

Report on the 50th National Housewares Exhibit

White House study may spur big changes in appliance servicing

Dealers peg 1969 as good year for color TV

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

FEB 1/69

mart

A Buttenheim Publication

New electronic sales trainer



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COLOR 



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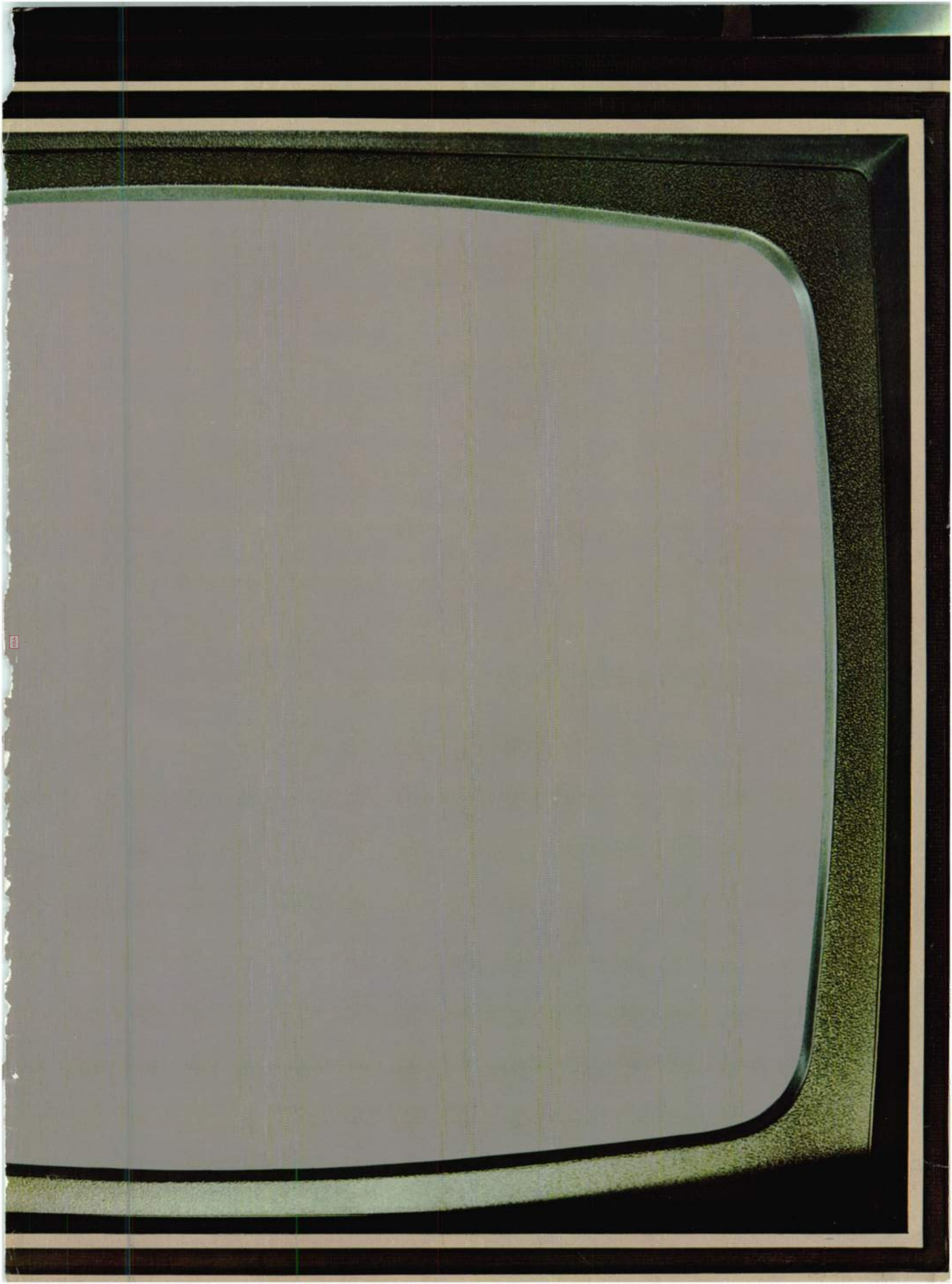
COLOR



ADMIRAL


3-YEAR WARRANTY
Admiral.
COLOR PICTURE TUBES
NO EXTRA COST





Admiral

**The 1
to watch
in 1969.**

◀ in television
in appliances ▶

You're looking at America's one and only 16" color [diag.] portable— shown actual size.

Admiral announces the first 16" (diag.) color portable. It's a leading reason why Admiral Color TV is the 1 to watch in 1969. This new Admiral 16" color portable is big enough to see across the room, small enough to carry room to room. It fits comfortably between the 14" and 18" sizes. Nobody in America makes a 16" screen size except Admiral.

The big-little Admiral is packed with value. Its appearance is quality—trim and slim—with a choice of brown-and-white or elegant Walnut grained finishes. Both finishes are set off by tasteful bright accents.

Inside, the Admiral 16" combines the best solid state and vacuum tube technology in its hybrid chassis. You get greater dependability, less heat buildup, lighter weight and better

picture definition.

Along with our new 16", consider our 14" (diag.). It's one better than its 14" competition. One better by design with its hybrid chassis. One better to sell because you can offer a leader and two step-ups. It's one better in customer protection, too, with the 3-year picture tube warranty.

Our new 16", our new 14" and, indeed, every Admiral Color TV set boasts this unique selling advantage: the exclusive 3-year color picture tube warranty. This is the warranty that's still the leader and still unequaled, unsurpassed.

Admiral—the one and only 16". Plus 14", 18" and 23" (diag.) color TV. Yours to sell in portable, roll-around cart, console, full door and stereo theatre models. Admiral has the full line—the ones to watch in 1969!



A. The Glenbrook. Model 8T161C. 18" (diag.) color portable in Walnut on roll-around cart.

B. The Fremont. Model 3L515M. 23" (diag.) color console in Early American styling.

C. The Kenton. Model 2C301. 20" (diag.) color console in Walnut.

D. Color Playmate 14. Model 4027P. 14" (diag.) portable in Walnut.

E. The Mediterranean. Model 3L598M. 23" (diag.) full-door color console with hidden Easy Roll casters.

F. All-new Admiral Color Playmate 16. Model 6017PC. 16" (diag.) color portable. Roll-around cart packed in with set.

Keep watching... **Admiral**®

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

Admiral



Duplex®

FREEZER/REFRIGERATOR

The 1 to watch in 1969.

Admiral Duplex: More sizes—including a new 31" model—plus distinctive new hidden door handle styling and a new interior color! Plus the greatest new appliance line in Admiral history!

Admiral presents the most wanted side-by-side in a new sales-making size . . . a new 31-inch model to broaden customer appeal and keep the Admiral Duplex Freezer/Refrigerator the leadership line of 1969!

This year it offers the most complete range of size/color/feature combinations in the industry—5 sizes, 10 models, 4 colors—a Duplex to satisfy every customer.

It includes new Mastercare Maintenance to cover all first-year maintenance work—in all 50 states—in accordance with the Admiral warranty.

It features two great new styling changes. Inside, there's a cool beige color that goes elegantly with all four exterior colors. Outside, new built-in handles are hidden

behind a smooth sweep of trim.

There's new excitement in the rest of the Admiral appliance line, too!

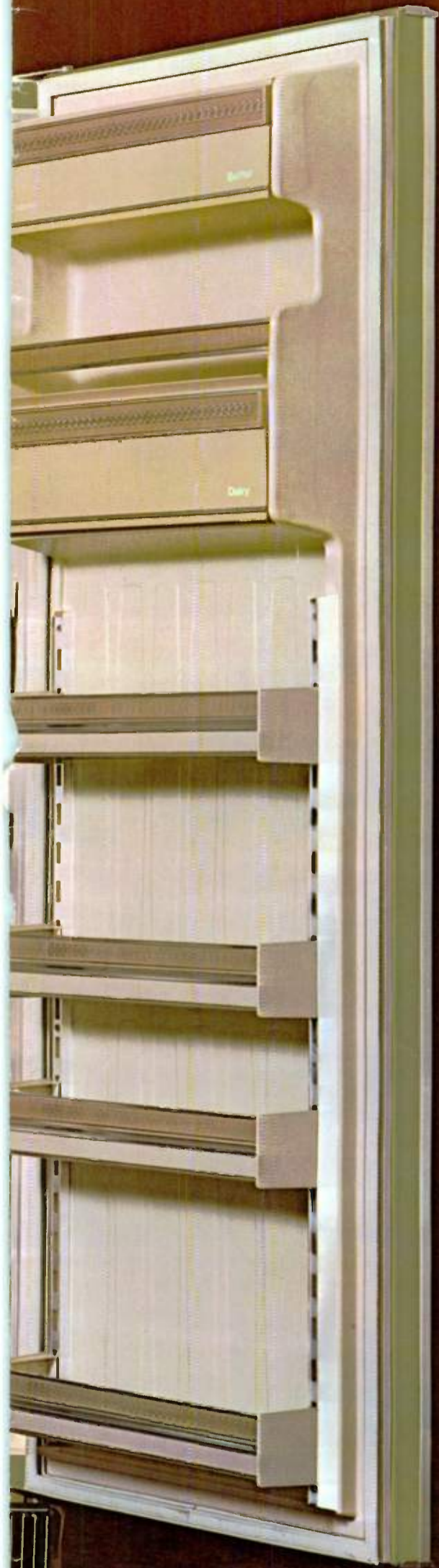
The Dual-Temp Refrigerator/Freezer line features a new, faster ice-maker and freezer capacity that is bigger than ever.

There's a full line of freezers, including chest models and automatic defrosting upright models.

Convenience and sleek styling typify the growing Admiral line of ranges—including a beautiful 30" self-cleaning model with a second oven.

There are special pre-season values on the feature-laden Admiral room air conditioner line.

Cash in on the big excitement! Go with the Admiral appliance line for greater profits. Admiral is the 1 to watch in 1969!



A. Admiral Duplex double oven. Self-cleaning Model DEC 3096.

B. The new 31" Admiral Duplex Freezer/Refrigerator. Model ND 1896. 18.5 cu. ft.

C. Admiral Royal air conditioner in Walnut, with exclusive Comfort-Stat Control.

D. Admiral Dual-Temp Refrigerator/Freezer. Model NT 1697.

E. Admiral chest freezer. Model CF 1596.

Shown at left:
Admiral Duplex
Freezer/Refrigerator.
Model IND 2296.

Keep watching... **Admiral**

Admiral



\$700 sound. \$350 price. Admiral Bull Horn Stereo is that good. It leads the long line of Admiral stereo, B&W TV, radio and phono products.

We've captured the rich, robust sound of an 8-ft. \$700 stereo console in just four feet. Now it's yours to sell.

The Admiral Bull Horn is the hottest sales idea since stereo. We've combined special speakers with padded, tuned chambers to produce a sound so clean, bass so deep, we've applied for patents. If there ever was a console to sell itself on demonstration, this is it! So demonstrate the Admiral Bull Horn

consoles on your floor. There's no doubt about it: Bull Horn consoles could be your biggest profit maker!

In, 1969, style is the name of the game, and Admiral styling sells on sight. All Admiral radios, phonos, bookshelf stereo, portable TV, FM/AM/FM stereo radios, clock radios, and cassette tape recorders are styled high to sell big.

So go with Admiral, the 1 to watch, the 1 to sell profitably in 1969!

A. The San Remo. Model DY2088. Bull Horn Stereo console in Pecan veneers.

B. The Personal Playmate. Model 12P229. 12" (diag.) portable b&w TV.

C. The Concert Master. Model Y621RA. Classic solid-state three-piece FM/AM/FM stereo radio. In Walnut.

D. The Viceroy. Model 19P67C. 19" (diag.) Extended Screen portable b&w TV on roll-around cart.

E. The Premier. Model YK367A. Power Tune FM/AM portable.

F. The Stow-Away. Model Y711R. 8-transistor AM radio.

G. The Chancellor. Model Y741R. 10-transistor quality AM portable.

H. The Olympic. Model Y847R. 13-transistor FM/AM portable radio.

I. The Magellan. Model YK377. 6-band portable radio. 18-transistor chassis, three antennas.

J. The Symphonette. Model Y411RA. Compact solid-state FM/AM table radio in Walnut.

K. The Supreme Cassette-Corder. Model CTRF510. Cassette tape recorder with built-in FM/AM radio.

L. The Playmate. Model 9P52. 9" (diag.) b&w TV in Red.

The 1 to watch in 1969.



We're back big in TV to back you on the floor.

Admiral is back in TV, right where we belong! We're on NBC at night in prime time. Watch 14 of NBC's top shows . . . like *The Virginian* . . . *Tuesday Night at the Movies* . . . *I Dream of Jeannie* . . . *Monday Night at the Movies* . . . *The Jerry Lewis Show* . . . *The Outsiders* . . . *Ironsides* . . . *The Name of the Game* . . . *Dragnet* . . . *High Chaparral* . . . *Star Trek* . . . *Get Smart* . . . *Saturday Night at the*

Movies and *The Huntley-Brinkley Saturday Report*. Millions and millions of viewers will get the Admiral message about color TV and Admiral Duplex. The night to begin watching is January 15, 1969!

Complementing our big return to TV is massive magazine support with ads in *Life*, *Look*, *Time*, *Newsweek*, *Sports Illustrated*, *New Yorker*, *Ebony*, *Sunset*, *Town and Country*, *House Beautiful*, *House & Garden*,

National Geographic, *Playboy*, *Seventeen*, *Coed*, *Teen*, *Ingenuer*, *Good Housekeeping*, *McCall's* and *Better Homes & Gardens*. It's a schedule planned to give Admiral maximum exposure and designed to make Admiral the 1 to watch in 1969!

Admiral
Mark of Quality



The Mart Washington report

PRODUCT SAFETY STANDARDS IN OFFING? . . . FTC AIMS TO END SALES OF USED PRODUCTS AS "NEW"

By James D. Snyder

Product safety: With C. C. Johnson at the helm of the new Consumer Protection and Environmental Health Service (CPEHS), the day of product safety standards may be near at hand. One of Johnson's pet inspirations was the Office of Product Safety (OPS), just added to the Food and Drug Administration under CPEHS. Thus far the Office holds a legislative mandate only under the Hazardous Household Substances Act, so most of its work centers on toxic materials in the home.

Johnson is waiting now for the National Commission on Product Safety to urge that Congress authorize broader powers for OPS. If Congress dances to the right tune, OPS could wind up as a pre-market clearinghouse on safety standards for all new products.

Meanwhile, as a foretaste of tougher days to come, the Ass'n of Home Appliance Mfrs. (AHAM) has moved swiftly to adopt National Commission on Product Safety recommendations for refrigerator and freezer safety. AHAM action will require that members design doors so that freezers can be opened from inside; include in all such appliances a list of safe methods of disposal of refrigerators and freezers; and otherwise inform the consumer of the perils of entrapment, through mass media, schools, and distributors and dealers who can spread the word at the local level.

Household Appliance Sales: Predictions are in from the Commerce Department's Business and Defense Service. Their "Industrial Outlook 1969" for household appliance stores: Sales should jump to over \$4 billion this year, topping the 1968 figure by 4.4 per cent.

What's New? The Federal Trade Commission has announced a new enforcement policy to crack down on the "prevalent" practice of selling used merchandise as new. Most of the deceptive resales in question are of products that range from

household furniture to tape recorders which have previously been returned after a short trial period. A lick of paint, some spit and polish, and voila! it's brand new again. Or so malefactors imply.

But no more. Henceforth all ads, sales promotional literature, cartons, invoices and labels must clearly state that the item has been used. A simple "good as new" tag is not good enough. Now that FTC has set itself up as watchdog, marketers would do well to keep careful inventory control records as proof that used merchandise is being resold as such.

Dutch cleared on dumping charge: A Dutch manufacturer of color TV picture tubes has been cleared on charges of "dumping" tubes on the U.S. market. U.S. anti-dumping laws ban the sale of a product in the U.S. for less than the going price on the home market. Had the Dutch concern been caught dumping to the detriment of U.S. industries, the Treasury's Customs Bureau would have slapped on a penalty duty to make up the difference in price.

As it is, Philips Gloeilampenfabriek, one of the largest electrical manufacturers in Europe, will continue its huge shipments to U.S. buyers — notably General Electric — at the same prices. Shipments for the 18-month period between January 1, 1967, and May 30, 1968, alone have been valued at \$15 million by U.S. Customs officials.

Slated next for Treasury "dumping" scrutiny are several Japanese exporters of television sets, though decisions aren't expected for some weeks.

SBA's lease guarantee program: The Small Business Administration's lease guarantee program has come in for some mild criticism from the House Small Business Committee.

Under the SBA program, small firms wishing to rent prime space in shopping centers can ask for SBA aid. If the business qualifies, SBA issues a "certificate

of eligibility" for credit so the firm can get financial backing from developers and mortgagers who otherwise deal only with big, triple-A credit risks. SBA then enters a lease guarantee contract with the landlord, promising payment on rentals if the firm defaults.

The program is now under attack on three main points. Legally, in order to keep the program self-supporting, SBA is entitled to charge a fee of up to 2.5 per cent of the minimum annual guarantee. This in turn is pooled and used as needed to pay rentals of those in default. The Committee would either jack up the ceiling or remove it altogether.

The Committee has also asked SBA to "reconsider its unwillingness" to make direct guarantees for longer term leases, and to modify its "conservative" premise that the program must be self-sustaining to the exclusion of submarginal credit risks. SBA's reasoning: better to build a sound credit risk record first.

Appliance prices: General appliance prices in November were up only .1 per cent over October prices, and only 1.8 per cent over prices in November, 1967, according to Labor Department statistics just out. Wholesale prices declined .1 per cent from October prices, while a year's span shows a mere .3 per cent rise.

News capsules:

Coming out this month: first of the state-by-state 1967 Census of Business statistics on all aspects of Retail Trade. The last such survey was produced in 1963. To get the scoop on business in your area, write for an order form to Publications Distribution Section, Bureau of the Census, Washington, D.C. 20233.

Where possible, the Census Bureau now culls small business statistics from tax records and Social Security reports in lieu of mail forms. Thus relieved of red tape this time around: one million employers of three or less persons and non-employer establishments.

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Dealers peg 1969 as good year for color TV

mart



Cover: "Kelcom" — that's the word for the device that is the heart of a new retail merchandising program developed by Kelvinator. "Kelcom" itself (the word stands for "Kelvinator Communicator") is the cassette tape player atop Harry Price's desk in the cover photo. Price, a Norfolk, Va., dealer is at right. With him is Kelvinator District Manager J.B. (Jack) Parker. The merchandising program being offered by Kelvinator provides useful tools and embraces many important aspects of successful retail selling, promotion, and advertising. For details, please turn to page 21.

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

Feb. 1/69

mart

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What's New



Lots

at Norge?

The world's skinniest 12 cu.ft. two-door refrigerator.

It's the Norge 12.

A two-door 12 cu. ft. beauty that's sized so right it fits any niche. And priced so right—just \$199.95*—it fits any budget.

The Norge 12 is only 27" wide (up to 5" narrower than other 12 cu. ft. refrigerators), 59" high (easily fits under standard kitchen cabinets).

Inside, however, it's anything but skinny. The 2.9 cu. ft. freezer holds 102 lbs. of frozen foods (as much as some 14 cu. ft. models). The refrigerator door shelves hold half-gallon milk cartons and extra tall bottles. The crisper keeps almost $\frac{3}{4}$ of a bushel of vegetables crunch-fresh.

The refrigerator compartment is completely frost-free. The freezer easily defrosts with Norge's own Drain-Away system.

The Norge 12. Skinny in size. Skinny in price. Fat in profits. And your Norge distributor has it. Call him.

*Minimum fair trade price where applicable

NORGE
EDISON, NEW JERSEY 08817

And There's More to Come.

unique: indestructible mechanism.



1541



1351



1684

The unique ability to maintain unexcelled performance when dropped or subjected to other forms of severe abuse, is but one of the many outstanding features engineered into every JVC portable tape recorder.

Model 1541—Heavy-Duty 2-Speed Portable with Instant AC/Battery Operation This versatile performer combines all the convenience of a compact portable with all the functions of larger and more expensive recorders. It weighs less than 8 lbs., operates on either AC (110 volt) or batteries without an adaptor, yet handles large 5-inch tape reels, and offers 3¾ and 1⅞ ips tape speeds for up to two hours in recording time. Other features include a 3-digit tape counter, fast forward button, monitor switch and convenient rotary function lever. Remote control from microphone is also possible. Full-length carrying handle and complete accessories. AC or 6 "D" batteries 6 transistors 3¾" W, 11½" H, 9¼" D 7.3 lbs.

Model 1545 — Same as above but with 110V—210V operation.

Model 1351 — Compact 2-Speed Portable with Instant AC/Battery Operation Quality recording and playback is possible anywhere and anytime with this ultra-thin compact. Instant AC or DC operation without the need of an adaptor and tape speeds of 3¾ and 1⅞ ips let it deliver up to 64 minutes in recording time indoors or outside. Small as it is, it features an automatic volume control system, recording level meter, speaker monitor system and a 3-digit tape counter. Push button controls, center mounted speaker and remote microphone control are only a few of many more features. AC or 6 "C" batteries 6 transistors 2¾" H, 11" W, 8¾" D 5.2 lbs.

Model 1684—Solid State 4-Track Stereo Tape Deck Striking in appearance, professional in performance, this 4-track 2-speed stereo tape deck was designed for use in top quality stereo systems. It literally has everything. Solid state circuitry for instant operation. Built-in pre-amplifier with perfect equalization for superb reproduction at 7½ and 3¾ ips. JVC Nivico's patented reclining stand for vertical and horizontal placement, or any point between. Handles large size 7-inch reels for up to four hours of continuous play. Automatic stop device, professional VU meters, 3-digit tape counter, DIN and pin jack connectors and covered center control panel. Accessories include full and empty 7-inch reels, DIN cord, splicing tape, dust cover and two reel clamps. Beautiful oil-finished wooden cabinet. 12 transistors 15½" H, 13¾" W, 6¾" D 22 lbs.

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

Gentlemen: Please send catalog, price list and additional information.
 Please have salesman call.

Name _____ Company Name _____

Address _____

City _____ State _____ Zip _____

JVC

Manufactured by Victor Company of Japan, Ltd.

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

General Electric's Louisville facility may be "mother plant" to "satellite" factories . . . New refrigerator design introduces modular concept for fast repair . . . 30-20,000 Hz frequency response claimed for new cassettes.

mart news & trends

NARDA set for talk of mergers, acquisitions, chains

Retail mergers, acquisitions, and development of national chains of appliance-TV stores are subjects most likely to generate heat at the annual convention of the National Appliance & Radio-TV Dealers Ass'n in Tucson, Ariz., this month.

According to Jules Steinberg, NARDA executive vice president, "So many of our members have been approached in the past few months on merger deals, that we are adding this topic to our agenda.

"Judging by the almost catastrophic results of the end of the year in color TV sales and the building of inventories, mergers could be an answer to some ARTV dealers' problems.

"In any event, the whole operation of NARDA will experience a change in 1969 to better serve its membership. Among these changes, will be an expansion of our data service processing."

NARDA will install an IBM Model 360, and add two more key punch machines to cope with the present logjam at its Chicago suburban computer center, and Steinberg anticipates this will be overloaded in two years.

Attendance at the annual convention is expected to be near 600, with about 475-500 of these being dealers, approximately the same as last year's convention in Houston, Tex.

Steinberg reported that hotel accommodations were just about sold out by mid-January at the three hotels which are the hub of the convention.

The three days of convention programming starting Thursday, February 6, is under the theme of "Bigger retail profits are possible . . ." Each first-day session topic is prefaced with the thought: "If Dealers would only . . ."

On the second day, "If the manufacturer would only . . ." is the idea of the sessions, with "If the distributor and appliance industry would only . . ." spotlighting the sessions on Saturday.

George Johnston, Johnston's Inc., Minneapolis, NARDA president, will open the convention and C. W. Conn, Jr., Conn Appliances, Inc., Beaumont, Tex., will give the keynote address.

"As we see the Independent Retailer," is the topic for Thursday's luncheon talk

by E. B. Weathers, manager, appliance and TV sales div., distribution sales operation, General Electric Co. Also at that luncheon, George W. Wallace, director, trade relations, the "Reader's Digest" will present the annual creative retail advertising awards.

Mart Magazine's 14th annual "Georges Birgy Creative Retail Salesman-of-the Year" award will be presented by Editor Jack Adams at the Friday luncheon.

B. S. Durant, chief executive officer, consumer electronics div., RCA, will be the featured speaker at Saturday's luncheon, telling the dealers to "Give Consumers A Genuine Reason To Buy Brand Names."

Other industry speakers will include: George H. Fezell, president, consumer products div., The Magnavox Co.; Lou King, vice president, sales, Amana Refrigeration, Inc.; Max Fuller, director-field education, The Maytag Co.; Warren G. Rhodes, consultant, educational relations, GE; John Crouse, director, sales and distribution, Whirlpool Corp; Kenneth Johnson, president, sales, Sylvania Electric Products, Inc.; C. C. Rieger, Jr., vice president, marketing, Kelvinator, Inc., and George T. Stewart, vice president, marketing, Toshiba America, Inc.

Other industry people on the program are: Richard J. Sargent, executive vice president, distribution, consumer products, Westinghouse Electric Corp.; Walter Fisher, president, Zenith Sales Corp.; and L.W. Hamper, president, Gibson Refrigerator Corp.

GE's new Maryland facility could be start of "satellite" system

General Electric's Appliance Park in Louisville, Ky., may eventually have a group of satellite plants producing the same products in various locales in the U. S., it was indicated late last month at a press conference conducted in New York City by top executives of the company.

GE late in June announced it had taken an option on 1,100 acres of land in the new city of Columbia, Md., near Baltimore, for construction of major new manufacturing and warehousing facilities to supply customers in its northeast region which ex-

tends from the southern tip of Virginia, north through Maine, and includes all of New York State, Pennsylvania, and part of eastern Ohio.

In elaborating on this announcement at the New York press conference, William H. Dennler, vice chairman, said GE in the future may establish similar plants in other locations, with Appliance Park playing the role of "mother plant."

The Maryland facility is expected eventually to employ 10,000 people. The same products manufactured in Louisville will be produced there. Appliances will be produced under both the GE and Hotpoint labels.

Ground breaking for the new GE facility is scheduled for the spring of 1969, with construction of the warehousing portion slated to begin later in '69 and the start of construction of the manufacturing portion perhaps beginning at a still later date in the year.

In a year-end report during the press conference, Fred J. Borch, GE's chairman and chief executive officer, announced the following:

Sales of General Electric Co. in 1968 for the first time passed \$8 billion, with much of the growth coming from new businesses. Preliminary unaudited results indicate sales should total about \$8.4 billion, some eight per cent above 1967.

Earnings, which for the first nine months of 1968 were six per cent below the same period in '67, should end up — because of an improved fourth quarter — no more than two per cent below the \$4.01 per share earnings reported for 1967.

Consumer product sales were up "significantly" over 1967, with major appliances and TV leading the way. Housewares and lamps contributed to the improved consumer product sales picture in 1968.

Three-year contracts with labor unions representing many General Electric employees expire in 1969.

Borch also said that GE to date is happy with the results of its hiring and training of hard core unemployed. The next phase, he added, will be to develop programs where these workers can be promoted.

GE is not involved in providing opportunities for the disadvantaged from an altruistic standpoint, since they represent "one whale of a potential market," Borch said. "The growth of the economy will be linked with the growth of a useful population."

news & trends

Delmonico side-by-side boasts 57-second fast-fix replacement unit

The modular replacement concept has come to the refrigerator with the introduction of a 19.07-cu.-ft. side-by-side refrigerator-freezer by Delmonico International, subsidiary of TST Industries, Inc., for delivery by September.

According to Ray Gincavage, executive vice president, replacement time for the whole closed refrigeration system is 57 seconds, and it can be done by a truck driver, saving the valuable time of refrigeration specialists to concentrate on shop work.

"While a serviceman on the move can repair perhaps as many as eight units a day, in the shop he can do at least twice as many," said Gincavage. "This is especially important because most refrigerator problems are in hot weather when refrigerator down time can be disastrous for the housewife. This way, within minutes, the 40-pound unit is back in service."

The new concept has been tested by its manufacturer, IGNIS, of Camerio, Italy, for more than a year. Construction of the



Packaged refrigeration system of Delmonico's side-by-side swings easily in place for removal or installation. One electrical plug is all the connection needs, plus two toggle bolts which hold it in place. Bernard Hochman (left), midwest regional sales manager, discusses innovation with Ray Gincavage, executive vice president, Delmonico International.

cabinet is of xilo steel, a laminate plastic polyurethane foam sandwich, over steel framework. Inner liners are vinyl coated aluminum. Colors available will be white, walnut, gold, and avocado.

From the refrigeration unit, cold air is directed by a fan through ducts molded into the box construction. This fan is the only operating part which is not part of the modular package. The unit has separate controls for the freezer and refrigeration compartments, with moist cold in the refrigerator compartment. The meat keeper is said to maintain a constant 33-deg. temperature. From the automatic cycle defrost, defrost water is collected in a special evaporator pan that does not come out with the exchange module.

According to Gincavage, the unit can be retailed profitably at \$299.95. A one-year warranty will be on the entire unit, with an additional four years on the compressor. Regional service centers would handle the replacement units, including loaners. Ini-

tially, repairs will be made at the firm's New York facility, but plans call for branches to be located around the country.

An ice maker kit is available for dealer installation to provide for minimum inventory needed by the dealer. Rollers are installed at the factory.

New Westinghouse structure stresses consumer products

The new structure of Westinghouse Electric Corp. allows the company to put more effort into a co-ordinated program for all of the firm's consumer products. Four company-like units have been established, each headed by a president. C. E. Hammond, president of the consumer products unit, noted that, "Major and portable appliances will continue to make up a large segment of our consumer product business, but now the same management also will be responsible for co-ordinating all aspects of design, engineering, manufacturing and marketing of kitchen cabinets, central air conditioning for homes, furnaces, decorative Micarta and lamp bulbs.

Hammond's unit now has the following organizations:

Everett S. Glines, executive vice president, is in charge of the divisions that produce room air conditioners, laundry equipment, ranges, dishwashers and specialty products, refrigerators and freezers.

Richard J. Sargent, executive vice president, distribution, also heads Westinghouse Appliance Sales and Service Co. This organization is responsible for the sale of major appliances to retailers and home builders.

Herbert C. Smith, executive vice president, is responsible for kitchen cabinets, decorative Micarta, furnaces, central air conditioners for homes, electric housewares, radios, phonographs, and tape recorders.

Thomas W. Landrum, vice president and general manager of the lamp division, also reports to Hammond.

AHAM gives mixed reviews to government report on industry

The report of the President's Task Force on Appliance Warranties and Service (see article page 23) came in for compliments and criticism from Guenther Baumgart, president of the Ass'n of Home Appliance Mfrs.

"I am pleased," he said, "that . . . the report recognized (1) the industry's success in improving product performance and reducing or maintaining prices in the face of heavy cost pressures, (2) the industry efforts to improve service to its customers, (3) the obligations of consumers

and retailers in getting complete consumer satisfaction from appliances and (4) the benefits consumers derive through competition in the marketplace."

However, Baumgart also noted that "there is reason for concern with the tendency to generalize on the basis of isolated or scattered cases. Much of the Task Force report was based on a study of 415 complaint letters about major appliances received over a period of several years. Considering the millions of major appliances in use and that some governmental leaders have solicited such complaints through virtually every public media, those of us continually doing consumer research question their significance . . ."

30-20,000 Hz potential claimed for new cassette tapes

Audio buffs who have been poo-hooing the cassette as far less than a hi fi medium soon may be jolted to a new appreciation of the tiny device. In March, TDK Electronics Corp., New York, Chicago and Los Angeles will start retail shipments of its new "super-dynamic" blank cassettes which offer a claimed frequency response potential of 30 to 20,000 Hz.

According to Akira Otsuka, TDK sales manager, the tapes — now on retail shelves in Japan — achieve their claimed spectacular performance via a new formulation utilizing "very finely ground ferrite powders" whose particles are "almost needle-shaped" compared with the more or less rectangular shape of typical tape oxide particles. He said that this shape plus greater cohesivity resulted in a tape with a higher saturation level that offered not only better response but better dynamic range and better signal-to-noise ratios.

Otsuka said the company, which has had 35 years of experience with ferrite, has been making recording tapes for about 15 years. Three years of research and development have gone into the new tape.

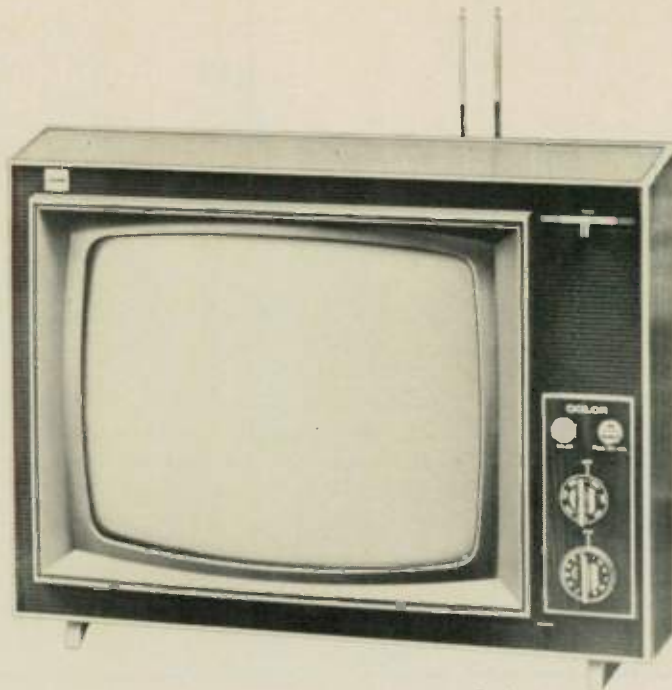
The executive noted that, while no precise prices have been set, the new C-60SD ("super-dynamic") tapes would cost about double what first-rate C-60 cassettes in the market place now cost.

Will the new formulation be available for use in reel tapes? Not at the moment, Otsuka told Mart. "If it was used in higher speed recording (than cassettes) there would be trouble with the high frequencies. This tape would have to be modified. We are studying how to modify it."

TDK intends to hit the retail audio field with its new cassettes and will also offer them to audio manufacturers to sample with their cassette equipment, to show how high cassette hi fi can be.

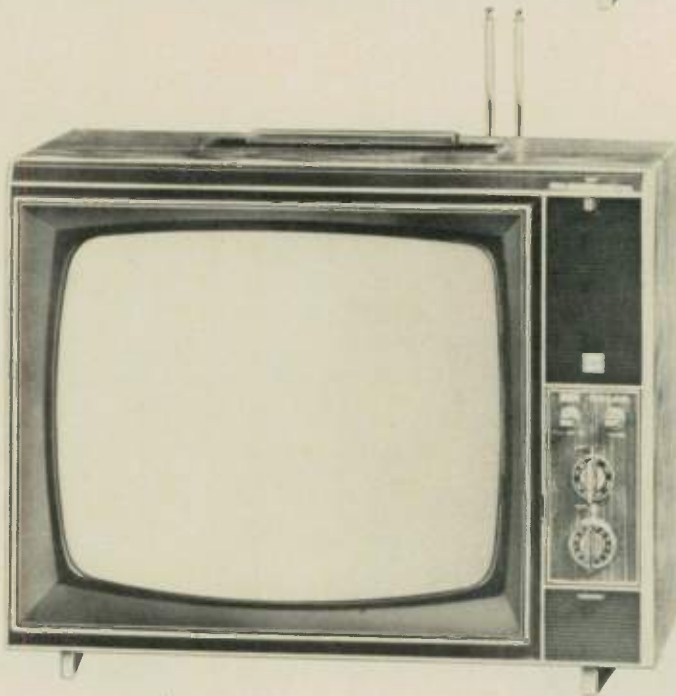
Otsuka said TDK's development of the C-60SD tape preceded introduction of equipment capable of recording and reproducing such a wide frequency range. "At this moment we are ahead of the equipment market," he noted with a touch of pride. However, he said, Japanese manufacturers are scurrying to come up with high-priced cassette mechanisms that will do justice to the new formulation.

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.



THE INTERNATIONAL ONE

industry briefs

Sylvania names panel members for "involvement" award

Sylvania Electric Products Inc. has selected the four members of its 1969 "Community Involvement Award" panel. The panel will select the winner of the award from among the home electronics dealers who entered the competition.

Judges are Jack Adams, editor, *Mart* magazine; Jules Steinberg, executive vice president, National Appliance & Radio-TV Dealers Ass'n; Irving Flax, president, Empire State Wholesalers, (a member of the Sylvania Distributor Advisory Board); Leonard Smith, Allied Stores (a member of the firm's dealer advisory board); and Thomas H. Cashin, a Sylvania senior vice president who will serve as chairman ex officio.

The award consists of a trophy and \$5,000 cash which will be presented to the dealer who best demonstrates personal involvement in improving the economic conditions of minority groups in his community.

AHAM elects 10 to board, fills slots

Ten industry executives have been elected to the board of directors of the Ass'n of Home Appliance Mfrs. Seven will serve three-year terms, and three were named to fill vacancies on the 21-man board.

Elected to vacancies were J.W. Craig, vice president, operations, appliance division, Admiral Corp.; J.H. Gauss, vice president and general

manager, refrigerator and air conditioning division, General Electric Co.; and Chester Stalter, assistant divisional comptroller, Frigidaire Div., General Motors Corp.

Elected to three-year terms were W.L. Hullsiek, vice president, corporate development, Amana Refrigeration, Inc.; T.W. Kirby, vice president, marketing, Airtemp Div., Chrysler Corp.; R.O. Lockman, vice president, marketing, The West Bend Co.; R.K. Miller, general manager, appliance division, Philco-Ford Corp.; J.B. Murray, vice president, McGraw Edison Co.; S.N. Regenstein, president, Design and Manufacturing Corp.; and A.B. Ritzenhaller, vice president The Tappan Co.

Gibson changes its corporate name

No longer can Gibson Refrigerator div. boast, "Refrigerator is our middle name," its 91-year-old selling slogan. The White Consolidated Industries division has changed its corporate name to Gibson Products Corp.

According to Gibson president, C.J. Gibson, Jr., the name change more accurately reflects the full product lines now being made and sold by the company. These include refrigerators, freezers, air conditioners, ranges, and Easy brand laundry equipment.

The one-millionth



Vincent Barreca (left), president of Admiral Corp., and Lothar Lewinson, general manager of the company's color picture tube division, display the one-millionth tube produced since the plant started operations in 1965. They are holding the industry's first 16-in. color tube, developed by Admiral engineers. The firm's tube plant has 35 different conveyor systems totaling four miles.

Date set for 1969 Japan Electronics Show

The 1969 Japan Electronics Show will be held in Osaka, Japan's second largest city, and will run October 1-7. Fifty-two companies, representing 86 U.S. electronics manufacturers, took part in last year's U.S. Dept. of Commerce-sponsored exhibit of advanced electronic components, instruments, and equipment. Attendance at the show was estimated at 213,000.

We Perform Successful Heart Operations, Regularly!

To keep dealer profits ticking!

Cut-price competition takes the heart out of profits for many dealers. But not for our guys. We're determined to be their most profitable line.

By not selling everybody, especially giant retailers and mass merchandisers, Olympic is practically unshoppable. So you don't have to fight loss-leaders and discount seekers. So you can sell on merit and make full markup and profit!

By servicing your needs. By not loading you up. By giving you a full line that sells. Quality performance color and black and white TV, stereo hi-fi, radios. Built to the high standards of Lear Siegler, Inc., our parent company — one of America's 250 largest corporations. And backed with factory service.

Want a stronger pulse in profits? Most dealers tell us Olympic's their No. 2 line but their No. 1 profit-maker. See your Olympic man, or call us direct.



Magnificent new Mediterranean styled Color Combo, Model CK3386. 22" diag. meas. picture. Solid state FM/AM and FM Stereoplex radio. Automatic stereo phono.

THE OLYMPIC TEAM IS THE WINNING TEAM!

Olympic

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



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



and win!

Get your customers on the best of terms

A simple, competitive plan is the secret. Or, better still, three plans in one. Give customers their choice of easy credit arrangements, and you'll sell more. And sell more often.

1 Regular installment financing

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

2 90-day option, No charge

Another plus!

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

After signing a regular 12-month contract, your customer automati-

cally has the option of paying the full purchase price, and only the purchase price, within 90 days. No service charge. No fee of any kind.

3 A plan for special seasons

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

No risk, No billing, No collections

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

You concentrate on selling. And with Commercial Credit's simplified forms and easy terms, you'll sell more, sell more often, sell

faster. And you'll hold the line on full ticket amounts.

The Commercial Credit Card*

Every one of your Commercial Credit customers gets the Commercial Credit Card, to use for emergency credit assistance when traveling. It's good for up to \$500, interest-free for 30 days.



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

*Void where prohibited by law

Free merchandising & advertising support

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

Cut out big competition.

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

Commercial Credit Corporation

300 St. Paul Place • Baltimore, Maryland 21202

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

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

"Commercial Credit will help you sell it!"

MM-1

retail ad clips



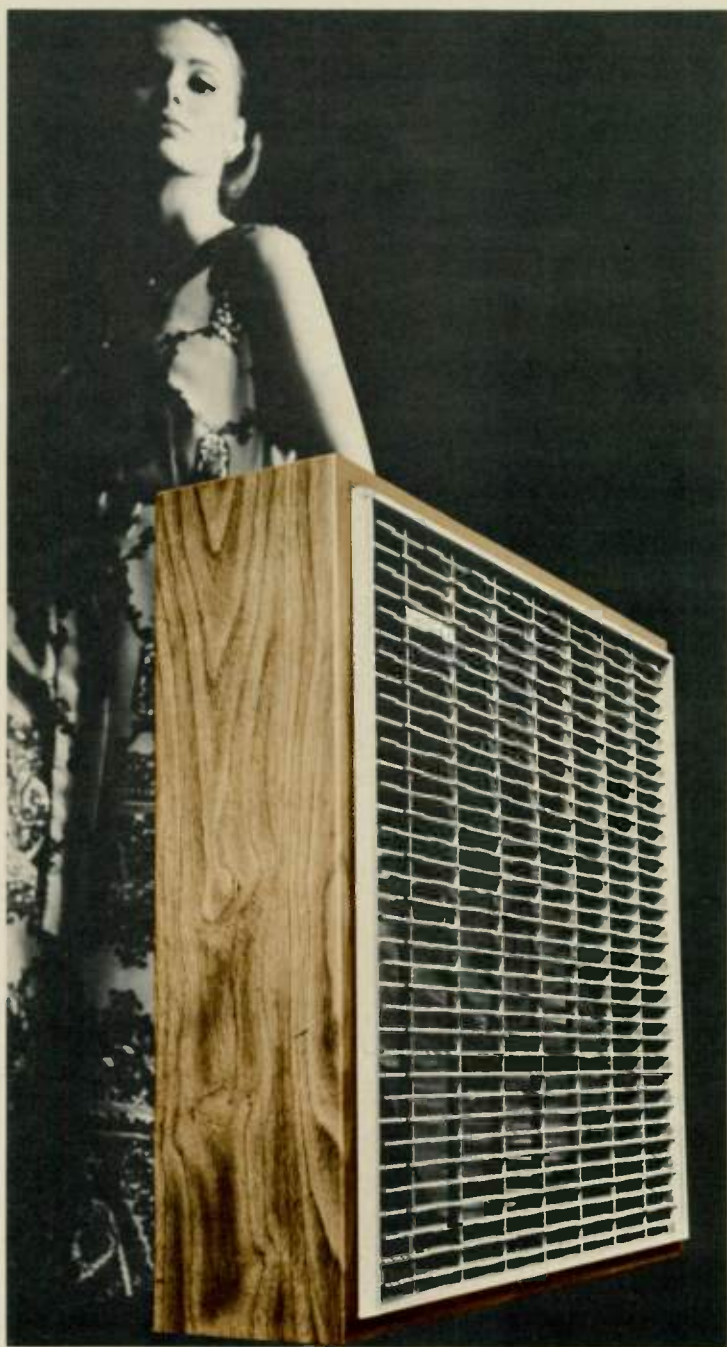
Crime does pay – if you use it as the attention-getting device in your newspaper ads.

Daylight robbery

With the entire ad set up to look like the front page of an old newspaper called "Jenning's Journal," the banner headline reads: "Daring Daylight Robbery" and beneath that "'Jennings Boys' Rob Hotpoint Appliance Warehouse in Seattle; Flee with Loot . . . Haul includes over 100 Hotpoint appliances . . . 'Big Richards' masterminds raid . . . Store features 'hot' buys."

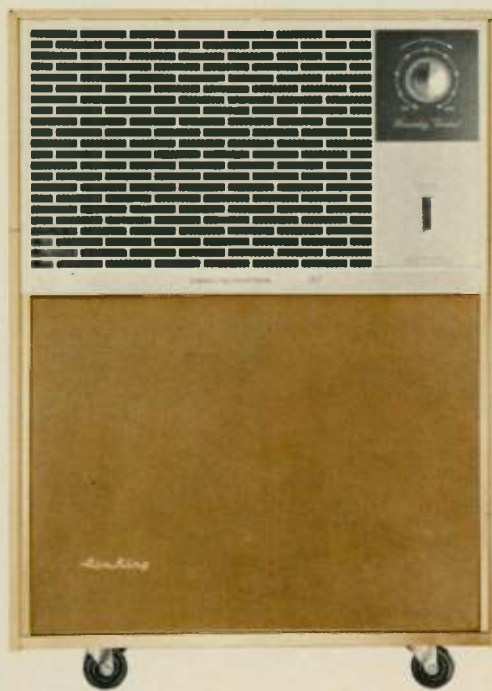
On the left side of the page is a picture of the warehouse above a line reading: "The Hotpoint factory warehouse, scene of the fantastic robbery."

In the center of the page under the line "Wanted for questioning" are the pictures of three of the store's sales-



Air King

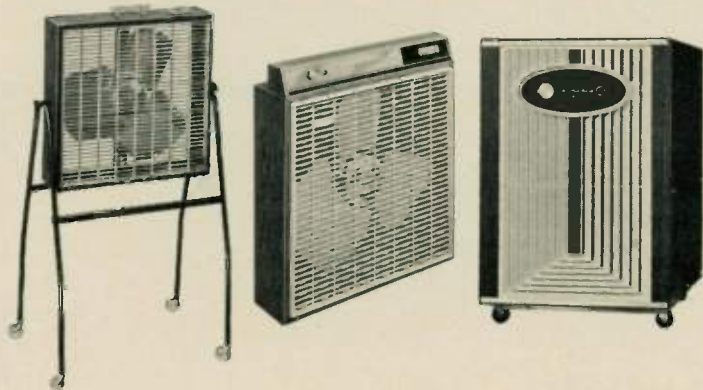
FANS & DEHUMIDIFIERS



AIR KING LEADS WITH THE FURNITURE LOOK

...and follows up beautifully!

Fans and dehumidifiers—2 compact lines . . . from volume-selling promotional models to super deluxe units. For details: Berns Air King Corporation, 3050 N. Rockwell, Chicago, Ill. 60618.



men with masks drawn over their eyes. Copy beneath their pictures reads: "These men are armed with fantastic appliance and carpet values and must be considered dangerous."

In another column a masked man is pictured above a headline reading: "'Slippery' Satter tells own story." Descriptions of items on sale appear in boxes beneath another headline reading: "We Robbed Hotpoint . . . Now You Rob Us." **Jenning's, Salem, Ore.**

Reward offered

With a baleful eye and a handkerchief mask drawn on the iron, the boxed headline reads: "\$10 reward for any hand iron . . . at Handy Andy's." Then the ad goes on to read: "You won't need it anyway because RCA Whirlpool washers and dry-

\$10* REWARD FOR ANY HAND IRON

You Won't Need It Anyway Because

RCA WHIRLPOOL WASHERS AND DRYERS Are Designed to Handle These Popular, New

PLUS PERMANENT PRESS

ALL THESE EXTRA CONVENIENCES

- Mega-Mix Filter Tray
- 2 Speed, 3 Cycle Washer
- Three Water Temp. Selections
- Electronic Signalizer
- 3 Temp., 3 Cycle Dryer
- Portable-Removal Top and Lid
- Power-Boost Top and Lid
- Drying Rugs, Pocket Wrinkling

AND TO PROVE ITS RELIABILITY WE BACK IT WITH A 3 YEAR PARTS WARRANTY

ALL THESE FEATURES ADD UP TO A CLEANSE WASH FOR YOU . . . AND ONLY **288⁹⁵**

RCA Whirlpool

DISCOVER WHY QUALITY COSTS NO MORE AT HANDY ANDY'S YOUR NEIGHBOR HAS—TERMS AVAILABLE

WE SERVICE AND INSTALL EVERYTHING WE SELL!

TWO LOCATIONS

HANDY ANDY

316 1st Ave. N. Phone 741-3271

3084 10th Ave. S. Phone 453-9108

ers are designed to handle these popular, new permanent press garments." The western motif is carried further at the top of the ad and in the name of the store at the bottom by making spurs out of the tails of the y's. **Handy Andy, Great Falls, Mont.**



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

Everybody shows you a big crop of radios.

Except us.

All we show you is the cream of the crop.

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

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

But those 12 Sharp models!


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

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

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

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

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

Sharp Electronics Corporation, Carlstadt, New Jersey 07072. 

SHARP®



Priced for the going group... Zenith's all-new portable stereo!

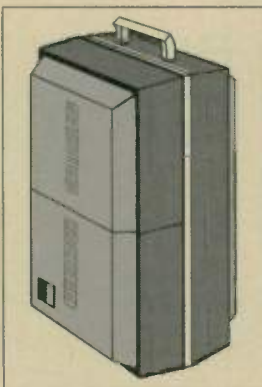
Lowest price ever* for Zenith portable stereo!

Here's a great new opportunity to expand your stereo sales.

This new portable is substantially below any previous Zenith stereo price!* Yet it offers full Zenith quality and an array of stereo features . . . designed to help you sell *big!*

There's the Zenith solid-state amplifier, for example, that faithfully reproduces harmonics and overtones. And the Special Custom-Matic 4-speed record changer with lightweight tone arm and automatic shut-off. Twin speaker cabinets that can each be placed up to 8 feet from the control center, for 16 feet of stereo separation. Continuously variable tone control. Separate left and right channel loudness controls. Smart, modern-design cabinet.

*Manufacturer's suggested retail price.



Compact styling for convenient portability

Shown above is *The Norridge*, Model Z538, with Zenith quality 4" speakers. Metallic Blue and Dark Blue colors, or Brown and Metallic Beige colors. Also available is the deluxe new step-up value: *The Sebring*, Model Z541, with Zenith quality 6" oval speakers. Rich, grained Walnut color or grained Pecan color.

Order now to take full advantage of the great new selling opportunities in Zenith portable stereo.

Why not sell the best

ZENITH
The quality goes in
before the name goes on

PRODUCTS FOR MILADY AGAIN PREDOMINATE AT HOUSEWARES SHOW

Prices were up — up as much as 10 per cent but generally far less — and nobody seemed to really care about that. Avocado led, again, but still was being pushed around by various gold tones. Red abounded too.

Business has been so good with existing electric lines that question mark ventures from producers were scarce. So, the beautifully designed (and amortized) tools and machines that helped produce such a successful '68 will continue to yield their sparkling jewels at least through the next several months. Manufacturers for the most part are sticking with their winners.

The occasion of these observations was the 50th exhibit of the National Housewares Mfrs. Ass'n. The scene of the "Golden Anniversary" show was the International Amphitheatre, Chicago.

Biggest headache that all faced — makers, distributors, buyers — were problems compounded unmercifully by the extreme popularity of color: different colors. Cursed was the imaginative factory man who first proposed to tint the white and paint the chrome. And blessed too. Consumers are buying as never before.

Here's a view of some of the things they'll be buying this spring and summer:

Products that go to milady's head — electric hairsetters, hair dryers, and saunas — led the introductions in the personal care area called the "fastest growing segment of the electric housewares industry" by Cecil S. Semple, general manager, housewares div., General Electric Co.

"Hairsetters are just scratching the surface," said Don Schmidt, advertising and sales promotion manager, Dominion Electric Corp. "The public is just becoming aware of what the hairsetter can do."

"I think the hair curler business will peak next Christmas," said M. T. Powers, vice president of sales, Standard Products Corp., "and become very definitely a staple product."

With psychedelic prints on top of and inside the case, Valmor has an eight-curler set for "the teen market." Also for teenagers is the "Excita" make-up mirror, Model VML-5, in red or turquoise at \$14.95. "When the light is on the color appears to glow," said Stephen Krykew, director of advertising and sales promotion, Casco Products Corp., "in a psychedelic-like col-



Brisk business in all electric product categories is noted at 50th NHMA exhibit — but few really new products are seen. Male-oriented care products coming on stage.

By Ken Lilienthal,
Walter H. Hogan,
and Milton Gussow



or which appeals to the young teen-ager." Featuring three decals (the owner uses one to decorate the unit and the others for notebooks perhaps), the models come in colorful matching packages.

There seems to be a growing awareness that men go for good grooming, too, so male-oriented products are moving into the personal care picture. As GE's Semple said, "We've got to be aware of the fact that there is a male market that is just as important as the women's."

"In the history of housewares, the greater usage the greater success," said Tony Forni, advertising and sales promotion manager of GE's housewares div., noting that men are big users of toothbrushes and massagers with "fringe use of the hair dryer." (Based on a survey of owners of GE hair dryers, Dr. Robert Igoe, GE's manager of marketing research, found that men used the hair dryer in 20 per cent of the homes.)

Calling the "Miniswinger" the "most fantastic hair dryer I've ever seen," Dominion's Schmidt said, "It's great for men if they get caught in the rain."

Showing the wide comb attachment of Remington's new "Hairdresser," Model HW1, the demonstrator said, "This is tremendous for gentlemen to use. After a shower a man can style and dry his hair in about five minutes."

Shavex's new hair styler/curler, Model HC-1, is advertised as "for use by men and women." Noting that many of their ads would be run in *Sports Illustrated*, Barney Weiss, sales manager, Shavex Corp., said that "25 per cent of the sales have been to men. That's the report we got from Macy's." The unit, at \$19.95, is packed with "Dep" styling gel for men.

Valmor's cordless "Manicurette," Model 600 at \$5.95, is a self-contained manicure set styled in pink with a gold and pink band for women. The men's model is sandalwood with a brown striped band. "We have done more with the men's model," said Powers of Standard Products, "during the last selling season — Christmas — than we had done in the previous year." Of Valmor's electric hair brush for men and women, Powers said that "three years ago we were

Fifty show directories, 50 shows: Dolph Zapfel, managing director, National Housewares Mfrs. Ass'n, stacks them tall. First NHMA exhibit, in January, 1939, boasted 266 exhibitors; January, 1969, show saw 1,250 manufacturers participating.

selling seven pink (women's) to one sandalwood (men's). Now they are selling seven sandalwood to four pink." Model 970 is a "His and Hers" electric hair brush at \$11.95. It's packed with the sandalwood unit (his) and the head removes for the pink one (hers).

"A lot of men are using these saunas," said Powers of Model 1000 at \$19.95. "We make a turquoise sauna specifically for male appeal." (The women's model is pink.)

Iona Mfg. Co. notes that its new electric shoe polisher, Model SP-2, is available in a "strong, masculine red."

Other products used by men as well as women include the new "Healthclub" Swedish-style massagers from Pollenex, and new toothbrushes from GE and Presto. GE Model TB-5 and Model TB-6 feature new styling and engineering at \$18.98 and \$19.98. "Touch 'n Brush" is a feature of Presto's pressure sensitive toothbrush in Model TB-30 at \$17.95 and Model TB-40, deluxe unit with case, at \$20.95.

"The sacred cow of price points is rapidly becoming less important," said S. Rehbock, vice president of marketing, Regina Corp. "Nowadays, value is the most important factor to consumers, certainly not price. Women are stepping themselves up from \$29 to \$32 without hesitating — and happily the question of price has stopped being such a fantastic bugaboo."

Rehbock spoke of sales of stick cleaners as continuing to grow "fantastically fast," which he attributes to the trend toward multiple vac homes. Although the final figures had not yet been tallied, he estimated that Regina had increased its own sales of "Elektrikbrooms" 30 to 35 per cent dur-

Dominion Electric Co.'s new item at show: an electronic toaster that toasts anything from white bread to bagels. Unit is explained to James Schran (left), electric buyer, Kaufman's, Pittsburgh, Pa. by Pamela Hayes, demonstrator, and Sheldon Shatfer, Dominion president.



ing 1968.

Eureka Williams Co., celebrating its 60th anniversary, has introduced a new canister "Cordaway" Model 738 priced at \$44.45. In addition to the machine's automatic cord reel, which rewinds and stores the cord automatically, there's a new tote system for above-the-floor cleaning accessories. The vacuum has clips on the rear of the unit where tools slip on and ride piggyback.

According to Harry G. McDavitt, marketing manager, the company has just finished its ninth straight year of sales increases and will be strong on TV advertising this year with 13 weeks' representation on the Joey Bishop show, plus ABC and NBC daytime commercials. "This will be our biggest network TV schedule yet," McDavitt said, "and we're geared to reach the maximum number of women."

Distributors have available to them a first-quarter special on Toastmaster's "Zoom Broom" stick vacuum. Free goods will be available on purchases of Models 6350 and 6300 (vac alone) and on the Model 6303 (with accessories), said Joseph D. Kindred, product sales manager, Toastmaster div., McGraw-Edison Co. There's a total of six vac models in the firm's line. Of all the various Toastmaster product lines, Kindred sees the greatest sales potential as being in vacs.

A new color combination has been added to General Electric's Model U-5 — harvest gold with white trim, priced at \$54.95. Dispenser capacity has been increased 75 per cent on new floor polisher Models FP-16 and 17. These now have one and three-quarter quart dispensers. Both have an automatic handle interlock

Model demonstrates easy take-apart feature of "Electra Sponge" water pickup unit, as Raymond H. Finberg, vice president, sales, Shetland Floor Care div., SCM Corp., oversees.



"Hippo" hand vac of Shop Vac Corp. is discussed by Christopher Herbst (left) general sales manager, and Billy Harper, Eagle Wholesale, Seneca, S. C. "Hippo" is now available in "his" and "her" versions.

switch for on-off operation, toe-touch handle release pedal, and splash guard protector. Both give fingertip control of the liquid dispenser and both are double insulated. The FP-17 is priced at \$44.95; the FP-16 at \$34.95.

In addition to two new "Sweeper Vacs," Shetland Floor Care div., SCM Corp., has added what it calls the "Electra Sponge," which also will be available with the Lewyt label. The "sponge" looks like an upright sweeper but is an electric water pickup unit which can be used on hard-surface flooring as well as carpeting. Capacity is one quart. "It does everything a sponge does," said Sheldon Wish, advertising manager, and it vacuums up any liquid whether due to household mishaps such as a washing machine that overflows or dog wet or spilled milk, and it leaves the floor dry. We expect its greatest use, however, will be found in conjunction with floor washing, to pick up dirty water."

In the Shetland line, the machine is avocado color; in the Lewyt line it's antique gold. Suggested list on the Shetland is \$22.99, while the Lewyt carries a price tag of \$24.99. The "sponge" also is available with a kit that converts it to a "Sweeper Vac."

Sunbeam Corp. has added two new uprights, filling out the low end. One, the convertible (to a hand vac) Model VC302, at a suggested list of \$25.95, puts the company in that market for the first time. A \$6.95 accessories kit, Model ZVC302AK, permits the conversion. The kit consists of wand, hose, and three cleaning tools. The Model 638B upright continues in the line, but the Model 602BF is discontinued.

Shop Vac Corp. is offering its "Hip-

Walter R. B. Hall, manager, market development, portable products division, Westinghouse, demonstrates Model PHD-20, "fastest soft bonnet hair dryer," for W. W. Regan, merchandising manager, S. H. Kress & Co., New York City.



Buyer John H. Hughes of I. W. Phillips & Co., Tampa, Fla., learns features of Sunbeam's new "Lady Sunbeam" mist and sauna hair dryer from Demonstrator Barbara Burns.

po" hand vac in "his" and "her" versions. The "his" model comes with six accessories for bulk debris pickup in shop, garage, basement, etc., and for blowing grass cutting off walks. The "her" version is equipped with seven accessories for general household cleaning. Both are priced at \$39.95. According to Chris Herbst, general sales manager, the firm — whose main strength is private label business — has sold a million units in the past three years, chiefly "Shop Vacs" for heavy cleaning.

A first-quarter program is available to Westinghouse distributors. H. D. Kelty, product sales manager, pointed out that distributors can have free floor polishers with purchases of vacuum cleaners. "One example," Kelty said, "is the Model VU-10 'Converto-Vac' with all attachments. This converts from an upright to a canister. With it, bought at less than usual distributor price, comes a Model FP10 floor polisher." Comparable arrangements are available in connection with other vac models.

Buyers saw very few new kitchen electric housewares introduced at the booths, though many makers added colors and variations of proven designs.

Dominion Electric Corporation's "Toastron" electronic toaster was sought out by many buyers. According to Sheldon Shaffer, president, "It brought a lot of people into our booth, both curiosity seekers and some whom we've been courting for a number of years. We've taken orders for just about all the 'Toastron' production we've projected, and the new product has helped our other lines greatly."

Another item which drew attention was a vertical broiler by National Presto Industries, Inc. The idea of vertical broilers is

not new, but its re-introduction caused some stir among buyers at the show.

Bernard F. Sears, executive vice president of Rival Mfg. Co., said he came to the show with some pessimism about the direction of the economy.

"The situation could change in 30 days," said Sears, "but I saw no indication of pessimism in buyers either at retail or distributor levels. On the contrary, most buyers were anxious to commit themselves. Inventories are low, and they know they need the merchandise to sell. Their inventories are not low because they didn't order merchandise to fill in for Christmas merchandising. The orders were so brisk, manufacturers were not able to keep up their deliveries."

Robert F. Draper, executive vice president, Sunbeam Corp., attributes low inventories and avid show buying to the fact that consumers bought heavily at the stores, and that merchants are short of goods.

"Kitchen business is especially good," Draper said, "because there has been a wave of change in emphasis by the consumer and the manufacturer. For a few years, major interest has been in personal care products, while kitchen appliances sort of took the back seat. Now it is changing, with emphasis again shifted to blenders, mixers, and other kitchen goods."

Buyers were more intent on getting merchandise than pushing for deals, according to Stanley M. Ford, president, appliance division, Proctor-Silex, Inc.

"They are looking for show specials," Ford said, "but more important they are looking for solid merchandising programs, with national advertising and continuity

of product lines."

Some manufacturers brought in products which are popular in foreign markets, and to accommodate various ethnic groups in this country.

Bersted Mfg. Div., McGraw-Edison Co., brought in its 2½ qt. "Everhot" electric kettle, to retail at \$14.95. According to a company spokesman, "Almost every home in Canada has an electric kettle, and with all the convenience foods available here, there's no reason why they couldn't be as popular here."

A Japanese appliance sold widely in Hawaii is a rice cooker by Panasonic, in four capacities. The appliance is getting a big push here, according to a Panasonic spokesman. "There are many areas and groups in America that prefer the old fashioned rather than the newer form of rice. The cooker-steamer also is a natural for any number of other food preparation tasks and could become a very popular product here."

Panasonic also expanded its line of kitchen electrics being distributed here, showing its products at the Conrad Hilton hotel.

These include two blenders, the first to be marketed here under the Panasonic label. Both are solid state pushbutton models. The firm also showed its version of a counter-top microwave oven, which has been sold in Japan for a year. It soon will be available here at under \$500.

Hamilton Beach div., Scovill Mfg. Corp., in addition to its special run blender to retail at under \$20, also introduced a stand mixer with stainless steel mixing bowls to retail at minimum fair trade of \$29.95.

H. D. Kelty, Westinghouse product sales manager, mans the home care products exhibit at the show. Model at hand is the VK-06 "Twin-Jet" upright vac.



Twenty-two years of Iona hand food mixers are displayed for Ron Poole (left), electric housewares buyer for Firestone Tire and Rubber Co., by Gerald F. O'Rourke, vice president marketing, The Iona Mfg. Co.

"Dirt Hunter" theme of first-quarter General Electric merchandising program is symbolized by lion figure attired in safari outfit. Lion's friend is John Brawley, manager of market planning, home care and comfort products.

Remington demonstrator Charlotte Novak tells Jim Breslin, merchandising manager, Elder Beerman Store, Dayton, O., that wide-toothed comb attachment of new "Hairdresser" is for use by men.



Hecht's, Bethesda, Md., uses

Multi-outlet antenna system to demonstrate "total TV" and FM

Home type antenna to overcome building interference and for first time demonstrates UHF and FM stereo in "sell" atmosphere.

When Albert Viente opened his new Hecht's store in Bethesda, Maryland, he wanted a brown goods department where he could demonstrate TV to its fullest advantage.

The store which Viente manages in the covered, climate-controlled Montgomery Mall is the seventh Hecht's store in the Washington, D.C. area.

Viente, who has worked in four other Hecht's stores was frustrated by the fact that he was never before able to demonstrate UHF stations on-channel.

"The difficulty in stores" he said, "is the inability to get good reception because of all the steel used in the buildings."

For the new store, he wanted to get a system that would enable him to show his sets, especially color sets, "to their best advantage." To provide such a system, Hecht's turned to Jerry Peake, a master antenna system installer in the Washington area.

Peake solved Viente's problem using "Smoothline" 82 channel TV showroom

equipment. The equipment is manufactured by JFD.

The system uses a single, home type antenna to bring in VHF channels 4,5,7 and 9, UHF channels 20 and 27, and a full range of FM stereo stations.

"The new equipment is so efficient," said Peake, "that I was able to use an unobtrusive, inexpensive antenna, rather than the bulky towers we had used before."

The output of the antenna is fed through a solid state 82 channel amplifier and then distributed through-out the store.

Peake noted that it is also easier to install. "It took me about 30 per cent less time," he said.

Hecht's expects the new system to make selling a lot easier. Irving Blum, manager of the TV department says, "It will definitely help our sales. Most people inquire about UHF, and being able to show them pictures that are coming in on both our UHF channels helps a lot."

Blum added that in other stores his salesmen had to cover UHF verbally.

"We had to explain that UHF can be received in this area and would operate very well in their homes. But we regretted that we were not able to show them UHF pictures in the store.

"It's a big advantage being able to demonstrate UHF on-channel," he continued. "The customers have raved about reception on all our color and black and white sets. And the new system has also helped us to demonstrate FM stereo satisfactorily."

The new Hecht's store also sells antenna installations to go with its new sets. Peake handles the installation work on a contractual basis.

"It's a good idea to sell an antenna with a TV set, especially a color set," said Viente.

Not only is there an excellent profit in antennas, but "customers are more satisfied."

"Also," he added "visitors to our customers' homes are more likely to be impressed with the pictures they see and return to Hecht's to buy a color set of their own."

Irving Blum expects to sell an antenna installation with about 60 per cent of the color sets he sells.

"We tell our customers they are getting the same type of JFD antenna that we use in our store. Also, it will be put up by one of the best installing firms in the area."

Aaron Schwartz says that there is no guesswork about which antenna to sell, because Peake has provided him with a map, showing the right antenna for each location.

"The first question I ask is 'What is your reception like at home?' I tell them that running a color set without a good antenna is like trying to run a car without a carburetor."

Al Viente says that a good antenna system is important for every showroom because "television and stereo are big business."

"To sell television," he said, "you have to create a massive bank of TV sets and turn them all on at the same time. This gives you the full impact of television.

"Stereo has to be played. Your reception stops the customer and reminds him that he ought to have a sound system at home.

"The atmosphere here is one that will entice customers. They can picture their sets at home. This is a soft, well decorated department. I think that the customers can't help but like the merchandise."



Jerry Peake (center), who installed new demonstration antenna system, explains its advantages to Albert Viente (left), store manager, and Irving Blum, department manager.

Quality of reception on UHF channel is demonstrated by Irving Blum, manager, TV department, Hecht's, Bethesda, Md.

Unobtrusive antenna outlets are installed on walls and floors at Hecht's. Each outlet serves two sets.



A total merchandising plan:

KELVINATOR'S "KELCOM" IS HEART OF PROMOTION PACKAGE FOR DEALERS

Month-by-month program offers sales and planning aids of all kinds. Cassette player used by factory field men produces direct-to-retail communication.

By Ken Lilienthal

A message from Kelvinator President David W. Jones, Jr., has taken to the road and is "telling it like it is" over, and over, and over.

The medium for this message and others in a monthly series is a cassette tape player. Kelvinator district managers, distributors and their salesmen are carrying the message to Kelvinator dealers — and prospective Kelvinator dealers — throughout the country.

"Kelcom," it's called — short for "Kelvinator Communicator" — and it is the key element of a new direct-to-dealer mer-

chandising plan that offers tools designed to boost sales at retail. "Kelcom" was introduced recently with a taped message from Jones to the company's field salespeople. The message outlines Kelvinator's position in the industry and its plans for the future as a part of White Consolidated Industries, Inc., a diversified Cleveland, O., manufacturer. Since its introduction, other tapes for other purposes have been added.

Dealer Harry B. Price, Jr., Norfolk, Va. — a Kelvinator dealer for some 35 years — recently was introduced to "Kel-

"Kelcom" does the talking: Listening to cassette tape of latest factory message to dealers and salesmen is Price's Inc., Salesman Shep Wilkinson (left). Kelvinator District Manager J. B. (Jack) Parker expects that unit, which is but one element in new Kelvinator program, will find great use in training of dealer salesmen.



com” and the promotional package of which it is a part by J.B. (Jack) Parker, Kelvinator district manager.

“Kelvinator is now even more important to us than ever,” Price told *Mart* magazine. “The whole idea is fine. If they played Jones’ talk to retailers — and didn’t even have anything else in the program — ‘Kelcom’ would justify its own existence. It’s a real stabilizing message, and the potential it has is considerable. We think the monthly planner (another element in the total program) will help greatly too. It’s especially directed to appliance people and will prove valuable in helping to formalize data and information.”

Parker, who Price refers to “as a member of our team,” joins Price in expecting that the cassette player itself will find great use in helping to train retail salesmen. Said Parker: “‘Kelcom’ will have exceptional value when they come out with tapes spec-

ifically directed to dealer salesmen — for sales training, for new salesmen and for experienced ones.”

Parker devotes several days a week to the Price operation, much of his time being given to product and sales meetings. “It’s good for us (factory men) too,” Parker adds. “It calls our attention to highlights that we otherwise might not stress and reminds us of what not to neglect emphasizing to dealers and their salesmen.”

Each tape contains two messages from the factory. One, directed to Kelvinator and distributor salesmen, provides factory news of interest and information to be passed on to retailers. The other side of the tape is a second message from the factory. This one is aimed squarely at the dealer.

“Kelcom” is carried in an attache’ case that includes the desk-top cassette player, the tape, and batteries. New tapes, professionally prepared, are supplied each

month.

With each new tape comes a direct-to-dealer “Retail Sales Planner,” a monthly promotional package that the company’s field people give to dealers. The “Planner” is contained in a folder that lists important promotional dates within that month. Also inside the folder is a monthly planning calendar on which the dealer can schedule his own promotional activities, with tips on how to take advantage of each occasion or holiday in that month.

Next, there’s a “Merchandising Worksheet” — a form for dealers to use to keep track of advertising and promotion. Spaces for volume and unit goals, plus room for entry of actual sales, give the dealer the whole story at a glance.

C. C. Rieger, Jr., Kelvinator vice president of marketing, said: “It is important to note that this program is designed to help a dealer do a better total selling job. If we can help a dealer do more total business through better planning, we’re confident we’ll get our share and more. The back of the ‘Merchandising Worksheet’ suggests that a dealer recap his monthly activities, listing promotions that worked, those that did not, and those that seemed to work well for his competition. He can then use the recap as a guide for planning the comparable month next year.”

Another item in the “Retail Sales Planner” is a rundown of selling tips. The tips are for use in sales training or during sales meetings.

Also included is a series of monthly “thought starters,” that is, pointers designed to keep dealers aware of total sales potential in various product categories.

Supplementing its promotion theme of the month, the “Planner” includes radio and TV scripts and newspaper ad mats.

“We know every manufacturer offers this material,” pointed out W. E. Grumiaux, Jr., Kelvinator director of advertising and sales promotion. “But our scripts and mats are tied to specific promotions within each given month. They’re not just ‘run-of-the-mill’ general product spots. They allow the dealer to take the promotional ball we offer him 12 times a year and run with it.”

Rounding out the package is a premium-of-the-month. This is an inexpensive giveaway the dealer can use to build floor traffic. Along with a sample of the premium, the dealer is given full ordering information and prices. He is given an order form and buys his premiums, personalized with his imprint, directly from a supplier lined up by the factory. Each premium can be used when the dealer wants to use it — there’s no tie-in with a specific month.

Taped “Kelcom” messages help sharpen salesman’s approach. Here, John Harmon describes features of a side-by-side.



Harry B. Price, Jr., who for about 35 years has been a Kelvinator dealer, has found the new merchandising plan to be very useful in scheduling advertising and promotion and pinpointing necessary sales data.



H. B. (Beau) Price III welcomes a visitor to his office. Founded in 1905 by Harry B. Price, Sr., the then-named Norfolk Hardware Co. has grown to a multi-outlet \$5-million-plus operation, now headed by Harry B. Price, Jr.

WHITE HOUSE REPORT MAY SPUR BIG CHANGES IN APPLIANCE SERVICING

By James D. Snyder
Mart Washington Editor

A slashing government report on appliance servicing urges that manufacturers and dealers be given a year to demonstrate "substantial progress" in voluntary reforms in face of the prospect of federal legislation.

The 218-page document was released to a packed press conference in Washington after a year-long joint study by the Commerce Department, Labor Department and Federal Trade Commission under the direction of the President's Committee on Consumer Interests. While the fact-finding period involved discussions with major appliance manufacturers and several associations, the report that emerged is largely a "consumer indictment" which singles out more than two dozen industry practices for sharp criticism and proposes at least that many corrections. Typical of the recommendations: more point-of-sale information, more inclusive warranty terms, creation of buyer-seller "mediation" machinery, and stricter FTC guidelines on warranties. The report, however, also includes some praise for the efforts of the Ass'n of Home Appliance Mfrs. and other groups to develop industry-wide voluntary reforms.

Just what effect the study will have in terms of new federal regulations or legislation is hard to judge in view of the change in administrations. Yet, it's already clear that government pressure on industry will intensify, and that it's sure to bring about changes in the way appliance dealers sell and service their products.

The full report is a collection of three independently-undertaken studies. Although the *FTC* was to concentrate on warranties, *Labor* on servicing manpower aspects and *Commerce* on product per-

Recommendations from three government agencies could shake industry.

formance, the finished product involves a considerable degree of overlapping.

Federal Trade Commission

Of the three, the FTC consumes half of the total report and is perhaps most critical in its findings. Typical of its comments: ". . . in some instances manufacturers have not lived up to their unstated but no less real obligations under their guarantees" and "have failed to give more than cavalier treatment to consumer appeals for assistance . . ."

After citing no less than 21 abuses, FTC Chairman Paul Rand Dixon outlined six areas where corrective measures should be taken:

(1) FTC should issue "industry guides" for the home appliance industry while at the same time intensifying its lawsuits against deceptive guarantee advertising.

(2) Federal agencies should help "indoctrinate" the consumer "with the importance . . . of understanding the provisions of the applicable warranty before he purchases an appliance."

(3) Federal agencies should sponsor more training programs in vocational and high schools for appliance repairmen.

(4) Appliance manufacturers should express warranty language in easily understandable terms; remove "unnecessary disclaimers in warranties; exclude provisions which obligate third parties for repairs; relieve the consumer from paying for defective parts; give dealers incentives for fulfilling their warranty obligations "consci-

entiously"; give dealers more point-of-sale product data; establish better ways to handle consumer complaints.

(5) Appliance dealers should (a) tell consumers at the time of sale who's responsible for warranty repairs; (b) assure that customers receive adequate maintenance instruction; (c) make follow-up inspections to check for proper installation; (d) take fuller advantage of manufacturer training programs in installation and maintenance.

(6) Government and industry representatives should meet at six-month intervals "for the purpose of assessing the progress . . . achieved, and if necessary, to place increased emphasis on those problems which appear to be most difficult of resolution."

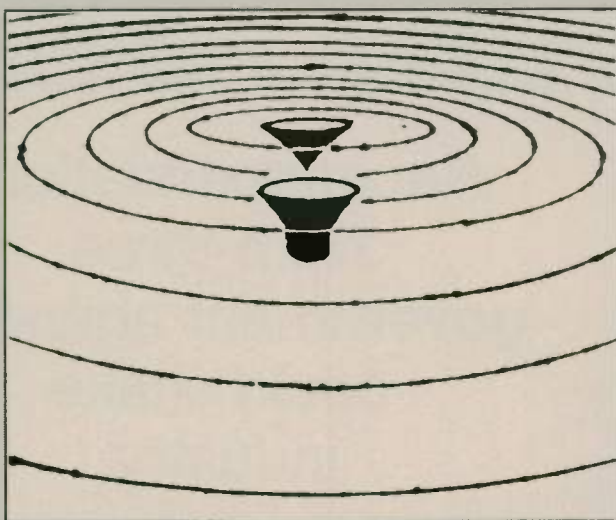
Labor Department

To many appliance retailers, the one problem "most difficult of resolution" is the task of finding enough qualified repair and service personnel. Yet, the Labor Department, which studied the question through surveys to major manufacturers and talks with manpower training experts, emerged with a surprisingly inconclusive report. While stressing that its study was hampered by the lack of a concise definition of "repairman" and the absence of firm statistics, it was unable to state with any certainty that a real need for more repairmen really exists. On one hand, a questionnaire circulated to AHAM and Gas Appliance Mfrs. Ass'n members led to the conclusion that there was a lack "of quantitative evidence of any substantial number of vacancies among the manufacturers and large distributors who operate service or-

(Continued on page 26)

Announcing a thrilling new dimension in radio sound!

Zenith's big-selling "Circle of Sound" concept...



Now you can offer your radio customers the same exciting idea that set sales records in stereo phonos! It's the world's first radio that lets your customers hear perfectly balanced Stereo FM sound—no matter where they sit in the room!

Another first from Zenith... a completely new and unique FM/AM/Stereo FM table radio that creates an exciting new dimension in Stereo FM sound. Twin high-compliance speakers fire upward into specially designed deflector cones, uniformly dispersing sound waves in a full circle throughout the room. You've never heard a radio like it before!

The Zenith quality solid-state amplifier delivers 32 watts of peak music power instantly. And for faster, more accurate tuning, there is an illuminated horizontal slide rule dial.

Other Zenith quality features include a stereo indicator light, built-in Wavemagnet[®] and Line Cord antennas, AFC on FM, automatic "bass boost" circuit, and a stereophonic sound control panel (with separate controls for bass, treble, loudness and balance). Plus auxiliary input/output jacks for direct tape recording or for plugging in a record changer or stereo tape cartridge player. All in a rich, grained Walnut color vinyl-covered cabinet.

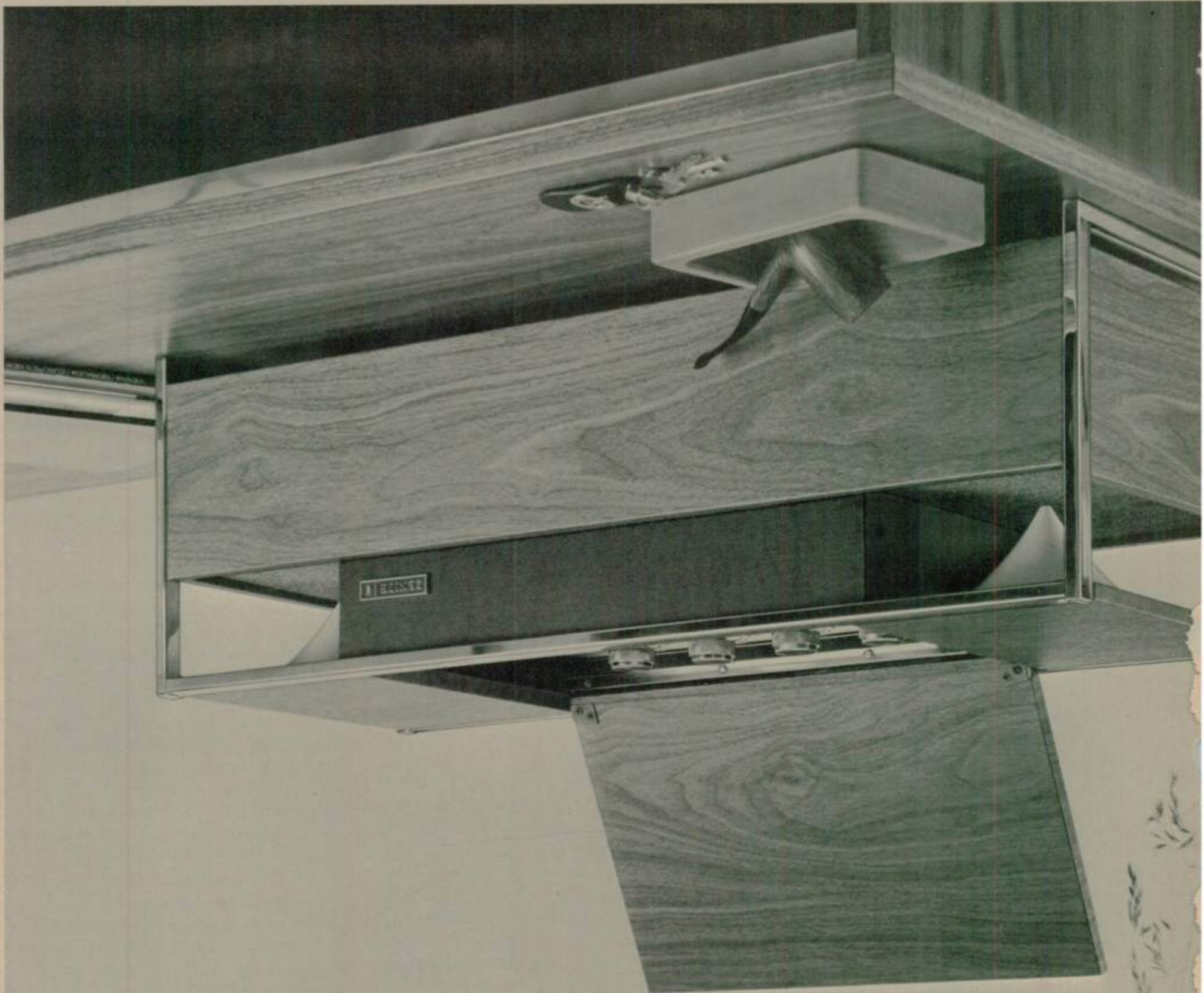
Tune in on the great consumer acceptance for Zenith's "Circle of Sound" stereo concept. Display and sell the newest idea in radio!

Why not sell the best

ZENITH

®
The quality goes in
before the name goes on

The Whirlaway, Model Z448.
Solid-state FM/AM/Stereo FM radio.



**now in
a Stereo FM Radio!**

White House report . . .

(Continued from page 23)

ganizations." On the other hand, a survey of subscribers to an appliance servicing publication yielded a "projected need" of 37,900 qualified servicemen. The Department, however, found the latter estimates "questionable." Its conclusion: "that if there is need for substantially more appliance repairmen, it must be among the small, independent repair servicemen, not affiliated with a manufacturer or major distributors."

Still, if there is a lack of qualified repair personnel, the Labor Department study may have at least pinpointed three major reasons why. First, manufacturers reported that it costs \$4,000 to \$10,000 to train and place a repairman in the field. Second, few manufacturers or distributors reported making a profit on appliance servicing. Third, pay scales for appliance repairmen are lower than those for related trades. The Department's own estimates, for example, show the going rate varying between \$2.75 to \$3.50 an hour, compared with \$3.90 to \$6.85 for plumbers and \$4.98 to \$6.52 for household electricians. Based on such figures, the report concludes that "these differentials are sizable enough to have the effect of drawing off competent men with the required abilities to other occupations where rewards are greater."

The Department, however, offers only one recommendation: that it join the Commerce Department and Small Business Administration in an effort to study the industry's manpower needs, collect better data on repairmen wages, and "improve education and training" in schools, federal manpower training projects, and company-on-the-job instruction programs.

Commerce Department

The Commerce Department study, in an attempt to evaluate product performance, ranged from an industry economic profile to a description of "industry practices" to an analysis of consumer complaints. It also reflected more face-to-face meetings with industry representatives than either of the preceding reports.

The Department's analysis of consumer complaints was based on 415 letters received by the President's Committee on Consumer Interests and 146 letters submitted by the National Ass'n of Better Business Bureaus. While acknowledging that the correspondence couldn't be verified for accuracy, the Department concluded that "quality service on major household appliances has been increasingly difficult to obtain." It found a wide gap "between what

the consumer expects in the way of quality and service on his appliance and actual performance."

Of the total letters reviewed by Commerce officials, about one-third accused manufacturers of turning out products with "built-in-obsolence." Most common among the other complaints were: warranties which exclude the parts most apt to malfunction; having to send broken parts to distant factory repair centers; inability to pin down responsibility for repairs; and the time lag between reporting a breakdown and actual repair.

As a result, the Department makes four principal recommendations. The first urges the appliance industry to develop "standards, codes, or guidelines" to make more product information available at point of sale. These would include such data as "basic physical specifications," installation requirements, maintenance instructions, "basic elements of operating cost" (such as power consumption and quantity of water per cycle), and "the findings of standard durability or accelerated life tests" (anticipated product life).

The second recommendation urges the industry to develop a "voluntary mediation system in the private sector to deal with disputes arising out of disagreements over the repair of major home appliances."

Third, manufacturers are asked to revamp their consumer complaint answering facilities so as "to preclude the charge that a cursory review or summary disposition of consumer complaint letters has any place in industry practice."

Fourth, the Department recommends new steps to help the do-it-yourselfer. It states that "without passing judgement on the relative merits of amateur repair efforts, manufacturers would seem well advised to establish and publicize systems making available necessary repair manuals, diagrams, and schematics where doing so would not invite unreasonable risks to the homeowners."

Perhaps the most important aspect of the Commerce Department study is its willingness to praise new efforts of industry associations — principally AHAM and GAMA — to launch voluntary corrective programs. The report lists the following projects as already under development in 1969:

Guidelines stating how terms like "authorized" can be applied to service and repair centers. Those bearing the "authorized" label will be subject to minimum requirements as to personnel training, parts availability, and inspections by the manufacturer.

Standards on location and positioning of appliance model numbers.

A code stating how soon spare parts must be available from manufacturers following introduction of new models. It

will also assure dealers of more prompt receipt of repair manuals and parts lists.

A code of industry practices setting forth the period of time during which essential operating parts will be maintained in their parts systems following model discontinuance.

An intensified industry campaign to publicize defects which constitute a safety hazard, and as a result, to identify and contact owners of the products. The procedure, however, will depend first on defining a percentage "norm" for the detected defect rate.

Greater effort toward clarifying maintenance manual language. "These include establishment of industry review committees to analyze and compare such manuals; an industry recognition system for outstanding examples of such manuals; separation of advertising from the text (and) development of guidelines for the content of such manuals . . ."

Impact

Despite the importance attached by the government report to their voluntary efforts, appliance association spokesmen feel that one year is all too short to set a deadline for producing results. For example, if a shortage of qualified repairmen is a major reason for a decline in service quality, it's doubtful that the industry can upgrade salaries, recruit thousands of new workers and train them all within a year — especially if government's only helping hand is a recommendation to "study" the matter.

Just what might happen after the year's deadline is still in the realm of conjecture. It seems likely that the Nixon Administration may have little influence on the outcome — even if it ignores the report completely. Two reasons why: the Democrats who control Congress will determine the fate of any legislation; regulatory measures within the Executive Branch will depend largely on the FTC, whose five commissioners (three of them Democrats) are subject to little White House control.

If action does result, the FTC will probably lead the way. In addition to its report on appliance warranties, the commission has just held hearings on automotive warranties and may wrap up both findings into a series of tougher guidelines covering the entire manufacturing community. Still waiting in the wings will be Senate Commerce Committee Chairman Warren Magnuson (D-Wash.), who introduced two bills in the last Congress covering appliance warranties and servicing. Although the Senator told **Mart** he'll hold off reintroducing the bills until he determines whether the FTC might do the job on its own, the threat of stiff new federal laws will continue to hang over the industry's head like a Sword of Democles.

DEALERS PEG 1969 AS GOOD YEAR FOR COLOR TV

Competition is expected to get tougher, but service costs and better quality control by makers will still determine fate of many retailers.

By Milton Gussow

Post Christmas color TV sales have provided a partial clue to the tempo of business that can be expected in the early months of 1969.

Color TV will continue to be very important to appliance-radio-TV dealers, and few of those contacted in this *Mart* magazine survey expressed as much concern as some industry figures who are frequently "hanging crepe" for the independent appliance dealer.

In St. Louis, Sam Singer, president of Schweig-Engel Co. reported the best December ever for color TV, and overall color TV sales almost 25 per cent higher than last year.

"This may be due to the fact that a lot of our customers are Negroes or belong to other low income groups," said Singer. "When other stores were boasting big jumps in color TV sales, ours were not all that great.

"Maybe color TV is just now hitting our segment of the market."

Due to the lower market potential for his low income customers, Singer had expected 1968 volume movement would be in portable color TV and large screen table sets, but the store's best sellers were in 23-inch consolettes, consoles and quite a few stereo-color TV combinations. His good traffic continued into late December, but slowed by mid-January.

"... We've been looking for deals to promote, but ..."

Jack Boring, Sr., Jack Boring's Appliances, Kansas City, Mo.



Singer attributed his good sales to the area's full employment, lack of major strikes, and a social climate which has been "cooler" than many other cities with a high percentage of Negro population.

Although business should continue to be good, according to Singer, he foresees an influx of competition for his early spring business. His main supplier, Magnavox, in years past, was almost exclusive with its February sale.

"Now," Singer said, "we are getting more and more competition from the big discounters and mass merchandisers who are loading the newspapers, and making our ads less conspicuous, and our special sale prices have less impact."

Kansas City, Mo. dealers find a booming market for color TV also, with sales holding up well through the last quarter of 1968 and into January.

According to Jack A. Boring, Sr., of Jack Boring's Appliance stores, in that city, color TV sales have had a steady increase in the last half of 1968, with no real slow periods. Existing sales records continue to be exceeded and give him confidence that home electronics will continue to grow, "though not as dramatically as it has in some of the past few years."

Inventories, according to Boring, are well within reason, and he is very surprised at the "gloom merchants" who have

"... Maybe color TV is just now hitting our segment of the market."

Sam Singer, Schweig-Engel Co., St. Louis.



been saying that color TV in 1968 made a poor showing.

"We've been looking for 'deals' to promote, but none of our suppliers are interested in giving anything away," Boring said. "If things were that bad elsewhere, there would be lots of special sale merchandise available. It's not.

"Our very large service department has been our most important tool in selling color TV," Boring said. "And with the rising costs of providing good service, a great help has been Motorola's modular 'Quasar' approach, for selling the top-of-the-line sets which provide the best margins.

Though quality control and design improvements have eliminated some of the in-warranty costs of previous years, in all of our manufacturers' sets, there are still enough service calls being made to make the color TV owner's neighbor think seriously about the cost of servicing the color set they are thinking about buying."

But things are not good all over. In Milwaukee, Carl R. Pieper, owner of Mr. Pieper TV and Appliance reports that consumers, though spending lots, are not spending their "big dollar" for color TV.

"White goods," Pieper said, "are doing very good, but color TV this past season has been very bad. Sales in that category are down some 20 per cent from last year. But we had a fantastic year then."

And with his slow year, Pieper bought cautiously in color TV, and now finds himself in good position with inventory in relation to sales.

Sets that are moving best, Pieper reports, are consolettes under \$500. "They're looking for price, but want quality too."

Complicating the color TV picture in



R. Gilbert Johnson, Johnson TV and Sound, Oklahoma City, Okla.

"... Many dealers here ... sell at 10 per cent over cost ..."



Albert C. Kempf, Audio King, Minneapolis.

“... We have had consistent increases each year ...”

Milwaukee has been a series of strikes, including a cement strike that lasted four months. This strike affected major construction projects large and small, and some home building. Also, Milwaukee still has no major league baseball or football teams to spark color TV watching. And the Green Bay Packers had a bad season, too.

Customers shopping for price in Milwaukee brought many inquiries for inexpensive imported color TV sets, but here again, it was price and the best deal they were looking for, according to Pieper.

Considering the local situation, Pieper felt that servicing what he sells has been a key factor in maintaining the volume he was able to salvage. With the importance of service he is contemplating expansion of his repair section, that now has three technicians.

To the question: Why expand service in the face of so many dealers complaining that they lose money on every service call? Pieper said, “It’s changing.”

“In analyzing our costs for recent service, costs have decreased a lot. And servicemen bring in leads for new set prospects. With the new solid state devices, and more reliability things are different.

“We feel that even with the shortage of qualified color TV service men, and the price we have to pay for good ones, the value of servicing what we sell means the difference between profit and loss in the sale price of a color TV set. It’s either service them, or concentrate on the white goods end of our business. But then too, Sears is our next door neighbor.”

Color TV is holding its own in Oklahoma City, according to R. Gilbert Johnson, of Johnson’s TV and Sound Co., but he has found a good profit increase in portable color TV, especially imported 15-inch sets.

“Our best seller at \$299.95,” said Johnson, “often gives us more dollar profits than some 23-inch consoles in this very competitive market. Many dealers here advertise and sell at 10 per cent over cost, which hardly leaves any room for profit after in-warranty service.

“We are primarily in the service end of



Carl R. Pieper, Mr. Pieper’s Appliance and TV, Milwaukee.

“... They’re looking for price, but want quality too ...”

the TV business, and find that most of the domestic sets we will sell will need some sort of in-warranty work. High voltage problems have been the worst offender. On the imported sets, in-warranty service calls have been almost non-existent. I had avoided these sets until just recently, when I started counting dollars and cents in profits, instead of sales volume.”

Johnson also attributes a good share of his color TV sales success to his use of the Bank Americard credit plan.

“Discounters here, who are working on a low margin frown on the percentage points the plan deducts from the sales ticket,” Johnson said. “But with the higher volume, especially with the high ticket sales for color TV, the average service charge of the plan becomes less. Our charges average about 2.5 per cent, and we can afford to use the plan for our service calls. There is no recourse, and it takes a lot less time to complete a charge ticket than to spend in completing a credit form.

“Customers are also more apt to buy more high ticket items on credit if they don’t have to submit each time to the ‘indignity’ of exposing their personal life to every shopkeeper and clerk.

“It also increases our service business, as people will get their set fixed on credit, when they often would put it off if they could not afford or want to spend the cash.”

Albert C. Kempf, owner of Audio King, Minneapolis, Minn. thinks that many of the trade publication stories he reads about the demise of color TV as a profit maker are grossly exaggerated.

“We were primarily an audio specialist three years ago, when we got serious about color TV,” Kempf said. “Since then, we have had consistent increases each year, and 1968 was a very good color TV year for us.

“December and early January promotions were exceptionally good, and in fact, we had some shortages develop in several models in the \$600 to \$800 price range to satisfy our holiday and late December promotions.”

Kempf attributes Audio King’s steady sales and profit increases to its ability to

service what they sell, and that referrals from satisfied customers for its service, bringing as much business into the store as do many promotions.

With high employment in the Twin Cities area, and people in a spending mood, Kempf sees little concern for any sharp drop-off in business in the first quarter of 1969. About the only item that could affect sales in the first half, could be the shock of the “tax-bite” when many of his professional and self-employed persons who are his best customers, realize just what their tax bill is.

Audio King will continue to play down smaller, low margin color TV sets, in favor of quality and custom sets for better profits. Lower priced imports, according to Kempf, are in increasing part of the color TV market, but fierce competition and sharp pricing by the low-margin, high volume outlets will make it impractical for Audio King to compete. He’ll continue to stock the smaller sets as an accommodation for his customers, though.

Columbus, O. dealers are also finding it very difficult to find “deals” in color TV for early spring promotions, indicating that distributor and manufacturer stocks are at a comfortable level, with little panic as there was at this period in 1968.

Avid football interest, and Ohio’s trip to the Rose Bowl gave color TV a big boost in his area, according to Phil Karshner, general manager of Clintonville Electric Co., in Columbus. And most sales were in consoles from \$500 to \$600, plus consolettes just under \$500. Portables also provided a good increase, but most customers wanted the “big picture.”

Karshner looks to 1969 with strong optimism, feeling that the administration will not tamper much with the economy, at least not in the first quarter. Other factors, especially the Far East situation could change things, but conditions in Columbus are very good. High employment, a relatively quiet social and racial situation, and business in general at a high level, add to Karshner’s optimism.

“Though gains in color TV will not be as spectacular as in the past,” Karshner said, normal increases are in order. The consumer is beginning to discover TV in color is here to stay, and that quality control has improved to a point that the sets are getting more dependable.”

Other dealers in cities across the country contacted for this MART survey agreed that though color TV was considerably more competitive, this home entertainment item will continue to be the most important profit maker for the appliance dealer for several years to come.

“It’s up to the dealer to learn how to make a profit in the face of competition,” one dealer said. There will be a few who may not learn to sell their product instead of give it away, but soon they will be out of business.”

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.

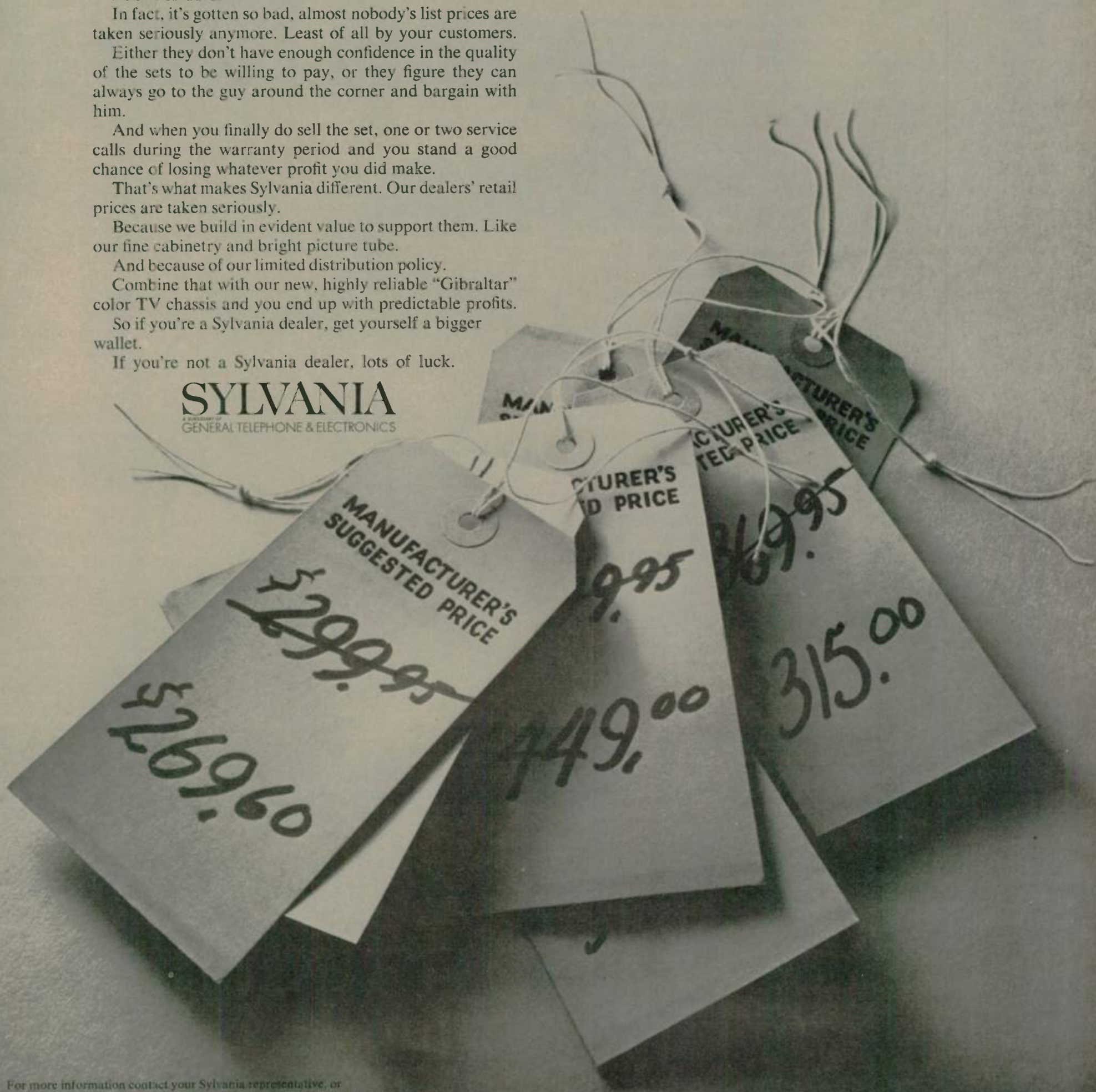
And because of our limited distribution policy.

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
A DIVISION OF
GENERAL TELEPHONE & ELECTRONICS



For more information contact your Sylvania representative, or write Sylvania Entertainment Products, Batavia, New York 14020. (716) 343-3431

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 9. 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

better service

Mississippi Gulf Coast dealer believes

To sell color TV you've got to service your product

It's the only edge you have over the discounter . . .

With color TV no longer a "specialty item," consumers are shopping for quality. "Selling color TV at a good margin is hard work but it's what keeps us in business," said Lionell Byrd, owner of Byrd's TV and Appliance, Biloxi, Miss. "The answer is in providing good service before and after the sale, in order to keep the good customers — those who are willing to pay the price.

"And good service can't be a sometimes thing. We have had to build our reputation over several years, and we get considerable repeat business for a small city that has a tremendous turnover in population due to the large airbase here."

In addition to fast and reasonable service (Byrd's asks only \$5.95 for an out-of-warranty color TV service call), the store maintains a wide selection of display models and back-up stock in its two major brands, RCA and Motorola, priced up to \$1,200.

Maintaining a low price service call with high quality servicemen has been a problem for Byrd's, but with the active competition in the area, the dealer has had to absorb the loss in his sales price. But, he believes, something may have to give way soon, and he probably will be forced to

raise his service price.

There had been some proposals from area competitors to sell color TV at a price that did not include labor, with the customer being offered a contract for additional costs, but Byrd turned down this idea.

"Service at another store is not the same as service at Byrd's," he said. "Many outlets, such as department stores, discounters, and some fly-by-night TV stores cannot afford to keep a service department. Biloxi has no factory service, and consumers must rely on the dealer both for in and out-of-warranty service."

Byrd's operates four service trucks for both white and brown goods, and usually can give same or next-day service.

Byrd services what he sells, and accommodates other customers as his servicemen's time permits. Being a losing proposition he does not plan to expand his service operation except to accommodate his own expanding sales.

"Why should I help my competition? Good service builds our sales and customer confidence in us, while showing our competition for what it is."

An important change that is taking place in color TV, according to Byrd, is the new solid state color TV chassis. "The modular

approach in the Motorola 'Quasar' sets is a great thing," he said, "and they have pretty well taken the bugs out of the latest sets. Since time is all-important in servicing color or any type of TV, the quick change feature has saved us and our customers many dollars.

"We had a transformer board that shorted and burned up, which took about 15 minutes to change. Of course the board was under warranty and didn't cost us or the customer anything. But even if it were out of the two-year warranty Motorola offers, it would have been, at most, a \$25 job. To replace those components in a conventional tube set would have been over \$100, and the customer would have objected.

"Now that RCA and others are out with solid state sets of their own, perhaps the price of 'Quasar' will come down and be more competitive with tube-type sets. Also, solid state dependability should be a help to our service department, with less trouble calls."

Byrd advertises mostly in newspapers, with some spot TV. Radio has been used, but very little, and only for special occasions or sales. His advertising runs about 800 column inches a month now, and has had a steady increase over the years.

Customer holds plug-in module as Lionell Byrd explains principle of the "Quasar."



Wide range of display includes combination color TV at over \$1,000 at Byrd's TV and Appliance, Biloxi, Miss.

Fedders adds new refrigerators; six side-by-sides now in line

Fedders Corp. has announced new refrigerators for 1969. Overall, the line consists of six side-by-sides, six two-door models with top-mount freezers and a single-door leader. Capacities are from 12 to 22 cu. ft. and are priced from \$169.95 to \$569.95.

In the new line are 30-in. wide side-by-sides with 15-cu.-ft. capacities. According to Jerry Lansky, national sales manager, the new 15's were designed to meet a demand for side-by-sides in a size that can be accommodated in most existing kitchens. Surveys made by the company, he said, also indicate interest on the part of builders who want to add extra sales appeal to kitchens without cutting back on wall and base cabinets or incurring the costs of larger kitchens.

The freezer capacity of the new 15's is 5.7 cu. ft. — said to be large enough for about 200 lbs. of frozen food. The interior width of the freezer is 10 in. and full door clearance is provided for wide platters and pie tins. The refrigerator section is 9.4 cu. ft., and both the freezer and refrigerator compartments are frost-free. Model designations are RSF-150B, and RSF-154B, with the latter incorporating roll-out wheels and

"Touch 'n Fill" ice maker.

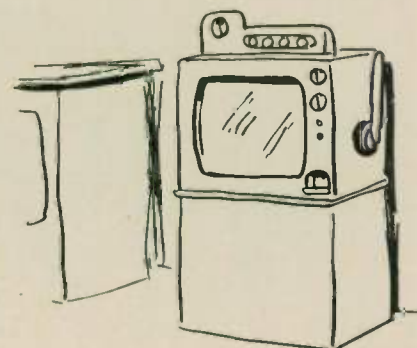
In addition to the 15's, side-by-sides are available in 18- and 22-cu.-ft. capacities with two models offered in each size. Automatic ice makers and roll-out wheels are among the top-of-the-line features. Color choices are white, coppertone, or avocado.

The ice cube maker is also a standard feature in frost-free models RTF-

164D and RTF-194C. Both are top freezer designs with base-located condensers cooled by forced air. Step-up and left-hand door models are available in each size.

Rounding out the line are two-door, automatic defrost, top-freezer models in capacities of 12 and 15 cu. ft. plus a leader model with a capacity of 13 cu. ft.

-NEW!
FROM NEVADA
PAY AS YOU
WATCH TV.



industry events

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.

No other van has any of these better ideas!

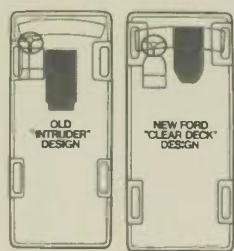
Not one van! Not one idea!

Look over the entire van field. Nowhere will you find any of these Ford better ideas—even at extra cost!



Only Ford gives you Twin-I-Beam riding smoothness. The front suspension made famous in Ford pickups. Two I-beam axles for strength; coil springs for easy ride—the most rugged independent suspension yet!

Only Ford gives you an outside service center. Just lift the chest-high hood for easiest possible checking of oil, water, battery, windshield washer water, brake master cylinder and voltage regulator. Everything is easy to reach.



Only Ford gives you increased floor space — 23% more. Engine's been moved forward — out of loadspace. You get 23% more clear un-

obstructed floor area than any other van. Over 8½ ft. clear load length in regular vans and 10 ft. in SuperVans.

Only Ford gives you driver "walk-thru" to the rear. Convenient aisle to cargo area from driver's seat. No need to step outside to reach load compartment. Engine cover is an insulation sandwich to seal out noise, heat; top is flat with raised edges for use as convenient package tray.



Only Ford gives you payloads as big as 3590 pounds. Higher capacity axles and heavier construction in three



new series let you carry more weight—650 lbs. more payload than any other van. And still more better ideas!

Long wheelbases and wide track (over 5½ feet) result in turnpike stability even on windy days ... power goes up to a 302-cu. in. V-8 ... self-latching doors!

FORD ECONOLINE VANS



Introducing GE's \$199⁹⁵* Porta Color tv anniversary value



WM213HWD—10-INCH PORTA COLOR TV

(Selling it will be a piece of cake)

It's the third anniversary of our introduction of portable color tv. But you get the present! General Electric's model WM213HWD 10-inch (diagonal picture measurement) Porta Color† tv set. It promises to be the best selling portable set on the market. At a price everyone can afford.

It comes with easy tuning color controls, compact styling, a lightweight 24 lb. chassis, and GE's revolutionary "In-Line" picture tube for improved reliability, true fidelity and exceptional brightness.

And don't be surprised if featuring the 10-inch Porta Color leads to selling the frosting from the top of our cake, too—including General Electric's full line of 10, 14 and 18-inch (diagonal picture measurement) portables and authentically styled furniture console models.

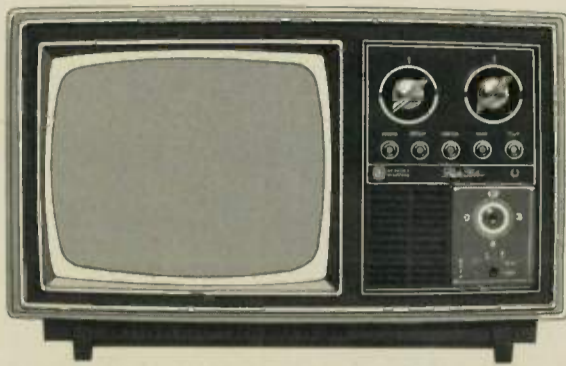
See your GE Sales Counselor now. He'll help you set up a Porta Color tv anniversary party for your store.

Enjoy!

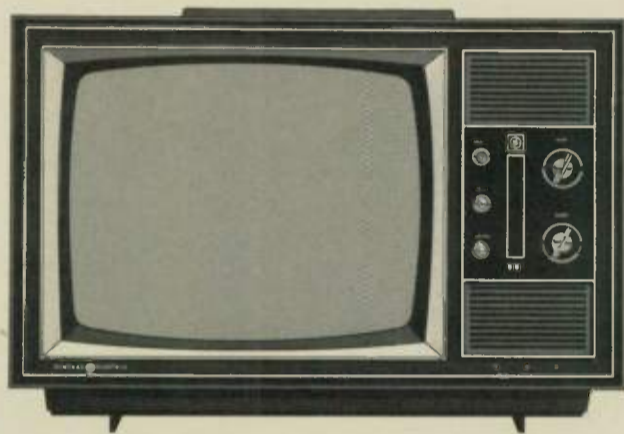
Display and Sell the Profit Line.

*Price and terms optional with dealer. Subject to fair trade where applicable.
†Trademark of the General Electric Company, Louisville, Kentucky 40225

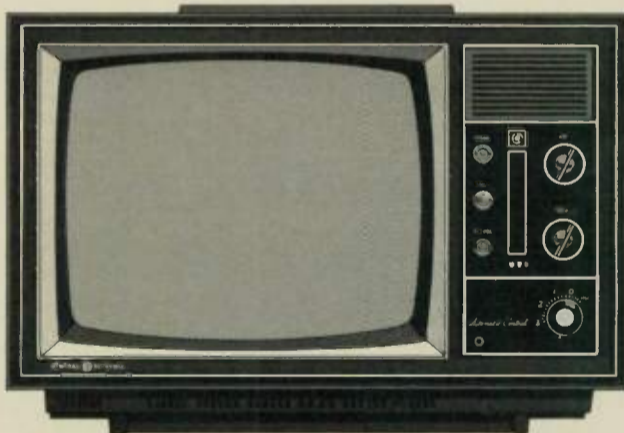
ALL MEASUREMENTS DIAGONAL



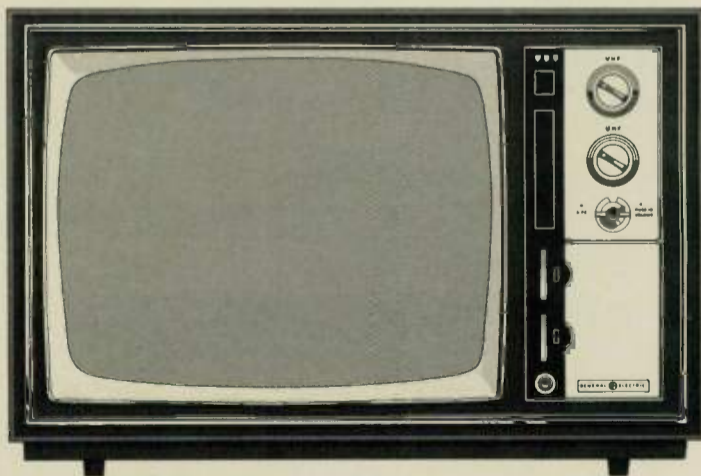
WM228HWD—10-INCH PORTA COLOR TV



WM235GWD—14-INCH PORTA COLOR TV



WM237GWD—14-INCH PORTA COLOR TV



M276EWD—18-INCH COLOR TV

The reliable color tv.

GENERAL  ELECTRIC

SALES BOOSTER for Whirlpool dealers only!



Exclusively yours . . . a sales aid that's a natural for attracting washer and dryer customers, and holding them! It's a super-concentrated laundry detergent with the Whirlpool name on it. An easy way to pocket some extra money. A sales tool with many uses.

Unique Premium

Everyone needs detergent! You can offer one of the smaller size boxes at a special price to pull people into your store. Or give one as a premium with the purchase of any appliance . . . and open the door to a washer or dryer sale.

Sales Closer

Many Whirlpool dealers find that it's easier to sell up to a better washer or a laundry pair if they offer a supply of detergent as an incentive. A 25-lb. box is impressive. Even a 100-lb. drum can cost less than a price reduction.

Traffic Builder

Please your customers by giving them an official Whirlpool users certificate which allows them to buy Whirlpool detergent at a special price. Bring them back to your store again and again. And make a good impression every washday through this low-sudsing, biodegradable detergent.

Attention Getter

Stack up the boxes to make a colorful display. It'll stop the shoppers and call attention to your laundry models. It'll remind people, too, that "Whirlpool" is the outstanding name in the laundry field.

Talk to your distributor about . . .

Whirlpool
DETERGENT
From the people who make Automatic Washers
Or write to Marketing Department, Whirlpool Corporation, LaPorte, Indiana 46350.

room at the top



C. S. Semple



W. H. Sahloff

Cecil S. Semple, now general manager of the housewares division, succeeding **Willard H. Sahloff**, now consultant to the consumer products, group, *General Electric Co.*



W. Towle



G. H. Scott

William Towle, now national sales manager of Panasonic home appliances, *Matsushita Electric Corp. of America.*

Gerald H. Scott, now stereo marketing manager, *Admiral Corp.*



D. W. Swartout



J. J. McDonough

Joseph J. McDonough, now national sales manager, *Norge Div., Fedders Corp.*

David W. Swartout, now in the newly created position of manager, heating and cooling field sales, *Whirlpool Corp.*

John C. Norton, now vice president of marketing, *Toro Mfg. Corp.*



F. W. Darby



C. H. Belzer

Fred W. Darby, now manager of marketing-television products for consumer products division, *Motorola Inc.*

Charles H. Belzer, Jr., now manager, sales, radio and tape products, *RCA Sales Corp.*



C. A. Crumm



J. A. Mahoney



R. R. Foster



J. T. Kennedy

For three newly established product departments of the housewares division, *General Electric Co.*: **Charles A. Crumm**, now marketing manager, personal appliance department; **John A. Mahoney**, now marketing manager of the portable appliance department; and **Robert R. Foster**, now consumer goods marketing manager of the specialty appliance department.

John T. Kennedy, now in the newly created position of consumer product manager, *Northern Electric Co.*



S. Rehbeck



E. W. Seitz

Earl W. Seitz, now executive vice president-operations; **Sig Rehbeck**, now vice president-marketing, *The Regina Corp.*



Dr. J. Hillier



C. Morsey, Jr.

Chase Morsey, Jr., now in the newly created position of executive vice president, operations staff; **Dr. James Hillier**, now executive vice president, research and engineering, *RCA.* *Mart* magazine learns that **Joseph Sullivan**, president, and **Paul O'Connell**, national sales manager, have resigned from *Clairtone Electronic Corp.* They couldn't be reached for confirmation.

DELIVERIES ARE EASIER - SAFER!



slides up and down stairs
slides in or out of delivery trucks
protects the appliance against damage
balances all the load over the wheels
rolls under the load easily

ORDER BY MAIL on a "money back if not satisfied" basis. With web belt, ratchet cincher, semi-pneumatic rubber tired wheels...only \$62.00 (FOB Los Angeles)

COLSON EQUIPMENT & SUPPLY CO.
5026 E. Slauson, Los Angeles 22, Calif.

EASLOAD

APPLIANCE TRUCKS

ANNOUNCING!! NEW THEFT ALARM UNIT FOR TELEVISION RECEIVERS TO BE RELEASED SOON.

The Sentry Electronic Guard Alarm Model 500, is a solution to a problem that has been growing rapidly, in thefts of Television & Stereo Receivers, from Motel, Hotel, Apartment and Home Dwellers.

— SELF INSTALLATION IN MINUTES —
Watch for release date and dealer listings.
FOR ADVANCE INQUIRIES — WRITE —

DOT ENGINEERING
4500 Lakedrive, Minneapolis, Minn. 55422

mart mail

Likes Rickbeil

Editor, **Mart** magazine:
Your column "A Dealer Speaks" certainly gave us a big boost when Hardy Rickbeil took the stand. His column was quite a surprise. Previous articles have made popular reprints to our growing list of 250,000 "Day-timer" fans and their friends.

We'd like to reprint this fine piece (Nov. 15, 1968, **Mart**) and make it available subject to your ok . . .

Russ Palmer
Day-Timers, Inc.
P. O. Box 2368
Allentown, Pa.

Re. international issue

Editor, **Mart** Magazine:
. . . We would like to confirm that we are interested in getting 1,000 reprints of the article "Taiwan, What And Who Are Next?" (December 1-15, 1968, **Mart**) . . .

Laura Chen
Chinese Investment
& Trade Office
New York, N. Y.

More on Sears' practices

Editor, **Mart** magazine:
Your article, "Mart Private Label Report," included some references to Sears delivery charges for paint, in your September issue.

The writer of the article was interested enough to investigate further

Tappan merges Canadian subsidiary with holding company

The Tappan Co. is merging its Tappan-Gurney Ltd. subsidiary in Montreal with the appliance operations of Corpex Ltd., a Montreal-based holding company.

W. R. Tappan, president of the U. S. firm, which holds 91 per cent of Tappan-Gurney stock, said that Tappan-Gurney would be part of a larger appliance complex in Canada, with initial annual sales in excess of \$21 million. He noted that the appliance portion of the Corpex group was made up of A. Belanger Ltd., of Montmagny, Quebec, and Findlays Ltd., of Carleton Place, Ontario, and that their product lines include gas and electric cooking appliances, and refrigeration, laundry and heating equipment. Both W. R. Tappan and Neil Gough, president of Corpex, expect the new company, to be known as Belanger-Tappan Inc., would profit by the broadening of its product line and the technical assistance which would be gained from exposure to a major U. S. appliance manufacturer.

himself. Since he was that puzzled and determined, I'd like to give him some information that he might not know.

First, the merchants of Sears do not establish the freight costs, on catalog sales. It's funny that you picked on paint — it is one of the lowest freight commodities under the ICC rates. Added to that, the latex paints are almost half water!

Secondly, Sears used to cover return freight costs of items brought back by catalog customers by making a profit on the freight when the customer picks up catalog sales. I imagine that they still do this. In the case of paint, which won't come back if it is on the wall, returns are very

low compared to all other merchandise. You might get a can or your money but a return you'll seldom find in the paint business through the catalog.

Thirdly, Simpson-Sears of Canada ships all goods on a "freight's included" basis. Why can't they do it here?

Charles H. Jack, Jr.
Harrisburg, Pa.

Wants burglar alarm data

Editor, **Mart** magazine:
In your November 15 issue of **Mart** magazine, on page 47, you published an article on burglar alarms for automobiles and trucks.

In this article, you mentioned All-

wood TV & Mobile Radio of Clifton, New Jersey. However, while we have written this company to the attention of Mr. Jonathon Starr, the letter has been returned to us by postal authorities.

As we are interested in contacting this company direct, would you please send to the attention of the writer the street address of Allwood TV & Mobile Radio in Clifton, New Jersey?

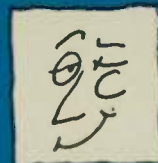
Many thanks.

J.L. Vinnedge
President
Lamson's of Toledo
Toledo, O., 43624

(The street address of Allwood TV & Mobile Radio is 1346 Clifton Ave., Clifton, N. J. — Ed.)



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.



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



Friedrich

ROOM AIR CONDITIONERS
CENTRAL AIR CONDITIONING
COMMERCIAL REFRIGERATION



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



When you need all the truck you can get, get a Chevrolet.

There are powerful reasons. Like a 215-hp 350-cu.-in. V8 for Series 40 and 50.

A 235-hp 366-cu.-in. V8 that boosts performance in Series 60 heavy-duties.

Of course, there's a range of power available in all models—even two Series 50 diesels for top savings.

Short conventional or tilt

cab. Chevy offers both.

And there's a whole catalog full of components to tailor a Chevy to your job. Your Chevrolet dealer is an expert at recommending just the right combination.

Truck industry scrappage records show a smaller percentage of Chevrolet trucks scrapped year after year.

So what? It proves that Chevy trucks are out working when other trucks are worked out!

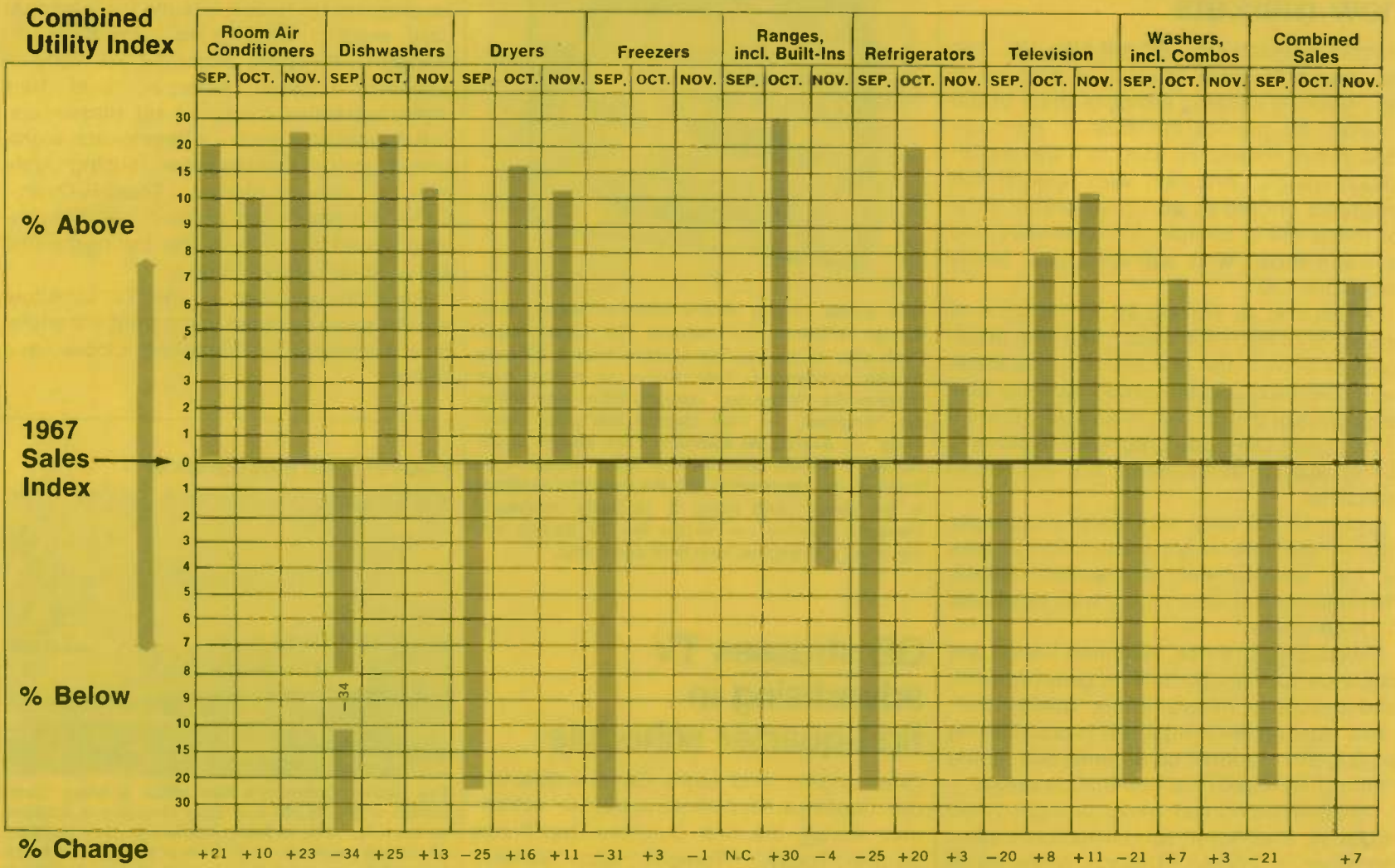
Another very good reason for calling your Chevrolet dealer when you have a big job to do and you're looking for more truck. . . . Chevrolet Division of General Motors, Detroit, Michigan.



More trucks are Chevrolets
because Chevrolet is more truck!

the mart index

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



November City Utility Report

	Room Air Conditioners	Dishwashers	Dryers	Freezers	Ranges, incl. Built-Ins	Refrigerators	Television	Washers, incl. Combos	Meter Population
Cent. Ill. Pub. Svc. (Springfield)	70	252	1171	371	433	1030	2656	1313	223,433
City Pub. Svc. Bd. (San Antonio)	50	213	1024	272	723	979	3369	1247	192,351
Dayton Power & Light	43	519	1555	368	1100	1320	4914	1650	282,702
El Paso Electric	8	239	400	142	134	504	2397		99,225
Elec. Pwr. Bd. (Chattanooga)	19	297	735	66	631	521	1394	769	83,930
Fla. P & L Co. (Miami)	9125	2285	3067	1052	5179	8612	19,204	6562	887,896
Fla. Pwr. Corp. (St. Petersburg)	810	546	909	413	2313	3397	3699	2264	375,700
Idaho Power (Boise)		294	650	286	467	326	1072	692	94,400
Jersey Cent. Pwr.* (Morristown)	125	1406	2080	591	1091	2390	6266	2788	433,290
Kentucky Util. Co. (Lexington)	41	305	1832	800	1653	1990	3709	2363	222,743
Nashville Electric Service	Not available at press time								139,650
New Orleans Public Service	200	470	1650	425	1160	1950	8300	2132	165,499
N.Y. St. Elec. & Gas (Ithaca)	16	871	1706	735	1447	1348		1964	480,000
Omaha Public Power	30	331	627	257	536	595	2084	856	124,966
Pacific Gas & Elec. (San Francisco)	974	10,460	19,381	3824	15,911	16,183	38,623	16,670	2,429,306
P. S. Co. of N.M. (Albuquerque)	1	282	538	256	211	423	1689	780	112,100
Savannah Electric & Power	16	141	377	153	261	439	1378	594	66,584
S. W. Elec. Pwr. (Shreveport, La)	21	438	1314		537	1755	3369		210,710
Union Electric (St. Louis)	112	1658	1794	514	1358	3440	11,661	3153	606,000
W. Penn Pwr. Co. (Greensburg, Pa.)	41	632	1974	646	1347	1765	4542	2405	377,832
November, 1968 compared with November, 1967	+23%	+13%	+11%	-1%	-4%	+3%	+11%	+3%	

* Includes N.J. Power & Light

ANALYSIS: Particularly good gains were registered during the month of November, 1968, compared with the same month a year earlier. Room air conditioners — with a rise of 23 per cent — did outstandingly well. This category also outpaced the performance of October '68 by five percentage points. And dishwashers, though up a good 13 per cent from November '67, registered a decline from October '68 of 12

per cent. A similar picture prevailed for dryers. Sales increased; they registered 11 per cent gain over the previous year's performance, but were off from October. Other gainers were television, refrigerators, and washers. Of these particular product groups, TV fared the best, with sales climbing 11 per cent over those of November '67. It will be noted that range sales declined slightly — by four per cent

— from November '67. Freezers too were off, but by hardly anything at all.

The general picture was good. Sales of all units combined increased seven per cent over the same month of the previous year. It should be noted that calculations do not include figures from Nashville Electric Service, which at press time were not available.

electric housewares and floor care news

Hamilton Beach sets course to develop new markets

Hamilton Beach Div., Scovill Mfg. Co., has revamped its sales force as a prelude to aggressively seeking a bigger share of the market. As part of the assault, Hamilton Beach has committed itself to a five-month "Happenings" program with special run products offered at attractive prices. First of these are a blender for under-\$20 and a stand mixer with stainless steel bowls for under-\$30.

According to Forrest W. Price, general manager of Hamilton Beach and vice president of Scovill, the firm will hit price areas which will expand the brand name to new segments of the market. In addition, there'll be a strong fair trade program in a move to bring appliance dealers back into small electrics.

John H. Flaherty was named manager of marketing. Among his top priority tasks is the development of Hamilton Beach markets on the west coast, with emphasis on food chains.

According to Price, Hamilton Beach will continue to manufacture its own products and purchase others where quality warrants. Among the products it is considering adding are personal care items, both in the motor driven and heat application areas.

Another personnel move brought Alexander H. Steinkoler, former national sales manager for Waring Products, to the same position at Hamilton Beach. William F. O'Boyle, who had been national sales manager of Hamilton Beach, moves to the newly created position of national accounts manager.

Eureka TV tie-in



New dealer display shows full-color photos from Eureka Williams Co. network TV commercials. Each side of display has a photo from a different Eureka commercial. Side shown in picture here features the "Vanguard" upright; other side shows the "Empress" — "the cleaner that does everything" — dusting an elephant. "The display is designed to create immediate product identification between the commercial and the vacuums available in the store," said Harry G. McDavitt, marketing manager. Dealers can obtain the TV display set, equipped with photos, from their distributor.

GE stresses TV advertising in first-quarter schedule

One-hundred and eight General Electric Co. housewares commercials are scheduled during the first quarter. They'll run on the "Today," "Tonight," and "General Electric College Bowl" shows over NBC network stations.

"In print advertising, we intend to continue our use of separate advertising campaigns to reach various segmented groups

of consumers," said Anthony F. Forni, manager of advertising and sales promotion for the company's housewares division. "Our first-quarter campaign continues to emphasize tip-toe beauty for personal care product advertising." Products included in the print schedule are vacuum cleaners, vacuum sweeper, mist hair dryer, hairsetter, manicure set, massagers, soft bonnet hair dryer, coffeemakers, eight-speed solid state blender, slicing knife with two sets of blades, "Toast-R-Oven," knife sharpener-can opener, deluxe variable speed mixer, and the top-of-the-line spray, steam and dry iron.

Products included in the TV schedule are the same as those in the print schedule, plus automatic toothbrushes, clocks, and skillets.

Hoover: more expansion



The Hoover Company's new office building: Completion of \$4,100,000 four-story structure is scheduled for July, 1970, in North Canton, O. New building, which will be about 42 ft. from present office building, will be connected to it near present building's entrance. Approximately 60 per cent of Hoover office staff will move to the new quarters, which will be constructed so that 10-story tower can be added later, if necessary. Hoover has manufacturing operations in nine countries, employs more than 18,000, and markets 44 products worldwide.

your national brand support

Philco-Ford launches first quarter with \$2.5 million program

Philco-Ford Corp. has scheduled an advertising-merchandising program for the first-quarter that reportedly will entail expenditures of \$2.5 million. Highlights include prime time commercials on the three networks and spot announcements locally for six weeks; dealer-listing newspaper ads in 80 markets; 12-page, four-color tabloids — 4,000,000 of them — that will feature an in-store traffic building contest; 12 full-page, four-color ads in eight national magazines; and a 35-piece point-of-purchase display kit that will support a "Caravan of Values" theme.

At the same time, the firm announced 21 drop-in home electronics products highlighted by a solid-state 8-in. b&w TV set claimed to be the first in its price range

with transistorized circuitry. It weighs 11½ pounds and carries a price of \$74.95. A \$379.95 18-in. portable leads a list of eight new color sets which brings to 37 the number of color TV models now in the company's line.

Philco-Ford also has strengthened its entries in the decorator kitchen market by introducing three new refrigerator-freezers in conjunction with a 30-in. eye-level oven range, all with period-styled three-dimensional fronts. The company's air conditioners also feature decorator fronts.

Admiral slates TV commercials on 14 NBC programs

"Someone's Stealing Our Stickers." That's the title of a new Admiral Corp. television commercial that viewers will see on 14 NBC programs through March 10. The

tongue-in-cheek handling represents a sharp change from the firm's usual type of commercial. And, it marks the company's return to network TV advertising.

Thomas R. Chadwick, vice president-advertising, said the sticker-stealing refers to the disappearance of the company's three-year color tube warranty stickers from the screens of TV sets in some dealers' stores. The one-minute commercial states in part: "When Admiral created the only three-year replacement warranty . . . we put this sticker on every one of our new color sets to remind you that Admiral makes the best picture tubes money can buy. But somebody keeps stealing our stickers . . ."

A second commercial featuring production line scenes from Admiral's color tube plant in Chicago also will be used. The company's first-quarter consumer electronics advertising program also will include ads in 17 consumer magazines.

Westinghouse offers self-clean wall oven in white goods line

Refrigerators, ranges, laundry equipment and dishwashers have been introduced by Westinghouse Appliance Sales and Service Co.

There are 11 models of top-freezer, bottom-freezer and conventional refrigerators (four side-by-side models were introduced in September.) The line includes eight models wired and plumbed to accept an automatic ice maker either at the time of sale or



Self-cleaning built-in oven has provision for "No-Turn Speed Broil" and "Roast Guard." It is available in white, avocado, coppertone, or goldtone.

later. A new ice maker that produces ice with less tendency to stick together, and at a more constant rate, was also introduced. The new icemaker is an accessory available on most top-freezer models.

Other refrigerator features include re-styled and re-designed interiors,

"7-Day Meat Keepers," and more frost-free models.

The new dishwasher line comprises 10 models. There are five portables, a convertible, and four undercounter units.

Portables and the convertible feature a "Tilt Guard" door that minimizes the chance of the dishwasher tipping over when pressure is applied

to the open door. The door flexes all the way to the floor, avoiding spilling the dishwasher and its contents.

Dishwasher features include a new control panel, glide-out random loading shelves and dual detergent dispensers.

"The "Continental" range line features "No-Turn Speed-Broil," a variety of self-cleaning models, rotary

dial infinite heat controls, and a "Warm 'N Thaw" cabinet that defrosts frozen foods or keeps food warm for extended periods of time.

A built-in self-cleaning oven was also introduced. Two models, one deluxe and one custom, will be available in April. The wall oven offers self-cleaning along with such features as "Roast Guard" and provision for the "No-Turn Speed-Broil."

The laundry division introduced a dryer (available as part of the stacked pair of washer-dryer twins) that is said to require no venting. The dryer circulates the drying air over cooling condensers that extract the moisture and the water drains into the plumbing.



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



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

RACK UP ANOTHER FIRST FOR DODGE.

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

DODGE TRADESMAN PUTS YOUR BUSINESS ON WHEELS



Canadian Admiral again expands Port Credit plant

Canadian Admiral Corp. Ltd. is adding 42,000 sq. ft. to its Port Credit, Ontario, Can., plant to bring the total area to 300,000 sq. ft. This will be the seventh addition to the facility since it was completed in 1950. Admiral claims to be Canada's largest manufacturer of TV receivers and refrigerators. Stereo, radios and electronic products for government and industry are also produced by the Admiral Corp. subsidiary. Canadian Admiral's sales have doubled in the past four years, the firm says, and tripled in the past seven. The company is now among the 100 largest manufacturers in Canada.

Speed Queen plans new Searcy, Ark., plant

Speed Queen Div., McGraw-Edison Co., Ripon, Wis., plans to build a production and distribution facility at Searcy, Ark. A 165,000-sq.-ft. building will be constructed on a 44-acre site situated in the Searcy Industrial Park. Operation of the plant is slated for mid-summer.

Robert Cornwall, Speed Queen president, said that the location will provide the firm with an ideal distribution point because Speed Queen sales are growing rapidly in the southern market. About 100 persons will be employed at the start of production.

Dodge CHRYSLER MOTORS CORPORATION

electric housewares



Toshiba Steam Cooker

The new automatic electric steam cooker with automatic heat retention has eight components: inner pan, outer cooker, inner lid, outer lid, "off-warm-cook" buttons, "warm-cook" signal lights, lid holder, and cord. The unit cooks by steam rather than direct heat. The user just pours



Toshiba de luxe steam cooker

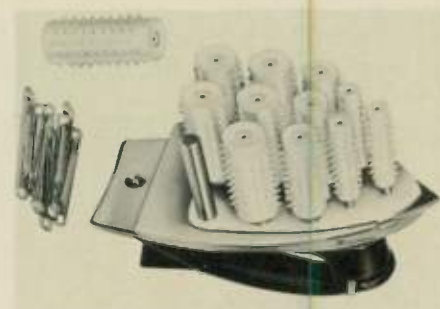
water into the bottom, places the food into the inner cook-pot, puts on the lid, and turns the unit on. This UL-listed unit comes in white baked porcelain enamel with chrome lid.

It is available in two types. A de luxe unit with an automatic warming feature and a regular unit without the

warming feature. The de luxe model comes in an 8-cup capacity at \$27.95 and a 10-cup capacity at \$29.95. The regular unit in capacities of six, eight and 12 cups is priced at \$18.95, \$23.50, and \$27.95 respectively. Model RC-15B is an 18-cup capacity unit priced at \$39.95. *Toshiba America, Inc., 477 Madison Ave., New York, N.Y. 10017.*

Oster Hair Curler

A new heated hair curler set that attaches to home or travel irons for heating, Model 612-01 can be used on any thermostatically controlled home or travel iron. This "Heat 'n Curl" instant hair curler set comes



Oster "Heat 'n Curl" set

with 12 curlers: six large, three medium, and three small, as well as 12 special hairpins designed for the rollers, and a hair care and styling tips folder. The curlers can be heated in 10 to 15 minutes, depending on the wattage of the iron. Suggested retail price: under \$12. *John Oster Mfg. Co., 5055 N. Lydell Ave., Milwaukee, Wis. 53217.*

Frantz Vacuum Cleaners

A line of newly designed, floral "Decorator" vacuum cleaners with bright daisies features two new decorator models of lightweight upright cleaners in chrome steel with black vinyl trim, finished with multi-colored daisies, plus two new round canister models in chrome and avocado, also with daisies.

The firm will also introduce four completely new vacuum cleaners: two



Frantz canister vacuum cleaner

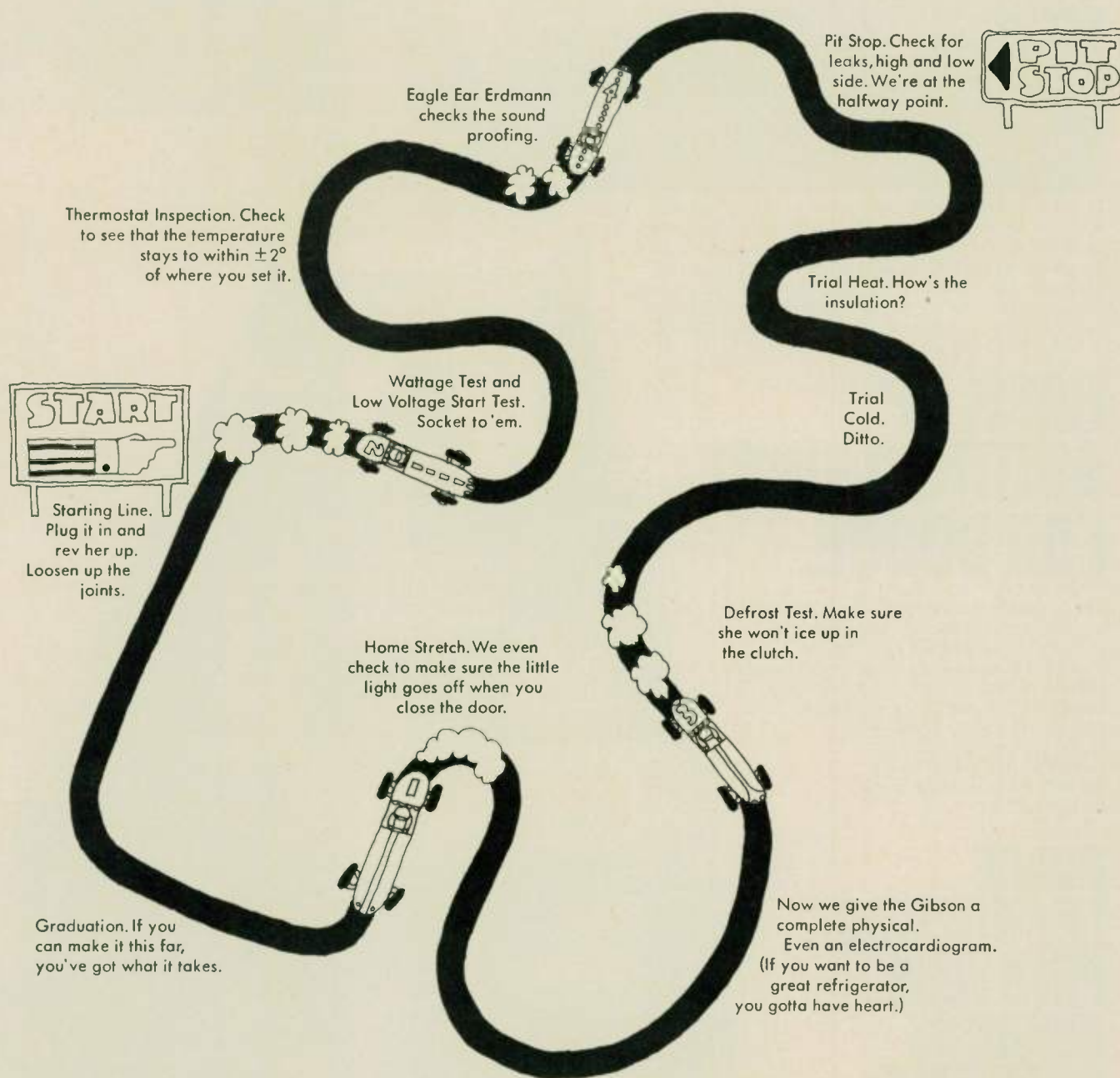
de luxe upright revolving brush models in avocado and oyster white and two rectangular canister models in avocado and white with the de luxe models also featuring the decorator daisy. *Frantz Electric Industries, Inc., 1615 Collamer St., Cleveland, O. 44110.*

Hoover Waffle Baker/Grill

Model 6670, new automatic waffle baker/grill, bakes four "country-size" waffles at one time. The signal light indicates when correct temperature has been reached, as pre-selected on the graduated temperature control. The floating hinge lets the lid expand with the waffles. And the hinge feature lets the lid open flat, while the handle twists to form a supporting leg. With reversible grids, the unit becomes a grill, and the run-off spouts prevent overflow of cooking liquids. The 1200-watt, 120-volt, ac unit has a chrome plated body, black handles and dial; and "biscuit brown" "Teflon"-coated grids. Included is a nylon spatula. *The Hoover Co., North Canton, O. 44720.*

(Continued on page 44)

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

by Jack Adams

the balance sheet



50th show glow — More than 50,000 people looking over some 300,000 separate items of merchandise in one setting suggests sales that total very big money.

And for those who find it difficult to visualize 11-digit figures, a visit to the 50th National Housewares Exhibit last month in Chicago would have left no doubt in their minds that many more people than those who prowled the floor of the International Amphitheatre are interested in buying housewares. And if the optimism expressed by factory sales people and buyers is a barometer of the consum-

er's buying mood, the housewares industry, currently pegged at \$12.5 billion at retail, is in for further gains in 1969.

That the National Housewares Mfrs. Ass'n can't even come close to providing adequate display facilities for present exhibitors and those who would like to appear there is a testimonial to the appeal of the merchandise to merchants and consumers.

Although exact attendance figures were not available at press time, seasoned observers believe that the final audit will show the January, 1969, exhibit had more registrants than any

previous show.

What could be more fitting for a golden anniversary number?

The wide variety of merchandise shown at NHMA exhibits, the broad price range of the various items, and the number of age groups to which the merchandise appeals are some of the factors that contribute to the uniqueness of the shows.

In reporting on the electric housewares or portable appliance area of the 50th exhibit, **Mart** editors have noted a number of facts well known to those merchants who were involved in 1968 with products which fall in this category.

Such reported facts as the decreasing amount of attention paid to prices by consumers, the continuing expansion of the beauty care appliance market, and the increase in the number of items slanted toward teen agers and the male population are factors that can lead the way toward a larger, more profitable appliance market.

An increasing number of dealers, largely independents, who have cast small electrics aside in the past because they couldn't make any money on them have been returning to the fold.

But a sizable number of retailers

still shun this product category for a variety of reasons that add up to the fact that they have decided they just aren't right for their business.

Creating excitement for the consumer has long proven to be one of the most direct routes to a sale.

The 50th National Housewares Exhibit was an exciting show. And the excitement evidenced there reflects the stir that many portable appliances continue to generate among an increasing number of consumers.

We feel almost certain that this excitement would have rubbed off on those retailers who have neglected the portable appliance category had they been there. And if they were not, we hope they will take another look at small electrics to see if it isn't true that here is a product category that can bring new customers into their stores to give them sales they have never made before and that will hopefully rub off on still higher ticket merchandise.

Mr. Zip Says:

Zip code is for everyone. Use it for both business and personal letters.

by the way



Hello, cake!



That "Hello, Dolly!" star Carol Channing helps celebrate 50th "Golden Anniversary" opening of NHMA National Housewares Exhibit with Dolph Zapfel (left), managing director, National Housewares Mfrs. Ass'n, and William Edwards, vice president and general manager of Palmer House hotel. On display in hotel lobby during show, giant birthday cake was salute from Palmer House, headquarters hotel and scene of first NHMA exhibit in January, 1939.

Names in the news

Jules Rubin, marketing sales manager, Benjamin Electronic Sound Corp., has announced the winners in the company's annual summer sales promotion contest.

First prize went to **Arthur Parket**, the firm's rep in the Washington-Baltimore territory. Second prizes were awarded to **Art Cerf Co.**, Philadelphia, **Maitland K. Smith Co.**, southeastern states, and **Charles Lucas**, of Texas, Louisiana and Oklahoma. Third prizes: **Gordon Dougherty**, Hawaii, **Sheldon Schak**, Chi-

cago, and **Hank Schroeder Co.**, of Michigan, Indiana, Kentucky, Ohio and western Pennsylvania. Other prizes were awarded to **Ellard Strassner Co.**, California; **Metropolitan Sales**, New York and New Jersey; and **Carmine Vignola**, Kansas, Missouri, Iowa, and Nebraska.

Eli Chezar has resigned as national sales promotion manager and international marketing director of Certron Corp. He resides at 1606 Amate Drive, Whittier, Cal.

Martin Cohan has been elected treasurer of Wards Co., Inc., Richmond, Va. . . **Renato De Vito**, Graybar Electric Co., Washington, D.C., is the grand prize winner of the "Mission: Everyone Wins" contest of Warning Products div., Dynamics Corp. of America . . . **James A. Ruffalo** has been elected controller of the Gas Appliance Mfrs. Ass'n. He had been assistant treasurer and membership secretary and will continue to carry out the responsibilities of that position while serving as controller.



Engle honored



Walter E. Engle, of Lakeland, (center) former member of **Mart** magazine Dealer Advisory Board, accepts life membership award in Florida Electrical Contractors Ass'n. At right is master of ceremonies, Howard Palmer, of Orlando; at left is Harold Wilson, of Lakeland, president of the organization.

Distributor doings

Interstate Supply Co., St. Louis, has been named a distributor of Whirlpool heating and cooling products and has established a new department under the direction of John Richmond. The territory consists of 65 counties in eastern Missouri and 30 counties in southern Illinois.

Appointment of Steve Nesbit as vice president and general manager of Wilson Distributing Co., Kansas City, Mo., has been announced by W. C. Wilson, president of the firm. Nesbit had been general sales manager.

John F. Conger has been named general manager of Mid-Continent Appliance Distributors, Inc., distributor of Admiral products in 61 Colorado counties and parts of Wyoming and Nebraska. He had been field sales manager.

Magic Chef, Inc., has appointed Jon Parker to the position of district sales manager. He'll represent Magic Chef in the coastal areas of North and South Carolina, and will report to

Harold Logan, regional sales manager.

Cooper Distributing Co., Inc., Newark, N.J. has resigned as northern New Jersey distributor for the Motorola consumer electronics line. L&P Distributors Co., Inc., New York City distributor for the Motorola line is expanding its retail coverage by becoming the Motorola wholesaler in northern New Jersey. Cooper Valley Distributors, Inc., Albany, N.Y., continues as the Motorola distributor in that area with Dan Jacobs as president. Jacobs also is president of Cooper Distributing Co., Inc.

KitchenAid disposers win merit award in plastics

A special "Certificate of Merit" has been presented to the KitchenAid div., Hobart Mfg. Co., for "imaginative and outstanding application of plastics in the field of major appliances." A panel of judges represent-



KitchenAid winner

ing the Society of the Plastics Industry selected the firm's new line of disposers from entries in the dishwasher-disposer category. The award was made on the basis of appearance, material choice, economics, quality, utility, design reliability, safety features, and innovativeness.

Electric housewares . . .

(Continued from page 42)

Roto-Broil Hair Curler

New hair curler set features 21 curlers — six jumbo, seven large, four medium, and four small — and a sealed heating unit which heats all curlers at once. The see-through cover, which has beige and brown accents turns the unit on and off. Open the cover, curlers are "on." Close cover, curlers are "off." The light on the right designates when the unit is "on" and the light on the left signals when the curlers are heated

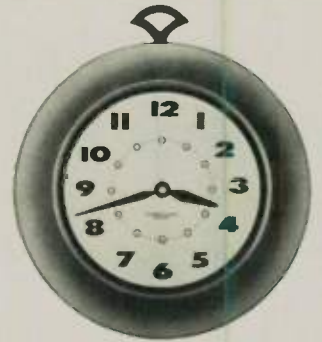


Roto-Broil hair curler set and ready. The UL-listed, 650-watt, 110-120-volt, a-c unit has a six-foot detachable cord and carries a one-year warranty, over-the-counter replacement. *Roto-Broil Corp. of America, 33-00 Northern Blvd., Long Island City, N.Y.*

Westclox Wall Clocks

The new no-cord decorator wall clocks are the "Appliance Mate" (top in photo) and the "Cutting Board." Available in four colors — avocado, harvest, coppertone, and flame — the "Appliance Mate" is 9 1/4 in. in diameter, has a circular brushed aluminum dial with black numerals and top ornament. With front hand set and fully transistorized movement, the unit mounts flush to the wall. Suggested retail price: \$14.95.

The "Cutting Board" is designed in a hand-rubbed antique finish with carving in the handle which serves as a top ornament. Also featured are a decorative tile face, black numerals



Westclox "Appliance Mate," "Cutting Board"

and hands, and decorative flowers at each corner of the dial. Offered in avocado or woodtone, the clock, 12-in. high x 7 1/2 in. wide, has fully transistorized American-made movement. Suggested retail price: \$18.95. *Westclox Div., General Time Corp., La Salle, Ill. 61301.*

Westinghouse Opener

Model HC20 is a new automatic electric can opener/jar opener which opens all types of jars as well as cans. The jar opener on the side of the unit utilizes a device similar to a tension-loaded spring that quickly breaks the seal and loosens the lid on any jar, making it easier to open. The can opener portion is said to be powerful



Westinghouse Model HC20

enough to open all types of cans — even those with extra heavy seams or odd shapes. The can is power-pierced, turned, and the lid is cut cleanly, leaving a safe, rolled edge. The magnetic lid holder suspends the lid above the can. Suggested retail price: \$16.95. *Westinghouse Electric Corp., Route 27 and Vineyard Rd., Edison, N.J. 08817.*

Mr. Zip Says:
Zip code is for everyone. Use it for both business and personal letters.



BEAUTY IS MORE THAN SKIN DEEP

. . . when you're looking at COOLERATOR Room Air Conditioners

COOLERATOR fine furniture styling brings you the best looking line in the business, of course; but also . . .

COOLERATOR year after year maintains a service record that other manufacturers envy. Here's why:

COOLERATOR — instead of the usual spot checking of random samples — gives every single room air conditioner a 60-minute test for quality and performance before it is shipped . . .

That means your profits on sales are protected against losses on service, with the result that you make more money with COOLERATOR.

For profitable air conditioning business, get with . . .

Coolerator



McGRAW-EDISON COMPANY
Albion Division Albion, Michigan 49224



Madison, Wis., dealer finds

Sales of tape units to students are a bonanza

Reel-to-reel units for study and entertainment are campus favorites.

UNIVERSITY students have always been a good market for high fidelity sound equipment, and today's students are discovering the tape recorder to be a compact, convenient study aid, as well as an entertainment device for serious music listening.

Some professors have become upset by the growing number of students who send their tape recorder to the lecture with a friend to turn it on and off for the session.

"The day I dread," said one educator, "is when I come into the classroom and find no students, just a bunch of tape recorders with a note, 'please turn on before the lecture.'"

"That's the day I'll start sending my machine with a recorded lecture in with a teaching assistant, and have him turn everything on and give the degree to the machines."

But until that impasse between professor and student is reached, tape recorders are providing a bonanza for Beecher's, Madison, Wis.

"Surprisingly enough," Francis T. Beecher, owner, said, "students have not found the convenient cassette recorders too popular. Instead they have chosen the three- and five-inch reel-to-reel units that can provide up to three hours of lecture or music. I don't count the reel-to-reel machines out, and expect they'll be around for a long time to come."

Much of Beecher's volume comes from students at the University of Wisconsin, up to 90 per cent from the campus activities and business connected with the school.

Cassette recorders are a growing part of his sales, but many of these customers are what Beecher considers "serious listeners," who frown on the musical quality produced by many of the less expensive cassette

machines.

"These kids have money to spend," Beecher said, "and don't mind spending top dollar for good equipment. Lately, they have been excited about a new eight track stereo recorder with play-back feature that we can sell at \$129.95. This interest, I think, is due to the growing use of cartridge units in automobiles, and a desire to duplicate their record collections (or a friend's) so they can be used both in the car and at home, plus a voice recorder."

With school in session, Beecher's, in a high traffic area, is a very busy store. Students may browse through the tape section several times before they buy, and Beecher displays his merchandise where they can handle and try the recorders. Each unit is chained and locked to the display shelves to prevent pilferage. Too, each unit's microphone is taped securely to the machine so that these do not get mixed up, or lost.

"And surprisingly enough," Beecher said, "these students are excellent credit risks, often better than some of the local people. Even though they often dress crudely to keep up with the mode at the University, they want and appreciate good things. And they don't mind paying a good price."

Beecher's best movers in the tape recorder department are reel-to-reel stereo up to \$230; five inch reel-to-reel monaural up to

\$90; three-inch at around \$40, and cassette units from \$80 to \$100.

Miniature models have not sold too well at Beecher's, mainly because the students want tape recorders for the dual purpose of recording lectures and music. Here the smaller units fall short, according to Beecher.

Accessories also provide the store with a good source of volume. These small items, though, presented a problem in pilferage, until the store installed a motorized jeweler's display case. The small, but profitable, accessories are on trays, which can be operated by the customer by a pushbutton, or continuously. The three cases with 18 trays each allow Beecher's to present an extraordinary number of items that customers can be reminded of while in the store, browsing and contemplating a major purchase.

Often, students come up with questions that even Beecher cannot answer, such as the time a student called and asked how he could listen to 60 hours of lectures before an exam that was only 24 hours away. Since then, when selling tape recorders to students, Beecher reminds them of this problem, and suggests that they pay attention to marking hot-spots on the tapes, to make study easier, or start studying sooner.

Jeweler display case provides convenient means of securing small accessories from pilferage. Shelves rotate manually or automatically. Mrs. Kathleen Brick, and Mrs. Beecher help students make a selection.



Control panel for switching combinations of music systems and speakers is shown to prospect by F. T. Beecher.

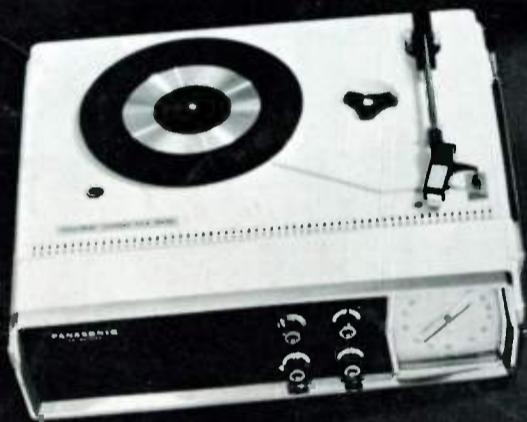


Mrs. Francis Beecher gets instruction from husband on new cassette tape recorder operation. Note chain to secure the machine to shelf.





MODEL SE-1318



MODEL SG-773



MODEL SG-553

How to play family favorites.

It's simple. You play to each member with a radio phono combination he'd swear was made for him.

So when Junior wants to hear his favorite program, he can, in the privacy of his own room without disturbing anybody else. Ditto Sis.

For the portable market, we've got some dandies. And we're not talking about the room-to-room kind. We're

talking portables that go to the beach, the park, to parties, even to the office.

We have one with attache case styling for that VIP look. It's an AM-FM radio and 2-speed phono with a special mechanism that lets the battery take over when the AC current fails. That's the Jamesport (SG-773).

We've got winners for the "at-home" set as well. In one

handsome unit, everything to make memorable evenings. That's the North Vernon (SE-1318), typical of the rest of the line.

And the social success of our line is the party-going Kingston (SG-553). Watch this one move among the teen crowd.

Play favorites with Panasonic's 129 great home entertainment products.

GO WITH THE COMPANY THAT'S TAKING YOU PLACES **PANASONIC**[®]

Madison, Wis., dealer finds

Sales of tape units to students are a bonanza

Reel-to-reel units for study and entertainment are campus favorites.

UNIVERSITY students have always been a good market for high fidelity sound equipment, and today's students are discovering the tape recorder to be a compact, convenient study aid, as well as an entertainment device for serious music listening.

Some professors have become upset by the growing number of students who send their tape recorder to the lecture with a friend to turn it on and off for the session.

"The day I dread," said one educator, "is when I come into the classroom and find no students, just a bunch of tape recorders with a note, 'please turn on before the lecture.'

"That's the day I'll start sending my machine with a recorded lecture in with a teaching assistant, and have him turn everything on and give the degree to the machines."

But until that impasse between professor and student is reached, tape recorders are providing a bonanza for Beecher's, Madison, Wis.

"Surprisingly enough," Francis T. Beecher, owner, said, "students have not found the convenient cassette recorders too popular. Instead they have chosen the three- and five-inch reel-to-reel units that can provide up to three hours of lecture or music. I don't count the reel-to-reel machines out, and expect they'll be around for a long time to come."

Much of Beecher's volume comes from students at the University of Wisconsin, up to 90 per cent from the campus activities and business connected with the school.

Cassette recorders are a growing part of his sales, but many of these customers are what Beecher considers "serious listeners," who frown on the musical quality produced by many of the less expensive cassette

machines.

"These kids have money to spend," Beecher said, "and don't mind spending top dollar for good equipment. Lately, they have been excited about a new eight track stereo recorder with play-back feature that we can sell at \$129.95. This interest, I think, is due to the growing use of cartridge units in automobiles, and a desire to duplicate their record collections (or a friend's) so they can be used both in the car and at home, plus a voice recorder."

With school in session, Beecher's, in a high traffic area, is a very busy store. Students may browse through the tape section several times before they buy, and Beecher displays his merchandise where they can handle and try the recorders. Each unit is chained and locked to the display shelves to prevent pilferage. Too, each unit's microphone is taped securely to the machine so that these do not get mixed up, or lost.

"And surprisingly enough," Beecher said, "these students are excellent credit risks, often better than some of the local people. Even though they often dress crudely to keep up with the mode at the University, they want and appreciate good things. And they don't mind paying a good price."

Beecher's best movers in the tape recorder department are reel-to-reel stereo up to \$230; five inch reel-to-reel monaural up to

\$90; three-inch at around \$40, and cassette units from \$80 to \$100.

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Accessories also provide the store with a good source of volume. These small items, though, presented a problem in pilferage, until the store installed a motorized jeweler's display case. The small, but profitable, accessories are on trays, which can be operated by the customer by a pushbutton, or continuously. The three cases with 18 trays each allow Beecher's to present an extraordinary number of items that customers can be reminded of while in the store, browsing and contemplating a major purchase.

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Mrs. Francis Beecher gets instruction from husband on new cassette tape recorder operation. Note chain to secure the machine to shelf.





New!

Ampex Micro 86
The "Power House"
 Stereo Cassette System

All solid-state cassette player/recorder boasts a full 20 watts stereo power! Features pushbutton operation with "Instant-On," pause control and VU level meter. Comes with omnidirectional mikes, plus two wide-range walnut speakers. Hand-some walnut base. **\$199.00***



New!

Ampex Micro 88
Portable Stereo Cassette System

The first 20 watt real stereo cassette system built to travel! Rugged Samsonite attache-type case with convenient carry handle. Records/plays cassette stereo or mono. Extended-range slide-on speaker systems. Omnidirectional mikes and stand. **\$199.00***



New!

Ampex Micro 90
Stereo Cassette Changer Deck

Solid-state stereo cassette playback deck changes up to six stereo cassettes all automatically for a full evening of continuous stereo listening. Connects easily to any console or component system. Luxurious walnut base. **\$129.00***



New!

Ampex Micro 95
Stereo Cassette Recorder/Changer System

A great new development in cassette recording. Plays and records in stereo on convenient cassette tapes. Plays up to six cassettes automatically for a full evening of continuous stereo entertainment. Pushbutton operation, pause control, two oiled walnut speaker systems, VU meter, omnidirectional mikes and stand. **\$269.00***

Ampex
Does More!

LISTEN

to the Sound Idea People / it pays!

*Manufacturer's suggested list price.



New!

Ampex 755
Stereo Tape Deck

Features all solid-state pre-amps plus three famous Ampex deep-gap heads. Records sound-on-sound, sound-with-sound, direct tape monitor and echo. Use with any console or component system. Includes two VU meters plus automatic shutoff. **\$229.00*** Walnut base optional **\$9.95**



New!

Ampex 1455
Automatic Reverse Stereo Tape Deck

Here's the tape deck with the built-in brain. Has automatic thread and automatic reverse. Features four deep-gap heads, pause control, dual capstan drive, all solid-state circuitry, and two VU meters. **\$329.00*** Walnut base optional **\$9.95**



New!

Ampex 761
Portable Solid-State Stereo Tape Recorder

Records/plays 4-track stereo at 3 speeds. Capable of sound-on-sound, sound-with-sound, echo and direct tape monitoring. Features three Ampex exclusive deep-gap heads and dual capstan drive. Includes two acoustic suspension cube speaker systems. **\$329.00***



New!

Ampex 1461
Portable Automatic Reverse Stereo Tape Recorder

Ampex quality at its finest! Automatic threading and automatic reverse for uninterrupted play. 40 watts peak stereo power. Two VU meters, automatic tape lifters. Complete with two great new Ampex acoustic suspension cube speakers, two mikes. **\$429.00***

LISTEN... The Sound Idea People are out to "Turn-On" your sales with the biggest, wildest sales promotion ever: "The Ampex Stereo Hear-In." Your Sound Idea Man will be calling on you, and when he does...do yourself a favor and **LISTEN**. **LISTEN** to him tell you about all the exciting new Ampex products! **LISTEN** when he explains the best profit opportunity and dating terms you've ever been offered...**LISTEN** when he outlines the details of our giant national ad program for the consumer market! **LISTEN** when he fills you in on the fantastic in-store "Ampex Stereo Hear-In" we'll be sponsoring for all our Ampex dealers. **LISTEN** when he tells you about the terrific Ampex consumer traffic builder, outstanding tape offer, & special incentive plan for your salespeople. **LISTEN** to him tell you about our new product ad mats, suggested radio and TV scripts, wild window & wall banners for the "Hear-In," and above all, the best way to utilize all of them...**LISTEN** to an Ampex Sound Idea Man...he has a lot of sound ideas for profit!

AMPEX

AMPEX CORPORATION
CONSUMER EQUIPMENT DIVISION
2201 LUNT AVENUE
ELK GROVE, ILLINOIS 60007

New Orleans dealer learns that

Electric housewares attract major appliance customers in more often

and with control, he can profit well.

A. J. (Tony) Campo, of Campo Appliances, New Orleans, considers small electric appliances a must for a competitive major appliance market. He says they are an added incentive for a customer to visit his store more frequently and be exposed to what's new in the white and brown goods departments.

"And often, small electrics can bring as much and more profit than some major appliances," said Campo. "Once they're sold, there's no service to contend with that could eat up the profit as on some home entertainment products."

But for Campo, as with many other

dealers, it is very difficult to convince his salesmen to spend the time to sell small electrics. salesmen fear losing their "up" which could have been a major item, and an important commission.

"I don't blame them," said Campo, "but as part of our overall store operation, we have to bring in more potential customers. To do this, small electrics must be part of the package."

To bypass salesmen's reluctance to spend time on small electrics, Campo hired Claudia Starns to manage and operate the department, on a straight salary. She is responsible for maintaining stock, selecting items for sale, and the most important function, selling the product through personal contact with the customer.

Irons, coffeemakers, and toasters located behind a counter at the rear of Campo's appliance store are the fastest moving

items in the department. Being controlled, the department does not suffer as much "shrinkage" as at some stores which use open self-service display areas. And having a live demonstrator can be the distinction between selling the low-end leader, or the high-end, best margin item which can mean the difference between profit and loss for the department, according to Campo.

Hard hat hair dryers, electric curlers, and other personal care items are a natural for selling by a woman. She can gain the confidence of woman shoppers, and also the male who wants a gift for his wife or girl friend. Such confidence also means bigger ticket sales, and better values for the customer than many self-service departments which often rely on price appeal alone.

Campo has been experimenting with the small electric department for little over a year, the store being just over two years old.

"The thing that amazes me about small electrics is that there are always deals and promotions around that a good dealer can run with," said Campo. "With these price leaders to work from, it makes it easy to have a major appliance promotion hinged to a sale on small electrics, and to be able to make a profit on both.

"With the discount houses learning that even they have to make enough profit to cover costs, their prices are not as low as they used to be, and we can be a lot more competitive now."

Campo's experience with small electrics has shown him that to be profitable, he had to limit his number of lines of manufacturers, but to have a large selection of items within these lines. It gives him more flexibility, better buying position, and allows him to take advantage of large national advertising campaigns these firms provide.

The increased traffic provides enough extra leads so that even his major appliance salesmen take time to "pitch" a customer on a small electric item now and then.



Chuck Campo, Campo Appliances, New Orleans, discusses latest hair curler personal care electric with department manager, Claudia Starns.

Claudia Starns explains coffeemaker features to customer David Kennedy.



room at the top



V. A. Melfi D. Schmidt

Vincent A. Melfi, now executive vice president, operations, *Caloric Corp.*

Don Schmidt, now advertising manager, *Dominion Electric Corp.*



M. C. Wilson C. J. Gentry

Myron C. Wilson, now national sales manager for radios, consumer products division; **C. J. (Red) Gentry**, now product manager, automotive sound products, consumer products division, *Motorola Inc.*



D. P. Dickson B. S. Durant

Bryce S. Durant, now chairman of the board; **Donald P. Dickson**, now president, *RCA Sales Corp.*



T. Q. Fisher W. W. Howard

Thomas Q. Fisher, now executive vice president, *Symphonic Radio and Electronic Corp.*, subsidiary, *Lynch Corp.*

William W. Howard, now in the newly created position of general manager, kitchen products department, *Whirlpool Corp.*

Armin E. Allen, now in the newly created position of vice president, consumer operations. *Philco-Ford Corp.*

Stephen H. Morrall, now in the newly created position of consumer electronics product planning manager, *Admiral Corp.*



W. C. Fisher



C. S. Rossate



J. W. Craig



C. B. Flinn

Walter C. Fisher, now vice president, marketing, *Zenith Radio Corp.*, as well as president, *Zenith Sales Corp.*

C. S. Rossate, now senior vice president-consumer electronics; **John W.**

Craig, now senior vice president, appliance division; **Clarence B. Flinn**, now vice president-sales and distribution; and **Walter H. Brady, Jr.**, now electronics operations vice president, *Admiral Corp.*

TV ghosts beware! We've got a full line of ghost-fighting antennas and we're out to get you. With all our experience in the TV business, you've got plenty of reason to be scared.

Wait till you try to creep through our 1/2" seamless tubing. You'll never make it. Or just try to cross our double booms. They'll set you straight.

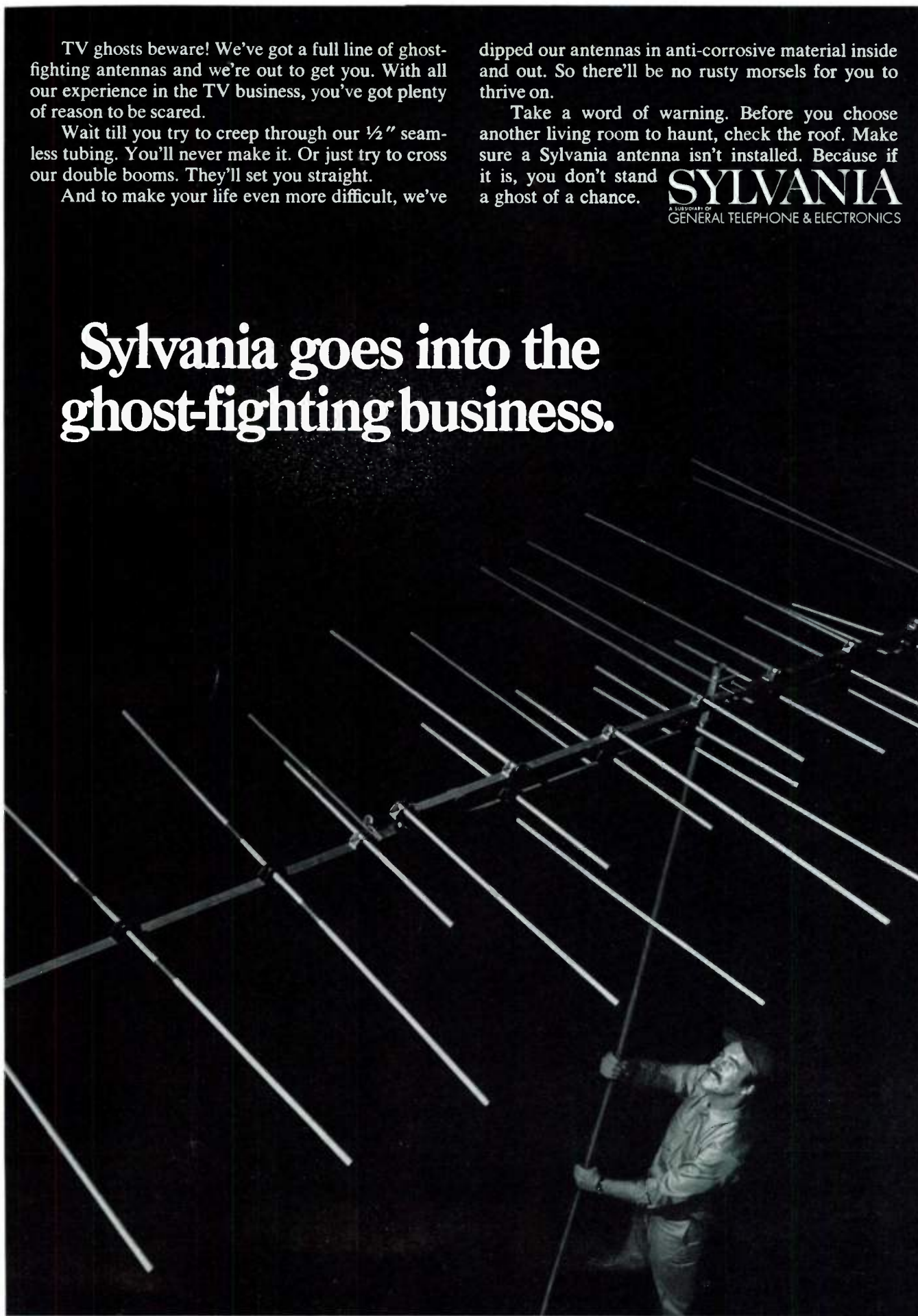
And to make your life even more difficult, we've

dipped our antennas in anti-corrosive material inside and out. So there'll be no rusty morsels for you to thrive on.

Take a word of warning. Before you choose another living room to haunt, check the roof. Make sure a Sylvania antenna isn't installed. Because if it is, you don't stand a ghost of a chance.

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GENERAL TELEPHONE & ELECTRONICS

Sylvania goes into the ghost-fighting business.



REACH FOR Quality!



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Strong Lightweight Ramp

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Getting heavy loads on and off a truck is a one man job with a Magliner delivery truck ramp. Easy. Safe. Time saving. Traction walkway surface provides positive footing. Side curbs protect against load runoff. Stows compactly on truck. Send for descriptive bulletin.



Weigh the alternatives

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Tel: (517) 879-2411

electric
housewares



Panasonic Toasters

Described as "the world's first four-slice, fully automatic, self-lowering toaster," Model NT-4000 is one of a trio of new toasters. The user just drops in up to four slices of bread, sets the twin shade selector dials, and the unit automatically lowers the bread to the proper toasting position. When the toasting cycle has been completed, the bread automatically pops up. For added convenience, each pair of toast slices may be released independently whenever the



Panasonic Model NT-4000

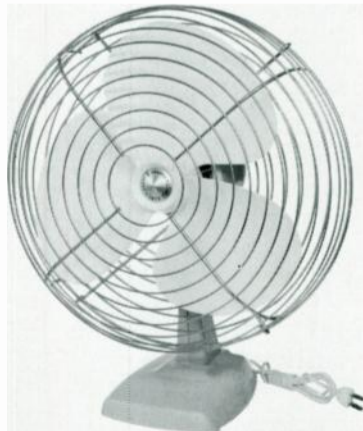
user wishes. On the bottom of the toaster is a removable crumb tray. Suggested retail price: \$39.95.

Model NT-1101, a two-slice self-lowering automatic toaster, is priced at \$19.95. Model NT-106, 7 7/8 in x 4 7/8 in. x 7 1/8 in., is a two-slice toaster minus the self-lowering feature. In chrome finish with accents of decorator black and easy contour grip carrying handles, it has a suggested retail price of \$14.95. *Matsushita Electric Corp. of America, Pan Am Bldg., 200 Park Ave., New York, N.Y. 10017.*

Knapp Monarch Fans

Model 4-507 is a 14-in. "Jack Frost" three-speed oscillator fan with "snow-white" poly prop blades. The four-pole, 120-volt, 60-cycle, a-c only unit is finished in azure blue hard baked enamel with a bright plated safety guard.

Model 1-202D is a "Kwik-Kool" 8-in. single speed fan with deep-

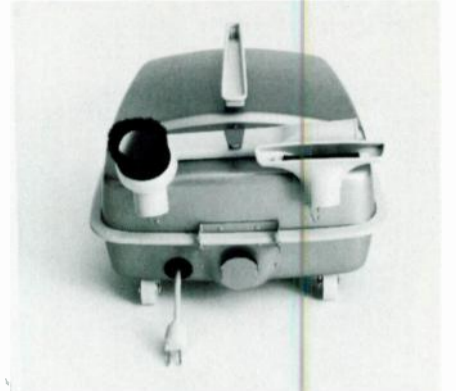


Knapp Monarch Model 4-507

pitched "Perma-Form" resilient plastic blades. The unit has a chrome guard and an azure blue hard baked finish. *Knapp Monarch Co., Bent and Potomac Sts., Saint Louis, Mo. 63116.*

Eureka Canister Vac

New canister vacuum cleaner, Model 738, features an automatic cord reel and a new vinyl and rubber hose said to have greater flexibility. An added



Eureka Model 738

convenience feature is the way in which the tools attach to the rear of the unit to three metal clips to keep the tools handy at all times. Other features include a step-on toe-switch and disposable "Chemitized" dust-bags. The unit, including tools, carries a suggested retail price of \$44.95. *Eureka Williams Co., 1201 E. Bell St., Bloomington, Ill. 61701.*

Intermatic Timer

Called the "In-Wall Time-All," three new types of convenience timers are small enough to fit into a single gang box and can be installed as a wall switch or wall receptacle. These 24-hour timers which will control lights and appliances automatically are designed in pearl white with a "twilight charcoal" panel and a large easy-to-set dial.

Model E 1010 is suggested for wall switch installations and will turn



Intermatic "In-Wall Time-All"

porch lights, outdoor protection lighting "on" and "off" automatically each evening. This unit is for hall and ceiling fixtures, too. Model E 1011 has a timed outlet that will turn air conditioners, coffee makers and humidifiers "on" and "off" automatically every day.

Model E 1012 has two outlets: a timed outlet for automatic control and the addition of a normally operating outlet for continuous service. These units, which are easily installed in new or existing installations, have a suggested retail price of from \$10.95 to \$12.95 each. *International Register Co., 4710 W. Montrose Ave., Chicago, Ill. 60641.*

Norelco introduces the honest double deal.

**\$32.95 value,
only \$9.95**



Capitol Tape Cassette Showcase No. 1

**\$17.95 value,
only \$5.95**



Capitol Tape Cassette Showcase No. 2



**New Norelco
2401**

**Norelco
450**

Norelco 175

**New
Norelco
2602**

**Norelco
2500**

**New
Carry-Player™
2200**

**Carry-Corder®
150**

**New Norelco
2502**

What the Double Deal offers. When your customers buy any Norelco cassette machine, you can offer them a choice of Capitol Cassette Showcase Albums: five prerecorded cassettes and a head cleaner—or three prerecorded cassettes—at a very special reduced price.

The songs and artists are all top Capitol sellers. People like Peggy Lee. Glen Campbell. Nat King Cole. Bobbie Gentry. Nancy Wilson. The Lettermen. And many more.

To make the Deal work for you, set up a display in your store. This deal gives your customers a great incentive to buy now. And when you're sold out, we'll mail the albums direct to your customers until you're stocked up again.

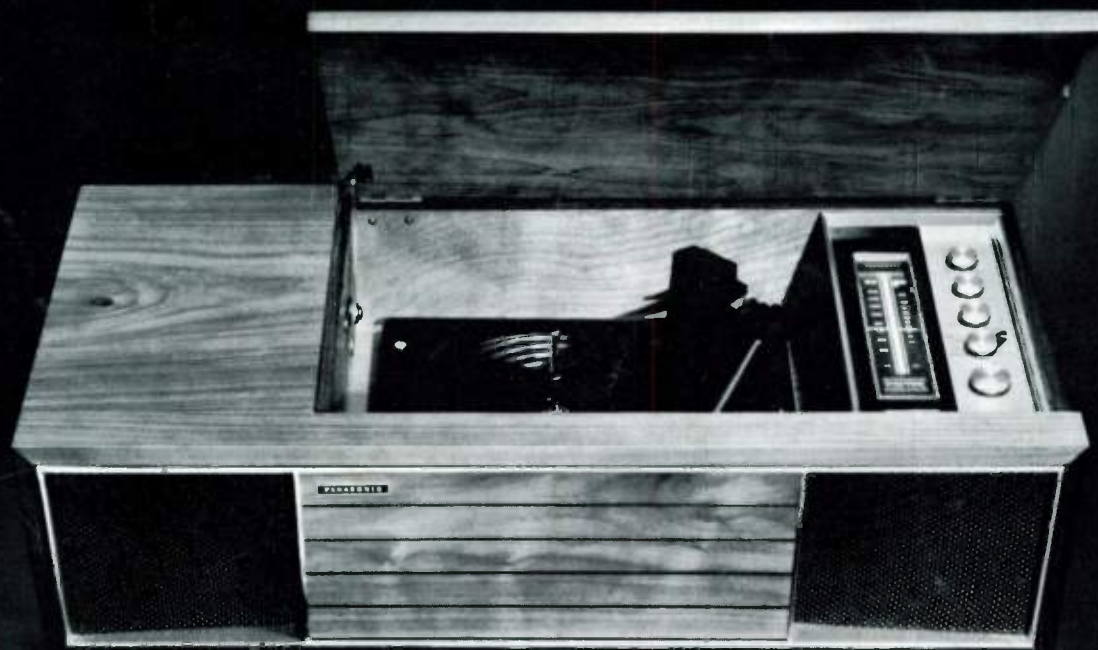
To keep the Deal going, we're advertising the Norelco Double Deal on major market spot television with two different 60-second commercials. Both will carry dealer tags. And we're in the magazines, too.

To be dealt in, stock the full Norelco Cassette Line. It's the complete line with no price gaps. The time is right. The market is ready. The offer runs from January 20 to March 22, 1969.

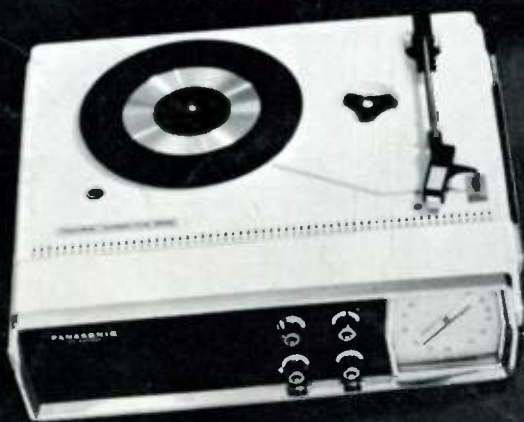
Your customers will be looking for a Double Deal at your store soon. Deal them in.

Norelco® 
The Re-inventor of Tape Recording

A share-the-cost co-op advertising program is available to all retailers. Contact your distributor.
North American Philips Company, Inc., High Fidelity Products Department, 130 East 42nd Street, New York, N.Y. 10017. Other Products: Electric Shavers, Rembrandt Square Lotions, Instant Hairsetters, Mini-Speakers, Hearing Aids, Radios, Audio-Video Tape Recorders, Dictating Machines, Electronic Educational Kits, Training & Education Products, Medical-Dental X-Ray, Electronic Tubes, Commercial Sound, Closed Circuit TV, TV Studios, Motion Picture, Cryogenic and Telephone Equipment.



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