

NARDA stirred by talk of dealer mergers

Mart goes to Memphis for city-study on air conditioners

Two dealers from Wayne, N.J., named "Creative Retail Salesman"

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

FEB 15/69

mart

A Buttenheim Publication



Year-'round air conditioner display serves as reminder for consumers.

Admiral



Duplex®

More beautiful, more features, more profitable than ever... for 1969!

This year, the world's No. 1 freezer/refrigerator features more sizes . . . plus hidden door handles . . . saleable new interior color . . . and the kind of salesmaking features, colors and sizes that have made Admiral Duplex the world's best-known, most-wanted side-by-side!

Again in 1969, Admiral presents the leadership line! It features a new 31" size to broaden customer appeal. It offers the most complete range of size/color/feature combinations in the industry! Plus two great new styling changes to display and demonstrate.

New hidden door handles—This year's handles are built in . . . hidden behind a smooth sweep of sparkling trim. It's a great fashion plus. Helps eliminate finger smudges, too!

Saleable new interior color—Inside, all models feature a soft, cool beige color. One that goes elegantly with all Duplex exterior colors: Avocado, White, Copperbronze and our newest decorator color, Harvest Gold.

Mastercare Maintenance—New this year: a program to cover all first-year maintenance work—in all 50 states—in accordance with the Admiral warranty.

Greatest feature line-up in refrigeration history—No other side-by-side can match it. No other features are so varied . . . so carefully designed with an eye to both fashion and function. In addition to the six that are illustrated, Duplex offers an exclusive "tilt-out" frozen juice can dispenser. Accessory decorator panels. "Two-Temp" controls. Self-cleaning condenser. Automatic defrosting on every model in the Admiral Duplex line. Plus many more.

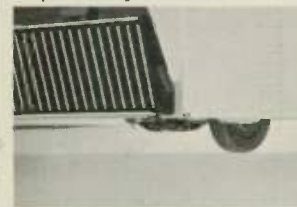
Admiral is back big in TV to back you on the floor! We're back in TV! On NBC's top shows. Millions and millions of viewers will see what you're selling . . . to help you sell more!

So stock up now and get ready for a big year ahead. Because now—more than ever before—Duplex is the side-by-side to be selling in 1969!

ADMIRAL DOOR CLOSERS. Assure two firmly closed doors and no food spoilage. An exclusive Admiral innovation!



ADMIRAL WHEELS. Heavy-duty rubber wheels that make even the biggest Duplex easy to move.



ADMIRAL AUTOMATIC ICE-MAKER. All the ice a party-giver could want—on demand! A great selling plus!



ADMIRAL FRIGID MEAT KEEPER. Keeps meat fresh up to one full week. Cuts down shopping trips!



ADMIRAL ADJUSTABLE SHELVES. The fresh food section has cantilevered adjustable shelves. Shelves in the door section are adjustable, too!

ADMIRAL FRUIT BIN/VEGETABLE BIN. Another example of Duplex' total compartmentalization. Eggs, butter, meat also have special compartments.

4 COLORS, 6 SIZES, 15 MODELS—INCLUDING 6 NEW 31" MODELS . . . A DUPLEX TO SATISFY EVERY CUSTOMER!

Admiral Duplex®

Freezer/Refrigerator
The 1 to watch in 1969.

This exclusive combination from Quiet Kool can help you make more money this year. Isn't that what it's all about?

You're in business to make money, that's the name of the game. So are we. That's why we created, for 1969, the most exciting sales combination in the air conditioner industry. A combination that gives you product exclusives and full mark up profits, backed by traffic building advertising support.

32 different models, from 5,000 to 28,000 BTU's. Starting as low as \$99.95.

Here are just four of the reasons why you can't afford not to be a Quiet Kool dealer.

No competition — 10,000 BTU, 7½ AMP.

The only multi-room air conditioner you can sell to any customer, regardless of his household wiring.

Exclusive THI Monitor

An engineering breakthrough that gets rid of that cold, clammy feeling your customers complain about. Best of all, you don't just talk about it, you demonstrate it.

Trouble-Free, Rust-Proof Construction

Aluminum outside and fiberglass inside combine to give your customers longer air conditioning life and lower maintenance costs. Gives you a reason to step up, even in the smallest capacity units.

Quiet Kool's Famous First — 14,000 BTU, 115 Volts

Both the 365 FRESH AIRE and the ULTRA-DYNAMIC series offer the highest cooling capacity in the business, to run on an adequately wired 115 Volt circuit. Another great step up, at a great price.

It's still not too late for you to become a Quiet Kool dealer. Your distributor can fill you in on all the rest of the good reasons you should know about. Reasons like the powerful newspaper advertising program running in your area this spring.

Call him today and you can make money selling Quiet Kool tomorrow.

QUIET KOOL

A product of Emerson Radio

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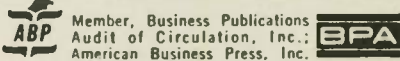
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The business partner of 50,000 appliance/home electronics retailers

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cover

Memphis Appliance Co., a branch of Central Appliance Co., displays air conditioners throughout the year. In cover photo, Salesman E. Scrivener explains features of room unit to prospects. The stores also lease a number of units each summer, at about \$30 per month.

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RANGES • HOODS • AIR CONDITIONERS • REFRIGERATORS



MIGHTY MITE
 MODEL 2509, 5500 BTU, 115V 7.5 amps;
 MODEL 3509, 6000 BTU, 115 V 9.5 amps.



Welbilt

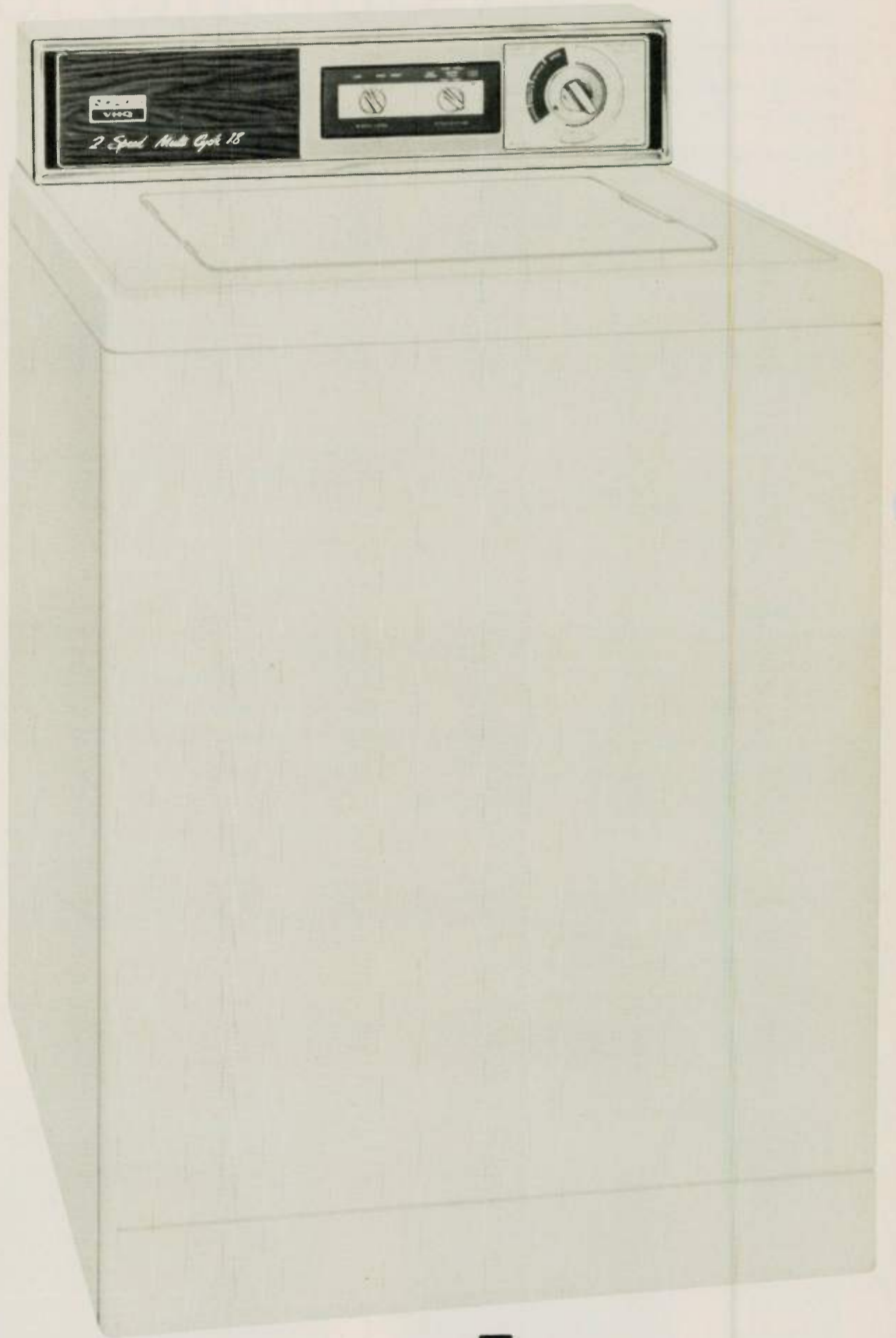
Welbilt Square, Maspeth, N.Y. 11378

WELBILT

MAKES

MONEY

What's New



Lots

at Norge?

A two-speed automatic 18-lb. washer to retail under \$200.

It's the Norge 1815.

It's loaded with features to sell. It has two speeds, three cycles, three water temperatures, recirculating lint filter and a cool-down rinse for permanent press. And everybody knows that the bigger the tub, the better the press in permanent press.

Of course this model has those long-famous Norge quality features like a big one-half horsepower motor, a heavy-duty transmission, out-of-balance spin compensator, instant safety spin brake, and complete front service.

Call your distributor today. Get this bound-to-be best seller on your floor. Salute the new year with an 18-pound Norge broadside,

And There's More to Come.

NORGE
EDISON, NEW JERSEY 08817

room at the top

James A. Allen, now manager of corporate publications; **Clyde C. Ball**, now manager of public relations for the electronics group; and **Richard L. Gorrell**, now manager of public relations-consumer products, *Philco-Ford Corp.*

Donald F. Warner, now sales manager of air treatment products, *Carrier Air Conditioning Co.*

R. W. Redecker, now division vice president for operations and marketing, consumer products service, *RCA Service Co.*

Michael C. Waldeck, now vice president and director of purchasing; **James C. Eagle**, now vice president and director of manufacturing, *Midwest Mfg. Corp.*, appliance manufacturing subsidiary, *Admiral Corp.*



W. J. Horn

W. B. Keepin

William J. Horn, now vice president and director of marketing for the home products division, *Packard Bell Electronics Corp.*

William B. Keepin, now president *Grundig Electronic Sales, Inc.*

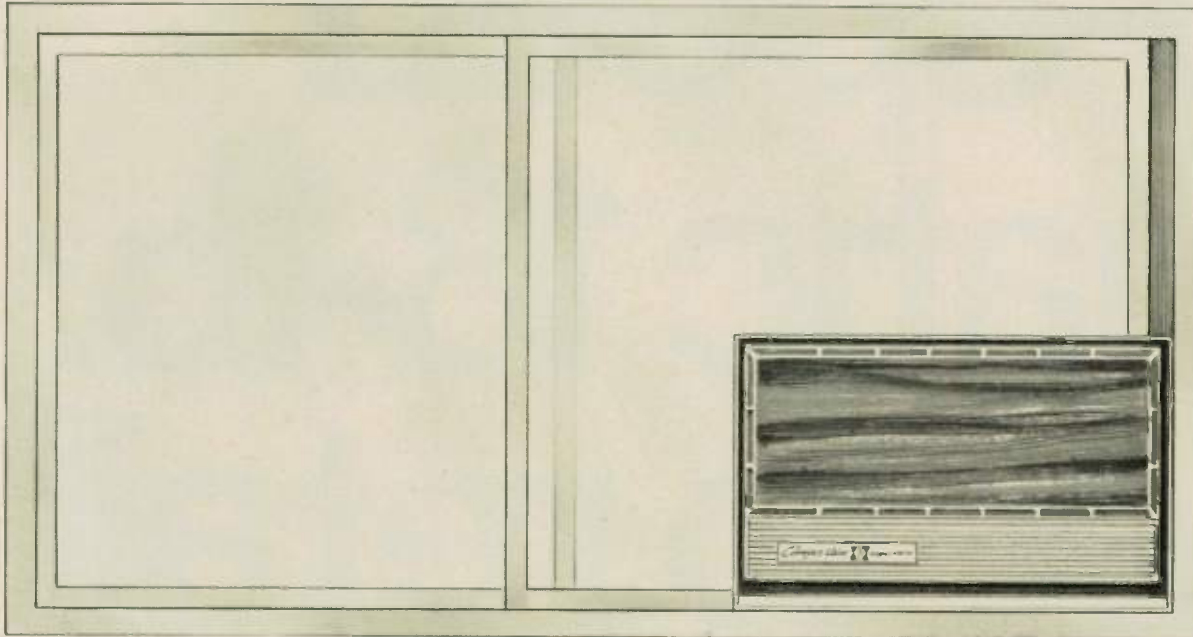


F. Breckenridge

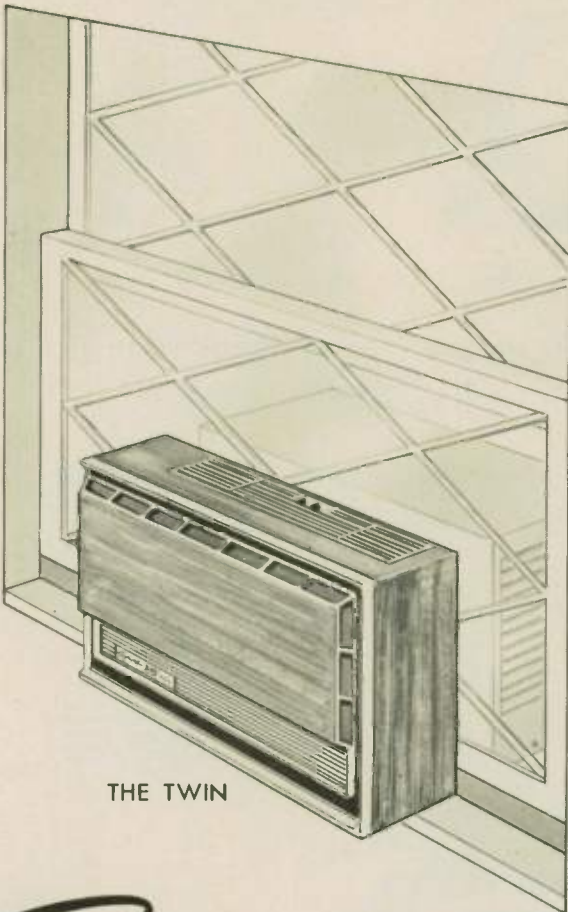
J. A. Celaschi

Frank Breckenridge, now in the newly created position of senior vice president-marketing and planning, *Controls Co. of America*, subsidiary of *The Singer Co.*

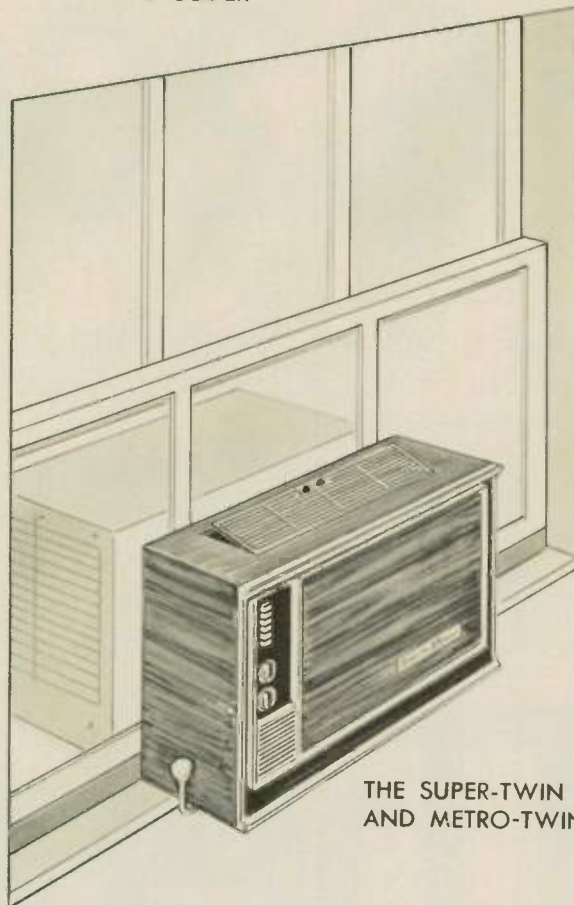
Joseph A. Celaschi, now general marketing manager for consumer products division, *Corning Glass Works.*



THE GLIDER



THE TWIN



THE SUPER-TWIN AND METRO-TWIN

Comfort-Aire® COOLING IS EASY FOR 1969

A NEW CONCEPT IN COMFORT

Comfort-Aire Twin, Super-Twin, Metro-Twin and Glider room air conditioners for 1969 have been designed with the window in mind. The Twin is designed for use in double-hung windows while the Glider is made specifically for installation in horizontal sliding windows.

Each model of the Comfort-Aire Twin and Glider can be installed from inside the room and require no cutting or modification to the window.

Comfort-Aire Twins and Gliders are available in nine models with cooling capacities from 5,800 Btu/Hr (115V) through 16,000 Btu/Hr (230/208V).

The Metro-Twin, a 7.5 amp, 9,000 Btu/Hr capacity air conditioner, is designed for plugging into the existing 115-volt wiring in older homes and buildings.

THE FULL LINE FOR 1969

The full line of 1969 Comfort-Aire room air conditioners includes 25 models ranging in cooling capacities from 5,000 Btu/Hr (115V) in the Dual-Aire series through 30,000 Btu/Hr (230V) in the Super Power-Aire series.

Get the full story on Comfort-Aire's 1969 line of room air conditioners and electric dehumidifiers from your local distributor, or write: Heat Controller Inc., Jackson, Michigan 49203.



W. M. Linn

V. A. Croft

William M. Linn, now sales manager, *Dominion Electric Corp.*

Victor A. Croft, now sales manager for television products, consumer products division, *Motorola Inc.*



B. H. Chapman, Jr.

C. W. Gavin

Burton H. Chapman, Jr., now merchandising manager of the dealer sales operation of the housewares division, *General Electric Co.*

Charles W. Gavin, now national product sales manager, appliance division, *Toshiba America, Inc.*



I. P. Pruitt

J. Wolfe

I. Pinckney Pruitt, now manager of the south Texas district; **Jack Wolfe**, now manager of the Southern California district; and **Fred W. Curle**, now southern region manager, distribution sales operation, *General Electric Co.*

Harold E. Brown, now in the newly created position of vice president-marketing; and **Robert B. Davis**, now vice president-sales, *Tappan Div., The Tappan Co.*

GE announces Red Tag Value days

(You'll be tickled pink about it)

Especially when you see how much extra traffic this annual General Electric Red Tag event will generate for you.

We're advertising Red Tag Value Days in *Life* magazine, and in most major newspaper Sunday supplement sections, as well as on the Today and Tonight

shows, and the Joey Bishop show.

Seven of GE's fastest-selling and most popular tv sets from our 1969 line—both color and black and white—are Red Tagged during this event. Your customers will be looking for these Red Tag Values throughout your display area.

Next time your GE Sales Counselor calls on you, listen to the exciting details about the Red Tag promotion, and the many outstanding tv buys we're offering.

This is the one time you'll find operating in the red can be both fun and profitable! Display and Sell the Profit Line.

The Bryn Mawr Contemporary Color Console. 23" Diagonal Picture. With AFC (Automatic Fine Tuning). M930EWD.



Porta Color® TV. 24-lb. lightweight, plug in and play with big 10" Diagonal Picture. WM213HWD.

The Tarrytown Early American Color Console. 23" Diagonal Picture. With AFC (Automatic Fine Tuning). M931EMP.



The Adventurer I. 12" Diagonal Picture. Black and White TV. M158SCG.



Table Model Color. 18" Diagonal Picture. For family-size viewing with Insta-Color and AFC (Automatic Fine Tuning). M276EWD.



The Monterrey Continental Color Console. 23" Diagonal Picture. With AFC (Automatic Fine Tuning). M927EPN.



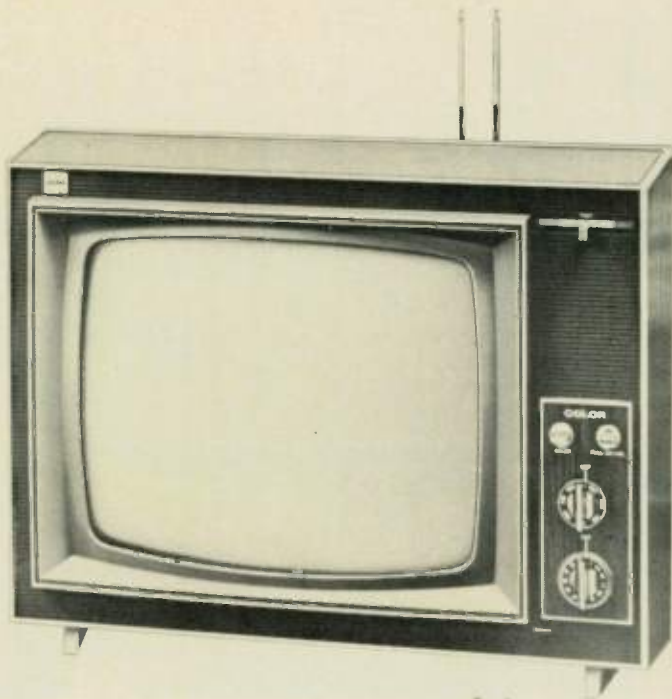
Designer Series with Stand. 18" Diagonal Picture. Black and White TV. M401.

The reliable tv.

GENERAL  ELECTRIC

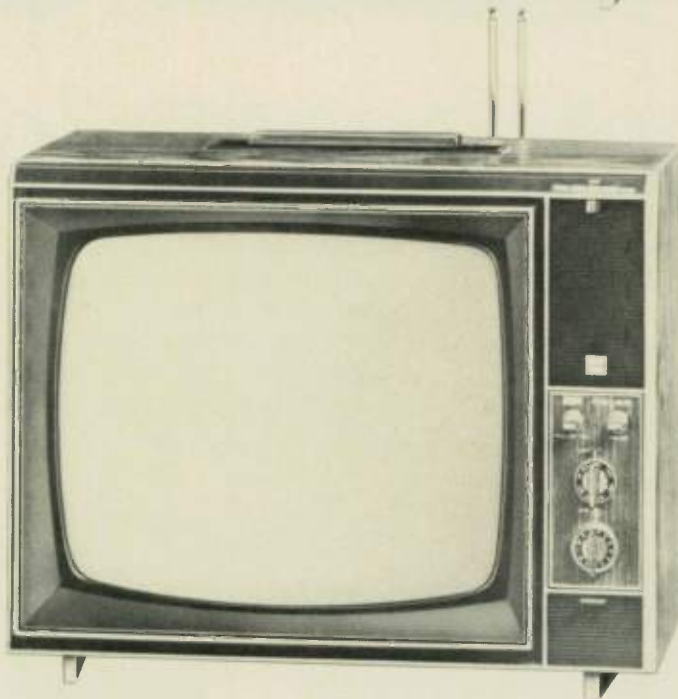
Simulated picture on all sets.

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

At the 24th annual convention of the National Appliance and Radio-TV Dealers Ass'n: Stir is caused by calls for, and predictions of, mergers of independents into national appliance-home electronics retail chains.

mart news & trends

They heard the usual that is heard at conventions: From some speakers, plain hot air words that didn't convey anything of any importance; from others, intelligent analysis and cogent commentary.

For the first time in some time, they heard blatant product commercials from some manufacturer guest speakers, who thereby offended their audience while spoiling their own causes, and who — many of the attending appliance-TV dealers hoped fervently — won't ever be invited back again.

The occasion was the 24th annual convention of the National Appliance & Radio-TV Dealers Ass'n. It was held in Tucson, Ariz. More than 760 persons were on hand. More than 400 of them were dealers, and this was generally considered to be a very good turnout. The other 360 or so were wives, manufacturer guests, distributor reps, utility people, newspaper and magazine editors and advertising space salesmen — plus some miscellaneous types.

As for the other thousands of retail outlets of appliance-TV merchandise which did not send any representatives to the convention — well, it was their loss.

Amalgamations Predicted

The dealers were stirred, somewhat, by several calls for — or predictions of — the establishment of nationally operated chains of owner-managed appliance-TV stores. (It was predicted by many of them that dealers at next year's convention, to be held in Puerto Rico, will be stirred quite a bit more on this particular subject, if not during the intervening year.)

The first of the speakers to mention the idea was outgoing NARDA president, George Johnston, of Johnston's, Inc., Minneapolis.

The next was NARDA's newly-elected president, C. W. Conn, Jr., of Conn Appliances, Inc., Beaumont, Tex.

Sidney Cooper, Silo, Inc., Philadelphia, perhaps felt more strongly than the others that the idea should be very seriously considered by independents as a course of action.

Said Johnston: "Amalgamation of deal-

erships and/or dealer co-operatives or similar groupings could well be the way. Franchising — methods franchising — like McDonald's hamburgers, or Holiday Inns, as opposed to product franchising, might well be developed.

"Methods franchising," Johnston went on to say, "of course is usually designed not for persons already in the industry, but for novices who are required to slavishly follow the regulations and by so doing often make much more profit than the old-time dealers who think they know all of the answers. Certainly there is a lot of exploring to be done . . ."

Record NARDA Membership

Johnston noted that NARDA's membership increased in 1968 by several hundred more members than at the start of the year. "NARDA's membership is now the largest in our history," he said.

The Minneapolis dealer observed that the "big push on the part of most manufacturers during the past year has been to sign up national accounts — the big chains to sell their name brand appliances — in direct competition with you in your home town, regardless of how good a job has been done in your community. **And, if these general merchandise chains are not in your town now, give them time. They will be . . . This is the trend. I am not trying to make indictments. I am just stating the facts of life.**"

Another observation: "In the appliance-TV distribution scheme today there is not one iota of price competition — same brand against same brand, brand X against brand X — no price competition, that is, until it gets to the retail level. Then whammy . . . all hell breaks loose . . . the price blood bath really starts."

Dealer Conn predicted an increase in franchising, which he referred to as being the co-operative merchandising and marketing efforts of independent dealers, perhaps under the umbrella of distributors, or allied with manufacturers.

"NARDA," he said, "should explore every possible way of streamlining the business, to aid the independent in every

aspect of business."

Conn cited previous NARDA conventions and the predictions made at them of the demise of the independent and the rise of the discounter. "Tonnage became the name of the game." He noted that since the late 1940's the appliance dealers share of the business has declined.

Challenges "myths"

Yet, the new NARDA president scorned talk of the demise of independents, while acknowledging that they are fewer in number. "But we must clear up some myths," he said. **Myth one: Service is an unprofitable headache.** "If you feel this way, you almost shouldn't be in business. . ."

Myth two: The manufacturer owes me some loyalty. "What is important is what each — dealer and manufacturer — can contribute to each other."

Myth three: I have a good business and I'll just sit tight. "If you're tired of fighting, you'd better get out of business."

Cooper, whose operation is pretty near being a giant in itself, advised his fellow dealers to "take a page from the book of the giants" and urged: synergism — that strange method of thought that allows one plus one to equal three.

Cooper suggested that dealers, in short, merge.

Such mergers would allow retailers to enjoy the advantages of being local (selling to friends, being concerned with the community, knowing the market, exercising on-the-spot management, etc.) and at the same time to profit from the one-plus-one-equals-three idea. Specifically, some of these advantages would be increased financing possibilities and better capitalization, professional guidance, and better buying opportunities.

Cooper pointed out that there is not one national chain of appliance stores on the scene, while in other fields there are many chains.

"I foresee, he said, "a national appliance chain of independent dealers. This would offer top management expertise with local markets. It's something we all should be considering."

news & trends

Scovill planning purchase of Dominion Electric

Scovill Mfg. Co. has announced that it has reached an agreement in principle to purchase Dominion Electric Corp., Mansfield, O. The purchase will be for cash in excess of \$4 million.

Forrest W. Price, vice president and general manager of Scovill's Hamilton Beach Div., will be responsible for Dominion, which will continue its manufacturing in Mansfield. It will operate as a wholly owned subsidiary under its president, Sheldon Shaffer, and his management team. "Dominion will continue to manufacture and distribute its own brand name line of products," Price said.

Price stated that Dominion's product lines would effectively complement those of Hamilton Beach by adding products not produced by the Scovill division. Hamilton Beach is a leading producer of food preparation products using fractional horsepower motors, while Dominion is basically a producer of appliances using heating elements.

Dominion's current sales volume is in the \$15-\$18 million range.

NARDA graduates 14 in 60-hour course in washer repair

The National Appliance & Radio-TV Dealers Ass'n. one-week cram course in washing machine repair, held in Chicago last month, graduated 14 in its experimental effort to relieve the service man shortage. Thirteen of the students were relatively inexperienced technicians sponsored by appliance dealers; the other was John Gooley, director of the NARDA service division.

The course consisted of 60 hours of theory and practice. It was taught by Michael Squeglia and Philip Kramer, of Vocational Horizons, New York, who collaborated on a soon-to-be-released training manual on appliance repair.

According to Jules Steinberg, NARDA executive vice president, "One of the basic problems causing the service man shortage is that almost all schools now training appliance repairmen take up to two years to complete the requirements. Few dealers can afford to send promising young men to a full length school, and also few adult individuals can commit themselves for that long a school.

"The object of our school, which we plan to expand in Chicago and at many other places around the country, is to take promising, mechanically inclined employes and give them the basics of a particular appliance.

"From there, the dealer can further train them to be worked into their regular service technician force. We don't expect to produce accomplished technicians in

a week; that would be impossible. It is only a starting point for taking the fundamental training job away from shop people. Most of them are too loaded with service work to accomplish this job properly."

The pilot class was conducted at a facility provided by Commonwealth Edison Co., with four manufacturers (Frigidaire, General Electric, Maytag and Whirlpool) providing automatic washers for the students to study. The final exam was a practical test on finding troubles introduced into the machines by the instructors.

NARDA will spot check the graduates on the job at intervals to determine the effectiveness of the training sessions.

Only one of the students had prior shop experience in washing machine repair. The others were refrigeration repairmen, warehouse men or installation workers.

Attending the course from the Chicago area were: Wayne Manley, of Alco Coin Meters, Inc.; George Zik, Schneil Air Vision; Pat Brock, The Sampson Co.; Ken Lorenz, Fragassi TV and Appliance; William Kovach, Advanced Washer and Dryer Service; Lee Minkoff, Coin Metered Service Co.; John DeSalve, Polk Bros.

Attending from out of the city were: Michael Idalski, Puff's Appliance Center, Alpena, Mich.; William La Ponte, Ace Washer and Dryer, Inc., Schaumburg, Ill.; James Orr, Suburban Electric, Homewood, Ill.; John Birch, DeVeaux TV, Toledo, O.; and Jerry Coyle, Miller Appliance, Bloomington, Ill.

Simple arithmetic adds up to long line display in little space

Would you believe that six stereo consoles equal 72?

This is the sales pitch Martel Electronics of Los Angeles is using to market its new LeMart series of stereo component consoles consisting of six basic models that stretch to 72 models by the simple expedient of interchangeable furniture-styled grille fronts. **The firm came up with the concept "to help brown goods dealers solve the old bugaboo of displaying big lines in small spaces" in the words of Syd Jurin, marketing manager of the LeMart div. of Martel.** Jurin told Mart that the line was also conceived "to take little buying power but give tremendous selling power" to dealers wanting to handle component console merchandise. A third element in the LeMart approach was to combine imported electronics with American cabinets to achieve a selling price substantially lower than totally American-made units. Units in the line range from \$249 to \$800.

Four of the series are contained in 96-in. cabinets with unbroken tops, six gridded doors (four sliding), in oak or walnut woods protected by an alcohol-proof and scar-proof process. The continuous top enables permanent placement of lamps and art objects, Jurin pointed out. "We had the woman of the house in mind with the long, continuous tops, and the man of the house

in mind with the component electronics." One series uses 66-in. cabinets and one uses 48-in. cabinets, all with continuous tops.

The "Scandia" 96-in. series utilizes a 40-watt AM/FM/FM-stereo tuner-amplifier, BSR changer, and six speakers. It is priced at \$325. The "Riviera" 96-in. group uses a deluxe 40-watt AM/FM/FM-stereo tuner-amplifier, BSR changer, six speakers, pull-out brass record rack and a short bar section with glasses and ice bucket on a pull-out drawer. It is priced at \$425. The 96-in. "Mediterranean" series priced at \$550 contains a 60-watt AM/FM/FM-stereo tuner-amplifier incorporating an 8-track stereo cartridge player mechanism, Garrard changer, eight speakers, and pull-out record storage space and bar unit.

Top of the group is the 96-in. "Granada" series priced at \$800 and featuring a deluxe 100-watt tuner-amplifier, Garrard changer, eight speakers, and a Model 7000 Uher-Martel stereo reel tape deck. The Nova series in 66-in., four-door cabinet uses a 40-watt AM/FM/FM stereo tuner-amplifier, BSR deluxe changer, and six speakers. It is priced at \$299. The promotional "Mod" series in 48-in., three-door cabinet, uses a 40-watt AM/FM/FM stereo tuner-amplifier, BSR changer, and four speakers. It is priced at \$249.

In addition to custom interchangeable furniture-styled grille fronts, the six series offer various options, such as higher powered tuner-amplifiers, deluxe changers, stereo headphone listening, and a choice of reel or 8-track cartridge tape decks. Further, Jurin noted, the LeMart units also come with a choice of 20 different grille cloths in decorator colors. This makes possible a total of 2,502 possible combinations of cabinets, fronts, grilles, electronics, etc., Jurin stated.

Jurin told Mart that R/B Furniture with 18 stores in the Los Angeles and southern California market sold in excess of \$300,000 worth of the LeMart sets in the past 11 months, with each store using only three basic models on the selling floor, in the three basic cabinet lengths.

Admiral shows 12-in. color tube, expands output of 16-in. size

Admiral Corp. has developed, and is producing, a new size color TV picture tube that provides a 79-sq.-in. image. The exclusive tube size is being incorporated in 12-in. color portables.

J.J. Casale, electronics marketing vice president, said the new tube provides superior clarity and detail primarily because there are more phosphor color dots per square inch on the face of the tube than on other sizes.

Meanwhile, Admiral claims to be in full production on its 16-in. color portable sets, the first of that size to be produced by the industry. With the introduction of the 16-in. portable, the company now has five television sizes incorporating a chassis highlighted by a major section of solid state circuitry. The 14-in. color sets, as well as 19 and 20-in. black-and-white portables, and 22-in. black-and-white consoles, also feature the new chassis with transistorized sections.

**There is
something
new
under
the sun!**

25 bold new sales-making ideas from Zenith!

Come see the exciting news Zenith has for you . . . in color TV, black-and-white TV, radio, and stereo. With new concepts. New styling. New features. All backed by powerful new merchandising programs. All designed to rocket your sales to new all-time highs.

You can preview Zenith's 25 bold new ideas soon.
Ask your Zenith Distributor for the dates now!

Why not sell the best

ZENITH[®]

*The quality goes in
before the name goes on*

INTRODUCING:

Specially packaged for instant display...



THE SLEEPER

..solidly packed with selling features.



The Sleeper, Airtemp's new bedroom air conditioner, is packaged in a full-color carton specially designed to double as an eye-catching display. No racks are needed.

Just stack a few unopened cartons and you have an attractive display for that fast-moving "carry-it-home" market.

Airtemp's six new Sleeper models are the most expensive-looking room air conditioners in the low-price range. Four models have handsome Decorator Panels of wood grain simulated on vinyl. Two have white tone textured panels.

All Sleepers operate on 115 volt current and are available in 5,000, 6,000 and 8,000 BTU's. Ideal for any small room. Four Sleepers are 7½ amp models and all except Model LO-91A have thermostat control.

The Sleeper is lightweight. It installs in minutes. The mounting kit is built-on for flush, inside mounting in 24" to 40" wide sash-type windows. All models have high and slumber-speed blower and the top front air discharge is adjustable horizontally for draft-free cooling.

See your local Chrysler Airtemp distributor now about the all-new Sleeper.

There's an exciting incentive program for you, too. Get all the facts now. Your Airtemp Distributor will show you why you should "go" with Airtemp. Exciting trips await you aboard the world's most beautiful cruise ship...the S.S. Oceanic.

Airtemp



**CHRYSLER
CORPORATION**

industry briefs

Westinghouse realigns at Edison, N.J., plant

Westinghouse Electric Corp. has realigned its divisional organization at Edison, N.J., into a portable products division that includes portable appliances, consumer electronics, television and radio receivers for commercial

businesses, and portable appliances.

William M. Day is general manager of the new division that is made up of the portable electronics department, a portable appliance department and an organization for sales to commercial and institutional markets.

The portable electronics department, which has W. A. Coates as its

manager, is responsible for a broad range of radios, phonographs, tape recorders and portable black and white and color television receivers. Coates formerly was manager of assets and special services at Edison.

The portable appliance department provides a range of housewares, home care and personal care products. Day is acting manager of the department.

The special distribution products department markets radios and television receivers for hospitals, motels and hotels and is also responsible for the sale of kits and component parts to overseas markets. It is headed by Robert A. Mertz, formerly manager of special accounts.

At the same time, appointments

were announced for A. D. Burke as sales and distribution manager for the newly aligned division and M. J. Guiheen as distribution sales manager.

Each of the new product departments has responsibility for marketing with K. C. Thomson marketing manager for portable electronics and M. L. D'Ooge as marketing manager for portable appliances.

AHAM elects 1969 officers

Juel M. Ranum, executive director, corporate and public affairs, Whirlpool Corp., has been re-elected chairman of the Ass'n of Home Appliance Mfrs. in an election of 1969 officers and executive committee members.



J. M. Ranum



J. H. Gauss

Other officers elected include J. H. Gauss, vice president and general manager, refrigerator and air conditioning division, General Electric, as vice chairman; and Chester Stalter, assistant divisional comptroller, Frigidaire, as treasurer.

Elected to serve on the executive committee were S. M. Ford, president appliance division, Proctor-Silex; A. B. Ritzenthaler, vice president, Tappan, and H. W. Campbell, vice president and general manager, Frigidaire.

Elected by the AHAM board of directors, officers and executive committee members serve for one year. Executive committee members determine policy between meetings of the AHAM board of directors.

APF Electronics in joint venture to manufacture in Japan

APF Electronics, Inc., New York City, importer of stereo consoles and components, has announced the formation of APF Co. Ltd. of Japan, a joint venture which "will insure an expanded flow of APF merchandise as well as a considerable amount of OEM business, in chassis and completely assembled units," according to Philip Friedman, chairman of the board of APF Electronics, Inc.

Land for the new plant has been purchased in Tochigi Prefecture in the northern Tokyo suburbs. Construction is scheduled for completion in mid-spring.

The board of directors of APF Co. Ltd. of Japan includes M. Yamagishi, a Prefectural industrialist; Y. Katoh (Y. Katoh & Co. Ltd.); Y. Miyakoshi (Iwakura Co. Ltd.); and Friedman.

Small news from Sony.

Good news in a small package. Sony introduces a whole cassette stereo tape recorder system that's compact and lightweight enough to take anywhere, use any time. Small wonder. It weighs only five pounds with batteries and measures just 6 $\frac{1}{16}$ " x 2 $\frac{1}{16}$ " x 9 $\frac{3}{32}$ ".

Full-Range Extension Stereo Speakers. Ideal for desired stereo separation. In addition, recorder also features its own built-in speaker, which cuts off when extension speakers are used. With this three-speaker combination the 124-CS is a versatile performer.

AC or 6-Volt Plug. Cassette-Corder® plays off house current, car or boat battery, four flashlight batteries, or optional rechargeable battery pack, providing use-anywhere versatility.

Constant-Speed Motor for True-Fidelity Sound. Regulated-speed DC motor ensures constant tape speed for pitch accuracy. Signal-to-noise ratio: 45 db or better. Frequency response: 50 to 10,000 Hz.

Recording-Level, Battery-Level Indicator. Extremely accurate meter for monitoring proper input level. Meter also continuously indicates battery condition during playback mode. Sony-matic level control automatically controls recording level, ensuring perfect recordings time after time.

Push-Button Tape-Transport Controls. Just push a button for forward, record, rewind, fast-forward, or stop. Safety interlock prevents accidental erasure of recorded tape. Separate controls permit continuously-variable stereo balance, tone, and volume. Stereo or mono mode switch.

Lid & Cassette Pop-up Button. Push the button, the lid flips up, the cassette pops out. Snap a new cassette into place in seconds. Use Sony C-90 cassettes and get 1 $\frac{1}{2}$ hours' playing time.

Sony Model 124-CS Portable Stereo Cassette-Corder®. Less than \$199.50, complete with briefcase-size carrying case with compartments for recorder, speakers, and accessories. For your free copy of our latest catalog, please write Mr. Phillips, Sony/Superscope, 8150 Vineland Avenue, Sun Valley, California 91352.

SONY SUPERSCOPE The Superior in Stereo

You never heard it so good.

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

**Pat Hitt —
the new Furness?**



At the 13th annual Live Better Electrically Women's Conference sponsored by the Edison Electric Institute. From left, J. Dudley Waldner, marketing director, Edison Electric Institute; Suzanne Wofford, chairman home service committee of Edison Electric Institute and manager, home service department Potomac Electric Power Co.; Patricia Hitt, assistant secretary of health, education and welfare; Dwight E. Hahn, vice president charge of sales, Potomac Electric Power Co.; A. V. Lowe, manager Live Better Electrically program, Edison Electric Institute.

**WASSCO moves
New York office**

Westinghouse Appliance Sales and Service Co. district offices in New York City and Newark, N.J., have been moved to modern facilities in Roslyn, Long Island, and Union, N.J. The new office in Roslyn is at 220 Forest Avenue. The New York district headquarters is located there with full staff services including sales, administration, finance, and service functions. It will serve Westinghouse dealers in New York City, Long Island, Westchester County, N.Y., and Fairfield County, Conn.

The branch operation in Union, N.J., is being expanded to include service, parts, financial, and administrative functions as well as a showroom for Westinghouse consumer products. It is situated at Gelb Avenue and Route 22.

**37 ARTV stores are
finalists in Brand Names
Foundation competition**

The 21st annual "Brand Name Retailer-of-the-Year" awards competition has entered its final phase with the announcement of 285 finalists by H. Ford Perine, president, Brand Names Foundation, Inc., sponsor of the competition. Among the finalists are 37 appliance-radio-TV stores.

In Class I (annual sales \$1 million or more), they are: Axelrad Furniture

Co., Salt Lake City, Utah; Certified TV & Appliances, Norfolk, Va.; Community Oil Services, Franklinville, N.J.; Cowboy Maloney Supply Co., Inc., Jackson, Miss.; Jack Boring's Appliance TV & Stereo, Kansas City, Mo.; Downing's, Inc., Denver Colo.; Electronic Service-Television & Appliance, Hampton, Va.; Giant Department Stores, Washington, D. C.; Sam Gordon, Madison, N.J.; Hampton Sales, Garden City, N.Y.; Home Appliance Mart, Inc., Ann Arbor, Mich.; Link-Watson Corp., Danville, Va.; Luskin's, Inc., Baltimore, Md.; Silo, Inc., Philadelphia, Pa.; Smith's Home Furnishings, Portland, Ore.; Tony's Appliance Center, Alexandria, La.; Van's TV & Ap-

pliance, Highland, Ind.; and Progressive TV Sales & Service, Kailua, Hawaii.

The finalists in Class II (annual sales less than \$1 million) are: Auto-Home Electronics, Inc., Woodbridge, Va.; B & B Radio & TV Lab, Inc., Portales, N.M.; Bitman's Appliance Co., Memphis, Tenn.; Brewster's TV, Evansville, Ind.; Buchanan's, Sanford, N.C.; Caspar's Home Appliances, Homestead, Pa.; Fisher's Appliance & TV Center, Cherry Valley, Ill.; Floyd Cordes Appliance Co., St. Louis, Mo.; Frank's Television, Stuart, Fla.; Hess Engle's Home Supply Co., Portsmouth, O.; Hunt-Ragan, Inc., Macon, Ga.; Kirk TV & Appliance, Lewistown, Pa.; McLean

Electronics, McLean, Va.; McLeods TV, Baton Rouge, La.; Robelotto Bros. Appliance Co., Inc., Albany, N.Y.; Routzahn & Sons, Inc., Frederick, Md.; South Shore Television, Quincy, Mass.; Valley TV, Fresno, Cal.; and Whelan's Appliance Co., Warminster, Pa.

**Vornado adds to
west coast facilities**

Vornado, Inc., has completed additions to its general offices and warehouse complex in Santa Fe Springs, Cal. Four buildings, with a total of 385,000 sq. ft., have been added to the existing general offices, warehouses and other buildings.

Gibson's Air Traffic Control

We bring in 10 times more flights of fresh air than any other line. Stale air leaves every few minutes.

While every second,

an improved Air Sweep gently oscillates cooled air. To give your customers a smoother ride through a hot summer. Quieter. With no turbulence.

And no chance of getting fogged in on steamy days. We're equipped with the first non-stop humidity control.

We're operated by automatic pilot. Temperature Sentry. To keep inside temperature on the level, to 1 1/2 degrees.

All these air control ideas are patented. Even if they weren't, wouldn't the walnut styling of this Gibson deserve a good place on your floor?

Watch it take off.

Gibson

Gibson Refrigerator Sales Corporation
Greenville, Michigan



"Furthermore, this model shuts itself off in case a frog, snake, or cat happens to get into the machine."



Here's
where
"low-pressure"
selling
pays off

**Whirlpool 2-speed dishwashers
are GENTLE to delicates... SUPER for tough stuff!**

Sell low-pressure . . . the low-pressure washing action that pampers delicate dishes and shimmery crystal. That's what a woman wants. That's what she'll get with Whirlpool's GENTLE water speed.

Then, for hard-to-cleans, you can't beat Whirlpool's SUPER WASH. This

dishwasher speed puts high pressure water through the narrow jet nozzles in two full-size revolving spray arms. Result — it literally "peels" away stubborn food and grease.

So, whether it takes a low-pressure or a high-pressure approach to sell a dish-

washer, here's your chance to work *both* angles. Double your odds with Whirlpool two-speed dishwashers.



STU-100



STP-100



STF-100



A Mart city-study:

Air Conditioners

MEMPHIS, TENN.

DISPLAY IS KEY TO SALES

Quiet operation is prime retail sales feature.

By Milton Gussow

Air conditioner sales volume today has become a major factor in the break-even point for many dealers, the difference between profit and loss for the year. This, despite the very short selling season and circumstances over which they have little control.

Furthermore, this "fail-sales" period is in the middle of the year, before the fall laundry and home entertainment sales performance can give the proper perspective to the dealer's financial position.

There is an axiom often quoted in the industry, that to sell air conditioners, a dealer needs three straight days and nights with the temperature over 90 degrees.

While this may be true to a point, there is considerable difference in the volume of air conditioners sold in any marketing area by similar volume dealers and the profitability within the stores.

While dealers have no control over the weather, nor the ability to create the three hot days in a row, it is significant that some dealers have the key ideas and desire to cash in on them and move over 500 units per store, while other similar size dealers under the same conditions move less than 25 units. The difference appears to be

in how they prepare for those few hot days in summer.

To shed some light on how dealers meet the same objective in a single market, **Mart Magazine** made a study of the summer comfort marketing ideas used by dealers in Memphis, Tenn. The study was made in December to permit the survey team to see how dealers approach the new year's prospects after their supplier's have shown their new lines, and also, after they had made their early purchase decisions for the next season's program.

Memphis is a progressive metropolitan area, with a population of over 800,000 people with retail sales of over \$1.1 billion. Estimated retail sales in appliances and home furnishings outlets exceed \$500 million.

In 1967, there were 4,574 apartment units built, 273 duplexes, and 3,975 single family units. While the number of apartments doubled from the year before, the number of single units more than tripled.

Memphis serves a large and rich agricultural region, where cotton is still king, and has now begun to balance the agriculture with industry.

The average summer temperature is 80

degrees, with the highest temperature ever recorded 106 degrees. Memphis has an average annual snowfall of 5.4 inches. In the spring of 1968, Memphis had a 12-inch snowfall, which was more than Madison, Wis., had all that winter.

While the per capita income of the area is low, the effective buying income per household is estimated at \$8,568 by the local Chamber of Commerce. Tennessee Valley Authority electric generating sites furnish the area with low-cost power.

Though air conditioners are sold by many types of outlets in Memphis, only appliance, furniture-appliance, and home entertainment retailers were surveyed.

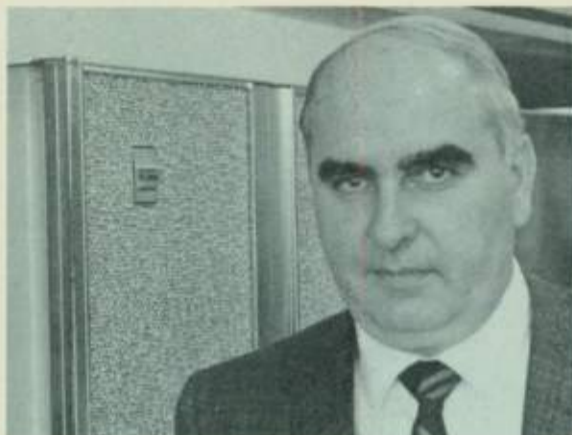
In conjunction with this dealer survey, **Mart** magazine also conducted a mail questionnaire survey of consumers in the Memphis metropolitan area, reported elsewhere in this issue.

Every ARTV store contacted for this analysis stocked air conditioner window units, but in the December study, over 40 per cent of the stores had no air conditioners on display in their showrooms. Of the stores that continued to display air conditioners over the winter, 35 per cent had under 10 units in sight, while another 25

Lou E. Gatlin, Sr., and R. G. (Judge) Kinkle, co-owners of Ace Appliances' four stores prefer to use own service department, even though factory authorized facility is available. Gatlin feels he maintains better contact with his customers, and provides faster service when factory unit may be overloaded — in summer.



Karl Diamond, Diamond's Appliance Center, had an early-bird sale in February, 1967. He sold 60 units, half his yearly figure. But 1966 was a "hot year." The rest of 1967 was mild and was a poor year for most Memphis dealers.



John Jetton, Jetton Appliances, sees future of window units declining or leveling off. Jetton believes central systems is where growth will be, and since cost of these units is lower, and more stock components available, dealer will be able to do most of work that previously needed specialist.



J. Granville Gates, owner of Gates Co., feels that air conditioners have reached a plateau. He looks for business in new kinds of places such as offices, beauty parlors, and barber shops. Problem, Gates says, is that any store can become an outlet, distributors will sell almost anyone with a tax permit at wholesale.



Charles Stoker, Stoker Furniture and Appliance Co. "Since few stores are really pushing fans, we find that the 50 or so we sell each year give almost as much margin as air conditioners, and you don't have to deliver or install them. Nor do we have any in-warranty calls."

per cent had over 20 units, two of these with more than 25 displayed.

Single brand loyalty or preference in the Memphis area is not very strong. Only 10 per cent of the dealers limit their line to only one manufacturer. The other dealers split their lines, but another 50 per cent of those contacted carried only two brands of air conditioners. Ten per cent of those counted had three, 10 per cent had four, and 10 per cent had five major brands. Another 10 per cent handled up to nine distinct manufacturers' labels. In all, 18 major manufacturers' products were counted in the survey.

Nor was specialization in one brand, or diversification, any clue to the volume of air conditioners moved. One store that carried nine labels sold 500 units in 1968, while a single-line store moved 106. The top store with three brands, sold 300 units, but another store with four brands sold 200 air conditioners.

But with regard to the number of different models or units displayed, the quantity of units moved was directly proportionate to the units shown during the in-season period.

Those who displayed only three units av-

eraged a total of 25 air conditioners moved. One operation which in season showed 100 models, moved more than 500 units in one of its stores, and another 200 in a second store which opened the year with a somewhat smaller display.

Some 75 per cent of the dealers did their own installation on window units in 1968, and the other 25 per cent used contract installation services.

Those who serviced what they sold totaled 60 per cent, while the remainder either used contracted service, authorized factory service, or factory branch service. Only GE furnished its own factory branch for its service to dealers.

Over-the-winter cleaning and service was offered by only 15 per cent of the dealers. The rest left it up to the consumer to handle preventive maintenance.

The survey showed only 15 per cent of the dealers are now actively selling central air conditioning systems. Of those contact-

ed, 30 per cent had at one time or other been selling central units, but were not now doing so because of labor shortages, city code restrictions, or simply because they are not interested in the problems of estimating and contracting these installations. But a fourth of those who participated in the survey said they were considering getting back into this market due to improvements in the ease of installation, and the fact that there is a growing demand in new home construction, and replacements for systems which were installed by builders 10 years or more ago.

Every dealer contacted used the newspapers for advertising in 1968. Radio was used to some degree by 50 per cent of the dealers, and another 25 per cent also used spot TV commercials. Very few used direct mail, mostly for "early-bird" promotions sent with other mailing pieces.

Half of the dealers in the survey stocked a forgotten summer comfort appliance: the

Table 1:
BRANDS OF AIR CONDITIONERS CARRIED vs. QUALITY SOLD

No. of Makes Carried	Per Cent of Stores	Maximum No. Sold	Minimum No. Sold	1968 Average Sold
1	15	106	40	52
2	45	300	15	83
3	10	300	145	225
4	10	260	200	230
5	10	400	232	316
9	5	500	200	350



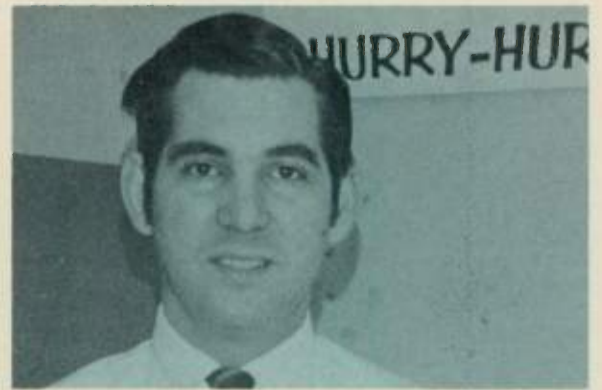
Wayne Grubbs, manager, Haverty's Furniture and Appliance: "Furniture store customers are very much aware of decorator fronts, and are easier sold on the high end due to the fashion-image of the outlet."

Brad Moore, manager of appliances, Howard Furniture and Appliance Co.: "Freeze-up is our biggest problem. Controls should be designed so that no matter how the customer sets the controls, there will be enough air flow to prevent this fault."



Lamar Barksdale, manager, J&L Appliance and Furniture Co.: "NEMA ratings are the best selling feature. Settles the problem of capacity confusion and creates confidence in the customer." Fails to understand why some dealers want to give their merchandise away at no profit, when air conditioners can be sold at a fair margin because of demand in hot weather.

H. Lee Bittman, Bittman Furniture and Appliance Co.: "Manufacturer's return privilege saves space over the winter, and takes the risk out of anticipating a good season."



Roy Good, owner, Roy Good Furniture and Appliance Co., does not show any air conditioners in his store over the winter. "Even though we buy in quantity early, few are sold in the winter. I'd rather use the space for other appliances."



Benny Priddy, co-owner of Priddy & Burgess, finds central air conditioning becoming a bigger share of his business. Window unit replacements are fast becoming a market for central units.



fan. Those featuring fans, reported selling up to 100 large fans and breeze boxes, with very little effort other than having them in the store. A store that moved 100 fans also sold over 300 window air conditioner units.

Not one dehumidifier was found in an ARTV store in Memphis. Only one dealer reported ever selling one, and that was a special order for a relative.

Most stores reported that 1966 was the best air conditioner sales year in recent history, with sales in 1968 down about 25 per cent from 1966, but better than the average of the last five years.

Out-of-season successful promotions are always the dream of the dealer who buys his units in October or November for early shipment. With the units available in the warehouse or back room, they are a constant reminder of the wheeling-and-dealing of the past summer.

Half of the dealers questioned admitted having promoted air conditioners in Jan-

uary, February or March. Most smiled sheepishly and said results were either nothing or nothing much.

Only one dealer answered with a broad grin, Karl Diamond, of Diamond's TV and Appliances. His store was opened in the summer of 1966, a good year for air conditioners. He moved 130 units, even after his late start. Remembering the very hot, muggy summer of his first year. Diamond figured that his customers also would remember, and ran a special promotion in February of 1967. He sold 60 pieces, half his whole season's volume because the weather that year turned cool and wet and was not a good air conditioner year, as most other dealers agreed.

Are manufacturers offering enough of the right materials and help for the ARTV dealer? Almost all agreed that while the material is adequate, they could use more co-operative money.

One dealer felt that if ad money offered

to smaller dealers was not used by the distributor for that dealer, he should offer it to others who would use it for the purpose for which it was intended, even though his purchases may not have warranted the added co-op.

Air conditioners stocked ranged from 4500 BTU at \$99.95 to 33,000 BTU units priced at from \$350 to \$550 in different stores.

The most popular units sold were 12,000 BTU units at \$199.95 in the low capacity models, 18,000 BTU, selling at \$299.95 in medium output window units, and 23,000 BTU units the most popular cooling units at \$350. Popularity with each dealer depended upon his suppliers, and the units they were pushing. Some dealers avoided anything under 12,000 BTU's even in promotions, and found that this helped to

Table 2:
MODELS DISPLAYED IN SEASON vs.
UNITS SOLD IN 1968

Display	Average Sold in 1968
3	25
6-10	140
12-15	190
20-35	250
100	500

Table 3:
FANS AND BREEZE BOXES SOLD vs.
AIR CONDITIONERS

Fans Sold	Air Conditioners
2	50
10	200
12	15
15	20
19	130
20	400
50	40
75	100
100	300

Table 4:
BEST SELLING CAPACITIES . . .
SELLING PRICE

BTU	Average Selling Price
12,000	\$199.95
17,500	\$275.00
18,000	\$299.95
19,000	\$300.00
20,000	\$279.95
23,000	\$350.00

Jim Miller, Miller Brothers Appliance Co.: "Literature given out as point-of-purchase sales material is too complicated. Often the customer doesn't understand it. Salesmen don't understand it either."



John Clark, Central Appliance Co., operates a major leased air conditioner business with over 190 units leased last year at \$30 per month plus installation. He was in the storage, and over-the-winter business, but had to cut down to provide storage for lease units.



Maurice Scheinberg, Scheinberg's Appliance: "Distributor 'reps' are more interested in loading you with stuff, instead of showing you how to move the merchandise. Power costs so little here, most customers only want to know how much cooling they will get for the dollars they want to spend."



Eula M. Ellington, manager, Larry's Furniture and Appliance, Memphis: "This city is 40 per cent Negro, and the neighborhoods are changing. The new Negro customers want to upgrade their home furnishings, and are often better bill-payers than some of the poorer folks they are replacing."

bring up the average price of units sold resulting in higher margins but decreased volume.

Half the dealers contacted did take trade-ins for resale, and in one case for rental units. The market for used air conditioners is a big one, and one dealer who moves about 55 units a year reported that he could sell as many used units as he could get. He maintains his own service department, using the winter months to recondition used units and provide over-the-winter preventive maintenance service to his own and other dealers' customers.

DeWitt Whitten, Whitten Brothers Hardware and Appliances, finds that central air conditioners are a good side line, with the distributor doing all the installation. He also finds fans still popular, and a stop-gap sales item between discomfort and an air conditioner.



Among the features of modern air conditioners that dealers considered most important in selling the customer was quiet operation. Demonstrations here can be dramatic when a not-so-quiet unit is operated in a display close to a higher end unit that is quieter. Furniture-appliance stores leaned heavily on decorator panels more than specialty appliance-TV stores.

At least 50 per cent of the dealers volunteered that NEMA ratings and various trade publication feature charts were very important in showing the "cost per BTU" of various competitive models, and a sales



Frank Black, owner Frank Black Appliance Co., has permanent display wall where 25 units are kept year round. In winter, store fills in with used units. Black provides over-the-winter steam clean and inspect service to bring leads for new sales. This helps keep his two qualified servicemen busy all year, and working for him.

clinch when the customer pointed to other stores' advertised specials.

Features dealers would like to see added simplified controls, with automatic anti-ice control. Icing of air conditioners when used at low blower speeds and high cooling settings was one of the most frequent causes of in-warranty service calls. One dealer considered the addition of an electronic filter for hay fever sufferers could be a de luxe feature and very saleable, if it did not add too much to the sale price.

Meanwhile, at Sears: What were the Sears stores doing in Memphis to promote air conditioner in December? Nothing in the way of window units, but very much in central air conditioning systems in conjunction with their heating and plumbing departments. In three Memphis Sears stores, no window units were on display. Instead, the department was taken over by Christmas toys and "trim-a-tree" displays.

But a check again in January found newspapers (and appliance departments) full of the Sears air conditioner story, with "early-bird" sales and offers of not having to make the first payment on units purchased and installed until April.

"Skip" plans are available with many of the national brand manufacturers, but in the survey only two dealers mentioned having used this device as early as February.

A Mart consumer study:

Air conditioners, Memphis, Tenn.

ALMOST TWO-THIRDS OF BUYERS PURCHASE AT FIRST STORE VISITED

Service after the sale, adequate selection, and informed, courteous salesmen more important than price — they say.

Air conditioners are a "happy" appliance. Those who own them smile at hot summers, and though they are used only a few months of the year, people would rather do without almost any other appliance than their air conditioner.

As part of a **Mart** magazine survey made in Memphis, Tenn., a questionnaire was sent to 3,000 consumers picked at random from the Memphis telephone directory to obtain their reaction to air conditioner retailing.

Despite what has been said about the appliance industry in general, and reports by governmental agencies, negative thoughts on the subject by these consumers were infinitely small. Complaints, most of which could be attributed to personality traits of individual salesmen, service men or consumers, were negligible.

Comments by over 62 per cent of those who answered the questionnaire were centered on two main points: confidence in the store (and salesman), and confidence in the service man to repair an inoperative unit quickly and for service charges within reason.

An interesting fact emerged from the survey: though 65 per cent of the respondents would purchase the same brand of air conditioner again, 12 per cent would not. Another 23 per cent was undecided about their next purchase.

Only 33 per cent said they would go to the same store again: five per cent said they would not trade there again. Another 57 per cent said they were undecided.

Where did these people buy their present air conditioners? Furniture - appliance stores, both independent and chain, accounted for 38 per cent of the air condi-

tioners being used now. Heating contractors (the survey included central units) accounted for 35 per cent of the units in use. Sears sold 24 per cent, while other sources including wholesalers, drug stores and gas stations accounted for three per cent.

Units were bought in the first store visited by 62 per cent of the respondents, while three per cent visited a second store. A third store got the sale in the case of 12 per cent of window air conditioners sold, but 23 per cent of the consumers visited four or more stores before they purchased.

The store that sold the unit installed it in 54 per cent of the cases, while 28 per cent had it installed by other than the store. But 18 per cent said they installed the unit themselves.

Service after the sale was a prime factor in choice of a particular store, but dependability was most important.

Service in-warranty was performed on 27 per cent of the installed units, while 73 per cent needed no work in the free service period. Out-of-warranty work was performed on only 37 per cent of the units, some reported to be as old as 14 years. Almost two thirds have needed no work to keep them running.

On work which was paid for, 75 per cent agreed that the charges they paid for service were within reason, while among the remaining 25 per cent, a few thought the free warranty should be extended due to the short seasons the unit is in use.

How well are the service men doing on the job? Over 70 per cent of the units which needed repair were fixed on the first call. Of the remaining 30 per cent, some compressors failed and required replacements, but a few instances were reported where the

service man diagnosed the trouble incorrectly and had to make extra trips to complete the repair.

One irate consumer complained that the unit was improperly installed by a firm and it fell out of the window, requiring — of course — extensive repairs.

How do consumers take care of their units between cooling seasons? Only 40 per cent said they have a service man clean, oil and check the unit over-the-winter, while the remainder have never had the cover removed, except for repairs.

Of those who reported owning air conditioners, 57 per cent had window units. 37 per cent had central systems, and six per cent had a combination of window and central units.

House types reported in this survey showed 66 per cent ranch-type homes, 22 per cent two-story, and 12 per cent apartments.

A single unit was used in 68 per cent of the homes to do the cooling job, while 22 per cent had two air conditioners. Ten per cent had three or more units. One consumer reported six window units installed and working with ages ranging from 1954 through 1968.

What capacity job were these air conditioners asked to do?

Units were cooling the whole house for 80 per cent of the respondents, five rooms for eight per cent, four rooms for four per cent, three rooms for four per cent. Only one room was being cooled by another four per cent.

Air conditioner units five or more years old constituted 46 per cent of the units in use. Another 34 per cent were three to five

(Continued on page 26)

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 this week.

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.

this week, going to make it s never happened

Plus local newspaper ads in 140 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 have been running 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

Consumer study on air conditioners . . .

(Continued from page 23)

years old, while 20 per cent had been in use less than two seasons.

A spring purchase of their units was remembered by 48 per cent of the users, while summer convinced 30 per cent of their need. Fall and winter sales accounted for over 21 per cent of the unit sales.

The rooms where units are installed in order of preference were: bedroom, living room, dining room, den, kitchen, and hallway.

While only 14 per cent of those who participated in the survey were considering purchase of a new air conditioner soon, the type of store they would consider for their next purchase varied as follows:

An appliance specialty store would be the first visited by 49 per cent of these air conditioner owners. Sears stores would be the choice of another 30 per cent, while furniture-appliance stores would be the choice of six per cent. Nine per cent would visit other types of stores including department stores, mass merchandisers, wholesalers, and "the one who advertised the lowest price." No drug stores or gas stations were mentioned.

Reasons consumers gave for their selection of a particular outlet are listed according to ranking. Some gave more than one reason.

"Service after the sale" was counted in 41 per cent of the answers, while 32 per cent gave "adequate variety for selection" as a reason. "Knowledgeable, courteous salesmen" was mentioned by 29 per cent, while "price promotions" were noted in

nine per cent of the answers. Four per cent said that the store's advertising attracted them to make the first visit.

Aside from passing bouquets or heaving a few brick-bats at particular brands or a few dealers, comments by consumers were predominantly complimentary, though in many cases asking the manufacturer and dealer to provide more free services in-warranty.

"If possible," said survey respondent Warren F. Fisell, "I think that all major appliances should have a preventive maintenance schedule performed by a qualified service technician, free of charge."

David E. Darrah said, "Major appliances have become necessities in our homes today, and are improving cost-wise and service-wise with better warranties. However, the wise home owner would do well to consult Consumer Research prior to purchasing many articles, in order to get the best service for his purchase dollar."

"Major home appliances stand ninety feet tall over say the auto industry, petroleum industry, medical industry, and you get more for the dollar in major home appliances," said Louis M. Hall. "Except for the TV industry, I can't say too much for appliances for what they do today for the dollar. Prices have gone down, but TV's problems are on the service side."

But William B. Jeter, whose air conditioner fell out of the window, is down on the industry.

"I believe," said Jeter, "they sell cheap merchandise for as much money as the mar-

ket will bear . . . the middleman costs the consumer as much as 50 per cent of the price . . . that service men of the home appliance industry are ill trained. Unless you want to pack up your unit and personally carry it to one of the middlemen's warehouses for service on something complicated, you are stuck with a big bill or out of luck. I'm on Betty Furness' side."

And one who asked his name not to be used said, "All my neighbors have needed service, and in most cases are very unhappy with both type of service and cost of service. I dread the day I need to call someone, as I have no one to call that I would have confidence in."

W. E. Baxter, with a central air conditioning system, said, "Most dealers are honest and give good service. I don't find all repairmen honest, though. They install extra parts that are not necessary and run repair bills up to unreasonable figures. They should be policed by the industry."

L. R. Fitzgerald said, "General experience has been satisfactory. Basic charge for service on (brand name) air conditioner is too high. The warranty is really not worth much. This is the only major appliance we have purchased which we would not replace with the same brand."

Fitzgerald reported that his unit had to be serviced three times in-warranty, because the work was not properly done.

Albert R. Given, who is sold on Sears and has bought all his major appliances there, comments: "I know other manufacturers make good products, but when someone purchases from a major manufacturer other than Sears, and has trouble, it takes a Supreme Court order to get service. If for any reason, after purchase, I don't want to keep the appliance I purchased from Sears, I can return it for a full refund of purchase price with no questions asked."

Another Sears advocate commented: "Sears leads by making parts available for home repair. Repair by others, too high."

This same individual bought his 12,000-BTU unit from a furniture-appliance store and installed it himself. His next purchase will be a central unit, he said, and he plans to buy it from Sears.

Albert L. King, purchased a new 18,000 BTU air conditioner this past summer to replace a 17-year-old unit. At the same time, he purchased a 22-cubic-foot side-by-side refrigerator-freezer to replace a unit that was as old as the air conditioner. Neither unit has had to be serviced, he said, except to change a gasket on the window unit.

But Terry Glaser summed up the consumer-dealer-manufacturer relationship simply and to the point in his comment: "Salesmen have the duty to present the product as it is — they shouldn't over exaggerate the product. If they are honest with you, you will not be disappointed."

It's a treat to beat your feet in the Mississippi mud: Memphis belles keep their cool on a hot summer day.



What's the story on radios?

CONSUMERS ARE TRADING UP, BUYING MORE OF THEM

Good incomes and desire for good sound are boosting sales of FM radios; AM-clock radios are taking place of straight AM table radios.

By Fred Petras

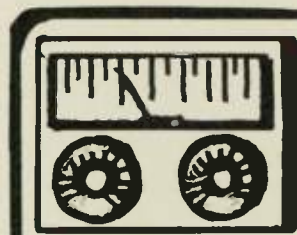
"WE'RE selling more high-end radios, and making more profit. That's the best trend we could have."

Talking is Allen Stein, assistant vice president and merchandise manager of Ward's Co., Inc., with 52 stores and/or leased departments around the country. His comment neatly capsules what is happening in retail radio sales.

In a survey of representative merchants and top suppliers *Mart* magazine determined that there are three keys to this happy state of affairs: *One*, FM and FM stereo are enticing old customers to trade up, and satisfying the needs of new, good-sound-hungry customers; *Two*, there is an even greater trend to multiple ownership of radios than in the past few years, with most new additions in the form of deluxe sets; *Three*, consumers have more money to spend and are willing to spend it on better class radios.

Mart also learned the following in talks with dealers and suppliers:

- The six-transistor radio has been relegated to the position of leader, loss-leader and as a jump-off point to step-up selling.
- Six, seven and eight-transistor radios are often being bought in multiples of two or three sets and are treated as "disposables" when they stop functioning.
- The hottest single category appears to be AM/FM sets priced at \$29.95 to \$39.95, with FM clock sets at this price level in second place.



Sales through 9/29, '68. . . .
Sales through 9/29 '67. . . . Domestic label home radio sales through week ending Nov. 29, 1968 totalled 10,650,454, a 5.7% decrease from the 11,298,410 realized during the same period in 1967. Radio imports for the first six months of '68 totalled 11,000,000 units, and 4,000,000 of these were FM units. Source for all information: Electronic Industries Ass'n.

Distributor to Dealer Sales of Domestic Label Radios

Type	1968	1967	% Change
Table AM	770,168	1,046,284	-26.4%
Clock AM	1,936,562	2,187,926	-11.5%
Portable AM	2,499,240	2,418,893	+3.3%
Total AM	5,205,970	5,653,103	-7.9%
Table FM	799,969	763,907	+4.7%
Clock FM	656,471	609,668	+7.7%
Portable FM	1,500,825	1,397,226	+7.4%
Total FM	2,957,265	2,770,801	+6.7%

- Stereo radios with separate speaker systems are moving on a sharp upward sales curve.

- Sets in unusual configurations—cubes, cylinders, slim-lines, miniature "furniture" consoles—are getting lots of consumer attention.

- More dealers are favoring price-maintained brands in line with greater profit consciousness.

- The overall radio business is in good shape, with dealer enthusiasm at a high point.

The six-transistor radio, a few years ago the top seller in the industry, is now at a nadir in popularity with dealers. Said George Watson, Jr., of Watson's Department Store, Bridgeport, Conn.: "Sixes are no longer a factor. I'd rather sell one good set than a dozen sixes. Sell one at \$8.95, and you make only \$1.25. And less if the customer wants to charge the sale—which they do about half the time. I feel sorry every time we sell one. We still sell a pile of them, but we attempt to upgrade the sale every time we can."

William Denels of Denels Music, Los Angeles, keeps six and eight-transistor sets on hand "for the price-minded. We sell eights at \$3.98 and people buy them three or four at a time. They throw them away when they stop playing."

Stein told *Mart* that Ward's uses six-transistor radios as leaders in its stores or departments located in "less sophisticated

markets." It uses better quality sets as leaders in other areas.

Manufacturers, too, are steering away from sixes. Said Shigeru Inagaki, executive vice president for Sony Corp. of America: "Sixes are not profitable. They're no longer important. We make fewer and fewer. We carry them only for those who request them . . . an accommodation."

Ray Gates, vice president of consumer sales for Matsushita Electric Corp. of America, said "We don't sell any set for less than \$10. We would never go to the \$4.88 level that some manufacturers and importers do. It's silly. In fact, we don't talk transistor numbers any more. Consumers will buy better sets if exposed to them. They figure 'What's a couple of bucks extra?' if they get a good set."

Richard Hanselman, vice president of product planning and development for RCA Sales Corp., dismissed sixes with: "They're disposable . . . when you buy one it's like buying a box of Kleenex."

The spread of FM radio stations and the switch to FM stereo by many stations has been indoctrinating many people in good sound. This is quite evident at the retail level. Straight AM table models are going begging, whereas sets combining FM with AM are the hottest sellers, according to both dealers and suppliers. As noted, the \$29.95 to \$39.95 range is the most significant. Clock radios which not too long ago were in somewhat of a slump, are again

"The consumer wants good sound . . ."

going strong, again, due to FM. While dealers report the most action in AM/FM clock sets, there is a lot of action in straight FM clock sets too. According to Vern Hoover of Hoover's Radio and Supply Co., Harrisburg, Pa., AM clock radios at \$15.95 to \$19.95 are filling the slot once occupied by AM table models at such prices. He noted that \$30 to \$40 AM/FM sets were the firm's best sellers, but that Hoover's was also doing a lot of business in such sets priced up to \$79.

Although there are few such units around at this point, dealers see self-contained FM stereo radios as a bright spot in the future. Despite the fact that the instruments do not have the stereo separation of their detachable-speaker counterparts, the interest is there, and growing.

FM stereo growing

But much more interest is being shown in FM stereo or in AM/FM stereo sets with separable speakers. One reason is that the products are around in abundance. Another is that they come in a wide variety of prices, with quality sets in key brand names such as Hitachi starting at around \$70.

B. J. Green of Green Radio Sales and Service, Kalamazoo, Mich., reported that FM stereo radios in the \$129.95 to \$199.95 range were fair sellers at his two stores and saw considerable potential for growth of this category in the near future. Stein of Ward's reported such sets in the \$89.95 to \$129.95 range as "hot."

Denels told **Mart** that his store is going great guns with FM stereo sets with detachable speaker systems. "Our overall radio unit volume is down 25 to 30 per cent, but we're not complaining because we've more than offset the unit loss with bigger dollar sales in FM stereo sets and component-type receivers. People who were formerly willing to spend \$59 to \$69 for a good radio are now willing to go \$100—and up—for sets that look and sound better." Denels has found that the FM stereo radios are a boon to sales of another product category—record changers. Since many of the sets have auxiliary inputs for phonographs or tape recorders, a record changer is a natural tie-in. Denels reported that "We've sold hundreds of changers in the past year with FM stereo or component-type radios, even in the low-price area. We sell a changer in 70 per cent of such radio sales. In effect it's a double sale."

Manufacturers also say that FM stereo compacts are doing well. RCA's Hanselman,

for example, said such units were "very strong" in sales. He noted that people were willing to pay \$150 for such sets "if the quality and sound are there." Gates stated that "one of the biggest markets is between a high-priced radio and a receiver—\$100 to \$250. Our dollars lie in that category." He disclosed that one of the firm's best sellers—three years after introduction—was its model RE 767, an FM/AM stereo radio with separate speaker systems, all in matching walnut cabinets. Gates also stated that the consumer wants plus features in his radios. "When they want something in the high end, customers want more than a radio," Gates asserted. "They want a cassette recorder, or a record player, or a cartridge player." Gates claims that not all compact-type FM stereo sets are "true hi-fi... basically they're good radios." He stated that "The consumer wants good sound. Manufacturers making junk won't move much of it. Junky merchandise will lead a manufacturer to trouble."

Inagaki stated that FM stereo radios were a natural, in that many people think of stereo in terms of "listening with two ears." He likened FM stereo listening versus mono listening to the difference between watching a color TV and a black-and-white unit. He feels that FM stereo radio systems will be affecting deluxe radios sales even more than they are now doing. The company is marketing one such system at \$179.95. He noted that FM and FM stereo were growing significantly and are now at a stage of popularity comparable to that of AM radio a few years ago.

By and large, dealers find that traditionally styled radios are the most widely accepted. However, they report that sets of unusual design are more and more getting the nod with some consumers. They point to units such as RCA's "bean bag" set, Zenith's billfold unit, and a cube design and a cylindrically-shaped unit in the Sony line as examples of unusual—but practical—design concepts. "Novelty sets in the form of whiskey bottles, baseballs, automobiles, etc. are a phase that's passed," noted one dealer who requested anonymity.

In line with wanting a "furniture look" in most home entertainment products, consumers are also buying radios with that look. These sets come in housings that are miniatures of console stereo units, and in some of the same furniture designations—Early American, French and Italian Provincial, Mediterranean, etc. Bud Green, for example, mentioned that this group in the RCA and Zenith brands was doing well. A unit in the Hitachi line in American styling was

reported selling well.

Hanselman of RCA said this product group was being steadily expanded to meet growing demands from consumers. The executive noted that, "Manufacturers must pay more attention to style in radios today. Retailers like to have products that sell themselves; so that they can concentrate on selling big-ticket items like color TV. A well-styled radio in a choice of colors, designs, accents, etc., is the kind that moves best off a dealer's shelf with little selling effort."

Price cutting in better quality radios, while not as widespread as in low-priced units, is substantial enough for dealers to be concerned. Denels approach is typical of many dealers wanting adequate profit margins. "Are radio profits good?" he echoed. "Well, it's a continuous battle. We're leaning on price-controlled merchandise. We've stepped away from price-footballed lines." Green said his radio profit margins are in the 25 to 30 per cent range. Stein said gross margins were up substantially but declined to elaborate. Hoover said his profits were in the 25 to 29 per cent range, but that on Magnavox radios he was making 30 per cent and more. Watson, a Magnavox home entertainment center outlet, indicated satisfaction with radio profit margins.

Denels told **Mart** that he favors "name" brands whose rigid quality control measures assure a relatively trouble-free product, with a low servicing figure. "If your service costs on radios are low, this contributes to your overall profit potential," Denels stated.

Promotional help welcome

Asked if manufacturers were offering more-or-less promotional help than in the past, dealers had the following to say:

Denels: "I can't say specifically. I do feel that Panasonic is the most aggressive in advertising."

Green: "They (manufacturers) are doing less radio advertising."

Stein: "Manufacturers' national co-op advertising has helped us tremendously. They've made more money available to us and we've been able to run a lot more advertising than before."

Hoover: "Magnavox is doing more. RCA tries to package radio advertising with TV; that's no help."

Watson: "Magnavox does well nationally on lineage. It's beautifully staged, and ties in at the local level. And they advertise both high and low-priced sets."



OPINIONS DIFFER ON WORTH OF PRE-SEASON AC PROMOTION

But Sears' early push stimulates some re-appraisals.

By Isadore Barmash

"You don't have to be a genius to sell air conditioners in New York. All you need is two 90-degree days back-to-back."

Most department store merchandise men in New York concur with that statement of one of them.

But if their agreement underscores the need not to wait until the two hot days but to whet the consumer's appetite beforehand, it scarcely implies that they agree on the effectiveness of doing so. Most take their positions based upon the degree of success they have had in promoting air conditioners early.

However, new life has been breathed into the issue this year because of Sears, Roebuck's early push on "Winter is the best time to buy an Air Conditioner." In a widely distributed flyer, Sears is offering price reductions from \$20 to \$50 on three models of air conditioners. Sears is telling consumers that there are four advantages to buying now: save money; no payments until May, 1969; stocks are most complete now; and installation can be made early.

Even if New York's appliance merchandise men were to take a wait-and-see attitude, their top management has taken notice of the Sears' action and has in a number of cases spurred appliance divisions to try to compete on an early basis.

As a result, at least in several stores there has been a return to a more aggressive pre-season promotion. One major store group, for example, has scheduled a program including advertising, display, and a larger early stock in February, as opposed to April last year.

The timing is later than Sears' effort, but the store and its branches will attempt to employ "ideas" that management hopes will not only counteract the Sears' move but also convince consumers that their stores are the best place to buy air conditioners when needed.

Among such "ideas" will be an advertis-

ing campaign that will tell the public that the store and its branches have a full inventory and variety of models. It will seek to dispel the misconception that buying air conditioners is not easy, because the group of stores has skilled sales personnel able to help the shopper buy the right model for his particular needs and delivery and installation can be made on the same day.

"Buy today — and get delivery and *installation tomorrow!*" This statement, these stores hope, should bring them some immediate plus sales.

Air conditioner sales in this store group rose sharply last year to the tune of 42 per cent over 1967. A continuation of the trend is hoped for, particularly since, says the merchandise manager, consumers have been coming in during the winter months inquiring about air conditioners.

An elaborate display on the theme is planned for the main store and miniatures for the branches. In the suburban stores, replicas of the small display might be stationed in other departments during February and March to draw attention to the air conditioners in the appliance department.

This example of one department store group that responded positively and aggressively to the Sears' move is fairly typical of others who are taking similar action.

But, there are others which are not and for reasons which their merchandise men are convinced are justified.

"Is it right to institutionalize so early?" asked the merchandise manager of one such store.

He explained that his store's experience is that pre-seasonal promotion of air conditioners has tended to create some degree of image as opposed to being a lure for immediate sales. As a result, the cost of such effort must be attributed to "institutional" promotion, he said, and he added that he was not at all certain that it was effective

image advertising, particularly for the New York area.

Is New York an unusual marketing area for air conditioners? One veteran merchandiser, who has held similar posts in other large cities, replied that — in his experience — pre-season promotions for air conditioners are not effective in major metropolitan areas.

"The New Yorker, particularly, has to sweat a night or two before he begins to seriously think of buying," he said.

Thus, he believes, there is little point in more than token pre-season promotion, although he believes that his store must have early advertising merely to keep its hand in with those who do it on a larger scale.

Other merchandisers who are not enthused about winter promotion of air conditioners say that their experience is that only central air conditioning promotion seems to pay off. Most stores are not involving themselves in central air conditioning installations because it is a specialty that is more effectively handled by the air conditioning dealer.

Some stores are in this field, but even they recognize that it involves a more intricate installation problem that can be better handled by a specialist.

But, that aside, the stores that are not getting excited about promoting air conditioners in advance of the regular season have decided this because they have found that merchandising this category of appliances in the big cities represents a boom or bust situation. Said a merchandise man, "We can have a 100 per cent gain in one season, but if the next year it is a cool season or gets hot quite late, we can drop 40 per cent from the year before."

So far as he is concerned, the answer to the situation (his own store had a big increase in volume last year) lies in main-

(Continued on page 36)

The mart 1969 air conditioner fact sheet

On these two pages, Mart magazine presents its annual quick-reference chart on salient features of 35 brands of room air conditioners. With the exception of Koldwave, which is rated under ARI, BTU/hr, cooling capacity, amps and watts ratings are certified by the Association of Home Appliance Manufacturers based on periodic independent tests by Electrical Testing Laboratories, Inc.

ADMIRAL

Admiral Corp.
Chicago, Ill. 60647

Model	Volts	BTU/hr	Amps	Watts
509A8	115	5,000	8.5	925
519A7	115	5,000	7.5	840
619A7	115	6,000	7.5	820
609F7	115	6,000	7.5	860
759A11H	115	7,500	11.5	1,330
819A11	115	8,000	11.5	1,330
859B12H	115	8,500	12.0	1,330
909P12A	115	9,000	12.0	1,330
959B12H	115	9,500	12.0	1,380
1019B12A	115	10,000	12.0	1,380
1219C12A	115	12,000	12.0	1,380
1209B238	230/208	12,000/11,800	9.3/9.5	1,900/1,850
1419D12	115	14,000	12.0	1,330
1609C238	230/208	16,000/15,800	11.7/12.0	2,500/2,460
1619C238A	230/208	16,000/15,800	11.7/12.0	2,500/2,460
1759P023H	230	17,500	12.6	2,750
1809P023	230	18,000	12.6	2,750
1919D23A	230	19,000	13.8	3,000
2109D23	230	21,000	16.0	3,550
2209P0238H	230/208	22,000/22,000	14.0/15.0	3,100/3,100
2309P0238	230/208	23,000/23,000	14.5/15.1	3,100/3,100
2419D23	230	24,000	15.5	3,300
2659D23H	230	26,500	18.6	3,750
2719D23	230	27,000	18.6	3,750

AIR CHIEF

Firestone Tire & Rubber Co.
Akron, O. 44317

Model	Volts	BTU/hr	Amps	Watts
05-13-003-4	115	5,000	8.5	920
05-13-001-8	115	5,000	8.5	920
05-13-007-7	115	8,000	12.0	1,350
05-13-011-5	115	10,000	12.0	1,400
05-13-013-1	115	12,000	12.0	1,370
05-13-015-8	230/208	18,000/17,500	12.7/13.0	2,700

AIRTEMP

Airtemp Div., Chrysler Corp.
Dayton, O. 45401

Model	Volts	BTU/hr	Amps	Watts
LOS-91A	115	5,000	7.5	840
LOS-91L	115	5,000	7.5	840
LOS-91	115	5,000	7.5	840
C06-91	115	5,600	7.5	850
P06-71	115	5,800	7.5	865
A06-82	115	6,000	10.0	1,080
L06-91	115	6,000	7.5	850
L06-92	115	6,000	10.7	1,170
A06-82	115	6,000	10.0	1,080
H07-91	115	6,500	7.5	880
C08-92	115	7,500	12.0	1,350
A08-82	115	8,000	10.0	1,080
L08-92	115	8,000	12.0	1,350
A08-82	115	8,000	10.0	1,080
H08-91	115	8,000	7.5	875
S08-92	115	8,000	11.7	1,300
S08-92R	115	8,000	11.7	1,300
H09-92	115	8,000	11.5	1,300
A09-83	230	9,000	7.2	1,540
A09-88	208	9,000	8.2	1,540
A09-82	115	9,000	12.0	1,350
P09-72	115	9,000	12.0	1,325
A09-83	230	9,000	7.2	1,540
A09-88	208	9,000	8.2	1,540

CARRIER

Carrier Air Conditioning Co.
Syracuse, N. Y. 13201

Model	Volts	BTU/hr	Amps	Watts
51RH0993	230/208	9,000	7.6/7.8	1,600/1,570
51RW1113	230/208	10,300	9.0/9.7	1,950
51DC1211	115	11,000	12.0	1,360
51DM1201	115	11,000	12.0	1,360
51RG1113	230/208	11,000	9.0/9.7	1,960
51RF1113	230/208	11,000	9.0/9.7	1,960
51DM1403	230/208	12,500	7.9/8.3	1,780/1,730
51DC1423	230/208	13,500	9.5/10.0	1,990
51DC1623	230/208	15,000	12.0/12.5	2,500
51DC2103	230/208	19,000	13.0/14.0	2,800
51DH2033C	230/208	19,000	13.0/14.0	2,800
51DH2033D	230/208	19,000	13.0/14.0	2,800
51DC2703	230/208	22,500	18.0/19.0	3,800
51YA2803	230/208	26,000	17.2/19.0	3,750
51YA3303	230/208	30,000	20.3/22.0	4,290

COLDSPOT

Sears, Roebuck & Co.
Chicago, Ill. 60607

Model	Volts	BTU/hr	Amps	Watts
253.69050	115	5,000	7.5	800
253.69090	115	5,000	7.5	800
253.69091	115	5,000	7.5	800
106.69080	115	6,000	9.5	1,050
106.69081	115	6,000	9.5	1,050
106.69130	115	6,000	7.5	850
106.69131	115	6,500	7.5	920
106.69070	115	8,000	12.0	1,350
106.69120	115	8,000	12.0	1,350
106.69180	115	8,000	12.0	1,350
106.69150	115	8,500	12.0	1,350
106.69151	115	8,500	12.0	1,350
106.69140	115	8,500	7.5	860
106.69200	115	10,000	12.0	1,400
106.69270	115	10,000	12.0	1,400
106.69160	230/208	10,000/9,800	9.5/10.0	1,850/1,850
106.69280	115	10,200	12.0	1,400
106.69210	115	10,500	12.0	1,380
106.69170	115	11,000	12.0	1,380
106.69190	115	11,000	12.0	1,400
106.69220	115	13,500	12.0	1,400
106.69600	230	14,000	12.0	2,650
106.69650	230	14,000	11.5	2,500
106.69700	230/208	14,000/13,600	12.0/12.5	2,500/2,500
106.69760	230/208	14,000/13,700	12.0/12.5	2,500/2,500
106.69770	230/208	14,000/13,700	12.0/12.5	2,500/2,500
106.69620	230	18,000	14.5	2,900
106.69660	230	18,000	13.5	2,800
106.69780	230	18,000	12.0	2,750
106.69740	230/208	18,000/17,500	12.5/13.5	2,800/2,800
106.69720	230/208	18,700/18,300	13.0/14.0	2,950/2,900
106.69722	230/208	18,700/18,300	13.0/14.0	2,950/2,900
106.69730	230	20,500	15.0	3,250
106.69830	230/208	21,000/20,000	17.0/18.5	3,800/3,800
106.69680	230	21,500	16.0	3,500
106.69640	230	23,000	18.0	3,700
106.69820	230	23,000	16.0	3,600
106.69800	230	23,000	16.0	3,600
106.69801	230	23,000	16.0	3,600
106.69810	230/208	23,000/22,500	17.0/18.5	3,700/3,700
106.69930	230	26,000	19.5	4,200
106.69920	230	26,500	19.5	4,200
253.69902	230	28,000	21.0	4,250
106.69900	230	28,000	19.0	4,000
106.69901	230	28,000	19.0	4,000
106.69960	230	32,000	23.0	4,200

DAC-8130S	230/208	13,000/12,700	9.5/9.5	2,000/1,900
DAC-8130	230/208	13,000/12,700	10.0/10.0	2,100/2,000
DAC-8160S	230/208	16,000/15,700	12.5/12.5	2,600/2,500
DAC-8160	230/208	16,000/15,700	12.8/12.8	2,650/2,650
DAC-8180	230/208	18,500/18,200	12.0/13.0	2,750/2,750
DAC-8220	230/208	22,000/21,500	14.2/15.5	3,200
DAC-8240	230/208	24,000/23,500	15.5/16.0	3,500/3,500
DAC-8300	230	30,000	21.0	4,600

FEDDERS

Fedders Corp.
Edison, N. J. 08817

Model	Volts	BTU/hr	Amps	Watts
ASPO5F2B	115	5,000	7.5	840
ASPO5E22	115	5,000	7.5	840
ASCO6C2A	115	5,500	7.5	850
ASRO6F2A	115	6,000	7.5	890
ACRO6F2C	115	6,000	9.1	990
ACRO6F22	115	6,000	9.1	990
ACAO7W2B	115	6,500	9.9	1,180
ACCO7C2A	115	7,000	12.0	1,400
ASB07F2A	115	7,000	7.5	850
ACRO8F22	115	8,000	12.0	1,350
ACRO8F22	115	8,000	12.0	1,350
ACRO8F2B	115	8,000	7.5	890
ACB08F2A	115	8,000	10.4	1,130
AH009E2A	115	8,500	12.0	1,300
ARA09W7C	230/208	8,500/8,500	8.5/8.8	1,750/1,750
ASLO9E2A	115	9,000	7.5	870
ACA09W2A	115	9,000	12.0	1,400
ARB10E3A	230	9,500	10.0	2,000
ACA10W3B	230	9,500	9.0	1,810
ACA10W5B	208	9,500	9.2	1,810
AHA10W7A	230/208	9,500/9,500	8.5/8.9	1,800/1,800
AEA10W7C	230/208	9,500/9,500	8.7/9.1	1,750/1,750
ACB10F2B	115	10,000	12.0	1,380
ACB10E3C	230	10,000	9.2	1,850
ACB10E5C	208	10,000	9.6	1,850
ACB10W2A	115	10,000	12.0	1,400
AHB11W7A	230/208	10,800/10,500	9.0/9.4	1,850/1,850
ACA11W7B	230/208	11,300/11,000	10.0/10.2	2,100/2,100
ARB12E3A	230	11,500	10.3	2,100
ACB12E3B	230	12,000	10.0	2,000
ACB12E5B	208	12,000	10.3	2,000
ACL12E2A	115	12,000	12.0	1,400
ACL12E2Z	115	12,000	12.0	1,400
ACL12W7A	230/208	12,000/11,700	10.2/10.7	2,100/2,100
AEB12W7B	230/208	12,000/11,700	10.2/10.7	2,100/2,100
ACL14E2A	115	14,000	12.0	1,410
ACB14W5B	208	14,000	13.8	2,700
AEB14W5B	230	14,000	12.8	2,700
AEB14W5A	208	14,000	13.8	2,700
ACB14W3B	230	14,000	12.8	2,700
ACL14E7A	230/208	14,000/13,500	10.6/11.2	2,260/2,260
ACL14E7Z	230/208	14,000/13,500	10.6/11.2	2,260/2,260
ARL15E7A	230/208	14,500/14,500	9.9/10.6	2,150/2,050
ACL16E7A	230/208	16,000/15,500	10.2/10.8	2,150/2,150
ACL18E7A	230/208	18,000/17,500	13.7/14.2	2,810/2,860
ACL18E7Z	230/208	18,000/17,500	13.7/14.2	2,810/2,860
ACG19E3C	230	18,500	10.5	2,190
ARL19E7A	230/208	19,000/18,700	13.8/15.0	3,030/3,030
ACL21E3A	230	21,000	16.0	3,520
ACL21E5A	230	21,000	17.1	3,420
ACL21E3Z	230	21,000	16.0	3,520
ACL24E3A	230	23,500	18.1	3,960
ACL24E5A	208	23,500	19.7	3,960
ACL24E3Z	230	23,500	18.1	3,960
AMG26E3C	230	25,500	17.2	3,720
ACG27E3C	230	27,000	17.2	3,720
ACG27E5C	208	27,000	18.0	3,720
ACJ33E3C	230	33,000	22.5	5,100
ACJ33E5C	208	33,000	24.0	5,100

AGICE06D	230/208	6,000	5.0/5.3	1,090
RB304D	230/208	6,000	5.2/5.6	1,150
RB354D	230/208	6,000	5.0/5.3	1,100
RB344D	230/208	6,000	5.2/5.6	1,150
AGJE407F	115	6,500	7.5	860
AGCE707F	115	6,700	7.5	860
AGSA408A	115	7,500		

A09-82	115	9,000	12.0	1,350
S10-93R	230	9,300	7.3	1,600
S10-94E	230/208	9,600	7.4/7.8	1,480
S10-94	230/208	9,600	7.3/7.7	1,500
S10-94	230/208	9,600	7.3/7.7	1,500
S10-92	115	10,000	12.0	1,350
A11-83	230	10,500	8.8	1,780
A11-88	208	10,500	9.8	1,820
A11-83	230	10,500	8.8	1,700
A11-88	208	10,500	9.8	1,820
H11-92	115	11,000	12.0	1,330
A12-83	230	12,000	10.2	2,075
A12-88	208	12,000	10.3	2,000
A12-83	230	12,000	10.2	2,075
S12-93M	230	12,000	9.5	2,050
S12-94	230/208	12,000	9.7/10.0	2,050
A12-88	208	12,000	10.3	2,000
S12-94E	230/208	12,300	9.7/10.0	2,050
S12-93R	230	12,300	9.4	2,000
H12-94	230/208	12,300	9.7/10.0	2,050
H13-93	230	13,200	7.5	1,600
A14-83	230	13,500	11.7	2,375
A14-88	208	13,500	12.7	2,375
A14-83	230	13,500	11.7	2,375
A14-88	208	13,500	12.7	2,375
H14-94	230/208	14,000	11.5/12.0	2,350
S15-93R	230	15,000	12.0	2,600
A16-94	230/208	16,000/15,500	13.0/13.5	2,700
H16-94	230/208	16,000/15,500	13.0/13.5	2,700
S17-94	230/208	17,000/16,400	13.5/14.1	2,850
H18-98	208	17,500	15.3	2,900
H18-93	230	18,000	13.2	2,900
T19-93	230	18,500	9.3	1,900
T24-93	230	23,000	15.5	3,500
T24-98	208	23,000	17.5	3,500
T23-93R	230	23,000	15.5	3,450
T26-94	230/208	27,500/27,000	17.2/18.4	3,600
T33-98	208	32,500	25.2	5,050
T33-93	230	33,000	23.0	5,050

AMANA
Amana Refrigeration, Inc.
Amana, Ia. 52203

Model	Volts	BTU/hr	Amps	Watts
5-SPM	115	5,000	7.5	800
5P-2EM	115	5,000	7.5	800
6P-2EM	115	6,000	7.5	870
106-2EH	115	6,000	7.5	860
106-2E	115	6,300	7.5	860
106-2EM	115	6,300	7.5	860
7P-2EM	115	7,000	9.6	1,090
7P-2E	115	7,000	9.6	1,090
109-2EH	115	8,700	12.0	1,400
109-2E	115	9,000	12.0	1,400
109-2EM	115	9,000	12.0	1,400
109-3F	230/208	9,000/8,700	6.3/6.7	1,400
9-3D	230/208	9,000/8,700	6.0/6.7	1,350/1,350
11-2E	115	10,200	12.0	1,420
11-2EM	115	10,200	12.0	1,420
210W-3SPFH	230/208	10,400/10,200	7.4/7.8	1,550/1,550
210W-3SPF	230/208	10,600/10,400	7.4/7.8	1,550/1,550
12-3EH	230/208	11,800/11,500	9.0/9.6	2,030/2,030
212-2SPF	115	12,000	12.0	1,340
12-3E	230/208	12,000/11,700	9.0/9.6	2,030/2,030
12-3EM	230/208	12,000/11,700	9.0/9.6	2,030/2,030
2130-3CM	230/208	12,500/12,400	9.0/9.4	1,900/1,900
213-3F	230/208	13,000/12,800	9.0/9.4	1,950/1,950
2130-3C	230/208	13,000/12,800	9.0/9.4	1,900/1,900
615-2F	115	14,500	12.0	1,380
215-3EPFH	230/208	14,700/14,400	11.3/12.2	2,400/2,400
215-3F	230/208	15,000/14,700	11.3/12.2	2,400/2,400
215-3SPF	230/208	15,000/14,700	11.3/12.2	2,400/2,400
218D-3CN	230/208	16,500/16,200	12.0/13.2	2,575/2,575
218-3SPFH	230/208	17,300/16,900	12.0/13.2	2,650/2,650
218D-3C	230/208	17,500/17,200	12.0/13.2	2,575/2,575
218-3F	230/208	18,000/17,600	12.0/13.2	2,650/2,650
218-3SPF	230/208	18,000/17,600	12.0/13.2	2,650/2,650
621-3F	230	21,000	14.2	3,200
624-3FM	230	23,000	15.5	3,400
624-3F	230	24,000	15.5	3,400
329-3B	230/208	29,000/28,500	19.0/20.0	3,800/3,800

AMC
Aimcee Wholesale Corp.
New York, N. Y. 10018

Model	Volts	BTU/hr	Amps	Watts
P507509	115	5,000	7.5	800
C507509K	115	5,000	7.5	800
C5575-19	115	5,000	7.5	875
C6095-19	115	6,000	9.5	1,050
C607509K	115	6,000	7.5	850
C801299K	115	8,000	12.0	1,300
C907589K	115	9,000	7.5	875
C101299K	115	10,000	12.0	1,350
C121289	115	11,500	12.0	1,400
P142389	230/208	14,000/13,700	10.0/10.5	2,050/2,000
C152389	230/208	15,000/14,700	12.0/12.2	2,325/2,275
C182389	230/208	18,000/17,700	13.0/14.5	2,750/2,725
C242359	230	24,000	15.0	3,320

COMFORT-AIRE
Heat Controller, Inc.
Jackson, Mich. 49203

Model	Volts	BTU/hr	Amps	Watts
WC-501	115	5,000	7.5	850
WXD-581	115	5,800	7.5	865
GLB-581	115	5,800	7.5	865
CWD-601	115	6,000	9.7	1,075
WG-701	115	7,000	11.7	1,350
CWD-721	115	7,200	11.5	1,200
WXD-751	115	7,500	11.7	1,275
WG-853	230	8,500	6.7	1,425
WXD-901	115	9,000	12.0	1,400
GLB-901	115	9,000	12.0	1,400
WXD-975	115	9,000	7.5	925
WG-901	115	9,000	12.0	1,400
WXD-111	115	11,000	12.0	1,400
WG-111	115	11,000	12.0	1,400
WXD-133	230/208	13,000/12,700	9.5/9.5	2,000/1,900
WG-133	230/208	13,000/12,700	10.0/10.0	2,100/2,000
WGE-133	230/208	13,000/12,700	10.0/10.0	2,100/2,000
WXD-163	230/208	16,000/15,700	12.5/12.5	2,600/2,500
WG-163	230/208	16,000/15,700	12.8/12.8	2,650/2,650
WG-183	230/208	18,500/18,200	12.0/13.0	2,750/2,750
WGE-183	230/208	18,500/18,200	12.0/13.0	2,750/2,750
WG-213	230/208	21,000/20,500	13.5/14.5	3,000/3,000
WG-243	230/208	24,000/23,500	15.5/16.0	3,500/3,500
WGE-243	230/208	24,000/23,500	15.5/16.0	3,500/3,500
WG-303	230	30,000	21.0	4,600

COOLERATOR
Albion Div., McGraw-Edison Co.
Albion, Mich. 49224

Model	Volts	BTU/hr	Amps	Watts
5C91M	115	5,500	7.5	875
5C910	115	5,500	8.5	900
6C191M	115	6,300	7.5	900
6C191Q	115	6,500	7.5	835
8C180M	115	8,400	12.0	1,350
8C191Q	115	8,400	12.0	1,205
9C181M	115	9,000	12.0	1,300
9C191F	115	9,000	12.0	1,310
9C182N	230/208	9,000/8,800	6.9/7.6	1,325
9C182R	230/208	9,000/8,800	6.9/7.6	1,325
10C181M	115	10,000	12.0	1,400
10C191F	115	10,000	12.0	1,400
11C185N	230/208	11,700/11,400	10.5/11.2	1,990
12C182M	230/208	12,000/11,700	10.5/11.2	1,990
12C192F	230/208	12,000/11,700	9.5/10.3	1,950
13C191F	115	13,000	12.0	1,350
13C185N	230/208	14,000/13,700	9.8/10.3	2,000
13C189N	230/208	14,000/13,700	9.8/10.3	2,000
14C182R	230/208	14,000/13,700	9.8/10.3	2,000
15C182R	230/208	15,000/14,600	9.8/10.3	2,000
16C195N	230/208	16,500/16,000	13.0/13.5	2,600
17C182R	230/208	17,000/16,600	13.0/13.5	2,600
19C189N	230/208	19,500/19,200	14.0/14.5	3,000
19C189M	230/208	19,500/19,200	14.0/14.5	3,000
20C192R	230/208	20,000/19,600	14.0/14.5	3,000
23C193R	230	23,000	15.5	3,450
24C189R	208	24,500	17.7	3,700
26C193R	230	26,000	18.5	4,000
30C183R	230	30,000	21.0	4,700
34C182R	230/208	34,000/33,500	21.5/22.0	4,800

CORONADO
Gamble-Skogmo, Inc.
Minneapolis, Minn. 55403

Model	Volts	BTU/hr	Amps	Watts
44-38	115	5,000	8.5	925
44-39	115	5,000	7.5	840
44-50	115	8,000	11.5	1,330
44-51	115	10,000	12.0	1,380
44-52	115	12,000	12.0	1,380
44-53	230/208	12,000/11,800	9.3/9.5	1,900/1,850
44-44	230/208	15,000/14,600	11.4/12.0	2,480/2,480
44-54	230/208	16,000/15,800	11.7/12.0	2,500/2,460
44-55	230	18,000	12.6	2,750
44-56	230/208	23,000/23,000	14.5/15.1	3,100/3,100
44-47	230	27,000	18.6	3,750

DEARBORN
Dearborn Stove Co.
Dallas, Tex. 75228

Model	Volts	BTU/hr	Amps	Watts
DAC-8050	115	5,000	7.5	890
DAC-8060H	115	5,800	7.5	865
DAC-8060S	115	5,800	7.5	865
DAC-8060C	115	6,000	9.7	1,075
DAC-8085	115	8,500	12.0	1,380
DAC-8090H	115	9,000	12.0	1,325
DAC-8090S	115	9,000	12.0	1,325
DAC-8090S-1	115	9,000	12.0	1,400
DAC-8090	115	9,000	12.0	1,400
DAC-8090H-1	115	9,000	12.0	1,400
DAC-8110S	115	11,000	12.0	1,400
DAC-8110	115	11,000	12.0	1,400
DAC-8110S-1	115	11,000	12.0	1,400
DAC-8110-1	115	11,000	12.0	1,400

FRIEDRICH
Friedrich Refrigerators, Inc.
San Antonio, Tex. 78206

Model	Volts	BTU/hr	Amps	Watts
SC061-21	115	6,000	7.5	835
SP061-21	115	6,000	7.5	835
YPO61-21	115	6,000	7.5	835
SPS61-21	115	6,000	7.5	835
SPS63-21	230/208	6,000/5,800	3.7/4.2	835/835
SC071-21	115	7,400	11.2	1,270
SPS81-21	115	8,300	11.3	1,300
SPS83-21	230/208	8,300/8,100	6.0/6.7	1,300/1,300
YPS83-21	230/208	8,300/8,100	6.0/6.7	1,300/1,300
SS091-41	115	8,400	7.5	860
SP081-21	115	8,500	11.3	1,300
YPO81-21	115	8,500	11.7	1,330
SO91-42	115	9,200	7.4	840
YO91-42	115	9,200	8.0	910
SPS01-21	115	9,800	12.0	1,380
SPS03-21	230/208	10,000/9,500	7.0/7.6	1,480/1,460
SC103-21	230/208	10,400/10,200	6.0/6.5	1,310/1,300
SS103-21	230/208	10,400/10,200	6.0/6.5	1,310/1,300
ES103-21	230/208	10,400/10,200	6.0/6.5	1,310/1,300
SI0				

CREATIVE SALESMAN-OF-YEAR

Mountain View Electric, Wayne, N. J., receives grand prize award; runner-up winners announced.

Don Kuser (left), and Arnold Grieves, owners of Mt. View Electric, Wayne, N. J., are grand prize winners in 1968 "Creative Retail Salesman-of-the-Year" contest. Business, which grosses close to \$1 million a year, was founded by Grieves' father 25 years ago. Winning entry, titled "Wonderful World of Color," and pegged to 40th birthday celebration of "Mickey Mouse," moves 150 color TV sets in four days.



"40-YEAR-OLD MOUSE" sparks color TV sales for winner

A four-day promotion tagged as "The Wonderful World of Color" has won for Don Kuser and Arnold Grieves, owners of Mountain View Electric Co., Wayne, N. J., the grand prize award in the 1968 "Georges Birgy Creative Retail Salesman-of-the-Year" contest.

A cash award of \$500 and a special plaque were presented to Kuser and Grieves on February 8 by Jack Adams, editor of *Mart* magazine, during the annual convention of the National Appliance and Radio-TV Dealers Ass'n., in Tucson, Ariz.

As part of their award, the partners were guests of *Mart* during the convention.

Three other entrants in the 14th annual competition were awarded plaques as winners of individual product categories.

These winners are:

Consumer electronics category — Thomas A. Pritikin, Polk Bros., Skokie, Ill.

Major appliance category — Mrs. Mary Hooper, JMB Tire Co., Lake Jackson, Tex.

Electric housewares category — Frank Ginsberg, Consumer Home Products, Inc., St. Louis.

One hundred other entrants in the annual contest, which is co-sponsored with NARDA, have been awarded "Certificates of Merit." Their names will be published in a forthcoming issue of *Mart*.

The winning entry of Mountain View Electric, which resulted in sales of 150

color TV sets and the opening of 400 new charge accounts, was built around a four-day "Mickey Mouse" 40th birthday party celebration.

That "Mickey Mouse" should be chosen as the focal point of the promotion was in keeping with the Kuser and Grieves tradition of having many youths numbered among their customers.

Don Kuser has been quoted as saying, "Kids that buy guitars, transistor radios, or cartridge tape players are not so far away in years from young married appliances and this is the first place we hope they will come."

And many children did come to the celebration, bringing with them parents to view color TV sets and other merchandise.

The scope of the promotion dictated

Promotion of often overlooked chimney and roof mount antennas through in-store displays results in more than 65 per cent of color TV sales made by Polk Bros., Skokie, Ill., including such an antenna. Promotion wins consumer electronics category award in annual contest for Thomas A. Pritikin, manager of store.



that it be moved outside the Mountain View Electric store which sports a 40 by 60-foot display floor. (An expansion is planned.)

The site chosen for the promotion was the "Holster," a large restaurant one-half mile distant from the store.

In putting together the promotion Kuser and Grieves enlisted the co-operation of RCA, and Krich-New Jersey, RCA and Whirlpool distributor for their area, and Disney Productions, Inc., in California.

Dates set for the promotion were September 8 through September 11, just a few days before the start of "NBC week."

Fifty color sets were on display in the nearby restaurant for the promotion, and a preview of "NBC Week" was presented via video tape for those who attended.

Electric housewares category award goes to Frank Ginsberg, Consumer Home Products, Inc., St. Louis, for utilizing quantity of antiques to build store traffic and increasing normal sales.



Through its New York City office, Disney Productions made various "Mickey Mouse" promotional materials and giveaway items available to Mountain View Electric.

The proprietor of the "Holster" made available to Kuser and Grieves the services of his helicopter to fly in and land in the parking lot of the restaurant on opening day two youngsters dressed as "Mickey Mouse" and "Pluto."

Before the Disney-created figures arrived on opening day, Sunday, September 8, the partners hosted in the restaurant a private "VIP" cocktail party for 800 people. Guests included mayors of surrounding towns and executives of NBC and Disney Productions, who were driven to the restaurant in a fleet of limousines.

The mayor of Wayne presented "Mickey Mouse" with a huge "key to the city", and the celebration was broadcast on Sunday for two hours by a New Jersey radio station.

The 40th birthday of "Mickey Mouse" was celebrated at the restaurant from 5:30 to 10 p.m. on each of the four days of the promotion, with a large spotlight serving to guide consumers to the site of the party.

Children who attended received such gifts as balloons, pictures of "Mickey Mouse," and "Mickey Mouse" badges. Reportedly, "Mickey" signed some 3,000 autographs for youngsters during the celebration.

A New Jersey dairy products concern donated soft drinks for the celebration. Ball point pens were contributed as giveaways by a local utility.

A local drum and bugle corps was on hand to play for the opening day celebration. Several celebrities, including NBC TV personalities, were present.

One hundred youths from a home for handicapped children were special guests on opening day. They were served refreshments and given a chance to meet "Mickey Mouse" and "Pluto."

Reportedly, some 10,000 people were present for the opening day celebration.

Mountain View Electric personnel were aided by personnel of RCA Service Co. who were inside the restaurant to explain color TV warranties and demonstrate TV antenna installations.

Although color TV was the center of interest during the promotion, representatives of Amana did stage a cooking demonstration one day.

And to get the most mileage from "Mickey" and "Pluto," Kuser and Grives kept them moving about the area when they weren't in the restaurant.

For example, one day the pair visited patients in a New Jersey children's hospital, where Kuser snapped Polaroid photos of the young patients with their visitors.

The honored guests also travelled to local area picnic activities and participated

in a parade in a New Jersey community.

What did the promotion cost the partners?

According to Kuser, the only major expenditures were for the "VIP" cocktail party and for \$1,000 in insurance on the Disney character costumes.

And if there is any question about Kuser and Grieves being sold on the value of Disney characters in a promotion, it is answered by the fact that "Mickey" and "Pluto" will reappear in the fall of 1969 in the company of "Donald Duck" and "Snow White and the Seven Dwarfs."

Pritikin's winning entry in the consumer electronics category was built around what he calls "the sleeper of the year" — promotion of outdoor UHF-VHF color TV antennas.

To create add-on sales for the hundreds of color TV receivers which, he says, are sold in his store each month, Pritikin concentrated on in-store displays of chimney and roof-mount antennas.

Throughout the stores, antennas attached to poles were connected to operating color TV sets.

Three groupings of outdoor antennas were shown with prices with or without installation. The price groups with installation were \$54.95, \$74.95, and \$89.95.

In the center of the store, Pritikin placed a model of a house with chimney. On the chimney, of course, was an outside antenna connected to an operating color TV set inside the house.

Signs on the chimney and throughout the store proclaimed: "Outdoor Color Antennas Sold With or Without Installation. Improve Your Color Reception With A UHF-VHF Color Antenna."

Since the promotion was launched in '68, Pritikin says, more than 65 per cent of color TV sales by the Polk Bros. Skokie store have included installation of an outdoor antenna.

In Pritikin's opinion, too many dealers lose sight of the profit and market available to them through the promotion of outdoor antennas.

Replica of house with operating color TV set inside and antenna on roof is center piece for Polk Bros. promotion to step up antenna sales.



"Not only has this been a profitable promotion," he states, "but it has made better friends of our customers. We have found the customer to be more satisfied, and we have cut down our service calls created by poor color reception."

Visits to coin-operated laundries have paid off for Mrs. Mary Hooper of JMB Tire & Appliance Co., Lake Jackson, Tex., in the form of increased sales of home laundry equipment. They also have won for her the major appliance category award in the "Creative Salesman" competition.

"About twice a week (more often during bad weather) I will drive by the 'washaterias' and note the license numbers of cars parked there," Mrs. Hooper relates.

"With a county license registration list, I check the license numbers and obtain the owners' names. I then check to find out if they are one of our customers.

"If they are, I telephone them and tell them that we have a promotion on washers and dryers for the purpose of securing new customers.

"I never mention seeing them in the 'washateria.' I have found that this has an embarrassing effect on the customer. If you call someone just after they have returned from a 'washateria' and tell them of a washer and dryer promotion, they will usually tell you where they have been."

The promotion, Mrs. Hooper explains, is usually in the form of a special price or bonus deal. "The deal is legitimate and is not on advertised models."

Home laundry sales which had their inception when she jotted down license numbers outside a "coin-op" have led to sales of many other appliances, too, the major appliance category winner says.

Frank Ginsberg, winner of the electric housewares category plaque in the 1968 contest, reports that he got the idea for his award-winning promotion when he spotted a classified ad headed "Antique Store For Sale."

Ginsberg, who is with Consumer Home Products, Inc., St. Louis, notes that he consummated the purchase of the store's stock of antiques on his sixth visit to the city where the store was located.

Admitting some qualms at the conclusion of the purchase, Ginsberg says that he bought the merchandise "cheap enough to run it out at 33 1/3 to 50 per cent off."

The next step was an antique sale for the Mark Bradley Stores in St. Louis with the intention of creating both traffic and increasing normal sales.

Antiques which were offered ranged from hand-operated vacuum cleaners to grandfather clocks to marble-top bedroom sets.

"In addition," Ginsberg says, "There were some 1,000 small items, not only too numerous to mention, but I didn't even know what some of them were."

(Continued on page 42)

CREATIVE RETAIL ADVERTISING AWARDS

honor efforts of appliance-home electronics outlets. Denver, Michigan, New Jersey stores capture top awards; runners-up named.

What constitutes a good retail appliance or consumer electronics ad?

For the fourth consecutive year, the *Reader's Digest*, through its "Creative Retail Advertising Awards" competition has recognized outstanding newspaper ads submitted by dealers throughout the U.S.

Winners in the competition received their awards last week at the annual NARDA convention in Tucson, Ariz. For purposes of judging the competition, entries were divided into three volume classifications.

In addition to an expense-paid trip to the convention for two, each volume category winner received a specially engraved Steuben bowl. The awards were presented by George W. Wallace, director of trade relations for *Reader's Digest*.

Fifty-nine special awards consisting of laminated plaques are being given for other outstanding entries in the contest.

Winners of the three top prizes were:

Category I (under \$300,000) — Central Appliance & TV, Pompton Plains, N.J.

Category II (\$300,000-\$1 million) — Puff's Appliance Center, Inc., Petoskey, Mich.

Category III (over \$1 million) — Downing's, Denver.

Judges in the "Creative Retail Advertising Awards" contest were Edward Malone, president, Hawthorne Advertising, Inc.; Richard C. Shambroom, managing director, Promotion Plus, Inc., a subsidiary of the Doyle Dane Bernbach advertising agency, and Jack Adams, editor, *Mart* magazine.



Dishwasher ad (above) by Central Appliances & TV, Pompton Plains, N. J., is cited for "leading into sell with question and answer technique." Color TV ad (far left) by Puff's, Petoskey, Mich., is praised "good idea, well executed with just enough words and good use of white space," and for "projecting quality image." Color TV ad (center) by Downing's, Denver, is termed "single powerful presentation, exuding quality."

Commendation Winners

Winners of special commendation plaques in the fourth annual "Creative Retail Advertising Awards" contest have been announced as follows:

Category I (under \$300,000)

- Appliance Sales & Service, Inc., Santa Barbara, Cal.
- Biever Appliance Inc., Port Washington, Wis.
- County Refrigeration Service, Carmel, Ind.
- Faigen's Electrical Appliances, Rock Island, Ill.
- Gearhart's TV & Appliance, Beloit, Wis.
- David Hecht Custom Kitchen Center, Norwich, Conn.
- Hubbard Furniture Co., Denison, Tex.
- Karl's, Gregory, S. Dak.
- Karnes Music Co., Des Plaines, Ill.
- Latimer's Appliance Center, Fredonia, N.Y.
- Leonard's Radio & T.V., Woodstock, Vt.
- Martelon's Appliance & TV Center, Santa Fe, N. Mex.
- Nyffeler Appliance Co., Columbus, Ind.
- Paul's TV, La Habra, Cal.
- Ray' Appliance & TV, St. John, Wash.
- Roddy's, Corpus Christi, Tex.
- Steinbeck's Maytag Home Appliance Center,

Raleigh, N.Car.

- West Park TV, Inc., Arlington, Tex.
 - Wisconsin Electric Power Co., Milwaukee
- ### CATEGORY II (\$300,000 to \$1 million)
- Alabama Furniture & Appliance Co., Mobile, Ala.
 - Auto Home Electronics Inc., Woodbridge, Va.
 - Benfatti's Inc., Pueblo, Colo.
 - Bennet's Appliance Centers, Orrville, O.
 - Bowmer and Berry's Showkase, Las Vegas, Nev.
 - Commercial Electric Co., Toledo, O.
 - The Davis-Brown Co., Costa Mesa, Cal.
 - Durr Magnavox Home Entertainment Ctr., Defafield, Wis.
 - Frost Norwalk Corp., Norwalk, Conn.
 - Glen Electric & Furniture, Inc., Gaylord, Mich.
 - Goodman's Inc., Grand Forks, N. Dak.
 - HRT Television & Home Appliance Center, South Norwalk, Conn.
 - Hedrick Electric Co., Rockford, Ill.
 - L & W Service Center Inc., Kearney, Neb.
 - Matt's Appliance, Indianapolis
 - Roxy Electrical Center, Philadelphia
 - Silver City, Spring Valley, N.Y.
 - Smith & Waldman, Tucson, Ariz.
 - Ulrich Inc., Ridgewood, N.J.

- Van's TV & Appliances, Highland, Ind.
 - M. H. Williams Co. Inc., Syracuse, N. Y.
 - Williams Magnavox Home Entertainment Ctr., Grand Rapids, Mich.
- ### Category III (over \$1 million)
- H. R. Basford Co., San Francisco
 - A. C. Carlson, Inc., Minneapolis
 - Charleston T. V. Appliance Inc., Las Vegas, Nev.
 - Citizens Gas & Coke Utility, Indianapolis
 - Cumberland Electric Co., Cumberland, Md.
 - Les Feldser Discount Marts, Corpus Christi, Tex.
 - Finger Furniture Co., Houston, Tex.
 - Furniture Appliance Whse, Dist., Colorado Springs, Colo.
 - Handy Andy TV & Appliances, Inc., Sacramento, Cal.
 - Hechinger, Washington, D. C.
 - Johnston's Appliances, Minneapolis
 - Lechmere Sales, Cambridge, Mass.
 - Luskin's Appliance Centers, Baltimore
 - Midwest Furniture Mart, Lawton, Okla.
 - Paul Rice Appliance, Canton, O.
 - Sterchi Bros. Stores, Inc., Knoxville, Tenn.
 - William's TV, Sioux City, Ia.
 - Wolff Kubly Hirsig Hardware Dept. Stores, Madison, Wis.

Take a good look at our newest chassis. It'll be a long time before you see it again.

How many times can you afford to service a color TV set during the warranty period?

We think even once is too much.

And after the warranty, how many service calls before your customers lose confidence?

Of course, no one can guarantee perfection. But, we think our new "Gibraltar" chassis comes as close as you can get.

For one thing, it just about overcomes the two major causes of failure—power overloads and heat.

We've got a special voltage switch that lets you select the best power level for your specific locale, and newly-designed receiving tubes and transistors that cut power needs by 25 percent for much cooler operation.

But that's not all.

We've also virtually eliminated electrical shorts due to shock, vibration, or high temperature; increased the life of receiving tubes considerably; and protected the high-voltage transformer from moisture and heat.

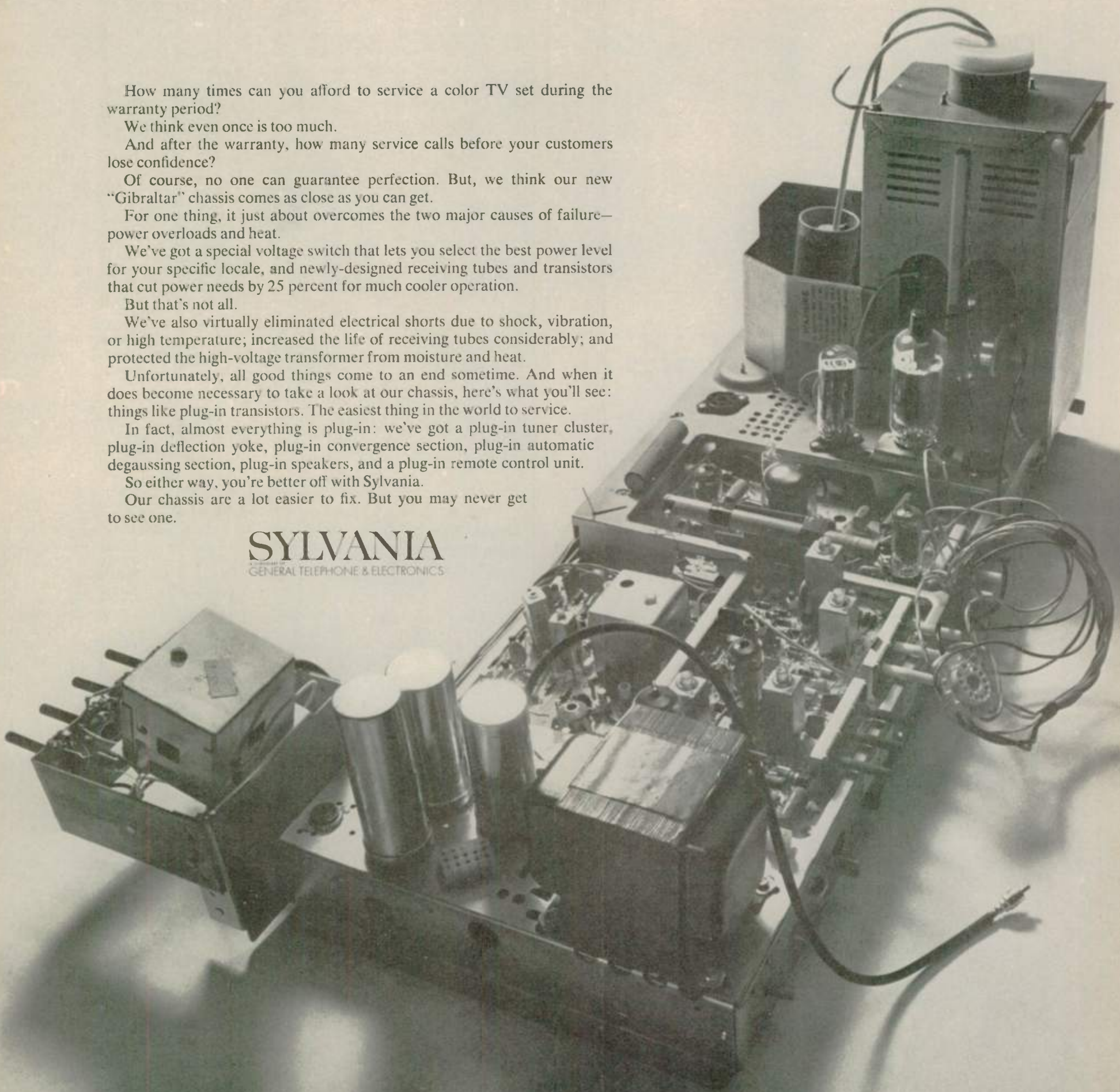
Unfortunately, all good things come to an end sometime. And when it does become necessary to take a look at our chassis, here's what you'll see: things like plug-in transistors. The easiest thing in the world to service.

In fact, almost everything is plug-in: we've got a plug-in tuner cluster, plug-in deflection yoke, plug-in convergence section, plug-in automatic degaussing section, plug-in speakers, and a plug-in remote control unit.

So either way, you're better off with Sylvania.

Our chassis are a lot easier to fix. But you may never get to see one.

SYLVANIA
GENERAL TELEPHONE & ELECTRONICS



REACH FOR *Quality!*

REACH FOR *Juliette*[®]
the Step-Up Line!



A NAME TO REMEMBER IN ELECTRONICS



EXECUTIVE OFFICES

4201 N.W. 77th Avenue
Miami, Florida 33166

Other Offices, Warehouses, Showrooms

NEW YORK/CHICAGO/LOS ANGELES

NEW JERSEY/SAN JUAN

Department store . . .

(Continued from page 29)

taining good stocks in season, doing some pre-season advertising and being clearly a store with top brands.

Others in department stores explain that they are not taking any unusual steps in pre-promoting the category because they find it to be a "marginal" item in terms of profitability.

Despite the fact that "home air conditioning is becoming a way of life," as one merchandise manager put it, he finds that he is only getting a break-even performance or — at best — a "very small" profit from it.

Margins on air conditioners in department stores are running between 20 and 25 per cent, with one or two stores obtaining about 28 per cent. The stores find that such big-ticket items require them to provide delivery within 24 to 48 hours, as well as effective service. The costs of such services, plus the competition's efforts, has pared markup in recent years.

However, despite this, most merchandise men interviewed are optimistic about prospects for air conditioner business in the New York area.

They cite these reasons:

(1) The features of relief, allergy assistance, and comfort that air conditioners provide in the big city are

not to be denied and must result in new sales as the metropolis grows in population.

(2) Each unit sold or owned means that the owner is a potential customer for one or more additional units. In other words, stores that do not in some way follow up a sale of a unit to a customer are ignoring the strong possibility of add-on business to a pre-sold customer.

(3) New homes construction must mean an opportunity for air conditioning sales, whether this means the purchase of new individual units from big stores, the installation of central air conditioning, or the builder's supply of a system to the home buyer.

"It should be a big year for air conditioning sales because of the add-on sales that we're sure to have and the new people buying homes," said a merchandiser. Then, after a pause, he added, "Especially if we should get two good hot spells before July 4."

But, there is another possible avenue of sales and this comes from the worsening air pollution of all big cities, with New York not the least of them. Residents in the more congested areas of cities are said to be finding it wise to let their air conditioners run at low speed almost every day of the year, even during cold spells, to drain out the noise and dirt that would certainly filter in if a window were kept even slightly open.

It is a point, at least some merchandisers say, that could be effectively developed in sales promotion efforts during the entire year.

This
disposer
won't work
topless.



The KitchenAid Superba disposer was built to work with a top.

The advantage? Protection, for one. Against silverware falling in accidentally.

And talk about convenience! Simply drop the garbage in.

When you want to start the disposer, just drop the Magnestart® Cover

Control in place. Take it out and the disposer stops. No twisting, no fussing.

So remember to sell the convenient Magnestart Cover Control. It gives the KitchenAid Superba Disposer another selling point that can't be topped.

For more details, see your distributor. Or write KitchenAid Disposers, Dept. 9GQ-2. The Hobart Manufacturing Co., Troy, Ohio 45373.

KitchenAid
Dishwashers and Disposers

Products of The Hobart Manufacturing Company



**Delectable dishes
take starring role in
new AGA-GAMA movie**

The delights and artistry of distinctive Creole cooking are presented against a backdrop of old world New Orleans in the seventh color film in



Home Economist Edwina Oliver of the New Orleans Public Service Inc., adds spice to Oysters Rockefeller on camera during production of "Creole Cuisine of New Orleans" movie.

the series sponsored jointly by the American Gas Ass'n and the Gas Appliance Mfrs. Ass'n.

The 15-minute movie, titled "Creole Cuisine of New Orleans," gives pictorial evidence why Louisiana cookery — a combination of the finest French, Spanish, and Indian skills blended with Deep Delta techniques — is famous throughout

the United States.

The film was made in co-operation with Magic Chef, Inc., The Sunray Stove Co., and The Tappan Co., and gas ranges manufactured by those firms were used in the cooking demonstrations.

Sixteen millimeter prints of the film are available for \$85 each from the American Gas Ass'n, 605 Third Ave., New York, N.Y. 10016. The price includes postage and handling. Companion recipe folders may also be purchased for \$4 per 100.

**J.J. Newberry will
acquire Heck's chain**

J.J. Newberry Co., nationwide department and variety store chain headquartered in New York, is going to acquire Heck's, Inc., a discount chain with headquarters in Charleston, W.Va. The agreement provides for the purchase of all of Heck's assets and the assumption of Heck's liabilities. The announcement was made jointly by Walter C. Straus, Newberry president, and Fred Haddad, president of Heck's.

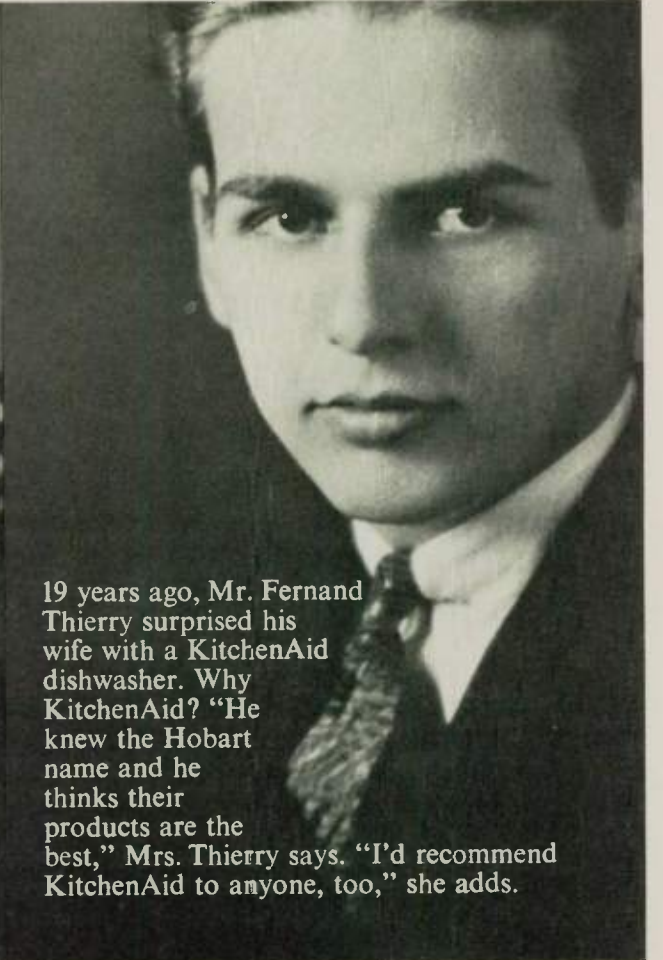
The purchase price is such that after liquidation of the present Heck's corporation, its shareholders will receive \$17.65 in cash and one-tenth of a share of Newberry common for each share of Heck's. In addition, provision will be made for the payment of up to an additional one-tenth of a share of Newberry common stock for each Heck's share over a five-year period, contingent upon future earnings of the Heck's stores.

"When we moved into our home 10 years ago, it had a 9-year old KitchenAid dishwasher," says Mrs. Edward Kaminsky. "I've used it every day and have only had 3 repair calls. I think KitchenAid is the best."

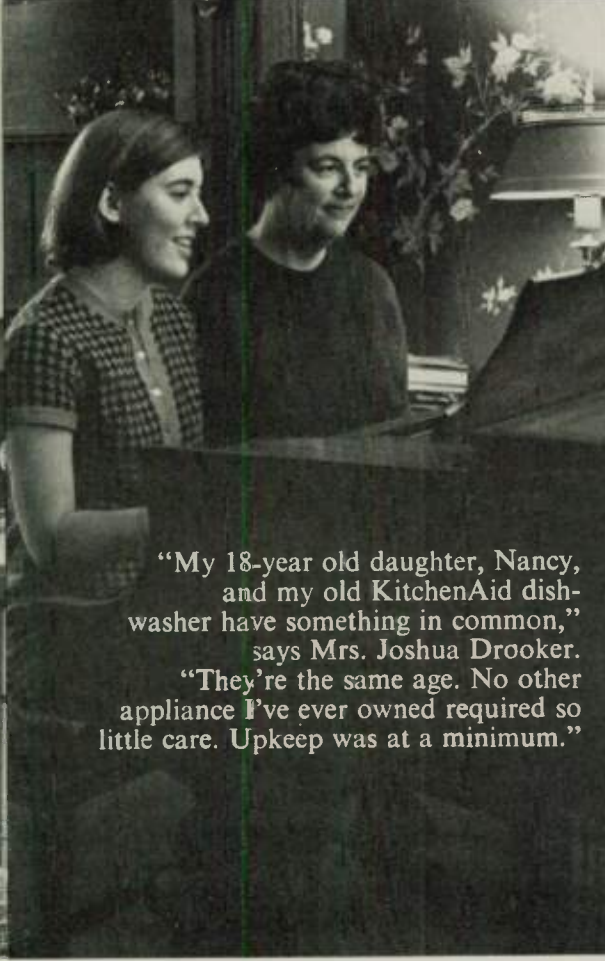


Our new KitchenAid dishwasher recently replaced a 19-year old model in the John O'Brien home. "I'm sure our old one would have continued 'til it dropped dead," says Mrs. O'Brien. "During the 9 years we've lived here, we had only 3 minor service calls."

19 years ago, Mr. Fernand Thierry surprised his wife with a KitchenAid dishwasher. Why KitchenAid? "He knew the Hobart name and he thinks their products are the best," Mrs. Thierry says. "I'd recommend KitchenAid to anyone, too," she adds.



Mrs. Henry Caproni recently gave her sister, a present. An 18-year old KitchenAid dishwasher. "It still works real good," Mrs. Caproni says, "and since I got a new KitchenAid I thought my sister would like the old one. She does."



"My 18-year old daughter, Nancy, and my old KitchenAid dishwasher have something in common," says Mrs. Joshua Drooker. "They're the same age. No other appliance I've ever owned required so little care. Upkeep was at a minimum."

"Before I bought a dishwasher, I asked the men that service dishwashers what they recommended," says Mrs. Harry Collyer. "They said KitchenAid so I bought one. Almost all my friends have them too," she adds. "We think it's the best."



How long do you expect a dishwasher to last?

If you sell a KitchenAid dishwasher, don't be surprised if it holds up for 20 years or longer.

With hardly any service problems.

But don't take our word for it. Just see what these six families in the Greater Boston area have to say.

Of course, your customers may not want to keep their dishwashers that long. But when you tell them a KitchenAid dishwasher can last for 20 years, you have a powerful sales closer. And these case histories are proof of it.

Like more details? See your distributor. Or write KitchenAid Dishwashers, Dept. 9DQ-2. The Hobart Manufacturing Company, Troy, Ohio 45373.

KitchenAid®
Dishwashers and Disposers

KitchenAid Dishwashers—20 years of good old-fashioned quality.

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.

electric housewares

Viva Hair Dryer

Called the "Daisy-Day," Model HD12-W is a new de luxe portable hair dryer geared primarily for the teen-age market. The daisy-decorated jumbo hood has the "wet" look; its double wall construction is said to hold the heat in. The unit has a four-position switch (from "hot" to "cool")



Viva "Daisy-Day"

and a nail dryer for while the hair is drying. The accessory tray holds curlers, rollers, pins, etc. A 6-ft. cord fits under the tray when not in use. The UL-approved unit carries a one-year guarantee. Suggested retail price: \$15.97. Viva Industries, Inc. 35 Meadow St., Brooklyn, N. Y. 11206.

Titan Heaters

A new five-model line of portable electric heaters combines high styled "Wood Tone" design with instant high heat performance. The units are housed in "ever-cool" steel cabinets featuring walnut grain finish, with a chrome safety grille. They utilize instant red-hot glowing ribbon elements; a "whisper-quiet" fan circulates warm air throughout the room. Features include a "Therm-O-Dial" thermostat, internal safety tip-over switch, and a cool "Hide-A-Way" handle.

The dual range "Wood Tone De-luxe" Model RT28, is rated at 1320 and 1650 watts (up to 5600 BTU),



Titan Model RT28

The unit, 17 in. wide x 13 in. high x 11½ in. deep, has a rocker switch control. Suggested retail price: \$24.95.

Model RT5, the "Wood Tone Spacesaver," delivers 1250 watts (4270 BTU). Its overall size is 10 in. wide x 10½ in. high x 9 in. deep. Suggested retail price: \$13.95. Titan Sales Corp., subsidiary, Rival Mfg. Co., Kansas City, Mo. 64129.

GE Blenders

Model BL-11 is a new six pushbutton blender styled in black and chrome and with wood-tone trim. It has five speed selections and an "off" button. The 32-oz. glass decanter has four cup markings. The two-piece removable cover makes it easy to add ingredients while blending. Hardened



GE Model BL-11

stainless steel blades crush ice cubes "in a hurry." The UL-listed unit features low silhouette styling — it's only 12 in. high — so it fits under cabinets on the kitchen counter and is easy to store. Suggested retail price: \$37.98.

A four pushbutton blender, Model BL-10, comes in a choice of two-tone

MERCHANDISER WANTED

Product Merchandising Manager for Vacuum Cleaners required by national manufacturer. Responsible for complete national program for merchandising of product line to formulation of selling plans and aids. Full back-up staff of administrative promotional personnel. Salary and complete fringe benefit program. Replies held in strict confidence. Present company personnel know of this ad. Send resume with full details, salary requirements, etc. to

Box #69-1, Mart Magazine
757 Third Ave., New York, N. Y. 10017

realtone
Division of Soundesign Corp.

REALTONE "2315"
THE NATION'S BEST SELLING
THREE BAND AM/FM
INTERNATIONAL SHORTWAVE
PORTABLE RADIO
NOW HAS THE
DYNAMIC SYSTEM *



The REALTONE "2315" with its 'window on the world' international shortwave band, plus crisp, clear AM broadcasting and true concert hall FM listening pleasure is a superb example of electronic engineering skill and integrity.

*THE DYNAMIC SYSTEM, as a detachable AC Power Cord makes the Realtone "2315" a THREE-WAY PORTABLE (permits playing on regular house current as well as batteries, and offers automatic battery rechargeability).

The key to the DYNAMIC SYSTEM is the famous U/L listed Constant Power SAFE-T-PLUG which keeps hot, high voltage household current at the wall outlet and delivers only cool, low voltage DC (battery type) current to the portable radio.

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



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

Dynamic Instrument CORP
Dept. M2 115 E. Bethpage Rd., Plainview, N.Y.

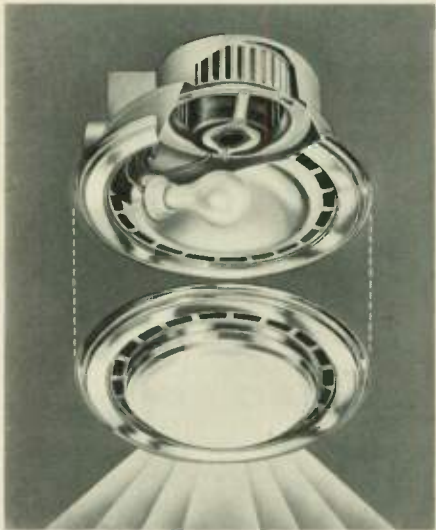
realtone

For more information about REALTONE "2315" or other quality electronic products write to:
REALTONE ELECTRONICS
Division of Soundesign Corp. Dept. Dyn.
34 Exchange Place, Jersey City, N. J. 07302

avocado green or harvest yellow, marking GE's first use of these colors in the blender line. Speeds are low, medium, and high. Suggested retail price: \$29.98. *General Electric Co., 1285 Boston Ave., Bridgeport, Conn. 06602.*

NuTone Fan-Light

Model 8661, a ventilating fan and ceiling light combination for bathrooms, can be wired for simultaneous or separate use of fan and light. Other features include a motor-mount which "floats" the blower-fan on neoprene cushions, adjustable brackets that adapt to plaster variations, and hangar-bars for 16-in. or 24-in. on-center joists. The silver anodized grille is 13 1/4 in. in diameter. Air discharges through a duct 4 in. in diameter. With a built-in back-



NuTone Model 8661

draft damper to eliminate drafts, the unit extends 2 1/8 in. from the finished ceiling. *NuTone Div., Scovill Mfg. Co., Cincinnati, O. 45227.*

Remington Shaver

The Remington 800 "Quick Charge" cordless shaver is said to recharge for use in a matter of minutes (unlike other cordless appliances which take an average of 20 hours to recharge fully). Its dial positions adjust the shaving heads: Dial positions 1 and

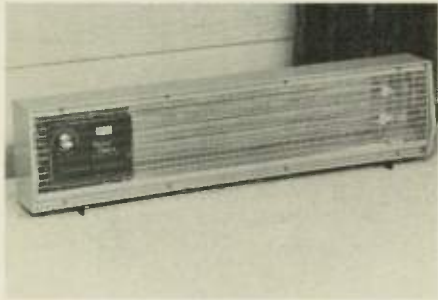


Remington 800 "Quick Charge" shaver

2 are for tender skin areas; positions 3 and 4 are for the toughest beards. The unit also features a sideburn trimmer and flip open cleaning. Suggested retail price: around \$30. *Remington Electric Shaving Div., Sperry Rand Corp., 60 Main St., Bridgeport, Conn. 06602.*

Arvin Heater

Model 49H10 is a single heat perimeter heater which gives "fan-forced" warmed air circulation with two built-in safety features: a temperature-limiting thermostat and a



Arvin Model 49H10

"safeguard" tip-over switch to shut off current immediately if the unit is accidentally overturned. The unit operates on 1,320 watts to deliver 4505 BTU, and heat dispersion is aided with a wide-angle bright reflector. Measuring 8 in. high x 32 in. wide x 4 1/2 in. deep, the unit has a dual wall steel case with baked-on beige enamel finish. Suggested retail price: \$24.95. *Arvin Industries, Inc., 1531 13th St., Columbus, Ind. 47201.*

Ingraham Alarm Clock

Time never runs out for users of the "Emperor" electric alarm clock, crowned by an "add-a-nap" button,



Ingraham "Emperor"

which allows sleepers to doze for an extra 10 minutes. The sleeper can hit the button again, and again — for as many extra 10-min. naps as he wishes. The alarm is turned off by *(Continued on page 43)*

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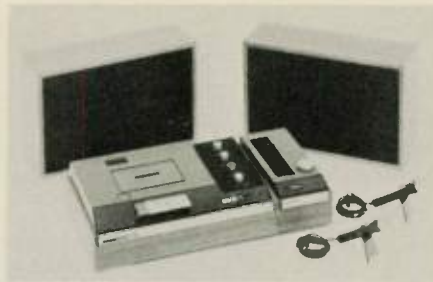
Crown adds cassette products to 1969 line

Crown-Industrial Suppliers Co. has introduced a mini-compact stereo cassette system and an automobile cassette player as the first of a series of new Crown and "Crowncoorder" home electronic products for 1969.

The cassette component ensemble, Model SHC-44, consists of four

units — a recorder deck, matching AM/FM stereo tuner, and two matching speaker systems, all housed in teakwood cabinets. The deck features piano key function controls, cassette ejector button, digital tape counter, record level/battery condition indicator, plus volume, tone, and selector controls. It uses 14 transistors. The tuner features vertical slide rule tuning, FM stereo lamp, and selector switch. It uses 13 transistors. The speaker systems each house a four-inch, full-range round PM dynamic speaker with power handling capacity of five watts. Suggested retail price: \$199.95.

The auto cassette player, "Musicruiser" Model CSC-1000, priced at \$99.95 less speakers, has a peak



Crown Model SHC-44

power output of 20 watts. It features easy loading and easy operation via human-engineered control placement. It has a play indication lamp, balance control, two-step stop and ejection key, plus play and fast forward keys, and a volume control. Frequency response is 100 to 10,000 Hz.

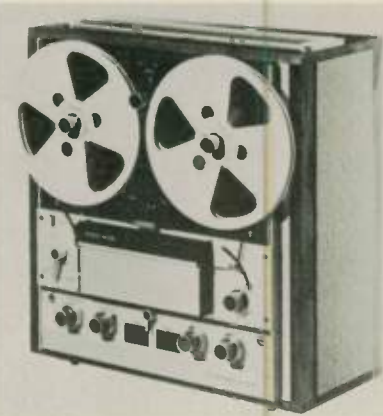
The two units will be promoted as

a "package" for home/cabin and auto/boat operation. The campaign will stress the savings inherent in making pre-recorded tapes on the mini-compact for both home and mobile use. Special point-of-purchase materials are being developed to support the campaign. *Crown-Industrial Suppliers Co., 755 Folsom St., San Francisco, Cal. 94107.*

Elpa Marketing handles Britain's Ferrograph

The British tape recorder, Ferrograph, is now available in the United States in a 60HZ, 117-volt execution through a new distribution arrangement with Elpa Marketing Industries.

The new "Series Seven" models of Ferrograph is a fully transistorized unit incorporating three heads and



Ferrograph "Series Seven" model

"unique" editing features. Suggested retail price is in the \$500 range.

Full servicing facilities will be available from the nation-wide service organizations maintained for all Elpa Marketing Industries products. *Elpa Marketing Industries, Inc., Thoren Bldg., New Hyde Park, N.Y. 11040.*

Auto cassette display

A demonstration display unit to merchandise Aiwa automotive stereo cassette tape recorder and playback models TP-1015 and TP-1023 comes complete with stereo speakers, con-



Aiwa cassette display

verter for a-c operation, and a switch to operate either of the two models. It is available on a merchandising program from *Selectron International Co., Inc., 4215 W. 45th St., Chicago, Ill. 60632.*

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Four ways to make an old stereo owner a new cassette buyer.

First. Find a man who owns a stereo system. (He should be in your store right now.) Show him the complete line of Norelco cassette decks. Show him how easy cassettes are to use. And how they don't scratch, warp or collect dust. Point out there are hundreds of pre-recorded cassettes available.

Second. Put a cassette into a Norelco cassette deck and let him listen to the great Norelco sound. But make sure you show him all four machines.

If he likes the Norelco 2500 Player Deck, you have

three natural step-ups. Step him up to the 450A Recorder to the 2502 Changer/Player to the 2401A Changer/Player Recorder.

Third. After you've gotten him interested in cassette convenience, point out that with a deck, he won't run into expensive duplication of equipment. Then show him the wide variety of prices from which he can choose.

Fourth. Ring up the sale on your cash register. And wait for the next guy to come in.

Now, isn't that an easy way to make a living?



The Norelco 2401A Recorder/Changer Deck. Holds six cassettes at one time. Plays or records six hours of music, non-stop. Stops automatically when last cassette finishes playing.

The Norelco 450A Recorder Deck. Records live through the stereo mike or direct from records or radio. So he can program his own cassettes.

The Norelco 2500 Player Deck. About the size of a cigar box. Just plug into your stereo system and the 2500 plays cassette sound through your amps and speakers.

The Norelco 2502 Changer Playback Deck. Holds six cassettes at one time and plays up to six hours of music, non-stop. Stops when last cassette finishes playing.



It's good to hear from Standard. Again.

At \$69.95, nothing in the world is better to hear from than Standard's stereo amplifier (the 157S) or stereo tuners (the A100T or A200T).



The SR-157S amplifier generates 20 watts of continuous music power (10/10) at 8 ohms. Harmonic distortion is less than 0.5% at 1 KHz, frequency response 20 to 30,000 Hz at 8 ohms. And preamped, of course.



The SR-A100T is an AM/FM/FM multiplex tuner, with full flywheel tuning. FM signal-to-noise and cross modulation ratios are 60 dB, harmonic distortion 0.5% at 1,000 Hz. FM image rejection is 50 dB, stereo separation 35 dB.



The SR-A200T is an FM/FM multiplex tuner, with a 5-dial, pre-set pushbutton tuning system. Frequency response is 30 to 20,000 Hz \pm 1 dB, harmonic distortion 0.3%. Cross modulation and signal-to-noise ratios are 60 dB.

Any one for \$69.95. Very good to hear from indeed. At your Standard dealer. For the one nearest you, just drop us a line. It's The Sound Choice.

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

Creative salesman . . . (Continued from page 33)

"To project the integrity of the sale," he states, "we published a copy of the letter stating the authentic values of the antiques and signed by the former antique store owner."

Over 100 people were waiting at the door of the store the opening day of the sale, according to Ginsberg. As word of the sale spread, he reports, "the people came in throngs. Not only did the sale bring us new customers, but the people who came in bought other items, too."

"We trained our salespeople at a meeting the evening before our ad appeared to show other products to the antique buyers, and they did a fabulous job. We sold not only other tie-in products but higher-priced merchandise also. We added interest and excitement to our store and brought in traffic like never before . . . We doubled normal sales during the promotion, and secondly, the far-reaching benefits of new customers increased our overall yearly sales like a snowball."

Judges in the 14th annual "Georges Birgy Creative Retail Salesman-of-the-Year" contest were Jules Steinberg, executive vice president, NARDA; William Comstock, public relations director, Ass'n of Home Appliance Mfrs., and Jack Adams, editor of *Mart* magazine.

industry events

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 EEL Sales Conference, Hotel Roosevelt, New Orleans, May 18-21.

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

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

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San Juan

Electric housewares . . .

(Continued from page 39)

pushing a button in back.

Shaped as a tall rectangle, the unit has a sand beige case, with a cocoa brown add-a-nap button and a matching band with a gold filigree at the bottom of the dial. The projecting crystal lends a shadowbox effect. The dial is lighted and has a sweep second hand. The unit carrying a one-year guarantee has a suggested retail price of \$7.98. *Ingraham Industries, Redstone Hill Rd., Bristol, Conn. 06010.*

Norjac Warmer Basket

Model BL-69 is a "Continental" warmer basket thermostatically controlled and UL-approved. It features a detachable cord-set. The decorative warmer and server warms rolls, bread, potato chips, hors d'oeuvres, etc. The imported basket is backed



Norjac "Continental" warmer basket

by a "Saranac" fabric in scarlet, royal blue, or gold. The insert is removable and washable. This new electrical table product carries a suggested retail price of \$14.98. *Norjac Mfg. Corp., 122 Washington Ave., Brooklyn, N. Y. 11205.*

Hamilton Beach Blenders

Two new blenders — Model 610 and Model 611 — feature eight-position "soft-touch" speed selectors, neoprene couplings, removable cutting units with four surgical steel blades, cord storage compartments, and 520-watt motors. Both units come with heavy duty, die-cast metal base units in avocado and are offset by white decks and chrome features. Model 611 comes with a 40-oz. glass container; Model 610 has a "Tyrl" container. Both units carry a suggested retail price of under \$20. *Hamilton Beach, Scovill Mfg. Co., 99 Mill St., Waterbury, Conn. 06720.*

Aqua Tec Oral Unit

Functionally identical to all "Water Pik" pulsating oral hygiene appliances, Model 52 is called an "entirely new" concept in this field: it's cordless. The de luxe unit in oyster white operates without an electrical cord, and overnight recharging, it's said, pro-

vides an entire week of use. For further travel convenience, the cordless unit comes with its own simulated black alligator travel case and four color-coded "Jet Tips," which are sheathed in their own matching case.



Aqua Tec cordless "Water Pik"

Each unit features fully adjustable pressure. *Aqua Tec, a Teledyne Co., 1730 E. Prospect, Fort Collins, Colo.*

Mirro Waffle Baker-Grill

A new "Mirro-Matic" waffle baker and grill, Model M-0344-50, is finished in antique white porcelain and is constructed entirely of aluminum, body shell as well as the grids. A signal light lets user know when to pour the batter. Invert the cast aluminum grids for grilling; the unit can be used either open (for twice the frying area) or closed (to fry both sides of the food at the same time).



"Mirro-Matic" waffle baker and grill

Grids are finished with "Teflon" and a drip-spout lets off excess grease. The unit has one-piece handle and legs for cool operation. *Mirro Aluminum Co., Manitowoc, Wis. 54220.*



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

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



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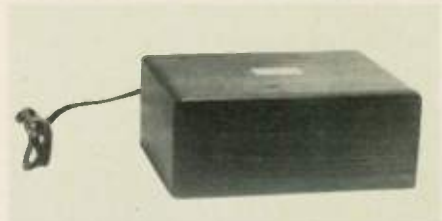
**Give Happiness
the United Way**

new products



Eagle Antenna

Model 201 is a new AM/FM-stereo antenna said to increase the range of FM stations on any hi-fi set. The circuit, says the firm, is designed not only to increase the FM range but



Eagle Model 201

to "lock-in" without fading, stereo reception. The outer case, 2 in. x 4 in. x 6 in., is of walnut. Suggested retail price: \$19.95. *Eagle International, Inc., 220 S. Main St., Wauconda, Ill. 60084.*

Hardwick Gas Range

Hardwick Stove Co. has introduced a new "EverKleen" self-cleaning gas range with an oven that bakes itself



Hardwick self-cleaning gas range

clean during regular oven use. The concept utilizes a new porcelain coating which enables the oven interior to clean automatically whenever the oven is in use. It cleans at normal cooking temperatures by using a catalyst to promote oxidation. Also, says the firm, the new "EverKleen" oven requires no maintenance or repair, and no special venting, safety latches, knobs or dials.

Side, rear and bottom panels (which are removable and reversible) are coated with "EverKleen" porcelain enamel, a blend of special DuPont material and porcelain. The "EverKleen" oven interior has a textured matte finish. *Hardwick Stove Co., Cleveland, Tenn. 37311.*

Arvin Radio-Phono

Now consumers can "turn on the coffee table" with Model 80M46-14, a new solid state FM/AM/FM-stereo

radio-phonograph in a slide-out drawer in an Italian Provincial coffee table with oak finish exterior accented by imported Portuguese marble.

The slide-out drawer reveals a solid state amplifier, powered by 21 transistors, 16 diodes, and four rectifiers. The control center is flanked by a four-speed automatic record



Arvin Model 80M46-14

changer which accommodates all record sizes. The 11-in. turntable is rubber-matted. A ceramic cartridge and diamond sapphire stylus are housed in a lightweight tone arm. The control panel allows separate adjustment of volume, tone, balance, function, and timing. Each side-mounted speaker enclosure houses a 6-in.-x-9-in. woofer and 3-in. tweeter.

Stereo radio features include AFC to lock in FM and FM-stereo stations, indicator light for FM-stereo, and a lighted slide rule dial. The unit, 47-in. wide x 17 in. high x 20 in. deep, carries a suggested retail price of \$239.95. *Arvin Industries, Inc., 1531 13th St., Columbus, Ind. 47201.*

GE Room A/C

A new series of models known as the "Fashionaire" is a highlight of the 1969 line of room air conditioners which have new features and across-the-line changes in styling.

Available in 6,700, 8,700 and 10,200 BTU capacities, the "Fashionaire" operates on 115 volt, 7.5 amps for the smaller model and 12 amps for the two larger models. It incorporates a new GE charcoal odor filter; this new molded and replaceable filter uses the absorbing properties of activated charcoal to help remove unpleasant odors from the air. Easy to install, the unit features a rosewood wood-grain finish molded in six vertical panels that give it a furniture-like appearance. It also has a "space-age" molded "Lexan" case and a new low-low fan speed called "Slumber Speed." These models will fit into regular double hung windows as narrow as 24 in.

With a new Contemporary look, the "Fashionette 6000" series comes in five decorator colors: harvest yellow, mist blue, woodhue, avocado, and frost white. "Super-

thrust" models have new styling of two-tone charcoal and black ac-



GE "Fashionaire" model

cents. Recessed controls are covered by a simulated leather hinged panel. The four models range in capacities from 12,000 to 24,000 BTU.

With new horizontal air directors and its control knobs in a recessed panel, the six "Superline" models range from 11,500 to 23,000 BTU, including a heat pump model which provides 13,000 BTU of both cooling and heating.

Three models, including one heat pump, are in the "Thinline" series of medium capacities. The "Dual-Thrust" models are of 27,000 and 32,000 BTU. And the line is rounded out with two 115-volt models for use in casement or slider windows. *General Electric Co., Appliance Park, Louisville, Ky. 40225.*

Admiral 16-in. Color TV

Called the "industry's first," two new 16-in. portable color TV receivers incorporate solid state circuitry said to result in greater receiver efficiency and lower power consumption. The picture tube has a three-year replacement warranty. Transistorized sections include the tuner assembly, three-stage IF amplifier, low voltage power supply, and color amplifier. The chassis has 22,000 volts of picture power, automatic gain control,



Admiral Model 6017PC

front-mounted speaker, automatic degaussing, 145 sq. in. of viewing area, diecast handle, and dipole antenna.

First unit in the "Playmate 16" series is Model 6011P in a brown and white cabinet with a suggested retail price of \$329.95. Model 6017-PC (shown) in a de luxe walnut-grained cabinet, is priced at \$349.95, including decorator roll-about stand. *Admiral Corp., 3800 Cortland St., Chicago, Ill. 60647.*

Penetray Make-up Mirror

"Mirror Mirror on the Go" is the name of Model Z225, a portable lighted make-up mirror and carrying case, fashioned in "go-with-any-thing" white.

The mirror is designed with non-glare bulb shields said to allow only soft, natural light to illuminate the



Penetray Model Z225

face. Regular and magnifying mirrors, 7 1/4 in. x 5 1/2 in., adjust with a finger-touch; and the easel back holds it in position. The on-off switch is located on the front of the housing, and the tuckaway cord can be stored in the back of the case. Suggested retail price: \$20. *Penetray Lighting Products, Inc., 615 Front St., Toledo, O. 43605.*

Valmor Facial Sauna

A "facial saunette," Model 2000 is a thermostatically controlled unit with a convenient on-off switch and a specially designed face mask for proper vapor control. Other features include a slide-away screen for easy filling, and an all aluminum water reservoir for easy cleaning. The light and compact unit is fully guaranteed. Suggested retail price: \$9.95.

"Pretty Smooth" is the name of a new ladies' shaver, Model 402. The 115-volt a-c unit is fully guaranteed and has a suggested retail price of under \$5. *Standard Products Corp., 401 South Ave., Whitman, Mass. 02382.*

Westinghouse raises prices on all majors

Westinghouse has announced price increases on all major appliances effective March 15. Richard J. Sargent, executive vice president, Westinghouse consumer products distribution, said the increase will vary by individual models but will average about three per cent.

Carrier firm creates dealer training center

General Heating and Cooling Co., Inc., a Carrier distributing firm headquartered in Kansas City, Mo., has created a dealer training center to meet pressing manpower needs of the heating and air conditioning industry in Missouri and Kansas, President W. A. Tholen has announced.

He said the center is designed primarily to train new dealer personnel but is open to present personnel as well as engineers, architects, and members of gas and electric utilities.

The distributorship has about 300 accounts including mechanical contractors and 150 franchised Carrier dealers in the western two-thirds of Missouri and throughout Kansas. It has branch offices in Wichita and Salina, Kansas.

Tholen said the training center will begin operating immediately. Training manager Max Munger will be assisted by the sales department under direction of E. F. Cassing, vice president, in conducting a continuous program.

Individual classes will be limited to 25 persons and will cover the fundamentals of heating and air conditioning, product orientation, installation, service, and sales and promotion techniques.

Tholen said training techniques will be patterned after the U. S. Army's Prover system, relying heavily on visual aids, use of Carrier's refrigeration cycle trainer, a control circuitry board, and actual products.

The new classroom-laboratory training center includes a sound-stage for making tape recordings and film slides.

Sylvania adds two new service parts centers

Two new service parts centers, announced by Sylvania Entertainment Products, an operating group of Sylvania Electric Products, Inc., bring the total number to six across the country.

George Camp, Jr., national parts manager, said the new service parts centers located in Cleveland, O., and Waltham, Mass., will provide greater home entertainment parts availability and quicker delivery service to franchised Sylvania distributors, dealers, and authorized service contractors.

The Cleveland center will serve the states of Ohio, North Carolina, South Carolina, and the eastern portions of Kentucky and Tennessee. The area previously was served by the service

parts center located at Melrose Park, Ill.

The Waltham service parts center will serve the six New England states with the exception of western Connecticut. The area formerly was served by the service parts center at New Hyde Park, N. Y.

Other centers are located at Los Angeles and New Orleans.

NESA re-elects Enyeart president

The Nebraska Electronic Service Ass'n, at a statewide meeting held in Grand Island, re-elected Charles Enyeart, C. E. T. of Lincoln as pres-

ident for 1969. Also elected as secretary-treasurer was Loren Daubendiek, C. E. T. of Beatrice.

Rodger T. Brehm, C.E.T. of Lincoln was appointed to another term as executive director, while regional, vice-presidents named were Clark Trissell of Lincoln; Fred Blevins of Kearney; James Lovercheck; C.E. T. of Ogallala; Warren Hatheway of Broadwater; Douglas Leach of Burwell; and Henry G. Hyde, C.E.T. of Omaha. Lawrence Boehler of Sutton was elected to board of directors.

The meeting was attended by eighty home entertainment electronics service dealers from all over the

better service

state. Highlight of the day's activity was a presentation on the Apollo lunar landing mission by Dr. W. Lee Wiltsie of North-American Rockwell, builders of the Apollo spacecraft. NESA members were the first group in the nation to see recently released NASA films taken by Apollo 8 and previously unreleased.



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The Richly Grained Walnut Finish is Vinyl—
A Stunning New Look,
A Potent New Sales Advantage!

Not only this magnificent deluxe line for higher unit sales . . . but Air King gives you a VOLUME-PRICED PROMOTIONAL LINE, TOO! Write for details. Berns Air King Corporation, 3050 North Rockwell, Chicago, Ill. 60618.

Air King

DELUXE & PROMOTIONAL FANS

NOW FANS ARE GOING FANCY!

customers are reading



Farm Journal

Ranges are the prominent part of the "Keeping up to date" feature on page 108 of the February issue of *Farm Journal*, "the magazine of American agriculture."

Pictured and described are General Electric's "Versatronic" range with the self-cleaning oven, Frigidaire's electric range with the pushbutton tape for hot water, and Tappan's "Elite 70" range with the smooth cooktop.

The section also features a column on "Latest laundry products."

Forecast for Home Economics

In her "Evaluation of Laundry Appliances" — the article is on page F-64

of the February issue of *Forecast for Home Economics* — Rose Marie Burnley writes:

"In considering how to buy major laundry appliances, there are certain basic points to be covered that don't change much from year to year. There is always the need to weigh available space, service requirements (electricity, gas, water, drains), cost of operation, terms of the guarantee, availability of parts and repair service. The things that do change are the features, the optional refinements offered as improvements over the basic model in a manufacturer's line of appliances. These features add to the cost of the appliance. The question before the consumer is whether the added cost is justified by better performance, more convenient operation, more handsome appearance, or some other consideration."

Then she goes on to give "a summary of the more-talked-about and widely offered features found on today's laundry appliances" discussing first clothes washers, then clothes dryers.

Products picture in a full page of illustrations are those of Hotpoint and General Electric Co.

True Story

"A Kitchen Planned With You in Mind" is the title of an article by Arlene Wanderman, director of home service, on page 74 of the March issue of *True Story*.

She writes: "Here's the second of our *True Story* Homemaking Center dream kitchens, where we prepare and test recipes sent in to us by readers, and develop some of our own. We're proud as punch of our new electric kitchen and would like to tell you about some of the exciting features that perhaps you can use when planning or remodeling your kitchen."

Two illustrations are in full color. One shows "a golden harvest of appliances featuring a refrigerator-freezer, dishwasher, and double oven

range." Another illustration is captioned: "The joys of a double oven — just set the automatic timer and a complete meal can be cooked all at once."

On page 78 of the same issue there is a page devoted to "Laundry Questions Answered."

Seventeen

In the "Home and Food" section of the February issue of *Seventeen*, "America's Teen-age magazine," there's a pictorial feature called "Parties All Around the House," which discusses where to give parties and how to give them, emphasizing "having food and fun and bright ideas."

Four-color illustrations for the article, which begins on page 154, show handsomely arranged table settings for the different parties. Starred in the "Pool party" picture is a Salton "Hotable" (page 154). A Toastmaster waffle iron is prominent in the "Slumber supper" picture on page 156. And a General Electric blender is featured in the illustration for the casual "Think drink" party on page 157.

by the way



Comes spring, comes grass — and a television spot on power mower safety.

Power lawn mowers are the subject of a 30-second color television spot soon to be released by the National Safety Council.

The spot shows an ordinary householder using a walk-behind mower.



Scene from public service announcement on power lawn mowers soon to be released by National Safety Council.

Before he starts the mower he consults the operator's manual. The audio portion of the film reinforces the suggestion that the operator read his manual.

"We decided that this was the single most important point we could make in a short television spot about power mower safety," says Jean Snyder, home safety specialist in the Council's public information department.

Research indicates that a high percentage of accidents occur when the operator has had less than one

month's experience with a mower, the Safety Council spokesman added.

The walk-behind mower was chosen because it is by far the most popular power mower; more than 27 million of them are in use today.

This public service spot was financed by the Outdoor Power Equipment Institute (OPEI), who filmed a 30-minute movie on power mower safety in tandem with the spot.

"The Safety Council is very grateful to OPEI for providing funds for this public service announcement," acknowledged Mrs. Snyder. "It is encouraging to find industrial organizations so eager to help in transmitting messages about safety to the public."

The Council will distribute the 30-second spot to 332 television stations in the top-100 markets in early spring of 1969.

The British are coming — to New York premium show

The international scope of the premium and incentive industry is expanding at a healthy clip, as evidenced by substantial British participation in the New York Premium Show, set for April 21-24 at the New York Coliseum.

Thirty firms from Great Britain organized by the British Board of Trade will exhibit in a bloc at the show, according to Jay Thalheim, president of Thalheim Exposition Management corp., producers of the event.

Thalheim pointed out that the British exhibitors, many of whom will be displaying uniquely British products, are interested in gaining deeper insight and knowledge of the premium industry.

The New York Premium Show — long recognized as the largest and most important function in the industry and its annual focal point — will feature 1,000 exhibitors and more than 17,000 buyers of premiums and incentives are expected to attend.

Appliance dealership opens in Progress Plaza

Latest store to open in Progress Plaza, a new shopping center in North Philadelphia, is the appliance dealership



operated by Roscoe Williams (left in photo). Present for the opening were (second from left to right) Edward L. Stehle, vice president, General Electric Co.; the Rev. Leon H. Sullivan, pastor of a Philadelphia Baptist church and the "moving spirit" behind Progress plaza; and Lester E. Williams, manager of GE's mid-Atlantic district in Philadelphia.

Other openings

Midland International Corp., whose headquarters are in Kansas City, Mo., has opened a branch operation in

Tokyo, Japan, it was announced by Edward L. Benson, president. The branch will operate under the name Midland Overseas, Ltd., and is located in the Sankaido building. Richard L. Looney has been transferred from Kansas City to Tokyo to become manager of Far East operations for Midland.

Savemart, Inc., said to be specialists in the retail marketing of Zenith and GE products, announces the opening of its 19th store in the New York City area. Store is in Nassau county on 141 Fulton Ave., Hempstead, N.Y., opposite A & S. Savemart, it's reported, has more retail locations and square footage, does a greater volume, and shows a greater profit than any other independent appliance company in New York City. Ben Blank, president of Savemart, attributes this development to the firm's "dedication to highest standards of marketing."

Seven additional Savemart Stores are scheduled for 1969. Volume for Savemart stores is expected to reach \$20 million by 1970.



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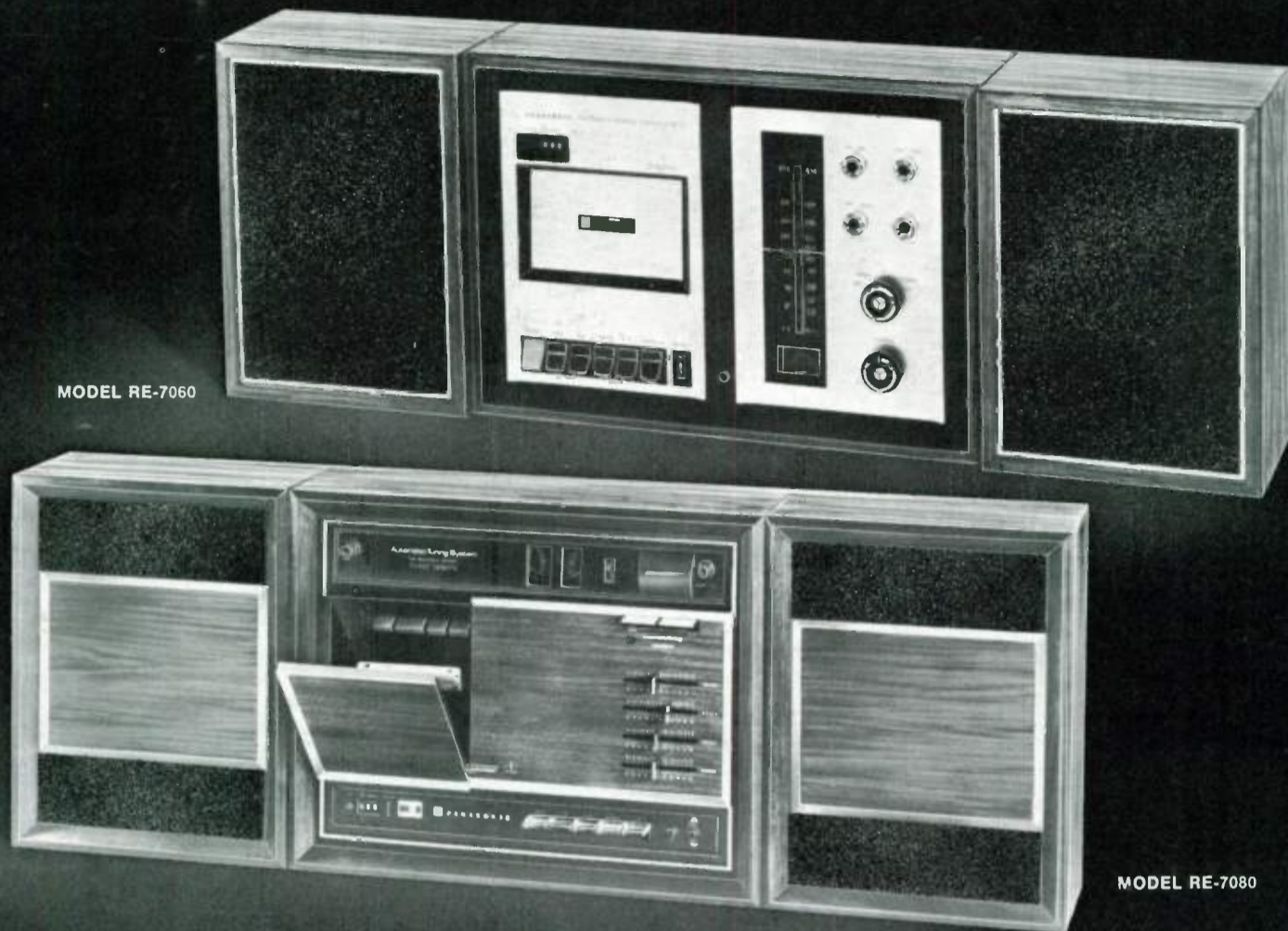


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