

FTC ad allowance guides: More work for retailers

Installation as complete package sells dishwashers profitably

Air conditioners: Sell to the need?

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

APR 1/69

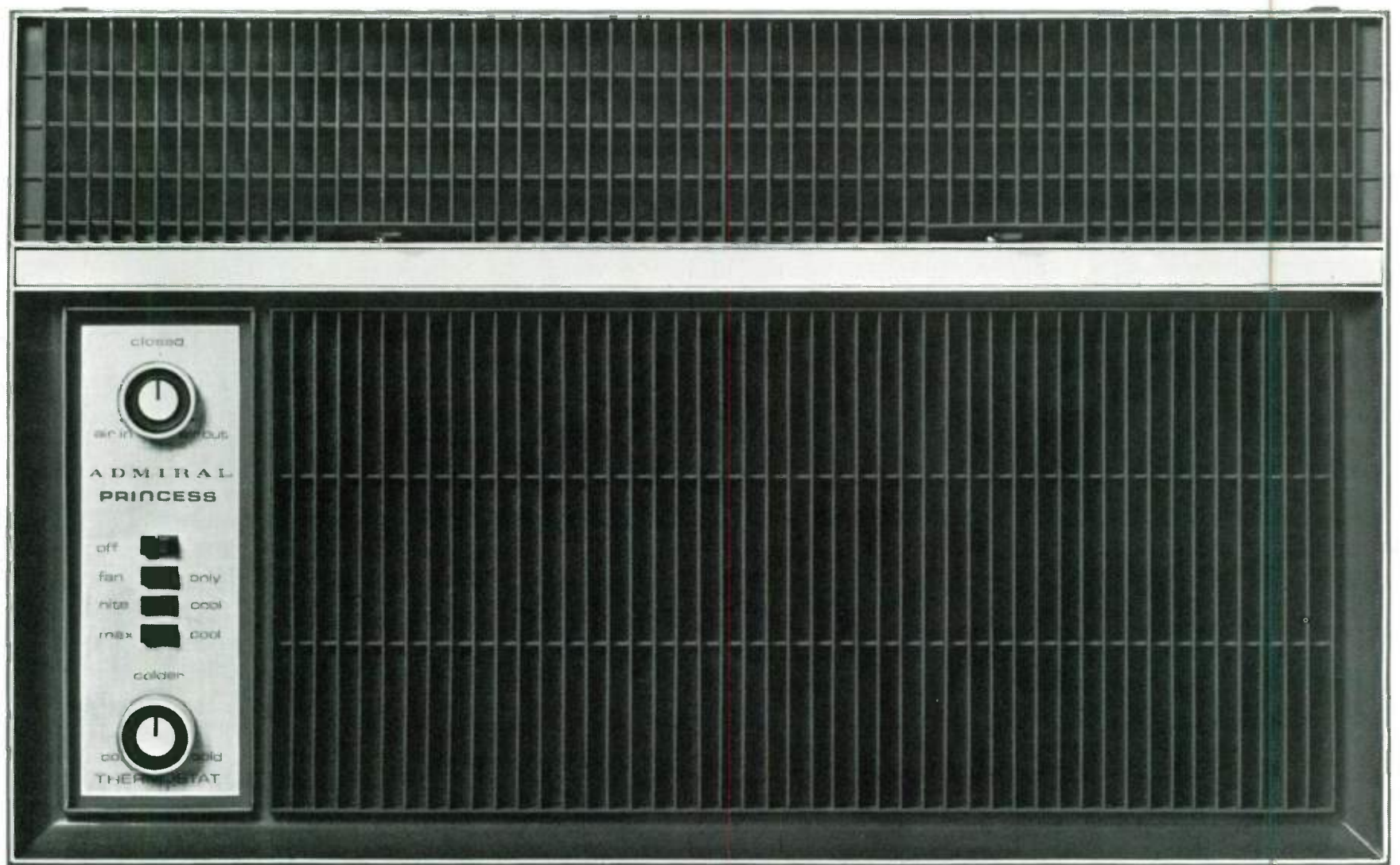
mart

A Buttenheim Publication

Compact stereo modules — profit power in little space

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Two new super spring line of *Admiral* room



Introducing the all-new Super Princess series room air conditioners.

Here's the new Super Princess series from Admiral! It comes in two big super capacity models . . . 8,000 and 10,000 BTU. These super specials join the wide line of Admiral room air conditioners to help you sell extra cooling capacity this season.

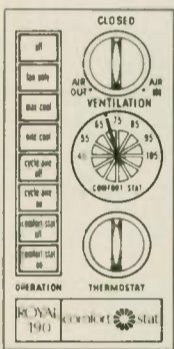
Both models feature push-button controls for top-of-the-line styling in a volume series. They

give your customers 115-volt convenience, too! Plus: Automatic thermostat in both units, "squirrel cage" blower for quietest operation, fresh air and exhaust control.

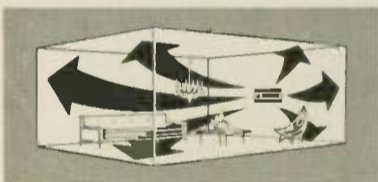
See your Admiral distributor now for complete details on how you can use these all-new Admiral Super Princess specials to cash in on the spring selling season.

specials join the 1969 air conditioners.

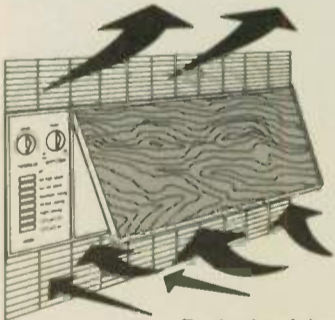
Admiral room air conditioners have more of the convenience features your customers want.



Set exclusive patented Admiral "Comfort-Stat" like a thermostat—once. Constant temperature is maintained automatically.



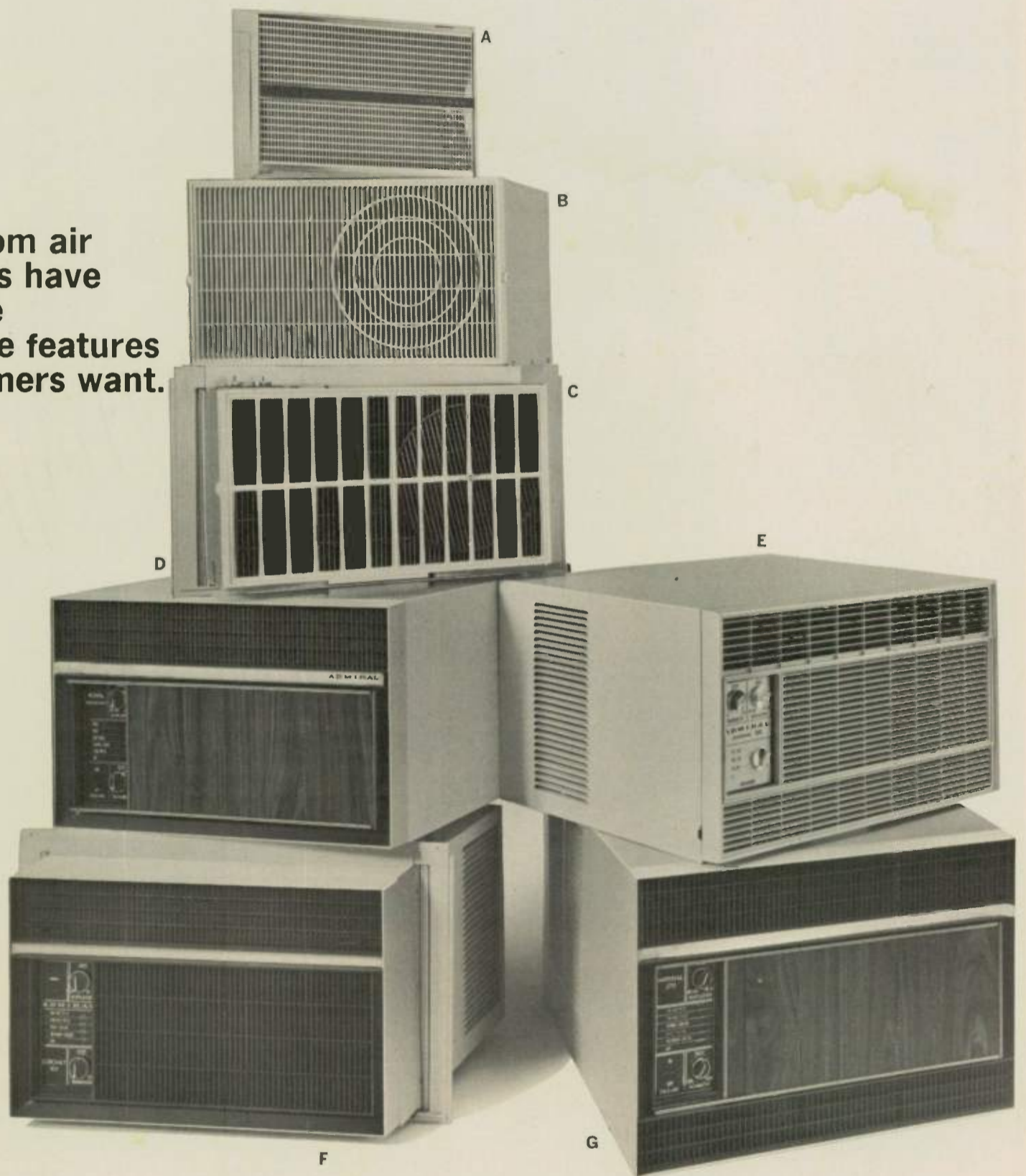
Exclusive Admiral "Cycle-Aire" distribution system. Spins cool, dry air from corner to corner and room to room.



Exclusive Admiral "Arctic Window." On Royal and Imperial models. Entire front swings up for maximum cooling, down again for regular operation.

**Mastercare
Maintenance**

Admiral offers Mastercare Maintenance for all 1969 room air conditioners. It covers all first year maintenance according to Admiral warranties. Admiral Mastercare Maintenance is good in all 50 states! Check your Admiral distributor for details.



Choose from the most complete line of Admiral room air conditioners ever!

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

Admiral[®]

 Mark of Quality

unique: black and white 360 degree swivel portable television.



3210



3010

3310

2410

2420

2820

Unique 37 square inch solid state portable tilts up or down 14 degrees and rotates a full 360 degrees to provide almost unlimited viewing freedom.

Model 3210 — Swivel Base Mounted Portable TV 37 Sq. In. Wide-Angle Screen An exciting solid state personal portable that introduces a whole new dimension in TV viewing convenience. Entire set tilts up or down by 14 degrees and rotates a full 360 degrees for almost unlimited viewing freedom. Operates on either AC or DC. External power source jack for 12 volts has been provided. Receives all VHF and UHF channels. Forward AGC ensures stable pictures anywhere. Built-in antenna for VHF reception, plus external antenna terminals for UHF. Easy-to-clean plastic cabinet. Convenient carrying handle. Earphone jack. AC or DC 11 $\frac{3}{4}$ " H, 10 $\frac{1}{4}$ " W, 9" D 13.2 lbs.

Model 3010 — Sensational All-Silicon AC/Battery Micro TV 9 Sq. In. Screen Weighing in at 6.2 lbs., portable receivers just don't come any smaller than this solid state personal compact. Or any more versatile. Operates on economical home current or on dry battery power. Bright, crisp all-channel reception. Delivers up to 8 full hours of viewing on a single charge. Sensitive antennas for both VHF and UHF. Full length carrying handle. Conveniently arranged controls. Adaptor cord for car or boat battery operation is available at option. AC or DC 4 $\frac{3}{8}$ " H, 8 $\frac{3}{8}$ " W, 8 $\frac{1}{2}$ " D 6.2 lbs.

Model 3310 — Solid State TV and 8-Track Stereo 37 Sq. In. Screen JVC introduces tomorrow's television today in this sensational two-in-one model, a handsome black screen monochrome TV and 8-Track Stereo in a handcrafted walnut grain cabinet. Tops in TV reception with forward AGC, VHF and UHF antennas plus external antenna terminals. Tops in rich-sounding 8-Track Stereo sound from twin 4" x 6" full-fidelity speakers. Pop in a cartridge and indicators let you see at a glance the tape in play. Convenient controls. Unsurpassed performance. 9 $\frac{1}{4}$ " H, 25 $\frac{1}{4}$ " W, 10 $\frac{1}{2}$ " D 24.2 lbs.

Model 2410 — Attractive Portable TV 75 Sq. In. Wide-Angle Picture Utilizing JVC's special aluminized picture tube, this attractive portable offers a full 75 square inches in bright corner-to-corner viewing. Picture stability is assured with sophisticated Keyed Automatic Gain Control on both UHF and VHF channels. Brightness and contrast are conveniently controlled with a single dial. Sound output matches the picture quality with front-mounted 3" high fidelity speaker. Rugged, easy-to-clean plastic cabinet and handsome two-tone highlights. Sensitive monopole antenna for VHF channels. Loop antenna for UHF. The set comes complete with earphone jack for private listening. 12 $\frac{3}{4}$ " H, 17" W, 11 $\frac{1}{4}$ " D 15.4 lbs.

Model 2420 — (Not Shown) Same as 2410 but with black screen.

Model 2610 — Luxurious Black Screen Portable TV 125 Sq. In. Wide-Angle Picture A truly personal home portable with JVC's stylish black face screen. No more eye strain or fatigue, even if viewed in direct sunlight. Just crystal-clear pictures on all channels. Sensitive antennas for VHF and UHF. Keyed Automatic Gain Control maintains stability despite weak signals or interference. Single knob controls both brightness and contrast. Full-fidelity 3" x 6" speaker is front-mounted. Earphone jack for private listening. Wood-grained plastic cabinet. 14 $\frac{3}{8}$ " H, 19" W, 11 $\frac{1}{8}$ " D 25 lbs.

Model 2600 — (Not Shown) Same as 2610 but without black screen.

Model 2820 — Deluxe Black Screen Portable TV 184 Sq. In. Wide-Angle Picture A striking furniture finished TV that literally has everything Glareproof black face screen. Visible channel indicator for convenient VHF tuning. Sliding channel indicator for UHF station selection. Contemporary trim in slim styling. Keyed AGC circuit. Full-fidelity 3" x 6" oval speaker. Sensitive monopole antenna for VHF and loop antenna for UHF. Two-in-one brightness-contrast knob for fingertip adjustments. Earphone jack for private listening. Sturdy carrying handle. Wood-grained cabinet. 18 $\frac{1}{4}$ " H, 22 $\frac{3}{4}$ " W, 13 $\frac{1}{2}$ " D 43 lbs.

Model 2810 — (Not Shown) Same as 2820 but without black screen.

Dept. C

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

Gentlemen:

Please send catalog, price list and additional information.

Please have salesman call.

Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

JVC

Manufactured by Victor Company of Japan, Ltd.

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

The business partner of 50 000 appliance/home electronics retailers

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mart

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cover

Mini-systems — the stereo compact modulars — are big at Hampton's (a New York chain) and just about everywhere else nowadays.

Al Garcia, audio manager for the chain, asserts that "75 to 80 per cent of our home electronics business at this store is done in compacts," whereas two years ago it was about 30 per cent. For a view of what factories and dealers are doing with their modular stereo offerings, see article starting on page 15.

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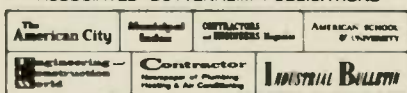
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SALES BOOSTER for Whirlpool dealers only!



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.



'69 Chevrolet

Handles with care.

Everything. Fragile glassware. Bulky furniture. And comfort-minded drivers (they'll like the roomy cabs and thick foam seats).

Tight parking places are handled easy, too. With short 96" cab design, Chevy medium-duty models can get in and out of spots other

trucks pass by. How come? Because they can accommodate standard bodies on a wheelbase that's shorter than most conventionals.

Another thing, you can outfit your Chevy to handle jobs even more efficiently. And economically. There's a wide range of drive-line

components to choose from. Axles, for example. Select from a wide range of capacities in single- and 2-speed rear axle models.

Ask your Chevrolet dealer for all the facts. He'll handle your questions carefully. . . . Chevrolet Division of General Motors, Detroit, Mich.



More trucks are Chevrolets because Chevrolet is more truck!

From Telefunken: new stereo component designs, compact packages, and more aggressive merchandising . . . Mart magazine names four to its Dealer Advisory Board . . . Moves by RCA and Columbia into cassette field yield mixed reaction.

mart news & trends

Telefunken adding dealers, offering new component packages

Telefunken Sales Corp., Garden City, N.Y.-based importer of Telefunken consumer electronics products from its giant West German parent, is embarking on a vigorous campaign to revitalize its distribution and sales nationally.

The chief immediate objective, according to Erich Zwarg, president, and Mort Tillman, national sales manager, is to add to the firm's existing dealer structure. Stereo components of all types and component packages (including cassette players) are receiving prime emphasis, although there also is in the import line a broad selection of radios, tape equipment, radio-phonograph consoles and consoles.

"We are aiming to add about 2,500 dealers — independents, chains, and department stores — in the next year and a half," Tillman told Mart, "and although there is a trend in the industry toward one-step distribution, primarily to reduce costs, most likely we will mix our approach according to market conditions, selling direct in some places and through distributors in others. We've already been in touch with and closed quite a few major distributors. After we've firmed our distribution, our next step will be a consumer advertising program — but first things first." Currently, Telefunken maintains its own warehousing in New York, Dallas, Detroit, and Los Angeles, and soon will have facilities in Chicago.

(Mart learned from sources outside of the Telefunken organization that the firm already has reached agreement with Sears, Arlans, Zody's, Goodrich, Alexan-

der Sales, Gordon's Jewelers, and others.) Zwarg intends to capitalize on the parent corporation's expertise, its research and development accomplishments, and its OEM group.

"Practically every major electronics company in the U.S. — and the world, for that matter — is a customer of Telefunken for tubes, tuners, changers, and other OEM



The "Rondo" — tuner, amplifier, changer, speakers, chromed steel base: about \$300.

devices," he said. Zwarg notes that the company is the "second largest in West Germany, a leading producer of color television, and was the developer of the PAL (phase alternating line) system for European color TV. We have 87 plants and divisions throughout the world and export to 127 countries."

Tillman hopes to achieve a "guaranteed profit situation" for dealers, in the range of 30-35 per cent, and believes consumers are increasingly stepping themselves up

to higher quality. Promotional stress is being placed on compact component packages ranging in price from about \$200 to \$500. The very top combination — at about \$1,860 — is the "Acusta." This consists of 200-watt amplifier, automatic record changer, 4-track stereo tape deck, tuner (FM/AM/FM-stereo/SW1/SW2), two microphones, and four speakers. The components, offered in wood trim or in metal trim of different colors with brushed aluminum facing, can be arranged side-by-side on a chromed legged base. Or, the amplifier and tuner can be hung on a wall. Many of the controls are of the slide-bar type.

"Dealers are looking for something new and distinctive, and we see a swing back to German goods," Tillman told Mart, "to a situation like 12-15 years ago when German quality was considered unsurpassed. Then the Japanese came on the scene," he continued, "and achieved a continuous ascent and great progress. But now even the cheapest Japanese products are designed just like those of the finest makers. There's been a loss of identity and an overlap in design appearance. The merry-go-round has made a complete turn, and the market is re-accepting the distinctive — and no longer glossy — German design and quality."

Four retailers named to Mart magazine Dealer Advisory Board

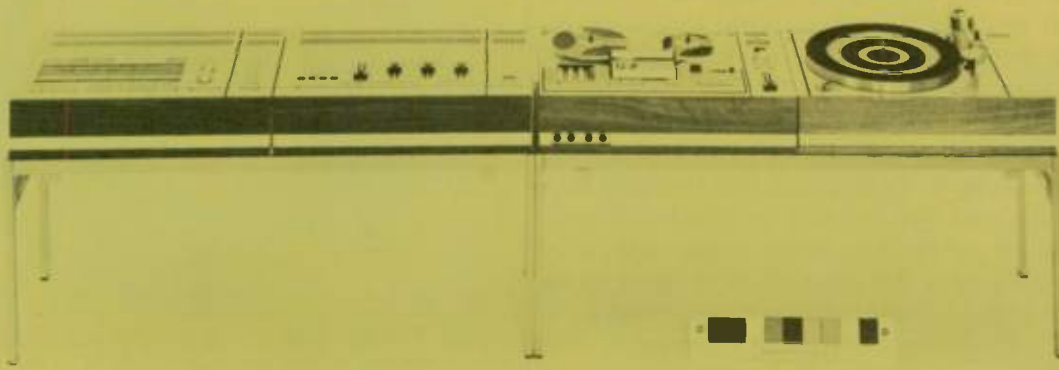
Appointment of four new members to the Mart magazine Dealer Advisory Board has been announced by Jack Adams, editor. The appointments are for a three-year period.

Established in 1961, the Dealer Advisory Board is comprised of a cross-section of appliance-home electronics dealers from across the U. S. The board meets periodically with members of the Mart staff to discuss problems of general interest to retailers and to offer suggestions concerning the editorial contents of this publication.

At the present time there are 17 dealers serving on the board.

At other times throughout the year the editors contact board members for opinions and comments related to questions of general interest in the industry.

The four new board members are: Dick



The "Acusta" — the works: about \$1,860.

news & trends

Christman, Dick Christman Appliance Centers, Inc., Oklahoma City; James P. Fulford, Fulford's Sales, Washington, D. C.; Lou Gatlin, Jr., Ace Appliance Co., Memphis, Tenn.; and Bob May, Bob May TV & Appliances, Whittier, Cal.

Christman and his wife had their introduction to the retail appliance business in a store measuring 17 by 21 feet, which they opened in Edmond, Okla. Sales volume in the first year of operation totalled less than \$100,000.

Today, the Christmans operate three stores in Oklahoma City, with annual sales volume for the three outlets approximating \$3 million.

Christman presently serves as a member of the Presidential Advisory Board which is concerned with Truth in Lending legislation.



Christman

Fulford

Fulford has spent 27 years in appliance and television sales and service. At the present time the company of which he is president owns and operates three stores, two of which specialize in appliance and television sales and service and a third which is an electric housewares parts supply and service operation.

Fulford has served as a director of NARDA and as president of a local service men's association. Also, he has served as president of the Electric Institute of Washington and as president of the Washington-Maryland-Virginia chapter of MARTA.

At present he is a member of the Presidential Advisory Committee of the Office of Emergency Preparedness and of the Department of Commerce Appliance Industry Advisory committee.

Lou Gatlin, Jr., has spent 18 years in the retail appliance business and currently serves as a partner and general sales manager of Ace Appliance Co.

He was a member of a panel on air conditioning sponsored in Las Vegas, Nev., by Whirlpool Corp. in 1965 and was a member of the first dealer panel sponsored by Frigidaire in 1969 in Dayton, O.

Ace Appliance specializes in appliance sales and service. The firm operates four stores and a warehouse facility in Memphis. The company began operation in 1945.

Gatlin holds a B. S. degree from Memphis State University.

Following graduation from Northwestern University in 1950 with B. S. and M. B. A. degrees in sales, personnel, and advertising, Bob May joined Mall Tool Co., where he filled various sales positions in-



Gatlin



May

cluding that of assistant sales manager.

In 1955, he entered the Westinghouse management trainee program and later was named branch sales and advertising manager in Des Moines, Ia., and then branch manager in Davenport, Ia.

From 1959 to 1961 May was district sales manager for Westinghouse in southern California.

In June, 1961, he purchased an existing small appliance store in Whittier, Cal. The operation has grown to a point where today it includes three outlets which realize an annual sales volume of approximately \$2 million.

May is a member of the NARDA board of directors, past chairman of the Westinghouse National Dealer Council, and is active in the Whittier Uptown Ass'n.

RCA, Columbia's moves into cassette field produce relief, anxiety

After a couple of years of pooh-poohing the cassette as a "voice-only" medium, RCA Victor has admitted that actually it's good enough to accommodate stereophonic music. And so, instead of trying to lick the contingent which has been fighting for the cassette, RCA has decided to join it.

And Columbia, the last remaining hold-out, decided it too would join the cassette crowd, although it had not actually been fighting it; it had merely been sidelining, researching, waiting for a propitious moment to join.

And so a semblance of unity exists in the tape recorder field, tempered somewhat by RCA's decision to peg its cassette prices at the same level as its eight-track product. This is interpreted by industry sources as RCA's wish to protect its big investment in the eight-track format. However, the betting is that the company will eventually knuckle down to the industry level of \$5.95 for pre-recorded major label cassettes.

Although the moves had been predicted as long as a year ago, the fact that they have actually been made has reduced tensions, and the industry is heaving a long sigh of relief. But, at the same time, it is tensing up to get into what is shaping up as one of the hottest fields of competition ever to hit the home electronics industry.

The word now is "go!" and everyone is going . . . into production of a mass of cas-

sette product that is likely to tax most production facilities. The rush is already on, with some firms which had worked out designs way in advance of the anticipated moves of RCA and Columbia, having the jump. The idea is to get as many items ready as possible — at least in prototype — to display at the Consumer Electronics Show to be held in New York City in June.

The emphasis this summer will be complete cassette lines, touching all the price points at which reel products exist — or existed —, with much stress on combination units or systems. The monophonic radio-cassette recorder will be a big thing at the CES. And so will "mini-compacts" featuring a stereo cassette deck-amplifier with speaker systems, tuner-deck-amplifier combinations with speakers, or cassette deck-amplifiers combined with phonograph record playing mechanisms.

Equipment prices will be in line with industry attempts to give the consumer a lot for his money. With consumer demand expected to build up in relation to the tremendous promotional push the industry will give the cassette, suppliers will be able to mass produce the product at somewhat better prices than heretofore — and they are expected to pass on the savings to the consumer.

In brief chats with several manufacturers, Mart learned that suppliers anticipate doing a lot of business in higher end equipment, in line with a growing sophistication of the consumer, and a desire for good sound reproducing equipment generally.

The suppliers see a softening of the reel business, with 3-inch and 5-inch reel recorders under \$100 eventually departing the scene. But not this year. Stereo reel recorders are expected to remain solidly entrenched, with some growth anticipated in higher priced decks. Stereo reel portables will be pretty much status quo, with a slight dropoff expected next year. The retail market will hold many bargains in under-\$100 reel recorders during 1969, it was said. In fact, the word is that this is the "year of the consumer" for recorders in that bracket.

What about "software" — pre-recorded tapes? The word on this front is also "go!." Not only will RCA and Columbia come in with a big batch of product, but so too will other companies which have been holding back to some degree, still gauging the market. There will be a rush to fill in the lines with classics, now virtually absent in cassette form. Manufacturers of dubbing equipment will probably have the best year in their history.

Flashlight-radio



Unique flashlight-radio, "Lightning," Model RZG-350, highlights RCA's new radio line. It is an AM portable with built-in flashlight for variety of uses around house or when traveling.

mart mail

Re. "Quasar" charges

Editor, **Mart** magazine:

If you have proof readers reading these articles ("To sell color TV you've got to service your product," Feb. 1 **Mart**), you'd better wake them up. The part I outlined is not true.

Prices for both repairs would be about the same. What he says here about prices for "Quasar" board would be just the price of the board and not labor, plus the fact that the transformer board is not exchangeable. It is a replaceable item.

*Colortronics TV Service
New Britain, Conn.*

(The portion of the article to which this dealer takes exception quotes **Lionell Byrd, Biloxi, Miss., dealer** as follows: "We had a transformer board that shorted and burned up, which took about 15 minutes to change. Of course, the board was under warranty and didn't cost us or the customer anything. But even if it were out of the two-year warranty Motorola offers, it would have been at most a \$25 job. To replace those components in a conventional tube set would have been over \$100, and the customer would have objected.")

A spokesman for Motorola explains that replacement of the power transformer which seldom would fail could cost the same in any type set.

But other tube-type sets, or at least the chassis, would normally be brought to the shop, and there would be a minimum \$20 to \$40 bench charge plus an extra trip. This, he notes would exceed the \$25 charge for replacement with the plug-in concept. — Ed.)

Motivating salesmen

Editor, **Mart** magazine:

... We are respectfully requesting permission to reprint the "What Salesmen Say Motivates Salesmen" article which appeared in the March 1, 1969 issue of **Mart** magazine. We enjoyed reading this article and know that our salesmen would benefit

greatly by having this article made available to them.

We look forward to receiving your magazine each month with great interest. Your articles are timely, interesting, and educational.

Keep up the good work.

*Hy Burns
Merchandise Mgr.
Edward Don And Co.
Philadelphia*

"Poor" dealer service

Editor, **Mart** magazine:

Your article in January **Mart** "Project Rising Sales, Margins, and Operating Problems," page 29, Jan. 15, 1969, **Mart**, was a good one, but

did you get any response?

The two BIG problems in my estimation are (1) poor factory quality control, and (2) poor service, but qualify this by saying, 'Inability to secure replacement parts for major appliances in a reasonable period of time.' This statement should be qualified, too, by stating 'In a few cases, parts are not available at all.'

As a result the 'poor' dealer has decided to service only what he sells, but really what he means is he will only service merchandise for which he can obtain replacement parts.

I, too, feel sorry for the 'poor' consumer.

*Paul E. Benson
Union Appliance
Burlington, Ia.*

industry events

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

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

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

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

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

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

Canadian Gas Ass'n Annual Meeting, *Banff Springs, Alberta, Canada, June 22-26.*

Electronic Industries Ass'n Annual Convention, *Chicago, June 23-26.*



Outsells all other vans combined!

No other van offers any of these better ideas... even at extra cost!

So many better van ideas! And not for love or money can you get them in any van but a Ford Econoline!

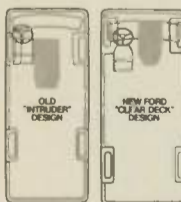


Only Ford gives you Twin-I-Beam riding smoothness. The unique front suspension made famous in Ford pickups. Two solid I-Beam axles for strength and coil springs for easy ride—the most rugged independent suspension yet!



Only Ford gives you an outside service center. Just lift the chest-high hood for easiest possible checking of oil, water, battery, windshield

washer water, voltage regulator, and more. Everything is easy to reach.



Only Ford gives you increased floor space—23% more. Engine's been moved forward—out of the loadspace. You get 23% more clear unobstructed floor area than in any other van. Over 8½ ft. clear load length in Ford vans; SuperVans offer over 10 ft.

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



raised edges for use as package tray. Only Ford gives you payloads as big as 3590 pounds. Higher capacity axles and heavier construction in three new series let you carry more weight—650 lb. more payload than any other van. And still more better ideas! Long wheelbases and wide track (over 5½ feet) result in turnpike stability even on windy days... power goes up to a 302-cu. in. V-8... self-latching doors! Get the full story at your Ford Dealer's!



FORD ECONOLINE VANS



SPEED QUEEN

"OCEAN ACTION" WASHING

...with the famous

Silver Lining[®]

STAINLESS STEEL TUBS AND DRUMS

"Ocean Action Washing" is the most exciting and most easily explained consumer feature you have seen in a long time. Speed Queen has a solid tub with Over-The-Top Water Extraction and Over-Flow Rinsing to get clothes cleaner. Then, there's Speed Queen's extra long 210° agitator stroke which circulates more water through the clothes and more clothes through the water. The "ocean" scene automatically tells the customer there is a lot of clean, clear live water action.



LIFETIME STAINLESS STEEL TUB

Speed Queen's famous Silver Lining stainless steel tub is chip-proof, rust-proof, ideal for Durable Press and protects clothes better. Every housewife knows stainless steel is the best.

Model MA78F



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

GIVES YOU

AND "CLOUD SOFT" DRYING

Have you ever heard of a more descriptive phrase in the dryer field? Speed Queen's "Cloud Soft Drying" is the result of the vacuum drying principle where air is pulled through the dryer and not pushed or blown. This speeds up drying and keeps the dryer cooler. The Heat Unit is in the rear and the clothes are dried only by the fast moving warm air. The giant In-A-Door Lint Screen efficiently removes lint from every load and is easily accessible for quick, simple cleaning. This, then is Speed Queen's "Cloud Soft Drying", a great customer benefit story.



LIFETIME STAINLESS STEEL DRUM

Just like the Silver Lining tub in the washer, the Silver Lining drum is another great sales feature. In the dryer, its super smooth surface protects clothes better. Only the rear of the drum is perforated, all the rest of it is completely smooth. Another great customer benefit.



Model 166F

LIFETIME WARRANTY ON STAINLESS STEEL TUB AND DRUM

The Speed Queen stainless steel washer tub and dryer drum are warranted for the life of the washer or dryer, to the original purchaser, by Speed Queen, A Division of McGraw-Edison Company. If any defects in material or workmanship occur, tub or drum will be repaired or replaced free of charge when returned, prepaid, to the nearest accredited Speed Queen parts distribution source. Any labor and service charges incurred in the removal and replacement of such parts are the responsibility of the owner unless the one year warranty responsibility of the Speed Queen dealer applies.





ADVISORY COMMITTEE SEEKS SOLUTIONS TO SERVICE PROBLEMS . . . DECEPTIVE PRACTICE CITED

By James D. Snyder

Appliance Committee Meets: Several appliance retailers, manufacturers and servicing dealers were on hand recently for the first meeting of the Appliance Industry Advisory Committee at the Commerce Department. Formed in response to a recommendation from the task force on appliance warranties, the committee will be trying for practical solutions to problems in appliance service and customer information.

Problems discussed at the meeting: training and retaining service men; improving the appliance service image; and possible Commerce Department roles in industry programs. One hindrance to field service noted, is the high cost of training and maintaining service men, usually borne by local independent dealers and servicing firms. The trend, as committee members pointed out, is towards expanded factory-owned service facilities.

An industry evaluation of existing and proposed service programs is slated for the next meeting. We'll keep you posted.

Retail Sales: Despite a cool-off in consumer spending for the first half of 1969, retailers of household appliances, TV and radios should enjoy an average 8.4-per cent sales increase over the last half of 1968. So predicts the Department of Commerce, which cites the surtax as a major reason for slower consumer spending in most retail areas. Total retail sales in the appliance and furniture category came to \$16.5 billion in 1968, an 8 per cent gain over 1967 totals.

Another indication of a steady market for appliances: the Census Bureau index, which went up for major appliance and other household purchases to 104.6 in January, against 102.7 in October. Meanwhile, total retail sales rose to \$28.7 billion in January, up 2 per cent over December figures.

Imports: Word is from the Hill that Sen. Clifford Case (R-N.J.) will ask for hearings on S. 543, a bill which would require all imported appliances, radios and television sets to carry labels naming the manufacturer, producer or assembler, and the

country of origin. The bill is now pending in the Senate Judiciary Committee's Subcommittee on Patents, Trademarks and Copyrights, which held hearings on a similar bill in 1967.

On a related tack, the Federal Trade Commission (FTC) has given its opinion that it's okay to label imported merchandise as a "product" of a foreign country, as a substitute for the usual "made in" (e.g., Japan) label. The FTC opinion was given at the request of an importer of electronics equipment (radios, tape recorders, transceivers) which arrive in the U.S. in a completely finished state.

Meanwhile, business is booming for electronics imports, according to Commerce Department figures. Imports of TV receivers in 1968 soared to \$205 million, a two-thirds jump over 1967, in response to a heavy demand for small screen color sets from Japan. The U.S. bought \$232 million worth in foreign-made transistor radios, a sharp 53 per cent hike over 1967 imports. Japan and U.S. subsidiaries in Hong Kong and Taiwan supplied most of the transistor products, notably higher-priced multi-band and FM receivers.

Arrivals of sound recorders climbed by one-half, thanks to larger purchases of Japanese tape recorders and players, and record changers from the United Kingdom. Purchases of electron tubes, transistors, and semi-conductor devices showed a 39 per cent jump to \$141 million, while radio-phonographs and other radios rose 7.7 per cent to \$84 million last year.

In the face of a flourishing electronics import business, three import bills in Congress are worth noting: (1) H.R. 993, limiting electronics imports to the 1966 level; (2) S. 864, giving the President power to negotiate import curbing agreements before any mandatory quotas are imposed for electronics and other products; and (3) S. 1462, allowing the President discretionary power to impose quotas or negotiate import curbs, if the Commerce Department rules that a particular industry is being impaired by imports. Economic im-

pairment would be decided on the basis of such factors as profit trends, job levels, and idle productive facilities.

Deceptive Sales Charge: A consent order provisionally accepted by FTC bars Giant Television Co. from deceptive sales practices. FTC charged Giant, a Washington, D.C. retailer of radio, stereo and TV, with misrepresenting sales terms in newspaper ads. Despite ad claims that installment buyers can make nominal payments — such as \$1.75 a week — the firm does not offer such terms in practice, FTC says.

FTC also charged the company with failure to: (1) tell credit buyers the total cost of their purchase; (2) tell buyers that conditional sales contracts may be turned over to a finance company, to which they will be indebted; and (3) give customers a copy of the signed conditional sales contract at the time of the sale. FTC further considered "unfair and deceptive" the company's practice of getting customers' signatures on conditional sales contracts which state only the amount and number of installment payments due. The Commission promised to review the case and withdraw the charges if, after the period for public comment ending March 21, evidence suggests the order is "inappropriate, improper or inadequate".

TV Ad Caution: The current wave of simulated TV demonstrations in TV ads may come to an abrupt halt. FTC has issued its opinion that ads depicting TV sets apparently in operation are deceptive when the picture appearing in the screen area of such sets is really achieved by "stripping", "travelling matte", or some other means. Nor, says FTC, are phrases like "Simulated Demonstration" or "Simulated Picture" enough to offset the deceptive impression given that the reception quality shown is an actual demonstration of sets under ordinary conditions of use. FTC will accept such ads only with a clear disclosure "in immediate conjunction with each such depiction, that such picture . . . is not a demonstration of the television reception attainable by such sets".



by F. Hardy Rickbeil
Worthington, Minn., dealer

a dealer speaks

Why bother with trade-ins?

Here is our answer. Last year the sale of trade-ins brought us:

Boats, Motors,	
Trailers	\$14,008.00
Dryers	2,399.35
Elec. Ranges	5,121.35
Freezers	5,649.47
Gas Ranges	3,060.02
Oil Heaters	1,562.85
Gas Heaters	354.50
<i>Used-Misc.:</i>	
Air Conditioners, Dishwashers, Humidifiers, Dehumidifiers, Hoods, Water Heaters, Kitchen Heaters, Sinks, Furnaces, Sewing Machines, Ironers, Kitchen Cabinets,	
C. & W. Heaters	2,359.20
Radios & Players	4,929.25
Refrigerators	11,659.29
TV's	19,207.02
Vacuum Cleaners	466.45
Washers	6,485.00
Mowers & Snow Plows	443.85

\$77,705.60

Who buys these trade-ins? We never cease to be amazed with the variety of uses trade-ins are purchased for. Many of them are sold to newlyweds and for home recreation areas, summer homes, furnished rooms and apartments, welfare cases, clubs, churches, students, etc. Like used cars, many customers don't stop at having two cars but go on to having three or four. This is especially true with radio, TV, and stereo. We use classified ads to promote the continuous sale of trade-ins. We change them the minute an advertised trade-in is sold, so they are always new and interesting to readers. We get as much down as possible, but give very liberal terms on used merchandise sales. We have found that our collection losses are minimal because our customers are very pleased with the good buys they have made from our used department. We guarantee that the used item will be satisfactory or they can return it to us any time within one week and we will refund their money or give them credit on a different used or new item. We deliver used merchandise free when we can do so without making a special trip. Many customers take their used purchases with them, or come back for them with a pickup truck.

We have studied factory prepared dealer guides on handling trade-ins and from these and from our own experience through the years have established the following "Trade-in Policies For Rickbeils' Inc."

First show customer new item and sell her thoroughly.

(2) Make trade-in offer to customer after she has told you *all* about it. (Brand, age, present condition, original price, etc.) Make offer sight unseen whenever this is practical, in your opinion. We have to actually see only about one trade-in out of 20 that we take in. Customers are usually truthful and don't expect too much for their old trade-ins.

(3) Write up sales slip in detail, showing trade-in information so that all the correct information is available for our office record keeping. Fill out a "trade-in record card" and send it through with your sales slip. This information is needed to provide complete figures for our sales margin analysis at the end of each month. The "trade-in record card," when filled in, supplies the following data: customer name, item sold and list number, item traded-in, actual trade-in value, cost of repairs, estimated and actual, and selling price.

(4) Make out delivery sheet. Completely describe your trade-in and where to pick it up. Delivery men must tag each trade-in with a heavy tie-on tag and record on it customer's name and address, date, salesman's name, and description of trade-in.

(5) Delivery men junk trade-ins immediately if the delivery sheet is so marked unless they feel they have some value. If so, they are to double check with the salesman who made the sale.

(6) Trade-ins are checked by Mike Christensen, our salesman in charge of trade-ins, and our shop foreman or a service technician to determine whether or not it is practical to repair and recondition them and to what extent. Perhaps it should be junked for parts? Sometimes it may be best to sell it "as is."

(7) The trade-in is listed by our office on the right category page in our "used sales book" with all detailed trade-in information. It is given a list number and Salesman Christensen then tags the item.

(8) When the repairing and reconditioning decided on has been completed, a copy of the charge slip is put with the product so the salesman showing it to a customer can know what has been done and at what cost to us. (We show this at the same price we would charge a customer for the same work.) The cost of repairing and reconditioning is entered in the "used sales book" by the office. The item is now ready to sell and Christensen shows on the price tag our retail trade-in allowance plus repairs and reconditioning in our cost code. He then marks on the price we

(Continued on page 27)

Full Dealer Markup at

\$148⁸⁸

Retail!



**DELUXE
12 CU. FT.
SINGLE DOOR**

REFRIGERATOR

Juliette



Model 12R-315

We believe this is the finest looking, most deluxe single door refrigerator ever sold... by anyone!

Compact Refrigerators/Compact Freezers/Apartment-Size/Refrigerators
EXECUTIVE OFFICES: 4201 N.W. 77th Ave., Miami, Fla. 33166 (305) 887-6201
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Strong Lightweight Ramp

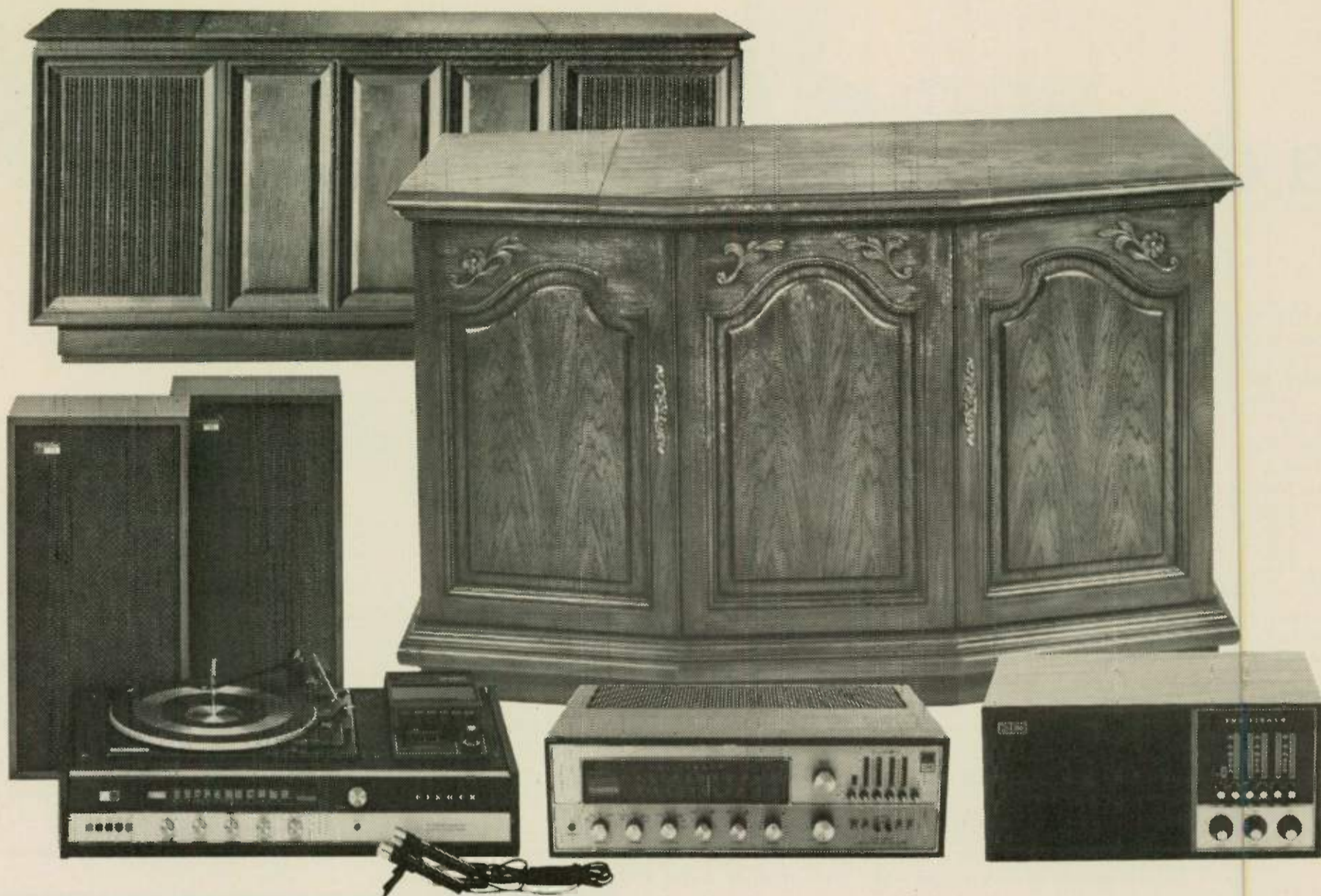
from Magline

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



Weigh the alternatives

Magline Inc.,
P. O. Box 424, Pinconning, Mich. 48650
Tel: (517) 879-2411



Fisher is the world's largest maker of quality stereo equipment.

That's just one reason to become a Fisher console dealer.

Here are some others:

- 1.** You make a full profit on every Fisher you sell.
- 2.** Fisher has the only stereo line broad enough to cover every buyer of components, compacts and consoles, from the youth market to the high-income, big spenders.
- 3.** Fisher is the only quality hi-fi maker with selective distribution.
- 4.** Fisher's 32-year reputation for quality is unique. And that reputation is constantly growing, thanks to national advertising, local advertising, and (most important of all) word of mouth.
- 5.** Only Fisher stereo consoles contain genuine Fisher stereo components. And our cabinets are hand-finished, fine-wood cabinets, in authentic furniture styles. (Lots of different styles.)
- 6.** Last, and most important of all, only Fisher (with all this to offer) can make yours the No. 1 hi-fi store in town.

If you'd like to know more about Fisher dealerships, write or call Harry Norman, General Sales Manager,

Fisher Radio Corporation,
 11-40 45th Road, Long Island City,
 New York 11101. Tel. (212) 937-2100.

 Name

 Address

 City State Zip

9404697

See the Fisher consoles at their Preview Shows in Chicago at the O'Hare Inn, April 23 & 24 and in New York at the Essex House, Park Suite, April 30 & May 1.



COMPACT MODULAR STEREO SYSTEMS PACK PROFIT POWER IN LITTLE SPACE

... and appeal to broad new market.

By Fred Petras

If you awoke this morning with a peculiar sensation that suddenly everyone's in the audio business, don't get panicky. That was no peculiar sensation; that was reality.

Take a walk to the nearest shopping center, to your neighborhood department store, to the old-line music specialty shop around the corner, in fact, up the street to your nearest competitor's store. Nine chances out of 10 you'll find that any store handling radios, phonographs, TV, appliances big and small, is now handling "compacts," the small-sized modular-type stereo audio component systems, one of the two hottest selling product categories on the hard goods merchandising scene.

The systems, noted for their generally good sound, convenience, trim appearance, decor flexibility, and good dollar value, have been one of the biggest boons to brown and white goods dealers since color TV started making cash register noises a decade ago. For a number of reasons: They have helped dealers expand their product horizons. They have enabled dealers to pack more profit punch in a given amount

of display area because the systems use little space. They have provided a bridge between a mass product market and a burgeoning specialty market that has a lot of potential for dealers not now functioning in a specialty market. And they have provided a link with today's youthful, status-conscious "electronic generation."

Dealers by the thousands have responded to the merits of modular audio systems. They appeal to their reason, and to their cash registers. Little mom-and-pop operations, multi-store independents, department stores, and big publicly-owned chains — all types have seen the validity of the compact systems approach. Friendly Frost, Silo, Polk Brothers, Sears, Zayre's, Broadway Stores, White Front, Woolco—you name 'em and they've got compacts on their sales floors. And the list keeps expanding as suppliers promote the concept to those who have not yet seen the light.

And the manufacturing fraternity, too, is getting more deeply involved. More audio component manufacturers — who started the idea — are expanding their modular

stereo system offerings. Smaller companies, once dedicated to portables, are branching into component compacts. Full line manufacturers like Zenith, which had a token modular system in its line, are broadening this product group. And import firms too are getting on the bandwagon. In the latter group, Crown Radio, for example, has entered the field with three compact systems. Tape recorder manufacturers are also stepping into the modular system field, namely via cassette equipment that can also accommodate a record turntable or tuner.

Compacts have helped the audio components industry hit a new sales high in 1968—somewhere around \$300 million (retail). Compacts represented between \$55 and \$60 million of that figure, according to trade sources. (The figure excludes sales of mail-order catalog houses and key mass merchandisers who market their own-brand audio products.)

Further, according to manufacturers contacted by **Mart** magazine, compact systems will contribute even more this year. They will help expand the overall market



several notches, and they will represent a bigger portion of the expanded market.

Andrew Petite, manager of product planning for KLH Research and Development Corp., a company that pioneered the three-piece modular system, sees the field maturing. "There are a lot of good companies and products in the field besides ours. This is good for the industry. It's an indication that more than one company is serious about three-piece systems. It also shows where substantial sales can be made."

All of this burgeoning raises some questions: What is happening at the point of sale? Is increasing competition leading to price softening? Is the product getting harder to sell because of competition? Are compact systems cutting into console sales?

In terms of prices at the factory level, little is happening. Pretty much the same margins are being offered, but dealers are getting a bit more help in promotion. Manufacturers are enabling dealers to earn a decent dollar by making modular systems in a broader price spectrum covering low, medium, upper-medium and high price points. This permits sales on a wider front, and enhances possibilities for astute salesmen to trade up their customers.

Competition is toughening

Here and there dealers complain that, because competition is toughening, they have to offer price concessions to make a sale, reducing their profit margins. Questioned on this, Bert Brooks, sales manager for hi-fi products at Harman-Kardon, a major supplier of modular systems, responded, "It's no different than with other product categories where competition leads to price drops. However, it's less so in the case of compacts." Further, he said, dealers need not gripe. "The industry hasn't scratched its potential yet. That potential is like an iceberg; a little visible, but a lot more you can't immediately see. There's no saturation yet. The field is wide open for retailers."

Part of the potential, he pointed out, is that compact systems represent a great

chance for dealers to promote the second-stereo concept, just as they have been promoting multiple ownership of radios and TV in the past. "You can't very well promote second-stereo in console form, but you can when it comes to compacts," he noted. "A console takes up a lot of space; a compact only a little."

Brooks also explained that dealers handling compacts have a potential for plus sales. These can be substantial. For example a person buying a medium-price compact is a likely prospect for a second set of speaker systems, Brooks stated. In some cases he can be persuaded to buy the add-on units at the outset. Where there is a fair interval between the original purchase and the second speaker system purchase, the salesman has an excellent chance to trade the customer up to higher-price speakers than he had originally intended to buy, through noting that the compact's sound potential is better with bigger speakers.

Compacts now easier to sell

Has all the competition made compacts harder to sell? No. In fact it has made them easier to sell, say retailers as well as suppliers. The greater exposure on sales floors and in store windows has made more people aware of the existence of modular stereo, aroused their curiosity, and led to more sales. The heavy push by manufacturers to put across the compact concept has also spread the gospel and helped to pre-sell the consumer.

"The compact is a great gimmick," said one dealer. "The components industry couldn't have come up with a better way to sell its products. It's basically a matter of packaging." He went on to note that there was a parallel in the tape recorder field. Until the advent of the cassette, tape recorders had achieved a certain niche and were selling at only a so-so level, he stated. When the cassette came along, the tape market burst into new life. "Again, it was a matter of packaging," the dealer noted. "They packaged two reels and eliminated the headaches of reel changing. This made recorders welcome."

For years individual audio components and/or large audio systems have ranked high as status symbols. Now the mini-systems are a status symbol, but attainable by a larger group of people. As Brooks put it, "Compacts enable young people, college students, and other on a limited budget to get into quality stereo music at a low price. They also get high styling."

Brooks claims that compacts are becoming easier to sell as the woman of the house becomes more aware of them in decor terms. Their flexibility for unobtrusive installation in book cases, on

shelves, etc., has helped many women overcome their objections to component hi-fi in the house.

Technological advances are also helping to put across the modular systems to the woman of the house. For example, Harman-Kardon's omni-directional system, the Model SC2350, and Zenith's "Circle-of-Sound" Models Z590 and 565, permit even greater installation flexibility, with no regard for speaker placement since their sound is dispersed all around. Other manufacturers are out to develop similar equipment.

Yes, compacts are cutting into the sales of console stereo. But this pleases, rather than bothers most dealers. Especially those with limited floor space.

Further, according to Petite, there are other benefits to selling systems over consoles. "Dealers tell us that while they may make higher margins on consoles—around 40 per cent—they can make more profit from an equivalent amount of space from three-piece systems. They can show three in the same space a console stereo would occupy. When a system is sold, the person generally takes it along, thus eliminating delivery and setup costs. There are virtually no markdowns as with consoles which acquire scratches and dents on the sales floor. Dealers can offer a wider choice in small systems than in consoles in a given display area. There's less of an obsolescence factor in systems. They take less time to sell. Dealers can turn their stocks four times a year. All this adds up to profitable merchandising."

"Specialty" help not needed

Petite also stated that compact systems were "definitely being sold in place of consoles. They are becoming a more important part of a store's overall merchandising, especially in department stores which previously counted on console stereo."

In its survey of dealers *Mart* learned that one of the prime continuing appeals of the modular compact systems is that virtually any salesman can sell them. "Specialty" help is not required. The systems require no more knowledge than that needed to sell a portable phonograph radio, TV set, toaster or major appliance. Ironically, their success in merchandising uncomplicated compact systems has led some hard goods stores into the merchandising of individual audio components, which require some specialized selling ability and at least a superficial knowledge of technical terms. One dealer summed up his move from compact systems to straight components with "I didn't know I had it in me. . . This has opened my mind in other directions too."



MINI-SYSTEMS BIG AT HAMPTON'S

In talks with retailers of various types, **Mart** heard many success stories involving the merchandising of compact stereo systems. Typical of dealers doing a profitable business with them is Hampton Sales Co., Inc., of New York, a hard goods chain with more than 20 stores, six of which handle audio products, including compacts. **Mart** chatted with Al Garcia, audio manager for the chain and assistant manager of the firm's 28th Street and Park Avenue South store.

"Seventy-five to 80 per cent of our home electronics business at this store is done in compacts," Garcia said. "Two years ago it was around 30 per cent." In answer to a question about profits on compact systems Garcia said they were "good in today's market, about 30 per cent." He said that the market was becoming more competitive from the supplier standpoint, primarily because of the entry of a number of Japanese companies into the American compact market.

The entry of more companies, and favorable writeups on compacts that have appeared in various consumer publications, have made the mini-systems easier to sell, he explained. There is barely any sales resistance to them today, he claims.

Easy sales have naturally attracted more people into the retailing of compacts. Hence competition has developed, and so has price cutting. "There are always complaints about price-cutting in New York," Garcia noted. It's funny, some of the very laws that were meant to protect dealers are working against some of them, namely big companies like Hampton. A little neighborhood store or local drug store can handle a fair-traded line and cut the price, but no one bothers. But let someone of our size and importance do it, and there's trouble. The big stores are watched. But not the little ones. We get around this price-cutting competition with good salesmen, good service, and good customer relations."

Hampton, in the compact system business for about five years, has expanded its stock of compact merchandise substantially through the addition of new lines, plus greater back-up stocks to handle demand. Garcia noted that he gives new products and new lines that enter into the

market a thorough testing out. "If they meet our specifications we're willing to try them," he said. If they do well at the 28th Street store, they are recommended for sale in other Hampton outlets.

Although Hampton had been in audio for two years before taking on compacts, the mini-systems are special favorites of Garcia. "I've been touting them for a long time. They give a customer a chance to own sophisticated equipment without being a half-engineer in order to hook it up as you have to be with individual audio com-

itable than phonographs when it comes to space. Part of it, of course, is because the compacts have a higher price-to-space ratio."

Hampton likes compacts for another reason: No special sales help is required to sell them. Said Garcia: "Anyone who can sell a radio can sell a compact system. He just has to be a salesman. You don't need to know a lot of technical jargon as you do with regular components. What you do is sell the sound, the appearance, the price, and the brand name of a com-



Al Garcia: "I've been touting (compacts) for a long time. They give a customer a chance to own sophisticated equipment without being a half-engineer in order to hook it up as you have to be with individual audio components. A compact system is more like a portable phonograph, simple to use . . ."

ponents. A compact system is more like a portable phonograph, simple to use. They're a greater value than straight components since they're made by a single manufacturer who is able to effect economies in production, handling and packaging. What the manufacturer saves he passes on to the consumer."

Garcia has found compacts pay off in a big way in terms of space. "We make more dollars per square foot of display space than on many other electronic products. For example, compacts are more prof-

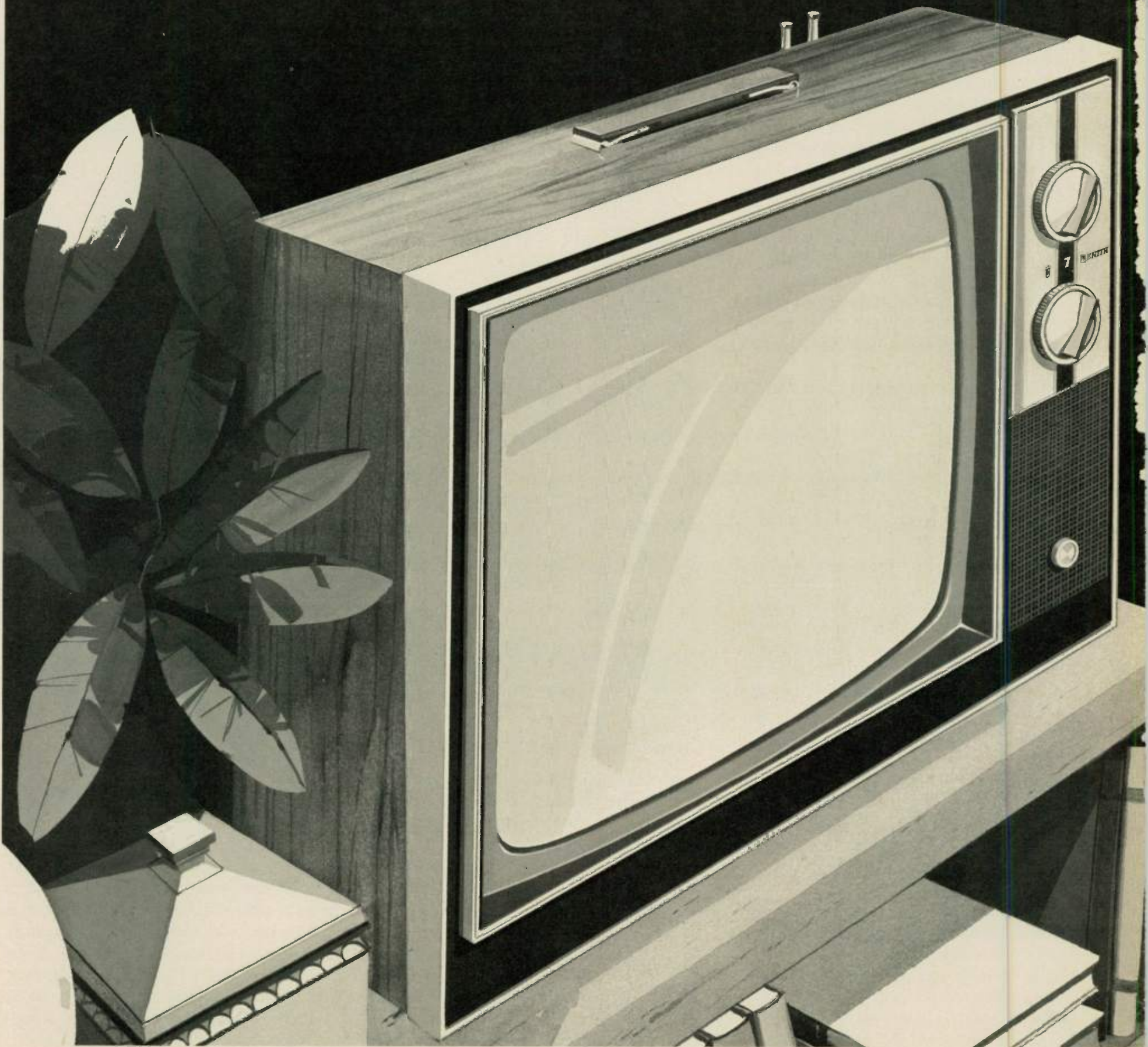
compact. Not jargon."

What trends does Garcia see shaping up in the compact field? "The customer is getting more and more for his money. There's more sophistication to the products. More research and development leads to better equipment and value for the price. There are more price levels to sell at. There's been some lowering of prices from the time compacts first came on the market. Dollar for dollar you get more today than ever before. You can't beat compacts for value."

Zenith brings new sales-ma

THE BOLD

Super Screen Handcrafted portat



bringing excitement to B&W TV!

NEW LOOK

portables that fit anywhere, beautifully!



There's real excitement in B&W TV! Zenith's bold new look. Designed for new sales!

The bold new look is styled to complement the décor of any room. Rich, deep-toned finishes . . . accented with sparkling highlights. Sharp, clean, angular lines that create a lower, leaner, more rectangular silhouette. A bold new look that fits anywhere.

Each of the new Handcrafted portables features a Zenith 19" diag. Super Screen. Your customers see a wider, higher, bigger, more rectangular TV screen . . . for the total TV picture. Zenith's bold new look deserves a prominent spot on

your floor. It's the big news in portable TV today!

At left: The **SARATOGA, A2010**. Bold, crisp rectangular styled cabinet in grained American Walnut color (or grained Pecan color) and Gold color. VHF/UHF Spotlite panel for easy reading. Dipole antenna.

Why not sell the best

ZENITH

The quality goes in
before the name goes on



The **SUNSET, A2004**. Exciting new look in a rectangular styled cabinet. Charcoal Brown and Beige colors, or White and Beige colors. Dipole antenna. Front-mounted 4" speaker.



The **BROOKSIDE, A2008**. Elegant rectangular styled cabinetry. Grained Kashmir Walnut color (or Marlin Beige color) and Gold color. VHF/UHF Spotlite dials. Dipole antenna.

Plus two new 21" ^{DIAG.} Super Screen models with the biggest picture in portable TV!



The **FOSTER, A2213**. Giant screen in rectangular styled vinyl-clad metal cabinet. Handsome grained Kashmir Walnut color. Dipole antenna.



The **WILTON, A2224**. Beautifully designed metal cabinet in grained Pecan color or new, popular, grained Rosewood color. Super Gold Video Guard Tuner. VHF/UHF Spotlite dials.

Southern California retailers ponder . . .

AIR CONDITIONERS: Sell to the need— or in anticipation of it?

Here is an opinion roundup.

By Walter Browder

Sears in southern California stuck by the promotion guns it hauled out last year for air conditioning: Promote early and hard, like while Christmas lights still twinkled in many neighborhoods.

White Front, on the other hand, was quietly oiling its discount guns for promotional salvos on air conditioning later, much later, like when you want a cool house to enjoy after your cool pool.

Most traditional department stores, such as Barker Bros., were also holding out for hot weather to trigger air conditioner sales.

In between these extremes were many independent dealers, working with the Electric League of Southern California on "early bird promotions" in late January and all of February.

The utilities were trying to get the jump on everyone else by promoting whole-house air conditioning right after the first of the year.

Considering what happened to air conditioner sales last year — down about 20 per cent in most cases — the stakes were high in this game of promote-now-or-promote-later. Smart guessers were going to get the biggest share of two kinds of air conditioner business: the old business that wasn't sold last August, when southern California temperatures sunk instead of soared; the new business that should be good because, increasingly year after year, southern Californians are being conditioned to *need* air conditioning in their homes.

So retailers know the demand for air conditioners will exist this year. It's a question of which merchandising philosophy is going to work best. Here are some samples:

Sears uses, with great frequency, radio dialogues between a dumb-dumb guy and a smarty pants to get you into the store to buy an air conditioner right after Christmas. These commercials immediately identify you with the dumb-dumb guy if you think the smarty pants guy is off his rocker by even thinking of air conditioning in January. But then, the smarty pants tells you (the dumb-dumb guy) that you get ahead of the rush for immediate delivery; you have until June before you make a payment.

And all of it is true, with prices marked down from \$169.95 to \$149.88 for a 6,000-

BTU unit all the way to the 28,000-BTU unit that's marked down from \$399.95 to \$349.88.

The salesman is not kidding when he tells you the regular prices will prevail in June, when the weather and demand are hot. He may be kidding when he tells you that smart shoppers last January made the month for air conditioners "almost as good as June or July."

Speaking for White Front, Buyer Andy Andersen says: "We've gone the January route on air conditioners in the past and have found that it just doesn't pay, at least not in southern California.

"The cost of advertising, the cost of unseasonal inventory, the cost of display space on the sales floor *and* the cost of our California state tax on inventory, which became effective the first week in March — none of it pays in pre-season sales."

White Front will therefore place its bets on "seasonal promotion," starting in April and hoping to peak in September, with particular play on units in the 11-12,000 BTU range. "We're counting on a much larger percentage of the air conditioner business this year," says Andersen.

At Barker Bros., Buyer Joe Clark says: "We'll promote air conditioners to the need, whenever it arises. We'll be in there hitting when the heat hits."

Dealer Howard Roach, owner of Howard's Appliances in San Gabriel and Monterey Park, featured air conditioners importantly in his mammoth "omnibus" sale in a 10,000-sq.-ft. warehouse which started on Valentine's Day.

Roach says he is counting on 12,000-BTU lines from Frigidaire, GE and Fedders, priced from \$199 to \$239 and with no payments until July to get his 1969 air conditioner business off to a strong start.

He will once again hit hard in August with a "heat-wave" sale as he did last year, hoping that 1969 weather will be more co-operative than it was in 1968.

Dealer Bob May, owner of Bob May TV & Appliance in Whittier, also went into "early season" promotion through April, mostly by making air conditioners an important element in the omnibus tabloid ads that are the backbone of his successful direct mail promotions.

Both Roach and May, reflecting the attitudes of many other independents, are looking forward to tying in with a promotional program for air conditioners with the Electric League of Southern California.

In 1969, promotion efforts were geared to January and February selling, with special bonus prize points given to retail salesmen for each unit sold that's larger than 10,000 BTU. In 1967, the promotion was geared to April, May and June.

Advocates of early bird promotion of air conditioners might get an assist in sales to customers who can't afford whole-house air conditioning from some very compelling whole-house promotion of the Southern California Gas Co.

Whether whole-house or unit, the hard sell for early-bird buying is a good one:

"Who would buy an air conditioner in January? This same smart person!"

"The person who thinks ahead to the coming summer and the discomforts of heat and smog would take advantage of off-season bargains in . . . air conditioning."

At the conclusion of its promotion, Southern California Gas offered a free travel umbrella ("it's a \$9.95 value") if the customer asked for an estimate for central air conditioning before February 15.

Dealer's choices for dramatizing one way to keep cool on a hot summer's day are Howard Roach's daughter, Michaeline, and his No. 1 salesperson, Carmie Falabrino, shown modeling with 4,500-lb. pyramid of ice, the focal point of an August, 1968, air conditioner promotion at Howard's Appliances of San Gabriel, Cal. Idea of promotion: a free air conditioner to the person who guessed how long it would take ice to melt. A live penguin, trained to climb up and down the ice pyramid, was another feature of sidewalk show. It did not attract as much attention.



FTC ad allowance guides: more work for retailers

Dealers now legally obligated to make sure they are not getting any more promotional plums than competitors.

By James D. Snyder

Appliance and home electronics retailers will be shouldering some new responsibilities under the ad allowance guides just issued in final form by the Federal Trade Commission (FTC) and which go into effect May 1. The Guides give fair warning that any retailer who "knows or should know" that competitors aren't getting the same promotional breaks is vulnerable to FTC legal action.

But the main thrust still hits the seller — be he manufacturer, wholesaler, or distributor — who offers advertising and promotional payments to customers who resell his products. Briefly, a formal plan must be drawn up by any manufacturer who pays buyers for co-operative ads, handbills, window and floor displays, special sales or promotional aids; or by any manufacturer who furnishes such assists as ads, catalogs, demonstrators, display materials, prizes or merchandise for contests; or who accepts returns for credit. The required plan must assure "proportionally equal terms" on payments and services to all competing customers, and alternatives to customers for whom the original plan is impractical. Manufacturers are also responsible for seeing to it that all competing buyers are given ample forewarning of the plan, and that they have a clear understanding of the exact terms, all alternatives and the conditions for payment or service. Practical effects of so much seller responsibility remain to be seen, but many predict a drought in the flourishing \$500-million co-op ad practice which would leave many retailers stranded high and dry.

Events leading up to the guides begin with the Robinson-Patman Act, designed to curb competitive inequalities stemming from discrimination by sellers in interstate commerce. Under the Act, the seller must treat competing customers "on proportionately equal terms," whether he furnishes the service to competitive buyers or whether he pays them to perform the service. Despite the legal strictures however, the FTC found a number of transgressions, notably in the form of payments or free services offered a single or favored few retailers, or to direct-buying retailers to the exclusion of those buying through wholesalers.

FTC's test case was launched in 1966 against a Portland, Ore., chain which had induced special payments from manufacturers to underwrite an anniversary promotion. After several fierce court battles, the Supreme Court took the matter in hand. The Court's landmark decision not only backed up the Commission, but also spelled out manufacturers' responsibility for assuring promotional payment offers to all competing retailers, *including those who buy from wholesalers.*

The Court also set FTC to work on the Industry Guides which have had businessmen tearing their hair out since the first rough draft appeared last July. Formal industry protests poured in from the whole retailer-wholesaler-manufacturer spectrum. The gist: "Impossible" for manufacturers to comply at all; Impossible if they tried, to support the expense, paperwork, additional staff and general nuisance value of tracking down every single retailer, even those buying from wholesalers, to inform them of promotional opportunities, and then to check and double check their participation. Ironically, as many hastened to point out, the real loser if promotional plans go down the drain will be the retailer: the very man the Guides were designed to protect!

Out of the maelstrom the final guides emerged March 6 — after a close 3-to-2 vote and little the better, say many, for a seven-month mulling period by FTC Commissioners. Surprisingly, Commissioner Philip Elman is one of the harshest critics: "When the final Guides turn away from rhetoric and get down to specifics, they are essentially as bad as the proposed guides which justifiably received an avalanche of criticism from all quarters."

Just how "bad" are they for appliance and home electronics dealers? Reactions are mixed. The small, low-volume retailer may have a chance at promotional plans he never expected before — if he can handle the extra paperwork that manufacturers will probably require as self-protective "evidence." Retailers who buy in large volume directly from the manufacturer may have fewer and smaller allowance offers to choose from. Fewer, because manufacturers will probably be cutting down

on promotional plans (if they don't cut them out entirely) as too costly, time consuming, and vulnerable to legal suits. Smaller, because where they do leave plans intact, manufacturers will have to spread the money and services out over many more retailers.

The final Guides contain five sections of particular interest to appliance and home electronics retailers.

(1) *Seller's duty to inform:* Sellers have several alternative methods for getting news of a promotional plan to all competing customers. Among them: phone, mail or personal contact are suggested for direct-buying retailers. To reach retailers buying indirectly, FTC allows the use of a wholesaler's customer list, insertion of promotion particulars or materials on or in product containers, advertising in trade publications, or contacting a wholesaler or professional promotion firm to do the job. Whatever his contact mode, the seller must run spot checks on indirect-buying retailers (at least once during an eight-week promotion, "at regular intervals" over longer periods), to make sure everyone is getting word of promotions in the hopper.

(2) *Geographical limits:* A promotion offer can be limited to a geographical area — such as Boston — provided it is made to all customers in the area who compete in selling products "of like grade and quality," and provided retailers on the fringe of the city, who also are considered in competition by FTC, are not neglected.

(3) *Proportionately equal terms:* Payments and services must be offered to all competing customers at a reasonable ratio which is fair to all retailers. One option suggested: payments and services allotted in proportion to the dollar volume and quality of goods sold within a specified period. The Guides specifically forbid allowances based on rates which go up with the amount of goods retailers buy, since this discriminates against the small retailer who necessarily buys in small quantities.

The Guides also insist on alternative aids for retailers who can't use the original plan. Thus the retailer who can't afford radio or TV time must be offered an alternative — be it handbills, window displays, direct-mail stuffers or some other promotional

medium.

(4) *Checking customer's use of payments:* The seller is now under orders to make sure retailers are providing the services paid for and that he's not "overpaying" for them. Retailers in turn are on notice that services paid for must be provided and that allowances must be used "solely for the purpose for which they were given." Any infringement will result in discontinued service and payments.

Retailers may also be coming in for a big share of the paper maze manufacturers face. Manufacturers are advised to obtain from retailers a signed request for payment and service; a written assurance that the required performance was rendered; and — where possible — evidence of advertising in the form of tear sheets, invoices or other receipts. In addition, some retailers fear there might even be more paper work when it comes to verifying performance of services. Examples of proof that might have to be furnished manufacturers: detailed lists of manufacturer products bought, for instance, and a breakdown of costs incurred in retailer performance of services. The cost breakdown would embrace receipted bills for promotional costs, plus records of hours, materials used, and store space occupied by displays. The extra costs in time, money, and staff could prove prohibitive, both for the little guy, who doesn't generally maintain such complete records,

and for the giant retailer who buys from many manufacturers. Many fear, too, that manufacturers will pass their own extra costs on to retailers, and so to consumers.

(5) *Customer's liability:* Going well beyond the Robinson-Patman Act and the Supreme Court *Fred Myer* case, the FTC Guides alert retailers who "know or should know" that competitors engaged in resale of the same seller's products are *not* offered payments of services on proportionally equal terms. Once the Guides go into effect May 1, any retailer who accepts such preferential treatment is vulnerable to FTC action under Section 5 of the FTC Act, which prohibits unfair methods of competition.

Thus a retailer can't accept promotion aids for an anniversary sale, a new store opening, or institutional ads, "unless he has taken such affirmative steps as would satisfy a reasonable and prudent business man that such allowances are . . . affirmatively offered and otherwise made available" to competitive retailers. An example of customer responsibility cited by the Guides: A seller offers to pay 100 per cent of a retailer's co-operative advertising, up to an allowance ceiling of 25 per cent of the retailer's purchase volume. The retailer, as an "experienced buyer," should know that most co-op ad programs allow payments of from three to 7 per cent of purchases and are shared 50-50 by seller

and customer. The retailer is considered *on notice*, by virtue of the Guides, to make sure that equal terms are available to competitors. How? Beyond asking the seller, the Guides could only urge "such other steps as would satisfy a reasonable and prudent businessman."

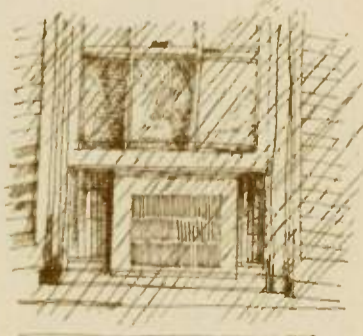
The big question now is how the Guides will hold up in practice. FTC offers them as a "practical manual" to explain laws already in existence. Only time will tell whether the inevitable series of court tests will collapse, uphold or modify the present Guides. One question sure to come up: 'Just what steps would satisfy a "reasonable and prudent" retailer that competitors are getting the same promotional breaks? Sellers, meanwhile, will be groping toward clearer legal definitions of what constitutes a "reasonable and prudent effort" to notify all retailers about promotional plans.

There's still a chance in the meantime for Guide revision in the Federal Trade Commission. Industry comments, due by April 15, could feasibly influence commissioners to modify the Final Guides before they go into effect May 1. Whatever happens, FTC has promised a thorough review of the Guides' impact after 18 months. If dire predictions come true, if manufacturers really do chop promotional plans heavily, or if retailers say no thanks to plans offered — FTC may well reshape the Guides into more workable form.

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

1959. A UNIQUE POLYCARBONATE RESIN IS
INTRODUCED TO THE U.S. BY GENERAL
ELECTRIC. IT IS CALLED LEXAN.[®]

*It's rugged,
durable,
lightweight.
MOST IMPORTANT,
LEXAN will not
rust!*



1966. GE
INTRODUCES
A MOLDED CASE
OF LEXAN TO AIR
CONDITIONING
AND THE INSTALL-
IT-YOURSELF
MARKET TAKES

*OFF. The GE
Fashionette brings
true portability to
air conditioners —
light enough for
customers to buy on
the spot and carry home (59 lbs.) And
they can install it themselves in minutes.*



room at the top

Patrick E. McNamara, now director of sales training; **Herbert S. Natkin**, now in the newly created position of director of project planning; and **Jack M. Daly**, now southeast zone vice president, *Admiral Corp.*

Donald Roberts, now south-central division sales manager, *Remington Electric Shaver Div., Sperry Rand Corp.*

Arthur D. Gaines, now director of marketing, *Marantz Co., Inc.*



W. R. Dixon J. J. Loney

William R. Dixon, now manager of advertising and merchandising operations, *Sylvania Electric Products, Inc.*

James J. Loney, now general sales manager, *Geo. D. Roper Sales Corp.*



R. J. Gincavage T. I. Dolan

Raymond J. Gincavage, now president, *Delmonico International Corp. of Elgin National Industries, Inc.*

Thomas I. Dolan, now president, *Kelvinator, Inc.*

Victor H. Pomper, now president, *H. H. Scott, Inc.*

Roger E. Beaver, now product planning manager for kitchen and laundry appliances; **James E. Stover**, now product planning manager for refrigerators, freezers, and room air conditioners, *Fedders Corp.*

William Callahan, now district sales manager for portions of Massachusetts and the states of New Hampshire and Maine, *Magic Chef, Inc.*



K. Isomura W. J. Ledbetter

Kyutaro Isomura, now director of overseas operations, *Matsushita Electric Industrial Co., Ltd., of Japan.*

William J. Ledbetter, now vice president and general counsel, also secretary, *The Magnavox Co.*

F. Carl Bomboy, now manager of advertising, international operations, *Airtemp Div., Chrysler Corp.*



W. H. Lynn C. F. Sisco

William H. Lynn, now in the newly created position of director of consumer affairs; **Charles F. Sisco** has expanded responsibilities as manager of consumer service, *Tappan, Div. of The Tappan Co.*



R. W. Hanselman R. J. O'Neil



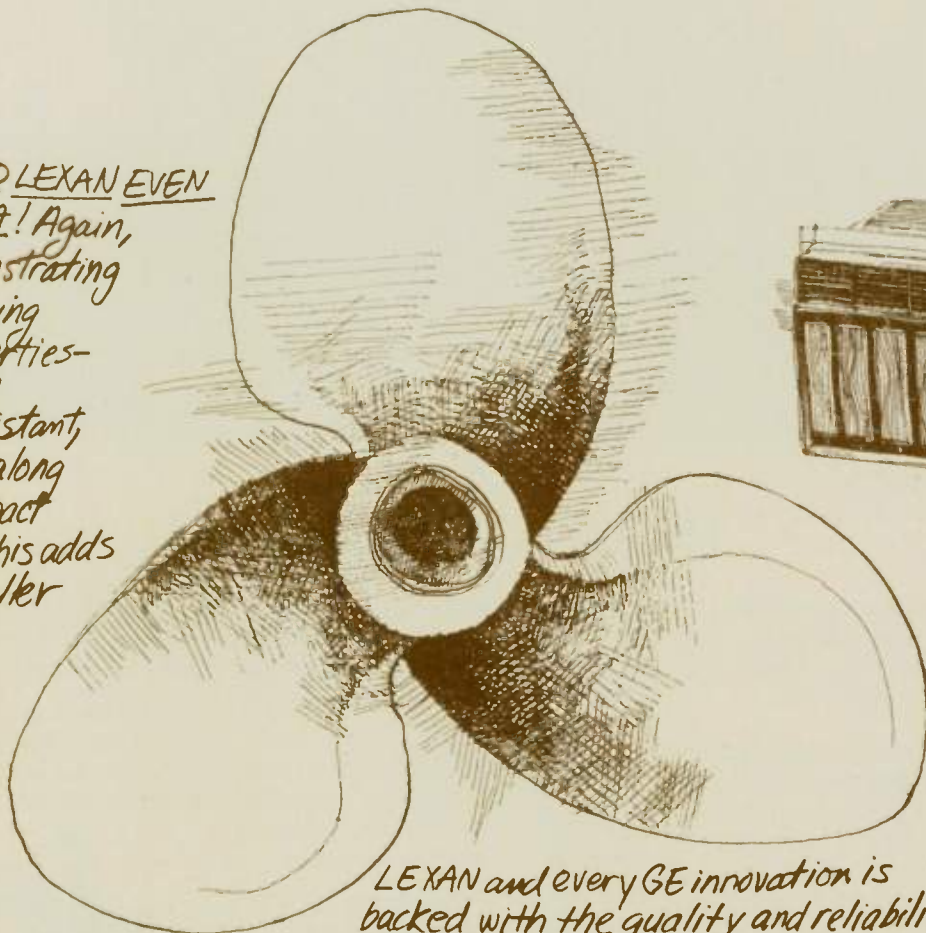
D. E. Daly T. W. Lentz

Richard W. Hanselman, now vice president, product management, as head of a newly created product management department; **Robert J. O'Neil**, now vice president-sales; **David E. Daly**, now vice president, advertising services; and **Thomas W. Lentz**, now vice president, western region, *RCA Sales Corp.*

Harold F. Diegel, now in the newly created position of manager of national chain accounts, *Motorola Inc.*

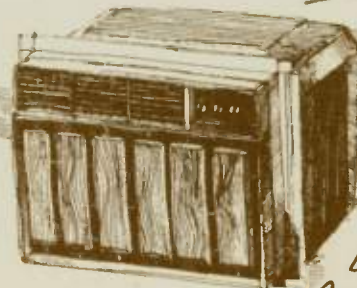
Richard Herrmann, now in the newly created position of general manager, branches, *Whirlpool Corp.*

1967. RUGGED LEXAN EVEN GOES TO SEA! Again, clearly demonstrating Lexan's amazing physical properties—e.g., rust and corrosion resistant, lightweight along with great impact strength. All this adds up to a propeller having a performance metal props. can't match.



1969. The LEXAN

MOLDED CASE GETS A NEW LOOK—THE "FASHIONAIRE," WITH MORE CAPACITY, TOO! The new FASHIONAIRE with 10,200 BTUH is beautifully light... And light enough for one man to install in windows small as 24" wide.

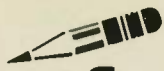


GENERAL  ELECTRIC

LEXAN and every GE innovation is backed with the quality and reliability that turn a good idea into a sale. The harder we innovate, the easier you sell.

SELL THE LINE OF LEADERSHIP

industry briefs



EIA plans to reorganize structure

The board of directors of the Electronic Industries Ass'n has approved a reorganization plan which would provide more flexibility and allow expansion to accommodate new technologies and markets. At the EIA spring conference, held recently in Washington, D.C., a study committee put forth recommendations that include the following points:

(1) Retention of the present divisional arrangement (the association has seven divisions and two sub-divisions); (2) provision for groupings of divisions having mutual interests, with group boards of directors; (3) provision for inter-division flexibility to embrace new technologies, markets, and products under "common interest panels"; (4) establishment of a congressional/legislative service department; (5) provision for a 52-member board of governors elected by divisions or group boards of directors, if authorized by the divisions; (6) a new dues proposal which would provide for a distribution of association "overhead" costs among member companies in relation to the number of divisions in which they participate and the expenditure budget of each division.

To become effective, the plan must be ratified by the association membership at the 45th EIA annual convention in Chicago, June 23-26.

Pioneer Electronics in stock offering

Pioneer Electronics U.S.A. Corp., Farmingdale, N.Y., has announced the issue of 3,000,000 shares through Pierson, Heldring and Pierson. This issue is the first Japanese offering of new stock in the international Eurodollar market. The parent company, Pioneer Electronics Corp., listed on the Tokyo Stock Exchange, is a manufacturer of high fidelity components, including speakers, tuners, sound systems, headsets, and amplifiers. For the five years ended Sept. 30, 1968, the company's consolidated sales increased from \$13.7 million to \$55 million, and earnings increased from \$355,000 to \$3.5 million.

The 3,000,000 shares now being offered will be issued in the form of bearer Curacao Depository Receipts, representing the underlying registered shares and will be listed on the Amsterdam Stock Exchange.

James Secrest honored for contributions to electronics industry

The Electronics Industries Ass'n has honored the man who has managed the 300-member trade group for nearly 20 years for his contributions to advancement of the electronics industry. He is James D. Secrest, executive vice president since 1952 and its general manager for two

years before that. He recently was presented the EIA "Medal of Honor" for 1969 at the association's government-industry dinner in Washington, D.C.

Secrest is the eighteenth person to be so honored; the medal is presented annually to a man selected by the EIA board of directors. In presenting the award, EIA President Mark Shepherd, Jr., traced the growth of the industry and of the association since Secrest joined the staff in 1945

as director of public relations after a 20-year career as a newspaper reporter and public relations man. Accepting the award, Secrest said that greater opportunities and challenges face the industry and EIA today than ever before. He advised: "The strength and identification of the combined industries represented in EIA today no doubt will depend on the continuing willingness of product groups to compromise immediate differences to achieve more important long-range objectives."

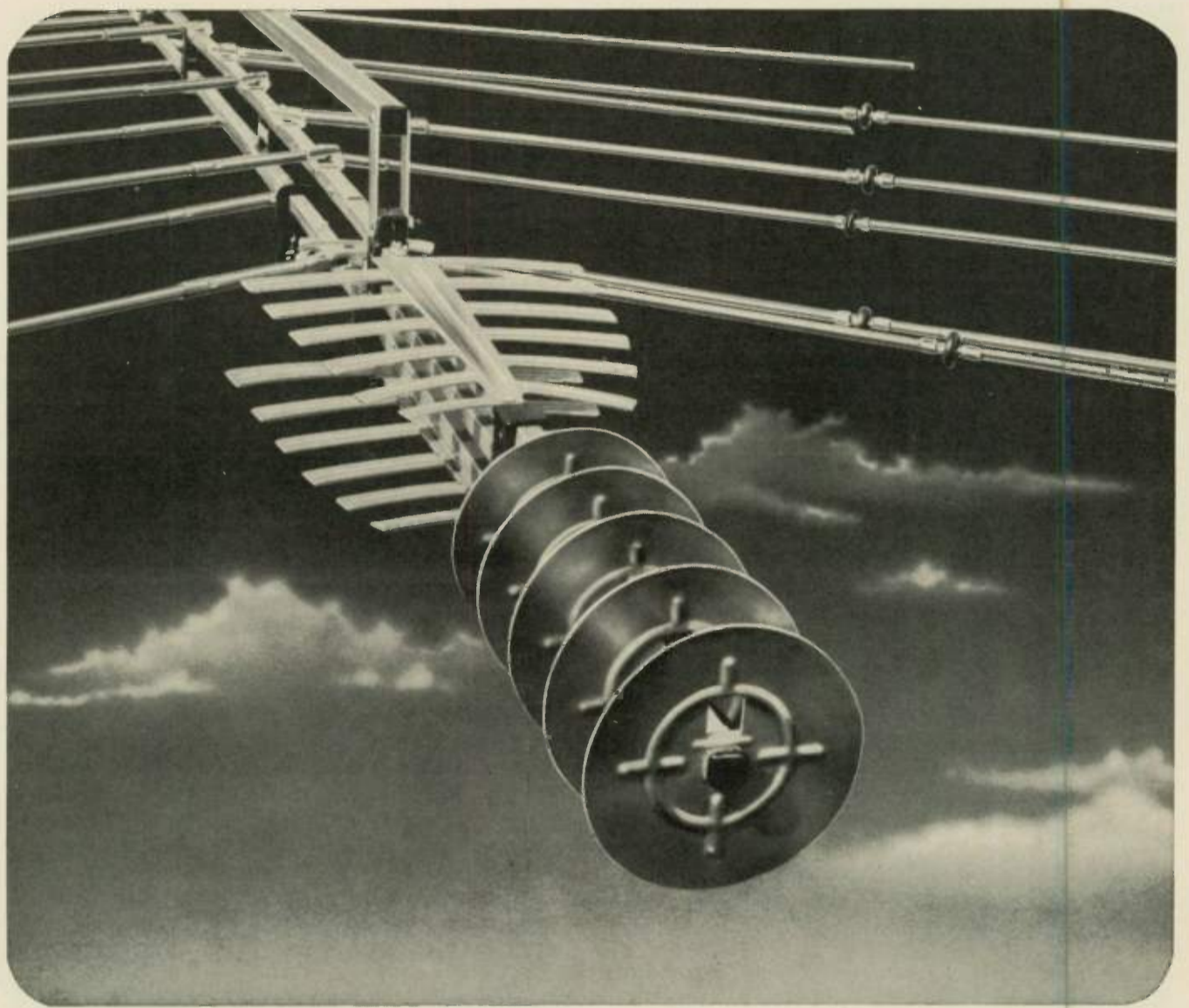
Polk-sponsored speaker supports space efforts

High school students in Chicago are learning about U.S. space exploration projects from an expert on the

subject who has been contracted by Dealer Sol Polk, of Polk Brothers, to give a series of lectures.

The expert is award-winning Peter Reich, aviation and space editor of *Chicago's American*. Reich, a well known speaker on space topics, has been engaged by Polk as a public service to deliver 10 lectures, each of which is illustrated with slides. Reich estimates that he will talk to at least 12,000 students under Polk's sponsorship.

The gist of Reich's message is a justification of this country's expenditures on space technology because of, among other things, the considerable here-and-now benefits derived — specifically, increased knowledge about weather forecasting, air pollution, electronics, and other fields.



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1. **Patented capacitor-coupled log periodic-V dipoles** that operate on both the fundamental and harmonic modes for higher gain and front-to-back ratios than other VHF antennas with more elements.

2. **Log Periodic trapezoid drivers** for amazingly high (but uniform) frequency response on all UHF channels.

3. **Radar-type disc-on-rod director system** that vastly increases signal capture across entire UHF band. Rejects multi-path reflections.

Is it any wonder JFD Color Laser and LPV Log Periodic TV antennas outperform antennas larger in size and number of elements?

Is it any wonder why professional installers who count on antenna gain (not the element numbers game) prefer JFD — the scientifically designed antenna with the college education?

Call your JFD distributor and see the difference in spectacular color and black-and-white.

And while you're at it, ask him about our versatile new solid state Program Center amplifier-distribution systems.

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ALBERT V. LaBICHE: Never be against...be only for something, "with a passion"

By Milton Gussow

Albert V. LaBiche is a community-minded businessman who values every customer who visits his five stores. LaBiche would rather give up a fishing trip than to give up just one good, bad or indifferent customer. He also thinks his home town of New Orleans, where his stores are located, is the best place in the world to live.

Any successful businessman is community-minded, and wants to keep his city a nice place to do business, and a nice place for his family to live. But not all go so far as to stick their neck out when the going gets really rough, to follow a cause that

may not be politically popular, controversial, or in general one that may lose them a few customers or sales.

Among a select group of truly dedicated community-minded dealers, who make progress happen, LaBiche is no shrinking violet, but an individual who will grab any issue by the horns, provided he feels the cause is just, worthwhile for the good of his community, and in need of a "champion" to head it despite its unpopularity and probable risks.

In 1966, LaBiche was chairman of a grand jury that investigated the New Or-

leans police department that turned up a sordid story of corruption and crime that shocked that not-too-naive New Orleans. Despite personal threats to himself and his family, the grand jury indicted some 25 city and police officials.

"Not only did they threaten bodily harm," said LaBiche, "but they produced lists of some 400 customers who would boycott my stores if we persisted. The names turned out to be a rundown of most of the prostitutes, pimps and other unsavory characters in town, many who were probably paying off to the police, and signed under pressure."

But LaBiche stood his ground, and went through with the indictments. Through the years since the incident, LaBiche kept close check to see how many of these former customers he lost. According to latest count, only 17 have never returned to his stores to make additional purchases.

"And some of those are either in jail, dead or have moved on by now," said he.

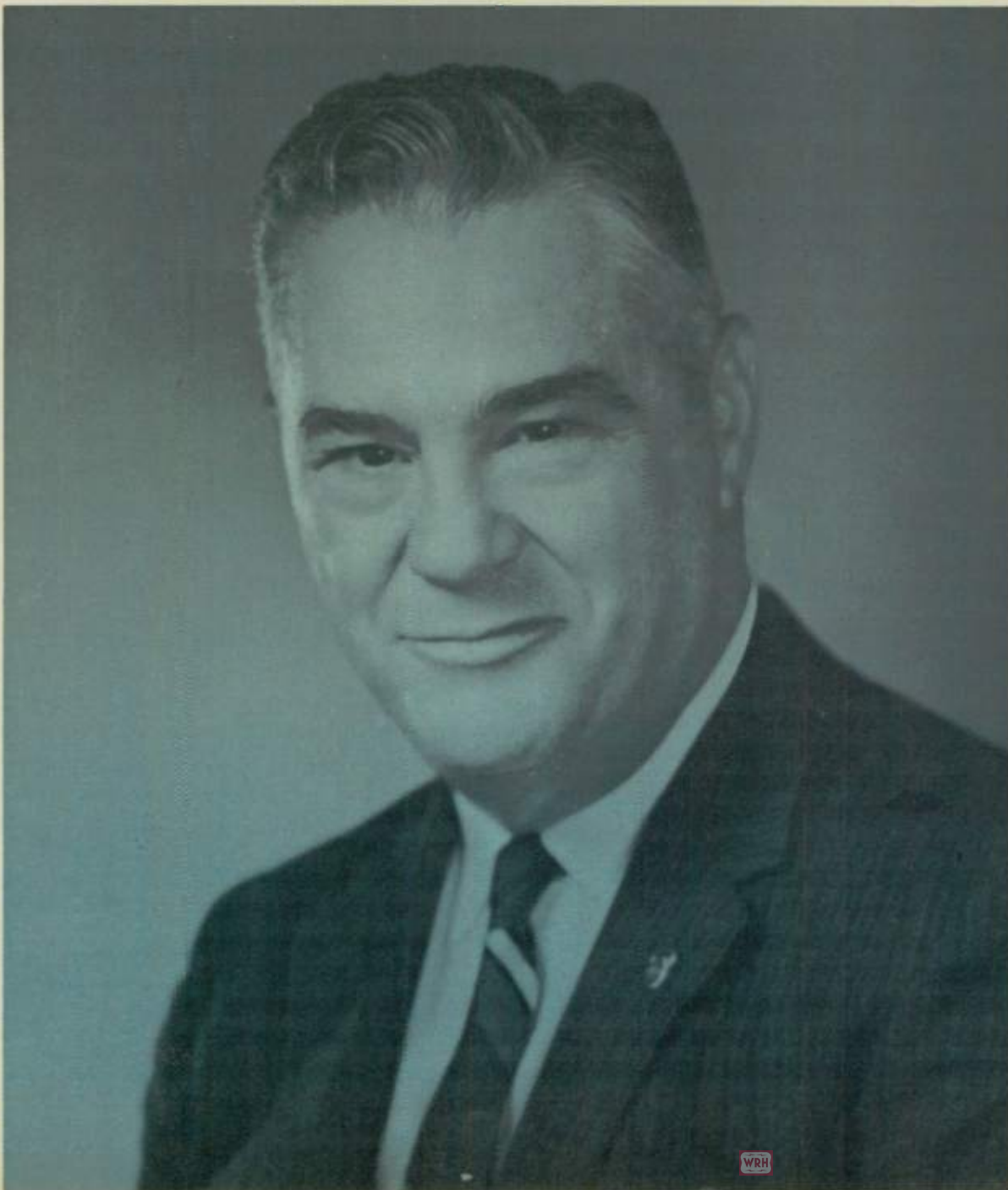
Instead, according to LaBiche, the stores have picked up many new customers who chose to deal there because of his stand.

Being in the deep south, a natural and unpopular issue has been that of civil rights and the Negro. In New Orleans, a group of retail merchants formed what they called the "Committee of 25" to try to do something to resolve the situation before it erupted in turmoil. The names were secret, to protect those in business who were sensitive about having their names linked to such an unpopular cause.

When LaBiche's stores suddenly blossomed out with 12 Negro sales people, at a time when there were none in any of the other downtown stores, he became a target for an intensive smear campaign against the LaBiche stores.

"Actually," LaBiche said, "we do not specifically cater to the Negro trade in our stores, though we do have a lot of Negro customers. We caught a lot of 'hell' over putting those Negroes on the floor, but it was time to begin to accept our responsibility and at least to give them a chance to show if they could handle the job."

Albert V. LaBiche, president LaBiche's, New Orleans, La.



Trolley cars still negotiate slow turn in front of LaBiche's Canal Street store, but Downtown merchants were able to relieve bottlenecks by getting rid of all but one line.

"To this day, we don't treat Negroes any differently in hiring than any white person. If they are qualified, we hire them. If they don't work out, we fire them. We're running a business, not a welfare agency."

Probably the most vicious battle LaBiche fought was not against crime, corruption, or bigotry, but others in the Crescent City. He led a group of businessmen in a move to get the "trolley cars" off Canal Street, because they were one of the major causes of traffic jams in the downtown area, besides being noisy and uncomfortable.

"The 'Save Our Trolley Car System' faction fought us tooth-and-nail," LaBiche said. "Our telephones rang constantly with all manner of threats, but we won, conceding only one line, the St. Charles car, still on Canal St. The city transit system replaced the trolley cars with modern buses, air conditioned and comfortable, and it all worked out beautifully. The people loved it.

"The same people who fought the change invited me to give a talk at an auditorium afterward, and I was overwhelmed by the standing ovation they gave me. From this affair, I traced eight accounts that were closed due to the stand I took, six of these are now open again."

One of the biggest coups LaBiche feels he has pulled off for his city was the American Legion convention which he was instrumental in bringing there in September, 1968. He worked an entire year, raised over \$100,000 and the convention brought an estimated \$15 million spent in the city.

"You'd think that a businessman would have to ignore his own business to lead one of these projects," said LaBiche. "On the contrary, I had over 400 people on my staff for the American Legion convention who did all the leg work. All it needs is an organizer, someone who will lend his good name and good contacts to get things done. If the cause is just, and you believe in it, things get done, and the rewards are gratifying.

"From the Legion thing, I lost no cus-



tomers, just gained. But it was very embarrassing to me, because wherever I'd go I couldn't pick up a bar or food tab. For a time I had to avoid all my regular haunts."

LaBiche also served on the grand jury that indicted Clay L. Shaw, a retired New Orleans businessman on charges of conspiring to kill President John F. Kennedy. The United States Supreme Court, in December, 1968, refused to block Shaw's trial, or to grant him a hearing.

One of the most frustrating of undertakings in recent years for LaBiche has been his association with the Mississippi Bridge Authority. The original purpose of the project was to build three bridges and open up the west bank of the river for development.

As chairman of the commission, he was able to push through the first bridge, but he was displaced as chairman. Still later as a member of the committee, he helped push through a \$200,000,000 bond issue, but the prospects for building the two new bridges bogged down due to strong opposition on both sides of the river.

"Just after becoming chairman again, they were holding a mass rally of some 10,-

000 people, and jokingly I think, dared me to come over and talk at the meeting," said LaBiche. "I accepted, and talked to over 10,000 angry people. As a first step, I convinced them of a need for co-operation, and we have now formed a new committee to try to work things out. Not much progress, but a step in the right direction."

LaBiche feels that one reason he has gained rather than lost by his involvement in controversial affairs is that he is never against any one thing — only for something "with a passion."

"Businessmen should admit their views aloud even in the face of strong opposition. The people of a community have strong faith in their merchants, or else they would not trade with them. And the businessman who is interested in the progress and development of the community can only win in the long run.

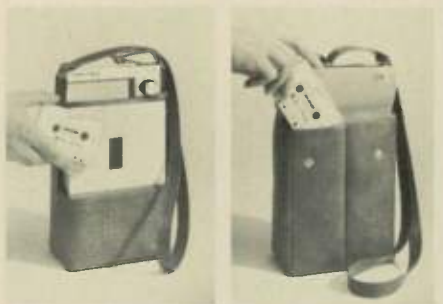
"And organizing your business so that you can have time to participate in these community-minded activities may disclose some good talent within your own store that will let you lead a freer life, and perhaps go fishing sometime," LaBiche concluded.



**From Bell & Howell:
"Swing-It" tape player**

The "Swing-It" tape player, Model 299, includes a battery-operated portable monaural cassette player, simulated leather carrying case, a-c adapter, earphone, a cassette of the Beatitudes, and a free six-month subscription to the *Glass List*, a magazine that lists all the latest cassette releases.

The unit features instant sound and one-hand operation for play, fast-forward, stop and volume controls. It also has a built-in handle for carry-



Bell & Howell "Swing-It"

ing without the case. The carrying case features storage space for four cassettes. Suggested retail price: \$39.95. Bell & Howell Co., 7100 McCormick Rd., Chicago, Ill. 60645.

Catalog from Concord

Applications, features and specifications of the complete Concord line of tape recorders are described in the new 1969 "Tape Recorder Catalog" from Concord Electronics Corp.

The new four-color, 16-page illustrated catalog covers portable cas-

sette and reel-to-reel models, cassette, eight-track and reel-to-reel tape decks, "Radiocorders," and stereo tape systems.

A free copy may be obtained by writing: *Concord Electronics Corp., 1935 Armacost Ave., Los Angeles, Cal. 90025.*

Motorola enters cassette field with portable unit

Marking Motorola's first venture into the cassette tape product area, Model CP30F is a portable player/recorder that offers the student, businessman or any music lover a "take-along" instrument.

The unit, which operates on five

"C" cell batteries (optional extras) or on standard a-c house current, is gift packed with accessories including a-c plug-in adapter, carry-case with strap, microphone with stand, remote control switch and separate case, patch cord for recording from radio or phonograph through auxiliary input jack, and earphone for private listening.

A battery-record level view meter indicates the condition of batteries, if employed, and recording volume levels. The unit weighs 3.3 lbs., including batteries; it has a record/play speed of 1 7/8 ips. Suggested retail price: \$64.95. *Motorola Inc., 9401 W. Grand Ave., Franklin Park, Ill. 60131.*



"Mr. Hoskins, do we have any more of those Japanese tape recorders from Germany?"

A dealer speaks . . .

(Continued from page 13)

plan to sell it for.

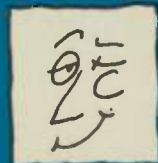
(9) When the used product is sold, show the list number and all other guarantee agreements, etc. All of the information on this slip is then reported in our "used sales book" by the office.

Since we have five white goods service technicians and five electronics service technicians we are in a very favorable position to have them repair and recondition trade-ins when they don't have customer calls.

Taking trade-ins at realistic prices doubles our sales of new merchandise and I estimate that the sale of the trade-ins increases our net profit by about 25 per cent. We are now in the process of getting more detailed information on just exactly what our used business does contribute to our net profit. Where would aggressive car dealers be today without trade-ins? Let's learn a lesson from them! Most of our major competitors don't want to be bothered with trade-ins so this leaves us, as independent dealers, a wide open field.



WHAT do Friedrich dealers have that others don't?



(PROFIT)

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

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



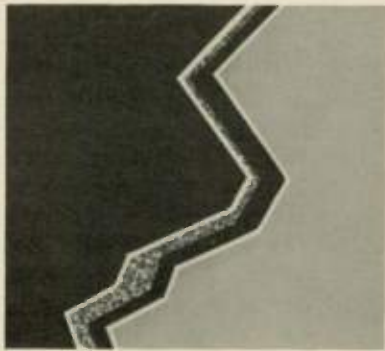
Profit, too, from Friedrich Central Air Conditioning. You can sell both - Friedrich room and central systems.



ROOM AIR CONDITIONERS
CENTRAL AIR CONDITIONING
COMMERCIAL REFRIGERATION



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



Double-wall construction helps retain heat and reduce sound. Porcelain-enamel tub is tough and durable, smooth as glass.



Two full-size revolving spray arms—one for each rack—assure total washability. Every item is washed and rinsed over and over.

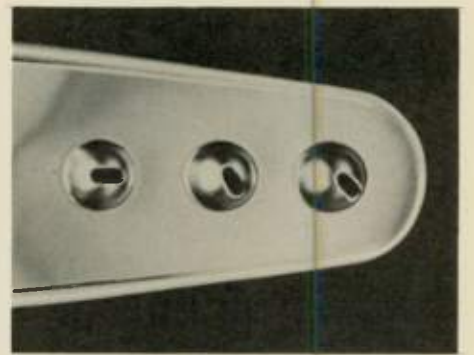


Self-cleaning filter constantly cleans the water, then cleans itself. Ends the need to pre-rinse. Prevents redeposition of food.



Dual detergent dispensers are easy to see, reach, and fill. Detergent is added automatically at start of each cycle.

We put a lot of "high end" into this low-priced dishwasher



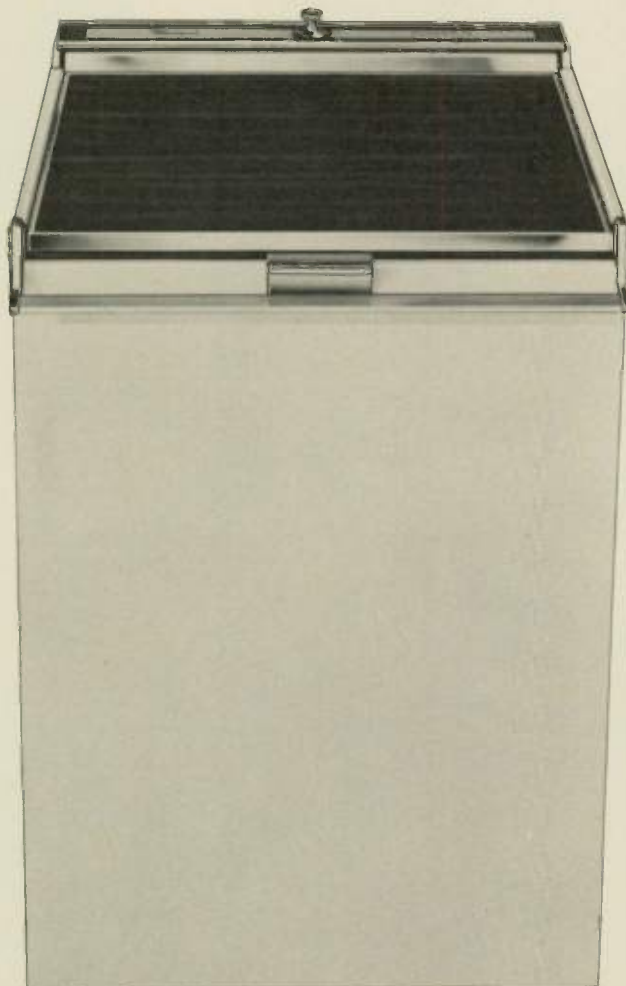
High-speed jet nozzles have extra-narrow openings to produce more scouring power. Jet streams "peel" off stubborn food particles.



Separate hose and cord compartments eliminate tangling and snarls. Hoses and electric cord store in separate, recessed compartments.

New Slim Look

Here's the new slim, trim type of design that suits modern tastes. Work top has a rich, wood-grain finish that cleans easily . . . resists stains, mars and heat. (Model STP-70)

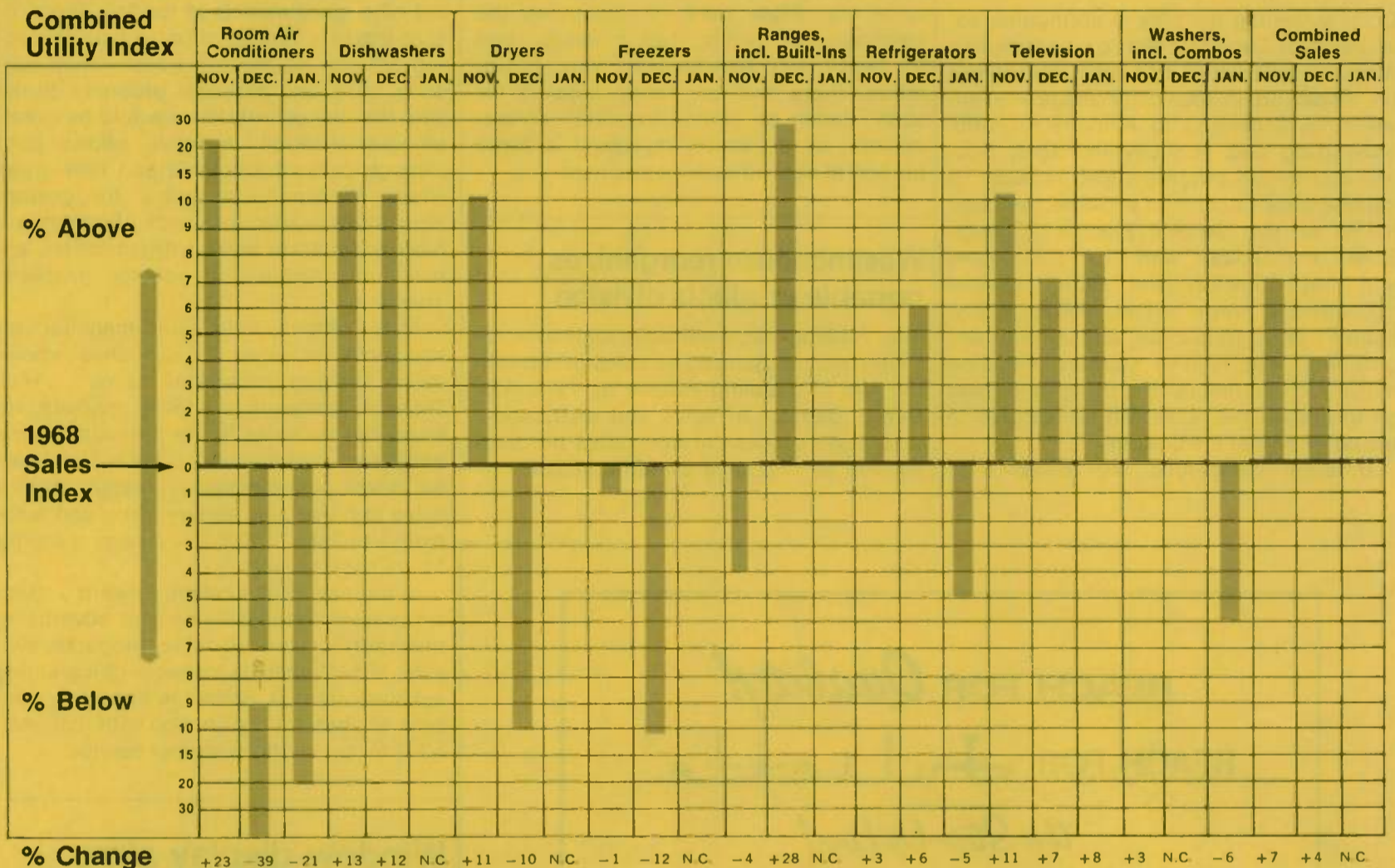


This popular Whirlpool dishwasher (the STP-70) gives you a lot to talk about. Many of our very best features, found in our high-end models. And a low-end price you can really promote! Your Whirlpool distributor also has a whole package of promotion materials—banners, ad headings, etc.—you can use for Mother's Day. Get in touch with him for some interesting ideas, information and prices that can help your dishwasher sales.


Whirlpool
CORPORATION

the mart index

The MART Index is a compilation of dealer sales figures collected and forwarded to MART Magazine by 20 utilities nationwide. A cross-section of utility sizes, city sizes, and locations are represented, but it must be remembered that these figures are representative and not comprehensive. They show the trends of major appliance and TV dealer sales . . . and are commented on in the MART Index "Analysis" below.



January City Utility Report

Utility	Room Air Conditioners	Dishwashers	Dryers	Freezers	Ranges, incl. Built-Ins	Refrigerators	Television	Washers, incl. Combos	Meter Population
Cent. Ill. Pub. Svc. (Springfield)	112	226	775	273	596	796	1889	998	223,394
City Pub. Svc. Bd. (San Antonio)	325	385	864	303	629	973	2391	1408	192,351
Dayton Power & Light	247	389	1467	403	963	1144	4743	1790	282,702
El Paso Electric	40	239	326	213	214	990	2095		99,225
Elec. Pwr. Bd. (Chattanooga)	110	130	605	92	409	435	921	778	83,930
Fla. P & L Co. (Miami)	9981	1418	2908	735	3616	5564	20,092	6057	887,896
Fla. Pwr. Corp. (St. Petersburg)	500	696	1071	361	2214	2239	5228	1978	375,700
Idaho Power (Boise)		222	468	153	339	386	711	609	94,400
Jersey Cent. Pwr.* (Morristown)	522	1253	1417	509	936	2239	5589	2676	433,290
Kentucky Util. Co. (Lexington)	61	265	1028	362	1171	1278	2945	1802	222,743
Nashville Electric Service		73	590	132	785	878			139,650
New Orleans Public Service	2102	410	1756	510	909	1576	3695	2154	165,499
N.Y. St. Elec. & Gas (Ithaca)	28	757	1339	535	1090	1339		1999	480,000
Omaha Public Power	131	219	539	193	372	469	1218	800	124,966
Pacific Gas & Elec. (San Francisco)	489	7287	14,200	2695	11,714	12,497	31,066	13,539	2,429,306
P. S. Co. of N.M. (Albuquerque)	10	217	503	183	201	496	1416	868	112,634
Savannah Electric & Power	291	164	277	107	266	446	1009	563	66,584
S. W. Elec. Pwr. (Shreveport, La)	276	502	1082		641	1494	2634		211,658
Union Electric (St. Louis)	2465	993	1514	776	1280	3902	8804	3341	606,000
W. Penn Pwr. Co. (Greensburg, Pa.)	334	476	1715	537	1223	1722	4123	2642	377,832
January, 1969, compared with January, 1968	-21%	N.C.	N.C.	N.C.	N.C.	-5%	+8%	-6%	

* includes N.J. Power & Light

ANALYSIS: It's an enigma. Checking January, 1967, against January, 1968, there were some rather significant sales increases — and decreases. Yet, comparing January '68 and January '69, a "no change" is registered in each of four important product categories. As reported by the utilities listed, sales of dish-

washers, dryers, freezers, and ranges in the first month of this year just about equalled those reported for January '68. On the other hand, room air conditioner movement declined 21 per cent from the same month of the previous year. Refrigerators and washers also were off (by five and six per cent respectively).

The only product, in fact, that registered any gain at all was television (up eight per cent). The TV increase was not enough, however, to offset the "losses" — so combined unit sales in January of this year also registered "no change" from those of January '68.

electric housewares and floor care news

Spotlight is on color in second-quarter GE ad program

Color is getting the play in springtime advertising of General Electric's housewares division; a "Festival of Color" theme will be employed in four-color magazine advertising, according to Anthony F. Forni, advertising and publicity manager. Second-quarter ad programs also include TV commercials in color to promote the color theme on the General Electric "College Bowl," the "Today" and "Tonight" shows and the "Smokey the Bear" special scheduled a week before Mother's Day. Father's Day, graduation, and June brides gifts will also receive support. Vacation items such as timers to turn lights on and off to protect the home will be featured in the latter part of the quarter.

Different campaigns are designed to

reach separate groups of consumers. These campaigns include:

Personal care — featuring the "Tip-to-Toe Beauty" concept. **Brides** — continuing the series of four-color portable appliance ads. **Floor care** — continuing the emphasis on owning two cleaners, one for heavy duty, one for light work. In addition, there will be heavy support for such items as irons, toasters, coffee-makers, et al, which represent a large portion of second-quarter business.

Westinghouse reorganizes portable products division

The Westinghouse portable appliance division has reorganized its sales group with the aim of doubling volume by 1973. A.D. Burke, director of sales and distribution, said that "success of innovative products as well as changing patterns of consum-

er buying make up the basis for the organizational realignment."

He added that the division will introduce **19 new models in the radio-phonograph-tape recorder lines in June and will bring out nine more models in the fall.** The division markets radios, phonos, tape recorders as well as electric housewares, personal care, and seasonal products. Burke said that henceforth there would be greater specialization in sales efforts both through present channels and new areas where Westinghouse plans for growth. Four sales managers, each of whom will have a separate selling organization, are now responsible for specific markets. They are:

M.J. Guiheen, field sales manager, responsible for sales to appliance wholesalers and appliance retail stores . . . H.G. Dickson, manager of special markets, responsible for sales to the premium, stamp and direct mail markets . . . W.B. Hall, market development manager, responsible for sales to hardware, jewelry, drug and automotive outlets . . . O.P. Clay, sales manager for military markets.

In the new organization, Edward J. Geczik is now merchandising and advertising manager for the portable products division. M.A. Damato is manager of marketing services. Vern D. Schauble becomes manager of physical distribution with responsibility for providing customer service.

Window display aims to sell June brides

The Eureka Williams Co., has developed a unique display for hitting the June bride market to complement its spring TV commercials, to be aired on 350 stations on 10 daytime programs.

The window display features four vacuum cleaners of different types, and a two-color banner in springlike bright pink and blue-green.

The display will include the "Easy-Glide" upright, the "Princess" canister with inside tool storage, a lightweight and a portable hand vacuum cleaner.

The addition by the dealer of ribbons, wrapped gift boxes, and paper wedding bells, all generally available locally, round out the display for promoting these products as ideal wedding gifts.

The TV commercials will feature 60-second situation spots in full color on the "Princess" model using a real-life princess who vacuums her castle just before a group of sightseeing tourists arrive.

Eureka is also taking the guesswork out of "whose cleaner I saw on TV" with a new table top display made to resemble a TV set which has color photos and product identifications extracted from the TV commercials.

REACH FOR *Quality!*
REACH FOR *Juliette*
the Step-Up Line!



TABLE RADIOS / PORTABLE RADIOS / CLOCK RADIOS / PHONOGRAPHS / TRANSCEIVERS
 8-TRACK STEREO MULTIPLEX / CASSETTES / STEREO COMPONENTS / TAPE RECORDERS

TOPP
ESTABLISHED 1958



Juliette
A NAME TO REMEMBER IN ELECTRONICS

EXECUTIVE OFFICES:
 4201 N.W. 77th Ave., Miami, Fla. 33166

OFFICES / SHOWROOMS / WAREHOUSES:
 NEW JERSEY . . . 40 WHELAN RD., E. RUTHERFORD, 07073
 NEW YORK 230 FIFTH AVE., 10011
 CHICAGO 501 E. ILLINOIS ST., 60611
 LOS ANGELES 2201 S. YATES AVE., 90022

For growth-area white goods-only firm

Installation as complete package sells dishwashers profitably

And accounts for about 25 per cent of store's business.



Levitt: "We try to qualify customers as to their needs, rather than step them up . . . it's easier to close the sale."

By Ken Lilienthal

The one thing that will sell a customer who has been price shopping for a dishwasher is that we can relieve her of all the nuisance of having to arrange to have it installed. What she'll save on a discount, she'll more than pay for installation. Most often any difference in price at that point stops being so important to her — or him."

Speaking is Lloyd Levitt, manager, Rockland Appliance Center, West Nyack, N.Y. Rockland Appliance, a white goods, parts, and service operation, is situated in an area that is considered one of the fastest growing in New York State. This is Rockland, the state's smallest county, but an excellent market for that appliance. Though development homes are the rule, most are not delivered with a dishwasher. But the firm has found that new home buyers, after their initial financial burdens have eased, quickly put themselves in the market for one.

According to Francis Haas, owner, "a little less than 25 per cent" of the store's dollar volume is derived from dishwasher

sales and installation. Some 85 per cent of the machines sold are built-ins; the rest are convertibles, portables, and dishwasher-sink combinations. The latter, a rare breed, are from KitchenAid, the store's prime line. Other brands carried are the Caloric convertible, the Maytag portable, Hotpoint, and Westinghouse. The bulk of the business, though, is in KitchenAid and Caloric, Haas notes.

Haas affirms Levitt's contention: "In every sales talk and in all our ads we stress that we install — complete, and fast, in one day. And we use our own men and are experienced in every possible problem-type job. Most are normal installations and require only one or two men. Other work is sometimes complicated, like a \$375 job we are working on right now — and that's the cost of installation only."

A "normal" installation, according to Levitt, costs \$67.50. "This covers our expenses, plus a modest profit. It includes (1) knocking out the dummy door and framework that is found in most of the homes and which gives the correct cabinet width

required, (2) connecting the machine to the electrical circuit, and (3) plumbing. We'll send a second man only if extensive cabinet work is needed.

"On the sales floor, in our presentation, we offer to send out an estimator the same day to figure the cost of the job," Levitt adds, "and we tell the woman she can be using the machine in 48 hours without having to call in any other contractors to hook it up. We can say, 'Here it is — when do you want it?' Which is a very good point to be able to make."

Because of the relative newness of homes in the area, Levitt estimates that only 15-20 per cent of the units sold are for replacement, but that this business is beginning to increase at a faster rate.

The "average" sale of a \$327 (Fair Trade) built-in, including front, grosses about \$67 for the store. ("They're second in profitability only to gas ranges," says Haas.) The most popular fronts — "we never stock less than 50 in inventory" — are avocado and coppertone. The inventory of dishwashers themselves (at the

Dealer Frank Haas (right) poses with Anthony Cianci, of Maytag's New York branch, and the company's portable, Model WP-600.



Utility home economists, in a new program, now will visit customers' homes to explain operation of appliances. Here, Levitt shows them towel set used in recent promotion.



store) is such that almost any unit can be delivered the same day as the sale is made.

Usually, about 10 units are on display. Best-seller is the mid-model of the three built-ins in the store's chief line. This retails for about \$300, plus installation. About 60 per cent of the units sold are in this price category; about 30 per cent are high-end, and the remainder are low-end models.

Since most initial consumer interest focuses on the mid-range model, no concentrated effort to step up is made.

"We try to qualify customers as to their needs, rather than step them up," Levitt says. "I'm not saying this to sound noble, but the dollar margin difference isn't that much, and it's usually easier to close the sale on the one they've got their eye on. If I see or learn that they have young children, though, I point out the very high temperature — 180 degrees — final rinse of the top model, which is an advantage with baby bottles and for germ killing.

"If a customer asks if the middle model is really better than the low-end, I'll explain the features that the cheaper one *doesn't* have. Particularly the 'rinse-hold' so they can rinse partial loads and leave them in the machine, wet, until they fill it. If a customer asks about any feature at all, it is the 'rinse-hold' they'll ask about."

Levitt sees an increasing market for convertibles. The unit that Rockland Appliance stresses sells for \$239, and it is offered by the manufacturer as a built-in for the same price. Of course, Levitt tells customers, the convertible should normally sell for more because of its "extras" — the casters, the top piece, back, and side panels. His answer to customers who ask "how come?" is that the manufacturer seems to be subsidizing the cost because it wants to make inroads in the convertible market and become important in it. That's why the convertible version doesn't cost any more than the built-in model.

Where is the market for convertibles?

Levitt was asked.

"One, it is people who are renting and either don't want to build-in or can't get the landlord's permission, so they use the machine as a portable until some later time. Two, it is people who for one reason or another want to postpone the expense of building-in. Three — and least often, hardly ever — it is because they want a portable unit, but one which must be front-loading. Since these models are not generally available, they buy a convertible."

The firm finds that dishwasher sales are generally an all-year business, but that the business peaks at gift-giving times and Thanksgiving — more noticeably with portables than with built-ins.

Is service a problem? "No more than with other appliances," Haas answers. "The biggest difficulty is customer abuse: overloading, foreign matter getting into the pump, not enough hot water, covering one piece with another, things like that. Customer instruction is most important — and they are careful at first — but after a while they get sloppy."

A step toward proper customer instruction has been taken by Orange and Rockland Utilities, an appliance-selling gas and electric utility with 14 sales outlets in its territory.

In a dealer co-operative program, the utility will send a home economist to the customer's home to explain and demonstrate any appliance sold by any dealer.

This is a recent move by the utility, and welcome, "even though they're still competing with us," and Rockland Appliance took full advantage of it in a newspaper ad which took the form of a letter: "... We are pleased to announce that effective immediately Rockland Appliance Center is prepared to offer, at no additional cost to you, the services of a staff of trained home economists who will, by appointment, visit your home and completely demonstrate your new appliance. This is part of our continuing effort to provide our customers with the very best in sales and services . . . Very truly yours . . ."

The ad is addressed "To the Public of Rockland County" and gives due credit to the utility: "In co-operation with Orange and Rockland Utilities, we are pleased to announce a new demonstration service . . ."

In an area not yet hit with any substantial close-by big discount store competition, Haas and Levitt recognize that, "We must gear ourselves to compete hard. We can't be bigger, so all we can do is be better on service. The big stores could do exactly what we're doing — but they don't. That's our ace." Some of the local competition they know is soon forthcoming are such giants as a full-fledged Sears, Bamberger's, Friendly Frost, Trader Horn, Masters, "and who knows who else."

better service

It's microfilm cards for service manuals in WASSCO trucks

How does an appliance service man carry enough information and parts in his truck to successfully service the wide variety of products and models the customer may have in her home?

One way is provided by a new microfilm application technology which has allowed Westinghouse Appliance Sales and Service Co. to replace service and parts manuals with a small box of microfilm cards and an enlarging reader in the truck. Each 5-by-7-inch card holds 96 pages of parts and service data. The reader magnifies each individual page to larger than standard page size.

"Not only is more space available in the truck for parts," (where a massive file of books and manuals often measures 12 feet of shelf space, 100 microfilm cards containing photographs of 9,600 pages of service information takes up a space only two inches deep), "but we can complete more calls because more complete and up-to-date information is readily accessible to the service man," said W. G. Huelin, WASSCO service manager for the area including Baltimore and Washington, D. C.

TMA names Searle its service manager

Joseph M. Searle has been named service manager for Television Mfrs. of America Co., Wheeling, Ill., it was announced by Daniel J. Domin, president.

"The creation of this new position of service manager is the result of our company's stepped-up emphasis on improving relations with our customers — dealer and consumer

alike," stated Domin, who recently assumed the presidency of the electronics firm which manufactures and markets Muntz Television, Howard Stereo, and is engaged in private label manufacturing.

Domin also announced that Conrad A. Henrich has been appointed quality control manager, the post vacated by Searle.

RCA calling card asks "What else needs fixing?"

RCA Electronic Components has announced a new promotion program designed to stimulate sales in electronic servicing for the service dealer.

The new program incorporates



RCA calling card

the use of attractive, red and black, die-cut calling cards containing a "What Else Needs Fixing?" message that can be handed to the customer when the service man arrives at the home. These calling cards will trigger the customer's thinking, reminding her of some other electronic device or appliance that may need servicing.

The calling cards should work equally well on in-store customers who bring their portable electronic equipment in for repair.

As part of its support of the industry-wide "What Else Needs Fixing?" program, RCA is making these calling cards available to radio-TV service dealers through their authorized RCA tube distributors.

Our tubes have finally met their match.

We've been making power output tubes for a long time.

Now, we're matching them.

You can get the most popular output tubes—6BQ5, 7591A, 7868, and 8417—in carefully matched pairs.

Matched pairs that lower harmonic distortion, reduce hum.

And give you more satisfied customers.

Sylvania is the only domestic brand that your distributor has in stock. Just ask for 6BQ5P, 7591P, 7868P, or 8417P. The suffix "P" assures you that you are getting a set of tubes factory-matched by Sylvania.

Sylvania Electronic Components, Electronic Tube Division, West Third St., Emporium, Pa. 15834.



SYLVANIA
A DIVISION OF
GENERAL TELEPHONE & ELECTRONICS

MARKETING AND DISTRIBUTION MANAGER

BANG & OLUFSEN, leading European manufacturer of complete line of prestige HI-FI components with good U.S. potentials seeks highly qualified manager. A BANG & OLUFSEN INC. will be organized to handle import and gradually nationwide distribution.

Qualified applicants must be well experienced in marketing of HI-FI equipment and be geared to build up an efficient sales organization and high class service network.

As the introduction to the U.S. is planned to take place late this summer, applicants should be prepared to start working on the project in due course. Manufacturer will be in the U.S. shortly for interview.

Reply to:
BANG & OLUFSEN A/S
7600 Struer
Denmark

**When you sell
the best color TV...
package it
with the best antenna
for extra profit!**



Old antennas used with B&W TV are often inadequate for optimum color reception. So when your customer buys a Zenith Color TV, you do him a service by suggesting a Zenith outdoor or Wavemagnet® indoor color TV antenna . . . both engineered to provide the superior color reception that assures you a satisfied customer.

And both of you profit.

Displaying Zenith antennas in your store makes it easy and natural to suggest the add-on sale.

Your Zenith Distributor has the complete line of Zenith quality-engineered TV antennas and antenna accessories. His staff has the technical experience and knowledge of your area to recommend the best antenna for any installation.

Why not sell the best

ZENITH

The quality goes in
before the name goes on

by Jack Adams

the balance sheet



The Need For Managers — If there is any one problem that is shared by the vast majority of appliance-home electronics store owners, it is the need for capable people. Not only are service, sales, and delivery men in short supply, but there is a pressing need for capable managers.

Many dealers are crying for more training in management skills for themselves. Others are feeling the press for managers who can enable them to expand their operations and in some cases take over eventually a business which the owner may have spent 12 to 16 hours a day building.

Not even the mighty Sears, it would seem, is immune to an epidemic that has left people with management potential in short supply. One could guess many reasons why such a shortage exists. And an industrial psychologist might even pinpoint specific reasons in various markets.

But the busy appliance dealer, faced with increasing competition and a need for more traffic, greater sales, and larger margins, too often does not have the time to wait for a long term program to solve his problem.

And perhaps therein lies a root cause of the management shortage at the retail level: dealers have been so busy expanding their businesses or seeking to hold their own that they have not had the time to assess the manpower in their employ for traces of management potential or perhaps in other cases they have not had the time to paint a picture of job growth to the employe down the line and then give this man the time to help prepare himself for increased responsibility.

The search for management talent in some cases goes beyond finding people who can help a business to grow or at least hold its own. In some instances for the dealer who has no successor, it can mean the survival of a business.

One dealer who has a long established single store operation and no son to succeed him is selling 10 per cent of his operation yearly to each of two employes, both of whom have been with him for some time.

Eventually, they will own the business, but until that day arrives, he will have been with them in a consultant capacity to ease them into their new mantle of ownership.

A very large multiple store owner is talking of going halves with capable men in establishing branch operations. He also speaks of possibly bringing women into the business as managers.

The pace and tenor of a time that has created the need for greater management skills has perhaps made more difficult creating the proper at-

mosphere for bringing along employes with management potential to a point where they can assume a role of responsibility.

Or it would seem that industry has not found the time or the formula for painting the picture that will attract such men.

If the shortage of capable sales and service people is critical, then the need for managers to guide and motivate these people so as to keep them in the business is even more critical.

Some noteworthy efforts have been made by organizations such as NARDA and Whirlpool to impart management knowledge to people already in the business and to help sons of dealers decide whether they want to stay in the business.

But it would seem that the reservoir of people with management potential in the industry is not deep enough, and retailers as much as possible by themselves and probably with the aid of manufacturers, associations, government agencies, and perhaps even schools are going to have to establish a dialogue with those youths who potentially are tomorrow's managers.

And possibly the store owner who thinks the way he built his business is the only formula for success may have to restructure his thinking to offer a meaningful goal for the many ambitious young men who are still to be found in our society.

Perhaps, as has been suggested in these pages previously, a stop gap measure is to include a period of service in retail stores in manufacturer management training programs.

By its very nature any industry manager procurement program must have its long term aspects to permit the industry to tell its story to young people before they have chosen other careers.

Dealers may even have to alter their thinking concerning the amount of control and the actual share of ownership of the business they are willing to surrender to valuable managers.

Dealers (and some are) may even have to go before groups of young people to paint for them an attractive picture of why they should want to enter the retail appliance business — to prove to them that this is a business which can offer excitement, dignity, and financial reward.

Perhaps the industry should utilize print ads, movies, and two of the products which it sells, namely radio and TV, to tell the story of opportunities that are offered in appliance retailing.

This industry still has an exciting story to relate to future managers, but the script needs rewriting.

Our best is full of holes.

Picky, picky women.

They even go so far as to count the holes in the bottom of a steam iron.

And when they take count of Hoover, they'll count 50 steam holes.

But holes aren't all we have to offer.

We've got nine irons this year. Some steam. Some spray. Some dry.

Some have stainless steel bottoms. Some aluminum. Some a Teflon* coating.

Some have a water gauge. Some have a finger-tip spray. Some have a one-bolt take-down for at-home cleaning.

Some have the cord on the right. Some in the middle. Some let it go on either side.

And they all have one thing in common.

Hoover quality. Which has built up Hoover's reputation with women.

Which can move a lot of irons for you.

So strike while the irons are hot.

The Hoover Company, North Canton, Ohio 44720. *Dupont's registered trademark for its TFE non-stick finish.



P3017

HOOVER MODEL 4520
120VOLTS 1200WATTS -A.C. ONLY

THE HOOVER COMPANY, NORTH CANTON, OHIO.



In portable color TV Panasonic has the answers. Automatically.

Like in Black and White. So will it be in color. The swing is towards portables, automatically.

Panasonic has the answer. A complete line of "automatic" color portables in 12", 15" and 18" screens, diagonally measured. Makes sense, doesn't it?

They may cost a little more than competition. But there's a reason. They aren't low-end portables. They're high-end portables. To give you higher profit margins. And they're loaded with automatic features.

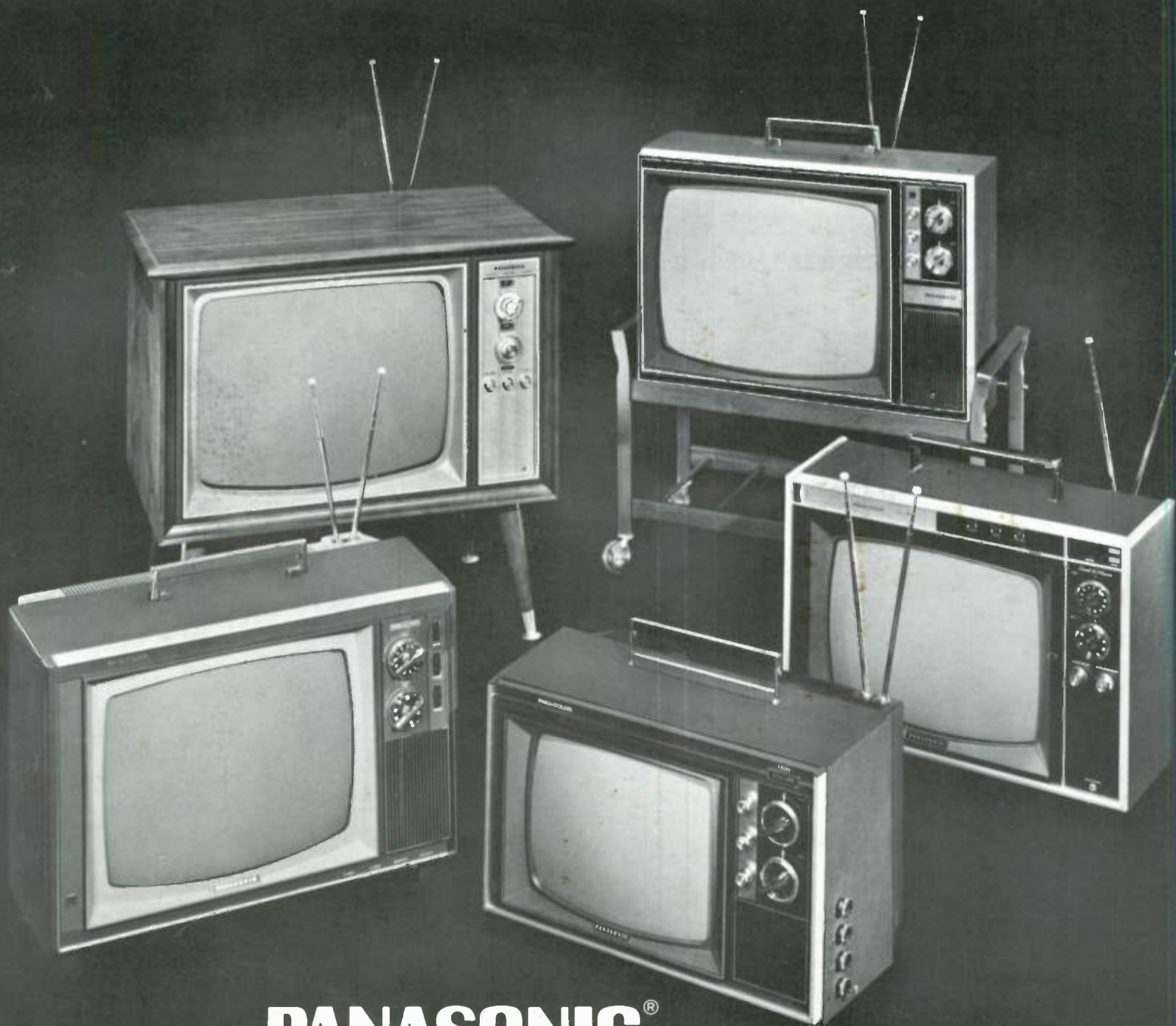
Like Panacolor. Automatically keeps your color

true. Speed-O-Vision gives you instant picture and sound, automatic too. Or Exact-O-Vision to let you see when you're fine tuned perfectly.

And more automatics. Automatic Degaussing. Automatic color indicator light. Automatic Noise Canceller Circuit. Automatic Color Saturation Control Circuit.

The only thing not automatic are the optional TV tables, for each and every model.

So take your customer over to a Panasonic Color Portable. If he questions the price, show him this ad. It could help, automatically.



PANASONIC[®]
ALL OVER THE WORLD