

Refrigerator-freezers: a Mart consumer study

Display's the thing for "second Christmas" season

Radio shows help produce TV sales

A Buttenheim Publication

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

MAY 1/69

What consumers want  
in their  
refrigerator-freezers:

# mart

# NO-FROST

# CEMAKER

# UTTER & EGG UNITS

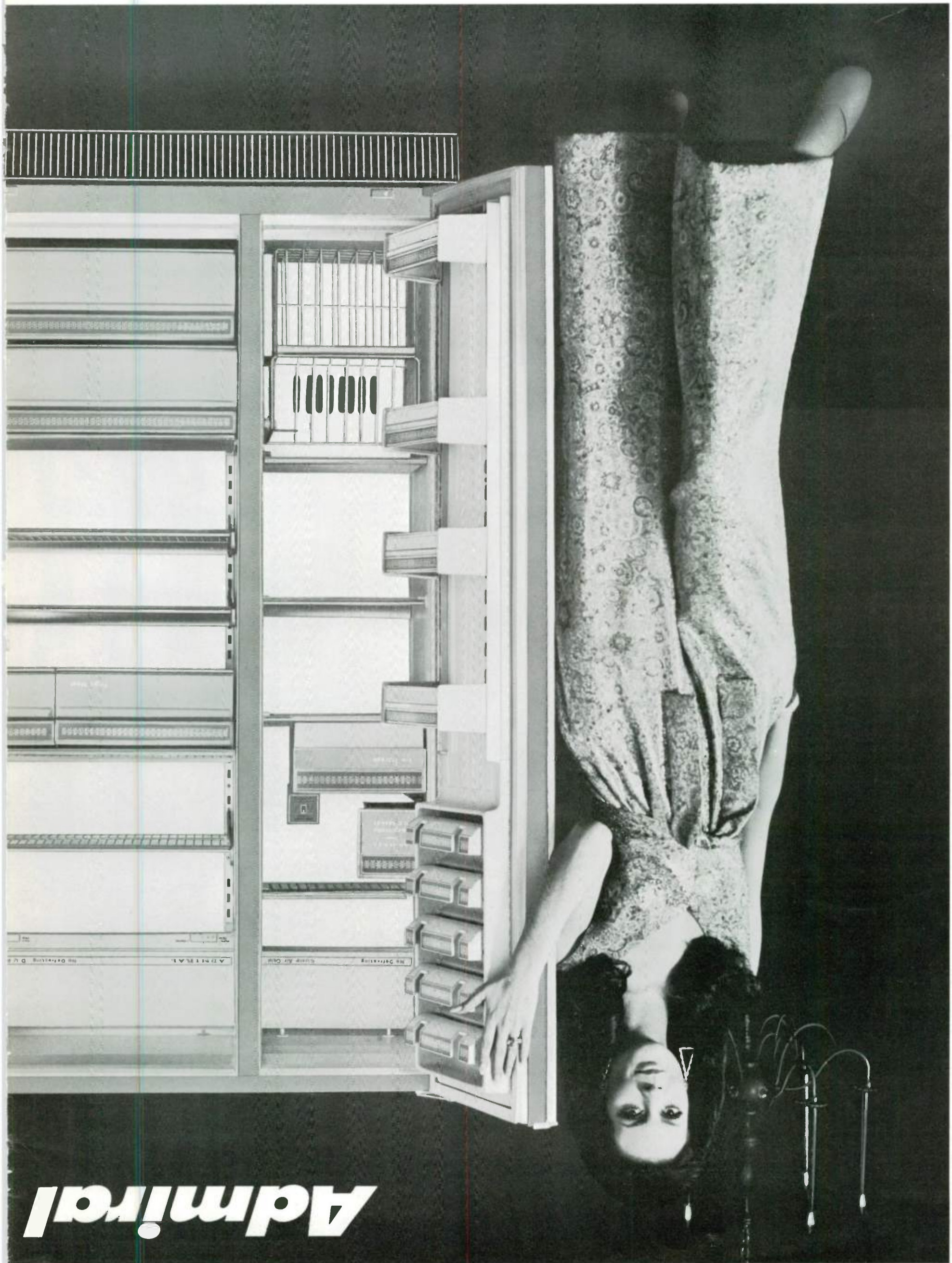
# VEGETABLE CRISPER

# SLIDING SHELVES

# SIDE-BY-SIDE

# COLORS, ETC. ETC.

1304092HAWKESHK2A 11/71  
A H HAWKES OWNER  
HAWKES TV  
RT 302  
WESTBROOK ME 04092



**Admiral**

# Duplex<sup>®</sup>

FREEZER/REFRIGERATOR

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

**Admiral Duplex Freezer/Refrigerator: More sizes—including a new 16-cu.-ft. model—plus distinctive new hidden door handle styling and a new interior color! Plus the greatest new appliance line in Admiral history!**

Admiral presents the most wanted side-by-side in a new sales-making size . . . a new 16-cu.-ft. model to broaden customer appeal and keep the Admiral Duplex Freezer/Refrigerator the leadership line of 1969!

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

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

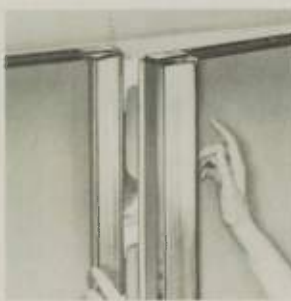
**Mastercare Maintenance**—New this year: a program to cover all first-year maintenance work—in all 50 states—in accordance with the Admiral warranty.

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

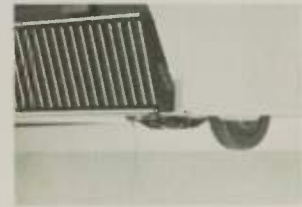
**Admiral is back big in TV to back you on the floor!** We're back in TV! On NBC's top shows. Millions and millions of viewers will see what you're selling...to help you sell more!

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

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



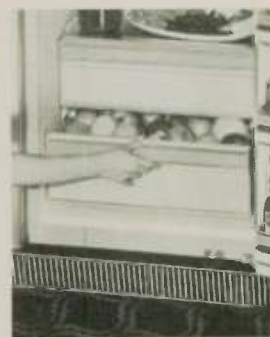
**ADMIRAL WHEELS.** Heavy-duty rubber wheels that make even the biggest Duplex easy to move.



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



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



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

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

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

## Admiral Duplex<sup>®</sup>

Freezer/Refrigerator

The 1 to watch in 1969.

# unique: sophisticated performance from ultra compact stereo systems.



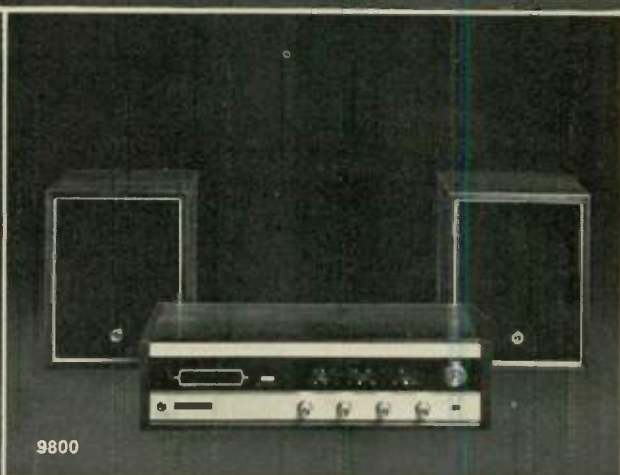
4320



4210



4200



9800

Only JVC's unchallenged experience in the field of micro-electronics could produce these superbly styled and engineered compact and bookshelf stereo systems.

**Model 4320—All-In-One Solid State Stereo Compact** A powerful 20 watts in output. Super sensitive AM and FM radio reception, plus a built-in FM stereo adaptor. 4-speed (16 $\frac{2}{3}$ , 33 $\frac{1}{3}$ , 45 and 78 rpm) compact automatic record changer with diamond stylus. Handles up to six records at a time. Handcrafted speaker baffles with an exceptionally wide frequency range. External speaker selector in front. *Main Unit: 7 $\frac{3}{4}$ " H, 14 $\frac{1}{2}$ " W, 12" D 11.9 lbs. Matching Baffles: 13 $\frac{3}{8}$ " H, 8 $\frac{7}{8}$ " W, 6 $\frac{1}{4}$ " D 4.2 lbs. each.*

**Model 4210—Solid State AM/FM Stereo Compact with Matching Speakers** Similar to the 4320, but without the built-in record changer. *Main Unit: 3 $\frac{3}{4}$ " H, 14 $\frac{1}{2}$ " W, 12" D 10.1 lbs. Speaker Baffles: 13 $\frac{3}{8}$ " H, 8 $\frac{7}{8}$ " W, 6 $\frac{1}{4}$ " D 4.2 lbs. each.*

**Model 4200—Separate Micro-Component Stereo System** A powerful full-fidelity stereo system that totals in weight what some standard components weigh apiece. The micro-compact amplifier offers a large power output of 44 watts, a bandwidth from 30 to 20,000 Hz and a low-distortion factor of only 1%. Matching AM/FM/FM Multiplex Tuner shows outstanding sensitivity and selectivity characteristics as well as a stereo separation figure of more than 40 dB. Contemporary styled speakers have an input of 12 watts and a wide 45 to 20,000 Hz frequency range. All components are finished in special selected walnut. *Amp. (5004): 3 $\frac{3}{4}$ " H, 9" W, 8 $\frac{3}{4}$ " D 7.7 lbs. Tuner (5005) 3 $\frac{3}{4}$ " H, 9" W, 8 $\frac{3}{4}$ " D 5 lbs. Baffles (5300): 11 $\frac{1}{4}$ " H, 7 $\frac{1}{2}$ " W, 8 $\frac{3}{4}$ " D 7 lbs.*

**Model 9800—Solid State AM/FM Stereo Compact with 8-Track Stereo** Three-in-one stereo system that brings AM, FM and FM stereo reception as well as 8-Track Stereo to any room in the house. Faithful full-fidelity reproduction from compact matching speaker system. Solid state circuitry for 8 watts in output. Versatile tape playing functions with full control and indication. Luxuriously finished selected woods. Inputs for turntable, recorder and headphones. *Main Unit: 5 $\frac{3}{8}$ " H, 18 $\frac{3}{8}$ " W, 9 $\frac{7}{8}$ " D 13.5 lbs. Matching Baffles: 10 $\frac{1}{4}$ " H, 8 $\frac{1}{4}$ " W, 9 $\frac{5}{8}$ " D 3.3 lbs. each.*

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

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

Name \_\_\_\_\_ Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

# JVC

Manufactured by Victor Company of Japan, Ltd

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

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

May 1/69

# mart

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Mart magazine, including Electrical Dealer, May 1, 1969, Vol. 13 No. 8 • Buttenheim Publishing Corporation 1969. All rights reserved. Buttenheim Publishing Corporation, 757 Third Ave., New York, N.Y. 10017. Controlled circulation postage paid at Waseca, Minnesota. Subscription rates: United States \$10 per year. Canada and Foreign \$20 per year. Published on the 1st and 15th of every month.

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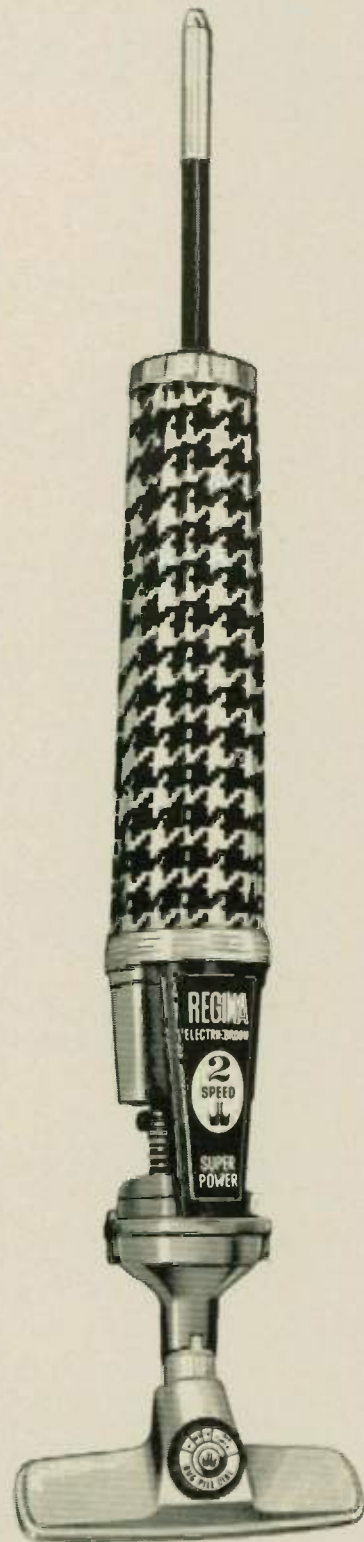
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## What's so hot about the hot electric?



Just look at the sales figures and you'll see how the Stick Vac has grown over the years.

Steadily. With no setbacks and no leveling off.

Why just last year, Regina Elektrikbrooms® increased in sales by almost 50%.

And that's why Regina is the hottest hot electric around.

# REGINA

Quality floor care products... Worldwide Factories: Rahway, N.J.; Welland, Canada; London, England

# for the twelve month point of sale piece

**point 1**

Any room converts to a room-with-fireplace in minutes with the new Decorator Electric Fireplace.

**point 2**

Go ahead! Touch the touchably attractive hood at any point—it's always cool because the heater is thoughtfully located elsewhere.

**point 3**

The Decorator Electric Fireplace can be hung for a "built-in" fireplace look by using the rugged wall-mounting bracket that's included.

**point 4**

Point up personal tastes and styles with a choice of optional brass decorator plaques.

**point 5**

Point to the contemporary neutral styling of baked-on black enamel finish with brass-colored aluminum trim.

**point 6**

Here's a point of added realism—a real fireplace screen of steel mesh with solid brass pull and chain.

**point 7**

Dancing points of glowing light among genuine oak logs create a romantic flickering fire effect.

**point 8**

Support your sales points for a free-standing fireplace with these sturdy steel legs.

**point 9**

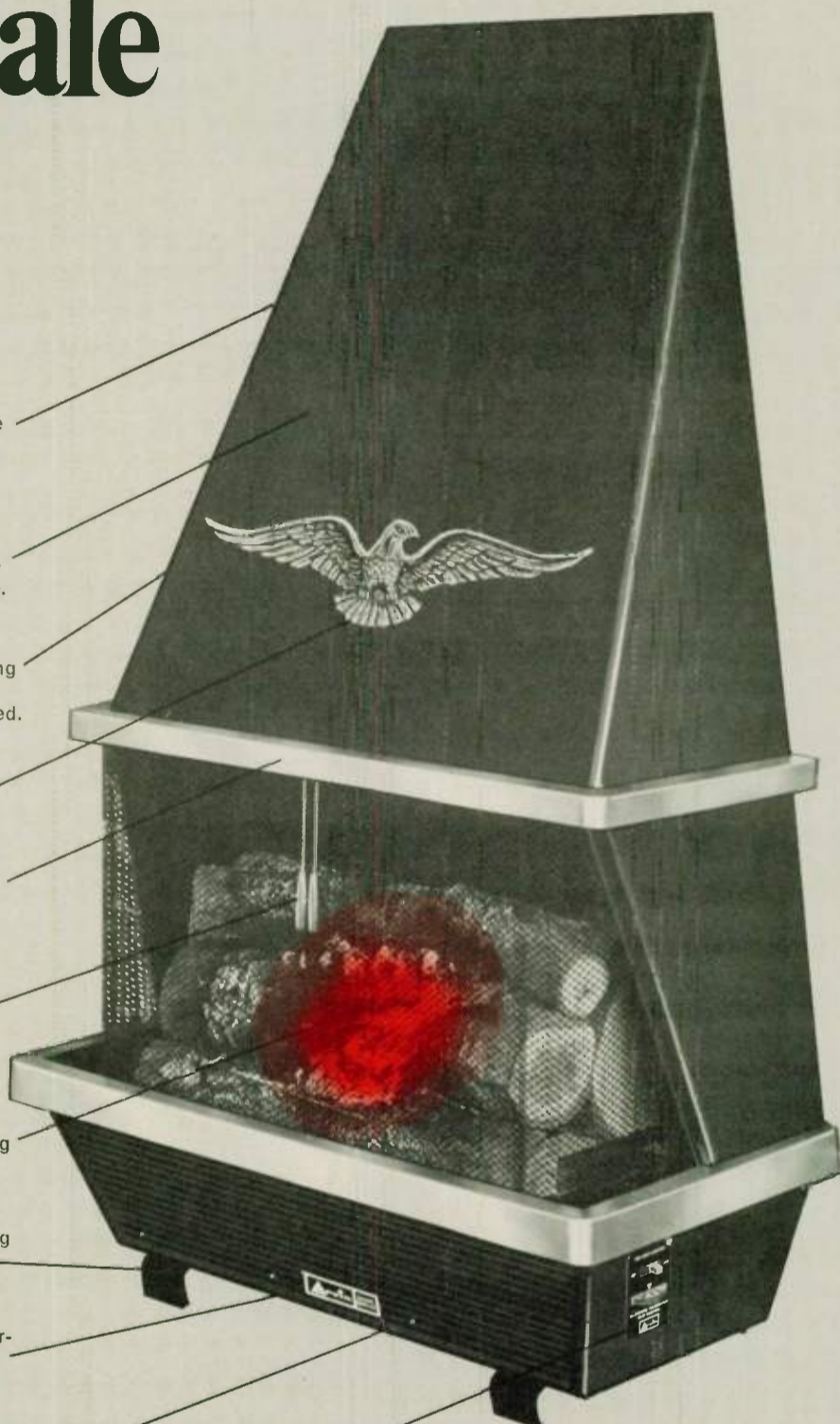
Don't overlook this silent point—the whisper-quiet fan fills the room with warmth without imposing on the mood.

**point 10**

Its practical points include a whole-room forced-air heater to make even the hardest-to-heat room comfortable.

**point 11**

The simple-to-operate controls include on-off flickering fire switch and a 30° to 120° range thermostatic heater control with positive off.



Model 90H10-1K  
(shown)  
120 Volts  
Single Fan-Forced Heat  
1650 Watts  
Includes Logs

Model 90H20-2K  
240 Volts  
Three Fan-Forced Heats  
2,000, 3,000, 4,000 Watts  
Includes Logs

**point 12**

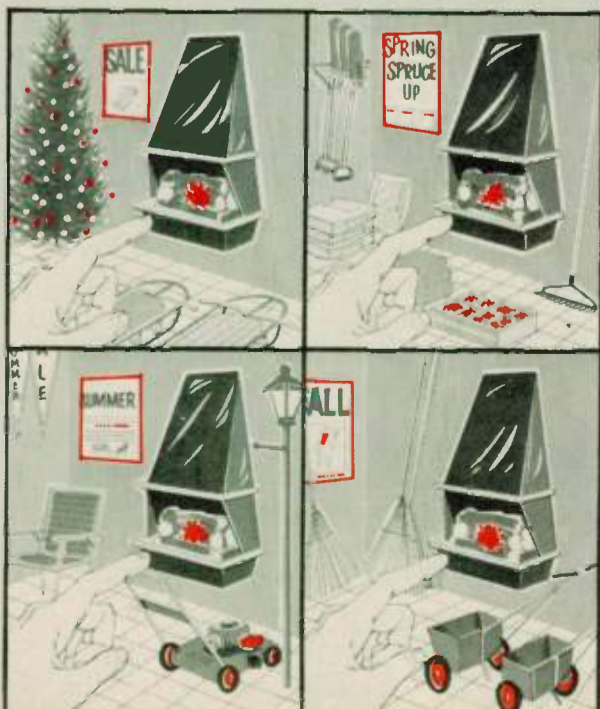
We're eager to point out the profit advantages of Arvin. Write, wire or call Arvin Industries, Inc., Consumer Products Division, Dept. E-9, Columbus, Indiana.

**point 13**

If it's convenient, make it a point to stop at one of our showrooms . . . at Chicago, Dallas, Los Angeles and New York.

**point 14**

The whole point is that the new Decorator Electric Fireplace is backed by fifty years of leadership—assurance that Arvin points the way to profits.



## point out

# Arvin®



THE NEW DECORATOR ELECTRIC FIREPLACE—a romantic fireplace, a dependable room heater, a handsome decorator piece. Point with pride year 'round to all its features, knowing Arvin excellence means excellent profits 12 months of the year. At \$119.95 retail (Model 90H10-1K), it can't help but fire up sales.

Regional winners announced in Mart contest for distributor salesmen . . . Corning's \$590 range proving popular with middle income consumers . . . Maytag plans more schools.

# mart news & trends

## Mart names regional winners in Distributor Salesman-of-Year contest

The regional winners in *Mart* magazine's 11th annual Distributor Salesman-of-the-Year competition have been selected. The objective of the contest is to honor wholesale salesmen for outstanding service to dealers and, by means of the contest, to promote and encourage such service.

For purposes of the competition, the United States is divided into eight geographical regions, and a winner is chosen from each region from nominations submitted by dealers. The judges will select the top winner — the Distributor Salesman-of-the-Year for 1968 — from the following list of eight:

**Region I:** Frank D. Pirri, of Ballou, Johnson & Nichols Co., Providence, R.I.

**Region II:** Paul E. Maurer, of D&H Distributing Co., Harrisburg, Pa.

**Region III:** Karlh McCallister, of V.J. McGranahan, Inc., Dayton, O.

**Region IV:** Harvey V. Lee, of Reinhard Brothers Co., Fargo, N. Dak.

**Region V:** Gasper Bua, of Raybro Electric Supplies, Inc., Tampa, Fla.

**Region VI:** Hal Blaum, of Whirlpool Corp., New Orleans, La.

**Region VII:** Gene Crawford, of Strevell-Paterson Co., Salt Lake City, Utah.

**Region VIII:** Steve Previte, of General

Electric Co., Fresno, Cal.

Judges in the competition were last year's Distributor Salesman-of-the-Year, Ralph Percival, of Milhender Distributors, Boston, and Ken Lilienthal, executive editor of *Mart* magazine.

## Mart magazine names feature editor

Joining *Mart* magazine as feature editor is Anthony G. Rud, of Pittsfield, Mass., a newspaperman for the past 22 years.

In his new position, Rud will be responsible for supervising and obtaining feature coverage from manufacturers, distributors, and dealers served by *Mart*.

An editorial writer for *The Berkshire Eagle*, a daily newspaper in Pittsfield,

## Trade, public to view Japan exposition at three sites

Between 100,000 and 300,000 consumers are expected to pay an admission fee of \$2.50 to tour the Japan Exposition, Trade & Culture, 1969 in each of three cities, Philip Metz of the exposition management firm stated last month in New York City during a reception for potential exhibitors.

The show is expected to have between 300 and 400 exhibitors in each location. It will be open to the trade from 9 a.m. to 1 p.m. and to the public from 2 p.m. to closing. Merchandise to be exhibited includes home entertainment products, electrical appliances, toys, cameras, watches, cars, and motorcycles.

The exposition also will offer displays of Japanese art and demonstrations of flower arranging and other Japanese skills. It is being sponsored by the American-Japan Society, Inc., the Mainichi Newspapers, and the World Trade Center of Japan, Inc.

Dates and locations for the exposition are: New York Coliseum, New York City, Oct. 25-Nov. 3; International Amphitheatre, Chicago, Nov. 8-Nov. 17; Los Angeles Memorial Sports Arena, Nov. 22-Nov. 30.

## Corning's "Counterange" selling well to mid-income groups

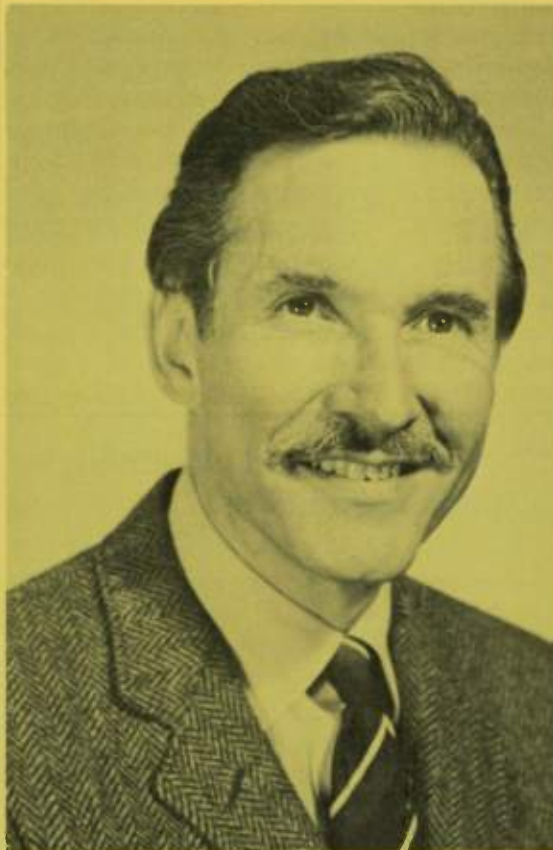
Distribution of the Corning Glass Works "Counterange" has been expanded to 11 marketings since its initial tests in Syracuse, N.Y., Boston, and the Minneapolis-St. Paul areas last November. The new markets are Florida, Washington, D.C., upper New York State, Vermont, New Hampshire, Maine, Rhode Island, and Milwaukee, according to Ron Seegar, Corning's midwest sales manager.

The "Counterange," which is a combination of Corning's "Counter That Cooks" and a Frigidaire-made electric self-cleaning oven base, has made excellent market penetration in the Minnesota market, Seegar reports, with the most significant fact being that the purchasers of the \$590 Fair Traded range are mostly mid-

### Display shows all



A new display for Motorola's "Quasar" color TV is this clear plastic display sleeve which wraps around the drawer, keeps it open, yet permits the "works" and mini-circuits to remain visible to the shopper. Attachable pennant calls attention to the set on the retail floor.



Anthony G. Rud

since 1957, Rud previously had been a general reporter and weekly by-lined columnist. He was graduated in 1941 from Dartmouth College, where he was a member of Phi Beta Kappa honorary society. He spent 40 months in the U.S. Navy during World War II, serving in the Atlantic and Pacific theaters.

# news & trends

## die class and farmers.

The most important sales point has been the cleanability of the flat surfaced cook-top, not the thermostatic burner controls as was anticipated.

A minor problem that did develop, chiefly in the built-in countertop, was that if the initial purchaser moved from an apartment or sold his home, it presented a need for "education" of the new user. Here, the electric utility has been helpful by providing home economists. And, Seegar added, if the original specially ground and polished flat surface cookware needs to be replaced (cost, around \$90), this would be an additional expense for the second owner. In apartments a deposit could prevent the problem, but a home sale is another matter.

The range is selling well in four colors — avocado, harvest yellow, white, and copertone — in that order.

As part of the planned expansion of the "Counterange," Corning is holding training meetings for service and sales personnel.

## Maytag training school a success; more are being planned

Last August, Maytag spent over \$100,000 and four weeks to teach 23 young men (average age 21.5) who had no experience to sell major appliances.

The results? One failure. Three questionables. And 19 successes ranging from the good to the rousing.

Seventeen graduates returned to Maytag headquarters in Newton, Ia., for a class reunion on April Fool's Day, but it was no joke. All looked considerably more prosperous than they had seven months earlier. But, then, they should have.

**On the average they were earning twice what they had while they attended Maytag's first Retail Sales Training Institute; some were doing better.**

"One young man had been earning the minimum hourly wage," says Dr. Max Fuller, Maytag's director of field education. "He recently earned \$1,435 in one month, and is holding his own with experienced salesmen."

Another, who came right from high school, earned \$350 in commissions his first month home, \$640 the second, and is now averaging more than \$700 a month.

**Boys 18, 19, and 20 who knew nothing of appliance retailing talk of owning their own stores someday, and Fuller knows of two alumni who are being groomed to become store managers when their employers expand.**

"I know I made a mistake," says the dealer who hired the one man who is no longer in selling. (Maytag had nothing to do with hiring the trainees. Retailers hired them, paid them a salary while they trained, and promised them a job when they graduated.) The 18-year-old apparently decided

he did not like selling when he returned to the salesfloor, and is now working in an office.

Three others no longer work for the dealer who sent them to Iowa. One who is selling encyclopedias door-to-door while he goes to college says he is still interested in retail selling. Another sells for a consumer electronics retailer. The third works (at last word) for a competitor of his sponsor.

**"But I think we proved that you can teach someone to sell," says Fuller. "Furthermore, you don't have to teach them to sell any specific product. You can teach the basics of retail appliance selling, and the man himself can figure out how to apply the principles to Maytag washers or Amana refrigerators or Motorola television sets. The boys told me that they had learned how to get product knowledge off the spec sheets."**

The boys also told Fuller, who with other executives interviewed graduates to learn how the real world had changed their ideas, that they seldom see a distributor salesman after he shows the new line — an indictment of all brands.

"But it seems to me," says Fuller, arguing that this contact is valuable, "that I would sell the product of the man who took an interest in what I was doing and who could help me with my questions."

The trouble is, as every wholesale salesman knows and as Fuller acknowledges, the salesman does not make any money — at least not directly — jawing with retail salesmen.

Fuller hopes that his management will permit him to run two 25-student sales training classes a year. Dealers would probably be asked to help pay part of the cost, which, now that Maytag has invested in training films, video tape equipment, and a model store, would only be about a quarter of the original session. Fifty salesmen a year are not many, but Fuller believes it is better to light a single candle than to curse the darkness.

## Consumers optimistic about business conditions

Consumer attitudes "improved" in the first quarter of 1969, and regained last year's level, The University of Michigan's Survey Research Center reports. Fears of inflation grew no worse during the last 12 months. Still, no spending boom is in sight.

The latest SRC quarterly survey of consumer attitudes and inclinations-to-buy, based on a national cross-section of more than 2,000 families interviewed between January 10 and March 10, shows a gain in the "SRC Index of Consumer Sentiment" from 92.1 in November, 1968, to 95.1. The index stood at 95.0 in February, 1968. (February, 1966, is equal to 100.)

Economists George Katona and Jay Schmiedeskamp, who directed the national survey, say that the recent change in consumer sentiment resulted from the

improvement in three attitudes: consumers' expectations about changes in their personal financial situation over the coming year; expectations regarding business prospects during the coming year, and opinions about whether it is a good or a bad time to buy large household durables.

**Of these, the economists add, only the one regarding near-term expectations about business conditions is now much higher than a year ago. Intentions-to-buy were expressed by a similar proportion of families as a year ago.**

## Non-tariff barrier denounced by EIA

The Electronic Industries Ass'n is protesting what it calls a "non-tariff trade barrier" posing a threat to U.S. exports of electronic components. The association has asked Secretary of Commerce Maurice Stans to discuss the question during trade talks with Western European nations.

The barrier is an agreement being negotiated by France, West Germany, and the United Kingdom allowing a plant approved under the system to ship electronic components to any other participating country without further inspection or testing. **The effect is to lower the cost of electronic components to buyers within the three countries while placing U.S. manufacturers at a competitive disadvantage.**

EIA Executive Vice President James D. Secrest wrote Secretary Stans that the agreement would create "an absolute embargo" on exports of U.S. electronic components to the three countries, which last year totaled \$88 million. He asked for "determined action" against it.

## Latest week's EIA figures show decline in most product categories

The Electronics Industry Ass'n reports that for the week ended April 11 distributor sales of most consumer electronics product categories declined. The biggest drop-off was registered by console phonographs, sales of which were off by 16.4 per cent. Monochrome TV gained the most, being up 6.6 per cent over the same week last year.

	Week Ended April 11	Same Week Last Year	Per Cent Change
<b>Television</b>			
Monochrome	85,059	79,811	+ 6.6
Color	83,875	88,880	- 5.6
Total	168,934	168,691	+ 0.1
<b>Radio</b>			
Auto	201,579	193,315	+ 4.3
Home	163,425	182,893	- 10.6
Total	365,004	376,208	- 3.0
<b>Phonographs</b>			
Port.-Table	48,770	54,830	- 11.1
Console	22,086	26,428	- 16.4
Total	70,856	81,258	- 12.8



# Fisher is the only quality hi-fi maker with selective distribution.

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



## Here are some others:

- 1.** Fisher is the world's largest maker of quality stereo equipment.
- 2.** You make a full profit on every Fisher you sell.
- 3.** 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.
- 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 recommendation.
- 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 \_\_\_\_\_

9405697

See the Fisher consoles at their Preview Show in New York at the Essex House, Park Suite, April 30 & May 1.

# industry briefs

## Tomorrow's kitchens to be individualized

New ways of "packaging" and grouping appliances to suit individual tastes will transform the American kitchen of the future, a General Motors styling executive predicts.

Roger L. Crispell, who heads Frigidaire's appliance design, told the American Management Association's 38th annual packaging confer-

ence in Chicago that the purpose will be to satisfy an increasingly "segmented" market.

Pointing out that the tobacco and soap industries have worked up a variety of packages to contain roughly similar products, Crispell said appliance designers are following the same path. "We are developing a number of different 'packages' (in the case of appliances we call them cabinets), but I don't see us end-

ing up with as many different packages as the manufacturers of smaller, less expensive items can offer," he said.

Variety also can be attained by arranging wall-mounted appliances and storage space in blocks to fit any particular kitchen layout. Crispell described an "island kitchen" with blocks of appliance units for food preservation, preparation and dispensing.

## AHAM appoints Rascher to executive committee

Named to the executive committee of the Ass'n of Home Appliance Mfrs. is Arthur C. Rascher, vice president of sales, KitchenAid-Hobart. A member of the AHAM board of direc-

tors since its inception in 1967, Rascher serves on the dishwasher, disposer, and portable appliance department executive boards.

## Shaffer resigning as Dominion chairman

Robert Shaffer, chairman of the board of Dominion Electric Corp., producer of electric housewares, is ending his association with the company effective May 1 to pursue other business interests. With Dominion for 30 years, Shaffer was president from 1959 to 1968, when he became chairman of the board. He earlier had been director of purchases, general sales manager and vice president. Dominion became a wholly-owned subsidiary of Scovill Mfg. Co. April 1.

## Singer sets records in '68 consumer sales

A record total of \$767,600,000 in consumer product sales was racked up in 1968 by the Singer Co., according to the company's annual report. This was a 7 per cent increase over the previous year.

Consumer product sales accounted for 49 per cent of the company's earnings, and were 44 per cent of Singer's \$1,755,000,000 total sales.

In addition to sewing machines and related goods and services, which represent about 70 per cent of the company's consumer volume, chief products for the home include consumer electronics, such as stereo systems, TV sets, radio, and phonograph records; refrigerators, washers, and ranges, the latter sold only overseas.

## Robins eases credit for NEW showgoers

Audio distributors attending the NEW Show in Las Vegas May 21-23 will be able to stock up at that time with cassettes and pay for them as much as six months later, under a plan offered by Robins Industries Corp. of College Point, N.Y. Robins manufactures the quality "Brand 5" and promotionally priced "Sonoram-ic" cassettes, and will be introducing 40 new cassette and cartridge accessories at the show.

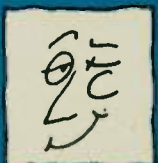
Bob Cohen, Robins' marketing manager, said the plan was designed to help distributors beat soaring interest rates. He explained that the amount of credit to be granted could be "over and above the distributor's regular credit line," depending upon the individual's credit standing.

## Sylvania introducing 1970 line in Miami

Sylvania's 1970 line of television sets, stereophonic instruments, and radios will be introduced at the annual distributor convention of Sylvania Entertainment Products May 27-28 at the Doral Country Club and Hotel, Miami, Fla. Regional dealer conventions will be conducted by four teams of Sylvania personnel in 14 major cities throughout June.



**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.



**Friedrich**

ROOM AIR CONDITIONERS  
CENTRAL AIR CONDITIONING  
COMMERCIAL REFRIGERATION



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

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

## Service merger

Editor, **Mart** magazine:

I have read with interest your last few "Balance Sheets." The last one on the need for managers hit home. I have not been able to get the type of fellow I feel we need to run our service department.

In the last 30 days I have been working with a man who runs a small service operation and some sales. We have just completed an agreement to merge. We are taking over his operation by giving him stock in ours. He will take over as manager of service, while I will be in charge of sales.

We will move our service opera-

## UCLA extension program to use EVR cartridges

Adult extension courses packaged in electronic video recording cartridge format will be offered owner-managers of small businesses in Greater Los Angeles, under a plan announced by Columbia Broadcasting System's EVR division. The course material, utilizing lecture, instructional, and case-history approaches, will be produced by the University of California, Los Angeles, for businessmen taking UCLA extension courses.

## Broad plan cited as key to mergers

A comprehensive plan is needed to make company mergers work, the National Industrial Conference Board was told recently by M.S. Spolane, president of Sterling Electronics, Inc. Spolane, whose diversified corporation has acquired 35 firms in the past five years, said successful business marriages result from "successful courtships, commonality of goals, similarities of approaches to operating philosophies, full disclosure of integration plans before the acquisition, and a joint effort and desire to make the acquisition work."

## Arlans attains records in sales and earnings

A 17.8 per cent spurt in sales for the fiscal year ended Jan. 25, 1969 has been recorded by Arlans Department Stores, Inc. The new sales mark of \$336,965,076 compares with \$286,070,632 for the previous fiscal year. Earnings before taxes rose 33 per cent, and net earnings after taxes rose 21.8 per cent to a record \$6,141,707, equivalent to \$2.27 per share as contrasted with \$1.92 per share in the 1967 fiscal year.

Mr. Zip Says:

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

tion over to his store and move out all his sale merchandise and run nothing but service from his store. We are going to name it Green Radio Central Service.

We are going back into servicing all name brands, not just the ones we sell. We are going to a 40-hour week for the technicians, with a good pay scale for them plus incentives according to our NARDA data sheets.

We are going to put the outside men into dress clothes instead of uniforms. I am looking for this to be the greatest thing since color TV. I know there is money in this business if you run it like a business with the right type of people . . .

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

## Cable aids sales

Editor, **Mart** magazine:

In your issue of Feb. 1, 1969, "Multi-Outlet Antenna System" to demonstrate total TV and FM, I could not agree with you more. However, we have found that the addition of cable TV has helped the consumer who has the cable and can see what the set can draw.

In this area of Pennsylvania we can receive all channels of reception. Since the installation of the cable at this store, sales are closed with greater ease than ever before.

David J. Weiner  
Appliance Mgr.  
H. Leh & Co.  
Allentown, Pa.

## APPLIANCES



"Don't waste your time on washers and dryers. Show them stereo and color TV."

# This little piece of paper is the best selling tool in the dishwasher business.

## HIGHLIGHTS\* OF YOUR WASTE KING UNIVERSAL STAINLESS STEEL DISHWASHER GUARANTEE

EVERY STAINLESS STEEL PART is guaranteed for 20 years against failure due to corrosion.

Stainless Steel extends the dishwasher's life where the action takes place.

The *Dishwasher Tank* is Stainless Steel clear through. So is the *inner door*. The *Distribution Arms* that do the scrubbing and rinsing are Stainless Steel. Baskets glide in and out on smooth Stainless Steel rails. If these, or any other Stainless Steel parts fail, due to corrosion, within 20 years, we'll repair or replace the defective part. For an entire generation, it becomes our problem, not yours.

*Rapid Advance Timer, on the SS/950 Series, is guaranteed for 5 years. If the timer fails to operate properly due to a defect in materials or workmanship at any time within 5 years, we'll fix the timer or put in a new one.*

*All other parts on all series are guaranteed one year.*

*Waste King Universal will absorb the cost of service labor necessary to replace any defective part for the first year after installation.*

*\*The statements above highlight, but do not contain all of the provisions, conditions and limitations of our warranty, so we would appreciate your obtaining a copy of the complete warranty.*

WASTE KING  
UNIVERSAL

# Waste King's 20 year guarantee.

There's nothing like a good, solid guarantee to clinch a sale. Especially when it's based on a good, solid product advance. That's why we built Waste King Universal dishwashers with stainless steel tanks, inner doors, wash arms and basket glides. And then guaranteed these stainless steel parts for 20 years against failure due to corrosion.

And you get lots more to sell with Waste King Universal dishwashers... things women want:

- *Greater capacity...with greater interior height and a unique water dis-*

tribution system that allows greater flexibility in loading.

- *Really scrubs dishes clean...twin wash arms rotate in opposite directions, forcing hot, detergent-activated water totally into both upper and lower baskets.*
- *Rapid-Advance Timer...so good it's guaranteed 5 years.*

- *Disposo Drain eliminates tedious hand-rinsing...a quick scrape and pop dishes in the basket.*

- *162° Sani-heat final rinse...automatic Sparkle Rinse...patented Thermo-Matic heater assures sanitized humidity-free drying.*

All that...plus a 20-year guarantee. Makes a nice selling story. Doesn't it?

**Quiet... just above a whisper.**

WASTE KING  
UNIVERSAL

3300 E. 50th Street, Dept. M-5,  
Los Angeles, California 90058  
® A Subsidiary of Norris Industries



The Mart Washington report

# RESULTS OF NEW CHECK OF COLOR SETS PROMPTS DEMANDS FOR FAST FEDERAL ACTION

By James D. Snyder

**Radiation Standards:** Look for Federal radiation standards sometime within the next month. The Department of Health, Education and Welfare (HEW), spurred by recent outcries, has promised an early proposal despite its findings that TV sets in production do not leak dangerous radiation.

Under a law passed last year, HEW would have had until January 1, 1970, to publish standards controlling electronic product radiation emissions. One reason for the rush job is a set of demands for prompt Federal action by Reps. Benjamin Rosenthal (D-NY) and Edwin Koch (D-NY). In letters to Federal Trade Commission (FTC) Chairman Paul Rand Dixon and U.S. Surgeon General William Stewart, the two Congressmen urged (1) immediate implementation of the 1968 Federal Radiation Standards law; (2) an administrative ruling from FTC and the Public Health Service (PHS) requiring color set makers to inspect sets in homes, or to recall sets to factories for radiation tests and corrections; (3) installation of a radiation counter in all new color TV sets to check possible X-radiation; (4) requirement that manufacturers offer such counters free for color sets already in homes; and (5) immediate publicity in news media from FTC, PHS and color TV manufacturers warning of possible radiation danger and telling the public whom to call for inspection.

Rep. Koch also plans to ask that FTC recall every color TV set in the country to be tested for radiation hazards. Under the law passed last year, electronic product manufacturers must correct, replace or refund money on any unsafe products made after the law was signed October 18, 1968. The two Congressmen are concerned about sets manufactured before that date, for which the law makes no provision. Prompting their concern was a recent radiation survey of 5,000 color TV sets in Suffolk County, New York. In that county alone, some 20 per cent of the sets were emitting rays stronger than the danger level set by the National Council on Radiation

Protection and Measurement.

**Japanese Found Not Dumping:** The Treasury Department has tentatively cleared Japanese electronic receiving tube manufacturers of charges that they're dumping the tubes on the U.S. market. The charges of Japanese product sales in the U.S. at less than fair value" were made in May of 1968 by the Electronics Industries Ass'n. **Tariff Loophole Study:** Meanwhile, the U.S. Tariff Commission has announced plans for a tariff loophole study at the request of Rep. William Green (D-Pa.). The study will involve use of Section 807 of the tariff schedule, under which American electronic product manufacturers and other U.S. firms export materials for assembly into finished products. These are then imported into the United States at an important cost saving to electronic manufacturers and, further down the line, retailers.

**Job Banks:** Finding service men and salesmen may be less of a headache for metropolitan appliance and home electronics retailers in the future. Labor Department officials, enthusiastic about a computerized job bank experiment in Baltimore, plan to set up similar units in some 36 other cities by July, 1970. Of these, Atlanta, Chicago, St. Louis, Hartford, and Portland, Ore., are slated for computer job banks by June 1 of this year, according to Labor Secretary George P. Shultz.

The 10-member Baltimore job bank that started all the action involves a simple computer operation which prints up some 10,000 job openings in the area each weekday evening. This up-to-date, complete list of openings is then distributed in the morning to placement counselors with the Maryland State Employment Service and Baltimore anti-poverty agencies. The accessibility of job information has enabled the employment service to open 12 more neighborhood offices since the bank's origin, with another 10 in the works.

A more elaborate setup in Salt Lake City, Utah, also in part Federally funded,

uses the computer to match the applicant with the job opening. In the Man-Job-Matching (M-J-M) System, employment counselors simply feed data on applicants — skills, salary requirements, etc. — into the computer along with job opening data.

Branch offices throughout Utah use tie-lines or mail to check the statewide listings at the central computer. Despite the more advanced state of the M-J-M, however, and the time saved employment interviewers from poring over job bank books, the Labor Department is going ahead with the simpler Baltimore system. Reasons: it has fewer bugs, and allows employment interviewers to make judgments on intangibles (personality, interests, etc.) for which the M-J-M isn't programmed.

**Worthwhile Reading:** Retailers will find valuable material in three recently-announced Federal publications:

(1) *1967 Census of Business Retail Trade Reports*, published by state, by type of seller, and by Standard Metropolitan Statistical Area (SMSA). Write to Publications Distribution Section, Census Bureau, Washington, D.C. 20233.

(2) *The Truth in Lending Law and the Federal Reserve Board (FRB) regulations for implementation*. Write to Truth in Lending, Federal Trade Commission, Washington, D.C. (Note: FRB will allow retail and other creditors to use existing forms past the July 1 effective date — to December 31 — if they're unable to get the required new forms in time.)

(3) *Volume V, Summaries of Trade and Tariff Information* on metals, covering appliances and apparatus, including data on imports, methods of production, factors affecting trade, consumption, and the competitive position and economic health of domestic industries. Although the reports are not for distribution, they will be available to the public at any of the 42 national field offices of the Department of Commerce, and at selected public and university libraries in metropolitan areas.

# The Answers.

(To making a profit selling small electrics.)

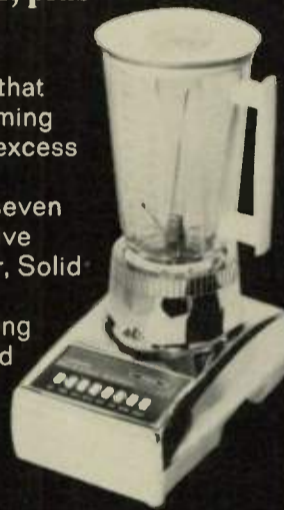
## It's all in your head, thanks to Solid State Control

Heavy duty, definitely! But, the mixer head is smaller than old fashioned models, thanks to Solid State Control. So easy to handle when detached for use as a portable. Twelve speeds hold steady no matter how thick or thin the mix. In Chrome with White trim.



## All the power you could ask for, plus portability

Here's the one that has true performing power without excess weight! Eight push-buttons, seven speeds, exclusive unbreakable jar, Solid State Control, removable cutting blades, indented base grip slots for easy portability. In Chrome with White trim.



## Unquestionable leadership in performance and styling

One of the most wanted mixers in America. Smooth flowing design with no-slip, closed-end handle, automatic beater ejector. Choice of 3 mixing speeds for every recipe need. Detachable cord, big double chrome beaters. Hangs on wall or stands on heel rest. White, Avocado or Harvest Gold.



## Four times faster than the others with Remove'n Rinse action

Opens any size or shape can in one-fourth the time. Remove 'n Rinse Action lets you slide a lever and the entire handle and cutting mechanism detaches for easy cleaning. A pass through each of the dual slots makes knives razor sharp. Carborundum sharpening wheel, magnetic lid lifter, built-in cord and storage area. Chrome with White, Avocado or Harvest Gold.



## Not another one on the market that comes close

The Dairy-Bar Drink Mixer is the only unit of its type built to drug store standards for mixing soda-fountain drinks at home. Powerful Iona Super-Torque motor smoothly aerates ingredients. "No-tilt" child-proof base and easy-to-clean baked White enamel finish.



## All those girls couldn't be wrong

Thousands of women agree that this hair dryer works best. Stunningly styled. Sturdy case with attractive top grain leather finish. High-Medium-Low heat settings plus Cool and Off. Whisper quiet operation. Unique "hood-within-a-hood" design maintains full, free-flowing air circulation. Blue with White trim.

(one year guarantee applies)



## Your fingers never touch the attachments

Everything you need in an electric shoe shine kit. Both applicators and brushes are picked up and released automatically with a special three-position switch. Power handle in strong, masculine red. Applicators and brushes for black and brown shoes. Storage in handsome matching red case.



Guarantee covers cost of parts and repair service for 5 years when returned to Iona factory or authorized Service Station. Gears, attachments, containers, bowls and damage due to misuse are excluded.

## Now that you know

Get with the line of small electrics that finally puts profit back in the picture. Write today for descriptive literature and prices and you'll quickly see what we mean when we talk about meaningful margins.



QUALITY YOU CAN TRUST VALUE YOU CAN RECOGNIZE  
**THE IONA MANUFACTURING COMPANY**  
 MANCHESTER, CONNECTICUT 06040



# Now, a family-size Sony.

Now the whole family can watch the Late Show together on a Sony® TV.

Because now we've got a portable big enough for the whole family to watch.

The screen is 11 whopping inches, measured diagonally. This makes it the biggest little true portable on the market.

It can be picked up in one hand. Plugged in anywhere indoors. Or, with an optional rechargeable battery pack, taken out to the back-

yard. The snap-in/snap-out sunglass filter will give good sharp contrast in any light.

Now, if kiddie cartoons and fresh air, too—or ball games from the comfort of a hammock—don't soften the parental heart, talk money.

This big-screen Sony is only \$139.95\*—just a few extra dollars for all those extra inches.

It's the least we could do. After all, the commercials are bigger, too.

**110U-TV.**

**The newest biggest little Sony™**



NO-FROST  
ICEMAKER  
BUTTER & EGG UNITS  
VEGETABLE CRISPER  
SLIDING SHELVES  
SIDE-BY-SIDE  
COLORS, ETC. ETC.  
NO-FROST  
ICEMAKER  
BUTTER & EGG UNITS  
VEGETABLE CRISPER  
SLIDING SHELVES  
SIDE-BY-SIDE  
COLORS, ETC. ETC.

**mart**

May 1, 1969, Vol. 13, No. 8

Mart magazine consumer study shows:

# LIKES AND DISLIKES IN REFRIGERATOR-FREEZERS

No-frost is best-liked feature;  
noisiness tops list of complaints.

By Ken Lilienthal

If you were to press consumers to pinpoint "anything at all" they don't particularly like about their refrigerator-freezers, chances are — assuming they respond at all — a whopping 30 per cent of them will reply that they are "too noisy."

Mart magazine posed that question and others in its latest survey of consumer attitudes — and received that percentage of mentions from the 41 per cent who answered the question (It was the least-answered query in the entire survey; most of the others were answered by everyone.)

Another sizable group, 19 per cent, said that the doors are too difficult to open. Of all things!

But nevertheless, in answer to another question, 94 per cent said they've been satisfied with their unit.

The survey, by mail, was made among 353 purchasers of new (all had been bought in 1968 or 1969) refrigerator-freezers. Fifteen diverse markets were just about equally represented in the study.

"Why did you buy it where you did?" Mart asked, and urged respondents to "please check only one" of four answers. So, 35 per cent went ahead and checked more than one. (Mart tabulated only those who indicated only one reason.) Fifty-eight per cent of this group checked "confidence in store"; 16 per cent, "confidence in store's repair facilities"; 13 per cent "desire for brand"; and 13 per cent "lowest price." Although respondents were encouraged to submit other reasons, nothing significant came forth.

"How many other stores did you visit before making your purchase?" (Here again Mart counted only the 65 per cent who checked only one "reason for buying.")

Although 58 per cent gave "confidence in store" as their answer, it seems to have taken many of them considerable searching before they were able to find a store they could have confidence in: 55 per cent of the group said they had visited a number of stores ranging from three to six before mak-

ing their purchase. Yet, 30 per cent had not shopped any other store; they said they had bought their refrigerator-freezer at their first stop. The remainder had investigated the offerings of only one other store before signing on the line.

All of the subject refrigerator-freezers boasted either automatic defrost or no-frost. "What feature do you like best?" the consumers were asked. Forty per cent of them volunteered they liked best the automatic defrost or no-frost operation. Other features mentioned were: side-freezer, ample shelf space in doors, large freezer compartment, convenient freezer shelves, easy view of contents (or, "We like the way the food looks on the shelves," which conjures up a vision of the family seated in front of their box, staring at the food therein, and thoroughly enjoying the view); automatic ice cube maker, quick freezing of food, adjustable shelves, and "wheels." All of these comments appeared in such diffusion that tabulating them was not feasible.

Many of those surveyed proved modest in their expectations about the useful life of their units. The question: "How many years do you think a refrigerator-freezer should reasonably be expected to last before you must buy another one?" The replies broke down as follows: 40 per cent, 5-10 years . . . 24 per cent, 11-15 years . . . 36 per cent, 16-25 years. One woman answered: "As long as it runs satisfactorily."

Only 6 per cent had purchased a one-door unit; the rest were two-door models. Top-mounts comprised 54 per cent of the models. Thirty-five per cent were side-by-sides. Only 11 per cent were bottom-mounts.

One-hundred per cent of those surveyed reported they were "happy with the freezer placement."

Capacities of the units broke down as follows: 14-18 cu. ft., 57 per cent . . . 19-21 cu. ft., 22 per cent . . . 22-25 cu. ft., 21 per cent.

"How much did you pay for it?" Thirty-four per cent said they paid between \$220 and \$300; 22 per cent between \$301 and \$475; 24 per cent between \$476 and \$550; 7 per cent between \$551-\$600; 13 per cent between \$601 and \$800. None paid more than \$800 or less than \$220.

"Does your refrigerator-freezer have an automatic ice cube maker?" (Mart described the device.) Seventy-four per cent said "yes."

"If yes," Mart then asked, "do you use it enough to make it worthwhile to have?" To this, 83 per cent replied "yes."

Only 29 per cent of the purchases involved trading-in the old unit. Forty-four per cent said they had sold the previous box on a private basis. For 15 per cent of the respondents their unit was the first one ever owned. The remainder either had junked

their old one, or are still using it in some other part of the house.

Colors of units surveyed were white (43 per cent), copper (28 per cent), avocado (20 per cent), and gold (9 per cent).

Thirteen per cent of the respondents indicated their unit had "removable 'decorator' front panels."

Following are some representative comments that were volunteered by survey respondents:

"I just love it. I have a generous amount of space both in the refrigerator and freezer. It's on wheels, which makes it easier to clean. The color (avocado) blends with everything. The container on the freezer door shelf is great for storing ice cubes. Everything is removable for easier cleaning." — Mrs. D.J. Roncall, Springfield, Mass.

"I wanted a refrigerator-freezer with stainless steel decorator panels, but was unable to get one to match all my other kitchen appliances. I must buy the decorator kit and have a sheet metal shop custom make the panels. They should be a stock item." — Mrs. E.M. Nelson, West Linn, Ore.

"The automatic defroster on all of them dries out everything. It takes too long for icemaker to fill up. I think refrigerator-freezer prices are too high. (Other appliances) in comparison just aren't as expensive." — Anonymous.

"I think the outer coating of refrigerator should be harder, or of a harder substance. They're so easy to scratch and mar, especially the color-toned ones." — Anonymous.

"Everything gets too dry, especially vegetables, and mainly celery." — Mrs. Q. Spindra, Maribel, Wis.

"Magnetic door latches are too strong. Doors are difficult to open." — Anonymous.

mous.

"Believe vertical position of freezer door facilitates very rapid loss of cold air immediately upon opening freezer door . . . The steadily rising price of all appliances, coupled with the steadily declining quality of workmanship, (and apparent lack of pride therein) is often enough to blacken the picture of the great American industry." — M.R. Miller, Somerville, N.J.

"We purchased our refrigerator on the basis of a side by side unit which is far more functional and convenient. Then the need for the decorator panel was next in importance, allowing us to use a teak panel of our own to match other cabinets in an open kitchen area." — R. Foley, Somers, Conn.

"The frost-free costs a little too much electrically to run." — N. Chaclas, Springfield, Mass.

"Too many times brand name refrigerators have slots in which to store eggs on the door. This tends to deteriorate eggs faster because it isn't cold enough on the door and eggs should be kept covered." — R. Karl, Manitowoc, Wis.

"I think the automatic ice cube maker is absolutely great. I'm sure we are really getting our money's worth with this feature!" — Mrs. R. Sedlon, Kenosha, Wis.

"I wish that the freezer was frost free like the refrigerator section is." — Anonymous.

"There is a loud noise when the freezer is on." — L. Alminger, Portland, Ore.

"It gives off quite a lot of heat when it runs." — Mrs. J. Heady, Highland, Ind.

"Doors are magnetic and too hard to open. Sound of fan could be quieter." — C. Parker, Jr., Chesapeake, Va.

"Much too noisy don't like heat coming out of bottom in front." — F. Davis, Chattanooga, Tenn.

Seventy-four per cent of the refrigerator-freezers in Mart survey boast automatic icemakers. Eighty-three per cent of their owners indicate they use it enough to make it worthwhile to have.



Side-by-sides account for 35 per cent of surveyed units. All respondents, regardless of where their freezer was positioned, are "happy" with its placement.



No frost in sight: 40 per cent of respondents to Mart survey said feature they like best about their new unit is automatic defrost or no-frost operation. Other "best-liked" features are concerned with shelves — ability to rearrange them, convenience, etc. Top-mounts comprised 54 per cent of models surveyed.



For traffic building . . .

# AM/FM clock radios, Fair Trade are unbeatable combination

Timely promotions also help.

By Milton Gussow

**T**he rebirth of "protected" and Fair Traded lines has brought a renaissance to radios, especially high-end AM/FM units from \$50 to \$100.

In a city as large as Chicago, it would seem that an independent appliance store would be hard pressed to compete for the radio dollar, but Lindons Appliance and Furniture on Chicago's south side finds that carrying radios \$50 and up is important to its image of being "almost all things" to its customers. Lindons also carries other items, such as jewelry, watches, lawn mowers, snow blowers, tape recorders, and cameras. Film processing also builds traffic at the store.

"We sell a lot of things, including a floor of home appliances and two upper stories of furniture," said Edward J. Yore, who is radio and "other things" buyer for Lindons. "To sell, you need customers coming into the store. With everyone running full pages of appliance, TV, and furniture ads, the potential customer often becomes inured to advertising. By stocking these traffic items, we give them the added exposure to the major items we sell, so that when the time comes to buy one of the majors, they'll think Lindons."

Though Yore considers Fair Traded merchandise very important to preserve the profit margin, the store still can do very well in promoting radios at a price when a "push" is needed for lagging sales in the store.

A three-week promotion on a table radio at under \$20 moved 50 units in February and March. Though these months are not usually big radio months, "nobody else was promoting radios, and we picked up a few sales that were lying around. That plus the fact that we brought people into the store at a time when things were slow made the promotion pay off for us."

The radio department at Lindons is on the lower level, with the stairway near the middle of the store. This serves to monitor customers leaving the department to reduce pilferage. Also, since Lindons appliance salesmen on the main floor are stationed near the front entrance, they too can keep

an eye out.

The department is manned by two salesmen days, and three in the evenings. During holiday seasons, there are five or six salesmen in the section. They all are on straight salary. Lindons found that its top appliance and furniture salesmen on commission often avoided making a sales talk to a radio or lawn mower prospect. "Since we need to preserve the department we employ people specifically for these items," Yore said.

The section stocks a variety of up to 50 different models of radios all year long, in various makes and lines. In the under-\$100 range, the most popular sets sold are clock/AM/FM models. These go for about \$15 and up and, most popular at Lindons, are the \$40 - \$50 units. There are very few calls

for radios tagged at near-\$100. But with the new radio combinations with cassette tape recorders now becoming popular, opportunities for stepping-up into Fair Traded lines are becoming very important to Lindons. From there, console high fidelity sets are not too steep a jump.

And since the store carries mostly Fair Traded radios, Yore finds the camera department a big factor in drawing traffic downstairs. He discounts his films and processing — color film sales include processing — and the customer must make two trips to the store — double exposure, that is.

The department also has a small electronics and radio repair section. Again the customer must walk through much of the whole operation in order to reach this section.

Clock radios are mainstay at Lindons. Here, Edward J. Yore shows customer operation of popular radio.



Columbus, Miss., dealer finds

# University student study on local consumer buying habits helps select new store site

Following advice puts him in middle of new shopping center.

**H**ave you ever needed a marketing study of your store's potential for projecting and locating a branch store? Or perhaps your location is hemmed in, and you are looking for a way out without losing your regular customers. The cost of a professional study is high, and most dealers would think more than twice about cutting into their margins that deeply.

Well, J. C. Mauldin, of Mauldin's Appliance and Furniture, Columbus, Miss., was faced with a dilemma in his downtown location because of a traffic pattern that directed the main flow of autos away from his store, and a parking situation which was getting out of hand. Seeking a new location in 1960, Mauldin opened a store on a highway leading north to an airbase, which provides a good volume of business for Columbus. Though the site seemed logical, he closed it in 1962, because it didn't pan out.

But Mauldin was still faced with his original problem, and sought to get relief

from the city fathers in changing the traffic patterns somewhat to relieve part of the pressure. Of course, there were other appliance and furniture dealers in town who felt they would lose an advantage, and though it was eased somewhat for the moment, it got worse.

Mauldin's daughter was then going to the University of Alabama, and she suggested that there were many students in the school of business who were looking for a project, and thought it might be possible to get some of them to survey Columbus for the store's well being. Anyway, she said it wouldn't cost anything, and if it didn't work out, he was no worse off than before.

When Mauldin got their report, he almost threw it away, because the results obtained by three students and a professor showed that the progress of the city should go east instead of north. Not only that, the site they suggested for a new store was so far out of the city, that it was out of sight.

They based their report on a thorough campaign of knocking on doors, asking questions on buying habits, and taking an industrial count of jobs, wages, and planned expansions.

They found that the average income for the area was much higher than in most parts of Mississippi, and that many of these people were shopping in towns 20 miles and more away because they couldn't find what they wanted in Columbus. Their inquiries also showed that many of Mauldin's

prospects also shied away from the congestion and crowded parking in the downtown area. They further said that they would probably shop a more convenient store location.

Even with the facts in the report, which he spot checked and verified, Mauldin was still not a believer. So he asked his major supplier, General Electric, to conduct a survey for him, too, which substantiated the students' work. Mauldin suggested that the students' reports be modified to at least bring the store about half way closer to town, but they also verified the most logical spot and Mauldin bought a piece of property "out in the country."

He was still dubious, and before he could begin to build, a developer began construction of a very large shopping center, with Mauldin's new property in one corner of the center, next to the bank. He was then convinced.

Mauldin's new store is 14,000 square feet, with about 11,500 square feet in the selling area. He also built a warehouse "back in town" with about 7,000 square feet, with rail and road access. He closed down his city store, in March 1968, and by the end of the year found that the new store's volume for 1968 was about equal to what both stores did in 1967.

Sharing Mauldin's new site are a Sears store, an OTASCO tire store, a Woolco and several other stores which branched out from town. The road east of Columbus is also developing into a strip shopping area, plus several new housing developments.

"I don't know which came first, the shopping center or the eastward development", Mauldin said, "but all I know is that I'm in the middle of everything. Advice is usually worth just what it costs you, but in this case, I doubt if I could have gotten a better survey from a professional who would have charged several thousand dollars."

Have a university near your store? Why not put some graduate or undergraduate students to work? It would give them valuable experience, and you perhaps a look into the future for your store.



Mauldin's new store in Columbus, Miss., where students' market study pinpointed a location that later developed into large shopping center.

J. C. Mauldin, Mauldin's, Columbus, Miss.



Offbeat and in-store

# "Swami" radio shows help produce TV sales

Hypnotists, astrologists, illusionists join in.

About seven years ago, an obscure television dealer with a very small showroom in Gary, Ind., rented the 3,000-seat Gary auditorium to promote a country and western concert featuring a then unknown performer named Jimmy Dean.

Not only did the dealer make money on his gamble, but the venture immediately catapulted his own name and that of his store into one of Gary's leaders. Today, Harvey Kemp, of Kemp TV, like Jimmy Dean, is far more successful and better known. Kemp has the exclusive Muntz TV dealership for a northern Indiana trading area of over 400,000 persons, with a spacious store on a main street in the heart of downtown Gary.

His latest off-beat undertaking is sponsoring what is believed to be the only radio show of its kind in the U.S. — a three-hour "Swami" show. This features hypnotists, astrologists, illusionists, graphologists, extra-sensory perceptionists, and other such practitioners, all doing their specialties during the show.

This program is aired on radio station WWCA and presided over by Warren Freiberg, a local radio personality from 9 to 12 noon each Saturday.

Not content with mere sponsorship of such a show, Kemp bought the building where his store is located so that he could clear the second floor and convert it into a radio studio or a small auditorium. Of course, he had in mind doing the show from the site of his store, which he now does, with about 100 adults attending free each Saturday.

Kemp seems much more concerned with these 100 in-person guests than with the considerable potential among the vast listening audience. The guests participate in the show itself, as willing subjects or as questioners. Sometimes a microphone is thrust in their faces in the middle of the low-sell off-key commercials, when Freiberg might blurt out to an unsuspecting man or woman: "What do you think of this Muntz?" Each unrehearsed, uncensored answer goes out over the air as part of the

radio commercial.

Every Saturday, Kemp treats this captive audience "like royalty." He serves coffee, pins orchids on ladies, has a small gift for everyone. Good will — both ways — abounds.

Why sponsor a show of this nature, one that's difficult to gear for radio and which requires four or five professional guest stars each week? Why not take the easy way out via records, by catering to the contemporary musical tastes of the typical Kemp customer?

Kemp answers: "I purposely turned my second floor into a theater to protect my whole investment. I wanted to do my part in bringing Gary shoppers back once again to the downtown shopping area. We have had so much violence and holdups in the streets, especially at night, that the people just weren't coming downtown to shop.

"This show seemed to be the answer. At first the public was skeptical about attending. But gradually more and more came. They had a good time, got some gifts. This group saw that it was safe to come downtown again, and told friends about their good experience."

Not dependent on this show for maintaining volume, Kemp TV has become one of Gary's leading TV dealers. The firm's advertising mainstay is the city's newspaper, the *Gary Post-Tribune*. Here too, Kemp shows his flare for the dramatic. At least once a week, he runs a strong full-page in four-color.

In addition to the live audiences attracted to the regular in-store Saturday morning radio shows, Kemp recently started publicizing the fact that civic and social groups can use at no cost his completely equipped studio for their meetings. This too, brings people once again into the heart of downtown Gary and, more important, to Kemp, into the heart of Kemp TV — among all those TV sets.

One final sidelight. On a recent Kemp's Saturday "Swami" show, two of the occult panelists met for the first time, and already are engaged to be married. Kemp, not one to miss a promotional bet, is angling to have their wedding on the show where they met — at Kemp TV, of course.



Dealer Harvey Kemp (standing, left) watches as emcee and hypnotist put man from audience to sleep during "Swami" show. In background, panelists wait their turn.

Commercials are casual on the "Swami" radio show broadcast from Kemp TV, Gary, Ind. A color TV combination is at Emcee Warren Freiberg's right to make impromptu commercials more realistic. Panel of performers at table in background are ready to go.



# DISPLAY'S THE THING FOR THE SECOND CHRISTMAS SEASON

By Walter H. Hogan

**T**alk about the POPulation explosion! There will be close to 60,000,000 fathers in the United States by Father's Day this year (June 15). This statistic comes from Sig Schlesinger, executive director of the Father's Day Council, Inc.

"The average father receives multiple gifts from his family," Schlesinger points out, adding that "gift-giving to dads will ring up over \$1 billion in sales at retail."

So Father's Day does its bit — along with Mother's Day (May 11 this year), graduation, and June weddings — to turn the months of May and June into a "second Christmas" for stores.

**Grads:** The sketch on this page shows an idea you might use as a window display suggesting gifts for graduates. At the back of the display a banner reads: "GRADUATION GIFTS...MAGNACUMLAUDE." Then, closer to the window, a small placard reads: "We have the SMARTEST gifts in town."

On shelves, stands, and on the floor of the window arrange the products you're suggesting as gifts: radios, portable TV sets, small screen color TV, tape recorders, phonographs, electric shavers, hair dryers, electric shoe polishers, etc. On the items where it's possible set a graduation cap.

From a costume company in your area you can no doubt obtain the graduation caps you need. If not, contact: *Brooks-Van Horn Costume Co., 16 W. 61st St.,*

*New York, N.Y.*

**Brides:** For a display of your suggested gifts for the bride, the banner at the back of the window might read:

"June brides can turn into July drudges! 'Cinderella' her back again with gifts from (name of your store)." And your display might include vacuum cleaners (both canisters and uprights), floor polishers, blenders, coffeemakers, broilers, mixers, waffle irons, beauty care products, etc.

For information that may help you promote bridal gifts, there's "The Bride Has Whispered" service conducted by Mrs. Helen Nyland, who offers a monthly news letter, question and answer service, a "Bridal Registry Instruction Manual," and a "Bridal Gift Registry Book." Write: *Mrs. Helen Nyland, president, The Bride Has Whispered, Inc., Nyland Bldg., 1607 Main St., Marinette, Wis. 54143.*

**Dads:** The banner for your Father's Day window might read: "Over 30 but still a swinger? Give Dad a gift from (your store)." The products on display could include high-end multiband radios, shavers, shoe polishers, portable TV, small screen color TV,

tape recorders, etc.

For information on suggested promotions in connection with Father's Day, write: *The Father's Day Council, Inc., 909 Third Ave., New York, N.Y. 10022.*

The picture used on the Father's Day poster (shown on this page) is also used on other display aids. The posters, 22 in. x 28 in., on heavy poster stock are priced \$1.15 each or \$12 a dozen.

Also, there's a 39-piece full-color display kit priced \$8.90. This kit contains: three posters, 22 in. x 28 in.; three display cards, 11 in. x 14 in., mounted and eased; four pennants, 11 in. x 17 in.; four streamers, 10 in. x 24 in.; six door strips, 5 in. x 12 in.; four sign tops (fits 7-in. or 11-in. holder); and 15 badges for salespeople.

All orders under \$10 must be prepaid. Add \$1 for handling and postage. Write: *Sales Promotions, Inc., 166 W. 32nd St., New York, N.Y. 10001.*

As for the colors of your Father's Day display, remember: men like blue best, red next. Women — and 75 per cent of all Father's Day gifts are purchased by women — prefer red with blue a close second.



**FATHER'S DAY**  
JUNE 15

1969 Father's Day poster



Sketch of window display for graduation and Father's Day gifts

# room at the top

**Gerald S. Parshalle**, now executive vice president, *Sunbeam Corp.*



T. Sugisaki

A. L. Conrad

**Takeshi Sugisaki**, now president, *Toshiba America, Inc.*

**Anthony L. Conrad**, now executive vice president, services, *RCA*.



C. S. Semple

S. C. Gault

**Cecil S. Semple**, general manager of the housewares division, and **Stanley C. Gault**, general manager of the refrigerator products division, elected vice presidents, *General Electric Co.*

**Gerard J. White**, now manager, national account sales of the distributor sales division, *Jerrold Electronics Corp.*

**Sy Diamond**, now national sales manager, appliance division, *Hitachi Sales Corp.*

**Van C. Campbell**, now manager of product planning; **Joseph S. DeMaio**, now manager of advertising and sales promotion, consumer products division, *Corning Glass Works.*



E. B. Martin

A. Siegel

**Edward B. Martin**, now manager of merchandising and advertising for the Hotpoint distribution sales operation, *General Electric Co.*

**Arthur Siegel**, now executive vice president and assistant to the president, *The Seeburg Corp.*

**Doyle S. Brashear**, now assistant product manager of refrigerator, freezer, and laundry sales, *Gibson Refrigerator Sales Corp.*

**Thomas L. Andersen**, now marketing manager for black-and-white television, *Admiral Corp.*

**Robert S. Kadets**, now manager of new factory branch in Philadelphia; **Donald H. Arsenault**, now manager of Boston branch, *Airtemp Div., Chrysler Corp.*

**Hiram Jones**, now national sales manager, *Sonora Corp. of America.*



W. Semmelink

R. Q. Kress

**Wybo Semmelink**, now vice president in charge of the newly created home entertainment products division; **Richard Q. Kress**, now president of the newly created home appliances division, *North American Philips Corp.*



F. H. Weikel

R. E. Cassatt

**Franklin H. Weikel**, now manager, advertising and sales promotion, *RCA Parts and Accessories.*

**Robert E. Cassatt**, now executive vice president, marketing, *Sunbeam Appliance Co.*



## 1907: First radio transmission of music from gramophone records demonstrated by Telefunken.

### But wait'll you see what we're up to now.

The company that pioneered many of the most basic developments in electronics in the past, now has 140,000 employees in 87 plants all around the world, working on new ideas, new products for you, Mr. Dealer, to make MONEY!

New Hi-fi component packages; new consoles; new stereo tape recorders; new cassettes; new portable multi-band radios; new table radios. We're excited; you'll be excited too.

Get the full story. Contact National Sales Manager, Mort Tillman, Now!



# TELEFUNKEN

TELEFUNKEN SALES CORPORATION  
SOUTH STREET - ROOSEVELT FIELD  
GARDEN CITY, N.Y. 11530 • (516) 741-1390

# This disposer won't work topless.



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

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

And talk about convenience! Simply drop the garbage in.

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

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

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

For more details, see your distributor. Or write KitchenAid Disposers, Dept. 9GQ-5, The Hobart Manufacturing Co., Troy, Ohio 45373.

**KitchenAid**

Dishwashers and Disposers

Products of The Hobart Manufacturing Company



## retail ad clips

Stop readers on the run with 'test ads,' crazy computers, and color tied in with merchandise

### High test, low price

A different sort of sale is presented in this "test ad" listing special prices on brown and white goods during a four-day promotion. According to the copy, the advertisement is designed



to test the public's response to newspaper advertising, with the "tremendous reductions" on the merchandise charged to the store's advertising budget. Charleston TV and Appliances, Las Vegas, Nev.

### Tied-in with color

Color co-ordination that hits the reader between the eyes features this newspaper ad for kitchen appliances in three colors as well as white. And though few housewives are as lucky as the model pictured in having avocado-tinted eyes that match the



avocado-colored units, the message comes through anyway:

"Go Ahead . . . Show-Off . . . You're Entitled! Gone forever are the days when you had to dream up a new excuse each time a guest wanted to see your kitchen. If your Brand Name kitchen appliances come from Lechmere, they're color co-ordinated like these beauties from Frigidaire . . ." Lechmere, Cambridge and Dedham, Mass.

### Wrongly computed

The old gimmick of the buyer who over-estimates his market and becomes wildly over-stocked is updated for the electronic age in this ad headed: "Save Now on Computer Goof."

With a drawing of a harassed computer operator trying to regain control of his bucking machine, the copy reads:

"Way back east at the factory, one



morning last week, new employe Willie Wrongpush received large order from big distributor No. 3104298 way out West. Willie filled order with No. 310429.9 (Smith & Waldman)! Today No. 3104299 has large inventory at very low cost. Willie has new job. Meanwhile, back at the ranch . . ." and the product copy follows. Smith & Waldman, Tucson, Ariz.

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



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

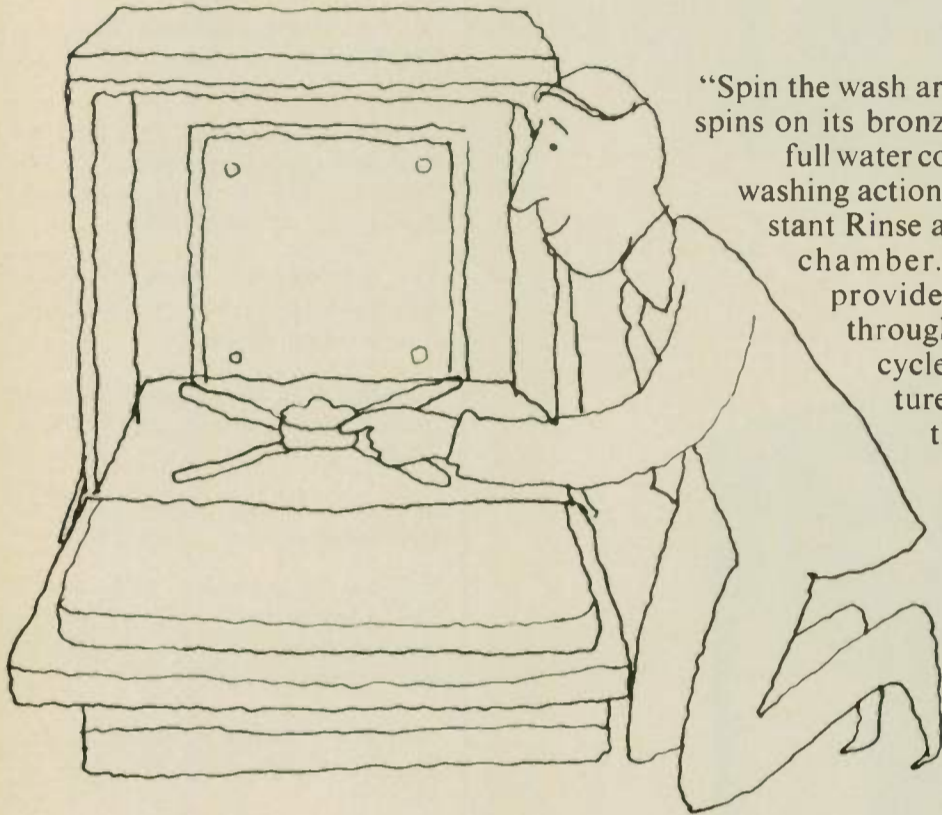


*Juliette*  
A NAME TO REMEMBER IN ELECTRONICS

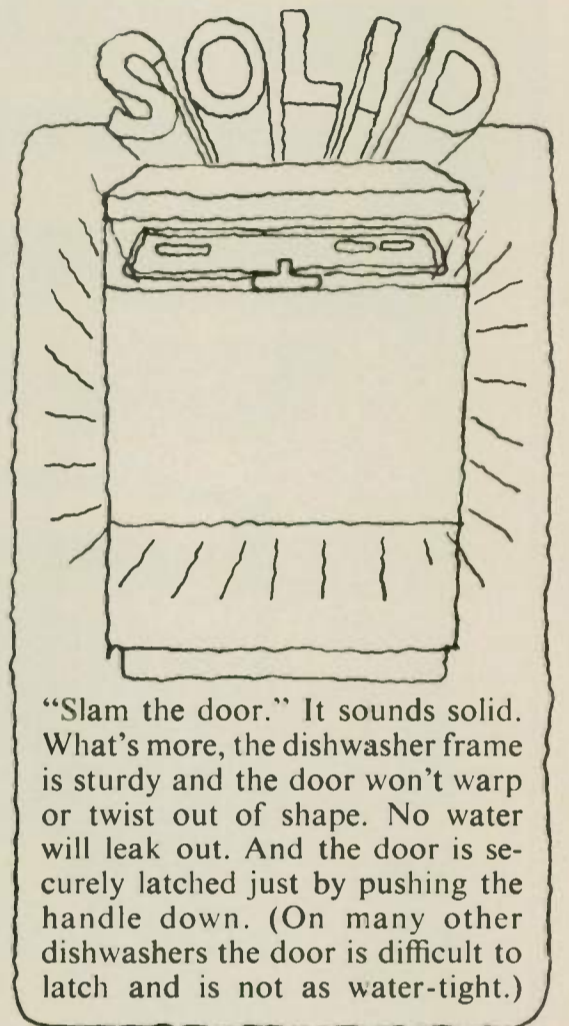
EXECUTIVE OFFICES:  
4201 N.W. 77th Ave., Miami, Fla. 33166

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

# "Show me a KitchenAid salesman who's not afraid to get down on his hands and knees and I'll show you a salesman who's making money."



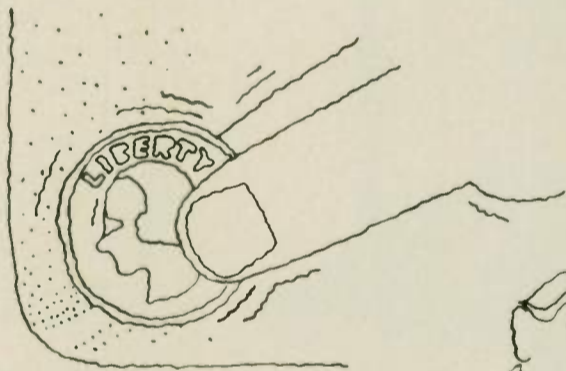
"Spin the wash arm." See how freely it spins on its bronze bearing? It assures full water coverage and thorough washing action. Then spin the Constant Rinse at the top of the wash chamber. Explain how it provides a revolving rinse throughout wash and rinse cycles. (Both these features contribute to the thorough KitchenAid wash system.)



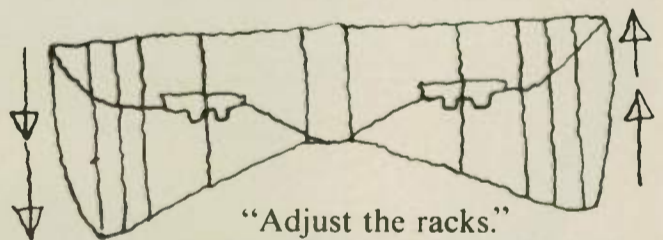
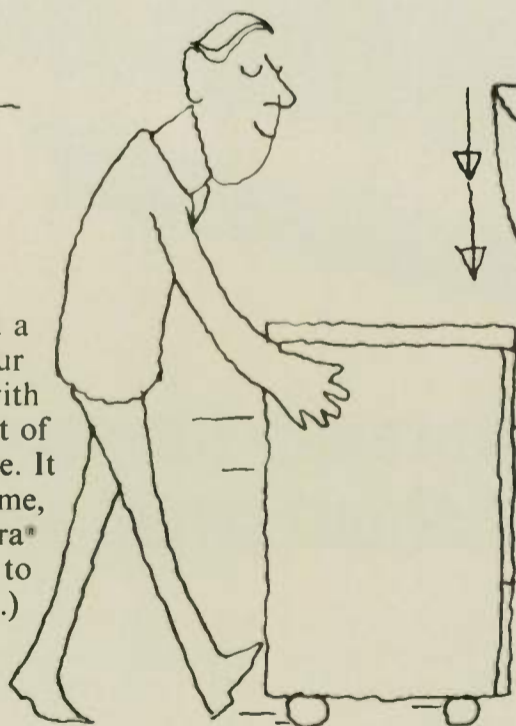
"Slam the door." It sounds solid. What's more, the dishwasher frame is sturdy and the door won't warp or twist out of shape. No water will leak out. And the door is securely latched just by pushing the handle down. (On many other dishwashers the door is difficult to latch and is not as water-tight.)

"Scrape the washtub with a coin." It won't scratch like plastic-coated tubs. Smear iodine on it and wipe it off to show how food acids don't affect it and how easily it cleans.

(Only KitchenAid dishwashers have TriDura® porcelain enamel interiors. A top-quality, 3-coat porcelain enamel that's both strong and beautiful.)



"Push it around." Feel how solid a KitchenAid dishwasher is? Have your prospect push it too. Compare it with other dishwashers. (The extra weight of KitchenAid dishwashers is impressive. It connotes quality. The strong frame, the large 1/2-hp motor and TriDura® porcelain enamel all add up to more weight. And more value.)



"Adjust the racks."

Raise, lower and tilt the Superba top rack. It easily adjusts to 9 different positions. Even when fully loaded. (This gives great loading flexibility. You can make room for just about anything inside a KitchenAid. Even goblets, deep bowls, platters, and broiler pans that other dishwashers can't easily handle.)

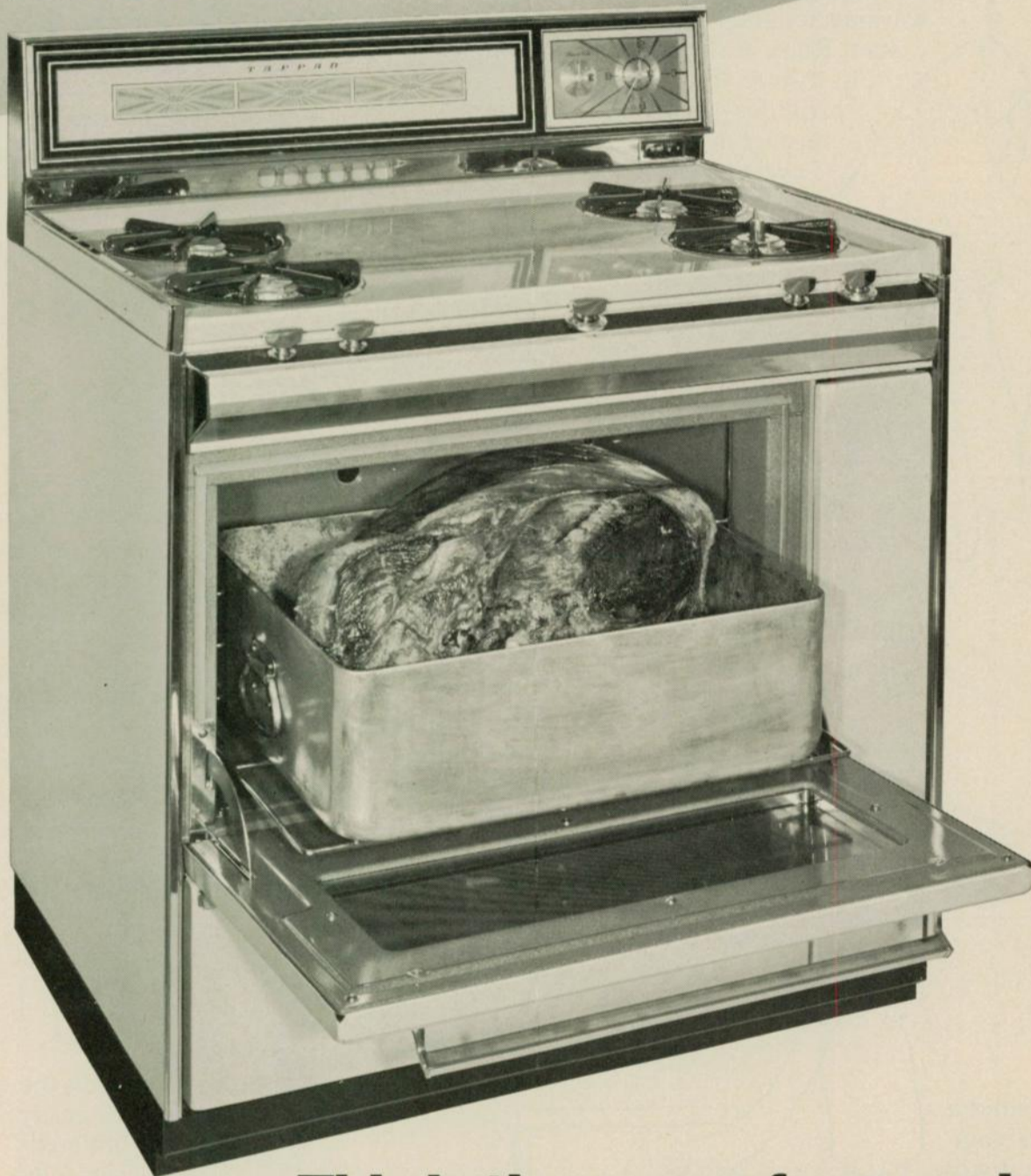
These 5 simple demonstrations are 5 good ways to sell KitchenAid dishwashers. We know we make a superior dishwasher. You know it. And if you get down on your hands and knees and demonstrate, your customers will know it. And probably buy it. For more ideas on how to sell KitchenAid dishwashers, see your distributor. Or write KitchenAid Dishwashers, Dept. 9DQ-5, The Hobart Manufacturing Company, Troy, Ohio 45373.

**KitchenAid**

Dishwashers and Disposers

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

*Be our guest. We're cooking a  
100 lb. ROAST in the  
TAPPAN Renaissance 70*



**This is the range for people  
who have a big beef about small ovens.**

If there's a bigger oven in the business than the one in our new Renaissance 70 gas range, we haven't seen it.

You get an empty feeling just looking into this 25-inch wide cavity. But a body can fill up quick on its fantastic cooking capacity.

Would you believe a 100-pound beef roast, for example?

We've cooked many a chunk of meat this size during special promotions for Tappan dealers. It's a sensational way to draw traffic. And sell ranges.

Another thing prospects like about this Tappan oven is that the more you cook, the cleaner it gets. That's because special Stay-Clean liners with a catalytic coating bake away spills

and spatters during normal operation. And with an oven this large, that's getting a woman out of a lot of hard work.

Maybe you've wondered if your store should take on the famous Tappan line. Well, we've just given you another big reason. Tappan, 250 Wayne Street, Mansfield, Ohio 44902.

**TAPPAN** makes everything in the kitchen your business.

## industry events

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

Ass'n of Home Appliance Mfrs. Annual Meeting, *Shoreham Hotel, Washington, D. C., May 21-23.*

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.*

National Housewares Mfrs. Ass'n 51st Semi-Annual National Housewares Exhibit, *International Amphitheatre, Chicago, July 14-17.*

Memphis Furniture Market, *Mid-South Coliseum, Memphis, Aug. 10-11.*

The National Alliance of Television & Electronic Service Ass'ns 1969 Convention, *Pick Congress Hotel, Chicago, Aug. 14-17.*

The 1969 National Merchandise Show, *New York Coliseum, New York City, Sept. 7-10.*

The 36th National Premium Show, *International Amphitheatre, Chicago, Sept. 8-11.*

The 24th Annual National Hardware Show, *New York Coliseum, New York City, Sept. 29-Oct. 2.*

International Ass'n of Electrical Leagues Annual Conference, *The Monteleone, New Orleans, Oct. 7-10.*

American Gas Ass'n Annual Convention, *Denver, Oct. 19-22.*

3 ETC.



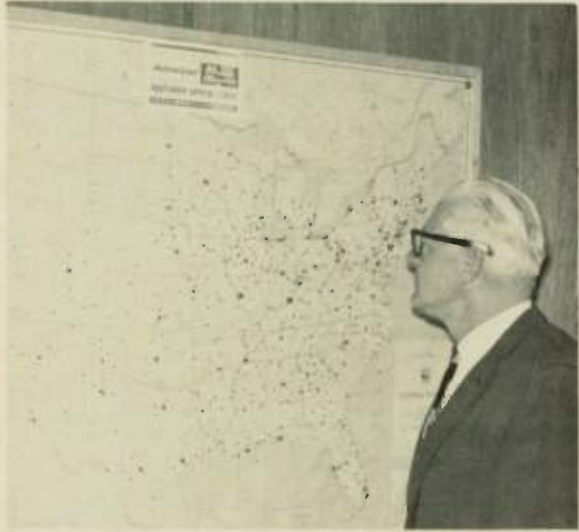
"We're adding a new department to the store."



better service

# The service man shortage— FACT or FICTION?

This factory service manager contends that the supply is adequate, but . . .



Willis Wood, Admiral Corp. national service manager, surveys spread of more than 1,900 Mastercare Maintenance Appliance Service Centers set up since January.

The tumult which has been raised in recent months about an appliance service man shortage seems to be more fiction than fact. And though there are still some isolated cases where shortages do exist in electronics service men, these too are diminishing except in isolated areas where some service firms are competing for skilled labor with industry and governmental agencies, according to Willis Wood, national service manager for Admiral Corp.

"It's not that we have suddenly discovered a previously untapped pool of qualified service men," Wood said. "I think it's because the industry has taken steps, out of sheer necessity, to use resources we already had more efficiently. The necessity was brought about by the need to support ex-



Admiral Corp., Bloomington, Ill., service headquarters is where invoices for payment of labor charges for in-warranty Mastercare are processed to Admiral's computer. Here, Wood discusses notations of an independent center's invoice with key-punch operator.

tended warranties on appliances and home entertainment products, especially on appliances where Admiral is now paying the labor cost as well as parts replacement on the first year's warranty."

Wood had no comment on the possibility of extending free labor to color TV warranty calls made into the home. This free labor and parts guarantee is now applicable to black-and-white portables and other home entertainment products brought to the Admiral service centers. Reportedly, free labor as well as parts in the first 90-day warranty period is being considered by Admiral and other color TV manufacturers.

Admiral was concerned about what seemed to be a critical shortage of servicemen when it embarked on its one-year total appliance warranty late in 1968. It surveyed potential service centers for its Mastercare Maintenance Appliance Service Centers, and found that there was in fact an adequate supply of manpower and facilities to do the appliance service job. The problem was that many of the shops repairing appliances were not using their assets efficiently. Also, some dealers were attempting to service the products they sold, but were not able to justify an adequate staff or parts inventory on the vol-

Wood inspects refrigeration compressors being partially assembled at Bloomington, Ill., replacement parts center.

ume generated to do the job right.

"They were losing money," Wood said, "and were unhappy with the whole situation. Who could blame them? Few would put money aside to support the warranty program offered by the maker to help sell the product. Bankruptcies, changed lines, and people just-plain-going-out-of-the-business left the manufacturer with the obligation of maintaining products' in-warranty promises. We got the impression that many dealers would be glad to pass on the responsibility for in-warranty service to anyone who would take it and do a good job."

Since the first of 1969, Admiral has signed over 1,900 Mastercare Centers, and expects the number to pass 2,000 before mid-year. Admiral also found that by providing Mastercare service, it has been able to increase penetration with dealers who would not otherwise take on the added load of servicing another brand line.

According to Wood, development of the Mastercare system has brought into its service network an added bonus of approximately 8,000 service trucks and a parts inventory of over \$5 million, mostly in the independent service organizations which will handle in excess of 55 per cent of its in-warranty load.

In the Mastercare warranty, Admiral reimburses the center for all in-warranty work and any excess travel mileage at the service center's going labor rate for the particular area. Parts exchanges continue to be handled directly through the local distributor.

"Surprisingly," Wood said, "very few independent service centers priced themselves out of the system by demanding excessive labor rates. Nor did we put restrictions on using their own company name or having other brand names on their trucks."

Each independent service center forwards its labor invoices directly to the Admiral National Service Div., headquartered in Bloomington, Ill., where the information is processed into Admiral's computer system.

Checks are issued directly to the service center doing the repairs. The process is essentially the same for about 50 of Admiral's distributor-operated Mastercare centers.

"The advantages and fallout from the new system are fantastic," Wood said "Since these service people are anxious to get paid as soon as possible, they are

(Continued on page 33)

In an expansion move, dealer

# Makes "a go" with furniture, adds to appliance sales

and nearly doubles volume in three years.

**W**hen Harry ("Abie") Bloxom, an appliance-TV dealer in Hampton, Va., decided to expand his business by adding quality furniture lines, he admits that it was with no great confidence that he undertook the venture.

"Our biggest problems the first year in the furniture business were in getting lines and loans," Bloxom remembers. Thereafter, the business went exceptionally well. The addition of furniture not only proved profitable in itself, but Bloxom's original contention — that the appliance-TV end of his business would also benefit as a side effect — proved to be correct. He did not really anticipate the corollary situation, however: that many of the appliance customers from his other outlets would become furniture customers. And this they did in large numbers.

In the more than three years since he added furniture, Bloxom's business has flourished. Wythe House (ads state that it is a division of Wythe Appliances) is the name of the dealer's headquarters store which is situated on a busy main highway, West Mercury Blvd. It is the one unit in the four in Bloxom's operation that carries furniture.

Of the total of 18,000 square feet in Wythe House, an area of more than 3,000 square feet is devoted to brown and white goods — largely dominated by a Magnavox "Home Entertainment Center" — and the remainder is filled with the furniture, much of which is displayed in large and attractive room settings.

During the past three years, since the addition of furniture, Bloxom's four outlets have nearly doubled in volume: From an annual sales figure of \$750,000 in 1966, there was an increase in 1967 to \$981,000, and this in turn increased last year to \$1.3 million. "And we surpassed our Magnavox quota — which was 20 per cent more than what we did the previous year," Bloxom says.

Harry and Mrs. Bloxom (couple at left) in typical room setting at Wythe House. Furniture has proved valuable adjunct to appliance-TV business and dominates display area at this particular outlet.

Comparing three recent typical monthly figures to the same months a year earlier, Bloxom's books show sales increases in all lines of 30 per cent, 62 per cent, and 30 per cent, respectively. Dollar volume (of the entire operation) that is derived from brown goods and furniture are just about equal. Of the three categories handled, white goods contribute least.

In one recent month, Bloxom notes, Wythe House alone did \$100,000 worth of business in furniture and consumer electronics, and "\$63,000 of this was done in four days' time." Aiding the sale was a special newspaper section entitled "Salute To Women," in which Bloxom's stores were represented with full-page ads.

The dealer estimates that his trading

area includes a population of about 350,000 persons. One of the firm's outlets is basically a warehouse of some 14,000 square feet that also is used for the disposition of "bargain-type" goods. This is called "Abie's Barn." Bloxom says he is pondering whether to ultimately open a full-fledged retail unit in the building.

The firm employs about 28 people in all, uses eight vehicles, and advertises modestly — about twice weekly in newspapers, plus some radio.

Of his venture into furniture, Bloxom recalls that someone told him, while he was still considering the move, that "anyone who can stay in the appliance business as long as you have can certainly make a go with furniture."



Busy highway location of Wythe House, one of four Wythe Appliance outlets, demands ample out-front parking and eye-catching sign.

1,000-title tape selection is

# A key to selling players and recorders

for both home and auto use.



Mrs. Anna Chappell, of Koelemay Stereo Center, explains ease of operation of cartridge-type automobile tape player to customers who stopped by tape machine display on way to record section.

Cassette tape recorders are displayed at cashier's station. Operational unit with microphone attached is still best method of "showing it like it is," store finds.



**K**oelemay Stereo Center, Shreveport, La., has found cassette players in the \$60-\$70 range to be a bread-and-butter item and a gateway to the booming pre-recorded tape business, to more expensive recorders, and to whole-house music systems.

According to Anna Chappell, saleslady, the store's 1,000-title tape selection in pre-recorded four and eight-track cartridge and cassette stereo is the key to selling the players and recorders.

"People will buy the units," Mrs. Chappell said, "if they know there will be a selection of music to play on the machines. While some are interested in recording from their records or off the air, most of our customers are more interested in the ease of playing the units. The recording benefit that the tape recorder buyer gets is a plus that we can use in stepping up to a higher priced unit with stereo recording ability."

Koelemay sells stereo home systems in the "thousands of dollars range," mostly in reel-to-reel, and Mrs. Chappell finds that the smaller open reel units are on the wane at the store.

Automobile stereos are also on the move, providing Koelemay with a major market

for pre-recorded tapes and players.

The store's automobile stereo display is situated near the front where the shop's open front beckons to passersby. Pre-recorded tapes are available and the units are connected to quality home or automobile speakers mounted in the display.

"Actually, the sound is much better than they would be getting in their car," Mrs. Chappell said, "but we also use the display for selling home FM/AM radio systems. By using both systems, we show the customers how they can use their cartridge units for two purposes — in the car and at home. Many of our customers are converting their music collections to tape. With the new cassettes, and their easier ability to record existing collections, we look for an even bigger boom in tapes, both pre-recorded and raw, but the different systems are bound to make some people unhappy.

"If the cartridge people come up with an inexpensive recording system," she added, "it may make a difference. If not, I'm afraid we'll have some problems selling the eight-track, in spite of its higher fidelity. Unless the user is a real buff, the cost can make the difference in favor of the cassette."

One of the biggest problems in pre-re-

corded tapes, according to Mrs. Chappell, is pilferage. Tapes are now locked in a glass case.

A most welcome innovation in pre-recorded cassette tapes has been the tape rack provided by Ampex. This stores several hundred tapes and the store has placed it near the cash register.

"The customer can browse to his heart's content, and when he is ready to buy, the clerk can make the sale by unlocking the rack," Mrs. Chappell said. "For the cartridges, the cashier must still leave her station to unlock the case, then wait for the customer to make his decision. The colorful container for both types is a help in selling the pre-recorded tapes, but in the cartridge system all the art work is lost by the security needed to keep them from 'walking.'"

Customer interest brightens when

# Dealer offers 5-year color TV tube warranty

which he now sells with most sets.

**W**ith extended warranties on color TV tubes having been extended by manufacturers to two and three years, it was bound to happen that someone would offer still longer ones.

Harold A. Truax, who with partner Bob Orson operates Orson-Truax TV Sales and Service, Elgin, Ill., found that consumers were not too enthused about the extended warranties on video tubes — after the first flush and after all major manufacturers joined the bandwagon.

“Each had the same deal to offer, so we had no edge there over our competition,” said Truax. “About the time when sales were lagging, we were offered a franchise on a further extension of picture tube warranties for up to five years from date of purchase. Cost to the customer would be an extra \$37.95 for a policy to cover up to three years beyond the two our major suppliers offered.

The policy is not pro-rated, but covers the cost of a replacement tube.

“We were skeptical at first, and had the firm checked out. We also thought that by giving away free picture tubes it would cut us out of the profit to be made on the sale of picture tubes later.

“We weighed the prospect of current sales increase on color TV sets against the possibility that these customers might bring their sets to us in the event of a failure and decided to take on the franchise.”

The warranty terms require the customer to pay labor and one way freight to the firm’s facility in Oklahoma City, Okla. The policy is issued by Extended Warranty Co., in that city. Return freight is paid by the facility.

Over 75 per cent of recent sales of color TV sets have included the new policy at Orson-Truax TV, and sales have increased.

In checking customer reaction to five-year warranty compared with the manufacturers’ two or three years, Truax said

that the shorter periods draw little excitement or comment when used in a sales presentation. But being able to offer five years often made the difference between a sale and a walk.

Orson-Truax had been primarily a TV service business for the past seven years. The partners formerly operated service operations jointly from the same location, but became partners when they moved to the present location last year. They also went into sales more aggressively then.

“With products being similar and competitive,” Truax said, “we had to have something extra to offer our customers without cutting price or profit. With this extended warranty, we are exchanging a profit now on the set, and the policy, against a ‘bird in the bush’ possibility that the set would have come to us in the future.

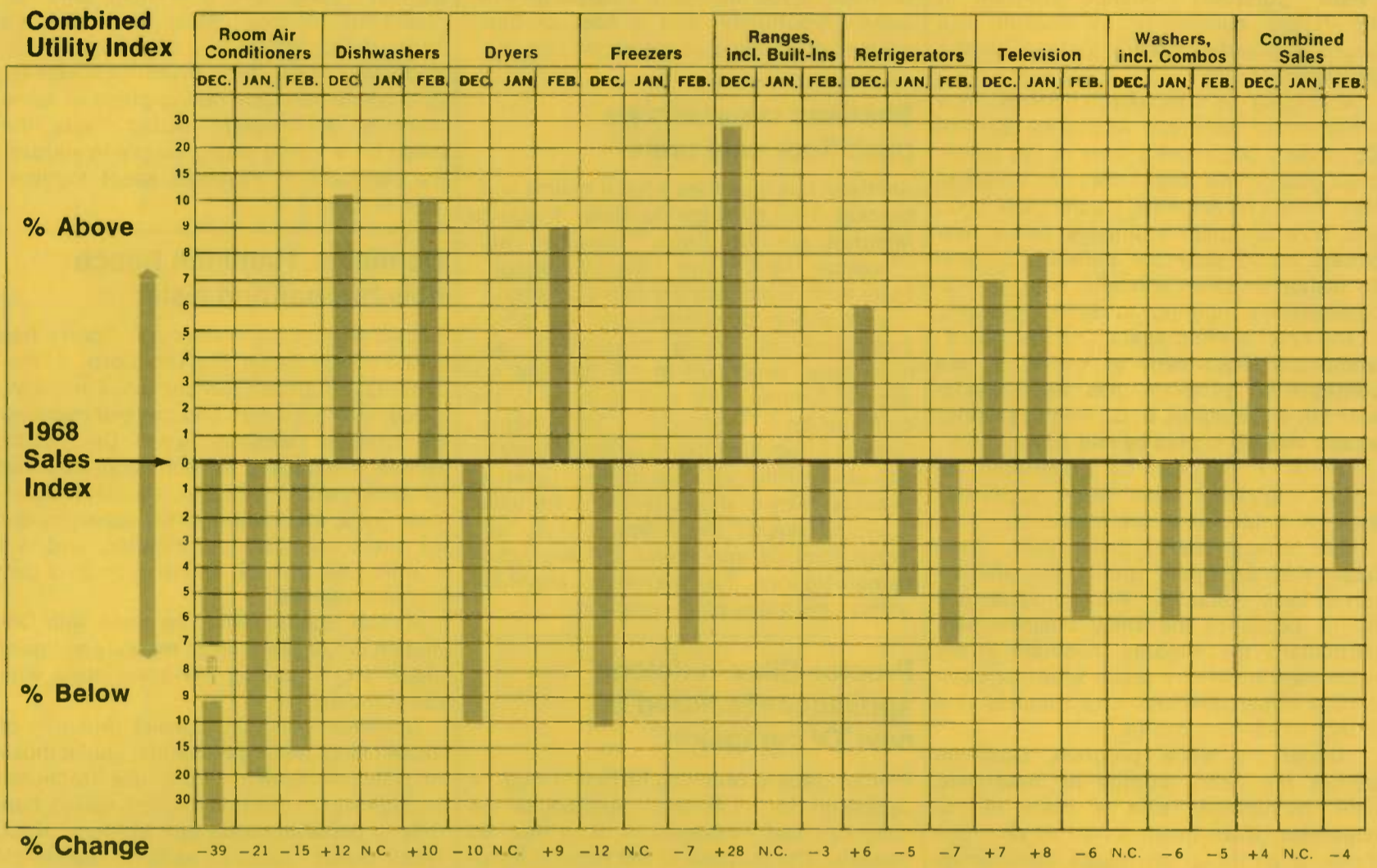
“The reason this franchise works for us so well now is because we have an exclusive. If everyone jumps on this bandwagon, then we’ll have to look for something else.”



Harold A. Truax, partner of Orson-Truax TV Sales and Service, Elgin, Ill.

# 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.



**February City Utility Report**

	Room Air Conditioners	Dishwashers	Dryers	Freezers	Ranges, incl. Built-Ins	Refrigerators	Television	Washers, incl. Combos	Meter Population
Cent. Ill. Pub. Svc. (Springfield)	235	170	566	319	392	805	1644	1021	223,394
City Pub. Svc. Bd. (San Antonio)	470	251	758	261	612	946	2388	1422	192,351
Dayton Power & Light	418	326	1444	403	1039	1222	4110	1802	282,702
El Paso Electric	15	246	346	145	231	587	1497		99,225
Elec. Pwr. Bd. (Chattanooga)	60	121	490	91	380	393	854	657	83,930
Fla. P & L Co. (Miami)	12,724	2041	2972	878	3857	5319	16,414	6545	887,896
Fla. Pwr. Corp. (St. Petersburg)	614	434	959	376	1926	2281	3805	2049	375,700
Idaho Power (Boise)		201	470	184	377	442	735	623	94,400
Jersey Cent. Pwr.* (Morristown)	866	1143	1242	531	832	2134		2598	433,290
Kentucky Util. Co. (Lexington)	197	228	902	390	1190	1325	2836	1775	222,743
Nashville Electric Service		384	438	90	753	803			139,650
New Orleans Public Service	1634	301	1262	373	1025	1593	3840	1955	165,499
N.Y. St. Elec. & Gas (Ithaca)	93	795	1212	522	1348	1423		1874	480,000
Omaha Public Power	127	223	488	219	413	543	1284	750	124,966
Pacific Gas & Elec. (San Francisco)	691	6612	12,532	2636	10,223	11,433	27,321	12,849	2,429,306
P. S. Co. of N.M. (Albuquerque)	5	165	355	164	199	403	1282	679	112,634
Savannah Electric & Power	145	170	282	146	372	582	924	527	66,584
S. W. Elec. Pwr. (Shreveport, La)	186	483	818		602	1431	2678		211,658
Union Electric (St. Louis)	3303	1041	1288	478	1016	3390	7447	3107	606,000
W. Penn Pwr. Co. (Greensburg, Pa.)	286	442	1461	407	1115	1635	3726	2382	377,832
February, 1969 compared with February, 1968	-15%	+10%	+9%	-7%	-3%	-7%	-6%	-5%	
*includes N.J. Power & Light									

**ANALYSIS:** Of the eight product categories tabulated in the Mart Index, only dishwashers and dryers showed gains in February, 1969, compared with the same month of last year — and they gained fairly decently at that: They were up 10 per cent and 9 per cent respectively. Movement in all

other product categories was off, however, to the extent that the combined sales index for the month dropped — by 4 per cent. (By way of comparison, the combined index for the month of December indicated a gain of 4 per cent compared with the previous December; for

January, a "no change" was the picture.) Of those categories that declined, room air conditioners "suffered" most of all, unit sales being off 15 per cent from February, '68. Range sales registered the smallest dip — down only 3 per cent.

# electric housewares and floor care news

## Sunbeam "Vista" program aims to add Negro dealers

Sunbeam Corp. has begun an intensive campaign to develop distribution of its "Vista" portable appliance program in the Negro community by seeking out Negro appliance dealers to take on the consignment line.

According to Stephen R. Smith, vice president of Sunbeam Appliance Service Co., over 2,000 retail agents is the immediate goal in the Negro areas of Chicago, New York, Los Angeles, Washington, D.C., and others. Smith estimates these new outlets could generate between \$2 and \$3 million in sales annually, with agents' commissions running to \$750 thousand.

**The first "serving agent," as the "Vista" wholesaler equivalent is called in the consignment program, has been designated in Washington, D. C., with five dealer agents already signed by mid-April.**

The A. E. McLean Co., distributor of office equipment, has been appointed there. A. S. McLean is the president.

"For several years," Smith said, "Sunbeam has expended great time and effort to assure that the 'Vista' program will fit the needs of the small businessman, particularly the minority merchant in the depressed inner-city areas who has been denied equal business opportunities due to lack of working capital.

**"Under the 'Vista' program, Sunbeam carries the entire burden of investment until the ultimate sale is made to the consumer. Also, in the event of civil disorder, it picks up all losses suffered by the merchant as a result of fire, burglary, and the like. Both at Watts and in Washing-**

ton in April 1968, we assumed the financial losses of the small merchants and also put in new stocks or merchandise at our cost."

The program in Washington was set up with the co-operation of the Chamber of Commerce, the Interracial Council for Business Opportunity, and a host of other prominent Washington Negro leaders.

## Shetland commercials push floor care units

Shetland has launched what it claims is its biggest TV campaign to date. Products featured are the firm's "Chrome Vac," "Sweeper Vac," and "Electra-Sponge." More than 30 markets are being covered.

Live action demonstrations are aimed particularly at young housewives, and have been produced in 10, 30, and 60-second lengths. The spot devoted to the combination "Sweeper Vac/Electra-Sponge" demonstrates how the housewife can convert the vacuum to the "Sponge" in seconds by changing two modular units. "Colorful music," the company says, "and lively graphics intersperse the live action demonstrations for maximum attention-getting and sales-point retention."

## Proctor-Silex "Lifelong" appliances featured in new TV campaign

Proctor-Silex is breaking its new spring TV campaign for "Lifelong" appliances via coast-to-coast messages in more than 60 markets. The purpose of the drive is to reinforce the "Never Needs Repair Shop Service" story by means of "tight closeup

lens" photography and a catchy "It's A Snap" jingle. The spots can accommodate live local dealer tags.

The company's blenders also are being featured on TV. There's a new "powerful blender" song, and a blender tells the "powerful blender" story and why it's "powerful smart" to buy one. Regional introduction of the "Bon Vivant" coffeemaker is simultaneously taking place in some markets. A romantic ballad "sets the mood for a loving young couple to suggest the pleasure of moments spent together 'Bon Vivant.'"

## Dominion, Hamilton Beach now brother and sister

Scovill Mfg. Co., Waterbury, Conn., has acquired Dominion Electric Corp., Mansfield, O., in a cash transaction. Forrest W. Price, vice president and general manager of Scovill's Hamilton Beach Div., which will be responsible for Dominion, said that Dominion will continue to operate in Mansfield as a wholly-owned subsidiary under its president, Sheldon Shaffer, and will continue to produce and distribute its own brand name line.

Robert Shaffer, who has been with Dominion for 30 years, most recently as board chairman, is ending his association with the company.

Dominion products consist primarily of those using heating elements, unlike those of Hamilton Beach, which use fractional horsepower motors. Dominion makes hair dryers, portable ovens and broilers, irons, fans, buffet ranges, skillets, sandwich toasters, and waffle irons. Its annual sales are in the \$15-\$18 million range.

# your national brand support

## Philco-Ford continues strong ad campaign

Philco-Ford's consumer marketing group has just launched a \$2 million advertising campaign that will run through August. The company also has introduced a merchandising plan that covers the remainder of the year.

Retail activity centers first on an air conditioner program that will run through mid-May and offers customers a \$20 decorator front for \$4.95. A supporting point-of-purchase dealer kit contains "buy-now-pay-later" wall banner, easel cards and wall charts, and a consumer mailer.

Four weeks of newspaper and television advertising which began April 10 are supporting Philco "Value Days," a promotion which concentrates on consumer electronics products. Advertising will run in

140 newspapers. Spot TV commercials in prime time and late fringe time will run in 80 markets. In addition, the company is offering a mailing package containing a flyer, jumbo mailer, and envelope stuffer.

The "Philco-Ford Summer Showcase," an appliance-oriented program, will be supported by a dealer listing newspaper advertising schedule in 140 newspapers during the weeks of June 1-July 20 with six ads per paper. The ad program will be expanded in 25 markets to include two additional 1,200-line ads, which will stretch the program through mid-August, and an eight-week spot TV campaign which will run June 1 through July 20.

In addition, the firm is offering 8,000,000 full-color, 12-page "Summer Showcase" tabloids. Eight pages of tabloids will be devoted to appliances and four to consumer electronics.

## Prices "cut to the bone"



Tyrannosaurus Rex dinosaur skeleton symbolizes "Bare Bones" spring sales promotion of Emerson Television Sales Corp. in which "pre-historic pricing" will prevail in order to "clear the cave." Products covered include TV, both black-and-white and color, portable and console stereo, cassette tape recorders, and a large variety of radios. Admiring "Rex" are John Ryan (left) vice president, sales, and Owen Klepper, vice president, advertising and sales promotion.



## In the furniture game, Chevy holds a full house.

When the chips are down, the odds are with Chevy tilt cab models. They're built to get a move on. Faster. More efficiently. And with GCW's up to 65,000 lbs., they'll take on plenty of furniture. Easily.

They'll handle it with care, too. Bulky armchairs or fragile mirrors, it's all chinaware to these 72" cab trucks. So bumpy roads are carefully

smoothed out by a combination of semi-elliptical leaf springs, I-beam front axle and heavy-duty shock absorbers. And cargo-shifting S-turns are handled nice and easy by the extra-short cab design with setback front axle.

Steep, truck-stuttering hills are taken in fine style, too. Thanks to Chevy's

powerful lineup of gasoline-powered Sixes and V8's. Included in the group is a husky new 350-cu.-in. V8. Diesel power is also available.

Next time you need a strong furniture mover, ask your Chevrolet dealer about a Chevy tilt cab. It's your best move. . . . Chevrolet Division of General Motors, Detroit, Michigan.



More trucks are Chevrolets  
because Chevrolet is more truck!

Full  
Dealer  
Profit  
at  
**\$1688<sup>88</sup>**  
Retail



ULTRA  
DELUXE

## TWO DOOR REFRIGERATOR

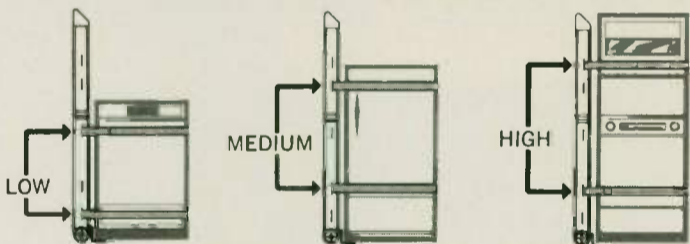
Model 10R-280

The Freezer holds 130 pounds.  
Refrigerator section fully  
automatic defrost.

*Juliette*



Compact Refrigerators/Compact Freezers/Apartment-Size/Refrigerators  
EXECUTIVE OFFICES: 4201 N.W. 77th Ave., Miami, Fla. 33166 (305) 887-6201  
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## UNIQUE, NEW DOLLY does the work of three...

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

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

## THE NEW YEATS 16

FREE-illustrated brochure

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

Name .....

Firm .....

Address .....

City .....

State ..... Zip .....



**YEATS**

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



# new products

## Arvin Tape Recorder

Model 40L31-19 is a solid state cassette tape recorder with an AM radio which has battery or a-c power option; it will play up to 200 hours on four "C" cell batteries. The unit features pushbutton controls, capstan drive at 1 7/8 ips, remote control



Arvin Model 40L31-19

microphone, VU meter/battery strength indicator, 4-in. "Velvet Voice" speaker, earphone jack and slide rule radio dial. The finish is in grey with silver trim. Suggested retail price: \$89.95. Arvin Industries, Inc., 1531 13th St., Columbus, Ind. 47201.

brown and black shoes. All elements are fitted into a styrofoam combination shipping and storage case. Powered by a heavy-duty "Super-Torque" motor, the unit features an easy-grip contoured handle. Applicators and brushes may be picked up and released automatically, without having to be touched, by means of a switch with three positions: on, off, and eject. The 4-lb. unit is in a "strong, masculine red." The attachments for brown shoes are also in red, while attachments for black



Iona Model SP-2

shoes are in black. Suggested retail price: \$14.95. The Iona Mfg. Co., Regent St., Manchester, Conn. 06040.

## Gibson Side-by-Side

Model 79-1016 is a new "Frost Clear" sell-up side-by-side 15.6-cu.-ft. refrigerator-freezer. It offers a 20.7-lb. glide-out, porcelain enamel finished crisper, two molded egg racks and a covered butter and cheese compartment. Door racks in both freezer and refrigerator are remov-



Gibson Model 79-1016

able. The unit fits a standard 32-in. space in the kitchen, and is engineered to accept the Gibson solid-state automatic "Ice Master" as an option at any time. The door framing also accepts decorative front panels, if desired. The unit is available in white, avocado, or coppertone at no difference in price. Gibson Products Corp., Greenville, Mich. 48836.

## GE Coffeemaker

New Model CM-10 is an automatic coffeemaker featuring an anodized aluminum body, coffee strength brew selector, dripless spout, and a cap marking guide on the outside under the handle. It can brew four to eight 5-oz. cups of coffee, and it comes with a "Mini-Brew" basket, so the user may brew only two or three 5-oz. cups. Suggested retail price for



GE Model CM-10

the UL-listed unit is \$13.98. General Electric Co., 1285 Boston Ave., Bridgeport, Conn. 06602.

## NuTone Music Center

A cassette stereo cartridge tape player/recorder makes the solid state music/entertainment center, Model 2202, even more complete. This new player/recorder (for installation in N 2200) includes interlocked pushbutton controls for recording, fast forward, rewind and pause operation, plus recording level control and meter. The slim-profile Contemporary

## Iona Shoe Polisher

Model SP-2 is a new electric shoe polisher which consists of the power handle, two polish applicator attachments, and two buffer brushes for





NuTone Model 2202

walnut-finished cabinet has "Tambor Roll-A-Way" doors, plus full base reflex speaker enclosures. The unit can be wall- or shelf-mounted, or used as a room divider. *NuTone Div., Scovill, Madison and Red Bank Rds., Cincinnati, O. 45227.*

monitor suction and keep it at the exact maximum level.

The unit also features a contoured handle-grip that adjusts to the most comfortable and convenient height for the user. On a "Control Center Console" at fingertip level, three varicolored buttons control the unit's two-speed motor. Another button opens the front of the unit for easy bag changing. To alert the user when the cleaner bag is full, a light fills with red as the bag fills with dust. The "Cordaway" automatic cord reel enables the cord to unreel to just the proper length. At the touch of a button, the cord reels up and stores away inside the machine. Suggested retail price: \$139.95. Optionally available at extra cost is a handsomely packaged permanent case, convenient for

handling and storage, which contains the hose, wands, dusting brush, upholstery brush, floor-wall brush, and crevice tool. *Eureka Williams Co., Bloomington, Ill.*

### Hitachi Portable Color TV

Hitachi, Ltd. of Japan has announced the first all-transistorized portable color TV receivers, with two sizes being made. They include a 12-in. screen set, Model CWA-200, which weighs 35 lbs. and has an a-c power consumption of 80 watts. Delivery is scheduled for May in the United States. Suggested retail price: \$269.95.

Model CFA-450 is a 14-in. screen set (diagonal measurement). Delivery for the unit, which has an a-c power



Hitachi Model CFA-450 consumption of 80 watts and weighs 44 lbs., is scheduled for June in the U. S. Suggested retail price: \$299.95. *Hitachi Sales Corp., 48-50 34th St., Long Island City, N. Y. 11101.*

### Eureka Upright Vac

Called the "Emperor," Model 1212B is a new upright vacuum cleaner engineered to adjust suction automatically no matter how high or low the carpet nap. The unit has the first "Automatic Carpet Compensator," a valve that constantly monitors suction power automatically, keeping it at the precise maximum potential for high shag rugs, sculptured carpet, traditional nap, flat surface outdoor-indoor carpet, and bare floors. The compensator works in conjunction with another feature, the "4-Way Carpet Selector," that enables the user to "dial" the carpet setting to accommodate carpet thickness.

The selector, located at the rear of the unit, has four settings for low, normal, high or extra high carpet nap. The user sets the carpet selector to the proper setting, according to a "key" imprinted on the back of the cleaner, and the carpet compensator then goes to work automatically to

### Service man shortage . . .

(Continued from page 25)

prompt in sending the malfunction reports to Bloomington. By feeding the failure information to our computer, we learn very fast of any problems developing in the field on our products, especially on newly designed or improved products. No amount of field testing can uncover all problems that can develop in the home."

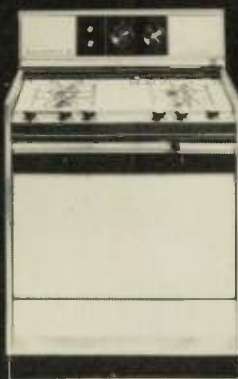
In addition to rapid correction of general problems, information developed from the data collection is sent out each month to Mastercare and other service groups worldwide. This includes production changes, service tips, and general training information to help the Mastercare centers do their job better.

In addition to administering payment of Mastercare warranty services, the Bloomington facility also is responsible for development of service training programs and manuals for both appliances and home entertainment products. The center also does all spare parts purchasing, warehousing and shipping of replacements (except electron tubes which are shipped direct). The facility also maintains all warranty records for Admiral.

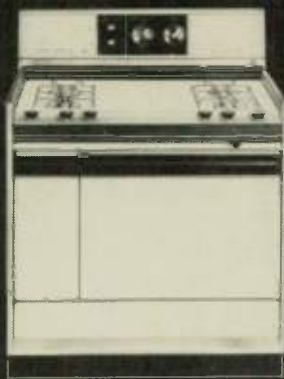
# 13 Self-Cleaning Models are one good reason why CALORIC® will sell for YOU!



MODEL E210S  
30" DOUBLE-DECKER



MODEL E104S  
30" FREE-STANDING



MODEL E310S  
36" FREE-STANDING



MODEL E610S  
36" DOUBLE-DECKER

## The world's most complete line of gas ranges with Self-Cleaning Broiler/Ovens...

13 great self-cleaning gas ranges in full production, in Free-Standing and Double-Decker Models, 30" and 36" widths, 4 and 6 burner models, 4 decorator colors.

CALORIC® Self-Cleaning gas ranges cook, broil and bake better. ULTRA-CLEAN® Self-Cleaning Broiler/Oven cleans the entire broiler/oven by pyrolytic action in less than 2 hours, eliminates smoke and disagreeable odors. Exclusive ULTRA-RAY® Infra-Red broiler gives char-broil flavor, smokelessly.

CALORIC® gas ranges with self-cleaning broiler/ovens are selling profitably for our franchised dealers. Let us tell you our exciting franchise story face to face. The coupon is for your convenience . . . send it today.

Mr. Bob Curtis, VP, Mktg.  
Caloric Corporation, Topton, Pa. 19562  
Let's hear your profitable franchise story

Name \_\_\_\_\_  
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Address \_\_\_\_\_  
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State \_\_\_\_\_ Zip \_\_\_\_\_

CALORIC CORPORATION, a subsidiary of Raytheon Company. Manufacturers of Gas Ranges - Dishwashers - Disposers - Gas Grills - Sinks - Hoods

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COOK YOUR BEST WITH

**CALORIC®**



CALORIC CORPORATION, TOPTON, PA. • A SUBSIDIARY OF RAYTHEON COMPANY

by Jack Adams

# the balance sheet



**"The First 18 Inches"** — How many times do consumers actually buy an appliance or brown goods item from a dealer, and how many times does the dealer exercise a major influence in closing such a sale? — that is a question which has always intrigued this writer.

More properly stated, the question should perhaps read: How many times does the customer leave with an item which she had no intention of purchasing when she walked in?

Granted, the dealer has demonstrated a degree of salesmanship if the woman who wants a refrigerator is guided to his sales floor by the store's advertising or promotion.

And granted, even more salesmanship is shown if she enters the store determined to spend only about \$250, and she departs after having signed a sales contract for a \$400 unit.

Give the dealer a gold star if the

customer comes in planning to spend about \$25 for a gift for "Mom" or "Pop" and leaves with a much higher ticket item that offers the user more features. And add a ribbon to the star if she goes home with a duplicate unit for herself or her husband.

The season (Mother's Day, Father's Day, "Color TV Week") are conditioning influences to put the consumer in the proper frame of mind to be a prospect for specific categories of appliances or brown goods. But as every dealer knows, this is no guarantee of a healthy slice of the pie.

Some may feel assurance that a certain percentage of the buying public will be guided to their stores because of past happy associations. But the alert dealer will not rest on his laurels.

He will be reminded that because the consumer has purchased a radio

or TV set from him does not guarantee that she is aware that he handles electric hair curlers.

Maybe if she knew, she would — because of previous experience — prefer to buy from his store. But in the corner drug store where she eats lunch each day there is a display of electric hair curlers staring her in the face.

Or maybe when being entertained by friends one evening, a couple is first introduced to a refrigerator with an ice maker. And the wife was going to stop by Jones Appliance on Monday to learn if they carry ice maker refrigerators. But while visiting Sears on Saturday to purchase a hammer, the husband saw an *operating* ice maker refer. So guess which brand of refrigerator is in their kitchen now?

So what does all this have to do with the question of do consumers buy or do dealers sell? (A question, incidentally, which we doubt has any one provable answer.) Simply that while "the last three feet" may be the distance that tells the story in a sale, we are inclined to think that it is "the first 18 inches" in many cases which cast the homemaker in the role of prospect for a product in a specific store.

That 18 inches could be the distance from her reading glasses to the invitation to a special event in the dealer's store, where she will be introduced to the wonders of color TV or self-cleaning ovens. Or maybe it's the 18 inches between her eyes and the dealer's window filled with suggested gifts for the June graduate.

Or, once inside the dealer's store it's the distance between her face and the ice maker inside the refrigerator whose door she opens to see how the ice cubes displayed in a nearby freezer are actually made.

And so while "Nothing happens until a sale is made," dealers are only too well aware that their number of chances for sales depends entirely upon the volume of traffic that passes through their stores.

And while one might argue the degree to which "buymanship" and "salesmanship" are present in each sale, this magazine has documented cases where dealers have achieved a disproportionate share of sales of various products because they created an awareness of the product for the consumer.

Yet our editors continue to come across far too many instances where dealers seem not to be performing even the basics to give themselves a running start for the consumer's dollar: stores where color TV is not properly displayed, stores where electric housewares are kept behind or under the counter, stores where ice maker units in refrigerators are not connected.

It should be noted, too, that some dealers have exercised their flare for creating awareness of a product "out of season" with resulting sales that normal experience says just shouldn't be.

In other words, adding the first 18 inches to the "the last three feet" can result in a customer list many yards long.

# by the way

Brand Name winners receive their awards



In the 21st annual "Brand Name Retailer-of-the-Year" Awards Competition, Jack Luskin (center), president of Luskin's, Inc., Baltimore, receives his award as "Retailer-Of-the-Year" in the appliance/TV stores Class I category.

Also shown are three "Certificate of Distinction" winners: Glen Van Prooyen (left), Van's TV and Appliance, Highland, Ind.; William N.

Fisher (second from right), Bill Fisher's Appliance and TV Center, Inc., Cherry Valley, Ill.; and Jack Boring (right), president, Jack Boring's Appliance TV and Stereo, Kansas City, Mo.

Sol Goldin (second from left), director of creative services, Whirlpool Corp., Benton Harbor, Mich., presented the winners with their awards.

## Thieves break in . . . dealer runs an ad

A good example of how a dealer can carve a potent promotional advantage out of a blow to his business was demonstrated by Antone Costa, owner of Newbury TV in Fairhaven, Mass. Shortly after thieves broke into his place and stole \$900 worth of portable TV sets, Costa ran a half-page ad in the New Bedford (Mass.) *Standard-Times* with a bold tongue-in-cheek headline that proclaimed:

**"DISCRIMINATING THIEVES TAKE 9 TV'S, SELECTING CURTIS MATHES 4 TO 1."**

Within the ad, Costa reproduced an original news item in the same paper that told of the break into his business. Then in a postscript to the thieves, he announced:

"In your rush to leave, you forgot to take the certificates entitling you to an 8-year picture tube warranty. If you will stop in during our regular store hours, we will see that you get it."

Newbury TV thus made good merchandising hay out of the whole situation, twisting it into a means of (a) first plugging the Curtis Mathes brand, and secondly (b) effectively reminding the public that an 8-year warranty was the bonus awaiting

DISCRIMINATING THIEVES TAKE 9 TV'S SELECTING CURTIS MATHES 4 TO 1

IN YOUR RUSH TO LEAVE, YOU FORGOT TO TAKE THE CERTIFICATE ENTITLING YOU TO AN 8 YEAR PICTURE TUBE WARRANTY. IF YOU WILL STOP IN DURING OUR REGULAR STORE HOURS, WE WILL SEE THAT YOU GET IT.

CM 15" COLOR PORTABLE TV

BUY IT WHOLESALE ONLY \$239.95

Something Special from Curtis Mathes

8 YEAR PICTURE TUBE WARRANTY only \$499.00

NEWBURY TV . . . ALWAYS FIRST

IN SERVICE! IN QUALITY! IN SAVINGS!

Now You Can Buy at Wholesale - Save the Middleman's Profit Only Newbury TV Can Offer You An 8 Year Picture Tube Warranty

993-2606

Newbury TELEVISION

410 MAIN STREET, FAIRHAVEN, MASS.

Dealer Costa's ad

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

buyers of the brand.

Costa's technique might well be borne in mind as a way other dealers can apply ingenious twists to similar circumstances.

# Introducing the blender that blends.

Try blending something thick in the blender you've been selling.

Something nice and sticky like peanut butter or a heavy onion dip.

Your blender won't blend it unassisted. The stuff will hang up on the sides.

That means that every few seconds you'll have to stop the blender, and remove the lid, and scrape the stuff down, and replace the lid, and start again. Every few seconds.

That can get irritating.  
It can also be avoided.



If you're selling Hoover.

Our built-in paddle keeps the blender blending the stickiest stuff.

No stopping. And starting. And stopping. And starting. No irritation.

That's a difference you can sell.

That's the difference we're selling.

On Network TV. In national magazines.

We're putting our money on the paddle.

You may be up a creek without one.

The Hoover Company,  
North Canton, Ohio 44720.



# Anything more portable has to be a radio.

Our new Waikiki is battery operated. But you never see the batteries. They're inside the set, where they belong. And there's no extra battery pack to lug around.

Take the Waikiki out of doors. You'll see sportsmen watching it in their boats, at ball games, while golfing, fishing, hunting. And the young set will groove with it at the beach, at parties. And why not, it weighs only 12 lbs.

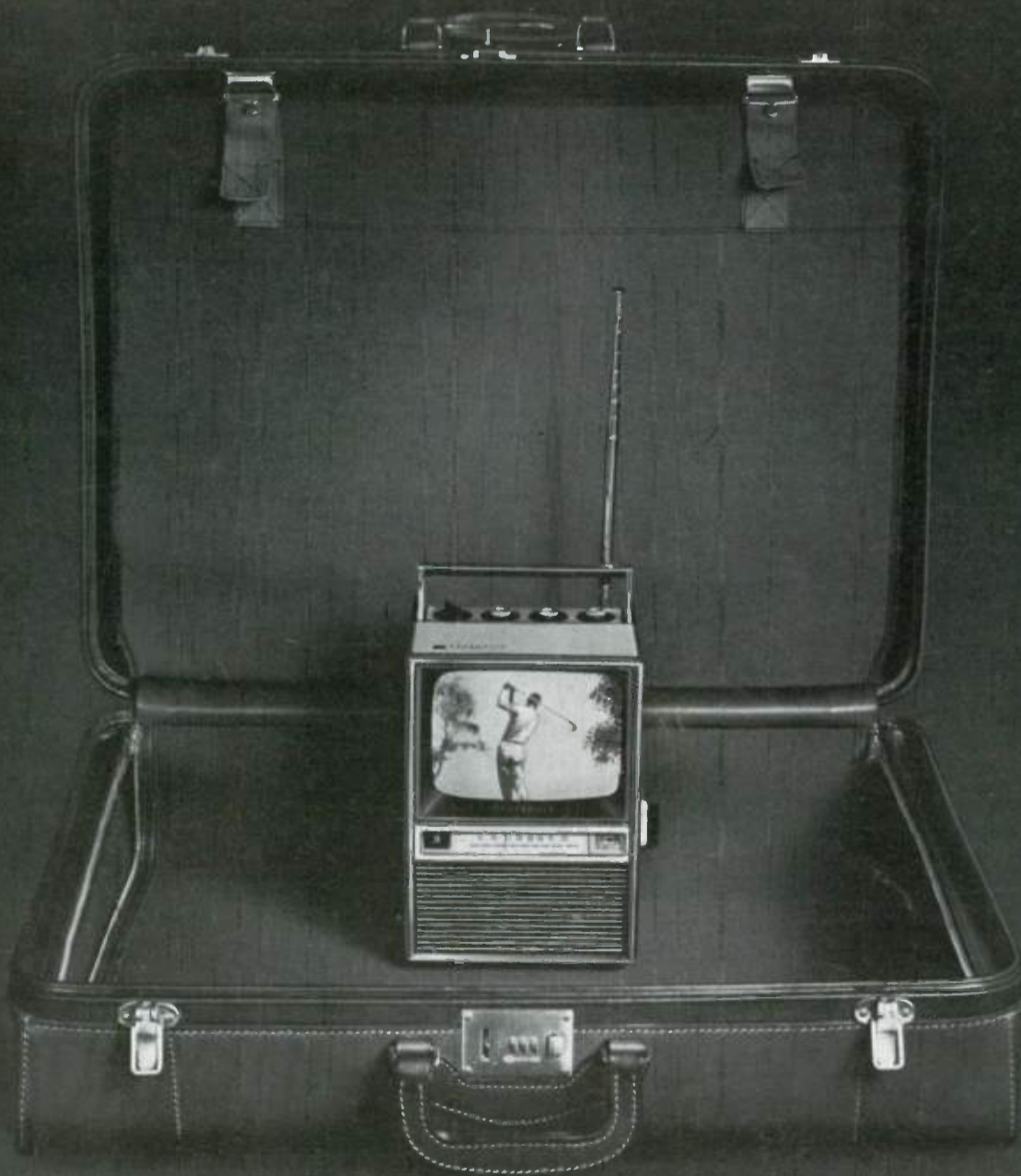
For home viewing there's an AC adaptor

included. And a built-in battery recharger, too.

The Waikiki is a compact lightweight with a 5" diagonal screen. Solid state engineered. Better black and white contrast. Sharper, clearer pictures. And a tinted glass that does away with glare, indoors or out.

Now, the one price your customer pays includes batteries. And an earphone.

Call your Panasonic representative now and ask to see the Waikiki (TR-315B). Like a good portable radio, it sells itself.



**PANASONIC**<sup>®</sup>  
ALL OVER THE WORLD