

Consumer survey shows: They love their dishwasher!

Last chance to enter the "Creative Retail Salesman" contest

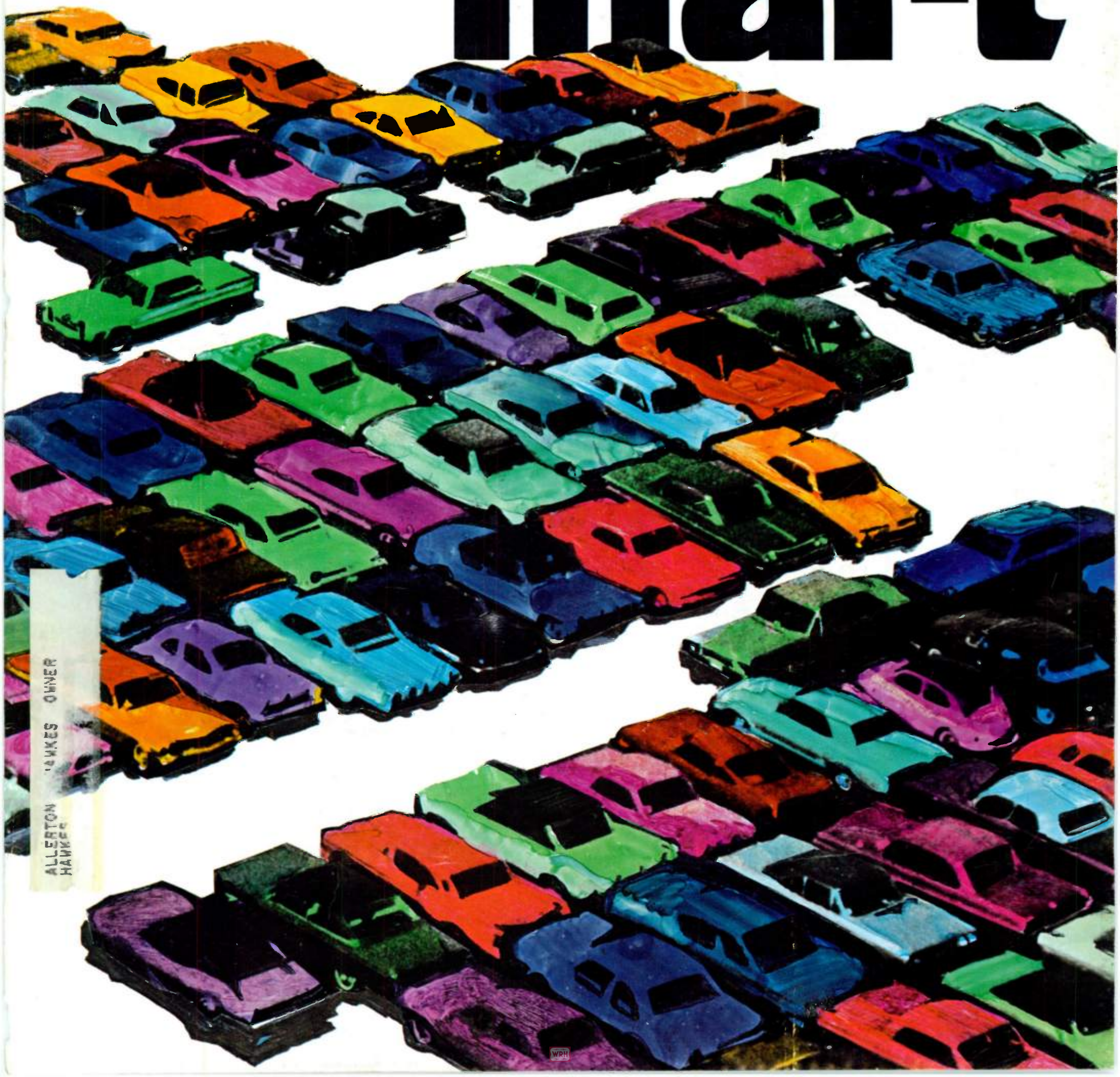
PARKING PROBLEMS: How dealers solve them

A Buttenheim Publication

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

NOV 15/68

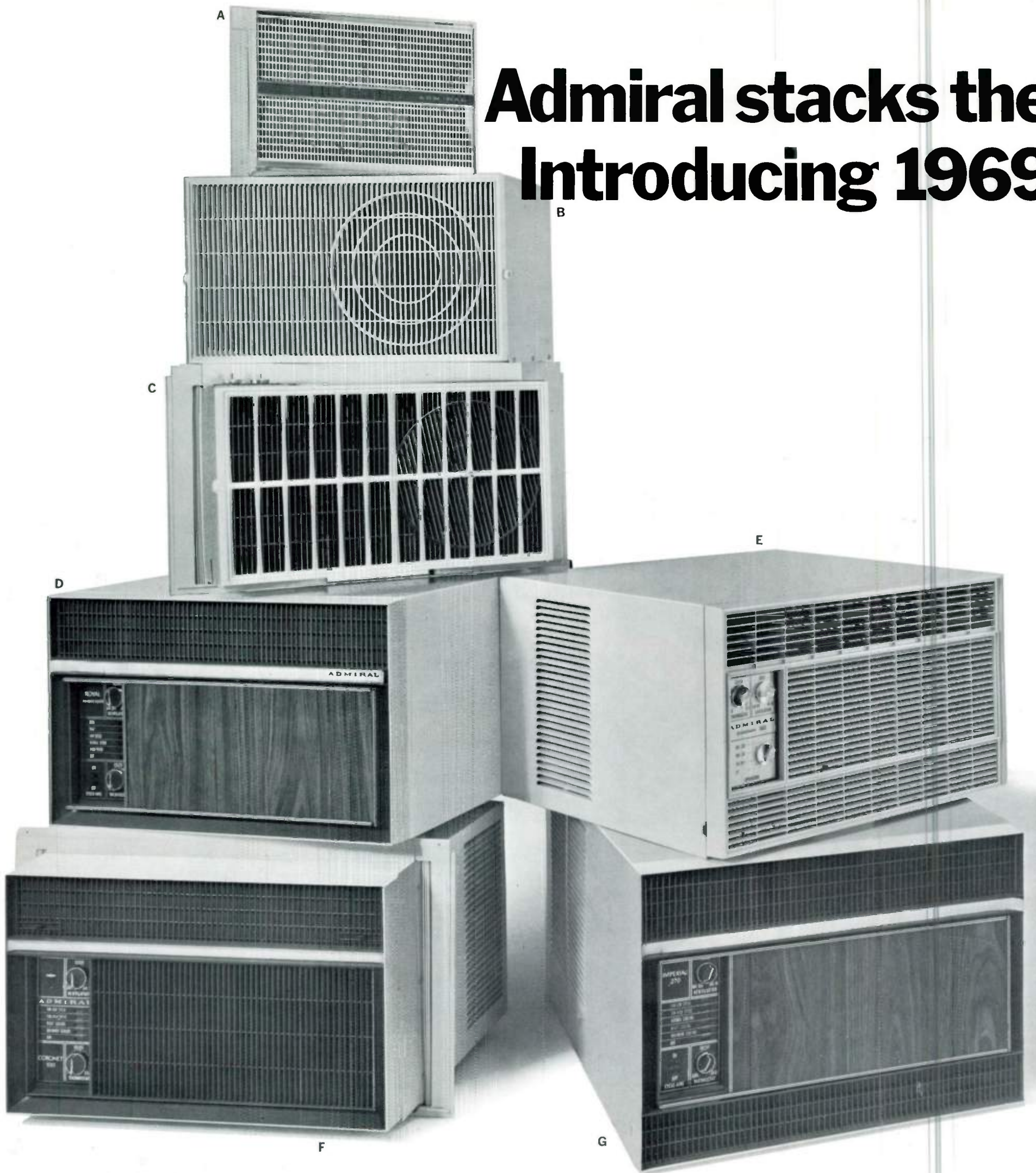
mart



ALLERTON
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OWNER

WRH

Admiral stacks the Introducing 1969



A. Casement. For steel casement windows and the building trades. **B.** Princess. Leader priced to build traffic. **C.** Princess. With the industry's longest, strongest written 5-year warranty on the sealed refrigeration system. **D.** Royal. Fully automatic with patented "Comfort-Stat." Capacities from 10,000 BTU. **E.** Statesman. Huge capacity with promotional prices to boom your floor traffic. **F.** Coronet. Ideal step-up series. 8,500 to 21,000 BTU. Many provide automatic heating or cooling. **G.** Imperial. Top of the line. Massive 27,000 BTU capacity. Plus Admiral exclusive "Cycle-Aire" and "Arctic Window."

deck in your favor for more sales. Admiral room air conditioners.

Be a cool calculator. Use Admiral's new BTU guide.

Admiral
mark of quality
throughout the world

Room Air Conditioner Cooling Calculator

TO FIND AREA OF ROOM TO COOL:

- At arrow, set LENGTH OF ROOM.
- Find WIDTH OF ROOM.
- Read AREA OF ROOM on this scale.

TO FIND SIZE OF AIR CONDITIONER:

- Set AREA OF ROOM from above for next larger area of error.
- Opposite proper EXPOSURE, WINDOW AREA and INSULATION, read BTU of Air Conditioner required (Add 2 units to the figure selected). Then turn calculator to other side.

NOTE:
Use BLACK figures if building is of heavy construction (12" or more stone or brick, insulated brick veneer, etc.)
Use BLUE figures if building is of light construction (7" concrete block, frame without insulation, or less than 2" of insulation).

Figures indicate cooling capacity in thousands of BTU. Example: 22.4 = 22,400 BTU.

AREA OF ROOM		INSULATION	BTU
NORTH EXPOSURE	AVERAGE WINDOW AREA	Insulated or room air conditioned above	15.6
		Uninsulated roof or ceiling	28.6
	LARGE WINDOW AREA	Insulated or room air conditioned above	16.3
SOUTH OR EAST EXPOSURE	AVERAGE WINDOW AREA	Insulated or room air conditioned above	18.3
		Uninsulated roof or ceiling	27.3
	LARGE WINDOW AREA	Insulated or room air conditioned above	20.3
WEST EXPOSURE	AVERAGE WINDOW AREA	Insulated or room air conditioned above	21.0
		Uninsulated roof or ceiling	30.0
	LARGE WINDOW AREA	Insulated or room air conditioned above	24.4

It's free!

To John Kenney, Marketing Manager
Admiral Corporation
3800 Cortland St.
Chicago, Illinois 60647

Yes, John. Please send me my Admiral Room Air Conditioning Cooling Calculator.

Name _____

Store Name _____

Address _____

City _____ State _____

Zip _____

Admiral has a calculator for you that takes guesswork out of solving room air conditioning needs. This handy guide computes room area. Shows you the size air conditioner to sell. Compensates for window area, sun load and

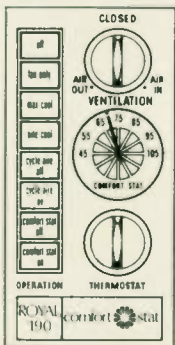
insulation variables. Lists Admiral unit dimensions, voltage requirements and features. It's a pocket-sized sales tool that'll save you precious time and help increase your room air conditioning sales in 1969.

Admiral is stacked in depth!

Admiral has 6 great lines. 25 models loaded with features no other air conditioners offer. From a leader-priced 5,000 BTU Princess to luxurious Imperials with up to 27,000 BTU, Admiral covers your market completely. You've got big capacity Statesman models at promotional prices.

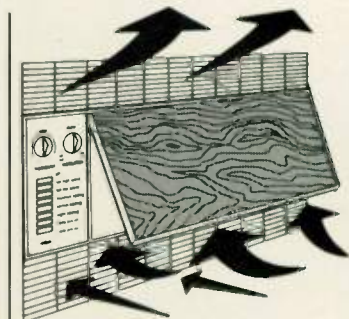
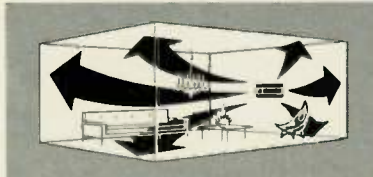
Fully automatic Royals. Coronet step-ups. Even casement models. Plus many units that offer both heating and cooling. Model for model, feature for feature, Admiral room air conditioners offer more. Stock Admiral—the line that's stacked to retail for full profit margins!

Admiral—Stacked with these exclusive features!



Set exclusive patented Admiral "Comfort-Stat" like a thermostat—once. Constant temperature is maintained automatically. Perfect for the customer who wants "set once, forget it" automatic comfort.

Exclusive Admiral "Cycle-Aire" distribution system. Spins cool, dry air from corner to corner and room to room. Here's the feature to sell the person who complains about cold drafts. "Cycle-Aire" eliminates them!



Exclusive Admiral "Arctic Window." On Royal and Imperial models. Show customers interested in big capacity this feature. Entire front swings up for maximum cooling. Down again for regular operation. "Arctic Window" delivers every BTU built into Admiral units!

Plus new Admiral Mastercare Maintenance!

Admiral has Mastercare Maintenance for all 1969 room air conditioners. It covers all first year maintenance according to Admiral warranties. Use it to assure your customers guaranteed service the first year of ownership. Admiral Mastercare Maintenance is good in all 50 states! Check your Admiral distributor for details.

Mastercare
Maintenance

Admiral[®]

Mark of Quality



WE'VE CHERRY-PICKED A BOWL OF BEST SELLERS FOR YOU

Everybody shows you a big crop of radios.

Except us.

All we show you is the cream of the crop.

Not 30 or 40 models—including a half-a-dozen variations on the same model and 10 or 12 other models with limited-market appeal.

When you eliminate the questionable ones, you get down to what Sharp's got—just 12 models.

But those 12 Sharp models!


Twelve best sellers—stand-outs for every important category you sell. An even dozen with the quality of performance that has made Sharp a leader in 110 countries throughout the world. Designed absolutely right for your market. With prices that make them easy to sell. Very easy. And, most important, with full profits to you.

That's how we've cherry-picked our line.

And that's why, more and more, the important stores in America sell Sharp.

That, plus the fact Sharp is pre-sold more and more. In Life, Time, Sports Illustrated and Esquire. In full pages. And full color.

Cherry pickers? You bet we are. Get in on the harvest—get Sharp.

Sharp Electronics Corporation, Carlstadt, New Jersey 07072. 

SHARP®

deck in your favor for more sales. Admiral room air conditioners.

Be a cool calculator. Use Admiral's new BTU guide.

Admiral
mark of quality
throughout the world

Room Air Conditioner Cooling Calculator

TO FIND AREA OF ROOM TO COOL:

1. Measure LENGTH OF ROOM (ft.)
2. Measure WIDTH OF ROOM (ft.)
3. Read AREA OF ROOM on this scale.

TO FIND SIZE OF AIR CONDITIONER:

4. Set AREA OF ROOM from above for cool (larger area) or warm.
5. Opposite proper EXPOSURE, WINDOW AREA and INSULATION, read BTU of Air Conditioner required (Add 3 BTUs to the figure selected). Then turn calculator to other side.

NOTE:
Use BLACK figures if building is of heavy construction (12" or more stone or brick, insulated brick veneer, etc.).
Use BLUE figures if building is of light construction (8" concrete block frame without insulation or less than 2" of insulation).
Figures indicate cooling requirements in hundreds of BTUs. (Example: 12.4 = 12,400 BTUs.)

*Use Admiral Cooling Load Calculation Form.

AREA OF ROOM	TO FIND SIZE OF AIR CONDITIONER
100	18.0
150	24.0
200	30.0
250	36.0
300	42.0
350	48.0
400	54.0
450	60.0
500	66.0
550	72.0
600	78.0
650	84.0
700	90.0
750	96.0
800	102.0
850	108.0
900	114.0
950	120.0
1000	126.0

It's free!

To John Kenney, Marketing Manager
Admiral Corporation
3800 Cortland St.
Chicago, Illinois 60647

Yes, John. Please send me my Admiral Room Air Conditioning Cooling Calculator.

Name _____

Store Name _____

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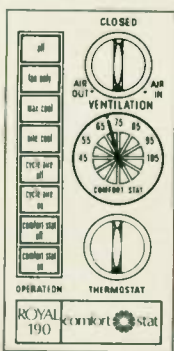
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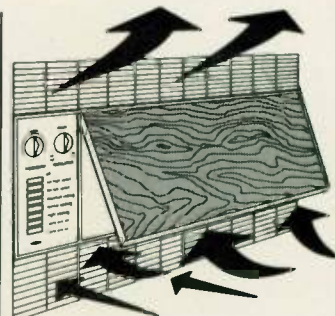
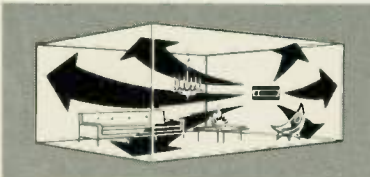
Fully automatic Royals. Coronet step-ups. Even casement models. Plus many units that offer both heating and cooling. Model for model, feature for feature, Admiral room air conditioners offer more. Stock Admiral—the line that's stacked to retail for full profit margins!

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Plus new Admiral Mastercare Maintenance!

Admiral has Mastercare Maintenance for all 1969 room air conditioners. It covers all first year maintenance according to Admiral warranties. Use it to assure your customers guaranteed service the first year of ownership. Admiral Mastercare Maintenance is good in all 50 states! Check your Admiral distributor for details.



Admiral®

Mark of Quality

**He had a million dollars in his heart,
but less than 18 bucks in his pocket.**



For very little money your customers can buy someone special something special. An un-ordinary Sony radio.

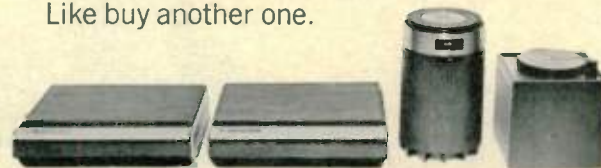
First there's the tubular one he's giving away up above. The TR-1829 at a mere \$17.95.* Or the cube radio (TR-1819) for a paltry \$13.95.* And at a colossal \$21.95* there's the Touch'N Play (TR-1839). The FM/AM version (TFM-1849W) is a whopping \$29.95.*

They've all got a rich simulated walnut finish so they'll go nicely with any decor that happens to be around. And they come with batteries so

they'll play anyplace anybody takes them. And they're better gifts than ever this Christmas, incidentally, because they're already gift-packed.

All in all, for the little money your customers give up for what they get, they'll have plenty left over to do something equally thoughtful.

Like buy another one.



The loved ones from Sony.

*Mfr.'s Suggested List Price. ©1968 Sony Corp. of America, 47-47 Van Dam St., L.I.C., N.Y. 11101

mart magazine

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Sid Omansky Sid's Home Entertainment & Appliance Centers, Tucson, Ariz., Pop. 212,892
Dan Rabin Rabin's Appliance & Furniture Corp., Hammond, Ind., Pop. 111,698
Julius Ventura Joerndt & Ventura, Kenosha, Wis., Pop. 67,899
Samuel S. Wurtzel Wards Co., Inc., Richmond, Va., Pop. 219,958

sales offices

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 George Miller, Marketing Manager; Edward J. Lohan
Chicago, Ill. 60606: 400 West Madison St. Financial 6-4611
 William Stroben, Midwest Sales Manager; Alan C. Rose
Cleveland, O. 44114: 1814 Superior Bldg CHerry 1-1755
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The business partner of 50,000 appliance/home electronics retailers

Nov. 15/68



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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



WE'VE CHERRY-PICKED A BOWL OF BEST SELLERS FOR YOU

Everybody shows you a big crop of radios.

Except us.

All we show you is the cream of the crop.

Not 30 or 40 models—including a half-a-dozen variations on the same model and 10 or 12 other models with limited-market appeal.

When you eliminate the questionable ones, you get down to what Sharp's got—just 12 models.

But those 12 Sharp models!


Twelve best sellers—stand-outs for every important category you sell. An even dozen with the quality of performance that has made Sharp a leader in 110 countries throughout the world. Designed absolutely right for your market. With prices that make them easy to sell. Very easy. And, most important, with full profits to you.

That's how we've cherry-picked our line.

And that's why, more and more, the important stores in America sell Sharp.

That, plus the fact Sharp is pre-sold more and more. In Life, Time, Sports Illustrated and Esquire. In full pages. And full color.

Cherry pickers? You bet we are. Get in on the harvest—get Sharp.

Sharp Electronics Corporation, Carlstadt, New Jersey 07072. 

SHARP

Home VTR in the works with expected price tag of \$250 . . .

Accuses cassette industry of degrading 4 and 8-track concept and confusing the consumer . . . May Company uses videotape to help train sales people.

mart news & trends

Home VTR is planned to sell for \$250; 1970 is target date

Sometime during 1970, if plans materialize, North American Leisure Corp. will break the price barrier that is holding back the home video tape recorder. At that time the company will put on the market a system utilizing a "super" stereo 8 tape cartridge to produce and play back b&w video programs in conjunction with a special audio movie camera and compact playback unit at a price tentatively set at about \$250 by NALC president Larry Finley. The VTR system is connected to an existing TV set for playback via connections to the antenna posts.

Finley said the video camera is approximately the same size as current "Super 8" movie cameras and uses a blank stereo 8 cartridge which is slipped into the camera. Up to 20 minutes of recording can be done on a cartridge. After a film has been shot, the cartridge is inserted into a small-size playback unit — said to be smaller than a typical eight-track audio player — which is connected to a TV set for immediate enjoyment of the results.

According to the executive — formerly head of International Tape Cartridge Corp. — the price of the audio-visual entertainment in eight-track form will be a bit lower than the cost of an equivalent length program on movie film.

The tentative price of the camera is about \$150, and the playback unit will sell at about \$100, Finley disclosed.

What about a color version of the low-priced system? "That's a long way off . . . the price of color video is fierce," Finley said.

NALC is a three-month old company involved in the production and distribution of recorded eight-track cartridge tapes, cassettes and reel tapes. Finley, regarded as a pioneer in the cartridge tape industry via ITCC, is running the company with several key executives who moved with him from ITCC to NALC.

The industry has been saying for the past three years that the home video recorder will be a minor item in the home entertainment product galaxy if the current price levels of \$695 and up are not reduced. Many industry members feel that the VTR

industry will not "take off" and become a major home entertainment product until VTR's can be retailed for under \$500 — the price of a quality audio tape recorder.

Lear Jet adds recording feature to "Stereo 8"; Gall blasts cassettes

As part of its expansion, Lear Jet Industries, Inc., will add a recording feature to its 1970 line of 8-track stereo tape instruments, according to James R. Gall, vice president-marketing.

Lear Jet anticipates expanding its current 16-model line to 28, to include home entertainment centers with AM/FM/FM-stereo.

"We are considering every possible automobile and home entertainment product that we can marry with our 8-track stereo concept," said Gall.

In an exclusive interview with Mart magazine, Gall berated the cassette tape recorder industry for what he described as the confusion caused by "degradation of the cartridge 4 and 8-track concept in order to sell their own cassette idea at the expense of all others. They are comparing apples with oranges."

He went on to say that, "The 8-track system has not been a recording instrument. It is a playback machine. The quality that is derived from a taped recording can only be as good as the input quality, and no matter what is said to the contrary, the quality reproduced at the 1 7/8 i.p.s. speed will not compete with that of 3 3/4 i.p.s.

"If they would properly identify their product as a low cost recorder primarily for voice reproduction, instead of a high quality music entertainment machine they would be doing the consumer a favor, and restore people's confidence in tape as a high fidelity sound vehicle.

"With the improvements in tape coatings, sound reproduction may eventually reach the same quality as the masters used in the record industry. By confusing the issue to the consumer, the cassette crowd is adversely affecting all other systems, including high fidelity reel-to-reel recorders."

When asked if Lear Jet would join in the cassette trend, Gall said: "We can

hardly supply present demands for 8-track stereo equipment, and with the auto makers committed for the next three model years to our system, I see no reason to change our present course other than by expanding into the home entertainment area."

Kelvinator adds two ex-Norge distributors

Two distributors who formerly handled the Norge line of appliances have dropped this line to take on Kelvinator appliances, C. C. Rieger, vice president of marketing for Kelvinator, has announced.

Kelvinator was recently purchased from American Motors by White Consolidated Industries, Cleveland, while Norge was acquired at about the same time by Fedders Corp., Edison, N. J.

The two new distributors for Kelvinator are the 60-year-old Elliott Lewis Corp., Philadelphia, and the 48-year-old North-eastern Distributors Inc., Cambridge, Mass.

Downtown stores join in combatting lure of shopping centers

Merchants in the business centers of a number of San Gabriel Valley towns are pooling their promotional resources to combat the increasingly powerful traffic-pull of shopping centers located on the outskirts.

Appliance-TV dealers, like C. Russell Eck, Ontario Appliance Center, Ontario, Cal., are joining in "business improvement districts" authorized by the legislature to provide for compulsory assessment of each business in a downtown area to provide funds to woo customers away from the satellite shopping centers.

In Ontario, the district is called the Euclid Center Ass'n and has its own executive secretary to co-ordinate downtown promotional activities. Other San Gabriel Valley towns with similar associations are El Monte, Pomona, Glendale, Montrose and Monrovia.

Says Dealer Eck: "My business license cost of \$175 a year was tripled when our

news & trends

association was formed, but our business is better than it has ever been." Eck said he thought the success of the district association in Ontario was due to the mandatory assessment of all the businesses in the center area. Previously, funds for downtown promotional efforts were solicited on a voluntary basis that resulted most often in too limited funds to compete successfully with the shopping center giants.

With Business Improvement Districts on the increase in southern California, downtown retailers are looking forward to more and better co-ordinated "local" Christmas decorations and advertising this year, as well as downtown parades and carnivals early in 1969.

Philco-Ford in market with 10-in. color set

Philco-Ford is entering the personal portable color TV market with a 10-inch set, the first of a new series. Called the "Carry-Color," it carries a suggested list of \$229.95. It weighs 24 pounds, and its molded plastic cabinet matches walnut furniture. Other features: illuminated channel numerals, dipole antenna, pre-set VHF fine tuning and finger-tip tuning color controls, three-inch round speaker, and 15,000 volts of picture power. The "Carry-Color" model is slated to reach the market in time for the Christmas selling season.

NARDA sets its convention program for February meeting

A program for the National Appliance and Radio-TV Dealers Ass'n convention in Tucson, Ariz., has been tentatively set, according to Jules Steinberg, executive vice president. The meeting scheduled to begin Thursday, February 6, will have as its main theme "It is possible to make money in Appliance, and radio-TV retailing."

First day meetings will follow the idea; "If dealers would only:" put their emphasis where the profit is; educate salesmen to sell; improve their customer image; price their merchandise for a profit; learn from the chain stores, and take advantage of all NARDA activities.

The second-day program will feature the idea, "If the manufacturers would only:" leave service to the independents; take a second look at fair trade; improve their national ad and promotional programs; help improve the quality of TV programming. Second-day afternoon sessions will be devoted to manufacturer committee meetings.

For the third day, Saturday, the theme will be, "If the distributors would only:" stock merchandise dealers are selling;

limit the number of franchised retail outlets.

Also, "If the industry would only:" put meaning into its guarantees; provide statistics that really help; give customers real reasons to buy brand names.

Playback unit shortage holding back sales of mini-cassettes

At the distributor level, "Micro-cassettes" are happening, but at retail the short-play pre-recorded cassettes are still at a taking-off level, awaiting the arrival of the right low-priced equipment to play them on. This is the word from a source at Ampex Stereo Tapes, who said that at the distributor level response to the mini-cassettes was "excellent." The cassettes contain four-to-six selections and are priced at \$1.98.

"Retail dealers feel the acceptance of the 'Micro-Cassette' will be great when low-cost equipment reaches the market in the next 30 to 60 days," he said. "Dealers feel that the marriage of the 'Micro-Cassette' and low-cost equipment will be the first acceptable low-cost vehicle for the youth market."

The spokesman went on to say that "Either the equipment or the tape medium had to reach the market first. It just happened that the 'Micro-Cassettes' were half a step ahead of the equipment."

A source close to Dubbings Electronics, Inc., also a producer of short-play pre-recorded cassettes, reported that another problem today was manufacturing enough of the short-play tapes. "The industry just doesn't have the capacity right now. There's no place to get substantial quantities of them because everyone's tied up making full-length cassettes and loop-type cartridge tapes."

The low-cost equipment mentioned by the Ampex source is playback-only units priced under \$30. Several companies are now in the process of filling the retail pipelines with such devices, created primarily for the youth market.

Videotape gives product data to May Company sales people "live"

A single buyer is providing hundreds of May Company sales people with the latest merchandise information each week through the use of videotape. Parts of the total videotape effort have been applied at 16 stores in southern California and the system is being expanded.

"Like most large department stores, we have a problem communicating merchandise information and trends to sales people in many diverse locations," says Barbara Baker, training director at the Los

Angeles headquarters of May Company California, a division of May Department Stores Co. "We have difficulty conveying sufficient timely information to the many managers and hundreds of sales people in each of our stores because the central buyer is limited in number and frequency of visits. Now, with videotape recording, we can disseminate taped messages simultaneously to every store."

The equipment used is leased from Ward/Davis, Pasadena, Cal., Ampex distributor. The May Company training department devised a pilot program consisting of buyer presentations and management training seminars. The department prepared its own material and provided props; the distributor's technicians produced the tapes.

Each week, two or three May Company buyers visit the Ward/Davis studio to record 15-minute tapes. Two Ampex CC-326 TV cameras move in to view the buyer as he displays newly purchased merchandise and explains merchandise trends. Five Ampex VR-7500 videotape recorders simultaneously record his selling information for showing to sales people.

The tapes are varied as to product content, and not all of the sales people will see all of the tapes. But they do see those related to the lines they sell. The company plays back the tapes on VR-5000 videotape recorders which rotate among the stores, as do the tapes.

"The VR-5000, a portable unit, is mounted with a TV monitor on a rolling cart and taken into the selling department," states Miss Baker. "This way we don't have to take our sales people off the floor. They just gather around the unit and view the tapes right there. This has worked much better than attempting to have the buyer confront every one of our sales personnel."

The company also uses videotape to standardize management training, so that each trainee gets the same level of training. "We could not conduct our program with a specialized trainer attempting to speak at all units," says Miss Baker. "It would be physically impossible."

New electronic devices seen as replacing transistor circuits

An amorphous glass material has been invented that, it is said, promises to antedate the transistor. The inventor is Stanford R. Ovshinsky, of Energy Conversion Devices, Inc., Troy, Mich.

Among possible uses of the new material, Ovshinsky believes, will be flat — and tubeless — TV sets. He also expects that electronic devices made from the new material will enable electronic systems in general to be produced in smaller size and cheaper.

The consensus of major consumer electronics producers, when queried about the development, was to reserve judgement until they had a chance to study it.

Demonstrate stereo visually.



Say you could turn sound images into light images. Stop people by showing them the colors and shapes of their favorite songs. Can you think of a faster way to build traffic?

Say you had stereo furniture that looked like it was worth a lot more than you were retailing it for. And you could instantaneously demonstrate how your stereos outperformed all other stereos. Think you'd have the ammunition you'd need to trade up to higher ticket stereo sales?

Say you made the kind of healthy margin that really meant something on the higher ticket stereo sales you traded up to.

Think that could do a lot for your profits?



You're right, it could. And Joe Sullivan has the figures to prove it.

Why don't you get in touch with him now and ask him about a Clairtone franchise in your market?



Joe Sullivan
President
Clairtone Electronic Corporation
6 Aerial Way
Syosset, N. Y. 11791
Telephone (516) 433-0688

I'd like to know more.

Name

Title

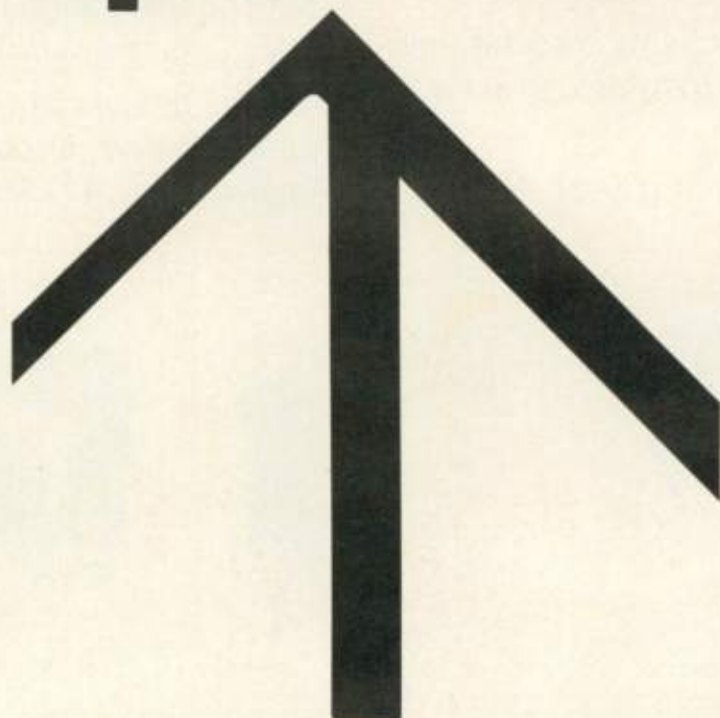
Company

City

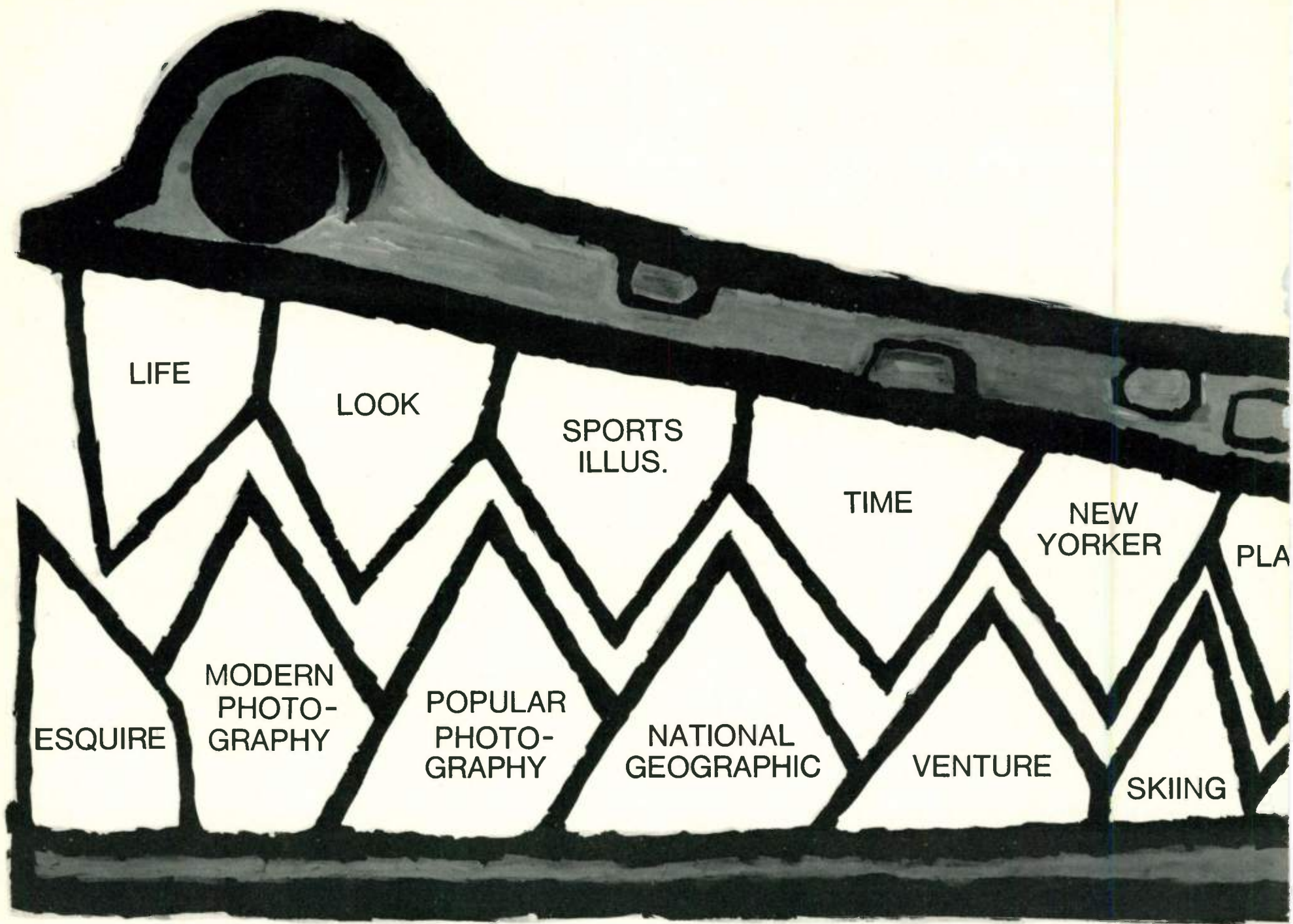
State

Zipcode

Trade up to Clairtone.



The incomparable Clairtone.



OUR AD PROGRAM

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

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

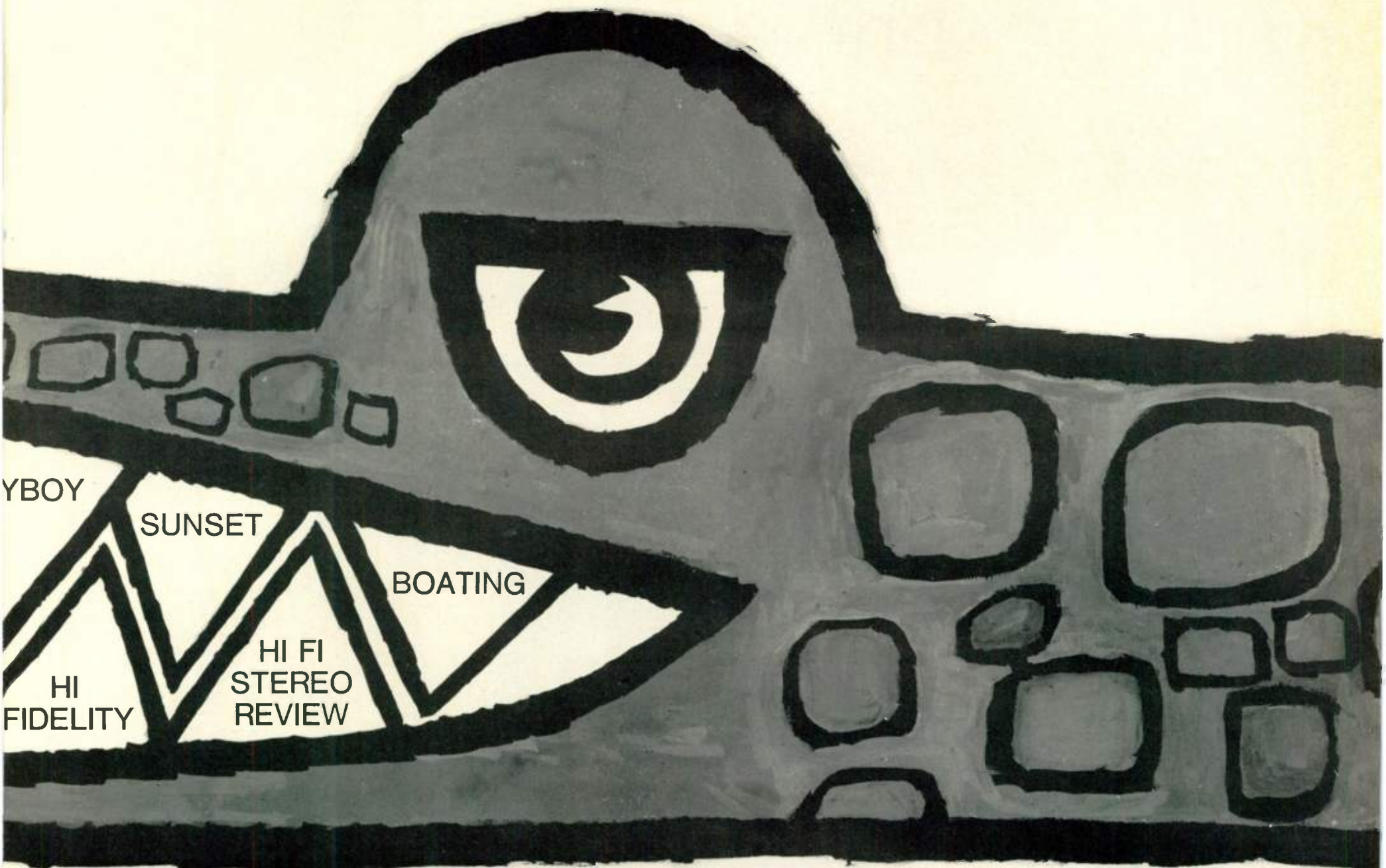
That's mostly because Toshiba advertising is something the industry has never seen before. It swings. Crackles. And sells. SELLS.

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

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

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





YBOY

SUNSET

BOATING

HI
FIDELITY

HI FI
STEREO
REVIEW

HAS TEETH IN IT!

Toshiba®

THE INTERNATIONAL ONE

industry briefs

RCA revamps marketing; sets up 6 regional areas each headed by a VP

RCA Sales Corp. is realigning its consumer products marketing in the form of six regions, each headed by a sales vice president responsible for geographic areas of common interest.

"This reorganization recognizes the expanding need for consumer

product marketing expertise at the local level," said Jack K. Sauter, executive vice president, sales operations. "It means we are placing in the field, right where the action is, executives whose business experience and marketing skills have been solidly demonstrated. . . . We have advanced from the localized market zoning of the past to a broader outlook on the national market place."

Each of the new regional vice presidents, who will report to Sauter, will supervise RCA's field representatives and any RCA-owned distributorships in his area. The six will serve as marketing advisors to RCA consumer product distributors. There are 86 RCA distributorships in the U.S., six of them RCA-owned and the balance privately-owned.

The regional vice presidents and their headquarters locations are: Joseph P. Bannon, eastern region, New York City; Arthur J. Hammer, southwestern region, Dallas; James V. C. Harter, southern region, Atlanta; Marvin E. Kramer, east central region, Cleveland; Arthur C. Nerness, central region, Chicago; and Robert J. O'Neil, western region, Los Angeles.

The principal feature of the new setup, Sauter said, is that the six regions have been established as areas of common interest — as opposed to the more traditional breakdown. The points of common interest, he said, range from means of transportation, general product demands, and styling preferences to merchandising techniques.

Whirlpool "Buy Guide"



"Consumer Buy Guide," which will be affixed to all Whirlpool products, is designed to help consumers compare models and decide which she wants. In addition to listing product features, it will tell size, weight, electrical requirements, kind of finish, and other facts. When dealer uncrates unit and places it in his show room, "Buy Guide" will be prominently displayed, because it is being placed on all units by the factory.

Hoffman Electronics now out of consumer electronics entirely

Hoffman Electronics Corp., El Monte, Cal., has sold to Montgomery Ward & Co., Inc., its 51 per cent interest in Hoffman Products Corp., which it acquired in 1964. The acquisition was made as a joint venture with Montgomery Ward, which purchased the remaining 49 per cent at that time.

D. C. Arnold, Hoffman president, said that the total cash price amounted to approximately \$2.7 million. This included Montgomery Ward's purchase of notes receivable to Hoffman Electronics by Hoffman Products.

He said, "This transaction concludes the planned divestiture of our operations in the consumer electronics field, with the exception of providing spare parts and services for television and stereo equipment previously sold under the Hoffman brand, which will continue."

Arnold said that although the operation has been moderately profitable, Hoffman Electronics has decided that it can develop a better return for its stockholders by concentrating on more rapid expansion in areas of navigation, communications and teaching systems.

Hoffman Electronics purchased color television receivers and stereophonic equipment from Hoffman Products for resale until the end of 1967. The present transaction will have no effect on the sales volume of Hoffman Electronics Corp. for this year since Hoffman Products' sales were never consolidated with those of Hoffman Electronics.

The oscillating air conditioner

Remember the old oscillating fan? It swept the air back and forth in an arc. But it was the same stale, warm air.

The Gibson Air Sweep is an oscillator, too. Except it brings in fresh air. And cools it on the way. And doesn't blow it straight at you, but sweeps it gently upward so there's no draft.

This attractive new Gibson controls humidity, too, so you don't get steamed up. And controls temperature to 1½° so you don't get chills.

Now you can even set patented Air Sweep to any arc you wish. Which means that Gibson cools people, not walls.

Our Gibson kisses you with cool air. Does that make our oscillator somewhat of an osculator?

Gibson

Gibson Refrigerator Sales Corporation
Greenville, Michigan

Nobody plays Santa like *Amana*.

Who else would give your customers a set of valuable decorator panels **FREE** when they buy a decorator model Amana side-by-side, top-mount or bottom-mount?



5D-22F

Good old Santa Amana! By popular demand, we're repeating the sensational offer that made so many sales for Amana dealers last year.

A set of glamorous decorator panels free—in a choice of 329 patterns, colors and textures—to give Mrs. Consumer or her husband a good reason to buy Amana for Christmas.

And this year, Amana extends the offer to all three styles of Amana decorator model refrigerator-freezers. The side-by-sides (Amana 25 and 22); the new top-mount 19, and the bottom-mounts.

It all adds up to extra-good holiday business for you. But don't stop at the refrigerator doors in your sales story. An Amana sale really begins when you open the doors of our side-by-sides and top-mounts and show 'em what's inside. Like our "refrigerator-within-a-refrigerator" meat keeper, our patented adjustable cantilevered shelves on recessed tracks, our Add-on Automatic Ice Maker, and on the 22 and 25 (shown) our brand new Hi Humidity compartment . . . keeps leafy vegetables fresh up to three whole weeks.

The offer expires December 24, 1968, but the gift certificate you give your customers for their free panels is good for six months from date of purchase so they'll be back to see you again.

Amana

Backed by a century-old tradition of fine craftsmanship.
Amana Refrigeration, Inc., Amana, Iowa. Subsidiary of Raytheon Company

5D-25F

Look what RCA is giving you for Christmas!



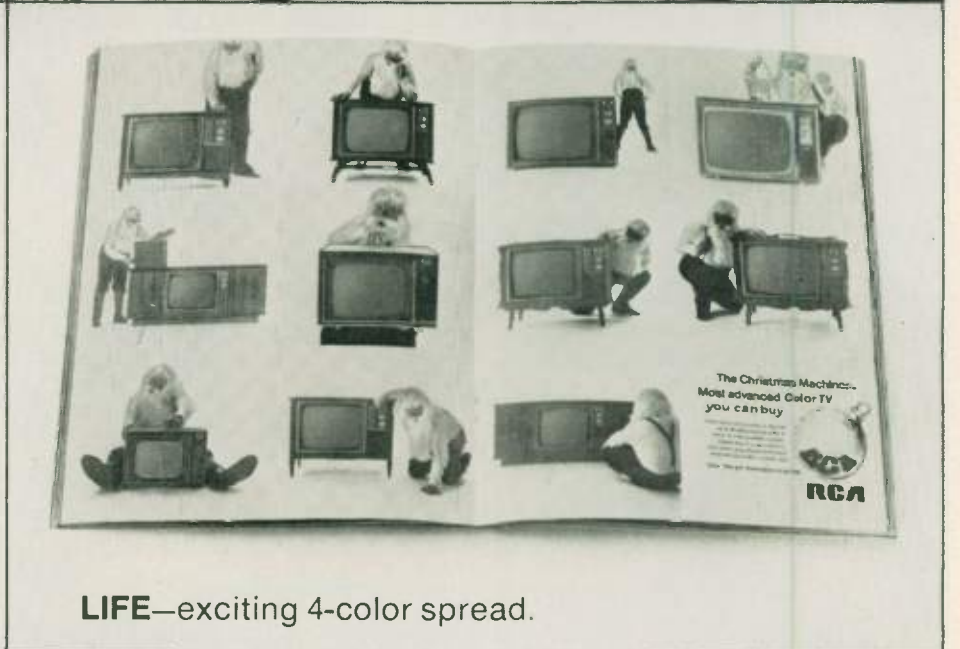
8-PAGE INSERT

A colorful 8-page Christmas Shopper's Guide that will run in over 400 newspapers.



NEWSPAPERS—

3 big 2-color 1800-line distributor-placed local ads.



LIFE—exciting 4-color spread.



RADIO—
commercials on
Monitor and Emphasis
carried by 220 stations.



TV—powerful
commercials on AFL,
Disney's "Wonderful World
of Color," plus many
other top-rated shows.



POINT-OF-SALE—Eye-popping
materials and outdoor designs.

You've got the enthusiasm. Now get the merchandise, the displays and the details— from your RCA distributor. RCA's biggest Christmas promotion in history is on the way!

RCA

OFFICIAL ENTRY FORM

CREATIVE RETAIL SALESMAN-OF-THE-YEAR

What particular selling idea did you use this year that successfully contributed to your making sales?

Say it in your own words and be as concise as possible. If more space is needed, please use additional paper and attach to this form. (Check the division you wish to compete in.)

Consumer Electronics

Electric Housewares

Major Appliances

MAIL THIS FORM TO:
Creative Retail
Salesman-Of-The-
Year Contest,
MART Magazine,
757 Third Ave.
New York, N. Y. 10017

NOTE:
All entries
must be
postmarked
no later than
December 15, 1968

Please answer every item as completely as possible:

Salesman to fill out following:

Salesman's name _____
Employed by _____
Store corporate name _____
Address _____ City _____ State _____

Dealer to fill out following:

Salesman has been employed in this business since _____
With this store since _____
Signed _____ (Dealer's name)

city by city trends

Chicago

White and brown goods sales booming as pre-holiday promotions begin in earnest. Color TV console and portables in large screen sizes moving in very good volume, but some dealers report competitive pricing

is shrinking profits out of sight. But quality control is getting better and reducing erosion of profits into service. Laundry equipment doing exceptionally well, but in singles rather than pairs. Portable dishwashers as well as convertibles bringing good volume as well as fair margin.

Indianapolis

Sales pace is steady with few peaks, but also few valleys. Dollar volume up as bigger ticket items move more often. Color TV in large screen portable and combinations, high-end ranges, and even enough 24-cu.-ft. refrigerator-freezers set the pace. Black-and-white consoles and large table models holding their own. Some stereo and portable phonographs beginning to move in anticipation of early holiday gifts.

Nashville

Optimism is the word as dealers report sales up 20 per cent and climb-

ing. Color TV is at the top of the list as big promotions attract attention and dollars. Electric ranges at \$250 and up a big surprise bonus as is late action in 17 to 20-cu.-ft refrigerators in good volume. Small radios and small electrics getting more inquiries than sales. Laundry equipment in pairs and decorator colors continue very good. Harvest exceptionally good.

Salt Lake City

Buoyant and happy is the word as sales continue to keep up at a good pace in color TV as well as laundry, dishwashers and freezers. Refrigerators are in high demand in large sizes, and are in short supply. Much emphasis in current ads on price, but dealers are able to maintain a fair profit margin despite competition. Tape recorders at a slow start.

Sacramento

Housing starts booming but builders getting most of new installations. A full employment and high wage market has also sparked the remodeling trade and dealers reaping a bonanza. Stacked laundry pairs a very popular item in remodelings, but dealers face a growing discount store influx. Servicing dealers, though, are finding it easier to compete, and are able to maintain margins.

Magnavox streamlines consumer warranties

Magnavox Consumer Electronics Co. has simplified its warranty program by eliminating some 18 product-by-product individual warranty statements in favor of three broad categories covering like product groups: television, console stereo, and portables (excluding TV).

The new warranties, according to George H. Fezell, president, not only inform the customer explicitly of what provisions apply to his purchase, but simplify the dealer salesman's problem in memorizing and quoting product warranties to customers on the sales floor.

Here are summaries of the three warranty categories:

Television: Monochrome and color TV portable and console products have a three-month labor and a one-year parts warranty. Picture tube warranty is for two years on color TV models and one year on monochrome products. Portable TV must be delivered to the dealer and picked up from the dealer by the customer.

Console stereo phonographs: "Magnasonic" products have three-month labor and one-year parts warranty, "Astrosonic" and "Imperial" models have a one-year parts and labor warranty.

Portable products: Portable products, excluding TV, have a warranty of three months labor and three months parts provided the portable is delivered to the dealer and picked up from the dealer by the customer.



The spotlight is on the Hitachi all-star Christmas gift cast

The line that has everything to make your Christmas gift selling season a sales and profit success. They're in categories that gift buyers prefer and at prices that fit the overwhelming majority of gift budgets. With each passing day the customer demand will continue to increase until the final rush of last minute gift buyers. Everytime you sell a Hitachi product you are enhancing your reputation for quality, dependability and value which will pay off in added year-round sales.

The Christmas gift selling season is closer than you think. Buying action now assures selling action later. The Hitachi all-star Christmas gift cast can only produce sales for you when featured and promoted.

TRANSISTOR RADIOS

An unbeatable gift selection. Satisfies every performance and budget demand. AM portables, FM/AM portables, FM/SW portables, Multi-Band portables, AM and FM/AM clock radios, FM/AM table radios, Mini-Stereo FM-FM/AM portables that are available in 3 distinctive models. Also the magnificent 3-piece component system designed to blend with home decors.

REEL AND CASSETTE TAPE RECORDERS

An outstanding array of solid state monaural, stereo and mini-stereo models in all popular reel sizes and tape speeds. Equipped with the exclusive Hitachi "Level-Matic" automatic control that prevents recording or playback distortion.

COLOR AND BLACK/WHITE TELEVISION

A superb achievement in advanced engineering, ultra smart styling and thrilling performance in magnificent color or black and white. Featured in fast selling screen sizes at prices that give you unchallenged value leadership. Also available in battery/AC models.

PORTABLE PHONOGRAPHS

Compact, lightweight solid state multi-speed models designed for the go-go set. Available in radio-phonograph combinations and battery/AC models. Priced for mass volume selling.

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

**Give Happiness
the United Way**

Questions service problems

Editor, *Mart* magazine:

I just finished reading *The Balance Sheet* (Oct. 15 *Mart*). I thought I might send a couple of comments.

I also keep wondering where all this information that Betty Furness is coming up with is coming from . . .

Everyone knows that merchandise can break down. I feel that most major manufacturers are trying to come up with trouble free merchandise, but there will always be some that will break down. I feel if someone could get to the workers of today and get them to put a little more interest in their work, that better merchandise would come off the production lines.

I feel as others do: I don't think the problem is as great as she is trying to make out. I know that we are having trouble with more new TV, radios, and stereo when we first get them than we did some time ago. But these problems we take care of, and I might say, AT OUR OWN EXPENSE, not that of the distributor or manufacturer. I don't think the customer is being hurt.

If they were to check every BBB in the country. I am sure they would not find as much of a problem as she thinks there is. I also am sure that if she would check with every dealer, she would find some troubles, but again, I feel the dealer is taking care of them himself and not hurting the customer as they are trying to make us believe.

We do not have a BBB in Kalamazoo, but our chamber of commerce gets calls. I have checked into these as a board member of the chamber of

commerce and have found that there are very few complaints against the appliance dealers in our city.

Most of the complaints we get at our c of c concern the fly-by-night deals that come to town for a week or so and then move out.

I still feel if the appliance and TV manufacturers of today would come up with some sort of service warranty and help the dealer out when the product fails in the warranty period, as the car manufacturers do, you would hear no protest from customers or dealers. I think a lot of the problems she is reporting come about when a customer has a part fail that is guaranteed for one, two or three years — such as a picture tube. The

customer just can't understand why she should have to pay for the service and installation. They don't realize that the appliance or TV dealer does not get any reimbursement for service. They all know the car dealer does. They just do not understand, and I might say it is mighty hard to get them to believe that we *do not* . . .

As a TV dealer I am trying to put across that if we cut out all of these investigations, perhaps the taxes can be cut, and the independent dealer can start to make money again, and most of all these so-called problems could be taken care of at the local level . . .

I read the article in *Better Service* (Oct. 15 *Mart*). We have had one of

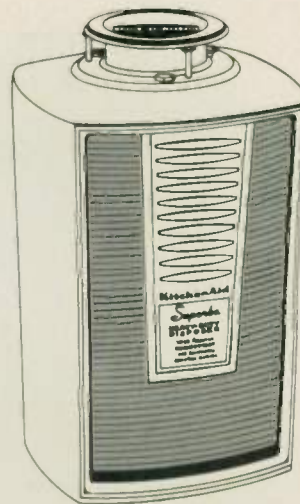
those RCA sch. three weeks put ers' service mana, it was very enrich that having a ser afternoon instead o helped make our happier. After work . . . day, they just don't like to go out again at night, and if a dealer is under the Wage and Hour law, he has to pay time-and-a-half for them to go to school. We have started our own service school on basic electronics for our delivery men and this has been accepted very well.

B. J. Green
Green Radio Sales & Service
Kalamazoo, Mich.

Four ways to dispose of disposers.

You want a disposer line that's going to sell. Right? Then you want the new KitchenAid disposer line. Four strong. All with automatic reversing action and Teflon-S*-coated drain chambers to eliminate odors. All with the famous KitchenAid name that stands for quality and dependability. Take a minute and look them over. If you'd like more details, see your KitchenAid distributor. Or write KitchenAid Disposers, Dept. 8GQ-11, The Hobart Manufacturing Company, Troy, Ohio 45373.

*DuPont's registered trademark.



This is the top-of-the-line Superba batch feed model.

Outstanding in every way, with such exclusive features as Magnestart™ Cover Control, automatic Anti-Jam Control, ½ hp capacitor start motor, and cast stainless steel grinding elements.



To those who prefer a continuous feed disposer, sell this Imperial model. It has the same top-quality construction as the Superba. It's operated by a wall switch. If a jam occurs, just flip the switch on and off to eliminate it.



This brand-new Custom model, also a continuous feed model, gives your customers KitchenAid quality at a moderate price. It features a ½ hp capacitor start motor and sound-insulated casing.

Here's another brand-new continuous feed model, the Electra. It has a ½ hp capacitor start motor. It eliminates all jams electrically and also has a special insulated upper shell for quieter operation.



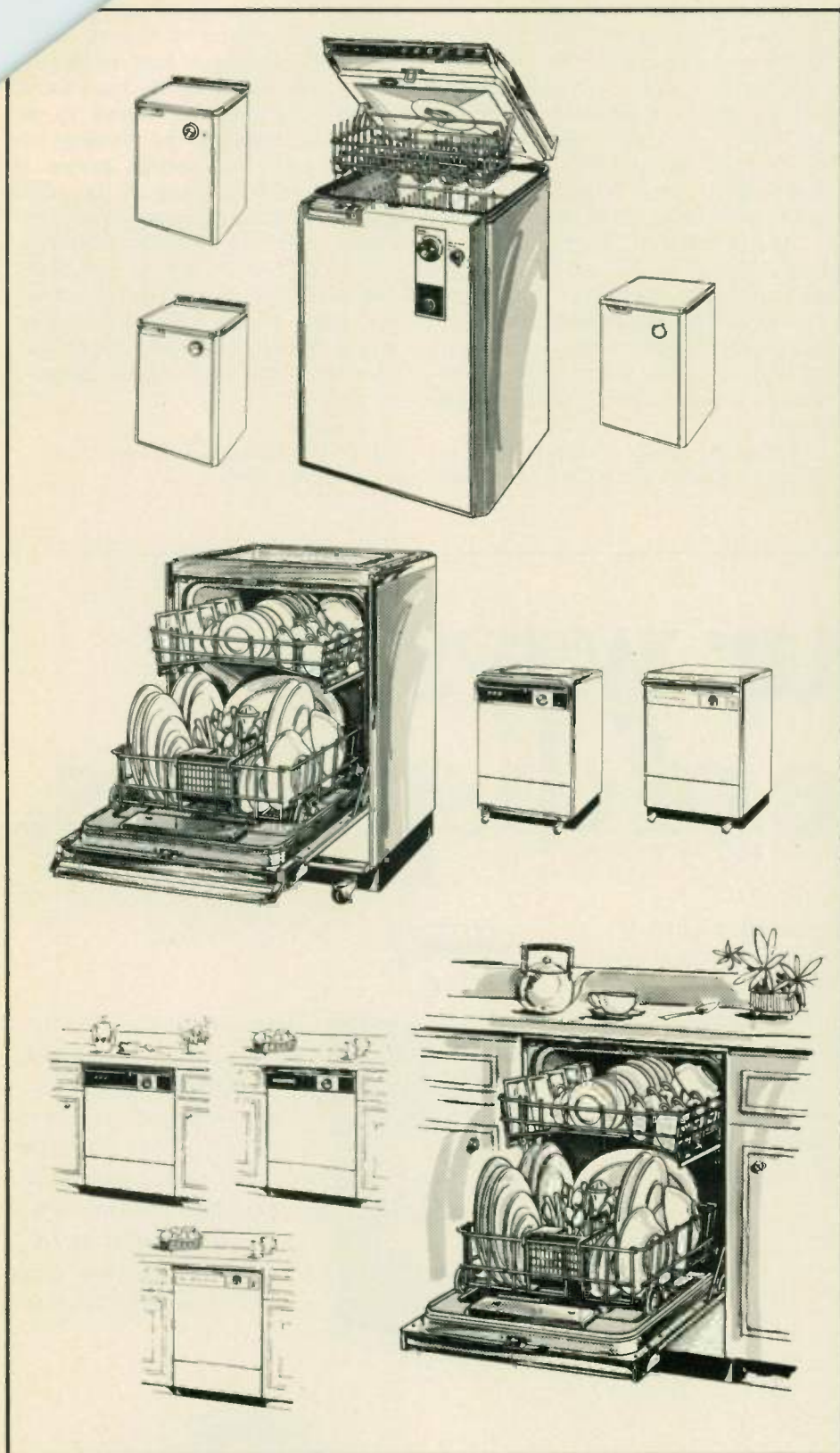
KitchenAid
Dishwashers and Disposers

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



Use Christmas Seals on your holiday mail. It's a matter of life and breath.





Our best selling dishwashers.

If enough people wanted any kind of dishwasher we don't make, we would go ahead and make it.

The fact is, we only make the kinds which enough people want. The kinds you can make money on.

We have four compact top-opening portables. Four built-ins. And three convertibles. (Lots of people want portables that convert to built-ins.)

And every Hotpoint dishwasher has important step-up features like extra huge capacity, multi-level wash action, automatic detergent dispensers, and more.

For the best selling dishwashers, you don't need any line but Hotpoint. Call your Hotpoint distributor. He doesn't have the other kind.

Look for the extra quality in Hotpoint dishwashers.

Hotpoint
GENERAL ELECTRIC COMPANY
 Louisville, Kentucky 40225

We don't make any others.



HOW DEALERS ARE HANDLING THE PARKING PROBLEM

Solutions are possible, of course, but they can be costly, too.

By Milton Gussow



In today's "automated" society, a big problem facing retailers is how to accommodate the customer's car while he is in the store contemplating a purchase. Americans just don't want to be separated from their machines for very long, nor by any great distance.

Until someone comes up with a "drive-in" appliance store — like banks, hamburger stands and liquor stores — dealers must be very resourceful in solving the parking dilemma. But some solutions are proving very costly indeed.

A **Mart** Magazine survey on the parking situation found that though the problem is universal and serious, many dealers now find it easier to get help from other sources which are also feeling the pinch.

Fred M. Dykstra, owner of Englewood Stove and Appliances, on Chicago's south side, persuaded a bank across the street to purchase some lots near his store, not only to relieve the bank's own parking situation, but allow his store to use the 30-minute parking lot daily — and for longer after banking hours when his store is busiest. For the privilege, Dykstra pays the bank a yearly fee of \$180. One rule the bank imposes is that the store not use the lot for employee parking.

Also to Dykstra's advantage is a city-owned parking lot half-block from his store.

Tri-Par Radio and Appliance Store, located in Chicago's Loop area, under elevated trains on South Wells Street, has

a different sort of problem.

According to Stanley Lersch, Jr., manager, parking problems are very slight — the store owns the building and a 120-car parking lot right next door.

"In our ads and other promotions," Lersch said, "we offer free 30-minute parking while shopping here. Also, being convenient to the 'el' brings traffic almost to the door for those who don't want to drive."

Having the parking lot next door serves another function. It allows delivery trucks easier access to the rear loading dock. Trucks in a hurry can unload through the front entrance which has limited parking despite the heavy traffic on the street.

Only an exceptional sale creates parking

Under the "el" in Chicago's Loop finds parking at a premium at Tri-Par Radio and Appliance Co.



A rare sight — few vehicles — on this Chicago expressway.

Polk Brothers Central Avenue complex of stores. When Sol Polk promotes, parking becomes a headache.



problems for Cufco, Inc., Berwyn, Ill., according to Merwyn Claver, co-owner and appliance buyer.

"We did have problems," he said, "but were able to purchase a building across the street, on a large lot, and now have parking for 100 cars. This also gives us a place for our employees to park."

The absence of parking meters on his street is also a plus factor in bringing customers to Cufco, Claver noted, "so that even a nickel or a dime inconvenience won't bother a person who wants to visit our store."

Employee parking is a major problem for stores that are located in congested areas. And, with its many employees, Polk Brothers' Central Avenue complex has a real one.

"Employee automobiles do not turn over in a parking lot like customers' cars," said Lester Bachmann, executive vice president, "and if you don't provide workers with a place to park, you have dissatisfac-

tion and a problem in keeping good men and women."

Polk had to revamp one of its outdoor show areas for boats (another Polk enterprise) to provide parking for employees. Since these cars do not need as easy in-and-out provisions, more cars can be parked in a smaller area, letting customers use the "high volume" lots.

In planning for new stores, according to Bachmann, the firm also looks for alternate parking areas provided by outside sources.

In both the Joliet and Elgin, Ill., Polk stores opened recently, large city-operated parking lots have direct access to the Polk branches. Other stores being opened are in shopping areas where adequate parking is available.

In recent years, when some cities have tried to discourage traffic from going into the downtown areas, there's often been a decimation of business profits in these areas and a consequent flight of some important tax assessments to the suburbs.

Now, many cities have revised redevelopment plans, and often lean backward to provide adequate, reasonable cost parking for patrons.

Some cities react more sensitively than others to the needs of businessmen, as when Davenport, Ia., wanted to speed traffic through West Locust Street where Supreme TV and Appliance, operated by William Nichols, is situated.

When Nichols pointed out to the city that eliminating parking on the street could hurt his business so that he might have to move, the city bought some condemned property across the street. The authorities then put in a metered parking lot convenient to Supreme as well as to other businesses in the area.

Lover's Lane, in Dallas, Tex., is another example of traffic engineers bowing to the needs of keeping vulnerable business thriving.

Lover's Lane, also known as "appliance row," with about 12 different appliance



But you can't get to Alonge Appliance and TV, Des Plaines, Ill., from here. Try another way.

Davenport, Ia., provided off-street metered parking for Supreme TV and Appliance when it removed parking meters on busy street.



stores in a two-block length, narrows from a four-lane to a two-lane street to accommodate parking off the highway for hundreds of automobiles which are drawn by the wheeling-and-dealing "row."

But not all dealers are so fortunate. Alan Radio's North Lincoln Avenue store is on a Chicago thoroughfare that is busy at all times of the day.

Customer and employe parking is a real problem because many businesses compete for the few parking meters available.

Though property is at a premium — and expensive — Alan Radio was able to secure a building and raze it at a cost of more than \$25,000 to yield 12 private parking places. But being so small, it hardly pays to police it to keep others from using the lot, or to exclude employes of the store and others from parking all day.

Opening of a supermarket nearby with 60 spaces seemed to offer possible relief, but, according to Mike Tutone, store manager, matters only got worse. The super-

market's lot was not big enough to handle its own traffic.

No solutions are in sight for this area, and since business on the street is thriving, few prospects for additional space can be envisioned in the near future.

Since the store's lot is difficult to economically control, it is anticipated that it eventually will become private parking for store employes, a fringe benefit.

Highways and other thoroughfares often work against dealers, and make "getting there" very difficult, such as it is "to get" to Alonge Appliance and TV in Des Plaines, Ill., where the store must be approached from a roundabout way.

John Alonge, owner, feels that the city fathers didn't do him too much harm by making traffic flow according to the desires of traffic engineers. They also provided him with city parking at his back door, with 200 metered spaces which he shares with other downtown stores. Rear entrance loading and unloading also helps keep the



Golf Mill shopping center in Chicago balances Sears and Penney's at each end, with plenty of parking in between, and very costly.

Dallas, Tex., narrowed Lover's Lane to two lanes to provide off street parking for 12 appliance stores on "Appliance Row."

few parking spaces on the street in front of his store available for customers.

"But what else can you do?" asked Alonge. "If you want the downtown traffic for your store, you have to accept some of the inconveniences.

"A close-in store brings advantages that you must otherwise spend advertising dollars on to bring customers out to the edge of town."

But most Chicago area dealers say that things could be worse. They visualize the 180,000 automobiles that daily move on the expressway system to and through the downtown interchanges. The expressways have relieved the business districts which in the past were through streets, and as such were used for this back and forth flow of traffic.

"At least most of those traveling our streets now are interested in doing business with us, instead of cursing the congestion which might have been," one dealer commented.

Impulse items attract shoppers at

Shillito's new traffic-building "Sound Center"

which solves problem of "walking" products.

Shillito's Department Stores, Cincinnati, recently expanded a modest tape and high fidelity section about ten-fold into a full range "Sound Center," featuring a large variety of tape recording and sound equipment ranging in price from \$19.95 to "whatever a customer wants to spend."

To utilize every square foot for selling, Harry Fertig, manager, home electronics, stocks his department with a full complement of traffic building items for his sound products including blank and pre-recorded tapes, records, small table radios, portables, walkie-talkies, and tape recorder accessories.

To display small radios and walkie-talkies, Shillito's had special island counters built with inclined pegboard faces so that these small products could be shown without being fastened to the vertical pegboard as they were previously.

"We realize that these small items have a habit of 'walking' out with some customers," said Fertig, "and for security reasons we used to display them rigidly secured. But we have learned that to sell small impulse-type merchandise the customer must

be able to handle the unit and look it over. On our new rack, the customers can do all the looking they want, as long as they don't go beyond the 18-inch chain that fastens it to the pegboard."

Large boxed tape and some tape recorder accessories which are bubble-packed are displayed on top shelves of tape recorder display counters and racks. Small, easily lost items and batteries are displayed in a special showcase tended by a store clerk.

Autumn starts Christmas buying for the traditional department store customer, with its kick-off being back-to-school sales and merchandising of fall fashions. Tying in with the excitement caused by these promotions, Shillito's added a "sound happening" to introduce the public to the newly expanded department for home electronics.

To publicize the event, the store used spot promotions on seven Cincinnati AM and FM radio stations. It began with teaser spots on Monday, and built up to very heavy time on Friday and Saturday, the days of the "happening."

To help tend counters and answer questions from the thousands of people who

came to the "happening" were sales representatives from many of Shillito's suppliers.

Also in the department was a local radio personality from a popular FM station catering to the taste of the "moderns" who recently drew 5,000 fans to a "music-love-in" at a local park.

"This big a promotion does not have to bring in many added sales now to justify the spending for these two days," said Fertig. "It accents the beginning of a new sales period which will sustain sales for months to come.

"And the advertising pays off in other ways, too. We've had a tape recorder section for years, and have advertised it regularly. While the radio promotion for the 'happening' was on, we got a telephone call from one of our regular appliance customers with an order for a tape recorder special. He said, 'I didn't even know you carried tape recorders.' Even though we've had them all along, it's just possible that he has only recently become interested in tape, and our previous ads just went over his head."

Traffic building small radios are displayed at Shillito's, Cincinnati, on special counters so customer can examine unit. Brass chains keep items from "walking."



Display of small tape recorders permits access by customer, and being hooked-up and operational allows assistant home electronics manager, Jerry Coen, (right) to demonstrate.



Massive bulk tape display is convenient for impulse buying, and to bring attention to high-end reel-to-reel units below.

Jerry Coen, assistant electronics manager at Shillito's explains to customers, such as family group shown, various speakers, during "sound happening."



Mart magazine
consumer study
shows

THEY LOVE THEIR DISHWASHER!

By Ken Lilienthal

Thank God for the guy who invented them!"

That statement seems to just about sum up the affection consumers have for their automatic dishwashers. And, affection is not a too romantic word to use. Respondents to a **Mart** magazine survey of consumers — who were known to **Mart** as dishwasher owners — volunteered expressions of the highest regard toward their machines. "Would never be without one," said many. In a word, they love 'em.

The survey, which was done by mail and included consumers in various parts of the country, elicited a response of usable returns totaling 25 per cent.

Thirty-four per cent of those answering had owned at least one machine previous to their present one. Those who own a portable just about equal in numbers those owning a built-in model. Only 14 per cent said they own a convertible type. (Each of the three basic types was defined by **Mart**.)

Why did they purchase their units where they did?

Mart listed five reasons, as follows, and asked respondents to check one: "price," "reputation of store," "desire for brand carried by store," "confidence in store or sales-

man from whom you made the purchase," "confidence in store's repair facilities."

Desire for brand carried by store predominated by far; 63 per cent of the consumers ticked off that category. Confidence in store or salesman was listed by 13 per cent. Eleven per cent cited reputation of store. *Only eight per cent checked off the price category.* Five per cent noted that they made their purchase where they did because of confidence in repair facilities.

As will be noticed, three of the above categories — those relating to over-all confidence in the dealership — are quite similar. If these were to be considered as a single category, the response would have been 29 per cent. This, then, would be second only to "desire for brand carried by store."

Nobody paid less than \$100 for her dishwasher. Here's a breakdown of the prices paid:

\$100-\$150 . . .	3 per cent of respondents
\$151-\$200 . . .	24 per cent of respondents
\$201-\$300 . . .	47 per cent of respondents
\$301-\$400 . . .	22 per cent of respondents
More than \$400 . . .	4 per cent of respondents

Mart asked: "What *first* got you interested in purchasing a dishwasher?" Survey

recipients were asked to check one of five categories, including one called "other."

Forty-four per cent checked "exposure to friend's or neighbor's unit."

Ten per cent checked "newspaper, radio or TV or magazine advertising."

Three per cent checked "magazine or newspaper articles."

One per cent checked "demonstration in store."

Forty-two per cent checked "other." The vast majority of these particular consumers volunteered remarks that mentioned "convenience," or "tired of hand washing," and the like. Only two individuals said they had received their machine as a gift.

Mart asked: "How many stores did you visit before purchasing your latest dishwasher?" Not counting the 10 per cent who answered "none," it developed that 50 per cent had visited (what is presumed to be) one *other* store. (Next time, we'll reword this question.) Two (other?) stores were visited by 10 per cent of the respondents; three by 20 per cent; four by eight per cent; five by seven per cent; and six by five per cent.

Mart asked: "Have you been satisfied with how your dishwasher works?"



"Yes," replied 85 per cent of the consumers. Most of those who expressed *dissatisfaction* complained about matters pertaining to washing efficiency (some complained about their refrigerator or range). "Dishes come out dirty," was a typical response from those who answered this question. (Said one, "The automatic defrost doesn't work.")

Many of those who are dissatisfied with their dishwasher volunteered that they blame their detergent brand or hard water — not their machine.

The nature of the various sources from whom **Mart** obtained the names of the dishwasher owners was such that it is likely that the persons surveyed purchased their machine comparatively recently. (Sixty-seven per cent of the machines have been owned less than one year; 22 per cent have been owned more than one year, but less than two years. The oldest machine in the survey recently celebrated its fourth happy birthday.)

So, their relative "youth" would likely have a bearing on responses received to the following question.

Mart asked: "How many times has your unit needed repair since you bought it?"

Twenty-eight per cent of the machines had undergone service work at least once. (The average age of these machines, incidentally, was 13 months.) One-third of the 28 per cent were no older than six months. Still referring to the 28 per cent, half of them had been repaired only once; 35 per cent had been fixed twice; the rest, more than twice.

One respondent, expressing unhappiness with the quality of the repair service, had indicated that the machine never had needed service.

The machines in general aren't used very much: 70 per cent said they use it only once a day. Nine per cent said "once or twice," and 13 per cent use it twice daily. The remainder use it a varied number of times ("three times over a weekend" . . . "once every couple of days" . . . "never on Sunday.")

Eighty per cent said they are using their machine no more, no less than when they first bought it.

Mart asked: "What is the best feature of your dishwasher?" Consensus: It washes dishes clean. In fact, the word "clean" was used in 30 per cent of the replies. The word "convenient" was used in eight per cent of the answers. ("It washes dishes," one woman answered, who conceivably also uses her machine to soak diapers.)

Mart put their imaginations to a test. **Mart** asked: "What feature (s) would you like to have on your dishwasher that it doesn't have?" Fifty-eight per cent of the consumers either pretended not to see the question or expressed complete satisfaction with their machines. Eleven per cent said they'd like better accommodation of pots and pans. A few individuals suggested that a trap for loose foods would be worthwhile.

Only one consumer intends to replace her machine within a year (this is also probably due to the newness of the machines). The woman who'll soon be in the market for another one is greatly dissatisfied with her present unit because of a hard water situation, and she apparently believes that a new machine will solve the water problem.

Following are some comments the consumers made about their dishwashers in general.

"In 1940, we purchased a (brand name) dishwasher, used it daily for over 25 years. The door rusted out and it was so old no replacements were available, so we purchased a new (same brand name) . . . So, a year ago we purchased another one . . . and use it in our summer lake cottage where we have much company. I think they are great."

"I love my dishwasher! Besides all of the *time* it saves *me* (and you'd be surprised how much, we have seven in the family). The home is so much more beautiful with the neatness of a dishwasher. Everyone should try a dishwasher for a week and then they would never be without

one!"

"The dishwasher has almost changed our lives . . ."

" . . . you certainly can't beat it for glasses and China. But on my everyday plastic dishes it doesn't always get them clean enough . . . I have tried at least five different detergents . . . none have helped . . . I would be lost without it."

" . . . we found that ours cuts the spread of respiratory ailments in our family from one person to another significantly."

" . . . in our hard water, glasses are water spotted. Next time I'd like to get a machine that I reset for rinse and add a water softener to it."

" . . . I bought a new mobile home and thought I would like the portable so I would not lose space . . . I dislike having the water faucet tied up and can't get a drink while the dishwasher is going."

"My husband loves it so he don't have to wash dishes when he gets home every night . . ."

" . . . We have been having spotting on the silverware. We don't notice any on the dishes."

" . . . It also is a faster way to keep the jars for canning hot, sterilized, and ready to fill."

" . . . for every day use in a large family (8), they aren't large enough for pots and pans . . . Surely many families need a large dishwasher . . ."

" . . . I find that occasionally putting one cup of vinegar in the final rinse that the dishes were really clean. Also, if there's any rust on the dishes, to use ½ cup of lemon juice . . ."

"1. Dishwasher is too noisy . . . 2. The baskets or racks are easily damaged by pots and pans . . . 3. Repair service was slow . . ."

" . . . I really don't care for all those fancy features . . . I just use the regular cycles."

" . . . My husband died in March . . . From his hospital bed, he (had) told me to go and buy the best one available for the home we had just purchased. . . He never got to see it, but we are all pleased."

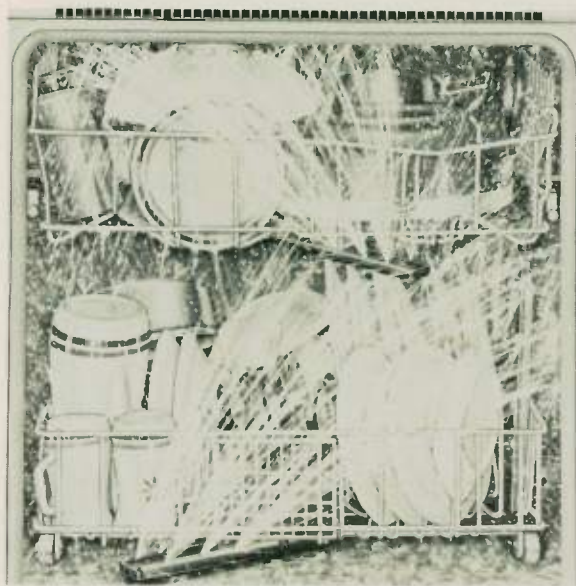
Manufacturers offer dealers

DISHWASHER SALES AIDS THAT TELL A CLEAN STORY

By Walter H. Hogan

Plastic demonstration front

In a flip-top box which echoes the slant-front design of Frigidaire's 1969 top-loading dishwashers, dealers receive material on sales aids available. Among these is a permanent showpiece display which provides feature copy on the firm's new "FlipTop Dishmobile" for showroom floors. A paper display kit includes banners, posters, and colorful stickers. Plastic tops and plastic fronts are available for demonstration purposes. And a demonstration aids kit contains a plate, a cup and saucer, a salad bowl, a tumbler and a juice glass. Other selling tools include "germ" plates and a "Dirty Dish." **Frigidaire Div., General Motors Corp., Dayton, O. 45401.**



"Live action" demonstrator

In its "Registered Dishwasher Dealer" program instituted this year, Westinghouse sets up selling centers on dealers' floors. Displays for under-counter models, top and front loading portables are provided. Highlighting this program is a "live action dishwasher" demonstrator shipped complete, says the firm, with only water to be added at the dealer's location. Frank Gifford is being featured in national dishwasher TV commercials in November and December. Dishwasher ad mats in various sizes are available for the upcoming gift buying season. **Westinghouse Electric Corp., 300 Phillippi Rd., Columbus, O. 43228.**

"Tell-All" tumbler set

Among the display aids available is a "Tell-All" tumbler set that bears feature copy on KitchenAid portable dishwashers. A "Selling Station" that attaches to a unit with a single screw dramatizes "buy it today, use it tonight" advantages. A plexiglas "Vu-Dome" lets dealers demonstrate the wash action of the units. Also available: a full-color large wall banner and a three-unit "Selling Station" which includes a six-foot counter top and header panel with feature copy that presents the inside and outside story of the built-in line. **The Hobart Mfg. Co., Troy, O.**



"Dishwasher Center"

To help dealers set up a "Dishwasher Center" there's a 28-piece display and promotion kit containing a portable display header which is as wide as three dishwashers side by side. Also included are a 25-piece banner kit, a dealer guide, and an illuminated sign. **Whirlpool Corp., Benton Harbor, Mich. 49022.**



Dishwasher display

Available in 13 western states only is a functional dishwasher display constructed of simulated walnut paneling and finished on all sides. The counter top is white formica and the two-color back-drop mounts to the back of the display. The unit is available in three sizes — 39 in., 51 in. and 82 in. — to accommodate one, two or three dishwashers. Also available are ad mats, reprints of national dishwasher ads, and a dealer truck identification kit containing decals on "Dishwasher Sales-Service." **Waste King Universal, 330 E. 50th St., Los Angeles, Cal. 90058.**

Easel motion display

A colorful easel display has a motor driven spray arm to attract attention and to tell the "Reversa-Jet" story. Printed in four colors on durable stock, the display is said to be easy to assemble. The motor is driven by a flashlight battery. This display unit is available for \$4.88. **Tappan, Mansfield, O.**

Point-of-sale display

Point-of-sale display pieces for window or in-store use include a lid piece that fits behind the spray arm of a unit on display. Also available is a "Micro-Mesh" filter cutaway, with a display card urging shoppers to "try the pin test" and explaining how the filter works. Besides buttons, consumer folders, customer letters, ad mats, and publicity kits, there's a plexiglas lid for Model WP-600, so units can be hooked up on the sales floor (with or without live water facilities). **The Maytag Co., Newton, Ia. 50208.**



Successful Southern California dealers

Meet bigger big-store competition with basic retail management tools

Here are a dozen skills they have in common . . .

By Walter Browder

Every year, the steam roller of big-store competition crushes on, wider and deeper, to make one wonder again how independent retailers have survived another year.

Just how big the crush has been — and how big it is going to be — were brought home to this writer recently from left field. The new source for measuring steam in the big-store drive was Investment Counselor Nicholas H. Safford of David L. Babson and Co., Inc., of Boston.

Safford measured it this way: "During the past five years, department stores, mail order chains and broad-line discount houses have expanded 60 per cent faster than the overall economy. And earnings have increased twice as rapidly as corporate profits as a whole."

What independent retailer can toe the line to that!

Or this: Big stores have increased their sales over the past five years at an average rate of 11 per cent, almost twice the growth rate of all retail sales and 50 per cent greater than the growth rate of national disposable income!

One reason for this growth would seem to be reason enough for keeping independent appliance-TV retailers growing steadily (and it has, for some). This is the major change that has occurred in the way most people are spending their money today. They are steadily increasing the amount they spend for durable goods (including household furnishings, appliances, furniture and TV sets, most especially) while decreasing their expenditures for non-durables and leveling off their expenditures for services.

But the big general merchandise stores have been able to respond to this major change more effectively than the independents.

They have responded with aggressive branch-store expansion into the suburbs, where durables are hottest. Branch stores currently provide 58 percent of big-store volume compared with 47 percent in 1962.

They have responded with heavy newspaper, radio and television promotions of durables.

They have attracted traffic away from independents by widening their selections of goods, entering new product areas, offering additional services (including ample parking) — all of it designed to make shopping in a big store (or its branches)

more exciting, as a bazaar is exciting.

Finally, they have been able to respond with easy (to the point of revolving) credit, which makes buying today's high-priced durables generally easier in a big store than in an independent store. During the past decade, big department stores and the so-called catalog chains have accounted for over four-fifths of the increase in installment debt held by all retail outlets.

If the past looks good for big stores (and it certainly does), regard their position to capitalize on the future as they stand prepared to take an even greater share of still more national disposable income, to cater to still greater numbers of new family formations with still bigger assortments of traffic-attractions in the durables field.

As for dampeners to retail good health, the big stores seem to have a momentum that allows them to push through a now-and-again crisis while the independents are lucky to get to the sidelines to avoid what crunch there is. Take the off-again elements that are worrying retailers right now: the usual drop in business at the tail end of an election year; the fact that Christmas selling days this year are fewer by four; the predicted hold-back in spending when the surtax becomes a reality. You can bet that most big store promotional budgets are in burgeoning awareness of these counter-effects to good sales. And the independents? Few seem to be similarly prepared; some, in fact, are known to be reducing their promotional spending in the next six months.

So is it any wonder then that no less an authority on the independent retailer than NARDA's executive vice-president Jules Steinberg can predict (as he frequently does): "I feel that one out of five independent retailers will be out of business in the next ten years."

No, it would seem to be little wonder.

Unless you take a close look at the small coterie among the independents that manages to beat the predictions, beat the local competition, beat the national growth figures in their own stores.

Then the wonder is that more independents do not take stock of the rather basic inventory that is common to the notable successes in a small-business group that runs the gamut from third to fifth place in national statistics on business failure.

For the last year, **Mart** magazine has reported the activities of many successful

independent dealers on the west coast. Here is the basic inventory that has been found common to each man's success story:

- *A healthy respect for the sales staff.* He readily admits that he is not the best salesman on his floor (even in those rare cases where he happens to be the best).

- *A perennial polishing of the personal touch.* He regards his customer as a person who needs and wants his merchandise, whose life will be richer and fuller for it. He explains this fully.

- *A sound regard for service.* He knows either how to provide it himself or have it provided, but always as an extension of his own reputation for quality merchandise honestly sold.

- *A stickler for complete details on every transaction.* He is certain that every order legibly includes size, price, colors, special features, delivery date, correctly spelled names and addresses.

- *A strong feeling for display.* He reveals this most effectively by not over-crowding his floor in the shambled, warehouse way of most of his competitors.

- *Continuing research into sales training techniques,* for himself and for his staff. He has long since abandoned such tired approaches as "hardware nomenclature" and such worn appeals as "latest model, best price" in favor of learning more about selling to the motivations behind a customer's urge to buy.

- *A dash of daring.* He stimulates his staff and his customers by breaking away from promotional patterns that once were fresh but now merely persist out of lazy work habits.

- *A negative attitude about price negotiation.* He knows that tomorrow's sales must be firmly divorced from the wheeler-dealer reputation that most appliance dealers created for themselves yesterday.

- *A fanatical control of inventory.* He has control standards for turnover that he permits to move *him*, even when they hurt.

- *A sergeant's eye for sales recruitment.* There's always someone in the wings to take the spotlight when the bottom falls out of the sales floor.

- *A strong liaison with suppliers.* He is aware that the day is long past when communications between dealer and supplier was a one-way street for the mailman.

- *A high regard for the Sears charisma.* He knows that its list of "basics" is quite competitive with his own.

Suburban Cleveland dealer finds

"Handicaps" help sales by boosting walk-in traffic

Shopping center's high rent is worthwhile price for increased business.

Schwede's Appliance Village is operating successfully under what some other dealers might consider three distinct handicaps but which Schwede views as major business-building assets.

One, the store is situated in a suburban shopping center (Rocky River, O., near Cleveland).

Two, in that center, Ray Schwede's store is right next door to, and thus shares a wall in common with, a unit of the large Uncle Bill's discount chain.

Three, Schwede is in the remodeling business, chiefly with kitchens but also with bathrooms. Sales derived from this department account for about one-third of the firm's annual volume of more than \$700,000.

"It is necessary today for a merchandising appliance dealer to be located in a shopping center," the dealer believes. "The high rent is what you pay for traffic. In what other location is there recognition that people's shopping habits have changed? And, where else can you get such traffic?" (The store has a 10-year lease and pays a flat rent; that is, rent is not based on sales volume.)

It was six years ago that Schwede moved into the center, after considering the idea for many months. He is convinced that "the independent will be in serious trouble unless he gets into a favorable location." At the time he moved, he consolidated his two-store operation into one unit, which occupies about 6,100 square feet. The other side wall, incidentally, is shared with a Revco Drug unit. This also contributes greatly to traffic flow.

With respect to the Uncle Bill's store — which like Schwede's carries General Electric — he says that, "Since they opened, our business has increased. One effect is that we've had to lower our prices. We get their customers and they get ours — it works both ways. If someone comes into the store and we don't sell them, why, that's our fault, not anyone else's."

In addition to GE, Schwede's other major white goods lines are Frigidaire ("a very unusual situation") and Caloric and Tappan gas ranges. In brown goods, the store's lines are Sylvania, RCA, and Zenith. More than 200 units of majors and

brown goods are on display. The firm does no servicing of its own, but instead uses central or factory service.

On kitchens, Schwede says, "Most dealers are missing the boat in not being in the kitchen business, there are so many built-ins available. And, one helps the other — appliances help kitchens, and vice versa. He has been in the kitchen business about 18 years.

Another advantage he cites: "You never have to lose a sale because an appliance won't fit, if you can remodel. You never have to say, 'no.'" It is in this area that Schwede's picks up some of what otherwise might be Uncle Bill's business. That outlet, not being equipped to handle built-in installations, loses some sales because of this.

He sees the built-in replacement business in the suburbs as "tremendous." The store's chief cabinet brand is Whitehall, and wood. For the store, three full-time men do nothing but plan and sell kitchens; in the appliance-TV department, there are three full-timers and two part-timers. Appliances that basically require installation are in the kitchen display area. In the other, larger, area are the free-standing units, TV, stereo, and electric housewares. A wall partly divides the two sections of the "orderly, but cluttered store," as the dealer himself describes it.

About third of store's volume is derived from kitchen and bathroom remodeling. This lady is inquiring about bathroom work.

Dealer Ray Schwede believes that nowadays it is necessary for store to be located in shopping center. Here, he receives a phone call from woman shopper who had stopped by earlier and was then "only looking."



All remodeling work is sub-contracted, and all the installers — they vary in number from four to eight — are on the subcontractor's payroll. "Our only obligation," says Schwede, "is to keep giving them business. They do the whole job from start to finish."

As an outgrowth of the kitchen business the firm a couple of years ago added carpeting, the kind that is designed for kitchen and bathroom use and which is glued down. This, notes Schwede, has proved a profitable adjunct.

The dealer has found that "now that we're really rolling in the kitchen business, it is word of mouth advertising and referrals that bring in most of the business." Schwede limits the work to about a 10-mile radius, having learned that, at least with his own operation, it pays only if you "stay in your own back yard." He cites increasing labor costs and the fact that the men are paid portal-to-portal. The store's "back yard" is in the western suburbs of Cleveland, specifically in an area which the dealer describes as high-income.

The principal advertising for the store consists of twice-yearly direct mailings to a list of about 5,500 persons. Drawings for a mink stole are used in connection with these sales. Schwede has learned that the fur, as a prize, far out-draws anything else he has tried, including color TV.



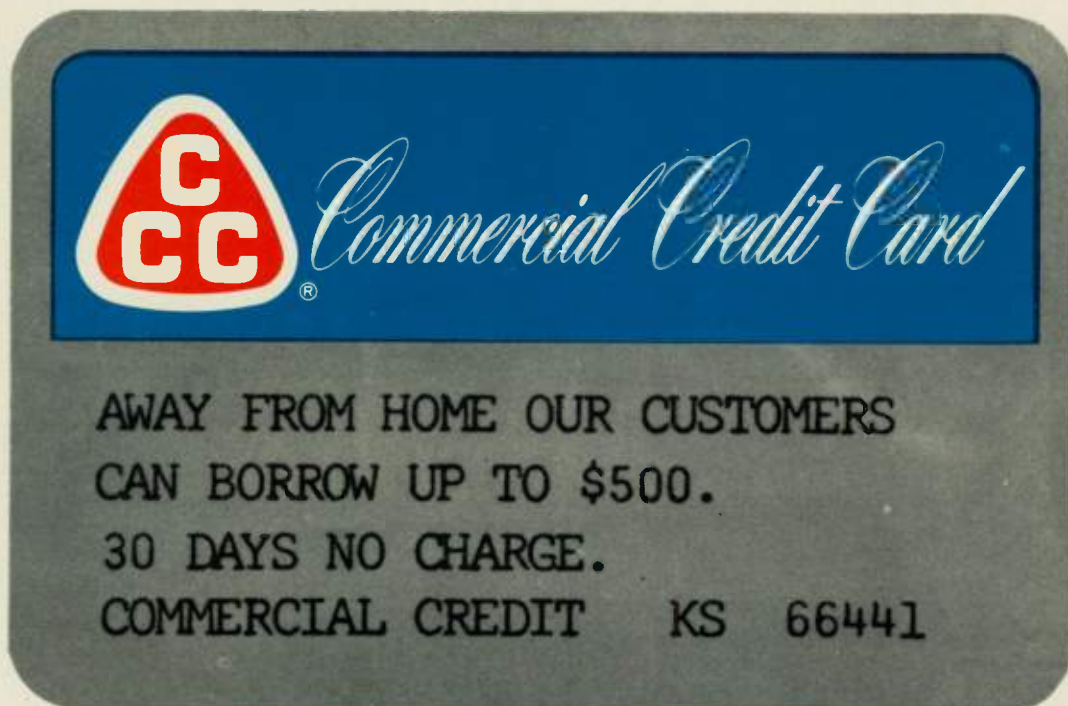
Kitchen specialist, Ed Kovach, and customer review final plans for kitchen remodeling.



Get a piece of the action.



We're using national TV—
Wide Wide World of Sports and
the **NCAA Football** pre-game
shows—to promote the
Commercial Credit Card.



Over 13 million adult viewers will see our emergency travel card's use dramatized on TV this fall, as a part of our national network buy from September through December.

The card is a promotable extra in your Commercial Credit financing package.

For your customer, the card's emergency loan feature takes the worry out of being away from home.

For you, it's a powerful sales tool that helps you close the sale and control financing.

No local bank can match this service.

And no other financing firm has a card like it. So use it. And score.

Commercial Credit Corporation

300 St. Paul Place • Baltimore, Md. 21202



"Commercial Credit helps you sell it!"

new products



Hoover

Toaster

Called the "Fineline" toaster, Model 8511 is a 14¼-in.-x-2½-in. unit which will toast bread up to 10 in. wide or two conventional slices, and there is "an extra high pop-up" for



Hoover Model 8511

small slices or English muffins. The unit features a 980-watt heating element, a hinged crumb tray, and a 7-step dial to regulate toast color. The toaster is styled in chrome, brushed aluminum, and black. Suggested retail price: between \$19.75 and \$24.75. *The Hoover Co., North Canton, O.*

Philco-Ford

Color TV

Marking the firm's entry into the smaller screen, personal portable color TV, Model 5062WA, the "Carry-Color," has a 10-in. diagonal picture tube and weighs 24 lbs. The molded plastic cabinet, 11¾ in. high x 17 in. wide x 16½ in. deep, is styled to match walnut furniture. The set has a 3 in. round speaker and 15,000 volts of picture power. It has illuminated



Philco-Ford "Carry-Color"

channel numerals, a dipole antenna, pre-set VHF fine tuning and fingertip tuning color controls. Suggested retail price: \$229.95. *Philco-Ford Corp., Tioga and C Sts., Philadelphia, Pa. 19134.*

Magnavox

Stereo Phono

Three solid-state portable stereo phonographs, one of them with AM/FM-stereo radio, have been added to the line.

Model P2503, with tilt-down "Precision Automatic" record player, is a lightweight one-piece phonograph with two high fidelity 6-in. oval speakers. Available in midnight black, tarnished gold or autumn olive, the unit carries a suggested retail price of \$79.90.

Model P2551, called the "Minuet," has a tilt-down "Micromatic" record player, detachable wing-type speakers. With four speakers and 20-watts music power, the unit is available in midnight black or autumn olive at \$159.90.

Model P2904, named the "Impresario," also has the tilt-down "Micromatic" record player and detachable wing speakers and features an AM/



Magnavox "Impresario"

FM-stereo radio. Two 8-in. and two 5-in. speakers provide 20 watts of music power. Other features include tape recorder input jacks, remote speaker selector switch, and stereo headphone jack. In midnight black or autumn olive, the model has a suggested retail price of \$229.90. *The Magnavox Co., 270 Park Ave., New York, N. Y. 10017.*

They're FREE with RCA flashlight batteries

FREE with your purchases of RCA VS036 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 VS036 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 VS036 batteries in handy 4-packs

Buy RCA's quick selling VS036P4 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 VS036P4 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

on the top of the can opener and this complete unit slips out of place and may be rinsed under a faucet or washed in a dishwasher. The body of the unit has an all-white finish with a



Iona Model C-19

wood tone name plate. The unit, which can be wall-mounted or used on a counter top, features a built-in cord storage area and a "Super Torque" motor. Suggested retail price: \$12.95. *The Iona Mfg. Co., Regent St., Manchester, Conn. 06040.*

Ingraham Clock

The "Owl" electric wall clock, a silvery-gray bird not quite 12 in. tall, has a three-dimensional hand-carved appearance and a driftwood texture; it reproduces the details of the original handwork, including grain and chisel marks.

Numerals are raised in high relief and faced in white. The hour hand is tipped by a broad wedge of a pointer. A sweep second hand, on the plug-in model only, is in "Day-glo" red.

The unit comes in two versions: a



Ingraham "Owl" clock

plug in-model, and a cordless battery-operated model said to run for a full year on "C"-size flashlight battery. In both cordless and electric versions, the unit comes with the one-year or two-year guarantee. Suggested retail price: \$7.98 for the plug-in electric model; \$15.95 for the cordless model. *Ingraham Industries, Redstone Hill Rd., Bristol, Conn. 06010.*

Hotpoint Dishwashers

The 11-model line of automatic dishwashers for 1969 features three new undercounter models, three new convertibles, and two new top-loading portables. Two portables and one undercounter model are being carried over from the '68 line.

Undercounter and convertible dishwashers, all with 17 table setting capacity, incorporate a "more powerful" 1/2-hp motor for 1969 and feature a new "Short Wash" cycle and a "Clean Indicator" on de luxe models. The "Short Wash" cycle, designed for small or lightly soiled loads and said to reduce total machine running time from about 58 min. to 41 min., is featured also on the two portable models.

The "Clean Indicator": when the machine has completed the wash cycle and enters the drying cycle, the word "CLEAN" appears in a small translucent window adjacent to the control dial. The indicator resets automatically when the door is opened



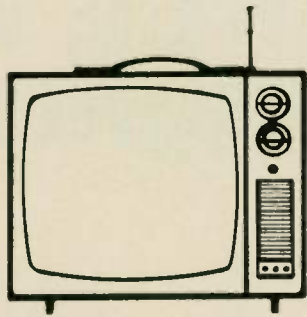
Hotpoint Model DD500

to remove the dishes.

All undercounter and convertible units feature multi-level washing action with overhead "Jet Spray Shower," automatic dual-detergent dispenser, random loading racks, rinse-away drain, soft food disposer, safety seal door latch, safety interlock switch, and 17 place setting capacity.

The four-model top opening portable line has as standard features cushion-coated racks, water recirculation filter and rinse-away drain, soft food disposer, automatic water control, a safety interlock switch, and six-compartment silverware basket.

The leader models, DD100 (10
(Continued on page 39)



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

Some ways to put more Santa into your Christmas advertising

"Select a gift of sight and sound . . . or one of sound and music," urged the 12 by 22-in. advertisement of Gold's, Lincoln, Neb. It was this store's way of putting more Santa in its Christmas ads.

"We have cause to shout about our great group of portable gifts of sight and sound," the ad stressed. "When you give a famous portable TV,

you're giving year round enjoyment they can take wherever they go. Wrap up your Christmas shopping, visit our appliance department. Be sure not to forget your credit card."

The ad pictured and provided descriptions and prices of six different portable TVs and five different portable phonographs.

Leuck's took this approach:

"Are you tired of cracked crescendos? Are Beethoven's Sonatas turning sour, or are the Beatles just sounding beat? What could make a finer Christmas gift than the sound of music? Stop in and see us."

Many other Lincoln, Neb., stores were adept at stuffing just a little more of the spirit of Santa into Christmas ads:

Quick get the scissors! (and clip out these really different gift suggestions," suggested a 7 by 10-in. ad. It was not a 'coupon-offer,' but coupon-clipping ladies were attracted immediately. Only two products were offered at special prices.

Each of eight coupon-like ads was headed, "Give something different for Christmas." The idea, of course, was to get readers actively involved. The miniature ads, cut out and put in purses and wallets, would act as shopping reminders.

Two columns, 11 in. long, were used for Miller & Paine's gift suggestion lists, headed "Gift suggestions for boys & men." A dozen gift suggestions (two lines each) fit well into this size ad, allowing for a half-inch of white space to separate each suggestion.

Big ads can't be carried around easily by Christmas shoppers. But, these lists were just the right size. Desired gifts were circled by shoppers and names of intended recipients written above the gift suggestions in the half-inch of white space.

Discount and department stores are chosen automatically by many holiday browsers and gift seekers. They figure they save time, and maybe money. So, specialty and independent stores ran ads on promotions geared to pulling in a fatter share of holiday shoppers.

Tooley's, for example, invited everybody to "Join in our annual employees discount party." Approximately 100 sq. in. of ad space carried the message:

"You are invited to join in our annual employees discount party. On this occasion only, you will be entitled to a discount of 20% on all merchandise in our downtown store.

"This time is set aside each year for our employees, their families and friends to do their Christmas shopping. You will enjoy the freedom of shopping leisurely, and no sales clerks hurrying you to make your selection.

"We feel sure you will find the answers to every shopping problem . . ."

The ad appeared December 11 for the promotion occurring all day Tuesday, December 13.

To tell Christmas shoppers special Christmas opening days and hours, as well as to provide other shopping information, a one-column by two-in. space is adequate. It is helpful to run these every day during the pre-Christmas period. One store used a Christmas tree bauble as a backdrop for this message: "Extra clerks on duty for your shopping convenience." Pictured also was a smiling saleslady, order book in hand.

In the same tiny ad, "Open Sunday, 12 to 5 P. M.," appeared in a box.

Lincoln's businesses feel it's important not to jerk Santa out of ads too quickly. With a good ad approach, Christmas sales need not stop abruptly on December 25.

One owner put it this way: "You do not lose by advertising 'Gift Exchange Days.' You gain through customer satisfaction and increased goodwill . . . and the highly important increased store traffic during a normally slack period."

(Continued on page 48)

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

**What can we
save for you?**

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

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

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

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



THE
HOME
INSURANCE
COMPANY

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



**ON THANKSGIVING, 21,000,000 ADULTS
WILL BE WATCHING COWBOYS AND INDIANS.**

On Thanksgiving Day the Dallas Cowboys meet the Washington Redskins for what promises to be NFL football at its best. And it's going to deliver a television audience of 21,000,000 fans.

Emerson is going to give them their money's worth in more ways than one. Between plays, we're going to show those fans just why Emerson is the finest value in color TV at \$279.95. In fact, we're showing

them on their TV exactly what our TV is made of. Piece by piece.

This is one big part of an even bigger TV and radio pitch Emerson is making for you this year. Pre-Christmas advertising on the Joey Bishop Show, NFL Night Games and NFL pre-game shows on CBS, the ABC-TV Evening News, and Radio on the Mutual Network. All the way through the middle of December.

So if you feature Emerson the way we're featuring Emerson, you can expect an awful lot of business.

And the next time the Cowboys and the Redskins play, a lot of people will be watching.

But, on a different set.
Probably one of ours.

 **EMERSON**

You can pay a lot more and end up with a lot less.

better service

NATESA updates its code of ethics

During the recent convention of the National Alliance of Television & Electronic Service Ass'ns, the NAT-ESA Code of Ethics came in for major review. Subsequent study has resulted in a new updated code which, says the group, "takes into consideration conditions and the state of the art at this time."

The revised code reads as follows:

"1. Employ qualified personnel to assure proper service. No student shall be passed off as a technician.

"2. Make proper arrangements for the protection of reserve funds on contracts.

"3. Carry adequate insurance coverage.

"4. Avoid trick advertising which offers to service or deliver materials under conditions which are questionable or unfair to the set owner or your fellow members.

"5. Employ professional methods of doing installations and maintenance.

"6. Issue a standard guarantee.

"7. Have available sufficient and proper test equipment to assure a good job.

"8. Maintain an adequate service data library.

"9. Render service without undue delay.

"10. Install only such parts as are really necessary. Use only new parts of a quality at least equal to original.

"11. Leave with, or return to, customer all parts replaced, when requested (except where impractical).

"12. Issue an itemized bill.

"13. Furnish estimates upon request.

"14. Service sets in home whenever possible.

"15. Be honest, courteous, and treat each client in a professional manner.

"16. Observe the Golden Rule."

Adherence to this code and a code of advertising ethics, says NATESA, is a condition for membership.

NATESA has also announced that its 1969 convention will be held in Chicago at the Pick Congress Hotel August 14-17, 1969.

Key to getting better technicians? Answer: motivation

Obtaining qualified consumer electronics technicians is a problem the electronics industry has been trying to solve the past several years — and the problem is becoming more acute each passing year.

Sam Cooper, consumer electronics technical specialist at General Electric Co., addressed himself to the issue at the service committee meeting during the fall conference of the Electronic Industries Ass'n.

According to Cooper, the place to start reaching potential service technicians is in high schools and colleges with two-year technician courses.

But the biggest job lies in selling the students — and their parents — "on the dignity, challenges and rewards of consumer electronics service work."

"The school system could use considerable support in the direction of motivating the student into our field," said Cooper.

Speaking of the future, he said the industry must obtain apprentices "who have the mental ability of using logic and who can diagnose a problem assuming they have the required tech-

nical background.

"We in the service business can supply the practical experience and specific product knowledge, but we must have good material to work with.

"We must stimulate, directly or indirectly, those potential consumer electronics technicians who may not want to start college or who aren't quite capable of handling the requirements of engineering. This large group of potential technicians is being lost along the way and we should get word to as many educators as possible that there is a vast opportunity for properly trained people in this field."

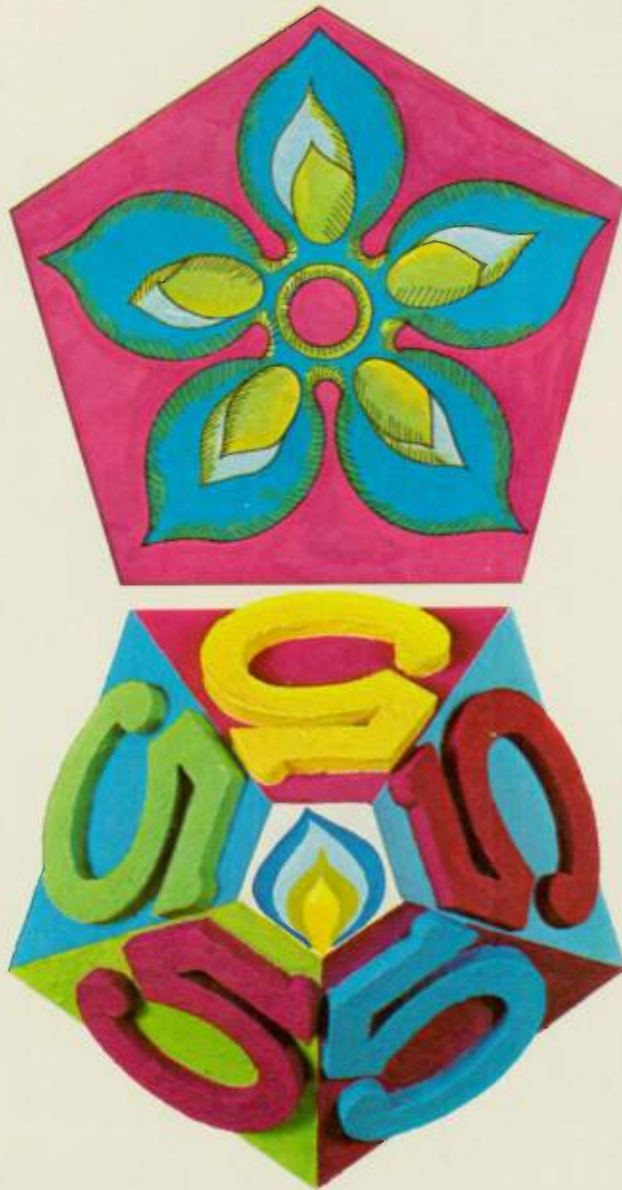
Cooper praised the work of EIA

in helping overcome the technician shortage. "General Electric recognizes," he said, "the extensive efforts made by EIA to alleviate the industry-wide electronics technician shortage, and we believe the situation justifies assistance by all manufacturers in this business."



Do your share for freedom

SIGN UP FOR U.S. SAVINGS BONDS NEW FREEDOM SHARES



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

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

Robertshaw has the edge! These people know from experience...

The Range Manufacturer:

EASY TO USE

1. Standardization—similar to its oven control counterpart in design and operation.
2. Adds a superior, salable and functional feature to his range.
3. Proven reliability.

The Salesman:

EASY TO SELL

1. Homemakers need and want temperature control on top the range.
2. Homemakers know that food in the oven must be cooked at its one best temperature.
3. Homemakers realize that food cooked on top of the range *should* be cooked at its one best temperature.
4. Simple, uncomplicated operation—just like the oven control.

The Homemaker:

EASY TO UNDERSTAND

1. Simple, logical dial operation—turn it on, turn it off just like the oven control.
2. No awkward dial pushing to set temperature.
3. Automatic flame adjustment for small pans and non-aluminum utensils—just turn the dial on until it stops before setting temperature.
4. No pot watching—no burning or sticking foods—no scorched pots and pans followed by their messy clean-up.
5. Can't serve on schedule? Turn dial to "Low" for food-holding until you are ready to serve.

Summary:

Food looks better, taste better and is better for you when cooked at its one best temperature—both in the oven and on *top the range!*

Robertshaw



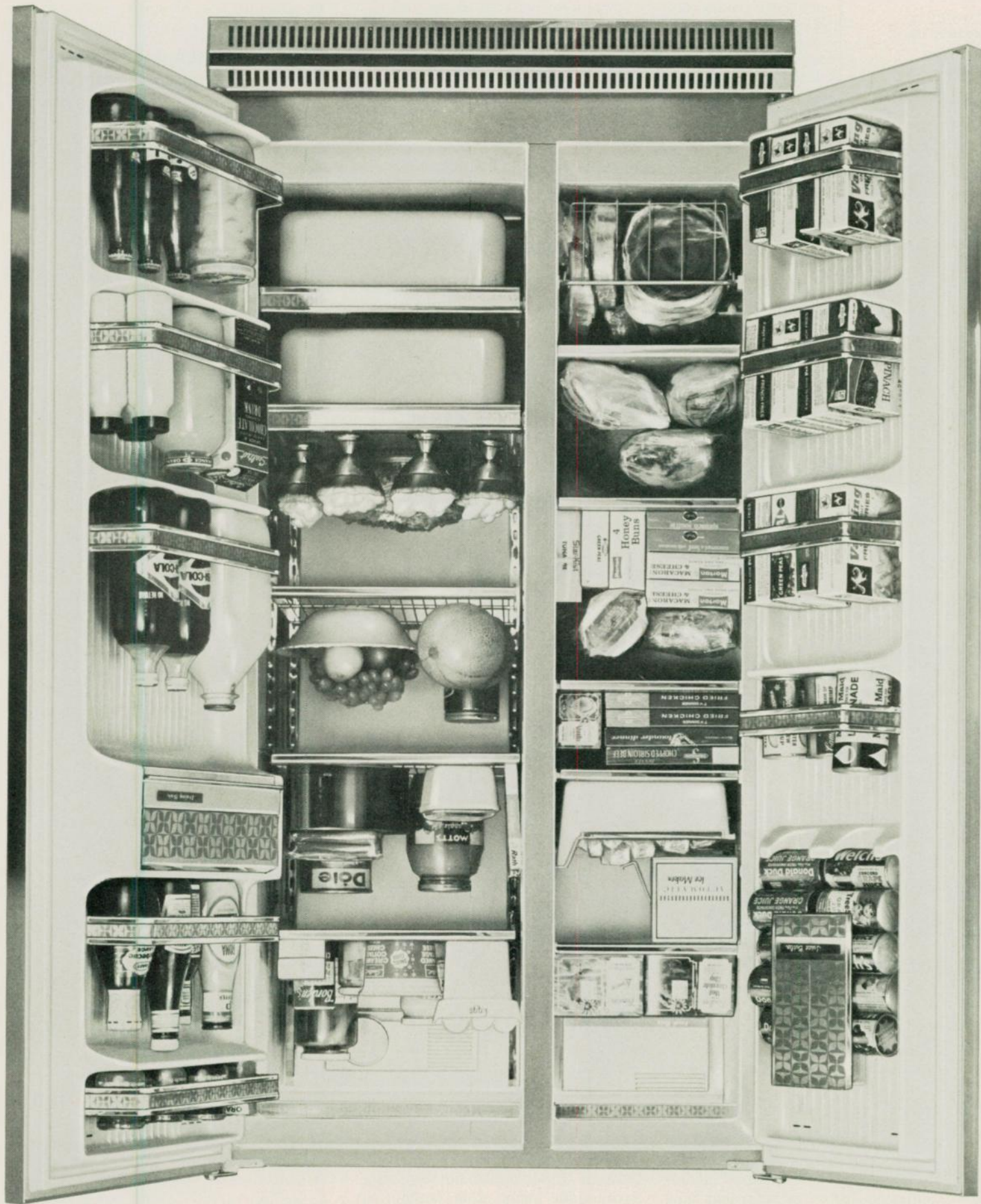
NEW STANTON DIVISION
YOUNGWOOD, PA. 15697

ALSO AVAILABLE TO DEALERS THROUGH  WHOLESALERS

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



Lots



What's New

at Norge?

The world's first 15 cu.ft. side-by-side

The first mass market side-by-side is here. The Norge 15.

It's priced for the mass market. As low as \$329.95.*

It's sized for the mass market. Just 30" wide. 61 $\frac{3}{4}$ " high.

It has capacity for the mass market. 5.66 cu. ft. of freezer space. More than most 18 and 19 cu. ft. top mounts.

And it has features mass market refrigerators have never had before: An easy do-it-yourself Customizing System for decorating the front. An Easy Fill™ Ice Maker that fills up ice trays with the push of a button. (And converts simply to an optional Norge fully automatic Ice Cube Maker.)

Ask your distributor about the Norge 15 Imperial, Custom and Deluxe. They're the beginning of a significant and profitable change in the mass refrigerator market.

They're what's new at Norge.

*Minimum Fair Trade Price where applicable

NORGE
EDISON, NEW JERSEY 08817

And There's More to Come.

To sell ranges at a healthy profit

Know your market and its tastes

“Orderly clutter” can impress “ordinary” customers is this store’s philosophy.

William H. Sharpe, owner of Sharpe’s Appliances, whose two stores will move about \$38,000 worth of gas and electric ranges this year with an average selling price of about \$200, has been able to maintain a 38 per cent gross margin on these.

“Over the years,” Sharpe said, “we’ve learned what our customers want. If I were to buy 360 ranges at one time, 300 would be in a very few models.”

Sharpe’s does a major volume with what Sharpe calls “ordinary people,” and steers clear of “Mrs. Gotrocks.”

He carries all his own credit accounts, and has been doing repeat business with some of the same people for over 15 years.

“Most ordinary people pay their bills on time, and I’d sooner give credit to an indi-

vidual with a \$7,000 annual wage than one with a \$20,000 one,” he said. “The high income family is probably over-extended on credit and would give us more grief in the long run.”

And for these “ordinary” people, Sharpe likes to set the stage in his stores by having “holes” in his sales floor.

He is in no hurry to fill spaces where merchandise has been taken for delivery. Merchandise which has been purchased from the floor for later delivery stays on the floor with a “sold” tag on it, rather than being moved to the warehouse.

“People like to shop in a store where there is activity,” said Sharpe. “Unless they are in the store all day long, how would they know we have plenty of ac-

tion?”

“We also like orderly clutter to give the impression that something has been moved in or out just a few hours ago. People are often suspicious of a store that is too orderly.”

But in selling ranges, as with his other major appliances, Sharpe considers his prompt and “near perfect” service department most essential. This, he feels, is what keeps his customers coming back to his store year after year.

“We’ll probably lose \$15,000 on all of our service this year, but wouldn’t part with our service department.” It is a logical expense just as turning on the lights in the morning, or keeping the store warm in the winter. Lose control of your service and you lose control of your customer.”

Range advertising for Sharpe’s two stores is a combination of newspaper and direct mail. The store mails about 7,000 pieces each month to paid-out and active credit accounts. The mailing is usually a letter and a stuffer furnished by his suppliers. A different type merchandise is featured each month.

Once a year, a special mailer is sent to all active accounts with an “add-on plan” for extra purchases with no down payment. Also, Sharpe’s periodically sends the mailer out first class mail, to up-date his lists.

For display purposes, Sharpe has to limit his ranges in his up-front store due to shortage of space. There he keeps about 10 ranges of the few models he stocks. In his warehouse, adjacent to his showroom, he has back-up displays in variety and quantity. Here he also keeps re-built ranges.

“I can keep electric reconditioned ranges there,” said Sharpe, “but gas ranges are difficult to stock. When a person gets rid of a gas range the burners are usually shot. Electric range burners are easier to find replacements for, and often more economical to repair. But used gas ranges are easier to sell, and often a customer will choose one that is in process of re-building, and wait for it to be completed.”



William H. Sharpe, of Sharpe’s Appliance, Atlanta, Ga.: “We wouldn’t part with our service department.”

Jerry Hewell, credit manager discusses credit application with Sharpe.



Troy Moon, Sharpe salesman, explains range top cleanliness to customer, Mrs. Barbara Midgett.

Sharpe operates duplicating machine which runs off addresses for monthly mailer at Sharpe’s Appliance, Atlanta, Ga.



on tape

3M Co. helps provide more USO "living letters"

A USO pre-Christmas service which provides relatives and friends of servicemen the opportunity to send them tape recorded messages will be greatly expanded this year, Justin M. Morrill, national executive director, has announced.

Expansion of the service was made possible, he said, through the donation of 160 tape recorders and 15,000 "Living Letters" tapes by the 3M Co. The Wollensak recorders and "Scotch" brand tapes were distributed to 40 USO centers in 20 states. A recorder was also placed with each of the right regional directors for use in smaller communities.

Morrill said that the program will "make hundreds of servicemen feel just a lot closer to their loved ones during the holiday season ahead. Next to being with them, the next best thing is to hear their voices."

He said the centers will conduct the "Living Letters" program prior to Thanksgiving, to give ample time

for the letters to reach servicemen. He pointed out that overseas servicemen can listen to their tapes, and respond, at USO and other service centers where recorders are available.

Orrtronic introduces 8-track tape player

A new home entertainment center features an eight-track cartridge stereo tape player with matching walnut speakers and designer styling. The unit has Contemporary-look walnut finish and ivory color accents. Matching speakers are 10 in. wide x 12 in. high x 8 in. deep.

The unit has a selector control for automatic shut-off and continuous playback. Playback speed is



Orrtronic home entertainment center

3 $\frac{3}{4}$ ips. Two auxiliary stereo inputs make it possible to play an AM or FM tuner through the speakers. Other features include individual controls for volume, tone, and stereo balance; an illuminated amber program selector bar; a dust guard cartridge door; vertical-parallel head tracking and double tape guides. Suggested retail price (with speakers): \$169.95. Orrtronic, Inc., P.O. Box 864, Toledo, O. 43601.

RCA releases 16 stereo tape cartridges

The 16 "Stereo 8" tape cartridges which RCA Records released last month bring the RCA "Stereo 8" tape catalog to over 800 selections available.

The "Stereo 8" tape cartridges are "Harlequin Melodies" by Mickey Newbury; "Aerial Ballet" by Nilsson; "Jim Reeves on Stage"; "Crown of Creation" by the Jefferson Airplane; "Just The Two of Us" by Dolly Parton and Porter Wagoner; "Walk Into My Life" by Rouvaun; "El Sentimiento, La Boz y Guitarra de Jose Feliciano"; and on the Calendar label, Don Kirshner's newly formed group is represented with its debut album, "The Archies."

The "Stereo 8" tape cartridge on the White Whale label is "The Turtles Present the Battle of the Bands" and on Chart, "Big Girls Don't Cry" by Lynn Anderson.

The Red Seal "Stereo 8" tape cartridges are "Highlights from Verdi's Ernani" starring Leontyne Price; "Highlights from Puccini's La Rondine" sung by Anna Moffo; and a twin-pack "Brahms Symphonies Nos. 3 and 4" played by the Boston Symphony Orchestra conducted by Erich Leinsdorf.

The three Camden "Stereo 9" tape cartridges are "Living Strings Play the Music from 'Finian's Rainbow'"; "Chet" by Chet Atkins; and "The One And Only Sam Cooke."

Concord introduces portable tape recorder

Model F-400, an 11-lb., entirely self-contained portable stereo tape recorder, records and plays monaural and stereo, and plays prerecorded music cassettes anywhere. It operates on both batteries and house current with automatic battery disconnect on a-c.

The unit contains its own built-in high power stereo amplifiers and acoustically matched stereo speaker system. It operates as a tape deck for off-the-air and stereo phonograph recording in a component music system.

Features include dynamic microphone, automatic record level control, separate volume and tone controls for each channel, two lighted VU meters, pushbutton cassette tape transport mechanism, cassette ejector, digital tape counter, stereo headphone output, and outputs for optional matching extension speakers. The unit measures 12 $\frac{3}{8}$ in. wide x 9 $\frac{3}{4}$ in. high x 3 $\frac{3}{4}$ in. deep. Suggested retail price: \$180. Concord Electronics Corp., 1935 Armacost Ave., Los Angeles, Cal. 90025.

Give Happiness the United Way

Frigidaire expands production, gears for growing demand

Frigidaire, on the heels of record sales, is anticipating continued high success, and has embarked on plant expansions that will add almost six per cent to manufacturing space at its Dayton, O., plants, according to Harold W. Campbell, General Motors Corp. vice president, and Frigidaire general manager.

With the Frigidaire theme, "1969 . . . the year of the consumer," Campbell pinpointed an area where much national publicity has been placed in recent months.

Warranties, also an area where



Instant hot water at range is being introduced for test marketing.

much attention has been focused, have undergone major revision.

"Our refrigerator warranties used to have a 'fog level' of 15.6 year's education, or that of about a senior in college," Campbell said. "The new warranties will be pegged at about a 6.6 year's educational level.

"In the final analysis," Campbell said, "we believe that competition, not legislation — self-regulation, not government regulation — will be the real motivating forces achieving the ultimate goal of consumer satisfaction. The consumer's voice today is powerful and demanding. If we are unresponsive, we lose business . . . but if we listen to this voice and respond in kind, then the unlimited rewards of the free enterprise system can be ours."

Several innovations spark the 1969 line. There's a new one-piece compact laundry center, instant hot water at the cooking range, and a compact refrigerator in which an automatic ice maker can be installed either at the time of sale or after delivery by either the customer or the dealer.

This same ice maker option also is available in some 1969 refrigerator-freezers.

The laundry center combines, in a single cabinet, a shoulder-high electric dryer atop a top-load washer. The laundry center is scheduled to be sold



This ice maker can be installed after the sale.

in selected areas early in 1969. A gas dryer model also will be introduced later.

The "two-in-one" appliance measures 24 in. wide, 27 $\frac{1}{8}$ in. deep, 65 $\frac{3}{4}$ in. high. The washer provides two speeds and four water temperature settings. The dryer has settings for permanent press and delicate items, as well as a no-heat cycle.

The instant hot water at the range feature is also slated for limited distribution initially. The 185-degree hot water tap positioned at the back

console of the 30-in. free-standing range is supplied from a two-quart tank incorporated in the range. This is heated by an immersion heater and is connected to house plumbing.

The range line consists of 23 models, with 11 30-in. units, five 40's, four twin 30's with upper and lower ovens, two "Flair" ranges and a 21-in. apartment-size unit.

Higher consoles with equally raised full-width fluorescent lights illuminate the controls and range top cooking areas on all 40-in. and most 30-in. ranges. In addition, control panels and controls have been improved for easier reading and visibility.

A distinctive advance is a 180-degree red indicator strip which appears as the control is turned and tells which burner is on.

Continued in the line is a 30-in. free-standing range with twin infrared food-warming lamps in the elevated control panel.

The compact refrigerator, less than three feet high has 3.4-cu.-ft. capacity and is imported from England. It can be used free standing, installed under-counter, or built in.

The automatic icemaker that can be installed after the sale allows dealers to offer two different versions of the same appliance without increasing inventory.

All side-by-side freezer-refrigerators, and some top and bottom freezer models, will be factory-equipped with rollers that are adjustable from the front with a screwdriver.

The 1969 air conditioner line includes 18 window units and five through-the-wall models, with capacities ranging from 5,000 to 24,000 BTU.

*From
the bold
new world of
Wollensak
SOUND*



If you think all portable tape recorders sell alike... try selling these three from Wollensak

High performance, cassette 4200.

Lightweight, battery-powered, portable. Handles all easy loading cassettes. One switch controls all operating modes. VU meter for record level and battery condition. Dynamic microphone and "Scotch" Brand Tape Cassette. Rugged, high-impact case holds extra cassettes, mike and recorder.

Reel-to-reel AC-DC 3500.

Operates on batteries or house current. 5" reels. Wollensak ARL (Automatic Record Level) for perfect recordings. Two speeds, VU meter, constant speed capstan drive. Self-storing carrying handle. Complete with dynamic microphone, reel of "Scotch" Brand Recording Tape, patch cord and earphone.

Economy priced, cassette 4000.

Outstanding value. Lightweight, portable. Handles all easy loading cassettes. Easy-to-use pushbutton controls. Solid state amplifier. External input and output jacks. Comes complete with dynamic microphone, microphone pouch, recorder carrying strap, earphone, "Scotch" Brand Tape Cassette.

Wollensak 3M
COMPANY
SAINT PAUL, MINNESOTA 55101

New products . . .

(Continued from page 30)

table setting capacity) and DD200 (14 place setting capacity) are holdovers from 1968. The two new models (DD301 and DD500) have 14 place setting capacity and feature three-level washing action, built-in soft-food disposer, "Crystal Clear Rinse" wetting agent dispenser, automatic detergent cup, tea cart handle, and a top lift "handirack" attached to the cover for loading versatility.

Model DD500 provides three cycle selections: "Normal Wash," "Short Wash," and "Rinse Only." It also includes an automatic retractable power cord and a cherry-wood cutting board top. *Hotpoint, 5504 S. Brainard Ave., LaGrange, Ill.*

Whirlpool

Laundry

Two new automatic washers and one dryer (gas and electric) have been introduced. Model LTA-5600 is a new automatic washer featuring four wash



Whirlpool washer and dryer Models 5600

cycles, three wash-rinse temperature selections, super "Surgilator" agitator, permanent press cycle, "Magic-Mix" lint filter, and porcelain enameled top and lid.

Model LTA-5300 is an automatic washer with three wash cycles, three

Audio Magnetics expands production

Audio Magnetics Corp., Gardena, Cal., is adding 47,000 square feet to its plant to allow increased production of "Compact Cassettes." Irving B. Katz, president, said the firm expects to be producing a million units a month by May as a result of the expansion. The expansion will give the firm approximately 100,000 square feet of office and manufacturing space in addition to another 10,000 square feet storage space recently leased adjacent to the plant.

TAKE A TRIP
to Tucson! Win \$500!

Submit your sales idea to the "Creative Retail Salesman-of-the-Year" contest. For entry blank see page 15 of this issue. Enter today!

wash-rinse temperature selections, and the same features as mentioned above.

New dryer Model LTE/LTI-5600 features five drying cycles, three temperature settings, "Tumble Press" control, a lint screen said to be easy to clean, and a "snag-proof" dryer drum.

The matching laundry pair units (Models LTA-5600 and LTE/LTI-5600) are available in white, edged avocado, and edged copper. *Whirlpool Corp. Benton Harbor, Mich. 49022.*

Scott Compact System

Called the "Casseiver" compact sys-

tem, Model 2560 is a cassette/receiver, a single component combining an AM/FM-stereo and a stereo cassette recorder, along with a matched pair of air-suspension speakers. With this unit, the user can listen to AM, FM, FM-stereo, or pre-recorded cassettes. He can also record onto cassettes from records, stereo microphones, a reel-to-reel tape recorder, or directly from the unit's AM/FM-stereo tuner.

The receiver section of the unit features "Field Effect Transistor" front end circuitry, said to result in virtual elimination of all cross modulation and drift. The cassette mechanism features a precision synchronous a-c motor. Complete component controls include bass, treble, balance,



Scott Model 2560 "Casseiver" loudness, input selector, dual record and playback level meters, dual level controls, digital counter, and stereo indicator light. Suggested retail price: under \$400. *H. H. Scott, Inc., Maynard, Mass. 01754.*

What's the Big Point in Coolerator's 1969 Air Conditioning Program? YOU MAKE MORE

MONEY!

...and one big reason is the 1969

Coolerator EARLY BIRD "MONEY-MAKER"

Ask any dealer who was in on the Coolerator Early Bird "Money-Maker" last year. He'll tell you it was a real winner. Now, for 1969, we're again offering the Early Bird Plan. Beyond question it is one of the greatest deals ever offered in the air conditioning business. When you take advantage of it, there is nothing but money in it for you. The whole reason for this great deal is to assure that you make the kind of money you ought to make from your air conditioning business.

If money is what you are interested in, don't commit for your 1969 air conditioners until you have learned all the details of Coolerator's 1969 Early Bird "Money-Maker." Get in touch with your Coolerator representative on this right away. He'll show you the profit-making advantages of being a Coolerator Early Bird. And you'll see, too, how many ways you benefit from the Coolerator 5-Point Dealer Profit Program, of which the Early Bird "Money-Maker" is Point No. 1. The others? Here:

1. **Direct Buying**—gives you greater opportunity to make higher profits.
2. **Profit Protection**—Appointment of only selected dealers

permits you to develop your market to its full sales and profit potential.

4. **Uncompromising Quality**—finest quality construction and performance testing of every Coolerator unit protects your gross profit from being whittled away by service losses.

5. **Features That Sell**—In the color folder attached (opposite) you will find listed the important, advanced engineering features that clinch sales of Coolerator quiet room air conditioners.

... and still more money!

Coolerator greatly increases your sales potential by opening the fast growing, high profit central air conditioning market to you. You have no fear of installation problems and costs, because Coolerator central units are carefully engineered for "do-it-yourself" installation by your customers. Even if you sell a Coolerator central air conditioning system including installation, the job is so simple and fast that it's a "no sweat" situation. What's more, this easy installation feature lowers the total cost of central air conditioning to your customers—and that means more and easier sales for you.

NEW! "Problem Window" Money-Makers!

In addition to the Coolerator line shown in the folder opposite, here are two new money-making models that fit you right into the ever-growing market for extra-narrow standard windows and sliding windows. These two small but powerful units offer those all-important Coolerator features that mean easy selling and fast turnover—such as—

- Decorator Front
- Automatic Thermostat
- "Do-It-Yourself" Installation Kit
- 115 Volts Operation



New!
The Profile—
for Standard
Narrow Windows



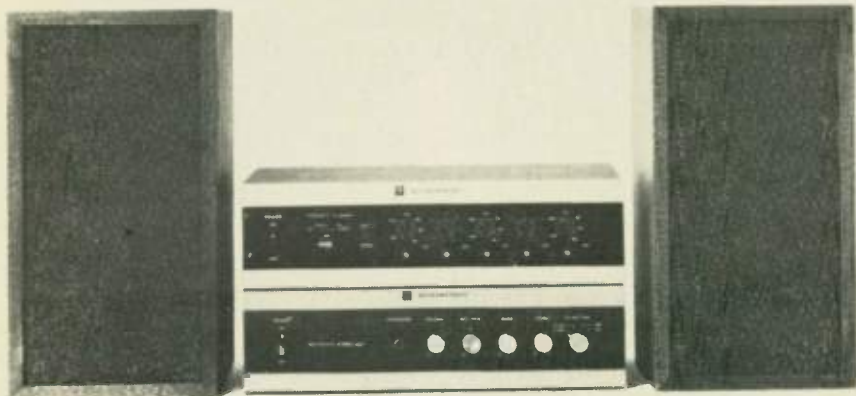
New!
The Slider—
for Horizontal
Sliding Windows



Call your Coolerator representative or write:

ALBION DIVISION, MCGRAW-EDISON COMPANY
Albion, Michigan 49224

People are coming up to the new Standard.



Once more, Standard puts together the kind of sound you want to hear: the Mark II high fidelity stereo system.

The SR-157S amplifier delivers 20 watts of continuous music power (10/10) at 8 ohms and 1KHz. Frequency response is 20 to 30,000 Hz at 8 ohms, harmonic distortion less than 0.5% at 1KHz.

The SR-A200T is a solid state FM/FM multiplex tuner, with a 5-dial, preset tuning system for instant station

selection. Signal-to-noise and cross modulation ratios are 60 dB, harmonic distortion 0.3%, frequency response 30 to 20,000 Hz ± 1 dB.

Mark II speakers bring it all to you, over a frequency range of 50 to 17,000 Hz. The speakers are 20 watt, specially designed and constructed to complement the 157S.

\$209.85 complete, which has a nice sound all by itself.

It's The Sound Choice.

SR STANDARD RADIO CORP.
... electronic years ahead!

60-09 39TH AVENUE, WOODSIDE, N. Y. 11377, 1934 SOUTH COTNER AVENUE, LOS ANGELES 90025

MIXERS **BLENDERS**

MIST HAIR DRYERS **ELECTRIC TOOTH BRUSHES**

COFFEE MAKERS **HAIR CLIPPERS**

TOASTERS **PORTABLE HAIR DRYERS**

MASSAGERS **SKILLETS**

VIBRATORS **MIXERS**

ALLURA Electric CURLER KIT

CONVENIENT • COMPACT • Easy To Use!

- 16 CURLERS, 6 Large, 6 Intermediate, 4 Petite
- All 16 Curlers Heated At Once
- Line Cord Switch
- Thermostatic Control Prevents Overheating
- Convenient Drawer For Setting Clips
- Tell-Tale Temperature Signal On Each Roller
- Complete Instructions

SEND FOR CATALOG

A. F. DORMEYER MFG. CO.

3420 No. Milwaukee Ave., Chicago, Ill. 60641

by F. Hardy Rickbeil
Worthington, Minn., dealer



a dealer speaks

Is office automation economically feasible for a small business? This question is one that thousands of growing small business owners and managers are asking themselves.

We started to answer this question 12 years ago when we purchased a used NCR-3000 mechanical posting machine with only six totals. This model was no longer in production at the time we started using it. We soon outgrew this machine and stepped up to a new class 34NCR in 1960. This machine had 17 totals and was of a more sophisticated design. Five years later our growing business dictated the need for a larger much more sophisticated machine, an NCR Class 33 with 25 totals. This machine had the ability to make an entry from the keyboard to any total without moving the carriage.

At this point in our growth we decided on a rule of thumb policy to invest from now on only in equipment that offered double the capacity we actually needed at the time of purchase, so that we would have room to program for expansion and fulfill the needs of growth. To keep up with our accelerated growth we decided to purchase an NCR 400 computerized accounting machine. It has a present capacity of 80 totals with room for expansion up to 200 totals as needed. Experience has taught us to look ahead with confidence and that it is wise to invest in an expandable system that will help us to grow. The NCR 400 will do this for us. Our office manager, Julius Logghe, is 100 per cent responsible for the efficient operation of every detail in our office and has, through the past 12 years, chartered our course in automating our office procedures. Without his interest and sincere dedicated desire to operate our office at top efficiency, it would have been out of the question for us to steadily automate and update our procedures.

If you are contemplating automating your office, be sure you have the office management with the desire and knowhow to follow through all the way, day in and day out. If you don't have this caliber of management, then it would probably be best to stay with your present office methods even though you realize they are somewhat antiquated.

We expect the NCR to save us enough in salary expense during the next three-to-four years to pay for the \$18,000 check we just wrote for it. A year's supply of the magnetic ledger sheets that we use for our 3,000 accounts cost us about \$400. The conversion from our old system to our present system ran around \$350. We

involved everyone in the office in making the decision to buy the NCR 400. They have all been most helpful in making the conversion. Trained NCR specialists have been right by our side helping and advising every step of the way. We like the increased speed of throughput from source to entry to final reporting. This new NCR 400 is quieter than our former equipment.

We planned the conversion period so that one program at a time is implemented so we are certain that we don't overload and create serious bottlenecks that frustrate our office personnel and our customers. We are working toward building a "confident office image" every step of the way during this change over.

Programming is all on punched tape. The simple tape program principle that is used sends data to the processor at milli-second speed. The tape punch creates tapes, duplicate tapes, and splices new data into existing tapes. The convenient program input station accepts program tapes in loops or strips easily and quickly in the photo electric reader track.

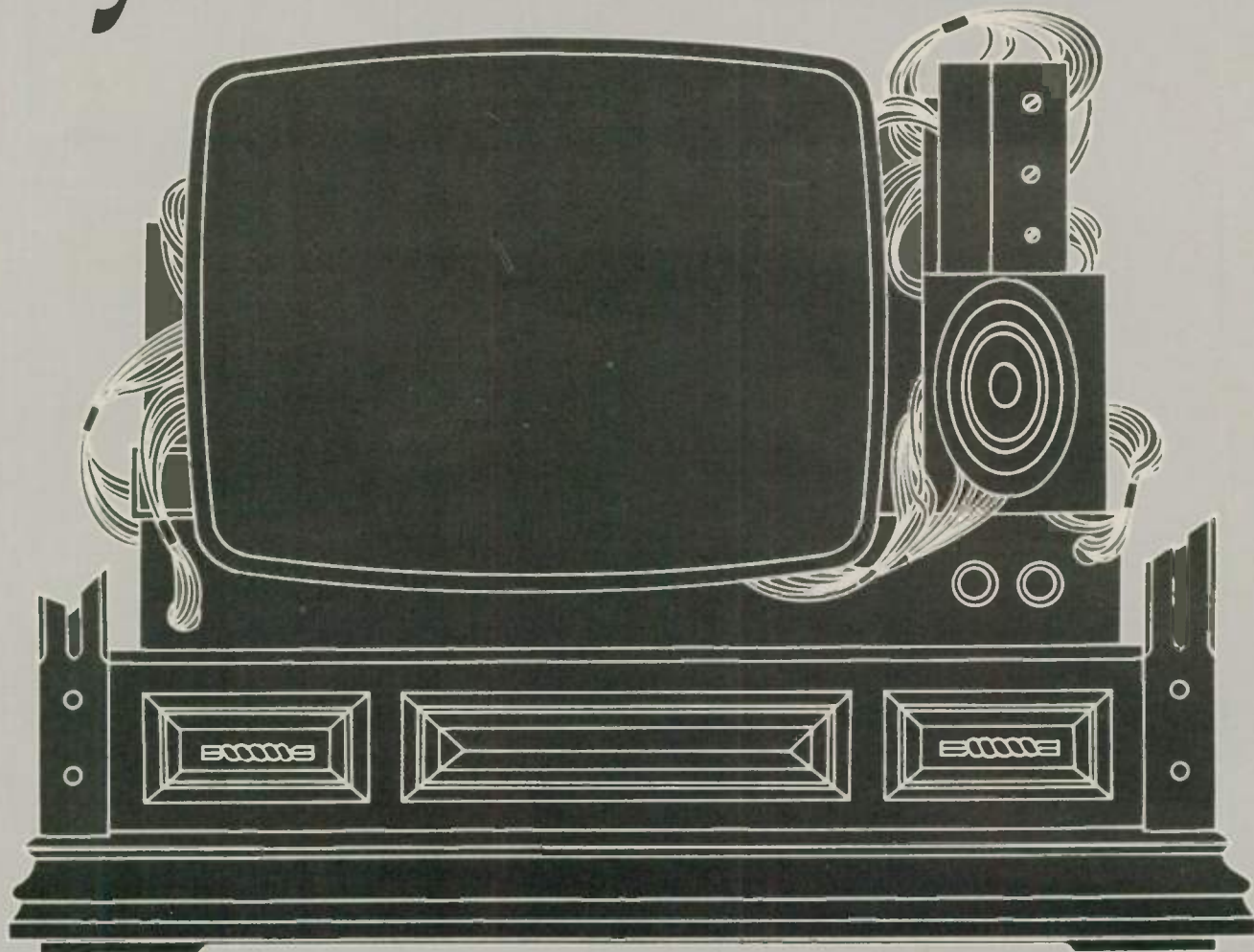
To change programs we simply remove the tape and insert another. The machine has a 26-inch carriage and a built-in electric typewriter. The magnetic stripes on the ledgers store account balances, marital status codes, phone numbers, tax exempt codes, credit ratings, over-and-under limits, identity codes, control account designations, plus other accounting and statistical data. Automatic balance pick-ups, ledger alignment, insertion and ejection, and automatic read-write checks assure rapid accurate data processing.

We determined what we wanted and basically how we wanted it done. NCR did all the actual programming for us. Since the "400" makes so many decisions for us, the training of operators is easier than it was on our older non-electronic equipment. Our biggest accounting problem is servicing customer accounts. We have three types, notes, contracts, and regular accounts receivables. They total over 3,000. Each of the three types requires different information but we have them filed together. The main reason for this is that, when posting a credit, we often have no idea what type account the customer may have. Some customers have all three types. Also, when a customer calls we are able to find his ledger sheets much faster.

Customer accounting, then, was chosen to be our first step. The following programs were written to
(Continued on page 48)

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.

Jet round trip to Barbados. Spend five days and four



You've got to admit it—the price is sure right. But that's only because Kelvinator will foot the bill for you. When you qualify.

And how do you qualify? You just do what you normally do. Sell Kelvinator air conditioners. It's never been easier. Kelvinator's new 1969 line includes 20 different models.

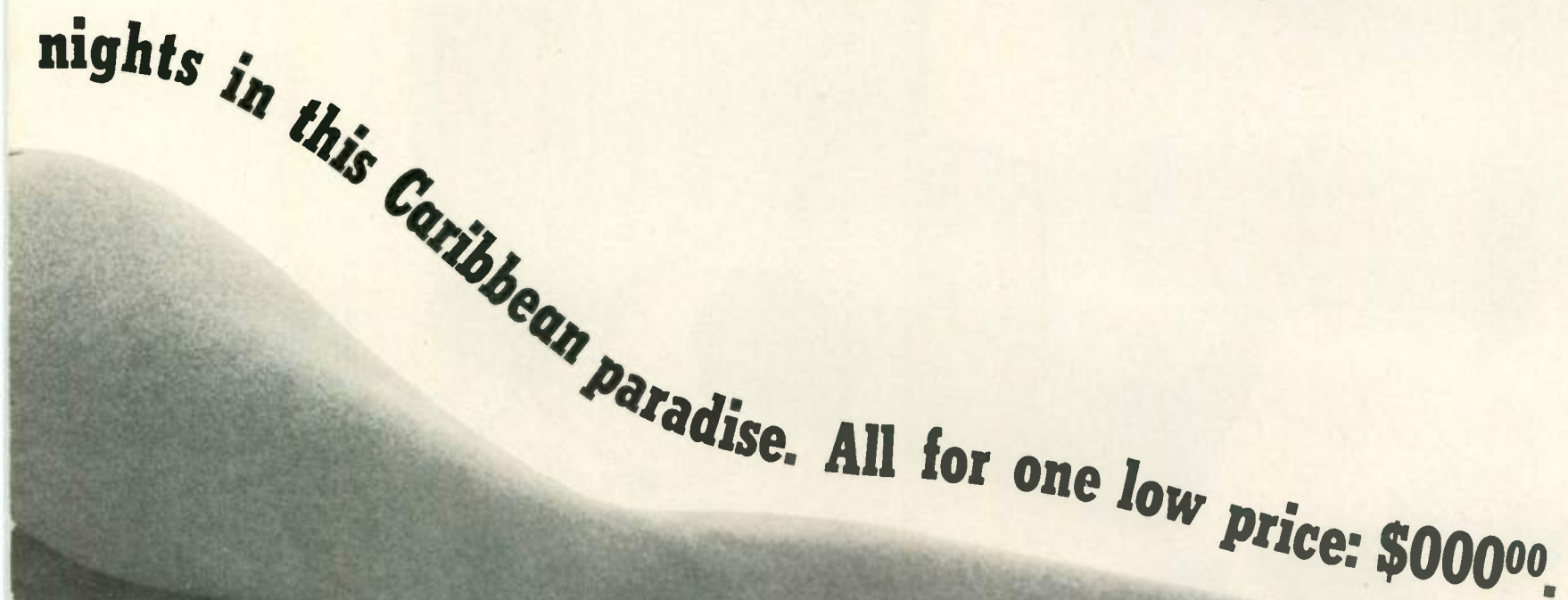
Everything from 5,000 BTU case-ment window models to giant 33,000 BTU capacity units. They're loaded with features like total ventilation systems, automatic air circulation for no-draft cooling, low silhouette styling and speedy mounts for easiest possible installation.

Your Kelvinator zone or distributor has all the details about the trip. And also about the "early bird" buy plan

(in effect until December 31st) that means greater savings for you. He'll be getting in touch with you soon, if he hasn't already.

Who knows—next September, you might be enjoying the sights on a beach in Barbados.

Kelvinator
Kelvinator's Coming On Strong



nights in this Caribbean paradise. All for one low price: \$000⁰⁰.

Do your Christmas shopping late.

It's too late to do your Christmas shopping early. But Ampex is keeping the doors open a bit longer on a cassette promotion that'll really make your Christmas merry.

Our very profitable promotion offers over \$30 worth of cassettes with every Ampex Micro 85 stereo cassette player/recorder system.

That's not all. There's a big color poster of Herb Alpert you can give away to customers who come in for a free demonstration.

And the customers will come. Because we're backing you up with the most powerful national advertising program ever put behind a cassette promotion.

With big splashes in Playboy, Esquire, Time, Newsweek and others.

Christmas is a moving time of year. And the Micro 85 is available for *immediate delivery* so you can start moving them right away.

So see your Ampex Sound Idea Man today. Or write Jim Lantz, National Sales Manager, Ampex Corp., 205 W. Touhy, Park Ridge, Illinois 60068.

It's never too late.

AMPEX



THE
SOUND
IDEA
PEOPLE.

mart private label report

Sears look-alikes: the other private label merchants

The outstanding success in merchandising appliances by Sears, Roebuck has been studied by many other giant merchandisers who would also like a share of a growing market.

Some time back, while interviewing W. M. Batten, chairman of the board of J. C. Penney Co., at the big Penney warehouse in Milwaukee, this writer commented to Batten that a recently remodeled store there, replete with newly-introduced Penney private label appliances, "looked just like a Sears' store — if you hid the labels."

"Isn't that great," the Penney executive said. "Maybe that is what we're trying to do."

Since then, Penney's has expanded its appliance and TV departments selectively around the country, and the same idea holds true today. A prospective customer would be hard pressed to tell the difference if the labels were covered.

For this Mart magazine Private Label Report, a cross section of private and national brand "big" merchants in the Chicago area were visited, since that is the backyard of Sears' corporate headquarters.

A Penney's store in a large shopping center in suburban Chicago proved to be a near carbon copy of Sears. There was a carpeted and darkened TV viewing center, a lineup of appliances with a price leader, properly promoted, and logical steps to the top-of-the-line, conspicuously priced and ready to move.

One thing was different:

Although there were two salesmen in the department (busily engaged in setting up a display for a promotion), this writer was able to wander through the department for 20 minutes, opening refrigerator doors, fiddling with TV knobs — even playing a demonstration tape on a tape recorder without being approached by either salesman.

When asked a question by a woman shopper, one of the salesmen pointed to a shelf and went on with what he was doing.

This writer wonders just how long these salesmen would have lasted in a Sears' store. He "walked" without ever being accosted, even though he wandered through the department twice again in the next 20 minutes. **So, after being so rejected, he sought solace at a nearby Sears' store.**

And it was exciting.

Touched off by the simple action of

opening the lid of a washing machine, a very knowledgeable salesman in his late 20's approached and went through a comprehensive presentation of modern permanent press equipment, from the low-end of the line to the top model. He explained service contracts, costs of installation, and gave a pitch on a special that Sears was running on its private label detergent.

Asked who makes its equipment, the salesman hardly hesitated as he said, "It is our own, made for us by Whirlpool. We design and engineer it, and they produce it for us. It is definitely not a Whirlpool machine. You might say that their improving quality is a direct result of Sears' engineering, and insistence on rigid quality control."

A visit to a Montgomery Ward appliance department found the salesman a down-to-earth, regular guy, who liked to reduce everything to simplest terms.

Except for obvious features, the Ward salesman had to be pumped for information about the line.

But his simple approach was an asset when he eased the awe of a woman who complained that an eye level range had too many knobs for her to be able to operate.

He simply blocked off half the knobs with his hand, and said, "forget about these for a moment, they're for the ovens. All you have now are four burner knobs. Then, two of these others are for the top oven, and the other two are for the bottom. The automatic clock part is explained in the instruction book. What's so complicated?"

Variety in the laundry equipment at the Ward's store was limited to two pairs he pitched, and one pair he "didn't even want to talk about."

In the same covered mall shopping center were two conventional full line multi-branch department stores.

The salesman at Carson Pirie Scott was loosely knowledgeable on the variety of national brands he had to talk about.

He emphasized that the many brands gave the customer the benefit of the engineering thinking and reputation of different manufacturers.

The department had logical step-ups in features, but this salesman had difficulty when going to the different models, and had to regularly look at the specification sheets to answer questions.

At Wieboldt's, also in the same shopping mall, many of the same brands as at Carson were available, as was a washer that was strikingly similar to Ward's private label machine.

It was late in the afternoon, and though the one salesman on duty was on the

phone, he acknowledged us and cut his conversation short. He was alert, smart and had clear answers for questions asked.

This department also had logical step-ups in each of the manufacturers' lines, and he explained why Wieboldt's stocked each manufacturer's product — style, features, quality, or combination of reasons.

He was also frank about why his store did not allow a discount for trade-ins.

"Our prices are plainly marked," he said, "and we do not try to inflate our price by making it seem we're offering you something for a broken-down appliance. Our driver will pick up your old appliance and dispose of it, but we'll not 'wheel-and-deal' on junk."

One surprising thing noted in this Mart shopping tour through both private and national brand stores: only one salesman tried to close the deal. Though the shoppers were a couple, the only salesman who tried to close used the scare approach, saying that this special would end at the close of the week. No salesman took the trouble to ask for our name so he could follow up at a later time.

Largest Penney unit opens in San Juan shopping center

The biggest J.C. Penney retail outlet in the world has joined the largest and most modern shopping Center in Latin American in a grand opening in San Juan, Puerto Rico. Retail volume of the center is expected to reach \$60,000,000 in the first year of operation.

The Penney store occupies 280,000 square feet. Other major units in the complex are Gonzalez Padin, a leading Puerto Rican department store; Velasco, a San Juan specialty shop; and F.W. Woolworth.

The center — called Plaza Las Americas — provides 800,000 contiguous square feet of air conditioned shopping and mall area plus parking facilities for 4,000 cars on a 120-acre tract. An additional 30,000 square feet are devoted to office space. The Plaza Las Americas, which cost \$35 million, includes 60 undeveloped acres for future expansion, and contains 80 stores.

In addition to shopping and office space, the center has community meeting facilities, twin theaters with combined seating for 1,100, two restaurants and a cafeteria.

In its exterior appearance, the Plaza features smooth concrete surfaces finished in pastel colors. Essentially a single-level center, it has three multi-level buildings.

electric housewares and floor care news

January NHMA show will celebrate golden anniversary

There'll be 1,250 manufacturers on hand to participate in the 50th, or "Golden Anniversary," housewares show January 13-17 at Chicago's International Amphitheatre. Dolph Zapfel, managing director of the National Housewares Mfrs. Ass'n, in making the announcement said that 46 January exhibitors will have shown at all 50 NHMA shows. They will be honored at the association's annual membership meeting during the exhibit, along with 47 former NHMA directors.

The first NHMA exhibit was held 30 years ago. Since then, Zapfel noted, the industry has grown tenfold to where the annual output of U.S. producers has reached more than \$12 billion. Zapfel said that there were 266 exhibitors at the first show in 1939, adding that a total of 36,252 exhibitors will have participated in the association's 50 shows through next January.

The January exhibitors are being urged to create special product displays that will highlight the "Golden Anniversary" event and the progress of housewares during the years. Many manufacturers, Zapfel said, will display some of the products they showed at their first NHMA exhibit, along of course with the newest items in their product lines.

Shetland making clean sweep with new fall TV campaign

The "bright, clean world of Shetland!" That's what TV viewers in 40 key markets are being welcomed to in what the firm says is its biggest TV campaign to date for its floor care equipment. Colorful demonstration-type commercials employ modern housewife-oriented musical themes. To illustrate the power of its chrome vacs, Shetland spokesman Bill Shipley is seen lifting a bowling ball by using the unit's vacuum power. The commercials are in 10, 30, and 60-second length. Shetland also is airing TV commercials in some markets for its line of blenders built around a "Hey Big Blender!" theme.

"It's a snap," say Proctor-Silex TV spots

Proctor-Silex is following up on its TV introduction last fall of "Lifelong" appliances and again is on TV, through December, with a new "Snap" campaign in more than 60 major markets. The chief objective of the new campaign is to reinforce the initial impression gained for the appliances as being the "first and only" that "never, never, never need repair shop service!" The commercials, in color, also stress other convenience features.

The firm's new line of blenders will also be featured on television, with commer-

cial built around a contemporary music theme.

Regional introduction of the Silex "Bon Vivant" coffee maker will simultaneously take place in the New England and mid-Atlantic areas and this product will benefit from full page, full color ads in "Life" and "Reader's Digest" built around the line, "For Coffee Nuts Only."

"Reach for Hamilton Beach" TV commercial slogan aims for yule sales

For Christmas sales, Hamilton Beach is stressing TV advertising. The commercials, which will run through December 23, are 30 and 60-second spots featuring the Model 263 "Cookbook" blender and the Model 360 "Deluxe Switchblade" electric knife. Both products come with four-color cookbooks. The commercials conclude with the slogan, "Reach for Hamilton Beach," which the company has featured recently in all its print advertising.

Waring enlarges plant

Slated for completion next month is Waring Products' expansion of its New Hartford, Conn., plant by about 70 per cent. According to President Roy Swanke, the Dynamics Corp. division will produce there the complete line of Waring blenders and Dormeyer electric housewares. Waring moved into the facility in the spring of last year.

your national brand support

Roper range push: "Let's Make A Deal"

"Let's Make A Deal," urges Geo. D. Roper Sales Corp. in a new consumer promotion built around the NBC-TV personality, Monty Hall, who is star of the daily show called — you guessed it — "Let's Make A Deal."

In the promotion, which continues through March 31, consumers are offered trips to Hawaii, Roper gas and electric ranges (including self-clean models), gas patio grills, and lawn buildings produced by Eastern Products Corp., a Roper subsidiary. "No purchase is necessary," says John S. Mahoney, director of advertising and sales promotion — "not even a coupon to fill out. All a consumer need do is send her name to Monty Hall, at Roper, and she's automatically entered in the Roper Hawaiian Holiday Sweepstakes."

Print advertising is scheduled for "TV Guide," initially, followed by insertions in

"Redbook" and "House & Garden." Point-of-purchase kits are being supplied to more than 2,000 participating dealers and utilities.

Consumers offered Christmas bonus tape

"Let's Celebrate Christmas," says Audio Devices Inc. in a promotion that features a new pre-recorded tape (in cassette and reel-to-reel versions) which boasts that slogan as its title.

The reel-to-reel tape is offered as a bonus with five 1,800-foot reels of blank "Mylar"-based "Audiotape" type 1861 at a suggested retail of \$19.95. The "Audiopak" cassette pre-recorded bonus comes with five reels of blank "Audiopak AC-60" cassettes at a suggested retail of \$8.95.

The "Let's Celebrate Christmas" tape is a 30-minute stereo program featuring Capitol Records artists. Selections include traditional carols.

Seeburg "Audiomation" in autumn campaign

Ten consumer magazines are on the advertising schedule of The Seeburg Corp. which says it is spending \$250,000 this fall promoting its "Audiomation" home stereo system. This is the firm's first major advertising program since the new system, which automatically plays one or 100 pre-selected record sides, was introduced.

Full-page, four-color ads are slated for "Better Homes & Gardens," "Esquire," "Playboy," "Playboy VIP," "Saturday Review," "Southern Living," "Sunset," "Town & Country," "Atlantic," and "Harper's."

The company also is running a co-op dealer newspaper campaign. The advertising will be supplemented by displays and furniture cards, banners, demonstration records, selling guides, sales literature, line folders, and other material for dealer use.

Simple and inexpensive

Burglar alarm designed for cars or business vehicles

developed by N.J. dealer.

When Jonathan Starr, of Allwood TV and Mobile Radio, Clifton, N.J., saw a friend's car stolen and the problems that friend went through to recover it, he decided to do something about it. Starr's dealership, a combination of sales, service, and communications equipment, afforded him the ideal working conditions and equipment to develop a simple electronic car or truck burglar alarm.

Starr first went through the available items on the market, and found them all complicated to install, expensive, and unwieldy. Starting with a large box of equipment, he worked it down, over a six-month period, to the small unit, smaller than a pack of cigarettes, shown on this page.

The unit, which has several patents pending, works on a simple electronic device. It has only one wire, which is a simple connection to the horn, and is priced at . . . \$19.95 retail.

Starr says, "The basic principle is one of 'disturbance' of the electric current in the car. Once your car is parked for the night, you simply switch the unit on. If anyone tries to steal the vehicle, in getting into it or attempting to start it, the current level in the battery will change, automatically sounding the alarm.

"When a car door opens, the dome light goes on; ignition switch, trunk light or anything else that draws current will sound the alarm," Starr continues.

"No special wiring, trips, or installation problems are involved."

Two features of the alarm that are mentioned by its users as excellent are the delay circuit and the pulsating horn. Instead of

just a steady blast on the horn, which can be mistaken for simply a stuck horn, the unit works the horn on an intermittent basis of short, loud blasts.

Also helpful to the car or truck owner is a delay circuit of five seconds, which enables the owner to enter the vehicle and turn the alarm off in the morning, without it sounding.

While designed primarily for the car owner, Starr notes there has been a large amount of interest among fellow dealers, as a simple and inexpensive protective device for service vehicles and company trucks.

General response, Starr says, has been "fantastic." Several thousand units have been sold, mostly through distributors, in the time since the unit's introduction in June, and expectations are for a minimum of 100,000 orders in 1969. "I have both a major auto store distributor and a premium loader working on the unit, and the premium man tells me to expect up to 500,000 unit orders if all goes well. Esso, Fram, and Aetna insurance are all interested in the item, and we expect an order from Esso shortly."

The next step, if this unit goes well, says Starr, is a home alarm unit for a six-room house, at \$79.95. This is already in development.

In the meantime, Starr is not neglecting his dealership. He's there every day running operations as well as working on developing his alarm business. He hopes, however, to be into full-time manufacturing soon, in which case Starr says that he will sell his store.



Dealer Jonathan Starr holds auto burglar alarm unit he has invented.

Without Toastmaster stainless steel irons ...you're out of irons.



The newest and probably the best value irons in the market...with smooth stainless sole plates that resist scratches, starch, and lint build-up. Even zippers won't harm them. Almost a must for retailers this fall. Magazine and TV advertising will have consumers asking for Toastmaster Stainless Steel Irons. Model 430 Steam iron, Avocado handle; Model 460 Spray iron with beige handle.

...where one good thing leads to another

 **TOASTMASTER®**

TOASTMASTER DIVISION • MCGRAW EDISON CO. • ELGIN, ILLINOIS 60120

A dealer speaks . . .

(Continued from page 40)

accommodate this phase:

(1) Conversion; (2) daily posting (charges and credits to all types); (3) aging; (4) trial balance or inventory; (5) late charges on contract; (6) carrying charges on regular accounts.

A few of the unique features of the last five programs are:

Daily posting: The "400" automatically calculates the amount of a credit that should be applied to carrying charges on contracts. It also calculates earned interest on notes. About notes, before a note is past due it applies the payment on principal first. After the note is past due it

applies it on interest first and principal second.

Aging: This program ages all types of accounts and prepares past due notices automatically.

Trial balance or inventory: A big side advantage of this is that it always will keep our interest earned on notes account current with no effort on the part of our office staff.

Late charges on contracts: These are cycled four times a month. When a contract is past due we charge five per cent of the payment or \$5, whichever is less. This was a big job calculating these and posting. Now all we have to do is drop the ledgers in the machine. The "400" determines whether it is past due and the correct charge is made.

Carrying charges on regular ac-

counts: 1½ per cent interest on all interest on all regular accounts is charged on that portion of the account that is over 30 days old. Again the machine operator is relieved of all responsibility of calculating this charge.

Some of the future programs that are beginning to be formulated are payroll (including commissions), profit and loss statement preparation and general ledger. We anticipate that it will take several months to implement all programs.

We are convinced that the computer is no longer the exclusive tool of big business that has given it an information edge over small business with complete, timely, accurate information on sales and inventory, accounts receivable, profit and loss statements

(with important detailed expense breakdown information and comparisons). Modern automation in office equipment with its speed, accuracy, and efficiency can put the small business man in the position of being the manager of his business. Decisions can be guided with the help of facts, *concise, timely, and complete that come almost automatically on schedule, at the end of every month.*

Getting reports promptly and using them effectively to make corrections and to formulate future plans has proven to be very helpful to us. Our ultimate goal is to integrate data processing techniques into every phase of our business management so that we get the information wanted to fulfill our particular needs. Management must give immediate attention and precision analysis to every report as it becomes available; then make the operation refinements in the business that are dictated by the analysis.

Getting the important needed facts fast eliminates much of the guessing we used to do in the past. Some time ago an article in *Fortune* magazine had this quotation: "A computer will become an indispensable part of your business or you will become a dispensable part of business." This is proving to be truer day by day. We can't afford to make serious business errors and judgments because of the lack of adequate information. If you are interested in bringing your office up-to-date, I would suggest that you write to any of the following for detailed information:

The National Cash Register Co., Dayton, Ohio 45409 . . . National Appliance & Radio-TV Dealers Ass'n., 827 Merchandise Mart, Chicago, Ill. 60654 . . . National Retail Furniture Ass'n., 1150 Merchandise Mart, Chicago, Ill. 60654 . . . National Retail Hardware Ass'n., 964 North Pennsylvania St., Indianapolis, Ind. 46204.

Santa in ads . . .

(Continued from page 31)

Penney's, of course, is an outstanding example of sharp use of post-Christmas Santa advertising. Does it work? Take a look at the store's big crowds immediately following Christmas! Also, the all-year good will generated by ads like the following carries through to effect next year's Christmas sales.

"Merry Christmas . . . notwithstanding . . . If you are not as happy as a clam with any Christmas gift that came from Penney's, please bring it back Tuesday. Please? It's much more important to us than it is to you. Tuesday, December 27 is Exchange Day at Penney's! Shop Tuesday 9:30 a. m. to 9:00 p.m."

USE CHRISTMAS SEALS



Open a Savings Account with Sylvania.



We'll even supply your deposits.

We've minted our own kind of currency. Now you can save up for a color TV, a movie camera, a set of golf clubs, or even a new wardrobe, without putting away a dime.

Every time you buy 50 Sylvania receiving tubes, we give you our special mint called "Bright On Target" award checks. The more receiving tubes you buy, the more checks

you get. And the more of Sylvania-currency you can spend.

Unlike other award programs our plan is not only for big savers. If your needs are small and you can only save a couple of checks, you still get a chance to make many choices from our award catalog.

The next time you're stocking up on receiving tubes, open a savings account with a participating Sylvania distributor. It's like putting money in the bank without putting money in the bank.

SYLVANIA
GENERAL TELEPHONE & ELECTRONICS

room at the top

Peter J. Nicholas, now corporate director, product development, *The Tappan Co.*

Hans Hoogendoorn, now manager of advertising and sales promotion, *Waring Products Div., Dynamics Corp. of America.*



R. E. Ireland

S. Sweet

Richard E. Ireland, now corporate director of advertising, *Fedders Corp.*

Sol Sweet, director of residential and commercial products, *Whirlpool Corp.*, retires December 1.

Ralph Miller, now director of engineering for stereo division, *Lear Jet Corp.*

Carl E. Lantz, resigned as vice president, consumer products group, *Philco-Ford Corp.*

C. Russell Feldmann, chairman of the board, now also president, *Pilot Radio-TV Corp.*, succeeding **Morris Sobin**, resigned.



A. Siegel

L. M. Krugman

Arthur Siegel, now vice president, *The Seeburg Corp.*

Leonard M. Krugman, now manager, product quality and safety, *RCA Sales Corp.*

James C. Vought, now western regional sales manager for the stereo tape division, *Ampex Corp.*

At *Whirlpool Corp.*: **Najeeb E. Halaby**, president of Pan American World Airways, elected a director of the corporation; **Robert W. Paul**, now district manager, east central region; **Jon P. Pettegrew**, now in the newly created position of manager-merchandising and promotion, residential heating/cooling products; **Robert Palmer**, now in the newly created position of field sales manager, builder sales; **Bob Draftz**, now director of aviation operations; and **Roger Shawl**, now chief pilot.

Ronald H. Spalding, now assistant sales manager, *Fisher Radio Corp.*

Kenneth D. Arend, now manager of range sales, *Gibson Refrigerator Sales Corp.*

Gerald D. Baker, now director of marketing of consumer products division, *Gulton Industries, Inc.*

Lawrence Kaufman, now in the newly created position of director of color tube sales, *Admiral Corp.*

C. A. Thompson, now vice president, budget and planning, *Amana Refrigeration, Inc.*

Richard K. Chapman, now Midwestern region manager of distributor sales, *Carrier Air Conditioning Co.*

Milton Philipson, now in the newly created position of special marketing manager, products division, *Craig Corp.*

Lorne Campbell, now western regional manager, *Iona Mfg. Co.*



A. J. Borresen

W. L. Hullsiek

A. John Borresen, now vice president, *Clairol, Inc.*

William L. Hullsiek, now vice president, corporate development, and also elected to the board of directors, *Amana Refrigeration, Inc.*

Will the 2-way radio you buy really fit your business?



Be sure with Motorola.

How are you to know which 2-way radio system is exactly right for your particular business? Or all the other subtle things and technical details that could make 2-way radio your best investment or your worst?

The answer? Get a Communications Specialist. We have the best. He'll

show you the money-saving differences between the different kinds of radio. He'll explain area coverage, antenna type, and basic radio operation in plain, untechnical language. He can handle everything from recommendation and installation to training and service. With a Motorola system, you'll be sure you're getting the 2-way radio system that's right for your

business—large, small, or in-between.

Businessmen across the country have been introduced to 2-way radio the Motorola way. As a result, they're putting more profits into their pockets. So can you. Write to "Radio for Business," Motorola Communications & Electronics, Inc., 4501 Augusta Blvd., Chicago, Ill. 60651.

It fits.

MOTOROLA  2-WAY RADIO

by Jack Adams

the balance sheet



"Bringing it home" — In a few days the traditional Christmas selling season will get underway.

Dealers will be aided in their efforts to make the shopper think appliances or home electronics by what are in a number of instances record advertising expenditures by factories. As reported in this publication several weeks ago, tape units will be advertised during the Christmas selling season as they have never been advertised before.

More than one maker of color TV has increased his fall advertising budget substantially.

Such expenditures, obviously, bring our products to the consumer's attention with an impact that few retailers could achieve by themselves. And while dealers will benefit greatly from the factory expenditures, the alert dealer has been mulling over the question not only of "How can I get the shopper to think appliances or brown goods instead of jewelry or fur coats?" but also "How do I get the consumer who wants a blender or TV set into my store instead of losing her to Sears or another independent retailer?"

This brings the dealer face-to-face with the problem of getting the most out of his advertising dollar under the ever tightening pressure of costs.

This is exactly what A. F. "Tony"

Forni, advertising and sales promotion mgr. of the Housewares Div. of General Electric was speaking about several weeks ago when he addressed the Housewares Club in New York City. And although he did not confine his remarks to advertising during the Christmas selling season, many of his suggestions, we feel, could be applied by retailers to make their advertising more effective in the near future as well as over the long haul for electric housewares as well as other products they carry.

First of all, "Tony" Forni told the assembled merchants that they should re-appraise their advertising strategies and objectives:

"For example, what role do you want your store to play in the market place?"

"Do you intend to grow your share of the market?"

"Hold on to your share?"

"How are you attempting to do this?"

"What kind of image do you portray to your customer?"

"Does your actual image tie in with the products and service you are offering to your customers?"

"What kind of customers shop your store?"

"What kinds of goods and services do they expect from you?"

These are questions that have a

bearing on how much and what kind of goods the dealer sells in December or January or during all of the months in between. The only way to get the answers to these questions, the speaker said, is through consumer marketing research.

"You can then re-structure your advertising strategies to meet today's market conditions," he stated. "You may find that your advertising efficiency is down simply because your advertising strategies are not in tune with the market place."

Then "Tony" Forni put forth some specifics for making advertising more effective.

The first of these, he conceded, is basic but often forgotten. It is the fact that the dealer can make his advertising more effective if he'll plan his local advertising to tie into the advertising schedules of national advertisers.

"The dealer who times his advertising to follow national advertising and features the same models or categories is getting an extra pay off because his ads are being read by pre-sold customers — half of his job is already done for him."

And, he told the club members, most national advertisers make it easy for dealers by providing them with advertising calendars well in advance of the start of an advertising program.

One way a retailer can make his advertising work harder for him is by designing the ads so as to get more products in the same space.

"You can do this without loss of readership," "Tony" Forni assured the audience. "For example, where we (GE) used to feature one product in a full page ad, we now devote two-thirds of the page to the featured product and hitch hike three additional products."

"Our research," he continued "shows we're getting practically the same scores for the featured product as before, but we're getting three additional products exposed at no addi-

tional cost to us.

A television advertiser can achieve economies by making a 30-second or a 20-second commercial do the work of a 60-second message, "Tony" Forni said, and he showed three commercials of varying length all on the same product to make his point.

Segmenting advertising so as to reach a group of customers who are the best prospects for a particular product is another way of making advertising more effective, "Tony" continued.

"For instance the youth market is one of your best targets for the hair setter. One of the best ways to reach this audience is with radio. You can hardly find a teen ager today without a transistor radio, and they're heavy listeners particularly between the hours of 3 and 7 p. m. — and since certain stations especially cater to the youth market, why not use this media to reach this segment of the market in the language they understand?"

And as another aid to greater effectiveness in advertising, "Tony" Forni suggested if the dealer has been emphasizing price, that he switch his emphasis to the subject 'the consumer wants to know more about than anything else — value."

"This means emphasizing consumer benefits and promoting top-of-the-line models more frequently, so not only will you have a better value story, you'll be promoting the same models we do in our national ads for even greater advertising effectiveness."

So there you have some thoughts on advertising more effectively.

Some of them (especially those relating to image) aren't of such a nature that a dealer could hope to reap dividends from them within a few weeks time. Others possibly are.

Approached in this light, they could react to help the retailer enjoy "a merry, merry Christmas and many, many more."

by the way



Rink's department stores teams up with Norelco so boys meet the Bengals

A day in the training camp of the Bengals, Cincinnati's new professional football team, was the community event which delighted nearly 300 boys from a half-dozen local neighborhood houses and boys clubs in Cincinnati, O.

The project was jointly sponsored by Rink's Department Store and The Ungar Brothers, manufacturer's rep for Norelco electric shavers. They furnished six buses, refreshments, and regulation footballs as souvenirs for the children. The boys were also given marking pens, so they could obtain players' autographs.

After seeing the practice session and listening to the coaches' comments, the children were entertained by local TV personalities. Clubs and

institutions represented by the youngsters were selected by the Cincinnati Federation of Settlements and Neighborhood Centers.



Souvenir time: Richard Ungar, president, The Ungar Brothers, manufacturer's rep for Norelco electric shavers, was the "man with the souvenirs" for nearly 300 children the training camp of the Cincinnati Bengals.

Trophy times two

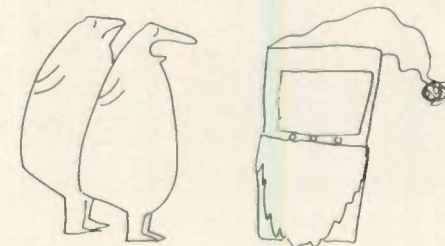
For the second consecutive year, Ronson Corp. was awarded a first-place "Oscar-of-Industry" trophy for having published the best stockholder annual report in the household accessories and furnishings industry.

The award was presented by Richard J. Anderson, editor and publisher of *Financial World Magazine*, to John J. Roth, vice president-finance of Ronson, at a banquet attended by 1,200 business, industrial, and financial leaders from the United States and Canada, held in the New York Hilton Hotel.

Chicago survey shows more TV sets than bathtubs

The growth of television set ownership in Chicago continues to outpace the number of telephones and bathtubs in the city, according to the market research department of Admiral Corp.

The latest survey, which originated by the company more than 10 years ago, projects more than 2,650,000 TV sets currently in use in Chicago, compared with an estimated 2,350,000 telephones, and 2,100,000 bath-



"Now here's an interesting model we're running as a Christmas special."

tubs or showers, presumably in use.

Admiral reported that more than 28 per cent of the TV receivers in Chicago are color sets. By 1975, color TV saturation is expected to reach about 80 per cent in this city.

Television is rapidly approaching the refrigerator as the major electric product with the highest saturation.

USE CHRISTMAS SEALS



A sales point you can see through.

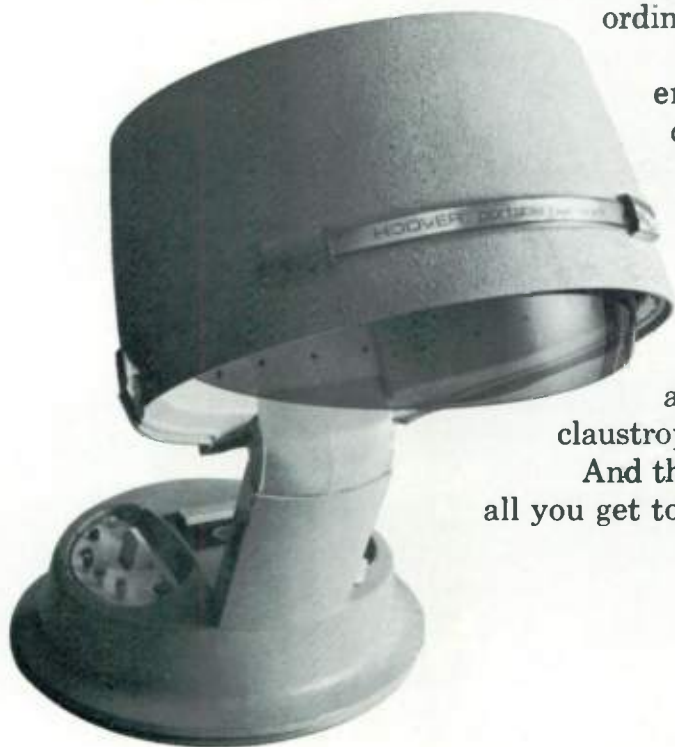


Put yourself in her place. Then put yourself under an ordinary hair dryer.

If it comes down far enough in front so it dries well in front, it comes down so far you can't see much from under it.

Understandably, that can get annoying. It can also get you a case of claustrophobia.

And this see-thru visor isn't all you get to sell with Hoover.



You get 161 vents for even air flow and faster drying.

You get a low-down look—simple, modern styling.

You get four temperature settings and a complete power manicure.

And once you get through talking with your Hoover man, you'll also find you get a very healthy profit margin.

You may be able to see through our best sales point.

But you won't find any holes in our whole sales story.

The Hoover Company,
North Canton, Ohio 44720.



DIAMOND JUBILEE
1908-1968



**If a
stranger
calls,
don't panic.
We sent him.**

Over the next few months, you'll be seeing a lot of faces you haven't seen before.

They're the faces that will see the most dynamic advertising campaign in our history, each and every time a reader opens a copy of Life, Look, Post, New Yorker, Business Week, Reader's Digest, Saturday Review, U.S. News and World Report, And Eye, Playboy, Seventeen, Ingenua, Boating, Flying. Plus 30 other equally influential publications.

Our 16-week concentrated effort ends in December. (And then wait till you see what happens in *January!* We've got great plans for '69, too!)

Each ad is an action ad. It tells the reader to call Panasonic collect from any location for the name of the nearest Panasonic dealer. For *your* name.

We're even listed in the classified phone directories—the Yellow Pages—throughout the nation.

We've got the fastest growing line of home entertainment products. More product exclusives, backed with the advertising excitement that makes products move and substantially increased our sales for the first nine months of 1968 over the previous year's.

We're telling our story in 120 full-page ads. 34 in color. 86 in black and white. That's twice the size of our '67 campaign.

So when that stranger calls, don't panic. Chances are, you'll become real good friends.

PANASONIC[®]
ALL OVER THE WORLD