



A Mart city-study on electric housewares: Atlanta

Better electrics profits for big New York stores

Mart magazine's annual retail business survey

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

JAN 15/69

mart

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For '69: Mart economist sees record sales, dealers ponder problems.

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The Mart Washington report

PRODUCT SAFETY . . . WARRANTIES . . . PERFORMANCE DATA LOOM AS INDUSTRY'S CRUCIAL ISSUES

By James D. Snyder

Looking ahead: Washington will figure more strongly in your business this year than ever before. In the past, dealers have felt government's impact in a more general sense — tax changes, retail laws, and the like. But now, appliances are suddenly in the center of the consumer stage, with the spotlight on safety, warranties, and disclosure of product performance data. Here's a brief look at each:

(1) *Safety*: The National Commission on Product Safety will continue to focus chiefly on household appliances throughout its year-long probe. Six sets of public hearings have already been scheduled in four cities on such subjects as adequacy of industry self-regulation, the role of private testing labs, reliability of accident statistics, adequacy of manufacturer quality control programs, and the effectiveness of public safety education.

Meanwhile, the Commission isn't hesitating to speak out. Just recently, for example, the Commission issued a statement urging a three-point program to eliminate refrigeration entrapment deaths among children. The first calls for federal legislation adding freezers and "other refrigeration devices" to a law which now requires refrigerators to be able to be opened from within. Point number two urges a uniform state act imposing stiff penalties for anyone who stores or abandons a refrigeration device without first removing the doors. The third is a call for a "comprehensive" public education program on refrigerator safety.

On a related front, the Department of Health, Education and Welfare has announced formation of an Office of Product Safety within its Consumer Protection and Environmental Health Service. CPEHS Administrator Charles C. Johnson states that one of its first tasks will be "to inspect the labeling of some 4,200 marketed products containing components which could cause injury or death." While appliances may not figure strongly in the Product Safety unit's work initially, it

looms as the most logical vehicle should the government expand its appliance safety powers in the future.

(2) *Warranties*: Two weeks ago Federal Trade Commission member Philip Elman suggested strongly that manufacturers (and/or dealers) should be required to repair *any* product defects during the life of the warranty — without obligation to the customer. The big question now is whether this was solely Elman's personal opinion or a tipoff as to what appliance dealers can expect in a special report on warranties and product service now awaiting release by the President's Committee on Consumer Interests. The report, six months in the making, was prepared by staff officials of the Commerce Department, Labor Department and FTC. It's expected to call for a greater federal role in simplifying warranties and improving product servicing.

(3) *Product performance data*: For at least three years, consumer spokesmen have demanded that federal agencies make public the many product evaluation studies which form the basis of their purchasing decisions. Consumer spokesmen say that such data, acquired with taxpayer dollars, would be valuable in helping the public to make buying decisions. A crack in the dike came last month when the Department of Health, Education and Welfare announced it would begin releasing comparative data on products purchased as part of its more than 80 federal aid programs. While it's unlikely to involve many appliances, HEW's decision may well put pressure on the far-flung General Services Administration to unlock the vast storehouse of product information acquired in its role as Uncle Sam's chief purchasing agent.

Whether the government will ever bring about lists comparing Amana freezers with, say, General Electric's is still conjecture. But one thing's for sure: The prospect of a busy year for the appliance industry in Washington.

Transistorized equipment rules: FTC has issued guidelines designed to eliminate deception in promotional claims of "Solid State 10" unless the latter figure accurately reflects the actual number of transistors. If the number in reality included two diodes, the "Solid State 10" claim would have to be immediately followed with an explanation: "eight transistors and two diodes."

The guidelines state that the advertised number of transistors can't include dummies. The count may include only transistors which detect, amplify or receive radio signals.

FTC added that it won't object to the words "solid state" when they describe a completely transistorized set or one without tubes. But any ad reference to a specific number of devices must be backed by the full complement of transistors in functioning condition.

The agency says it intends to make an intensive review of existing promotional claims to assure that the guides are being followed.

Co-op ad ruling: Problem — a manufacturer participated in co-operative advertising programs, but was upset because some retailers lowered his product's "quality image" by featuring them as loss leaders. He asked the FTC for an advisory opinion as to whether he could insert in his co-op ad contracts a statement denying payment to retailers selling at below their wholesale price.

FTC's answer: Yes, but only if the manufacturer's co-op ad programs are undertaken "intermittently" or for "special occasions." The agency said such a restriction employed by those with year-round co-op ad programs would have a tendency "to fix or establish a permanent floor under resale prices which would be of questionable legality under antitrust laws."

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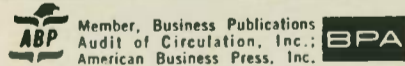
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The business partner of 50,000 appliance/home electronics retailers

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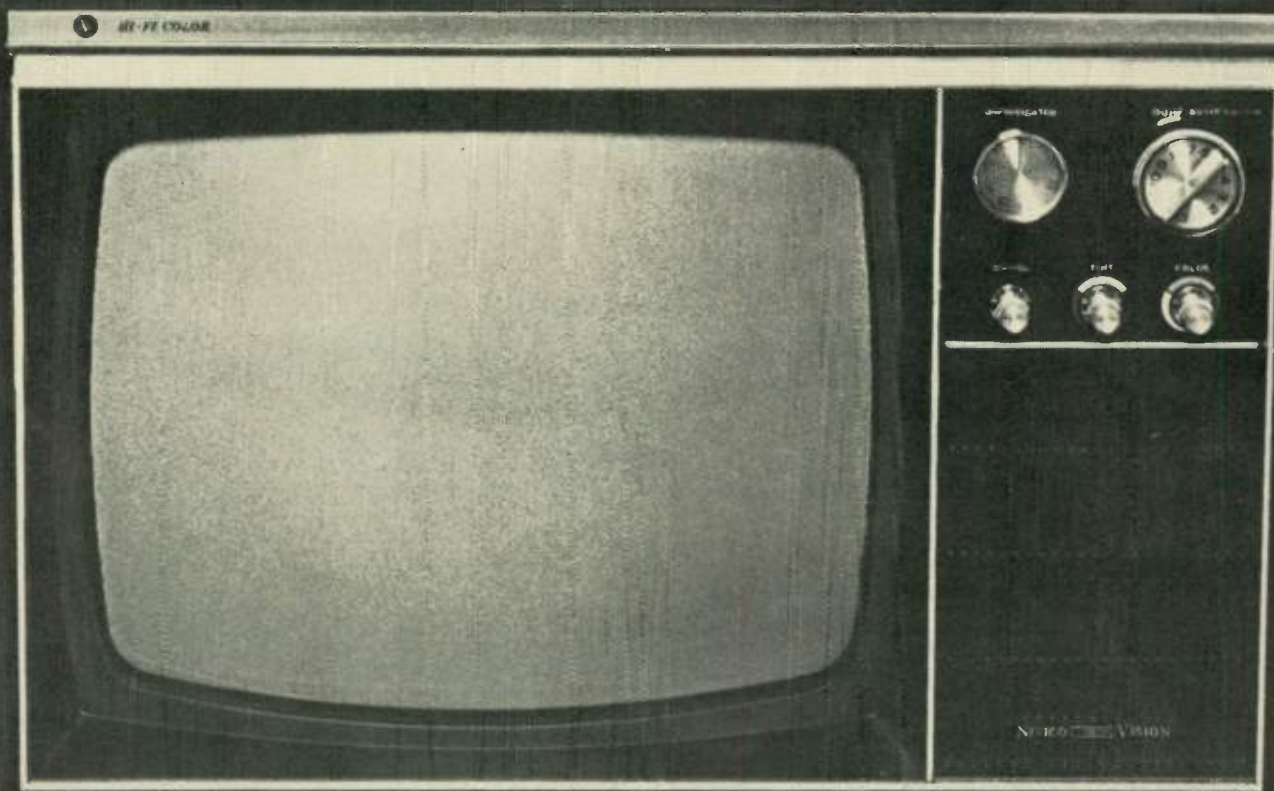
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WRH

Electronic video recorder planned to sell for about \$800 . . .
Housewares dealers expect 15 per cent sales increase —
1969 expected to break records . . . Department stores looking
for innovative products to increase volume to new highs.

mart news & trends

CBS joins hands with Motorola, "Times" in marketing "EVR" player

CBS is joining forces with Motorola and "The New York Times" to bring to market its Electronic Video Recorder player. The unit, whose existence had been rumored long before it was acknowledged by CBS, was given its first public demonstration before some 250 members of the press in New York City last month.

The EVR utilizes a cartridge measuring seven inches in diameter and approximately one-half inch thick to play back, with sound, on a standard television set any movie, videotape, or live TV presentation that has been recorded on a dual-track film inside the cartridge.

CBS has licensed Motorola Inc. to manufacture and market the player, and an accord has been reached with "The New York Times," whereby that newspaper's Book and Educational Div. will create and market educational films produced exclusively for EVR cartridges. Production of the black-and-white EVR player is scheduled to begin in the first half of 1970. It is expected to be priced at around \$800. A color EVR unit is scheduled for production in the last half of 1971.

Elmer H. Wavering, president of Motorola, stated that his company will utilize its own marketing group to distribute the EVR player in the industrial, educational, and hospital fields. He said that Motorola eventually will produce EVR players on an OEM basis for other manufacturers of educational devices.

Wavering told *Mart* magazine that it has not yet been decided whether the players will be produced in Motorola's Franklin Park or Quincy, Ill., plant.

With EVR, the consumer will not be able to provide his own programming for the cartridge as can be done with the magnetic tape employed in video tape recorders, Robert E. Brockway, president, CBS Electronic Video Recording Div., told the press.

Brockway indicated that CBS feels the first generation EVR player is best suited for educational and industrial uses, because it reproduces in black-and-white only, although he added, "I wouldn't be surprised if some entertainment outlets will stock the first player."

Brockway said he envisions that in three to five years EVR can be incorporated as

part of a complete home entertainment unit.

Recording time for each of the two tracks of the cartridge is 26 minutes, but Dr. Peter C. Goldmark, president and director of research, CBS Laboratories Div., who developed EVR, told *Mart* that utilization of thinner film material should make it simple to achieve a recording time in excess of one hour.

Goldmark demonstrated to the press that the player features buttons for speedy forward and rewind as well as a fingertip adjustment for slow scanning of individual sequences, plus the capability of freezing any frame on the screen without damaging



Placing EVR film cartridge in position for sight and sound transmission on conventional TV set.

the film or dimming, flickering, or blurring the image. A lead from the EVR player is attached by hand clips to the external antenna terminals of the TV set; the film cartridge is placed in the player; the TV set is turned to a channel that is not broadcasting, and the player starter button is pushed. Each channel of the film can be rewound in less than one minute.

Goldmark disclosed that a version of EVR designed for color broadcasting is in existence.

CBS plans to license additional companies for manufacture of EVR players.

Two plants, one in the U. S. and another in England, are planned for production of EVR cartridges, Felix A. Kalinski, president CBS/Comtec Group, told the meeting. The U. S. plant is expected to be operational in the last quarter of 1969 and will have an initial capacity of 3,000,000

cartridges a year. Cost of individual cartridges will depend on production volume and individual titles, it was noted.

Regarding the players, Wavering said Motorola is tooling for an annual production rate of somewhere between 25,000 and 100,000 units.

Frank Stanton, president of CBS, disclosed that Goldmark first demonstrated a prototype of the EVR player to him in 1964 and that this marked the realization of a wish expressed earlier by the scientist to develop an "LP" record that combines "both sight and sound."

Said Goldmark, referring to the EVR player demonstrated during the meeting: "Ironically, it looks like a 45 r.p.m. record player."

GRT sets up company store to test market pre-recorded tapes

Instead of relying on outside sources for marketing information, General Recorded Tape (GRT), Los Angeles, is gathering its own, first hand, at retail level. **GRT is doing this via a company-owned sales outlet, called the Tape Deck, which has been set up strictly as a test-marketing tool rather than as a traditional retail store.**

The store will handle tapes and home and auto equipment from various companies, including GRT's pre-recorded tapes in four configurations: reel, cassette, and four and eight-track cartridge. **Among equipment lines will be Craig, Automatic Radio, Borg-Warner and Norelco. The Tape Deck will also provide installations for auto units.**

The outlet, located in Los Altos, with an area population of about 740,000, is expected to draw all types of consumers from various social and economic levels in the seven communities it will serve. The store will carry an inventory of more than 7,500 tapes in the four configurations, it was said. The outlet will have about 3,000 square feet of operating space.

According to GRT President Alan Bayley, the store was set up to gain insights into the public mind and to determine what it wanted in the way of pre-recorded tape products as well as equipment. He stated that some manufacturers were "too far removed" from consumers and that the best

(Continued on page 64)

electric housewares and floor care news

Bigger 1969 market seen by pushing new products to more people

The constant goal of every retailer with either red blood in his veins or a demanding boss looking over his shoulder is to broaden his market. In 1969, major appliance and electric housewares executives in the New York department stores will be seeking to expand their merchandising orbit not only because of their natural or enforced desires but because they enjoyed such advances in the year just ended.

The year on which they just closed their calendars was a big one that continued the expanding market trend of the mid-sixties. **"If the merchandise man of one of the big New York stores was content to stick with his volume on electric carving knives of the past two years, big as it was, he'd have gone broke,"** said one veteran hard goods merchant. **"Not that knives weren't good and not that you couldn't make a fair profit — but there were many other product opportunities, too."**

So, the point is that product innovation may be one of the big elements in broadening a store's market, both in majors and electric housewares.

Key targets: humidifiers, air-conditioners, floor-care products, personal-care items and blenders.

Humidifiers seem ready to explode into a big business. One New York store plans to double its volume in 1969 in this category, after doubling its sales in 1968 over 1967 which quadrupled its sales over 1966.

The area's price range will be from \$40 to \$90, a big enough spread to encourage a broad merchandising, if not a competitive approach.

Air conditioners, too, have been big, but they stand to become bigger. Another New York store has geared up to capitalize on the big apartment-building boom by offering a variety of model sizes from the big jobs to the small casement sizes. "It's a sound, basic business that just can't be ignored and it's bound to grow," the store's merchandiser observed.

And, as for the others, the floor care, personal care, and other new electric housewares, the same principles seem to apply — a combination of improved utility features and a desire by everyone to live better — should move them into a higher sales sphere.

But, as far as the benefit to stores is concerned, not only the hoped-for sales boom is what titillates retailers but the opportunity to build profits by catering to an apparent strengthening affluence.

Seven or eight years ago, one executive

said, few side-by-side refrigerators could be sold and the "dollar margin" available to stores in the refrigeration category was \$35 to \$100. Today, however, with side-by-sides booming, that margin is up sharply to \$80 to \$100, allowing stores to absorb handling costs without any strain.

The whole situation might be summed up this way: "The make-up of the department store hard goods business today is a lot healthier, for two good reasons," as one merchant put it. "There is an affluent customer around today and there are plenty of attractive and new products that he will buy."

Retailers expect 15% increase in housewares sales for 1969

Two research studies sponsored by the National Housewares Mfrs. Ass'n indicate that 1968 was just about the best year ever for the industry — and that 1969 is expected to be a record-breaker, according to Dolph Zapfel, NHMA managing director.

One study (of manufacturers) was done for NHMA by the research firm of Bee Angell & Associates, Inc., which made last year's initial outside survey of manufacturers. Findings were determined from a 27 per cent return of 1,200 questionnaires to both electric and non-electric producer-exhibitors in the semi-annual housewares show.

NHMA itself surveyed all housewares buyers and merchandising executives of 7,410 firms. Results were determined from a 15 per cent return.

The producers predicted a projected total dollar volume of \$6,900,000,000 for 1969, up 18 per cent from their estimate of '68 sales. The '68 figure represents a 13 per cent increase over 1967 in manufacturer sales.

Of retail buyers replying, the average housewares dollar volume in 1967 was \$2,800,000; the average estimate for 1968 was \$3 million, and the average prediction of '69 housewares dollar volume was \$3,500,000. This is an increase of seven per cent in retail housewares dollar volume in '68 over '67, on the average, and a 15 per cent increase in estimated sales for 1969 over 1968.

Wholesale buyers, on the other hand, reported 1967 average housewares dollar volume as \$4,800,000; the average estimate for 1968 was \$5,200,000, and the average estimate of housewares dollar volume for 1969 was \$6,400,000. This is an increase of nine per cent in wholesale housewares dollar volume in 1968 over 1967, on the

average, and a 22 per cent increase in estimated sales for '69 over '68.

Housewares prices for consumers will be higher in 1969, according to both studies, with an average anticipated increase of about five per cent. Manufacturers expecting to raise prices of their housewares products in 1969 totaled 74 per cent — and 94 per cent of the buyers said they expect prices to go up. Of manufacturers expecting higher prices, 60 per cent said increases will be five per cent or less; among buyers, 67 per cent said 1969 prices will be in the same range.

Avocado was the runaway color forecast by manufacturers and buyers. Harvest gold ranked second, and white was the third choice.

Nearly two-thirds of the manufacturers reported that average direct selling costs of housewares ranged from six per cent to 15 per cent in their last fiscal year.

The two surveys show that 90 per cent of manufacturers and 85 per cent of buyers prefer January for the winter show. Forty-nine per cent of the manufacturers and half the buyers prefer July for the summer show. Most of the others expressed a preference for June.

First-quarter programs announced by GE

Consumers can have, free, a Tensor lamp if they buy any current-model General Electric floor care appliance (excluding the SV-1 vac) through February 28. Suggested list on the lamp is \$8.95. It will be shipped to all floor care unit purchasers when they mail in the fact tag that comes with the appliance. The offer ends February 28.

Two first-quarter merchandising programs also have been announced by the company's housewares division. One, called "Dirt Hunters," promotes the division's four-model canister line. A merchandising kit utilizes a banner depicting a lion, in a safari outfit, using a vacuum cleaner. Product decals and a floor display have the same theme. The other program offers a personal care display designed to merchandise the Model HCD-1 18-roller hairsetter. Also available are product headers for the "Expando" displays which have been designed for the Model F-92 iron; Models TB-5 and TB-6 automatic toothbrushes; Model H-12 mini-heater, and Model F-62 iron special.

In its portable heater line, a new series of full-feature plastic laminated hang cards has been added. These are similar to those which are presently being displayed on GE rug and floor care units.

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industry briefs

Westinghouse virtually quits TV business, expands other areas

Westinghouse is shortening its TV line to include only black-and-white and color portable models, and these will be sold through limited distribu-

tion. D.D. Danforth, vice president, said: "What this represents is a change in emphasis. Westinghouse will continue to market television receivers, but the future sales potential dictates that our best approach is to follow the consumer's preference away from furniture models and

to concentrate on portables." Stereo production also has been halted.

At the same time, the company announced plans for the expansion of its major appliance production capacity. Danforth said that the firm will rearrange a portion of its Edison, N.J., plant to allow for the production of compact room air conditioners. "A continuing growth of Westinghouse major appliance lines makes it necessary to provide additional manufacturing facilities," he said. "The Edison plant, which is the site of a recent 350,000-sq.-ft. expansion, presents an unusual opportunity because of its size, geographic location and personnel."

Division status given to GE and Hotpoint refrigerators

The General Electric and Hotpoint refrigerator business had been raised to division status, and Stanley C. Gault has been named division general manager, according to an announcement from W.D. Dance, group executive for the GE Appliance and Television Group.

Creation of the Refrigerator Products Div. was one of several changes in a partial reorganization of the group which, Dance said, was made to prepare for anticipated growth in coming years. "Major appliance industry sales should more than double in the next 10 years," he predicted. "We expect sales of General Electric and Hotpoint major appliances to continue to grow even faster."

Dance also announced two other changes at the division level. He said that Arthur E. Andres, deputy division general manager for home laundry products, would report directly to him, instead of as part of the division presently known as Kitchen Appliance and Home Laundry Products. In addition, Hicks B. Waldron, general manager of the International Appliance and Television Operations, has become a deputy division general manager.

Wards Co., Inc., now on American Stock Exchange

Wards Co., Inc., national retailer of TV, appliances and other hard goods, is now listed on the American Stock Exchange. The Richmond, Va.-based operation originally went public in 1961 and the stock was traded over-the-counter until November 11, 1968. The firm's sales last year exceeded \$27,000,000, which represents a compounded growth rate of more than 45 per cent over the last eight years.

The company reported net income of \$451,000 for the year ended March 31, compared with \$228,000 for the previous year.

Wards Co. operates 38 major appliance leased departments in stores in 29 cities in 18 states. It also operates eight hardware-housewares leased departments, six conventional appliance-TV stores and its own 120,000-sq.-ft. mass merchandising store, The Carousel, situated in Richmond.

Admiral introduces training course for distributor salesmen

Admiral Corporation's sales training department has developed a cassette tape recorded sales training course for distributor salesmen. Prepared by Gerald H. Scott, director of sales training, the six-month course is called, "The Principles of Persuasion," and carries the sub-title, "The Art of Professional Selling." It includes six pre-recorded tape cassettes with lectures recorded by Scott, plus a sales development handbook packed with one of Admiral's cassette recorders. Each cassette contains four programs which cover various sales development techniques. These programs are 10 minutes long and are designed to be studied by the salesman for one week.



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McGRAW-EDISON COMPANY
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NATIONAL HOUSEWARES EXHIBIT STILL STANDING ROOM ONLY FOR NEWCOMERS

No relief in sight, even with the expanded McCormick Place, projected to be ready for January, 1970 show.

By Milton Gussow

THE January, 1969 National Housewares Exhibit is the 50th show to be staged under the auspices of the National Housewares Mfrs. Ass'n., and for its "golden anniversary" NHMA is again displaying a "standing room only" sign for the hundreds of manufacturers and distributors who would also like to show their wares at the semi-annual "happening" in Chicago.

And the prospect continues to be bleak for all but another 200 or so lucky ones who can be accommodated when the rebuilt McCormick Place opens its doors again, hopefully for the winter show in January, 1970.

To Dolph Zapfel, who has been the managing director of the association since 1948, each year has been one of frustration, in that he has had to turn down requests for space at the exhibits. And he sees no sure cure for the space shortage in the next 20 years, because of the limited funds available for rebuilding McCormick Place.

"Even though the new exhibit hall will have 85,000 square feet more than the burned out one, it will only mean a net gain of some 400 units 10 feet wide," said Zapfel. "With the average booth now about two units, that will give us only 200 additional accommodations.



Dolph Zapfel, managing director and secretary, National Housewares Mfrs. Ass'n.

"In the next five years we'll run out of space there, and it will be 20 years before anything could be financed to add to the new exhibit hall. But there is no other city that could justify a larger hall, or that could attract buyers on a national scope as Chicago has proven it can.

"And if the housewares industry expands as it has in the past 30 years of the show, we may be faced with the alternative of a dual show, with part of the exhibits at the International Amphitheatre to properly display the wares of the entire industry."

From its first show when the association was formed as a non-profit corporation in

1939, at the Palmer House in Chicago, the exhibit has passed several milestones, probably the most important of which was its first open-booth type show at Philadelphia's Convention Hall, in 1947. In 1948, the present semi-annual pattern of exhibits was inaugurated, with the January exhibits being staged at Navy Pier in Chicago and the July show being held at Convention Hall in Atlantic City, N.J.

With the opening of McCormick Place in 1961, the Exhibit moved both its shows to Chicago to what was the world's largest and most modern exhibition hall, and also at the time thought to be the most fireproof facility available. This thought quickly dissipated when McCormick Place burned to the ground in January, 1967, just six hours before the show was scheduled to open.

Of the 266 exhibitors in 1937, 46 charter member firms are numbered among a total of 1,200 at the current show.

In the 40 years of the show's existence, there has been an evolution in the types of manufacturers represented. Some of these changes have been due to manufacturers changing and diversifying their lines.

Among the dropouts are the major appliance manufacturers, who have also inci-

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A Mart city-study: electric housewares

ATLANTA, GA.

Crazy prices sell them for many while shattering others' morale

Nobody thinks anybody's profiting — but most outlets are, survey finds.

A brand name cooker-fryer carrying a dealer cost of about \$10 was advertised by Big Apple, primarily a grocery chain, for \$5.97. A can opener went for \$8.88 (this model's dealer cost also was about \$10). A record player was promoted for \$12.88, a clock-radio for \$13.88. All of these were advertised at prices that not only were less than dealer cost, but often far less.

The place was Atlanta, Ga., a five-county market of more than 1,000,000 population and the site of a recent **Mart** magazine market study. The subject was electric housewares. A survey by **Mart** editors there among retailers of all kinds — independents of several varieties, mass merchandisers, department stores, disclosed at least one outstanding point, a fact that not all individual dealers and buyers realized, most of them acknowledging that they rarely shopped other stores. **Mart** shopped, and found: Although almost everybody believes that almost everybody else is "giving away" electric housewares at little or no profit, electrics are not really such poor profit producers at all — despite those advertised prices.

But it's the advertised special — the stark exception to *most prevailing selling prices* — that is dispiriting if not virtually demoralizing important segments of the market.

The Big Apple advertisement cited is typical of ads of a host of other big-chain merchandisers. Atlanta in recent years,

like most big cities, has become well saturated with them; such multi-outlet giants as Zayre's, GEX, K-Mart, Woolco, Arlans, Treasure Island, Penney's, and, of course, Sears abound. Two outstanding "traditional" department stores, Rich's and Davison's, and a merchandising utility, Georgia Power & Light Co. ("the cleanest competitor of them all"), plus a host of other outlets of all kinds all compete mightily for the consumer's electric housewares dollar.

The objective of the advertised giveaway prices, it goes without saying, is the traditional one of building traffic. Not specifically, or even specially, to build housewares department traffic, but store-wide traffic. Selling prices of other (not advertised) electrics were found by **Mart** to be generally if not suggested list then respectably close to list.

Yet, ironically, it appears that many merchants are unaware of this and consequently discouraged — particularly so the independents. Some have concluded that they cannot possibly compete, and either have gotten out of the business or have minimized it, all the while cutting their prices (while buying hand-to-mouth) in an attempt to meet what *they think* are competitor's selling prices.

Dealer Leslie Tidwell, of Tidwell's Appliance, who admittedly has diminished his electric housewares emphasis in recent years, but who still — at least seasonally — stresses them commented: "In my opin-

ion, any dealer who abandons housewares entirely or gives them only scant attention, is making a mistake. For one thing, it forces your customer to go elsewhere each time he is in the market for an item, which with housewares is certainly many times more during the course of a year than with majors or TV or furniture. And the last thing any dealer should want is to force *any* customer to somewhere else for an item, any item, that the customer *thinks* you should be carrying. We can compete with almost anybody."

Another dealer remarked: "A high percentage of customers are not shoppers, and dealers should not sell themselves short by discounting the importance of their own neighborhood convenience. Even though it's a fairly fast drive, would you drive, say, several miles just to save a couple of dollars on an advertised item? People still like to buy in their own neighborhoods whenever they can."

Other dealers have concluded differently: "Nobody's making any money on them. The chains use them to create a low price image, and nobody else can make a profit. I carry only one brand and carry it only to be a complete dealer in that brand."

Another: "On one hand I hate not to have them. I'd hate to turn down a customer. On the other hand, they are so football-ed and low-balled by chains as giveaways, come-ons, image-builders and loss leaders that I hate to see a customer expressing

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**We've flipped
our lid.**



We've improved the best-selling men's shaver.

The new Tripleheader 35T. New flip-top cleaning. An improved pop-out trimmer. Thinner floating Microgroove™ heads. And smashing design. Four exciting new features. Add an exciting new advertising and

sales promotion campaign, and you've got five good reasons why in 1969 Norelco will still be the hottest, best-selling men's shaver line in the business!

Norelco® you can't get any closer.

The Cordless 20B. 30 days of shaves on 4 penlight batteries. Never needs an electric outlet. Handy travel case with built-in mirror.



New Lady Norelco 15L. Brand-new shape in women's shavers. Sleek, feminine, easy to handle. Modern design, moderate price.



New Norelco Ladyshave 10L. Close, fast comfortable shaver for young women on the go. Compact travel purse. Inexpensive too.



New Home Beauty Salon 25LS. A fast, gentle lady's shaver plus 10 personal grooming attachments that are worth the price alone.



Flip-top 20. Value leader. Two floating Microgroove heads for close, comfortable shaves. Convenient Norelco flip-top cleaning.



Tripleheader 35T. All new for 1969. Still shaves as close or closer than a blade.



Rechargeable Tripleheader 45CT. Gives almost twice as many shaves per charge as any other rechargeable. It shaves as close or closer than a blade in 2 out of 3 shaves. Famous floating Microgroove heads and pop-up trimmer.



A 50/50 Coop Advertising Program is available to all retailers. Contact your Distributor. North American Philips Company, Inc. 100 East 42nd Street, New York, N.Y. 10017.



Leslie Tidwell, Tidwell's Appliance:
"The last thing any dealer should want is to force any customer to somewhere else for an item, any item, that the customer thinks you should be carrying . . ."



Craig Pinyan, Cawthon & Hollums Appliance:
"Our volume is better . . . people are making more money and willing to spend it . . ."

Charles Castleberry, Castleberry's, Inc.:
"On one hand I'd hate to be without them. On the other hand . . ."



Crazy prices sell them . . .

(Continued from page 12)

any interest in buying one. It takes as long to sell a perc as a color set."

"They're impulse items, like razor blades and pretzels, and factories have to sell them through as many different types of outlets as possible," said another.

A distributor: "One, if a dealer is in the home furnishings business, particularly if he also sells furniture, then he should be in the business all the way. Electric housewares are just as much home furnishings as majors. Could a gas station stay in business for long if it didn't sell fan belts? Two, independents should use electrics to create a quality image at a low price, just like many of the discounters. Three, they might try using a housewares item in each and every newspaper ad. Why not give that *one* away? It's prime purpose is to build traffic for the store.

"Many retailers," he continued "sell them at cost only to generate traffic. This is a worthwhile motive and sound merchandising practice. The average housewife thinks a steam iron should sell for \$10 or more. So if she sees one promoted for less, even if she's not in the market for one, she naturally tends to think that all the merchandise the store sells must be equally cheap. This of course is never true, but consumers are gullible. Distributors really don't like to see their products being used as loss leaders. They (the leaders) cheapen and upset the market. But what can we do? We're trying to sell as much as we can to anybody who wants to buy, just like the factories."

A Mart survey question asked, "How many brands do you sell?" Twenty-five per cent of those interviewed sell only one or two brands. *Of the remainder*, 20 per cent sell six brands, 20 per cent sell four, another 20 per cent sell five. Forty per cent (of those who sell more than two) sell six or more brands. One outlet sells 14.

The biggest reason cited for carrying several different brands was the desire to handle a complete variety of different items.

"How many of the brands you handle are price-maintained?" (Georgia has no Fair Trade laws.) Thirty-five per cent of the dealers and buyers don't carry any such labels. Of those that do, only one or two such brands are handled.

Many price-maintained items, some merchants complained, are so similar in appearance and features to their sister counterparts that the merchandising effectiveness of the secondary line is reduced.

Forty-eight per cent of the dealers interviewed said that between five and 10 per cent of their total appliance-radio-TV business is derived from electric housewares. Thirty per cent attributed about three per cent of their business to electrics; 13 per cent of those interviewed said that between 26 and 30 per cent of their volume comes from housewares; and nine per cent said that between 11 and 15 per cent of their ARTV business is in housewares.

"How does this compare with one year ago," Mart asked. Slightly more than half of the merchants interviewed found their electric housewares business the "same" as a year ago. The others split fifty-fifty in reporting it "more" and "less." (It

was usually a case of "somewhat more" or "somewhat less" — that is, nothing extreme.)

Seventy per cent of those interviewed reported an average electric housewares gross margin of at least 25 per cent. Of the 30 per cent who reported earning less than 25 per cent, most of them said their margins were about 15 per cent.

Seventy per cent of them also said they have no plans concerning their small appliance business — no plans to expand, no plans to reduce. Thirty per cent asserted they definitely plan to expand that end of their business.

Of those who plan to expand, many mentioned the beauty or health care products as those which they'll stress. Next most-mentioned was blenders. One dealer said that if he sold nothing else at all, he'd buy as many hairsetters as he could afford.

Irons are of course *the* staple "best-seller." But percolators and toasters received almost as many mentions. Hair dryers, particularly the so-called "hard hat" or "professional" types, also were cited frequently.

All of those interviewed — 100 per cent — named the beauty care appliances as the fastest growing items. Hairsetters were rated near-fantastic.

"Which of the past three years — '68, '67, '66 — was your best year for electric housewares sales?" Forty-two per cent named '68 as their best year, and gave credit to factory advertising. The best year for 20 per cent was '67. Thirty-eight per cent named '66, many of them expressing the belief that that was when so many new products were introduced.

White and chrome were named as the standout colors by far, and avocado was named by everyone as fast-achieving great popularity with gold-type colors closely trailing.

Georgia Power & Light Co., with 14 outlets in all, does not stock colors. A spokesman noted that inventory problems would be too great, and it was believed that having a choice of color is simply not *that* important to customers.

It would seem that only clocks appear to merchants to be more profitable than other electric housewares items. The majority of those retailers interviewed found that no single type of product was more profitable than the others — except for clocks, which was noteworthy because of the number of times they were mentioned as producing a margin of 30 or more per cent.

"What is your basis for setting selling prices?" Mart asked.

About two-thirds reported that they established their selling prices on the basis of what they thought were prevailing market prices as determined largely by newspaper ads. Most of the others add a fixed percentage of cost without regard to the market.

electric housewares



Dominion Electronic Toaster

Named the "Toastron" and called "the world's fastest electronic toaster," Model 1150 will produce, it's said, two slices of toast in less than a minute, and five slices in the time it takes to make two with a conventional toaster. The fast toasting action of the sleekly designed, stainless steel unit is possible through the use of two quartz elements said to heat faster and hotter than any heating element found in conventional toasters. The unit's exterior, however, maintains a cooler temperature than regular toasters.

"Toastron" will toast virtually everything worth toasting. A flip of a lever sets the unit wide enough to accept sandwiches or muffins, or narrow enough for frozen pancakes and waffles. The opening can be adjusted to accept anything between these thicknesses. Bread as long as 8³/₄ in. can be toasted, because the opening is not divided.

A convenient lever is used to select a particular toast color. The color selector relays the "order" to the unit's electronic control center and a sensor automatically removes enough moisture from the bread to

provide the desired toast color. Within one minute, the toast is elevated to its serving position.

The unit is said to be shock-proof,



Dominion "Toastron"

even if one were to insert a knife or fork to lift out toast. A tray snaps open to remove crumbs, and a wrap-around cord with a snap-on plug adds to storage convenience. The unit (ready for delivery to dealers May 1) carries a suggested retail price of \$39.95. *Dominion Electric Corp., 150 Elm St., Mansfield, O. 44903.*

Iona Blender

Featuring a jar of unbreakable polycarbonate, a new "engineered" plastic

exclusive with the firm, Model B-25 is a new solid-state 10-speed push-button blender with these variations in speed: stir, puree, whip, grate, mix, chop, grind, blend, liquefy, and frappe. The unit also features a screw-off collar and detachable blades for easy cleaning as well as allowing the use of a standard Mason jar. Of 6-cup or 48-oz. capacity, the jar has graduated scales on both sides and ounces molded on both sides. The jar also has four molded flutes which enhance turbulence and blending action.

The jar handle is black to match the bottom of the base. The flexible plastic lid, also black, has a removable 2-oz. measuring cup of transparent plastic. The top of the base is finished in white, avocado or harvest gold with the bottom in jet black. Indented slots on either side of the base allow for easy lifting. A built-in cord storage area is also provided.



Iona Model B-25

Power to the new unit is supplied by a 1/4-h.p. Iona "Super-Torque" motor with a neoprene clutch mechanism. The 7-lb. unit carries a five-year guarantee and a suggested retail price of \$39.95. *The Iona Mfg. Co., Regent St., Manchester, Conn. 06040.*

GE Toothbrush

Model TB-6 is a new six-brush automatic toothbrush which has both new styling and new engineering. It has been completely redesigned except that its accurate action is identical with previous up-and-down motion



GE Model TB-6

toothbrushes from General Electric. The transmission, gearing and rotating off-on switch are new. The contoured power handle and recharger are restyled in white with black trim. Six brushes come in yellow, pink, green, blue, lavender, and gray. Suggested retail price: \$19.98.

(Continued on page 58)

Visit our Gold Mine.

Booth F-919 at the Housewares Show.



Want to reap some good old-fashioned profits?

Come see us during the Housewares Show. It's a golden event. We're commemorating our 50th year of making KitchenAid mixers and we're participating in our 50th NHMA Show.

So we're thinking gold.

And if you're interested in making money with electric housewares, come see us about our Food Preparers and Electric Coffee Mills. It will be worth your while.

If you're not going to be in Chicago, write to us. KitchenAid Electric Housewares Division, Dept. 9HQ-1. The Hobart Manufacturing Company, Troy, Ohio 45373.

KitchenAid Electric Housewares

50 years of good old-fashioned quality.

WE'RE NOT IN THE ELECTRIC HOUSEWARES BUSINESS FOR OUR HEALTH, AND NEITHER ARE YOU! IT WILL PAY TO CHECK THE SWING-A-WAY PROMOTIONAL LINE. IT'S MADE AND PRICED TO SELL ...WITH GUSTO!



No. 4000 Electric Can Opener



No. 5000 Electric Ice Crusher

SWING-A-WAY

SWING-A-WAY MANUFACTURING CO. 4100 Beck Ave. St. Louis, Mo. 63116 In Canada: Utility Housewares, Toronto, Ont.



New GE Blender! 3 push-button speeds, low silhouette. 32-oz. glass decanter. Model BL-10AV (avocado), BL-10HR (harvest) \$29.98*.

Can Opener-Knife Sharpener in new colors! Opens cans fast, any size or shape. Knife Sharpener in top for easy use. Handy cord storage at rear of case. Model EC-15AV (avocado), EC-15HR (harvest), EC-15, white with brushed chrome, \$19.98*.

General Electric

the most

COLORFUL

name in

Electric Housewares

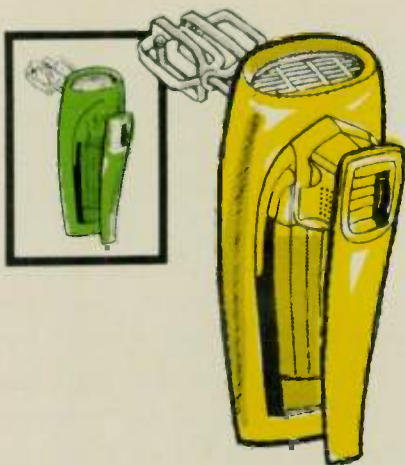
Exciting colors for the most complete line in the Industry!

SPARKLING, spectacular colors in four top-selling product lines. No other line equals them in choice or pulling power.

COLORFUL new products with new features and innovations, creating new market opportunities, extra profit for you.

COLORFUL, exciting advertising... in magazines, newspapers, full-color national network TV... which millions of your customers will see.

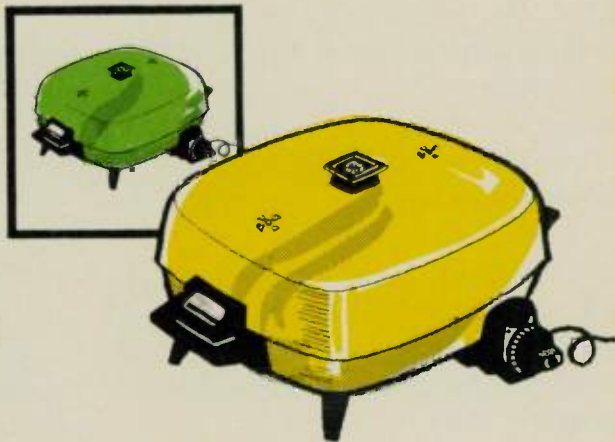
COLORFUL follow-through... merchandising, promotion, point-of-sale... all help to build *your* sales. See your distributor for details.



GE Portable Mixer in exciting avocado, harvest, flame or white! Open center beaters for easy cleaning. Beater ejector and Drink Mixer attachment. Model M-47, \$17.98*.



All-Purpose Stand Mixer in avocado, harvest, white. Variable speed control. Detachable for portable use, 2 hammertone glass bowls...1½ and 3 quarts. Model M-35, \$33.98*.



GE Skillets—12-in. size. GE double non-stick coated. Completely immersible. C-127HRT (harvest), C-127AVT (avocado), \$29.98*. "Dutch Skillet" in flame, C-129FT, \$35.98*.

*Manufacturer's suggested retail price.

COLOR-
Brings new excitement to General Electric Housewares

Progress is our most important product

GENERAL  ELECTRIC

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

WRH



BETTER ELECTRICS PROFITS PROVING ATTAINABLE GOAL AMONG BIG NEW YORK STORES

By Isadore Barmash

What's the profitability prognosis for electric housewares? If you ask big-store merchants in the world's biggest retail market — the sprawling metropolitan New York area — you'll find a more optimistic tone than has been evident in some time.

The outlook for better profits is bright because a combination of merchandising, sales promotion and good vendor relations has resulted in improvements in both sales and profits in 1968.

These were some of the highlights: A number of stores expanded their electrics departments; one, Macy's, successfully opened a designer name housewares section, the Carrier Cook Shop, which engaged much interest; price rivalry settled down to an almost amicable matter of shopping each other's prices and matching them; and several stores made good use of "secondary" lines available principally for department stores.

But, as one merchandise manager observed, "The price rat-race has pretty well

died down, except on some 'leader' items, and that may be the biggest and maybe the best news of all."

The reasons for that development, he said, is that price-maintenance is becoming more important to the manufacturers; and also most big-store operations, traditional or discount, are equally seeking to improve their profits.

Generally in agreement on these two points, other department store merchandisers cited these trends in electrics merchandising in the New York area:

(1) Department stores like the "secondary" lines because they are price-maintained and do have a built-in mark-up. They particularly cited Universal by GE, Sunbeam's "Vista" line, Westinghouse's "Royal Lady." The Proctor-Silex line was also mentioned by several.

(2) Relatively fewer mass-merchandising chains and stores are using the "secondary" lines (some cannot get them) but like the regular, non-price maintained brands as a draw for their own or other brands.

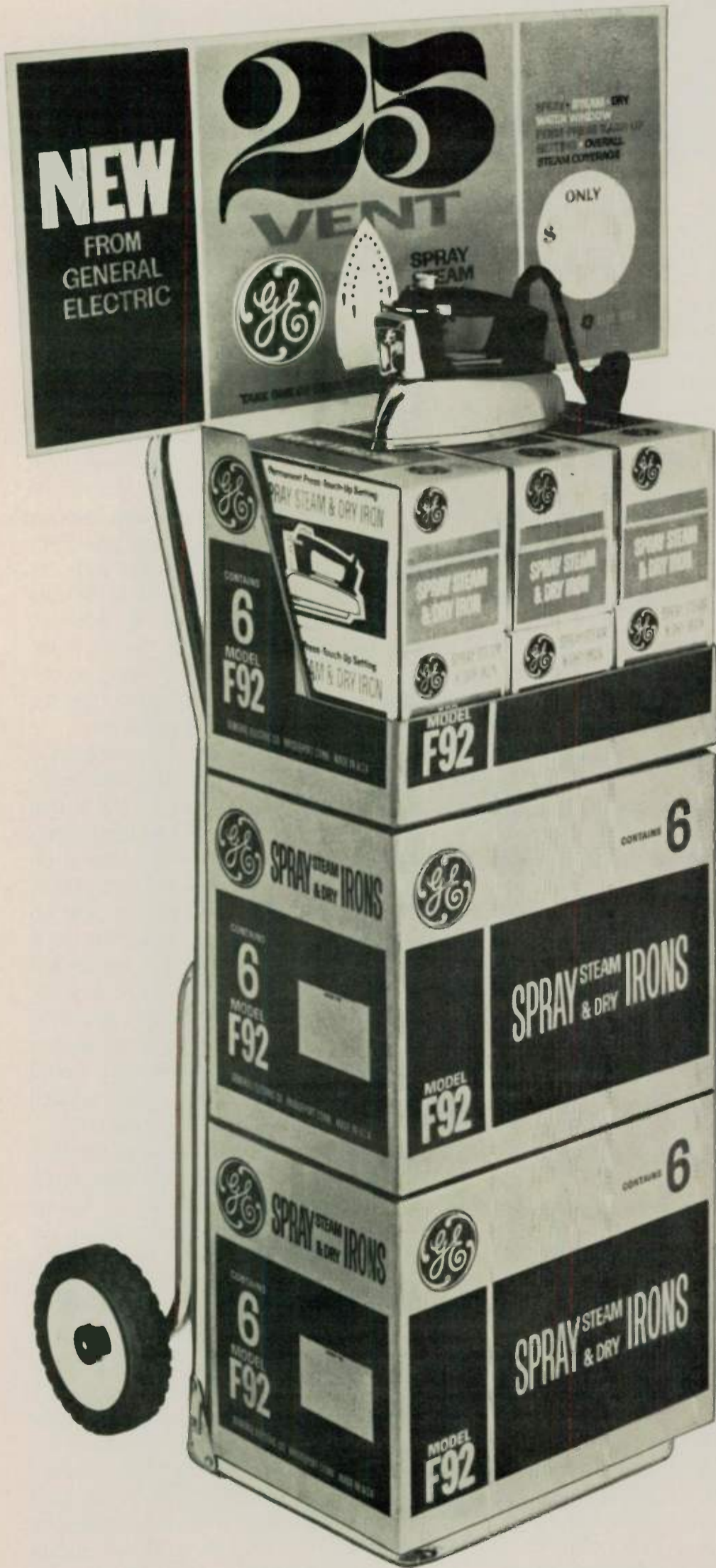
(3) The housewares "fair," "carnival," or "bazaar" is still a popular sales promotion device, enabling the department store to kick off its main housewares selling seasons either in February or September, after the big housewares shows.

(4) In-store demonstrations largely continue to have impact, since the public is drawn by the appeal of curiosity and novelty, but at least one big store has cut down on them. Reasons of tightness of floor space and inability of some producers to offer qualified demonstrators were mentioned.

(5) The line of demarcation between the conventional department store and the discount or mass merchandiser is gradually being erased as far as price differential is concerned because both types of operations have sharpened their buying and merchandising skills. Also, the use of better advertising and sales promotion have helped to prop up markups in the general move to wrest a better profit from electrics.

(Continued on page 20)

What a way to wheel in iron sales



WITH THIS FREE "WHEELER-DEALER" DISPLAY FROM GENERAL ELECTRIC

INTRODUCING THE NEW GE 25-VENT MANUAL SPRAY, STEAM AND DRY IRON (Model F92)

FREE! Handy 4-foot Hand Tote with the purchase of 18 Model F92 25-vent Spray, Steam and Dry Irons.

Hand Tote stores and displays 3 master cartons...colorful self-selling header (included) fits into top carton. You wheel the Tote to any high traffic area in your store...and deal yourself whopping extra profits!

See your Distributor for this special-purchase opportunity.

GE...NO. 1 in IRONS!

	<p>new</p>
<p>Power Spray, Steam and Dry Iron. 39-vent soleplate with GE double non-stick coating. Water window. Permanent Press Touch-up Setting. White handle, blue cord, Model F91WT, \$23.98. Polished aluminum soleplate, black handle, blue trim. Model F91, \$21.98*</p>	<p>Manual Spray, Steam and Dry Iron with 25 steam vents. Spray works on any setting. Permanent Press Touch-up Setting. Water window. Black handle, blue trim. Model F92, \$14.98*</p>
<p>Steam and Dry Iron with 9 Steam Vents. Permanent Press Touch-up Setting. Black custom-contoured handle, blue trim. Polished aluminum soleplate. Model F70, \$13.98*</p>	<p>Deluxe Steam and Dry Iron has 39 steam vents with GE double non-stick coated soleplate. Permanent Press Touch-up Setting. Water window. White handle, blue cord. Model F90WT, \$17.98*. Polished aluminum soleplate, black handle. Model F90, \$15.98*</p>
<p>Deluxe Spray, Steam and Dry Travel Iron—perfect for the sewing room, too. Has adapter plugs for overseas use. 120 volts A.C. or D.C., or 230 volts A.C. Model F49, \$16.98*. Same styling for domestic use only. Model F47, \$13.98*</p>	<p>Dry Iron with Permanent Press Touch-up Setting. Black handle. Model F54, \$11.98*. Heavier iron—red handle. Model F64, \$11.98*</p>

*Manufacturer's suggested retail price.

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

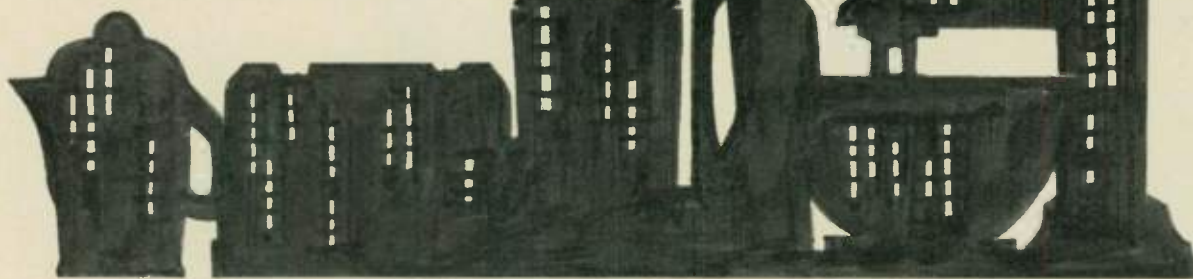
Progress is our most important product

GENERAL ELECTRIC

Ask your General Electric distributor for the details of this "WHEELER-DEALER" DISPLAY PACKAGE!

Better electrics profits . . .

(Continued from page 18)



(6) New progress is being made to remain in a favorable in-stock position by the refining of inventory control systems. Electrics are considered as vital a department as, say, drugs, corsets, and lingerie in department stores to require precise inventory control techniques. Not merely keeping up with the sheer multiplicity of items but to achieve a better stock turnover is the goal — the latter also a step in the program to push up profits.

(7) There is a mixed reaction on the quality of innovation in the electric housewares industry. In other words, as many executives think that the producers are coming up with exciting, new items as there are merchants who say, in effect, "There are not as many new things as there used to be."

Most of these specific trends or developments are, however, incidental to the fact that department stores in New York and other big cities realize that the housewares departments, like books, records, jewelry and other main floor departments are a key draw for the entire store.

"If management would put us on the first floor, we probably could do an even better job of building loyal store customers by exciting them with the appeals that electrics have," said one divisional merchandiser, "but lacking that, it is still a fact that we are one of the big basic draws of the store."

One of the more interesting trends is that most department stores in the New York area that maintain electric housewares are upgrading their sections, both as to space, quality of product and price. Probably at no other traffic intersection in the world are as many electrics sold as at Herald Square, where Macy's, Gimbels and E.J. Korvette operate large, competitive departments. And all three are trading up.

But that is evident almost everywhere in the metropolitan area. It is also indicated by the new sophistication in electrics advertising — Abraham & Straus devotes full, standard-size pages to one classification of electrics, percolators, or toasters.

Gertz Long Island, which like A&S, operates stores in the city and in the suburbs, has been running a 15-page ad campaign with a two-pronged objective.

One, demonstrated by one ad's theme, "slice up," listing 10 different brands of electric carving knives, or another, "perk up," with 12 different electric percolators, is obviously to obtain the impact of its diverse stock. The other goal is carried across the top of the ad: "Who said discount? Our comparison shoppers found no lower prices anywhere."

As they effectively push up their profits — admittedly a job in which an inching up is considered an accomplishment in what has for years been as tough a competitive market as any in the country — stores in the New York area are pleased at the opportunity the "secondary" lines are giving them.

"They're not secondary in quality, detail or features, either," asserted one merchandiser. One of the area's largest stores is getting a 15 per cent markup on GE's regular line but 27 per cent on the "Universal by GE" group. While this is among the better profit makers, the store's merchandise man says the Westinghouse "Royal Lady" line is giving him a 2 per cent better markup.

Also, there are some department-store executives who feel that the Universal line, which they still consider a very distinctive-looking group of products, provides a built-in markup that allows them only a small profit. So does the Sunbeam "Vista" line, they say. But, nonetheless, they are glad to have it available to them.

"No question about it, the line aimed at the department store helps, even if I might want it to give me a better mark-up," said an executive of a large group of department stores. "Take the Sunbeam lines. The regular 'mixmaster' is being sold around the city by everyone, including the small discounter, for 5 per cent below cost to about 8 per cent above. But, on the comparable 'mixmaster' in the 'Vista' line, there is a built-in 25 per cent markup."

In his operation, the best markup — which is close to 4 per cent — is coming from "own brands" or private labels. But even among them, he conceded, some markups run as low as 25 per cent. The average markup in his electrics department is running 26 per cent, on a gross margin of

22.5 per cent and at a good rate of stock turn of five times a year.

"We like the 'Vista' line and put emphasis behind it," said the merchandiser of another store. "The point is that if we feel that a line offers a different appearance or has better quality than the lines that everyone gets and kicks around in price, we are happy to be able to tell our customers that that line is better."

With such aggressive discounters in the area as Bargaintown, Great Eastern, S. Klein, Masters, and others, the attitude of most traditional department store merchandisers is that they have to stock the "leader" items because their customers expect them to. However, these stores are making more of an effort to insure that they also are in-stock on a pre-determined assortment of basic national brands.

As a result — and it is probably evidence of a growing maturity in department-store hard goods philosophy — most stores are refining their inventory control techniques. Even those methods that have proven successful are being constantly reviewed and sharpened. One such program involves the setting up of "stockkeeping units" for each item of electrics by color and size on every brand sold. It is kept up to date and checked against a formula involving the rate of sale, the lead time (length of delivery time from resource to delivery point), and the amount of time it takes to get the item out of the receiving department.

Every two weeks, a set of "count books" is sent to each store in the group and checked against an audit of the store's actual stocks. Then, it is returned to the group's inventory-control office where, based on the stock on hand and the formula mentioned above, an order will be placed. The order has no open-to-buy restrictions on it and is, in effect, automatic. The system has been credited with improving the in-stock ratio from about 75 per cent to about 94 per cent. In theory, at least this means that whereas 25 per cent of the customers would walk out because the items they wanted weren't there, now only six per cent do.

New products always intrigue retailers and some of them are currently being pushed by the big New York stores. Among them are a light-sensitive light control for electric appliances, selling for \$11.95, from Century Electric Corp., Freeport, N.Y.; a "hot" hair-curler at from \$15 to \$25 by Westinghouse; and a combination of an electric toothbrush and water-pic at \$29.88 by Aquatek Co., Fort Lee, N.J.

What are some forthcoming trends? Personal care items will become even more important than they are, New York retailers say. Fashion and color will be stressed more than ever. And there is some feeling that avocado may give way this spring to a "Colonial Blue," described as a bit deeper than powder blue.

Housewares exhibit . . .

(Continued from page 11)

dentially vacated the Merchandise Mart in Chicago, for their own showrooms in major cities, and individual distributor showings.

As to the possibility of expanding the Exhibit to again include major appliances and consumer electronics, Zapfel said:

"The great advantage of a national trade show is that it can display under one roof what that industry produces. It is a great opportunity for a manufacturer or distributor to display his product to the greatest number of people that may be interested in his wares.

"It should be a matter of pride for any manufacturer to have his product shown in competition with other manufacturers — to do something as an industry, and for the industry.

"While it may be true that the major appliance people have somewhat different distribution and also may have already shown their products to selected dealers, a national show offers a spot where top management can 'man the booth for a while' and meet the man at the end of the distribution line, the retailer who moves his merchandise."

But Zapfel hastily added that he would not even suggest such a combined exhibit now because of his dilemma with a shortage of space.

"But who can say," he mused, "that the show could not be expanded in say five years to use both the Amphitheatre and McCormick Place and cover the entire home furnishings industry. Of course, that could compound the hotel accommodations situation."

But the NHMA has also done more for its industry than stage semi-annual "marathons" for housewares buyers. Since 1966 it has twice sponsored a joint exhibit of American housewares manufacturers and their products in Europe's leading trade fair, the International Household Goods and Hardware Fair at Cologne, Germany, which is attended by 57,000 worldwide buyers. In 1965, NHMA organized a 57-member trade mission which spent three weeks in Europe, meeting and conferring with top business and government leaders of Germany, France, Italy and England. It was the largest, private single-industry trade mission ever to go abroad, and it resulted in the NHMA's publication of a definitive report on "The European Market" for the American housewares industry.

In 1966, the NHMA inaugurated its every-other-year Housewares Design Award program to foster the growing sophisticated image of the American housewares industry, and to secure its competitive position in the consumer market. The far-reaching NHMA program of merchandising through design focuses industry-wide effort toward a single goal: establishing the importance of design as a prime element in the sale of all merchandise today, and strengthening its impact and excitement at the local retail level.

Finally, the NHMA has initiated a continuing, all-industry research program to provide authoritative and

valid marketing and statistical data about all phases of the sprawling housewares industry. To gather this information, NHMA has employed an independent research organization.

Whatever happens to the NHMA National Housewares Exhibit in its next 50 "happenings," one thing seems certain. At least for the foreseeable future, it will remain in Chicago, mainly because there seems to be no place else to go. It may not grow in physical size, but it will be a cohesive factor in keeping the housewares industry going in one direction: to provide more excitement in design to move in the marketplace — by making the manufacturers compete for the buyers' attention at the show, to select what will be displayed in their retail outlets awaiting the consumer's decision.

Brand Names Foundation launches competition for retailers

The Brand Names Foundation has announced its annual Brand Name Retailer-of-the-Year award competition for 1969. These awards have been given since 1947 and are made to retail stores which have done an outstanding job to "create more positive attitudes among consumers by presenting manufacturers' advertised brands." Qualified entries will be accepted in 24 categories of retailing until December 1. Finalists in the competition will be named in January, 1970, and they then will prepare their presentation which documents their brand selling activities for the calendar year of 1969.

Zenith building new distribution center for northern Illinois

Zenith Radio Corp. is building a new 503,000-sq.-ft. facility on an 18-acre tract in Northlake, Ill., which will serve as headquarters for Zenith Radio Distributing Corp. and provide increased warehouse space for the parent company. Robert C. Wallace, president of the distributing company, said the distribution center "has been designed to provide for the continuing growth in sales for all Zenith products in the Chicago area and northern Illinois." The facility is scheduled for completion by mid-summer.

Jack Boring new head of Kansas City Elec. Ass'n; operates four stores

Jack Boring, president of Jack Boring's, has been elected president of The Electric Ass'n of Kansas City at the group's 57th annual meeting. A long-time resident of the Kansas City, Mo., area, Boring's business background spans 40 years in the electrical industry. He has been in the retail appliance business for the past 25 years, and operates four stores in the metropolitan area. Boring has been active for many years in the association, having served as committee chairman, director, and vice president.

GENERAL ELECTRIC

shapes up new Hairsetter sales for you!



Improved features give customers the convenience they want in GE's versatile HAIRSETTER

- New tangle-free rollers for easier comb-outs.
- New "bobby pin" type clips simplify fastening.

It's a natural for impulse sales, wherever you show it! The GE Hairsetter does such beautiful things for a woman's hair...sets it in minutes, and the set lasts for hours. She never has to sleep on rollers.



New tangle-free rollers! All 18 rollers heat up at the same time. Roll up hair dry—no water or lotion needed. Spot curls—does complete sets, too.



Plugs in anywhere—home, office, dormitory! Clear light shows it's on. Red light goes off when rollers are ready to use—in about 4 minutes.



Great traveler! Lightweight, only 6 inches long. Handsome zippered embossed vinyl case. Extra-wide handle for comfortable carrying.

LOOK TO GE FOR INNOVATION IN PERSONAL CARE!

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

Progress is our most important product

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Hamilton Beach is

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With hot, timely promotions and a new co-op advertising program selling for you the whole year through.

With 2 new lines—Fair Trade and Regular.

With new products, new packages, new designs, new ideas!

*Special
Happening
of the
Month!*

A full-size blender at a special low price every family can afford.

- Full range of speeds—whips, purees, grates, chops, mixes, blends, liquefies.
- "Soft touch" 8-position speed selector.
- Smart avocado green base.
- Full year guarantee.





Blender Happenings!

The latest in blenders. Push-button models. "Soft touch" models. Solid state. New colors. Everything in blenders, and our famous free Cookbook.



Knife Happenings!

"Hole in the Handle" electric knives. Model 360, the most successful knife in 1968 and for 1969, the all-time best seller, Model 275 is in white or harvest gold.

Toaster Happenings!

4 automatic toasters. Including "The Self Starter," exciting new self-lowering model. Priced and featured for today's consumer.



Can Opener Happenings!

6 excitingly priced models to choose from! Including exciting step-up features — bottle openers, knife and scissor sharpeners, ice crushers.

Mixer Happenings!

Exciting portable and stand mixers including the new Model 36. The only stand mixer under \$30 with stainless steel bowls.



Look for more Hamilton Beach
"Happenings" at the Housewares Show
— Booth F724-F736

Hamilton Beach **SCOVILL**
DIVISION
WATERBURY, CONNECTICUT



Spin cookery classes aim to keep blenders in use and still "selling"

Gimbels-Schusters, Milwaukee, finds evening sessions ideal for getting homemaker's undivided attention.



Bill Dermody, appliance manager, Gimbels-Schusters, Mayfair branch, Milwaukee, discusses preparations with Lydia Demroes, "Joan Oster" demonstrator for spin cookery class.



Evening sessions promote good interest without distractions of youngsters as in daytime sessions.

Questions are always in order after spin cookery demonstration class.

PROBABLY one of the best advertisements for an electric blender is for a woman to be at a friend's house while it is being used for spin cookery. But too often, women tend to set this electric houseware aside soon after the "first blush" of ownership pride has passed and "Dad" has made a few batches of frozen daiquiris and screwdrivers.

For years, many stores and blender manufacturers have sponsored in-store spin cookery demonstrations, relying on chance or an answer to an ad to renew the blender owner's interest in dusting off her machine and putting it to use in her kitchen, as well as showing it off to her friends and neighbors.

Seeking to eliminate some of the "chance" in keeping its "Osterizers" working to sell more, the John Oster Mfg. Co. recently began inserting a special invitation to a spin cookery class in its packages. The card also encourages the customer to bring a friend. Since it is directed at a recent purchaser, the invitation is returned at a time when the customer is still interested in the unit, and has used it enough to appreciate the versatility demonstrated by the instructor in the class.

These classes are held in the evening and are co-sponsored by leading department stores in major cities. All stores are given an opportunity to participate in putting on

the classes, providing they have adequate space to handle up to 80 students without danger of distraction of the class by store activity. The method contrasts with the in-store demonstration which relies on store traffic to build an audience.

Since all cards received by Oster are combined without regard as to where the blender was purchased, most stores are anxious to provide space. After all, why should Gimbels let one of its customers be lured into Macy's, or a Wieboldts' regular be invited to a Carson, Pirie, Scott?

Once a class schedule is set, some stores also send out special additional mailers to recent blender purchasers, including some who may have purchased other brands, inviting them to the spin cookery class and to bring an interested friend.

A recent "Osterizer" spin cookery class was attended by *Mart* magazine in Milwaukee. Gimbels-Schusters sponsored six different sessions over a period of three weeks at two different suburban stores. All sessions were scheduled for 7 p.m. on Tuesday and Thursday.

"Evening classes command more attentive audiences," said Max L. Collins, regional sales manager for Oster. "The kids are home from school, and it gives the housewife a valid reason to get out of the house to shop and relax while learning to use this very

versatile machine. Also, since she doesn't have to bring small children, as when classes are held in the daytime, it provides us with more opportunity to get our message to them."

And in addition to getting the "Osterizer" message across, other Oster appliances, mainly new innovations and new products, are shown prior to the session.

Another important factor, according to Bill Dermody, appliance manager for the Mayfair branch where the class was held, is that the guest is usually a person who is genuinely interested in seeing what can be done with a blender, and is a potential customer.

"The women are in the store early," Dermody said, "and are browsing through the department. So they are exposed to our other appliances, and the store in general."

To further promote spin cookery, Oster maintains a mailing list, based on guarantee cards, and makes periodic mailings of recipes in its "Joan Oster" series, further reminding the customer to keep the unit out and working, with the added benefit (to the company) of exposure to her friends and neighbors.

In the past three years, Oster has conducted over 700 spin cookery classes for more than 60,000 women, in addition to its regular in-store demonstrations.

"Better Men" seeks to add new dimension to salesman training

Three ministers with extensive backgrounds in sales training, merchandising, advertising, human relations and communications aim to ferret out "costly problems of human relations, communications, and job dignity."

For 12 years George Halsted worked with distributors and dealers in the home electronics field, helping them to do a better job in their chosen occupation. During this time he served successively as field training manager, national sales training manager, and regional sales manager for Motorola Inc.

Today, Rev. George Halsted is still putting on sales training programs, not for a specific manufacturer but under the banner of Better Men, Inc., an organization which he formed recently with two other men.

All of the founders of Better Men, Inc., have at least two things in common: Each of them has had extensive experience in conducting sales training sessions or seminars in various fields and each is pastor of a large Lutheran church in the middle west.

What does Better Men seek to achieve?

A brochure published by the founders explains: "We formed our company, Better Men, Inc., because we felt there was a need for a person-oriented high level and professional approach to group dynamics and communication."

The brochure tells employers that, while American educational institutions can provide the technical knowledge to equip young people for a productive life in industry and business and American industry can design and fabricate products to satisfy every desire and need, "many people seem to be disgruntled with their jobs and apparently can find no adequate meaning for their lives; that many employes are quick to leave their jobs because the grass on the other side of the fence seems greener; that employes fail to work well together and to communicate effectively; that many supervisors are so insecure in their jobs that

they resent suggestions by their employes; that conferences and seminars intended to provide valuable information so often fail to achieve their objectives; that meetings calculated to inspire leave their audiences unmoved and unenthused, and that speakers touted as authorities in their field so often fail to make their point."

How do the three founders of Better Men, Inc., say they can help companies combat these problems?

"We can . . . serve as an unbiased third party and assist in ferreting out costly problems of human relations, communications and job dignity.

"We can . . . assist in planning and designing meetings, seminars, roundtable discussions etc. that will effectively tell their story and motivate their participants to action.

"We can . . . participate individually or as a group in the conduct of effective and

enthusiastic meetings."

Here is an example of how Better Men recently worked with one company.

A training program was developed for Ideal Mower Sales, Inc., Ferndale, Mich., distributor, and was presented by George Halsted, who is executive vice president of Better Men, Inc. In developing the program, Halsted worked closely with John Botsford, general manager of Ideal to make certain that the program would be geared to the distributorship.

Principal products handled by Ideal are Jacobsen and Yardman mowers, tractors, and snow blowers.

According to Botsford, the one-day seminar didn't include any information that he wasn't aware of, but it covered a lot of important points that salesmen are prone to overlook. One of the specific problems of the organization had been writing complete and legible orders.

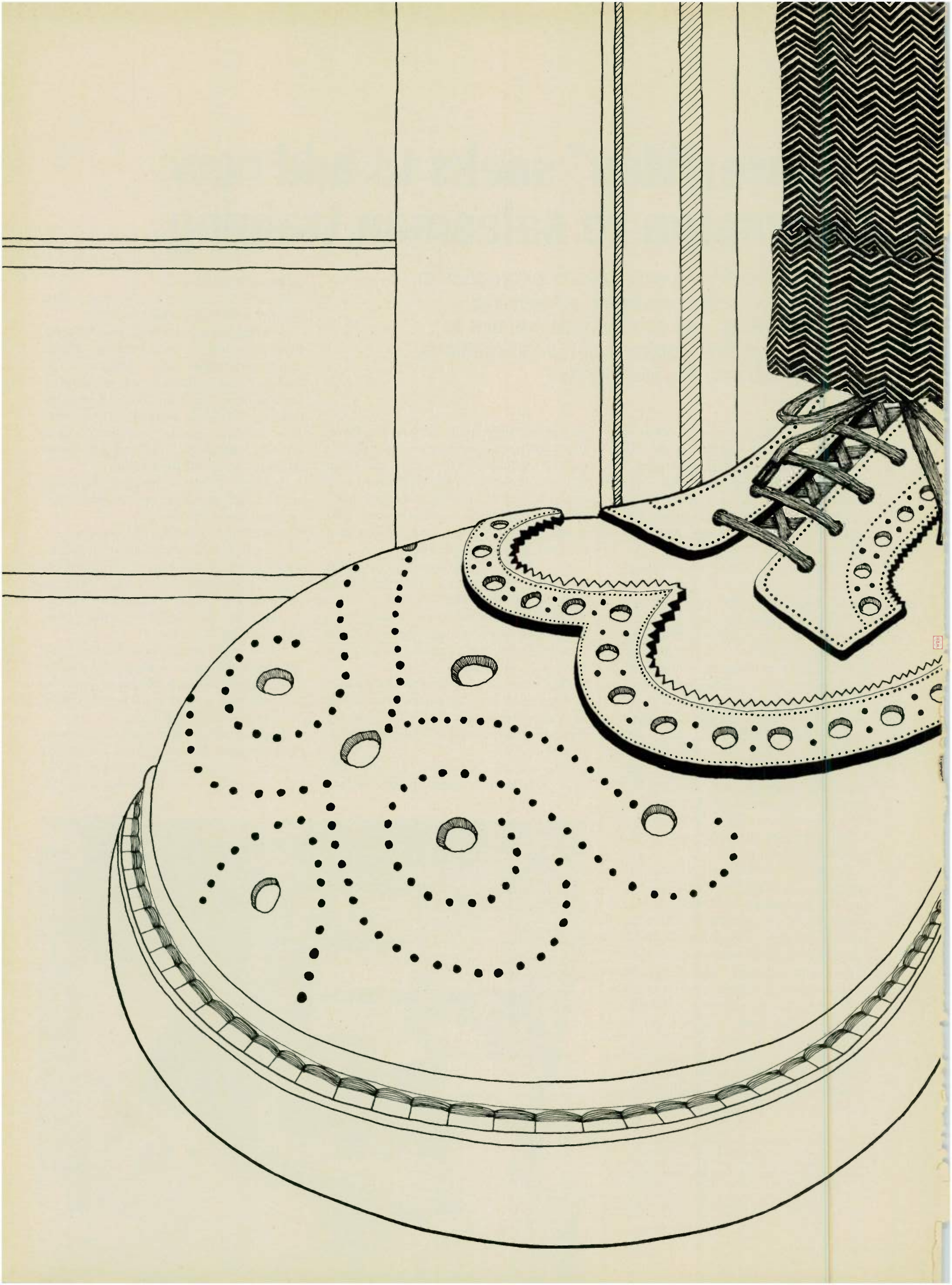
"It's a small point," says Halsted, "and one the importance of which every salesman should recognize. However, laxity in this area had created considerable confusion in the order department."

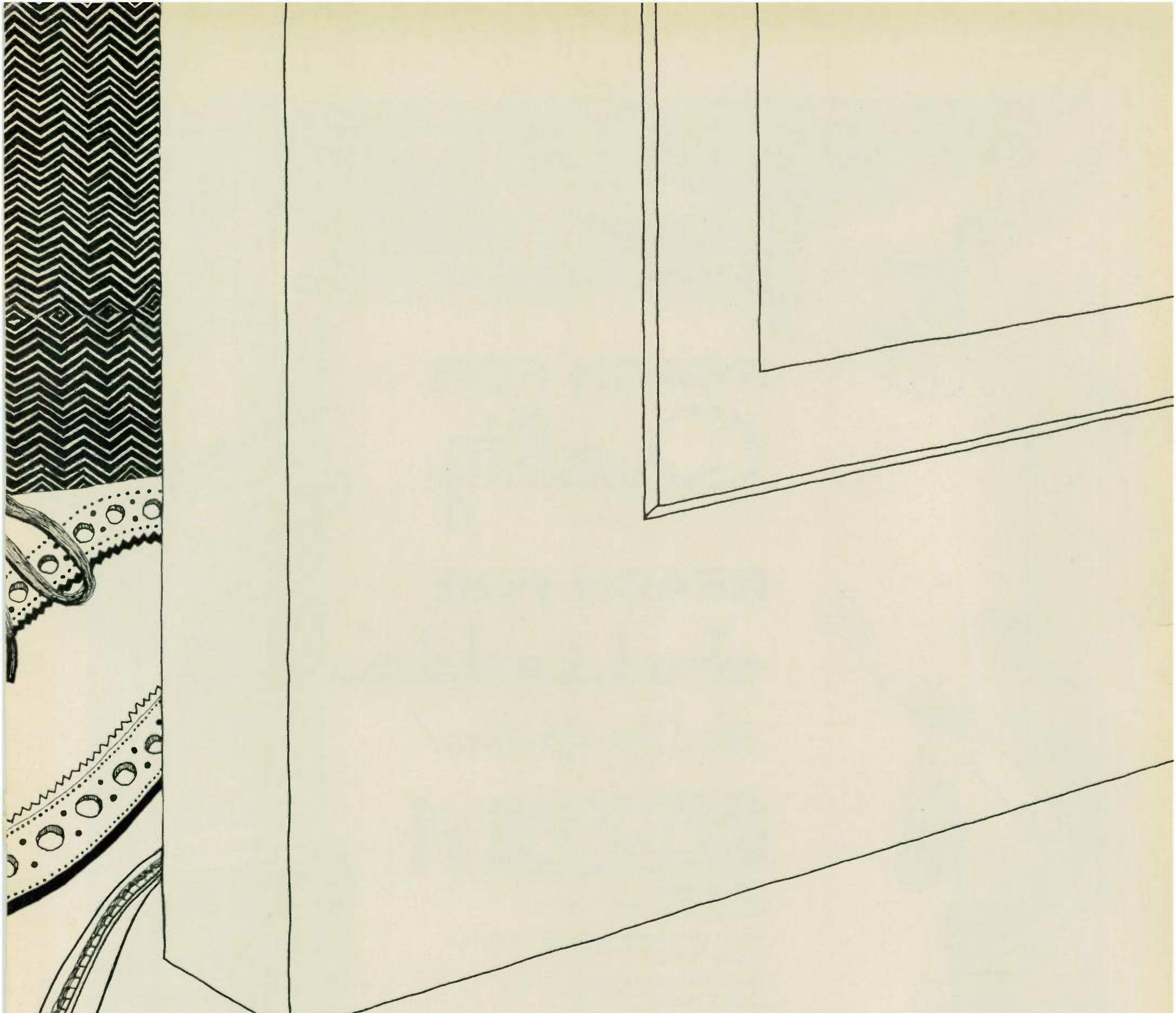
Another area covered in the seminar was floor planning. Much emphasis was placed upon the value of floor planning as a sales

(Continued on page 52)

"Being a nice guy isn't enough" is general theme of one-day seminar conducted by Rev. George Halsted (shown pointing to flannel board) for salesmen of Ideal Mower Sales, Inc., Ferndale, Mich., distributor. Better Men, Inc., of which Halsted is executive vice president, seeks to aid companies in effectively telling their story and motivating participants to action.







Hoover's got a better way to give free home demonstrations.

This Spring Hoover's going to get turned on by millions of women.

We're putting on our biggest TV spectacular ever.

It's a continuation of our fall TV campaign that helped Hoover Dealers smash all sales records. But better. And bigger.

In a 12-week period starting in March, we're concentrating 75 network commercials. (20 on the Today Show alone.)

These commercials will reach over 300 million women, showing them the features of Hoover floor care, laundry and housewares products. Demonstrating why

Hoover products are better.

Backing these up will be two-page, four-color ads in Reader's Digest. (These ads alone will reach one-third of the adults in the U. S.)

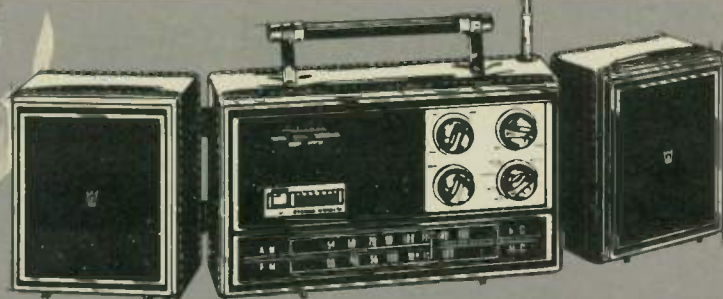
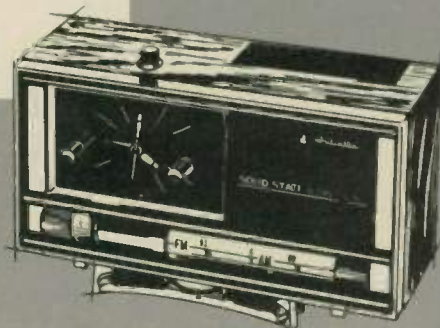
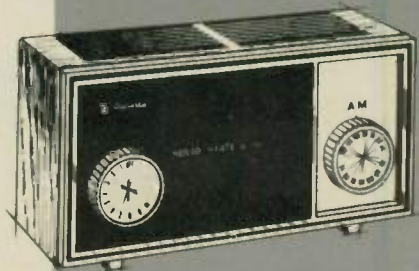
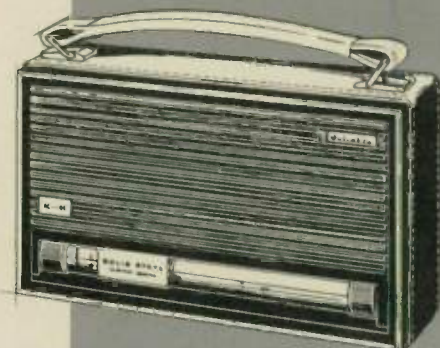
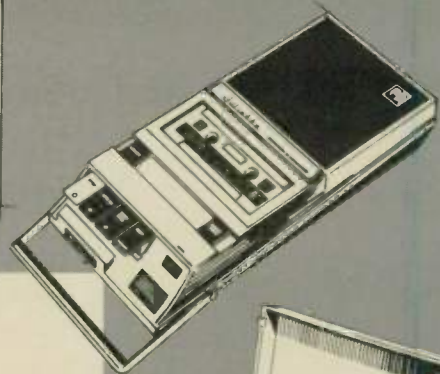
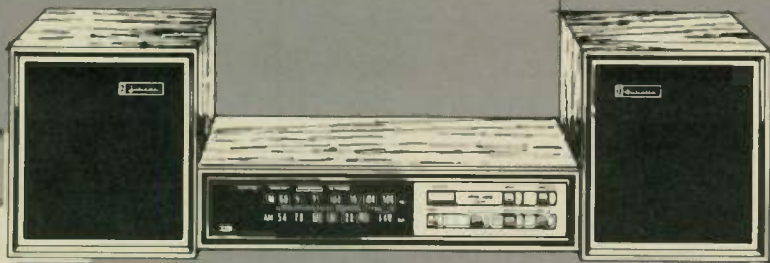
And there'll be more ads in Look, Good Housekeeping, Sunset, Bride's, and Modern Bride.

What it adds up to is a lot of consumer impact. Impact that you can turn into sales.

So, if you're a Hoover Dealer this Spring, you're in for a promotion.

The Hoover Company, North Canton, Ohio 44720.





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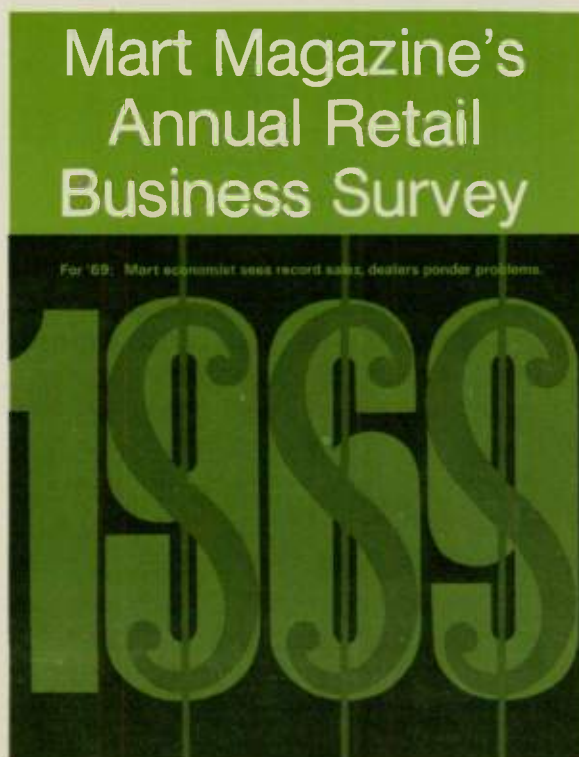
PROJECT RISING SALES, MARGINS AND OPERATING PROBLEMS

The majority of appliance-home electronics dealers in the U.S. ended 1968 with increased sales volumes and improved gross margins. Most of them anticipate that their sales volume in the first six months of 1969 will be ahead of the corresponding period in '68 by an average of almost 10 per cent.

Percentage increases in sales volume for the first six months forecast by dealers participating in the annual **Mart** magazine "Retail Business Outlook" survey ranged from 2 per cent to a high of 200 per cent. A total of 161 retailers from all parts of the U.S. submitted usable questionnaires in the mail survey.

Completed questionnaires were received in the period October 12 to December 17, 1968.

The dealer's bullishness is mixed with an obviously increasing bitterness on the part of many concerning their relationships with factories and distributors. This bitterness seems to be concentrated chiefly in the areas of quality control, dealer responsibility under factory service warranties, lack of availability of some merchandise, problems created by lengthening of lines, and need for more help from manufacturers and distributors in sales and management training.



Said Jim Jason, Skip Service, Inc., Boston, "I find that my current accounts payable, accounts receivable systems are antiquated and time consuming, but I do not know how to streamline my operation. I would like to become more efficient in handling these items . . ."

Notes an Iowa dealer who prefers to remain anonymous: "We feel there could be more help from the regional manager in sales training and general enthusiasm for the line. We have to beg to run a promotion. They seem to be indifferent to problems of running a retail store. They need a dealer relations man who is genuinely interested in the dealer, also a training pro-

gram for prospective dealers in inventory control, advertising, etc. Most people cannot be experts in all areas and we would like to be able to use (company) as a consultant on some of the major problems that arise."

"More and better service men," is the plea of Ben Shapiro, Newburgh, N.Y.

Sam Boyd, Bailey-Wagner, Springfield, Mass., says he wishes the industry would unite "and solve our tremendous shortage of capable sales and service people. It can be done, but it will take the help of everyone including the local utility to do it," he asserts.

Even though dealers complained frequently in the survey about margins (says R. A. Rolfe, East Wilton, Me., "Margins are too damn low"), nearly 43 per cent of the survey participants reported that their average gross margin on sales of appliances and home electronic items in 1968 was up. The average gross margin reported by this group was 26.6 per cent.

Slightly more than 30 per cent of the dealers surveyed said their average gross margin in '68 was down. The average gross margin reported by this group was 24.7 per cent.

The balance who said their average gross margin in '68 would not vary from the year before reported 25.7 per cent as



their average gross.

Jim Jason, of Boston, reports that "Joining Key Co-op of Boston is the best thing I have ever done. This has raised my net profit 3 per cent."

Larry Kelley, Harold Kelley's Home Furnishings Center of Portland, Ore., charges that "The manufacturers are allowing their lust for more sales to drive them into any and every outlet that will handle their product. One result," he continues, "has been the selling price as well as margin has been reduced in spite of the increase in the cost of living. The manufacturers must now make three times more products to make the same profit as they did off one (I assume)," says Kelley, "and are getting three times as many dealers to retail them . . ."

A testimonial for the benefits of more selective franchising is offered by a spokesman for Harrington's, San Diego. He reports: "The trend toward more selective franchising in our area seems to be paying off for the companies involved (Frigidaire, Sylvania, Easy, Gibson). They report substantial increases in business in spite of the fact that the manufacturers have only three to five dealers in our county with 1,300,000 people.

"The quality of the dealerships is the best it has been, and the dealers are compatible with each other. Our volume with these companies has increased sharply as well as our profit margins. We've eliminated some other lines or de-emphasized the ones who have a wide-open franchising policy."

Dealers who participated in the survey were asked to name the one product that has proven most profitable for them in 1968.

In first place with 34 votes was "stereo." A close second with 33 votes was "TV." "Washers" were the choice of 20 retailers, while 18 said "laundry," and five named "dryers."

"Refrigerators" were cited by eight survey participants as their most profitable product for 1968. Seven picked "ranges," four named "air conditioners," and three selected "dishwashers." Single votes were cast for "home electronics," "furniture," and "bottled gas."

Table 1

"What is the single best sales feature of any major appliance you are now handling?"

Feature	Number of dealers naming
GE self-clean oven	6
Whirlpool ice maker	6
Maytag name or dependability	6
Frigidaire self-clean oven	5
Speed Queen stainless steel tub	4
Westinghouse self-clean oven	4
GE "mini-wash"	4
Tappan warming shelf	4
Frigidaire "no-frost"	4
Kelvinator self-clean oven	3
GE ice maker	3
Frigidaire ice maker	3
Philco refrigerator "power saver"	2
Westinghouse heavy duty transmission	2
Whirlpool "wash 'n wear" cycle	2
Frigidaire 5-year washer warranty	2
GE refrigerator wheels	2
Westinghouse "weight-to-save" washer lid	2
Caloric self-clean oven	2

Other features receiving single mention were: Hardwick self-clean oven; KitchenAid "exclusiveness"; Hotpoint "no-frost"; Westinghouse "sure service"; Hotpoint self-clean oven; "All brands" side-by-side refrigerators; Frigidaire "weather condition" air cond.; Hotpoint permanent press washer; Hotpoint 16-pound tub; Frigidaire side-by-side refrigerator; KitchenAid 9-position rack; KitchenAid "no service"; Frigidaire adjustable refer shelves; Amana 5-year warranty; Whirlpool dishwasher washability; Hotpoint refrigerator wheels; Whirlpool air cond. quietness; Westinghouse "no frost"; Philco range "lift-top" surface; Gibson "no-frost"; Whirlpool laundry "low service incidence"; "All" permanent press cycles; Whirlpool lint filter; Amana "radar" range; Norge "no-frost"; Maytag permanent press cycle.

What are the least profitable appliances or home electronics items handled by dealers who participated in the survey?

Of those who answered this question, 41 said "TV;" 11 specified "portable TV;" 18 named "radios" (with only two specifying "transistor radios"); 13 selected "electric housewares," (with two specifying "heaters" and three naming "cleaners"); 10 said "refrigerators"; five selected "dryers"; four said "air conditioners." "Freezers," "dishwashers," and "air conditioners" each received three votes.

"Tape recorders" and "ranges" were each selected by two dealers, and single

votes went to "disposers," "washers," "stereo" and "phonos."

Poor quality control by factories, damage of goods in transit, and delays in obtaining both merchandise and parts for repair of products are sources of complaints by a number of dealers who took part in the 1969 Business Outlook survey.

Maurice Cox, The Appliance Center, Wichita, Kan., calls for "better quality control and inspection methods on color TV," and also "better profit margins for the dealer to take care of service required."

Hardy Rickbeil, Worthington, Minn., reports that it is costing his company \$25,000 a year to take care of customers on warranty service. "Hopefully," he says, "this can be cut in half by strict adherence to a tighter program on quality control."

W. E. Genck, Springfield, Ill., notes that his company discontinued TV and stereo approximately a year ago because "it seemed almost impossible to get a TV set that would work. Also," he concedes, "technicians were practically impossible to find."

"We are now concentrating on laundry, dishwashers, refrigerators, etc.," Genck says. "Our volume (\$700,000) has not suffered, and we have many less problems."

"The careless workmanship of labor is our biggest headache," says Richard A. Davis, Davis TV, Rochester, Ind. "Expensive cabinetry (\$900 and up class) with corners scraped through the stain or poor finish on one part of the cabinet; the unsoldered joint in a hand-wired section of a TV, the glob of solder shorting out."

"Quality control from factories is rotten," asserts Gene Nicholson, Gene Nicholson Stores, Des Moines, Ia. "We fix almost all color sets by or after delivery — good name brands, too. Even gas stoves need service now," he declares. "Customer complaints come in daily on all types of merchandise."

As to freight damage, Wallace L. Whitley, Wilson, N.C., reports that his biggest problem is freight damage. "We order (brand name) from (distributor name) 38 miles away," he states. "We get about 50 per cent damage. The hauler wants to settle on a pro rata basis. This leaves us holding the bag . . . We have about \$1,500 in claims pending now. There appears to be no chance



Table 2

“What is the single best feature of any color TV line you are now handling?”

Feature	Number of dealers naming
RCA AFT	15
Zenith hand wiring	7
Magnavox automatic color	7
Motorola “Quasar”	5
Zenith AFC gold tuner	5
Sylvania “brighter picture”	3
Admiral AFC	3
Magnavox remote control	3
Magnavox chromatic filter	3
Admiral picture tube warranty	2
Sylvania AFT	2

Other features receiving single mention were: “All” AFT; Sylvania rating in “Consumer Reports”; Magnavox “superior color”; GE “dependability”; Zenith “dependability”; Magnavox furniture styling; Packard Bell fine cabinetry; Philco tube warranty; Emerson “price”; Sylvania “dependability”; Packard Bell solid wood cabinets; Curtis Mathes 8-year pro-rated warranty; GE “Porta Color”; DuMont AFT; Curtis Mathes modular TV chassis; Philco “better flesh tones”; “All brands” AFC; RCA “price”; Emerson instant on-off switch.

of satisfactory settlement.”

Asked by **Mart** magazine whether the quality control programs of color TV manufacturers as reflected by the condition of sets arriving at their store are today satisfactory, 60 of 111 dealers who answered this question said “no” and 51 replied “yes.”

Thirty-eight of those who responded to this question agreed that there had been an improvement in quality control during the past six months.

Asked the same questions concerning quality control with regard to major appliances, 66 retailers reported that quality control programs on major appliances today are from their view point satisfactory, while exactly the same number said they are not. Only 14 dealers said there has been apparent improvement in the quality control programs of major appliance manufacturers during the past six months.

One dealer, Al Manes, Uneeda Home Appliances, Franklin Square, N.Y., says, “U.S. manufacturers ought to take a closer look at Japanese electronics: pricing,

styling, merchandising, quality control, etc.”

As in past years, survey participants were asked to name the best single sales feature of any products they carry for the following categories: major appliances, color TV, electric housewares. The dealers’ replies to these questions are reported in Tables 1, 2, and 3 in this article.

It should be understood, of course, that there is no attempt to weight the survey so as to get a representative cross-section of various brands available to dealers.

Survey participants also were asked to name what they thought was the best advertising and/or promotional campaign sponsored by an appliance or home electronics manufacturer during 1968. Tabulations of answers to this question are presented in Table 4.

Eighty-three of the 161 participants in the annual survey report that they handle tape units. Five of the dealers started handling this product in 1968. Twenty-five began handling it within the past three years.

Of those who handle tape units, 40 reported that reel-to-reel units accounted for the greatest portion of their sales in 1968. Twenty said cassette units made up the largest portion of their sales, while two named eight-track units.

The balance of the respondents said their sales were about evenly split between various tape systems.

However, 56 of those handling tape units say they expect cassette units will eventually contribute the greatest portion of their volume in the tape product department, while only three expect reel-to-reel units to be the big dollar item in this department. Seven dealers say they expect eight-track units eventually to be the big volume provider. Other respondents expect a combination of various types of units to contribute about equally to their tape unit volume.

What was the situation at year end as regards color TV for dealers?

One-hundred and thirty survey participants reported that their average selling price for color TV sets during 1968 was approximately \$514. The average gross margin being realized from sale of a color TV set at the end of 1968 was 23.6 per cent. Sixty per cent of dealers reported that



Table 3

“What is the single best sales feature of any electric housewares line you are now handling?”

Feature	Number of dealers naming
Sunbeam “Vista” line	4
Proctor-Silex “replaceable parts”	3
Hamilton Beach 5-year warranty	2
Universal “Mini-Brew”	1
Ronson “heat while blending”	1
Rayette “Mist” hair dryer	1
Sunbeam “quality”	1
Toastmaster broiler oven	1
Sunbeam “styling”	1
Universal profit margin	1
Waring 7-speed blender	1
Westinghouse “Fair Trade”	1
Sunbeam “Teflon” fry pans	1
Hamilton Beach speed control	1
Hoover scrubber	1
Oster “design”	1
GE “Teflon” coated iron	1
Hoover “Teflon” coating	1
Panasonic “performance”	1
Panasonic “Fair Trade”	1

this gross was down from a year earlier.

Switching to the refrigeration side of the business, it should be noted that dealers did better in selling both side-by-side refrigerators and units equipped with ice makers than they had anticipated a year ago.

In the 1968 **Mart** Outlook survey, participants predicted that 13 per cent of the refrigerators they would sell in '68 would include ice makers. They also predicted that a like percentage would be side-by-side units.

Year-end reports in the **Mart** '69 Outlook survey show that actually 19.8 per cent of refrigerators sold by survey participants in '68 were side-by-side units, while 19.5 per cent of all refrigerators they sold included ice makers.

A tabulation of the returns in the most recent survey discloses that slightly more than 37 per cent of the dealers dropped some major lines in 1968.

The reasons most frequently cited for
(Continued on page 34)

What's New



Lots

at Norge?

The world's only dryer that dries as much as the biggest washer washes.

It's the Norge 18.

It's got a giant 8-cubic-foot drum (actually $\frac{1}{3}$ larger than any other), the biggest dryer motor and the biggest dryer fan. It's engineered to dry the biggest wash the biggest washer can wash. And do it faster than any other dryer made.

Only the Norge 18 has the space and air to properly billow-dry any permanent press fabric without wrinkles. And the Norge 18 has the biggest lint filter for unrestricted air flow and easier cleaning.

Match the exclusive Norge 18 with the huge 2-to-18-lb. capacity Norge 18 washer. Then when customers ask if you have something extra large, let Norge take a big load off your mind.

The Norge 18. It's what's new at Norge. Call your distributor now.

NORGE
EDISON, NEW JERSEY 08917

And There's More to Come.



Project rising sales . . .

(Continued from page 31)

this action, included "poor quality," "poor delivery," "too many lines," "poor service," and "no profit."

Almost 32 per cent of survey respondents reported adding major lines of appliances and/or home electronics to their stores during 1968.

A total of 115 dealers say they are devoting as much floor space to the display of appliances and home electronics as they were a year ago. Thirty-five dealers say they are devoting more floor space to display of these two product categories. Only four say they have cut down on display space.

Fifty-two dealers say they plan to increase their advertising budget for 1969. Six say they will decrease their ad budget, and 101 report they will spend about the same amount on advertising this year.

Ninety-three of the dealers will devote the greatest portion of their advertising expenditures to newspaper. Twenty-one will make TV their No. 1 dollar outlet in advertising. Sixteen will make radio the No. 1 choice in advertising expenditures, while 24 will give the nod to direct mail.

Only 13 of the survey participants say they belong to a buying co-op. Interestingly, only one of those who belong joined during 1968. Membership for others extends as far back as 1955.

Nine of the survey participants report they are selling private label appliances or home electronic items. Two of these private label dealers place the label on stereo components. One does it with radios. The balance say they sell private label electric housewares.

Slightly more than 58 per cent of the dealers who participated in the **Mart** survey report that they are selling electric housewares. Of those who are selling small appliances, 69 per cent advise they are handling restricted franchise or price maintained lines. Eighty per cent of these say they also handle uncontrolled electric housewares lines.

Fifty-two of the dealers say they are handling modular hi-fi components, and another 12 say they will take on these components during 1969.

As in past outlook surveys Sears, Roebuck & Co. far outstrips all other outlets in answer to the question: "Who is your biggest competitor in your market?" And, as in the past, "service" gets the most men-

Table 4

"What in your opinion was the best advertising and/or promotional campaign sponsored by an appliance or home electronics manufacturer during 1968?"

Theme of campaign	Sponsor	No. of Dealers naming
"Annual sale"	Magnavox	13
"RCA Victor month"	RCA	11
"Works in a drawer"	Motorola	9
"The loneliest man in town"	Maytag	6
"None"		5
"Compare"	Westinghouse	4
"Execs without shirts"	Sylvania	3
"You've heard others say"	Zenith	3
"Watch now, pay later"	RCA	3
"Golden anniversary sale"	Zenith	3
"Dependability"	Maytag	2
"Frigidaire week"	Frigidaire	2
"Banish ice trays"	Whirlpool	2

Other advertising/promotional campaigns receiving single mentions were: "stay at home working" (Motorola); "annual sale" (Sylvania); "price" (GE); quality store (KitchenAid); "comparison" (Sylvania); "radar range" (Amana); "Maytag marathon" (Maytag); "superior rating" (Magnavox); "Waltz" (U. S. Steel); "The uncommon cold" (Kelvinator); "customer satisfaction" (Whirlpool); pro football (Zenith); "Red Tag" special (GE); "all extremely poor"; "AFC" (Zenith); "reliability" (Sylvania); "time saved" (GE); Christmas mailer (Zenith); "trainload sale" (GE).

tions as the best weapon these dealers can employ in trying to combat Sears.

Asked what kind of help they need most to help them run their operations more efficiently, dealers most frequently refer to the service area.

Says Jack A. Boring, Jack Boring's, Kansas City, Mo., "It appears that the manufacturer should assume more responsibility on particularly troublesome products in the hands of customers. When a customer has had an excessive number of service calls on an item, the manufacturer should come up with a solution to the problem."

O. Sherman Anderson, ZCMI Dept. Store, Salt Lake City, calls for "A complete warranty, not a partial warranty on products."

Julius Ventura, Joerndt & Ventura, Kenosha, Wis., states the fact that the large discounters receive preference from the manufacturers "leaves the work of the independent dealer washed down the drain."

"It seems," Ventura continues, "that the younger generation does not worry about problems, only price. They know how to get to the manufacturer and always get their way. The problem is caused by the manufacturer changing his policy in trying to render good service. Some get it. Some don't."

And John W. Fisher, Niles Radio & TV, Tucson, Ariz., asserts there is a need for compensation at the dealer level by factories "for service needed on defective units (mostly color TV) received. This alone has cost us thousands of dollars this past year and also has cost our distributor."

And Jim Ruge of M&Y Electric, Idaho Falls, Ida., throws a bouquet in the direction of a manufacturer by stating, "We certainly appreciate the 'Tech-Care' service arrangement we have with Whirlpool. It certainly would be appreciated if RCA would come up with a like arrangement."

Duke Holst, Bracs, Inc., Des Moines, Ia., comments that help from white goods manufacturers is slowly becoming non-existent. "We haven't even had a salesman call on us in over four months in one of our lines. We order by phone.

"They haven't had a new line showing in this area in years. They call in dealer principals and expect an order with a hell-with-the-salespeople attitude. The cry of cutting costs will eventually end with this manufacturer losing us as well as most of his dealers. We've had the line for 23 years. The other line we carry is so unaggressive, they send reams of mail but never any real shot in the arm for my salespeople."

That an increasing number of dealers are anxious to do everything within their own power to improve their abilities as managers and merchandisers is perhaps indicated in a statement by Hugh Hannah, Hannah-Adams, Chattanooga, Tenn., who heads the educational committee of the National Appliance & Radio-TV Dealers Ass'n. Says Hannah: "From a survey recently conducted among the 1968 NARDA Institute students, it appears that a greater number than ever before are interested in coming back next year and continuing their education. I believe this is probably indicative of the future trend of the independent dealer. He will be a greatly improved manager and more creative in his approach to advertising."

Here's a report on what some of the 1967 "Creative Retail Salesman" Certificate of Merit winners did to build both store traffic and sales:

.....SELLING...SELLING...

By Walter H. Hogan

A unique calling card turned the trick for a salesman in Murray, Utah. A dealer in Birmingham found that an unusual slogan, "The hardest to find appliance store in Alabama," brought the customers in. And a young man in Litchfield, Ill., used his height and size — and appetite — as a sales closer.

These are some of the answers from the entries of the 100 winners of Certificates of Merit in the 13th annual "Georges Birgy Creative Retail Salesman-of-the-Year" competition sponsored jointly by *Mart* Magazine and the National Appliance & Radio-TV Dealers Ass'n. Names of these winners were announced in the Aug. 15, 1968, issue of *Mart*.

The grand prize winner (who annually receives \$500 and an expense paid trip to the NARDA convention) and the winners in each product category — major appliances, electric housewares, and home electronics — were announced in the Feb. 15, 1968 issue.

The contest, open to any person selling full time for an appliance-radio-TV store, posed the question: "What particular selling idea did you use in 1967 that successfully contributed to your making sales?"

Answers came from all over. From salesmen in multiple and single-store establishments. From salesmen in complex metropolitan markets and small towns. These salesmen — called "the most articulate minority related to business" and "in the retail field the last link in the consumer-goods marketing chain" by Patrick Monaghan in his book *How to Sell Appliances at Retail* — put in their own words time-tested techniques that worked for them or variations they had thought of.

One entrant, Harry E. Ward, Jr. of Ward Bros., Long Beach, Cal., began his answer this way: "The art of selling is as old as time, and there is nothing new. Only the application is new, and to remember this is valuable."

A survey of the entries of the Certificate

Pajama-clad customers (shown in newspaper ad three days after event) added further color to successful "Hypnoid Happening" sale created by Philip Quatrale, of Spruce Service, Inc., Ayer, Mass.

of Merit winners shows the infinite variety of these applications. It also shows that no section of the country has a corner on creativity in selling.

From Murray, Utah, came the business card entry. Wallace (Wally) Scott, of Brinton Electric wrote: "One of the tools I have used this year has been a business card different from any other. It has made my image different from any other salesman in town. It has many uses. I can write down my different deals; people remember where they met me. It helps people associate themselves with me; each one can pick out the guy they like the best (see photo of card). It doesn't matter to me which one they like best, just so it adds up to the appliance specialist. If they need additional information I write it on my card and mail it, and when we have completed the sale, I write a thank-you note on it and send it. I have handed my card to people as they were walking out and after discussing my card, the customer has turned around and bought the merchandise they were looking at. I think it is because they realize that I am just a person like they are and not a high pressure salesman."

The selling idea Garman R. Sampson, of Northern States Power Co., Fargo, N. D., used was a business card variation: "a lady's emery board with the name of our company, my name, address and telephone number on it. This was given to people who came into the store and also when I return-

ed their paid-up contract. The emery board was used in place of a calling card and each time the customer or prospect used it, it was a constant reminder of the salesman as well as the company. I felt that it was not discarded as readily as a calling card."

Prefacing his entry with, "This may sound wild but here is the idea that has helped most," Edwin D. Wernsing, of Wernsing's Appliances in Litchfield, Ill., wrote, "People in this area love to dicker on the price or cut our quoted price. To maintain our quoted price, here is what I do. To understand this idea, I am six feet four inches tall and weigh about 295 pounds. I am 22 years of age and single.

"When I quote someone a price on a television or stereo or major appliance, they say, 'Can't you do better than that?' I just say, 'I will price it to you at a price \$30 lower than our quoted price if you will let me eat supper with you for the next three months!' Most everyone will look at my size and then look at my mother or father or whoever is in the store and laugh and say, 'I would much rather pay your original quoted price than to save \$30 and have to feed you supper for three months!'"

"I then close the sale," continues Wernsing, "and have them sign their name to the delivery sheet and a bill of sale immediately. People laugh and are in a much happier frame of mind and usually quip that it must cost a small fortune to keep me in food.

(Continued on page 38)



ANNOUNCING

ZENITH

FIRST-OF-YEAR VALUE

Sensational 23" Color TV values in the 3 most popular fine-furniture styles...all with AFC and new TITAN 80 Handcrafted chassis!



Z4518-O



Z4517MO



Z4516WO

Zenith introduces the all-new Titan 80 Handcrafted chassis, with solid-state advances! It combines significant new Zenith engineering developments with proven vacuum tube circuit design . . . for the utmost in dependability and performance, year after year. And Zenith's advanced new "Gyro-Drive" UHF Channel Selector assures faster, more precise selection of UHF channels.

At left: *The Barcelona*, Model Z4518-O, Mediterranean styled in Dark-finished Oak veneers or Pecan veneers. Center: *The Wyndham*, Model Z4517MO, Early American styled in Maple veneers. Right: *The Bergholm*, Model Z4516WO, Danish Modern styled in Walnut veneers.



**Stereo sales leader—
Zenith's revolutionary "Circle of Sound"!**

The most exciting—and best-selling—stereo concept in years! Listeners hear full, rich, natural stereo sound no matter where they sit in the room! Two high-compliance cylindrical speaker units. Stereo Precision automatic 4-speed record changer. Exclusive Micro-Touch® 2G tone arm. 80-watt peak music power solid-state amplifier. Exclusive bass control. Input jacks for tape recorder/player or radio tuner. Grained Walnut color. *The Moderne*, Model Z565.



**Zenith's 23" Color TV value leader...
with new "Gyro-Drive" UHF Channel Selector!**

This new compact console introduces two great performance features. The all-new Titan 80 Handcrafted chassis with solid-state advances. And the new "Gyro-Drive" UHF Channel Selector for effortless, precise UHF tuning with fast, smooth flywheel action—forward or reverse. Contemporary styled cabinet in grained Walnut color. *The Avondale*, Model Z4512WO.

See your Distributor for "Value Spectacular" Promotion dates in your area!

COLOR TV! STEREO!

SPECTACULAR

RADIO!

**UNBEATABLE
VALUES!**

B&W TV!

**Powerful, hard-hitting sales aids
to back up your promotion!**



**Superb value in solid-state
Stereo with FM/AM/Stereo FM Radio!**

A great buy! Distinctive Contemporary styled console in genuine oil-finished Walnut veneers and selected hardwood solids. Solid-state amplifier and tuner. Special Custom-Matic 4-speed changer. Four speakers. Separate controls for bass, treble, loudness and balance. Plus tape input/output jacks. *The Bartok*, Model Z906W.



Big value! Zenith 18" portable!

Gracefully slim portable in a lightweight molded cabinet. Yet it features an 18" diag. picture. And a Zenith Handcrafted chassis. *The Cascade*, Model Z2011C.



THEME BANNER

In brilliant Day-Glo® colors to catch your customer's eye and create "sale" atmosphere!



DISPLAY KIT

33-piece package to build store excitement and make key selling points!



RADIO SPOTS

Powerful copy in a variety of lengths for your local use!



NEWSPAPER ADS

Special ad mats to increase traffic in your store and make it "Value Spectacular" headquarters!

Plan now to have the Zenith "Value Spectacular" kick off your biggest sales year ever! Get the dates, full details and all the material you need from your Zenith Distributor. Ask him today!

WHY NOT SELL THE BEST



The quality goes in before the name goes on

Animal act: H. Warren Smith, of Warren Smith TV Service, Austin, Tex., had a "real live bull on display in front of store for two weeks. Sign read: "No bull inside."



...SOLD!

(Continued from page 35)

The shopper or bargain hunter is turned into a happy customer and our profit margin is kept at a higher level." He adds, "I believe you have to sell yourself as well as your product to keep a healthy sales level."

Of his slogan, "The hardest to find appliance store in Alabama," Larry W. Holmes, Jr., of Roebuck Appliance Center in Birmingham, Ala., said: "I placed this phrase in my Labor Day Sale ad for Mon., Sept. 4, 1967. On the Sunday before, we had to clean up the store and get ready for this sales event. During the four hours we were there, there were three or four customers that came by just to see if they could find us. Since then I have used this in all of my advertising, telephone conversation, direct mail, etc. It has proven to be the most successful sales idea yet. In fact, we sold more appliances in one day Labor Day than had previously been sold in a single month. And business has continued to increase each month.

"This, I think," Holmes adds, "shows that customers have a lot of curiosity and that if we as salesmen will plan, not an ad, but an advertising campaign and follow through with our plans, we will experience more success in retail sales."

Lou Goodman, of Lou Goodman's Appliance Center, Passaic, N. J., used the slogan, "Lou Has It," in his newspaper advertising to let his customers know that "I sell every major brand of appliance and housewares. This slogan has created an excellent response . . . When the phone rings and the customers first say, 'Lou has it,' it warms my heart for I know that the slogan is a terrific pay-off and an excellent opportunity to get calls from people looking for some particular type of appliance or housewares product that other dealers may not have."

Some salesmen noted how window or in-store displays contributed to sales. Vinny Stark, of Vinny Stark's, Inc., Buffalo, N.Y. said "interest was aroused because of a window display" in which they used a western style motif showing the old wild west. Theme of the window: "West in House."

Harvey Cohen, of Harvey's Home Center, New Milford, N. J., used a "two can live as cheap as one" theme. "We showed

a washer with a top hat and a dryer with a bridal veil. We promoted this pair as a bride and groom and tied in newspaper advertising as a 'washer marries dryer in a society wedding.' The dryer was priced the same as a wedding license when bought with the washer. A phony license was given with the sale. It caused lots of noise, laughs, kicks — and sales."

For Gene R. Smith, Lynn's Radio & Appliance, Protection, Kan., it was a rearrangement of in-store display. "We had a small building and were doing small business," he said. "We decided to move to a larger building in the heart of our small town. We had our small electrical appliances on racks out in the center of our room, which looked very crowded and dark. We decided to eliminate this. We built shelves across the north wall which would be very noticeable as our housewife came in the door. We placed the small electrics on the shelves in sections or groups. We placed our major appliances in the center of the floor with back to back position, so when the housewife came in, she would go down the aisle between the white goods, also see our small appliances. This added to our sales in 1967, also to the appearance of our store."

Josie Leitman, Elkay Electric, Inc., Jenkintown, Pa., created a display to appeal to the young. "Seeing the vast potential in youth electronics," she writes, "I decided to concentrate on an area of our store for young people. In the center aisle is a large island display called the Go Look. The colors used were black and white mod design and glowing hot pink and green. There are pennants from various local high schools and colleges on the top. The products displayed all appeal to young America. One of our store windows also is decorated in the same decor with a large sign which says, 'The Go Look for the Groovy Young.' Everyone on the street passing by notices this window and many young people now buy at our business. Last week we arranged a Pepsi Party for the go-go set where we offered numerous favors, prizes, and contests. Our sales from the young element are increasing tremendously and we feel even more potential for the future."

Carl J. and Mary K. Tackett, of Carl's TV Shop, Sadieville, Ky., also went after the young element by "appealing to a seldom touched fund and the ONE where most of future business lies — the TEEN-AGER." They said: "A simple ad, ran in April, with no cuts, read something like this: 'Attention, Teenagers. Purchase any type electric housewares appliance for Mother's Day. Small deposit will hold your selection. Easy weekly payments out of your allowance. Choose your choice of any 45 RPM record free. Free gift wrapping and a special Mother's Day Card included free.'

"The response was very good, and the expense was next to nothing. We ran a similar ad the week following Mother's Day for Father's Day gifts, noting electric carving knives, razors, etc. The response was good here, too, with several of the ones who were pleased with Mother's Day gifts returning for Father's Day gifts. We ran another similar ad in November for Christmas gifts for Mother, Father, girl friend, boy friend. Business is still good. Having teenagers of our own who hold part time jobs, baby sit, get allowances, we know these kids have money to spend the whole year around. They come in often getting records, transistor radios, repairs, etc. This is good business for us, good training for them, and better parent-teenage relationship, too, we hope."

Roy L. Gummeson, of G&B TV & Radio Sales & Service in Minneapolis, Minn., used classified ads to emphasize "Deal Days at G&B." The "Deal Days" offered special prices on a certain product at a specific time. The first day was a 7 p.m. special. The second day was an 8 p.m. special. Other days, other times were 12 noon, 3 p.m., 6 p.m., and during the sixth and seventh "Deal Days," the store was "dealing all day on all models."

W. I. Kocurek, of Willie Kocurek Co., Austin, Tex., used personal live TV spots. He "presented an outdoor situation with a portable Sylvania TV; used a picnic idea with beverages, pick-up truck, cigarette lighter hook-up simulation, etc., with a second appeal in a household situation with a roll-around color TV appeal. This gave a

'this' or 'that' offer situation and resulted in good sales of both portable color TV and monochrome b&w TV." Kocurek also did a live TV commercial for side-by-side Gibson refrigerators, with a gift offer and a "dramatic demonstration of the ice-maker benefit. The gift item was a \$40 permanent tree, either a bloomer or a green variety (mass display on live screen with Gibson side-by-side refrigerator). Dramatic demonstration: accumulated ice-maker bin full of ice and poured the cubes from an arm height position into a dishpan for *noise* and *vision* effect. Good sales and good recovery from sales."

Many dealers mentioned special promotions that worked well for them. H. Warren Smith, of Warren Smith TV Service, Austin, Tex., ran a "No Bull Inside" promotion, but had a "real live bull on display in front of the store for two weeks, arousing much comment, mostly favorable." Result? "Traffic increased tremendously, and color TV sales were terrific for us."

Andrew Woods, of The Stewart Bros. Alban Co., Lancaster, O., reported that his "Sixth Annual Hoover Service Clinic" (a one-day only affair) brought "a great deal of customer traffic into the store." Besides good sales, the store repaired 22 sweepers at a profit.

"Acting on the theory that November marks the time of the year when the homemaker's interest turns to cooking and entertaining," Stanley Sandler of Luskin's, Inc., Baltimore, Md., organized and directed a "Blenderama," with special displays and in-store demonstrations. The one-day event resulted in the sale of 74 blenders.

Philip Quatrala, of Spruce Service, Inc., Ayer, Mass., reports that "the response was great" to his "Hypnoid Happening," for which they "decorated the store and made up psychedelic price tags, borrowed street signs from the Public Works Department and strung a clothes line full of 'wild' clothes on the roof. We had a live radio broadcast from the store for four hours in the evening. For the 10 p.m. drawing, we had wall-to-wall people and many could not get into the store. Customers came in pajamas!" Result? "It was lots of work but also lots of fun and moved a pile of merchandise."

Robert E. Hemmen, of Superior Appliance Co., Inc., Wichita, Kan., moved merchandise by giving "a new twist to an old sale." His solution to the problem of making people believe that two stores were having truckload sales at the same time was this: "The MECHANICAL MONSTERS (Automatic Accounting Machines) GOOFED. A.I.D. stores ordered a truckload of quality Westinghouse appliances," said the ad. "We received TWO TRUCKLOADS. So one full truckload must be sold this weekend." Then Hemmen continues, "Since everyone has had or known of automatic accounting machine

errors, the claim was believable. Also the claim gave us a reason to have a semi-trailer at each store. We had many acquaintances ask us if the machines really goofed. The results: 55 to 60 majors sold in three days at good profit margins."

The "coffee and —" technique worked well for many dealers who came up with interesting variations on the giveaway theme.

Jerry Rosenberg of Jamaica Gas & Electric Co., Bayside, N. Y., used local promotion and a customer mailing that stated: "Prices will make your hair stand on end. So in addition to the lowest prices ever we will present a gift certificate to your wife for a free wash and set at the most popular beauty salon in town — free!" Result? "A marked increase in volume and cleared almost 90 per cent of our floor samples and warehouse inventory."

Kenneth E. Anderson of The Singer Co., Chillicothe, Mo., created "instant floor traffic" with an ad that told the readers "that by coming to my store he or she is going to receive a free record album, no strings attached." And he added the note: "A point to be brought out here; don't be cheap; give them a decent album."

Carl A. Milazzo of the Northern Illinois Gas Co., Bellwood, Ill., said: "The idea that I used, which I found to be successful, was that of giving gas light equipment (mantles, chimneys and service booklets) free to customers with gas lamps installed."

Harry E. Ward, Jr., of Ward Bros., in Long Beach, Cal., said: "In the pricing of merchandise, I allow \$10 for bargaining with, and as a closer give the lady a \$10 purchase order on the local butcher; this has closed many a sale that might have walked out the door; in the fall that covers a turkey."

During a sale, Don Pennington, of Don's TV, Salida, Colo., had "a smokeless rotisserie set up on our showroom floor and

gave away broiled chickens each hour for three days. Of course, people had to be present for the drawing for chickens."

Glen Miller, of Bob May TV & Appliances, Whittier, Cal., created a "trip to more sales" for himself by planning a promotion with ads that began: "Yours free with the purchase of any major appliance, TV, or stereo — your Las Vegas Holiday for Two." The result? "In two months we handed out 700 Holiday Certificates adding up to a whopping 40 per cent sales increase over the previous year!"





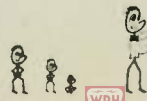
It was giving away pairs of tickets to Red Sox ball games that "worked like a charm" for Edward H. Kelley, of Spruce Service, Inc., Ayer, Mass. Not only did he sell more color sets than he had the previous year, but also he "had more floor traffic than I could handle."

Donald P. Peiffer, of Peiffer Electric Co., Lebanon, Pa., uses a "post-sale" giveaway: an Appreciation Card which he sends to the customer "about two weeks after the sale and delivery of a major appliance." This card provides dinner for two at a popular Italian restaurant and has, reports Peiffer, the "full impact of the once popular chain letter" with its word of mouth around the community. Also, he receives many thank-you notes for the complimentary dinner.

One dealer in Seattle, Wash., uses a free dinner — in a very different way. His ads invite customers to "Come and enjoy a free chicken TV dinner with the whole family right here in our color television showroom." He has a "banquet table with all the accoutrements set up in the center of the show room. When the entire family is seated in front of a favorite color show, a chef in white brings out to each customer a cup of chicken feed. Then the salesman takes over from there . . . must be prepared for anything."

Like thank-you notes?

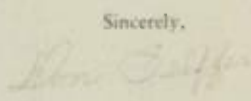
Appreciation card: Donald P. Peiffer, of Peiffer Electric Co., Lebanon, Pa., sends customers an appreciation card providing dinner for two at popular local restaurant. The card has made him "the most talked-about appliance dealer in this town."


Wally...
 THE FISHERMAN
 THE HUNTER
 THE ARCHER
 THE FAMILY MAN
 THE APPLIANCE SPECIALIST
 Brinton Electric
 you'll be glad you got
 361-2551
 Call
 WRH

In Appreciation of Your Appliance Purchase from Peiffer Electric Co., we invite you to be our guest at a dinner for two at

CROCE'S CAFE
 720 SAND HILL ROAD
 LEBANON, PA.
 (MONDAY THRU THURSDAY ONLY
 1 P.M. TO 12 P.M.)

Please give this card to your waitress at Croce's Cafe.

Sincerely,

 PEIFFER ELECTRIC CO.
 LEBANON, PA.


 "Home of Fine Italian Foods"
 (PLENTY OF FREE PARKING)

Business card "different from any other" helped Wallace (Wally) Scott of Brinton Electric, Murray, Utah, build sales in '67.

**Look what RCA
is doing for people
who are sentimental
about money.
In LIFE. TV Guide.
Television.
Newspapers. Etc. Etc. Etc.**

In newspapers alone we're spending four times more than we spent in our first quarter promotion last year.

Ms Sentimental

to celebrate RCA's 50th



If you're sentimental about money, come see us. We're rolling back prices. Some entertainment. We've been at it a long time. We've learned a little here, and a little there, and it all goes into our new models. We're proud, and slightly sentimental. To spread the sentiment around, we're having a Sentimental Sale. Like this...



The Easy American Banquet



The Mediterranean Panama

Sentimental Savings up to \$75 on these RCA Color Consoles. All six of these color consoles have Automatic "Locked-In" Fine Tuning, dependable solid-copper circuits, the biggest screen in color tv—23" diagonal—and cabinets built to last, and to look at. Small wonder we've been number one in color television 14 years. Savings optional at participating dealers.

The Contemporary Adrich, with swivel base.



The French Provincial Dubois



The Contemporary Casanova



The British Provincial



Sentimental Sale

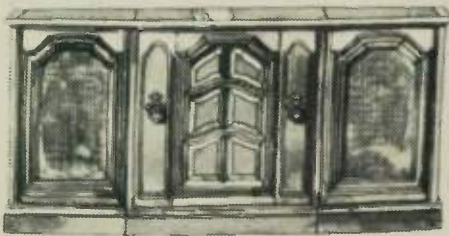
Anniversary. Save up to \$100.



More than sentimental value—up to \$50 off on these RCA Stereos.

In 1929, RCA Victor records spun on Victor Talking Machines and "His Master's Voice" was heard across the land. The sound would be a little thin today, compared to the latest RCA Stereos shown here. First look, then listen.

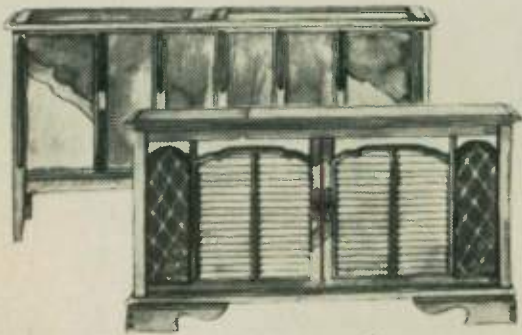
Solid cabinets, solid sound. Big amplifiers, FM-AM-FM Stereo Radios. You save \$50 on the *Bristol*, the *Attleboro* and the *Dakota* (not shown). Savings optional at participating dealers.



Here you can save up to \$100.

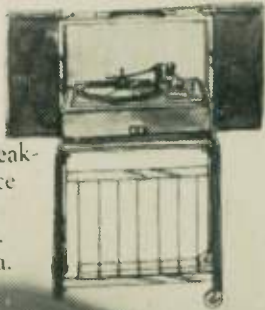
The *Barletta* has a unique angled sound system for better stereo separation. Like the old Victor Talking Machine, it's the best of its kind.

Savings optional at participating dealers.



A Moving Sentimental Special. \$79.95.

The *Conjurer* Stereo. No old-fashioned tubes. It's Solid State. Detachable 4-inch speakers. A sound and a price to move you. Price optional with dealer. Stand optional, extra.



Our lowest-priced pocket radio. Only \$4.95.

It's a lot smaller and sounds a lot bigger than the "Radio Music Box" we introduced in 1922. Price optional with dealer.

But that was then. Now it's our 50th year. Now you can see it like it is and hear it like it is. So, come see these and all the other bargains at your RCA dealer's soon.

Catch him while he's feeling sentimental.

RCA

Economist's outlook for '69: INDUSTRY SALES TO HIT

U. S. households seen capable of investing

TABLE 1. A-R-TV SALES POTENTIALS BY OUTLET GROUPINGS, 1969 AND PRIOR YEARS BACK TO 1959

(All dollar figures are in millions; add 000,000)

Line No.	Types of Outlet	1969	% Change 1969/1968	1968	1967	1966	1965	1964	1963	1962	1961	1960	1959
Measured Sales (Mdse. Only)													
1.	A-R-TV Dealers, Dept. Stores, Furniture Stores, Hardware Stores (combined)	\$ 8,798	+10.1	\$ 7,991	\$ 7,510	\$ 7,092	\$ 6,761	\$ 6,464	\$ 6,178	\$ 5,828	\$ 5,236	\$ 4,980	\$ 4,734
2.	All Other Retail Stores	\$ 1,608	+11.1	\$ 1,447	\$ 1,351	\$ 1,271	\$ 1,210	\$ 1,152	\$ 1,091	\$ 1,023	\$ 935	\$ 887	\$ 836
3.	Total Retail Stores	\$10,406	+10.3	\$ 9,438	\$ 8,861	\$ 8,363	\$ 7,971	\$ 7,616	\$ 7,269	\$ 6,851	\$ 6,171	\$ 5,867	\$ 5,570
Non-Measured Sales (Blanket Estimate)													
4.	Mail Order Sales, House-to-House Sales, Utility Sales, Service Sales, Builder Sales (combined)	\$ 5,307	+11.6	\$ 4,743	\$ 4,417	\$ 4,163	\$ 3,969	\$ 3,877	\$ 3,659	\$ 3,495	\$ 3,183	\$ 2,980	\$ 2,930
5.	Grand Total Potential	\$15,713	+10.8	\$14,181	\$13,278	\$12,526	\$11,940	\$11,493	\$10,928	\$10,346	\$ 9,354	\$ 8,847	\$ 8,500
6.	Estimated "Actual" Sales	?		\$14,461*	\$13,255	\$12,528	\$11,536	\$11,167	\$10,060	\$ 9,323	\$ 8,456	\$ 8,405	\$ 8,660
	Percent of Potential Realized	?		102%	100%	100%	97%	97%	92%	90%	90%	95%	102%

TABLE 2. ESTIMATED 1969 DOLLAR SALES POTENTIALS FOR A-R-TV MERCHANDISE, BY TYPES OF RETAIL OUTLETS

Type of Outlet	1969 Potential	1969 % of Total	1968 % of Total	1967 % of Total	1966 % of Total	1965 % of Total	1964 % of Total	1963 % of Total
All Types	\$10,406,000,000	100.0	100.0	100.0	100.0	100.0	100.0	100.0
A-R-TV Specialty Dealers	4,922,000,000	47.3	43.5	43.3	41.5	42.9	43.5	46.0
Department Stores	1,665,000,000	16.0	16.9	19.9	21.2	20.4	19.8	18.0
Furniture Stores	1,582,000,000	15.2	17.3	15.3	16.4	15.6	14.8	14.0
Hardware Stores	635,000,000	6.1	7.0	6.3	5.8	5.9	6.8	7.0
All Other	1,608,000,000	15.4	15.3	15.2	15.1	15.2	15.1	15.0

*Advance estimate, subject to revision.

I. THE GROWING POTENTIAL, BY OUTLET GROUPINGS, 1959-68

THIS is the latest in a long series of special studies sponsored by **Mart** magazine for the purpose of providing its readers with exclusive statistical appraisals of the U.S. Appliance-Radio-TV market as a major economic entity.

The consumer market side of the A-R-TV industry is huge and this fact makes it possible for this industry to claim an elite position at the table with other teams in this "big league" of economic operations. For example, the grand total sales potential for A-R-TV merchandise in 1959 was \$8,500,000,000. Ten years later, in 1968, it was \$14,181,000,000, or an increase of

67 per cent.

As to specific A-R-TV product performance—special continuing research analysis by this analyst has revealed, for example, that first place in the 1968 market potential derby was taken by television, with radio-record players in second place, and electric housewares third. In terms of percentage shares of the market, television and radio-record players, combined, contributed slightly more than 50 per cent of the grand total A-R-TV sales potential, and electric housewares approximately 10 per cent. Refrigerators and washers followed next, with ranges, air conditioners, and dryers in descending order, and dishwashers, vacuum cleaners and freezers bringing up the rear.

Computed annual sales potentials for

varying types of A-R-TV sales outlets, covering a period of 11 years, are provided in Table 1. These annual measures reveal an unbroken chain of sales statistics which reflect a steadily-rising potential at all levels of the market.

To acquaint those of our **Mart** readers who are not yet familiar with the details involved in the basic conceptual approach to this type of trend analysis, we repeat what was said in an earlier treatment of this subject. It is this: "There has to be a market potential, or say, a 'potential market' before any real market can exist."

For purposes of these studies, we construe the term "potential" to mean a target or a goal, i.e., a measure of *what the market will bear*. Certification of the fact that develop-

ALL-TIME HIGH

By Richard E. Snyder
Economics Editor

\$169.36 each in A-R-TV merchandise during year.

TABLE 3. HOW VARIOUS ECONOMIC INDICATORS PERFORMED IN 1968

ECONOMIC TIME SERIES A. Factors Related to, or Participating in, the GNP Matrix	Billions of Dollars		% Change 1968/1967
	1968*	1967	
Gross National Product (Uninflated)	\$871.0S	\$789.7	+ 10.3
Gross National Product (Deflated)	712.3S	673.1	+ 5.8
Personal Consumption Expenditures	541.1S	492.2	+ 9.9
Gross Private Domestic Investment	127.1S	114.3	+ 11.2
Nonresidential	90.1S	83.6	+ 7.8
Residential	29.5S	24.6	+ 19.9
Government Purchases of Goods and Services	199.6S	178.4	+ 11.9
National Personal Income	702.2S	637.0	+ 10.2
Wage & Salary Disbursements	474.2S	428.8	+ 10.6
Other Labor Income	27.0S	23.9	+ 13.0
Proprietors' Income	63.7S	61.5	+ 3.6
Disposable Personal Income	592.7S	546.3	+ 8.5
B. Other Broad-Gauge Business Measures	1968*	1967	% Change 1968/1967
Total Industrial Production — Manufacturing, Mining, Utilities 10 Months' Index (1957-59 = 100)	164.6	157.4	+ 4.6
Total Manufacturing Production (10 Mos.) Index	1660.0	1590.0	+ 4.4
Motor Vehicles: (10 Mos.) Number	8,892,422	7,248,482	+ 22.7
Raw Steel: (10 Mos.) Thousands Short Tons	111,215	103,603	+ 7.3
Freight Carloadings: (10 Mos.) Thousands of Cars	23,297	23,958	- 2.8
Total Construction (9 Mos.) (\$Millions)	47,712	44,463	+ 7.3
Total Retail Sales (10 Mos.) (\$Millions)	272,088	254,410	+ 6.9
Bank Debits (10 Mos. Annual Rate) (\$Billions)	8599.8S	6993.0S	+ 23.0

*All 1968 figures subject to revision.

S-Seasonally-adjusted rate end of 3rd quarter of 1968, except in the case of Bank Debits which is a 10-month annual rate.

ment of carefully-computed estimates of the sales potentials has often resulted in extremely accurate forecasting, is shown in the data contained in Table 1, Lines 5 and 6.

When appraising the 1968 A-R-TV market, a year ago, we estimated a 1968/1967 increase of 6.8 per cent in the grand total A-R-TV Sales *Potential* (or \$14.181 billion), whereas 9.1 per cent is now estimated as the "actual" sales gain, amounting to \$14.461 billion.

II. THE 1969 OUTLOOK

Springing forth from a whole phalanx of considerations regarding the 1968 A-R-TV market realizations are our estimates for 1969. These are listed in Table 1, by specific outlet groupings, in terms of dollars and percentages of change. The grand total

A-R-TV sales potential estimate for 1969 shows an increase of 10.8 per cent over the 1968 figure of \$14.181 billion, for an all-time high of 15.713 billion.

The 1969 grand total A-R-TV sales potential of \$15.713 billion was computed in accordance with multiple correlation procedures which engaged such factors as population, households, and residential building activity, along with gross national product, disposable personal income, and personal consumption expenditures.

Several "special factors" germane to any and all current considerations of 1969 business prospects are, in this analyst's opinion, worth mentioning at this point. Failure to take account of these "clues" may lead to erroneous judgment regarding other ele-

ments in the general business outlook. The following "possibilities" are worth considering.

(1) A more "stable" dollar may emerge from the conglomerated monetary situation, resulting in "less inflation."

(2) A temporary slowdown may occur in consumer spending due to higher social security taxes as of January 1, and continuation of the surtax to July 1. However, wage increases, based on union demands, may eventually offset these payroll deductions.

(3) A reduction in Federal spending could slow the *rate of growth* in the first half of 1969.

(4) Gains of at least 6 per cent seem likely in the case of gross national product, total retail sales, consumer prices, and production. Any given rise, or fall, may be

TABLE 4. ESTIMATED 1969 vs. 1968 SALES POTENTIALS FOR A-R-TV MERCHANDISE SOLD THROUGH STANDARD RETAIL STORES, AND 1969 PER HOUSEHOLD EXPENDITURES, BY REGIONS AND STATES

Region and State	Estimated 1969 A-R-TV Sales Potential	% of U.S.	Estimated 1968 A-R-TV Sales Potential	1969/1968 % Change	Estimated Avg. Per Household Expenditure For A-R-TV Merchandise Sold Thru Standard Retail Outlets
UNITED STATES*	\$10,406,000,000	100.00	\$9,438,000,000	+ 10.3	\$169.36
NEW ENGLAND	619,157,000	5.95	562,505,000	+ 10.1	177.41
Connecticut	184,186,000	1.77	167,053,000	+ 10.3	202.55
Maine	38,502,000	0.37	34,921,000	+ 10.3	130.55
Massachusetts	299,693,000	2.88	272,758,000	+ 9.9	179.32
New Hampshire	31,218,000	0.30	28,314,000	+ 10.3	149.43
Rhode Island	46,827,000	0.45	43,415,000	+ 7.9	165.68
Vermont	18,731,000	0.18	16,044,000	+ 16.7	152.43
MIDDLE ATLANTIC	2,091,606,000	20.10	1,902,701,000	+ 9.9	178.98
New Jersey	418,321,000	4.02	379,408,000	+ 10.3	192.32
New York	1,087,427,000	10.45	986,271,000	+ 10.3	183.40
Pennsylvania	585,858,000	5.63	537,022,000	+ 9.1	163.55
EAST NORTH CENTRAL	2,125,946,000	20.43	1,944,228,000	+ 9.3	177.07
Illinois	630,604,000	6.06	577,606,000	+ 9.2	184.26
Indiana	267,434,000	2.57	247,276,000	+ 8.2	172.04
Michigan	474,514,000	4.56	434,148,000	+ 9.3	187.45
Ohio	539,031,000	5.18	493,607,000	+ 9.2	167.10
Wisconsin	214,363,000	2.06	191,591,000	+ 11.9	168.54
WEST NORTH CENTRAL	808,546,000	7.77	737,108,000	+ 9.7	160.09
Iowa	141,522,000	1.36	130,244,000	+ 8.7	161.07
Kansas	117,588,000	1.13	105,706,000	+ 11.2	159.48
Minnesota	183,146,000	1.76	164,221,000	+ 11.5	167.46
Missouri	233,094,000	2.24	213,299,000	+ 9.3	157.41
Nebraska	78,045,000	0.75	71,729,000	+ 8.8	167.13
North Dakota	27,056,000	0.26	26,426,000	+ 2.4	146.78
South Dakota	28,095,000	0.27	25,483,000	+ 10.2	134.49
SOUTH ATLANTIC	1,430,825,000	13.75	1,280,736,000	+ 11.7	161.60
Delaware	33,299,000	0.32	30,202,000	+ 10.3	216.78
Dist. of Columbia	67,639,000	0.65	60,403,000	+ 12.0	244.63
Florida	332,992,000	3.20	296,353,000	+ 12.4	160.34
Georgia	197,714,000	1.90	178,378,000	+ 10.8	152.50
Maryland	188,349,000	1.81	168,940,000	+ 11.5	174.17
North Carolina	223,729,000	2.15	200,085,000	+ 11.8	157.63
South Carolina	104,060,000	1.00	92,492,000	+ 12.5	146.00
Virginia	208,120,000	2.00	185,929,000	+ 11.9	159.02
West Virginia	74,923,000	0.72	67,954,000	+ 10.3	141.79
EAST SOUTH CENTRAL	524,462,000	5.04	472,844,000	+ 10.9	139.25
Alabama	143,603,000	1.38	131,188,000	+ 9.5	140.79
Kentucky	130,075,000	1.25	117,031,000	+ 11.1	139.28
Mississippi	78,045,000	0.75	68,898,000	+ 13.3	120.97
Tennessee	172,739,000	1.66	155,727,000	+ 10.9	147.97
WEST SOUTH CENTRAL	844,967,000	8.12	756,928,000	+ 11.6	144.15
Arkansas	74,923,000	0.72	67,954,000	+ 10.3	123.17
Louisiana	151,928,000	1.46	134,963,000	+ 12.6	142.93
Oklahoma	114,466,000	1.10	103,818,000	+ 10.3	138.00
Texas	503,650,000	4.84	450,193,000	+ 11.9	149.85
MOUNTAIN	401,672,000	3.86	366,194,000	+ 9.7	163.43
Arizona	78,045,000	0.75	70,785,000	+ 10.3	153.04
Colorado	113,426,000	1.09	102,874,000	+ 10.3	175.81
Idaho	34,340,000	0.33	31,145,000	+ 10.3	159.68
Montana	31,218,000	0.30	29,258,000	+ 6.7	141.13
Nevada	28,096,000	0.27	25,483,000	+ 10.3	169.36
New Mexico	43,705,000	0.42	39,640,000	+ 10.3	148.19
Utah	56,192,000	0.54	50,965,000	+ 10.3	186.64
Wyoming	16,650,000	0.16	16,044,000	+ 3.8	159.40
PACIFIC	1,558,819,000	14.98	1,414,756,000	+ 10.2	188.49
California	1,280,979,000	12.31	1,165,593,000	+ 9.9	194.48
Oregon	103,019,000	0.99	95,324,000	+ 8.1	153.82
Washington	174,821,000	1.68	153,839,000	+ 13.6	172.44

*Omitting Alaska and Hawaii.
All figures in the table are Richard E. Snyder's estimates.

in the year 1969, with easier money available for mortgage lending, and definitely affecting appliance sales.

"Table 2 shows total retail stores" A-R-TV sales potential for the year 1969 broken down by types of outlets, i.e., A-R-TV specialty dealers, department stores, furniture stores, hardware stores, and "all other".

III. SUSTAINING FORCES

A review of the basic economic conditions that prevailed during the 1967-68, and which may prevail during the 1968-69 period, discloses that, having bulled its way through the uncertainties and pressures of 1967, the U.S. economy proceeded to chalk up a lengthy list of healthy gains in 1968. Table 3 presents the performance list for 1968 vs. 1967 (third quarter seasonally-adjusted annual rates—latest available as of this writing in early December, 1968). In terms of dollars and applicable percentages of change, true progress is reflected across a broad enough front to justify a largely bullish stance throughout the confines of the national economy in 1969. Having given full consideration to the general condition of the U.S. economy as it entered 1969, we have taken a bullish view in estimating the grand total A-R-TV sales potential.

IV. WHERE THE RETAIL STORES WILL SELL A-R-TV IN 1969

So where does the money come from to support the \$10.406 billion A-R-TV sales potential estimated for total retail stores in 1969? Schematically, it may be presumed to come from 61,443,104 households, each of which may be capable of investing an average of \$169.36 in A-R-TV merchandise during the coming year.

Special estimates of the total retail stores sales potential (\$10.406 billion) are broken down by regions and states, in terms of per-household expenditures, and are presented in Table 4. These estimates have been developed by this analyst for publication exclusively in *Mart* magazine. Information such as this can be of great value as an aid to sales planning and promotion. Any A-R-TV merchandising concern can easily develop an estimate of its trading area's total market potential by multiplying the available per-household dollar figure for its state by the number of households in its area.

The ten top states (not including District of Columbia) in the A-R-TV per-household expenditures race are:

Delaware	\$216.78
Connecticut	202.55
California	194.48
New Jersey	192.32
Michigan	187.45
Utah	186.64
Illinois	184.26
New York	183.40
Massachusetts	179.32
Colorado	175.81

rated as good, or bad, depending upon the economic effects thereof.

(5) A strong recovery in home building may be the only "sure thing" to be realized

Look who's selling for you!

HI!

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

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

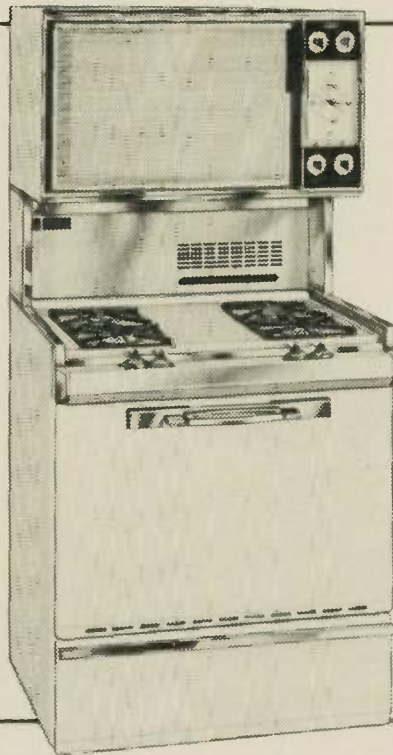
ROPER

"LET'S MAKE A DEAL" PROMOTION PACKAGE!

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

REAL DOOR-BUSTING DEALS ON 1969 ROPER RANGES!

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



**FOUR NEW GAS
SELF-CLEANERS!**



PLUS

Hawaiian Holiday SWEEPSTAKES

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

*Eastern Products Corporation—subsidiary of Roper Corporation

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

ROPER

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

Starting Philco-Ford is happen like it' before.

No brag. Just fact. Because our business has never had an advertising blast like the one Philco-Ford is starting on February 15.

Network tv. Spot tv. Local newspaper ads. All on top of a big national magazine campaign.

Here's the way it all lines up:

Top-rated network tv. All in prime time. In every heavy-viewing period. On all three networks.

And on top shows: The Ed Sullivan Show. ABC Sunday Night Movie. My Friend Tony (a brand-new action show). The Avengers. The Outcasts. NBC Monday Night at the Movies. The Jerry Lewis Show. That's Life. N.Y.P.D. The Virginian. ABC Wednesday Night Movie. Dragnet. Judd for the Defense. High Chaparral. NBC Saturday Night at the Movies.

Plus spot tv in 82 markets. Six to eight spots per market per week. This is on top of the big network-tv buy.

And it makes a total of forty-four to fifty-two minutes of Philco commercials in every Philco-Ford distributor's territory.

That's saturation by any standard. And in the medium that really hits the customer where he lives.

February 15, going to make it s never happened

Plus local newspaper ads in 95 newspapers. Big, hard-selling retail ads featuring the Philco line of products.

Not just one or two ads, but an ad every week from February 16 to March 2. And every one will have a dealer listing to get the customer into the store. And sold.

Plus a solid national magazine campaign. Full-page, four-color ads in the big-circulation books: Life, TV Guide, Reader's Digest, Newsweek, Time, Sports Illustrated, Outdoor Life and Field & Stream.

That means we're getting to over 50,000,000 people a month. With the national magazine campaign alone.

Will it happen to you? With a program this big, we know sales are going to happen. Profits are going to happen. Like crazy.

Make sure they happen to you. Let your Philco-Ford distributor help you plan it now. He's got everything you need. But one thing is sure... it won't happen to you — unless you help make it happen.

PHILCO



Philco-Ford Corporation, Philadelphia, Pa. 19134

California dealer uses

Tape recorder profits to finance remodeling

Thirty-plus per cent on sales of \$40,000 allows former "majors only" retailer to triple the size of his store.

By Frederick Bowles

Thirteen thousand dollars in 1968 profits from one 30-inch-deep tape recorder display have "more than paid the cost" of adding 1,700 feet of newly-decorated floor space to Lou's Appliances, a Santa Monica, Cal., store.

Owner Jay Green adds, "The recorders have definitely become the most profitable item in the store."

For the past 20 years, Green has been selling major appliances at the corner of 30th Street and Ocean Park Blvd., directly across the street from the Santa Monica facility of McDonnell-Douglas Aircraft. He has built up a loyal lunch-hour business from the plant, and — as the only appliance store within a mile radius — an equally-loyal neighborhood trade.

During the 1950's Green added television, radios, and a few RCA stereo systems. Five years ago, experimentally, he put a few tape recorders beside the radios.

For the first three years the experiment didn't work very well. Annual tape recorder volume averaged less than \$2,000. It was a reasonably-profitable \$2,000, but hardly worth the extra paper work.

Green's attitude toward electronic equipment was cool: "You're bound to have more service trouble with electronic stuff." And, "You have to place your big orders in June or July for electronics. I have never found the secret of knowing exactly what I'm going to sell."

Furthermore, in selling tape recorders he was competing with several audio specialty houses in the neighborhood. He was also competing with a McDonnell-Douglas company store one block away that carries three lines of tape recorders and offers instant credit to employees.

Nevertheless, late in 1966, Green let himself be talked into crowding an "in-depth" stock of tape recorders into his tiny (800 square feet) display area. Factory salesmen had been telling him for years that the only reason he wasn't grossing \$20,000 a year in recorders was that he wasn't stocking enough of them.

Green was dubious. But he was familiar with the profit structure — 30 per cent on under-\$100 recorders, higher percentages on more expensive units. Some of his fears

of service problems had been allayed, too. He had discovered that "on tape recorders, we have about 10 per cent of the service problems we have with color TV."

The year 1966 had been disappointing in color TV sales. Willing to try almost anything else, Green tied up an additional \$2,000 in tape recorder inventory.

During 1967 he turned over that inventory six times. He gave more space to more recorders, ended the year with an average of 32 per cent profit on \$16,000 in tape recorder sales.

Seventy-five per cent were cash sales.

At that point Green called in an architect and began to plan his expansion.

Today the comfortable, carpeted 2,500-square-foot store has attractive display space for full lines of ranges, refrigerators, washers, small appliances, television sets and a few other items that Green has found profitable, items such as luggage and a line of private label mattresses.

The tape recorder display area is still

only 30 inches deep, though it now stretches for 17 feet along the showroom's east wall.

Sony Superscope designed, built and paid half the cost of the display unit. Twelve recorders are mounted on colorful upper panels, at angles that permit easy demonstration. More recorders stand on the hardwood-finished counter. Speakers are mounted at each end for true stereophonic effect. Under the counter there are compartments for backup stock and a glassed-in enclosure for accessories. (Green carries a \$300-\$400 inventory of tape, earphones, microphones, foot pedals, telephone, pickup devices and connecting cables. His volume is small in these items, but his margin averages 50 per cent, he notes.)

During 1968, Sony also contributed \$1,500 and considerable technical help toward the store's co-operative advertising. Green spent it all in the pages of *The Heritage*, a Southern California Jewish Weekly. He

(Continued on page 50)



Still only 30 inches deep, tape unit at Lou's Appliances, Santa Monica, Cal., now extends 17 feet along wall of store. Store's volume from tape units in 1968 was 800 per cent better than 1966.

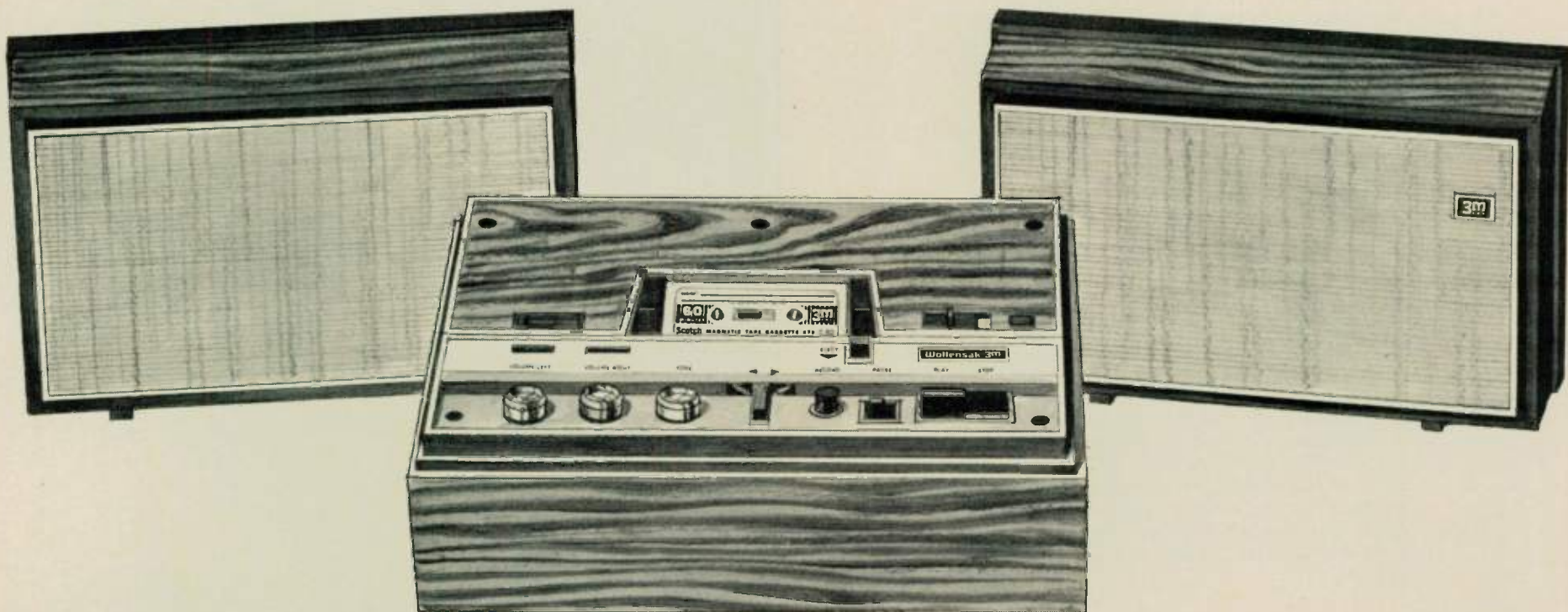


Jay Green, owner, Lou's Appliances: "Prices on tape recorders aren't being cut the way they are on just about everything else I sell."

*From
the bold
new world of
Wollensak
sound*

New from Wollensak...

The first stereo cassette recorder with true hi-fi stereo sound!



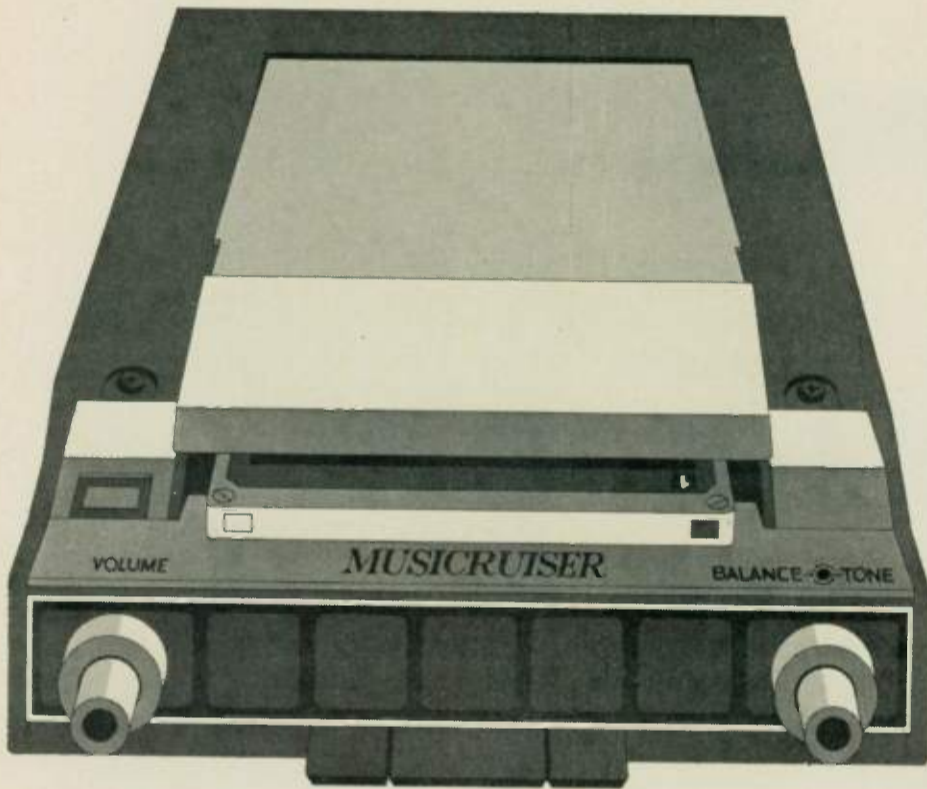
Most stereo cassette recorders are just modified portable units. Not the new Wollensak 4800. This stereo cassette recorder is designed full-size to reproduce high-fidelity music as well as voice. The capstan, drive wheel and amplifier are all heavy-duty. Patented Wollensak acoustical suspension speakers produce sound as big as that of expensive, hi-fi component speakers.

Controls have been reduced to a minimum; are easy to use and foolproof. Comes complete with two dynamic microphones and "Scotch" Brand Tape Cassette. Order the Wollensak 4800, America's finest quality cassette stereo recorder, now! Your customers will do the rest.

Wollensak 3M
COMPANY
SAINT PAUL, MINNESOTA 55101

MUSICRUISER MUSICRUISER MUSICRUISER

CROWN CAR-BOAT STEREO CASSETTE PLAYER



Get ready for Crown's entry into the auto stereo Cassette sweepstake. It's a sporty winner. It's handsome classic design in black with rich brushed chrome accents is sleek and thin measuring only 2½" in front depth, 7"x 7". It's a winner you're going to be proud to sell. Here are some of the outstanding features that will make Crown's Musicruiser sell itself. Crown's own exclusive front load design makes loading, unloading and playing simple and safe. Other players load from the front but not like the Musicruiser. Two easy steps put the Cassette in operation without fumbling. The driver's eyes never have to leave the road. PIANO-KEY PUSH BUTTON CONTROLS are "touch-button" light. You can STOP then PLAY again without ejecting the Cassette, that's unique, too. Crown's super narrow head gap let's you hear more of what is on the tape and distortion is almost non-existent. It's higher horsepower output, (20 watts) gives you more bass response. Under-dash brackets lock to discourage thieves. The Musicruiser is a winner. Remember, it's biggest selling points are that it fits every car easily and is actually easier to use and more compact than any other stereo player. We've a full-fledged program under way to promote Crown's Musicruiser so plan to "go on the road" with us.

CROWN '69

Dealerships open in selected areas. For details, call or write Chuck Hancock, National Sales Manager, 755 Folsom Street, San Francisco, California 94107. (415) 781-3030

Tape recorder . . .

(Continued from page 48)

considers such advertising an excellent investment: "It brings customers to the store from all over town, and then they send their friends and neighbors."

The Sony line now accounts for more than 80 per cent of the store's recorder sales, although Green also carries competitive Concord and Panasonic units. The stock ranges from \$69.95 battery-operated portables to \$399.50 stereo recorders. Most sales, Green says, are in the under-\$300 range; about half are cassette units.

More than half of all home entertainment products are sold between September 15 and Christmas, and Green's experience with tape recorders has been no exception. Since his three suppliers went into back-order situations during the final months of 1967 and 1968, he has learned to place substantial orders during the summer months. Such buying has enabled him to take advantage of promotional deals which have brought up his total profit picture. And when prices have been cut on a model he has had so few units on hand that he has never bothered to take advantage of the factories' price protection plans.

Green has found that minimum fair trade prices are also rigidly protected by the leading tape record-

er manufacturers. He says, "That may be the thing I like best about recorders, especially in the Los Angeles area where people use the freeways to shop for discount bargains all over town. Prices on tape recorders aren't being cut the way they are on just about everything else I sell."

What are Green's actual costs in selling recorders? He has never separated his net profit by product lines, but during 1968 he spent \$1,500 for the co-opped advertising, which benefited the entire store, and \$700 for the display unit which probably did the same. He keeps an average of \$5,000 tied up in tape recorder inventory. He figures his extra personnel cost is zero: "Just me, and my manager and the bookkeeper when things get busy."

Despite considerable customer inconvenience during the remodeling period, the store sold almost exactly \$40,000 worth of recorders during 1968. That was 266 per cent better than 1967 — which, in turn, was about 800 per cent better than 1966.

What's Green's projection for 1969? He shrugs. "Where tape recorders are concerned, I've learned that my guesswork tends to be too conservative. But we should do \$50,000 easily."

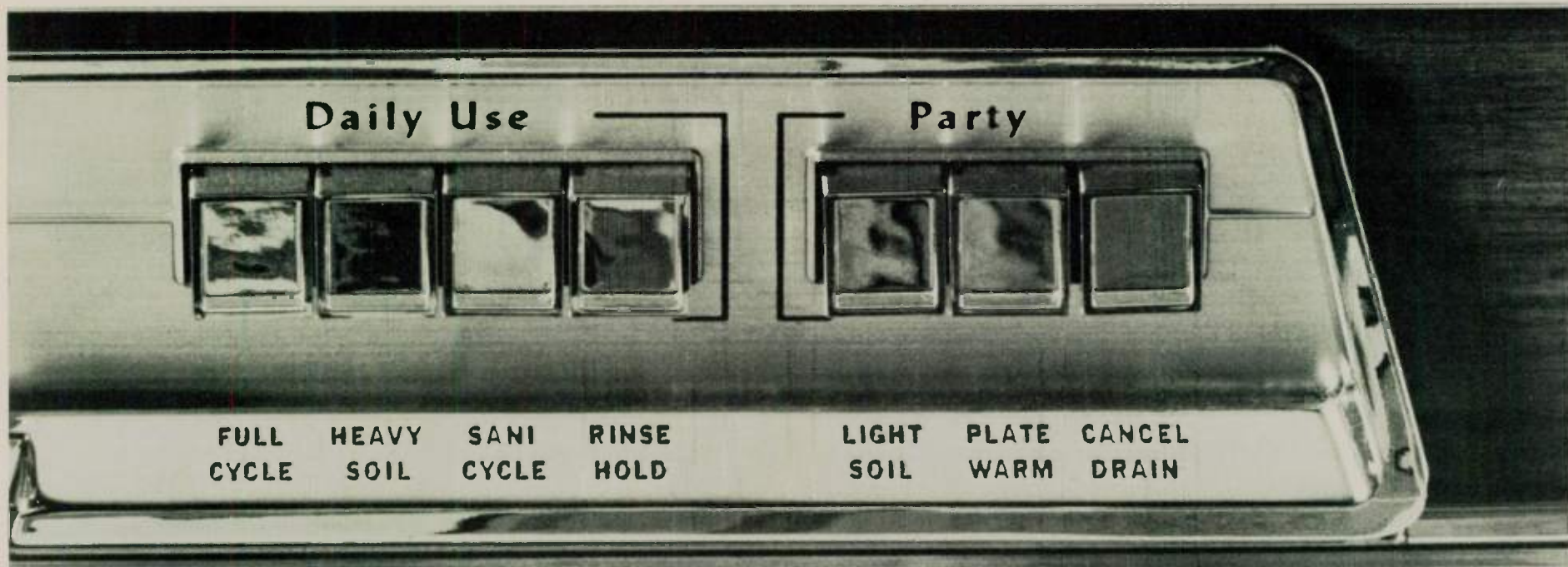
**Give Happiness
the United Way**



The bone disposers.

A KitchenAid disposer can handle bones and any other garbage. Easily. Quietly.

Sell the bone-disposing power of dependable KitchenAid disposers. Get details from your KitchenAid dishwasher distributor. Or write KitchenAid Dishwashers, Dept. 9GQ-1, Troy, Ohio 45373. **KitchenAid** Dishwashers and Disposers



Sometimes it pays to be pushy.

Like when you're selling the all new KitchenAid Superba dishwashers.

For every time you push one of the seven cycles, you're pushing a strong sales story too.

The buttons – and the stories – are:

“Heavy Soil.” A brand-new cycle for getting particularly dirty dishes particularly clean.

“Light Soil.” Another new cycle that's fast yet thorough. Perfect for cups, glasses, dessert plates. Especially useful after a party. Or before using dishes that have been in storage.

“Plate Warm.” Also brand-new. Warm plates add a special touch for special meals.

“SaniCycle.” The exclusive KitchenAid cycle that provides extra family health protection by preheating the final rinse water to 180°. Many women chose a KitchenAid just because of SaniCycle.

“Rinse-Hold.” Gives partial loads two quick rinses and holds them moist till you accumulate enough dishes for a Full Cycle wash and dry.

“Full Cycle.” Gives complete washing and drying for average mixed loads.

“Cancel & Drain.” Drains the water and turns the dishwasher off.

Now that we've given you the seven ways to push the new KitchenAid Superba dishwasher, give your distributor a call and find out about the other special features that make KitchenAid dishwashers so easy to push. Or write KitchenAid Dishwashers, Department 9DQ-1, The Hobart Manufacturing Company, Troy, Ohio 45373.

KitchenAid

Dishwashers and Disposers.

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

"Better men" . . .

(Continued from page 25)

tool and the importance of making regular and complete floor checks in the dealers' stores.

The general theme for the one-day seminar was "Being A Nice Guy Isn't Enough." Halsted told his audience that too often the term "nice guy" is equated with success and "stinker" is synonymous with failure.

"Whether we care to admit it or not, there are some successful stinkers," Halsted told his audience, "and they may have some traits that the

nice guy would do well to cultivate. Some salesmen spend too much time trying to become a nice guy, when what they ought to be doing is going out and selling. The salesman who worries too much about how to become a nice guy may wind up being a nice guy looking for a job."

Halsted also told the distributor salesmen that to be successful they must have the respect of their dealers. To earn the dealer's respect, the salesman must win the retailer's confidence: He must know his product, be conversant with the dealer's business, help the dealer with merchandising and advertising, suggest workable promotions, see that the dealer has the right inventory mix, make

floor checks if the dealer is on floor planning, conduct sales training meetings, know his competition, be honest, take a positive approach, and do many other things.

The Better Men executive also stressed the importance of the salesman not only knowing his product and its benefits but also learning new adaptations of his product and uncovering new ways of selling old products.

Halsted also stressed that the successful distributor salesman not only must be knowledgeable but that he must know how to apply his knowledge. The distributor salesmen who attended the seminar were assigned a given product and asked to write

down in two columns its features and benefits.

He noted that in many instances the dealer doesn't know any more about a given product than his customers do.

"It's up to the distributor salesman to capture the dealer's imagination so that he will have the same enthusiasm for the product that the distributor salesman does."

The Better Men executive vice president closed his presentation by noting the importance of integrity in business.

"While there are many men who have achieved financial success without integrity, these men have failed to give deep and rich meaning to their lives," he asserted. "Integrity, character, and personal reputation are qualities that can't be bought. A man may be cashiered for many reasons, but if he is dismissed for dishonesty, he may find it exceedingly difficult to get another job. Making money is important, but there must be a stronger motivation to success than money alone, especially money earned in the absence of integrity. If a distributor salesman wants to be successful, he must earn the respect and confidence of his dealers, but he can't do this without integrity."

Other officers of Better Men, Inc., are Ralph Piper, president, and Rennix Van Scoy, secretary-treasurer.

Piper early in his career served as a public relations consultant and writer for a firm specializing in the building and operation of retirement centers. For more than eight years he has been president of the board of directors of Youth for Understanding, Inc., a teen age exchange program designed to provide family living experience for young people from many lands.

Ralph Piper is senior pastor of a large Lutheran church in Ann Arbor, Mich.

Rennix Van Scoy has been affiliated with the National Management Ass'n. for 10 years as a speaker and seminar consultant. He holds a degree in business administration, and his forte is said to be in the areas of communications, self-development, labor-management relations, and personal incentive.

He presently serves as senior pastor of a large Lutheran church in Toledo, O.



SPEED QUEEN

and a big **OFFICIAL FACTORY AUTHORIZED**

washer and dryer

Silver Lining®

SALE!

BACKED UP BY A BIG PROMOTION KIT

- Window Posters
- Window and In-Store Banners
- Retail Ad Mats

AND JOHN CAMERON SWAYZE RADIO COMMERCIALS

30-second and 60-second tapes.



Attention Southern Market Buyers!
Visit our Atlanta and Dallas Showrooms

Be sure to visit our *new* expanded Atlanta Space #17F-5 in Atlanta Merchandise Mart. See our *new* Wringer line, it's well worth your while. Dallas Space is #3355 in the Dallas Trade Mart.



MARKET SPECIAL Model MA60F **MARKET SPECIAL Model 125EF (Electric)**

Model 155EF (Gas)

LIFETIME Silver Lining® STAINLESS STEEL TUB AND DRUM

TOP-OF-THE-LINE FEATURES.
PRICED TO SELL IN VOLUME.
THIS IS TRULY AN OUTSTANDING SPEED QUEEN "SILVER LINING"® PAIR.
"You have to see them to believe them"



SPEED QUEEN
Quality and Dependability Since 1908

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



"Do you have a slice of bread? I'd like to try this toaster out."

Dave Boyensky

How would you like to curl your tootsies in the warm white sands of Puerto Rico or Rio while Fedders foots the bill?

There you are.

Lolling around the palm-bordered pool at the Puerto Rico Sheraton, The Leme Palace or Excelsior in Rio.

The weather is gentle, the air fresh, the drinks tall and wild.

You'll have 8 days and 7 nights of nothing but pampering and pleasure. Of golf. Of deep-sea fishing. Of sailing. Of skin-diving. Of tennis.

Of horse-racing. Of nightclubbing.

In Puerto Rico, you'll tour the only tropical rain forest in the Northern Hemisphere and eat lunch on the top of a mountain. In Rio you'll ride a cable car to the peak of Sugar Loaf and swim at Copacabana, one of the most spectacular stretches of beach in the world.

And you'll come home so tan and exotic, the boys in the store will

gnash their teeth.

Which Paradise-Trip-for-Two do you want? Fedders' bigger, broader, better line of air conditioning and heating equipment will make it a cinch to earn either one.

Call your Fedders distributor now and tell him your tootsies are ready to travel.

He'll be happy to tell you how.

FEDDERS

World's Largest Selling Air Conditioners
EDISON, NEW JERSEY 08817



by F. Hardy Rickbeil
Worthington, Minn., dealer



a dealer speaks

The management team in every organization should daily strive to mould attitudes in all employes that automatically create in customers the

desire to come back. Poor attitudes and shoddy service have lost thousands of customers. Customers love to come to a store where they are

properly greeted, promptly served, and where their patronage is truly appreciated. Always have a happy time serving customers! Never talk the blues or air your personal problems or your business problems. Be an optimist and I'm sure your employes will follow your lead. Everyone should strive to attain the minimum of criticism and the maximum of favorable comments from customers. This advertising you can't buy; you must earn it from day to day.

Management, faced with higher and higher salary costs, must be anxious to help every ambitious employe grow in his job. It is management's responsibility to help all personnel to be successful and valuable

in their daily work, so that salaries high enough to hold employes can be justified. Here is a list of:

Consumer Relations Policies

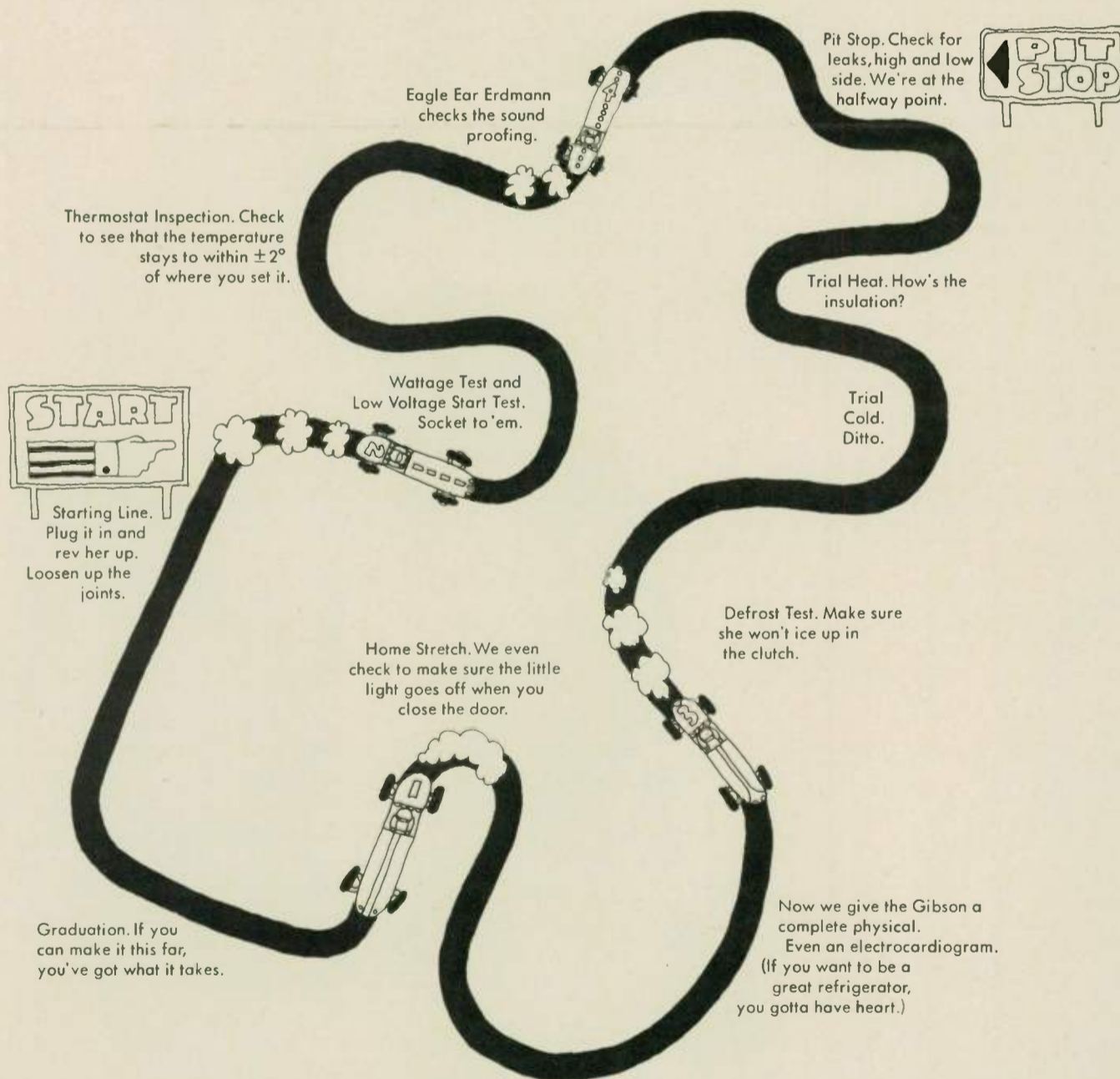
DON'TS

1. Never be on the job with the smell of liquor on your breath.
2. Do not use chewing tobacco or snooze on the job. Never smoke in a customer's home without permission — and then only during a rest period.
3. Never use bathroom facilities without permission.
4. Watch your language — no swearing or loud talk.
5. If two or more men are on a job, don't joke or waste time or loiter.
6. Avoid lengthy conversations with customers.
7. Don't be too familiar.
8. Do not make "double meaning" remarks.
9. Never assume a "know it all attitude." Do not plant the seed of suspicion in the customer's mind that she has selected the wrong product, color, etc.
10. Do not treat delivery and installation work as just a menial job — remember *home* is the owner's castle — treat customer, the product, the home, and all in it with respect.
11. Make no show of hurrying. Work reasonably fast and with confidence. Do not loaf.
12. Do not scatter tools — keep them in your tool kit and set your tool kit on a newspaper or on the drop cloth you carry.
13. Do not act disgruntled when it is necessary to move appliances and furniture.
14. Do not needlessly inconvenience our customer in order to make your job a little easier. Be helpful at every turn.
15. Don't complain when some unforeseen difficulty arises.
16. Don't stack or pile up furniture or appliances when you have to move them. Treat them like you would your own.
17. Don't enter into discussions about price, color, quality or the construction of products you are delivering and installing. You might undermine the customer's confidence in our store and the salesman who helped her.
18. If questions arise, do not argue what is right or wrong — ask permission to phone the store.
19. Don't criticize competitive lines — it is a waste of time.
20. Don't discuss a neighbor's delivery or installation.
21. Don't discuss shortcomings of firm — customer may lose confidence in herself and firm for buying from your store.
22. If you bring a lunch, eat out in the cab of your truck, or ask permission to eat in the customer's home.
23. Do not refuse extra little favors which may add to our customer's satisfaction and a better installation.

WHAT TO DO

1. Arrive promptly at the pre-arranged time. If it is not possible to keep your original appointment, notify the customer as
(Continued on page 56)

The Greenville Run



One mile of some of the toughest testing track in America. It's the Gibson Quality Mile — a mile long conveyor at our plant in Greenville, Michigan. For 3½ hours, our refrigerators are prodded and

poked, and generally given what is known as "the works." And when a refrigerator comes off that track it's made a name for itself.

Ours.

Gibson

Gibson Refrigerator Sales Corporation
Greenville, Michigan

Do You Know Why



AIWA

is

st





1



AIWA TP-1015 AUTOMOBILE STEREO CASSETTE
 Featuring Staar System Operation Plus Monaural Record and Stereo Playback! First and exclusive from Aiwa to keep you first with your customers! Staar system operation means you just put cassette into slot, and it immediately begins to play; at end of recording, turns itself off and pops out cassette. Fastest, easiest, safest in-car operation! Hottest item, biggest seller! \$149.95

Also Available: AIWA TP-1023, Automobile Stereo Cassette, all features as above except recording, fantastic seller at \$119.95

In Tape Recorders?

	<p>◀ TPR-101 Combination 3-Band Radio and Cassette Recorder. Ultra powerful AM, FM and Marine Band radio. Built-in cassette records on its own or direct from radio. Battery & electric. \$109.95</p>	
	<p>◀ TP-1012 Portable 4-track Stereo Tape Recorder. Battery and Electric. 3 speeds, 7" reel, two 6" x 4" dynamic speakers. Separate volume and tone controls. Two uni-directional microphones. \$189.95</p>	
	<p>▶ TP-728 Compact Stand up Cassette Recorder. Capstan drive. Battery or electric. Push-button controls. Automatic volume control. Comes with cardioid microphone and leatherette carrying case. \$69.95</p>	

Aiwa recorders have become the world's biggest sellers. Being first with the hottest new Cassette recorders your customers want—like the 1015 automobile stereo with Staar System—is just part of the reason. Here are 4 more big important reasons why Aiwa is No. 1:

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

Keep your eye on Aiwa. You'll be seeing us more and more across the country at the fingertips of America. Let's work together! Now!

Keep Your Eye on **AIWA's** Complete Line
 Conrad Hilton—Booths C66-69—Continental Room
 Independent Housewares Exhibit—Jan. 11 thru 15



Selectron International Co., Inc.
 4215 West 45th Street • Chicago, Illinois 60632 • (312) 254-7900

People are coming up to the new Standard.



Standard's new SR-501 tape recorder is a two-track monophonic 5" reel-to-reel model with capstan drive, AC bias recording system and AC/DC capability.

Tape speeds are 1 1/2 and 3 3/4 IPS, off electric or battery operation. Other features include 3 1/2" dynamic speaker, remote control microphone, external speaker jack, digital counter with automatic reset to zero, all solid state circuitry.

\$69.95 retail, including recording tape, tape reel, AC cord and batteries. It's The Sound Choice.

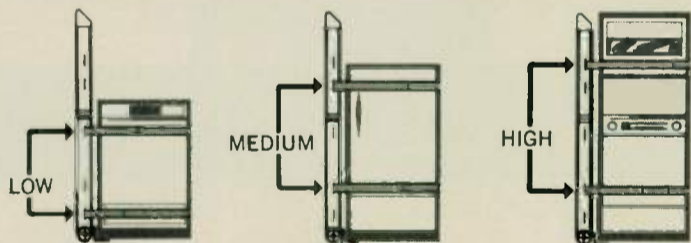
Available immediately from both warehouses.



STANDARD RADIO CORP.

...electronic years ahead!

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



UNIQUE, NEW DOLLY does the work of three...

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

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

THE NEW YEATS 16

FREE-illustrated brochure

Please send me informative brochure on YEATS labor savers — no obligation

Name

Firm

Address

City

State Zip



YEATS

Appliance Dolly Sales Company
1303 W. Fond du Lac Avenue
Milwaukee, Wis. 53205

A dealer speaks . . .

(Continued from page 54)

soon as possible and make another appointment.

- Sometimes a visit or phone call (before your delivery or installation) to determine the scope of the job will save time for both you and your customer.
 - Park your truck where it will not be in the way. Be sure your truck is always clean. It is your traveling billboard. Drive and park on hard surface areas.
 - Be sure you have all the tools, equipment and parts you'll need to complete your job.
 - Be neat in appearance, clean shaven, shoes shined. If needed, use a mouth wash and a deodorant. "To do your best, you must look your best."
 - Wipe your feet on the door mat so that you will not track dirt, snow or rainwater into the house. Remove rubbers and overshoes outside, unless invited to bring them in.
 - Be sure you are at the right home. Ask if this is Mrs. John Doe and explain that you are (your name) from Rickbeils' store and that you have come to deliver and install her new automatic washer. Be a good listener.
 - Use customer's name at every opportunity. Be sure to address her by name. "Courtesy is Contagious."
 - Go in with confidence — tool kit in hand. As an experienced delivery and installation man representing Rickbeils, the impression you create will be the impression the customer has of our store. Be professional and tactful.
 - Before making the delivery and installation, make sure that the product is okay in every detail. Check the model and serial number and color against the directions on your delivery sheet.
 - Be sure you wear a clean uniform, and wear shoes that won't mar floors or carpeting.
 - Finally, try to get the customer on your side at the start. If the opportunity presents itself, and if it is true, compliment the housewife on her home, her taste in decorating, etc. Be sincere and considerate. Apply the Golden Rule at all times.
- Concentrate on forming these good Habits when delivering and installing:*
- Be polite, mannerly, pleasant, courteous — but businesslike. Speak with a well modulated voice.
 - Survey the job to be done and proceed confidently. Avoid idleness. Customers are aware of installation costs and dislike time wasters. Be neat — do quality work at the speed at which you are capable.
 - Get permission to move pieces of furniture and appliances. Handle carefully and mention that you'll replace them. Treat them as valuable and cherished possessions of the customer.
 - Be sure your hands are clean in moving appliances and furniture. Wear clean gloves when needed. Do not move appliances or furniture until movable items have been removed from on top and from inside — customer will greatly appreciate thoughtful little favors.
 - Let customer initiate any conversation and do not prolong it. Time is money.
 - Answer customer's questions in a courteous helpful manner.
 - Be ready to compliment our customer on her choice of products. This strengthens the friendly bond between our store and our customer. No customer is really sold on our products and service until she returns to buy from us again.
 - Show confidence and enthusiasm for the store for which you work. Be loyal and honest with the store, the distributors, and the factories that supply us.
 - Know the product being installed and instruct the customer on its proper operation. Be sure she has the instruction book and warranty information. Urge her to take a few minutes *right now* to study the factory's "How To Use" instructions. Suggest she keep that booklet handy until she knows all about her wonderful new servant, etc.
 - If customer feels that she has made the wrong selection, do not argue with her — contact the store and the salesman who helped her.
 - If questions come up that are not in the written instructions *don't guess*. Refer the questions to store management.
 - Install the product according to the plan which has been written out for you on the delivery sheet. If you feel that changes are necessary, contact the store for permission. Do not make any changes without obtaining permission from the store. The store is as near as the telephone in our customer's home. Always call the store collect after you receive permission from our customer to do so.
 - If you must smoke, ask customer for permission to step outside for a break. She may tell you you can smoke in the home and provide you with an ash tray.
 - Ask permission before you use any water, electricity, etc.
 - If bothered by children or pets, be understanding and patient.
 - Keep your eyes open. Observe the need for other products we sell in other areas of the house so you can make recommendations to the store. Remember you are a very important part of our store organization, so go all out to please our customer.
- And*
- Be sure all packing bolts, packing material, and securing tapes are removed. Clean up scraps and ask where to put them. Use a clean cloth to wipe off finger marks, etc. Replace appliances and furniture carefully and ask customer if they are properly

placed.

2. When all finished, ask customer to inspect the job. If a practical suggestion is made by customer at this point, carry it out.
3. Ask customer to give approval by signing the delivery sheet.
4. Leave customer a copy of the extra charges you have made for extra materials and labor. Ask her if she wants you to charge this to her or if she would like to pay you.
5. Leave the customer's home with a pleasant goodbye and *thank you*. Tell her you know she will enjoy her new purchase. Mention you will be glad to help at any time in the future. "*Love that customer — she's your real boss.*"
6. When you return, promptly report to salesman the customer's reaction and any needs for future purchases you may have heard mentioned or noticed a need for.

There is nothing new or original in the above policies — add to or delete to suit your operation and your own employees.

industry events

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

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

National Electrical Week, Feb. 9-15.

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

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

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

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

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

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

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

The International Home Furnishings Market, The Merchandise Mart, Chicago, June 15-21.



The Tappan Reversa-Jet Dishwasher. It's Niagara Falls with pushbuttons.

When it comes to powerful water action, the Tappan Reversa-Jet Dishwasher is the next thing to Niagara.

Turn on a Tappan, and you unleash a swirling, steaming spray of hot, sudsy water that floods into every nook and cranny of every single dish.

The Tappan difference is *reversing spray action*. Two high-speed spray arms spin clockwise, then automatically reverse and spin

counterclockwise. Sticky food can't find a place to hide, so dishes come out sparkling clean all over.

How much better is Reversa-Jet than the machines you're selling now? Our engineers test Tappan's *lowest-priced* dishwasher against all the leading *high-end* models. We out-wash them, time after time.

Why don't we out-sell them? Because not many people know Tappan

has such a great dishwasher. That's why we're advertising Reversa-Jet in such top magazines as *BETTER HOMES & GARDENS*, *HOUSE and GARDEN*, and *HOUSE BEAUTIFUL* Home Building and Remodeling Guides.

And offering you special deals on the best dishwasher in the business: Niagara in a beautiful box. Tappan, 250 Wayne Street, Mansfield, Ohio 44902.

TAPPAN makes everything in the kitchen your business.

WHERE THERE'S ELECTRICITY... THERE'S ICE! WITH THIS NEW U-LINE ICE CUBE MAKER

just plug it in!

NO INSTALLATION NEEDED



TCMF-28

Now! A Truly Portable ICE CUBE MAKER

USE IT EVERYWHERE
HOME • OFFICE • BOAT • PATIO
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Electric housewares . . .

(Continued from page 16)

A four-brush model, Model TB-5, is also available at a suggested retail price of \$18.98. *General Electric Co., 1285 Boston Ave., Bridgeport, Conn. 06602.*

Hitachi Massager

Called the "Magic Wand," Model HV-110 is a uniquely shaped, compact massager which has a rigid body with a fluted surface for non-slip holding. Attached to the body is a vibrating head which is quilted to provide "a gentle yet firm kneading



Hitachi "Magic Wand" action." The 1.4-lb. unit has a magnetic motor and operates on 110-120 volts 50/60 cycles ac. It is available in colors of soft pink for ladies and eggshell for men. It comes gift-boxed at a suggested retail price of \$25. *Hitachi Sales Corp., 48-50 34th St., Long Island City, N.Y. 11101.*

Sunbeam Vacuum Cleaners

One of two new high-performance, economy lightweight upright vacuum cleaners converts to a hand vac, entering Sunbeam into that field for the first time.

These "vacuum brooms" feature a deluxe two-position nozzle that adjusts quickly for either bare floors or carpets; and include a bumper to protect furniture; large, easy-change dustbag; cord hooks at the top and bottom for convenient store of the 18-ft. cords, and a "powerful" motor plus a single-stage fan. Model VC301 carries a suggested retail price of \$21.95. The convertible unit, Model VC302, has a handle on the body of the cleaner and simple releases for detaching the tubular handle, converting the unit to a hand vac. Suggested retail price: \$25.95.

A five-piece accessory kit — wand, hose, and three cleaning tools — is available at \$6.95. *Sunbeam Corp., 5400 W. Roosevelt Rd., Chicago, Ill. 60650.*

Northern Facial Sauna

Called the "Deluxe Beauty Mist," Model 6204 is a new facial sauna carefully engineered to fit varying facial contours. Featuring a convenient off-on switch and high visibility indicator light, the unit produces 120-degree vapors which penetrate and help cleanse skin naturally. The unit is easy to use, operates on standard 110-120-volt current, and is color-packaged for self display. Suggested retail price: \$14.95. *Northern Electric*



Northern Electric Model 6204
Co., 5224 N. Kedzie Ave., Chicago, Ill. 60625.

Rival Blender

With trim, squared-off lines pointing up the "uncluttered" design of its contemporary look, Model 932 is a new deluxe solid-state eight-push-button timer blender emphasizing precision speed control with automatic timing. Available in white, avocado and harvest with a "Wood Tone" control panel, the unit has a 720-watt motor for heavy-duty grinding, chopping and liquefying.

The 44-oz., heat-resistant "Tyril" container opens at both ends. Solid-state control provides a choice of seven speeds ranging from 12,000 to 19,000 r.p.m. The unit shuts off automatically thanks to a 60-sec. timer. The blender operates manually, too. Other features include removable surgical steel blades, and a two-piece snug-fit cover with a removable see-through two-oz. measuring cup for adding ingredients while blending. Suggested retail price: \$44.95. *Rival Mfg. Co., Kansas City, Mo. 64129.*

Westinghouse Hair Dryer

The "Debonaire Mini-Compact" hair dryer is said to be more efficient because it delivers the warm air directly into the top of the bonnet and on the hair. A specially designed padded cradle supports the heating unit on the back of the neck, so there is no drag or pull on the large-size bonnet. The solid-state hair dryer 1½ lbs. and is available in two paisley print color combinations with color matched carrying case. Model PHD10 with two heat settings plus "off" has a



Westinghouse "Debonaire" hair dryer suggested retail price of \$17.95. Model PHD20 with separate "on-off" plus four heat settings, has a suggested retail price of \$21.95. *Westinghouse Electric Corp., Route 27 and Vineyard Rd., Edison, N.J. 08817.*

Craig

CRAIG "212"
THE NATIONS BEST SELLING
CASSETTE RECORDER
NOW HAS
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AS STANDARD EQUIPMENT



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THE DYNAMIC SYSTEM* which was an optional accessory is now STANDARD EQUIPMENT on the new CASSETTE version of the famous CRAIG "212" Tape Recorder.

*THE DYNAMIC SYSTEM, as a detachable AC Power Cord, makes the CRAIG "212" CASSETTE Tape Recorder a THREE-WAY PORTABLE (permits playing on house current as well as batteries and also serves with optional Rechargeable Battery Pack!)

The key to the DYNAMIC SYSTEM is the world famous U L listed SAFE-T-PLUG which keeps hot, high voltage house current at the wall outlet and delivers only cool, low voltage DC to the product.

P.S. ANY MANUFACTURER CAN ADD THE DYNAMIC SYSTEM TO ANY BATTERY-OPERATED PORTABLE WITHIN 24 HOURS!



For more information about THE DYNAMIC SYSTEM write BUD SULGER, OEM Division.

Dynamic Instrument CORP.
Dept. 1 M 115 E. Bethpage Rd., Plainview, N.Y.

Craig

For more information about the CRAIG "212" or other quality electronic products write to CRAIG CORPORATION PRODUCTS DIVISION, 2302 E. 15th St., Los Angeles, Calif. 90021.

Just because you sell a lot of sets doesn't mean you make a lot of money.

Not if you have to cut \$40-\$50 off the suggested list price to meet competition up the street.

And who doesn't?

In fact, it's gotten so bad, almost nobody's list prices are taken seriously anymore. Least of all by your customers.

Either they don't have enough confidence in the quality of the sets to be willing to pay, or they figure they can always go to the guy around the corner and bargain with him.

And when you finally do sell the set, one or two service calls during the warranty period and you stand a good chance of losing whatever profit you did make.

That's what makes Sylvania different. Our dealers' retail prices are taken seriously.

Because we build in evident value to support them. Like our fine cabinetry and bright picture tube.

And because of our limited distribution policy.

Combine that with our new, highly reliable "Gibraltar" color TV chassis and you end up with predictable profits.

So if you're a Sylvania dealer, get yourself a bigger wallet.

If you're not a Sylvania dealer, lots of luck.

SYLVANIA
GENERAL TELEPHONE & ELECTRONICS



For more information contact your Sylvania representative, or write Sylvania Entertainment Products, Batavia, New York 14020. (716) 343-3470

Mart magazine/Jan. 15, 1969

approach at gift-giving times. For example, at Christmas, Sears seems to lack that "zing!" in small electrics that you find at other times of the year, particularly in contrast to the all-out "zinging" of the "name" stores with their "name" brands.

able enough in their attempts to be of help. But they were content enough to leave at least one visitor alone when he explained he was not ready to buy but was merely compiling a possible gift list. They were otherwise busy back-stocking

Old Stackpole, former managing director of the American Gas Ass'n; Baron Whitaker, president of Underwriters' Laboratories; and Frank S. Fitzgerald, executive vice president, Architectural Aluminum Mfrs. Ass'n.

Mart magazine/Jan. 15, 1969

WRH

63

news & trends

(Continued from page 7)

way to get close to them was at the retail level, face-to-face across a selling counter, and to be "involved directly."

The Tape Deck will be utilized to test selling techniques, the exposure of products in the most effective ways, the flow of retail traffic, the effectiveness of point-of-purchase materials, merchandising ideas, the problems of pilferage, and other problems and techniques common to the industry.

For example, with respect to pilferage, the store will test both open and locked types of display units to determine how much pilferage may actually take place, and how it relates to the sales rate of the open displays versus the closed unit. A source close to GRT said, "We have no way of knowing how accurate the stories are that we get from some 200 distributors. Some say pilferage is excessive and that display racks should be locked. Others say that you're better off with open racks that result in a lot more sales, with only a small additional amount of pilferage compared with the locked racks. This store will help us determine what is actually the truth."

The source said that the store was not set up as a money-making proposition, but as an aid to the firm's production and marketing efforts.

Pay TV okayed by FCC; operations can start on June 12

After pondering the question for almost 17 years, the seven-man Federal Communications Commission has authorized nationwide over-the-air subscription, or pay, television (STV) as a supplementary broadcast service. The rules set up by the FCC take effect June 12. This is supposed to allow time for Congressional and court review. **Some time before that date, the Commission will issue technical standards for STV systems, and no applications for station authorizations will be accepted until the technical rules are adopted — and no grants will be made until the rules go into effect.** The question of rules requiring cable TV (CATV) carriage of STV signals from STV stations was left open and a "notice of proposed rule making" was announced. The FCC ended the portion of the pay TV inquiry dealing with wire or cable STV as a separate form of subscription service.

"The first STV operation under the FCC order can be under way in possibly a year," said Joseph S. Wright, board chairman of Zenith Radio Corp., "with other markets following so that several could be on stream during 1970." A Zenith licensee, Teco, Inc., is charged with promoting and developing Zenith's "Phonevision" system for STV. **Several major cities from among the more than 80 eligible under FCC rules are now under detailed study,** Wright

said. Zenith is continuing preparation for the production of its new solid state decoders for home sets.

In over-the-air STV, both the sound and picture signals ordinarily would be transmitted by the TV station in scrambled form and would make sense only to those TV owners having unscrambling devices attached to their sets. **STV will be allowed only on one station in a community and only in communities that, in addition to the STV station, receive service from at least four conventional TV stations so that "ample" conventional TV programming will be available.**

Referring to the Hartford, Conn., STV "trial" which was launched in 1962, the FCC said, "We observe that the results of a single trial cannot be projected into the future to indicate with complete accuracy the nature of a new service. However, a trial can, and the Hartford trial did, supply us with information that does afford a projective basis with some attachment to reality as opposed to mere conjecture that existed before."

R.K.O. General, Inc., sponsor of the Hartford experiment, announced that it is halting it later this month, citing increasing costs. It is reported that there are 5,000 subscribers to the service who paid \$10 for the unscrambling device and \$3.25 a month for the service, plus payment in multiples of 25 cents for the programs they wanted to view. Shows could be received in black-and-white only.

Due for '69: sales increases galore

The first-half of '69, according to many authorities, is essentially an economic question mark. But visions of the more distant second-half and for the year as a whole, however, become more glorious, dulled only by a multitude of ifs.

The Gas Appliance Mfrs. Ass'n anticipates increased sales in most categories. There probably will be nothing "spectacular," as GAMA puts it, noting that in "several categories new sales peaks were established during the year just past. Hence, the additional unit volumes expected for the coming year can be regarded as solid progress."

For its optimism, GAMA cites expected housing starts in '69 (more than 1,600,000 units, up from 1,475,000 starts during '68); the mobile home industry (which predicts sales of some 350,000 units this year); and the fact that gas utilities will add more than 700,000 residential customers to its lines during the year. At the end of 1969, GAMA notes, the utilities will be serving about 37,281,000 households. Not included are an additional 11,000,000 homes which use LP-Gas. Finally, there'll be the vast sums that annually are spent for home modernization — close to \$13 billion is reported to have gone into such projects last year.

The consensus of manufacturers report-

ing in the GAMA survey expects that a total of 2,296,900 gas ranges of all types will be sold in '69. This would be a gain of one per cent. Equipment referred to comprises residential free-standing gas ranges, high oven ranges, set-ins, slide-ins, drop-ins, and built-in oven-broilers. The maximum estimate puts the increase at 9.3 per cent.

The consensus with respect to gas clothes dryers expects 924,800 units to be sold, or a gain of 4.4 per cent. The maximum expected gain here too is 9.3 per cent.

The Electronic Industries Ass'n consumer products div. states that for 1969 "and beyond" the industry consensus is that "opportunities will be excellent." EIA expects the current growth rate to continue and to grow at the rate of five to 10 per cent each year into the next decade. One of the chief growth factors cited is the industry's wide appeal to the growing "youth" market, which EIA estimates is about one-quarter of the U.S. population. "Color television, video tape equipment, cassette and cartridges, and integrated home communication centers will be the major growth product areas contributing to consumer electronic increased sales in the next five years."

Wrapping up 1968, EIA found that total U.S. sales of consumer electronic products — domestic factory sales and imports — would, when the final tally is made, exceed \$5 billion, up 10 per cent from 1967, and sales of domestic manufacturers will reach about \$4.5 billion. Television was expected to account for almost 50 per cent of the total with U.S. sales of more than 12 million units, with color sets accounting for about half of the sales.

Ross D. Siragusa, chairman of the board, Admiral Corp., said that long-range forecasts for TV and refrigerator sales anticipate a faster growth rate for these products than for the general economy. Addressing a distributor meeting last month, Siragusa pointed out that the television industry is forecasting annual sales increases of about 10 per cent per year for the next five years. Industry sales of refrigerators are expected to grow at a rate of about five per cent, with side-by-side types increasing at a faster rate.

While economists expect a continuation of the strong economy that will be entering its eighth year in 1969, Siragusa said they believed the actual rate of increase over 1968 would be about three per cent, after taking into consideration inflationary price increases. Siragusa also stressed the fact that consumers have been upgrading their purchases in recent months.

Further gains in air conditioning unit sales are likely in 1969, following an expected increase of more than 12 per cent in 1968, predicts William H. Roberts, president of Borg-Warner Corporation's York Div. Roberts cited several factors that have helped boost industry sales to a record in 1968 and which contribute to the favorable outlook for '69. Specifically: (1) the continued growth of central residential air conditioning; (2) strong demand for room air conditioners for homes, apartments, and offices; (3) an increase of about 18 per cent in sales of automotive air conditioners. He said that sales of both central units and room units were up about 10 per cent in 1968.

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Not if you have to cut \$40-\$50 off the suggested list price to meet competition up the street.

And who doesn't?

In fact, it's gotten so bad, almost nobody's list prices are taken seriously anymore. Least of all by your customers.

Either they don't have enough confidence in the quality of the sets to be willing to pay, or they figure they can always go to the guy around the corner and bargain with him.

And when you finally do sell the set, one or two service calls during the warranty period and you stand a good chance of losing whatever profit you did make.

That's what makes Sylvania different. Our dealers' retail prices are taken seriously.

Because we build in evident value to support them. Like our fine cabinetry and bright picture tube.

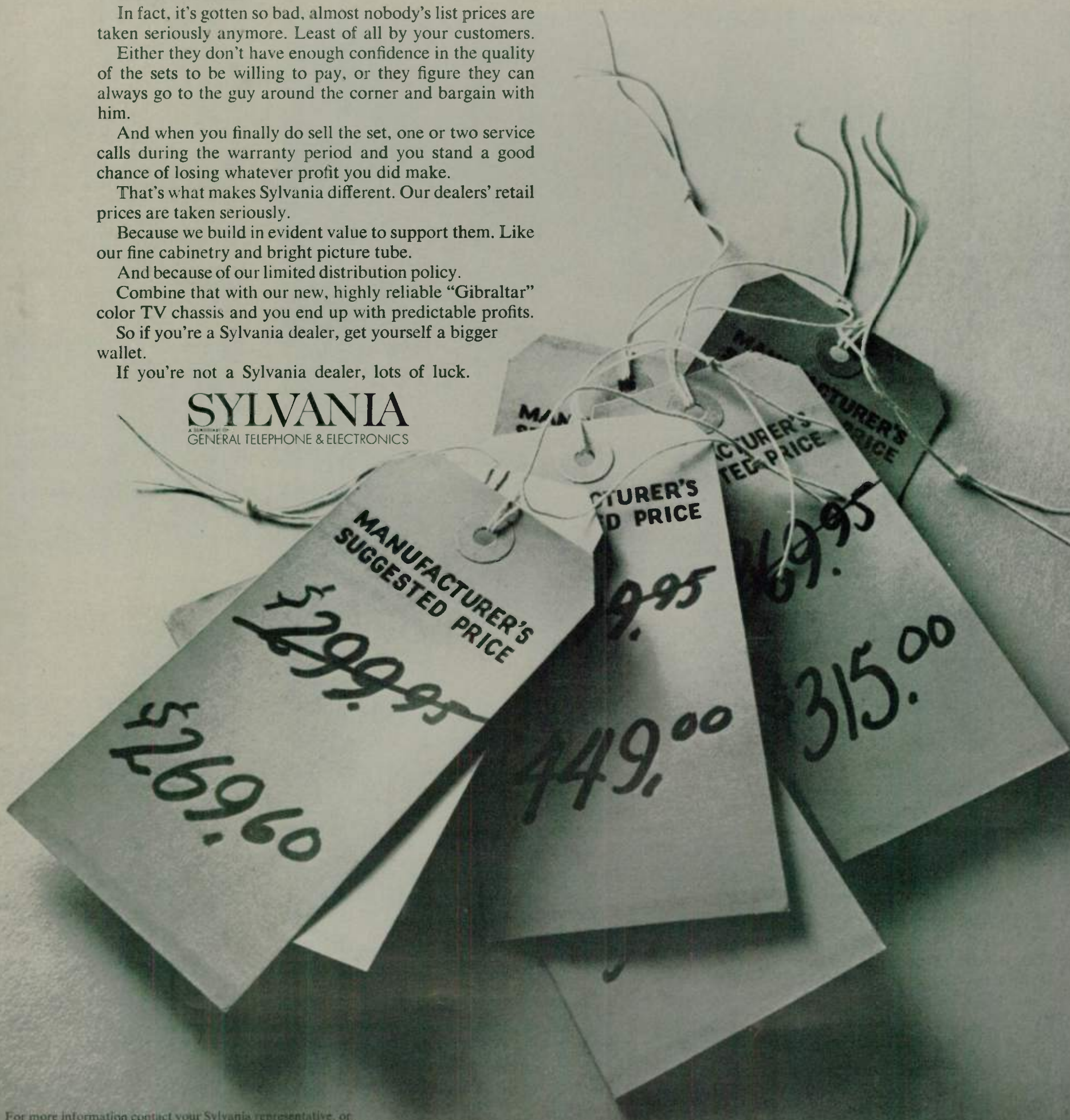
And because of our limited distribution policy.

Combine that with our new, highly reliable "Gibraltar" color TV chassis and you end up with predictable profits.

So if you're a Sylvania dealer, get yourself a bigger wallet.

If you're not a Sylvania dealer, lots of luck.

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For more information contact your Sylvania representative, or write Sylvania Entertainment Products, Batavia, New York 14020. (716) 343-3470

WRH

Zenith introduces '69 color TV; IC used for "chromatic brain"

Zenith Sales Corp. has announced new color TV models for 1969. They include a series of deluxe consoles and "home theater" combinations that are said to be the first in the industry to use an integrated circuit as the color demodulator or "chromatic brain" of the color receiver.

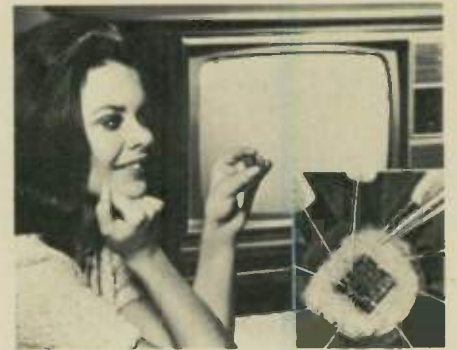
Another major engineering innovation is the "Titan 80" "hand-crafted" color chassis that appears in 44 receivers in the 50-model line, ac-

ording to Walter C. Fisher, Zenith Sales Corp. president. "The chassis is hybrid in design," he said, "combining the best vacuum tube circuitry and performance with proven solid-state devices in many critical circuits."

Eighteen of these sets, all top-of-the-line 23-in. "Decorator" series models, introduce the integrated circuit color demodulator. It is designed to extract the color information from

the composite video signal and supply it in precise balance to the picture tube for full color reproduction.

The firm's integrated circuit fuses 19 transistors, two diodes and 24 resistors on a single silicon chip less than 1/16th of an inch square. The chip has a ceramic base and is enclosed in an epoxy covering. As a complete 'package,' the unit plugs into a socket in the TV chassis just like a tube.



Color TV "brain," an integrated circuit occupies fraction of space needed for conventional circuit. Forty-five separate components are fused on single silicon chip less than 1/16-in. square.

Fisher said that the "Titan 80" chassis "is the easiest color chassis to service that Zenith has ever produced. Its layout provides optimum location of all circuits. Many components are the plug-in type. All transistors are either plug-in or part of a plug-in sub-assembly for ease of servicing. Every transistor used in the 'Titan 80' is silicon."

Other highlights in the new color line include:

A new "gyro-drive" UHF channel selector that provides selection of UHF channels with a forward-reverse flywheel action;

Automatic fine tuning control in 37 sets;

Two 18-in. table models that feature AFC for the first time. They are the "Talbot," Model Z3914, and the "Dundee," a "Space Command"-equipped Model Z5922.

Also, a three-model "Celebrity" series brings AFC-equipped 23-in.



"Talbot," an 18-in. color set, features AFC, non-reflective "Cinelens" picture glass, 25,000-volt chassis.

consoles to market in furniture styles below \$600. "These sets in Danish Modern, Early American and Mediterranean wood cabinet styles are respectively \$20, \$40, and \$75 lower at retail than previous models with similar furniture designs and AFC," Fisher said. The newcomers are the "Bergholm," Model Z4516WO; the "Wyndham," Model Z4517MO; and the "Barcelona," Model Z4518PO and DEO.



WHAT
do Friedrich dealers
have that others
don't?



(PROFIT)

Friedrich dealers profit from a line that enjoys the reputation for highest quality, lowest operating cost (the highest overall BTU/WATTS efficiency in the business, according to AHAM certification).

Friedrich has a plan that protects dealers' PROFITS. And that's what you're in business for! Friedrich gives you more profit and we can prove it. Call or write us! Julian Warren, Room Air Division Manager, Area Code 512: CApitol 5-1671.



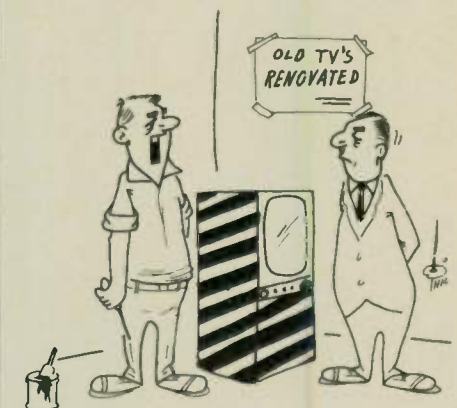
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Profit, too,
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Air Conditioning.
You can sell both—
Friedrich room
and central systems.

Friedrich Refrigerators Inc., 1117 E. Commerce, San Antonio, Texas... SUBSIDIARY OF CRUTCHER RESOURCES CORP.



"You act as if you'd never seen a black-and-white TV before."

ADMIRAL announces its new lines for 1969

The new Mastercare Maintenance Program, now nationwide, provides service and parts for one year on all appliances.

THE introduction by Admiral Corp. of its new appliance lines for '69 — nine electric ranges, 12 home freezers, and 22 refrigerators — is highlighted by the appearance of three new 31-inch-wide "Duplex" refrigerator/freezers, which make the firm, according to G. P. Connor, refrigerator marketing manager, the only manufacturer offering side-by-side units in five different widths. Another highlight: the announcement that the Mastercare Maintenance Program (introduced last September for the company's 1969 room air conditioners) has been extended to the entire '69 Admiral appliance line. The new nationwide program provides service and parts for one year. Under the previous warranty, parts were provided for the one-year period, but labor was not included.

R. C. Walker, marketing manager, appliance division, said that customers who move to another area of the country during the first year will be fully covered for the balance of the 12-month period. Under the new program, Admiral will replace parts and provide service, at no additional cost to the customer, for one year after purchase, if a

1969 appliance fails to operate due to factory design, workmanship or component failure.

Large freezer compartments, complete "no-frost" operation in most models, cantilever shelves, and separate temperature controls for the freezer and refrigerator are features of three conventional models and nine "Dual-Temps" in the refrigerator line. With the new 31-inch-wide "Duplex" units, Admiral now offers 10 side-by-side refrigerator/freezers. The five different sizes are 31, 33, 35 $\frac{3}{4}$, 41, and 48 inches in width, with capacities ranging from 18.4 to 30 cubic feet. The "Duplex" units also have cantilever shelves and feature high impact rubber wheels and a new automatic door closer, said to pull the door shut from a distance of up to six inches.

Other features include "Frigid Meat Keeper" with adjustable control and an "Economizer" control (prevents moisture forming on the exterior in excessively humid weather and lets user turn off the electrical heat during less humid months).

Optional accessories with most Duplexes are door decorator panels in vinyl laminate on metal, in Kashmir walnut, pecan, and

brushed stainless steel.

Two no-defrosting upright units with capacities of 15.3 and 17.6 cubic feet are features of the '69 freezer line. Three 33-inch-wide upright freezers with capacities from 17.6 to 20 cubic feet are included.

Four self-cleaning electric ranges — including a "Duplex" unit — highlight Admiral's nine-model 1969 line. Wesley H. Wood, range marketing manager, said that the units "enable the homemaker to eliminate the chore of oven cleaning with only three simple steps: 1. latch the door; 2. set oven control to clean; 3. set the oven timer." He added that the upper eye-level oven in the self-cleaning "Duplex" is easily cleaned by placing the removable porcelain panels in the lower oven during self-cleaning.

Admiral also announced the addition of 23 color TV models to its 1969 line, featuring automatic fine tuning, "Instant Play," and seven-button wireless remote control. The 1969 line of Admiral black-and-white portable TV receivers is highlighted by "Instant Play" on all models and solid state circuitry in certain 19-inch sets and in a new 20-inch portable.



New Admiral "no-defrosting" upright freezer, Model NF1997, has capacity of 17.6 cubic feet or 616 pounds of frozen food. It has five door shelves with metal retaining bars that swing up, plus two shelves designed for juice cans.

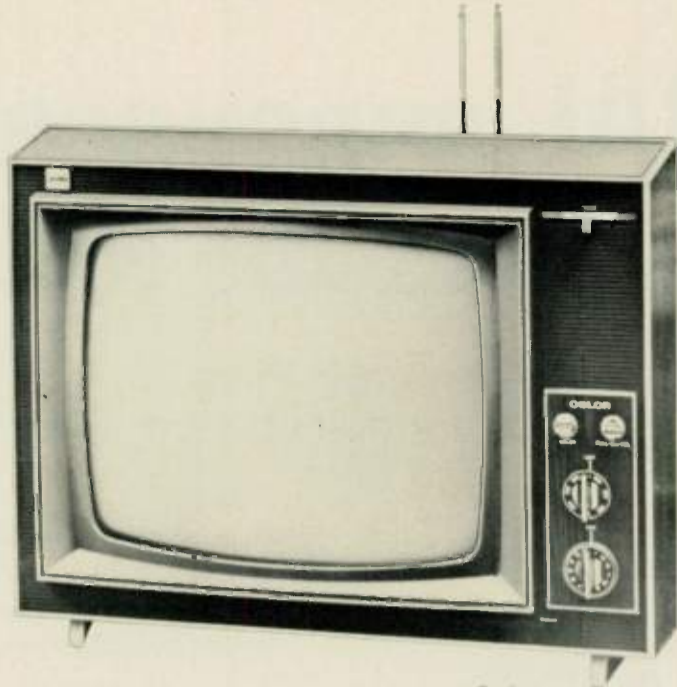


One of Admiral's three new 31-inch-wide "Duplex" refrigerator/freezers, Model IND1896 has 18.4 cubic feet of refrigerated space: 12.2 cubic feet for fresh food, 6.2 cubic feet for storage of 217 pounds of frozen foods. Unit also features adjustable cantilever shelves, porcelain crisper, separate temperature controls, meat keeper, automatic door closers, and ice maker.

With new Admiral "Duplex" electric range with self-cleaning oven, Model DEC3096, homemaker performs three steps to eliminate chore of oven cleaning: 1. Latches door; 2. Sets oven control to clean; and 3. Sets oven timer. Upper eye level oven is cleaned by placing its removable porcelain panels in lower oven during self-cleaning operation.



one



NEW 15-IN. DIAG.
PORTABLE COLOR TV!
MODEL C6A.

two



NEW 18-IN. DIAG.
PORTABLE COLOR TV!
MODEL C7A.

free



FREE TV CARTS!

With each C6A, you receive a free \$19.95 TV cart; and with each C7A comes a free \$24.95 TV cart. Great deal!

Another big deal! A free \$17.95 TV cart also comes with each C3A 11-in. diag. portable you order. That's the set with Toshiba's famous "Spectronic" color.

Bringing sweet tears of joy to your eyes . . . two new color portables from Toshiba . . . plus a *free* stand for each. A good deal for the big spenders. Which big spenders? The Portable People. We discovered them, and won their fierce loyalty with portables specially built to take their jolts and jars.

Toshiba color portables, for instance, are built with picture tubes protected by steel bands; deep etched copper circuitry; solid state devices; crash-proof cabinets; and handles that stay on.

These two new additions also feature "instant on" circuitry; readily demonstrable finger-tip tint control; slimmer, trimmer, younger-looking styling; and our two (2) year color picture tube warranty.*

And to get things rolling, we offer you a free TV cart with each. Who are we? Toshiba America, Inc., 477 Madison Ave., N.Y., N.Y. 10022. Give us a call. (212) 758-6161.

*Toshiba warrants the Spectronic color picture tube on Models C7A, C6A, C3A for two years to the original owner. Toshiba will supply a replacement tube, warranted for the unexpired portion of the original two-year warranty, in exchange for any defective tube without charge. All other parts (except for antennas, handle and accessories) are warranted for one full year. Labor will be provided without charge for 90 days. To be effective, completed warranty card must be returned by mailing to Toshiba within 10 days of purchase and product delivered for repairs at an authorized Toshiba Service Center.

Toshiba®

THE INTERNATIONAL ONE

mart private label report

Sears small electrics: self-conscious for special-gift giving?

Has anyone else noticed that Sears seems to lose some of its charm for otherwise Sears-happy customers when they want to buy electric housewares for important gift-giving occasions?

Such appears to be the case in a number of the middle-to-upper income Southern California bedroom communities where Mart has been making informal studies of gift-buying habits.

The results of these studies, in so many words, is that many Southern Californians say they are perfectly satisfied to buy Sears small electrics for use in their own kitchens or bathrooms but not especially for public appraisal at auspicious gift-giving times—Christmas, weddings, anniversaries or birthdays outside the family.

At these times, gift givers want a "name" to go with the gift. To illustrate with the knowing appeal of one "name" retail ad that proliferates at big gift-giving seasons: it urges readers to give "the Sincerest Compliment, a gift from Robinson's." This same appeal is expressed in any number of other ways by such prestigious Southern California "name" retailers as Bullock's, May Co. and Broadway. Their small electrics gift-giving ads strongly indicate an awareness of the special importance of their names and those of Farberware, Robeson, Presto, Shetland, Salton, Waring, Toastmaster, Ronson (to name a handful from a week's spate of last year's Christmas ads, all of them proudly full-page).

Gold's, a prominent Southern California appliance store, came right out and headlined the whole idea in a recent advertisement: "Santa is a name-dropper."

Does it seem inconsistent that customers would want to express their "sincerest" gift wish with a non-private label when they nonetheless take the private label to their own hearts for home use?

Not really inconsistent. Consider the remark of a well-known New York furrier when Sears got into the luxury-fur business a few years ago: "What woman will want to put out for what man to give her a mink coat with a Sears label in it?"

Or consider the candid confession of one Southern California mother-of-the-bride who admitted she had bought her daughter's "going away" coat at Sears ("It was the only place that had what she wanted for the price!") and replaced the Sears label with one from Robinson's.

In small electrics, Sears seems to respond to its apparent lack of gift-giving charisma for many customers by being uncharacteristically self-conscious about its sales approach at gift-giving times. For example, at Christmas, Sears seems to lack that "zing!" in small electrics that you find at other times of the year, particularly in contrast to the all-out "zinging" of the "name" stores with their "name" brands.

Two weeks before Christmas, for example, one of Sears' biggest Southern California stores seemed to take a rather disheartened approach to small electrics even as the national statistics were piling up for a billion-dollar Sears December sales volume.

Three cluttered islands of small electrics were a relatively quiet oasis surrounded by mixed nuts and candy on one side, where action was aplenty, and lighting fixtures on the other, where good traffic seemed to be a family affair set on sprucing up home and hearth for the holidays.

Displays of standard assortments of small electrics acknowledged the Christmas season in a desultory way: red shelf cloth was used the length of island counters, and the ends of the islands were lightly punctuated with, in each case, a wreath-enclosed waffle-maker, coffee-maker or steam iron. So much for Christmas display-cheer.

(As a matter of fact, display people didn't seem to have even taken a second look at their lack-lustre efforts: display signs of last week's emphasis on steam irons had been left where they were when this week's emphasis on coffee-makers was put on the same spot.)

If small electrics assortments were routine, so were the items chosen for highlighting. There were no surprises.

For ironers, the best-item-as-usual was the "Lady Kenmore" steam-spray-dry iron, with the same sales-sign appeal usually used ("... any fabric from light synthetics to heavy linen.") rather than a gift appeal for the \$21.95 leader. For coffeemakers, it was everyday emphasis on the 4-12 cup stainless steel leader for \$19.50, with no special gift drama. For waffle-makers, it was the combination waffle-and-grill, "Teflon"-coated, for \$19.95, as usually high-lighted.

Periodically, throughout the store, the loudspeaker urged shoppers to this department or that for specific items of Christmas merchandise. During an hour's time, there was no jingle-belling for small electrics.

Traffic worth noticing in small electrics was attracted mostly to an "as advertised" special of a 4.5 cu. ft. refrigerator, walnut grained, with a full-width freezer and push-button defroster, reduced from \$124.95 to \$99.88. (It looked very special, indeed, displayed next to a 2.8 cu. ft. white-enameled compact with a regular sales price of \$99.95)

But this attention-getter was hardly a gift item. The customers were merely looking at another Sears item to buy for themselves, or so three overheard conversations would indicate: the first, to buy it for a beach house; the second, to buy it for a family-room wet-bar; the third, to outfit a small rental property.

Salespeople in small electrics were affable enough in their attempts to be of help. But they were content enough to leave at least one visitor alone when he explained he was not ready to buy but was merely compiling a possible gift list. They were otherwise busy back-stocking

the usual run of boxed small electrics on the bottom shelves of the unbusy islands.

Later that week, a Mart editor asked a Southern California dealer if he had noticed the seeming phenomenon of Sears lack of charisma for gift-giving. His answer was one to think about:

"The only time I wish I were back in small electrics is at Christmas time and during the summer wedding season. That's when people would want to buy a brand name in small electrics from my store with my name on the outside box.

"But what do you do for day-to-day business in small electrics?"

"I'm afraid you watch Sears and White Front and even a better number of our drug stores do a dog-eat-dog routine for the business."

Consumerism viewed as positive, worthwhile outgrowth of prosperity

The interest in consumer product legislation has a rational origin, and is a by-product of the abundance that the American consumer enjoys. Consumerism can be considered a healthy sign of an attitude that promotes the consumer's interest — or it can be a dirty word. These points were made by P.J. Fynn, director of the Merchandise Testing Center, J.C. Penney Co. Fynn was speaking as moderator of a panel session on "Meeting The Challenge Of Consumer Needs," held last month in Washington, D.C., during the USA Standards Institute's 50th anniversary meeting.

"This is the era of the consumer," Fynn declared. He added that in our present-day system of mass production and mass marketing, technology dominates so much of what is bought that the average consumer becomes apprehensive and that this apprehension is communicated to the government. Fynn, who also is chairman of the USASI Consumer Council, asserted that "American business organizational and entrepreneurial know-how is the most powerful and positive force that can be brought to bear on consumer problems, and now that business is becoming aware, it is beginning to act."

He contended that consumer product legislation tends to inhibit productive inventiveness, and that responsible business and industry can — and will — voluntarily meet consumer needs for safe products that perform satisfactorily. In the panel talks by three industry executives, each speaker emphasized the thought that industry must be a consumer-satisfying system — that answering consumer needs is the basis of prosperity. The speakers were C.S. Stackpole, former managing director of the American Gas Ass'n; Baron Whitaker, president of Underwriters' Laboratories; and Frank S. Fitzgerald, executive vice president, Architectural Aluminum Mfrs. Ass'n.

news & trends

(Continued from page 7)

way to get close to them was at the retail level, face-to-face across a selling counter, and to be "involved directly."

The Tape Deck will be utilized to test selling techniques, the exposure of products in the most effective ways, the flow of retail traffic, the effectiveness of point-of-purchase materials, merchandising ideas, the problems of pilferage, and other problems and techniques common to the industry.

For example, with respect to pilferage, the store will test both open and locked types of display units to determine how much pilferage may actually take place, and how it relates to the sales rate of the open displays versus the closed unit. A source close to GRT said, "We have no way of knowing how accurate the stories are that we get from some 200 distributors. Some say pilferage is excessive and that display racks should be locked. Others say that you're better off with open racks that result in a lot more sales, with only a small additional amount of pilferage compared with the locked racks. This store will help us determine what is actually the truth."

The source said that the store was not set up as a money-making proposition, but as an aid to the firm's production and marketing efforts.

Pay TV okayed by FCC; operations can start on June 12

After pondering the question for almost 17 years, the seven-man Federal Communications Commission has authorized nationwide over-the-air subscription, or pay, television (STV) as a supplementary broadcast service. The rules set up by the FCC take effect June 12. This is supposed to allow time for Congressional and court review. **Some time before that date, the Commission will issue technical standards for STV systems, and no applications for station authorizations will be accepted until the technical rules are adopted — and no grants will be made until the rules go into effect.** The question of rules requiring cable TV (CATV) carriage of STV signals from STV stations was left open and a "notice of proposed rule making" was announced. The FCC ended the portion of the pay TV inquiry dealing with wire or cable STV as a separate form of subscription service.

"The first STV operation under the FCC order can be under way in possibly a year," said Joseph S. Wright, board chairman of Zenith Radio Corp., "with other markets following so that several could be on stream during 1970." A Zenith licensee, Teco, Inc., is charged with promoting and developing Zenith's "Phonevision" system for STV. **Several major cities from among the more than 80 eligible under FCC rules are now under detailed study,** Wright

said. Zenith is continuing preparation for the production of its new solid state decoders for home sets.

In over-the-air STV, both the sound and picture signals ordinarily would be transmitted by the TV station in scrambled form and would make sense only to those TV owners having unscrambling devices attached to their sets. **STV will be allowed only on one station in a community and only in communities that, in addition to the STV station, receive service from at least four conventional TV stations so that "ample" conventional TV programming will be available.**

Referring to the Hartford, Conn., STV "trial" which was launched in 1962, the FCC said, "We observe that the results of a single trial cannot be projected into the future to indicate with complete accuracy the nature of a new service. However, a trial can, and the Hartford trial did, supply us with information that does afford a projective basis with some attachment to reality as opposed to mere conjecture that existed before."

R.K.O. General, Inc., sponsor of the Hartford experiment, announced that it is halting it later this month, citing increasing costs. It is reported that there are 5,000 subscribers to the service who paid \$10 for the unscrambling device and \$3.25 a month for the service, plus payment in multiples of 25 cents for the programs they wanted to view. Shows could be received in black-and-white only.

Due for '69: sales increases galore

The first-half of '69, according to many authorities, is essentially an economic question mark. But visions of the more distant second-half and for the year as a whole, however, become more glorious, dulled only by a multitude of ifs.

The Gas Appliance Mfrs. Ass'n anticipates increased sales in most categories. There probably will be nothing "spectacular," as GAMA puts it, noting that in "several categories new sales peaks were established during the year just past. Hence, the additional unit volumes expected for the coming year can be regarded as solid progress."

For its optimism, GAMA cites expected housing starts in '69 (more than 1,600,000 units, up from 1,475,000 starts during '68); the mobile home industry (which predicts sales of some 350,000 units this year); and the fact that gas utilities will add more than 700,000 residential customers to its lines during the year. At the end of 1969, GAMA notes, the utilities will be serving about 37,281,000 households. Not included are an additional 11,000,000 homes which use LP-Gas. Finally, there'll be the vast sums that annually are spent for home modernization — close to \$13 billion is reported to have gone into such projects last year.

The consensus of manufacturers report-

ing in the GAMA survey expects that a total of 2,296,900 gas ranges of all types will be sold in '69. This would be a gain of one per cent. Equipment referred to comprises residential free-standing gas ranges, high oven ranges, set-ins, slide-ins, drop-ins, and built-in oven-broilers. The maximum estimate puts the increase at 9.3 per cent.

The consensus with respect to gas clothes dryers expects 924,800 units to be sold, or a gain of 4.4 per cent. The maximum expected gain here too is 9.3 per cent.

The Electronic Industries Ass'n consumer products div. states that for 1969 "and beyond" the industry consensus is that "opportunities will be excellent." EIA expects the current growth rate to continue and to grow at the rate of five to 10 per cent each year into the next decade. One of the chief growth factors cited is the industry's wide appeal to the growing "youth" market, which EIA estimates is about one-quarter of the U.S. population. "Color television, video tape equipment, cassette and cartridges, and integrated home communication centers will be the major growth product areas contributing to consumer electronic increased sales in the next five years."

Wrapping up 1968, EIA found that total U.S. sales of consumer electronic products — domestic factory sales and imports — would, when the final tally is made, exceed \$5 billion, up 10 per cent from 1967, and sales of domestic manufacturers will reach about \$4.5 billion. Television was expected to account for almost 50 per cent of the total with U.S. sales of more than 12 million units, with color sets accounting for about half of the sales.

Ross D. Siragusa, chairman of the board, Admiral Corp., said that long-range forecasts for TV and refrigerator sales anticipate a faster growth rate for these products than for the general economy. Addressing a distributor meeting last month, Siragusa pointed out that the television industry is forecasting annual sales increases of about 10 per cent per year for the next five years. Industry sales of refrigerators are expected to grow at a rate of about five per cent, with side-by-side types increasing at a faster rate.

While economists expect a continuation of the strong economy that will be entering its eighth year in 1969, Siragusa said they believed the actual rate of increase over 1968 would be about three per cent, after taking into consideration inflationary price increases. Siragusa also stressed the fact that consumers have been upgrading their purchases in recent months.

Further gains in air conditioning unit sales are likely in 1969, following an expected increase of more than 12 per cent in 1968, predicts William H. Roberts, president of Borg-Warner Corporation's York Div. Roberts cited several factors that have helped boost industry sales to a record in 1968 and which contribute to the favorable outlook for '69. Specifically: (1) the continued growth of central residential air conditioning; (2) strong demand for room air conditioners for homes, apartments, and offices; (3) an increase of about 18 per cent in sales of automotive air conditioners. He said that sales of both central units and room units were up about 10 per cent in 1968.



**YOU'LL NEED
1,500 SUPER BOWLS
TO SEAT ALL THE PEOPLE
WHO'LL BE SEEING
SHARP**

Most manufacturers tend to cut back on advertising this time of the year.

Not us.

Actually, during these next few months we'll be reaching more consumers—plenty of them your customers—than ever before. (And you know what a powerhouse of advertising Sharp had last Fall in Life, Time and Sports Illustrated!)

Starting in January . . . more Sharp full pages. More Sharp full color ads. More Sharp readers. (By actual count, 150,000,000 of

them—enough to fill the biggest Super Bowls 1,500 times!)

What will they be reading about? The full Sharp line: portable color TV and black & white; radios—portable and clock radios, multi-bands and car portables; tape recorders—cassette and cassette-radios as well as reel-to-reel, both stereo and monaural; and a variety of transceivers.

There are Sharp models in every fast-selling category and a **full profit** on every fast-selling Sharp model.

Plus a Winter-Spring advertising campaign that will help make your sales seem like Fall.

Now's the time! Get Sharp.

Sharp Electronics Corporation, Carlstadt, New Jersey 07072

See the full Sharp line at our Hospitality Suite 900, Conrad Hilton Hotel, Chicago, Ill. Jan. 12-17.

SHARP®

Roper's new line offers four gas self-clean units

The Geo. D. Roper Sales Corp. gas self-clean line for 1969 will be expanded to four free-standing models with suggested lists from \$399.95 for the 30-in. Model 1378 up to \$604.95 for the Model 1899 eye-level "Charm."

C. M. Hoover, president and chairman of the parent Roper Corp., anticipated that the firm's year would be a record one, with sales of "about

\$194 million."

For the Geo. D. Roper Sales Corp., John Keegan, executive vice president, indicated that in the first ten months of 1968, sales were 20 per cent ahead of the same period last year, "our biggest year."

He also reported that for the appliance industry in general, 1968 would close as a "vintage year" with good sales increases in a number of

products: dishwashers up 28 per cent, disposers up 28 per cent, electric ranges up 23 per cent, and gas ranges up 6.3 per cent. He projected a 26-million unit appliance record for the year, compared with 21 million in 1963. He also indicated that industry figures projected a 30-million unit year in 1970.

Keegan predicted an increase for his division of some 15 per cent in 1969. He also said that prices may be increased up to five per cent on some models, but these units, he added, would include some new features which were not on similar models in the 1968 line, especially the self-clean feature.

James Loney, national sales manager, pointed out that self-cleaning features on both gas and electric units accounted for 15 per cent of the firm's 30-in. and 36-in. free-standing business in the past four months. With the increased numbers of gas self-clean models to be available, greater gains are expected in 1969.

The Roper new line of ranges includes six 30-in. free-standing gas units (including two self-clean ranges). Prices range from \$219.95 to \$499.95.

The six-model "Charm" line eye-levels, two of them self-clean, range from \$289.95 to \$604.95.

Three 30-in. electric ranges, include a self-clean counter built-in and two free-standing models, one with self-clean. Three eye-level "Charmettes" with double ovens range from \$289.95 to \$529.95, all self-clean.

Features include lift-up tops and removable oven doors throughout the

monitor



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



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



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

*Optional Distributor resale price.

For a complete catalog of descriptions and specifications for all RCA test equipment see your RCA Test Equipment distributor or write RCA Electronic Components, Commercial Engineering, Department No. A-26W 2 Harrison, N.J. 07029.



"Charmette" Model 1899 gas eye-level range with self-cleaning lower oven features mirror door eye-level bake and broil oven with automatic controls. Porcelain enamel-coated oven liners are easily removed and placed in lower self-clean oven during cleaning cycle.

line and easier service access which will make it convenient for servicemen to work on the control panel. A few screws remove for access. Other features include waist-high broilers, cook-and-keep oven controls, and "Tem-Trol" burner controls.

Roper anticipates its first double-oven gas self-clean models for built-in installation may be available by spring.

The company also introduced three front-loading dishwashers, a 16-place setting portable, Model 8599 at \$284.95; a 16-place setting Model 8589 at \$239.95, and a 14-place setting Model 8579 at \$194.95, both built-ins.

Features include double spray arm, porcelain tub, two pull out racks, and rinse injection.

Two new disposers are in the line, featuring a new anti-jamming blade cutting mechanism. The Model 8769 lists at \$34.95 and the Model 8789 at \$53.95 with a half-horsepower motor.

Mr. Zip Says:
Zip Code is for everyone.
Use it for both business
and personal letters,
as well as all packages.

RCA

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

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

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

We think even once is too much.

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

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

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

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

But that's not all.

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

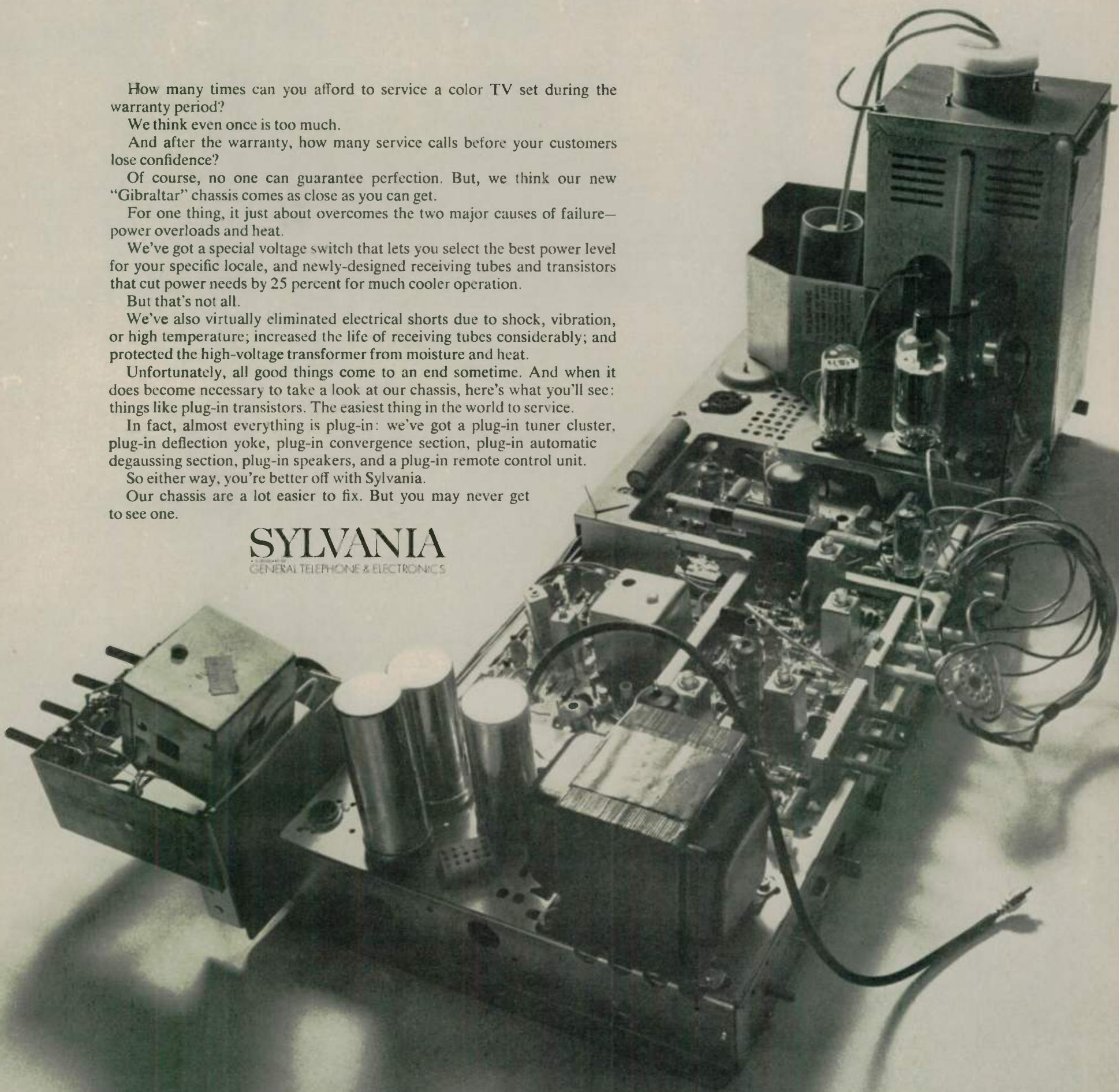
Unfortunately, all good things come to an end sometime. And when it does become necessary to take a look at our chassis, here's what you'll see: things like plug-in transistors. The easiest thing in the world to service.

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

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

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

SYLVANIA
GENERAL TELEPHONE & ELECTRONICS



by Jack Adams

the balance sheet



Winter of Discontent — Having just ended the season where feelings of brotherly love are considered to reach their zenith, one would have to speculate on how many of the hatchets that may have been buried by manufacturers, distributors, and dealers will stay entombed.

In the nearly 25 years that this reporter has gathered comments at all three levels of the industry, he has listened to countless charges and countercharges concerning who is fouling up the business.

Never in this writer's memory have complaints by retailers assumed the desperate tone that has been present in recent months.

We think that this bitterness or desperation comes through strongly from a sizable proportion of the dealers who participated in *Mart's* 1969 Outlook survey.

This is a time of great turmoil in many areas of life throughout the U.S. today, and assuming that some of the outpourings of unhappiness by retailers can be attributed to a sort of release of nervous tensions, one would have to note that there are too many specifics relating to quality control, dealer obligations under warranty service, and freight damage not to conclude that the indus-

try has trouble on its hands.

It seems dubious that though a new Administration is in power that such a popular theme as "consumerism" will stop snowballing.

In the *Mart* Washington Report appearing in this issue, Washington Editor James D. Snyder notes the possibility of a greater federal role in simplifying warranties and improving servicing. He also cites the possibility that the government may unlock a vast storehouse of comparative data on product performance to guide consumers in making buying decisions.

It seems unlikely that any person who holds a position of responsibility in this industry wants to see a sale to a consumer of a product that is poorly made. Nor does anyone want to see this consumer saddled with continuing service problems that will make both buyer and seller unhappy.

Underlying major dealer complaints relative to quality control and service is a recurring theme indicating great lack of communication between the various levels of the industry.

How can a dealer even attempt to give good service when he can't obtain the parts he needs from his distributor?

Are manufacturer executives

aware of how their goods are being handled in the market place?

This is a time when those at all levels of the industry feel the pressures of lack of time and rising costs. But we humbly submit that, as in the case of the so-called urban crisis, the problem is going to be moved in the direction of a solution only when everyone who has a stake in its solution takes some time from his busy week to lend a hand.

We think that at the local level associations or task forces which include dealers, distributors, and manufacturer personnel are going to have to make a thorough study of the local situation. They are going to have to document just how bad the situation is regarding quality control, service costs and parts availability, and freight damages.

This could involve some swallowing of competitive pride, but such information fed back to the factory could be a starting point for trying to find answers to some of the very deep problems that challenge the industry's ability to reach its fullest potential.

And, as we see it, it's not something that can be relegated to a group of committees which will issue reports periodically. It's got to involve everyone who plays a role in placing an appliance in the consumer's home and keeping her happy, from the lowest ranking retail service shop apprentice to the president of the corporation.

And please understand that we realize that many men at various levels in the industry are devoting much thought and effort to finding solutions to these basic problems and have even launched programs designed to cure one or more aspects of the problems.

But the fact remains that unhappy consumer experiences with service or product can only lead to increasing mistrust of the industry

on the part of the buyer. And an increasing number of dealers seem convinced that their relationship with manufacturers has become more and more of a one-sided partnership and that this one-sidedness is making it difficult if not impossible for them to give good customer service and in some cases perhaps even remain in business.

And we haven't even touched on the shortage of sales and service help, which as Dealer Sam Boyd says, "will take the help of everyone including the local utility."

Well, we think it's going to take the help of everyone including maybe specialists in motivation to put the industry back on the tracks and headed toward a point where everyone involved with it is proud of his involvement.

We've talked about this before, and we'll talk about it again.

So, if talk is cheap, talk at least precedes action. And as we mentioned earlier, we think it's going to require continuing effort on the part of many people.

And maybe the government should become involved. But wouldn't it be better to have its agencies come in at the industry's invitation?

If one market area could start a grass roots program to determine service and sales needs and how manufacturers and distributors can work with dealers in meeting these needs, *Mart* as a business publication promises to publicize those efforts to the fullest extent in an effort to encourage other market areas to become similarly involved.

So when and where does such an activity begin?

Well, how about 9 a.m. next Tuesday or 7 p.m. a week from Thursday in a large city or small town in Alabama, Wisconsin, New York . . . ?

by the way



No complaint at all



Happiness is Susan Jannenga, of Chicago, playing in carton sent her by Whirlpool Corp. Susan's big sister, Darlene, acted upon two-page Whirlpool ad that encouraged consumers to write directly to company if they had a complaint. Sister Darlene had no complaint, but a request for her younger sister: a large cardboard box for fun and games. Within a day after letter was received by Whirlpool, Susan had her carton.

GE's "Americana" is "official range" at the 20th annual bake-off

General Electric's "Americana" range will serve as the "official range" at the 20th annual Pillsbury-GE bake-off, which will be held February 9-11, 1969, at the Regency Hyatt House in Atlanta, Ga.

A variety of display pieces are being used by GE dealers across the country to promote the event. Spectacular window and wall banners, "official range" identification cards, red-white-and-blue entry forms and other paper materials have been prepared by GE's range marketing department at Louisville, Ky., and distributed to dealers whose stores have been designated "Bake-Off 20" headquarters.

Finalists will compete for three

divisional grand prizes, each amounting to \$10,000. An additional \$15,000 will be awarded to one of these winners for a grand total of \$25,000 for developing the "Best-of-Bake-Off" recipe.

When the 100 GE ranges are installed for the 100 finalists and the contest is underway, the bake-off area, in effect, becomes "the world's largest kitchen."

GE has participated in the event each year since it was established.

Styles DO change

The "Years of Progress" of the appliance industry in America, sponsor-

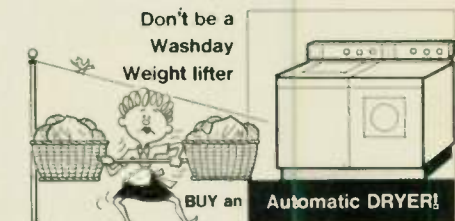


Exhibit shows both old and new — in apparel and appliances.

ed by the Whirlpool Corp., is the theme of one of 23 exhibits now traveling throughout the midwest, as part of the American Showcase Traveling Museum.

The national historic exhibition, presented by *American Heritage* magazine, presents the progress that has been made since the early 1900's.

Heavyweight load!



Contestants in "Washday Weight Lifter" competition sponsored by Cincinnati Gas & Electric Co. learned that a housewife without a dryer lifts more than two tons of wash a year. Giant scale shows weight of the contestant and the basket of wash.

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

General Electric and the Room Air Conditioner. The '69 Story: Fashion and High Style.

For General Electric and the Room Air Conditioner, 1969 is a year of innovation and restyling.

Fashionaire, new on the scene, boasts a rugged Lexan[®] molded case. Six vertical panels have a beautiful rosewood finish for a rich furniture-like appearance. All this in a 10,200 BTUH unit that now fits windows small as 24" wide.

Superthrust '69 brings the dramatic styling

of soft charcoal and exciting black decorator accents. The control door, padded, and finished in leather grain vinyl, captures the "cockpit" look of Detroit.

Fashionette '69 has color on the back, color on the sides and now, color right up front. The colors: Mist Blue, Harvest, Avocado, Frost White and Woodhue. A rich black escutcheon panel sports knobs of chrome.

From Fashionette to Superthrust, you

could sell our entire '69 line on high styling alone.

But you don't have to. With innovations like the GE charcoal odor filter, slumber speed, spine fin air wash and the exclusive GE rotary compressor, there's as much to talk about inside these beautiful machines as outside! So sell from any side you wish!

GENERAL  ELECTRIC



Superthrust '69. 12,000 to 24,000 BTUH.

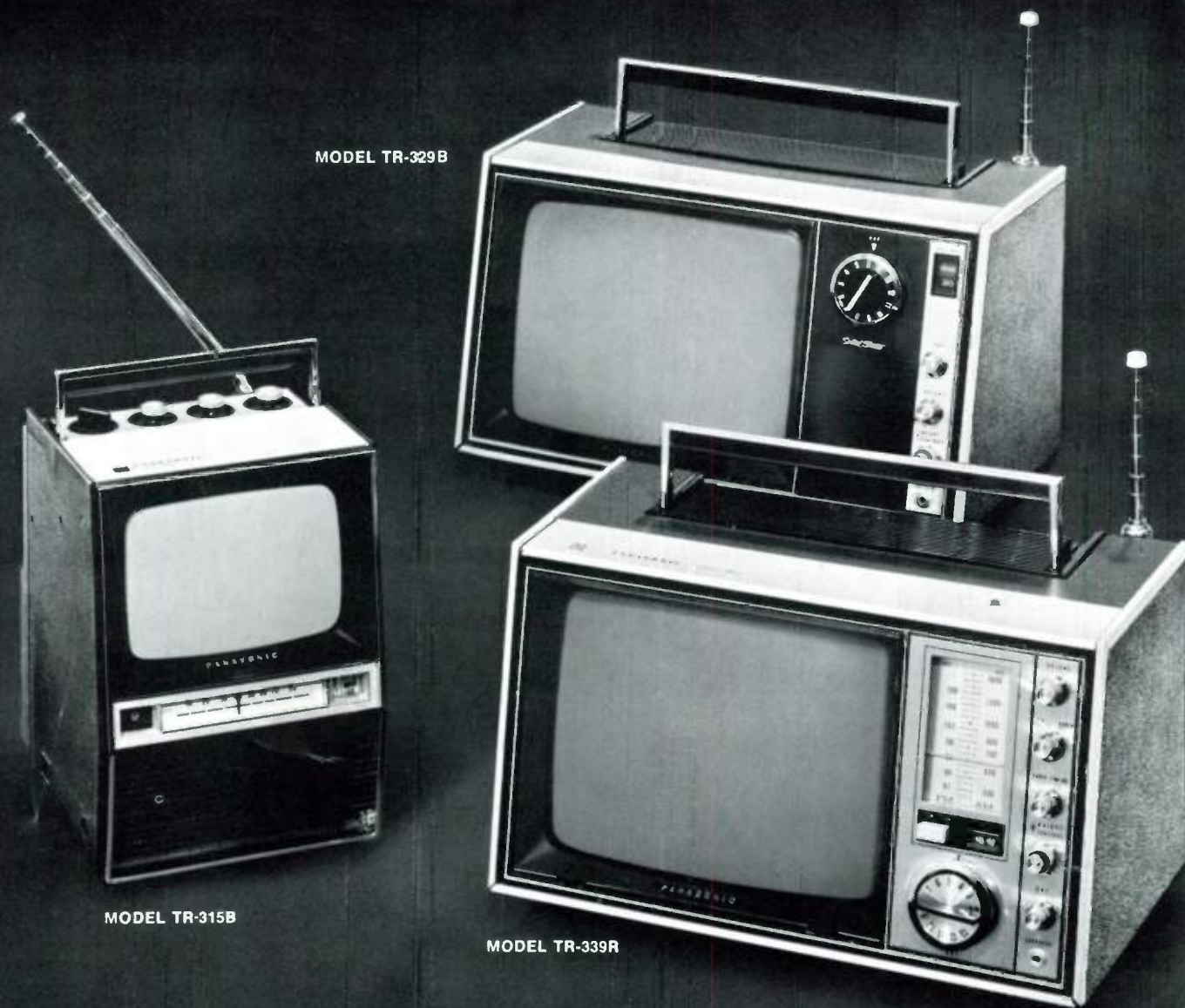


Fashionaire '69. 6,700 to 10,200 BTUH.



Fashionette '69. 5,000 to 8,000 BTUH.

Sell the Line of Leadership



MODEL TR-329B

MODEL TR-315B

MODEL TR-339R

How to win the battery battle.

You win by calling your battery-operated portable TV "portable." And meaning it.

So when a customer comes into your shop, he doesn't suddenly get hit with an extra \$45 for a battery and a sore shoulder lugging it around.

Imagine what this means for the fellow who wants to see TV in his car. Boat. In the park. On the beach. Without a

problem. Well, now he can.

We won by building the battery right inside the set. We also built some models where you just snap the battery on or off.

Classic examples of our "snap-on" battery portables are the Silverlake (TR-339R) with an AM-FM radio and the Longview (TR-329B). Compact design . . . miniature look . . . the kind that moves sales

fast. And both offer a great 38-sq. inches of picture.

Take a look at the Waikiki (TR-315B). You don't even see the battery because it's *built-in*, comes with the set when you buy it. And so lightweight, it's the perfect portable.

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

GO WITH THE COMPANY THAT'S TAKING YOU PLACES **PANASONIC**[®]