitachi



HITACHI

HITACHI SALES CORPORATION
48-50 34TH ST. • LONG ISLAND CITY, NEW YORK 11101



Tappan "Mira-Cool" gas range

proper serving temperature, warms dinner plates, keeps rolls and second helpings warm.

At eye level, the user can see the indicator lights (styled in a blue gas flame design) that tell her the oven or broiler is on, or that the self-clean is in process. The eye-level control panel also has a selector dial, an oven/broiler thermostat and a knob that locks the door during the self-clean operation.

Located at a waist-high position within the oven is a "Vita-Ray" broiler. The range also has a special ignition system for both the oven and broiler burners. Features include a lift-up top (a "Lift 'n Lock" feature is said to automatically lock the range top in its "lift-up" position to free both hands for cleaning), a lift-off oven door, removable chrome spill-over pans, and removable control dials. The porcelain-dipped grates are color-coordinated to the range. The unit is available in four colors: white, coppertone, avocado, and "harvest gold." Tappan, 250 Wayne St., Mansfield, O. 44902.

West Bend "Hot Pot"

Model 3251 is a new instant "Hot Pot" that heats water automatically for instant coffee and other hot beverages and can be used for warming leftovers. Featuring two-to-six-cup capacity, the unit boils water quickly and then maintains the exact heat level preferred. A range selector can



West Bend Model 3251

be set anywhere from "warm" to "boil." Constructed of lightweight aluminum with "heat-proof" phenolic base and trim, the unit has seamless construction. Suggested retail price: under \$10. The West Bend Co., P. O. Box 278, West Bend, Wis. 53095.

Royal Typewriter/Radio

The "world's first portable radio-typewriter" has been introduced by Royal in its new "Fleetwood" model, said to combine full typewriter performance with the convenience of a transistor radio built into its "console" carrying cover. In addition to an 88-character keyboard, the unit features a pre-set tabulator, paper bail, and two-color ribbon. The radio, offered as an option, has seven transistors, a 2½-in. speaker, earphone jack, and a full-range tuning dial. Both the typewriter and its "console" cover are finished in a walnut wood-grain and black combination.

The radio innovation, is also avail-



Royal "Fleetwood" with radio

able in the "Swinger" model, styled for the teen-age market. The units are part of a new eight-model line of electric and manual typewriters, ranging in price from \$49.95 to \$199.95.

Royal Typewriter Co., Div. of Litton Industries, 850 Third Ave., New York, N. Y. 10022.

GE Chord Organ

Model N3805 is a new electric chord organ added to the line of GE's youth electronics products. The portable unit has 37 color-coded and numbered melody keys and 12 major and minor chord keys. Features include variable volume control for soft, medium, and loud play; separate on/off switch; and a pilot light that shows when the organ is turned on. The unit comes in a lightweight polystyrene cabinet with color —

(Continued on page 55)

MOTOROLA  2-WAY RADIO



2-way radio makes business grow.

"Before radio, efficient contact was lost once trucks left the shop. Now I know what's going on at all times and so do the drivers. It really counts in the service trucks. Radio is an invaluable and economical business tool. I wonder how we did without it."

Appliance dealer, Texas

"As you know, repairs on a major appliance can take ten minutes or four

hours. You never know until you see the problem. Because of this variable, it's pretty hard to set up a precise timetable for service calls. To cut down wasted miles, our servicemen radio in to see if the next customer's going to be home. We save lots of time this way. Wasted calls and mileage are kept to an absolute minimum."

Appliance dealer, Maryland

"We also eliminate backtracking. As orders come into the office, we relay them out to the men. This way, they can handle all the calls in a

single neighborhood before moving on to another. On the average, each serviceman is making two to three extra calls a day through elimination of wasted time and effort."

Appliance dealer, California

Want face-to-face proof? Someone in your area is growing with Motorola 2-way radio. Your Motorola man can put you in touch. Call him for an appointment. Meanwhile, write for "Radio for Business", to Motorola Communications & Electronics, 4501 W. Augusta Blvd., Chicago, Ill. 60651.

better service

RCA trains service men in new solid state color chassis

Three-week course for instructors is launched.

With the beginning of production runs on RCA's new "Trans Vista" color TV chassis, the CTC 40, RCA Sales Corp. has begun an intensive instructor training program to present to service technicians theory explanations and trouble shooting techniques for the new solid state circuitry.

In order to get the "Trans Vista" story to service men in the field — and fast — RCA began in September a three week program for instructors. Selected distributor and dealer service men spent two days at the Indianapolis, Ind., facility learning it. The instruction sessions ran 15 hours.

According to R. L. Shoemaker, manager, product service, RCA Sales Corp., the six groups of 15 men will form the nucleus of the intensive training program to be offered through RCA consumer electronics distributors this fall.

Individual technician training by the distributors will consist of 10 hours of instructions — two explaining the theory of operation, and eight hours of bench programs.

RCA Sales Corp. will make available, at cost, field training material including

books, slides and flip charts.

"We have left to the distributor the option on how local training sessions break down for the program," said Shoemaker. "We suggest the theory be presented in one two-hour session, and the bench work in either two four-hour or one eight-hour periods. The training program has been made flexible so that each distributor can use the best method that is suitable to his dealer and independent service technicians."

RCA actually began indoctrinating its service technicians earlier this year with special training sessions on transistor theory and trouble shooting techniques.

Shoemaker does not anticipate major problems in the transition by technicians to the fully solid state (except for rectifier and picture tube) CTC 40 chassis.

"Most problems in any color TV are similar to the problems found in black-and-white TV, like synchronization and the audio sections. Service men who have had experience in black-and-white and tube-type TV can be taught to service solid state color TV, and can do very well. The first thing we have to teach them is to look for similarities between the new and old systems and equate the similarity between transistor and tube types," Shoemaker said.

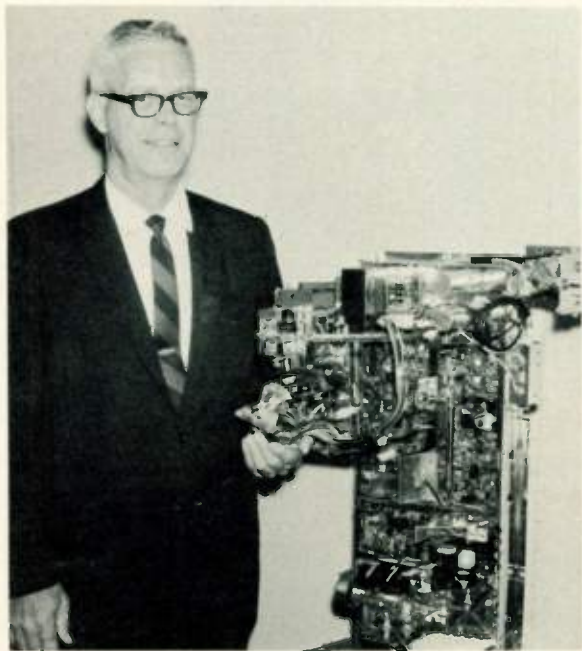
According to Shoemaker, training and upgrading of service men is one of the most

important responsibilities of the manufacturer, especially if he wants to retain leadership in his field.

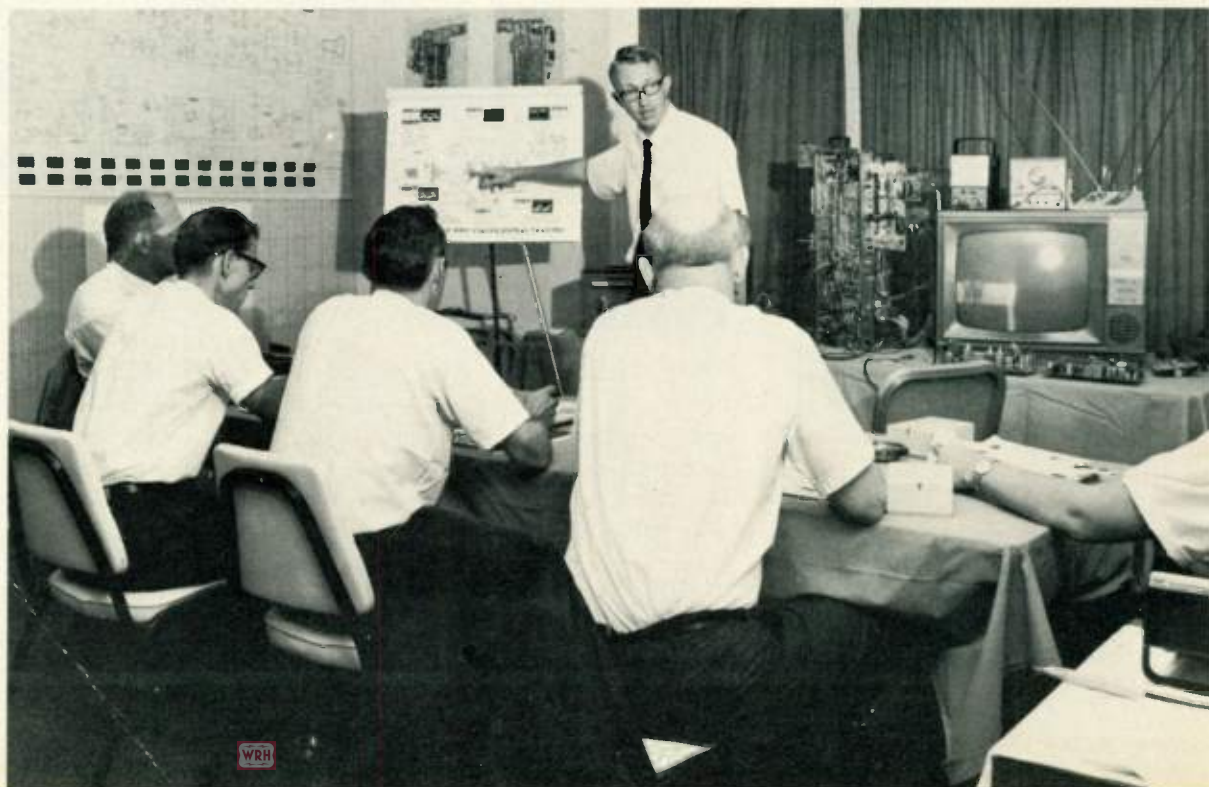
"Many service men do not realize it is also their responsibility to want to be upgraded," Shoemaker said. "Many workers do not have to go to formal schooling to keep their jobs. But a service man who does not voluntarily participate in developing new skills and techniques is in danger of losing his job, even if he is self-employed."

Although the new "Trans Vista" chassis is laid out on conventional tube-type lines, Shoemaker commented that "color TV is not that difficult to service, and we do not anticipate having any trouble in training qualified service men to maintain the new CTC 40 solid state chassis. Although test equipment will be different (now the service man cannot feel the tube with his finger to see if it's hot) the lack of heat will preclude many problems which may have developed in earlier sets."

Another facet of the new "Trans Vista" chassis, is that almost all of its transistors are soldered into the circuit to provide a more positive contact and avoid a possible change in impedance values as the set ages. In certain critical areas, in the power and audio sections, plug-in transistors are used, but these have additional screw mountings to preserve a solid contact.



R. L. Shoemaker, manager, product service, RCA Sales Corporation, with new CTC 40 "Trans Vista" color TV chassis.



Edward Milbourn, RCA field service technician, presents details on new CTC-40 solid state color TV chassis during workshop session for distributor service managers.

New products . . .

(Continued from page 53)

"desert sand" — molded in. It plugs into any standard a-c outlet. Provided with the unit, which is 28½ in. wide x 10½ in. high x 11 in. deep, is a color- and number-coded "In-



GE Model N3805

struction and Music Book." Additional books are also available. Suggested retail price: \$34.95. *General Electric Co., Consumer Electronics Div., Utica, N. Y.*

Panasonic Sharpener

Model KP-8 is a new electric pencil sharpener said to be the only one in



its field to offer a two-year warranty on its cutters. Called the "Point-O-Matic," the unit has a signal light that flashes the instant the pencil has been sharpened. A large tray in the base of the unit holds the pencil shavings. It sits on four small suction cups that will adhere to any surface and comes in a choice of "executive walnut" or avocado finish with color co-ordinated cord. Suggested retail price: \$18.95. *Matsushita Electric Corp. of America, 200 Park Ave., New York, N. Y. 10017.*

Sylvania Color TV

Five new color TV sets feature the "Color Bright 85" picture tube and include for the first time two small-screen models with AFC. Four have vinyl-clad metal cabinets. Two new 18-in. sets in the "Roll About" series are Model CD61W finished in walnut and CD63K finished in maple. Both sets have a suggested retail price of \$389.95. Portable stands, earphones, and automatic clock timers are optional.

Two new 20-in. Contemporary-



Sylvania Model CF466PR

styled sets in the "Dynamic America" series are Model CE26W finished in walnut and Model CE27K finished in maple. Their suggested retail price: \$399.95. Portable stands and clock timers are optional.

New in the "Custom Deluxe" series is 23-in. Model CF466PR, styled in Spanish Provincial and finished in pecan veneers and select solids. The unit features "Ultramatic" remote control, AFC, twin 7-in. oval speakers, and the new "Gibraltar" chassis with plug-in transistors designed, says the firm, for easier servicing and greater reliability. Suggested retail price: \$650. *Sylvania Electric Products, Inc., 730 Third Ave., New York, N. Y. 10017.*

Hotpoint Washer

Called "the first major innovation in home laundry equipment since the introduction of the automatic washer," the new "Duo-Load" automatic washer features two tubs with different spin action, agitation and water temperature controls; there is no interchange of water or dye transfer between the tubs.

The main, porcelain-finished lower tub can handle a full 16-lb. family-sized load or, when used with the upper polystyrene tub inserted, can



Hotpoint "Duo-Load" washer

hold a six to eight-lb. load. The upper tub has a capacity of three lbs., and can be used by itself to handle small loads.

The two-tub design permits simultaneous washing of colors and whites, or delicate and sturdy fabrics, or heavily and lightly soiled clothes. Cold, warm or hot — any combination of these wash-rinse temperatures is possible in the two tubs by temperature selector controls. The "Duo-Load" provides four wash/spin speed combinations. According to the firm, it is priced "only slightly higher than a conventional 16-lb. washer." *Hotpoint, 5504 S. Brainard Ave., LaGrange, Ill.*

Motorola TV

Featuring the "square screen" look are four new black-and-white television receivers, two 16-in. diagonal sets and two 21-in. diagonal sets.

The 16-in. sets are Model BP458E, in an off-white polystyrene cabinet at a suggested retail price of \$118.88, and Model BP459E, featuring a wal-



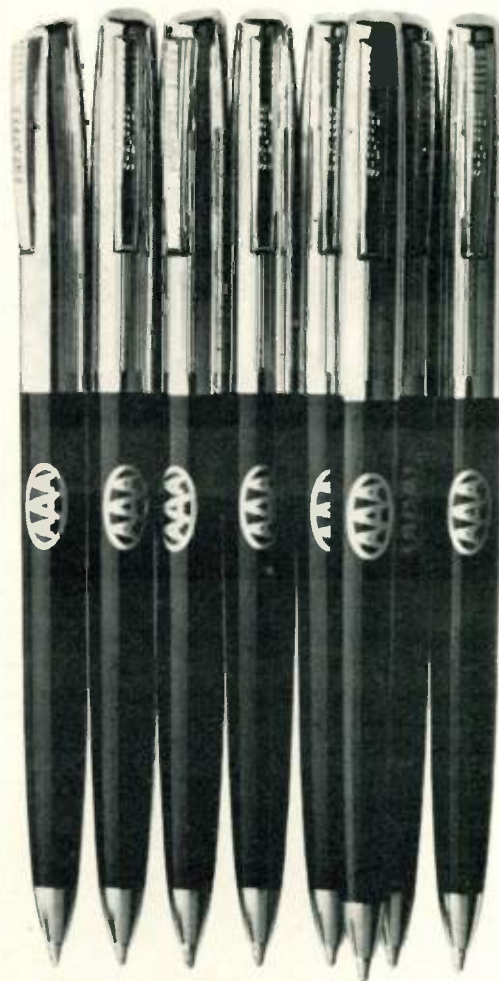
Motorola Model XT626E

nut-grained finish on a polystyrene cabinet, illuminated channel indicator, private listening earphone jack,

and earphone at a suggested retail price of \$128.88.

The 21-in. sets are all transistor (except rectifier) units. Model XT-625E has a dark green vinyl-clad metal cabinet, three IF stages, a solid-state UHF tuner, and an up-front 3-in.-x-5-in. speaker at a suggested list price of \$169.95.

A deluxe pop-up handle, private listening earphone and jack and a walnut-grained finish on a vinyl-clad cabinet are features of Model XT626-E, which also has "instant picture" and "instant sound," pull-push on/off control, lighted UHF and VHF channel indicators. Suggested retail price: \$179.95. *Motorola Inc., 9401 W. Grand Ave., Franklin Park, Ill. 60131.*



The silent sales force.

Give a Sheaffer advertising ballpoint pen with your name on it to one of your clients and you've got a new salesman working for you. Everywhere he goes your name and the good quality name of Sheaffer goes with him. And that covers a lot of territory.

A special offer is the \$1.95 Safeguard ballpoint imprinted with your name. The quantity discounts are:

- 100 pens for \$1.00 each
- 250 pens for 93c
- 500 pens for 86c
- 1000 pens for 79c
- 2500 pens for 73c

SHEAFFER[®] A **textron** COMPANY

For complete information about Sheaffer ballpoints and desk sets with your trademark or advertising message, return this coupon to: Hugh Green, Specialty Sales Manager, W. A. Sheaffer Pen Company, Fort Madison, Iowa 52627

Name _____

Company Name _____

Phone _____

Address _____

City _____ State _____ Zip Code _____

MM-10-68

Introducing the world's most expensive slide viewer.

It comes with a special attachment.
A 23-in.* color TV set.



We figured a great color television set should do a little more than just show television.

So we invented a color TV that also shows slides. Right on the picture tube.

It's all electronic. No equipment to drag out. No inconvenient screens to set up. No turning lights on and off.

You just load slides in the circular tray, push a button, and the images go through the TV circuits and appear on the TV screen.

And you adjust color level, brightness and contrast the same way you adjust the color on the TV picture. And it focuses automatically.

So now you can see yourself on television.

But we figured a great color TV/slide viewer combination should do a little more than just show television and slides.

So we built a cassette tape recorder right into the

set—with automatic slide impulse to synchronize sound and picture.

So now you can see and hear yourself on television.

But then we also figured a great color TV/slide viewer/tape recorder combination deserves the best. So

we included the best picture tube we ever made. The

finest chassis we ever designed.

The most reliable circuits. And the most exquisite furniture.

It may be the world's most expensive slide viewer, but it's also the world's most exciting color TV.

So if you're a Sylvania dealer, get ready for a lot of curious customers.

If you're not a Sylvania dealer, maybe it's time to switch.

*VIEWABLE DIAGONAL MEASUREMENT

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

mart private label report

What private label stores are promoting

Montgomery Ward, Washington, D.C., advertised a "De Luxe Console (black-and-white) at a portable price." According to the newspaper ad, a special purchase permitted Ward's to offer the 282-sq. in. "Airline" "family-size screen" for \$144, a saving of \$39.95. The same ad offered a 14-inch "Airline" color TV set for \$197. An 18-pound capacity automatic washer was advertised for \$199. In two places the ad stated that no money down was required, with no payments until February, 1969.

Penney's, Milwaukee, advertised "Big Savings on 'Penncrest' color TV . . . just in time for the new fall shows." Featured in the ad were a 23-inch color console for \$448 and a 20-inch console for \$418. A free seven-day home trial was offered. In a box appearing in the full page ad, the company told consumers that "Penneys provides home service on any 'Penncrest' TV (in-store service on portable TV), and on console or component stereo for defects appearing within 90 days of purchase. We replace your picture tube if defective within two years on color TV, 1 year on black-and-white TV. We provide replacement for any part if defective within 1 year. Labor is extra after 90 days. Contact Penneys for authorized service under this guarantee."

Grants, Syracuse, N. Y., in a three-quarter page newspaper ad featured a 16-pound capacity automatic washer for \$137. "Sold By Grants Means Serviced By Grants," stated the ad, noting that the entire washer was guaranteed for one year — "Plus one extra year of parts" with a five-year guarantee on the automatic transmission.

Sears, Atlanta, in an "82nd Anniversary Sale" ad offered a 30-inch electric range with self-cleaning oven for \$219. "Self-cleaning means that you never touch a dirty oven again," the ad stated.

Sears, Milwaukee, advertised a 40-gallon gas water heater for \$79.88, with a 15-year guarantee. Body copy explained that a new water heater would be installed free if the tank fails within seven and one-half years of date of sale. Beyond that the customer would be required to pay the regular current price during the next seven and one-half years, subtracting 1/180th of the price for each month remaining on the guarantee.

Sears, Milwaukee, also ran a two-page newspaper spread, advertising no pay-

ments until Feb. 1, 1969 "on all appliances."

Singer, Pittsburgh, advertised for \$88 a stereo phonograph that operates on batteries or a-c. The unit included a four-speed Garrard automatic record changer.

Sears, Washington, D. C., invited shoppers to look at its "Remarkable Low Price on Color TV's," an 11-inch set advertised for \$199. Said the ad: "Sorry no mail, phone or C.O.D. orders. No Dealers or Jobbers. Limit of One Per Customer."

Penneys, Denver, in an ad featuring washers and dryers, advised consumers that "Color Costs No More At Penneys." The ad further stated that the first 500 people who visited the major appliance department during the week would receive free a one-pound box of "Penncrest" laundry detergent. Similar ads appeared in Dallas and Milwaukee newspapers.

Grants, Milwaukee, advertised a 15-inch color TV set for \$256 — "Lowest Price Ever, Nowhere Lower In All of Milwaukee." The ad also carried a coupon, which entitled the bearer to purchase a 14-transistor radio for \$5.88.

How goes Sears share of the refrigerator market?

From a reliable source MART magazine has learned that for the six-year period (1960-1966) Sears, Roebuck & Co. could claim the following shares of market for its Coldspot refrigerators:

1960	11%
1961	14%
1962	16%
1963	20%
1964	16%
1965	13%

Treat Sears "as a respected adversary"

"Sell against them not as an enemy but as a respected adversary," the Brooklyn chapter of the Ass'n of Home Appliance Service Companies, Inc., advises members in an item devoted to competing with Sears, Roebuck & Co. appearing in its September bulletin.

"When you're in the ring with a pro, you study his moves carefully. You try to anticipate him, watch how he notes your weak-

nesses and correct your guard, look for openings," the item points out.

"Sears has studied the weaknesses of the independent retailers with great perception," the copy continues. "Need evidence? Just look at this strip of copy down the outside edge of an appliance ad:

"You Can Count On Us. Quality Costs No More At Sears. Check Sears Quality Features. Guaranteed Satisfaction. No Fictitious 'List' Prices. Sears Low Prices Are True Low Prices. We Service What We Sell! FREE Delivery. No Money Down on Sears Easy Payment Plan. If You Can't Come to Us . . . We'll Come to You . . . Phone Your Nearest Sears Store."

"You almost feel your competition's chin rocking back," says the Brooklyn chapter bulletin; "(let's hope it's not your own) with every sentence. And five mentions of the name 'Sears' in that one strip of copy.

"In a block next to a water heater you see: 'Same Day Emergency Installation Arranged! No need to be out of hot water!' A masterful appeal.

"Now you say to yourself no one can compete with Sears, but if each of us does our job right we can get more of the share of business rather than letting it go to Sears. If your type of customer requires time payments, get it for him. And after the sale, give them service. **Go out of your way. It pays off most of the time. Look at all that Sears offers. You can probably match them all or can come close to doing so. This is the way to make your business grow. Never say, 'What can I do?' Do it.**"

For "excellence" . . .



Sears, Roebuck & Co. "symbol of excellence" plaque is presented by Frank E. Underwood (right), Sears national accessories buyer, to Jerry Berger, vice president, JFD Electronics Co. National chain presents this award annually to suppliers judged most outstanding among 13,000 major merchandising sources. At far right is Edward Finkel, executive vice president, JFD.

electric housewares and floor care news

At AHAM's portable appliance div. meeting: problems, problems

In addition to the threat of federal action posed by the new "consumerism" movement, manufacturers attending the portable appliance division meeting of the Ass'n of Home Appliance Mfrs. annual meeting at Chicago heard warnings of other forces at work.

According to Jay Doblin, director of industrial design, Illinois Institute of Technology, other countries with developing technologies may be able to leap-frog us with innovations and concepts that will make domestic manufactured items unsalable in our own and world markets. Examples of recent shifts he cited were Japanese radios, TV, and optics, in addition to the compact cars coming from there and Europe.

"Even on the domestic front," Doblin said, "look at the aluminum 'can opener-less' beverage and food containers, the 'no-mixing machine' whipped cream, and the 'no-washing machine' paper diapers. It is time we shouldered our responsibility and developed new concepts that can sell."

Another speaker was Eben T. Watkins, president of the National Appliance Service Ass'n, Inc., with about 120 independent electric housewares repair centers as members.

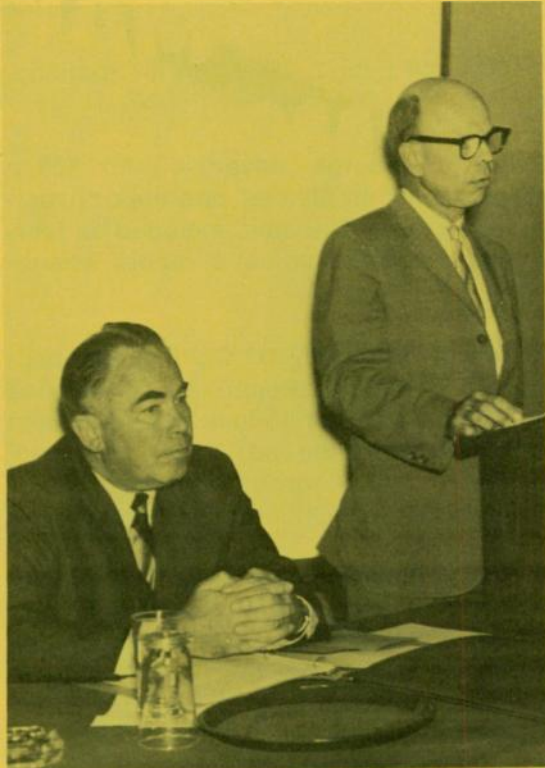
"The cost of repair compared to the cost of a new small electric appliance is getting very narrow," Watkins said. "If the trend continues, and there is no profit in servicing your product, who will be around to look out for your reputation while the product is in or out of warranty?"

Watkins predicted that with the costs of parts, labor, and other overhead going up constantly, in addition to a scarcity of technicians able to be recruited into the small appliance servicing field, there may come a time when the manufacturer may have to subsidize the service center.

He also pointed out that service centers needed more information about features and servicing procedures on new products being introduced, to be at least as well informed as the salesman who sells the product.

"Often the first a serviceman knows about an innovation is when the customer brings the product in for in-warranty service," Watkins said.

And on the "consumer" front, Earl Mantz, AHAM's director of governmental affairs, warned the members that "inaction by business breeds action by government." Not only is the federal government getting into the act, but the movement has taken hold in many states as a popular issue both



"Change in the guard" after election could slow down consumerism push . . . give industry a chance to do something to preclude big and little government's intervention: Earl Mantz, AHAM's government affairs director. At left is R. O. Lockman, vice president of marketing, West Bend Co.

for consumers and politicians.

"It will be up to the association," Mantz said, "to present a clear case, a better product, a total standards program, and an effective consumer protection program. The industry must face up to the challenge to do the things which will satisfy the consumer, to prevent the entry of 'big government' into the movement."

Mantz saw no change in the attitude of any new administration due to the elections, except possibly a slow down during the "changing of the guard" that would allow the industry to do some things on its own.

One of the major problems faced by the association, according to Guenther Baumgart, president, is in setting up standards and power to recall hazardous appliances. Should AHAM do so, it would be a case of members judging members. It would be more practical for an independent organization such as the Underwriters Laboratories to be the judge, he said.

Bulova radio promotion ties in with elections

Retailers can cast their votes for a Bulova "Sound Choice" election season promotion.

In addition to its political timeliness, the promotion ties in with the complete line of Bulova "Soundpiece" radios and clock-

radios. Its focal point is an oversize "I Made a Sound Choice" button in a red, white, and blue motif. These are furnished in quantity to dealers, in a colorful basket, for free distribution to consumers who visit the store's radio section.

A counter card with an enlarged replica of the button attracts attention to the giveaway. A pocket on the card contains folders that illustrate and describe the models in the "Soundpiece" line. Hang-tags are supplied for attachment to each radio on display.

GE Housewares Div. targets male audience with AFL sponsorship

General Electric Company's housewares division has arranged for TV sponsorship of AFL football as part of its fall advertising program. The schedule calls for 38 additional GE housewares commercials over 185 NBC network stations with the heaviest concentration between Thanksgiving and Christmas.

Male-oriented products such as automatic clothes brushes, blenders, and electric knives will be featured in the product coverage. Also to be included are can openers, coffee makers, cleaners, hairsetters and mixers.

There'll be a minimum of two commercials every week with as many as six a week slated for the pre-Christmas selling peak. In the period between Nov. 24 and Dec. 15, 18 commercials are set for the Saturday, Sunday, and Thanksgiving holiday games.

Full schedule of 1968-69 events for L.A. Pot & Kettle

The Los Angeles Pot & Kettle Club, whose motto is "promotion of good fellowship" in the housewares market, is planning new and bigger promotional events this 1968-69 season.

Locally, the club is spearheading a drive for more buyer attendance at monthly luncheon meetings with a series of speakers who will delve into such subjects as politics, sports, electronic data processing, transportation, advertising, taxes, credit, and management.

Of national interest, the club's plans for hosting the national Pot & Kettle convention at the Newporter Inn, Newport Beach, Cal., next June, are underway. New president, M. Jay Collins (Rival Mfg. Co., Los Angeles), will announce details of the program at a later date.

Look who's selling for you!



Monty Hall,
star of "Let's
Make A Deal,"
NBC-TV.

**IT'S A
BIG, BIG
DEAL!**
*red-hot and
ready!*

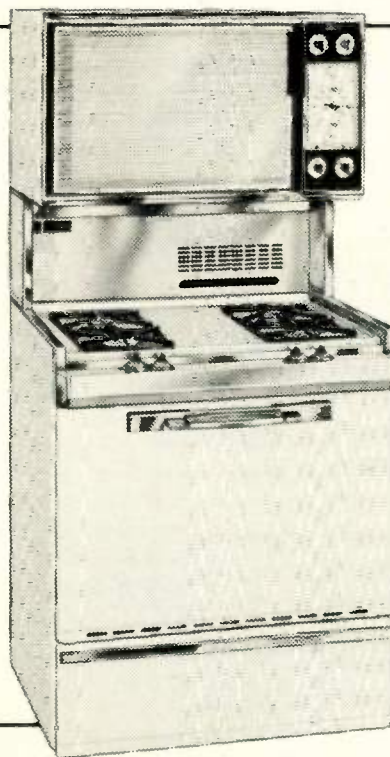
ROPER

"LET'S MAKE A DEAL" PROMOTION PACKAGE!

Roper has lined-up Monty Hall, one of network television's top "salesmen," who is all set to help you really sell the action line for '69! Monty Hall is the star of the spectacular NBC-TV daytime show, "Let's Make A Deal." (Ask your wife how great it is!) Now . . . Monty "walks" right into your store and "deals" big on '69 Roper Ranges. It's an action-packed, action-producing Promotion Package—with Monty Hall and Roper—ready to spotlight the action line for '69!

REAL DOOR-BUSTING DEALS ON 1969 ROPER RANGES!

Monty Hall "sells" right on your floor, right in your store. And, he's spearheading a big national magazine campaign for Roper . . . bringing you a whole store-full of ready prospects. You can get set to "make a deal" on '69 Roper Ranges . . . to boost volume and profits.



**FOUR NEW GAS
SELF-CLEANERS!**



PLUS

Hawaiian Holiday SWEEPSTAKES

Roper and Monty Hall are inviting everyone to an opportunity to win trips for two to exotic, exciting Hawaii—via United Air Lines Super DC-8 Jet. Plus: 1,003 other great prizes including Roper Ranges, Roper Outdoor Gas Broiler/Grills and Eastern Lawn Buildings.* It adds up to more excitement, more traffic and more Roper sales for you. Your Roper Representative has full details . . . ready now!

*Eastern Products Corporation—subsidiary of Roper Corporation



get lined up with the action-line for '69!

ROPER

GEO. D. ROPER SALES CORP. / Kankakee, Illinois

retail ad clips



Gift preview

Entitled "Holiday gift preview," this ad shows both portable color TV and black-and-white TV, plus stereo and

Holiday Gift Preview
 Make Her Home Happier With A New General Electric Appliance for Xmas
MOBILE MAID PORTABLE DISHWASHER \$99⁹⁵
 12" PERSONAL PORTABLE TV \$79⁹⁵
 PORTABLE COLOR TV \$269⁹⁵
 SOLID-STATE STEREO \$99⁹⁵ to \$1200⁰⁰

portable dishwashers. The ad is bordered and lined with Christmas decorations, and Santa figures. General Electric dealers, greater Denver, Colo.

Laughing Santa

A laughing Santa figure comes with the line, "Ho,ho,ho,Connor's prices are low,low,low!" Ad then goes on to detail low price specials in television, stereo, dishwashers, washers and dry-

HO,HO,HO, CONNOR'S PRICES ARE LOW,LOW,LOW!
 (Some So Low They Can't Be Printed!)
 DISHWASHER \$168
 WASHER \$198
 12" PORTABLE TV \$188
 4 HEAT DRYER \$119
 15 CU. FT. FREEZER \$128
 \$158
 \$178 CONNOR'S furniture appliances

ers, and refrigerators and freezers. Connor's Furniture Appliances, Seattle, Wash.

Dozen reasons

An advertisement titled "A dozen dandy reasons to shop Singer first!" is created in the shape of a large

Christmas ads with a little something "extra" to catch the eye may help you advertise more effectively.

A dozen dandy reasons to shop Singer first!
 FINAL WEEK BEFORE CHRISTMAS
 PLUS Free gift wrapping and Free delivery in San Francisco Bay Area. No handling charges for this ad!
 SINGER Sewing Centers, St. Louis, Mo.

package, with 12 gift suggestion items within. Included are phonographs, a vacuum, a portable TV set, and various Singer sewing items, including sewing machines. Singer Sewing Centers, St. Louis, Mo.

Last-minute Santa

A Santa Claus figure, portrayed at the last minute before 12, says, "Oh

my gosh! What's Christmas without an . . . RCA Victor stereo." Rest of ad shows stereo and radio units on sales. Cosgrove's, Albuquerque, N.M.

Mini-skirted Santa

A female Santa Claus figure of considerably different dimensions from the original Santa points out the spe-

Harold Kelley's
 biggest selections and values ever on **SYLVANIA** 25 INCH RECTANGULAR **COLOR TV!**
 \$489⁹⁵
 LOW HOLIDAY PRICE ON COLOR TV VOTED BEST IN RECENT CONSUMER TEST!
 Pick your style, pick your price from Kelley's large Color TV selection!

cial sale color TV set being promoted at this dealer's store. Terms, set facts, and other sets are also mentioned. Harold Kelley's, Portland, Ore.

Christmas stocking

A cut-out (in red ink) of a Christmas stocking with an automatic dishwasher protruding has this copy over it: "Just in case your husband doesn't know you want an electric dishwasher . . . clip this stocking and put it in a conspicuous place." Iowa Light and Power Co., Des Moines, Ia.

One gift works many wonders



GIVE THE UNITED WAY

MIXERS • FACIAL SAUNAS • COFFEE MAKERS • TOASTERS • MIST HAIR DRYERS • HAIR CLIPPERS • PORTABLE HAIR DRYERS • BLENDERS • ELECTRIC TOOTH BRUSHES • HAIR CLIPPERS • PORTABLE HAIR DRYERS

Maid-Rite®
STEAM MIST
 REMOTE CONTROL
 Salon **HAIR DRYER**

From Dry Hair To A Lasting Set In 20 Minutes

- HOT, MEDIUM, LOW AND COOL PLUS MIST!
- LARGE HOOD FITS LARGEST ROLLERS
- HOOD ADJUSTABLE FOR HEIGHT

A. F. DORMEYER MFG. CO.
 3420 No. Milwaukee Ave., Chicago, Ill. 60641

Oh My Gosh!
 what's CHRISTMAS without a...
RCA VICTOR STEREO
 Realism that Rivals the Concert Hall
 Choose a Gift this year that give entertainment the year around from COSGROVE'S...
 Was \$415⁰⁰ Save \$87⁰⁰
\$328
 NO MONEY DOWN—90-DAY FREE CHARGE
COSGROVE'S
 410 SAN PEDRO S.E. PHONE 265-7639
 OPEN MONDAY FRIDAY 9 PM

Multiple-item sales approach

Generates big layaway volume in small appliances

Store uses several effective techniques.

Christmas layaways on small appliances begins officially on Thanksgiving at Weingarten's No. 59, Little Rock, Ark. "But," says the department's manager, Mildred Jackson, "unofficially, the push toward greater layaway volume begins in late summer."

Toasters, coffee makers, irons, pop corn poppers, clock-radios are some of the best Christmas items. Steam and dry irons and pop corn poppers are particularly good. Hair dryers have not done too well in this store, Miss Jackson said.

In record keeping, a three-section layaway card is used. One section is attached to the layaway item. Another is filed at the store. The third is the customers claim check. Most small appliance layaways are

picked up by customers within 30 days. However, despite storage headaches, the store is prepared to hold items longer.

"The size of a small appliance section is not directly related to the volume of layaways," Miss Jackson believes. "Location of the department and the way the products are presented are what count most. Volume depends on multiple layaways.

"To get people to purchase, or layaway, several small appliances as gifts during a single visit to the store, shoppers must (1) be regularly exposed to the department, (2) at a single glance 'take in' a variety of merchandise, and (3) at once receive a gift-giving impression.

"To assure repeat exposure to our department, we located it along one of the

wider, more heavily-traveled aisles. To assure that shoppers quickly get the impression of variety, we avoid 'isolating' particular appliances. There are no displays of just irons, or just coffee makers and so on.

"Vertical display, instead of counters, is a must if the attention of busy shoppers is to be captured. If merchandise is close to eye-level, and mixed, something of interest is likely to catch the eye.

"There are many ways to produce the gift-giving suggestion. Not all are effective. Not all are suitable for early presentation. For example, boxes wrapped in Christmas paper look out of place in very early layaway promotions. Signs are overdone: 'This Is A Perfect Christmas Gift' signs mean nothing to the average gift shopper.

"However, signs which tell something about products and materials used in manufacturing are very helpful in selling. What is the capacity? Is it UL approved? Is the 'Teflon' the improved kind? Who made the aluminum or steel? The average consumer is as impressed with names like Kaiser and U.S. Steel as they are with product brands.

"Generally, we avoid displaying gift wrapped boxes as a 'suggestion technique' until the Christmas season is in full swing. Instead, we take one of each product from its box. Products are set on top of their boxes. Then, both product and box is wrapped in either cellophane or plastic wrap.

"This is an elegant presentation that very subtly hints at gift-giving. It is better to underplay than overplay.

"In addition, the appliances can be seen through the clear wrapping. Pilferage is reduced. It is possible to slip an iron or similar small appliance into a large purse, but not when it is wrapped with its box!

"Unboxed merchandise can be handled without scratching. Damage to switches is eliminated because handlers can't continually turn them on and off.

"The store selects several small, co-ordinated appliances and wraps them together in see-through wrap. We may throw in a colorful dish towel or something like that, to build color and appeal. These multiple gift packages can be pre-priced, possibly at a savings to the customers."



Mildred Jackson, head of electrics department, demonstrates what she means by "the vertical, mixed approach" in product presentation.



Clear plastic bags are useful in adding an elegant, gift-like quality to the products on display. Top is tied with red or green ribbon.



Gift shopper is attracted to appliance in see-through wrapping.

by Jack Adams

the balance sheet



Are we talking to ourselves?

Just about everyone who has a vital interest in the consumer protection movement was represented on the program of the first annual meeting of the Ass'n of Home Appliance Mfrs. in Chicago September 30 and October 1. Everyone, that is, except the consumer and the dealer who sells her the products which Betty Furness maintains are the cause of numerous protest letters.

Miss Furness, special assistant to the President for consumer affairs, spoke, as did Arnold Elkind, chairman of the National Commission on Product Safety.

Also on the program were some of the top executives of manufacturing concerns in the appliance industry, men who by their actions have demonstrated a strong desire not only to overcome deficiencies in products that can make consumers unhappy but who also have a deep social consciousness that goes beyond assuring

consumer happiness through production of near-trouble-free products and issuance of clear-cut "warranties" or "guarantees" and that delves into the area of making ours a land of true equal opportunity where a free enterprise economy can flourish.

The writer does not mean to be hypercritical of AHAM's choice of program topics, because what was discussed by these representatives of government most assuredly has been presented to many other associations in recent months.

We think few people would take issue with Miss Furness' call for more clear-cut warranties, while there would be much disagreement as to the simplest method of achieving this goal.

And most people, we believe, would support the need for a National Commission on Product Safety if its existence meant the saving of only a minimum number of lives and limbs

each year.

Miss Furness did again in the AHAM meeting refer to complaints received from consumers, but to our knowledge she has yet to give any indication of the quantity of such complaints.

And while one might support the need for a National Commission on Product Safety, when another speaker later in the program commented that a cut in budget had "crippled" this agency, he might be compelled to feel that while the consumer protection movement is a "gorgeous steed politically," as this speaker called it, it is perhaps a steed without capacity to carry the consumer very far.

And one might conclude that also it is a steed with enough power in its haunches to jolt the industry to its eye teeth through magnification in the consumer's mind of appliance hazards or poor appliance performance.

We feel that most associations which are involved with government agencies such as the one headed by Miss Furness and Elkind must have a fairly up-to-date notion of the temper of these agencies. And manufacturer members who staff association committees that meet in Washington must transmit to their subordinates what transpires in these meetings.

So wouldn't it be of more help, as we have suggested before, to first determine the magnitude of the problem so that the industry may know if it has many shortcomings to overcome or whether its biggest job will be in convincing the public that things are not so bad as they have been painted?

And we would further suggest that such one-sided presentations merely feed oats to Washington's steed and

that there must be ways in this age of the computer of getting a reading on whether the situation for the consumer, appliance-wise, is pretty dismal and if so whether there are signs of improvement.

In fact, late in the program, one speaker, E. P. Mantz of The West Bend Co. called for government and industry, working together, to determine whether a problem really exists.

"During the past six years," he said, "consumerism has become a political war cry. Indeed it makes one wonder whether the so-called consumer rebellion is real or artificial. If the consumer is unhappy, this discontent is our challenge to improve products and service."

The second step, if it is determined that a problem really exists, is for business to participate in government actions affecting business. "We have to be involved; if we are not, we can be certain that the government will move into this vacuum," Mantz said.

"The final step," he continued, "must be that the public understands that business and government are striving toward the same objective. Certainly we respect the government's need to correct abuses. In doing so, however, government should not paint business as a hawk. Also, government must recognize the fact that the great majority of what business does is good, and should, therefore, so inform the public. I feel that business must tell its story and that responsible government officials will respond if the problem is approached in an atmosphere of understanding."

All in favor of Mantz's approach, please step backward to step one.

by the way



Surprise! Surprise!

Four trips to Hawaii for making maximum purchases of General Electric electric housewares during last spring's selling period were won by executives of United-Overton Corp., Newton Highlands, Mass. — and one of the winners, Vice President Tony Silvestri, didn't even know about it at the time.

By chance, Marvin Hartson, also of United, learned that he and his wife were eligible to go to Hawaii as GE's guests. Hartson passed this information on to United's home office, suggesting that the staff check the Boston area. Result: Mr. and Mrs. Silvestri also will go on a surprise vacation to the Fiftieth State.

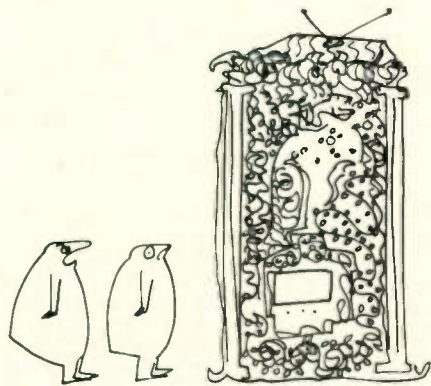
"How" do Indians spend their money?

You might say the money was a long time coming, but when it arrived, it "went." And the amount was something like \$15,000,000!

That was the sum the Federal Government finally paid the Chey-

enne-Arapaho Indians in Oklahoma, and check-cashing time almost forced western Oklahoma bankers to close their doors. The money — paid by check — was for land the Indians' grandparents left reluctantly in the 1800's. And the checks arrived in 1968. And much of the money, so goes the report, went for motorcycles, used cars, alcohol — and tape recorders.

The Indians received about \$2,300



"I still say, when you buy a TV set, you're really paying for the chassis."

each for share of the land the government bought for five cents an acre in the late 19th century. And they poured into the banks. Said one bank president: "We had a lobby full of Indians all day Friday."

Said a department store manager: "We've sold a jillion tape recorders."

Fortin named head of Key Cooperative, Boston

Bernard L. Fortin has been named executive director of Key Cooperative of Boston, Inc., it was announced by Lee Loumos, president of the New England buying and merchandising co-operative. Fortin served as president of the group from 1964 to 1967, and since that time has been comptroller and a member of the executive committee. He becomes the first full-time executive to be hired by the 20-member, 26-store organization.

The group, which headquarters in Fall River, Mass., serves member dealers in northern and eastern New England. It is an affiliate of Key National Corp. of New York.

Dishwasher pamphlet is direct-mailer

The advantages of automatic dishwashers is the subject of a four-page pamphlet published by the home service division of Edison Electric Institute. It is designed as a direct mail

piece to homeowners, and lists the benefits of using the appliance. Titled, *Unless You Own An Electric Dishwasher*, the pamphlet outlines the types of units available and discusses the importance of properly sizing the unit for specific applications.

Pamphlet EEI-8R-302 is available in bulk quantities from: Marketing Div., Edison Electric Institute, 750 Third Ave., New York, N.Y. 10017. Individual and bulk copies are also available from electric utilities.

Pour it on and on: porcelain on steel

Domestic manufacturers of kitchen appliances and laundry equipment coated more than 484,000,000 square feet of steel with porcelain enamel during the first six months of 1968 — a rise of 10.25 per cent over the comparable period in 1967, according to a report from the Porcelain Enamel Institute.

Water heater tanks accounted for another 56,000,000 square feet of porcelain-on-steel, up more than 25 per cent over the first half of 1967, said John C. Oliver, executive vice president of the industry association.

**Give Happiness
the United Way**

BONUS, BABY.



**GE puts high-priced features in middle-priced sets.
And makes everyone happy!**

When it comes to phonos, General Electric offers more because General Electric makes more than anyone else in the business.

So we bring expensive features further down the line. Dress up a \$279.95* model to sound like \$400. Like the P971 above.

We do it with our Acoustaphonic® speaker system. Sealed and acoustically lined speaker

chambers that deliver the sound, rich and pure.

Our elliptical stylus that tracks the grooves more accurately, reproduces sound more faithfully.

Our jam-proof record changer.

Enough jacks for the busiest audiophile—a stereo headphone jack, input-output jacks

for his tape recorder—even a jack for GE's exclusive Porta-Fi® sound system that puts a portable speaker wherever there's an electrical outlet.

Your customer gets the bonus; *you* get the business.

And everyone's happy.

Audio Products Department, Decatur, Illinois

No wonder GE phonos outsell every other brand.

GENERAL  ELECTRIC

*Manufacturer's Suggested Retail Price.

WRH



How to start a revolution.

You begin by throwing out all the old ideas about table radios. And come up with something that really excites the consumer. Give them the kind of features they never expected in table radios. And before you know it, you've started a revolution!

From our new bag of tricks comes a clock radio (RC-7148) that looks like something else. It's a digital clock that

tells the hour and minutes of the day in numerals. See, no hands! And the AM-FM radio is just as beautiful!

From the same line of exciting clock radios, we have one that looks like it came from outer space. It's battery-operated. It's detachable. It's a complete travel clock radio or a separate clock and a separate radio. Great! The Trafford, (RC-7878).

New features? By the dozens! Notice that AM-FM radio? It's like a computer with electronic pushbutton tuning that locates pre-set stations faster than you can. That's our RE-6250.

Start a revolution with 129 other great home entertainment products from Panasonic.

GO WITH THE COMPANY THAT'S TAKING YOU PLACES

PANASONIC[®]