Lower fair trade prices for G-E housewares to up sales volume, profit dollars
DYNAMIC PRICING 
TO BOOST RETAIL SALES

One of the greatest contributions to increased sales, through movement of more goods to more people at lower prices, was made by the General Electric Housewares and Radio Receiver Division when it announced, effective January 3, new lower prices on many appliances produced by the division.

The new lower prices will have a far-reaching effect on retail sales volume and profits. According to W. H. Sahloff, vice president and general manager of the division, the new price structure change was dictated by the results of broad market research into the marketing needs of an expanding American economy. Reversal of the trend to higher prices benefits consumers, dealers and distributors alike, and provides a far greater potential for all G-E housewares. Public acceptance of the policy is assured by reason of General Electric’s position of prestige in the consumer mind. With the lower prices, volume sales increase and higher dollar profit for all can result.

Aid to fair trade enforcement. In addition, the new lower prices will give added support to the fair trade enforcement program. The lower fair trade list prices will act to make General Electric products less attractive as loss-leader items in non-fair-trade states, and will restore competition to a more equitable “price and service” level.

All-time high for sales. Mr. Sahloff reports that 1955 sales figures for G-E housewares and radio receivers will be substantially higher than the industry average for the year—which is at an all-time high. The broader sales base that lower price revisions will provide promises additional sales increases of 10% to 15% for 1956, and proportionately higher dollar profits.

Announcement of the new prices was greeted with almost unanimous approval. One Chicago dealer said there was no question that the move would meet with success. Another dealer remarked that in his opinion (it) was “the most realistic approach to merchandising housewares.” A New York dealer commented, “I agree with the new G-E pricing policy. Percentage markup is not the most important. It’s the dollars that count. If I have dollars what do I care for percentage?”

New features at lower prices will be received with enthusiasm by Mrs. Consumer. In the past, Mrs. Consumer has accepted substitutes for G-E appliances only because she could get other makes at less than their fair traded or list prices. With the gap narrowing between discount and fair trade prices, she is going to exercise her preference for General Electric appliances. At the very least, she is going to be more brand conscious, particularly as she becomes more and more aware that she can have America’s best known brand—with new improvements—at new lower prices.

Coincident with the announcement of lowered fair traded prices, Mr. Sahloff made known the addition of radio receivers as part of his division’s new merchandising responsibility, and the re-naming of the division. Henceforth, it will be known as the “Housewares and Radio Receiver Division.” Under the newly named division are grouped the following five departments: (1) Portable Appliances, (2) Vacuum Cleaners, (3) Blankets, Fans, Heaters and Heating Pads, (4) Clocks and Timers, (5) Radio Receivers.
BIG PRICE DROP, NEW FEATURES
TO JUMP SALES OF G-E STEAM AND DRY IRON
America’s fastest selling Steam Iron now only $14.95

As a major concession to Mrs. Consumer—who has shown a marked preference for the G-E Steam and Dry Iron, and made it the top best seller over all others on the market—General Electric has substantially lowered its fair-traded retail price to a record new low of only $14.95.

In addition to the new lower price, two new features—an improved even-flow steam system, and a new rubber cord lift add new buy-appeal to America’s most popular Steam and Dry Iron. The G-E Steam Iron now features a closely regulated, more constant flow of steam to fabric. It improves results, and makes steam pressing easier than ever.

The second feature is the new rubber cord lift which permits either right-hand or left-hand use. It removes one of the chief complaints common to all hand irons by lifting the cord up and off the surface—preventing “drag” over freshly ironed surfaces.

Even-flow steam gives better results

New Cord Lift makes ironing easy

In addition, the G-E Steam and Dry Iron has a larger sole plate—30 square inches—and is lighter in weight—only three pounds—than most other Irons, steam or dry! The 1100 watt Calrod unit heats the iron quickly and is practically indestructible. It uses tap water in all but extremely hard water areas.

The combination of new improvements, plus traditionally best-selling features, and greatly lowered price is bound to give the biggest boost in history to G-E Iron sales throughout dealer stores! Both features and price will be heavily supported in your local market on TV, and in magazines with wide audience appeal. The TV curtain was raised on January 3. Here’s what is on the program for the first three months of 1956.

New Display
A Real Sales Builder!

<table>
<thead>
<tr>
<th>Date</th>
<th>Program Details</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 3</td>
<td>“Warner Bros. Presents”</td>
<td>ABC-TV</td>
</tr>
<tr>
<td>Jan. 17</td>
<td>“Warner Bros. Presents”</td>
<td>ABC-TV</td>
</tr>
<tr>
<td>Jan. 31</td>
<td>“Warner Bros. Presents”</td>
<td>ABC-TV</td>
</tr>
<tr>
<td>Feb. 7</td>
<td>“Warner Bros. Presents”</td>
<td>ABC-TV</td>
</tr>
<tr>
<td>Feb. 21</td>
<td>“Warner Bros. Presents”</td>
<td>ABC-TV</td>
</tr>
<tr>
<td>Mar. 6</td>
<td>“Warner Bros. Presents”</td>
<td>ABC-TV</td>
</tr>
<tr>
<td>Mar. 20</td>
<td>“Warner Bros. Presents”</td>
<td>ABC-TV</td>
</tr>
</tbody>
</table>

NEW PROMOTION KIT AVAILABLE NOW FROM YOUR G-E DISTRIBUTOR!

Helps you make the G-E Steam Iron a surprise hit with shoppers! Contains all the elements to keep your sales people informed of G-E Steam Iron features. Includes mounted ad for special display, envelope stuffer for mailing, and specification sheet.

A single display unit—capable of presenting product features in quick, to-the-point fashion, and acting as a powerful sales stimulant—is now available for the G-E Steam and Dry Iron.

This handsome two-color “silent salesman” will be an important plus for dealer windows and in-store displays. It tells new prospects that the G-E Iron is, in fact, two irons in one—steam and dry! It sells features and actual in-use benefits of the iron so that Mrs. Consumer sees at a glance what a new G-E Steam and Dry Iron will do for her.

The unit is compact and colorful, stands only 16” high, 16” wide, and 10” deep. Order Pub. No. 9-215 from your G-E Distributor, today!
NEW MIXING CHART RIGHT ON THE MIXER

Another convenience! The G-E Portable lists correct speeds for many mixing operations right on the mixer saddle-plate. Easy to see, easy to set.

HANDBY NEW THREE-SPEED CONTROL

Located on top of handle for easy use. Speed selector with HIGH, MEDIUM and LOW speeds gives your customers the right power for every mixing job.

Order kit today from your G-E Distributor!
NEW FOUR-COLOR DISPLAY SELLS G-E FEATURES ON SIGHT!

Versatile, Adaptable Display Can Be Used Anywhere...Window...Counter...Table

Here is proof, once again, that General Electric display experts have come up with a new setting for G-E Electric Housewares that will "steal the show"! This compact, multi-purpose unit has the beauty, sparkle and color to meet all your requirements for immediate sales appeal. It is specially designed to encourage self-selection of G-E appliances by customers, and to promote impulse sales.

The unit requires only minimum space, sets up in a jiffy, and brings your G-E display "to life" in the setting in which appliances are used—the American home.

The open half door of the charming "Dutch Door" is a pocket device to hold individual and interchangeable cards for all G-E Electric Housewares. The base is a "floor" simulating tile or linoleum of a typical kitchen. The unit may be used to display a single appliance, or as a full counter or window display for several appliances at one time. Display card will also fit standard sign holders, and are scored so they may be used individually. Unit is available from your G-E distributor, Pub. No. 34-455.

"LIVE TABLE" MULTIPLIES PORTABLE APPLIANCE SALES

The Housewares Department that makes provision for a "plug-in" demonstration unit—whether portable, or as a stationary table unit—stands to profit in several ways.

First among the reasons is that it makes demonstration easy and convincing. Sales people enjoy selling electrics—actually make more sales, and make them far easier, when "in work" can be demonstrated. Too, Mrs. Consumer is far more convinced. And "live table" demonstrations make possible some interesting day-to-day promotions. More sales can be lured for an automatic coffee maker if the demonstration is accompanied with a steaming cup of coffee! The list of promotion possibilities is practically unlimited.

In-use demonstrations assure far more satisfied customers, with fewer returns. The cost of "live table" is relatively low, and when the increase in sales is considered, more than pays for itself in a short time.
AMNANESIS (The Investigation)

(Case No. 1)
Chief Complaint: 
"I HATE PROSPECTS"
Diagnosis: 
Extreme Introversion (Desire for Concealed Life)
History: 
Shunted, from Day of Delivery, Behind Refrigerator in Major Appliance Department

(Case No. 2)
Chief Complaint:  
"I JUST CAN'T SEEM TO PULL MYSELF TOGETHER"
Diagnosis:  
Acute Anxiety Neurosis (Breakdown)
History: 
Fed up, Frustrated

(Case No. 3)
Chief Complaint:  
"BETTER THEY SHOULD HAVE LEFT ME IN THE BOX"
Diagnosis:  
Claustrophobia (Fear of Closed-In Places)
History: 
Imprisoned - Without Trial - in Pigeonhole Cell

(Case No. 4)
Chief Complaint:  
"MY COLLAR'S ALWAYS TOO TIGHT"
Diagnosis:  
Suicide Complex (The End of the Rope is Near)
History: 
Unceremoniously Promoted to Vacuum Cleaner Department from Wrapping Room

(Case No. 5)
Chief Complaint:  
"NEXT THEY'LL WANT ME TO GO DOOR-TO-DOOR"
Diagnosis:  
Acrophobia (Fear of Heights)
History: 
Up in the Air Over Having to Live out of Natural Locale

(Case No. 6)
Chief Complaint:  
"WHAT A NIGHTMARE!"
Diagnosis:  
Hallucinations (Seeing Things)
History: 
Ensnared in Midst of Vacuum Cleaner Department

(Case No. 7)
Chief Complaint:  
"WHAT A NIGHTMARE!"
Diagnosis:  
Schizophrenia (Oblivious to Reality)
History: 
No Cleaners on Display in This Store
Psychoanalysis of Canister Vacuum Cleaners in a Display Environment

THE PATIENT: CANISTER VACUUM CLEANER (SPECIES—MOBILE)

The display of vacuum cleaners—particularly canisters and tanks—has been marked by madness for many a year. For this reason, the General Electric Vacuum Cleaner Department has prepared this "psychoanalysis," a light-hearted report designed to point out basic faults and offer suggestions for improvements.

The Amnanesia (The Investigation)

Specifically, this study was undertaken to isolate the ills contracted by the canister type vacuum cleaner when exposed to display. On the opposite page appears a classification of the predominant phobias and malignant manias uncovered. These, in our professional opinion, perpetuate a state of straight-jacket selling that plagues the progress of the patient.

The Prognosis (Clinical Opinion of Future Prospects)

However, all is not lost. A canister cleaner is found to be basically an extrovert—a show off. Its personality consists principally of the following characteristics: 1. A Go-Getter—always ready for action. 2. A Fashion Plate—dolled up in the latest color styles. 3. A Big Shot—highly publicized by national advertising. 4. A Social Climber—has ascended to the number one sales position. 5. A Leader—low, low, price.

If these heretofore suppressed traits are permitted expression, the cash register—not the patient—is in for some shock treatment.

Prescribed Psychotherapy

The cure-all for the canister cleaner is to face the world—namely traffic! Display in a high-traffic location is the key treatment. Also, a canister should always be displayed completely assembled, ready for action. Tools should be neatly arranged, available for immediate demonstration. The canister should always be at floor level, located near rug and bare floor surface.

What the Doctor Orders

The best display treatment for canisters (for that matter uprights and tanks too) can be achieved with the new G-E Ready-for-Action Demonstrator. This unit keeps cleaners completely assembled; at floor level; and always ready for action and demonstration. Likewise, it provides for neat display of cleaning tools. It is available to dealers from G-E Vacuum Cleaner Distributors.
NEW LOW PRICES FOR G-E CLEANERS TO ROCKETF 1956 SALES

Talk of today is new styling at lowest-ever prices. Trend for tomorrow increased demand for more versatile cleaner.

With the announcement of new lower prices on both G- E Vacuum Cleaners—the Reach-Easy at $49.95, and the Roll-Easy at $69.95—the Vacuum Cleaner Department of General Electric Company took a giant step in multiplying unit sales for its dealers.

Growth potential for G-E cleaners in particular, and for the industry in general, is highest in history. 1955 sales were a record 3,330,000 units, representing close to 300 million dollars in the cash register, and an impressive 25.28% increase over 1954 levels. With an eventual 85-90% saturation as compared with 64% in 1954, the dealer’s vacuum sales picture looks bright indeed.

Many factors contribute to this tremendous future growth pattern. A look at the record discloses that virtually every change known in the appliance industry has raced through the vacuum cleaner business during the past four years. Major shifts in merchandising techniques—characteristic of the industry—are now a necessity on every level.

Heavy consumer advertising by manufacturers has awakened dormant interest in electrical house cleaning. Consumer desire for overall house cleaning has shifted demand to the more versatile canister and tank type cleaner. New color styling and new work-and-time saving innovations have made the old cleaner obsolete.

Generally lower prices are spreading ownership into a higher percentage of low income homes. In addition, a greater number of homes now have use for more than one vacuum cleaner at a time.

At the dealer level there is need for some basic change in cleaner merchandising. Volume sales growth will depend, to a large extent, on placing the cleaner in a high traffic spot in the dealer’s store where it will be more readily salable as a portable item. Since the cleaner is now priced closer to other portable appliances, Mrs. Consumer will expect to see it where she buys her iron, toaster, coffee-maker and other light electrical items.

In short, the dealer who displays and makes provision for demonstration of canister and tank type cleaners in a spot where traffic flow is heaviest will reap the bigger sales. And don’t forget—the vacuum cleaner is a “big ticket” item to sales ladies who sell small electrics!

A more realistic approach to local advertising is essential in maintaining growth at the dealer level in keeping with expansion in the industry. With General Electric’s new lower prices for cleaners, the dealer now has an opportunity to promote year-round cleaner volume. Advertising on a larger than normal scale can promote these G-E “leaders” throughout January and February, and from June through August. Smaller ads should be planned during big volume months of March through May and September through December. You need that kind of continuity to establish your store as General Electric Vacuum Cleaner headquarters.

DEMONSTRATION DOTTIE says:

“Here, without a doubt, is the easy way to clean the whole house! It’s the amazing new General Electric Roll-Easy Cleaner, with the big wheels that roll everywhere—upstairs and down. You’ll love its easy-to-sell good looks, too. And the best way to make more sales, to add to your list of satisfied customers, is to become thoroughly familiar with the extra service this remarkable cleaner provides. Study these demonstration tips, then see how rewarding selling G-E Roll-Easy can be!”

You don’t lift the G-E Roll-Easy Cleaner—you roll it! Big, smooth-running wheels roll all over the house.

Rolls on big, cushioned wheels. Rolls smoothly, quietly over door sills, scatter rugs. Cushioned to prevent marring or scratching of furniture.

Rolls dirt from bare floors. Filter bag has extra large capacity. Needs changing only a few times a year.

Two-in-One Tool—Only one tool cleans both rugs and bare floors! Self-adjusting brush adapts to any rug nap.

Throw-away filter bag.

Twist-it—It flips! Go from rug to floor, and back again, with a single turn of this versatile brush. No stooping!


Easy to store. The Roll-Easy fits snugly in corner of closet. Detachable Cordset means no tangling; stores up off the floor and out of the way.

Easy to store. The Roll-Easy fits snugly in corner of closet. Detachable Cordset means no tangling; stores up off the floor and out of the way.

Zip dirt from bare floors. Use soft bristle side to clean floors, linoleum, walls and moldings. Makes day-to-day cleaning a breeze!

Zips dirt from bare floors. Use soft bristle side to clean floors, linoleum, walls and moldings. Makes day-to-day cleaning a breeze!
GENERAL ELECTRIC DELUXE AUTOMATIC BLANKETS AT NEW LOWEST PRICES EVER!

FAMOUS G-E QUALITY PRICED FOR MASS MARKET AT $29.95

- Lower prices mean greater store volume!
- Best selling color selection means no "walk-outs!"
- "See through" polyethylene cover stops soillage mark-downs!
- Sell-up features of PB18 boost unit sales!

With a sensational drop in retail prices of all General Electric Deluxe Automatic Blankets, you now have one of the greatest selling opportunities in the history of the blanket business.

Here are the lower prices that will make the dramatic difference in your blanket sales: G-E PB18 Deluxe Automatic Blanket, Twin Bed, one-control now $29.95; Double Bed, one-control now $34.95; Double Bed, dual-control now $44.95.

The G-E Deluxe Blanket at the new low price of $29.95 is one of the many General Electric appliances that have been realistically priced in accordance with a recent announcement by Mr. W. H. Sahloff, vice president, General Electric Housewares and Radio Receiver Division. Under the new General Electric pricing policy, the new low Deluxe Blanket prices are not "close outs" or "specials"—rather, they reflect a sound base from which dealers may broaden their marketing potential. "Dynamic pricing" is the word for the G-E Deluxe Automatic Blanket—and dynamic will be the sales volume at retail.

Only General Electric gives you these faster-selling features for increased unit sales and higher profits:
- Exclusive G-E "Sleep Guard" control.
- Famous "Custom-Contoured" corners make bed making easier—provide plenty of foot room.
- General Electric’s new "Miracle Fabric" by Chatham—easily washable, shrink-resistant, and mothproof.
- New "see through" plastic storage bag with extra buy-appeal and storage convenience—keeps your inventory clean and reduces soillage "mark-downs".
- Six "most wanted" colors—Dresden Blue, Rose Pink, Garden Green, Citron Gold, Flamingo Red and Turquoise.
- National advertising—creating huge presold market, and day-in, day-out sales.

General Electric originated the automatic blanket, and built the automatic blanket market. Today, more than 2½ million users enjoy the comfort of G-E automatic blankets, and in the coming year—the Twentieth Anniversary of the G-E Automatic Blanket—considerably more than a million automatic blankets will be sold by the industry. It is a safe guess that more of your customers will be looking for, asking for, buying more G-E Automatic Blankets at the new lowest prices ever.

MID-WINTER SPECIAL! G-E LIGHTWEIGHT BLANKET NOW A NEW LOW $19.95

Now available for your first quarter promotion activity, and at the lowest prices in G-E blanket history, is the new year-round General Electric Lightweight Automatic Blanket (Slumber Cover). The Twin Bed, one-control blanket is now priced at $19.95; the Double Bed, one-control at $24.95; and the Double Bed, dual-control at $34.95.

Perfect for January-February midwinter promotion, the G-E Lightweight Blanket, advertised as a "was—is" or "special" will result in greater consumer interest and tremendous sales volume throughout the first quarter of 1956.

Among the additional blanket features producing bigger sales for you is the famous G-E "Sleep Guard" control, the most dependable of any automatic blanket on the market. The Lightweight Blanket is all cotton, completely mothproof, and washable as a handkerchief. This G-E featherweight blanket beauty is light enough for mild climates, yet warm enough for coldest weather.

Now is just the time to schedule a General Electric Lightweight Automatic Blanket promotion for your special midwinter selling event. Specially designed promotion material is readily available, of course. It includes ad mats, counter cards, "special sale" display cards, plus imprinted envelope stuffers at nominal cost. Call your G-E Distributor now, and let him help you schedule a blanket promotion soon.

Luxury at Low Price!

Model PB18 — Comes in six high-fashion colors! Twin Bed size now only $29.95; Double Bed, one-control now only $34.95; Double Bed, dual-control now only $44.95!
NEW "SEE-THRU" PACKAGE PUTS "SELL" IN HEATING PADS!

There's a bouncing new baby in General Electric's new packaging idea for heating pads!

Its name is Polyethylene—and it gives dealers an opportunity to offer the new G-E Model PS9A4 Heating Pad with sealed-in factory freshness *guaranteed*. Famous G-E heating pad features are clearly visible through the new package—the high-fashion turquoise cover and contoured multi-colored Push Button Control.

The G-E monogram, the low, low price, and fast-selling heating pad features are surprinted on the polyethylene cover to make this new package an unrivaled self-seller. Use the easy and inexpensive display suggestions offered at the right to encourage customer interest and build sales for you!

Other G-E Three-Speed Heating Pads are priced at $5.95 retail. Three-Heat Wet-proof models at $7.95, and with illuminated push button control, $8.95.

NEW LOW PRICES, DRAMATIC DEMONSTRATION INCREASE HEATER SALES

In keeping with General Electric's new dynamic pricing policy, the Model H-1 Automatic Heater is now at a new low of $17.95, and the Deluxe Automatic Heater at a low $37.95.

Added to the sales-boosting effect of these lowered prices, the dramatic demonstration techniques shown at the right should make these G-E Heaters among your fastest-selling winter items.

 AUTOMATIC HEATER MODEL H-1

Controlled by an automatic thermostat, this compact heater has a sturdy case that protects fingers and keeps heat from rug or table if accidentally tipped over. The Model H-1 draws 1320 watts, and is approved by Underwriters' Laboratories.

 DELUXE AUTOMATIC HEATER MODEL H-2

This heater combines radiant with fan-forced heat, and can be set at 1320 or 1650 watts. A built-in thermostat provides automatic operation, and a fool-proof mercury tip-over switch turns heater off if accidentally tipped in any direction. A red signal light glows when switch is on.

Demonstration Helps Sell More G-E Heaters

**AUTOMATIC HEATER, MODEL H-1**

- **Static Demonstration**
  - To show heat distribution. Tie red or yellow ribbons on front of grill. Ribbons should be light and not too long. Turn thermostat to HI. Place heater on counter or in window. Place an ordinary dial thermometer in airstream about two feet from heater. Pointer on dial will show increase in temperature.

- **Demonstrate force of air flow**
  - Blow smoke through back of heater. Fan will blow it forward with impressive force. Remember: 200 CFM is low for a fan, but high for a fan-forced heater! Tie red or yellow ribbons to fan to show air flow.

- **Demonstrate stability**
  - Push heater around on counter, and tip in various directions. This will show how difficult it is to tip heater over.

**DE示VE AUTOMATIC HEATER, MODEL H-2**

- **Static Demonstration**
  - Stand heater on counter, facing aisle. Set on HI to show powerful beam of radiant heat.

- **Demonstrate Radiant Heat**
  - Ask customer to time heater when you turn it on. It will glow red hot in less than a minute.

- **Demonstrate Fan-Forced Heat**
  - Blow smoke gently toward fan from a point about three feet in front. Fan will blow smoke back.

- **Demonstrate Safety**
  - Tip heater forward to show that mercury safety switch shuts off at 40° angle. Show tip-over safety in all directions.

- **Demonstrate Tilting Stand**
  - Tip heater back to show wire stand. Flip stand back and forth to show change in direction of heat flow.

- **Demonstrate Cleaning Convenience**
  - Degrees front grill with thumbs at both sides; swing grill out from top, leaving bottom of grill attached. Heater may be cleaned without completely removing grill.

USE THESE IDEAS TO SELL MORE G-E HEATING PADS
The General Electric fan line for 1956, introduced last September, will set the pace for the industry with several important new features and new models. In keeping with General Electric's new "dynamic pricing policy", new prices will be generally lower than those of 1955.

Most important additions to the line are the new Model N1, a compact, streamlined utility fan to sell at $9.95, retail, and a completely new line of window fans, starting at $39.95. In addition to the competitive pricing of the new models, several other models, such as the Floor Circulator, the Twin Fan, the All-Purpose fan, and the Kitchen Ventilator, have been reduced $5.00 in price at the retail level.

As a further incentive to sales, General Electric is offering, for the first time, a five-year written warranty on all G-E fans sold after January 1.

**Window Fans Show Strong Growth**

Recent years have seen window fans gain tremendously in popularity, especially in the larger sizes. Three of the G-E window fans for 1956, plus the Model P1 Roll-Around fan, have full 20" blades, while the Twin-Ventilator has two separate fans each with 12" blades.

Electrical reversibility will be featured in the Model W3 Window Fan and the Model W4 Deluxe Window Fan.

**Oscillating Fans—Popular Traffic Items**

The oscillating, or "Buzz Fan", continues to account for a good percentage of all fan sales. In this category, General Electric is retaining the three best-selling popular sizes—10", 12", and 16", at the same prices as last year.

The Model N1 Utility Fan, priced at $9.95, is expected to break all sales records. The N1 is an ideal impulse purchase item, and when this fan is displayed in areas where there is heavy store traffic, a sharp increase in sales volume should result.

The new G-E Roll-Around Fan, Model P1, can be used either as a circulating fan or as a window fan. Priced at $59.95, this model has many deluxe features, such as a full 20" blade, three speeds, an adjustable stand, and a safety-grill fan mounting that will rotate a full 360 degrees.

Backed by a powerful "local impact" advertising campaign, and highlighted with effective in-store displays, the new G-E fan line will be hard to beat. Don't stock up on fans for '56 until you've seen the new General Electric Fan Line!

### G-E ADVERTISING HELPS YOU SELL FANS

**NEWSPAPERS**

1,000-line "Target Torrid" ads are scientifically scheduled to run during local heat waves.

**TELEVISION**

Kathi Norris will demonstrate fans in thousands of homes every week during June and July on "Warner Bros. Presents".

**BILLBOARDS**

Giant 24-sheet posters will go up in major fan markets during the height of the fan selling season.

**DISPLAY**

G-E provides big, hard-selling displays free in fan cartons. Sturdy display fixtures show the full line, take up only a few feet of space. Colorful motion displays stop traffic—sell fans.
HOTTEST SALE IN YEARS
SETS SIZZLING PACE FOR G-E TELECHRON CLOCKS

Prices dropped up to 33% on four popular models! Special promotion aids available to build sales!

Right on time for a tremendous midwinter traffic building sale event are four General Electric-Telechron Clocks sale specials — two electric alarm clocks, the "Decor" at a mere $4.99, and the "Telecrat" at a low $5.49, and two kitchen decorator clocks, the famous "Ceramic" at an amazing $6.49, and the "Originality" at a sensational price of only $5.99.

Department stores looking for the perfect plan to push clock sales will latch onto this dramatic priced-for-quick-sale event. It's a midwinter warm-up to give clock sales the "sizzle" you're looking for.

National advertising by General Electric-Telechron Clocks has stimulated buyer interest at regular higher prices. So, it follows that your sales can be upped when you advertise locally at these tremendous savings. Imagine the Russel Wright designed "Ceramic", which formerly retailed at $8.98 now priced at an amazing $6.49! Its buy-appeal is irresistible. This exclusive kitchen beauty comes in four decorator colors — Golden Spice, Meadow Green, Coral Sand, and Charcoal, and all are available for this terrific clock event.

Another electric kitchen clock has the unique design that inspired its name, "Originality". The crystal clear ring joining case and numeral band permits wall color to show through. Clock is available in red, yellow, or white. Your selective customers will welcome both the original design and, even more, the low price of $5.99 as against the regular $8.95. This is a clock-sale dream come true!

First of the two alarm clocks is the "Telecrat" — a true aristocrat of the electric alarm line. The smart beveled case is in gold color metal. Its contemporary design fits handsomely into bedroom and living room as well. New lower price for the Telecrat is a mere $5.49 — a substantial reduction from the regular $6.98.

The "Decor" is frankly modern in design, and a decorator's delight in predominate shades of gold, beige and rich brown. The handsome white dial is textured for a sleek sculptured effect. The Decor set sales records at $6.95, now sale priced at a low $4.99. Frankly modern in design.

These General Electric-Telechron Clock beauties will open up important selling opportunities for you. It will pay you handsomely to order these clocks from your distributor while they last, and tie in with this compelling clock promotion!

Ceramic formerly retailed at $8.98 now priced at a low $6.49. Comes in choice of four colors.

Telecrat sale priced at $5.49 was regularly priced at $6.98. Features smart beveled case.

Decor set sales records at $6.95, now sale priced at a low $4.99. Frankly modern in design.

Originality sale-priced at $5.99 was regular priced at $8.95. Crystal clear ring joins case and band.

Essentials for a handsome window or in-store display are the G-E Wall-O-Rama (or your own "peg-board" wall mounting), arrow price signs, and "Special Sale" announcement card. Clocks may be hung in any arrangement you choose, but every color of the kitchen wall clocks should be shown. Arrowed "was-is" price cards announce dramatic price reductions. Clocks hung in mass display will get best sales results.
RECORD-BREAKING SALES INCREASE
FOR G-E TELECHRON CLOCKS AT POLSKY’S OF AKRON, OHIO

General Electric-Telechron
Clock sales jumped a record
330% over 1954 levels! Here’s
why this promotion clicked.

Dave Jenkins, Housewares Buyer of
Polsky’s, Akron, Ohio, always has been a
firm believer in the well-rounded promo-
tion. His theory is that to be most success-
ful, every promotion must be carefully,
thoroughly planned—down to the smallest
detail.

In setting up his program to increase
1955 year-end electric clock sales, Mr. Jen-
kins had the help of his assistant buyer,
John Stull, and the General Electric-
Telechron clock district representative.

Essentially this was a “line” presenta-
tion of General Electric-Telechron occasional,
alarm, and kitchen wall clocks. It was
planned for October-November promotion,
but markedly increased sales were evident
throughout December, as well. It featured
a basic stock plan for all models from
$3.98 to $9.98 plus tax.

More than 15 General Electric-Telechron
clocks were featured to appeal to every
type of customer and for every occasion.
In the window shown at the left, the gift
idea was stressed and accented by a fash-
ion theme which made a direct appeal to
women customers.

To open his promotion, Mr. Jenkins
placed his first newspaper ads in late Sep-
tember. Sales results from these ads were,
in his words, “immediate and excellent.”

In addition, the new General Electric-
Telechron Wall-O-Rama display was used
to dominate a wall area of the housewares
department. Mr. Jenkins, a firm believer in
mass-merchandising techniques, follows the
principle, “the more styles you show, the
more sales you make.” And it proved cor-
rect. Customers who were pre-sold by news-
paper ads, were able to choose from a single
magnificent display.

In addition, Mr. Jenkins and his assis-
tant buyer, John Stull, conducted meetings
with clock sales people. The full General
Electric-Telechron clock line was shown
and fully explained. Design features were
stressed, and suggestions for appropriate
models to suit individual needs and tastes
were offered. The incentive for selling was
based entirely on giving sales people as
much information as possible about each
clock. As a result, sales people expressed
renewed interest. They were able to ap-
proach customers with greater enthusiasm,
and to answer intelligently any questions
put to them.

Sales increases for October and Novem-
ber of 1955 were a tremendous 330% over the
same period for 1954! And in the first
week of selling in December, the same re-
markable increases prevailed.

In a recent letter, Dave Jenkins reported,
“Sales people are enthused with the General
Electric-Telechron line. Traffic is excellent
and your clock display most effective in
pushing our sales. And, best of all, my
clock sales people are really plussing their
sales!”

Spur Your Clock Sales With These Free Mats!

It’s follow-through that will clock up a
record for winning sales! So make the pages
of your newspaper “salesmen” for your big
General Electric-Telechron clock sale event.
Use the free mats available from your dis-
tributor.

Mats are designed to cover every adver-
tising need, in these three sizes: 3 col. x 10”,
420 lines; 2 col. x 8”, 224 lines; and four
1 col. x 6”, 84 lines featuring each indi-
vidual clock.

Tie-in promotion material, also avail-
able from your distributor, includes pric-
ing cards for each sale model.

Plan now for bigger electric clock volume.
Stock, display, advertise these four best-
selling General Electric-Telechron clocks!

TIMING FACTS to help you SELL!

Key words in selling General Electric -
Telechron clocks
are beauty • dependability • low cost

- The foremost clock designers in the
country have “custom-styled” General
Electric-Telechron clocks!
- Nearly every electric power company in
America depends on General Electric-
Telechron master clock for regulating
time-keeping accuracy!
- General Electric-Telechron beauty, qual-
ity, dependability costs far less than
other “custom-made” clocks!
- Automatic, can't run down, day or night!
- Accurate, never need regulating, can't
run fast or slow!
- Sure waking, because General Electric-
Telechron clock alarms are insistent—
buzz 45 minutes unless turned off! Get
you up for sure!
G-E ADVERTISING TO GIVE DEALER SALES BIGGEST PUSH

Coincident with the move to greatly lowered prices, and the introduction of improvements and new features in numerous models, General Electric Housewares and Radio Receiver Division has budgeted vastly expanded advertising and promotional support throughout 1956.

This intensified selling effort, representing an investment of 15 million dollars, will be responsible for increasing the consumer preference for General Electric portable appliances, vacuum cleaners, automatic blankets, heating pads, fans, fan heaters and radio receivers ... and for stimulating increased buying action at the store level.

Massive advertising will provide "satur- ration" coverage in every market—in national magazines, Sunday Supplements, farm publications, and television. A larger share than ever before is earmarked for implementation at the local level. New funds will strengthen and expand your own promotional activities. The campaign is designed not only to tell more customers about General Electric's new lower prices and new features, but it also will tell customers that your store is the place to buy.

On the national level, advertising will continue to create demand for the quality benefits inherent in all G-E appliances. Advertising will continue to support General Electric's rigid Fair Trade pricing policy.

Locally, it will be the biggest push ever made by this G-E division. The larger funds mean more local advertising over the name of your store in your own city. G-E Distributors and District Representatives will help you plan fully coordinated promotions, and will supplement them with displays, tie-in materials, mailers, and other selling ideas. Special advertising mats can help you utilize the pages of your local newspaper to the best advantage. Complete up-to-the-minute kits are either "in work" or are already available to you.

Special "full-line" promotions can also be planned. General Electric's Housewares and Radio Receiver Division has many noteworthy "success stories" of promotions it has helped to originate, and which have chalked up some remarkable sales records for both the store and G-E appliances.

When considering your own promotion activities for 1956, call your G-E Distributor or District Representative. Either one—or both—will be glad to show you how to take full advantage of General Electric's expanded advertising and promotion program.
## PORTABLE APPLIANCES

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>C26</td>
<td>Skillet without Lid (Aluminum or Turquoise)</td>
<td>17.95</td>
</tr>
<tr>
<td>C26AX1</td>
<td>Skillet with Lid Only</td>
<td>2.00</td>
</tr>
<tr>
<td>F-19</td>
<td>Portable Steam Iron</td>
<td>9.95</td>
</tr>
<tr>
<td>F-2</td>
<td>Iron</td>
<td>9.95</td>
</tr>
<tr>
<td>F-33</td>
<td>Iron</td>
<td>11.95</td>
</tr>
<tr>
<td>F-35</td>
<td>Iron</td>
<td>11.95</td>
</tr>
<tr>
<td>F-50</td>
<td>Iron</td>
<td>14.95</td>
</tr>
<tr>
<td>G-42</td>
<td>Sandwich Grill (Automatic)</td>
<td>19.95</td>
</tr>
<tr>
<td>K20</td>
<td>Speed Kettle</td>
<td>16.95</td>
</tr>
<tr>
<td>K21</td>
<td>Automatic Coffee Maker</td>
<td>19.95</td>
</tr>
<tr>
<td>T-42</td>
<td>Toaster (Brown or Ivory Base)</td>
<td>17.95</td>
</tr>
</tbody>
</table>

**FANS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>N1</td>
<td></td>
<td>9.95</td>
</tr>
<tr>
<td>S107</td>
<td></td>
<td>17.95</td>
</tr>
<tr>
<td>S125</td>
<td></td>
<td>29.95</td>
</tr>
<tr>
<td>V163</td>
<td></td>
<td>64.95</td>
</tr>
<tr>
<td>A1</td>
<td></td>
<td>29.95</td>
</tr>
<tr>
<td>F2</td>
<td></td>
<td>59.95</td>
</tr>
<tr>
<td>F3</td>
<td></td>
<td>59.95</td>
</tr>
<tr>
<td>P1</td>
<td></td>
<td>59.95</td>
</tr>
<tr>
<td>T2</td>
<td></td>
<td>59.95</td>
</tr>
<tr>
<td>T3</td>
<td></td>
<td>59.95</td>
</tr>
<tr>
<td>W2</td>
<td></td>
<td>59.95</td>
</tr>
<tr>
<td>W3</td>
<td></td>
<td>49.95</td>
</tr>
<tr>
<td>W4</td>
<td></td>
<td>69.95</td>
</tr>
<tr>
<td>W21</td>
<td></td>
<td>29.95</td>
</tr>
</tbody>
</table>

**AUTOMATIC BLANKETS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>PB18A1</td>
<td></td>
<td>34.95</td>
</tr>
<tr>
<td>PB18A2</td>
<td></td>
<td>44.95</td>
</tr>
<tr>
<td>PB18A4</td>
<td></td>
<td>29.95</td>
</tr>
<tr>
<td>PB18AXC</td>
<td>Cove</td>
<td>49.95</td>
</tr>
<tr>
<td>PB18AXC</td>
<td>Cove</td>
<td>34.95</td>
</tr>
<tr>
<td>PB18AXC</td>
<td>Cove</td>
<td>19.95</td>
</tr>
</tbody>
</table>

**HEATERS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td></td>
<td>17.95</td>
</tr>
<tr>
<td>H2</td>
<td></td>
<td>37.95</td>
</tr>
</tbody>
</table>

---

**HEATING PADS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>PS9A4</td>
<td></td>
<td>4.95</td>
</tr>
<tr>
<td>PS9A5</td>
<td></td>
<td>5.95</td>
</tr>
<tr>
<td>PS9A6</td>
<td></td>
<td>7.95</td>
</tr>
<tr>
<td>PS9A7</td>
<td></td>
<td>8.95</td>
</tr>
</tbody>
</table>

**VACUUM CLEANERS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2H42</td>
<td></td>
<td>4.79</td>
</tr>
<tr>
<td>2H44</td>
<td></td>
<td>5.29</td>
</tr>
<tr>
<td>2H45</td>
<td></td>
<td>3.98</td>
</tr>
<tr>
<td>2H45C</td>
<td></td>
<td>3.98</td>
</tr>
<tr>
<td>2H47</td>
<td></td>
<td>4.90</td>
</tr>
<tr>
<td>2H50</td>
<td></td>
<td>4.90</td>
</tr>
<tr>
<td>2H51</td>
<td></td>
<td>6.04</td>
</tr>
<tr>
<td>2H52</td>
<td></td>
<td>7.98</td>
</tr>
<tr>
<td>2H55</td>
<td></td>
<td>12.95</td>
</tr>
<tr>
<td>2H60</td>
<td></td>
<td>14.95</td>
</tr>
</tbody>
</table>

**CLOCKS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2H39</td>
<td></td>
<td>5.95</td>
</tr>
<tr>
<td>2H42</td>
<td></td>
<td>4.79</td>
</tr>
<tr>
<td>2H44</td>
<td></td>
<td>5.29</td>
</tr>
<tr>
<td>2H45</td>
<td></td>
<td>3.98</td>
</tr>
<tr>
<td>2H45C</td>
<td></td>
<td>3.98</td>
</tr>
<tr>
<td>2H47</td>
<td></td>
<td>4.90</td>
</tr>
<tr>
<td>2H48</td>
<td></td>
<td>4.90</td>
</tr>
<tr>
<td>2H49</td>
<td></td>
<td>6.04</td>
</tr>
<tr>
<td>2H51</td>
<td></td>
<td>7.98</td>
</tr>
<tr>
<td>2H52</td>
<td></td>
<td>14.95</td>
</tr>
<tr>
<td>2H55</td>
<td></td>
<td>14.95</td>
</tr>
</tbody>
</table>

---

**Table of Models**

<table>
<thead>
<tr>
<th>Models</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>453</td>
<td></td>
<td>14.95</td>
</tr>
<tr>
<td>455</td>
<td></td>
<td>19.95</td>
</tr>
<tr>
<td>465</td>
<td></td>
<td>24.95</td>
</tr>
<tr>
<td>470</td>
<td></td>
<td>29.95</td>
</tr>
<tr>
<td>475</td>
<td></td>
<td>34.95</td>
</tr>
<tr>
<td>480</td>
<td></td>
<td>39.95</td>
</tr>
<tr>
<td>W2I</td>
<td></td>
<td>29.95</td>
</tr>
<tr>
<td>W4</td>
<td></td>
<td>34.95</td>
</tr>
<tr>
<td>T3</td>
<td></td>
<td>37.95</td>
</tr>
<tr>
<td>PBI6A2-C</td>
<td>Cove</td>
<td>34.95</td>
</tr>
<tr>
<td>PBI6A4-C</td>
<td>Cove</td>
<td>19.95</td>
</tr>
</tbody>
</table>

---

**Note:** Retail prices apply to all clocks bearing the trademark TELECHRON and such prices do not include federal tax.

**FAIR TRADE LISTING**

**HOUSEWARES AND RADIO RECEIVER DIVISION**

1285 BOSTON AVE. • BRIDGEPORT 2, CONNECTICUT • TEL. EDISON 4-1012

**LIST OF FAIR TRADE MINIMUM RETAIL PRICES EFFECTIVE JANUARY 1, 1956**

---

**HEATING PADS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>PS9A4</td>
<td></td>
<td>4.95</td>
</tr>
<tr>
<td>PS9A5</td>
<td></td>
<td>5.95</td>
</tr>
<tr>
<td>PS9A6</td>
<td></td>
<td>7.95</td>
</tr>
<tr>
<td>PS9A7</td>
<td></td>
<td>8.95</td>
</tr>
</tbody>
</table>

---

**VACUUM CLEANERS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2H39</td>
<td></td>
<td>4.95</td>
</tr>
<tr>
<td>2H42</td>
<td></td>
<td>4.79</td>
</tr>
<tr>
<td>2H44</td>
<td></td>
<td>5.29</td>
</tr>
<tr>
<td>2H45</td>
<td></td>
<td>3.98</td>
</tr>
<tr>
<td>2H45C</td>
<td></td>
<td>3.98</td>
</tr>
<tr>
<td>2H47</td>
<td></td>
<td>4.90</td>
</tr>
<tr>
<td>2H48</td>
<td></td>
<td>4.90</td>
</tr>
<tr>
<td>2H49</td>
<td></td>
<td>6.04</td>
</tr>
<tr>
<td>2H50</td>
<td></td>
<td>7.98</td>
</tr>
<tr>
<td>2H51</td>
<td></td>
<td>14.95</td>
</tr>
<tr>
<td>2H52</td>
<td></td>
<td>14.95</td>
</tr>
</tbody>
</table>

---

**CLOCKS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2H39</td>
<td></td>
<td>5.95</td>
</tr>
<tr>
<td>2H42</td>
<td></td>
<td>4.79</td>
</tr>
<tr>
<td>2H44</td>
<td></td>
<td>5.29</td>
</tr>
<tr>
<td>2H45</td>
<td></td>
<td>3.98</td>
</tr>
<tr>
<td>2H45C</td>
<td></td>
<td>3.98</td>
</tr>
<tr>
<td>2H47</td>
<td></td>
<td>4.90</td>
</tr>
<tr>
<td>2H48</td>
<td></td>
<td>4.90</td>
</tr>
<tr>
<td>2H49</td>
<td></td>
<td>6.04</td>
</tr>
<tr>
<td>2H50</td>
<td></td>
<td>7.98</td>
</tr>
<tr>
<td>2H51</td>
<td></td>
<td>14.95</td>
</tr>
<tr>
<td>2H52</td>
<td></td>
<td>14.95</td>
</tr>
</tbody>
</table>

---

**Table of Models**

<table>
<thead>
<tr>
<th>Models</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>453</td>
<td></td>
<td>14.95</td>
</tr>
<tr>
<td>455</td>
<td></td>
<td>19.95</td>
</tr>
<tr>
<td>465</td>
<td></td>
<td>24.95</td>
</tr>
<tr>
<td>470</td>
<td></td>
<td>29.95</td>
</tr>
<tr>
<td>475</td>
<td></td>
<td>34.95</td>
</tr>
<tr>
<td>480</td>
<td></td>
<td>39.95</td>
</tr>
<tr>
<td>W2I</td>
<td></td>
<td>29.95</td>
</tr>
<tr>
<td>W4</td>
<td></td>
<td>34.95</td>
</tr>
<tr>
<td>T3</td>
<td></td>
<td>37.95</td>
</tr>
<tr>
<td>PBI6A2-C</td>
<td>Cove</td>
<td>34.95</td>
</tr>
<tr>
<td>PBI6A4-C</td>
<td>Cove</td>
<td>19.95</td>
</tr>
</tbody>
</table>

---

**Note:** Retail prices indicated herein are the minimum retail prices established under Fair Trade agreements in all states except Arkansas, Vermont, Missouri, Georgia, Florida, Texas, Michigan, Nebraska and in the District of Columbia, where they are suggested only. The indicated retail prices do not apply to sales made to employees of the General Electric Company or to sales by distributors or dealers of these products to their own employees, or to sales to governmental agencies or to commercial or institutional establishments buying for their own use and not for resale.

---

The amount of any present or future sales, use, revenue, excise or other tax, which may be made applicable to the products covered by this price list, or to the manufacture, sale or use thereof, shall be paid by the purchaser.
How Would You Like To Earn A Ten Spot—$10—And Perhaps Double It? Here's How!

The G-E Traffic Builder will pay $10 for window or store display ideas accepted for publication. The amount will be doubled if your idea is accompanied by a photograph! Your display can be in your housewares, blankets, fans or vacuum cleaner section, or in your store window. It must, of course, include any G-E portable appliances: housewares, blankets, fans, heaters, heating pads or vacuum cleaners. There's no limit on size of display. It may feature one appliance or many; it's the idea that will earn the ten spot. It may include any General Electric display materials, but that is not a necessary requirement for a winning idea. Don't wait! Send along your pictures today and earn that extra do-re-me! Mail entries and photographs to:

G-E Traffic Builder
6501 Empire State Bldg.
350 Fifth Avenue
New York 1, N. Y.

Note: All display ideas submitted become the property of General Electric Company for use by it as it may determine.