

Permanent press: a forgotten sales feature?

The subject is ranges: a product study in Harrisburg, Pa.

Introducing: the Mart Washington report

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

NOV 1/68

mart

A Buttenheim Publication

“Think Clean” slogan pushes self-clean range sales.



Admiral® presents



Model 4017P. The finest 14" (diag.) color portable Admiral builds. In deluxe Walnut grain cabinet. Decorator cart optional.

Exclusive Admiral 3-year picture tube warranty!

3-YEAR ADMIRAL WARRANTY ON COLOR PICTURE TUBES—Picture tube warranted to original owner to be free from defects for 3 years. Admiral's obligation limited to supplying a replacement in exchange for defective tube. Service and installation costs paid by owner. Warranty not effective unless registration card mailed to Admiral after delivery.



Model 4009P. The most economical color portable you can sell. Admiral 3-year warranty included. This 14" (diag.) priced to retail for full profit at \$279.95.



Model 4010P. Step customers up to this Admiral 14" (diag.) easily. The charcoal and white cabinet blends with any decor. Decorator cart optional.

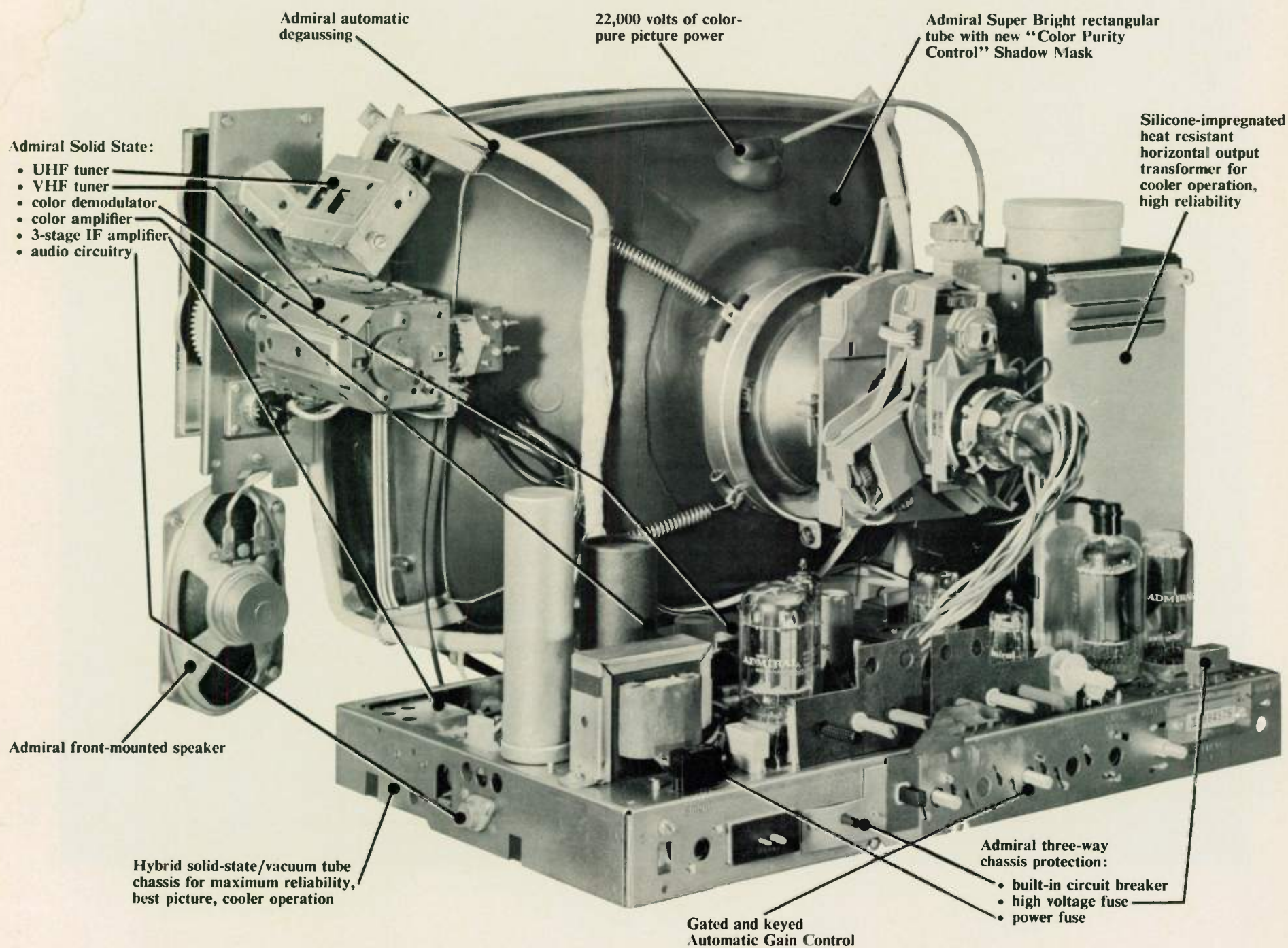


Model 4019P. Exquisite white linen cabinetry on this Admiral 14" (diag.) deluxe color portable makes it a profitable step-up seller. Decorator cart optional.

4 all-new 14" color portables

(diag.)

...with the most advanced chassis in the industry!



Lightweight! Powerful! Portable! Big in quality. Low in price.

And competitively priced at \$279.95 for full profit margin to give you the selling edge!

Stock and sell all Admiral color portables . . . from the leading maker of portable TV!

Admiral®

Mark of Quality

UNIQUE



1541



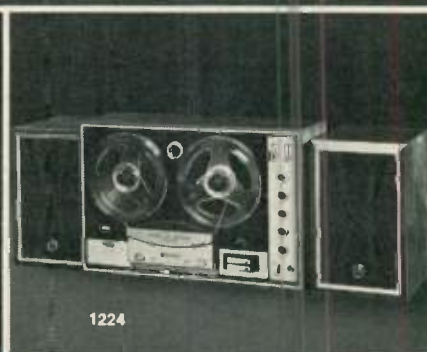
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1171



1684



1224

JVC Tape Recorders, Stereo and Monaural Portables . . . includes models designed to meet every taping need. From professional 4-track stereo machines, to convenient AC/DC portables, to the latest Cassette recorders, the line is as varied as the field of tape recording itself. All models reflect the latest in engineering design and are backed by tens of thousands of operational tests to ensure years of trouble-free performance.

Model 1541 — Heavy-Duty 2-Speed Portable with Instant AC/Battery Operation This versatile performer combines all the convenience of a compact portable with all the functions of larger and more expensive recorders. It weighs less than 8 lbs., operates on either AC or batteries without an adaptor, yet handles large 5-inch tape reels, and offers 3¾ and 1½ ips tape speeds for up to two hours in recording time. Other features include a 3-digit tape counter, fast forward button, monitor switch and convenient rotary function lever. Remote control from microphone is also possible. Full-length carrying handle and complete accessories. AC or 6 "D" batteries 6 transistors 3¾" W, 11½" H, 9¼" D 7.3 lbs.

Model 1351 — Compact 2-Speed Portable with Instant AC/Battery Operation Quality recording and playback is possible anywhere and anytime with this ultra-thin compact. Instant AC or DC operation without the need of an adaptor and tape speeds of 3¾ and 1½ ips let it deliver up to 64 minutes in recording time indoors or outside. Small as it is, it features an automatic volume control system, recording level meter, speaker monitor system and a 3-digit tape counter. Push button controls, center mounted speaker and remote microphone control are only a few of many more features. AC or 6 "C" batteries 6 transistors 2¾" H, 11" W, 8¾" D 5.2 lbs.

Model 1171 — Solid State 2-Speed Tape Recorder with Two-Way Recording System More than 100,000 operational tests have proved beyond a doubt that this is the ideal monaural recorder for large taping loads. Its exclusive Two-Way recording system allows continuous taping both ways for up to three hours without interruption on a 5-inch reel. Among its many versatile features are a built-in speaker monitor which allows it to be used as a PA system, instant stop device, continuous automatic volume control and taping speeds of 3¾ and 1½ ips. Others include a 3-digit, tape counter, large 3" x 6" speaker and two watts in output. Smart leatherette styling and complete accessories. 6 transistors 13¾" H, 12¾" W, 6¾" D 15 lbs.

Model 1684 — Solid State 4-Track Stereo Tape Deck Striking in appearance, professional in performance, this 4-track 2-speed stereo tape deck was designed for use in top quality stereo systems. It literally has everything. Solid state circuitry for instant operation. Built-in pre-amplifier with perfect equalization for superb reproduction at 7½ and 3¾ ips. JVC Nivico's patented reclining stand for vertical and horizontal placement, or any point between. Handles large size 7-inch reels for up to four hours of continuous play. Automatic stop device, professional VU meters, 3-digit tape counter, DIN and pin jack connectors and covered center control panel. Accessories include full and empty 7-inch reels, DIN cord, splicing tape, dust cover and two reel clamps. Beautiful oil-finished wooden cabinet. 12 transistors 15¾" H, 13¾" W, 6¾" D 22 lbs.

Model 1224 — Professional 4-Track 3-Speed Stereo Tape Recorder Definitely the model for the enthusiast who demands the very best. Versatile Automatic Repeat, Automatic Reverse and Automatic Stop tape functions at 7½, 3¾ and 1½ ips. Sophisticated Sound-On-Sound and Sound-With-Sound recording techniques. Large 20 watts in peak power and 30 to 18,000 Hz frequency response range. Matching speaker enclosures incorporate 6½-inch woofer and 3-inch tweeter each. Automatic tape lifter, pause control, 4-digit tape counter and twin VU meters. Accessories include full and empty 7-inch tape reels, twin microphones with stands and two patch cords. Handsomely finished in fine furniture walnut. 22 transistors 12¾" H, 38¼" W, 7½" D 36 lbs. with Baffles.

Dept. E

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

Gentlemen:

Please send catalog, price list and additional information.

Please have salesman call.

Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

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Manufactured by Victor Company of Japan, Ltd.

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

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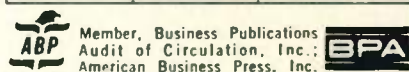
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The business partner of 50,000 appliance/home electronics retailers

Nov. 1/68



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Photo is of self-clean range display that greets customers just as they enter Rockland Appliance Center, West Nyack, N.Y. The firm not only is doing a noteworthy job in selling the ranges, but often enjoys added profits from installation work in connection with substituting them for built-ins. At right is Dealer Francis Haas; at left is Manager Lloyd Levitt.

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**Hey, Mart
 Enter Me In
 The Creative
 Retail Salesman-
 Of-The-Year
 Contest**

Dealer or Salesman's Name

Store Name

Street Address

City

State

My entry should be included in this category: (Check one)

Major Appliances Electric Housewares TV-Radios-Phonos

Attach your entry which describes your creative selling idea to this blank and mail to:

CREATIVE RETAIL SALESMAN OF THE YEAR CONTEST,
 MART Magazine, 757 Third Ave., New York, N.Y. 10017.
 All entries must be postmarked no later than December 15, 1968

8,000 BTU's at

\$159^{95*}



Model ATM-079-2

Appeal to your all-important 8,000 BTU market with this exciting advertising leader. Promote such features as an adjustable thermostat, two fan speeds, "Whisper-Quiet" operation, a washable filter, easy installation. Then, step prospects up to the ATM-080-2 with features like time-saving Insta-Mount; the new slotted, panel-front design with unique styling appeal, exhaust and air direction control.

All Whirlpool room air conditioners are backed by a five-year sealed refrigeration system warranty. For five years, all parts of the sealed refrigeration system of a room air conditioner purchased for home use found by Whirlpool to be defective in materials or workmanship will be repaired or replaced for the original purchaser free of charge. Similar coverage applies for one year to all other parts of the room air conditioner. Service must be performed by a Whirlpool authorized service organization.

That's right, no charge is made to the customer for either parts or labor during the warranty period.

It's another reason why it's easier to sell Whirlpool than sell against it. See your distributor today!


Whirlpool
CORPORATION

* Manufacturer's suggested retail price. Price optional with dealer.

How many pieces in a (promotion) pie?: FTC guidelines could result in co-op money being spread too thin to do anybody much good . . . Corning Glass in market with smooth-top range . . . EIA sees small increase in '69 consumer electronics sales.

mart news & trends

"Who's to rule market?" is key question on new promotional allowances

"Applying the principle of the American form of free enterprise to promotional allowances for retailers is fine, providing every retailer would have the same capacity to promote in the market place."

This observation by the hard-goods chief of one of New York's biggest department store chains, with only a few weeks to go before the Federal Trade Commission issues its final guidelines on ad allowances, reflects pretty much the opinion of big-store retailing.

It does not, it goes without saying, reflect what many appliance dealers and even medium-sized department stores feel about the hotly-debated issue. Most of these are convinced that the proposed new rules — which are expected to form the basis of the official guidelines — are on the right track.

Those tentative rules are based on the U. S. Supreme Court decision of last spring on the Fred Meyer, Inc., case and call for manufacturers to assure that all retailers, including those who buy from wholesalers, have the opportunity to participate in any promotional plan available to any dealer.

But, to the big store, the entire approach is impractical and unsophisticated. "Who is to create market acceptance? The big store, with its millions of customers, or the many small stores, with their fragmented blocs of customers?" asked one general merchandise manager. "Even the small stores benefit when the big one gets the chance to shoot all its promotional guns."

But, if the smaller dealer gets a pro rata share of the promotional money from the manufacturer, "he's just not able to use it as effectively as the big store," the merchandiser said.

In a good many cases, the manufacturer who has been placing most of his co-operative ad money with his biggest accounts also will inform the small competition in the area: "The big store is going to break with such and such an ad so just make sure you stock up on the same items and cash in on the response," the general merchandise manager said.

The reverse of this situation, he said, is to cut the ad money up into tiny slices and not give enough to anyone — big or small

store — to make even a ripple.

"The object, after all, is to radiate acceptance of the product in the market place, isn't it?"

Other department-store merchandisers agreed on these sentiments, but the matter is certain to be disputed by the smaller stores. The proposed guidelines have already drawn the artillery of the appliance manufacturers, not to mention producers in such other fields as textiles. Producers call it just not practical, complaining on the cost and the immense job of reaching every retailer with promotional plans for all products.

Another big-store retailer summed up the matter this way: "Give us something workable and something that we can understand so that we can live with it."

That, as time fades quickly, is no small order.

Corning self-clean range introduced in Boston at \$590

Corning Glass Works has placed on sale in Boston a new electric range that combines a self-cleaning oven with a flat glass-ceramic rangetop that shows no heating elements or burner openings.

The 30-in., free-standing unit is called



Corning's "Counterange"

the "Counterange," and it is available in four colors — white, avocado, coppertone and harvest gold. It can be installed as a slip-in between counter sections or be free-standing. Suggested retail: \$590.

The only visible surface on top of the range is a smooth, flat sheet of glossy white glass-ceramic material; all electrical elements are sealed out of sight beneath the rangetop.

A set of nine "cookmates" — matched cookware of the same "Pyroceram" brand glass-ceramic material used in the rangetop — comes with each Counterange.

Other utensils can be used if they have smooth, flat bottoms, Corning said.

Heating elements beneath the smooth, glass-ceramic rangetop heat the surface only where marked by four gray sunburst decorations. Adjacent areas are said to stay cool enough to touch.

The self-cleaning oven includes an electrical locking system. Cleaning requires only setting a few simple controls. The cleaning cycle takes three hours — two for cleaning, and one for cooling.

The oven also features a 3,000-watt bake unit, a full-width broil unit, a high-temperature porcelain finish liner and finished racks that withstand the heat of the self-cleaning cycle. A full-width, deep drawer at the base of the range provides extra storage space and comes out easily.

New York ghetto youths being trained by RCA

Forty young men, all residents of New York ghetto areas are receiving a year of classroom and laboratory instruction in basic electronics under the supervision of RCA Institutes, Inc., one of the nation's oldest training schools.

The pilot program is part of an over-all program initiated by RCA a few months back to aid the hard-core unemployed in major cities and in the company's plant communities around the country. Unemployment, RCA feels, is partly responsible for rioting around the nation, and its new programs were intended to ease the situation somewhat.

Earlier this year, RCA recruited from the Boston area more than 200 Negroes and Spanish-speaking persons for on-the-job training at its Boston area plant. The recruiting was done with the co-operation of

news & trends

the Massachusetts Employment Service.

Later, RCA recruited and trained for work at two of its facilities another 200 people, mostly Negro and Puerto Rican, from New York City. These were trained for work in a variety of clerical, typing and messenger functions. None had previous clerical experience, and many were school dropouts, it was said.

The current program for the 40 hardcore jobless is being operated by RCA under a contract with the U. S. Dept. of Labor and the National Alliance of Businessmen. The project is part of the President's "Job Opportunities in the Business Sector" program.

Robert W. Sarnoff, president and chief executive officer of RCA, said that the students get four hours of instruction daily and work an additional four hours at office jobs with RCA and its various subsidiary company offices in New York. While engaged in the program, each student gets a full-time salary.

Sarnoff regards the program as "a significant test of how quickly and how effectively hard-core individuals can be absorbed into an industry on the frontier of the technological revolution." He disclosed that upon successful completion of the year's instruction, each student employe will be assured a position as an apprentice technician with the RCA Service Co. The program, he believes, will "help meet a severe shortage of radio-TV service men."

Sarnoff feels that, "A publicly-held enterprise cannot ignore social problems that can engulf or even destroy it. No problem, in my view, is more critical and urgent than the social crisis in the cities, and in particular, the problem of the hard-core unemployed. We intend to continue to participate in these programs and to do whatever we can to help remedy the conditions that are tearing at the social fabric of our nation."

GE starts "Project Transition" program to train repair men

Though still in the Army, 12 men slated to be discharged in about six months have started training at General Electric's Appliance Park in Louisville for civilian careers as appliance repair men. They are participating in the Defense Department's "Project Transition," a program designed to fit them into good jobs when they leave the service.

The trainees are attending classes for 20 weeks at GE facilities in Louisville. An Army bus brings them there every weekday morning, and returns them at noon each day to Fort Knox to perform their GI duties in the afternoon.

The curriculum they follow was drawn up by GE, which also furnishes the instructors, equipment and classroom materials



Possible future servicemen: Soldiers learn a trade at GE's Appliance Park to help prepare them for return to civilian life.

for the students, who range in age from 21 to 48. All are enlisted men. No employment commitments have been made, either by GE or the trainees. They were selected by Army officials at Fort Knox and GE executives on the basis of their education, aptitude, and desire for training.

'69 sales of consumer electronics expected to increase 3.3 per cent

A modest increase in sales of electronic products was forecast today by the president of the Electronic Industries Ass'n at the group's annual fall conference held recently in San Francisco.

EIA President Mark Shepherd, Jr., who is president of Texas Instruments Inc., Dallas, predicted an increase of 6.8 per cent in dollar volume of U.S. factory sales of total electronic products from 1967 to 1968 and said the increase from 1968 to 1969 would amount to about 4.1 per cent.

Shepherd said he anticipates a pickup in economic activity for the industry in the second half of 1969 as "present uncertainties or causes of hesitancy in the economy become more accepted as a normal way of life."

For the various areas of electronic production, Shepherd made the following forecast on dollar volume of factory sales by electronics manufacturers:

Consumer products are expected to increase 4.1 per cent from 1967 to 1968 and rise 3.3 per cent from 1968 to 1969.

Total electronic components sales are expected to rise about 2.5 per cent in 1968 over 1967 levels, with the gross resulting from increased sales of integrated circuits, color TV picture tubes, power and special purpose tubes, and some semiconductor devices. 1969 sales are expected to be 1.5 per cent higher than in 1968.

Commenting on various product areas, Shepherd said that in consumer products "acceptance of color television has been adequately demonstrated and present trends are toward a larger portion of the market being captured by smaller-screen or portable (and less costly) sets, many of

which are becoming a second or third color set in the home."

One of the surprises for manufacturers of consumer products this year, Shepherd said, has been the rebound in industry sales of monochrome television sets.

"Much of this success," the EIA president said, "can be attributed to the rebirth of monochrome popularity in small-screen portable sets, many of which may be battery operated, for ease of portability and use by young people."

Holst decries "forecasts of doom" of the independent in the land of the giants

Dealer Earl ("Duke") Holst, of BRAC's, Des Moines, Ia., in addressing a meeting of Friedrich Refrigerators Inc., held recently in San Antonio, took "An Optimist's Look At The Independent Dealer." Recurring forecasts of doom for the independent dealer, he said, "always make the hair on my neck bristle a little. But even though the number (of dealers) may be fewer, those who are left are certainly a lot better, bigger, more capable, and far more intelligent to weather the next round against our adversary than ever before."

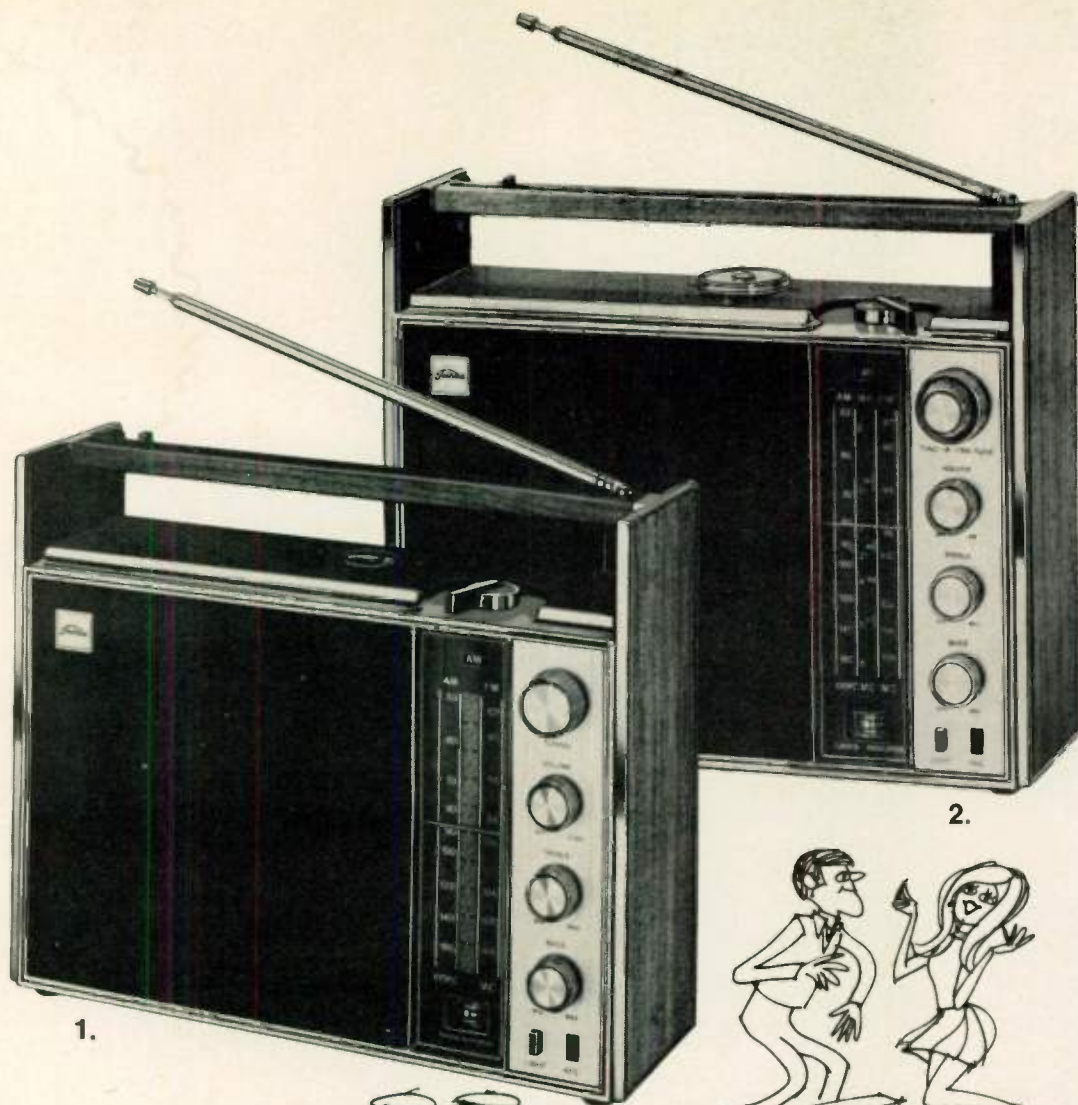
"It will be a sad day to see our nation become a race of clerks merely following the orders of a few giants. We are heading that way with the chains growing larger, banks getting bigger, and every day fewer and fewer small businesses left in the market place. But this must never happen or competition will disappear completely and the consumer will be at the mercy of these few remaining giants."

Holst, a past president of the National Appliance & Radio-TV Dealers Ass'n added: "Today, there is only one really active group left fighting . . . trying to maintain competition in the market place. That group is NARDA. Without NARDA, I wouldn't be in business today."

The merchant then took off after the "super chains."

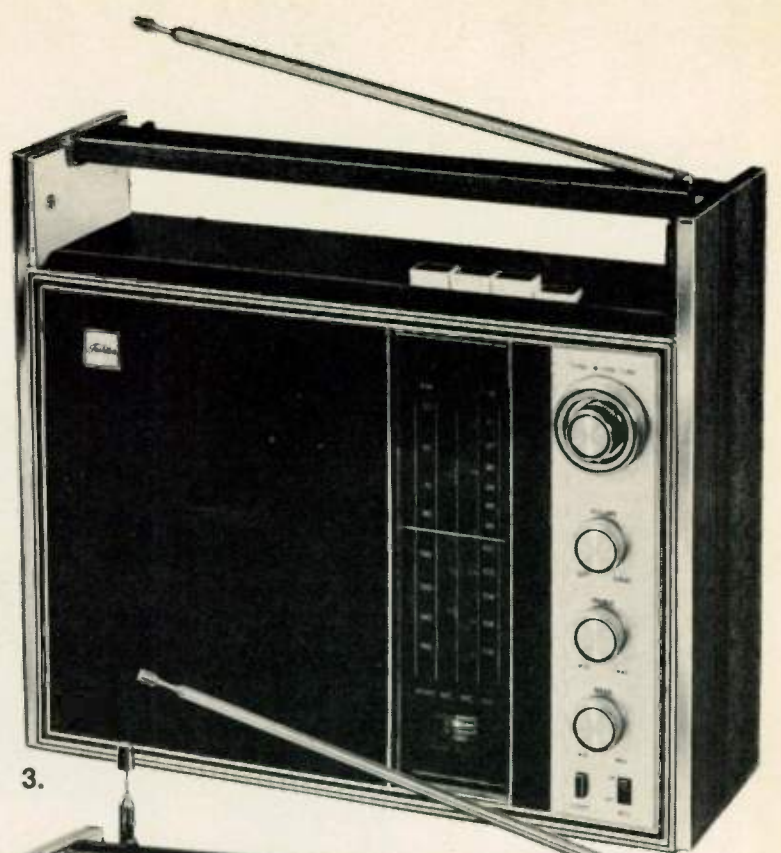
"Who is responsible for their tremendous growth?" he asked. "Where do they get their products with the 'Frankenstein' label? From the same place you get your . . . famous brands. And at prices far below anything you ever heard of," he told the dealers. "Take a good look at ourselves. Are we really a store we'd like to buy from. Aren't we conniving, scheming, baiting, switching as well as the best of the monsters? Are we being loyal to any one manufacturer long enough for him to really court us or are we off to another pad at the first wink of a pretty eyelash?"

However, Holst expressed confidence in the survival of the dealer, who "will be here for a long time to come. Especially the ones who have the guts to weather out an occasional storm, and the intelligence to follow the trends, keep abreast of the new developments and the will to learn new tricks."

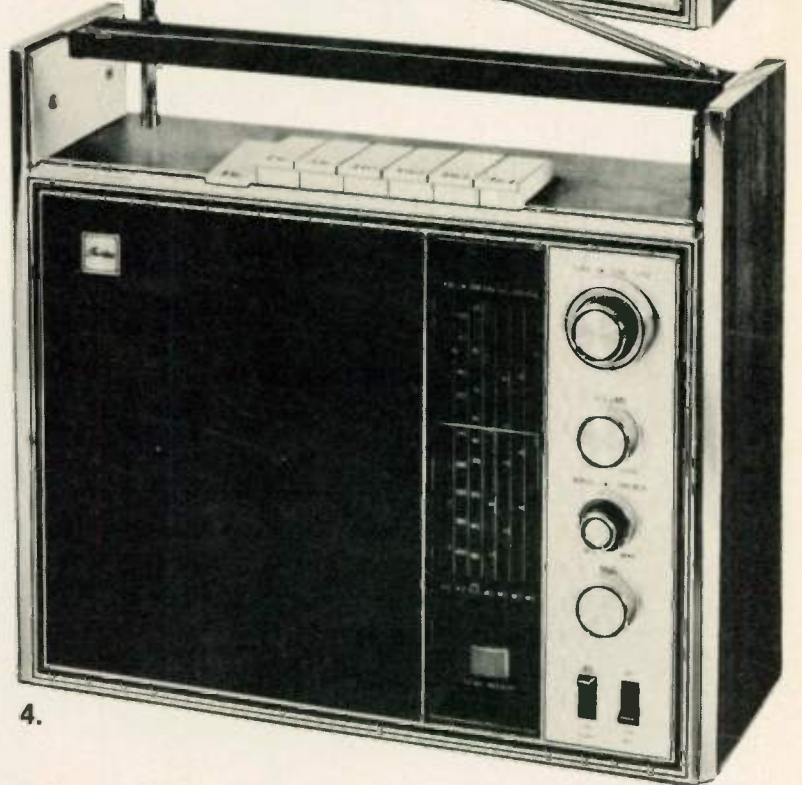


1.

2.



3.



4.



Built to go... plus teak for show!

Sure Toshiba builds the most rugged, no-trouble portable radios in the world. Built to go. But what else?

The what-else is teak. Beautiful eye catching and exotic teak. We added genuine teak wood veneers for show. And they go! With Toshiba the big-profit, top-of-the-line moves like leader models.

And they stay moved because they're Toshiba "Portabuilt." Rugged die-cast frames and cabinets of miracle strength "Duranyl" for jolt and jar use.

And they're Toshiba "Duraligned." Critically aligned components stay put, resist alignment shifts, and sound stays like new for the life of the set.

Tune-in to big profits with genuine teak wood take-alongs that are loaded with sell features:

Above, left to right, the teak ones from Toshiba.

1. The Nassau, FM/AM 12 transistor portable 2-in-1. (Optional: U.L. listed AC adaptor) 1.2 watt output. Electronic tuning meter doubles as battery condition indicator. AFC switch. 2. The Kyoto, 3 band marine shortwave/FM/AM 14 transistor portable 2-in-1. Manual gain control for navigation, direction finding/homing. 1.2

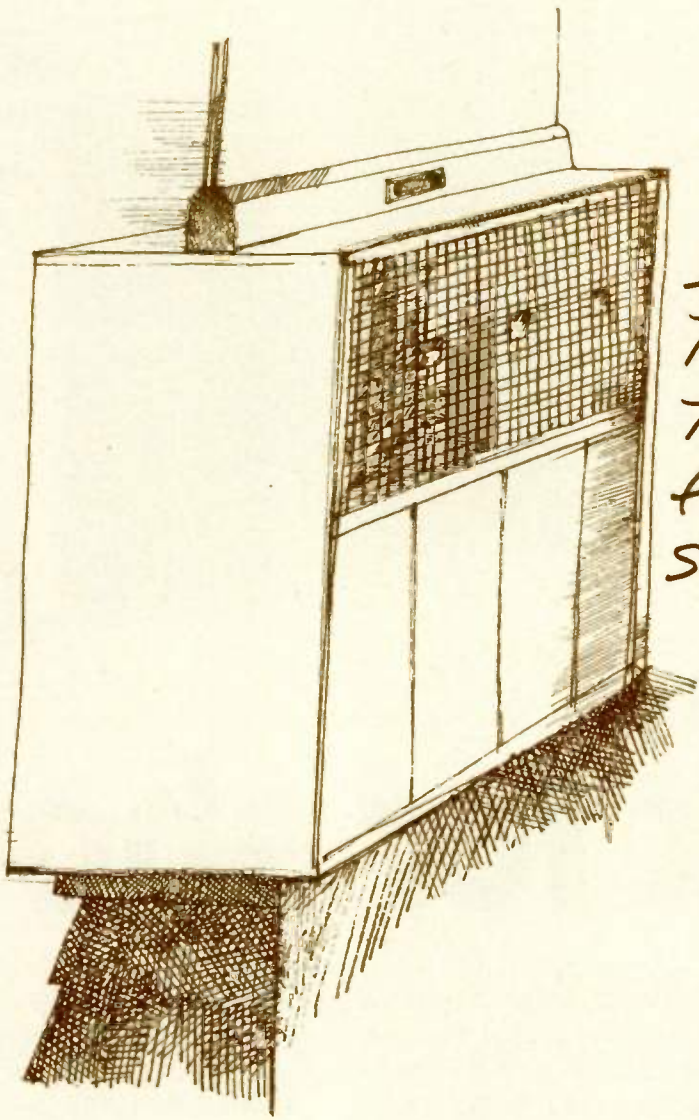
watt output. U.L. listed AC adaptor. 3. The Newport, 4 band shortwave/FM/AM 15 transistor portable 2-in-1. Receives SW, 2-6 MHz, SW₂, 6-18 MHz. International shortwave, marine weather/navigation, ship-to-ship, ship-to-shore, CAP. 5" speaker. 1.8 watt output. U.L. listed AC adaptor. 4. The Global 19, 7 band shortwave/LW/FM/AM 19 transistor 2-in-1. Navigational Manual Gain Control, 7 keyboard band selectors. Electronic tuning meter. 1.8 watt output. 5" woofer, 2" mid-range tweeter. U.L. listed AC adaptor.

Call or write Toshiba America, Inc., 477 Madison Avenue, New York, New York 10022. Phone: (212) 758-6161.



THE INTERNATIONAL ONE

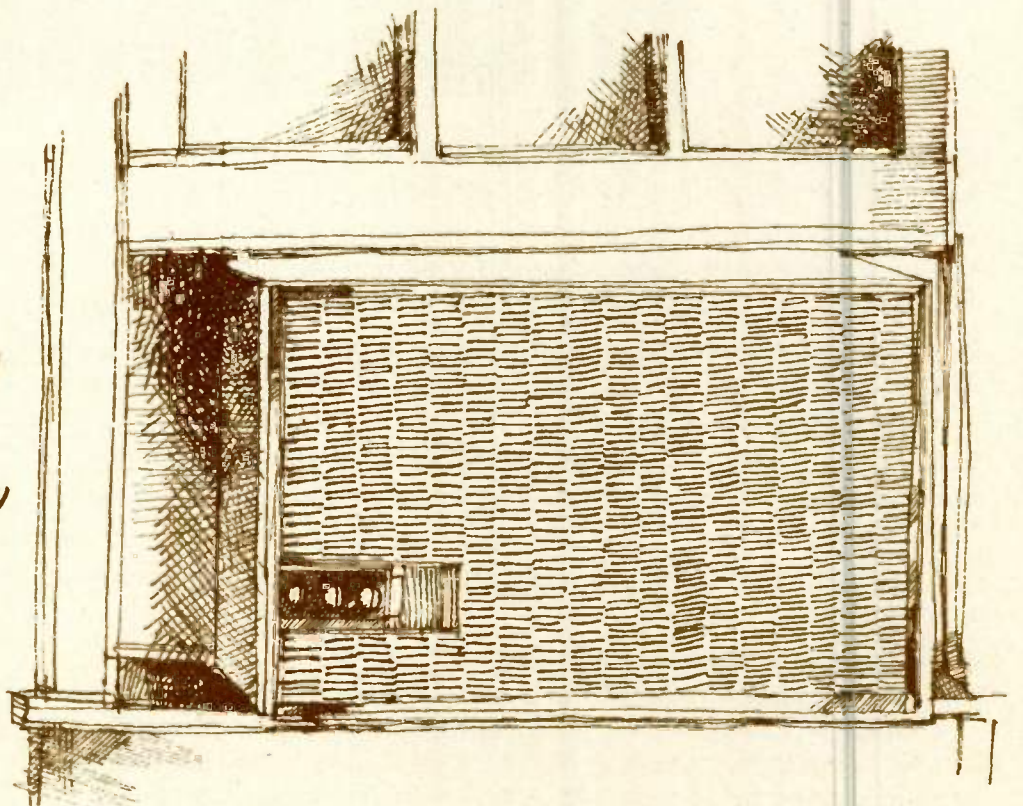
GENERAL ELECTRIC AND THE ROOM AIR CONDITIONER. THE OUTSIDE STORY.

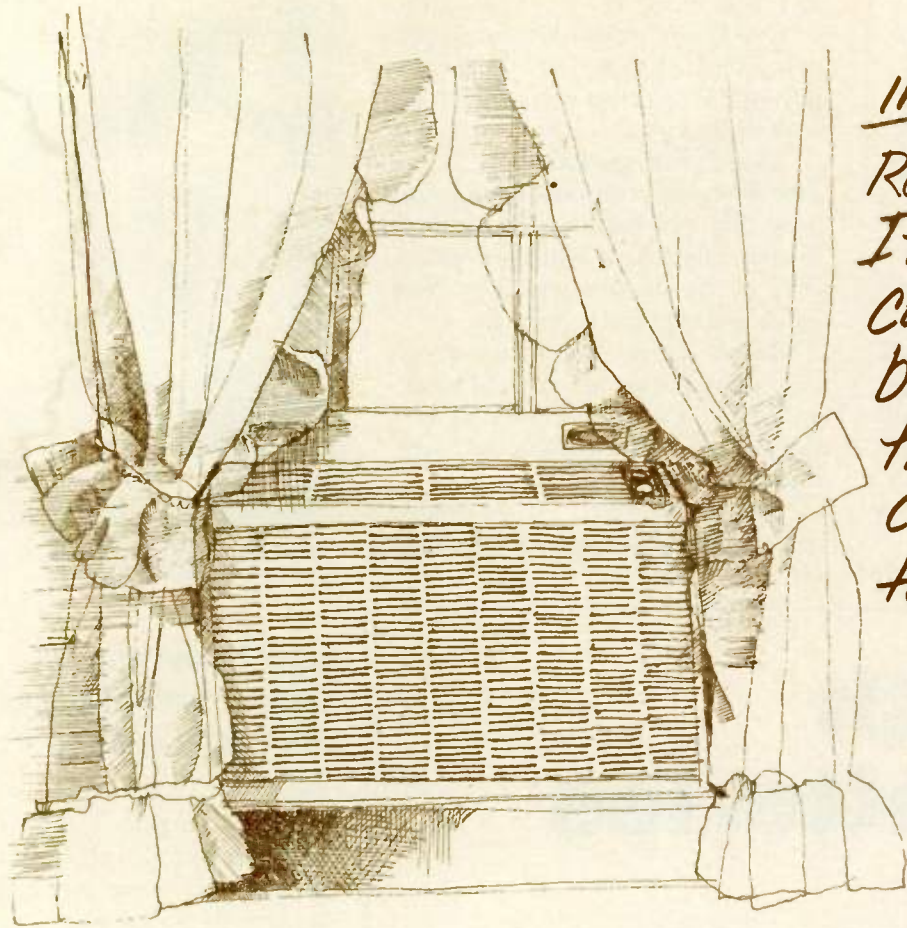


IN '56 WE CUT IT DOWN TO SIZE.
The year we innovated the "High Thinline" configuration. For the first time, air conditioners now stopped at the window's edge.

IN '58 WE CUT IT DOWN
STILL MORE.

With the "Low Thinline"
we lowered the look
while you raised
your market sights!



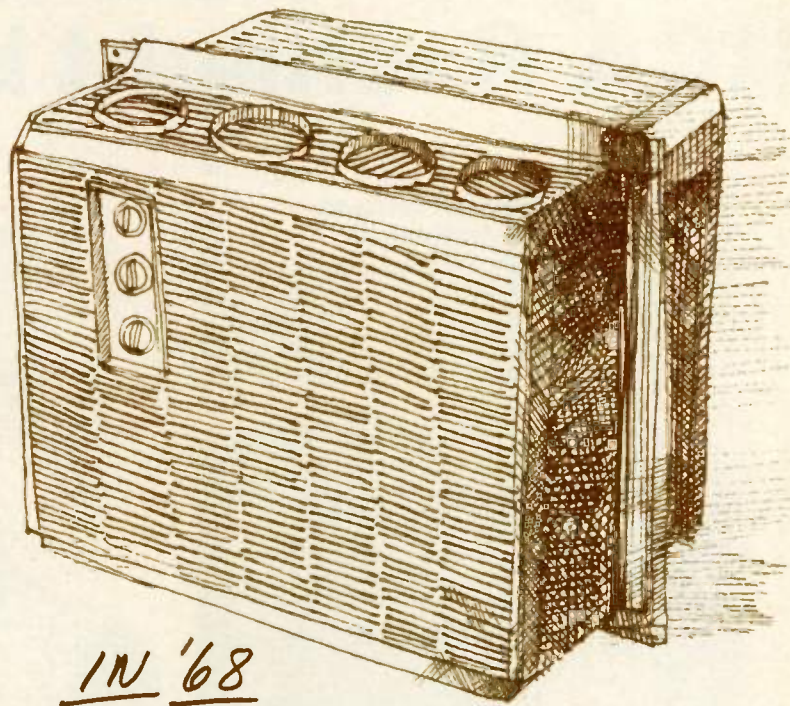
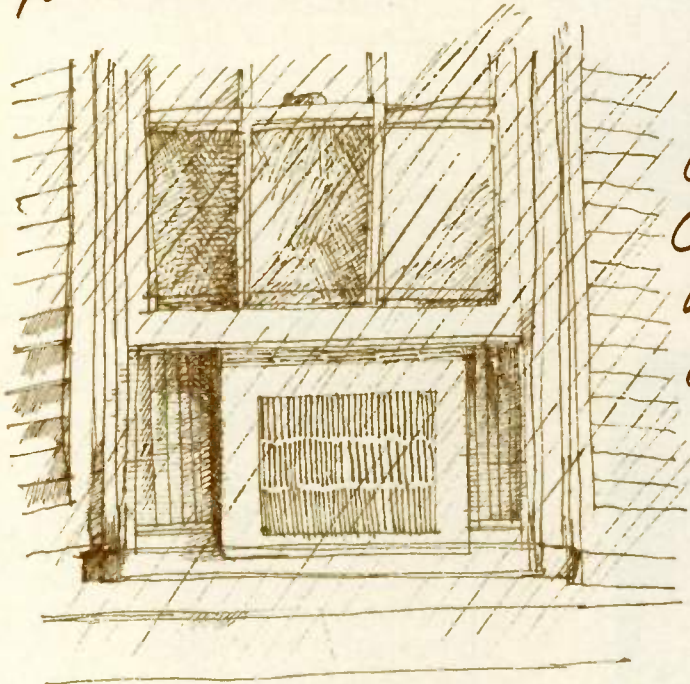


IN '63 WE GAVE IT PAJAMAS.
Remember Thinette?
It was the first practical
compact air conditioner for
bedrooms — thanks to
the quiet GE Rotary
compressor. Easy to mount,
too. You sold a lot of them.

IN '66 WE SAVED IT FROM RUST.

1966 saw the industry's first
(and only) molded case of rugged
GE Lexan.® You sold it by reminding
your customers that Lexan doesn't

rust, peel,
corrode,
chip, break,
crack, shatter,
warp, buckle,
dent, etc.



IN '68
WE MADE IT COLORFUL.

This was the year we
introduced the Fashionette
6000's with Lexan cases
in five DECORATOR COLORS.
Mist Blue, Avocado, Harvest,
Woodhue, and Frost white.

Look for even more GE innovations in '69.
All backed by the quality and reliability
that turn a good idea into a sale. We believe
the harder we innovate, the easier you sell!



**GENERAL
ELECTRIC**

SELL THE LINE OF LEADERSHIP

industry briefs

Sharp Electronics opens Long Beach, Cal., facility

Several unusual products of the future were introduced recently at the opening of the new expanded office and warehouse of the Sharp Electronics Corp., 21580 Wilmington Ave., Long Beach, Cal.

Officials of the City of Long Beach and George Jessel were on hand to officially welcome the company. K. Saitoh, executive vice president, stated that the firm's electronic desk calculators were now official equipment of more than 100 of America's blue chip corporations as listed by *Fortune* magazine.

Among the products of the future

is a 2-in. thick TV set with a 9-in. screen. Sharp, which three years ago was estimated to be 23rd in the import of TV sets claims to currently be in third position.

Another new product of the future shown was an electronic micro-wave oven that will roast a piece of beef in four minutes. It will also bake a cake in five minutes and cook crisp bacon and eggs in 1½ minutes.

Sharp's home entertainment division, in addition to color and black-and-white TV sets, manufactures a full line of radios, cassette and reel-to-reel tape recorders.

Sharp is the wholly owned American subsidiary of Hayakawa Electric Co. Ltd., of Japan.



Quality control lines at Sharp Electronics Corp. Long Beach, Cal., plant.

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.

RCA

AGA "Operation Attack" will promote self-clean ranges

"Operation Attack," a full-scale marketing program supporting the introduction of gas self-cleaning ovens nationally, is being planned by the American Gas Ass'n.

Outlining the program, Henry P. Stockbridge, AGA director of marketing, said it will be "one of the most important efforts ever undertaken by the gas industry. The co-ordinated program," he continued, "will fully utilize all resources of AGA and its member companies to show the advantages of the gas self-cleaning oven." Stockbridge said that AGA was co-ordinating the campaign with manufacturers of the new self-cleaning ranges.

He added that more than \$1 million would be spent by the association for advertising, public relations and sales promotion of gas self-cleaners. "The campaign," he said, "would center around the advertising theme, 'Now! The Gas Self-Cleaning Oven for People Who Like to Cook . . . Period.'"

Advertising for "Operation Attack" will be concentrated in April and May of 1969. Other materials will also be geared for that time period although not necessarily limited to those months.

Included in the list of activities already scheduled is a complete "How To Sell Gas Self-Cleaning Ovens" course. This will be distributed to AGA member companies, which will be urged to use its suggested format according to local market conditions.

To gain greatest impact from its national print and television advertising, according to Stockbridge, AGA will produce point of purchase and sales promotion materials for use at the local level.

John F. Biggi, "Medallion Home" head, dies of heart attack

John F. Biggi, director of the "Medallion Home" program and manager of the business development dept. of the National Electrical Mfrs. (Continued on page 18)



The Mart Washington report

RADIATION LAW PROTECTS CONSUMERS, BUT WILL GIVE DEALERS HEADACHES

By James D. Snyder

New radiation protection law. One of the last bills to squeak through Congress in last month's adjournment rush is a little publicized measure designed to reduce "hazardous radiation" from electronic products. While it's aimed mainly at television sets, it could affect other appliances as well. Dealers, in any event, will feel its impact.

The new law authorizes the Department of Health, Education and Welfare to set proper levels for safe radiation and certify products of manufacturers who follow a government-established series of tests. HEW may also force manufacturers to recall defective products and to refund the buyer's purchase price.

Important note: Section 360 A(g) of the act allows HEW to write regulations requiring appliance and other electronics dealers to maintain records "in order to facilitate the identification and location of purchasers for purposes of defect notification." It adds that such records need be kept only for those products (1) which are the subject of HEW radiation emission regulations and (2) which sell for more than \$50 retail.

FTC guides spark protest. The Federal Trade Commission's proposed ad allowance guides are being opposed by manufacturers, wholesalers, and retailers alike. The guides are based on the Supreme Court *Fred Meyer* ruling that promotional allowances must be offered on equal terms to competing retailers, whether they buy directly from suppliers or through wholesalers. But many argue that the guides go well beyond the bounds or intent of the Supreme Court case.

As written, the Guides would hold manufacturers responsible for making sure *all* retailers know about, and have access to, any promotional schemes afoot. This also means that when products are sold to wholesalers, they in turn must inform their retail customers about the promotional plan and make sure they receive any payments involved *in proportion* to their volume of purchases.

The overwhelming industry response: "Impossible!" Manufacturers claim they'd

face backbreaking costs for additional staff, mailings, records — and lawsuits from all the retailers they couldn't possibly reach. They also insist the necessity for direct contact between supplier and retailer could squeeze wholesalers right out of business.

The critics argue that the guides could also mean disaster for the many small retailers who count heavily on aid from manufacturers to promote sales. They fear small retail operators couldn't afford the extra time, staff and space needed for "proof of payment" records.

Due to the flood of written comments from industry, any final decisions and revisions on the FTC guidelines aren't expected for at least another month. Meanwhile, the agency has already given notice that it probably won't yield on one little-noticed section which makes a retailer legally liable where he "knows, or should know" that his competitors aren't getting the same payment breaks from a supplier. FTC says a dealer's ignorance of discrimination is no excuse — that it's up to him to find out what the other fellow is getting.

Consumer hearings. Inner-city appliance dealers may find themselves in the news again when the FTC begins a five day public hearing November 12 on ways to improve consumer protection. The sessions were prompted mainly by a pilot project conducted by the FTC in the District of Columbia last year to study the impact of existing consumer protections on low-income urbanites.

The hearings this month will rehash the final report and offer a forum for government officials and private consumer spokesmen to suggest new policies for combatting customer deception. One thing you can expect for sure will be renewed charges against retailers of "bait and switch" selling methods, "phony" promotional contests, and deceptive credit advertising. Complaints over product guarantees and servicing may also be aired. One possible outcome: some form of official endorsement for federal aid to help state consumer protection agencies expand their staffs and range of activities. Companion

bills to that effect were in fact introduced by Senator Jacob Javits (R.-N.Y.) Representative Ogden Reid (R-N.Y.), and several co-sponsors in the waning days of Congress. The measures call for financial aid to each state consumer agency, along with power by the Commerce Department to require that each state plan conform to its standards. You can look for them to be reintroduced on Capitol Hill early next year.

Riot insurance act. The Department of Housing and Urban Development (HUD) is cranking up fast to implement the 1968 Riot Insurance Act. Just put into effect at presstime are HUD's official regulations mapped out by Hud Secretary Weaver and a newly-appointed advisory board.

Under the three-month-old law, a self-supporting insurance program affords coverage to insurance companies for losses incurred in riots and other civil disorders. This means that a businessman in a riot-prone, high risk area can now get insurance — *if* his state and his insurance company have FAIR or cooperative plans meeting Insurance Act stipulations.

News capsules

The President's National Commission on Product Safety began its first formal hearings October 23 in New York. Appliances rank high on its "most likely to be unsafe" list.

FTC is readying its long-awaited report on promotional games of chance. Possible outcome: strong guidelines requiring disclosure of a customer's chance of winning. Senator William Proxmire's Banking and Currency subcommittee held its first round of hearings on the mailing of unsolicited credit cards. He's leading up to legislation that would free customers from liability connected with lost or stolen cards.

The August retail price index for appliances rose 0.1 per cent over August. All other items were up 0.3 per cent.

Chances for repealing the "temporary" 10 per cent tax surcharge next year are steadily diminishing. An ironic reason: census figures showing that the tax hasn't taken the steam out of consumer goods spending, as originally intended.

Christmas



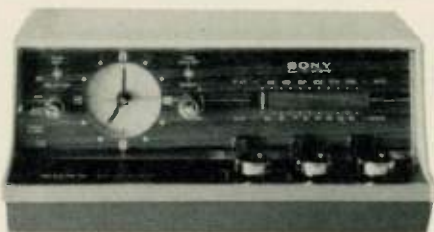
8FC-69W.
Deluxe FM/AM "Digimatic."
Walnut finish. Pillow speaker.
\$59.95.*



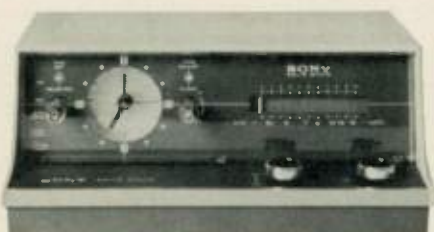
8FC 59W.
FM/AM "Digimatic."
Antique white/midnight gray.
\$49.95.*



8FC-65W.
Deluxe FM/AM.
Walnut finish with silver.
\$59.95.*



8FC-53W.
Contemporary FM/AM.
Ivory and wood-grain finish.
\$39.95.*



8RC-52.
Contemporary AM.
Cream with charcoal.
\$27.95.*



eye-opener.



8FC-55W.
FM/AM hardwood.
Walnut finish with ebony.
\$49.95.*



8RC-54.
Hardwood AM.
Walnut finish.
\$32.95.*



8FC-35.
Distinguished FM/AM.
Finished walnut.
\$69.95.*



6RC-23.
The AM cube.
Simulated walnut.
\$19.95.*

Listen, if someone comes to you for the perfect Christmas gift and you don't have it, it could be alarming.

On the other hand, if you're set with all nine Sony clock-radios, you can pretty much figure to hear the ring of your cash register right up to the last minute.

Because each solid-state Sony is great-looking, great-sounding, and unique. Between them, there's hardly a feature anyone could ask for in a clock-radio you couldn't supply. If you have the supply.

So stock up. After all, when a guy wakes up to a Sony Christmas morning, why shouldn't it mean music to your ears?

SONY®

Chrysler Airtemp.



THE IMPERIAL

Fast-selling top of the line

11 models. 6,500 through 18,000 BTU's. Only 23 $\frac{3}{4}$ " wide, 15 $\frac{1}{2}$ " high. Patented Air Door for draft-free cooling. Exclusive Weather Seal locks out winter wind and weather. Reversible Decorator Panel, with simulated Walnut wood grain and Moca Tan enameled face that can be painted, papered or covered with fabric.

NEW THIS YEAR

Three optional scenic panels for the "Imperial" from the James Seeman collection. An eye-catching way to build store traffic.



"AEGEAN LANDSCAPE"



"ANCIENT VOYAGER"



"VENEZIA di GUARDIA"

Everybody's line.

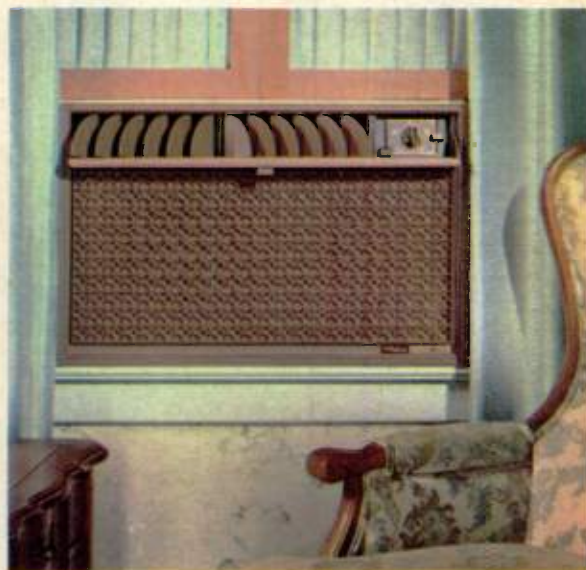


THE TITAN

King-size cooling for home, shop or office
7 models. 18,500 through 33,000 BTU's. Quick, easy wall or window installation. 4-way adjustable coolflow 3-speed blower for draft-free cooling. Only 26½" wide, 21-15/16" high. Model available in reverse-cycle.

THE FREEWAY

Fits all horizontal sliding windows
2 models. 5,800 and 9,000 BTU's. Extremely easy installation. Built for extra quiet. Two-part construction allows refrigeration machinery sounds to be closed outside window. Permanent filter. Rustproof aluminum exterior.



THE TEMPETTE (SLEEPER MODEL)

Ideal for bedroom or nursery

The "Sleeper" Series features high- and slumber-speed blower and thermostat* to maintain the comfort level you select. Top front airflow is adjustable horizontally. Vertical projection of conditioned air is engineered to prevent draft discomfort. Mounting kit is built on... for flush inside mounting in 24" to 40" wide sash-type window. All models include ventilator*. Four models have handsome Decorator panel of wood grain simulated on vinyl. Two have white tone textured panel.

*LO5-91A excepted.

THE CASEMENT

Fits all casement windows

2 models. 5,600 and 7,500 BTU's. Easy installation... no glass breakage. 4-way adjustable coolflow for draft-free cooling. Just close and lock window for complete winter protection.

THE CUSTOM

Ideal for medium to large rooms

Twelve models... five with 8,000 thru 17,000 BTU cooling range... five with 8,000 thru 15,300 BTU cooling plus, for cold weather comfort, 7,400 thru 13,500 BTU heating by way of reverse cycle (heat pump) operation... and two with 9,600 and 12,300 BTU cooling plus 10,200 and 11,000 BTU electric heating.



THE IN-WALL ROOM AIR UNIT

Designed and dimensioned for multi-room structures

11 models in a range of 6,000 through 13,500 BTU. 23¾" wide and 15½" high. They fit virtually any sleeve. For new installation, they're sized to block, brick and other construction standards.

There's an exciting incentive program for you, too. Get all the facts now from your Chrysler Airtemp distributor. He'll show you why you should "go" with Airtemp. Exciting trips aboard the world's most beautiful cruise ship...the S.S. Oceanic. Ask your Airtemp distributor today how and where you can go.

Airtemp



Industry briefs . . .

(Continued from page 12)

Ass'n, died of a heart attack last month in Minneapolis, Minn., General Hospital. Biggi had been in Minneapolis attending a meeting of the International Ass'n of Electrical Leagues when he became ill. He was 59 years old.

A member of the NEMA staff since 1937, Biggi was well known in all promotional and engineering phases of the electrical industry. He served as manager of the former National Wiring Bureau and was

corresponding secretary of the International Ass'n of Electrical Leagues during the years when NEMA was the headquarters for IAEL operations.

Motorola plans Taiwan facility for consumer electronics

Motorola is going to build a factory in Taiwan as a sub-assembly support facility for its consumer electronics production operations, all located in the United States. The announcement was made today by Arthur L. Reese, executive vice president and general manager of the firm's con-

sumer products division.

The company will situate the plant in the general vicinity of the city of Taipei which is the provisional capital of the Republic of China and will schedule production to start sometime during the latter part of 1969. "This overseas facility will not replace any production capacity presently operating or planned for location in the United States but represents a strategic expansion of our long range projected growth in the home entertainment product business," said Reese.

The new Motorola Far East production facility will be operated by Motorola Taiwan, Ltd., as a wholly-owned subsidiary of Motorola International Development Corp. which

manages many of the overseas interests of the parent corporation, Motorola Inc.

The off-shore facility will represent further expansion of the Motorola "feeder" plant pattern which supplies sub-assemblies only to Motorola finished product locations presently established in Franklin Park and Quincy, Ill. No finished products are planned for this facility. Present domestic sub-assembly plants now operated by Motorola in Elgin and Pontiac, Ill., will continue their support activities and are unaffected by the creation of this new company. According to Reese, The Taiwanese operation will export its total output to domestic Motorola assembly plants. The new plant will provide support for Motorola TV, radio and phonograph products currently in the product line of the consumer products division.

Marketing axiom number 1:

SELL WHERE YOU BUY.



Chances are you or somebody in your company uses the Yellow Pages regularly to buy supplies or services you need to do business. A study of just manufacturing firms alone proved 9 out of 10 buyers do. That's why the Yellow Pages is such a good place to reach business prospects with your own advertising. Sell where you buy. It's good business.

Waldner succeeds Coatsworth as EEI marketing div. head

J. Dudley Waldner, marketing director of Edison Electric Institute, has assumed responsibility for the marketing activities and programs of the Institute succeeding James T. Coatsworth who has retired after 22 years with EEI. (See *The Balance Sheet*, page 62, Oct. 1 Mart.)

Waldner has been on the Institute staff since 1956. He was appointed assistant commercial director in 1962, and marketing director in February of this year. A graduate of Bucknell University, he was a member of the sales department of Pennsylvania Power & Light Co. from 1946 to 1953. He was manager of public relations for a national food chain from 1953 until he joined the Institute.

The marketing division is a major component of the Institute, encompassing the work of 12 committees in four market groups — commercial, farm, industrial and residential. Also included are committees concerned with area development and sales training. Live Better Electrically, a national advertising program sponsored by EEI, and the Better Light Better Sight Bureau, and The Electrification Council also are marketing division activities.

USE CHRISTMAS SEALS



**FIGHT TUBERCULOSIS
EMPHYSEMA
AIR POLLUTION**



In the furniture game, Chevy holds a full house.

When the chips are down, the odds are with Chevy tilt cab models. They're built to get a move on. Faster. More efficiently. And with GCW's up to 65,000 lbs., they'll take on plenty of furniture. Easily.

They'll handle it with care, too. Bulky armchairs or fragile mirrors, it's all chinaware to these 72" cab trucks. So bumpy roads are carefully

smoothed out by a combination of semi-elliptical leaf springs, I-beam front axle and heavy-duty shock absorbers. And cargo-shifting S-turns are handled nice and easy by the extra-short cab design with setback front axle.

Steep, truck-stuttering hills are taken in fine style, too. Thanks to Chevy's

powerful lineup of gasoline-powered Sixes and V8's. Included in the group is a husky new 350-cu.-in. V8. Diesel power is also available.

Next time you need a strong furniture mover, ask your Chevrolet dealer about a Chevy tilt cab. It's your best move. . . . Chevrolet Division of General Motors, Detroit, Michigan.



More trucks are Chevrolets
because Chevrolet is more truck!

HEAR US OUT



...and we'll tell you how GE's Porta-Fi® system can heavy-up portable phonograph sales!

If you really want to get your portables moving, start pushing the Porta-Fi system.

It's a General Electric exclusive. A remote sound system with a portable speaker that plugs into any electrical outlet, in any room in the house! In the garage, on the patio, too!

Sound is transmitted over housewires, so no custom-wiring is needed. No trailing troublesome extension cords either!

And Porta-Fi is available with 6 different GE portable phonos. Shown below, GE's T975

with AM, FM, FM stereo radio plus stereo phono. Sell it to your customer with Porta-Fi and he can pick up whatever he wants, in any room he wants to hear it. Sell him on Porta-Fi, and you can pick up, too. On more portable sales!



No wonder GE phonos outsell every other brand.

GENERAL  ELECTRIC

Audio Products Department Decatur, Illinois

WRH

A Mart magazine city-study



THE SUBJECT IS RANGES

Survey shows that dealers who display them in quantity not only sell more but make better margins.

By Ken Lilienthal and Milton Gussow

Here's a way to make money on ranges: (1) Make room on your sales floor for at least 10 of them. (That perhaps is the key to selling *numbers* of ranges.)

The next phenomenon follows naturally: (2) Once you're selling more ranges, you'll likely find you're making an above average dollar on each one sold.

(3) If you already are selling "a lot" of units and still not making an above average profit — near 33 per cent — then raise your selling price, grit your teeth, keep smiling, and don't sell for less than your price.

That might not be the way *you* are selling ranges profitably, but that's the "formula" that emerged from an analysis of the tabulations derived from a week-long survey by **Mart** magazine of dealers in the Harrisburg, Pa., metropolitan area.

If there's a single lesson to be learned, it is *charge-more-you-deserve-it*. That's what the most outstanding dealers say.

Most of the dealers interviewed by **Mart** editors don't sell many ranges. More than half of them sell fewer than 50 units annually.

And, the ones who display more, sell more — and earn better margins.

Only a quarter of the dealers interviewed earn 33 per cent gross profit on their range sales. About 15 per cent of them make 29 per cent. The rest of the dealers make less.

Here are the percentages of *range units* sold at various gross margins in the Harrisburg market:

| <i>Per cent of Are sold at ranges</i> | <i>gross margin of:</i> |
|---|-------------------------|
| 1 per cent | 10-15 per cent |
| 5 per cent | 16-20 per cent |
| 43 per cent | 21-25 per cent |
| 51 per cent | 26-30 per cent |

Population of the Harrisburg metro area as of two years ago was 386,000. This

is projected to increase to 540,500 by 1980. The city itself is "on the move" and is the pilot city in Pennsylvania in urban renewal that has included a modernization and revitalization of the downtown business district. Its Chamber of Commerce boasts that there's hardly a parking problem anywhere (a fact to which **Mart** editors, having driven through the area extensively, can testify).

The capital of the State, Harrisburg is regarded as central Pennsylvania's shopping center. The area claims the highest per capita retail sales in the State (total area retail sales are estimated by *Sales Management* to have been \$792,277,000 last year). Household furniture and appliance sales combined are put at \$33,421,000. Surveys have shown that consumers from more than 400 central Pennsylvania communities regularly buy at area stores.

The city is a distribution center, exceptionally well-endowed with highways, railroads, airlines, truck carriers and com-

muter and other public transportation. (It is proud of a greater density of major highways than any other city east of Chicago.)

And, its households are primarily electric, being served by the Pennsylvania Power and Light Co. and the Metropolitan Edison Co. Natural gas is provided by the Harrisburg Gas Div. of UGI (formerly known as the United Gas Improvement Company).

The area is served by two television and four radio stations. Dealers can also advertise in a morning, evening and Sunday newspaper.

Do they emphasize ranges in their advertising? Not often, dealers say. Ranges are, however, included in their regular advertising, but rarely get special emphasis.

The portion of appliance dealers who sell both gas and electric ranges is indicated by the **Mart** survey to be 76 per cent.

Those who sell both gas and electric sell five times as many electric as gas units.

Eighty per cent of the dealers do a range

volume that runs between 5 and 15 per cent of their total appliance-radio-TV business.

Fifteen per cent of the dealers do between 16 and 20 per cent of their ARTV business in ranges. Only 5 per cent of the dealers interviewed do a volume in ranges that consists of between 21 and 33 per cent of their total sales. (None reported doing more than 33 per cent of their business in ranges.)

The cheapest range reported carried by anybody sells for \$90. The most expensive is priced at \$1,050. Twenty per cent of the dealers reported selling (or "handling") the high-figure model. *These* dealers — the ones who carry the \$1,050 unit — also stand out as carrying cheaper than average low-end units. The typical \$1,050 high-end-unit-dealer handles a low-end unit averaging a selling price of \$130. The average "low-end" unit carried by *all* dealers was \$160.

Five per cent of the dealers carry a really

big price spread: from a low of \$90 to a high of that \$1,050 model.

Sales of free-standing far exceed sales of built-in units. The ratio of FS sales to BI sales was tabulated at 6½-to-1. The ratio of Harrisburg dealers who sell both FS and BI ranges was fixed at 4-to-1.

It was noted that an increasing number of new homes built include free-standing ranges; also that an increasing number of remodeling jobs called for the installation of free-standing units. Yet, half of the dealers surveyed reported a slight increase in sales of BIs, attributed largely to replacement of old BI units.

"Quality control": Sixty per cent of the dealers found the quality of ranges coming from factories no better or worse than last year's outputs. And, these same dealers rated quality control as "good" — that is, nothing much to complain about. Twenty per cent reported "worse" quality control, and 20 percent said there was "better" quality control than a year ago.

Jack Gross, Miller Auto Supplies



Mark Mumma, Mumma Electric Co. East



Gerald Gibney, Thomas & Gibney Ken Lindeman, Jay's Electrical Appliance



Vernon Hoover, Hoover's Radio & Supply

Ed Bruce, Trindle Road Appliance

George Cullen, Cullen Bros.

Mrs. M. Smyser, Mosser M. Smyser

Some observations-at-random made by Mart editors during the survey of the Harrisburg market:

Jack Gross, appliance buyer and assistant to the president for nine **Miller Auto Supply Stores**, finds that part of his projected increase in range sales has been hindered by builders being able to buy direct from manufacturers. "They are beginning to buy lots of free-standing units now, especially the eye-level models, and at prices lower than we can get from the distributor. They buy only a fraction of what we do, but get a better price break, so we have trouble competing for the new home and apartment market."

"A new feature that would be practical as well as impressive could be indicator lights for each burner on an electric range," says **S. E. Jamieson**, of **Blue Ridge Electronics, Inc.** "This would help preclude a child acci-

dentally burning himself if the single indicator were burned out: There would be four instead of one."

Remodeling and replacements are credited for a rise in range sales at **Rozman Brothers**, according to **Lou Rozman**. Innovations, such as electronic ranges, self-clean, and decorator colors are the biggest factors in selling up for a big-ticket sale, he finds. He believes there are few ranges being replaced that are under 10 years old because "ranges have not changed much in styling." (Also, most dealers concurred, ranges never really wear out.)

Hoover's Radio and Supply Co. has experienced a rise in dollar volume from ranges in

Although the question was not included in the survey, many dealers volunteered that — distinct from the quality of the range that was produced — ranges delivered to them often had suffered from damage in transit somewhere along the line because of rough handling which the factory packaging did not withstand.

The great majority of dealers reported fast-increasing sales of self-clean ranges. In fact, 70 per cent cited self-clean as the best sales feature. Other features reported as best sales features centered on "cleanability" — ("Teflon" oven liners, easy disassembly of the units for cleaning purposes, removable drawers, etc.)

"What would you consider perfect line length?" Consensus was that "perfect" line length would consist of three or four in both 30 and 40-inch sizes, plus two eye-level models. Most dealers thought that lines are too long. But, as one dealer put it, "What's the difference — I buy and display only what I think I will sell."

Another dealer however, argued: "The one they (consumers) want is often one I don't have. They want to see the catalog, and there they find the one they think they want. Naturally, since I don't stock it, there must be a delay in delivery and, consequently, often a lost sale."

The average age of traded-in ranges checked out as between 15 and 20 years. A slight — just barely perceptible — recent trend was discerned on the part of consumers toward trading in sooner. But as one dealer said, "How old do I know the trade-in is? Why should I bother to even ask?" As another dealer no doubt accurately put it, "Silly question. First, how would I know? Second, why on earth should I inquire of the customer. Third, how would the customer remember anyway when she bought it? The best answer you'll get to that question is poor guesses based on vague impressions from dealers who won't want to say, 'I don't know.'"

Most of the dealers surveyed do take

trade-ins — which for the most part they either give away or junk. Very few bother to repair them for re-sale. Most said they do their own range service, and most reported that service of ranges is no problem.

What selling features would dealers like added? Most had no idea at all. Of those who answered the question, here are some of the suggestions that came forth:

Glass oven door on self-clean (Westinghouse, at least, offers this); flat-top range surface; dependable automatic burner; stainless steel range tops, infinite heat (on electric ranges); individual burner indicator lights (on electric ranges); easier cleaning beneath surface units; knobs instead of push-buttons.

Most popular color, of course, is white. Copper was confirmed to be next most popular, with avocado rapidly catching up. It was noted that the dealers who sell an above-average number of ranges also sell a higher percentage of color — possibly because they display more color.

Henry Jones, Jones Washer

William Mannix, Village TV & Appliances

Lou Rozman, Rozman Bros.

Guy Ridge, Gables Appliance Centers

Charles Hand, Miller's Furniture



Harry Geiger, Geiger's Appliance

S. E. Jamieson, Blue Ridge Electronics

Lloyd Lamason, J. H. Stocks Associates

John Mumma, Mumma Electric West

the past year due to an increase in the selling price of the volume mover. **Vernon Hoover** attributed this to one fact: "Last year I went to a NARDA management institute at the American University in Washington, D.C. I was so impressed by Harry Price (dealer) of Norfolk, Va., that I talked with him for hours one evening. His formula of promotion, plus naming my price for a particular unit and sticking to it no matter what the competition is doing has paid off for us in profit."

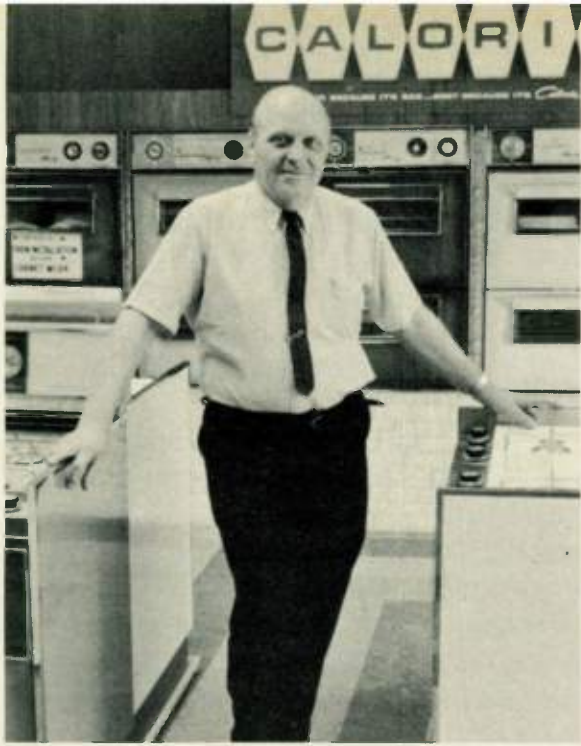
A magic price seems to be around \$248 at **Miller Furniture**, says **Charles Hand**, appliance and TV buyer for the nine-store chain. "It seems to me that the manufacturers should be able to build a range with all the most wanted features to sell at that point."

The chain places major emphasis on gas ranges and, as a result, over 70 per cent of the ranges sold are gas.

Innovations in ranges help increase the ticket, and although some dealers may be uneasy about taking on \$1,000-plus electronic ranges, quite a few dealers in Harrisburg were displaying — and selling — the General Electric "Versatronic." "Very few new features have been available to stimulate and interest customers to update serviceable ranges," says **Mark Henry**, store manager of **O. B. Lank, Inc.** "Self-clean has been around for some time and is available in all lines. Now, the excitement is in this newest way of cooking — with microwaves. Admittedly, there are not too many customers

who would spend that much for a range, but by having it available it creates interest and an occasional high-ticket sale."

One dealer who finds that he can successfully sell builders is **Mark R. Mumma**, of **Mumma Electric East**. "We moved 331 ranges last year, about half of them to builders. I don't expect to make the same gross margins as we make at retail, but the builders buy ranges in bunches and the installations in new work are often easier than in established homes. Also, with builders, we have been able to spread our sales over 12 months instead of the peaks we used to have in the fall. Builders are also able to move more high-end, self-clean ranges than we could at retail alone."



"They come in wanting to buy a self-cleaner," says Dealer Haas, who adds that carrying self-clean ranges has brought in a lot of new business that firm wouldn't have gotten otherwise.



Quick take-apart of range is impressive to customers, Manager Lloyd Levitt has found. "But you also must show them that you can put it back together again."

Firm's installation know-how

Sells free-standing self-clean ranges as built-in replacements

Cost of "package" often reaches \$800.

Despite operating in a market where about 80 per cent of the ranges replaced are built-in models, Rockland Appliance Center, West Nyack, N.Y., is doing an excellent job selling the self-clean free-standing models it has carried only since mid-August.

The firm has found, says Dealer Francis Haas, that self-clean is so desired that very frequently customers purchase, in addition to the range, an installation job that runs in price from about \$100 to \$150.

Haas and Manager Lloyd Levitt both give specific credit to the brand they carry for putting the store in a position where, though only two years ago it had done "not much" business in ranges, its current range volume is fast approaching 25 per cent of total sales. And, total sales are increasing too.

The market served has, they say, the highest electric rates and the lowest gas rates in New York State and thereby is of course virtually all-gas.

The range line is Caloric, which is Fair Traded. The market is largely middle class, and the area for several years has been among the fastest growing in the State. Development homes abound. So do range replacement sales; residents are stepping themselves up from low-end builder-supplied units to more feature-filled types.

Haas stresses that the firm, which employs 13 service and installation men,

is well geared to handle most any installation problem. Indeed, it has for years, particularly with automatic dishwashers, successfully coped with just about any conceivable mechanical situation.

The cost of the self-clean range, plus cost of installation, plus the sale of a range hood, often puts the ticket for the package in the neighborhood of \$800.

The installation typically requires removal of existing cooktop surface unit and the cabinet in which it is mounted. A self-clean free-standing range is then slid in. At the suggestion of Haas or Levitt, often the customer will decide to keep her wall oven and use it as a second oven. Or, Rockland Appliance will take it away, get rid of it, and replace the cabinet. Plumbing, electricity, cabinet work, delivery, installation — all phases of the job are handled by the firm's own employees.

Rockland Appliance is set up as three companies — parts, service, and sales — each of which has its own books.

Haas has found that the selling job is not one of stepping up a prospect from a non-self-cleaner to self-clean. "They come in wanting to buy a self-cleaner," he says. "But sometimes they balk at the price, and then it becomes a matter of selling them a standard range, rather than losing them entirely. We started advertising 'Ultra-Clean' two months before we had any stock. The day after the first ad ran, we had 15 in-

quiries asking when it would be available.

"And not only is the self-clean business in itself very good," he adds, "but our carrying the line has brought in a lot of new business that I don't think we'd have gotten otherwise."

Rockland Appliance is in the midst of a "Think Clean" bumper sticker campaign that it kicked off a couple of weeks ago. It will run for about 10 weeks. In newspaper advertising and direct mail, consumers are urged to come to the store, pick up a bumper sticker, affix it to their car and "wait until one of our spotters (they're everywhere) sees your car. Hell note your license number and we'll print it in the newspapers. Then . . . come on down and pick up one of the many valuable prizes."

Small lettering on the sticker reads, "Caloric Ultra-Clean Gas Oven/Broiler"

A direct mail letter, which ultimately will reach 5,000 homes, also works in behalf of the new ranges and extends a "cordial invitation to you and your family to visit with us and see (them)." The letter emphasizes the firm's service facilities and experience.

Dealer Haas, who substantially credits his firm's success to service — mechanical and otherwise — plus "old fashioned" selling, at the moment strongly wishes for one more asset: "a self-clean wall oven. If we had it, we could increase business 10 times!"

The department store

E. J. Korvette builds new head of steam on private label program

By Isadore Barmash

E. J. Korvette, one of the most successful discount department store chains in the country, likes controlled brands. It likes them so much, especially in hard goods, that it has generated a new aggressive merchandising program for them, despite a few unhappy experiences, notable one in major appliances.

Controlled brands, sometimes called private or store brands or "labels," have been a feature in Korvette's merchandising scheme for more than 15 years. It started in the drug and chemical housewares departments, because the effort was easiest in those areas, and has since spread to some 20 different departments in Korvette's 45 stores. Today, controlled brands account for about 15 per cent of total hard goods sales and are due to grow.

Korvette's management liked the controlled brand concept for pretty much the same reasons that other store brass have

expressed on the merits of having their own brands over the years: Controlled brands are more profitable because the markup possibilities are better than national brands; they allow the retailer to offer a better value (although they require a greater merchandising and selling effort); and they give the store a measure of exclusivity that national brands frequently do not because of widespread distribution.

But, in Korvette's case and those of other discounters, the controlled brand is also an answer to obtaining the equivalent or near-equivalent of national brands that the big branded supplier often is reluctant to sell them.

Korvette has done exceptionally well with the store brand. From 1967 through this year, sales in controlled brand merchandise rose 34 per cent. And in the current fiscal year, declared Lee Arlitt, Korvette's vice president and director of

product development and quality control, "We are projecting an increase of 64 per cent."

Today, in several key departments, the controlled brands represent an important portion of business. A few examples:

| Department | Sales % of Total Department's Sales |
|--|-------------------------------------|
| Housewares (closet accessories, chemicals, soaps and detergents) | 20% |
| Traffic Appliances | 10% |
| Hardware & Patio | 25% |
| Radio and audio (radio, hi-fi, components, speakers) | 25% |

In major appliances, the percentage these days is less than five per cent of the total department's sales and thereby hangs a story:

Korvette's quality control team works with merchandise managers to effect an integrated approach:

From left: Sy Sussman, quality control manager; Sam Diamond, divisional merchandise manager; Perry Ferrara, divisional merchandise manager; Lee Arlitt, vice president and director of product development and quality control; Harriet Krakow, assistant director of product development and quality control; and Anita Mott, president of Anita Mott, Inc., industrial designers.



About four years ago, Korvette arranged with the Leonard Refrigerator Co., then a subsidiary of American Motors, to produce a line of Leonard-Korvair major appliances. Korvette had great hopes for the line but it didn't have the sales results the chain expected. Now, that line is being phased out, according to Arlitt.

What went wrong? "The items were all coming out of one company," he said, "and we made a very few 'cosmetic' changes, only some surface changes. We upgraded the guarantee, offering customers a two-year guarantee instead of the usual one-year guarantee on national brands.

"That was our major appeal, but we offered only limited selectivity. We gave the public refrigerators in various sizes, single and double-door models and washing machines and dryers. Washing machines, reflecting our normal breakdown in sales, did best," he said.

Korvette now is planning to revive the controlled brands in major appliances, but the direction is still being discussed, Arlitt added. However, this much has been decided: "We will offer more selectivity and more styling," he reported, "and we plan to service our own units. We have used the manufacturer's service setup but we are now working to set up our own service facility."

Korvette, now a division of Spartans Industries, Inc., is hardly dismayed by that experience. Its controlled brand program has been so successful and has yielded

enough added profitability that the management is now generating more steam behind the concept than it has since controlled brands were first sold in the Korvette stores.

"Our top management is keenly interested in controlled brands because the volume is high and the markup opportunities are better," said Arlitt. "Our markups in those brands run from five to 25 per cent better than national brands and there are some exceptions where we derive even greater markups than that.

"The value that you can offer the public in controlled brands comes from the fact that you can buy directly from the manufacturer and that cost is predicated on the manufacturer's costs minus advertising, commission, factory reps, and so on. It's what I call a 'clean cost,' he said.

As the success of the controlled brands in all other departments where they were sold became clear, Korvette several years ago set up a special department to handle them under the direction of Arlitt. He had been a Korvette merchandise manager, merchandising drugs, cosmetics, vitamins, appliances and hobbies for 11 years. In his new post, where he has established a staff of seven people, he heads up to E. Lawrence Goodman, vice president for sales promotion and through Goodman to Leonard Blackman, president of Korvette.

The new department was created not merely to be the control point for the program but to co-ordinate the separate func-

tions of quality control and merchandising, insofar as they pertained to controlled brands.

"Having each buyer and merchandise manager responsible for creating their own products in controlled brands led to an overlapping, inefficiency and a loss of identity in image and packaging," Arlitt explained. "You can't wear two hats when it comes to two separate functions such as quality control and merchandising — it's self-defeating when you do — and we have been able to avoid that in our new setup."

How does the process of obtaining controlled brands work?

SPECIFICATIONS — "We are at times submitted specifications for new controlled-brand products by manufacturers and we study them, that is, both the quality control and the merchandising staffs. There are times when we submit our own specs to a supplier. In the area of chemical housewares, it would be more normal to work with the manufacturer's specs. In radio and hi-fi, we usually submit our own. And in housewares, we have been mainly using the manufacturer's."

MARKETING RESEARCH — "The controlled brand starts with some marketing information. Sometimes, this comes from the buyer or merchandise man and sometimes from our own department. In the case of the buyer, he will list some marketing idea or market need for a product. We have forms for him to fill out, involving distribution patterns, a history of the

"... Despite all the arguments for the national brand, women select products, rather than brand names, as shown quite dramatically in most household goods ..."



Kor/Sonic is the name that Korvette uses in its controlled brand program for a large group of radio and hi fi products. XAM is the store label for audio.

vendors who make private label goods in his area, a financial history of the vendor, and so on.

"Then, after samples are submitted from one or more suppliers, my department will do vendor evaluations. We actually visit plants to determine if they are capable of producing the item in quantity; we examine their equipment and quality control, and check on their ability to ship on time."

WORKING WITH THE SUPPLIERS — "The number of vendors making controlled label merchandise is increasing because it is difficult to ignore such a market in the face of giant retailing. The competition from the big chains that sell their own brands is forcing many manufacturers to produce such goods. By carefully screening the manufacturer and his work for us, we have had long-standing relationships with more than a few of them. Today, in the 20 departments in which we sell controlled brands, we have in each of them several major and several minor suppliers of the controlled brand goods. The total number of such suppliers working with us runs to almost 100."

DECIDING ON THE RIGHT PRODUCT — "When we get the sample in from the supplier, we examine it for quality and then our department will make recommendations to the merchandising staff. Profitability and pricing for success are then examined."

The item that most closely meets three criteria is then selected. The criteria are:

(1) Quality should be at least equal to a

national brand; (2) the item must offer us a predetermined profit figure; (3) it must enable us to sell it at a competitive price.

Commitments with selected manufacturers range from three to nine months.

So much for obtaining the controlled brand product, but how can it be best merchandised?

Much effort now is being expended at Korvette to training of employees so that they can effectively sell the controlled brand. An audio-visual training program to accomplish this is now under way in the Korvette stores from New York to St. Louis, as part of a more sustained effort in the entire program packed up by top management. Arlitt feels that a full-scale audio-visual training program of this kind is much more effective than the sporadic individual efforts to train salespeople in the sale of specific products as presented by representatives of the manufacturers themselves.

Co-operative ad money is available from some private-label producers, but it is considerably less than they will offer on national brands. Korvette does occasionally participate in such co-operative arrangements on its controlled brands.

In addition to the departments already mentioned, Korvette sells private label goods in hardware, drugs, hand tools, power tools, and paints, but has some exceptions, such as phonograph records and books.

"We want to create sizeable groups of controlled label products in each depart-

ment," Arlitt said. In drugs, the Korval line literally includes hundreds of items. Similarly, in the radio and audio department, where the private label item was first sold starting 5 years ago, the Kor/Sonic and XAM brands are constantly being augmented.

In the Korv-Air line of traffic appliances or housewares, the array includes electric fry pans, electric can openers, fans, heating pads and vaporizers. Korvette now is working to add to that department controlled brand electric percolators, four-slice toasters, blenders, hand mixers, electric toothbrushes and an oral lavage (similar to a water-jet for oral cleaning).

Throughout its controlled brands program in traffic appliances, Korvette is offering "better guarantees" than national brands. For example, customers get a one-year guarantee as opposed to a 90-day guarantee and have a one-year replacement opportunity, as contrasted with the national brand producer's usual repair program, Arlitt said.

"We consider this an important, strategic appeal in the light of what is happening today in the declining quality of many products," he added.

The packaging concept has also been redefined, since, in the view of Arlitt and the Korvette management, "You can't separate the packaging from the product." Clear presentation is a key objective in packaging, including the use of generic terms and "no contrived names or features."

Television is not yet included in the controlled brands program "but it is definitely in the cards," he said. Would this come from domestic or foreign suppliers? Arlitt could not answer at this point, but added, "We do use some foreign suppliers for other controlled brand items."

Korvette is convinced that it is on the right track with its program, based on the success it has had in the past. Said Arlitt: "Despite all the arguments for the national brand, studies have shown that women select products, rather than brand names, as shown quite dramatically in most household goods."

He admitted that the point could well be argued by the advocates of the national brand. But, in his view, all the indicators are that the controlled brand will do well. "People want value and that means that the demand, as indicated by the changes in the consumer makeup, will continue to grow for the private label item. Age group changes are broadening the market in the midst of a growing affluence.

"Younger people are becoming an important part of the consumer market," he noted, "while older people are retaining their place. But perhaps the most important change of all is that yesterday's luxuries have become today's necessities."

XAM audio equipment is a prominent feature of the Korvette controlled brand program.



Korv-Air traffic appliances such as this toaster-broiler are due to receive an expanded array of products and a greater merchandising push by Korvette.



ZENITH SIGHTS & SOUNDS OF '69!

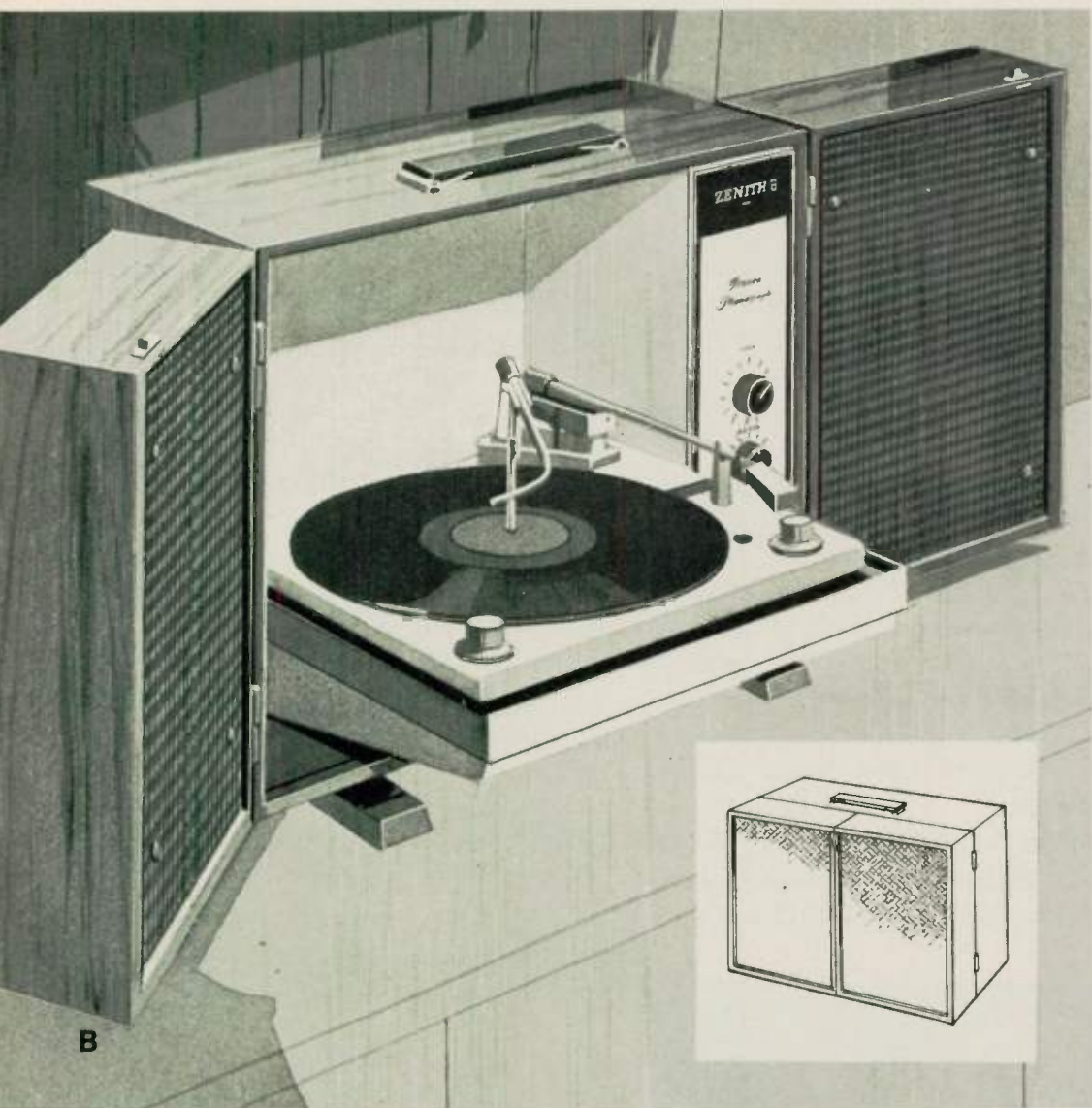
***All-new concepts...
all-new features...
all-new values...
in '69 Zenith portable
stereo and radio!***



**Zenith's revolutionary
"Circle of Sound" stereo
now with FM/AM/Stereo FM radio . . .
for even greater appeal!**

Now the hottest-selling stereo of '68 becomes still more exciting! More versatile! Zenith adds a new solid-state FM/AM/Stereo FM radio to the exclusive "Circle of Sound" stereo—so now you can be surrounded with full, rich, stereo sound from either phono or radio . . . no matter where you sit in the room! 100-watt peak music power solid-state amplifier. Handsome grained American Walnut color or grained Pecan color cabinet. *The Troubador*, Model Z590.

Shown: *The Troubador*, Model Z590.
Also available without radio and with
80-watt peak music power solid-state
amplifier in grained Walnut color
cabinet. *The Moderne*, Model Z565.



A. Zenith solid-state portable stereo
with exclusive Verti-Plane speakers for dynamic new sound!

Zenith introduces the first compact, portable stereo with two giant 14" rectangular detachable speakers . . . for sound reproduction never before available in its price category! Other Zenith high-performance features are: 24-watt peak music power solid-state amplifier. Stereo Precision automatic record changer. Exclusive Zenith Micro-Touch® 2G tone arm. Rich, grained Walnut color cabinet. A demonstration sells it! *The Canzonet*, Model Z558W.

B. Zenith's value-packed portable stereo
offers outstanding features at a low price!

Each Zenith quality speaker unit (with console-size 9" oval speaker) swings out—or may be detached up to 7½ feet away, for total 15-foot stereo separation. New, positive-locking speaker catches. Fully transistorized solid-state amplifier. Diamond stylus and ceramic cartridge. Tilt-down record changer plays all speeds. Separate loudness, balance, and tone controls. Vinyl clad cabinet in handsome grained Walnut color. *The High Rise*, Model Z552W.

C. Zenith's exclusive "Billfold" radio
delivers powerful performance . . . open or closed!

First of its kind, Zenith's brand-new "Billfold" portable is uniquely designed to play open or closed with superb tone. And when the perforated cover is closed, it prevents accidental detuning. Zenith 8-transistor circuitry design for improved sensitivity. Choice of beige, dark brown or ebony color cabinet. Complete 4-piece gift ensemble includes radio, earphone attachment, 2 penlite batteries and attractive gift box. *The Royal 16*.

CELEBRATING ZENITH'S GOLDEN ANNIVERSARY
BEST YEAR YET TO SELL THE BEST



ZENITH
® The quality goes in before the name goes on

PERMANENT PRESS: A forgotten sales feature?

Dealers tell

why they are – or aren't – promoting it in merchandising dryers.

By Milton Gussow

Permanent press has become a commodity in the clothing business, and a shopper would be hard pressed to find a laundry pair that is not equipped with this modern feature which holds promise of liberating today's woman from her ironing board forever.

But dealers report very little effort is being expended, or their part, to bring this message home to the woman. They are not telling women that they can be emancipated.

In a *Mart Magazine* survey of dealers, few emerged who are actively pushing permanent press in their ads, other than a mention of it among such other features as automatic drying, sprinkling and other innovations.

Some utility promotions and the "Waltz Through Washday" theme are pushing the permanent press idea, but these are seasonal, despite evidence that shows laundry equipment is increasingly losing its seasonal status.

Exact statistics are not available on the number of permanent press laundry-equipped homes, but a good estimate puts saturation at less than 20 per cent, and probably closer to 15 per cent.

"With all the publicity that the 'shelter' magazines, women's newspaper pages, and television home economists are giving permanent press," said George Fallucca, of

George Fallucca, Automatic Washer, Morton Grove, Ill. . .

"almost impossible to sell a unit without permanent press."



Automatic Washer and Dryer Sales and Service, Inc., Morton Grove, Ill., "there is little need for us to use advertising space to promote it.

"Customers demand permanent press cycles on laundry equipment, and I probably would not be able to sell a machine not so equipped. We've not specifically promoted permanent press in about four years, but use it as part of our total story of quality, service, and other new features. Price, usually on a leader machine without permanent press features, brings the customer in and, once in, it's up to us to sell permanent press and other new features."

Bucher's Appliance Co., Mishawaka, Ind., does think the permanent press story is important to tell its customers, according to George Bucher, Sr., and in the past year has even offered a "money back guarantee" to its customers if they would just try the new machines.

"Our suppliers sort of frowned about that," said Bucher, "fearing that there could be some repercussion or returns. But



George W. Bucher, Sr., Bucher's Appliance Co., Mishawaka, Ind.,

"money back guarantee creates extra sales even where they had serviceable machine."

customers were so pleased with the results of the new machines, we got praises instead of returns.

"The 'Waltz' programs have been very helpful in getting the message across, as have been the many articles being written about this wife-saver. Even the detergent and allied products commercials have helped tremendously in putting the message across. Permanent press being featured by the department stores and in their fashion commercials on TV also give our modern laundry equipment a boost. Hang-tags on garments often give the added push that can mean a trade-in on a serviceable machine for a combination of decorator colors and permanent press features."

But not all consumers have gotten the permanent press message, according to a dealer in a predominantly low-income area of St. Louis, Mo.

"Some are aware of the miracle fabrics," he said, "but in general all they are interested in is getting their clothes clean. We have to educate them on the features of the modern dryers, but more often than not if we sell them up on a deluxe machine many

George Annoni, president, Johnston's, Minneapolis, Minn. . .

"if the salesmen don't use permanent press in their pitch, they're spinning their wheels."



of the important features go unused.

"While this is true in the older generation, some of the younger, better educated, newly marrieds are certainly more aware of the labor saving devices on the new machines, and do respond to national advertising by asking for these modern innovations in laundry equipment."

"Permanent press cycles are so important," says George Annoni, president of Johnston's, Minneapolis, Minn., "that it is difficult for our salesmen to sell any appliance without the feature. Besides, if you don't talk about permanent press to the customer, you're spinning your wheels.

Billy Yates, General Appliance Co., Dyersburg, Tenn. . .

"women don't want to iron any more; emphasize permanent press on sales floor."



Richard L. Mitchell,
Mitchell Radio and Appliance, Rockford, Ill. . .

"hang-tags in department stores, and home economist articles have helped in the education to benefits of permanent press."

Women are faced with miracle fabrics wherever they go shopping for apparel and household linens."

Not only is the customer convinced of the merits of the feature, so are the salesmen. Annoni recalled a recent purchase he made of a number of dryers without the permanent press feature, at a very good price. He had hoped to run a special so that he could get in and out in a hurry.

His salesmen balked at even pitching the customers on these machines, and Annoni finally got rid of the dryers by putting a good spiff on them to "sweeten the deal" for the salesmen.

As with the private label merchandisers,

Lionel Byrd, Byrd's TV and Appliance, Biloxi, Miss. . .

"permanent press is old hat now; use other, newer features."



Johnston's does use non-permanent press machines as price leaders, but according to Annoni, "If the story is told right, you couldn't give one of these leaders away."

Hang tags on garments in stores are a growing factor giving added sales of dryers which has brought exchanges of serviceable machines at Mitchell TV and Appliance, Rockford, Ill.

"Permanent press education is getting so general," said Richard Mitchell, son of the owner, "that we quite often find women trading up a three-to-five year-old machine without miracle fabric cycles to take advantage of the new features. Many of these are part of a remodeling, or families that are moving to new homes or apartments, but the surprise is that they are giving up serviceable machines for the new features. We tell the permanent press story in most of our advertising, and find it pays off in many ways, especially in happier customers."

Since the permanent press cycles have been with us for several years now, there are many dealers who feel that other newer features are more important to push, such as variable speed solid state controls and other innovations which make for higher ticket sales.

"Everything available now has permanent press cycles," says Lionel Byrd, of Byrd's TV and Appliance, Biloxi, Miss. "What's there to compare it with? People are aware of permanent press, and would not buy a machine without it. Since permanent press is a commodity that people expect in dryers and laundry equipment we use other features in our advertising to attract attention. The most important being a non-permanent press cycle, price leader, which is a stepping stone to other more desirable machines."

Another dealer who finds that he does not need to feature permanent press in his ads, is Billy Yates, president of General Appliance Co., Dyersburg, Tenn.

"Women are pre-sold on miracle fabrics," Yates said. "They don't want to iron any more. They're aware of this time-saver, and understand the difference will cost them money to get the feature. They don't mind paying the price for convenience sake."

But Yates admits that most dryer sales he makes are to customers who have worn out their old machines or those who are just getting their first dryer. Few women are trading up to the new features by exchanging serviceable units in order to take advantage of the new fabrics.

better service

A philosophy of
**"Sales through service" accounts for
50 per cent of home laundry volume**
and is this dealer's success story.

By Walter Browder

The inside story behind the slogan at A-1 Home Appliances, Long Beach, Cal. — "We're famous for sales and service" — is that *new sales come from service*.

"Home laundry sales account for about 30 per cent of our total business," says William B. Eastman, owner, "and 50 per cent of our home laundry sales are a direct result of referrals from our service department. In most cases, customers who buy new merchandise 'through service' never set foot in our store."

Here is how "sales-through-service" is accomplished:

A strong base is established by the prestige of the store's service department in Long Beach.

Every advertisement that Eastman runs in the *Long Beach Press Telegram* carries these lines: "From Our Service Dept . . . Our fleet of trucks carry a full line of parts

to do a complete job. Our factory-trained men do ONE-STOP SERVICE and don't keep you waiting."

Other ads boast: "We have a 35-year reputation of service to our customers who have bought appliances from us three, five, even 10 years ago. You don't build a reputation like this with gimmicks and dissatisfied customers . . ."

Eastman might also add that you don't build a service inventory (\$30,000 in parts), a fleet of seven service trucks (with \$2,000 worth of parts on each), or a full-scale service department with its own manager, its own service dispatcher, and its own P&L statement with anything less than full customer-satisfaction.

Says Eastman: "Service is the backbone of our business. This year, volume in service will account for a remarkable 20 per cent of our total gross, and about 80 per

cent of this volume will come from either new or referral business."

If a Long Beach family with home laundry troubles calls A-1, the call is received at the store's "dispatching board." There, dispatcher Connie Siciliano schedules a service call for the customer sometime within the next four hours, if the customer reaches A-1 by early afternoon. If Mrs. Siciliano can't schedule the call for that day (and she usually does), it becomes first-order-of-business for the next day.

The dispatching board tells Mrs. Siciliano the whereabouts of each of the seven service trucks for today and tomorrow. When service men finish a job, they call the board; they also call the board the first thing in the morning (from home), at lunch, and before quitting for the day. (Eastman used a radio-dispatching system for five years, at a cost of \$350 per month, before

Service Manager Damon Bowlby regularly inspects \$2,000 in parts that are carried on each of seven service trucks at A-1 Home Appliances.



Call for service from field is received at dispatcher's desk, scheduled on board (rear) for call usually within four hours. Here, Manager Bowlby checks parts inventory with Dispatcher Connie Siciliano.

perfecting his present system. "It does the job infinitely better than the radio system," says Eastman.)

Mrs. Siciliano knows at a glance how to advise the customer she has on the telephone. If her nearly eight years of experience tell her that the call is more than routine and she is not sure which service man to assign to the job — each man is a brand specialist — she contacts the service manager, Damon Bowlby, for assistance while she still has the customer on the telephone.

Once the service man is in the customer's home and the job has been appraised, four courses of action are open:

(1.) If the job is routine and parts are available on the truck, the equipment is repaired then and there. Minimum charge is \$7.50.

(2.) If a needed part is not available on the truck, the service man calls "inventory" at A-1 headquarters, using the customer's telephone *so she can hear him work on the problem*, and arranges to pick it up either that day or the following day.

(3.) If the part is not in stock, it is ordered from the distributor that day and the customer is told when the job will be completed.

(4.) If the job is too difficult for the service man to appraise alone, he calls the service manager — always using the tele-

phone — and describes the problem and traces the circuitry. He either gets the answers from Bowlby to complete the job (which occurs in nine out of 10 cases), or he advises the customer to buy a new machine.

The service man's "A-1 reputation" and the immediate concern and know-how that he has demonstrated over the telephone usually suffice to make the customer accept the offer of another call to the store — this time for a salesman's advice (or often Eastman's advice) on what new merchandise is immediately available.

At this point, the service man takes his leave, having submitted a bill that is refundable if the customer decides to buy.

"The salesman spends about 15 minutes with the customer, describing the new merchandise and quoting prices," says Eastman. "Invariably, the customer demurs on a final answer until she can discuss the new equipment with her husband.

"The salesman readily agrees and just as readily follows up the call the next day, always before noon.

"He asks if a decision has been made and tells the customer that the new merchandise can be rushed to her that very afternoon. Also, if credit papers are involved — a rarity at A-1, where 80 per cent of our business is cash — he tells her that these can also be sent out that afternoon.

"If the old merchandise is taken in on a trade, the trade-price is worked into the quoted price of the new equipment then and there.

"Thus, with one follow-up call, a sales-through-service deal is generally finalized."

Eastman gives full credit for the success of A-1's service department to Damon Bowlby, now in his twentieth year with the company.

"Damon supervises the entire operation and is responsible for his own P&L statement. One of his major responsibilities is hiring and training new service men."

Bowlby's training program is a continuing one. Once a month, departmental meetings are held to review current service problems and get new answers; also, service men are queried on further information they would like Bowlby to obtain from his many contacts among manufacturers and distributors. Bowlby regularly attends manufacturers' training schools and imparts at the meetings what he has learned.

"In about every third or fourth meeting, Damon asks me to talk to the men about service 'public relations,'" Eastman says. "We cover the whole range of how a service man can *personally* maintain and build further confidence in our store and its service department, from greeting the worried customer with a cherry smile to cleaning the floor when the repair is made.

"Our men are taught to be extremely accurate in their repair estimates and to honestly equate for the customer the costs for repair against the cost of buying new equipment before suggesting that the customer talk to one of our salesmen.

"That's why customers will generally take the advice on whether or not to buy from our service men over the advice of our best salesmen," Eastman concludes.

Bowlby has personally supervised the training of every service man at A-1. Men with previous experience are expressly *not* hired; Bowlby wants to train new men *his* way.

The new man starts work on a delivery truck where he learns installation techniques. If he demonstrates potential for service, he then goes to A-1's service shop where he works full-time for several months on equipment brought there for major repairs. His final training, before being given his own truck, is a two-month "ride" with an experienced man.

This intensive training pays off in good service business for A-1 (where service business is up 30 per cent over 1962 levels) and results in work satisfaction and good tenure for the "graduated" trainee.

The "youngest" service man in years of service at A-1 Home Appliances is five years old; the "oldest" is now in his twelfth year with the company.

Fifty per cent of new home laundry sales are made through service department. One of best appeals A-1 has to offer: delivery of merchandise day following call for service.



new products



O'Keefe & Merritt Range

Called the "Space Range," a new "Contempo" features an industry "first": "See-Thru Color-Magic" glass oven doors available in decorator colors to co-ordinate with range colors. The "See-Thru" feature allows the user to see the food as it cooks when the oven light is turned on. Turned off, the tempered glass appears as a panel of color.

Features include two 25-in. ovens for baking, broiling and roasting;



O'Keefe & Merritt "Space Range"

a "Temp-O-Matic" clock control on the ovens which automatically cooks and holds the food at proper temperature for serving. Other features are: "Duo-Oven" venting system, "Super-Wide Magna-Flame" broiler, removable "Teflon" oven liners, rotisserie, "Panomatic" burner, "Star Jet" burners, and hinged lift top.

The unit is available in four models each in the 30-in. and 36-in. sizes. It comes in "harvest gold," avocado, coppertone, and white. O'Keefe & Merritt, 3700 E. Olympic Blvd., Los Angeles, Cal. 90023.

HAPPY JACK'S
APPLIANCES



GE Stereo Console

Called "The Alvaro," Model G543 is the firm's most recent addition to the stereo console line and the only model in Mediterranean styling which has a built-in transistorized four-track, two-channel stereo tape deck. Features of the tape unit include three-



GE "Alvaro"

speed operation, separate record/play and erase heads, two "Dynamic" microphones, automatic monitoring, and an add-sound feature.

The unit also comes equipped with the new GE "Acoustaphonic" speaker chambers, two 10-in. woofers,

two 3-in. tweeters, two 2000-cycle exponential horns, and a solid state AM/FM/FM-stereo tuner. The unit is equipped for "Porta-Fi" and also has the GE "Man-Made" diamond stylus and 60 watts of peak music power. General Electric Co., Audio Products Dept., Decatur, Ill.

Norelco Radio

Model L-282 is a new cordless AM/FM radio with 14 solid state devices and a five-in. extended range speaker. A-c adaptable, the unit offers a separate slide switch for FM/AM reception, two-position tone regulator, slide rule dial, log scale, and an adjustable telescopic FM antenna as

monitor



The RCA WV-503A 240-Volt Power Line Monitor is the big brother of the WV-120A. At a glance, it provides a continuous, accurate indication of the AC line voltage from 200 to 280 volts. Used in conjunction with a variable isolation transformer, it is an invaluable aid in selecting line voltages for TV servicing, test equipment calibration and the operation of electronic equipment that requires a known line voltage supply. ONLY \$18.50.*



The RCA WV-120A Power Line Monitor is designed for use by radio-TV repair shops, labs, and industries where it is important to know the power line voltage at all times. Used in conjunction with the RCA WP-26A Isotap isolation transformer on a 50-60 cycle power line, it is an invaluable aid in selecting line voltages for TV servicing, test instrument calibration, and in the operation of electronic equipment that requires a known line voltage supply. AND IT'S ONLY \$18.50.*



The RCA WP-26A TV Isotap is a higher rated version of the popular and reliable RCA WP-25A. It is designed for use as either an adjustable isolation transformer or as an adjustable autotransformer to facilitate testing and trouble-shooting of radio and TV receivers. It is particularly useful in the service shop for duplicating low or high supply-line voltage conditions often found in the home, and in checking operation of the oscillator sections of TV receivers. ONLY \$40.00.* The WP-25A is still an excellent buy at only \$27.50.*

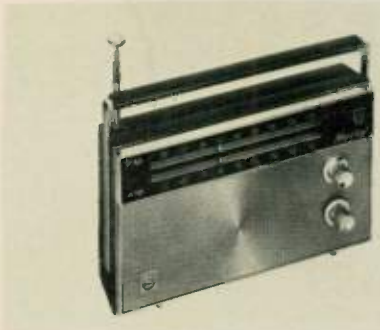
*Optional Distributor resale price.

For a complete catalog of descriptions and specifications for all RCA test equipment see your RCA Test Equipment distributor or write RCA Electronic Components, Commercial Engineering, Department No. K 26 WB Harrison, N.J. 07029.

LOOK TO RCA FOR INSTRUMENTS TO TEST/MEASURE/VIEW/MONITOR/GENERATE

RCA

well as a built-in long range ferroceptor antenna. The 3-lb. unit, powered by three 1½-volt "C" cells, measures 8 x 5¼ x 2⅛ in. The casing features a slideaway handle that disappears when not in use. Backed by a one-year parts warranty, the unit has a



Norelco Model L-282

suggested retail price of \$39.95. North American Philips Co., Inc. 100 E. 42nd St., New York, N.Y. 10017.

Tappan Gas Range

Termed "a totally new concept in gas cooking" by the firm, the prototype of a new smooth top gas range, the "Elite 70," was introduced. There are no surface burners visible on the unit, only a smooth thermo-resistant glass. Beneath this glass are four gas burners, each of which is controlled by a sliding valve that allows the user to determine the proper heat desired. The unit also features a

built-in warming shelf designed to keep foods at the proper serving temperature. It is heated from vented surface burner heat.

The thermo-resistant glass used for the cooking surface is unique, since it can be heated to the desired cooking temperature with a zero coefficient of expansion. Another characteristic of the cooking surface is its ability to retain burner heat to the specified burner area. Even though one or several of the defined 8-in. burner surfaces is heated to several hundred degrees, the surrounding surface will remain cool to the touch.

Harold Brown, vice president of sales for Tappan Div., said the unit "may be a year away from actual in-

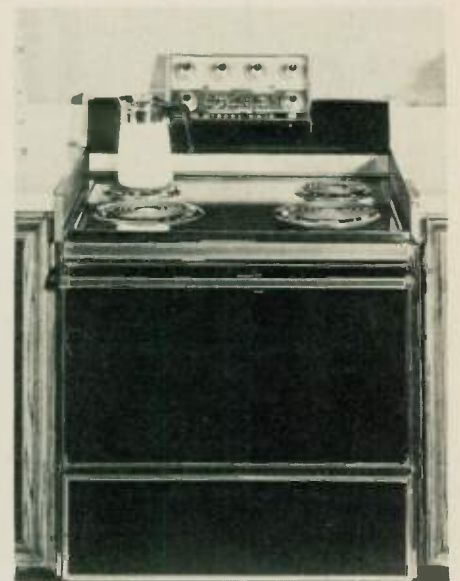


Tappan "Elite-70"

production as a mass-produced model," the company displayed it to give consumers an opportunity to learn more about appliances of the future to supplement their kitchen planning. Tappan Div., The Tappan Co., 250 Wayne St., Mansfield, O. 44902.

Modern Maid Range

The "Manor House" eye-level double oven range, the firm's second entry in the gas self-cleaning oven field,



Modern Maid "Manor House" range

has the "Clean-A-Matic" feature in the lower oven.

To operate "Clean-A-Matic," latch the oven door and turn the "Clean-A-Matic" dial on the eye level control panel to "clean" (both range top and oven controls are at eye level).

(Continued on page 37)

color

The RCA WT-509A Picture Tube Tester is a precision instrument in the famous RCA tradition. It tests both color and black and white picture tubes for emission quality, interelectrode leakage, and shorted elements. It's all solid-state AND IT'S ONLY \$118.00.*



The RCA WR-64B Color-Bar/Dot/Crosshatch Generator has for years been the finest instrument of its type. Exceptionally stable, portable, it's a precision instrument designed for use in the laboratory and factory as well as for servicing on-the-bench and in-the-home. AND IT'S ONLY \$129.00.*



The RCA WR-502A "CHRO-BAR" color-bar generator has even more features than the famous WR-64B. It's all solid-state, battery operated. It provides color bars, dots, crosshatch, vertical lines, horizontal lines, blank raster. It has rock-solid stability. All new circuit design. THE "CHRO-BAR" IS ONLY \$168.00.*

*Optional Distributor resale price.

For a complete catalog of descriptions and specifications for all RCA test equipment see your RCA Test Equipment distributor or write RCA Electronic Components, Commercial Engineering, Department No. K 26-WA, Harrison, N.J. 07029.

LOOK TO RCA FOR INSTRUMENTS TO TEST/MEASURE/VIEW/MONITOR/GENERATE



"Madam . . . that's not the one with the removable door."

CONSUMERISM dominates AHAM's first annual meeting

Accept it as a challenge, producers are urged.

The current attacks on the appliance industry under the banner of consumerism should be accepted by manufacturers as an opportunity to get their true value story across, believes Elisha Gray II, Whirlpool Corp. board chairman.

"We in the appliance industry have a good story to tell," he said, at the first annual meeting of the Ass'n of Home Appliance Mfrs. in Chicago.

He pointed out that current interest in the subject provides a real vehicle to get across to consumers the message of quality products, priced right.

"And with the new open lines of communication to the people through the government," Gray said, "here is a channel for us to pass along some of the good news which just doesn't seem to be generated on our behalf by Washington."

In addition to the industry's responsibility to provide high performance quality products, Richard L. Terrell, General Motors' group executive in charge of the non-automotive and defense group, told AHAM members that business must strive to do more to try to help cure the social evils which have grown more severe in recent years.

Terrell discussed several areas where the appliance industry could help, including application of its mass production technology to find ways to reduce the cost of low cost housing; updating and rehabilitating used appliances so that they could be sold reasonably to those who can't afford new machines.

One such project, Terrell reported is being set-up in Detroit, where Negro appliance repair men are being trained to operate their own firm, for reconditioning and resale of appliances in their areas. Also, "Project Transition," where soon-to-be-discharged Armed Forces personnel are being introduced into appliance repair trades and being trained free of charge at GM training centers as well as vocational schools throughout the country.

Expansions in plant capacity will be needed soon to cope with projected appliance sales increases, according to J. H. Gauss, vice president and division general manager, refrigeration and air conditioning, General Electric Co. But the danger of overcapacity, he said, has been reduced by new inventory control devices which can economically keep abreast of the market.

"If we are good managers, and use the

tools," Gauss said, "there is no real danger of overproduction problems which the industry has had in the past."

Gauss also asserted that one of the reasons some independent dealers have difficulty in competing against Sears and other private label merchandisers is that frequently dealers carry too many brands for the salesman to cope with. He contrasted this with the private label merchandisers, who have an orderly set-up through which the salesman can move without having also to explain the difference in manufacturers.

Douglas D. Danforth, vice president and general manager, consumer group, Westinghouse Electric Corp., said that the industry is going into 1969 selling at a reasonably high level, compared to 1968, and he saw no decline in the early part of the new model year.

"Consumerism" by the Federal government has been pinched by Congressional purse strings, it was brought out at this first AHAM annual meeting.

Arnold Elkind, chairman, National Commission on Product Safety, noted the commission, which had been initially funded at \$2 million for its two-year tenure, has only recently been given \$500,000 to start its investigations.

Betty Furness, special assistant to the President for consumer affairs, also a guest speaker at the meeting, commented that

she didn't get nearly as much to do her work.

Elkind told the manufacturers that it was his commission's hope that the makers would "take the initiative away from the Government. All we want to do is avoid home accidents and save lives.

"By our very existence, there is going to be a therapeutic effect, and we hope some things will be done without the commission's need to suggest legislation."

Betty Furness re-echoed her challenge to the manufacturers to clarify warranties, and to specify a design life for products, so that the users would know "to the cycle" just when her appliance would cease to function under the manufacturer's cloak of protection, and the user would have to make the decision to fix it or get a new one.

The one new note on the subject of cost of the appliance vs. utility: "Cost of the appliance," Miss Furness said, "is no indication of the life expectancy. An inexpensive machine may outlive a top-of-the-line unit."

Commenting on the often-proposed simple standard warranty or guarantee, George Lamb, AHAM counsel reiterated the association's stand. Such a standard statement, he said, could be "in restraint of trade" and bring down the wrath of another bureau of the Federal government on the association.

Elisha Gray II, Whirlpool:
"... best defense is
a good offense."

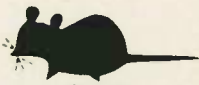


Industry meets the press:
L. W. Prestin, Sunbeam;
A. Rascher, Hobart;
D. D. Danforth, Westinghouse;
J. H. Gauss, GE;
George Lamb, AHAM counsel.



Al Perkins, Home Furnishings Daily;
Vic Petchul, Metal Products Manufacturing magazine;
Jack Adams, Mart magazine;
Martin Miller, then of Merchandising Week;
W. Wingstedt, Appliance Manufacturer magazine.

new products



(Continued from page 35)

The 90-min. cleaning cycle consumes approximately 36,000 BTU (less than four top burners for one hour) or less than a nickel per cleaning, it is said. After a 90-min. cooling period, all that remains of baked-on food soils is a powdery ash which is easily whisked away.

Although outside venting is not required, the "Vent-Pak" system, included with this unit, vents the self-cleaning oven, four top burners and upper oven to the outside.

The unit has a selector switch which allows choice of fully automated delayed start and holding temperatures in the 19-in. upper oven or automatic start and off in the 24-in lower oven. The lower oven also features waist level "Infra-Ray" broiling. *Modern Maid, Inc., Chattanooga, Tenn. 37401.*



Markel radiant wall heater

recessed mounted. If surface mounted, the heater is 12½ in. square and extends 2½ in. from the wall. If recessed, the heater is 15 in. square and extends one inch from the wall. The unit has a control panel and grille of bright aluminum and black enamel sides. It features a built-in thermostat. *Markel Electric Products, Inc., 145 Seneca St., Buffalo, N.Y. 14203.*

Markel Wall Heater

The 580 series new radiant wall heater ranges from 750 to 1,000 watts, and can be surface mounted or

Modern Maid Slide-in Range

The "Town House" self-cleaning slide-in range features lifetime guaranteed "Permacoil" elements for both oven and cooktop. These elements also feature "Pos-A-Temp" (positive temperature throughout the entire coil; no cold spots).

Designed as a built-in, Model EU-274 is available with matching side panels for free standing or end-of-counter usage. The console controls are rear-mounted and there's an automatic appliance outlet. The unit has fully automatic clock-controlled 24-in.-wide bake and broil oven and is equipped with a terminal block for easy installation. The unit



Modern Maid "Town House" is available in seven decorator colors. *Modern Maid, Inc., Chattanooga, Tenn. 37401.*



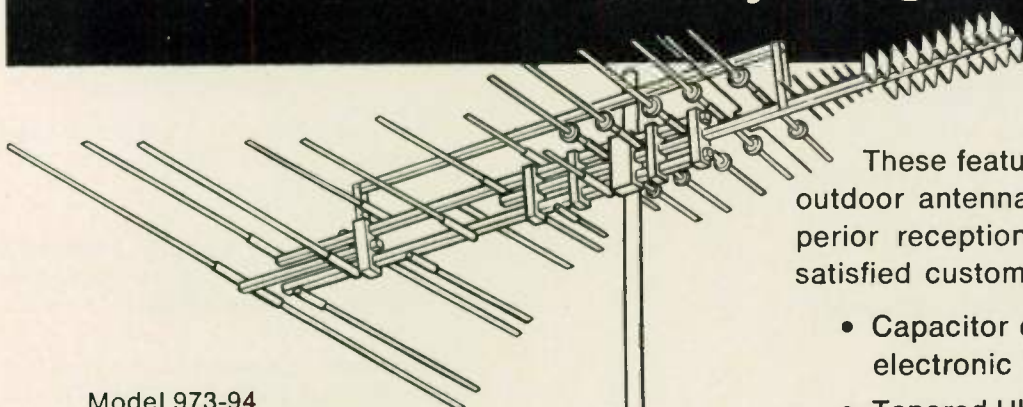
"It's really a 1968 model for people who live in the 1908 era."

Philco-Ford Portable TV

Model 1252WA is a transistorized black-and-white 12-in. personal portable TV in a molded plastic cabinet finished to match walnut furniture and with a perforated aluminum speaker grille finished in "gold mist." The unit has adjustable legs which allow the set to be tilted up or down, a detachable sunshield for daytime
(Continued on page 40)

The best TV deserves the best antenna!

Install a Zenith Quality-Engineered Antenna!



Model 973-94 designed for far fringe areas

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

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

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

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

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



BEST YEAR YET TO SELL THE BEST



The quality goes in before the name goes on

industry events

1968

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.

National Electrical Week, Feb. 9-15.

Spring Variety Merchandise Fair, Hotel McAlpin, New York City, March 1-4.

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.

When somebody says "gas ranges," what name do you think of first?

Ours, right?

But did you know that we're very big in electric ranges, too? And the number one name in electronic cooking? Not to mention our complete line of dishwashers, refrigerators, disposers, vent hoods and kitchen cabinets.

In fact, it's hard to think of anything in the kitchen we don't make.

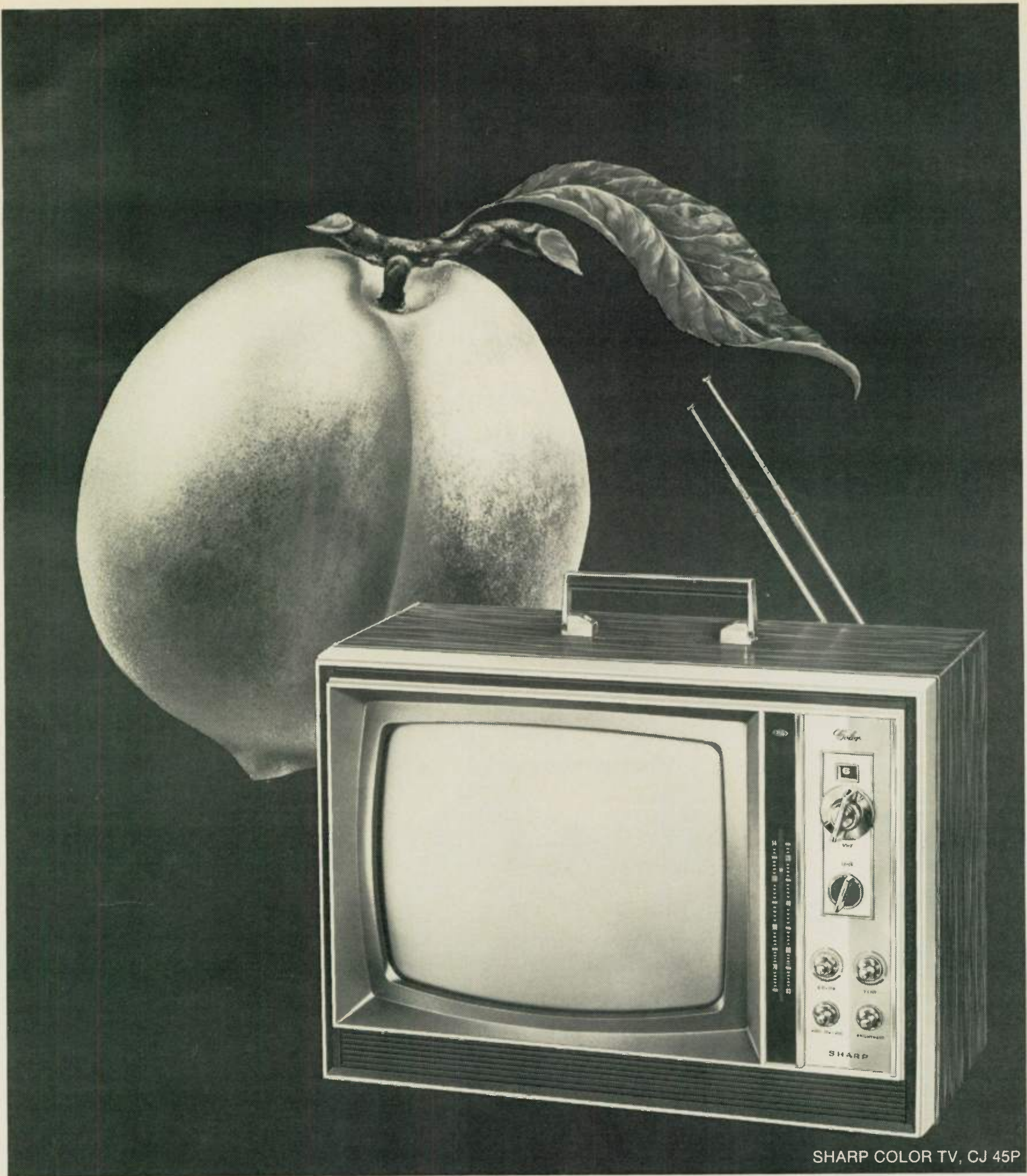
So our new slogan is "convenience by the kitchenful."

What is our name? If you still don't know, see the answer below.

(TAPPAN. Who else fits the description?)



"Show me where the wood goes in this new-fangled stove you bought me."



SHARP COLOR TV, CJ 45P

PLEASE! COMPARE PEACHES TO PEACHES

You wouldn't compare peaches to oranges. They're just not the same thing.

Neither are TV sets. They're not all peaches.

When you compare them feature for feature, quality for quality, you'll see the difference . . . and know that Sharp has the peaches. In fact, the cream of the crop.


And when you sell Sharp you don't skim the cream off your profits.

With Sharp's better performance, styling and quality—all at Sharp's better retail price—you wrap up a quick sale at a full profit.

And more and more, your customers are getting to know Sharp. They're seeing our full page, full color ads in Life, Time, Sports Illustrated and Esquire. They're learning what you already know—that Sharp's repair rate is much lower than the industry's. (Based on U.S. Department of Commerce repair rate figures.)

Compare our full line of peaches—black & white, color TV, portables and table models. Also our radios, cassettes & tape recorders.

You'll get Sharp.

Sharp Electronics Corporation, Carlstadt, New Jersey 07072 

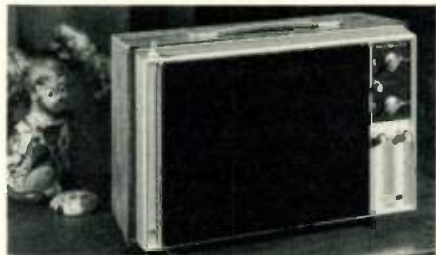
SHARP®

new products



(Continued from page 37)

viewing, an earphone and a car cord. The set operates as a portable on batteries, a 12-volt automotive or boat power system, or on house current. Called the "Swinger," the unit carries a suggested retail price of \$119.95. *Philco-Ford Corp., Tioga and "C" Sts., Philadelphia, Pa.*



Philco-Ford "Swinger"

Hoover Shampoo-polisher

Model 5486 is a new shampoo-polisher which has a control in the handle. An advantage of the new design is that the user can operate the polisher with one hand, regulating brush speed, while releasing either wax or shampoo and guiding the unit at the same time. A dial tells which speed to use — from 150 to 620 r.p.m. — for every job. This deluxe model can be used for shampooing carpets as well as scrubbing, waxing, polishing and buffing floors.

The 10½-lb. unit, powered by a 20,500 r.p.m. motor, has an over-all height just 6¾ in. It comes with two sets of brushes, rug shampoos,



Hoover Model 5486 with dial control

both felt and steel wool pads, cleaning and waxing pads, and a set of lambs' wool pads for buffing. It has a 3-qt. tank and a vinyl wrap-around guard to protect against splashing. The unit is styled in colors of light, medium and deep seal greige and pumpkin. Suggested retail price ranges from \$59.95 to \$69.95. *The Hoover Co., North Canton, O.*



Add to these, two revolutionary new Custom Sportsman wagons: the Executive Suite (above), a traveling office, and the Host Wagon, a basic party and play unit that can be adapted to almost any purpose.

It all started with the hot-selling Dodge compact van. Big, Tough. And ready. And now, by popular demand, its versatility has been expanded to 20 models. Included are 18 Job-Mated units (like the one shown below), outfitted to handle the needs of just about any trade. And this year you can order your Dodge van with air conditioning, power steering or automatic transmission. Only Dodge offers power steering on compacts. More examples of Dodge being first with the most.

RACK UP ANOTHER FIRST FOR DODGE.

The Custom Van is here, with over two dozen specially installed interiors that meet your business needs. Whether your business is plumbing, heating, air conditioning, appliance repair, dry cleaning or one of dozens more, there's a Job-Mated Dodge Tradesman equipped to make your job easier, more efficient. See the Job-Mated Dodge Tradesman, the hottest idea in trucks since the compact van.

DODGE TRADESMAN PUTS YOUR BUSINESS ON WHEELS



Dodge CHRYSLER MOTORS CORPORATION

Standard Tuner

Model SR-A100T is a 15-transistor AM/FM/FM-stereo tuner with fly-wheel tuning. The unit measures 13¾ in. wide x 3½ in. high x 7¼ in. deep, in a walnut cabinet with an oiled finish. It weighs 6.16 lbs. Its auxiliary circuit includes FM tuning



Standard Model SR-A100T

meter, FM stereo indicator lamp, and SCA filter. For FM it has a 300 ohm balanced-type antenna; for AM, a built-in ferrite core antenna. Suggested retail price: \$69.95. *Standard Radio Corp., 60-09 39th Ave., Woodside, N. Y. 11377.*

Branson Cleaner

Ultrasound — a source of energy in the form of sound waves which can't be heard by humans — is now being used as a revolutionary method of home cleaning in the new "Ultrasonic" cleaner, a portable appliance which will clean hundreds of items in the home — from potato peelers to fine jewelry, from golf balls to china figurines.

(Continued on page 52)

Do your share for freedom
SIGN UP FOR
U.S. SAVINGS BONDS
NEW FREEDOM SHARES

"Little Theatre" sets stage for dealer's

"Personal involvement"—a big factor in selling quality stereo

"At Vesto, we take a more personal approach with stereo than with most of our other product lines," says Malcom B. ("Mage") Magers, president of Vesto TV Stereo and Appliance, North Kansas City, Mo.

Their stereo showroom "The Vesto Little Theatre," is pleasantly decorated with simple furnishings. The walls are hung with drapes of a coarse burlap material depicting a recreation room in a Polynesian theme. Drapes are embellished with fish netting, paintings, bits of bamboo, cork floats, and Hawaiian leis. The room is carpeted throughout, and stereos in various cabinet and wood finishes are displayed.

"But the key to selling stereo for us is a simple wired system where all of the sets are set up to play from one turntable, a demonstration of how the same record can sound from the different speakers and amplifier systems," said Magers.

"No matter how hard we have tried to explain the differences in tone and quality of different components, it is difficult for the customer to imagine changes in sound. With the switching arrangement, we can alternate from low-end to high-end sets, letting the customer hear the difference in the sound."

As in all theaters, Vesto's too has a stage. Here, a stereo combination is featured and spotlighted by ordinary pole lamps. This

stage is where the master record player and switching device are located.

In presenting stereo, the customer is first qualified to determine intended use of the unit. A record is placed on the turntable, usually chosen for the individual customer's taste. The salesman then demonstrates the various systems, explaining the difference accounting for the changes in sound quality. Spare speakers are available to show the customer what is meant by size of the magnet, or shape of the horn.

"Each sale is not necessarily geared to sell the top of the line," said Magers. "Instead, we try to fit the sale into the best set the customer can afford. It is usually the husband who is interested in sound quality, the woman mostly in cabinetry. The ideal sale should be the best sound system in the most expensive cabinet, but most often price is the thing that determines the sale."

Vesto seldom uses price promotion in its ads. Advertising is used all year, with heaviest emphasis on periods when TV and stereo are not moving well, in order to instill in the customer the image of Vesto as a home entertainment store.

Vesto uses newspaper ads plus up to 150 spot radio commercials weekly. Either "Mage" or his son, Bruce, always appear in Vesto ads. They also make it a policy for at least one of them to be at the store while it is open. Magers believes the cus-

tomers who can recognize and associate a familiar face with the store, is half sold.

Vesto also sells small portable phonographs. According to Magers these are a big headache, though a necessity for gift purposes at some times of the year.

"They take longer to sell, and those using them are more prone to damage them, especially while in free service warranty."

"Even if we make a couple of dollars on the sale, we almost always lose on it, due to free warranty service."

Vesto employs seven full-time service men working both in and out of the shop. Service done is on a cash basis at the time of the service call, except where the customer has established credit with the firm. Big ticket repairs are made on a time payment contract only to approved credit customers, according to Magers.

"Little Theatre" is scene of master phonograph demonstration. Various speaker systems give flexibility.



Price differences between units are accounted for in some measure by different components on display.

Various styles and furniture periods are shown in recreation room environment.



industry briefs

NARDA offers management guidance to its members

Professional management consulting guidance for independent appliance-radio-TV dealers — on an individual basis — is now available to members of the National Appliance & Radio-TV Dealers Ass'n. The new service, established by the associa-

tion's executive committee at a recent meeting in Chicago, will be administered by the group's executive vice president, Jules Steinberg, with the assistance of current and former industry leaders.

"There is no reason why our trade should lose the talents of experienced men simply because they have reached a mandatory retirement age, or have lost their jobs due to company

mergers or for some other reason beyond their control," NARDA President George Johnston stated. "Whenever possible, we intend to employ those who are dealer-oriented as consultants for our members."

The decision to initiate direct-to-dealer assistance was based on the number of calls for managerial aid from both members and non-members of the association which the NARDA office received in the first nine months of 1968. "Despite what is shaping up to be a peak volume year, or maybe because of it," Steinberg told the committee, "more and more owner-managed dealerships are finding it difficult to find time to gather vital facts for the sound financial management of their businesses."

The new service, available upon request from any NARDA member, involves a personal visit from an association consultant, establishing record-keeping procedures and monthly analysis of all financial records through the association's electronic data processing equipment. Dealer monthly cost, following an initial "investigation" fee, will be based on a fraction of a percent of volume.

"Our chief problem will be accommodating the number of dealers who want assistance," Steinberg said. "Our data processing equipment can, of course, handle all of the retailers in the country. However, it still takes manpower to interpret the figures and, until we further expand our staff, I don't see how we'll be able to handle more than the first 50 or so who apply."

Think **BIG** when you think **HITACHI**

A WORLD-WIDE ORGANIZATION THAT ENCOMPASSES THE WORLD OF INDUSTRY

Did you ever consider what is behind the Hitachi electronic instruments and home appliances?

More than meets the eye.

Hitachi builds over 20,000 products. Included are turbines, generators, cranes, locomotives, rolling stock, motors, machine tools, advanced measuring instruments and electron microscopes.

They are exported to countries throughout the world serving science, industry and the home.

We're proud of our success . . . but we take greater pride in our pioneering, research, creativity and quality excellence which made all this possible.

Reasons enough for every dealer who wishes to achieve increased customer acceptance to consider.



MODELS FEATURED AT LEFT

Mini-Stereo FM and FM/AM Portable Radios. Available in 3 Distinctive Solid State Models.

Model KS-1700: Operates on batteries and AC with adaptor. Detachable extension speakers. With batteries and AC adaptor. Suggested retail \$79.95.

Model KS-1710: Battery operated. Swing out speakers. AC adaptor available. With batteries. Suggested retail \$64.95.

Deluxe Model KS-1720: Operates on batteries and AC. Style-matched AC adaptor base for instant electric conversion. Detachable extension speakers. With batteries. Suggested retail \$89.95.

Mini-Stereo Cassette Tape Recorder.

Model TRQ-222: Solid state. 4 track. Records and plays back in stereo. Detachable extension speakers. Cassette pop-up. Operates on batteries and AC. With batteries, microphones, earphones, blank cartridge, splicing tape. Suggested retail \$129.95.

THERE IS A HITACHI TO SATISFY EVERY CUSTOMER DEMAND



PORTABLE RADIOS
AM, FM/AM, Multi-Band Short Wave and Stereo models in the most wanted styles and fast moving prices.



COMPONENT SYSTEM
Stereo FM and FM/AM reception. Solid state. Plus accessories: Automatic Record Changer, 8 Track Stereo Player, Cassette Stereo Deck. Portable phonos also available.



CLOCK AND TABLE RADIOS
Solid state AM and FM/AM models in styles to blend perfectly with every home decor.



TAPE RECORDERS
Cassette, reel and stereo models. All feature the exclusive Hitachi "Levelmatic" automatic level control.



TELEVISION
The most advanced color and monochrome portables in the most wanted fast selling screen sizes.

Nationally Advertised In Leading Consumer Magazines

★TV GUIDE ★LOOK ★HOLIDAY ★LIFE ★SEVENTEEN
★SPORTS ILLUSTRATED ★PLAYBOY

Quality always comes first at
HITACHI
Japan's largest manufacturer

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

Original display tells customers "the full story"

Selling features in color TV prompted Leland Bell, of Bell TV and Appliances, Janesville, Wis., to display the most important feature of his line, the "Quasar" modular concept.

For a recent "closed door" sale, Bell had his technician set up spare modules in a table display, with ribbons leading to the site on the "draw-



Leland W. Bell (left), Bell Appliances, Janesville, Wis., with L. R. Pratt, distributor salesman, Dykro Sales Co., Milwaukee, at display to make customer aware of components used in modular approach to "Quasar" color TV chassis.

er" where the unit normally mounts. By re-routing cables, the technician was able to keep the set operable while the drawer was atop the set.

"Since we have a competitive edge in the 'set that never has to leave the home,'" said Bell, "it makes sense to tell our customers the full story."

According to Bell, safety considerations prompted them to place the Motorola set in a corner, set back on the table, and high enough to keep prying "tiny" fingers away from the electrical shock hazard. Additional precautions were taken with sales people constantly monitoring the set, while operating.

USE CHRISTMAS SEALS



on tape

From Ampex: new version of "Micro 12" cassette

A new version of the "Micro 12" portable cassette tape recorder/player consists of the unit, a leatherette carrying case with built-in speaker, an a-c adapter, earphone, telephone pickup, and remote control dynamic microphone. The unit, 10 in. x 3-1/16 in. x 12 3/8 in., weighs approximately five lbs. It may be played through its own



Ampex "Micro 12"

speaker or through the larger speaker mounted in the bottom of the carrying case. It operates on five "C" batteries or a-c current. Up to 120 minutes of sound may be recorded on a single cassette tape. Compartments in the carrying case hold accessories and cassettes. Suggested retail price (including three Ampex 60-minute blank cassettes): \$89.90. *Ampex Corp., 2201 Lunt Ave., Elk Grove Village, Ill.*

3M sweepstakes contest ends November 30

November 30 is the ending date for the contest which is part of a combined dealer-consumer magnetic recording tape sales promotion program by the Magnetic Products Div., 3M Co.

The sweepstakes promotion features two grand prizes of trips for two anywhere in the world, for both a consumer and dealer. Other prizes range from consumer and dealer trips to Jamaica and Puerto Vallerte to cameras, luggage and travel alarm clocks. In all, consumers will win 3,001 prizes and dealers 83.

To participate, dealers must sell and display "Scotch" recording tape and also display 3M's three new point-of-purchase items: a full-color mobile, a sweepstakes window or wall banner and a sweepstakes counter card with consumer entry forms.

Consumers obtain entry forms from a participating dealer, fill out and mail as instructed attaching either an end of roll plaid tab or a three-inch-by-five-inch paper containing the words "Scotch" recording tape.

Dealers may obtain information and contest materials without charge from their local 3M Magnetic Products division representative or:



Three new point-of-purchase items are available in conjunction with 3M's magnetic recording tape sweepstakes promotion: a window/wall banner (top left), a counter card with consumer entry forms (bottom left), and a full color mobile (right). The contest features more than 3,000 prizes for dealers and consumers.

3M Co., Magnetic Products Div., Market Service Dept., 3M Center, St. Paul, Minn. 55101.

Winners will be selected by an independent organization and notified in December.

New pot of gold at end of "Finian's Rainbow": Bell & Howell cassettes

Bell & Howell has announced a national "Finian's Rainbow" dealer promotion in support of its new line of cassette players and recorders.

The kickoff of the special fall and winter campaign, tied to the film starring Fred Astaire and Petula Clark, was staged in New York City for more than 100 New York area dealers and their wives at a special "Rainbow" meeting.

Similar dealer parties were held in Chicago, Los Angeles, and San Francisco.

"The promotion is intended to emphasize the fun and enjoyment of listening to happy, tuneful music on a Bell & Howell stereo tape player/recorder — and 'Finian's Rainbow' certainly has all of that," said George Simkowski, marketing manager of consumer products of Bell & Howell's tape products division.

A key element of the national dealer promotion will be a special \$29.95 package consisting of an "Autoload" cassette player, a pre-corded tape cassette with four selections, and a 22-in.-x-33-in. full-color poster of Petula Clark.

The original sound track stereo tape album of "Finian's Rainbow" will be offered with the purchase of the selected units.

A new portable monaural cassette player/recorder also will be introduced during the promotion. Model 294, it has keyboard controls for



Bell & Howell Model 294

record, play, fast-forward, rewind, and stop modes. The unit also features remote control microphone, battery/VU meter, and a rotary volume control. It operates on five cells, and jacks are provided for earphone, microphone, and auxiliary input. Suggested retail price: \$49.95.

A special dealer incentive program also was announced by Simkowski, including a "Pot-of-Gold Sweepstakes" through December 15.

Admiral tape recorder features FM/AM radio

Called the "Cassette-Corder," Model CTRF510 is a new solid state portable tape recorder featuring a built-in FM/AM radio. With the flip of a switch, the user may record directly off the FM or AM radio bypassing the microphone, play recorded music, or tape anything using the microphone. Other features of this model, which can record up to 60 minutes on each side of a cassette, are a 2 1/2-in. speaker, 14-transistor chassis, recording level and battery voltage meter, and provision for



Admiral Model CTRF510

using an earphone. A monitor simultaneously permits listening to what is being recorded. The unit also features built-in AM and telescopic FM antennas, and five push-buttons for record, forward, stop, rewind, and fast-forward. In a black walnut cabinet with a leatherette carrying case, microphone stand, batteries, an a-c charger, the unit carries a suggested retail price of \$84.95. *Admiral Corp., 3800 Cortland St., Chicago, Ill. 60647.*

Going to college via Craig tape units

Although almost constantly on the road this season, many of the 800 high school and college student members of three "Up With People" casts will be able to receive college credits — thanks to the convenience of tape recorders.

These young people, committed to nationwide and worldwide traveling music shows by which they express the qualities of leadership and responsibility of their generation, will be receiving cassette-taped lectures. Under agreements, professors of Georgetown University (Washington, D. C.) will record a series of lectures on language training, and Mackinac (Michigan) College will tape courses in current events, economics and English. Tapes will be mailed at regular intervals to points



Gift for gab and gadabouts: Lee Entwistle (left), public relations director for "Up With People," accepts portable cassette recorders from Steve Solot, national sales manager for products division of Craig Corp.

on the students' itinerary.

To provide means for the replay of the lecture material, the products division of Craig Corp. recently presents as gifts several Craig Model 2602 portable cassette recorders for the students to use.

Lee Entwistle, public relations director for "Up With People," accepted the recorders from Steve Solot, national sales manager for Craig's products division.

Miss Entwistle said the recorders also would be used in a "feedback" operation. Touring groups using the Craig units will record seminars on youth responsibilities and forward them to high schools and college campuses for replay.

RCA's "Stereo 8" observes its third anniversary

On the third anniversary of the introduction of "Stereo 8," RCA announced that as of September 30, the company had produced and shipped 7,320,723 cartridge tapes. By the end of October it had delivered its 8 millionth cartridge tape.

Irwin Tarr, vice president of marketing, RCA Record Division, said, "The success of 'Stereo 8' can best be appreciated by the fact that our cartridge tape unit sales during the past three years have been five times as great as our reel tape sales for the past 14 years."

RCA's eight-track tape duplicating plant in Indianapolis — the industry's largest — has tripled its production rate during the last nine months.



"You like continuous music?"

- A. 3020 PORTABLE STEREO PHONOGRAPH.
Two detachable speakers, 4-speed changer. \$89.95.
- B. WFM-1859 AC/DC PORTABLE RADIO.
18 transistors. AM/FM/VHF/PB/SW-AFC. Headset. \$64.95.
- C. WFM-2449 PORTABLE RADIO. Solid state, AM/
FM/SW/MB-AFC. Padded leather case. \$49.95.
- D. CR-1080 AM/FM-AFC CLOCK RADIO. \$39.95.
- E. TV 208 PORTABLE TV. Solid state
8" TV. Anti-glare glass. \$99.
- F. WFX-150 STEREO AM/FM
TUNER TWO SPEAKERS.
Solid walnut cabinet. \$99.95.
- G. WFM-159L AC/DC PORTABLE
RADIO. 15 transistors, AM/FM-
AFC. Leather case. \$29.95.
- H. WFX-153 AM/FM STEREO
TUNER/RECORD PLAYER.
Two speakers, BSR/McDonald
changer. Dust cover. \$189.95.

All prices suggested retail.



Which name would you use to sell this new line of products?

- SuperSound**
- Unaga**
- President**
- Webcor**
- Yakasuki**

You'd pick Webcor, of course.
The big name in tape recorders and phonographs.
(An independent research firm has just
proved that Webcor ranks high on the list of
"ten best known brands.")*

But a famous label isn't enough. You want
quality, variety, dependability. You got it.

For quality, read the specs. For variety,
look at the pictures. For dependability, check the
credentials of the half-billion-dollar company
that paid for this ad.

Write for catalog. Webcor by Consolidated Merchandising Company, a division of U.S. Industries, Inc., 520 West 34th Street, New York, N.Y. 10001.
Branches: Los Angeles, Chicago, Atlanta, Dallas, Tokyo. Factories: Hartsville, Tennessee; Halls, Tennessee; Taipei, Taiwan.

*The basis for this statement is a survey conducted by an independent research organization. Further detailed information concerning the survey is available upon request.

room at the top

Hiram Oye, now executive vice president and general manager, *TEAC Corp. of America*.

Perry Winokur, now distribution sales manager, consumer equipment division, *Ampex Corp.*

Paul E. Roman, now director of marketing and economics, *Ass'n of Home Appliance Mfrs.*

Wolf F. Katz, now controller, *Ronson Corp.*

Robert C. Tyo, resigned as executive vice president, *Sunbeam Corp.*, to open his own business in Chicago and Fort Lauderdale, Fla.

John Nolan, now in the newly created position of vice president-marketing, *Seymour Housewares Co.*



G. Gold J. Lansky

Gene Gold, now vice president of sales for consumer products division, *Sharp Electronics Corp.*

Jerry Lansky, now national sales manager for all "Fedders" brand consumer products; and **Donald E. Smy-**



R. T. Gralton R. E. Hunter

ser, now corporate director of product planning, *Fedders Corp.*

Richard T. Gralton, now marketing manager, radio receiver department, *General Electric Co.*

Robert E. Hunter, now chairman and president, *Philco-Ford Corp.*

James W. Carroll, now product manager for videotape, *Audio Devices Inc.*

Harry Irion, now field sales manager, *Fisher Radio Corp.*

W. W. "Bud" Cole, now national field sales manager for air conditioning division, *Essick Mfg. Co.*

Marvin Silverstein, now district manager-appliance sales for metropolitan New York area territory, *Clairol*.

Carmine A. Vignola, now regional sales manager in Kansas, Iowa, Missouri, Nebraska and southern Illinois, *Crown-Industrial Suppliers Co.*

George J. Scholhamer, now manager of product planning for appliance motor department, *General Electric Co.*

WHO NEEDS MACY'S AND GIMBELS ?

Certainly not Olympic!

Maybe we're not the best known brand of TV, stereo hi-fi, radio. But we're determined to be the most profitable to our dealers! Most of them tell us Olympic's their No. 2 line but their No. 1 profit-maker.

Since we sell only a few dealers in any area, we're practically unshoppable! We don't sell the Macy's and Gimbel's or the mass merchandisers. You're not price "auctioned" by discounters and loss-leader competition. You can trade customers up — or down — with full markup. Nice way to do business, isn't it?

You can sell a *full line* with Olympic, too! Quality performance, factory-serviced products, built to the high electronics standards of Lear Siegler, Inc., our parent company — one of America's 500 largest corporations.

Tired of being price-shopped out of profits? Talk to your Olympic man, or call us direct.



J. Adler R. G. Farris

Jerry Adler, now director of dealer and "Audio/Stereo" promotion, *Muntz Stereo-Pak, Inc.*

Robert G. Farris, now director of merchandising for the consumer products division, *Motorola Inc.*



CT400 — BRILLIANT NEW COLOR PORTABLE 14" diag. meas. Memory tuning. Keyed AGC. 20,000 volts. Power Transformer.

THE OLYMPIC TEAM IS THE WINNING TEAM!

Olympic

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





J. P. Peppers

F. Busch

Jack F. Peppers, now vice president of sales; **Frank Busch**, now in the newly created position of product sales manager for room air conditioners, *Amana Refrigeration Sales Corp.*

Ralph A. Lucier, now service manager, *Heat Controller, Inc.*

Lester G. Cordes, Jr. now vice president-manufacturing, *Jacobsen Mfg. Co.*



G. C. Evanoff

R. D. Davies

George C. Evanoff, now in the newly-established position of staff vice president, product planning and business development, *RCA.*

Richard D. Davies, now director of marketing, *Seth Thomas*, division of *General Time Corp.*

Nicholas D'Aleandro now chief engineer of refrigerators and freezers; **James F. Frediani**, now chief engineer, commercial air conditioning, *Fedders Corp.*

Nicholas Ciarfalia, now in the newly created position of midwest regional sales manager, *Toscal Div., Toshiba America, Inc.*

Jack Powell, now director of communications, *Caloric Corp.*

Charles Klein, now vice president-marketing, *Califone/Roberts Div., Rheem Mfg. Co.*

Glenn Willis, now general manager, refrigeration group operations, *Whirlpool Corp.*

USE CHRISTMAS SEALS



**FIGHT TUBERCULOSIS
EMPHYSEMA
AIR POLLUTION**



D. R. Ballard

A. Morita

Donald R. Ballard, now merchandising manager, freezers, *Whirlpool Corp.*

Akio Morita, now president as well as chairman of the board of directors, *Sony Corp. of America.*

Stan Roth, now regional sales manager for Illinois and Wisconsin, *Rival Mfg. Co.*

Lawrence Incandela, now vice president of marketing, *Temco, Inc.*

Joseph J. Keenan, now vice president-administration, *West Bend Co.*

Norman L. Higgs, now midwest regional sales manager; **A. R. (Raymond) LaRue, Jr.**, now southeastern regional sales manager; and **John R. Gray**, now eastern regional sales manager, video products, tape product division, *Bell & Howell Co.*

Gerald E. Salcher, now chief project engineer, air conditioning, *Janitrol Div., Midland-Ross Corp.*

Louis M. Gietl, now manager of industrial sales, *Northern Electric Co.*

Charles E. Cerrito, now Cleveland district sales manager, sales and distribution division, *Philco-Ford Corp.*

Howard C. Enders, now manager, product news, corporate staff; **A. M. Durham**, now manager, news and information, electronic components, *RCA.*

Charles F. Dunner, now in the newly created position of manager of contract sales, *Jacobsen Mfg. Co.*

W. J. Wehrly, now general sales manager; and **G. H. Childers**, now director, national accounts, *Kelvinator, Inc.* Also, **W. E. Grumiaux** continues as director, advertising and sales promotion; **M. C. Cameron** continues as director, contract sales; **C. Hitchcock** continues as director, quality assurance; and **H. Kladder** continues as director, industrial relations, *Kelvinator, Inc.*

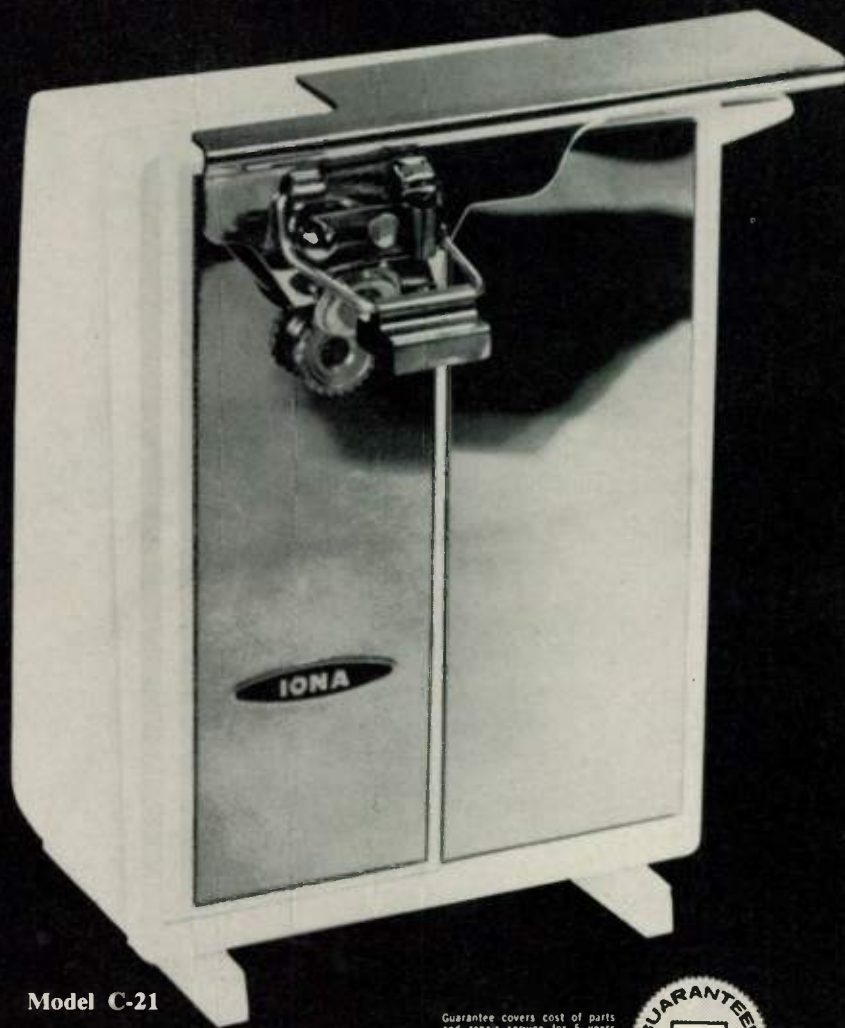
Robert E. Barnes, now western regional sales manager, *Lloyd's Electronics of California, Inc.*

Thayer E. Merrill, sales planning manager for ranges, now also manager for dishwasher sales planning, *Philco-Ford Corp.*

Robert W. Eckman, now national sales manager for dishwasher and specialty products division, succeeding **Michael Lehrer**, now west coast regional sales manager for the division, *Westinghouse Electric Corp.*

James R. Houghton, now general manager of the consumer products division, *Corning Glass Works.*

Our new electric can openers...



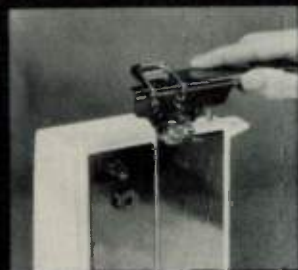
Model C-21

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



come clean... apart!

REMOVE!



A gentle slide of a small lever and the complete cutting mechanism, including handle, is detached.

RINSE!



Rinse under a faucet or place in the dishwasher. Heavy chrome plate guards against rust or corrosion.

At long last, here's an electric can opener that licks the cleaning problem! No longer does a homemaker have to be a mechanic to keep her electric can opener sparkling clean, free of accumulated food and operating at top efficiency.

And, Iona "comes clean... apart!" electric can openers are available in a wide variety of styles at prices to fit just about any pocketbook. Colors? Appealing Avocado, luscious Harvest Gold, always-right White, each with gleaming complementary Chrome. Some units with built-in knife sharpeners. Some can be wall mounted. All feature hideaway cord storage, magnetic lid lifters, powerful no-stall Iona Super Torque motors.

Can we tell you more? Write today for descriptive literature and prices.

Can Opener/ Knife Sharpener combinations, too.

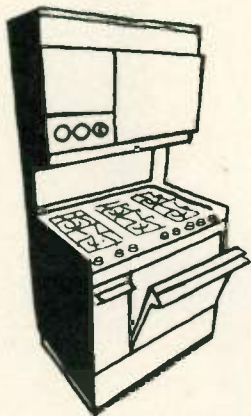


THE IONA MANUFACTURING COMPANY
MANCHESTER, CONNECTICUT 06040

Thirteen self-clean models are one good reason for selling Caloric ranges.

Let's look at the others:

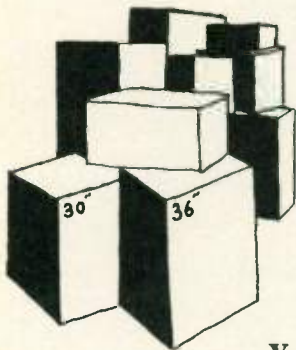
You get a product that moves.



Any decent product line has something going for it. But to have a line that really sells, you have to have products that have what your customers want. Products like Caloric Ultra-Clean™ self-cleaning gas ranges.

What's so great about them? Take a look. Caloric Ultra-Clean ranges come clean in less than two hours, for under a nickel a cleaning. Two simple steps—the turn of a dial and the flick of a lever—start the cleaning process. And the patented Ultra-Ray® Broiler helps get the oven *and* broiler spotlessly clean.

About those 13 models.



Caloric's complete line starts with bread-and-butter 30" free-standing models. Then, *twelve* different models later, it reaches the 36" cream-of-the-crop double-deckers.

And anybody who knows gas ranges knows that when it comes to bells and whistles, nobody makes more noise than Caloric.

Yes, but can we get them?



Definitely. Not only are Caloric Ultra-Clean ranges great. Not only do they come in the most complete line. But they are available *now*. Caloric assembly lines have been turning them out for months. Caloric shipping docks have been beehives of activity. And Caloric dealer showrooms have been just as busy taking orders. How's that for getting the jump on competition?

The cook's the thing.

With all this emphasis on self-cleaning, you may be wondering what Caloric sacrificed in its ranges to achieve superior self-cleaning. The answer? Nothing.

Not a single great feature has been left out of the new Ultra-Clean models. The famous Ultra-Ray broiler that brings patio flavor indoors.

The Automatic Meat probe. The Timed Cook and Keep-Warm Oven System. The "Burner-with-a-brain."

All those beautiful extras that make Madam Housewife's life so much easier. Not to mention dealer salesmen's.



Thoughts to live profitably by.

No franchise is worth having unless its product is worth selling. And, more than ever, the Caloric gas range is worth its weight in cold, hard cash. We make sure of it by giving our dealers every advantage we can cook up. The best profits; the best deals. The best floor planning set-up in the industry. Honest price protection. Full-color national advertising, hard-hitting local promotions, appealing P. O. P. material. Back up, in short, all along the line. If anybody has it, we do.



It's story-telling time.

We think the Caloric franchise story makes for some pretty happy listening. We'd like to tell it to you, in person. The coupon below can be the first step toward a Caloric Franchise for you, which in turn can be the last step on the ladder of success.

Talk about happy endings!



Mr. Bob Curtis, Vice President, Marketing
Caloric Corporation, Tipton, Pa. 19562

Let's get together. I'd like the full story
on what the Caloric Cooking Package can do for me!

NAME _____
COMPANY _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

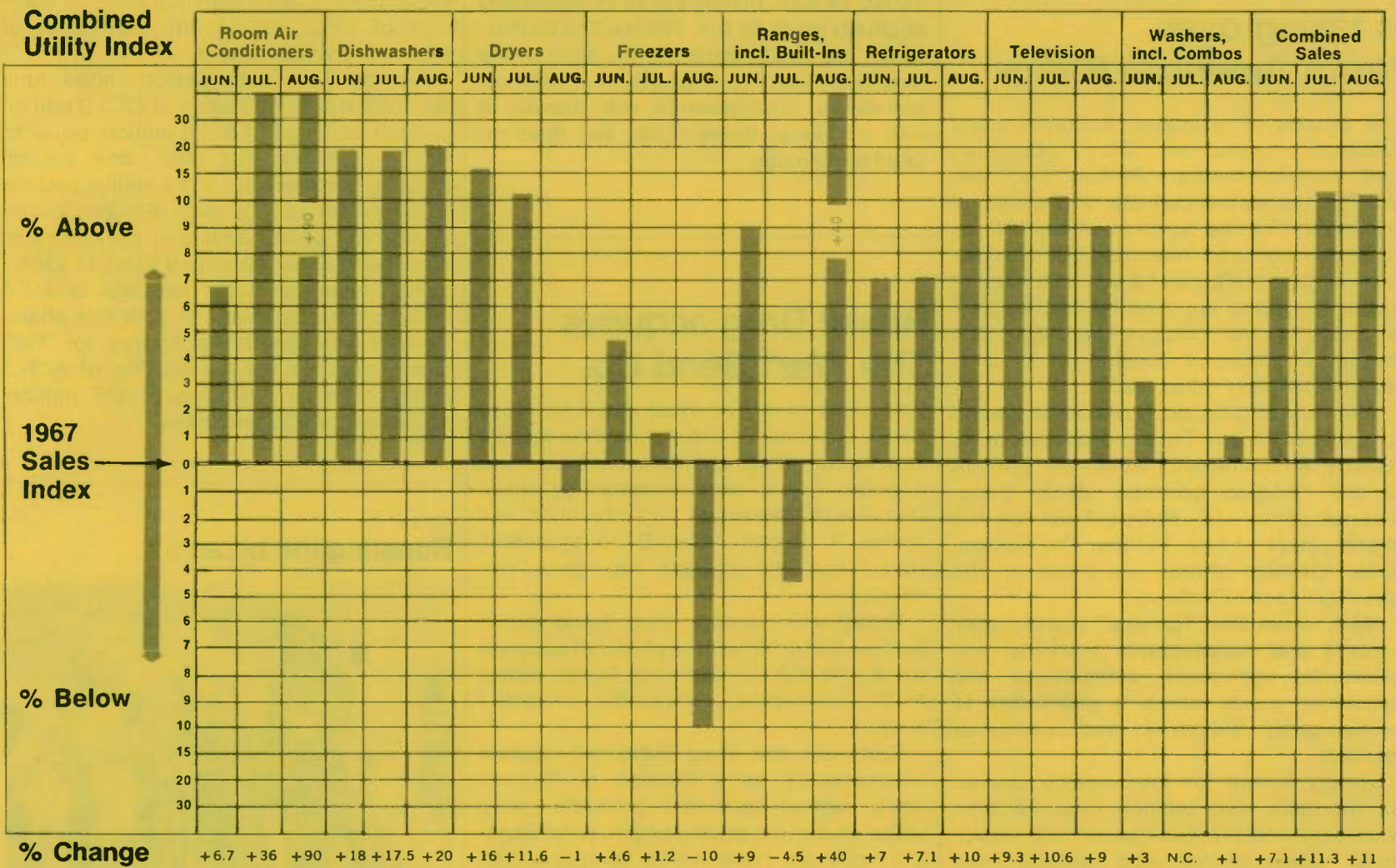
CALORIC

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

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

the mart index

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



August City Utility Report

| | Room Air Conditioners | Dishwashers | Dryers | Freezers | Ranges, incl. Built-Ins | Refrigerators | Television | Washers, incl. Combos | Meter Population |
|--|-----------------------|-------------|--------|----------|-------------------------|---------------|------------|-----------------------|------------------|
| Cent. Ill. Pub. Svc. (Springfield) | 2758 | 171 | 612 | 667 | 415 | 1706 | 1859 | 1267 | 211,439 |
| City Pub. Svc. Bd. (San Antonio) | 1556 | 242 | 573 | 330 | 550 | 1442 | 2671 | 1294 | 192,351 |
| Dayton Power & Light | 2620 | 257 | 1399 | 810 | 1143 | 2194 | 3004 | 1883 | 282,702 |
| El Paso Electric | 16 | 255 | 170 | 170 | 233 | 924 | 2539 | | 99,225 |
| Elec. Pwr. Bd. (Chattanooga) | 2045 | 181 | 442 | 240 | 511 | 790 | 839 | 714 | 83,930 |
| Fla. P & L Co. (Miami) | 18,856 | 2397 | 2577 | 1339 | 6006 | 9864 | 13,508 | 7490 | 887,896 |
| Fla. Pwr. Corp. (St. Petersburg) | 4914 | 603 | 1044 | 510 | 2498 | 3378 | 3079 | 2500 | 375,700 |
| Idaho Power (Boise) | | 199 | 493 | 336 | 469 | 596 | 613 | 675 | 94,400 |
| Jersey Cent. Pwr.* (Morristown) | 4733 | 1109 | 1260 | 769 | 938 | 3886 | 4925 | 3093 | 433,290 |
| Kentucky Util. Co. (Lexington) | 4183 | 251 | 904 | 1273 | 1281 | 2673 | 2687 | 2166 | 222,743 |
| Nashville Electric Service | | | 679 | 329 | 793 | 1094 | | | 139,650 |
| New Orleans Public Service | 1530 | 484 | 1147 | 639 | 1062 | 2326 | 3710 | 2361 | 165,499 |
| N.Y. St. Elec. & Gas (Ithaca) | 772 | 701 | 1176 | 846 | 1515 | 2035 | | 2315 | 480,000 |
| Omaha Public Power | 951 | 212 | 593 | 404 | 449 | 864 | 1497 | 844 | 124,966 |
| Pacific Gas & Elec. (San Francisco) | 2554 | 7412 | 9866 | 4816 | 12,080 | 16,722 | 38,162 | 13,307 | 2,429,306 |
| P. S. Co. of N.M. (Albuquerque) | 26 | 207 | 335 | 376 | 232 | 684 | 1229 | 846 | 111,103 |
| Savannah Electric & Power | 1579 | 118 | 239 | 253 | 249 | 697 | 1219 | 536 | 66,584 |
| S. W. Elec. Pwr. (Shreveport, La) | 2205 | 400 | 694 | | 551 | 2692 | 3314 | | 206,057 |
| Union Electric (St. Louis) | 771 | 1177 | 1337 | 973 | 1323 | 5895 | 10,419 | 4002 | 606,000 |
| W. Penn Pwr. Co. (Greensburg, Pa.) | 2104 | 347 | 1404 | 682 | 1104 | 2578 | 3156 | 2636 | 377,832 |
| August, 1968 compared with August 1967 | +90% | +20% | -1% | -10% | +40% | +10% | +9% | +1% | |

* Includes N.J. Power & Light

ANALYSIS: In sales of all units combined, the August increase reached just about the same level as July's — which in itself represented the largest monthly increase of the year to that date.

August room air conditioner sales were way up — by 90 per cent — compared with August, 1967, sales (which had advanced only two per cent over the previous August). July sales in this category also

had climbed impressively over last year's performance.

From a decline during July, ranges of all kinds climbed mightily in August and registered an increase of 40 per cent. (It is noted, however, that range sales in August, '67, had declined 34 per cent from August, '66.)

Dryers, though they dropped in sales only one per cent from August of last year,

suffered in comparison with both the June and July performances.

Washers, gaining only one per cent over sales in August, '67, remained static (August, '67, washer sales were off only one per cent from those of the prior year). This year's July sales of washers also registered no change in comparison with '67 sales.

electric housewares and floor care news

Consolidated Electronics is taking over North American Philips

The boards of directors of Consolidated Electronics Industries Corp. (Conelco) and North American Philips Co., Inc. (NAP) have announced that a preliminary agreement for the acquisition of NAP by Conelco had been reached. The transaction will take the form of a statutory merger and is subject to approval by stockholders of each of the corporations. With the merger, the name of Conelco will become North American Philips, Inc.

All of the capital stock of NAP is owned by the U.S. Philips Trust, which also owns directly and indirectly about 35 percent of the Conelco common stock. Beneficiaries of the U.S. Philips Trust are the shareholders of N.V. Philips, The Netherlands. Conelco shares are listed on the New York Stock Exchange.

NAP, under the "Norelco" brand name, imports and manufactures electrical and electronic equipment, components and consumer goods which it distributes to professional, industrial and consumer markets.

Widely known for the Norelco shaver, its products also include cassette tape recorders and playback units, hi-fi equipment, radios, hearing aids, medical X-ray and electronic equipment and systems, dictating machines and related office equipment, and professional broadcast equipment. Its principal subsidiaries — Amperex Electronic Corp., Philips Broadcast Equipment Corp., and Philips Elmet Corp. — market "Plumbicon" tubes for color television cameras, image intensifiers, TV cameras, studio and transmitting equipment, and tungsten and molybdenum products.

Although the U.S. patent rights now owned by NAP, mainly based on inventions originally made by N.V. Philips, The Netherlands, will not become the property of the resulting company, licenses and technical assistance arrangements will provide it with access to these rights and their related technology.

Rexall Drug acquires The West Bend Co.

Stockholders of The West Bend Co. have voted approval of the company's merger into Rexall Drug and Chemical Co., Los Angeles. A joint announcement by Justin Dart, Rexall president and chairman and James R. Brown, West Bend president, stated that the merger has gone into effect.

Rexall will issue to West Bend stockholders 1,614,766 shares of Rexall common stock and 302,117 shares of Rexall Series A \$2 cumulative convertible preferred stock.

Dart said that West Bend will operate autonomously as a division of Rexall's newly formed consumer products group under its current management. West Bend, a 57-year-old housewares company, had 1967 sales of \$60.8 million with net earnings of \$3.1 million.

Rexall, a diversified company with plants throughout the Free World, had 1967 sales of \$546.2 million and net earnings of \$31.9 million, the equivalent of \$1.85 per share of common stock. These figures have been restated to include sales and earnings of a company acquired on a pooling of interests basis in 1968, but do not include West Bend results. Restated 1967

figures for Rexall including West Bend show sales of \$609.9 million and net earnings of \$35.3 million, the equivalent of \$1.84 per common share.

For the six months period ended June 30, 1968, Rexall had sales of \$271.3 million and net earnings of \$13.6 million, equal to \$.75 per share. For this same period, West Bend sales were \$33.4 million and net earnings were \$1.7 million. Figures for the six months period including operations of West Bend show combined sales of \$304.7 million resulting in net earnings of \$15.5 million, the equivalent of \$.78 per share. Comparable pro forma figures for 1967 show sales for the six months of \$287.5 million with net earnings of \$15 million, equivalent to \$.76 per share.

Boosting the bizarre



"A sheik's choice for his desert tent." This is one of four bizarre messages that Eureka Williams Co. is beaming to TV audiences this fall in behalf of new vacuum cleaners. Commercials are scheduled to appear on 12 network daytime programs and four prime time evening shows.

your national brand support

Dryers and ranges join Live Better Electrically 1969 ad program

An expanded program of joint advertising with electrical manufacturers highlights the "Live Better Electrically" program for 1969. **Dryers and ranges will join the products being promoted in the program,** which was launched last year with emphasis on heating and cooling. LBE is the advertising arm of the Edison Electric Institute.

According to Paul W. Emler, chairman of the LBE policy committee, "Experience shows us that this joint advertising program is profitable for all concerned. It

creates additional pages of nationwide consumer advertising for electric heating, cooling, ranges and dryers."

The theme of the consumer advertising will be "Live The Carefree Electric Way," said Albert V. Lowe, manager of the LBE program, in disclosing that there will be 112 advertisements scheduled to run in "Life," "Look," "Better Homes & Gardens," "American Home," "Good Housekeeping," "Family Circle," "Time," "Newsweek," "U.S. News & World Report," and eight annuals and semi-annuals. Ads in other, more specialized publications, create a total of 229 advertisements in 36 publications with a combined circulation of 55.8 million. LBE's budget for 1969 advertising is more than \$3.5 million.



LBE program manager, Albert V. Lowe (right) offers Paul W. Emler, LBE policy committee chairman, "Gold Medallion" pendant as symbol of LBE's advertising slogan for 1969 — "Live The Carefree Electric Way."



Toastmaster makes the kind of gift you just don't like to part with!

The smooth iron.

Toastmaster has now come with the smooth iron. It's a new iron that's easy to use and easy to store. It's a new iron that's easy to use and easy to store. It's a new iron that's easy to use and easy to store.

The coffee maker that makes fresh coffee taste like fresh coffee.

Some coffee makers make fresh coffee taste like it's a week old. This new coffee maker makes fresh coffee taste like fresh coffee. It's a new coffee maker that makes fresh coffee taste like fresh coffee.

The toaster.

From the morning to the night, the most popular appliance in the kitchen is the toaster. It's a new toaster that makes toast taste like toast. It's a new toaster that makes toast taste like toast.

The "big and bers" toaster.

This is the 4 slice toaster that makes 2 slices of light and 2 slices of dark toast at the same time. It has two sections for each 2 slice section. Can also be used as a 2 slice or 4 slice toaster. When it's time to toast, toast it!

TOASTMASTER

So why not choose one for yourself, too!

Toastmaster advertising helps you make the kind of stuff you love to hold on to.

It's money!

And we're going to help you make more of it this holiday season with the greatest Christmas advertising ever developed for Toastmaster appliances.

Advertising like the above hard-selling, full-color "shoppers" ad in *Look*, *Saturday Evening Post*,

American Home, *Better Homes and Gardens*, *Family Circle*, *Ladies' Home Journal* and *Southern Living* can't help but make yours a "green" Christmas.

And some great new demonstration commercials on the *Joey Bishop Show* on the full ABC television network

will help even more.

Together, our holiday print and TV promotion will wrap up a full year of intensive Toastmaster advertising. And many, many consumers will already be primed to buy Toastmaster products by the time they come to your store to do their holiday shopping.

But, final results are still up to you. Why not push the sales pump even a little harder with local advertising featuring Toastmaster appliances?

Push!
You'll have a green Christmas.

TOASTMASTER®

Division / McGraw-Edison Company / Elgin, Illinois 60120



new products

(Continued from page 40)

The unit has three basic parts: a generator to produce high frequency electrical impulses; a transducer to convert electrical impulses into ultrasonic waves; and a cleaning tank. The flicking of a switch sends high-intensity ultrasonic energy into the water-filled tank, causing violent activity among millions of microscopic bubbles.

This action is called cavitation. In effect, the bubbles become millions



Branson "Ultrasonic" cleaner

of tiny scrub brushes, acting to blast dirt and other soil from the objects immersed. Solvents can be used to enhance the cleaning process.

The power unit housing and insertable "Sonitank" cleaning tanks are made of "Cycolac" high impact plastic. The color is white with avocado trim. suggested retail prices: \$39.95 for the standard unit and \$49.95 for the de luxe unit. *Branson Instruments Co., Progress Dr., Stamford, Conn. 06904.*

Crown Radio

A de luxe compact six-transistor radio features a built-in searchlight and flickering red lamp. The new AM unit, Model HT480, may be used as an emergency light and camping light as well as a home radio. It features built-in recharging capacity for its nickel cadmium battery; the user just plugs the set into an a-c outlet. It has slide-rule tuning,



Crown Model HT480

volume control, lamp switch, and a 2 1/4-in. speaker. The 1.1-lb. unit is housed in a walnut cabinet with fingertip top carrying handle. *Crown Industrial Suppliers Co., 755 Folsom St., San Francisco, Cal. 94107.*

Vikoa Antenna

Called the "Caravelle," a new 82-channel TV antenna will provide,



Vikoa "Caravelle"

says the firm, improved reception of black-and-white, color and stereo FM broadcasts. Available with separate lead wires for UHF and VHF television receiver connections, the unit has a 12-position switch provided to help eliminate ghosts. Packaged in a four-color display carton, the unit carries a suggested list price of \$14.95. *Vikoa, Inc., 400 Ninth St., Hoboken, N. J. 07030.*

GE Radios

Two new miniature AM radios are designed in a "sculptured" mode. Model P2710, with RF stage for long-range performance, and Model



GE Model P2710

P2700 have scored sides and rounded edges and corners. The units, 3 in. wide x 4 1/2 in. high x 1 1/2 in. deep, weigh 1.1 lbs. They feature new direct tune slide-rule dials, solid state design, 2 1/4-in. dynamic speakers, earphone jacks, and carry thongs. Both have a built-in ferrite antenna and use a standard nine-volt battery. Model P2810 comes with a full carry case, and Model P2700 has a holster-styled case. Both units come in gift packs with battery, carry case, and earphones. *General Electric Co., Consumer Electronics Div., Utica, N. Y.*

MIXERS **BLENDERS**

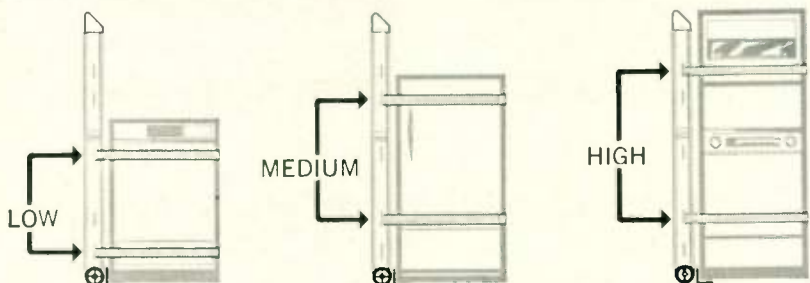
Maid-Rite®

OFFERS
THE HAND MIXER
YOU CAN SAFELY USE
WITH
TEFLONIZED UTENSILS!

- NYLON BEATERS
- 3 SPEED OPERATION
- BEATER EJECTOR BUTTON
- DETACHABLE CORD

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

TOASTERS • MIST HAIR DRYERS • COFFEE MAKERS • FACIAL SAUNAS • HAIR CLIPPERS • PORTABLE HAIR DRYERS • MASSAGERS • SKILLETS • VIBRATORS • MIXERS



UNIQUE, NEW DOLLY does the work of three

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

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

THE NEW YEATS 16

EVERLAST covers and PADS Available in all shapes and sizes



range cover



refrigerator cover

YEATS APPLIANCE DOLLY SALES COMPANY

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



Write for FREE catalog

You're interested in better sales help.

Right?

To help keep Hotpoint washers and dryer sales moving up, we've developed one of the strongest four point sales programs in our history.

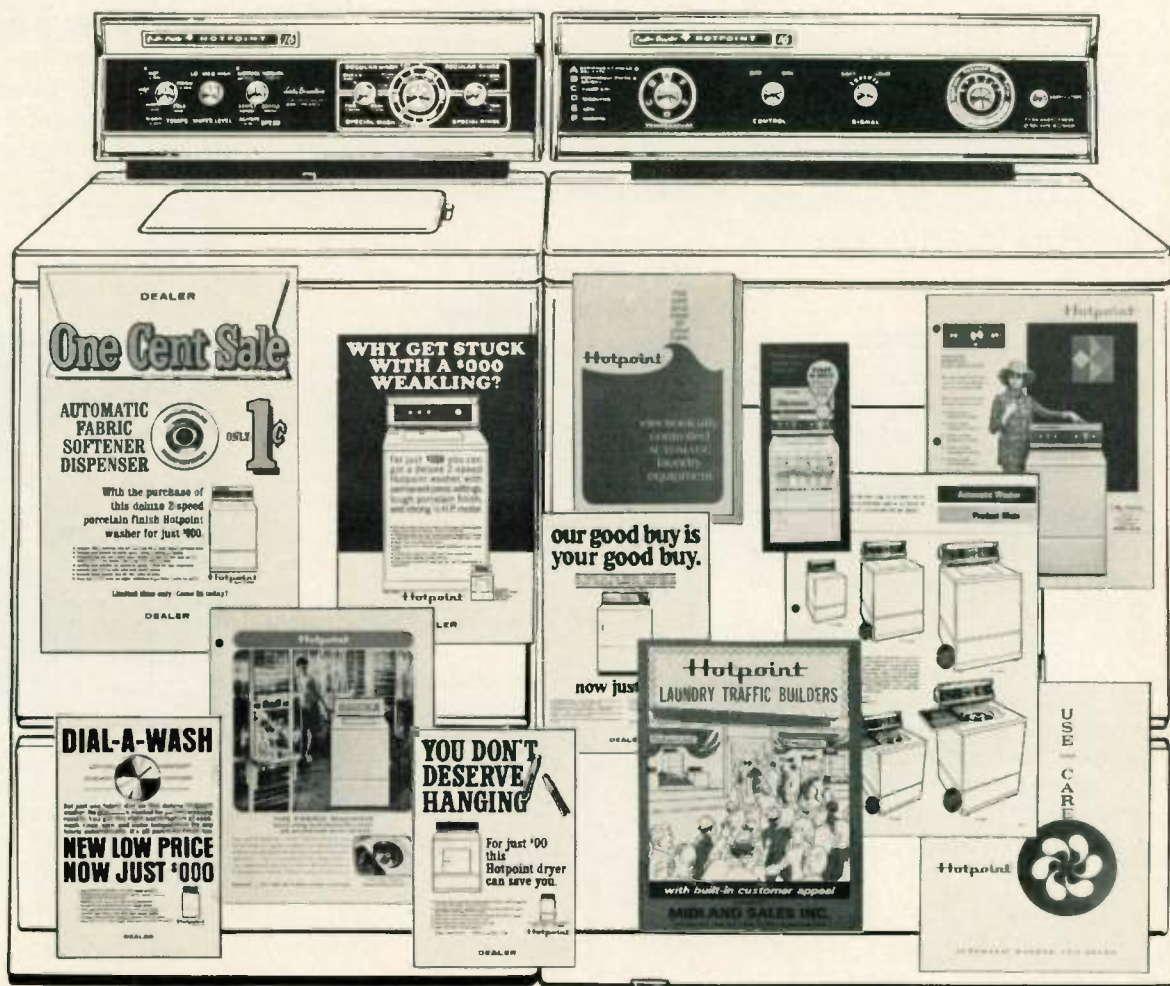
Like plenty of full-color national advertising in *Saturday Evening Post*, *Good Housekeeping*, *Parents* and many other national magazines.

Like network television. With sales personalities Ed McMahon and Hugh Downs telling Hotpoint's story week after week on *Today* and *Tonight*.

And heavy schedules in local markets. With newspaper advertising that emphasizes Hotpoint's value prices and special promotions.

Finally, with in-store promotions designed to help make that big moment happen more often with Hotpoint—the sale!

It's all fully coordinated to bring more traffic into every Hotpoint dealer's store. If you'd like to put it to work for you, call your Hotpoint distributor now.



Hotpoint

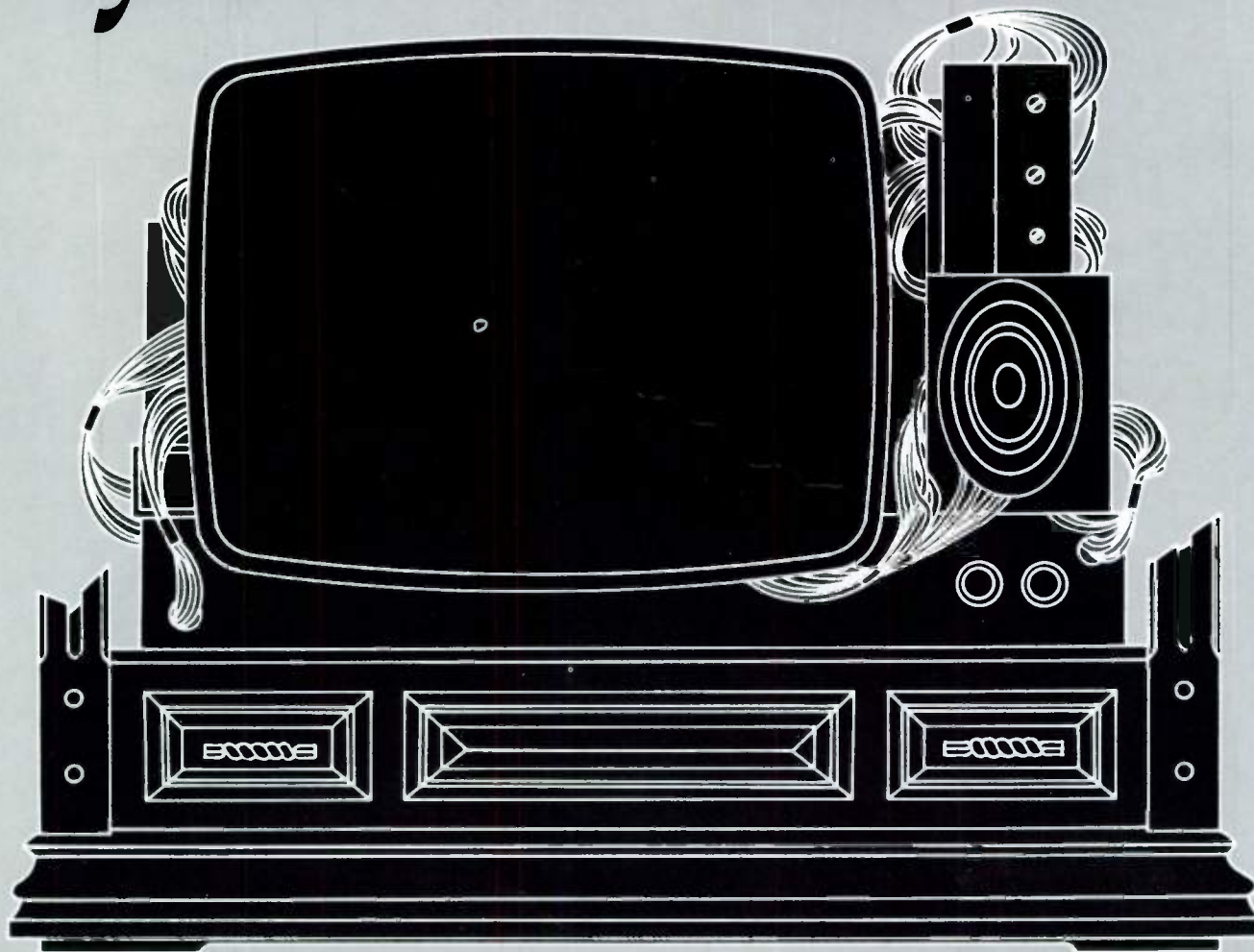
GENERAL ELECTRIC COMPANY

Louisville, Kentucky 40225

The right line of home laundry

Take away GE's fine furniture styling and what have you got?

A very reliable color tv.



Underneath General Electric's sleek new cabinet styling, a reliable chassis is also doing a beautiful job.

The new 1969 console designs typify GE's advanced thinking: "Build a reliable color tv then house it in the finest wood-styled cabinetry available."

Each new GE console design

has been planned to fit with today's most popular styles of home decoration. Woods and other fine furniture materials and accessories are selected with an eye to the type of decor required, and are reviewed by a team of experts in styling, design, engineering and manufacturing—a procedure repeated many times before any design is finalized.

Craftsmanship comes into it

Wood cabinetry is shaped, planed, sanded, polished and assembled by careful hands. The finishing process is an elaborate one including as many as 20 separate operations.

Most important, GE makes sure every console design is in the popular trend.

When you consider that the new GE consoles incorporate the most desirable features like AFC (now on seventeen models), slide rule UHF dialing and Insta-Color on many models, are easy to service, and are styled to win easier sales, then you'll know it's a line with good profit potential for you.

Display and sell the profit line.

GENERAL  ELECTRIC

The reliable color tv.



Under-priced.

The Panasonic RS-790S. With the looks to lure the tape buff, the guts to stand up to the more expensive models.

It's the one you show the customer who's looking for a professional machine that will more than match its \$575 competitor. For a whole lot less.

How?

With Dual Capstan Drive that once and for all silences that maddening flutter and wow.

With four heads instead of one.

With Continuous Automatic Reverse for recording and playback

without the slightest interruption. Without flipping reels.

With Automatic Shut-off.

With a 4-place Digital Counter that tells you exactly where you are on the tape.

With Pause Control for easier editing.

With a headphone output that makes recording *sound-on-sound* or *sound-with-sound* a breeze.

With 20 watts of power and big 7-inch oval speakers.

With essentials like separate tone and volume controls, two VU meters and two pencil mikes for faithful

reproduction.

With a showcase-design cabinet of smoked glass and silver.

With a clincher like the price. Just 329.95, list. And even at twice that figure, one could hardly look more professional.

We think 329.95 is a lot for an ordinary tape recorder. But not for the one with a lot of the big features. That's why the 790S is so under-priced.

Eye-opening national ads are telling your customers about it. Your Panasonic representative will tell you the rest.

PANASONIC[®]
ALL OVER THE WORLD